



PROUD OF THE PAST, IN TOUCH
WITH TOMORROW

SELLERSBURG 2040 COMPREHENSIVE PLAN



Adopted November 9, 2020

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engineering | architecture | geospatial



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01



IN THIS CHAPTER:

- INTRODUCTION
- PLANNING PROCESS
- PUBLIC ENGAGEMENT
- DEMOGRAPHIC SNAPSHOT
- PLAN ORGANIZATION
- VISION, GOALS AND GUIDING PRINCIPLES
- PRIORITIES

INTRODUCTION

The Sellersburg 2040 Comprehensive Plan establishes a long-term vision for growth and development in the community, looking forward to the next twenty years. It includes aspirations for how the community should look and function, and provides a roadmap for decision-makers as policies, programs, and projects are implemented. Over the past 10 years, Sellersburg has increased its population by 47.4%. Facilitated by a strong school system and convenient access to amenities in the region, Sellersburg is projected to continue to grow.

PLANNING PROCESS

The development of this plan was guided by community input. Sellersburg 2040 was developed over an eight months period from February 2020 to September 2020. The plan was developed and refined over three phases which included a common thread of public engagement throughout each phase.

Phase 1: Data Collection & Market Analysis

Data on existing conditions and projections were analyzed to better understand how Sellersburg functions today and what challenges or opportunities exist for the community. Existing demographic and market trends, paired with information gathered by community input, was used as a starting point or foundation of the plan development.

Phase 2: Plan Elements & Plan Refinement

The second phase of the planning process included identifying and refining the community’s goals, strategies, and priorities. These were driven by public comments and strive to overcome current and future challenges and take advantage of and create opportunities for growth.

Phase 3: Implementation & Plan Adoption

In this final phase, an action plan was developed to create a roadmap for staff, elected and appointed officials, partner organizations, developers, and the public regarding decisions related to growth and development.



DATA COLLECTION & MARKET ANALYSIS

- PROJECT WEBSITE
- STEERING COMMITTEE MEETING 1
- ONLINE SURVEY 1
- VIRTUAL PUBLIC WORKSHOP
- ONLINE POLLS & LIVE STREAMING VIDEOS
- KEY PERSON INTERVIEWS
- FOCUS GROUP MEETINGS

PLAN ELEMENTS & PLAN REFINEMENT

- STEERING COMMITTEE MEETING 2 & 3
- PUBLIC WORKSHOP

DRAFT PLAN & PLAN ADOPTION

- STEERING COMMITTEE MEETING 4
- ADOPTION MEETINGS

PUBLIC ENGAGEMENT SNAPSHOT

During the development of this plan, there were multiple public engagement opportunities for Sellersburg residents and businesses to provide input and suggestions. These engagement opportunities included both online and in-person opportunities. Due to the "Stay at Home" orders in Indiana enacted in March of 2020 during the COVID-19 pandemic, initial public engagement was conducted through multiple online platforms. A project website was launched that allowed participants to participate in virtual public meetings, including watching live social media video feeds, completing an online survey, responding to various poll questions, and learning information about the plan. An in-person public meeting was also held outdoors at Chillers Ice Creamery in July in addition to continued online public input. While this plan was drafted during unprecedented times responding to COVID-19, the input received was also significant with hundreds of comments submitted and over 2,000 people engaged through social media. A complete summary of the public engagement can be found in Appendix B.

COMMUNITY CONCERNS

1. Enhance Walkability and Pedestrian Amenities
2. Access to High Quality Parks
3. Increase Aesthetics and Identity
4. Improved Infrastructure Maintenance (roads, utilities, services)
5. Strengthen Educational Opportunities
6. Shopping and Entertainment Options
7. Preserve Small-Town Atmosphere

1,700+

Video Views

The Facebook Live event video engaged more than 1,700 residents, business owners, and others.

625+

Responses

Received over 500 responses between April 2020 and July 2020.

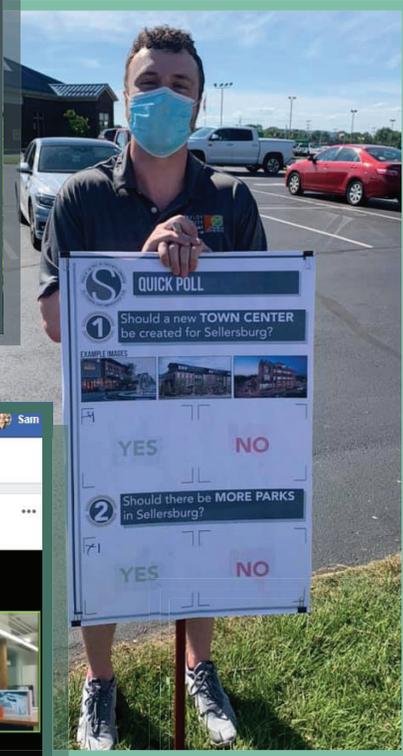
400+

Project Website Visitors

Over 400 unique visits were recorded to the project website between April 2020 and July 2020 to find more information about the project.

"We need to save as much of old downtown as we can. (It) would be great to have shops, etc. within walking distance."

-Sellersburg Community Member, Public Survey Feedback



“Would be great to see local businesses established for the retail”

“Would like to see walkway extended into neighborhoods”

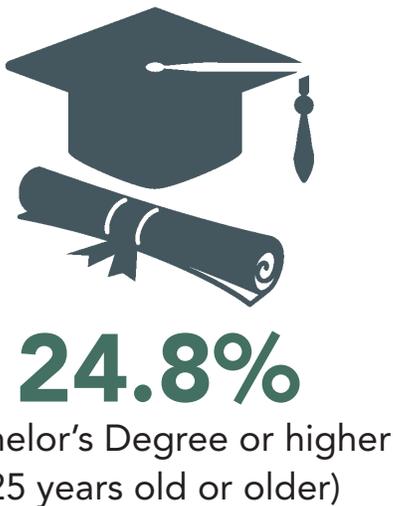
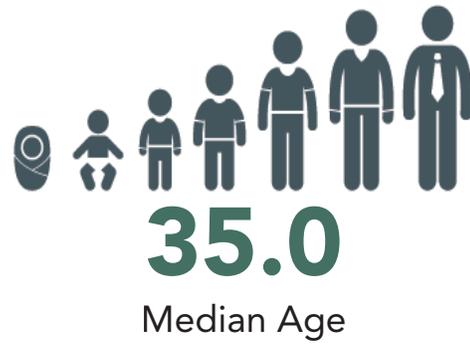


KEY TAKEAWAYS

- High priorities from the community were focused on redevelopment, zoning/subdivision regulations, and utilities.
- Balancing the needed improvements with the existing character of Sellersburg was identified as an on-going effort for the residents, business, and town.
- Issues or ideas that were identified as a top challenge to address first included flooding, gateways, and a new town center. These were perceived to create a significant positive impact for growth or would spur additional private investment.

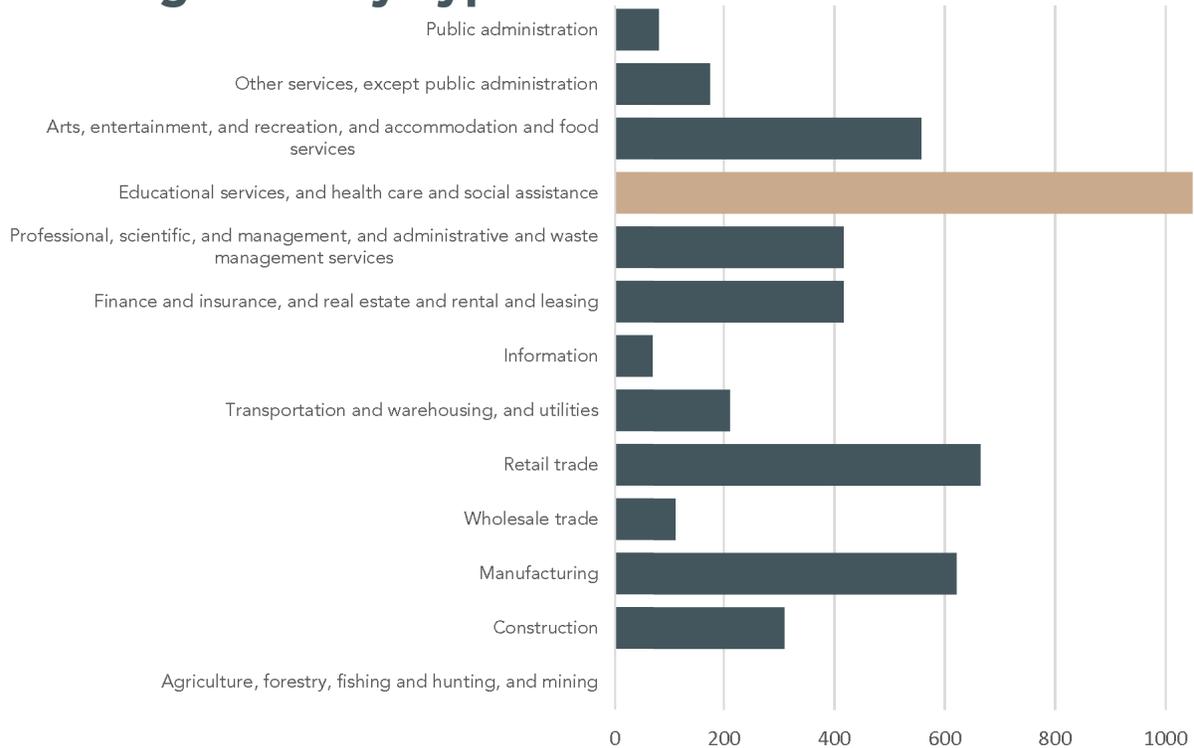
DEMOGRAPHIC SNAPSHOT

Understanding a community's existing demographic conditions helps decision-makers understand where they are today and what can be expected in future years. A full summary of Sellersburg existing conditions can be found in Appendix A.



Source: US Census 2000. US Census 2010. ACS 2018 5-year estimates.

Sellersburg Industry Types



72.2%

of Population in Workforce



26.06%

of Population in Sales & Office Occupations



35.63%

Management, Business, Science, and Arts Occupations

KEY TAKEAWAYS

- The existing housing stock is relatively new, with the majority of growth between 2000-2010.
- The population is projected to increase, therefore infrastructure expansion and new improvements will be needed.
- The town has a large number of young families, indicating a need for family-friendly activities and entertainment.
- High educational attainment and a high percent of the population in the workforce likely contribute to higher income levels in Sellersburg.
- Higher average home prices and higher per capita income levels indicate that Sellersburg is less affordable than many surrounding communities and could indicate a need for diversity in housing types and price points.
- Industry attraction and economic development incentives should consider the larger regional market and workforce.

PLAN ORGANIZATION

Sellersburg 2040 Comprehensive Plan is organized into three sections: Executive Summary, Sellersburg's Vision, and Implementation.

SECTION

1

Executive Summary

The Executive Summary explains the main purpose of the Sellersburg 2040 Comprehensive Plan, detailing steps of the planning process and highlighting key points of existing conditions and public input. The Executive Summary also introduces the plan's vision statement and goals.

SECTION

2

Sellersburg's Vision

This section outlines Sellersburg's vision for the future while also providing strategies for implementation. Three guiding principles (Strong Foundation, Sense of Community, and Pride and Legacy) organize the plan's goals, strategies, and action steps needed for success. Each strategy is accompanied with precedent images, maps, and narrative to outline the intent. The ideas set forth in this section are based on public input received during the planning process and strive to address the major challenges for the town.

SECTION

3

Implementation

The purpose of the final section is to guide implementation of the vision set forth in the plan. This section outlines action steps for the plan's strategies and includes plan maintenance and review, an implementation timeline, potential partners, and tools and resources. This section should be the referenced by decision makers, staff, and partner organizations as the town progresses.

IN THIS SECTION:

- Introduction
- Planning Process
- Public Engagement Snapshot
- Demographic Snapshot
- Plan Organization
- Vision, Goals and Guiding Principles
- Priorities

IN THIS SECTION:

- Sellersburg's Strong Foundation
 - Land Use
 - Transportation
 - Utilities and Community Services
- Sellersburg's Sense of Community
 - Parks and Recreation
 - Community Facilities
 - Economic Development
- Sellersburg's Pride and Legacy
 - Neighborhoods and Housing
 - Identity and Placemaking

IN THIS SECTION:

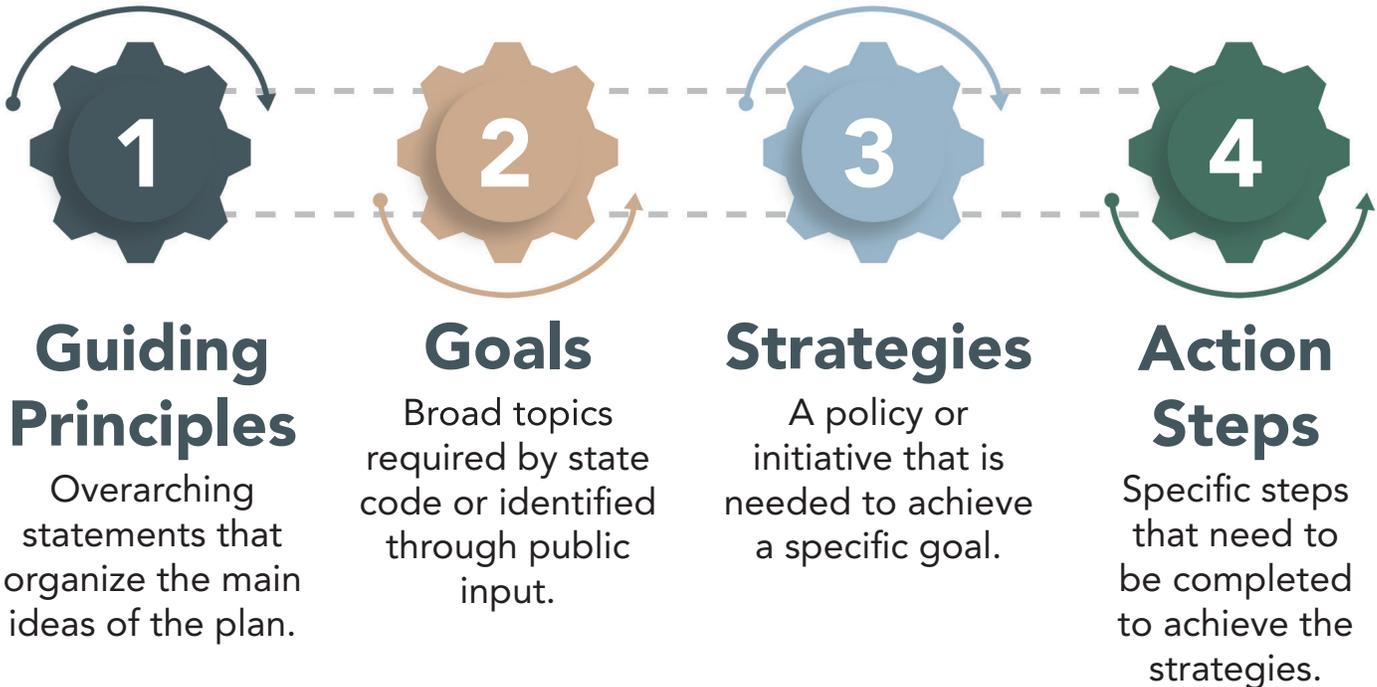
- Introduction
- Document Review and Plan Maintenance
- Partnerships Priority Timeline
- Action Step Tables
- Other Tools, Resources and Funding

VISION, GUIDING PRINCIPLES, AND GOALS SUMMARY

During the planning process, the ideas of a community are shaped into an overarching vision statement, which are then focused into individual goals, strategies, and action steps that drive efforts within the community.

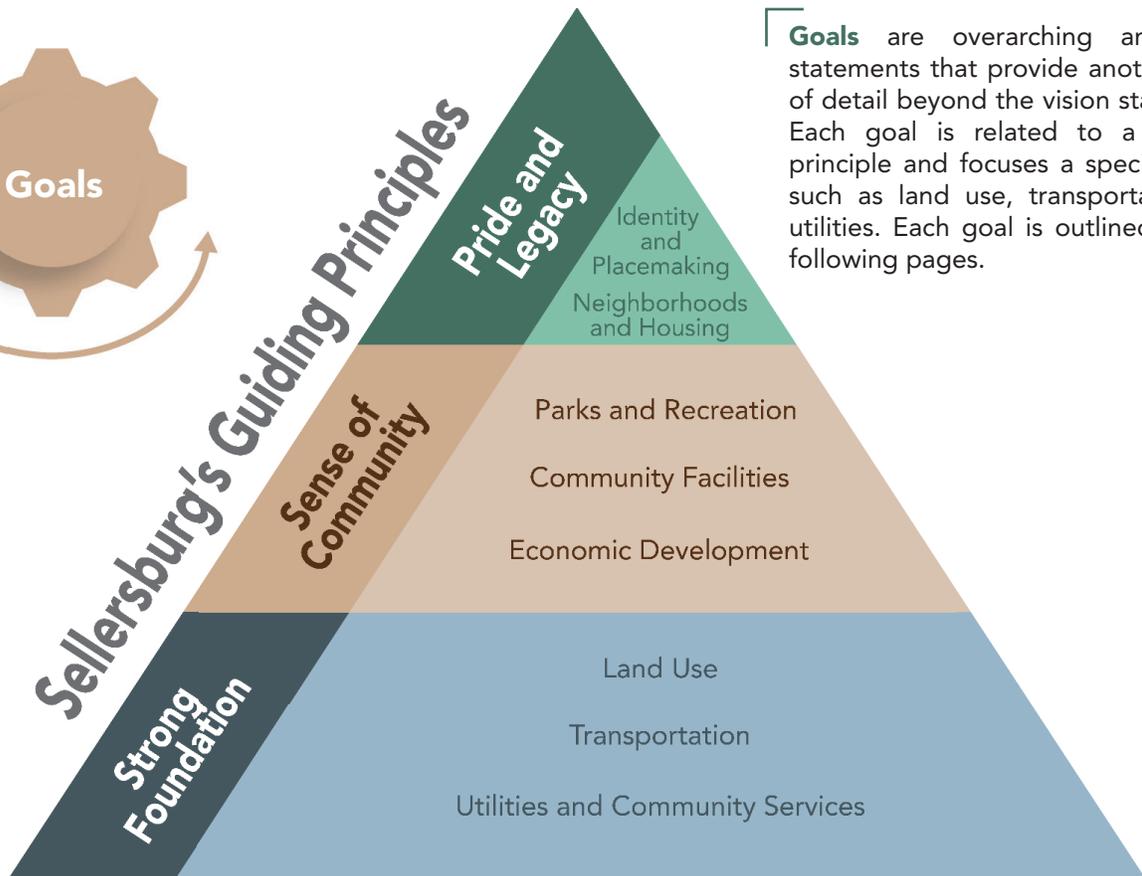
● VISION

"Proud of the past, in touch with tomorrow."





