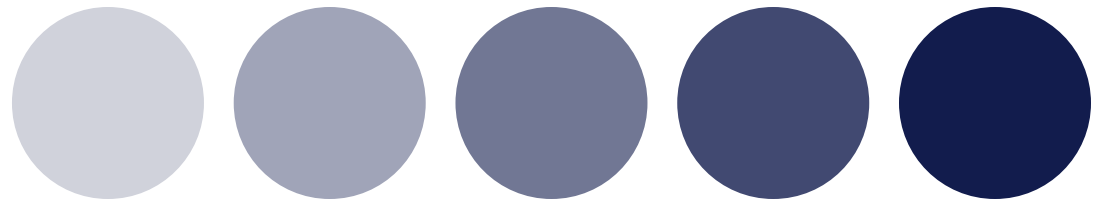


Town of Dillsboro

GATEWAY CORRIDOR MASTER PLAN



September 2020



Dillsboro, Indiana

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ACKNOWLEDGMENTS

The Town of Dillsboro *Gateway Corridor Master Plan* would not have been possible without the input, feedback, and expertise of the Town's leadership and staff. We would also like to give a special thank you to the many residents and business owners who generously devoted their time and thoughts in the hopes of building a stronger and more vibrant community.

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INTRODUCTION & PROCESS

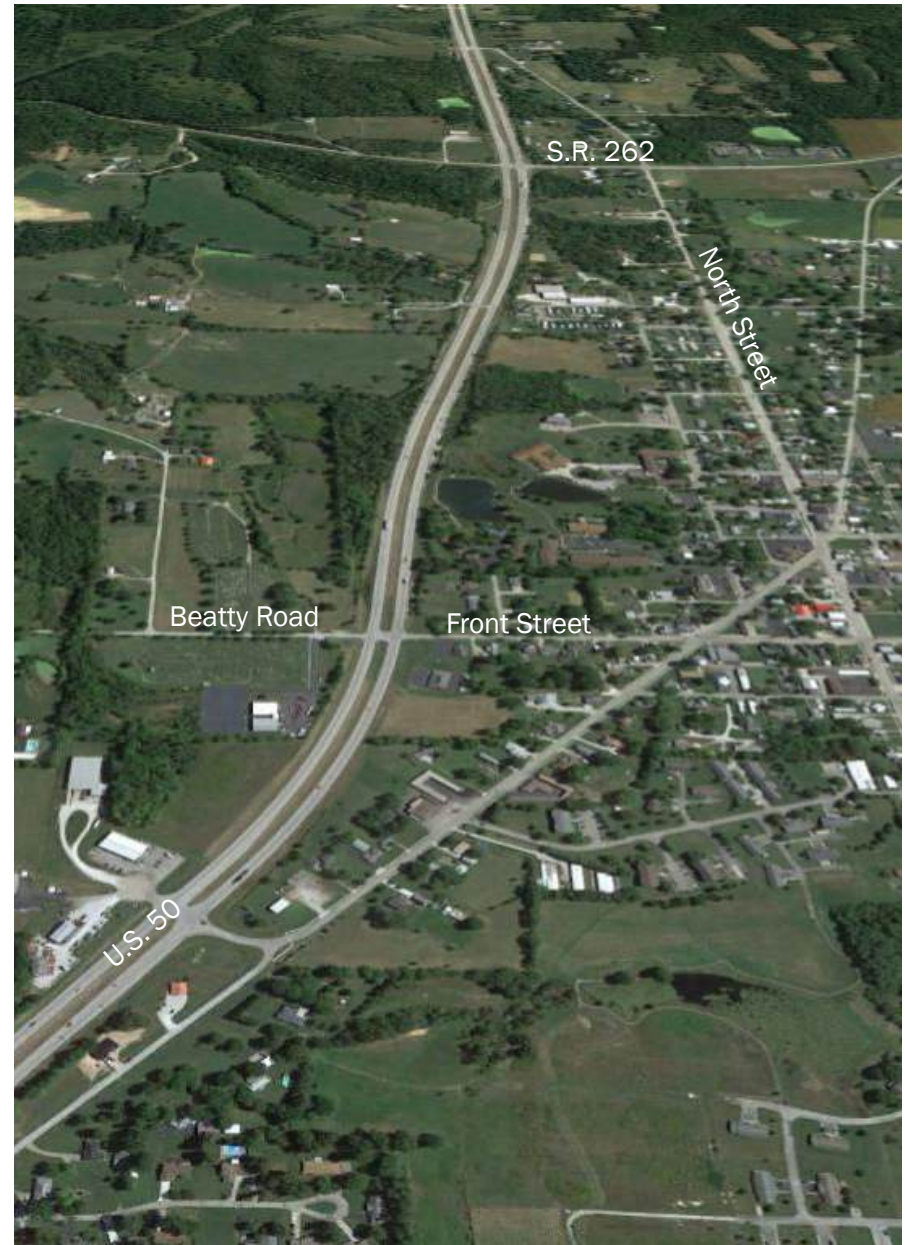


INTRODUCTION

Since U.S. Highway 50 was relocated from North Street in downtown to the bypass around town in its current location in the late 1960's, the Town of Dillsboro has been challenged with a lack of visibility along U.S. 50. This lack of visibility and connections from the town to the highway have meant that most travelers along U.S. 50 pass by the town without knowing it's there. The Town has recognized the need to create a gateway corridor that can increase awareness for the town, support the downtown through increased visitors, as well as, create opportunities for future development along U.S. 50 through frontage roads accessed through the downtown.

In 2019, these efforts were accelerated when the Town began discussions with the Indiana Department of Transportation (INDOT) to implement U.S. 50 improvements to increase the safety of the roadway. The preliminary improvement recommendations proposed by INDOT include J-turns at Short Street/Industrial Court and Front Street/Beatty Road. While there has been some resistance from the community to these improvements, the Town has recognized the opportunity to work with INDOT and incorporate additional improvements to the plans and begin discussions with INDOT for gateway improvements to the INDOT roadway that will increase the visibility of the town for travelers along the corridor.

The Gateway Corridor Master Plan builds on the Town's previous planning efforts to focus revitalization on the downtown area, create additional development opportunities along U.S. 50 and to enhance the function and appearance of the U.S. 50 gateway corridor. The Gateway Corridor Master Plan will provide recommendations for future gateway treatments, increased lighting, bicycle and pedestrian crossings, and utility crossing locations for the corridor.



PROCESS

The planning process began in the spring of 2020 with a Steering Committee kick-off meeting. The process included three phases over the course of 4 months. The final deliverable includes this master plan and full size CAD drawings for the town to utilize while they continue discussions with INDOT. The discussions will focus on how the town can incorporate their improvements with the roadway improvements proposed by INDOT. The planning process included the following:

Phase 1 - Project Kick-off: The first phase of the project included a kick-off meeting with the Steering Committee to review the schedule and outcomes for the project. This meeting was also used to verify the goals for the master plan. The Steering Committee for the gateway corridor master plan included a cross-section of the community to represent different interests and goals of the community. The Steering Committee’s responsibilities as community representatives were also reviewed at this meeting. The committee’s involvement in the project and outreach back to their neighborhoods was especially important to the planning process with the condensed schedule.

Phase 2 - Inventory & Analysis: The inventory and analysis phase included the creation of base maps, inventory of existing conditions, review of existing documents and a corridor aesthetic analysis. The Steering Committee provided input regarding the challenges and opportunities for the corridor. The top priorities identified by the Steering Committee included:

- Increase Town’s visibility along U.S. 50
- Provide additional lighting at intersections
- Increase the safety for motorists, pedestrians and cyclists entering, exiting and crossing U.S. 50
- Enhance the landscape and maintenance along U.S. 50
- Communicate town’s resources to motorists along U.S. 50 including restaurants, shopping, banks, parks and other amenities.

Phase 2 also included focus group meetings with property owners, business owners, town elected officials and staff. A design program of elements was then developed utilizing the inventory and analysis and the public input.

Phase 3 - Concept Development: The final phase for the project included the gateway corridor concept development. Multiple concepts were developed and presented to the Steering Committee. The committee worked together to narrow down the concepts and modify materials and details into the preferred concept plan. The preferred concept included the following:

- Major gateway signage
- Secondary and minor gateway signage
- Wayfinding
- Enhanced landscaping
- Lighting
- Safety Improvements for the roadway and crossing

Following the concept development, the draft Gateway Corridor Master Plan was developed and then reviewed with the Town. The report was finalized and presented to the Redevelopment Commission.

TABLE 1.1 Meeting Schedule

Date	Activity
May 14	Kick-Off Meeting
June 2	Steering Committee Meeting
June 9	Steering Committee Meeting
June 30	Focus Group Meetings
	Steering Committee Meeting
July 21	Steering Committee Meeting

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EXISTING CONDITIONS & ANALYSIS



EXISTING CONDITIONS

Project Area

The project area included the U.S. 50 Highway corridor extending from town limits on the western end to the town limits on the eastern edge. The project also included potential improvements to increase the visibility of the town to passing motorists on the following streets.

- Short Street
- Industrial Circle
- Front Street
- Beatty Road
- State Road 262
- Station Hollow Road

Existing Conditions

A physical inventory of the corridor including existing sign locations, topography, drainage ditches, guardrails, vegetation and pavement widths was gathered as the initial step in the master plan process. The existing configuration of the U.S. 50 intersections with roadway entrances to the town were analyzed including sight-lines and pedestrian and bike connections to the town. The summary of key findings include:

- Several types of signs are used along the corridor to identify the town including the standard green highway directional sign and monument signs. A more distinct identity could be achieved by creating an established family of signs that are used throughout the town.
- The U.S. 50 corridor provides an opportunity to establish an identity for the Town of Dillsboro to distinguish it from other communities along the U.S. 50 corridor. Currently, there is little along the roadway that speaks to the town's character or peaks the interest of those passing through.
- U.S. 50 creates a barrier for pedestrians and bicyclists between

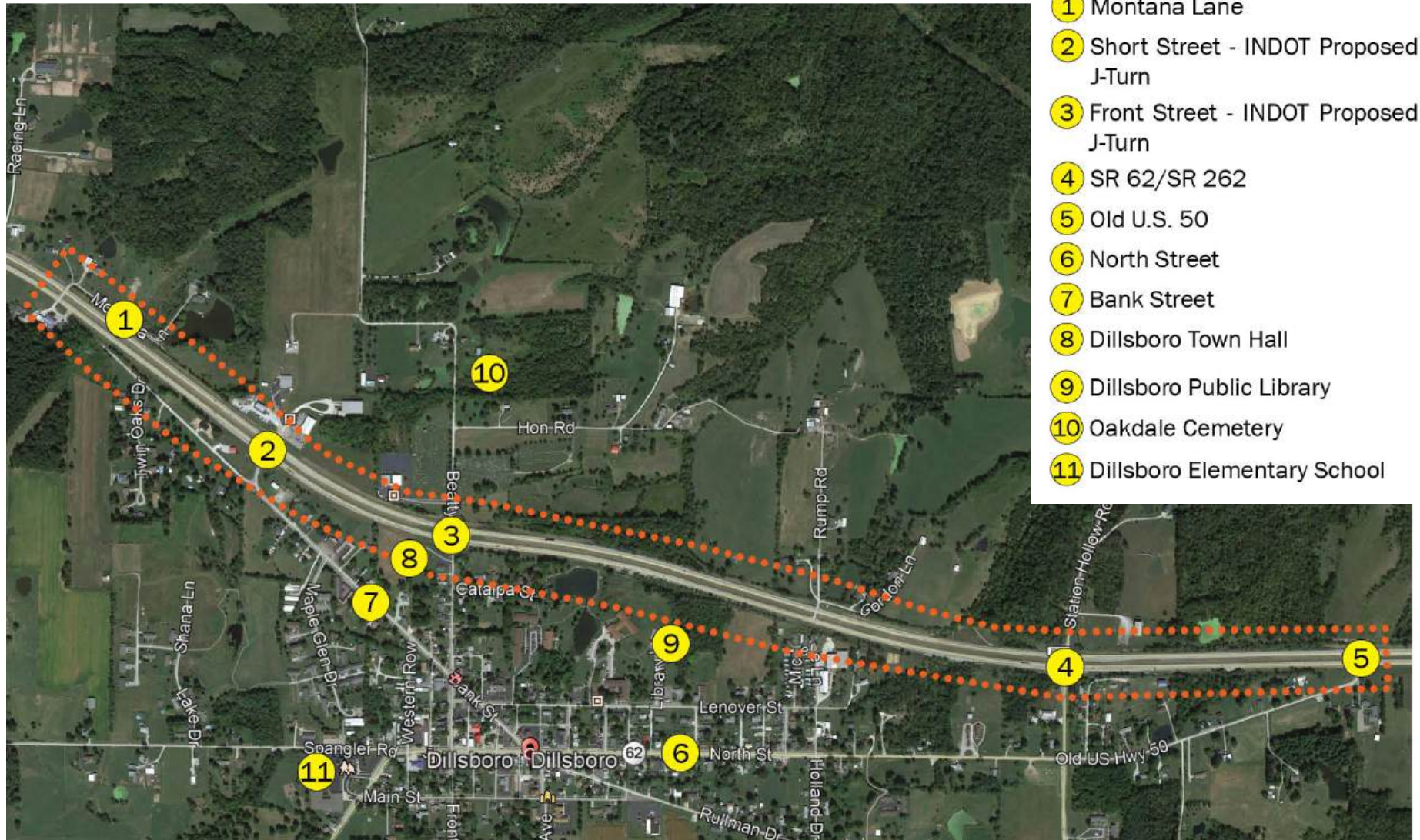
the north and south sides of the town.

- Adequate right-of-way provides the opportunity for gateway elements to be located at the entry points to the town and at key intersections for the town while also adhering to the safety requirements of INDOT for "clear zones" on the side of the road.
- The corridor lacks lighting at the intersections between roads into the town and U.S. 50. This creates safety issues with motorists, pedestrians and bicyclists crossing the roadway and turning from the highway.
- The high rate of speed along U.S. 50 makes crossing the highway dangerous and increases the rate of serious accidents that occur at these intersections.
- U.S. 50 acts as a barrier to the town's utilities creating the need for high cost projects to connect utilities between the south and north sides of the town.
- The community has made improvements to the downtown district including the addition of new businesses. Additional traffic from U.S. 50 would further benefit the growth of the downtown.
- The town does not currently have a connected system of pedestrian and bike trails. The downtown area and several neighborhoods have sidewalks but some are lacking connections between the different areas.

