

June 14th, 2017

Downtown Revitalization Plan

Town of

Greentown

Indiana

Primary Challenges: Economic Development

1. Competition from Kokomo.

Even steering committee members admitted they do most of their weekend shopping and big nights out in Kokomo. Greentown won't be able to match those metropolitan areas for selection, so it must rely on niche shops.

2. Lack of regional shopping and tourism destinations.

Even small towns can compete for visitors if they offer a unique experience or a group of specific shops. For instance, Nashville, IN, is nationally known for its quaint art galleries. In a more recent example, Kirklin, IN is reinventing itself as a regional destination for antiques. So far, Greentown has not put itself on the "must see" tourism map.



Primary Challenges: Economic Development

Chicken vs. Egg:

Where to start? People won't come downtown in large numbers until there is a greater variety of offerings, but shop owners are hesitant to open new businesses until downtown pedestrian traffic picks up. Breaking this deadlock takes a strategic, long-term plan.

Few Quick Fixes:

Downtown is very small with only a handful of buildings. Some buildings are available, but many of them need considerable work, and business owners are likely to be hesitant about taking a chance on a new store if they have to sink a lot of money into renovation just to open their doors.



Primary Challenges: The Public Realm

General Structural Issues & Observations

- A shortage of street accessory objects exists throughout the town
- Primary rights of way can accommodate tree beds and street appurtenances
- Several pedestrian street crossings are unprotected on Main Street where high volume and fast moving traffic pose risks to pedestrians
- The signalized intersection has pedestrian signals, however, for the volume of highway traffic passing through town, existing crosswalk pavement markings are minimal and not visually apparent to most motorists
- Most crossings do not have ADA compliant curb ramps – the Town should strive to have all sidewalks and ramps meet ADA requirements
- Sidewalk maintenance is an issue: for example, there are locations where pushed up sidewalks present trip hazards
- There are areas within existing streets where water ponds following rain events which allows freezing water to cause accelerated pavement failures
- Signs are needed along U.S. 35/SR 22/SR 19/Main Street to make visitors aware of the Comet Trail, a local greenway that begins at Meridian Street and runs west through the school property and then along the riparian corridor of Wildcat Creek



Key Buildings

Address	Common Name	Est. Construction	Opportunity
115 W. Main St	NAPA	1939	Revitalization
107 W. Main St	Mini Mall	1920	Revitalization
105 W. Main St	Subway	1910	Adaptive Reuse
101 E. Main St	Historical Society Annex	1902-1909	Adaptive Reuse
103 E. Main St	Historical Society	1900	Adaptive Reuse
104 E. Main St	King Chef	Before 1896	Revitalization
106 E. Main St	Down on Main Street	Before 1896	Revitalization
108 E. Main St	Hasler & Stout Funeral Home	Before 1896	Revitalization
113 E. Main St	Main Occasions	1920	Revitalization
115 E. Main St	Greentown Flooring	Before 1896	Revitalization
111 N. Meridian St	American Legion	1900	Revitalization
112 N. Meridian St	City Hall	1924	Revitalization
113 N. Meridian St		Before 1896	Adaptive Reuse
119 N. Meridian St	IOOF	1898	Adaptive Reuse
128 N. Meridian St	Star Theater	1900	Adaptive Reuse



Greentown Building Development Opportunity

Revitalization

Adaptive Reuse

Infill Opportunities



Primary Challenges: Buildings

As observed during the field study, many historic buildings having pronounced exterior details and significant architectural importance. Several buildings have lost historic features:

- second story windows
- awnings and facade detail
- improper façade materials

Storefront windows have been removed or are in need of upgrades.

Vacant and underutilized buildings exist with these needs:

- Structural issues
 - o roof framing
 - o masonry tuck pointing
- covered up or infilled windows



Positive Indicators

- Local groups have a history of successful D-I-Y projects, such as acquiring and restoring two buildings and converting them to the Greentown Historical Society and another resident's ongoing renovation of the old Star Theater.
- Entrepreneurs expressed interest in launching a new hardware store, reusing the Subway after that restaurant leaves and other ventures.
- Recent infrastructure improvements in sewer and water capacity can pave the way for residential and commercial growth.



Concerns

- Declining population and below-average income and education levels.
- A small downtown with limited buildings available. Some of the available buildings will require renovation before they can be used.
- Loss of local business anchors such as Subway and the car dealership.
- The town government's small discretionary budget for additional projects.
- Many communities immediately pursue OCRA construction grants to implement downtown revitalization projects, but town officials will pursue OCRA grants for other important projects. This will delay one key funding option for downtown work.



Strategies

- “We need a simple plan in bite-sized pieces,” one steering committee member said.
- Because there is no immediate consensus on some regulatory steps such as creating historic preservation regulations, further community discussion and education is needed on these topics.
- Creative steps are necessary to keep the momentum going while additional funding sources are explored.



Catalyst Projects: Economic Development

- Firm up partnerships with county wide organizations and other possible allies.
- Take road trips to similarly-sized Indiana towns which have made progress with their revitalization efforts.
- Lead community discussions on revitalization topics such as TIF districts and design regulations.
- Form a local investment group.
- Create a TIF district.
- Bolster the existing grant program.