These **guiding principles** build upon one another. Where a strong foundation is needed to support a sense of community and Sellersburg's pride and legacy.



Goals are overarching and lofty statements that provide another level of detail beyond the vision statement. Each goal is related to a guiding principle and focuses a specific topic such as land use, transportation, or utilities. Each goal is outlined on the following pages.

STRATEGIES & PRIORITIES SUMMARY

Strategies are ongoing, action-oriented statements that support implementation of the related goal. Each strategy is accompanied by actions or action steps needed to achieve the strategy. Each strategy is further outlined in Chapter 2 and the action steps are detailed in Chapter 3, including priorities, potential funding, and partner organizations.

STRONG FOUNDATION

GOAL

1

Land Use

Promote pro-active planning and growth strategies that will increase the quality of life.

1A. Reference adopted plans for land use decisions and capital investment projects.

1. Reference the Future Land Use Plan and Criteria for development plans and rezoning requests.
2. Update the Capital Improvement Plan annually to provide direction on all capital & maintenance projects (roads, sidewalks/trails, parks, utilities, community services).
3. In addition to this comprehensive plan, reference the town's adopted plans when considering land use decisions as well as identifying new projects and programs. These plans include:
 - Water & Sewer Master Plans
 - Best Management Practices (BMP) Manual (stormwater)
 - 5-Year Parks & Recreation Master Plan
 - County Road 311 / US 31 Corridor Study

1B. Update zoning and subdivision regulations to ensure that new development is consistent with the goals, policies, and guidelines of this Comprehensive Plan.

1. Update the ordinances to reconcile previous updates in order to eliminate conflicting statements, comply with current state statutes, and address current development needs.
2. Create new mixed-use zoning districts for downtown as well as the interchanges to facilitate more compact and sustainable patterns of development.
3. Establish design standards in highly visible areas to ensure high-quality development.
4. Update standards for signage and lighting along primary corridors.
5. Require sidewalks for new development and redevelopment along collector and arterial streets.
6. Require open space in large residential subdivisions.
7. Encourage a mix of housing types and densities for residential subdivisions.
8. Allow for diverse housing options including downtown live-over-work, low maintenance, and high-density.
9. Evaluate the need to hire a full-time Planning and Zoning Administrator.

1C. Evaluate targeted voluntary annexation for areas that are currently or could feasibility be served by town utilities and services.

1. Identify areas for voluntary annexation based upon established criteria, such as areas that are currently served by town utilities (water, sewer) and services (police, sanitation, etc.).
2. Adopt annexation policies that evaluate and/or require annexation prior to extending utilities and/or town services.

STRONG FOUNDATION

GOAL

2 Transportation

Improve infrastructure that moves people and goods safely throughout the community.

2A. Maintain a roadway network which allows safe and efficient travel throughout Sellersburg.

1. Work with INDOT to upgrade and maintain State Roads 31, 60, and 311.
2. Work to implement the County Road 311/US 31 Corridor Study through improvements and projects along this corridor.
3. Update the Asset Management Plan annually to identify roadway maintenance projects and remain eligible for state funding.
4. Require large new developments to identify transportation impacts and complete roadway improvements prior to development.
5. Adopt access management regulations to reduce traffic congestion and improve traffic flow and safety.
6. Work with adjacent communities to complete regional road projects, such as Commerce Way.

2B. Maximize walkability between destinations, commercial areas, and neighborhoods.

1. Continue to expand, maintain and upgrade sidewalks and trails.
2. Coordinate with adjacent communities for regional opportunities to connect trails and sidewalks.

STRONG FOUNDATION

GOAL

3 Utilities and Community Services

Plan and manage utilities and community services to meet the current and future needs of the community.

3A. Mitigate flooding through stormwater management and best practices.

1. Work with the Southern Indiana Stormwater Advisory Committee (SWAC) and other partners to make progress towards implementing measures outlined in the Best Management Practices (BMP) Manual.
2. Maintain permit compliance with Indiana Department of Environmental Management (IDEM).
3. Continue to identify areas that frequently flood and implement mitigation measures.
4. Study the need for and feasibility of a stormwater utility fee that could fund infrastructure improvements for managing stormwater runoff.

3B. Provide adequate water, sewer, and other utilities to all residents and businesses.

1. Expand capacity and replace aging infrastructure for water and sewer utilities as identified in the utility long-range master plans.
2. Coordinate with private and external utility providers (internet, natural gas, etc.) to expand service areas as development occurs.

3C. Continue to provide high-quality community services within Sellersburg.

1. Provide annual reviews of the Town's code enforcement, police, and sanitation services to identify equipment, facilities and resources needed to continue to serve the community.
2. Coordinate with community service providers that supply the town as new development occurs, including Tri-Township Fire Department and EMS/Clark County Emergency Management.
3. Coordinate with checkpoint agencies, such as police, fire and streets/sanitation, when reviewing development plan applications to maintain adequate service levels and response times.

SENSE OF COMMUNITY

GOAL 4 Parks and Recreation

Establish quality recreational facilities and programming opportunities that are within walking distance of all residents.

4A. Identify opportunities to create unique public parks, town-owned facilities, and programming.

1. Implement the Five-Year Parks and Recreation Master Plan including improving existing parks and expanding programming; update the plan every 5 years to remain eligible for federal funding.
2. Identify and secure property for new public parks in areas that are underserved.
3. Reestablish the farmers market through the Parks Board.
4. Evaluate the need to hire a full-time Parks and Recreation Administrator.
5. Evaluate the capacity, functionality, and need of current town hall and police facilities.

SENSE OF COMMUNITY

GOAL 6 Economic Development

Promote a diversified economy that provides a strong tax base and opportunities for employment and entrepreneurship.

6A. Encourage economic vitality and activity in Sellersburg.

1. Evaluate the expansion of Tax Increment Financing (TIF) and consider future expansion as warranted.
2. Evaluate incentives to attract and retain targeted industries as well as businesses that promote tourism, expand entertainment/dining opportunities or provide shopping options.
3. Publicize and increase awareness of Sellersburg's economic development tools, programs and information on the Town website.
4. Work with regional economic partners, such as One Southern Indiana, to attract and retain targeted industries in Sellersburg.
5. Continually do targeted outreach with development community to build relationships and identify future projects.
6. Increase public relation activities and promote success of local businesses through ribbon cuttings, new business grand openings, and other events.
7. Evaluate the need for an additional staff person dedicated to public relations.

SENSE OF COMMUNITY

GOAL 5 Community Facilities

Strategically expand community facilities in Sellersburg to provide residents the best service possible.

5A. Coordinate with the Sellersburg Public Library, local schools, and other community facility providers to improve the overall lifestyle and experience in Sellersburg.

1. Work with the Library Board to continue current and expand future services for the community.
2. Coordinate with the school district as new development occurs.

PRIDE AND LEGACY

GOAL 7 Neighborhoods and Housing

Support safe, healthy and attractive neighborhoods and housing options.

7A. Promote strong neighborhoods.

1. Develop neighborhood organizations and leadership to initiate neighborhood-level projects, programming and events.
2. Incentivize affordable housing through density bonuses or similar tools.

PRIDE AND LEGACY

GOAL 8 Identity and Placemaking

Create a sense of place and identity for Sellersburg.

8A. Provide focused planning efforts in key areas.

1. Create a town center at Camp Run Parkway that provides a variety of uses, improves connectivity, and reinforces community character.
2. Promote development opportunities in downtown and the gateways at exits 7 and 9 that facilitate walkability, architectural standards and economic vitality.

8B. Define Sellersburg's identity through improvements at key points and along corridors throughout the community.

1. Implement gateway features at prominent entry points.
2. Complete visual improvements along key corridors to establish a consistent identity for Sellersburg.
3. Create a public art program for both public and private projects.
4. Actively enforce property maintenance and building codes.

8C. Make Sellersburg a regional destination.

1. Continue to support the seasonal festivals, events, and activities that build community pride, increase tourism, and support local businesses.
2. Work with Soln Tourism and other regional partners to expand tourism opportunities in Sellersburg that showcase the small-town charm, natural beauty, and unique attractions.

02

IN THIS CHAPTER:

- FUTURE LAND USE PLAN
- SELLERSBURG'S STRONG FOUNDATION
- SELLERSBURG'S SENSE OF COMMUNITY
- SELLERSBURG'S PRIDE AND LEGACY

FUTURE LAND USE PLAN

INTRODUCTION

A Future Land Use Plan provides guidance to community decision-makers when discussing potential zoning changes, variances, subdivisions, map amendments, or other potential applications or proposals that could come before the Plan Commission, Board of Zoning appeals, or Town Council. The purpose of a Future Land Use Plan is to account for and manage future growth patterns in a community in a way that protects the general health, safety, and welfare of all residents. The Future Land Use Plan includes two components:

1. Future Land Use Map:

This outlines appropriate land use patterns for the future as Sellersburg grows; and

2. Location criteria:

These are specific conditions or criteria that should be considered during land use changes.

The Future Land Use Map within this comprehensive plan is not a current Zoning Map and does not in itself change the zoning of any parcel. However, it should be referenced as the guiding document when considering land use changes or other development proposals.

FUTURE LAND USE MAP

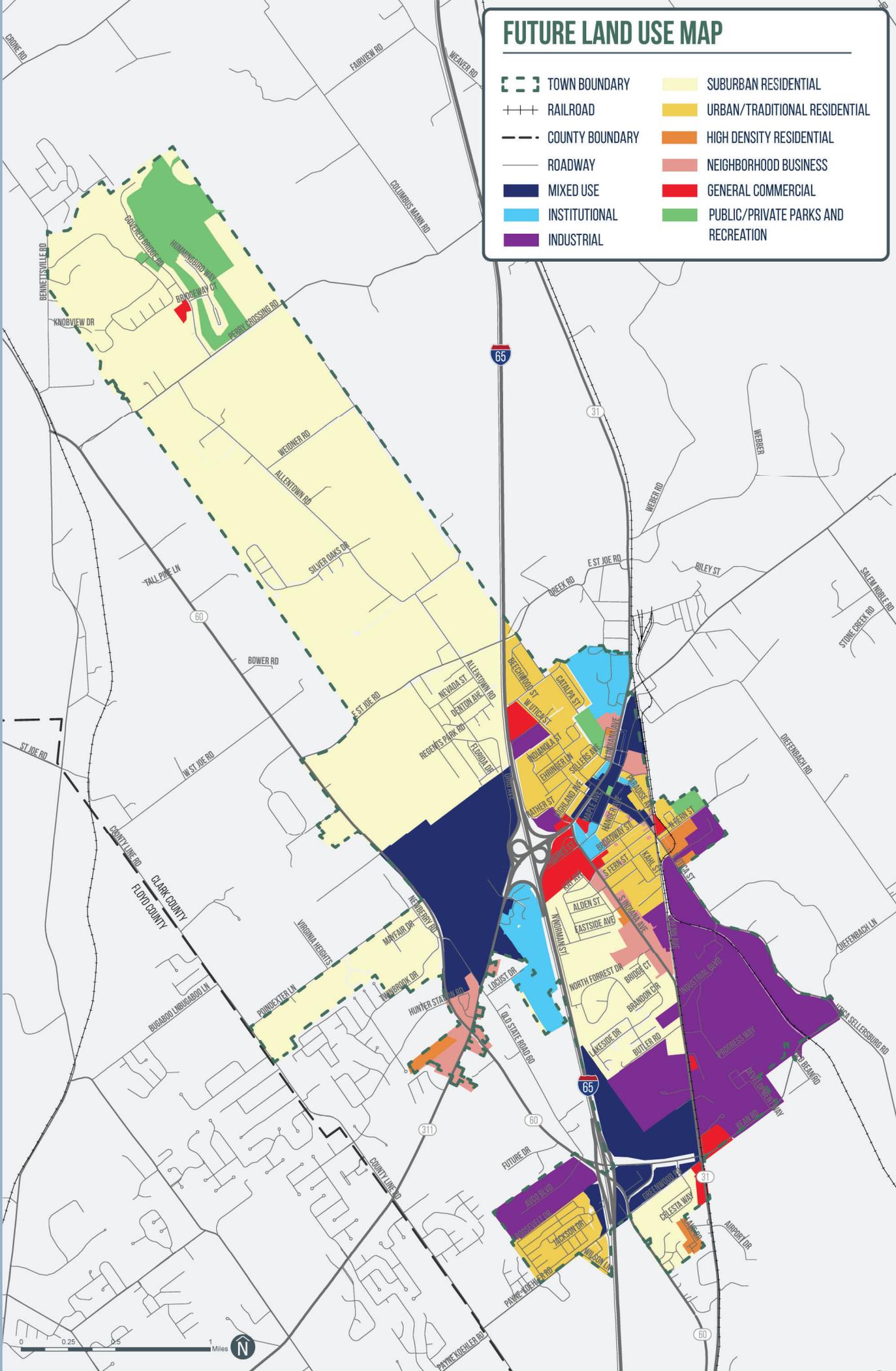
The Future Land Use Map (page 17) depicts a build-out scenario to accommodate for new growth and infill development within the community. This map considered the existing land use, existing zoning, goals of this plan, and public input when determining the various future land uses as well as the following methodology:

METHODOLOGY

1. More compact and/or higher density development is appropriate in the "central" areas of town as well as the interchange areas.
2. New residential development should include a mix of densities.
3. Mixed Use development should be encouraged within downtown.
4. Development near the interchanges should allow for commercial and/or higher-density residential.
5. Development along Camp Run Parkway should be planned as a new "Town Center" with mixed-use development.

FUTURE LAND USE MAP

-  TOWN BOUNDARY
-  RAILROAD
-  COUNTY BOUNDARY
-  ROADWAY
-  MIXED USE
-  INSTITUTIONAL
-  INDUSTRIAL
-  SUBURBAN RESIDENTIAL
-  URBAN/TRADITIONAL RESIDENTIAL
-  HIGH DENSITY RESIDENTIAL
-  NEIGHBORHOOD BUSINESS
-  GENERAL COMMERCIAL
-  PUBLIC/PRIVATE PARKS AND RECREATION



Future Land Use Classifications

- Suburban Residential:** This area allows for single-family residential land uses, typically 1-3 units per acre, and are often found further away from the downtown and in areas that may be environmentally sensitive. Larger lot sizes are preferred in this category, including provisions for open space and landscaping in larger subdivisions.
- Urban/Traditional Residential:** These zones allow for single- or two-family residential land uses with up to eight units per acre as well as townhomes or patio homes with up to 12 units per acre. This land use is often used to provide a buffer between suburban residential and other high-density land uses, such as those close to downtown. Although smaller lot sizes are acceptable, open spaces in residential neighborhoods should still be included when possible.
- High Density Residential:** Development occurring in this area should include higher-density residential units, typically ranging from 12 to 24 units per acre depending on the neighboring uses. High-density development should be considered if the structure is compatible in height, scale, and character to surrounding uses. This use is most desirable in areas that have amenities within walking distance and proper infrastructure and sidewalks.
- Neighborhood Business:** This district should primarily be for professional office or local or neighborhood-level service uses with limited square footage and business hours. These uses should be focused on serving the local community or adjacent residential areas. Neighborhood Business uses should not draw large amounts of traffic from outside of the immediate area.
- General Commercial:** General commercial typically describes "big box" retailers that require a large amount of square footage, generate numerous trips per day, and draw from a larger, regional market area. However, it also can include smaller-scale retail found within a community such as restaurants or hotels. These types of uses are also typically more automobile dependent, requiring appropriate space for parking and travel lanes, although sidewalks should be considered.
- Mixed Use:** The mixed-use districts can include a combination of uses that typically include residential and non-residential uses (such as retail, office, civic, and/or recreational activities). The mixture of uses can be confined to a single building or multiple buildings within a larger development. The layout and design of these uses should ultimately complement its surrounding context and include appropriate buffering and transitions to less intense uses.
- Public/Private Parks and Recreation:** These land uses include amenities such as parks, golf courses, pools, plazas, sport complexes, and other public/private recreational uses. These types of uses can be appropriate in any district but should typically be accessible to residential areas within the town.
- Institutional:** Institutional land uses include civic uses including governmental buildings, public libraries, schools, community centers, and other related uses. Ivy Tech and Silver Creek Schools are examples of this within Sellersburg.
- Industrial:** This use refers to manufacturing, processing, distribution, and other related industrial activities, however, it can include office buildings or employment centers that produce noise, smoke, dust, and odor. All industrial uses should be visually appealing or campus-like to remove adverse impacts to adjacent property owners, including buffers, setbacks, and transitions. Proper infrastructure should be in place to support this use.

