TOWN OF MOORESVILLE COMPREHENSIVE PLAN

ADOPTED BY RESOLUTION 27-2023

OCTOBER 3, 2023

TOWN OF Mooresville
Home of the Indiana State Flag

ACKNOWLEDGMENTS

CONTENTS

Source: Town of Mooresville

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EXECUTIVE SUMMARY

PURPOSE OF THE PLAN

Mooresville has done a wonderful job of protecting community character, celebrating our rich history, and serving residents and businesses in a fiscally responsible manner. However, growth is occurring all around Mooresville in surrounding communities and unincorporated portions of Brown Township. Today, Mooresville is dealing with the impacts of surrounding growth with increased demand for services and more traffic on town streets. Since much of this new development has occurred outside town limits, Mooresville faces the difficult task of growing services and capacity to address potential concerns generated by development that hasn't contributed to town revenues. These outside pressures are expected to continue and it will become increasingly important for the town to leverage development in a manner that adds value and revenue to ensure continued success. Proximity to employment hubs, access to major transportation routes, and expected development around new interchanges along I-69 and I-70 make establishing a common vision crucial. The purpose of this comprehensive plan is to protect existing residents and assets as the community plans for the potential changes ahead.

PLAN OVERVIEW

The Mooresville Comprehensive Plan will help to guide the decision-making of local leaders and lays the groundwork for future planning efforts down the road. The goals and strategies within the plan should influence land use and development decisions such as zoning changes, sewer utility extensions, infrastructure improvement projects, and cultural and social programming. While comprehensive plans are most frequently used by community leaders, Mooresville residents and businesses also benefit from reading and understanding the community's overarching vision and goals for the future.

This document is broken down into three distinct sections:

o An executive summary that provides an overview of the Mooresville Comprehensive Plan and the process that led to its creation;

o An analysis of where Mooresville is today and what challenges the community is likely to face in the near future; and

o Detailed recommendations organized into topic chapters based on the challenges facing Mooresville. These chapters include detailed action steps to help guide community leaders in the successful implementation of the plan.

PLANNING PROCESS

The Mooresville Comprehensive Plan was built on a foundation of analytical research, knowledge from town leadership, and input from those living and working within the community. The plan's creation took place over a 10-month period and included various public engagement opportunities targeting community stakeholders, elected officials, local businesses, utility providers, and any resident who wished to participate. Input from the community was used to develop the goals and action steps, detailed in later chapters of the document, which collectively will help Mooresville achieve its vision for where it wants to be in the future. A breakdown of individual community engagement efforts can be found in Chapter 3: Process & Engagement.

Intersection of Main and Indiana streets.

PRIORITY INITIATIVES

Several key initiatives were identified over the course of the planning project as a result of repeated issue identification, broad community support, and the greatest potential for future benefit. These initiatives represent key next steps in creating a working plan to implement the recommendations of the comprehensive plan. Implementation of these projects and initiatives is dependent on available funding and other town resources and will only be done when they can adequately be sustained into the future. The priority initiatives are:

Grow town capacity.

Mooresville staff and leaders need more support and resources to effectively manage current issues and future development pressures.

Enhance quality of place amenities to support residents.

Mooresville is a desirable residential community, but quality of place investments must keep pace with neighboring communities. The town must keep investing in parks, trails, and public space programming to better serve families and support local businesses.

Address congestion issues and improve connectivity.

A safe and reliable transportation system is critical in supporting quality of life and economic development goals. The number of state roads through Mooresville, combined with surrounding growth, have led to transportation issues on Town streets.

Limit development west of town until a land use and infrastructure strategy can be created in anticipation of a new Interstate 70 interchange.

A new interchange will fundamentally change access and development potential of this area. The Town must determine how proactive it wants to be in directing that growth through strategic infrastructure investments.

MOORESVILLE'S VISION

Mooresville is ready to grow, but only in a way that respects and preserves our valued character. We will use managed growth to better the community for existing residents and businesses while welcoming newcomers. We will do this through:

o **Offering outstanding municipal services and leadership.**

o **Supporting our vibrant downtown.**

o **Enhancing recreation amenities.**

o **Fostering diverse housing and employment opportunities.**

o **Never losing sight of our treasured home-town atmosphere.**

PLANNING GOALS

Developed through community input and analytical research, Mooresville's goals are grouped into the major themes discovered throughout the planning processes and are intended to help the community achieve its vision for appropriately managed future growth and development.

LAND USE

Goal 1. Ensure new development can be appropriately supported by Town services, utility infrastructure, and the transportation network.

Goal 2. Promote residential development to the east and southeast, especially on properties adjacent to Town sewer mains and those mostly or completely surrounded by existing Town limits.

Goal 3. Work with Morgan County to manage new growth in fringe areas previously included in the Town's extra-territorial jurisdiction.

Goal 4. Limit development west of Mooresville until a coordinated land use and utility plan can be created in anticipation of a new Interstate 70 interchange.

GOVERNMENT CAPACITY

Goal 1. Grow town capacity to better support existing residents and businesses and appropriately manage growth.

Goal 2. Improve communications with Mooresville residents, local businesses, Morgan County government, and neighboring municipalities.

HOUSING

Goal 1. Utilize new development areas to diversify housing options and price points across the community.

Goal 2. Invest in established residential areas so that they remain attractive and desirable neighborhoods.

TRANSPORTATION

Goal 1. Improve connectivity across town.

Goal 2. Redesign Indiana Street to improve safety, ensure efficient traffic flow, enhance bicycle and pedestrian facilities, and upgrade stormwater infrastructure.

Goal 3. Improve Bethel Road to better serve potential employment sites and enhance north-south connectivity.

Goal 4. Construct transportation improvements as identified in the Thoroughfare Plan.

QUALITY OF PLACE

Goal 1. Maintain the community's established charm and character while attracting new housing, shopping, and employment opportunities.

Goal 2. Enhance existing park and recreation facilities and create new parks in conjunction with residential development.

Goal 3. Expand the town's trail system for local trips as well as connections to existing networks in neighboring communities.

Goal 4. Invest in downtown Mooresville as a dining, entertainment, and residential destination.

ECONOMIC DEVELOPMENT

Goal 1. Continue business expansion and attraction efforts to maintain diverse employment opportunities for the community.

Goal 2. Continue to support small businesses as a critical component of the town's economy.
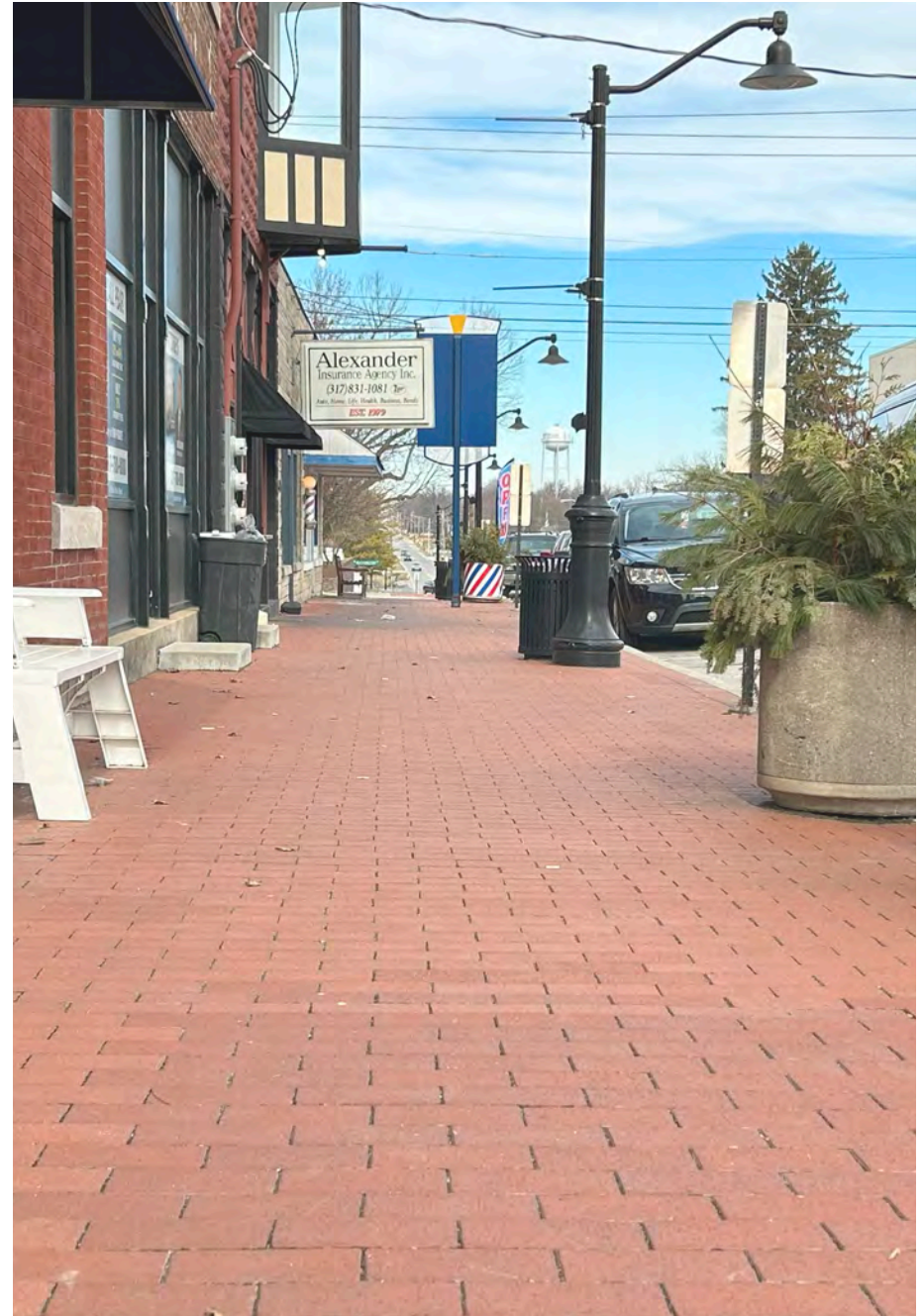
Storefronts along Indiana Street.

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MOORESVILLE TODAY

As Mooresville approaches our bicentennial in 2024, it has retained its identity and atmosphere by protecting the neighborhoods of a small-town community while promoting the businesses and amenities desired by residents. Downtown hasn't looked better in years, and the town's longstanding anchor institutions, such as Mooresville Schools and their recent Pioneer Pavilion expansion, the Mooresville Public Library, and Franciscan Health, have remained cornerstones of the community. New amenities like Bicentennial Park, downtown restaurants, and employment generating businesses have entered the community and taken root. Together, these institutions and industries provide employment options, recreational opportunities, and other critical quality of place services for Mooresville residents and greatly contribute to the community's on-going potential. As the town gets ready to celebrate 200 years since our founding, it's an exciting time to look ahead and plan for future opportunities.

WHO HAS LIVED IN MOORESVILLE?

For a town of Mooresville's size and age there is no surprise that a number of well known Americans have been born or raised in Mooresville. Some of Mooresville's historic citizens helped shape the community into what it is today, while others were better known outside the community and had influences on our nations history or pop-culture.

Several key figures from Mooresville and their accomplishments include:

o **Samuel Moore, original settler and founder of Mooresville.**

o **Paul Hadley, a Mooresville native responsible for the design of the Indiana State Flag.**

o **Sammy Davis, a Medal of Honor recipient in the Vietnam War who lived in Mooresville during his late teen years.**

o **Frank Inn, a famous animal trainer who worked with hundreds of Hollywood animals for movies including Benji, Orangey, and Lassie.**

Paul Hadley.
Source: William Buckley

Frank Inn and Benji
Source: Mooresville Public Library

Although Mooresville sits along several state roads and is less than half an hour drive to downtown Indianapolis and other commercial hubs, the community has experienced less than a 2% increase in population since 2000. Whether this slow growth rate is due to internal or external factors, it starkly contrasts other communities in the region, some of which have doubled in size since 2010. While this could partly be due to the town's borders remaining relatively unchanged over the years, it can also be attributed to new residential development occurring outside Mooresville's limits. However, with the ongoing plans for a new interchange west of Mooresville along I-70 and development pressures from outside communities pushing in, Mooresville has the opportunity to manage growth in a way that advances community goals while preserving established character and assets so valued by residents and businesses.

HISTORY & CULTURE

A LOOK TO THE PAST

Mooresville's original plat was laid out in 1824 by Samuel Moore, a North Carolina Quaker who purchased the land for $2 an acre the year prior. Samuel chose the area that is now Mooresville because of its strategic location between the east and west forks of White Lick Creek. He created sixteen lots in four five-acre blocks and would not allow a public sale of the land, instead giving the land to people he felt deserved it. Soon after the first cabins were built, merchandiser stores and a mill were constructed, the mill shipped large quantities of flour, cornmeal, wheat, and corn by boat down White Lick Creek to the White River. It is theorized that the mill's success lead to the rapid development and population increases in Mooresville during the 19th century. Local citizens voted to incorporate the town in 1831 and elected five trustees. This first municipal government died out but was revived again in 1838 and has been maintained to present day.

Mooresville was home to one of the first high schools in Indiana, starting as the Friends Academy in 1861 which was a boarding school for high school students. Students of Friends Academy did not actually live at the school but rented rooms from nearby residents and lived as members of the community. The restored Newby Memorial Campus (also known as Newby Elementary) is part of the National Historic Register with the Friends Academy building housing a local museum and quasi-government offices.

MOORESVILLE'S CULTURE

Mooresville residents are proud of the small town atmosphere and historic charm, while also benefiting from a well-connected transportation network and quick access to Indianapolis. These assets helped Mooresville become one of the fastest growing towns in Indiana in the early 2000s, drawing new residential, commercial, and industrial development that supported the town's existing culture and character.

Mooresville has several valuable community assets to offer its residents and visitors alike. The educational offerings include one high school, one middle school, five elementary schools, an alternative school for high school students and a private K-12 school. The Mooresville Public Library was expanded and updated in 2005 to a total of 24,500 square feet. The expanded and renovated library offers a computer lab and wireless access points, a mini-lab for instructional training, a Young Adult room, individual study rooms, a Friends of the Library store, a community room, and a café.

The town's park system consists of five parks all located within town limits. The largest park, Pioneer Park, includes the Mooresville Family Aquatic Center, seven picnic shelters, playgrounds, six baseball diamonds, soccer fields, three horseshoe courts, two sand volleyball courts, and a paved walking/jogging trail around the majority of the park site. These parks are an integral part of Mooresville's focus on giving residents recreation options typically seen in larger communities.

Mooresville has several festivals through the year including the Old Settlers parade and picnic and the Victorian Christmas Celebration held every December. The Victorian Christmas Celebration is organized by the Mooresville Revitalization Group, Inc. and funded by contributions of local businesses and supporters. These are also backed by various community organizations dedicated to supporting residents and businesses within Mooresville.

The town also strives to be accessible for residents looking to age in place, with various types of senior housing and programs dedicated to assisting seniors with daily needs. This includes over 20 churches who are active in community.

Mooresville adopted "Home of the State Flag" as its slogan in 1966, in honor of Paul Hadley, the Indiana State Flag's designer. Hadley was a well-known watercolor artist and lived in Mooresville for many years. Today, there are multiple gateway and park installations paying respect to the torch design Hadley created for the flag, including the most recent installation at Bicentennial Park.

Bicentennial Park's sculpture installation in downtown Mooresville is a visible icon within the community.

Downtown Mooresville continues to experience new investment.

INFLUENCING FACTORS

I-69 & I-70 CORRIDOR GROWTH POTENTIAL

Mooresville sits between two major transportation corridors, I-69 to the south and east and I-70 to the north and west, with State Road 67, a major four-lane highway, running directly through town. Both interstates are currently undergoing or have recently undergone improvement projects with more planned for the future. These improvements have increased the potential for development in the areas surrounding Mooresville, as enhanced accessibility will make it easier for commuters and businesses to access outside markets. Improved accessibility to employment hubs benefits the roughly 65% of Mooresville commuters who travel outside Morgan County for work and assists Mooresville's major employers and manufacturing industries who rely on transporting goods or an outside workforce. This accessibility creates the potential for development near what have historically been rural interchanges, as someone living in Mooresville or greater Morgan County can have the same commute time as those living in Indianapolis but at a fraction of the living cost.

Morgan County exports nearly five times as many workers (18,357 workers) to outside communities as it brings in (3,846), with the majority commuting to Marion County and Hendricks County. With the most recent redesign of and access changes to the Indianapolis International Airport, Mooresville is now closer to the new passenger terminal than the vast majority of Indianapolis, about three miles fewer than someone traveling from downtown.

Another potential issue arising from new growth adjacent to Mooresville and near the major transportation corridors is how new development will be served by utilities and emergency services. New development closer to major road corridors could lower the levels of service Mooresville residents and businesses are familiar with, as a greater service range often comes with longer travel and response times. Currently, Mooresville emergency services such as police and fire already respond to calls outside town limits. While they may be equipped to cover the current number of residents and businesses outside the community, new development may increase the town's cost of providing services without recovering funds through tax revenue. Ultimately, this may impact the town's ability to serve existing residents and businesses as resources are directed elsewhere.

TRAFFIC CONGESTION

The potential for growth within and around the community also means a potential increase in traffic. In addition to potential congestion issues on major roadways entering and existing Mooresville, new growth could further strain the community's east-west connectivity. Currently, there are only three ways to enter Mooresville from the west: State Road 42, Greencastle Rd, and County Line Rd. Two of these roads connect directly to downtown Mooresville, causing traffic concerns, with the third located too far north to be a viable option for most residents living west of the community.
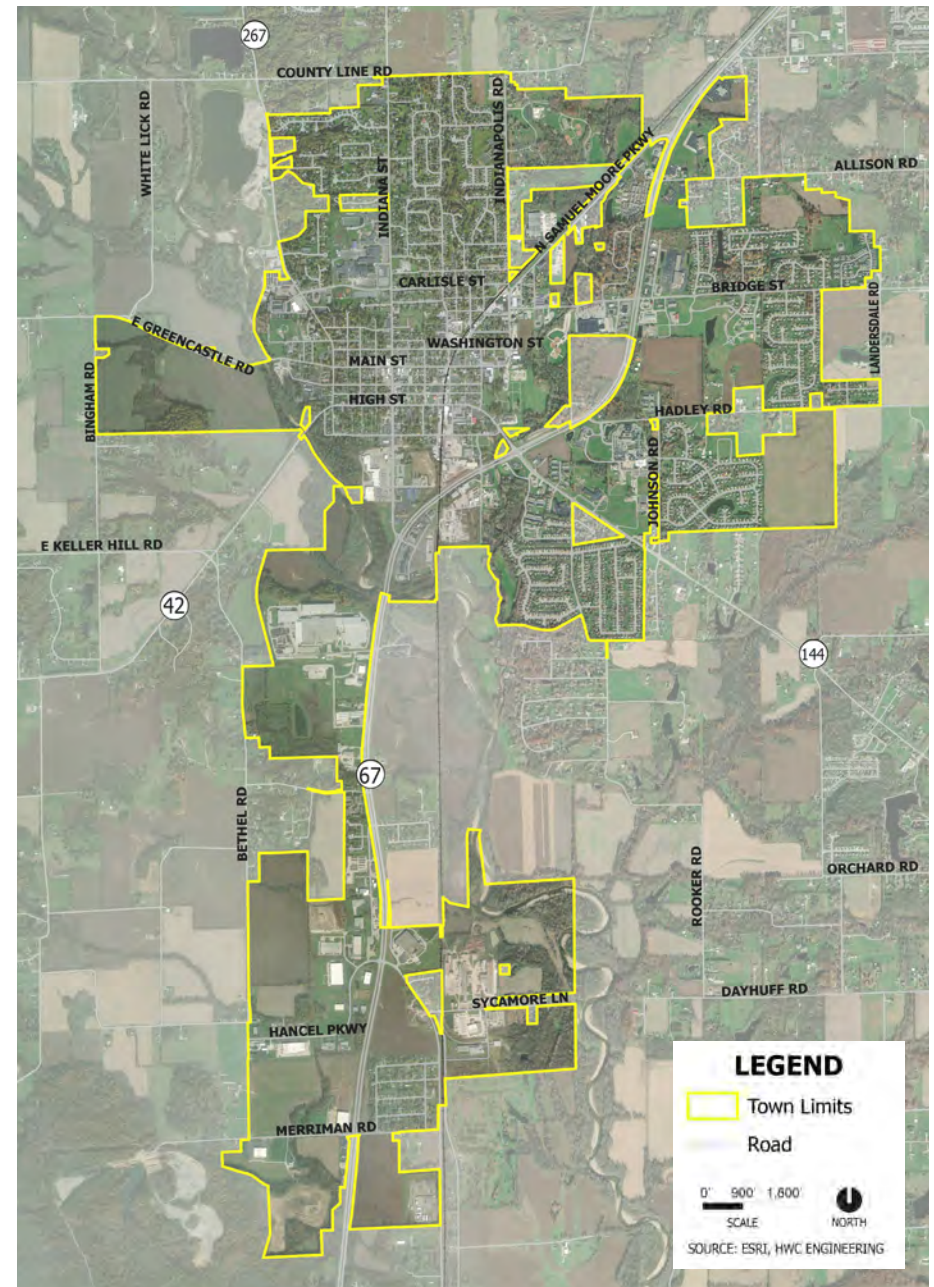

FIGURE 2.1: Existing Town Limits

SURROUNDING DEVELOPMENT PRESSURE

Mooresville has seen limited population growth over the last decade, growing roughly 0.9% (85 people) between 2010 and 2020. While any level of population growth is typically seen as positive, other communities surrounding Mooresville such as Bargersville (138.2%), Greenwood (28.2%), Monrovia (54.6%), and Plainfield (25.3%) have experienced much higher rates. Brown Township has also grown at a faster rate than the town, with an estimated 9.8% increase in population within the township but outside Mooresville's corporate boundary. Alongside population increases, the growth in housing units in the surrounding communities also greatly outpaced Mooresville (3.6% from 2010 to 2020), with Bargersville (79.5%) and Monrovia (28.2%) experiencing the highest rates of new home construction among nearby communities. As land availability in these communities decreases, and as they may be able to capture commercial and industrial development in conjunction with residential growth, development pressures within and around Mooresville will likely increase.

Plainfield, located just north in Hendricks County, imposes the highest level of development pressures on Mooresville when compared to any other nearby municipalities. Plainfield is located along several major transportation corridors including I-70, US 40, and State Road 267, and is directly adjacent to the Indianapolis International Airport. Plainfield's proximity to these major transportation and employment centers has led to substantial residential and industrial development, mostly in the form of large-scale warehouses and distribution centers. More recently development in Plainfield has moved south of I-70 and closer to Mooresville. Additionally, traffic volume increases at the Ronald Reagan Parkway and State Road 267/Quaker Blvd. interchanges have prompted INDOT and Plainfield to study alternatives for a new I-70 interchange to the west. While still years away, a new interchange would immediately increase development prospects on surrounding properties, including those just west of Mooresville across White Lick Creek. Whether Mooresville would extend municipal sewer service to this area or not, those residents and businesses could increase traffic along Hendricks County Road and Greencastle Road.

Regardless of how much growth Mooresville leadership determines is suitable for the community to capture in the next ten years, development outside the town's jurisdictional boundary will have an impact on community amenities and services.

New residential construction in nearby Monrovia resulted in more than a 50% increase in population from 2010 to 2020.

ZONING BUFFER ELIMINATION

Until December of 2022, Morgan County cities and towns were able to manage development decisions in nearby, but unincorporated areas of Morgan County through an extra-territorial jurisdiction, or zoning buffer. These buffers extended for up to 2 miles out from municipal limits and allowed town officials and staff to extend their zoning to control land uses adjacent to each community. The buffers were created through joint agreements between the county and each city or town. The Morgan County Commissioners decided to terminate the agreement and eliminate the buffers in an effort to ensure planning and zoning decisions were being made by elected and appointed leaders representing those property owners, and not the municipal leaders those property owners had no say in electing. However, Morgan County has stated that they intend to work with each community and their individual visions for land use and development outside municipal boundaries.

The removal of zoning buffers, along with regional development pressures, places Mooresville in a challenging position in terms of future growth and land use planning. If Mooresville wishes to take a more proactive role in managing growth, the town needs to identify new mechanisms to manage development and work closely with Morgan County on the region's vision for growth.

WHY IS MANAGING GROWTH IMPORTANT?

Ultimately, creating a plan helps a community define what good growth and development looks like on their terms. Growth management is important in Mooresville for a variety of reasons, helping encourage specific types of development, protecting agricultural lands and natural resources, and guiding future infrastructure and community service needs. Understanding where, when, and how future growth may occur within Mooresville also helps community leaders, such as the town council and plan commission, make more informed decisions regarding proposed zoning changes and town investment. A plan outlining growth management practices is also beneficial for residents and business owners, giving them the ability to understand where Mooresville is going and how it's going to get there.

Outcomes of Proactive Planning:

o Capture tax revenue from new development if town boundaries are extended.

o Ensure infrastructure extensions are built out to maximize efficiency and capture revenue from new hookups.

o Align new development with the community's overall vision for character and sense of place.

o Phase development so it aligns with infrastructure improvements and community facility enhancements.

o Reduce surprises for town staff and elected officials.

COMMUNITY PROFILE

Population Characteristics

9,411
2020 POPULATION
(Source: U.S. Census)

1.5%
POPULATION CHANGE, 2000-2020
(Source: U.S. Census)

44.7
MEDIAN AGE
(Source: 2021 ACS 5-Year Estimates)

$61,505
MEDIAN HOUSEHOLD INCOME
(Source: 2021 ACS 5-Year Estimates)

Education

88.2%
POPULATION AGE 25+ WITH A HIGH
SCHOOL DIPLOMA OR HIGHER
(Source: 2021 ACS 5-Year Estimates)

19.8%
POPULATION AGE 25+ WITH A
BACHELORS DEGREE OR HIGHER
(Source: 2021 ACS 5-Year Estimates)

Employment

18.5%
WORKFORCE IN THE TRANSPORTATION AND
WAREHOUSING, AND UTILITIES INDUSTRY
(Source: 2021 ACS 5-Year Estimates)

2.1%
UNEMPLOYMENT RATE
(Source: Indiana Dept. of
Workforce Development)

Housing

69.6%
OWNER-OCCUPIED
(Source: 2021 ACS 5-Year Estimates)

30.4%
RENTER-OCCUPIED
(Source: 2021 ACS 5-Year Estimates)

7.0%
VACANT
(Source: 2021 ACS 5-Year Estimates)

$152,300
MEDIAN HOME VALUE
(Source: 2021 ACS 5-Year Estimates)

HOW DOES MOORESVILLE COMPARE?

When examining demographic and socioeconomic trends, it is important to understand what is happening in Mooresville and how that compares to nearby communities, Morgan County, and the State of Indiana as a whole. The following analysis includes an examination of four peer communities in Central Indiana for several key indicators. They are:

- Martinsville (Morgan County)
- Monrovia (Morgan County)
- Danville (Hendricks County)
- Plainfield (Hendricks County)

Much of this analysis is based on data from the 2020 U.S. Census Decennial Census and 2021 American Community Survey (ACS) 5-Year Estimates.

POPULATION

A community's population trend (whether increasing or decreasing) is a critical gauge of current condition and long-term success. According to the 2020 Census, Mooresville has a population of 9,411. This represents little change since 2000 – increasing only 1.5% during that twenty-year period. Mooresville's slow population growth is well below that of Morgan County's rate of 7.6% and Indiana's rate of 11.6% between 2000 and 2020. Table 2.1 below shows population change from 2000 to 2020 for Mooresville and the comparison communities.

Table 2.1: Population Change 2000 - 2020 (Source: U.S. Decennial Census)

COMMUNITY	2000 POPULATION	2010 POPULATION	2020 POPULATION	% CHANGE 2000 - 2020
Mooresville	**9,273**	**9,326**	**9,411**	**1.5%**
Martinsville	11,698	11,828	11,932	2.0%
Monrovia	628	1,063	1,643	161.6%
Danville	6,418	9,001	10,559	64.5%
Plainfield	18,396	27,631	34,625	88.2%
Morgan County	66,689	68,894	71,780	7.6%
Indiana	6,080,485	6,483,802	6,785,528	11.6%

Figure 2.2: Population History 1900 - 2020

(Source: U.S. Decennial Census)
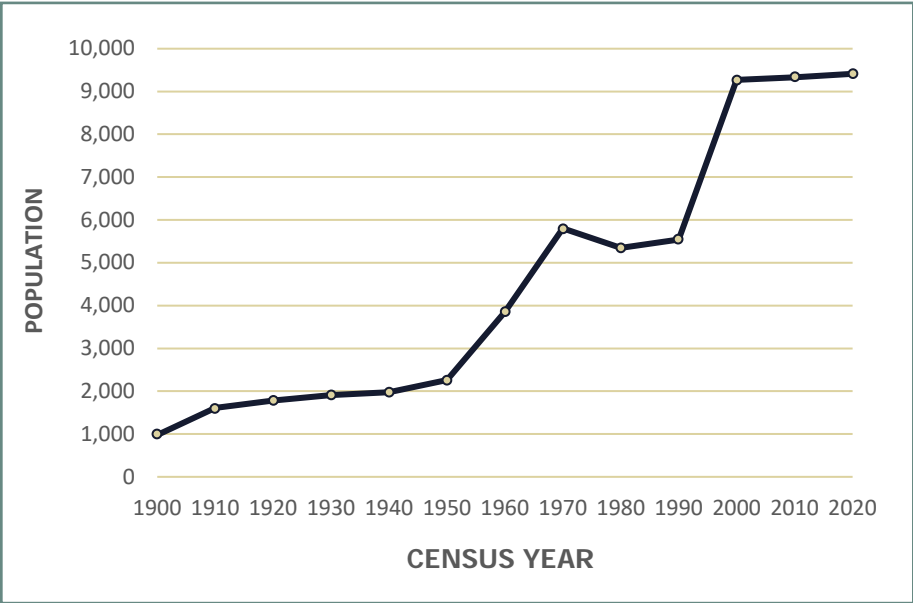
AGE CHARACTERISTICS

The median age of a community has economic, social and public services implications. For Mooresville, its median age of 44.7 is slightly higher than the county's (42.4) and much higher than Indiana's median age of 38.2. This statistic is supported by the fact that over 19% of the town's population is over the age of 65. As Table 2.2 illustrates, this is a higher percentage than all the comparison communities. An older median age reflects a community's aging population, which can lead to a potential shift in the housing needs, as well as increased demands on public services, particularly safety and healthcare. An aging population can also affect economic growth, reduce the local workforce, or place added pressure on communities to provide adequate resources for older adults impacted by disease or disability.

EDUCATION

A community's school system plays a key role in overall quality of life. The Mooresville Consolidated School Corporation is comprised of Mooresville High School, Paul Hadley Middle School, and five elementary schools. According to Indiana Department of Education statistics for the 2020-2021 school year, there were 4,337 students enrolled in the school district.

Enrollment has remained relatively consistent across the district. The slight drop in students between the 2019-20 and 2020-21 school years could be related to the COVID-19 pandemic. Despite educational challenges created by the pandemic, the graduation rate remained high at 96.0% during the 2020-2021 school year (compared to the State average of 87.1%). The table on the following page provides some additional key student statistics for the town's school system.

Table 2.2: Age Characteristics

(Source: 2021 American Community Survey, 5-Year Estimates)

COMMUNITY	MEDIAN AGE	% UNDER AGE 18	% OVER AGE 65
Mooresville	**44.7**	**20.9%**	**19.4%**
Martinsville	36.3	23.4%	14.6%
Monrovia	30.6	31.3%	7.3%
Danville	37.3	26.3%	15.2%
Plainfield	38.1	23.4%	15.3%
Morgan County	42.4	22.3%	17.8%
Indiana	38.2	23.3%	16.4%

Educational attainment is viewed as a key indicator of the income-earning potential of a community, especially in a modern economy driven on technological advancement. Mooresville trails all but Martinsville in terms of percentage of the population 25 years or older who have graduated high school. Almost 20% of Mooresville residents age 25 or older have a Bachelor's degree or higher. This percentage is higher than Morgan County as a whole and the comparison communities in Morgan County, but lower than the comparable Hendricks County communities and the State.

Table 2.3: Educational Attainment, Age 25+

(Source: 2021 American Community Survey, 5-Year Estimates)

COMMUNITY	HIGH SCHOOL GRADUATE OR HIGHER	BACHELOR'S DEGREE OR HIGHER
Mooresville	**88.2%**	**19.8%**
Martinsville	83.6%	12.1%
Monrovia	93.0%	17.9%
Danville	94.5%	36.3%
Plainfield	94.4%	31.6%
Morgan County	91.6%	18.7%
Indiana	90.6%	28.9%

Table 2.4: Mooresville Consolidated School Corporation Statistics

(Source: Indiana Dept. of Education – 2021 Annual Performance Report)

INDICATOR	2017-18	2018-19	2019-20	2020-21
Overall Student Enrollment	4,380	4,436	4,412	4,337
% of Students Receiving Free/Reduced Lunch	43.3%	43.1%	41.6%	39.5%
% of Students in Gifted/Talented Education	11.3%	11.6%	11.8%	13.5%
% of Students in Career/Technical Programs	23.8%	20.7%	23.1%	27.9%
High School Graduation Rate	97.4%	94.4%	95.8%	96.0%

MEDIAN HOUSEHOLD INCOME

Median household income represents a key indicator of the economic well-being of a community's residents. According to 2021 ACS estimates, Mooresville's median household income for owner-occupied units was $77,983 which is slightly higher than both Morgan County and the State's median of $74,090 and $76,001, respectively. When compared to the other communities, Mooresville trails all but Martinsville.

