



THE CITY OF  
**Martinsville**  
INDIANA

**COMPREHENSIVE PLAN UPDATE**

**2022**

This page intentionally left blank.

**RESOLUTION NO. 2022-0021**  
**CITY OF MARTINSVILLE, MORGAN COUNTY, INDIANA**

**A RESOLUTION ADOPTING THE 2022 COMPREHENSIVE PLAN UPDATE FOR  
THE CITY OF MARTINSVILLE**

**WHEREAS**, the Plan Commission of Martinsville, Indiana held a public hearing on September 27, 2022, to consider updating the 2017 Martinsville Comprehensive Plan for the City of Martinsville, and


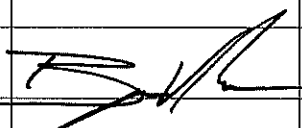
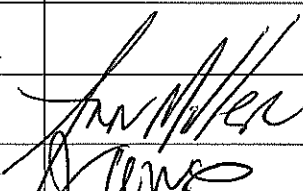
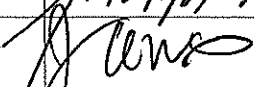
**WHEREAS**, the Plan Commission considered all comments expressed by the public, and

**WHEREAS**, the Plan Commission found that this plan meets the requirements of IC 36-7-04-500, and the adoption of this updated Comprehensive Plan element to be in the best interests of the City, and

**WHEREAS**, the City Council finds that it is in the best interests of the City to update the 2017 Comprehensive Plan,

**NOW, THEREFORE, BE IT RESOLVED**, that the Martinsville City Council hereby adopts the updated 2022 Comprehensive Plan for the City of Martinsville, Indiana.


This resolution shall be effective upon its passage.

COUNCIL MEMBER	YAY	NAY	ABSTAIN
Phil Deckard, II Member, District 5 & President Pro Tempore			
Phil Deckard Member, District 1			
Ben Mahan Member, District 2			
Josh Ferran Member, District 3			
Suzie Lipps Member, District 4			
Ann Miller Member-at-Large			
James Wisco Member-at-Large			

I hereby certify that the foregoing Ordinance was delivered to City of Martinsville Clerk-Treasurer on the 10 day of Oct 2021, at 7:00 p m.

ATTEST: Rebecca Tumey  
Rebecca J. Tumey, Clerk-Treasurer

### MAYOR'S APPROVAL

  
Kenneth W. Costin, Mayor

10-10-2022  
Date

## MAYOR'S VETO

Kenneth W. Costin, Mayor

Date \_\_\_\_\_



<b>Executive Summary .....</b>	<b>9</b>
<b>Chapter 1: Background and Plan Purpose .....</b>	<b>15</b>
<b>Chapter 2: Community and Quality of Life .....</b>	<b>23</b>
<b>Chapter 3: Land Use .....</b>	<b>35</b>
<b>Chapter 4: Special Development Areas .....</b>	<b>47</b>
<b>Chapter 5: Economic Development .....</b>	<b>69</b>
<b>Chapter 6: Housing .....</b>	<b>79</b>
<b>Chapter 7: Transportation and Utilities .....</b>	<b>89</b>
<b>Chapter 8: Environment and Natural Resources .....</b>	<b>103</b>
<b>Chapter 9: Parks and Recreation .....</b>	<b>115</b>
<b>Chapter 10: Plan Implementation .....</b>	<b>121</b>
<b>Appendix .....</b>	<b>133</b>



# Table of Contents

This page intentionally left blank.

## PREPARED FOR:

THE CITY OF  
**Martinsville**  
INDIANA

## CONTACT INFORMATION:

Mayor Kenny Costin  
City of Martinsville  
59 South Jefferson Street  
Martinsville, Indiana 46151

## SPECIAL THANKS TO:

### COMMON COUNCIL

Phil R. Deckard II	Suzie Lipps
Phil R. Deckard, Sr.	Josh Ferran
Ben Mahan	Ann Miller
Jim Wisco	

### PLAN COMMISSION

Dave Arnold	Katie Barnard
Richard Bastin	Gary Carrell
Dale Coffey	Rick Heacock
Ann Miller	Ben Rawlins
Marilyn Siderewicz	Troy Swan
Rachel Tuttle	Tom Williams

### STEERING COMMITTEE

Mayor Kenny Costin  
Phil R. Deckard, Sr.  
Rich Griswold  
Gary Oakes  
Ben Rawlins  
Jamie Taylor

## PREPARED BY:

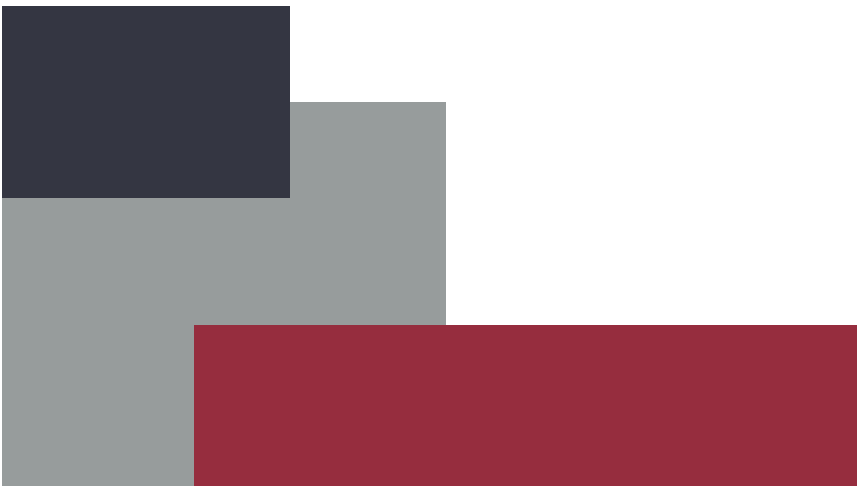


135 N. Pennsylvania Street, Suite 2800  
Indianapolis, IN 46204  
(317) 347-3663

\*This plan is an update to the 2017 Comprehensive Plan for the city of Martinsville, developed by HWC Engineering. The primary focus of this plan centered on land use updates, as well as updated information related to the completion of I-69 through Martinsville. Content from the 2017 plan has remained in this update where relevant and applicable.

# Acknowledgements

This page intentionally left blank.



# EXECUTIVE SUMMARY

This page intentionally left blank.

# VIBRANT DIVERSE THRIVING

**These are the words which embody the vision for Martinsville's future.**

To realize this vision, Martinsville will be adaptive and embrace change to be a destination and gathering place. The best aspects of Martinsville's heritage have laid the foundation for its future, including friendliness, generous spirit, community pride, optimism and leadership. These virtues will continue to guide the community towards a dynamic future.



Source: Visit Morgan County website



Source: Visit Morgan County website

## COMMUNITY MOMENTUM

Martinsville is well on its way to becoming the sustainable community it desires to be. Although the Great Recession, 2008 flood, and the COVID-19 pandemic left lasting impacts on the city, it is now poised to reap the benefits that I-69 represents.

There continues to be a growing sense of optimism and a feeling of momentum in the community. This optimism is reflected in a number of recent activities including:

- Creation of a co-working space
- Improvements to medical and hospital facilities and services, including two new prompt care facilities
- Improvements at the high school campus
- Redevelopment of downtown structures and businesses
- Creation of a Tourism Commission and CVB that provides grants to improve visitor-friendly events
- Rehabilitation of historic landmarks like the Grassyfork Building and the school administration building
- Public and private investment in streetscape and building enhancements in the downtown
- Events such as the Fall Foliage Festival, Artie Fest, Festival of Lights and the Morgan County Fair
- Construction of Performance Park and Amphitheater downtown
- Future \$72 million expansion of the Morgan County Justice Complex
- Planned \$5 million South Street project including road widening and new sidewalks to improve access to High School and shopping areas
- Planned \$5 million Ohio Street roadway improvements and roundabout at Garfield Avenue

## I-69 IS OPEN FOR BUSINESS

The opening of I-69 and associated improvements has positioned Martinsville as a key destination along the greater Evansville to Indianapolis corridor. Since 2010, the city's long-term planning has been centered around preparing for this opportunity, and Martinsville has achieved many of its goals related to I-69 impacts and opportunities, including:

- Five critical interchange access points have been protected, including Liberty Church Road, SR 39, Ohio Street, SR 252, and SR 44.
- Pedestrian and vehicular access between neighborhoods, schools and shopping were protected via the South Street/Grand Valley Boulevard overpass.
- Construction of Artesian Avenue has provided needed connectivity and opened up areas for continued commercial and residential development.
- Gateway monuments have been installed.



I-69 / State Road 44 Interchange



## PLAN INTENT

While the city's 2010 and 2017 Comprehensive Plan updates were focused on planning and preparing for I-69, this plan summarizes how to move forward based on the new infrastructure and access that now exists. This is largely an administrative update that revises the 2017 plan based on what was built, and includes updates to future land use goals for development areas. In most cases, policies are simply extensions of the ideas that were first put forward in previous plans, but need to be formalized for what are now existing conditions. Additionally, other administrative updates were made to the plan to reflect current and ongoing city initiatives.



Morgan County Public Library

## PLAN PRIORITIES

Now that I-69 is complete, the city's focus should shift to utilizing the new infrastructure to move the city forward. It also should free up local resources and capacity to address many other priority issues for the community. This plan has identified the following as priorities for the city.

- 1. Promote Quality Interchange**  
**Development:** This plan identifies future land use recommendations for each interchange and other key development districts. These land use recommendations should be used to promote desired development in the city.
- 2. Encourage New Housing Development:**  
New housing development is needed to retain existing and attract new workers to Martinsville. With I-69 complete, key areas have been opened for development. A mix of housing products is needed, from upper end homes but also an emphasis on affordable/workforce housing products. This will require updates to current development standards, as well as continued investment in supporting infrastructure.
- 3. Encourage Neighborhood Revitalization:**  
As the city encourages new housing and interchange development, it should also make strategic investments in its existing neighborhoods.
- 4. Quality of Place Investment:** The city should actively proclaim the story of Martinsville by celebrating its successes and advertising its opportunities. It should also continue to invest in local quality of place through downtown revitalization initiatives, park and recreation investment and the improvement of bicycle and pedestrian facilities.

This page intentionally left blank.



1

**BACKGROUND AND PLAN  
PURPOSE**

This page intentionally left blank.

## MARTINSVILLE HISTORY

In addition to being the county seat, Martinsville is the largest city in Morgan County. The community was platted in 1822 along the east bank of the White River and incorporated in 1863. The city is thought to have been named in honor of John Martin of Washington County, Indiana, who served as one of the first Morgan County commissioners.

The character of Martinsville today rests on the traditions of the past. Early settlers traveled north over the Appalachians and across the Ohio River, through southern Indiana to the area that would become Morgan County. Their cultural heritage is still deeply imprinted in the community.

The city is laid out in an orthogonal grid centered on the courthouse square. In the downtown commercial district, buildings line the sidewalks. In residential areas, setbacks are relatively shallow, with grass plots between the public streets and sidewalks. Residential areas developed later lack sidewalks and street curbs, and houses are set back farther from local streets.

### INDUSTRY

During the 1800s, Martinsville shipped a large volume of pork and grain south to New Orleans and other ports via the White River. The pork trade was the primary reason for the growth of the city. During this growth period, the city expanded significantly and included mills, barrel makers, tanneries and distilleries.

Martinsville's industrial boom spanned 1890-1940 and is distinguished by several nationally significant natural resource-based industries. The Old Hickory company, probably the city's largest single employer during this period, produced rustic hickory furniture in such demand that an entire statewide industry developed. Grassyfork Fisheries, established on swampy farmland northeast of the city, grew into the world's largest goldfish hatchery by World War II. In 1970, it was sold to Missouri-based Ozark Fisheries, which continues in operation today. Adams Brick Company and Martinsville Brick Company were established just north of downtown. They utilized the area's abundant clay and shale deposits to produce a variety of bricks. The Martinsville Brick Company in particular shaped the character of Martinsville. Its Poston Knobstone blocks were used to pave the city's streets and state highways, and its multi-

colored, wire-cut brick were used in the construction of many of the city's most significant houses, civic buildings and commercial and industrial buildings.

It was the discovery of mineral water and the development of related sanitariums/wellness resorts that best defines the industrial history of Martinsville. Mineral water was discovered in 1887 while investors were drilling for natural gas. At one time, Martinsville boasted twelve sanitariums that provided services such as mineral baths, physical therapy, and holistic wellness alternatives. Homelawn, the finest of them all, was the last to close in 1968. As a result of this unique history, Martinsville gained the nicknames the Artesian City and the City of Mineral Water, from the sanitarium industry.

By the 1950s, the sanitarium industry had all but come to an end. No single industry since has had such an impact on the local economy. New industries were technology-based. Twigg Industries, a manufacturer of components for the aerospace industry located in Martinsville in 1957. Harman-Motive, later Harman-Becker, a manufacturer of automotive speakers, came to Martinsville in 1981. Serving as Martinsville's largest industry for many years, the local plant closed in 2009. Today's important manufacturers include Twigg, Form-Tec Plastic and FBF Originals. Redevelopment of the Harman-Becker plant was influential to attracting new industry to Martinsville.



Highland Sanitarium

Source: <http://images.indianahistory.org>



Colonial Sanitarium

Source: <http://images.indianahistory.org>

## TRANSPORTATION

The first railroad reached Martinsville in the 1850s. By the end of the nineteenth century, there were two rail lines through the city. The north-south Indianapolis and Vincennes line crossed through the west end of the city, and later became the Vandalia line of the Pennsylvania Railroad. The east-west CCC & St. Louis line, also known as the Big Four, passed a few blocks south of the courthouse square. The train depots for both lines still exist today. Between 1902 and 1930, the electric railway, or interurban, was a popular choice for travel between Martinsville and Indianapolis. The interurban depot still stands on the west side of North Main Street.

With the advent of the automobile during the early-twentieth century came improvements in the road system. Roads evolved from narrow dirt paths to gravel and macadam on more heavily-traveled routes, and river crossings transformed from private ferry operations to publicly funded wood, iron, and concrete bridges. By the 1930s, a number of local roads, including State Roads 37, 39, and 67 became part of the state highway system. Today, the recent completion of I-69 along the east side of Martinsville provides a direct link to Indianapolis and Bloomington. The completion of this major infrastructure project served as the impetus for this comprehensive plan update.

## PURPOSE OF THE PLAN

With the completion of I-69 through Martinsville, its impact on the community has become more defined. Such a transformative project requires an update to Martinsville's comprehensive plan to provide relevant guidance to future development in the community. It answers fundamental questions such as: What is the vision for the community and where do we want to go as a community? Another question that often arises during the planning process: Why does the city need this plan?

That question is best answered in reverse: What happens without this plan? Martinsville will still have people wanting to build homes and businesses opening operations. But unguided growth can threaten Martinsville's character and leave the community unable to control its identity. Decisions made without reference to a plan are frequently reactionary, responding only to specific problems or proposals. Other potential benefits of this plan include providing services more efficiently, directing development to areas with sufficient capacity, making sure adjacent uses are compatible, and protecting the natural environment.



Location map of Martinsville and the I-69 corridor



# 2022 COMPREHENSIVE PLAN UPDATE

This plan was created as an administrative update to the 2010 and 2017 Comprehensive Plans and it is important to understand some of the critical context for previous planning efforts. The 2010 comprehensive plan was developed during a unique time for the community. In the summer of 2008, Martinsville saw some of its worst flooding in memory. Homes, public infrastructure and businesses (in fact, entire shopping centers) were damaged or destroyed by the flooding.

Morgan County and the communities of Martinsville and Mooresville formed a partnership for the SR 37/SR 144 Corridor Plan, in which representatives from across the county worked on strategies to both capitalize on the proposed I-69 expansion and mitigate its impacts on the environment and existing community infrastructure. Planning and collaboration for the impending effects of I-69 laid the groundwork for events leading up to and including Martinsville's 2017 Comprehensive Plan update. As INDOT began to refine their plans for I-69, the city completed the I-69 Economic Development Plan in 2016 to better understand economic impacts to the city from the interstate. These planning efforts allowed Martinsville officials to (1) effectively lobby INDOT to incorporate the Ohio Street interchange as a direct point of access into the heart of the community, and (2) incorporate the South Street overpass pedestrian and vehicular access to shopping areas east of I-69.

This 2022 Comprehensive Plan update represents an incremental plan update to the 2017 Comprehensive Plan. It incorporates the final built conditions of I-69, updated U.S. Census demographics, and serves to update goals, objectives, and mapping to align with the new development conditions that exist. As an extension of the planning effort that has helped guide the city through the transition to I-69, this plan is also intended to guide the city as acute transitions in development patterns are seen in the next few years as the impacts of I-69 are realized. Finally, it also serves as an administrative update that aligns the overall plan and recent specialized plans for downtown Martinsville, and recommendations in the 2018-2022 Parks and Recreation Master Plan.

As a result of these planning efforts over the last 10-12 years, city officials and community leaders have created a framework to proactively plan for the anticipated changes brought about by I-69 and other factors affecting development patterns in Martinsville. Although this plan update outlines goals and recommendations over the next 5-10 years, the city council and other community leaders should review the tenets of this plan annually and make note of possible changes. It would be a poor use of the resources poured into creating this plan to let it become outdated or irrelevant. Martinsville's next comprehensive plan should take a longer view regarding development opportunities and crafting a vision for the community based on the cumulative effects of I-69, the needs of the city's changing population, and growth in strategic areas of the city.



South Street Overpass Construction Source: INDOT I-69 Project Website

## PUBLIC INPUT

As an administrative update, this plan update is largely built on public input received during the development of previous comprehensive plans, the Downtown Action Plan and the 2018-2022 Parks and Recreation Plan update. Additionally, this update included the following public input processes.

### STEERING COMMITTEE

A 6-member Steering Committee served as a sounding board for this plan update. The committee was comprised of business leaders, residents, as well as city staff. Three steering committee meetings were held during this planning effort.

### PUBLIC SURVEY

An online public survey was made available to Martinsville residents for approximately six weeks in the summer of 2022. The primary purpose of the survey was to confirm goals from the previous plan are still valid, and incorporate new goals based on changing public needs. Specific survey results are referenced throughout this plan, and a copy of the survey results are included in the Appendix.

More than 300 people completed the survey, providing insight on community concerns and priorities. In general, public input gathered during this plan update reflected the issues and opportunities highlighted in the 2017 Comprehensive Plan. Highlights of the survey include:

- Nearly 64% of respondents were homeowners in Martinsville.
- Over 68% of respondents “agreed/strongly agreed” that Martinsville is a great place to raise a family.

### PUBLIC REVIEW AND COMMENT

The draft plan was presented to the Plan Commission at its August 23, 2022 meeting. This public forum provided an opportunity to not only gather feedback from Commission members, but also solicit input from the general public.

## THE PLANNING PROCESS

In Indiana, comprehensive planning is permitted by the 500 Series of Title 36-7-4 of the Indiana Code. This law empowers towns, cities, and counties to adopt plans. Any plan adopted in Indiana must contain at least the following three elements:

- A statement of objectives for the future development of the jurisdiction.
- A statement of policy for the land use development of the jurisdiction.
- A statement of policy for the development of public ways, public places, public lands, public structures, and public utilities.

In addition, the law provides for a number of optional elements, including, but not limited to parks and recreation, transportation and natural resource protection. While each planning process should be custom designed to meet community needs, nearly all contain the same core elements as found in this plan:

- Evaluate existing conditions, including strengths and weaknesses, community character, demographics, natural features, etc.
- Establish goals and objectives for the future
- Identify alternatives for meeting the goals and objectives
- Select the most desirable alternative
- Devise and adopt tools to implement the plan (zoning, subdivision control, capital improvement programming, etc.)
- Evaluate the success of the plan
- Revise the plan

These steps are part of a continuing process. Plans must be evaluated and updated as the community changes. These community changes can be gradual, such as demographic trends, technological change, or slow economic growth. Sometimes change is more sudden, such as the introduction of a large industry into a small community, the loss of a major employer, or – as in Martinsville’s instance – a major infrastructure project such as I-69.



## USING THE COMPREHENSIVE PLAN

The chapters in this plan update are mostly self-contained examinations of specific issues and how they affect Martinsville. Each chapter includes relevant research, an overview of public feedback, major issues, goals and recommendations. This plan update contains the following chapters which differ slightly from the 2017 Comprehensive Plan:

- Community and Quality of Life
- Land Use
- Special Development Areas (SDA's)
- Economic Development
- Housing
- Transportation and Utilities
- Environment and Natural Resources
- Parks and Recreation
- Implementation

For this comprehensive plan to produce results, it must be readable, understandable, practical and include benchmarks to measure progress and hold the community accountable for implementation. The intent is for this plan to meet all of those criteria. The following paragraphs provide practical tips for effectively utilizing this plan.

## TIPS FOR PLAN COMMISSIONERS AND CITY OFFICIALS

When properly applied, a comprehensive plan can make the life of the decision-maker easier. Community leaders should be able to point to content in the plan while explaining how they reached their decision. They can refer to the input of local leaders and residents whose opinions helped shape the plan's goals. They can also ask themselves how they make decisions without a plan. Certainly, personal experience in Martinsville guides their judgment, but a group of people making decisions based on their individual perceptions may not lead to a shared vision of the Martinsville's future. The comprehensive plan provides a defensible, unified vision which is supported by the larger community.

## TIPS FOR DEVELOPERS

Developers across the country ask for "more predictability" from decision makers in order to maximize their investments. This plan spells out Martinsville's preferred future - where it wants to extend infrastructure, where it wants housing, industrial and commercial development, and how it wants to reinvest in its downtown.

## TIPS FOR CITIZENS

Citizens and neighborhood organizations should use this plan to understand the issues and opportunities facing Martinsville. Future land use, housing, economic development, transportation, utilities and natural resources all have a direct impact on life in Martinsville. It is just as important to engage city leaders to use this plan as a tool to guide implementation, as this plan is reflective of citizen insight, needs, and goals.

This page intentionally left blank.



## OVERARCHING GOAL:

Invest in infrastructure and amenities to make Martinsville a premier location to live, learn, work, dine and shop.



# 2

## COMMUNITY AND QUALITY OF LIFE

This page intentionally left blank.

# INTRODUCTION

People are choosing to move to cities and towns with amenities offering a high quality of life, multiple entertainment and recreational opportunities, and where residents can live safely and work profitably. Aspects of a desirable community include good schools, vibrant neighborhoods, and quality public spaces and events. Other attractive aspects include restaurants, retail, cultural amenities (such as the arts or museums) and recreational opportunities that capitalize on natural features to enhance one's quality of life.

Communities that are experiencing strong economic development success are already implementing strategies to enhance their attractiveness for livability. Numerous metrics are used to gauge relative quality of life but generally include:

- Quality K-12 education systems
- Higher education opportunities
- Diverse healthcare options
- Diverse neighborhoods
- Strong public safety factors
- Sufficient density to support certain local services
- Specific amenities such as individual sports facilities, trails, public gathering spaces, and recreation areas
- Local and regional shopping and restaurants
- Community activities and culture
- Community heritage

Businesses and industries are also moving to communities offering these elements since this is where they can find their next generation of talented employees. In turn, talented employees in search of employment are moving to communities with quality amenities that reflect their individual lifestyles. This dynamic has evolved from previous decades when employees found a job and relocated to that place. Communities focused on providing a high quality of life are experiencing an economic renaissance and surpassing those communities that continue to focus on outdated economic development strategies.

Martinsville is fortunate to have numerous community resources and amenities which are highlighted in this chapter. Strategies that focus on enhancing

these resources and amenities are listed in the Implementation chapter of this plan. Martinsville's community and cultural amenities are listed on page 26, and illustrated on the Community Resources Map, (Figure 2.1) on page 27. This chapter outlines the community facilities and services available in Martinsville, along with the community events and historic resources that make Martinsville unique.



Veterans Memorial Park

# EXISTING CONDITIONS

## SCHOOLS

Martinsville’s educational system provides a sense of pride in the community.

The Metropolitan School District (MSD) of Martinsville has seven elementary schools, two middle schools, Martinsville High School, one alternative high school, and night school. Martinsville High School’s graduation rate for the 2020-2021 was 87.9%, which was higher than the state average. Martinsville also has one faith-based school serving pre-kindergarten through high school students. Early education offerings include Head Start, Prince of Peace Lutheran School daycare (pre-school and pre-kindergarten) and several private preschools.

Many post-secondary educational institutions are located within 40 miles of Martinsville. Indiana University and Ivy Tech Community College are located in Bloomington. Indianapolis is home to Butler University, the University of Indianapolis, Ivy Tech State College, and IUPUI, as well as a number of business schools and private colleges and universities. Franklin and Wabash colleges, along with DePauw University, are also within a short drive of Martinsville.

## HEALTHCARE

Martinsville has several health care providers, the largest being IU Health Morgan. IU Health is partnered with Indiana University School of Medicine, the nation’s largest medical school and a leader in medical research and education. The IU Health

Cancer Center at Morgan is the only center in south central Indiana to receive the American College of Surgeon’s Outstanding Achievement Award (OAA) for excellence in providing quality care to cancer patients. Other large medical facilities within twenty miles of Martinsville include Franciscan Health Mooresville and IU Health Bloomington.

Martinsville is also viewed as a caring community, offering safe and supportive transitional housing options for women, children, and families experiencing homelessness. Such facilities include the WellSpring Family Center and the Desert Rose Foundation.

Additionally, a facility providing transitional housing for men is needed and under development. In February 2022, the Indiana Office of Community and Rural Affairs (OCRA), in partnership with the Indiana Family and Social Services Administration’s Division of Mental Health and Addiction awarded the city of Martinsville and Stability First \$600,000 to renovate a structure to be used for men’s transitional housing. This funding is from the Recovery Housing Program, a pilot program that provides funding for communities to create stable and transitional housing for individuals recovering from a substance use disorder. The facility, known as the Foundations House, will include sixteen sleeping rooms, a commercial kitchen, dining space, bathroom facilities and a meeting space. Once complete, the building will provide housing for up to sixteen men with average stays of at least three months and as long as two years. The local non-profit Stability First will

TABLE 2.1: MSD MARTINSVILLE KEY STATISTICS			
INDICATOR	2018 - 2019	2019 - 2020	2020 - 2021
Overall Student Enrollment	4,381	4,340	3,947
% of Students Receiving Free/Reduced Lunch	49.1%	50.2%	46.8%
% of Students in Gifted/Talented Education	11.0%	11.2%	9.0%
% of Students in Career/Technical Programs	25.0%	21.7%	26.2%
Graduation Rate	93.4%	84.9%	87.9%

Indiana Department of Education - 2021 Annual Performance Report



serve as the owner and manager of the property.

## **POLICE & FIRE DEPARTMENTS**

The Martinsville Police Department operates out of the historic City Hall and is comprised of 27 police officers and three administrative personnel. In addition to providing protection to residents and businesses, the police department offers or participates in a number of community outreach efforts. These include a juvenile law enforcement academy for Martinsville High School students, the annual National Night Out event, and the DARE program among other activities.

The Martinsville Fire Department is staffed by 24 full-time firefighters and several reserve firefighters. All staff and equipment operate out of the station headquarters located downtown on West Morgan Street.

## **CHURCHES**

Martinsville has dozens of churches within the city limits. Many religious denominations are represented including Apostolic, Baptist, Catholic, Church of Latter-Day Saints, Episcopal, Methodist, Nazarene, Presbyterian and Seventh Day Adventist, to name just a few. There are many independent and non-denominational churches as well. Several within the community or just beyond Martinsville's city limits have large, new facilities with worship space, fellowship hall, classrooms, and indoor and outdoor recreational facilities. In addition to serving the spiritual needs of residents, a number of these churches continue to provide critical services to those in need in the community.

## **CULTURAL ARTS AND EVENTS**

The cultural arts are represented by several not-for-profit organizations. The Martinsville Arts Council promotes, develops, and encourages activities that are concerned with furthering all aspects of the arts. The council owns the historic Vandalia Depot, home to the Merry Mac Players, a community theater group. The Morgan County Community Concerts Association is a non-profit membership organization committed to bringing artists and south central Indiana audiences together in a high quality, affordable concert series. The Art Sanctuary of Indiana is a 501(c)-3 organization located in the former Methodist Church in downtown Martinsville. The facility contains studio and exhibit space for local artists to fine-tune their crafts and display their works to the general public.

There are a number of community events held in the city throughout the year that are sponsored by Rediscover Martinsville and other organizations. Martinsville is home to several community events and festivals including:

- The annual Morgan County Fair offers several days of activities for all ages during July and August. Horse shows, 4-H events, talent shows, music concerts and various contests are just a few of the highlights.
- The Fall Foliage Festival, originally proposed by J. William Alexander, has been held annually in Martinsville for over 50 years. The Festival celebrates the area's beautiful fall season with a large Sunday parade, craft market, 5K run/walk and many events.



Downtown Fire Station Headquarters

## **LIBRARY SYSTEM**

Martinsville is fortunate to have the main branch of the Morgan County Public Library located in the community. The library was founded in 1906, when Andrew Carnegie donated \$12,500 for construction of the building at 110 S. Jefferson Street in downtown Martinsville. Up until 1971 the library only served residents of Martinsville and Washington Township. That year, the library became the “Morgan County Contractual Library”, and in 1976 it changed its name to today’s Morgan County Public Library.

Over the last 25 years the building has undergone substantial renovations including additions in 1990 and 2020, and now houses over 100,000 volumes and an extensive collection of magazines, music, movies, games, and genealogy collections. In 2009, the library became part of the Evergreen Indiana consortium which provides access to over 8 million items and over 125 libraries across Indiana. Patrons can also access public computers and online databases at all six library branches located in Martinsville, Brooklyn, Eminence, Monrovia, Morgantown, and Waverly.



Morgan County Public Library

## **COMMUNITY RESOURCES**

The list reflects community resources illustrated in Figure 2.1.