Existing Sign Locations

The following includes locations for existing signage:

- U.S. 50 west of Short Street - standard green highway directional sign
- U.S. 50 at Short Street - existing monument sign
- S.R. 262 & North Street - existing monument sign
- U.S. 50 east of S.R. 262 - standard green highway directional sign



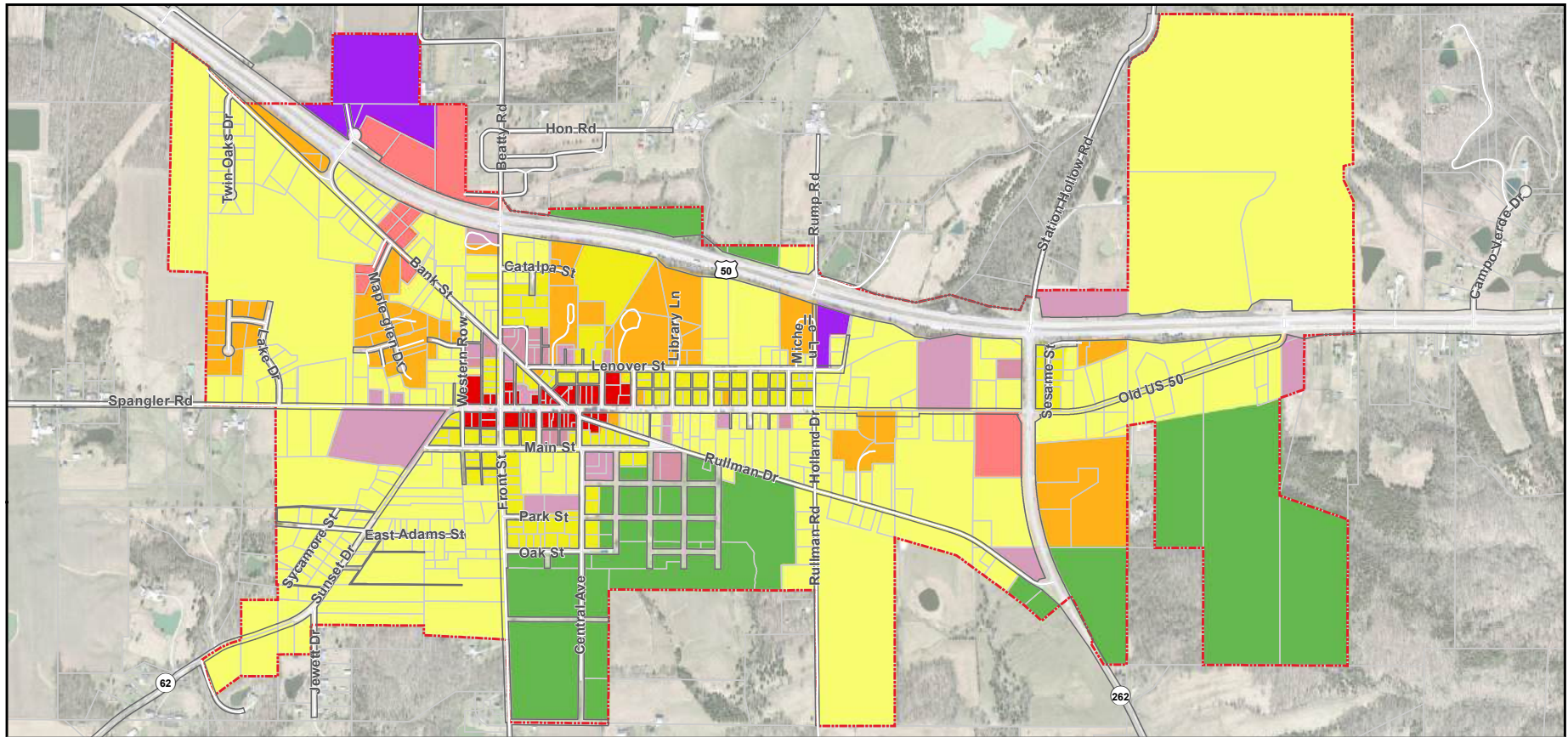
EXISTING ZONING

The Town's Zoning Ordinance was updated in 2019 and includes requirements for the town's zoning. The intent of the Zoning Ordinance is to guide the growth of the town in accordance with the goals and objectives of the Comprehensive Plan. There are several principles of the Comprehensive Plan which directly apply to the Gateway and Corridor Plan. Some of the principles that this plan will address include:

- Provide for the safe movement of vehicles and pedestrians along public ways.
- Promote public health, safety , comfort, convenience and general welfare.
- Plan for and promote orderly growth and development within the Town.
- Encourage that the Town grows with adequate recreation, utility, and other public and community facilities.
- Protect and preserve the community's small-town, rural character.

Existing Zoning

The Zoning Map is included on the adjacent page. The majority of properties along the U.S. 50 corridor are zoned R1 and R2 which includes suburban and urban single family residential. There are a few properties which are zoned multi-family residential with commercial properties centered around Industrial Circle. The existing zoning designations reflect the current land uses for properties along the corridor.



Town of Dillsboro, IN Zoning Map

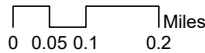


Disclaimer:

This map is a graphic representation of the Dillsboro Plan Commission Enforcement Database and created by the Dearborn County Planning & Zoning Department. The Dearborn County Plan Commission accepts no liability rising from any incorrect or misleading information contained within this map.



1 inch = 800 feet



Zoning Districts

■ Agricultural (A)

■ Suburban Single Family Residential (R1)

■ Urban Single Family Residential (R2)

■ Multiple Family Residential (R3)

■ Local Commercial (C1)

■ General Commercial (C2)

■ Downtown Commercial (C3)

■ Limited Industrial (IN1)

Street

Parcel

Dillsboro Town Boundary

PROPOSED U.S. 50 ROADWAY IMPROVEMENTS

INDOT has begun discussions with the Town to implement intersection improvements for the intersections of Short Street/Industrial Circle and Front Street/Beatty Road and U.S. 50. Similar improvements have been implemented within the state to increase safety for vehicles turning and crossing 4-lane, high-speed highways.

J-Turn

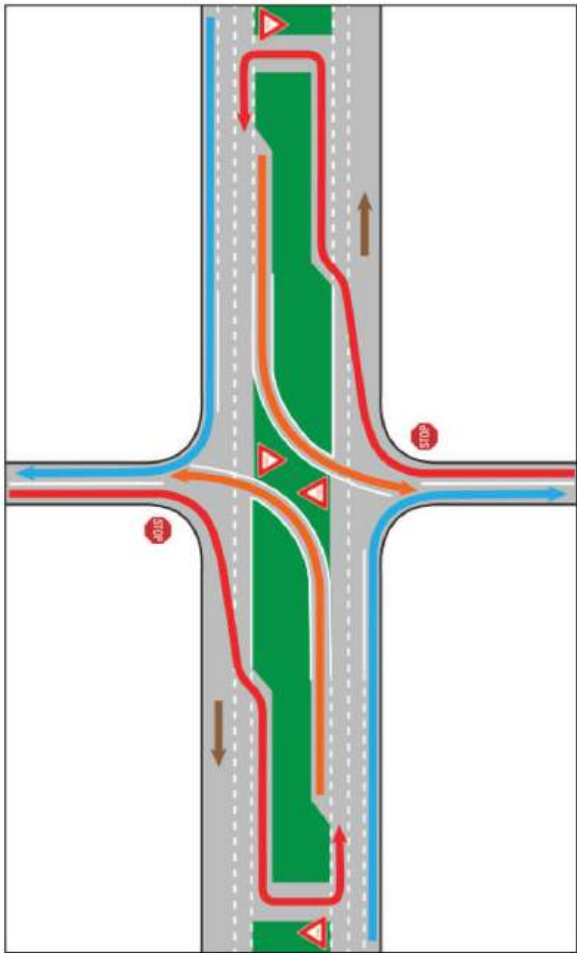
The J-Turn will prohibit motorists from crossing straight over U.S. 50 at these intersections. Instead, motorists will be required to make a right turn on U.S. 50, drive a short distance and then enter a left turn lane which will allow U-turns for motorists to then perform a right turn off of the highway. This traffic configuration allows drivers to address one direction of traffic at a time which reduces the conflict points for vehicles at the intersections. The J-turn allows right and left turns off of the highway with deceleration lanes increasing the safety of those turning onto Dillsboro roadways.

Community Concerns

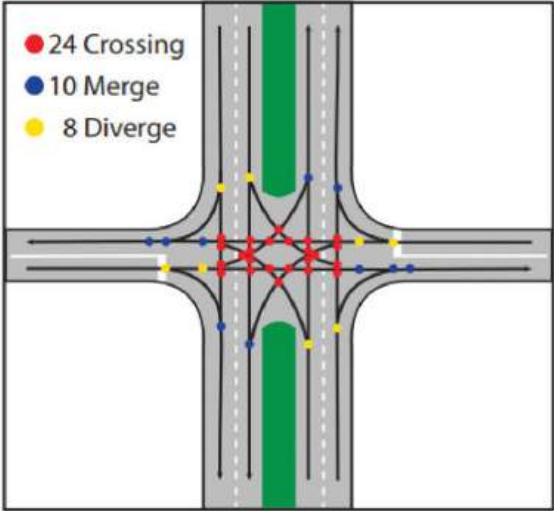
The community expressed concerns regarding the inconvenience of the traffic movement that is required. Concerns also included difficulty entering the highway as traffic numbers increase. Specific concerns for how bicyclists and pedestrians would cross the highway were also expressed. Pedestrians currently cross the highway at both of these intersections with a higher number at the Short Street/Industrial Circle crossing.

INDOT J-TURN EXHIBIT

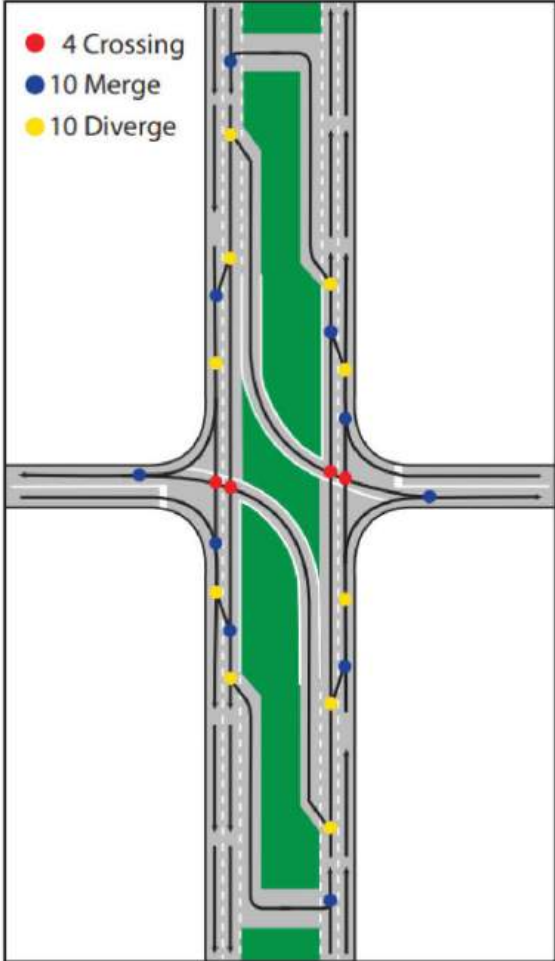
INDOT J-TURN DIAGRAM



INDOT DIAGRAM - CONVENTIONAL INTERSECTION CONFLICT POINTS



INDOT DIAGRAM - J-TURN CONFLICT POINTS



EXISTING TOWN CHARACTER

An important task within the planning process included working with the Steering Committee to identify and define the town's character. This exercise asked committee members to consider what physical features within the town best represent what they think of as Dillsboro. The exercises also asked committee members to identify physical features in the town which do not represent the character of the town. The U.S. 50 corridor was at the top of the list of physical features that do not reflect the town's character. The images shown on the adjoining page identify many of the features that committee members identified as representative of the town's identity and character. Key features include:

- Heritage Pointe park and clock
- Historical businesses such as the Dillsboro Sanitarium and Health Resort
- Existing monument signs
- Homecoming Festival
- Community concerts on the green downtown
- Agricultural heritage
- Small-town character

Existing Corridor Conditions

The existing U.S. 50 corridor was identified as one of the locations within the Town of Dillsboro which does not represent the character of the town. The pictures on the right of the adjoining page illustrate the current conditions of the corridor. Although the town has made major strides with maintenance within the corridor, and opened up views to the town from the highway, it is still a mostly barren highway corridor with no visual cues to alert visiting motorists to the available amenities within the town. Gateway features and enhanced landscaping could provide visual awareness of the town for motorists. Wayfinding signage could inform motorists of the amenities and community resources that are available just off of the highway.

Lighting is another physical feature that is missing from the corridor. Existing lighting is limited to lighting provided by adjacent businesses. Additional lighting will not only help with the safety of pedestrians and motorists but will also aid in the awareness of the town. Additional lighting along the street entrances into the town from U.S. 50 would also let people know that the town has business offerings for visitors as well as contribute to the home-town feel of these roadways.

In general, the roadway for U.S. 50 is at a higher elevation than the surrounding properties. Sometimes this is only a difference of a few feet and in other locations a guardrail is needed along the roadway because of the drop off in grade. Specific locations will need to be identified for gateway treatments that are easily viewed from the roadway. In some locations, additional grading or mounding may be needed to create a foundation for the gateway treatments that is at the same level as the roadway.

Because of the topography along the corridor, there are large areas of wooded land. While these areas are representative of the character of the town, the areas of the corridor with scrub and weeds are not. Enhanced landscaping in these areas would help to better reflect the character of the town but also to identify the parts of the corridor that are a part of the town. Enhanced landscaping will need to include low maintenance plants which are tolerant of roadway treatments like salt and cinders in the winter.