Table 2.5: Median Household Income

(Source: 2021 American Community Survey, 5-Year Estimates)

COMMUNITY	MEDIAN HOUSEHOLD INCOME OWNER-OCCUPIED UNITS	MEDIAN HOUSEHOLD INCOME RENTER-OCCUPIED UNITS
Mooresville	**$77,983**	**$33,333**
Martinsville	$64,701	$37,718
Monrovia	$83,333	Not Available
Danville	$86,488	$52,750
Plainfield	$86,432	$52,219
Morgan County	$74,090	$37,450
Indiana	$76,001	$38,099

EMPLOYMENT

Table 2.4 shows the percentage of jobs located in Mooresville across 13 industry groups. Almost 70% of the jobs in Mooresville are within five key industry groups: Transportation and warehousing, and utilities; Educational services, and health care and social assistance; Manufacturing; Construction; and Professional, scientific, and management, and administrative and waste management services.

Mooresville's largest employers are Nice-Pak Products Inc, Toa LLC, Franciscan Health Mooresville, Bri Staffing Inc, Gray Brothers Cafeteria (Source: Data Axle, Hoosiers By the Numbers).

Table 2.6: Industry for Full-Time, Year-Round Civilian Employed Population Age 16+

(Source: 2021 American Community Survey, 5-Year Estimates)

INDUSTRY	% JOBS IN MOORESVILLE
Agriculture, forestry, fishing and hunting, and mining	0.9%
Construction	10.4%
Manufacturing	13.8%
Wholesale trade	2.2%
Retail trade	4.4%
Transportation and warehousing, and utilities	**18.5%**
Information	1.6%
Finance and insurance, and real estate and rental and leasing	8.5%
Professional, scientific, and management, and administrative and waste management services:	10.3%
Educational services, and health care and social assistance	15.8%
Arts, entertainment, and recreation, and accommodation and food services	3.6%
Other services, except public administration	5.3%
Public administration	4.7%

HOUSING

There are an estimated 3,975 housing units in Mooresville (2021 ACS 5-Year Estimates). Of those, 3,695, or 93% are occupied while 280, or 7% are vacant. The occupied housing units are primarily owner-occupied, 2,564 or 69.4%, while 1,131 or 30.6% are renter-occupied.

Median home value in Mooresville, $152,300 is representative of Morgan County as a whole, and more than $15,000 higher than the median value for all of Indiana, $135,400 (2021 ACS 5-Year Estimates). Median home values are $40,000 to $50,000 higher in the Hendricks County communities of Danville and Plainfield, respectively. When examining average sale prices as reported by Zillow for August 2022, the average sale price of a single-family home in Mooresville, $290,948, is much closer to prices realized in Danville and Plainfield, as shown in Table 2.8 to the right.

Table 2.8: Median Home Value & Average Sale Price
(Source: [1] 2021 American Community Survey, 5-Year Estimates [2] Zillow, August 2022)

COMMUNITY	MEDIAN HOME VALUE [1]	AVERAGE SALE PRICE [2]
Mooresville	**$152,300**	**$290,948**
Martinsville	$119,100	$261,575
Monrovia	$161,000	$275,378
Danville	$193,800	$300,929
Plainfield	$203,700	#311,948
Morgan County	$154,300	$271,455
Indiana	$135,400	$222,799

Figure 2.3: Housing Units, Occupancy, and Owner- vs. Renter-Occupied
(Source: 2021 American Community Survey, 5-Year Estimates)

TOTAL HOUSING UNITS: 3,975

Occupied Housing Units: 3,695 (93%)	Vacant Housing Units: 280 (7%)

Owner-Occupied Units: 2,564 (69.4%)	Renter-Occupied Units: 1,131 (30.6%)
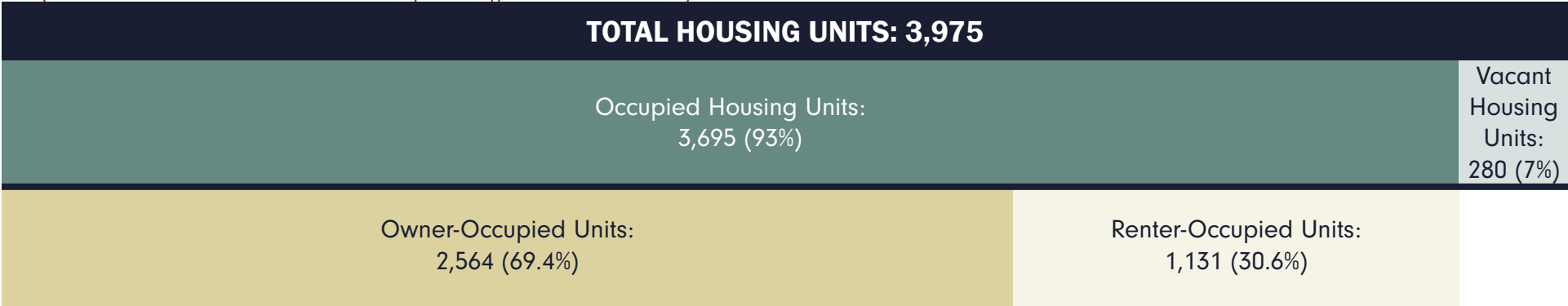
03
PROCESS & ENGAGEMENT

The Mooresville Comprehensive Plan process began in June 2022 and took place over a 10-month period and resulted in the development of the Mooresville Comprehensive Plan as well as the Mooresville Thoroughfare Plan, a document that examines Mooresville's transportation and roadway infrastructure needs to a greater degree. The plan's creation stood on a solid foundation of research and analysis, examining the town's existing demographic and market conditions, determining the status of ongoing and future development plans, and identifying potential gaps in the town's capacity to serve new growth. The basis for the goals and action steps present within this plan are also based upon public input gathered over the process, where residents explained what they believed Mooresville's challenges and opportunities to be and provided ideas on how they could be addressed.

FOUR KEY PHASES...

Cast a Vision

The first phase of the project focused on coordination with town staff and elected officials, setting up a project steering committee, and building relationships with community members. It also included initial data collection and research, primarily a demographic profile and statistical analysis of Census data.

Reach a Consensus

The second phase included early public engagement events and community outreach. Input gained from this phase helped determine Mooresville's existing assets and potential challenges while identifying potential strategies to address those findings. This phase's main goal was to determine the needs of the community from residents and businesses themselves.

Form the Plan

The third phase of the planning process consisted of various meetings with the steering committee to review planning topics and the community's overall vision for future development and growth. This phase resulted in much of the plan's creation, compiling the information, results, and guidance from the previous phases to create the plan recommendations.

Practical Action Steps

The final phase of the planning process was the preparation of an action plan to guide the implementation of the plan's goals and strategies, as well as developing the final document and formally adopting it through Plan Commission and Town Council review and approval.

STEERING COMMITTEE

A GROUP OF SELECTED INDIVIDUALS DEDICATED TO ENSURING THE PLAN FITS THE NEEDS OF THE COMMUNITY.

A total of five steering committee meetings were held over the course of the plan's creation. The committee was made up of elected officials, local business leaders, community stakeholders, and other key residents rooted in the community. The meetings introduced members to the importance of strategic planning, asked for input regarding the town's strengths and opportunities, and allowed committee members to review and provide feedback on the final document before adoption.

Key Takeaways

o The town's zoning buffer has been dissolved, which can lead to potential land use conflicts between county and town zoning.

o The potential of a new interchange along I-70 could lead to increased development west of current town boundaries.

o Town services are adequate at the moment but new growth could potentially exceed their capacity.

o The town needs to increase staffing capacity.

The first steering committee meeting that led off initial public engagement and input.

FOCUS GROUP MEETINGS

INDIVIDUAL MEETINGS WITH KEY STAKEHOLDERS WHO PROVIDE FEEDBACK INTO SPECIFIC COMMUNITY CHALLENGES.

Seven focus group meetings were held throughout the planning process to communicate directly with community leaders and experts on a variety of topics. These meetings identified potential assets and challenges within Mooresville that may not be common knowledge to the general public. The meetings included 27 participants with expertise in arts and history, business and restaurants, realtors and builders, town services and public safety, and general community needs.

Key Takeaways

- There is a divide between residents who want growth and those who want things to remain the same.
- Multiple housing options are key for the community's growth.
- Mooresville needs to build up attractions that draw in visitors and provide entertainment options for residents.
- There needs to be enhancements to pedestrian/bicycle connectivity and infrastructure.

Key stakeholders discussions that dove into specific topics for challenges and opportunities in Mooresville.

ONLINE SURVEYS

GATHERED FEEDBACK AND ALLOWED THOSE WHO WERE UNABLE TO ATTEND IN-PERSON MEETINGS A CHANCE TO PARTICIPATE.

There were two online community surveys available during the planning process; the first asked for input on the town's challenges, opportunities, and vision for the future. The second survey allowed residents to confirm preliminary plan goals and recommendations. These surveys mimicked the questions seen at each public meeting giving residents and businesses who were unable to attend a chance to provide input. There were 675 responses in total for both surveys.

Key Takeaways

- Mooresville is a great place to raise a family.
- Land uses along State Road 67 do not fully serve the retail, convenience, and services needs of Mooresville residents.
- There is a lack of affordable, quality housing options in town.
- Mooresville parks offer a variety of recreational opportunities, but need safe pedestrian routes linking them to neighborhoods.
- The town lacks workforce training resources for new workers.
- Residents feel there is a lack of transparency on decisions made by community leaders and elected officials.

Screenshot of the initial community input survey.

COMMUNITY WORKSHOP

A PUBLIC MEETING TO GAIN INSIGHTS FROM THE PUBLIC ON MOORESVILLE'S CHALLENGES AND OPPORTUNITIES.

The kick-off for public engagement was a community workshop held in September 2022 and was open to anyone who wished to provide input for the plan. The meeting held activities that helped identify community assets, areas for future development, and preferred development types within Mooresville. Participants were asked to place dots on maps to identify areas where new development would be preferred, as well as voting on what types of development would be best suited for Mooresville.

Key Takeaways

o Industrial development should be limited to the southern end of Mooresville along State Road 67.

o Multiple types of commercial development were supported, either along State Road 67, Indiana Street, or in the downtown.

o Housing development was identified as a top priority with residents citing the need for entry-level, single-family homes and multi-family developments.

o Areas identified for new residential neighborhoods were east of town along State Road 144 and Bridge Street, with multi-family housing dots placed along Stare Road 276 and State Road 67.

o Expanding park and recreation facilities should be a priority, as well as extending trail and sidewalk networks.

o The town should proactively plan for annexations and sewer extensions to better control development occurring outside current town boundaries.

Community Workshop participants working through future development locations surrounding Mooresville.

Assets and issues mapping exercise.
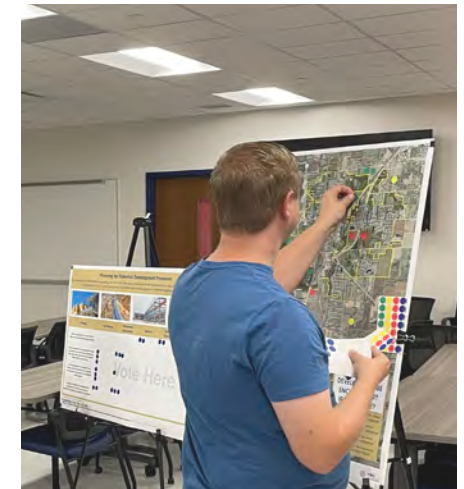
Identifying future land uses around Mooresville.

COMMUNITY OPEN HOUSE

A PUBLIC MEETING ASKING COMMUNITY MEMBERS TO PRIORITIZE POTENTIAL PLAN GOALS AND ACTION ITEMS.

In November 2022 a community open house was held to help refine the plan's final goals and strategies. The public viewed and commented on several key questions based on the major challenges for future growth identified earlier in the planning process. Public input was also used to narrow down the community's priorities for development and programming policies that should be the focus in the short term. Approximately 20 people participated in the community open house.

Residents prioritizing potential goals at the community open house.

Key Takeaways

o Consider creating new full and part-time staffing positions that support town management and improve communications with the public.

o High-traffic commercial uses and new industrial development should remain along State Road 67.

o Connect Mooresville's existing park facilities with future county-wide systems to link residents to destinations within Morgan County and Hendricks County.

o Develop new recreational programming and events in existing park spaces that cater to residents of all ages.

o Coordinate with Hendricks County to improve County Line Road.

o Build patio homes and similar housing developments that allow senior residents to downsize and remain in the community.

o Continue sewer extensions along State Road 144 and to other key developable areas adjacent to Mooresville.
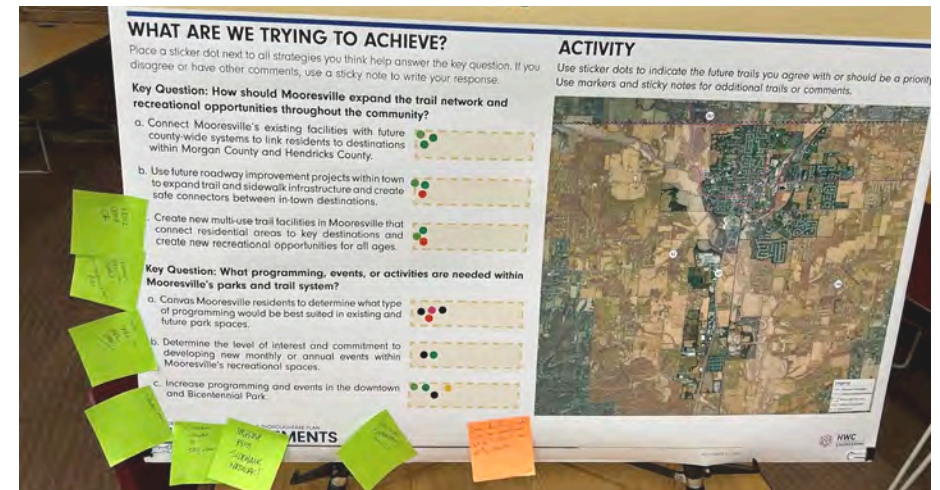
The Parks & Recreation prioritization and mapping exercise.

04

LAND USE

There are a number of recent, on-going, or planned initiatives that will have a significant impact on land use and development in Mooresville over the next decade. Rapid growth in Hendricks and Johnson counties, as well as elsewhere in Morgan County, has reduced the number of readily developable properties and put increased strain on existing infrastructure. As the inventory of existing home sites decreases and development becomes more costly in neighboring cities and towns, it will create development pressure in Mooresville. Additionally, major transportation investments along interstates 69 and 70 will improve access and reduce travel times to rural areas west and southeast of Town. Finally, elimination of the extraterritorial jurisdiction, or zoning buffer, in the winter of 2022 means Mooresville no longer has planning and zoning jurisdiction around the outside of Town limits. These areas were not annexed into the Town and are therefore unincorporated Morgan County. It's important that Mooresville leadership actively collaborate with County staff and leaders regarding development in these areas. If served by Town sewer and annexed, Mooresville can take a more proactive role in guiding new development in these areas. If not, new growth will occur outside of Town, but the impacts of that growth will likely be felt within Town limits.

KEY FINDINGS

o **Mooresville has an incorporated land area of approximately 6.7 square miles.**

o **More land is used for residential purposes in Mooresville (28%) than any other land use group.**

o **Agricultural land is the second largest category, representing 22% of the land area within town limits.**

o **Industrial, commercial, and public/institutional uses cover similar land areas, representing 17%, 16%, and 15% of Mooresville's incorporated area, respectively.**

o **Mooresville's core downtown area covers several square blocks around the Indiana Street and Main Street intersection. This area includes a combination of restaurant, shopping, office, institutional, and residential uses.**

o **The largest commercial centers are located along State Road 67 and Indiana Street.**

o **Most larger footprint and newer industrial uses are located in southern Mooresville along State Road 67, Hancel Parkway, and Old State Road 67.**

o **Residential development comprises most of the northern and eastern portions of the community.**

o **Most plan participants voiced a desire to see some form of growth and development in and around Mooresville, but not at the high rates experienced by some neighboring communities.**

EXISTING LAND USE PATTERN

Mooresville generally has a well-organized land use pattern at present. The historic downtown core includes a mixture of commercial businesses including restaurants, shops, and offices as well as institutional anchors such as the government center and Town court. The core blocks are surrounded by established neighborhoods that have expanded north over time. The Mooresville High School, Paul Hadley Middle School, and Northwood Elementary School campus is located approximately one-half mile north of the downtown along N Indiana and W Carlisle streets.

Newer residential development, mostly in the form of subdivisions comprised of single family detached homes has occurred east of State Road 67 along Bridge Street, Hadley Road, and State Road 144. State Road 67 and Indiana Street south of the downtown area are the primary commercial areas in Mooresville. These commercial corridors are typically automobile-oriented with strip centers organized behind a series of outlots, all served by surface parking lots.

Outside of corporate limits land use patterns include a mix of large lot rural housing and subdivisions of various densities. The fringe around Mooresville has seen a higher rate of population growth than inside corporate limits, growing from 3,647 people in 2010 to 4,005 people in 2020 (9.8% increase). This far outpaces population growth within the town which increased by less than 1% during the same period of time.

Some older industrial properties are located just northeast and southeast of the Town center; newer industrial development has occurred along State Road 67, progressing south along the corridor. These businesses range from heavy industrial manufacturing businesses with significant exterior operations, to smaller footprint light industrial uses where all business activity occurs inside. There are a number of developable properties that would be suitable for industrial growth within the southern Town limits.

Finally, White Lick Creek and the East Fork of White Lick Creek help to organize parks and open spaces across the community. Both waterways create significant flood hazard areas that have prevented development. Pioneer Park is the largest facility in the Mooresville Park and Recreation District system. It is located on the northside of the community along Indianapolis Road and includes a portion of floodplain for the East Fork of White Lick Creek. It is a regionally serving park facility that includes sport fields, trails, play equipment, and the Mooresville Family Aquatic Center. Another park of note is Bicentennial Park at the northeast corner of Main and Indiana streets. It is used to program and help activate the downtown. It includes a stage with canopy, public restroom, and unique flame sculpture.

FUTURE LAND USE MAP

The Future Land Use Map and supporting future land use classifications are critical to communicating the Town's vision for both growth and preservation into the future. The future land use map was created through examination of existing land use patterns, current zoning districts, utility service areas, environmental features, resident input, and discussion with the project steering committee. On most developed properties, the exiting land use is also the desired future land use, but the future land use map is important in noting where agriculture parcels may be developed for some other use or where a combination of uses is appropriate, such as in the downtown area. Proactive land use planning and promoting opportunities for a balanced mix of uses helps to ensure a strong tax base and efficient infrastructure development for the town.
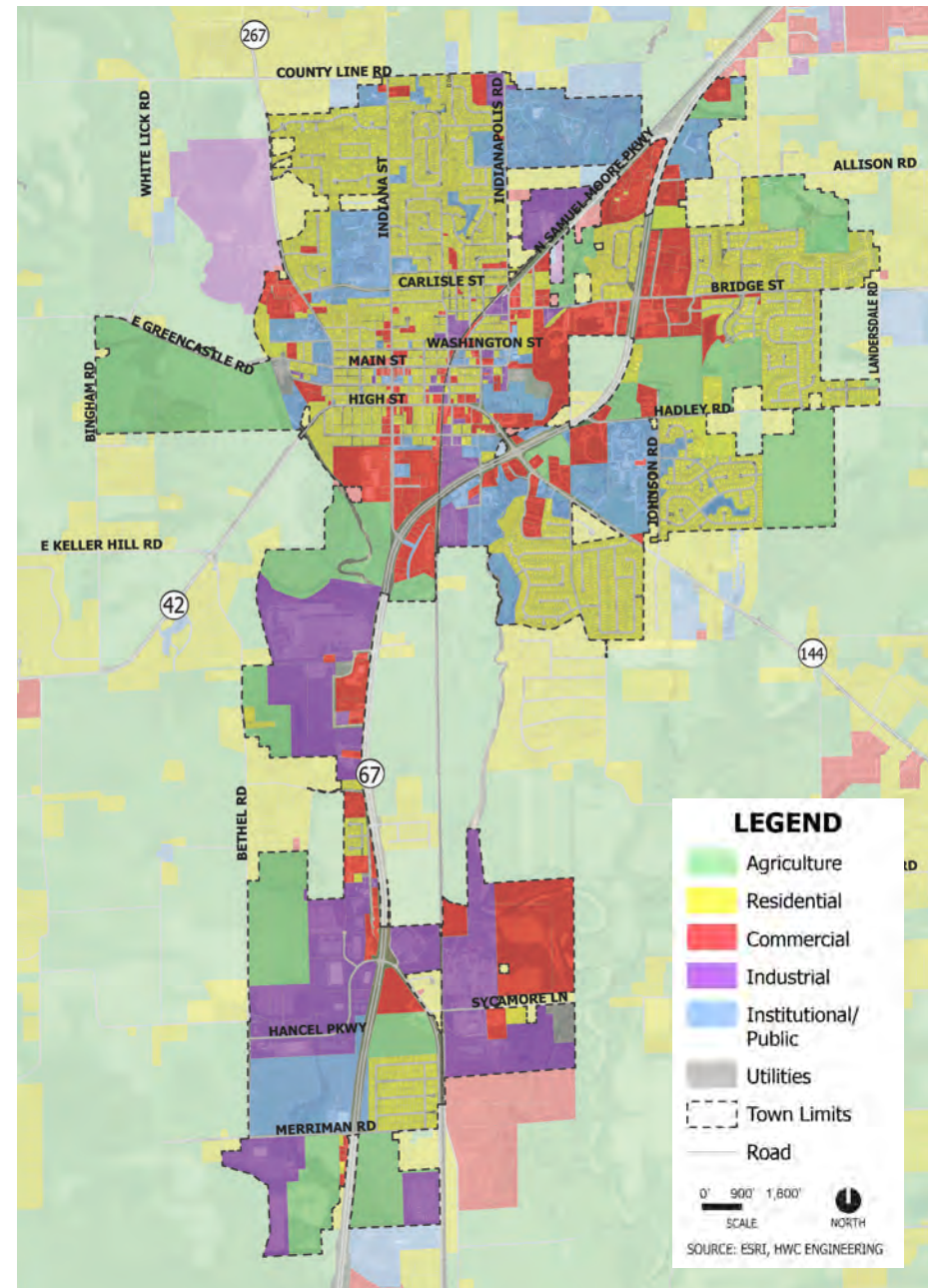

FIGURE 4.1: Existing Land Use Map

The Future Land Use Map covers lands outside of Mooresville's town limits, and therefore not currently under town planning and zoning control. The former zoning buffer boundary is shown on the map for reference purposes, but again, this buffer was eliminated near the end of 2022. However, development in these areas will have an effect on town services and potential expenditures, whether annexed or not. It is the intent of this plan to communicate the town's interest and land use vision for the surrounding area to Morgan County leaders in hopes of coordinating planning efforts. It also allows the plan to inform annexation decisions and subsequent zoning district application if Mooresville town limits are expanded.
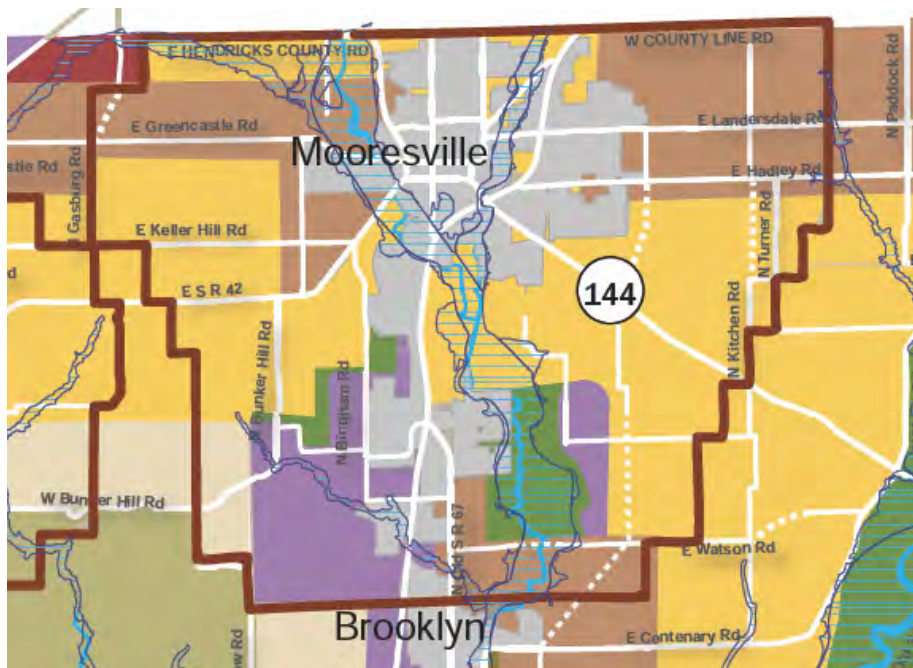
FIGURE 4.2: Future Land Use Map from the 2019 Morgan County Comprehensive Plan. Source: Morgan County

MORGAN COUNTY FUTURE LAND USE MAP

The 2019 Morgan County Comprehensive Plan recommends a strategy to promote growth and development near or within existing corporate boundaries. Specific to the unincorporated areas around Mooresville, the Future Land Use Map, a portion of which is shown in Figure 4.2, classifies areas east along Hadley Road/CR 1250 N, Bridge Street/Landersdale Road, and County Line Road for mixed use development. Areas west along Greencastle Road are also classified for mixed use development. The description of the Mixed Use classification says it may include residential, commercial, and/or light industrial uses when considering adjacent context. Areas east and west of Mooresville along state roads 144 and 42, respectively, are shown for traditional residential development. Properties adjacent to Mooresville limits on the south end of town are recommended for industrial use to the west, and mixed use to the east.

The Town's future land use map, shown in figure 4.3, generally aligns with the County future land use map, but with a more tailored focus on areas closer to existing town limits. Because several areas are classified as mixed use in the County plan, this plan can be viewed as an additional refinement of that broader recommendation. While the County plan shows traditional residential development in an area larger than what is depicted in Figure 4.3, discussions during the Town's planning process indicated a preference for more moderate growth. Since the Town controls extensions of sewer service, extending or not extending service to these areas will allow for growth to be managed in accordance with Town capacity and interest.

FIGURE 4.3: Future Land Use Map

LEGEND

- Single-Family Residential
- Mixed-Density Residential
- Downtown Core (Mixed Use)
- Commercial
- Industrial/Employment
- Institutional
- Parks & Open Space
- Agriculture & Rural Estates
- Special Study Area
- Floodplain
- Mooresville Town Limit
- County Line

0' 2,000' 4,000'
SCALE   NORTH

SOURCE: ESRI, HWC ENGINEERING

FUTURE LAND USE CLASSIFICATIONS

SINGLE-FAMILY RESIDENTIAL

The single-family residential land use classification is intended to promote and enhance established neighborhoods and identify areas for t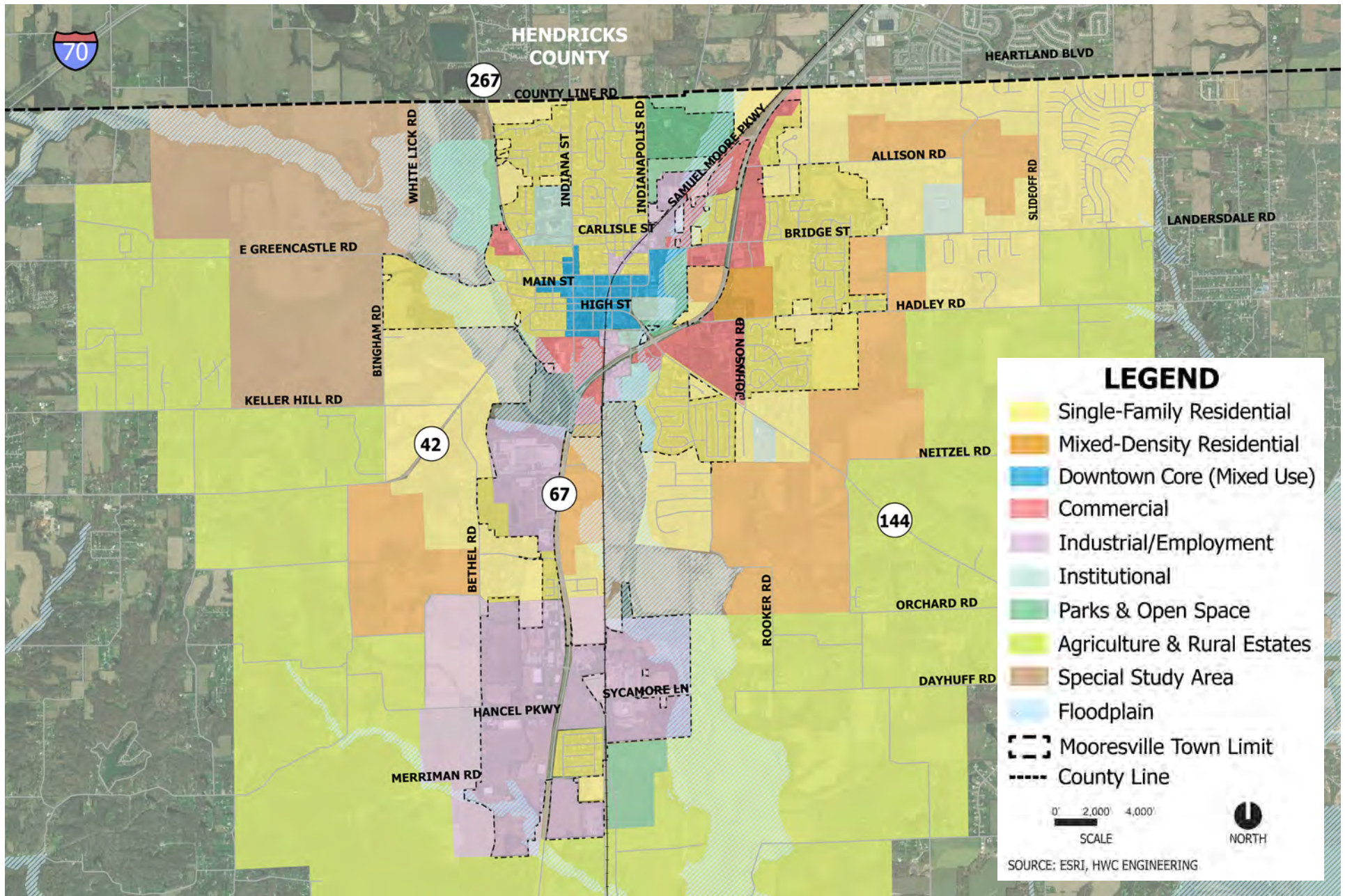he creation of new subdivisions. These areas should consist primarily of single-family homes as well as supporting schools, parks, open spaces, and religious institutions. In established residential areas, redevelopment and new construction on empty lots should reflect the surrounding density and form. New residential developments should include coordinated open spaces and amenities, walkable and well-connected transportation systems, and must be served by public utilities.

MIXED-DENSITY RESIDENTIAL

The mixed density residential classification is intended to provide locations for a range of housing types including single-family detached homes on smaller lots, townhomes, duplexes, and apartments. Overall development densities and unit types may vary by site but should consider surrounding character. These areas can be used to buffer more intense commercial and industrial areas from less dense, larger lot subdivisions. The mixed density residential classification allows for greater flexibility in form and scale to achieve active and vibrant neighborhoods. Multi-family apartments will only be appropriate at certain locations given surrounding land uses and greater levels of vehicular accessibility. Mixed residential development should be designed around natural features to highlight existing tree stands, ponds, and water courses as accessible community amenities.

DOWNTOWN CORE (MIXED-USE)

Downtown has historically been designed for a combination of high-activity uses within a connected and walkable block layout. These areas may be characterized by individual buildings that contain a mixture of uses or by single use buildings with different uses in close proximity to one another. Appropriate uses include restaurants, small-scale retail and professional services, offices, multifamily apartments or condominiums, townhomes, and recreational amenities. Building height typically ranges from two to four stories, with active commercial uses on the first floor and office or residential uses on the upper floors. Building setbacks in the downtown should be minimal. All buildings should have entry oriented to the primary street. First floor non-residential uses should include large windows to allow views into and out of the space to better activate the adjacent streetscape.

COMMERCIAL

The commercial classification is intended for activity centers including office, retail, restaurants, and professional service businesses. These areas have high potential to be employment and tax revenue generators for the community. Neighborhood scaled commercial centers contain a mix of active uses at key intersections that serve surrounding residential subdivisions. These centers should be compatible with adjacent neighborhood development and contribute to the character and livability of the community. Neighborhood commercial centers should be pedestrian friendly places with high-quality architecture, plazas, outdoor dining, sidewalks, and other pedestrian and bicycle amenities that create active, connected gathering spaces.

Regional commercial districts such as those along State Road 67 can include higher intensity retail and office developments that attract users from a wider area. These areas should be located along major thoroughfares that can handle the higher traffic volumes that may be generated. New developments should have integrated designs with coordinated accesses, amenities, and cohesive architecture that fits within the context of the larger corridor. Buildings should be designed so that they frame the street network. Internal drives should resemble streets rather than parking lot drive aisles. Large expanses of surface parking, particularly between the building front and street, should be avoided. Landscape plantings should be used to create more attractive developments and buffer adjacent residential areas. A coordinated pedestrian system should be provided throughout the commercial area, connecting uses on the site and between the site and adjacent properties.

INSTITUTIONAL

Institutional uses include schools, libraries, museums, religious institutions, and government facilities. These uses may vary in scale and impact to the transportation system. Larger facilities should be located along thoroughfares with capacity to handle an increase in traffic flow. Oftentimes, institutional uses will be located within a residential classification due to a central location to allow residents to access the facility more easily.

FUTURE LAND USE CLASSIFICATIONS

INDUSTRIAL / EMPLOYMENT

The industrial and employment classification provides locations for manufacturing, warehousing, office, and research and development uses, with some supporting local commercial businesses. Industrial building types may include both large footprint users with multi-story buildings on large parcels or groups of smaller structures in a business park setting. It is desired that new industrial operations occur entirely within enclosed buildings. If industrial uses involve extensive exterior storage or movement of goods, additional development standards and approval processes should be used to control adverse environmental and visual impacts. When conflicts are likely, buffering and landscaping should be used to minimize these impacts. Industrial areas may include limited commercial support uses, but these should be as a secondary element that follows the industrial or office development.