### **Airport**

- ① McDaniel’s Field

### **Cemetery**

- ① Hill Dale Cemetery

### **Government**

- ① Martinsville City Court
- ② Martinsville Post Office
- ③ Martinsville Utilities Office
- ④ Martinsville Water & Sewage
- ⑤ Morgan County Administration Building
- ⑥ Morgan County Courthouse
- ⑦ Morgan County Division of Family Resources
- ⑧ Martinsville License Branch
- ⑨ South Central Indiana REMC

### **Historic**

- ① Martinsville Sanitarium
- ② Vandalia Depot

### **Hospital**

- ① IU Health Morgan

### **Library**

- ① Morgan County Public Library

### **Recreation**

- ① Barbara B. Jordan YMCA
- ② Doris Daily Park
- ③ Mulberry Street Park
- ④ Jimmy Nash City Park
- ⑤ Veteran Memorial Park
- ⑥ Victory Park
- ⑦ Martinsville Golf Club
- ⑧ Morgan County Fairgrounds
- ⑨ Performance Park and Amphitheater

### **Safety**

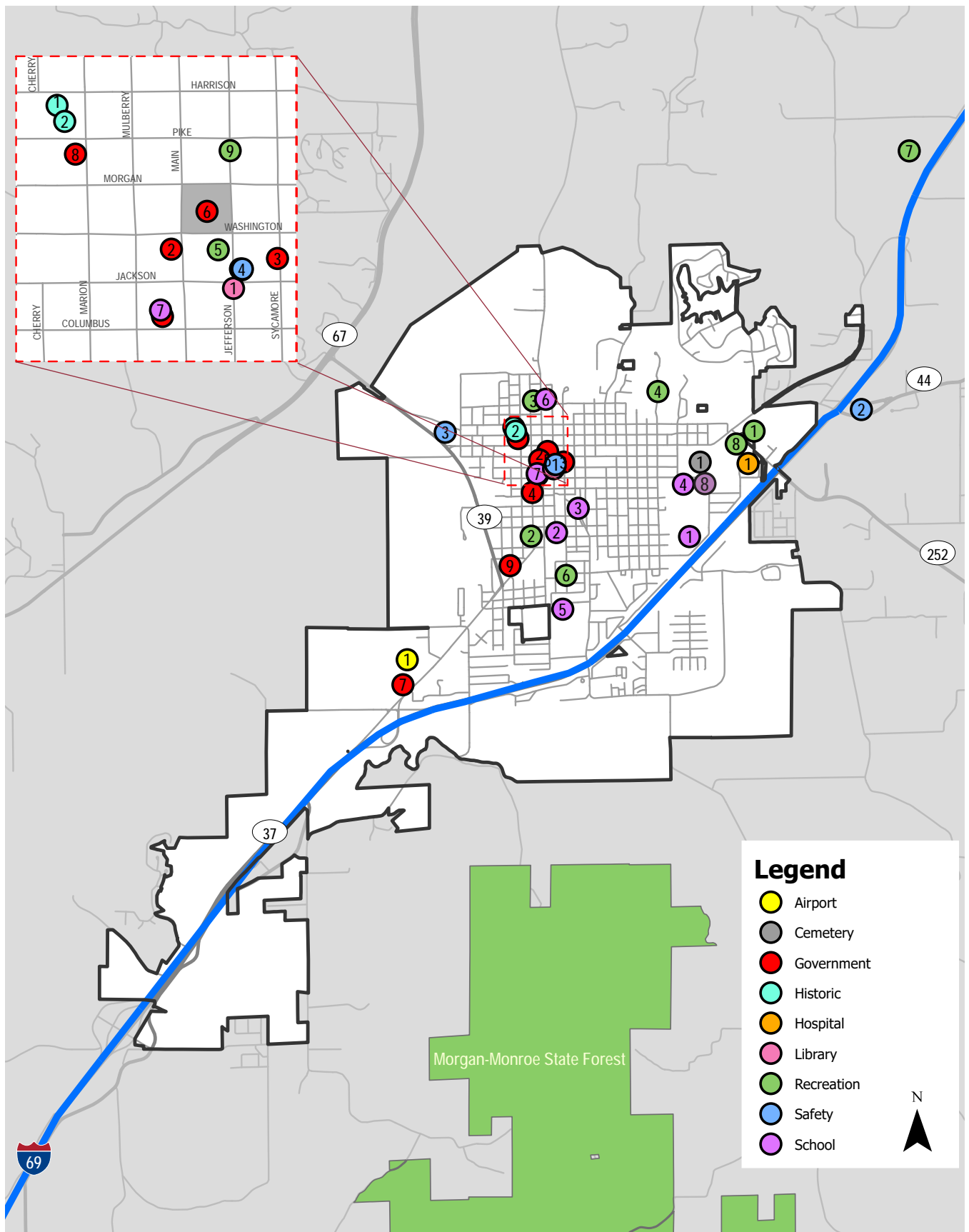
- ① Martinsville Fire Department
- ② Washington Township Fire Department
- ③ Morgan County Sheriff’s Office
- ④ Martinsville Police Department

### **School**

- ① Martinsville High School
- ② John R. Wooden Middle School
- ③ South Elementary School
- ④ Charles L. Smith Elementary School
- ⑤ Poston Road Elementary School
- ⑥ Martinsville Head Start
- ⑦ Purdue Cooperative Extension
- ⑧ Bell Intermediate Academy



**FIGURE 2.1: COMMUNITY RESOURCES MAP**



district.

## REDISCOVER MARTINSVILLE

The city's Main Street program, Rediscover Martinsville, was chartered in 2008 and works to create partnerships that facilitate economic growth to preserve the character of the central business district. The volunteer-driven organization is a historic preservation-based, locally funded non-profit organization focused on the revitalization of Downtown Martinsville. This mission utilizes the Four Point Approach set forth by the National Main Street Center, a program of the National Trust for Historic Preservation. According to the MainStreet.org website, this Four Point Approach encompasses:

- **ECONOMIC VITALITY** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.
- **DESIGN** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.
- **PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- **ORGANIZATION** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the



Fall Foliage Festival

Source: [morgancountyfallfoliagefestival.com](http://morgancountyfallfoliagefestival.com)

In 2019, the city adopted its Downtown Action Plan to spearhead a new vision for its historic downtown. Construction began in 2021 on the first phase which included a parking and pedestrian alley project. Construction for the second phase of the Downtown Action Plan Work will get underway in 2022 and will include Performance Park along north Jefferson Street. These improvements will include enhanced public spaces on the Courthouse Square/lawn, memorial enhancements, an urban trail, parking enhancements, street trees, sidewalks and public art opportunities. Streetscape enhancements are planned for Washington and Jefferson Streets adjacent to the Square. The city envisions continuing these Courthouse Square improvements in the near future.

Additionally, Morgan County is expanding the existing Government Center on Main Street to include all Justice Center facilities and operations. This provides the opportunity to expand activity on South Main Street while also freeing up parking around the Courthouse Square for continuing downtown revitalization efforts.

## HISTORIC RESOURCES

The City of Martinsville has a proud history that features both significant residents and places. The City served as home to two Indiana Governors: Emmett Branch who led the state from 1924-1925, and Paul McNutt who served from 1933-1937. Famous basketball coach John Wooden also called Martinsville home, winning the state high school championship as a member of the Martinsville boys basketball team in 1927. Wooden went on to coach the University of California at Los Angeles (UCLA) to



Performance Park and Amphitheater Under Construction

10 national championships in a 12-year span.

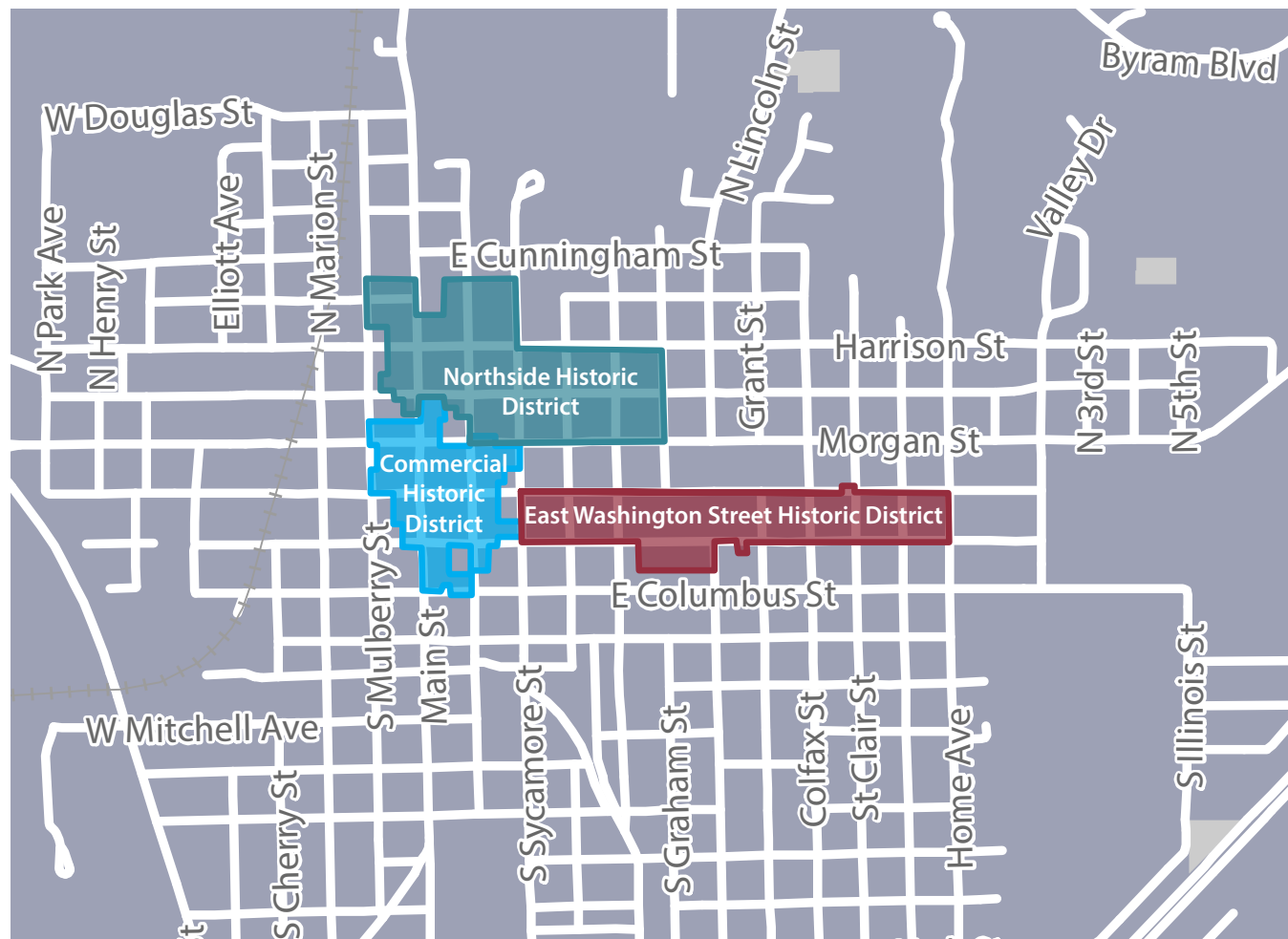
Administered by the National Parks Service, the National Register of Historic Places is the official listing of the nation's historic places worthy of preservation. There are several criteria that can qualify a resource for inclusion in the register. For example, a resource could be associated with the lives of historically significant people or embody a distinctive type, period or method of construction.

Martinsville's registered resources are part of its cultural assets that help define its character and appearance. The successful preservation of these resources is a critical economic development tool, can rally community pride, and generate tourism. Martinsville currently has 17 listings on the National Register of Historic Places. The Historic Districts within Martinsville are identified in Figure 2.2 below and the complete list of historic structures can be found in Table 2.2 on the following page.



The Depot Theatre

## FIGURE 2.2: HISTORIC DISTRICT MAP



Source: HWC Engineering

**TABLE 2.2: NATIONAL REGISTER HISTORIC STRUCTURES LIST**

<b>MARTINSVILLE STRUCTURES ON THE NATIONAL REGISTER OF HISTORIC PLACES (2017)</b>			
<b>Resource</b>	<b>Date</b>	<b>Location</b>	<b>National Register Designation</b>
<b>Blackstone House and Martinsville Telephone Company (Cure &amp; Hensley Funeral Home)</b>	c. 1860, 1927	127 S. Main Street	1997
<b>Bradford Estate</b>	c.1850	5040 State Road 67 North	1989
<b>Crawford-Gilpin House</b>	1862	339 S. Ohio Street	2008
<b>Cross School</b>	1856	Southeast intersection of Voiles Road and Townsend Road	1983
<b>East Washington Street Historic District</b>	1869- c.1940	Roughly, E. Washington Street from Sycamore to Crawford Streets	1997
<b>Elm Spring Farm</b>	c.1844- 1950	1 mile north of Bain Road on Goose Creek Road	2001
<b>Grassyfork Fisheries Farm No. 1</b>	c.1899, 1936	2902 E. Morgan Street	2012
<b>Lamb's Creek Bridge</b>	1893- 1950	Intersection of Lamb's Creek and Old State Road 67 West	2000
<b>Long Schoolhouse</b>	1883- 1938	1/2 mile NW of junction of Jordan Road and Hinson Road	1999
<b>Martinsville Commercial Historic District</b>	c.1847- 1947	Roughly bounded by Pike, Mulberry, Jackson, and Sycamore Streets	1998
<b>Glenn M. Curtis Memorial Gymnasium (Former MHS Gym)</b>	1924	759 S. Main Street	1981
<b>Martinsville Northside Historic District</b>	c.1850 - c.1935	Roughly bounded by Cunningham, Mulberry, Pike and Graham Streets	1997
<b>Martinsville Sanitarium</b>	1925	239 W. Harrison Street	2005
<b>Martinsville Vandalia Depot</b>	1911	210 N. Marion Street	1991
<b>Morgan County Courthouse</b>	1859	Courthouse Square	1996
<b>Morgan County Sheriff's House and Jail</b>	1890	110 W . Washington St.	1996
<b>Neely House <sup>1</sup></b>	1895	739 W. Washington St.	2000

<sup>1</sup> Also listed as part of the East Washington Street Historic District.

Source: National Register of Historic Places (<http://nrhp.focus.nps.gov>); 2017



## COMMUNITY FEEDBACK

The survey revealed residents continue to feel Martinsville offers a number of amenities that make it a great place to raise a family. However, the survey also revealed that in spite of these efforts, the city needs to do more for younger segments of the population. Over 65% of respondents “disagreed or strongly disagreed” the city is a great place for young professionals, and nearly 82% believe Martinsville needs more activities/resources for those 18 and under. Additional quality of life results include:

- Over 68% of respondents “agreed/strongly agreed” that Martinsville is a great place to raise a family.
- Just over 67% “agreed/strongly agreed” that Martinsville is a great place for retirees or older residents.
- 67% of respondents believe the downtown needs more shopping, dining and entertainment options.
- Slightly more than 40% believe the local schools have a good reputation.
- Almost 63% disagreed that the city effectively communicates information to the public.
- Over 64% of respondents disagreed that public decision making is transparent.



Reconstruction of Jefferson Street Downtown

## GOALS

### GOAL #1: INVEST IN KEY DOWNTOWN PROPERTIES

Vacant and underutilized properties in the downtown are not only eyesores, but they can also hinder private investment in the surrounding area. Downtown Martinsville contains both small and large properties that are prime opportunities for redevelopment. It is important the city continues to be an active partner in efforts to acquire and redevelop such properties. In an effort to create a more active and “24/7” downtown, these initiatives should focus on mixed-use and/or new housing opportunities.

### GOAL #2: COMPLETE DOWNTOWN STREETScape PLANS

The city should carry out the final phases of streetscape improvements as part of the Downtown Action Plan completed in 2019. These phases will create enhanced public spaces on the courthouse square and improve streetscapes along Washington and Jefferson streets. Work will include an events lawn, gathering areas, memorial enhancements, an urban trail, parking enhancements, street trees, sidewalks and public art opportunities.

### GOAL #3: IMPLEMENT DESIGN STANDARDS AT THE I-69 INTERCHANGES

With the completion of the I-69 interchanges in the community, the city should now shift its attention to the type or character of development at these entries to the city. Well-designed and thoughtful development patterns at the interchanges can make a lasting impression on visitors and strengthen the identity of Martinsville. The city should explore policies to guide the character and quality of future development along Martinsville’s I-69 interchanges. Collectively, development at these four key locations should convey an inviting and attractive image desired by the community, and encourage visitors to continue their drive into the community to enjoy the local parks or experience local assets like downtown Martinsville.

## **GOAL #4: IMPROVE COMMUNICATIONS WITH THE PUBLIC**

Local government is more effective when the public is informed and engaged. In an era where local media outlets are dwindling, it is increasingly becoming the responsibility of local governments to take the lead role in public communications. Many communities are adding staff to help with this, and Martinsville is no exception. A part-time position has been created within the city to help with the website and social media. It is anticipated that the responsibilities associated with this position will grow over time in order to make sure that Martinsville provides effective and transparent communication with the public.

It is recommended that Martinsville develop a written communications plan that outlines expectations for public communications related to activities, events, pending decisions and more. Then, Martinsville should evaluate what level of staffing is required to implement the communications plan, and adjust accordingly.



## OVERARCHING GOAL:

Encourage an appropriate mix of land uses throughout Martinsville that respond to the needs of current and future residents and reflect changes as a result of the I-69 corridor.



## LAND USE

# 3

This page intentionally left blank.



## INTRODUCTION

Martinsville has a multitude of assets, both natural and man-made, that makes it a desirable place to live and conduct business. Hilly terrain provides spectacular vistas like those found at Jimmy Nash Park. To the south is the Morgan-Monroe State Forest, and the White River borders Martinsville's western edge. But these same assets present challenges for how and where Martinsville can grow in the future. However, undeveloped sites still exist for development, particularly around Grand Valley Boulevard and Artesian Avenue. With the completion of I-69, Martinsville's residents, businesses and industries have direct access to Indianapolis, Bloomington and central Indiana in general.

These existing conditions, both man-made and natural, underscore the importance of taking a closer look at planning for a well-structured, sustainable future. Even though the city's population has remained static over the last 10-15 years, future growth is likely if Martinsville makes strategic investments and capitalizes on the opportunities I-69 presents. This chapter focuses on land use strategies that can be implemented to capitalize on these opportunities.



Apartments East of I-69

## EXISTING CONDITIONS

There are many factors that will frame future development patterns in Martinsville. Some of these are policy decisions that will establish expectations and focus areas for investment and resource commitments in the future. Other factors include tools that will assist in delivering successful development in the future. What follows is a list of some of the factors to be considered.

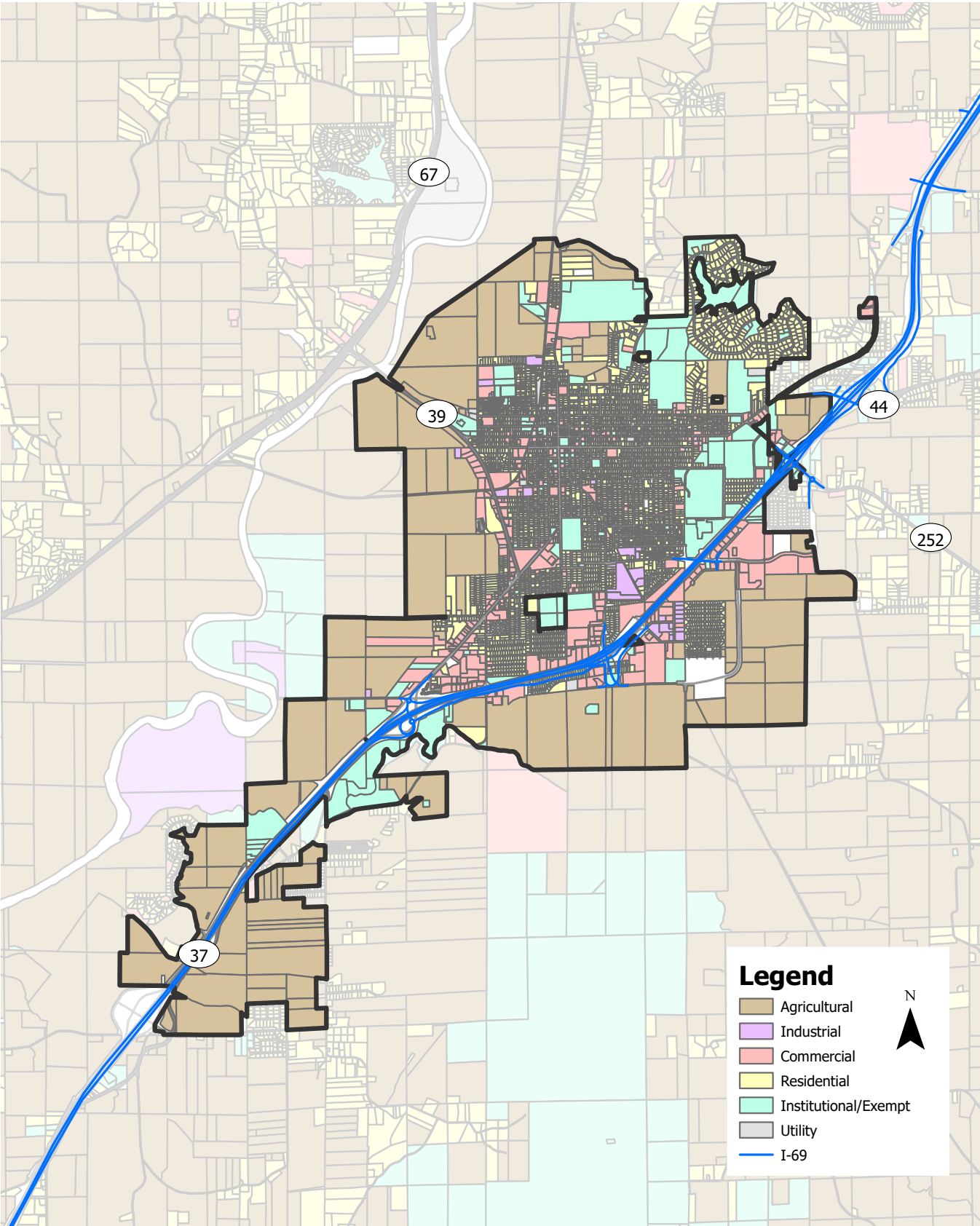
### 2-MILE EXTRA-TERRITORIAL JURISDICTION

During the planning and adoption process for this comprehensive plan update, Morgan County planning officials were in discussions with Martinsville, Mooresville and Monrovia about their respective 2-mile extra-territorial jurisdictional areas. Ultimately, the Morgan County Commissioners voted to recind the 2-mile planning area for these counties in late 2022. At that time, the Morgan County Planning and Zoning Department will assume planning authority for areas outside of Martinsville's corporate limits. The reasons for doing so center on:

- Residents and businesses in the fringe areas have no elected representation within the respective communities but are controlled by the city/town.
- Large areas of the county are in fringe areas, creating confusion and unclear rules or processes.
- Some jurisdictions are struggling to keep up with petitions and inspections in the fringe.
- The Morgan County Planning and Zoning Department has recently added capacity to supplement community needs and address planning issues within the fringe areas.

While Morgan County will ultimately control land use decisions in the fringe, they have expressed an intent to follow the city's visions for growth in the fringe area. More specifically, Morgan County has expressed an intent to update the Morgan County Comprehensive Plan to adopt the Martinsville's recommendations for future land use in the fringe. Accordingly, this plan includes future land use recommendations for the fringe.

FIGURE 3.1: EXISTING LAND USE MAP



## INFILL AND REDEVELOPMENT FOCUS

Infill and redevelopment in historic neighborhoods, commercial centers and city centers not only protects a community's heritage but can also be less expensive than traditional suburban growth long-term. Such efforts can encourage affordable housing, generate jobs, support independent businesses, increase civic participation, and bolster a community's sense of place. Redevelopment of existing sites means less infrastructure requirements, less operation/maintenance costs and smaller areas for city services, such as police and fire protection, all of which reduce costs to the city.

Demographic shifts, a strong environmental ethic, increased fiscal concerns, and more nuanced views of growth are all contributing to different ways of thinking about infill/redevelopment. The result is both a new demand, and a new opportunity for smart growth.

The features that distinguish smart growth planning principles can vary between communities. In general, smart growth invests time, attention, and resources in restoring community vitality to city centers, historic urban neighborhoods, and older suburbs. Smart growth initiates a more core centered, pedestrian-oriented mix of housing, commercial, and retail uses. It can also preserve or restore open space and maintain the integrity of other environmental amenities within or adjacent to a community.

Smart Growth America's smart growth principles outlined below describe the various aspects of planning and development that comprise the smart growth movement. Many of the Steering Committee's goals and strategies are linked to these smart growth principles:

- Encourage a mix of land uses
- Take advantage of compact design
- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place
- Preserve open space, farmland, natural beauty, and critical environmental areas
- Direct development towards existing communities
- Provide a variety of transportation choices.
- Make development decisions predictable, fair and cost effective
- Encourage community and stakeholder collaboration in development decisions

In addition to developing policies around the principles above, it will be important for the city to have a clear understanding of available development sites at key areas within the city. Armed with this information, the city can better promote these areas for redevelopment and reinvest in infrastructure appropriately.



Underutilized Shopping Center Along Morton Ave.



Businesses Lining the Courthouse Square



## DENSITY

A large part of realizing the benefits of smart growth is allowing for increased density where appropriate. Allowing for more dense, creative, mixed-use development, compatible with surrounding development can create significant opportunities to enhance the overall quality of place in Martinsville. Allowing appropriate and compatible increases in density also has a positive impact on the fiscal health of the city. More residents within a smaller geographic area puts less strain on city services and on infrastructure, such as water and sanitary systems. It also leads to higher assessed value per acre which increases the tax base while limiting increased costs for city services.

It is recommended the city allow for strategic and appropriate increases in development densities that do not adversely impact the character and relationship with surrounding uses. This does not mean the city should focus only on large apartment developments. Instead, the city should allow a mix of housing types, maintaining traditional density in some areas, but allowing slight increases in density in other areas where appropriate. Areas suitable for strategic development are identified within this chapter.

Changes in density need to be carefully implemented. These developments must take into consideration the impacts of traffic volume and safety, visibility, and the overall character of adjacent neighborhoods. As the city studies changes to preferred density, the following are key strategies to consider:

- Reduce building setbacks and follow existing local standards when feasible
- Encourage mixed-use developments, including first floor commercial and upper floor office/residential uses
- Keep standards consistent within an established neighborhood
- Encourage both minimum and maximum parking counts
- Increase the permitted number of units per acre in some residential districts
- Encourage adaptive re-use of existing buildings for residential purposes

## ORDINANCES

The city didn't update its zoning ordinances following the 2017 Comprehensive Plan. Therefore, it is recommended the city undertake a thorough review and update of current zoning regulations. Such an update should pay particular attention to regulations that encourage redevelopment of underutilized or vacant properties, and reflect a focus on urban design standards supporting density and walkability. This ordinance review should also consider other opportunities such as safety, and improving health and safety building codes that can be easily enforced. As part of this effort, the city should carefully review the existing residential zoning districts for density requirements and allowances to promote quality of life amenities and affordable housing. These standards should also strive to ensure new development within the city also incorporates the smart growth concepts described previously.

## COMMUNITY FEEDBACK

As expected, responses to the land use questions in the survey indicated residents' desire for the city and its economic development partners to focus on attracting new businesses and employers to Martinsville. Over 72% of respondents "agreed or strongly agreed" the city needs more business parks focused on logistics, life sciences or light industrial uses. Nearly 82% also believed there are not enough good job opportunities in the city. Additional feedback from the survey included:

- 86% of survey respondents agreed/strongly agreed the city should prioritize redevelopment of vacant/underutilized sites rather than build on undeveloped, or "greenfield" sites.
- Although over 35% agreed/strongly agreed there's a good mix of commercial and retail uses available in Martinsville, over 58% disagreed/strongly disagreed there were enough such uses.
- Nearly 89% of respondents didn't think there are enough entertainment options available.

## FUTURE LAND USE MAP

Future land use maps draw a lot of attention in a comprehensive plan. They're eye-opening because they illustrate – via a map of the city – where community leaders think homes, businesses, industry, office, commercial and other uses should go in the future. By extension, they also specify where they are not desired. At its core, the future land use map reflects the community's desire to ensure the needs of the whole community are considered, not just for the benefit of individuals or individual property owners.

Community planning is based on the idea of the "public interest". Some flexibility in the use of individual land is given up in exchange for creating a community in which the interests of all are considered. When communities proactively plan, they establish and implement public policy to inform decisions on development and redevelopment. Comprehensive plans help a community achieve a character that residents recognize and support.

A comprehensive plan is not the same as a zoning map. Zoning maps, and their accompanying regulations, are enforceable whereas comprehensive plans establish a broad framework for how a community's land uses will relate to one another. While comprehensive plans are not law, they are developed under the Indiana Administrative Code and should be utilized as a policy document to drive development decisions and future land use decisions. Comprehensive plans identify where potential residential, commercial, light industry, or heavy industry uses, as well as open space or transportation infrastructure can be located. Zoning regulations are the primary tool at the city's disposal to enact policy established in the comprehensive plan.

The future land use map presented in this chapter used the 2017 future land use plan as a starting point, but updated the map based on the final configuration of I-69 and its interchanges. Updates were also made based on other development opportunities such as the proposed levee extension south of SR 39 and planned sewer extensions near the SR 44/I-69 interchange.

## FUTURE LAND USES

Figure 3.2 illustrates proposed future land uses for the city of Martinsville and areas adjacent to its corporate limits. The 2016 Interstate Economic Development Plan also contained current land use considerations based on impacts from the I-69 corridor, which are reflected in the future land use map as well. Significant changes from the 2017 plan include:

- Special Development Area northwest of the city for business park / life sciences development
- Special Development Area west of SR 39 centered on a regional sports park destination
- Changes in land uses east of I-69
- Clarification of development goals for the Liberty Church Road I-69 interchange

### FUTURE LAND USE DEFINITIONS

The following definitions represent the various categories illustrated on the future land use map.

#### Commercial

The purpose of this land use category is to provide a full range of commercial, retail, office and service uses for residents, businesses, and visitors. This applies to commercial activities with direct contact with customers ranging from neighborhood convenience stores to regionally oriented specialty stores.

#### Light Industrial

This category provides guidance for the changing face of industrial development. It is intended for a variety of small to medium scale clean industrial uses, such as warehousing, wholesaling, distribution/logistics, research and development and advanced manufacturing. Land uses that emit fumes, noise, smoke or other pollutants should be discouraged.