EXISTING CHARACTER INVENTORY

BRANDING



WAYFINDING SIGNS



DOWNTOWN



CORRIDOR CONDITIONS



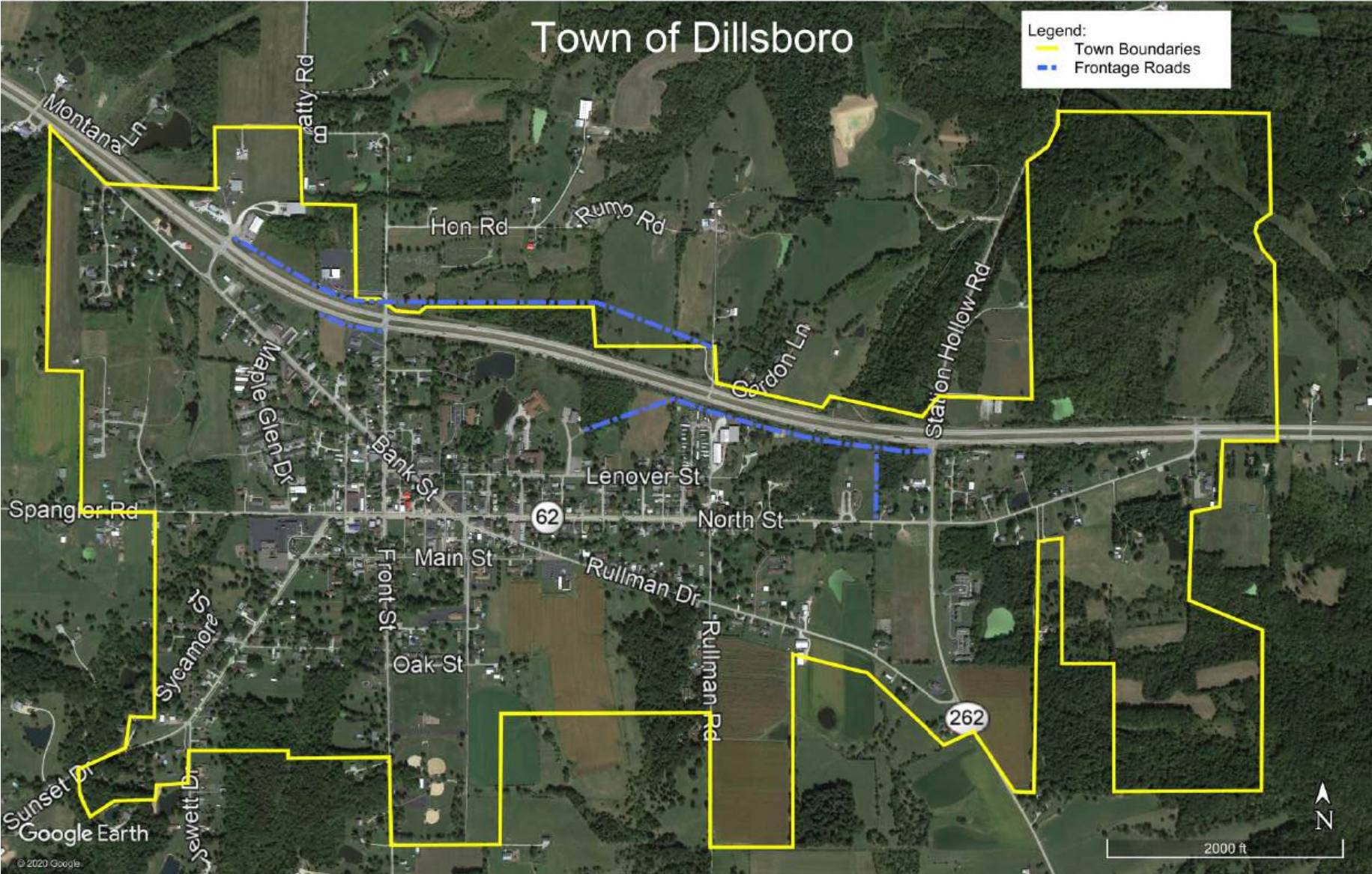
PROPOSED FRONTAGE ROADS

The Town has completed numerous studies and plans regarding the future development and redevelopment for the town. Most recently, the town has contracted with local engineers to study the potential for a frontage road which would allow new development to occur along U.S. 50. Although these properties would not have direct access from U.S. 50, the visibility on the highway will increase the awareness of motorists to the town's location and could increase business for the new and existing businesses within town.

The conceptual frontage roads are shown as a light blue line on the adjacent page. The conceptual layouts focused on creating connections between existing roadways and creating opportunities for future development along the corridor. The conceptual plan provided to the town is intended to provide preliminary alignment for the frontage roads and does not include a more detailed analysis of project design including drainage improvements, bridges, or cost implications of the layout. The conceptual layout for the frontage roads is shown on private properties and does not include any recommendations for the purchase of properties by the town. The layout is intended only to be used as a potential strategy for encouraging new development along the corridor.

The Gateway and Corridor Plan considered the conceptual frontage road layout during the planning process. Further recommendations for zoning and land use changes should be considered to encourage development that not only increases the visibility of the town but also fosters the type and character of growth which is reflective of the Town of Dillsboro.

PROPOSED FRONTAGE ROADS (Courtesy of Christopher Burke Engineering)



ANALYSIS

Steering Committee & Focus Group Discussions

Both the Steering Committee and the focus group meetings included exercises to learn the challenges and opportunities that residents perceive with the current operation, safety and aesthetic of the corridor. The following represents the key feedback that was obtained as a part of that process. The input from this exercise informed the development of the program elements which were incorporated into the conceptual development of the master plan.

Words used to describe the character of the town:

- Small Town/Charming
- Community-Oriented
- Welcoming
- Ready to Grow
- Clean and Comfortable
- Cultural Flare
- Unique

Key Historical Events that helped define the identity of the town:

- U.S. 50 Bypass in 1960's
- Loss of middle school and high school after 1978
- Dillsboro Sanitarium - 1911
- Homecoming Festival
- Health Resort
- Railroad

Locations around town that best represent the character of the town:

- Parks and open space in downtown
- Schools
- Ballpark with playground
- Community Park & well kept Veteran's Walk
- Downtown beautification
- Heritage Pointe
- Friendship Gallery and The Porch

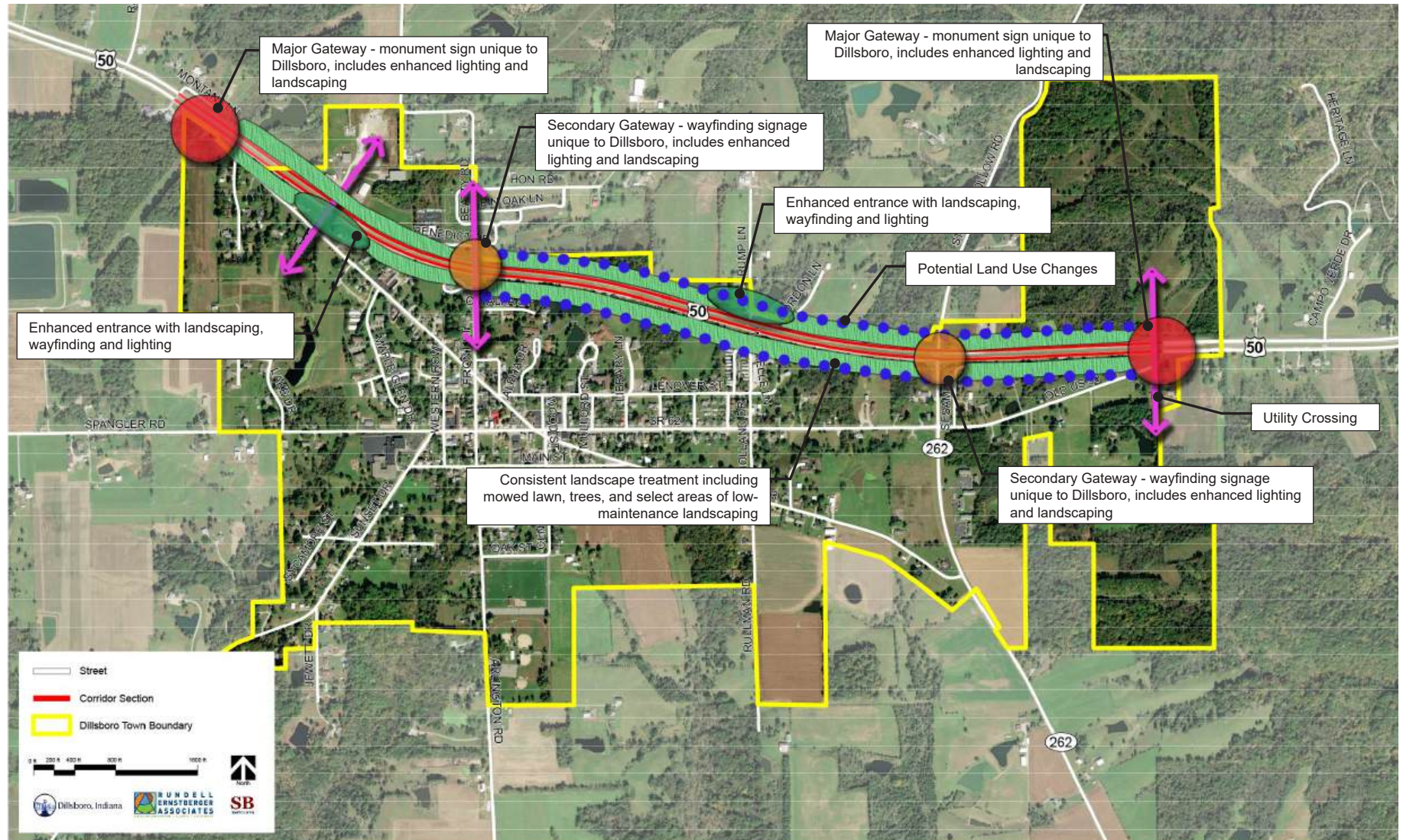
Words to describe Dillsboro 20 years in the future:

- Community-Oriented
- Growing
- Community Events
- Small Town Feel
- Unique Amenities
- Progressive
- New Businesses
- Energized Business Client

Things you like about the current U.S. 50 corridor:

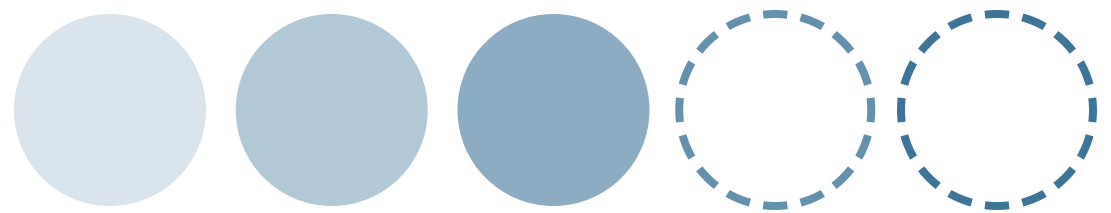
- Existing signs for town
- Welcome to Dillsboro sign
- Large amounts of green space along north and south side of highway
- 4 entry points into town

GATEWAY CORRIDOR PROGRAM ELEMENTS MAP



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CONCEPT ALTERNATIVES



CONCEPT DEVELOPMENT

Gateways are key entrances into a community, an area, or a district. They have special markers, structures, or signs which call attention to an area. Typically communities who want to call attention to a special area in their community often use additional elements such as limiting land use at the entry point of the district, special signage, and enhanced landscaping. What should be noted is that not all gateway points should be addressed in an identical manner, because not all gateway areas have the same significance. During the planning process it was determined that the gateway treatments along the U.S. 50 corridor in Dillsboro would include the following treatments.

- Major Gateways at the town borders
- Secondary gateways at the downtown entry roads
- Minor gateways at town entry points on roads other than U.S. 50
- Wayfinding to direct motorists once they turn into the town
- Enhanced landscaping to delineate the town
- Lighting to increase safety and visibility of the town

Concept development began with a focus on the major and minor gateway signs. Three concepts were developed for the Steering Committee to consider. The three concepts each reflected different elements of the town but included the following key features:

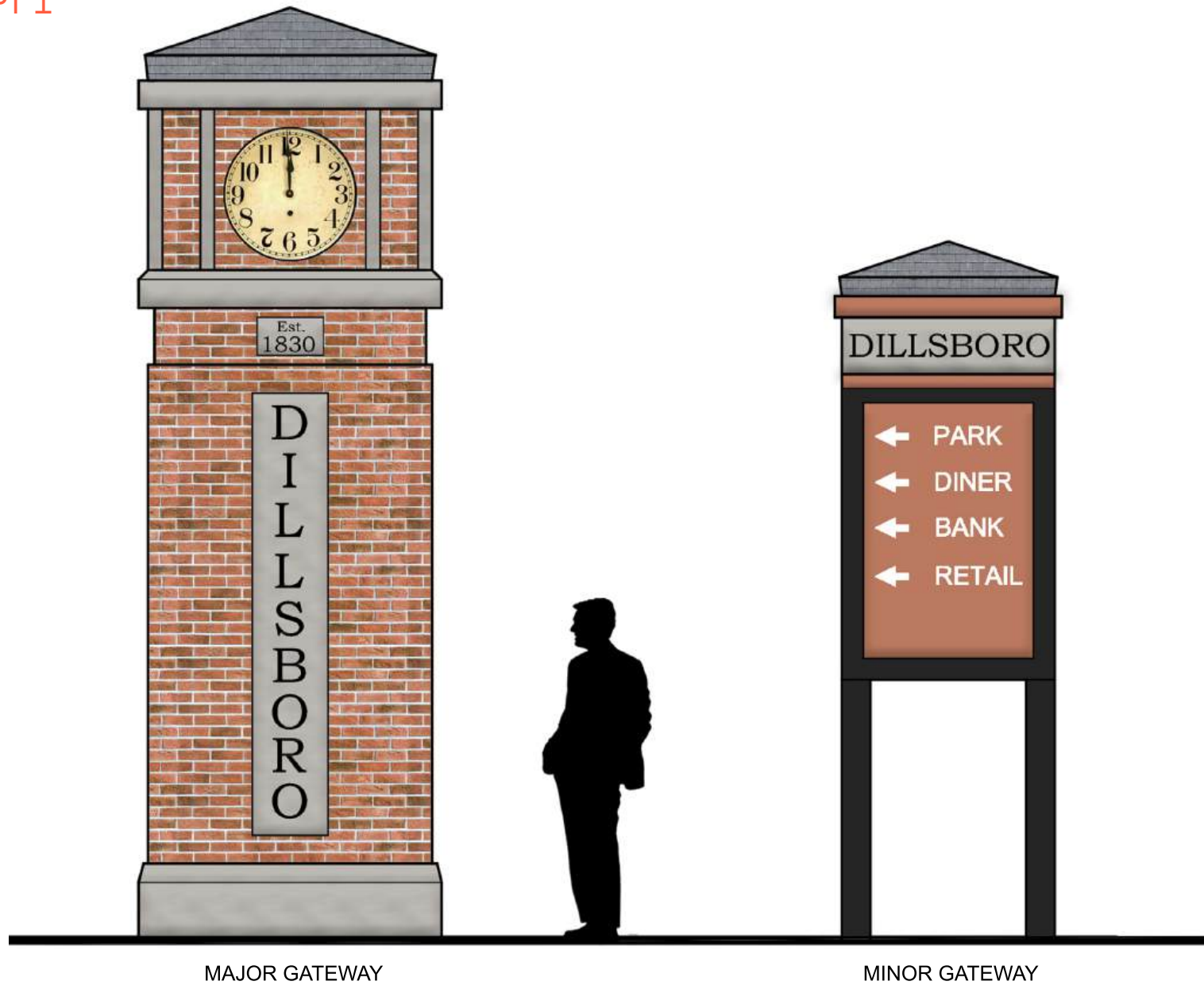
- Heritage Point clock
- Dillsboro Sanitarium
- Small-town character
- Reflection of existing building materials in downtown Dillsboro including brick and stone
- Adaptation of existing monument sign
- Provide information about town amenities/offerings to motorists
- Create low maintenance elements

Concept 1 - Clock Tower with Wayfinding - Concept 1 included a vertical brick gateway sign for the major gateways and a metal wayfinding sign for the minor gateways. The clock in the top portion of the gateway matches the clock in Heritage Pointe at the intersection of Bank Street and North Street and would include back-lighting. The gateway includes a vertical “Dillsboro” marker on two of the sides and a cast concrete plaque with the establishment year. The gateway would include landscape treatment to compliment the vertical signage and up-lighting for visibility at night. The wayfinding signage located at the intersections of U.S. 50 and Short Street and Front Street, would include a horizontal “Dillsboro” marker and wayfinding signage for key attractions in the downtown. The metal colors selected reflect the agricultural heritage of the town.

