

TOWN OF GEORGETOWN

DOWNTOWN REVITALIZATION PLAN



March 20, 2017

Acknowledgements

Special thanks to the following people and organizations:

Community ownership is a key to the success of any plan, and so it is a pleasure to work in a town with such dedicated elected officials and residents. We are grateful to the wide spectrum of citizens who agreed to be interviewed, attend focus groups or take part in public meetings.

Town Council

Everett Pullen, President, District 1
Joshua Williams, Vice-President, District 3
Kathy Haller, District 2
Chris Loop, District-at-large
Gary Smith, District-at-large

Steering Committee

John Beams, Property owner
Billy Haller, Resident
Kathy Haller, Town Council member
Ryan Janes, Georgetown Main Street
Jackie Ledford, Post Master, Resident
Bill Powell, Resident
Everett Pullen, Town Council member
Barbara Pullen, Resident
Greg Sekula, Indiana Landmarks
Laura Renwick, Indiana Landmarks
Ron Stiller, Architect
Chris Loop, Town Council member
Tricia Williams, Business owner

Special Thanks to the Indiana Office of Community and Rural Affairs (OCRA) who provided funding through the Community Development Block Grant (CDGB) Program.

**prepared by:
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**COMMON COUNCIL
TOWN OF GEORGETOWN, INDIANA**

RESOLUTION NO. _____

A RESOLUTION APPROVING THE DOWNTOWN GEORGETOWN REVITALIZATION STUDY

WHEREAS, the Town of Georgetown, Indiana in accordance with Indiana PL-15-003, has heretofore identified adequate reasons to analyze the Town of Georgetown Downtown Revitalization Study dated March 20, 2017, (the “Study”); and

WHEREAS, the Town of Georgetown hired Strategic Development Group, Inc. to define and describe the issues facing the Town with regard to the economic needs of its low and moderate income residents; which issues are identified and addressed in the Study; and

WHEREAS, the Town of Georgetown has received Federal Community Development Block Grant funds from the Indiana Office of Community and Rural Affairs to fund the Town of Georgetown’s Study and its plan to prevent or eliminate slum or blight; and the Town of Georgetown has contributed \$_____ as a local match for this project; and

WHEREAS, the Town of Georgetown has reviewed the process and completed Study and plan thoroughly; and the Town is satisfied with the services performed by its consultant, including the information contained in the study and the methodology applied; and

WHEREAS, the Town of Georgetown has received 2 copies of the Study for its records and will keep such copies on file at the Town’s Clerk-Treasurer’s Office; that the Town shall keep one copy of the study on file at the New Albany Floyd County Public Library for future reference;

NOW, THEREFORE, BE IT RESOLVED by the Town Council of Georgetown, Indiana, that the final Study and plan, as submitted by Strategic Development Group, Inc. dated March 20, 2017, is hereby approved; that such approval is contingent upon comments, and any proposed changes and final approval received from the Indiana Office of Community and Rural Affairs.

NOW, THEREFORE, BE IT RESOLVED by the Town Council of Georgetown, Indiana, that the final Study and plan, as submitted by Strategic Development Group, Inc. dated March 20, 2017, is hereby approved; that such approval is contingent upon comments, and any proposed changes and final approval received from the Indiana Office of Community and Rural Affairs.

BE IT FURTHER RESOLVED that the Town of Georgetown shall fully consider all comments and suggested changes to the Study that may be proposed by the Indiana Office of Community and Rural Affairs. If such changes are determined to be in order, the Town shall direct its consultant to amend the Study and plan, in order to accommodate such changes and to provide the required number of copies of such amended document for filing.

ADOPTED this _____ day of _____, 2017.

COMMON COUNCIL
TOWN OF GEORGETOWN, INDIANA

BY: _____
Everett Pullen, President

ATTEST:

Brent Fender, Clerk-Treasurer
Town of Georgetown, Indiana

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Main Street looking west



Residence on Main Street



9111 State Road 64
Georgetown, Indiana 47122
www.georgetown.in.gov



2 North Meridian Street
Indianapolis, Indiana 46204
www.in.gov/isdh

CHAPTER 1 | INTRODUCTION



Chapter 1 | Introduction

PURPOSE OF THE PLAN

There are still traces of pre-Civil War charm in Georgetown's oldest buildings and neighborhoods. Just a mile or so east of old town, however, is a clear look at the community's possible future.

In that area along SR 64 there are plans for hundreds of more subdivision homes, some with planned retail space, which will join the residences and shopping center already built at the Copperfield development. It is clear that the new is seriously challenging the old in Georgetown.

With so much at stake, community leaders have started earnestly working to preserve the town's historic assets. They are restoring the old bank building, formed a Main Street group and launched this revitalization plan.

The plan provides everyone – elected officials, development groups, local businesses and investors – with a shared vision of the town's future. It can serve as an advisory tool for the town council, plan commission, Main Street organization and interested citizens as key decisions about the town's direction are made.

SCOPE OF THE PLAN

The project area runs down SR 64 with Church Street as the west boundary and Canal Lane as the east boundary. It includes the area two

blocks to the north and one block to the south of SR 64. This area is known locally as “old town,” to differentiate it from the new development to the east.

Georgetown is not the county seat and does not have a “downtown” in the traditional sense, with a courthouse square of two-story limestone and brick buildings. Instead, there is a small grouping of businesses on the south side - Donut Frenzy and The Piano Shop. Across the street is a few older, wooden commercial buildings – such as the old Wolfe Hotel and bank building – all of which are now empty. The goal is to first preserve those buildings and then fill them with new shops and services that will attract people to Georgetown.

This revitalization plan unfolds in stages, starting with the main elements – infrastructure, buildings and the economy – and then combines those elements into a unified implementation plan. The plan is long-range in orientation – intended to reach out 10 or more years – but also proposes projects that can be launched today.

EVENTS THAT LEAD TO THE PLANNING PROCESS

Local leaders have been watching old town's decline with increasing concern for years, as some buildings were torn down and others deteriorated. One of the first actions to turn things around

was to save the old bank building, which also used to be the town hall. Working with Indiana Landmarks, the building is being stabilized and prepared for reuse. Providing that building with a viable reuse will give old town a start in attracting other new businesses.

This plan addresses that project and re-affirms the community's other goals, while providing information for decision making, including current data on infrastructure needs, building conditions and marketing opportunities.

FUNDING

This report was prepared with grant funding from the Indiana Office of Community and Rural Affairs (OCRA) using the Community Development Block Grant (CDBG) program. Local match funds were provided by the Town of Georgetown.

PLANNING PROCESS

A steering committee of town leaders, business people and residents oversaw the planning process. Acting as advisors and staff for the committee were representatives from Strategic Development Group (SDG), ARCHitecture Trio and Rundell Ernstberger Associates (REA). Throughout the process the committee met with the consultants to review research and provide local input.

There were also numerous site visits to assess buildings, interview shopkeepers and visualize new public spaces. Stakeholder meetings provided information on local goals, while a public meeting was used to gather reaction to recommendations.

DEMOGRAPHIC PROFILE

This section provides a snapshot of the main demographic features of Georgetown – the trajectory of population growth, income and other factors.

The first table (see Table 1) gives a baseline view of the town’s primary characteristics and how they compare to the county’s. Note that Georgetown is performing better than Floyd County in many categories.

The second table (see Table 2) takes a closer look at key economic indicators and again shows that Georgetown rates are outperforming Indiana averages in such categories as per capita income and educational attainment.

These positive statistics represent Georgetown’s best hope for revitalization. The town has a growing core of high-income, well-educated residents. What it hasn’t offered those residents – yet – is a reason to come to old town.

Table 1: At A Glance

| Topic | Georgetown | Floyd County |
|---|------------|--------------|
| Population Estimate (2015) | 3,210 | 76,778 |
| Growth Since 2010 Census | 11% | 2.8% |
| Total House Units (2015) | 1,166 | 31,968 |
| Median Household Income (2014) | \$69,125 | \$53,186 |
| Poverty Rate (2014) | 3.7% | 11.6% |
| Mean Travel Time to work (min.) (2014) | 27.3 | 22.6 |

Source: U.S. Census Bureau

Table 2: Key Indicators

| Topic | Georgetown | Comparison Year/State | Difference Year/State |
|----------------------------------|---|--|---------------------------------|
| Assessed Value* | \$89,741,757 2011-pay-2012 | \$92,482,757 2012-pay-2013 | 3.05% |
| Population | 2,893 2010 estimate | 3,210 2015 estimate | 11% Change '10-'15 |
| Per capita income level** | \$28,714 Georgetown | \$24,953 Indiana | 15% |
| Educational attainment | 94.2% H.S. Diploma or More '14 Georgetown | 87.6% H.S. Diploma or More '14 Indiana | 6.6% 6.8% |
| Public school enrollment | 30.4% Bachelor's or More '14 Georgetown | 23.6% Bachelor's or More '14 Indiana | 20.64% Change '10-'15 |

* Total Certified Net Assessed Values by Taxing District Center 2011-2013. Georgetown Town. Source: Department of Local Government Finance.

** U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates, Per capita money income in the past 12 months (2014 dollars).

Chapter 1 | Introduction

HISTORY OF GEORGETOWN

Georgetown dates back to the first settlement in 1805 by Patrick Shields, who established his family, built a water-powered sawmill and made the first attempts to grow crops in the area.

Several families from North Carolina followed shortly after Shields and settled in Georgetown around 1806. The majority of early settlers were from Virginia, North Carolina and Kentucky according to an early history of Georgetown by L.A. Williams.

George Waltz arrived in Georgetown in 1807 and platted the area in 1833. The town was named “Georgetown” after him. There was a petition that divided Georgetown Township from the northern half of Franklin. The area of Georgetown was recorded as being the most agriculturally productive region, and more people were settling there than Franklin for that reason.

Farmers in the area soon began to use their crops to make whiskey and many distilleries were built along Burton’s Branch in town. The abundance of whiskey production along the stream led the people of Georgetown to change the name of Burton’s Branch to Whiskey Run at that point. Whiskey Run Road is now State Road 64, according to Paul R. Woning, author of Indiana Places and History. The

town originally developed along the north side of the road, as John Evans owned the land to the south and was hesitant to allow development on his side. In 1833, he allowed for his land to be included.

The Wolfe Hotel opened in 1835 to house the stage coach passengers that passed through Georgetown. The post office was established in 1837. The heart of Georgetown is home to many historical buildings (including over 100 contributing buildings), some of which are listed on the National Register of Historic Places. Listed is the Georgetown Township Consolidated School (1925), Georgetown Firehouse (1940), Wolfe

Hotel (1935), Georgetown Bank (1909), First United Brethren Church (1843), Sherman Minton Birthplace (1858) and George R. Fox Saloon (1910).

One of the staples of Georgetown is the Georgetown Drive-In Theater. The theater was built in 1951 and bought by Bill Powell, Sr. in 1965. The Powell family has operated the establishment since then, with Bill Powell, Jr. now the owner and operator. The screen was destroyed by a wind storm in 1996 but restored, according to an article by the Louisville Courier-Journal. Many people visit Georgetown to experience the drive-In, a unique venue from



Georgetown State Bank/Old Town Hall & Wolfe Hotel

a bygone era.

Georgetown is also the birthplace of notable people including R. Carlyle Buley and Sherman “Shay” Minton. Although he did not spend much of his life in Georgetown, Buley was born in Georgetown on July 8, 1893 and, after a family move, graduated from Vincennes Lincoln High School. Buley was a teacher and a historian, and he won the Pulitzer Prize for History in 1951 for *The Old Northwest: Pioneer Period 1815-1840*.

Sherman “Shay” Minton was born – the third of five children – to John Evan and Emma Livers Minton in Georgetown on October 20, 1890. Minton completed high school in New Albany, continued through college at Indiana University where he also completed law school. After tak-



Minton House 1960
(Photo credit NAFC Public Library)

ing post graduate courses at Yale Law School, he returned to New Albany and opened a law practice in 1916. He then enlisted in the Army in 1917, where he met President Woodrow Wilson in 1919 while heading up a security detail. After service, he became a senator in 1934 and was nominated by Roosevelt in 1941 to the Chicago-based Seventh Court of Appeals. He was later appointed to the U.S. Supreme Court in 1949 by President Truman. Minton retired in New Albany and passed away in Floyd Memorial Hospital in New Albany in 1965. Minton’s childhood home is a notable structure in downtown Georgetown to this day.



Georgetown Drive-In Theater

HOW TO USE THE PLAN

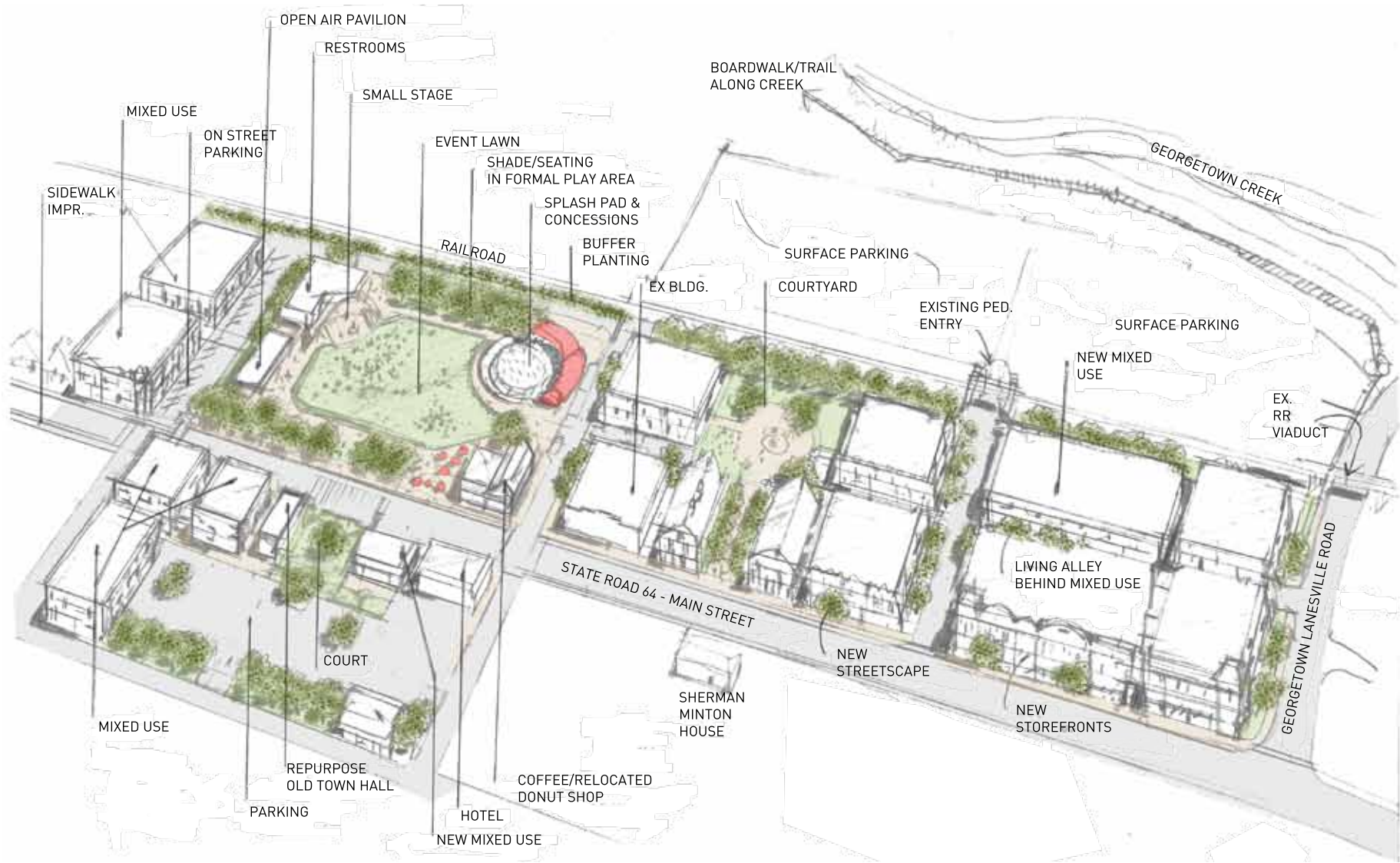
This document expresses community goals as interpreted through a 12-month process including steering committee meetings, interviews, focus groups and public hearings.

This report lays the blueprint for that action. It details goals for revitalizing the community and strategies to complete those tasks. It is a comprehensive approach, including projects for streets, sidewalks, building facades and business recruitment.

The plan itself is only the first step; local participation is absolutely vital to making it a success. To make sure everyone is starting with the same goals, the first step should be reviewing this plan with key stakeholders beyond the steering committee, such as the business community and the general public.

Every six months or so, downtown leaders should meet with elected officials to update the plan and make sure its goals and strategies are current. It would be a poor use of the resources poured into creating this plan to let it slowly grow outdated, while the need for a plan of action does not.

CHAPTER 2 | VISION & PLAN SUMMARY



Chapter 2 | Vision and Plan Summary

OVERVIEW

The town stands at a key crossroads. It's time for decisions.

Over the past three decades Georgetown has experienced the same gradual decline overtaking most of Indiana's small towns. However, unlike those towns, Georgetown faces a newer, faster-moving threat: urban sprawl.

The town is caught in a wicked cross tide; two community changing forces – decline and urban sprawl – are eating away from opposite sides at the same 3,000-person community. One of those two forces will prevail unless the town takes action. Real action.

What happens if they don't?



It is not hard to imagine just a few years in the future – if nothing changes – that the last historic buildings in old town have deteriorated beyond repair and are taken down. With those buildings gone, the town becomes an indistinguishable widening along a highway of brick subdivisions and retail lots.

The challenge is made even tougher because the town is in transition. “Ideal Residents,” young families with good-paying jobs, are already here. Another two subdivisions with hundreds of more units is being planned.

But those residents, who would be the lifeblood of other downtowns, have no reason to pull out of their driveway and head west to old town. Instead, they head east with their discretionary time and money to New Albany or Jeffersonville or Louisville.

To steer old town away from a bleak future, it is vital that new shops and services are created that lure local residents downtown. As that effort builds, the community can start luring visitors from farther out. The Implementation Plan outlines projects to jump start revitalization.

VISION FOR OLD TOWN

Local leaders have said their first priority is saving the handful of old town's historic buildings that can be renovated to host new businesses. The second priority is “cleaning up” the side-

walks, retaining walls and other infrastructure issues. These are fairly conventional concerns and the Implementation Plan has projects to address them.

The third priority – creating a destination – will require a sustained, long-term effort. When it comes to arresting the sprawl, creating a destination that will compete with surrounding marketplaces and entice new home buyers to move to the heart of the town, there is not much space to work with.

For this reason, the Implementation Plan has some scenarios that will require a large-scale overhaul of old town, including perhaps removing non-historic buildings and re-purposing public spaces to make room for development.

Achieving this vision will require investment, which in turn requires risk. Is it worth it?

A more relevant question is this: can Georgetown afford to allow the continued deterioration of the economic and cultural heart of the community? Keep in mind:

- Traditionally downtown is a prominent employment center, providing jobs for people.
- Downtown represents a significant portion of the community's tax base. If some of its largest structures are empty and crumbling, property values drop, placing a greater tax burden on other parts of town.
- A healthy downtown core protects property

values in surrounding neighborhoods.

- The commercial district is an ideal location for independent businesses, which in turn keeps profits in town with local owners and supports local family-owned businesses.

And finally, revitalization will pull all elements of the community – business owners, town officials, residents – toward a unified purpose.

IMPLEMENTATION

The following chapters of this plan illustrate the recommended improvements for the downtown and strategies for their implementation. Improvements include physical improvements like sidewalks and open spaces; building improvements like facade recommendations; and administrative improvements like design guidelines and a Community Improvement Plan.

The downtown redevelopment diagram on the following page illustrates general amenity infrastructure improvements for the downtown area. These elements combine to provide physical improvements for the downtown to attract new businesses and residents. Elements include pedestrian facilities like sidewalks and greenways, public open space, proposed land use changes and streetscape improvements.

The downtown Georgetown redevelopment plan details what these infrastructure improvements might look like. Streetscape improvements could

include new street trees, new pedestrian scale lighting with banners, new sidewalks and planters. A new public park is proposed as a central gathering space for the community. Pedestrian connections are shown to connect the new amenities with the whole of downtown.

A new network of greenways and sidewalks is proposed to provide neighborhood connections to the town but also to provide recreational opportunities. Facilities such as the greenway shown around the perimeter of the existing Georgetown Park have been shown to be regional attractions providing safe and comfortable facilities for exercise and recreation. In addition, this amenity would be located on land that is currently owned by the town.

A key physical recommendation is the construction of a central community gathering space with

a new town park. This park would have open space to host community events such as festivals and fun runs. The park would also include elements to create a destination such as a playground and splash pad.

Areas of town with underutilized structures have been identified. Many of these structures are vacant and could be targeted for retail. With the redevelopment of the downtown streetscapes, the addition of a new, active green space, and the improved connections to the community's assets, these buildings will become attractive for redevelopment.

This plan will take time to be fully realized. The Implementation Chapter includes charts which identify an economically responsible and planned strategy to organize projects and realize the full plan.



Chapter 2 | Vision & Plan Summary

Figure 1 - Downtown Georgetown Redevelopment Diagram

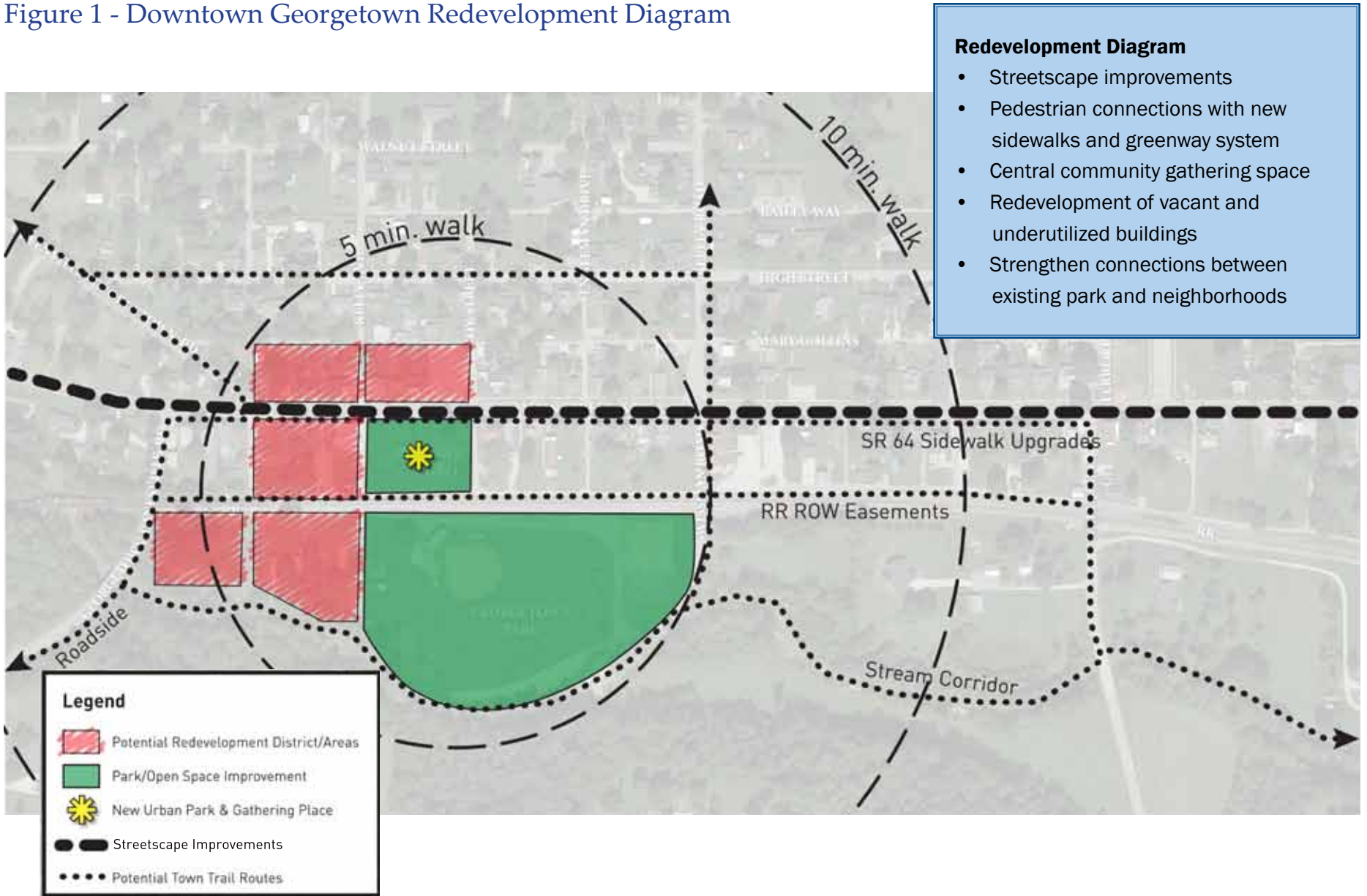


Figure 2 - Downtown Georgetown Redevelopment Plan



- Redevelopment Plan Recommendations**
- New and wider sidewalks along S.R. 64 throughout the downtown area
 - New street trees along S.R. 64
 - New pedestrian lighting along S.R. 64
 - Proposed central park for community gathering
 - New sidewalks to connect existing park with new park and neighborhoods
 - Identification of key buildings for redevelopment

- Legend**
- ① Streetscape Enhancements
 - ② Town Square Park
 - ③ Crosswalk/Gateway
 - ④ Mixed-Use Infill
 - ⑤ Redevelopment Area
 - ⑥ Focus Buildings
 - ⑦ Greenway/Multi-use Path
 - ⑧ Sidewalk

CHAPTER 3 | EXISTING CONDITIONS



Chapter 3 | Existing Conditions

INTRODUCTION

This chapter provides an outline of the discovery phase of the master plan process in which the existing conditions and policies of the Town were analyzed. Specific elements within this phase included:

- Design and Infrastructure
- The Buildings
- The Economy

DESIGN/INFRASTRUCTURE

DOWNTOWN LAND USES:

As is typical of most small, midwestern towns Georgetown has experienced significant losses in downtown commerce and housing as a result of changing socioeconomic trends and the pressure from sprawl development that has occurred on the eastern end of town. Despite the losses and challenges, there is a strong interest in the long-term viability of the downtown, and new investment in the core of the downtown along State Road 64.

The remnants of the commercial core of Georgetown can be seen in the historic structures located along State Road 64 in the downtown area. In the late 1800's and early 1900's the town included many neighborhood services for the community including a post office, grocery/drug store, barber shop, hotel, state bank, and various doctor's offices. Many of these buildings remain vacant today or have been converted to residential uses.

With the exception of these uses, primarily located along State Road 64, the remaining areas of the downtown are residential in use. For a downtown to become successful it must have a mix of residential and commercial uses. In this sense, Georgetown has a ready base of customers for new businesses which serve their needs. Another challenge in the downtown is the high percentage of rental properties. This creates challenges for the town when enforcing property standards and fostering community ownership in the visual character of the town.

There are a handful of successful businesses in downtown. These uses include a donut shop, dog grooming shop, a piano sales and repair store and a tattoo shop. In addition, the Town Hall and the Fire Department are located in the

downtown along with a few active churches and an elementary school. Together these uses create a small but steady stream of customers visiting Georgetown. In addition, there are many restaurants and the drive-in theater just outside of the downtown limits. The Georgetown drive-in has become a destination for many in the region during the summer months. One of the major challenges for these establishments and the town of Georgetown is the draw of larger communities such as New Albany and Louisville which are so close to Georgetown. Despite these challenges there is still strong interest in the long-term viability of the downtown and finding ways to capitalize on the unique qualities of Georgetown to bring more commercial uses to the town creating a reason for more people to visit therefore revitalize the downtown.

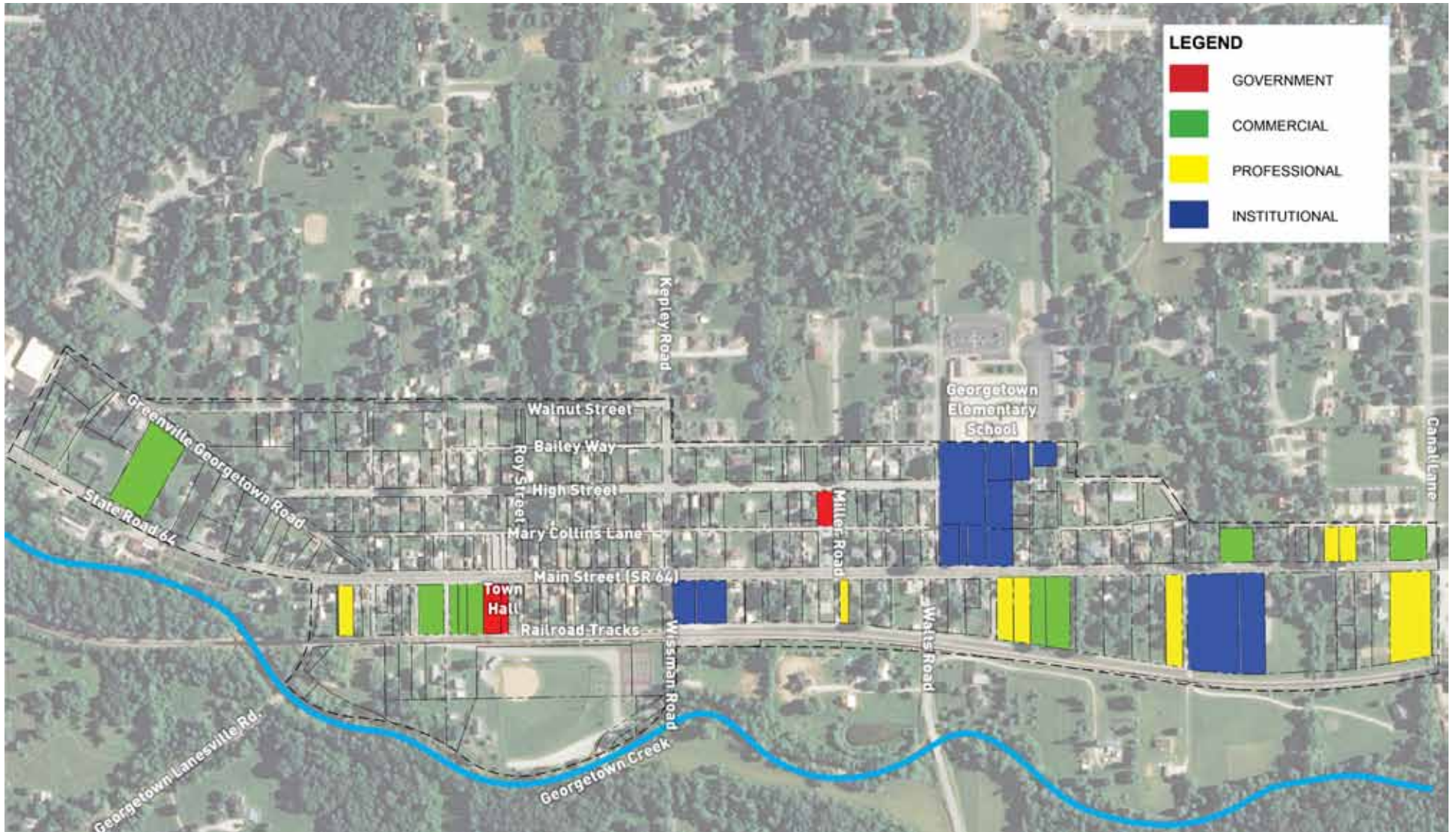


Donut Frenzy - Main Street



Piano Store - Main Street

Map 1 - Existing Land Use Map



Chapter 3 | Existing Conditions - Design/Infrastructure

ADJACENT NEIGHBORHOODS:

Residential neighborhoods are located to the north and east of town. The county is drastically more rural in nature just west of the town limits with new residential developments occurring at a fast pace to the east of town. There is a large floodplain area to the south of the railroad tracks on the south side of the town which includes a few residential properties along with the town park.

The majority of the downtown is located within a National Register of Historic Places. Its period of significance according to the National Register ranges from 1835-1960 and includes 96 contributing residential structures and 6 contributing commercial structures. Prominent architectural styles within the historic district include Greek Revival, Gothic Revival, Italianate, Queen Anne, English Cottage and Ranch. Two of the oldest buildings in Georgetown are located along State Road 64 and include a residential property at 9164 SR 64 and the Wolfe Hotel. Both were built before 1835.

George Waltz, an immigrant from Switzerland, began settling the area in 1806. He envisioned a busy town center when he bought land and began selling lots to settlers and to businesses. During his time in Georgetown he saw the town grow to include a post office, tavern, many distilleries and other businesses.

Growth occurred along the north side of Main Street, then known as Whiskey Run Road, where Waltz owned the land. This pattern can still be seen today with the majority of existing historic commercial structures located along this side of Main Street.

Although the founders of Georgetown envisioned the town as a busy commercial center it has remained a quiet town serving the needs of local residents. The quality and reputation of the elementary school, coupled with the town's proximity to Louisville, make it an attractive community to young families. However, the downtown has not seen the growth of the surrounding suburban development.



9100 Block of State Road 64

A large portion of the building stock in downtown and along Main Street is residential in nature. However, several businesses have had success with renovating these structures into commercial uses including the Lucky Dog Salon and Spa. For Georgetown to fully develop its downtown the buildings along Main Street will largely be converted to commercial uses. These uses can be incorporated into existing buildings without changing the character of downtown.



8900 Block of State Road 64

Several residential subdivisions are located within the town limits including: Autumn Cove, Copperfield, and Brookstone. These neighborhoods contain newer and more diverse housing stock. Streets are substantially wider than those in downtown and many contain adjacent sidewalks.