#### Industrial

The purpose of this category is to provide for a full range of medium and heavy industrial uses. Types of uses that would be permitted include manufacturing, processing, distribution and storage. The designation will accommodate a variety of industrial establishments which:

- Employ high environmental quality standards;

- May function as an integral part of an overall development area;
- Require large tracts of land because of their nature and function; and
- Have minimal impacts on adjacent uses.

#### Institutional

This category identifies land for buildings for government or private institutional use such as schools, churches, hospitals, and museums.

#### Mixed Use

This designation is applied to land that has a combination of commercial and residential uses. This mix of uses could pertain to parcels of land, or in relation to different uses within the same structure. This is the appropriate location for higher-density multi-family housing developments.

#### Park Open Space

The purpose of this category is to provide public or private land reserved for passive or active recreational activities or permanent preservation of natural open space. It may also be used on private land to maintain natural features within clustered development.

#### Residential

This district is primarily intended for single-family residential housing where traditional subdivisions of low to medium densities are allowed. Developments must be connected to water and sewer utilities. On a case-by-case basis, the city should also consider increased density in this district. This could be in the form of two-family homes, triplexes, quadplexes or other similar structures that fit in the neighborhood context.

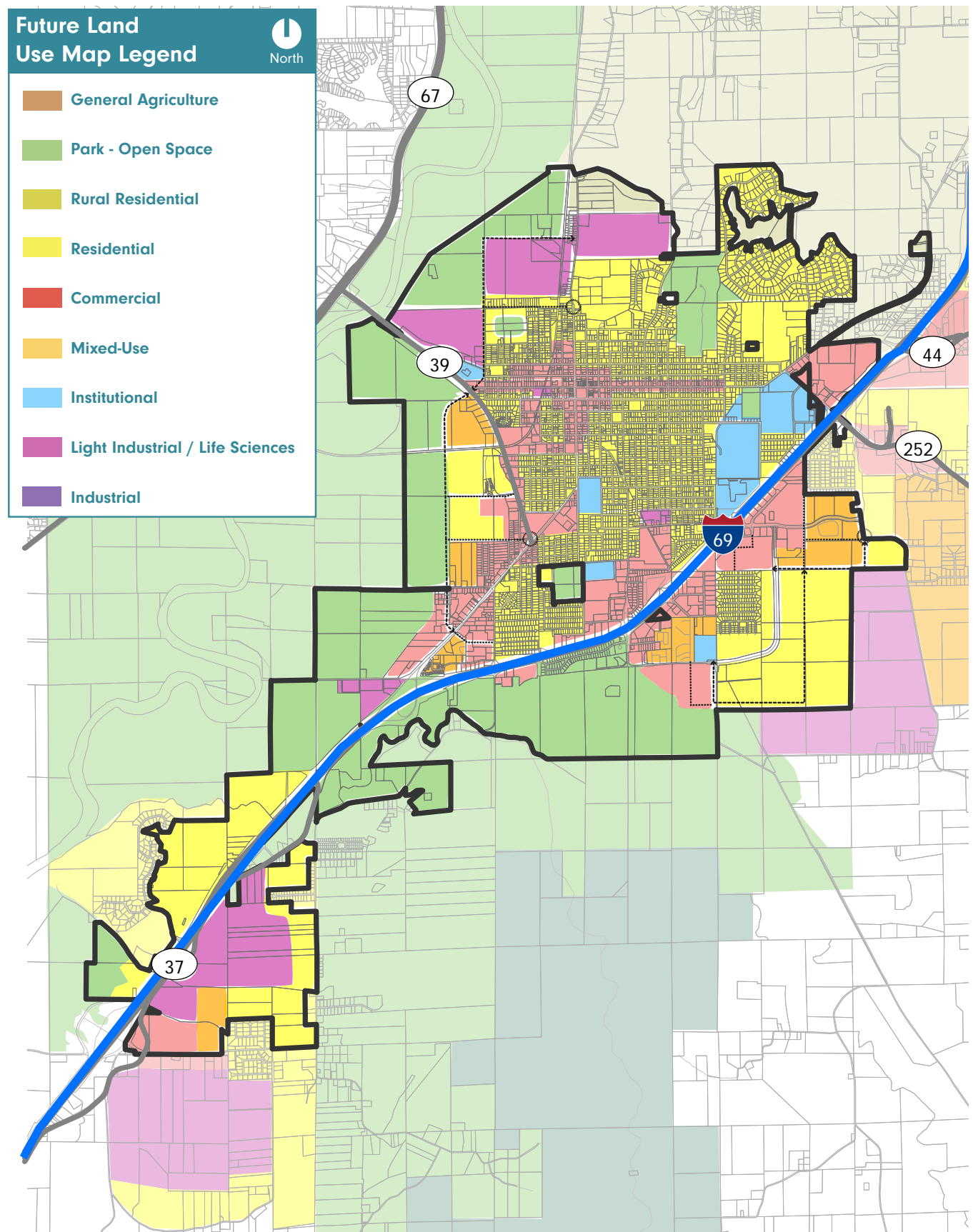
#### Rural Residential

These are areas that are not well suited for agriculture and do have reasonable access to higher functioning roads, utilities, etc. This district is a way to absorb demand for rural housing on properties that would not overly disrupt agricultural operations.

### SPECIAL DEVELOPMENT AREAS

Chapter 4 of this plan presents more detailed land use and development recommendations for areas of the city that are likely to see development or redevelopment in the future.

# FIGURE 3.2 FUTURE LAND USE MAP



Source: HWC Engineering



## GOALS

### GOAL #1: SUPPORT DEVELOPMENT PATTERNS ILLUSTRATED ON THE FUTURE LAND USE MAP

The Future Land Use Map is intended to provide guidance to city officials and staff, residents, and developers about growth and development. The map takes into consideration recommendations from the 2017 Future Land Use map, Steering Committee input, current conditions and economic trends, the transportation network, as well as infrastructure capacity. Typically, the intensity of land uses decreases as it radiates from downtown Martinsville.

### GOAL #2: MANAGE DEVELOPMENT WITHIN THE FRINGE AREA

With Morgan County assuming authority over the fringe in late 2022, Martinsville will need to work cooperatively with the county to manage growth and development on the perimeter of the city.

Even though Martinsville will not have direct authority over land use decisions, the city will still have tools at its disposal to manage proposed development in the former fringe including:

- Establish a policy not to extend utilities to areas outside the city's corporate limits unless development (1) agrees to be annexed, or agrees to execute waivers regarding future annexation, and (2) agrees to develop improvements to city standards.
- Provide input on proposed development in the area by participating at Morgan County Area Planning Commission meetings as a member of the public.
- Request representation on the county's Technical Advisory Committee (TAC) for any developments in the former fringe.
- Collaborate with Morgan County on regular updates to the Future Land Use Map for the former fringe area.

### GOAL #3: PROMOTE DOWNTOWN DEVELOPMENT

Having a vibrant downtown is a key to Martinsville's overall economic development success. The community has a strong foundation on which to build a vibrant and sustainable downtown area. Recent improvements in public spaces such as the Pedestrian Alley and Performance Park are important projects that will facilitate redevelopment efforts in the downtown. It is recommended that the City continue with plans for future phases of planned Downtown streetscape improvements.

Attention should be given to providing active retail space on the first floor of buildings as well as activating the upper floors of buildings for office and residential opportunities. It will also be important to continue to create additional residential development opportunities in the downtown to create the energy – and a critical mass of people – necessary to sustain downtown commercial activity.

It will also be important to develop policies and resources to support business growth in the downtown. This could include the creation of small business tool kits, educational materials that outline approval processes and procedures, and leveraging resources, like the Chamber of Commerce and SCORE, to help support local businesses and attract new ones.

### GOAL #4: REVIEW THE CITY'S DEVELOPMENT ORDINANCES

With this plan update, recent investment in the downtown, and the opportunities presented by I-69, it is important the city's zoning and development codes are evaluated and updated to align with this plan's recommendations. Such a review, ideally conducted by a zoning specialist or consultant, could proactively promote the type of development desired in Martinsville and reflect the needs of the community. This review could also address context-sensitive redevelopment in the downtown, infill development, interchange development, strengthen building health and safety codes, and best practices for development in environmentally sensitive areas. These zoning ordinance updates could also include policies related to quality of life amenities in new residential developments.



Rural Area in Southeastern Martinsville

This page intentionally left blank.



## **OVERARCHING GOAL:**

Guide new development and redevelopment efforts that respond to I-69 and its associated interchanges, and at strategic areas that reflect changing development patterns or community goals.



# 4

## **SPECIAL DEVELOPMENT AREAS**



# INTRODUCTION

In the course of updating this plan, seven key areas within the community were identified as special development areas (SDA's). The location of these SDA's, as illustrated in Figure 4.1, reflect similar areas identified in the 2017 comprehensive plan, along with new ones based on changing conditions in the community. These unique development areas within Martinsville represent areas where development decisions are likely during the course of this plan. More specifically, these areas are likely to face development pressures as a result of I-69, and redevelopment opportunities as a result of city policies/goals and the desires of Martinsville residents. Each development area will likely include a mix of uses, although each will offer unique opportunities for development based on its location in the city.

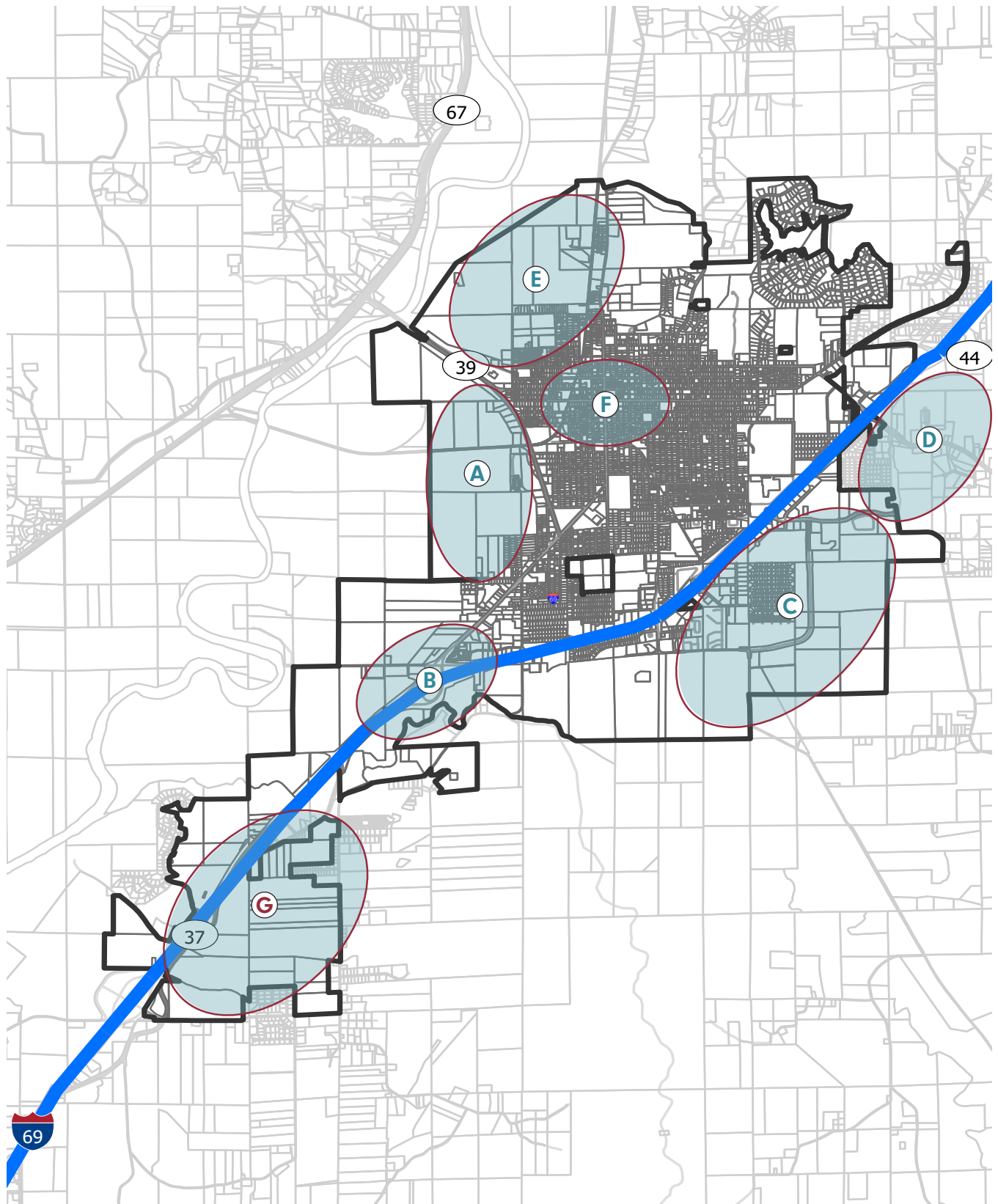
Because the districts are expected to be developed based on market forces and demands, flexibility of uses is an important component of each area. The special development areas identified in this plan update include:

- Area A: SR 39 Bypass/Sports Park
- Area B: SR 39/Morton Avenue
- Area C: Ohio Street/Artesian Avenue
- Area D: SR 252/SR 44 North Gateway
- Area E: Main Street/Park Avenue
- Area F: Downtown
- Area G: Liberty Church Road South Gateway



Character-defining signage to downtown

**FIGURE 4.1: SPECIAL DEVELOPMENT AREAS**



Source: HWC Engineering

# SPECIAL DEVELOPMENT AREA A: SR 39 BYPASS/SPORTS PARK

## GEOGRAPHIC LOCATION

This special development area was added as part of this comprehensive plan update. SDA-A encompasses primarily undeveloped land between the proposed White River levee and existing development along SR 39 and Morton Avenue.

## CURRENT CONDITIONS

Agricultural uses encompass much of this area due in large part to the floodplain that extends eastward from the White River. Although there is some commercial development adjacent to SR 39, much of the other development is residential in nature. A greater concentration of residential and commercial development occurs at the SR 39 and Morton Avenue intersection. As shown in Figure 4.2, the city is currently working with the Army Corps of Engineers, and multiple federal and state agencies, to design and ultimately install a levee system to provide flood protection to the western edge of Martinsville. This levee will extend from SR 39 near the White River bridge, directly south, and turn east where it will terminate near the intersection of Robin Run and McDaniel Road. The active Indiana Southern Railroad rail line bisects the area.

## FUTURE VISION

The goal for this SDA is to lay the groundwork for Martinsville to become a local and regional sports destination. With the future installation of the levee system, this will open up approximately 300 acres for development in the city. It is anticipated this will focus on a sports/recreational park complex, supporting retail services, along with residential and mixed-use development that fits within the context of existing development along SR39. In addition, development in this SDA would include new or extended streets to provide access to new development from SR 39 and Morton Avenue.

## PREFERRED LAND USES

Recommendations for this new SDA center on a new open/recreational space anchored by a multi-field youth sports complex creating a regional sports destination. This recreational space would be located along the far western edge (along the levee), with mixed-use and commercial uses such as dining or lodging providing support services for the adjacent sports complex. These development areas within the SDA would be connected by a new roadway “spine” extending from SR 39 near the Morgan County Jail, to Morton Avenue near the McDaniel Road intersection.

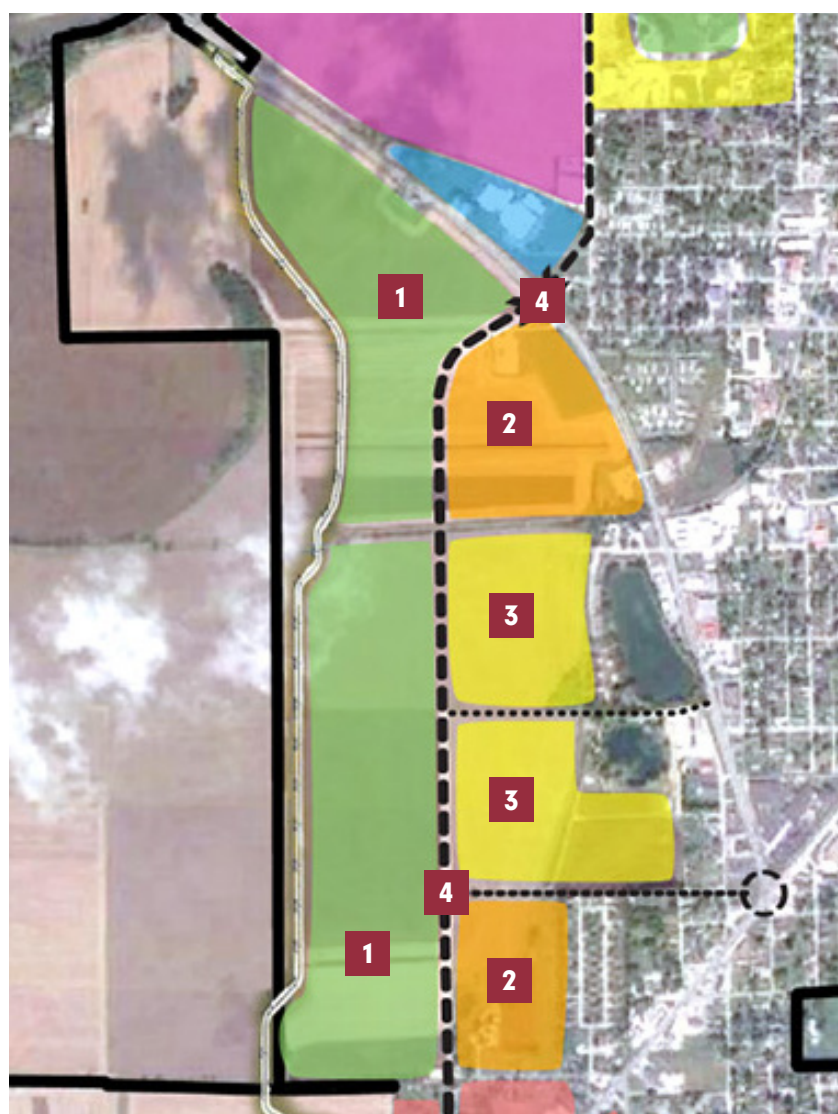
New residential development within the SDA would essentially be an extension of existing residential neighborhoods. This residential development could offer a variety of housing types including multi-family products such as, duplexes, triplexes, or quadplexes, as well as townhomes and some apartments. A mix of both for-sale and rental units could be included in this area to address affordable housing needs in Martinsville.



## FIGURE 4.2: SPECIAL DEVELOPMENT AREA A: FUTURE LAND USES

### REDEVELOPMENT INTENT

- 1** New open/recreational space anchored by a multi-field sports complex creating a regional sports destination.
- 2** New mixed-use and commercial development providing support services for the adjacent sports complex (dining, lodging, etc).
- 3** New residential development with a variety of housing types to address affordable housing needs in Martinsville.
- 4** New street network to alleviate heavy traffic along SR 39 through town and to access new sports park and other development.



SR 39/Main St. SDA

Source: HWC Engineering

Figure 4.2: Martinsville  
Future Land Use Map



	General Agriculture
	Park - Open Space
	Rural Residential
	Residential
	Commercial
	Mixed-Use
	Institutional
	Light Industrial / Life Sciences
	Industrial

## SPECIAL DEVELOPMENT AREA B: SR 39/MORTON AVE.

### GEOGRAPHIC LOCATION

SDA-B includes the SR 39/I-69 interchange as well as areas along Morton Avenue, and east to Burton Lane. This SDA was identified due to Morton Avenue's high visibility as a southern gateway into the community providing direct access to/from I-69, and as a direct connection to downtown Martinsville. As part of the underpass interchange at I-69, INDOT closed Burton Lane's access that had connected the east and west sides of the former SR 37. With this closure, development that was previously oriented toward Burton Lane will evolve and future development/traffic patterns will push businesses to relocate along the Morton Ave/SR 39 corridor. Therefore, this SDA will require strategic planning considerations to address future land uses, circulation patterns and redevelopment opportunities.

### CURRENT CONDITIONS

Currently, the area is dominated by an older commercial shopping center area bordered by Morton Avenue, Burton Lane, and I-69. There is also a small collection of multi-family units nearest the (new) SR 39/I-69 interchange. The existing roadway network provides easy access to the major north/south and east/west corridors within Martinsville. Commercial and retail uses have capitalized on this and have been successful in this location. Whereas these land uses previously were oriented toward SR 37 and were directly accessed from Burton Lane, some commercial businesses have relocated and now front Morton Avenue to capitalize on the I-69/Morton Avenue interchange. Some industrial development has also located at the southern end of SR 39/Morton Avenue where it now connects to I-69 to take advantage of the convenient interstate access. Single-family residential is located along the northern edge of this SDA where it transitions into the traditional residential grid of downtown Martinsville. Most of this area is nearly fully developed as much of the surrounding area is within the floodplain.

### FUTURE VISION

It is envisioned that this area will experience an increased mix of commercial uses and some industrial uses. As noted earlier, some businesses have relocated to the SR 39/Morton Avenue corridor to take advantage its direct connection to I-69. It is anticipated this development trend will continue as

local traffic takes advantage of recent upgrades to SR 39, and I-69 motorists utilize this new interchange into the city. Due to this corridor's high visibility, the city should incorporate development standards/policies that promote, or result in, higher-quality development along Morton Avenue. Such standards could relate to higher architectural standards, signage, or increased landscaping either on individual sites or along the street frontage.

The closure of Burton Lane at I-69 will likely reduce vehicular traffic along this local street, creating opportunities to better connect existing and future commercial development west of the street, to the residential areas east of Burton Lane. The new I-69 SR 39 interchange will shift or reorient redevelopment in the area to front the Morton Avenue corridor. Enhanced visibility and direct access to this SDA from the interstate should increase the opportunity for retail and hotel uses in the future. It is important to use the mixed-use commercial area as a buffer between the commercial, retail, and hotel concepts and the single-family residential that currently exists. The city should also consider incorporating a frontage road network along the north(west) side of SR 39 to consolidate curb-cuts and improve vehicular and pedestrian safety along this corridor. Due to the visibility of this and other new interchanges, the city and county have enacted a zoning overlay district along I-69 to promote higher quality development along the corridor.

### PREFERRED LAND USES

Appropriate infill and redevelopment of this site is expected to include a mix of uses including highway oriented commercial, restaurant, retail, professional offices and hospitality uses.

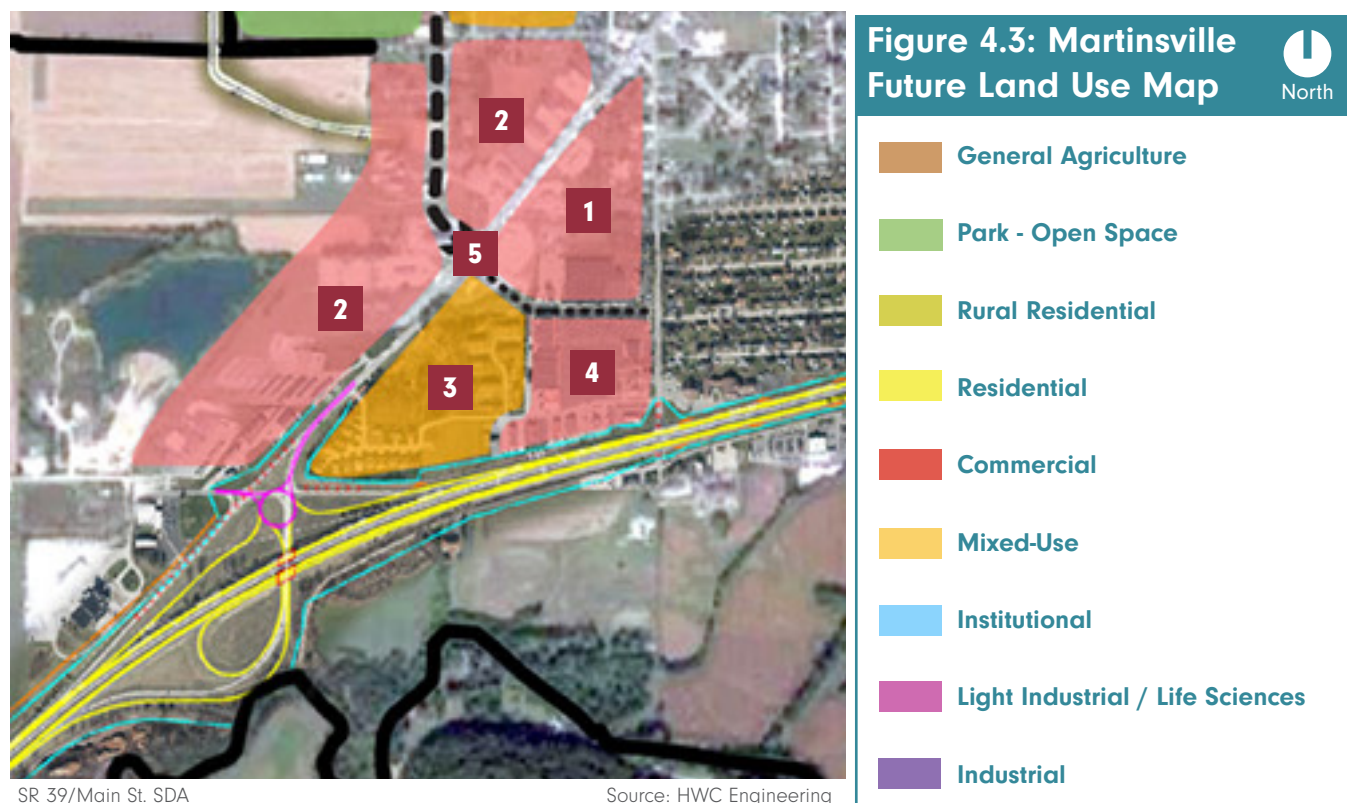
Land intensive or large interstate related commercial/retail services (truck stops, large fuel stations) should be discouraged at this location. Any future development must take into consideration the limits created by the nearby White River floodplain west of Morton Avenue.

Additional residential uses at the interchange should be discouraged.

## FIGURE 4.3: SPECIAL DEVELOPMENT AREA B: FUTURE LAND USES

### REDEVELOPMENT INTENT

- 1** Redevelopment that reorients development along SR 39/ Morton Ave. and creates a gateway into Martinsville.
- 2** Commercial (re)development that focuses on underutilized sites and new street patterns in the area.
- 3** Mixed-use development that connects to surrounding residential areas and serves the daily needs of residents.
- 4** Redevelopment of the underutilized shopping center.
- 5** Expanded street network to connect to existing streets (Morton Ave./Burton Lane).





## SPECIAL DEVELOPMENT AREA C: OHIO ST./ARTESIAN AVE.

### GEOGRAPHIC LOCATION

This SDA extends from the Ohio Street/I-69 interchange and north along Artesian Avenue to Grand Valley Boulevard. The properties surrounding the Ohio Street intersection represent a mix of commercial, retail, industrial and medium density residential. INDOT recently completed the extension of Artesian Avenue from Grand Valley Boulevard to Mahalasville Road/Ohio Street to better accommodate the existing residential development and the elementary school, as well as planned development. There is also a wooded hillside directly south of this interchange that should remain undeveloped.

### CURRENT CONDITION

Ohio Street is one of several local streets providing access into downtown Martinsville from I-69. Commercial and retail uses are located along the I-69 corridor with a variety of medium density residential and single-family residential development along the corridor. North(west) of the I-69/Ohio Street interchange is a mix of uses including a retail center anchored by Kroger and Rural King, industrial uses, commercial uses along Ohio Street, and medium density residential neighborhoods abutting the I-69 corridor. Further north of the interchange is Martinsville High School at Gray Street.

INDOT's construction of Artesian Avenue from Grand Valley Boulevard to Mahalasville Road will open up additional development opportunities east of I-69. South Elementary School and a small community park are located in this area as well, and a new combination police/fire station is planned along Artesian Avenue. In addition, two subdivisions have been proposed that would add approximately 400 new homes to Martinsville's housing stock.

Grand Valley Boulevard is located north of the

Ohio Street interchange and serves as a critical local connection (via a new I-69 overpass) between commercial uses east of I-69 anchored by a Walmart retail center, and Martinsville High School as well as traditional residential neighborhoods west of the interstate. This extension of Grand Valley Boulevard provides multiple access points to Martinsville High School for students, faculty and visitors. With this connection, existing commercial development, and additional residential development east of I-69, it is anticipated new commercial development will continue along the Grand Valley Boulevard corridor. The city is currently working with the Morgan County Drainage Board to improve drainage infrastructure in this area. These improvements will directly support additional housing along Artesian Avenue.



Housing Subdivision West of Artesian Ave.

## SPECIAL DEVELOPMENT AREA C: OHIO ST./ARTESIAN AVE.

### FUTURE VISION

With the construction of Artesian Avenue connecting the I-69/Ohio Street interchange to Grand Valley Boulevard, and Grand Valley Boulevard serving as a critical east-west connection over I-69, it is anticipated the pace of development will increase east of the interstate. In addition, Ohio Street will serve as another direct link to Martinsville's historic downtown, while continuing to provide access to surrounding commercial and industrial uses. Due to the high visibility of the new interchanges, the city and county have enacted a zoning overlay district along I-69 to promote higher quality development along the corridor.

The Grand Valley Boulevard/South Street overpass serves as a critical connection for the city between existing residential areas and the high school on the west, to commercial and retail areas on the east side of I-69. South Street intersects with Ohio Street, further reinforcing the connectivity east and west via Ohio Street and Grand Valley Boulevard. Recent improvements to Grand Valley Boulevard east to Cramertown Loop and improvements to Cramertown Loop north to State Road 252 will support continued commercial growth within this SDA and the SR 44/SR 252 northern gateway SDA.



Apartment complex off Mahalasville Rd near the Ohio Street Interchange.



Shopping Center off Grand Valley Boulevard near Artesian Ave.



South Elementary School of Communications on Mahalasville Rd near Artesian Ave.

