



TOWN OF
PLAINFIELD
INDIANA

CONCEPTUAL DOWNTOWN REDEVELOPMENT PLAN



Prepared By:



December 11, 2017

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Plan Approved By:

Town of Plainfield - Redevelopment Commission Member - Signature

Printed Name Date

Town of Plainfield - Redevelopment Commission Member - Signature

Printed Name Date

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Town of Plainfield - Redevelopment Commission Member - Signature

Printed Name Date

Town of Plainfield - Redevelopment Commission Member - Signature

Printed Name Date

Town of Plainfield - Town Manager - Signature

Printed Name Date

Planning Credits

Town of Plainfield - Town Council Members

- Robin G. Brandgard - President
- Bill Kirchoff - Vice President
- Dan Bridget
- Kent McPhail
- Lance Angle

Town of Plainfield - Steering Team

- Brad DuBois (Executive Director)
- Kent McPhail (Council Member)
- Jill Sprague (GIS Coordinator)
- Scott Slavens (Plan Commission)
- Jennifer Andres (Redevelopment Commission)
- Jeff Banning (President)

Town of Plainfield - Town Staff

- Andrew Klinger - Town Manager
- Tony Perona - Deputy Town Manager
- Tim Belcher - Town Engineer
- Joe James - Director of Planning

Town of Plainfield - Stake Holders

- Bobby Williams - Owner
- Kelly King - Owner
- Doug Huff - Owner
- Brian Church - Property Owner
- Neil Church- Property Owner
- Julie Callis - General Manager
- Rita Fiorentino - Owner
- Dennis Gibbs
- Luke Waltz - Urban Designer
- Brett Davis - Landscape Architect
- Nick Crews - Resident
- Mark Todisco - School Board Member
- Scott Flood - School Board Member
- Bill Clendineng - Pastor
- Jerry Vornholt - Owner
- Steve Daum - Resident, Real Estate Broker
- Chuck Ellis - Resident, Guilford Township Trustee
- Mary Chastain - First National Bank
- Brad Whicker - Builder
- Linda Semler - Resident
- Lana Pedigo - Resident

Planning Team

- Context Design - Design Consultant





HISTORY AND CONTEXT





Plainfield Carnegie Library building, Now Triangle Fraternity



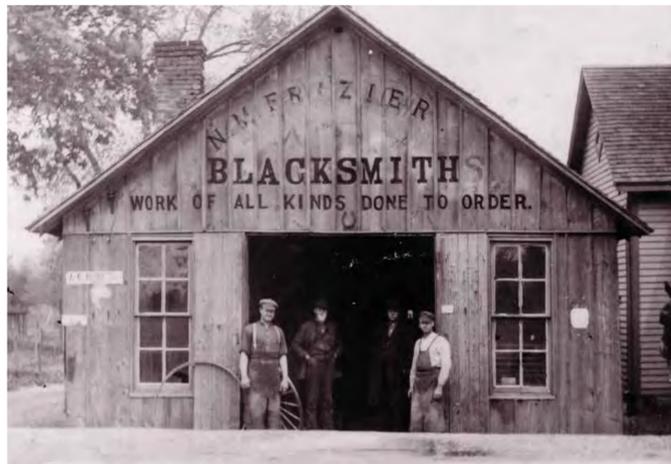
Plainfield Friends Meeting



Building at the Northwest Corner of Main and Vine Street



Prewitt Theater, Now Village Theater



NM Frazier BlackSmith Plainfield



the remnants of the van buren elm

Town of Plainfield History

The area now known as Guilford Township once was an unbroken wilderness along White Lick Creek and was occupied by the Delaware Indians. White settlers began to arrive in numbers after the 1818 Treaty of St. Mary's secured the area for settlement.

The town of Plainfield came about in this way: a tract of land which included the area now known as Plainfield was obtained by Jeremiah Hadley of Preble County, Ohio, in 1822. Ten years later he sold it to his son, Elias Hadley. Levi Jessup and Elias Hadley laid out the town in 1839. Plainfield became incorporated as a town in 1839, but the incorporation charter was given up because of unsuccessful attempts at town government. Township trustees at the time felt township rule was preferable. On June 25, 1904, Plainfield was incorporated a second time as a town, and this time the incorporation stuck.

Over the years, Plainfield has become associated with the Quakers. Although they were not the first denomination of Christianity to settle in the Plainfield area, the Quakers quickly became well-established, and in 1858 when the Western Yearly Meeting of Friends was organized, their house of worship was set up on Plainfield's Main Street. Although the original building burned down, it was replaced and the Western Yearly Meeting still takes place there. The Plainfield "Quaker" is the mascot of the high school.

Plainfield has long been associated with the national road, U.S. 40, which goes through town as "Main Street." One incident which brought Plainfield national attention occurred in 1842 when President Martin Van Buren was spilled purposefully from his stage coach into the thick mud of the highway. The practical joke came as a result of Van Buren's vetoing a bill from Congress to improve the highway, a move which angered Western settlers. When Van Buren came through Plainfield on a swing to shore up his popularity for the 1844 election, a group of perpetrators set up the incident. The elm tree whose roots caused the president's carriage to topple became known as the Van Buren Elm.

By 1850, the population of Hendricks County was 14,083. The people in the county developed a strong farming empire from the rich soil available in the region. Corn, wheat, oats, and soybeans were taken to Indianapolis and Cincinnati to sell at markets. In 1914, two-thirds of the population of the county lived in the country and farmers owned more than 90 percent of the taxable property. As more people moved to the county, Plainfield, along with Danville and Brownsburg, began to grow as commercial centers.

Throughout the 20th century, Plainfield continued to grow steadily. Since the beginning of settlement in the area, Plainfield and Guilford Township have had the largest concentration of population in Hendricks County. Today, the town's population exceeds 29,000 and its limits stretch from the Marion County line on the east into Liberty Township on the west, and from CR 100S in Washington Township on the north to south of I-70 on the south.

Source: Town of Plainfield Website (<http://www.townofplainfield.com/Town-History/>)

Previous and Active Studies

(2017) Retail Analysis and Recruitment Study

This in progress study, is an in-depth analysis of community demographics, retail trends, needs and opportunities. The project team for this study and the downtown team will closely share information to strengthen both studies and plans. The Retail Analysis and Recruitment Study is complimentary to the efforts of the Downtown Redevelopment Plan.

(2016) Franklin Park Master Plan

The proposed master plan for Franklin Park diversifies the programming within the park and includes a mix of traditional park amenities and new amenities.

(2016) Plainfield Comprehensive Parks Master Plan

The master plan provides a framework to respond to citizens' needs and expectations, as well as identifies priorities for the staff to work toward successful implementation.

(2016) Town of Plainfield Comprehensive Plan

The Town of Plainfield Comprehensive Plan includes recommendations at fostering a high quality of life for the Plainfield Community. The plan took an in-depth look at previous plans and included careful analysis of demographics, GIS data, field observation, community workshops, on-line outreach, internal/external data sources, and interview with local stakeholders. The process looked that whole community comprehensively but included the downtown as a focus area that provided recommendations to continue to develop "quality of life" within the downtown core.

(2011) Downtown Parking Study

The Plainfield Town Planners provided an inventory of existing parking and documented opportunities for additional parking.

(2011) Sidewalk and Trail Master Plan

This plan considers improving the access of its citizens and visitors to sidewalks and trails to be a top priority. If fully implemented the plan would allow every resident or visitor to Plainfield would have a readily available access to the Town's sidewalk and trail system and would be able to use that system to reach all other destinations within the community without having to get in a car.

(2010) National Register of Town Center Historic District

The Plainfield Town Center Historic includes 177 contributing buildings and was added to the National Registry of Historic Places in 2010. This District is approximately 64 acres in size and is roughly bounded by Lincoln Street to the north, S East Street to the east; Ash Street to the south and Mill Street to the west. The contributing buildings include a mix of residential, commercial and religious structures that show 19th century architecture, including Late Victorian Gothic, Italianate, Queen Anne, and Stick/Eastlake Design. See inventory sheets for Historical District boundary and locations of contributing buildings.

(2004) Plainfield 2025 Comprehensive Plan

The Plainfield 2025 Comprehensive plans has been guiding policy document for the Town of Plainfield for the past decade. The plan focused more on the developing areas of town that are lower density and transportation planning for adequate east-west access through town.

(2003) Plainfield Town Center Plan

In 2002, the Town initiated the Plainfield Town Center Plan to develop the vision to create a "sense of place." The plan includes existing conditions assessments and recommendations that address downtown district organization and finance, business development, marketing and communication, and physical improvement and maintenance. The planning document also provides design guidelines and targeted action-items to fully implement the town vision. This plan became the catalysis for the National Register of Town Center Historic District and the 2005 U.S. 40 Streetscape Master Plan and improvements.

COMMUNITY • DEMOGRAPHIC PROFILE
Plainfield, Indiana

DESCRIPTION	DATA	%
Population Summary		
2000 Total Population	20,715	
2010 Total Population	27,631	
2016 Total Population	31,370	
2016 Group Quarters	3,153	
2020 Total Population	33,837	
2016-2021 Annual Rate		1.53%
Household Summary		
2000 Households	7,450	
2000 Average Household Size	2.47	
2010 Households	9,747	
2010 Average Household Size	2.57	
2016 Households	10,821	
2016 Average Household Size	2.61	
2021 Households	11,715	
2021 Average Household Size	2.62	
2016-2021 Annual Rate		1.60%
Families		
2010 Families	6,756	
2010 Average Family Size	3.08	
2016 Families	7,429	
2016 Average Family Size	3.13	
2021 Families	8,013	
2021 Average Family Size	3.14	
2016-2021 Annual Rate		1.52%

DESCRIPTION	DATA	%
Housing Unit Summary		
2000 Housing Units	7,860	
Owner Occupied Housing Units		67.40%
Renter Occupied Housing Units		27.40%
Vacant Housing Units		5.20%
2010 Housing Units	10,386	
Owner Occupied Housing Units		64.70%
Renter Occupied Housing Units		29.30%
Vacant Housing Units		6.20%
2016 Housing Units	11,580	
Owner Occupied Housing Units		61.70%
Renter Occupied Housing Units		31.70%
Vacant Housing Units		6.60%
2021 Housing Units	12,519	
Owner Occupied Housing Units		61.60%
Renter Occupied Housing Units		32.00%
Vacant Housing Units		6.40%
Median Household Income		
2016	\$56,905	
2021	\$66,489	
Median Home Value		
2016	\$154,242	
2021	\$175,179	
Per Capita Income		
2016	\$26,303	
2021	\$29,265	

DESCRIPTION	DATA	%
Median Age		
2010	35.5	
2016	36.2	
2021	36	
2016 Households by Income		
Household Income Base	10,821	
<\$15,000		6.40%
\$15,000 - \$24,999		8.50%
\$25,000 - \$34,999		10.00%
\$35,000 - \$49,999		16.50%
\$50,000 - \$74,999		23.00%
\$75,000 - \$99,999		15.80%
\$100,000 - \$149,999		13.90%
\$150,000 - \$199,999		3.80%
\$200,000+		2.20%
Average Household Income	\$70,312	
2021 Households by Income		
Household Income Base	11,715	
<\$15,000		5.90%
\$15,000 - \$24,999		8.00%
\$25,000 - \$34,999		10.20%
\$35,000 - \$49,999		8.00%
\$50,000 - \$74,999		24.00%
\$75,000 - \$99,999		18.80%
\$100,000 - \$149,999		17.90%
\$150,000 - \$199,999		4.90%
\$200,000+		2.30%
Average Household Income	\$78,956	

DESCRIPTION	DATA	%
2016 Owner Occupied Housing Units by Value		
Total	7,140	
<\$50,000		2.00%
\$50,000 - \$99,999		10.50%
\$100,000 - \$149,999		22.00%
\$150,000 - \$199,999		27.10%
\$200,000 - \$249,999		10.80%
\$250,000 - \$299,999		5.40%
\$300,000 - \$399,999		5.90%
\$400,000 - \$499,999		1.60%
\$500,000 - \$749,999		0.80%
\$750,000 - \$999,999		0.20%
\$1,000,000+		0.50%
Average Home Value	\$178,368	



DESCRIPTION	DATA	%
2021 Owner Occupied Housing Units by Value		
Total	7,214	
<\$50,000		1.60%
\$50,000 - \$99,999		6.50%
\$100,000 - \$149,999		24.80%
\$150,000 - \$199,999		34.40%
\$200,000 - \$249,999		16.00%
\$250,000 - \$299,999		7.60%
\$300,000 - \$399,999		6.20%
\$400,000 - \$499,999		1.50%
\$500,000 - \$749,999		0.90%
\$750,000 - \$999,999		0.30%
\$1,000,000+		0.50%
Average Home Value	\$195,709	
2010 Population by Age		
Total	27,631	
0 - 4		6.60%
5 - 9		7.10%
10 - 14		7.00%
15 - 24		12.80%
25 - 34		15.70%
35 - 44		15.10%
45 - 54		14.10%
55 - 64		10.30%
65 - 74		5.90%
75 - 84		3.80%
85 +		1.60%
18 +		75.50%

DESCRIPTION	DATA	%
2016 Population by Age		
Total	31,371	
0 - 4		6.20%
5 - 9		6.20%
10 - 14		6.60%
15 - 24		13.40%
25 - 34		15.90%
35 - 44		14.70%
45 - 54		13.40%
55 - 64		11.10%
65 - 74		7.20%
75 - 84		3.50%
85 +		1.60%
18 +		77.30%



DESCRIPTION	DATA	%
2021 Population by Age		
Total	33,835	
0 - 4		6.30%
5 - 9		6.20%
10 - 14		6.30%
15 - 24		13.20%
25 - 34		16.60%
35 - 44		14.50%
45 - 54		12.60%
55 - 64		11.10%
65 - 74		7.90%
75 - 84		3.90%
85 +		1.60%
18 +		77.50%

DESCRIPTION	DATA	%
2010 Population by Sex		
Males	14,579	
Females	13,052	
2016 Population by Sex		
Males	16,724	
Females	14,647	
2021 Population by Sex		
Males	18,012	
Females	15,823	
2010 Population by Race/Ethnicity		
Total	27,631	
White Alone		85.20%
Black Alone		7.90%
American Indian Alone		0.20%
Asian Alone		3.30%
Pacific Islander Alone		0.00%
Some Other Race Alone		1.50%
Two or More Races		1.80%
Hispanic Origin		4.00%
Diversity Index	32.3	



DESCRIPTION	DATA	%
2016 Population by Race/Ethnicity		
Total	31,269	
White Alone		82.70%
Black Alone		9.60%
American Indian Alone		0.20%
Asian Alone		3.40%
Pacific Islander Alone		0.00%
Some Other Race Alone		1.80%
Two or More Races		2.30%
Hispanic Origin		4.70%
Diversity Index	36.9	

DESCRIPTION	DATA	%
2021 Population by Race/Ethnicity		
Total	33,827	
White Alone		79.30%
Black Alone		11.70%
American Indian Alone		0.20%
Asian Alone		4.10%
Pacific Islander Alone		0.00%
Some Other Race Alone		2.10%
Two or More Races		2.60%
Hispanic Origin		5.60%
Diversity Index	42.4	



DESCRIPTION	DATA	%
2010 Population by Relationship and Household Type		
Total	27,631	
In Households		90.50%
In Family Households		77.50%
Householder		24.50%
Spouse		18.20%
Child		20.90%
Other relative		2.80%
Nonrelative		2.30%
In Nonfamily Households		13.00%
In Group Quarters		9.50%
Institutionalized Population		9.40%
Noninstitutionalized Population		0.10%

COMMUNITY • DEMOGRAPHIC PROFILE
Plainfield, Indiana

DESCRIPTION	DATA	%
2016 Population 25+ by Educational Attainment	21,222	
Total		
Less than 9th Grade		2.20%
9th - 12th Grade, No Diploma		6.40%
High School Graduate		27.90%
GED/Alternative Credential		5.20%
Some College, No Degree		21.90%
Associate Degree		9.20%
Bachelor's Degree		18.90%
Graduate/Professional Degree		8.10%

DESCRIPTION	DATA	%
2016 Employed Population 16+ by Industry	14,491	
Total		
Agriculture/Mining		0.30%
Construction		5.10%
Manufacturing		12.30%
Wholesale/Trade		4.10%
Retail Trade		12.00%
Transportation/Utilities		8.80%
Information		0.80%
Finance/Insurance/Real Estate		5.80%
Services		46.40%
Public Administration		4.40%

DESCRIPTION	DATA	%
2016 Population 15+ by Marital Status	25,426	
Total		
Never Married		30.80%
Married		49.50%
Widowed		5.10%
Divorced		14.70%

DESCRIPTION	DATA	%
2016 Employed Population 16+ by Occupation	14,491	
Total		
White Collar		62.40%
Management/Business/Financial		15.70%
Professional		22.40%
Sales		9.60%
Administrative Support		14.70%
Services		14.90%
Blue Collar		22.80%
Farming/Forestry/Fishing		0.00%
Construction/Extraction		5.20%
Installation/Maintenance/Repair		3.50%
Production		4.80%
Transportation/Material Moving		9.20%

DESCRIPTION	DATA	%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		95.80%
Civilian Unemployed		4.20%



DESCRIPTION	DATA	%
2010 Population by Urban/Rural Status	27,631	
Total Population		
Population Inside Urbanized Area		99.30%
Population Inside Urbanized Cluster		0.00%
Rural Population		0.70%
2010 Households by Type	9,747	
Total		
Households with 1 Person		25.70%
Households with 2+ People		74.30%
Family Households		69.30%
Husband-wife Families		52.00%
With Related Children		24.50%
Other Family (No Spouse Present)		17.30%
Other Family with Male Householder		5.00%
With Related Children		3.40%
Other Family with Female Householder		12.30%
With Related Children		8.70%
Nonfamily Households		5.00%
All Households with Children		37.10%
Multigenerational Households		3.30%
Unmarried Partner Households		6.80%
Male-female		6.00%
Same-sex		0.70%

DESCRIPTION	DATA	%
2010 Households by Size	9,747	
Total		
1 Person Household		25.70%
2 Person Household		32.50%
3 Person Household		17.10%
4 Person Household		14.40%
5 Person Household		6.80%
6 Person Household		2.30%
7+ Person Household		1.30%
2010 Households by Tenure and Mortgage Status	9,747	
Total		
Owner Occupied		69.00%
Owned with a Mortgage/Loan		54.70%
Owned Free and Clear		14.30%
Renter Occupied		31.00%



TheRetailCoach
TAPESTRY SEGMENTATION PROFILE

+ WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

+ WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

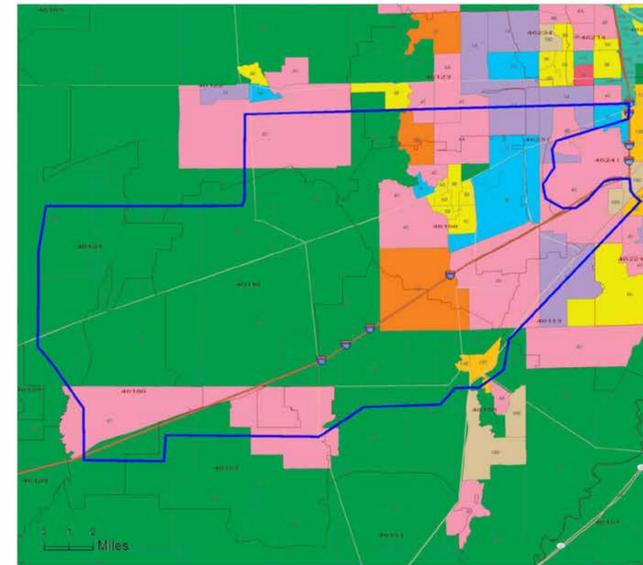
+ TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and life stage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots



- + L1 AFFLUENT ESTATES**
Established wealth — educated, well-traveled married couples
- + L2 UPSCALE AVENUES**
Prosperous, married couples in higher density neighborhoods
- + L3 UPTOWN INDIVIDUALS**
Younger, urban singles on the move
- + L4 FAMILY LANDSCAPES**
Successful younger families in newer housing
- + L5 GENXURBAN**
Gen X in middle age; families with fewer kids and a mortgage
- + L6 COZY COUNTRY**
Empty nesters in bucolic settings
- + L7 ETHNIC ENCLAVES**
Established diversity — young, Hispanic homeowners with families
- + L8 MIDDLE GROUND**
Lifestyle of thirty-somethings
- + L9 SENIOR STYLES**
Senior lifestyles reveal the effects of saving for retirement
- + L10 RUSTIC OUTPOSTS**
Country life with older families, older homes
- + L11 MIDTOWN SINGLES**
Millennials on the move; single, diverse, and urban
- + L12 HOMETOWN**
Growing up and staying close to home; single householders
- + L13 NEXT WAVE**
Urban dwellers; young, diverse, hardworking families
- + L14 SCHOLARS AND PATRIOTS**
College campuses and military neighborhoods



TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1 Middleburg (4C)	21.7%	21.7%	2.8%	2.8%	767
2 Salt of the Earth (6B)	12.4%	34.1%	2.9%	5.7%	425
3 Up and Coming Families (7A)	10.0%	44.1%	2.3%	8.0%	438
4 Rustbelt Traditions (5D)	7.0%	51.1%	2.2%	10.2%	315
5 Soccer Moms (4A)	6.5%	57.6%	2.8%	13.0%	229
Subtotal	57.6%		13.0%		
6 Bright Young Professionals (8C)	6.3%	63.9%	2.2%	15.2%	283
7 Green Acres (6A)	5.5%	69.4%	3.2%	18.4%	171
8 Heartland Communities (6F)	5.3%	74.7%	2.4%	20.8%	227
9 Professional Pride (1E)	4.3%	79.0%	1.6%	22.4%	267
10 Parks and Rec (5C)	3.6%	82.6%	2.0%	24.4%	178
Subtotal	25.0%		11.4%		
11 Savvy Suburbanites (1D)	2.6%	85.2%	3.0%	27.4%	88
12 Handscraft Life Road (8G)	2.4%	87.6%	1.2%	28.6%	198
13 Small Town Simplicity (12C)	2.4%	90.0%	1.9%	30.5%	127
14 Middle Constants (5E)	2.3%	92.3%	2.5%	33.0%	93
15 Front Porches (8E)	2.1%	94.4%	1.6%	34.6%	130
Subtotal	11.8%		10.2%		
16 Traditional Living (12B)	1.9%	96.3%	2.0%	36.6%	99
17 Down the Road (10D)	1.8%	98.1%	1.1%	37.7%	153
18 Home Improvement (4E)	1.7%	99.8%	1.7%	39.4%	100
19 Metro Fusion (11C)	0.3%	99.9%	1.4%	40.8%	9
Subtotal	5.5%		6.2%		
Total	100.0%		40.9%		244

LifeMode Group • Family Landscapes

4C MIDDLEBURG

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out.

Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

US Household // 3,319,000
Average Household Size // 2.73
Median Age // 35.3
Median Household Income // \$55,000

+ OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 152).
- Affordable housing, median value of \$158,000 (Index 89) with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

+ MARKET PROFILE

(Consumer preferences are estimated from data by GSI MRI)

- Residents are partial to trucks, SUVs, and occasionally, convertibles, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

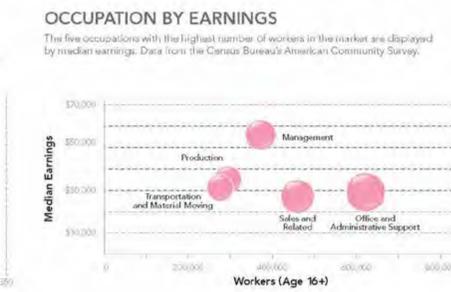
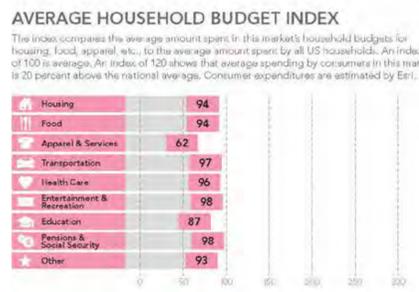
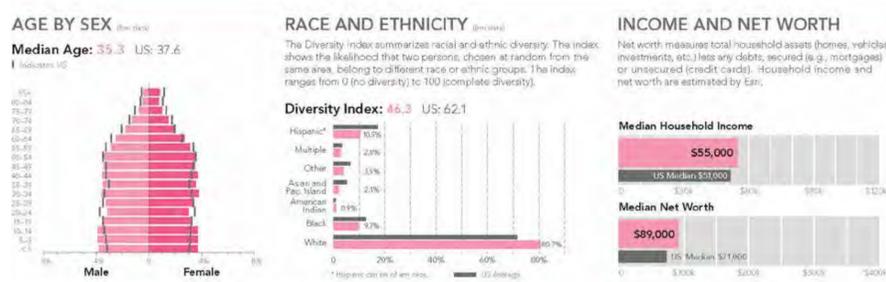
+ SOCIOECONOMIC TRAITS

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 85).
- Labor force participation typical of a younger population at 66.7% (Index 106).
- Traditional values are the norm here – faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

+ HOUSING

Median home value is displayed for markets that are primarily owner-occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing: Single Family
Median Value: \$158,000
US Median: \$177,000



LifeMode Group • Cozy Country Living

6B SALT OF THE EARTH

Salt of the Earth residents are entrenched in their traditional, rural lifestyles.

Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

US Household // 3,517,000
Average Household Size // 2.58
Median Age // 43.1
Median Household Income // \$53,000

+ OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

+ MARKET PROFILE

(Consumer preferences are estimated from data by GSI MRI)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips, are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

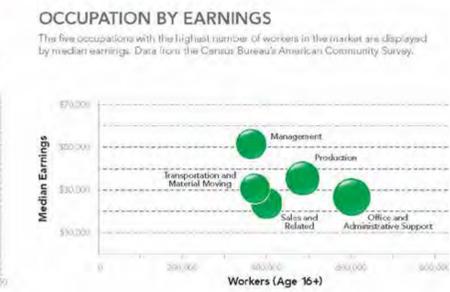
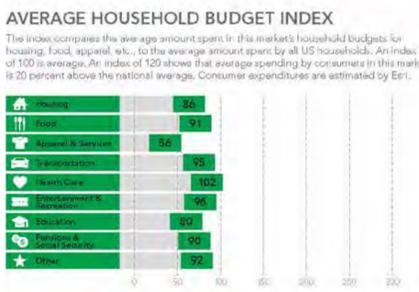
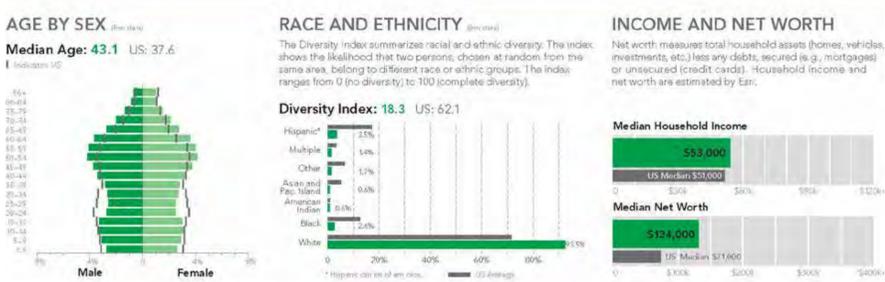
+ SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

+ HOUSING

Median home value is displayed for markets that are primarily owner-occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing: Single Family
Median Value: \$174,000
US Median: \$177,000



LifeMode Group • Ethnic Enclaves

7A UP AND COMING FAMILIES

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation.

They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new, their families are young. And this is one of the fastest-growing markets in the country.

US Household // 2,562,000
Average Household Size // 3.10
Median Age // 30.7
Median Household Income // \$64,000

+ OUR NEIGHBORHOOD

- New suburban periphery; new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing; longer commute times (Index 116).

+ MARKET PROFILE

(Consumer preferences are estimated from data by GSI MRI)

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from back-packing and baseball to weight lifting and yoga.

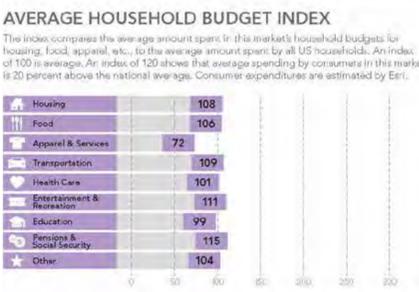
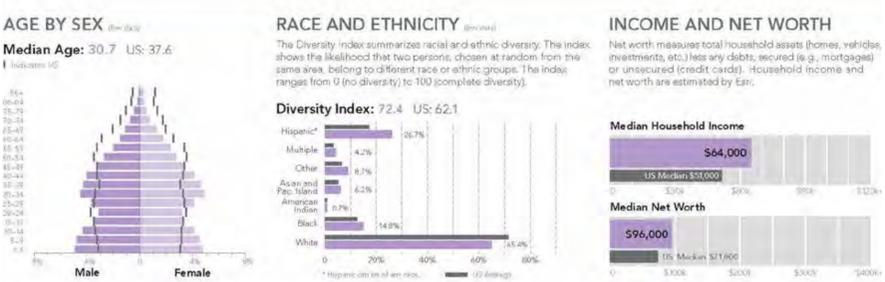
+ SOCIOECONOMIC TRAITS

- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 7% (Index 81).
- Most households (63%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

+ HOUSING

Median home value is displayed for markets that are primarily owner-occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing: Single Family
Median Value: \$174,000
US Median: \$177,000



All Information provided by: TheRetailCoach P.O. Box 7272 | Tupelo, MS 38802 | 800.851.0962 | info@theretailcoach.net | www.theretailcoach.net

LifeMode Group • GenXurban

5D RUSTBELT TRADITIONS

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes.

While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

US Household // 2,685,000
Average Household Size // 2.46
Median Age // 38.4
Median Household Income // \$49,000

LifeMode Group • Family Landscapes

4A SOCCER MOMS

Soccer Moms is an affluent, family-oriented market with a country flavor.

Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

US Household // 3,327,000
Average Household Size // 2.96
Median Age // 36.6
Median Household Income // \$84,000

+ OUR NEIGHBORHOOD

- Almost half (49%) of the households are married-couple families, similar to the US (49%), most without children (also similar to the US); the slightly higher proportion of single (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.46.
- They are movers, slightly more mobile than the US population (Index 109), but almost half of householders (50%) moved into their current homes before 2000.
- Most residents live in modest, single-family homes in older neighborhoods, built in the 1950s (Index 218).
- Nearly three quarters own their homes; over half of householders have mortgages.
- A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have two or more vehicles available.

+ OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family homes are in newer neighborhoods; 36% built in the 1990s (Index 253), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74% (Index 163), and low rate vacancy at 5%.
- Median home value is \$126,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 133).

+ MARKET PROFILE

(Consumer preferences are estimated from data by GEN MRI)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ESPN, Animal Planet, and AMC to children's shows on Nickelodeon and Cartoon Network.
- Residents are connected; entertainment activities like online gaming dominate their internet usage.
- Favorite family restaurants include Applebee's, Outback Steakhouse, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

+ SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 8%; labor force participation slightly higher than the US at 67%.
- While most income derived from wages and salaries, nearly 30% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

+ MARKET PROFILE

(Consumer preferences are estimated from data by GEN MRI)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 165), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

+ SOCIOECONOMIC TRAITS

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 159) and second mortgages (Index 154) and auto loans (Index 151).

+ HOUSING

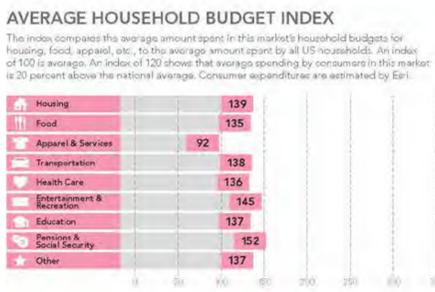
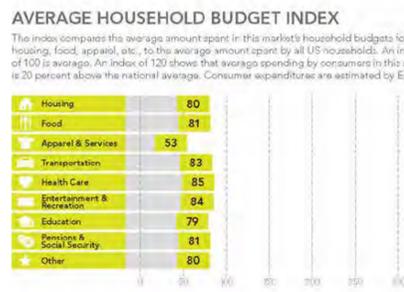
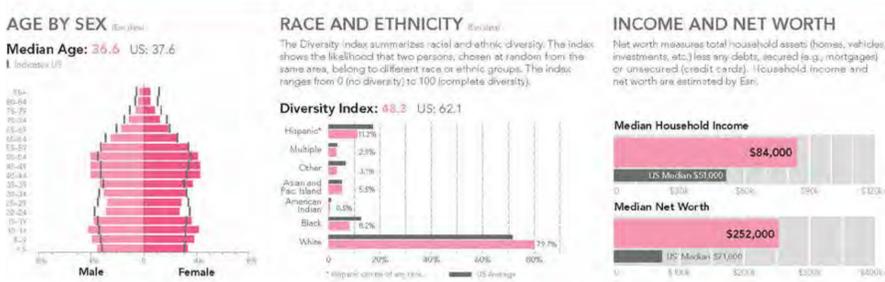
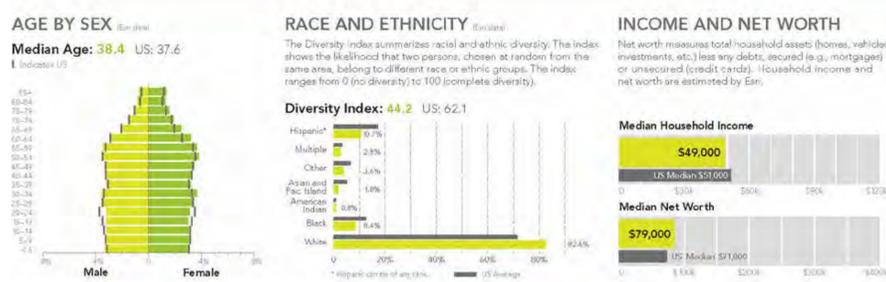
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Typical Housing: Single Family
Median Value

+ HOUSING

Median home value is displayed for markets that are primarily owner-occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing: Single Family
Median Value



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INVENTORY



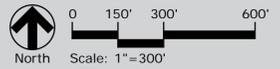


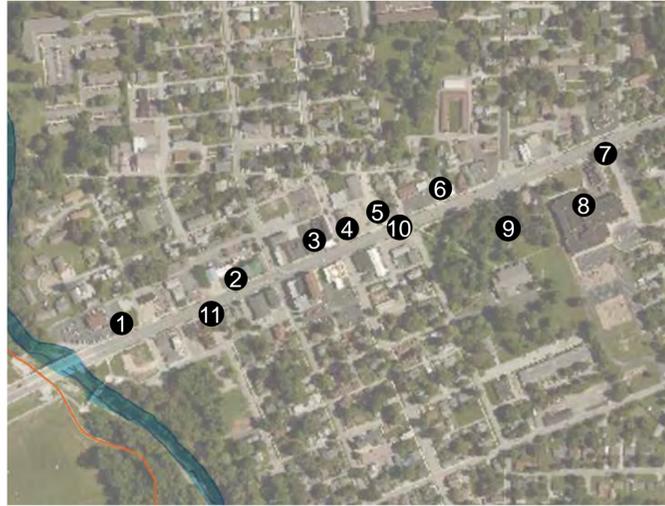
GENERAL NOTE: GIS Information was collected from IndianaMAP, Town of Plainfield GIS and Indiana University. For reference use only.





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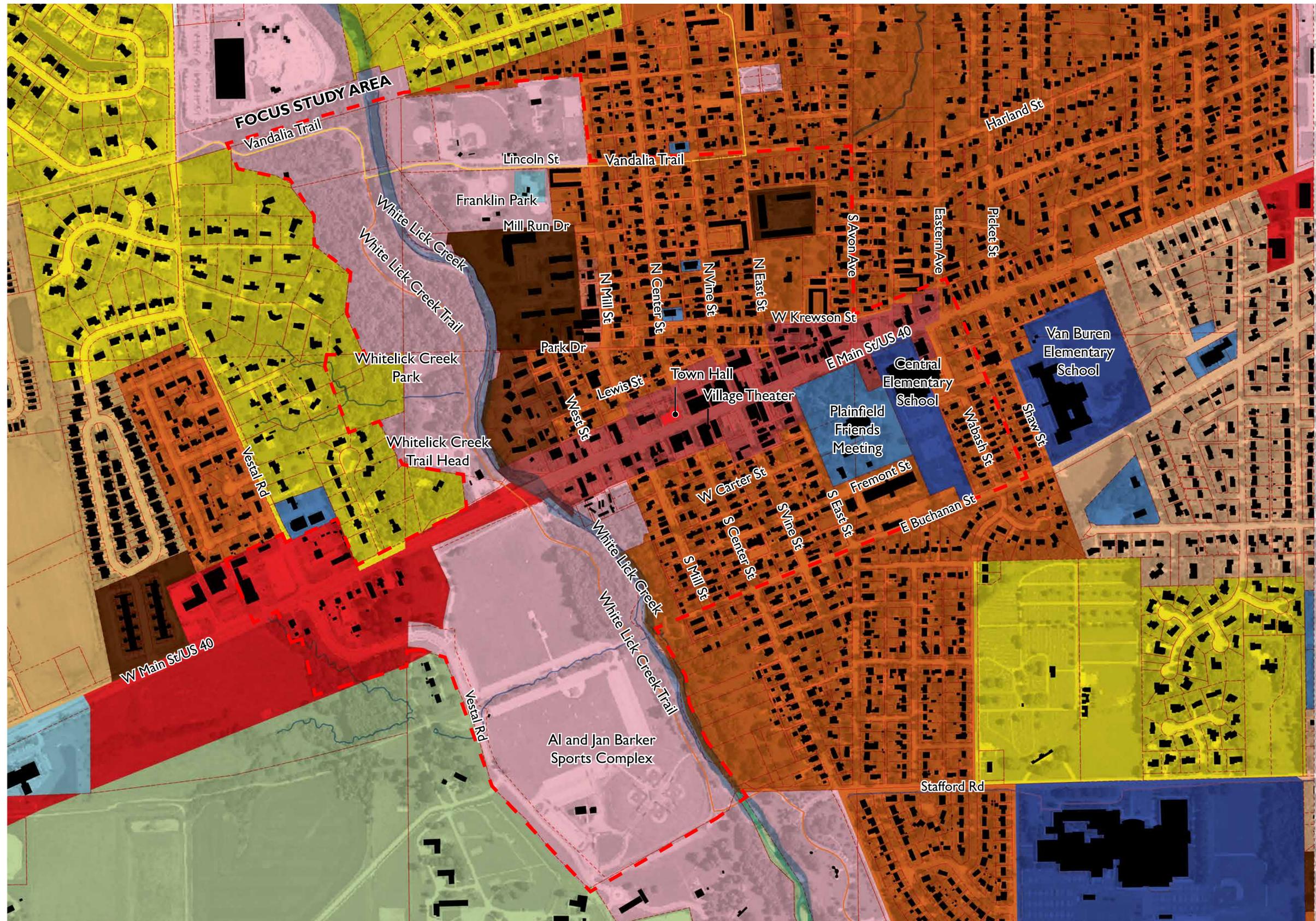
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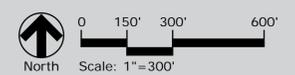
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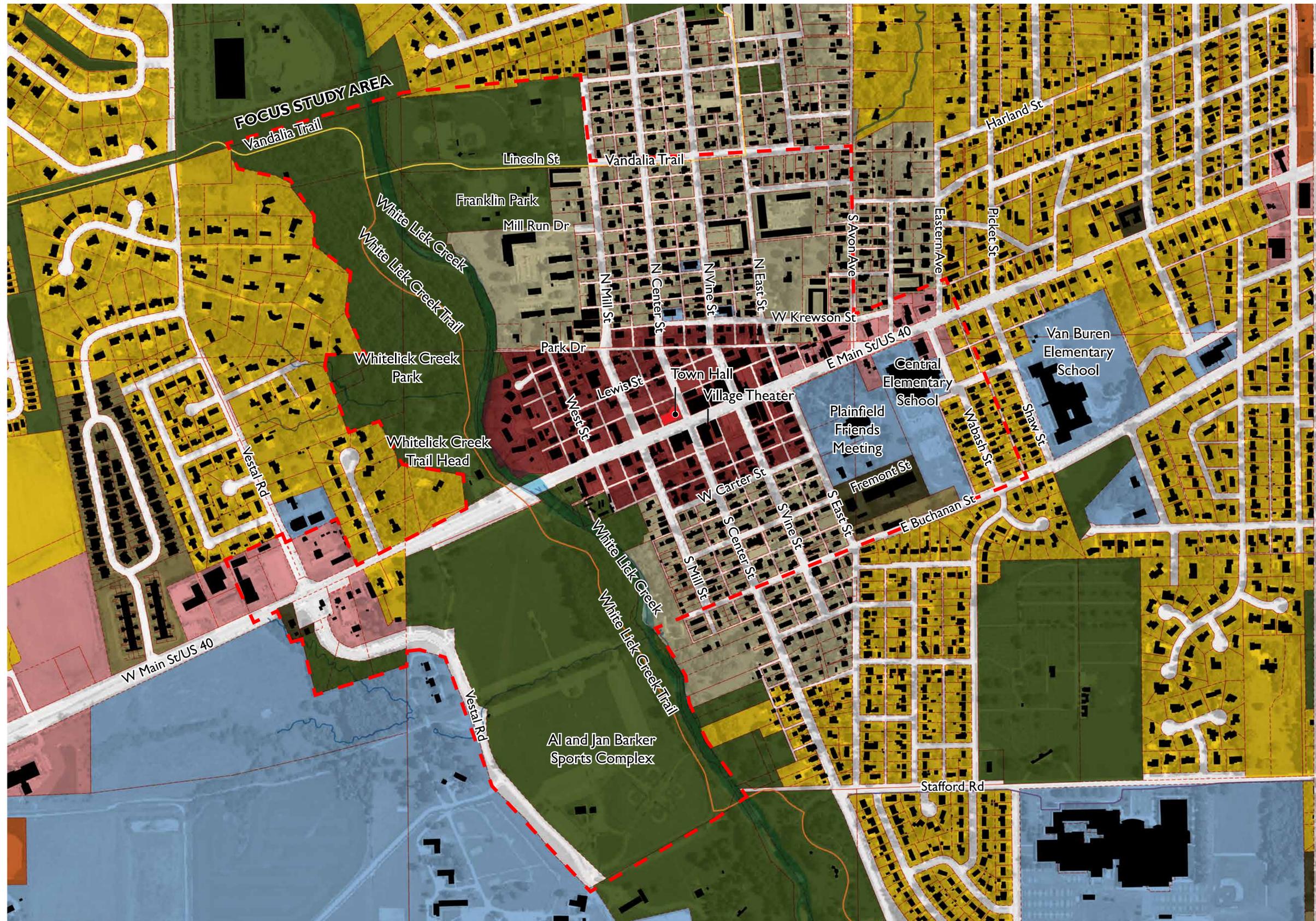


LEGEND:

- General Commercial
- Neighborhood Retail Commercial
- Parksure
- R1-Low Density Residential
- R2-Low Density Residential
- R4-Medium Density Residential
- R5-High Density Residential
- R6-High Density Residential
- Religious Use
- Schools
- Town Center
- PUD-Planned Unit Development

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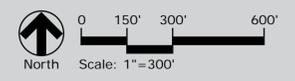


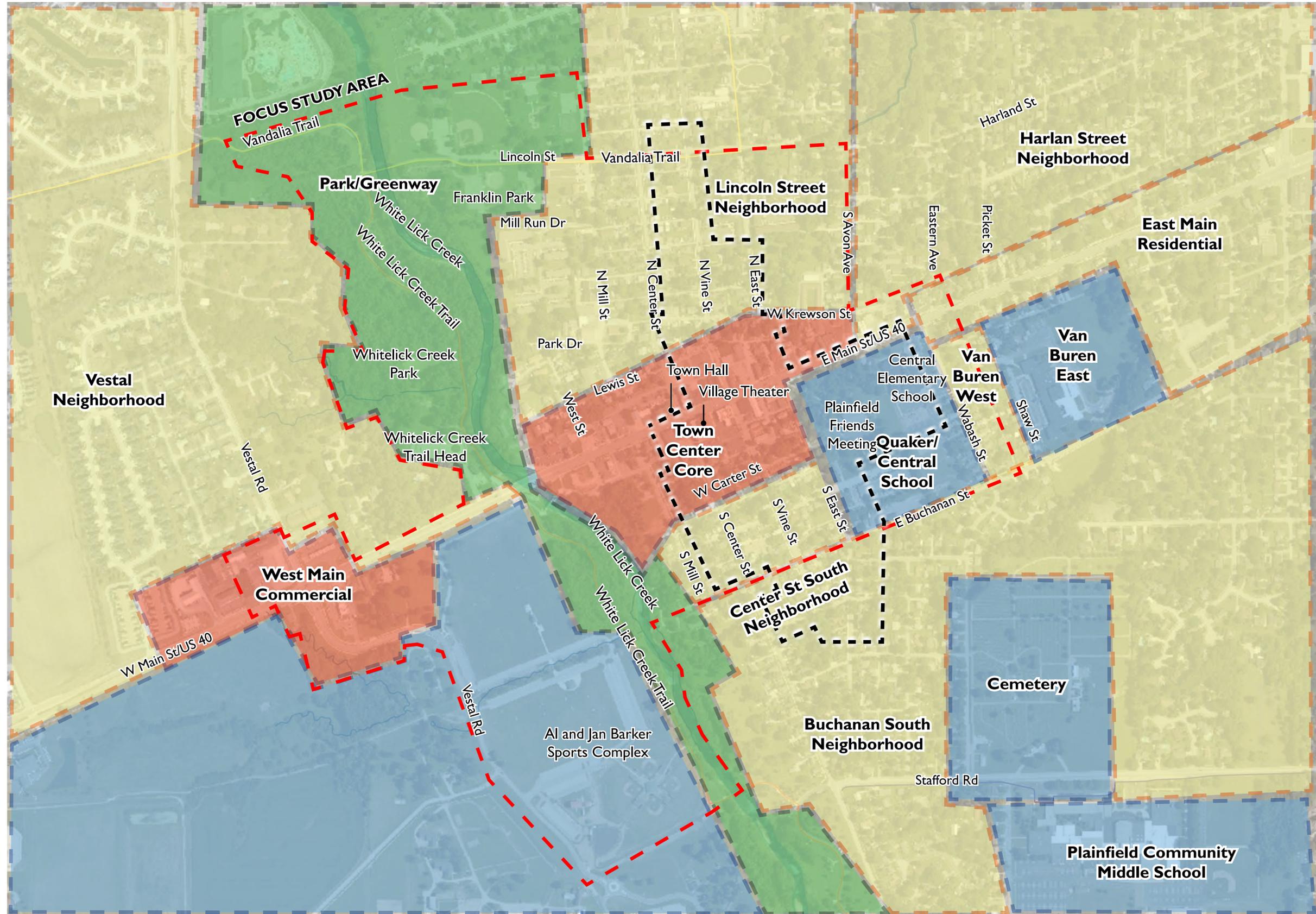


LEGEND:

- Mixed Use/Downtown
- Local/Corridor Commercial
- Historic District Residential
- Multi-Family
- Single Family Attached
- Single Family Detached
- Parks & Open Space
- Public/Semi-Public

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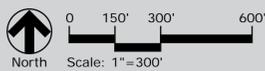


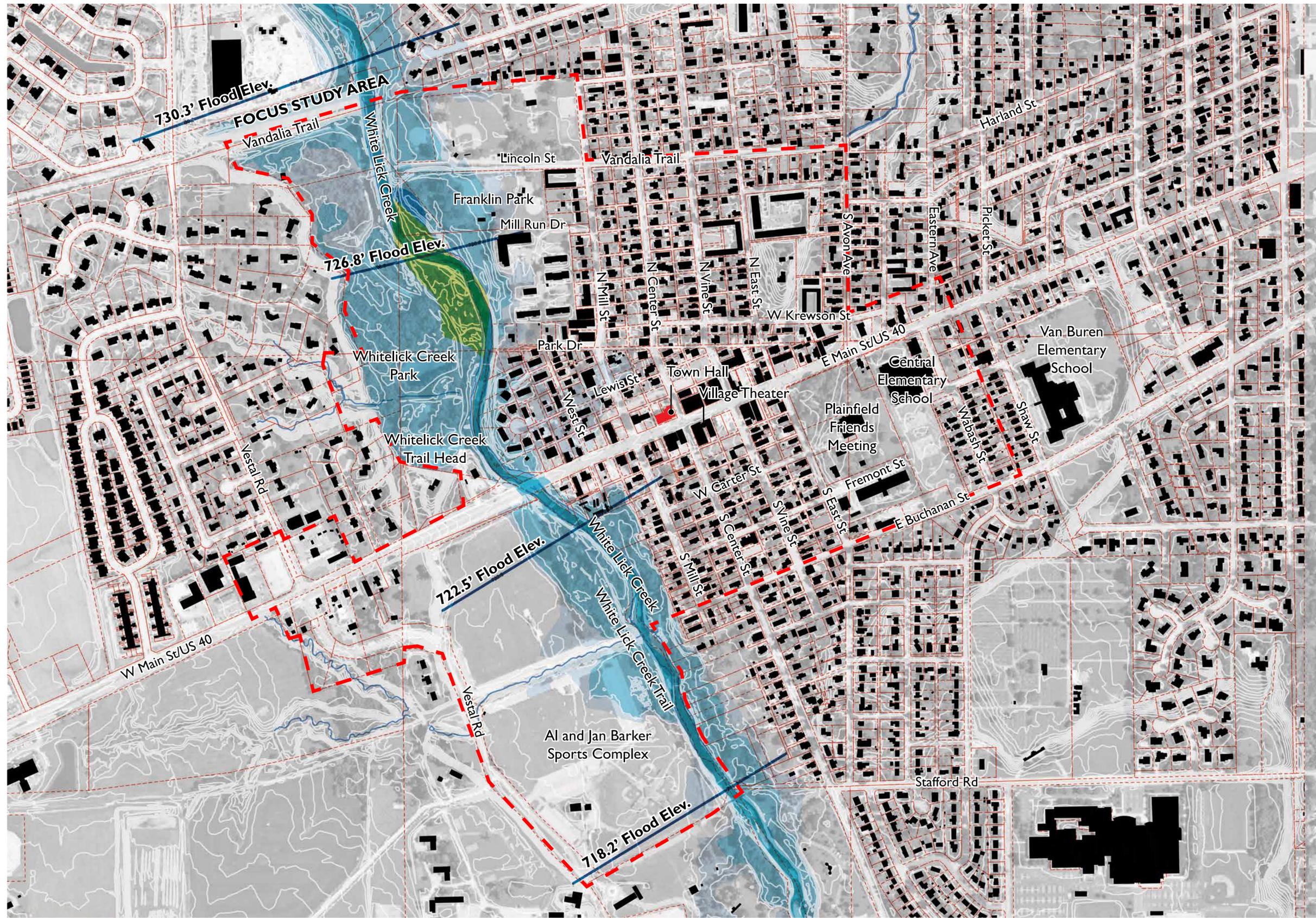


LEGEND:

- ■ ■ Historic District

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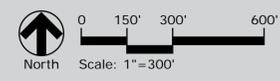


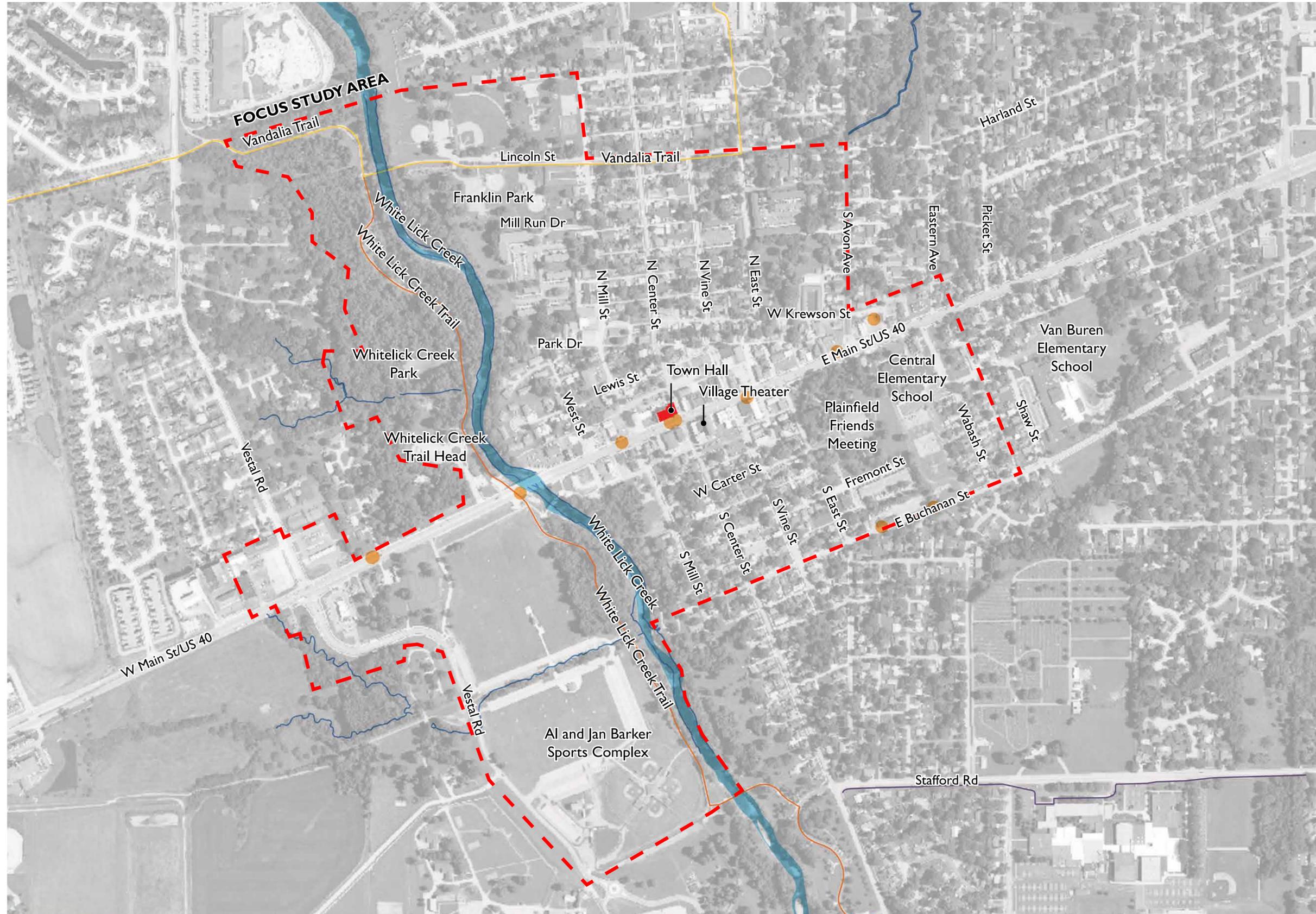


LEGEND:

- Parcel
- Building Footprint
- 0.2% Annual Chance of Flood Hazard
- 1% Annual Chance of Flood Hazard
- Flood Cross Section
- Freshwater Forested/ Shrub Wetland
- Riverine

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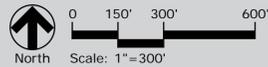


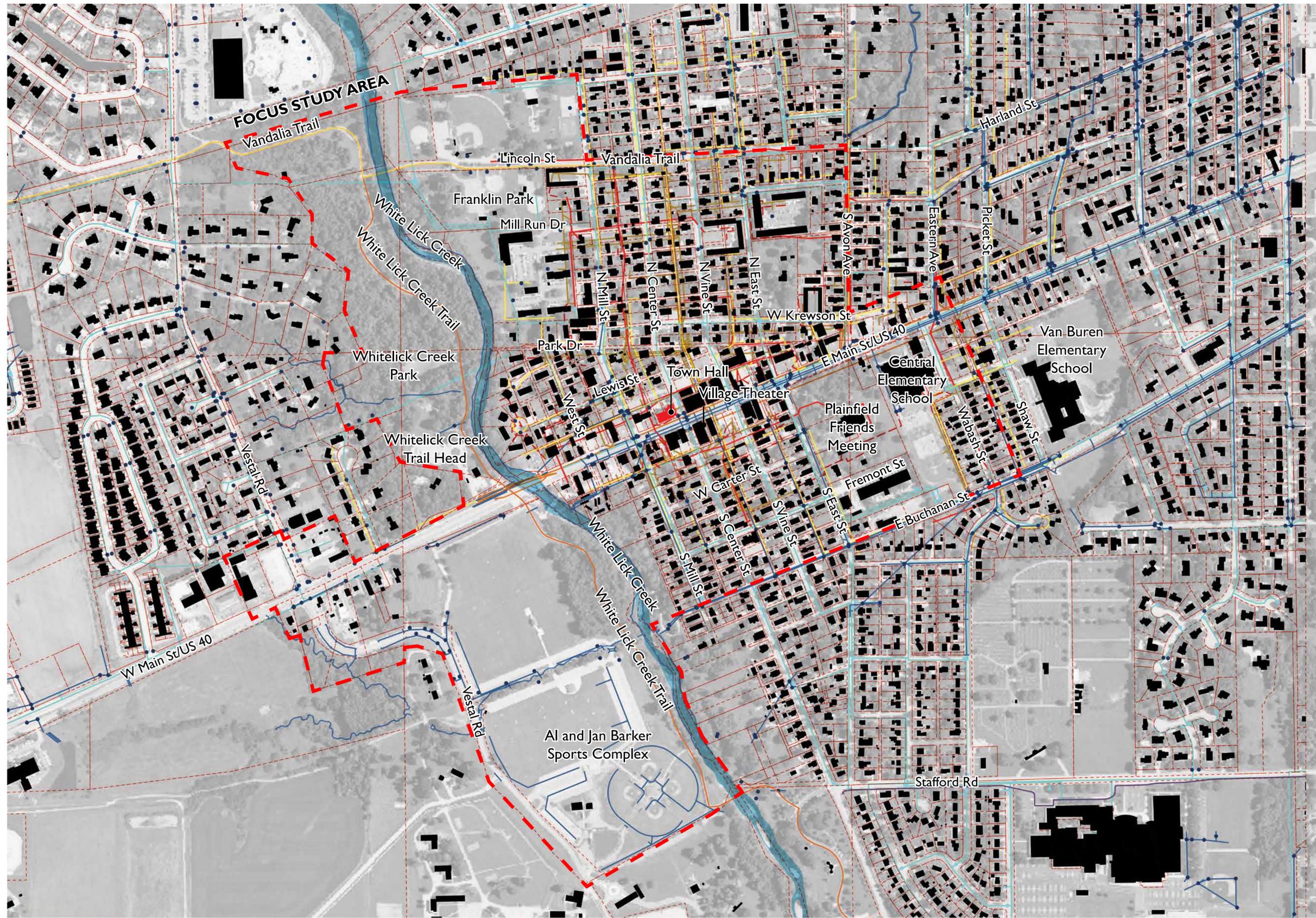


LEGEND:

- Underground Storage Tanks

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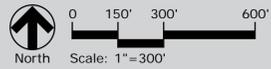


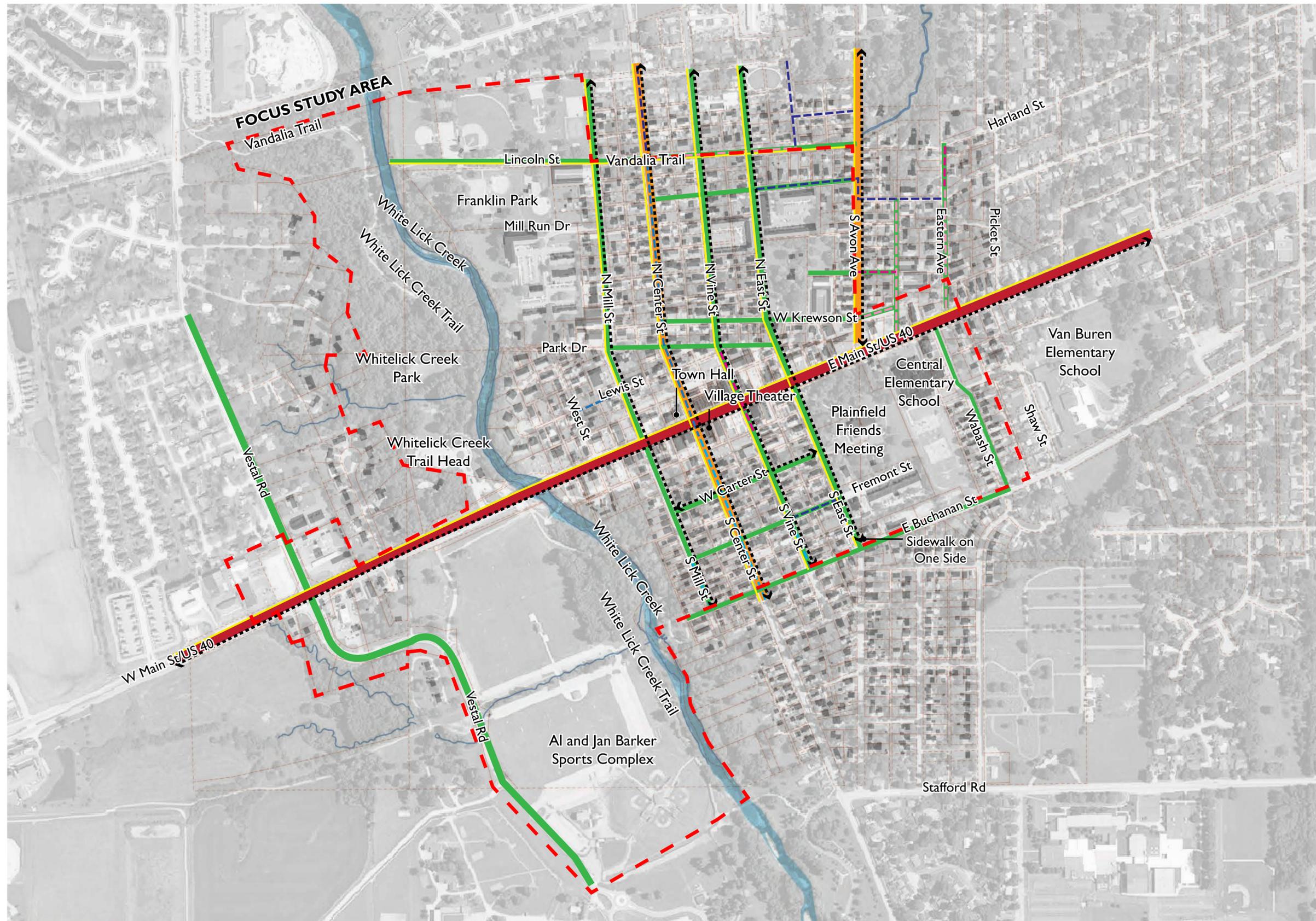


LEGEND:

- Water
- Storm Water
- Gas
- - - Buried Phone Data
- Buried Fiber
- Overhead Comm.
- - - Electrical

GENERAL NOTE: GIS Information was collected from IndianaMAP, Town of Plainfield GIS, Indiana University, AT&T, Comcast, Vectren, and Duke Energy. All Locations need to be verified with infield locations. For reference use only.



