



**I-65
CONCEPT
PLAN**

**Exit 16 and Exit 19 Memphis and
Henryville Interchanges**

**PREPARED BY: CLARK COUNTY
REDEVELOPMENT COMMISSION**

January, 2000

Table of Contents

	Page #
Forward	3
1.0 Summary Report	4
2.0 Project Overview	5
2.1 Study Preparation	5
2.2 Purpose of Study	5
2.3 Background	5
3.0 Existing Conditions, Trends and Observations	6
3.1 Land Use	6
3.2 Infrastructure	9
3.3 Road Network	11
3.4 Public Services	12
3.5 Economic Development	12
4.0 Findings and Recommendations	13
4.1 Corridor Appearance	13
4.2 Traffic/Access Management	13
4.3 Telecommunication Towers	14
4.4 Lack of Adequate Sewer Treatment and Collection Facilities	14
4.5 Flood Hazard Limitations/Management	14
4.6 Address Continuing Residential Growth	15
4.7 Industrial and Commercial Development	15
4.8 Establish Marketing Efforts	16
4.9 Financing Public Improvements	16
4.10 Identify Real Estate Development Framework	17
4.11 Identify Development Partnerships	18
4.11 "Downtown" Development Opportunities in Memphis and Henryville	18

Attachments

Graphic 1.	Project Area Map
Graphic 2.	Flood Hazard Map
Graphic 3.	Exit 16 Memphis I-65 Interchange
Graphic 4.	Exit 19 Henryville I-65 Interstate Interchange
Table 1.	Annual Average Daily Traffic
Table 2.	1998 INDOT Highway Projects

Forward

Interstate 65 has had significant impact on the development of Clark County and this stretch of roadway will continue to influence the community's future. It is essential that care and consideration be given to the remaining undeveloped properties along this segment of highway. With forethought and planning, this now rural segment of I-65 can aid in attracting significant jobs and investment.

However, without planning, this strategic economic development and transportation resource may not realize its full potential. With this mind, the Clark County Redevelopment Commission submits this I-65 Concept Plan.

The Commission values input and opinion. After reviewing this report, please share your thoughts with the Commission Board and Staff.

Thank you.

*Robert P. Grewe, AICP
Executive Director
Clark County Redevelopment Commission*

1.0 Summary

Development along the I-65 Corridor should not be left to chance. A review of the project area indicates that strategic parcels of land are still undeveloped and support new investment.

This report suggests that efforts should be made to coordinate efforts to bring infrastructure to these areas and develop planning and design guidelines necessary to attract investment that will support living wage employment opportunities and increase the tax base.

A recent encouraging development is the approval of the Clark County Regional Water and Sewer District by the Indiana Department of Environmental Management. With this in place, efforts should begin in earnest to plan for the build out the I-65 corridor.

2.0 Project Overview

2.1 Study Preparation

This plan was prepared at the direction of the Clark County Redevelopment Commission and the Clark County Commissioners.

Clark County Commissioners:
Ralph Guthrie, President
Dennis Hill
Ed Meyer

Clark County Redevelopment
Commission:
Elmer Hoehn, President
Portia Boyd
Karen McCartin Foster
Sam Smith

The Clark County Redevelopment Commission staff prepared the plan, with data and information from related government and development interests as follows:

- Kentuckiana Regional Planning and Development Agency
- Indiana Department of Transportation

2.2 Purpose of Study

The purpose of the plan is to provide general recommendations and development concepts that will promote appropriate land use and accommodate quality investment and development within the corridor.

The plan is intended as a tool for the Clark County Plan Commission, Clark County Redevelopment Commission, affected property owners and related development interests.

2.3 Background

The Clark County Redevelopment Commission recognizes that Interstate 65 (I-65) is the single most important economic development resource in Clark County. Indiana and Kentucky have witnessed significant economic activity along I-65 from Indianapolis to Louisville and beyond. Many economic development professionals have referenced the corridor as “automotive alley”, due the predominance of automotive related industries that have located in the area since the 1980’s.