## SPECIAL DEVELOPMENT AREA C: OHIO ST./ARTESIAN AVE.

### PREFERRED LAND USES

It is envisioned the Ohio St./Artesian Ave. SDA will continue to support commercial growth east and residential/institutional areas to both the east and west. Large scale highway/interstate related commercial and retail services (truck stops, large fuel stations) should be discouraged at this interchange. Vehicular and pedestrian connectivity between commercial areas at the Ohio Street interchange and along Grand Valley Boulevard and residential subdivisions along Artesian Avenue will be critical for the long-term success of existing and future commercial development. To that end, the city is currently planning to install a multi-use path along Artesian Avenue. Specific to future (re)development at the I-69/Ohio Street interchange, below are proposed land uses within each of the quadrants:

- Northwest Quad: Existing commercial/retail uses to remain - encourage reinvestment along the outlots fronting Ohio Street.
- Northeast Quad: Existing residential neighborhoods to remain - support reinvestment in existing housing and encourage some new housing where feasible on vacant properties relinquished by INDOT.
- Southwest Quad: Existing commercial and light industrial uses to remain - future development envisioned as commercial uses.
- Southeast Quad: Existing commercial and light industrial and residential uses to remain - future should be residential or low intensity commercial uses with adequate buffers adjacent to residential development.

As outlined previously, the Ohio Street interchange could accommodate a variety of land uses and serve as a gateway for office and advanced manufacturing uses east of I-69. Increased accessibility will provide the ability to support retail and light manufacturing uses, especially those related to research and development and advanced manufacturing. As noted above, development along this corridor should be of high-quality material and create a thematic architectural approach to design, scale and color. Further north along Grand Valley Boulevard future development should transition to more of a mixed-use pattern of growth (retail uses and higher-density residential) to serve as a buffer between residential development and the more intense commercial development near I-69.

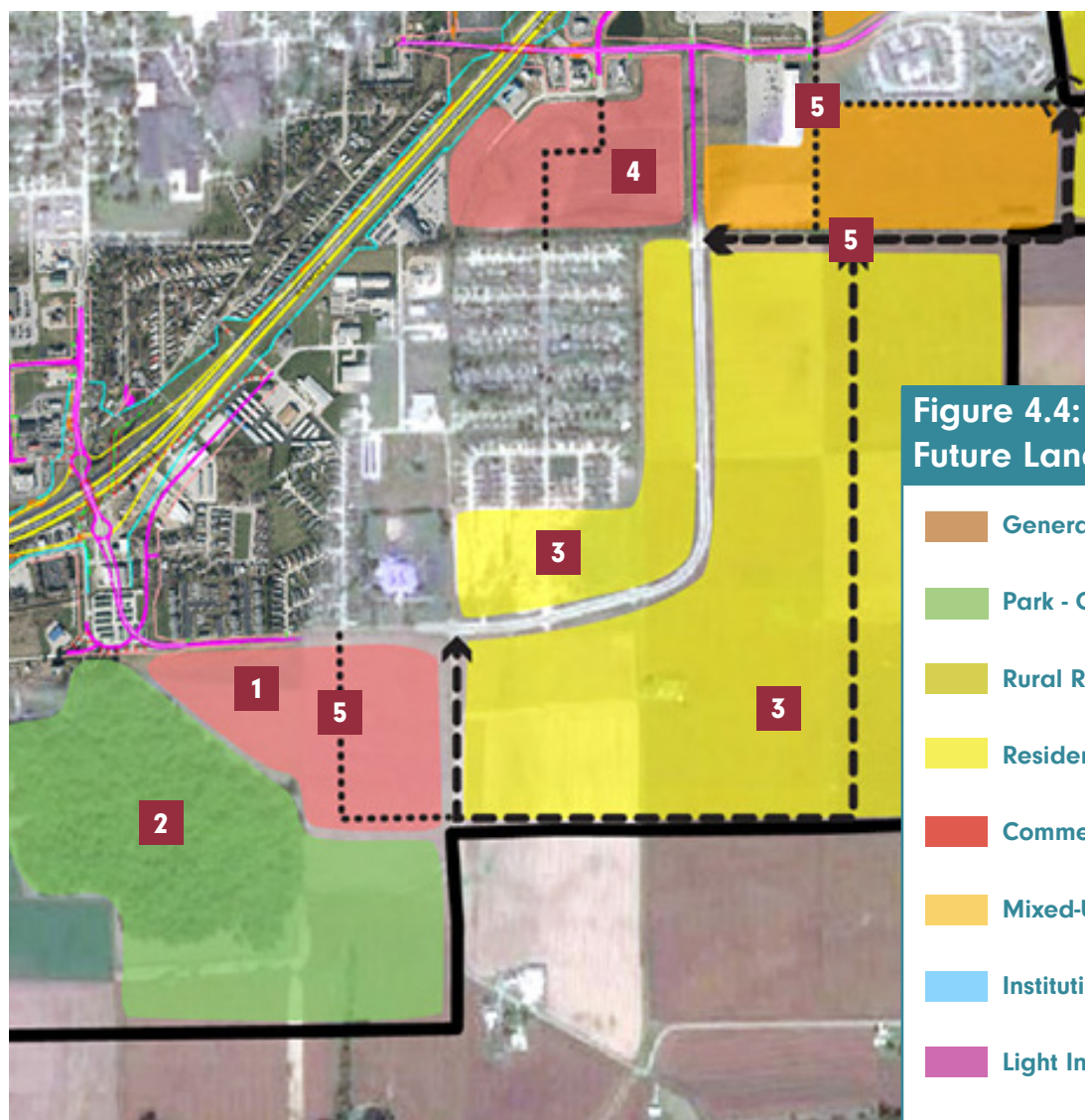
This SDA is also an ideal relocation opportunity for businesses impacted by the I-69 construction project. Recent street improvements between the Ohio Street and SR 252 interchanges provide good access and visibility for relocated businesses. This SDA will be highly visible and easily accessible from both the SR 252 interchange and the Ohio Street interchange. Frontage connector roads connections such as Commercial Boulevard, Birk Road and Flag Stone Drive will also support commercial land uses and increase visibility for local and interstate motorists.



## FIGURE 4.4: SPECIAL DEVELOPMENT AREA C: FUTURE LAND USE

### REDEVELOPMENT INTENT

- 1** Commercial development to capitalize on Ohio St. / I-69 interchange and buffer residential development.
- 2** Protection of natural area(s) for recreational uses for residents east of I-69
- 3** New interconnected residential development with a variety of housing types to address affordable housing needs in Martinsville.
- 4** Commercial development to build on existing commercial area.
- 5** Expanded street network to connect to existing network.



SR 39/Main St. SDA

Source: HWC Engineering

Figure 4.4: Martinsville  
Future Land Use Map



- General Agriculture
- Park - Open Space
- Rural Residential
- Residential
- Commercial
- Mixed-Use
- Institutional
- Light Industrial / Life Sciences
- Industrial



# SPECIAL DEVELOPMENT AREA D: SR 44/SR 252 NORTH GATEWAY

## GEOGRAPHIC LOCATION

SDA-D includes both SR 252 and Hospital Drive, as well as SR 44 and Reuben Drive. These segments are the northernmost interchanges and represent the gateways to Martinsville for motorists traveling south along I-69. Both SR 44 and SR 252 continue east and provide regional connectivity to I-69.

## CURRENT CONDITION

SR 252 and Hospital Drive are critical access points to IU Health Morgan that provides medical services Morgan and surrounding counties along I-69. SR 44 to Reuben Drive also serves as an important connection to downtown Martinsville from the north and provides access to residential areas north of Martinsville. A Washington Township Fire Station is also located along SR 44 just east of I-69. The I-69 alignment here is configured as a slip ramp that provides access to both SR 44 and SR 252.

## FUTURE VISION

Since this SDA contains the key northern gateways into the community, the city enacted an overlay district to guide future development along both State Roads 252 and 44. Similar to the recommendations for development at the Ohio Street and SR 39 interchanges, these development standards will create a cohesive aesthetic and ensure a positive impression of the community for motorists entering Martinsville. Due to the intact woodlands and natural/ topographical constraints in this SDA, future land uses should focus on low-density residential development that incorporates best management practices that retain much of the area's environmental qualities. Due to the high visibility of the new interchanges, the city and county have enacted a zoning overlay district along I-69 to promote higher quality development along the corridor.

## PREFERRED LAND USES

It is anticipated the I-69/SR 252 interchange will increase quality, light commercial uses, as well as low-density residential or mixed-use development south of SR 252 along Cramertown Loop Road. Hotel and commercial uses are best located at the northeast corner of the I-69/SR 44 interchange. Medical, educational and some residential development is expected on the west side of I-69 between Hospital and Reuben drives. The northeast corner of the SR

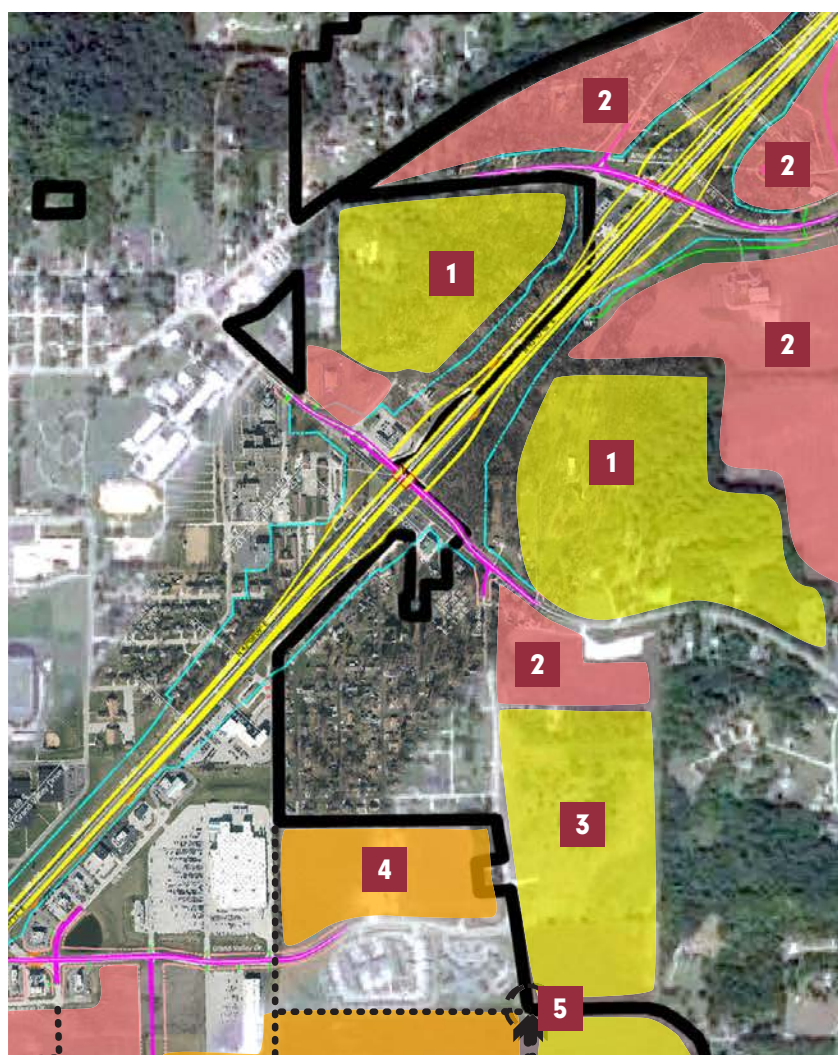
252 interchange is expected to remain low-density residential but residential subdivisions may occur in this area as necessary infrastructure and utilities are extended.

While this SDA is expected to experience increased traffic due to the two I-69 interchanges, significant commercially driven development will be limited along SR 252 given the topographical constraints. Where feasible, commercial and retail uses supporting interstate travelers could occur in the northeast quadrant of the I-69/SR 44 interchange. However, large truck stop facilities should be discouraged. The I-69/SR 252 interchange will provide opportunities for limited commercial development along Cramertown Loop Road.

## FIGURE 4.5: SPECIAL DEVELOPMENT AREA D: FUTURE LAND USES

### REDEVELOPMENT INTENT

- 1** Low density residential areas on either side of I-69 buffered from interstate. (reconfigure Rueben Dr.)
- 2** New commercial developments to capitalize on the I-69 interchange and nearby residential areas.
- 3** Medium density residential development to match existing development.
- 4** Combination of mixed-use & residential development as a buffer/transition to existing commercial uses.
- 5** Expanded street network to connect to existing network.



SR 252 / SR 44 SDA

Source: HWC Engineering

Figure 4.5: Martinsville Future Land Use Map



- General Agriculture
- Park - Open Space
- Rural Residential
- Residential
- Commercial
- Mixed-Use
- Institutional
- Light Industrial / Life Sciences
- Industrial

## **SPECIAL DEVELOPMENT AREA E: SR 39/MAIN STREET/PARK AVE.**

### **GEOGRAPHIC LOCATION**

This special development area was added as part of this comprehensive plan update. SDA-E includes both developed and undeveloped land extending from SR 39 northeast to include the areas around Park Avenue and Main Street. This area is protected from flooding by the existing levee.

### **CURRENT CONDITIONS**

Much of the land in this SDA is in agricultural use, but the area also features developed spaces, including the Morgan County Jail, Artesian Little League Fields, and medium-density residential neighborhoods. An active Indiana Southern Railroad rail line serves as the eastern edge to this area. The area is currently protected from flooding by an existing levee. The levee is in need of improvements prior to recertification by the U.S. Army Corps of Engineers.

### **FUTURE VISION**

Strengthening and diversifying Martinsville's economic base and improving job opportunities for residents are the key features of this SDA. Similar to the Future Land Use map in the 2017 Comprehensive Plan, this update recommends most of the area remain open space and/or used for agriculture purposes (cropland). However, this update does envision economic development initiatives focused on life sciences and/or light industrial uses. Development of these potential employment centers would capitalize on easy and direct access to SR 39 and the railroad. An expanded street network would be an integral part of this SDA to improve connections to the city and provide direct access to SR 39.

### **PREFERRED LAND USES**

Key land uses for this SDA center on converting some of the agricultural land into a life sciences and/or light industrial uses for the city. In the short term, land adjacent to the levee could remain in agricultural use or become recreational/open space similar to what was proposed in the 2017 Comprehensive Plan. If the existing ballfields relocated to the proposed sportspark (SDA-A), the park could be developed into an alternative passive recreation park. However, areas on the perimeter of the park could be redeveloped for housing. Recent improvements to SR 39, along with proposed roadway improvements along the western edge of the city, will provide improved access to I-69 via the SR 39/Morton Avenue interchange south of the city.

## FIGURE 4.6: SPECIAL DEVELOPMENT AREA E: FUTURE LAND USES

### REDEVELOPMENT INTENT

- 1** Potential life sciences or light industrial campuses w/ direct access to rail & SR 39.
- 2** Existing baseball complex/future passive recreation park.
- 3** Redevelopment of areas adjacent to the park for residential uses.
- 4** Existing municipal uses - Morgan County Sheriff Department
- 5** Expanded street network to access SR 39 and Main Street for future employment centers.
- 6** Parks, open space or agricultural uses.



SR 39/Main St. SDA

Source: HWC Engineering

Figure 4.6: Martinsville Future Land Use Map



-  General Agriculture
-  Park - Open Space
-  Rural Residential
-  Residential
-  Commercial
-  Mixed-Use
-  Institutional
-  Light Industrial / Life Sciences
-  Industrial



# SPECIAL DEVELOPMENT AREA F: DOWNTOWN

## GEOGRAPHIC LOCATION

The Downtown SDA centers around the Morgan County Courthouse square and the four streets that radiate out in each direction. This includes Cunningham Street to the north, Garfield Avenue to the south, the railroad to the west, and Colfax Street to the east. Recent redevelopment and investment – both public and private – reflect the city’s commitment to creating a vibrant downtown. It also reflects how the downtown is an essential component of the community’s overall long-term sustainability.

## CURRENT CONDITIONS

A strong downtown core is an essential component of any community’s long-term sustainability. It is no surprise that many communities in recent years, including Martinsville, have focused a great deal of effort and resources to revitalize the core of their community.

Since the completion of the Downtown Action Plan in 2019, a number of initiatives and projects have been undertaken to enhance the heart of the Martinsville community. This revitalization plan included:

- Marketing and branding strategies and recommendations
- Streetscape and landscape strategies and recommendations
- Selected building facade analysis and recommendations
- Downtown building signage and street signage analysis and recommendations

While a marketing and branding effort should be coordinated with a larger marketing effort for the city as a whole, many of the detailed recommendations presented in the Downtown Action Plan regarding streetscape, landscape, building facade and building signage recommendations are still applicable.

## FUTURE VISION

As it relates to broader goals for the downtown, future redevelopment should focus on increasing the types of spaces available for living and working while encouraging a mix of compatible retail uses. Encouraging the revitalization of downtown with building improvements and providing a high-quality pedestrian-friendly streetscapes should also be a priority. Mixed-use, walkable development is encouraged, and may include multiple permitted activities within the same building or within multiple buildings or city blocks encompassing the courthouse square. Additional goals specific to downtown Martinsville include:

- Making downtown more walkable and pedestrian friendly
- Making downtown Martinsville a destination
- Enhancing connections to nearby amenities and I-69
- Complementing existing retail with unique shops, restaurants, and attractions
- Encouraging local independent business opportunities
- Revitalizing and strengthening residential neighborhoods and promoting increased affordable housing options
- Encouraging the (re)use of the upper floors of existing buildings
- Encourage destination retail businesses in the downtown area that offer things to do



Construction of Performance Park and Amphitheater

## SPECIAL DEVELOPMENT AREA F: DOWNTOWN

Significant attention must be given to increasing the number of businesses within the downtown area. In addition to growing and diversifying the business base in downtown Martinsville, strategies should be implemented to grow the residential base downtown as well. This will not just deepen the existing downtown available disposable income base but grow the potential pool for the entire community. Another important consideration in increasing retail opportunities for downtown is growing the employment base in and around the downtown.

As discussed later in the economic development chapter of this plan, rarely does successful economic development occur, especially in downtowns, where there is not a combination of both public and private investment. This type of public/private partnership can take many forms but is ultimately an effort to successfully implement a common vision, in a more efficient and cost-effective manner than may exist without such coordination. This is done while at the same time attempting, as best as possible, to limit the risk to each party. These partnerships may result in, among other things, the construction of needed infrastructure, rehabilitation and expansion of existing buildings, vertical construction of new buildings for sale or lease, development of public amenities such as parks and open spaces, or in some cases cross-marketing and competitive incentivization of targeted business types.



Downtown Businesses

### PREFERRED LAND USES

Significant attention must be given to increasing the number of businesses within the downtown area. In addition to growing and diversifying business offerings in downtown Martinsville, strategies should be implemented to increase residential growth downtown as well. This will not just increase disposable income for downtown spending but grow the potential pool for the entire community. Another important consideration in growing the market base for downtown retail is increasing the employment base in downtown.

Commercial facilities, office space, and residential uses are appropriate for the downtown district. The downtown area could also contain urban parks, public gathering spaces, cultural attractions, recreational access, local shops, restaurants, and hubs for local entrepreneurs and artisans.

Bringing new jobs to the downtown, and not just in the retail sector, not only brings new potential customers into the downtown, especially for lunch and dinner, but it also creates another incentive to promote residential growth around downtown. The potential of mixing these uses within the same development projects or buildings, can create the unique and vibrant energy that is required to make downtown areas thrive. Non-retail businesses, as well as residential units, are excellent targets for upper floor spaces in the downtown.

Development in downtown areas is often more challenging from both a physical development and a financial proforma perspective than developing a previously undeveloped site. The process of redeveloping a piece of ground (i.e. working within existing constraints, infrastructure limits and previous development patterns) is often more time consuming, costly and controversial than developing an open greenfield site. For Martinsville's core to succeed, it must continue to create the tools and atmosphere necessary to encourage further investment in its downtown. These tools should include a mix of potential investments. This may include traditional infrastructure investments such as sidewalks, streets, etc. or may include a more creative list of business incentives.



## FIGURE 4.7: SPECIAL DEVELOPMENT AREA F: FUTURE LAND USES

### REDEVELOPMENT INTENT

- 1** Morgan County Courthouse Square
- 2** Encourage mixed-use redevelopment of historic storefronts surrounding the square.
- 3** Pedestrian-scaled commercial development in the downtown area focused on daily services or needs of nearby residents.
- 4** Promote opportunities to reinvest in the existing housing stock.

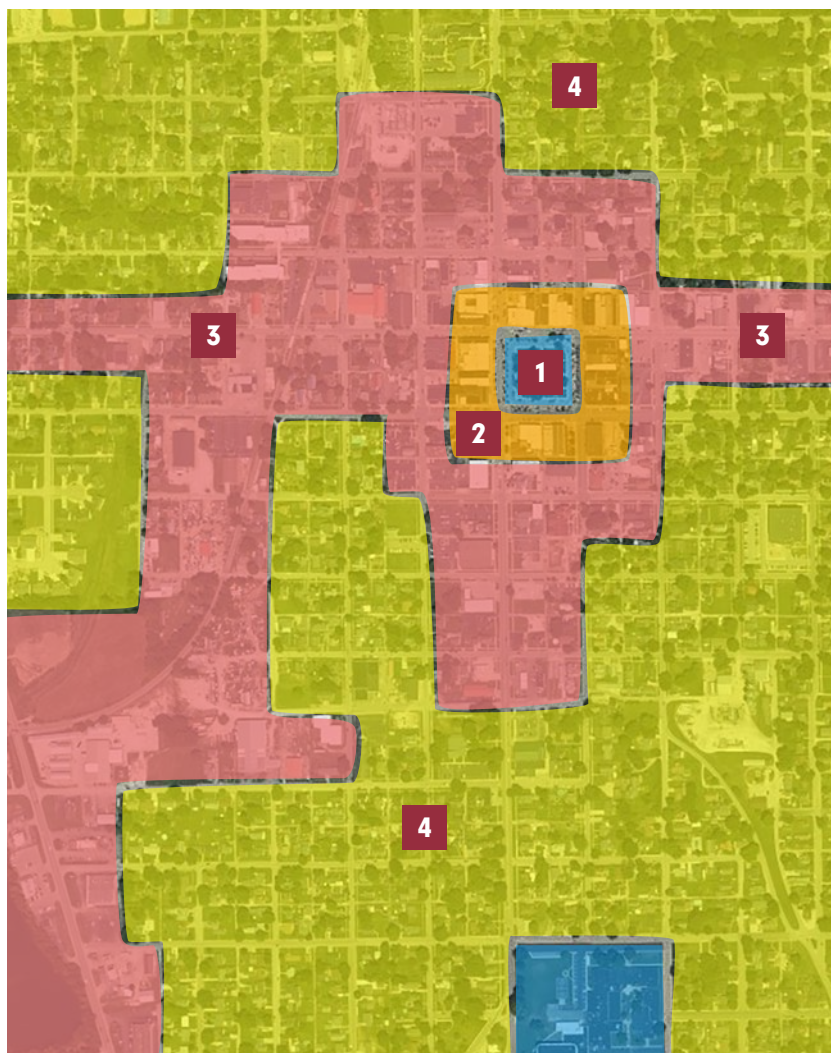


Figure 4.7: Martinsville Future Land Use Map



	General Agriculture
	Park - Open Space
	Rural Residential
	Residential
	Commercial
	Mixed-Use
	Institutional
	Light Industrial / Life Sciences
	Industrial

Downtown SDA

Source: HWC Engineering

# SPECIAL DEVELOPMENT AREA G: LIBERTY CHURCH ROAD

## SOUTH GATEWAY

### GEOGRAPHIC LOCATION

The Liberty Church Road interchange is the southernmost I-69 interchange and serves as a southern gateway for the city of Martinsville. This SDA east of I-69 includes land north of Liberty Road, with the Morgan-Monroe State Forest directly southeast of this area.

### CURRENT CONDITIONS

The land surrounding this interchange is primarily agricultural with some residential subdivisions. The Liberty Christian Church and cemetery are located along Liberty Church Road. The topography in this area is fairly flat with Jordan Creek crossing east-west through the area. Portions of the area west of the interstate are within a floodplain which could limit the type or intensity of development west of I-69. The eastern edge of this area abuts Morgan-Monroe State Forest.

### FUTURE VISION

Setting expectations is a critical part of any planning effort. Based on information provided by Steering Committee members, there have been interested parties investigating the development potential around this interchange. While those discussions are no guarantee of future opportunities, they are an indicator of the potential this area offers for future development. With the completion of I-69 and the Liberty Church Road interchange, it is reasonable to assume that interest will only increase in this area.

However, current property owners and residents have indicated a desire to see this area remain rural and agriculture in nature. This comprehensive plan recognizes this desire, and affirms that existing land uses may remain in its current state for the foreseeable future. However, if changes in land uses are proposed by residents or developers, then the city's vision is to see this area developed as an employment district as outlined in this SDA.

### PREFERRED LAND USES

If or when the opportunity arises, this interchange provides a significant opportunity to develop a variety of land uses. Numerous acres of developable land exists on the east side of I-69, whereas the west side of the interchange is more limited due to a significant floodplain area. The key to successful sustainable development is to balance appropriate land uses to energize the entire interchange. This includes the right mix of retail services, employers, and potential residential alternatives is critical to the long-term success of the area, as well as the supportive connectivity to the rest of Martinsville.

#### Industrial

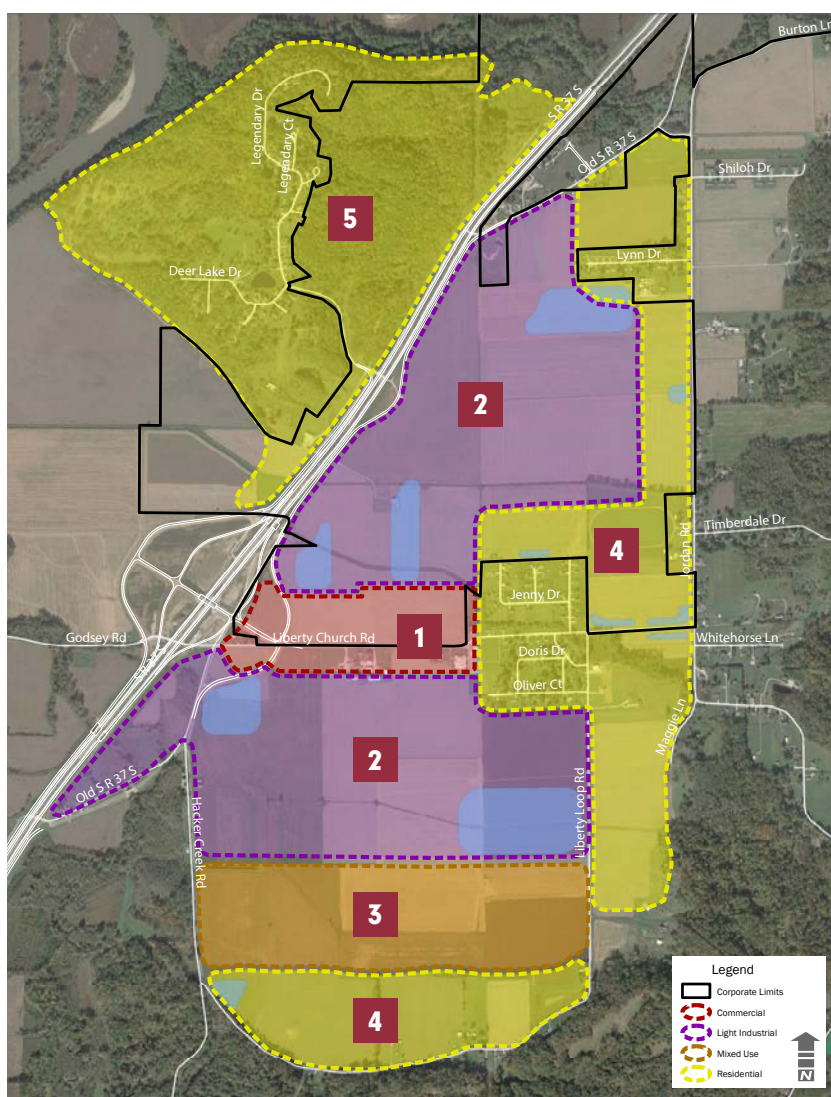
It is anticipated that industrial uses will be contained to the east side of I-69. While the industrial sites may lend themselves to a future mix of facility sizes, it is possible that this area may be more appropriate for larger footprint industrial uses than other areas in Martinsville. Given the direct access to I-69, those uses will likely include traditional manufacturing or even logistics-oriented facilities. Ideally, such uses would be coordinated in a business park fashion and provide the opportunity for high tech businesses, professional businesses, light manufacturing and other associated business uses throughout. In order to realize the maximum potential of the area, it is essential that a plan be established to support future utility expansion when required.

Once infrastructure is in place, there will be more than 400 acres available for industrial development north and south of the commercial area. These employment areas would include a mix of office and light industrial uses (approximately 200 acres south of Liberty Church Road and 230 acres north of Liberty Church Road). These light industrial uses may include light manufacturing, assembly, advanced manufacturing, research and development and other general manufacturing uses. It is important to note that the industrial and office uses located at the Liberty Church Road interchange are intended to complement, rather than compete with, those proposed at the Special Development Areas.

## FIGURE 4.8: SPECIAL DEVELOPMENT AREA G: FUTURE LAND USES

### REDEVELOPMENT INTENT

- 1** Approximately 46 acres of commercial uses - primarily retail and service-oriented facilities.
- 2** Approximately 430 acres of light industrial, logistics, or similar employment centers.
- 3** Mixed-use development as a buffer between residential uses and industrial area.
- 4** Mix of residential densities that could include traditional detached single-family, townhomes or condos, and possibly multi-family development.
- 5** Low density, rural residential development that reflects the natural features of the area.



**Figure 4.8: Martinsville Future Land Use Map**



- General Agriculture
- Park - Open Space
- Rural Residential
- Residential
- Commercial
- Mixed-Use
- Institutional
- Light Industrial / Life Sciences
- Industrial

Liberty Church Road SDA

Source: HWC Engineering

## SPECIAL DEVELOPMENT AREA G: FUTURE LAND USES

### Commercial

Retail and roadside commercial services should be limited to what is necessary to directly support the intended development at this interchange and the current and future residents of Martinsville. Traditional large-scale interstate related commercial/retail services (truck stops, large fuel stations) should be discouraged at this location. To ensure the long-term vibrancy of all interchanges in Martinsville, it is essential that they all are coordinated to complement one another, and not compete directly for uses. This does not mean that there are not opportunities for a cross-over of uses, but such decisions must be carefully coordinated to ensure success for all areas.

This commercial area nearest the interchange is primarily focused on retail and service-oriented facilities. The total acreage identified for these uses is approximately 46 acres.