LOCATION CRITERIA

The Location Criteria should be used in conjunction with the Future Land Use Map when considering rezonings and development proposals to guide future land use decisions and ensure that development aligns with the overall vision of the comprehensive plan. Other objectives, goals, and action steps listed in this plan may also be referenced for land use decisions.

General Location Criteria (All Development):

- Infill development should be encouraged on undeveloped lots near existing developed areas
- Land use and the intensity of those uses should be compatible or appropriately transition to adjacent uses.
- New development near areas of high activity should include streetscape amenities that accommodate all users; including sidewalks, crosswalks, street lighting, landscaping, benches, and other improvements, where appropriate.
- Rehabilitation of viable structures should be encouraged.
- New development or redevelopment near existing infrastructure should be prioritized.
- Areas with significant vehicular traffic, or development that would increase significant traffic, should include safety improvements for pedestrians and vehicles on the roadway.
- Any development that is located along Minor Arterial, Principal Arterial, or Freeway/Expressway should include appropriate access control methods.
- Uses that enhance the quality of life for residents should be encouraged.
- Mixed-use development should be encouraged near high-traffic areas or activity centers, such as downtown, the town center, and the interchanges.
- The preservation of natural areas and resources should be encouraged by preserving environmental features or areas when possible.
- All development should be required to connect to public water and sewer utilities.

Industrial Location Criteria:

- Industrial development should gain access from Minor Arterial, Principal Arterial, or Freeway/Expressway and preferably have access to railways when needed.
- Shared driveways/access points should be encouraged when feasible.
- Industries that produce hazardous materials should have proper separation and buffers from public uses and residential areas.
- Industry should be encouraged in locations that do not create land use conflicts and are not visually intrusive, such as within existing industrial parks or adjacent to existing industrial development.

Commercial/Mixed Use Location Criteria:

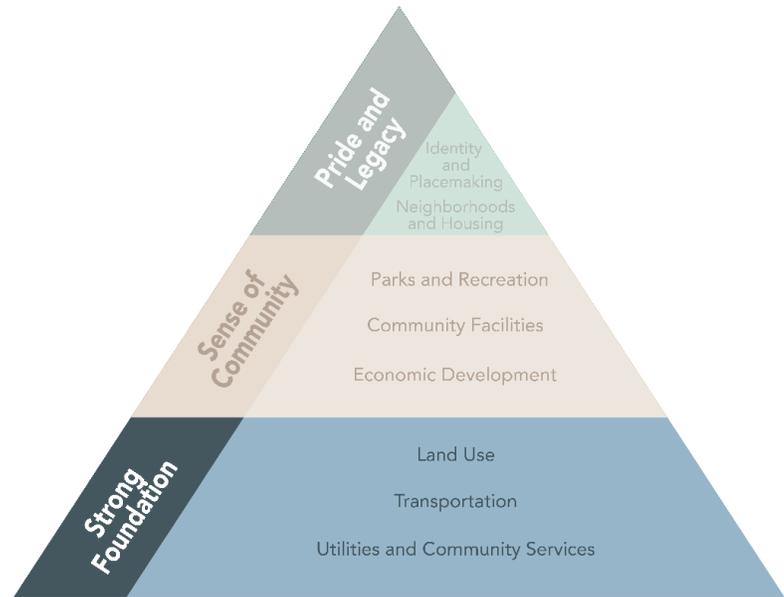
- Development should gain access from a collector or arterial roadway.
- Development should minimize curb cuts on roadways and maintain a defined roadway edge with specific points for ingress/egress. Shared driveways with cross-development access should be required when possible.
- A common point of access should be required for mid to large-scale developments that generate high volumes of traffic.
- Mixed-use development should be encouraged that includes residential, commercial, office, open space, and civic uses. All uses within a development should be compatible and have appropriate transitions and buffers to any non-compatible uses on adjacent parcels.
- Shared parking should be used for adjacent and well-connected developments and throughout downtown.
- Landscaped or natural buffers, open space, or fencing between different uses (residential, industrial, etc.) should be required.

Residential Location Criteria:

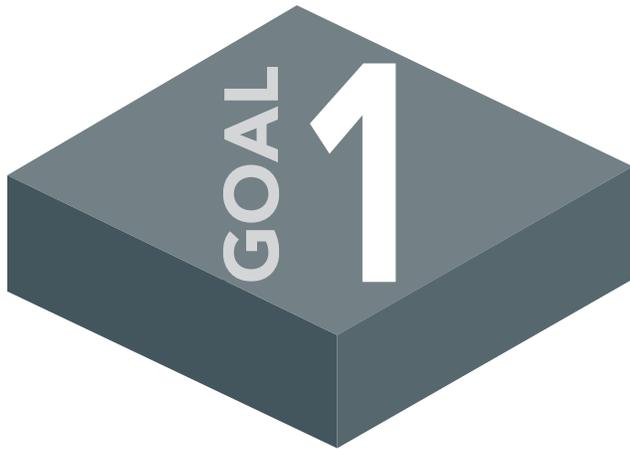
- Residential development that provides diverse housing types and price ranges should be encouraged within major subdivision development as well as throughout town.
- Age-in-place developments should be encouraged, such as senior living facilities.
- Multiple points of entry/exit for emergency access should be required for major subdivisions and high-density residential developments.
- Residential development should be buffered from non-compatible land uses, such as industrial and active agricultural uses.
- Buffers, such as landscaping and/or fencing, should be encouraged between low-density and high-density residential.
- Residential subdivisions should be required to provide connections to adjacent or future development and uses.
- Sidewalks or paths should be required to connect to adjacent neighborhoods and developments.

GUIDING PRINCIPLE: SELLERSBURG'S STRONG FOUNDATION

The success of every community is based in a solid foundation that provides the infrastructure necessary for growth and development. Without this basic foundation, it is difficult to improve the quality of life of within the community. Sellersburg's Strong Foundation includes Land Use, Transportation, and Utilities / Community Services. The strategies outlined in this guiding principle strive to lead the way for future development and growth throughout the community.



Ensure that all elements of the built environment—**land use, transportation, utilities, and community services**—work together to provide a strong foundation that supports a high quality of life for all residents and businesses.



Land Use

Promote pro-active planning and growth strategies that will increase the quality of life.



Transportation

Improve infrastructure that moves people and goods safely throughout the community.



Utilities and Community Services

Plan and manage utilities and community services to meet the current and future needs of the community.

SELLERSBURG'S STRONG FOUNDATION: GOAL 1 LAND USE

1A. Reference adopted plans for land use decisions and capital investment projects.

Sellersburg has experienced rapid population growth within the last decade and is expected to continue this growth in the future. While population growth is desired, the town needs a planned and balanced approach to accommodate growth. This comprehensive plan is just one of the efforts Sellersburg officials have taken in order to safely and efficiently guide the community towards the future. However, this plan and other adopted plans should be referenced frequently. When making zoning and development decisions, officials should not only reference the Future Land Use Plan and Criteria included within the document (page 19), but they should also reference past plans which include:

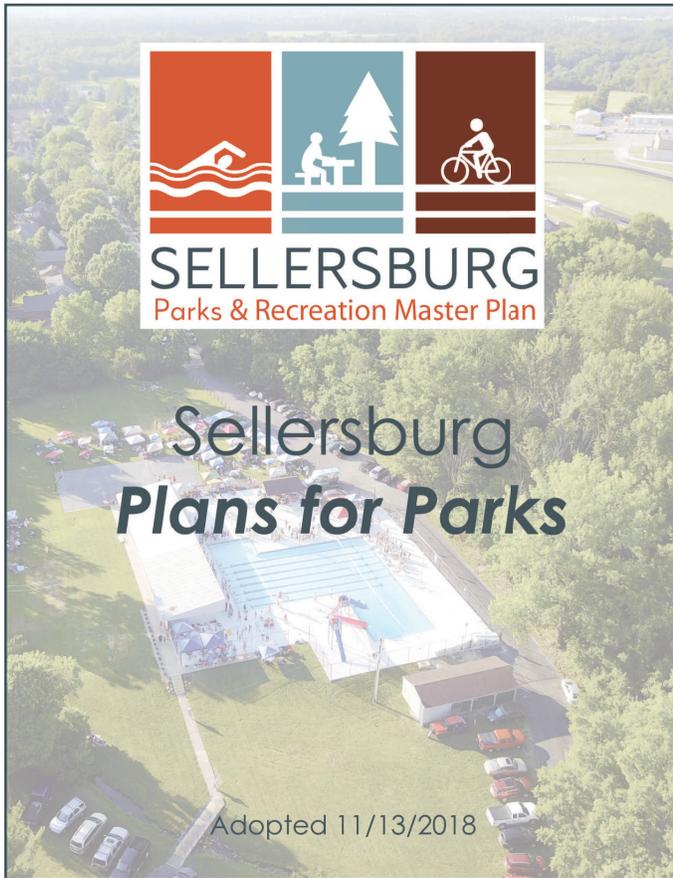
- Water & Sewer Master Plan
- Best Management Practices (BMP) Manual (stormwater)
- 5-Year Parks & Recreation Master Plan
- County Road 331 / US 31 Corridor Study

Referencing previous plans and studies can also help secure funding for supporting projects and programs. These documents provide additional guidance to ensure future development is pro-active, planned, and supported by the larger community. When used in tandem with the Future Land Use Plan, these documents provide guidance on where and how future development should occur.

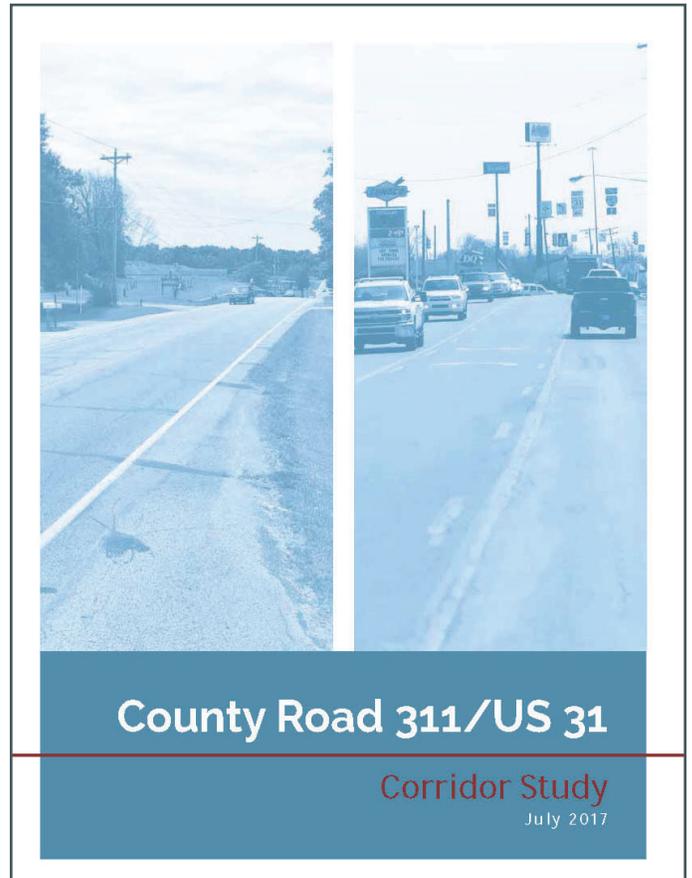
In addition to the plans listed above, Sellersburg officials should annually update the Capital Improvement Plan (CIP) to provide direction on all capital and maintenance projects (roads, sidewalks/trails, parks, utilities, community services) within the community. A CIP contains all individual capital projects, equipment purchases, and major studies for a local government and works in conjunction with construction timelines and financing. A CIP typically has two parts; a capital budget, which shows a spending plan for the next two to five years, and the capital program, which shows future expenditures over the next five to ten years. When done correctly, a CIP unifies capital and operation budgets for all local government organizations, evaluates each project, and prioritizes projects based on funds and future needs. These documents serve as a fiscal management tool for communities and should be used as a guiding document for what project should be completed as funds become available.

ACTION STEPS

1. Reference the Future Land Use Plan and Criteria for development plans and rezoning requests.
2. Update the Capital Improvement Plan annually to provide direction on all capital & maintenance projects (roads, sidewalks/trails, parks, utilities, community services).
3. In addition to this comprehensive plan, reference the town's adopted plans when considering land use decisions as well as identifying new projects and programs. These plans include:
 - Water & Sewer Master Plans
 - Best Management Practices (BMP) Manual (stormwater)
 - 5-Year Parks & Recreation Master Plan
 - County Road 311 / US 31 Corridor Study



Sellersburg Plans for Parks - 5-Year Parks and Recreation Plan



County Road 311/US 31 Corridor Study

SELLERSBURG'S STRONG FOUNDATION: GOAL 1 LAND USE

1B. Update zoning and subdivision regulations to ensure that new development is consistent with the goals, policies, and guidelines of this Comprehensive Plan.

As this comprehensive plan is adopted and referenced in development decisions for the community, the zoning and subdivision regulations should be revised to align with the vision, goals, policies, and guidelines of this document. Since a comprehensive plan is only a guiding document, updating current regulations is the first step in the implementation of this plan. As the town started this comprehensive planning process, the council discussed the need to immediately revised these regulations to align the community's vision, eliminate conflicting statements, comply with current state standards, and address the town's current and future development needs.

As ordinances are amended over many decades, it becomes more difficult to manage conflicting sections, address amendments to Indiana Code, and allow for a streamlined development process. The town currently has two separate documents that regulate planning and development: the Sellersburg Zoning Ordinance and the Sellersburg Subdivision Regulations. The documents are fundamentally dependent upon each other, but being independent documents means conflicts can arise between various sections. As the town revises these regulations, they should be combined into a Unified Development Ordinance (UDO) to streamline and better coordinate the development process.

Other regulations that should be considered include allowing mixed-use and more compact development in specific areas of town such as downtown and the town center as well as design guidelines for highly visible areas (such as around the interstate exits, downtown, and the town center). These areas not only have the potential to become economic hubs for Sellersburg but are also highly visible from I-65 and contribute to the identity of Sellersburg. Open space in new subdivisions is also needed in order to provide recreational areas for residents.

The current regulations do not allow for mixed-use development anywhere in town, including downtown. Options for first-floor retail with apartments or lofts on upper floors should be considered within downtown and the new town center. Additionally, more compact or dense housing development should also be allowed that can support new commercial as well as single-family homes. Allowing diverse housing types and densities can provide housing for different age groups, incomes, and family types wanting to move to or relocate within the community.



Example of Open Space in Residential Subdivision

Design standards should also be considered in highly-visible areas to ensure development is both efficient and of high-quality. In addition to building materials, it should also address sidewalk requirements, signage, lighting, and open/public spaces.

Sellersburg currently has a building commissioner who handles many functions of the town including rezoning petitions, development plan approvals, variances, building permits, and inspections. To maintain consistency and focus on planned growth and development, the town should consider hiring a full-time Planning and Zoning Administrator to oversee daily planning and zoning operations needed for a growing community.



Example Townhome Housing Type



Example Apartment Complex

ACTION STEPS

1. Update the ordinances to reconcile previous updates in order to eliminate conflicting statements, comply with current state statutes, and address current development needs.
2. Create new mixed-use zoning districts for downtown as well as the interchanges to facilitate more compact and sustainable patterns of development.
3. Establish design standards in highly visible areas to ensure high-quality development.
4. Update standards for signage and lighting along primary corridors.
5. Require sidewalks for new development and redevelopment along collector and arterial streets.
6. Require open space in large residential subdivisions.
7. Encourage a mix of housing types and densities for residential subdivisions.
8. Allow for diverse housing options including downtown live-over-work, low maintenance, and high-density.
9. Evaluate the need to hire a full-time Planning and Zoning Administrator



Example Single-Family Housing Type

SELLERSBURG'S STRONG FOUNDATION: GOAL 1 LAND USE

1C. Evaluate targeted voluntary annexation for areas that are currently or could feasibility be served by town utilities and services.

As the demand for housing and growth in Sellersburg continues, the town should evaluate the feasibility of annexing areas that are currently served by town utilities and/or services. There are benefits for property owners who are annexed, including sanitation services, police, and other town services. For areas that are currently served by town utilities, voluntarily annexation should be considered. Targeted areas for annexation could include properties between IN-60, CR-311, and I-65 as well as areas east of IN-60 that are not incorporated by Clarksville. Large areas of floodway are located west of Sellersburg and should be considered when annexation occurs, since limited development can occur in these areas.

As town water and sewer utilities are extended, Sellersburg should continue its current policy requiring annexation before those services and utilities are extended as long as the town can reasonably provide other town services (sanitation, police, etc.) to these areas. This ensures the town is able to recoup the cost of expansion from both new utility payments and property taxes. However, costs to provide these services should be considered to ensure expansion does not cost the town more than it could recover from property taxes.

The town should also consider differing utility rates for users within town limits and those outside of town, as allowed by the Indiana Utility Regulatory Commission (IURC). Adjusting the rates for out-of-town utility users could be an incentive for voluntary annexation.

