



Inspire Indianola
Comprehensive Plan

2017-2027

for "the best little city out west"

&

Zoning Regulations 2017

City of Indianola, Nebraska

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INSPIRE INDIANOLA

Indianola's residents and business owners are strong assets for the community; their participation was essential to this planning process. The planning process for Indianola's Comprehensive Plan included public participation meetings, stakeholder interviews, and online research which, in turn, gave stakeholders the opportunity to frame the goals and directions of the plan. This plan presents a vision for the community, from the community.

The City of Indianola is encouraged to continue gathering community input of goals and ambitions for the community even after the completion of the Comprehensive Plan. The main goal is to focus on housing market improvements while promoting and growing a diverse economic base. This idea includes an emphasis on community development, including a proactive approach for attracting new residents. Commercial and housing development is currently an issue that needs to be addressed in order to attract and maintain residents. There is land available for development; however, these areas need to be marketed in order to attract any potential developers. The creation of this plan and the continual reference back to it and any other planning efforts, will inspire the City on its road to reach the goals laid out in this Comprehensive Plan.

INTRODUCTION

The Indianola Comprehensive Plan 2017-2027 is an outline of the goals for the community, which were expressed by residents of the community during public input sessions. This Comprehensive Plan is a blueprint for the City's future growth and development. It provides guidance on where and how the City should invest and change over the next ten years. It contains maps, visions, and goals for the future as well as policies to address topics ranging from land use and demographics to transportation and community services. The purpose of a Comprehensive Plan is to provide long-range guidance to property owners, residents, elected and appointed officials, City staff, and others; it will inform, provide options, and stimulate community discussion on issues like where and what type of future development should occur.

Compliance with State & Local Requirements - Governmental & Jurisdictional Organization

The governmental functions of Indianola, Nebraska are provided and coordinated by the City Council, comprised of five elected officials.

The planning and zoning jurisdiction for the City of Indianola includes an area within one-mile of their corporate limits, pursuant to **Neb. Rev. Stat. § 17-1002**,

Nebraska Revised Statute § 17-1002.

Designation of jurisdiction; suburban development; subdivision; platting; consent required; review by County planning commission; when required.

(1) Except as provided in section 13-327, any city of the second class or Village may designate by ordinance the portion of the territory located within one mile of the corporate limits of such city or Village and outside of any other organized city or Village within which the designating city or Village will exercise the powers and duties granted by this section and section 17-1003 or section 19-2402.

(2) No owner of any real property located within the area designated by a city or Village pursuant to subsection (1) of this section may subdivide, plat, or lay out such real property in building lots, streets, or other portions of the same intended to be dedicated for public use or for the use of the purchasers or owner of lots fronting thereon or adjacent thereto without first having obtained the approval of the city council or board of trustees of such municipality or its agent designated pursuant to section 19-916 and, when applicable, having complied with sections 39-1311 to 39-1311.05. The fact that such real property is located in a different County or counties than some or all portions of the municipality shall not be construed as affecting the necessity of obtaining the approval of the city council or board of trustees of such municipality or its designated agent.

(3) No plat of such real property shall be recorded or have any force or effect unless approved by the city council or board of trustees of such municipality or its designated agent.



(4) In counties that have adopted a comprehensive development plan which meets the requirements of section 23-114.02 and are enforcing subdivision regulations, the County planning commission shall be provided with all available materials on any proposed subdivision plat, contemplating public streets or improvements, which is filed with a municipality in that County, when such proposed plat lies partially or totally within the extraterritorial subdivision jurisdiction being exercised by that municipality in such County. The commission shall be given four weeks to officially comment on the appropriateness of the design and improvements proposed in the plat. The review period for the commission shall run concurrently with subdivision review activities of the municipality after the commission receives all available material for a proposed subdivision plat.

The planning and zoning jurisdiction of the City of Indianola is governed by **Neb. Rev. Stat. §17-1004**. As Indianola continues to grow and annex land into their corporate limits, their extraterritorial jurisdictions (ETJ) may extend further into Red Willow County. The City of Indianola has chosen, at this time, to extend their jurisdiction to the full one-mile radius.

This Comprehensive Plan has been prepared in accordance with state statutes and requirements.

Nebraska Revised Statute § 17-1004

An ordinance of a city of the second class or Village designating its jurisdiction over territory outside of the corporate limits of the city or Village under section 17-1001 or 17-1002 shall describe such territory by metes and bounds or by reference to an official map.

Nebraska Revised Statute § 19-903

Comprehensive development plan; requirements; regulations and restrictions made in accordance with plan; considerations.

The regulations and restrictions authorized by sections 19-901 to 19-915 shall be in accordance with a comprehensive development plan which shall consist of both graphic and textual material and shall be designed to accommodate anticipated long-range future growth which shall be based upon documented population and economic projections. The comprehensive development plan shall, among other possible elements, include:

- (1) A land-use element which designates the proposed general distributions, general location, and extent of the uses of land for agriculture, housing, commerce, industry, recreation, education, public buildings and lands, and other categories of public and private use of land;*
- (2) The general location, character, and extent of existing and proposed major roads, streets, and highways, and air and other transportation routes and facilities;*

- (3) *The general location, type, capacity, and area served of present and projected or needed community facilities including recreation facilities, schools, libraries, other public buildings, and public utilities and services;*
- (4) *When a new Comprehensive Plan or a full update to an existing Comprehensive Plan is developed on or after July 15, 2010, but not later than January 1, 2015, an energy element which: Assesses energy infrastructure and energy use by sector, including residential, commercial, and industrial sectors; evaluates utilization of renewable energy sources; and promotes energy conservation measures that benefit the community. This subdivision shall not apply to Villages; and*
- (5)(a) *When next amended after January 1, 1995, an identification of sanitary and improvement districts, subdivisions, industrial tracts, commercial tracts, and other discrete developed areas which are or in the future may be appropriate subjects for annexation and (b) a general review of the standards and qualifications that should be met to enable the municipality to undertake annexation of such areas. Failure of the plan to identify subjects for annexation or to set out standards or qualifications for annexation shall not serve as the basis for any challenge to the validity of an annexation ordinance.*

Regulations shall be designed to lessen congestion in the streets; to secure safety from fire, panic, and other dangers; to promote health and the general welfare; to provide adequate light and air; to prevent the overcrowding of land; to secure safety from flood; to avoid undue concentration of population; to facilitate the adequate provision of transportation, water, sewerage, schools, parks and other public requirements; to protect property against blight and depreciation; to protect the tax base; to secure economy in governmental expenditures; and to preserve, protect, and enhance historic buildings, places, and districts.

Such regulations shall be made with reasonable consideration, among other things, for the character of the district and its peculiar suitability for particular uses and with a view to conserving the value of buildings and encouraging the most appropriate use of land throughout such municipality.

It is the duty of the City Council to make and adopt a master plan for the physical development of the municipality. The master plan of a community shall be an advisory document to guide land development decisions.

The Planning Commission, after a public hearing, shall make its recommendation to the City Council. The City Council, after a public hearing, shall adopt and approve the Comprehensive Plan.



WHY A COMPREHENSIVE PLAN?

This document is the community's long-term Comprehensive Plan that establishes vision and direction for the future (to the year 2027). Its objectives are to outline and confirm the community's vision for the future; the Plan builds the policy framework and will help guide future decisions related to development and investment. It will help the City thoughtfully address future needs for economic development, transportation, housing, services, parks and open space, and other community benefits. It will also help ensure a sustainable and fiscally responsible future, by setting the desired direction for future development regulations, policy decisions, and community programs.

Goals for Indianola's Comprehensive Plan 2017-2027

While this Plan embodies many ideas, goals, and policies that are parallel with other communities' goals in this region, but there are also some noteworthy new directions and slight changes-in-course presented in this plan. These new directions resulted from community feedback, reaction to current trends and conditions, and policy direction from elected and appointed officials. These directions include the following list of goals:

- Improve the Existing Housing Market
- Promote Commercial Development & Economic Development Opportunities
- Further Enhance Amenities/Promote Tourism
- Develop Marketing Campaign
- Enhance Highway Corridors & Community Beautification

Data Sources

2010 Census (short form)

The most recent decennial Census data from 2010, was the primary data set utilized throughout the Comprehensive Plan; however, the 2000 Census data was also referenced. This is the survey form every household in the U.S. receives every ten years. It has basic gender, age, and race population data, but there is not enough data reported to elaborate on Indianola's demographic or economic standings.

American Community Survey (ACS)

This survey is conducted by the U.S. Census Bureau in replacement of the Decennial Census Long Form. The ACS reports a variety of data such as household income, commute time to work, year of household, etc. The survey estimates are spread over five years (2011-2015) using a smaller sample population than what is used for the Decennial Census Long Form. Every year a small portion of surveys are mailed to U.S. households; the Census Bureau then makes estimates for each community based on the survey results gathered over a five-year time span. The ACS reports the data as an estimate with a margin of error. The ACS states there is a 90 percent chance of accuracy within the margin of error reported on either side of the original estimate (i.e. If the ACS estimate is 25 ± 5 , there is a 90 percent chance the correct number falls within the margin of error, including all numbers between 20 and 30).

Environmental Systems Research Institute, Inc. (ESRI)

ESRI reports data on Nebraska's Location One Information System (LOIS) website. ESRI reports data similar to the Census Bureau, but also allows each community to enter additional information regarding commercial properties, including vacant lots and buildings. This helps each community and the State of Nebraska market and promote economic development.

PLANNING PERIOD

The planning period for Indianola's Comprehensive Plan, is from 2017-2027. This plan should be reviewed in 2019 and 2021. A complete update should be completed in 2027, if officials decide the community has had enough change to warrant a new plan or if they determine the planning process, including goal-setting, would be beneficial for the City at that time. For the greatest success of the Plan, it is also important to continually refer to and update the Comprehensive Plan throughout the planning period.

Establishing an annual review process of the Comprehensive Plan will be important to the success of this plan and to the City of Indianola. This process should include public hearings to discuss whether the plan is still valid or if updates need to be made. Documentation of these meetings is pertinent in providing proof of the public's continued input on Indianola's Comprehensive Plan.

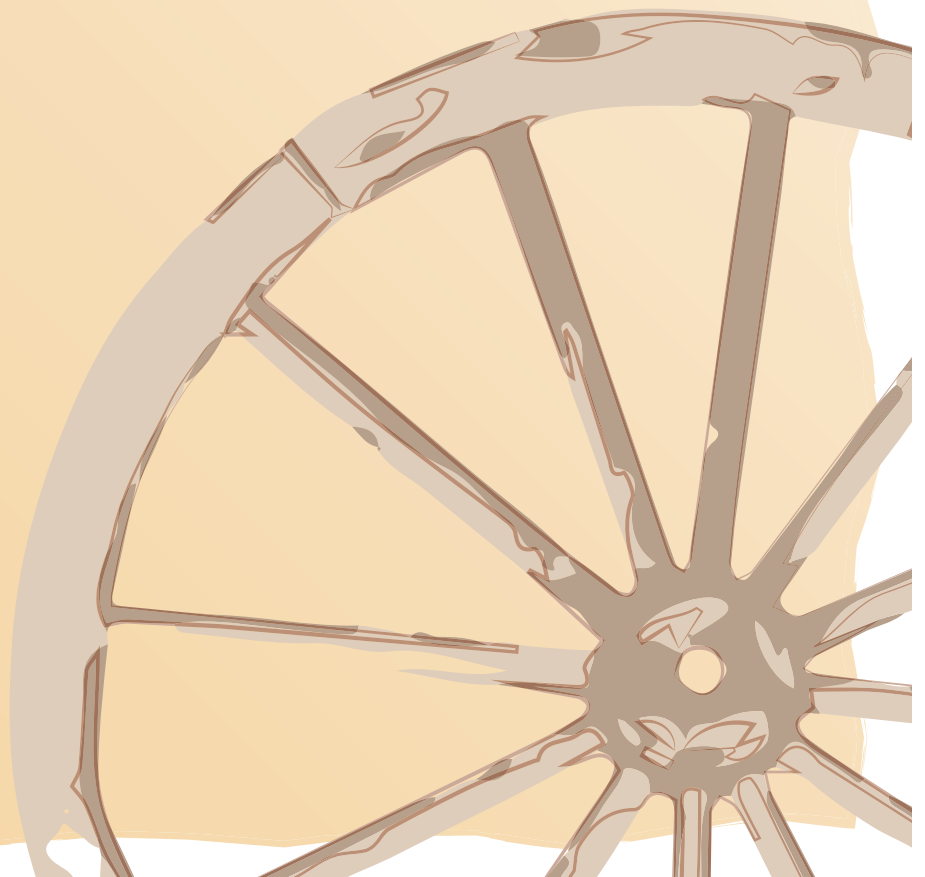


Chapter 1:

Community Profile

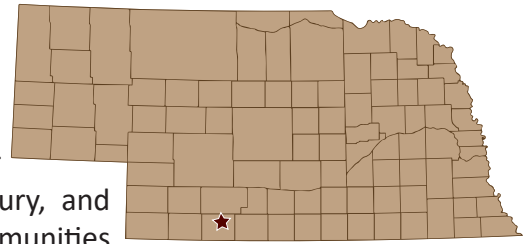
The Community Profile Chapter considers current characteristics of the community that will form the foundation for planning in Indianola for the next ten years. This profile is a compilation of information that is derived through outside research, conversations with local residents and officials, on-site assessments, and data analysis. This Community Profile Chapter consists of the following components:

- Description
- History
- Population
- Housing
- Economy & Capital Improvement



DESCRIPTION

The City of Indianola, encompassing approximately 1.25 square miles, is situated in the north-central portion of Red Willow County. Other communities in Red Willow County include Bartley, Lebanon, Danbury, and McCook; additionally, Marion, Perry, and Shippee are unincorporated communities located in Red Willow County. Hitchcock, Hayes, Frontier, and Furnas are the Nebraska counties bordering Red Willow County; Decatur County, Kansas sits adjacent to the County. McCook is the County Seat and the largest community in Red Willow County, with a 2010 Census population of 7,698 residents. Indianola is the second largest community in the Red Willow County, with a 2010 Census population of 584 residents. **Figure 1.1** Study Area Map, shows Indianola’s location in Red Willow County.



Indianola sits along United States Highway 6/34, which runs west to east through the community. The Burlington Northern Santa Fe (BNSF) railroad sits south of Highway 6/34, travelling diagonally from southwest to northeast, along the southern portion of the community. Indianola is 53 miles south of Interstate 80 and 80 miles north of Interstate 70. The 2010 U.S. Census reported Indianola’s population to be 584 residents, which classifies Indianola as a Village; however, the community had over 800 residents up until 1990. With more than 800 residents, the community was classified as a Second-Class City under the Nebraska State Statute section 17-101. The community has remained classified as a Second-Class City. **Table 1.1** shows the classifications of municipalities in Nebraska based on the Nebraska State Statutes.

Table 1.1 - State Population Classification
Nebraska, 2016

Classification	Population	Number of Municipalities
<i>Metropolitan Class</i>	More than 300,000	Omaha Only
<i>Primary Class</i>	More than 100,000; less than 300,000	Lincoln Only
<i>First Class</i>	More than 5,000; less than 100,000	30
<i>Second Class</i>	More than 800; less than 5,000	115
<i>Village</i>	More than 100; less than 800	385

Total number of municipalities in Nebraska: 532

Source: Nebraska State Statute §17-101

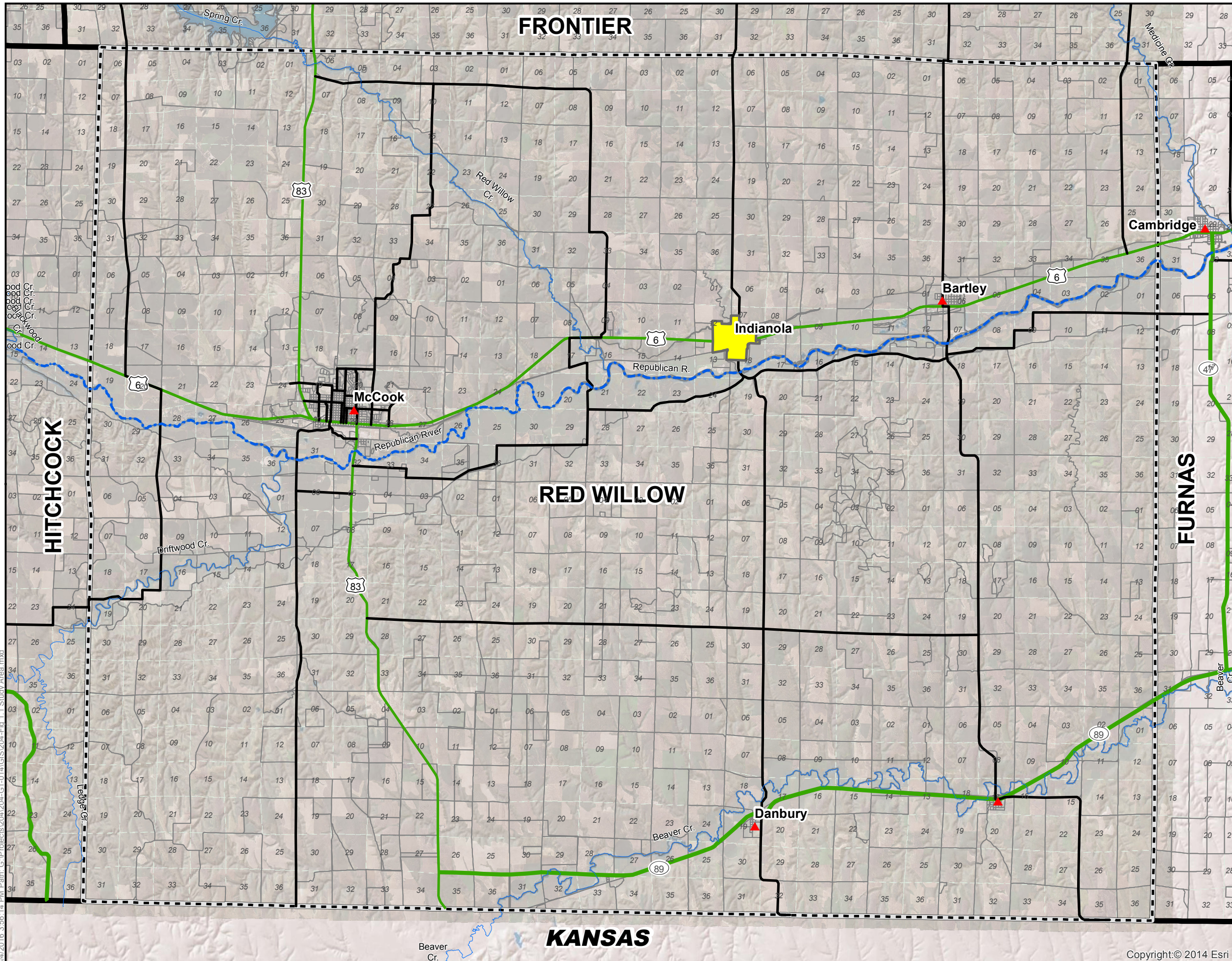
True to the City’s slogan “the best little city out west”, Indianola is a community full of friendly, helpful citizens with strong community and historical pride. Residents believe it is important to remember and cherish the past. In 2008, they created the Indianola Historical Society to preserve and make known the history of Indianola and the surrounding communities. This pride can be seen all over the community, including the City’s website, which hosts many historic pictures and stories of both the community and the families that have called Indianola home.

The City is not only invested in preserving its past, but is also active in promoting and enjoying the present. The community is home to a community center, storm shelter, medical clinic, library, post office, gas station/ convenience store, swimming pool, and community park. League sports are available for adults including softball, flag football, and pool leagues. Every August, Indianola hosts Old Settler Days which is a three-day event full of activities for adults and children. Indianola is also less than 30 miles from Red Willow Reservoir State Recreation Area, which is home to an archery range, playground, picnic areas, camp grounds, hunting land, a marina, and a lake for swimming, fishing, and boating. All of these amenities and services add to the quality of life for residents of Indianola.






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Legend

 Indianola Corporate Limits

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**Figure 1.1
Study Area Map**

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HISTORY

The following account of Indianola's history was written by James J. Sughroue; it can be found on the University of Nebraska-Lincoln's "Virtual Nebraska" website. This article and historic images of the community can be found by visiting <http://www.casde.unl.edu/history/counties/redwillow/indianola/>.

In the fall of 1871, the Republican Valley Land Company was formed in Nebraska City for the purpose of establishing a town site in southwest Nebraska. A surveying party platted the new town, called "Redwillow" for the creek it was on, then prepared it for settlement in the spring of 1872.



Indianola, ca.1955, "courtesy of the Bank of Indianola."
[Nebraska State Historical Society]



The Carr sod house, some distance east of Indianola.
[Martin, Bartley]

When spring came, six men from Iowa also decided to travel west. Their names were E.S. Hill, G.A. Hunter, William and Day Weygent, L.B. Korn, and Henry Madison. They planned to go to the Red Willow area, but six miles east, one of their wagons got stuck when crossing Coon Creek. After looking around they decided to claim land right there. This is where the story of how Indianola begins.

D.N. Smith, a locator for the Burlington & Missouri River Railroad, was in the area looking for a town site. He found the people in Redwillow quarreling over where to locate the town. Dismayed by their bickering, he left. Upon arriving at Coon Creek, he was happy to find an old friend, Mr. Hill. After telling him of his quest to locate a town site on which the Red Willow county seat was to be placed, Hill offered his homestead for that purpose.

Smith returned in the spring of 1873 and surveyed and registered a plat for the new town on Coon Creek that he had named "Indianola" after his hometown in Iowa.

Indianola was named the county seat of Red Willow County in May of 1873, but its population remained comparatively small. Only after the Chicago, Burlington & Quincy Railroad had completed its line into town in 1880 did the population begin to increase. By 1896, the number of people in Indianola rose to over 1,200. The numbers were not enough, however, when a vote was called to move the county seat to McCook. Indianola lost. When the people associated with county government moved out, the population dropped to under 900.

One of the early major businesses was the Indianola Ochre Mills, which mined ochre (a soft, yellow, chalky stone). When refined, it was made into paint and used in the manufacture of bricks. The mill operated from 1890 to around 1910 but closed when higher quality ochre could be shipped from Europe at a cheaper price.

There have been two train wrecks in Indianola. The first was in 1898 when a stock train derailed, killing three men and a large number of sheep. A second train wreck occurred on May 29, 1911. Two passenger trains collided head on, killing twenty-three people and injuring a great many others.

Indianola has had its share of high water. If the city wasn't ravaged from the Coon Creek overflowing, then it could watch from a distance as the Republican River over-ran its banks.

The Dirty 30's were hard on the people of Indianola. The city lost its bank in 1933, people lost farms, and others moved away hoping to find work. Just when the pain of the Depression and dust bowl seemed to be over and the long-awaited rains began to fall, more troubles came. The rain did not stop falling. At one point on the upper Republican, 24 inches of rain fell in 24 hours. This was much more water than the river could hold. Known as the "1935 Republican River Flood," it will long be remembered by people up and down the river. Indianola didn't lose anyone in the flood, but it was lucky.



The Republican River Flood, 1935, covered the entire valley floor and took everything in its path. [Cowan, Oxford]

In 1940-41, Indianola's bank reopened and things started looking up for the town again. In 1942, during the war, Indianola was chosen for the site of a prisoner of war camp. When completed it housed nearly 2,000 German prisoners.



The Main Street of Indianola, n.d. [Sughrue]

At the end of the war when the POW camp was closed, the U.S. Department of the Interior, Bureau of Reclamation used the site from 1946 until the end of 1954. Since then the land was sold and the buildings torn down. All that remains are two brick chimneys, a water tower converted into a silo, and the building foundations.



Indianola ca.1880s, soon after the railroad arrived. Methodist and Congregational churches on the right.



Old Settler's Picnic, August, 1947, and a view of the east side of Main Street. [Sughrue]



The additional historic information below, can be found on Indianola's website <http://indianolane.com/>.

In its early days, Indianola was the county seat of Red Willow County. After the railroad opted to locate it's mid-point terminal on the Omaha to Denver route in McCook rather than in Indianola (McCook offered free land for the rail yard whereas a private citizen in Indianola requested a large sum for his land thinking it was a done deal), population shifted to McCook and after several attempts, some violent, the county offices were moved to McCook.

Located in the City Park of Indianola is the grave of a Pawnee Indian woman who died of wounds received at the battle between the Sioux and Pawnee tribes at Massacre Canyon just east of Trenton, Nebraska. Originally, she was buried northwest of town on a bluff overlooking Coon Creek. In the 1970s, it became obvious that erosion would eventually destroy her gravesite and the citizens of Indianola financed the reburial of her remains in the City Park.



Historic Grave Marker

Indianola and Red Willow schools consolidated in 1969 to become Republican Valley Schools. Republican Valley consolidated with Bartley, Danbury, Marion, Lebanon and Wilsonville schools to become Southwest Public Schools. The Southwest Elementary School is located in Indianola and the new Southwest High School is located in Bartley. November 2009, was when the new school was completed.

Around 2003, all six buildings on the corner of Main Street and the highway were torn down to build a new Fire Station. The six buildings torn down were the Lord's Annex as it was called, the Women's Club which had the Mason room above it, the old Bank building on the corner, the old library, the liquor store, and what is remembered as the Greek Cafe.



Fire and Rescue Station

On March 27, 2004, a fire started in the grocery store. The building had been Edgar Franks IGA years ago and then had many different owners. The fire that night spread to the City Office and shop. The shop was the old dance hall or roller skating rink and also damaged the building next to the post office that belonged to Gus Guthrie. The City Office was first moved to the Community Building and then into the old Indianola Bank building where it remained for 2 years until a new City Office building was built on the site of the old one.



City Office

POPULATION

Indianola’s residents are the lifeblood of the community; the people who live, work, and visit Indianola everyday make the community “tick”. Understanding the composition of the population is just as important as understanding the wants and needs of the community’s residents. Analyzing demographics is important to the Comprehensive Plan because it becomes the basis for prioritizing future growth. All other plan elements depend on an assessment of existing and changing population characteristics and the needs of the future population. In order to accurately plan for the growth of Indianola, we must first consider the past and current populations; then, we can make educated projections about the future. Population projections are significant because they assist communities with a vision for where they will be in five, ten, and even fifteen years. This vision will in turn help decision-makers plan for social, economic, and physical infrastructure to meet the community’s future needs and demands.

Indianola experienced a nine percent decrease in population from 2000 to 2010, or a total loss of 58 persons from the 2000 population of 642 to 584 in 2010. **Table 1.2** shows a comparison of Indianola’s population changes between 2000 and 2010 with surrounding communities that have similar characteristics to Indianola. Of the six communities, five experienced a decrease in population and only one community, Cambridge, had a population increase. All of these communities face many of the same challenges with growth, development, and attracting potential residents. While, Indianola has felt a large population decrease of nine percent over the ten-year span, some communities in the area show an even more significant population decrease of over 20 percent between 2000 and 2010.

Table 1.2 - Comparable Population Changes
Indianola, 2000 & 2010

Community	2000	2010	Difference	% of Change
Danbury	127	101	-26	-20.5%
Bartley	355	283	-72	-20.3%
Indianola	642	584	-58	-9.0%
Elwood	761	707	-54	-7.1%
Beaver City	641	609	-32	-5.0%
Cambridge	1,041	1,063	22	2.1%

Source: Census Bureau, 2000 & 2010





Table 1.3 shows the history of Indianola’s population, which has been slowly declining since 1930; only two decades from 1930 to 2010 show an increase in total population, 1950-1960 and 1970-1980. Between 1930 and 2010, Indianola experienced a 28.3 percent overall decrease in population, with the City’s largest population in 1980 at 856 residents. From this peak in 1980, to the population reported in 2010, is a 31 percent decrease in population. Most rural communities in Nebraska are experiencing an overall decline in population, as shown in the previous table. Indianola’s proximity to larger communities is a benefit; it provides a wide range of options for travel, shopping, working, and education for residents of Indianola. Because of the location on Highway 6/34 and proximity to larger communities in the region, Indianola should still be able to encourage growth opportunities. However, the first step is to slow the population decline by focusing on retention of the community’s current residents. Once the total population stabilizes, efforts for growth can become more aggressive.

Table 1.3 - Population History
Indianola, 1930-2016

Year	1930	1940	1950	1960	1970	1980	1990	2000	2010
Population	815	800	738	754	672	856	672	642	584

Source: Nebraska Department of Economic Development; Census Bureau, 2000 & 2010

When analyzing the current population, Age and Gender are important facets to consider. According to 2010 Census data, 48.5 percent of Indianola’s population is female and 51.5 percent of the population is male. The median age for women is 43.8 years-old, which is slightly higher than the male median age of 42.2 years-old. The median age for all of Indianola’s residents is 42.8 years-old; this is slightly higher than the County’s median age of 41.8 years-old, which is higher than the State’s median age of 36.2 years-old. Indianola’s median age increased in 2010 from the median age of 39.4 year-old reported in the 2000 Census.

Age and gender differences can affect the housing types, recreational amenities, community services, and businesses desired in Indianola; wants and expectations for community amenities can vary greatly between men and women as well as between differing age groups. Therefore, it is important to monitor and understand the changes in the community’s population and how they affect the overall needs for the future of the City.

The Census Bureau divides the total population into four-year age groups called “cohorts”. A cohort is a set of individuals, grouped together based on experiencing the same events within the same time interval. Each decennial Census presents population data in cohorts. These cohorts range from under five years of age to the last cohort which is 85 years and over. **Table 1.4** shows all 19 cohorts, from the 2000 and 2010 Census, along with the corresponding percentages of the total population for each cohort.

Table 1.4 - Population Composition
Indianola, 2000 & 2010

Cohort	2000				2010			
	Male	Female	Total	% of Total	Male	Female	Total	% of Total
<i>Under 5 years</i>	21	17	38	5.9%	10	16	26	4.5%
<i>5 to 9 years</i>	25	26	51	7.9%	21	17	38	6.5%
<i>10 to 14 years</i>	18	24	42	6.5%	29	19	48	8.2%
<i>15 to 19 years</i>	22	21	43	6.7%	20	25	45	7.7%
<i>20 to 24 years</i>	16	17	33	5.1%	14	12	26	4.5%
<i>25 to 29 years</i>	19	10	29	4.5%	16	12	28	4.8%
<i>30 to 34 years</i>	23	18	41	6.4%	15	10	25	4.3%
<i>35 to 39 years</i>	23	27	50	7.8%	16	12	28	4.8%
<i>40 to 44 years</i>	32	28	60	9.3%	19	21	40	6.8%
<i>45 to 49 years</i>	25	21	46	7.2%	25	26	51	8.7%
<i>50 to 54 years</i>	18	18	36	5.6%	25	21	46	7.9%
<i>55 to 59 years</i>	15	18	33	5.1%	24	19	43	7.4%
<i>60 to 64 years</i>	22	15	37	5.8%	24	23	47	8.0%
<i>65 to 69 years</i>	7	19	26	4.0%	12	16	28	4.8%
<i>70 to 74 years</i>	19	18	37	5.8%	13	10	23	3.9%
<i>75 to 79 years</i>	7	11	18	2.8%	5	10	15	2.6%
<i>80 to 84 years</i>	9	6	15	2.3%	11	11	22	3.8%
<i>85 years and over</i>	1	5	6	0.9%	1	2	3	0.5%
<i>Total Population</i>	323	319	642	100.0%	301	283	584	100.0%

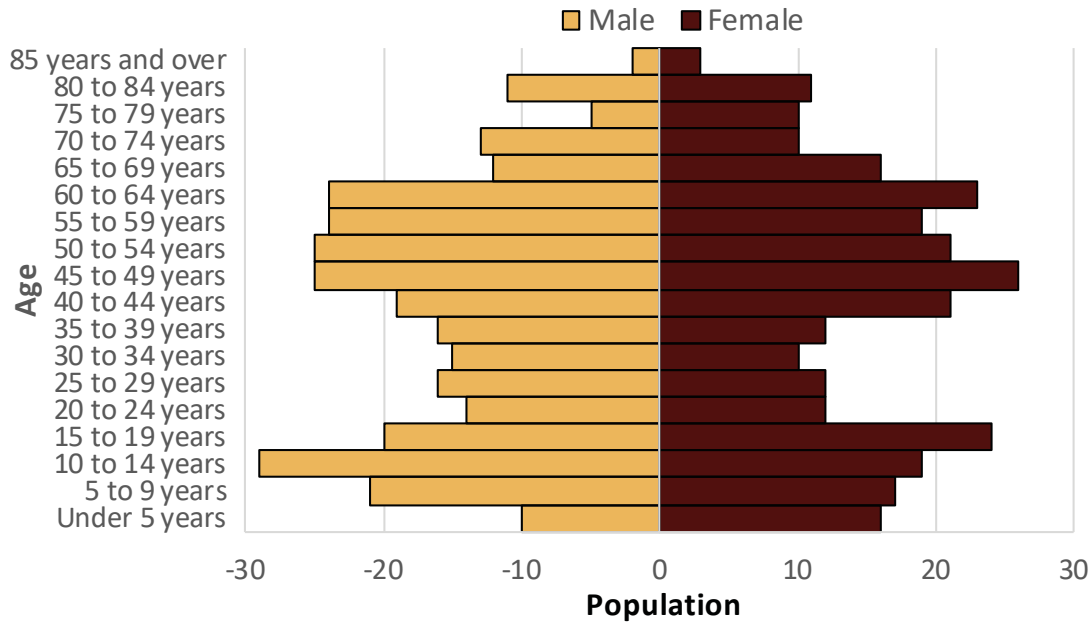
Source: Census Bureau, 2000 & 2010

Reported by the 2010 Census, 24.7 percent of the population was under 18 years-old. Of the City’s 584 residents, 15.9 percent, or 93 people, were 65 or older in 2010; this number is important because 65 is the common age of retirement, although trends now show the retirement age is starting to rise. **Figure 1.2** shows a population pyramid for Indianola’s 2010 Census population based on age and gender. A population pyramid is a series of bar charts, set on a horizontal axis. The 19 bars represent each of the 19 cohorts, with the male population being represented on the left side of the chart and the female population being represented on the right side of the chart.



