



PRESERVATION & MAIN STREET DEVELOPMENT PLAN



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INITIAL PROJECT DEVELOPMENT STEPS



Greendale Main Street contracted with KW Garner Consulting and Hoerstman Design Shop, a collaborative team, for a Preservation & Main Street Development Plan for the City of Greendale in July 2022. The purpose of the plan was to provide guidance in developing both the physical attributes associated with successful Main Street communities as well as establish preservation priorities that would support the general character of a Main Street community. While the focus remained largely on the established Main Street boundaries, a broader look at connectivity and guidance on preservation are viewed as part of the whole in encouraging a healthy Main Street-designated community.

Initial Meeting and Tour with Main Street Representatives: July 7, 2022

Field Documentation and Listening Session: August 30-31, 2022

Project Design Summary and Boundary Determination: September 20, 2022

Public Presentation and Listening Session: December 7, 2022

NATIONAL MAIN STREET APPROACH

The “Four Transformation Strategies” of National Main Street are Economic Vitality, Design, Promotion, and Organization.

Main Street-style transformation is a combination of art and science: communities first need to learn about the local economy, its primary drivers, and its regional context (the science), **but they also need to convey that special sense of place through storytelling, preserving the older and historic structures that set it apart**, broad and inclusive civic engagement, and marketing (the art). To support this powerful network, the National Main Street Center has a revitalization framework – the Main Street Approach - that helps communities leverage both the art and science of downtown revitalization to create a better quality of life for all.

-Indiana OCRA Main Street

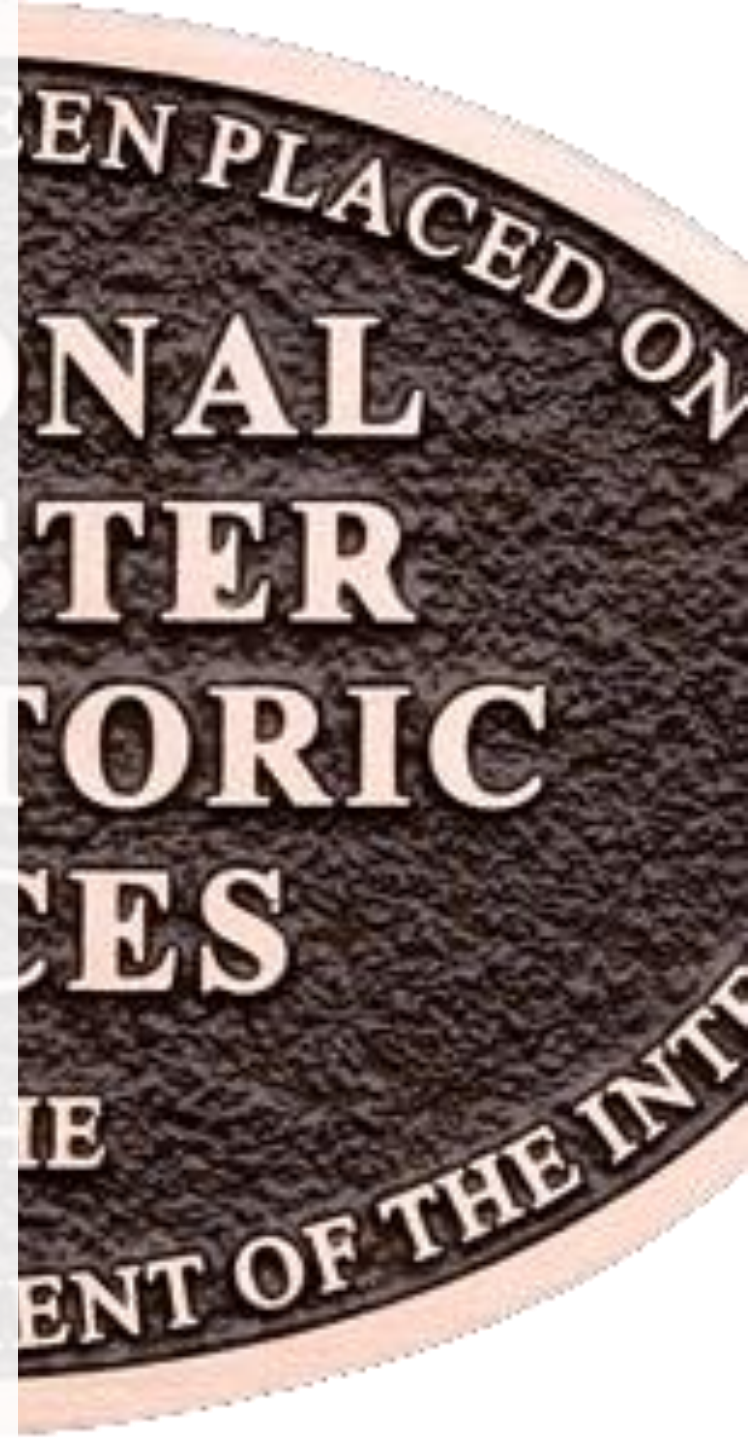
PRESERVATION

GREENDALE HISTORIC DISTRICT

NATIONAL REGISTER OF HISTORIC PLACES

The Greendale Historic District, as listed on the National Register of Historic Places, is a large, inclusive area of the city that stretches between its southern boundaries, to Tanners Creek and the Ridge on the west and east, and to Greendale Cemetery on the north. The parameters for the nomination essentially justify development of the city from its beginnings to about immediate post-World War II development.

This creates a broad representation of architectural styles and building types located in the district. The primary composition of the city is residential architecture with far fewer examples of public architecture and commercial and industrial buildings. Any development/redevelopment plans for the city should respect the historic district boundaries, particularly related to density, scale, and general character. In doing so, significant strides in achieving Main Street and planning goals can be made.



Neighborhood Character, Generally

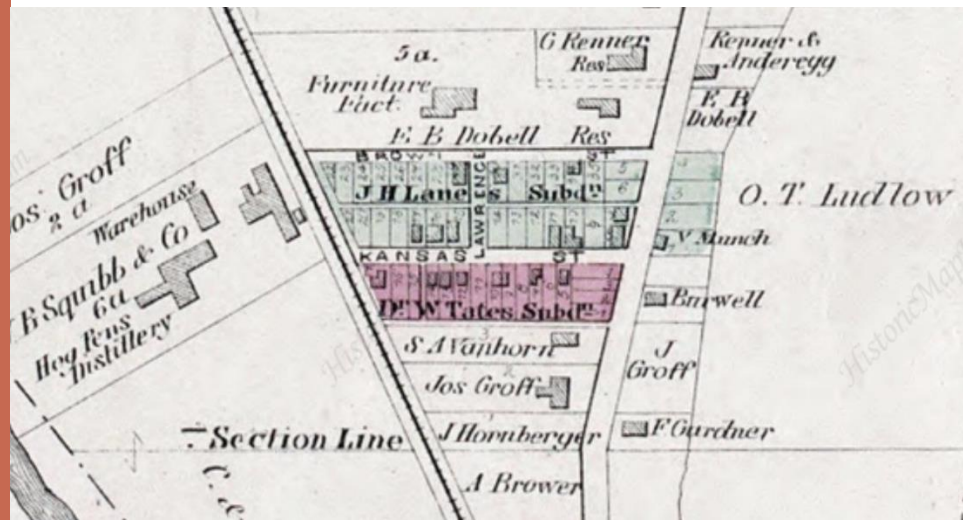
As mentioned previously, the vast majority of the historic district is composed of middle-class and worker housing. While some of this architecture dates to the 19th century, most was developed during the first half of the 20th century in styles common during that period. These include Colonial Revival and Tudor Revival cottages, Bungalows, and precursors to modern residential design, both Ranch and American Small Houses.

The neighborhood character is generally defined by this smaller-scale housing on traditional building lots with well-manicured yards and foundation landscaping. While current city standards for minimum building lot sizes precludes similar-scaled neighborhood development, existing platted lots may be used for home construction. This is important since it allows for preservation of neighborhood character and reinforces home values in the district. Having a few minimum requirements for new building design in neighborhoods will continue to protect these attributes. Simple standards to match existing homes such as scale, materials and roof slope, or other standards may be implemented to help blend new architecture with existing without having weighty architectural design review requirements.

There are three specific neighborhoods where additional standards may be considered to benefit and protect neighborhood character. These are also located in focus areas of the report.