The I-65 interchanges located within the urbanized areas of Clark County have experienced significant growth and development. These same areas have also experienced increased traffic volumes that have restricted mobility.

It is the concern of the Clark County Redevelopment Commission that without careful thought as to the utilization of land, within the corridor and addressing related planning considerations, the community will not capitalize on this strategic transportation and economic development resource.

This planning effort will consider the areas along I-65 outside of the urbanized areas, more specifically that area north of the Sellersburg interchange out to the Henryville interchange. This area also includes the Memphis interchange. A related consideration is State Highway 31 that is adjacent and parallel to I-65. These areas are generally outside the incorporated areas of Clark County and within the jurisdiction of the Clark County Plan Commission (See attached **Graphic 1. Project Area Map**).

This planning effort is designed to identify development opportunities and an implementation framework that can increase the tax base and create enhanced employment opportunities for Clark County.

3.0 Existing Conditions, Trends and Observations

3.1 Land Use

The Clark County Comprehensive Plan¹ identifies the Memphis and Henryville interchanges as urban-rural population centers. The Plan also reflects industrial use north of Henryville and residential use northeast of Henryville.

The land suitability analysis in the Comprehensive Plan notes that the Memphis and Henryville interchanges are suitable for development with only slight limitations for some area.

The Plan also notes the existence of prime farmland in the I-65 Corridor, particularly the larger tracts to the west of I-65.

These interchanges have small communities in the same proximity, namely Memphis and Henryville. These communities have experienced modest growth to date. Most of the growth is residential with limited small business ventures.

A more recent land use is the siting of wireless telecommunication structures & towers along this corridor. While these structures currently seem to be located

in remote areas, as growth continues, other activities may experience conflict with these structures.

A large area of the corridor is characterized as floodplain. This limits the use of land to agricultural and open space activities (See attached **Graphic 2. Flood Hazard Map**).

The predominant land use in the corridor is residential and agricultural. The exceptions are the immediate interchange areas that have experienced commercial developments. A review of current zoning classifications confirms these trends.

These activities within the immediate interchange areas generally cater to the trucking industry and interstate traveler.

The corridor area north of Henryville is characterized by forested land controlled by the Clark State Forest, Indiana Department of Natural Resources. This makes for an aesthetically appealing section of highway and provides numerous outdoor recreation opportunities.

More recently a number of developments are emerging that have focused on the unique natural setting of the area. A regional church has created a major summer camp and retreat facility. A related project calls for a \$5 million retreat and conference center with overnight accommodations. The center is a 40,000 square foot facility on 400 acres and is designed for 40 bedrooms, conference rooms and banquet hall.

Also noteworthy is a large golf and residential development being located

¹ Clark County Comprehensive Plan, Clark County Plan Commission, 1993

west of Memphis along Blue Lick Rd. This project consists of a \$12 million, 591 home subdivision and golf community. This includes and 18-hole golf course, 555 single – family home lots and 36 “garden” homes or townhouses.

The following analysis provides additional information on the four parcels at each interchange. The maps are general depictions, approximate acreage and intended only for introductory planning purposes.

See attached Graphic 3. Exit 16 Memphis I-65 Interchange

Memphis – Northwest Parcel

This parcel accommodates the Davies Brothers Travel Plaza that has a PILOT gas station, Arby’s restaurant and limited truck service/repair.

This facility is positioned along the interstate frontage and the Memphis-Blue Lick County Rd.

The balance of the property near the interchange is gently rolling, with grass and tree vegetation. There are nearly 100 acres of undeveloped property west of the interchange area, along Memphis Blue Lick Road. This area enjoys a view of the knobs to the west.

Memphis - Northeast Parcel

This parcel accommodates the Memphis County Style Plaza (restaurant, gas station). The facility is well designed and landscaped.

