

DESTINATION

NEWBURGH

PLANNING FOR OUR NEXT 10 YEARS

COMPREHENSIVE PLAN

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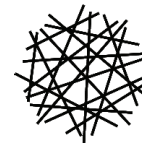
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01

executive summary

The predominant theme of this plan is finding and supporting a balance between dual priorities of supporting future growth and maintaining the identity of Newburgh as a small river town. At the same time, the Town must find a way to support long-term economic stability of the community in the face of challenging trends.

The last comprehensive plan was completed in 2001, over 20 years ago. During that time, surrounding areas of Ohio Township and Warrick County have grown rapidly, putting additional strain on Town resources and infrastructure, while the boundaries of the Town and residents supporting those additional strains have remained nearly the same. The population of Newburgh in 2000 was 3,088. As of the 2020 Census, the population was 3,344. At the same time, the median age of town residents has increased from 39.1 in 2000 to 48.3 in 2020, a much older demographic than surrounding Ohio Township and nearby Chandler and Boonville.

Newburgh must find equilibrium between celebrating and leaning into its historic rivertown identity, while encouraging and accepting conveniences and amenities which complement this rich historic heritage and support long-term economic stability of the community.



THE PLANNING PROCESS

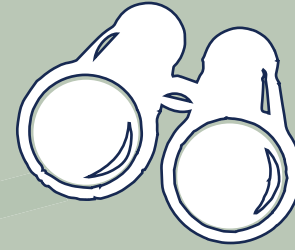
The Newburgh Comprehensive Plan is informed by research and analysis of existing conditions, review of past plans, and community feedback. The plan process - guided by five meetings with the steering committee - followed a 4-step approach to creating the final planning document:

1. Casting a Vision
2. Reaching a Consensus
3. Forming the Plan
4. Developing Action Steps

Past plans that helped guide the development of this plan include the 2001 - 2021 Comprehensive Plan for the Town of Newburgh, the 2011 Newburgh Downtown Revitalization Action Plan, and the 2023 - 2027 Parks, Recreation, and Open Space Master Plan.

Throughout the planning process, plan information was conveyed via the project website (www.destinationnewburgh.com), the Town of Newburgh Facebook page, Buzz in the Burgh (an SMS messaging service), and utility mailers sent out to residents. There were two public outreach events held including a booth at the Christmas in Newburgh event to inform residents about the plan and encourage them to participate in engagement opportunities and a public open house held at Lou Dennis Park with interactive feedback opportunities and further education about the plan.

Public input was also collected via an online survey which garnered around 250+ responses, as well as through eight stakeholder meetings. Stakeholder meetings gathered a diverse range of local perspectives, including economic development, education, housing, utilities, local government, local businesses and quality of place. Preliminary findings were presented at a public open house at Lou Dennis Park to solicit additional feedback.



CASTING A VISION

Newburgh 10 years from now...

Where do we want to be?



REACHING A CONSENSUS

Now that we agree on issues...

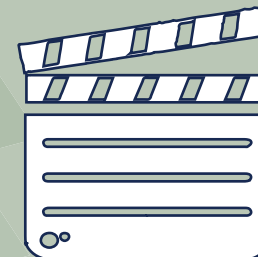
How are they addressed?



FORMING THE PLAN

Once we identify goals...

How are they accomplished?



DEVELOPING ACTION STEPS

With goals and objectives..

What are the concrete steps to see the plan through?



CONSENSUS ISSUES

Through public survey responses, steering committee meetings, stakeholder discussions, and public outreach events, eight consensus issues were identified as priorities for the Newburgh community at large.

1. Continue Quality of Life Investments

Newburgh has made strategic investments in quality of life amenities over the last several years. The Town should continue these investments in areas such as parks, trails, and community events in support of existing residents and attracting new residents.

2. Reinforce Town Branding and Identity

Newburgh has a strong sense of identity as a historic rivertown, but town boundaries are not clearly understood. The Town should consider marketing efforts both to continue to draw visitors into town as well as to clearly define Newburgh, maintain its unique character, and clarify what areas the Town has a responsibility for.

3. Increase Community Connectivity

Residents and visitors alike highly value the Rivertown Trail. Newburgh must expand its pedestrian network, both trails and sidewalks, to ensure that residents have safe access not only within the downtown and riverfront but also to and within residential areas and other community amenities such as parks.

4. Continue Investment in Downtown

Newburgh's identity and tourism appeal is interwoven with its downtown. Continued investment in the downtown area will continue to make Newburgh an attractive place to visit and live.

"My dream for Newburgh would be more kid-friendly businesses and activities!"
-Newburgh Resident

"A focus on increasing tourism to downtown is a great opportunity."
-Newburgh Resident

"We need to grow without losing what makes us a unique town."
-Newburgh Resident

5. Attract Younger Families and Adults

Newburgh's population is aging much faster than surrounding areas. To ensure a balanced population in the future, Newburgh should implement strategies to attract young adults and families into town, including with more varied and attainable housing options and continued investment in quality of life.

6. Increase Business Support and Development

Local businesses form the core of local economic development and tourism. Newburgh should ensure the long-term success and development of local businesses through consolidated and easy to access resources and assistance.

7. Increase Civic Engagement

To increase local capacity and ensure a high level of service, the Town should expand outreach and opportunities for local citizen involvement as well as increase partnerships and cooperation with community groups.

8. Encourage Appropriate Town Growth

Newburgh is constrained in its ability to expand Town boundaries. However, the Town should support appropriate and measured growth through annexation of new development and infill redevelopment to incrementally increase the Town's net residential density. Growth around Newburgh continues to impact Town resources without the accompanying support of people using those resources.

These consensus issues have shaped the plan and informed the goals and objectives discussed in Chapters 4, 5, 6, and 7.

"I love the parks, riverfront,
and the splashpad!"

-Newburgh Resident

"It would be great to have
more affordable family
activities available."

-Newburgh Resident

"We need new and expanded
trails and sidewalks to
complete connections."

-Newburgh Resident

PRIORITY GOALS

Out of the 17 goals presented throughout the plan, several have risen to the top as priorities for the Town over the next several years. These priority goals will support the other goals and subsequent objectives listed in the plan and summarized in Chapter 8.

1. Increase collaboration at the county and regional level on planning efforts to benefit Newburgh.
2. Evaluate existing and additional funding sources.
3. Bolster code enforcement efforts.
4. Enhance Town branding and marketing.
5. Increase collaboration, communication and engagement among Town officials, staff, residents and local businesses.
6. Continue investments in quality of life amenities.
7. Update development and zoning ordinances to reflect priorities of this plan.
8. Create a bicycle and pedestrian-friendly town through supportive infrastructure and policies.

Goals and objectives are summarized and addressed in further detail in the Action Plan Chapter.





02

introduction

The Destination Newburgh: Planning for Our Next 10 Years Comprehensive Plan was commissioned to update the Town's 2001 Comprehensive Plan. Extensive changes have occurred around Newburgh in the 20+ years since the last comprehensive plan. This plan was intended to re-evaluate priorities for the Town over the next 10+ years in order for Newburgh to be in the best position to respond to changes in the broader community and region.

A comprehensive plan is a guidance document for local community leaders and town staff to reference when making decisions about future land use, infrastructure, and community development decisions. The plan establishes goals for the future as well as providing recommendations for how to achieve those goals. Without a plan in place, decisions can often be reactionary and focus on current issues without looking ahead to the future.

This plan was started in the fall of 2022 and completed in summer of 2023.

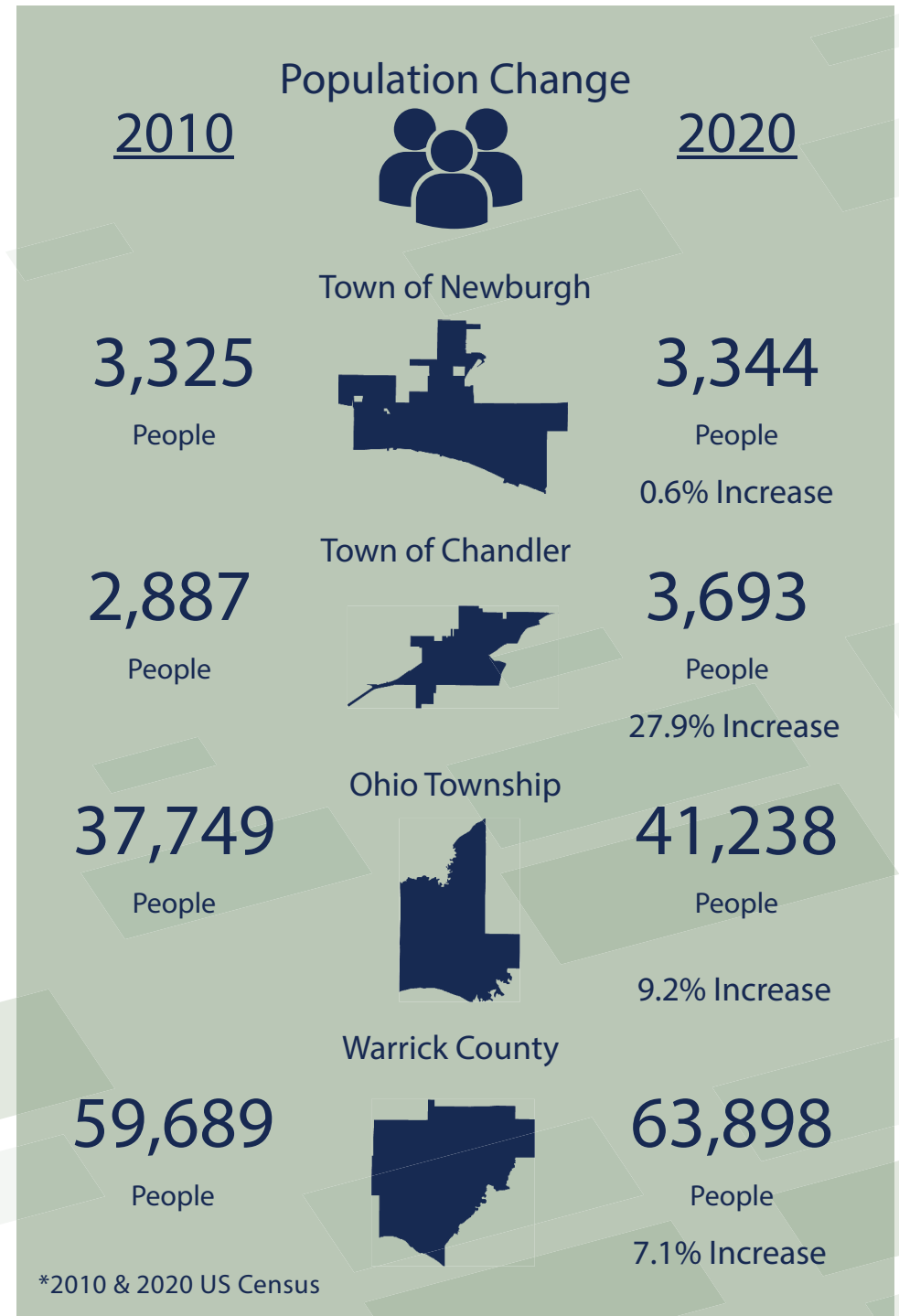


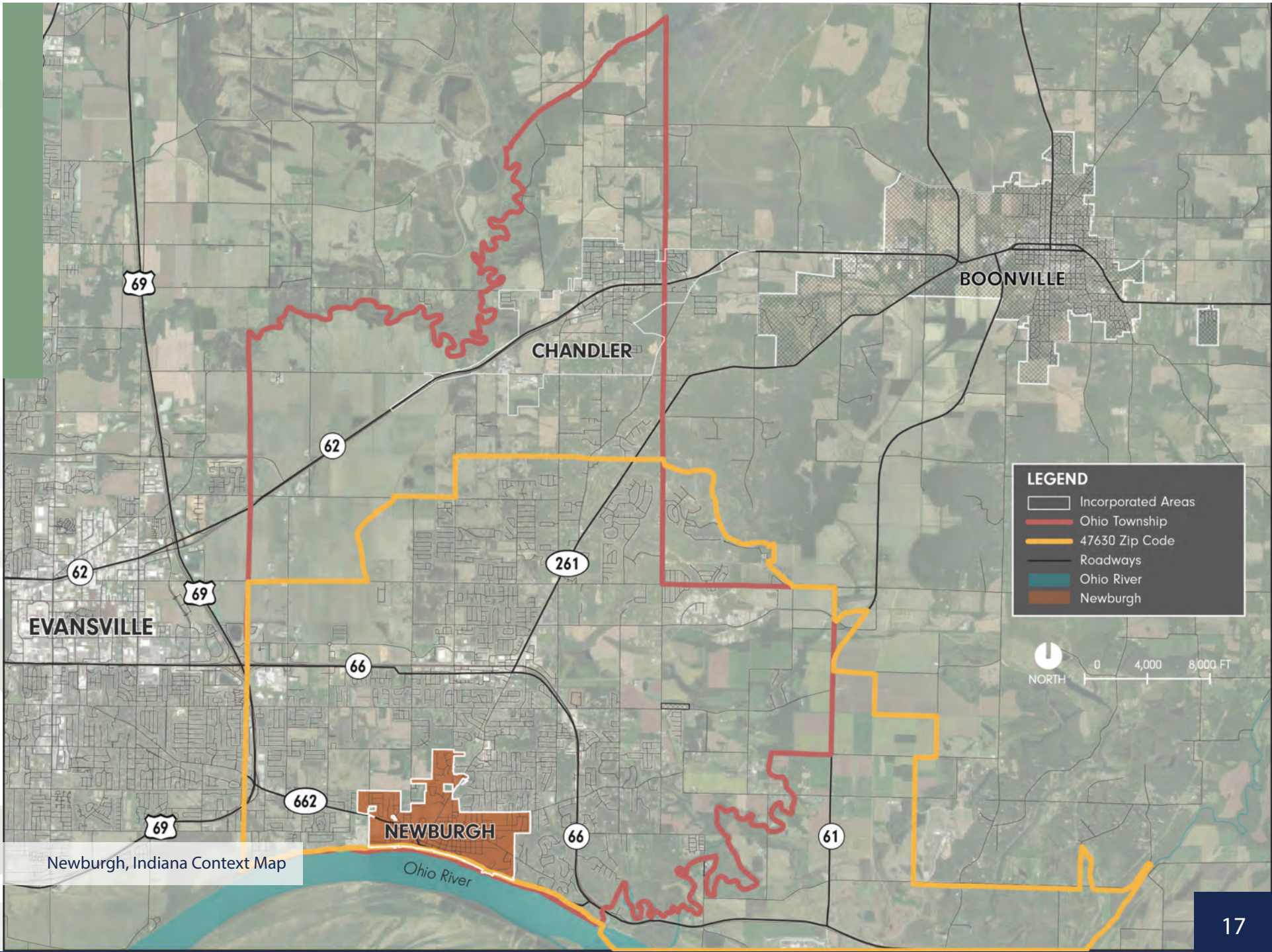
COMMUNITY CONTEXT

The Town of Newburgh is a charming and historic community situated on the scenic banks of the Ohio River, which has played a significant role in the town's history and continues to be a focal point of the community today. The community proudly celebrates its historic rivertown heritage which is a central and defining part of its identity and tourism draw. Responses from the public survey showed that people are extremely proud of the quaint, riverfront, small-town atmosphere and historic downtown in Newburgh.

This pride can be seen throughout the community's various historic neighborhoods and downtown district, along the riverfront, in numerous local businesses, and within the dedicated community organizations and committees that strive to uphold Newburgh as a great place to live and visit.

Newburgh's location and charm make the town of just over 3,300 people an attractive location for residents and visitors alike. The area around Newburgh has grown significantly within the last several years. However, the growth within Warrick County (7.1% increase over 10 years) and Ohio Township (9.2% increase over 10 years) is not reflected in Newburgh's population growth over the last decade. While the area around Town has grown, the Town has not adjusted its boundaries in tandem with that growth, which has made it difficult to attract new development. Surrounding developments and growth have skewed the lines on where Newburgh's true boundaries lie. Today, Newburgh is well-positioned to capitalize on regional growth trends but must do so in a manner that reinforces its unique small-town identity and responds to the physical and man-made constraints facing the Town.





Newburgh, Indiana Context Map

PLANNING AREA

The planning area and jurisdiction of this plan covers only the Town limits of Newburgh as shown on page 17. Although much of the area extending from the Ohio River to north of SR 66 is perceived to be Newburgh, the Town's corporate limits include just 1.5 square miles of the approximately 47 square miles that hold a Newburgh address with the 47630 zip code. This means that while over 38,000 people live within Newburgh's zip code of 47630, only around 3,300 residents live within the actual Town limits of Newburgh.

While the planning jurisdiction for Newburgh Town government includes all areas within the incorporated boundary of the Town, this plan may also provide recommendations for areas immediately adjacent to the Town that could potentially be developed or impact the Town. It is important to note that while the plan informs local policies related to land use, it is not a zoning ordinance. However, the comprehensive plan can be used to inform proposed and appropriate zoning changes within the planning area.

PLANNING PROCESS

A successful comprehensive plan is built on a foundation of engagement with a community's residents, businesses, non-profits, and local leadership. Building consensus through discussions with these groups helps more clearly articulate the vision of the community and ensure the plan answers the needs of Newburgh. It is also important that the plan be evaluated regularly to ensure that the priorities and goals are appropriate as community needs and realities change over time. While the last comprehensive plan was updated in 2001, it is recommended that this plan be revisited every year, and updated every 10 years or earlier as needed.



The planning process took place over a ten-month period and included various public engagement opportunities. The plan process and timeline consisted of the following phases:



1

PROJECT KICK-OFF & VISIONING

October - November

The early months of the planning process largely included preliminary data collection and analysis, forming the steering committee, and determining the initial engagement opportunities for the general public.

Key Events:

- Initial Coordination Visit
- Steering Committee Meeting #1



2

CONSENSUS BUILDING

December - January

The second phase of the process was building a consensus on the opportunities and challenges heard during the initial rounds of public engagement and further discussing the main topics that led to the development of the plan's vision and goals.

Key Events:

- Project Website
- Stakeholder Interviews
- Public Survey
- Public Workshop



3

PLAN DEVELOPMENT

February - April

The third phase largely focused on the creation of the document and identifying unique strategies that would serve as implementation projects and lead to the success of the plan's goals and overarching vision.

Key Events:

- Steering Committee Meeting #2 and #3
- Big Ideas Open House
- Draft Review



4

PLAN REVIEW & ADOPTION

May - August

The final phase consisted of finalizing the document, presenting the finished product to the public, and working with the governing bodies to adopt the comprehensive plan.

Key Events:

- Steering Committee Meeting #4 and #5
- Public Draft
- Plan Presentation
- Plan Commission Meeting
- Town Council Adoption

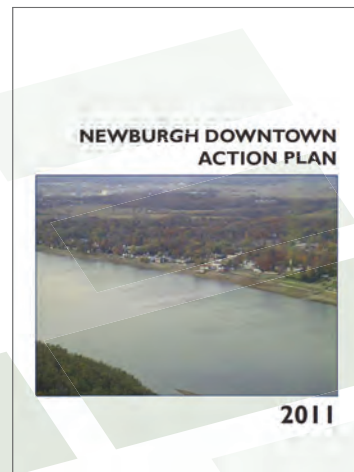
PUBLIC OUTREACH

Specific public engagement opportunities and outreach included:

- Online public survey
- Booth and outreach during Christmas in Newburgh at Preservation Hall
- Stakeholder discussions
- Public Open House at Lou Dennis Park
- Outreach through the Town's website, Facebook page, Buzz in the Burgh SMS text messaging service, and utility mailers

Input from these engagements are discussed in greater detail in the Discovery and Analysis Chapter.

This is not the first planning effort the Town has undertaken. While the last comprehensive plan was in 2001, the Town recently completed a 5 Year Park and Recreation Master Plan, which was last updated in 2018, and a 2011 Downtown Action Plan. The Town has also acted on recommendations in these plans as evidenced through new park facilities, parking improvements, new sidewalks, gateway and wayfinding signage, trail improvements, and infrastructure improvements.





PLAN CHAPTER LAYOUT

This Comprehensive Plan is organized into the following chapters:

Chapter 1 – Executive Summary:

Provides a brief summary of the plan purpose, primary findings and priorities of the plan.

Chapter 2 – Introduction:

Includes an overview of the planning process and the organization of the document.

Chapter 3 – Discovery and Analysis:

Provides a summary of planning context, background analysis, and public engagement that helped shape the plan.

Chapter 4 – Community Character and Quality of Place:

Reviews key elements that will continue to drive the quality of place within the town, both in physical and human investment.

Chapter 5 – Land Use:

Reviews a framework for future land use within the town.

Chapter 6 – Housing:

Explores current and future needs for housing in the community.

Chapter 7 – Transportation and Connectivity:

An overview of transportation and utility topics that should be considered when managing future growth and redevelopment.

Chapter 8 – Action Plan

Presents consolidated tables with the implementation strategies meant to guide the community to achieve the goals outlined within each chapter.

Chapter 9 – Appendix

Holds any accompanying data, maps, or public input that may be needed to support the goals and strategies of the plan.



03

discovery & analysis

The foundation for any successful planning effort lies in a thoughtful synthesis of both hard data about a community and in understanding perceptions and concerns from those who call that community home.

This chapter summarizes the hard data of Newburgh through existing demographics, socioeconomics, physical characteristics, and trends that have impacted the development and growth of the Town. In addition to quantifiable data, this chapter also summarizes public engagement obtained from Town residents, businesses, and those who consider Newburgh their home. Both types of input and information were used to identify the key challenges and opportunities in Newburgh.



PUBLIC ENGAGEMENT SUMMARY

This plan was not developed in a vacuum. A steering committee of both Town staff and local leaders was formed to guide development of the plan. The committee gathered five times over the course of the planning process to review data, input, and recommendations.

At the start of the process, a dedicated project website (www.destinationnewburgh.com) was developed to host plan information, drafts, and pertinent information for the public. A public survey was also created and distributed through fliers, the Town's website, the Town's Facebook page, Buzz in the Burgh SMS text messaging, and utility mailers. In person outreach events were held during the Christmas in Newburgh event at Preservation Hall and an open house at Lou Dennis Park. Conversations with community stakeholders representing local businesses, education, utilities, housing and economic development were also held. Key takeaways from these various engagements are highlighted below. A more detailed public engagement summary can be found in the Appendix.

Christmas in Newburgh Booth



Community LOVES: local quality of life, amenities (Trail, Riverfront) and small businesses - shops and restaurants.



Noted OPPORTUNITIES: expand upon quality-of-life amenities and support more shops and restaurants



IMPROVEMENT needs: increase festivals and programmed events, provide more retail opportunities.



Perceived CHALLENGES: growth without losing identity and ability to act upon a plan and/or ideas



Public Survey

The survey had 18 total questions and garnered 258 responses. Approximately 67% of respondents were current residents or business owners. Nearly half of respondents (47%) have lived in Newburgh for more than 15 years. Another third of respondents (28%) have lived in Newburgh for 6 to 15 years. Most survey participants were middle-aged or older with approximately 41% between the ages of 46 and 65. Additionally, 37% were aged 31 to 45.

Top Responses:

Community members of Newburgh are most proud of...

The connection to the river with the Riverfront Trail, the quaint, small-town atmosphere, historic downtown, location along the Ohio River, and the local school system.

Community members wish Newburgh had...

More dining and shopping opportunities, sidewalks in better condition, lower utility rates, more diverse (and affordable) housing stock, more entertainment and recreation amenities, and better maintenance of homes and buildings.

Key words & phrases identified with the future of Newburgh:

POSITIVE OUTLOOKS

- Historic
- Riverfront Destination
- Family-friendly & Safe
- Quaint & Peaceful
- Growth Opportunity
- Shopping & Entertainment

NEGATIVE OUTLOOKS

- Stale & Boring
- Overcrowded & Congested

What types of development are most needed within Newburgh to support future growth?



High Priority:

- 56% say Retail and shopping
- 78% say Restaurants and entertainment
- 85% say Public parks and open space



Split Priority:

- Single-family housing at 35% high priority, 29% low priority, and 37% neutral



Low Priority:

- 62% say Apartments
- 55% say Office space

Where is the most potential for future development or redevelopment?
(Ranked highest to lowest)

1. Downtown at (56.85%)
2. West of Downtown (31.12%)
3. Near Hwy. 66 (28.22%)
4. Northwest of Downtown (24.48%)
5. East of Downtown (24.07%)
6. Other (11.62%)
7. Not Needed (6.22%)

Respondents generally agreed that:

- Newburgh has policies that help protect its long-standing and historic buildings.
- There is a good variety of residential, business and retail uses throughout the town.
- There are diverse housing options for people of all ages/lifestyles.
- Roads are well maintained.
- Emergency services within Newburgh are reliable.
- Newburgh welcomes citizen engagement and participation.
- Newburgh has strong identity and community pride.
- Public spaces are utilized well by events and programs.
- Newburgh is a great place to raise a family.
- Newburgh is a great place to retire.
- It is safe for residents to walk to destinations.
- There are affordable high-speed Internet options.
- Water and sewer service is adequate and dependable.
- Existing government facilities are in good condition.

Respondents generally disagreed that:

- There is adequate space for new housing within Town limits.
- There are sufficient resources/activities for aging adults.
- Newburgh has enough employment opportunities for residents of all skill levels who wish to live and work within the community.
- Utility rates are affordable.
- Available housing options are affordable.