Kansas-Brown Streets Neighborhood

This small neighborhood is composed of two of the earliest plat additions to Greendale and has a unique quality and feel. The area is roughly bounded by Brown Street on the north and west (as Brown Street wraps around to the south), Ridge Avenue on the east, and the alley south of Kansas Street on the south. After Stephen Ludlow's original 1852 plat, essentially lining Ridge Avenue, James Lane and Dr. William Tate made additions to the town by 1860 to create Brown and Kansas Streets, respectively. Houses in this neighborhood likely date to the early years of the plat, potentially on hiatus during the Civil War, but certainly followed soon after.





There are approximately two dozen homes in the neighborhood, plus a commercial building located on the southwest corner of Brown and Ridge. The houses are mostly positioned nearer the street edge with limited front yards and are serviced by alleys on which several garages are constructed. Through demolitions, many being recent, approximately seven existing platted lots, now vacant of homes, exist. Added to this is a long lot with a concrete slab of a former building that stretches between Brown and Kansas Street at the west end. For purposes of infill housing to meet demands, new homes constructed to similar scale with matching setbacks should be considered on these lots. This will reinforce neighborhood character and provide supportive residential density to the Old Town Center concept.

A potential for 21 dwelling units (some are within duplexes) exists in this neighborhood. Because of their nearness to the Old Town Center, the homes may be considered live/work, home office, or small in-house shops with limited customer vehicular traffic. This concept is also rooted in some historical context. The house at 27 Brown Street once had a tailor's shop attached to the northwest corner (1910 Sanborn Map), and a few homes were organized at duplexes (historically) such as 217 Brown Street (1910 Sanborn Map). The city's proposed pedestrian alleyway bisects this neighborhood near its east end and may provide additional reasons to include some home-based commercial activity.

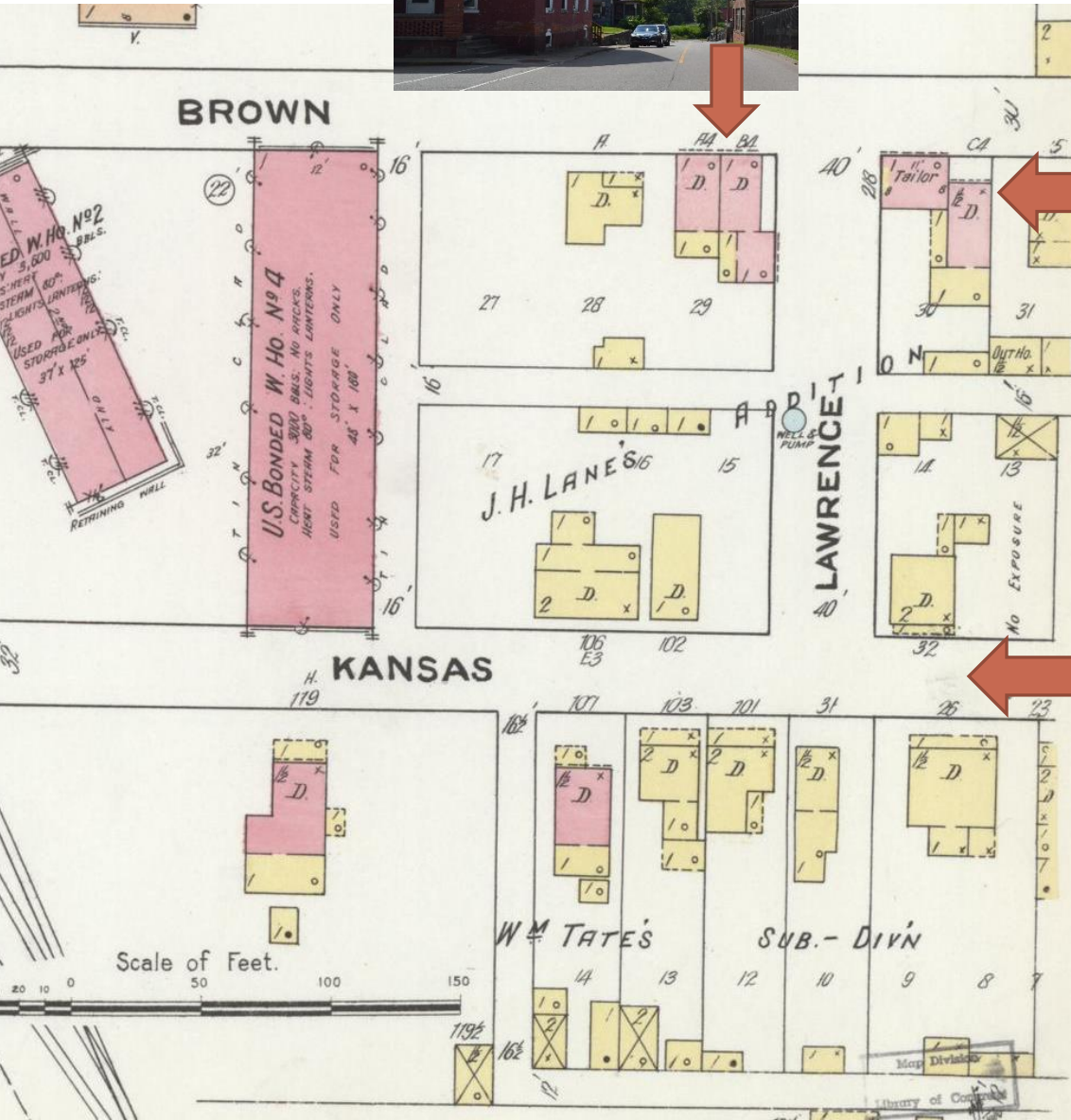
To maintain neighborhood character, homes should be one, one-and-a-half, or two-story, side-gabled or front-gabled with porches that extend to the sidewalk. A few two-story cube homes with pyramidal roofs (a common house type of Greendale's early period) are also located in the neighborhood and would be an acceptable infill choice. Maintaining the streetscape, with setbacks and porches, is key in this unique neighborhood. The maximum footprint should not exceed a percentage of the lot comparable to adjacent homes. A notable exception may occur at the former building site at the west end, which may evolve into a larger building, potentially vernacular-industrial in appearance and more densely occupied, such as town homes or lofts with workspace below.

It should be noted that housing density supports Main Street objectives and also addresses the need for housing identified in the comprehensive plan. With the loss of housing units on Ridge Avenue and in this neighborhood, specifically, the city should identify infill housing opportunities where city services are already provided and work to establish new homes.

Compatible infill
housing example



Greendale
1910
Sanborn Map



Scaled infill housing can be developed to reinforce neighborhood character.



A note about the duplex home located at 13-15 Brown Street should be included in this report.

While it was considered non-contributing in the National Register nomination with a date of c. 1890, aspects of the house may warrant some additional research.

The house has a Federal townhouse or double-entry appearance with side-gabled end chimneys that may present a construction date of c. 1855, at its earliest. Regardless of its non-contributing status, the house would make an excellent restoration project and may be one of the city's oldest extant buildings (it is shown in the 1875 plat, along with just a handful of others in this neighborhood). An adjustment to the rating may be of benefit to procure investment dollars.

Ridge Avenue Neighborhoods



The housing along Ridge Avenue is broken into two categories because of very different challenges associated with them. *Lower Ridge* refers to the area generally south of Kansas Street, mostly lining the east side of the road and perched on the ridge. *Upper Ridge* refers to the area generally on the west side of Ridge Avenue extending north to Oakey Avenue.

While it is understood the current pattern of redevelopment of major portions of Ridge Avenue include demolition of structures on the east side of the road, careful consideration should be made for the long-term impact that has on both the Main Street district and National Register of Historic Places district, the later of which is most-impacted. Both of these designations post-date the city's 2019 comprehensive plan.

Of the many homes on Ridge Avenue south of Kansas Street, only two are/were considered non-contributing to the historic significance of the National Register district.



Lower Ridge

The housing in this area is smaller in scale than those in “upper ridge” and more commonly associated with worker housing like that located in the Brown-Kansas Neighborhood. Due to disinvestment and geography, demolitions have occurred along this stretch that has impacted the character of the neighborhood and entry into town from the south.

The area developed with housing during the late part of the 19th century and due to the geography, could provide unique housing choices for people desiring a view of the valley. Paramount to the ability to market and preserve these homes is a solution for residue from the distillery, in either new siding or application of chemicals that would prevent build-up of residue.