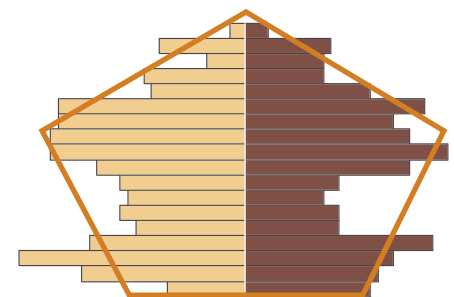
For perspective, a population pyramid showing a healthy viable population has a large base, showing a large number of children and young adults and a smaller number of elderly persons. A population pyramid uses two assumptions, with the first assuming that the community exists to meet the need of its residents. The government and other quasi-governmental agencies provide public/quasi-public uses including schools, Churches, medical facilities, emergency services, and public infrastructure to meet the needs of the public. The second assumption is that people have needs and expectations that change with age. A self-sustaining community is home to a larger number of children than elderly persons.

Figure 1.2 - Population Pyramid
Indianola, 2010



The largest cohort population based on the 2010 Census data is the 45 to 49 years, which makes up 8.7 percent of the total population. The second and third largest cohorts are the 10 to 14 years, which makes up 8.2 percent, and the 60 to 64 years, which makes up 8.0 percent. Indianola’s population pyramid does not show the ability to self-sustain based on the existing population. For Indianola to achieve a self-sustaining population, the community will need to rely on the growth of new and existing families, which will expand the base of the population pyramid. For this to happen, in-migration of new families is necessary.

Most rural communities in Nebraska have an aging population, manifesting as an upside-down pyramid. Indianola’s pyramid, on the other hand, does not appear as either pyramid, but is almost the shape of a pentagon with large portions of the City’s population falling in the “middle-age” category and tapering numbers for children and senior citizens. To correct this, larger population percentages in younger cohorts are needed to expand the base of the pyramid and create a more self-sustainable future for the community.



Indianola’s population is approximately 98.1 percent White and 1.5 percent Hispanic or Latino, of any race; the Hispanic or Latino population percentage was the same in both the 2000 and 2010 Censuses. The 2010 Census reports nine persons living in Indianola, who identify as Hispanic or Latino, which is the largest population sector other than White. All 1.5 percent, or nine persons, of Indianola’s Hispanic or Latino population declared themselves as Mexican.

Knowing the demographics, such as age, sex, racial break-up, and population changes through-out Indianola’s history, will help steer decision-makers in the right direction when planning for community infrastructure. Demographic data and subsequent analysis can be used in many ways. For example, City Council members may need to vote regarding community improvement options, such as financially supporting either park improvements or ADA-Compliant accessibility improvements. Analyzing population trends based on age groups could help decision-makers make an informed conclusion on what is best for the community. If population trends show an aging population, then supporting accessibility improvements would benefit those citizens; however, if there was an influx of families with young children moving into town, then supporting park improvements would be benefit more residents. Of course, there are many other factors that need to be taken into consideration, but understanding the breakdown of population has proven to be very helpful when decision-makers are trying to reach a conclusion.

The history of and apparent trends in Indianola’s population are important aspects in making projections for the community’s future population. Projecting Indianola’s population is key to understanding the future demographic character of the community; these projections help determine the City’s future land use and community service needs and policies. **Table 1.5** shows the different population growth scenarios utilizing the 2010 Census population, historic population trends, and generic growth trends for projections in 2020, 2025, and 2030.

Table 1.5 - Population Projections Indianola, 2010-2030				
Annual Growth Rate Percentages	2010	2020	2025	2030
<i>Trend 1, 2000-2010 (-0.94%)</i>	584	531	507	483
<i>Trend 2, 1990-2000 (-0.46%)</i>	584	558	545	533
<i>Trend 3 (0.25%)</i>	584	599	606	614
<i>Trend 4 (0.5%)</i>	584	614	629	645

Source: Census Bureau Historic Data; Miller & Associates, 2017



The population projection table shows four annual growth rate percentages in a linear model. The first two population scenarios use Indianola's historic trends taken from different decennial Census periods. Trend 1 shows the projected population using the annual rate of change from 2000-2010, -0.94 percent. Trend 2 utilizes the annual rate of change between 1990 and 2000, -0.46 percent, showing a projected population of 533 in 2030. Trend 3 utilizes a generic growth rate of 0.25%, which is similar to the growth rate from 1950 to 1960 and projects a total population of 614 residents in 2030. Finally, Trend 4 utilizes a 0.50 percent annual growth rate model to highlight a larger growth rate scenario, reaching 645 residents by 2030. These four population projection scenarios show how the future of Indianola could look if the community continues to shrink or if it begins to grow.



While the percentages of change are not extremely different, **Table 1.5** proves the impact of the slight variations over time. The table helps show City leaders how the population could change over the next 5-15 years if the historic trends hold true for the community's future. A couple of things could also drastically impact the community in a much shorter timeframe; for example, a major local industry or employer closing its doors or a new manufacturing business moving into the region would drastically change the population of Indianola. Employment availability in small rural communities is closely tied to population size.

In any community, this historic population fluctuation is typical, especially in small rural communities like Indianola. Therefore, it is important for City leaders to prepare for a multitude of scenarios and stay vigilant in the growth, success, and sustainability of the community to keep moving forward. City leaders can encourage growth through multiple methods like having land available for both residential and commercial/industrial growth, incentivizing development to encourage more opportunities, establishing a successful business retention and expansion program, and being willing to get involved and encourage private growth and development through public investment.

Families are also very important to the viability of any community, including Indianola. A family, whether it is a one or two parent household, would typically add at least one worker to the local workforce, children into the school system, a rented or owned residence, more people to buy groceries in town, another vehicle to fill with gas, and more. It means, another person/family has a vested interest in the welfare of the community. Families inhabit 62.5 percent, or 160 of all occupied households in Indianola. Approximately 84.4 percent of "family households" live in owner-occupied homes, while 15.6 percent of families live in renter-occupied households. A household is considered to be a "family household" when at least one member of the household is related to the householder by birth, marriage, or adoption. "Non-family households" are those consisting of people living alone and households who do not have any members related to the householder; these make up about 37.5 percent, or 96 of all occupied housing units in Indianola. 64.6 percent of "non-family households" live in owner-occupied units and 35.4 percent live in renter-occupied units. Based on the 2010 Census, 52.3 percent of all "family households", or 134 total households, are husband-wife households, 7 homes have a male householder with no wife present, and 19 homes have a female householder with no husband present. There are 27.7 percent, or 71 total households in Indianola with children under the age of 18 living at home.

Educational attainment is yet another component for analysis to better understand the community’s population base. **Table 1.6** shows an American Community Survey (ACS) comparison table between Indianola, Red Willow County, and Nebraska for ACS 2011-2015 educational attainment data. Based on the ACS estimates, 8.3 (±4.4) percent of Indianola’s residents have an Associate’s Degree, 8.8 (±4.0) percent have a Bachelor’s Degree, and 0.5 (±0.9) percent have a Graduate or Professional Degree. These percentages are all slightly lower than those of Red Willow County and Nebraska. The most drastic difference is Indianola’s Bachelor’s Degree percentage is less than half of Nebraska’s attainment level at 19.6 (±0.2) percent. Educational attainment levels should continue to grow over the next decade due to the growing demand for Americans to earn a college education. This societal change is noticeable around the country, but smaller communities are having a harder time trying to attract and retain persons with a college degree.

Table 1.6 - Educational Attainment
Indianola, Red Willow County, & Nebraska, 2014

Educational Attainment	Indianola	Red Willow County	Nebraska
<i>Total Population 25 years and over</i>	421 (±85)	7,391 (±96)	1,215,400 (±620)
<i>Less than 9th grade</i>	1.2% (±1.8)	1.7 % (±0.8)	4.1% (±0.1)
<i>9th to 12th grade, no diploma</i>	9.7% (±8.4)	5.0% (±1.4)	5.2% (±0.1)
<i>High school graduate (Includes equivalency)</i>	40.4% (±9.7)	36.4% (±3.7)	27.5% (±0.3)
<i>Some college, no degree</i>	31.1% (±10.4)	26.2% (±3.1)	23.9% (±0.2)
<i>Associate's Degree</i>	8.3% (±4.4)	13.0% (±2.6)	9.9% (±0.2)
<i>Bachelor's Degree</i>	8.8% (±4.0)	12.9% (±3.0)	19.6% (±0.2)
<i>Graduate or Professional Degree</i>	0.5% (±0.9)	4.8% (±1.8)	9.7% (±0.2)

Source: ACS Estimates, 2011-2015

Job creation is the main “pull factor” for people moving into a community. If the City of Indianola and its businesses can continue to create employment opportunities, then the City has the higher likelihood to attract new residents. It is also important to provide amenities and adequate housing for potential new residents. Attracting and keeping the young ‘creative class’ generation is imperative. The ‘creative class’ is a socioeconomic class of workers who bring new ideas, art, science, and technology together. Being able to draw these people in and retain them as residents is critical in growing Indianola. Creating activities or a social group to help new community members get involved with current residents is a way for the community to reach out to new residents. A Young Professionals group or even an annual community dinner recognizing new community members would be beneficial for Indianola’s new and existing residents alike. Another way to encourage young people to stay in the community or move back after furthering their education is to create a program for job training opportunities specifically relating to businesses located in the community. If high school students or recent high school graduates take advantage of these job training opportunities for businesses in the community, they may be encouraged to either stay or return after furthering their education. An influx of young people and young families would greatly impact the overall composition of Indianola.

Population projections should be utilized to help decision-makers understand where the community is headed. The scenarios presented in this Comprehensive Plan are provided as a guide to help decision-makers plan for the future public facility and amenity needs. To prepare for future population changes, leaders need to continually gather and analyze population data; one method is through monitoring building permits and home sales. Waiting every ten years for Census data to be presented is not as beneficial for the community as staying up-to-date with the ever-changing information. Utilizing other sources, revisiting the Comprehensive Plan or other community plans, and continually working with stakeholder groups will encourage leaders to stay active and up-to-date.



HOUSING

Housing is a crucial piece to the prosperity of Indianola. Whether it is identifying needs for new market rate housing or ways to encourage development of affordable housing options, Indianola must work to constantly assess and improve its housing market. In order to attract more people to the community, there has to be a supply of well-maintained, available, affordable, and safe housing. Projecting for future demand is an important, but sometimes difficult task when trying to promote growth in any community. Addressing the issues of old housing stock which does not meet the needs of today's renters and buyers is also another challenge facing City leaders. Community growth and revitalization can be made possible through the identification of housing needs in Indianola. When considered in conjunction with population data, housing information analysis will enable Indianola to identify the most appropriate housing developments for the community's success.

Data taken from the ACS is represented in **Table 1.7** and provides the overall age for housing units in Indianola. A majority, 47.1 (± 10.8) percent, of Indianola's homes were constructed prior to 1940. Over 82 percent of the City's existing housing units were constructed prior to 1980. An aging housing stock creates challenges in the housing market because today's buyers have different standards than those from 40+ years ago. Today's buyers are typically looking for large homes with open floor plans set on larger lots with a minimum of three bedrooms, two bathrooms, and an attached two-car garage. Homes constructed 40+ years ago were typically constructed on 50-foot wide lots. It is challenging to fit a home, by today's standards, on a 50-foot wide lot. The age of Indianola's housing stock could impact the City's ability to attract new residents if efforts are not made to update housing units.

Table 1.7 - Year Housing Structure Built
Indianola, 2015

Year Built	Number of Units
<i>Total Housing Units</i>	295 (± 54)
2014 or later	0 (± 9)
2010 to 2013	0 (± 9)
2000-2009	19 (± 17)
1990-1999	17 (± 16)
1980-1989	16 (± 11)
1970-1979	58 (± 23)
1960-1969	9 (± 9)
1950-1959	17 (± 17)
1940-1949	20 (± 17)
1939 or Earlier	139 (± 41)

Source: ACS Estimates, 2011-2015



From the 2010 Census, Indianola had a total of 295 housing units, 256 of which were occupied. In 2010, the vacancy rate was 13.2 percent, or approximately 39 vacant housing units. **Table 1.8** shows the break-down of vacant housing units in Indianola. One home was listed as rented, but not occupied and six homes were listed as a housing units used on occasion or for seasonal or recreational uses. Seven homes were listed as “other vacant” which could include homes that are uninhabitable, stuck in litigation, being remodeled, or any other reasons a Census investigator may quantify. There were 10 homes listed for sale and 15 homes listed for rent. During public input sessions, residents shared their viewpoints on the recent housing market, stating very few homes are available for sale and close to zero homes are available for rent, when something does come on the market it does not stay on the market for very long. It is assumed that the current vacancy rate is lower than the 2010 vacancy rate of 13.2 percent. It is important to have a portion of homes “for sale” or “for rent” to attract new residents. As a rule-of-thumb, five percent of existing housing units should be vacant to create an atmosphere for a healthy housing market and support economic growth.

Table 1.8 - Vacancy Status	
Indianola, 2010	
Year Built	Number of Units
	<i>Vacancy Rate</i> 13.2%
<i>Total Vacant Housing</i>	39
<i>For rent</i>	15
<i>Rented, not occupied</i>	1
<i>For sale only</i>	10
<i>Sold, not occupied</i>	0
<i>For seasonal, recreational, or occasional use</i>	6
<i>Other vacant</i>	7

Source: 2010 Census

As mentioned above, Indianola’s total vacancy rate was 13.2 percent in 2010. The City’s homeowner vacancy rate was 4.8 percent and the rental vacancy rate was 20.0 percent. A homeowner vacancy rate less than three percent and a rental vacancy rate less than five percent equates to a very tight housing market. Indianola’s 4.8 homeowner vacancy rate is slightly more than the three percent vacancy rate standard meaning the market has some flexibility. Indianola does have a high rental vacancy rate, but the condition of the units and whether they are meeting the needs of potential renters must also be taken into consideration. The rental market is also important to a community’s ability to attract new residents to the community. Rental units act as a filler for the transitional housing need for many people moving to the community, people who are not ready or are unable to purchase a home, people who desire assistance with home maintenance, etc.

A tight housing market can drive-up housing prices making it challenging for people to purchase a home in the community. If there is a lack of homes available or homes are too expensive in Indianola when a family is looking to move to the community, then they will be forced to look in surrounding towns where homes are available. As indicated by Indianola’s residents, their current housing market is tighter than it was in 2010 when the Census data was gathered. The main goal is to fit available homes to the needs and wants of the buyers. With the increase in the rental market demand in the past few years, the need for additional suitable rental units as well as housing units for purchase is apparent; therefore, it is necessary to determine housing needs and opportunities for the future.



When analyzing vacant housing units in the community, it is important to determine whether the units are still habitable. Uninhabitable structures should be removed to provide lots for new construction and infill development, as well as to rid the neighborhoods of fire risks, safety hazards, and unsightly structures.

A physical reconnaissance or windshield survey was conducted in the winter of 2016, on a random sampling of homes in Indianola. Approximately 30 percent of Indianola's homes were visually surveyed from the exterior. Based on criteria that would be used for a Blight and Substandard Study, these homes were analyzed and rated as excellent, good, average, poor, or deteriorated. Excellent ratings meant there were no apparent problems when the exterior survey was completed. A good rating meant the structure seemed to meet all codes and had careful maintenance of both structure and grounds. An average rating was given to homes showing minor deficiencies including normal wear and tear. Homes that received a poor rating had major deficiencies showing significant surface wear including slight structural concerns. Deteriorated structures were homes needing to be demolished because they are beyond rehabilitation and have become safety concerns.

The following housing conditions were identified and rated during the windshield survey: foundation, roof, siding, doors/windows, yard, and garage. **Table 1.9** shows the results of the exterior analysis from the windshield survey. The numbers show the total percentage ratings for each category. The overall structural rating for homes in Indianola based on the exterior analysis is 'average'. There are several homes that need major repairs; however, the majority of homes are in average condition especially in comparison to the age of the housing stock.

Table 1.9 - Exterior Analysis of Housing Stock
Indianola, 2017

	Excellent (5)	Good (4)	Average (3)	Poor (2)	Deteriorated (1)	Average Rating
<i>Foundation</i>	2.6%	19.8%	51.3%	21.0%	5.3%	2.9
<i>Roof</i>	10.5%	35.5%	34.2%	13.2%	6.6%	3.3
<i>Siding</i>	6.6%	38.2%	30.3%	21.0%	3.9%	3.2
<i>Doors/Windows</i>	2.6%	38.2%	32.9%	21.0%	5.3%	3.1
<i>Yard</i>	2.6%	13.2%	52.6%	27.6%	4.0%	2.8
<i>Garage</i>	1.5%	26.1%	37.7%	21.7%	13.0%	2.8

Source: Windshield Survey completed by Miller & Associates

Note: Percentages and average ratings were rounded

During the exterior home reconnaissance, approximately 18 percent of homes were craftsman style, which was a popular house style in the early 1900s through the 1940s. About 29 percent of homes were bungalow style, which was popular from the 1910s to 1940s. Almost 21 percent of Indianola's homes were identified as ranch-style which became a popular style for single-family homes in the 1950s and 1960s and still is a construction choice for many people today.

The age and condition of the existing housing stock is an important piece to consider during an analysis of the local housing market. Turnover of housing units happens for a variety of reasons including homes selling and homes “falling-off-the-market” due to age, lack of modern amenities, and condition. As a rule of thumb, approximately one percent of homes will fall-off-the-market every year due to the reasons mentioned above. A portion of the vacant homes in Indianola may be vacant because they are no longer safe for residents. It is challenging for communities to carry the burden of uninhabitable homes; often times the cost of demolition falls on the community. However, clearing these lots helps create sites for infill development and helps clear eye-sores and safety hazards from the community.

Steps need to be taken to create additional infill lots by removing vacant, uninhabitable structures. Most of the time, this responsibility falls on the municipality because private property owners may not have the funds, ability, or desire to remove the structures themselves. Once these structures are removed, new housing units can be built. It is no easy feat, but replacing the lost homes will help maintain a healthy housing market in Indianola as well as provide homes for potential residents.

In 1995, a study was conducted by the National Trust for Historic Preservation in conjunction with the U.S. Department of Housing and Urban Development (HUD). This study estimated the percentage of housing units needing substantial rehabilitation of the occupied, permanent (non-mobile home), year-round houses or apartments in the United States. These national percentages can be applied to determine the local need. Approximately four percent of all owner-occupied housing structures were reported in need of substantial rehab or demolition. The American Housing Study also determined approximately six percent of all renter-occupied units were in need of substantial rehabilitation or demolition.

Number of Units x Percent Needing Substantial Rehab = Units Needing Demolished
197 x 4% = 8 Owner-occupied Units Needing Substantial Rehab
59 x 6% = 4 Renter-occupied Units Needing Substantial Rehab
8 + 4 = 12 units needing demolished

The 2010 Census data reporting housing vacancies, determined seven housing units to be in the “other vacant” category; a majority of homes in this category are considered uninhabitable. The Census data for uninhabitable structures is lower than the number gathered by applying national standards to the City of Indianola’s housing stock.

Based on the windshield survey completed for one-fourth of the existing housing stock, approximately 16 homes, of the total 295 housing unit’s community-wide are deteriorated beyond moderate repair. The assessment from the windshield survey is similar to the National Housing Study standards. With the need to demolish anywhere between 7 and 16 existing structures within the community. In addition, another one percent of homes will “fall off the market” each year due to age, lack of modern amenities, and condition.

The majority of Indianola’s homes are in average condition, with a need for moderate repairs. Typical repair needs center around one or two of the categories that were evaluated during the windshield survey, i.e. the roof is in dire need of replacement but the rest of the exterior is in good condition. Even though the majority of homes in Indianola are in average condition, housing rehabilitation and energy efficiency and modernization updates are needed to help improve the overall condition of homes.



Housing Rehabilitation Programs, whether through the City or a third-party group such as West Central Nebraska Development District (WCNDD) could be an essential tool in helping residents pay for housing repairs, energy efficiency improvements, or major maintenance issues. Community leaders should continually look at ways to incorporate these programs into Indianola. An owner-occupied housing rehabilitation program would be extremely beneficial for many homeowners in Indianola. The major issue with the current program through the State of Nebraska is the strict income requirements the Federal government has set to determine eligibility for the program. Because the aforementioned housing rehabilitation program is based on a household's annual income, it is restricted to use by low income families.

Another option could be for the City to create their own loan program for a separate owner-occupied housing rehabilitation setting guidelines and regulations based on the needs of the City. This option may be attractive to the City and its residents because the City could help middle-income residents while also boosting the existing housing conditions in the community. If the City creates their own revolving loan fund, they have the ability to set their own guidelines, income-restrictions, interest rates, pay-back regulations, etc. The City could create their own program to fit the needs of their community. A City-run rehabilitation program would help serve the need of middle-income families and should be something the City considers in order to assist and encourage homeowners with exterior and energy-efficiency concerns before the issues are beyond repair.



Another tool the City could utilize for deteriorated structures is Tax Increment Financing (TIF) funds for properties within designated Redevelopment Areas. This can provide the City of Indianola with a tool to eliminate some of the vacant, blighted structures within the Redevelopment Area(s).

Promoting home maintenance and improvements throughout the community and offering programs to assist homeowners will help improve the housing stock. Community leaders should continually look at ways to incorporate these programs in order to provide incentives and assistance to the community's residents.



Although we know there are 256 occupied housing units in Indianola, we need to evaluate the characteristics of those units. The 2010 Census reported a total of 197 owner-occupied housing units, equating to 77 percent of all occupied housing units in Indianola. There are 59 renter-occupied housing units in Indianola, comprising 23 percent of the total occupied housing units. Indianola has a large percentage of residents who own their own home. Home-owners typically have more longevity and investment in a community because they have made a large personal investment through home-ownership. In Indianola, the average household size of an owner-occupied unit is 2.36 people and renter-occupied units have an average household size of 2.02. The overall average household size in Indianola is 2.28, while the average family size is 2.92. This difference can be explained by the number of people in Indianola living alone.

Table 1.10 shows 465 residents live in owner-occupied households and 119 residents live in renter-occupied housing units. There are 85 persons in Indianola living alone which is 33.2 percent of the total occupied housing units. As a note, none of the 85 persons living alone were living in an institutionalized facility at the time of the 2010 Census. Of the 85 persons living alone in Indianola, 30 were 65 years or older. The statistic of residents who are 65 years or older and live alone is very distinct, and can help community leaders make informed decisions about the make-up of Indianola’s citizens. For example, community leaders can focus on finding developers interested in developing townhomes or apartments for elderly residents or empty-nesters to rent or purchase. Another attractive amenity, especially for elderly residents, would be the presence of an association that would, for a fee, take care of maintenance for the homeowners if no private developers will construct senior housing.

Table 1.10 - Persons per Household
Indianola, 2010

	Owner-Occupied Households	Renter-Occupied Households
<i>Total Households:</i>	197	56
<i>1 person per household</i>	56	29
<i>2 persons per household</i>	81	14
<i>3 persons per household</i>	23	14
<i>4 persons per household</i>	17	6
<i>5 persons per household</i>	12	7
<i>6 persons per household</i>	6	2
<i>7 or more persons per household</i>	2	1
<i>Average Persons per Household:</i>	2.38	2.02

Source: 2010 Census

It is highly probable that some residents currently live by themselves in three- or four-bedroom homes. These individuals may be willing to move to a smaller, up-to-date, and low maintenance home, if there were some available. If there were smaller homes available, whether for purchase or rent, and some of the 85 one-person households relocated to smaller units, it would add larger homes to the housing market, which are desperately needed for families in the area.

Table 1.11 shows the gross rent for units in Indianola based on the 2011-2015 ACS. Median rent in Indianola is \$567 (±\$109). As seen in the table, it is reported that 21 (±17) pay less than \$500. 21 (±17) renters pay \$500-\$999, while 10 (±14) renter pays \$1,000-\$1,499. There are no renters that pay more than \$1,500 a month.



Table 1.11 - Gross Rent
Indianola, 2015

Monthly Rent Amount	Number of Units
<i>Total Occupied Units Paying Rent:</i>	52 (±27)
<i>Less than \$500</i>	21 (±17)
<i>\$500 to \$999</i>	21 (±17)
<i>\$1,000 to \$1,499</i>	10 (±14)
<i>\$1,500 to \$1,999</i>	0 (±9)
<i>\$2,000 to \$2,499</i>	0 (±9)
<i>\$2,500 to \$2,999</i>	0 (±9)
<i>\$3,000 or more</i>	0 (±9)
<i>Median Monthly Rent (dollars):</i>	\$567 (±109)

Source: ACS Estimates, 2011-2015

Table 1.12 provides two data sources showing housing values for Indianola's owner-occupied housing units. A point to remember: the ACS column provides an estimate with a margin-of-error for each housing value and ESRI data is only presented as an estimate. The median household value for owner-occupied housing units is \$55,700 (±\$20,059) based on ACS data. ESRI's 2016 estimated median household value is significantly higher at \$78,274.

Table 1.12 - Housing Values, Owner-Occupied Units
Indianola, 2015

Value per Housing Unit	Number of Units (ACS)	Number of Units (ESRI)
< \$50,000	95 (±34)	47
\$50,000 to \$99,999	63 (±22)	84
\$100,000 to \$149,999	29 (±14)	21
\$150,000 to \$199,999	11 (±13)	11
\$200,000 to \$299,999	0 (±9)	5
\$300,000 to \$499,999	0 (±9)	21
\$500,000 to \$999,999	0 (±9)	0
≥ \$1,000,000	0 (±9)	0
<i>Total Owner-Occupied Units:</i>	198 (±46)	189
<i>Indianola Median Value:</i>	\$55,700 (±20,059)	\$78,274
<i>Red Willow County Median Value:</i>	\$86,100 (±\$5,936)	\$90,533
<i>Nebraska Median Value:</i>	\$133,200 (±\$640)	\$127,600

Source: ACS Estimates, 2011-2015

Table 1.13 shows a housing affordability analysis based strictly on data. This table shows the comparison of the household income ranges and the value of housing units currently present in Indianola. The rule-of-thumb when purchasing a home: household income multiplied by two equals the affordable housing price. Using this assumption, the table shows gaps and a surplus of housing units present in Indianola based on comparative analysis. The following is a breakdown of the process:

- Column 1 - Household income range for residents in Indianola
- Column 2 - ACS household income data from **Table 1.15** (modified to relate to owner-occupied units only, 77% of all housing units are owner-occupied)
- Column 3 - Column 1 multiplied by 2 (i.e. \$25,000 x 2 = \$50,000)
- Column 4 - ACS data from **Table 1.11** showing the number of owner-occupied units in Indianola, based on value
- Column 5 - Column 2 subtracted from Column 4 (i.e. 95 – 75 = 20)

Table 1.13 - Persons per Household				
Indianola, 2010				
Household Income Range	Housing Units Needed	Affordable Range for Housing Units	Existing Units (Owner-Occupied)	Gap/Surplus of Housing Units
less than \$25,000	75	<\$50,000	95	20
\$25,000-\$34,999	8	\$50,000-\$70,000	63	20
\$35,000-\$49,999	35	\$70,000-\$100,000		
\$50,000-\$74,999	36	\$100,000-\$150,000	29	-7
\$75,000-\$99,999	25	\$150,000-\$200,000	11	-14
\$100,000-\$149,999	21	\$200,000-\$300,000	0	-21
\$150,000-\$199,999	0		0	
\$200,000 or greater	6	>\$300,000	0	-6

Source: 2010 Census

Based on this housing affordability analysis for owner-occupied units, Indianola has a surplus of housing valued less than \$100,000 and gap for homes valued over \$100,000. This analysis is based solely on numbers for owner-occupied units in Indianola; therefore, it does not take into account people who live above or below their means, rental units, or the market-rate price of homes. The results indicate a need for market-rate homes with a gap of 21 homes valued between \$100,000-\$200,000 and 27 homes valued over \$200,000. Quality and availability of decent housing is a decisive point for individuals and families when they are considering moving to a community. Community leaders can use this formula in the future to determine where there are shortfalls in Indianola’s housing supply.

Indianola should take steps to improve their current housing market. With a homeowner vacancy rate of 4.8 percent, a supply of affordable housing needs to be created. Indianola has a shortage of affordable and market rate, move-in ready homes available. In order to maintain, as well as grow and diversify the population base, Indianola must investigate feasible options for housing development in the community. It may be important for Indianola’s leaders to consider what other communities are successfully implementing to help with housing development as well as programs that have been created to help demolish uninhabitable homes. Consistently reviewing Census data is important; however, any decision-makers need to also engage in conversations with local professionals in order to understand current market conditions, housing trends, and community needs.



**Table 1.14 - Market Supply/Demand Analysis,
Constant Population Scenario
Indianola, 2010**

<i>Projected 2025 Population (constant)</i>	584
<i>Average Household Size</i>	2.28
<i>Total Number of Households Needed 2025</i>	256
<i>5% Vacancy Rate</i>	13
<i>Known Supply in 2010 (Total Housing Units)</i>	295
<i>Estimated Total Demand</i>	-25
<i>Existing Substandard Units</i>	12
<i>2025 - 1% "Fall Off Market" Rate (units)</i>	28
<i>Adjusted Supply</i>	15

Source: 2010 Census, Miller & Associates

Table 1.14, the final housing analysis, shows the market supply/demand analysis completed for Indianola using a constant population of 584 residents. This would indicate no growth or decline in population from 2010 to 2025. It is unlikely that Indianola's population will stay the same; however, this analysis shows the need for continual housing demolition and construction of new units even if no residents move to or from Indianola.

In 2010, the average household size was 2.28 individuals. By dividing the estimated 2025 population by the average household size, the projected number of households becomes 256. The desired vacancy rate of 5 percent, or 13 units, must then be added to the total number of households needed. The known supply of housing units in 2010, is 295 units. This must be subtracted from the total number of households needed in order to determine the estimated total demand required to meet the needs of the 2025 community.

The number of substandard units must also be considered for this analysis. Currently, there are 12 existing substandard units. Housing demolition will be an on-going task as homes continue to fall off the market. Twenty-eight additional units are projected to need demolished by 2025, based on the assumed rate of one percent of the total housing units falling-off-the-market annually due to age and condition of structures. This is an estimated figure and includes a projected number of housing units, taking into account the changes over the next ten years. By observing the number of housing structures built prior to 1940, approximately 139 (± 41), it is not hard to understand why homes will continue to fall-of-the-market and need to be replaced with up-to-date structures suitable for today's buyers and renters.

The need to demolish 40 units by 2025, affects the community's overall housing supply and must be considered during the supply/demand comparison. This data analysis, utilizing a constant population scenario, shows 15 new housing units will need to be constructed by 2025, to provide adequate housing for the community's population.

Infill development is recommended for new construction; this should be the primary area of focus before expending funds for infrastructure extensions to serve new areas of development. The City should also utilize the future land use scenarios and best practices, outlined later in the Comprehensive Plan, to help prepare for future residential development. However, infill development should be encouraged to help lower potential development costs. Investing in the public infrastructure necessary for large developments should only occur once the City believes they have all the possible infill lots full or when private investment will pay for the infrastructure expansions potentially necessary to support the growth.

ECONOMY & CAPITAL IMPROVEMENT

The ability for Indianola to predict development needs relies heavily on economic trends. Therefore, a description and analysis of local economic factors is a crucial component of the City's Comprehensive Plan. Economic development is a major goal for many small-town planning efforts. It is not a "once-and-done" event but rather a continual process which requires on-going efforts to make advancements. Communities differ greatly and not one economic development strategy fits all communities. In fact, economic development in rural communities often becomes community development. It requires active engagement of the community, its leadership, its organizations, its institutions, and its businesses. The keys to greater productivity are innovation, creativity, new technologies, and public and private partnerships and investment. The private sector is the primary source of economic activity, but the public sector plays an important, and ideally, complementary role. Therefore, it is essential that both the public and private sectors are analyzed and included in the creation of goals and strategies for economic development in Indianola.