New industrial development should generally be located in the southern portion of the community along the State Road 67, Hancel Parkway, Merriman Road, and Bethel Road corridors. It's important these roadways have the capacity to handle anticipated truck traffic volumes and be built out in a planned manner as to maximize investments in public infrastructure systems.

PARKS & OPEN SPACE

The parks & open space classification is established to protect recreational areas, public parks, and general open space. Uses in this classification may include passive open spaces, ball fields, play equipment, conservation areas, and environmentally sensitive lands. Public parks and open space further increase the overall quality of life for residents. Recreation areas and parks should be used as a break from urban development and link to one another through bicycle and pedestrian facilities.

AGRICULTURE & RURAL ESTATES

The Agriculture & Rural Estates classification exists to preserve farmland and single family homes on large lots in the area surrounding Mooresville. These areas are all presently outside of Town limits and may be used for agricultural activities such as farming crops, harvesting timber, and agriculture-related businesses. Limited livestock raising may occur but large scale, confined feeding operations should not be located in this area given the proximity of the Town and other communities. This classification prioritizes the protection of the rural character and natural amenities while allowing limited residential development on large lots to accommodate on-site well and septic systems. Where development in this area can be served by municipal water and sewer utilities, smaller lot sizes may be appropriate when combined with open space preservation.

SPECIAL STUDY AREA

The special study area has been noted on the future land use map because of development potential related to planning of a new Interstate 70 interchange. The long-term vision is to see this area developed as a combination of single-family and mixed-density residential neighborhoods with supporting commercial businesses. In the short-term, development should be limited in this area until a more detailed land use and infrastructure plan can be created after interchange plans are more definitive. This plan should evaluate sewer extension options into the area in conjunction with one or more land use scenarios. That study should then be used to inform future land decisions for the area west of White Lick Creek.

See Land Use Goal 4 on page 48 for more information.

FLOODPLAIN

The floodplain (and floodway) are not specifically a recommended future land use, but have been identified on the Future Land Use Map to help inform planning decisions regarding responsible development. The floodway includes White Lick Creek to the west and the East Fork of White Lick Creek to the east. The floodplain, which is shown on the map, is a flood hazard area which means that there is a 1% chance of that area being flooded in any given year, also known as the base flood or 100-year flood. Future development should not be permitted within the floodway and floodplain; however, these areas may be protected and incorporated into open space on a development site. Existing structures within the floodway present a danger to those property owners as well as others downstream. Existing structures within the floodway used for business or living should not be rebuilt if damaged beyond repair.

View southwest along State Road 42, just outside of Mooresville.

MANAGED GROWTH

The map on the following page depicts relative development potential in the short- and long-term. It should be used in conjunction with the future land use plan when evaluating rezoning requests and development petitions. While an area may be identified as a particular use on the future land use map, it does not necessarily mean it can be developed for that use in the short-term. For example, just because an area is identified for future mixed-density residential use, a rezone shouldn't be approved until utilities and municipal services are in place or can readily be extended. New development and associated infrastructure improvements should be done in an incremental and outward approach. Leapfrog development, or skipping over developable properties within or adjacent to town limits to greenfield properties further away, should be discouraged. Such a development pattern can lead to costly and inefficient provision of municipal services.

The map depicts more readily developable properties within or adjacent to town limits with an asterisk. Areas with greater short-term potential are highlighted in bright green with the color gradient transitioning to red for properties with longer-term potential. The purple areas denote future employment generating development west and south of existing industrial properties. Finally, improvements to existing roadways and construction of several new road segments will be needed to serve new development. They are noted with solid and dashed blue lines, respectively.

Development outside Mooresville's current boundaries is not the only focus for the community, Mooresville's downtown core is a viable location for quality infill development. A downtown overlay district focused on removing development hurdles and prescribing design standards could be beneficial for revivification efforts. This district would be administered by the town council and plan commission and rely on current property owners to guide its creation.

LEGEND

Symbol	Description
✳	Platted Subdivsions
✳	Immediate Potential Sites
🟩	Short-Term Potential
🟨	Mid-Term Potenial
🟧	Long-Term Potential
🟥	Special Study Area
🟪	Industrial/Employment
——	Road Improvements
······	New Road Connections
⌐ ¬	Mooresville Town Limit
🟧	Former Zoning Buffer
----	County Line

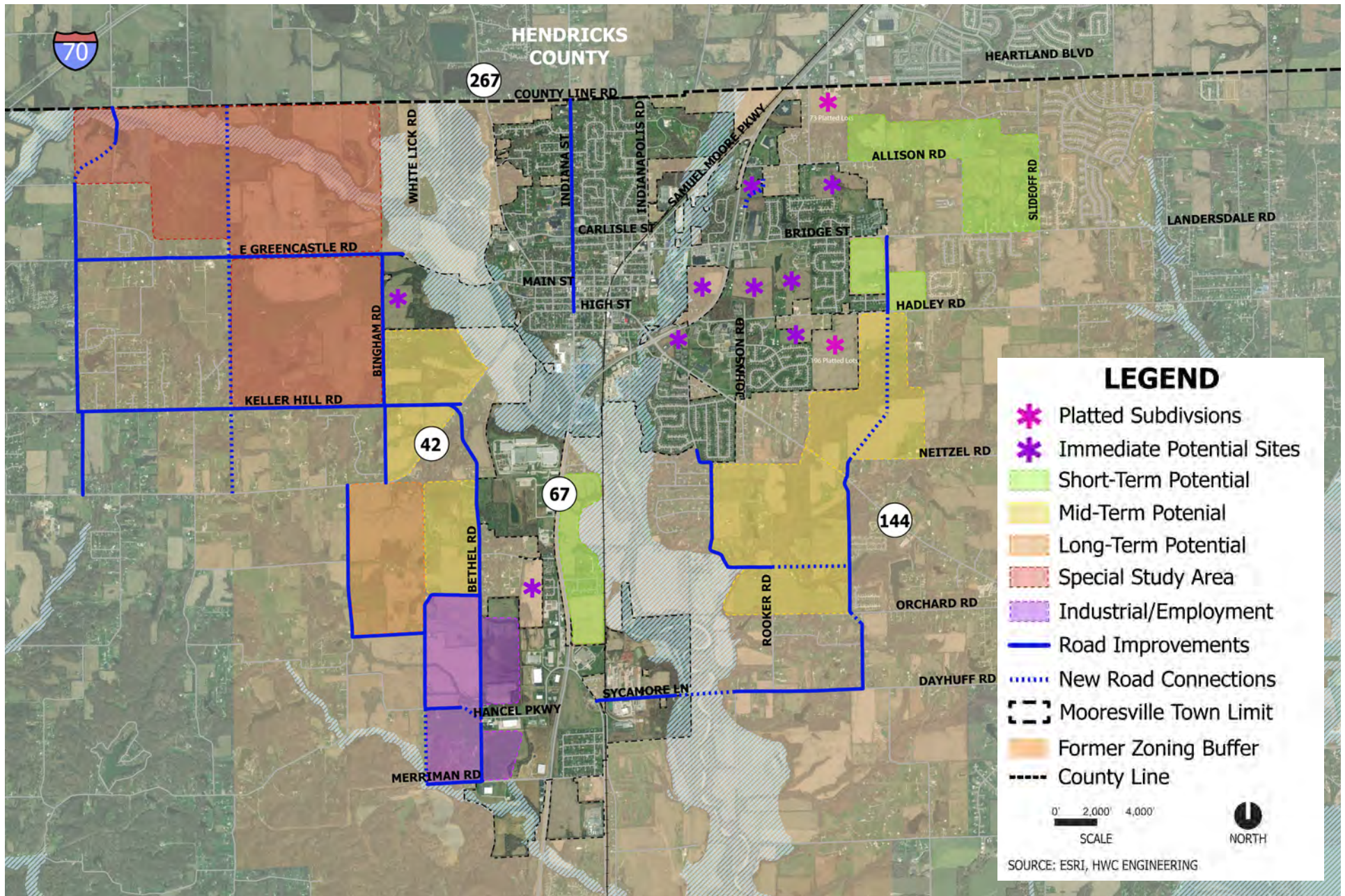0' 2,000' 4,000'
SCALE

NORTH

SOURCE: ESRI, HWC ENGINEERING

FIGURE 4.4: Potential Development Phasing Map

LAND USE GOAL 1:

ENSURE NEW DEVELOPMENT CAN BE APPROPRIATELY SUPPORTED BY TOWN SERVICES, UTILITY INFRASTRUCTURE, AND THE TRANSPORTATION NETWORK.

Throughout the planning process, residents, the project steering committee, and other stakeholder groups, communicated a vision of incremental and responsible growth. Fundamental to the idea of responsible growth is for the town to have the financial and operational capacity to support expanded town services and infrastructure. If development happens outside of Mooresville town limits, tax revenue won't grow but infrastructure and service costs will. By annexing property into town limits and providing municipal sewer service, the Town is in a much stronger position to manage new development.

There will always be some interest in rural estate lots that can be served by on-site sewage (septic) systems, but almost all industrial and commercial development, as well as residential subdivisions with lot sizes below one acre must be connected to a municipal sewer utility. By determining where to extend sewer mains, the Town can decide where more intense development can and should occur, and by annexing those properties, the Town will be able to capture the additional tax revenue generated by new development. This helps to not only support municipal services across the community and maintain the additional infrastructure in these areas, but gives the Town a tool to manage development occurring within unincorporated portions of Morgan County adjacent to Mooresville.

Another tool to ensure new development is supported by, and helps pay for, town services and infrastructure are impact fees. Indiana code allows communities to create impact fees to help pay for or mitigate the potential costs associated with new development. Impact fees may be created for municipal water and sewer systems, parks and recreation, roads and bridges, or flood control. A community may elect to create impact fees for one or more of the previous improvements. These fees are paid by the builder or developer but are generally passed on to the end property owner. As such, they may raise home prices, but these fees are directly attributable to, and help pay for the costs of new development so that existing residents and businesses do not bear the cost of growth.

Most recent residential subdivisions have occurred east of State Road 67. Some buildable lots remain, and residential development interest continues in this area.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Plan for the proactive extension of town sewer and services to areas where annexation is possible and identified growth is desired.	Short-Term	Town Council, Public Works
Consider implementing impact fees for one or more categories of improvements as permitted by Indiana statute.	Medium-Term	Town Council, Public Works, Mooresville Parks & Recreation District
Require annexation waivers for developments where standard annexation can not be met due to contiguity issues or other barriers.	Ongoing	Plan Commission, Town Council, Building Department, Public Works
Review existing annexation waivers with respect to recent changes in State statute to ensure they remain active.	Short-Term	Town Council
Encourage compact development to reduce land consumption and infrastructure costs.	Short-Term	Plan Commission, Town Council

LAND USE GOAL 2:

PROMOTE RESIDENTIAL DEVELOPMENT TO THE EAST AND SOUTHEAST, ESPECIALLY ON PROPERTIES ADJACENT TO TOWN SEWER MAINS AND THOSE MOSTLY OR COMPLETELY SURROUNDED BY EXISTING TOWN LIMITS.

Residential development in and around Mooresville over the last decade has primarily been to the east. Some of these properties were already within town limits, some have been annexed, and others are just outside the incorporated boundary. It is recommended that this area, as well as properties to the southeast along State Road 144, be a target for additional residential growth. Buildable lots remain in some subdivisions in this area and construction began on others during the comprehensive plan process. Recent and planned construction will help supply homes for "move-up" buyers, a need identified by the real estate and housing stakeholder group. Move-up buyers are typically current home owners who are looking for a larger home or additional features as their family or financial status have changed. Creating move-up houses can also help the entry-level market as move-up

buyers sell their entry-level houses. That said, Mooresville needs to attract construction of more than just one segment of the housing market. The goal to "Utilize new development areas to diversify housing options and price points across the community" is described in Chapter 6: Housing.

Development to the east and southeast should happen in an outward progression. Developable sites already within town limits and served by town sewer should be looked at as a first priority. Other short-term opportunities are sites surrounded by, or adjacent to town limits along existing utility lines. By focusing growth to these areas, existing sewer infrastructure will be used most efficiently before extensions are necessary to serve properties further east and southeast.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Use the future land use plan to inform decisions regarding planning and zoning petitions.	Short-Term	Plan Commission, Town Council, Building Department, Public Works
Use the town's municipal sewer service as a growth management tool to direct desired development to the best locations.	Short-Term	Public Works, Plan Commission, Town Council
Ensure new development being provided Town services is annexed into Mooresville.	Short-Term	Town Council, Public Works
Continue to utilize annexation agreements where town sewer is extended to properties that do not meet contiguous boundary requirements.	Ongoing	Town Council, Residential Developers

LAND USE GOAL 3:

WORK WITH MORGAN COUNTY TO MANAGE NEW GROWTH IN FRINGE AREAS PREVIOUSLY INCLUDED IN THE TOWN'S EXTRA-TERRITORIAL JURISDICTION.

Morgan County leaders eliminated the zoning buffers for cities and towns across the county near the end of 2022. This was done for two primary reasons. One, to ensure property owners in those areas had a vote in electing the leaders that would be making development decisions for or around their property. Two, because the Morgan County Planning and Zoning Department is now in a better position to administer planning and zoning for these areas than it has been in the past. However, Morgan County still recognizes the potential impact of development in these areas to the neighboring community and has indicated an interest in understanding the local vision for these areas. It is important that Mooresville and Morgan County work together when development is proposed in areas previously covered by the zoning buffer; this is especially true when a development project will not be annexed into town limits.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Ask for a Mooresville staff member to sit on the Morgan County Technical Advisory Committee for any developments occurring in the former fringe.	Short-Term	Building Department, Public Works, Town Council, Morgan County Planning and Zoning Department
Actively participate in Morgan County planning meetings to stay informed of development proposals in the former fringe.	Ongoing	Town Council, Plan Commission, Morgan County Planning and Zoning Department, Morgan County Plan Commission
Promote Mooresville's future land use plan and policies related to development in the fringe.	Ongoing	Building Department, Public Works, Town Council, Morgan County Planning and Zoning Department

LAND USE GOAL 4:

LIMIT DEVELOPMENT WEST OF MOORESVILLE UNTIL A COORDINATED LAND USE AND UTILITY PLAN CAN BE CREATED IN ANTICIPATION OF A NEW INTERSTATE 70 INTERCHANGE.

A new interchange is planned along Interstate 70 approximately half way between State Road 267/Quaker Boulevard (Exit 66) and State Road 39 (Exit 59). During the comprehensive planning process, the preferred location was where S CR 600 E/Moon Road and S CR 575 E both curve before intersecting the interstate. A final location and design has not been determined, but wherever that final location is, it will significantly change access to the surrounding properties. This access is likely to create development interest, not only around the interchange itself, but further north into Hendricks County and south into Morgan County on the west side of Mooresville.

The area west of Mooresville, generally bordered by Hendricks County Road to the north, White Lick Creek to the east, Keller Hill Road to the south, and Stiles Road/CR 525 E to the west, needs a coordinated land use and utility plan so that development occurs in a logical and organized manner. Ultimately, the goal is to see this area develop and become a part of Mooresville. In order to accomplish this, short-term development should be discouraged in this area until infrastructure and town services can be provided. A number of rural estate subdivisions served by on-site well and septic systems, without a bigger vision for how the area should be built out, could lead to inefficient land use patterns and further impact already challenged east-west connectivity. Town and county leaders should work together on a sub-area plan to ensure the area is built out in an infrastructure-efficient manner and that if Mooresville will feel impacts from future development, they should be realizing additional revenue to help mitigate those impacts.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Collaborate with Morgan County leaders to limit development until the interchange is built and town infrastructure can be extended to the area.	Short-Term	Town Council, Morgan County Planning & Zoning Department, County Commissioners
Work with INDOT, Hendricks County, and the Indy MPO to better understand potential interchange timing.	Short-Term	Town Council, Public Works, INDOT, Indy MPO
Partner with Morgan County, area property owners, and utility providers to create a land use and utility sub-area plan for the area just west of Mooresville.	Short-Term	Town Council, Plan Commission, Public Works, Morgan County, Property Owners, Indiana American Water, AES Indiana

Greencastle Road looking east towards Mooresville. A planned Interstate-70 interchange west of Mooresville will likely create development pressure and increased traffic along Greencastle Road.

05

GOVERNMENT CAPACITY

Mooresville's ability to adequately manage new growth is reliant on town capacity to handle daily operations, maintenance, and administrative tasks in order to responsibly use tax revenue and properly serve residents. Mooresville must consider key staffing positions needed to provide efficient and effective government operations. Most communities of 10,000 people need a town manager or other full-time administrator to manage staff and department heads on a day-to-day basis. Town planner and town engineer roles are important to proactively manage development and infrastructure projects as the frequency of petitions and projects increases. Finally, opportunities to enhance and streamline communication should be explored to keep residents and businesses better informed about town happenings.

The town is not expected to fill all of these roles immediately. The need for each will occur over time, and consultants can be used as needed in the short-term. Ultimately, these expanded roles and services are about supporting governance and protecting existing residents and businesses.

KEY FINDINGS

o **Mooresville's Building Department serves as the staff for day-to-day planning and zoning administration, including processing applications, answering residents' questions, and issuing building permits.**

o **The town has various departments that support operations within town limits and Brown Township, with some services extending to developments well outside the community.**

o **Mooresville has a single Public Works superintendent who oversees multiple town departments with limited staff.**

o **Nearly 90% of respondents to the second online survey agreed with the statement, " Consider creating new full- and part-time staffing positions that support town management..."**

o **New staffing positions were also supported by public comments at the Big Ideas Open House.**

o **Mooresville residents strongly believe there is poor transparency between local government and the general public, including both communications from town officials and the availability of online resources according to the online survey.**

Numerous participants in the planning process, including at focus group meetings, the first community workshop, and in the online survey, identified the need to expand government capacity in Mooresville, recognizing this is foundational for the success of the other strategies and initiatives within this comprehensive plan. Dedicated staff and leadership in a municipality play a pivotal role in implementing the community's future vision. Mooresville's government is often the sole leader when implementing local plans, development regulations, infrastructure improvements, public safety services, and unique programming for residents. Mooresville lacks some of the key staffing positions seen in similarly sized communities across the state and should begin filling those roles. One potential key role, should development activity increase, is a dedicated planning staff member who would handle land use, zoning, and development-related questions and petitions to the Plan Commission and Board of Zoning Appeals. At present, questions are frequently directed to the Building Department, Public Works Department, or Clerk-Treasurer's office. A consolidated Planning & Building Department may better facilitate property owner and developer inquiries and applications.

Mooresville Fire Department - Station No. 1 is located east of SR 67 on the south side of SR 144.

GOVERNMENT CAPACITY GOAL 1:

GROW TOWN CAPACITY TO BETTER SUPPORT EXISTING RESIDENTS AND BUSINESSES AND APPROPRIATELY MANAGE GROWTH.

Expanding staffing capacity in Mooresville is a proactive approach that will support future planning initiatives, help manage new development, and improve general government functions for both existing and new residents. Town leaders have done an excellent job in providing services and using tax revenues wisely, but as population and employment numbers grow, town capacity must also. It will be important to identify and fill gaps in staffing, emergency services, community programs and facilities, and resources needed to manage that growth.

Mooresville's first steps in expanding staffing capacity should include performing an inventory of current positions, duties, and departmental structure, and comparing Mooresville to other similarly sized communities across Indiana. This can be done through online research or by reaching out and connecting with municipal staff in neighboring cities and towns.

High-priority positions could include a town manager and communications director, with human resources, a town engineer, and planner positions potentially needed in the future. These positions are meant to enhance services and address the needs of residents, businesses, and visitors. Identifying their potential need is not meant to suggest deficiencies by any current staff or leadership. It's also important that before any new positions are created or additional staff hired, the town has the financial resources to sustain those positions. Mooresville has been strategic and efficient in staffing; it should continue to do so with an understanding that if moderate growth occurs, additional capacity will likely be needed.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Research organizational structure and staffing of neighboring communities to understand best practices and potential needs for Mooresville.	Short-Term	Town Council, Clerk-Treasurer, Neighboring Communities
Allocate resources during the annual budget process to support needed staffing positions, as long as it remains financially responsible to do so.	Short-Term	Town Council, Clerk-Treasurer
Interview and hire staff qualified to fill the positions identified by initial research, for positions such as a town manager, communications director, community planner, town engineer, and human resources director.	Short-Term	Town Council, Department Directors

GOVERNMENT CAPACITY GOAL 2:

IMPROVE COMMUNICATIONS WITH MOORESVILLE RESIDENTS, LOCAL BUSINESSES, MORGAN COUNTY GOVERNMENT, AND NEIGHBORING MUNICIPALITIES.

Communication between Mooresville leadership and residents is vital to the success of future planning and development projects. Creating open and transparent communication means identifying the best channels to engage with the community and developing materials that are easy for the average resident to access and understand. The town has been successful with communicating in th past, but as technology changes and the way people receive information, it can be difficult to reach everyone.

Mooresville leadership should consider developing a Communications Plan that focuses on transparency, the preferred outlets for communicating with residents of all ages, and how the town's website can be enhanced to provide additional and easy-to-access resources for residents and businesses. This strategy should also focus on consolidating social media pages within the town, so instead of each department operating their own account, there is a single location where news and updates can be shared.

As had been discussed earlier in the plan, Mooresville has not experienced growth of the same magnitude as several nearby communities. Reaching out to leaders and staff of rapidly growing communities can help Mooresville gain a perspective on what contributed to successful projects, lessons learned, and what policies can be introduced to streamline development. Collaboration with Morgan County Planning and Zoning is also important in this situation. Due to the zoning buffer being eliminated, staff from both jurisdictions will need to collaborate to ensure development surrounding the town positively benefits both sides and is effectively managed.

IMPORTANCE OF BRANDING

The town logo and tagline is an impactful tool Mooresville utilizes to promote the community, engage with residents, and leverage in future placemaking initiatives. The town should use the logo and "Home of the State Flag" branding to create consistency across departments, boards, and commissions to emphasize official government communications, signage, vehicles, and equipment.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Develop a Communication Plan that identifies strategies related to improving relationships between Mooresville government and residents.	Long-Term	Communication Director, Town Staff
Continue to maintain the recently updated town website with easy to find information, permits, and other documentation that may be needed by residents, business owners, and developers.	Medium-Term	Town Staff
Reach out to surrounding communities to gauge interest in regional cities and towns roundtable meetings to discuss concerns in the region and identify potential solutions.	Long-Term	Communications Director, Town Staff, Department Heads
Work with Morgan County to develop an official protocol for sharing information about planning and zoning projects in the old zoning buffer area and how each jurisdiction will manage new development.	Short-Term	Town Staff, Town Council, Department Heads

06

HOUSING

Mooresville experienced limited housing construction within town boundaries between 2010 and 2020, generally tracking with slow population growth over the same period. There was an approximate 3.5% increase in total housing units during that time (US Census Bureau, 2010 and 2020 Decennial Census). The town has experienced more new housing construction over the last three years and approved new residential subdivisions that will help increase housing supply and diversity. Additionally, new home construction in nearby areas of northern Morgan County and southern Hendricks County has helped address a portion of the housing shortage issue and added to the customer base of local businesses, but this residential development outside town limits also leads to increased usage of town infrastructure and services without increasing property tax revenue for Mooresville. Participants in the planning process also referenced the town has been perceived as anti-growth in the past, with other concerns that new housing products don't fit into existing town character. For this reason, potential growth areas should be looked at as the location for a variety of housing products as well as infill and rehabilitation opportunities that project the town's charm and unique historic character.

KEY FINDINGS

o   **Nearly 75% of housing units in Mooresville are single-family, detached structures and just 18.7% of total units are in multi-family structures (American Community Survey, 2021 5-year Estimates).**

o   **Approximately 70% of housing units are owner-occupied (American Community Survey, 2021 5-year Estimates).**

o   **The median value of owner-occupied housing units is $152,300 (American Community Survey, 2021 5-year Estimates).**

o   **The average sale price of homes in Mooresville rose 62% from 2010 ($148,000) to 2021 ($240,000) (Zillow.com).**

o   **Builders Association of Greater Indianapolis (BAGI) reported 119 single-family building permits in 2021, but only 37 in 2022.**

o   **Housing was a common point of discussion amongst focus group meeting participants, noting a need for more units at a variety of price points for both owner-occupied and renter-occupied dwellings.**

o   **Results of the online community survey and focus group discussions raised concerns that wages at many Mooresville employers don't support buying a new $240,000 home, in turn resulting in a need for rental apartments.**

o   **Results of the land use mapping exercise at the first community workshop identified residential growth opportunities to the southeast, west, and downtown.**

o   **Two recently approved residential subdivisions east of SR 67 and within town limits will create 196 and 73 new lots, respectively.**

Almost 3,000 of Mooresville's 4,000 housing units are single-family detached homes. This is not surprising given Mooreville's historic role as a bedroom community of Indianapolis. As longtime residents change housing preferences or needs, and economic development efforts continue along State Road 67, this relative lack of housing diversity could impact the community's ability to retain and attract a wide range of residents. Many groups such as students, young adults, seniors, and even working-class families may be unable or unwilling to buy a traditional single-family home due to rising prices, maintenance costs, or health-related reasons. Laying the groundwork for future housing development that includes a variety of types and price points will not only help fill the needs of current and prospective residents but will make Mooresville more resistant to sudden market shifts in the future.

Mooresville residents voiced a need for more housing diversity in the community, specifically homes for first time buyers, move-up buyers, and multi-family options. These preferences are supported by residents' agreement on poor housing affordability in Mooresville and the need to construct new single-family homes and rental apartments to keep up with current market demands. Approximately 53% of residents who responded to the first community survey believe quality and affordable owner-occupied housing is not available in Mooresville, while 58% think quality and affordable renter-occupied housing is missing.

Although there is a need for more diverse housing opportunities, this does not mean that Mooresville should try to attract large apartment complexes. Instead, a range of housing choices should be explored including duplexes, triplexes, townhomes and lower unit count multi-family apartments. These "missing middle" dwelling types are commonly left out of the residential housing market more focused on single-family subdivisions and mid-rise apartment buildings.

Ultimately, successful implementation of Mooresville's housing goals will not be measured in terms of the number of housing units or building permits per year. Instead, Mooresville will focus on qualitative housing outcomes over the next few years. Creating an environment that is supportive of housing development will be a key factor of community growth, allowing Mooresville to attract new residents and provide housing options for current residents looking to upgrade or downsize. Attracting new housing construction within Mooresville can also be a catalyst to support additional shopping, dining, and entertainment businesses as well as generate revenue to enhance quality of life elements such as parks, trails, and recreation programming.

Miller's Senior Living Community is located on the west side of Mooresville near the Mooresville Public Library and White Lick Creek. It is an assisted living community offering studio, 1- and 2-bedroom apartments.

HOUSING GOAL 1:

UTILIZE NEW DEVELOPMENT AREAS TO DIVERSIFY HOUSING OPTIONS AND PRICE POINTS ACROSS THE COMMUNITY.

Expanding the variety of housing options and price points in Mooresville can assist in attracting new residents, retaining those already living within the community, and supporting employers in workforce attraction. However, encouraging new single and multi-family structures without a strategic direction in place can lead to land use conflicts and strain town sewer and public safety services. New housing development must be managed and appropriately phased so construction coincides with expansions of sewer infrastructure, emergency services, recreational opportunities, and other quality of life amenities.

Land, material, and labor cost increases have substantially raised the price of new homes. Housing market trends also suggest an emphasis on interior enhancements over exterior finish materials and a preference for lower maintenance individual lots supported by common space and neighborhood amenities. The result has been a shift to smaller lot sizes and/or reduced building setbacks, decreased use of masonry siding materials, and more favorable attitudes towards attached housing products including duplexes and townhomes. These newer housing trends may not be compatible with some existing development within Mooresville. For this reason, it's important to use potential growth areas to the east, southeast, and longer-term to the west, as an appropriate location for such development. New development should be evaluated as to how it transitions or scales from existing adjacent development to future growth on the other side(s). In all cases, fiscally responsible annexation and municipal service extension should also be of primary concern.

A key initiative for Mooresville should be the creation of a strategic housing plan that identifies areas within and adjacent to town for future residential development, identifying needed utility expansions, roadway improvements, and annexation protocols. This plan can take various forms but should at a minimum outline what types of housing development are needed in Mooresville and where it is appropriate for those developments to occur. This should be a collaborative effort between town staff, local developers, utility companies, and Morgan County organizations working towards similar goals. Of particular importance is the area west of Mooresville given a new interchange is planned along Interstate 70 west of White Lick Creek. Mooresville should discourage development in this area until a strategic housing plan can be established to guide future housing development.

The primary entrance to the Grand Oaks subdivision was being constructed during the comprehensive planning process. The new residential community will include 196 lots on the south side of E. Hadley Road.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Create a strategic housing investment plan that identifies the most efficient and impactful infrastructure investments to result in desired housing development on key sites.	Short-Term	Town Council, Plan Commission, Public Works Dept., Building Dept., Residential Builders & Developers, Property Owners
Review and amend development ordinances to ensure they support varied lot sizes and unit types mixed within one development.	Short-Term	Town Council, Plan Commission, Public Works Dept., Building Dept., Residential Builders & Developers
Encourage "missing middle" housing development in alignment with broader economic development and workforce attraction goals.	Medium-Term	Town Council, Plan Commission, Multi-family Developers, Property Owners
Promote construction of new age-targeted and senior housing units to allow existing residents to remain in the community as they age and their housing needs change.	Medium-Term	Town Council, Plan Commission, Senior Living Developers, Property Owners

HOUSING GOAL 2:

INVEST IN ESTABLISHED RESIDENTIAL AREAS SO THAT THEY REMAIN ATTRACTIVE AND DESIRABLE NEIGHBORHOODS.

A common theme heard across all community engagement efforts was the need to preserve existing community character in two critical ways. First, Mooresville can't grow too much or too fast at the expense of current residents and businesses. Second, the community needs to better protect existing assets and ensure their value is not diminished. One of those key assets is the traditional neighborhoods that have been built out from the downtown. It's especially important to maintain these neighborhoods in the context of limited new housing construction as discussed earlier in this chapter.

Existing neighborhoods and the infrastructure that serves them must be maintained. As subdivisions are created, the streets, sidewalks, and utility areas are dedicated to the town as public right-of-way. These areas then become the maintenance responsibility of the Town, and as such, Mooresville town government must prioritize investments in transportation and utility infrastructure maintenance and replacement. Poor road condition, crumbling or missing sidewalks, and inadequate stormwater infrastructure will over time impact neighborhood property values and reduce the desirability of these homes. To better plan for investments in established neighborhoods, the town should use capital improvements planning to maintain a list of projects, anticipated schedule of needed maintenance and repair, as well as potential funding sources. As projects are completed, they move off the list and new ones are added.
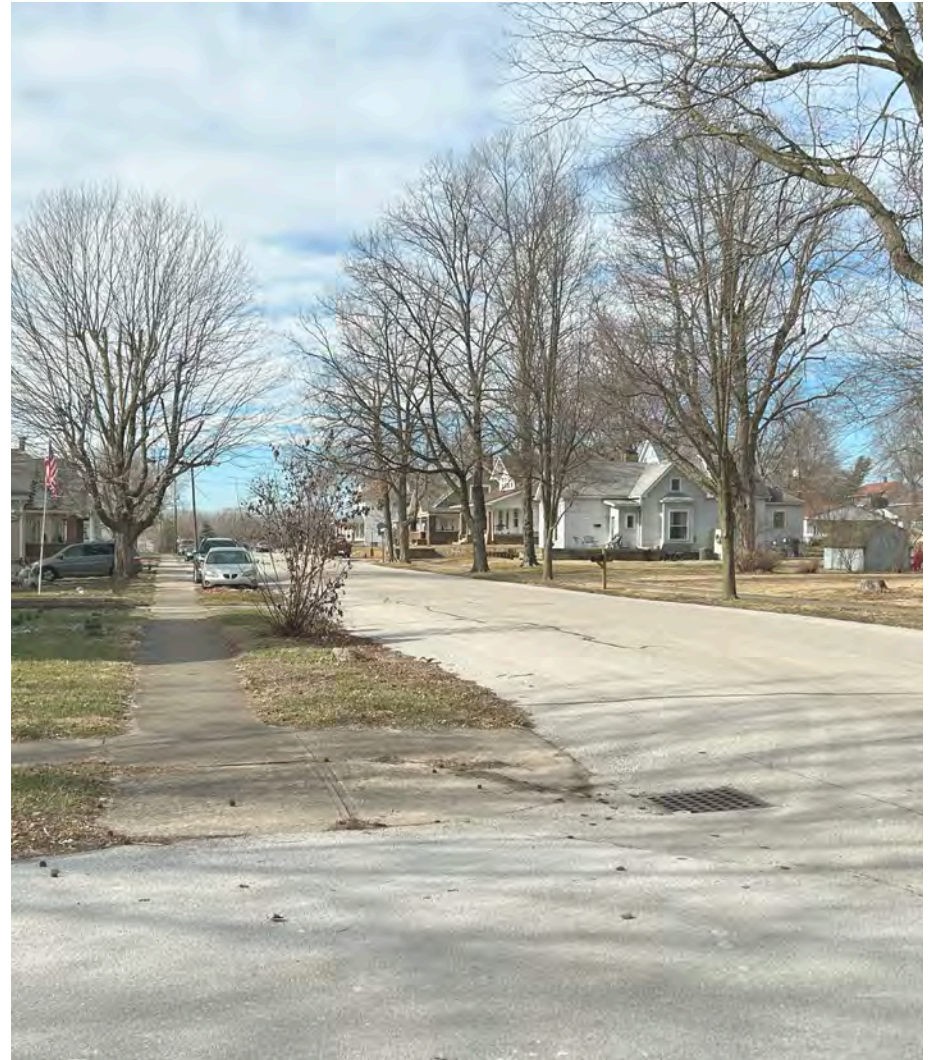
A typical street near downtown Mooresville. It is important for the town to continue investing in established residential areas.