8900 Block of State Road 64



9100 Block of State Road 64



8600 Block of State Road 64



Historic House of Dr. Engleman

Chapter 3 | Existing Conditions - Design/Infrastructure

VEHICULAR AND PEDESTRIAN CIRCULATION:

The early development of Georgetown occurred along Main Street. Still today the majority of traffic in the town is located along Main Street which is also designated as State Road 64. With an interchange off of Interstate 64, Georgetown sees a large volume of traffic traveling from the west of town in the surrounding counties with people commuting to work in Southern Indiana and Louisville. Although there is a large volume of traffic few have reason to stop in the town. The heavy volume of traffic can turn Main Street into a barrier between the north and south areas of town.

The few sidewalks that do exist in the town are primarily located along State Road 64. There are gaps in the sidewalk in the downtown area and they are narrow in most locations. Some road intersections have accessible ramps but most do not. The narrow width of the sidewalk does not meet the Americans with Disabilities Act (ADA) guidelines for most of the sidewalk length. The sidewalks do not extend from the core of downtown to its limits.

In addition to the narrow width of the sidewalks, there are several locations where the sidewalks are obstructed by an adjacent retaining wall which is failing. The grade change between Main Street and many properties

to the north of the street creates the need for retaining walls and steps within the downtown area. In many areas the retaining wall needs to be replaced to maintain the integrity of the slope and to maintain a clear width of sidewalk. In addition, the failing wall creates an unattractive visual along the street that serves as the front door for Georgetown.

The residential streets in Georgetown act as collectors for State Road 64. Most of these streets are narrow and do not have curbs or sidewalks. Pedestrians are forced into the roadway throughout the majority of the town. These streets have a lower volume of traffic and low speeds. The lack of sidewalks in the downtown area make residents dependent on their vehicles for even the shortest of trips. There is also a large amount of grade change along these roadways creating hilly conditions which can be challenging to not only vehicles but also to pedestrians.

PARKING:

On street parking occurs in an informal manner along some of the streets but pavement width does not accommodate parallel parking along the streets. This creates a perception of lack of parking in Georgetown. Individual lot sizes are large enough for the majority of properties to have ample parking within their property limits. There are several larger parking lots located at the school, at churches, and adjacent to and across from the Town Hall (see Map 2).



Failing retaining wall along SR 64



Failing retaining wall and steps along SR 64

Map 2 - Existing Public and Private Surface Parking



Chapter 3 | Existing Conditions - Design/Infrastructure

CULTURAL FEATURES:

Cultural features are an important part of downtown development, helping to create what are sometimes known as “third places”. These are places to go besides home and work. They are spaces, places, and amenities within a community that are well known and beloved by the residents and have been important historically for a variety of reasons. These can include local businesses, gathering places, historical features, churches, schools, civic facilities, trails and corridors, and recreational areas among others. These elements help define a community’s identity.

Georgetown has a number of cultural features (see Map 3). These include several churches, Georgetown Elementary School, and the Georgetown Park. The elementary school is a particularly important cultural feature located in the downtown area. The school has an excellent reputation for academics and attracts many young families to the area. In addition, school events and the grounds of the school make it one of the beloved gathering spaces for the community.

The churches in the downtown area are also very important to the town. These organizations bring people into the downtown on a weekly basis. They are also active in the community and have provided community outreach programs in the past including a recent

project to clean up and paint areas of Georgetown Park.



Church along SR 64

UTILITIES:

Overhead electric and telephone lines dominate the overhead plane of Main Street in Georgetown. These powerlines have been a part of the visual landscape of this corridor since electricity was brought to Georgetown. Although they have become an expected part of the landscape the town should consider long-term efforts to have these utility poles relocated underground or to an alley adjacent to Main Street. Not only are the lines not visually attractive but they also create barriers for widened sidewalks and when creating more urban shopping plazas in front of new businesses.

Georgetown has had its share of challenges when it comes to aging utilities. Many of the

water, storm and sanitary lines have required replacement and repair in recent years. This will continue to be a challenge for the town as it ages. Storm drains located along State Road 64 are severely undersized and are not located at the appropriate grade for drainage. Multiple layers of asphalt have created this condition along SR 64. Many areas of the roadway are prone to ponding during heavy rain events. Since this is a state owned roadway, Georgetown will continue to negotiate with the Indiana Department of Transportation to correct this problem.

As improvements are made to downtown, consideration should be given to incorporating green infrastructure solutions such as storm-water planters or rain discharge basins that will help to alleviate the burden on the conventional storm sewer system and also help to cleanse the water prior to reaching the creek.



Map 3 - Existing Cultural Amenities



Chapter 3 | Existing Conditions - Design/Infrastructure

OPEN SPACE AND NATURAL FEATURES:

Open spaces and natural features contribute to the vitality of downtown development, becoming one piece of the overall amenity infrastructure network. They provide a place to gather, play, eat, or just enjoy the outdoors. Georgetown has a few open spaces including a couple which are located in the downtown area. The Georgetown Park which includes ballfields and playgrounds and the elementary school which is considered private property but does have amenities commonly used by the community including playgrounds.

In addition to these recreational spaces, Georgetown has a natural amenity in the creek that borders the town to the south. It is a great asset to have passing along the length

of Georgetown. This natural feature can not only provide a recreational open space but can also serve as a green space connector between the park and other areas of town. A greenway along the creek could be the first in a network of pedestrian and bike facilities connecting amenities throughout Georgetown. Creating a loop in the park could also attract residents to the downtown area by providing a safe place for recreation and exercise.



Georgetown Creek



Georgetown Park

LIGHTING:

Lighting in Georgetown consists of highway grade state road lights. They are spaced appropriately to provide minimum light for vehicles traveling through downtown. These lights are mounted on large utility poles. The town should consider including historical fixtures which are sized and spaced to meet the needs of pedestrians. These light poles could include sup-

ports for planters or banners. Not only would these fixtures provide a historical look to the streetscape providing more of a “Main Street” feel but would also encourage more pedestrian use when paired with improved sidewalks and other streetscape improvements.



Lighting along State Road 64

PLANTINGS:

Plantings in the downtown area are limited to a few street trees that remain along Main Street. In photos from as early as 1918 stately trees line the right-of-way of Main Street. Few of these trees remain as they have been lost to age and to improvement projects along the right-of-way including adding sidewalks. Most of the trees remaining along the roadway are located on private property.

Plantings along a roadway and incorporated into commercial districts can change the character of a corridor. The town should consider ways to incorporate new trees along Main Street and to look for opportunities to implement stormwater planters along roadways, especially State Road 64. Not only will this create more of the historic character and visual image that people associate with old town Georgetown but it can provide environmental benefits with planters designed to filter and cleanse stormwater from the roadway and adjacent building roofs. Plantings can include street trees, lawn panels, planters and stormwater planters.

GATEWAYS:

Gateways are locations and amenities typically found along primary vehicular corridors that announce the arrival to a place. Gateways can occur in a variety of locations; noting arrival to the corporate limits, to a district within a community, or the point at which you feel you have arrived in



Trees along Main Street 1960's (Photo courtesy of New Albany Floyd County Public Library)

a community. Gateways can be a variety of types and sizes such as signs, artworks, structures, or as simple as landscape treatments.

In Georgetown, there are several gateway opportunities. The entrance to the town on State Road 64 from the west and the east is marked by a simple green roadway sign. There is a modest brick monument welcome sign near the old town limits along SR 64. Each of these locations presents the opportunity to celebrate entry into Georgetown with a more substantial gateway element which celebrates the heritage of George-

town. In addition, the entire State Road 64 corridor should be considered a gateway opportunity. The corridor should be enhanced with landscape treatments, improved pedestrian amenities, and opportunities for public art that could celebrate the local culture and history. Floyd County planners, in their most recent documents, also considered this area to be an important gateway into the county.

Chapter 3 | Existing Conditions - Buildings

THE BUILDINGS

ARCHITECTURAL OVERVIEW

The architectural section analyzes the built environment of historic Georgetown, offers suggestions for restoring vibrancy to the buildings while also setting the stage for maximizing their potential for ongoing and future uses. The area along Main Street between the 9000 and 9300 blocks from the Intersection of Main Street with Georgetown Lanesville Road and Wissman Road encompasses the heart of the town and represents the commercial past of Georgetown. This area also represents the potential for a vibrant commercial core for the future.

The Georgetown Community is well grounded for the preservation of its local historic resources through the designation of the Georgetown Historic District to the National Register of Historic Place in October 2012. The town has also recently reestablished its Indiana Main Street Community status through its Destination Georgetown – an Indiana Main Street Community designation. The sections that follow begin with a listing of preservation related organizations and the roles they play in the community. This is followed by an assessment of the historic character and general condition of the buildings within the district.

The Downtown Revitalization study area en-

compasses boundaries of the Georgetown Historic District. Preserving these buildings offers a tangible link to Georgetown’s past and provides the context for future development. The following Best Practices, adapted and paraphrased from the Secretary of the Interiors Standards for Rehabilitation (Standards), offer general guidance for an approach to historic preservation and restoration. (A copy of the complete Standards can be found at: www.nps.gov/tps/standards/rehabilitation/rehab/stand)



Views looking west along State Road 64/Main Street

PRESERVATION BEST PRACTICES

1. Use a property for its historic purpose or place it into a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. Retain and preserve the historic character of a property, with emphasis on the historic materials, features and spaces that characterize a property.
3. Recognize each property as a physical record of its time, place, and use. Therefore, avoid changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings.
4. Most properties change over time; retain and preserve those changes that have acquired historic significance in their own right. Historic significance is generally considered to be 50 years old or older.
5. Preserve distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic building.
6. Repair rather than replace deteriorated historic features. Where the severity of deterioration requires replacement of a distinctive feature, match the new feature to the old in design, color, texture and other visual qualities and where possible, materials. Substantiate the replacement of missing features by documentary, physical or pictorial evidence.
7. Fabricate new additions, exterior alterations,

or related new construction in a way to retain the historic materials that characterize the property. Differentiate the new work from the old and make it compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.



Top Photo: Wolfe Hotel, Bottom Photos: Existing Features

Chapter 3 | Existing Conditions - Buildings

ORGANIZATIONS:

Destination Main Street – an Indiana Main Street Community was recently reestablished to promote, encourage and support the revitalization of downtown Georgetown following the four principals of the Main Street Approach – Design, Organization, Promotion and Economic Vitality. The Main Street Approach is “most effective in places where community residents have a strong emotional, social, and civic connection and are motivated to get involved and make a difference.” Georgetown is ripe for success!



See www.preservationnation.org/main-street for more information regarding the Main Street program.

Indiana Landmarks - a statewide non-profit organization established to “save the places that matter to Hoosiers.” By restoring and repurposing historic buildings, Indiana Landmarks hopes to reconnect people to heritage and revitalize communities. The Indiana Landmarks Southern Regional Office is located in nearby Jeffersonville and offers technical assistance and guidance on local, state and federal preservation programs.

Find out more about Indiana Landmarks at www.indianalandmarks.org regarding additional information and programs.

Historic preservation is fueled by communities and the people who live, work, and visit there. Two instrumental organizations are leading the charge. More interest and active participation in the grass roots efforts are needed to generate energy to sustain and build enthusiasm and buy-in for preserving historic Georgetown in anticipation of future growth.



INDIANA LANDMARKS



View looking east



Main Street

GENERAL BUILDING ANALYSIS

For the purpose of this plan, the organization of the architectural existing conditions has been divided into three distinct areas of development. These include the “core” area, the linear development/growth pattern, and the residential character area. The development pattern of more recent years is also discussed and analyzed for its impending impact, particularly the unordered miscellaneous development occurring along SR 64 just outside the Georgetown Historic District boundaries.

The Georgetown Historic District Nomination, prepared by H&H Associates, recounts the early settlement of Georgetown and the area with settlers arriving in search of land in 1804, drawn by the decent farmland and the potential for mill sites on Indian Creek and its tributary Whiskey Run, so named because of the “large number of distilleries along the banks in the early 1800’s.” Lending its name to the main thoroughfare through the town, Whiskey Run Road later became Main Street and then in the 1920’s State Road 64. This early ten-mile connector road between New Albany and Georgetown attracted commercial activity and included a general store, an inn, the post office, blacksmiths, mills, and distilleries. By the early 1830’s the transportation route had regular stagecoach stops twice a week. This significant two-lane route still supports the majority of commercial development in the area. The coming of the Louisville, New Al-

bany, St. Louis Railway in 1881 running generally parallel to Main Street, spurred another influx of commercial and residential growth. The railroad still maintains a strong presence in Georgetown with numerous trains passing through town on a given day.

These two factors served as the impetus for development. Their linear pattern as connectors strongly influenced historic development patterns, and continues to influence growth yet today.

CORE AREA

The core area, while not with a clearly identifiable boundary definition, still reflects the historic growth pattern with the greatest density and historic commercial development along Main Street between Georgetown-Lanesville Road on the west and eastward to Kepley Road. This area falls entirely within the Georgetown Historic District boundaries. Much of the commercial and historic development of the town is focused in this area on the State Road 64 corridor. The



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oldest buildings are clustered along this route with the early residential development occurring more to the north along High Street. The development pattern was generally comprised of commercial and residential buildings and historically included an inn, saloon, post office

and bank¹. This development pattern remains consistent even today with retail establishments, service providers, City Hall, churches, the fire

¹ Georgetown Historic District National Register of Historic Places Registration Form, prepared by Candace S. Hudziak, January 2012

station, and school all fronting Main Street.

9000 BLOCK MAIN STREET (SR 64)

The north side of the 9000 block of Main Street is dotted with vernacular residential structures, with almost the entire block clas-



From left to right - 9094, 9090, 9080 Main Street (State Road 64)

sified as historic to the Georgetown National Register Historic District (District). Only two of the primary structures along this stretch are non-contributing. While many of the houses have been altered to a certain degree, the general building mass, character and identifiable setback from the street has been preserved. A barn

behind 9080 Main Street and an early garage located at the rear of 9090 Main Street are both contributing to the District. As the grade rises to the east, limestone block retaining walls have been used along the sidewalk as well as limestone curbing at the street which contribute to the historic district's character.

Immediately across the street the residential pattern is strong and continues with almost no interruption. The entire block (9005 -9093 SR 64) is contributing to the District with the exception of just two primary structures. At the south east corner of the intersection of Roy Street and SR 64, the house at 9093 Main Street is one of



9090 State Road 64

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the earliest in Georgetown and is only slightly later in construction than the Sherman Minton House (c. 1855). This Greek Revival house dates to c. 1860 and is one of the larger houses fronting SR 64. The house has an expansive front porch leading to numerous entries. The District nomination suggests

that based on the size and multiple entries, this house likely served as a store or boarding house during the stagecoach days. Many of its historic details and features remain. The density of houses in this block and the strong remaining residential historic fabric provides a cohesive context for continued use

as residential or an opportunity potentially for adaptive reuse for small scale retail or commercial. The scale is ideal for small local establishments which would have little impact on the historic integrity of the building and the benefit of a historically rich backdrop.



9093 State Road 64 - Note the characteristic Greek Revival cornice returns and wide cornice boards

9100 BLOCK MAIN STREET

The 9100 Block of State Road 64 is diverse with historic uses ranging from residential, commercial, professional offices and mixed use. The architecture of this block is also quite rich and

varied ranging from the earliest structure remaining in Georgetown at 9164 State Road 64 dating to 1835 to the more recent early 20th century commercial vernacular immediately across the street at 9161 State Road 64. This block also

has the largest number of identifiable commercial structures including the former Georgetown Bank building at 9110 State Road 64 constructed in 1909.



9110-9150 State Road 64 - View looking east

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The Georgetown Bank is one of the last remaining historic commercial buildings in the downtown. The two-story brick structure retains its cast iron decorative storefront with large plate glass display windows and traditional one-over-one second floor windows with limestone sills. In 1992 The Georgetown Town Council began the renovation process restoring the interior's twelve foot ceilings and wood floors. Further restoration efforts are needed as well as a viable occupant to continue the building's presence on Main Street.



Bank Vault



9110 State Road 64 - Georgetown Bank

Immediately west of the Georgetown Bank is another contributing house (9130 SR 64) with a contributing garage. The main house appears to be of earlier construction than the craftsman style front porch, but maintains the scale and setback pattern of the remainder of the block. The next house west is indicated as non-contrib-

uting in the District nomination but may be a dramatically altered earlier structure. Adjacent and also following a similar scale and setback pattern is the former Wolfe Hotel and a contributing garage at the rear of the site. Built by David and Mary Wolfe in 1835, the Wolfe Hotel shares the title of one of Georgetown's oldest extant build-

ings. Located at the intersection of the former Whiskey Run Road and Kelly Avenue, the Wolfe Hotel (9150 State Road 64) was the first inn on this highly traveled road through Georgetown and served stagecoach and later railroad travelers. The building was later turned into apartments, a private residence, and now sits vacant.



9150 State Road 64 - Wolfe Hotel

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Immediately west on the northwest corner is the large 2 ½ story structure (9162 SR 64). The house has a strong presence on the street and serves as a nice compliment to the Wolfe Hotel. Much of the house's original integrity

remains including lap siding at the east and west walls, cornice returns, and arched window hoods at the attic floor. Unfortunately the integrity of the front façade has been minimized by the installation of vinyl siding, a later porch, new

doors and altered windows. Most likely evidence beneath the later additions would reveal original character and the potential for future renovation.



9162 State Road 64

The house immediately adjacent at 9164 SR 64 represents one of two of the oldest structures remaining in Georgetown having been constructed in 1835. The District nomination indicates the house was constructed in the Greek Revival style and “sits rowhouse –like with its neighbor, and is

a remnant of early 1800’s style construction that once fronted this main highway.” This method of design and construction is similar to other Indiana towns with settlement of the same period such as Cambridge city and New Albany.



9162 and 9164 State Road 64

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Adjacent is the Sherman Minton House and two other contributing residential structures. The Sherman Minton House at 9172 SR 64 was built in 1855 in the I-house style and is most notable as home to Sherman Minton who was born here in 1890. Minton served as a United States Senator (1934-1941) and United States Supreme Court justice 1949-1956). The other two houses on the block are much less stately in form, are low in profile yet still rich in their original design. 9180 SR 64 is 1 ½ stories in height and is of the Italianate vernacular style with fish scale shingles, clapboard siding, paired upper story windows and large street facing window. Further to the west (9190 SR 64) is a simple in design with elements of the Greek Revival period.



Sherman Minton House - 9172 State Road 64



9105 and 9125 State Road 64

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The Georgetown Town Hall is located in the heart of the Georgetown's core at 9135 SR 64. The building is more suburban residential in style and out of context with the historic character of the area. An expansive parking area sits next to the town hall to the west with a massive two story structure just west of the parking area. The non-contributing structure appears to have been significantly altered in its form and facing materials but with further investigation may reveal an historic structure underneath.



Sherman Minton House - 9172 State Road 64

The large commercial structure at 9161 SR 64 is of a later period, but still is classified as contributing to the District. Built in the early 20th century, the building's unique form with stepped gable and symmetrical design, and unusual atypical choice of construction materials make this a prominent commercial structure on the main highway. The use of concrete block with simple punched openings and concrete sills, and its large building footprint makes this stout building ideal for continued commercial use. A much later non-contributing structure, possibly constructed in the 1980's, serves as a small commercial storefront in a sudo-colonial style. The balance of the 9100 block is comprised of two more non-contributing buildings and one contributing two-story house with dual entries, covered porch dating to the later part of the nineteenth century.



9165 State Road 64



9161 State Road 64



9177 State Road 64

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9200 BLOCK MAIN STREET (SR 64)

Located at the west end of the Georgetown Historic District are two features that frame the entry to the District – the Georgetown Firehouse and the Georgetown Trestle. Op-

posite the firehouse on the south side of SR 64 are three additional contributing buildings and a garage. The First United Brethren Church is one of the three contributing structures having been constructed in 1843 to house the United Breth-

ren Church under the leadership of Reverend John Evinger. Designed in the Greek Revival style, it's simple one-story gable front is one of a few brick structures of this period. The building now houses a dental office.



First United Brethan Church - 9125 State Road 64

The firehouse is a c. 1940, gable-front one-story building located on the north side of SR 64 at the intersection of Georgetown-Greenville Road on a small triangular parcel of ground. The build-

ing sets on a cut limestone foundation and is faced in pressed metal panels to resemble rock-faced concrete block.



Georgetown Firehouse - 1305 Georgetown-Greenville Road

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The Georgetown Trestle is a unique community feature and marks the entrance into town from Georgetown-Lanesville Road. Built in 1880 and modified c. 1940 with concrete abutments, the steel trestle spans approxi-

mately 1,200 feet and has a seven foot wide deck. Originally constructed to service the Louisville, New Albany and St. Louis Railroad, the trestle continues in active service and is now owned by Norfolk Southern Railroad.



Georgetown Trestle



Georgetown Trestle

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Residential Character Area primarily north of Mary Collins (named alley) to High and Walnut Streets

Traversing to the north from S.R. 64 the elevation rises and narrow streets slope to quieter tree-lined streets defining the more residential character of the District. Historic

houses and outbuildings dot the area. Absent of sidewalks and street curbing, the area takes on a small town, rural feeling. The deeper building setbacks, alley fed outbuildings and landscaped yards and open space lend a neighborhood quality absent from the higher traffic area of S.R. 64. Lending additional character and a distinc-

tive feature of the district are the eclectic mix of outbuildings including large barns, historic garages and work sheds. The close proximity to the commercial core and the intimate feel of a neighborhood are desirable assets for a walkable community.





View from Engleman Drive looking west on Mary Collins Lane



Historic Garage/Shed



Intersection of Georgetown-Greenville Road and High Street



Historic Garage/Shed

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Georgetown Historic District west of Kepley Road

The District continues west from Kepley Road on either side of S.R. 64 to Canal Lane for six blocks. Along either side of the street is a mix of historic contributing commercial and

residential buildings as well as a mix of non-contributing buildings. The density and feeling of the District begins to change and break down as one travels towards the highway and more recent commercial strip development.

The United Brethren Church is one of the few churches found within the district boundaries. Built in 1894 in the Gothic Revival style, the church retains its cross gabled form and distinguishing side steeple.



United Brethren Church



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Georgetown Elementary School serves as another landmark structure entering into town from the east. Designed by architect W.E. Gore in 1925 in the Neo-classical style,

the building sits elevated on the north slope of S.R. 64 and set back a distance from the street. Recent site improvements gives the large brick structure even more prominence. The school's

proximity to the core of Georgetown and its accessible location to new residential neighborhoods is highly desirable for the community as an anchor.



Between the school and the new firehouse at 8910 S.R. 64 on the north side of the street are numerous historic and contributing structures to the District. The houses along this stretch of the District are of various styles. Some are used as residences and some are used commercially. The house located at 8860 S.R. 64 is a good example of the Craftsman style with a large dormer located in the front facing roof slope. Constructed c. 1920 the building has the characteristic wide eaves and overhangs with exposed rafter tails and large porch with massive corner columns. Another house at 8960 S.R. 64 was constructed in the English cottage style c. 1940 and is representative of some of the more recent architectural periods.



This stretch between the Georgetown core and the more recent strip development near the highway affords many opportunities for compatible infill design. There are numerous parcels of vacant land, intrusive structures, and buildings with the potential to be adaptively reused that lend themselves for new development. Maintaining the historic character of Georgetown while at the same time introducing new buildings designed to accommodate new uses and current standards will require careful consideration and design review. It will be important to deter incompatible development and encourage appropriately scaled new design with contemporary yet compatible materials and detailing.



Chapter 3 | Existing Conditions - Economy

THE ECONOMY

DEMOGRAPHIC AND BUSINESS TRENDS:

The population of Georgetown grew 11 percent from 2010 to 2015 and is now estimated at 3,210. The town is growing more rapidly than the rest of Floyd County – which increased by 2.8 percent during that time. This type of growth is rare among small Indiana towns, as most expansion is occurring in large urban areas.

As people continue to move to Georgetown for its proximity to Louisville, as well as its strong school districts and lower land prices, there is opportunity for business development in old town.

There are 225 employers in Georgetown, according to the Indiana Department of Workforce Development (IDWD). These range from businesses to schools employing from one to 99 people. One of the biggest, Georgetown Elementary School, reports 56 employees.

There are 30 retail trade businesses in Georgetown, according to IDWD, most of which are concentrated near the I-64 and S.R. 64 intersection. The Copperfield shopping center has several local restaurants as well as fast food places. Other businesses, such as Dollar General, Snow White Spa Services and Village House Coffee are spread out between

Copperfield and old town.

Old town, which used to be the center of commercial activity, now only has a few open businesses including Donut Frenzy and The Piano Shop. On the far west side, two local businesses – Lincoln Springs Garden Center and A.J.’s Coffee & Cream – offer a gateway into town.

CULTURAL AND SOCIAL RESOURCES:

Georgetown has several historical buildings that could be restored and leveraged to draw local residents and visitors. Sherman Minton’s birthplace, the Wolfe Hotel, the old Georgetown Fire Station and bank building are notable historical structures that could offer homes to new businesses. The Georgetown Drive-In currently attracts visitors from the region.

The New Albany-Floyd County Consolidated School Corp. draws families to Georgetown from the Louisville area. Georgetown Elementary School, built in 1925, is listed on the National Register of Historical Places. As the school continues to grow, so will the likelihood of a thriving downtown. New businesses can meet families’ needs for shopping, dining and entertainment without having to drive far.

Georgetown also has events and festivals which could encourage activity in old town. A former festival, Days of Rosalie, could be brought back to offer extra life to Georgetown. The new Main

Street organization is exploring the creation of events.

CURRENT IMAGE:

Georgetown is rapidly growing as families continue to relocate to the area at a rate much higher than what is commonly seen around the state. Although it is growing, most of the growth is happening east of old town in new developments closer to I-64. Very few people or businesses are relocating to old Georgetown. Consequently, there is no identifiable downtown or central identity.

There is great interest in the arts in Georgetown and several artists have found homes here. Catering to their needs and featuring their work within downtown should be a goal moving forward. It has also been said that old town should be cleaned up and made more walkable to better serve families and seniors in the area.

ECONOMIC DEVELOPMENT TOOLS:

To build its economy, Georgetown will need to utilize all of the available resources and local organizations. Some groups or resources that can help promote growth are already in existence, including:

- **Destination Georgetown Main Street organization**, which was recently certified by the state.
- **Indiana Landmarks** with Greg Sekula and

Laura Renwick, who both have an interest in seeing Georgetown grow.

- **The gaming money** Georgetown will receive will be helpful for funding some downtown updates. This will amount to about \$240,000 a year.
- **Optimist Club of Georgetown**, which offers youth development programs and also a great meeting space.
- **Clark-Floyd Counties Convention and Tourism Bureau**, promotes tourism and business on the Indiana side of the Ohio River from Louisville.
- **One Southern Indiana (1si)** is an economic development organization and the Chamber of Commerce for Clark and Floyd Counties.
- An active **town council**.
- **Civic engagement** that is passionate to improve Georgetown.

If Georgetown is to succeed in its expansion efforts, it will need to have basic economic development tools in place. Traditional instruments used to promote growth are:

1. Support programs for entrepreneurs and existing businesses
2. A tax increment financing (TIF) district
3. A revolving loan fund
4. Design guidelines and standards
5. A downtown investment group.

Support programs: Georgetown is a small community without most of the local resources found

in larger cities, such as a chamber of commerce, trained city staff, a redevelopment commission, tourism bureau or an economic development professional. Floyd County has many of these organizations, but some are not well connected to Georgetown. For instance, the Floyd County website with a community portal of local attractions does not have one listing for Georgetown.

Increasing partnership opportunities with county-wide organizations is vital to the town's growth. Without these partners, Destination Georgetown will be asked to organize and carry out most of the local programs and projects.

Tax increment financing (TIF) districts are crucial to the development of a downtown area. Once an area is designated as a TIF district, increases in property taxes as a result of development are then available for further development in the district. TIF districts generate money necessary for construction, repairs, façade programs, etc.

If Georgetown is to realize the large-scale revitalization outlined in this plan, it will eventually need to have a TIF district in place to capture and redirect the increased property tax payments back into restoring old town. This is a complex process that will require legal and financial advice.

A revolving loan fund is used by many towns to

improve their downtown areas. No- or low-cost loans are given to business owners for projects to support business operations or improve the look of buildings. The loans help businesses kick-start projects that otherwise would have been neglected.

Some communities also offer grants for capital expenses. This program has risks, though, as some business owners will not be able to pay the loan back in a timely manner – or at all. This reduces the amount available for others. In addition to the grant, support services and advice should be in place to help the businesses succeed in downtown.

In Georgetown, setting aside a percentage of the recently restored gaming money to build a revolving loan fund would make an excellent investment.

Design guidelines and standards can be a mechanism to change the appearance of old Georgetown and make it more inviting for guests and citizens. Design standards will direct future streetscape and building work to create an aesthetically pleasing and inviting atmosphere in the place you want businesses and pedestrians. Design guidelines and standards can address building materials, alignment, awnings, signage, etc.

Opponents to design standards state that local

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government bureaucracy and added compliance costs can discourage downtown investment. Others believe that these guidelines and standards are necessary to protect from one bad building negatively affecting the street and other shops and storefronts. Georgetown does not have design standards protecting old town, and without them local property owners have little incentive to pay attention to the town's goals of historic preservation.

A downtown investment group can be effective with creating change and growth in a downtown area. A group of local investors with a shared vision of growth for old Georgetown can target buildings and revitalize them to house shops, restaurants, and more. In fact, a local businessman has already acted as a one-man investment group, buying and maintaining the Wolfe Hotel until a new owner could be found.

Many of the buildings in old Georgetown are available, and combined with the local interest in seeing change, Georgetown has the perfect ingredients for a successful downtown investment group.

RETAIL TRADE ANALYSIS:

This retail analysis captures a snapshot of downtown Georgetown's economy as it stands in early 2016, including types of stores and

services, along with the spending habits of customers and general earnings of local businesses.

Gaining an understanding of the existing retail outlets and preferences of consumers is the first step toward crafting an effective plan for economic revitalization. This information can then be leveraged to repurpose existing structures and attract new business. The following steps are needed for a retail trade analysis:

1. Define a retail trade area
2. Analyze demographic and traffic patterns inside the area
3. Perform a market analysis
4. Map retail stores
5. Define local customers

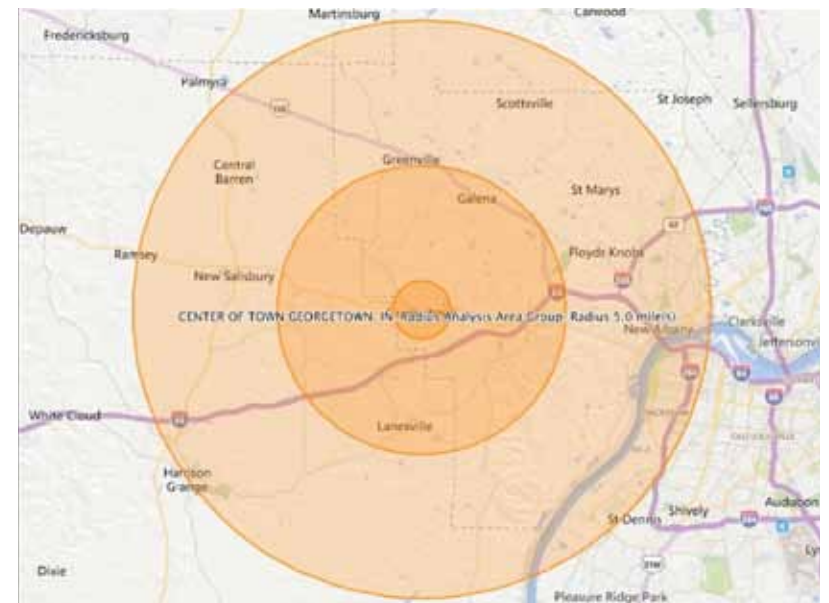
DEFINING THE RETAIL TRADE AREA:

The adjacent map shows the retail trade area around Georgetown. These imaginary circles divide the local population between groups that are likely to do their shopping in Georgetown and those who will probably go elsewhere. As shown from the map below, the trade area is broken into three sections based on the distance from the center of town: 1 mile, 5 miles and 10 miles.

Individuals living within 5 miles of town are considered to be Georgetown's core customers. These are the individuals who are most likely to purchase goods and services from local businesses or visit downtown routinely.

Consumers within the 10-mile radius are still fairly likely to shop in Georgetown, especially if Georgetown businesses offer better deals than neighboring competitors or products that are not readily available closer to home. The population beyond the 10-mile radius is increasingly less likely to drive into town for daily errands, but might be drawn to unique businesses or well-known restaurants.

The trade area boundaries serve as a refer-



ence point for the average consumer, but there are certainly exceptions. In the cases where Georgetown can differentiate itself, the town has an opportunity to draw from a wider pool of consumers, including metro Louisville. However, for daily activities the boundaries provide a broad overview.

DEMOGRAPHICS:

Table 3 includes information about the population within the Georgetown trade area based on the three concentric rings (up to a 10-mile radius). Georgetown’s population is increasing, with about a 1.46 percent projected increase by 2021.

The information shows that within reasonable driving distance to downtown Georgetown there are over 119,000 individuals, which is a very good-sized base for attracting customers, and that the population’s median household income is \$47,617.

TRAFFIC COUNTS:

Traffic is a key indicator of the amount of customers downtowns can expect, and traffic counts are often used for businesses when they determine their future location.

In Georgetown, local traffic counts are conducted by the Indiana Department of Transportation

Table 3: 10-Mile Radius Demographic Profile

| Characteristic | 2016 | 2021 (projection) | % Change 2016-2021 (projection) |
|-------------------------|-----------|-------------------|---------------------------------|
| Population | 119,077 | 120,815 | 1.46 |
| Households | 47,983 | 49,011 | 2.14 |
| Household Units | 53,552 | 54,686 | 2.12 |
| Average Household Size | 2.45 | 2.44 | -0.41 |
| Median Age | 39.4 | 40.1 | 1.78 |
| Median Household Income | \$47,617 | \$50,618 | 6.30 |
| Median Household Value | \$133,987 | \$140,863 | 5.13 |

Source: Nielsen Solution Center

(INDOT). INDOT uses a system called Annual Average Daily Traffic (AADT), which represents the average of all daily traffic that would use the road in both directions throughout the year. INDOT does counts on SR 64, just east of Kepley Road, and on Greenville Road, north of SR 64.

On SR 64 at Kepley Road, there were 13,815 vehicles counted, which represents a 9 percent increase in traffic since 2014. The count on Greenville Road was 1,004 north of State Road 64 in 2014.

This means that there are almost 14,000 vehicles passing through the heart of old Georgetown

daily. With traffic this high, there should be businesses available that encourage people to stop, rather than driving to the next town.

All traffic counts in Georgetown have grown during the past five years, a trend that will likely continue. Following construction of the new Lincoln Bridge expanding I-65 in downtown Louisville, there will be a toll for vehicles passing through the Downtown Bridges, and the East End Crossing. The more westward Clark Memorial and Sherman Minton bridges will receive any traffic that is determined to avoid tolls.

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The Sherman Minton Bridge connects New Albany and downtown Louisville as the Ohio River crossing for I-64. Without a toll, the Sherman Minton Bridge could impact the traffic near Georgetown. Truck traffic on I-64 is projected to increase following the implementation of the tolls. Based on a model prepared for the Kentucky Public Transportation Infrastructure Authority, I-64 would receive 30 percent of all traffic in and out of Louisville with no tolls in place. That number is projected to increase to 44 percent of all traffic once tolls are in place on the three bridges to the east. Total traffic crossing the bridge is projected to increase from 78,159 vehicles in 2012 to 110,476 by 2018 and to 120,743 by 2030.

MARKET ANALYSIS:

Understanding Georgetown's economy begins with two questions:

1. How much do local businesses earn on food, clothes, etc.?
2. How much do local people spend on food, clothes, etc.?

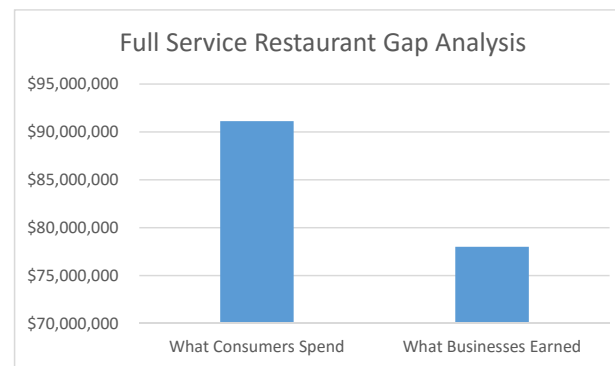
Ideally, local business would receive nearly all of the dollars spent by the local population. In reality this rarely occurs because of the accessibility of internet sales and an individual's willingness to travel to obtain specific items.

Money is said to "leak" from downtown if residents spend more for goods and services than

local businesses earn. In a hypothetical example, the chart below shows that local shoppers in an area spent \$91.1 million on full service restaurants, but local restaurants earned only \$78 million. Thus, \$13.1 million dollars leaked out of the local economy. Understanding where this leakage occurs is an important step toward creating a retail strategy. SDG uses a national company called Nielsen Holdings N.V. for the following data on consumer spending.

Marketing firms perform opportunity gap analysis in two ways. One method is by type of retail store (hardware store, book store, etc.). The second method is by the kind of merchandise. For example, someone could buy a hat at a clothing store, hardware store, grocery store, etc.

Local entrepreneurs can sift through both lists (the complete information can be found in the Appendix) to look for opportunities among underserved markets.



Gap Analysis: Retail Store Spending

The next section focuses on opportunity gap analysis by retail store. For instance, Table 4 on the adjoining page shows that people within 5 miles of downtown (the core customers) spent about \$5.7 million at Sporting Goods, Hobby, Musical Instrument Stores, but local stores in that category only receive about 8 percent of that spending.

Table 5 lists stores where less than 50 percent of consumer demand is being met within the 5-mile Georgetown area, and how much money is being lost.

Local entrepreneurs will also be encouraged to note that Georgetown doesn't just "leak" money, it also can capture a "surplus," which is local spending from people outside the trade area. For instance, gasoline stations within 5 miles made about \$77.1 million, but local people in that same area only spent \$26.3 million. Outsiders provided the additional \$50.8 million to the local economy.

Gap Analysis: Merchandise Spending

The following data focuses on types of merchandise consumers bought, regardless of the type of store. Table 3 below lists goods being purchased inside and outside the 5-mile Georgetown area.

The complete market study can be found in the

Appendix, but in actuality the findings are less significant for Georgetown than they would be for a larger community. That is because there are so few available commercial buildings in old town to host new businesses and because Metro Louisville already provides virtually everything the local market needs. For that reason, the community few the decision of either carefully recruiting a few select businesses that might survive in old town, or building a new retail development (accompanied by housing).

CAUTIONARY NOTE

It is important to note that none of the supply and demand numbers for the trade area are entirely accurate.

Several national firms gather and process retail data. SDG uses a firm called Nielsen. All of their final numbers are estimates based on a formula which includes information from sources such as the U.S. Department of Labor's Consumer Expenditure Survey.

Because they are estimates, it is likely that any one figure, such as retail clothing stores, food bought away from home, etc. – is not entirely accurate.

Then why use the data?

The numbers are not meant to be viewed as accurate accounts of individual stores, but, taken as a whole, they provide reasonable estimates of expenditures and sales. Equally important, this type of data is reviewed by national chains when deciding whether to move into a new area. It is important to Georgetown's retail market to see itself as others do.

Table 4: 5-mile Radius Opportunity Gap by Retail Store (2016)

| Retail Stores | Total Spending | % Spent in Trade Area | \$ Lost to Other Areas |
|--|----------------|-----------------------|------------------------|
| Sporting Goods, Hobby, Musical Instrument Stores | \$5.7 million | 8.04 | \$5.2 million |
| Health & Personal Care Stores | \$22 million | 35.1 | \$14.3 million |
| Book Stores & New Dealers | \$0.74 million | 13.6 | \$0.64 million |
| Convenience Stores | \$2 million | 39.9 | \$1.2 million |
| Home Furnishing Stores | \$3.4 million | 10.8 | \$3 million |
| Building Materials & Supply dealers | \$35 million | 10.9 | \$31 million |

Source: Nielsen Solution Center

Table 5: 5-mile Radius Opportunity

| Merchandise Lines | Total Spending | % Spent in Trade Area | \$ Lost to Other Areas |
|-------------------------------------|----------------|-----------------------|------------------------|
| Lawn/Garden/Farm Equipment/Supplies | \$4.4 million | 39.1 | \$2.6 million |
| Drugs, Health Aids & Beauty Aids | \$51.4 million | 24.6 | \$38.7 million |
| Groceries & Other Foods | \$62.7 million | 25.5 | \$46.9 million |

Source: Nielsen Solution Center

Chapter 3 | Existing Conditions - Economy

MARKET CATEGORIES:

Shops and services provide one side of a business transaction and customers provide the other. When a national chain is looking for a new location for a store or restaurant, they examine consumer characteristics of the local population. This information is contained in a psychographic profile which includes earnings, lifestyle characteristics and habits of the general population.

To obtain this data SDG uses the services of Nielsen, which collects information on the lifestyles of Americans and then breaks down

Table 6: 5-Mile Trade Area: Top Consumer Categories

| Categories | % of Population |
|----------------------|-----------------|
| Fast-Track Families | 12.79 |
| Big Sky Families | 9.55 |
| Country Casuals | 8.35 |
| New Homesteaders | 8.24 |
| Mayberry-ville | 7.51 |
| Big Fish, Small Pond | 6.09 |
| Greenbelt Sports | 5.99 |
| Traditional Times | 5.88 |
| Heartlanders | 4.38 |
| Simple Pleasures | 4.24 |

Source: Nielsen Solution Center

Fast-Track Families – Upscale Middle Age w/ Kids



With their upscale incomes, numerous children, and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems, and video games. They take advantage of their rustic locales by camping, boating, and fishing.

Demographic Traits

Income: Upscale

Age Ranges: 35-54

Presence of Kids: Households with Kids

Ethnic Diversity: Mostly White

Big Sky Families – Upper Mid Younger w/ Kids



Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle-aged rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

Demographic Traits

Income: Upper Mid

Age Ranges: 25-44

Presence of Kids: Households with Kids

Ethnic Diversity: Mostly White

| Country Casuals – Upscale Older w/o Kids | |
|---|---|
| | <p>There's a laid-back atmosphere in Country Casuals, a collection of older, upscale households that have started to empty-nest. Most households boast two earners who have well-paying management jobs or own small businesses. Today, these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat.</p> |
| Demographic Traits | |
| Income: Upscale | |
| Age Ranges: 45-64 | |
| Presence of Kids: Households with or without Kids | |
| Ethnic Diversity: Mostly White | |

local populations into individual market categories. These market categories have a specific name and the members of each segment share certain traits that characterize their consumption habits. Table 6, found below, provides information about Georgetown’s local population as consumers.

Consumer expenditure data is drawn from Consumer Buying Power, Nielsen’s database of estimated expenditures based on the Bureau of Labor Statistics’ Consumer Expenditure Survey. Business data comes from Business-Facts, Nielsen’s database of over twelve million businesses and professional records. Nielsen’s partner, infoUSA, collects the base Business-Facts data which Nielsen enhances with additional information.

Note that the top three categories in the above table comprise about 30.69 percent of the population. All three categories are young and middle age white people who enjoy a comfortable middle-age lifestyles.

It is important to recognize that the top eight categories represent upper-middle-class or upscale income classes. Many of the households contain Boomer families and couples with college degrees, expansive homes, and professional jobs - they’re twice as likely as average Americans to telecommute. They enjoy comfortable upscale lifestyles, can afford to spend heavily on consumer electronics, wireless and computer technology, luxury cars, powerboats, books and magazines, children’s toys and exercise equipment. They also enjoy outdoor activities such as barbecuing,

bar-hopping, and playing golf as well as home-based activities such as gardening, woodworking, and crafts.

Only two of the top 10 categories – Heartlanders and Simple Pleasures – represent lower to mid-income classes.

These customer segments lead to discussions about price points, which focus on what a business can charge for a product in a given market. Put simply, business owners can’t charge more for their pizza, sporting goods or jewelry than local people are willing to pay – they must either lower their prices, change merchandise or close shop. Georgetown, with its noteworthy percentage of upscale income households has an advantage over other areas with relatively lower incomes, where such restrictions can particularly confine the economy.

CHAPTER 4 | PROPOSED IMPROVEMENTS



Chapter 4 | Proposed Improvements

INTRODUCTION

Revitalization of downtown Georgetown will require a multi-layered approach utilizing the communities assets including its buildings and infrastructure. This section includes proposed improvements for the 3 elements identified in the existing conditions chapter including design/infrastructure, the buildings, and the economy. Proposed improvements focus on the many ways that Georgetown can leverage its assets to return commercial use to the core along Main Street. Following this chapter is the implementation chapter which details specific projects utilizing the following proposed improvement recommendations.

DESIGN/INFRASTRUCTURE

SUMMARY OF LIABILITIES:

- Suburban expansion to the east threatens to overtake vacant buildings in downtown
- Heavy traffic volumes along State Road 64 during rush hours creates a barrier and uncomfortable environment for pedestrians
- Lack of physical connection between the different areas of town
- Vacancy in historic buildings threatening the structural integrity of these buildings
- Perceived lack of parking
- Lack of destination activities and attractions that catalyze new mixed-use develop-

ment, particularly urban storefront retail and restaurants

- Few streetscape amenities including trees, site furniture and banners along Main Street
- Lack of downtown gathering space for family oriented activities

SUMMARY OF STRENGTHS AND OPPORTUNITIES:

- Cultural assets like the elementary school and churches bring people to downtown
- Proximity of regional destinations like the drive-in theater
- Heavy volumes of commuters traveling through downtown to access interstate

- Commercial buildings available for development (with needed improvements)
- Proximity to Louisville creating an attractive place for families and workers looking for lower cost of living
- Natural and cultural assets within the downtown and opportunities for developing connections between them
- Town-owned property in the center of the downtown providing an opportunity to create a local gathering space such as a town park square
- Open lots and alleyways providing opportunities for providing public parking



STREET AND PARKING IMPROVEMENTS: Street improvements are recommended for State Road 64 or Main Street in downtown. The primary goal is to implement improvements which enhance the downtown's character while providing updated facilities for pedestrians. The image on the right illustrated an example of a streetscape which included improvements such as widened sidewalks, street plantings and historic lights.

Specific improvements for Main Street include:

- Repair failing retaining wall for safety and in a manner that is respectful of its historic nature where applicable.
- Extend the sidewalk to cover the limits of downtown from Greenville-Georgetown Road to Canal Lane on both sides of Main Street.
- Repair deteriorating areas of sidewalk and fill in gaps where sidewalks exist.
- Widen the sidewalk to a minimum of 5' and install ADA compliant ramps at road intersections.
- Install crosswalks at key crossing across Main Street.
- Add new street lighting, trees, benches and litter receptacles and planters in areas planned for commercial development.

Parking recommendations:

- Establish a public parking lot adjacent to the historic Georgetown Bank building.
- Install wayfinding to public parking areas.



Streetscape elements in Bloomington, Indiana

- Identify streets within the downtown limits that could be widened to accommodate on-street parking as development occurs.
- Re-evaluate parking regulations to ensure they are appropriate for commercial uses located in historic residential structures.

SIDEWALKS

Although sidewalks are not necessarily needed along every street within Georgetown there should be a basic network of sidewalks to connect the neighborhood with the school, other areas of town outside of the downtown and to the park. The Downtown Redevelopment Diagram

Chapter 4 | Proposed Improvements - Design/Infrastructure

(Figure 1 in Chapter 2) illustrates a potential network of sidewalks to provide these connections.

The first sidewalk priority for the town should be sidewalks along Main Street. This includes filling in gaps of missing sidewalks, extending the sidewalks to the downtown limits and improving existing sidewalks where they are either failing or do not meet current requirements such as clear width and accessible ramps at intersections. At intersections, sidewalks should include a curb ramp with a detectable warning and a clear landing at the top of the ramp.



Narrow sidewalk along SR 64



Pedestrians on the Street in Georgetown

CROSSWALKS

Just as it is important for people to be able to safely walk along streets, people must be able to safely cross streets. Downtown Georgetown does not have regular crosswalks. The elementary school recently made improvements to the school grounds including adding sidewalk connections to the adjoining neighborhood and improving the existing sidewalk along Main Street. Crosswalks were added to connect the sidewalks with the neighborhoods after seeing these sidewalks utilized frequently. As development occurs along Main Street, crosswalks will become even more important along State Road 64.

A number of tools are available to improve safety and make crossing easier. Crosswalks are used to assist pedestrians in crossing streets but also to help alert motorists to their possible presence. Crosswalks legally exist at intersections whether they are marked or not, unless the pedestrian crossing is specifically prohibited. At non-intersections, crosswalk markings are used to legally establish the crosswalk. Parallel striping is the most basic type of crosswalk marking. Continental or ladder crosswalk markings provide greater visibility of the crossing location. The ladder style crosswalk is recommended to be the standard in Georgetown. Decorative pavements, brick patterns, and other enhanced markings may be used to enhance the aesthetic appearance of crosswalks at key locations such as gateways to a shopping district on Main Street.



Ladder Crosswalk

MULTI-USE TRAILS/GREENWAYS:

Multi-use trails or greenways are another important tool for connecting residents to different recreational and cultural amenities in the town. Greenways can also become destinations drawing residents from the community and adjacent communities for recreation. When greenways are connected to other amenities with the use of sidewalks, they not only serve as recreational assets but become part of the general infrastructure of the town creating a more connected community. The greater the connection, the greater the opportunity for growth in the community. There is also an environmental benefit when residents can get around without using their cars. In Georgetown, it is recommended that a com-

ination of greenways and sidewalks be used to create a connected and complete pedestrian system in the town.



Greenway in San Antonio

Chapter 4 | Proposed Improvements - Design/Infrastructure

DOWNTOWN PARK:

Although Georgetown currently has a town park it does not contain the programming or infrastructure to be a destination for residents. With the nearby and larger HYR ballpark, the ballpark within the town park is not as heavily used. The primary use of the park is for passive recreation and use of the playground. The addition of a downtown park with uses that are complimentary to the existing park could serve as a destination for residents of the town and for the region. This new park is central in making the downtown attractive to a wider range of residents and visitors while also attracting investment for new development and redevelopment. Locating this park at the location of the current Town Hall provides a prominent location ideal for a park given its visibility and centralized location, uniquely sited in a prime redevelopment area along State Road 64.

Features in downtown urban parks should include an open lawn for general gathering and play as well as performances on a proposed event stage. During the winter the lawn can be re-purposed as an ice skating rink or simply used for holiday decorations. Additionally, the park could include a spray pad or unique playground such as a nature inspired adventure playground to be enjoyed by families and children. Other features for the park include seating, food vendor/retail spaces, shelters,

spaces for reflection and sidewalks which connect with a proposed greenway trail around the existing park.

It should be noted that with the addition of a downtown park there will be additional needs for parking. The new park design will have to include parking within its limits and connections to overflow parking in the existing park.

PUBLIC SIGN SYSTEM:

While signage is covered within the existing Zoning Code for businesses, improvements to wayfinding signage which would be installed by the city, are recommended within this section to enhance navigability throughout Georgetown for both pedestrians and motorists. This signage is especially important to identify surface parking which is close to shopping but not be readily visible to motorists on State Road 64.



Bicentennial Park, New Albany

Suggested improvements include:

- Develop a design standard for public signage within Georgetown that offers at least two types of signs: smaller, more detailed signs located along walks and directed towards pedestrians, and larger, less detailed signs directed towards motorists.
- Develop a physical design character for the signage that has an urban yet historical character and complements other streetscape elements such as benches and lighting.
- Locate signs at key locations such as near the school and along State Road 64.
- List points of interest and provide directional markings and distances. Signs designed for pedestrians can also offer interpretive information about historic, cultural, and social places and events and can provide key maps for the larger community.



Interpretive Signage



Pedestrian Wayfinding

SITE FURNISHINGS:

Standardized site furnishings can not only create character in the downtown area but can begin to set an uniform aesthetic for the entire town to use. Site furniture also provides an more utilitarian purpose with benches for seating, trash receptacles for trash, and lighting to increase safety and encourage use during more hours. Having a common family of these furnishings which is compatible and complimentary to the signage helps with creating a unique street environment to attract more businesses and users.



Example Bench

Chapter 4 | Proposed Improvements - Design/Infrastructure

STREET LIGHTING:

Street lighting has been discussed by the town to help create the downtown character that attracts new businesses. It not only increases safety in the area but can encourage a wider range of hours of use and can add to the character of the downtown. Not only the light fixture itself but other elements like seasonal banners or planters can also add to the character of the town.

Specific recommendations for street lighting include:

- Locate lights at regular intervals
- Select high efficiency fixtures such as LED that will be low maintenance
- Select lights that are pedestrian scale and that illuminate the sidewalk and the roadway
- Select lights that have similar character as other street furnishings and the signage

STREET PLANTINGS:

In early photographs of Georgetown when it was a bustling train stop located a few miles from New Albany trees are seen lining the roadway which is now Main Street. Many of these trees have been lost to age and to development. Bringing street trees back to line Main Street will restore the character that has been historically associated with downtown Georgetown. Trees which have upright branch-

ing will help to minimize maintenance such as pruning and will minimize conflicts with pedestrians and vehicles.

In addition to street trees, other plantings can be incorporated to add color to the streetscape environment and to help with stormwater runoff. Plantings can be provided in a number of ways including in raised planters, depressed plantings at the grade of the sidewalk and hanging bas-

kets. When designing plantings for downtown maintenance cost and time must be considered. Plantings will come as development occurs along Main Street and there is more of an economic base to assist with maintenance.



Trees along Main Street early 1900's (Photo courtesy of New Albany Floyd County Library)

GATEWAYS:

Gateways are used to announce the arrival at a place or landmark. Gateways come in a variety of forms and can incorporate interpretive elements which help to tell the story of a place. Gateways can be signs on the edge of a roadway, arch structures that reach over the road, or plantings at key locations to name a few. Georgetown has limited signage located at the corporate limits that announces arrival to the community.

Recommendations for gateways:

- Develop gateways with a similar character that evoke a character/brand which will identify Georgetown.
- Construct gateways along State Road 64 at the entrance to Georgetown.
- Explore opportunities to have historic Georgetown identified on signage on Interstate 64 to capture tourists and travelers on the interstate.



Gateway Examples

Chapter 4 | Proposed Improvements - Design/Infrastructure

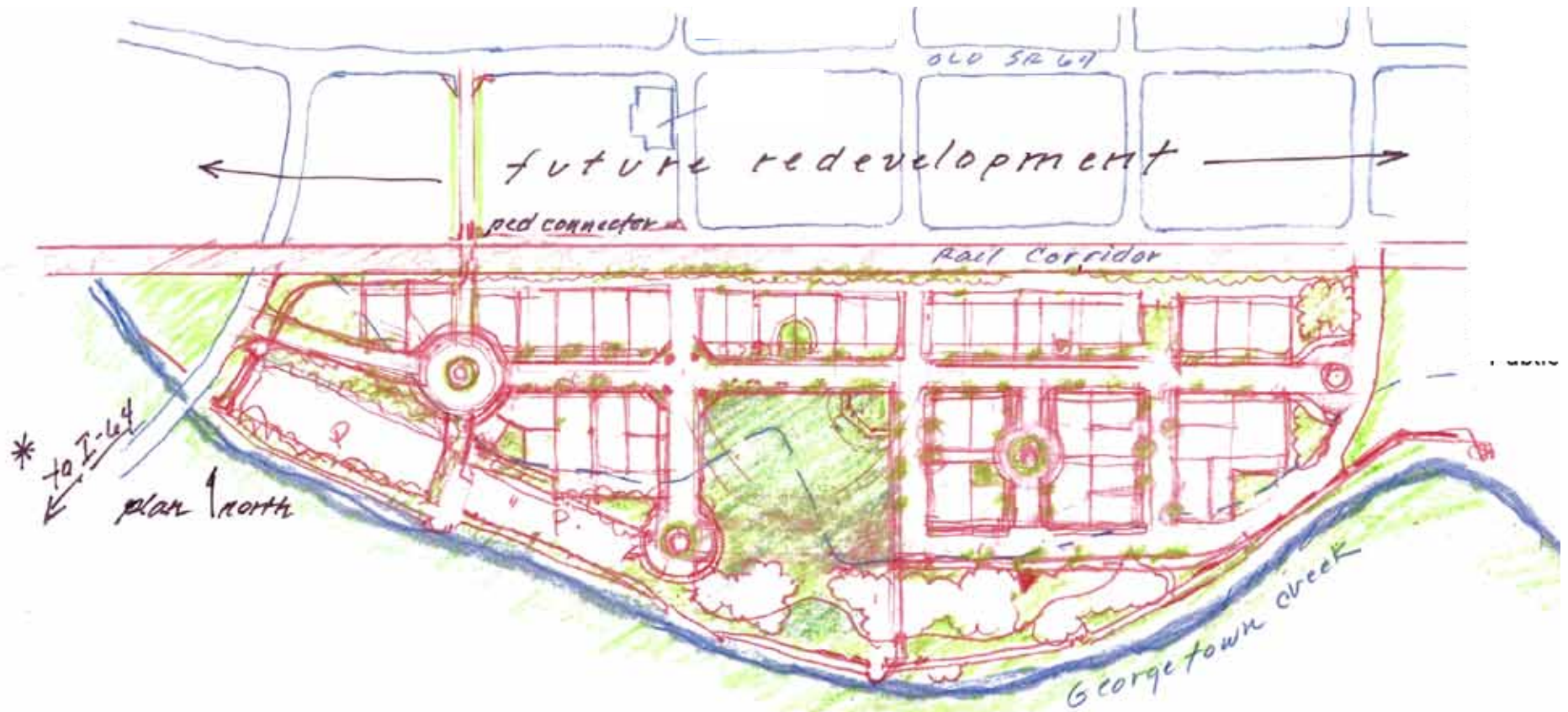
FUTURE LAND USE PLANNING:

As Georgetown begins to grow and develop along Main Street the town should begin to explore future land use needs. With the growth that the town has seen on its outskirts and in the neighboring counties, a demand has been shown for new housing and development.

As regional assets like River Ridge Industrial Center continue to grow the demand will only increase. There is an opportunity for the downtown to take advantage of this demand with new development in the downtown area. The following sketches show one possibility for such land development. Although the exact location will

be determined by available land, the following illustrations present a village concept which would include housing and retail uses within the development. Internal parks and green spaces could be incorporated along with public parking to serve all of the downtown area.

Future Land Use Village Concept - Plan View



Future Land Use Village Concept - Axonometric View



Village Concept Attributes

- New housing types
- Urban park at center
- Multiple green courts or pocket parks
- Two-way streets
- On-street parking
- Friendly density
- 10 minute walking radius
- Play area
- Boardwalk/greenway along creek
- Multiple mixed-use structures
- Public parking

Chapter 4 | Proposed Improvements - Buildings

THE BUILDINGS

The proposed improvements section provides recommendations for the implementation of Local Design Guidelines as well as a checklist for Historic Structures Maintenance.

LOCAL DESIGN GUIDELINES:

Introduction:

A clear set of Design Guidelines in an easy to use format would provide the town, property owners and potential developers and investors the necessary direction and guidance for new development and building renovation. Design Guidelines can be as comprehensive or as basic to best meet the needs of the community. Guidelines established by communities of various sizes both across the State and even the country serve as great examples of best practices.

The first item for consideration is whether the guidelines will be a voluntary or legislated. Will they be part of a design review board or will they be established by local ordinance with review by a historic preservation commission or review board with the authority to manage a defined local historic district? The latter approach has the greatest ability to be enforced, but at the same time is more challenging to implement. Indiana Landmarks has assisted many communities through this process and offers guidance and direction for implementation. They have produced a publi-

cation, “Why Create a Preservation Commission” to assist communities through the misconceptions of historic district designation, why creating a local ordinance and commission is beneficial to a community and the importance of a user-friendly set of design guidelines to provide a roadmap for rehabilitation and new construction. (See <https://www.indianalandmarks.org/wp-content/uploads/2016/06/Preservation-Commissions-16.pdf> for additional information.)

In order to make the guidelines a living document, they need to be readily accessible, easy to understand, and illustrative in nature. The use of photographs and diagrams helps to visually demonstrate the intent of the guidelines. Dividing the guidelines in different sections to address particular development or rehabilitation issues makes it easy to locate the area of interest for a particular project type. These sections might include residential renovation, commercial renovation, new construction, additions and demolition. Breaking up the document into smaller parts allows building owners to quickly find the standards that apply to them.

The development of the guidelines should be a public process as much as possible with leadership and direction from preservation professional. Citizen involvement is im-

perative to successful implementation. Public work sessions, informative workshops and community meetings to share ideas are helpful in developing guidelines pertinent to the needs of Georgetown. These public forums are ideal opportunities for educating the public on the benefits of design review and how the process works.

Ease of access is helpful and necessary for the ongoing use. Publishing the design guidelines on the town’s website is a natural place to look for information. Any misconceptions that the guidelines would be detrimental to development should be dissipated, and instead should be promoted as a positive tool for home and business owners to find answers to the special needs of historic buildings.



The following excerpt from the **Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings** (U.S. Department of the Interior, Washington, D.C. 1977) captures the essence of the significance of preserving the historic buildings of our communities:

“Across the Nation, citizens are discovering that older buildings and neighborhoods are important ingredients of a town’s or a city’s special identity and character. They are finding that tangible and satisfying links to the past are provided by structures, shopping streets, and residential and industrial areas in their cities and towns that have survived from earlier periods. Often, however, these important buildings and neighborhoods have suffered years of neglect or they seem outdated for the needs of modern living. But with thoughtful rehabilitation, many can be successfully revitalized. In rehabilitating older resources to contemporary standards and codes, however, it is important that the architectural qualities that have distinguished them in the past are not irretrievably discarded and lost to the future.”

The following suggested sections illustrate typical content often included in design guidelines and propose a format that will provide additional visual information for document users. The following suggested guidelines for restoration of Georgetown’s historic buildings are based on the Secretary of the Interior’s Standards (<http://www.nps.gov/tps/standards.htm>). **Utilization of State or Federal funds to make improvements to an historic property or the use of Historic Preservation Tax Credits requires adherence to the Secretary of the Interior’s Standards for Rehabilitation.**

BUILDING RENOVATION GUIDELINES

There is no one particular prescribed method of renovation that is universal to all historic buildings, thus the use of the term “guidelines” instead of hard and fast “rules.” Guidelines establish an approach and desired outcome. Often the path for accomplishing success is unique based on a number of variables: condition, age, style, cost and personal preference. Guidelines are intended to be general in nature and are not meant to give case-specific advice or address exceptions or rare instances. When determining work to be performed, each building must be considered on the specific circumstances.

As a general rule of thumb, the following areas should be addressed in order of priority:

- Remedy any structural damage or deterioration or significant threatening condition.

- Ongoing maintenance items such as repointing, painting, re-glazing windows, roof repairs and replacement if necessary, and other weatherization, is required to mitigate deterioration. See the Historic Structure Maintenance section included in this study.
- If a building is structurally sound, consider other improvements such as repair or replacement of architectural details which have been removed or are damaged or deteriorated; the installation of appropriate signs, awnings, or light fixtures; or other improvements that will not compromise the integrity of the historic building.

While this is not an inclusive list of general guideline sections, the following are the most common:

ROOFS

When considering repairs, maintenance, or replacement of the roofing system the following items are of primary importance: roofing material, roof decking and underlying roof structure, flashing, chimneys, parapets, gutters and downspouts, scuppers, skylights and coping.

Roofs in the Georgetown Historic District include metal, asphalt shingle and EPDM. Seek professional guidance or the guidance of a qualified roofing specialist when making roof repairs or alterations.

Chapter 4 | Proposed Improvements - Buildings

Recommended

- Historic roof slopes, form, shape and materials should be retained or replicated when possible.
- New materials may be appropriate if they are not visible from the street and do not impact the historic building character.
- Retain original roof drainage system (gutters and downspouts) where possible.
- Direct downspouts to discharge away from the foundation.
- Provide sufficient positive slope on “flat” roofs to allow proper drainage.
- Retain original stone or tile coping (generally found at parapet walls) where present. Replace missing coping with new that replicates the original.
- Metal coping may be considered as an alternative coping material if it does not detract from the historic appearance.



- If mechanical equipment and service equipment (solar devices, condensers, hatches, etc.) are to be installed on the roof, place where they are inconspicuous from view and do not damage or obscure historic features.
- Retain and maintain chimneys and other historic rooftop components where they contribute to the overall character of the building

Not Recommended

- Replacing historic roofing materials with a dissimilar material that detracts from its original character.
- Failing to stabilize a deteriorated or failing roof or gutter system until complete work can be undertaken, thus allowing continued damage to occur.
- Removing historic roof elements which add to the original character of the building

STOREFRONTS

Historic storefronts within the Georgetown Historic district are few. The ones that remain primarily date to the late nineteenth and early twentieth century. Storefronts historically and now continue to serve as the face of the business within and are often the first place an owner will make updates to reflect contemporary trends or a new business image. Often storefront remodels give the streetscape its unique character and do not necessarily detract from its historic charm. Often the changes are representative of history over time. Sometimes, however a

storefront remodel will detract from the historic character and will conflict with the traditional materials, scale massing and patterns of the overall context of the building. Because of the limited traditional historic commercial fabric remaining in the district, care should be taken to preserve and protect any remaining features.

For information on the components of a traditional storefront see Anatomy of a Historic Storefront in the Appendix.

Recommended

- Maintain the original proportions, dimensions and elements when restoring, renovating or reconstructing a storefront.
- Retain or restore the glass transom panels, kickplates, and entry doors at their original locations and proportions.
- Restore details to the original appearance utilizing physical or photographic evidence. Use simplified detail if original evidence does not exist.
- If the storefront has been covered with a later material, consider careful removal of the later material to reveal the original elements such as lintels, support walls, columns or piers to reestablish the original storefront “frame.” Removal of a test area of the materials should be conducted first to determine if removal would cause irreparable damage to the underlying materials.
- If the original storefront is gone and no evi-

dence exists, construct a new storefront that incorporates traditional storefront proportions and elements such as display windows, transoms, kickplates, etc.

- When a replacement door is necessary, select a new unit that fits the original opening, emphasizes vertical proportion and retains original transom.
- In some instances, a door with an aluminum frame with all glass may be appropriate.
- Maintain the original storefront configuration such as recessed entry, door locations, etc.

Not Recommended

- Using elements typically found in suburban commercial shopping strips that do not relate to the historic elements in the area.
- Setting new storefronts back from sidewalk and disrupting the visual order of the block.
- Creating new storefronts that replicate non-documented “historic” facades or evoke styles that pre-date the building or that evoke other places (e.g. Colonial Williamsburg).
- Introducing mechanical equipment, e.g. air conditioners, ventilating devices, etc. in storefronts.
- Avoid slab doors, doors of a residential style, or ones with a character that evokes a different time period than that of the building.

MASONRY

Masonry repointing should be done with considerable care by a reputable mason with dem-

onstrated experience with masonry restoration. Repointing is the partial removal of deteriorated or missing mortar from between masonry units and its replacement with new mortar. For additional information see Preservation Brief 2 Repointing Mortar Joints in Historic Masonry, National Park Service, and US Department of the Interior: <http://www.nps.gov/tps/how-to-preserve/briefs/2-repoint-mortar-joints.htm>)

Recommended

- Original brick, stone, terra cotta, cast concrete and other masonry original to the building should be preserved and maintained.
- Missing areas of masonry or areas of masonry seriously deteriorated to the extent the masonry unit no longer has integrity, should be reconstructed matching the historic masonry materials as close



as possible including masonry unit size, type, coursing, color and strength. Replacement mortar should match the historic mortar in strength, color and composition and joint tooling. Masonry units should be toothed-in to the old masonry to disguise the joint between the old and the new.

- Masonry repointing should be done with considerable care and by a reputable mason with demonstrated experience with masonry restoration. Replacement mortar should match the historic mortar in strength, color and composition and joint tooling. Repointing mortar for historic buildings should typically be a soft, high lime content mortar. A mortar analysis is recommended to determine the components of the mortar and its strength.
- Masonry that has never been painted should remain unpainted unless the brick and mortar is extremely mismatched from repairs or patching.
- Historically painted masonry surfaces should be maintained and remain painted. When restoring, use only specialized coatings for masonry surfaces.

Not Recommended

- Use of bag mix cement mortars for repointing.
- Use of power tools or grinders is not recommended for use on historic masonry. The use of hand tools is an effective and safer

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method for removal of mortar.

- Painting or application of coatings on to previously unpainted masonry.
- The use of sandblasting and other abrasive cleaning methods is prohibited on historic masonry.

WINDOWS

Windows help to define the architectural character and style of a historic building. They also make up a large percentage of a building's exterior walls. The integrity of a building is often lost with the removal of original windows or the introduction of inappropriate replacements.

Recommended

- In most cases, original windows are most appropriate and should be retained whenever possible.
- When original windows are deteriorated beyond repair (window cannot be made to fit tightly; or many parts of the window are either damaged or deteriorated beyond repair or missing), choose a replacement that fits the original opening and matches the original in type and method of operation, material, glass size and reflectivity and muntin division.
- Prevent deterioration of wood windows and doors by repairing, cleaning, and painting as needed.
- If wood elements are deteriorated beyond



repair, replace by patching or piecing-in with wood consolidating with approved epoxy products.

- Install new storm windows that maintain the original size, shape and design of the original window. The storm window frame may be wood or metal and should be prefinished or paintable.

Not Recommended:

- Changing the original shape, size, dimensions, design, or pattern of the window configuration.
- Avoid using aluminum storms with clear aluminum frames, reflective glass, or high profile design, which detract from the original window character.

PORCHES

Porches often serve as the entry point of a building and are generally quite prominent in their location and appearance. Stylistic features are often found on porches as they were an ideal location to highlight the design style of a house or building. Many times the original house will be preserved while the porch undergoes replacement to provide an updated or more “modern” appearance. Careful analysis should be given to the condition and character of remaining porches.

Recommended:

- Repair and retain original porches
- Assess the significance of a non-original porch to determine its own architectural or historic significance.
- Repair original porch floors or replace to match.
- Base the reconstruction of a missing porch on evidence including historic Sanborn maps, old photographs, paint lines, ‘Ghost’ paint images, and remnants of old foundations.

- Where little evidence exists, reconstruction of a porch should reflect the typical porch of the era while at the same time being identifiable as a more recent addition. Seek the guidance of a preservation professional with the design.

Not Recommended:

- Alterations to historic porches, especially on main facades.
- Replacing original stone steps. Consider resetting stones to make them level or more stable.
- Replacing original wood floors with concrete or unfinished decking.

TRIM AND ORNAMENTATION

It is often the trim and ornamentation that defines an architectural style and character. These elements often tell us much about the local craftsman that built the buildings, local interpretation of a particular period, and availability of materials. Particular care should be taken in preserving these features

Recommended:

- Repair and preserve the original cornice, trim and decorative elements, even if worn or damaged.
- Replace with a replication only if damaged beyond repair or if the material is unsound. Missing decorative details may be added when there is evidence that they existed.



Evidence can be found from old photographs, remnants left on the building, paint lines where parts were removed, nail holes, old notches and cut outs in siding and trim. Observation of details on similar historic buildings can assist but is not always conclusive.

- New materials may be considered if they can be painted and the dimensions and the finished visual effect appears the same as wood.

Not Recommended:

- Fabricating a history that does not exist by using ornamentation that is foreign to a building or has no evidence of having existed. Removing decorative elements simply because they are not original to the building. They may have significance of their own or are evidence of the evolution of the building.
- Adding decorative details to parts of a building that never had such details. For example, window and door trim was sometimes different and more simple on the side, both sides or the rear of a building.
- Covering up original details.

WOOD SIDING

Recommended:

Unrestored wood siding may appear beyond repair but may be in better condition than it looks. The preferred approach to restoring wood siding follows:

- Retain all of the sound original wood siding.
- Repair and retain split boards by nailing and/or gluing with waterproof glue.
- Leave concave or convex boards as they are unless there is a problem. If necessary, repair by carefully inserting flat screws in pre-drilled holes and gradually tighten.
- Putty nail holes.
- Rotten sections should be cut out using a saw, chisel or knife. The new piece to be inserted must match the original in size, dimension, profile, and texture. It may be a new

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wood board or a salvaged board

- Missing boards should be replaced with new or salvaged wood boards to match the original.
- Siding should be primed and painted after removing all loose, flaking paint and gently cleaning the surface with a low-pressure water wash.
- Replacement of original siding is generally justified only by documented problems with the material's structural condition. Aesthetic reasons generally do not justify replacement. As a rule, the following are conditions that generally do justify replacement:
 - Badly rotten wood
 - Boards with splits (especially multiple splits) that cannot reasonably be repaired
 - Burned wood
 - Missing wood

Not Recommended:

Removing the original siding. Historic siding provides important physical evidence of a building's history and adds immeasurable value to a building's historic character. When historic siding is replaced with new wood siding, the irregularities that record the building's evolution through time and give it its character are lost. In short, the historic significance of a building where the original siding is removed is diminished. As a rule, the following reasons

generally do not justify replacement:

- To remove paint
- To avoid repairs
- To hide past or planned alterations
- To increase energy efficiency
- To restore the "original" appearance (to look "new")

If wood siding is covered by insul-brick, aluminum, or vinyl siding, do not assume the original siding will need total replacement. Assess the situation only after total removal of the covering material. Assessment based on partial removal may lead to the wrong conclusion. If replacement of siding is justified (partial or total), avoid using any material other than real wood with dimensions, profile, size and finish to match the original. Hardboard, plywood, aluminum, vinyl or other synthetic or unnaturally composed materials do not look, feel, wear or age like the original and should be avoided. Gen-



erally, rough sawn wood is not appropriate. It is neither necessary nor in many cases desirable to remove all old paint from wood. Methods to accomplish total removal of paint can be damaging to the siding and should be pursued with great care. The use of high pressure water blasting (over 600 psi), sandblasting, rotary sanding, or a blow torch should be avoided. Caulking under wood siding is not recommended. Caulking prevents proper water evaporation and contributes to wood rot.

PAINT

Paint colors should reflect the period and style of a building and should be used to best enhance the design features of a building. Paint is also an easy way to reflect the owner's personal style and taste while remaining compatible with the downtown historic district as a whole.

Recommended

- Use of manufacturer's paint recommendations for compatible paint colors representative of a particular period of construction.
- Consider lead paint hazards prior to any paint removal and adhere to Federal, State and local regulations for appropriate removal and disposal requirements.
- Maintain the surfaces of buildings that have historically been painted.

National paint manufacturers have historic color palettes such as the Sherwin Williams sample adjacent. These serve as relatively “safe” color combinations. See <https://www.sherwin-williams.com/homeowners/exterior-color-schemes/find-and-explore-colors/paint-colors-by-collection/color-through-the-decades/1830s>.



Not Recommended

- Painting previously unpainted masonry structures, or applying stucco and concrete veneers to previously uncoated structures.
- Removing paint from masonry surfaces historically intended to be painted, such as windows and doors.
- Use of abrasive methods for paint or rust removal.

LIGHTING

Light fixtures on the exterior of a building serve to illuminate the face of the building, highlight the storefront and the merchandise within, identify the entrance and provide the finishing touches to the design.

Recommended

- Retain historic light fixtures. If modification of the build is required to accommodate new energy requirements, it should be done with the least intrusion to the original character of the fixture.
- Replace fixtures with unobtrusive styles, concealing the light source to minimize glare and

direct the light to the building.

- Add lighting to both the interior and exterior of storefronts.

Not Recommended

- Contemporary fixtures that detract from the original character of the building.
- Light fixtures that are inappropriately scaled for the building.
- Fixtures that are from a different period or replicate another period of construction.

AWNINGS

Awnings serve primarily to protect the large expansive storefront as well as patrons from high levels of sun exposure and rain, and secondarily to provide an opportunity for business identification. Originally made of canvas material on a metal frame, awnings were generally operable, giving the shopkeeper the ability to regulate the levels of light penetrating the interior. The hand-cranked mechanism also allowed the awnings to be retracted in high winds or when the business was not open. During the twentieth century awning materials

changed to metal and wood. These permanently affixed awning/canopies often obscured transom glass and other architectural details. Rarely did the installation of the later canopy respect the original storefront configuration or historic architectural features. Awnings add character, color and weather protection to a building and make for a more enjoyable experience for pedestrians and passersby.

Recommended

- Historically significant awnings and canopies should be preserved and maintained.
- Awnings consisting of a metal frame covered with a weather resistant canvas is generally



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most appropriate

- Storefronts and upper façade windows are generally appropriate locations for awnings.
- Use the structural columns/supports and storefront configuration to determine the appropriate width and placement of the awning.

Not Recommended

- Wood framed canopies (often with asphalt or wood shake shingles).
- Bubble, concave, convex or barrel vaulted awning
- Backlit or internally illuminated awnings
- Avoid harsh or overly bright colored awnings
- Awnings that are obtrusive in the streetscape or obscure other buildings and their features
- Awnings constructed from cedar shake, concrete, fiberglass, plastic, aluminum or other non-traditional materials based on the period of the building.

SIGN GUIDELINES

A variety of signs add to the attractiveness and vibrancy of the downtown; However, too much of a good thing results in visual clutter and confusion. When determining the appropriateness of a sign, consider not only the business it represents but how it will fit within

the context of the streetscape. A beautiful sign thoughtfully designed and professionally made reflects a solid, reputable business.

Businesses often need several types of signs to capture the attention of people passing by in a vehicle or on foot. The primary business sign identifies the business name or provides an image such as a business logo. A secondary sign may contain a listing of products and services and other contact information.

Recommended

- Projecting signs, attached perpendicular to the building in appropriate size, scale and design to the historic building
- Awning or canopy signs affixed flat to the surface of the awning or canopy and of a size and scale such that does not dominate the awning/canopy.
- Historic Signs contribute to the character of



the district and should be maintained and preserved.

- Tablet Signs integral with the buildings' construction, often as part of masonry construction.
- Wall signs located at the transition between the storefront and upper stories. The size of the sign should respect the scale and character of the building.
- Murals and painted advertising signs are appropriate for a secondary wall face based on size, design and location and whether or not the face has been painted previously.
- Window signs directly adhered to the glass through painting, silk-screening or other applied material and of a size and scale relative to the size of the window itself. The size should allow a minimum of 80% visibility through the window.
- Sandwich board signs displayed only when the business is open.

Not Recommended

- Free-standing stationary and portable signs.
- Signs that obscure a window or door opening.
- Temporary signs or banners displayed more than 30 days.
- Internally illuminated signs.
- Changeable message board signs.
- Signs that serve as advertising (including

but not limited to phone numbers, web sites, listing of more than three services or products, etc.) especially when not related to an on-site business.

- Box signs
- Flashing signs
- Ground mounted or pole signs
- Obscuring architectural features with the sign.
- Attaching signs to historic materials, in particular where the attachment will damage materials and be irreversible.
- Billboards

GUIDELINES FOR NEW CONSTRUCTION/ ADDITIONS

When considering the construction of a new building or an addition onto an existing building, one of the most important factors is how the new design responds to its context. While new construction needs to harmonize with the historic context, it should not replicate historic buildings or details. It should reflect its own time period, current construction technologies and new materials that are aesthetically compatible. Most importantly, perhaps, new construction should be responsive to its context in height, proportions, alignment, façade composition, details, materials, colors and setback.

Recommended

- New construction should be compatible with neighboring properties through a consistency

in size scale, massing, set-backs, height and established patterns.

- New construction should be distinguishable as a product of its own time period.
- Placement of any new construction should respond to the setbacks of the historic existing structures and adjacent and surrounding structures.
- Materials used in new construction should complement or match those used on nearby buildings.
- Colors schemes for new construction should relate to, and not adversely impact, the surrounding buildings or the context.

- Window and door placement and heights should relate in proportion and pattern to those used on existing and adjacent properties.
- Mechanical equipment should not be visible from the public right of way.
- Additions to existing buildings should be limited to non-character defining elevations.
- Additions to existing buildings should be subordinate to the existing building.
- Additions should minimize damage to existing historic walls, roofs, or features.



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Not Recommended

- New construction (infill or addition) that conflicts or deters from the character, scale, patterns, massing or setbacks of the downtown district.
- Use of materials that are foreign within the context of the commercial downtown historic district such as vinyl siding, aluminum siding, wood siding of a residential character, cedar shake siding, Plexiglas, exterior insulation finishing system (EIFS), thin set brick or stone veneers, and reflective or mirrored glass.

DEMOLITION GUIDELINES

Only in extreme cases should demolition be considered justified within the Georgetown Historic district. Contributing resources should be protected and preserved whenever possible. Demolition creates serious and irreplaceable gaps in the neighborhood fabric.

There may be instances when demolition might be considered and justified. The following guidelines should be taken into account:

- Significance – Is the building or structure of historic or architectural significance or does it display a high quality of material use or craftsmanship?
- Location – Does the building or structure contribute to the neighborhood context and street's appearance?

- Potential for Restoration – Demolition may be considered if the building or structure can be determined to be beyond all feasible economic repair. This is tricky unless measures are clearly established and a determining body is delegated to make a determination. Consider the use of preservation professionals or regional Indiana Landmarks staff to assist with a recommendation.
- Condition – Is the building or structure or portion thereof posing an immediate threat to public health and safety?

MINIMUM MAINTENANCE STANDARDS

The purpose of monitoring building condition is primarily for the protection of public health and safety. A secondary outcome however is preserving neighborhood character and property values.

A responsible owner will maintain a property in a clean, safe, and sanitary condition including being free from waste, garbage and excessive vegetation. The building or structure should be maintained in good repair and be structurally sound including being free of deterioration and fire hazards. Openings (doors, windows, etc.) should not be broken or open and should be secured (locked), functioning, and tightly fitting. Foundations should be sound with no collapse or compromised materials. Walls should be free of holes, rot, deterioration, or breaks. Features such as chimneys, decks, trim, drains, gutters and downspouts, etc. should be in good repair

and safely anchored. Roof condition is critical to ongoing maintenance. Flashing and roof materials should be in good repair and structurally sound.

ENTRYWAY CORRIDOR GUIDELINES

The way one enters a community can have a tremendous visual impact and lasting impression on visitors and residents alike. Establishing local guidelines for key entryway corridors into Georgetown can incrementally affect the overall character of the approach. It is important to establish the criteria to ensure the quality of development and change along these corridors will establish a positive impression of the community. The guidelines may provide



directives regarding signage, landscaping, public infrastructure, building design, streetscape improvements, and other features which contribute to the corridors appearance and function.



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HISTORIC STRUCTURES MAINTENANCE:

General repair, maintenance, and cleaning not only preserve the longevity of buildings, but also contribute to the overall appearance of a community as welcoming and inviting. This does not necessarily require huge expenditures or extensive construction plans to have a positive and lasting impact. Maintenance is the solution to retarding deterioration. This involves regular inspection of the building's condition and a close eye for areas which are not performing as they should. Areas such as gutters, drip edges painted surfaces, and shingles are just a few of the design features that when working properly and in good condition can save and protect the building.

Below is a list of critical areas which require active and ongoing maintenance. Improving the appearance of your building can be accomplished with little or no investment when utilizing this checklist as a guide. (For additional information see Preservation Brief 47 - Maintaining the Exterior of Small and Medium Sized Historic Buildings at <http://www.nps.gov/tps/how-to-preserve/briefs/47-maintaining-exteriors.htm>)

ROOF

Having water where it shouldn't be can have devastating effects if left uncontrolled. Leaking roofs, improper flashing and missing or undersized gutters can quickly create a threat

to the integrity of a building. Water infiltration should be addressed as soon as it occurs. Water issues left unattended generally become larger threats and more costly to repair, especially if the water damage moves to the building interior. Regular roof inspections are important for all types of roofs – flat, sloped, gabled, hipped, shingled or tiled, etc. Inspect roofs annually, spring or fall or after a heavy storm. Inspect chimneys in the fall, and every five years seek the expertise of a mason. If there are active fireplaces, consult with a licensed chimney sweep.

Inspect gutters and drainage every six months, before and after wet seasons and during period of heavy rain. Clogged downspouts and gutters filled with leaves and tree debris can be the worst culprits. Failing flashing is often the source of water infiltration, but can often be difficult to detect. Make sure flashing is secure and complete.

What to look for:

- Sagging gutters
- Crushed or dislodged downspouts
- Debris of leaves gathering in the gutters



and valleys

- Vegetation growing from gutters
- Overhanging limbs or branches on or near the roof
- Missing or curled shingles
- Water ponding
- Cracks in the masonry
- Missing or dislodged chimney caps
- Evidence of water staining in the attic or ceiling

Simple maintenance methods:

- Repair improper or loose flashing and reset missing or loose shingles.
- Clean clogged gutters and downspouts. Make sure water flows freely.
- Realign sagging or misaligned gutters so water flows to drains.
- Make sure water is sufficiently directed away from the building at downspouts with splash blocks.
- Repoint joints in chimneys and parapet walls using mortar similar to the original in consistency, color and rake. Have a professional repair chimneys and chimney caps, checking for cracks and adequate venting and exhaust.
- Check that chimneys are free of nests and animals and that ventilation is occurring properly.
- Broom sweep leaves and small twigs from valleys and other roof collection points



Note leaves in valley, missing bricks at chimney and overhanging limbs

See also Preservation Brief 4 – Roofing for Historic Buildings at <https://www.nps.gov/tps/how-to-preserve/briefs/4-roofing.htm>

WALLS

The primary function of exterior walls is to keep out the weather, air infiltration and moisture. They serve as a barrier to keep out what should stay out – animals, birds, and critters of all sorts. Performing early maintenance and repairs provides the best chance to accomplish these goals. Tackle wall inspection not only when the weather is dry, but in wet weather as well. Moisture patterns on exterior and interior wall surfaces sometimes provide the best clues to where walls may

need work or repairs. Use a lift, sturdy ladder or binoculars to get a good look at the building's wall condition. Wood wall surfaces may need more frequent inspections than a masonry or stone surface.

What to look for:

- Wall faces that look like they are out of plumb or are bulging
- Masonry cracking, spalling, or missing mortar
- Wood rot or splits in the wood
- Soft, mushy wood surface
- Moss or mold growth
- Problems where the wall surface is pen-

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etrated – areas such as light fixtures, hose bibs, railings, vents, etc.

- Peeling or bubbling paint surfaces
- Surface staining

Simple maintenance methods:

- Clear vegetation, overhanging limbs, volunteer saplings, invasive ivy from the exterior walls to allow good air circulation



- Lightly wash wall surfaces of dirt using the gentlest means possible – a garden hose and mild phosphate free detergent is often the best option
- Repoint masonry in areas where mortar is missing. Consult with a restoration masonry specialist. Consult Preservation Brief 2 – Repointing Mortar joints in Historic Masonry Buildings at <https://www.nps.gov/tps/how-to-preserve/briefs/2-repoint-mortar-joints.htm>

- Replace damaged or wood siding with new boards to match the original. Surface imperfections are generally not a reason to replace siding. Small cracks and small holes that do not compromise the integrity of the material can often be easily patched and repaired
- Replace loose, missing or deteriorated caulk and sealant with an appropriate caulk or sealant design for specific materials of installations. Use backer rods where needed in larger joints



WINDOWS AND DOORS

Windows and doors are significant architectural design features of most buildings. Often when making quick repairs or updates, these elements are the first to go, but in doing so important features that define a particular architecture style or construction period are lost forever. Fortunately simple maintenance measures can extend their life and their ongoing purpose.

Historic windows and doors that remain should be preserved and protected whenever possible. Generally, the materials used historically to construct windows and doors are far superior to materials that can be found today. Ongoing care and maintenance will allow the doors and windows to continue to function for their original intended purpose.

Inspect windows seasonally, before painting season, to make sure they remain functional and weather tight. Heavily used doors are subjected to more wear and tear and need more frequent inspection for damage and good operating condition.

What to look for:

- Paint steel lintels over doors and windows, often found in brick or stone buildings, to keep them rust free.
- Check stone or brick lintels for cracks or missing mortar joints and to make sure mortar is in good condition.



- Inspect wood window components for rot (soft spots) or peeling paint
- Check for missing or deteriorating caulk around door and window frames and masonry openings
- Wood window glazing securing the glass is often the first to fail. Check window panes to see if they rattle or move in their frames
- Loose or damaged hinges or other door hardware
- Are window and door locks secure and latch

properly

- Broken or cracked glass
- Peeling paint
- Termite or carpenter ant damage
- Missing or damaged weather stripping
- Warped door thresholds

Simple maintenance methods:

- Replace cracked or missing glass
- Reputty window glazing and install new glazing points if needed to secure glass.
- Remove paint and clean hardware and hinges for smooth function
- Install durable weather stripping on doors and windows – spring metal or high quality synthetic materials may be the best option.
- Check to see that drip edges and sills are draining water away from the unit.
- Fill cracks and damaged areas in windows and doors with wood filler or epoxy.
- Repaint or touch up paint
- Install storm panels or doors
- Wood sash that are sticking or do not close and latch should be adjusted. Use beeswax or paraffin to lessen friction. Paint buildup at the sash runs (the side recesses where the window sash moves up and down) should be removed to help improve operation.

For additional information see Preservation Brief 9 – the Repair of Historic Wooden Windows at <https://www.nps.gov/tps/how-to-preserve/briefs/9-wooden-windows.htm>.

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MASONRY

If maintained properly, masonry construction can last indefinitely. Through time, mortar joints deteriorate which can lead to water infiltration causing exterior and potential interior damage. Stresses on the structure as a result of water infiltration and deterioration of structural members, unusual loading or expansion and contraction of building components, such as rusting steel lintels, often cause step-cracking in the masonry joints, bulging of the wall surface, and potential failure of the masonry wall.

Inspect annually in the spring in both dry and wet weather. Walls should be even and show no signs of cracks. When walls are bulging and cracks appear, seek professional guidance as to the cause of the stress and appropriate corrective measures. Identifying the underlying issues is often the most challenging. For more additional information, see Preservation Brief 2 Repointing Mortar Joints in Historic Masonry Buildings at <https://www.nps.gov/tps/how-to-preserve/briefs/2-repoint-mortar-joints.htm>

What to look for:

- Missing or crumbling mortar
- Vegetation, mold or mildew
- Excessive dirt or pollutants staining the surface or collecting in masonry detailing

- Stepped or shear cracks in the mortar or masonry

Masonry repairs and maintenance is tricky territory and often the expertise of a skilled restoration mason or preservation professional is needed. There are many instances where simple maintenance methods are done incorrectly or with inappropriate materials and may have more damaging effects. Below are a few things that can be done to increase the longevity and performance of masonry.

Simple maintenance methods:

- Remove vegetation from masonry surfaces
- With a light low pressure wash like a garden hose, clean dirt and debris from the masonry surface
- Clean gutters and downspouts that if left unchecked will result in ongoing saturation of masonry units and joints

FOUNDATIONS AND DRAINAGE

There is probably nothing more important to a building than a sound foundation. Making sure that the foundation condition is stable and doing its job is the first step in the preservation and longevity of the structure. As the foundation is directly supported by the earth around it, how the stable the ground immediately around the foundation is important as well. Keeping moisture from entering the foundation or undermining the ground around it is imperative.

What to look for:

- Low spots around the foundation perimeter collecting water
- Staining or mold or mildew growth at the foundation wall surface
- Evidence of animal or insect infestation
- Foundation damage from impact

Simple maintenance methods:

- Remove excess mulch and vegetation from foundation
- Prune landscape back from the structure
- Check foundation for signs of rodent or insect infestation and at first sight address immediately
- Clean window wells
- Clear drain grates of debris
- Keep grade sloping away from the foundation. Add soil to fill depressions particularly at downspouts and splash blocks
- Make sure basements or crawl space vents are clean, clear and operable to allow proper ventilation
- Use snow shovels and booms to clear snow from foundation areas. Avoid the use of snow plows or blades as they can damage foundation materials
- Avoid the use of snow removal salts, fertilizers or other chemicals which may be harmful to foundation walls

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THE ECONOMY

BUSINESS CLIMATE:

SDG has created some downtown revitalization principles to provide a framework for understanding how revitalization projects usually unfold. The principles are a blend of history and current trends that underlie much of the work being done to restore central business districts across America. The following section briefly describes these national trends and then compares them against Georgetown's current market.

LOCAL INVESTMENT:

Business owners can't be expected to pour their livelihoods into a struggling downtown unless they see that the town is backing them up. Are the streets clean and policed? Is the city doing anything about empty, crumbling buildings? Is the city's own property well maintained?

As a general rule, public investment must come before private investment.

In Georgetown: The town has an incredible opportunity to lead the way in investment by using the new stream of gaming money. It is vital that this money is directed toward growth, and to resist the powerful political urge to spend it on a never-ending cycle of road and pothole repair. The Implementation Plan has further recommendations.

LOCAL MONEY VS. OUT-OF-TOWN MONEY:

When recruiting new businesses, a key decision is knowing who the new business will serve: local residents or out-of-town visitors? Will the new enterprise make life easier for residents by providing the goods and services they now leave town for, or will it lure tourists with specialty stores or regional attractions?

If a business serves mostly residents, it means that dollars are just circulating from local business owner to business owner; there is little outside money enriching the community.

On the other hand, there are many examples where a small restaurant or specialty store attracts loyal customers from far away. It is great to have money come into town from outside the community, of course, but a downtown must make sure it has something for out-of-towners to spend their money on.

In Georgetown: While it should always be on the lookout for businesses that will pull people from a wider area, the town probably has some work to do before it can recruit operations that consistently attract tourists throughout the year (and not just for short-term events or festivals). Businesses that serve local people will have a greater potential for success.

BAITING THE HOOK:

Many businesses have been launched after an entrepreneur glanced out the windshield at a beautiful streetscape and thought, "What a nice looking little town. You know, this is just the kind of place I've always dreamed about starting a business in."

Baiting the hook can include landscaping (that hasn't become withered), banners and storefront lighting even for buildings that are empty.

In Georgetown: "Cleaning up the town" was one of the top priorities given by steering committee members and it would be a good first step toward revitalization.

RISK AND EXPERIMENTATION:

The decline of America's small downtowns happened over many years and was not an unforeseeable accident. Changes in consumer shopping and commuting patterns – and the business community's adaptation to them – will not be reversed in the immediate future. In other words, waiting for the good old days to return is not a productive strategy.

Instead, some boldness is required, and boldness requires risk. What's at risk is not only money and time, but morale. It can be discouraging to see the community launch a new business only to see it fail. Too many of these unsuccessful launches can lead to paralysis; where busi-

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ness owners grow increasingly reluctant to take a chance and residents don't give them much encouragement.

A community can break this cycle in one of two ways. They can get lucky; someone with all the right skills and resources starts a business at just the right time in just the right place and is smashingly successful.

If that seems like a long-shot, a community must create an atmosphere of experimentation in the recruiting and support of new businesses.

In Georgetown: Entrepreneurs are likely to be a key ingredient to new business growth. Destination Georgetown should focus on fostering them.

LOCALLY GROWN:

National chains will show interest in a community when – and only when – all the correct variables are in place. These factors include population density and spending patterns. National chains don't all have the same requirements, but few vary from their patterns. For example, have you ever seen a Cracker Barrel any place except off a busy interstate or a Dollar Store at a thriving urban mall?

Because their requirements are so exact, these chains use their own researchers to de-

termine when and where to put their next store. This means it is very difficult to recruit them. That leaves smaller regional chains, independent business owners and entrepreneurs as the prime candidates for recruitment. Generally speaking, regional chains are the hardest to attract because they have the biggest investments to protect. Independent business owners, in order to move, would have to increase the size of their business or relocate the whole operation to the new location. Entrepreneurs can be the most flexible and ready to go but often carry the risk of having unproven business skills.

In Georgetown: Until it builds its capacity to support more regional-drawing businesses, Georgetown should probably concentrate on independent business owners and entrepreneurs. Committing to this decision can help focus marketing efforts.

THE LONE PIONEER SYNDROME:

After a long dry spell a community may rejoice when a new business, such as a restaurant or coffee shop, finally opens. In their excitement, the new owner may decide to be the only business downtown that's open evenings or on Saturdays.

Sometimes the owner can make it work, but more often they find themselves stranded. There is not enough supporting business to buf-

fer them. If other businesses don't follow along, the pioneer may have to cut back on hours or days. Some businesses survive the scale-back and some don't. Any new business in a fragile economy needs a support system.

Individual businesses left entirely to the mercy of market forces is one reason that many downtowns struggle like they do.

In Georgetown: The town should focus on recruiting or help launch a suite of small, complementary businesses. Downtown boosters can use the information in the Retail Analysis Chapter of this report for recruiting efforts

SWEETEN THE POT:

The free market is already at work in Indiana's towns – it's done everything it wants to do. If your downtown does not have all the businesses you want, you must change the economics in order to lure new investment.

Offering subsidized buildings, rents, tax abatements or other support can minimize risk and lead to new growth.

EXPECTATION MANAGEMENT:

It took decades for most downtowns to sink into underutilization and it will take years to even partially restore them. In some cases it may not be possible at all. Fortunately, the recession has receded and many communi-

ties are showing signs of increased economic activity, although not at pre-recession levels.

It is important, though, to coldly study these conditions in order to not be discouraged. Simply realizing that it's a long, steep hill – with guaranteed setbacks - can help the community settle in for the long haul.

PROPOSED IMPROVEMENTS - PRIMARY CHALLENGES:

As this chapter has shown, the stars are aligning for development in Georgetown, but old town hasn't reached that tipping point toward sustained revitalization – yet. Here are the main reasons why:

- No history as a shopping destination: Although residents recall a time when businesses had a fresh coat of paint and beautiful trees lined the street, Georgetown never had a large collection of shops and services; it was just too small. For that reason, this project is more like creating a destination than reviving one.
- Deterioration versus urban sprawl: The town is caught in a wicked cross tide. Two community changing forces – decline and urban sprawl – are eating away from opposite sides of the same 3,000-person community.

There is growth pressure east of town as farmland is bought up for subdivisions. The pressure could continue to build as metropolitan Louisville expands outward. At the same time, many historic buildings in old town are deteriorating, some perhaps beyond repair. With those buildings gone, the town becomes an indistinguishable widening along a highway of brick subdivisions and retail lots.

PROPOSED IMPROVEMENTS - PRIMARY OPPORTUNITIES:

Georgetown's problems are formidable, but the town also has assets that few small Indiana communities can claim, most importantly:

- Built-in ideal customers: As the market study shows, Georgetown is loaded with high-income families with discretionary spending money.
- Gaming money: Wise use of these funds will be the single biggest driver to revitalizing old town.

From an economic development perspective, the town's challenges and opportunities lead to a clear set of priorities. They are:

1. Protect assets before they disappear
 - Form a Historic Preservation Commission
 - Grant an easement to Historic Landmarks of Indiana to protect Old Town Hall

2. Lay the groundwork for growth
 - Create a community investment plan
 - Increase enforcement efforts
 - Form a local investment group
 - Prepare a planned unit development site for old town

Specific projects to capitalize on these challenges and opportunities can be found in the Implementation Chapter.



CHAPTER 5 | IMPLEMENTATION



Chapter 5 | Implementation

INTRODUCTION

A NEW URBAN FORM FOR GEORGETOWN

On a typical weekday, the easternmost outskirts of this lovely southern Indiana settlement is abuzz with shopping motorists who regularly patronize the myriad of strip stores that have sprung up along the main road.

In like manner, narrow county lanes surrounding Georgetown carry multitudes of local residents to and fro their subdivisions on rolling land that was in recent decades home to livestock, row crops and oak hickory forests. Indeed, the inviting hills of western Floyd

County have fallen prey to developers aimed at satisfying a steady market demand for housing ... jump-started 50 years ago when Interstate 64 opened mass migration from the urban areas in the Ohio River Valley just below the knob.

In the new commercial developments and subdivisions, however, there appear to be no sidewalks to connect the stores or the residents and little or no attempt to create a sense of order relative to signage, lighting, parking or common landscape treatments. Convenience alone, has become the name of the development game on the way to Georgetown.

Meanwhile, in the “heart” of town, the post office, town hall and scant few commercial shops service an occasional out-of-town visitor and the meager population of downtown residents who occupy houses along and a block or two off of Old State Road 64. Many of the older homes retain their midcentury charm but the clock is ticking ... and decline has the upper hand.

Here too, sidewalks are limited to Old State Road 64 and a few side streets. They too, need repair. Historic commercial building stock is limited to a few significant structures, all of which need care and or, tenants. Last, an active rail line, one block south and running parallel to the old highway, insidiously continues to act as a pedestrian barrier and play its part in shaping the community’s urban form.



What then shall we do? Can this little settlement begin a new chapter; one that invites stabilization of its small historic core, new commercial development and improvement, out of town visitors even? Can it actually become a beloved meeting and gathering place for its permanent residents projecting a bright outlook for the future? Can the small downtown of Georgetown, overlooked for two generations, actually become a regional destination; a place where new families want to take up residence, where new businesses can make a profit on their goods and services? Can

it actually become the destination of choice by thousands of nearby suburbanites who regularly motor down the hill to visit eateries and shops, services and suppliers, and gather to attend festivals and Christmas celebrations on the streets of another town far away ... when they could walk...to their own?

The answer is a resounding, YES!

On the following pages, we will show you how this is possible. The recommendations outline the

physical components necessary to build a heart in Georgetown, to create an amenity infrastructure within which new development can flourish, property values can increase and a self-sustaining order can be established.