Upper Ridge

The scale of this housing, much of which was developed by industrialists and businessmen of Lawrenceburg, is grander than any other housing in Greendale. The character of the corridor includes large lawns with ample setbacks from the street, two and three-story homes designed elegantly in styles of the late 19th and early 20th centuries. The scale alone makes for preservation challenges, but also provides opportunities for investment like that which occurred in furniture manufacturer Edwin Dobell's grand Italianate home (1863).

Limited commercial use of large historic mansions along Ridge Avenue may aid in achieving city goals for restaurants, galleries, and lodging. However, in no case should these grand homes fall victim to demolition for the sake of new commercial development. The homes provide maybe the most defining feature of Greendale's Main Street character.

Ridge Avenue Commercial Core

“Old Town Center”

Because there are so few historic commercial buildings in Greendale, the preservation of those that exist is important in maintaining both a link to the past and general character of the city. These commercial buildings should also influence the design of any new commercial buildings that may be developed in their vicinity, which we refer to as “Old Town Center.”

There are just four historic commercial buildings in Greendale that function to establish the city’s historic commercial “Main Street” core.



211-217 Ridge, Italianate

*Two-Part with One-Part Addition, c.
1880-1910*

This building anchors the west side of Ridge Avenue and creates the western edge of the gateway to Old Town Center. The building is more typical of 19th century commercial buildings in the Midwest and includes a second story (north half) that easily accommodates living quarters if desired.

Not unlike the buildings on the opposite side of Ridge Avenue, this building is handicapped by a lack of parking and the tightness of Brown Street to its north side. It is, however, one of the easiest buildings to rehabilitate to commercial occupancy because of the wide spans and typical commercial organization of storefronts. This building will significantly benefit from a parking/street striping plan along Ridge Avenue.



*318 Ridge, Greek Revival/Side-Hall,
c. 1875*

The simple, brick two-story building likely functioned both as a residence and office, even in its early period. The house type (cube with pyramidal roof) was a popular type constructed in the city in the second half of the 19th century. The building warrants preservation due to its location along the ridge and may offer an interesting combination of office/residence again, particularly given the view from the ridge.

The building also, in essence, becomes the north gateway to Old Town Center, therefore maintaining this historic anchor is pivotal in any desired outcome of development of a commercial core.



*220 Ridge, Italianate (Half-Moon),
c. 1875*

Considered non-contributing. Like the building at 318 Ridge, this building also functions as the south gateway to Old Town Center. While the building has had remodeling campaigns that mask its original construction, it is very obviously another cube-style house like 318 Ridge, modified very early for a commercial operation on the first floor. Restoring the building back to its original cube form would provide views from Brown Street to/over the ridge.

Again, preservation of this anchor is important to protect the historic nature of Old Town Center, though its added vacant frontage offers opportunities to develop similarly-scale commercial space between 318 Ridge and this building to reinforce a commercial core. An adjustment to the non-contributing rating may be of benefit to procure investment dollars.




317 Ridge (former bank)

Mid-Century Modern, c. 1960

Considered non-contributing. The former bank building occupies an important space along Ridge Avenue because of its relationship to the former Dobell's Furniture Factory, availability of parking for the German restaurant, and the opportunities presented with purchase of the building in development of a civic office, gallery, drive-through coffee shop, and farmers market on the ample lot.

The visual relationship with the former furniture factory is important for development of a through-drive that would put the factory building's façade on axis opposite the trail and monuments/artwork along the ridge. The building was considered non-contributing because the construction date was assumed to fall after the end of the period of significance (1964). This should be further investigated because an adjustment to the non-contributing rating may be of benefit to procure investment dollars.



OTHER CHARACTER PRESERVATION

Industrial Buildings, Generally

Much of Greendale's origins are associated with industrial development that now contributes significantly to its cityscape. Industrial buildings, by their nature, are complicated structures to redevelop if they became vacant or are no longer used for their original purpose. There are, however, many examples of industrial buildings that extend their use as mixed housing, commercial, and office developments.

Because many of Greendale's industrial buildings feature prominently in the community, this aspect of the historic district is addressed separately. Three buildings/complexes, specifically, impact the character of the district in focus areas addressed in this report.



Backdrop or central hub to
Old Town Center

Dobell's Furniture Factory/Tube Manufacturing Building, c. 1875.

The city's oldest extant industrial building is likely the former furniture factory located off the north side of Brown Street. The complex's landmark, central building is typically of mid-19th century industrial buildings and creates an impressive backdrop to any development that may occur in or around the Old Town Center. Special attention should be made to preserve and celebrate this oldest link to Greendale's industrial past.

The building has the potential for redevelopment as offices, shared workspace, or housing as upscale loft style alternatives. The building also features an oversized parking area, like the Schenley Office Building, that could be of benefit as a public square with parking around the perimeter and attached or central to a new "old town center" concept.



Ross & Squibb Distillery, 1933-1950. Moderne.

Few historic districts in Indiana can boast such an interesting approach into their community as Greendale can with regard to the distillery complex lining Ridge Avenue at the south end of the district. The distillery traces its roots to the 19th century, though much of the complex arrived at its current appearance in the early-to-middle part of the 20th century.

The towering buildings, structures, and Moderne-styled office building provide an iconic symbol to the city. Care should be taken to both celebrate and protect this imagery, particularly along Ridge Avenue's entry into Greendale.

A most unusual gateway to Greendale





Reinforcement of activity near the town park and commercial node.

Schenley Building, 1946. Moderne.

The Schenley Corporate Building, also associated with the distillery industry, has already undergone redevelopment for alternative uses. The building's modern architecture, like so much of Greendale's more public buildings, should be protected. The building acts as an important anchor to the north edge of a broader city-center and enjoys significant vehicular traffic at its corner location.

Reinforcement of activities in the former office building should provide for revenue stream to maintain the building. And as proposed, the expanse of unnecessary parking can be developed at the east end to provide additional infill housing, either townhouses or flats, to benefit a broader and emerging market for housing needs at all stages of life. The amenities of a nearby park only adds to the desirability of housing at this location.

Public Buildings/Resources

While most of these resources fall outside of the focus areas, it is felt that they should be generally addressed from a preservation perspective.

Greendale has few examples of public architecture, and most date from the middle part of the 20th century. Because of their late construction date, several are also considered non-contributing to the historic district.

Most of these are churches but include the Daughters of the American Revolution Marker on the southwest corner of Nowlin and Probasco (within a focus area) and Greendale Cemetery, which is an outstanding asset for the community at its historic northern edge.

The following are listed to raise awareness of the city's historic public architecture, which again, should be recognized and celebrated, and if necessary, protected from inappropriate intrusions of scale or use.



DAR Marker/Route of First Railroad –
corner of Nowlin & Probasco Streets

Greendale Cemetery – 886 Nowlin Ave. 1865,
Rural Cemetery Movement/Park Burial Ground

Greendale Cabin – 827 Nowlin Ave. 1942, Park Rustic,
Public Works Administration

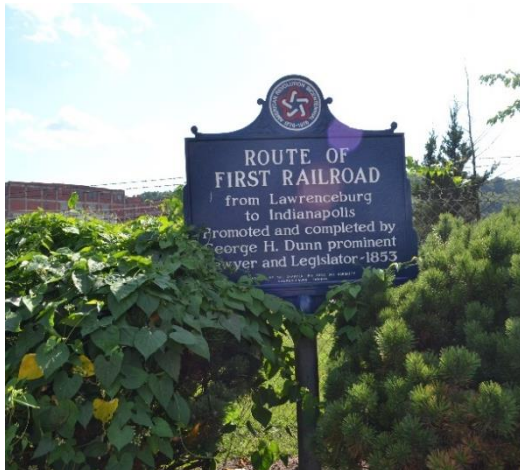
Greendale Utilities Department – 510 Ridge. 1955,
International

First Baptist Church – 45 Tebbs Ave. c. 1930, Tudor
Gothic/Large Addition

Emmanuel Lutheran Church – 570 Sheldon Street. 1956,
Mid-Century Modern

Church of Christ – 421 Ridge. c. 1960, Modern Gable-
Front.