From a private property perspective, homes must be kept in a state of good repair with proper siding, roofing, foundation, windows, and doors so as to mitigate potential water issues and other deterioration. Yards must be kept free of nuisance weeds and long-term storage of inoperable vehicles and junk must be prevented. Unfortunately, when properties are not adequately maintained, the Town may have to get involved through code enforcement. This is typically a resource intensive process that involves Town staff and legal counsel. While a full-time code enforcement position is not realistic for Mooresville, more active code enforcement will show property owners that the Town is serious about its appearance and hopefully elevate property maintenance across the community.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Target code enforcement actions against the most visible and common violations that impact neighborhood character, including unsafe buildings, inoperable vehicles, and overgrown vegetation.	Short-Term	Town Council, Plan Commission, Public Works Dept., Building Dept., Residential Builders & Developers, Property Owners
Create a neighborhood beautification grant program to assist property owners with common area or right-of-way enhancements.	Long-Term	Town Council, Grant Committee
Maintain a capital project list for street, sidewalk, and utility repairs in residential neighborhoods to better leverage local funds and share realistic timelines with residents.	Short-Term	Public Works Dept., Town Council

07
TRANSPORTATION

One of Mooresville's greatest assets is proximity to major transportation corridors and access throughout central Indiana, including interstates 70, 69, and 465 and multiple state roads crossing through the heart of the community. Mooresville's extensive connectivity has made the community an employment hub in the region and allowed residents to easily commute outside Morgan County for work and retail needs. While many participants in the planning process acknowledged the good condition of Mooresville streets, there are concerns about congestion along key routes and at major intersections leading to safety concerns for both motorists and pedestrians. Difficulty in traveling east-west across town was identified as a particular concern, with High Street serving as the connection between state roads 67 and 144 to the east and 267 and 42 to the west. Surrounding traffic trends also need to be addressed in future planning strategies, with daily traffic counts increasing on nearly every major highway and interstate surrounding Mooresville.

KEY FINDINGS

o **Between 2013 and 2022, daily traffic has increased 28.6% along I-70 and 32.9% along I-69 at locations near Mooresville (Indiana Department of Transportation).**

o **Morgan County attracts over 3,800 workers from over a dozen counties in the central Indiana region, but exports more than 18,000 workers to surrounding communities (STATS Indiana, Indiana Business Research Center).**

o **A planned interchange west of Mooresville along I-70 has been identified by INDOT and the Indy Metropolitan Planning Organization (MPO). This could create development pressure just west of White Lick Creek.**

o **A number of major transportation corridors through Mooresville are state routes controlled by the Indiana Department of Transportation (INDOT). The town has little say in how or when these roads are improved. This is further complicated by the fact that Mooresville is split between the Crawfordsville and Seymour districts, and the Greenfield district controls other nearby routes.**

o **Sidewalk connections and safe pedestrian infrastructure were priority themes during the community workshop, specifically, routes linking residential neighborhoods to Mooresville schools and Pioneer Park.**

o **Public survey respondents recognized the connectivity benefits provided by the many state roads, however, residents agreed downtown congestion and traffic safety are issues that need to be addressed.**

A safe and efficient transportation network, for motor vehicles, bicyclists, and pedestrians, provides numerous benefits for Mooresville including serving existing resident and business mobility needs, encouraging active lifestyles, and supporting economic development efforts. Ensuring this network can handle current and future demands is imperative for a town with such potential for new growth and development. New development surrounding Mooresville could place additional strain on the existing network and worsen current challenges without broader system improvements. These challenges will need to be addressed through improvements to key thoroughfares, enhanced safety at major intersections, and additional bicycle and pedestrian facilities throughout the community.

While the goals identified within this document lay the groundwork for transportation improvements, more detailed implementation strategies can be found in the Mooresville Thoroughfare Plan.
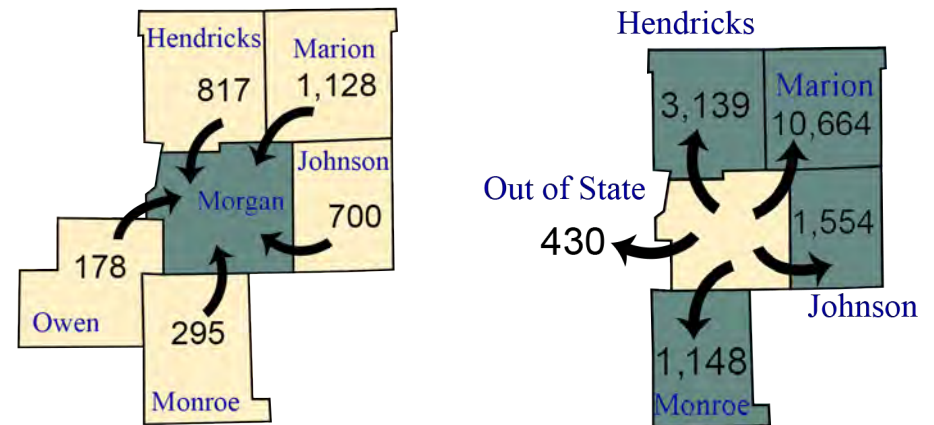
FIGURE 7.1: Morgan County's daily imports and exports of workers according to 2020 American Community Survey data.

Gateways into a community serve multiple purposes. They announce to visitors that they have entered a new location, allow for an expression of a town's character and culture, and function as unique landscaping along busy streets. Mooresville has three impactful gateway monuments on State Road 67 highly visible to drivers. One monument (pictured below) is at the southern edge of Mooresville's corporate limits while a similar monument is located near the intersection of State Road 67 and Samuel Moore Parkway. The taller torch monument is located at the intersection of State Road 67 and Indiana Street. All monuments are influenced by the Indiana State Flag.

One of the town's gateway monument signs is located on the southern end of the community along State Road 67. It showcases the town's connections with the Indiana State Flag.
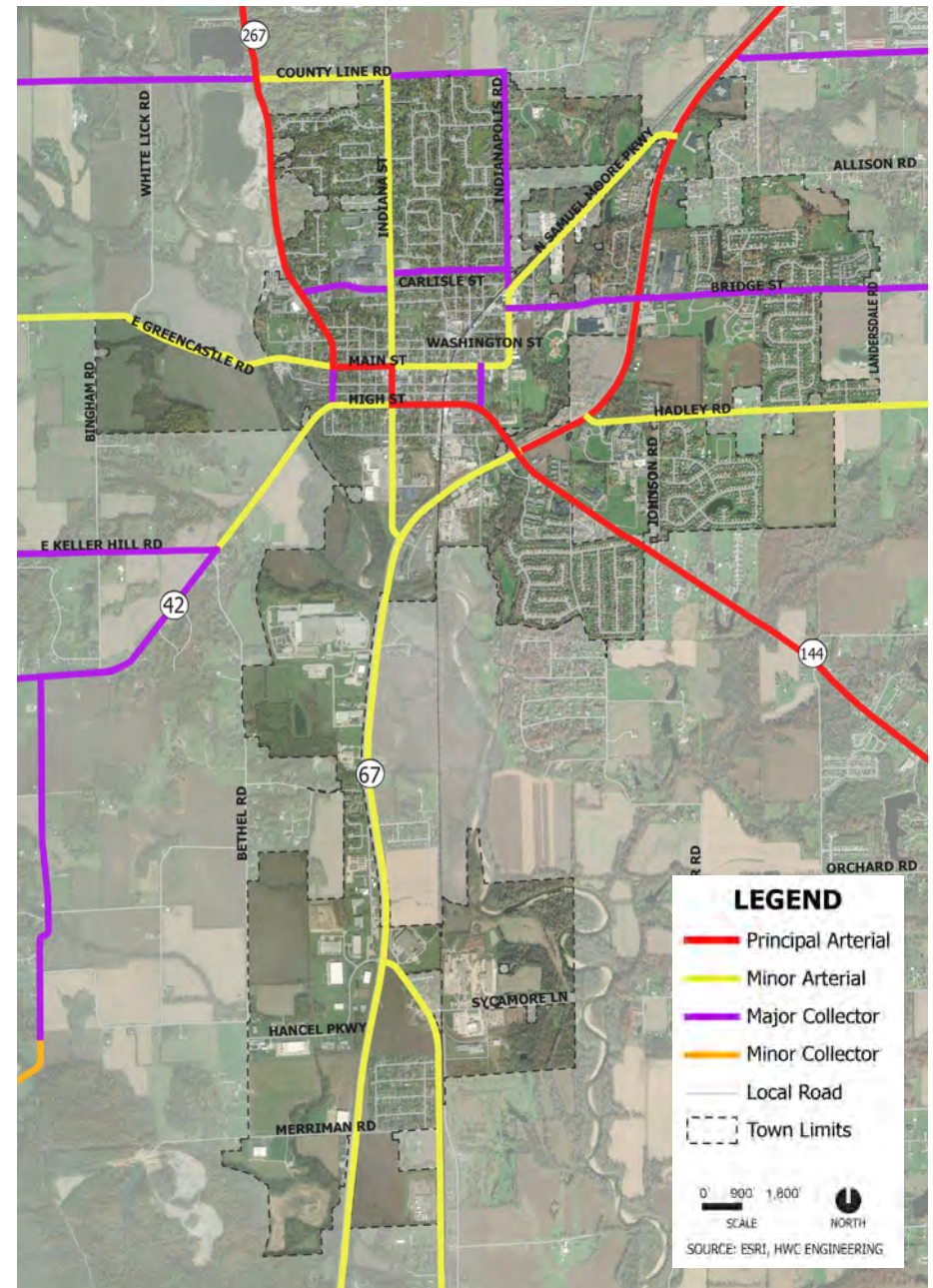
FIGURE 7.2: Existing Functional Classification Map

TRANSPORTATION GOAL 1:

IMPROVE CONNECTIVITY ACROSS TOWN.

With three separate state roads running through Mooresville's downtown neighborhoods, congestion and safety are key issues identified by residents and commuters. With a new interchange planned on I-70 west of town, current issues could be magnified if not addressed properly as new development occurs. The primary issue with east-west connectivity is that High Street (State Road 42) is the only roadway traveling through Mooresville uninterrupted, drawing all traffic from neighborhoods east of State Road 67 to unincorporated areas to the west. While Main Street is also a key east-west connection, it does not extend west to intersect with State Road 67, instead connecting north to Indianapolis Road, Bridge Street, and Samuel Moore Parkway. North-south connectivity can be an issue as well. Aside from SR 67, Indiana Street, Indianapolis Road, SR 267/Monroe Street and a combination of roads to the east are all asked to carry significant traffic between Mooresville and thoroughfares to the north of town.

Connectivity improvements are not limited only to areas within the downtown but should be considered in the unincorporated county surrounding Mooresville. As residential growth continues to extend outward, the roadways linking those residents to jobs and retail services in Mooresville should be enhanced to handle higher volumes of traffic. Key locations for these improvements are Bridge Street, Greencastle Road, and County Line Road/Hendricks County Road.

In addition to limited connectivity through Mooresville, there are also a number of intersections that are safety concerns for both vehicles and pedestrians due to limited visibility, poor signaling/signage, or heavy traffic volumes. As roadway improvements are made, the town should focus on intersection enhancements as well. Most of the issue intersections are found along High Street, Main Street, Indiana Street, and Monroe Street.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Partner with the Indianapolis Metropolitan Planning Organization (MPO) and Hendricks County to improve County Line Road.	Long-Term	Public Works, Town Council, Morgan County Highway Department, Hendricks County Highway Department, Indianapolis MPO
Continue coordination with INDOT to ensure long-range transportation plans include projects to improve Mooresville's transportation network.	Ongoing	INDOT, Public Works, Morgan County Highway Department
Ensure additional public right-of-way to allow for needed improvements is dedicated as part of development and redevelopment projects.	Ongoing	Public Works, Plan Commission
Follow the strategies outlined in the Mooresville Thoroughfare Plan to improve accessibility and safety.	Ongoing	Public Works, Town Council, Morgan County Highway Department, INDOT

Greencastle Road's lanes narrow as you leave Mooresville west towards Bingham Road. This major east-west route would be a primary connection to the planned interchange on I-70 and would need improvements to handle increased traffic.

SR 144 has seen high increases in daily traffic over the last decade, and due to the areas being a prime location for new residential development, may need roadway improvements to handle additional traffic traveling into and out of Mooresville.

TRANSPORTATION GOAL 2:

REDESIGN INDIANA STREET TO IMPROVE SAFETY, ENSURE EFFICIENT TRAFFIC FLOW, ENHANCE BICYCLE AND PEDESTRIAN FACILITIES, AND UPGRADE STORMWATER INFRASTRUCTURE.

Indiana Street is the major north-south thoroughfare in Mooresville. It is the primary gateway into town from I-70 to the north, via State Road 267 and S CR 825 E., before traveling through Mooresville and linking with State Road 67 on the southern end of the community. In addition to being one of two primary roadways for drivers accessing I-70 to the north, Indiana Street holds a variety of uses that receive high volumes of daily traffic. The road cuts directly through the downtown core and is the primary roadway for residents accessing The Village Shopping Center as well as the main access point for the Mooresville High School/Paul Hadley Middle School/Northwood Elementary School campus.

Due to the diverse mix of vehicular and pedestrian traffic along the corridor, it is imperative for infrastructure and safety improvements to be made between Washington Street and County Line Road. While there are sidewalks present on at least one side of the street, they are narrow and need to be repaired in some locations, specifically in areas where children are walking to school from the surrounding neighborhoods. Changes to the roadway and adjacent pedestrian facilities may necessitate additional stormwater infrastructure enhancements. A major stormwater ditch runs along Indiana Street before heading southeast and emptying into the East Fork of White Lick Creek. Multiple adjacent properties have stormwater infrastructure that drains to this ditch, and the Town has made considerable investment in securing easements and improving drainage along its course. As traffic volumes along Indiana Street increase and improvements become necessary, stormwater infrastructure will be a major part of all projects. Alternatives that explore maintaining the open ditch versus underground piped conveyance should be evaluated during the design and cost estimating process.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Develop a long-range plan for Indiana Street that outlines needed capital improvements and identifies project segments, timelines, and funding sources.	Short-Term	Public Works, Town Council
Determine the feasibility of acquiring additional right-of-way along Indiana Street to ensure future utilities, pedestrian facilities, safety enhancements, and landscaping are feasible.	Short-Term	Public Works, Town Council, Town Attorney
Design right-of-way improvements and construct phases as resources become available.	Medium-Term	Public Works, Town Council

High Street (SR 42) just east of the Monroe Street intersection. Recent roadway improvement projects have also addressed right-of-way enhancements, adding new sidewalks, light fixtures, and barriers between pedestrians and traffic.

Indiana Street is a primary north-south corridor for residents but has limited pedestrian facilities and is bordered by a large stormwater ditch.

TRANSPORTATION GOAL 3:

IMPROVE BETHEL ROAD TO BETTER SERVE POTENTIAL EMPLOYMENT SITES AND ENHANCE NORTH-SOUTH CONNECTIVITY.

Mooresville has realized a number of economic development successes south along State Road 67, Old State Road 67, and Hancel Parkway. These efforts continue in conjunction with the Morgan County Economic Development Corporation and area property owners, as multiple properties were actively being marketed during the planning process. Development opportunities are now progressing west in this area towards Bethel Road. As the area continues to develop, and especially those properties fronting Bethel Road, the roadway will need to be improved to better support truck traffic and worker mobility. Mooresville should use the thoroughfare plan and desired right-or-way dimensions to ensure additional right-of-way and utility easement area is dedicated through the development review and platting process.

Portions of the Bethel Road corridor are within the town's tax increment financing (TIF) district. TIF district revenue may be used to help design and construct needed enhancements to Bethel Road, as well as other utility infrastructure along the corridor.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Develop a long-range plan for Bethel Road that outlines needed capital improvements and identifies project segments, timelines, and funding sources.	Medium-Term	Public Works, Town Council, Redevelopment Commission
Ensure additional public right-of-way to allow for needed improvements is dedicated as part of development projects.	Medium-Term	Public Works, Plan Commission, Property Owners
Design right-of-way improvements and construct phases as resources become available.	Medium-Term	Public Works, Town Council, Redevelopment Commission

Bethel Road will need to be improved as economic development successes continue in and around the Flagstaff Business Park.

TRANSPORTATION GOAL 4:

CONSTRUCT TRANSPORTATION IMPROVEMENTS AS IDENTIFIED IN THE THOROUGHFARE PLAN.

While more than 68% of respondents to the first online survey strongly agreed or somewhat agreed with the statement "Town streets are generally in good condition," numerous open responses highlighted concerns with traffic and roadway congestion. The previous goals reflect needed transportation improvements to two key corridors within Mooresville. Additional transportation enhancements, including improvements to existing roadways and intersections and construction of new road segments, will be needed to fully support the land use plan and managed growth vision of the community. Analysis of the transportation network and identification of needed projects can be found in the Town of Mooresville Thoroughfare Plan.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Update the Unified Development Ordinance to reflect desired minimum right-of-way width by functional classification of roadways.	Short-Term	Public Works, Plan Commission, Town Council
Maintain a capital project list for street, sidewalk, and intersection improvements to better leverage local funds and share realistic timelines with residents.	Short-Term	Public Works, Town Council
Partner with Morgan County on transportation projects that benefit both Mooresville and unincorporated areas of Morgan County.	Medium-Term	Public Works, Town Council, Morgan County Highway Department, County Commissioners, County Council

LEGEND
- ── Road Improvements
- ⋯⋯ New Road Connections
- ── Road Improvements (Hendricks County)
- ✺ Intersection Enhacements
- ⌐ ¬ Mooresville Town Limit
- ▨ Former Zoning Buffer
- ---- County Line

0'   2,000'   4,000'
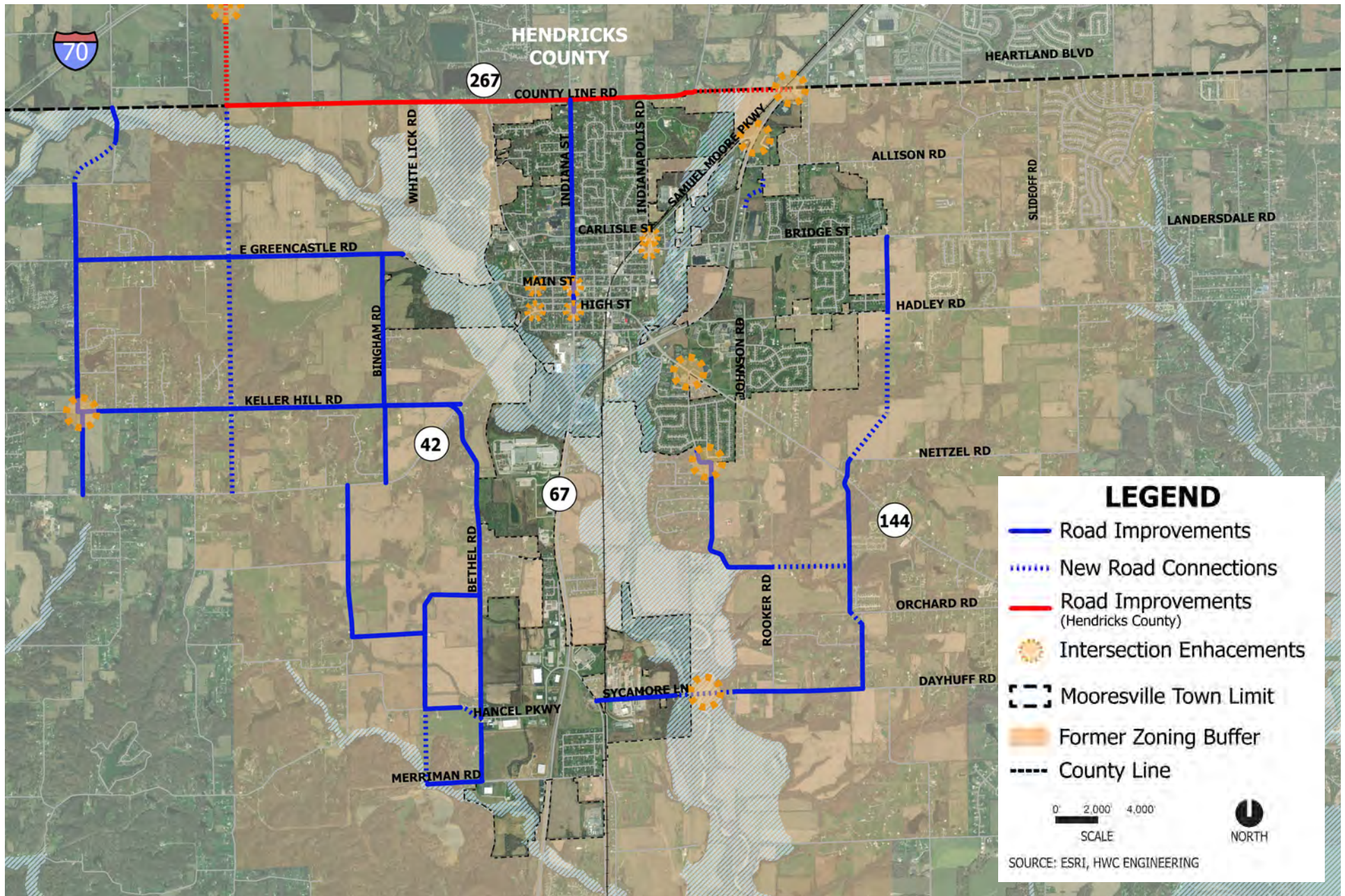SCALE   NORTH

SOURCE: ESRI, HWC ENGINEERING

FIGURE 7.3: Transportation Improvements Map

08

QUALITY OF PLACE

Quality of place, also known as placemaking, is a broad term that describes the physical improvements and programming that make a community desirable. In Mooresville, this can include anything from extending the town's sidewalk and trail networks, expanding parks and recreation amenities, and creating new ways to showcase the community's unique arts and culture. Convenient shopping, dining, and entertainment opportunities also influence the quality of life of residents. It's important Mooresville does not hinder the creation of these businesses, but expanding lifestyle opportunities will be dependent on the town's population and customer base for such uses. Placemaking efforts in Mooresville can be used to grow tourism opportunities, support existing businesses, and improve the quality of life for residents. While strategies to improve a community's quality of place often include the physical enhancements mentioned above, they can also include programmatic activities that create social and recreational opportunities for residents and visitors.

KEY FINDINGS

o   **Over 85% of respondents on the online survey noted Mooresville is a great place to raise a family, although there is a lack of entertainment options for families throughout the year.**

o   **Mooresville has diverse programming spread throughout various public and private facilities that cater to residents of all ages, but most of these occur during the summer.**

o   **The town is expanding its sidewalk network during planned roadway improvement projects.**

o   **While Mooresville has multiple parks and recreational facilities, they are primarily located west of State Road 67 and are difficult to access for those living in neighborhoods east of town who are unable to drive.**

o   **Increasing programming and events downtown and in Bicentennial Park was one of the highest priorities when voted on by residents at the public open house.**

o   **Extending trail networks that link residents to destinations within Mooresville and the surrounding region was a focus for participants at the public open house.**

Plan participants noted having to take their bikes into Hendricks County to use trails there, and voiced a strong desire to improve the trail network in town. The success of summer concerts in Bicentennial Park was identified as a tremendous benefit to downtown restaurants and businesses. Those concerts were moved to Pioneer Park to allow for more social distancing during the COVID-19 pandemic. Thankfully, both Pioneer Park and Bicentennial Park are hosting summer concerts for the 2023 season.

Mooresville's downtown holds a variety of shops and unique public spaces that contribute to the community's culture and reinforce the historic aspects of the surrounding neighborhoods.

As growth occurs in and around Mooresville the town will need to ensure the available amenities and community facilities can maintain quality levels of service with the addition of new users. Mooresville has already invested in high-quality spaces such as Pioneer Park, the sports complex on Bridge Street, and iconic gateways at key community entrances. Additionally, programming is unique to each space including youth sports leagues, Old Settlers Festival, Summer Concert Series at Bicentennial Park, and street fairs. Future opportunities for quality of place enhancements should strive to be inclusive and available to all members of the community with unique offerings throughout the year.

Mooresville's quality of place is also influenced by the town's historic past and the unique structures still standing today. Everything from buildings downtown, the historic park bridge, unique gateways, to famous residents such as Paul Hadley, Samuel Moore, or Sammy Davis. These historic sites and figures helped shape the town's character to what it is today and should be a part of Mooresville's future.

Pioneer Park is a regional draw that holds a wide range of recreational amenities for residents and visitors. The park holds multiple playgrounds, shelters, baseball/softball fields, trails, soccer fields, basketball courts, sand volleyball, and the Mooresville Aquatic Center.

QUALITY OF PLACE GOAL 1:

MAINTAIN THE COMMUNITY'S ESTABLISHED CHARM AND CHARACTER WHILE ATTRACTING NEW HOUSING, SHOPPING, AND EMPLOYMENT OPPORTUNITIES.

Mooresville is a community that has expanded and grown without losing its small-town character. While the residents and businesses in Mooresville certainly contribute to the town's charm, the variety of unique buildings and neighborhoods help distinguish Mooresville apart from other communities. As new growth occurs in and around Mooresville, it will be important to manage development so that it doesn't detract from or oppose what has already been built.

There are various resources available to a community wanting to protect and rehabilitate the historic structures that contribute to the its charm and character. Indiana Main Street and the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties are two resources Mooresville could utilize when developing standards for building rehabilitation and procuring funding. The standards outlined by the Secretary of the Interior could be especially useful for maintaining specific building materials, colors, distinctive architecture features, and other visual qualities that have been present in Mooresville's downtown core for decades.

Public art, either large installations, murals, or sidewalk designs, can also help reinforce Mooresville's charm and character. While art can be a way to showcase a business's or individual's uniqueness, they should ultimately fit into the communities overall aesthetic. Using the Arts Council or other similar group to regulate art in public spaces could ensure the design fits within the neighborhood aesthetic without impacting the message of each artwork.
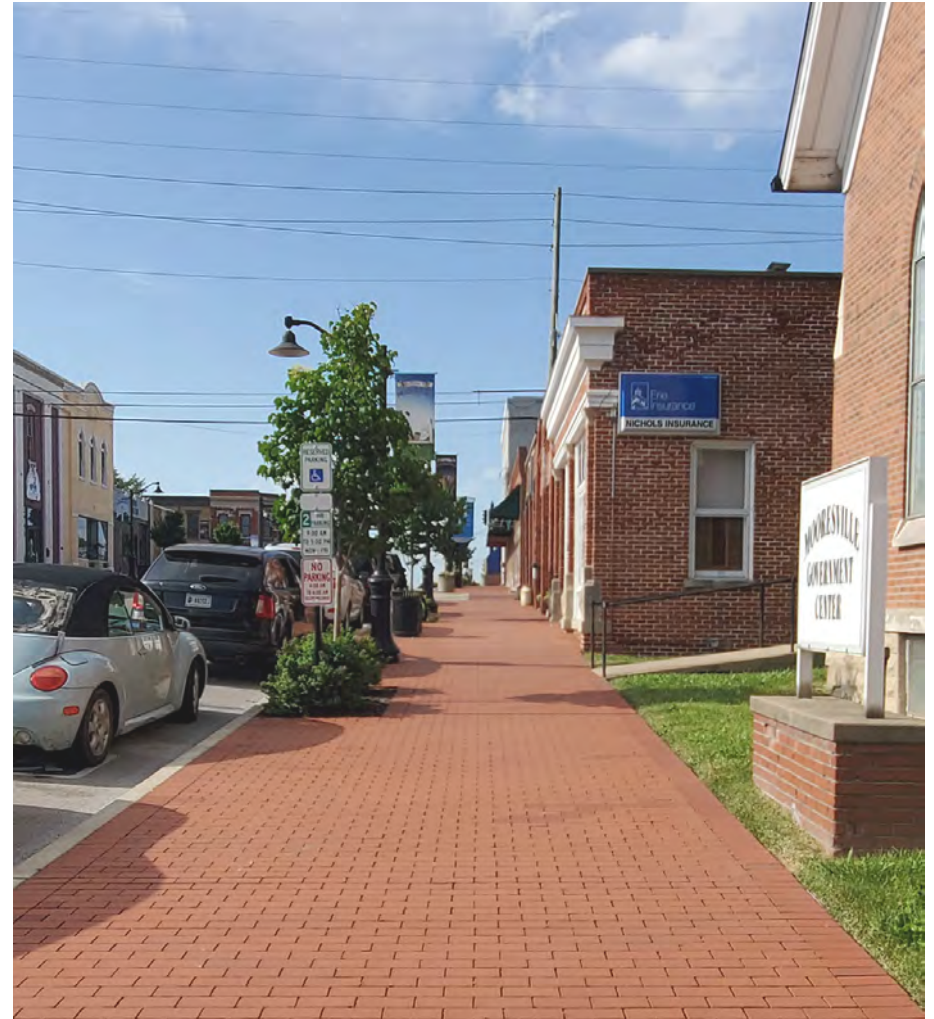
Brick sidewalks, such as this one along Indiana Street, reinforce the historic character of the downtown.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Limit large-scale developments to areas adjacent to State Road 67 to protect downtown aesthetics.	Ongoing	Town Council, Plan Commission
Establish design standards within the downtown core that guide building aesthetics for new construction and rehabilitation efforts through a zoning overlay district.	Medium-Term	Town Council, Plan Commission, Department Heads
Limit land use conflicts and aesthetic differences by ensuring new developments are contextually appropriate and help provide a transition between more intense and less intense land uses.	Ongoing	Town Council, Plan Commission, Department Heads
Create an OCRA Downtown Revitalization Plan that focuses on retaining the downtown's unique historic character and base of local businesses.	Medium-Term	Town Council, Redevelopment Commission
Use a Downtown Revitalization Plan to leverage RDC funds to create a facade improvement program.	Long-Term	Town Council, Redevelopment Commission

While Mooresville's downtown core has a unique architectural style that should be preserved, some commercial centers lack distinctive features. If redevelopment or reinvestment occurs within these shopping center, guidelines should be in place to bring enhance visual design and character.

QUALITY OF PLACE GOAL 2:

ENHANCE EXISTING PARK AND RECREATION FACILITIES AND CREATE NEW PARKS IN CONJUNCTION WITH RESIDENTIAL DEVELOPMENT.

Expanding recreational facilities in Mooresville was one of the most supported themes from public engagement efforts, which includes constructing new amenities in existing parks, building new recreational spaces throughout the community, and developing programming for specific spaces and demographics. New programming within existing spaces can be a low-cost strategy that produces major benefits for residents, especially for young children and seniors who may be unable to participate in more physical or age-restrictive events. Although Pioneer Park is a major asset to the community and holds a variety of recreational uses it isn't easily accessible for pedestrians unless they live immediately nearby.

As new development occurs in Mooresville, leadership should look for locations suitable for new recreational spaces that serve residential neighborhoods and can be safely accessed through walking and biking. Areas to consider are east of State Road 67 along Bridge Street or State Road 144 and around the old quarry between State Road 267 and White Lick Creek. Enhancements to existing facilities should occur within Mooresville Old Town Park and Rooker Park. These locations have tremendous potential given nearby residential development and the fact that both parks have large passive open spaces that can accommodate new features and amenities.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Explore the creation of a park impact fee to fund property acquisition and construction of new facilities.	Short-Term	Town Council, Plan Commission, Town Staff, Mooresville Parks & Recreation District
Capitalize on the White Lick Creek floodplain as a recreational amenity.	Ongoing	Mooresville Parks & Recreation District
Canvas Mooresville residents to identify what types of recreational programming they would like to see in the town's existing and future park spaces.	Short-Term	Mooresville Parks & Recreation District, Town Staff, Residents
Maintain an Indiana Department of Natural Resources (DNR) approved Five-Year Parks and Recreation Master Plan and pursue grant opportunities to fund park enhancements.	Ongoing	Mooresville Parks & Recreation District

Pioneer Park has a number of amenities used by Mooresville residents and visitors. However, the park can be difficult to access for those unable to drive who don't live within the immediately adjacent neighborhoods. New parks located throughout the community and replicating uses can help expand access and recreation opportunities.
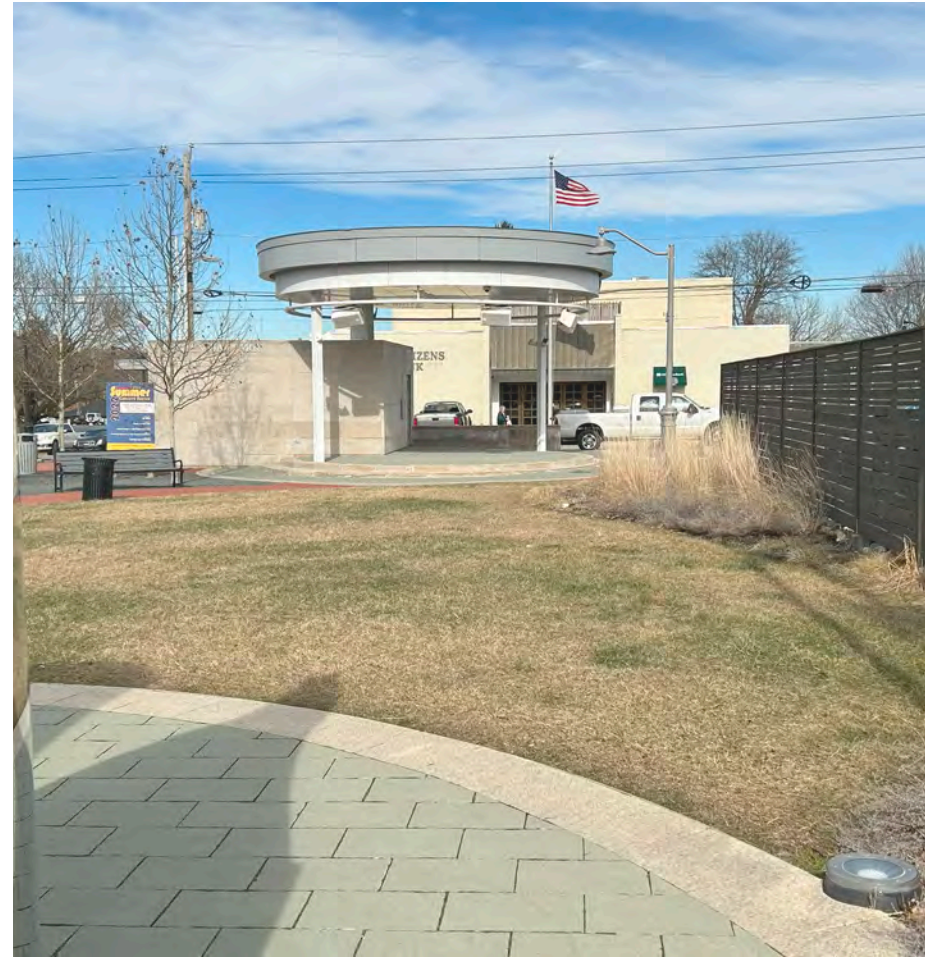
Bicentennial Park hold a number of activities and events throughout the year and provides recreation space for those living in or near downtown. Future events could focus on integrating nearby businesses and community organizations.