ACTION STEPS

1. Identify areas for voluntary annexation based upon established criteria, such as areas that are currently served by town utilities (water, sewer) and services (police, sanitation, etc.).
2. Adopt annexation policies that evaluate and/or require annexation prior to extending utilities and/or town services.

SELLERSBURG'S STRONG FOUNDATION: GOAL 2 TRANSPORTATION

2A. Maintain a roadway network which allows safe and efficient travel throughout Sellersburg.

Sellersburg has four major roadways that cross through it, including I-65, US 31, SR 60, and County Road 331. These roadways have the highest traffic volumes within the community with maintenance issues and traffic congestion. The town does not control any of these roads, meaning Sellersburg cannot make any changes without INDOT or county approval. Various improvements are needed along these roads, and it is recommended that Sellersburg continue to work with INDOT and the county to upgrade and maintain US 31, SR 60, and CR 331.

The CR 331 / US 31 Corridor Study was completed July 2017 and found five key priorities that need to be addressed along the corridor: improving overall roadway safety, alleviating congestion and improving overall traffic flow, defining and controlling future adjacent development patterns, creating a unified roadway character, and providing bicycle, pedestrian, and transit access. These priorities influenced the major strategies of the plan, which included actions such as adjusting signals at all signalized intersections, installing curb gutters with closed stormwater infrastructure and trees/lighting along the corridor, widening the corridor to contain a center turn lane, and improving intersections. Some of the actions within this corridor plan included access management regulations that would reduce traffic congestion and improve traffic flow along CR 311 / US 31. Although access management along this corridor is ultimately controlled by the state and/or county, regulations for future development could provide additional assistance for managing traffic within the town. This could include requiring large new developments to identify transportation impacts and complete roadway improvements prior to the site's development. The corridor study's recommended actions are currently in progress, including an INDOT project for the reconstruction of US 31 from S. Indiana Avenue to CR 403 and should continue to be monitored.

The Transportation Plan map on the following page highlights major improvements for both state and local roadways. It identifies the improvements based on funding sources and highlights the intersections and entry points that should serve as a gateway into town. The majority of the future projects are centered around US 31 and CR 331.

Sellersburg should annually update its Asset Management Plan to identify roadway maintenance projects and remain eligible for state funding through the Community Crossings program. An Asset Management Plan is focused on roadway-related infrastructure and should be updated annually to identify new roadway improvement projects, within the community, that are of high priority. As voiced by the public, this plan includes the need to address poor road conditions.

Continued coordination on transportation projects between Sellersburg and other groups such as INDOT, KIPDA, Clark County, or neighboring communities is necessary in order for the town to successfully maintain and update its major roadways. Sellersburg should become an active member of KIPDA, the regional Metropolitan Planning Organization who oversees federal transportation funds. Without representation from the town, it is unlikely that these federal funds would be allocated to the town for roadway improvement projects. Additionally, coordination between Sellersburg and neighboring communities is important as regional projects such as Commerce Way (or Airport Connector Road) are started. This route will connect Sellersburg and River Ridge Commerce Park with a new road between Bean Road and Utica-Sellersburg Road, improving traffic flow and reducing drive times for commuters and freight.

ACTION STEPS

1. Work with INDOT to upgrade and maintain State Roads 31, 60, and 311.
2. Work to implement the County Road 311/US 31 Corridor Study through improvements and projects along this corridor.
3. Update the Asset Management Plan annually to identify roadway maintenance projects and remain eligible for state funding.
4. Require large new developments to identify transportation impacts and complete roadway improvements prior to development.
5. Adopt access management regulations to reduce traffic congestion and improve traffic flow and safety.
6. Work with adjacent communities to complete regional road projects, such as Commerce Way.

FUTURE ROADWAY IMPROVEMENTS

	TOWN BOUNDARY		FUTURE ENTRY IMPROVEMENTS
	RAILROAD		FUTURE INTERSECTION IMPROVEMENTS
	COUNTY BOUNDARY		FUTURE VEHICULAR CONNECTIONS / ACCESS
	PROJECTS FUNDED BY OTHERS		
	FUTURE ROADWAY IMPROVEMENT		



SELLERSBURG'S STRONG FOUNDATION: GOAL 2 TRANSPORTATION

2B. Maximize walkability between destinations, commercial areas, and neighborhoods.

Sellersburg has many major highways within town that can potentially create hazards for people walking and biking. It is important to provide safe alternatives to driving for residents to access major destinations within Sellersburg. With roadway improvement projects in the near future, it will become even more important to create walkable connections between different destinations, commercial areas, and neighborhoods. The Walkability Map to the right shows future pedestrian routes within Sellersburg based on local and state plans, including recommendations identified in the town's Parks and Recreation Master Plan. These proposed routes not only identify new connections to major destinations, but they also strive to overcome the barrier of I-65. Safe sidewalk and trail connections are critical in areas with high volumes of traffic and interconnected highway systems.

Because it is not financially feasible to provide safe pedestrian connections along every street within Sellersburg, routes should be prioritized based on potential number of users, impact, and the ability to connect to the existing sidewalk network. Connections between schools, public amenities and facilities, and other locations frequently visited by the town's youth should also be prioritized as projects lead by the town.

Sidewalk connections to surrounding communities should be coordinated, giving residents from each community safe access to amenities and businesses within Sellersburg and the surrounding communities. Sellersburg should also participate in discussions about regional trails, such as the rails to trails project along Grant Line Road.



Install Sidewalks to Connect Key Locations



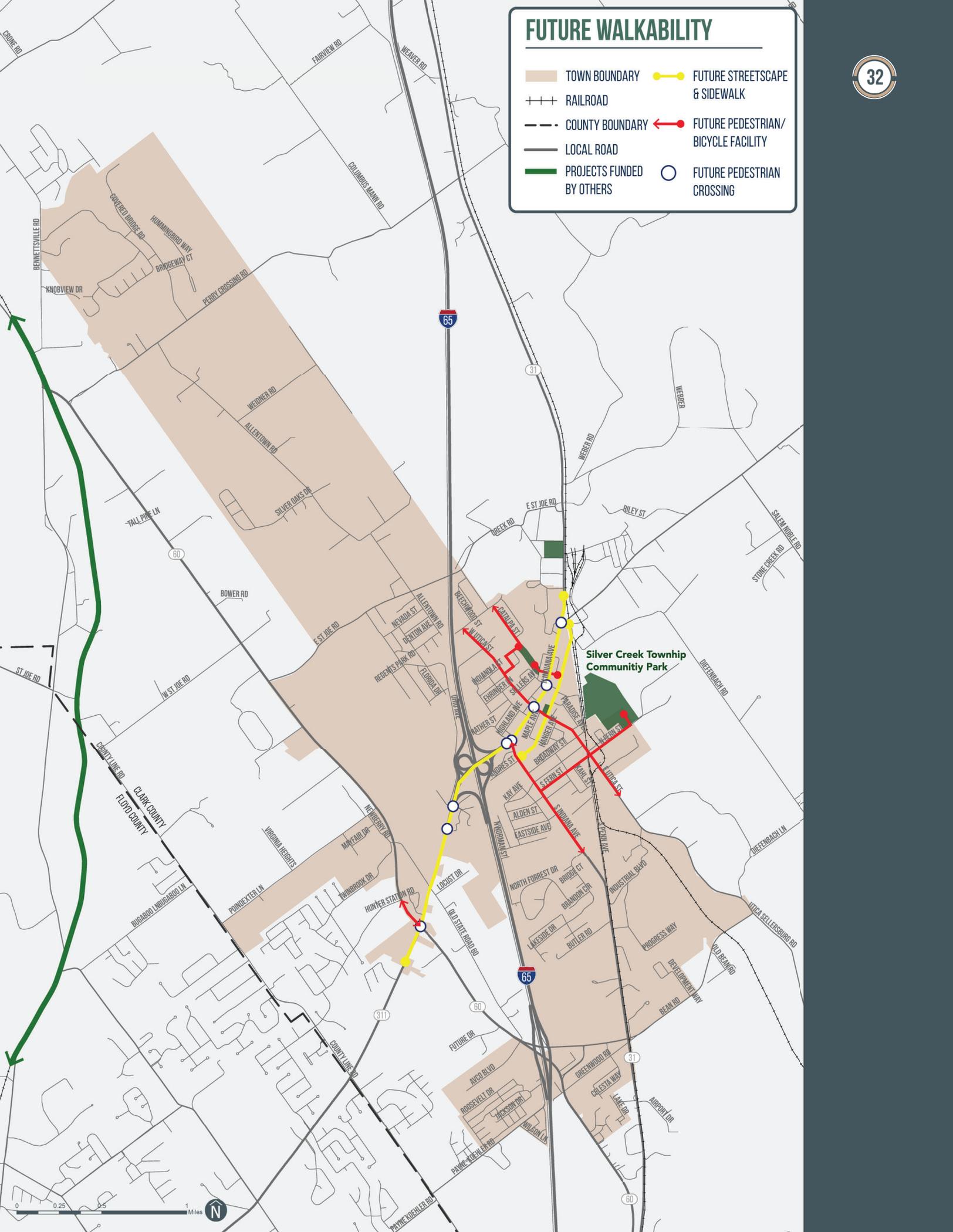
Example of Trail Connecting Neighboring Communities

ACTION STEPS

1. Continue to expand, maintain and upgrade sidewalks and trails.
2. Coordinate with adjacent communities for regional opportunities to connect trails and sidewalks.

FUTURE WALKABILITY

- TOWN BOUNDARY
- RAILROAD
- COUNTY BOUNDARY
- LOCAL ROAD
- PROJECTS FUNDED BY OTHERS
- FUTURE PEDESTRIAN CROSSING
- FUTURE STREETScape & SIDEWALK
- FUTURE PEDESTRIAN/BICYCLE FACILITY



Silver Creek Township
Community Park

SELLERSBURG'S STRONG FOUNDATION: GOAL 3 UTILITIES & COMMUNITY SERVICES

3A. Mitigate flooding through stormwater management and best practices.

The town has current issues with flooding in specific locations that have historically been problematic. Improper management of stormwater can cause hazards during storms and heavy rain periods for drivers and can cause property loss and damage. Flooding issues in older areas of town are more difficult to address because they require solutions that work with existing development and typically have higher associated costs. The locations where flooding is a frequent issue should be documented and prioritized for proper management budgets allow. As new development occurs, proper stormwater management should be followed on-site to mitigate off-site issues. On-site management measures could include retention/detention areas, bioretention areas, permeable pavers, swales, green roofs, rain barrels, and cisterns on individual properties.

Sellersburg should continue to work with the Southern Indiana Stormwater Advisory Committee (SWAC) and other partners to successfully implement measures outlined in the Best Management (BMP) Manual. Additionally, the town should continue to maintain permit compliance with Indiana Department of Environmental Management (IDEM) in regards to stormwater management.

A stormwater basin would not be a regional approach to water management. It would be a local or community-centric approach that has the potential to be a regional destination. So the implementation of several stormwater basins in key locations would be a way to handle some of the historic flooding issues. A separate watershed study may be needed to pinpoint problems so solutions can be found. In order to fund these types of projects, a stormwater utility fee could be assessed that would fund infrastructure for managing stormwater runoff. This fee could also be used to address the historic flooding issues that the town has not been able to address due to lack of funding.



Example of Onsite Rain Garden Stormwater Management



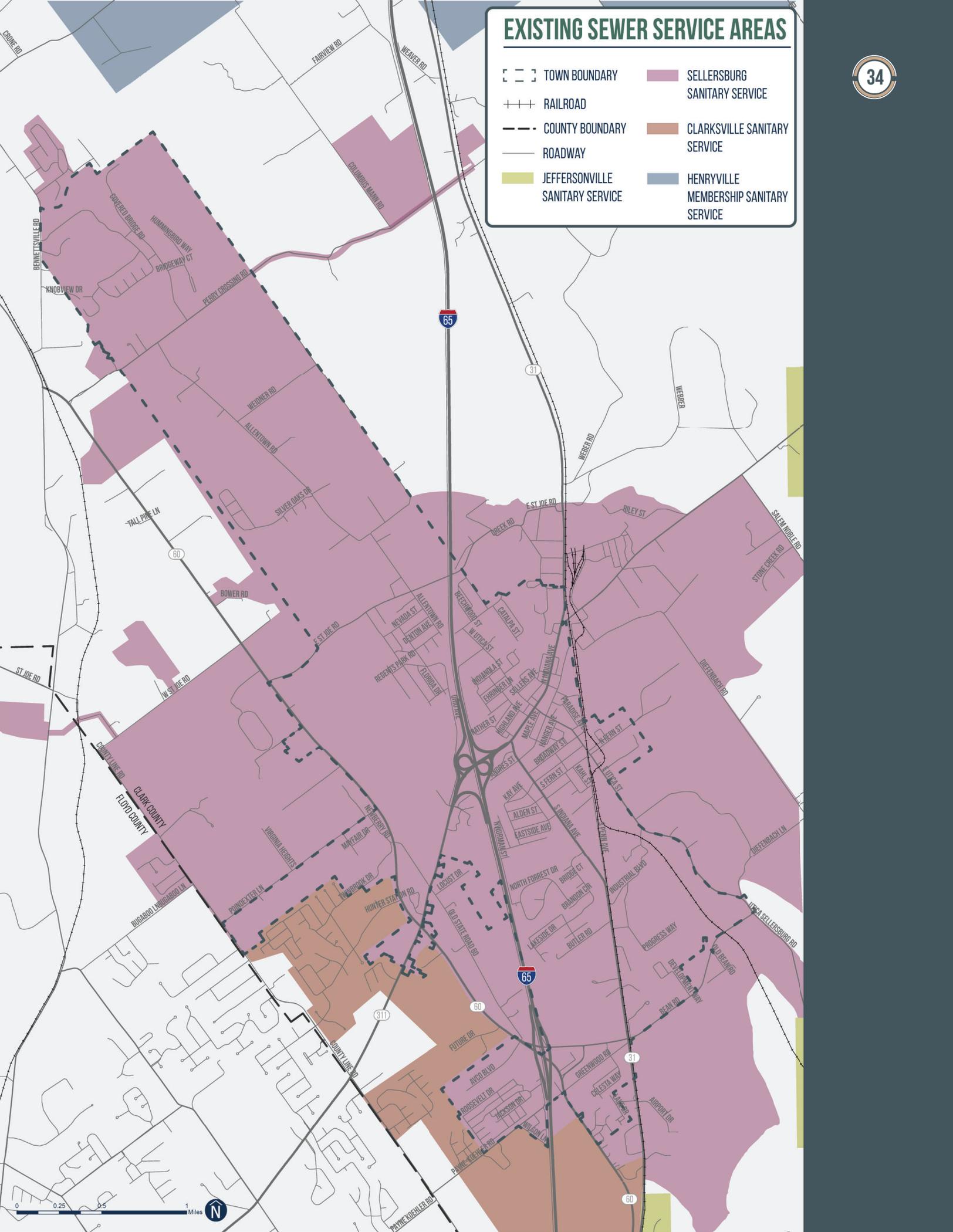
Example of Stormwater Management & Site Development

ACTION STEPS

1. Work with the Southern Indiana Stormwater Advisory Committee (SWAC) and other partners to make progress towards implementing measures outlined in the Best Management Practices (BMP) Manual.
2. Maintain permit compliance with Indiana Department of Environmental Management (IDEM).
3. Continue to identify areas that frequently flood and implement mitigation measures.
4. Study the need for and feasibility of a stormwater utility fee that could fund infrastructure improvements for managing stormwater runoff.

EXISTING SEWER SERVICE AREAS

-  TOWN BOUNDARY
-  RAILROAD
-  COUNTY BOUNDARY
-  ROADWAY
-  JEFFERSONVILLE SANITARY SERVICE
-  SELLERSBURG SANITARY SERVICE
-  CLARKSVILLE SANITARY SERVICE
-  HENRYVILLE MEMBERSHIP SANITARY SERVICE



SELLERSBURG'S STRONG FOUNDATION: GOAL 3 UTILITIES & COMMUNITY SERVICES

3B. Provide adequate water, sewer, and other utilities to all residents and businesses.

The current water and sewer infrastructure within Sellersburg include many sections with aging infrastructure and limited capacity. Many utility improvements have been identified within the Water and Sewer Master Plans that need to be expanded and replaced in order to keep up with rising demands of new development. Town officials should continue to implement this long-term plan and replace aging infrastructure as identified and prioritized.

As growth continues, so does the demand for other utilities such as broadband and natural gas. The town should continue coordination with these private utility providers to continue adequate coverage. Vectren Energy is the main provider for natural gas in Sellersburg, while Spectrum and AT&T are the major fiber providers.



Replace Aging Pipelines. Source: Calgary Herald



Sellersburg Water Plant Established November 2015

ACTION STEPS

1. Expand capacity and replace aging infrastructure for water and sewer utilities as identified in the utility long-range master plans.
2. Coordinate with private and external utility providers (internet, natural gas, etc.) to expand service areas as development occurs.

SELLERSBURG'S STRONG FOUNDATION: GOAL 3 UTILITIES & COMMUNITY SERVICES

3C. Continue to provide high-quality community services within Sellersburg.