Directly north of this parcel are approximately 70 acres of property adjacent to I-65 but in need of access to support development.

The balance of the property along the interstate is gently rolling, with housing areas developed immediately to the east.

Memphis - Southwest Parcel

This parcel accommodates a recreation vehicle sales operation. This operation is located in the area adjacent to I-65 and the interior frontage road. The facility is not well designed or attractive but likely benefits from the high visibility along I-65.

To the west of the interchange area are approximately 180 acres of gently rolling property that enjoys a view of the knobs and has no I-65 visibility but is less than 1 mile from I-65 ramp.

Memphis - Southeast Parcel

This area accommodates a BP service station. A trucking facility is located along the far east end of this parcel.

The balance of the interchange property is prime development acreage that is gently rolling. There is a small 2-acre parcel near the interchange and nearly 100 acres stretches south of the interchange along I-65.

This area is the most likely to develop in the near term and may command the highest land prices along the corridor.

See attached Graphic 4. Exit 19 Henryville I-65 Interstate Interchange

Henryville - Northwest Parcel

These parcels are currently vacant of any development activity. Together they amount to 200 acres. The property is gently rolling and completely wooded. This creates an attractive setting for the certain development activity. Immediately to the north is the boundary for the Clark State Forest property. This property enjoys a view of the knobs to the west.

Henryville - Northeast Parcel

This area accommodates a travel center, with a Stuckeys and Dairy Queen. However the travel center does not sell gasoline. This facility is located along the I-65 frontage.

There is a small 3 acre tract of property north of the commercial facilities noted above that is not developed but could accommodate activity with adequate access.

North of this development area is the boundary for the Clark State Forest.

Behind the travel center is a small plaza development with businesses ranging from pizza to daycare.

To the east, beyond the plaza begins housing developments and the Henryville community.

Henryville - Southwest Parcel

The immediate interchange property accommodates a long-standing farm operation.

South of this, along I-65 are a number of cemeteries and housing developments.

Further west; along State Rd. 160 there are large parcels of undeveloped property. Together these parcels amount to approximately 113 acres. These properties are gently rolling and situated in a valley setting with a view of the knobs to the west.

Henryville - Southeast Parcel

This area accommodates a BP service station. A small 3 acre parcel at the immediate interchange area is still vacant, but will need considerable investment in access to support development.

South and east of the interchange are a series of housing and commercial developments.

Further south along I-65 is a vacant parcel but still very proximate to existing housing areas and billboards.

Further south of the interchange area, there is a larger 16 acre parcel of undeveloped property. However, this area is immediately adjacent to an existing housing subdivision that may not desire neighboring development activity.

Summary of I-65 Interchange Areas

Considering this analysis clearly there are a number of undeveloped properties within the interchange areas.

With this level of analysis it would seem that the Southeast Memphis Quadrant and both the Northwest and Northeast Henryville Quadrant provide the most development opportunity.

However, quality development will be contingent on:

- Infrastructure
- Interior access roads
- Forwarding thinking planning and design considerations.
- Public investment in infrastructure
- Marketing

The corridor also accommodates a significant number of billboard advertising structures. Due to the high volumes of traffic, interstate highways are popular for billboard placement however communities should consider the long-term aesthetic impact of these activities.

The communities will need to consider the interest in balancing new commercial and industrial activity with existing residential and limited commercial interests.

3.2 Infrastructure

Water

The study area is generally served by the Rural Membership Water Corp. of Clark County, IN or locally referred to the Henryville Water Co.

Rural Membership Water Corp. of Clark County,
IN
301 S. Ferguson Street
P.O. Box 239
Henryville, IN 47126
812.294.1481

The capacity of this system has been enhanced significantly due to the recent contract arrangement with the Stucker Fork Water Co. The Stucker Fork Water Co. has purchased the water intake infrastructure of the former Marble Hill

Power Plant site along the Ohio River. This provided the opportunity for the Henryville Water Co. to connect to a 10-inch water line that leads to Stucker Fork's larger 30-inch transmission lines that run along the northern boundary of Clark County.