Respondents are split - agree and disagree - on whether:

- Newburgh needs additional office or business spaces.
- Newburgh needs additional housing options.
- There are enough community events for families.
- Newburgh has the amenities needed for residents to live healthy lifestyles such as healthcare options, healthy food options, and recreational programming.
- Newburgh has a wide range of retail, restaurant, and entertainment options that serve the needs of residents.
- Newburgh leadership effectively communicates information to the public and is transparent with decision making.

Respondents are unsure whether:

- The zoning ordinance aligns with and supports existing land uses.
- The zoning ordinance encourages and supports redevelopment and re-use of properties.
- Code enforcement within Newburgh is adequate.
- There are educational resources within the community for adult education and those wanting to learn new skills.
- There is strong collaboration between Newburgh's government, Warrick County, and other local civic organizations.

Projects, developments and programs community members would like to see implemented include:

- Upgrades to the parks, pool, and community center.
- (Free) events and entertainment that is family-friendly.
- Riverfront enhancements including recreational trails, a dog park and activated public spaces
- Sidewalk and trail connections to Evansville.
- Expanded local sidewalk and trails with better lighting.
- Indoor AND outdoor sports and recreation complex.
- Investment in downtown with more shops and restaurants.
- Affordable housing options.
- Utility upgrades, particularly to drainage/stormwater and broadband.

Community members think the largest obstacle to growth or redevelopment/development in Newburgh includes:

- Lack of appropriate funding/money.
- Lack of governmental action.
- Lack of space for growth.
- Opposition to annexation.
- Costs of utilities.
- Unwillingness to change/grow/embrace change.

What should Newburgh do to attract a younger population?

- Invest in downtown with enhanced entertainment, shopping, and dining options.
 - Establish a night life with later business hours.
 - Encourage the presence of a brewery and food trucks.
 - Develop more community events.
- Enhance parks and recreational spaces.
- Increase walkability and connectivity.
- Offer affordable daycare options.
- Encourage younger representation in town leadership.
- Provide affordable housing options for younger and/or single people as well as young families.
 - Encourage multi-use zoning.
 - Explore options for apartment and condo inclusion.

Other thoughts regarding Newburgh's future?

- Build upon the riverfront as an amenity.
- Small town charm is what people like about living in Newburgh.
- More land is needed to develop housing.
- More diversity should be encouraged in both population and shops/restaurants.
- Growth and development have the potential to...
 - Disrupt the quaint, small-town charm that people love.
 - Bring in undesirable apartments and low-quality, overpriced homes.
 - Worsen overcrowding and navigability of the Town.



Stakeholder Conversations

Conversations with eight individual stakeholders representing local businesses, realtors, developers, Newburgh Elementary School, the Newburgh Sewer Department, Historic Newburgh, Inc., and Warrick County Economic Development were held. These discussions were intended to get different viewpoints and perspectives in addition to the general public survey feedback.

Key takeaways from these discussions fell into four main categories: local utilities, education, economic development and tourism, and housing.

Utility discussion revolved around concerns of staff retention to keep up with utility needs, needed upgrades to utilities such as stormwater and drainage, and increasing sewer rates on taxpayers.

Education discussion was largely positive, noting the asset of the school system to the Town both from an academic standpoint with steady enrollment and good community participation as well as physical standpoint with the use of facilities by the local community.

Economic development and tourism discussions focused on opportunities for the Town, including the support of new businesses, continued quality of place improvements and strengthening of identity, as well as strategies for development and redevelopment.

Housing discussions identified a lack of stock to meet the increased demand for both renters of single-family and apartment units as well as purchasers of well-built, single family homes.

A more detailed table summary of the key takeaways from these conversations can be found in the Appendix.

Public Open House

An open house was held at Lou Dennis Park on April 25th, 2023. This open house was held to present a summary of feedback from the plan process thus far and present consensus issues gleaned from past plans, public engagement, and committee input. Respondents had the ability to prioritize and indicate agreement or disagreement with consensus issues.

The consensus issues, by order of attendee priority, from the open house are as follows:

1. Continue quality of life investments.
2. Reinforce town branding and identity.
3. Increase community connectivity.
4. Continue investment in downtown.
5. Attract younger families and adults.
6. Increase business support and development.
7. Increase civic engagement.
8. Encourage appropriate Town growth.



EXISTING CONDITIONS

DEMOGRAPHICS AND HOUSING SUMMARY

Data and information for compiling existing conditions was sourced from the Decennial U.S. Census (2010 and 2020), the 2020 American Community Survey 5-Year Estimates, U.S. Census OnTheMap, Town of Newburgh Parks, Recreation, and Open Space Master Plan 2023-2027, Newburgh Downtown Action Plan 2011, 2021 Parcel Data for the Town of Newburgh, and Historic District Maps from the Town of Newburgh website.

Population

Newburgh experienced strong population growth at the turn of the century that has begun to slow in the last ten years, growing by 7.7% (237 people) from 2000 to 2010 and then by 0.6% (19 people) from 2010 to 2020, according to U.S. Census data. In 2020, the Town of Newburgh had a population of 3,344 residents. The Town's growth in the last decade has been slower than both Ohio Township (9.2%) and Warrick County (7.1%). Chandler, the consolidated town at the northern end of Ohio Township, had one of the highest rates of growth in the county (due to annexation) with a 27.9% increase in population from 2010 to 2020.

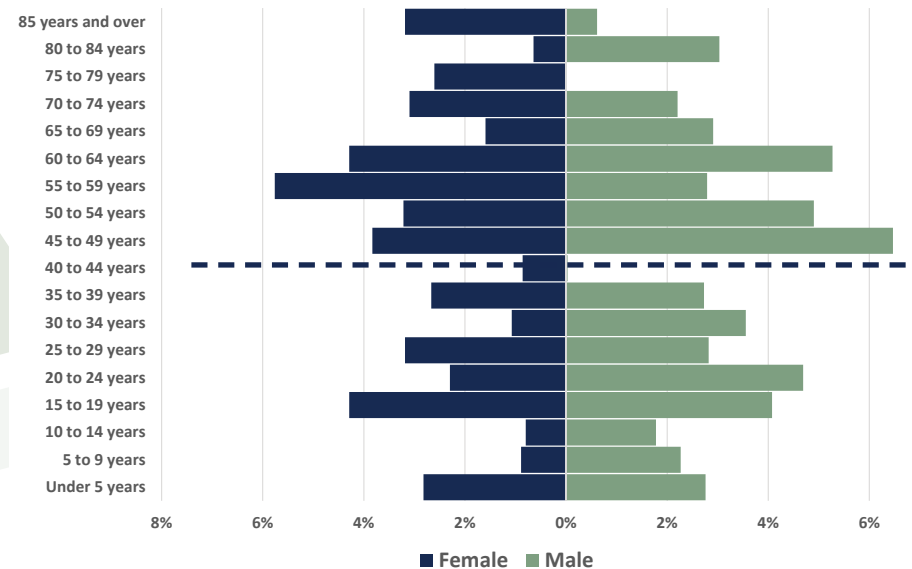
Age Structure

The median age in Newburgh has greatly increased over the last ten years from 41.9 years in 2010 to 48.3 years in 2020. The Town has a significantly older population, and the median age has increased faster than most other surrounding communities and jurisdictional areas including Ohio Township (40.3 years) and Booneville (40.2 years). The population pyramid shows the age group breakdown in Newburgh.

Housing

From 2010 to 2020, the number of housing units in Newburgh decreased by approximately 2.4%, dropping from 1,603 to 1,565. This is the opposite of trends seen throughout Ohio Township. In the same period, the number of housing units rose by 11.9% in Ohio Township and by 32.8% in the Town of Chandler. Newburgh also experienced a major decrease in vacancy, dropping from 200 vacant units to 80 (60.0% decrease). The Town's current vacancy rate (5.1%), which was once the highest in the area (12.5% in 2010), is now one of the lowest in Warrick County. These trends may indicate insufficient housing supply in Newburgh.

Newburgh Age Pyramid, 2020



ECONOMIC AND EDUCATION SUMMARY

Newburgh’s median household income is \$68,750, according to the 2020 Decennial U.S. Census. The Town’s median household income is over \$10,000 higher than Indiana’s average but lower than both Warrick County (\$79,079) and Ohio Township (\$82,799). However, Newburgh’s household income has increased nearly 38% since 2010, far outpacing surrounding jurisdictions.

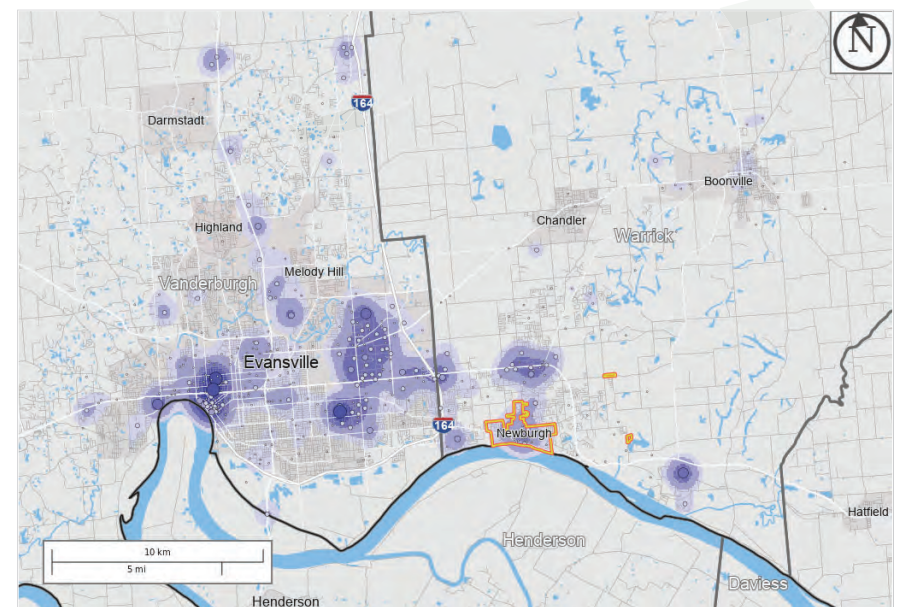
Approximately 92.4% of residents over the age of 25 in Newburgh are high school graduates or higher. In addition, 27.3% of residents hold bachelor’s degrees or higher, and 11.1% have some form of graduate or professional degree. While Newburgh falls in line with or exceeds Indiana averages for educational attainment, the Town exhibited declines in educational attainment in all three categories, at the high school, undergraduate, and graduate levels from 2010 to 2020, something not seen in any of the surrounding jurisdictions in Warrick County.

Newburgh’s labor force participation is 71.5% of residents over the age of 16, a rate higher than both Indiana (63.7%) and Warrick County (65.6%). Most of these workers are in management, business, science, and arts occupations (37.0%), or sales and office occupations (29.8%). Additionally, there are two major industry types that employ almost half of Newburgh workers, retail trade industries (20.4%) and educational services, health care, and social assistance industries (22.4%).

About 87.3% of Newburgh’s workforce commutes alone using a car or truck, while 5.5% carpool, 1.9% walk to work, and 5.4% work from home. People tend to leave Newburgh for employment as 86.7% of the workforce commutes outside of town and 64.7% commute outside Warrick County. While most of the workforce leaves Newburgh for jobs, the lower average commute time of 18.3 minutes suggests they tend to travel to Evansville or elsewhere in the southern Indiana region. The map to the right, generated using the OnTheMap tool from the U.S. Census, shows popular work locations for Newburgh residents.

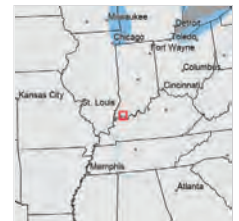
“Where Newburgh Residents Work - 2019”

Counts and Density of Work Locations for Private Primary Jobs in Home Selection Area in 2019
All Workers



Map Legend

Job Density [Jobs/Sq. Mile]	Job Count [Jobs/Census Block]
5 - 12	1 - 2
13 - 34	3 - 8
35 - 72	9 - 17
73 - 124	18 - 31
125 - 192	32 - 48
	Selection Areas
	★ Analysis Selection



BUILT AND NATURAL ENVIRONMENT SUMMARY

Land Use

The majority of Newburgh's existing land uses are residential. These residential uses are primarily single-family residential within older neighborhood blocks with more recent subdivisions towards the western edge of town. There are small pockets of multi-family developments throughout the residential neighborhoods, especially in the neighborhoods surrounding downtown. Commercial land uses are located within the downtown core and along the Town's major entry corridors, including State Street and Jennings Street. There are multiple pockets of public spaces and buildings throughout the community including the following:

- Lou Dennis Community Park
- Kiwanis Community Playground
- Veterans Monument Park
- Old Lock and Dam Park
- Newburgh Senior Center
- Newburgh Elementary School
- The Riverfront
- Rivertown Trail
- Newburgh Town Hall
- Downtown Branch of the Newburgh Chandler Public Library
- Preservation Hall

Residential Uses

Residential uses in Newburgh are primarily small lot, single-family housing units with older neighborhoods adjacent to Newburgh's downtown core and more recent developments to the west along the Ohio River Scenic Byway. Apartment buildings and other smaller multi-family units are intermixed within the residential areas of town. Residential land uses account for nearly 71% of the landmass within Newburgh and extend north outside municipal limits towards SR 66.

Commercial Uses

The majority of commercial land uses in Newburgh are located within the downtown core, north along State Street and west along Jennings Street and along Highway 662 heading west towards Evansville. These uses tend to be locally owned retail and service-oriented businesses unique to the community.

Industrial Uses

There is a single parcel within Newburgh's municipal boundary located northwest of Newburgh Elementary categorized as industrial, a specialized machine shop.

Institutional/Public Uses

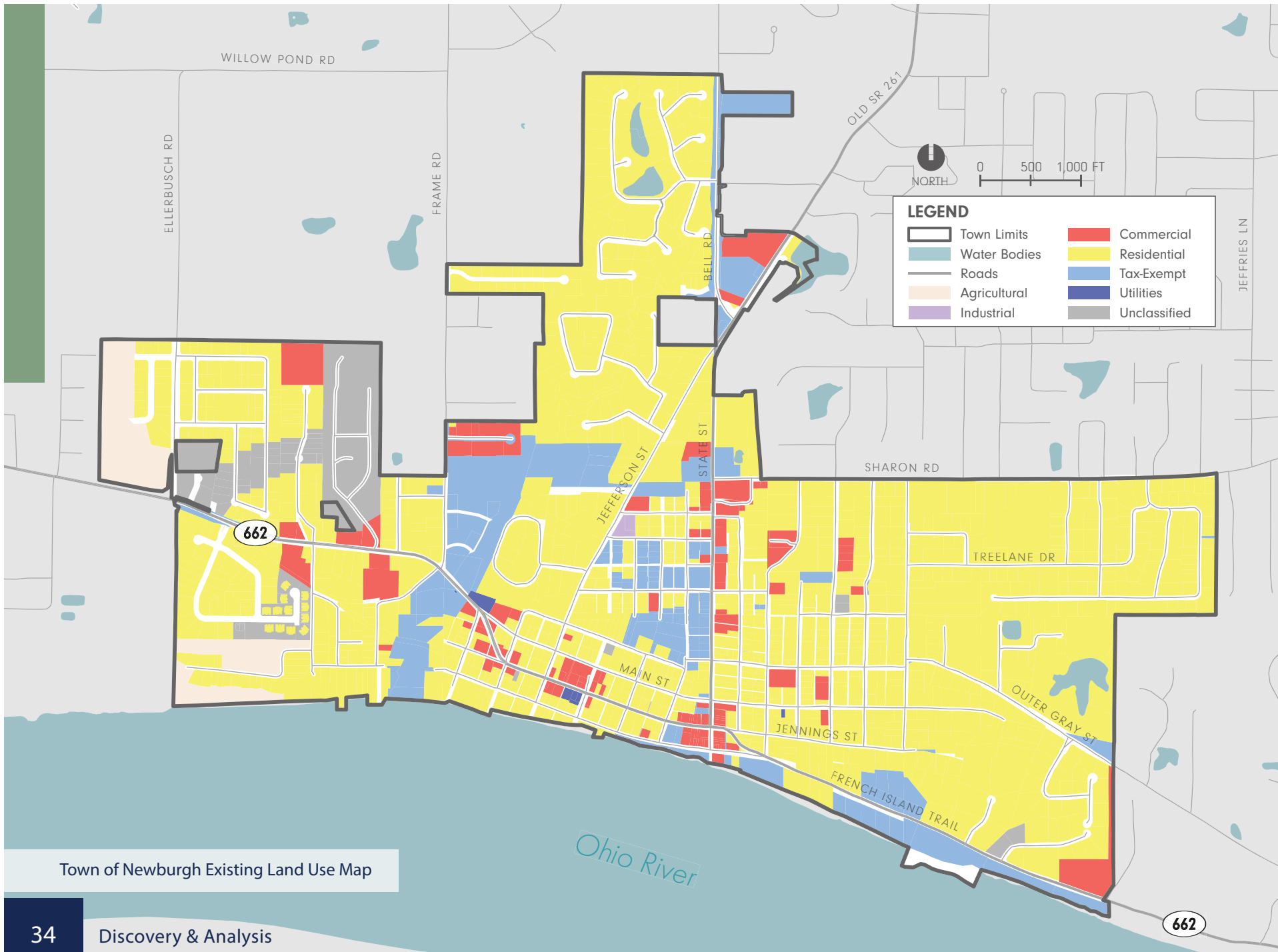
Newburgh has a wide range of tax-exempt land uses consisting of educational institutions, public parks, government centers, and community facilities answering the needs of residents. Nearly 15% of land uses within Newburgh are tax-exempt.

An existing land use map for the Town of Newburgh was prepared using property class codes from 2021 parcel data. Property class codes are defined according to the Property Tax Management System Code List Manual required for data submission to the Department of Local Government Finance (DLGF) and Legislative Services Agency (LSA) by local governments for property tax management datasets. Property class codes were condensed into the following land use categories: Agricultural, Industrial, Commercial, Residential, Tax-Exempt, Utilities, and Unclassified. The approximate distribution of each land use category is shown in Table 1.

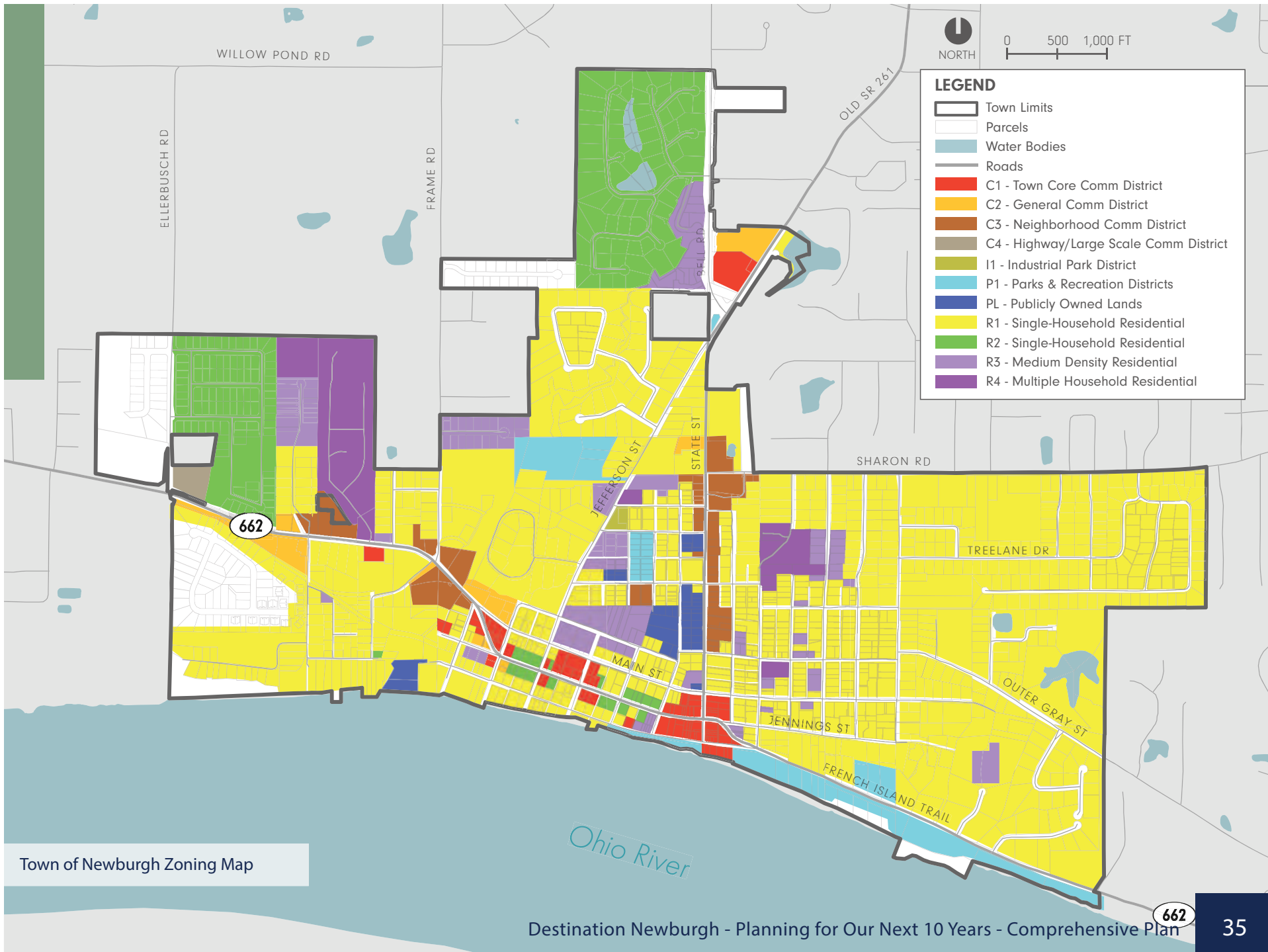
Table 1. Distribution of Approximated 2021 Land Uses in Newburgh

Land Use	Acres	Percent
Agricultural	26.58	3.34%
Industrial	0.90	0.11%
Commercial	50.03	6.29%
Residential	563.45	70.84%
Tax-Exempt	117.44	14.76%
Utilities	1.37	0.17%
Unclassified	35.64	4.48%
Total	795.41	100%





Town of Newburgh Existing Land Use Map



Historic Districts

Newburgh has five separate historic districts that provide additional land use and design standards aimed at maintaining the historic character of the community. The Primary Core Historic District, located in downtown Newburgh, is listed on the National Register for Historic Places. This district encompasses 27 contributing buildings, including Preservation Hall, a historic church and town hall listed on the National Register. Another historic district covers the commercial corridor and residential neighborhoods north of Gray Street, one holds the majority of commercial and residential properties west of the downtown core along Jennings Street and Main Street, and the final is focused on the neighborhood on Darby Hills Road. Each district was created based on existing national and county-designated historic sites and are actively used by the town in land use-related decision making.



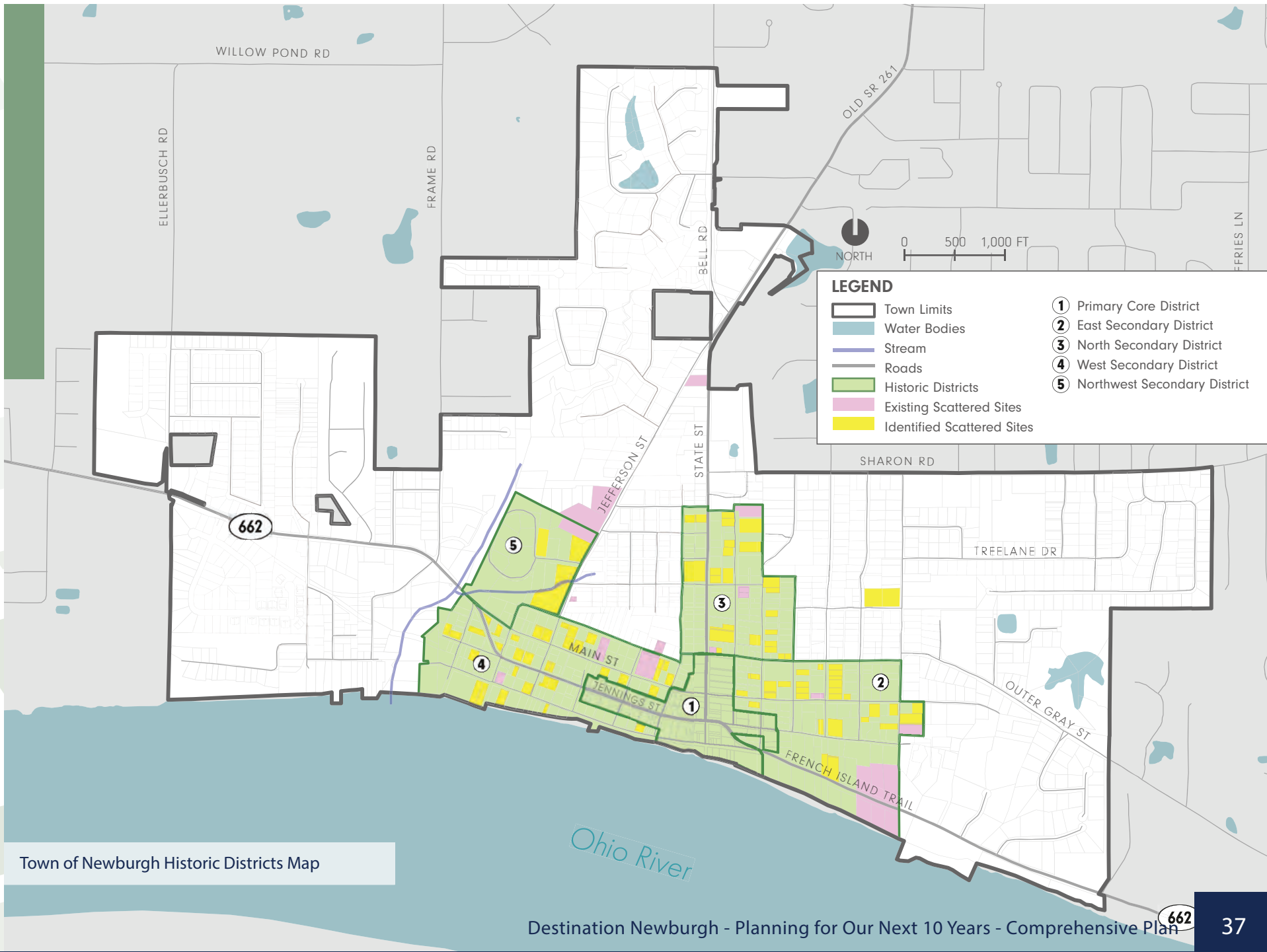
Transportation

Newburgh's transportation network has drastically shifted since its formation, with traffic shifting from river travel to rail to highways and interstates. Today, the town is bordered by State Road 66, a major highway connector traveling across southern Indiana, and I-69, a route that links Newburgh residents to destinations across Indiana and Kentucky.