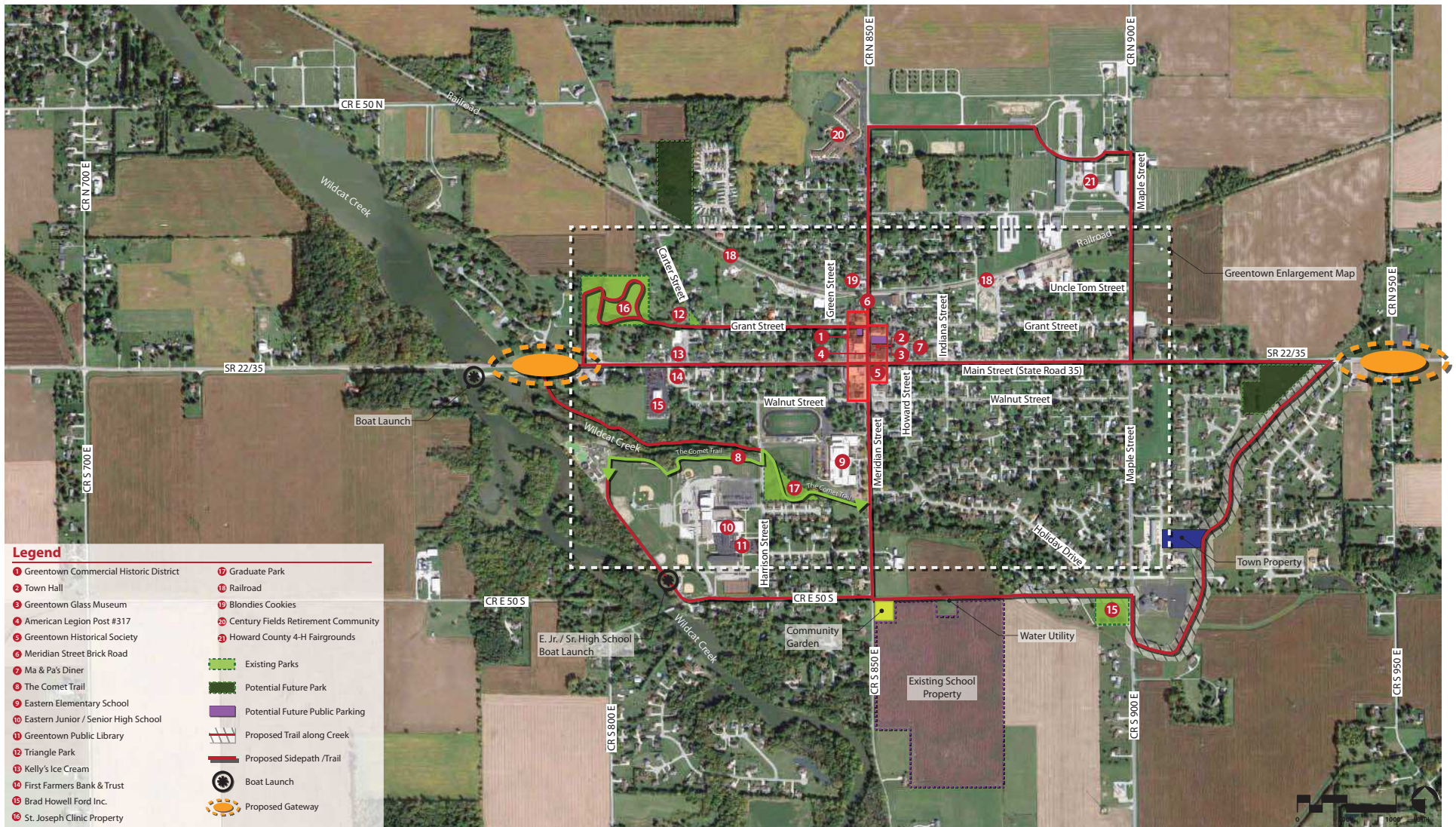


Catalyst Projects: Public Realm

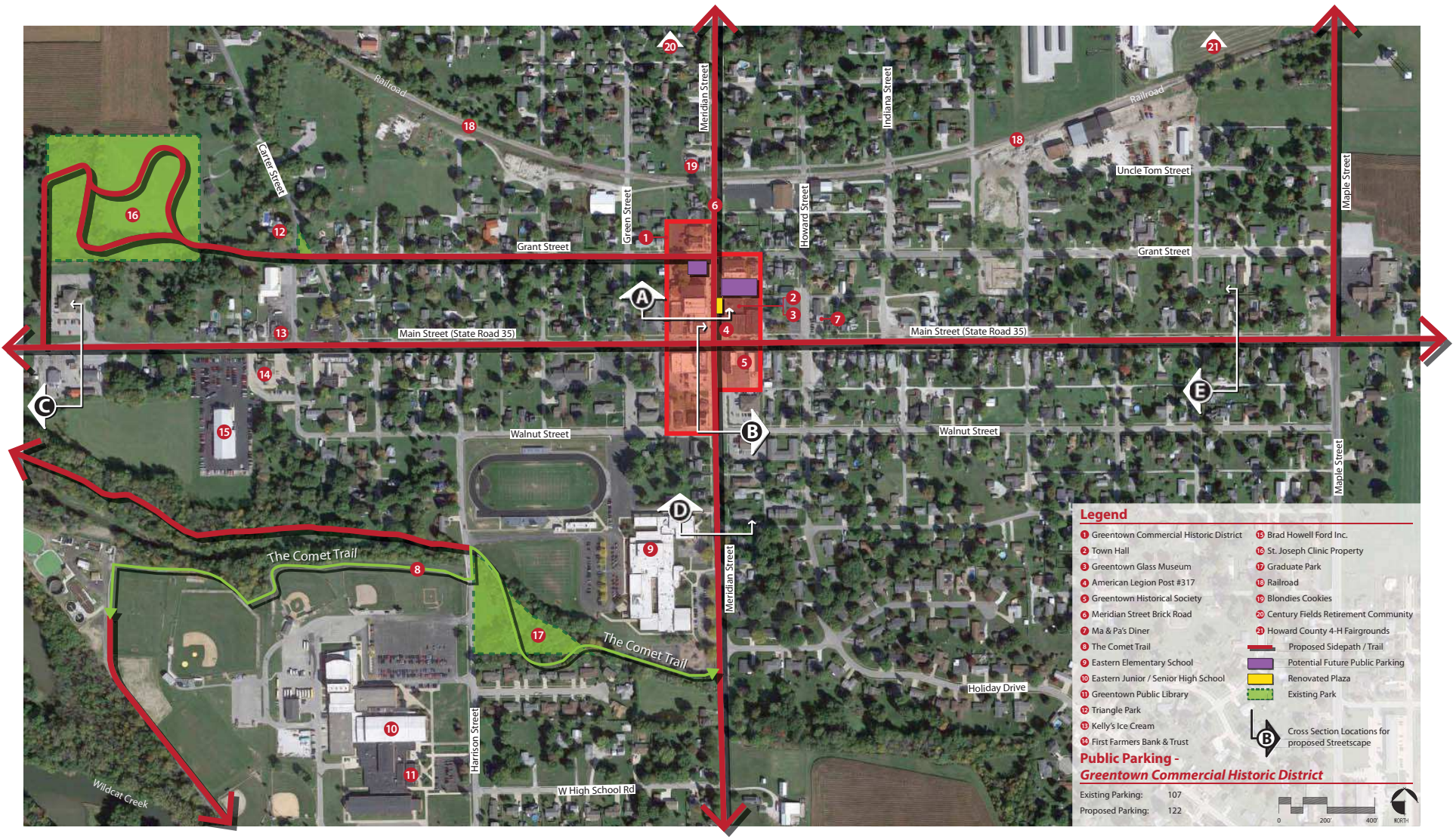
- Gateways
- Pedestrian and Bicycle Corridors
- Meridian & Grant Streets parking lot
- Meridian Street Pocket Park with parking