QUALITY OF PLACE GOAL 3:

EXPAND THE TOWN'S TRAIL SYSTEM FOR LOCAL TRIPS AS WELL AS CONNECTIONS TO EXISTING NETWORKS IN NEIGHBORING COMMUNITIES.

A well-connected trail system provides numerous benefits including linking residents and visitors to local destinations, creating opportunities for exercise and well-being, providing economic benefits for businesses along the routes, and serving as safe routes to schools for students. Multiple community members acknowledged trail development in Mooresville has not kept pace with neighboring communities, and that they travel to Hendricks County specifically to utilize trail networks there. Additionally, only 27% of respondents to the first online survey agreed with the statement, "Existing sidewalks and trails conveniently connect residents to local destinations and daily needs." Beyond being desired by existing residents, if Mooresville is going to grow existing employers and attract new ones, there must be an available workforce. Those workers are likely to have young families, and a quality trail network is an important amenity for many families now.

In addition to along natural corridors, trails or shared-use paths within the road right-of-way are critical components of the network. As the town continues road and sidewalk maintenance and reconstruction, opportunities to upgrade narrow sidewalks to shared-use paths should be explored. When new development occurs, projects can then add to the trail network along key road frontages.

On top of the ability to link Mooresville residents to destinations within the community, coordination between town leadership and Morgan and Hendricks county officials can lead to a regional trail system extending outside Mooresville and connecting with other towns and points of interest. This includes existing facilities along White Lick Creek in Hendricks County, to the northeast and Sodalis Nature Park, and east along Bridge street ultimately connecting to a planned White River trail.

| ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Coordinate with Morgan County Parks on potential trail connections between Mooresville and county-wide networks.	Short-Term	Mooresville Parks & Recreation District, Morgan County Parks
Identify key roadways within Mooresville that could receive pedestrian facility enhancements and be used to connect existing trail systems.	Short-Term	Mooresville Parks & Recreation District, Public Works
Partner with Morgan County and Hendricks County to consider the possibility of creating a regional trail network that follows White Lick Creek.	Long-Term	Town Staff, Mooresville Parks & Recreation District, Hendricks County Parks & Recreation, Morgan County Parks
Use Mooresville's branding to develop wayfinding signage along designated trails to direct residents and visitors to destinations within and outside the community.	Medium-Term	Mooresville Parks & Recreation District, Public Works
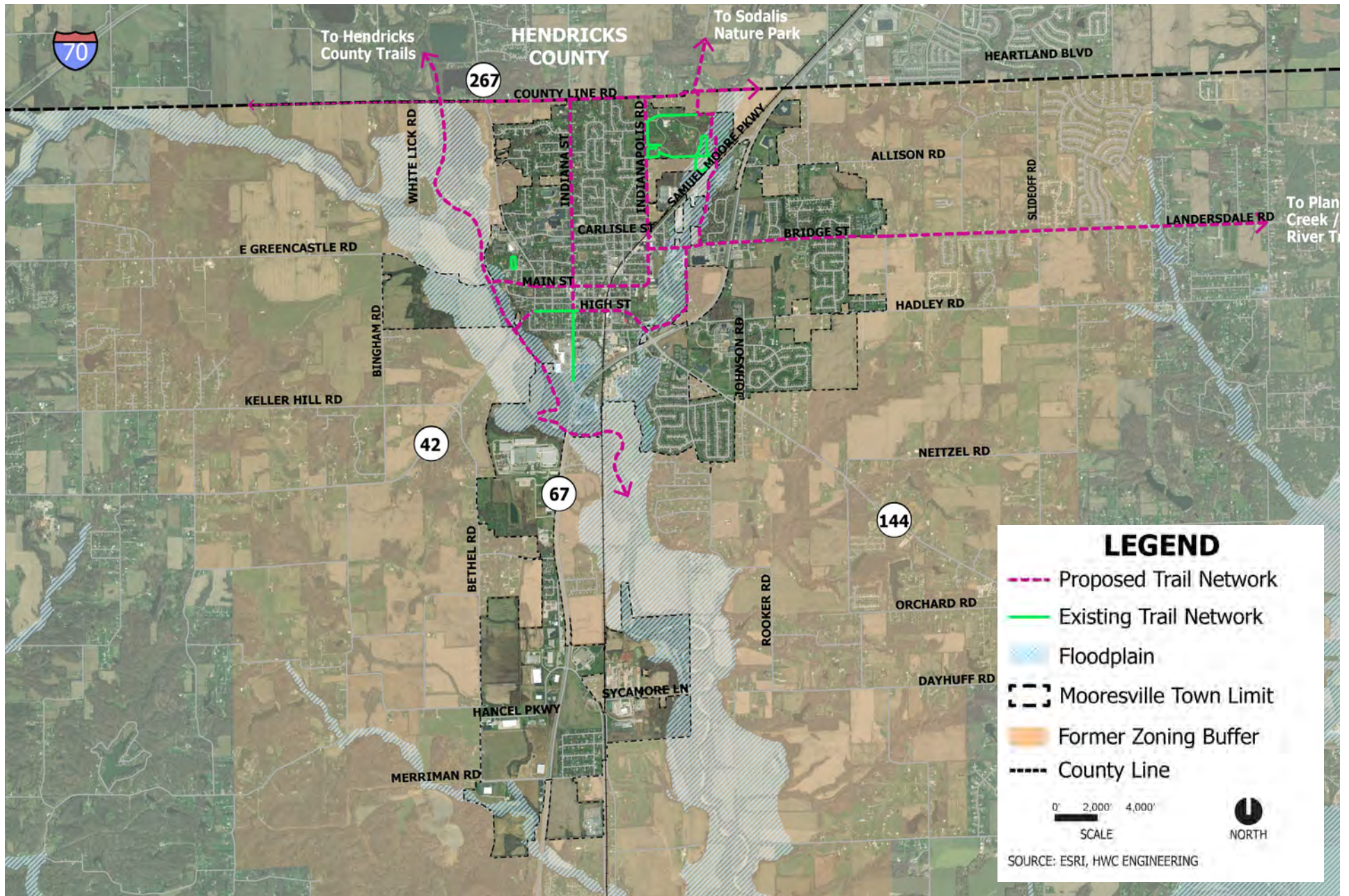
FIGURE 8.1: Potential Trail and Shared-Use Path Network Map

QUALITY OF PLACE GOAL 4:

INVEST IN DOWNTOWN MOORESVILLE AS A DINING, ENTERTAINMENT, AND RESIDENTIAL DESTINATION.

Mooresville's downtown core holds a variety of uses ranging from restaurants to professional offices to single-family homes, and more. Both residents and community leaders understand the benefits a strong downtown can have for Mooresville, which is apparent by the low vacancy of commercial storefronts and recent investments in pedestrian facilities and infrastructure. Early discussions with the project steering committee identified the downtown as a key asset to be protected. At the same time, steering committee opinions and broader community input recognized a need for more dining and shopping attractions as well as new housing units in the downtown area.

As Mooresville continues to grow, community leaders should focus on attracting businesses to the downtown that fill the dining, entertainment, and housing needs of residents. Promoting new construction on empty and underutilized lots and attracting new businesses, coupled with unique programming along Main Street and in Bicentennial Park, will continue to strengthen downtown Mooresville as a destination and improve the quality of life for residents across the town.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Update the Unified Development Ordinance and zoning map to create a Downtown Mixed Use District to reduce barriers for new construction that preserves the walkable urban framework.	Short-Term	Town Council, Plan Commission, Department Heads
Commission local artists to create public art installations within the downtown that showcase Mooresville's unique culture and history.	Medium-Term	Property Owners, Local Artists, Morgan County Community Foundation, Mooresville Chamber of Commerce, Town Staff
Consider development incentives for infill and redevelopment projects, including waived or reduced sewer utility connection fees; flexible development standards for items such as building height, setbacks, or parking requirements; town-led infrastructure upgrades; or tax abatement.	Medium-Term	Town Council, Plan Commission
Attract specific businesses that support downtown functions and fill gaps in services requested by residents.	Ongoing	Mooresville Chamber of Commerce, Town Staff

Mooresville holds a variety of entertainment, convenience, shopping, and restaurant businesses downtown and along Indiana Street but should continue to chase business types missing within the community that are requested by residents.

CHALLENGES OF REDEVELOPMENT

Infill development refers to new construction or redevelopment of a previously developed site, most often surrounded by existing development. This contrasts with greenfield development around the town fringe on land that has typically been used for agriculture. Infill and redevelopment projects are often more challenging than greenfield ones because lot size and access are already established by surrounding development patterns. The cost of development is also frequently higher because of potential demolition, replacing outdated infrastructure, or remediating past environmental contamination. While the Town has been diligent about maintaining and updating the Unified Development Ordinance, including during the planning process in December 2022, several standards are written more to address greenfield development and include larger minimum lot sizes and setbacks, and lower allowed lot coverage.

While a number of investments have been made to existing downtown buildings, incentives may be needed to make new construction on vacant and underutilized parcels more feasible. This includes where buildings have been demolished and where surface parking lots could be developed for another purpose. Potential incentives may include some combination of:

o Reduced application fees

o Reduced or waived sewer utility connection fees

o Flexible development standards for items such as lot size, setback, building height, maximum lot coverage, or parking requirements

o Town-led infrastructure upgrades

o Tax abatement

Potential project incentives will need to be determined on a case-by-case basis between Town leaders, staff, and the property owner or developer.

09
ECONOMIC DEVELOPMENT

Mooresville has a number of economic development advantages including shovel ready industrial sites, sufficient utility capacity, good access to transportation thoroughfares, and close proximity to the Indianapolis International Airport. Across Morgan County, the December 2022 unemployment rate was only 2.1% (Not seasonally adjusted, Indiana Department of Workforce Development). However, Mooresville also faces the complex issue of workforce attraction, wages, and housing costs. Existing businesses need a local workforce to be able to expand. New businesses need to see a supply of potential workers or they won't be attracted to the community. At the same time, there is a statewide misalignment between local wages and housing costs, meaning many workers with jobs may not be able to afford to live in their community, and new workers and their families aren't going to move to Mooresville unless housing is affordable to them.

KEY FINDINGS

o **Most recent industrial development in Mooresville has been focused on the southern end of the community along State Road 67, with some older sites just south and east of downtown.**

o **There are multiple industrial and commercial sites adjacent to State Road 67 that are being actively advertised by the Morgan County EDC.**

o **Major employment industries for Mooresville residents are educational services and healthcare (16.7%), transportation and warehousing (14.8%), and manufacturing (13.0%).**

o **The town's largest employers are Nice-Pak Products, Toa LLC, and Franciscan Health Mooresville.**

o **Nearly two-thirds of Mooresville residents work outside the community according to 2020 American Community Survey data.**

o **Mapping exercises during the first community workshop identified the southern edge of the town along State Road 67 as the preferred location for future industrial development.**

o **Over 95% of online survey respondents believe the town should support the growth and success of existing local businesses and entrepreneurs.**

Mooresville and the Morgan County Economic Development Corporation (EDC) current use a range of programs, incentives, and policies to improve the town's business climate and grow and attract employers. Employment generating businesses and commercial services play a large role in attracting new residents to the community, providing both jobs and daily shopping and convenience needs. Mooresville will continue to serve as a bedroom community to Indianapolis, but there is a growing recognition that it cannot only be that. Mooresville needs a balanced mix of land uses that includes employment generating businesses, commercial services, and diverse housing products. Sustained economic development efforts are needed to enhance quality of life through attracting higher wage jobs, generating revenue for parks and recreation investment, developing and retaining and talented workforce, and increasing connectivity with outside markets.

While economic development is often associated with attracting new employers to a community or growing commercial and industrial land uses, it can also include workforce attraction, continued education for workers, creating partnerships between community organizations and local industries, and supporting existing businesses and entrepreneurs. Mooresville has seen success in attracting new industries and employers but will need to focus on the other aspects of economic development to remain competitive against the rapidly growing communities within the region.

Mooresville's industrial park on the southern edge of the community is home to a number of light-manufacturing and warehousing businesses, with multiple open lots actively marketed by the Morgan County EDC.

Mooresville's various state highways bring a large number of commuters through the community. High volumes of daily traffic have brought success to local businesses led to a number of large commercial developments along SR 67.

ECONOMIC DEVELOPMENT GOAL 1:

CONTINUE BUSINESS EXPANSION AND ATTRACTION EFFORTS TO MAINTAIN DIVERSE EMPLOYMENT OPPORTUNITIES FOR THE COMMUNITY.

In keeping with the vision of managed growth and a balanced land use mix, business expansion and attraction efforts will help to grow the town's tax base, create employment opportunities for existing residents so they can both live and work in Mooresville, attract new housing investment, and support additional restaurant and retail businesses desired by residents. Apart from a few sites directly south of Mooresville's downtown core, the majority of available industrial and manufacturing properties are near Old State Road 67, Hancel Parkway, and Bethel Road, including multiple properties currently advertised by the Morgan County EDC. This area should continue to be a target for industrial growth and an employment hub that allows Mooresville to compete for business attraction with neighboring communities. Because of its location further south, this area is unlikely to attract large footprint logistics warehouses and fulfillment centers. Mooresville's vision is to use limited industrial lands wisely in a manner that creates higher value jobs without generating adverse impacts to the transportation network.

Offering incentives is also a key factor in growing this area of Mooresville and may include investing in infrastructure and shell buildings as Mooresville has done, funding job training efforts, and more traditional tax abatements, credits, and exemptions. These incentives can help reduce up-front development and equipment costs as well as provide resources for critical workforce training efforts associated with the business.

While short-term success can be measured by local employment and workforce growth, long-term success should include the town receiving a return on investment for incentives used in the attraction and retention of industrial and commercial development. These returns could include an expanded tax base, industry diversification, and the development of amenities that support a larger population.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Target the State Road 67 corridor and southern Mooresville for continued industrial development with supportive transportation and infrastructure investments.	Ongoing	Morgan County EDC, Redevelopment Commission, Town Council, Public Works
Review Mooresville's economic development "toolkit" and determine what incentives work well, what needs altering, and what may be missing.	Medium-Term	Town Council, Redevelopment Commission, Plan Commission, Department Heads, Morgan County EDC
Support the Morgan County EDC in advertising developable sites and promoting the town's assets.	Ongoing	Morgan County EDC, Redevelopment Commission, Communications Director, Town Staff

ECONOMIC DEVELOPMENT GOAL 2:

CONTINUE TO SUPPORT SMALL BUSINESSES AS A CRITICAL COMPONENT OF THE TOWN'S ECONOMY.

Local businesses and entrepreneurs are the cornerstones for thriving downtowns and strong industrial bases in communities of all sizes. Mooresville residents recognize the benefit small businesses contribute to the community, whether through creating employment opportunities, providing goods and services directly to residents, or supporting community-wide events. While small businesses are key stakeholders in Mooresville, their needs may go overlooked when compared to larger industries and community organizations with dozens or hundreds of workers. Addressing the needs of all businesses and industries in Mooresville can help create a resilient economy in the future.

Mooresville's local businesses are not only a critical components of the town's economy, but function as tourist destinations and contribute to the town's unique character.

ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES
Begin quarterly round-table discussions with local businesses to discuss barriers to growth and how the town can provide support.	Short-Term	Morgan County EDC, Mooresville Chamber of Commerce, Town Staff
Identify ways local businesses can be integrated into future community events and festivals that are available to all business types.	Medium-Term	Mooresville Chamber of Commerce, Town Staff, Event/Festival Coordinators
Connect entrepreneurs with business mentoring services, technical assistance, and other small business owners to support and foster their entrepreneurial development efforts.	Medium-Term	Morgan County EDC, Mooresville Chamber of Commerce, Town Staff

10

IMPLEMENTATION

Implementation is the process by which the goals and policies of the comprehensive plan get translated into actions that result in meaningful change within the community. Mooresville leaders, residents, businesses, and community groups all have a part to play in successfully implementing the comprehensive plan. Efforts to implement some of the goals and action items included in the plan have already started, but others will take much more time to realize. For this reason, the plan will require regular review and update. It should continue to change over time as the physical, economic, and demographic conditions change within the community, and as resources become available.

Lots of time, thought, and community resources went into the creation of this plan and it will take even more resources for it to succeed. Local leaders, especially the Town Council, Plan Commission, and Redevelopment Commission, will need to take ownership of implementing the plan. It is their guidebook and manual upon which decisions will be based. Understanding the plan's goals and reasoning by the community at large helps these leaders make informed decisions.

The key implementation challenge often comes in translating a plan's vision, goals, and recommendations into the day-to-day operations and actions of town government. As Mooresville determines how to implement the plan's recommendations, it is important to continuously consider the integrity of the planning process, community values, town resources, and why the policy or action item was included. This helps to give the plan life and maintain its use.

INTERPRETING & UPDATING THE PLAN

Planning is an on-going process that responds to current information and circumstances and incorporates changing conditions into decisions. The comprehensive plan should serve as Mooresville's guide for land use and development policies to manage orderly growth and ensure proposed development meets community goals. The long-range goals and action items, along with the supporting maps, are intended to guide development decisions towards the community's collective vision of the future. Town staff, the Plan Commission, and Town Council should reference this plan when making decisions about development petitions and the broader investment of town resources.

Once the plan is adopted it will need to be revised from time to time to ensure that it stays consistent and relevant to current conditions and community goals. A regular schedule for plan review is helpful in implementing the plan, noting areas of the plan's success to build support for future planning activities. The identification of less successful components of the plan or approval of development petitions in conflict with the plan may suggest a need for refinement or amendment.

FISCAL CONSIDERATIONS

The implementation of the comprehensive plan will require the town's financial commitment and support. Monies will need to be set aside in future budgets to carry out many of the recommended actions. The adoption of the Comprehensive Plan does not authorize expenditures for its implementation. The Town Council, in accordance with state statutes and the town's policies, may authorize the financial resources to implement the plan. Implementation of specific projects and initiatives will only occur when the town has funds to complete and maintain such projects in a financially responsible manner.

Additional funding may be available from outside sources. When opportunities become available and make sense financially, the town should seek these funds through federal, state or local grants, loans, and other resources.

IMPLEMENTATION TABLES

An implementation table has been included for each plan goal in the preceding topic chapters. These tables list the individual action items, potential timeframes, and responsible parties that will be needed for realization of the goal. These timeframes are intended only to serve as a guide for plan implementation and should be considered flexible. Implementation will depend on funding availability, staff capacity, private investment, and other changing conditions. The relative timeframes included in the implementation tables are:

Ongoing: Already in process
Short-Term: 0 to 3 years
Medium-Term: 4 to 7 years
Long-Term: 7+ years

KEY PRIORITIES

After discussing community needs and priorities with the project steering committee, community participants, and town staff and leadership, a list of four primary initiatives was identified to help create a working plan of next steps. They are:

Grow town capacity.

The town had done a fantastic job of providing quality services in a cost-efficient manner. This is evidenced by all the proud feelings and messages of community support heard throughout the planning process. However, Mooresville staff and leaders will need more support and resources to effectively manage current issues and the coming challenges related to future development pressures. This may be in the form of training and equipment for current staff, creating and filling new staff positions, or hiring consultants for limited tasks.

Enhance quality of place amenities to support residents.

Mooresville is a desirable community that has maintained its character better than many neighboring communities. It will remain critical that the town maintain this charm while also expanding quality of place investments like many of these neighboring communities have. The town must keep investing in parks, trails, and public space programming to better serve families and support local businesses.

Address congestion issues and improve connectivity.

A safe and reliable transportation system is critical in supporting quality of life and economic development goals. The number of state roads through Mooresville, combined with surrounding growth, have led to transportation issues on town streets. This is not a fault of town leaders or staff, but now those individuals are faced with addressing these challenges and working with the Indiana Department of Transportation (INDOT) and neighboring communities in addressing regional transportation issues. The Mooresville Thoroughfare Plan includes a detailed technical analysis and recommended improvements for town-controlled roadways and intersections.

Limit development west of town until a land use and infrastructure strategy can be created in anticipation of a new Interstate 70 interchange.

A new interchange will fundamentally change the access and development potential of this area. Ultimately, the town must determine how proactive it wants to be in directing growth in this area through strategic infrastructure investments. It will be at least several years before an interchange can be constructed, and the town should use this time to study and explore the potential costs and benefits of growth west of White Lick Creek.

A

APPENDIX

CONTENTS

1. Community Survey 1 Results
2. Community Workshop Results
3. Big Ideas Open House Results
4. Community Survey 2 (Big Ideas) Results

Q1: What is your relationship to Mooresville?

Answered: 621   Skipped: 2

- 2.3%
- 6.3%
- 14.5%
- 5.0%
- 72.0%

Legend:
- Resident of Mooresville who owns a home.
- Resident of Mooresville who rents.
- Resident of Morgan County, but outside of Mooresville.
- I don't live in Mooresville, but I work in Mooresville.
- I don't live in Mooresville, but I own a business in Mooresville.
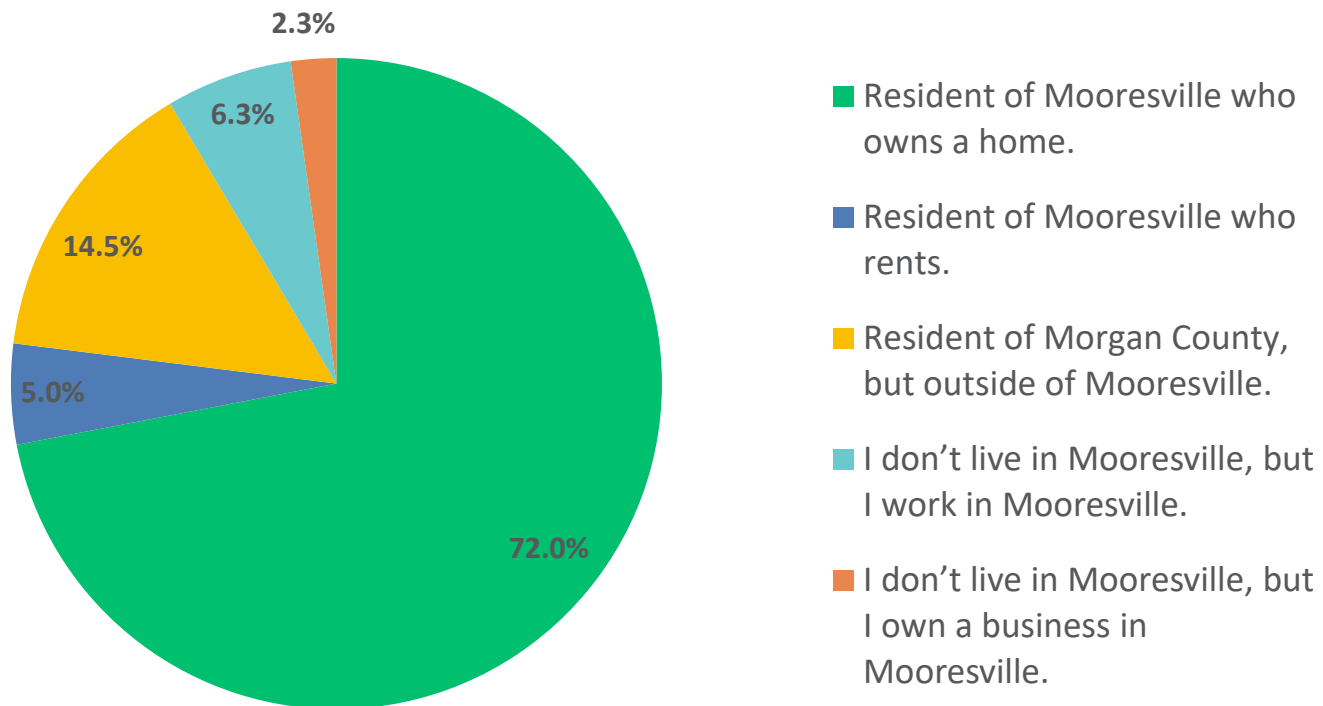
Q2: Which category below includes your age?

Answered: 622   Skipped: 1
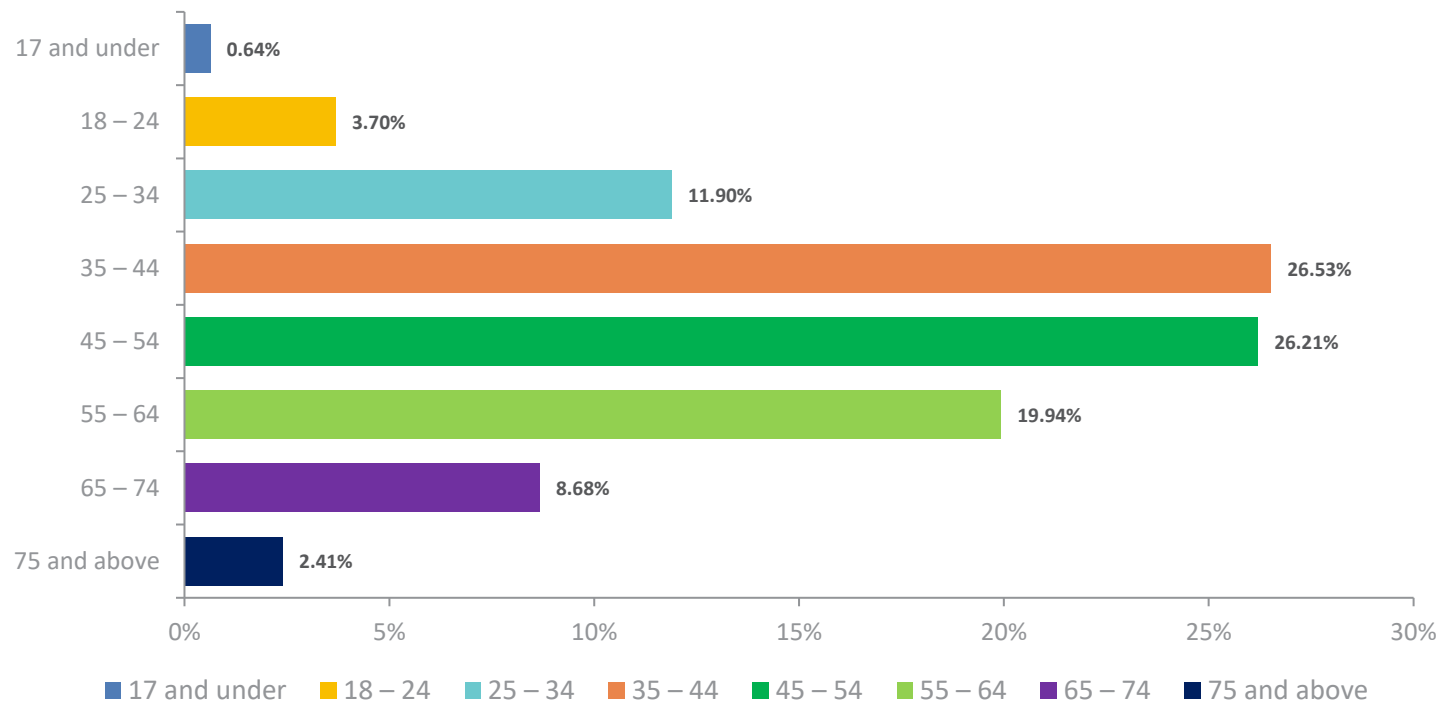
Q3: Please rate your level of agreement with the following QUALITY OF LIFE statements:

Answered: 622   Skipped: 1
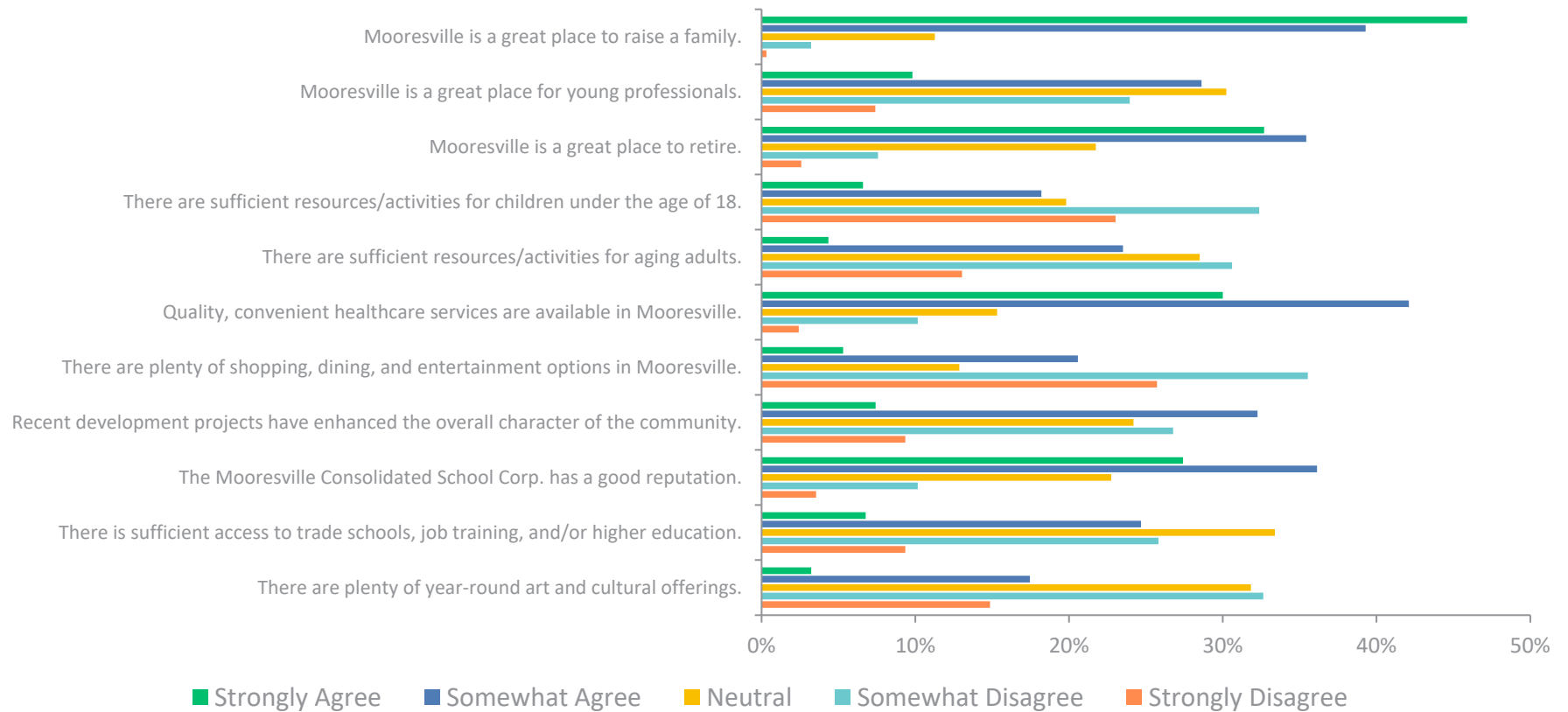
Q4: Please rate your level of agreement with the following DEVELOPMENT statements:

Answered: 622   Skipped: 1

Legend: ■ Strongly Agree ■ Somewhat Agree ■ Neutral ■ Somewhat Disagree ■ Strongly Disagree
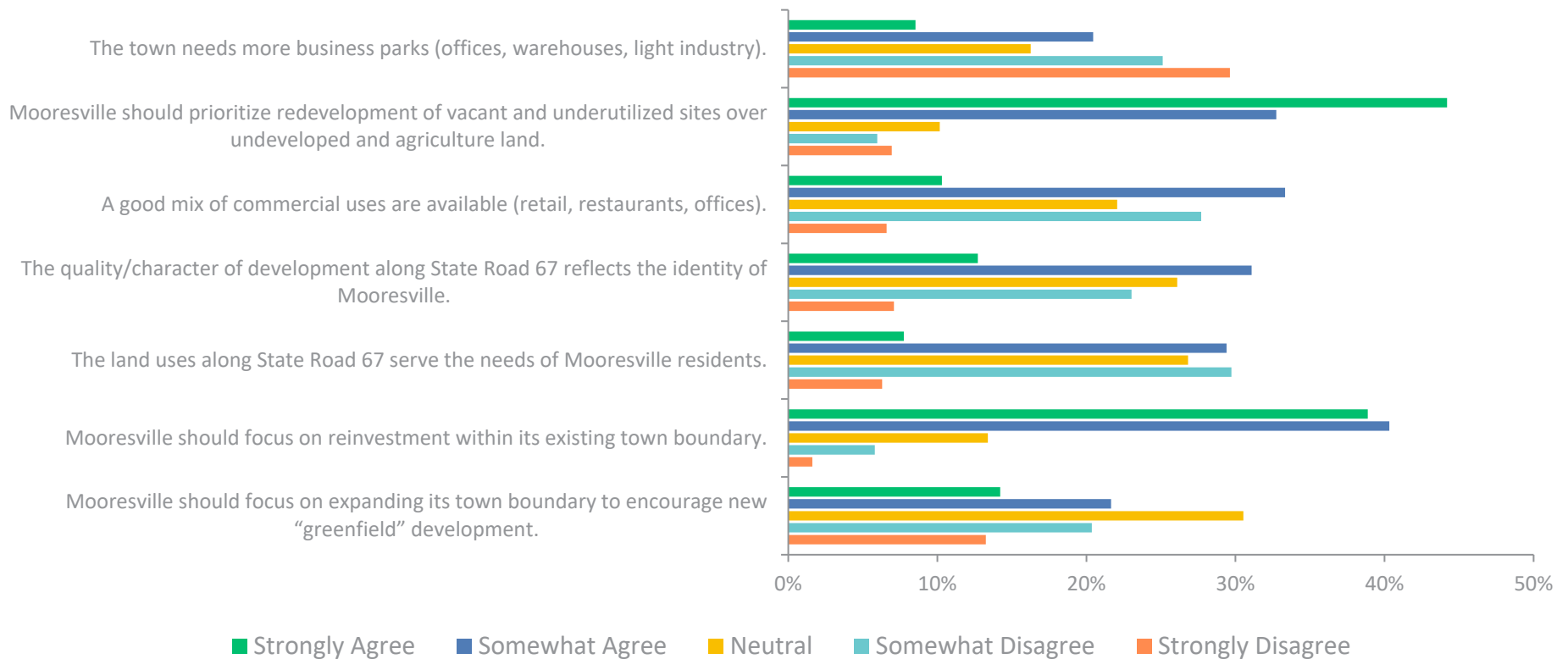
Q5: Please rate your level of agreement with the following HOUSING statements:

Answered: 622   Skipped: 1

Chart categories (top to bottom):
- Quality housing that is affordable to the average resident, is available for sale in town.
- Quality housing that is affordable to the average resident, is available for rent in town.
- Mooresville should promote traditional single-family home construction.
- Mooresville should promote rental apartment construction.
- For-sale housing at a variety of price-points is available in Mooresville.
- More housing options should be developed in, or within walking distance, of downtown.
- The overall housing stock in Mooresville is well-maintained.
- Mooresville needs more senior housing options.
- There are a number of abandoned properties that Mooresville needs to more actively address.