Concept 2 - Clock Tower with Minor Gateway - Concept 2 includes an alternate option for vertical signage for both the major and minor gateways. The major gateway concept included a different version of the column gateway with the “Dillsboro” marker in a horizontal orientation. The detailing and trimwork for Concept 2 is simplified. The minor gateway includes a vertical brick column with directional signage. Both the major and minor gateway would include landscaping and uplighting for visibility at night.

Concept 3 - Existing Signage Gateway - Concept 3 is a direct reflection of the existing monument signage used by the Town. The major gateway would include a similar sign but with the proper scale for a 4-lane highway and to mark the limits of the town. The major gateway sign would include the same materials as the existing sign. This concept would utilize the existing signs at minor entrances to the town on roadways other than U.S. 50. The minor gateways would include wayfinding signage with landscaping instead of a monument sign. The information contained on the signage would inform motorists of the amenities and offerings in downtown.

CONCEPT 1

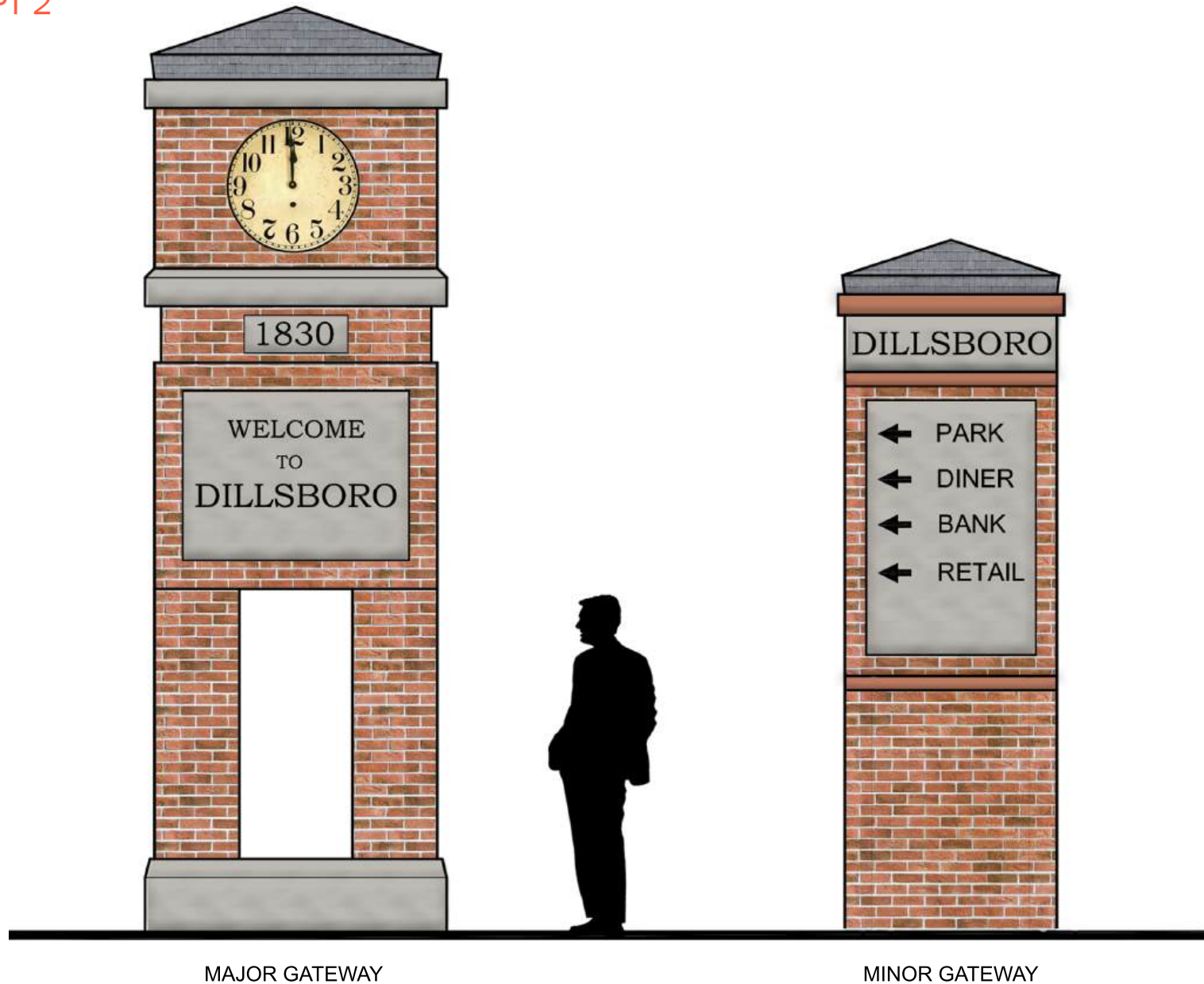


MAJOR GATEWAY

MINOR GATEWAY

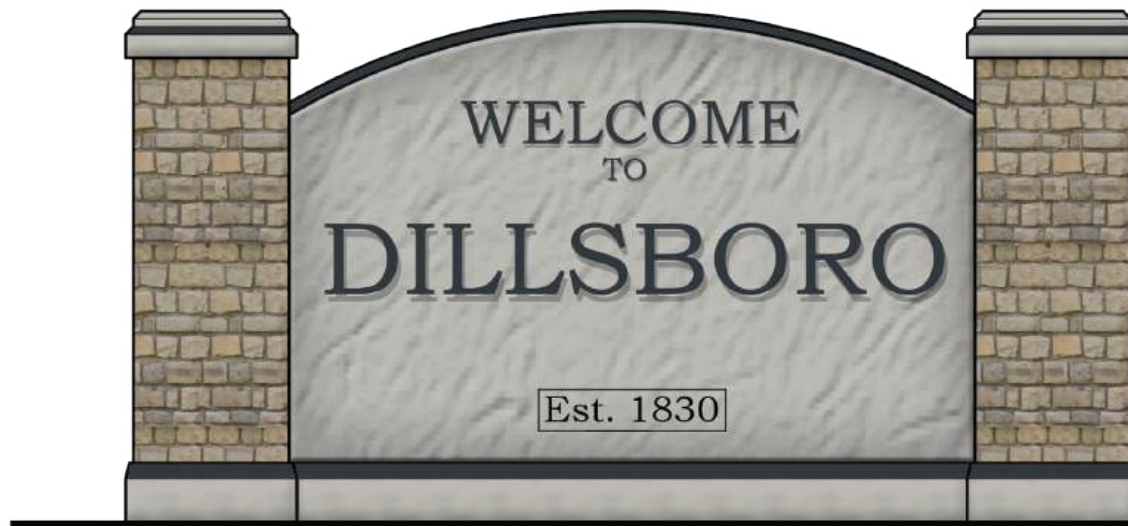
CONCEPT ALTERNATIVES

CONCEPT 2





EX SIGNAGE - MINOR GATEWAY



MAJOR GATEWAY

MINOR GATEWAY WAYFINDING

CONCEPT DEVELOPMENT

After reviewing the three concepts and engaging in an open discussion, the Steering Committee settled on a combination of the three concepts into two with some modifications to each of the options. A summary of the changes include:

Concept 1 and 2

- Replace the clock at the top of the major gateway with design that is more reflective of the Town's heritage and culture
- Exchange the brick material for the stone used on the existing signage
- Include the vertical "Dillsboro" marker sign
- Keep the more simplified trim at the top of the major gateway
- Keep the vertical sign at minor gateways
- Exchange brick with stone for the material used on minor gateways
- Utilize the vertical minor gateway with both major gateway options
- Include wayfinding signage but as directional signage along the streets into town rather than as gateway signs
- Include enhanced landscaping with both options
- Include additional lighting with both options

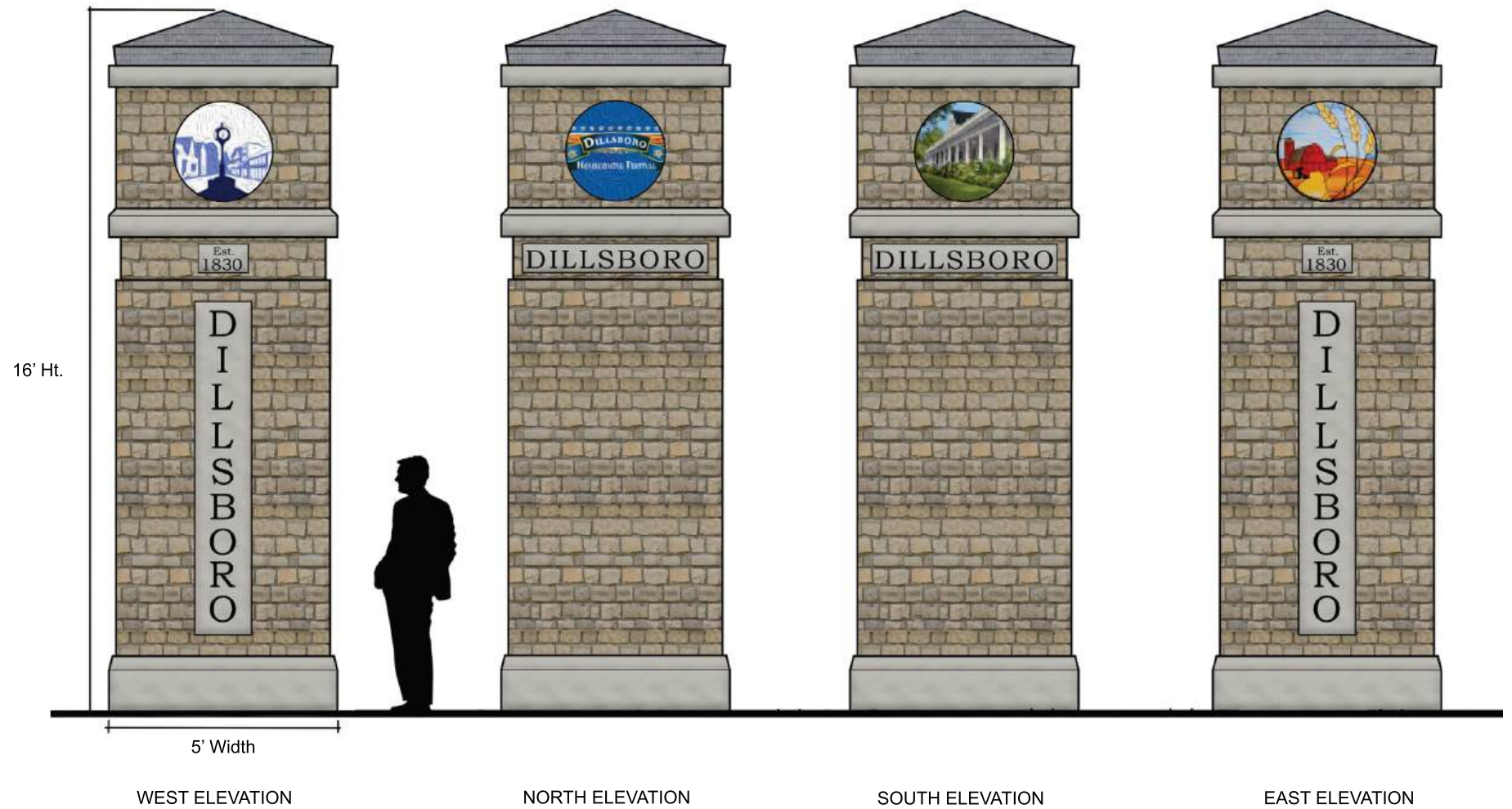
The revised options are shown on the following pages. The clocks proposed in the previous concepts were replaced with four stained glass representations for the town. There is an existing stained glass artist in town who could partner with the town to create custom creations for the major gateway signs. The stained glass would include back-lighting. All four elevations for the gateway sign were illustrated to show how each side could tell a different part of Dillsboro's history.

The minor gateways and wayfinding were the same for both of these concept options. The wayfinding signage would include colors that are selected to reflect the materials used in the other gateway signs. Wayfinding signs would include signage along the entrance roads but also at key decision points throughout downtown. Key destinations would need to be determined by the town but might include the park, restaurants, shopping, historic markers or commercial businesses in the town.