Former Bethlehem Lutheran Church – 495 Ludlow Street.
1969, Mid-Century Modern/Modified A-Frame



NON-CONTRIBUTING BUILDINGS



An important note about buildings classified as Non-Contributing in the National Register District.

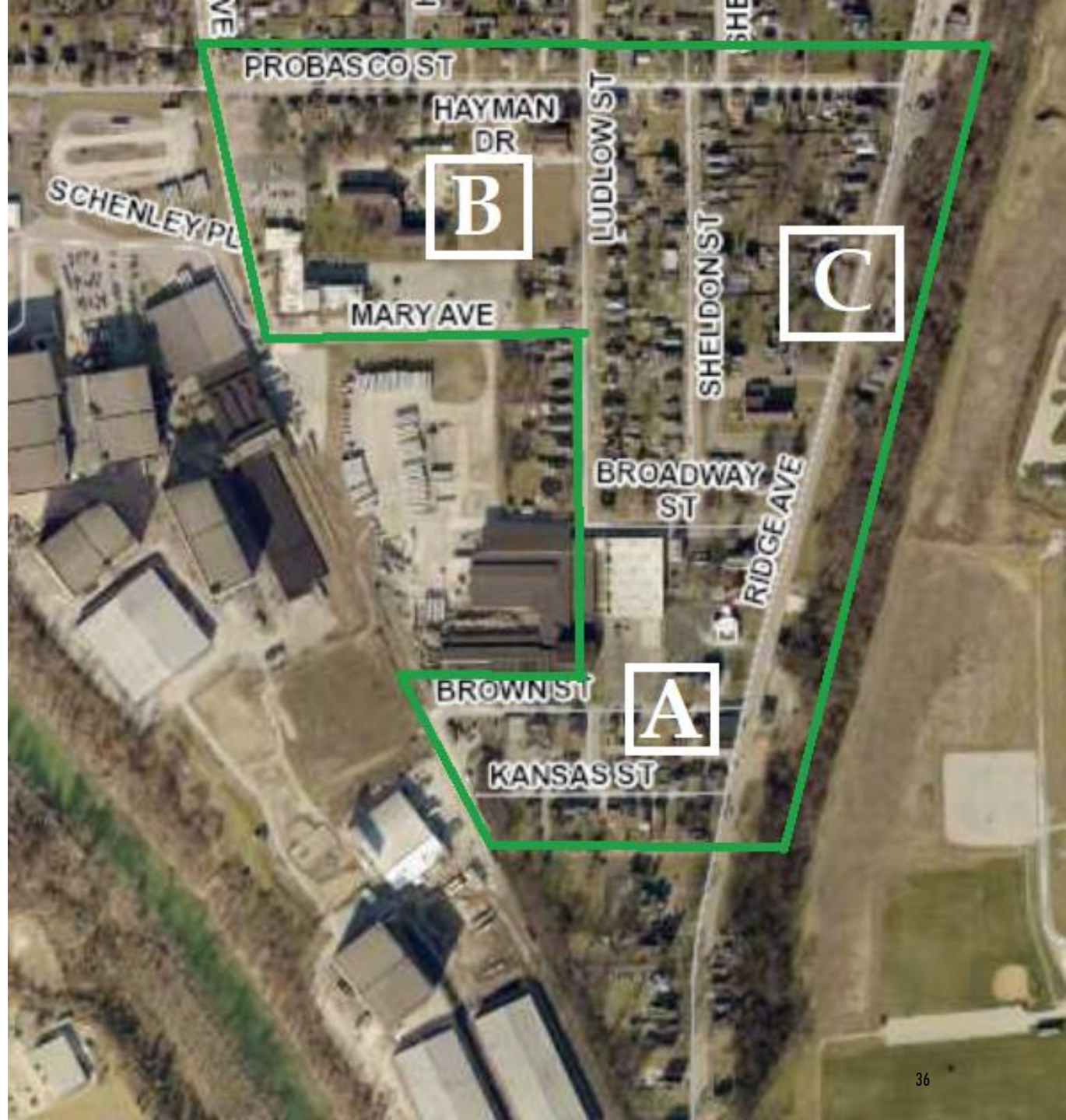
Regardless of their rating, they can help establish lines to frame streetscapes and can be contributing, especially if put into use or restored.



PROJECT FOCUS & DEVELOPMENT AREAS

Three development areas were identified as logical locations to meet the goals outlined by the comprehensive plan, Main Street, and meetings with the clients.

These sites were visited with the committee and during investigative and documentation visits.



A. *Old Town Center and Kansas-Brown Street Neighborhood Redevelopment Area*

This area seems to have the most potential for a town center as identified in the comprehensive plan to include new commercial activity and foster public engagement in a historic “downtown” setting. While it seems that adding buildings will be required to reinforce an urban fabric, special consideration must be made to preserve the existing historic fabric and blend any new development to complement existing character. Of note is the unusual character of the Kansas-Lawrence-Brown Streets neighborhood with compact houses close to the street with a few available infill sites. The former furniture factory and bank properties also offer opportunities for development with better use of parking areas. Similarly, restoration and infill of the narrow band of commercial buildings on Ridge Avenue will aid in reinforcement of the area as the town center or what is essentially the city’s “Main Street” core.

B. *Ludlow Park and Nowlin Avenue Redevelopment Area*

Like Area A, this area also has potential to meet several goals of city and Main Street plans. In a more limited scope, the area offers reinforcement and development opportunities for a neighborhood commercial node with nearby amenities that are already population centers/attractions including Greendale Village Apartments, Ludlow Park, and the Schenley Building. Again, parking areas that are underutilized offer infill opportunities for housing and commercial development with access to Ludlow Park. Understanding how traffic patterns may be reorganized for truck access will also impact this area.

C. *Ridge Avenue “Main Street” Redevelopment Corridor*

The third area is a concentrated section of the Ridge Avenue corridor that should become a model for treatment of the entire corridor through Greendale. This corridor is referenced in city planning documents for a variety of reasons and is generally considered “main street” in Greendale. The corridor offers opportunities for a parkway, gateways, limited redevelopment/infill, recreation, and art installations. Like Area A, Ridge Avenue has a very distinct character that will require careful consideration in any redevelopment and restoration activities. It is one of the most unusual Indiana main streets due to the historic distillery that, in itself, forms a gateway to Greendale.

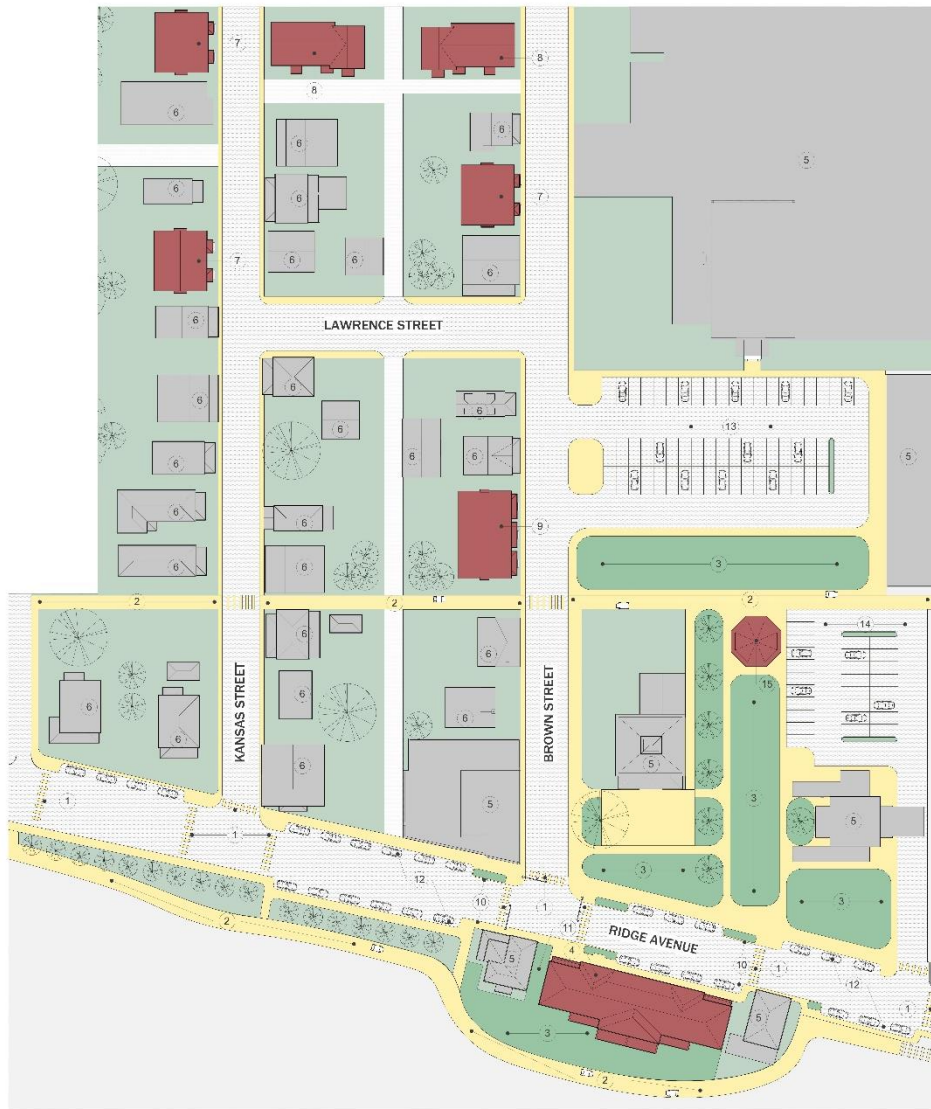
A *Old Town Center and Kansas-Brown Street Neighborhood Redevelopment Area*