Legend: ■ Strongly Agree ■ Somewhat Agree ■ Neutral ■ Somewhat Disagree ■ Strongly Disagree
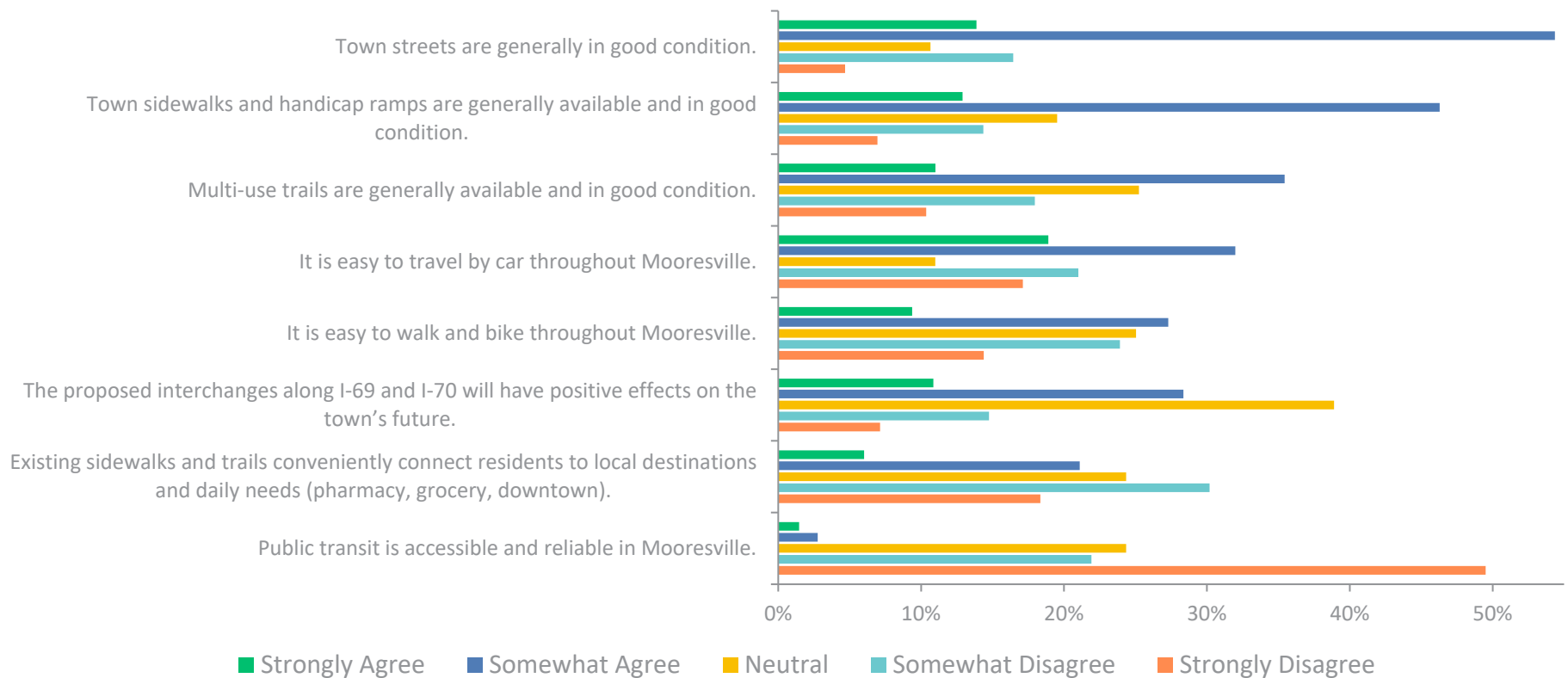
Q6: Please rate your level of agreement with the following TRANSPORTATON statements:

Answered: 620   Skipped: 3

Q7: Please rate your level of agreement with the following PARKS, OPEN SPACE, AND RECREATION statements:

Answered: 618   Skipped: 5

Legend: ■ Strongly Agree ■ Somewhat Agree ■ Neutral ■ Somewhat Disagree ■ Strongly Disagree

Statements (top to bottom):
- Mooresville offers quality parks conveniently located throughout town.
- Mooresville's parks offer a good variety of recreational opportunities for all ages.
- Parks and park equipment are well-maintained.
- There are enough parks and recreation programs and events for children.
- There are enough parks and recreation programs and events for adults.
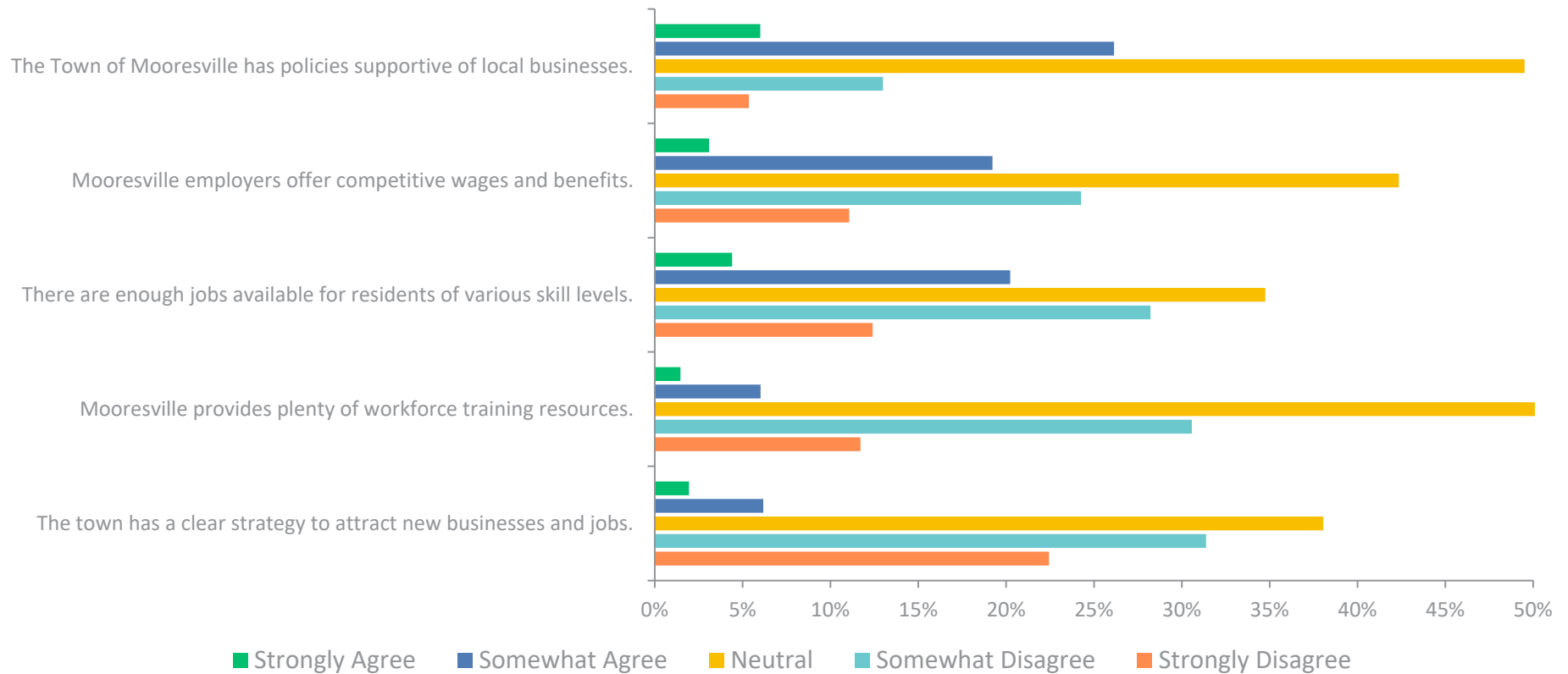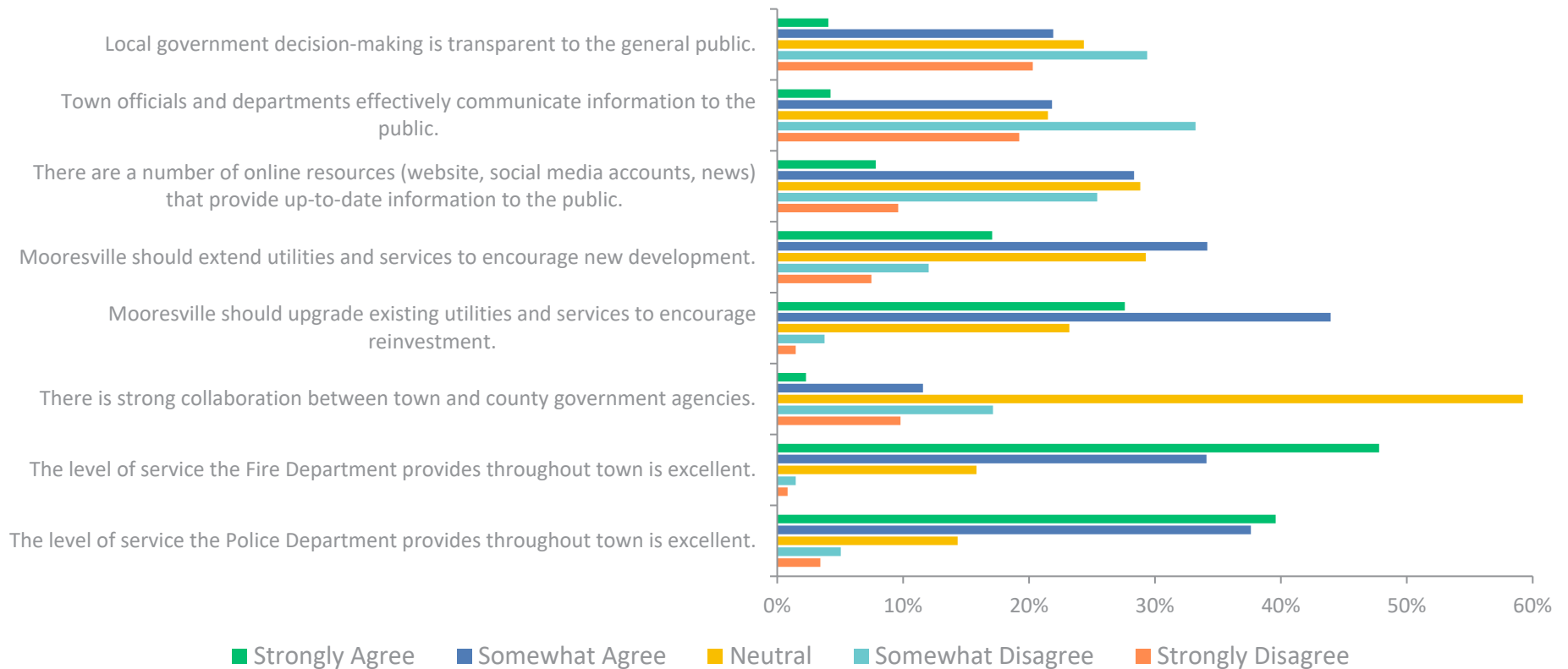- Existing trails are well-utilized and effectively connect to local destinations and/or parks.

Q8: Please rate your level of agreement with the following ECONOMIC DEVELOPMENT statements:

Answered: 616   Skipped: 7

Legend: ■ Strongly Agree   ■ Somewhat Agree   ■ Neutral   ■ Somewhat Disagree   ■ Strongly Disagree

Q9: Please rate your level of agreement with the following PUBLIC SERVICES statements:

Answered: 618   Skipped: 5

Legend: ■ Strongly Agree   ■ Somewhat Agree   ■ Neutral   ■ Somewhat Disagree   ■ Strongly Disagree

Statements (top to bottom):
- Local government decision-making is transparent to the general public.
- Town officials and departments effectively communicate information to the public.
- There are a number of online resources (website, social media accounts, news) that provide up-to-date information to the public.
- Mooresville should extend utilities and services to encourage new development.
- Mooresville should upgrade existing utilities and services to encourage reinvestment.
- There is strong collaboration between town and county government agencies.
- The level of service the Fire Department provides throughout town is excellent.
- The level of service the Police Department provides throughout town is excellent.

Q10: What are you most proud of regarding Mooresville?

The most common words mentioned were...
Community
Friendliness
Small Town
Low Crime
Schools
Parks

Q11: What will be the biggest challenge facing Mooresville over the next 10 years?

The most common words mentioned were...
Affordable Housing
Attracting Businesses
Aging Population
Crime
Growth
Housing
Overpopulation
Traffic

Q12: Are there any other opportunities or issues that we should be aware of as this planning process moves forward?
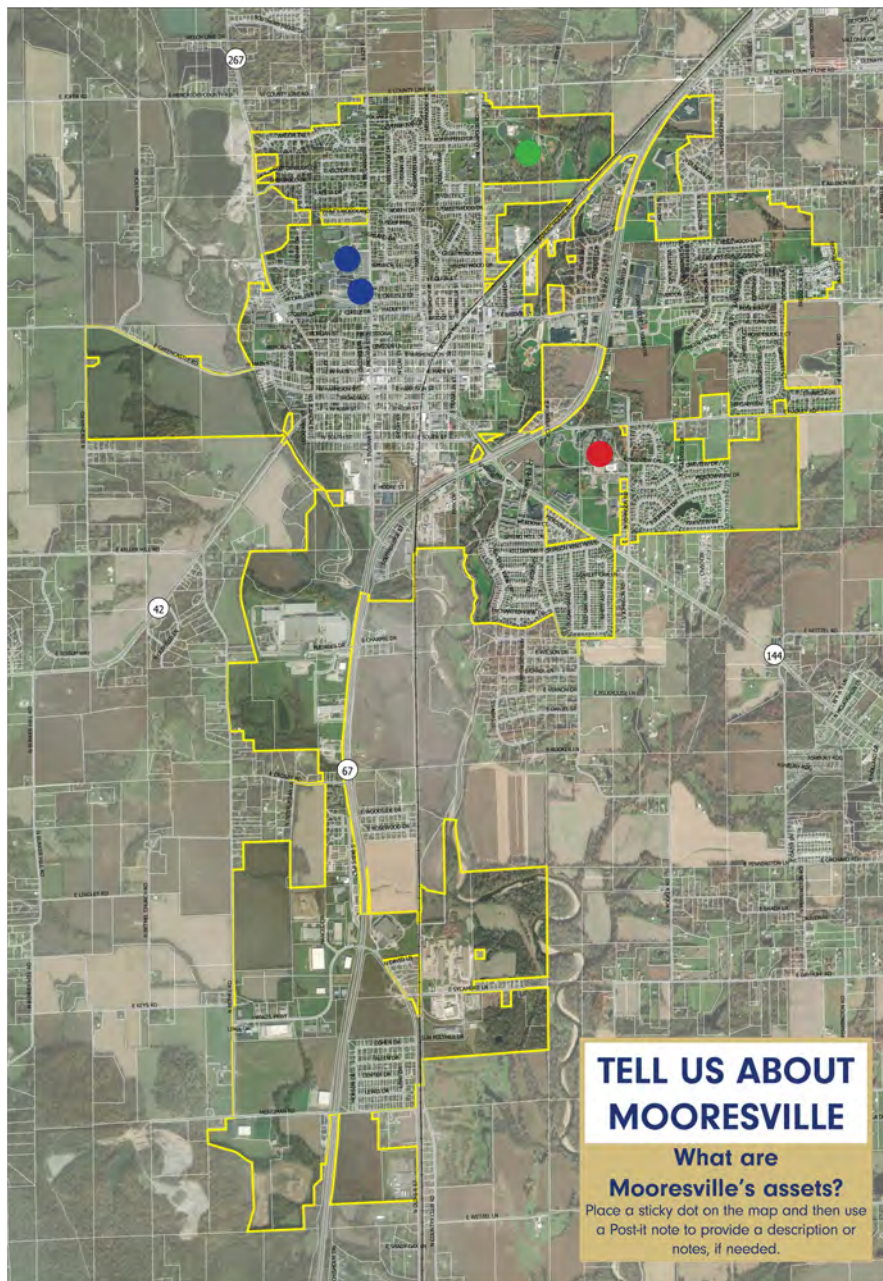
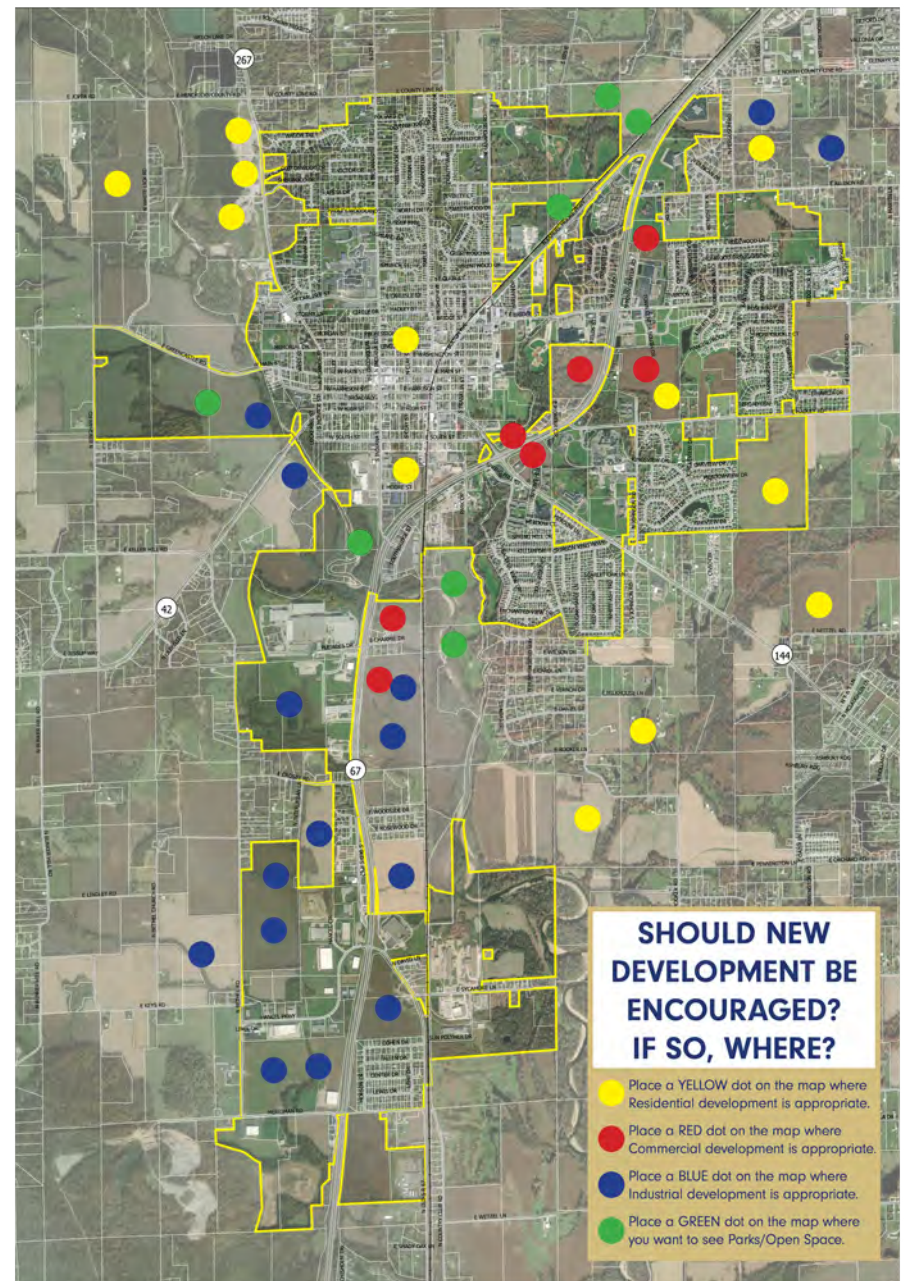| The open response comments frequently related to... |
| --- |
| Introducing more commercial properties |
| Small town atmosphere |
| More walking and trail paths |
| Lessening amount of traffic |
| Developing more housing |

TELL US ABOUT MOORESVILLE

What are
Mooresville's assets?

Place a sticky dot on the map and then use
a Post-it note to provide a description or
notes, if needed.

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN
ASSETS MAPPING
COMMUNITY WORKSHOP

SCALE: 1"=900'
NORTH
SEPTEMBER 15, 2022

HWC
ENGINEERING

SHOULD NEW DEVELOPMENT BE ENCOURAGED? IF SO, WHERE?

Place a YELLOW dot on the map where
Residential development is appropriate.

Place a RED dot on the map where
Commercial development is appropriate.

Place a BLUE dot on the map where
Industrial development is appropriate.

Place a GREEN dot on the map where
you want to see Parks/Open Space.

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN
LAND USE & DEVELOPMENT
COMMUNITY WORKSHOP

SCALE: 1"=900'
NORTH
SEPTEMBER 15, 2022

HWC
ENGINEERING

Residential

Would you encourage or discourage the following residential development types in Mooresville?

Type	Encourage	Somewhat Encourage	Neutral	Somewhat Discourage	Discourage
Single-Family Homes for First Time Buyers	●●●	●	●		
Single-Family Homes for Next Step / Move Up Buyers	●●●●●●	●			
Apartments	●●●●●	●	●		
Townhomes	●●	●●●			
Senior Living	●		●●●●	●	●
Accessory Dwelling Units/ Granny Flats/ Garage Apartments			●●	●	

Vote Here

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

LAND USE & DEVELOPMENT

COMMUNITY WORKSHOP

SEPTEMBER 15, 2022

HWC ENGINEERING

CHAPTER A | APPENDIX 113

Commercial

Would you encourage or discourage the following commercial development types in Mooresville?

Type	Encourage	Somewhat Encourage	Neutral	Somewhat Discourage	Discourage
Restaurants	●●● ●●●				
Retail Stores	●● ●●	●			
Offices	●	●● ●			
Hotels	●●● ●●				
Medical and Healthcare Facilities	●● ●	● ●			
Mixed-Use (Commercial and Residential in One Building or on One Site)	●● ●	● ●			

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

LAND USE & DEVELOPMENT

COMMUNITY WORKSHOP

SEPTEMBER 15, 2022

HWC ENGINEERING

114   MOORESVILLE COMPREHENSIVE PLAN

Industrial

Would you encourage or discourage the following industrial development types in Mooresville?

Type	Encourage	Somewhat Encourage	Neutral	Somewhat Discourage	Discourage
Light Industry / Small-Scale Manufacturing	5	2			
Large-Scale Manufacturing	4			1	
Warehousing & Distribution	4	1			
Food Processing / Manufacturing	4	1	1		
Mining & Forestry			2	1	2
Storage Businesses				4	1

Vote Here

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

LAND USE & DEVELOPMENT

COMMUNITY WORKSHOP

SEPTEMBER 15, 2022

HWC ENGINEERING

CHAPTER A | APPENDIX 115

Parks & Recreation

Would you encourage or discourage the following parks and recreation amenities in Mooresville?
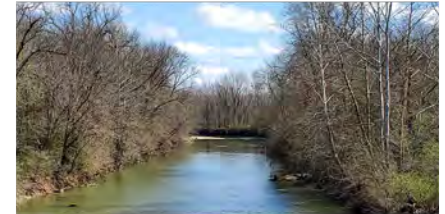
Amenity	Encourage	Somewhat Encourage	Neutral	Somewhat Discourage	Discourage
Enhancements to Existing Community Parks	●●●● ●●●				
New Community Parks	● ●	●	● ●		
More Events & Programming in Parks	● ●●	●			
Nature Preserves	● ●	●	● ●		
Expansion of Trail Systems	●●●● ●●●				
Increased Creek Access	●	●	● ● ●		●
Private Recreation (campgrounds, equestrian centers, archery, paintball)	●	●	●● ● ●		

Vote Here

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

LAND USE & DEVELOPMENT

COMMUNITY WORKSHOP

SEPTEMBER 15, 2022

HWC ENGINEERING

116   MOORESVILLE COMPREHENSIVE PLAN

Planning for Potential Development Pressures

Communities around Mooresville are growing, and the buffer zone around Town that allows Mooresville to make planning and zoning decisions for some properties in the County is going away. How should Mooresville prepare for potential development around Town?

Strategy	Encourage	Somewhat Encourage	Neutral	Somewhat Discourage	Discourage
Maintain existing Town limits. Focus development and redevelopment within.			●● ●	● ●	● ●
Consider annexation of properties already surrounded by (or almost surrounded by) Town, especially those areas that receive Town utilities and services.	●● ●●	●● ●			
Pro-actively plan for annexation and utility and service extensions to growth areas to have more control over potential development.	●● ●●	●			
Evaluate annexation and development proposals on a case by case basis to determine if they are appropriate at that time.	●● ●	●● ●			

Vote Here

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

PLANNING FOR THE FUTURE

COMMUNITY WORKSHOP

SEPTEMBER 15, 2022

HWC ENGINEERING

WHY DOES MOORESVILLE NEED TO PLAN?

IMPROVEMENTS ALONG I-69 & I-70

a. Current and future projects to improve access and mobility along I-69 (SR 37) have opened areas east of Mooresville for potential residential development.

b. The planned interchange along I-70 south of Plainfield has made vast areas of underdeveloped land west of Mooresville more susceptible to development pressures in the future.

c. Both interchange improvements will likely increase traffic and the potential for commuters entering and exiting Mooresville.

INFRASTRUCTURE & FACILITIES

a. Current infrastructure, both road and sewer, may not be able to handle future development pressures in their current state.

b. Regardless of if Mooresville wishes to expand, the town's amenities and services (such as parks and public safety) may become strained when new growth occurs around the community.

LOSS OF THE ZONING FRINGE

a. Mooresville has recently lost the zoning fringe which allowed the town to manage land use and development decisions outside town limits.

b. Finding ways to control future development around the community, such as sewer expansions, will become a key part of future land use planning for the town.

PLAINFIELD & HENDRICKS COUNTY

a. Development pressure from neighboring communities is slowly approaching Mooresville, compelling the town to find consensus on how future growth and development should appear 10 to 20 years down the road.

DEVELOPMENT PRESSURES

The map below identifies development pressures impacting Mooresville and the key areas that are likely to see future growth and development.

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

PLANNING ELEMENTS

COMMUNITY WORKSHOP

NOVEMBER 17, 2022

HWC ENGINEERING
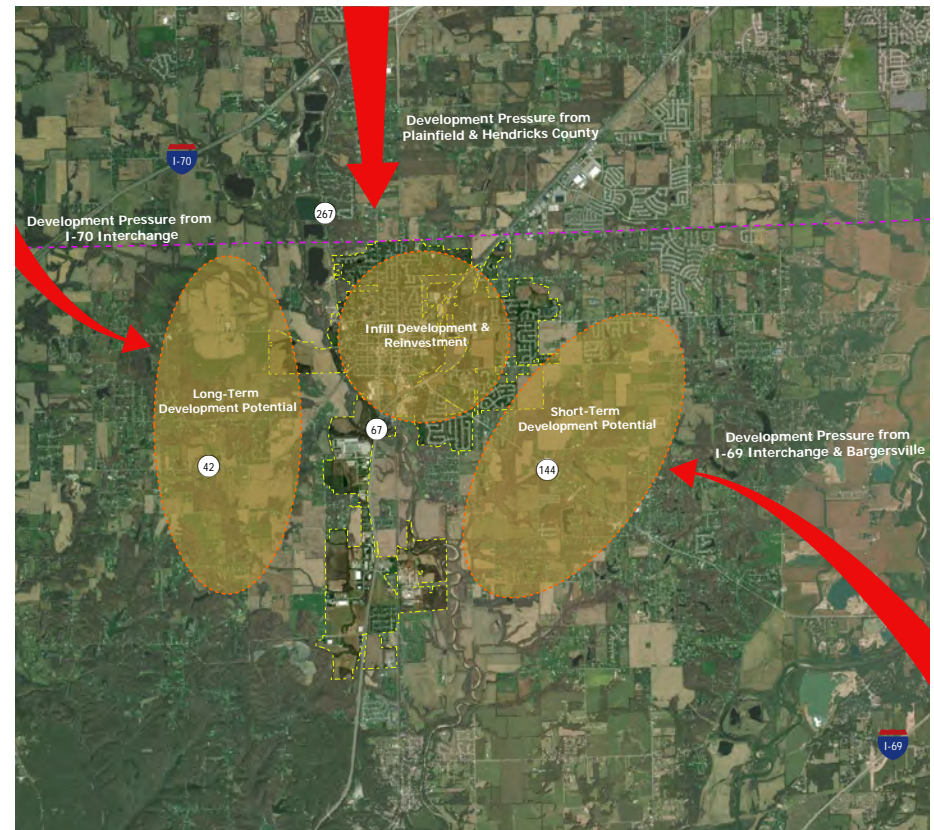
FUTURE GROWTH

WHAT ARE WE TRYING TO ACHIEVE?

Place a sticker dot next to all strategies you think help answer the key question. If you disagree or have other comments, use a sticky note to write your response.

Key Question: How should Mooresville address long-term growth and development to the west after the planned I-70 interchange is completed?

a. Expand town utilities and services west towards I-70 to encourage new residential and commercial development.

b. Focus initial utility and infrastructure expansions on areas prime for residential development that are adjacent to current town boundaries.

c. Coordinate land use decisions with Morgan County to ensure development occurring within the town's previous zoning buffer aligns with Mooresville's vision for future growth.

Key Question: How should Mooresville address short-term growth and development pressures occurring east along SR 144?

a. Target areas along SR 144 for new single-family residential development.

b. Construct new connecting roadways that link east/west roads, such as Bridge Street and Hadley Road, to SR 144 in order to serve future development.

c. Continue to extend the sewer infrastructure along SR 144 in order to capture future revenue and guide development along the corridor.

ACTIVITY

Use sticker dots and markers to indicate the areas for future residential development you agree with or should be a priority. Use sticky notes for additional comments.

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

PLANNING ELEMENTS

COMMUNITY WORKSHOP

NOVEMBER 17, 2022

HWC ENGINEERING

CHAPTER A | APPENDIX 119
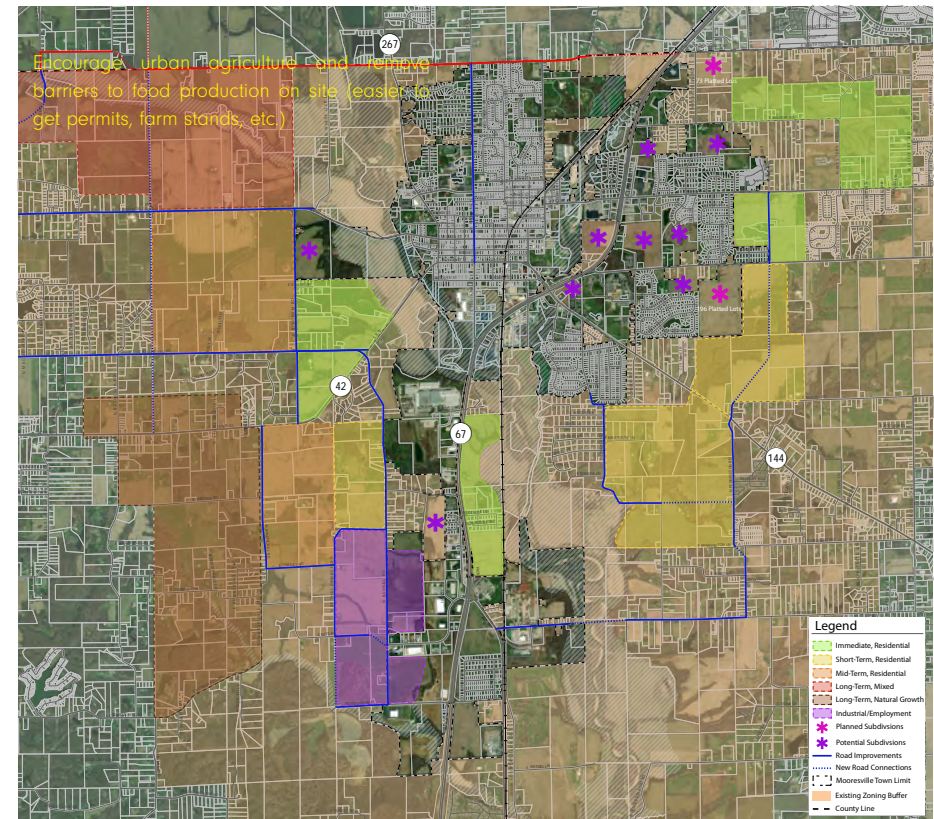
HOUSING DEVELOPMENT

WHAT ARE WE TRYING TO ACHIEVE?