A strong labor force is extremely important to a City of any size, especially during these trying economic times. It is vital for communities to create jobs in order to attract new residents and grow the tax base. Analyzing a labor force requires employment figures, income levels, and an understanding of the economic base. Residents 16 and older are considered to be of working age; therefore, in order to study the workforce population, we only consider those who are 16 and older. The 2011-2015 ACS reported 478 (± 99) people are 16 or older and 327 (± 83) persons are in the labor force. The other 151 (± 43) people are not considered to be a part of the labor force because they are neither employed nor officially classified as unemployed. This classification could be for a variety of reasons such as: full-time students, retired persons, volunteers, stay-at-home parents, persons unable to work due to a disability, etc.

As stated above, the ACS estimated 327 (± 83) of Indianola's residents are in the labor force. The ACS also reported of those 327 people in the labor force, 319 (± 83) were employed and 8 (± 10) people were unemployed. Based on the ACS data, Indianola has a 1.7 (± 2.1) percent unemployment rate which is starkly different than the U.S. Bureau of Labor Statistics (BLS) 2015 national unemployment rate of 5.3 percent. Unemployment data is not as readily available for smaller communities which means we have to follow larger trends, rely on national data services, and follow local trends. With such a low unemployment rate in the City, it is very challenging for businesses to find qualified employees. The top three employment sectors for Indianola's residents are: educational services and health care and social assistance sector (23.2 percent); agriculture, forestry, fishing and hunting, and mining (13.2 percent); and retail trade (12.9 percent).



There are several different job opportunities in the City of Indianola including the medical and educational systems, retail and service sector businesses, and many different types of agricultural businesses. Although there are many job opportunities in Indianola, a majority of residents commute to work in other communities. This is fairly typical in the smaller communities across the United States. Commuting patterns for Indianola's residents include a mean travel time to work of 17.9 (± 4.7) minutes. Approximately 229 (± 55) people drive to work alone while 35 (± 31) of Indianola's residents carpool. Approximately 40 (± 34) residents work from home, which comprises 12.9 (± 9.4) percent of the employed population in Indianola. Based on 2014 U.S. Census Bureau, Center for Economic Studies, 35 people commute into Indianola for work, while 179 of Indianola's residents commute to areas outside of the corporate limits for work. Based on the same 2014 data source, approximately 40 percent of the people who live within the region commute to McCook for work. Indianola's residents' commute times include: 18.8 percent travel less than 10 miles, 17.1 percent travel 25 to 50 miles, and 12.2 percent travel greater than 50 miles.

Table 1.15 shows the household income for Indianola in 2015. Household income is defined by the Census Bureau as the following:

“Any sum of money income received in the calendar year by all household members 15 years old and over, including household members not related to the householder, people living alone, and other non-family household members. Included in the total are amounts reported separately for wage or salary income; net self-employment income; interest, dividends, or net rental or royalty income or income from estates and trusts; Social Security or Railroad Retirement Income; Supplemental Security Income (SSI); public assistance or welfare payments; retirement, survivor, or disability pensions; and all other income.”

Table 1.15 - Household Income
Indianola, 2015 & 2016

Household Income Range	ACS, 2015 (Number of Households)	ESRI, 2016 (Number of Households)
Less than \$15,000	25 (± 23)	26
\$15,000-\$24,999	61 (± 27)	31
\$25,000-\$34,999	11 (± 8)	11
\$35,000-\$49,999	46 (± 24)	27
\$50,000-\$74,999	47 (± 20)	65
\$75,000-\$99,999	32 (± 18)	46
\$100,000-\$149,999	27 (± 18)	15
\$150,000-\$199,999	0 (± 9)	3
\$200,000 or more	8 (± 12)	18
<i>Indianola Median Household Income</i>	\$42,313 ($\pm 13,448$)	\$57,239
<i>Red Willow County Median Household Income</i>	\$42,931 ($\pm 4,618$)	\$45,915

Source: ACS Estimates, 2011-2015; ESRI Estimates, 2016



Household income data is displayed in ranges based on dollar amounts and the related number of households with an annual income that falls into the associated range. ACS reported Indianola's median household income to be \$42,313 (\pm \$13,448). The ACS estimated Red Willow County's median household income to be \$42,931 (\pm \$4,618) which is slightly higher than the City of Indianola's median household income. The ACS 2011-2015 estimate for the State of Nebraska's median household income is \$52,997, which is higher than both Indianola's and Red Willow County's estimated median household incomes. It is expected for the median household income to increase overtime due, if only, to inflation.

The Downtown District is the main hub for retail and service sector businesses; however, the Highway 6/34 corridor is also very important to the community's tax base. There are major differences in the way land is used between the Downtown District and the rest of the Highway corridors, especially on the fringe of the community. In order for the Downtown District to keep its distinct appeal, the City must focus on pedestrian friendly access to maintain the neighborhood feel which is essential for Downtown Districts; this 'appeal' is what helps attract people to shop in a Downtown area.

The Highway 6/34 corridor runs right through the center of the City and is the best area for businesses that require large areas of land, high visibility, and easy access from the Highway. Businesses along the Highway corridor should have off-street parking, larger setbacks, more green space and typically include larger buildings and more signage than what is necessary for Downtown businesses. While the Downtown District should focus on aesthetic continuity, pedestrian access, smaller lots, and zero setbacks to promote downtown development that matches the existing businesses.

It will be important for City leaders to encourage economic development to fit the unique identity of each area. The Downtown District is best suited for retail, entertainment, and personal service-type businesses. These businesses encourage busy sidewalks which promotes safety and higher traffic for retail stores. Businesses with large traffic volume, a need for large lots, and agricultural or manufacturing in nature are best suited along Highway 6/34.



Job variety is important for a community to attract new residents to as well as maintain existing residents. Indianola has several large and small employers and also serves as a bedroom community to McCook. When trying to grow the local economy, it is important to consider how businesses will complement the region. City leaders should focus on attracting businesses that can co-exist and/or support existing businesses and industries in Indianola and the surrounding communities in order to promote a self-sustaining economy. There should be an ongoing effort to develop local talent, retain jobs, and foster an environment which supports job creation, local businesses, and entrepreneurs. Economic growth should be sustainable over time and ought to provide young people with an opportunity to stay and work in the community or return after college and find a good job. These goals will require career options, affordable housing, a supportive community and public services, opportunities for continuing education/training, and community amenities that help add to the quality of life for residents.



In order to provide a high quality of life for residents, communities must be able to accommodate all aspects of a person or family's needs. In order to promote growth, a truly comprehensive economic development strategy has to be developed, including the analysis and development of other community needs like housing and recreational amenities. Economic development in rural communities becomes community development. In the 1960s, economic development meant industrial recruitment, sometimes referred to as "smokestack chasing", especially centered on the railroad. However, over the past 40-50 years, manufacturing's contribution to the overall economy has declined. Today, services and government jobs provide more than five out of every six jobs in America. Communities, like Indianola, now should focus their economic development efforts on self-help and self-promotion, local business creation and expansion, and strategic planning. Economic development is necessary for community growth and for the City to maintain its quality of life, even if its population is declining.

Retail Market Power (RMP) - Opportunity Gap is as beneficial as it is interesting for communities and counties to review. The analysis allows you to compare supply and demand to determine potential sources of revenue growth. An opportunity gap appears when household spending levels for a specific geography are higher than the corresponding retail sales estimates. This difference signifies that resident households are meeting the available supply and supplementing their additional demand potential by going outside of their own community. The opposite is true in the event of an opportunity surplus. That is, when the levels of household expenditures are lower than the retail sales estimates. In this case, local retailers are attracting residents from other areas into their stores.

Table 1.16 follows the North American Industry Classification System (NAICS) to group and analyze Indianola’s businesses by their primary type of economic activity. The first column shows a list of retail store categories. The second column shows resident demand by estimating consumer spending habits for each category in 2017. The third column shows the estimated retail sales to consumers in 2017, by each retail market, of stores located in Indianola. The fourth, and last column, shows an opportunity gap or surplus that exists for each retail sector; essentially, it presents a snapshot of retail opportunity.

A negative value (shown in red) represents a surplus of retail sales, a market where customers are drawn in from outside of Indianola to shop in the community; this means businesses in Indianola are meeting the needs of residents as well as attracting customers who live outside of the City. A positive value (shown in black), in the fourth column, shows a gap or an opportunity the particular retail sector. This represents a “leakage” of retail opportunity outside of the trade area. These numbers indicate the presence of a higher estimated demand for the associated economic sectors than what is supplied in Indianola. While understanding there are many needs that cannot be feasibly met in every community, it is important to note that there may not be the existing stores to fulfill the consumers’ needs. Therefore, residents are leaving the City of Indianola to spend their money someplace else in order to fulfill their needs. The black numbers should be viewed as an opportunity; they are associated with retail sectors that have potential for growth within the City.



Table 1.16 - Opportunity Gap Analysis
Indianola, 2017

Retail Stores	2017 Demand (Consumer Expenditures)	2017 Supply (Retail Sales)	Opportunity Gap / Surplus
<i>Total Retail Trade and Food & Drink</i>	\$9,268,601	\$3,655,784	\$5,612,817
<i>Total Retail Trade</i>	\$8,558,896	\$3,379,567	\$5,179,329
<i>Total Food & Drink</i>	\$709,705	\$276,217	\$433,488
<i>Motor Vehicle and Parts Dealers</i>	\$2,019,878	\$0	\$2,019,878
<i>Furniture and Home Furnishings Stores</i>	\$177,595	\$0	\$177,595
<i>Electronics and Appliance Stores</i>	\$272,538	\$0	\$272,538
<i>Building Material, Garden Equipment Stores</i>	\$670,119	\$1,897,311	-\$1,227,192
<i>Food and Beverage Stores</i>	\$1,529,973	\$0	\$1,529,973
<i>Health and Personal Care Stores</i>	\$550,160	\$0	\$550,160
<i>Gasoline Stations</i>	\$989,337	\$1,004,125	-\$14,788
<i>Clothing and Clothing Accessories Stores</i>	\$236,148	\$0	\$236,148
<i>Sporting Good, Hobby, Book, Music Stores</i>	\$284,187	\$0	\$284,187
<i>General Merchandise Stores</i>	\$1,240,166	\$0	\$1,240,166
<i>Miscellaneous Retailers</i>	\$479,257	\$478,131	\$1,126
<i>Non-Store Retailers</i>	\$109,538	\$0	\$109,538
<i>Food Services and Drinking Places</i>	\$709,705	\$276,217	\$433,488

Source: ESRI Estimates, 2017

Indianola's RMP analysis, shown in **Table 1.16**, estimates approximately \$3.6 million was spent in Indianola in 2017 at retail trade stores and eating and drinking establishments. ESRI estimated \$9.2 million of consumer demand for Indianola's residents for retail stores and eating and drinking places, not taking into account location of purchases. The analysis of this tables shows a \$5.6 million opportunity gap in consumer demand versus supply for Indianola. This table helps highlight retail sectors with an opportunity for improvement at the local level, along with the overall opportunity for increased sales in Indianola by decreasing residents' desire to purchase products in other communities. City leaders and stakeholders can review this data analysis to have a better understanding of potentially successful businesses in Indianola.

There are several retail sectors without businesses located in Indianola; however, it is important to realize that Indianola would not be able to viably support all retail sectors due to its size, the total population of the region, low demand, and the City's proximity to larger markets like McCook, North Platte, and Denver. Competing with larger Cities that can easily support a variety of "big box" stores such as Wal-Mart, Target, Sears, and Menards is not easy for any community. However, these "big box" stores attract many shoppers making it challenging for smaller communities to retain local shoppers.



The RMP analysis does not suggest any existing retail operations in Indianola are lacking in any way; it simply suggests economic sectors with opportunity for improvement. Expanding existing businesses and adding new inventory within existing retail locations are just a few ways retail stores in Indianola could meet more needs of Indianola’s residents. Just because there is an opportunity for increased sales in Indianola within specific sectors, does not mean those businesses could all be successful in the community. Businesses with \$0 in supply, for example, may not be self-sustainable in a smaller market. Furniture and home furnishings, electronics and appliance stores, and standalone clothing stores may not be able to attract the foot traffic necessary to support those retail establishments, especially when Indianola’s businesses have to compete with stores in McCook, North Platte, and even Denver.

Retail sectors with \$0 supply and high estimated consumer demand have a higher likelihood of succeeding in Indianola, i.e. Motor Vehicle and Parts Dealers, Food and Beverage Stores, and General Merchandise Stores. It is not recommended to add “big box” retailers, unless the store would act as an anchor to attract people to the community and support the existing businesses located in Indianola. Locally-owned businesses would struggle to compete with certain “big box” store names; therefore, it is important to attract complementary businesses to the existing business entities in Indianola.

Entrepreneurism, business retention and expansion, and succession planning should be the main areas of focus for economic development efforts in Indianola. While “big box” stores, like Wal-Mart, may not be the answer, it is important for Indianola to take advantage of its location on a busy highway, which provides opportunities not available to many other communities. During the public input sessions, residents expressed their desire to support existing businesses to ensure they are sustainable in Indianola. This is an essential part of economic development in small town Nebraska and residents understand the importance of supporting local businesses.



Table 1.17 shows employment by industry percentages for Indianola based on 2011-2015 ACS data. The largest employment industry in Indianola is “educational services, health care, and social assistance” with “agriculture, forestry, fishing and hunting, and mining” being the second largest employment industry. “Retail trade” is the next largest employment sector for Indianola and all other sectors each consume less than nine percent of the total employment. Indianola’s top three employment sectors are typical for small rural communities in the Midwest. They also closely resemble the State of Nebraska’s top three of “educational services, health care, and social assistance” (1), “retail trade” (2), and “manufacturing” (3).

Table 1.17 - Employed Population by Industry
Indianola, 2015

Industry	% of Employed Population
<i>Agriculture, Forestry, Fishing And Hunting, & Mining</i>	13.2% (±7.3%)
<i>Construction</i>	7.8% (±6.3%)
<i>Manufacturing</i>	8.5% (±4.8%)
<i>Wholesale Trade</i>	7.8% (±7.2%)
<i>Retail Trade</i>	12.9% (±6.8%)
<i>Transportation And Warehousing, & Utilities</i>	3.4% (±2.5%)
<i>Information</i>	1.6% (±1.7%)
<i>Finance And Insurance, Real Estate, Rental, & Leasing</i>	6.6% (±4.3%)
<i>Professional, Scientific, Management, & Administrative and Waste Management Services</i>	0.0% (±6.1%)
<i>Educational Services, Health Care, & Social Assistance</i>	23.2% (±11.7%)
<i>Arts, Entertainment, Recreation, & Accommodation and Food Services</i>	5.3% (±5.0%)
<i>Other Services, Except Public Administration</i>	6.0% (±4.5%)
<i>Public Administration</i>	3.8% (±4.5%)

Source: ACS Estimates, 2011-2015

Communities need all types of businesses, whether they are large or small, to be successful. Although not all businesses can staff a large number of employees, every business is still important to the betterment of the community. The City should also find ways to promote a good environment for entrepreneurship. Getting the “big fish,” although beneficial, is not where all of the focus should be placed for economic development. Fostering an environment for small businesses, which add to the character of the community, will truly make Indianola unique.

West Central Nebraska Development District (WCNDD) is a regional resource for entrepreneurship and business growth and development, among other things. WCNDD serves 18 Counties, from Grant County down to Furnas County. WCNDD offers many programs and services to benefit business owners and communities within their service area. The following is list of the current regional, state, or federal programs available for business development:

**REAP Business Loans
(Rural Enterprise Assistance Micro-Enterprise
Program)**

This program was created by the Center for Rural Affairs as a rural micro-enterprise lending organization. REAP provides counseling, technical assistance, and training for small business owners as well as offers low interest loans to small businesses with five employees or less.

Rural Economic Development Loans and Grants

The City has access to Rural Economic Development Loans and Grant (REDLG) through the United States Department of Agriculture (USDA). The City of Indianola can request up to \$300,000 in grant funds, with a 20 percent match from the community or up to \$1.0 million in loan funds. The City could then grant/loan funds out to eligible businesses in the community. As payments are made back to the loan program, the money will be placed into a revolving loan fund that the City can then re-lend for another project. Money is available to non-profit and public bodies that embark on projects to create and enhance jobs including, but not limited to, business incubators, business expansion, start-up venture costs, facilities and equipment for medical care, etc.

Nebraska Advantage

The Nebraska Advantage was designed to create a business climate which makes Nebraska the preferred location for starting and growing businesses. In this progressive, pro-business tax climate, corporate income and sales taxes are reduced or virtually eliminated. More details can be found on Nebraska Advantage's website.



LB840

(Local Option Municipal Economic Development Act)

LB840, the Local Option Municipal Economic Development Act could be implemented through a community vote, approving an increase in local sales tax to use for economic development. It would provide the City with a financing tool to fund existing business needs, the development of new business start-ups and economic development site improvements.

Tax Increment Financing (TIF)

TIF is primarily designed to finance the public costs associated with private development projects. Property tax increases resulting from a new development are targeted to repay the public investment required by the project. TIF is only available within a Redevelopment Area. A Redevelopment Area is determined after a Blight & Substandard Assessment has been completed and the Redevelopment Area has been designated by the City Council.

This is another potential funding program for Indianola.

It is important to maintain relationships with regional, state, and federal service providers so resources can be utilized and made available for existing and potential businesses in Indianola. Relationships and education will continually benefit economic development in Indianola. Focusing efforts on education and involvement for community and economic development from the community will help to pave the way for the future of the City.

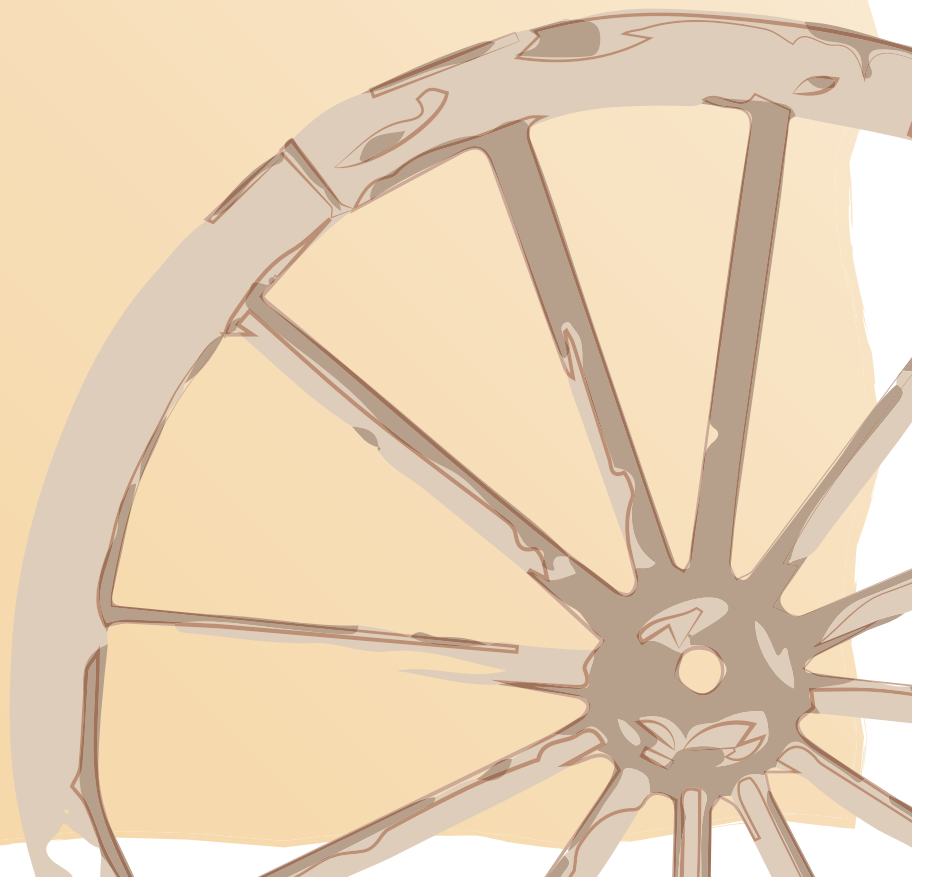
Economic growth is a challenging task, but it is extremely important for maintaining the vitality of Indianola. It will be crucial for community leaders to stay up-to-date with the ever-changing economic world. The State of Nebraska offers many resources including Community Development Grants and educational sessions on community, housing, and economic development which the City of Indianola may be able to utilize. Business retention and expansion coupled with succession planning for many of the existing businesses within Indianola will be crucial to the local economic climate. This is something that must be discussed for the successful sustainability of Indianola's economic base. A succession plan will help owners plan for the longevity of their businesses and will maintain the quality of life residents have become accustomed to in Indianola. Business retention and expansion allows the existing business owners to know the City is there for guidance and assistance, when needed. It also is a way for the City to be made aware of issues or needs of the existing businesses so they can find solutions to assist the businesses.



Chapter 2: **Facilities & Infrastructure**

The Facilities & Infrastructure section acts as an inventory of current amenities available to the public in Indianola. This information should always be kept up-to-date in order to provide accurate, comprehensive information. The Facilities & Infrastructure section may be useful for residents and visitors to understand the amenities available within the community. This Facilities & Infrastructure section will cover the following components:

- Recreational Facilities
- Education System
- Transportation
- Community Services
- Public Utilities



RECREATIONAL FACILITIES

Indianola is home to several different recreational opportunities from ball fields and playground equipment to a swimming pool and local wildlife areas. This section includes a listing and brief description of recreational amenities found within Indianola and the surrounding region. The available recreational amenities help improve the quality of life for residents and visitors. Recreational facilities are an important asset to a community; the amenities provide things for residents of all ages to enjoy and serve as an attraction for visitors.

The Republican River

The Republican River runs along the south side of Indianola. This low-flowing river provides Indianola with relaxing and scenic views and is a great destination for families. Possible activities for this area include tubing, tanking, fishing, kayaking, and canoeing.

Indianola City Park

Indianola City Park is located along Highway 6/34 in the western portion of the community. Playground equipment, a large picnic shelter, picnic tables, and benches along with open greenspace and mature shade trees are all located within the park. Also within this park is a historic marker for the Pawnee Woman Indian Grave.



Indianola Baseball Field

The Indianola Baseball Field is located on the west side of town along Highway 6/34.



Indianola Pool

The Indianola Swimming Pool is located at the north end of the Downtown District on the intersection of 4th Street and 'F' Street. The pool and bathhouse were originally built in 1971. Improvements have been made since the original construction including a new stainless steel gutter system in 1997 and other improvements. The main pool includes four, 25-meter swim lanes, two diving boards, and an alcove with seating; there is also a wading pool adjacent to the bathhouse.

Old Settlers Days

Old Settlers Days is an annual picnic that began in 1902, to honor the spirit of the early pioneers that settled the area. The tradition continues to this day with the Old Settler Days celebration during the second weekend in August. Today, it is a three-day family celebration that includes a parade, dance, food sales, road race, paintball tournament, kiddie carnival, frog jumping contest, car show, and much more.

Youth/Adult Recreational Programs

Indianola has several youth and adult recreational programs available for residents including pool leagues, pitch tournaments, flag football, and co-ed slow pitch softball.



Hunting, Boating, Fishing

According to the Nebraska Game and Parks website, there are several State Recreation Areas (SRA) and Wildlife Management Areas (WMA) near Indianola. The following is a list of the closest SRAs and WMAs, along with general information regarding hunting, boating, and fishing.

Red Willow Diversion Dam WMA (56.10 acres)

Available Game: Dove, Deer, Pheasant, Quail, Rabbit, Waterfowl

Hunting Regulations: No target shooting.

Fishing: No

Boat Ramps: No

Red Willow Reservoir SRA (1,358.0 acres) and WMA (4,591.0 acres)

Available Game: Dove, Deer, Pheasant, Quail, Rabbit, Turkey, Waterfowl

Hunting Regulations: Follow general hunting and trapping statewide laws and posted signs on property.

Fishing: Yes; Hugh Butler Lake (1,626.0 acres)

Available Fish: Channel Catfish, Common Carp, Crappie, Flathead Catfish, Largemouth Bass, Northern Pike, Smallmouth Bass, Striped Bass Hybrid (wiper), Walleye, White Bass

Fishing Regulations: Northern pike - 30-inch minimum length limit

Boat Ramps: Yes; concrete

Waterbody Info.: Subject to low water levels. Modern camping; all boats allowed.

Medicine Creek WMA (7,487.0 acres) and SRA (1,007.0 acres)

Available Game: Dove, Deer, Pheasant, Quail, Rabbit, Squirrel, Turkey, Waterfowl

Hunting Regulations: Follow general hunting and trapping statewide laws and posted signs on property.

Fishing: Yes; Harry Strunk Lake

Available Fish: Blue Catfish, Channel Catfish, Common Carp, Crappie, Flathead Catfish, Freshwater Drum, Largemouth Bass, Striped Bass Hybrid (wiper), Walleye, White Bass

Fishing Regulations: Follow general statewide fishing regulations.

Boat Ramps: Yes; concrete

Waterbody Info.: Primitive and modern camping, cabins; all boats allowed. Subject to severe summer drawdowns.

McCook, NE

Indianola is only fifteen minutes east of McCook, Nebraska, which offers a large assortment of recreational amenities including hunting, fishing, golfing, bird watching, entertainment, and festivals. Please visit the City's website at visitmccook.com for more information on the recreational amenities offered in McCook, Nebraska.

EDUCATION SYSTEM

A great school system is becoming more than an amenity for communities in the Midwest. Indianola has a strong educational system as well as a strong tradition for their extracurricular activities. Community members are supporters of the school and City leaders continually promote a strong relationship between the community and the school. Great school districts are one of the leading factors when looking at population growth; families want to live in a community where their children can attend school and receive a quality education. The following section explores Southwest Public Schools and its existing presence in the community.

Many rural Nebraska communities and counties put a value on maintaining and protecting their local schools, because they are vital in preserving community pride as well as supporting local residents and businesses. Nebraska State Statutes group schools into six different classifications.

These Classifications are defined by the following law: 2009 Nebraska Code, Chapter 79 SCHOOLS- §79-102.

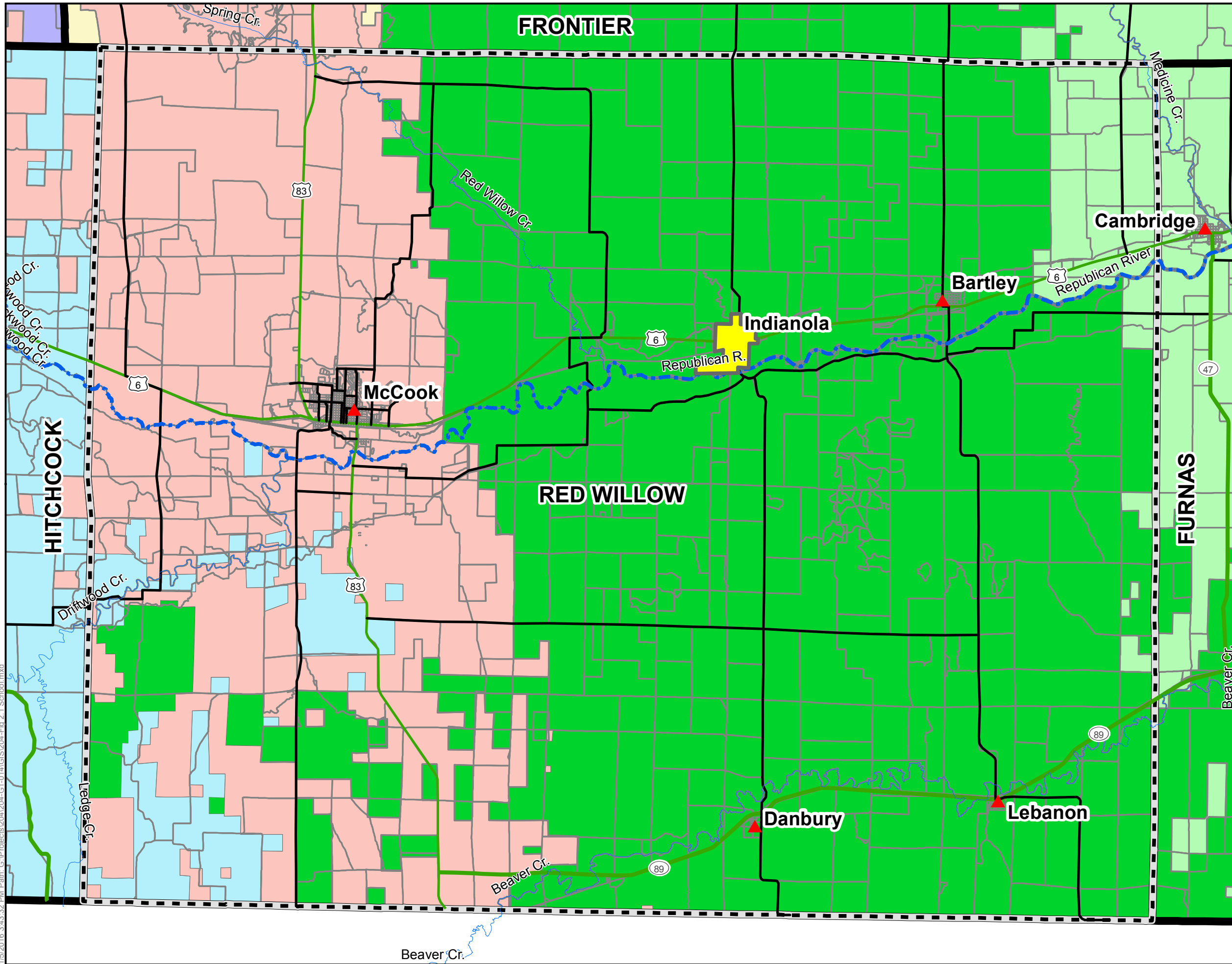
- (1) Class I includes any school district that maintains only elementary grades under the direction of a single school board;
- (2) Class II includes any school district embracing territory having a population of one thousand inhabitants or less that maintains both elementary and high school grades under the direction of a single school board;
- (3) Class III includes any school district embracing territory having a population of more than one thousand and less than one hundred fifty thousand inhabitants that maintains both elementary and high school grades under the direction of a single school board;
- (4) Class IV includes any school district embracing territory having a population of one hundred thousand or more inhabitants with a city of the primary class within the territory of the district that maintains both elementary and high school grades under the direction of a single school board;
- (5) Class V includes any school district whose employees participate in a retirement system established pursuant to the Class V School Employees Retirement Act and which embraces territory having a city of the metropolitan class within the territory of the district that maintains both elementary grades and high school grades under the direction of a single school board and any school district with territory in a city of the metropolitan class created pursuant to the Learning Community Reorganization Act and designated as a Class V school district in the reorganization plan; and
- (6) Class VI includes any school district in this state that maintains only a high school, or a high school and grades seven and eight or six through eight as provided in section 79-411, under the direction of a single school board.

Southwest Public Schools 73-0179-000 is classified as a Class III School because it maintains both elementary and high school grades and the school district territory has a population of more than 1,000 and less than 150,000. **Figure 2.1** shows Southwest Public Schools' boundaries. The District boundary encompasses the southeastern portion of Frontier County and the western portion of Furnas County. Southwest Public Schools is a part of the Educational Service Unit 15 (ESU 15). The ESU 15 main office is located at 344 Main Street in Trenton and covers the counties of: Chase, Hayes, Dundy, Hitchcock, Red Willow, and half of Frontier. ESU 15 states their purpose "is to provide innovative quality services that facilitate educational growth and that develop successful lifelong learners through resources and support for students, families, staff and communities".





0 0.5 1 2
Miles



Legend

Indianola Corporate Limits

School Districts

Southwest Public Schools

McCook Public Schools

Cambridge Public Schools

Hayes Center Public Schools

Hitchcock County School System

Medicine Valley Public Schools

Source:
US Census Bureau,
Geography Division - 2013

Figure 2.1
School District Boundary
Southwest Public School District

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Southwest Public Schools has a long history of consolidation. The following timeline was written by Dave Hendricks and it is published on the District's website at www.swpschools.org.

Danbury and Lebanon School Districts combined their students at the beginning of the 1958-1959.

The Indianola and the Red Willow School Districts met as a combined school district on June 26, 1969 to hold the first school board meeting for the newly formed Republican Valley School District. Beginning with the 1969-1970 school year, students combined to form the Republican Valley Schools.

The Wilsonville School District combined with the Beaver Valley School District on September 1, 1983. An elementary attendance center remained in Wilsonville until the mid-90's.

The Bartley and Beaver Valley School Districts officially became the Twin Valley School District on March 1, 1997. An elementary attendance center remained at the building in Danbury with Junior-Senior High students combining for the 1997-1998, school year in Bartley.

The Marion School District decided to close the doors of their K-8 district and combine with the Twin Valley District on August 1, 1998, following state legislation ruling Class I school districts affiliate with a kindergarten-grade twelve district.