This area has the most potential for a town center as identified in the comprehensive plan to include new commercial activity and foster public engagement in a historic “downtown” setting.



Demolition of buildings on the east side of Ridge Avenue in this area would undercut the concept of “Main Street” and its basic directives. Loss of the two buildings would reduce the number of historic commercial buildings in half, eroding the fabric of “Main Street.”

Final Development Plan for Old Town Center



PLAN KEY NOTES

- 1 INCREASE PEDESTRIAN CONNECTION AND SAFETY WITH CROSSWALKS AND PROTECTED CURBS
- 2 RECREATIONAL TRAIL
- 3 OUTDOOR GREEN SPACE
- 4 INFILL COMMERCIAL BUILDING
- 5 EXISTING COMMERCIAL BUILDING TO REMAIN
- 6 EXISTING RESIDENTIAL TO REMAIN
- 7 INFILL RESIDENTIAL DUPLEX
- 8 INFILL LIVE/WORK RESIDENTIAL TRI-PLEX WITH FIRST FLOOR WORK SPACE
- 9 INFILL RESIDENTIAL TRI-PLEX
- 10 RIDGE AVENUE THROUGH LANE R.O.W. 29'-0"
- 11 DEMOLISH (NON-HISTORIC) ADDITION TO HALF MOON
- 12 PROTECTED PARKING LANE
- 13 56 CAR PARKING LOT
- 14 18 CAR PARKING LOT
- 15 RAISED OPEN AIR PAVILLION
- 16 INCREASE PEDESTRIAN CONNECTION AND SAFETY WITH CROSSWALKS AND PROTECTED CURBS

PROPOSED BUILDINGS

EXISTING BUILDINGS

GREEN SPACE

RECREATIONAL TRAIL, SIDEWALKS
& PLAZA SPACE



“Greendale Mainstreet will be a community hub for local businesses and residents to showcase the revitalized charm of our old homes and businesses. The city center will be a combination of old and new allowing the historic charm to be showcased while adding new amenities.”

**-Vision Statement
Greendale Main Street OCRA Application**

Commercial development considerations on the Ridge





Former bank lot site, looking east toward Ridge Avenue in the approximate location of the pedestrian/golf cart throughway.

Example of a former bank with drive-through turned coffee shop: Lucabe Coffee Co. Columbus, IN





Organizational thought for
Old Town Center Public Plaza
& Farmers Market Considerations as
viewed from former bank lot.

This creates a dynamic visual with the
old furniture building acting as a
backdrop for a public plaza.
Establishment of the pedestrian/golf
cart throughway would bring activity to
the plaza.



Plymouth's River Park Square
 Events Amphitheater and Farmers Market
Lawrenceburg's Events Pavilion as example





	PROPOSED BUILDINGS
	EXISTING BUILDINGS
	GREEN SPACE
	RECREATIONAL TRAIL, SIDEWALKS & PLAZA SPACE

Overview of Old Town Center



Birds-eye view of Old Town Center, looking south with Ridge Avenue along the left side.



Birds-eye view of Old Town Center along ridge Road, looking southwest from the ridge with proposed commercial infill in foreground.



Birds-eye view of Old Town Center along ridge Road, looking southwest with new public green, plaza, and pavilion on right.



View of Ridge Avenue at Old Town Center, looking south with infill commercial building on left. Note the increase in sidewalks and parallel parking as part of traffic calming, accommodation of additional parking, and pedestrian safety in Old Town Center.

Concept commercial infill building on Ridge Avenue at Old Town Center with Ridge Trail diverging in front and behind the building.



A lack of a defined downtown area was listed as one of the biggest challenges to Greendale Main Street. Revitalization of the newly defined downtown and showcasing the city's historic parts was seen as a way for the new center to become a cultural and economic hub. The concept building creates an impressive space to engage the public in front and behind the building with visual connections between the street and overlooking the ridge.



The Cultural Trail in Indianapolis is an urban recreational trail.

Coexistence of walking and biking trails within an urban context brings life and vitality to those areas.

These create the cultural and social gathering places encouraged by Main Street.

While recreational trails can function apart from an urban context, they do not generally strengthen the Main Street model for livable places.

A concern about total elimination of buildings on the east side of Ridge Avenue would be to make the ridge an unwelcoming, isolated strip of land the rest of the city would back to rather than front.



Views on Brown Street
looking toward Ridge
Avenue near new
pedestrian/golf cart
crossing.



Proposed compatible townhouse design for infill in Kansas-Brown Neighborhood (above) as replacement to housing lost in the same neighborhood (above, left).



Industrial – vernacular compatible design for commercial infill where appropriate on left.
Example from Nashville, IN

B *Ludlow Park and Nowlin Avenue Redevelopment Area*

Like Area A, this area also has potential to meet several goals of town plans. In a more limited scope, the area offers reinforcement and development opportunities for a neighborhood commercial node near the neighborhood park. Of note is developable land for housing.





PLAN KEYNOTES	
1	INCREASE PEDESTRIAN CONNECTION AND SAFETY WITH CROSSWALKS AND PROTECTED CURBS
2	RECREATIONAL TRAIL
3	OUTDOOR GREEN SPACE
4	INFILL COMMERCIAL BUILDING
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12	PROTECTED PARKING LANE
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	PROPOSED BUILDINGS
	EXISTING BUILDINGS
	GREEN SPACE
	RECREATIONAL TRAIL, SIDEWALKS & PLAZA SPACE



Proposed commercial node at intersection of Nowlin Ave. & Probasco Street, northwest corner of focus area.



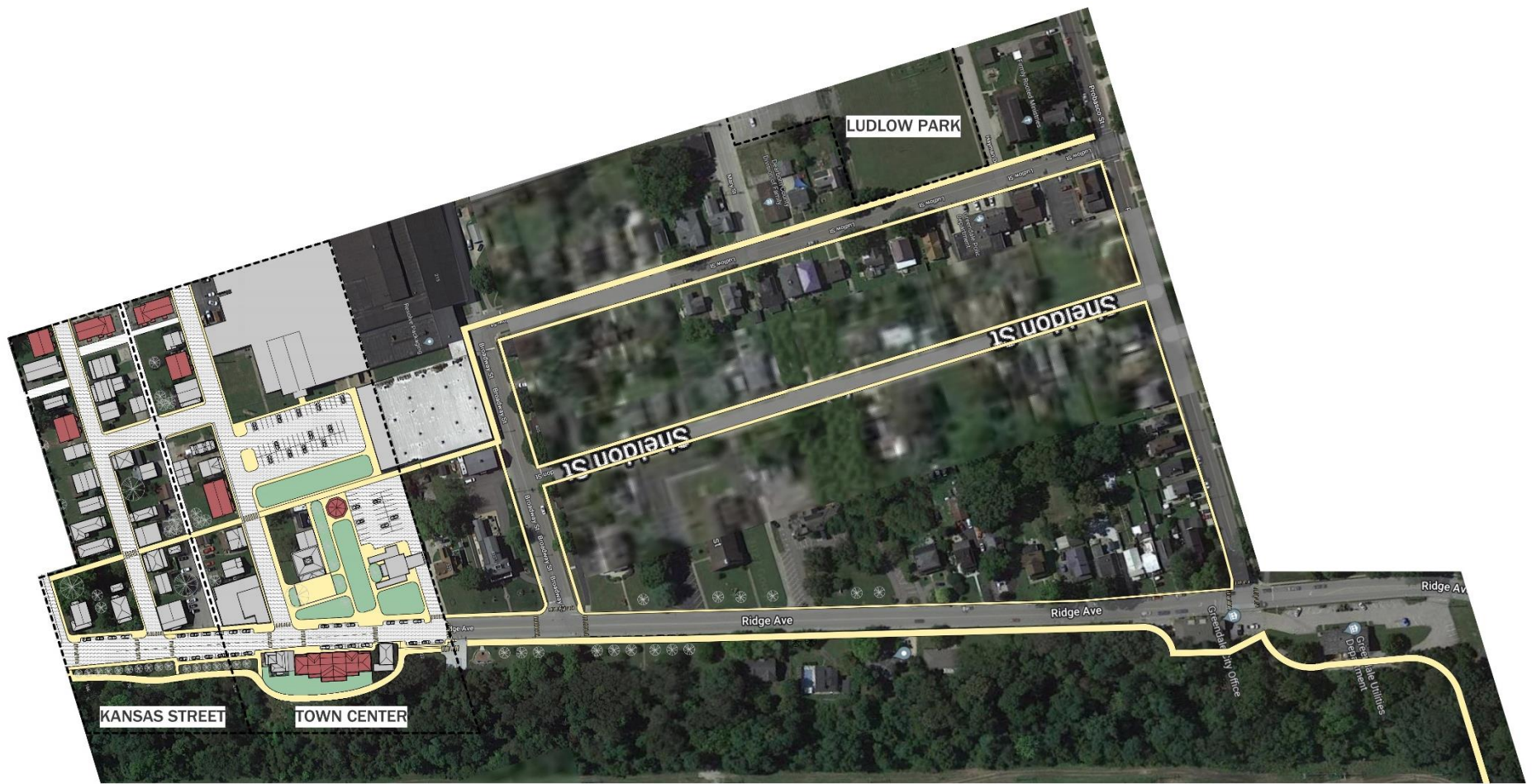


Concept residential buildings for housing infill/density near Ludlow Park. The proposed development plan for Area B includes 60 new housing units in townhouse form to create edges to and density for public spaces around Ludlow Park.

C Ridge Avenue “Main Street” Redevelopment Corridor

The third area is a concentrated section of the Ridge Avenue corridor that should become a model for treatment of the entire corridor through Greendale. This corridor is referenced in city planning documents for a variety of reasons and is generally considered “Main Street” in Greendale.





	PROPOSED BUILDINGS
	EXISTING BUILDINGS
	GREEN SPACE
	RECREATIONAL TRAIL, SIDEWALKS & PLAZA SPACE

Circulation plan shown in yellow for connectivity among the three areas of Old Town Center, Ludlow Park, and Ridge Avenue.

Featured most prominently is the Ridge Avenue Trail and proposed pedestrian/golf cart throughway between Ludlow Park and Old Town Center.



Development of internal pedestrian/golf cart trail or throughway at south end of focus area would provide a safer route to Old Town Center without crossing Ridge Avenue. As proposed, it would connect the Ludlow Park area to Old Town Center, mostly along existing streets or alleys.



Reconstruction of Ridge Avenue creates a minimum of 30 parking spaces between Kansas and Broadway Streets.

Intersection of Probasco St. and Ridge Avenue, northeast corner of focus area below.

A reconstruction project of Ridge Avenue is paramount to addressing a number of goals and opportunities for Main Street.

Widening sidewalks, in conjunction with dedicated parking lanes, and crosswalks at Kansas, Brown, Broadway, and Probasco Streets will ensure pedestrian safety and traffic calming.

The improvements may be made in conjunction with gateway and signage installations.



PRIORITIES AND PHASING IN DEVELOPMENT AREAS

From the perspective of achieving many of the stated goals for Main Street, of the three areas of development listed, the most attention should be placed on Area A or “Old Town Center.” This area will net the most results in providing a core for social life and cultural activities provided additional commercial establishments can be gained, and public gathering spaces can be developed.

Attention should be made to the recommended development of the east side of Ridge Avenue in Old Town Center. This is the city’s only historic commercial core that can be celebrated like other typical Main Street communities. Infill where appropriate, prevention of further demolition, and routing pedestrian travel to and through this area is important. Site control or working with a developer for the desired outcome may require land purchase and, in some cases, restoration of existing buildings.

Development goals for this area:	Public Square for Arts & Culture/Farmers Market
	Additional Retail
	Minor Housing/Home Shop Infill

Area A is inextricably linked to Area C, or the Ridge Avenue Corridor. Development of this corridor permits additional parking and pedestrian throughways with redevelopment of Ridge Avenue, curb-to-curb.

Development goals for this area:	Added Parking
	Pedestrian/Recreation Trail

Area B or the Ludlow Park/Nowlin Avenue area is seen as a more neighborhood-oriented proposal for development that would allow additional housing for all stages of life as well as some small commercial activity nodes.

Development goals for this area:	Housing
	Minor Additional Retail
	Strengthened Public Space



COMMUNITY MODELS

Every community has a unique collection of features that have allowed it to grow and develop its own sense of place over time. Greendale has grown out of an industrial heritage, paired with an early suburban separation from Lawrenceburg, along an important route that climbs the ridge overlooking the Ohio River Valley. This is the composition of features unique to Greendale, Indiana.

One can, however, understand their community in relationship to others especially in the desire to achieve community goals. In previous meetings, a few communities with some similar features were mentioned as potential models. While these have been highlighted with description of similar features, with example photos, implementation of programs would, again, need to be uniquely Greendale in their approach. We encourage visits to or research on the various communities identified, if not familiar.



Nashville, Indiana

Nashville is a small city of about 1200 residents and the county seat of Brown County. The town's commercial offerings are far more robust than a typical town of this size because nearly three million visitors are attracted to the Brown County area on an annual basis. Nashville's commercial core is therefore densely organized for the tourist trade and feature a broad range of shops and eateries.

Nashville is somewhat of a mid-20th century phenomena in Indiana with deeper roots in the arts and crafts trades of early visitors to the area. Therefore, many of the shops are related to arts trades and have adopted a rustic quality when many were constructed in the 1940s-1960s. While much of the commercial core features more traditional one and two-part commercial buildings of that era, side-streets are lined with small cottages and one-story shops that were historically residential in nature. This may relate to a non-traditional approach for securing commercial enterprises in Greendale. The entire historic portion of Nashville was also recently listed on the National Register, like Greendale.



Burlington, Kentucky

Burlington is a city of about 16,000 residents and the county seat of Boone County, Kentucky. The downtown does not reflect a typical town of its size, likely in large part to it being a suburb of Cincinnati. The downtown commercial district is essentially decentralized, but yet organized around a courthouse square. Few buildings are typical historic two-story/two-part commercial buildings and several one and two-story free-standing buildings, likely residences, have been converted to commercial use.

Burlington shares proximity to Cincinnati with Greendale as well as a somewhat decentralized small core of non-traditional historic commercial buildings. It appears efforts to establish restaurants and shops in Burlington has reinforced the core with some success, however a few non-historic, large-scale public buildings greatly overwhelms the core.



Broad Ripple, Indiana

Broad Ripple is a neighborhood on the north side of Indianapolis between Keystone Avenue and Meridian Street with a population of about 17,000. Positioned along the White River and Monon Trail/former canal, the area developed its own commercial core apart from the city center. The traditional commercial area never grew beyond a block or two in either direction, but the population demanded more amenities and soon houses were also converted to shops by the late part of the 20th century. When the Monon Trail opened in 1999, the demand for additional eateries grew.

Broad Ripple and Greendale share a few similar traits. Most of the neighborhood's housing is modest in scale and well-cared for, like much of Greendale's housing stock. The neighborhood is also suburban with a population that is commuter-based, or home-based, also similar to Greendale. Broad Ripple boasts amenities including the canal, Monon Trail, and White River, that work together to form linkages in the community. This is not unlike the proposal for a trail along Ridge Avenue, which offers the same concept of the Monon Trail linking residents to eateries in the commercial area.