In addition to providing adequate utilities for residents within Sellersburg, it is important to ensure high-quality community services are being provided. Services such as police, sanitation, fire, and EMS/Emergency Management can impact the quality of life within a community. While all of these services are critical because they provide a basic service related to health and safety, it is important to distinguish between those services provided by Sellersburg and those private services. The town provides police and sanitation (such as trash collection) services and has control over their operation, personnel, budgets, and level of service. The town does not provide fire protection or EMS/emergency management and therefore does not have control over their operations. Fire protection is provided and funded by Tri-Township Fire Department, and EMS and emergency management (911) is provided through Clark County. Both EMS facilities are located in downtown Sellersburg.

The community services that are provided by Sellersburg (police and sanitation) should be annually reviewed to identify needed equipment, facilities, and resources that are essential to continue serving the community. These services should receive high priority within the town's Capital Improvement Plan (CIP) discussed in Strategy 1A.

For those community services not within the town's control, continued coordination is necessary as development occurs and the town continues to grow to ensure a high level of service is provided. Additionally, these providers should be included in the development plan process as checkpoint agencies. High-quality community services not only provide a higher quality of life, but these services are also a draw for new residents and businesses considering a move to Sellersburg.

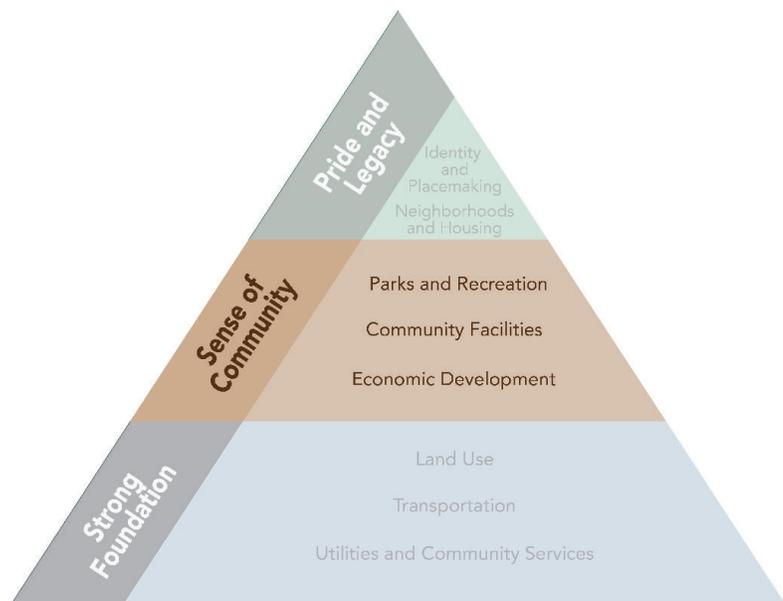


ACTION STEPS

1. Provide annual reviews of the Town's code enforcement, police, and sanitation services to identify equipment, facilities and resources needed to continue to serve the community.
2. Coordinate with community service providers that supply the town as new development occurs, including Tri-Township Fire Department and EMS/Clark County Emergency Management.
3. Coordinate with checkpoint agencies, such as police, fire and streets/sanitation, when reviewing development plan applications to maintain adequate service levels and response times

GUIDING PRINCIPLE: SELLERSBURG'S SENSE OF COMMUNITY

A sense of community is an important element of a city or town that attracts and retains residents and businesses. It can also reinforce a high quality of life within a community through creating parks, community facilities, and economic development opportunities that are desirable. Sellersburg's ability to create a Sense of Community if defined by its Parks and Recreation, Community Facilities, and Economic Development. The strategies within this guiding principle focus on the opportunities Sellersburg should develop in order to continue providing high-quality amenities and strengthen the town's economic base.



Sellersburg will accommodate residents of all ages, visitors, and employees through **strong parks and community facilities** and fiscally sustainable growth.



● **Parks and Recreation**

Establish quality recreational facilities and programming opportunities that are within walking distance of all residents.



● **Community Facilities**

Strategically expand community facilities in Sellersburg to provide residents the best service possible.



● **Economic Development**

Promote a diversified economy that provides a strong tax base and opportunities for employment and entrepreneurship.

SELLERSBURG'S SENSE OF COMMUNITY: GOAL 4 PARKS AND RECREATION

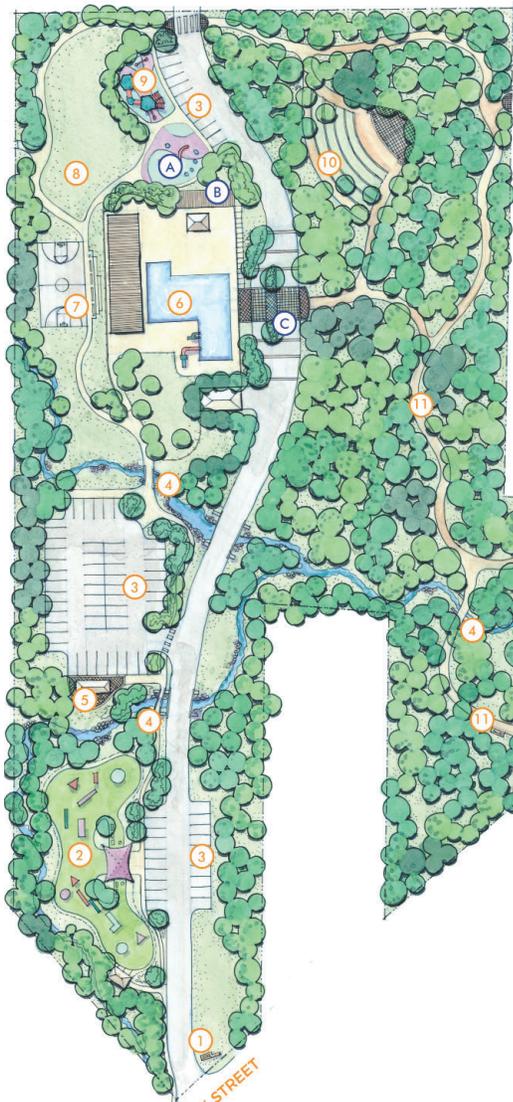
4A. Identify opportunities to create unique public parks, town-owned facilities, and programming.

Sellersburg has experienced rapid growth over the past decade, in both population and development. This growth creates a need for additional parks, recreational facilities, and town operations to serve the current and future population. Sellersburg completed a Five-Year Parks and Recreation Master Plan in 2018 that identified the community's needs, goals, and future park projects and programming. This master plan focuses on improvements to the two town-owned parks, and improvements to these parks should be incrementally completed to address specific recreational needs that, over the long term, will build a strong parks system. Competitive grants through Indiana Department of Natural Resources (IDNR)

is available for park projects, but the master plan must be updated every five years. Additional programming should also be considered, including reestablishing the farmer's market. With the focus that is needed for parks and recreation, the town should consider hiring a full-time Parks and Recreation Administrator who would run the pool, manage recreation programs, and lead efforts for the maintenance and expansion of existing spaces as well as the creation of new parks.

The map on the following page shows the location of current park facilities, both owned by the town and others, as well as the areas within a ten-minute walk of those parks. All areas outside the walkshed would benefit from a park being located nearby. In addition to improvements to the existing parks, new parks should be developed in these areas that are underserved through a combination of a community or regional park as well as smaller pocket parks within neighborhoods.

Town Hall and the police station are other facilities that are owned and managed by Sellersburg. As Sellersburg continues to grow, the functionality of current facilities should be evaluated to best serve the needs of the community. The current buildings have shortcomings with both the space needed as well as aging buildings. Additional staff that are likely needed in both town departments and the police department will also necessitate a larger facility.



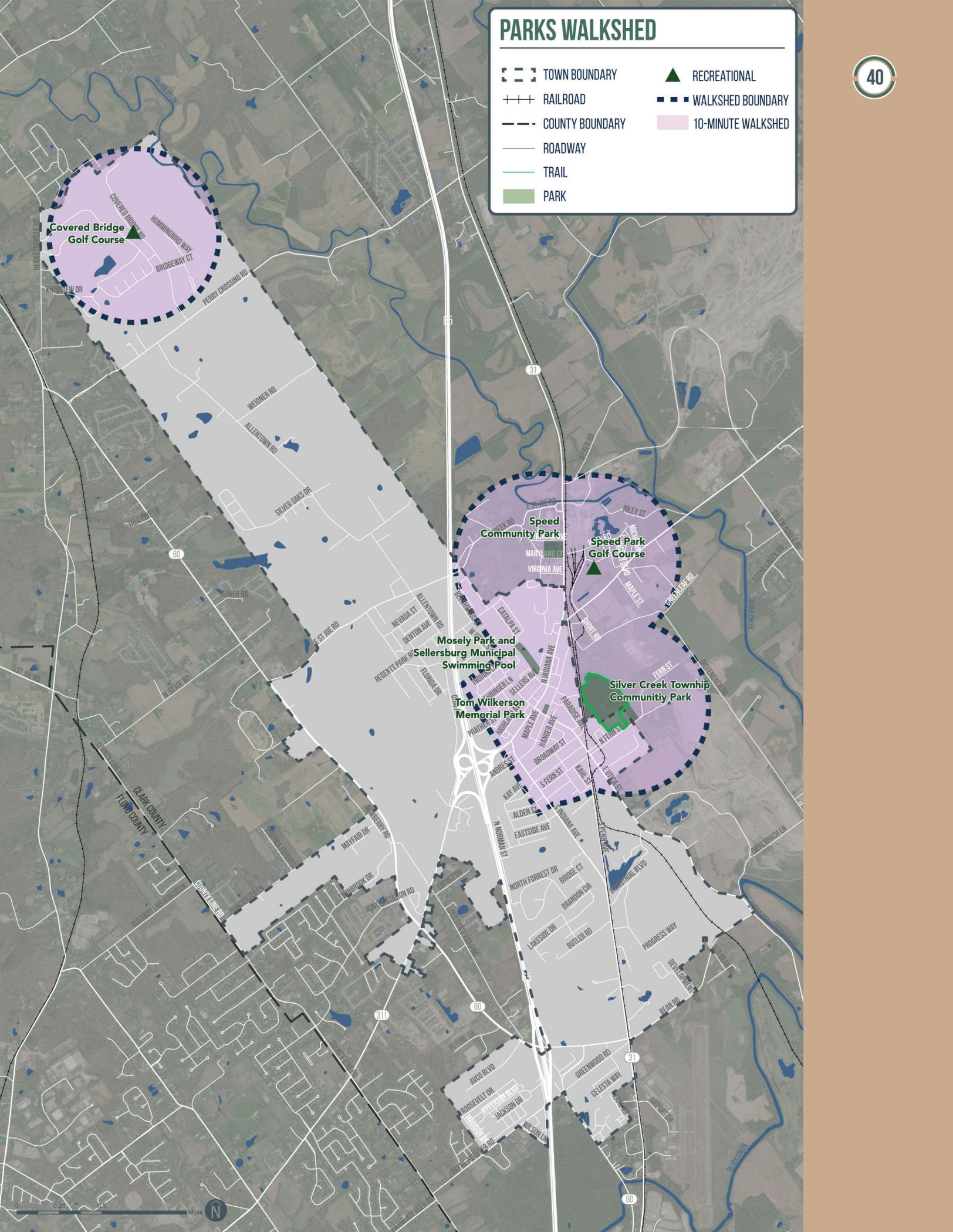
Mosley Park Concept - 5-Year Parks and Recreation Plan

ACTION STEPS

1. Implement the Five-Year Parks and Recreation Master Plan including improving existing parks and expanding programming; update the plan every 5 years to remain eligible for federal funding.
2. Identify and secure property for new public parks in areas that are underserved.
3. Reestablish the farmers market through the Parks Board.
4. Evaluate the need to hire a full-time Parks and Recreation Administrator.
5. Evaluate the capacity, functionality, and need of current town hall and police facilities.

PARKS WALKSHED

 TOWN BOUNDARY	 RECREATIONAL
 RAILROAD	 WALKSHED BOUNDARY
 COUNTY BOUNDARY	 10-MINUTE WALKSHED
 ROADWAY	
 TRAIL	
 PARK	



Covered Bridge Golf Course

Speed Community Park

Speed Park Golf Course

Mosely Park and Sellersburg Municipal Swimming Pool

Tom Wilkerson Memorial Park

Silver Creek Township Community Park

SELLERSBURG'S STRONG FOUNDATION: GOAL 5 COMMUNITY FACILITIES

5A. Coordinate with the Sellersburg Public Library, local schools, and other community facility providers to improve the overall lifestyle and experience in Sellersburg.

A community's quality of life is closely tied to the amenities provided to its residents. Schools, libraries, community centers, and more are all amenities that residents desire, but these services are not provided by the town. Coordination between the town and the numerous community facilities providers is necessary to ensure these providers are best able to respond to growth.

Libraries are an extremely important resource for a community, offering educational and technological services. The Sellersburg Library is located on US 31 and is a branch of the Charlestown Clark County Library network. It provides youth programming as well as internet access, word processing, scanning, printing, coping, and fax services to the community. The library also holds resources about the area's history and offers a meeting room for groups up to 25 people. With the predicted population growth of Sellersburg, students in particular, the town should work with the Library Board to continue current expansion efforts and explore the future needs of the library and public.

The newly formed Silver Creek School Corporation is another entity that is independent from the town and provides public education to residents of Sellersburg and Silver Creek Township. Rock Creek Community Academy and St. John Paul also offer K-12 education within or adjacent to Sellersburg. The school corporation was formed in July of 2020 after separating from West Clark School Corporation and includes Silver Creek Primary, Elementary, Middle, and High Schools. A representative from the School Board has an appointed seat on the Sellersburg Redevelopment Commission; the school district should actively participate on this commission to help direct and shape redevelopment projects and funds within Sellersburg. Population growth within Sellersburg will influence the local schools in terms of capacity. The school district should be included as a checkpoint agency, during the development plan process, to adequately respond to anticipated residential growth.



Sellersburg Library, Charlestown-Clark County Library.

Source: News and Tribune



Silver Creek Senior High School. Source: West Clark Community Schools

ACTION STEPS

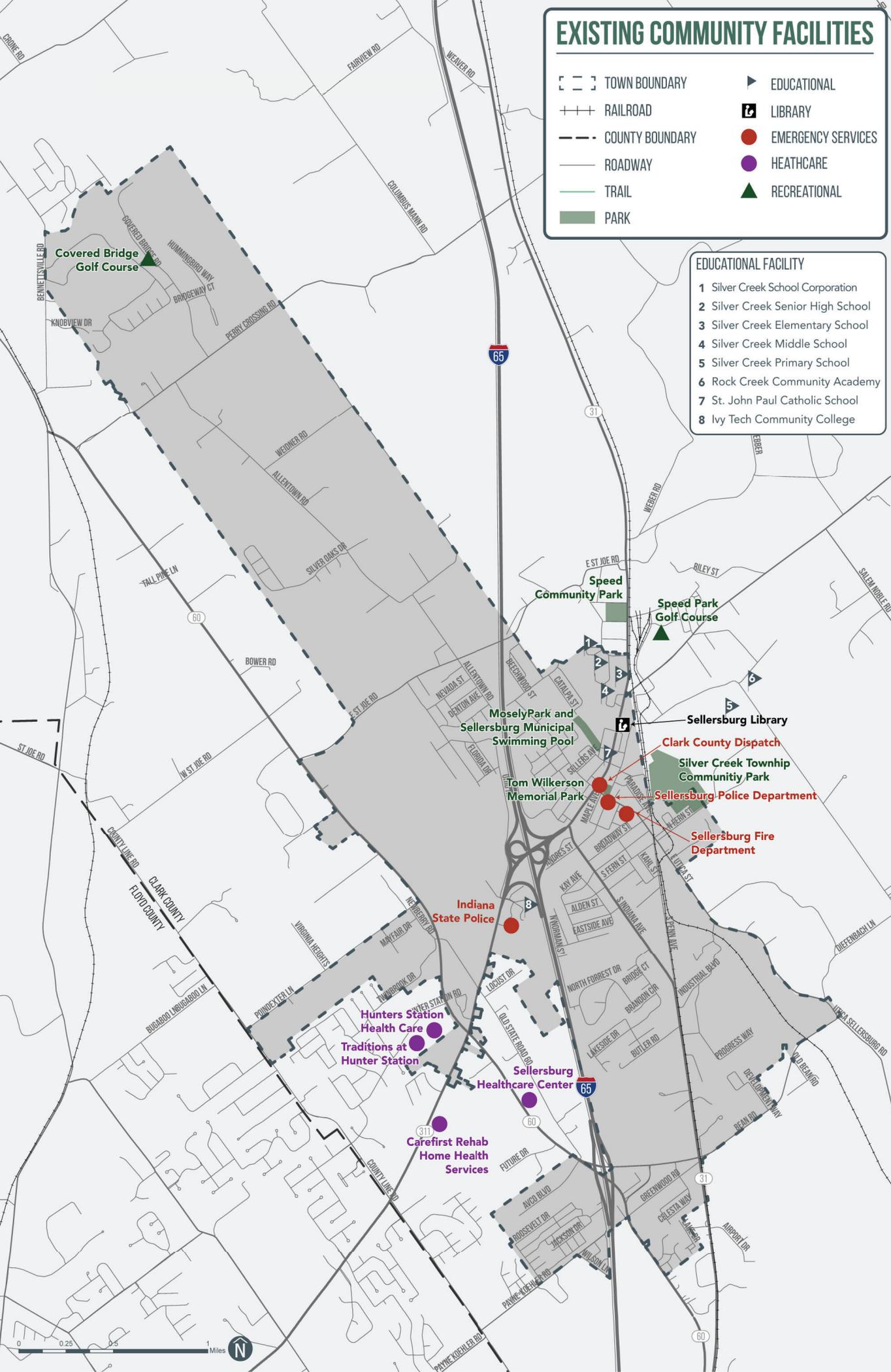
1. Work with the Library Board to continue current and expand future services for the community.
2. Coordinate with the school district as new development occurs.