The two options were illustrated in the gateway locations to provide context for the Steering Committee. Concept 2 was selected as the preferred gateway concept after additional discussion between the Steering Committee members. This concept was selected by the Steering Committee for the following reasons:

- Horizontal form and more traditional materials were more in character with the town
- Scale of the gateways reflects the small-town feel of Dillsboro
- Reuse of the existing signs is more compatible with this gateway
- The "Dillsboro" marker is more visible and easier to read
- Gateways "fit" within the location sites more naturally
- Overall aesthetic of this signage better represents the identity of the town
- Landscaping and lighting will add to the character of these signs

REVISED MAJOR GATEWAY CONCEPT 1



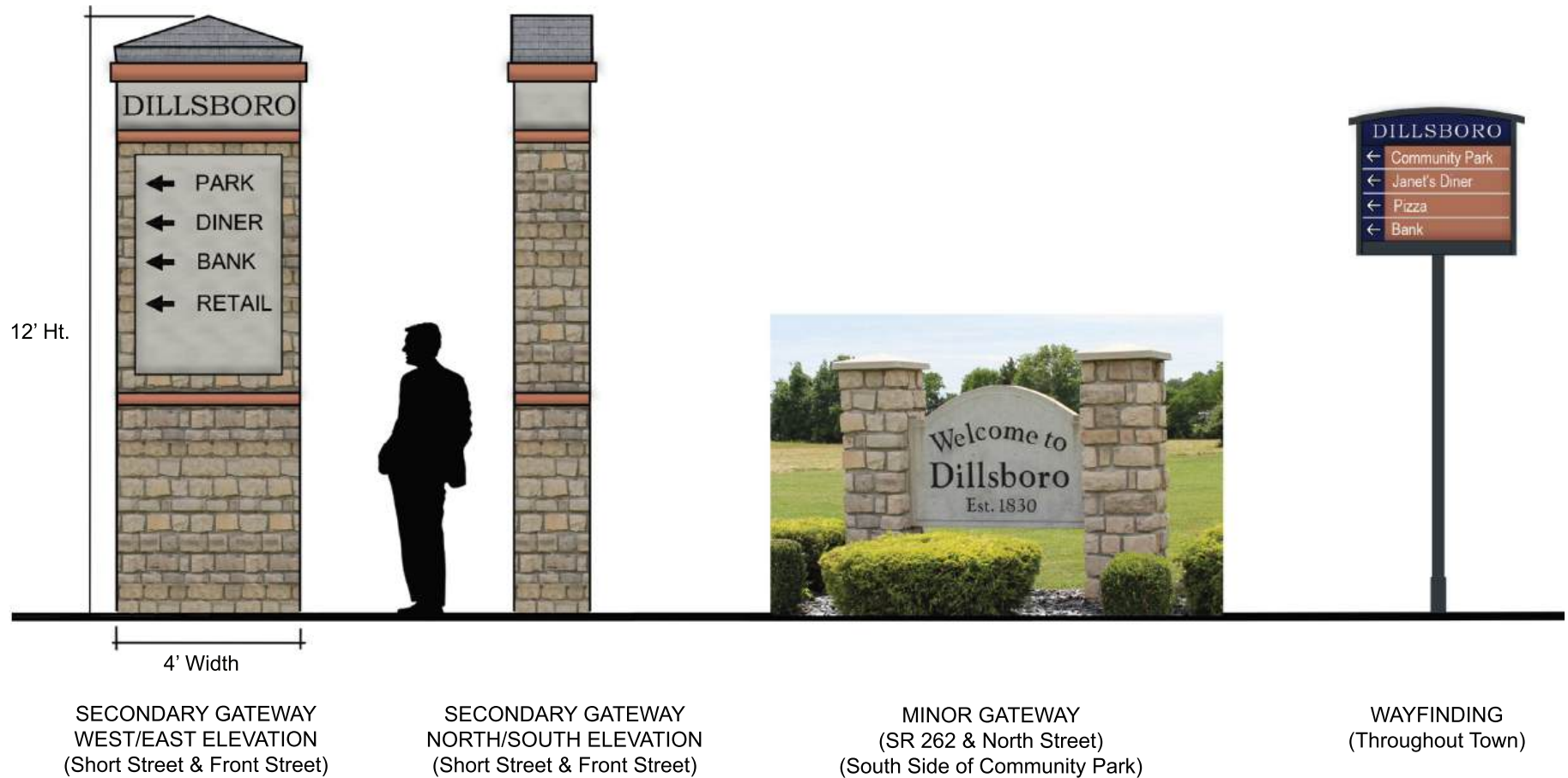
REVISED MAJOR GATEWAY CONCEPT 3



MAJOR GATEWAY
WEST/EAST ELEVATION
(West of Short Street)
(Station Hollow Road)

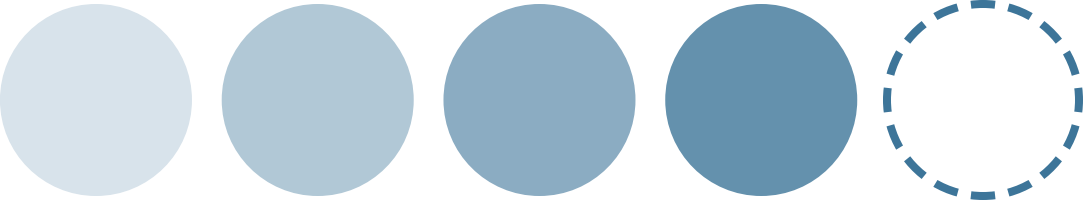
MAJOR GATEWAY
(NORTH/SOUTH ELEVATION
(West of Short Street)
(Station Hollow Road)

REVISED SECONDARY GATEWAYS AND WAYFINDING



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RECOMMENDATIONS



RECOMMENDATIONS

This plan outlines a vision for strengthening the economic potential, appearance, and function of the U.S. 50 gateway corridor. It does so by creating opportunities for increased visibility from the highway, increased lighting to improve safety and visibility of the town, enhanced landscaping and creating unique gateway signage for the Town.

The recommendations in this Chapter are meant to reinforce the development opportunities necessary for the activation of the corridor. Some of the recommendations could be on a 30-year time horizon and while many of the improvements are intended to occur in a much shorter time frame, larger development projects will likely happen as market forces dictate. Whether in the near-term or twenty-years in the future, it is important that the Town continues to reinforce strategies that promote the goals of Dillsboro while enhancing its existing assets. The strategies and initiatives identified here are critical elements needed to further support the needs of the residents, visitors and businesses.

Key strategies for implementation include:

- Construct gateway elements along the U.S. 50 corridor to increase town's visibility
- Engage the Indiana Department of Transportation (INDOT) in the evaluation of improvements to the corridor
- Provide safe pedestrian and bicycle crossings on U.S. 50
- Evaluate land use changes along the U.S. 50 corridor to encourage development along U.S. 50
- Increase lighting and safety for the corridor
- Create a wayfinding signage program to direct visitors within town
- Use public/private partnerships to implement recommendations
- Increase enforcement of non-maintained properties
- Provide utility conduits for utility extension to the north side of U.S. 50



U.S. 50 AT SHORT STREET LOOKING EAST



U.S 50 CORRIDOR AT OLD U.S. 50



U.S. 50 AT SHORT STREET LOOKING WEST



U.S 50 CORRIDOR AT S.R. 262 LOOKING EAST

Policy Recommendations

The following policy recommendations will support the corridor improvements over the short- and long-term.

- Improvements made on U.S. 50 will require a Memorandum of Understanding (MOU) between the Town of Dillsboro and INDOT. Under the MOU, the Town would be responsible for mowing and landscape maintenance of those corridors.
- A consistent level of maintenance for both INDOT owned and other corridors is desired to portray the character of the town.
- A strongly written litter ordinance with substantive penalties particularly for the gateway corridor is recommended to deter littering.
- A billboard ordinance that would restrict placement of billboards along the corridor is also recommended.
- A bicycle and pedestrian master plan is recommended to study the connectivity between the different areas of town. Connections between the downtown and future areas of growth both on the north and south sides of U.S. 50 should be addressed. Connections across the physical barrier of the highway will be another important component of this study. Additional connections between existing neighborhoods and the Dillsboro Park and Veteran's Walk would increase opportunities for residents to access these amenities by bike and foot rather than by automobile.
- Area rezoning should be studied for feasibility and growth opportunities for the town. Particular areas of study should include properties that have frontage on U.S. 50 or future frontage roads along the highway.

Implementation Recommendations

The following implementation recommendations will provide a measured and economically responsible approach to implementation of the gateway elements.

Construct gateway elements along the U.S. 50 corridor to increase town's visibility

- Develop a phasing plan that establishes priorities for implementation of gateway elements.
- Develop a budget plan for implementation including potential sources for funding including the Town's capital fund and grants.

Engage the Indiana Department of Transportation (INDOT) in the evaluation of improvements to the corridor

- Begin discussions with INDOT to address any concerns or future issues with the planned improvements.
- Evaluate the opportunity for cost sharing with INDOT for town amenities constructed during the INDOT funded roadway improvements.

Provide safe pedestrian and bicycle crossings on U.S. 50

- Discuss options for safe pedestrian and bicycle crossings on U.S. 50 with INDOT.
- Incorporate pedestrian and bicycle improvements into INDOT's roadway improvements.
- Begin education program through the Town's FaceBook page on the dangers of crossing U.S. 50 and special considerations needed for people choosing to cross at these locations on bike or foot.
- Evaluate a town-wide plan for bicycle and pedestrian connectivity which will continue routes into town.

Evaluate land use changes along the U.S. 50 corridor to encourage development along U.S. 50

- Assess the current zoning ordinance and zoning map to determine potential adjustments to encourage development visible from U.S. 50.
- Consider area wide rezoning and the benefits that can be realized by the town as a whole.
- Begin education program for area wide rezoning for residents prior to making the final decision on if area wide rezoning is warranted.
- Develop a committee to create guidelines to identify appropriate building types and site design principles to guide future development along the corridor.
- Identify building patterns that should not occur on the corridor.

Increase lighting and safety for the corridor

- Begin discussions with INDOT for increased lighting at intersections to be included with J-turn improvements.
- Discuss options for safe pedestrian and bicycle crossings on U.S. 50.
- Develop a plan to incorporate street lighting extending from U.S. 50 to downtown along Front Street and Short Street.
- Evaluate plans to continue sidewalk connections continuously from U.S. 50 to downtown along Front Street and Short Street.

Create a wayfinding signage program to direct visitors within town

- Develop a wayfinding master plan identifying locations for wayfinding signs including identification of key destinations.

- Create a phased plan to begin implementation of wayfinding signs.

Use public/private partnerships to implement recommendations

- Explore private/public partnerships such as grants or sponsorships
- Avoid selling naming rights to the gateways to maintain the Town's messaging as a priority and not the messaging of a particular business

Increase enforcement of non-maintained properties

- Review zoning ordinance to understand provisions in place for enforcement of non-maintained properties. It's often easiest to implement a ticketing system for zoning violations. Update zoning ordinance if necessary.
- If a nuisance ordinance doesn't exist for the Town (or County), then work with the Town Council to develop an ordinance.
- Identify which department would be responsible for enforcement. Determine how much time per week/month can be allocated to enforcement.

Provide utility conduits for utility extension to the north side of U.S. 50

- Identify and draw up plans where conduits should be provided.
- Identify town projects where the town can incorporate utility extension to the locations where utilities will be extended across U.S. 50.

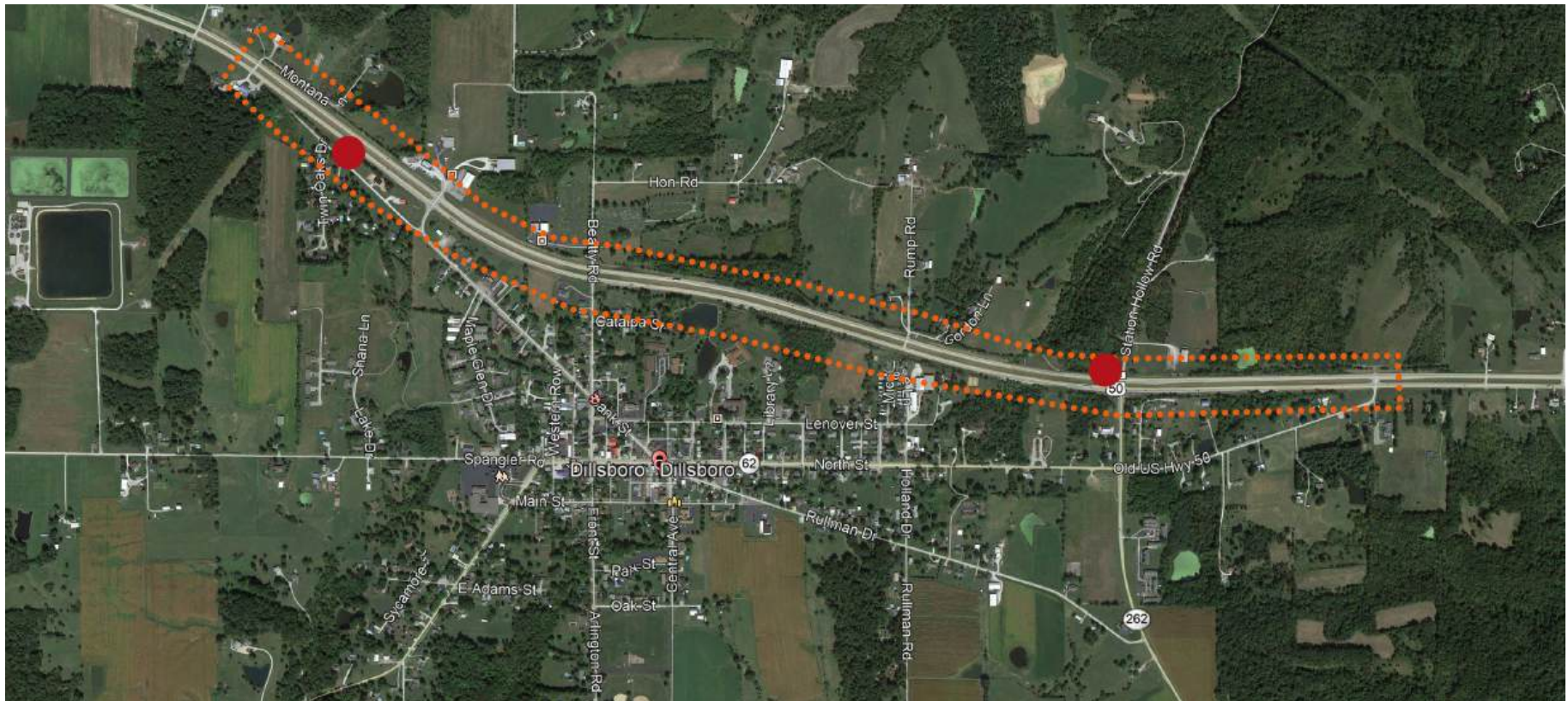
RECOMMENDATIONS

MAJOR GATEWAY SIGN

Major gateway signs are located along U.S. 50 at the eastern and western edges of town. Although, the signs are not located at the physical town limit lines, they are located at the points where residents feel that visitors are entering the town. The major gateway signs include the monument signs illustrated on the adjacent page along with uplighting and landscaping. The landscaping will be designed to be low maintenance but both the landscaping and the lighting will require some maintenance

and will need to be included in the MOU with INDOT.

The monument sign replicates the materials and form of the existing entry signs for Dillsboro. During consideration of the alternate concepts, the Steering Committee was drawn back to the character and feel of the existing signs which best represents the small-town character of Dillsboro. The larger scale signs will be visible from the high speed highway while still maintaining a smaller scale to better represent the town's character.