While this arrangement has increased the general capacity of the Henryville Water Corp., it is uncertain that any detailed analysis has been conducted to determine the future water demands for the area and related capacity of the distribution system. Analysis of this type may not have seemed necessary until recently as development patterns began to change significantly. Such analysis will become more important if a sewer collection and treatment system is developed that would allow higher densities of housing and commercial activity in the corridor.

Related areas of concern are determining the capacity of the water system to accommodate sprinkler systems and other fire suppression systems necessary for larger commercial and industrial activities.

Indications are that currently water service can be provided to meet existing patterns of development in the project area.

Sanitary Sewer

Currently the project area has a number of unique arrangements for wastewater treatment and collection.

Henryville operates a system that relies on earthen lagoons and serves nearly 500 customers. They operate the facilities as a non-profit corporation and

have a defined service area outlined in a Certificate of Territorial Authority.

The Memphis community was recently provided with a sewer collection system through a grant from the Indiana Department of Commerce. This collection system serves some 120 homes and delivers the effluent to the Henryville treatment facility.

The Memphis Travel Plaza utilizes a separate package treatment plant for their wastewater treatment needs.

There have been discussions for new wastewater treatment facility for the corridor area. The concept involves the construction of wastewater treatment plant on Silver Creek that would be designed to accommodate the future needs of the community and surrounding area. This should accommodate most of the existing collection systems and provide capacity for larger development opportunities.

It is likely that newly created Clark County Water and Sewer District will play a role in facilitating these infrastructure improvements.

Bob Grewe, Director
Clark County Regional Water and Sewer District
131 E. Court Avenue, Suite 203
Jeffersonville, IN 47130
812.280.5624

AquaSource, a private provider of water and sewer services, is assisting Clark County with the start up activities.

Mr. Max Apple
AquaSource
1601 Greentree Ct.
Clarksville, IN 47129
812.284.0090

Electric

The corridor is served by the Clark County REMC. Indications are that the area is well served for future electrification needs.

Mr. David Vince, CEO
Clark County REMC
P.O. Box L
7810 State Rd. 60
Sellersburg, IN 47172-1858
812.246.3317

Natural Gas

Midwest Gas provides natural gas service to areas within the corridor.

A 4-inch line delivers 200 pounds of pressure to Henryville.

A 3-inch line delivers 50 pounds to Memphis but can be modified to provide 100 pounds of pressure.

The gas is fed from a station in Lipsic, Orange County, Indiana.

Arthur Campell, Director of Operations
Midwest Natural Gas Corporation
107 S. E. Third Street
P.O. Box 520
Washington, IN 47501

Telecommunications

GTE provides telecommunications service to the corridor area.

Noteworthy is the fact that calling Louisville from the project area is a long distance call. However, GTE attended to remedy this by providing a monthly fee to address long distance, rather than a per minute, conventional fee structure.

GTE
Don Pierce, Economic Development
309-663-3562.
Bloomington IL

INSIGHT COMMUNICATIONS is currently provides cable television service to the project area. INSIGHT plans to install fiber optics in the project area that will be capable of providing voice and data transmission.

Bob Lillie
District Vice President
INSIGHT COMMUNICATIONS
3408 Industrial Parkway
Jeffersonville, IN 47130
812.288.7334

3.3 Road Network

I-65 has is a major north-south linkage for the nations economy. The route stretches for 884 miles, beginning in Mobil, AL and ending near Gary, IN.

The following major cities are located along the route:

Mobile, AL
Montgomery, AL
Birmingham, AL
Nashville, TN
Louisville, KY
Indianapolis, IN
Gary, IN

Interstate 65 is experiencing significant investment that will greatly improve the mobility and capacity of this highway route.

The interest in I-65 is to point where communities along the route have expressed interest in a new organization called the I-65 Institute. The focus of the Institute is to promote economic development, tourism, transit and

transportation within a 60 miles radius along the corridor of I-65.