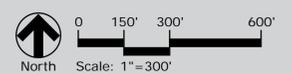


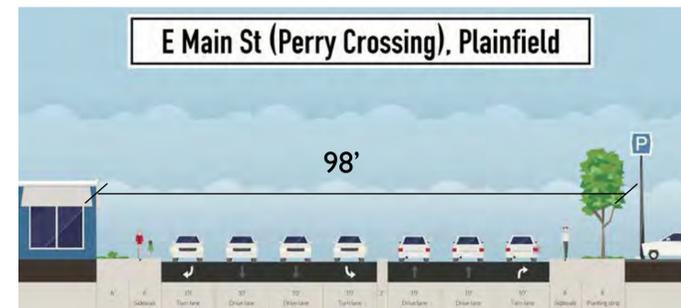
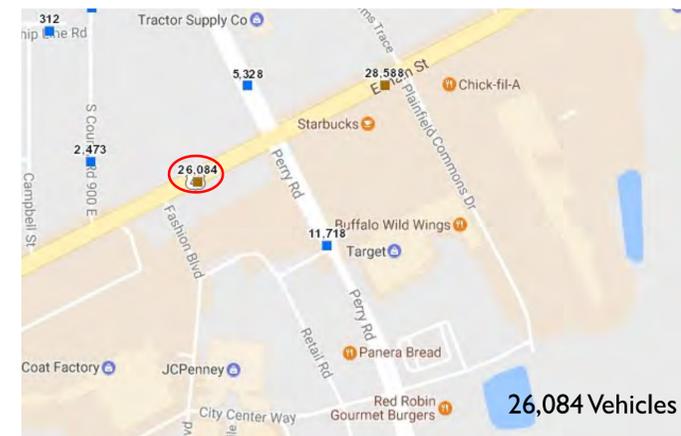
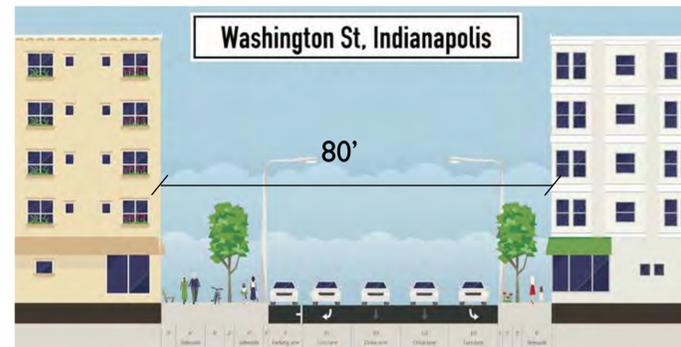
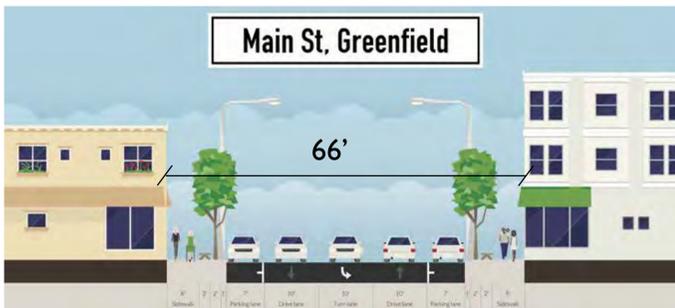
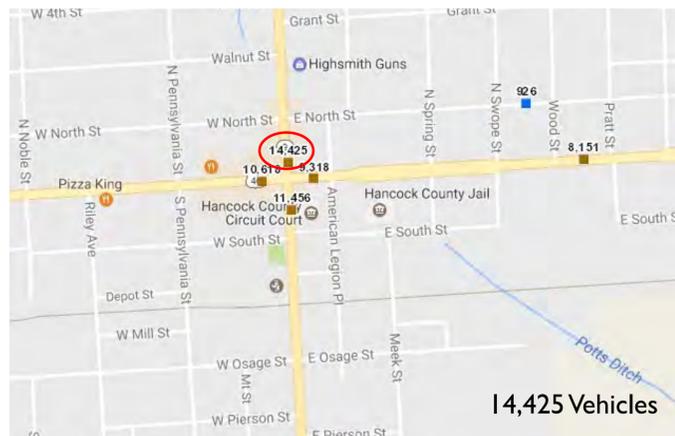
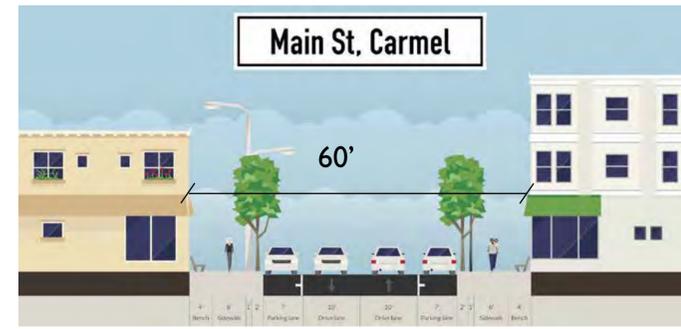
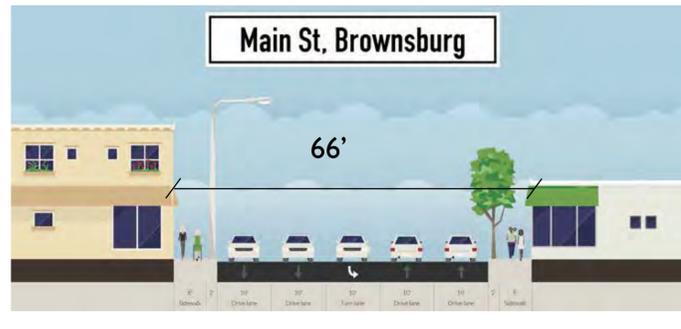
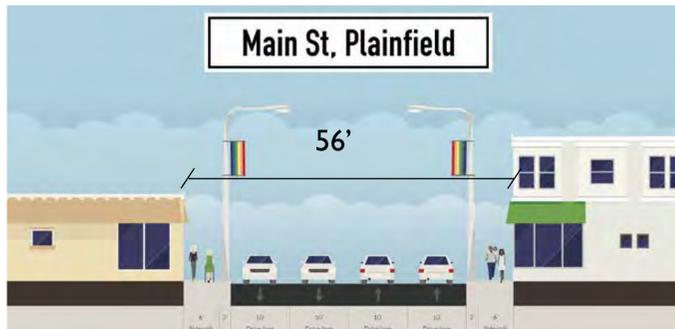
LEGEND:

- Primary Arterial
- Secondary Arterial
- Collector
- ←-→ Sidewalks
- Existing Curbs Both Sides
- Repaved 4 and up
- Repaved 3
- Repaved 2
- Repaved -2
- Repaved -3

GENERAL NOTE: The Pavement Surface Evaluation and Rating scale for asphalt and concrete pavements is 1-10, with “1” and “2” being the worst and indicating that the associated roadway requires total reconstruction, and with “9” and “10” being the best, indicating no corrective maintenance is needed (however preventive maintenance treatments are highly recommended).

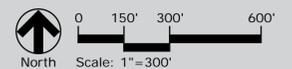
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LEGEND:

GENERAL NOTE: Information was pulled from INDOT's Traffic Count Database System (TCDS).



PARKING INVENTORY

Street/ Lot No.	Building Sq. Ff.	Parking Need	Parking Provided
Avon Street			00 Spaces
East Street			00 Spaces
Vine Street			18 Spaces
Center Street			00 Spaces
Mill Street			00 Spaces
West Street			00 Spaces
1	4173	9	62
2	2213	5	7
3	2205	5	18
4	5439	11	35
5	4631	10	21
6	15204	31	38
7	9375	19	24
8	21032	43	0
9	32490	65	31
10	10286	21	26
11	9505	20	0
12	4037	9	3
13	2067	5	0
14	5122	11	26
15	2820	6	4
16	1505	4	0
17	2280	5	0
18	2927	6	0
19	3046	7	22
20	1602	4	6
21	3232	7	6
22	2132	5	11
23	4184	9	15
24	2391	5	15
25	2852	6	25
26	4184	9	18
27	3270	7	6
28	6219	13	10
29	3482	7	0
30	8256	17	26
31	4799	10	30
32	4238	9	46
33	6126	13	0
34	4638	10	14
35	2156	5	9
36	2188	5	0
37	1234	3	5
38	5951	12	33

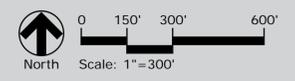
Spaces Needed: 448
Space Provided: 592

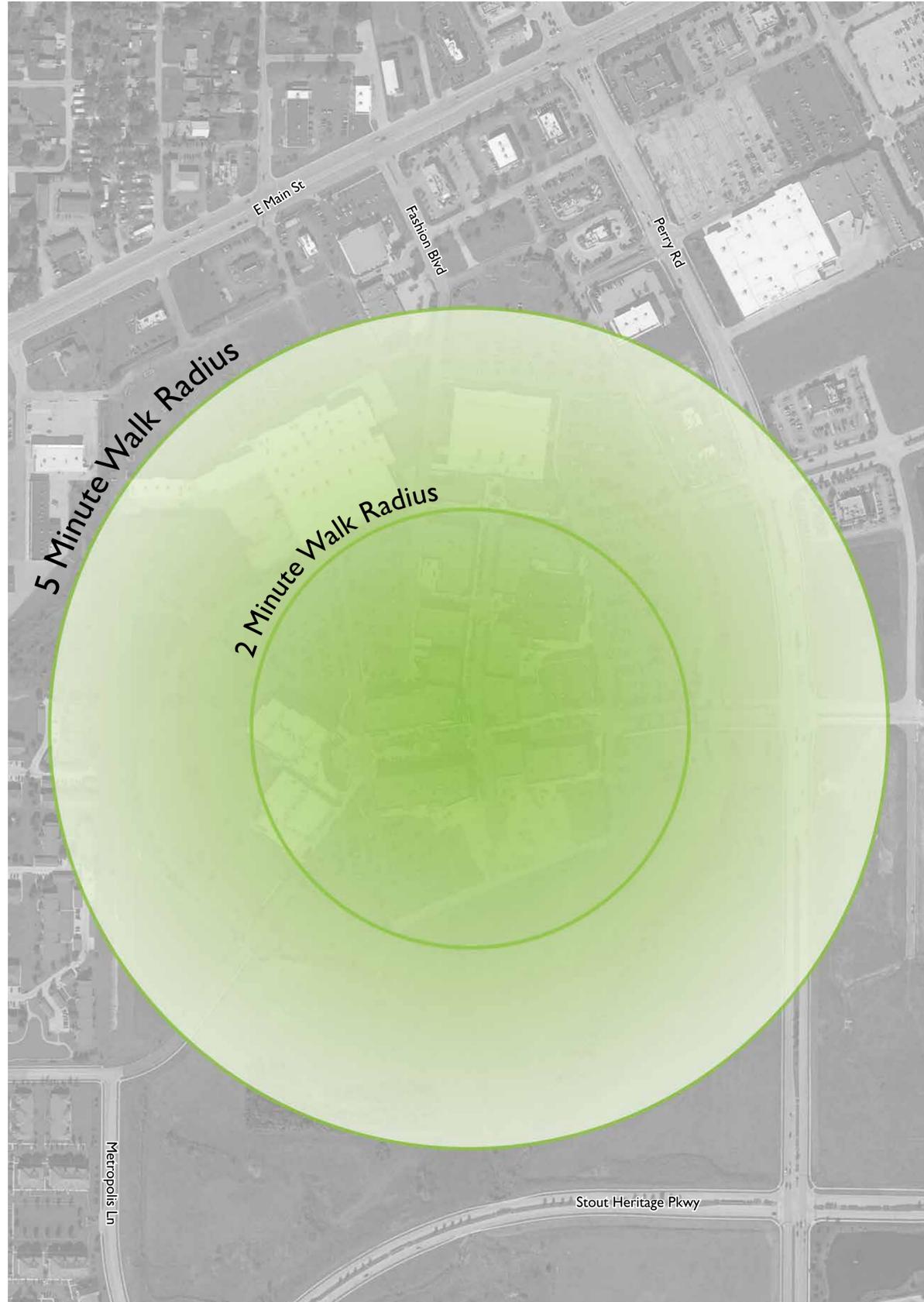
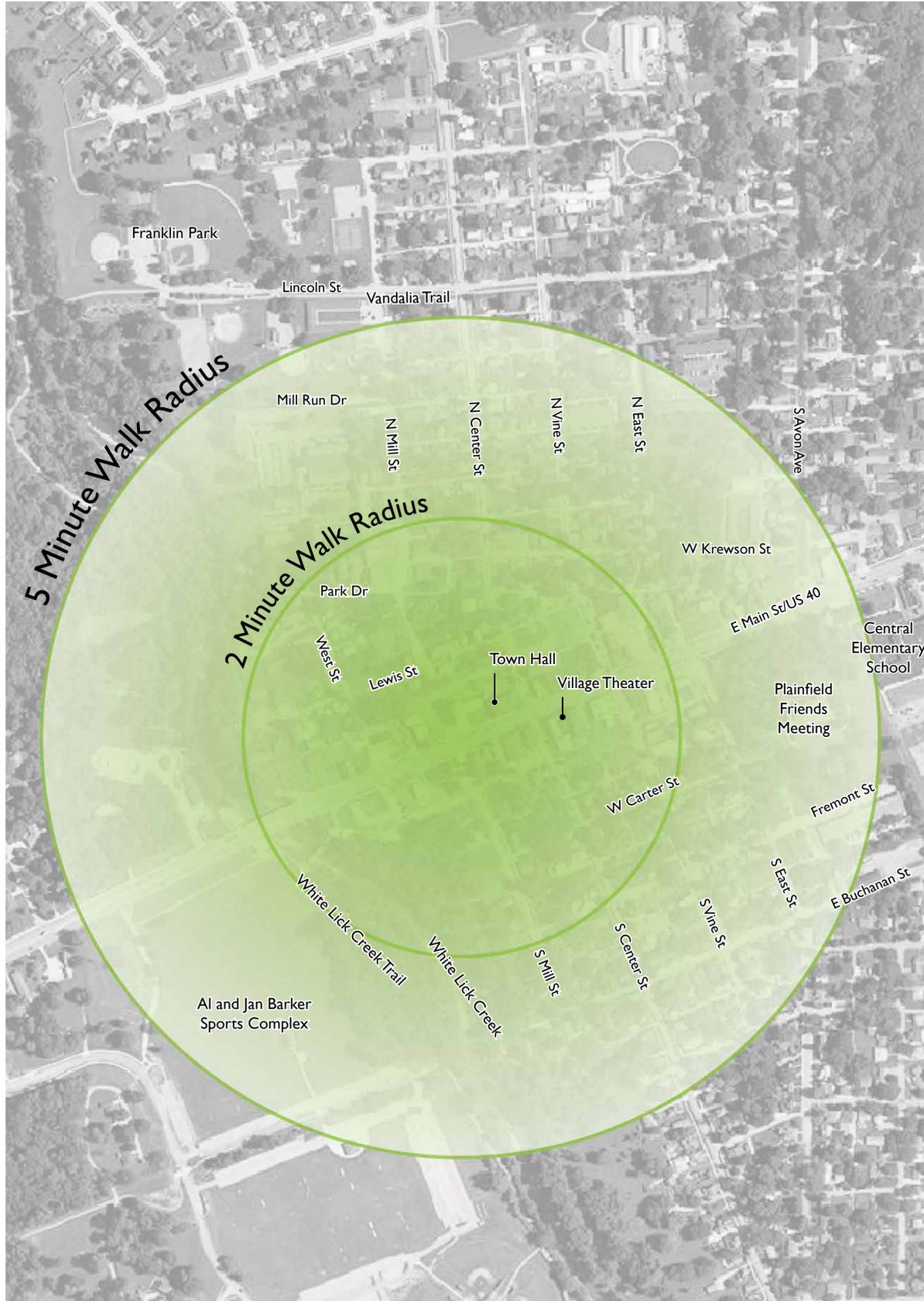
NOTE: Building SF is Approximate.
250 SF Per Parking Spot, Reduced
50% for Town Center District
Zoning Ordinance.



LEGEND:
■ Town Center Boundary
● 2- 5 min. walk radius

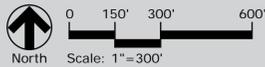
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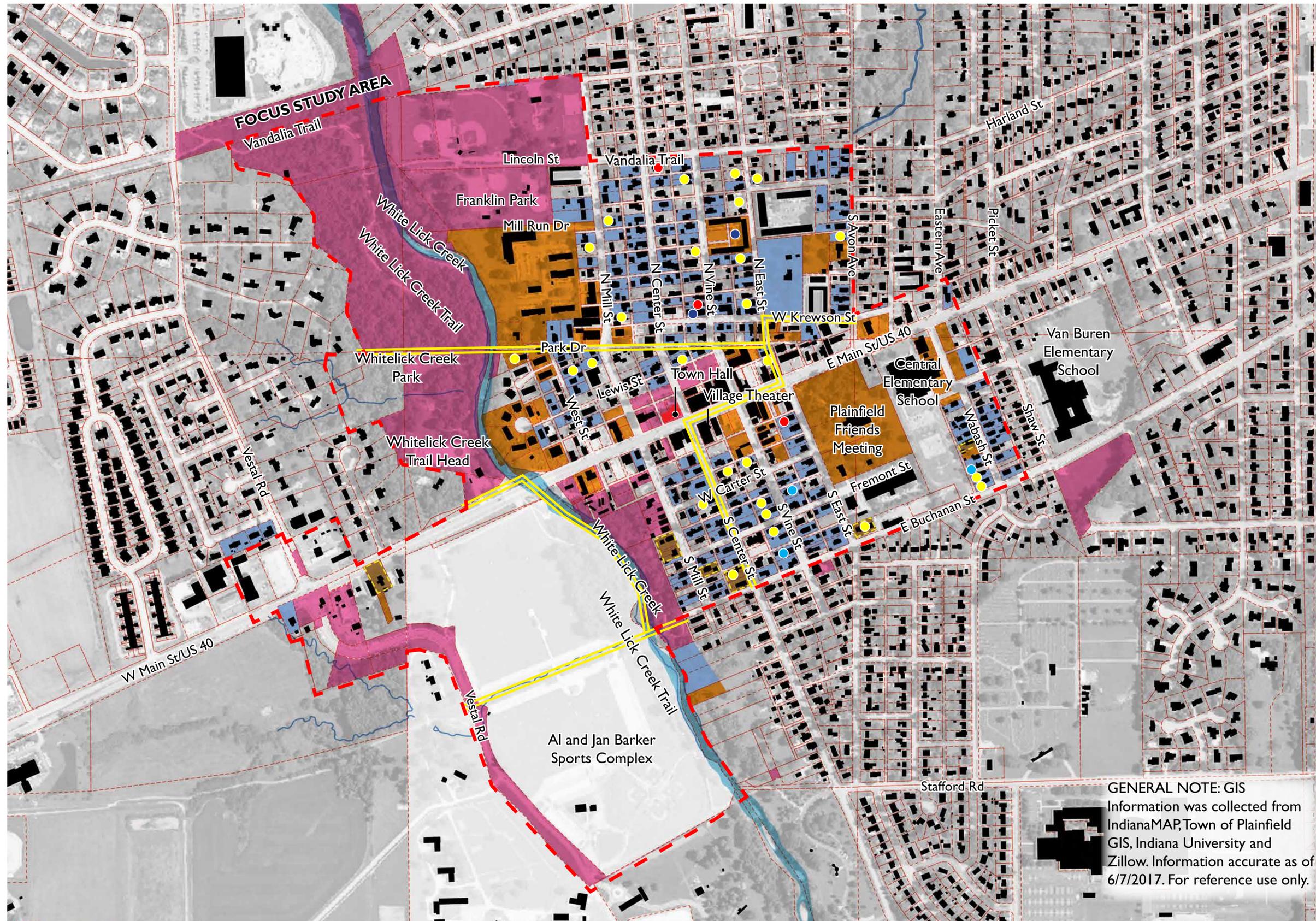




- LEGEND:**
- Town Center Boundary
 - 2- 5 min. walk radius

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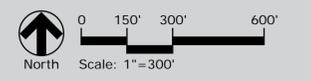




LEGEND:

- TIF District Boundary
- Parcel
- Town Owned Property
- State Owned Property
- Multiple Property Owner
- Owner Occupied Property
- Multiple Property and Owner Occupied Property
- Detail Plans Break Line
- For Sale
- For Rent
- Potential Listings
- Recently Sold

GENERAL NOTE: GIS Information was collected from IndianaMAP, Town of Plainfield GIS, Indiana University and Zillow. Information accurate as of 6/7/2017. For reference use only.