PROPOSED MAJOR GATEWAY LOCATION MAP



MAJOR GATEWAY
WEST/EAST ELEVATION
(West of Short Street)
(Station Hollow Road)

MAJOR GATEWAY
(NORTH/SOUTH ELEVATION
(West of Short Street)
(Station Hollow Road)

PROPOSED MAJOR GATEWAYS

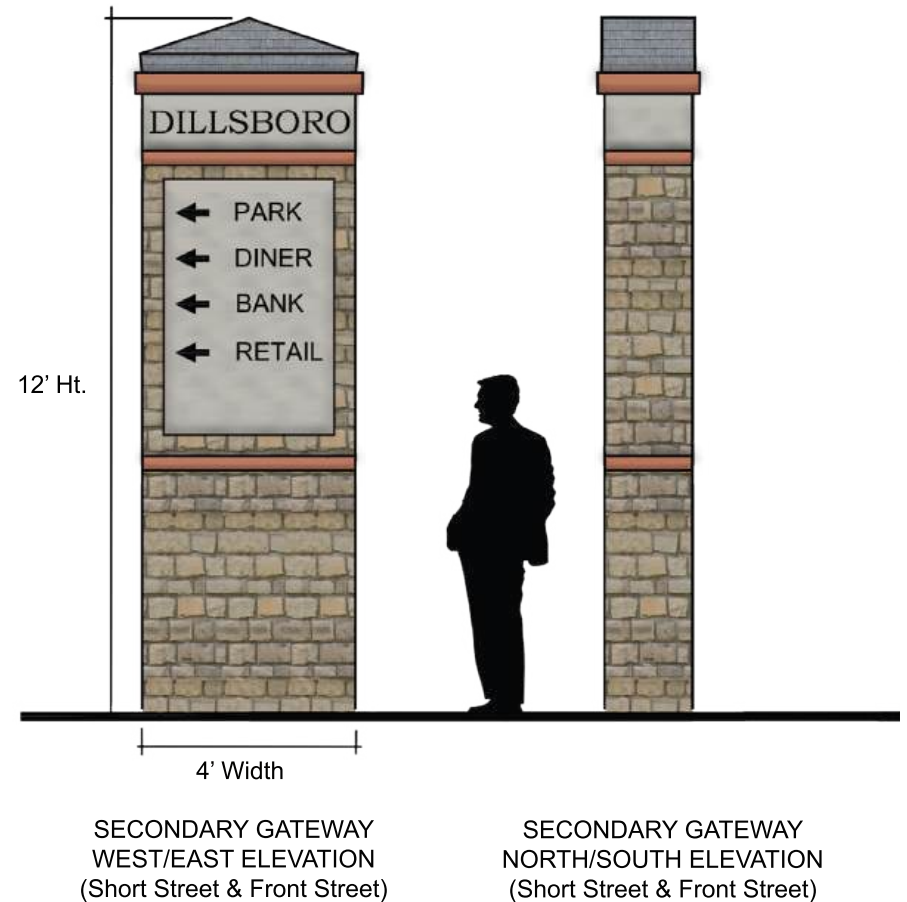
SECONDARY GATEWAY SIGN

Secondary gateway signs will be located at the intersection of U.S. 50 and Short Street/Industrial Circle and Front Street/Beatty Road. These intersections include roads which lead directly to downtown and the community park as well as, businesses located along the north side of U.S. 50.

The secondary gateway signs will include many of the same materials as the major gateway monument signs. These signs are vertical in nature to better fit the context of their locations and meet the limits of available right-of-way. The shingle feel of the material on the top of the column gives the gateway columns a more residential feel reflective of the character of Dillsboro. The metal trim pieces are copper colored metal to represent the agricultural history and rural nature of the town.

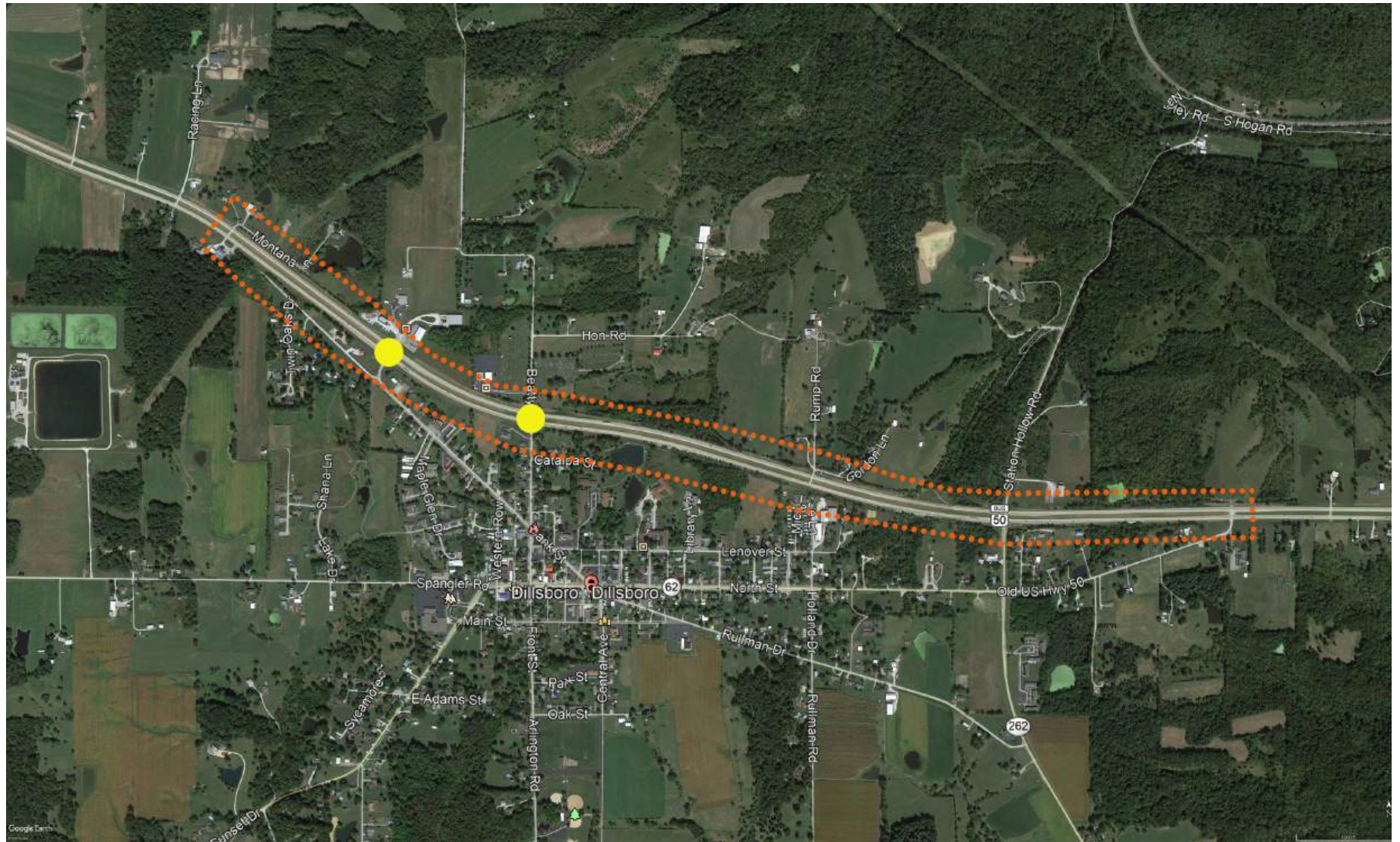
In addition to acting as gateways into the downtown, the secondary gateway signs also need to convey information to those traveling along U.S. 50. These signs will include information for the different offerings that the downtown has. This might include general information like shown in the graphic to the right, or might include information for specific businesses such as Janet's Dinner or the Blue Willow House. The Town will need to develop specific criteria for determining the information that is conveyed with these signs to keep them current with businesses and to provide a balanced and unbiased process to determine what is shown on the signs. The panels with town information should be interchangeable so that they are easily modified.

The secondary gateway signs will include landscaping and uplighting similar to the major gateway signs. The plant palette for plants and trees should remain consistent along the corridor to provide a consistent and well maintained corridor as the highway runs through the town.



PROPOSED SECONDARY GATEWAY

SECONDARY GATEWAY LOCATION MAP



RECOMMENDATIONS

MINOR GATEWAY

Although not specifically a part of the U.S. 50 gateway corridor, there are other minor gateways which mark the edge of town. These entrances carry fewer vehicles to the town but are still important in welcoming motorists to the town. The minor gateways are proposed at the intersection of S.R. 262 and North Street and south, near the park, on Arlington Road. The two existing signs will be used to delineate these entrances. The existing sign at S.R. 262 and North Street will remain in its current location. The existing sign along Short Street will be relocated to the Arlington Road location.

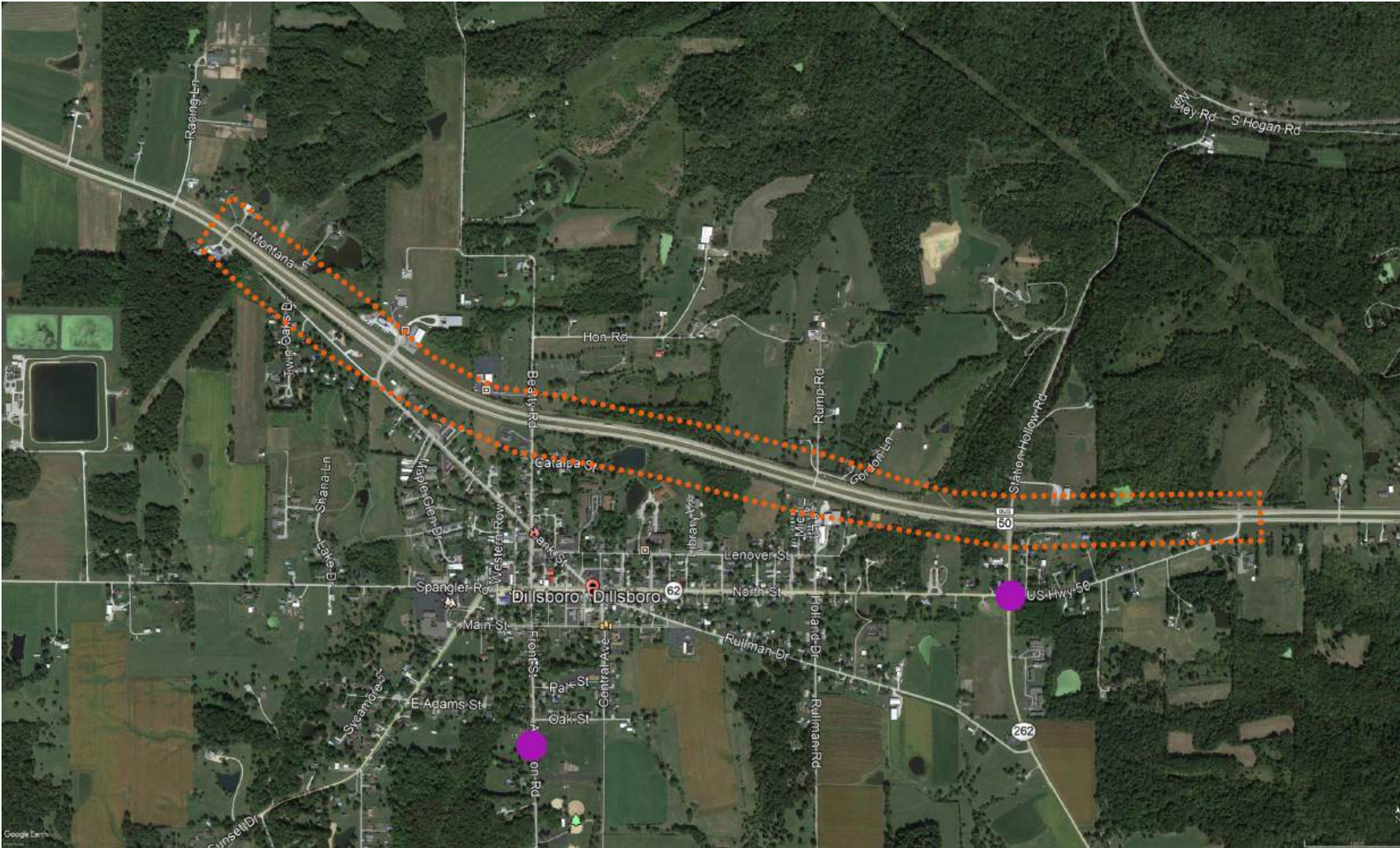
The minor gateway signs should include new landscaping with plant materials that are the same as those along U.S. 50. Providing a consistent image throughout the town further supports the visual cues letting visitors know when they have entered the town and when they have left the town limits. Uplighting should be included for both signs so they are visible at night. Signs should be placed outside of the “clear zone” required by INDOT. Additional property or easements may need to be purchased to accommodate these signs.

As the town grows, other locations might be identified as entries into the town where minor gateways may be desired. Additional signs matching the existing signs would be needed at that time.



EXISTING SIGNAGE - PROPOSED MINOR GATEWAY

MINOR GATEWAY LOCATION MAP



WAYFINDING

Another goal of the U.S. 50 gateway corridor plan was to direct traffic into downtown and to the park after they exit the highway. Wayfinding signage was developed to be compatible with the gateway monument signage and to reflect the character of the town. The wayfinding signage shown on the right would provide direction for motorists.

Like with the information shown on the secondary gateways, criteria will need to be developed to determine the information that is shown on the wayfinding signage. Typically towns and cities will provide general information on the wayfinding signage to avoid conflicts between businesses. The general information that might be conveyed with the wayfinding signage could include parks, dining, shopping, antiques, banks, walking trails, library, schools and civic locations such as fire department or police department.

A preliminary map is illustrated on the adjacent page for potential wayfinding sign locations. The Town should develop a master plan for wayfinding locations prior to the start of implementation. That will allow a phased approach for installation with consistent implementation. The panels containing information should be changeable to accommodate changes in business throughout the years or a change in the destinations that are identified with the signage.