Place a sticker dot next to all strategies you think help answer the key question. If you disagree or have other comments, use a sticky note to write your response.

Key Question: How can Mooresville accommodate multi-family housing and mixed-use development without impacting existing neighborhoods?

a. Target Mooresville's downtown core as the prime location for mixed-use development that compliments existing building types.

b. Identify locations along major corridors (SR 67, SR 42) which can support multi-family residential buildings and complexes.

c. In the future, target areas west towards the planned I-70 interchange for mixed-use development.

Key Question: Does Mooresville need to focus on additional housing types that fill the need for residents in different stages of life?

a. Amend the zoning ordinance to allow duplexes and townhomes in more residential districts.

b. Attract patio homes and other housing types for senior residents wishing to downsize and remain in the community.

c. Use financial and zoning incentives to encourage attainable single-family housing construction for young families and first-time home buyers.

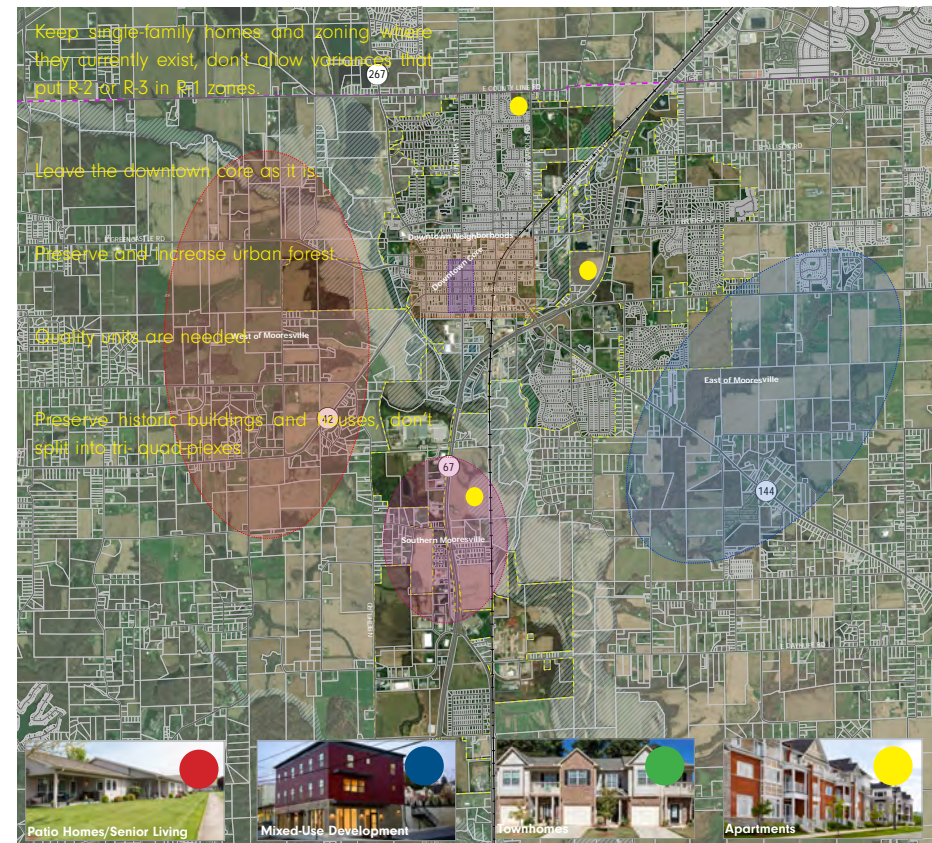## ACTIVITY

Use colored dots and markers to indicate what types of housing development you want to see in Mooresville and where it should occur.

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

PLANNING ELEMENTS

HWC ENGINEERING

TRANSPORTATION NETWORK

WHAT ARE WE TRYING TO ACHIEVE?

Place a sticker dot next to all strategies you think help answer the key question. If you disagree or have other comments, use a sticky note to write your response.

Key Question: What does Mooresville need to do to improve vehicular accessibility if development occurs outside town boundaries?

a. Improve existing roadways adjacent to potential development properties.

● ●

b. Determine the need for intersection and right-of-way improvements along roadways entering Mooresville that will serve future development.

●

c. Construct new roads in areas with development potential to form a grid system that improves vehicular access.

● ●

Key Question: How should Mooresville improve the limited east/west road connectivity across town, specifically County Line Road?

a. Coordinate with Hendricks County on enhancements to County Line Road to support higher traffic volumes after completion of the planned I-70 interchange.

● ● ●

b. Extend County Line Road through SR 67 so it becomes a true east to west connector.

● ●

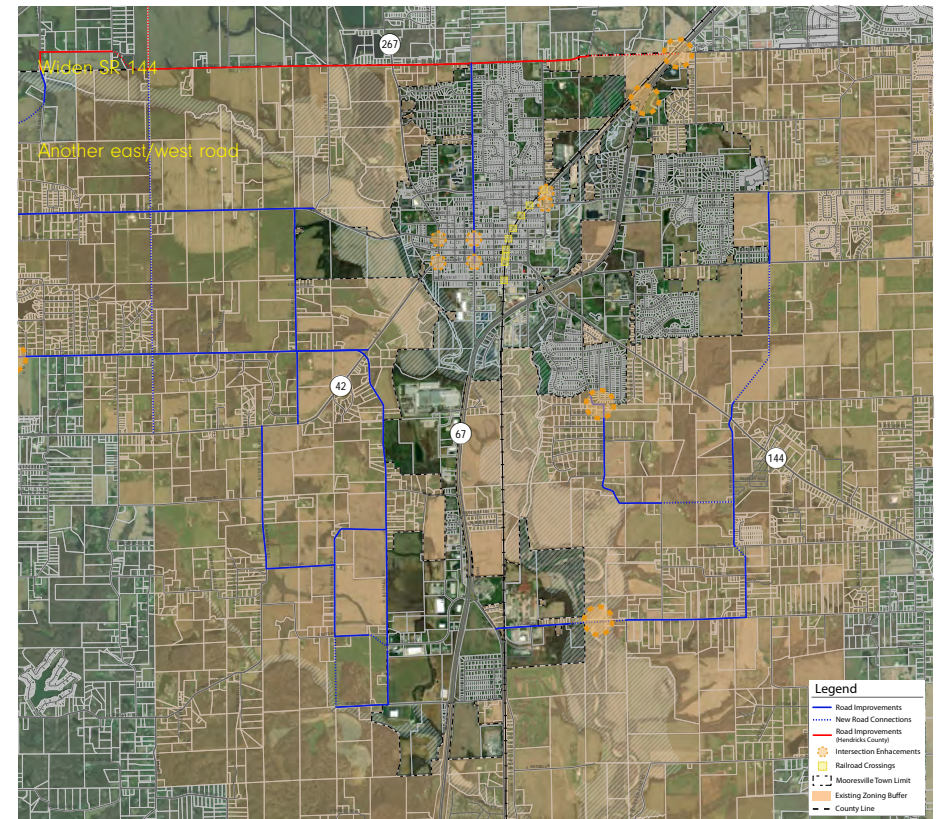c. Better address through traffic, congestion issues, and dangerous intersections in the downtown.

● ● ●

ACTIVITY

Use sticker dots to indicate the future road improvements you agree with or should be a priority. Use markers and sticky notes for additional improvements or comments.

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

PLANNING ELEMENTS

COMMUNITY WORKSHOP

NOVEMBER 17, 2022

HWC ENGINEERING

CHAPTER A | APPENDIX 121

PARKS & RECREATION

WHAT ARE WE TRYING TO ACHIEVE?

Place a sticker dot next to all strategies you think help answer the key question. If you disagree or have other comments, use a sticky note to write your response.

Key Question: How should Mooresville expand the trail network and recreational opportunities throughout the community?
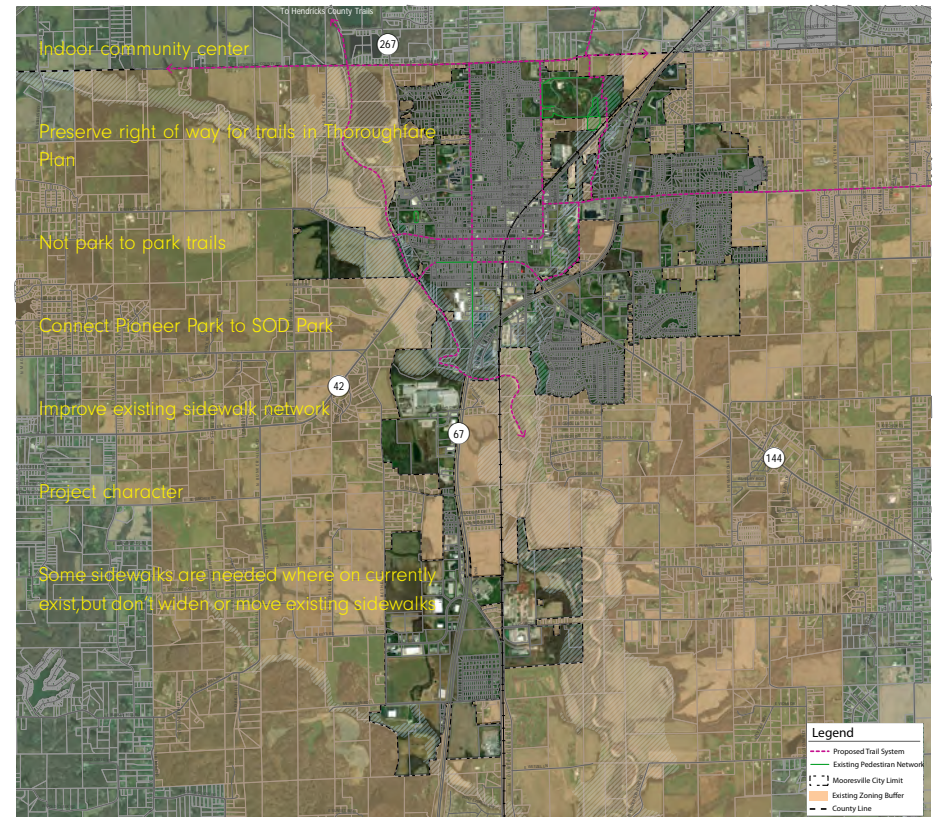
a. Connect Mooresville's existing facilities with future county-wide systems to link residents to destinations within Morgan County and Hendricks County.

● ● ●

b. Use future roadway improvement projects within town to expand trail and sidewalk infrastructure and create safe connectors between in-town destinations.

● ● ●

c. Create new multi-use trail facilities in Mooresville that connect residential areas to key destinations and create new recreational opportunities for all ages.

● ● ●

Key Question: What programming, events, or activities are needed within Mooresville's parks and trail system?

a. Canvas Mooresville residents to determine what type of programming would be best suited in existing and future park spaces.

● ● ● ●

b. Determine the level of interest and commitment to developing new monthly or annual events within Mooresville's recreational spaces.

● ●

c. Increase programming and events in the downtown and Bicentennial Park.

● ● ● ●

ACTIVITY

Use sticker dots to indicate the future trails you agree with or should be a priority. Use markers and sticky notes for additional trails or comments.

Legend
- Proposed Trail System
- Existing Pedestrian Network
- Mooresville City Limit
- Existing Zoning Buffer
- County Line

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN

PLANNING ELEMENTS

COMMUNITY WORKSHOP

NOVEMBER 17, 2022

HWC ENGINEERING

122   *MOORESVILLE COMPREHENSIVE PLAN*

GROWING THE ECONOMY

WHAT ARE WE TRYING TO ACHIEVE?

Place a sticker dot next to all strategies you think help answer the key question. If you disagree or have other comments, use a sticky note to write your response.

Key Question: What types of businesses should Mooresville be most focused on attracting and retaining?

a. New industrial development should remain on the southern edge of the community along SR 67 and Bethel Road.

● ● ● ●

b. Limit big-box and strip commercial developments to areas along SR 67 with high levels of vehicular access.

● ● ●

c. Connect with local businesses to better understand how the town can support their future growth.

● ● ●

Key Question: How can the community support workforce education and assist businesses with staffing needs?

a. Partner with local organizations, businesses, and educational institutions to expand workforce development efforts in the community for all ages.

●

b. Assist in creating workforce pipelines between schools and local employers that prepare students for work after graduation.

● ●

c. Promote placemaking initiatives that can help Mooresville attract and retain an educated workforce.
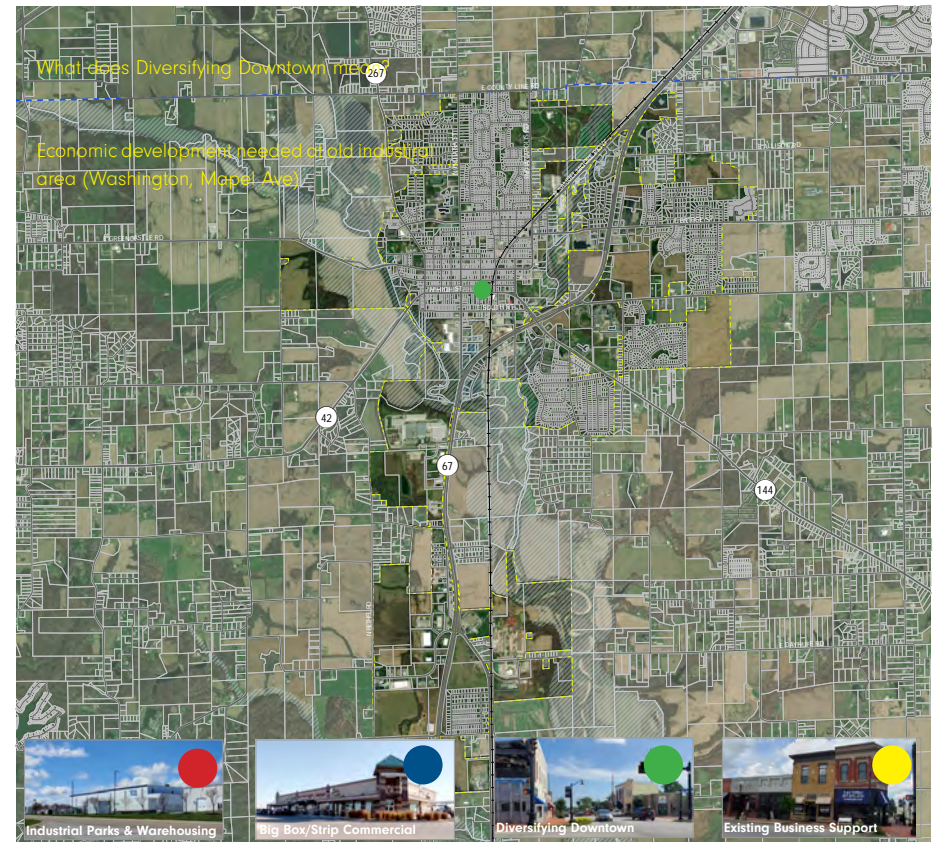
● ●

ACTIVITY

Use colored dots to indicate where different economic development efforts should be focused within Mooresville.

What does Diversifying Downtown mean?

Economic development needed at old industrial area (Washington, Mapel Ave)

Industrial Parks & Warehousing | Big Box/Strip Commercial | Diversifying Downtown | Existing Business Support

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN
PLANNING ELEMENTS
COMMUNITY WORKSHOP

NOVEMBER 17, 2022

HWC ENGINEERING

CHAPTER A | APPENDIX 123

EXPANDING CAPACITY

WHAT ARE WE TRYING TO ACHIEVE?

Place a sticker dot next to all strategies you think help answer the key question. If you disagree or have other comments, use a sticky note to write your response.

Key Question: How can the town's infrastructure, utilities, and services be expanded to accommodate new growth?
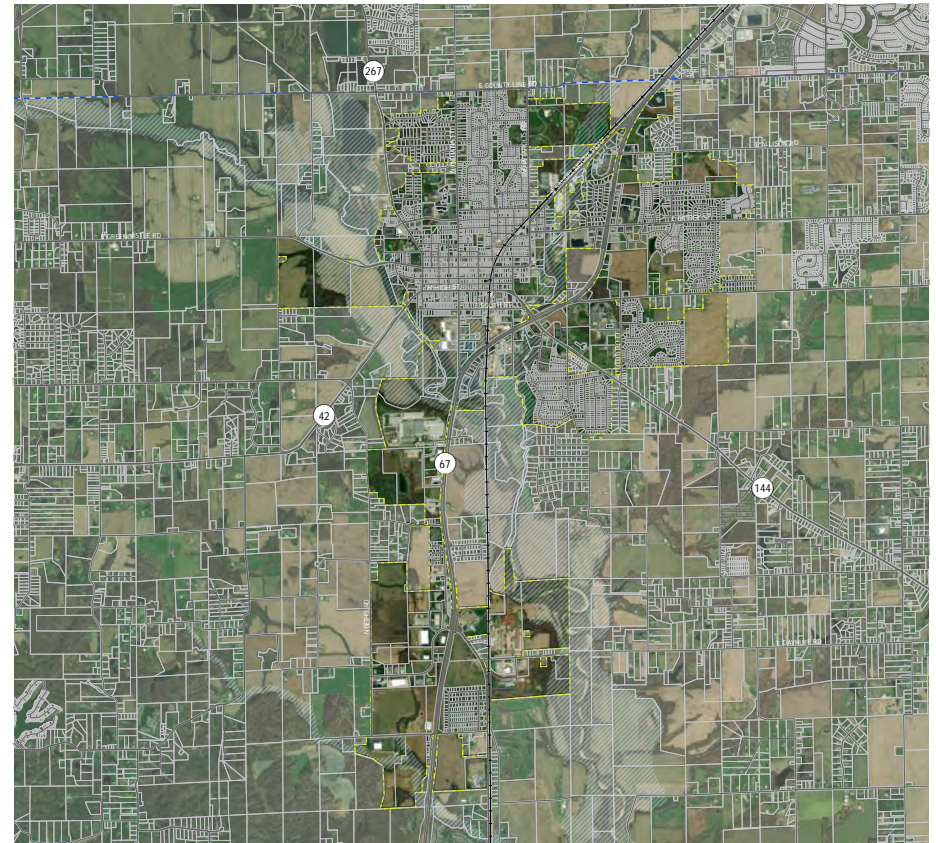
a. Limit the expansion of utilities and large investments to areas inside the town's previous zoning buffer.

b. Coordinate with private utility providers to align efforts during sewer expansion and roadway projects to reduce overall construction costs.

c. Prepare a Broadband Readiness Study to determine service gaps and improve broadband speeds for all residents.

Key Question: What needs to be done in order to expand the town's staffing and service capacity as growth occurs?

a. Consider creating new full and part-time staffing positions that support town management, such as a town manager, communications coordinator, and parks director.

b. Create an annexation plan that allows the town to annex new properties that wish to connect to city utilities.

ACTIVITY

Use colored dots and markers to identify important areas to expand utility services such as **water**, **sewer**, and **broadband**.

MOORESVILLE COMPREHENSIVE PLAN & THOROUGHFARE PLAN
PLANNING ELEMENTS
COMMUNITY WORKSHOP

NOVEMBER 17, 2022

HWC ENGINEERING

124   MOORESVILLE COMPREHENSIVE PLAN

Q1: How should Mooresville address long-term growth and development to the west after the planned I-70 interchange is completed?
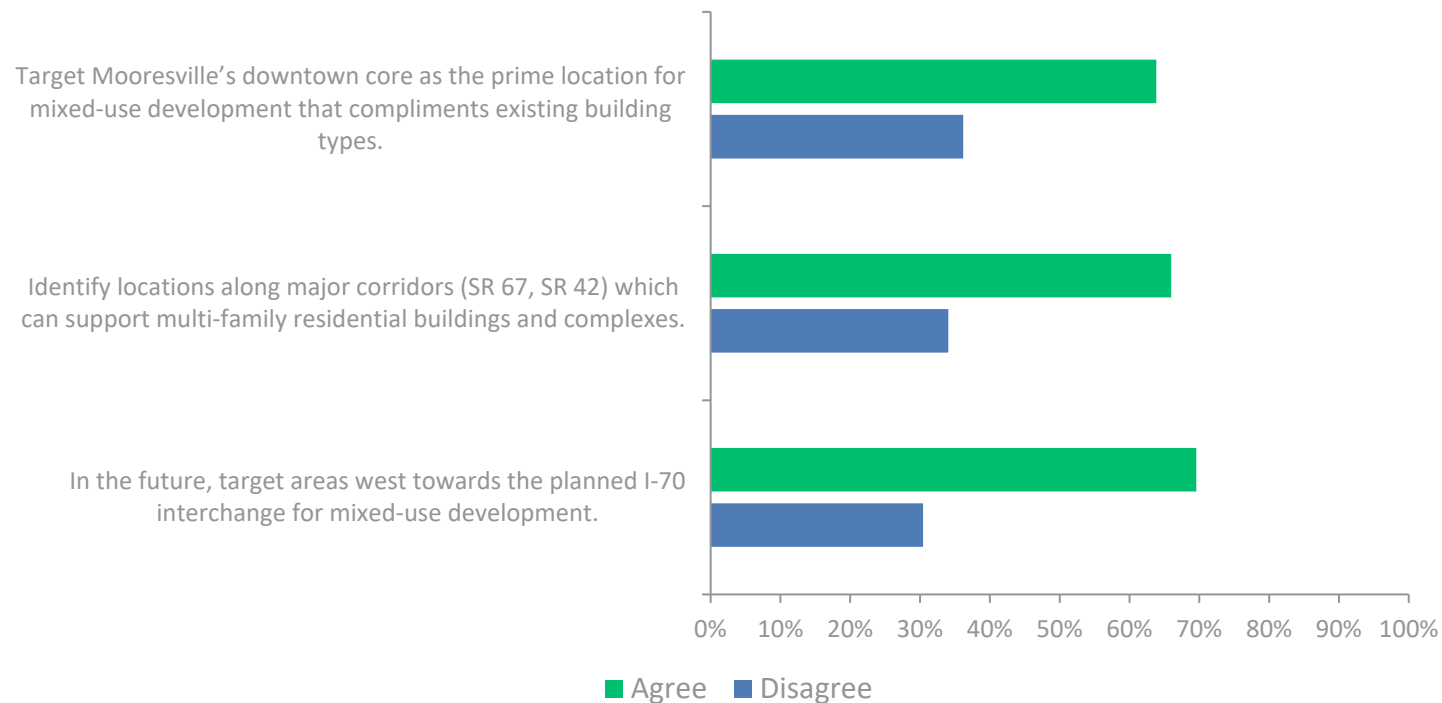
Answered: 51   Skipped: 1
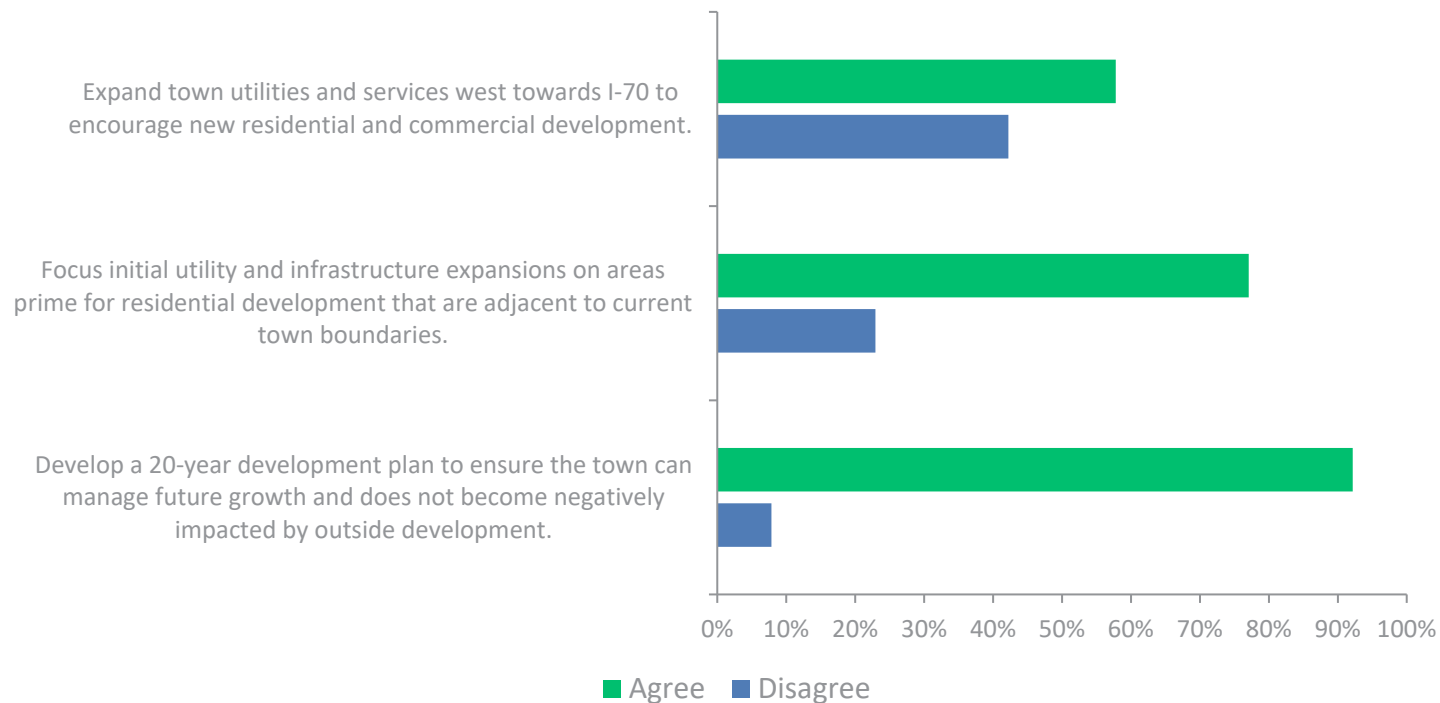
Q2: How should Mooresville address short-term growth and development pressures occurring east along SR 144?

Answered: 49   Skipped: 3
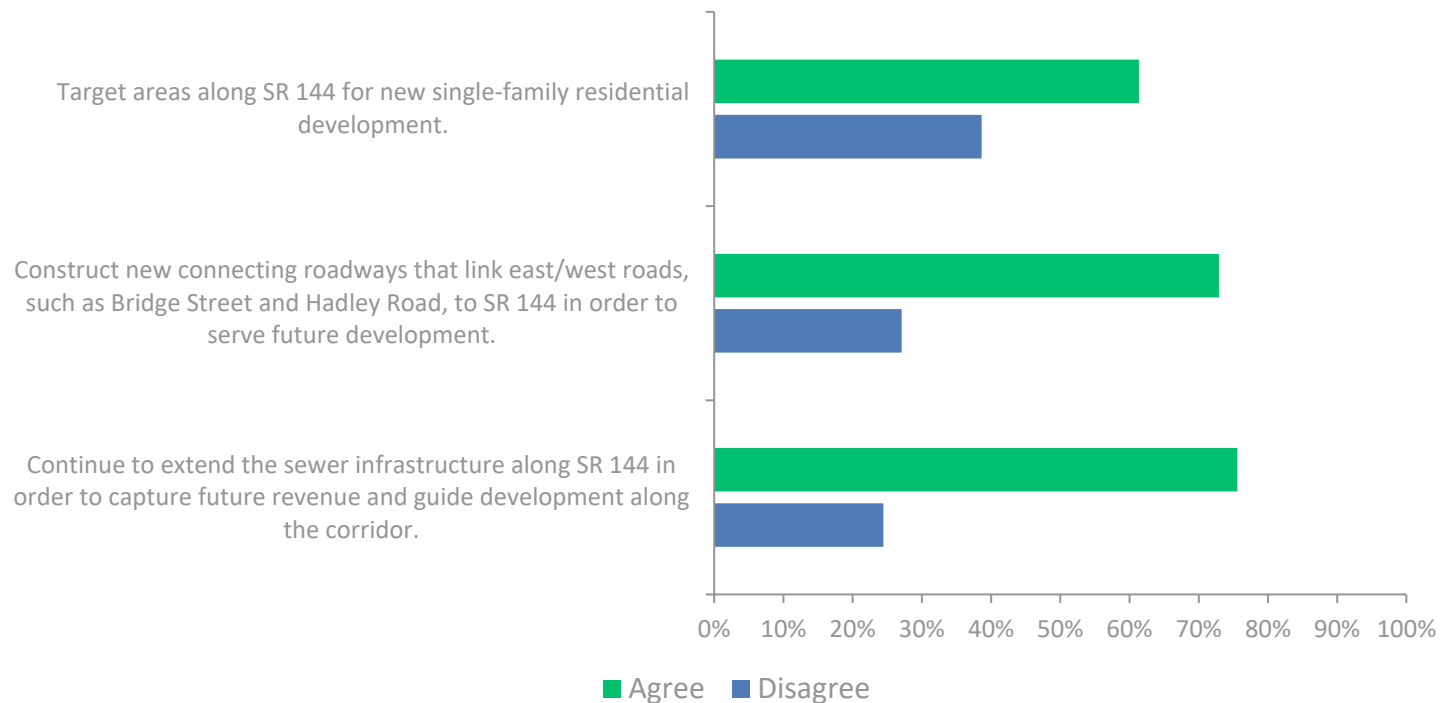
Q3: How can Mooresville accommodate multi-family housing and mixed-use development without impacting existing neighborhoods?
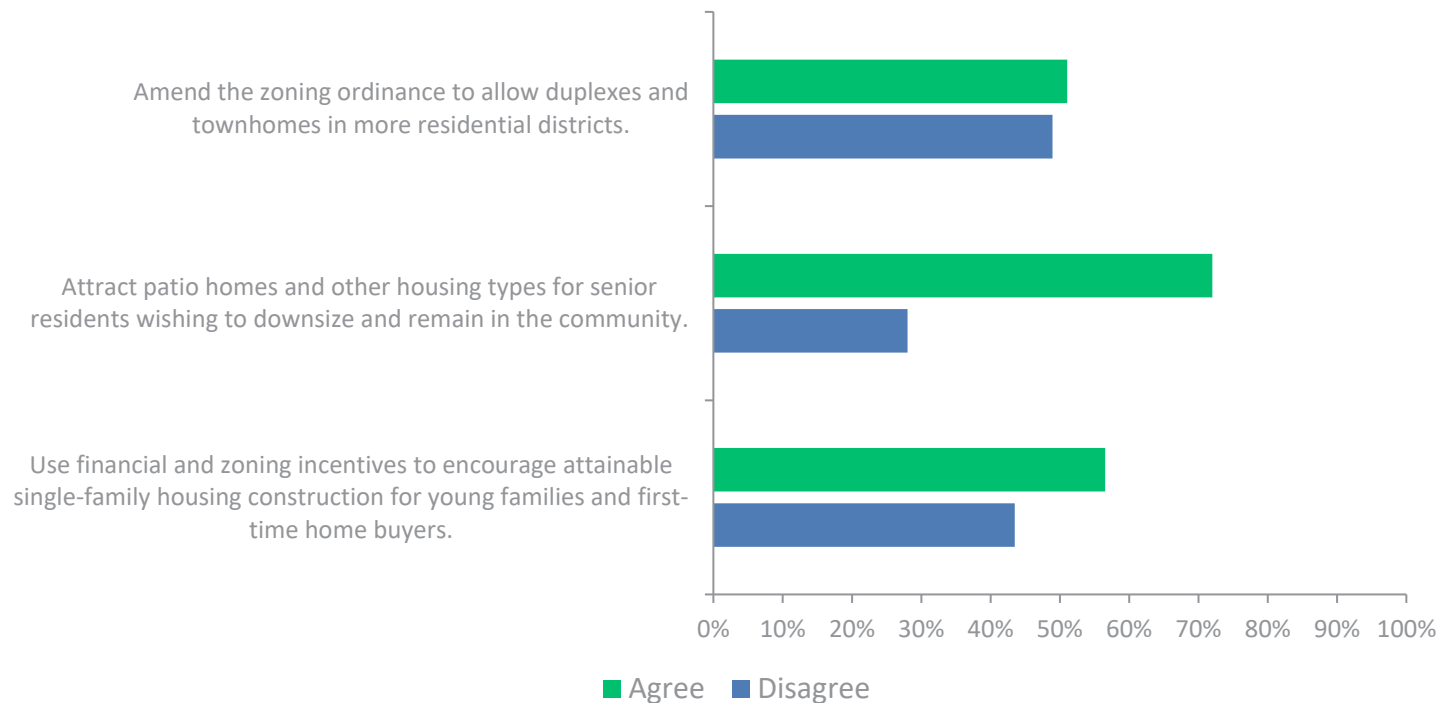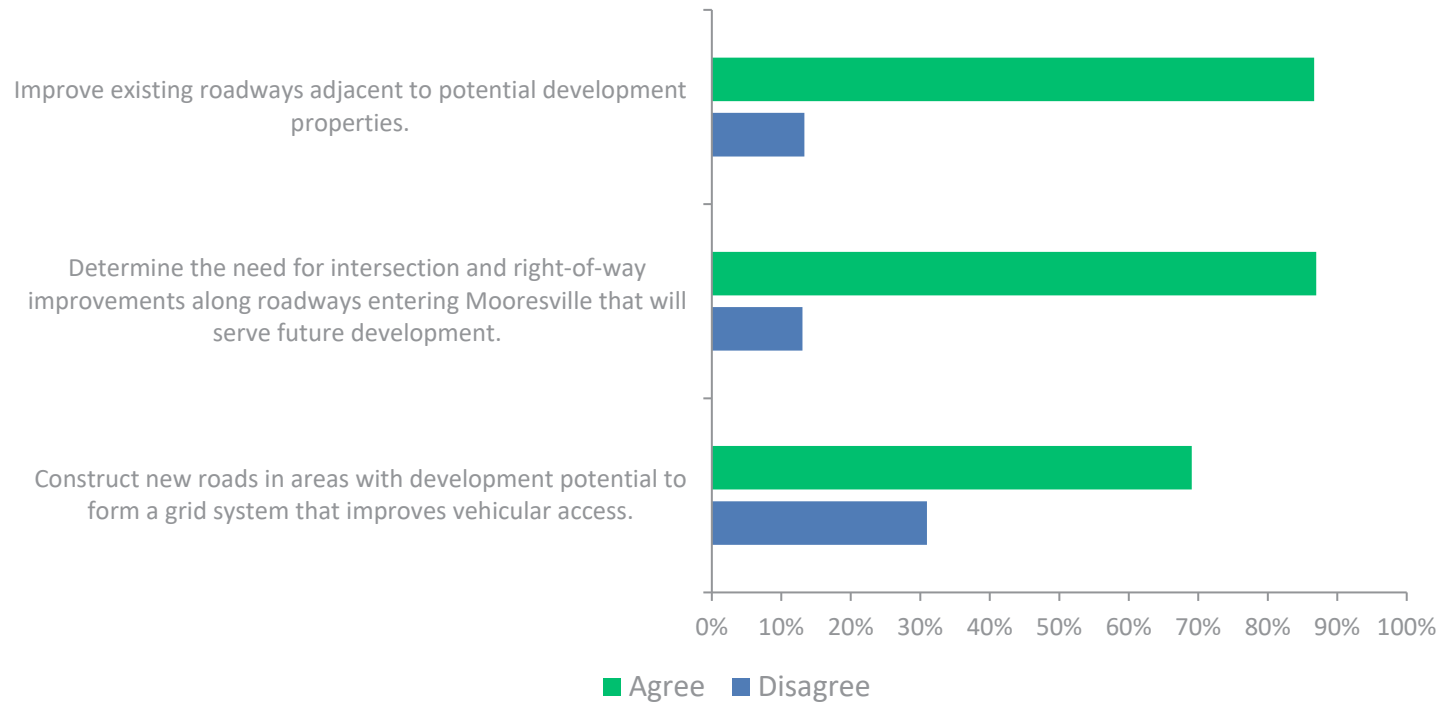
Answered: 48   Skipped: 4