The Twin Valley and Republican Valley School Districts legally merged on August 1, 2003, following a majority vote of the patrons of both districts on March 25, 2003, to issue bonds to build a new building in Bartley and merge both districts. The Twin Valley fourth grade students were transported to the Republican Valley Elementary School in Indianola for the 2003-2004 school year, and the district's preschool was located in Bartley. A cooperative agreement between both districts allowed students participating in cross country, junior high sports, track and golf to combine during the 2003-2004 school year.

On October 13, 2003, the Board of Education approved the newly formed district's name and mascot as the Southwest Public School Roughriders. A motion by the School Board on November 10, 2003, approved the school colors as navy blue, Carolina blue, and white. The school name, mascot, and colors were approved following a vote of the student body. The remaining grades of each district officially began classes as one district for the 2004-2005 school year with grades six through eight located at the Bartley site and grades nine through twelve at the rural Republican Valley High School site. Elementary students will continue to receive their education at the building in the City of Indianola. The final drawing of the official Roughrider mascot was approved at the February 9, 2004, Board of Education meeting. Contractors began work on the new building site at Bartley in March of 2008. Occupation of the new building took place on November 13, 2009.



Currently, two school buildings are a part of the Southwest Public Schools District. Pre-school through 6th grades attend an elementary school in Indianola, 7th - 12th grades attend the Junior/Senior High School in Bartley. During the public input session, residents discussed their thoughts on Indianola’s strong school system and realized their school district adds to their quality of life and helps attract potential residents to the community. They even mentioned that many children from McCook will commute to Indianola because the learning environment is better.

Table 2.1 shows the size of each class from Kindergarten to 12th grade in the District. This data goes back to the 2005-2006 school year. Since the consolidation (2003), class sizes have remained similar, with minor fluctuations. Most recently, Kindergarten class sizes have been smaller than the past several years with only 14 students each. The largest graduating class since 2006, was the 2012 class with 48 students; the smallest graduating class was 2013, with 20 students.

Table 2.1 - School Enrollment														
Southwest Public Schools, 2005-2016														
School Year	K	1	2	3	4	5	6	7	8	9	10	11	12	Total Enrollment
2005-2006	22	17	23	14	26	27	28	33	34	35	41	29	33	362
2006-2007	20	24	19	20	16	60	24	32	30	31	37	40	27	380
2007-2008	22	24	28	19	23	15	28	21	28	30	32	34	38	342
2008-2009	18	21	26	29	19	22	16	29	25	32	29	27	29	322
2009-2010	22	20	22	28	27	21	23	17	30	25	30	27	29	321
2010-2011	20	19	18	21	29	27	20	24	15	29	22	31	27	302
2011-2012	26	23	18	18	23	30	27	22	25	13	28	21	48	322
2012-2013	15	25	25	18	19	20	35	28	21	22	12	25	20	285
2013-2014	19	15	23	25	18	19	17	33	30	23	21	15	25	283
2014-2015	14	17	16	23	25	18	16	22	34	30	21	22	38	296
2015-2016	14	16	19	16	24	26	17	16	21	39	29	24	22	283

Source: Nebraska Department of Education, 2016



Table 2.2 highlights the school districts in and around Red Willow County. This table depicts the 2016-2017 adjusted general fund operation expenditures, number of formula students, and expenditures per student. The table highlights the Southwest Public Schools District and any other school districts within the region. Southwest Public Schools' formula students were 287.87, the total expenditure cost per student was approximately \$14,996.26 for the 2016-2017 school year. Although the cost per student is higher than neighboring school districts, it is still comparable to many schools in the area. McCook Public Schools and North Platte Public Schools, the largest schools within this area, have the lowest adjusted general fund operating expenditures per formula student with \$8,995.36 and \$7,957.20, respectively.

Typically, smaller school districts will have a lower student-to-teacher ratio. This low ratio has some positive benefits including the individual attention (one-on-one) that a smaller classes can offer. The downside of a one-unit per grade school and/or schools with lower average class sizes, is the operating costs per student are higher. Typically, the same amount of infrastructure, utilities, building needs, teachers, benefits, administration, and support staff are required with the larger classes as compared to smaller class numbers.

Table 2.2 - TEEOSA Formula Students
Nebraska Department of Education School Finance and Organizational Services,
Model LB235, 2016-2017

County	County/ District No.	District/System Name	Formula Students	AGFOE*	AGFOE* per Formula Student
Red Willow	73-0179-000	Southwest Public Schools	287.87	\$4,316,910.00	\$14,996.26
Red Willow	73-0017-000	McCook Public Schools	1,360.40	\$12,237,315.00	\$8,995.36
Furnas	33-0018-000	Arapahoe Public Schools	306.73	\$3,217,638.00	\$10,490.20
Furnas	33-0021-000	Cambridge Public Schools	315.75	\$3,939,808.00	\$12,477.50
Furnas	33-0540-000	Southern Valley Schools	426.78	\$5,640,572.00	\$13,216.44
Lincoln	56-0055-000	Sutherland Public Schools	348.83	\$4,381,108.00	\$12,559.49
Lincoln	56-0037-000	Hershey Public Schools	510	\$5,736,575.00	\$11,248.24
Lincoln	56-0001-000	North Platte Public Schools	4157.78	\$33,084,268.00	\$7,957.20
Lincoln	56-0565-000	Wallace Public School District 65 R	203.39	\$2,877,816.00	\$14,149.25
Lincoln	56-0006-000	Brady Public Schools	185.63	\$2,637,765.00	\$14,210.15
Lincoln	56-0007-000	Maxwell Public Schools	247.1	\$3,082,953.00	\$12,476.69
Hitchcock	44-0070-000	Hitchcock Co-School System	277.97	\$3,064,011.00	\$11,022.62
Hayes	43-0079-000	Hayes Center Public Schools	81.28	\$2,353,713.00	\$28,956.77

Source: Nebraska Department of Education, 2016

* Adjusted General Fund Operating Expenditures

Post-Secondary Education

Indianola is located near several post-secondary education providers. This gives young residents the opportunity to continue their education while remaining close to home.

McCook Community College (MCC) is located 12 miles west of Indianola in McCook, Nebraska. MCC offers a variety of two-year degrees and other coursework that are eligible for academic transfer.

North Platte Community College (NPCC) is located an hour and half northwest of Indianola in North Platte. NPCC offers a wide variety of courses and degrees that are eligible for transfer on their two different campus sites.

Nebraska College of Technical Agriculture (NCTC) is located 50 miles north of Indianola in Curtis, Nebraska. NCTC is a two-year technical college offering agricultural-based programs.

The University of Nebraska-Kearney is located in Kearney, Nebraska, one and a half hours northeast of Indianola. This four-year institution offers a number of undergraduate and graduate degree programs.

There are many quality post-secondary education providers across the State of Nebraska and in the surrounding States. The institutions listed above prove the variety of options available to graduates of Southwest Public Schools.



TRANSPORTATION

Transportation systems control interactions, or lack of interactions, between two places. Local roads, streets, and sidewalks should provide safe, reliable access to work, schools, shopping, parks, and back home. Transportation networks to the outside world greatly affect the economic growth of Indianola. These networks provide access to markets and to goods and services not found in the community.

Indianola's transportation system creates many opportunities for growth because of the proximity and connectivity to the larger transportation network. U.S. Highway 6/34 runs east and west through the center of the City. This highway connects many surrounding communities to Indianola. The highway corridor creates important access points for the community, as well as gateways for all travelers going to and from Indianola. These corridors typically are a community's largest commercial sector while also serving as a "first impression" for visitors. The same is true for Indianola; the vast majority of travelers drive to or through Indianola on Highway 6/34. And this same corridor is home to Indianola's largest businesses. The transportation section of a Comprehensive Plan is important because it is necessary to address the condition of both local road and street networks which tie the community together and the types of transportation that link Indianola with the outside world.

Airport

Residents of Indianola have a few options for commercial air travel; however, the closest option with several commercial destinations is Lincoln Airport which is 216 miles northeast of Indianola. Eppley Airfield in Omaha is 275 miles northeast of Indianola and Denver International Airport is 269 miles west. Smaller regional airports in Grand Island and Kearney are also be an accessible option for air service.

Train/Bus

There are a few options for alternative public transportation services; an Amtrak station is located 15 minutes away in McCook and a Greyhound Bus station is an hour away in Lexington. Both Amtrak and Greyhound offer nationwide services.

Railroad

The BNSF railroad runs east to west through town on the south side of Highway 6/34. BNSF operates in 28 states and two Canadian provinces; this company employs over 40,000 people. This railway carries almost everything from automotive parts to solid waste and refuse. The railroad offers great commerce opportunities to Indianola that would not be available without the presence of BNSF.

Roads

As previously mentioned, transportation systems are vital to the sustainability of the community; especially in today's automobile dependent society. There are three different categories of roads in Indianola:

- **Local:** A street used primarily for access to abutting properties, providing for minimum speeds and traffic volumes.
- **Collector:** A street which collects traffic from local streets and channels it to other areas of the city and to arterial streets. Providing through access, or relatively few stop yield signs, for traffic; these streets have higher traffic volume than local streets.
- **Arterial:** A street designed or utilized primarily for high vehicular speeds or for heavy volumes of traffic on a continuous route with intersections at grade. Direct access to abutting properties is provided and traffic control measures are used to grant priority to the movement of through traffic.

Highway 6/34 is the main arterial road carrying traffic into and out of town, this acts as the gateway to Indianola. Fourth Street also serves as an arterial road, while 'H' Street serves as a collector. Development along arterial roads says a lot about the overall appearance and priorities of the community. During our public input sessions, many residents discussed the desire to beautify these highway corridors in order to enhance the general appearance of the entire City. Highway 6/34 will influence the potential economic growth for Indianola.

The Nebraska Department of Transportation (NDOT, formally known as Department of Roads) conducts traffic counts biannually; 2014 traffic counts are the most recent numbers published by the State. **Figure 2.2** shows traffic counts for the Highways 6/34. The top number represents the Average Daily Traffic (ADT) for all vehicles; the bottom number characterizes the number of heavy commercial vehicles. Highway 6/34 provides primary vehicular access for Indianola's residents and visitors.

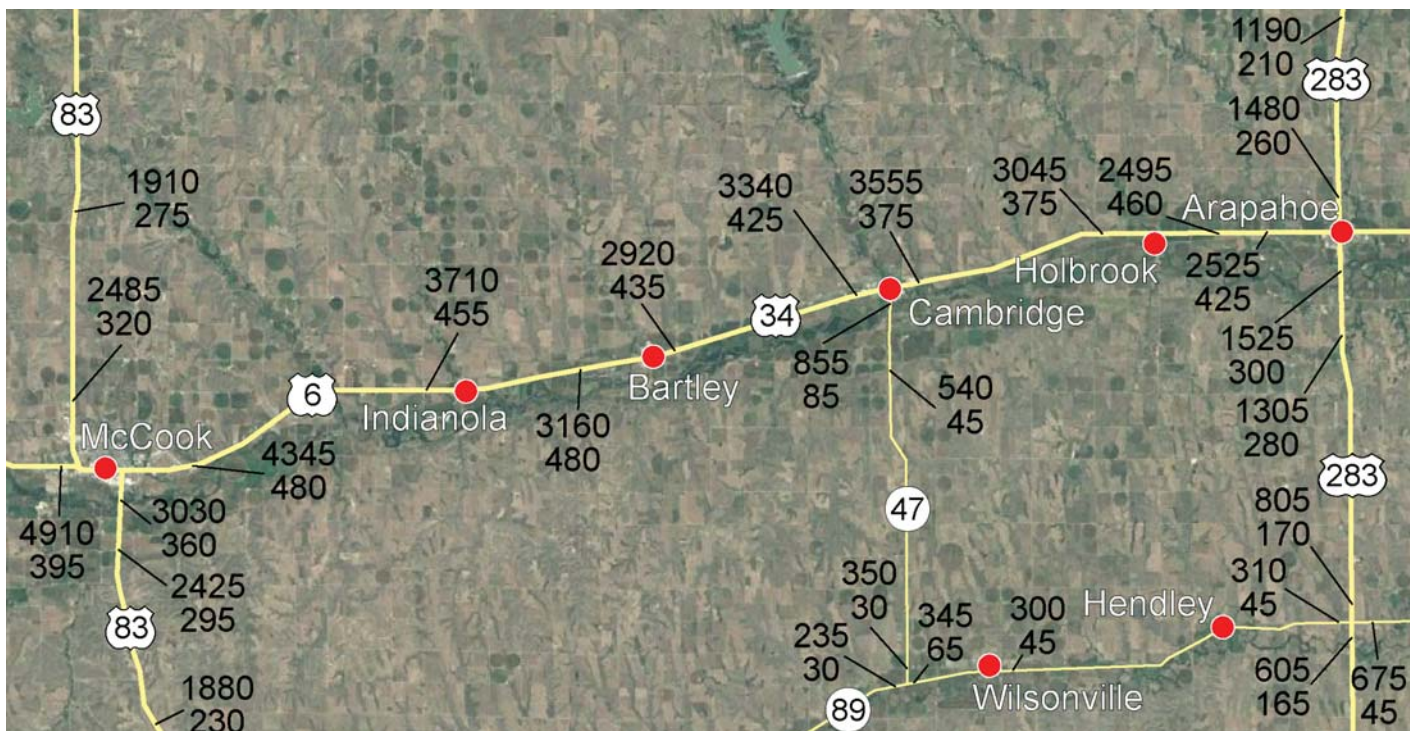


Figure 2.2 - 2014 NDOT Traffic Counts
Indianola, 2014





Traffic counts are important for attracting potential commercial businesses. Typically, a new business will look for land availability, high visibility, good connectivity, and access to the larger transportation network. The Highway 6/34 corridor has a good potential for new business development. ADT counts of 3,710 and 3,160 on either side of Indianola make it prime real estate for commercial and/or industrial development. The Highway provides the community with a link to the outside world, which is an economic asset for the City. It is ideal for commercial development to happen along the Highway corridor because a large number of vehicles utilize the highway each day.

Road quality is also a major aspect affecting quality of life in a community. NDOT reports surface aggregates for all of the roads in Indianola. Updated in 2016, Indianola's road types include concrete, asphalt, bituminous, and gravel surfaces. The Lane-Mile Report for Indianola detailed the following totals:

- 0.46 miles of concrete
- 13.98 miles of asphalt
- 0.18 miles of bituminous surfacing
- 6.12 miles of gravel

Successful street networks are dependent on the availability and condition of the roads throughout the community. Indianola has a safe, efficient transportation system. However, this type of public infrastructure, like all others, requires continual maintenance and updates in order to maintain the high level of effectiveness.

Indianola completed its 1 & 6 Year Road Plan in the fall of 2016 for the 2017 plan. This plan is in place to help guide achievable transportation development for the first year and development goals for the remaining five years. **Figure 2.3** shows the proposed one and six-year projects for the City. The one-year road plan includes ongoing maintenance and the construction of asphalt along 7th Street from Indianola Street, south to the corporate limits boundary, which is approximately 1,320 feet. The estimated cost for this project is \$20,000. The six-year road plan includes grading and armor coating on 'C' Street from 4th Street to 2nd Street and then on 2nd Street to the Highway 6/34 intersection. The estimated cost for this project is \$15,000.



Sidewalks

The final form of transportation in Indianola is pedestrian foot traffic. There is sidewalk circulation throughout the community; however, some locations in town are lacking sidewalk infrastructure. Also, some of the sidewalks are in need of repair and/or replacement due to age and condition. Sidewalks are a way to walk to the neighbor's house, allow kids to ride their bikes, and for families to walk to the park. Based on a sidewalk inventory, approximately 32 percent of the community has existing sidewalk infrastructure; however, several of the existing sidewalks are in need of repair and/or replacement due to condition. Sidewalks promote foot traffic and provide safe, differentiated spaces for all types of travel. Many people believe that busy sidewalks also lead to a safer community because when more people are out and about, it inherently deters crime and lowers the opportunity for criminal activity.

Although sidewalks are an essential amenity in communities, they are also another form of public infrastructure that requires maintenance, ADA compliance, updates, and sometimes complete replacement. Areas of broken or cracked sidewalks coupled with incomplete connections make sidewalks challenging to use. Completing a detailed sidewalk inventory and conditions analysis including ADA-compliance review would assist City leaders with planning for sidewalk improvements. Approximately 68 percent of the platted community is lacking sidewalk infrastructure of any kind. The majority of the inconsistent sidewalk network exists in the north part of the community. Improving existing sidewalks is important as the City moves forward. It is also important for decision-makers to determine if new sidewalks need to be constructed in some of the existing gaps to improve pedestrian transportation, safety, and connectivity.

A matching program could be established by the City to encourage residents to construct new sidewalks and/or repair existing sidewalks, which would improve accessibility throughout the entire community. The most recent ADA design guidelines should be followed when any new sidewalk project is undertaken. Completing a sidewalk inventory map depicting the condition and availability of the sidewalks and whether or not there are existing ADA ramps would be an important visual tool for the City to utilize when determining improvement needs. The map may also help stakeholders visualize specific areas in need and determine practical pedestrian traffic patterns to decide where sidewalks need to be constructed to best serve the community.

COMMUNITY SERVICES

Indianola offers many community services and events to its residents. These services add to the quality of life citizens have come to enjoy while living in Indianola. The following is a list of services and amenities available in Indianola.

Post Office

The US Post Office is located at 202 N 4th Street in Indianola. Retail hours are the following:

Monday - Friday	7:30 a.m. - 12:30 p.m. 1:30 p.m. - 2:30 p.m.
Saturday	8:30 a.m. - 10:00 a.m.

The Post Office Lobby and P.O. Boxes are open to the public at all times. Please visit the USPS website at www.uspspostoffices.com for more information about the services available at the Indianola Post Office.

Library

The Indianola Public Library is located in the Downtown District at 122 N. 4th Street. The Library has a collection size of 6,236 books with 92 registered users. Hours of operation are as follows:

Tuesday	1:00 p.m. - 5:00 p.m.
Wednesday	4:00 p.m. - 8:00 p.m.
Thursday	1:00 p.m. - 5:00 p.m.
Saturday	9:00 a.m. - Noon

The Library also hosts book sales, programs, and events to promote community involvement. The Indianola Public Library serves the community by providing reliable information and materials based on residents' wants and needs. For more information, please visit libraries.ne.gov/indianola/.

Newspaper

Indianola's residents can read the area newspaper, Cambridge Clarion, to stay up-to-date with current events in the community. The newspaper is published every Thursday.

Additionally, the McCook Gazette, is operated out of McCook, Nebraska, fifteen minutes east of Indianola. This newspaper reports in both print and electronic forms. Submission fees and deadlines vary according to submission type.



Public Safety

The Indianola Volunteer Fire and Rescue Department is located at 102 N 4th Street in the City's Downtown District. There are a total of 30 volunteer fire fighters in the department.



The Red Willow County Sheriff's Office is located in McCook at 502 Norris Avenue. The Office's mission is to protect the lives, property, and rights of all people; to maintain order; and to enforce the law. The Sheriff's Office regularly patrols the City of Indianola in place of a local police department.



A community storm shelter is located in Indianola's Downtown District. This building gives residents and visitors extra protection from severe weather threats.

City Office

The Indianola City Office is located at 210 4th Street. The original City Office building was destroyed by a fire in 2004 and a replacement building was constructed in the same location. The City Clerk is in the office Monday through Friday from 8:00 a.m. to 4:30 p.m. The City Council meets on the first and third Mondays every month at 5:30 in City Hall. The Planning Commission also utilizes City Hall's meeting room as needed.



Community Building

The Indianola Community Building is located in the Downtown District, on 4th Street. In 2009, the community building was expanded. This addition project doubled the building in size, giving residents a more usable and flexible space. The community building is a great asset to the City; many meetings, parties, and reunions are held here.



Churches

Indianola currently has three churches, Indianola United Methodist, Indianola Christian Church, and Saint Catherine's Catholic Church. A list of additional churches in the area, worship times, and religious activities is available on the City of Indianola's website.





Photo from <http://indianolane.com>

Cemetery

Indianola has multiple cemeteries located approximately one mile northwest of the City, on J Street. The Catholic Cemetery is located on the south side of the road and the Indianola Cemetery is located on the north side. Three cemeteries exist within the Indianola Cemetery - Indianola Cemetery (east of main entry road), Cedar Grove Cemetery (west of main entry road), and Indian Hills Cemetery (north of the other 2 cemeteries).

Funeral Home

While there are no Funeral Homes located in Indianola, there are several located in McCook and Cambridge.

Healthcare

Indianola Medical Clinic, a branch of Tri Valley Health System, is located at 119 South 4th Street. The Clinic provides family medical care as well as obstetric services for expectant mothers. Hours of operation are the following:



Monday - Friday 9:00 a.m. - 5:00 p.m.



Photo from <http://indianolane.com>

Tri Valley Health System has additional clinic locations in Arapahoe and Cambridge. The regional integrated health care system commits itself to the mission statement - To improve the lives we touch by providing care of the highest quality throughout life's journey.

Emergency and inpatient healthcare assistance is offered in both McCook and Cambridge, a short drive from Indianola.

Specialty Healthcare

While there are no specialty healthcare clinics located in Indianola (i.e. dental, chiropractic, etc.), there are several options for each type of healthcare in neighboring communities.





Assisted Living/Affordable Housing

The Indianola Housing Authority owns and maintains a 23-unit housing complex named Valley View. Approximately three-quarters of the units have two bedrooms with the remainder being one-bedroom units. A majority of the affordable units are currently occupied; all rent for these units is income based. Contact Joan Sides at 308-364-2423.



Museums

The Indianola Historical Society is located at 56 South Main Street. Indianola Historical Society was formed on May 27, 2008. Its focus is to save the history of Indianola and Red Willow County. Meetings are held the second Tuesday of the month and membership fees are \$15.00 annually.

Public Transportation

Tri Valley Public Transportation, also known as T.H.E. Bus (Tri-Valley Heartland Express), is available to residents of Furnas County and a portion of Red Willow County, including Indianola. The 12 passenger bus with wheelchair lift is available for various travel needs, not just to and from Tri Valley Health System locations. This public transportation service is available in the following communities:

Arapahoe	Edison	McCook
Bartley	Hendley	Oxford
Beaver City	Holbrook	Wilsonville
Cambridge	Indianola	

Tri Valley Public Transportation’s hours of operation are listed below:

Monday - Thursday	7:00 a.m. - 5:30 p.m.
Friday	7:00 a.m. - 1:00 p.m.

Reservations can be made by calling 308-697-1155 or 308-697-1164 or 1.800.732.5505.

PUBLIC UTILITIES

The following information provides a summary for Indianola's public utilities. Public infrastructure is the backbone for growth and development; it largely impacts the basic quality of life needs within a community. Quality water, capacity within the sanitary sewer and storm sewer systems, and availability of electrical and natural gas provides residents with essentials for enjoying their day-to-day life in Indianola.

Water

The City of Indianola operates a public water supply system under the Nebraska Department of Health and Human Services (NDHHS) via permit NE-3114506. The system is responsible for supplying water to approximately 290 customers. **Figure 2.4** depicts the City's water supply service; this map was last updated in 2009.

In 2008, the City of Indianola partnered with the communities of Bartley and Cambridge to form the BIC Joint Water Agency (BIC), which provides water to all three communities from a common well field located north of Bartley. This tri-community water system includes three wells, ground storage, a booster station, and transmission mains, providing water to each of the communities' master meter pits; the meter pits monitor the water purchased by each community. This joint effort saved money for all three communities by foregoing individual community projects, which would have required a minimum of two new wells for each community instead of the three wells constructed for the BIC system. The new source of water enters the City of Indianola adjacent to the elevated storage facility located on the north end of Fourth Street.

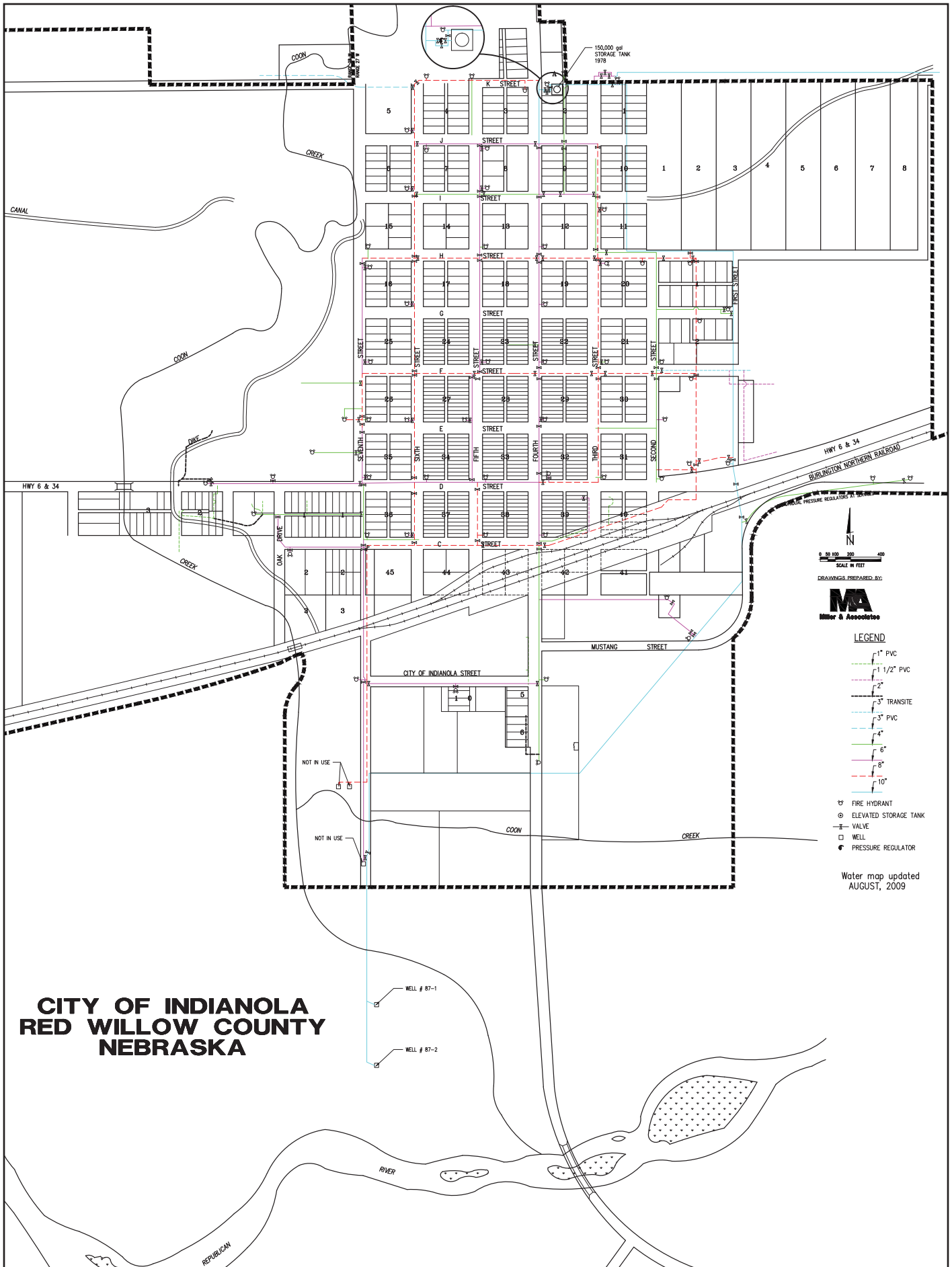
With the BIC project, the City of Indianola abandoned Well #88-1; the well had been designated ground water under the direct influence (GWUDI) of surface water. The City also placed Well #88-2 on emergency status due to arsenic levels exceeding the 10.0 PPB maximum contaminant level.

The Indianola annual average water demand for the BIC system was designed on a usage of approximately 205,500 gpd, with a peak demand of 870,000 gpd. Actual water use for the last five years has averaged approximately 127,600 gpd. This leaves room for community growth within the current water supply system.

Water storage and system pressure is provided by a 150,000-gallon elevated storage tank, constructed in 1978. The tank is a single pedestal weld steel tank. The tower functions with the distribution system providing operating storage to balance rapid fluctuations in system demand. Under normal conditions, the tower provides operating pressures in the City's water supply system, ranging from 55-96 psi. The pressure observed at the base of the water tower is approximately 55 psi, which correlates to a water level height in the tower of about 127 feet above the ground. When the water tower was placed in service, high pressure at lower elevations in the distribution system caused plumbing failures. To reduce the pressure throughout the distribution system, the tank was not operated at the high water level until a pressure reducing valve was installed at the base of the tank in 2000. The elevation at the water tower is approximately 2,465 feet, with services on the south side of the City as low as 2,370 feet; this results in a maximum elevation difference of approximately 95 feet. There is approximately 41 psi of pressure differential within the distribution system.

In recent years, the City has experienced distribution system failures with the water main located on Fourth Street. This water main was not replaced during the previous distribution system improvement projects, but is now being considered for replacement from Indianola Street to H Street.





N
 0 100 200 400
 SCALE IN FEET
 DRAWINGS PREPARED BY:
MA
 Miller & Associates
LEGEND
 1" PVC
 1 1/2" PVC
 2"
 3" TRANSITE
 3" PVC
 4"
 6"
 8"
 10"
 ☉ FIRE HYDRANT
 ⊙ ELEVATED STORAGE TANK
 ⊕ VALVE
 □ WELL
 ● PRESSURE REGULATOR
 Water map updated
 AUGUST, 2009

Figure 2.4 - Water Map
Indianola, 2009

Wastewater System

The City of Indianola's sanitary sewer system serves the community with gravity collection lines and a lift station located just north of the complete retention waste stabilization pond treatment system. The facility was designed based on a population of 642 with an average daily flow of 47,500 gallons per day and a peak daily flow of 60,000 gallons per day. A new lift station, approximately 1,000 feet of 6-inch diameter force main, and 1,800 lineal feet of 15-inch gravity sewer main were constructed in addition to a three-cell waste stabilization pond during the 2010 project. New 15-inch gravity sewer main replaced the existing, deteriorated concrete main. The gravity main was also replaced beginning at Highway 6/34 and continuing south to the new lift station, where force main was constructed to reach the new waste stabilization ponds.

The collection system is mainly composed from Vitrified Clay Pipe (VCP), varying in sizes from 8-inch to 15-inch, with a majority of the system being 8-inch diameter pipe. The original system was installed in the 1930s.

The gravity flow collection system conveys the wastewater to the lift station which then pumps the wastewater to the waste stabilization pond system, located south of the City. The waste stabilization pond system is a three-cell system with two, 3.9-acre primary cells and a 5.7-acre secondary cell. The system was constructed in 2010, replacing an old lift station; the existing discharging lagoon facility was also reconstructed and expanded during the project. **Figure 2.5** shows the City's sanitary sewer collection, lift station, and treatment system.

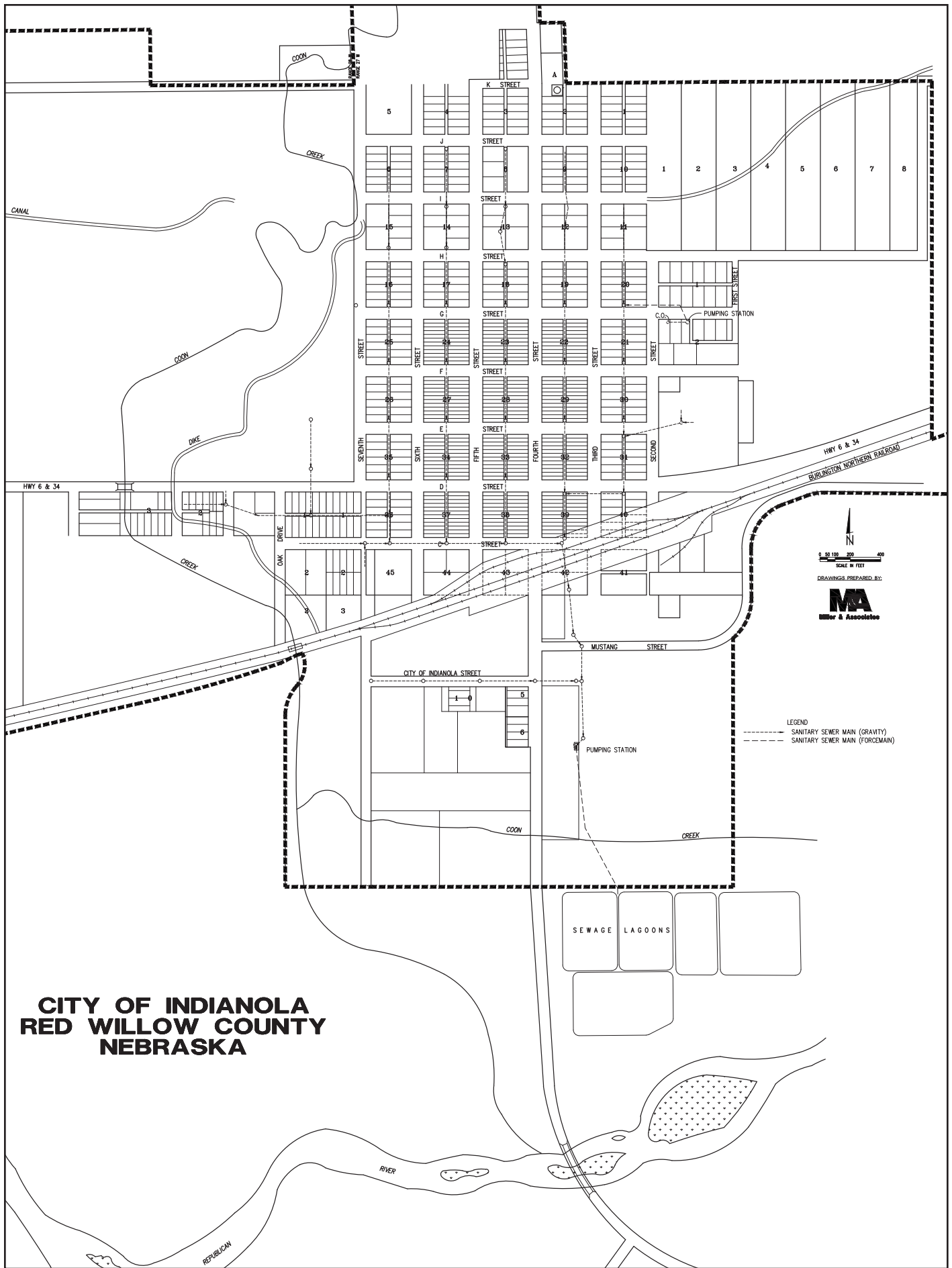
Electricity

The City of Indianola operates the electrical system for the community. Indianola purchases wholesale power from McCook Public Power District (MPPD). The City maintains the electrical infrastructure and does the billing to all electrical consumers within the community.