The local streets and roads in the area vary greatly. The high capacity interstate route and the local narrow streets and county roads in the project area create are not conducive to high levels of future mobility.

The Henryville interchange is fortunate to have a 4 lane divided section of State Rd. 160 to serve interchange traffic. However, the Memphis area has only a narrow section of Blue Lick Rd. to serve the interchange traffic.

The attached table (see **Table 1**) indicates the annual average daily traffic counts for the roads/highways in the corridor for 1989, 1994 and 1998.

The traffic volumes along I-65 are already approaching traffic forecast for the year 2020 (35,800 vehicles per 24 hour period per KIPDA analysis).

SR 160 is also experiencing significant increases. This likely represents the growth in residential development in the area.

The Indiana Department of Transportation has begun a \$250 million reconstruction project for I-65 in Clark County. Basically this project will provide for 3 lanes, instead of two, from the Sellersburg exit to the Ohio River Bridge. All the exits and related infrastructure will be redesigned. Detailed information regarding this project can viewed on the web at <http://www.revive65.com/home.htm>.

The 1998 Directory of INDOT Highway Projects has identified a number of

transportation projects for the I-65 corridor (Graphic 6). These projects will result in over five million dollars (\$5,000,000) being invested in highway infrastructure over the next 2 years. Efforts should be made to evaluate efforts to coordinate and leverage these improvements with local highway improvement and management system

Considering the growth in the Louisville Metro Area and along the entire I-65 route, it is likely that traffic will continue to increase.

Rail Service

Louisville & Indiana Railroad provides rail service through the corridor area. Rail traffic to through the corridor is expected to increase in the fall of 1999. The numbers of rail trips are projected to rise from 2 to 6 per day. (This information is from conversation with L&I staff).

However, development opportunities immediately along the rail corridor seem limited due the proximity of the Silver Creek floodplain immediately to the west of the railroad. Immediately to the east of the railroad is State Highway 31, indicating that a rail crossing would be necessary service these areas.

Recently KIPDA commissioned an analysis of developing a commuter rail that would utilize L&I's rail. The report was favorable but seemed to lack the data necessary support such a position.

Darren Wagner, Marketing Manager
Louisville & Indiana Railroad
2500 Old U.S. Highway 31
Jeffersonville, IN 47130
(812) 288-0904

In December of 1999, AMTRACK announced that they would provide service from a Jeffersonville station to Indianapolis. It is not clear yet what impact this service may have on future commuter rail initiatives.

3.4 Public Services

Fire Protection

The Monroe Township Fire Department serves the Henryville interchange area.

The Sellersburg Fire Department serves the Memphis interchange area.

Schools

The West Clark School Corporation serves the project area.

It is evident that local schools are anticipating growth in that they are making considerable investment in expanding the local facilities.

Fred Finch, Principal
Henryville High School
812.294.1455
Terry Smith, Superintendent
West Clark School Corporation
8121.246.3375

3.5 Economic Development

In previous years, Clark County has not been heavily involved in economic development activities within the corridor. Private sector and property owners have been the source of efforts to develop the I-65 Corridor.

In the past, these efforts have been the responsibility of the Southern Indiana Chamber of Commerce and more recently the Southern Indiana Economic

Development Council. Also, the incorporated communities have generally been more involved with economic development concerns.

With increasing economic development activity in the Metropolitan Louisville Area, it is incumbent on Clark County to identify and promote development opportunities outside the incorporated areas. More importantly, Clark County should wisely address the development of strategic economic development resources. However, these efforts should be in concert with other local, regional and state economic development efforts and organizations.

4.0 Findings and Recommendations

4.1 Corridor Appearance

FINDING:

The existing appearance of the corridor is mixed. Some commercial ventures are well designed and have an appealing appearance. Others simply do not add value to the property and may deter future investment. Appearance is a critical consideration to any investment consideration, especially along interstate highways.