Q4: Does Mooresville need to focus on additional housing types that fill the need for residents in different stages of life?
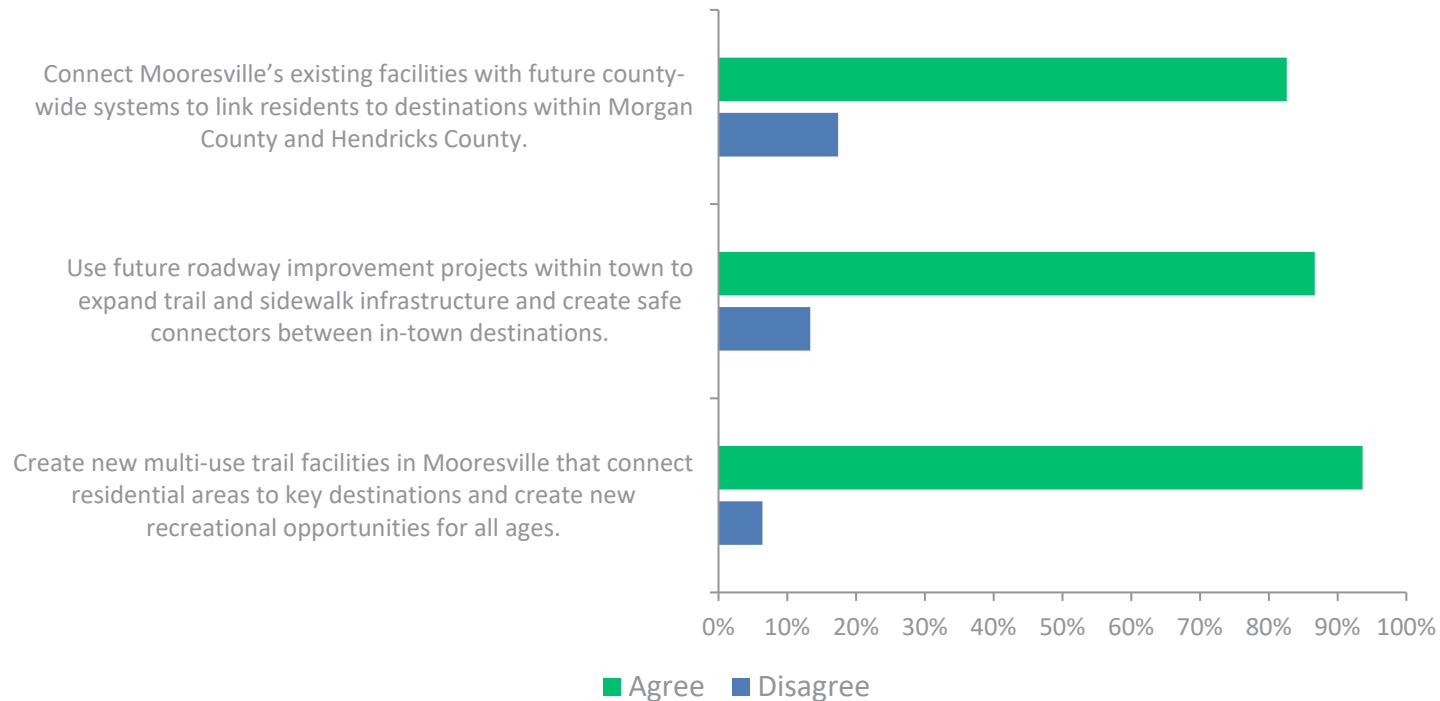
Answered: 51   Skipped: 1

Q5: What does Mooresville need to do to improve vehicular accessibility if development occurs outside town boundaries?

Answered: 48   Skipped: 4

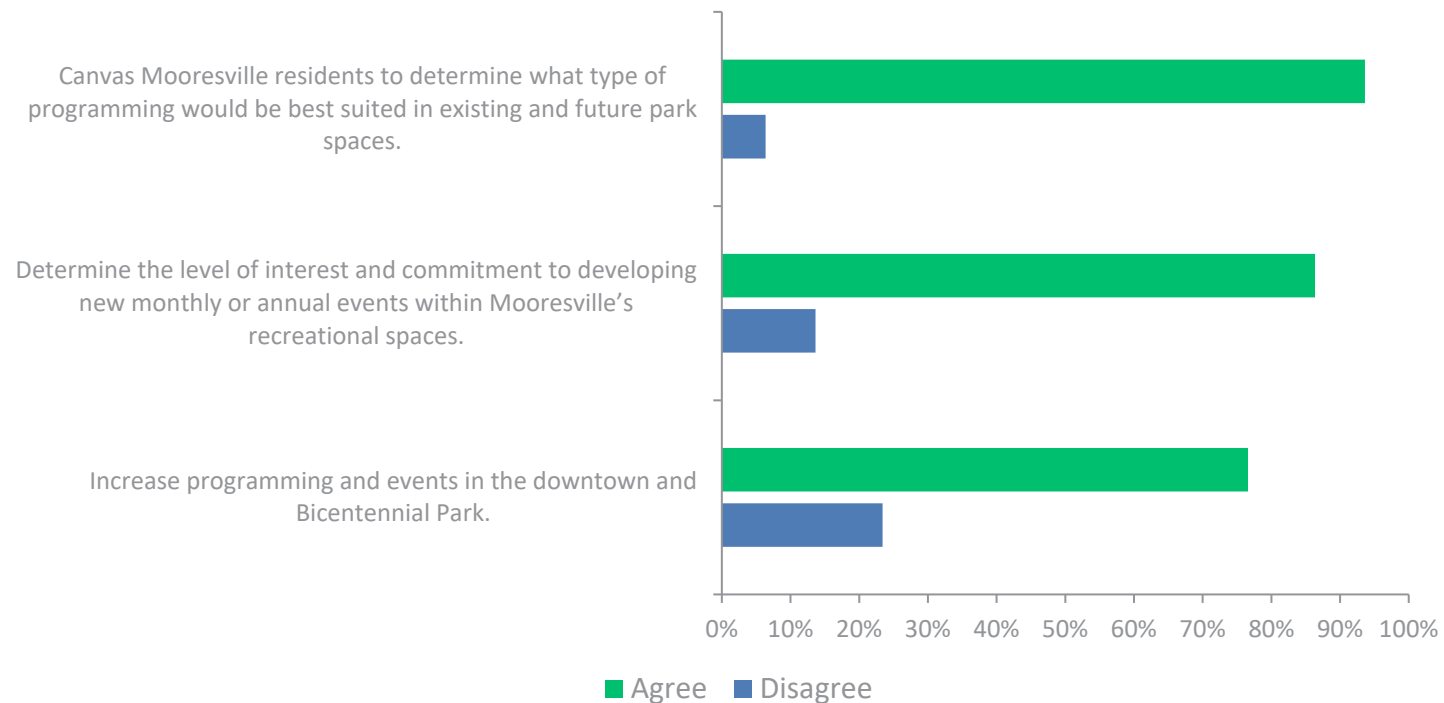# Q7: How should Mooresville expand the trail network and recreational opportunities throughout the community?
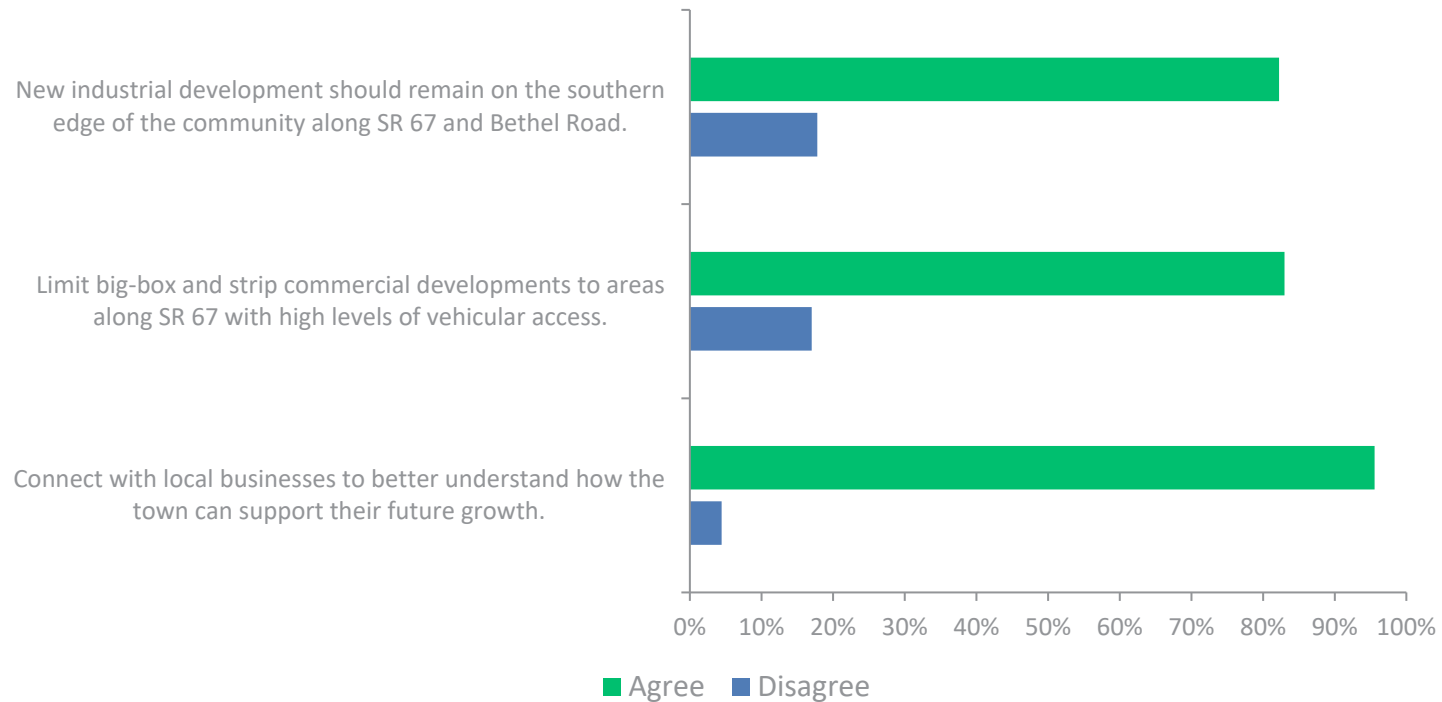
Answered: 48   Skipped: 4

■ Agree   ■ Disagree

Q8: What programming, events, or activities are needed within Mooresville's parks and trail system?
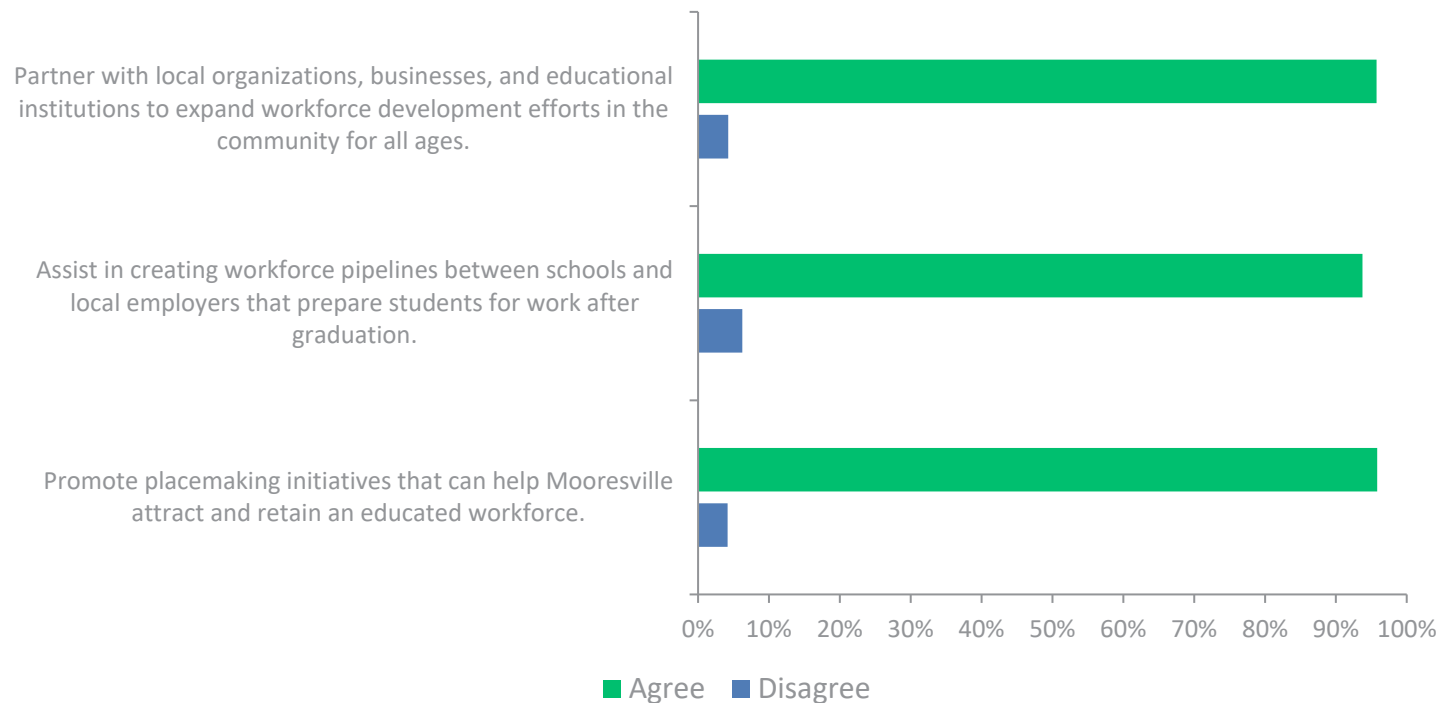
Answered: 49   Skipped: 3

Q9: What types of businesses should Mooresville be most focused on attracting and retaining?

Answered: 48   Skipped: 4

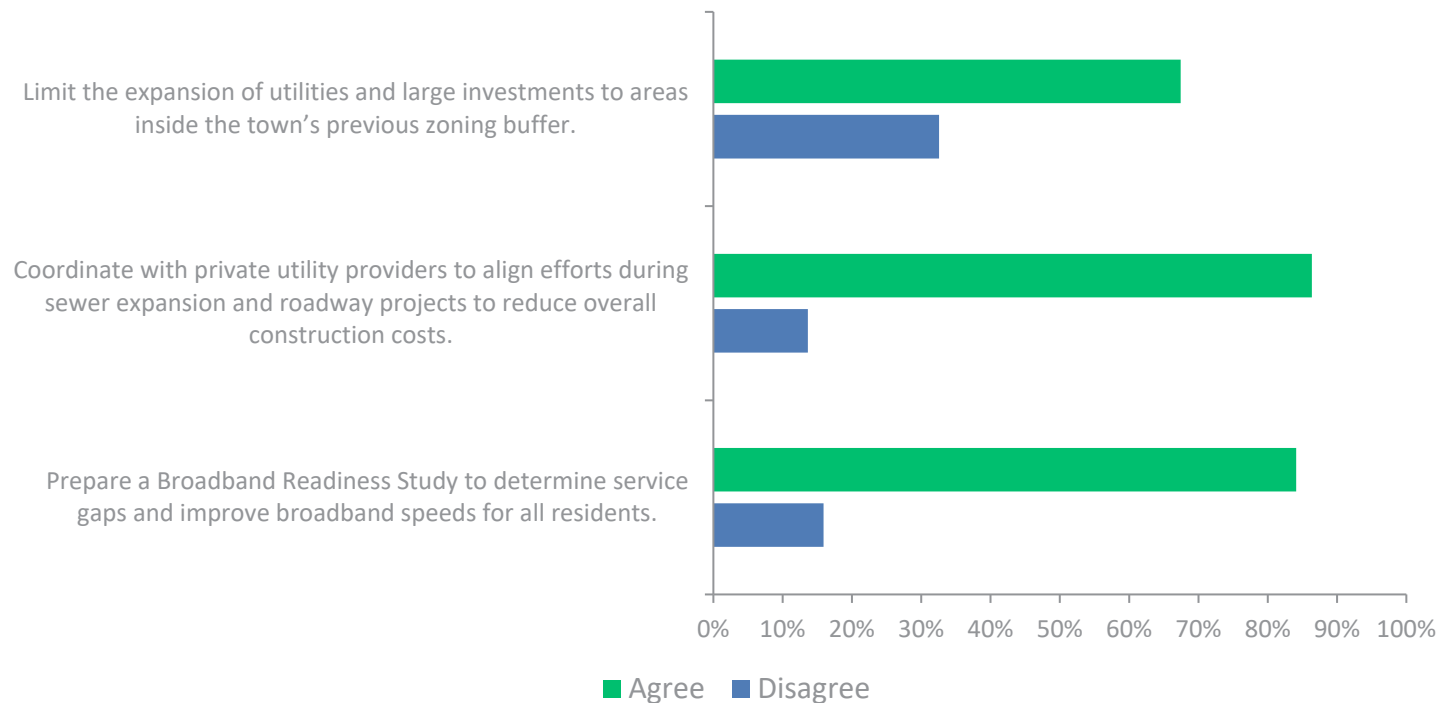# Q10: How can the community support workforce education and assist businesses with staffing needs?
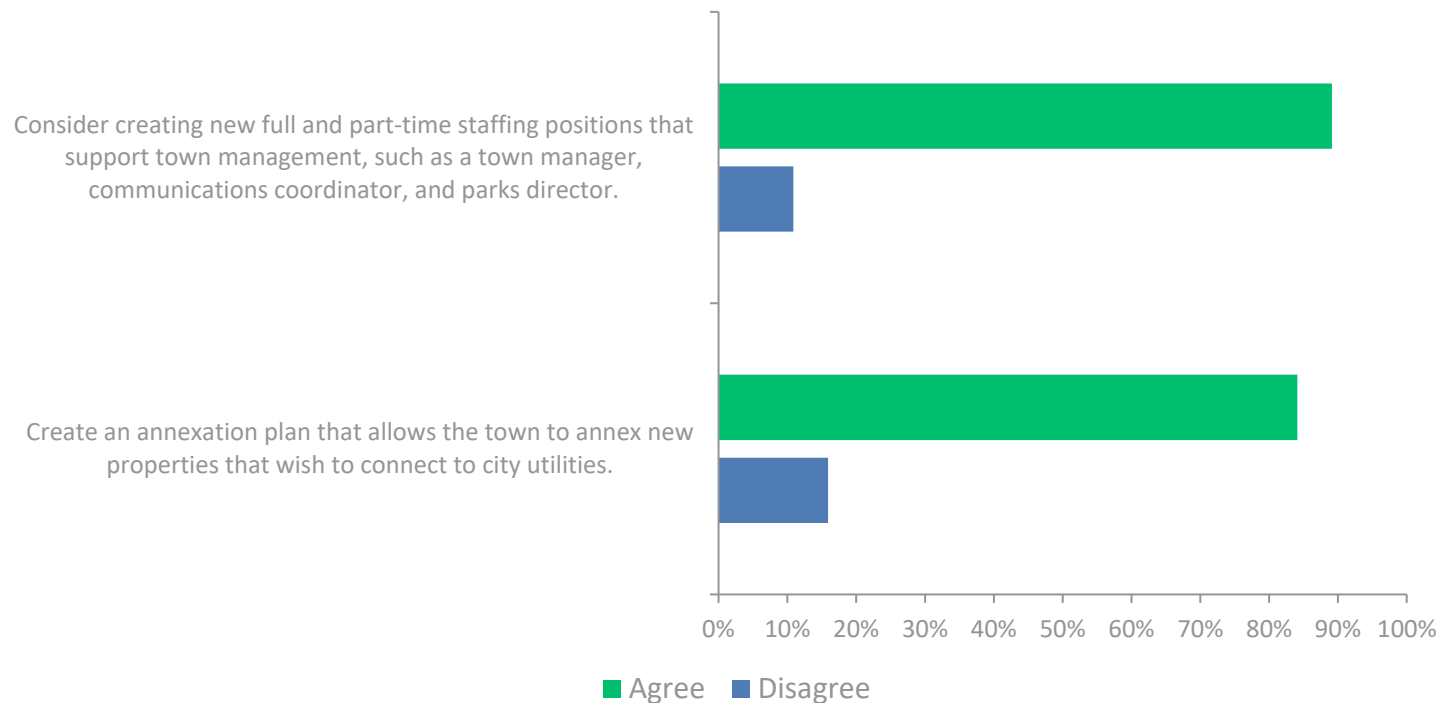
Answered: 48   Skipped: 4

Partner with local organizations, businesses, and educational institutions to expand workforce development efforts in the community for all ages.

Assist in creating workforce pipelines between schools and local employers that prepare students for work after graduation.

Promote placemaking initiatives that can help Mooresville attract and retain an educated workforce.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Agree ■ Disagree

Q11: How can the town's infrastructure, utilities, and services be expanded to accommodate new growth?

Answered: 46   Skipped: 6

Legend: ■ Agree   ■ Disagree

Categories:
- Limit the expansion of utilities and large investments to areas inside the town's previous zoning buffer.
- Coordinate with private utility providers to align efforts during sewer expansion and roadway projects to reduce overall construction costs.
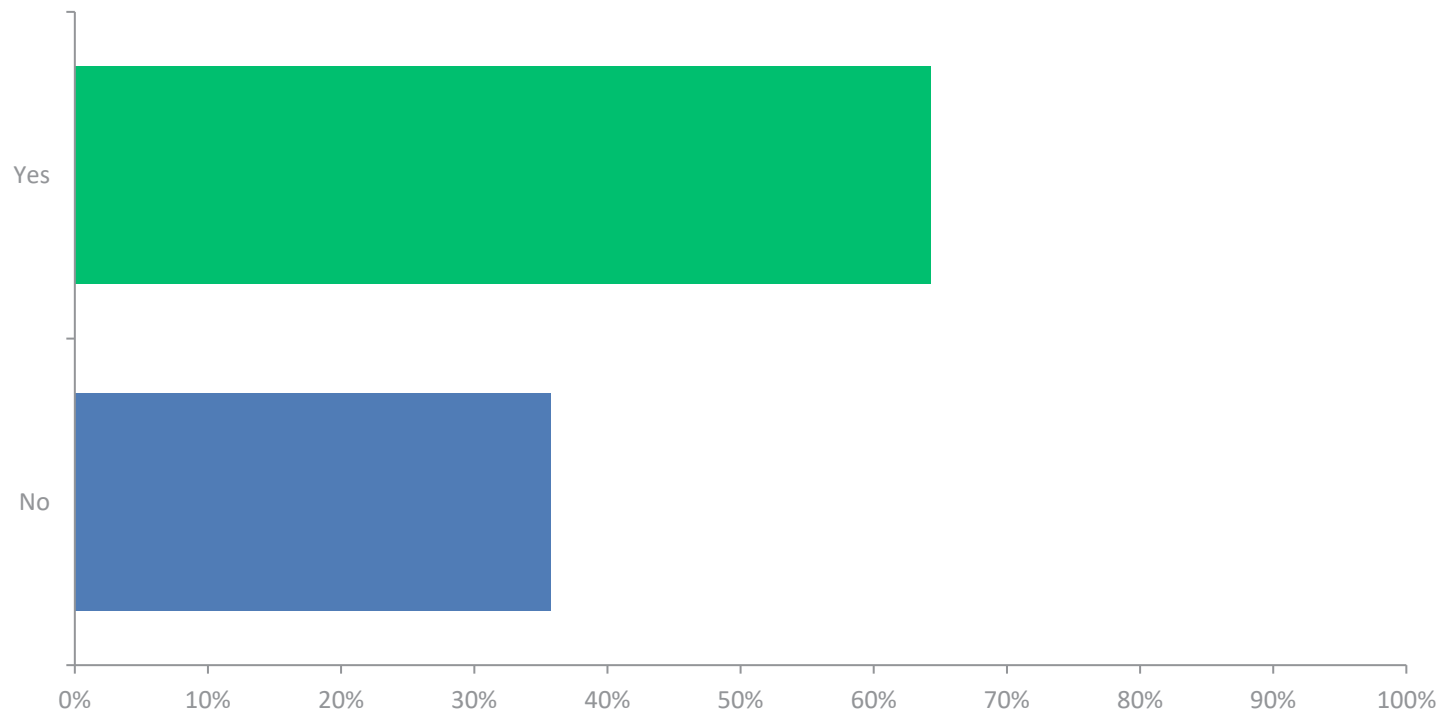- Prepare a Broadband Readiness Study to determine service gaps and improve broadband speeds for all residents.

Q12: What needs to be done in order to expand the town's staffing and service capacity as growth occurs?

Answered: 46   Skipped: 6

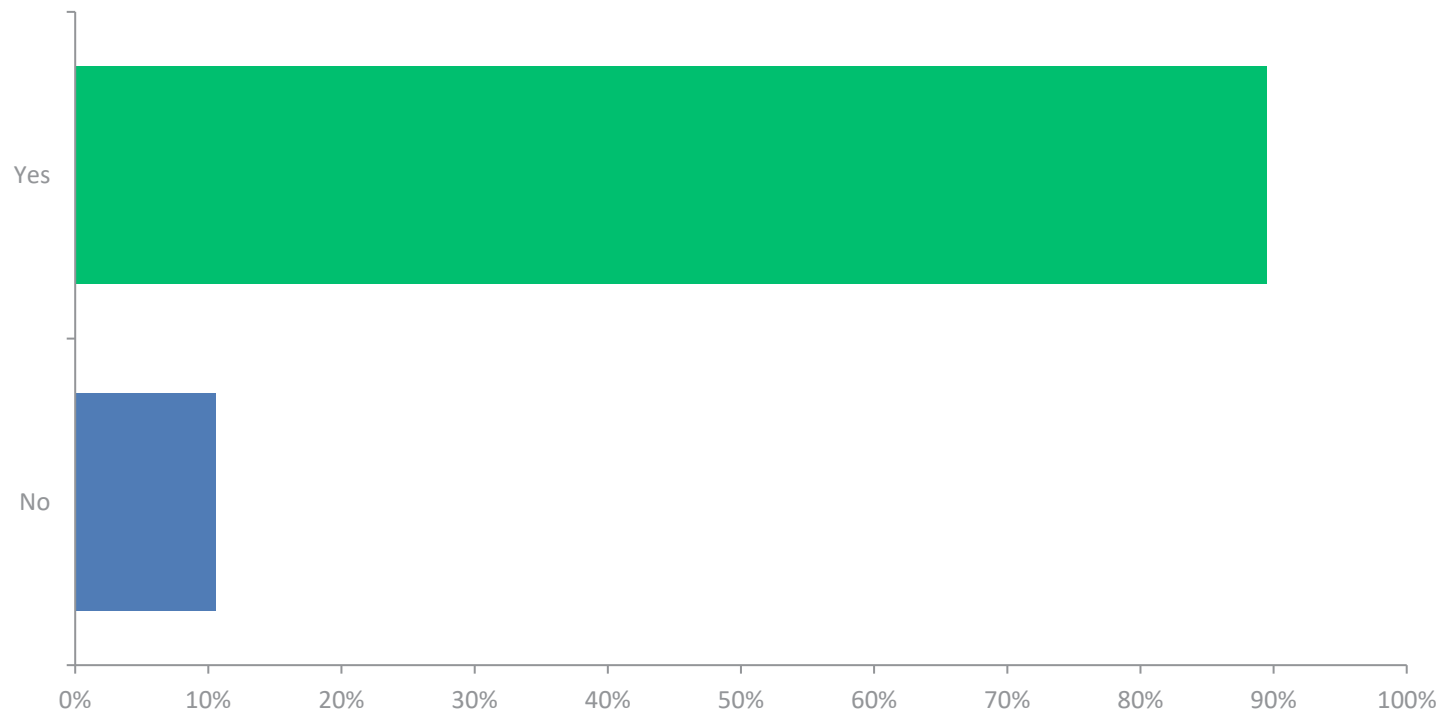# Q13: Review the areas identified for future growth. Do you agree with the map?
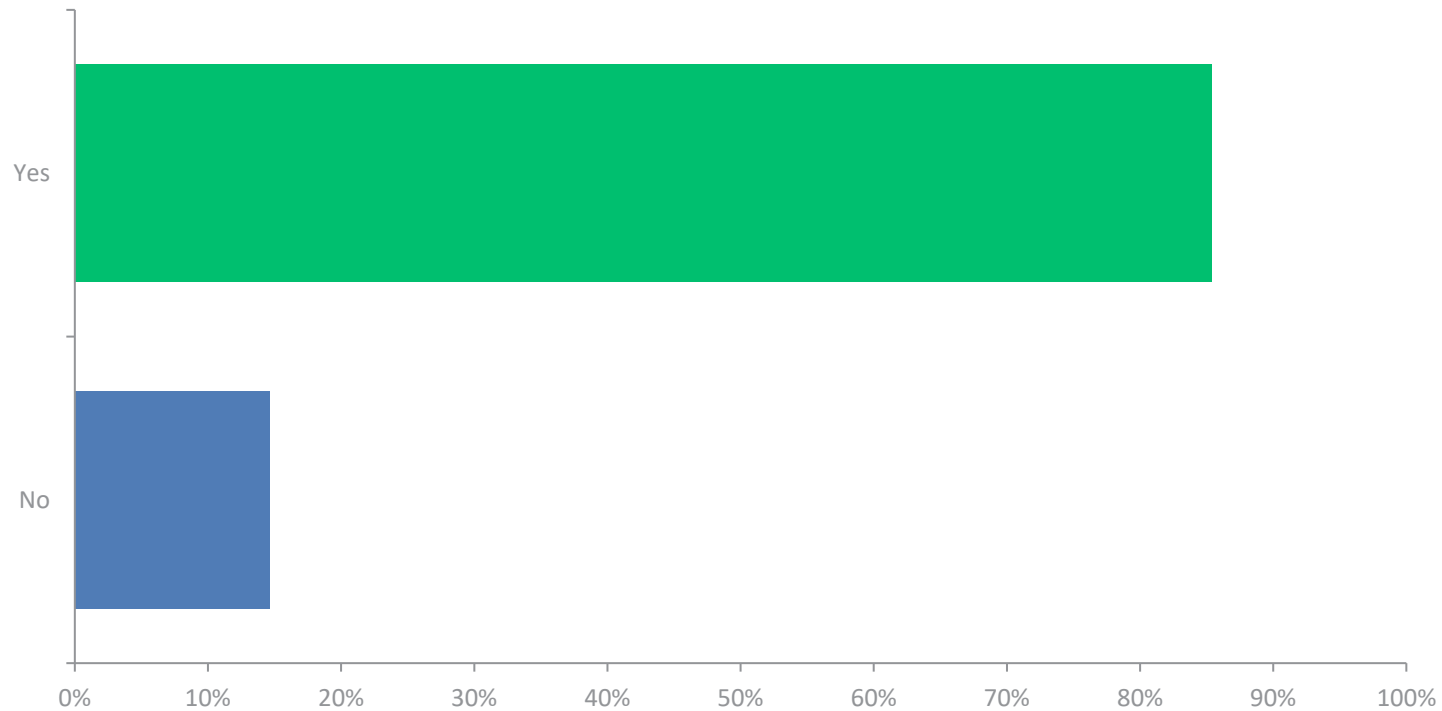
Answered: 42   Skipped: 10

Q15: Review the road enhancements and new connections on the map. Do you agree with what has been identified?

Answered: 38   Skipped: 14

Q17: Review the identified trail connections in Mooresville. Do you agree with the proposed routes?

Answered: 41   Skipped: 11

Q19: Review the map. Select the locations within Mooresville you think should be a priority for expansions and improvements of water, sewer, and broadband utilities.

Answered: 38   Skipped: 14