Galena, Illinois

The city of Galena is a historic river town in northwest Illinois with a population of about 3300. The town has rows of traditional, historic commercial buildings that are positioned along a winding road leading up to a ridge from the river. Historic housing steps up the ridge and overlooks the Galena River Valley and commercial corridor below. The city has capitalized on being a tourist destination with eateries and small shops in the commercial corridor.

While it should not be the desire of Greendale to have similar density of its commercial core as Galena, a few features are worth noting. First, the population is closest to Greendale's population than other communities identified. Most of the population are merchants or employees of the shops located in the city. The scale of housing is also similar, with a few mansions that line the ridge, matching the rows of mansions in Greendale. Galena is closest to the metropolitan area of Dubuque, Iowa, but not significantly outside of easy travel from Cedar Rapids, Iowa and Madison, Wisconsin, where a number of visitors originate. Greendale's most obvious counterpart to this is Cincinnati for easy day travel.



St. Joseph, MI

Like Galena, St. Joseph, Michigan is also close in size, in terms of population, to Greendale. The population is close to 9000 and is mostly composed of traditional working-class families. The city's housing stock mostly consists of modest homes with several larger-scaled homes closer to the city's most important feature, a bluff overlooking Lake Michigan. The city's position as a harbor town provided significant wealth in the 19th century and first half of the 20th century, which is evident in its historic commercial core which lines approximately three blocks of State Street just east of the bluff.

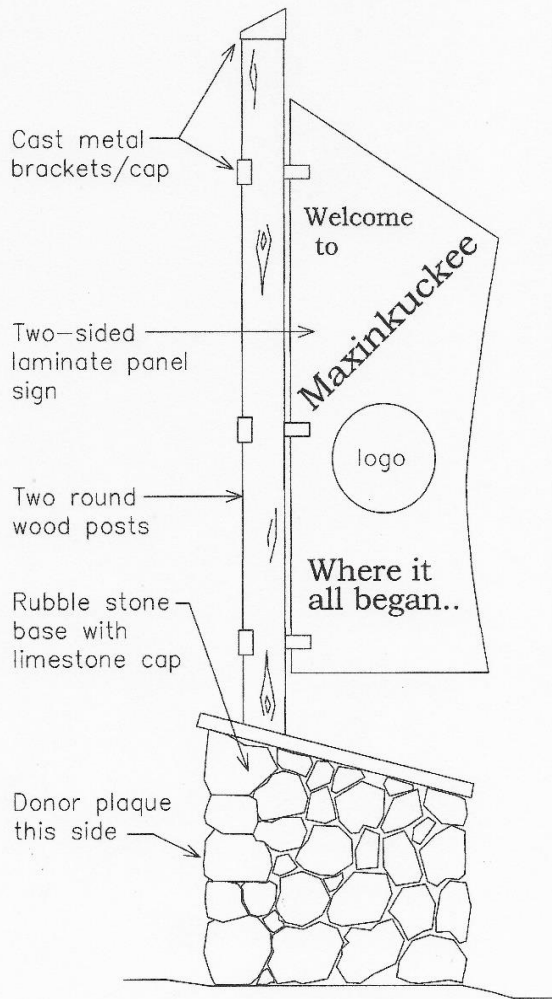
St. Joseph is noted here primarily because of their treatment of the bluff overlooking Lake Michigan. Lake Boulevard parallels State Street, the commercial core, and features commercial and residential buildings on its east side, facing the lake. However, the west side of Lake Boulevard has remained undeveloped except for a walking trail that features historic monuments, fountains, and art installations. Those who use the trail have views of the beach below and lake in the distance, though much of the bluff's vegetation remains natural. This concept seems to mirror the desire in Greendale, and as already being developed, to treat Ridge Avenue in such a way where development should not occur. This reserves much of the ridge for public use and enjoyment in perpetuity.



COMMUNITY IDENTITY CONCEPTS

Gateways

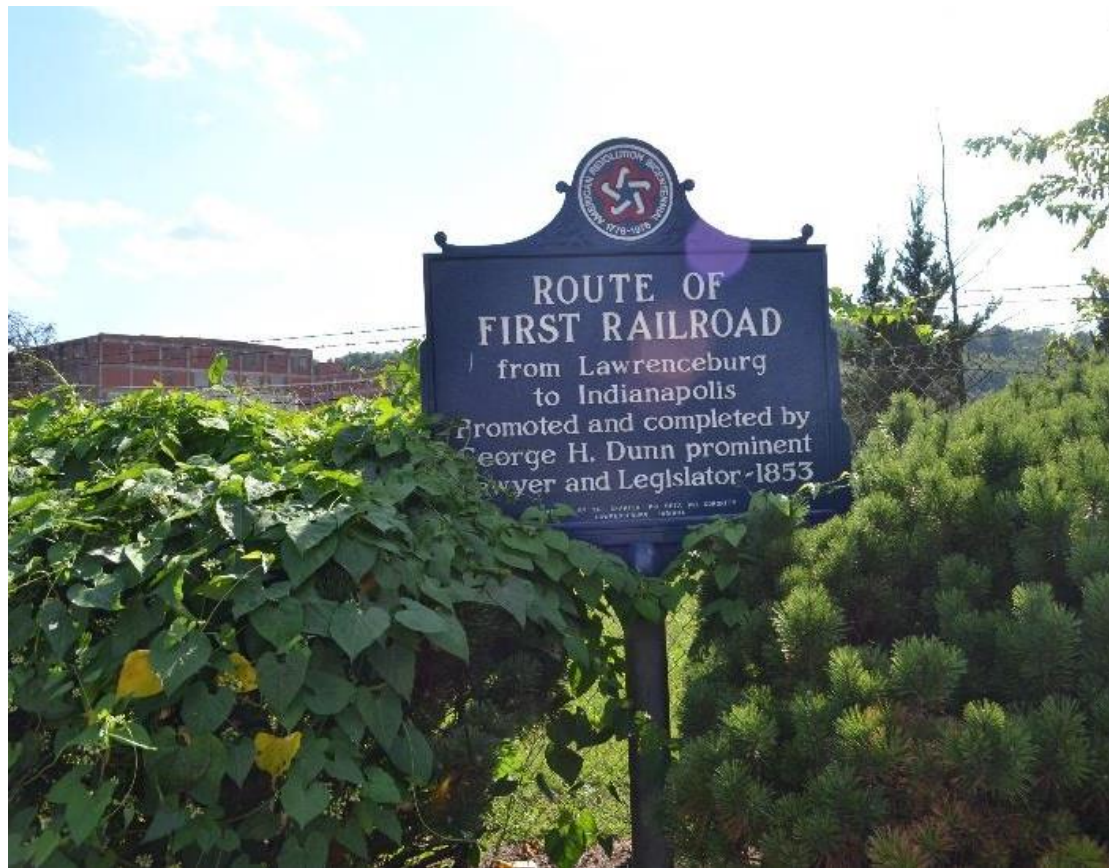
Greendale would benefit from more prominent and architecturally-designed gateways at the north and south ends of the city along Ridge Avenue. The design should be reflective of the city's industrial heritage, but also progressive in a forward-thinking approach for the city's future. This concept was presented in previous planning documents and is underscored here because of their relationship to the focus areas (Old Town Center & Ridge Avenue Corridor) developed as part of this report. Whatever aesthetic the gateways portray should then be established as a common theme in city signage and particularly in any infrastructure improvements along Ridge Avenue and in the Old Town Center. This, in essence, means architectural styling and color of lighting, way-finding signage, bike racks, signposts, etc.



Typical Sign Design
Approximately 3' x 2' x 3' base
Posts are 8' tall with 30" wide sign



What can be done to celebrate and reinforce Greendale's unusual gateway?



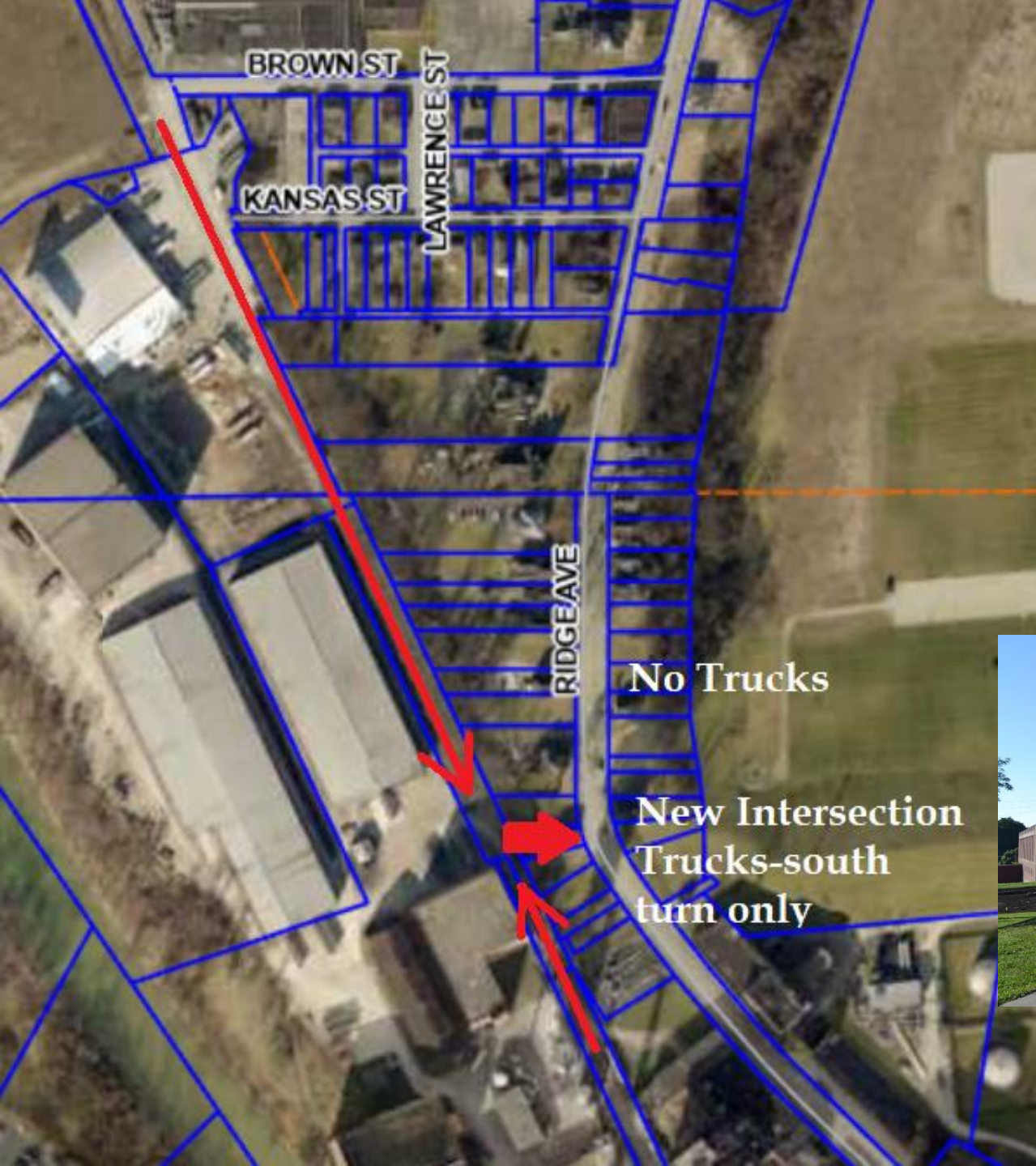
Trails & Historic Markers

Like the concept of common-themed infrastructure improvements and gateways, having a uniformly-developed trail and historic marker program is important. Allow the development of new trails to not only access the city's modern amenities, but also its historic sites in order to bring attention to Greendale's heritage. This likely will become a network of routes, either distinguished from existing roadway/sidewalk paths, or part of that pedestrian/bike infrastructure already in place. The trails may highlight geographic and natural features, such as along the ridge, or be part of a system to highlight art installations, also along the ridge.

A select number of historic resources should also be identified to highlight in a historic marker program, either through the Indiana Historic Bureau, or separate from and initiated by the city. The markers should again be uniformly designed and provide a basic story behind the resource/site marked. Additional information could be provided through QR codes.



TRUCK TRAFFIC CONSIDERATIONS



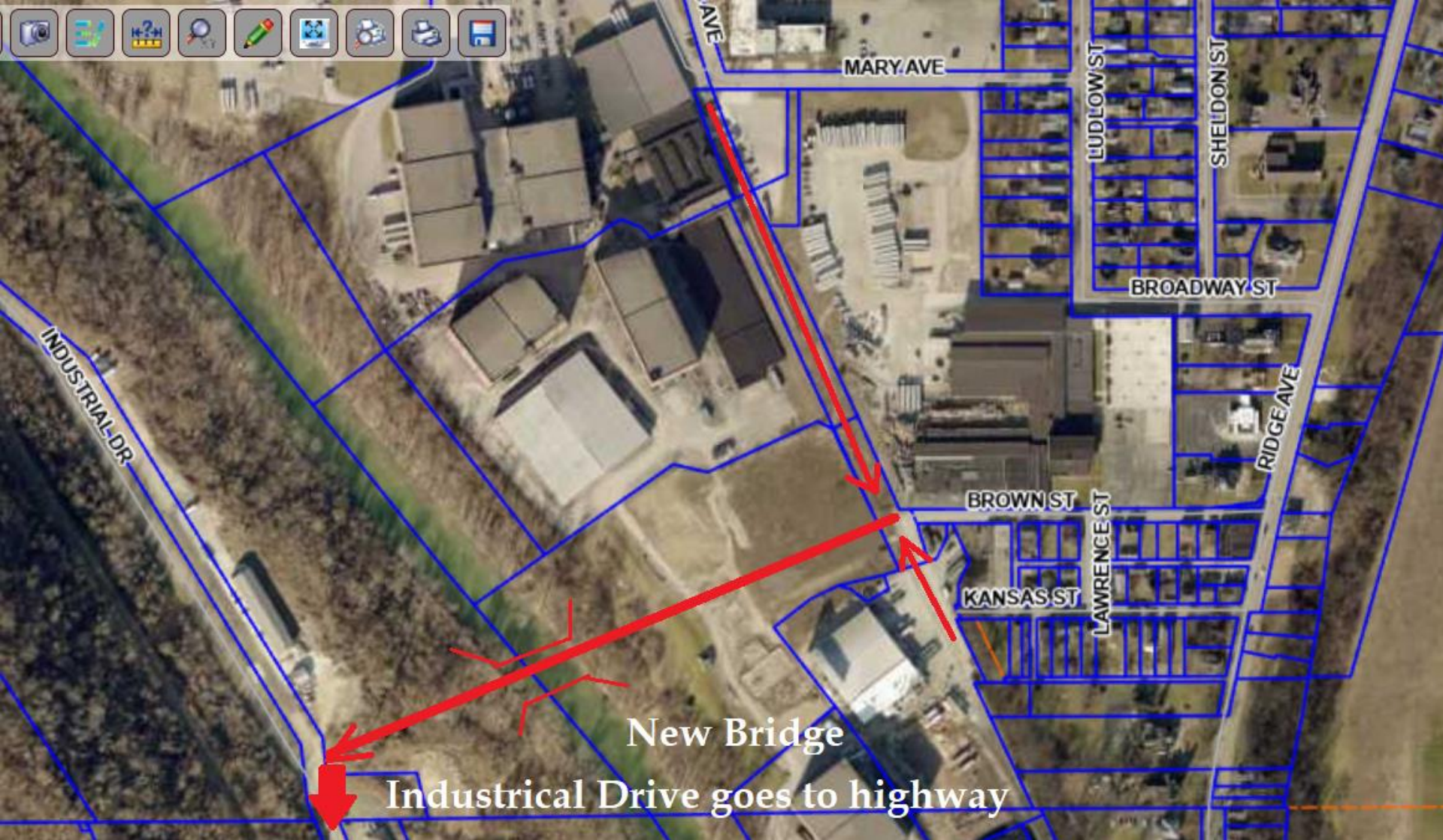
During initial meetings, the topic of a truck route bypass was discussed. Two alternatives for truck routes were developed to provide consideration of this idea.

*Railroad
Right-of-Way Option*

No trucks permitted on Ridge Avenue north of intersection.



Intersection Location



Bridge to Industrial Drive Option

10' climb with no trucks permitted on Brown Street.



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