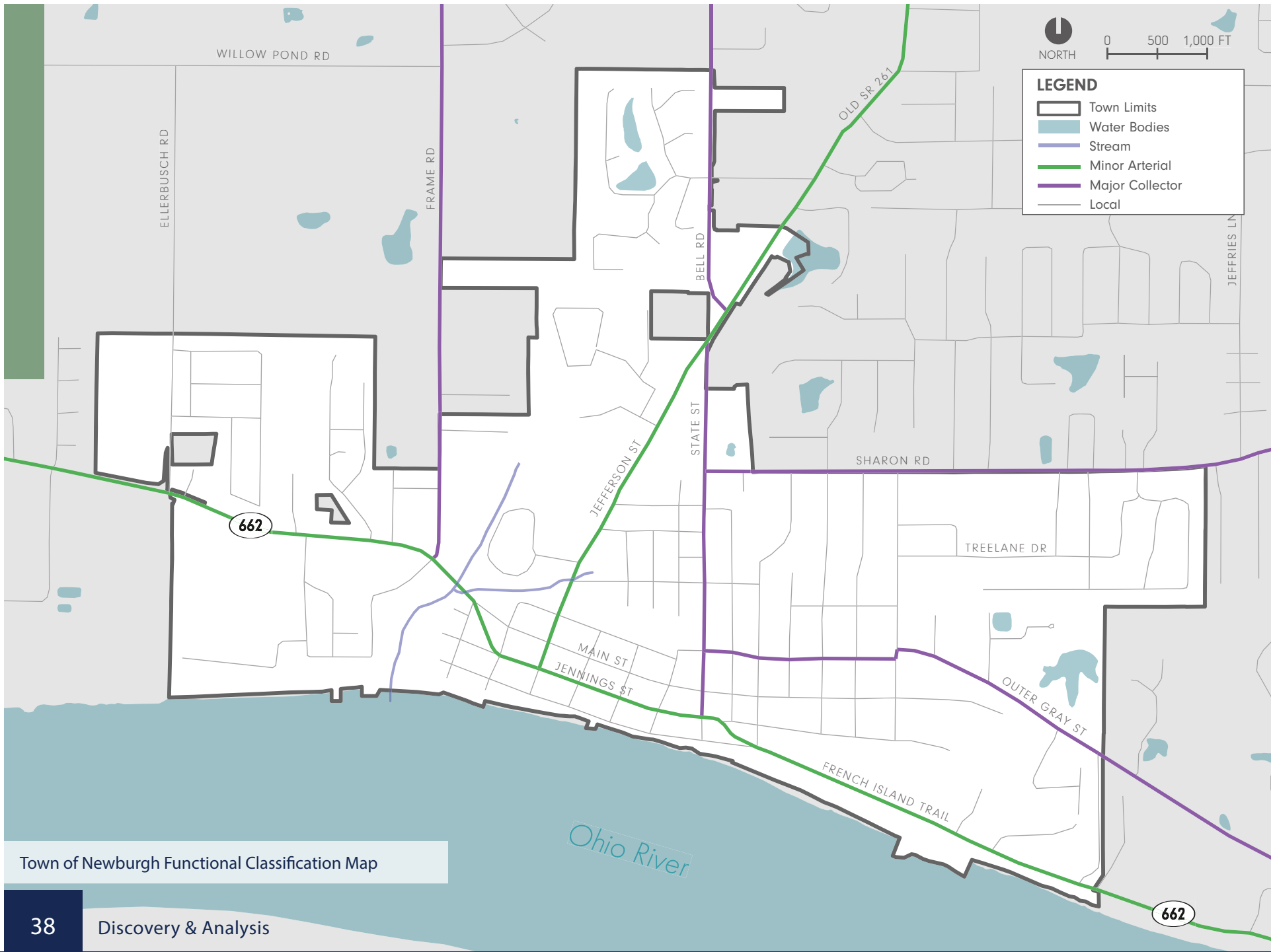
There are four roadways that stand as major access points for the community:

- State Street links to SR 66 in the northeast and turns into SR 261 as it travels towards Boonville. State Street is also the central north/south spine of downtown;
- Bell Road branches from State Street in the northern portion of the community and travels north past SR 66 towards residential development in unincorporated Warrick County;
- Sharon Road, while technically outside town limits, is a connecting route for residential neighborhoods north of the downtown core to access State Road 66 and parts of the county east of town;
- Old Indiana 662 (also known as Jennings Street or the Ohio River Scenic Byway) is the primary east/west connector for Newburgh's downtown. The road follows the river east towards State Road 66 and heads west through I-69 and into Evansville.

Outside of these four roadways the only other roads within Newburgh large enough to hold a functional classification greater than "local" are Gray Street and Frame Road, both major collectors. Nearly 70% of the public believes the road network to be well-maintained and safe for both vehicular and pedestrian travel, however, the town lacks pedestrian facilities in many locations that would greatly improve the overall network such as neighborhood sidewalks and trails.



Town of Newburgh Historic Districts Map



Town of Newburgh Functional Classification Map

Natural Environment

The Ohio River has been Newburgh's greatest natural resource since the town's consolidation in 1841. Once making the community one of the largest river ports between Cincinnati and New Orleans, it now acts as a recreational resource and a tourist destination. The river's presence does lead to occasional flooding, especially along the riverfront; however, most of the town is in an area of minimal flood hazard due to its elevation above the river. When flooding does occur, swift action is needed to safeguard lives and restore amenities. In the most recent large flooding event, in February 2018, parts of the Rivertown Trail were submerged. The Newburgh Town Council declared a state of emergency and consequently closed roads, trails, and parks to keep residents out of the area. The Town's prompt response and clean-up efforts represent effective emergency management of this important natural resource.

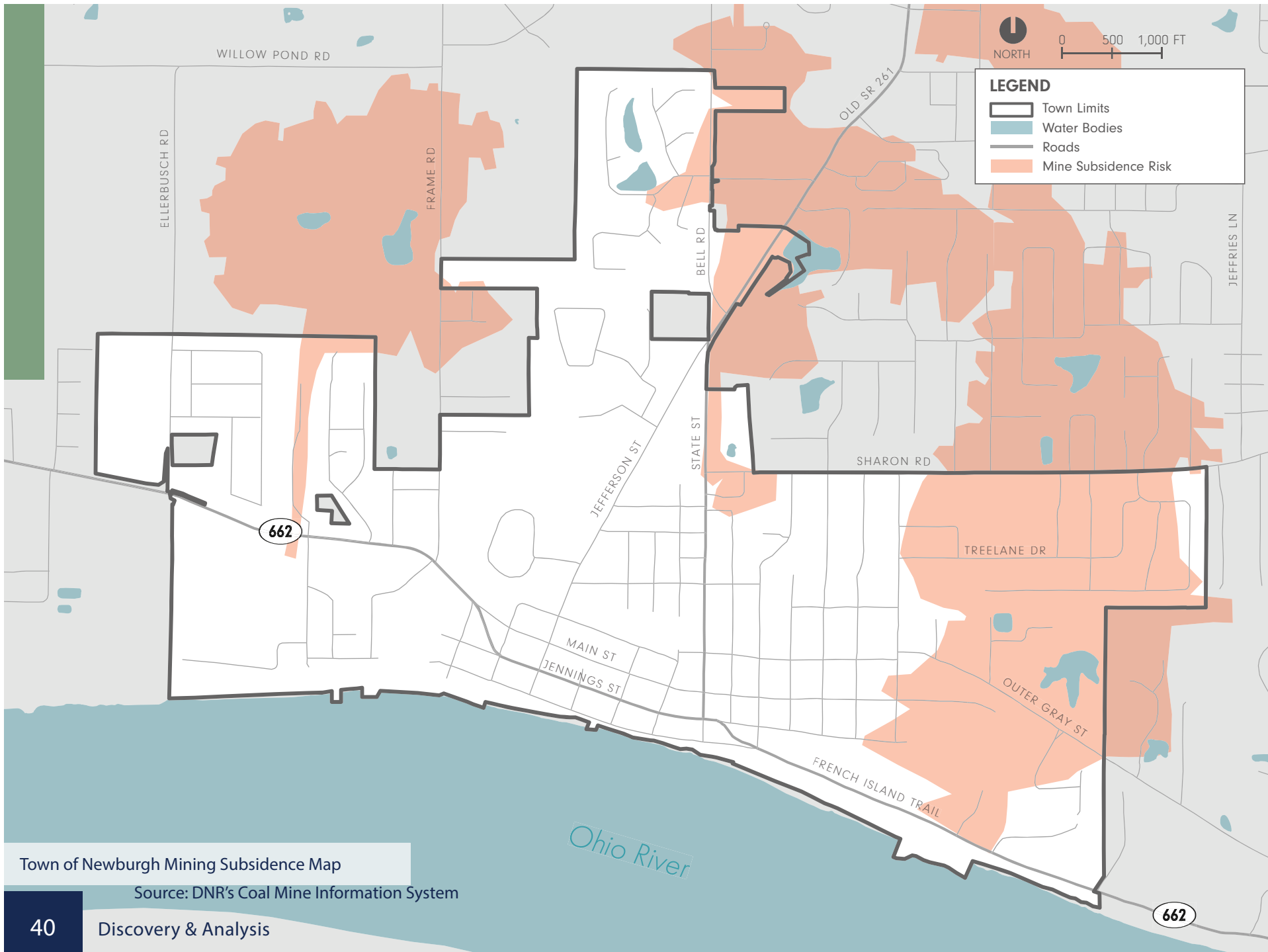
Much of the land within Warrick County was at one time used for mineral extraction, including both strip mining and subterranean mining. While reclaiming strip-mined land is often a straightforward process that can support development and lead to the creation of lakes, subterranean mining limits the land uses above due to potential sinkholes. The open agricultural lands northwest of Newburgh, a logical direction to grow, have some potential development constraints for this reason.

Parks and Quality of Place Amenities

There are a series of public parks within Town, including Lou Dennis Community Park, Kiwanis Community Playground, Veterans Monument Park, the Old Lock and Dam Park, and the Rivertown Trail. Residents also enjoy the Newburgh Town Hall, downtown branch of the Newburgh Chandler Library, and Newburgh's Riverfront.

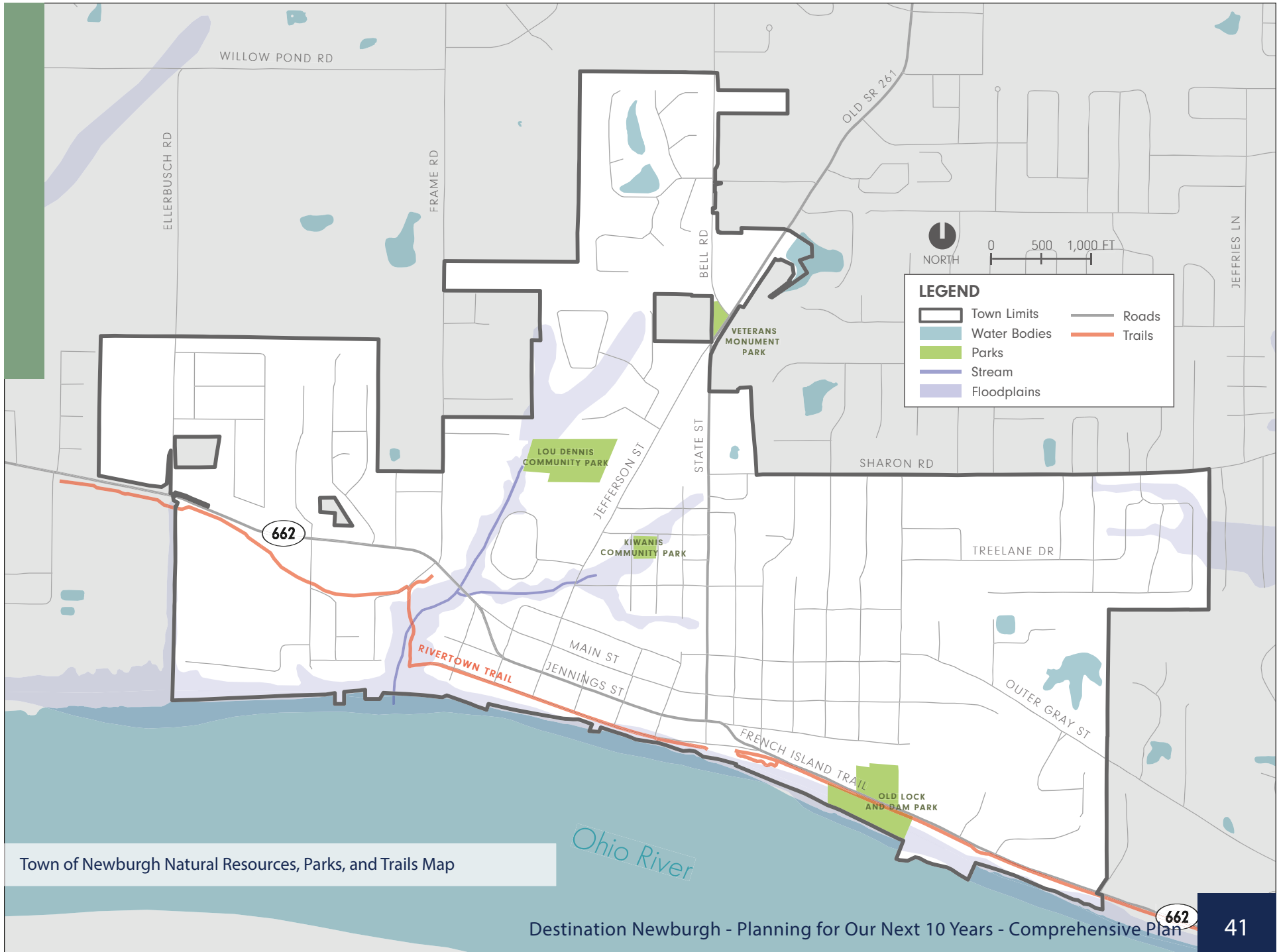
The Town of Newburgh also operates two parks outside of Town boundaries: the AMAX Athletic Fields and Overlook Park. The Town owns the AMAX Athletic Fields and leases Overlook Park from the federal government.





Town of Newburgh Mining Subsidence Map

Source: DNR's Coal Mine Information System



Town of Newburgh Natural Resources, Parks, and Trails Map

CONSENSUS ISSUES SUMMARY

Through the review of both existing data, historical trends, and public engagement feedback, several consensus topics were identified for Newburgh. These issues inform the goals and objectives that have been developed in the plan. Consensus issues are listed below along with a brief description of why the issue is important to the success and future of Newburgh.

Continue Quality of Life Investments

Newburgh has made strategic investments in quality of life amenities over the last several years. The Town should continue these investments in areas such as parks, trails, and community events in support of existing residents and attracting new residents.

Reinforce Town Branding and Identity

Newburgh has a strong sense of identity as a historic rivertown, but town boundaries are not clearly understood. The Town should consider marketing efforts both to continue to draw visitors into town as well as to clearly define Newburgh, maintain its unique character, and clarify what areas the Town is responsible for.

Increase Community Connectivity

Residents and visitors alike highly value the Rivertown Trail. Newburgh must expand its pedestrian network, both trails and sidewalks, to ensure that residents have safe access not only within the downtown and riverfront but also to and within residential areas and other community amenities such as parks.

Continue Investment in Downtown

Newburgh's identity and tourism appeal is interwoven with its downtown. Continued investment in the downtown area will continue to make Newburgh an attractive place to visit and live.

Attract Younger Families and Adults

Newburgh's population is aging much faster than surrounding areas. To ensure a balanced population in the future, Newburgh should implement strategies to attract young adults and families into town, including with more varied and attainable housing options and continued investment in quality of life.

Increase Business Support and Development

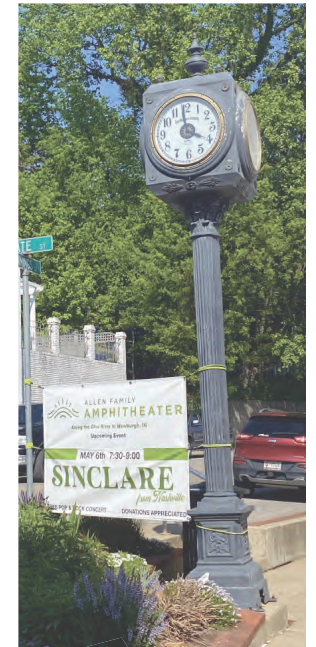
Local businesses form the core of local economic development and tourism. Newburgh should ensure the long-term success and development of local businesses through consolidated and easy to access resources and assistance.

Increase Civic Engagement

To increase local capacity and ensure a high level of service, the Town should expand outreach and opportunities for local citizen involvement as well as increase partnerships and cooperation with community groups.

Encourage Appropriate Town Growth

Newburgh is constrained in its ability to expand Town boundaries. However, the Town should support measured growth where appropriate through annexation of new development and infill redevelopment to incrementally increase the Town's net residential density. Growth around Newburgh continues to impact Town resources without the accompanying support of people using those resources.





04

community character & quality of place

One of Newburgh's greatest assets is the strong identity and culture the community has cultivated over the past decade. The Town has supported initiatives that have developed a family-friendly and appealing river town destination. The Town has invested in quality of place amenities, local businesses, and beautification efforts. This has not only made Newburgh a destination for tourists and visitors in southwestern Indiana but also continues to build a sense of pride for new and long-time residents.

At the same time, the Town needs to ensure residents and Town staff continue to have the capacity to support the efforts and initiatives which make Newburgh such a destination.



IMPORTANCE

Quality of place investments not only serve town residents but are economic drivers for a community such as Newburgh where the local economy is based on downtown shopping, restaurants, and tourism-based businesses. Recent investments in town include Rivertown Trail, Allen Family Amphitheater, the Senior Center, and Lou Dennis Park, all of which have opened the door for new programming and recreational opportunities for all ages. These also help create a sense of authenticity in Newburgh, showing a lived-in community loved by residents and not just a destination for people passing through.

Just as critical to a successful community as quality-of-life initiatives and physical amenities themselves, is the trust and support of town governance and staff. Residents and businesses place trust in their leadership to correctly manage growth and make needed investments in the community, asking for transparency throughout decision-making and policy changes. Capacity building is key for Newburgh to support continued community development in the future. Increasing opportunities and visibility for resident involvement alongside elected officials and town staff help increase both transparency and shared responsibility.

When staff and local leaders cannot keep up with the needs of the community, or when residents are no longer contributing to the day-to-day life which makes up the fabric of a community, that community's character begins to fade. Without intentional and deliberate support, a community can find itself becoming little more than a tourist destination or living history museum, without the authenticity and allure of a true lived in destination.



KEY ISSUES AND OPPORTUNITIES

Balancing Preservation with Modern Amenities

Newburgh has built a very strong identity around its historic charm and heritage. While this is a strong selling point for the community and helps Newburgh stand out among regional peer communities, historic preservation should be balanced with the ability to provide modern and complementary amenities for an active community. Frustration was expressed during the planning process with the ability of the Town to accommodate such items as food trucks, digital communications, and change in general.

The outcome of historic preservation should not aim to be a living history museum, but to support the social, cultural, and economic underpinnings of a community. To this end, historic preservation should seek to accommodate and support modern and desired amenities which also support the social, cultural and economic vitality of a community.

Park and Quality of Life Investments

The Town has invested in many quality of life improvements over the last several years, including expansion of the Rivertown Trail, improvements at Lou Dennis Park, and the Allen Family Amphitheater. The Town should continue to look for opportunities to provide additional amenities, improve access to existing amenities, and enhance quality of life through support of community events, programming and festivals.

Support of Local Businesses

Local businesses undoubtedly provide the backbone to local economic development. Small business owners face several headwinds, including increasing costs, unpredictable foot traffic, and building maintenance. The Town should serve as a tailwind, promoting local business, facilitating and easing new business creation, and supporting the needs of local businesses be it accommodating special events or addressing infrastructure.

Transparency

Public feedback illustrated a perception of lack of transparency over Town decisions and skepticism of decision-making by leadership of the Town. Rightful or not, perceptions often are the only reality people know. The Town has an opportunity to increase transparency and trust in leadership through improved and diversified town communications and outreach.

Lack of Civic Engagement

Related to the above point is also a lack of civic engagement. When people are more involved in local decision-making, perceptions and assumptions are better aligned to the nuances and realities of making decisions for a community. Fostering opportunities for non-traditional engagement, such as roundtables, task forces, youth councils and other approaches can involved citizens more fully in local decisions.

WHAT MAKES A COMMUNITY'S CHARACTER?

1 The Built Environment

Many communities invest heavily to try to recreate the historic architecture and authenticity that Newburgh already possesses after 200 years of being a town. The historic buildings form the backbone of downtown, but would be nothing without people to support the uses in those buildings. For a community like Newburgh, slightly off the main path, it is critical to attract people into the community through clear and attractive way-finding signage, inviting transportation corridors, and safe pedestrian environments with places to sit, walk, and have shade. Those in turn add to the character of the built environment and support the backbone of historic structures.

2 Gathering Places

Once you have a way to get people into your community and a good place to walk around, you need places where residents and visitors can meet and gather with others. An active community with people busy living their lives and gathering with others is also a visible cue to others that this community is authentic and a safe place to be. Newburgh has many such places with multiple restaurants and retail shops downtown, Rivertown Trail, Old Lock Dam and Park, Lou Dennis Park, the downtown branch of the Newburgh Chandler Library on the riverfront, and the Newburgh Senior Citizen Center.

3 Community Events and Festivals

A welcoming and safe community is a must-have for creating a great place to live and visit. However, nothing pulls people together and adds to a sense of place like a great festival or community gathering. Newburgh is lucky to have several events such as the Rivertown Trail 5K, Wine, Art & Jazz Festival, Farmer's Market, and Newburgh

Celebrates Christmas to name a few. There is also a strong desire for the return of past events such as the Fourth of July fireworks display to the community.

4 Residents

You can have all of the elements listed above and still lack great community character if you don't have a resident base who supports local initiatives and helps create the close-knit, "small-town" atmosphere that so many find attractive. Even larger communities can have this feeling of "small-town" atmosphere as long as there is an engaged resident base who participate in and support the fabric of daily and civic life. Without this engagement, a community can feel inauthentic and more like a constructed tourist destination or even slide towards feeling like a living history museum.

5 Town Governance and Support

Lastly, though often overlooked, an active and responsive group of elected officials ensures that a community not only functions but excels at providing a welcoming environment for residents and visitors. People change, towns change, and priorities change. That change does not have to be detrimental or change the character of a community. As long as elected officials are listening to residents and businesses about what priorities are important and what services are most needed, Town government can help facilitate change in a positive way that continues to support and build a strong community character.

COMMUNITY CHARACTER: BEST PRACTICES FOR THE BUILT ENVIRONMENT

The built environment is just one component of a community's character, but a highly visible one. To encourage development that is cohesive with the existing built environment and community vision, there are key elements that should be considered for each distinct area of town. In Newburgh, there are a few distinct areas which stand out such as the historic downtown, the riverfront, the Jennings Street corridor and the State Street corridor.

These elements should work together in these districts to create a sense of place:



- Street frontage and streetscapes
- Building architecture, scale, and orientation
- Land use
- Open space and public amenities
- Parking
- Gateways and wayfinding
- Connected sidewalks



The following list of undesirable characteristics should be avoided as redevelopment and new development occurs:

- Stock or generic architecture which can be found in any community
- Visual clutter (overhead utilities, signs, etc.) or lack of identity along major corridors
- Large parking lots in front of developments
- Incompatible land uses
- Infill and redevelopment which is not sensitive or does not respond to surrounding context



GOALS AND OBJECTIVES

GOAL 1: Increase local business support and development

Overview

Local business forms the backbone of Newburgh's economic development. Promoting and supporting existing businesses as well as facilitating and easing new business development and start-up is crucial to maintaining Newburgh's identity as a tourist destination.

Objectives

- Support a co-working or business incubator location.
- Maintain and promote an inventory of available development-ready or vacant sites zoned for commercial uses.
- Develop an online 'one-stop shop' resource kit which summarizes local, county, and state permit requirements and information on local business support groups. Include contact persons and web links for organizations to support new or existing businesses, including Historic Newburgh, Inc, Warrick County Chamber of Commerce, Warrick County Economic Development and local and state permitting agencies.
- Develop and promote a 'buy local' campaign, similar to Warrick Bucks, to encourage retention of local dollars and new business development within Town boundaries.



GOAL 2: Increase collaboration and engagement between elected officials/Town staff with residents and local businesses

Overview

A community is strongest when decision makers and those living with those decisions are all on the same page. Increased collaboration and involvement with residents and local decision makers serve both to help local officials gain a broader perspective and allow residents and local businesses to understand more of the context and nuances required in making community-wide decisions.

Objectives

- Establish regular roundtable discussions between council representatives, Historic Newburgh, Inc., Warrick County EDC, and local business groups to understand barriers for business owners and consumers.
- Consider a youth council or task force to involve high school students in local government and weigh in on Town initiatives.
- Consider informal settings for community conversations and outreach such as programs like 'Coffee with Council' to give residents opportunities to learn about involvement outside of council or board meetings.
- Identify gaps in Town knowledge or capacity that could be supported by citizen-led boards or committees, such as a Merchants Advisory Board.



GOAL 3: Evaluate existing and additional funding sources

Overview

With just over 3,000 in-town residents, but over 38,000 people claiming a Newburgh address, funding and supporting existing Town infrastructure and services is a chronic issue. Evaluating existing funding sources in relation to peer communities and identifying strategies other communities in Indiana are using for targeted funding will ensure Newburgh stays on solid financial footing in the future. Conferences such as the Accelerate Indiana Municipalities (AIM) Summit are a great resource to connect with peer communities across the State.

Objectives

- Consider a stormwater utility fee to support much-needed storm sewer improvements and maintenance.
- Collaborate with the Town's financial advisors and the Redevelopment Commission to identify the potential for establishing Tax Increment Financing districts.



GOAL 4: Continue to improve and diversify town communications

Overview

In addition to targeted engagement efforts with local residents and business owners, the Town can also bolster communications to the community at large. Increased messaging helps break down perceptions over lack of transparency and give residents multiple opportunities to stay involved and aware.

Objectives

- Update the Town's website to eliminate outdated information and streamline links to valuable community resources.
- Continue to bolster use of 'Buzz in the Burgh' SMS messaging and the Town Facebook page for daily or weekly town updates.
- Consider other media, such as permanent electronic message boards in prominent locations and along heavily traveled corridors to convey information.
- Develop a mobile app or web based 'Am I in Newburgh' application to help citizens determine if they are in Newburgh Town limits and to assist with permitting and questions over representation and Town services.



GOAL 5: Bolster code enforcement efforts to address blighted properties

Overview

Outward appearance is crucial to a community such as Newburgh, who has built an identity around their historic charm and promotion of tourism. Ensuring homes and buildings are maintained and well-kept not only helps increase the appeal of the community but ensures structures are safe and appropriate for use by local residents, businesses and visitors.

Objectives

- Develop an action plan for code enforcement in targeted areas, such as gateway corridors and near public facing spaces.
- Create an online submission form where residents can submit ordinance violations for Town review.
- Consider a vacant property ordinance to encourage absentee property owners to sell the property for redevelopment.



GOAL 6: Enhance Town branding and marketing that celebrates Newburgh's heritage and identity

Overview

Newburgh has a lot to offer and has been successful in creating an identity for itself. The Town must continue to build upon that brand with consistency and leverage that brand to continue to market itself to the broader region. At the same time, marketing efforts present an opportunity for Newburgh to also clearly define its boundaries separate from unincorporated areas which the Town has limited influence over.

Objectives

- Ensure consistent application of the Town logo and branding through all websites, social media, signage, Town-owned facilities/equipment and future marketing efforts.
- Consider a marketing campaign along the lines of 'This is Newburgh' to define what makes Newburgh unique while also providing education about the extents of the Town.
- Market Newburgh with an advertising presence along Interstate 69, especially at the Hwy 662/Covert Avenue Interchange.
- Establish a unique Town branding, separate from Historic Newburgh, Inc.



GOAL 7: Continue investments in quality-of-life amenities and encourage community involvement

Overview

Quality of life is much more than physical spaces, though safe and comfortable gathering locations are key to creating a sense of community. The Town should continue to build upon successful investments in physical amenities while also encouraging community involvement to bolster and reinforce the sense of community that many residents of Newburgh value.

Objectives

- Implement recommendations from the Parks and Recreation Master Plan.
- Encourage neighborhood participation in Town-sponsored community clean-up days.
- Support growth and enhancement of year-round community events and programs sponsored by Historic Newburgh, Inc. and other non-governmental groups.



GOAL 8: Collaborate at the county-level and regionally on long-range planning efforts to benefit Newburgh

Overview

Newburgh is not an island. Growth and positive investments in public infrastructure such as trails and parks continue to happen in Warrick County around Newburgh. The State has also recognized the benefit of regionalism and regional investments through such programs as Stellar Communities, Regional Cities, and most recently the Regional Economic Acceleration and Development Initiative (READI) program. Much of the appeal of the greater Newburgh area is entwined with the identity the Town has created. Developing better ties with county and regional organizations and being actively involved in future planning efforts ensures Newburgh is positioned to benefit from future investments, including trails, parks, housing, and transportation improvements.

Objectives

- Partner with Warrick Trails for trail expansion opportunities.
- Partner with the Evansville Metropolitan Planning Organization and Warrick County for transportation planning on a gateway corridor along Hwy 662 from Interstate 69.
- Ensure involvement with Warrick County Economic Development and Warrick County Chamber of Commerce for programs/policies that would benefit local businesses.





05

land use

Understanding how a community wants to grow, change, and adapt is the key reason behind identifying future land uses. In Newburgh, the Town is largely built out and developed within the Town limits and with a limited ability to expand. Future development and growth in Town will largely have to come from within. To facilitate this approach, the Town needs to have a good understanding of where land uses are most appropriate, such as commercial businesses and housing with varying levels of density.



IMPORTANCE

Often, there is confusion over the roles of land use planning and zoning. Land use planning is a process used to describe the type of activities currently occurring or desired to occur in areas of a Town or City, such as residential, industrial, commercial, recreation, etc. The Future Land Use Map in this chapter is intended to provide guidance to local officials, Town staff, residents, business owners, and developers about desired future land uses in the community. Unlike a zoning ordinance, the Future Land Use Map is not a regulatory document. However, the Future Land Use Map should help inform zoning decisions. Land use planning is often more broad and forward looking than zoning.

The zoning ordinance or unified development ordinance is a regulatory document and is used to ensure appropriate uses of property within a community. While land use planning and the Future Land Use Map are more broad and not usually parcel specific, zoning ordinances are parcel specific and often prescribe or regulate land uses in much greater detail.

This is critical to note in Newburgh, as the Town's zoning ordinances are currently out of sync with current land uses, especially within the historic core of the community. The Future Land Use map and land use descriptions serve to help set a baseline for changes to the zoning ordinances to better align with current and desired land uses. While there have been incremental changes to the ordinance, it was last updated in full in the late 1990's and is due for a full update to bring it in line both with current trends and practices, as well as realities on the ground in Newburgh.



KEY ISSUES AND OPPORTUNITIES

Availability of Land

The area around Newburgh has been consistently growing since the last comprehensive plan update in 2001. That comprehensive plan suggested expanding the Town limits extensively. Recent annexation efforts to minimally expand the Town's footprint compared to the recommendations of the 2001 plan fell short, and the Town's corporate limits have remain largely unchanged, limiting the community's development potential and capacity to provide desired amenities and services.

Today, it is critical that Newburgh utilizes what land it has available. This includes the opportunity for undeveloped land west of Town as well as vacant lots and parcels scattered through existing residential neighborhoods and in the downtown core. There are some constraints with undeveloped land west of Town due to historic mining in the area and a current lack of sanitary sewer capacity. However, there is significant potential for infill and redevelopment of blighted and vacant or abandoned lots, especially for residential housing. The map on page 65 illustrates the potential for infill redevelopment through properties currently classified as vacant.

Protecting Downtown and the Character of Newburgh

While infill and redevelopment present a significant opportunity for Newburgh, it must be done in a way to protect the downtown and the strong identity of Newburgh as a historic river town. It is critical to balance any new development with the Town's historic identity and the desire to preserve its unique character. With a distinctive downtown, multiple historic districts, and the history of a river town, land use decisions within Newburgh should protect existing structures when feasible and build upon quality of place.

However, this balance must go both ways. New development and modern conveniences and amenities do not have to be in conflict with historic preservation. Architecture can be designed to blend with refurbished and historic structures, retaining the character of Newburgh. Modern conveniences and amenities can complement the Town's rich historic heritage, while ensuring people want to continue to live in and visit the community.

Regulations

Having a great vision and ideas for a community will only go so far without the means to implement that vision. Newburgh's town ordinances, zoning ordinances, and Historic Preservation Regulations are all tools which can be used to realize and protect the desired character and identity of Newburgh. However, these are only useful in so far as they are updated and accurate.

The zoning ordinance is in need of an overhaul to better align current land uses with zoning requirements, especially within the historic core of the community. With so much of Newburgh currently within the boundaries of a historic district, The Historic Preservation Guidelines have been used to help regulate the appearance and condition of buildings within town.

However, historic districts do not cover all of town, nor should they. As part of a detailed review and update of the zoning ordinance, there should be consideration into whether the zoning ordinance should take on more of the role of regulating the appearance and conditions of buildings and development throughout Town and allow the Historic Preservation Guidelines to focus more on those truly historically significant structures and districts in the community. The Town can ensure that all new development is sensitive to the desired community atmosphere while helping support a more functional and pleasing built form.

FUTURE LAND CLASSIFICATIONS

As noted before, the Future Land Use Map is intended as a guidance document only. The future land uses described below and illustrated on the Future Land Use Map help to set a baseline for updates to the zoning ordinances to better align with the Town.



Downtown Core

This land use classification is intended to protect the varied land uses within downtown Newburgh. Downtown served as Newburgh's central business district with a variety of office, retail, and dining establishments. To align with existing development patterns, future development in the Downtown Core should prioritize both horizontal and vertical mixed use. For example, future development may incorporate retail and dining on the ground floor while allowing office and residential uses to occupy the second/third floor of structures. This district should also encourage innovation and entertainment uses alongside existing uses.



Neighborhood Commercial

This land use classification accommodates small-scale retail establishments that service adjacent residential neighborhoods. Development in Neighborhood Commercial areas should promote the safety and convenience of residents in the immediate vicinity without adversely disrupting residential life. Many commercial uses within this land use will be locally owned and non-chain establishments.



General Commercial

This land use classification encompasses small to medium-scaled business establishments that provide goods and services to both residents and non-residents. Common characteristics may include longer business hours and moderate to high traffic. General Commercial areas are typically located along major roads near the edge of town limits to better serve customers living outside of the Town of Newburgh, including travelers. Commercial within this land use often includes chain and convenience related establishments.



Light Industrial

This land use classification accommodates business and/or industrial employment centers that include clean, quiet, and moderately intense establishments. Light Industrials should be setback from the roadway with significant buffers from roadways and adjacent uses. It is important to note that this classification is not intended for large-scale, high intensity development. Currently, this land use is not proposed within Newburgh, but is listed here to allow for this use should appropriate locations be available in the future.



Institutional

The Institutional land use classification is intended for government, institutional, or civic uses such as schools, churches, hospitals, and utility facilities. These areas should be located adjacent to developed areas for the convenience of residents, accessible by multiple forms of transportation, and highly visible from public rights-of-way.



Conservation

This land use classification focuses on protecting the natural environment in Newburgh. Conservation areas are typically located near the Ohio River along the Rivertown Trail. Recreation related uses may be suitable for these areas; however, it should be highly sensitive to the environment by limiting the disruption to natural features and protecting wetlands and floodplains.



Parks and Recreation

This land use classification encompasses areas that provide recreation and leisure opportunities for residents but also provide a wide range of benefits to the natural environment. Parks and Recreation areas in Newburgh are concentrated near Jefferson Street and the Ohio River.



Low-Density Residential

This land use classification is envisioned as single-family that can be developed as larger individual lots or subdivisions. This residential category includes larger lot sizes and more traditional suburban development patterns.



Medium-Density Residential

This land use classification provides for a mixture of residential dwelling types at medium densities, including single and two household detached dwellings, group care facilities, and/or small multi-plex residential units. The density in this area should not exceed ten gross dwelling units per acre.



High-Density Residential

This land use classification provides for a mixture of residential dwelling types at higher densities, including group care facilities, multi-household dwellings, and mobile home parks. The density should not exceed 15 gross dwelling units per acre.



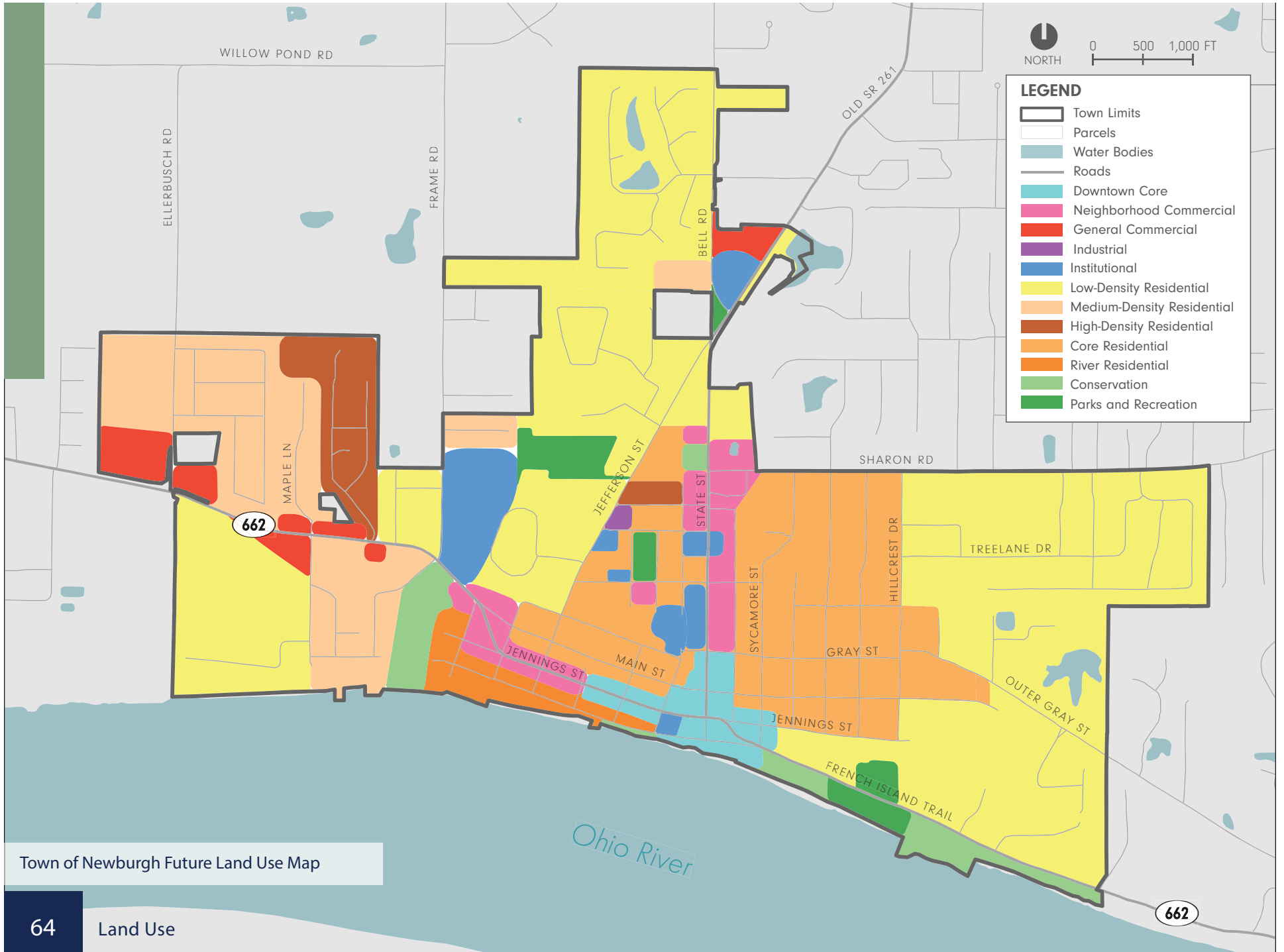
Core Residential

This land use classification protects and defines the older residential neighborhoods surrounding Newburgh's downtown core. Core Residential areas feature a mix of compact single-family homes, not exceeding ten gross dwelling units per acre, as well as duplexes and small mutli-plex residential units. Infill development, including duplex and triplex units, which matches the surrounding architectural style and development character should be promoted in these areas. Architectural guidelines should be considered for new developments within this area.

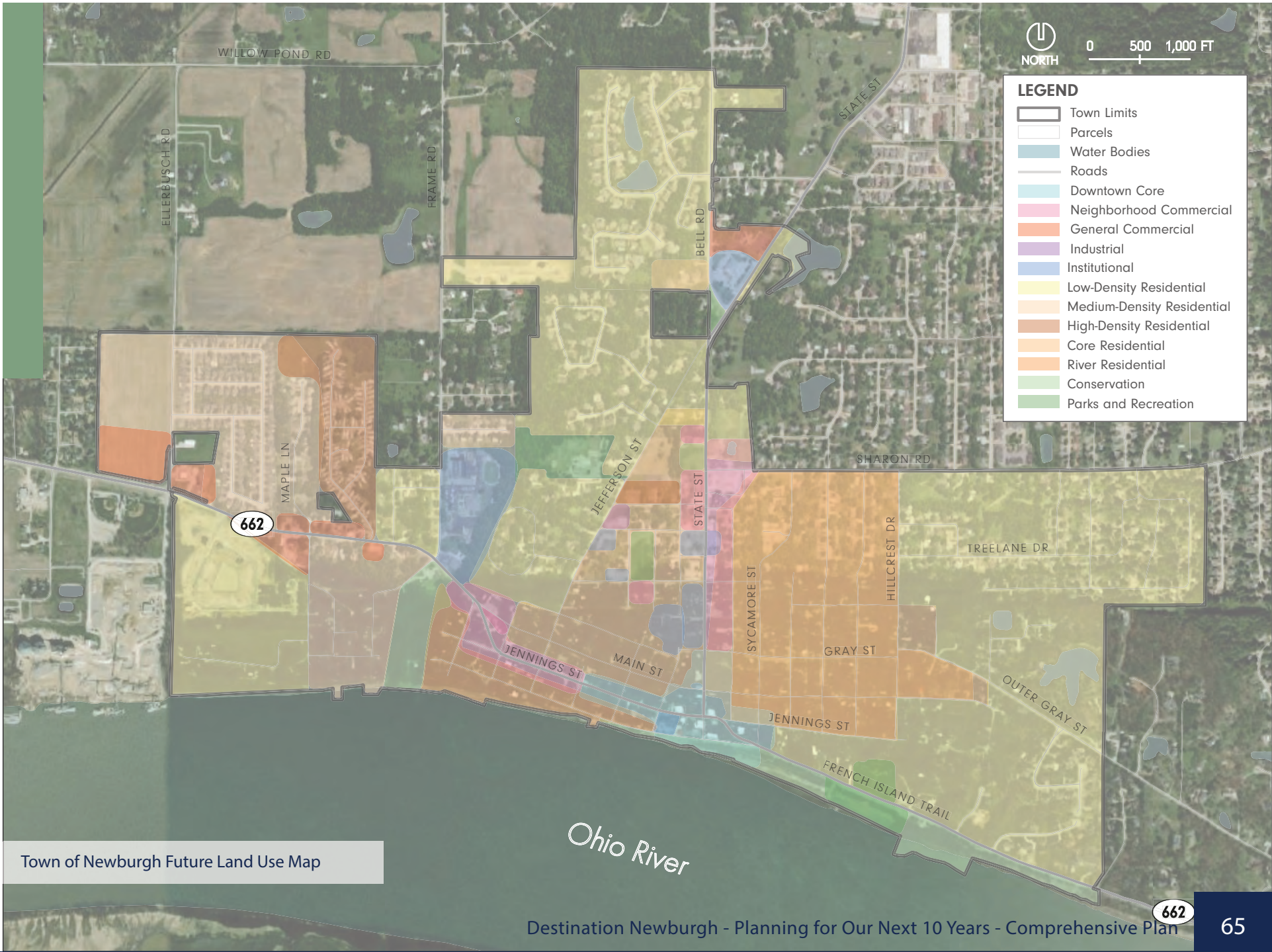


River Residential

This land use classification recognizes the unique nature of lot sizes and lot development patterns of residential areas along Water Street west of Monroe Street. This land use classification should limit heights of new residential buildings to protect river views and allow for higher percentages of building area relative to lot sizes. Architectural guidelines should also be considered for this area.



Town of Newburgh Future Land Use Map



DOWNTOWN INVESTMENT

Dunkirk Investment Group, LLC and Franklin Heritage, Inc.

Overview

Efforts at enhancing and revitalizing downtowns often see great success when local governments think creatively and utilize partnerships with groups with similar interests. These groups can fill a void or increase capacity beyond that available to local government. One example of this currently at work in Newburgh is Historic Newburgh, Inc. (HNI) As a Main Street organization, like many across the State, HNI helps support local downtown business through promotion, events, and community building.

Another complementary approach communities have utilized is partnering with local investment groups or non-profits focused on improving available building inventory by getting abandoned or vacant properties back onto the market. This not only improves the aesthetics of a community, but helps increase economic vitality through the ability to increase business opportunities. Local investment groups and non-profits both work on the same principle of continuing to invest funds from selling properties back into the next property rehabilitation.

Communities have also used this approach through the use of redevelopment commissions, which can utilize the same principle of purchasing properties to spur economic growth. It can often be a surprise how many vacant properties exist in a community. The map on the opposite page illustrates properties either owned by the Town of Newburgh or classified as vacant by parcel data. Some of these locations present opportunities for getting properties back onto the market, especially in the older areas of Town.

Dunkirk Investment Group, LLC in Dunkirk, Indiana and Franklin Heritage, Inc. in Franklin Indiana are examples of non-governmental revitalization groups. Both of these organizations have focused on acquiring and renovating or refurbishing abandoned or vacant historic homes and commercial properties in their respective communities.

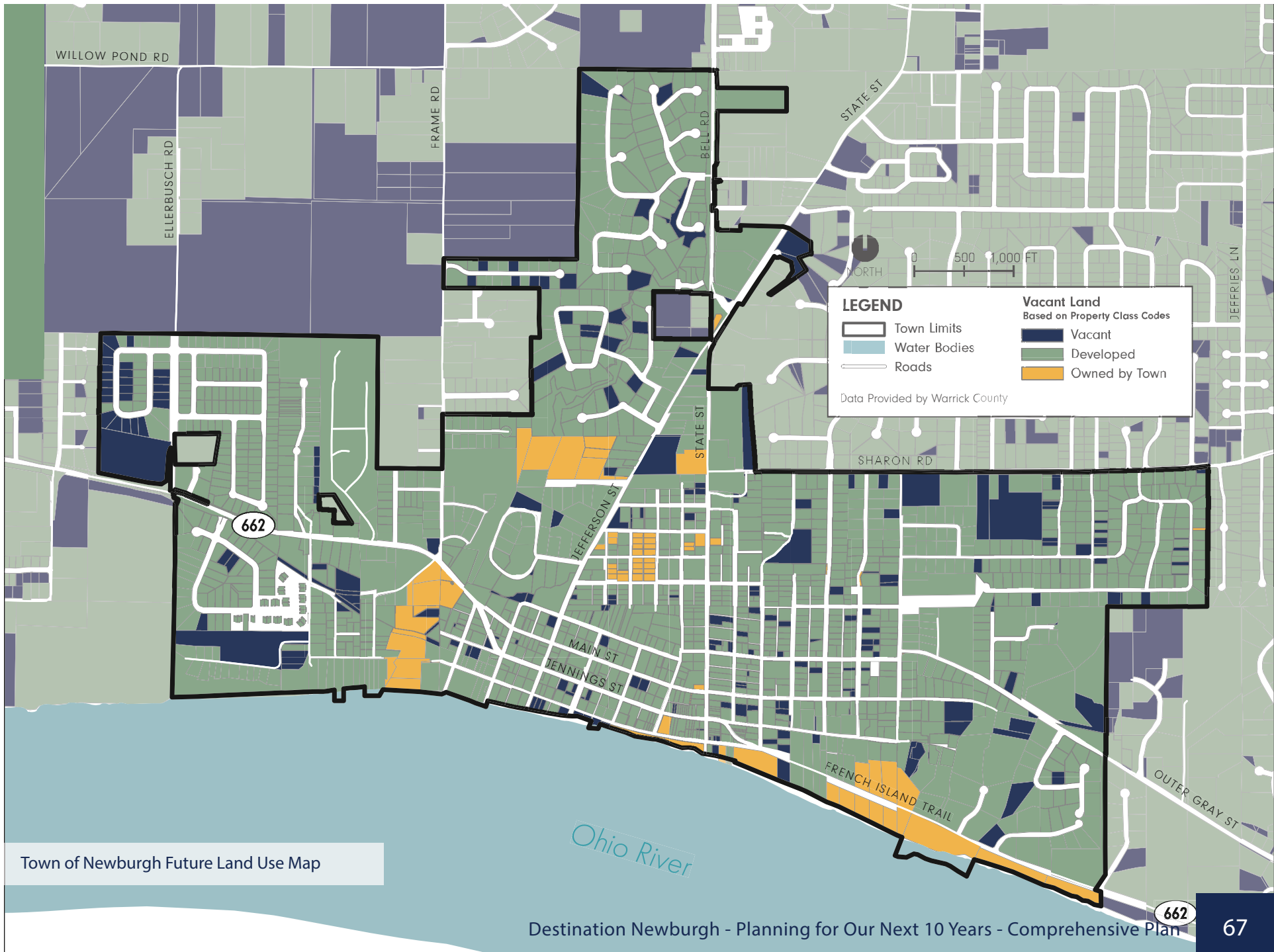
Dunkirk Investment Group, LLC

In Dunkirk, a local investment group comprised of local business persons, has worked to acquire and renovate downtown commercial properties, investing over \$400,000 of its funds into the community.

Franklin Heritage, Inc.

Franklin Heritage Inc. was established in 1983 by a small group of citizens and started purchasing properties in 1998. As a non-profit 501(c)(3) historic preservation group, FHI has helped restore and get back on the market over 17 properties. FHI is also a licensed and insured general contractor.

These organizations don't happen by accident. They take dedicated individuals with a clear vision and passion for their communities as well as trust and open communication with local officials. In looking at the success of HNI over the last several decades, it is clear that passion exists in Newburgh. The opportunity for the future may lie in finding additional ways to leverage that passion.



GOALS AND OBJECTIVES

GOAL 1: Update development ordinances and processes to reflect the vision and goals of this comprehensive plan update

Overview

Ordinances, including a zoning ordinance, are tools used to help communities manage growth, inform property owners of what they can and can't do, and protect the health, safety, and welfare of the community. This plan has identified areas where the zoning ordinance is in need of updating.

The first need is to ensure that development and zoning ordinances reflect existing land uses. Currently, several properties throughout Town, especially in the older historic portions of the community, are non-conforming with existing zoning regulations.

The second need is to provide additional guidance on infill and redevelopment. As Newburgh is constrained in its ability to expand Town boundaries, there is a need to be able to grow and redevelop from within. This internal growth should allow for appropriate higher densities which will incrementally increase the Town's net residential density with a broader mix of housing types. This guidance should include context-sensitive design principles so new development can blend seamlessly with existing and historic portions of Town.

Objectives

- Update zoning regulations to better align to current land uses and minimize variances for non-conforming uses.
- Update residential district requirements to match current lot sizes and densities.
- Incorporate infill and redevelopment requirements and regulations into the Town's development ordinances.
- Encourage context-sensitive design principles, which emphasize building form, orientation, facades, and site design layout to fit within specific neighborhoods for infill and redevelopment projects.

GOAL 2: Allow for development and redevelopment to occur as indicated on the future land use map

Overview

A future land use map indicates where and what type of development is desired in the future. As development proposals, rezoning requests, and zoning variances come through the door, Newburgh should be focused on the following key steps:

- Step 1 is referencing the land use goals, policies and maps to determine if the proposed action aligns with the future land use map and this comprehensive plan.
- Step 2 is determining if the Town's services and infrastructure have the capacity to handle a higher demand or if the proposed development should include improvements to existing infrastructure.
- Step 3 is ensuring the character of the development aligns with goals and policies outlined in Chapter 4.

Objectives

Downtown

- Maintain the historic downtown and riverfront as the central core of Newburgh.
- Prioritize local businesses, restaurants, entertainment, and specialty retail shops within the central core with office and residential on upper floors.

Residential

- Allow for innovative and varied housing types with higher density, smaller lots, small-scale multi-family, and greater flexibility regarding uses within the core residential area of Newburgh surrounding the downtown.
- Allow for lower density single family residential in areas outside of the downtown area.

Commercial

- Maintain the corridors leading into downtown along Jennings Street and State Street as neighborhood commercial uses.
- Allow for general commercial use at the edges of the Town limits along Hwy 662 and State Street, but provide design standards for commercial uses to protect these gateways into Town.
- Maintain the downtown as a mixed-use commercial zone, with an emphasis on restaurants and specialty retail shops.

Other

- Continue to protect the riverfront for public use and maintain views of the Ohio River.
- Require new development adjacent to Town limits and connected to sanitary sewer to be annexed.

GOAL 3: Reinforce the downtown as a distinct district and historic core of the community

Overview

The downtown area of Newburgh is unquestionably the heart of the community. Newburgh is fortunate to have not only an attractive setting on the Ohio River, but have a largely intact downtown urban fabric consisting of historic homes, businesses, appealing streetscapes, and a walkable riverfront. It is evident that historic preservation has been a community value for some time now, and is central to Newburgh's identity. In order to see downtown continue to serve both as the hub of the community and as the visual representation of the Town's identity, the following objectives are recommended.



Objectives

- Develop streetscape guidelines for downtown, building upon historic guidelines for buildings, which include street lighting, pedestrian and bicycle accommodations, tree plantings/landscape, site furnishings, and wayfinding signage.
- Support infill and redevelopment in the downtown core.
 - Maintain a compact development pattern with a diverse mix of uses and activities.
 - Encourage specialty retail, dining, and entertainment establishments on first floors in downtown.
- Support historic preservation and encourage the renovation or adaptive re-use of historic structures when feasible.
 - Evaluate existing historic preservation guidelines to ensure the protection of the downtown core district and support goals of historic preservation and consistent architectural guidelines, without discouraging redevelopment or investment.





06

housing

Developing a wide range of attainable housing types at differing price points is critical for Newburgh's plans for future growth and attracting younger age groups to the community. While the town has encouraged single-family residential development in the past, the lack of developable land and shifting market demands show a need to encourage creativity in growing available units. Similar to land use discussions within this plan, the Town should focus on how infill and redevelopment could be leveraged to expand housing options, all while preserving and acknowledging the community's rich historic heritage.



IMPORTANCE

Newburgh's housing stock is aging, with 60.2% of units built before 1980 and 31.3% built before 1970. While older and historic housing stock greatly contributes to a community's unique character and sense of place, there is an increased need to address maintenance and upkeep. Local historic preservation guidelines have been one approach to address property maintenance, but have their limits. Creating avenues to support residential property maintenance and rehabilitation can help improve community aesthetics and increase available units.

There is also a perception in Newburgh that the number of housing rental units is too high, with developments not fitting the architectural character of the neighborhoods they are in. This is a case where perception does not always meet reality. The proportion of housing units that are rentals has decreased over time. In 2010, 19.5% of units were rentals compared to only 14.4% in 2020. The Town of Newburgh's proportion of rental units is now lower than Ohio Township (18.7%) as well as many of the communities in Warrick County. While the number of rental units may not be a true issue, the appearance and upkeep of rental units is a valid concern.

The discussion on rental properties should shift from a debate on whether or not multi-family housing should be permitted in Newburgh to a conversation about how second-story apartments in downtown buildings, or duplex/triplex units which mirror the architectural style and site development of adjacent residential structures can support growth within the community.



KEY ISSUES AND OPPORTUNITIES

Older Housing Stock

Older homes can be an asset, adding charm and character to a community; however, they can also be a liability when not properly maintained. With demand for housing on the rise and limited available land, Newburgh will have to decide where infill development fits in and whether it is appropriate to tear down old properties to build new. Additionally, some properties in Newburgh may be desirable for other uses, including commercial uses and small-scale multi-family uses. When planning for the future of housing in Newburgh, the Town will need to consider whether older housing stock can be rehabbed or if it should be shifted to a new use.

Perception of Too Many Rentals

There is a perception among Newburgh residents that the Town is home to too many rental properties. In reality, the U.S. Census Bureau estimates that Newburgh only has 226 renter-occupied units, as of 2020. In other words, only 14.4% of all housing units in Newburgh are rentals. As Newburgh considers avenues for future growth, the Town should address the negative perception of rental units and multi-family properties. Although some properties may have been mismanaged in the past, or designed out of scale with the surrounding neighborhood, this doesn't have to be the case for future multi-family properties in Newburgh. Rentals and small-scale multi-family units should be seen as an opportunity to bring new individuals into the community, including young families and young adults by providing a range of attainable housing choices.

Code Enforcement

Code enforcement is an important tool for local government to improve community aesthetics, which leaves a positive impression on visitors and instills pride in residents. The Town of Newburgh is currently limited in its ability to enforce established codes. As the Town looks to the future, there is an opportunity to reclaim this tool, but first, the Town must determine if code enforcement is impeded by a lack of personnel or lack of a formal system to address issues of improper care and maintenance.

Lack of Options for New Homeowners, Young Families, and Young Adults

Newburgh's housing supply is limited, and despite the perception that Newburgh has too many rentals, there may not be enough rental units to keep up with demand and accommodate growth. To attract new homeowners, young families, and young adults to Newburgh, the Town will need to increase its supply of attainable and affordable single-family homes and maintain a supply of quality rental properties with a focus on small-scale multi-family such as duplex and triplex properties.

MISSING MIDDLE HOUSING

Overview

One of the dual challenges facing Newburgh is how best to address trends of a rapidly aging population and stagnant growth of the community with limited ability to physically expand. There is also a very strong desire to protect Newburgh's historic identity.

These factors have led to a negative perception and reaction to almost any housing types except detached single-family. While it is true that apartments and other multi-family housing options have not been implemented or maintained well in Newburgh, these housing types also offer an opportunity to address several of the challenges facing Newburgh.

The Missing Middle

Missing middle housing is a term that was coined in 2010 by Daniel Parolek with Opticos Design to address the need for more diverse housing choices at affordable prices. The concept evolves around the idea that housing exists along a continuum with detached single-family at one end and dense mid-rise condominiums or apartments at the other.

It is called missing as it has not been found in great numbers in many communities since the 1940's, and middle because it represents housing between detached single-family and mid-rise to high-rise apartments. Most communities have plenty of options at the two ends, but are missing opportunities in the middle. In Newburgh's case, there is a plethora of housing at just the one end of the spectrum in detached single-family. Even outside of Town, most of the available residential areas that were focuses for past annexation efforts are detached single-family.

Missing middle homes are diverse and contain multiple housing units within the structure, but fit seamlessly into existing residential neighborhoods. Footprints of missing middle housing are very similar to single-family housing and can include duplexes, triplexes, multi-plexes, downtown live/work spaces and other small-footprint homes. This housing type was a fundamental part of pre-1940's neighborhoods, but fell victim to zoning and housing policies which favored detached single-family residential development.

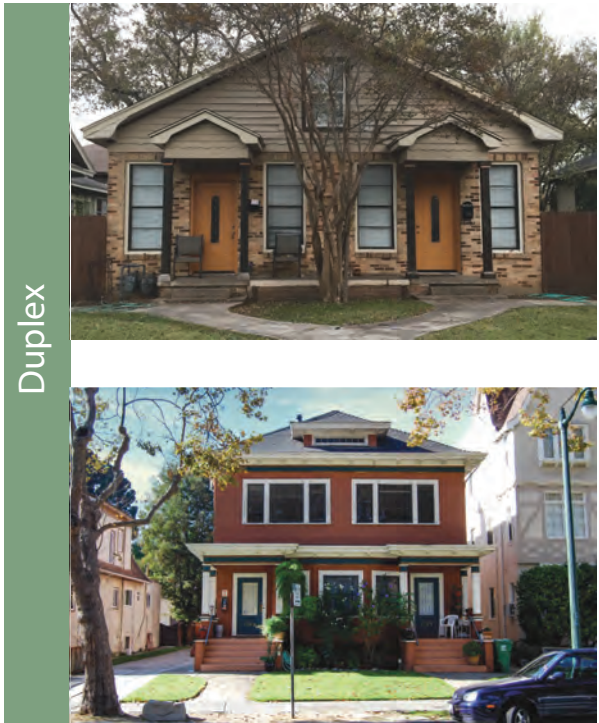
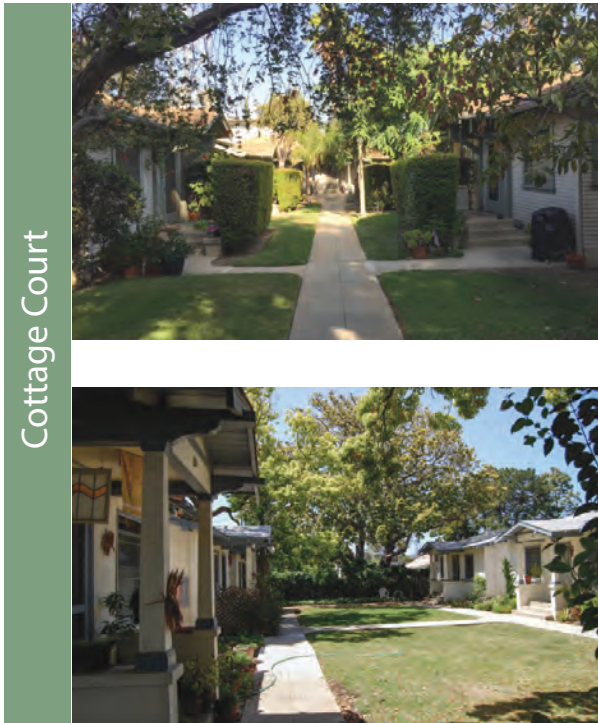
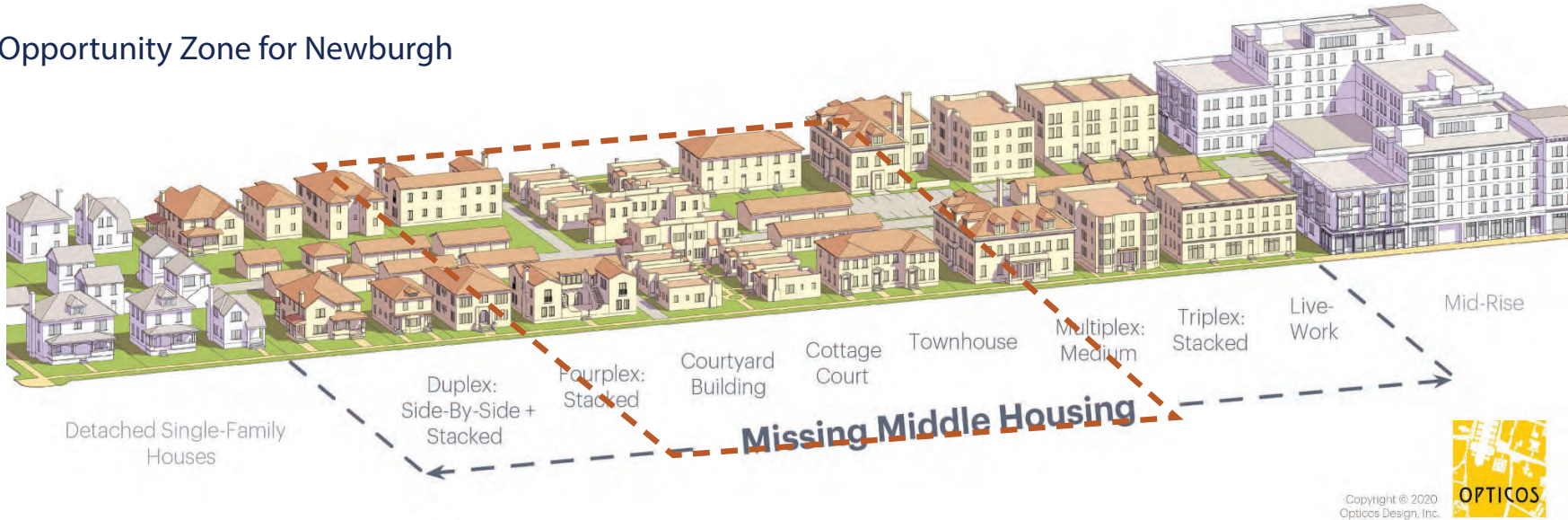
Offering a mix of attainable housing at differing types and densities provide opportunities for citizens of diverse incomes and ages to live and work together, creating a stronger, connected, and invested community. Reintroducing a mix of housing also allows a community to grow, by incrementally increasing net residential density without having to physically annex large areas.

Incorporating diverse and attainable housing, while also respecting a communities character can be attained by ensuring context-sensitive design. It is wholly possible to add residential units while matching the consistent rhythm of existing development. Elements such as building height, width, setbacks from the road, and design elements on the buildings themselves can all be incorporated to seamlessly blend new development with old.

Communities across the State are seeking to correct the gap between attainable housing and home buyers by incorporating and encouraging missing middle housing.

The images to the right illustrate examples of missing middle housing, but are not intended to be exact examples for design.

Opportunity Zone for Newburgh



GOALS AND OBJECTIVES

GOAL 1: Encourage renovation and rehabilitation of existing older or historic housing stock

Overview

To preserve the charm and historic character of Newburgh, the Town should prioritize renovation and rehabilitation of existing older and historic homes whenever possible. The Town has already taken important steps to preserve structures within its historic districts, such as offering a grant for residential improvements and adopting historic preservation guidelines. Next steps should involve continuing these efforts and improving upon them.

Objectives

- Promote and continue to fund the Newburgh Neighbor Residential Grant program to improve residential structures within Newburgh Historic Districts.
- Evaluate existing historic preservation guidelines in the areas outside the historic core district to ensure guidelines support goals of historic preservation and consistent architectural guidelines without discouraging redevelopment or investment.



GOAL 2: Support infill and redevelopment of vacant and blighted residential properties in the community

Overview

The Town of Newburgh has seen a significant decline in residential vacancies over the last decade. In 2010, approximately 12.5% of housing units were vacant compared to 5.1% in 2020. This represents a 60% decrease in vacancies. In other communities, vacancies have decreased at much slower rates. For example, the Town of Chandler saw a 9.7% decrease, Ohio Township saw a 26.5% decrease, and Warrick County experienced a 7.3% decrease over the last decade. Even at the state level, vacancies only decreased by 3.9% over the last ten years.

Vacancy rates function on an equilibrium. A vacancy rate that is too high implies insufficient demand and excess supply. A vacancy rate that is too low may indicate high demand and low supply. The low vacancy rate in Newburgh suggests that there are not enough housing options available. Since Newburgh is limited in terms of expansion and greenfield development, infill development may be an appropriate way to increase housing supply. Homes that are vacant, blighted, or otherwise neglected should be targeted for infill and redevelopment. Not only would this promote growth, but it would improve neighborhood aesthetics and increase property values.

Objectives

- Consider establishing a Home Purchasing Grant Program through the Redevelopment Commission to encourage residential infill.
- Maintain an inventory of vacant or underutilized property for housing.
- Incentivize infill and redevelopment through density awards and bonuses, reduction of impact fees, and/or expedited permitting.

GOAL 3: Provide diverse and attainable housing opportunities by creating mixed density that integrates various lot sizes and housing types together

Overview

Most housing in Newburgh consists of single-family homes. To accommodate the needs and preferences of young adults and families, as well as older adults looking to downsize, the Town of Newburgh should strive to diversify its housing options. Mixed density development, which accommodates single-family homes, as well as other housing types, from duplexes to second-floor residential units, may be appropriate in and around downtown Newburgh. By focusing development in the downtown area, and in adjacent core residential neighborhoods, new residents can easily access and patronize nearby amenities, including local shops and restaurants.



Objectives

- Support the development of 'missing middle' housing including duplexes, triplexes, and small multi-plex units which blend with adjacent architecture and site design.
- Update the zoning ordinance to support a mix of lot sizes and housing types.
- Encourage second floor residential in downtown areas.





Source: ConceptEight Pleasant Pines Road, Raleigh



07

transportation & connectivity

Though often associated with vehicular networks, a community's transportation network and connectivity go well beyond automobiles. Pedestrian and bicycle networks are just as critical to a community, especially a smaller community like Newburgh that prides itself on small-town charm and being a destination for visitors.

Beyond visible above ground transportation networks, underground utility networks are also critical for the ability of a community to ensure connected and quality development throughout. Robust, connected, and high-quality vehicular, pedestrian, and utility networks play a major role in the Town's ability to facilitate future development and reinvestment and support quality of place initiatives that benefit residents.



IMPORTANCE

Vehicular transportation systems within Newburgh are in adequate shape, with online survey respondents generally satisfied with their overall condition. On the other hand, the public expressed the desire to expand pedestrian facilities with a heavy interest in expanding trails/greenways throughout the community and building a better-connected sidewalk network. The Rivertown Trail was frequently mentioned as a community asset with the potential to link with other downtown destinations and areas within Warrick County outside town limits.

Newburgh's sewer department has been very proactive in planning and supporting sanitary sewer expansion over the last two decades which has allowed large-scale and more dense developments to occur well outside of Town limits in unincorporated areas of Ohio Township and Warrick County. While this has been a benefit to the region, continued proactive planning and management of existing infrastructure will be critical to redevelopment within Newburgh as growth continues to occur outside Town limits. The Town's stormwater infrastructure, on the other hand, is a barrier for Newburgh that will need to be addressed throughout the community. Flooding issues in river towns can be common, but enhancing infrastructure, particularly downtown, can have major benefits and protect properties.



KEY ISSUES AND OPPORTUNITIES

Pedestrian Connectivity

There is a lack of sidewalk connectivity within existing neighborhoods, particularly those surrounding the downtown core. To enhance access to downtown businesses and other amenities, such as Lou Dennis Park and the riverfront, the Town should consider expanding and improving the pedestrian network. New sidewalks and curbs should be ADA compliant to ensure accessibility for all Newburgh residents. Sidewalks should also link to existing trails whenever possible. Expansion of the pedestrian network does not have to be limited to sidewalks. Re-thinking traffic patterns may present opportunities for one-way vehicular traffic on some roads, opening up existing pavement for marked pedestrian routes.

Maintenance of Trails and Pedestrian Network

Existing sidewalks and trails, like the Rivertown Trail, are an asset to the community. To ensure that trails are accessible to residents and visitors for years to come, Newburgh should continue to maintain the infrastructure of these walkways, repairing damage and making upgrades as the opportunity arises.

Transportation Corridors and First Impressions

Visitors enter Newburgh from the following three major transportation corridors: State Street, State Road 662 (after exiting Interstate 69), and French Island Trail (after exiting State Road 66). There is an opportunity to use these corridors to develop positive first impressions for visitors. Through small enhancements to landscaping, lighting, and/or signage, Newburgh can welcome visitors, market available attractions and amenities, and establish a unique town identity.

Capacity for Growth West and Northwest of Town

The largest undeveloped area in Newburgh is located northwest of the intersection of Ellerbusch Road and SR 662. A subdivision of single-family homes is being constructed on part of this property; however, there is also potential for future commercial development along SR 662. With annexation, additional new development could take place in the open areas on the northwestern edge of town, although development is limited due to past mining operations and lack of current sanitary sewer capacity.

Legislative Environment for Utilities and Waivers

The Town is at the whim of the State of Indiana regarding processes for annexation. However, the Town should be proactive with the tools still at its disposal regarding annexation and future growth. Unchecked growth on Newburgh's doorstep, without incorporating that growth, has led to an out-sized burden on Town resources without the proportional support of residents using those services and infrastructure.

Any new development connected to Newburgh utilities should be annexed if adjacent to Town limits and waivers for future annexation should continue to be utilized for areas beyond Town limits.

Stormwater Infrastructure

Newburgh is lucky to be positioned in a way that is largely free from river flooding impacts. However, stormwater management will continue to be an issue into the future, especially as rain events become more intense and frequent. Stormwater infrastructure is lacking in the community, resulting in areas of flooding. Stormwater management should be considered as part of any redevelopment or infrastructure improvement project.

LOCAL OPPORTUNITIES

Transportation projects can be daunting prospects, both in their scale, complexity, and funding. While there are a few potential large-scale transportation opportunities in Newburgh, there are also several smaller opportunities that can help increase pedestrian connectivity, gateways and way-finding throughout Town. The map on the page to the right illustrates some of the opportunities below.

Trail Extensions

The Rivertown Trail was a consistent high mark for Newburgh during the public input process. Likewise, extending the trail marked high on the list. While adding miles of trail can present a significant hurdle for the Town on its own, continued partnership and coordination with Warrick Trails can help plan for future extensions. In the long-term, there is an opportunity to work with private property owners for trail extensions to Lou Dennis Park from the Aurand Trail Head. In the short-term, there are opportunities to connect gaps in the network, such as along Water Street between State Street and the French Island Trail.

Pedestrian Connectivity

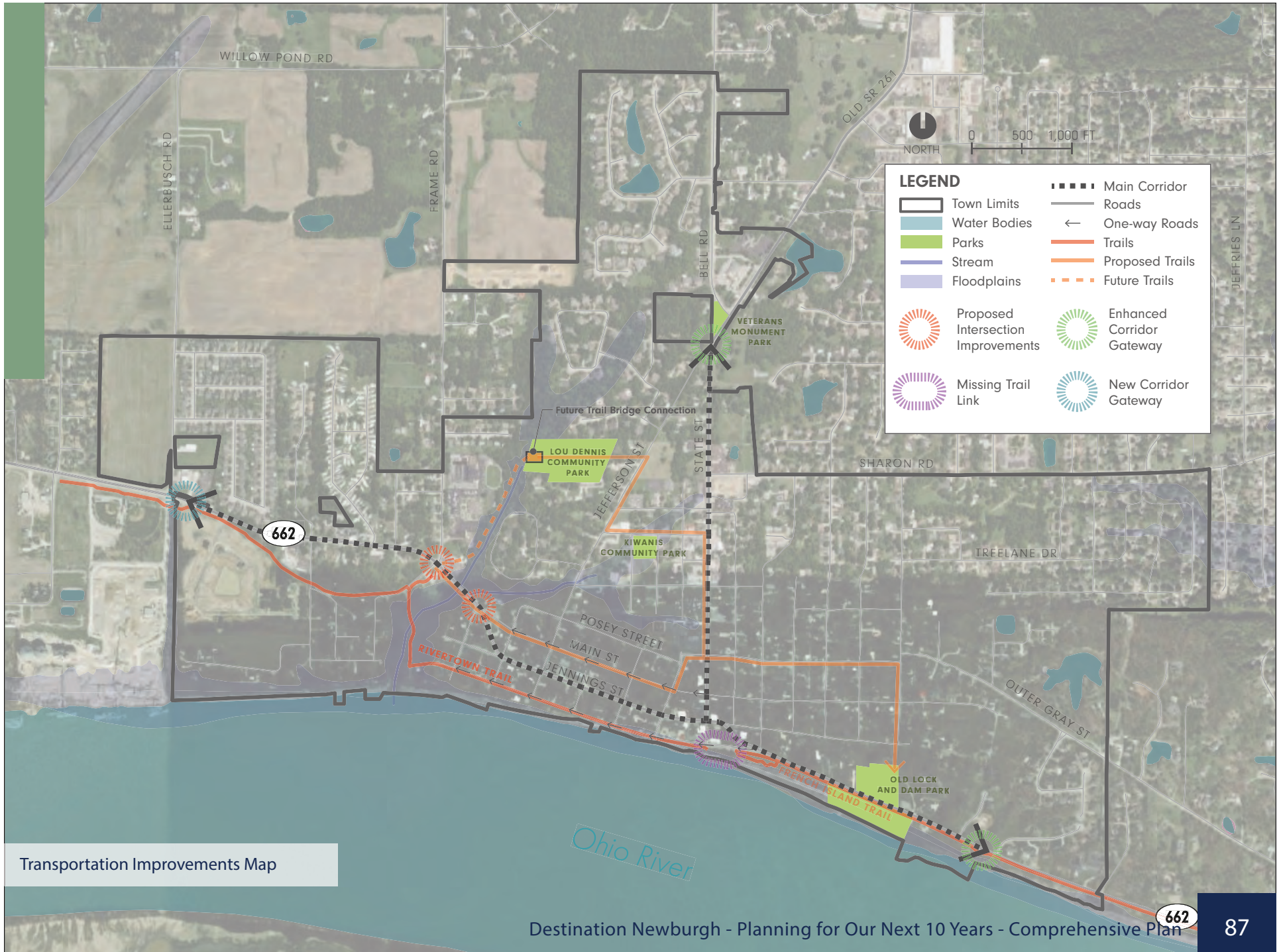
Beyond the Rivertown Trail itself, there are opportunities for extending pedestrian connectivity throughout Town. Exploring one-way traffic on local streets along with delineated pedestrian ways on the remaining pavement is one low-cost option to link community destinations. Other local roads may have sufficient right-of-way or pavement width to allow for a narrowing of existing travel lanes to accommodate delineated pedestrian ways. A combination of these approaches may allow for dedicated pedestrian ways to link community assets such as downtown, Lou Dennis Park, Old Lock and Dam Park and Kiwanis Community Park.

Gateways and Corridors

Existing gateway signage exists at the north end of State Street and east along the French Island Trail. Opportunities exist to expand upon these existing gateways with more prominent features as well as to add a new gateway to the community on the west end near Ellerbusch Road. Likewise, the corridors that the gateway monuments mark have the potential for a more defined design. Lighting, street trees, landscaping, banners, and other consistent streetscape elements can help define Newburgh's boundaries along the main gateways into Town along SR 662/Jennings Street, State Street, and French Island Trail.

Intersection Improvements

Lastly, there are a few key intersections where pedestrian connectivity, entry corridors, and trail extensions all intersect. Improving the intersections at Frame Road and SR 662, Main Street and Jennings Street, and the roadway between them can go a long way towards creating a defined gateway into downtown Newburgh as well as improving both vehicular and pedestrian safety. Improving these connections will require coordination and buy-in from INDOT, but represent the best link to drastically improve trail and pedestrian connections.



Transportation Improvements Map

GOALS AND OBJECTIVES

GOAL 1: Utilize transportation corridors to serve as gateways into Town

Overview

Major transportation corridors, including Interstates and other highways, are an asset to small communities. These roadways are vital to attracting visitors, which many local businesses are reliant upon. To enhance the experience of visitors and develop a positive first impression, it's important to distinguish entryways into Town as separate and unique from surrounding areas. Corridors should welcome visitors (and residents) into the community and market available attractions and amenities. Important historic districts and downtown areas should also stand out from the rest of the community.

Objectives

- Utilize the main corridors into Town (SR 662 from I-69, French Island Trail, State Street) to clearly define entry into Newburgh with elements such as consistent decorative lighting, signage/banners, and landscaping.
- Increase the visibility and presence of gateway signage at the entry points into Newburgh and delineate the downtown core district.



GOAL 2: Make Newburgh a bicycle and pedestrian friendly town through supportive infrastructure and policies

Overview

The Town of Newburgh has seen the benefits of becoming a bicycle and pedestrian-friendly town. The Rivertown Trail, which spans nearly the entire length of Newburgh, has been the Town's most ambitious project. Future initiatives to improve the bicycle and pedestrian network should include both planning efforts and infrastructure projects. As the network is developed and expanded upon, the Town of Newburgh should take steps to ensure that trails and sidewalks (and their access points) are ADA compliant. All residents and visitors should be able to enjoy these amenities.

Unique approaches, such as limiting vehicular traffic to one-way on select local streets and utilizing remaining pavement for pedestrian ways should also be explored. This approach has already been successfully utilized along Water Street, West Main Street, and one block of south State Street.



Objectives

- Complete a trail connection along Water Street between State Street and French Island Trail.
- Develop a bike and pedestrian masterplan to identify best routes to connect residential areas to the Rivertown Trail, best routes to connect key community assets such as the riverfront, downtown, Old Lock and Dam Park, Senior Citizen Center, and Lou Dennis Park and to prioritize areas lacking pedestrian infrastructure.
- Evaluate the local road network to identify current two-way streets which may be converted to one-way with delineated pedestrian ways on existing pavement.
- Use the recently completed sidewalk inventory to prioritize improvements for missing or degraded sidewalks.
- Complete intersection improvements at popular pedestrian destinations.
 - Aurand Trailhead - Hwy 662 and Frame Road
 - Allen Family Amphitheater and Old Lock and Dam - French Island Trail and Old Lock and Dam Building
- Update development standards to ensure sidewalks are constructed with new development or right-of-way improvements.
- Ensure access points to trails and sidewalks are ADA compliant.

GOAL 3: Implement recommendations of sanitary master plan

Overview

The Town of Newburgh has been very proactive in future planning and expansion of the sanitary sewer system, which serves a large area well beyond Town boundaries. Extension of sanitary infrastructure is also crucial to the ability of the Town to grow in the future. As such, maintaining the network in a high-functioning state and with room to expand will serve Newburgh well into the future.

Objectives

- Implement improvements to increase sanitary capacity in the undeveloped area northwest of Town limits in the Ellerbusch Road area.
- Upgrade interceptor line up to Hwy 66/Hwy 261.
- Expand plant capacity.





08

action plan

This chapter assembles the goals and objectives of each topic chapter into an action plan for the Town of Newburgh.



DEVELOPING ACTION STEPS

The predominant theme of this planning effort was understanding how to best support the future of Newburgh in the face of challenging constraints.

The last comprehensive plan was completed in 2001, over 20 years ago. During that time, surrounding areas of Ohio Township and Warrick County have grown rapidly, putting additional strain on Town resources and infrastructure, while the boundaries of the Town and residents supporting those additional strains have remained nearly the same. The population of Newburgh in 2000 was 3,088. As of the 2020 Census, the population was 3,344. At the same time, the median age of town residents has increased from 39.1 in 2000 to 48.3 in 2020, a much older demographic than surrounding Ohio Township and nearby Chandler and Boonville.

The challenge for Newburgh is striking a balance between celebrating and leaning into its historic rivertown identity, while encouraging and accepting conveniences and amenities which complement this rich historic heritage and support long-term economic stability of the community.

CONSENSUS ISSUES

Through public surveys, stakeholder discussions, public outreach events, and steering committee discussions, eight consensus issues were identified as priorities for the community at large.

1. Increase Community Connectivity
2. Increase Business Support and Development
3. Continue Investment in Downtown
4. Encourage Appropriate Town Growth
5. Increase Civic Engagement
6. Continue Quality of Life Investments
7. Attract Younger Families and Adults
8. Reinforce Town Branding and Identity

GOALS & OBJECTIVES

Out of the 17 goals presented throughout the plan, several have stood out as priorities for the Town over the next several years. These priority goals will support the other goals and subsequent objectives of the plan.

- Increase collaboration at the county and regional level on planning efforts to benefit Newburgh.
- Evaluate existing and additional funding sources.
- Bolster code enforcement efforts.
- Enhance Town branding and marketing.
- Increase collaboration, communication and engagement between Town officials/staff, residents, and local businesses.
- Continue investments in quality of life amenities.
- Update development and zoning ordinances to reflect priorities of this plan.
- Create a bicycle and pedestrian friendly town through supportive infrastructure and policies.



COMMUNITY CHARACTER AND CAPACITY

1

GOAL: Increase local business support and development.

- Support a co-working or business incubator location.
- Maintain and promote an inventory of available development-ready or vacant sites zoned for commercial uses.
- Develop an online 'one-stop shop' resource kit which summarizes local, county, and state permit requirements and information on local business support groups. Include contact persons and web links for organizations to support a new or existing business, including Historic Newburgh, Inc., Warrick County Chamber of Commerce, Warrick County Economic Development and local and state permitting agencies.
- Develop and promote a 'buy local' campaign, similar to Warrick Bucks, to encourage retention of local dollars and new business development within Town boundaries.

2

GOAL: Increase collaboration, communication, and engagement between elected officials/Town staff with residents and local businesses.

- Establish regular roundtable discussions between council representatives, Historic Newburgh, Inc., Warrick County EDC, and local business groups to understand barriers for business owners and consumers.
- Consider a youth council or task force to involve high school students in local government and weigh in on Town initiatives.
- Consider informal settings for community conversations and outreach such as programs like 'Coffee with Council' to give residents opportunities to learn about involvement outside of council or board meetings.
- Identify gaps in town knowledge or capacity that could be supported by citizen-led boards or committees, such as a Merchants Advisory Board.

3 GOAL: Evaluate existing and additional funding sources.

- Consider a stormwater utility fee to support much-needed storm sewer improvements and maintenance.
- Collaborate with the Town's financial advisors and the Redevelopment Commission to identify the potential for establishing any Tax Increment Financing areas.

4 GOAL: Continue to improve and diversify town communications.

- Update the Town's website to eliminate outdated information and streamline links to valuable community resources.
- Continue and bolster use of 'Buzz in the Burgh' SMS messaging and the Town Facebook page for daily or weekly town updates.
- Consider other media, such as permanent electronic message boards, in prominent locations and along heavily traveled corridors to convey information.
- Develop a mobile app or web based 'Am I in Newburgh' application to help citizens determine if they are in Newburgh to assist with permitting and question over representation and Town services.

5 GOAL: Bolster code enforcement efforts to address blighted properties.

- Develop an action plan for code enforcement in targeted areas, such as gateway corridors and near public facing spaces.
- Create an online submission form where residents can submit ordinance violations for Town review.
- Consider a vacant property ordinance to encourage absentee property owners to sell the property for redevelopment.

6 GOAL: Enhance Town branding and marketing that celebrates Newburgh's heritage and identity.

- Ensure consistent application of Town logo and branding through all websites, social media, signage, Town-owned facilities/equipment and future marketing efforts.
- Consider a marketing campaign along the lines of 'This is Newburgh' to define what makes Newburgh unique, while also providing education about the extents of the Town.
- Market Newburgh with an advertising presence along Interstate 69, especially at the Hwy 662 Interchange.

7 GOAL: Continue investments in quality-of-life amenities and encourage community involvement.

- Implement recommendations from the Parks and Recreation Master Plan.
- Encourage neighborhood participation for Town-sponsored community clean-up days.
- Support growth and enhancement of year-round community events and programs sponsored by Historic Newburgh, Inc., and other non-governmental groups.

8 GOAL: Collaborate at the county-level and regionally on long-range planning efforts to benefit Newburgh.

- Partner with Warrick Trails for trail expansion opportunities.
- Partner with the Evansville Metropolitan Planning Organization and Warrick County for transportation planning on a gateway corridor along Hwy 662 from Interstate 69.
- Ensure involvement with Warrick County Economic Development and Warrick County Chamber of Commerce for programs/policies that would benefit local businesses.

LAND USE

1

GOAL: Update development ordinances and processes to reflect the vision and goals of this comprehensive plan update.

- Update zoning regulations to better align to current land uses and minimize variances for non-conforming uses.
- Update residential district requirements to match current lot sizes and densities.
- Incorporate infill and redevelopment requirements and regulations into the Town's development ordinances.
- Encourage context-sensitive design principles, which emphasize building form, facades, and site design to fit within specific neighborhoods to be followed on infill and redevelopment projects.

2

GOAL: Allow for development and redevelopment to occur as indicated on the future land use map.

Downtown

- Update the Town's website to eliminate outdated information and streamline links to valuable community resources.
- Continue and bolster use of Buzz in the Burgh SMS messaging and the Town Facebook page for daily or weekly town updates.

Commercial

- Allow for higher density, smaller lots, and greater flexibility in uses of the residential core surrounding downtown.
- Allow for lower density single family residential in areas outside of the downtown area.
- Maintain the corridors leading into downtown along Jennings Street and State Street as neighborhood commercial uses.
- Allow for general commercial use at the edges of the Town limits along Hwy 662 and State Street but provide design standards for commercial uses to protect these gateways into Town.

Other

- Maintain the downtown as a mixed-use commercial zone, with an emphasis on restaurants and specialty retail shops.
- Continue to protect the riverfront for public use and maintain views of the Ohio River.
- Require new development adjacent to Town limits and connected to sanitary sewer to be annexed.

3 GOAL: Reinforce the downtown as a distinct district and historic core of the community.

- Develop streetscape guidelines for downtown, building upon historic guidelines for buildings, which include street lighting, pedestrian and bicycle accommodations, tree plantings/landscape, site furnishings, and wayfinding signage.
- Support infill and redevelopment in the downtown core.
- Maintain a compact development pattern with a diverse mix of uses and activities.
- Encourage specialty retail establishments.
- Support historic preservation and encourage the renovation or adaptive re-use of historic structures when feasible.
- Evaluate existing historic preservation guidelines to ensure the downtown core district and support goals of historic preservation and consistent architectural guidelines without discouraging redevelopment or investment.



HOUSING

1 GOAL: Encourage renovation and rehabilitation of existing older or historic housing stock.

- Promote and continue to fund the Newburgh Neighbor Residential Grant program to improve residential structures within Newburgh Historic Districts.
- Evaluate existing historic preservation guidelines in the areas outside the historic core district to ensure guidelines support goals of historic preservation and consistent architectural guidelines, without discouraging redevelopment or investment.

2 GOAL: Support infill / redevelopment of vacant and blighted residential properties in the community.

- Consider establishing a Home Purchasing Grant Program through the Redevelopment Commission to encourage resident infill.
- Maintain an inventory of vacant or underutilized property for housing.
- Incentivize infill and redevelopment through density awards and bonuses, reduction of impact fees, and/or expedited permitting.

3 GOAL: Provide diverse housing opportunities by creating mixed density that integrates various lot sizes and housing types together.

- Support the development of 'missing middle' housing including duplexes, triplexes, and quadplexes which blend with adjacent architecture and site design.
- Update the zoning ordinance to support a mix of lot sizes and housing types.
- Encourage second floor residential in downtown areas.

TRANSPORTATION AND CONNECTIVITY

1

GOAL: Utilize transportation corridors to serve as gateways into Town.

- Utilize the main corridors into Town (Hwy 662 from I-69, French Island Trail, State Street) to clearly define entry into Newburgh with elements such as consistent decorative lighting, signage/banners, and landscaping.
- Increase the visibility and presence of gateway signage at the entry points into Newburgh and delineate the downtown core district.

2

GOAL: Make Newburgh a bicycle and pedestrian friendly town with supportive infrastructure and policies.

- Complete a trail connection along Water Street between State Street and French Island Trail.
- Develop a bike and pedestrian master plan to identify best routes to connect residential areas to the Rivertown Trail, best routes to connect key community assets such as the riverfront, downtown, Old Lock and Dam Park, Senior Citizen Center, and Lou Dennis Park and to prioritize areas lacking pedestrian infrastructure.
- Use the recently completed sidewalk inventory to prioritize improvements for missing or degraded sidewalks.
- Complete intersection improvements at popular pedestrian destinations, including Aurand Trailhead at Hwy 662 and Frame Road and Allen Family Amphitheater and Old Lock and Dam at French Island Trail and the Dam Building.
- Update development standards to ensure sidewalks are constructed with new development or right-of-way improvements.

3

Implement recommendations of sanitary master plan.

- Implement improvements to increase sanitary capacity in the undeveloped area northwest of Town limits in the Ellerbusch Road area.
- Upgrade interceptor line up to Hwy 66 and Hwy 261.
- Expand plant capacity.



09

appendix

This chapter assembles summaries of the feedback from all project outreach efforts including public meetings, stakeholder meetings and survey responses.



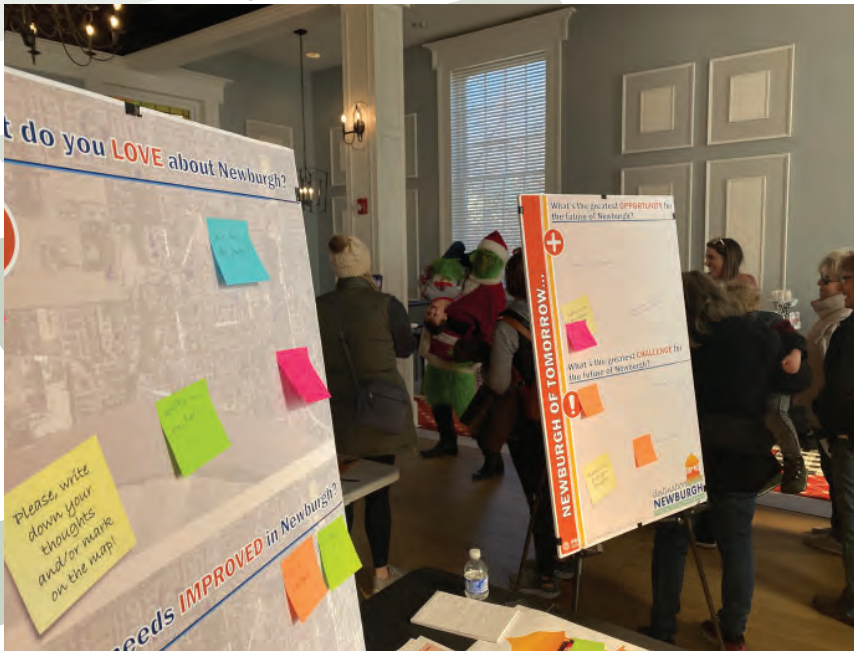
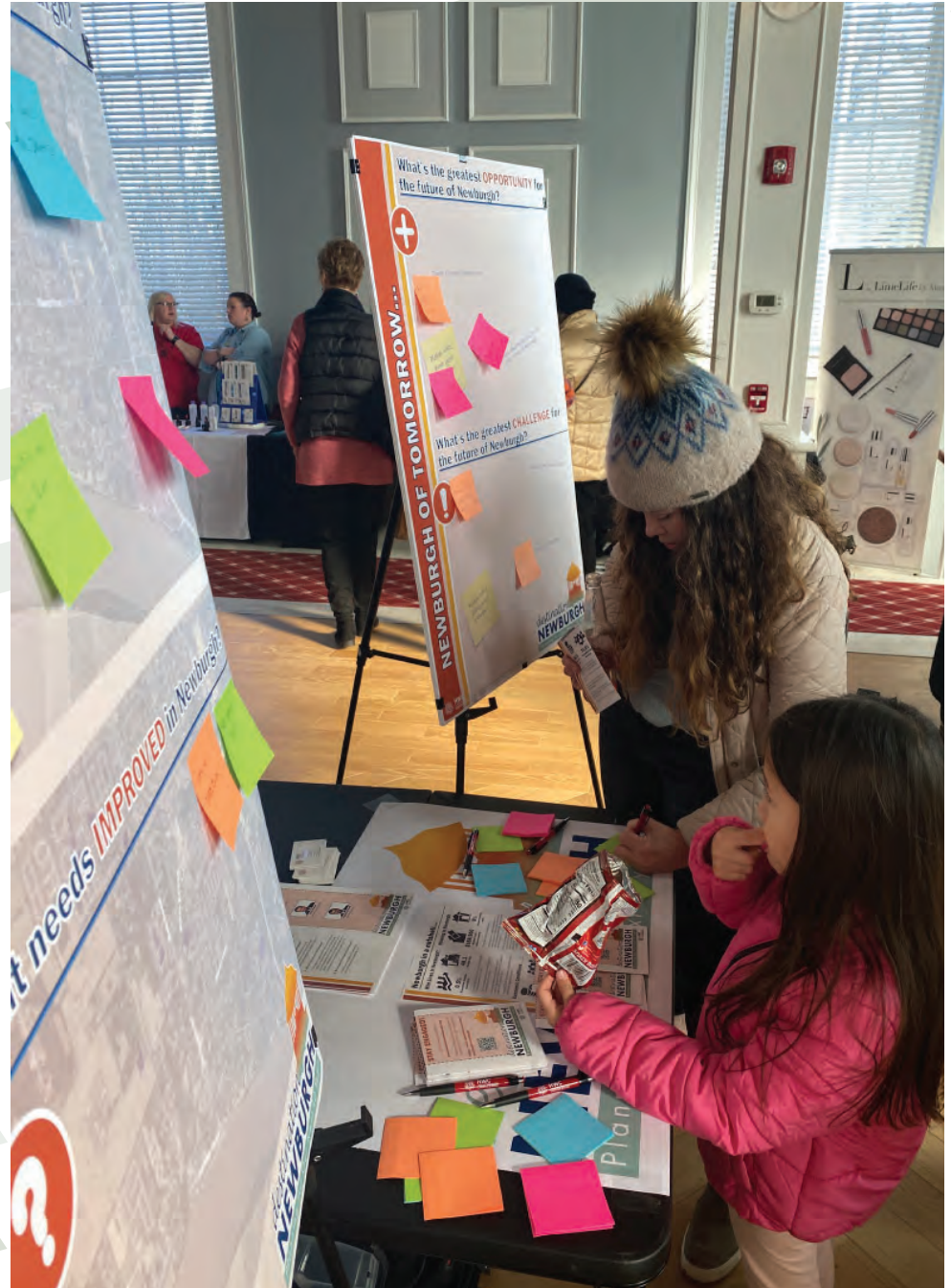
“NEWBURGH CELEBRATES CHRISTMAS” BOOTH

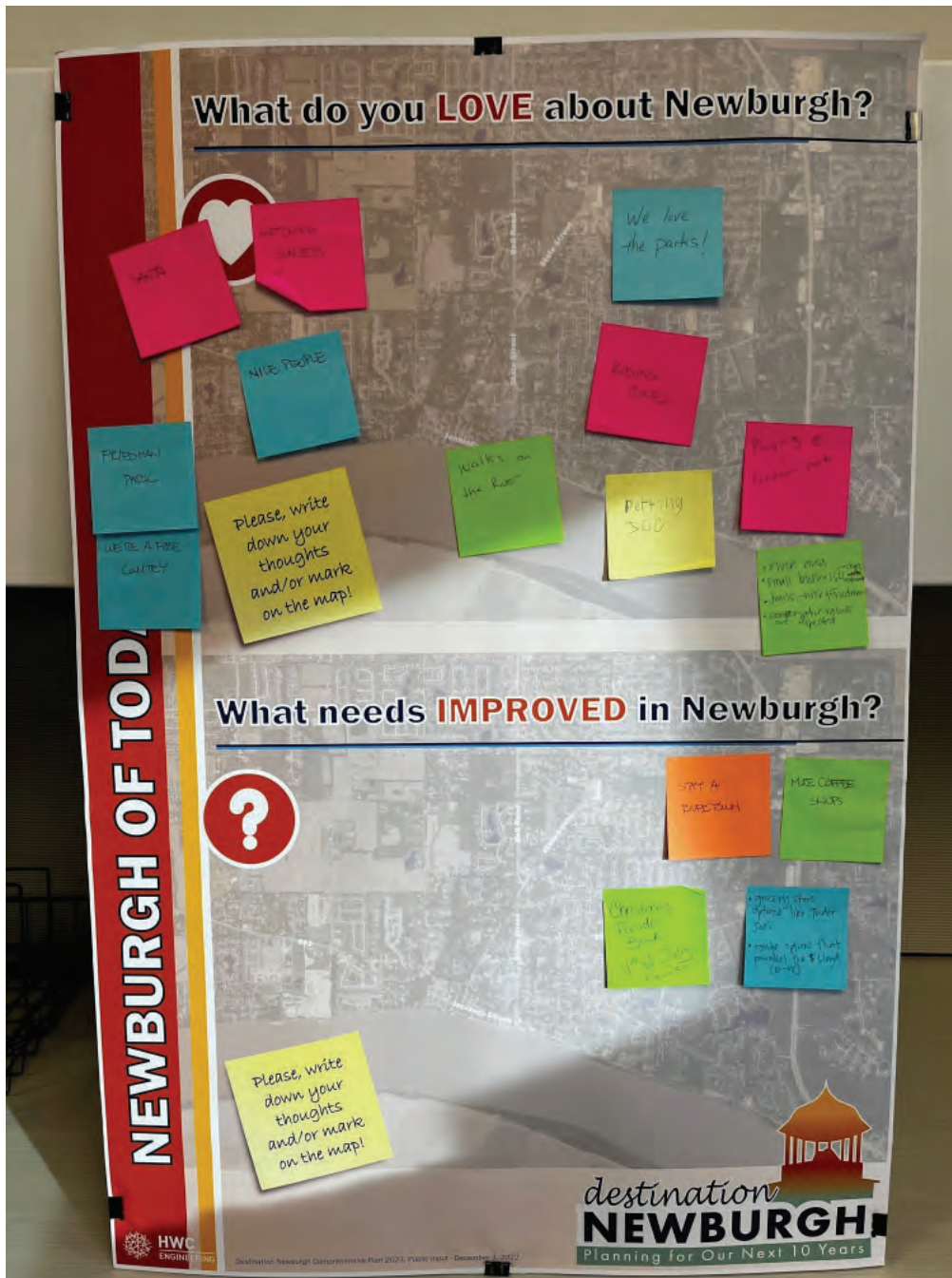
PUBLIC OUTREACH EVENT, DECEMBER 03, 2023



The event was advertised via the City website and participating social media platforms (above), as well as on the Destination Newburgh Website (right). A total of three posts were made ahead of the event.





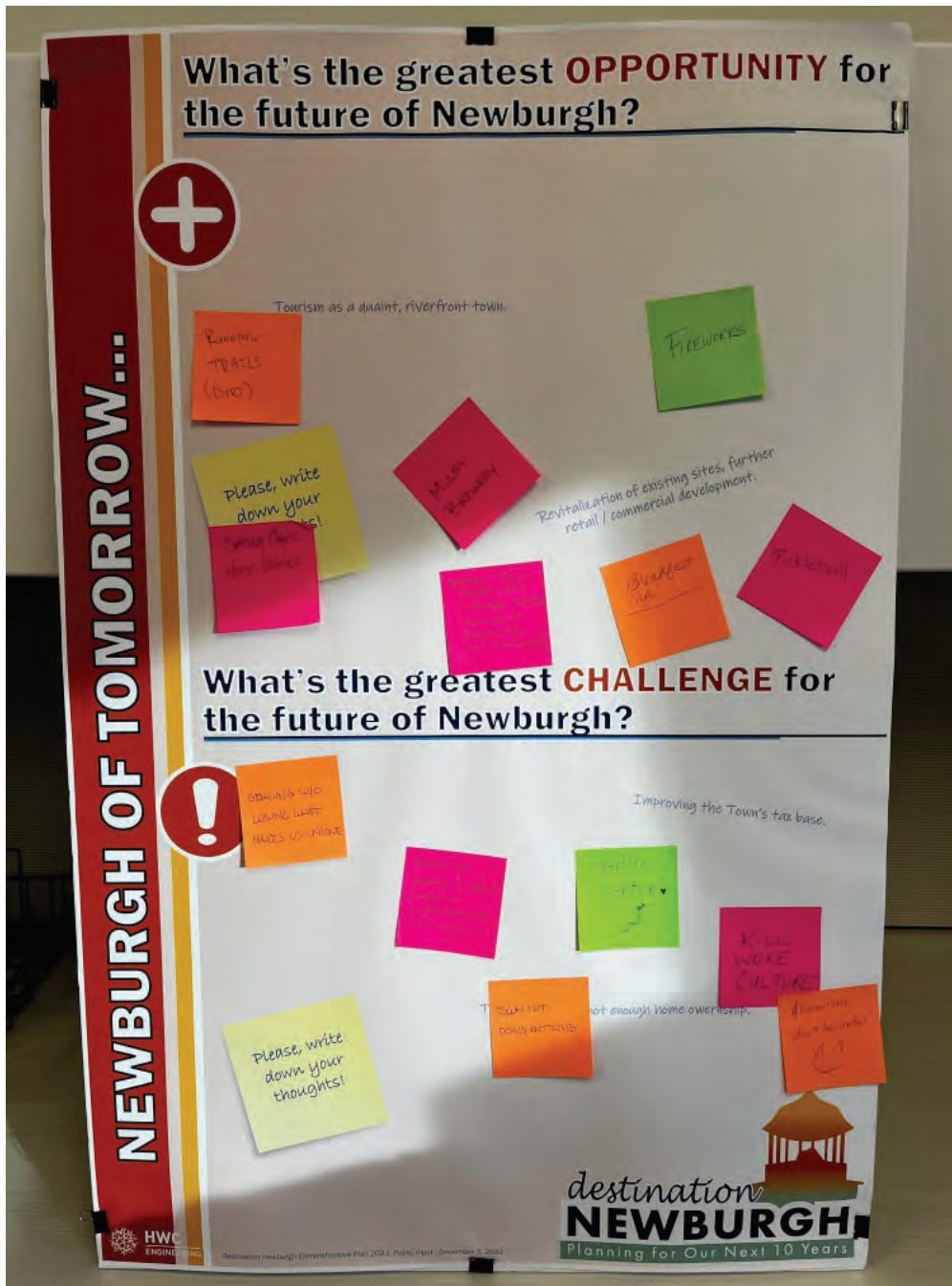


What do you love about Newburgh?

- Santa
- Watching sunsets
- Nice people
- We love the parks!
- Friedman Park (2)
- We're a free country
- Walks on the river
- Petting zoo
- Riding bikes
- Riverfront
- Small businesses – shops and restaurants
- Trails – riverwalk & Friedman Park
- Conservative values are respected

What needs to be improved in Newburgh?

- Stay a rivertown
- More coffee shops
- Bring back the Christmas Parade
- 4th of July Fireworks
- Grocery store options like Trader Joe's
- Route options that parallel the Lloyd (E to W)



What's the greatest opportunity for the future of Newburgh?

- Running trails (dirt)
- Batting cages
- Horse stables
- Micro-brewery
- Tourism – increase restaurant options in downtown (like a for brunch, café, wine shop, brewery)
- Breakfast café
- Pickleball
- Fireworks

What's the greatest challenge for Newburgh?

- Growing without losing what makes us unique.
- Reptile center
- Kill woke culture
- ^ Alternatively, done be awful
- Town not doing anything
- Making sure diversity of values and thoughts are respected reflected in our town.

DESTINATION NEWBURGH PUBLIC OPEN HOUSE

PUBLIC OUTREACH EVENT, APRIL 25, 2023

Help plan for the future of OUR community!

What? PUBLIC OPEN HOUSE

When? April 25, 2023 5:00-6:30 pm

Where? Lou Dennis Park

Refreshments and hot dogs provided by Dawgs on the Ohio!

More information at www.destinationnewburgh.com or use the QR code to access the website!

HWC ENGINEERING

destination NEWBURGH
Planning for Our Next 10 Years

The flyer features a dark blue background with orange and white text. It includes a QR code and logos for HWC Engineering and Destination Newburgh.

The event was advertised via the City website and participating social media platforms (above), as well as on the Destination Newburgh Website (right). A total of three posts were made ahead of the event.

destination NEWBURGH
Planning for Our Next 10 Years

4/25/23

Virtual Open House

On the evening of April 25, 2023, the City of Newburgh and HWC hosted a Public Open House for the Destination Newburgh

destinationnewburgh.com

The screenshot shows a social media post with a photo of people at a table, a date of 4/25/23, a title 'Virtual Open House', and a description of the event. The browser address bar shows 'destinationnewburgh.com'.





INCREASE COMMUNITY CONNECTIVITY

Newburgh must expand its pedestrian network to ensure that residents have safe access not only within the downtown and riverfront but also to and within residential areas.

Place a dot in the blue box next to the BIG IDEA you think is a priority under this topic.

23

BIG IDEA #1

Build upon the success of the Rivertown Trail.

- Partner with Warrick Trails for trail expansion opportunities.
- Provide safe pedestrian connections from the Rivertown Trail to other community assets such as Lou Dennis Park, the Amphitheater/north side of the Old Lock and Dam Park, and the Senior Center.



34

BIG IDEA #2

Support wider implementation of safe pedestrian infrastructure.

- Use the recently completed sidewalk inventory to prioritize improvements for missing or degraded sidewalks.
- Create a bicycle and pedestrian masterplan that identified priority areas for pedestrian infrastructure.
- Provide safe pedestrian connections from the trail and riverfront to residential areas.
- Update development standards to ensure sidewalks are constructed with new developments or right-of-way improvements.



DISAGREE?

Use a post-it note to tell us which statement(s) you disagree with and why!

INCREASE BUSINESS SUPPORT & DEVELOPMENT

Local businesses form the core of local economic development and tourism. Newburgh should ensure the long-term success and development of local businesses through consolidated and easy to access resources and assistance.

Place a dot in the blue box next to the BIG IDEA you think is a priority under this topic.

15

BIG IDEA #1

Increase communication and coordination between Town government/staff, local businesses, and local business support groups.

- Establish regular roundtable discussions between council representatives, Historic Newburgh Inc., Warrick County EDC, and local business groups to understand barriers for business owners and consumers.



21

BIG IDEA #2

Reduce barriers for local business development.

- Support a co-working or business incubator location.
- Develop a “one stop-shop” online resource kit which summarizes local, county, and state permit information, local business support groups, and contact information for permitting questions and local support organizations, such as Historic Newburgh Inc., Warrick County Chamber of Commerce, and Warrick County Economic Development.
- Maintain and promote an inventory of available development-ready or vacant sites.



16

BIG IDEA #3

Increase awareness of local businesses.

- Develop and promote a “Buy Local” campaign, similar to Warrick Bucks, to encourage retention of local spending and new business development within Newburgh.
- Take advantage of proximity to I-69, especially at the 662 interchange, with marketing to attract tourists.



DISAGREE?
Use a post-it note to tell us which statement(s) you disagree with and why!



Destination Newburgh: Planning for our Next 10 Years - Big Ideas Open House - April 25, 2023

CONTINUE INVESTMENT IN DOWNTOWN

Newburgh's identity and tourism appeal is interwoven with its downtown. Continued investment in the downtown area will continue to make Newburgh an attractive place to visit and live.

Place a dot in the blue box next to the BIG IDEA you think is a priority under this topic.

30

BIG IDEA #1

Reinforce the downtown area as a historic and character district.

- Develop design guidelines for downtown, building upon historic guidelines for buildings, which include street lighting, landscape, site furnishings, wayfinding signage and architectural features. ●
- Promote and continue to fund the Newburgh Neighbor Residential Grant Program to improve residential structures within the downtown.
- Replace deteriorating sidewalks in the downtown area.



09

BIG IDEA #2

Continue and bolster code enforcement efforts to address blighted properties.

- Develop an action plan for enforcement in targeted areas, such as gateway corridors and near public facing spaces.



16

BIG IDEA #3

Support development of desired business in downtown, such as shopping and restaurants.

- Review and update zoning code regulations to accommodate desired uses, including reserving ground floors for retail and dining.
- Consider a vacant property ordinance to encourage absentee property owners to sell the property for redevelopment. ●



DISAGREE?
Use a post-it note to tell us which statement(s) you disagree with and why!

Destination Newburgh: Planning for our Next 10 Years - Big Ideas Open House - April 25, 2022

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30

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DISAGREE?
Use a post-it note to tell us which statement(s) you disagree with and why!

Democratize Newburgh! Planning for our Next 10 Years - Big Ideas Open House - April 25, 2023

ENCOURAGE APPROPRIATE TOWN GROWTH

Newburgh is constrained in its ability to expand Town boundaries. However, the Town should support growth where appropriate through annexation of new development and infill redevelopment.

Place a dot in the blue box next to the BIG IDEA you think is a priority under this topic.

18

BIG IDEA #1

Encourage housing and infill and redevelopment.

- Consider establishing a Home Purchasing Grant program through the Redevelopment Commission to encourage residential infill.
- Maintain an inventory of vacant or underutilized property with could be a focus of redevelopment efforts.

15

BIG IDEA #2

Support modest population growth for Newburgh.

- Require any new development adjacent to Town limits and connected to sewer to be annexed.
- Encourage development of various housing types, including context-appropriate multi-family options such as duplexes and triplexes.

18

BIG IDEA #3

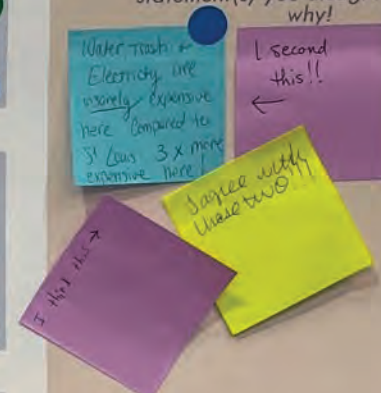
Update zoning codes and regulations to ensure compatibility with current and desired future land uses.

- Encourage context-sensitive regulations which emphasize building form, facades, and site design with fits specific neighborhoods or the downtown.
- Update residential district requirements to match current lot sizes and densities.
- Evaluate historic preservation guidelines to ensure the downtown district and expanded districts support goals of historic preservation and consistent architectural guidelines, without discouraging redevelopment or investment.
- Consider a stormwater utility fee to support much-needed storm sewer improvements and maintenance.



DISAGREE?

Use a post-it note to tell us which statement(s) you disagree with and why!



Written Sticky Notes:

- Water, trash and electricity are **INSANELY** expensive here compared to St. Louis - 3 x more expensive here
- All three other sticky notes agreed with the above comment.

Destination Newburgh: Planning for our Next 10 Years - Big Ideas Open House - April 25, 2023

INCREASE CIVIC ENGAGEMENT

To increase local capacity and ensure a high level of service, the Town should expand outreach and opportunities for local citizen involvement as well as increase partnerships and cooperation with community groups. *Place a dot in the blue box next to the BIG IDEA you think is a priority under this topic.*

19

BIG IDEA #1

Make participation and engagement with Town leadership and staff more accessible.

- Consider a youth council or task force to involve high school students in local government and weigh in on Town initiatives.
- Consider non-formal settings for community conversations and outreach such as a program like coffee with council to give residents opportunities to learn about involvement outside of council or board meetings.
- Identify gaps in town knowledge or capacity that could be supported by citizen-led boards or committee, such as a Merchants Advisory Board.

11

BIG IDEA #2

Ensure engagement with governmental and non-governmental groups that impact life in Newburgh.

- Ensure involvement with Warrick County Economic Development, Warrick County Chamber of Commerce, Evansville Metropolitan Planning Organization, etc.
- Provide roundtable discussion opportunities for local groups, such as business groups.

22

BIG IDEA #3

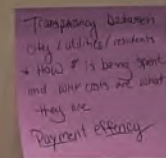
Continue to improve and diversify town communication.

- Update the Town's website to eliminate outdated information and streamline links to valuable community resources.
- Continue and bolster use of Buzz in the Burgh and Town Facebook page for daily or weekly town updates.
- Consider other media, such as message boards in prominent locations to convey information.



DISAGREE?

Use a post-it note to tell us which statement(s) you disagree with and why!



Written Sticky Note:
Transparency between city/ utilities/residents on how money is being spent why water costs are what they are... payment efficiency.

Destination Newburgh: Planning for our Next 10 Years - Big Ideas Open House - April 25, 2023



CONTINUE QUALITY OF LIFE INVESTMENTS

Newburgh has made strategic investments in quality of life amenities over the last several years. The Town should continue these investments in support of existing residents and attracting new residents. *Place a dot in the blue box next to the BIG IDEA you think is a priority under this topic.*

35

BIG IDEA #1

Continue investments in park and recreation facilities.

- Follow through on recommendations made in the recently updated Park and Recreation Master Plan.
- Preserve the Ohio River waterfront whenever possible for public use and recreation.



17

BIG IDEA #2

Bolster code enforcement efforts to address blighted properties.

- Consider developing a Residential Rental Inspection Program (RRIP) to ensure health and safety standards and to raise the quality of rental housing.
- Create an online submission form where residents can submit ordinance violations for town review.



12

BIG IDEA #3

Support and bolster community involvement

- Encourage neighborhood participation through events such as community clean-up days.
- Support the growth and enhancement of year-round events sponsored by Historic Newburgh Inc. and other non-governmental groups.



DISAGREE?

Use a post-it note to tell us which statement(s) you disagree with and why!

ATTRACT YOUNGER FAMILIES & YOUNG ADULTS

Newburgh's population is aging much faster than surrounding areas. To ensure a balanced population in the future, Newburgh should implement strategies to attract young adults and families into town. *Place a dot in the blue box next to the BIG IDEA you think is a priority under this topic.*

02

BIG IDEA #1

Implement recommendations for quality of life and downtown investment previously identified.



16

BIG IDEA #2

Implement recommendations for connectivity, especially between residential areas and community assets such as downtown and parks.



21

BIG IDEA #3

Support events and programs that cater to young adults and families.



27

BIG IDEA #4

Expand housing options to support various housing types, including entry level single family, context-appropriate multi-family, and second floor residential in downtown areas.



DISAGREE?
Use a post-it note to tell us which statement(s) you disagree with and why!



35

11

18

REINFORCE TOWN BRANDING AND IDENTITY

Newburgh has a strong sense of identity as a historic rivertown, but town boundaries are not clearly understood. The Town should consider marketing efforts to educate and clearly define Newburgh.

Place a dot in the blue box next to the BIG IDEA you think is a priority under this topic.

BIG IDEA #1

Create Town brand guidelines and use standards.

- Ensure a consistent application of Town logo and branding through all websites, social media, signage, town owned-facilities/equipment, and future marketing efforts.
- Establish a unique Town branding, separate from Historic Newburgh, Inc.



BIG IDEA #2

Clearly identify the limits of Newburgh.

- Develop the main corridors into Town to clearly define entry into Newburgh (662 from I-69, French Island Trail, State Street) with unique design standards and elements (lighting, signage/banners, landscaping, etc.)
- Increase the presence of gateway signage at the entry points into Newburgh.



BIG IDEA #3

Develop a marketing campaign to both market Newburgh as a destination and define the Town.

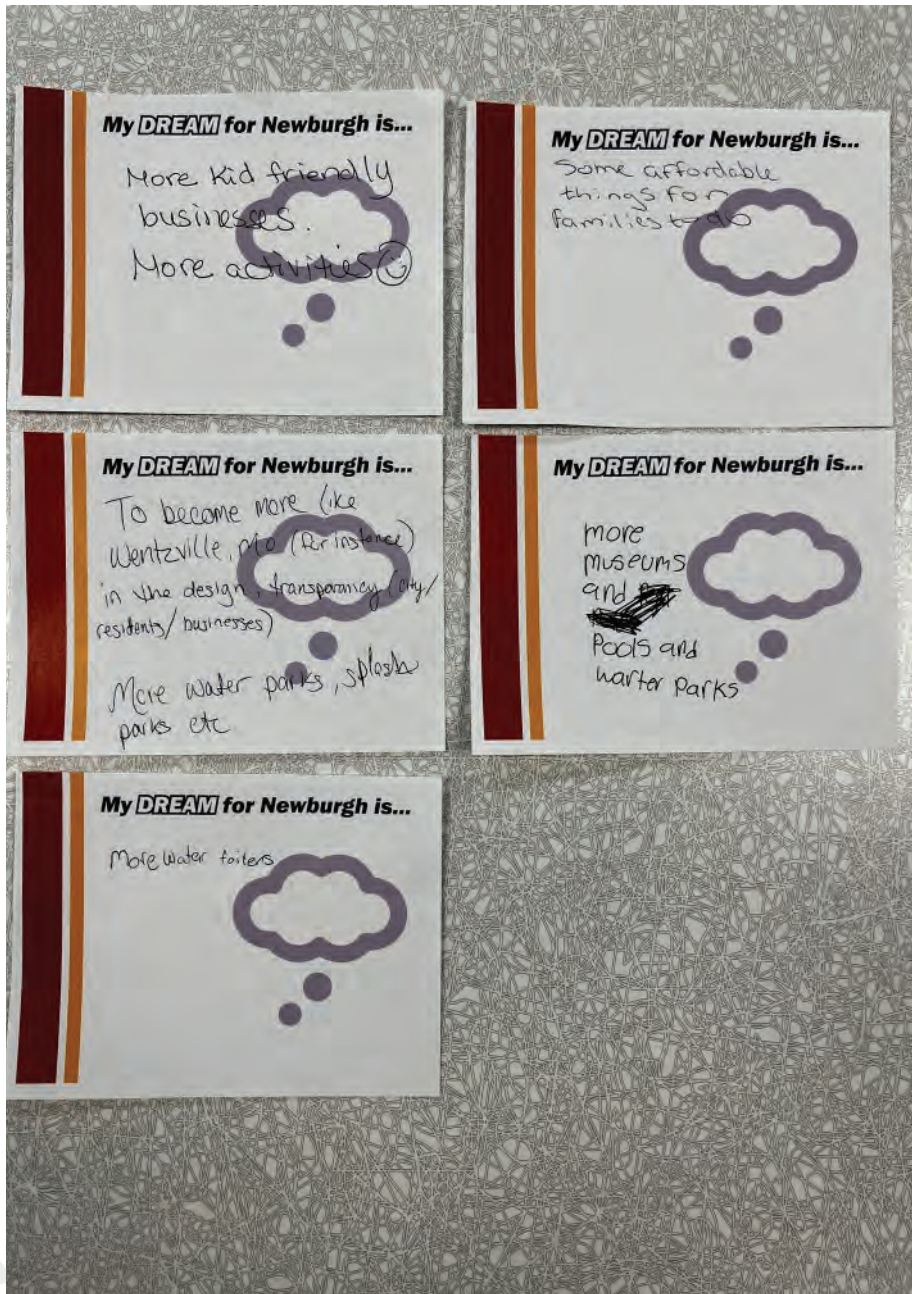
- 'This is Newburgh'. Define what makes Newburgh unique, while also educating the extents of the Town.
- Develop a mobile app or web based 'Am I in Newburgh' application to help citizens determine if they are in Newburgh, to assist with permitting and questions over representation and Town services.



DISAGREE?

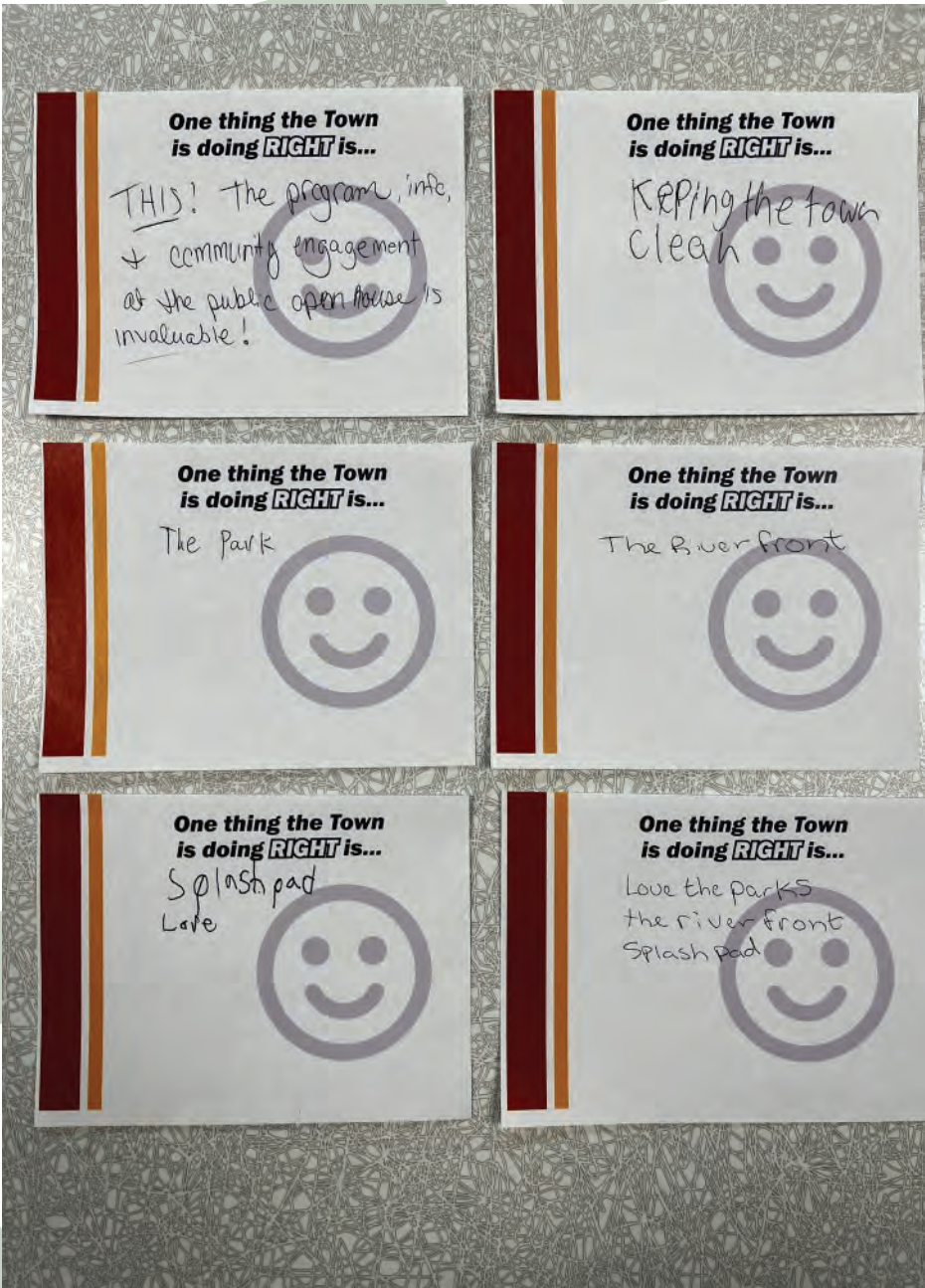
Use a post-it note to tell us which statement(s) you disagree with and why!





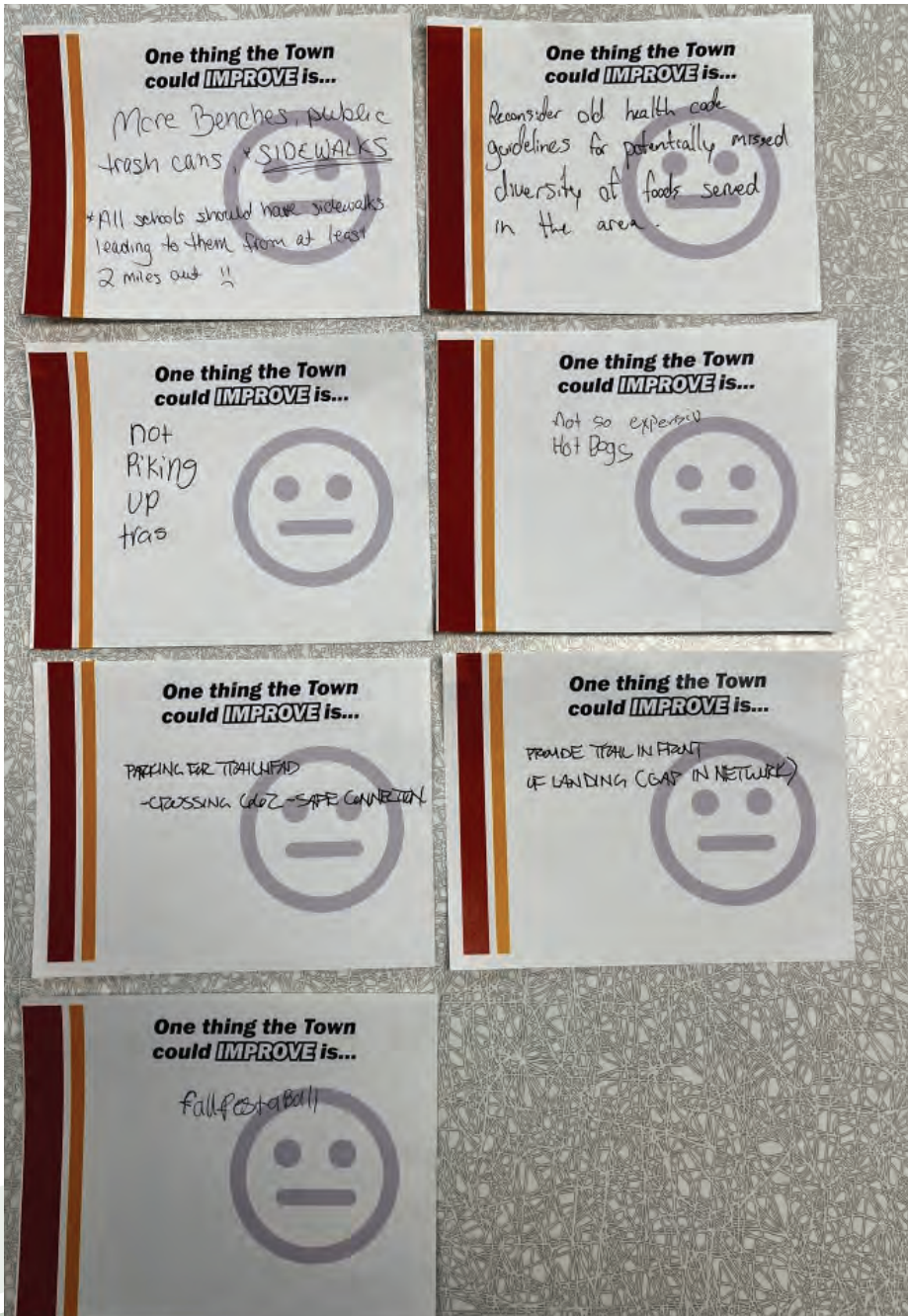
Summary of "My DREAM for Newburgh is..."

- More kid friendly businesses. More activities.
- Some affordable things for families to do.
- To become more like Wertzville, MO (for instance) in the design, transparency, (city/residents/businesses).
- More museums and pools and water parks.
- More water features.



Summary of "One thing the Town is doing RIGHT is..."

- This! The program, info and community engagement at the public open house is invaluable!
- Keeping the Town clean.
- The park.
- The riverfront.
- The splashpad.
- The parks, riverfront, and splashpad.



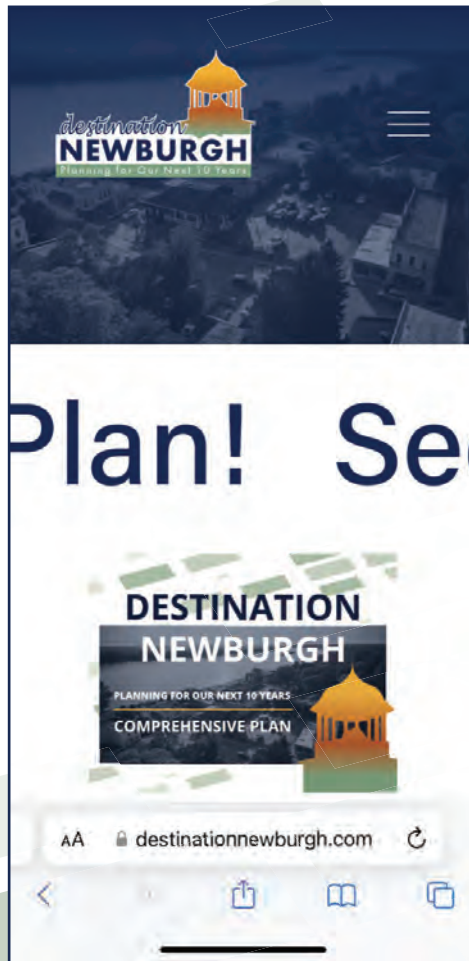
Summary of "One thing the Town could IMPROVE is..."

- More benches, public trash cans, and sidewalks.
- All schools should have sidewalks leading to them from at least 2 miles out.
- Reconsider old health code guidelines for potentially missed diversity of food served in the area.
- Not picking up trash.
- Not so expensive hotdogs.
- Parking for trailheads.
- Safe connection for crossing 662.
- Provide a trail in front of the landing (gap in network).
- Fall festival.

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“DESTINATION NEWBURGH” WEBSITE

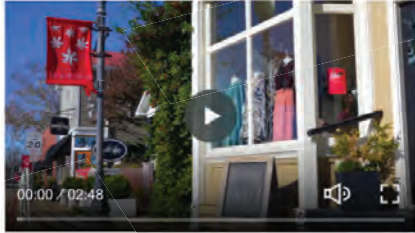
www.destinationnewburgh.com



Outlining a destination for our future.

The Town of Newburgh has partnered with HWC Engineering to develop an updated Comprehensive Plan to guide the Town's growth and development for the next 10 years.

Continue to check back in the coming months to see what's new and get involved in the ***Destination Newburgh - Planning for Our Next 10 Years Comprehensive Plan!***



destinationnewburgh.com

A content block with a white background. It features a heading, two paragraphs of text, and a video player. The video player shows a street scene with a play button overlay and a progress bar at the bottom. Below the video player is the website URL 'destinationnewburgh.com'.

About the Planning Process

The Town of Newburgh has partnered with HWC Engineering to create the ***Destination Newburgh - Planning for Our Next 10 Years Comprehensive Plan***, a document that defines the community's vision and goals for the future and provides strategies that will assist community leaders in accomplishing those goals.

[Learn More](#)

destinationnewburgh.com

A content block with a green background. It features an image of a digital signpost for the 'RiverTown Trail' with a list of points of interest. Below the image is a heading, a paragraph of text, and a yellow 'Learn More' button. At the bottom is the website URL 'destinationnewburgh.com'.



Engagement Opportunities & Events

Over the next few months, the Destination Newburgh team will create several opportunities for the public to provide input and garner feedback on topics covered as part of the planning process. This valued input and feedback will help shape the final **Destination Newburgh - Planning for Our Next 10 Years Comprehensive Plan** document.

Please check back for ways to get involved!

[Learn More](#)

destinationnewburgh.com



Resources & Planning Documents

As feedback is gathered and ideas are considered for inclusion in the **Destination Newburgh - Planning for Our Next 10 Years Comprehensive Plan**, developed materials will be made available for review. It is important that all voices are heard and represented as part of the planning effort.

Please check back for the addition of resources and documents as the Plan evolves!

[Learn More](#)

destinationnewburgh.com



Destination Newburgh, The Vision

Through feedback gained via public outreach events, the public survey, key stakeholder interviews and steering committee meetings, a set of consensus issues were developed as the guiding components for the **Destination Newburgh - Planning for Our Next 10 Years Comprehensive Plan**.

These consensus issues include the

destinationnewburgh.com

STAKEHOLDER FEEDBACK

SUMMARY OF KEY TAKEAWAYS FROM 7 STAKEHOLDER DISCUSSIONS

Key Takeaways	
UTILITIES	<ul style="list-style-type: none">• Staffing level of service is difficult to maintain with increased responsibilities• Street dept. does not do any sidewalk repair/replacement• Storm drainage in in poor condition in several areas downtown.• New development along Ellerbusch would not have full capacity, but long-term plan is to service area.• Sewer rates in-town are comparable for area but out-of-town rates a little higher compared to area• Challenges include on-going updating of mains and higher density in Town• Has been proactive on future planning and management of system.
EDUCATION	<ul style="list-style-type: none">• Sees great community participation and involvement.• Is unable to increase visible messaging• Experiences steady enrollment numbers with room to grow• Is perceived as a great community asset with open gym, youth leagues, lot use and community events

Key Takeaways

<p>ECONOMIC DEVELOPMENT AND TOURISM</p>	<ul style="list-style-type: none"> • Opportunity for more support for new businesses owners. New business owner toolkit • Desire/need for more shops and restaurants • Need for continuity. Continuity among expectations for downtown businesses, continuity in messaging, multiple organizations (Town, business groups, chamber, HNI, etc.) working in same direction • Strategies for improving blighted homes and buildings. • Continue to improve quality of place (lighting, wayfinding, sidewalks!) • Newburgh identity and branding (An app – Am_I_in_Newburgh.com) • Challenge to get younger people engaged and involved. A lot of business owners are younger than 50. What happens if current demographic trends continue? • Town should embrace heritage and identity, WHILE allowing for modern trends and amenities to complement that heritage.
<p>HOUSING</p>	<ul style="list-style-type: none"> • No ground for single family residential developments unless annexed • Many non-conforming structures in Town per current zoning • Not a lot of rentals, but also not a lot of support for multi-family. • Single family rentals are cost prohibitive compared to apartments • Airbnb’s and short-term rentals becoming more popular. • Demand is there for housing – people asking about real estate.

PUBLIC SURVEY FEEDBACK

SUMMARY OF 243 RESPONSES FROM THE DESTINATION NEWBURGH PUBLIC SURVEY (DIGITAL AND HARD COPY)

PUBLIC SURVEY SUMMARY

What about Newburgh are you most proud of? (224)

- Riverfront
- Quaint, small-town atmosphere and charm
- Historic downtown
- School system
- Location

What do you wish you could change about Newburgh? (214)

- More dining and shopping options
 - Breweries, wineries, grocers
- More and improved sidewalks
- Lower sewer and utility rates
- More diverse (and affordable) housing options – property taxes
- More entertainment/recreation
 - Festivals, concerts, etc.
- Better maintenance of homes/buildings

PUBLIC SURVEY SUMMARY

Key words identified with future of Newburgh: (204)

- Historic/riverfront/destination
- Family-friendly/safe
- Quaint/peaceful
- Growth/opportunity/expansion
- Overcrowded/congested
- Stale/boring
- Shopping/entertainment
- Recreation

SURVEY: DEVELOPMENT

What types of development are most needed within Newburgh to support future growth? (243)

HIGH PRIORITY

- Retail and shopping (58%)
- Restaurants and Entertainment (77%)
- Public parks and open space (85%)

LOW PRIORITY

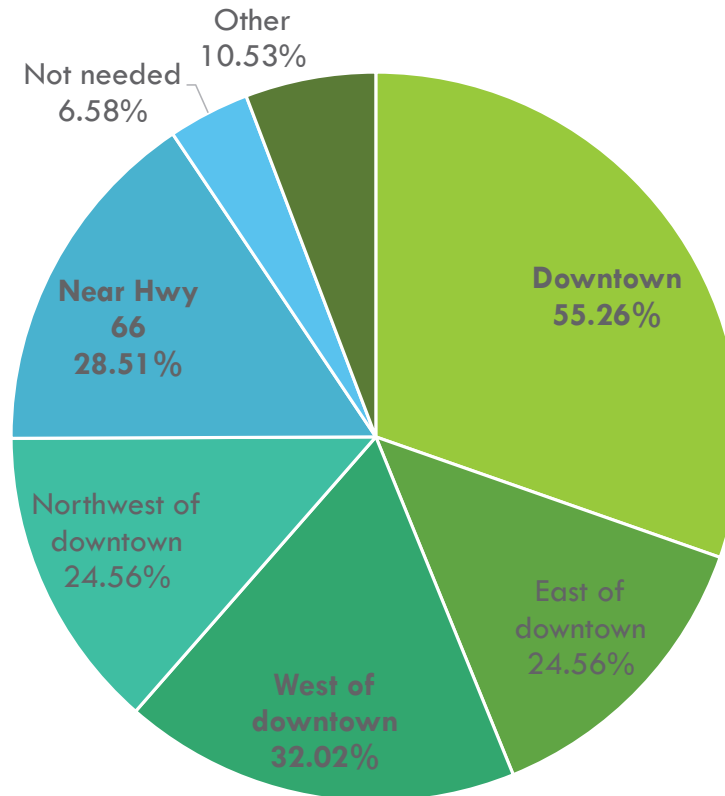
- Apartments (61%)
- Office space (55%)

SPLIT PRIORITY

- Single-family housing (35% high/29% low/36% neutral)

SURVEY: (RE)DEVELOPMENT

Where do you see the most potential for future development or redevelopment? (228)



SURVEY: MATRIX QUESTIONS

Respondents agree that...

- Newburgh has policies that help protect its long-standing and historic building.
- There are a good variety of residential, business and retail uses throughout town.
- There are diverse housing options for people of all ages/lifestyles
- Roads are well maintained.
- Emergency services within Newburgh are reliable.
- Newburgh welcomes citizen engagement and participation.
- Newburgh has a strong sense of identity and community pride.
- Public spaces are utilized well with events and programs.
- Newburgh is a great place to raise a family.
- Newburgh is a great place to retire.
- It is safe for residents to walk to destinations
- There are affordable high-speed internet options
- Water and sewer services are adequate and dependable
- Existing government facilities are in good condition.

SURVEY: MATRIX QUESTIONS

Respondents disagree that...

- There is adequate space for new housing within Town limits.
- There are sufficient resources/activities for aging adults.
- Newburgh has enough employment opportunities for residents of all skill levels who wish to live and work within the community.
- Utility rates are affordable.
- Available housing options are affordable.

SURVEY: MATRIX QUESTIONS

Respondents are split on whether...

- Newburgh needs additional office or business spaces.
- Newburgh needs additional housing options.
- There are enough community events for families.
- Newburgh has the amenities needed for residents to live healthy lifestyles such as healthcare options, healthy food options, and recreational programming.
- Newburgh has a wide range of retail, restaurant, and entertainment options that serve the needs of residents.
- Newburgh leadership effectively communicates information to the public and is transparent with decision making.

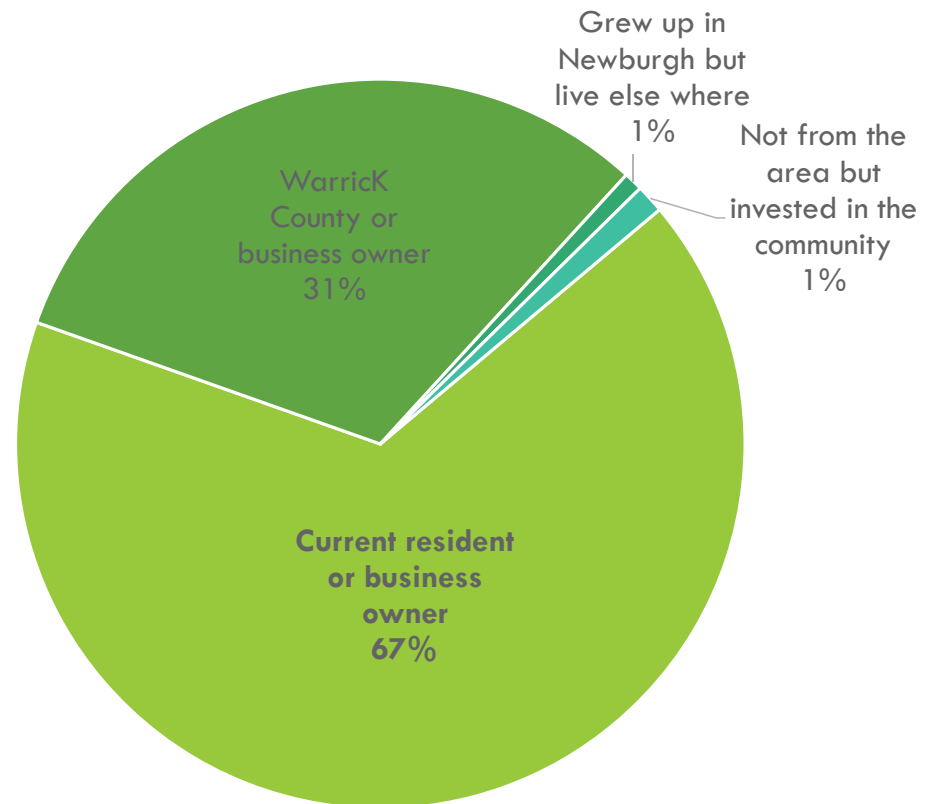
SURVEY: MATRIX QUESTIONS

Respondents are unsure on whether...

- The zoning ordinance aligns with and supports existing land uses.
- The zoning ordinance encourages and supports redevelopment and re-use of properties.
- Code enforcement within Newburgh is adequate
- There are educational resources within the community for adult education and those wanting to learn new skills.
- There is strong collaboration between Newburgh's government, Warrick County, and other local civic organizations.

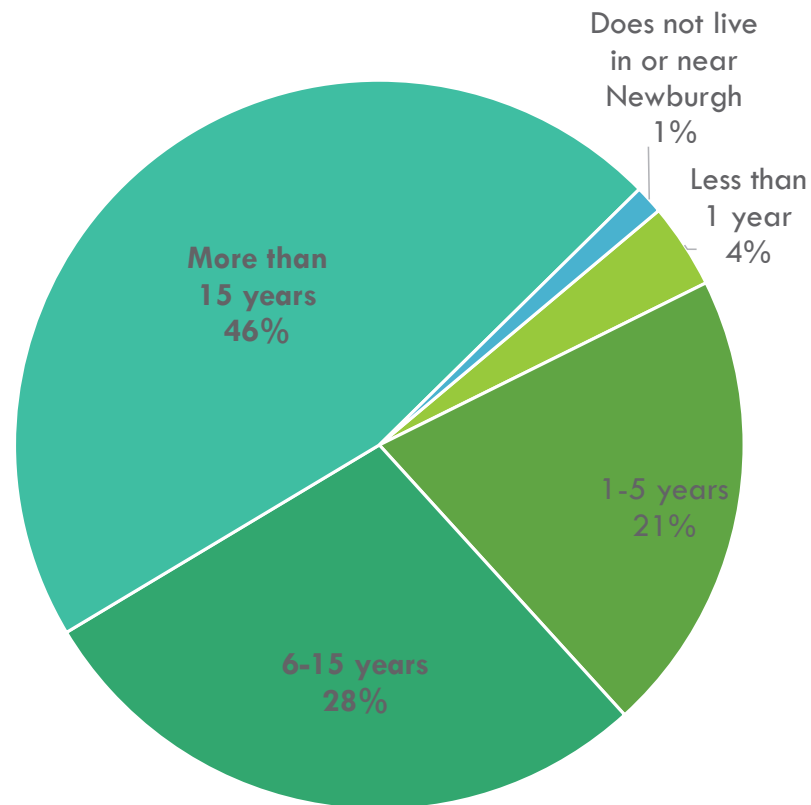
PUBLIC SURVEY SUMMARY

What is your relationship to Newburgh? (239)



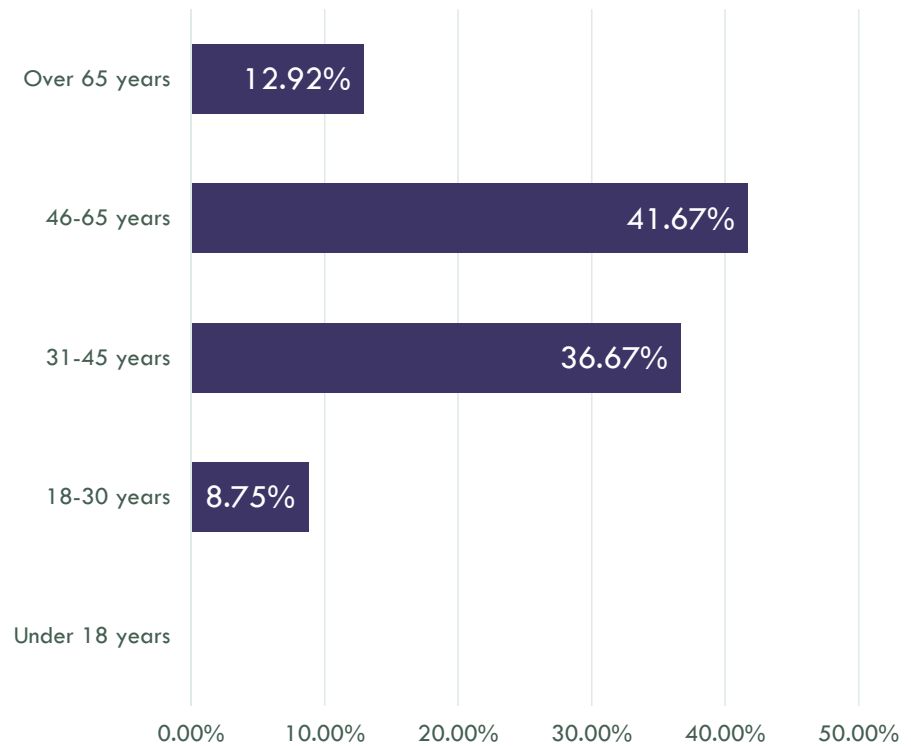
PUBLIC SURVEY SUMMARY

If you currently reside in Newburgh, how long have you lived here? (238)



PUBLIC SURVEY SUMMARY

*What is your age range?
(240)*



PUBLIC SURVEY SUMMARY

If money was not an issue, what is the one project/development/program you would like to see in Newburgh? (204)

- Park upgrades/pool/community center
- (Free) events and entertainment that is family-friendly
- Riverfront enhancements – recreational trails/dog park/activated public space
- Sidewalks/trails – connections to Evansville, bike paths, lighting
- Sports & recreation facility – outdoor and indoor
- Downtown investment – shopping/restaurants
- Affordable housing options
- Utility upgrades – drainage and broadband

PUBLIC SURVEY SUMMARY

What do you think is the largest obstacle to growth or development in Newburgh? (185)

- Funding/money
- Leadership, lack of governmental action
- Lack of space for growth – opposition to annexation
- Costs of utilities
- Unwillingness to change/grow/embrace change

PUBLIC SURVEY SUMMARY

What steps should Newburgh take to attract a younger population? (195)

- Enhance entertainment, shopping, and dining options – downtown development
 - Night life, later business hours
 - Brewery, food trucks
 - Community events
- Enhance parks and recreational spaces, increase walkability/connectivity
- Affordable daycare options
- Representation in town leadership
- Affordable housing options for younger and/or single people, young families
 - Encourage multi-use zoning
 - Apartments and condos

PUBLIC SURVEY RESULTS

Other thoughts regarding Newburgh's future: (129)

- Build upon the riverfront as an amenity
- Small town charm is what people like about living in Newburgh
- More land is needed to develop housing
- More diversity should be encouraged – population and shops/restaurants
- Comments against growth/development:
 - People like the quaint, small-town charm – development will take that away
 - Concerns of too many apartments and low-quality, overpriced homes
 - The town is overcrowded and hard to navigate

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