Natural Gas

The natural gas system in Indianola is operated by Black Hills Energy, which also supplies natural gas to its customers within the community. Black Hills Energy provides rebates (for natural gas appliance purchases), energy efficiency programs, and community giving programs. Detailed information about energy saving tips and funding assistance can be found on their website www.blackhillsenergy.com.





**CITY OF INDIANOLA
RED WILLOW COUNTY
NEBRASKA**

**Figure 2.5 - Sanitary Sewer Map
Indianola, 2009**

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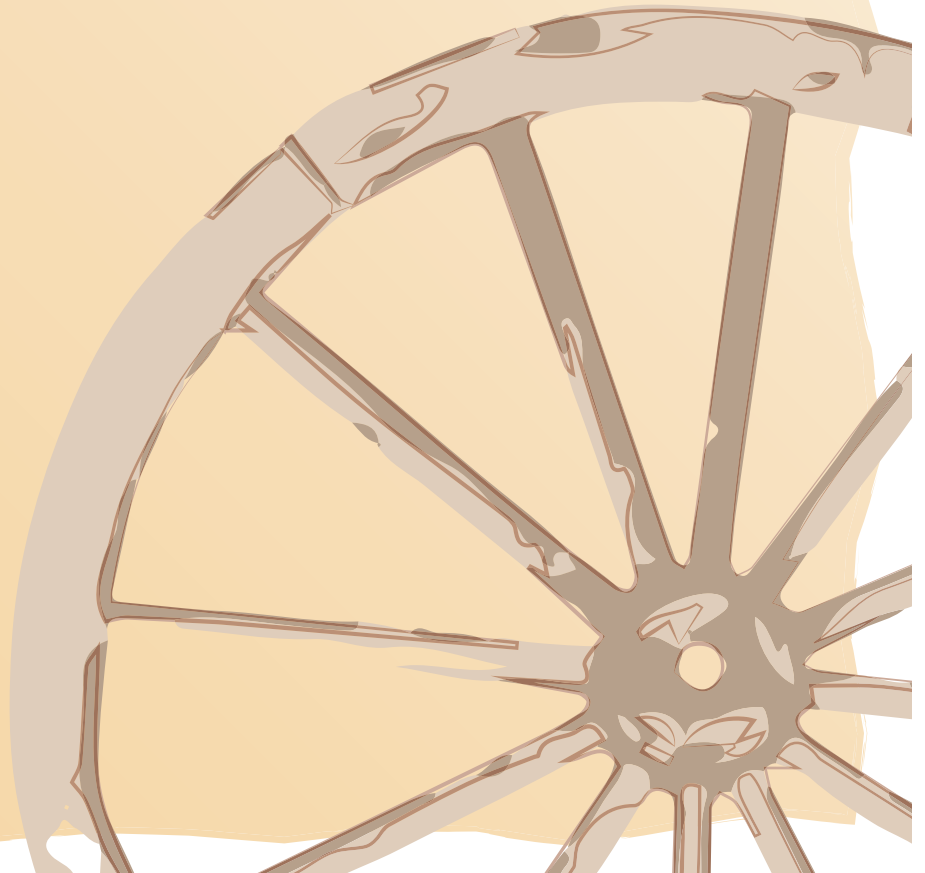


Chapter 3:

Energy & Natural Resources

Developing a truly “comprehensive” plan for Indianola requires research and analysis of the community’s natural resources and energy options. Looking at land, soil, and water specifications will assist decision makers when planning for future development and infrastructure. For any type of built environment to be developed, there must be an understanding of the natural resources existing and available in the area, how the development will impact the natural environment, and the development constraints existing on the site because of the natural environment. This Energy & Natural Resources section has the following components:

- Land
- Soils
- Water



ENERGY

The State of Nebraska requires Cities and Counties to include an energy component within their Comprehensive Plans. Based on State Statute requirements, this energy component should evaluate renewable energy sources and help each community identify potential for improvement. The following is a basic model for renewable energy data assessment and utilization of renewable energy sources.

1. Energy Infrastructure and Energy Use by Sector (residential, commercial, and industrial):

The Nebraska Energy Office compiles statistics on energy consumption in the State by sector. The latest statistics are from 2013.

Residential: In 2013, 48.6% of the residential sector's energy usage was from natural gas, 39% was electricity, 8.2% was from propane, and 4.0% was renewable energy (wood 3.4%, geothermal 0.6%, and solar 0.1%).

Source: Nebraska Energy Office, "Net Energy Consumption by Fuel Type, Residential Sector, Nebraska, 2013," <http://www.neo.ne.gov/statsthtml/09.html>

Commercial: In 2013, 43.79% of the commercial sector's energy usage was from natural gas and 46.0% was from electricity. In 2013, 2.70% of the State's total energy consumption for the commercial sector came from diesel fuel, 1.12% was from geothermal, and 1.28% from propane.

Source: Nebraska Energy Office, "Net Energy Consumption by Fuel Type, Commercial Sector, Nebraska, 2013," <http://www.neo.ne.gov/statsthtml/12.html>

Industrial: In 2013, 31.82% of the industrial sector energy usage was from natural gas, 13.34% from electricity, 9.71% from diesel fuel, 7.05% from coal, and 33.77% from biofuels.

Source: Nebraska Energy Office, "Net Energy Consumption by Fuel Type, Industrial Sector, Nebraska, 2013," <http://www.neo.ne.gov/statsthtml/15.html>

Energy infrastructure and energy use statistics by sector are not available for the City of Indianola.

2. Utilization of Renewable Energy Sources:

The Nebraska Energy Office reports that in 2012, 15.8% of Nebraska's energy consumption was met by renewable resources. The renewable energy sources in 2012, for Nebraska were wind (1.4%), geothermal (0.139%), hydro power (1.37%), biomass (0.818%), and biofuels (12.04%). The sources of energy for Nebraska in 2012 were petroleum (27%), coal (31%), natural gas (19%), nuclear power (7%) and renewable energy (16%). [Source: Nebraska Energy Office, "Nebraska's Energy Consumption, 2012," <http://www.neo.ne.gov/statsthtml/92.htm>]

The nation as a whole used a higher percentage of renewable energy than Nebraska. Data from 2012, shows that Nebraska is 7th in the nation for energy consumption per capita. The United States renewable energy consumption grew by six percent between 2009 and 2010, and the relative share of renewable energy to total energy consumption has grown to eight percent in 2010 from seven percent in 2008. In 2010, the sources of energy for the nation were petroleum (37%), natural gas (25%), coal (21%), nuclear electric power (9%), and renewable energy (8%). The sources of renewable energy were solar (2%), geothermal (3%), wind (11%), hydroelectric (31%), and biomass (53%). [Source: U.S. Energy Information Administration, "Trends in Renewable Energy Consumption and Electricity," <http://www.eia.gov/renewable/annual/trends/>]

Figure 3.1 shows the rating of the State of Nebraska for 80M wind power. A majority of Indianola has a "fair" to "good" rating.



Nebraska - Annual Average Wind Speed at 80 m

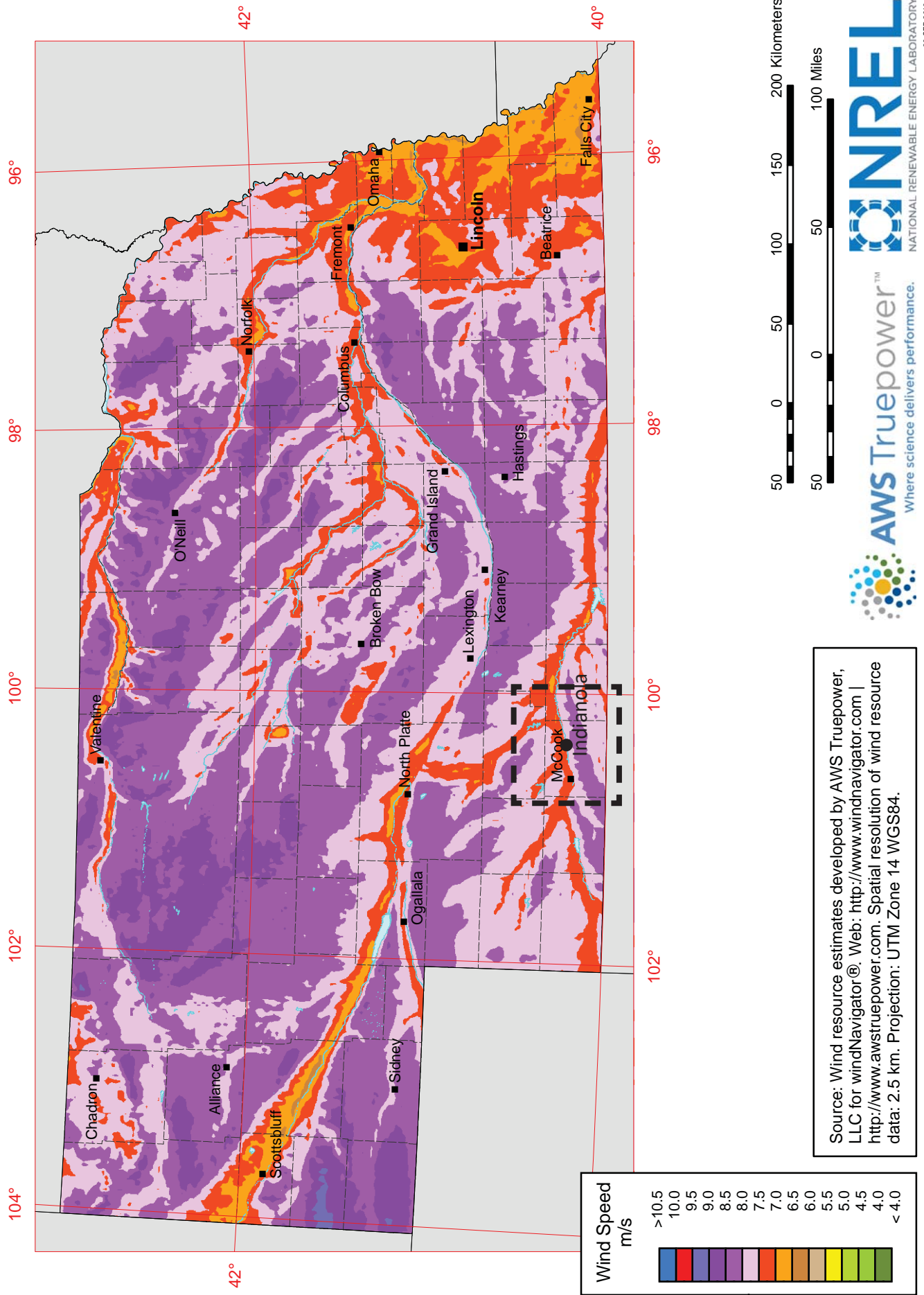


Figure 3.1 - Nebraska 80M Wind Power Map
Indianola, 2010

Source: U.S. Department of Energy

3. Energy Conservation Measures that Benefit the Community

- a. Energy Codes: Under §81-1608 to §81-1616, the State of Nebraska has adopted the International Energy Conservation Code as the Nebraska Energy Code. Any City may adopt and enforce the Nebraska Energy Code or an equivalent energy code. If a City does not adopt an energy code, the Nebraska Energy Office will enforce the Nebraska Energy Code in the jurisdiction.

The purpose of the code, under §81-1608, is to ensure that newly built houses or buildings meet uniform energy efficiency standards. The statute finds:

there is a need to adopt the...International Energy Conservation Code in order (1) to ensure that a minimum energy efficiency standard is maintained throughout the state, (2) to harmonize and clarify energy building code statutory references, (3) to ensure compliance with the National Energy Policy Act of 1992, (4) to increase energy savings for all Nebraska consumers, especially low-income Nebraskans, (5) to reduce the cost of the state programs that provide assistance to low-income Nebraskans, (6) to reduce the amount of money expended to import energy, (7) to reduce the growth of energy consumption, (8) to lessen the need for new power plants, and (9) to provide training for local code officials and residential and commercial builders who implement the...International Energy Conservation Code.

The Code applies to all new buildings, or renovations of or additions to any existing buildings. Only those renovations that will cost more than 50 percent of the replacement cost of the building must comply with the code.

The City of Indianola has not adopted an energy code. If a City or County does not adopt an energy code, the Nebraska Energy Office will enforce the Nebraska Energy Code in the jurisdiction. However, Red Willow County has adopted an energy code and this information can be found at http://www.neo.ne.gov/home_const/iecc/counties/redwillow.htm.

- b. Energy Saving Tips: The Nebraska Energy Office has listed ways to save money on energy bills for the home, farm, business, or vehicle. Options for energy savings are listed on the Nebraska Energy Office's website at <http://www.neo.ne.gov/tips/tips.htm>. The City and residents and businesses in the City are encouraged to take advantage of the conservation measures.
- c. Other Conservation Measures: Cities may add other conservation measures. One suggestion is to include planting trees by communities. Cities that have been designated Tree City USA cities are providing energy efficiency/conservation options by planting trees.



LAND

The City of Indianola is located in Red Willow County, Nebraska. Red Willow County is in the western part of the Loess Plains, part of the Great Plains physiographic province. This area consists of nearly level to gently sloping tablelands, the fringes of which are dissected by the valleys of the Republican River, Driftwood Creek, Red Willow Creek, and Beaver Creek as well as a few smaller streams.

The City of Indianola is located in the floodplain of the Republican River, the adjoining stream terrace, and the foot slope. The Republican River valley is 1.25 miles wide at Indianola, with the river flowing from west to east. The Republican River, Driftwood Creek, Red Willow Creek, and Beaver Creek are the major water features of the county. The river floodplain, adjoining stream terrace, foot slope, and tablelands are the land features of major influence on Indianola and the surrounding area.

Topographic elevations for Indianola range from 2,365 in the Republican River floodplain to 2,470 feet above Mean Sea Level (MSL) at the northern corporate boundary for the City. The climate of the City of Indianola is typical for Nebraska, which is characterized by cold winters, hot summers, high winds in the spring, and frequent changes in weather conditions. This results in average daily maximum temperatures with a high of 92°F in July to the lowest average daily minimum temperature of 14°F in January. Temperature extremes for Red Willow County range from a record high of 114°F to a record low of -38°F. The rainfall is typical of a continental, sub humid climate. The average annual precipitation is approximately 20 inches, mostly occurring during the months of May, June, and July. The annual snowfall average is approximately 26 inches.

Proper land use practices can protect an area's natural resources while complementing the built environment; therefore, understanding the topography of Indianola and Red Willow County is important to determining the community's best areas for potential development. The natural topography of the community provides both opportunities and constraints for existing and future development. In Indianola, like most communities, the major development constraints and opportunities are associated with the existing soils, the condition of these soils, and the topography.

Source: Soil Survey of Red Willow County, Nebraska, USDA – SCS. 1967.

SOILS

The soils in the City of Indianola are classified into soil groups, or associations, and have a broad range of characteristics. The United States Department of Agriculture, Natural Resources Conservation Service (USDA – NRCS) conducted a Field Soils Survey and determined the boundaries of the soil types found in the region. The Indianola Corporate Limits is comprised of the Hord, Terrace-McCook-Bridgeport association.

The Hord, Terrace-McCook-Bridgeport Association consists of loamy soils on stream terraces, bottom lands, and foot slopes. The following descriptions will be limited to the soils found within corporate limits: Hord and McCook soils.

Hord, terrace soils are on nearly level to very greatly sloping stream terraces. They are deep, silty soils, and they form an alluvium that contains lime. McCook soils are located close to the Republican River, on agricultural land. These soils, on nearly level bottom land, are deep and silty, and moderately dark and limy. Slopes range from 0 to 1 percent within most of the corporate limits. Associated soil mapping units have slopes up to 11 percent on the foot slopes.

Information and knowledge on soils is an important factor when discussing future development options. The built environment is dependent upon the natural environment; proper development practices must be followed in order to protect the natural environment. There are eight detailed soil map units within the corporate limits. These have been broken down into classifications based on slope, percentage of soil type, major and minor types of soil, and degree of drainage. In order to make land use recommendations, decision makers need to understand how different soil types and slopes can affect future land uses, the environment, current residents, and farming practices. The following maps in this section depict slope, soil suitability, and dryland or irrigated capability by soil associations for the planning jurisdiction of this Comprehensive Plan; soils data and classifications were gathered by the NRCS.

Figure 3.2 Slope by Soil Association Map

Figure 3.3 Soil Suitability for Septic Tanks Map

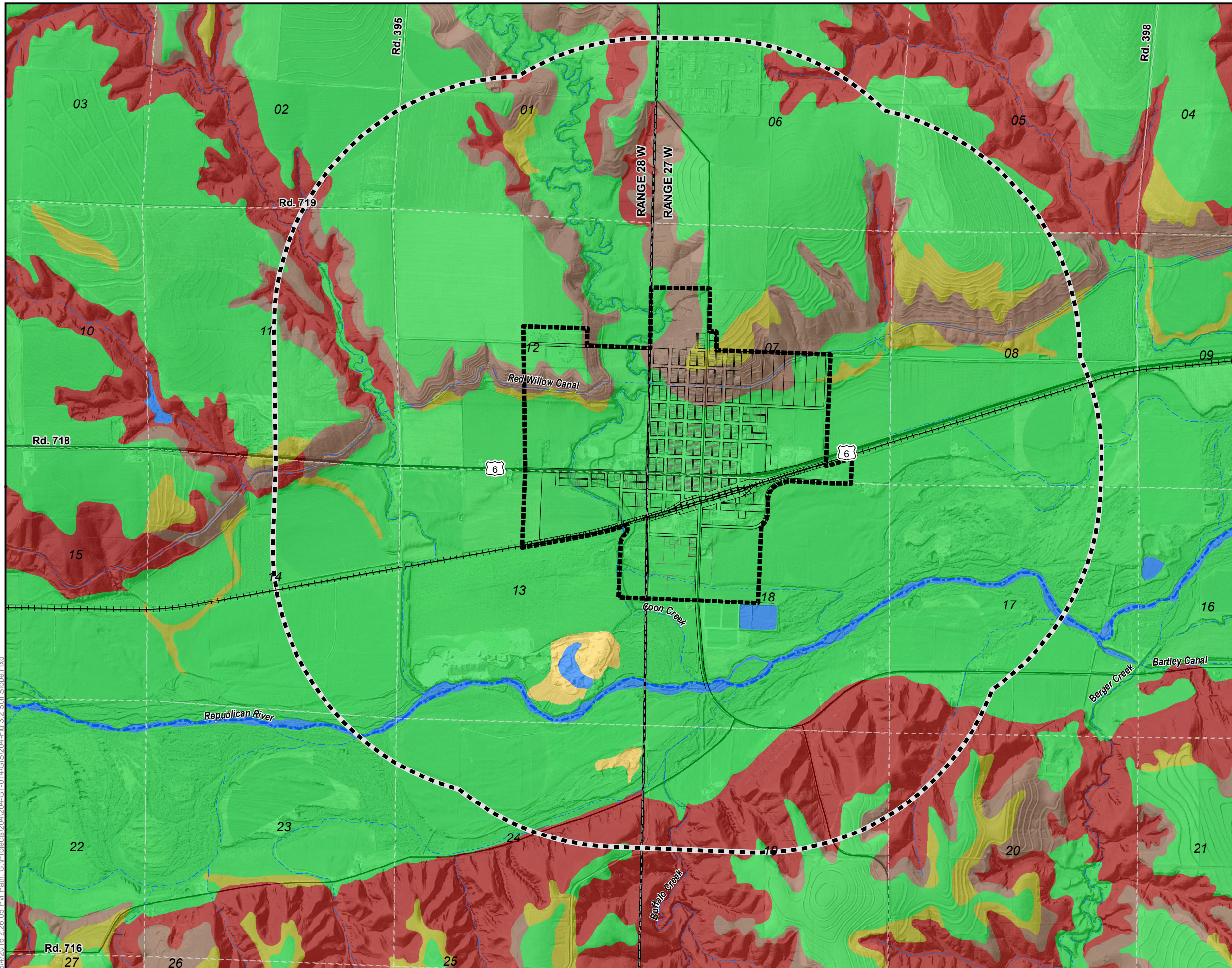
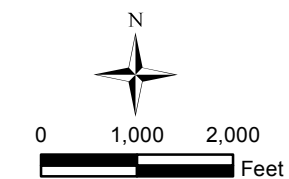
Figure 3.4 Soil Suitability for Sewage Lagoons Map

Figure 3.5 Dryland Capability Classification Map

Figure 3.6 Soil Suitability for Prime Farmland Map

Source: Soil Survey of Red Willow County, Nebraska, USDA – SCS. 1967.





Legend

- Indianola Corporate Limits
- 1-Mile ETJ

Slope Gradient - Weighted Average

- Level to nearly Level (0-2 Percent)
- Gently Sloping (1-6 Percent)
- Moderately Sloping (6-11 Percent)
- Strongly Sloping (9-30 Percent)
- Very Steep (30-60 Percent)
- Water

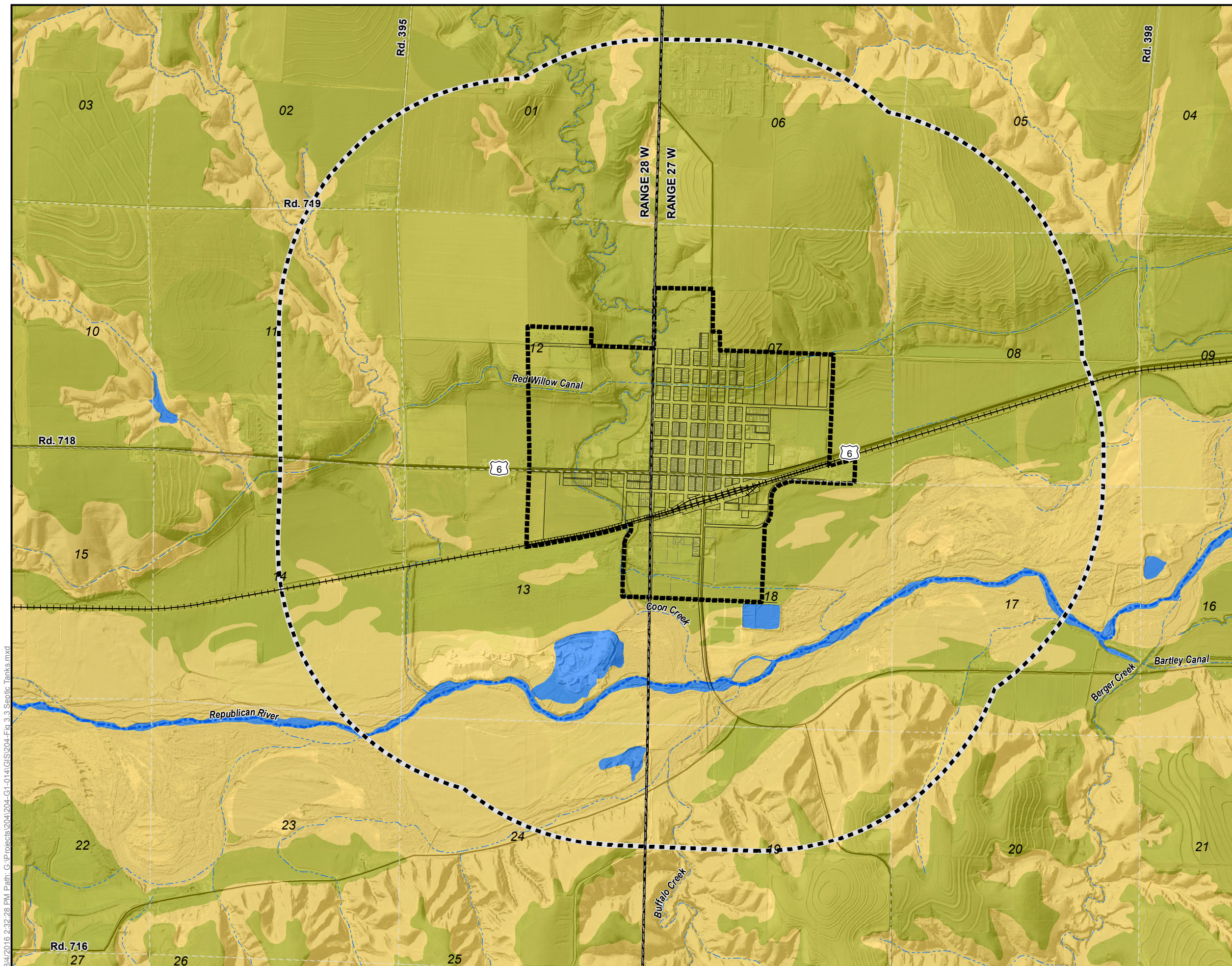
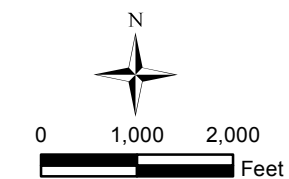
Source:
 Data Provided By: The U.S. Department of
 Agriculture, Natural Resources Conservation
 Service 12-31-2013, M&A

Figure 3.2
Slope By
Soil Association Map

Indianola, Nebraska

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Legend

- Indianola Corporate Limits
- 1-Mile ETJ

Soil Suitability

- Somewhat limited
- Very limited
- Water

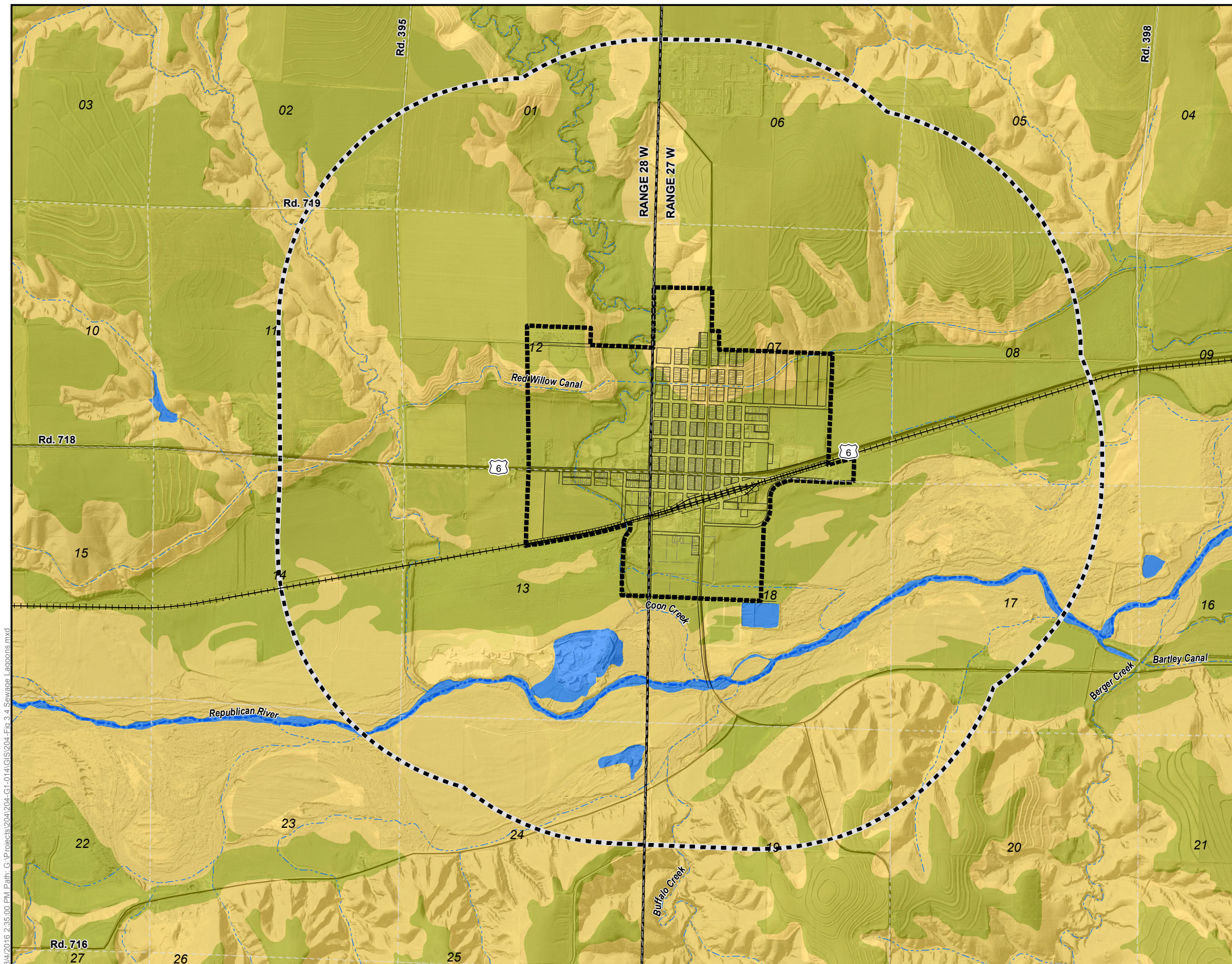
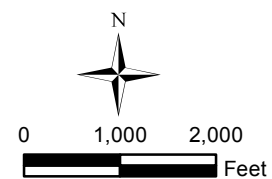
Source:
 Data Provided By: The U.S. Department of
 Agriculture, Natural Resources Conservation
 Service 12-31-2013, M&A

Figure 3.3
Soil Suitability For
Septic Tanks
By Soil Association map

Indianola, Nebraska

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Legend

- Indianola Corporate Limits
- 1-Mile ETJ

Soil Suitability

- Somewhat limited
- Very limited
- Water

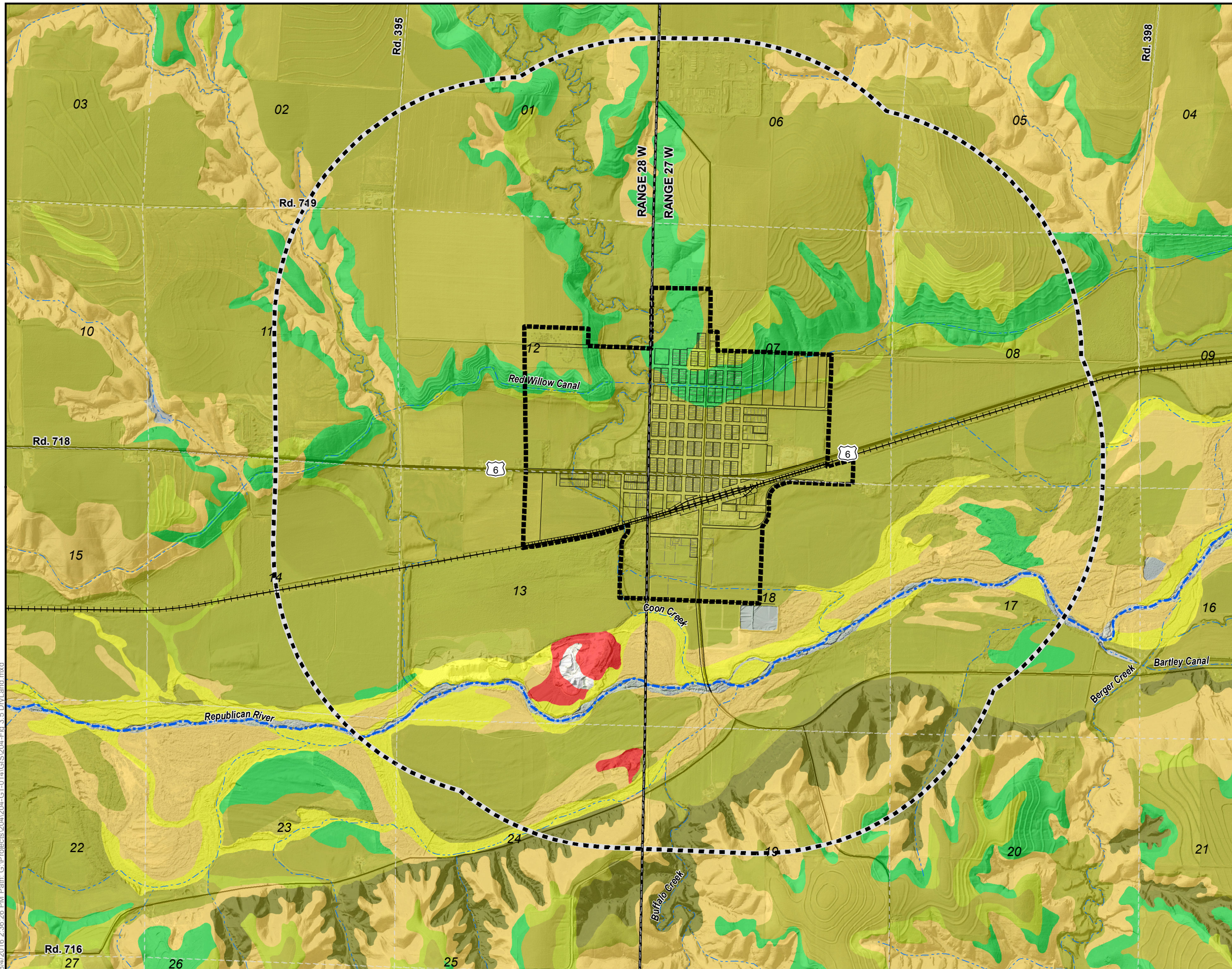
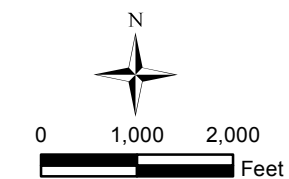
Source:
 Data Provided By: The U.S. Department of
 Agriculture, Natural Resources Conservation
 Service 12-31-2013, M&A

Figure 3.4
Soil Suitability For
Sewage Lagoons
By Soil Association Map

Indianola, Nebraska

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Class Description

- Class 1 Soils have few limitations that restrict their use.
- Class 2 Soils have some limitations that reduce the choice of plants or require moderate conservation practices.
- Class 3 Soils have some limitations that reduce the choice of plants or require moderate conservation practices or both.
- Class 4 Soils have very severe limitations that restrict the choice of plants, require very careful management, or both.
- Class 5 Soils have little or no erosion hazard, but have other limitations impractical to remove that limit their use.
- Class 6 Soils have very severe limitations that make them generally unsuited to cultivation and limit their use largely to pasture, etc.
- Class 7 Soils have very severe limitations that make them unsuited to cultivation and that restrict their use to grazing, etc.
- Class 8 Soils/landforms have limitations that preclude their use for commercial plant production and restrict their use.

Legend

- Indianola Corporate Limits
- 1-Mile ETJ
- Class 1
- Class 2
- Class 3
- Class 4
- Class 5
- Class 6
- Class 7
- Class 8

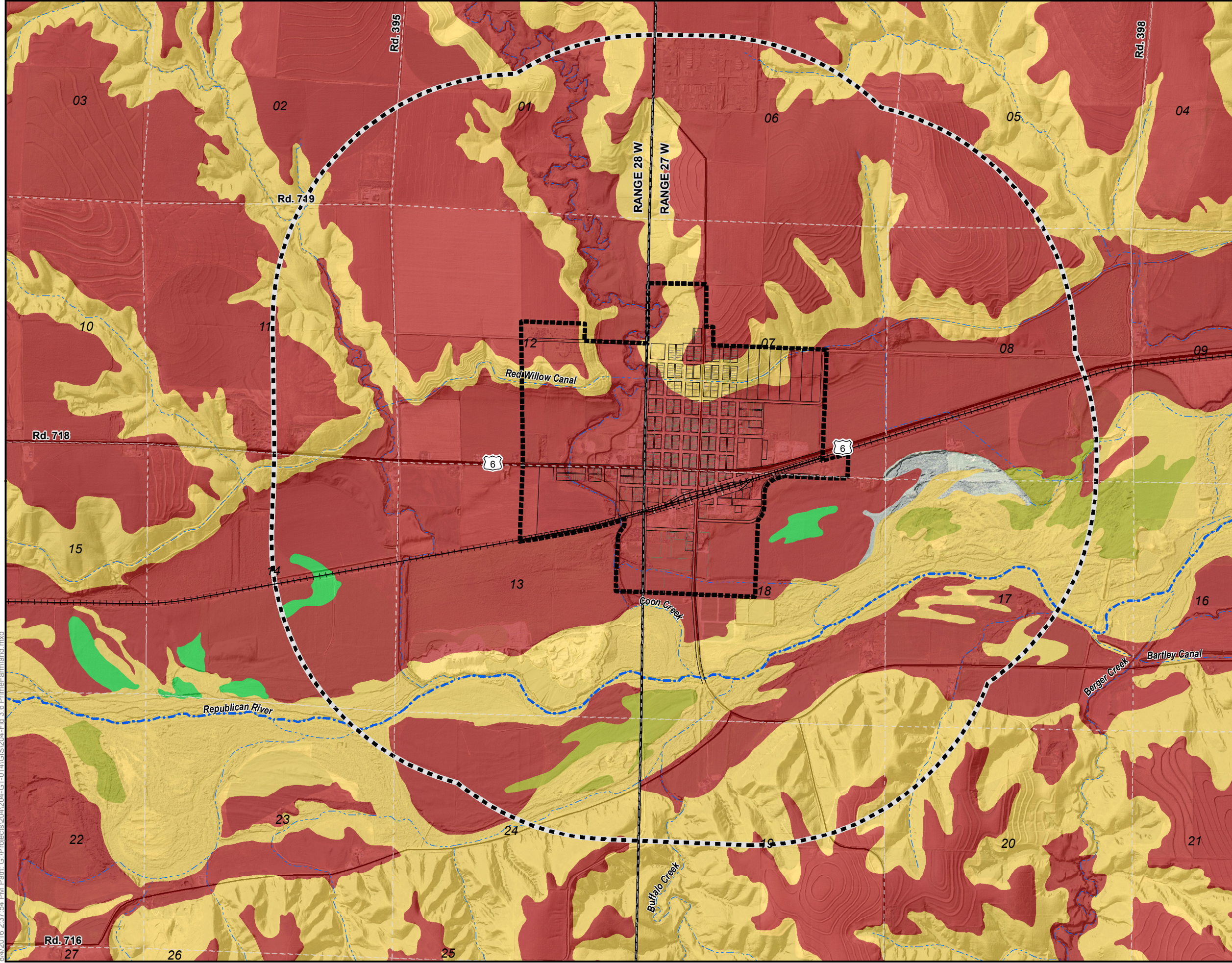
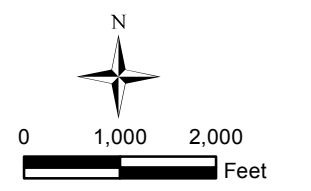
Source:
 Data Provided By: The U.S. Department of Agriculture, Natural Resources Conservation Service 12-31-2013, M&A

Figure 3.5
Dryland Capability
Classification By
Soil Association Map

Indianola, Nebraska

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Legend

- Indianola Corporate Limits
- 1-Mile ETJ

Soil Suitability

- Farmland of statewide importance
- All areas are prime farmland
- Prime farmland if irrigated
- Prime farmland if drained
- Not prime farmland

Source:
 Data Provided By: The U.S. Department of
 Agriculture, Natural Resources Conservation
 Service 12-31-2013, M&A

Figure 3.6
Soil Suitability For
Prime Farmland
By Soil Association Map

Indianola, Nebraska

8/4/2016 2:37:54 PM Path: G:\Projects\2004\204-G1-014\GIS\204_Fig_3.6 PrimeFarmland.mxd

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WATER

The City of Indianola lies above the Ogallala aquifer; it is one of the world's largest aquifers and is located beneath the Great Plains. The aquifer is a great natural resource for the State of Nebraska, and in turn for Red Willow County and Indianola, but conservation and potential contamination need to be constantly analyzed.

Indianola is underlain by Pierre shale. The alluvial sands above the Pierre shale provide an excellent source of water. Depth to groundwater ranges from 15 to 30 feet deep in the valley and 20 to 30 feet deep on the stream terraces. The Red Willow Canal runs underground through Indianola through a siphon. The canal diverts flows from Red Willow Creek and provides water for irrigated crops.

Figure 3.7 shows all of the registered wells within the City's jurisdiction. The Ogallala aquifer is the source of water for many irrigation systems and registered wells around Indianola, which supply water to residents, cropland, pastureland, and livestock. Indianola's municipal water comes from a well field north of Bartley, Nebraska; the well field is shared with two other communities, Bartley and Cambridge.

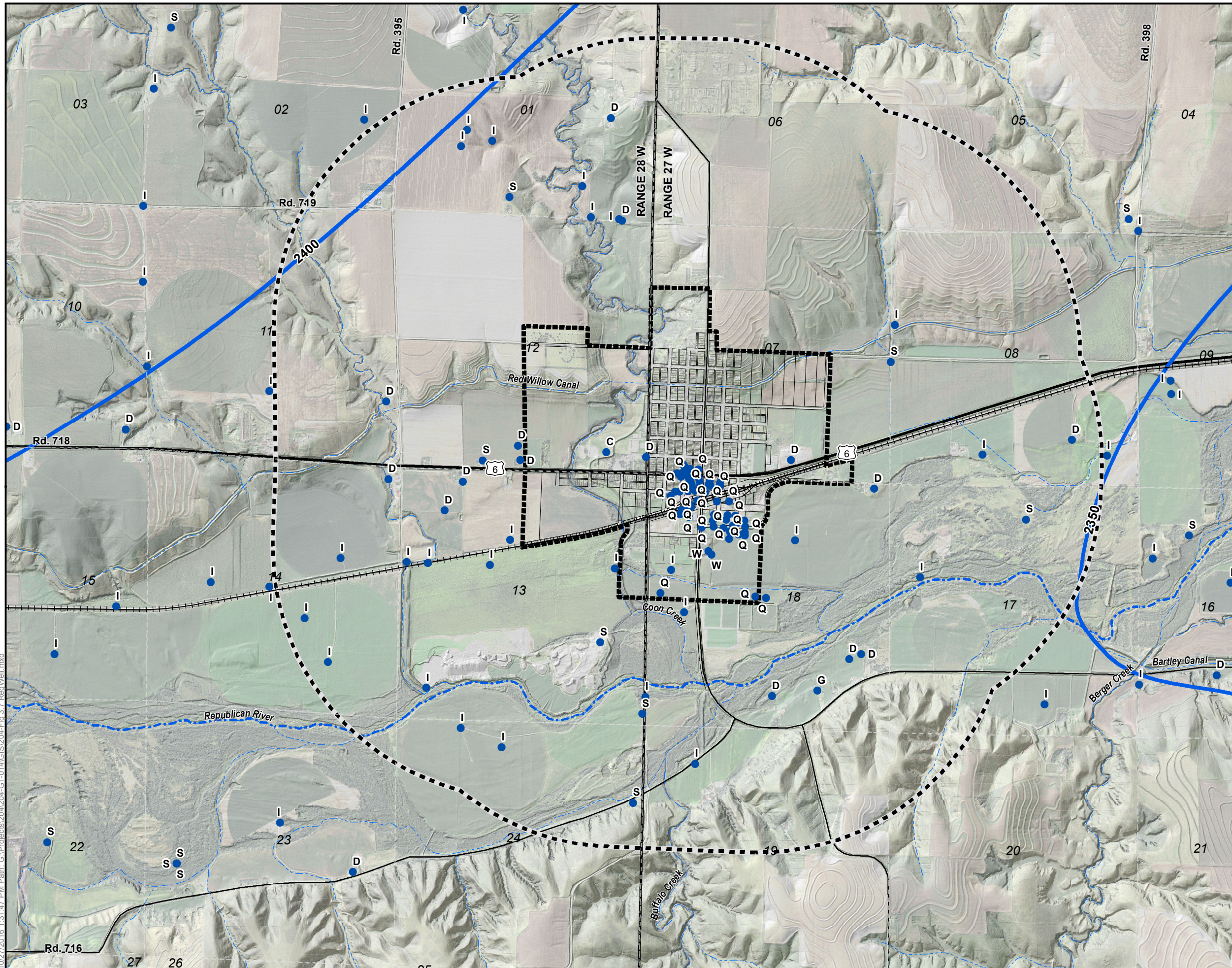
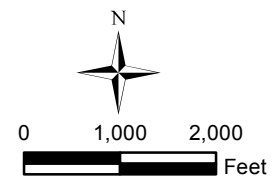
The State of Nebraska receives about 80 percent of its public drinking water and nearly 100 percent of its private water supply from groundwater sources. The agriculture economy, upon which most of Nebraska's communities are dependent, is directly tied to these water sources. Due to the dependence on groundwater supply, the cost of contamination runs high, making it a major concern for the area. The State of Nebraska understands the vital importance of the groundwater supply, and therefore utilizes Natural Resources Districts (NRD). The Middle Republican NRD plays an important part in protecting this natural resource for Indianola and the surrounding areas.

Besides the Ogallala aquifer, there is one major surface waterbody in the Indianola vicinity, the Republican River, which is located south of Indianola.

All sources of water can create challenges for development because of the possibility of a high water table; floodways and floodplains can also present problems with surface water. **Figure 3.8** is the floodplain map for Indianola's Corporate Limits as reported by the Nebraska Department of Natural Resource REST service. This map shows the floodplain for Coon Creek and the Republican River.

The Republican River floodplain is located along the southern edge of Indianola in an undeveloped area. It is mapped as a 1.0 percent annual flood chance, or the 100-year floodplain. Coon Creek flows from north to south in the western part of the City in an undeveloped area. The floodplain is mapped with three designations: (1) 100-year floodplain; (2) the 0.2 percent annual flood chance, or the 500-year floodplain; and (3) floodway. An area with reduced flood risk due to a levee has been mapped in the southwestern part of the City. Floodplains and floodways are designated by the Federal Emergency Management Agency (FEMA). As the community continues to grow, future development within the floodplain should only be allowed through the supervision of local, State, and Federal regulations.





Legend

- Indianola Corporate Limits
- 1-Mile ETJ
- Groundwater Contour
- Reg. Well (Use Type)
 - "C" = Commercial/Industrial
 - "D" = Domestic
 - "G" = Ground Heat Exchanger
 - "I" = Irrigation
 - "O" = Other
 - "Q" = Monitoring (Ground Water Quality)
 - "S" = Livestock
 - "W" = Dewatering

Notes:

1. 1995 groundwater contours were digitized by the Conservation and Survey Division, University of Nebraska-Lincoln, from Maps developed by the U.S. Geological Survey.
2. Registered well information provided by the Nebraska Department of Natural Resources, October, 2015.
3. Registered well locations are positioned from well registration forms. Some errors may exist due to data input and inaccuracies within registration records.

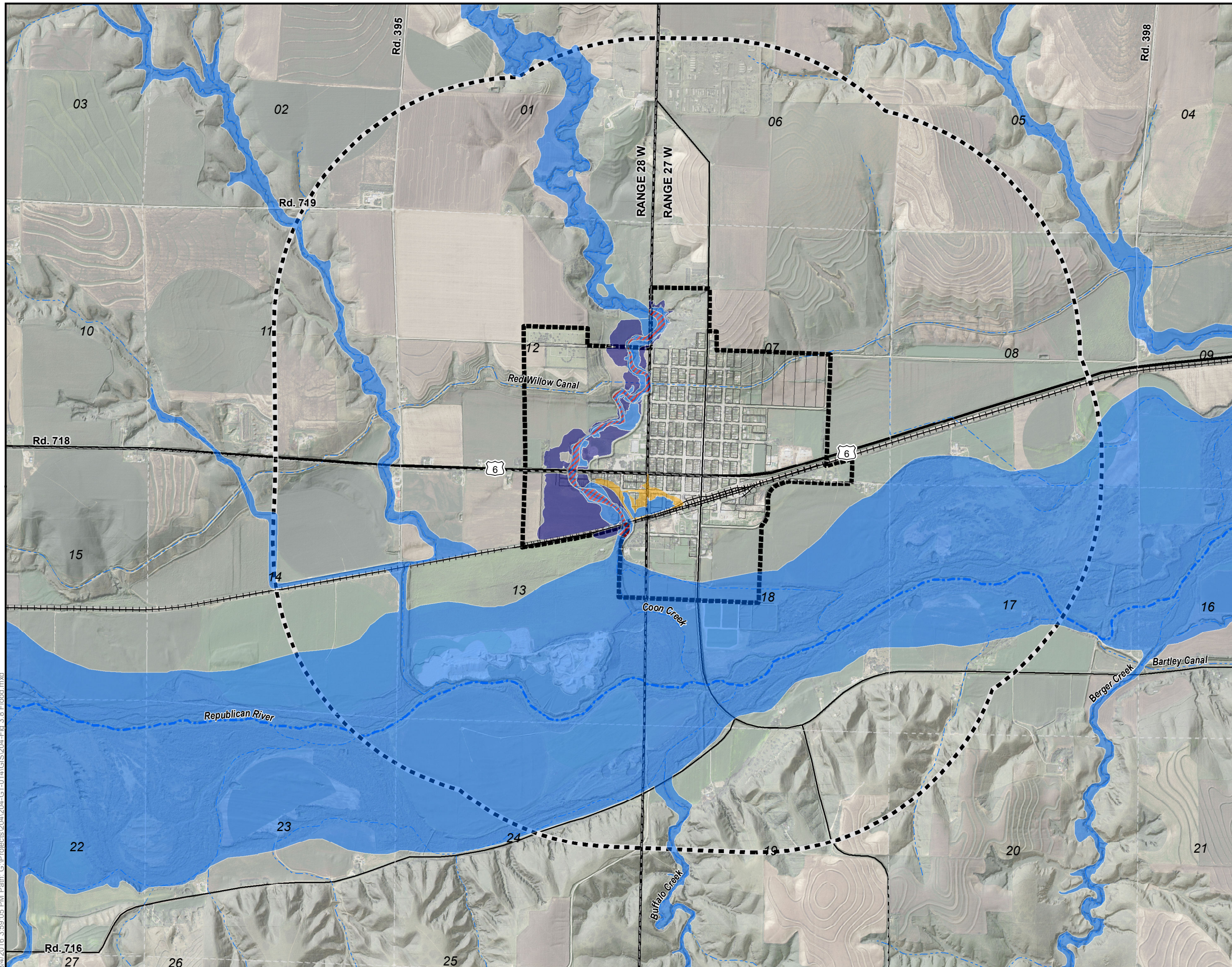
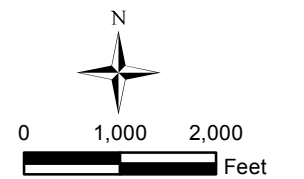
* Public wells are not depicted on this map for safety purposes.

Figure 3.7
Registered Well Map

Indianola, Nebraska

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Legend

- Indianola Corporate Limits
- 1-Mile ETJ

Flood Zone

- 1.0 % annual flood chance (100-year)
- 0.2% annual flood chance (500-year)
- Area with reduced flood risk due to Levee
- Floodway

Note:
Map may not include all Special Flood Hazard Areas in the community. After a more detailed study, the Special Flood Hazard Areas shown on this map may be modified, and other areas added.

Source:
Flood Plain data acquired from: Federal Emergency Management Agency (FEMA).

Historic Flood Map data provided by FEMA.
Community-Panel No. 31145C0235D
Effective Date: November 16, 2011
LOMA 12-07-2442A
Effective Date: June 19, 2012
Community-Panel No. 31145C0230C
Effective Date: February 4, 2009

Figure 3.8
Floodplain Map

Indianola, Nebraska

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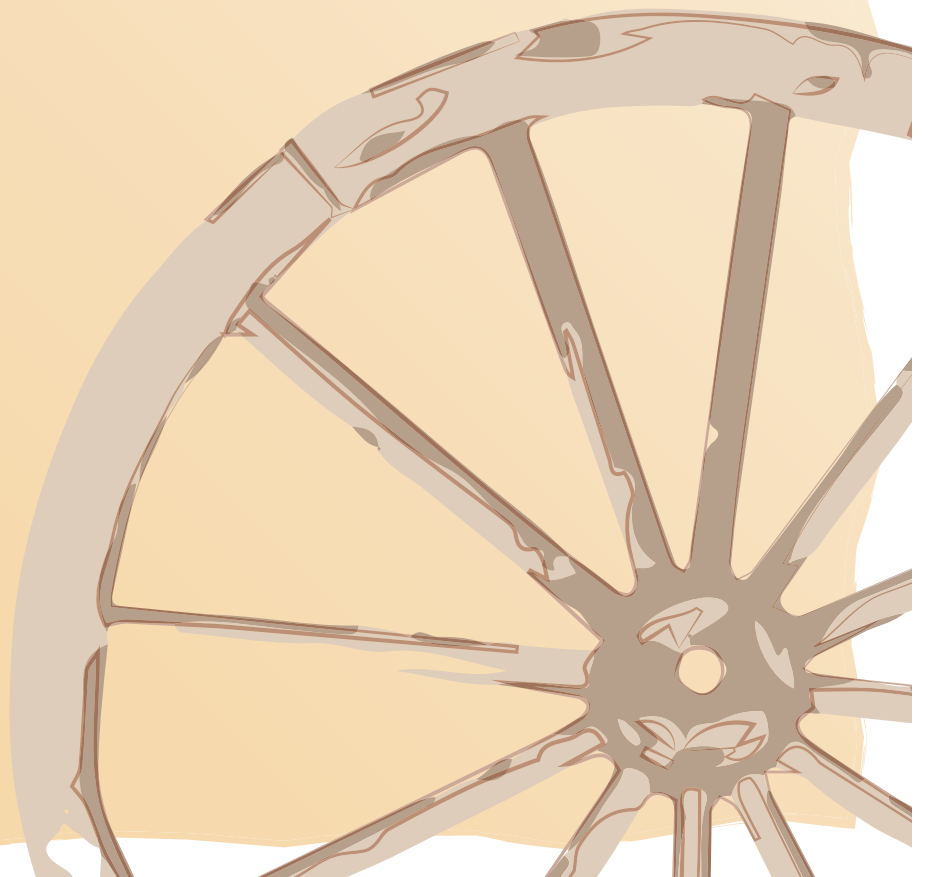


Chapter 4:

Land Use & Annexation

The Land Use & Annexation section analyzes the current land uses within Indianola, and provides a vision with possibilities and options for future land use developments and growth. This section also analyzes potential areas for annexation adjacent to Indianola's corporate limits. The Land Use & Annexation section has the following two components:

- Land Use
 - Existing Land Use
 - Future Land Use
- Annexation



LAND USE

Land use is an important aspect in the Comprehensive Plan allowing community members to visualize existing land uses as well as to stimulate discussion and direction for how and where the community could and should grow. How the land is being used creates relationships between the physical, built environment and the social world. Land use planning is an important process because it involves the systematic assessment of physical, social, and economic factors in a way that should mitigate the potential for conflict. This section will give decision-makers options on how the community can grow effectively.

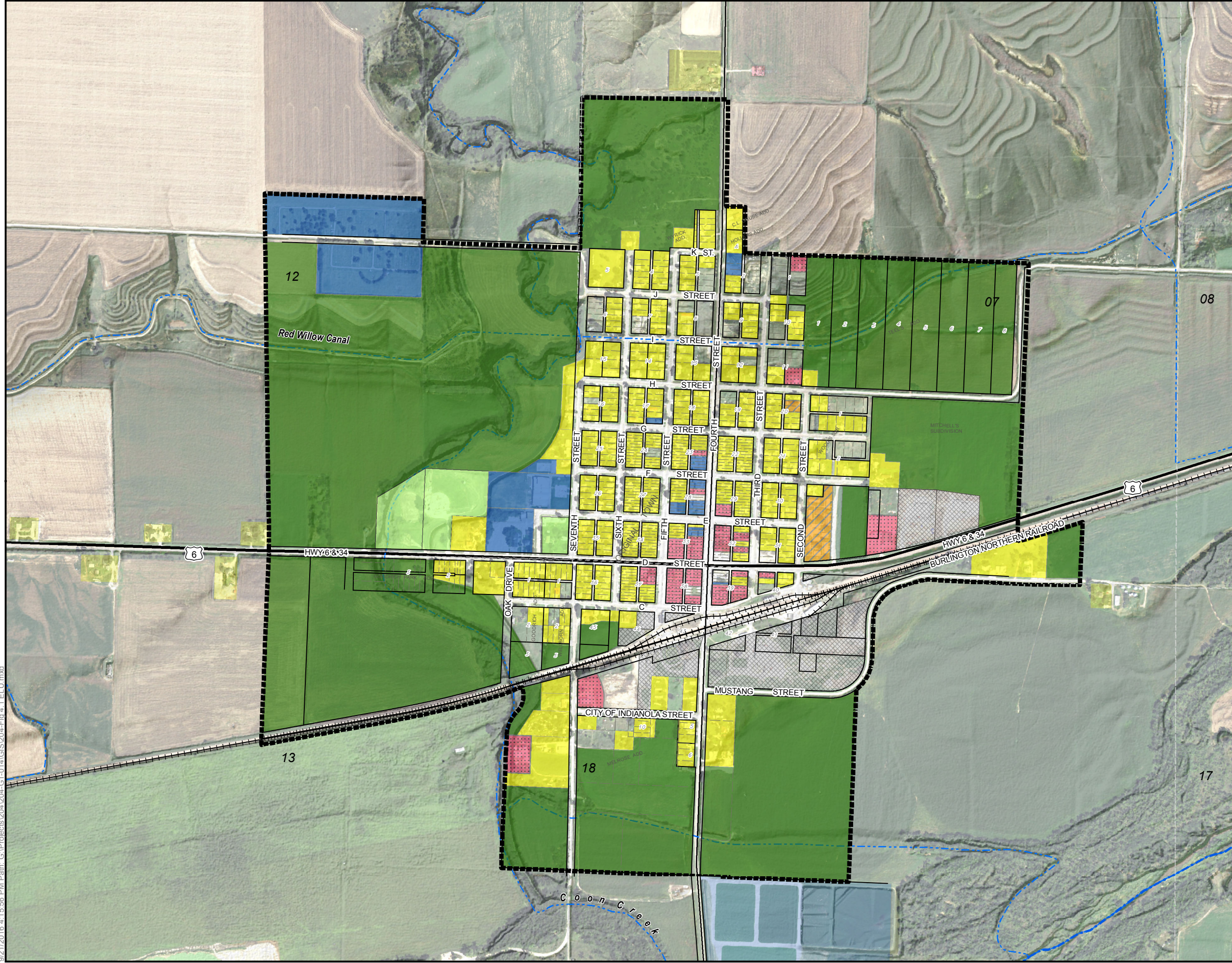
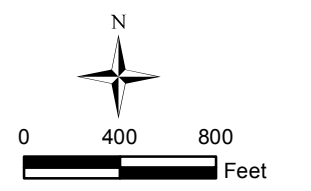
Existing Land Use

The land use section of the Comprehensive Plan consists of two separate, but related parts. The existing land use section studies and evaluates the pros and cons of Indianola's existing mix of land uses and development patterns. **Figure 4.1**, the Existing Land Use Map, shows the current land uses in Indianola. This allows the City to see how the community's land uses fit together and how the land use patterns should change in the future. Indianola has eight different land use classifications including light industrial, commercial, public/quasi-public, multi-family residential, single-family residential, recreational, agricultural/greenspace, and vacant parcels. Brief descriptions of each classification are listed below and on the following pages:

Light Industrial

Larger economic ventures such as manufacturing, bulk storage, or distribution facilities typically fall into the light industrial category and those businesses should be located on the outskirts of the community as to not impact residential neighborhoods. The BNSF railroad and Highway 6/34 corridor provides attractive transportation features for light industrial-type businesses. Land availability and access to import and export goods are two key features for light industrial development. However, light industrial businesses tend to have more noise, dust, light, odor, etc. than traditional commercial businesses; because of this, light industrial businesses should be located on the outskirts of the community or should be buffered from residential development.





Legend

- Indianola Corporate Limits
- 1-Mile ETJ
- Existing Land Use**
- Single-Family Residential
- Multi-Family Residential
- Commercial
- Light Industrial
- Public/Quasi-Public
- Recreational
- Agricultural/Greenspace
- Vacant

Figure 4.1
Existing Land Use Map

Indianola, Nebraska

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Commercial

The majority of commercial land uses are found along Highway 6/34 and within the Downtown District. Commercial properties in any community are typically located in these two areas due to the visibility and access it provides each business. Companies located along the highway corridor typically require easier access, more parking, or larger space/square footage. Highway and Downtown Districts tend to attract different types of businesses; therefore, they also tend to look and feel dramatically different from one another.

Many communities have separate zoning regulations for the highway corridor commercial district and the central/ downtown commercial district. Separate zoning districts are necessary because of the different setbacks, lot sizes, height restrictions, parking needs, and aesthetic desires for each of the areas. Downtown economic development should be catered towards retail, service, and/or hospitality businesses. It is important to protect the look and feel of the Downtown District because it is the heart of the community. Larger economic ventures are important to the economy because they provide revenue and job opportunities for the City; however, these businesses are best suited along the Highway 6/34 corridor. Zoning Regulations are important to steer commercial development into proper zoning districts and ensure the mix of adjacent land uses is conducive to the new business.

Public/Quasi-Public

Public/quasi-public land uses include churches, municipal/county properties, museums, community buildings, schools, etc. Public land uses need to be available and accessible by every resident in Indianola. A large majority of Indianola's public uses/services are located in the Downtown District including the Post Office, City Hall, Fire Hall, Library, and Storm Shelter. Within the central portion of town, these uses are equally accessible to residents and visitors. Public/quasi-public uses can many times be considered amenities, adding to the quality of life for residents. Vacant land in close proximity to public/quasi-public land uses should be considered a positive attribute for any potential future expansion or development of those land uses.

Residential

The primary developed land use in Indianola is residential. Residential structures, both single-family and multi-family are spread throughout the community. As obvious as it seems, it is important when planning for any future development to maintain or enhance the feel of existing neighborhoods. This is especially true in residential areas of the community; any new structures that are built in those neighborhoods should be residential in nature. The existing residential land uses include both single-family and multi-family developments including single-family detached homes, a duplex in the northeastern portion of town, and apartments along Highway 6/34 on the east side of Indianola. Residential development also exists outside of the corporate limits, but within Indianola's extraterritorial jurisdiction (ETJ), intermixed between agricultural land uses. These homes are spread throughout the ETJ. Sometimes, this style of large lot development happens in a more organized form through subdivision developments on the outskirts of communities. This type of residential development can be very enticing and attractive for people because it allows for large spacious yards, privacy, and yet these homes can still be in close proximity to the community with some even utilizing public infrastructure such as City water and sewer. This may be a possibility for new residential development in Indianola.

Recreational

There are several recreational areas within the community including the municipal swimming pool, baseball field, community park with playground equipment, and outdoor riding arena. Recreational opportunities provide amenities for a wide age range of residents in the community. Availability of a variety of recreational services and parks is important to maintain a high quality of life for all residents in Indianola, not just children. The swimming pool is located on the north end of business district (Fourth Street). The City Park is located on the west side of the community, along Highway 6/34. The baseball field and the riding arena are also located on the west side of town, north of Highway 6/34. The recreational amenities located along the highway corridor help add to the aesthetics of Indianola and may also provide a place for visitors to stop and stretch when passing through town. However, these two parks have minimal sidewalks to safely walk to the parks and vehicular parking is not clearly marked. As more land continues to develop and more residents and families move into the community it will be important to assess the need for improved and additional recreational amenities and their accessibility.



Agricultural/Greenspace

Within Indianola’s current corporate limits, there are several areas of undeveloped land that are deemed agricultural/greenspace. The majority of this land use is on the fringe of the corporate limits. Some of this land is farmed, and should continue to be until it is necessary to subdivide and develop for the benefit if the community. Other areas are also considered to be agricultural/greenspace although they may not be farmed. This is possible for several reasons including topographic challenges that have hindered development for those properties or undesirable locations for development. Even with development challenges these areas are beneficial to the community because they lend themselves to additional greenspace and/or buffers between the heart of the community and what lies outside of the corporate limits.

Vacant

There are a few vacant parcels of land dispersed throughout the community, with the majority of vacant lots located on the north side of Indianola. These lots are platted parcels of ground that may or may not have ever had a structure built on them. The lots are desirable for infill development because of their vicinity to existing public infrastructure; however, the current lot sizes and conditions may not be conducive to attracting potential builders. Multiple vacant lots adjacent to each other are the most ideal locations for infill development. Indianola has several instances of two to four, or more, adjacent vacant lots. These lots should be promoted for new residential construction. When developing vacant, infill parcels it is important to maintain the balance of existing land uses surrounding the potential development.

Table 4.1 shows the approximate percentages of each of the existing land use districts and their portion of the total make-up of the community.

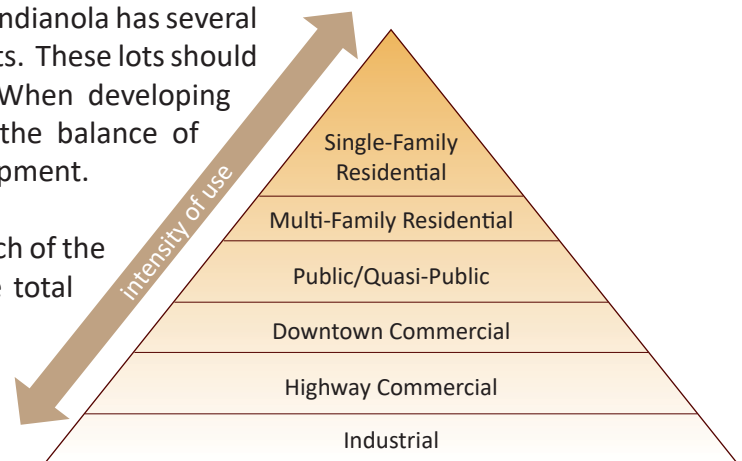


Table 4.1 - Existing Land Use Percentages Indianola, 2017

Land Use	% of Total Land
Single-Family Residential	18%
Multi-Family Residential	1%
Public/Quasi-Public	5%
Recreational	2%
Commercial	2%
Light Industrial	5%
Agricultural/Greenspace	63%
Vacant	4%

Source: Miller & Associates, 2017

Future Land Use

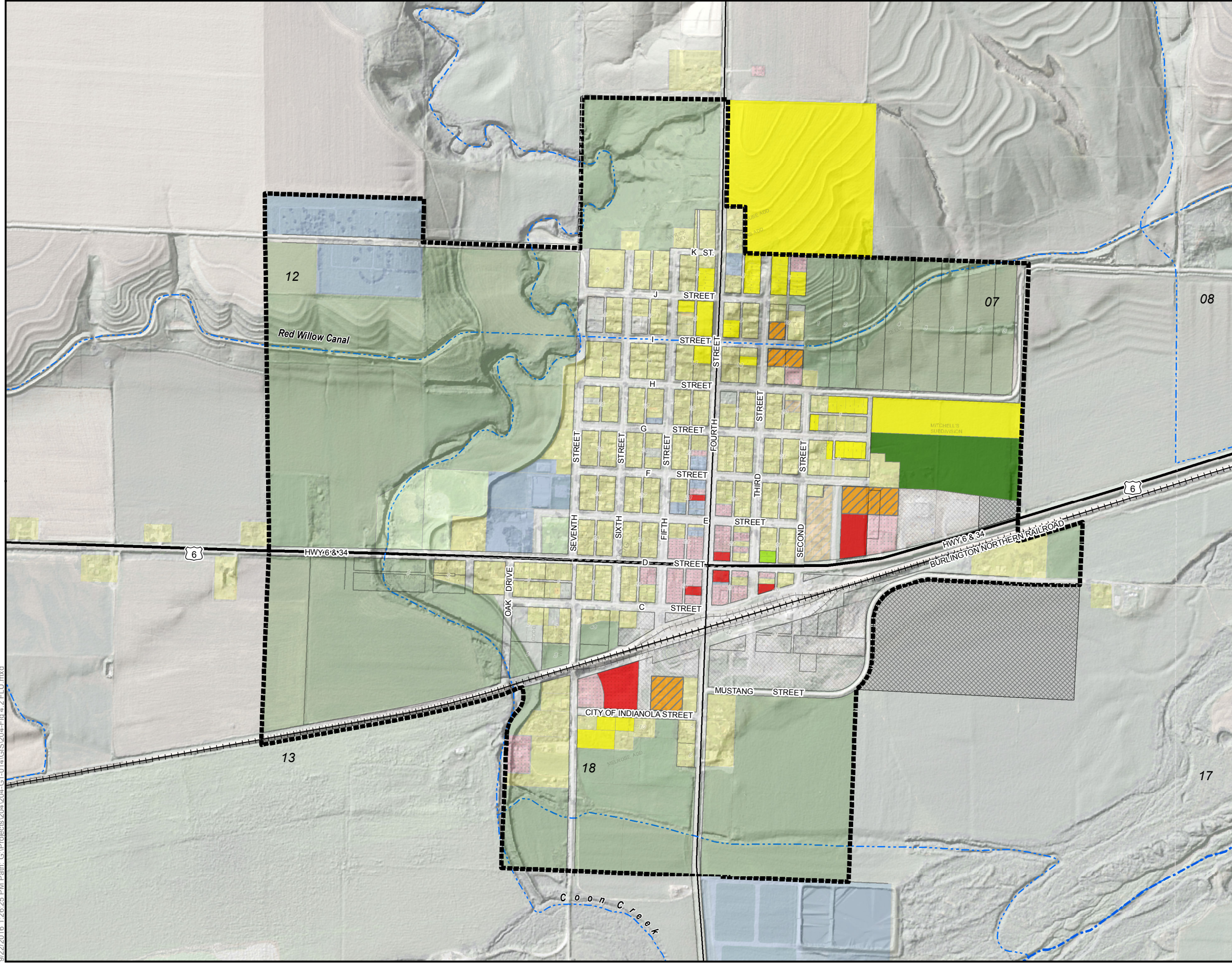
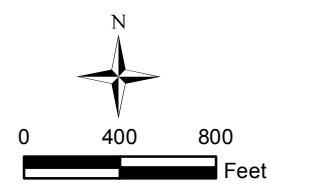
Planning and preparing for future land use options is a vital part of Indianola's Comprehensive Plan. Whether a community is growing or shrinking, there will still be changes in land use patterns; therefore, the purpose of this section is to provide a general guide for future development patterns. The idea is to minimize conflicts between land uses and the environment. The future land use plan must reflect existing land uses and options for changing land use needs. This plan should be flexible in nature in order to change as the community changes. Also, the future land use plan should be molded to fit the needs, desires, and limitations of Indianola and its residents. Part of the preparation for the Comprehensive Plan was to hold a series of public input meetings. Input from those meetings was imperative to planning for future land uses; understanding wants and needs within the community is important for gaining support and assistance in bettering Indianola. Information gathered at meetings as well as existing land use maps and data from primary and secondary sources was used to develop the future land use plan map. A workshop session was held with residents to determine where they could foresee future development taking place. Legos were used to plan for additional land use needs within different land use classifications. A future land use plan should be a vision of what you want the community to look like; a vision of goals with different land uses to encourage "smart" growth in your community. This vision should be an outlook and a guide for the next ten years.

In order to prepare and plan for the future of Indianola, decision-makers need to have ambitions and goals. Realistically, what is the future of Indianola going to look like, or what do you want it to look like? The main focus should be on keeping strong community ties and a progressive drive while diversifying amenities and the tax base in order to provide a high quality of life for residents. The types of land uses should vary within the community from single and multi-family homes, commercial ventures of different sizes, public areas including recreational amenities and public services, and some vacant land and greenspace for aesthetics and screening/buffering purposes.

Homes should also vary, based on location, size, and price in order to attract a variety of residents. Having compatible housing is important when trying to appeal to new faces in the community. The housing affordability analysis, which compares housing stock versus household income, is an important way to determine the type of housing stock needed. Improving the commercial sector should involve diversifying what is available to Indianola's residents. Commercial development adds to the tax base for the City and creates job opportunities for residents or potential residents. City leaders are the ones ultimately responsible for making the final decisions for the betterment of the community; however, it is up to the residents to hold City leaders accountable to ensure the goals of the community are being met.

During the public input meetings many future development ideas were discussed. Attendees were asked to "dream big" for Indianola, ignoring their knowledge on existing property owners which could hinder the visioning process. Exploring every possible option during the planning phase is important in order to be prepared and ensure that community growth follows the goals outlined in this Comprehensive Plan or any other plan the City has created. **Figure 4.2**, highlights land use changes in and around Indianola. These areas will be discussed in detail throughout this section.





- Legend**
- Indianola Corporate Limits
 - Future Land Use**
 - Single-Family Residential
 - Multi-Family Residential
 - Commercial
 - Light Industrial
 - Public/Quasi-Public
 - Recreational
 - Agricultural/Greenspace
 - Vacant

Figure 4.2
Future Land Use Map
 Indianola, Nebraska

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Indianola currently has a housing shortage, especially for market-rate homes valued over \$100,000. There are several vacant lots within the current corporate limits, many of which are adjacent to existing residential neighborhoods. These vacant lots are ideal for infill residential development. Single-family and multi-family residential development opportunities are shown on the Future Land Use Map as yellow and orange, respectively. For development of single-family detached homes, many of the infill lots will have to be joined together to fit the needs of today's homeowners. When the town was originally platted, the largest lots would have been 50-feet wide. Today's standards for homes include three-four bedrooms, two bathrooms, and a two-three car attached garage which is nearly impossible to construct on a 50-foot wide lot. By combining multiple, adjacent lots the builder has more land to utilize. However, not all vacant lots have a vacant, adjacent lot next to it creating challenges for development on some of the vacant lots.

For multi-family residential development including duplexes, townhomes, four-plexes, or apartment complexes, several vacant lots would be necessary for new construction. Multi-family housing is typically rental housing and can also be considered transitional housing. Transitional housing fills a large need in the community by providing options for young families, single persons, senior citizens, etc. The large lot on the east side of town next to Highway 6/34 is an ideal location for a multi-family development because of the amount of land available and close proximity to existing multi-family development in Indianola. This area may be more ideal for additional apartment development. Whereas, the two other areas marked for multi-family development may be better suited for duplexes or four-plexes, because of the amount of land that is vacant and the location near existing low-density residential development.

Beyond infill development, the area of land on the northeast side of the community, shown in yellow, is an ideal location for larger residential growth and development. This land 'sits on top of the community' and has a beautiful view of the City and the surrounding land. During the public input sessions, residents believed most residential development would first happen as infill development and then in the area on the northeast side of town. Extending public infrastructure adds to development costs which is why infill development should be promoted first and foremost. Additional residential development within other areas of the community are not as likely due to development constraints of the Republican River on the south and Coon Creek on the west sides of Indianola. Ideas to keep in mind when planning for future residential development are finding ways to maintain a neighborhood feel, connecting new subdivisions to the existing community to promote accessibility, incorporating some greenspace into development plans, and providing a small mixture of lot sizes for different residential development types in larger subdivisions.

Commercial development in Indianola, like most rural communities, is a work in progress. Land availability and access to transportation should be the two key factors when targeting sites for potential commercial development. Land that is targeted for commercial development, including potential infill lots, are shown in red on the Future Land Use Map. Land along Highway 6/34 and the BNSF railroad provides land availability, easy access to transportation, and high visibility, which is ideal for potential businesses. Although land availability within the current corporate boundary may be limited, the City could consider undeveloped land on the outskirts of the corporate limits for targeted commercial development. As land develops on the edges of the community, City leaders should consider the benefits of annexation.

Through annexation, the City could capture sales and property taxes from potential businesses along the highway corridor. During the annexation process, the City would need an infrastructure expansion plan and then could possibly include the development/expansion of new infrastructure to serve the annexed areas. This would require a site survey and engineering design before the full cost-benefit analysis could be completed; however, annexation would mean tax base growth for the community.

During the future land use planning exercise, residents discussed ideal areas for commercial and light industrial development. Residents shared their thoughts on having additional space available for commercial development and wanted to ensure the potential locations were in close proximity to existing businesses, the corporate limits, and public infrastructure. Land along the BNSF railroad on the southeast side of Indianola is ideal for light industrial development; this area, shown in grey on the Future Land Use Map, is adjacent to existing light industrial land uses, has access to the railroad, and is on the outskirts of the community yet still adjacent to existing infrastructure. If rail access is not needed, this area may still be attractive because of the access from Highway 6/34, via the at-grade rail crossing on Fourth Street and existing Mustang Street. This is a large area that has a good potential for a variety of light industrial or commercial development opportunities.

Most industrial parks range between 20 to 50 acres; the potential light industrial area shown on the Future Land Use Map is approximately 35 acres making it an ideal location for the creation of shovel-ready lots within an Industrial Park for Indianola. As a potential development option, this land is ideal for an Industrial Park which could increase the property tax base and bring potential employers to Indianola. Light industrial development sites should be planned on the fringe of the community due to the probability that a light industrial business could increase noise, odor, dust, and heavy traffic levels. City leaders should determine potential impacts a new business may have on the surrounding land uses before approving any development permits. This will ensure all concerns are thoroughly analyzed prior to construction.



When adjacent land uses may be conflicting, a buffer should be encouraged to provide a visual and physical break in the land uses. Some buffers include trees, shrubs, and greenspace while other buffers consist of transitional zoning allowing transitions from higher density land uses to lower density land uses. These transitions in the land uses help protect each individual land use type. Careful consideration should be taken when planning for areas of mixed land uses in order to protect the least dense use (i.e. single-family residential) while also allowing the densest use (i.e. light industrial) to have the opportunity to operate without hassle or complaints from the least dense land use.

The highway and the railroad are resources that Indianola should always utilize because it provides many opportunities for commercial growth and development. Access, visibility, and land availability along the highway corridor and the railroad shaded in red and grey on the Future Land Use Map are highly feasible areas for commercial and/or light industrial developments such as a manufacturing company, Shopko, Dollar General, bulk grain storage, implement dealers, trailer sales, cattle equipment etc. The City should work with potential small business ventures in the retail/trade sector to focus on business development in the Downtown District and smaller infill lots whereas the large tracts of land on the fringes of the community are prime areas for 'heavier' commercial businesses like manufacturing or implement dealers that require high visibility and traffic volumes as well as access to transportation. Developing along a highway corridor does come with a few barriers including obtaining permits from NDOT to have highway access. NDOT limits the amount of access points onto/off of a highway, for safety purposes, because of the high rates of speed people travel on a highway; therefore, frontage roads and/or cul-de-sacs may be necessary to best utilize all available land while limiting the amount of access points onto the highway.

Other future development options are to enhance the wayfinding, branding, and beautification throughout the community. Gateway entrances can create a positive or negative impression of the community to visitors. One type of gateway entrance signage is wayfinding signs. Wayfinding signage is dual purpose; it directs and informs people while also being aesthetically pleasing and attention grabbing. Based on traffic counts, roughly 3,500 vehicles pass through Indianola on Highway 6/34 every day. Of course, some of those travelers are residents of Indianola commuting to and from work; however, some of those travelers are visitors to Indianola and the gateway entrance is the City's opportunity to make a good first impression. Highway 6/34 through Indianola is a way to advertise all that Indianola has to offer.

Banners, landscaping, beautification, and wayfinding signage highlighting all of Indianola's amenities are ways to take advantage of the Highway and promote the community to all travelers. A beautified highway corridor helps make a memorable statement to a visitor and it can help to direct and promote what the community has to offer. Wayfinding signage could be used to act as directional signage to the parks, Library, Downtown District, medical clinic, school, or anything else the City would like to highlight. Improvements made to the highway corridor may also encourage residents to enhance and maintain their private properties. Landscaping can be used for aesthetics and screening unwanted sites from vehicles. Land uses along highway corridors tends to be unsightly in many communities. Screening these land uses from highway travelers can make a positive impact.

All of the proposed new developments that are not currently in Indianola's corporate limits should be annexed into the community prior to any construction. This will allow the City to expand its physical size, population, and tax base while also providing potential benefits to the new developments. The following section discusses in more detail about Indianola's annexation plan. All of these ideas discussed in the future land use plan are goals to work towards over the next ten-plus years. The future land use plan should be used as a guide, to help develop and steer ideas for future development. When planning for future growth, it is important to consider any potential issues that could arise in order to protect the City and its current residents. The goal for any community should be to continually move forward with population and development growth while mitigating the impact on existing residents and property owners. It is important to have ideas and plans in place to steer growth in the right direction.



ANNEXATION PLAN

Indianola's annexation plan should create opportunities for new development as well as help facilitate the goals of the future land use plan set forth in this document. In order to create opportunities for new development, community leaders need to have a plan in place, reserving the necessary land to achieve the goals of the community. In order to do this, the City may need to consider annexing adjacent territory and expanding its jurisdiction, including its extraterritorial jurisdiction (ETJ). This annexation plan, like the future land use plan, is a guide or a tool the City can utilize when discussing future growth and development options. This annexation plan is not law; annexation should take place in a manner that will follow State Statutes and best suit the City's goals and development needs. The City of Indianola's annexation plan should do the following:

Protect and Enhance the City's Tax Base

Annexation allows each community to protect and enhance the City's tax base for several reasons. Land along the highway and railroad corridors are prime real estate options for commercial and light industrial development. In order for the City to capture property and sales taxes, those companies need to be within the City limits of Indianola. Also, many new business developments want some incentives to build a new facility in a community. Tax Increment Financing (TIF) is an incentive the community can offer to a potential business. In order for a business to utilize TIF, the development must be located within the City limits. Another facet of annexation includes the benefits citizens receive from the City although they may not own property in the corporate limits. These residents and businesses, that are located on the fringe of the community, still benefit from the City's parks, streets, amenities, public facilities and programs, and sometimes even public utilities without having to contribute to the tax base that directly supports those amenities. By annexing this property into the community, these property owners would then be paying taxes for multiple amenities and services they most likely already utilize.

Increase Population and Size

By increasing the City's physical size and population, Indianola could also increase its level of political influence and attractiveness to commercial and light industrial developments. Annexation has a way of encouraging new development, which, in turn, can help increase the City's tax base and job opportunities.

Avoid Jurisdictional Confusion

Having a plan in place will ease the confusion of jurisdictions between the City and the County and will help Indianola plan for future services by establishing an orderly and logical boundary and understand how that growth will affect public infrastructure needs. This process would be very beneficial for both the City and Red Willow County, especially because changing boundaries between two different jurisdictions can be cumbersome if plans are not well communicated.

Control Fringe Development

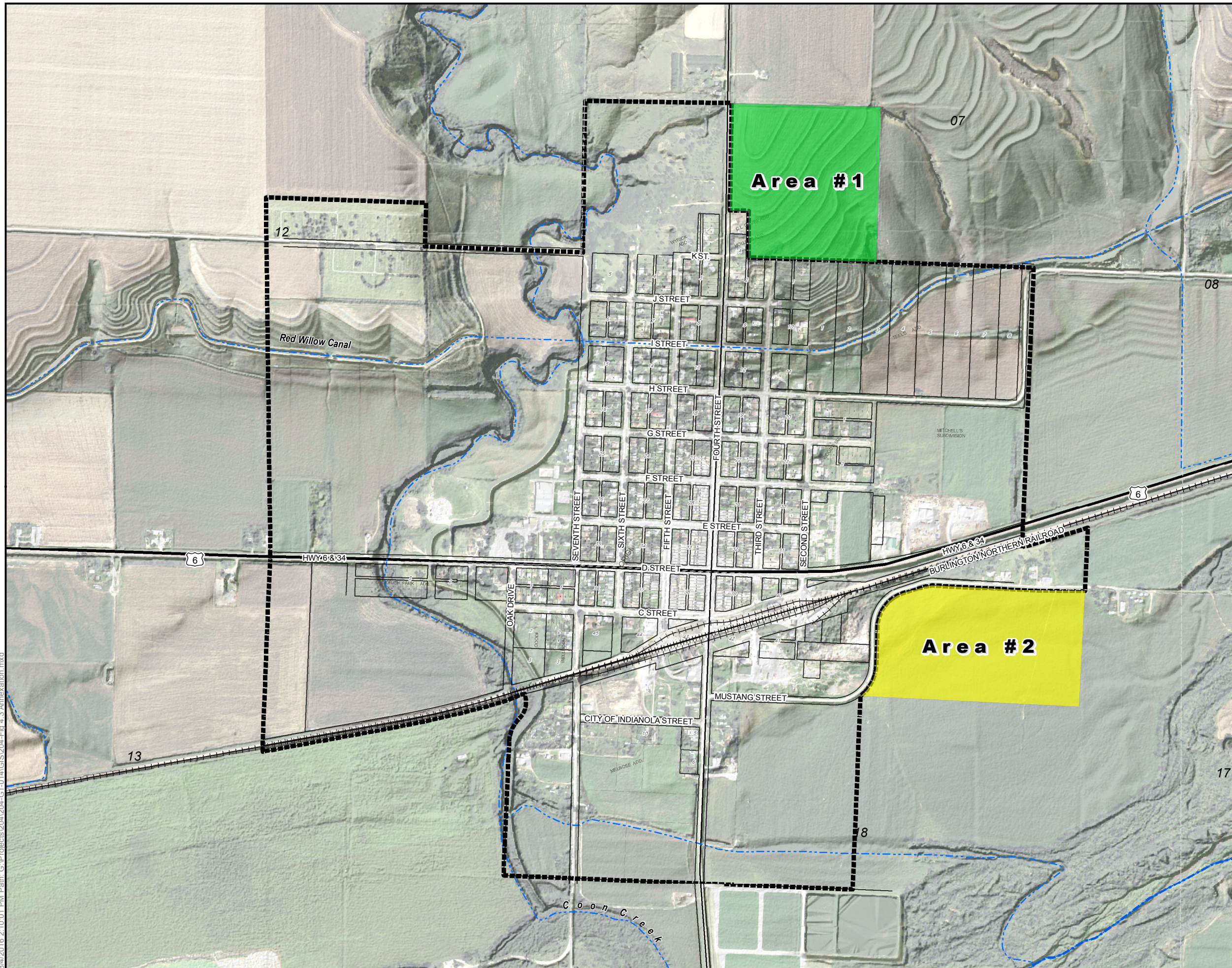
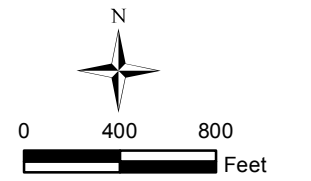
Planning for the growth of Indianola is important for the community as well as the land adjacent to the corporate limits. Finding a balance between development and existing land use requires time and planning. Infill development should be promoted until larger parcels of land are needed for growth. This will help avoid sprawling development and protect the agricultural land around the community. Any new annexed land should be for the benefit of residential and commercial development, and public service needs should be assessed as the population of Indianola continues to change. Through annexation, Indianola can extend its zoning jurisdiction to adjacent areas and thus guide development in a direction that will provide a safe and healthy environment for residents and businesses of the community.

During public input sessions, residents discussed different areas they could envision being developed and potentially annexed in the future. The shared reasons of new residential development and needing land for commercial businesses were the backbone of delineating areas for potential annexation. Indianola is unique, having growth and development challenges hinged on topography and floodplains. Growing west and southwest are not options for Indianola; therefore, careful land use planning is essential for proper growth and development in Indianola.

The annexation plan is simply a plan outlining possible areas of annexation. In order for Indianola to annex any of the land, the City would need to notify the landowners, hold public hearings, and follow other state statute requirements. The areas shown on the Annexation Plan Map were delineated by residents and City stakeholders during public input sessions. Annexation should follow the guidelines set forth through Nebraska State Statute 19-3052. As seen in **Figure 4.3** the proposed areas for the annexation plan are the following:

1. *Area 1* is on the northeast edge of Indianola. This annexation area is currently undeveloped farm ground. This property is on a hillside overlooking the community and it sits along two borders of the current corporate limits boundary. Area 1 is ideal for additional residential development because it is adjacent to existing residential development and public infrastructure, provides opportunities for a combination of traditional and large-lot residential development, does not have floodplain challenges, and would provide lots with beautiful views of the City and surrounding region.
2. *Area 2* is located on the southeast side of Indianola and is also bounded on two sides by the existing corporate limits boundary. Area 2 is currently undeveloped agricultural land. This area would be ideal for additional commercial/light industrial development because of the access to the BNSF railroad and potential access to Highway 6/34 through the Fourth Street at-grade railroad crossing. Area 2 is also adjacent to existing public infrastructure and light industrial land uses.





Legend




-  Indianola Corporate Limits
-  Area #1
-  Area #2

Figure 4.3
Annexation Plan Map

Indianola, Nebraska

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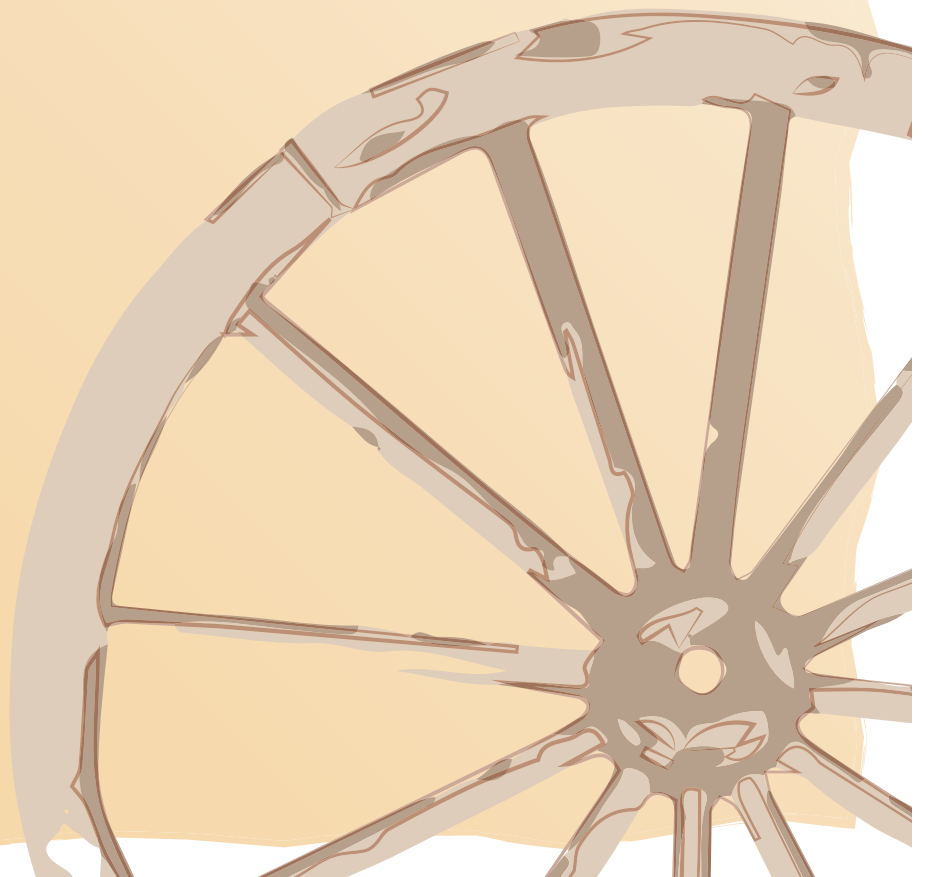


Chapter 5:

Public Input & Goals

This is the action section of the Village's Comprehensive Plan. It is here to help plan goals, guidelines, regulations, and future practices based on the needs and wants of the public. The goal of this action section is to help decision-makers implement the visions and actions presented in this plan through a realistic process that is in step with the community's resources. This Public Input & Goals section will cover the following components for Indianola:

- Public Input
- Goals



PUBLIC INPUT

During the first public input sessions in the planning stage of the Comprehensive Plan, residents were asked to discuss key positive and negative aspects in their community. This analysis is called SWOT (strengths, weaknesses, opportunities, and threats). Strengths are viewed as assets to the community; areas community members want to retain and continue to improve. The weaknesses are seen as areas of the community in need of improvement. Opportunities are viewed as potential areas of gain in the future, and threats are seen as aspects that may hinder the growth and development of Indianola.

Strengths

Now/Internal: Advantages, things that are unique to Indianola

- Swimming Pool, Park, School, Fire Station, Adult Co-Ed Slow Pitch Softball (13 Teams)
- Adult Flag Football
- Businesses
- Post Office
- Ag. Valley
- People: Sense of Community; Willing to Help
- 2 Houses under Construction
- Cemetery Boards: Welding Company has Another Company that Sells Cemetery Boards
- Welding Company
- School Preschool/Daycare
- Horse Arena (No More Events)
- Rocket Pizza
- Old Settler Day
 - Parade
 - Craft Show
 - Kids Events
 - Street Dance
 - Car Show
 - Knights of Columbus Meal
 - Speaker (Historical Society)
- Night Tracks: Pool League
- Churches
- Schaffert Manager and Sales
- Gas Station
- Medical Clinic
- Pitch Tournament/Bags
- Historical Society Alumni
- Bountiful Baskets
- Community Building and Other Fellowship Halls
- Storm Shelter
- Good Conditions of Downtown Buildings
- Bedroom Community for Mccook and Cambridge
- 4-Plex
- Paulsen's Sand Pit
- Stewart Construction
- Housing Cheaper than Mccook
- Quality School System: Lots of Elementary Students Come to Indianola from Mccook
- Tri-Valley Will Provide Transportation for Healthcare Appointments
- McCook Taxi



Weaknesses

Now/Internal: Limitations, where could Indianola improve, what should we avoid

- Housing: Older; Rundown
- No Move-in Ready Homes for Young Families
- Daycare: Tough to Find; 1 Licensed/1 Non Licensed (Both in Homes)
- Accessible Housing for Elderly
- Accessible Housing too Small
- Rentals in Poor Condition
- Sidewalk: Uniformity and Conditions
- No Visual Police Presence: Monthly Contract to Red Willow County Sheriff
- Library: Not Utilized Like It Should Be
- No Grocery Store
- Have to Commute to Work

Opportunities

Future: Opportunities for Indianola to improve, grow, attract new people/businesses

- Walking Trail
- Tennis Courts
- Splash Pad
- Expand Library Hours; Add More Computers
- Housing: Capitalizing on Bedroom Community
- Nuisance Abatement
- Bed and Breakfast
- New Businesses

Threats

Future: What obstacles does Indianola face, what are other communities doing

- Drug Problem (Youth and Adults)
- Conditions of Private Property
- Senior Services: Not Able to Age in Place
- Lack of Specialty Healthcare Services

GOALS

This section is in place to give Indianola ideas, summaries, and guidelines to work towards in the next ten years for successful development and growth in the community. These goals are a combination of information gathered from the public input sessions and data analysis. These goals are important because they are realistic in nature, but also give the community a vision to strive toward.

Quick Look

Improve the Existing Housing Market
Promote Commercial Development & Economic Development Opportunities
Further Enhance Amenities & Promote Tourism
Develop Marketing Campaign
Enhance Highway Corridors & Community Beautification

Improve the Existing Housing Market

As discussed earlier in this plan, there is a housing shortage in Indianola for both rental and owner-occupied units; in order to solve this issue, a few things can be done. The obvious answer is to develop more housing, but in order for that goal to be accomplished, private developers or local investors will need to be willing to participate, otherwise residential development will only happen when a person/family constructs their own private residence. Within Indianola, there are a few options for developable lots including infill lots spread throughout the community. Lots available for development need to be identified and marketed to potential builders.

Housing development and job growth/economic development fits the old adage of what comes first the chicken or the egg? Developing new housing will help attract new residents to Indianola; working as a chain reaction, with new homes available, families can move to town and enroll their children in Southwest Public Schools. This keeps Indianola as a viable community with a high quality of life for all residents. More families in the community may also help spur more jobs. If more jobs are available in Indianola, it is most likely that employees will want to live in the community. Decent, attractive, and affordable homes as well as shovel ready lots need to be available. This ensures new employees will live in Indianola instead of a nearby community. With a close correlation between the housing market and economic climate for businesses, housing market improvements are even more crucial and should be made a top priority.

Housing market improvements, including developing new homes, improving existing homes, and creating a demolition program for vacant, substandard homes, were high priority projects discussed by Indianola's residents and City leaders. Housing has become a major challenge for many communities in Nebraska, big and small; Indianola is no exception. There are a number of homes in need of demolition and yet there is a need for more quality, affordable homes and rental units. The City must work to encourage new home construction as well as find feasible ways to demolish vacant, unsafe structures across the community.

Housing needs in Indianola include the demand for additional, affordable rental units, market-rate housing, senior citizen housing, and incentives for new construction as well as home improvements. Residents understand the need for additional housing and realize the importance the housing market plays on the overall viability of the community.



With Indianola's aging population, the need for senior housing options in the community was discussed during public input sessions for the Comprehensive Plan. When developing senior housing, it is important to keep several design guidelines in mind. This housing style can include smaller units available for rent with limited required maintenance, both inside and outside. In smaller communities, senior housing is typically slab-on-grade, making it more accessible for the tenants. Exterior maintenance tasks, like mowing, scooping snow, etc. may also be included in rent or fees for the units. Providing an option for senior housing will allow older adults to remain in the community when they are no longer able to perform all of the property upkeep required by a single-family home.

The City can be involved in housing improvements in a few different ways. Cleaning up lots and uninhabitable homes will create more lots for new infill development as well as rid the neighborhood of eye sores which may also be safety hazards. Improving the condition of the existing housing stock will also help attract new residents to the community because the condition of the homes available will be more appealing to buyers. Tax Increment Financing (TIF) can be used to carry out plans for the demolition of structures in a redevelopment area that the City determines to be unsafe or unfit for human occupancy. The City could also use the nuisance abatement process to help identify all areas within the community in need of clean-up and proper abatement. This would ensure property owners are in compliance with nuisance codes enhancing the health and safety of the community. Following the nuisance abatement process helps identify properties which are potentially detrimental to the health and safety of the community and enforces property upkeep. Indianola's newly formed Nuisance Board is responsible for citing nuisance code violations and performing the necessary steps for nuisance abatement. In extreme cases, nuisance properties may need to be demolished due to the condition and cost of remedying code compliance issues.

The Nebraska Affordable Housing Trust Fund (NAHTF) has an owner-occupied housing rehabilitation grant program available to help homeowners make energy efficiency improvements. Projects could include new siding, roofs, windows, heating/air conditioning units, as well as many other eligible project types. The City can apply for this grant then, upon award, create an Owner-Occupied Housing program for the community. Qualifying homeowners could then apply for funds to update their properties. This grant program would be beneficial in Indianola, providing homeowners assistance to make much-needed home improvements.

The creation of a purchase-rehab-resell program would also enhance the existing housing market. A purchase-rehab-resell program allows a group, whether it is a private investment group, economic development group, or some other interested party, to purchase a home in need of rehabilitation, make the necessary improvements, and then sell the home. The money made from selling the property can then be used to purchase another house and restart the process. This revolving program is another way to help improve the existing homes and to provide quality housing for homebuyers.

Another successful housing program implemented in rural Nebraska was the development of an investment group for constructing spec housing. A group of residents contributed money to start the investment group. Funds contributed were used to build a spec home, also employing a local contractor. The home was then sold and the money earned was used to build another spec home. This has been a feasible model for home construction in a few small communities throughout Nebraska. In order to be successful, this process, like many of the others previously mentioned, needs a motivated leader and group of residents willing to invest money for housing market improvements in Indianola. These specific programs could help the community enhance the overall housing market by encouraging property upkeep, assisting with needed home improvements, and demolishing vacant, unsafe structures creating additional lots for infill development.

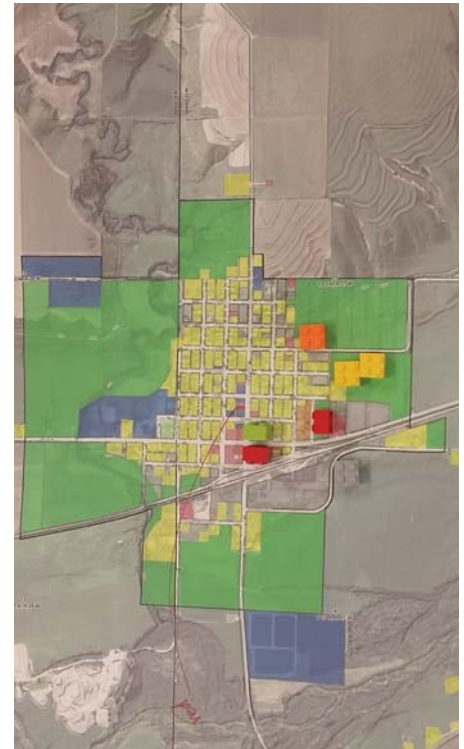
Public-private partnerships will be key as the City tries to accomplish this goal of housing market improvements. If private developers are not able to relieve pressure on the housing market in Indianola, then local investors or a local committee may need to implement a plan for home development. Indianola will need to continue improving the housing market to make it capable of expanding and stimulating growth.

The City should work to meet the following objectives for housing market improvements:

Inventory Infill Lots and Promote Infill Development;

Infill development, by its nature, is less expensive because there is no need to extend public utility services. Infill development utilizes existing public infrastructure, filling in vacant properties with residences. Infill development helps minimize development costs because necessary infrastructure is already in-place. Existing infill opportunities are present in Indianola and some areas are even ideal for multi-family residential development. These areas should be considered for duplex to four-plex development because there are multiple vacant lots adjacent to one another, providing enough land for a multi-family development. There is a large need for rental and senior housing; constructing these units on infill lots will help keep development costs down.

Indianola should continually market and promote all infill lots to encourage lower cost development options. Infill lots are scattered throughout Indianola and vary based on availability, price, zones, dimensions, etc. The City Office should create a database or inventory of lots available for residential construction. Flyers and maps could also be created to help with marketing efforts. Location, current zoning, dimensions, costs, and ownership should all be included within the flyers and maps to market the lots for new home construction.



Work with Local Businesses to Determine Housing Needs for Employees;

By working with local employers, the City may be able to get a feel for real-time and projected housing needs in the community. Having these discussions with employers is beneficial for multiple reasons, it shows support for the local businesses and it opens lines of communication between the City and employers. This will help provide beneficial information to both parties. Local businesses may also be able or willing to offer assistance with improving housing market conditions in Indianola. Examples, from other communities, of business involvement in the housing market include businesses providing down-payment assistance for their employees, businesses purchasing homes to rent to their employees, and businesses building spec houses or affordable workforce housing to offer to new or existing employees. There are many ways businesses may want to get involved to benefit the community as well as their company. The conversations must be had between City leaders and employers to determine if employers are willing or able to assist with housing market improvements.

Enforce Property Up-Keep through Nuisance Abatement Program;

All vacant lots and vacant uninhabitable homes are properties that could be utilized for infill residential development. A strong nuisance abatement program is important to encourage property upkeep and provide ways for the City to appropriately encourage renovations or property demolition of non-compliant, unsafe structures. Nuisance abatement is the enforcement of nuisance codes in the City ensuring all properties are in compliance with City codes. The process includes City Council approval and authority, code review, letters mailed to non-compliant property owners, periods of time to allow property owners to abate any nuisances, and further legal action if necessary when working with non-compliant property owners. A Nuisance Abatement Program is important to residents and City leaders to ensure properties are maintained and efforts are made to rid the community of unnecessary eye sores as well as safety and health hazards.

Clean-Up Vacant Lots and Uninhabitable Properties;

All vacant lots and vacant uninhabitable homes are potential properties for infill residential development. The City should utilize the different avenues available to them to assist with the clean-up of vacant lots and uninhabitable properties. Infill development is attractive because it is a lower cost development option; therefore, efforts should be made to create more available lots. Also, by cleaning up vacant lots and uninhabitable homes the City will be able to rid the community of unnecessary eye sores and safety and health hazards. Based on data presented previously in this study, approximately 12 homes need to be demolished because of the age and condition. Nuisance abatement, TIF, qualifying grant programs, and City dollars are a few ways Indianola can work to demolish substandard properties and clean up lots.

Investigate Owner-Occupied Housing Rehabilitation Funds;

Grant funds are available through the Nebraska Affordable Housing Trust Fund (NAHTF) and Nebraska Department of Economic Development (NDED) to develop a revolving loan or grant program for qualifying homeowners to rehabilitate their homes. Homeowner qualification standards are set by the Federal government and are different for each County. Indianola would be required to follow income standards set for Red Willow County and then a homeowner's ability to qualify would also be dependent on the number of people living in the household. These grant funds are only available for low-income families and due to the income restrictions set by the Federal government, many homeowners will not qualify for assistance. However, there are still several eligible homeowners in Indianola who could take advantage of funds and make necessary updates.

To assist a broader range of residents in Indianola with funding, the City could also create their own loan program for owner-occupied housing rehabilitation, setting guidelines and regulations based on the needs of the City. This option may be attractive to the City and its residents because the City could help middle-income residents while also boosting the existing housing conditions in the community. If the City creates their own revolving loan fund, they have the ability to set their own guidelines, income-restrictions, interest rates, pay-back regulations, etc. The City could create their own program to fit the needs of their community.

Encourage Property Upkeep;

The City should work to incentivize as well as continually follow-through with nuisance abatement throughout the community to encourage residents to maintain their properties. A clean community is attractive to visitors, potential residents, and potential new businesses. A “Yard of the Month” program or some type of incentive could be created to encourage maintenance of properties and increase pride in the way the community looks. Property upkeep is essential as the community works to encourage new development.

Develop Purchase-Rehab-Resell Program;

Developing a Purchase-Rehab-Resell Program would help solve multiple challenges facing Indianola including housing needs and outdated, aging housing stock. A Purchase-Rehab-Resell Program could be initiated by the City or another entity in the community. The Program would be designed to target ideal homes for rehabilitation, purchase the homes, renovate each property, and sell the property. Money gained during the home sale could then be used to purchase the next property in need of rehabilitation. Purchase price and renovation needs should be evaluated for each potential property to determine if the investment is worth the risk. The size, including number of bedrooms and bathrooms, for each potential property is also important to consider in order to invest in properties able to meet buyer’s needs once the rehabilitation project is complete. Grant funds are available through NDED, to initiate a Purchase-Rehab-Resell Program or the program can be initiated through public/private investment dollars.

Create Investment Group to Develop Spec or Stock Homes; and,

Stakeholder citizens should be encouraged to create an Investment Group of some type in order to build spec housing in Indianola. Many times, people are afraid to construct a new home on their own; however, if a group of residents was able to make a group investment, it would prove beneficial for existing and potential residents as well as provide some relief for the housing market. If the home can be marketed and sold prior to completing construction, it is more desirable for the contractor, investor, and homebuyer. The homebuyer is then able to personalize the home to fit their needs, the investor is able to get their return, and the contractor is able to work with the homebuyer to finalize the home based on their wants and needs. Therefore, it is encouraged to market the home prior to and/or during construction so the home does not sit on the market past finished construction. This may also be an opportunity to develop “plain stock housing” to create a more affordable construction option which would then allow homeowners to personalize and complete updates when it best suited them.

Locate Areas for Future Residential Development.

The City should use the Future Land Use Plan Map in the Comprehensive Plan to establish target areas for all types of residential development including large lots, single-family homes, transitional housing, and other types of medium-density rental housing in order to fill all of the needs within the community. Although the City may not need to develop additional residential subdivisions at this time, it is important to target areas that are attractive for residential development in order to plan for growth and development in Indianola.



Promote Commercial Development & Economic Development Opportunities

Making commercial sector improvements and providing opportunities for increased commercial development is another priority goal for Indianola's stakeholders. The City is home to several services and businesses that greatly attribute to the quality of life in Indianola. Because of Indianola's geographic location, the community faces certain advantages and challenges for attracting and retaining commercial services and businesses. Commercial goals, determined by Indianola's stakeholders, include developing shovel-ready sites for new commercial development, focusing on business retention and expansion, and improving overall community marketing (discussed in a separate goal).

Commercial development is so heavily hinged on attracting private investors/business owners; therefore, it is essential for the community to constantly work on attracting new businesses in order to grow the tax base. The Local Option Municipal Economic Development Act (LB840) is an Economic Development tool available for economic growth and development; however, it must be voted on and approved by Indianola's residents. LB840 allows a community, once approved by voters, to utilize a portion of sales tax dollars for economic development purposes. This provides the City with a financing tool to fund existing business needs, the development of new business start-ups, and economic development site improvements. Tax Increment Financing (TIF) is another economic development financing tool, which is attractive to business owners and developers because it can help pay for infrastructure costs associated with new development. New commercial development will create more job opportunities which in turn, will attract new people to Indianola and increase the City's tax base. Developing relationships and resources, such as TIF and LB840, is beneficial for private developers and existing businesses.

Promoting and marketing Indianola's assets, needs, location, funding sources/incentives, and land availability will be key to attracting private investment. One statewide source the City can utilize to share land and building availability information as well as a community profile for possibly attracting new businesses to the community is Location One Information Systems (LOIS). LOIS is an online database used by the State of Nebraska, as well as many other states, to share current information with potential businesses. For example, an owner wanting to expand his manufacturing business could look at LOIS's website and search for the specific requirements necessary for his business including location, land availability based on size, availability of public utilities, etc.

Recruitment of new businesses should be based on the feasibility of the business being successful in the region as well as how it will complement the existing industries, such as the agriculture sector which is vital to the progress and growth of Indianola. Agricultural-based businesses are the largest in the community, expanding this sector with complementary businesses could benefit the City and existing agricultural businesses. As potential businesses examine Indianola for a location, the City should consider how these developments might impact existing businesses within town. To ensure existing businesses have the opportunity to expand, new businesses will need to complement the existing economic industries in Indianola.

Because of the limited space available in the Downtown District, vacancies should be filled by retail and/or basic service sector businesses. Larger companies or service businesses providing a unique service may best fit along the Highway 6/34 corridor on the outskirts of the community. Developing along Highway 6/34 can be viewed as daunting because it is a challenge to encourage development of commercial space while keeping an aesthetically pleasing corridor. Possible commercial businesses could include a car dealership, truck wash, implement dealer, or a strip mall to provide space for the service sector businesses or offices and possibly manufacturing or light industrial businesses like grain or bulk fertilizer storage. Highway 6/34 and the railroad provide additional opportunities for commercial and light industrial development.



Knowing the value of the land and promoting or marketing it to companies is important for the successful growth of Indianola. Through the process of preliminary site design, it is important to understand if the area can be served with utilities and how those utilities will get there, but it is also important to leave some of the land planning and development open for change; therefore, the land can be visualized and developed to best fit the needs of the business or developer.

Putting efforts towards marketing Indianola outside of the community is just as important as it is to promote and market within the City. It is the best way to inform potential residents and investors about the positive aspects of the community and is a way to remind local residents what it takes to be a self-sustainable community. Promotion and marketing is an important step for officials and local committees or groups to take in order to stimulate commercial development. Residents and City leaders have discussed the option of creating an Economic Development Director position. Stakeholders feel it is important to have someone responsible for completing tasks that include establishing a Business Retention & Expansion program, working with current and potential business owners, overseeing local resources for economic development purposes, and many more necessary tasks that would promote economic development opportunities in Indianola. Some of the other steps for City leaders to take include partnership development and creation of relationships that support funding resources available in the area including regional, state, and federal agencies that may be useful. The Future Land Use Plan Map gives developers and City decision-makers a plan to follow. It allows leaders to make informed decisions and ensures everyone is working towards the same goals.



With economic development, it is important to remember that not all industry sectors would be self-sustainable businesses in Indianola. Indianola should take advantage of its location on Highway 6/34 and the high average daily traffic volumes, which provides many commercial opportunities for the community. Therefore, marketing shovel-ready sites to potential businesses along the highway is important for large scale economic development opportunities. But the community cannot forget to encourage entrepreneurship and provide incentives and areas for business growth for small businesses that are typically best suited in the Downtown District.



In order to promote commercial development and economic development opportunities the City should work to meet the following objectives:

Evaluate the Need to Hire an Economic Development Director;

The Economic Development Director position would be a new position for the City of Indianola. The goal is to have someone focused on economic development tasks for the local community. The Director would have the sole duty of improving economic development opportunities and promoting commercial development in Indianola. They could report to the City Council, the local Chamber of Commerce, an Economic Development Board, or a combination of the three. City leaders need to evaluate the need for the Director position and follow-through with a hiring process, if necessary. Combining efforts with a nearby community may be another option. This option would allow two communities to share costs and the Director could focus on economic development within both communities through a clearly-delineated interlocal agreement.

Target Areas for Prime Commercial Development;

The City should work to target areas of land for prime commercial development. This land should have access to the larger transportation network including Highway 6/34 and the railroad. Visibility and land availability are important aspects for commercial business ventures; therefore, they should also be important factors when locating prime commercial and light industrial real estate. This land should be close to the existing corporate limits and public infrastructure and adjacent to existing commercial and/or light industrial businesses. Once areas have been targeted for commercial development, the pros and cons of allowing other types of development on the property should be heavily weighed in order to prevent unnecessary development sprawl.

Establish Effective Business Retention and Expansion Program;

Meeting attendees, during public input sessions, voiced their opinion on the need to promote job retention and creation. An effective way to fulfill these needs is to work closely with local businesses and work to retain existing businesses. Establishing an on-going Business Retention and Expansion (BR&E) program is essential to maintaining relationships with business owners. This will open lines of communication between the City and businesses and help the City understand and prioritize employers' needs. The focus should be to meet with all business owners on an annual basis; each of these 'interviews' or conversations should be recorded and formatted so there can be a maintained database. This helps ensure the City knows the needs of business owners so the City can help recruit employees when needed, can help with any expansion needs, can help search for possible grant funding or other development resources, and can assist with succession planning.

Job and Employee Recruitment;

The City of Indianola should market the community to potential business developers and while the City is working to recruit new businesses they should also work with employers to determine their desired employees in order to recruit personnel to the community. Businesses and City officials should work together to market the community to needed employees and additional businesses that could improve the economic climate in Indianola. By working together, it would be easier to market and recruit for a variety of positions which will help fulfill the needs of employers in the community as well as to recruit potential businesses. This collaboration would show a strong support system within the community between existing businesses and the City. This level of support and a growing economy would be an attractive quality when a business owner is looking to relocate or open a new location.

Strive towards Downtown Revitalization;

To fulfill the capacity of any Downtown District, the District should have a unique neighborhood feel. Ideas for creating a distinct appeal for the Downtown District would result from a Downtown Revitalization Plan. This plan would give the City ideas on aesthetic improvements, traffic and pedestrian flow, parking, and potential residential opportunities. There are grant funds available to help communities develop, plan, and make improvements within their Downtown Districts. The grant program is a two-phase grant, with the first phase of the grant funding the development of a Downtown Revitalization Plan. This Plan acts as a guide for development in the Downtown District. By following NDED's guidelines for Downtown Revitalization and seeking grant funding for the planning process through the State, a community also gains the opportunity to apply for Phase II funds, which has historically been \$350,000 for physical improvements in the Downtown District which were outlined in the Downtown Revitalization Plan. Downtown improvement goals include façade, aesthetic, drainage, wayfinding, and pedestrian accessibility improvements, to name a few. A Downtown Revitalization Plan will provide an opportunity for residents, business owners, and City leaders to share thoughts, ideas, and determine priorities for improvements.

Market Prime Commercial Real Estate to Potential Businesses and Developers;

Areas identified for prime commercial real estate should be marketed to potential businesses and developers. A database of existing commercial and light industrial sites should be created for the City to attract new commercial ventures. It is important to utilize all marketing sources available, especially online sources because they reach a broader market. The City should not only market each individual site, but also the City as a whole including what it has to offer for potential businesses. This may include local, regional, or State development incentives. Location, lot dimensions, current zoning, ownership, availability of infrastructure, connection to the transportation network, and potential costs along with development incentives should all be marketed to potential businesses.



Develop Annexation Plan of Prime Commercial Real Estate;

Any land targeted for prime commercial development that does not fall within the existing corporate limits boundary should be analyzed for possible annexation. Having commercial property within the corporate limits is important to help expand the tax base for the City as well as being able to offer certain development incentives such as Tax Increment Financing to potential businesses. Also, if a new business wants to utilize public infrastructure, it is essential then, that the business is located within the corporate limits.

Complete Blight & Substandard Analysis of Prime Commercial Real Estate; and

Completing the Blight & Substandard analysis is important if the City wants to offer Tax Increment Financing (TIF) as an incentive tool for new commercial development. It is imperative to complete a Blight and Substandard Study prior to any commercial development taking place or TIF cannot be used on the site. Therefore, the City should consider meeting this objective prior to marketing the prime commercial real estate.

Align Development Incentives from Local, Regional, and State Sources.

Aligning development incentives for all sources including local, regional, and state could help attract a potential business to locate in Indianola. When marketing any real estate, the City should also show what development incentives are offered in the area. When developers are looking to locate a new commercial business venture they also consider how development incentives can entice them to select a certain location. Having all development incentives labeled easily and readily available for businesses to analyze and utilize will be helpful when encouraging development in Indianola.

Further Enhance Amenities/Promote Tourism

Indianola has many amenities to offer its residents and visitors; however, residents and community stakeholders realize the value additional amenities can add to the quality of life in the community. Below is a list of potential amenity enhancements that will focus on quality of life, recreational opportunities, and tourism. Indianola has determined several goals and objectives throughout the past year working on the City's Comprehensive Plan. Many goals are tied to the quality of life for Indianola's residents. Community amenities are crucial to the quality of life for every person within the community and many community amenities also help attract visitors. The items listed below do not cover all of the possible improvements that may be needed or desired in the future, but these goals or ideas were discussed by residents at the several public input sessions conducted during the planning process of this Comprehensive Plan.

Based on the public input sessions, Indianola's residents discussed issues and concerns with the condition and lack of sidewalks in the community. Improving the sidewalks and following ADA compliance guidelines is an important goal for the community. A sidewalk inventory should be used to analyze areas in need of sidewalks and existing sidewalks in need of repair. An estimated 68 percent of the platted community is currently lacking sidewalk infrastructure. Condition of the existing sidewalks and presence of ADA ramps has not been evaluated; therefore, a sidewalk inventory would be an important step to understanding the overall needs for pedestrian accessibility improvement.

The sidewalk inventory would analyze each sidewalk and ramp (or lack thereof) to determine the overall needs for the community. The City could then formulate a plan for improvements including construction of new and improving existing sidewalks. These improvements require funding as well as support from the residents of Indianola in order to turn into actual results. An idea for implementing a program feasible for the City to utilize would be to create a cost-share program between the City and the property owner to split costs for the new improvements. Some financial assistance may entice residents to partially fund the development of ADA accessible sidewalks. The City could budget a set amount each year and residents could apply for funds out of the budgeted amount to assist in making these improvements throughout the City. Pedestrian accessibility throughout the community is important for residents especially between key features in the City such as the swimming pool, school, the downtown district, medical facilities, the public park, the Library, etc. To improve accessibility for all pedestrians the City must continually work to make these improvements a priority.



Hike/bike trails will also improve pedestrian accessibility. Trails were discussed during public input sessions as a desire for community. An obvious attraction to hike/bike trails is the ease of access and use for all ages. Hike/bike trails provide a safe environment for exercising including walking, running, biking, and skating. Hike/bike trails can be constructed in phases; this adds to the appeal of developing an amenity that can continue to grow and expand for residents. A phased trail map would need to be determined, which would ideally minimize intersection and driveway crossings to ensure a safer trail route. It is also beneficial if the trail can connect key points of interest in the community, i.e. the school, existing parks, new subdivisions, the Library, etc. One location discussed by residents was the levy located on the west side of Indianola. On top of the existing levy would provide a scenic location for a hike/bike trail with minimal intersection and driveway crossings. The levy passes the elementary school and ball fields, providing secondary pedestrian access to both locations.

Residents consider the swimming pool a strength for the community, and an amenity they wish to keep; however, due to the age of the facility the pool could benefit from upgrades. The City will need to continually assess the condition of the pool and complete maintenance and updates, as needed. A Pool Study should be completed to determine any existing functionality and compliance issues. The Study would also provide cost estimates for needed updates and examine the possibility of completing a major renovation or building a new facility.

Another amenity that is becoming more popular in Nebraska communities is a splash pad. A splash pad is desired by many residents in the community because it is a water feature without the large price tag of a new swimming pool. Splash pads can be designed with specialized areas suited to each age group. These specified bay areas, allow for a safe play environment for everyone. Splash pads provide community enhancement as well as a healthy way for families to play safely. A couple of positive functional attributes to a splash pad are that they do not require lifeguards and they are designed to have the ability to regulate when features are able to be used.

The City has one ballfield located on the west side of the community. The field is used regularly during warmer months and serves as an amenity for many age groups. Facility and equipment upgrades such as bleachers, dugouts, fencing, score boards, lighting, infield and outfield surfacing upgrades, batting cages, restroom facilities, concessions, scorer's box, etc. may be needed in the future. Maintaining the existing ballfield is important; therefore, updates and upgrades should be completed, as necessary.

Indianola has a variety of playground and picnic equipment to suit families and children of all ages. Existing park equipment should be periodically monitored to determine times for improvement or replacement, ensuring Indianola's park is a safe environment for children to play. In the future, it may also be a goal for the City to add additional playground equipment or create an additional "neighborhood" park. Playground equipment can be developed to fit different age groups, it is ideal for the City to have options for all ages. Updating, replacing, or adding new equipment to fit the needs of the community should always remain high on the recreational priority list.

Through public input, residents also shared their desire for the addition of tennis courts and the possibility of adding sand volleyball courts and a disc golf course. These recreational amenities are attractive to many different age groups, including junior high and high school students which would provide another safe opportunity for an activity that may be desirable to them.

All public restroom facilities should comply with the Americans with Disabilities Act (ADA) to ensure accessibility for all of Indianola's residents and visitors. An evaluation of public facilities should be completed for the City to effectively budget and plan for the improvement and removal of any physical barriers in public places including recreational facilities. Such updates require planning to ensure funds are available to complete the tasks and guarantee compliance with ADA design guidelines and regulations. The design guidelines for ADA compliance were updated in 2010; the City is aware of these regulations and is working hard to solve any issues.

Residents would also like to see an indoor archery range, which would be attractive to a large age range and could draw people to Indianola because indoor archery ranges are more unique than some of the other recreational items listed.

One of the larger recreational goals for Indianola, is the addition of a fitness center. Residents would like to have a place they could access 24/7 for weight lifting and cardio exercise. Finding an ideal location and funding for this goal are the first steps. Other possibilities within the fitness center would be a walking path, basketball/volleyball court, shower/locker rooms, and possible meeting space.

Vibrant, colorful landscaping helps draw people to an area, and creates a positive first impression. Not only does landscaping add beauty to the parks, but it is also an opportunity for residents to volunteer their time and talent in order to keep the parks beautiful. While considering landscaping improvements, stakeholders should also consider options to add shade trees or structures to areas in need, i.e. near bleachers, at the swimming pool, or near parking. This can help protect and provide relief from the summer sun for visitors of the park.



In order to expand community amenities and promote tourism in Indianola, the City should work to meet the following objectives:

Establish Locations for Each Amenity;

With a long list of goals for additional amenities in the City, residents should devise a plan locating each amenity. Proximity to other community amenities, the general public, and access/visibility for visitors should all be taken into consideration when planning for locations of community amenities. Once each goal has a proposed location it will be simpler to establish a plan for development.

Prioritize Projects;

Because the City has many goals for additional recreation and service areas, the City should work to prioritize the list of goals. Once priorities have been set, the City can work with community groups to establish a plan for implementation. It is very important for the City to establish their priority projects in order to be effective with implementation of the goals outlined in this Plan.

Designate Group(s) to be in Charge for Each Project;

It should not be the City's entire responsibility to complete all of the goals outlined in this Plan; therefore, the City should work with community groups to determine which groups will be responsible for specific projects. Once groups are set with their associated goals they can begin to implement projects based on the timeline determined by the City and community groups.

Engage in Marketing Efforts; and

The City, as well as other determined community groups, should market all amenities and attractions in the community to draw people to Indianola. This is also beneficial to remind all of the community's residents about the wonderful benefits of living in Indianola. Marketing objectives are outlined on the following pages. These should be completed to help educate and inform existing and potential residents and visitors about the things Indianola has to offer.

Formulate Timeline/Funding Options.

Because so many groups will be involved in the development of community amenities, a timeline should be created based on priority projects and funding availability. This timeline should be followed by the City and all community groups involved. Funding options, including grant opportunities, should also be determined. Typically, grant applications can only be submitted by one community for one project; therefore, it is necessary to determine which goals meet the grant application requirements and determine how each goal will be funded. Currently, there are a few grant opportunities available for different community amenities; however, these grants are highly competitive and are not available for all types of projects. It is important for the City to have other sources of funding for amenity development because grant funds may not be available or accessible.

Develop Marketing Campaign

Creating a community brand and marketing a brand to existing and potential residents and visitors is important when developing an image. With all Indianola has to offer, a marketing campaign needs to be implemented to showcase land availability for residential and commercial development as well as quality of life with existing amenities. The marketing campaign should promote to both existing residents and to the outside world.

The City, or a possible future Economic Development office, should also focus on marketing to its own residents. A “shop local” campaign could involve many different marketing strategies to reach various community members. Marketing the City to existing residents is sometimes just as important as marketing to potential visitors. A shop local campaign could consist of yard signs, placement reminders at restaurants, or participation in “Thankful Thursdays” when residents are encouraged to show their support and thanks to local businesses.

Social media marketing is one way to share information with existing residents while also marketing the community to potential residents and visitors. Online marketing is a quick and almost instant way to share information. It is also accessible almost anywhere for most people. In today’s society, people want instant information and one way to provide that is by maintaining a strong web presence and promoting the City and its amenities, including both public places and private businesses.

Marketing the City should be an on-going effort made in part by the City of Indianola with the assistance of local businesses. The idea is to inform the surrounding area, as well as visitors passing through, of the wonderful amenities the community has to offer. Indianola truly has a lot to offer to its residents and visitors; however, sharing that information is the only way the City will be able to capitalize on that fact. Social media and other internet sources, regional or State-wide visitor’s guides or magazines, and marketing brochures and materials are just a few of the ways the community can get the word out about Indianola.



In order to develop a marketing campaign for Indianola, the City should work to meet the following objectives:

Develop a Brand;

By developing a brand for the City to use to market itself, it has an image that can be identified by residents and non-residents alike. Branding and marketing a community is becoming more important with today's society. The brand needs to be instantly recognizable and be representative of the entire community. Developing a brand could include a logo, slogan, color scheme, and theme to represent the community.

Establish Responsible Roles for Marketing;

As with community amenity development, not all of the marketing should be left to the City. Other community groups such as a Chamber or Economic Development Office should also be instrumental in marketing for Indianola. These groups, along with the City, should work to establish roles for marketing.

Create Marketing Pieces;

Using the brand developed for the City, marketing pieces should be created to utilize online as well as for posters, videos, brochures, etc. Thinking comprehensively to hit all targeted areas is important when creating marketing pieces. It is also important to continually update the marketing pieces to ensure current information is being utilized and the pieces look modern and up-to-date.

Establish Helpful and Inclusive City Website;

A fully-inclusive website is beneficial for existing residents, new residents, and visitors. The website should be up-to-date, with various information regarding City functions. A few examples for types of information for the website include new resident information, land and construction availability, utility details, and City staff and City leadership information; local planning and zoning documents; community business inventory and economic development information; community functions and events; and local pictures of the City and its residents. It is important for the website to match the determined theme and branding. Most importantly, the website should be continually updated to ensure it has the most accurate information.

Maintain Updated Social Media and Other Online Marketing Materials; and

Social media can be thought of as a way to get information to a large amount of people in a short amount of time. Also, social media sources such as Facebook and Twitter are free resources to use for marketing and most likely a majority of the community's residents and visitors use some form of social media. Other online marketing tools should also be considered in order to effectively reach potential developers or business owners and show what the City has to offer.

Market within Indianola.

Marketing within the City itself is also important. Signs, similar to a shopping mall directory, could also be placed at key points of interest in the community to display other amenities or businesses in Indianola. It would serve as a map showing other possible areas to visit or things to do in the community. Developing a "shop local" campaign to market to residents and encourage them to support local businesses is important to the success of businesses in the community.

Enhance Highway Corridors & Community Beautification

Highway corridors and overall community beautification were discussed during the public input sessions held for the Comprehensive Plan. Unappealing highway corridors can provide visitors with a bad reflection of what the community really is and what it has to offer. After an individual has lived in a community for several years, one starts to overlook the negative aspects or the visually unappealing areas. However, a gateway entrance and highway corridor is Indianola's first impression and marketing opportunity to visitors. In order to improve the corridor through town, adjacent property owners will need to be supportive and understanding of Indianola's the overall goal.

There are many different ways to create beautiful corridors. Typically landscaping, lighting, signage, and screening are the main projects involved. A Highway Beautification Committee could be created or an existing community group or board could help drive these projects and/or volunteer their efforts for beautifying the highway corridor through Indianola. It will be important to achieve continuity in the aesthetics of all improvements. Having a plan or visuals in place before making any changes will be important to stimulate public support and develop a cohesive look to match the City's brand. There is no right or wrong answer to how this process will unfold, and it will be up to the community to determine the best method.

It is up to the City and their citizens to make final decisions for the vision of their community; however, this vision should encompass the entire community for all beautification projects as opposed to having a mixture of several different "looks" or products used. Beautification is important throughout the entire community not just the highway corridor, so any ideas or themes could be carried into the Downtown District, public parks, or residential neighborhoods. If the City works to beautify the community and its highway corridor, it may spark the desire in residents to keep their properties clean. General property up-keep can be enforced through nuisance abatement and conversations with private property owners to encourage general property beautification. Wayfinding signage should also be considered as options for highway corridor improvements. Wayfinding signage will market key points of interest to visitors and it will help visitors navigate the community.

Screening will make the most noticeable improvement due to some unsightly land uses located on both sides of the highway corridors. Screening could also be beneficial for property owners because the screening can act as a sound buffer from the highway traffic. Signage should not only be informational, but also attractive. A cohesive look starting from one entrance sign and carrying through the community to the opposite end creates a distinct appeal and enhances the brand Indianola is developing. Another improvement option could include wayfinding signage to signify and direct traffic to key attractions in the community such as the Downtown District, school, parks, etc. Creating a cohesive, aesthetic plan; forming a group to spearhead the project; balancing partnerships with adjacent property owners, City officials, and other community beautification groups; and aligning funding will be the key steps in beautifying Indianola's gateways and highway corridor.