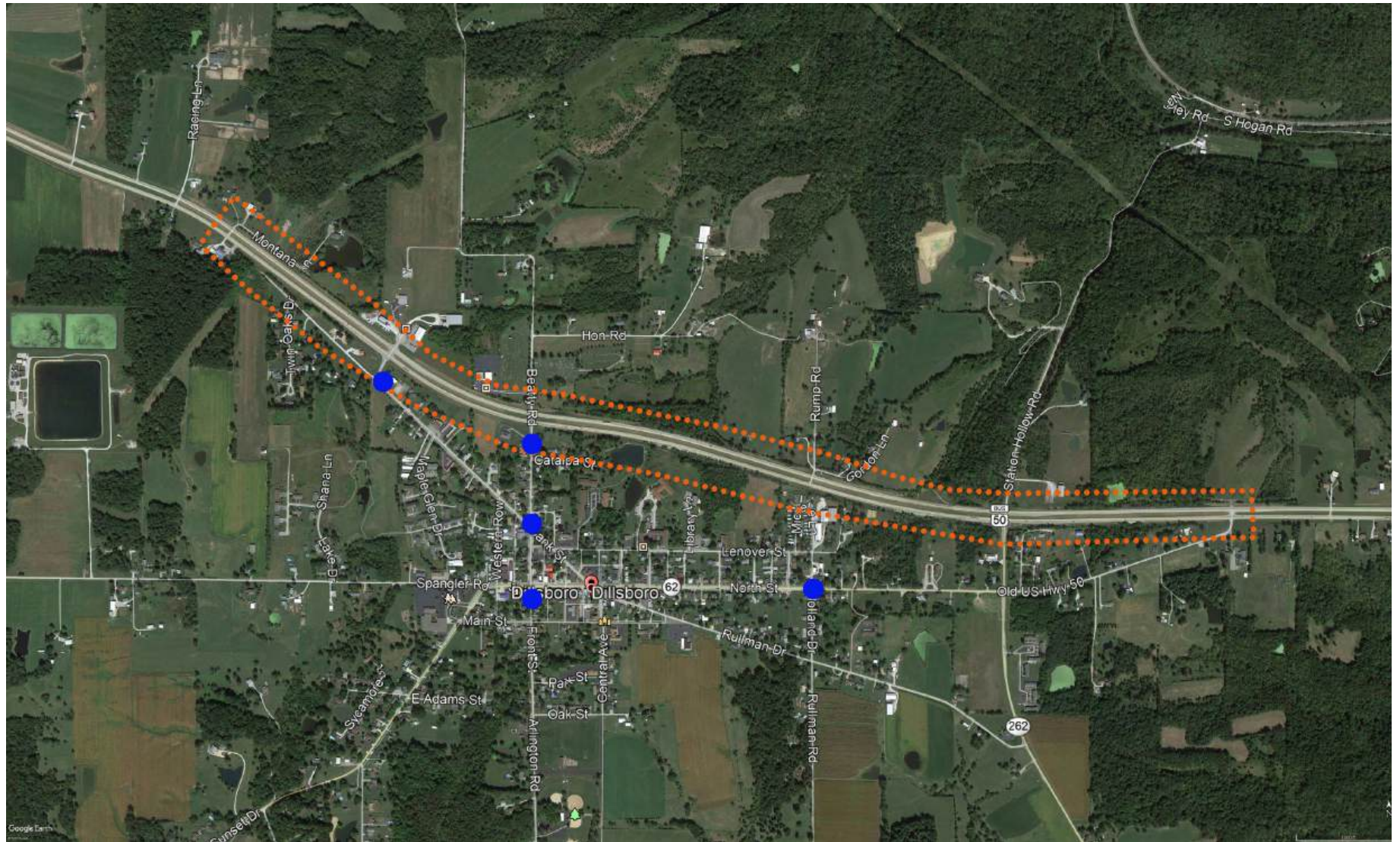
The location of the signage should consider existing street lighting. Additional lighting will not be needed for wayfinding signage when placed in coordination with street lighting. The scale of wayfinding is also important. The information on the sign should be visible to motorists but those traveling at a much slower speed in the downtown streets. The scale of the sign needs to be compatible with pedestrians walking on the nearby sidewalks.

In addition to the gateway signs, highway signs are recommended along U.S. 50 in advance of the entry roads to the town notifying motorists of the towns location. These might include “Dillsboro next three exits” signage or “Historic Dillsboro next exit.”



PROPOSED WAYFINDING SIGNAGE

WAYFINDING LOCATION MAP



MAJOR GATEWAY SIGN - WEST

The major gateway sign located on the west edge of town is located just west of Short Street where the state right-of-way is wider allowing adequate space for the monument sign outside of the safety “clear zone.” This location is slightly lower than U.S. 50 but with a wide opening in the vegetation for a longer stretch of the highway. This creates open sight-lines for drivers to see the signage. Some minor mounding for the sign may be needed to raise the elevation and increase its visibility.

The existing trees and additional landscaping provide a backdrop for the sign, focusing attention on the welcome message. The wildflower plantings, which will be carried along the length of the highway through town, catch the eye of motorists while letting people know that they have arrived in Dillsboro. Uplighting on the sign will highlight the sign at night while creating a soft glow, but not harsh lighting that would encroach on the neighboring properties.

The welcome message is at a scale that is visible by the motorists traveling at high speeds while also keeping to the minimum size to better reflect the character of the town. Dillsboro is a welcoming small town with unique restaurants and businesses and not a large urban area with large scale buildings and lights.

The area outside of the plant beds will be maintained as lawn. Consistent maintenance around the gateways and along the corridor will be important to maintain visibility for the signs but also to let visitors know that this stretch of road is a part of Dillsboro. The well maintained corridor is also a better representation of what people will find within the town itself.



MAJOR GATEWAY WEST EXISTING CONDITIONS



PROPOSED MAJOR GATEWAY WEST

RECOMMENDATIONS

MAJOR GATEWAY SIGN - EAST

The major gateway sign on the east end of town is located at the intersection of U.S. 50 and Station Hollow Road. The existing conditions of the intersection are shown in the picture to the right. The proposed gateway sign is illustrated on the adjacent page. Existing signage at this intersection has typically been located on the south side of the road at the S.R. 262 intersection. In the past, residents identified this location as a more accurate entry into the town. As the town continues to grow and expand to the north side of U.S. 50 it is important to indicate to drivers that the town includes both the north and south side of the highway. The northern location along Station Hollow Road is also more visible to motorists traveling west. A ledge will be graded out of the existing slope to provide an elevated view of this gateway sign. The existing hillside and trees will provide a backdrop for the sign. Uplighting will highlight the sign at nighttime.

In addition to the gateway and landscape treatment at this intersection, street trees are proposed along Station Hollow Road and S.R. 262. The street trees provide a visual cue to motorists that this isn't just another rural road into the county but is an entrance into the town. Although there is not current development along Station Hollow Road, other than the church located just off of U.S. 50, this is likely to become another entrance into the north side of town in the future. As development occurs, street trees can be incorporated with roadway improvements including creating safer crossings for pedestrians and bicyclists traveling between the north and south side of U.S. 50.



STATION HOLLOW ROAD EXISTING CONDITIONS



PROPOSED STATION HOLLOW ROAD MAJOR GATEWAY

SECONDARY GATEWAY SIGN - SHORT STREET/INDUSTRIAL CIRCLE

The intersection of U.S. 50 and Short Street /Industrial Circle is one of the main entrances into the downtown and to businesses located along the north side of U.S. 50. A secondary gateway sign will be located on both sides of U.S. 50 to mark this entrance. The gateway signs will provide additional visual cues for motorists to see the intersection in advance. The pictures to the right show each intersection's existing conditions. The illustrations on the adjoining page illustrates the proposed gateway signs and intersection treatments.

The secondary gateway located at the intersection of Short Street and the highway will be located on the southeast side of the intersection. U.S. 50 is higher than the adjacent land on both sides of the roadway. The southeast corner has a wider section of land which the gateway sign can be constructed with some minor grading to create the area needed outside of the "clear zone". This allows the existing drainage ditches to remain and the sign to be located well outside of the sight-lines needed for motorists on Short Street.

The secondary gateway at the intersection of Industrial Circle and U.S. 50 is located on the northeast corner of the intersection. The monument sign is set back from the roadway to accommodate both the "clear zone" and also the drainage ditch. The sign is set back so that cars at the stop bar on Industrial Circle are forward of the sign with clear sight-lines.

Proposed improvements include landscaping at both intersections around the gateway signs and on the opposite side of the entry roads. Street trees and street lighting are proposed along Short Street. As shown in the illustration on the adjacent page, this creates a more comfortable environment for pedestrians while also providing a distinction between the road leading to downtown versus the other county roads that motorists see while traveling along U.S. 50. Street lighting will add to the downtown character as well.



SHORT STREET EXISTING CONDITIONS



INDUSTRIAL CIRCLE EXISTING CONDITIONS



SHORT STREET PROPOSED GATEWAY



INDUSTRIAL CIRCLE PROPOSED GATEWAY

SECONDARY GATEWAY SIGN - FRONT STREET/BEATTY ROAD

The secondary gateways at Front Street and Beatty Road mark another access point for the town. U.S. 50 is at a higher elevation than the adjacent land. Both sides of the road have drainage swales parallel to the roadway. A guardrail is located along the southern edge of the roadway just east of the Front Street intersection.

The gateway at the Front Street intersection is located on the southwest corner. The grade drop-off on the eastern side of Front Street would make this location more costly and require additional grading and drainage work. The sign will be set back from U.S. 50 to allow generous sight-lines and be located outside of the INDOT “clear zone.”

The Beatty Road gateway will be located on the northwest corner to accommodate the existing drainage swale. This gateway may be installed in the future as new business and growth occurs on the north side of U.S. 50. The limited businesses that currently exist may not warrant the cost of this gateway during the first phases of implementation.

Landscaping and lighting will be included with both of the gateways and frame the roadway entrances. Street trees are proposed along both Beatty Road and Front Street. Front Street is one of the main access points to the downtown but currently doesn’t reflect the same character as the downtown area. The trees and street lighting along Front Street will provide a more comfortable condition for pedestrians and cyclists while also creating a more home-town character for the street.



FRONT STREET EXISTING CONDITIONS



BEATTY ROAD EXISTING CONDITIONS



FRONT STREET PROPOSED GATEWAY



BEATTY ROAD PROPOSED GATEWAY

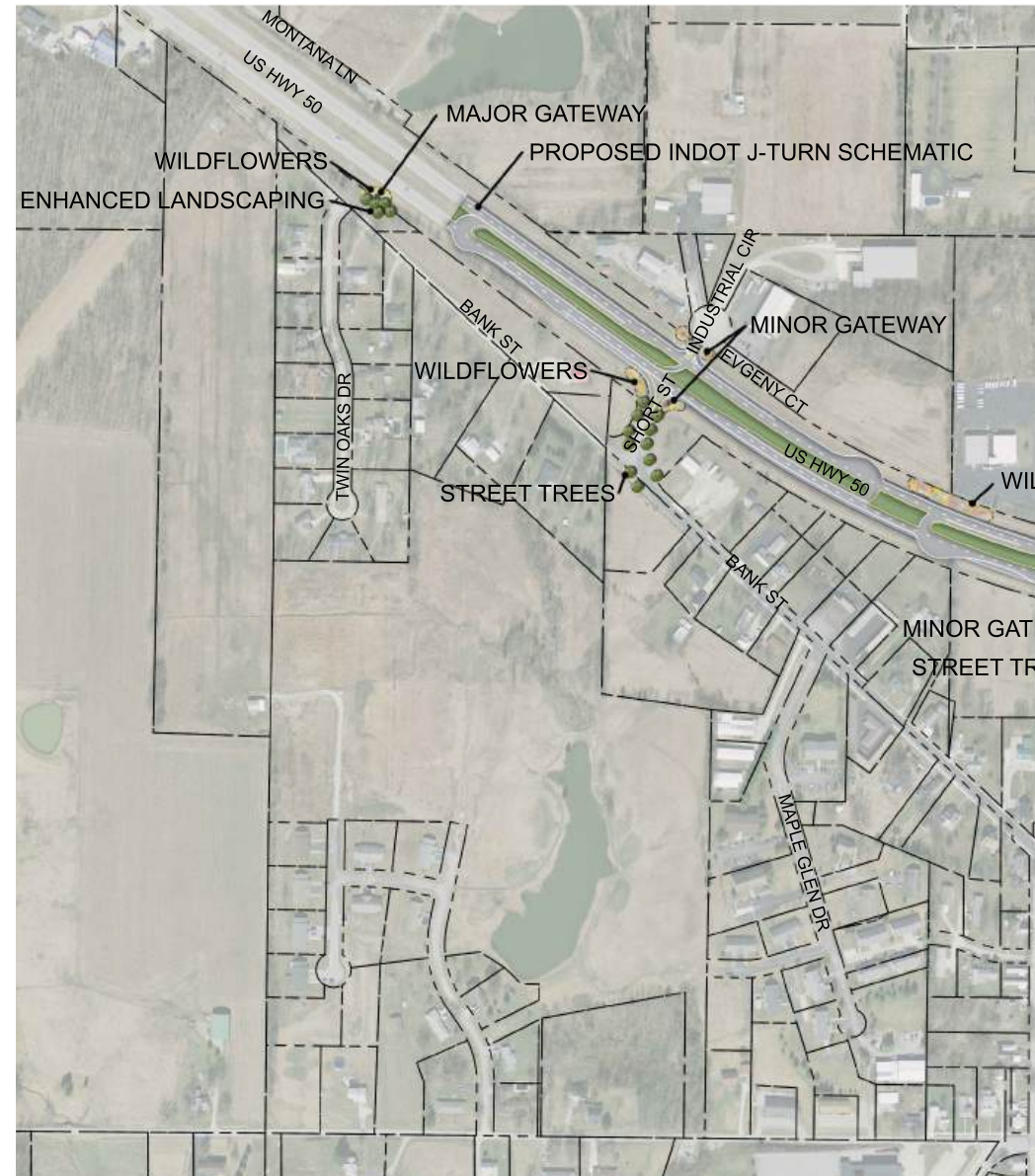
CORRIDOR PLANTINGS

Each of the gateway features includes landscaping to frame the monument signs and the roadway entrances into Town. In addition to consistent maintenance along the corridor, there is an opportunity to supplement the existing landscaping and create a corridor that is more reflective of the character of Dillsboro. Landscape at a broad or small repetitive scale provides color and texture that man-built structures cannot. Landscape, in simple large-scale applications, can take leftover places and transform them magically into powerful messages about a place.

The adjacent plan shows potential areas for large massing of wildflower plantings. The plant mix will be low-maintenance and hardy to withstand the harsh conditions along the roadside. There are areas along the corridor that have grades which don't allow plantings and should be maintained with their current vegetation. The addition of colorful plantings will create a corridor with noticeable differences from the corridor leading to and from town. Combined with the gateways, the wildflower plantings let motorists know that they are traveling through the town of Dillsboro and may heighten their curiosity to turn off of the highway to see what the town has to offer.

Areas without existing woodland vegetation or wildflower planting should be maintained as well-kept sod. Something as simple as maintained lawn can provide visual cues to motorists that they are within an incorporated area of a town instead of just traveling through another rural area. This level of maintenance will require long-term commitment by the town in both effort and funding.