PARCELS: I- 148



LEGEND:

- TIF District Boundary
- Parcel
- Town Owned Property
- State Owned Property
- Multiple Property Owner
- Owner Occupied Property
- Multiple Property and Owner Occupied Property
- Detail Plans Break Line

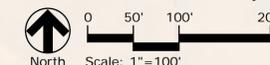
Multiple Property Owner

Parcel No.	Owner Name
48,49	MILL RUN APARTMENTS LLC
60,61,70,76	WERNKE APARTMENTS LLC
85,87	ARNOLD PROPERTY MGT THREE LLC
89,97,110	WHICKER PROPERTIES LLC
119,149,150	WILLIAM R & DOROTHY M LONG REV TRUST
131,132	FAZLI, MARY M
133,141	JOHNSTON, JONATHAN
140,148	SMITH, BAILEY L

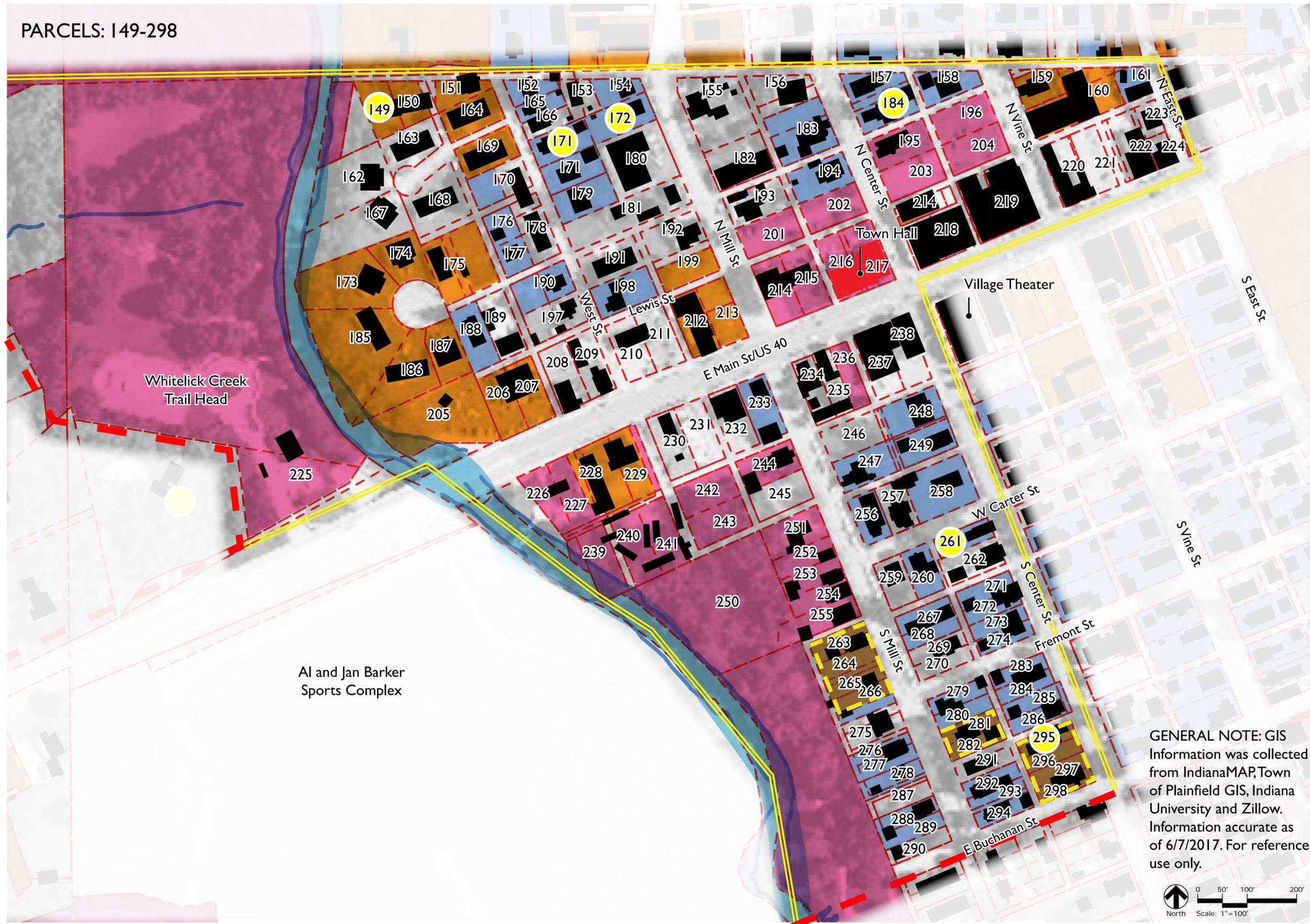
Parcel Information

Parcel No.	Address	Price
For Sale		
4	293 N Center St	\$84,000
15	210 N Vine St	\$89,900
For Rent		
61	245 N Vine St	\$510
28	204 N Vine St	\$950
Recently Sold		
26	282 N Vine St	\$78,130
28	282 N East St	\$92,351
30	281 N East St	\$70,464
44	278 N East St	\$136,921
50	261 N Mill St	\$107,322
65	238 N Mill St	\$124,803
75	240 N Vine St	\$167,979
83	232 N East St	\$131,664
86	240 Avon Ave	\$129,102
118	208 N East St	\$123,984
123	205 N Mill St	\$82,279

GENERAL NOTE: GIS Information was collected from IndianaMAP, Town of Plainfield GIS, Indiana University and Zillow. Information accurate as of 6/7/2017. For reference use only.



PARCELS: 149-298



LEGEND:

- TIF District Boundary
- Parcel
- Town Owned Property
- State Owned Property
- Multiple Property Owner
- Owner Occupied Property
- Multiple Property and Owner Occupied Property
- Detail Plans Break Line

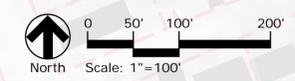
Multiple Property Owner

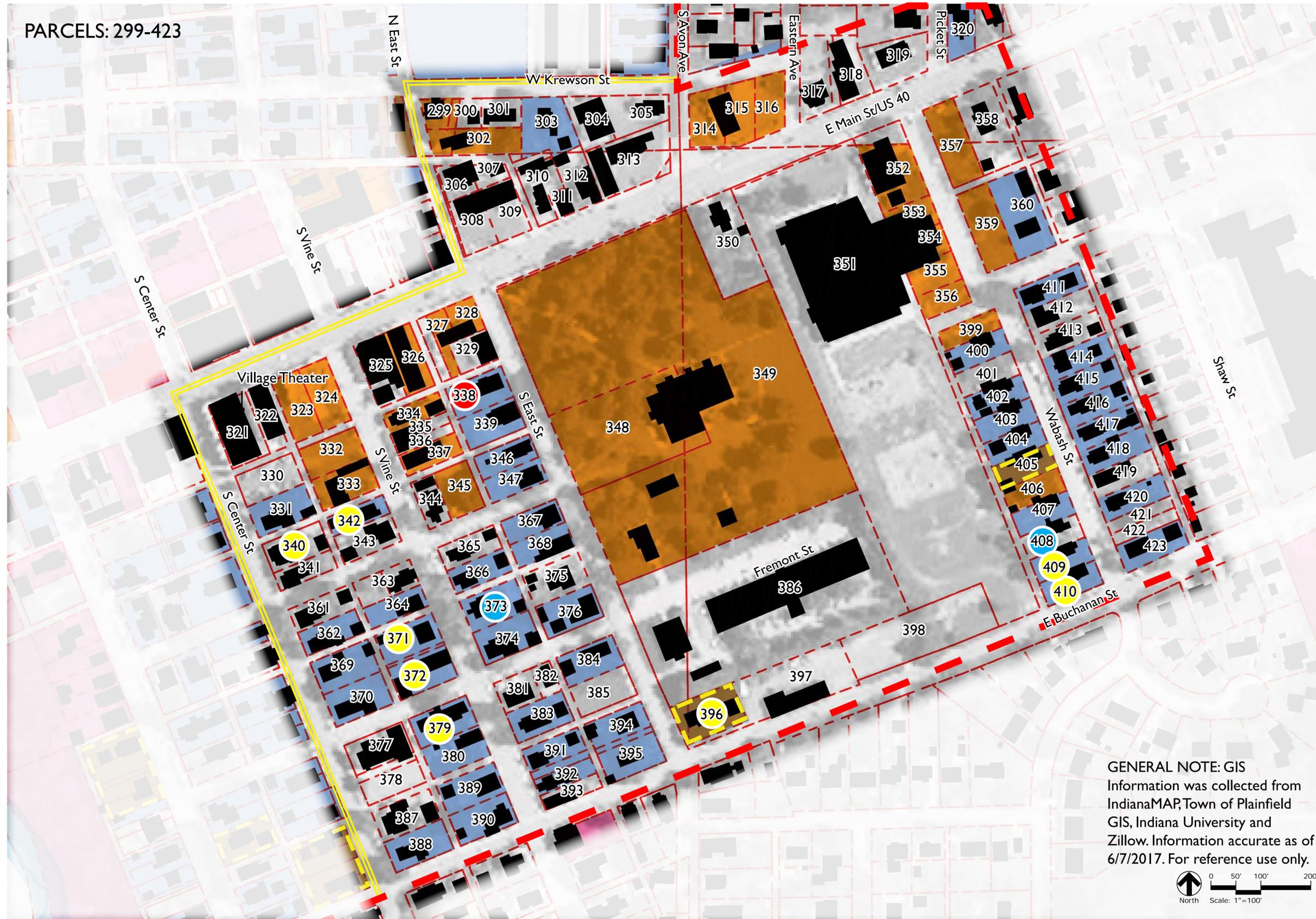
Parcel No.	Owner Name
119,149,150	WILLIAM R & DOROTHY M LONG REV TRUST
151,33	EARLES, JAMES O
159,160	JRJ PROPERTY LLC
164,169,21	CHARLES FRANKLIN & JOYCE ANN ROHRER REV LIV TRUST
173,174,175, 185,186,187	MUSICK, JAMES L & MARY A
205,206,207	AVGERINOS, PETE & DEBORA
199,212,213	THOMAS L & JUDITH ANN HOLZKNECHT FAMILY LIV TRUST
228,229	HUFF-RECTOR ENTERPRISES LLC
263,264	HEALD, WILLIAM E & SUSAN K
265,266	PARHAM, TERRY L JR & MELISSA
281,282	HATON, ANDRIA M
295,296	WALTZ, LUCAS O
297,298	GAINES, DENNIS W & SHARON L

Parcel Information

Parcel No.	Address	Price
Recently Sold		
149	403 Park Dr	\$135,199
171	151 West St	\$104,901
172	152 N Mill St	\$131,076
184	131 N Center St	\$136,497
261	202 S Center St	\$154,453
295	318 S Center St	\$140,740

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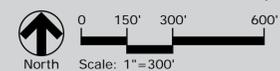
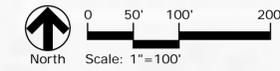
Multiple Property Owner

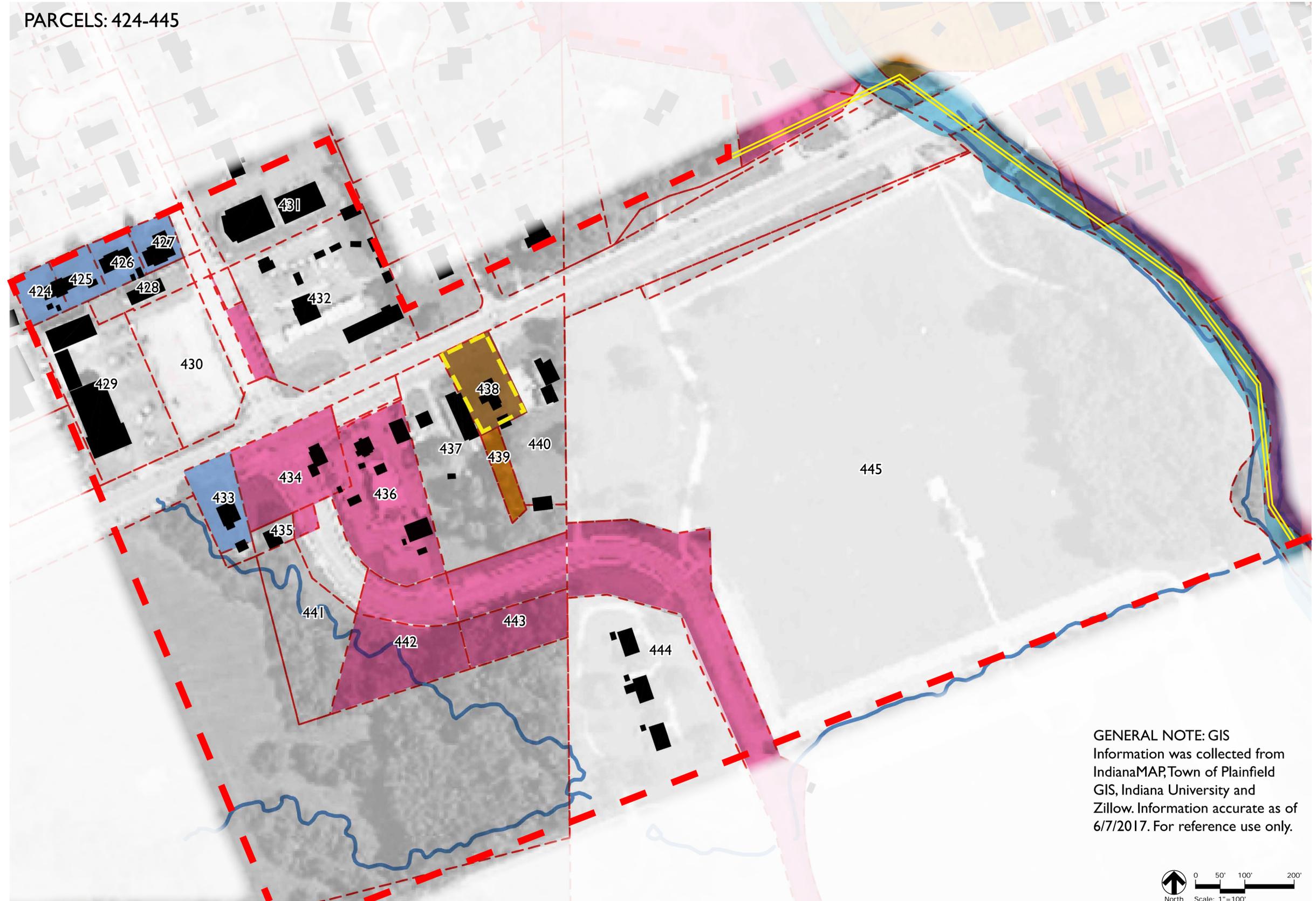
Parcel No.	Owner Name
299,302	DILLON, TERRY L
314,315,316	MGM OIL LLC
323,324,332,333	FIRST NATIONAL BANK
326,327,328	BIBLE & STEWART INVESTMENTS LLC
334,337,345	SCHROEDER, LOWELL & LINDA
335,336	STUCKER, ROBERT & CAROL
348,349	WESTERN YEARLY MEETINGS TRUSTEE
352,357,359	BARBARA M BAKER REVOCABLE TRUST
353,354,355,356,399	PLAINFIELD COMMUNITY SCHOOL CORPORATION
405,406	ROBERTSON, JOHN A & JACKLYN J

Parcel Information

Parcel No.	Address	Price
For Sale		
338	118 S East St	\$184,900
Potential Listing		
373	215 S Vine St	\$110,000
408	310 Wabash St	\$72,000
Recently Sold		
340	133 S Center St	\$141,409
342	136 S Center St	\$163,094
371	216 S Vine St	\$135,046
372	222 S Vine St	\$155,047
379	318 S Center St	\$140,740
396	319 S East St	\$157,599
409	316 Wabash St	\$78,394
410	326 Wabash St	\$69,720

GENERAL NOTE: GIS Information was collected from IndianaMAP, Town of Plainfield GIS, Indiana University and Zillow. Information accurate as of 6/7/2017. For reference use only.





PARCELS: 424-445

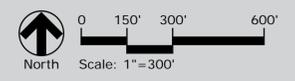
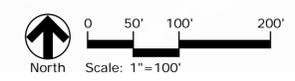
LEGEND:

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- Parcel
- Town Owned Property
- State Owned Property
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- Multiple Property and Owner Occupied Property
- Detail Plans Break Line

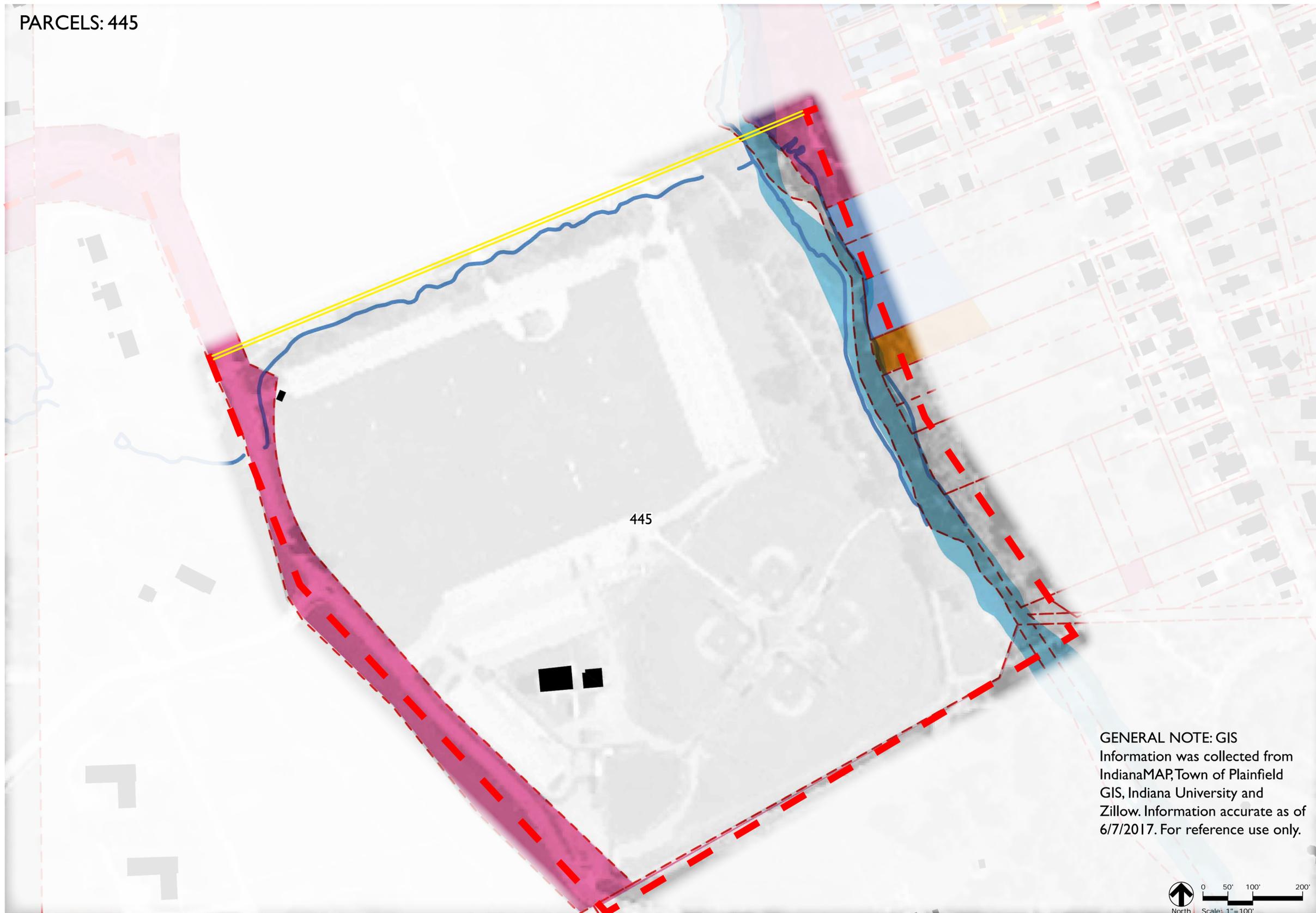
Multiple Property Owner

Parcel No.	Owner Name
438,439	ALLEN, DANIEL B & HENRIETTA

GENERAL NOTE: GIS Information was collected from IndianaMAP, Town of Plainfield GIS, Indiana University and Zillow. Information accurate as of 6/7/2017. For reference use only.



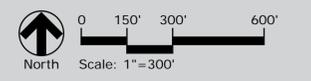
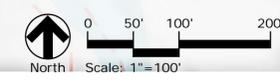
PARCELS: 445



LEGEND:

-  TIF District Boundary
-  Parcel
-  Town Owned Property
-  State Owned Property
-  Multiple Property Owner
-  Owner Occupied Property
-  Multiple Property and Owner Occupied Property
-  Detail Plans Break Line

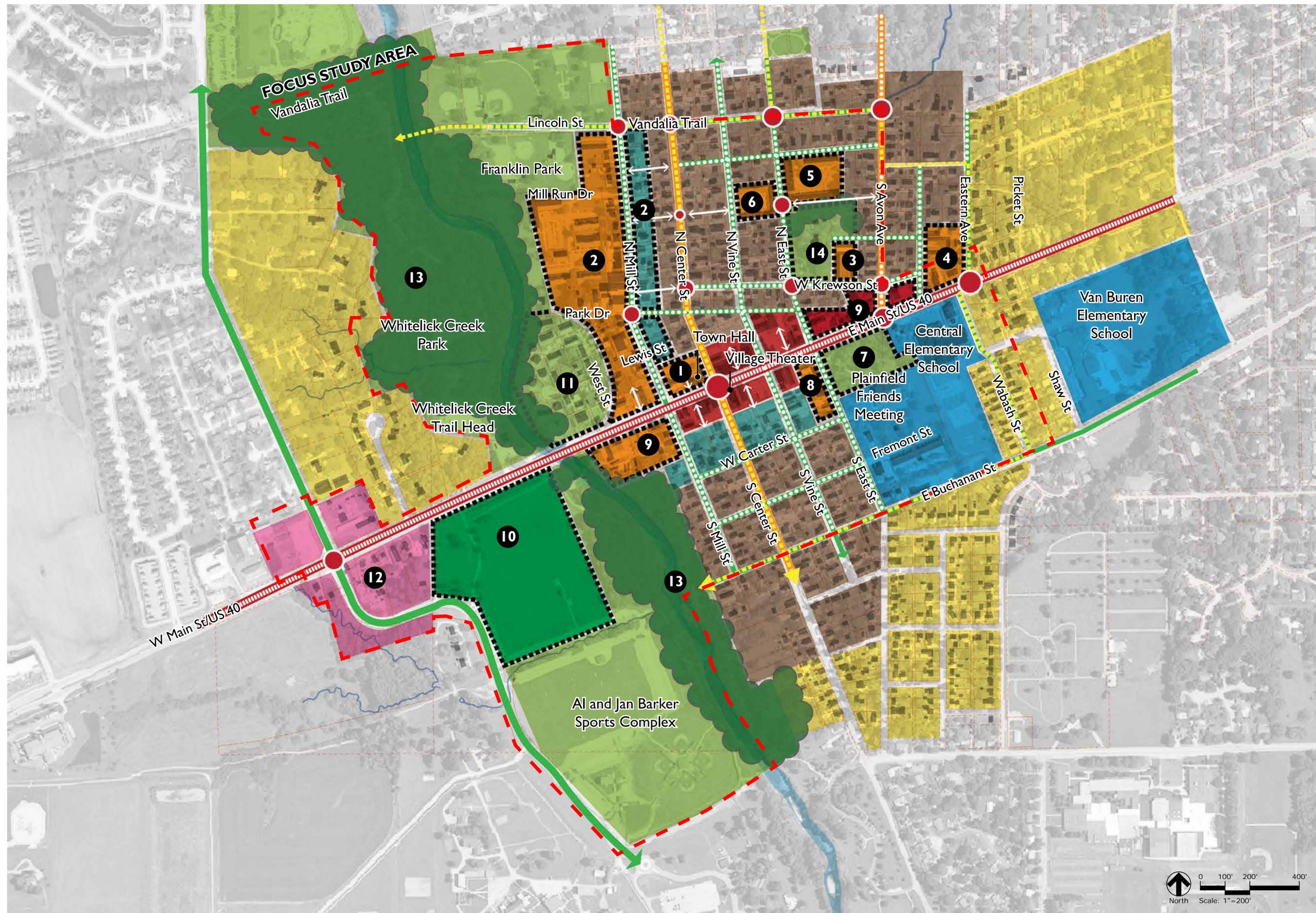
GENERAL NOTE: GIS Information was collected from IndianaMAP, Town of Plainfield GIS, Indiana University and Zillow. Information accurate as of 6/7/2017. For reference use only.