The process outlined is a proven one, but its success will require the diligence of local leadership and the judicious apportionment of resources, measured and managed over time. Now is the time to take the first step toward that end.



Chapter 5 | Implementation - Administration

SOLIDIFY PARTNERSHIPS

GOAL:

Get local leaders the partners they need to accomplish what would be difficult to do alone.

DESCRIPTION:

No small measures will succeed in revitalizing Georgetown; only large plans are likely to bring about the desired large-scale changes. For those large plans, the town will need some help. The following groups already are supporters of the town, but each may be asked to play a more formal role.

ACTION STEPS:

1. Destination Georgetown: This Main Street organization will be the arms and legs of this plan, helping to carry out projects listed in the Implementation Plan. Other communities have formed creative public-private partnerships with Main Street groups and developers to accelerate projects.

Destination Georgetown could partner on projects listed in this section such as façade renovations, creating a community investment plan and forming a local investment group.

2. Indiana Landmarks: This group is already assisting with the Georgetown Bank restoration and has offered to partner on two

other services, as detailed in the following project sheets.

One is an easement for protecting the Georgetown Bank building and the other is the formation of a historic preservation commission.

3. Floyd County Redevelopment Commission: Georgetown, as it sits along SR 64, is a key gateway into Floyd County. The county recognized this connection in its recent comprehensive land use plan. For these and other reasons, Don Lopp, director of county planning, expressed a specific interest in working with Georgetown on their revitalization efforts.

One instrument for that partnership is the Floyd County Redevelopment Commission. Although the commission is generally restricted to working within areas supported by tax increment finance districts, they do have some discretionary money for other projects, said commission member Bob Woosley.

Both Lopp and Woosley offered to work with the town to implement the plan.

4. Other key Groups: The Indiana Office of Community and Rural Affairs (OCRA) controls the grants that can be used to launch local

projects, such as streetscape work or façade improvements. OCRA is appointing a new community liaison who will cover Floyd County and will review this document. After the plan has been adopted, that liaison will be a key player in pursuing additional OCRA grants.

The River Hills Economic Development District and Regional Planning Commission also has a vested interest in Georgetown and can continue to provide support for funding and general community building.



CREATE A COMMUNITY INVESTMENT PLAN

GOAL:

Ensure that Georgetown makes the best possible use of its opportunities, including the \$240,000 yearly allotment from casino money, its eligibility for a \$500,000 OCRA construction grant and partnerships with groups such as the Floyd County Redevelopment Commission. A Community Investment Plan (CIP) would take a long-term look at these resources, and allocate them over time to maximize their benefits.

DESCRIPTION:

Think of the CIP like a long-term budget, where community leaders agree ahead of time where and when to spend their discretionary money. Agreeing in advance reduces bickering every budget year and ensures the community's most important projects stay on track.

A CIP also keeps elected officials from spending all the discretionary money on politically attractive, short-term projects like paving roads and fixing potholes. While important, those projects rarely lead to additional development.

The CIP budget can be shifted over time. For example: First three years: 35 percent goes to infrastructure repair/ 25 percent to matches for grants/ 25 percent to economic develop-

ment/ 15 percent to savings.

After key infrastructure issues are addressed, the new division might be: 20 percent to infrastructure repair/ 25 percent to matches for grants/ 35 percent to economic development/ 20 percent to savings.

ACTION STEPS:

1. Establish a capital planning committee with bylaws.
2. Get the community involved. This may involve interviewing and asking the local public and business owners what they envision for the future.
3. Take inventory of existing capital assets.
4. Evaluate previously approved, unimplemented or incomplete projects, using this report as a foundation.
5. Determine the parameters that will make the most out of the community's resources. For example, this may involve prioritizing certain infrastructure projects over others depending on where new businesses and/or housing should start to develop.
6. Assess financial capacity.
7. Solicit, compile and evaluate new project requests.
8. Prioritize projects.
9. Develop a financing plan.
10. Adopt a capital improvements program.
11. Measure the outcome after a plan has been implemented. For example, evaluate on the

- growth and success of businesses compared to before, and also look at the community's perception with the outcome.
12. Update existing/ongoing capital programs.



Chapter 5 | Implementation - Administration

FORM A HISTORIC PRESERVATION COMMISSION

GOAL:

Protect Georgetown's most defining characteristic - its historic buildings - from decay and collapse. Because the threat is immediate and serious, immediate and serious action is required.

A historic preservation commission is the town's best chance to delay the collapse of important structures in old town while the community works to stimulate its economy and promote growth in property values.

DESCRIPTION:

While most of old town is in the national register historic district, that listing does not protect a structure from demolition. An owner using private funds can alter or even demolish a national register site.

For that reason, Georgetown needs to institute a historic preservation commission, which is permitted under Indiana law (IC 36-7-11). The commission then creates a local historic district - a geographic area that can encompass a few buildings or many blocks - whose historic buildings are protected by a local preservation commission through a design review process.

Within that district, commissions can create design guidelines, which offer education and

a road map to owners as they plan rehabilitation and new construction projects. Design guidelines provide a consistent basis for decisions, regardless of who serves on the commission over time. They typically address architectural styles; building scale, massing and orientation; roofs; foundations; entrances, porches, doors and windows; additions and new construction; demolition; signage; and landscaping.

The commission does not work in a vacuum. Each designation of a district requires an additional town council ordinance.

ACTION STEPS:

1. Meet with Indiana Landmarks, which has agreed to help create a commission.
 - i. Learn more about other communities they work with, such as Scottsburg.
2. Spread awareness in Georgetown about restoring historic buildings.
 - i. Educate local residents on the importance and benefits of historic preservation, the historic preservation commission's role, as well as historic design guidelines for the town.
 - ii. Address any issues or concerns that may come about for owners of certain properties.
3. Pass an enabling ordinance to create a historic commission.
 - i. Indiana Landmarks can provide guidance.
 - ii. Undergo training workshops for historic commission members.

4. Hire Indiana Landmarks to manage the preservation commission through their Commission Assistance Program (CAP).
5. Create the town's guidelines for historic preservation and the district boundary.
 - i. Apply for federal and state grants that will allow funding for certain restoration projects.

ADDITIONAL RESOURCES:

Additional Resources: The following is a list of additional websites with very helpful resources that support the previous steps:

- www.indianalandmarks.org/resources/
- www.preservewa.org/Benefits-Historic-Preservation.aspx



FORM A LOCAL INVESTMENT GROUP

GOAL:

Create a group of like-minded investors who can quickly buy key old town properties as they become available and then work with town officials to prepare and market them to new businesses that match the revitalization plan's objectives.

DESCRIPTION:

The key ingredient is people whose main interest is the long-term vitality of downtown Georgetown and not their own immediate profit. Sounds too good to be true? See below for case studies.

The following pieces are needed to form a successful investment group:

- People able and willing to invest in old town.
- A vision that is shared by the investors, community organizations, town officials and citizens.
- A strong relationship with the town and support groups

ACTION STEPS:

1. Town and economic development officials approach potential investors to share their old town vision and gauge their interest. Create a group identity rather than relying on individual investors.
2. Contact people from the case studies below to learn about forming a group and getting started.

3. Research supplementary funding and support:
 - Town incentives.
 - Local not-for-profit groups with shared interests (housing, etc.).
 - The Floyd County Redevelopment Commission.
 - Banks (for Community Reinvestment Act credits).
 - Grants.
4. Acquire Property
 - Identify potential tenants.
 - Gain control of a building and determine best usage.
 - Renovate for business.
 - Make marketing sheet (square feet, traffic, etc.).
 - Offer at subsidized rent initially.
 - Recruit.
 - Repeat.

CASE STUDIES:

There are many creative and inspiring national examples of local investment groups. When a bakery in downtown Clare, Mich. was about to close after 113 years of continuous operation, Clare's municipal police department heard the news and nine members decided to buy the business. Each person agreed to put in a modest equal initial investment and to make a small additional monthly investment for the next year. They would manage the business as volunteers

and there would be no profits distributed for at least 12 months.

In Galesburg, Illinois, a handful of entrepreneurs banded together to acquire most of the buildings on downtown Seminary Street in order to reinvent the district.

In Indiana, the 2,360-resident City of Dunkirk is home to the Dunkirk Investment Group (DIG), which restored several buildings and created a public-private partnership with local government. DIG, which is comprised of local businessmen, invested over \$400,000 of its funds and has recruited a new downtown medical practice and is restoring the city's grandest building. The group is open to sharing its experience with other communities. Start by calling Jay County Community Development Director Ami Huffman at (260) 726-3497.



Chapter 5 | Implementation - Administration

OPTIMIZE FUNDING FOR DOWNTOWN BUILDING RESTORATION

GOAL

Optimize funding resources available to facilitate building restoration to encourage commercial density, and continued residential and mixed use development within the downtown historic district.

DESCRIPTION

Various tax credit programs and grant funds are available to improve the downtown buildings. Promoting and applying to these programs will allow individual building owners and the Town of Georgetown to achieve restoration goals.

ESTABLISH A LOCAL RENOVATION MATCHING GRANT PROGRAM

Consider developing a local renovation matching grant program to facilitate appropriate building renovation. Establish a yearly set aside funding pool to offer matching grant dollars for those building owners located within the Georgetown Historic District or other established boundaries wishing to renovate the exterior of a commercial or residential property in accordance with established design guidelines. Consider establishing a focus area of improvement either geographically or by renovation type (roofs, windows, exterior repairs and painting, signs, etc.) and allocate

higher dollar awards to those wishing to help the community in achieving these goals. Use existing renovation grant programs throughout the State as a program model and guide.

Every couple of years reevaluate the program's success and adjust accordingly to maximize the success of the program.

ACTION STEPS

1. Establish a Steering committee (possibly a group of individuals from the Georgetown Main Street) to develop the grant program soliciting input from building owners in the downtown historic district.
2. Establish a yearly set aside pool of funds for grant awards.
3. Offer information workshops to educate building owners of the program and application process.
4. Offer educational workshops to the community on design guidelines and appropriate renovation approaches.
5. Offer individual consultation to aid communication with building owners early in their design process.
6. Periodically evaluate the overall needs within the historic district (e.g. signage, second-floor residential density) and create a grant category targeting these needs.
7. Celebrate and promote projects completed with grant funds.

RESIDENTIAL HISTORIC REHABILITATION CREDIT

With the considerable number of residential properties in the core of the Georgetown Historic District, the Residential Historic Rehabilitation Credit offers a State tax credit on the dollars spent on residential rehabilitation. According to the Indiana Department of Natural Resources, Division of Historic Preservation and Archaeology (administer of the tax credit), the "adjusted gross income tax credit is available for the rehabilitation of historic residential property." The cost of the qualified rehabilitation must exceed \$10,000 and the plan for rehabilitation must meet the Secretary of the Interior's Standards for the Rehabilitation of Historic Properties to be eligible for the 20 percent tax credit. There are six qualifying conditions that must be met to be eligible for the credit. Contact the Indiana Division of Historic Preservation and Archaeology for additional information at (317)232-1635 or by visiting the DNR website at: www.in.gov/dnr/historic/3679

ACTION STEPS

1. Provide educational opportunities to inform interested application of the program requirements and deadlines. Invite Division of Historic Preservation and Archaeology staff to provide a seminar on the tax credit requirements and application information.

2. Offer a monetary stipend for professional technical assistance to those interested in applying for the tax credit.

APPLY FOR OCRA GRANTS

Properties in Georgetown are eligible for a variety of grant funds offered by the Indiana Office of Community and Rural Affairs (OCRA).

HISTORIC RENOVATION GRANT PROGRAM

The Historic Renovation Grant Program is a pilot program replacing the former State Historic Tax Credits. The goal of the program is to preserve historic properties resulting in economic development for a community. Eligible applicants include income-producing entities and non-profit corporations. The grant offers 35% of eligible project costs up to a maximum of \$100,000 for exterior and structural projects.

ACTION STEPS

1. Provide educational opportunities to inform interested applicants of the program requirements and deadlines.
2. Offer a monetary stipend for professional technical assistance to those interested in applying for the funds.

MSRP GRANT PROGRAM

The Indiana OCRA Main Street Revitalization (MSRP) Grant program accepts applications from communities generally once or twice during the year for a competitive round of funding.

The maximum award has varied as the program continues to evolve, but currently is offered at \$500,000 and requires a 20% community match. Communities are required to submit a Letter of intent by a specified deadline date followed by a final application, again by a particular due date. More information about the program may be found at <http://www.in.gov/ocra/2583.htm>.

ACTION STEPS

1. Consult with the OCRA Community Liaison for the South Central District (Corrie Scott: 317.233.3762 coscott@ocra.IN.gov)
2. Secure the services of a qualified grant writer to prepare the application, and an architect to complete the building analysis and cost sections.
3. Begin discussion with building owners in the district to evaluate properties for inclusion in the program.

ADDITIONAL INFORMATION

Local support during the application process will only make for a stronger case. Leadership by organizations such as the Town of Georgetown and Georgetown Main Street will help to recruit community participation, generate enthusiasm and support for the project, and educate building owners on the opportunities and responsibilities of participation.

Community leaders will also need to seek build-

ing owner participation. Building owners with a willingness to contribute matching dollars for approximately of 20-25% of the total renovation cost build the strength of the grant application. Key buildings for façade renovation typically include those that have been well maintained, are generally structurally sound, and will serve as a catalyst for future improvements.

Reviewing the experiences of other towns that have received OCRA grants may also be helpful during the Pre-Grant Award phase. Georgetown Main Street may invite a previous façade grant award recipient and their architect to a community discussion about their experience and success with the façade grant program. It may also be helpful to visit other communities to see the results of the façade program.

Community support prior to and during construction comes in several ways. Some of the most important include accentuating the positive changes and keeping the public informed about the process. Buildings owners who allow selective demolition early in the design process streamline construction by uncovering underlying conditions and minimizing the potential for unknowns. When creating the final project budget, creating a “set aside fund” (a City or Building Owner’s contingency) provides a financial cushion for unknown conditions which result in cost increases (a recommended amount of 15% of renovation cost).

Chapter 5 | Implementation - Administration

INCREASE ENFORCEMENT EFFORTS

GOAL:

A system is needed to address one of the biggest concerns heard during this planning process: “We need to clean up our town.” It’s a complicated problem involving public and private property as well as issues of politics, economics and fairness.

DESCRIPTION:

Housing and zoning codes are the typical tools used to sets policies for maintaining buildings and land. They can be controversial, however:

PROS:

- Creates a greater sense of community.
- Maintains higher property values for residents.
- Protects residents from potential health risks.
- Maintains lawns and properties to attract tourists and/or potential homebuyers

CONS:

- Initial funding for enforcement can be too low for legal fees, etc.
- Elected officials who support enforcement may face voter backlash at the polls.
- Codes need to be maintained consistently.
- There may be insufficient staff to oversee the process.
- Some homeowners may have no money for repairs and additional fines would only set them back further.

For these reasons, a carrot and stick approach is needed. Generally speaking, the “stick” is code enforcement and the “carrot” is neighborhood support programs.

ACTION STEPS:

1. Local government should lead the way in beautifying the town. This means either directly spending for infrastructure repair and clean-up or organizing the community to

undertake these efforts. Once local elected officials show they are “holding up their end,” they will be in a better position to convince residents to undertake their own efforts.

2. Engage the community in a discussion about the importance of beautification in everything from raising property values to attracting new residents and businesses.
3. Review the town’s existing codes and enforcement procedures in light of the goals



established in this revitalization plan. There are different methods of finding and enforcing code violations. A complaint-driven or reactive method uses a phone hotline or online database to collect complaints. The proactive method requires code enforcement staff to be out in the community searching for code violations before they are reported.

Some communities are developing different ticketing and accountability measures to establish standards of what is acceptable.

4. Create public-private partnerships where the town works with residents, such as:
 - Community clean-up days where the town provides equipment and physical assistance for homeowners.
 - Assemble a resource guide to residents after they have been cited for a coding violation. Resource guides include information on local services, such as lawn care, direct maintenance procedures, and even procedures on how to stay in compliance with enforcement once an individual's coding violation has ended.
5. Create neighborhood support programs. For example, the City of Bloomington offers these relatively low-cost programs:
 - Neighborhood Improvement Grants to pay for physical improvement projects that require \$2,000 or more. These have included limestone monuments, flower boxes and play-

ground equipment.

- Neighborhood Cleanup Grants include a city staff/resident partnership. The neighborhood organizes the event and provides all the volunteers; the city provides dumpsters, Hazmat removal, chipper service, tire disposal and safety vests.
 - Small and Simple Grants provide neighborhoods with the opportunity to initiate projects that require \$1,000 or less. Examples include neighborhood signs, gatherings and brochures.
 - A more progressive step would be microloan programs to assist home owners in repairs.
6. Only after creating incentives and programs to assist residents with neighborhood revitalization should the town target enforcement efforts on "bad players" who otherwise refuse to maintain their homes or property.



Chapter 5 | Implementation - Administration

MARKET GEORGETOWN BANK

GOAL:

Protect the old Georgetown Bank until its best and highest use can be determined. Because that best use is not yet clear - too many uncertainties remain - the soundest strategy is to continue restoring the building while developing reuse options.

Conversely, resist the idea that “any use is better than none.” It is not a good long-term strategy to tie-up the building with small-scale uses.

DESCRIPTION:

As described in the Existing Conditions Chapter, the two-story brick Georgetown Bank is one of the last historic commercial buildings downtown. The town has made considerable investments in stabilizing it, but further restoration is needed. Historic Landmarks has been assisting with securing grants.

Here is the problem in a nut shell: With the right business, the building could draw people back downtown, but that ideal business is unlikely to want the building unless a customer base is already there. The classic chicken-or-the-egg situation.

For example, imagine a small micro-brewery set up shop, a seemingly ideal use. However, without supporting businesses around it –

restaurants, small shops – the brewery owners would have to single-handedly draw crowds. That’s a high-risk proposition.

For that reason, the plan emphasizes the importance of restoring more than one building at a time. For example, coordinating the ongoing conversion of the old Wolfe Hotel into a bed & breakfast, reuse of the Georgetown Bank and converting some residences into small shops. However, there are so few commercial buildings in old town that even if every existing structure was filled there still might not be the density of shops needed for meaningful revitalization.

For that reason, this plan sets as a goal construction of new business and also downtown housing, creating a permanent density of old town residents and shops.

The biggest challenge will be waiting while supporting work is underway, and resisting the urge to simply rent it out. Fortunately, there are steps that can help bring about the best reuse of the building along with partners to make it happen.



Once again, Historic Landmarks can play a key role. They have experience in similar situations, such as the revitalization of a historic building in Ferdinand, IN. In that case, the privately owned building was listed for sale and bought by local residents, who then donated it to the historical society. Working with local government, they secured a \$400,000 OCRA grant for exterior repair and other work.



The town then issued a request for proposals from developers who could demonstrate the ability to create an income-generating business. A winery now runs a successful business out of the building.

ACTION STEPS:

1. Deepen the partnership between the town and Historic Landmarks by granting that organization an easement to the old Georgetown Bank. The easement is a legal document attached to the building's deed that requires exterior changes to be reviewed by the town and Historic Landmarks. The organization traditionally charges \$3,000-\$5,000 for this service.
2. Granting the easement will signal to potential developers and businesses that the town is serious about its reuse. The town can further signal its intentions by creating marketing



materials gathered from this document to promote their vision for Georgetown's revitalization.

3. With those marketing materials in hand, prepare a request for proposals seeking development ideas from businesses. The timing is crucial because developers must see that their investment will be part of a much bigger effort underway in old town.



Chapter 5 | Implementation - Administration

IMPLEMENT DESIGN GUIDELINES

GOAL:

Renew vibrancy in the downtown district and restore historic facades based on design guidelines.

DESCRIPTION:

Design Guidelines provide to building owners and potential investors the guiding principles for historic preservation in Georgetown. As recommended in the Proposed Improvements Section, Georgetown is in need of a preservation program guided by implemented design guidelines. Guidelines provide the basis for educating the public on a desired preservation approach and outcome. They also may be used to promote a sample restoration project, highlighting principles from the Design Guidelines. The services of a Preservation Architect or one trained in historic renovation practice may be necessary to guide the community in developing an appropriate set of guidelines to achieve the desired effects and in accordance with recognized preservation principals.

ACTION STEPS:

1. Hire the services of a Preservation Architect
2. Engage the Town of Georgetown, Destination Georgetown and interested parties in the process
3. Educate the public about importance and use of Design Guidelines

4. Adopt Guidelines via the Georgetown Town Council
5. Establish a review board through Destination Georgetown to administer the review process

ADDITIONAL INFORMATION:

Education for the public and Destination Georgetown's Main Street Group will create an open environment for discussion about the Design Guidelines. Utilizing a series of Community Conversations or workshop will provide the public an opportunity to learn about the policies, dispel myths and educate about the positive effects of historic preservation and following the Design Guidelines. During this process emphasis should be placed on affirming the overall goal of improving the appearance and economic base of the historic downtown. Additional programs to consider may include: how to select a qualified contractor; budgeting for a major renovation; or technical seminars on common restoration topics such as appropriate masonry repointing or window restoration.

A session providing education for members of the public, Town of Georgetown and Destination Georgetown will reinforce the spirit behind the Guidelines. The Indiana Landmarks document "The Role of a Local Preservation Commission" found at : <https://www.indianalandmarks.org/wp-content/uploads/2016/06/Preservation-Commissions-16.pdf> is a good resource to begin

the process. For additional benefits of design guidelines for a historic district see the National Trust for Historic Preservation's Top 10 List at <https://savingplaces.org/stories/10-on-tuesday-10-benefits-of-establishing-a-local-historic-district#.VpvGyfrK01>.

Hands-on examples will also promote the Design Guidelines as a positive tool for change. For instance, Destination Georgetown could partner with a property owner to undertake a sample project to illustrate the guidelines. Another tool could be establishing an awards program for recognizing and celebrating the incremental changes achieved through successful renovation projects made through the use of local financing or private investment.

Additional resources about historic preservation may include the following:

1. Georgetown Historic District National Register Nomination (<http://in.gov/dnr/historic/files/hp-georgetownhd.pdf>)
2. The National Park Service's Preservation Briefs website (<http://www.nps.gov/tps/how-to-preserve/briefs.htm>).

ADAPTIVE REUSE OF RESIDENTIAL BUILDINGS FOR COMMERCIAL USE

GOAL

Expand the commercial core of Georgetown through the acquisition of underutilized residential properties for adaptive reuse and renovation of for a commercial use where appropriate.

DESCRIPTION

Currently a number of residential properties on the State Road 64 corridor and in the historic district core are under-utilized and up for sale. This may provide an opportune time to consider purchasing key properties for renovation and marketing for commercial use. The historic core of Georgetown is appropriately zoned which permits both residential and commercial uses. Most properties are served by a rear alley or secondary street providing an opportunity for a minimum number of parking spaces to service a small retail or service establishment.

The Secretary of the Interior's Standards for Rehabilitation encourage foremost a building be used for its historic purpose, however a new use that requires minimal change to the defining characteristics of the building may be appropriate as well. The unique history of Georgetown suggests that often buildings served a dual purpose acting as both a residence and retail or office establishments. According to the National Register nomination application, buildings including the Wolfe hotel served both residence and



commercial functions, as is speculated the large L-shaped house at 9093 State Road 64 and Dr. Engleman's House at 9025 State Road 64.

If a building located within the National Register District boundaries and also classified as contributing to the district is utilized as an income producing property, this may allow its renovation costs to be eligible for historic renovation tax credits. The Federal Historic Preservation Tax Incentives program "encourages private sector investment in the rehabilitation and reuse of historic buildings." The program allows a 20% income tax credit for the rehabilitation of historic, income-producing buildings that are determined to be 'certified historic structures.' A 10% program is also available for non-historic buildings put into service before 1936 and rehabilitated for a non-residential use. Different criteria apply for the utilization of this tax credit. See www.nps.gov/TPS/tax-incentives for additional information.



Chapter 5 | Implementation - Infrastructure

MAIN STREET IMPROVEMENTS

Since Main Street was designated as a State Road this street has lost much of its Main Street aesthetic. Although it is an efficient arterial for traffic flow it is not a pedestrian friendly street which might encourage retail development within the downtown. The improvements will garner public and private interest in the downtown, improve the downtown's aesthetic, make it more functional, and prepare the buildings and empty spaces for redevelopment.

Improvements to the street include street trees, historic lighting with banners, planters, widened sidewalks, and gateway crosswalks. Improvements would also include street furnishings such as benches, trash receptacles and bike racks.

A unique feature along Georgetown's Main Street includes a difference in building elevation between the north and south sides of the roadway. This created the need for steps and a retaining wall along the north side of much of Main Street in the downtown. There are areas where homeowners have repaired the failing wall but the majority of the wall is leaning and parts are crumbling in disrepair. One of the priorities stated by the town includes repairing the retaining wall. This project should be paired with sidewalk improvements and will

create a significant impact on the aesthetic of the streetscape. Portions of the wall are located on private property and will require coordination and cooperation with these property owners.

Sidewalks will be wider in the core of downtown in the shopping areas between Martin Drive and Roy Street. Wider sidewalks create more of an urban feel while providing areas for outdoor dining and seating. As the sidewalks extend to the east from this area they will transition to a 5' wide sidewalk with a planting verge between the sidewalk and the roadway. This section of sidewalk along Main Street will include recon-

struction of existing sidewalks along with new sections of sidewalks where gaps exist. The sidewalks will connect the core of downtown with the eastern end of town.

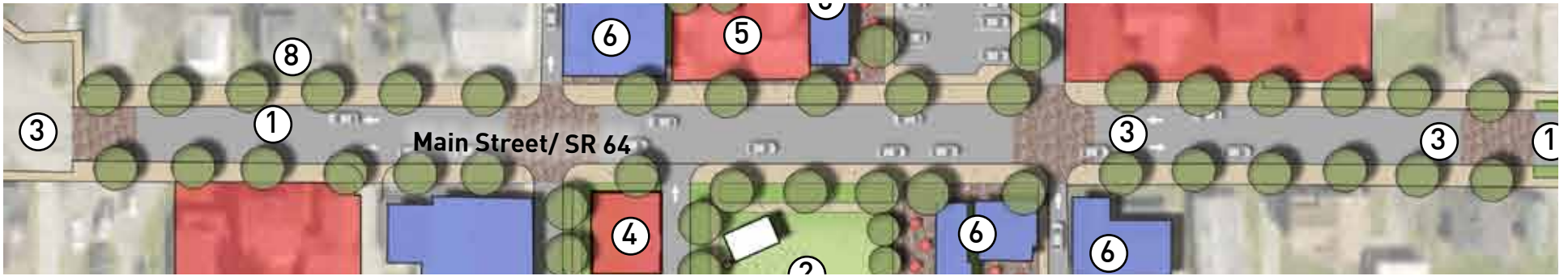
Street trees will help to buffer pedestrians from cars on Main Street. They also create a more inviting space for pedestrians on sidewalks. Additionally, new pedestrian-scale lighting should be provided at regular intervals to activate the streetscape during evening. The light poles could accommodate banners and planters which can be used for advertising events or simply add color to the streetscape.

STREETSCAPE IMPROVEMENTS COST ESTIMATE

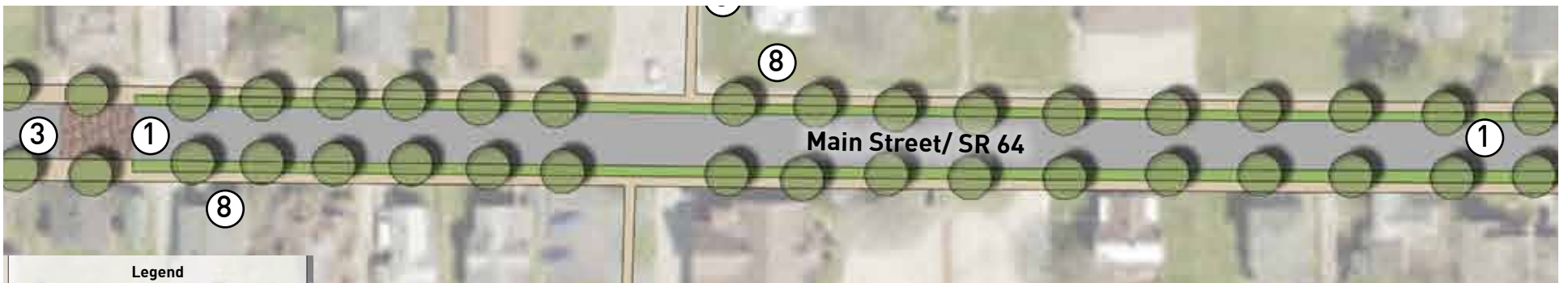
| ITEM OF WORK | COSTS |
|---------------------------------------|----------------------------------|
| RETAINING WALL REPAIR | \$500,000 - \$750,000 |
| SIDEWALK CONSTRUCTION | \$300,000 - \$400,000 |
| STREET TREES, BANNERS, SITE FURNITURE | \$500,000 - \$750,000 |
| GATEWAY CROSSWALKS | \$30,000 - \$50,000 |
| TOTAL | \$1,330,000 - \$1,950,000 |

FIRST STEPS

- Begin discussions with Town and surrounding property owners about goals for the streetscape and garner public support
- Obtain design professionals to assist in design of streetscape improvements
- Develop a schematic design with accurate project costs
- Fund raise
- Proceed with construction documents
- Construct streetscape improvements



Typical plan view wide sidewalk



Typical plan view 5' sidewalk

- Legend**
- ① Streetscape Enhancements
 - ② Town Square Park
 - ③ Crosswalk/Gateway
 - ④ Mixed-Use Infill
 - ⑤ Redevelopment Area
 - ⑥ Focus Buildings
 - ⑦ Greenway/Multi-use Path
 - ⑧ Sidewalk



Street trees



Light poles with banners

Chapter 5 | Implementation - Infrastructure

TOWN PARK GREENWAY

The existing Georgetown Park draws members of the community to utilize the ballfield and playgrounds and occasionally to explore the creek along its border. Although local residents know of this asset to the park, it has not been fully utilized as an attraction for the park. Not only will a greenway provide exposure for the creek but it will also serve as a community destination for exercise and recreation.

The first phase of this project would involve constructing a multi-use trail around the park on land already owned by the town. Building this portion of the greenway will be less complicated without having to obtain property. It will also build some excitement for the park and future phases of the greenway as people begin to utilize the trail. The existing uses in the park will help to make this portion of the trail successful. In addition, this project would serve as a catalyst project showing residents the Town’s intentions to make improvements.

The second phase of the greenway would include the portion of the trail along the creek. this could be done in sections and could eventually extend beyond the limits of this project. A sidewalk along Georgetown-Lanesville Road would connect the greenway to other parts of the town including shopping along Main Street.



Greenway Typical Section



Greenway Example

GREENWAY COST ESTIMATE

| ITEM OF WORK | COSTS |
|---------------------------|------------------------------|
| GEORGETOWN CREEK GREENWAY | \$300,000 - \$500,000 |
| PARK PERIMETER GREENWAY | \$200,000 - \$400,000 |
| TOTAL | \$500,000 - \$900,000 |

FIRST STEPS

- Begin discussions with Town and surrounding property owners about goals for the greenway and garner public support
- Obtain design professionals to assist in design of park perimeter greenway
- Develop a schematic design with accurate project costs
- Fund raise
- Proceed with construction documents
- Construct park perimeter greenway
- Begin public involvement and design for Georgetown Creek Greenway

Map 4 - Town Park Greenway



Chapter 5 | Implementation - Infrastructure

TOWN SQUARE PARK

One of the key elements missing in the downtown area is a true destination for the community. Even with the development of buildings and new businesses along Main Street, the town needs a central place for the community to gather. Town Square Park is proposed as this central gathering space. The current town hall is one potential location for the park. Although this would require Town Hall to be relocated or incorporated into the park it does offer many opportunities with some of the land already owned by the town. In addition, overflow parking already exists across the street on town owned property.

Town Square Park could transform this space into an active area with uses programmed throughout the year. The area could serve as a central gathering space for community events and could serve as a regional destination with festivals, Farmer’s Market or movies on the lawn.

The proposed park includes an event lawn with temporary or permanent stage area, a splash pad with restrooms, shelters, playground, parking and sidewalks surrounding the park. The existing and successful donut shop is incorporated into the edge of the park in a new building. In addition, existing historic structures are incorporated into the park with

future retail use planned for when current owners sell. These retail uses would include outdoor seating fronting on the park. A multi-use trail would connect the park with the existing Georgetown Park and proposed greenway trail around the park and along the creek.

In addition to the park improvements, infrastructure improvements are proposed for streets

surrounding the park including on-street parking on the perimeter of the park. Decorative crosswalks would act as gateways into the downtown shopping district and alert motorists to pedestrians crossing the street. Proposed plantings and trees throughout the park would incorporate some much needed green space into this area along State Road 64.

TOWN SQUARE PARK COST ESTIMATE

| ITEM OF WORK | COSTS |
|-------------------------------------|----------------------------------|
| TOWN SQUARE PARK | \$1,000,000 - \$2,000,000 |
| MAIN STREET IMPROVEMENTS | \$200,000 - \$400,000 |
| TOWN PARKING LOT IMPROVEMENTS | \$10,000 - \$25,000 |
| TRAIL CONNECTION TO GEORGETOWN PARK | \$50,000 - \$100,000 |
| TOTAL | \$1,260,000 - \$2,525,000 |

FIRST STEPS

- Begin discussions with Town and surrounding property owners about goals for Town Square Park and garner public support
- Obtain design professionals to assist in public space design
- Determine town official to take on park programming or hire additional staff for this role
- Develop a schematic design with accurate project costs
- Fund raise
- Proceed with construction documents
- Construct Town Square Park

Map 5 - Town Square Park



Chapter 5 | Implementation - Buildings

REVITALIZE HISTORIC DISTRICT FACADES

GOAL

Revitalize the character of the downtown facades through appropriate building restoration and rehabilitation.

DESCRIPTION

The following focus building examples represent the potential impact of prioritized and incremental façade improvements throughout the downtown. Tackling projects of various magnitudes, with a range of incremental corresponding costs, show that everyone has an opportunity to participate in the improvements and revitalization of the downtown core area at some level. With potential opportunities to help defray the often overwhelming expense of maintaining and renovating an historic building, Georgetown can position itself to seek and take advantage of State grants and other funding. The resulting effects and energy generated from historic preservation provide the impetus for further improvements. Appropriate preservation and restoration work completed in accordance with established design guidelines and the Secretary of the Interior's Standards for Rehabilitation (<https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>) set good examples for other future projects to emulate. Georgetown has a wealth of remaining historic buildings that contribute to the Georgetown Historic District.

Ongoing maintenance of these resources and investment in improvements will serve the community well in its revitalization efforts.



9110 State Road 64 – The former Georgetown State Bank

Building Information

One of few turn-of-the-century traditional Indiana Main Street-type commercial buildings in Georgetown, this c.1909 two-story brick masonry

building with cast iron storefront retains much of its original character. Sitting prominently in the heart of the Georgetown Historic District, this structure is important as an anchor building for reestablishing the commercial core. Work completed by the Town of Georgetown in 2008 helped to stabilize the structure and begin the

restoration process. With adjacent parking to the east, the building is ripe for a new commercial use.



Chapter 5 | Implementation - Buildings



Context Photo - view of south elevation



Context Photo - view of east elevation



Context Photo - view looking northwest



Context Photo - Parking to the east of building



Bank building interior view - bank vault



Bank building interior view



Bank building interior view

Chapter 5 | Implementation - Buildings



Bank building front facade



Bank building front facade

9150 State Road 64 – The former Wolfe Hotel

Building Information

The former Wolfe Hotel is one of the oldest buildings in Georgetown. The building and garage are both listed as contributing to the Georgetown Historic District. Constructed in 1835 in the double-

pile style, the house retains much of its original form and details, however the front porch has been altered. Vacant for many years, the Wolfe Hotel is in dire need of substantial renovation.

The Wolfe Hotel is also located in the heart of the National Register district and serves as an

important piece of Georgetown's architectural and cultural history. The garage/outbuilding sited just off Mary Collins Lane (a named alley) and at the rear of the lot is also contributing to the district, is more utilitarian in form and style and most likely dates from a later period.



Chapter 5 | Implementation - Buildings



Wolfe Hotel - view looking northeast



Wolfe Hotel - view looking northwest



Wolfe Hotel - north elevation



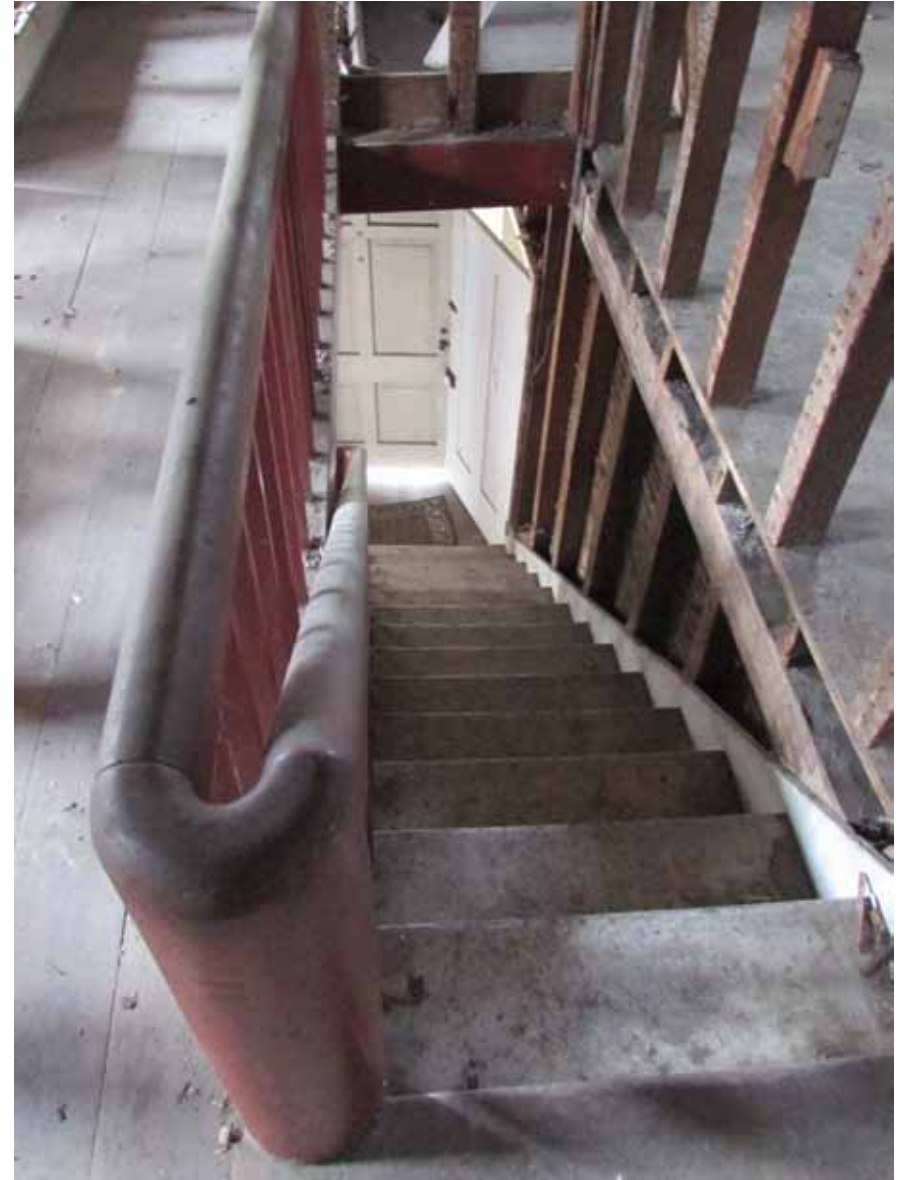
Wolfe Hotel Outbuilding



Wolfe Hotel Interior



Wolfe Hotel Exterior - front porch



Wolfe Hotel Interior - view down staircase

Chapter 5 | Implementation - Buildings

9161 (9155 in the Floyd County Inventory and Interim Report State Road 64

Building Information

The c. 1920 commercial building is contributing to the Georgetown Historic District and the

commercial fabric of the downtown core area. Constructed c.1920, this parapet front concrete block building is very simple in form with its stepped gable, but serves as a larger scaled commercial structure on the south side of State Road 64. The building has been well maintained

and has a nice visual presence on Main Street (SR 64). The two storefronts currently serve as The Piano Shop.





The Piano Shop - view looking west

Chapter 5 | Implementation - Buildings

REVITALIZE HISTORIC DISTRICT FACADES - OLD GEORGETOWN STATE BANK

GOAL

Renovate the Old Georgetown Bank building into a viable commercial space. Consider utilizing the upper floor for an apartment or expansion of the first floor commercial use.

DESCRIPTION

The Georgetown Bank is the one typical turn-of-the-century tradition commercial type

building remaining in the downtown core. This building has already seen stabilization efforts to secure its future as a prominent anchor in the downtown core. Utilize available funding and complete the exterior renovation of the building. The restoration would continue to serve as an exemplary example of appropriate restoration methods.

Providing accessible entrances for many of the buildings in the core presents challenges because of the sloping nature of the town. The

Georgetown Bank building provides an opportunity to take advantage of the adjacent vacant lot to construct an appropriate accessible ramp to a platform at the front door to access the main commercial space.

| | Renovation Item | Description | Probable cost |
|---|--|--|---------------|
| 1 | Masonry Repointing south and east walls | Minor areas require repointing. Complete work in accordance with Preservation Brief 2 | \$2,500 |
| 2 | Repair of wood storefront components | The existing wood storefront remains and is in fair condition. Replicated rotted or missing components and use epoxy consolidants to stabilize other areas. | \$12,000 |
| 3 | Restore historic door and replicate for west entry | Paint The original door with transom window above remain at the west entry. The window in the door has been replaced with a solid panel. | \$3,000 |
| 4 | Construct new accessible ramp with handrail | The existing entry access is challenging and in disrepair. Reconstructing the foundation and laying a new concrete slab may provide an opportunity to construct an access ramp to the east of the building up to a first floor level with stairs to the sidewalk and appropriate handrails. | \$5,000 |
| 5 | Replace existing second floor windows with new windows | The existing wood windows appear to be a later addition and based on the interior masonry openings they seem to be reduced in height. The recommendation would be to replace the existing wood windows a new wood window of an aluminum clad wood window with insulated glass with new windows matching the original size. (7 windows total east and south facades). Complete interior trim. | \$12,000 |
| 6 | Masonry repointing | The masonry has been recently repointed. Only minor areas are in need of work as general maintenance. | \$5,000 |
| 7 | Repaint cast iron storefront | The existing cast iron storefront was manufactured Mesker & Co. and remains in good condition. Cleaning, caulking and new paint is all that is required. A two color paint scheme is recommended to highlight features of the cast iron. | \$3,500 |
| 8 | Install new canvas awning | The storefront is south facing flooding the front commercial space with light and heat. The installation of a retractable canvas awning would provide the option of minimizing heat gain and would provide weather protection at the entry. | \$3,800 |

** Costs are general in nature and are not intended to represent a comprehensive scope of work or total cost.





Old Georgetown Bank recommended facade improvements

Chapter 5 | Implementation - Buildings

REVITALIZE HISTORIC DISTRICT FACADES - WOLFE HOTEL

GOAL

Undergo complete renovation of the existing frame Wolfe Hotel for its original intended use.

DESCRIPTION

The Wolfe Hotel has been left vacant for a number of years awaiting an ambitious owner willing to tackle a monumental, but achievable renovation. Much of the building's original character remains both on the interior and exterior. Later

porch work and repairs are somewhat clumsy. A more accurate restoration is encouraged for this significant façade along the SR 64 corridor.

A new building owner has begun the renovation process.

| | Renovation Item | Description | Probable cost |
|---|---|--|-----------------------|
| 1 | Masonry Repointing - chimneys | Chimneys are particularly susceptible to mortar deterioration. Freeze/thaw conditions and a significant amount of exposure on all sides make chimneys prone to mortar failure. Inspect all chimneys for mortar deterioration, spalling bricks and appropriate flashing. | \$2,500 |
| 2 | Install new roof system | Consider a wood shingle roof or metal standing seam roofing based on historical documentation. | \$18,000- \$25,000 |
| 3 | Restore original wood siding and trim replacing rotted, missing or damaged areas with new to match the original. Paint. | The original wood siding generally remains and can be used as a guide for areas required new materials. When repairs are complete and surfaces have been caulked and otherwise prepped, paint with a high quality exterior primer and finish coats of paint. | \$23,000 |
| 4 | Replace non-original porch columns. And construct appropriate balustrade (handrail). | The existing porch columns are replacements. Because of the significance of the porch as a design feature of the house, replace the columns with new wood columns or a molded fiber-glass reinforced polyurethane columns such as Fypon to replicate the original in scale and design based on historic photos and evidence. | \$6,500 |
| 5 | Restore windows. | The existing wood windows appear to be original and are in fair to poor condition. They are unique in that they are double hung in a 9/6 configuration. These are a significant historic feature. Great care should be taken to restore the windows back to a like new condition retaining as much historic fabric as possible. Restore interior and exterior window trim and paint. | \$12,000 |
| 6 | Remove parapet and shed roof at west end, one story portion of the building. | The parapet and shed roof are in disrepair and are an awkwardly attached and configured element. Review historic photographs and reconstruct south portion of the front facade | \$8,000 |
| 7 | Rebuild and repoint masonry foundation at porch and house (south façade) | The masonry is in fair condition, yet is failing in particular areas. Assess condition and rebuild and repoint masonry with like materials and in accordance with Preservation Brief 2 | \$2,500 |
| 8 | Replace floor at upper and lower porches. | The existing flooring is inconsistent and warping in many locations. Restore floor to original condition utilizing materials consistent with the period of construction or better - tongue-in-groove, generally. | \$10,000 |
| 9 | Restore original entry doors first and second floors (3). | Doors appear to be original recessed flat, six-panel doors. New hardware will be required. Consider restoration hardware companies for replacement hardware. | \$7,500 |

** Costs are general in nature and are not intended to represent a comprehensive scope of work or total cost.



Old Wolfe Hotel recommended facade improvements

Chapter 5 | Implementation - Buildings

REVITALIZE HISTORIC DISTRICT FACADES - PIANO STORE

GOAL

Renovate particular façade assets and incorporate updated features to provide accessible entrances.

DESCRIPTION

The Piano Shop is a vibrant business adding to the commercial character of the core of Georgetown. The building is simple in design and has little adornment. It has been well maintained and is classified as a contributing building to the national register historic district. Currently the business entries are elevated from the sidewalk level by three steps and have no handrails. Recommended improvements include providing accessible entrances, returning upper level windows to a more traditional historic appearance, and introducing awnings and signage to enhance the building's character.

| | Renovation Item | Description | Probable cost |
|---|--|---|-----------------|
| 1 | Introduce a cornice embellishment or feature. | The cornice is a stepped gable with a center, low-profile center apex. The addition of a flag or other feature will draw attention to the building at street level and from a distance. | \$500 |
| 2 | Repaint masonry. | While in good condition, the repainting of the façade in a new color scheme will freshen and update its appearance. | \$5,000 |
| 3 | Install new projecting signs on decorative support arms. | The building has a projecting sign but it has been placed low on the façade. Consider its reuse and installation on a new decorative bracket located higher on the façade. Add a second projecting sign for the second storefront. | \$2,000 |
| 4 | Construct new accessible ramp with handrail (2). | The existing entry access is fine, but with no handrails is difficult for certain individuals to negotiate. Construct a simple ramp system with entry platform and handrails. | \$5,500 |
| 5 | Install new light fixtures (2). | The evening character of a streetscapes is much improved through the use of lighting – both of the display window and with exterior light fixtures. The installation of two light fixtures, one at each entry, will illuminate the entrances and provide a soft ambience to the façade. Consider façade lighting at each entrance and possibly above the awnings. | \$2,000 |
| 6 | Install new awnings. | The existing maroon awnings provide a nice punch of color on a relatively plain façade. Consider enlarging the awning size to protect display windows and entrances. Use graphics on the awnings that represent the business (black and white piano keys along the awning skirt, as an example) to add an element of creativity and interest. | \$6,000 |
| 7 | Relocate surface conduit and panels | Utilities and conduit mounted to the face of a building, particularly a primary façade can be unsightly. Relocate panels to non-pedestrian sides of the building. Remove surface conduit and bury within the building or along an edge where it is less visible. | \$1,000-\$3,000 |
| 8 | Replace existing entry doors. | The entry is the first introduction to your business. Consider a new full light wood or fiberglass door that can be painted to add a bit of color and interest. Use nice, secure hardware that is easy to operate and meets accessibility requirements. | \$3,800 |
| 9 | Add painted windows signs | The storefront display window is an ideal location to present your business logo or business name. Avoid too much information and lots of “words” that give the sign confusing. Keep it simple is best. | \$800 |

** Costs are general in nature and are not intended to represent a comprehensive scope of work or total cost.



The Piano Shop recommended facade improvements

Chapter 5 | Implementation - Buildings

REVITALIZE HISTORIC DISTRICT FACADES - COMMERCIAL BLDG.

GOAL

Show how even minor updates and façade improvements can change the character of a streetscape.

DESCRIPTION

This small commercial building next to the Piano Shop appears to be utilized for storage. This type of use offers little vibrancy to the streetscape. While the building is well maintained and currently in use, a use such as a small shop of local eatery or downtown coffee shop would be ideal for a building of this size.



| | Renovation Item | Description | Probable cost |
|---|--|--|-----------------|
| 1 | Remove wood shed canopy and extend masonry façade. | The building façade currently has a projecting wood canopy. Removal of the dated shed canopy and extending the masonry façade to just above the rear gable line would create more of a traditional storefront appearance. | \$2,000 |
| 2 | Introduce a metal canopy of canvas shed awning. | The use of an awning or canopy has been used for centuries to protect the entrance from whether. Consider the introduction of a canvas awning or a more contemporary metal canopy at the entrance. A permanent canopy would allow the use of a recessed light fixture to wash light down onto the entry. | \$1,500-\$3,000 |
| 3 | Install new wall mounted sign. | The building is currently void of any signs. The upper façade would be a great place to introduce an individual letter sign or maybe even something in neon. As a contemporary building, this is a good place to design something creative but in keeping with the historic district. A clever business logo as a window sign would add interest for the pedestrian. | \$2,000 |
| 4 | Provide handrails at the entrance. | The existing entry access is fine, but with no handrails is difficult for certain individuals to negotiate. Adding handrails make the entrance more customer friendly. | \$5,500 |
| 5 | Install new light fixtures (2). | The addition of two upper façade light fixtures provide up and down lighting would help to illuminate the sidewalk and the building. | \$800 |
| 8 | Replace existing entry door. | The entry is the first introduction to your business. Consider a new full light wood or fiberglass door that can be painted to add a bit of color and interest. Use nice, secure hardware that is easy to operate and meets accessibility requirements. | \$1,500 |

** Costs are general in nature and are not intended to represent a comprehensive scope of work or total cost.



Commercial building recommended facade improvements

Chapter 5 | Implementation

| GOAL/OBJECTIVE: Design/Infrastructure | TIMELINE | COST | FUNDING SOURCE | RESPONSIBLE ENTITY |
|---|------------|--|-----------------------------|------------------------------|
| Improve Main Street Improvements and Amenities | | | | |
| Begin discussions with surrounding property owners about goals and vision for downtown Georgetown and garner public support | Short-term | \$0 | N/A | Town, Destination Georgetown |
| Commission a design team to assist in conceptual and schematic design and prepare detailed cost opinions | Short-term | +/-2% of anticipated construction budget | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Identify available Town funds and procure necessary funding to commence design development and construction documents | Mid-term | \$0 | N/A | Town, Destination Georgetown |
| Commission a design team to prepare design and construction documents | Mid-term | +/-8% of anticipated construction budget | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Construct street improvements | Mid-term | \$ 1.5 million | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Begin attracting more downtown businesses and residents | Long-term | \$0 | N/A | Town, Destination Georgetown |
| Develop Greenway Trail around Georgetown Park | | | | |
| Begin discussions with surrounding property owners about goals for trail and garner public support | Short-term | \$0 | N/A | Town, Destination Georgetown |
| Commission a design team to assist in conceptual and schematic design and prepare detailed cost opinions | Short-term | +/-2% of anticipated construction budget | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Identify available Town funds and procure necessary funding to commence design development and construction documents | Mid-term | \$0 | N/A | Town, Destination Georgetown |
| Commission a design team to prepare design and construction documents | Mid-term | +/-8% of anticipated construction budget | Local Funds, Grants, Donors | Town, Destination Georgetown |

| GOAL/OBJECTIVE: Design/Infrastructure | TIMELINE | COST | FUNDING SOURCE | RESPONSIBLE ENTITY |
|---|-----------------|--|-----------------------------|------------------------------|
| Construct greenway trail around Georgetown Park | Mid-term | \$200,000 | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Develop Greenway Trail along Georgetown Creek | | | | |
| Begin discussions with surrounding property owners about goals for trail and garner public support | Short-term | \$0 | N/A | Town, Destination Georgetown |
| Commission a design team to assist in conceptual and schematic design and prepare detailed cost opinions | Mid-term | +/-2% of anticipated construction budget | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Identify available Town funds and procure necessary funding to commence design development and construction documents | Mid-term | \$0 | N/A | Town, Destination Georgetown |
| Commission a design team to prepare design and construction documents | Mid-term | +/-8% of anticipated construction budget | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Construct greenway trail around Georgetown Park | Mid-term | \$300,000 | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Create Downtown Park | | | | |
| Begin discussions with surrounding property owners about goals for trail and garner public support | Short-term | \$0 | N/A | Town, Destination Georgetown |
| Commission a design team to assist in conceptual and schematic design and prepare detailed cost opinions | Mid-term | +/-2% of anticipated construction budget | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Identify available Town funds and procure necessary funding to commence design development and construction documents | Mid-term | \$0 | N/A | Town, Destination Georgetown |

Chapter 5 | Implementation

| GOAL/OBJECTIVE: Design/Infrastructure | TIMELINE | COST | FUNDING SOURCE | RESPONSIBLE ENTITY |
|--|-----------------|--|---|------------------------------|
| Commission a design team to prepare design and construction documents | Mid-term | +/-8% of anticipated construction budget | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Construct new downtown park | Mid-term | \$300,000 | Local Funds, Grants, Donors | Town, Destination Georgetown |
| Discuss building improvements and create new retail space in existing structures | Long-term | T.B.D. | Grants, Private Investment, Local Funds | Property owners |
| GOAL/OBJECTIVE: Buildings | | | | |
| Optimize Funding for Downtown Building Restoration | | | | |
| Offer workshops and individual consultation to provide information and facilitate communication regarding opportunities through the local matching grant program, OCRA Grants, MSRP Grants, Historic Tax Credits, etc. | Short-term | \$0 | Multiple | Town, Destination Georgetown |
| Evaluate program success and identify target improvement areas | Ongoing | \$0 | N/A | Town |
| Develop an awards program or newspaper article celebrating success grant projects | Short-term | \$0-\$1,500 | Local Funds, Grants | Town, Destination Georgetown |
| Apply for OCRA MSRP Facade Improvement Grant | Short-term | \$125,000-\$250,000 local match | Local Funds, Grants, Private Investment | Town, Destination Georgetown |

| GOAL/OBJECTIVE: Buildings | TIMELINE | COST | FUNDING SOURCE | RESPONSIBLE ENTITY |
|---|-----------------------|-------------------------|---------------------------------|------------------------------|
| Implement Design Guidelines for the Historic District | | | | |
| Launch Facade Grant program and companion Design Guidelines | Short-term | N/A | N/A | Town |
| Evaluate Facade Grant Program and companion Design Guidelines | Short-term - On-going | Budget based on project | Local Funds, Private Investment | Town |
| Adopt ordinance incorporating Design Guidelines for the Downtown Historic District | Medium-term | N/A | N/A | Town |
| Develop an information series to educate the public about Design Guidelines | Short-term | \$0-\$500 | Local Funds, Sponsorships | Destination Georgetown |
| | | | | |
| Revitalize Downtown Facades | | | | |
| Seek the assistance of a grant writer to educate the Town regarding grant requirements and prepare the Letter of Intent | Short-term | \$5,000 - \$7,000 | Local Funds | Town, Destination Georgetown |
| Hire an architect familiar with the MSRP grant process and design requirements | Short-term | \$12,000 - \$15,000 | Local Funds | Town |
| Apply for OCRA MSRP Facade Improvement Grant | Short-term | See Above | | |
| | | | | |

Chapter 5 | Implementation

| GOAL/OBJECTIVE: Economic Development | TIMELINE | COST | FUNDING SOURCE | RESPONSIBLE ENTITY |
|--|-----------------|---------|--------------------|---|
| Encourage Local Entrepreneurs | | | | |
| Review zoning policies to encourage entrepreneurs | Short-term | N/A | N/A | Town |
| Help existing businesses grown | Short-term | N/A | N/A | Town, Destination Georgetown |
| Simplify and promote existing business start-up programs | Short-term | N/A | N/A | Town |
| Form a Local Investment Group | | | | |
| Approach potential investors to share downtown vision and gauge their interest | Short-term | N/A | N/A | Town, Destination Georgetown, Floyd County Redevelopment Commission |
| Contact people from case studies to learn about structuring the group | Short-term | N/A | N/A | Town, Destination Georgetown |
| Research supplementary funding and support | Short-term | N/A | N/A | Town |
| Acquire Property | Short-/mid-term | Unknown | Private Investment | Private Investors |

MAIN STREET STATUS

Destination Georgetown is a newly formed Indiana Main Street community. The group has started monthly meetings. Its volunteer leader is Ryan Janes.

Members of the group have been instrumental in forming the plan and they will be key players in implementing it. The group has met with the consulting team about how to work toward the plan's goals.



REVISIONS TO EXISTING PLANS AND REGULATIONS

As detailed in the projects above, some legislation action by the mayor and city council will be needed to set the stage for downtown revitalization. In fact, these actions are key to removing barriers and creating the incentives needed to launch key projects such as encouraging downtown housing.

FUNDING SOURCES

An updated list of possible funding sources is included in the Appendix of this report.



MECHANISMS FOR EVALUATING AND UPDATING

Once a plan is adopted, the process still isn't over. It takes political will, resources and accountability to implement a downtown revitalization plan. Without effective implementation, all the efforts of the planning process are essentially wasted.

To keep that energy going, one of the most important things town leaders can do now is to schedule a regular review of how things are going and determine if changes are needed. That process will ensure the plan remains a living document, changing and growing along with the community.

APPENDICES



Appendix A | Architectural Glossary

ARCHITECTURAL TERMS

ANCHOR: A metal clamp that prevents masonry from bulging, often decorative in appearance such as stars.

ARCH: A curved and sometimes pointed structural member used to span an opening. Types include: flat, Tudor, pointed, segmental, etc.

BAND: Any flat horizontal member that projects slightly from the surface of which it is a part; often used to mark a division in a wall.

BEAM: Principal horizontal structural member, primary function to carry loads such as floor joists or rafters.

BRACKETS: Projecting support members found under eaves or other overhangs; may be plain or decorated.



Porch bracket

BRICK: A usually rectangular building or paving unit made of fired clay.

HEADER: Bricks laid with their short end toward the face of a wall in a horizontal position.

STRETCHER: Bricks laid with their long end toward the face of a wall in a horizontal position.

CAPITAL: The upper decorated portion of a column or pilaster on which the entablature rests.

CLADDING: Exterior wall coverings.

COPING: The protective uppermost course of a wall or parapet; projects beyond the wall surface to direct rain away from the building. Materials include: clay tile, stone, concrete or metal.

CORBEL: A series of projecting masonry units, each stepped out further than one below it; most often found on walls and chimney stacks.

CORNICE: The projection at the top of a wall; the top course or molding of a wall when it serves a crowning member. Also refers to the upper projection of the entablature in classical architecture.

COURSE: A horizontal row of brick, stones or other masonry units.



Stretcher Brick Coursing



Corbels at spires and tower base

DENTIL: Small square blocks found in a series on many cornices, moldings, etc.

EAVE: The portion of the roof which projects beyond the walls.

EGG AND DART: An egg-shaped ornament alternating with a dart-like ornament used on a decorative band.

FAÇADE: The principal face or front elevation of a building.



Georgetown Bank building facade

FENESTRATION: The arrangement of windows and other exterior openings on a building.

HOOD: A protective and sometimes decorative cover found over doors, windows, etc.

KEystone: A wedge shape stone found at the center of an arch.

KICKPLATE: Material at the bottom of a storefront or door. Used as a decorative element and/or to protect glass from being “kicked”.

LINTEL: A horizontal structural member that supports a load over an opening; usually made of wood, stone or steel; may be exposed or obscured by wall covering.

MORTAR: A mixture of plaster, cement or lime with a fine aggregate and water; used for pointing and bonding bricks or stones.



Mortar at Georgetown Bank



Arched hood over entry door



Kickplate

Appendix A | Architectural Glossary

PARAPET: A low wall or protective railing; often used around a balcony, or along the edge of a roof.

PEDIMENT: A triangular or curved ornament above a window, door or other element.

PILASTER: A rectangular column or shallow pier attached to a wall; quite frequently decorated to represent a classical column.

QUOINS: The treatment of masonry joints by removing deteriorated mortar and filling in with a new mortar.

REPOINTING: The treatment of masonry joints by removing deteriorated mortar and filling in with a new mortar.

STOREFRONT: The front wall of the commercial space usually with large expanses of glass and the primary building entrance.



Curved pediment at window head



Contemporary storefront

WINDOW TERMS:

COUPLED: Two closely spaced windows that function independently but visually form a pair.

DOUBLE-HUNG: A window with two sashes, each movable.

FIXED: A fixed frame window that does not open.

MULLION: The vertical bar between coupled window of multiple windows.

MUNTIN: One of the thin strips of wood used for holding panes of glass within a window.

ORIEL: A projecting bay window in an upper story of a building.

PANE: A single piece of window glass. Synonym: Light

SASH: The glass and framework of a window. May be moveable or fixed.

SIDELIGHT: A long fixed sash located beside a door.

TRANSOM: A small window above a door or other window.



Double hung sash with muntins



Gothic stained glass window



Door with transom window

Appendix B | Architectural Styles

Greek Revival

Period of Popularity: 1810's-1860's

Stylistic Identifiers: Gable or hipped low pitched roof; cornice emphasized by wide band of trim, often wrapping corners; detailing representative of classical architecture (cornice, frieze, architrave); often porches (or pilasters) with square or round columns with Doric style capitals.



Wolfe Hotel with classic Greek Revival features – original porch columns now lost

Gothic Revival

Period of Popularity: 1830's-1870's

Stylistic Identifiers: Steeply pitched roofs; often cross gables decorated with trim; pointed arch windows, sometimes with stained glass; prominent feature window, often centered in the gable end; one story porches with tracery trim; asymmetrical floor plans; often very picturesque.



This home has characteristics of both Greek and Gothic Revival styles

Italianate

Period of Popularity: c. 1850 – late 1880's

Stylistic Identifiers: Generally 2 or 3 stories, low pitched roof, often hipped; wide overhang-

ing eaves with decorative trim and large supporting detailed brackets; tall narrow windows, often with a decorative window hoods; elaborate wrap-around or entry porches, sometimes multiple

porches, with ornamental embellished columns, usually capped with decorative brackets.



Note the overhanging eaves and detailed brackets at the porch

Appendix B | Architectural Styles

Queen Anne

Period of Popularity: c. 1880's – 1900's

Stylistic Identifiers: Irregular roof forms, often steeply pitched; Dominant front facing gable; often multiple gables or dormers; often with a feature roof form such as a tower or corner turret with a conical, hexagonal, or uniquely shaped roof sometimes capped with an ornamental metal finial; often the hallmark intricately patterned shingles or cut shapes for siding creating unusual texture; large feature picture windows with transoms – sometimes leaded or stained glass; Partial, full width or wrap-around porches – generally one story.



This Queen Anne has the classic corner turret

Craftsman

Period of Popularity: c. 1880's – 1900's

Stylistic Identifiers: Low pitched gable roof with large projecting overhanging eaves; exposed rafters, often with decoratively cut rafter tails; large supporting decorative brackets giving a sense of massiveness; usually an intersecting front facing dormer either with a shed or low-pitched gable roof; front or corner porches with tapered (or battered) wood columns or large square masonry columns; often a multi-lite upper sash and single lite lower sash; often a bay window in location of dining room; feeling of hand-crafted stone or woodwork; often mixed materials – stone, brick, wood or shingle siding.



Note the low sloped roof and front facing dormer

English Cottage

Period of Popularity: c. 1920's- 1950's

Stylistic Identifiers: Parallel with the Colonial Revival movement; inspired by the romantic English countryside; usually one-and-one half to two stories; steeply pitched, cross-gabled roof form; prominent chimneys, often with chimney pots; asymmetrical in form; mixture of stone and masonry and sometimes half timbering with stucco; relatively tall windows, often casement and multi-lite separated by slender wood or lead muntins; windows are often grouped in larger public spaces (living/dining/kitchen spaces).



This cottage has the characteristic large chimney and steeply gabled roof form

Art Moderne

Period of Popularity: c. 1920's- 1950's

Stylistic Identifiers: Often flat roof forms; smooth wall surfaces (stucco, smooth-faced stone or masonry or metal); often a display of colorful features or decorative horizontal banding; forms are simplified and streamlined, generally asymmetrical in plan; often horizontal in overall appearance; casement, corner or ribbons of grouped windows forming horizontal bands; metal features such as decorative handrails; sometimes glass block for windows and walls – often built into curved walls; use of neon lighting for accents and signs.



Classic Art Moderne features include the smooth surfaces, rounded corners and horizontal multiple bands

Appendix C | Funding Sources

FUNDING SOURCES

Indiana Housing and Community Development Authority (IHCD): COMMUNITY LOANS:

<http://www.in.gov/ihcda/2374.htm>

Community Development Financial Institution (CDFI) provides capital, credit, and financial services to markets and populations that are underserved by traditional financial institutions. Communities can rebuild their physical environments and help businesses create jobs by accessing the capital and services of a CDFI.

CDFIs provide a unique range of financial products and services in economically distressed target markets, including mortgage financing for low-income and first time homebuyers and nonprofit developers, flexible underwriting and risk capital for community facilities, and technical assistance, commercial loans and investments to start-up or expanding businesses in low-income areas.

In order to capitalize better places and brighter futures, the Community Investment Fund of Indiana, Inc. (CIFI) provides development services and loans in qualified investment areas and to low income individuals that lack access to financial products or services throughout the state. Its purpose is to generate positive change by increasing financial and social capital flows across the state by

directly financing projects, assisting in leveraging additional capital, and facilitating access to program services. CIFI's primary customers are individuals, businesses, not-for-profit organizations, community service providers and affordable housing developers.

Small Business and Entrepreneurship Development

<http://www.in.gov/ihcda/2351.htm>

Community Enhancement and Economic Development (CEED) Loan Program

The Community Enhancement and Economic Development Loan Program (CEED) is the State of Indiana's loan program under the Section 108 Loan Guarantee Program (24 CFR 570, subpart M). CEED provides communities with a source of loan financing for economic development, housing rehabilitation, public facilities, and other large-scale projects.

Eligible applicants include all non-entitlement Local Units of Government (including Counties) in Indiana. Funds may be used by the Local Unit of Government or lent to another public or private entity (e.g. for profit or nonprofit housing developer, an operating business) that will undertake an eligible activity.

Activities eligible for CEED financing include:

- Economic development activities eligible under CDBG;

- Machinery and Equipment;
- Acquisition of improved or unimproved real property in fee or by long-term lease, including acquisition for economic development purposes;
- Site preparation, including construction, reconstruction, installation of public and other site improvements, utilities or facilities (other than buildings), or remediation of properties with known or suspected environmental contamination;
- Clearance, demolition, and removal, including movement of structures to other sites and remediation of properties with known or suspected environmental contamination of buildings and improvements on real property acquired or rehabilitated;
- Payment of interest on the guaranteed loan and issuance costs of public offerings; and
- Payment of issuance, underwriting, servicing, trust administration and other costs associated with private sector financing of debt obligations.

Business Expansion and Entrepreneurship Development (BEED) Program

In 2010, after recognizing the need for more microenterprise opportunities throughout the state, IHCD created the Business Expansion and Entrepreneurship Development (BEED) Program, with the primary goal of assisting and fostering microenterprise development through community lending.

Pairing business counseling with financial assistance, the BEED program loans business up to \$10,000 for start-ups and \$25,000 to expand existing businesses. The BEED program may be paired with the Individual Development Account (IDA) matched savings program as well.

IHCDA currently works with several community action agencies around the state, serving micro-entrepreneurs in 57 of Indiana's 92 counties. To apply contact Marilyn Warren mwarren@casi1.org

HOME INVESTMENT PARTNERSHIP PROGRAM

<http://www.hud.gov/offices/cpd/affordablehousing/programs/home/>

The HOME Investment Partnerships Program (HOME) provides formula grants to States and localities that communities use - often in partnership with local nonprofit groups - to fund a wide range of activities including building, buying, and/or rehabilitating affordable housing for rent or homeownership or providing direct rental assistance to low-income people. HOME is the largest Federal block grant to state and local governments designed exclusively to create affordable housing for low-income households.

HOME funds are awarded annually as formula grants to participating jurisdictions (PJs). The program's flexibility allows States and local governments to use HOME funds for grants, direct loans, loan guarantees or other forms of credit

enhancements, or rental assistance or security deposits.

INDIANA ARTS COMMISSION (IAC)

<http://www.in.gov/arts/grant&programguidelines.htm>

The Indiana Arts Commission is an agency of State Government funded by the Indiana General Assembly and the National Endowment for the Arts, a federal agency. The Arts Commission advocates arts development opportunities across the state, and stewards effective use of public and private resources for the arts. It stimulates public interest in, and participation with, Indiana's diverse arts resources and cultural heritage. The Arts Commission works to enhance public awareness of the arts, life-long learning opportunities, and arts education programs.

Arts Operating Support III (AOS III) / Multi-Regional - The Arts Operating Support III (AOS III) program provides two years of operating support for the ongoing artistic and administrative functions of eligible arts organizations that provide quality arts and cultural activities on a statewide or multi-regional basis, with special attention to underserved communities.

Regional Initiative Grant Program - The Regional Initiative Grant Program includes Arts Operating Support grants and Arts Project Support grants.

Arts Operating Support - The AOS grant is a Regional Initiative Grant that provides annual operating support for ongoing artistic and administrative function of eligible arts organizations that provide quality arts activities with special attention to underserved communities.

Arts Operating Support III/Multi-Regional - The AOSIII/Multi-Regional program will provide annual operating support for the ongoing artistic and administrative functions of eligible arts organizations that provide quality arts on a statewide or multi-regional basis, with special attention to underserved communities.

Arts Project Support (APS) - The APS grant is a Regional Initiative Grant that provides arts project support for eligible organizations (arts or non-arts organizations). This is designed to support new and existing arts projects and activities produced or presented by eligible organizations to provide general public access to quality arts and cultural activities, with special attention to underserved communities.

Indiana Masterpiece -The Indiana Masterpiece program, in partnership with the Indiana Bicentennial Commission <http://in.gov/ibc/> was launched in Indiana's Bicentennial year as an ongoing, legacy gift to the citizens of Indiana. Activities showcase the state's arts history and prominent figures in order to highlight our rich cultural heritage and those who created it. The program

Appendix C | Funding Sources

is designed to fund and support eligible projects that are of high artistic merit, impact, and educational value, and are publicly accessible to a broad audience.

Regional Arts Partner Grant Program – In collaboration with the IAC, the Regional Arts Partner program exists to promote and expand participation in the arts in Indiana. It provides broad local access to arts services and funding opportunities throughout the State of Indiana. Services include, but are not limited to, information and referral, technical assistance, and regranting of state and federal funds.

Arts Midwest Touring Fund – With funding provided in part by the IAC, Arts Midwest offers grants directly to presenting organizations (organizations that book artists to perform in their venues). Funded engagements feature public performances and community engagement activities by professional touring artists that reach underserved audiences and foster exchanges between artists and Midwest communities.

INDIANA DEPARTMENT OF NATURAL RESOURCES

Historic Preservation Fund

<http://www.in.gov/dnr/historic/3671.htm#hpf>

Each year, the DHPA receives funding under the Historic Preservation Fund (HPF) Program, which is administered by the U.S. Department

of the Interior, National Park Service. The HPF Program helps to promote historic preservation and archaeology in Indiana by providing assistance to projects that will aid the State in meeting its goals for cultural resource management.

Under the HPF matching grants program, grant awards are made in three project categories: Architectural and Historical, Archaeological, and Acquisition and Development. Architectural and Historical projects include: National Register nominations for eligible historic districts; public education programs and materials relating to preservation, such as workshops, training events, publications, and brochures; feasibility studies, architectural and engineering plans, and specifications for the rehabilitation and/or adaptive reuse of National Register-listed properties; historic structure reports for National Register-listed properties; and historic context studies with National Register nominations for specific types of historic resources.

Acquisition and Development projects include the preservation, rehabilitation, restoration, and acquisition of National Register-listed properties. This category is often referred to as “bricks and mortar money,” and is used to help save buildings and structures that are severely threatened or endangered. Note that properties not listed in the National Register are not eligible to receive federal HPF funds.

Residential Historic Rehabilitation Credit

<http://www.in.gov/dnr/historic/3679.htm>

An adjusted gross income tax credit is available for the rehabilitation of historic residential property. The qualified expenditures for preservation or rehabilitation of the historic property must exceed \$10,000. The tax credit is equal to 20 percent of the qualified expenditures that the taxpayer makes for the preservation or rehabilitation of the historic property.

A taxpayer qualifies for the credit if all of the following conditions are met:

1. The historic property is located in Indiana, is at least 50 years old, and is owned by the taxpayer.
2. The historic property is listed in the Indiana Register of Historic Sites and Structures.
3. A proposed preservation or rehabilitation plan complies with the Secretary of the Interior’s Standards for the Rehabilitation of Historic Properties.
4. The preservation or rehabilitation work that is subject to the credit substantially complies with the preservation or rehabilitation plan consistent with Secretary of the Interior’s Standards for the Rehabilitation of Historic Properties.
5. The preservation or rehabilitation work is completed in not more than two years, or five years if the preservation or rehabilitation plan indicates that the preservation or rehabilitation is initially planned for comple-

tion in phases.

6. The historic property is principally used and occupied by the taxpayer as the taxpayer's residence.

For questions regarding the tax credit programs, please contact David Duvall at (317) 232-1635 or dduvall@dnr.IN.gov.

Federal Rehabilitation Investment Tax Credit Program

<http://www.in.gov/dnr/historic/3680.htm>

The federal government offers Income tax credits for privately owned and funded historic preservation activities. The Rehabilitation Investment Tax Credit (RITC) equals 20% of rehabilitation costs for qualified work at income-producing properties that are certified historic buildings. Eligible properties include commercial buildings, factories, or even old houses but they must be income producing, such as rental properties.

A taxpayer should claim the federal tax credit in the tax year during which the building (or phase of project) is placed in service. The program permits carryover of unused credit to subsequent tax years. The Indiana RITC is also limited to a maximum credit of \$100,000 per project. The taxpayer has up to 30 months following the claim of a federal tax credit to complete the certification that the project meets the Secretary of the Interior's Standards. However, the Part 1 application, Determination of Eligibility, must have been submitted prior to filing the credit claim. The

program requires that the completed project be certified as complete before a tax claim may be submitted.

For questions regarding the tax credit programs, please contact David Duvall at (317) 232-1635 or dduvall@dnr.IN.gov.

The Land & Water Conservation Fund (LWCF)

<http://www.in.gov/dnr/historic/3680.htm>

The Indiana Finance Authority offers several financial programs and incentives to businesses, manufacturing facilities and communities.

Indiana Brownfields Program <http://www.in.gov/ifa/brownfields/index.htm>

The Indiana Brownfields Program encourages and assists investment in the redevelopment of brownfield properties by helping communities via educational, financial, technical and legal assistance to identify and mitigate environmental barriers that impede local economic growth.

State Revolving Fund Loan Programs <http://www.in.gov/ifa/srf/index.htm>

The State Revolving Fund (SRF) Loan Programs provide low-interest loans to Indiana communities for projects that improve wastewater and drinking water infrastructure.

Tax-Exempt Bond Programs <http://www.in.gov/ifa/2342.htm>

The IFA is authorized to issue tax-exempt bonds, which lower the cost of financing for manufacturing projects, health care facilities, private institutions of higher education and certain other qualified projects. In order to qualify for tax-exempt financing, an applicant that is not a 501(c)(3) must first be awarded "Volume Cap." Indiana is allotted annually a specific amount of Volume Cap that may be awarded to qualified applicants for the purpose of issuing tax-exempt bonds.

Tax-exempt bonds are often structured similarly to a term loan or mortgage, and the interest rates vary based on the company's financial situation, credit enhancements, method of sale of bonds and the current market.

Volume Cap Program (prerequisite for tax-exempt financing through IFA)

The IFA awards Volume Cap to applicants within Indiana's allotted capacity to issue tax-exempt private activity bonds. Volume Cap is competitively awarded based on jobs created and/or retained, wages, capital investment, project location, dedication to low-income housing and other factors. A borrower who is not a 501(c)(3) must be awarded Volume Cap before issuing bonds through the IFA.

Appendix C | Funding Sources

Large Bond Program (for lower-interest borrowing of amounts more than \$3M)

Applicants who need to issue more than \$3 million in bonds can utilize the IFA through this program. Also known as Industrial Revenue Bonds (IRBs) or Industrial Development Bonds (IDBs), these private activity bonds are issued by state or local government entities for the benefit of a private company.

Small Bond Program (for lower-interest borrowing of amounts \$3M or less)

Applicants who need to issue \$3 million or less in bonds can utilize the IFA's Small Bond Program. The bonds can be used for costs related to manufacturing, agriculture and nonprofit organizations such as charter schools.

INDIANA LANDMARKS

<https://www.indianalandmarks.org/resources/grants-and-loans/>

Application forms for Indiana Landmarks' financial programs are easy to complete and may be submitted at any time unless otherwise noted. Also unless otherwise indicated, your first stop in the application process is the Indiana Landmarks regional office that serves your county:

SOUTHERN REGIONAL OFFICE

115 West Chestnut Street
Jeffersonville, 47130
812-284-4534

Greg Sekula, Director
gsekula@indianalandmarks.org

Laura Renwick, Community Preservation Specialist
lrenwick@indianalandmarks.org

EFROYMSON FAMILY ENDANGERED PLACES GRANTS

Indiana Landmarks awards Efroymsen Family Endangered Places Grants to nonprofit organizations for professional architectural and engineering studies and restoration cost estimates—often the first step in saving a historic structure—as well as for organizational development. The grants may not be used for brick-and-mortar restoration work.

The grants offer a favorable four-to-one matching requirement—four dollars from Indiana Landmarks matches each local cash dollar up to 80% of the total project cost or a \$2,500 maximum or \$3,500 for affiliate organizations. For more information, contact the Indiana Landmarks Southern Regional office.

EFROYMSON FAMILY ENDANGERED PLACES LOANS

Nonprofit preservation organizations may apply to Indiana Landmarks for Endangered Places loans to buy and/or restore historic properties. The loans have a \$75,000 limit and low-interest terms for the first three years. The recipient of a loan must attach Indiana Landmarks' protective covenant to the property deed.

In making loan decisions, we give special consideration to projects that will save buildings listed in or eligible for the National Register of Historic Places or located in a National or State Register historic district.

For more information, contact the Indiana Landmarks Southern Regional office.

AFRICAN AMERICAN HERITAGE GRANTS

Indiana Landmarks' African American Landmarks Committee awards grants ranging from \$500 to \$2,500 to assist nonprofit organizations in the preservation and promotion of historic African American properties. The grants may be used for a variety of purposes: organizational development, architectural or engineering studies, or programs promoting preservation, interpretation, or visitation of a historic African American place.

We make the grants on a four-to-one matching basis, funding 80% of the total project cost up

to \$2,500, whichever is less. You may submit a grant application at any time after first consulting with Mark Dollase, Vice President of Preservation Services, 800-450-4534, 317-639-4534, or mdollase@indianalandmarks.org.

HISTORIC PRESERVATION EDUCATION GRANTS

Indiana Landmarks and the Indiana Humanities Council annually make grants up to \$2,000 for educational projects related to historic properties in Indiana. Eligible projects include lectures, workshops, conferences, production of audio-visual materials, heritage and cultural tourism programs, and educational publications. Proposals for Heritage Preservation Education Grants are generally due by the end of February. Completed applications are due in April, and awards are announced in May. <http://indianahumanities.org/about-grants>

For more information, contact Suzanne Stanis, Director of Heritage Education and Information, 317-639-4534 or 800-450-4534 or sstanis@indianalandmarks.org.

EFROYMSON FAMILY ENDANGERED PLACES ACQUISITIONS

To save vacant and endangered buildings, Indiana Landmarks sometimes buys the place. We attach protective covenants to the property's deed when we resell to a buyer who agrees to restore the landmark within a specified time. When the property sells, the revenue returns to

our Endangered Places fund.

For more information, contact the Indiana Landmarks Southern Regional office.

INDIANA OFFICE OF COMMUNITY AND RURAL AFFAIRS

Historic Renovation Grant Program

<http://www.in.gov/ocra/2721.htm>

The State of Indiana has replaced its former State Investment Tax Credit program with the Historic Renovation Grant Program, to preserve and rehabilitate historic properties in order to further incentivize downtown economic development. The 2016 pilot program had \$1,000,000 available for properties in Main Street Communities that are privately owned or a non-profit with a focus on affordable housing. The property must be listed on the National Register or be a contributing resource listed in the County's Indiana Historic Sites and Structures Inventory. The property must be income-producing, renovation follow the Secretary of the Interior's Standards, and is subject to the State Historic Preservation Office Review. Eligible activities include exterior restoration and structural repairs. The maximum grant award is \$100,000 with an owner match of 65%. For further information, contact the OCRA Community Liaison for the Southwest District.

Place Based Investment Fund

<http://www.in.gov/ocra/pbif.htm>

The PBIF program is a competitive matching

grant program administered as a partnership between the Indiana Office of Tourism Development and the Indiana Office of Community and Rural Affairs that supports community and economic development projects across the state. Initiatives that promote quality of life, improve tourism experiences and develop multi-purpose gathering places are specifically targeted for the grant program.

Performance-based quality of place initiatives that maximize investment and collaboration by local governments, economic development organizations, convention and visitor bureaus, Indiana Main Street organizations, public or private schools and community foundations are the intended recipients of these grants. The aim of the program is to provide funding opportunities for unique projects and programs that seek to create jobs and further establish a diverse local, regional and state economy.

Community Development Block Grants

MAIN STREET REVITALIZATION PROGRAM

<http://www.in.gov/ocra/2583.htm>

The Indiana Office of Community and Rural Affairs assists Indiana's rural residents in their endeavors to create successful, sustainable communities and improve local quality of life. MSRP grants are funded with federal Community Development Block Grant (CDBG) dollars from the U.S. Department of Housing and Urban Development (HUD).

Appendix C | Funding Sources

The goal of the Main Street Revitalization Program is to encourage communities with eligible populations to focus on long-term community development efforts

PUBLIC FACILITIES PROGRAM (PFP)

<http://www.in.gov/ocra/2699.htm>

Community facilities enhance the lives of residents in numerous ways. Libraries, museums, community centers, and performance spaces open doors to knowledge and ideas, culture, and enjoyment. In addition to community facilities, historic preservation projects are eligible for PFP.

The goals of our Public Facilities Program are to:

- Improve Quality of Place
- Generate jobs and spur economic revitalization

COMPREHENSIVE SITE REDEVELOPMENT PROGRAM

<http://www.in.gov/ocra/2718.htm>

Many Indiana communities are burdened with deteriorated or abandoned downtown buildings and vacant, dilapidated industrial sites. In many instances these unsightly and dangerous buildings make them undesirable to investors and new residents. Though some communities are burdened by a disproportionate number of these sites, their presence does not have to be considered the com-

munity's downfall. These sites are often found in downtowns or near transportation corridors, and could be thought of as opportunities—if the funds to address the clearance/demolition were available.

The Indiana Office of Community and Rural Affairs, in cooperation with Indiana Brownfields, has created the Comprehensive Site Redevelopment Program to help local units of government address these blighted properties.

STORMWATER IMPROVEMENTS PROGRAM (SIP)

<http://www.in.gov/ocra/2698.htm>

Property owners in many communities across the state of Indiana suffer from flooded property and sewer backups due to inadequate stormwater management. Flooding is expensive to clean up, depresses property values, and degrades water quality. With increasingly severe weather and overloaded sewer systems, experts say the cost will continue to rise.

The goals of our Stormwater Improvements Program are to:

- Reduce flooding
- Cut stormwater treatment and energy costs
- Protect rivers, lakes, and vital landscape
- Generate jobs and spur economic revitalization

WASTEWATER AND DRINKING WATER PROGRAM (WDW)

<http://www.in.gov/ocra/2717.htm>

Many communities in Indiana struggle with inadequate water supply and failing wastewater treatment. The Office of Community and Rural Affairs is committed to improving the quality of water and wastewater in Indiana and assisting in financing appropriate water and sewer infrastructure for communities and counties that have planned and set priorities for long-term development.

The goals of our wastewater and drinking water program are:

- Protect the health and environment
- Reduce utility rates for low-to-moderate income communities
- Improve rural infrastructure to enable long-term economic growth

National Endowment for the Arts

<http://www.nea.gov/grants/>

Grants are available to support the creation of art that meets the highest standards of excellence, public engagement with diverse and excellent art, lifelong learning in the arts, and the strengthening of communities through the arts. Matching grants generally range from \$10,000 to \$100,000. A minimum cost share/match equal to the grant amount is required.

Small Business Administration

<https://www.sba.gov/content/what-sba-offers-help-small-businesses-grow>

SBA provides a number of financial assistance programs for small businesses that have been specifically designed to meet key financing needs, including debt financing, surety bonds, and equity financing.

Indiana Humanities

<http://indianahumanities.org/about-grants>

Indiana Humanities offers a competitive grants program which awards funding to Indiana not-for-

profit organizations, schools, and other institutions.

Humanities Initiative Grants are awarded to conduct public programs dealing with the humanities. These grants respond to initiatives from not-for-profit organizations that wish to sponsor public programs such as town hall meetings, workshops, lectures, exhibits, reading and discussion programs, and production of humanities resources. Funding for these grants is provided by the National Endowment for the Humanities, a federal agency.

Historic Preservation Education grants are the result of a partnership between Indiana Humanities and Indiana Landmarks. Eligible projects include lectures, workshops, conferences, the production of multimedia materials and heritage or cultural tourism programs. Educational print plus online materials such as walking tour brochures, guides to historic homes and curriculum units constitute eligible projects as well. Grant projects must involve professionals or experts in the field of historic preservation as presenters or advisors.



Fox Saloon, Early 1900's Main Street (photo courtesy of New Albany Floyd County Library)

Appendix D | Design/Infrastructure Unit Costs

| Design/Infrastructure Unit Price Costs/Budgeting Numbers | |
|--|---|
| 4" Concrete Pavement | \$6.25/sq. ft. |
| 8" Concrete Pavement | \$8.75/sq. ft. |
| Asphalt Pavement | \$4.50/sq. ft. |
| Asphalt Patch | \$4.00/sq. ft. |
| Unit Pavers | \$18.00/sq. ft. |
| Cycle Track Pavers | \$21.00/sq. ft. |
| Concrete Curb | \$25.00/ft. |
| Painted Striping | \$1.00/sq. ft. |
| Limestone | \$175.00/cu. ft. |
| Granite | \$250.00/cu. ft. |
| Electrical Point of Service | \$10,000.00/ea. |
| Site Lights | \$8,000.00/ea. |
| Traffic Signalization | \$100,000.00/ea. |
| Wayfinding/Interpretive Sign | \$500.00/ea. |
| Gateways | \$100,000 to \$500,000/ each (based on previously constructed gateways in other communities) |
| Bench | \$1,800.00/ea. |
| Litter Receptacle | \$1,500.00/ea. |
| Street Tree | \$500.00/ea. |
| Plant Beds/Stormwater Planter | \$18.00/sq. ft. |
| Irrigation | \$1.50/sq. ft. |

| Design/Infrastructure Unit Price Costs/Budgeting Numbers | |
|---|-----------------------------------|
| General Conditions (cost for contractor to bid project) | 5% of construction total |
| Mobilization (cost for contractor to mobilize equipment/staff) | 3% of construction total |
| Contingency (allowance for overages) | 20% of construction total |
| Construction Engineering (cost for an individual to review construction progress) | 3% of construction total |
| Inflation | 8% of construction total per year |

*It should be noted that all costs listed above are installed costs and are based on 2016 bid prices. Regional markets, inflation, and other factors will influence pricing.

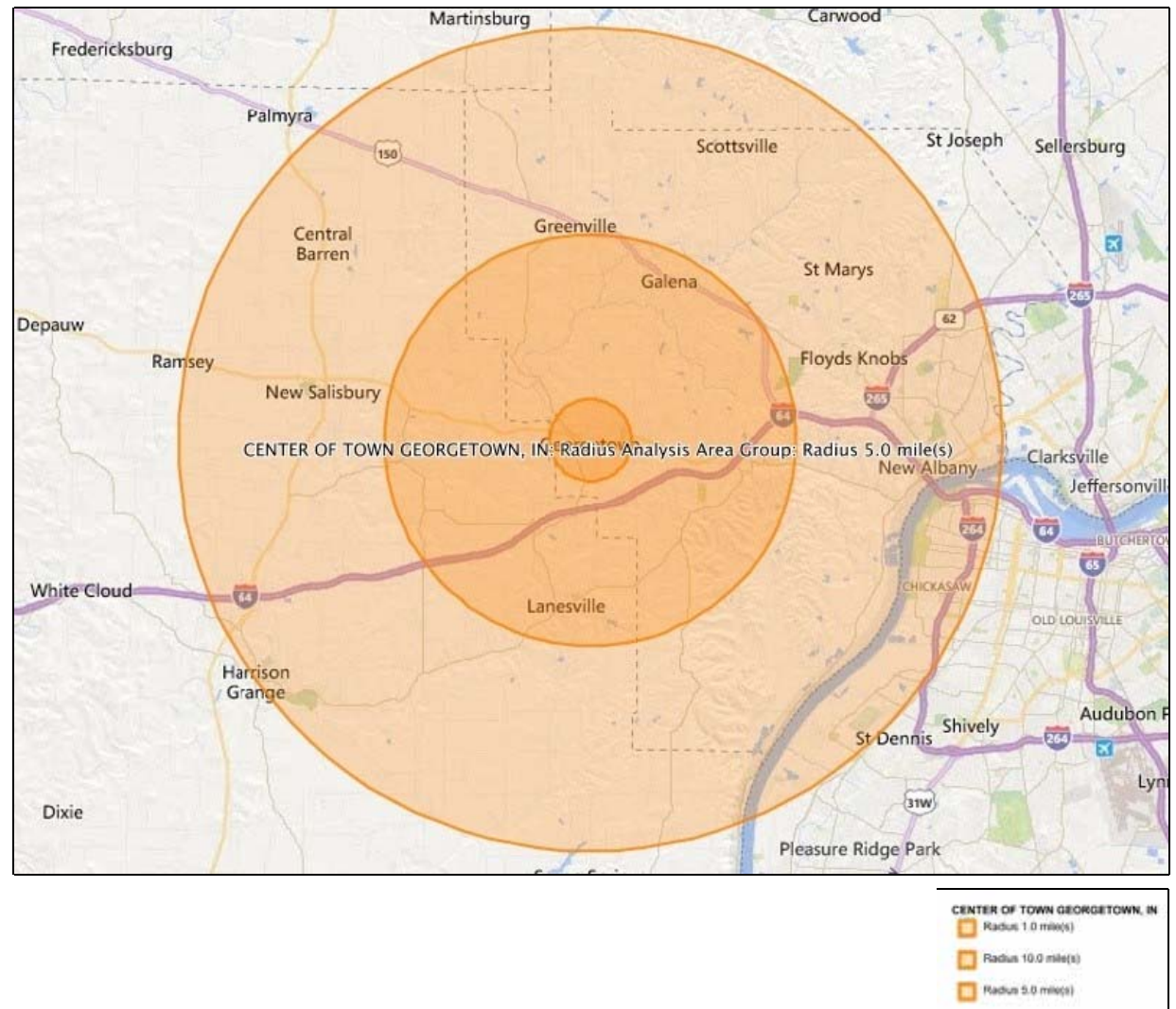
Appendix E | Gap Analysis Retail Store & Merchandise Spending

GAP ANALYSIS: RETAIL STORE AND MERCHANDISE SPENDING

To better understand the economy of Georgetown, the following analysis was conducted. The gap analysis of retail store and merchandise spending provide evidence of surplus in certain areas or opportunity gaps. The gap analysis was conducted on the retail trade area of consumers within 1, 5 and 10 miles of the town center. Consumers living within a 5 mile radius of town are considered the core consumers for Georgetown, while those within 10 miles are still likely to spend money in town.

The difference between local demand and supply provide the gap or surplus available for each category. The demand data is obtained from the Consumer Expenditure Survey (CE Survey or CEX) performed by the U.S. Bureau of Labor Statistics (BLS), and the supply data is obtained from the Census of Retail Trade (CRT) from the U.S. Census.

The retail gap analysis focuses on the money spent at each type of retail store, while the merchandise analysis uses money spent on types of merchandise, regardless of the type of store. The analysis will provide insight to opportunities to target underserved markets. The figures in red represent a surplus where Georgetown is supplying more than the local consumer demand. The figures in black represent an opportunity gap where the local supply is less than the demand for certain products or stores.



Appendix E | Gap Analysis Retail Store & Merchandise Spending

RETAIL STORE SPENDING WITHIN 1.0 MILE RADIUS | Pg. 1 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 1.0 mile(s) | | |
|--|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Total Retail Sales & Eating, Drinking Places | \$35,847,613 | \$23,822,175 | \$12,025,439 |
| Motor Vehicle & Parts Dealers-441 | \$7,538,893 | \$0 | \$7,538,893 |
| Automotive Dealers-4411 | \$6,241,216 | \$0 | \$6,241,216 |
| Other Motor Vehicle Dealers-4412 | \$799,146 | \$0 | \$799,146 |
| Automotive Parts/Accessories, Tire Stores-4413 | \$498,531 | \$0 | \$498,531 |
| Furniture & Home Furnishings Stores-442 | \$684,169 | \$0 | \$684,169 |
| Furniture Stores-4421 | \$366,482 | \$0 | \$366,482 |
| Home Furnishing Stores-4422 | \$317,687 | \$0 | \$317,687 |
| Electronics & Appliances Stores-443 | \$593,343 | \$0 | \$593,343 |
| Electronics & Appliances Stores-44314 | \$593,343 | \$0 | \$593,343 |
| Household Appliances Stores-443141 | \$86,245 | \$0 | \$86,245 |
| Electronics Stores-443142 | \$507,098 | \$0 | \$507,098 |

RETAIL STORE SPENDING WITHIN 1.0 MILE RADIUS | Pg. 2 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 1.0 mile(s) | | |
|---|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Building Material, Garden Equipment Stores 444 | \$3,792,287 | \$5,128,835 | (\$1,336,548) |
| Building Material & Supply Dealers-4441 | \$3,218,572 | \$1,213,760 | \$2,004,812 |
| Home Centers-44411 | \$1,302,534 | \$0 | \$1,302,534 |
| Paint & Wallpaper Stores-44412 | \$55,081 | \$0 | \$55,081 |
| Hardware Stores-44413 | \$329,143 | \$0 | \$329,143 |
| Other Building Materials Dealers44419 | \$1,531,814 | \$1,213,760 | \$318,054 |
| Building Materials, Lumberyards444191 | \$547,721 | \$453,542 | \$94,179 |
| Lawn/Garden Equipment/Supplies Stores4442 | \$573,715 | \$3,915,074 | (\$3,341,360) |
| Outdoor Power Equipment Stores44421 | \$179,129 | \$0 | \$179,129 |
| Nursery & Garden Centers-44422 | \$394,586 | \$3,915,074 | (\$3,520,488) |
| Food & Beverage Stores-445 | \$4,613,661 | \$110,910 | \$4,502,751 |
| Grocery Stores-4451 | \$2,991,297 | \$0 | \$2,991,297 |
| Supermarkets, Grocery (Except Convenience) Stores-44511 | \$2,792,521 | \$0 | \$2,792,521 |
| Convenience Stores-44512 | \$198,777 | \$0 | \$198,777 |
| Specialty Food Stores-4452 | \$371,033 | \$0 | \$371,033 |
| Beer, Wine & Liquor Stores-4453 | \$1,251,331 | \$110,910 | \$1,140,421 |

RETAIL STORE SPENDING WITHIN 1.0 MILE RADIUS | Pg. 3 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 1.0 mile(s) | | |
|--|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Health & Personal Care Stores-446 | \$2,019,609 | \$0 | \$2,019,609 |
| Pharmacies & Drug Stores-44611 | \$1,601,235 | \$0 | \$1,601,235 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | \$140,055 | \$0 | \$140,055 |
| Optical Goods Stores-44613 | \$101,725 | \$0 | \$101,725 |
| Other Health & Personal Care Stores-44619 | \$176,594 | \$0 | \$176,594 |
| Gasoline Stations-447 | \$2,627,044 | \$9,399,142 | (\$6,772,098) |
| Gasoline Stations with Convenience Stores-44711 | \$1,922,669 | \$9,399,142 | (\$7,476,473) |
| Other Gasoline Stations-44719 | \$704,375 | \$0 | \$704,375 |
| Clothing & Clothing Accessories Stores-448 | \$1,544,881 | \$4,140,092 | (\$2,595,211) |
| Clothing Stores-4481 | \$847,921 | \$3,958,733 | (\$3,110,812) |
| Men's Clothing Stores-44811 | \$48,289 | \$0 | \$48,289 |
| Women's Clothing Stores-44812 | \$200,440 | \$0 | \$200,440 |
| Children's, Infants' Clothing Stores-44813 | \$51,905 | \$0 | \$51,905 |
| Family Clothing Stores-44814 | \$437,763 | \$3,958,733 | (\$3,520,970) |
| Clothing Accessories Stores-44815 | \$35,927 | \$0 | \$35,927 |
| Other Clothing Stores-44819 | \$73,597 | \$0 | \$73,597 |

RETAIL STORE SPENDING WITHIN 1.0 MILE RADIUS | Pg. 4 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 1.0 mile(s) | | |
|---|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Shoe Stores-4482 | \$133,439 | \$0 | \$133,439 |
| Jewelry, Luggage, Leather Goods Stores-4483 | \$563,522 | \$181,360 | \$382,162 |
| Jewelry Stores-44831 | \$504,456 | \$181,360 | \$323,096 |
| Luggage & Leather Goods Stores-44832 | \$59,066 | \$0 | \$59,066 |
| Sporting Goods, Hobby, Book, Music Stores-451 | \$626,046 | \$32,978 | \$593,068 |
| Sporting Goods, Hobby, Musical Instrument Stores-4511 | \$543,263 | \$32,978 | \$510,285 |
| Sporting Goods Stores-45111 | \$294,071 | \$0 | \$294,071 |
| Hobby, Toy & Game Stores-45112 | \$145,125 | \$0 | \$145,125 |
| Sewing, Needlework & Piece Goods Stores-45113 | \$54,445 | \$0 | \$54,445 |
| Musical Instrument & Supplies Stores-45114 | \$49,622 | \$32,978 | \$16,644 |
| Book, Periodical & Music Stores-4512 | \$82,783 | \$0 | \$82,783 |
| Book Stores & News Dealers-45121 | \$70,976 | \$0 | \$70,976 |
| Book Stores-451211 | \$62,173 | \$0 | \$62,173 |
| News Dealers & Newsstands-451212 | \$8,803 | \$0 | \$8,803 |
| Prerecorded Tape, CD, Record Stores-45122 | \$11,807 | \$0 | \$11,807 |

RETAIL STORE SPENDING WITHIN 1.0 MILE RADIUS | Pg. 5 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 1.0 mile(s) | | |
|--|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| General Merchandise Stores-452 | \$4,048,579 | \$5,005,631 | (\$957,052) |
| Department Stores, Excluding Leased Departments-4521 | \$1,723,714 | \$0 | \$1,723,714 |
| Other General Merchandise Stores-4529 | \$2,324,864 | \$5,005,631 | (\$2,680,766) |
| Miscellaneous Store Retailers-453 | \$968,719 | \$4,587 | \$964,131 |
| Florists-4531 | \$37,186 | \$0 | \$37,186 |
| Office Supplies, Stationery, Gift Stores-4532 | \$435,565 | \$0 | \$435,565 |
| Office Supplies & Stationery Stores-45321 | \$202,296 | \$0 | \$202,296 |
| Gift, Novelty & Souvenir Stores-45322 | \$233,269 | \$0 | \$233,269 |
| Used Merchandise Stores-4533 | \$68,955 | \$0 | \$68,955 |
| Other Miscellaneous Store Retailers-4539 | \$427,013 | \$4,587 | \$422,426 |
| Non-Store Retailers-454 | \$3,093,433 | \$0 | \$3,093,433 |
| Foodservice & Drinking Places-722 | \$3,696,950 | \$0 | \$3,696,950 |
| Full-Service Restaurants-7221 | \$1,664,159 | \$0 | \$1,664,159 |
| Limited-Service Eating Places-7222 | \$1,478,091 | \$0 | \$1,478,091 |
| Special Foodservices-7223 | \$408,741 | \$0 | \$408,741 |