PROPOSED PLANTING EXHIBIT





CORRIDOR LIGHTING

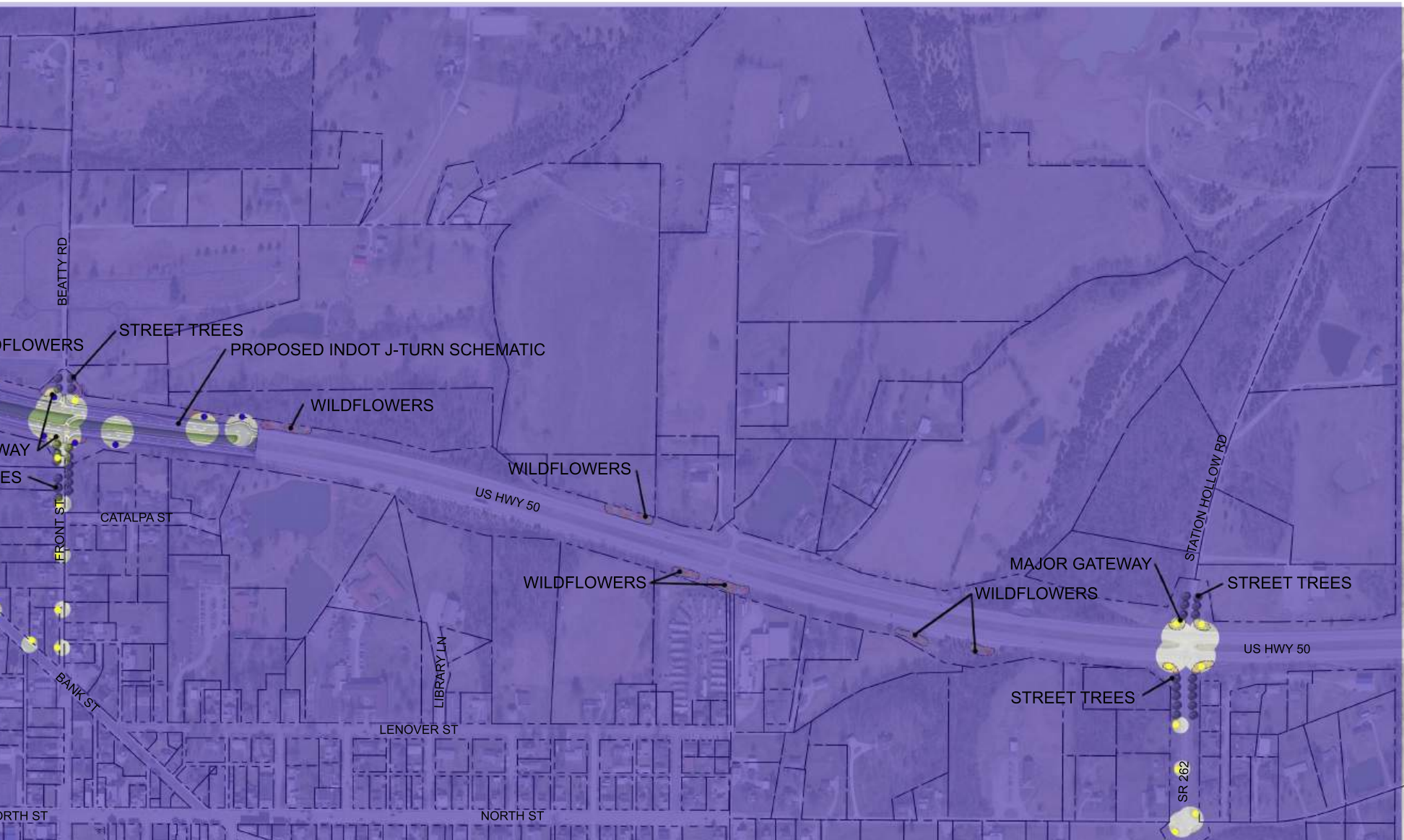
The existing U.S. 50 corridor lacks lighting at the town roadway intersections. This creates safety concerns and limits the visibility of motorists who are traveling through the town at night. The adjacent exhibit illustrates proposed lighting locations along U.S. 50, Short Street and Front Street. The blue dots represent the lights that were included with the preliminary J-turn design proposed by INDOT. The yellow dots represent the street lighting which would be installed by the Town over time. Additional lighting is also shown along U.S. 50. The existing roadway lacks a safe bicycle and pedestrian crossing. Several people currently cross the roadway at both Front Street and Short Street. This becomes especially dangerous at night when motorists can not see pedestrians or cyclists crossing the roadway. Even motorists that are crossing straight across the highway or making a left turn onto the highway can be hard to see now.

In addition to safety improvements, the increased lighting would also increase the awareness of the town to motorists on U.S. 50. The highway is surrounded by rural areas on the east and west sides of town. The increased lighting alerts motorists to the town's location, and again, might entice them to wander off of the highway to see what the town has to offer.

Cost savings may be realized if additional lighting along U.S. 50 is incorporated into INDOT's roadway improvements. The town should approach INDOT with the justification for additional lighting prior to design so that additional lighting can be incorporated into their plans.

PROPOSED LIGHTING EXHIBIT





BICYCLE & PEDESTRIAN CROSSING

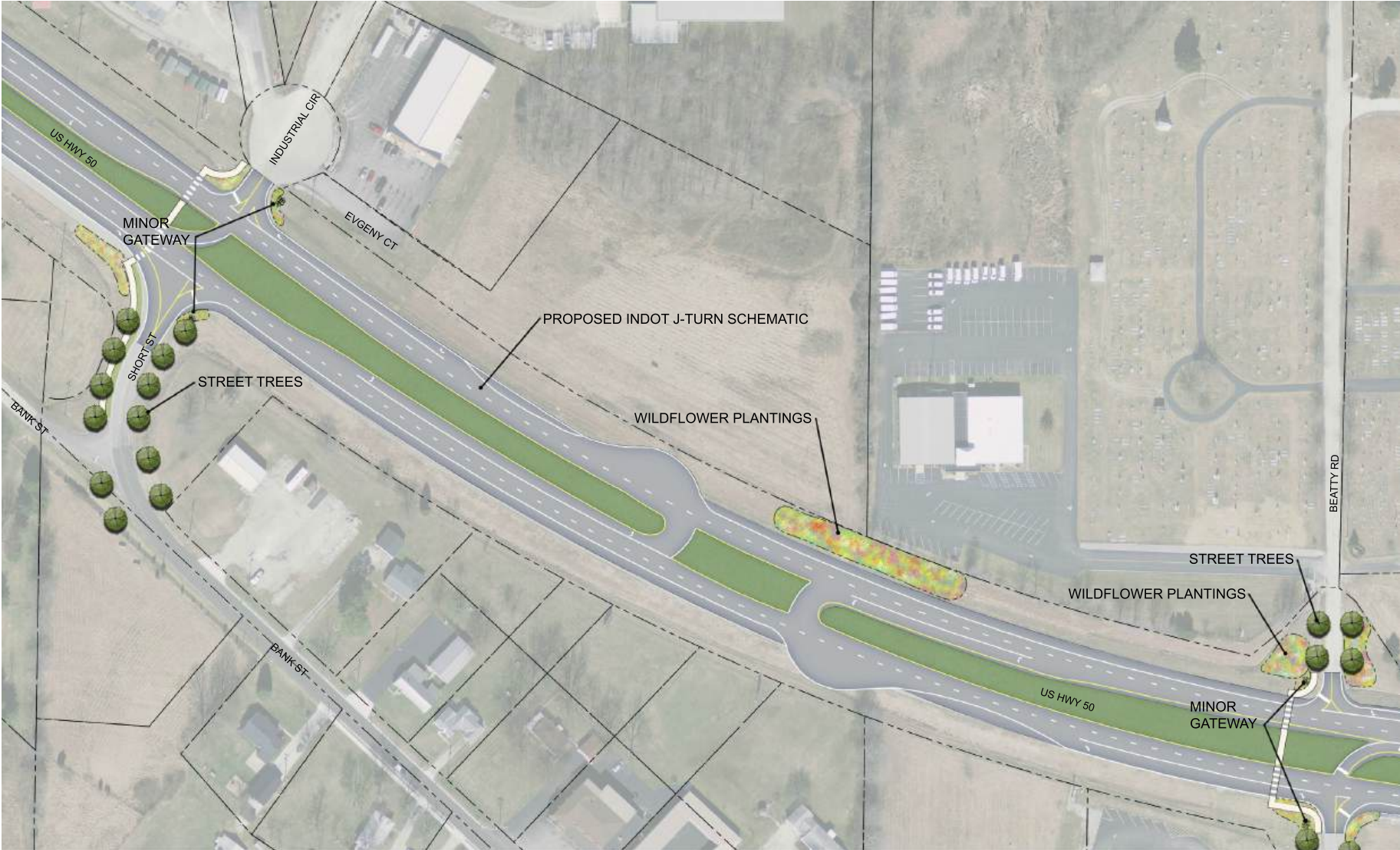
U.S. 50 does not currently have specific provisions for pedestrian and bicycle crossings between the north side of Dillsboro and the south side of the town. Residents currently cross the highway at the Short Street/Industrial Circle intersection and at the Front Street/Beatty Road intersection. Although INDOT typically discourages at grade pedestrian and bicycle crossings over a 4-lane highway at the current posted speed limit, accommodations should be made at these locations. Not only are people currently crossing at these locations but with parts of the town on each side of the roadway it is currently acting as a barrier to those without cars. This creates a disadvantage to those who may not have a car and who rely on different modes of travel to reach their destination. In addition, many people rely on the businesses north of the roadway for their purchasing needs.

The proposed improvements illustrated on the adjacent page will need to be reviewed with INDOT to discuss how the new roadway improvements will address pedestrian and bicyclists crossing the roadway. The recommended improvements include crosswalks, utilizing the median for a refuge, and RRFB (Reflective Rapid Flashing Beacon) signage to increase the awareness of motorists to this crossing. Additional signage should be incorporated to communicate to pedestrians and bicyclists the dangers of crossing the roadway at these locations and the high rate of speed requiring a large clear opening between cars to allow enough time for pedestrians and cyclists to safely cross the roadway.

Additional crossing types could include an elevated walkway across the roadway or a crossing going under the road. There are no current culverts or drainage ways crossing under U.S. 50 near this location which might be used for an underground crossing. The cost of an elevated walkway is prohibitive to a town such as Dillsboro and would need to be funded through other sources.



PROPOSED PEDESTRIAN AND BICYCLE CROSSING



UTILITY CROSSINGS

One of the largest deterrents to development in Dillsboro is the lack of utilities north of U.S. 50. There are currently no utilities located along the roadway and no crossings to the north side of the road. The map to the right shows potential utility crossing locations. Two of these locations would be in the vicinity of Short Street/Industrial Circle and Front Street/Beatty Road. Planning for these utility crossings could include discussion with INDOT to provide conduit under the proposed roadway improvements during construction. Discussions could also include any easements that would be needed to accommodate future utility extensions across the highway.

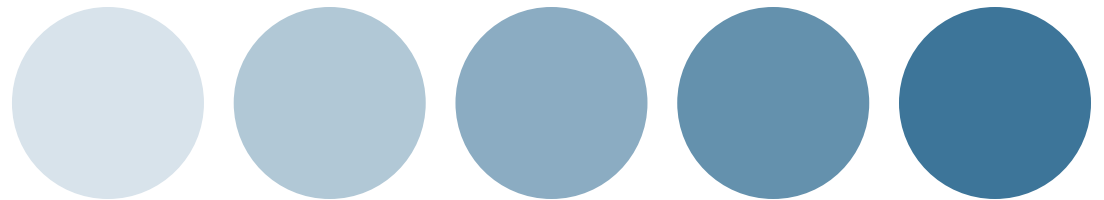
PROPOSED UTILITY CROSSINGS





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IMPLEMENTATION & COST ESTIMATES



PHASING & COST ESTIMATES

The Gateway Corridor Master Plan outlines a vision for strengthening the appearance and economic potential of U.S. 50 in Dillsboro. It establishes a series of physical improvement recommendations and a strategy to guide public and private investment, ultimately resulting in a corridor that acts as a gateway into the Town of Dillsboro.

Although the plan spans a long range time horizon, many of the projects identified are intended to occur in a much shorter time period as resources become available. Larger development and redevelopment projects will likely occur as market forces dictate. It is anticipated that many of the existing land uses will continue on for some time until larger development projects become possible, and that major changes to private property will largely be voluntary and market driven.

The plan addresses how the town can make improvements to the U.S. 50 corridor to foster new development while drawing more people into the town by increasing motorists awareness of the town as they travel along U.S. 50. Major components of the Gateway Corridor Plan include beautification, creating attractive entrances to the Town, increasing the viability and safety of bicycle and pedestrian travel, and creating opportunities for future development along the corridor and north of U.S. 50 by providing the opportunity for utility expansion.

The costs included on the adjacent page represents averages and are based on professional best practices information. Numbers used as baseline numbers represent 2020 costs. Additional costs are included for drainage improvement allowance, contractor mobilization/demobilization, construction layout, design fee, and contingency. More detailed cost estimation should be completed for each identified project as it nears implementation.



MASTER PLAN LEVEL COST ESTIMATE

PHASE	Cost Range	
Phase One	\$150,500 - \$301,500	
Major Gateway - West	\$ 75,000.00	\$ 150,000.00
Major Gateway - East	\$ 75,000.00	\$ 150,000.00
Relocate Ex. Sign - Minor Gateway South	\$ 500.00	\$ 1,500.00
Phase Two	\$21,000 - \$52,000	
Corridor Plantings	\$ 20,000.00	\$ 50,000.00
Wayfinding Signage (5 signs)	\$ 1,000.00	\$ 2,000.00
Phase Three	\$100,000 - \$150,000	
Secondary Gateway - Short Street	\$ 50,000.00	\$ 75,000.00
Secondary Gateway - Front Street	\$ 50,000.00	\$ 75,000.00
Phase Four	\$19,000 - \$31,500	
Street Trees - Front Street	\$ 6,000.00	\$ 10,000.00
Street Trees - Short Street	\$ 6,000.00	\$ 10,000.00
Landscape Plantings - Beatty Road	\$ 5,000.00	\$ 7,500.00
Landscape Plantings - Industrial Circle	\$ 2,000.00	\$ 4,000.00
Phase Five	\$100,000 - \$150,000	
Secondary Gateway - Beatty Road	\$ 50,000.00	\$ 75,000.00
Secondary Gateway - Industrial Circle	\$ 50,000.00	\$ 75,000.00

* Does not include INDOT improvements including U.S. 50 lighting

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