ANALYSIS

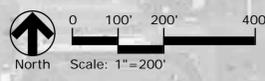




LEGEND:

- Land Use**
- Catalysis Area
 - Mixed Use/Downtown
 - Local/Corridor Commercial
 - Historic District Residential
 - Single Family Attached
 - Parks & Open Space
 - Sports Complex
 - Public/Semi-Public
 - Buffer/Transition
 - Land Use Shift
- Transportation**
- Primary Arterial
 - Secondary Arterial
 - Collector
 - Multi-Modal Upgrades
 - Traffic Calming
 - Pedestrian Enhancements
 - Alley
 - Intersection Treatments

- Catalysis Area Keynotes**
- 1 Fire Station / Town Hall Redev.
 - 2 Mill Street Redev.
 - 3 Krewson Court Redev.
 - 4 Eastern Ave & Main St. Redev.
 - 5 Hunter Ridge Apt. Redev.
 - 6 Valley Ridge Apt. Redev.
 - 7 Plainfield Friends Green
 - 8 Main Street & East Street
 - 9 Main Street & S. Mill Street
 - 10 Future Sports Complex
 - 11 Creek Side / Urban Park
 - 12 Main Street & Vestal Road
 - 13 White Lick Creek Buffer
 - 14 Nature Preserve / Neigh. Park





LEGEND:

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LEGEND:

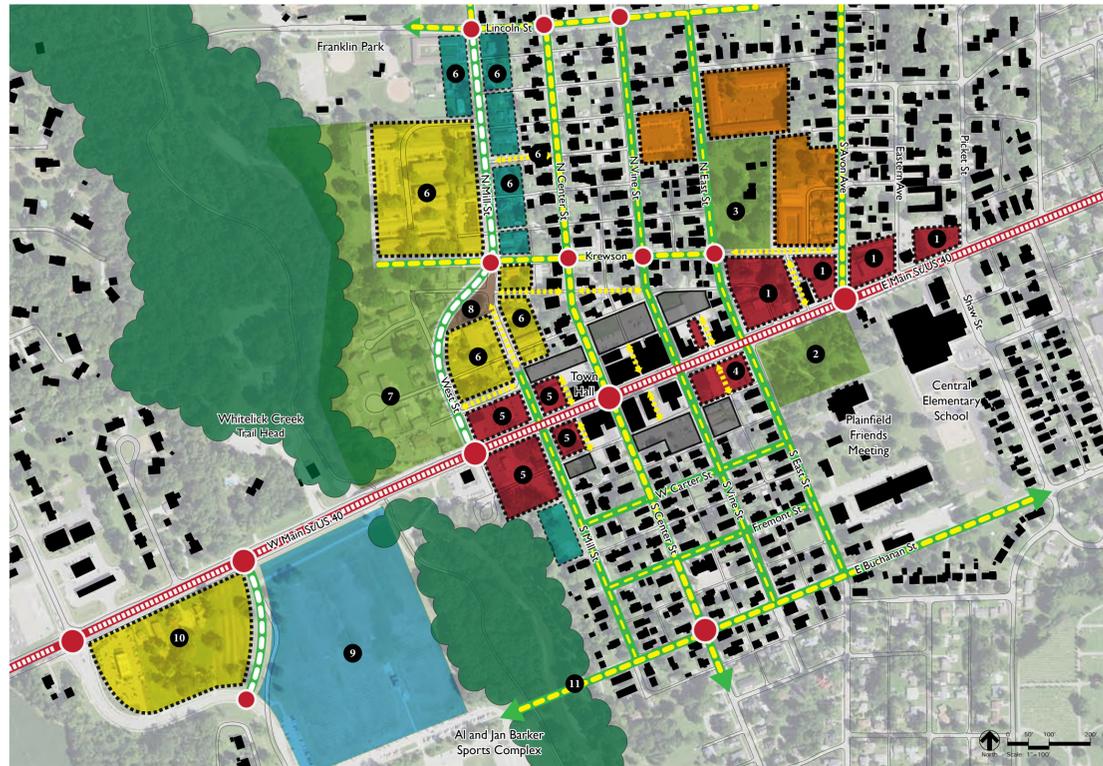
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CONCEPTUAL DESIGN



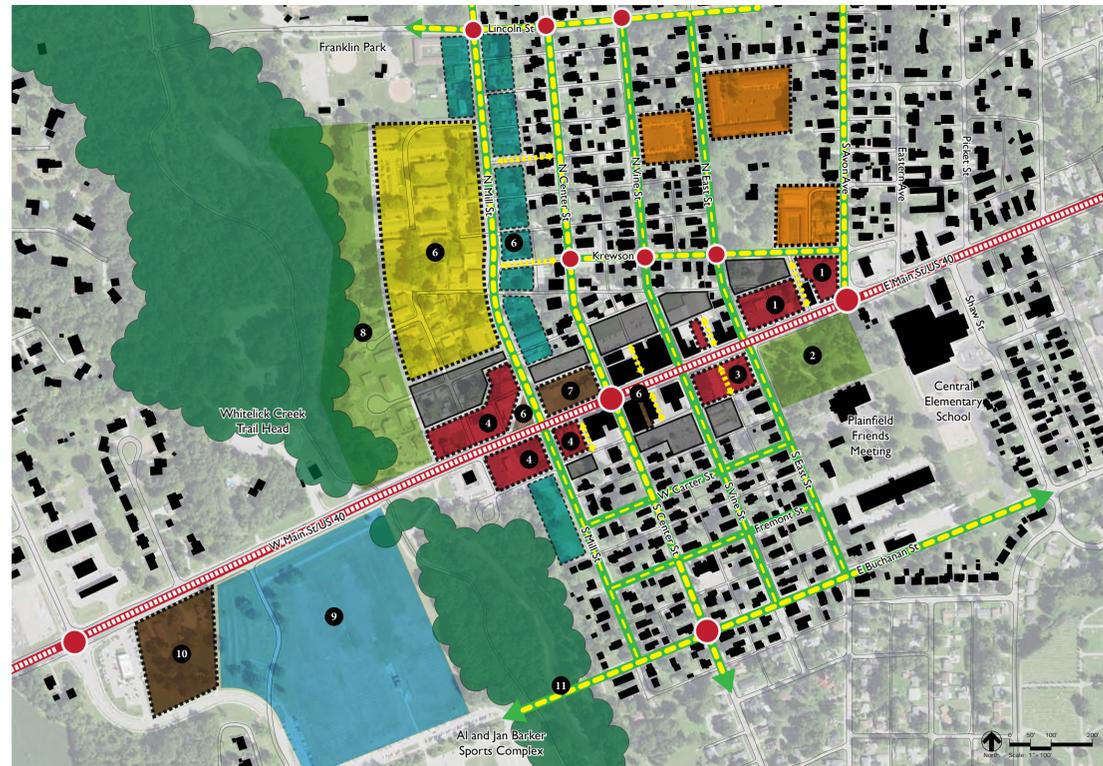
CONCEPT A



CONCEPT C



CONCEPT B



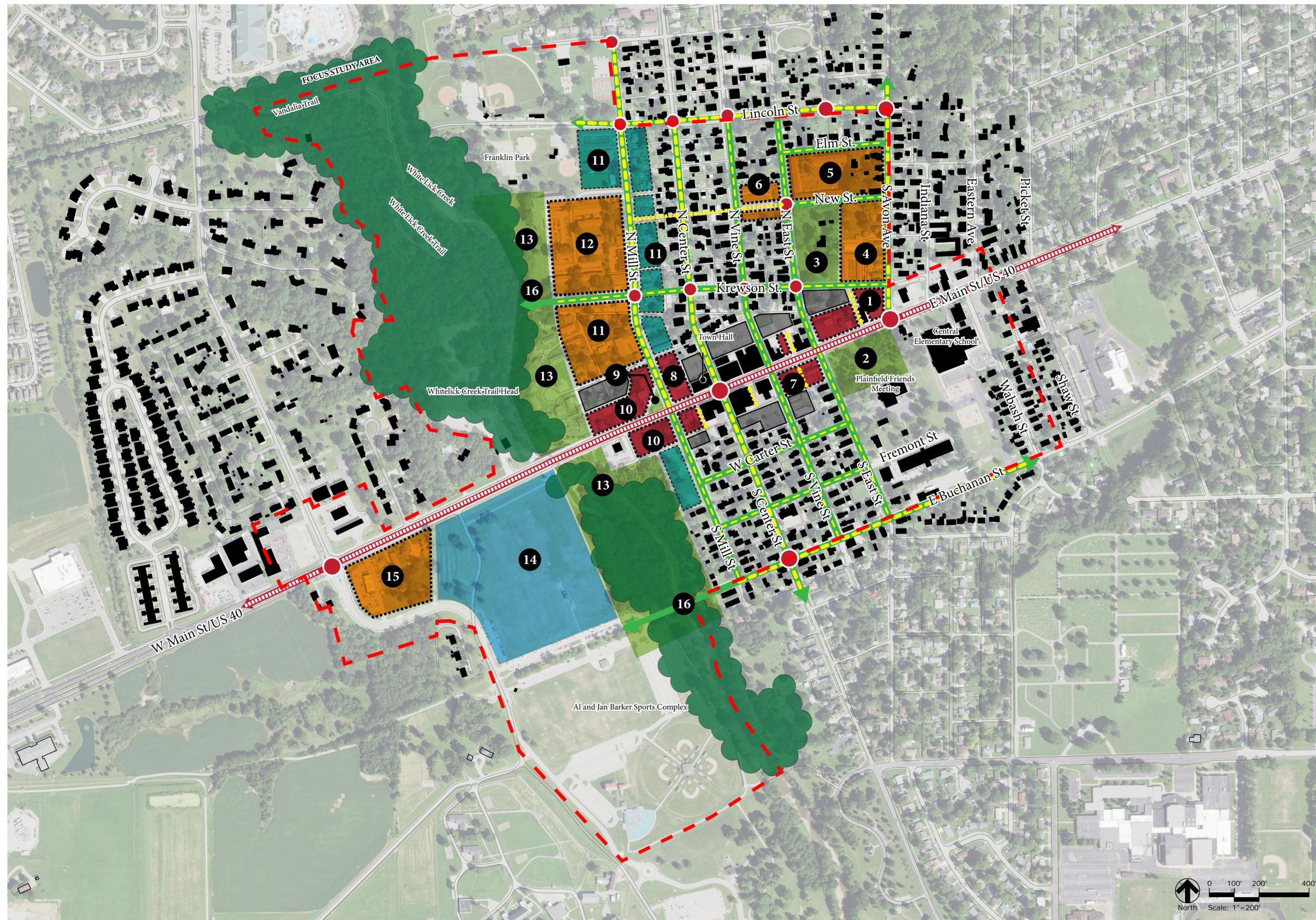
FEEDBACK RECEIVED...

Support

- US 40 traffic calming
- Saving and reusing the Village Theater
- Performance art building or district
- Creating a reason to come downtown
- More housing opportunities and diverse housing
- Pedestrian bridges over White Lick Creek
- Provide opportunities for unique restaurants and retail
- Creating a Downtown District
- Pivoting off Main Street for redevelopment
- Using the “back of house” and alleys creatively
- More park space
- Connecting to the creek
- Bike and pedestrian friendly
- More parking

Concerns

- Need more parking
- Don't want to lose “small town” character
- Preserve existing quality buildings and houses
- INDOT coordination and traffic calming feasibility
- Keep Town Hall central to Downtown



LEGEND:

Land Use

- Redevelopment Opportunity
- Main Street Infill Opportunity
- Open Space / Public Space
- Sports Complex
- Buffer/Transition
- Surface/Garage Parking
- Existing Building Mass

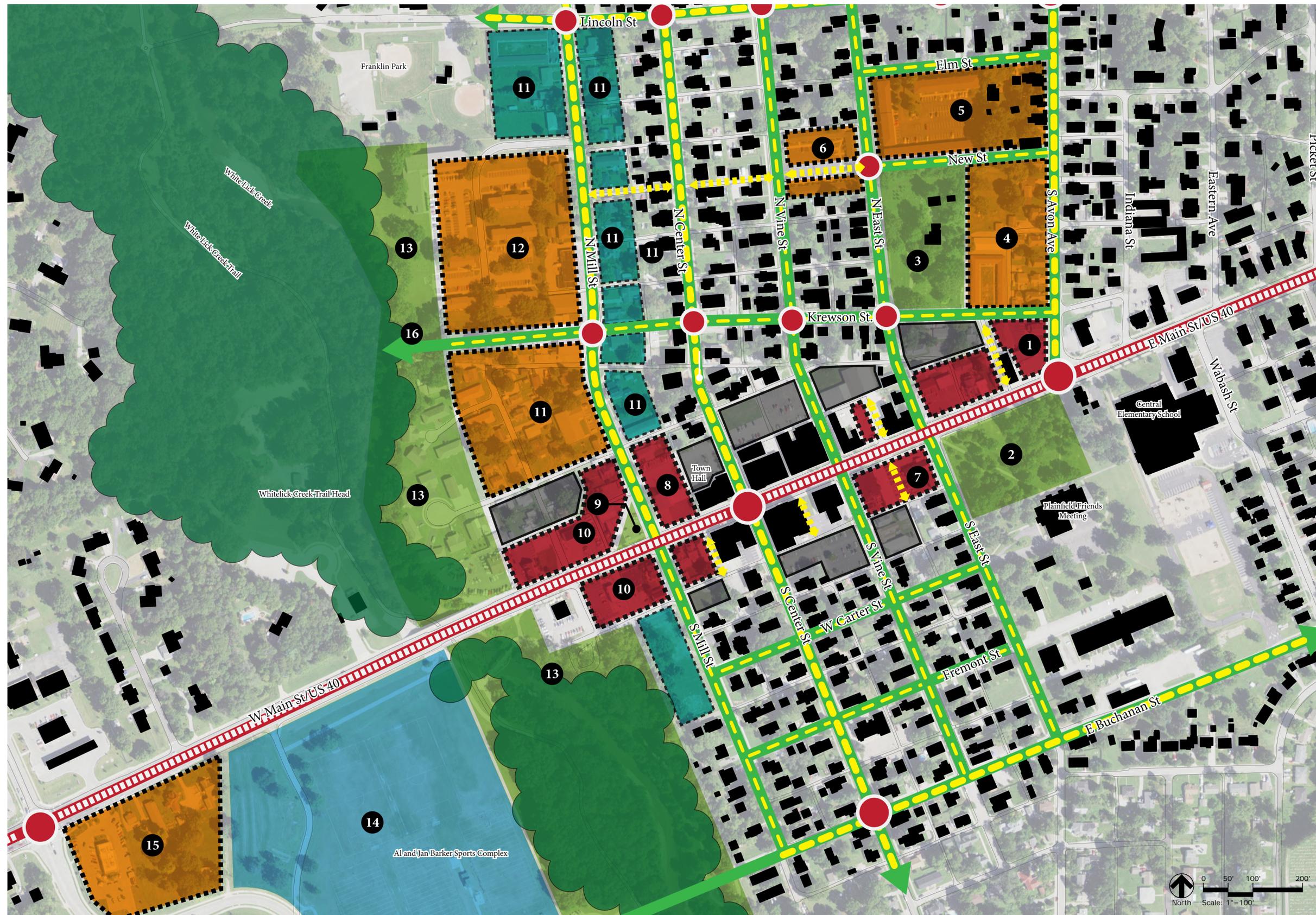
Transportation

- Traffic Calming
- Road Upgrades/Multi-Modal
- Pedestrian Connection
- Intersection Improvements / Traffic Control

Catalysis Area Keynotes

- 1** East Main Gateway Redev.
- 2** Civic Green
- 3** Neighborhood/Nature Park
- 4** Avon Ave and Krewson Redev.
- 5** Hunters Ridge Redev.
- 6** Valley Ridge Redev.
- 7** East Street and Main Redev.
- 8** Performance Center
- 9** Gateway Plaza
- 10** East Main Gateway Redev.
- 11** Mill Street Corridor Redev.
- 12** Mill Run Redev.
- 13** Linear Creek Front Park
- 14** Future Sports Complex
- 15** Main and Vestal Redev.
- 16** Pedestrian Bridge





LEGEND:

Land Use

- Redevelopment Opportunity
- Main Street Infill Opportunity
- Open Space / Public Space
- Sports Complex
- Buffer/Transition
- Surface/Garage Parking
- Existing Building Mass

Transportation

- Traffic Calming
- Road Upgrades/Multi-Modal
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- 16 Pedestrian Bridge



PEDESTRIAN ORIENTED



HOUSING DIVERSITY

ACTIVATED GREENSPACE



HISTORIC CHARACTER





PERFORMING ARTS



GOOD FOOD



PUBLIC ART



LIVE MUSIC





SOCIAL MEDIA



FESTIVALS

COMMUNITY BRANDING



POP-UP EVENTS





PROPOSED CONCEPTUAL PLAN





- LEGEND:**
- Main Street District
 - Neighborhood District
 - Village District
 - Parks / Open Space District



LEGEND:

- 1 Main Street District Redev.
- 2 Civic Green
- 3 Neighborhood/Nature Park
- 4 Redevelopment Opportunity
- 5 East Street and Main Redev.
- 6 Infill Dev. / Garage
- 7 Theater Redev.
- 8 Neighborhood Revitalization
- 9 Performance Center
2-3 Stories
Shared Civic Rooms
- 10 Town Hall Expansion
- 11 Gateway Plaza
- 12 West Main Gateway Dev
Mixed-Use
3-5 Stories
Garage Parking
Commercial along Mill St.
- 13 South Town Green Dev.
Mixed Use
3-4 Stories
Garage Parking
Commercial along Krewson
- 14 North Town Green Dev.
Mixed Use
3-4 Stories
Garage Parking
Commercial along Krewson
- 15 Mill Street Dev.
Housing / Relocated
2-3 Stories
Apts and Studio
- 16 Courtyard Apartments
1-2 Stories
Apartments and condos
- 17 Cottage Homes
1-2 Stories
- 18 Multiplex / Flexible Housing
2-3 Stories
Town-homes, Brownstones
Live/work units
- 19 Pedestrian Rd / Enhanced Alley
- 20 Town Green
- 21 Krewson Enhancement
- 22 Trailhead
- 23 Pedestrian Bridge
- 24 Relocated Historic Structures



LEGEND:

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LEGEND:

Keynotes

- R2 Low Density Residential
Relocated historic bldgs
- R2 Low Density Residential
*Cottage Homes Clusters
1-2 Stories*
- R4 Med-Density Residential
*Courtyard Apartments
Town Homes / Condos
Walk-up Units
1-2 Stories
Some pull-in parking*
- R5 High-Density Residential
*2-3 Stories
Apartments and Studio
Potential Workforce Housing*
- R6 High-Density Residential & Mixed-Use
*3-5 Stories
Apartments and Studios
Walk-up Units
Potential Workforce Housing
Groundfloor Commercial
Structured Parking Potential*
- Civic / Special Use
*2-3 Stories
Town Hall Expansion
Performance Art Center*
- Transition / Mixed-Use
*2-3 Stories
Town Homes / Brownstones
Pull-in Parking Potential
Live/work Units
Business Incubators*

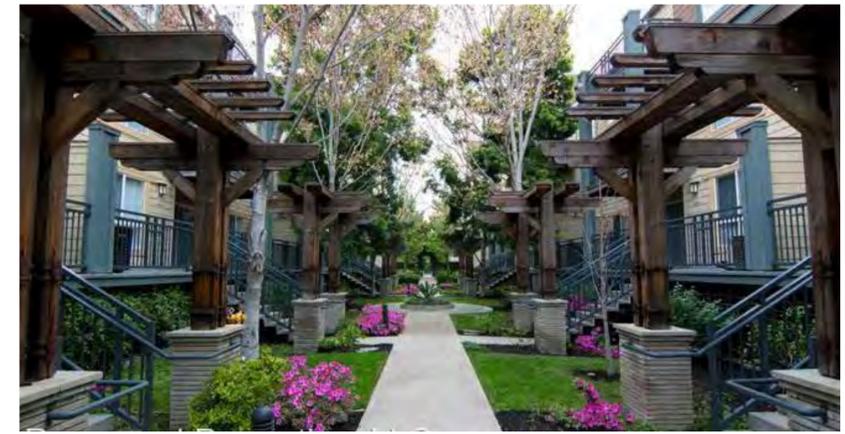


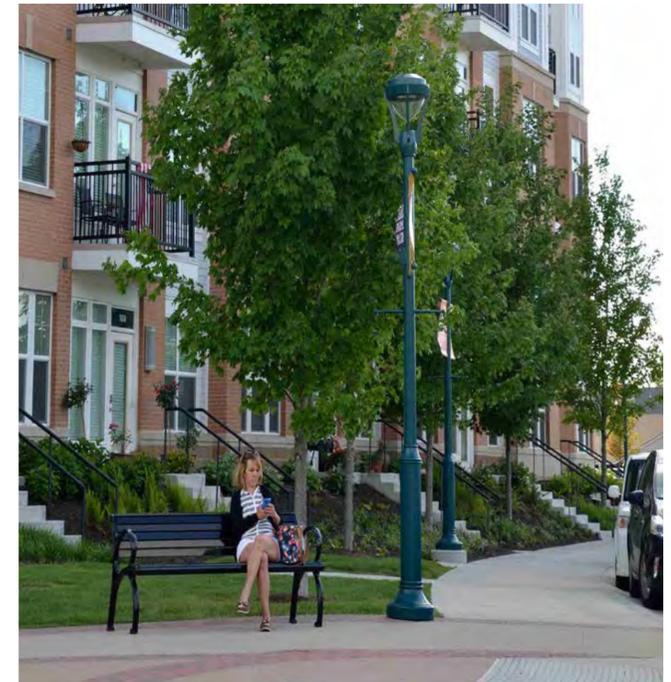
LEGEND:

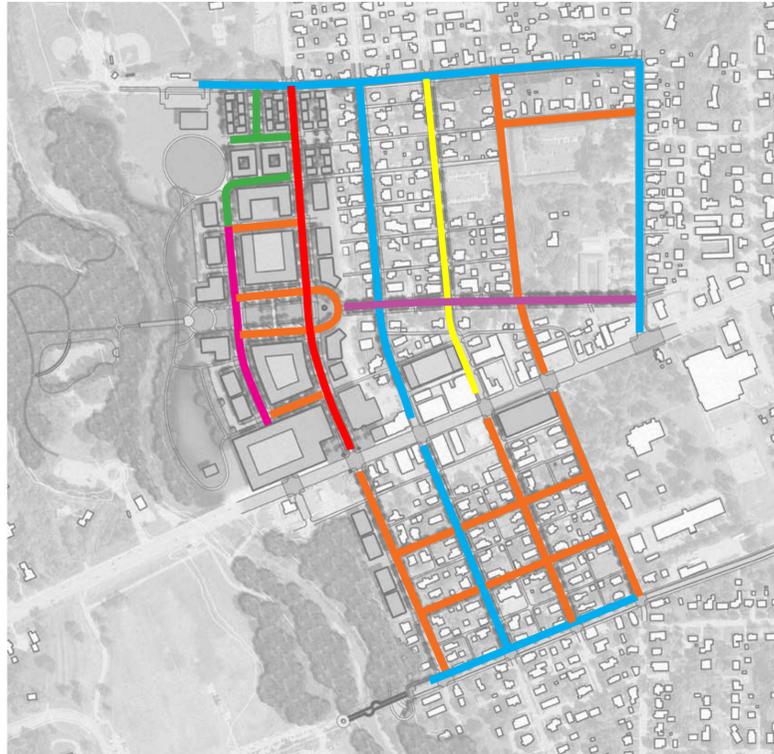
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STREET IMPROVEMENTS

- Street upgrades
- One Way Converted to Two-Way
- Krewson Avenue Enhancements
- Street with Cycle-Track
- Mill Street Enhancements
- West Street Enhancements (Includes Cycle-Track)
- Woonerf / Shared Street



SIDEWALK IMPROVEMENTS

All roads improvements include upgrading or adding a 5' min sidewalk and 6' sidewalk where room allows



INTERSECTION IMPROVEMENTS

Intersections to receive updated curbs, ADA curb ramps, pedestrian landing areas, specialty pavement and crosswalks, where applicable



TRAFFIC CONTROLS

- Existing Traffic Lights - Maintained
- Optional Future Traffic Light
- Traffic Control



ALLEY IMPROVEMENTS

- Alley upgrades / green alley
- Vacated/ Dead-end Alley
- Pedestrian Connection



CONNECTIVITY / CYCLE-TRACK

- Cycle Track
- Bicycle Friendly Street
- - Bicycle Friendly Alley
- Trail / Greenway



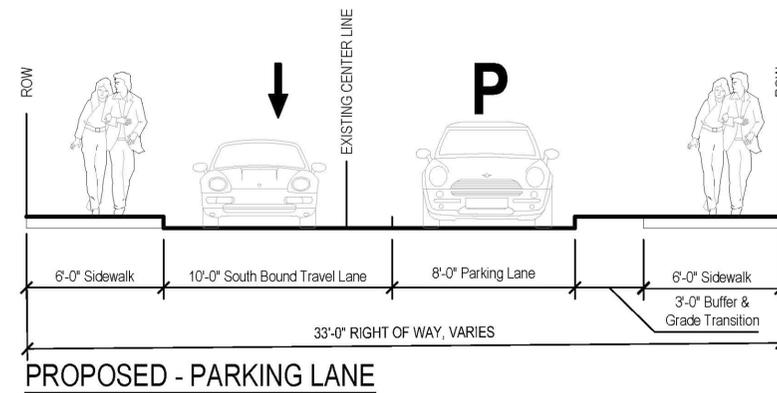
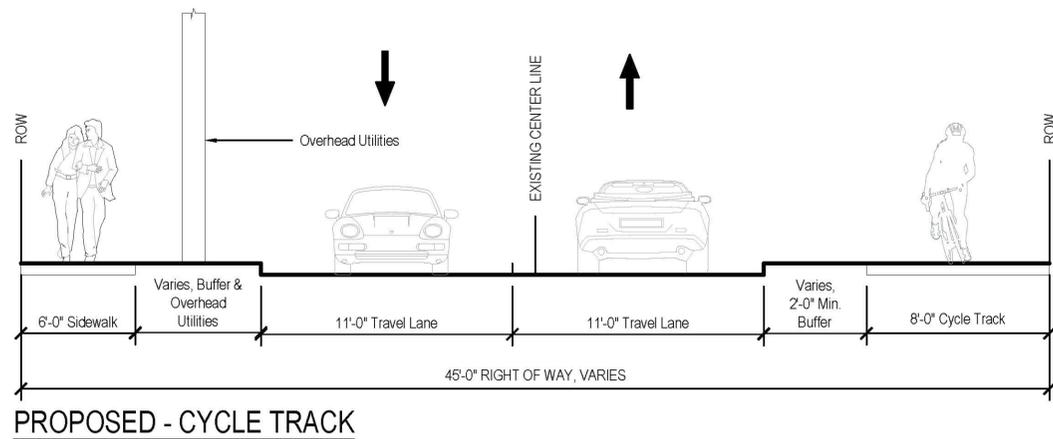
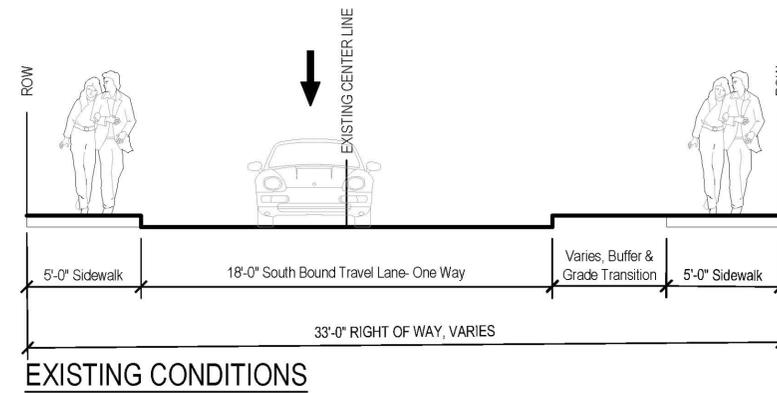
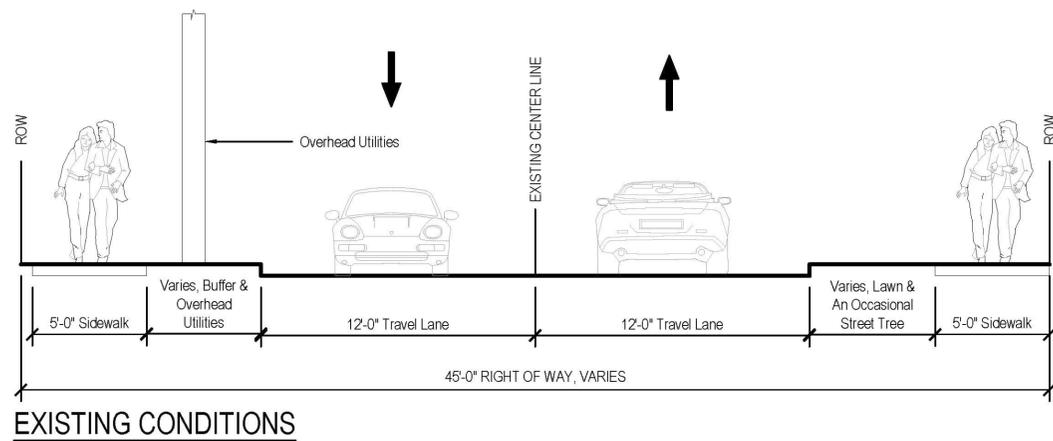
STREET PARKING

- West St.: 55 Parking Spaces
- Mill St.: 152 Parking Spaces
- Vine St.: 92 Parking Spaces
- East St.: 77 Parking Spaces
- Lincoln St.: 72 Parking Spaces
- Elm St.: 25 Parking Spaces
- Krewson St.: 80 Parking Spaces

- Parallel Parking
- Angled Parking
- Woonerf / Shared Street Parking

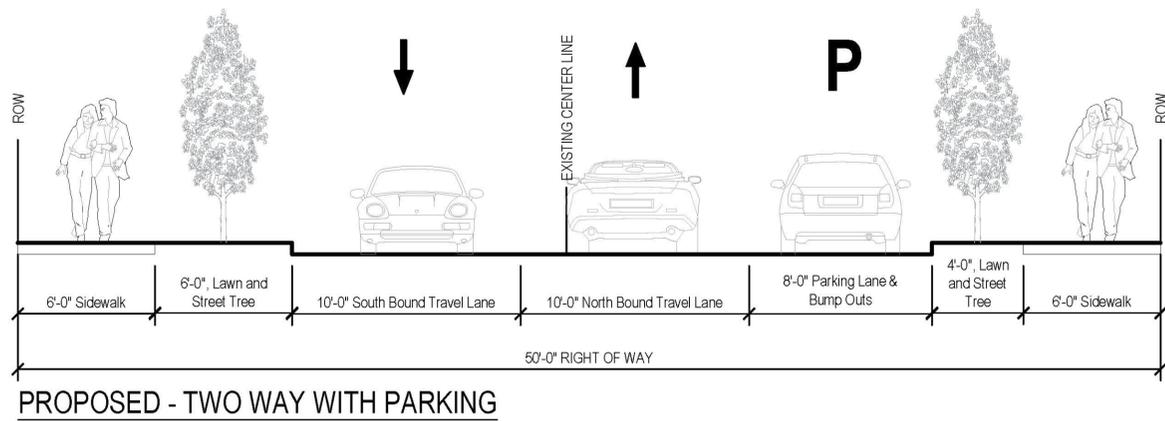
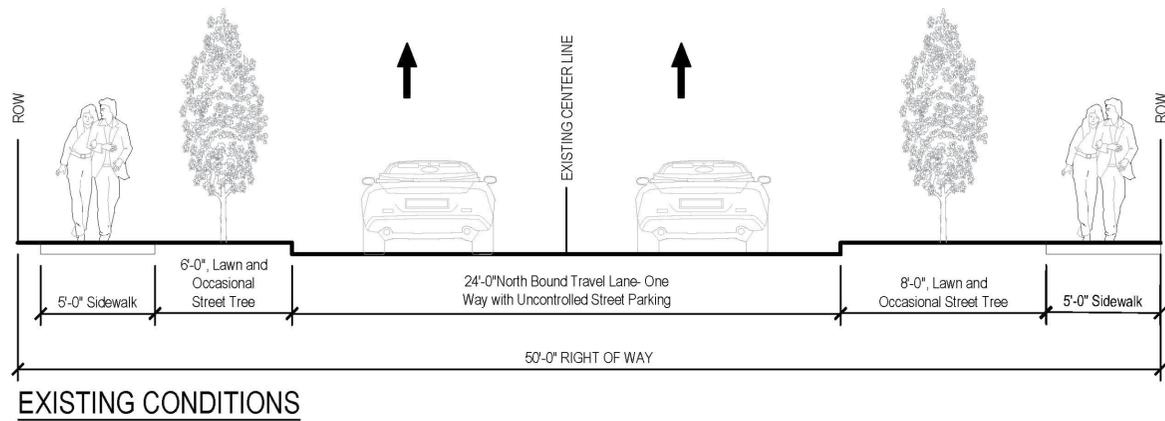


STREET TREES

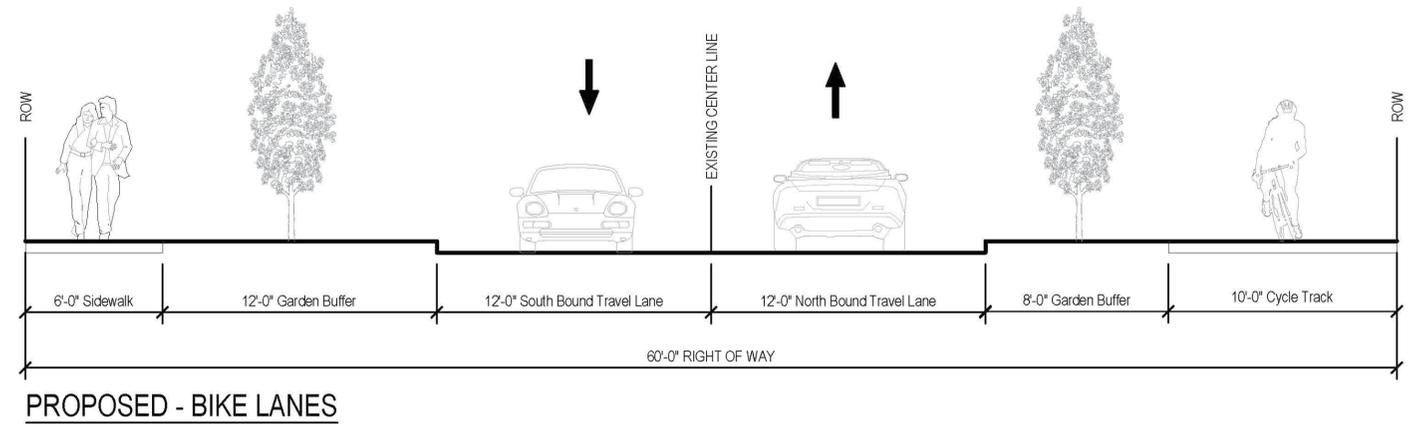
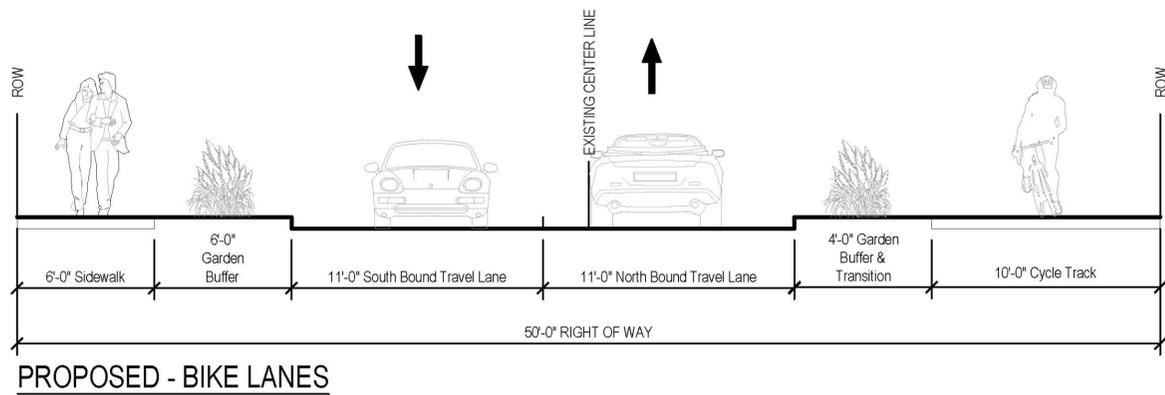
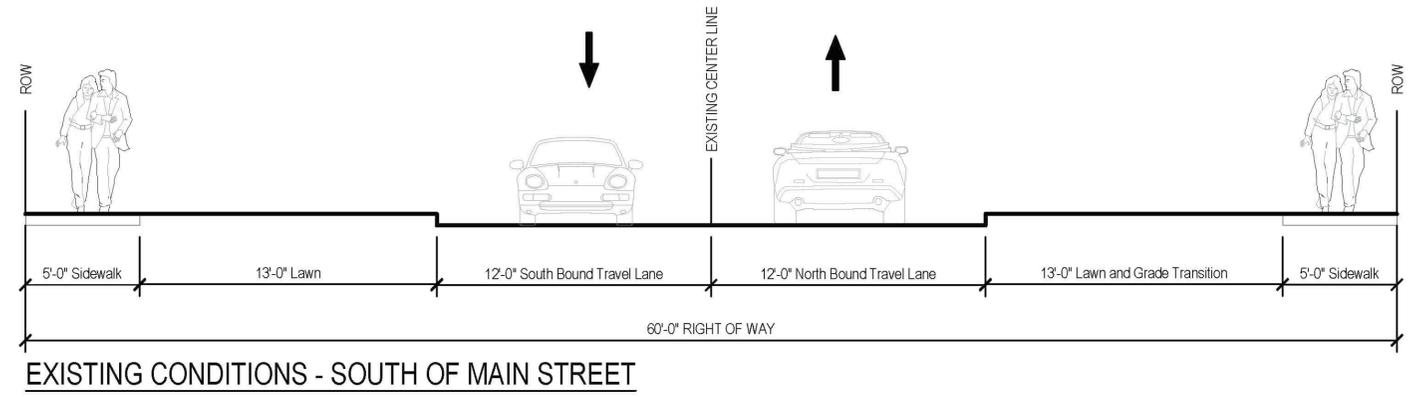
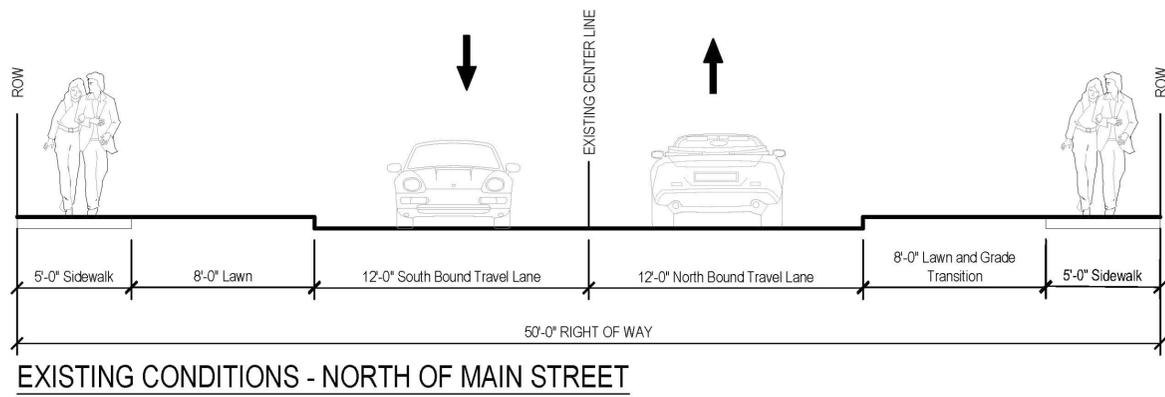


AVON AVENUE CROSS SECTIONS
Scale: 1/4" = 1'-0"

EAST STREET CROSS SECTIONS
Scale: 1/4" = 1'-0"

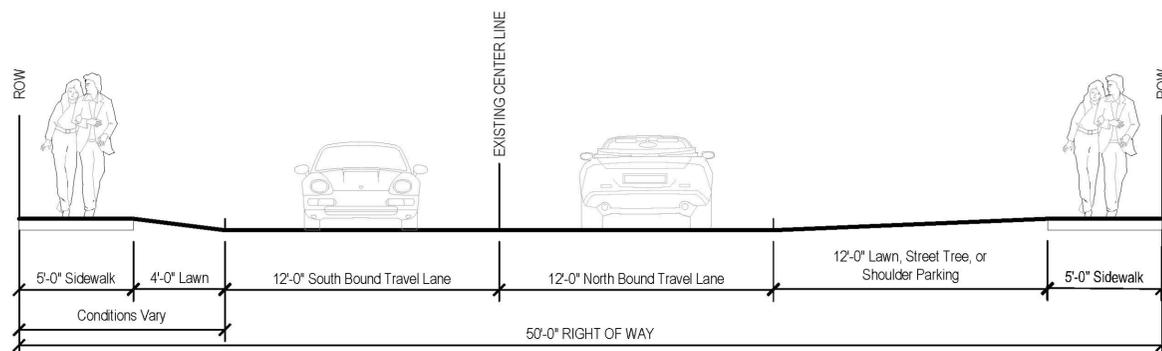


VINE STREET CROSS SECTIONS
Scale: 1/4" = 1'-0"