Commercial and Industrial interstate ventures value image and how the property is viewed from roadway.

RECOMMENDATION:

The Clark County Plan Commission should consider adjusting existing ordinances/policies regulating billboards and related signage within the corridor. The Corridor should be held to a higher degree of visual appeal and

appropriateness. This is necessary due to the importance of visual appearance to the success of future development efforts.

The Plan Commission should consider implementing design overlay districts to help address development and design concerns in a project area. Many communities have found this to be of great value. Ample examples these techniques are available to aid in developing these provisions.

At a minimum, private landowners should consider adopting design guidelines, covenants/ restrictions for strategic property(s). If a critical mass of property owners incorporated such provisions, investors will likely feel more secure about the long-term protection of the investment from neighboring projects that may not meet expectations.

Deed restrictions were used to facilitate the conference and retreat center noted earlier.

4.2 Traffic/Access Management

FINDING:

Maintaining traffic flow is a key consideration to sustaining the value of these high traffic interchange areas. Access management regulations are an excellent measure to address this concern.

RECOMMENDATIONS:

The Clark County Plan Commission should develop access management regulations as a component of their code of zoning ordinances. However, at a minimum, the Plan Commission should develop access management

regulations for the immediate Interchange areas.

There are adequate sample ordinances that can be used to prepare these regulations. In fact, the Clark County Redevelopment Commission and KIPDA were provided training and sample ordinances on this subject when developing the Sub Area Plan for the State Road 62 Corridor.

4.3 Telecommunication Towers

FINDING:

A significant number of towers exist in the corridor. Due to the proximity to the I-65 and Louisville Metro Area, more towers are likely to be added.

RECOMMENDATION:

The Clark County Plan Commission should adopt an ordinance/policy to encourage the location of communication towers in areas that do not negatively impact the appearance of the corridor and lessen the impact to future development interests.

The concept of requesting co-location of towers/antenna in order to limit the construction of new towers should also be considered. Sample ordinances and be procured.

4.4 Lack of Adequate Sewer Treatment and Collection Facilities

RECOMMENDATION:

The Clark County Water and Sewer District should begin planning efforts to extend sanitary sewer service to include the I-65 corridor.

The Clark County Redevelopment Commission and Plan Commission should assist with planning effort in terms of conducting an analysis of likely land use scenarios necessary for determining future water and sewer capacity to service the anticipated land uses.

Efforts should also made in planning and coordinating infrastructure improvements to accommodate strategic development areas such as the I-65 interchanges.

4.5 Flood Hazard Limitations/Management

FINDING:

The area has a large portion that is encumbered by the flood hazard areas. These areas cannot accommodate uses other than agricultural and open space concerns.

Increased develop in the area will increase flood and drainage concerns.

RECOMMENDATION:

Flood hazard delineation should be fully considered in all planning efforts.

However, flood hazard limitations can provide attractive view sheds for future developments and help preserve the rural/agriculture character of the area.

Planning efforts should be considered to preserve the visual appearance and open space features of these areas.

4.6 Address Continuing Residential Growth

FINDING:

This area of Clark County is already experiencing significant growth. With the provision of enhanced infrastructure and sanitary sewer service, the area can expect this growth trend to increase.

RECOMMENDATION:

The Clark County Plan Commission should require new residential and subdivision plans to address adequate infrastructure.

The corridor continues to accommodate a growing residential development pattern. Without sewer facilities, the lot sizes are at least one acre. Such dimensions do not maximize the value of the property.

The Plan Commission should also recognize an interest in preserving the rural character of the corridor area. Efforts should be considered to implement planning and design considerations that address this concern. This could be accomplished by establishing planning overlay districts that provide the planning guidelines necessary preserve the rural character of the area.

4.7 Industrial and Commercial Development

FINDING:

The corridor area has not had any significant interest from the development community. Its distance from the urban area and lack of infrastructure has limited development interest.

RECOMMENDATION:

The analysis in this report notes that large tracts of land along the corridor

are suitable for industrial and commercial development.

Many economic development plans refer to a communities interests and desires. A more realistic approach is to determine exactly what activities the properties will accommodate from real estate and market demand perspective. Without analysis of this, the community may spend significant resources pursuing development concerns that do not find the area advantageous.

A more detailed analysis of the project area needs to be conducted. Particularly from a real estate market approach and detailed planning perspective.

Funding should be identified to conduct such an analysis. The scope of work for the planning project should include but not limited to the following components:

1. Prepare a real estate market analysis that will identify the business and industry types that would locate in the project area and provide supply/demand perspectives for property in the project area. This effort should also include an analysis of the absorption of like properties in the study/market area. The end product of such an analysis will be a prospectus-type document that will be generally accepted in the real estate market.
2. Conduct analysis to aid in prioritizing properties in the project that have the most strategic economic development value.
3. Conduct a detailed infrastructure, public services and site condition

inventory/analysis. The analysis might include but not be limited to the following:

- Water
- Sanitary sewer
- Storm water drainage
- Electric
- Natural gas
- Telecommunication
- Road network
- Rail service
- Soil, foundation and topography
- Environmental (Phase 1 Review)

4. Prepare a detailed plan for providing/expanding infrastructure and public services to meet anticipated future demand.

Considering the planning efforts noted above, consideration should be given to presenting this planning initiative to the citizens in the Memphis – Henryville Area in an effort to gather their thoughts and concerns.

4.8 Establish Marketing Efforts

FINDING:

The property has not been marketed with the exception of small roadside billboards and limited effort on the part of area realtors.

RECOMMENDATION:

Once properties have been identified efforts should be undertaken to devise a coordinated economic development marketing effort for targeted properties.

The Clark County Redevelopment Commission should determine the interest of the Southern Indiana Economic Development Council has in marketing the property.

Efforts should also made to consider other marketing assistance such as:

- Hoosier Energy
- Cinergy
- Indiana Department of Commerce
- Greater Louisville Inc.

Other marketing opportunities may include regional efforts with neighboring counties. It is likely that INVision Southeast Indiana, a group of economic development organizations with the southeast Indiana counties, would accept Clark County as a participant in their regional marketing programs.

There has also been discussions of creating a regional marketing effort between counties located along I-64 and I-65 Interstate highways.

Regional efforts can be very effective in terms of sharing expenses and development prospects.

Marketing efforts should be readily updated based on providing accurate and timely information.

A related marketing consideration if the use of incentives. Clark County should consider designating strategic parcels as Economic Revitalization Areas in order to provide property tax abatement as a development incentive.

4.9 Financing Public Improvements

FINDING:

The properties along the corridor will need public improvements in order to accommodate private investment. Access roads and related infrastructure are examples. In urban areas, developers build these costs into the

development pro forma. However, the corridor is secondary market that may merit public investment in infrastructure in order to attract high-quality development.

RECOMMENDATION:

Clark County should investigate all possible grant and aid programs that can assist with infrastructure financing. Some of these programs might include:

- US Department of Commerce Economic Development Administration
- US Department of Agriculture, Rural Development Programs
- Indiana Department of Commerce Community Block Grant Funds

The Redevelopment Commission should begin to identify strategic areas that can accommodate industrial and commercial developments.

Due to the lack of utilities, access routes and related infrastructure, consideration should be given to designating the area as Economic Development Areas under the IC 36-7-14-17.5. This will allow the Commission to capture the increment in new tax revenues from these areas. These proceeds can be used to finance the public infrastructure improvements necessary to accommodate industrial and commercial development.

Failure to designate these parcels as Economic Development Areas in a timely manner may result in the inability to capture increments that may result from projects that are completed prior to designation.

4.10 Identify Real Estate Development Framework

FINDING:

The Clark County Redevelopment Commission and related local economic development entities have not fully considered and identified the optimal mechanisms whereby strategic real estate parcels can be developed.