EXISTING COMMUNITY FACILITIES

TOWN BOUNDARY	EDUCATIONAL
RAILROAD	LIBRARY
COUNTY BOUNDARY	EMERGENCY SERVICES
ROADWAY	HEALTHCARE
TRAIL	RECREATIONAL
PARK	

EDUCATIONAL FACILITY

- 1 Silver Creek School Corporation
- 2 Silver Creek Senior High School
- 3 Silver Creek Elementary School
- 4 Silver Creek Middle School
- 5 Silver Creek Primary School
- 6 Rock Creek Community Academy
- 7 St. John Paul Catholic School
- 8 Ivy Tech Community College



SELLERSBURG'S STRONG FOUNDATION: ECONOMIC DEVELOPMENT

6A. Encourage economic vitality and activity in Sellersburg.

Sellersburg has a number of factors that contribute to its economic viability such as easy access to I-65 and proximity to a number of major southern Indiana cities and Louisville, Kentucky. Being located within the Louisville region provides opportunities to attract and retain businesses that are dependent upon the region's workforce. Sellersburg should identify targeted industries that are desired and work with regional economic partners, such as One Southern Indiana, to attract and retain them. Additionally, businesses that promote Sellersburg as a destination have been identified by the community as important, including dining, restaurants, tourism activities, and shopping. The town should evaluate incentives (both financial and policy-based) that could be offered to both targeted industries and desired businesses. These could include tax incentives, TIF capital improvements, zoning incentives (such as density bonuses), façade grants, rent assistance, and other subsidies. Incentives are not unlimited and should be clearly prioritized based on the return on the town's investment and the ability for the new industry or business to improve the quality of life in Sellersburg. Potential incentives and other development tools and opportunities should be publicized on the town's website as well as the town's vision for future development, place-making projects, and development process and regulations.

The town currently uses Tax Increment Financing (TIF) as an economic development tool, and the current TIF areas can be seen on the following page. TIF is simply a way to finance public infrastructure projects based on future development. A local government can establish a TIF district (or allocation area) and issue a bond to finance infrastructure that promotes new economic development within that district. Property tax rates do not increase with TIF and are most effective when in place prior to development occurring. As new development occurs, the assessed value of the property increases due to new construction, and the "increment" or difference in tax revenue after development occurs is used to repay the bond. The town is continually evaluating the TIF district to determine if expansion of this areas is warranted.

Economic development incentives and tools are critical in attracting and retaining businesses but building relationships with developers is also important. The town has recently focused on continuing and building these relationships in order to better leverage future projects.

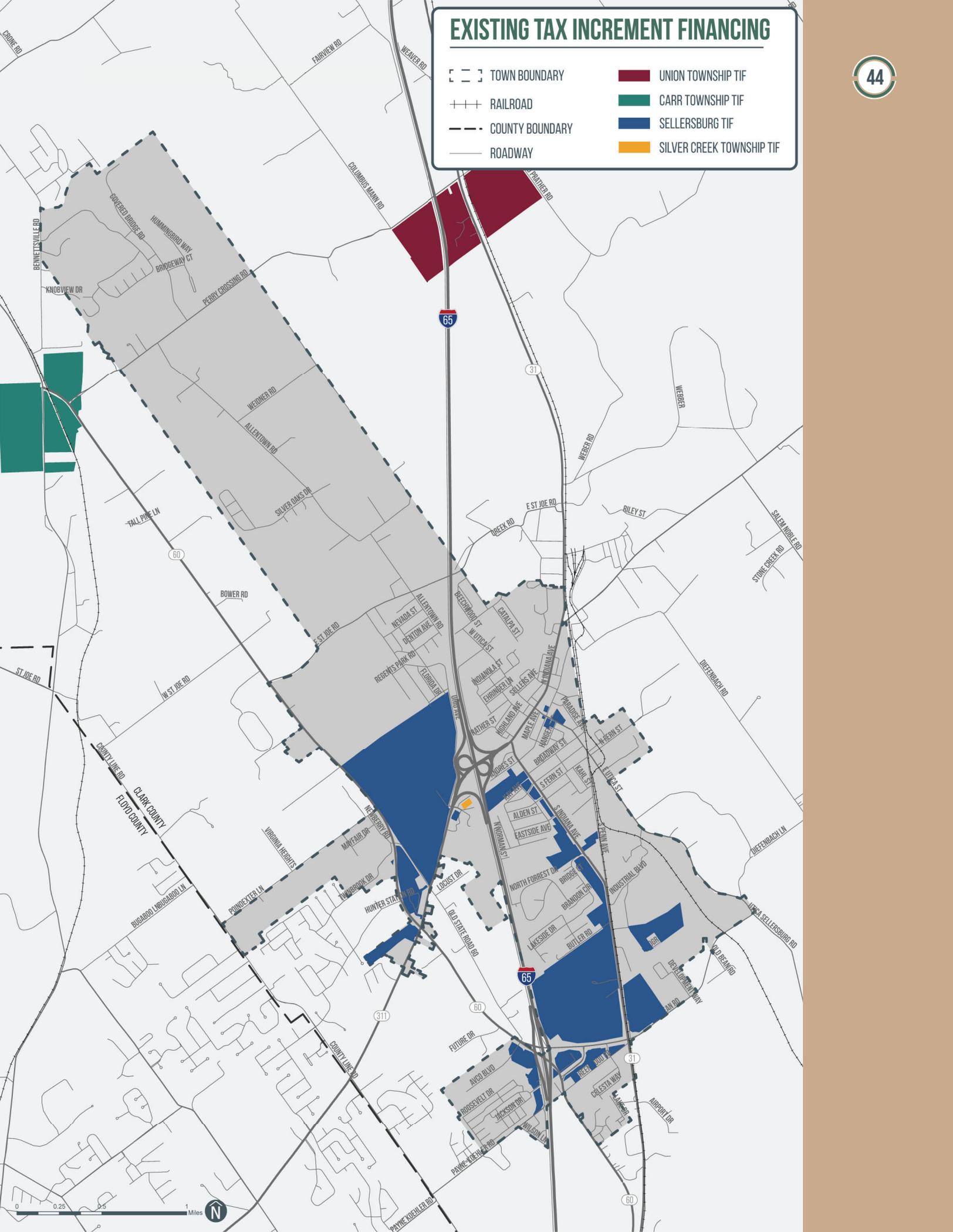
Economic development can go beyond incentives. It should also include public relations, promoting local success stories, and celebrating new business ventures. The town should increase capabilities of public relations for these types of activities. Local ribbon cuttings and new business openings should be celebrated and publicized through local outlets. Public relations should also include social media, newsletters, and other tools to communicate with residents and the larger region. To further economic development initiatives and public relations, the town should evaluate the need for an additional staff person that could be dedicated to public relations.

ACTION STEPS

1. Evaluate the expansion of Tax Increment Financing (TIF) and consider future expansion as warranted.
2. Evaluate incentives to attract and retain targeted industries as well as businesses that promote tourism, expand entertainment/dining opportunities or provide shopping options.
3. Publicize and increase awareness of Sellersburg's economic development tools, programs and information on the Town website.
4. Work with regional economic partners, such as One Southern Indiana, to attract and retain targeted industries in Sellersburg.
5. Continually do targeted outreach with development community to build relationships and identify future projects.
6. Increase public relation activities and promote success of local businesses through ribbon cuttings, new business grand openings, and other events.
7. Evaluate the need for an additional staff person dedicated to public relations.

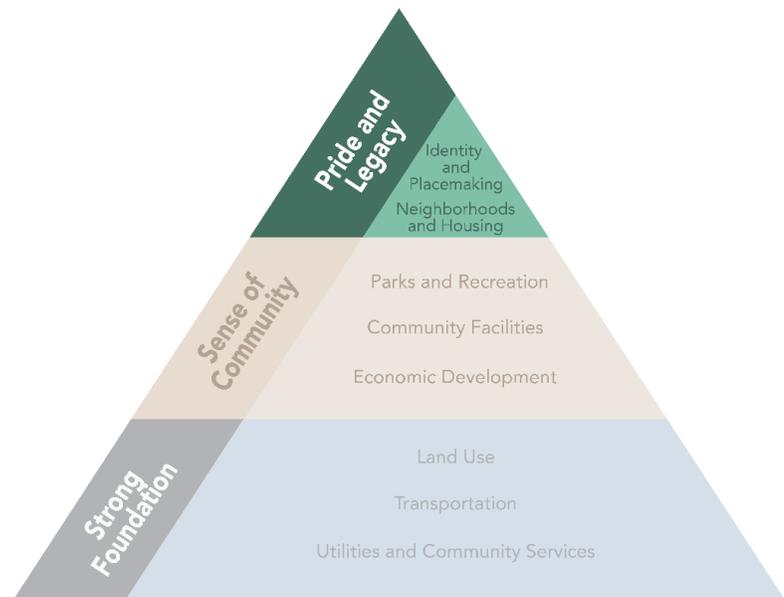
EXISTING TAX INCREMENT FINANCING

-  TOWN BOUNDARY
-  RAILROAD
-  COUNTY BOUNDARY
-  ROADWAY
-  UNION TOWNSHIP TIF
-  CARR TOWNSHIP TIF
-  SELLERSBURG TIF
-  SILVER CREEK TOWNSHIP TIF



GUIDING PRINCIPLE: SELLERSBURG'S PRIDE AND LEGACY

The last guiding principle focuses on defining and strengthening the town's identity. A community's identity is defined through physical development, cultural events, and social bonds. These are the aspects that not only draw people to a place but also define a place as a unique destination. Sellersburg's Pride and Legacy outlines strategies and actions steps for Neighborhoods, Housing, Identity, and Placemaking.



Define Sellersburg's identity and strengthen community pride through **vibrant spaces, well-planned streets and strong neighborhoods.**



Neighborhoods and Housing

Support safe, healthy and attractive neighborhoods and housing options.



Identity and Placemaking

Create a sense of place and identity for Sellersburg.

SELLERSBURG'S PRIDE AND LEGACY: GOAL 7 NEIGHBORHOODS AND HOUSING

7A. Promote strong neighborhoods.

A strong community is built and defined through multiple measures, such as a vibrant downtown, inviting gateways and corridors, strong schools, and desirable housing. One of the factors that can contribute to the pride of a community is having strong neighborhoods with active leadership that works alongside the greater community. Leadership in individual neighborhoods can include Homeowners Associations (HOA), but leadership can best be seen in neighborhood organizations who help initiate local projects, unique programming, and events for those living in the area. This could include creating neighborhood pocket parks or community gardens to host fireworks shows and garage sales. Neighborhood organizations and leaders can also provide a way to bring a common voice on issues to the Town Council. Grassroots efforts and initiatives led by these neighborhood organizations and leaders enhance the community and instill a sense of pride.

Strong neighborhoods do not just include local leadership but should also focus on safe and affordable housing options for everyone in the town. The housing market in Sellersburg has been very strong in recent years with housing prices steadily increasing. The median housing value is higher in Sellersburg than most surrounding communities and a focus will likely be needed on providing housing that is still affordable for those on a living wage. Zoning incentives can be used to offset the cost and provide housing that is more affordable by allowing a density bonuses or other allowances within the zoning and subdivision regulations. Affordable housing developments can help provide options for first-time homebuyers, retired individuals, or those on limited incomes.



Home Owners Associations (HOAs) govern neighborhoods to help maintain a clean and cohesive atmosphere in the neighborhood. Source: National Association of Realtors



Community Garden Program. Source: Valley United Way

ACTION STEPS

1. Develop neighborhood organizations and leadership to initiate neighborhood-level projects, programming and events.
2. Incentivize affordable housing through density bonuses or similar tools.

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SELLERSBURG'S PRIDE AND LEGACY: GOAL 8 IDENTITY AND PLACEMAKING

8A. Provide focused planning efforts in key areas.

This comprehensive plan looks broadly at the key elements that influence and direct development throughout the community. This plan identifies three areas that are either prime for new development or need redevelopment efforts. Additional planning and focus should be placed on these areas to ensure development or redevelopment is within the vision of this plan. Additionally, efforts should aim to create these as different and distinct areas rather than areas competing for the same tenants, attractions, or uses. The three focus areas in Sellersburg include downtown, the new town center, and the gateways at exits 7 and 9.

FOCUS AREA 1: DOWNTOWN SELLERSBURG

The boundaries of downtown are not well defined but can be considered as the area confined by S. Indiana Avenue to the west, CR 403 to the west, and the two or three blocks north and south of US 31/ N. Indiana Avenue. The major corridors in downtown include US 31, New Albany Street, and Utica Street. Town Hall, Water/Sewer Office, and Sellersburg Police Department are currently located at E. Utica Street and New Albany Street in downtown as well as the Post Office and Tri-Township Fire Department. These public uses currently generate traffic and pull people downtown. US 31 is currently a mix of commercial, fast food, and residential uses with anchors of the Sellersburg Library, St. John Paul, and Silver Creek campus. If town hall is relocated or expanded, these prominent sites should be redeveloped to better serve the community with retail, dining, shopping, and/or housing. Requirements for upgraded sidewalks should be considered in downtown as well as design standards (building materials, signage, lighting, setbacks, etc.) that emulate the historic character of downtown.

FOCUS AREA 2: GATEWAYS AT EXIT 7 & 9

The two interstate interchanges are major gateways into Sellersburg and create an image and identity for Sellersburg for visitors and residents. Design standards should also be implemented at these two locations to better define the visual image and character of the town. There is a large development potential adjacent to exit 7 because of the open land and older existing structures. The northwest quadrant of this interchange is located in the unincorporated county and, without annexation, Sellersburg cannot require design standards for new development on these sites. Public investments, such as gateway signs, streetscape improvements, and branding, should be included in these areas as well (see Objective 8B).



Example Lighting

ACTION STEPS

1. Create a town center at Camp Run Parkway that provides a variety of uses, improves connectivity, and reinforces community character.
2. Promote development opportunities in downtown and the gateways at exits 7 and 9 that facilitate walkability, architectural standards and economic vitality.

FOCUS AREAS

-  TOWN BOUNDARY
-  RAILROAD
-  COUNTY BOUNDARY
-  ROADWAY
-  FOCUS AREA



#1 DOWNTOWN DISTRICT

#2 NORTH GATEWAY

#3 SELLERSBURG TOWN CENTER

#2 SOUTH GATEWAY

FOCUS AREA 3: SELLERSBURG TOWN CENTER

The area north of CR 311 at Camp Run Parkway is targeted for a new town center that would allow multiple uses, improve connectivity, define the community's character, and create a destination within Sellersburg. The town is planning an extension of Camp Run Parkway that would connect CR 311 to IN 60 at Poindexter Lane. The vision for the town center includes:

Mixed-Use & Compact Development: Development along Camp Run Parkway and the extension of Poindexter Lane would include retail, dining, and/or shopping on the first floor with residential and/or office space on upper floors. Buildings would be oriented and located closer to the street for a more urban and pedestrian-scaled development pattern. Development adjacent to this could include townhomes and apartments with higher-density single-family houses (8-10 units per acre) located on the edge of the town center.

Design Standards: The town center has the opportunity to define the character and create a distinct image for Sellersburg. Design standards should be used to direct development in terms of building materials, building orientation, setbacks, height, lighting, signage, landscaping, parking, and pedestrian amenities.

Townhomes



- Three to Four Stories
- Landscaping Requirements
- Varied Facades
- Durable & Multiple Materials
- Windows/Architecture Details on All Facades
- Rear Loaded Garages/ Parking

Multi-Story Commercial and Residential



- Windows/Door Requirements
- Street Activity
- Outdoor Dining
- Sidewalk Connectivity

Retail & Apartments/Condos



- Integration of Multiple Uses
- Retail on First Floor
- Apartments/Condos on Upper Floors
- Appropriate/Minimal Signage

Retail Only



- Two Stories / Clearstory
- Public Spaces / Features
- Buildings at Sidewalk
- On-Street Parking & Rear Parking
- Sidewalk & Pedestrian Amenities
- Buildings Oriented Towards Street

TOWN CENTER CONCEPT



SELLERSBURG'S PRIDE AND LEGACY: GOAL 8 IDENTITY AND PLACEMAKING

8B. Define Sellersburg's identity through improvements at key points and along corridors throughout the community.

Sellersburg currently lacks a distinct identity. Creating a strong identity for the town can improve community pride as well as the ability to advertise and market the town to existing and future residents and businesses. Establishing the town's identity through defined gateways, enhanced corridors, inspiring public art, and improved private property maintenance are critical.

ENHANCED CORRIDORS:

Gateways might provide a first impression of a community but the major corridors through town make a lasting impression on a community's identity. Sellersburg's key corridors include:

- US 31/N. Indiana Avenue from IN 60 to CR 403;
- US 31/S. Indiana Avenue from IN 60 to CR 311; and
- IN 60 from US 31 to Perry Crossing Road (large portions of this corridor are in the unincorporated county).

Improvements to these corridors should include upgraded lighting, landscaping, sidewalks, and signage. Many areas of these roads are in disrepair and are not well maintained.

PUBLIC ART:

Public art can come in many forms from traditional murals, sculptures, or interactive installations to smaller initiatives such as painting signal cabinets at intersections or unique planters. The creation of a public art program for both public and private projects could help facilitate new artwork within the community. Additionally, a public art program could work with local schools to help reinforce the identity for the community, while helping educate local students outside the classroom. This program could also include local and regional artists, allowing them to display their own artwork within their community.

PRIVATE PROPERTY MAINTENANCE:

Public investment can encourage redevelopment and reinvestment in private property. It can also encourage better maintenance of private properties that ultimately also influence a community's character and identity. Dilapidated or unkept properties can negatively affect a person's perception of a place. Stripped paint or uncut grass may signal to a visitor that residents of a place do not care about the appearance of their community. Sellersburg currently has property maintenance and building codes to address these issues but lacks the ability to enforce the regulations. These ordinances should be revised to allow for better enforcement.

DEFINED GATEWAYS:

Gateways are the major entrances into a community and typically define the community's image. Gateways can be defined with welcoming signage, landscaping, lighting, and other streetscape improvements that develop a sense of arrival and establish an identity for the area. Sellersburg has multiple gateways that can be seen on the map on page 50, including major gateways at I-65 (exits 7 & 9) and minor gateways at the intersections of US 31/IN 60; IN 60/CR 311, and US 31/CR 403.

Installing gateway features at these entry points will not only improve the appearance of the community but can also serve as wayfinding for visitors. Additional wayfinding signs can also be located throughout the town to further direct visitors to places of interest. The rendering on the page 54 shows a concept for the I-65 gateway at exit 7.

ACTION STEPS

1. Implement gateway features at prominent entry points.
2. Complete visual improvements along key corridors to establish a consistent identity for Sellersburg.
3. Create a public art program for both public and private projects.
4. Actively enforce property maintenance and building codes.



Example Gateway Sign



Example Gateway Sign

POTENTIAL GATEWAY IMPROVEMENTS AT EXIT 7



Existing Intersection Conditions



SELLERSBURG'S PRIDE AND LEGACY: GOAL 8 IDENTITY AND PLACEMAKING

8C. Make Sellersburg a regional destination.

The vitality of Sellersburg should be strengthened by increasing the number of diverse tourist locales that will in turn increase the amount of visitors. Sellersburg currently hosts events such as drive-in movie nights, farmer's markets, and small programs at the Sellersburg Pool. While these are great for residents and people living in neighboring communities, they may not be large enough attractions to draw in visitors from outside Clark County. However, local partners hold events with a regional draw such as Art in Speed Park and Sellersburg Celebrates, a yearly event with music, craft shows, food booths, and a parade. Sellersburg Celebrates brings thousands of visitors to Sellersburg and greatly benefits local businesses. New events should not attempt to replicate Art in Speed Park or Sellersburg Celebrates but should strive to attract different audiences and interests. A suggestion for a new event includes a block party downtown with wine, micro brews, and food.

Regardless, if new festivals are created, the town should continue supporting ongoing seasonal events and activities within the community. Coordination with Soln Tourism and other regional partners could help expand tourism opportunities in Sellersburg that showcase the small-town charm and unique attractions of the area. The town can also leverage attractions such as local golf courses or surrounding state parks, at a regional level, to bring new visitors to Sellersburg.



Existing Sellersburg Town Pool. Source: Town of Sellersburg



Sellersburg Celebrates. Source: Southern Indiana Regional Marketing Co-op

ACTION STEPS

1. Continue to support the seasonal festivals, events, and activities that build community pride, increase tourism, and support local businesses.
2. Work with Soln Tourism and other regional partners to expand tourism opportunities in Sellersburg that showcase the small-town charm, natural beauty, and unique attractions.

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03

IN THIS CHAPTER:

- INTRODUCTION
- DOCUMENT REVIEW AND PLAN MAINTENANCE
- PARTNERSHIPS
- PRIORITY TIMELINE
- ACTION STEP TABLES
- OTHER TOOLS, RESOURCES, AND FUNDING

PARTNERSHIPS

The multiple strategies and actions listed within the Sellersburg 2040 Comprehensive Plan are not intended to be accomplished by the town alone; they should be implemented through the assistance of several community partners. Strengthening partnerships between public and private entities helps ensure the strategies identified in this plan are fully completed. While Sellersburg's town council, staff, and the plan commission may ultimately be in charge of tracking the progress of the plan, strong implementation relies on leveraging local organizations and institutions to fully realize Sellersburg's vision.

The following list of potential partners is not an exhaustive list, but identifies partners who could be best suited to provide support for successfully implementing the strategies of this plan. For each strategy, all possible partners should be identified to provide a more inclusive result. The roles for each partner can vary, ranging from decision makers, supportive roles, funding, special expertise, or other resources. While it is important to form partnerships for successful implementation of the action plan, it is equally important to retain those partnerships past an action's completion. Continuing relationships between the town, private, and public partners can help provide assistance that could be leveraged for future endeavors.

Town of Sellersburg

- Board of Zoning Appeals (BZA)
- Building Commissioner
- Clerk Treasurer
- Parks & Recreation Department
- Plan Commission
- Redevelopment Commission
- Sellersburg Police Department
- Sewer Department
- Storm Water Department
- Streets & Sanitation Department
- Town Council
- Water Department

Public Partners

- Building and Development Association of Southern Indiana (BDASI)
- Clark County Emergency Services
- Clark County Government
- Clark County Health Department
- Clark County REMC
- IDNR
- INDOT
- KIPDA
- Our Southern Indiana Regional Development Authority
- Rock Creek Community Academy
- Silver Creek School Corporation
- St. John Paul II Catholic School
- Tri-Township Fire Department
- West Clark Community Schools

Private Partners

- Developers
- Lending Institutions
- Local Businesses
- Property Owners
- Utility Providers

Non-Profit Organizations

- Align Southern Indiana
- American Planning Association, Indiana Chapter
- Community Foundation of Southern Indiana
- Habitat for Humanity Clark/Floyd County
- Ivy Tech Community College
- OCRA
- One Southern Indiana
- Sellersburg Library
- SoIN Tourism
- Southern Indiana Realtors Association

PRIORITY TIMELINE

The following pages organize the strategies by priority. These priorities were refined through input collected from the public, steering committee, and town staff. The strategies are organized into four priorities:



All actions may have barriers to their implementation, such as funding or available resources, and the priorities should be used to determine how limited resources should be allocated. The action steps on the following tables also include a prioritization of low, moderate, high, or on-going. The prioritization was based on factors such as the ability to complete an action quickly, the immediate impact it would have on the community, funding availability, and the required sequencing that may be needed before completing other action steps. A low priority action step does not mean it is not important or relevant. Low priority action steps typically reflect strategies that cannot be completed until other action steps are done or things that require many years, multiple partners, and larger amounts of funding to complete.

High Priority action steps are identified to start between 2020 and 2023. These include issues or ideas that were identified as a top challenge to address a significant positive impact for growth or could be completed with limited resources. Many of the high priority strategies are based on redevelopment, zoning/subdivision regulations, and utilities.

Moderate priorities are intended to begin between 2024 and 2030, and low priorities are targeted to begin after 2030. Ongoing Priorities are actions that are needed on a reoccurring basis. These priorities are likely required by state law or are necessary to regular town operations. All the priorities outlined in this chapter are intended to be flexible and should be evaluated based on current conditions, public support, changes in resource availability, or other unforeseen circumstances.

ACTION STEP TABLES

The following pages include additional details for all the action steps. As priorities shift or development occurs, these actions can be re-evaluated to ensure they align with the town's vision. Each table identifies the specified action, potential partners, and available tools and resources. These tables are meant to be flexible and allow for revisions from the quarterly meetings as identified in Document Review and Plan Maintenance.

SELLERSBURG'S STRONG FOUNDATION: GOAL 1 LAND USE

1A. Reference adopted plans for land use decisions and capital investment projects.



Action Step	Partners/Organizations	Tools & Resources
1. Reference the Future Land Use Plan and Criteria for development plans and rezoning requests.	<ul style="list-style-type: none"> • Town Council • Board of Zoning Appeals • Building Commissioner • Clerk Treasurer • Parks & Recreation Department • Plan Commission • Redevelopment Commission • Sellersburg Police Department • Sewer Department • Streets & Sanitation Department • Water Department 	<ul style="list-style-type: none"> • APA Indiana • INDOT • KIPDA
2. Update the Capital Improvement Plan annually to provide direction on all capital & maintenance projects (roads, sidewalks/trails, parks, utilities, community services).		
3. In addition to this comprehensive plan, reference the town's adopted plans when considering land use decisions as well as identifying new projects and programs. These plans include: <ul style="list-style-type: none"> • Water & Sewer Master Plans • Best Management Practices (BMP) Manual (stormwater) • 5-Year Parks & Recreation Master Plan • County Road 311 / US 31 Corridor Study 		

SELLERSBURG'S STRONG FOUNDATION: GOAL 1 LAND USE

1B. Update zoning and subdivision regulations to ensure that new development is consistent with the goals, policies, and guidelines of this Comprehensive Plan.



Action Step	Partners/Organizations	Tools & Resources
1. Update the ordinances to reconcile previous updates in order to eliminate conflicting statements, comply with current state statutes, and address current development needs.	<ul style="list-style-type: none"> • Plan Commission • Town Council • Board of Zoning Appeals • Building Commissioner • Developers • Parks & Recreation Department • Property Owners • Redevelopment Commission • Sewer Department • Streets & Sanitation Department • Water Department 	<ul style="list-style-type: none"> • APA Indiana • BDASI • INDOT • Ivy Tech Community College
2. Create new mixed-use zoning districts for downtown as well as the interchanges to facilitate more compact and sustainable patterns of development.		
3. Establish design standards in highly visible areas to ensure high-quality development.		
4. Update standards for signage and lighting along primary corridors.		
5. Require sidewalks for new development and redevelopment along collector and arterial streets.		
7. Encourage a mix of housing types and densities for residential subdivisions.		
8. Allow for diverse housing options including downtown live-over-work, low maintenance, and high-density.		
9. Evaluate the need to hire a full-time Planning and Zoning Administrator.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 1 LAND USE

1C. Evaluate targeted voluntary annexation for areas that are currently or could feasibility be served by town utilities and services.



Action Step	Partners/Organizations	Tools & Resources
1. Identify areas for voluntary annexation based upon established criteria, such as areas that are currently served by town utilities (water, sewer) and services (police, sanitation, etc.).	<ul style="list-style-type: none"> • Redevelopment Commission • Clerk Treasurer • Plan Commission • Sewer Department • Streets & Sanitation Department • Town Council • Water Department 	<ul style="list-style-type: none"> • Redevelopment Association of Indiana
2. Adopt annexation policies that evaluate and/or require annexation prior to extending utilities and/or town services.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 2 TRANSPORTATION

2A. Maintain a roadway network which allows safe and efficient travel throughout Sellersburg.



Action Step	Partners/Organizations	Tools & Resources
1. Work with INDOT to upgrade and maintain State Roads 31, 60, and 311.	<ul style="list-style-type: none"> • Town Council • Redevelopment Commission • Clark County Government • INDOT • Parks & Recreation Department • Plan Commission • Sewer Department • Streets & Sanitation Department • Water Department 	<ul style="list-style-type: none"> • Developer Funded Infrastructure • INDOT • Infrastructure Revolving Loan Fund • KIPDA • OCRA • TIF
2. Work to implement the County Road 311/US 31 Corridor Study through improvements and projects along this corridor.		
3. Update the Asset Management Plan annually to identify roadway maintenance projects and remain eligible for state funding.		
4. Require large new developments to identify transportation impacts and complete roadway improvements prior to development.		
5. Adopt access management regulations to reduce traffic congestion and improve traffic flow and safety.		
6. Work with adjacent communities to complete regional road projects, such as Commerce Way.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 2 TRANSPORTATION

2B. Maximize walkability between destinations, commercial areas, and neighborhoods.



Action Step	Partners/Organizations	Tools & Resources
1. Continue to expand, maintain and upgrade sidewalks and trails.	<ul style="list-style-type: none"> • Town Council • Clark County Government • Local Businesses • Parks & Recreation Department • Property Owners • Streets & Sanitation Department 	<ul style="list-style-type: none"> • APA - Plan4Health • INDOT • TIF
2. Coordinate with adjacent communities for regional opportunities to connect trails and sidewalks.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 3 UTILITIES & COMMUNITY SERVICES

3A. Mitigate flooding through stormwater management and best practices.



Action Step	Partners/Organizations	Tools & Resources
1. Work with the Southern Indiana Stormwater Advisory Committee (SWAC) and other partners to make progress towards implementing measures outlined in the Best Management Practices (BMP) Manual.	<ul style="list-style-type: none"> • Redevelopment Commission • Board of Zoning Appeals • Clark County Government • Developers • IDNR • Indiana Department of Environmental Management • Parks & Recreation Department • Planning and Zoning Department • Property Owners • Sewer Department • Drainage Board • Southern Indiana Stormwater Advisory Committee • Storm Water Department • Streets & Sanitation Department 	<ul style="list-style-type: none"> • APA Indiana • Indiana Association for Floodplain and Stormwater Management • IDNR
2. Maintain permit compliance with Indiana Department of Environmental Management (IDEM).		
3. Continue to identify areas that frequently flood and implement mitigation measures.		
4. Study the need for and feasibility of a stormwater utility fee that could fund infrastructure improvements for managing stormwater runoff.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 3 UTILITIES & COMMUNITY SERVICES

3B. Provide adequate water, sewer and other utilities to all residents and businesses.



Action Step	Partners/Organizations	Tools & Resources
1. Expand capacity and replace aging infrastructure for water and sewer utilities as identified in the utility long-range master plans.	<ul style="list-style-type: none"> • Sewer Department • Town Council • Clark County REMC • Plan Commission • Streets & Sanitation Department • Utility Providers • Water Department 	<ul style="list-style-type: none"> • Infrastructure Revolving Loan Fund • OCRA • Utility Fees
2. Coordinate with private and external utility providers (internet, natural gas, etc.) to expand service areas as development occurs.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 3 UTILITIES & COMMUNITY SERVICES

3C. Continue to provide high-quality community services within Sellersburg.



Action Step	Partners/Organizations	Tools & Resources
1. Provide annual reviews of the Town's code enforcement, police, and sanitation services to identify equipment, facilities and resources needed to continue to serve the community.	<ul style="list-style-type: none"> • Town Council • Clark County EMS • Sellersburg Police Department • Sewer Department • Streets & Sanitation Department • Tri-Township Fire Department • Water Department 	<ul style="list-style-type: none"> • N/A
2. Coordinate with community service providers that supply the town as new development occurs, including Tri-Township Fire Department and EMS/ Clark County Emergency Management.		
3. Coordinate with checkpoint agencies, such as police, fire and streets/sanitation, when reviewing development plan applications to maintain adequate service levels and response times.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 4 PARKS AND RECREATION

4A. Identify opportunities to create unique public parks, town-owned facilities, and programming.



Action Step	Partners/Organizations	Tools & Resources
1. Implement the Five-Year Parks and Recreation Master Plan including improving existing parks and expanding programming; update the plan every 5 years to remain eligible for federal funding.	<ul style="list-style-type: none"> • Town Council • Building Commissioner • Parks & Recreation Department • Clark County Government • Local Businesses • Plan Commission • Property Owners 	<ul style="list-style-type: none"> • IDNR • OCRA
2. Identify and secure property for new public parks in areas that are underserved.		
3. Reestablish the farmers market through the Parks Board.		
4. Evaluate the need to hire a full-time Parks and Recreation Administrator.		
5. Evaluate the capacity, functionality, and need of current town hall and police facilities.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 5 COMMUNITY FACILITIES

5A. Coordinate with the Sellersburg Public Library, local schools, and other community facility providers to improve the overall lifestyle and experience in Sellersburg.



Action Step	Partners/Organizations	Tools & Resources
1. Work with the Library Board to continue current and expand future services for the community.	<ul style="list-style-type: none"> • Building Commissioner • Planning and Zoning Department • Local Schools • Parks & Recreation Department • Sellersburg Public Library • Town Council 	<ul style="list-style-type: none"> • Indiana Humanities • Ivy Tech Community College
2. Coordinate with the school district as new development occurs.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 6 ECONOMIC DEVELOPMENT

6A. Encourage economic vitality and activity in Sellersburg.



Action Step	Partners/Organizations	Tools & Resources
1. Evaluate the expansion of Tax Increment Financing (TIF) and consider future expansion as warranted.	<ul style="list-style-type: none"> • Redevelopment Commission • Town Council • Board of Zoning Appeals • Building Commissioner • Developers • Local Businesses • One Southern Indiana • Our Southern Indiana RDA • Plan Commission • SoIN Tourism • Utility Providers 	<ul style="list-style-type: none"> • Accelerate Indiana Municipalities • Bonds • Economic Development Administration • Impact Fees • Indiana Economic Development Corporation • Indiana Small Business Development Center • Indiana Office of Tourism Development • Prosperity Indiana • Tax Abatement • TIF
2. Evaluate incentives to attract and retain targeted industries as well as businesses that promote tourism, expand entertainment/dining opportunities or provide shopping options.		
3. Publicize and increase awareness of Sellersburg's economic development tools, programs and information on the Town website.		
4. Work with regional economic partners, such as One Southern Indiana, to attract and retain targeted industries in Sellersburg.		
5. Continually do targeted outreach with development community to build relationships and identify future projects.		
6. Increase public relation activities and promote success of local businesses through ribbon cuttings, new business grand openings, and other events.		
7. Evaluate the need for an additional staff person dedicated to public relations.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 7 NEIGHBORHOODS AND HOUSING

7A. Promote strong neighborhoods.