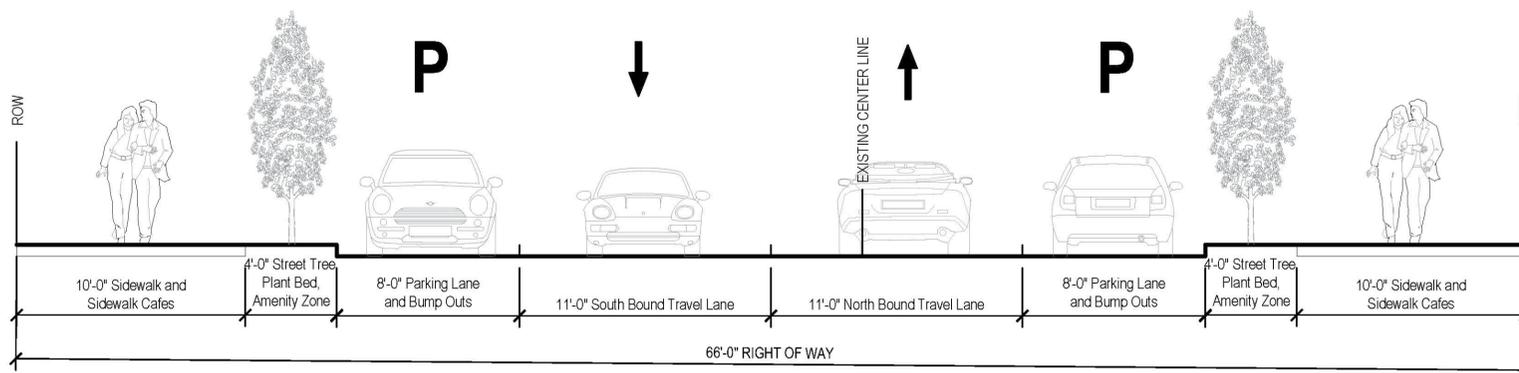


CENTER STREET - NORTH OF MAIN STREET - CROSS SECTIONS
Scale: 1/4" = 1'-0"

CENTER STREET - SOUTH OF MAIN STREET - CROSS SECTIONS
Scale: 1/4" = 1'-0"

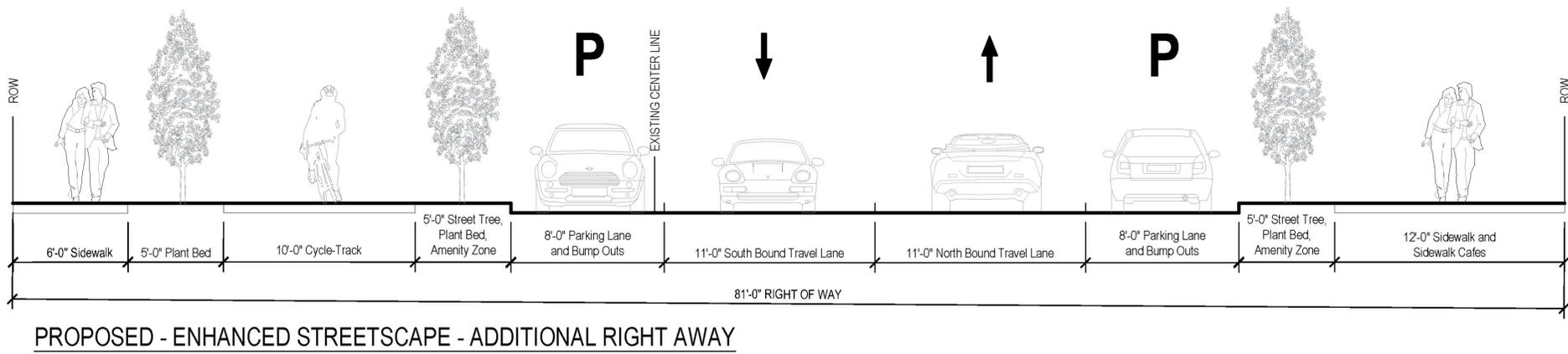
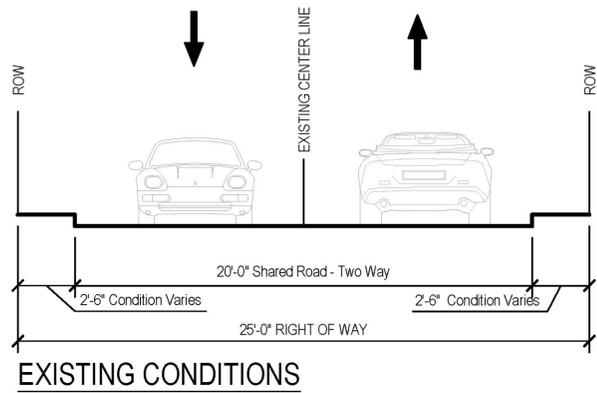


EXISTING CONDITIONS

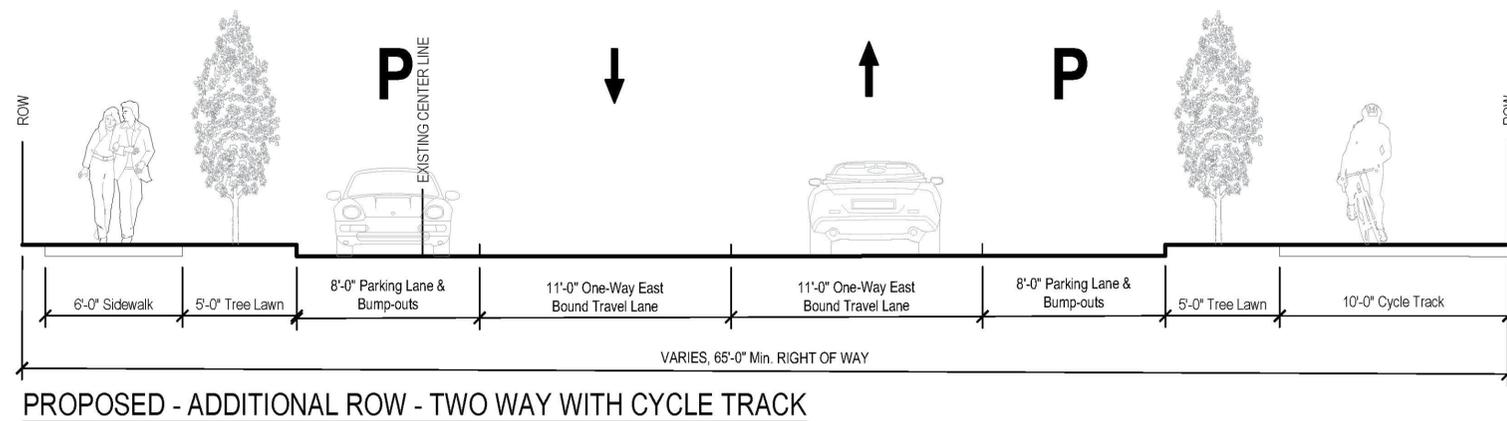
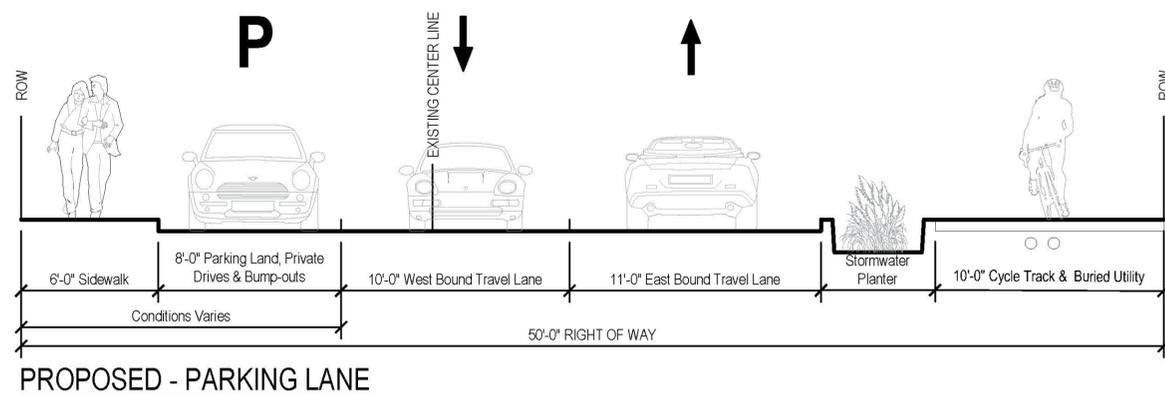
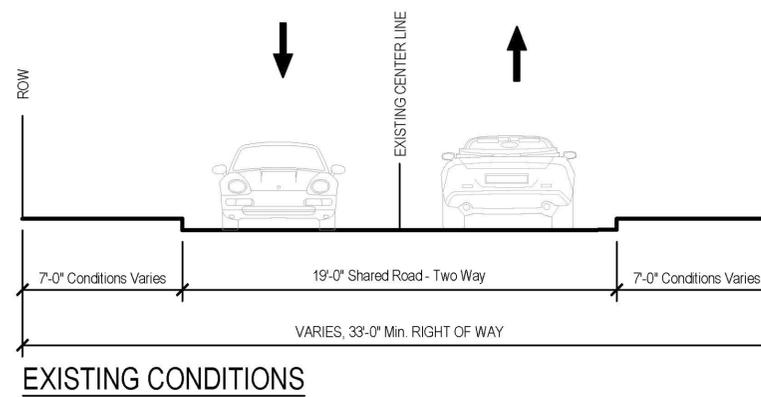
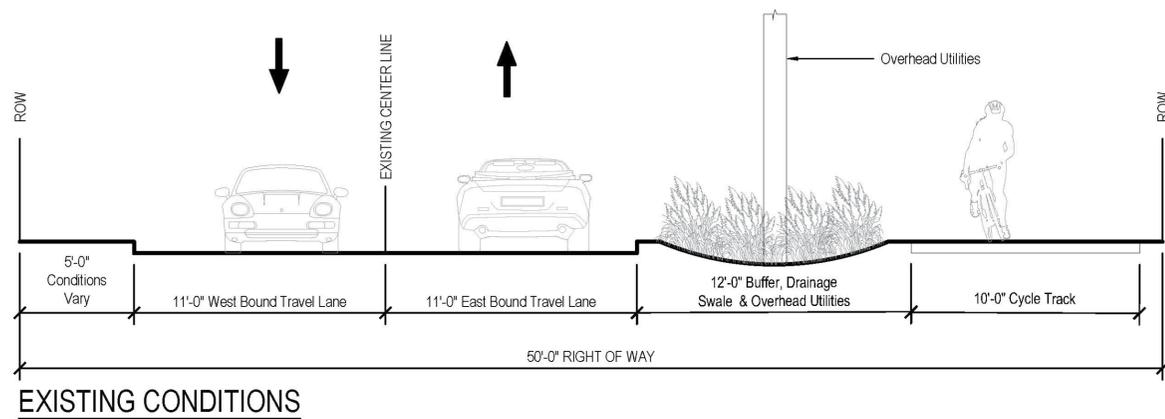


PROPOSED - ENHANCED STREETScape 'A' - ADDITIONAL RIGHT AWAY

MILL STREET CROSS SECTIONS
Scale: 1/4" = 1'-0"

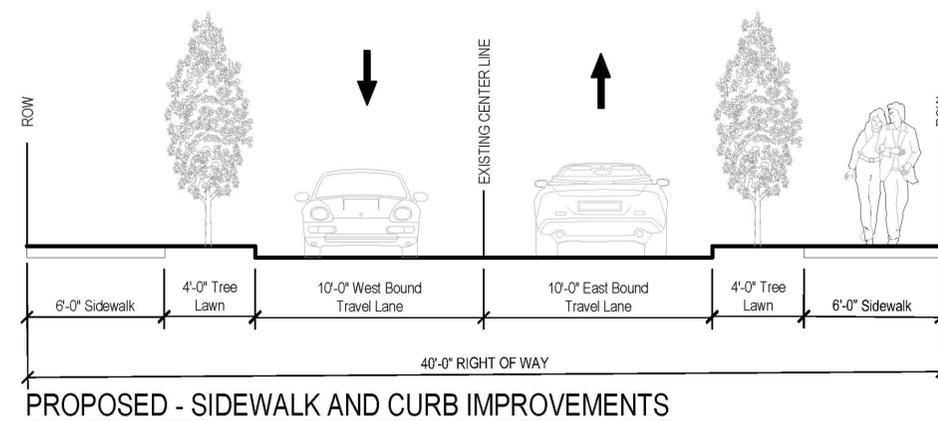
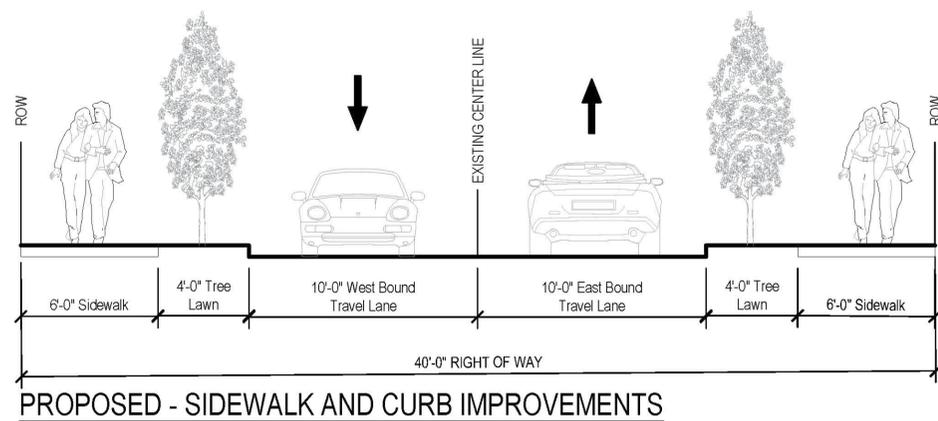
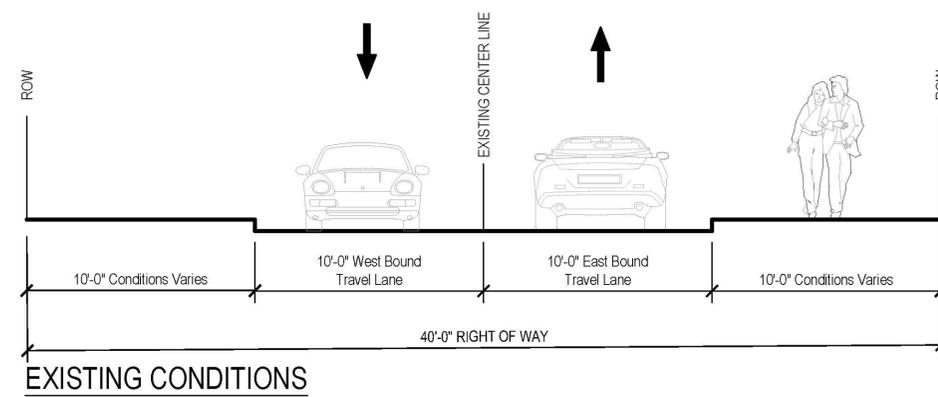
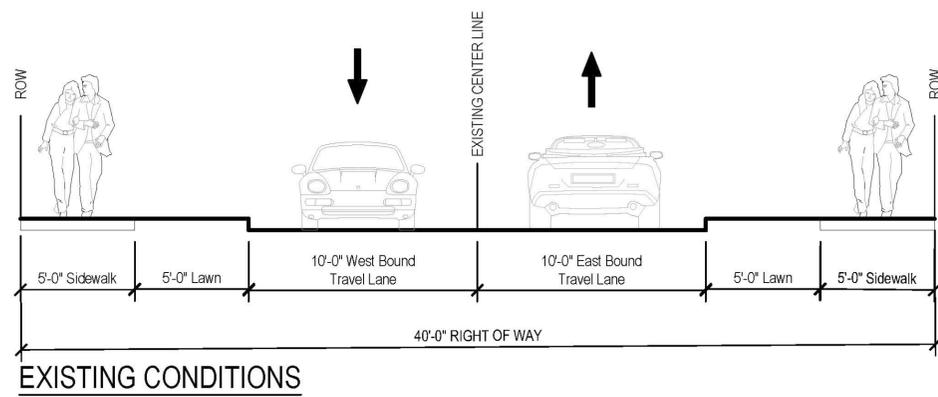


WEST STREET CROSS SECTIONS
Scale: 1/4" = 1'-0"



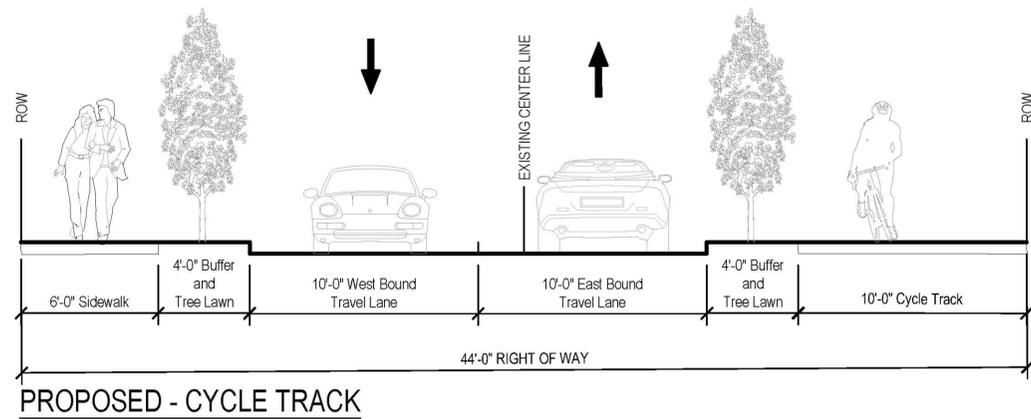
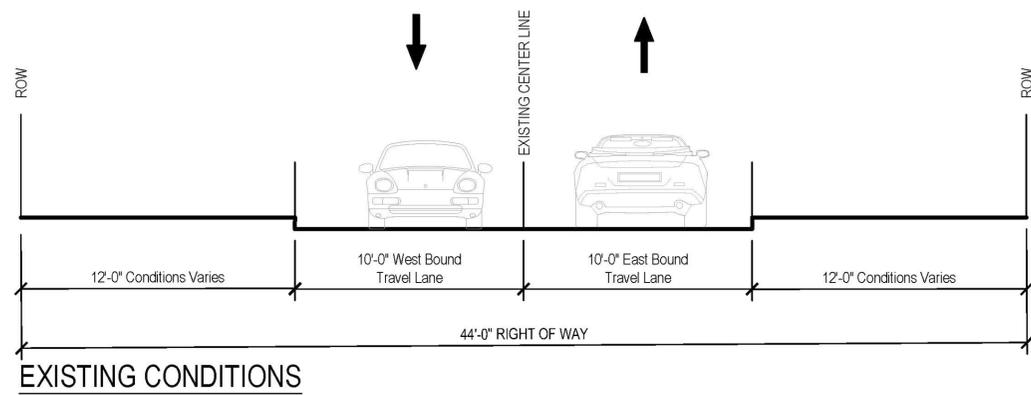
LINCOLN STREET CROSS SECTIONS
Scale: 1/4" = 1'-0"

KREWSON STREET CROSS SECTIONS
Scale: 1/4" = 1'-0"



CARTER STREET CROSS SECTIONS
Scale: 1/4" = 1'-0"

FREMONT STREET CROSS SECTIONS
Scale: 1/4" = 1'-0"



BUCHANAN STREET CROSS SECTIONS
Scale: 1/4" = 1'-0"



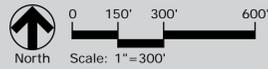
IMPLEMENTATION





PHASE I (1-3 Years)

- Mixed-Use Bldg w/Garage
- Village Theater Reuse
- Performance Arts Bldg
- Theater Renovation
- Begin Krewson St. Improv.
- Lincoln Street Improv.
- Buchanan Street Improv.
- Begin Mill Street Improv.



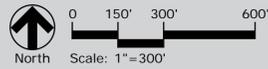


PHASE 2

- Mixed-Use Bldg w/Garage
- Finish Krewson St. Impro.
- Mill Street Improv.
- West Street Improv.
- Lewis Street Improv.
- Avon Avenue Improv.
- Grand Lawn Park
- Overlook Park
- Town Green
- Pedestrian Bridge
- Buchanan Street Bridge



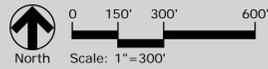
PHASE 3
 Mixed-Use Bldg w/Garage
 Multi-family Development
 Pedestrian Alley
 West Street Improv.
 Complete Mill St. Improv.
 Center Street Improv.
 East Street Improv.





PHASE 4

- Courtyard Apartments
- Cottage Homes
- Multi-family Development
- East & Main Development
- Future Park Development
- Vine Street Improv.
- Main Street Improv.
- Alley Improv.
- Future Infill Development
- Neighborhood Renewal





- PHASE 1 (1-3 years)**
- Mixed-Use Building w/Garage
 - Village Theater Reuse
 - Performance Arts Building
 - Theater Renovation
 - Start Krewson Street Improvements
 - Lincoln Street Improvements
 - Buchanan Street Improvements
 - Begin Mill Street Improvements



- PHASE 2**
- Gateway Mixed-Use Building w/Garage
 - Finish Krewson Street Improvements
 - Mill Street Improvements
 - West Street Improvements
 - Lewis Street Improvements
 - Avon Avenue Improvements
 - Grand Lawn Park
 - Overlook Park
 - Town Green
 - Pedestrian Bridge
 - Buchanan Street Bridge



- PHASE 3**
- Mixed-Use Building w/Garage
 - Multi-family Development
 - Pedestrian Alley
 - West Street Improvements
 - Complete Mill Street Improvements
 - Center Street Improvements
 - East Street Improvements



- PHASE 4**
- Courtyard Apartments
 - Cottage Homes
 - Multi-family Development
 - East and Main Development
 - Future Park Development
 - Vine Street Improvements
 - Main Street Improvements
 - Alley Improvements
 - Future Infill Development
 - Neighborhood Renewal



Prepared By:

