



Terre Haute Vigo County *Comprehensive Plan*



Appendix F: Policy Development, Economic Development

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Downtown Streetscape



Fairbanks Park

The responsibility for developing and implementing an economic development strategy for the community lies with the Terre Haute Economic Development Corporation (THEDC) and other organizations within the community. It is not the intention of the comprehensive plan to develop an economic development strategy, but to discuss economic development within the context of land use.

Appendix B illustrated Vigo County's economic strengths and the county's role as a regional center. The strong clusters in the county were identified as life sciences, advanced manufacturing, chemicals, and advanced logistics. Also the transportation advantages of the county were presented. Public input identified redevelopment, downtown, the airport, and steering industrial development into industrial parks as important to the plan.

In this context, there are four areas that have been identified as opportunities:

- Downtown development strategy
- Airport development
- Existing industrial parks
- Life sciences initiative

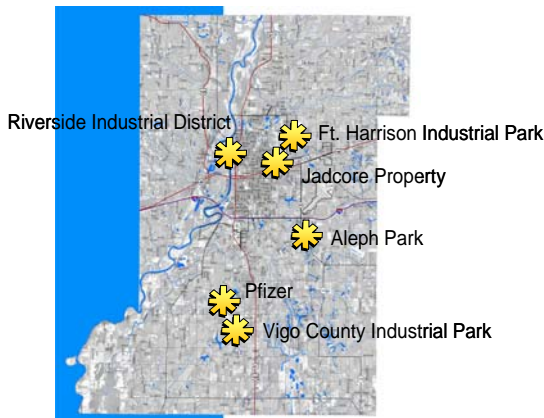
Downtown Development Strategy

Downtown plays an important role in a community- even when the retail focus of the community has shifted to an area located outside the downtown core. Downtown is the governmental and psychological core of the community, and often provides the historical pattern for the community.

Taking the next steps in creating a downtown development strategy would be consistent with the policies of this plan to reinvest in Terre Haute and areas that already have infrastructure. Further, the community has already begun work on a downtown development strategy through the Hyett-Palma plan and other initiatives. Additionally, there is considerable market opportunity for downtown as it has a market of not only governmental employees, but Indiana State University faculty, students, and staff.

The Hyett-Palma plan identified two districts within downtown, an Office/Service district and an Arts Corridor. There are a number of destinations within the downtown including the Indiana Theatre, Swope Museum, Hippodrome Theatre, and the Bleemel Building and Terre Haute Brewery Museum. Fairbanks Park is also located along the river, adjacent to downtown.

Some of the initiatives currently under way include a streetscape plan for Seventh Avenue and development of the Brewery District. Other significant projects that could affect downtown include the public



Industrial Parks

sculpture project and sculpture trail, Mural City project, walking trails throughout the city, and redevelopment of the riverfront.

Another initiative is to increase the downtown development and economic development toolbox through adoption of a CReED district. The district has been approved locally, but still faces needed state approval. A recent downtown success involves the renovation of a hotel to luxury apartments and a banquet and conference center.

There are currently a number of events that take place downtown, which are important to generating excitement and interest in downtown. These include Strassenfest in April, the Wabash Valley Festival in May, Abbondanza in June, the 4th of July Celebration, Brewfest & Bleemel Days in September, and the Cultural, Arts, & Cuisine Festival in September.

Downtown development projects and programs are a responsibility of Downtown Terre Haute, Inc. (DTH). DTH is a partnership between the City of Terre Haute and ISU, in addition to members. The organization has an executive director and has access to ISU's resources.

Airport Development

Terre Haute has a significant asset in terms of the Terre Haute International Airport – Hulman Field. Air cargo is a rapidly growing industry and the airport has a runway in excess of 9,000 feet long. Advanced logistics, which includes air cargo and ground transportation is a focus of the state economic development strategy and has been identified as an emerging cluster for the region centered around Terre Haute. The airport has a great location, being highly visible and accessible from I-70, with an interchange at SR 42. Land near the airport could be developed for warehousing and distribution uses.

Additionally, the airport has the advantage of being a Foreign Trade Zone, which provides a number of advantages to businesses that engage in international business.

Existing Industrial Parks

The city and county, in addition to private investors, have made significant investments in the existing industrial parks within the county. These areas have the advantage of being development ready, with infrastructure, zoning, and marketing efforts already in place. Two of the clusters in which the region, particularly the county, has a competitive advantage are in Advanced Manufacturing and Chemicals.

These are industries that are already established locally, primarily in the existing industrial areas. One of the greatest threats to the continued

viability of these industrial parks is the encroachment of incompatible land uses, particularly residential uses.

The Ft. Harrison Industrial Park is located along Fruitridge Road at Steelton Road. The site has approximately 153 acres and is served by rail and utilities. The park is one of the city's Tax Increment Finance (TIF) districts.

The Vigo County Industrial Park is managed by the Terre Haute Economic Development Corporation. It is located in the central part of the county, south of Terre Haute, with access to US 41. Approximately half of the park's 1,500 acres are still available for development. The first phase of the park has three to fifteen acre lots available. Other phases are larger parcels specifically tailored to the needs of an individual user.

Life Sciences Initiative

While a life sciences initiative has a less concrete connection to land use, it is an important component of the development of the county. Land use comes into play in terms of transportation corridors, connectivity between sites, and ensuring the quality of an area as a premier business address for the life sciences in Terre Haute.

There are currently a number of key components for a life sciences initiative in place in Vigo County. The existence of Rose-Hulman Institute of Technology, Indiana State University, St. Mary of the Woods College, Ivy Tech State College, and Indiana Business College provide a sound educational institution presence in a variety of areas related to the life sciences. The existence of a "branded" major life sciences business, such as Pfizer, is also a core component. Union and Regional Hospital also play a role in positioning Terre Haute for the life sciences. The business incubator and wet lab capabilities at Rose-Hulman Ventures Aleph Park also play a critical role.

The life sciences initiative is part of the community's larger economic development strategy under the guidance of the Terre Haute Economic Development Corporation. The Economic Development Corporation has a good relationship with the BioCrossroads initiative and the Indiana Health Industry Forum.

The life sciences industry cluster has been identified as an emerging cluster for the region centered on Terre Haute and is an area of focus in the state economic development strategy.

Communities with strong life sciences initiatives have a number of common denominators including:

- Successful Research Parks have the involvement of several key partners. They always involve a college/university partner, the host community, and health sciences institution such as a hospital.

- Innovative and flexible management is usually present in the form of the organization which is involved in the land assemblage and marketing of the Research Park.
- Almost all of the successful Research Parks involve a business incubator as part of their setup.
- Formal partnerships between the businesses and universities, including access to the university's resources.
- A variety of facility types and sizes with flexible leases are usually provided to accommodate growing companies.
- Many times the host State is also a partner in the Research Park Venture