RETAIL STORE SPENDING WITHIN 1.0 MILE RADIUS | Pg. 6 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 1.0 mile(s) | | |
|---|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| GAFO * | \$7,932,583 | \$9,178,701 | (\$1,246,118) |
| General Merchandise Stores-452 | \$4,048,579 | \$5,005,631 | (\$957,052) |
| Clothing & Clothing Accessories Stores-448 | \$1,544,881 | \$4,140,092 | (\$2,595,211) |
| Furniture & Home Furnishings Stores-442 | \$684,169 | \$0 | \$684,169 |
| Electronics & Appliances Stores-443 | \$593,343 | \$0 | \$593,343 |
| Sporting Goods, Hobby, Book, Music Stores-451 | \$626,046 | \$32,978 | \$593,068 |
| Office Supplies, Stationery, Gift Stores-453 | \$435,565 | \$0 | \$435,565 |

RETAIL STORE SPENDING WITHIN 5.0 MILE RADIUS | Pg. 1 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 5.0 mile(s) | | |
|--|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Total Retail Sales & Eating, Drinking Places | \$378,333,586 | \$175,395,513 | \$202,938,073 |
| Motor Vehicle & Parts Dealers-441 | \$82,300,109 | \$11,023,464 | \$71,276,646 |
| Automotive Dealers-4411 | \$67,826,823 | \$4,936,077 | \$62,890,746 |
| Other Motor Vehicle Dealers-4412 | \$9,398,299 | \$870,744 | \$8,527,555 |
| Automotive Parts/Accessories, Tire Stores-4413 | \$5,074,988 | \$5,216,643 | (\$141,655) |
| Furniture & Home Furnishings Stores-442 | \$7,404,241 | \$2,517,201 | \$4,887,040 |
| Furniture Stores-4421 | \$4,004,376 | \$2,150,597 | \$1,853,779 |
| Home Furnishing Stores-4422 | \$3,399,865 | \$366,604 | \$3,033,261 |
| Electronics & Appliances Stores-443 | \$6,423,457 | \$152,463 | \$6,270,994 |
| Electronics & Appliances Stores-44314 | \$6,423,457 | \$152,463 | \$6,270,994 |
| Household Appliances Stores-443141 | \$931,121 | \$0 | \$931,121 |
| Electronics Stores-443142 | \$5,492,335 | \$152,463 | \$5,339,873 |

RETAIL STORE SPENDING WITHIN 5.0 MILE RADIUS | Pg. 2 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 5.0 mile(s) | | |
|---|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Building Material, Garden Equipment Stores 444 | \$40,893,607 | \$23,289,452 | \$17,604,156 |
| Building Material & Supply Dealers-4441 | \$34,865,863 | \$3,818,012 | \$31,047,852 |
| Home Centers-44411 | \$14,078,355 | \$0 | \$14,078,355 |
| Paint & Wallpaper Stores-44412 | \$650,669 | \$0 | \$650,669 |
| Hardware Stores-44413 | \$3,448,719 | \$508,470 | \$2,940,249 |
| Other Building Materials Dealers44419 | \$16,688,120 | \$3,309,541 | \$13,378,578 |
| Building Materials, Lumberyards444191 | \$5,906,337 | \$1,236,667 | \$4,669,670 |
| Lawn/Garden Equipment/Supplies Stores4442 | \$6,027,744 | \$19,471,440 | (\$13,443,696) |
| Outdoor Power Equipment Stores44421 | \$2,010,652 | \$163,904 | \$1,846,748 |
| Nursery & Garden Centers-44422 | \$4,017,091 | \$19,307,536 | (\$15,290,445) |
| Food & Beverage Stores-445 | \$46,563,635 | \$1,763,158 | \$44,800,477 |
| Grocery Stores-4451 | \$30,169,180 | \$1,421,933 | \$28,747,247 |
| Supermarkets, Grocery (Except Convenience) Stores-44511 | \$28,195,408 | \$632,786 | \$27,562,622 |
| Convenience Stores-44512 | \$1,973,772 | \$789,147 | \$1,184,625 |
| Specialty Food Stores-4452 | \$3,711,174 | \$16,452 | \$3,694,722 |
| Beer, Wine & Liquor Stores-4453 | \$12,683,281 | \$324,772 | \$12,358,509 |

RETAIL STORE SPENDING WITHIN 5.0 MILE RADIUS | Pg. 3 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 5.0 mile(s) | | |
|--|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Health & Personal Care Stores-446 | \$22,075,325 | \$7,754,066 | \$14,321,258 |
| Pharmacies & Drug Stores-44611 | \$17,507,801 | \$7,017,951 | \$10,489,851 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | \$1,538,637 | \$0 | \$1,538,637 |
| Optical Goods Stores-44613 | \$1,107,161 | \$266,085 | \$841,076 |
| Other Health & Personal Care Stores-44619 | \$1,921,726 | \$470,031 | \$1,451,695 |
| Gasoline Stations-447 | \$26,373,673 | \$77,187,161 | (\$50,813,488) |
| Gasoline Stations with Convenience Stores-44711 | \$19,295,840 | \$59,513,250 | (\$40,217,410) |
| Other Gasoline Stations-44719 | \$7,077,833 | \$17,673,911 | (\$10,596,077) |
| Clothing & Clothing Accessories Stores-448 | \$16,400,124 | \$6,922,445 | \$9,477,679 |
| Clothing Stores-4481 | \$8,910,210 | \$6,647,456 | \$2,262,754 |
| Men's Clothing Stores-44811 | \$510,170 | \$0 | \$510,170 |
| Women's Clothing Stores-44812 | \$2,147,358 | \$0 | \$2,147,358 |
| Children's, Infants' Clothing Stores-44813 | \$506,640 | \$0 | \$506,640 |
| Family Clothing Stores-44814 | \$4,570,362 | \$6,350,352 | (\$1,779,989) |
| Clothing Accessories Stores-44815 | \$384,526 | \$297,104 | \$87,422 |
| Other Clothing Stores-44819 | \$791,153 | \$0 | \$791,153 |

RETAIL STORE SPENDING WITHIN 5.0 MILE RADIUS | Pg. 4 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 5.0 mile(s) | | |
|---|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Shoe Stores-4482 | \$1,347,183 | \$10,541 | \$1,336,642 |
| Jewelry, Luggage, Leather Goods Stores-4483 | \$6,142,732 | \$264,449 | \$5,878,283 |
| Jewelry Stores-44831 | \$5,532,068 | \$264,449 | \$5,267,619 |
| Luggage & Leather Goods Stores-44832 | \$610,664 | \$0 | \$610,664 |
| Sporting Goods, Hobby, Book, Music Stores-451 | \$6,580,538 | \$561,025 | \$6,019,513 |
| Sporting Goods, Hobby, Musical Instrument Stores-4511 | \$5,709,246 | \$459,243 | \$5,250,004 |
| Sporting Goods Stores-45111 | \$3,058,289 | \$336,869 | \$2,721,420 |
| Hobby, Toy & Game Stores-45112 | \$1,517,379 | \$50,119 | \$1,467,260 |
| Sewing, Needlework & Piece Goods Stores-45113 | \$585,280 | \$14,748 | \$570,533 |
| Musical Instrument & Supplies Stores-45114 | \$548,297 | \$57,506 | \$490,791 |
| Book, Periodical & Music Stores-4512 | \$871,292 | \$101,783 | \$769,509 |
| Book Stores & News Dealers-45121 | \$744,631 | \$101,783 | \$642,848 |
| Book Stores-451211 | \$656,840 | \$101,783 | \$555,057 |
| News Dealers & Newsstands-451212 | \$87,792 | \$0 | \$87,792 |
| Prerecorded Tape, CD, Record Stores-45122 | \$126,661 | \$0 | \$126,661 |

RETAIL STORE SPENDING WITHIN 5.0 MILE RADIUS | Pg. 5 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 5.0 mile(s) | | |
|--|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| General Merchandise Stores-452 | \$41,967,262 | \$12,512,475 | \$29,454,787 |
| Department Stores, Excluding Leased Departments-4521 | \$18,191,229 | \$0 | \$18,191,229 |
| Other General Merchandise Stores-4529 | \$23,776,034 | \$12,512,475 | \$11,263,559 |
| Miscellaneous Store Retailers-453 | \$9,884,156 | \$396,054 | \$9,488,101 |
| Florists-4531 | \$400,322 | \$2,388 | \$397,933 |
| Office Supplies, Stationery, Gift Stores-4532 | \$4,532,845 | \$0 | \$4,532,845 |
| Office Supplies & Stationery Stores-45321 | \$2,135,217 | \$0 | \$2,135,217 |
| Gift, Novelty & Souvenir Stores-45322 | \$2,397,628 | \$0 | \$2,397,628 |
| Used Merchandise Stores-4533 | \$722,285 | \$189,564 | \$532,721 |
| Other Miscellaneous Store Retailers-4539 | \$4,228,703 | \$204,102 | \$4,024,601 |
| Non-Store Retailers-454 | \$32,563,000 | \$6,482,224 | \$26,080,776 |
| Foodservice & Drinking Places-722 | \$38,904,458 | \$24,834,324 | \$14,070,134 |
| Full-Service Restaurants-7221 | \$17,574,939 | \$9,901,359 | \$7,673,580 |
| Limited-Service Eating Places-7222 | \$15,514,536 | \$3,395,229 | \$12,119,306 |
| Drinking Places -Alcoholic Beverages-7224 | \$1,527,209 | \$662,467 | \$864,742 |

RETAIL STORE SPENDING WITHIN 5.0 MILE RADIUS | Pg. 6 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 5.0 mile(s) | | |
|---|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| GAFO * | \$83,308,468 | \$22,665,610 | \$60,642,858 |
| General Merchandise Stores-452 | \$41,967,262 | \$12,512,475 | \$29,454,787 |
| Clothing & Clothing Accessories Stores-448 | \$16,400,124 | \$6,922,445 | \$9,477,679 |
| Furniture & Home Furnishings Stores-442 | \$7,404,241 | \$2,517,201 | \$4,887,040 |
| Electronics & Appliances Stores-443 | \$6,423,457 | \$152,463 | \$6,270,994 |
| Sporting Goods, Hobby, Book, Music Stores-451 | \$6,580,538 | \$561,025 | \$6,019,513 |
| Office Supplies, Stationery, Gift Stores-4532 | \$4,532,845 | \$0 | \$4,532,845 |

RETAIL STORE SPENDING WITHIN 10.0 MILE RADIUS | Pg. 1 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 10.0 mile(s) | | |
|--|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Total Retail Sales & Eating, Drinking Places | \$1,986,372,308 | \$1,470,200,846 | \$516,171,462 |
| Motor Vehicle & Parts Dealers-441 | \$393,966,110 | \$182,846,597 | \$211,119,514 |
| Automotive Dealers-4411 | \$323,311,408 | \$93,598,130 | \$229,713,278 |
| Other Motor Vehicle Dealers-4412 | \$41,553,884 | \$6,043,969 | \$35,509,915 |
| Automotive Parts/Accessories, Tire Stores-4413 | \$29,100,818 | \$83,204,498 | (\$54,103,679) |
| Furniture & Home Furnishings Stores-442 | \$37,782,525 | \$32,026,426 | \$5,756,099 |
| Furniture Stores-4421 | \$20,270,962 | \$19,538,973 | \$731,989 |
| Home Furnishing Stores-4422 | \$17,511,563 | \$12,487,454 | \$5,024,110 |
| Electronics & Appliances Stores-443 | \$32,882,790 | \$20,600,793 | \$12,281,997 |
| Electronics & Appliances Stores-44314 | \$32,882,790 | \$20,600,793 | \$12,281,997 |
| Household Appliances Stores-443141 | \$4,773,995 | \$2,373,085 | \$2,400,910 |
| Electronics Stores-443142 | \$28,108,795 | \$18,227,708 | \$9,881,086 |

RETAIL STORE SPENDING WITHIN 10.0 MILE RADIUS | Pg. 2 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 10.0 mile(s) | | |
|---|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Building Material, Garden Equipment Stores 444 | \$209,120,578 | \$260,638,130 | (\$51,517,552) |
| Building Material & Supply Dealers-4441 | \$177,957,078 | \$182,599,139 | (\$4,642,061) |
| Home Centers-44411 | \$71,926,133 | \$68,262,453 | \$3,663,680 |
| Paint & Wallpaper Stores-44412 | \$3,015,246 | \$919,387 | \$2,095,859 |
| Hardware Stores-44413 | \$18,074,673 | \$4,793,399 | \$13,281,274 |
| Other Building Materials Dealers44419 | \$84,941,025 | \$108,623,900 | (\$23,682,875) |
| Building Materials, Lumberyards444191 | \$31,401,040 | \$40,589,126 | (\$9,188,087) |
| Lawn/Garden Equipment/Supplies Stores4442 | \$31,163,500 | \$78,038,991 | (\$46,875,491) |
| Outdoor Power Equipment Stores44421 | \$9,653,441 | \$32,082,519 | (\$22,429,079) |
| Nursery & Garden Centers-44422 | \$21,510,059 | \$45,956,471 | (\$24,446,412) |
| Food & Beverage Stores-445 | \$259,487,898 | \$121,964,060 | \$137,523,838 |
| Grocery Stores-4451 | \$168,218,120 | \$108,001,545 | \$60,216,575 |
| Supermarkets, Grocery (Except Convenience) Stores-44511 | \$157,006,852 | \$103,216,167 | \$53,790,684 |
| Convenience Stores-44512 | \$11,211,268 | \$4,785,377 | \$6,425,891 |
| Specialty Food Stores-4452 | \$20,688,003 | \$1,555,553 | \$19,132,450 |
| Beer, Wine & Liquor Stores-4453 | \$70,581,776 | \$12,406,962 | \$58,174,813 |

RETAIL STORE SPENDING WITHIN 10.0 MILE RADIUS | Pg. 3 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 10.0 mile(s) | | |
|--|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Health & Personal Care Stores-446 | \$122,037,485 | \$104,829,127 | \$17,208,358 |
| Pharmacies & Drug Stores-44611 | \$97,421,699 | \$90,006,030 | \$7,415,670 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | \$8,557,955 | \$564,361 | \$7,993,594 |
| Optical Goods Stores-44613 | \$5,368,546 | \$1,369,298 | \$3,999,248 |
| Other Health & Personal Care Stores-44619 | \$10,689,285 | \$12,889,438 | (\$2,200,153) |
| Gasoline Stations-447 | \$144,177,577 | \$233,221,498 | (\$89,043,921) |
| Gasoline Stations with Convenience Stores-44711 | \$105,572,719 | \$170,108,838 | (\$64,536,119) |
| Other Gasoline Stations-44719 | \$38,604,858 | \$63,112,661 | (\$24,507,803) |
| Clothing & Clothing Accessories Stores-448 | \$85,988,325 | \$46,308,348 | \$39,679,976 |
| Clothing Stores-4481 | \$46,673,377 | \$28,595,594 | \$18,077,783 |
| Men's Clothing Stores-44811 | \$2,655,192 | \$1,398,541 | \$1,256,651 |
| Women's Clothing Stores-44812 | \$10,977,259 | \$10,354,719 | \$622,540 |
| Children's, Infants' Clothing Stores-44813 | \$2,884,367 | \$0 | \$2,884,367 |
| Family Clothing Stores-44814 | \$24,057,729 | \$11,989,310 | \$12,068,419 |
| Clothing Accessories Stores-44815 | \$1,951,256 | \$1,302,476 | \$648,780 |
| Other Clothing Stores-44819 | \$4,147,574 | \$3,550,548 | \$597,026 |

RETAIL STORE SPENDING WITHIN 10.0 MILE RADIUS | Pg. 4 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 10.0 mile(s) | | |
|---|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| Shoe Stores-4482 | \$7,431,390 | \$11,585,386 | (\$4,153,995) |
| Jewelry, Luggage, Leather Goods Stores-4483 | \$31,883,558 | \$6,127,369 | \$25,756,188 |
| Jewelry Stores-44831 | \$28,537,305 | \$6,127,369 | \$22,409,936 |
| Luggage & Leather Goods Stores-44832 | \$3,346,252 | \$0 | \$3,346,252 |
| Sporting Goods, Hobby, Book, Music Stores-451 | \$34,147,386 | \$6,518,146 | \$27,629,239 |
| Sporting Goods, Hobby, Musical Instrument Stores-4511 | \$29,834,131 | \$6,062,829 | \$23,771,302 |
| Sporting Goods Stores-45111 | \$16,171,506 | \$1,194,146 | \$14,977,360 |
| Hobby, Toy & Game Stores-45112 | \$7,945,991 | \$786,481 | \$7,159,509 |
| Sewing, Needlework & Piece Goods Stores-45113 | \$3,097,439 | \$104,184 | \$2,993,256 |
| Musical Instrument & Supplies Stores-45114 | \$2,619,195 | \$3,978,018 | (\$1,358,823) |
| Book, Periodical & Music Stores-4512 | \$4,313,255 | \$455,317 | \$3,857,937 |
| Book Stores & News Dealers-45121 | \$3,682,964 | \$455,317 | \$3,227,647 |
| Book Stores-451211 | \$3,187,363 | \$455,317 | \$2,732,045 |
| News Dealers & Newsstands-451212 | \$495,602 | \$0 | \$495,602 |
| Prerecorded Tape, CD, Record Stores-45122 | \$630,290 | \$0 | \$630,290 |

RETAIL STORE SPENDING WITHIN 10.0 MILE RADIUS | Pg. 5 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 10.0 mile(s) | | |
|--|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| General Merchandise Stores-452 | \$230,974,628 | \$204,638,857 | \$26,335,772 |
| Department Stores, Excluding Leased Departments-4521 | \$99,086,299 | \$46,708,709 | \$52,377,590 |
| Other General Merchandise Stores-4529 | \$131,888,330 | \$157,930,148 | (\$26,041,818) |
| Miscellaneous Store Retailers-453 | \$54,284,180 | \$19,141,279 | \$35,142,901 |
| Florists-4531 | \$2,036,550 | \$833,269 | \$1,203,281 |
| Office Supplies, Stationery, Gift Stores-4532 | \$24,932,997 | \$1,954,765 | \$22,978,232 |
| Office Supplies & Stationery Stores-45321 | \$11,726,445 | \$1,389,896 | \$10,336,549 |
| Gift, Novelty & Souvenir Stores-45322 | \$13,206,551 | \$564,868 | \$12,641,683 |
| Used Merchandise Stores-4533 | \$3,751,864 | \$2,024,185 | \$1,727,679 |
| Other Miscellaneous Store Retailers-4539 | \$23,562,770 | \$14,329,061 | \$9,233,709 |
| Non-Store Retailers-454 | \$178,819,087 | \$65,783,459 | \$113,035,629 |
| Foodservice & Drinking Places-722 | \$202,703,739 | \$171,684,125 | \$31,019,613 |
| Full-Service Restaurants-7221 | \$91,121,087 | \$77,997,534 | \$13,123,553 |
| Limited-Service Eating Places-7222 | \$81,051,526 | \$65,696,483 | \$15,355,043 |
| Special Foodservices-7223 | \$22,433,315 | \$20,136,722 | \$2,296,594 |

RETAIL STORE SPENDING WITHIN 10.0 MILE RADIUS | Pg. 6 of 6

| Retail Stores | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 10.0 mile(s) | | |
|---|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Retail Stores Opportunity | | | |
| GAFO * | \$446,708,651 | \$312,047,335 | \$134,661,315 |
| General Merchandise Stores-452 | \$230,974,628 | \$204,638,857 | \$26,335,772 |
| Clothing & Clothing Accessories Stores-448 | \$85,988,325 | \$46,308,348 | \$39,679,976 |
| Furniture & Home Furnishings Stores-442 | \$37,782,525 | \$32,026,426 | \$5,756,099 |
| Electronics & Appliances Stores-443 | \$32,882,790 | \$20,600,793 | \$12,281,997 |
| Sporting Goods, Hobby, Book, Music Stores-451 | \$34,147,386 | \$6,518,146 | \$27,629,239 |
| Office Supplies, Stationery, Gift Stores-4532 | \$24,932,997 | \$1,954,765 | \$22,978,232 |

MERCHANDISE OPPORTUNITY WITHIN 1.0 MILE RADIUS | Pg. 1 of 3

| Merchandise Lines | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 1.0 mile(s) | | |
|---|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Merchandise Lines Opportunity | | | |
| Total Retail Sales & Eating, Drinking Places | \$35,847,613 | \$23,822,175 | \$12,025,439 |
| Groceries & Other Foods | \$6,277,024 | \$3,610,547 | \$2,666,478 |
| Meals & Snacks | \$3,175,870 | \$8,678 | \$3,167,192 |
| Alcoholic Drinks | \$201,029 | \$121 | \$200,908 |
| Packaged Liquor/Wine/Beer | \$408,548 | \$47,252 | \$361,296 |
| Cigars, Cigarettes, Tobacco, Accessories | \$611,006 | \$288,204 | \$322,801 |
| Drugs, Health Aids & Beauty Aids | \$4,681,287 | \$1,067,542 | \$3,613,746 |
| Soaps, Detergents & Household Cleaners | \$238,532 | \$57,233 | \$181,299 |
| Paper & Related Products | \$434,230 | \$305,200 | \$129,030 |
| Men's Wear | \$461,999 | \$1,162,389 | (\$700,390) |
| Women's, Juniors' & Misses' Wear | \$819,535 | \$1,592,805 | (\$773,271) |
| Children's Wear | \$416,600 | \$928,418 | (\$511,818) |
| Footwear | \$480,282 | \$431,470 | \$48,812 |
| Sewing, Knitting & Needlework Goods | \$35,264 | \$1,290 | \$33,974 |
| Curtains, Draperies, Blinds, Slipcovers, Etc. | \$188,538 | \$31,051 | \$157,487 |
| Major Household Appliances | \$344,467 | \$39,743 | \$304,725 |
| Small Electric Appliances | \$57,229 | \$8,961 | \$48,268 |

MERCHANDISE OPPORTUNITY WITHIN 1.0 MILE RADIUS | Pg. 2 of 3

| Merchandise Lines | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 1.0 mile(s) | | |
|---|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Merchandise Lines Opportunity | | | |
| Televisions, Video Recorders, Video Cameras | \$199,876 | \$10,725 | \$189,151 |
| Audio Equipment, Musical Instruments | \$75,099 | \$30,966 | \$44,132 |
| Furniture & Sleep Equipment | \$620,128 | \$43,761 | \$576,367 |
| Flooring & Floor Coverings | \$157,456 | \$66,459 | \$90,997 |
| Computer Hardware, Software & Supplies | \$265,753 | \$6,342 | \$259,412 |
| Kitchenware & Home Furnishings | \$340,163 | \$94,644 | \$245,520 |
| Jewelry | \$129,388 | \$48,670 | \$80,718 |
| Books | \$205,625 | \$31,947 | \$173,678 |
| Photographic Equipment & Supplies | \$29,527 | \$9,527 | \$19,999 |
| Toys, Hobby Goods & Games | \$270,605 | \$72,458 | \$198,147 |
| Optical Goods | \$120,372 | \$17,647 | \$102,725 |
| Sporting Goods | \$237,816 | \$11,706 | \$226,110 |
| RVs, Campers, Camping & Travel Trailers | \$335,182 | \$1 | \$335,182 |
| Hardware, Tools, Plumbing, Electrical | \$580,587 | \$320,753 | \$259,834 |
| Lawn/Garden/Farm Equipment/Supplies | \$393,639 | \$330,537 | \$63,102 |
| Lumber & Building Materials | \$284,867 | \$202,119 | \$82,749 |
| Paint & Sundries | \$125,145 | \$25,076 | \$100,070 |

MERCHANDISE OPPORTUNITY WITHIN 1.0 MILE RADIUS | Pg. 3 of 3

| Merchandise Lines | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 1.0 mile(s) | | |
|--|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Merchandise Lines Opportunity | | | |
| Cars, Trucks, Other Powered Transportation | \$6,277,449 | \$88 | \$6,277,361 |
| Automotive Fuels | \$4,322,294 | \$12,105,145 | (\$7,782,851) |
| Automotive Lubricants | \$24,815 | \$3,217 | \$21,598 |
| Pets, Pet Foods & Pet Supplies | \$550,387 | \$416,253 | \$134,134 |
| All Other Merchandise | \$1,469,998 | \$393,230 | \$1,076,769 |

MERCHANDISE OPPORTUNITY WITHIN 5.0 MILE RADIUS | Pg. 1 of 3

| Merchandise Lines | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 5.0 mile(s) | | |
|---|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Merchandise Lines Opportunity | | | |
| Total Retail Sales & Eating, Drinking Places | \$378,333,586 | \$175,395,513 | \$202,938,073 |
| Groceries & Other Foods | \$62,767,268 | \$15,879,824 | \$46,887,444 |
| Meals & Snacks | \$33,540,918 | \$21,299,584 | \$12,241,334 |
| Alcoholic Drinks | \$2,189,846 | \$1,228,557 | \$961,289 |
| Packaged Liquor/Wine/Beer | \$4,384,981 | \$204,924 | \$4,180,057 |
| Cigars, Cigarettes, Tobacco, Accessories | \$5,667,011 | \$1,730,514 | \$3,936,498 |
| Drugs, Health Aids & Beauty Aids | \$51,439,807 | \$12,689,202 | \$38,750,605 |
| Soaps, Detergents & Household Cleaners | \$2,418,234 | \$195,337 | \$2,222,897 |
| Paper & Related Products | \$4,470,084 | \$935,652 | \$3,534,432 |
| Men's Wear | \$4,910,092 | \$2,349,260 | \$2,560,833 |
| Women's, Juniors' & Misses' Wear | \$8,807,655 | \$3,138,399 | \$5,669,256 |
| Children's Wear | \$4,059,014 | \$1,641,235 | \$2,417,779 |
| Footwear | \$4,837,372 | \$1,102,285 | \$3,735,087 |
| Sewing, Knitting & Needlework Goods | \$381,961 | \$13,091 | \$368,870 |
| Curtains, Draperies, Blinds, Slipcovers, Etc. | \$2,053,528 | \$182,594 | \$1,870,935 |
| Major Household Appliances | \$3,726,176 | \$166,772 | \$3,559,404 |
| Small Electric Appliances | \$602,053 | \$60,044 | \$542,009 |

MERCHANDISE OPPORTUNITY WITHIN 5.0 MILE RADIUS | Pg. 2 of 3

| Merchandise Lines | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 5.0 mile(s) | | |
|---|--|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Merchandise Lines Opportunity | | | |
| Televisions, Video Recorders, Video Cameras | \$2,146,616 | \$105,114 | \$2,041,502 |
| Audio Equipment, Musical Instruments | \$838,701 | \$108,326 | \$730,375 |
| Furniture & Sleep Equipment | \$6,781,896 | \$2,268,497 | \$4,513,399 |
| Flooring & Floor Coverings | \$1,654,387 | \$214,067 | \$1,440,320 |
| Computer Hardware, Software & Supplies | \$2,953,271 | \$159,504 | \$2,793,767 |
| Kitchenware & Home Furnishings | \$3,798,197 | \$362,929 | \$3,435,268 |
| Jewelry | \$1,583,766 | \$71,528 | \$1,512,237 |
| Books | \$2,174,222 | \$412,611 | \$1,761,611 |
| Photographic Equipment & Supplies | \$346,303 | \$44,192 | \$302,110 |
| Toys, Hobby Goods & Games | \$2,818,512 | \$270,303 | \$2,548,209 |
| Optical Goods | \$1,310,210 | \$315,236 | \$994,974 |
| Sporting Goods | \$2,567,595 | \$292,950 | \$2,274,645 |
| RVs, Campers, Camping & Travel Trailers | \$4,471,818 | \$293,207 | \$4,178,611 |
| Hardware, Tools, Plumbing, Electrical | \$6,566,067 | \$926,200 | \$5,639,867 |
| Lawn/Garden/Farm Equipment/Supplies | \$4,428,324 | \$1,732,864 | \$2,695,460 |
| Lumber & Building Materials | \$3,377,302 | \$552,378 | \$2,824,924 |
| Paint & Sundries | \$1,534,642 | \$83,892 | \$1,450,750 |

MERCHANDISE OPPORTUNITY WITHIN 5.0 MILE RADIUS | Pg. 3 of 3

| Merchandise Lines | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 5.0 mile(s) | | |
|--|--|-------------------------------|----------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Merchandise Lines Opportunity | | | |
| Cars, Trucks, Other Powered Transportation | \$68,362,899 | \$5,088,981 | \$63,273,918 |
| Automotive Fuels | \$43,437,968 | \$91,907,352 | (\$48,469,385) |
| Automotive Lubricants | \$250,384 | \$160,874 | \$89,510 |
| Pets, Pet Foods & Pet Supplies | \$5,643,219 | \$2,051,553 | \$3,591,666 |
| All Other Merchandise | \$15,031,284 | \$5,155,680 | \$9,875,604 |

MERCHANDISE OPPORTUNITY WITHIN 10.0 MILE RADIUS | Pg. 1 of 3

| Merchandise Lines | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 10.0 mile(s) | | |
|---|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Merchandise Lines Opportunity | | | |
| Total Retail Sales & Eating, Drinking Places | \$1,986,372,308 | \$1,470,200,846 | \$516,171,462 |
| Groceries & Other Foods | \$349,929,048 | \$243,752,867 | \$106,176,181 |
| Meals & Snacks | \$173,691,132 | \$146,890,327 | \$26,800,805 |
| Alcoholic Drinks | \$10,939,774 | \$10,289,414 | \$650,360 |
| Packaged Liquor/Wine/Beer | \$22,824,271 | \$4,922,470 | \$17,901,802 |
| Cigars, Cigarettes, Tobacco, Accessories | \$36,089,291 | \$17,346,478 | \$18,742,813 |
| Drugs, Health Aids & Beauty Aids | \$286,146,042 | \$187,728,833 | \$98,417,209 |
| Soaps, Detergents & Household Cleaners | \$14,146,123 | \$11,859,763 | \$2,286,360 |
| Paper & Related Products | \$24,104,744 | \$16,699,966 | \$7,404,777 |
| Men's Wear | \$25,371,414 | \$13,936,387 | \$11,435,026 |
| Women's, Juniors' & Misses' Wear | \$44,312,882 | \$27,278,787 | \$17,034,095 |
| Children's Wear | \$23,149,362 | \$10,783,630 | \$12,365,732 |
| Footwear | \$26,771,669 | \$18,773,026 | \$7,998,643 |
| Sewing, Knitting & Needlework Goods | \$2,014,467 | \$155,671 | \$1,858,796 |
| Curtains, Draperies, Blinds, Slipcovers, Etc. | \$10,387,361 | \$7,431,752 | \$2,955,609 |
| Major Household Appliances | \$19,026,863 | \$16,141,154 | \$2,885,710 |
| Small Electric Appliances | \$3,206,402 | \$2,447,146 | \$759,256 |

MERCHANDISE OPPORTUNITY WITHIN 10.0 MILE RADIUS | Pg. 2 of 3

| Merchandise Lines | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 10.0 mile(s) | | |
|---|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Merchandise Lines Opportunity | | | |
| Televisions, Video Recorders, Video Cameras | \$10,963,278 | \$6,946,359 | \$4,016,919 |
| Audio Equipment, Musical Instruments | \$3,886,252 | \$5,073,101 | (\$1,186,848) |
| Furniture & Sleep Equipment | \$34,291,377 | \$29,976,085 | \$4,315,292 |
| Flooring & Floor Coverings | \$8,490,740 | \$8,869,399 | (\$378,659) |
| Computer Hardware, Software & Supplies | \$14,888,531 | \$8,652,511 | \$6,236,020 |
| Kitchenware & Home Furnishings | \$18,342,780 | \$11,990,143 | \$6,352,637 |
| Jewelry | \$6,702,400 | \$1,648,141 | \$5,054,259 |
| Books | \$10,480,387 | \$4,568,155 | \$5,912,232 |
| Photographic Equipment & Supplies | \$1,591,008 | \$1,191,733 | \$399,275 |
| Toys, Hobby Goods & Games | \$14,711,127 | \$5,908,009 | \$8,803,118 |
| Optical Goods | \$6,336,052 | \$2,006,279 | \$4,329,773 |
| Sporting Goods | \$12,834,414 | \$2,704,612 | \$10,129,802 |
| RVs, Campers, Camping & Travel Trailers | \$16,860,289 | \$3,966,476 | \$12,893,812 |
| Hardware, Tools, Plumbing, Electrical | \$31,369,842 | \$35,539,899 | (\$4,170,057) |
| Lawn/Garden/Farm Equipment/Supplies | \$20,958,416 | \$36,923,431 | (\$15,965,016) |
| Lumber & Building Materials | \$15,677,490 | \$19,325,695 | (\$3,648,204) |
| Paint & Sundries | \$6,707,184 | \$5,371,034 | \$1,336,151 |

MERCHANDISE OPPORTUNITY WITHIN 10.0 MILE RADIUS | Pg. 3 of 3

| Merchandise Lines | CENTER OF TOWN GEORGETOWN, IN: Radius Analysis Area Group: Radius 10.0 mile(s) | | |
|--|---|----------------------------|-------------------------|
| | 2016 Demand (Consumer Expenditures) | 2016 Supply (Retail Sales) | Opportunity Gap/Surplus |
| Merchandise Lines Opportunity | | | |
| Cars, Trucks, Other Powered Transportation | \$323,426,293 | \$92,926,675 | \$230,499,618 |
| Automotive Fuels | \$236,796,242 | \$325,264,060 | (\$88,467,818) |
| Automotive Lubricants | \$1,350,819 | \$2,565,780 | (\$1,214,961) |
| Pets, Pet Foods & Pet Supplies | \$28,535,083 | \$23,781,619 | \$4,753,464 |
| All Other Merchandise | \$89,061,460 | \$98,563,981 | (\$9,502,521) |