Action Step	Partners/Organizations	Tools & Resources
1. Develop neighborhood organizations and leadership to initiate neighborhood-level projects, programming and events.	<ul style="list-style-type: none"> • Neighborhood Associations • Plan Commission • Planning & Zoning Staff • BDASI • Building Commissioner • Developers • Property Owners • Utility Providers 	<ul style="list-style-type: none"> • Habitat for Humanity • Housing TIF • IHCDA • Low Income Housing Tax Credit • Prosperity Indiana
2. Incentivize affordable housing through density bonuses or similar tools.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 8 IDENTITY AND PLACEMAKING

8A. Provide focused planning efforts in key areas.



Action Step	Partners/Organizations	Tools & Resources
1. Create a town center at Camp Run Parkway that provides a variety of uses, improves connectivity, and reinforces community character.	<ul style="list-style-type: none"> • Plan Commission • Town Council • Redevelopment Commission • Board of Zoning Appeals • Building Commissioner • Developers • Ivy Tech Community College • Local Businesses • One Southern Indiana • Our Southern Indiana RDA • Plan Commission • Property Owners • Utility Providers 	<ul style="list-style-type: none"> • Accelerate Indiana Municipalities • Economic Development Administration • Impact Fees • Indiana Economic Development Corporation • Indiana Small Business Development Center • Tax Abatement • TIF
2. Promote development opportunities in downtown and the gateways at exits 7 and 9 that facilitate walkability, architectural standards and economic vitality.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 8 IDENTITY AND PLACEMAKING

8B. Define Sellersburg's identity through improvements at key points and along corridors throughout the community.



Action Step	Partners/Organizations	Tools & Resources
1. Implement gateway features at prominent entry points.	<ul style="list-style-type: none"> • Town Council • Plan Commission • Redevelopment Commission • Planning & Zoning Staff • Clark County Government • Developers • INDOT • Property Owners • Streets & Sanitation Department 	<ul style="list-style-type: none"> • Indiana Arts Commission • INDOT • Indiana Humanities • Indiana Office of Tourism Development • National Endowment for the Arts - Our Town Program • TIF
2. Complete visual improvements along key corridors to establish a consistent identity for Sellersburg.		
3. Create a public art program for both public and private projects.		
4. Actively enforce property maintenance and building codes.		

SELLERSBURG'S STRONG FOUNDATION: GOAL 8 IDENTITY AND PLACEMAKING

8C. Make Sellersburg a regional destination.



Action Step	Partners/Organizations	Tools & Resources
1. Continue to support the seasonal festivals, events, and activities that build community pride, increase tourism, and support local businesses.	<ul style="list-style-type: none"> • Parks & Recreation Department • Clark County Government • Festival Committees • Local Businesses • SoIN Tourism • Town Council 	<ul style="list-style-type: none"> • Donations • Indiana Arts Commission • Indiana Humanities • Indiana Office of Tourism Development • National Endowment for the Arts - Our Town Program
2. Work with SoIN Tourism and other regional partners to expand tourism opportunities in Sellersburg that showcase the small-town charm, natural beauty, and unique attractions.		

OTHER TOOLS, RESOURCES AND FUNDING

The following pages list the various funding sources, tools, and other resources Sellersburg could potentially use while working to implement specific strategies. This is not an exhaustive list but is meant to highlight resources the community can leverage for implementation.

Local Financing Tools:

Bonds

Bonds are backed by the credit and taxing power of the issuing jurisdiction. A bond is a government debt issued in order to raise money for needed capital improvements. Its retirement is paid for by property tax and other predictable forms of local income.

Developer Funded Infrastructure

Similar impact fees, communities can also fund infrastructure improvements by having the developer cover those costs directly. These can include roadway improvements, stormwater infrastructure, and other related utilities that may need expanded due to development. However, the improvement must be directly related to and proportionate to the new development's impact.

Impact Fees

An impact fee is a charge on new development to pay for the cost of infrastructure and related services that are necessitated by and benefit the new development. The fee is based on the type of development assessed for the increase in the burden on infrastructure. Fees contribute to a non-reverting fund and can be used for infrastructure improvements and amenities including park and recreation and multi modal projects.

Infrastructure Revolving Loan Fund

This revolving loan fund can be used to provide low interest loans for infrastructure projects that facilitate economic development.

Residential Tax Increment Financing

Effective July 2019, new legislation was signed by Governor Holcomb to allow TIF for residential property (SEA 566). This legislation is targeted at rural communities to fund infrastructure for single-family housing growth. Residential TIF must be executed through a Redevelopment Commission.

Tax Abatement

Tax abatement is a phase-in of property taxes and is intended to encourage development in areas that would not otherwise develop. Tax abatement is one of the tools widely used by municipal governments to attract new businesses to the community. It encourages investment in new equipment or facilities that will improve the company, while stabilizing the community's economy. Communities may develop procedures for abatement application and policies regarding the amount and length of the abatement that will be approved. Procedures may also be developed to ensure compliance with the terms in the statement of benefits.

Tax Increment Financing

A Tax Increment Financing (TIF) district used by many communities to fund local infrastructure improvement projects. Tax rates for developments within the district are locked at a set rate, and as property values rise within the district, any additional tax revenue generated is used to fund improvement projects within the district instead of using it for typical purposes. TIF can be very effective at directing new development to an area.

Resource Organizations:

Accelerate Indiana Municipalities (AIM)

AIM works as an official voice for municipal government within Indiana, with more than 460 cities and towns as members. The organization works to foster, promote, and advocate for the success of Indiana municipalities as hubs of innovation and talent, and as the driving forces of the state's economy.

Indiana Association for Floodplain and Stormwater Management (INAFSM)

The Indiana Association for Floodplain and Stormwater Management was founded in 1996 by professionals interested in and responsible for floodplain and stormwater management in the State of Indiana. INAFSM members include federal, state, and local agency staff, engineers, consultants, planners, elected officials, members of academia, students, and floodplain residents.

Indiana Chapter of the American Planning Association

APA-IN promotes vision and leadership that fosters better planning in Indiana by building public and political support and providing its members and communities with the tools to achieve future needs and create vital communities.

Indiana Finance Authority (IFA)

In order to provide economic efficiencies and management synergies and enable the State of Indiana ("State") to communicate as one voice with the various participants in the financial markets, the Indiana Development Finance Authority, the State Office Building Commission, the Indiana Transportation Finance Authority, the Recreational Development Commission, the State Revolving Fund Programs and the Indiana Brownfields Program were consolidated into a new and separate entity called the Indiana Finance Authority ("IFA") on May 15, 2005. The Indiana Health and Educational Facilities Finance Authority was also merged into the IFA, effective July 1, 2007.

As the successor entity to these formerly separate debt-issuing entities, the IFA is authorized to issue revenue bonds payable from lease rentals under lease agreements with various state agencies and to finance or refinance the cost of acquiring, building and equipping structures for state use including state office buildings, garages, highways, bridges, airport facilities, correctional facilities, state hospitals and recreational facilities related to State parks. The IFA also manages the Wastewater and Drinking Water State Revolving Fund Loan Programs and the Indiana Brownfields Program.

Indiana Small Business Development Center

The Indiana Small Business Development Center offers technical support and entrepreneurial guidance through regional partners to assist small business growth and sustainability within the state. On top of offering workshops throughout the state, they also provide market research, business planning, and valuation services for small businesses.

Kentuckiana Regional Planning and Development Agency (KIPDA)

KIPDA provides regional planning, review and technical services in the areas of public administration, social services and transportation as well as community ridesharing programs. KIPDA also coordinates services for persons 60 years of age and over and is designated by the Kentucky State Clearinghouse as the regional review agency for virtually all applications for federal and/or state funds made by organizations or governments within the state of Kentucky.

Prosperity Indiana

The Indiana Association for Community Economic Development (Prosperity Indiana) is a statewide membership organization that seeks to fund members, build and retain relationships, and address local and national issues which may impact Indiana communities. Prosperity Indiana provides tools, research, online resources, and technical assistance for housing rehabilitation and construction, real estate development, industrial and business development, social services, and employment generating activities.

Redevelopment Association of Indiana (RAI)

This is a membership organization for redevelopment board members and staff representing 460 cities, towns, and counties in Indiana. The Redevelopment Association operates under the premise that while there are legally mandated action and commonly adopted practices, there also is abundant room for local innovation and Indiana ingenuity. One of the association's principal missions is to serve as an informational and educational resource for existing redevelopment commissions and units of government considering the establishment of a redevelopment commission. Redevelopment. Association members are available to share their experiences.

Funding and Grants:

Indiana Arts Commission (IAC)

This state program works to positively impact the cultural, economic, and educational climate of Indiana by providing opportunities to enhance the artistic resources of Indiana communities. The organization provides multiple supporting programs and grants to support the growth of arts in local settings and provide resources for regional or local organizations trying to influence and culture of arts in their community.

Arts Organization Support (APS)

The Arts Organization Support (AOS) provides annual operating support for the ongoing artistic and administrative functions of eligible arts organizations that align with the Indiana Arts Commission's Public Funding Imperatives. It is a two-year grant commitment.

Arts Project Support (APS)

Arts Project Support (APS) grants provide funding to Indiana arts and non-arts organizations to support a distinct aspect of the organization's arts activities, such as a one-time event; a single production; an exhibition; an educational seminar; or series of related arts activities, such as art classes or training sessions.

Indiana Department of Natural Resources (IDNR)

The mission of the Indiana Department of Natural Resources is to protect, enhance, preserve, and wisely use natural, cultural, and recreational resources for the benefit of Indiana's citizens through professional leadership, management, and education.

Land and Water Conservation Fund (LWCF)

LWCF federal grants can be used to protect important natural areas, acquire land for outdoor recreation and develop or renovate public outdoor recreation facilities such as campgrounds, picnic areas, sports/playfields, swimming facilities, boating facilities, fishing facilities, trails, natural areas and passive parks. It provides grants for 50% of the cost of acquisition and/or development. To be eligible, the group must be a legally established park board and have a current 5-year park and recreation master plan on file in the Division of Outdoor Recreation. The minimum grant request is \$50,000 and the maximum request is \$250,000 with a local match requirement.

Indiana Trails Program (ITP)

Matching assistance program that provides funding for the acquisition and/or development of multi-use recreational trail projects. Minimum funding available is \$10,000 and maximum funding available is \$200,000 and a 20% match is required. Both motorized and non-motorized projects may qualify for assistance. This program was formally recognized as the "Recreational Trails Program", but was changed to reflect the change from federal to state funding in 2021.

Indiana Department of Transportation (INDOT)

INDOT's mission is to plan, build, maintain, and operate a transportation system that encourages safety, mobility, and economic growth, they provide assistance to smaller communities through Local Public Agency (LPA) Programs, Community Crossings grants for paving projects, and Transportation Alternative funding for roadway, sidewalk, trail, and streetscape projects.

Community Crossings Matching Grant Fund Program

In 2016 this program provided a 1-1 match for eligible projects up to \$1 million. In the second year (2017), INDOT funded 75% of the project of communities under 10,000. Eligible projects included bridge and road preservation type projects along with ADA sidewalk projects that intersect with any road project, roundabouts and road reconstructions. Trails and enhancement type projects are not eligible and only construction costs are eligible. In the upcoming years, this program is expected to change and the community should reference INDOT's website for more information.

Congestion Mitigation and Air Quality Improvement Program (CMAQ)

The main goal of the CMAQ Program is to fund surface transportation improvement projects with the goal of reducing overall congestion and improving air quality. These funds are released in collaboration between INDOT and local Indiana MPOs and can be used for a variety of projects includes, but not limited to, acquiring alternative fuel vehicles for public transit applications, purchasing alternative fuels, and establishing publicly-owned alternative fueling stations and other needed infrastructure.

Highway Safety Improvement Program (HSIP)

The Highway Safety Improvement Program goal is to achieve a significant reduction in traffic fatalities and serious injuries on all public roads through the implementation of infrastructure-related highway safety improvements. There are a number of improvements this program helps fund, such as improving the visibility of curves through signs and markers, installing emergency power battery backups at traffic signals, installing raised medians, upgrading guardrails to meet current standards and more.

Local Public Agency (LPA) Program

INDOT shares gas tax revenue from the state Motor Vehicle Highway Fund and Local Road and Street Fund with LPAs towards capital improvement needs. Community's must have a local employee in charge with ERC training, projects must be ADA compliant, provide matching funds and meet project eligibility. More information can be found at <http://www.in.gov/indot/files/LPA%20Guidance%20Document.pdf>.

Transportation Alternatives Funding

The Transportation Alternatives (TA) program will receive about \$780 million to carry out all TA projects, including SRTS and RTP projects across the country, which represents about a 35% reduction from the current \$1.2 billion spent on these programs. Under the bill, states will sub-allocate 50% of their TA funds to Metropolitan Planning Organizations (MPO) and local communities to run a grant program to distribute funds for projects. States could use the remaining 50% for TA projects or could spend these dollars on other transportation priorities Indiana Economic Development Corporation (IEDC).

Indiana Housing & Community Development Authority (IHCDA)

IHCDA's partners with developers, lenders, investors, and nonprofit organizations that serve low- and moderate-income Indiana families. They provide government and private funds to invest in well-designed projects that will benefit communities and those living within. IHCDA provides funds, incentives, data collection, and educational services.

Development Fund

This program provides a loan of up to \$500,000 (or a grant in limited special circumstances) for eligible activities for low- and moderate-income housing.

Emergency Solutions Grant Rapid Re-housing (ESGRR)

This program provides emergency shelters and transitional housing through services and rental assistance for homeless individuals and families.

HOME Investment Partnership Program (HOME)

This program strives to provide habitable and affordable housing for low- and moderate-income persons by improving the quality of existing housing stock.

Low-Income Housing Tax Credits (LIHTC)

Dollar-for-dollar federal tax credit that incentivize the investment of private equity in the development of affordable housing. The project owner must agree to comply with Chapter 42 regulations and maintain an agreed open percentage of low-income units, as well as meet requirements for a 15-year compliance period and a subsequent 15-year extended use period. Maximum request is \$1.2 million tax credits.

Owner-Occupied Rehabilitation (OOR)

This program uses Community Development Block Grant (CDBG) funds for rehabilitation of owner-occupied housing for low- and moderate-income households. There is not a local match required.

The Housing Trust Fund (HTF)

This is a new affordable housing production program that will complement existing federal, state and local efforts to increase and preserve the supply of decent, safe, and sanitary affordable housing for extremely low- and very low-income households (persons at or below 30% of the Area Medium Income), including homeless families.

Indiana Humanities

Indiana Humanities is a nonprofit organization dedicated to promoting the public humanities through partnerships, grants, and facilitation. This organization supports using literature, history, philosophy, and shared cultural heritage to help Hoosiers and their communities understand themselves and the world around them. They provide small grants to local nonprofits that help support their mission within communities. The grants range from research on socioeconomic conditions within a community, to funding for libraries to expand their collection to better represent the cultures of the residents it serves.

Indiana Office of Community and Rural Affairs (OCRA)

OCRA works with local, state and national partners to provide resources and technical assistance to aid communities in shaping and achieving their vision for community and economic development. They award grants to fund projects including, but not limited to, public gathering places, water/sewer infrastructure, restoration of historic structures, community facilities, broadband infrastructure, and revitalizing commercial districts. They have a focus on infrastructure, quality of place, economic development, and capacity building (which includes the Stellar Communities Program). Some of the programs include:

- Planning Grants
- Public Facilities Program (PFP)
- Stormwater Improvement Program (SIP)
- Wastewater and Drinking Water Program
- Blight Clearance Program (BCP 2.0)
- Stellar Communities
- Broadband Readiness Pilot Planning Grant
- Next Level Connections (for broadband)

Indiana Office of Tourism Development (IOTD)

The Indiana Office of Tourism Development offers matching grant to cities, towns, counties and nonprofit entities located in Indiana that are involved with tourism promotion and development.

Destination Development Grant Guidelines

Eligible projects include those that enhance Indiana's tourism profile. Large-scaled projects will be viewed favorably and as the project category as either spectator sports/participation sports/outdoor recreation, cultural/agricultural activities, heritage/historical experiences, or arts and culture. Grants are between \$50,000 and \$250,000 and be matched 1:1.

Marketing Asset Grant

IOTD offers matching grants to entities located in Indiana that demonstrate financial need and are focused on tourism promotion and development. Proposals that must focus on either sports tourism/outdoor recreation, culinary and agritourism, heritage tourism, or arts and cultural tourism. Project eligibility include tourism infrastructure, technology that improve marketing efficiency and effectiveness, collaborative marketing initiatives that strategically align assets, attractions, destinations and regions. Grant awards will not exceed \$20,000 and must be matched 1:1.

National Endowment for the Arts – Our Town Program

Our Town Program supports creative place-making projects that help transform communities into lively, beautiful, and resilient places with the arts at their core. They offer support in two areas, projects that are focused on representing the distinct character and quality of their communities (Arts Engagement, Cultural Planning, and Design Projects), and projects that provide technical assistance for place-based work (Projects that Build Knowledge about Creative Place-making).

State and Federal Tax Credits

Many state and federal tax credit programs are administered by IEDC including: Community Revitalization Enhancement District Tax Credit; Economic Development for a Growing Economy (EDGE) - Payroll Tax Credit; Hoosier Business Investment Tax Credit (HBI); Industrial Development Grant Fund; Industrial Recovery Tax Credit; and Venture Capital Investment Tax Credit (VCI).