### Residential

Long-term economic success for Martinsville requires residential growth. Whether it is building workforce, the tax base, or supportive disposable income for local businesses, increasing housing opportunities in the community provides an essential asset for long-term success. While the development potential is limited on the west side of I-69, there are opportunities for residential development that could continue the pattern of existing single-family development east of I-69.

The Liberty Church interchange SDA represents an opportunity to engage a variety of residential types and densities, promote affordable housing options, as well as support the continued development of Martinsville as a location for all phases of life. Martinsville must embrace young professionals, growing families, college graduates, and retirees if it is to be a sustainable community. This SDA should provide for traditional detached single-family development or even a mix that would include the opportunity for higher density, affordable housing.

Residential uses are identified south of the mixed-use area along the eastern side of the SDA, and on the western side of I-69. Nearly 400 acres of residential development are identified on the eastern side of the interstate. These uses may include a mix of densities that would include traditional detached single-family

mid-density residential townhouses or condos, and possibly higher-density, multi-family development. Given the nature of the vistas, natural constraints, and open spaces, it is anticipated the residential area west of I-69 will likely be more rural residential or traditional detached single-family homes.

It is important at locations where residential uses abut non-residential uses that appropriate buffering is installed to create an effective transition between the different uses. This is especially true along the eastern areas of Liberty Church Road where existing residential uses may eventually abut commercial or industrial uses to the west and the south. It is anticipated these existing residential areas will likely have residential uses north and east of them in the future. It is also important to be sensitive to the existing facilities along Liberty Church Road including Liberty Church itself.

This page intentionally left blank.



## OVERARCHING GOAL:

Position Martinsville to be more competitive  
for economic development opportunities by  
investing in infrastructure and community  
amenities.



# 5

## ECONOMIC DEVELOPMENT



This page intentionally left blank.

## INTRODUCTION

The focus of economic development has been shifting in recent years. Historically, economic development focused on building wealth in a community by creating high wage jobs, building infrastructure to support growth, and providing incentives or similar support to local business in the community. In recent years, economic development strategies have added quality of place initiatives in support of traditional economic development efforts. With Indiana's shift away from a traditional property tax structure to a more income/sales tax-based structure, it has become increasingly important to focus on where someone chooses to live, shop, as well as where they work. While strengthening quality places has always been an important factor in economic development, the need to attract and retain a talented workforce in Martinsville has never been more important. This chapter focuses on Martinsville's economic opportunities and how the city and its partners can capitalize on them.

## EXISTING ECONOMIC DEVELOPMENT CONDITIONS

As plans were finalized and construction of I-69 got underway, the city of Martinsville developed the I-69 Economic Development Plan in 2016. Recommendations in this economic development plan were based on a detailed economic analysis of how I-69 and related roadway improvements, or lack thereof, would impact Martinsville economically. The economic development plan was used in discussions with INDOT to advocate for the city's best interests related to interstate construction and access.

The completion of the I-69 corridor through Martinsville creates a tremendous opportunity for long-term growth in the city. Strategically located between Indianapolis and Bloomington/NSA Crane, Martinsville will strengthen its regional position. It expands potential economic development candidates that find Martinsville's "mid-point" location attractive, and also enhances Martinsville's potential for new residential development, supporting families that need proximity to both.

Taking advantage of the connectivity I-69 provides will be critically important to the long-term economic success of Martinsville. With interstate construction complete and associated frontage roads in the final stages of completion, new development opportunities exist. The following information outlines strategies for city officials and economic development leaders to consider when pursuing economic development opportunities.

## **STRATEGIC INVESTMENT IS ESSENTIAL TO LONG-TERM SUSTAINABILITY**

Being prepared for development opportunities is a critical part of being successful. While site selection decisions used to be made over several months, they are now made in a few weeks. This means that communities that have not invested in critical infrastructure to open sites for development or are not prepared to do so as part of a public/private partnership, are often left without sites to market and lose the deals before they are ever really considered. To have the best opportunity to attract basic employers, Martinsville should work to develop additional shovel ready employer sites.

## **A PLAN IS ONLY AS GOOD AS THE BEST AVAILABLE INFORMATION AT THE TIME THE PLAN IS WRITTEN.**

Opportunities for development often occur in the middle of a plan's implementation and in some cases these opportunities, while good and worth pursuing, were never anticipated. Flexibility is essential to ensuring good decisions are made throughout the life of the plan. This flexibility must be tempered, however, by establishing the vision and strategies to provide a decision-making framework that can evaluate future opportunities and ensure the best decisions are made. Establishing the criteria to make these decisions will ensure consistency in the implementation of the plan, maintain the spirit of the plan with future decisions, and allow the required flexibility to deliver the best long-term development within the community.

## **DECISIONS MUST BE MADE FOR THE SHORT-TERM AND THE LONG-TERM**

Short-term success is key to successful plan implementation, but truly sustainable economic success is a long-term proposition often taking years for the complete implementation of plan strategies.

Martinsville is hungry for development to occur and when good opportunities are presented, communities should aggressively pursue them. Sometimes, however, early opportunities may not be in the best long-term interest of the community. In these cases, it is critical for communities to say no, which is very difficult to do as nobody wants to walk away from a potential deal. With this understanding, however, steps must be taken to find short-term redevelopment and development opportunities to build successful momentum within the community.

## **BE CLEAR, CONCISE, AND CONSISTENT IN DECISION MAKING**

People involved in site selection decisions are looking to mitigate risk. Creating a smooth and transparent site selection process includes being:

- Responsive to information requests
- Clear in expectations and desires
- Concise in outlining timelines and development standards
- Consistent in applying standards to every project.

This will create trust and confidence in potential development partners that their investment will be protected, as well as mitigate some of the risk inherent to private capital investment decisions. This responsiveness will require coordination and collaboration of local economic development efforts and, as best as possible, the creation of a single point of contact and responsibility for economic development efforts.

## **LOCAL LEADERSHIP IS KEY**

Another part of mitigating risk is trusting the people with whom you do business. Being able to demonstrate that local entities work together and are interested in common outcomes is one of the first things that site selectors look for in communities.

Being in a position to commit to infrastructure improvements and development incentives, and then delivering on those commitments, will help secure the current deal. It will also set the tone in the broader development community that it is safe to do business with the community in the future. Martinsville has strong leadership, and that leadership will be critically important to driving future economic development success in the city.



Potential Development Site Example

## COMMUNITY FEEDBACK

Although 38.5% of respondents “agreed or strongly agreed” the city has a supportive business environment, in general, survey respondents gave the city poor marks regarding economic development issues. Overall there was a general consensus the city needs to improve efforts to attract and/or retain quality jobs that provide a living wage for residents. Nearly 71% of survey respondents “disagreed or strongly disagreed” that there are enough jobs available to residents of various skill levels. Other key findings in the survey included:

- Only 15.5% believed Martinsville employers offer competitive wages and benefits.
- 67.6% of respondents disagreed/strongly disagreed the city has a clear marketing or branding strategy to attract new businesses and jobs.

Improving workforce training opportunities in Martinsville was also a common issues noted by survey respondents. Nearly 60% “disagreed or strongly disagreed” the city provides plenty of workforce training resources, and 35% “didn’t know”. These results indicate the city and its economic development partners need to not only improve training options, but also explore ways to better disseminate this information to residents and employers.

## GOALS

### GOAL #1: CREATE A COORDINATED MARKETING AND BRANDING STRATEGY

Ultimately economic development is the binder in which the various facets of a community come together and are organized to articulate a community’s unique story. From an economic development perspective, in order to compete with other communities or regions, it is critical that Martinsville develop, refine and sell its story to compete regionally and globally. Opportunities for Martinsville to market itself include:

- Coordinate with Morgan County and other regional partners to create a well-organized marketing strategy.
- Tell the story of growth and their local economy and where they want to go in the future
- Create a well-designed website to be the first point of contact for site selection and decision-making processes.



Revitalized Downtown Storefronts Along Main Street



## GOAL #2: PROMOTE TOURISM

To grow and support the local economy, especially retail establishments, it is critically important to infuse as much disposable income into Martinsville as possible. One source of this income can come from increasing local wages and increasing Martinsville's population. This strategy, while important for developing a sustainable local economy, also results in increased costs for local services to support this growth. One strategy that does not require a comparable increase in cost, however, is growing tourism activity for Martinsville. Martinsville's presence near Indiana University, the Morgan-Monroe State Forest, regional parks and trails, as well as the White River provides an abundance of tourism assets that can be promoted to increase visitor traffic within the community.

## GOAL #3: STRENGTHEN SMALL BUSINESS DEVELOPMENT

Small businesses play a leading role in local economic development across the nation. According to the United States Small Business Administration's 2020 Small Business Profile:

- The 31.7 million small businesses in America employed 60.6 million people
- Small businesses have generated 12.9 million net new jobs since 1997.
- Since 1997, small businesses accounted for two out of every three jobs added to the economy.
- Small businesses represent 99.9% of all U.S. businesses



Downtown Building Restored as Boutique Hotel

Small businesses are also critically important to connecting to the millennial generation, young professionals and the entrepreneurial/creative class of entrepreneurs that tend to be involved in small businesses. As evidenced by the statistics above, much of local economic growth is connected to the success of small businesses. More importantly, small business owners tend to live in the community they work in, contribute to the local tax base, and are typically good corporate citizens and volunteers within the community. One of the most important considerations regarding small businesses is that they do not always stay small. Small businesses that grow into large businesses often remain in the community in which the business was first established and grow deep roots there. Especially in rural areas like Martinsville, these types of businesses not only serve the daily needs of the community, but also represent a good portion of business leadership in the area. While good economic development focuses on an aggressive approach to attracting and retaining a diverse business base in the area, it is unlikely that Morgan County can remain economically sustainable without a strategy to encourage the creation of, and support the growth of, small businesses within Martinsville.

## GOAL #4: CONTINUE INFRASTRUCTURE INVESTMENT

Infrastructure is a critical component of successful economic development within a community. Increasingly, companies are looking for sites that are immediately available for construction. The best case is to have truly shovel ready sites with infrastructure in place that only requires permit approval to begin development. The next best scenario, if infrastructure cannot already be in place, is to ensure that capacity exists for future development and a plan is in place to bring infrastructure to the property in the near future. Developers will be looking for guarantees on the timeline by which infrastructure can be made available and it is essential Martinsville is in a position to deliver on its promises. Infrastructure improvements translate into a distinct advantage for Martinsville as recent updates have provided significant water and wastewater capacity to serve future uses, and streetscape projects have enhanced the public spaces in the downtown.



## **GOAL #5: SUPPORT AND STRENGTHEN EXISTING BUSINESSES**

While new business attraction often gets the attention in economic development, much more bang for the buck comes when existing businesses choose to grow and expand within the community. Statistics show that up to 70% of job growth in a community comes from existing businesses, not new businesses. By helping Martinsville's locally owned businesses grow and expand, these businesses grow deeper roots in the community. This not only helps expand and stabilize the local economy, but also helps foster a sense of community stewardship in the businesses themselves. This will encourage these businesses to invest in the community outside of their current building, increasing the overall quality of life of the community. Communities that understand the important need to "grow their own and keep them at home", and therefore put in place strong programs to engage and support these businesses, are the ones that will achieve long-term economic stability.

## **GOAL #6: ATTRACT NEW BUSINESSES**

Economic development is driven by the amount of attention a community receives from outside businesses that attract new jobs and new investment into the community. To address this critical component, it is important to understand the factors that often influence site selection decisions for potential businesses.

Economic development is a competitive process. Every community must understand that it is competing with other communities, locally and nationally, to sell itself in site selection decisions. Many business location decisions are driven by site selectors, developers and real estate brokers assisting businesses in their decision-making process. This process used to be a process of selection, but has become more of a process of elimination. Often candidate locations are weighed against one another and, one by one, locations are removed from the list because of a failure to reach an assessment metric in the decision process. In some cases, these metrics are physical such as interstate or utility access. In other cases, these metrics are tied to less physical factors such as a community's responsiveness to requests for information or coordinated local leadership.

As noted previously in Chapter 2, this reinforces the need for Martinsville to focus on improving its quality of life to attract and retain a quality workforce in the

community, not just focus on infrastructure and site availability. Each potential retail use also has specific metrics for each selection criteria. Restaurants and retail chains have complex requirements that are highly varied. Significant research is conducted prior to restaurants and retail establishments deciding to locate in a community.

While money is not the only factor, it plays a major role in decision-making. In the end, the unavoidable requirements of business dictate that locating in a particular community must make good, solid economic sense. No matter how alluring a community may be, if its tax structure, incentive programs and development costs don't match a business' projected pattern of financial resources, or if locating to the area will impose excessive extra expenses, then site selectors have no choice but to look elsewhere.

Prompt responsiveness can also be a vital component of a location decision. Communities must be prepared to act quickly and within the timeframe specified by the business. Usually, these dates are not suggestions; they are deadlines that must be met. This includes information requests, on-site visits, procedural approvals, and every other factor that helps a business make quick location decisions. Time is money, and often a prompt response equals success. Because companies are risk averse, site selectors choose locations that present minimum risk to their clients. In the minds of many business leaders, the least amount of risk translates directly into the greatest chance for success. Be aware of the risks your community may pose to an incoming business and remove or mitigate as many as you possibly can. Attracting businesses to Martinsville is definitely a competition. Sitting back and waiting for this to happen is typically not the correct approach and usually does not lead to successful economic development. Rather, as in most competitions, the people who do the best job of executing the fundamentals often score the most wins.

## **GOAL #7: STRENGTHEN WORKFORCE ATTRACTION AND DEVELOPMENT OPPORTUNITIES**

Workforce development has always been a critical component of community economic development, but in today's economic climate, access to an adequate pool of skilled workers is not just important for supporting current business operations, but it is also essential to new business attraction efforts. Workforce development has come to describe the relatively wide range of activities, policies, and programs, and is used locally and regionally to create, sustain, and retain a viable workforce. It is essential to have in place the right relationships with higher education institutions and vocational services in order to offer training and continuing education that will be critical for the community's long-term economic success. Equally important is ensuring that local K-12 educational institutions are promoting preparation to college-bound students, (especially in enhanced Science, Technology, Engineering and Mathematics), vocational training opportunities, co-ops, apprenticeships, and internships to those that may not choose the path of a four-year college.

It is also important Martinsville focus on the quality of life elements that are important to future employees and residents as discussed in Chapter 2. Investing in quality of place assets, capitalizing on the area's friendly, safe and welcoming atmosphere and supporting a diverse mix of housing to support appropriately measured growth within city will be important. Moving forward, the city can focus strategies around capitalizing on existing assets such as open spaces and natural resources, areas around downtown, schools, the hospital and existing commercial developments to create anchors for future residential development. Strategies can be created to offer incentive programs to developers and potential homeowners as well as implementing policies that will encourage developers to pursue opportunities in Martinsville. New infrastructure investment will be necessary in strategic locations to support additional development.

## **GOAL #8: COORDINATE AND STREAMLINE INTERNAL PROCESSES**

Local coordination and collaboration will be important as overall economic development policy is established in Martinsville. This will include coordination not just among city agencies, but with not-for-profit organizations such as the Martinsville

Chamber of Commerce and Morgan County Economic Development Corporation. It will also require strong coordination between Morgan County and the city of Martinsville. It is essential a unified economic development policy be developed and recognized among all relevant agencies to ensure unified messaging, business outreach, business retention and business attraction efforts are implemented seamlessly throughout all stakeholders.

Much of a community's success in economic development is how it manages development and redevelopment projects internally. This can include:

- Efficiently and effectively establishing local policy
- Managing internal reviews
- Managing responses to information requests
- Coordinating local resources and data gathering
- Leading local zoning/development review
- Managing economic development projects

This requires that the correct resources are allocated in the correct manner to facilitate successful development management. Pre-zoning properties, developing public-private partnerships, establishing economic development/redevelopment areas and developing fast-track internal review processes will go a long way in preparing the community for future success. Some of this work has already been completed in Martinsville, but work remains to position the city to maximize future success. The state of Indiana and private sector site selectors operate on very quick decision timelines, and for this reason seek a single point of contact to work with in communities. To maximize economic success, the City should evaluate the need of additional staff to support local economic development. This role should emphasize the City's economic development needs, while also working to support the Morgan County Economic Development Corporation's county-wide efforts.

## **GOAL #9: STRATEGICALLY INCORPORATE INCENTIVES**

Incentives should be considered for both attracting new business opportunities to Martinsville and helping existing businesses expand and grow. While incentives are not usually the most important factor in a business choosing to locate within or expand

in Martinsville, an absence of available incentives may be a factor that precludes Martinsville from even being considered for such opportunities. Developing an available toolbox of incentives for business attraction in Indiana commonly includes tax increment financing, real and personal property tax abatement, property acquisition support, utility credits and the provision of infrastructure improvements.

In most cases incentives should be used to fill a gap between the desired project and the private market's ability to deliver the project on its own. Ideally, incentives will lead to a tipping point in the market where the financing gap or risk concerns become mitigated by an increase in market demand that negates the need for incentives to justify future projects. Martinsville should develop an internal understanding of the types of criteria they are looking for in a project, including such items as job numbers, wage levels, level of private investment, business type, etc. Not every deal will require incentivization, and those that do will most likely require unique packages that may not be the same as previous deals. Flexibility, a strong understanding of the details of a specific site selection project and a willingness to be strategically creative will usually result in a deal that is mutually beneficial.

### **GOAL #10: UTILIZE PUBLIC/PRIVATE PARTNERSHIPS**

Rarely does successful economic development occur where there is not a combination of both public and private investment. This type of public/private partnership can take many forms, but it is ultimately an effort of successfully implementing a common vision in a more efficient and cost-effective manner than may exist without such coordination. This is done while attempting, as best as possible, to limit the risk to each party.

These partnerships may result in the construction of needed infrastructure, vertical construction of buildings for sale or lease, development of public amenities such as parks and open spaces, or in some cases, cross marketing and competitive incentivization of targeted business types. Whatever approach is chosen, such partnerships will be key in new development areas and the downtown area to ensure the successful development and redevelopment desired within Martinsville.

### **GOAL #11: BALANCE THE APPROPRIATE MIX OF USES**

Attracting the right mix of businesses to Martinsville that not only creates a strong job base with high-wage jobs and are good corporate citizens will be critical to the long-term economic sustainability of the community. These types of industries include advanced manufacturing, life sciences, research and development, light manufacturing or office uses.

As noted in the Land Use chapter, it will be important to find the appropriate mix of uses for each special development area. The 2016 I-69 Economic Development Plan identified the area east of I-69 near the Ohio Street interchange should focus on mixed-use opportunities including office, high-tech industry and life sciences. There will also be an opportunity for supportive retail uses in this area which could include businesses forced to re-locate as a result of the construction of I-69 and associated interchanges. It is also important to note that individual buildings around Grand Valley Boulevard as well as in downtown Martinsville could include an appropriate mix of uses. Around the Liberty Church Road interchange, it is anticipated that a more intense industrial use may be included as well as significant opportunities for mixed density residential development.

### **GOAL #12: ENHANCE INTERNET CONNECTIVITY**

As the COVID-19 pandemic revealed, access to high-speed internet is as critical to business attraction efforts as is the availability of sewer and water infrastructure. Martinsville has the opportunity to expand these services through partnerships with internet providers and regional energy providers. Creating a fiber backbone within the area gives the community the unique opportunity to use broadband connectivity as a strategic advantage and differentiator within the region. Given that Martinsville will be competing with the south side of Indianapolis and Bloomington for regional economic development opportunities, it will be important to ensure the quality of internet connectivity that industries require. This connectivity will also be important for Martinsville to be an attractive destination for future residential growth.

This page intentionally left blank.



## OVERARCHING GOAL:

Encourage investment and programming to support diverse housing options and the revitalization of Martinsville's traditional and historic neighborhoods.



## HOUSING

6



This page intentionally left blank.

## INTRODUCTION

Housing is an important part of Martinsville's land use, economy, and quality of life. The type, location, availability, affordability, and quality of housing will determine future growth opportunities for the city. This chapter identifies the challenges and opportunities facing Martinsville's housing market. Strategies developed from the overall housing goal are identified in the Implementation chapter of this plan.

Dilapidated and substandard housing can depress property values in an entire neighborhood and impact its quality of life. Conversely, attractive, well-designed residential developments with quality amenities can foster strong neighborhoods, attract new residents, and strengthen Martinsville's identity.

The city of Martinsville can do its part by promoting neighborhood revitalization as a priority. For example, sidewalk maintenance and construction along with curbs in an older neighborhood can signal the city's commitment to revitalize a neighborhood and intent to restore the image of a residential area.

Based on feedback from the Steering Committee and responses from the public survey, addressing Martinsville's housing needs remains a critical issue much as it was during the last comprehensive planning process. This chapter of the comprehensive

plan documents the urgent need for a variety of new housing options, assesses the condition of the local housing stock, and proposes goals and objectives to address the need for more housing options in Martinsville.

## EXISTING CONDITIONS

The city of Martinsville has experienced very limited growth in the housing sector over the last twenty years. According to the 2016-2020 American Community Survey (ACS) from the US Census, Martinsville has 5,086 total housing units – only a 0.26% increase in units from 2010. In contrast, Morgan County had a 2.8% increase, and the State of Indiana had an increase of 3.9% in total housing units between 2010 and 2020.

### HOUSING AGE

The 2016-2020 ACS survey results also noted only 10.3% of Martinsville's housing units have been built since 2000. For reference, 17.2% of housing units in Indiana have been built since 2000. While this covers over 20 years of new housing development, it is also representative of the lack of residential growth and development Martinsville has experienced since that time. Martinsville's housing stock is also significantly older than other Morgan County communities with over 35% of the homes built prior to 1950.

**TABLE 6.1: AGE OF HOUSING STOCK**

COMMUNITY	TOTAL HOUSING UNITS (2016-2020 EST.)	% OF UNITS BUILT IN 2014 OR AFTER	% OF UNITS BUILT BETWEEN 2000-2013	% OF UNITS BUILT PRIOR TO 2000
Indiana	2,903,720	2.9%	14.3%	82.8%
Morgan County	28,519	2.7%	18.0%	79.3%
Danville	3,903	8.9%	24.4%	66.7%
Martinsville	5,086	0.7%	10.3%	89.0%
Monrovia	468	10.5%	54.9%	34.6%
Mooreville	3,996	0.5%	13.0%	86.5%
Plainfield	13,089	10.5%	30.1%	59.4%

Source: 2016-2020 American Community Survey (U.S. Census)

## MORTGAGE AND RENTS

In general, the value of Martinsville's housing stock – both owner-occupied and rental – is less than those of the comparison communities. One of the contributing factors to this is likely the age of the community's housing stock as discussed in the previous section. As noted in Table 6.2 below, the median value of owner-occupied homes in Martinsville was \$108,800, which is well below the median value in Morgan County of \$165,300 and the State (\$148,900). On a related note, the median rent in Martinsville stands at \$743/mo., compared to \$822/mo. in the county and \$844/mo. for Indiana. Table 6.2 also includes statistics for the percentage of rental units that have a monthly rent that is 30% or more of the household income. Housing policymakers and advocates consider a household cost burdened if more than 30% of their income goes towards housing costs. Being housing cost burdened is an indicator that a household may be unable to afford other critical and nondiscretionary costs such as healthcare, childcare, food, or transportation.

## RENTAL UNITS

According to the 2016-2020 ACS from the US Census, of Martinsville's 4,486 occupied housing units, 39% were renter-occupied, compared to only 21% in Morgan County, and 30% of occupied housing unit statewide were renter-occupied. The percentage of rental units in Martinsville has decreased by nearly 6% since 2010 when 45% of occupied housing units were renter-occupied. According to the 2016-2020 ACS, Martinsville's rental vacancy rate of 9.8% was slightly higher than Morgan County's 7.3% rate, and considerably higher than Indiana's rate of only 6.5%.

**TABLE 6.2: HOUSING VALUE & MEDIAN RENT**

COMMUNITY	MEDIAN HOME VALUE (OWNER-OCCUPIED)	MEDIAN MORTGAGE / MONTH	MEDIAN RENT / MONTH	GROSS RENT AT 30% OR MORE OF HH INCOME
Indiana	\$148,900	\$1,155/MO.	\$844/MO.	46.0%
Morgan County	\$165,300	\$1,199/MO.	\$822/MO.	35.6%
Danville	\$180,800	\$1,355/MO.	\$890/MO.	30.5%
Martinsville	\$108,800	\$1,004/MO.	\$743/MO.	35.2%
Monrovia	\$153,100	\$1,142/MO.	\$1,125/MO.	13.8%
Mooreville	\$145,300	\$1,067/MO.	\$871/MO.	44.4%
Plainfield	\$185,800	\$1,329/MO.	\$1,053/MO.	40.1%

Source: 2016-2020 American Community Survey (U.S. Census)

## BUILDING PERMITS

Unfortunately, Martinsville has not experienced the same housing boom that many other communities have witnessed over the last 2-3 years. According to statistics from the Builders Association of Greater Indianapolis (BAGI), with the exception of 2017, new home construction in Martinsville has represented less than 10% of new single-family home construction in Morgan County between 2015 and 2021.

## FINANCIAL STABILITY

According to 2020 ACS data, 16.7% of Martinsville homeowners with a mortgage pay more than 30% of their income for housing, which is slightly below the state average of 19.0%. Slightly more than a third of Martinsville renters (35.2%) pay more than 30% or more of their income towards rent. As a point of comparison 35.6% of renters in Morgan County paid more than 30% of their income towards rent, and 46.1% of renters in Indiana paid more than 30% of their income towards rent. Those paying more than 30% of their income toward housing are considered cost burdened and in unaffordable housing.

According to the U.S. Department of Housing and Urban Development, the 2021 Fair Market Rent (FMR) for Morgan County is \$939 for a two-bedroom unit, compared to \$814 for a two bedroom unit in Indiana. According to HUD's website, Fair Market Rent is used to determine payment standard amounts for a number of housing programs such as the Housing Choice Voucher program, Section 8 housing contracts, initial rents for housing assistance payment (HAP) contracts in the Moderate Rehabilitation Single Room Occupancy program (Mod Rehab), rent ceilings for rental units in both the HOME Investment Partnerships program and the

Emergency Solution Grants program, the maximum amount of rent a recipient may pay for property leased with Continuum of Care funds, and calculation of flat rents in Public Housing units.

## HOUSING ALTERNATIVES

Currently there are limited rental opportunities in the city which may discourage young professionals who work in Indianapolis or Bloomington from living in Martinsville – the type of resident the city is trying to attract. In addition, there are few for-sale housing options other than traditional single-family detached units which is typically most expensive to build (on a per-square-foot cost) compared to duplexes or townhomes. As noted in the public survey, only 22% of respondents felt there were diverse, for-sale housing options available in the city. When single-family units are the dominant housing type, there are few options for residents who prefer, or must, live in higher density units. Additionally, single-family home development in suburban locations instills dependency on cars, which adds costs to both the families and the city who must maintain the roads network.

Finally, the preference for single-family homes also ignores a national shift in demographics. As the city's population ages and the type and size of typical households evolves, different housing types will become increasingly needed to respond to changing demographics in Martinsville. Downsizing from a single-family home to a patio home, townhouse, condominium, or apartment offers residents feasible options for residing in the city and remaining active/engaged citizens in the community. Residents who can't find those options locally will likely move elsewhere.

**TABLE 6.3: HOUSING STARTS**

YEAR	2015	2016	2017	2018	2019	2020	2021
<b>Martinsville</b>	8	7	20	10	11	18	28
<b>% of County Permits</b>	7.0%	6.8%	15.7%	5.7%	4.3%	5.9%	7.0%
<b>Morgan County</b>	114	103	127	175	257	303	398

Source: Builders Association of Greater Indianapolis (BAGI)

## DOWNTOWN NEIGHBORHOOD DISTRICTS

Downtown Martinsville includes three historic districts as shown in Figure 6.1. Homes in all three of these predominantly residential districts exhibit unique architectural characteristics and include a high degree of integrity and structures that are in good condition. Continued efforts to support these districts and promote them will be important to supporting housing opportunities in Martinsville and the community's overall quality of place. Below is a brief overview describing each of the historic districts:

### Northside Historic District

This district is mostly single-family residential with some churches and duplex housing. The old queen Anne, bungalow and craftsman architecture provides a unique residential mix to the modern housing developments.

### Commercial Historic District

Established in 1857, this district is primarily two and three story commercial and mixed-use buildings bounded by Pike, Mulberry, Jackson, and Sycamore Streets.

### East Washington Street Historic District

This linear district was established in 1997 as a historic district, which includes a combination of 1870-1940's classical and colonial revival residential and commercial structures.

**FIGURE 6.1: DOWNTOWN MARTINSVILLE HISTORIC DISTRICTS**



Source: HWC Engineering



## COMMUNITY FEEDBACK

During the 2017 planning process and again during this update, the need for more quality, affordable housing in Martinsville was noted as a high priority. This need includes both rental and for-sale housing. Over 64% of survey respondents “disagreed or strongly disagreed” that there is enough quality, affordable housing in the community. Other key findings in the survey included:

- 88.7% agreed/strongly agreed the city should do more to support single-family home construction.
- 52.8% of respondents agreed/strongly agreed the city needs more senior housing options.
- Only 10.4% believed there is affordable, well-maintained rental housing in Martinsville.

The importance of “cleaning up” neighborhoods in the city was also a key theme that carried through from the previous planning effort. Only 19.2% of survey respondent “agreed or strongly agreed” the city’s overall housing stock is well maintained, while 62.6% “disagreed or strongly disagreed” with that statement. Specifically, abandoned or vacant properties - those that result in health and safety concerns - were a major concern of survey respondents. 90.9% of respondents “agreed or strongly agreed” the city needs to address abandoned properties.



Downtown Building Restored as Senior Housing

## GOALS

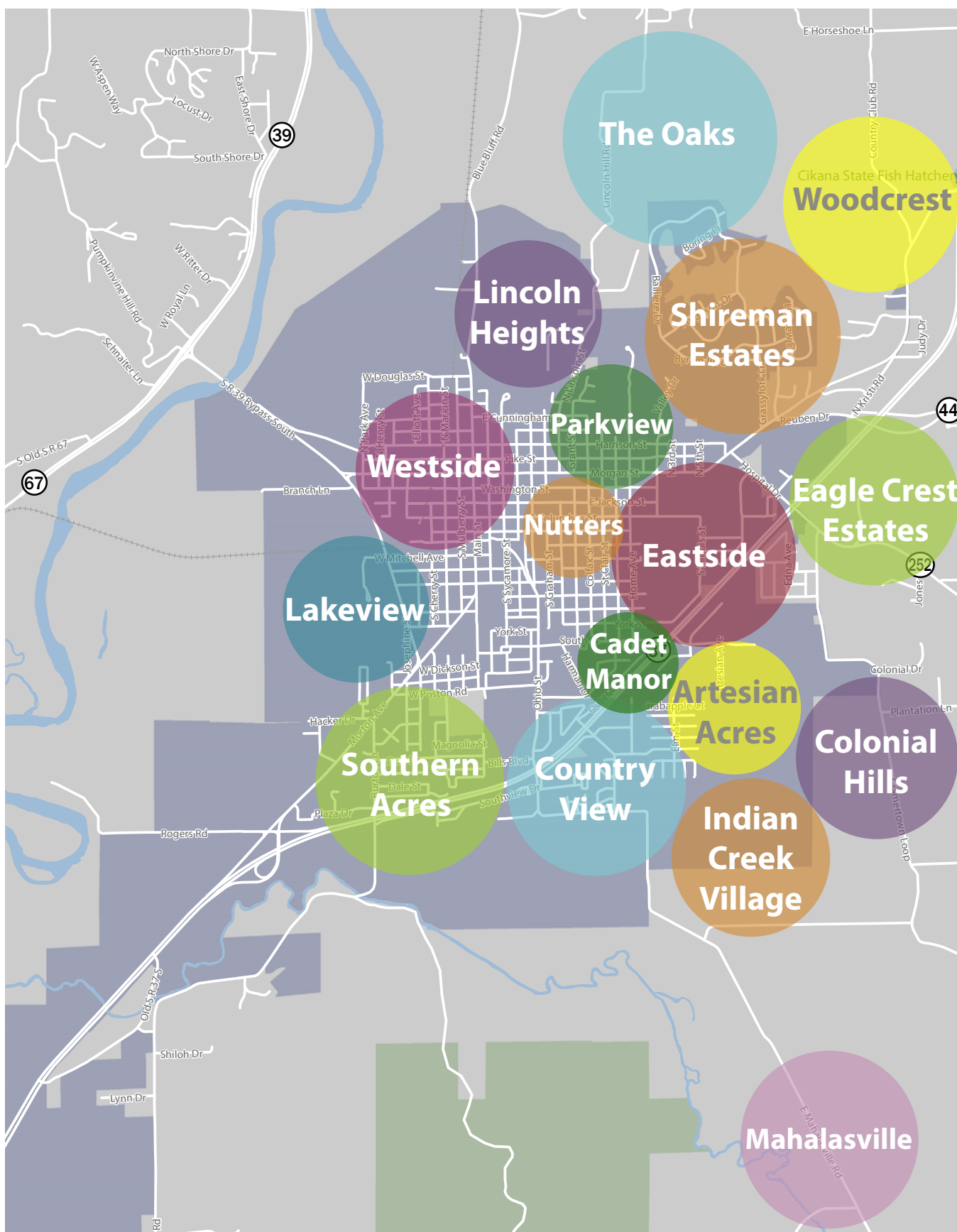
### GOAL #1: REINVEST AND REVITALIZE TRADITIONAL NEIGHBORHOODS

There are many important benefits of reinvestment in the core neighborhoods surrounding downtown Martinsville. Without attractive areas within the core of the city, people will often choose to live in newer developments just outside the city’s corporate boundary or the outlying areas of Morgan County. Development around the perimeter of the city requires extension of new infrastructure that the city is ultimately responsible for upgrading and maintaining. Local services such as fire and police must serve a greater area, meaning higher costs for those services. As a city turns its attention to maintaining newer areas, it often find there is not sufficient funding to reinvest in existing areas of the city.

In contrast, cities have found that if they reinvest in their traditional neighborhoods first, they will reduce the cost of infrastructure and services, spur private reinvestment, reduce crime and ultimately increase the tax base in a sustainable manner. Steps that can be taken to reinvest in traditional neighborhoods include:

- City sponsored “clean up days” to reduce the trash and debris in neighborhoods.
- Invest in street and sidewalk reconstruction projects in targeted areas to increase neighborhood pride and reinvestment.
- Establishment of neighborhood groups to help coordinate small scale, block-by-block clean up campaigns.
- Public/Private partnerships to drive reinvestment in targeted areas
- Complete an evaluation of core neighborhoods and establish reinvestment priorities.

**FIGURE 6.2: EXISTING MARTINSVILLE NEIGHBORHOODS**



Source: HWC Engineering

## **GOAL #2: STRENGTHEN HEALTH AND SAFETY BUILDING CODES**

Similar to reinvesting in neighborhoods, it is equally important residential properties are maintained to protect the health and safety of occupants. Unsafe residences not only create a safety concern, but can also reduce property values in neighborhoods. The city could pursue Indiana Housing and Community Development Authority (IHCD) subsidized grant and loan programs for home repairs/remodeling to spur private reinvestment.

## **GOAL #3: RECOGNIZE AND BUILD ON MARTINSVILLE'S NEIGHBORHOODS**

As illustrated in Figure 6.2, there are several distinct neighborhoods in Martinsville defined by multiple variables including the age and architectural features of the homes, historic designations, natural features such as creeks and floodplains and man-made features such as highway and road corridors.

Most of these neighborhoods lack formal boundaries and do not have any organization or association to promote the neighborhood and be a voice in city government. Neighborhood schools and historically significant landmarks are often good anchors upon which to build neighborhood identities. The city also has an opportunity to encourage these types of associations and neighborhood organizations. Once boundaries are defined and neighborhood associations in place, additional efforts including neighborhood identity signage and marketing efforts could be initiated to bolster and strengthen Martinsville's neighborhoods.

While the city can spearhead efforts to formally recognize these neighborhoods, the neighborhoods and associations in turn could partner with the city to undertake several of the goals and objectives identified in this plan.

## **GOAL #4: INCREASE THE AVAILABILITY OF AFFORDABLE AND WORKFORCE HOUSING**

Since the completion of the previous comprehensive plan in 2017, the demand for affordable housing in the community has only increased. The explosion of home sales prices that Martinsville and most of the nation has experienced over the last two years has only exacerbated the issue. As a result, this lack of for-sale housing inventory has led to an increase in the cost to rent as well. These factors create a greater need for housing that is affordable for working class

families in the community. There is also a need for subsidy programs to help fund affordable workforce housing. The city should partner with local housing advocates and State agencies to increase the availability of, and funding for, affordable housing options in Martinsville.

Creating and maintaining affordable housing in Martinsville could take on a number of forms including new single-family home construction, weatherization programs to existing homes to reduce utility costs, new "missing middle" housing in traditional neighborhoods, or rehabilitation of the upper floors of commercial building in the downtown into apartments. Whichever strategy or combination of strategies is pursued, the city should have an integral part in creating housing for residents of all income levels.

From a regulatory standpoint, the city could expedite the permitting process, offer density bonuses, or reduce or waive development fees for affordable housing projects. The city should also review its residential zoning classifications and update as needed to allow for slightly increased densities where appropriate. In new residential development proposals, the city could offer various incentives to builders who set aside a certain percentage of new units designated as affordable units for qualified home buyers or renters. The city could also partner with affordable housing organizations to apply for CDBG or HOME funds to reduce housing costs



Ken-Mar Apartments Affordable Senior Housing



(construction costs, downpayment assistance, etc.), repairs to existing homes, or pursue Low Income Housing Tax Credits (LIHTC) for qualifying projects.

## **GOAL #5: ATTRACT NEW AND DIVERSE HOUSING INVESTMENT**

With the completion of I-69 through the community and the reduced commute time between Indianapolis or Bloomington, Martinsville is likely to see increased housing demand. Martinsville will be unable to support growth strictly with its existing housing stock. Rehabilitation and revitalization efforts provide opportunities to increase the attractiveness of existing housing within the core of the city. However, some homes may have deteriorated to the point feasible rehabilitation is no longer an option. In fact, vacant lots exist where homes were demolished, leaving behind gaps along residential streets. New (infill) housing that complements the scale, character and density of existing homes in the neighborhood will be needed to fill in these gaps.

Development and infill in existing neighborhoods should be a priority for residential development. New residential development should also be focused in areas where existing utilities and other infrastructure can support such development. Although these developments may be primarily residential, they should also include a variety of densities and product types. Pressure may exist in the future to develop previously undeveloped land, some of which may be on steep slopes or in floodplains. Residential development may be considered for these areas, but only when approached in a manner that protects the surrounding neighborhood and minimizes impacts to the natural environment. Conservation subdivisions are a potential approach to use in these areas. A key feature of conservation subdivisions incorporates development standards that preserve as much of the natural setting as possible such as wetlands, steep slopes and floodplains, while minimizing stormwater run-off.

By encouraging diversity in the housing stock, Martinsville is casting a wide net for those who may consider moving to the city. Martinsville can offer the ability for someone to live in the country, in the suburbs, or in historic urban neighborhoods, all while enjoying the benefits of a small city.



Examples of diverse housing types in Martinsville



## OVERARCHING GOAL:

Ensure adequate transportation networks and infrastructure are provided throughout the city to support desired development and quality of life investments.



# 7

# TRANSPORTATION AND UTILITIES



This page intentionally left blank.

## TRANSPORTATION INTRODUCTION

This section describes Martinsville's existing transportation system and provides an assessment of key issues. The key issues were determined from those priorities identified in the 2017 Comprehensive Plan and, to a lesser extent, the 2016 I-69 Economic Development Plan.

### SUPPORTING DOCUMENTS

Several supporting documents were reviewed in the process of creating this comprehensive plan update including:

- The 2035 Indianapolis Metropolitan Planning Organization (MPO) Long Range Transportation Plan
- 2019 Morgan County Comprehensive Plan
- 2019 Morgan County Thoroughfare Plan
- 2016 Indianapolis MPO Regional Bikeways Plan
- The 2016 Central Indiana Transit Plan
- 2020-2024 INDOT Statewide Transportation Improvement Plan (STIP)



State Road 44 Overpass/Interchange at I-69

## EXISTING TRANSPORTATION CONDITIONS

Construction of I-69 began in Evansville with a groundbreaking ceremony in July 2008 with the first segment opening to traffic in 2009. I-69 construction continued with the upgrade of SR 37 to interstate standards just south of Bloomington and continued north through Martinsville (Section 5). With the completion of this section of I-69 through the city in 2021, Martinsville's connection to the region has increased significantly. In addition to I-69, the city is now connected to the region via several highways or state roads including:

- State Highway 44
- State Road 39
- State Road 67
- State Road 252

The biggest impact on Martinsville's transportation network was Section 6 of the I-69 corridor through the community. Planning for the impacts of I-69 on Martinsville began with the Morgan County SR-37 / SR-144 Corridor Plan in 2010. The Corridor Plan was written concurrently with the 2010 comprehensive plan and provided specific recommendations at a smaller scale level than previous community plans. The final section of I-69 (Section 6) is currently under construction and will convert SR 37 to interstate standards from SR 144 north of Martinsville to I-465 in Indianapolis.



INDOT I-69 sections 5 & 6

Source: [www.in.gov/indot/projects/i69](http://www.in.gov/indot/projects/i69)

## RECENT STREET IMPROVEMENTS

Since the completion of the 2017 Comprehensive Plan, the city of Martinsville has proactively undertaken a number of transportation improvements precipitated by construction of I-69. Below is a brief overview of some of these roadway improvements:

### Cramertown Loop Road

Improvements to Cramertown Loop Road between Grand Valley Boulevard and SR 252 were completed by INDOT in 2022. With new interstate interchanges at SR 252 and Ohio Street, improvements to Cramertown Loop Road were essential to provide southern access to Grand Valley Boulevard and new residential development to the south.

### South Street/Grand Valley Boulevard

The new I-69 overpass at Ohio Street/Grand Valley Boulevard provides a critical connection between the east and west sides of the city. In order to ensure this connection functions as intended, construction is underway to improve South Street between the I-69 overpass and Ohio Street.

### Artesian Avenue

On the east side of the interstate corridor, Artesian Avenue was constructed by INDOT and extends south from Grand Valley Boulevard to Cramertown Loop/ Mahalasville Road/ Ohio Street to improve access to new residential development.

### Ohio Street

Throughout multiple planning efforts, the Ohio Street corridor has been a critical thoroughfare for the city. Street improvements along Ohio Street between Poston Road and the Garfield Roundabout are currently in the design phase, and construction is scheduled for 2023. As a direct link between the I-69 interchange and downtown Martinsville, Ohio Street has great potential as a gateway to the city. Improvements to the corridor between I-69 and Morgan Street will incorporate signage, landscaping and urban design features to create a visually appealing corridor for motorists entering the city. INDOT also upgraded Commercial Boulevard (east of I-69) as part of the Ohio Street interchange work associated with I-69 construction.

## ROADWAY CLASSIFICATION DEFINITIONS (FHWA)

The Federal Highway Association (FHWA) defines functional classification designations based on the priority of mobility for through-traffic versus access to adjacent land. In other words, streets are designed along opposing continuums to either connect to destinations or to carry through-traffic. Other important factors related to functional classification include access control, speed limit, traffic volume, spacing of routes, number of travel lanes and regional significance.

**Interstates** such as I-69, are the highest classification of roadway. They prioritize mobility and have extremely limited access. Interstates are high speed, high volume and have statewide or national significance. They are planned and maintained by state authorities with federal oversight.

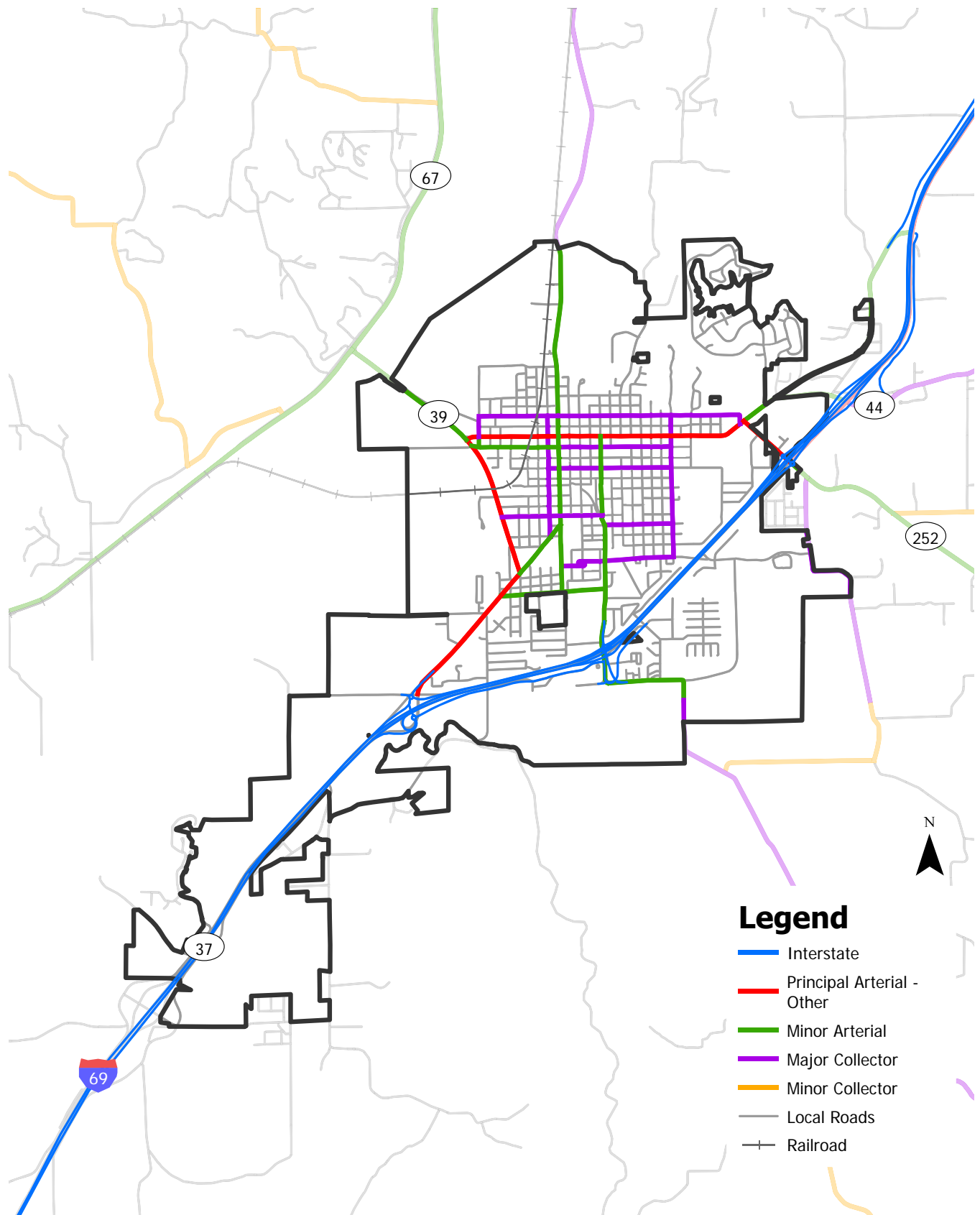
**Other Freeways & Expressways** look very similar to interstates, but without the interstate designation. These have regional or statewide significance.

**Principal Arterials** carry high volumes of regional traffic. They serve major cities from multiple directions, while in rural areas they provide connectivity between cities such as Martinsville and Indianapolis. Arterials provide direct access to adjacent land but may limit the number of intersections and driveways in order to give higher priority to through-traffic. Principal arterials are typically spaced at one to five miles in suburban areas, and farther apart in rural areas.

**Minor Arterials** are similar to principal arterials, but are spaced more frequently and serve trips of moderate length. Spacing of minor arterials is one to three miles in suburban areas and less in rural areas. Minor arterials connect most cities and larger towns and provide connectivity between principal arterials. SR 252 east of Martinsville is an example of a minor arterial.

**Major Collectors** gather traffic from the local roads and connect them to the arterial network. They provide a balance between access to land and corridor mobility. Major collectors provide connectivity to traffic generators not already on the arterial system, such as schools, parks and major employers. Harrison Street is an example of a major collector.

**FIGURE 7.1: EXISTING INDOT FUNCTIONAL CLASSIFICATION MAP**



Source: HWC Engineering

**Minor Collectors** are similar to major collectors, but are used for shorter trips. They provide traffic circulation in lower-density developed areas and connect rural areas to higher-class roadways. Bain Road west of SR 67 is an example of a minor collector.

**Local Roads** make up the largest percentage of roadways in most networks. Their primary function is to provide access to land. Trips are short, lower speeds prevail, and cut-through traffic may be discouraged. All remaining roads that are not arterials or collectors are considered local roads. Local roads are not part of the system of roads that is eligible for federal funding, in most cases.

With its proximity to major cities such as Bloomington and Indianapolis, Martinsville will gain connectivity regionally. This will likely spur development opportunities and enhance the economic climate. It is important to consider how local roads will be impacted by recent improvements related to I-69. Some road classifications may change to reflect increased traffic and the specific role a street now plays in the larger street network. While the city has minor street standards, it is recommended the city adopt more detailed standards specifically for ROW acquisition for not just residential roadways, but collector and arterial roadways as well.

## MULTI-MODAL TRANSPORTATION SYSTEMS

Currently, there are limited public transit options available in Martinsville or Morgan County. Morgan County CONNECT is the only county-wide transit system that provides transportation services to residents of Morgan County despite their age, handicap or mobility. This on-demand service is offered on weekdays and by reservation only. Martinsville should determine whether there is public interest in expanding public transportation. If there is public support, especially for commuter service to Indianapolis, the city should work to ensure they have a voice in future planning efforts, such as the Central Indiana Transit Plan.

Though the city is currently not in the planning boundaries of the Indianapolis Metropolitan Planning Organization (MPO), portions of the county are. As urbanization trends continue and transportation patterns evolve, the city will likely become part of the MPO's planning boundary in the future. In the interim, the city should look into participation with the MPO as a non-voting, information only member

of the Indianapolis Regional Transportation Council, which would allow Martinsville to become familiar with the MPO's processes and priorities.

Greyhound bus service and Amtrak trains are available to Martinsville residents but are based out of Indianapolis. Martinsville has two private airports – Milhon Airport and McDaniel's Field – while the nearest commercial airport is Indianapolis International Airport.

## SIDEWALKS AND MULTI-USE TRAILS

The existing streets in downtown Martinsville have sidewalks for pedestrian use. Several of these sidewalks are deteriorating due to age, with some dating back to the Work Projects Administration (WPA) of the late 1930s and early 1940s. In addition to the downtown area, there are also sidewalks within recent residential developments.

Morgan County is working with regional partners to create a multi-use trail system for bikes and pedestrians along the White River. Plans are currently underway at a regional level to develop the White River as a 21-mile recreational corridor proposed in the White River Vision Plan. This regional trail network is envisioned to extend from Johnson County near Waverly and into Morgan County along the White River with a trail spur potentially continuing to Burkhart Creek County Park, and another passing through Martinsville and continuing south to Morgan-Monroe State Forest. From Morgan-Monroe, plans



Example of Downtown Sidewalk in Need of Repair



call for this trail segment to connect to the 140-mile Knobstone/Tecumseh Trail network. A conceptual map of this trail route is provided in Figure 7.2.

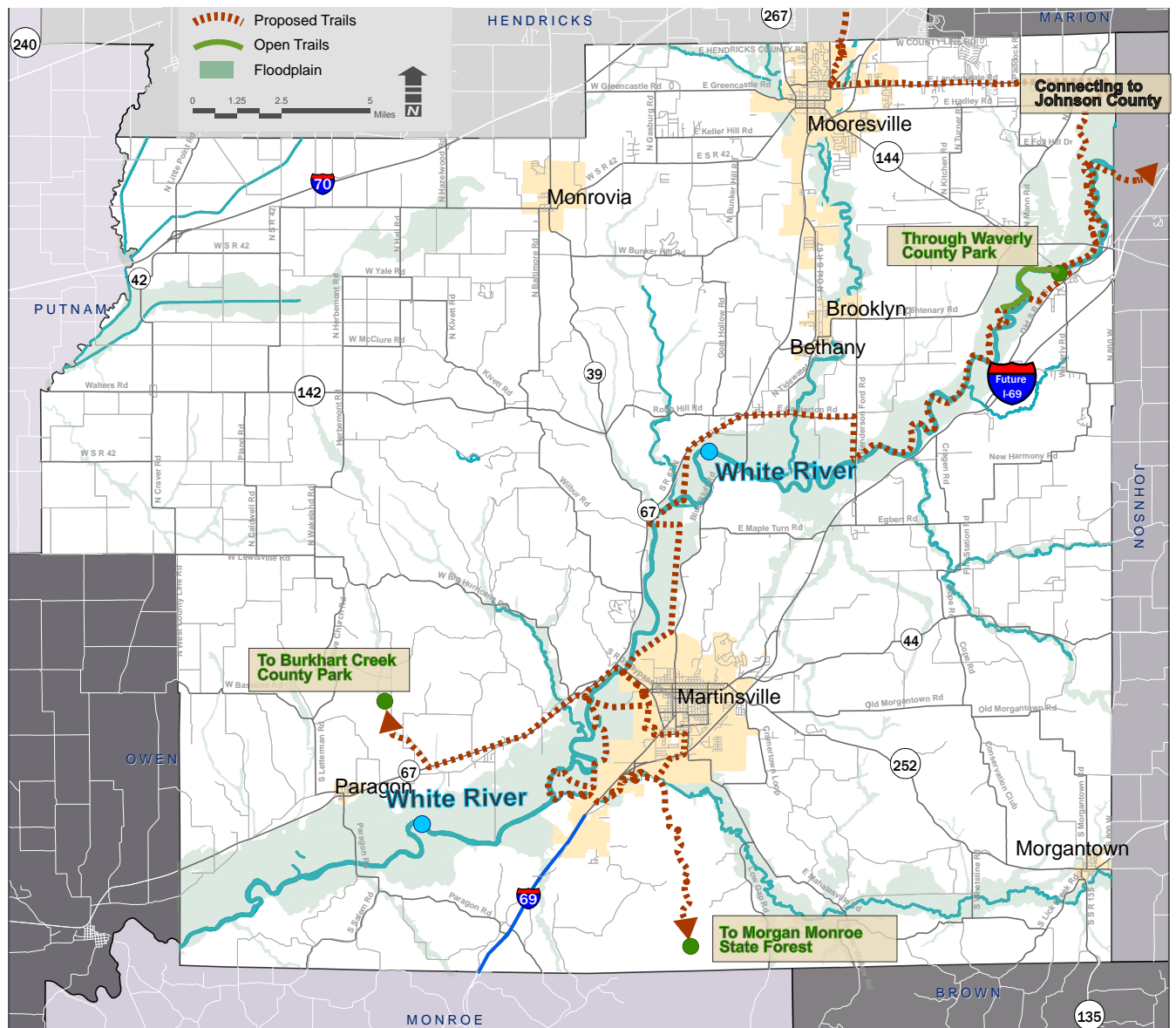
Because this proposed trail route through Martinsville has not been determined, the city should develop a plan for determining its portion of the trail network through the community. Ultimately, it is recommended that this be determined as part of a city-wide bicycle and pedestrian master planning effort as noted in Goal #2 on the following page.

## COMMUNITY FEEDBACK

As noted earlier, the impetus for the comprehensive plan update centered on the construction of I-69 through the city. The interstate will not only improve regional access, but it is anticipated the new interchanges will improve access within Martinsville. Approximately 50% of survey respondents “agreed or strongly agreed” the (4) I-69 interchanges will improve access within the city. Other key findings in the survey included:

- 43% of respondents agreed/strongly agreed local streets are generally in good shape.
- Just over 60% disagreed/strongly disagreed it is easy/safe to bike or walk in the city.

**FIGURE 7.2: PROPOSED WHITE RIVER GREENWAY**



Proposed White River Trail routes

Source: White River Vision Plan

## TRANSPORTATION GOALS

### GOAL #1: UPDATE THE CITY'S THOROUGHFARE CLASSIFICATIONS MAP.

Changing traffic patterns along local streets as a result of I-69 may warrant changes to the city's thoroughfare classifications map. City officials should work with INDOT officials to evaluate and update classifications for the local street network to reflect current and future traffic demands.

The Future Thoroughfare Map illustrated in Figure 7.3 reflects improvements to the local roadway network based on the I-69 alignment and associated interchanges, along with other traffic demands in the city.

### GOAL #2: DEVELOP A CITY-WIDE BIKE AND PEDESTRIAN PLAN.

Develop a bike and pedestrian plan that inventories the existing trail network, evaluates community needs, and provides recommendations for creating a comprehensive network of sidewalks, multi-use paths and trails. This plan should take into account recommendations in the White River Vision Plan extending a trail segment from the White River, through Martinsville, and continuing south to connect into the Morgan-Monroe State Forest.

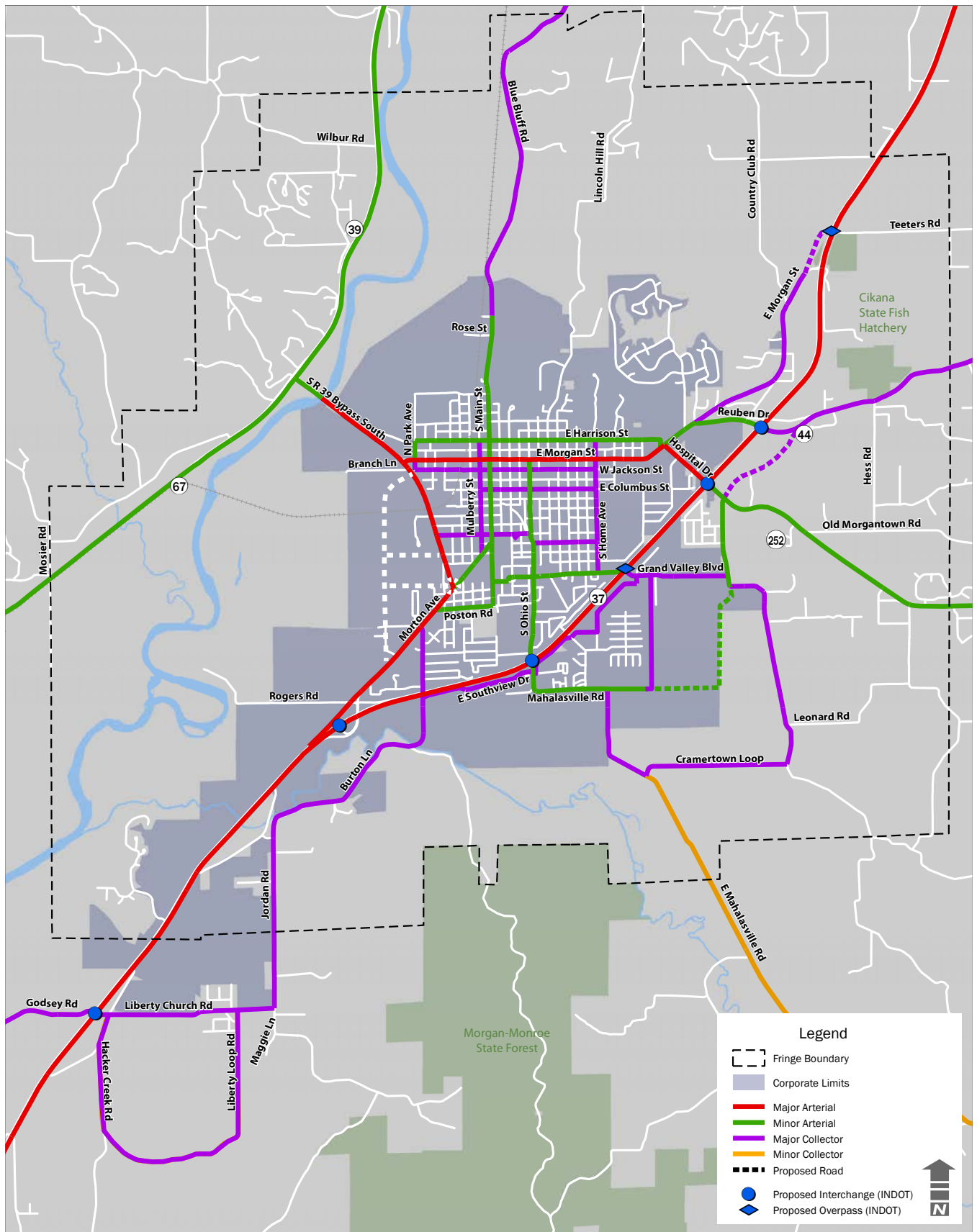
### GOAL #3: CONTINUE TO INVEST IN ALTERNATIVE MODES OF TRANSPORTATION.

The city should continue to upgrade and expand its pedestrian facilities, while also starting to establish new multi-use trails to improve mobility for all residents of all ages and abilities. The city's first priority should be to improve the city's sidewalks to connect neighborhoods, parks, downtown, businesses, or similar local destinations. This includes replacing deteriorated sidewalks and incorporating new sidewalks. A second focus should include establishing pedestrian systems such as multi-use trails within the street rights-of-way or in separate right-of-way.



ADA Compliant Sidewalk.

**FIGURE 7.3: FUTURE THOROUGHFARE MAP**



Source: HWC Engineering

# FACILITIES AND UTILITIES

## INTRODUCTION

Utilities in Martinsville are provided by a combination of public, private, and member-owned entities. In order to focus on the utilities that have the greatest impact on land use, this chapter focuses on water, wastewater, electricity, natural gas and telecommunications utilities. The purpose of this chapter is to provide guidance on the expansion of infrastructure to better serve the community's goals and objectives.

## EXISTING FACILITIES AND UTILITIES CONDITIONS

### City Hall

Martinsville's city offices are housed in the historic City Hall that was built in 1917. Located at 59 S. Jefferson Street, the building contains the Mayor's office and City Council chambers, police department, building services and public works departments.

Currently, a new police station is being built adjacent to the existing fire station, on a site that was previously the clerk's office. There are also plans to construct a new combination police substation/fire station along Artesian Avenue to serve the growing population east of I-69.

### WATER SERVICE

**The Martinsville Water Department** serves approximately 4,500 residents and businesses. These water customers are mostly within the city, though water mains do extend considerably north and south of the corporate limits. Martinsville's water comes from three wells located northwest of the city near the intersection of Cunningham Street and Elliott Street. Wells #6, #7 and #8 each have pumping capacities of 1,400 gallons per minute (GPM). These pumps operate to maintain a system-wide pressure of 60 psi.

Water storage is provided by a 1-million gallon elevated tank off Sycamore Street, a 375,000-gallon standpipe on Lincoln Hill Road and a 1.5-million gallon ground storage tank on Burton Lane. The total storage in the system is approximately 2.9 million gallons, with the system pressure at approximately 60 psi.

The city's current water treatment plant was constructed in 2006. The treatment plant includes chlorine, fluoride, phosphate, and granular activated charcoal. The plant's design flow is 2.2 million gallons of water per day, though typical usage is 1.06 million gallons of water per day. Based on daily usage today, the plant is currently operating at approximately 48% capacity.

**The Painted Hills Utility Company** is a water service provider located east of Martinsville. The utility has approximately 600 customers and an annual average demand of 150,000 gallons of water per day. The utility's water comes from two wells near Cramertown Loop Road with a production capacity of approximately 400,000 gallons of water per day. The system's capacity consists of three ground storage tanks which store 170,000 gallons of water.

**Mapleturn Utilities** is a non-profit company that provides both water and wastewater services to an area north of Martinsville between SR-37 and Blue Bluff Road. The water system consists of three wells that have a total production capacity of 1.08 million gallons of water per day, provided that wells run 24 hours/day. The storage in the system is provided by a 180,000 gallon ground storage tank. The utility has approximately 610 water customers, who use an annual average of 125,000 gallons of water per day. Water usage varies by season.

**Morgan County Rural Water** is a non-profit cooperative that has a service area of approximately 148 square miles in western Morgan County. The utility serves west of SR-67, and a portion of the service area is within the two-mile fringe of Martinsville. The system was originally built for rural residential customers, so many of the mains are small in diameter and cannot provide fire flow. In other areas of the system, especially to the north near Interstate 70, there are large diameter mains and an interconnect with Indianapolis Water.

### STORMWATER

Martinsville collects and conveys stormwater through a collection system that ultimately discharges to the White River and local streams. In recent years, the Environmental Protection Agency (EPA) has worked to improve the quality of stormwater discharged by municipalities by designating and regulating



municipal separate storm sewer systems (MS4s). Martinsville is designated as an MS4 entity.

As an MS4 entity, municipalities must create a program that establishes best management practices (BMPs) and measurable goals to meet six “minimum control measures.” The minimum control measures are:

- Public education and outreach
- Public participation/involvement
- Illicit discharge detection and elimination
- Construction site runoff control
- Post-construction runoff control
- Pollution prevention/good housekeeping

In order to meet the requirements of the MS4 program, Martinsville has been permitted under the MS4 program and therefore has established control measures/standards. By creating this stormwater utility, the city can identify and assess needed stormwater improvements and levy fees for the use of the stormwater system. This funding mechanism allows the city to generate revenue to fund needed improvements to stormwater systems and manage the MS4 program.

## **SANITARY SEWER SYSTEM**

The majority of the properties in the Martinsville corporate limits are served through the city’s sanitary sewer system. Sanitary sewers also extend slightly north of the corporate limits. Further north of the city, but south of the White River, the non-profit utility Mapletown Utilities provides sanitary sewer service. The remaining areas outside of the corporate limits are served through individual septic systems.

The sanitary sewer system consists of both gravity sewers and force mains. There are two main lift stations which pump flows to the plant. The first lift station, Centerfield, collects sewage from the south, east and northeast portions of the city with the main interceptor running along I-69. The size of this interceptor is as large as 30” in diameter. Martinsville’s second lift station, Mitchell, is located on the western part of the city just off SR 39. It has two interceptors of 14” and 18” in diameter that collect sewage from the center portions of downtown and also extend to the west and north. There is a third and much smaller lift station which pumps flow to the plant from a subdivision south of the city, Legendary Hills. The city has a total of 14 lift stations to serve

areas that cannot be served by gravity sewers.

Over the last several years, the sanitary sewer system has had problems of inflow and infiltration (I/I) into the collection system. This results in large flows going to the treatment plant during substantial rain events. In order to reduce I/I, the city performed a Sanitary Sewer Evaluation Study (SSES) in 2021. Since then, numerous I/I reduction projects have been completed, including pipe lining in 2022.

The city’s wastewater treatment plant (WWTP) was originally built on the present site in the late 1950’s and has seen two significant upgrades. The most recent upgrade to the WWTP was in early 2007. The project was initiated to meet new ammonia requirements and increase the peak flow capabilities of the plant. These improvements to the WWTP put it in a good position to serve future development.

The WWTP is rated for an average daily flow design of 2.2 million gallons per day (MGD) and a peak treatment capacity of 6.2 MGD. MGD’s available from 2016, and the first three months of 2017, indicate that the influent flow averaged 1.06 MGD, operating at 48% capacity. The peak flow sent to and treated during that time was 2.21 MGD.

A pre-treatment facility that removes trash, sand, gravel and other grit materials prior to biological treatment was incorporated as part of the plant’s most recent expansion. The biological process includes an extended aeration activated sludge process with circular clarifiers. In 2022, the WWTP completed a state mandated phosphorus removal process. The final effluent is treated with UV disinfection. Solids that are removed by clarification are processed with aerobic digesters and then sent to a belt press for further dewatering.

A \$3 million investment for water and sewer expansion is currently underway. These efforts will



extend the utilities to new residential areas in the eastern parts of the city.

### MAPLETURN UTILITIES

Mapleturn Utilities is a non-profit company that provides water and wastewater services to an area north of Martinsville. In terms of wastewater services, the utility has approximately 600 customers, with a daily production of approximately 140,000 gallons per day. The wastewater treatment process is an extended aeration model, and has a design flow of 250,000 gallons per day.

### SEPTIC SYSTEMS

Most areas outside Martinsville's corporate limits are served by private septic systems. The permitting of new septic systems and investigation of septic system failure is the responsibility of the Morgan County Health Department. Properties along lakes or ponds can be difficult to provide safe septic service.

### ELECTRICITY

Electric service in Martinsville is provided by Duke Energy. The area outside Martinsville is served by South Central Indiana REMC.

### NATURAL GAS

CenterPoint Energy serves Martinsville and the outlying areas.

### TELECOMMUNICATIONS

High-speed fiber optic lines and service is provided by multiple suppliers throughout Martinsville.

Martinsville is entering into a contract with AT&T to provide fiber internet service to 100% of the city by 2024.

## COMMUNITY FEEDBACK

Relative to city utilities and services, improved handling stormwater and drainage were the top priorities noted in this section of the survey. 87.5% of respondents "agreed or strongly agreed" improved drainage should be a priority in new residential development, and just over 91% believed drainage should be a priority in existing/developed areas of the city. Respondents also strongly approved (81.6%) of the city upgrading existing utilities and services to encourage reinvestment in existing development. As noted below, improved communication by city officials was noted as a high priority. Additional findings related to municipal services included:

- Just over 64% of respondents agreed/strongly agreed local government decision-making should be more transparent.
- Only 26% believe city officials and departments effectively communicate information to the public.
- Approximately 72% agreed/strongly agreed that municipal buildings are conveniently located and accessible.



Morgan County Courthouse

## FACILITIES AND UTILITIES GOALS

### GOAL #1: EVALUATE AND INVEST IN QUALITY PUBLIC FACILITIES

Martinsville's public buildings serve a number of functional uses and house critical services and personnel. From City Hall, to the fire and police stations, to various department building, these buildings must be located and designed to enhance the surrounding areas and be easily accessible to all city residents. City leaders should be vigilant in ensuring existing and future buildings are functional for employees, provide a sense of community pride, and reflect quality design.

### GOAL #2: PLAN FOR FUTURE UTILITY SPACE IN NEW MAJOR CORRIDORS

Major corridors should require a specific right-of-way width or set aside a dedicated easement for future infrastructure and/or utilities in the public right-of-way. The right-of-way/easement width will depend on the type of road being built, but it should typically include enough room for the road, sidewalk or bicycle facilities, standard utilities, and newer technologies such as fiber optic cable.

### GOAL #3: UTILITY FUNDING

Funding for public utility improvements typically comes from two sources: user rates or economic development funds. Existing utility maintenance or upgrades is normally completed with revenue received from user rates. One example is improvements to the Martinsville wastewater treatment plant, which were financed by sanitary sewer rates. Conversely, the extension of new utilities is often executed utilizing economic development funds.

A common source of economic development funding for municipalities is Tax Increment Financing (TIF) districts. Martinsville has designated redevelopment areas as TIF districts to allow future gains in tax revenue to be used toward payment of the improvements that created the opportunity for those initial gains.

### GOAL #4: INFRASTRUCTURE MASTER PLAN

Throughout the U.S., many municipalities struggle with the ongoing repair and maintenance costs of aging infrastructure. Martinsville is no exception. The flooding that occurred during the summer of 2008 exposed the magnitude of these infrastructure concerns. While significant investments have been made to the community's water supply and wastewater treatment capacity, significant infrastructure work remains to address the community's sanitary sewer collection system, streets, sidewalks and related utilities. The \$1 million per year the city has set aside to address needed sidewalk repairs will make a significant impact, but a more coordinated and long-term plan for other infrastructure projects is needed. To prioritize community needs and complete improvements in a systematic fashion, it is recommended the city prepare and implement an infrastructure master plan and associated Capital Improvements Plan (CIP). The master plan should include an inventory of existing infrastructure, plans for repair/ replacement of existing infrastructure, and a plan for future utility extensions.

This page intentionally left blank.



## **OVERARCHING GOAL:**

Preserve and protect the environmental assets in and around Martinsville, especially floodplains and steep slopes.



# 8

# **ENVIRONMENT AND NATURAL RESOURCES**

This page intentionally left blank.



## INTRODUCTION

Issues of sustainable development, livability, walkability, context sensitive design, smart growth and quality of life pervade today's conversations about our communities. These terms have become an integral part of planning policy and community development not because it is a trend, but because these issues have become increasingly important to the way each of us lives, works and plays.

There is a growing public interest in planning, designing and building our communities in a more thoughtful, careful and sustainable approach. Taking such a holistic approach to community development influences how we design our streets for multiple modes of circulation, the design and location of public places, and how buildings are built today. The need to re-examine how we approach design and development in our communities is due in large part to the significant impacts of sprawl and development on the health of the planet and on the health of people.

This chapter addresses the environmental aspects of sustainability related to natural resources in and around Martinsville, starting with an inventory of the variety of natural features in the city. The land use policies outlined earlier in this comprehensive plan seek to balance the protection of these natural features with Martinsville's desire for growth and development.

## EXISTING NATURAL FEATURES

As illustrated in Figure 8.1, Martinsville is surrounded by a number of natural features including the White River and its riparian area, abundant woodlands and other natural features. The city should take practical steps to protect and preserve these features for future generations. In fact, according to the USDA's Forest Service, an estimated 6,000 acres of open space are converted daily to other uses in the United States. Urban and suburban expansion often result in the loss of woodlands, grasslands, and other natural areas.

### RIVERS, LAKES AND STREAMS

The White River lies west of Martinsville along SR 67. It is listed as an Outstanding River by the Indiana Department of Natural Resources Division of Outdoor Recreation and the Natural Resources Commission. An outstanding river is a body of water that has particular environmental or aesthetic interest.

There are also several small lakes and streams throughout Martinsville as well. One of them, Indian Creek, runs south of Martinsville and discharges into the White River at the southwestern area of Martinsville's city limits.

### FLOODPLAINS

The largest floodplain affecting Martinsville is the White River floodplain west of the city. Smaller floodplains surround the many streams located throughout the area, including the Indian Creek floodplain south of the city.

Intense flooding in Martinsville in June of 2008, and increasing storm events provided evidence of the need to protect and manage floodplains more effectively. During the 2008 flood, the White River extended well beyond its 100-year floodplain, and impacted some areas even outside the 500-year floodplain. In the wake of this flooding, parts of Morgan County and communities such as Franklin implemented property buy-back programs to remove structures from floodplains and convert susceptible areas to park space. In addition to the existing levee northwest of the city (north of SR 39), Martinsville is working with State and Federal officials to develop a second levee south of SR 39 to improve flow characteristics in an effort to reduce the floodplain area and protect more areas of the city from future floods.

## **WETLANDS**

According to the National Wetland Inventory, there are several wetlands throughout Martinsville, with many adjacent to streams and lakes. The National Wetland Inventory is a guide illustrating where wetlands can occur. If wetlands are suspected in an area to be developed, a wetland delineation must be performed by a wetland consultant to determine whether a wetland exists on a specific site.

Natural wetlands offer a number of useful functions not only for the natural environment, but for built environment as well. In addition to providing recreational opportunities to people, wetlands provide essential habitat to many threatened and endangered species and can mitigate flooding threats. Wetland plants filter pollutants from the water that flows through them. This natural process results in surface and drinking water that is cleaner and safer not only for nearby residents, but for animals too. Wetlands also protect nearby communities from floodwaters because they absorb and slowly release the water, prevent erosion of stream banks, and recharge underground aquifers that often provide the drinking water those same communities rely on.

## **GROUNDWATER**

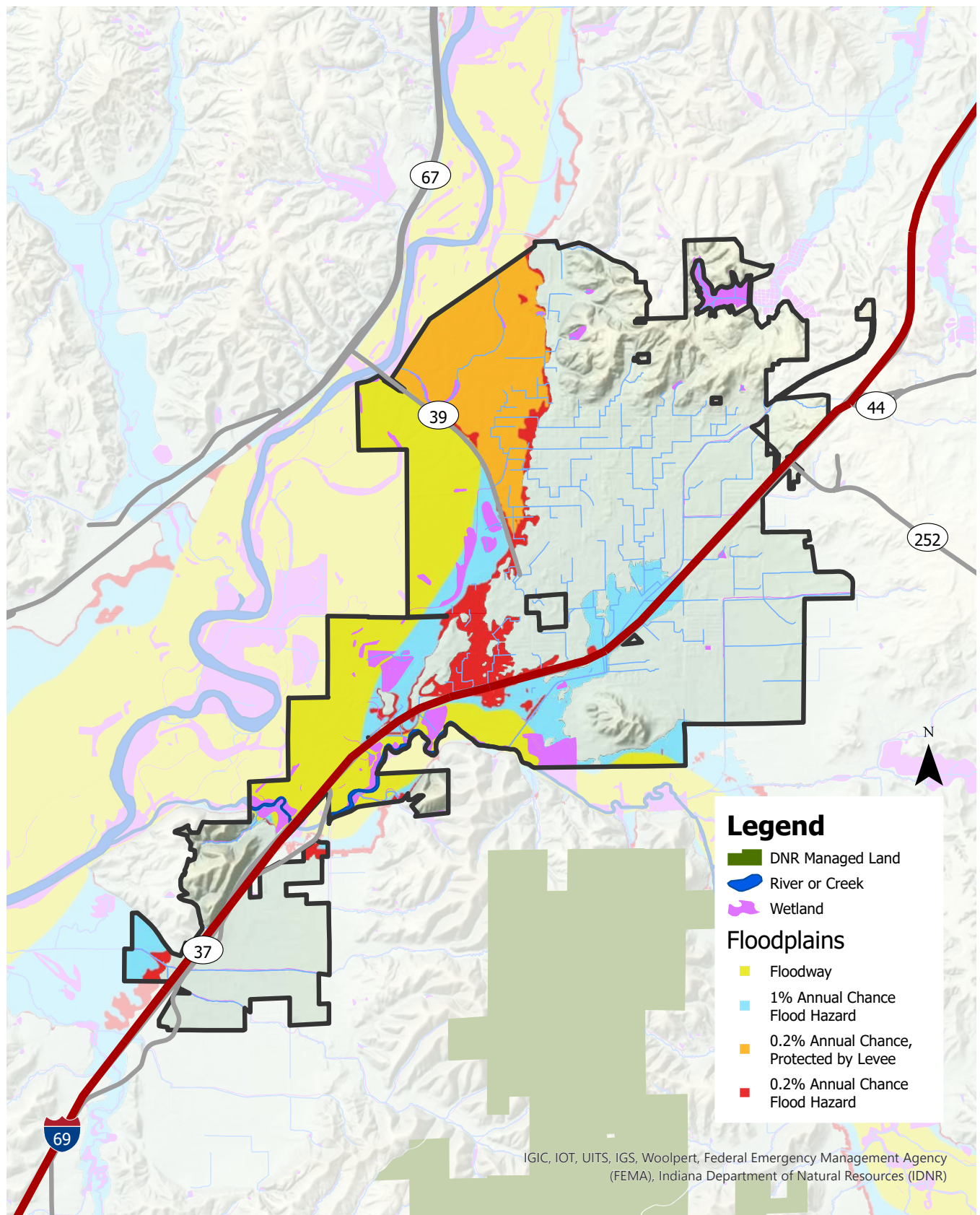
Groundwater is an important source of domestic drinking water in the area. Several public water systems serve the Martinsville area, and each has a wellhead protection plan to identify potential contamination sources for the drinking water (groundwater) and to develop a contingency plan if contamination should occur. Each wellhead protection plan designates a Wellhead Protection Area, which is an area surrounding the water system's source wells where certain activities are restricted in order to protect the water supply. Wellhead Protection Areas for smaller water supplies are typically a fixed radius surrounding the source wells. For larger water supplies, the Wellhead Protection Areas are non-uniform shapes that are determined by the groundwater flow in the area.

Martinsville maintains a policy that forbids certain land uses within a wellhead protection area that could result in contamination of the water supply. This policy should be continued into the future.

## **STEEP SLOPES**

Southcentral Indiana and Morgan County is known for its rolling hills and intact woodlands. Portions of Martinsville and areas adjacent to its city limits are no exception, containing many areas with steep, forested slopes. These steep, forested slopes are not only an environmental resource, but the hillsides also provide for scenic views that are a key part of the character of the community.

**FIGURE 8.1: WETLANDS, FLOODPLAIN AND TOPOGRAPHY**



Source: HWC Engineering

Construction on steep slopes or hillsides often requires alteration of the slope, especially where changes in the visual character of the site may occur and where slope instability, erosion, and/or drainage problems may result. Often, steep slopes likely contain native plant communities suited to such natural conditions, which could be lost if the natural grade is altered. Improper grading can change the natural flow of surface water and may cause flooding either on the site or on surrounding properties. Excessive grading can also alter the groundwater level, which may cause the slow death of trees and ground cover, and in turn destroy wildlife habitat.

## **WILDLIFE HABITAT**

Woodlands, caves, agricultural land, wetlands, lakes and streams serve as habitat for a variety of animals and plants. When these areas are disturbed by development or other human activities, animal and plant populations living in these areas can suffer. The Division of Nature Preserves publishes a list of threatened and rare species by county in Indiana. The list for Morgan County includes many mollusk and bird species, as well as some fish, amphibians, reptiles, insects, mammals, and plants. The specific location of these and other endangered species is kept confidential in order to protect such species.

## **SUSTAINABLE DEVELOPMENT**

Since development in general is one of the largest threats to Martinsville's natural resources, the city needs to make every effort to direct development in a manner that preserves and enhances those resources. In past years, a goal of "do no harm" was a guiding principle relating to environmental concerns. Today's sustainability movement has encouraged communities to go further to repair past damages - and work to rebuild and enhance the natural environment. As a result, development standards are being redefined in communities throughout Indiana and the nation to not only protect what exists, but to also improve the natural environment. Such efforts include building sustainable, energy-efficient buildings, restoring native habitat, reducing stormwater runoff, and containing non-point source pollution on-site among other measures.

Implementing sustainable practices does not necessarily require writing new ordinances. One of the most basic steps Martinsville can take is to be more thorough in development plan reviews. The simple step of reviewing site and building plans before construction begins is a first step in identifying potential environmental impacts so that efforts can be made to update plans to meet those requirements. Other incentives to encourage sustainable development the city can offer includes reduced permitting fees, expedited reviews or similar incentives for projects that meet recognized environmental development standards

The LEED (Leadership in Energy & Environmental Design) is a voluntary green building rating system developed by the U.S. Green Building Council. It is a consensus-based standard for green buildings and neighborhoods to support, certify and publicize successful design, construction and ongoing operations of new development. The city can also lead by example by incorporating sustainable design measures on municipal projects such as government buildings, streets, public spaces, or utility projects.



**FIGURE 8.2: BEST PRACTICES FOR WATERWAYS & FLOODPLAINS**

<b>RIVERS, LAKES AND STREAMS</b>		
<b>ISSUES</b>	<b>SUMMARY</b>	<b>ACTION STEPS (BEST PRACTICES):</b>
<b>Non-point source pollution (pollution from stormwater runoff)</b>	Non-point source pollution results from stormwater runoff moving over the ground. As this runoff moves along the ground, it collects various pollutants – chemicals, animal waste, trash, sediment – and deposits them into bodies of water.	Preserve natural vegetation to reduce stormwater runoff and protect natural habitats. (IDEM Indiana Stormwater Quality Manual)
		Develop ordinances or regulations that require non-point source pollution treatment, such as water quality swales, sedimentation basins, and vegetated filter strips. (EPA National Management Measures to Control Non-point Pollution from Urban Areas)
		Establish limits on impervious surfaces allowed on newly developed lots. (EPA National Management Measures to Control Non-point Pollution from Urban Areas)
		Revise stormwater ordinances to encourage structural Best Management Practice (BMP) devices to reduce pollutants from being discharged off-site.
<b>Agricultural Runoff (pesticides, herbicides, and sediment from agriculture)</b>	This is non-point source pollution as the direct result of runoff from agricultural lands.	Encourage integrated pest management strategies that require the use of appropriate amounts and types of pesticides at times when runoff will be minimal to reduce the amounts of toxic pesticides that get into streams and lakes. (EPA National Management Measures to Control Non-point Pollution from Agriculture)
<b>FLOODPLAINS</b>		
<b>ISSUES</b>	<b>SUMMARY</b>	<b>ACTION STEPS (BEST PRACTICES):</b>
<b>Development within the floodplain</b>	Development within the floodplain results in more areas being susceptible to flooding, and flooding is increased downstream because there is less floodplain area for stormwater storage.	Limit development in floodplains to uses devoted to green space preservation and uses that will limit damages and danger to human lives.
		Support and implement recommendations from the Drainage Task Force/Long Term Recovery Committee.



**FIGURE 8.3: BEST PRACTICES FOR WETLAND & GROUNDWATER**

<b>WETLANDS</b>		
<b>ISSUES</b>	<b>SUMMARY</b>	<b>ACTION STEPS (BEST PRACTICES):</b>
<b>Development of wetland areas</b>	Development pressures for housing, industrial and commercial growth are eliminating wetland areas at an alarming rate.	Encourage preservation and reconstruction of wetlands along riparian corridors and lakes.
		Designate wetlands to be preserved on the zoning map
<b>Non-point source pollution</b>	While wetlands can naturally filter pollutants to a degree, the volume of pollutants impacting wetlands must be managed	See action steps under Rivers, Lakes and Streams.
<b>GROUNDWATER</b>		
<b>ISSUES</b>	<b>SUMMARY</b>	<b>ACTION STEPS (BEST PRACTICES):</b>
<b>Contamination of Public Water Supply</b>	There are many potential sources of groundwater contamination. These can be point sources like industrial discharge, or non-point sources like pesticides from agricultural runoff. There are many methods for protecting groundwater, including structural BMP's, regulatory practices, and public education and outreach.	Continue policy to forbid uses within the wellhead protection area that could result in contamination of the water supply
<b>Non-point source pollution</b>	Non-point source pollution impacts areas sensitive to groundwater contamination, including karst areas, and areas with highly permeable soils.	See action steps under Rivers, Lakes and Streams.

**FIGURE 8.4: BEST PRACTICES FOR STEEP SLOPES & HABITAT**

STEEP SLOPES		
ISSUES	SUMMARY	ACTION STEPS (BEST PRACTICES):
Erosion	Stable slopes help to reduce erosion. When development begins to occur in areas with steep terrain, clearing of vegetation from the slopes can cause extreme erosion to occur. This degrades water quality in surrounding water bodies and further damages surrounding areas.	Enact an ordinance restricting development on terrain determined to be steep.
		Create design standards for developers and property owners to address acceptable land uses for areas with steep slopes.
		Include requirements for preserving existing vegetative cover within steep slopes. The vegetation helps to slow stormwater runoff, minimizing erosion.
Elimination of Scenic Viewsheds	Development on steep slopes threatens to degrade the number and quality of scenic views throughout the county.	Prepare a prioritized inventory of viewsheds within the fringe and the hillsides that are included in each.
		Prepare development standards for priority viewsheds. Development standards should guide and limit development in priority areas. Standards should include development on slopes (regardless of the pitch), development on ridge tops and associated areas that comprise scenic views.
WILDLIFE HABITAT		
ISSUES	SUMMARY	ACTION STEPS (BEST PRACTICES):
Habitat Destruction	As previously undeveloped lands begin to be built up, the natural land cover is cleared, and many wildlife species are displaced.	Utilize cluster development to help keep open space and wooded areas connected to prevent habitat fragmentation.
		Identify environmentally sensitive areas that provide habitat for endangered and threatened species, and avoid extending development in those areas.
		Encourage development on infill areas and redevelopment to prevent the destruction of habitats on undeveloped land. Preserve natural vegetation whenever possible to prevent habitat destruction. Replace native vegetation if preservation is not feasible
Habitat Fragmentation	When development is not continuous, habitats are fragmented, resulting in the relocation or destruction of species.	Utilize cluster development to help keep open space and wooded areas connected to prevent habitat fragmentation.

## ENVIRONMENTAL CONTAMINATION

Unfortunately like many communities across Indiana and the nation, Martinsville is home to an EPA Superfund site. The Pike & Mulberry Streets PCE Plume Superfund site encompasses multiple city blocks and has affected one of Martinsville's municipal drinking water wells. However, the city's water treatment plant operates the necessary filtration and treatment system(s) to properly treat the contaminants, and the drinking water meets all Federal & State requirements. The Superfund site includes both soil and groundwater contamination caused by illegally dumped and mishandled industrial and dry-cleaning chemicals by various companies over the years.

In 2013, the EPA added the site to a list (National Priorities List) of the most contaminated sites in the nation and in 2014, started a cleanup investigation that involved several phases of groundwater and soil vapor sampling to determine the type and extent of the contamination. It was determined that both PCE (frequently used in dry cleaning), and TCE (a common industrial solvent) were present in the groundwater and soils. In March 2021 the EPA announced a \$11.92 million cleanup plan to address the soil and groundwater contamination. This cleanup and monitoring process will take several years to properly treat these underground contaminants.

In June 2022, the U.S. EPA awarded a \$400,300 grant to the city to develop a brownfield site inventory and conduct twelve Phase I site assessments and up to ten Phase II environmental site assessments for designated properties with a history of environmental contamination. A Phase I assessment is essentially a study conducted on a property to determine past uses of the site, and evaluate the likelihood of environmental contamination based on those uses. A Phase II assessment is a more detailed analysis of the site that includes subsurface investigation. This process typically consists of collecting a series of soil, soil gas, and groundwater samples for laboratory testing to determine if current or prior operations/uses negatively impacted the property that resulted in environmental contamination. This process is moving forward, with the EPA and IDEM covering all associated costs.

## COMMUNITY FEEDBACK

Although there were no specific questions in the survey regarding natural features, previous planning efforts revealed the public's interest in preserving the natural features surrounding the city. For example, there was a general consensus to retain the rural/natural setting around the Liberty Church Road area south of the city. Both the 2017 Comprehensive Plan and this plan update stressed the importance of redeveloping or reinvesting in vacant or underutilized sites in an effort to preserve natural areas. One of the land use questions in the survey reinforced this priority. Nearly 86% of survey respondents "agreed or strongly agreed" the city should prioritize redevelopment of vacant/underutilized sites rather than build on undeveloped, or "greenfield" sites.

## GOALS

The following goals and objectives begin to outline some of the fundamental steps Martinsville can take to address these issues. They can also form the basis for future policies and ordinances to guide development in a sustainable manner.

### **GOAL #1: PROTECT LOCAL WATERWAYS AND GROUNDWATER**

The White River and its floodplain have a significant influence on current and future development in Martinsville. The river and its floodplain serve as critical habitat for animals and plants and help to mitigate heavy rain events by absorbing stormwater and letting it recharge the groundwater system.

Limit development in floodplains to land uses devoted to green space preservation and uses that will limit damages and danger to human lives. Continue efforts to identify and clean up contaminated sites that could negatively affect local waterways and groundwater.

### **GOAL #2: PROTECT AND RESTORE MARTINSVILLE'S UNIQUE NATURAL ENVIRONMENT AND OTHER SENSITIVE FEATURES.**

The natural features within and surrounding Martinsville are important community amenities that should be protected and highlighted. It is important that the city develop and execute development policies that recognize these unique features and strive to retain and restore such features to the greatest extent possible. Utilizing cluster development principles can retain open space or contiguous wooded areas to prevent habitat fragmentation. This type of site development still allows the developer to build the same number of housing units, but focuses the built features (homes, streets) and land that contains less-sensitive natural features

The city should also encourage infill development on underutilized or vacant sites in Martinsville to prevent the fragmentation or destruction of habitat in undeveloped, natural areas. This type of redevelopment also makes use of existing utilities and infrastructure, potentially reducing upfront costs to the developer and long-term costs to the city by avoiding extending services further from the city's core.



Rural Landscape Southeast of I-69

This page intentionally left blank.





## OVERARCHING GOAL:

Maintain Martinsville's quality parks and recreational areas, and continue to strategically expand the city's parks, open space and trail network for residents of all ages and abilities.



# 9

# PARKS AND RECREATION

This page intentionally left blank.

## INTRODUCTION

As noted in the Community and Quality of Life chapter, people are choosing to move to communities offering a high quality of life, multiple entertainment opportunities, and convenient access to a variety of recreational amenities. With the establishment of Jimmy Nash City Park in 1947, Martinsville has consistently worked to provide quality recreational amenities to residents and visitors. To that end, the city adopted the 2018-2022 Martinsville Parks & Recreation Master Plan in 2018 to establish relevant goals and guide future recreational opportunities that provide the greatest benefit to parks users. The park and recreation master plan is important not only as a way to plan for future facilities, but it also makes the city eligible for various Indiana Department of Natural Resources grant programs. Due to the increasing role parks and recreation play in community development and quality of life issues, this comprehensive plan update dedicated a separate chapter to address parks and recreational opportunities in Martinsville.

## EXISTING CONDITIONS

The Martinsville Parks Department oversees five parks covering 100 acres serving the residents of Martinsville. These parks include:

- Doris Daily Park
- Victory Park
- Mulberry Street Park
- Walter Martin Park
- Jimmy Nash City Park
- Performance Park and Ampitheater

The department also owns three undeveloped park properties. All of the dedicated parks contain some combination of shelters and grills, playgrounds for children, landscaping and benches.

Occupying a hilly, wooded 91-acre site, Jimmy Nash City Park is the largest park in the city and features the public pool, small pond, popular sledding hill, paved loop trails and a 2-mile natural surface path. It is also the site of the city's Fourth of July fireworks show and a large Christmas lights display.



Jimmy Nash City Park

In downtown Martinsville, Veteran's Memorial Park is a joint effort of the city of Martinsville and the local veterans' organization. The park replaces a building destroyed by fire and includes several laser-etched black granite monuments commemorating Morgan County veterans of all major wars.

The greater Martinsville area and Morgan County are known as a destination for hikers. The Morgan-Monroe State Forest south of Martinsville offers opportunities for trail hiking. The 42-mile Tecumseh Trail is a hiking/backpacking trail extending from Morgan-Monroe State Forest to Brown County near State Road 46 and Crooked Creek Road. Work is also underway to connect the Tecumseh Trail to the 48-mile Knobstone Trail in southern Indiana, which would result in a 140-mile route for hiking and backpacking.

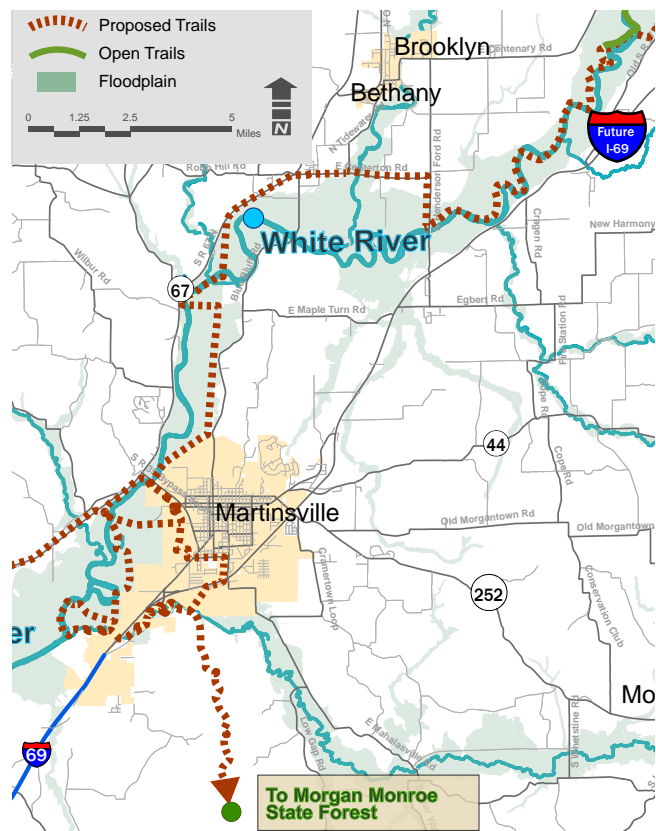
Morgan County is also working with regional partners to create a multi-use trail system for bikes and pedestrians along the White River. Plans are underway at a regional level between Hamilton County and the city of Indianapolis to develop the White River as a recreational corridor as part of the White River Vision Plan. This regional trail network would extend into Morgan County along the White River with a trail spur potentially continuing to Burkhart Creek County Park, and another passing through Martinsville and continuing south to Morgan-Monroe State Forest. Such a project would not only be a recreational destination for central Indiana, but could also be an economic catalyst for Martinsville.

In addition to the current and future recreational offerings noted above, Martinsville is also home to the Morgan County Fairgrounds, City Park Pool, Barbara B. Jordan YMCA, and many youth sports leagues, including baseball, basketball, soccer, and football. The Martinsville Golf Club offers a beautiful 18-hole course, with men's and women's leagues available in addition to golf lessons. The White River west of the city provides canoeing and fishing opportunities, with public access at nearby Henderson Ford and an informal access below the White River Bridge.

## COMMUNITY FEEDBACK

In general, respondents were pleased with the quality and maintenance of existing parks and park equipment, but gave the city poor marks on the amount and programming of park space. Only a third (33.5%) of survey respondents "agreed or strongly agreed" Martinsville offers plenty of parks and recreational opportunities. Other key findings included:

- Nearly 70% of respondents agreed/strongly agreed the existing parks and park equipment are well-maintained.
- Over 68% believe there are not enough programs offered for children or adults within the park system.
- 52% of respondents disagreed/strongly disagreed that existing trails are well-utilized and effectively connect to local destinations. 29% responded that they "didn't know" which would imply the trail system is underutilized.



Proposed White River Trail

Source: White River Vision Plan



## GOALS

### GOAL #1: IMPLEMENT THE 2018-2022 PARKS & RECREATION MASTER PLAN GOALS.

It is important the city ensures park and recreational facilities correspond to the rate and location of future residential development. Martinsville's adoption of the Martinsville Parks & Recreation Master Plan outlines a number of goals and projects to expand the city's collection of parks, recreational facilities and trails in an effort to reach a greater segment of the population. Because it is recommended the Master Plan be updated every five years, the city should plan to update the plan at the end of 2022.

### GOAL #2: DEVELOP A BICYCLE AND PEDESTRIAN PLAN

It is important for Martinsville to continue to build on this strong foundation of trails and sidewalks to connect residents to amenities and local destinations within and near the city. The city should develop a bicycle and pedestrian plan that provides transportation and recreational alternatives to residents of all ages and abilities, and builds on trail recommendations in the White River Greenway Plan.

### GOAL #3: INCREASE YOUTH AND ADULT PROGRAM OFFERINGS.

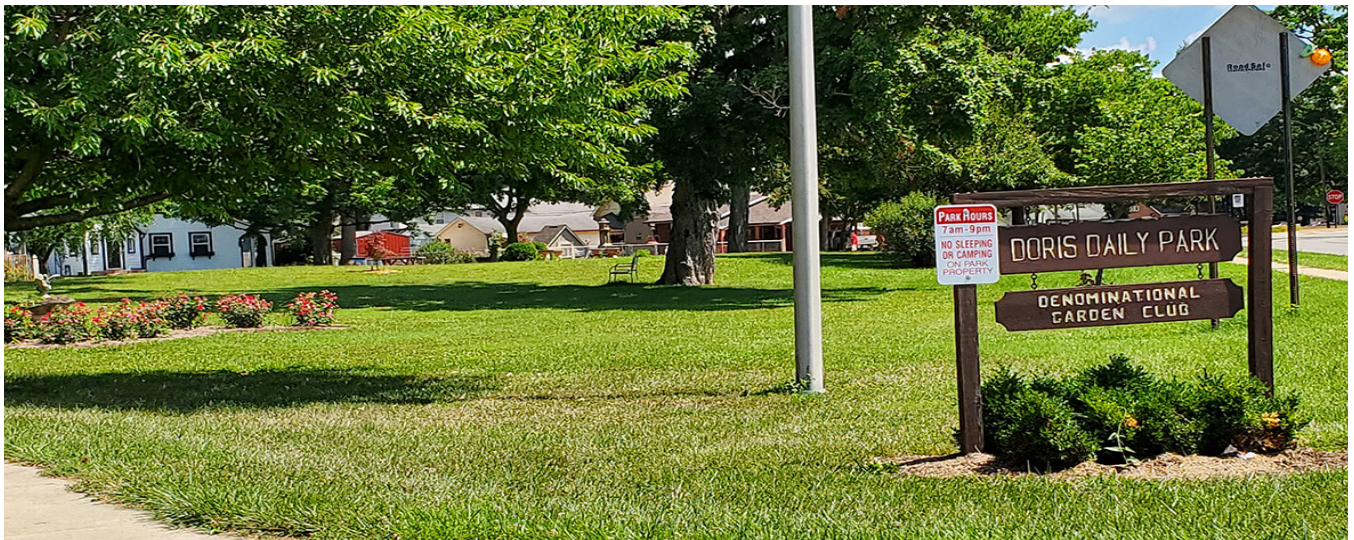
Throughout the public engagement process, it became evident that the community is interested in more programming for adults and youth. Parks department officials should consider how to strategically build programming using existing facilities and take steps to construct any new facilities needed to support this goal.

### GOAL #4: CONTINUE EFFORTS TO DEVELOP THE WHITE RIVER GREENWAY.

As noted in the Morgan County Comprehensive Plan, Hamilton County and the city of Indianapolis are working on plans to capitalize on the White River as a regional recreational destination in central Indiana. The White River Vision Plan outlines recommendations for improving and promoting access to the river, and developing a multi-county greenway with spurs potentially extending into Morgan County and through Martinsville.

### GOAL #5: EVALUATE THE FEASIBILITY OF CREATING A SPORTS COMPLEX.

With the future installation of the levee system west of the city, the creation of a baseball/youth sports complex could lay the groundwork for Martinsville to become a local and regional sports destination. Such a destination could serve as a catalyst for supporting retail services, along with residential and mixed-use development.



Doris Daily City Park



This page intentionally left blank.



10

**PLAN IMPLEMENTATION**

This page intentionally left blank.

## INTRODUCTION

Completing and adopting this plan is not the end of this planning effort for Martinsville. While a comprehensive plan provides a vision and direction for the community, it must also provide clear strategies on how to make the plan a reality. As a comprehensive plan covers multiple facets of a community, the recommendations and ideas discussed can be overwhelming.

### DOCUMENT REVIEW

This plan is not meant to be static. The plan and strategies identified should be periodically reviewed. An annual review of this plan should be coordinated between the city administration, the plan commission, city council and other relevant parties to identify any major community changes that could affect the plan and discuss progress of identified strategies. This review should include an annual report, which can be used to document plan achievements and changes.

## CRITICAL PATH STRATEGIES

Based on the goals and strategies identified in this plan, there are some critical path strategies which should be prioritized and applied to make significant progress in achieving the vision and goals set forth in the previous chapters. Each of these critical path strategies create opportunities for other strategies identified within the plan and can serve as catalysts for overall plan implementation.

- Proactively plan for quality development policies that create a unified and identifiable identity for Martinsville at the five I-69 interchanges.
- Develop and highlight the story of Martinsville by celebrating its successes and promoting its opportunities.
- Encourage and promote residential neighborhood revitalization with a mix of public and private property investments.
- Promote policies focused on creating a variety of housing types, with an emphasis on affordable housing options, to attract and retain residents of all income levels.
- Continue to support downtown redevelopment and revitalization by encouraging new investment from business owners and developers.
- Review and update local ordinances to ensure they align with the goals and objectives of this plan update.
- Create and identify new shovel-ready, non-residential development sites.
- Partner with Morgan County planning officials regarding shared goals pertaining to future development and annexation considerations adjacent to Martinsville's corporate boundary.
- Create and identify new shovel-ready, non-residential development sites..

The following tables summarize the goals from each chapter and identify strategies supporting the goals, along with involved parties and short, mid, and long-term timelines. The identified involved parties are generalized and do not include all potential parties, inside or outside the city, who may have some role in implementing a specific strategy.

## INVOLVED PARTY ABBREVIATIONS

<b>BZ</b>	BOARD OF ZONING APPEALS
<b>CE</b>	CODE ENFORCEMENT
<b>CHC</b>	MARTINSVILLE CHAMBER OF COMMERCE
<b>FD</b>	FIRE DEPARTMENT
<b>PD</b>	POLICE DEPARTMENT
<b>PU</b>	PRIVATE UTILITIES
<b>RC</b>	REDEVELOPMENT COMMISSION
<b>SD</b>	STREET DEPARTMENT
<b>MCP</b>	MORGAN COUNTY PARKS AND RECREATION
<b>MO</b>	MAYOR'S OFFICE
<b>CC</b>	COMMON COUNCIL
<b>CF</b>	COMMUNITY FOUNDATION OF MORGAN COUNTY
<b>CVB</b>	MORGAN COUNTY CONVENTION & VISITORS BUREAU
<b>PC</b>	PLAN COMMISSION
<b>PRD</b>	PARKS AND RECREATION DEPARTMENT
<b>PWB</b>	BOARD OF PUBLIC WORKS
<b>RM</b>	REDISCOVER MARTINSVILLE
<b>UD</b>	UTILITY DEPARTMENT
<b>PE</b>	PLANNING & ENGINEERING
<b>MSD</b>	METRO SCHOOL DISTRICT OF MARTINSVILLE
<b>MCEDC</b>	MORGAN COUNTY ECONOMIC DEVELOPMENT CORPORATION



## QUALITY OF LIFE STRATEGIES

INVEST IN INFRASTRUCTURE AND AMENITIES TO MAKE MARTINSVILLE A PREMIER LOCATION TO LIVE, LEARN, WORK, DINE AND SHOP.

QUALITY OF LIFE STRATEGY	TIMELINE			INVOLVED PARTIES
	SHORT	MID	LONG	
Invest in key downtown properties.	X			CHC, CVB, RM, MO, CC
Complete downtown streetscape plans.		X		CHC, CVB, RM, MO, CC, PRD,
Implement design standards at the I-69 interchange.			X	CVB, CC, RM, CHC
Improve communications with the public.	X			MO, CC

## LAND USE STRATEGIES

ENCOURAGE AN APPROPRIATE MIX OF LAND USES THROUGHOUT MARTINSVILLE THAT RESPOND TO THE NEEDS OF CURRENT AND FUTURE RESIDENTS AND REFLECT CHANGES AS A RESULT OF THE I-69 CORRIDOR.

LAND USE STRATEGY	TIMELINE			INVOLVED PARTIES
	SHORT	MID	LONG	
Support development patterns illustrated on the Future Land Use Map.			X	BZ, PC, MO, CC, UD, CHC, MCEDC
Manage development within the fringe area.		X		PC, MO, CC, RM
Promote downtown development.	X			PC, CF
Review the city's development ordinances.	X			BZ, MCEDC, PC, CHC,

# ECONOMIC DEVELOPMENT STRATEGIES

POSITION MARTINSVILLE TO BE MORE COMPETITIVE FOR ECONOMIC DEVELOPMENT OPPORTUNITIES BY INVESTING IN INFRASTRUCTURE AND COMMUNITY AMENITIES.

ECONOMIC DEVELOPMENT STRATEGY	TIMELINE			INVOLVED PARTIES
	SHORT	MID	LONG	
Create a coordinated marketing and branding strategy.	X			MO, CC, CHC, RM, RC, PC
Promote tourism.	X			MO, CHC, CC, EDC, PC
Strengthen small business development.		X		MO, CHC, CC, EDC, PC
Continue infrastructure investment.			X	ALL CITY & CO ENTITIES
Support and strengthen existing businesses.		X		MO, CHC, CVB, EDC, CF
Attract new businesses.		X		MO, CC, RM, AS, CVB
Strengthen workforce attraction and development opportunities.		X		MO, CHC, CF, MCEDC, CVB
Coordinate and streamline internal processes.	X			CVB, MO
Strategically incorporate incentives.	X			CVB, MO
Utilize public/private partnerships.	X			MCEDC, CVB, CHC, RM
Balance the appropriate mix of uses.		X		CC, MO, CVB, CHC, MCEDC
Enhance internet connectivity.		X		RM, CC, MO, CHC, CF, MCEDC

## HOUSING STRATEGIES

ENCOURAGE INVESTMENT AND PROGRAMMING TO SUPPORT DIVERSE NEW HOUSING OPTIONS AND THE REVITALIZATION OF MARTINSVILLE'S TRADITIONAL AND HISTORIC NEIGHBORHOODS.

HOUSING STRATEGY	TIMELINE			INVOLVED PARTIES
	SHORT	MID	LONG	
Reinvest and revitalize traditional neighborhoods.		X		RC, MO, CC, CF
Strengthen health and safety building codes.	X			RM, MO ENGAGE ALL
Recognize and build on Martinsville's neighborhoods.		X		PC, MO, CC, PC, UD, COMMUNITY CONVERSATION
Increase the availability of affordable and workforce housing.			X	PC, MO, CC
Attract new and divers housing investment.			X	PC, MO, CC

## TRANSPORTATION AND UTILITY STRATEGIES

ENSURE ADEQUATE TRANSPORTATION NETWORKS AND INFRASTRUCTURE ARE PROVIDED THROUGHOUT THE CITY TO SUPPORT DESIRED DEVELOPMENT AND QUALITY OF LIFE INVESTMENTS.

TRANSPORTATION AND UTILITY STRATEGY	TIMELINE			INVOLVED PARTIES
	SHORT	MID	LONG	
Update the city's thoroughfare classifications map.	X			UD, FD, PWB,
Develop a city-wide bike and pedestrian plan.		X		UD, PWB, PU
Continue to invest in alternative modes of transportation.			X	UD, PWB, PU, PC
Evaluate and invest in quality public facilities.		X		PWB, UD
Plan for future utility space in new major corridors.			X	UD, PWB, PU
Utility funding.		X		PC, PWB, UD, SD
Infrastructure master plan.		X		MO, CC, RC, SD, PRD, MCP



# ENVIRONMENT AND NATURAL RESOURCE STRATEGIES

PRESERVE AND PROTECT THE ENVIRONMENTAL ASSETS IN AND AROUND MARTINSVILLE,  
ESPECIALLY FLOODPLAINS AND STEEP SLOPES.

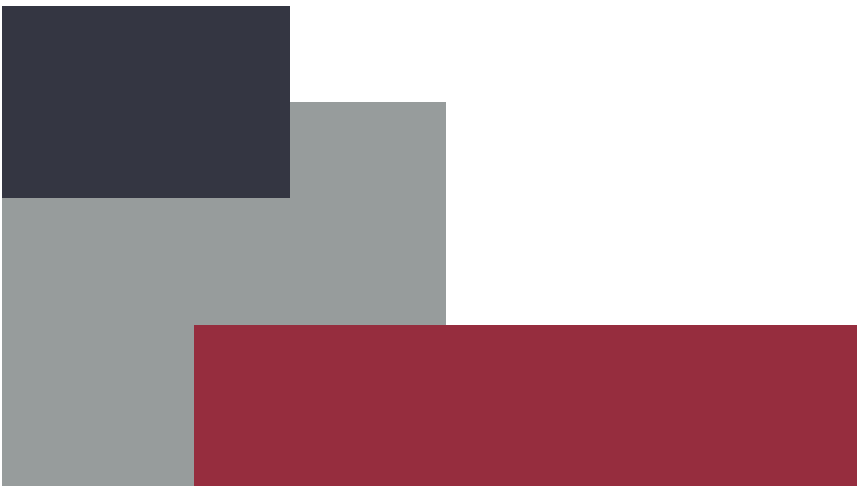
ENVIRONMENT AND NATURAL RESOURCE STRATEGY	TIMELINE			INVOLVED PARTIES
	SHORT	MID	LONG	
Protect local waterways and groundwater.	X			PRD, MCP, PC, CC, MO
Protect and restore Martinsville’s unique natural environment and other sensitive features.			X	PC, CC, MO, PRD, MCP

## PARKS AND RECREATION STRATEGIES

MAINTAIN MARTINSVILLE'S QUALITY PARKS AND RECREATIONAL AREAS, AND CONTINUE TO STRATEGICALLY EXPAND THE CITY'S PARKS, OPEN SPACE AND TRAIL NETWORK FOR RESIDENTS OF ALL AGES AND ABILITIES.

PARKS AND RECREATION STRATEGY	TIMELINE			INVOLVED PARTIES
	SHORT	MID	LONG	
Implement the 2018-2011 Parks & Recreation Master Plan goals.		X		PRD, MCP, PC, CC, MO
Develop a Bicycle and Pedestrian Plan.			X	PC, CC, MO, PRD, MCP
Increase youth and adult program offerings.		X		UD, PC, CC, PRD, MCP, RC,
Continue efforts to develop the White River Greenway.	X			MO, CC, PRD, MCP
Evaluate the feasibility of creating a sports complex.		X		MO, CC, PRD, MCP, MCEDC

This page intentionally left blank.



**APPENDIX**

This page intentionally left blank.



# PUBLIC INPUT

## ONLINE PUBLIC SURVEY RESULTS

An online public survey was made available to Martinsville residents for approximately six weeks in the summer of 2022. Through this survey, more than 300 responses were received, providing insight on community concerns and priorities. The primary purpose of the survey was to confirm that previous goals were still valid, and incorporate new goals based on changing public needs.

1. What is your relationship to Martinsville?	Responses	
Resident of Martinsville who owns a home.	63.75%	197
Resident of Martinsville who rents.	10.68%	33
Morgan County resident.	18.12%	56
I don't live in Martinsville, but I work in Martinsville.	5.18%	16
I don't live in Martinsville, but I own a business in the city.	2.27%	7
Answered - 309		

2. What is your age range?	Responses	
17 or Under	0.00%	0
Ages 18 – 24	3.56%	11
Ages 25 - 29	5.50%	17
Ages 30 - 39	13.59%	42
Ages 40 - 49	20.71%	64
Ages 50 - 59	19.74%	61
Ages 60 - 64	13.59%	42
65 or Older	23.31%	72
Answered - 309		

3. How would you rate Martinsville's quality of life?	Responses	
Great.	3.24%	10
Good	32.69%	101
Okay	47.90%	148
Poor	14.56%	45
Very Poor	1.62%	5
Weighted Average:	3.21	Answered - 309

# ONLINE PUBLIC SURVEY RESULTS

4. Please rate your level of agreement with the following statements regarding land uses.	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know
The city needs more business parks (logistics, lifesciences, light industrial, etc.).	29.9%	42.2%	14.6%	5.8%	7.5%
Martinsville should prioritize redevelopment of vacant/underutilized sites vs. undeveloped land.	43.5%	42.2%	7.1%	2.0%	5.2%
There are sufficient entertainment options available.	2.3%	7.5%	35.5%	53.1%	1.6%
There are sufficient parks and recreational opportunities in the city.	4.9%	33.9%	32.3%	27.4%	1.6%
There are good job opportunities available.	1.0%	11.0%	44.7%	36.9%	6.5%
A good mix of commercial and retail uses are available (restaurants, offices etc.).	2.3%	33.9%	38.2%	20.1%	5.5%

5. Please rate your level of agreement with the following statements regarding housing.	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know
Quality, affordable housing is available in existing subdivisions.	2.0%	22.4%	42.9%	21.4%	11.4%
Martinsville should support/promote traditional single-family home construction.	23.0%	65.7%	4.2%	2.3%	4.9%
Diverse, for-sale housing options are available in Martinsville.	1.9%	20.4%	43.4%	14.9%	19.4%
Diverse, rental housing options are available in Martinsville.	1.9%	16.8%	34.3%	26.9%	20.1%
The city's overall housing stock is well-maintained.	1.0%	18.2%	42.5%	20.1%	18.5%
Quality, affordable housing is available.	2.0%	16.1%	47.5%	22.0%	12.5%
Martinsville needs more senior housing options.	12.3%	40.5%	22.3%	5.8%	19.1%
There is affordable, well-maintained rental housing in the community.	1.3%	9.4%	41.1%	29.5%	18.8%
Martinsville needs to address abandoned properties.	49.0%	41.9%	4.9%	1.0%	3.6%

6. Please rate your level of agreement with the following statements regarding transportation.	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know
Streets are generally in good condition.	1.0%	42.0%	31.8%	23.9%	1.3%
Sidewalks and handicap ramps are generally available and in good condition.	1.0%	26.6%	33.1%	33.8%	6.2%
Multi-use trails are generally available and in good condition.	2.0%	17.9%	30.3%	23.5%	26.4%
It is easy to travel by car throughout Martinsville.	4.2%	49.5%	25.9%	19.7%	1.0%
It is easy/safe to walk and bike throughout Martinsville.	1.6%	28.5%	40.8%	19.4%	9.7%
It is easy/safe to travel throughout Martinsville in a wheelchair or on a scooter.	65.0%	6.2%	31.3%	26.7%	35.2%
Overall, the new I-69 interchanges will improve access within the city.	12.6%	37.5%	25.2%	14.2%	10.4%
Public transit is accessible and reliable in Martinsville.	1.0%	1.6%	26.5%	48.9%	22.0%

7. Please rate your level of agreement with the following statements regarding parks, open space, and recreation.	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know
Martinsville offers plenty of parks and recreational opportunities.	5.3%	28.2%	43.6%	18.0%	4.9%
Parks and park equipment are well-maintained.	7.1%	62.8%	13.9%	4.5%	11.7%
There are enough parks and recreation programs for children and adults.	4.2%	14.6%	45.0%	23.3%	12.9%
Public spaces/parks are programmed throughout the year with a variety of quality events.	2.9%	25.6%	40.1%	14.9%	16.5%
Existing trails are well-utilized and effectively connect local destinations and/or parks.	1.3%	17.5%	35.4%	16.6%	29.2%

# ONLINE PUBLIC SURVEY RESULTS

8. Please rate your level of agreement with the following statements regarding economic development.	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know
Martinsville has a supportive business environment.	3.2%	35.3%	27.2%	12.9%	21.4%
Martinsville employers offer competitive wages and benefits.	0.0%	15.5%	38.2%	18.8%	27.5%
There are enough jobs available for residents of various skill levels.	0.0%	14.2%	43.4%	27.5%	14.6%
Martinsville provides plenty of workforce training resources.	0.0%	4.9%	32.5%	27.3%	35.1%
The city has a clear marketing/branding strategy to attract new businesses & jobs.	0.0%	5.2%	32.5%	35.1%	27.3%

9. Please rate your level of agreement with the following statements regarding municipal services.	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know
Local government decision-making is transparent to the public.	1.0%	23.6%	37.5%	26.9%	11.3%
City officials and departments effectively communicate information to the public.	1.3%	24.9%	35.3%	27.5%	11.0%
The city's social media accounts are reliable resources that provide up-to-date information to the public.	1.9%	27.2%	29.8%	16.2%	24.9%
Martinsville should extend new utilities & services to encourage new development.	20.8%	46.1%	12.0%	3.9%	17.2%
Martinsville should upgrade existing utilities/services to encourage reinvestment.	31.4%	50.2%	3.2%	1.3%	13.9%
There is strong collaboration between city and county government agencies.	0.0%	16.2%	25.0%	10.7%	48.1%
Municipal buildings are conveniently located and accessible.	5.6%	69.6%	12.4%	4.9%	7.5%
Improved drainage should be a priority in new housing developments.	39.3%	48.1%	1.3%	2.3%	9.1%
Improved drainage should be a priority in developed areas of Martinsville.	45.6%	45.6%	2.3%	1.3%	5.3%

10. Please rate your level of agreement with the following statements regarding quality of life.	Strongly Agree	Agree	Disagree	Strongly Disagree	I Don't Know
Martinsville is a great place to raise a family.	11.8%	56.5%	20.9%	7.2%	3.6%
Martinsville is a great place for young professionals.	2.6%	22.8%	44.6%	20.9%	9.1%
Martinsville is a great place for retirees/older residents.	9.7%	57.5%	19.5%	6.5%	6.8%
There are sufficient resources/activities for children under the age of 18.	1.0%	7.8%	36.4%	45.5%	9.7%
There are sufficient resources/activities for aging adults.	1.0%	22.2%	34.5%	23.8%	18.6%
There are plenty of shopping, dining, and entertainment options in downtown.	3.6%	27.7%	43.0%	24.1%	1.6%
The local public schools have a good reputation.	3.6%	37.0%	29.6%	19.8%	10.1%
There is a good variety of print and/or online media resources to get local, reliable news.	1.0%	28.3%	39.0%	25.7%	6.5%
There is sufficient access to trade schools, job training, and/or higher education.	2.0%	12.0%	36.7%	29.2%	20.1%
There are plenty of year-round art and cultural offerings.	2.0%	28.9%	35.4%	15.3%	18.5%