The following is continuum of development options for the corridor areas. They are listed in order to risk and difficulty with alternative 1 having the most risk.

1. Condemnation of properties by the Redevelopment Commission.

Politically volatile, normally a last resort to secure development opportunity.

2. Purchase the properties by the Redevelopment Commission.

Great risk in speculation, especially with the higher prices that the land will command.

3. Zone the property for the desired use.

Community seems to value property and rights. This may lead to contentious development arrangements if land owners/community disagree with zoning designation. Also consider benefit of designating planned unit development (PUD) alternatives to leverage diverse opportunities.

4. Option properties by the Redevelopment Commission.

This is a popular arrangement for many economic development organizations. It secures a price for potential buyers and affords a more workable development arrangement.

5. Structure a public-private partnership.

This amounts to leverages public investment/activities to promote private investment. Such an arrangement might prove beneficial in light of the need for infrastructure to accommodate future development. Other public leverage activities include tax abatement, tax increment financing and favorable public financing arrangements

6. Assist private sector/land owners with developing their property.

This is also a common activity to achieve economic development goals. This would involve assisting landowners with planning, design and related technical assistance.

7. Assist private sector/land owners with marketing their property.

This arrangement involves little risk and low cost. Activities include engaging local, regional and state economic development organizations and result in developing appropriate marketing material and activities to promote development properties.

RECOMMENDATION:

Begin options with least risk and work up the schedule of development alternatives engaging strategies that are viable.

Prior to engaging an approach, all impacted parties should be in agreement of the concept.

4.11 Identify Developments Partnerships

The following is list of development partners that should be involved in the efforts to develop the I-65 corridor along

with brief notes of what resources they might bring to the table:

- Indiana Department of Commerce
- Southern Indiana Economic Development Council
- Southern Indiana Chamber of Commerce
- Greater Louisville Inc.
- Indiana Department of Natural Resources, Clark State Forest

4.12 “Downtown” Development Opportunities in Memphis and Henryville.

FINDING:

These communities have experienced very modest growth in recent years but are positioned to experience more rapid develop. As residential and I-65 related develop activity increases, so will the opportunities and demand for retail and commercial services.

RECOMMENDATION:

The communities should consider conducting a downsized “Main Street Program” to uncover development opportunities and improvements that might promote “downtown-type development”. Such an effort can also serve to enhance the appearance and function of downtown areas. Without such an effort, it is likely that the new development in the core community areas will be disjointed and lack appeal to new residents of the area.

The Main Street Program focuses on four (4) approaches to downtown development:

-
- Design
 - Organization
 - Promotion
 - Economic Restructuring

Local and state Main Street coordinators should be contacted to begin discussion on the application of this approach. The coordinators may also be a costs effective resource for engaging these programs.

An associated benefit of this program is identifying historic and cultural resources in the community.

Clark State Forest Recreation Opportunities

FINDING:

The Clark State Forest is a tremendous recreation and tourism resource. However it lacks some of the infrastructure necessary to support more intense use of the property.

RECOMMENDATION:

Planning efforts should consider the utility of the recreation opportunities in conjunction with development initiatives.

Open space and recreation amenities are in increasingly higher demand and complement any commercial/industrial property. Today, it is commonplace for developments to spend significant resources on footpath and open space properties.

Also, efforts should be made to coordinate sewer improvements near the Henryville interchange with the Clark State Forest. With access to sanitary sewers, the Forest might consider

investing in enhanced recreation amenities such as 1st class camping, along with improved picnic and gathering facilities.

If you have any questions or comments regarding the above I-65 Concept Plan, please contact:

Clark County Redevelopment
Commission
501 E. Court Avenue
Room 302
Jeffersonville, Indiana 47130
Phone: 812.280.5624
Fax: 812.280-5627
E-mail: ccrc@aye.net

End of Report