- Renovated Plaza outside Town Hall
- Meridian Streetscape / Section
- Main Street / U.S. 35 Section
- Wayfinding and Branding



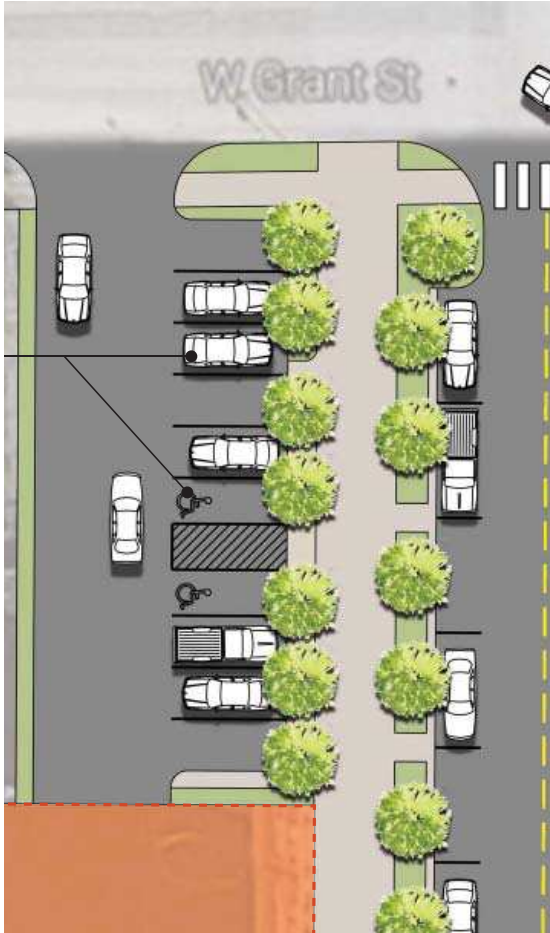
Revitalization Plan - Trails and Gateways



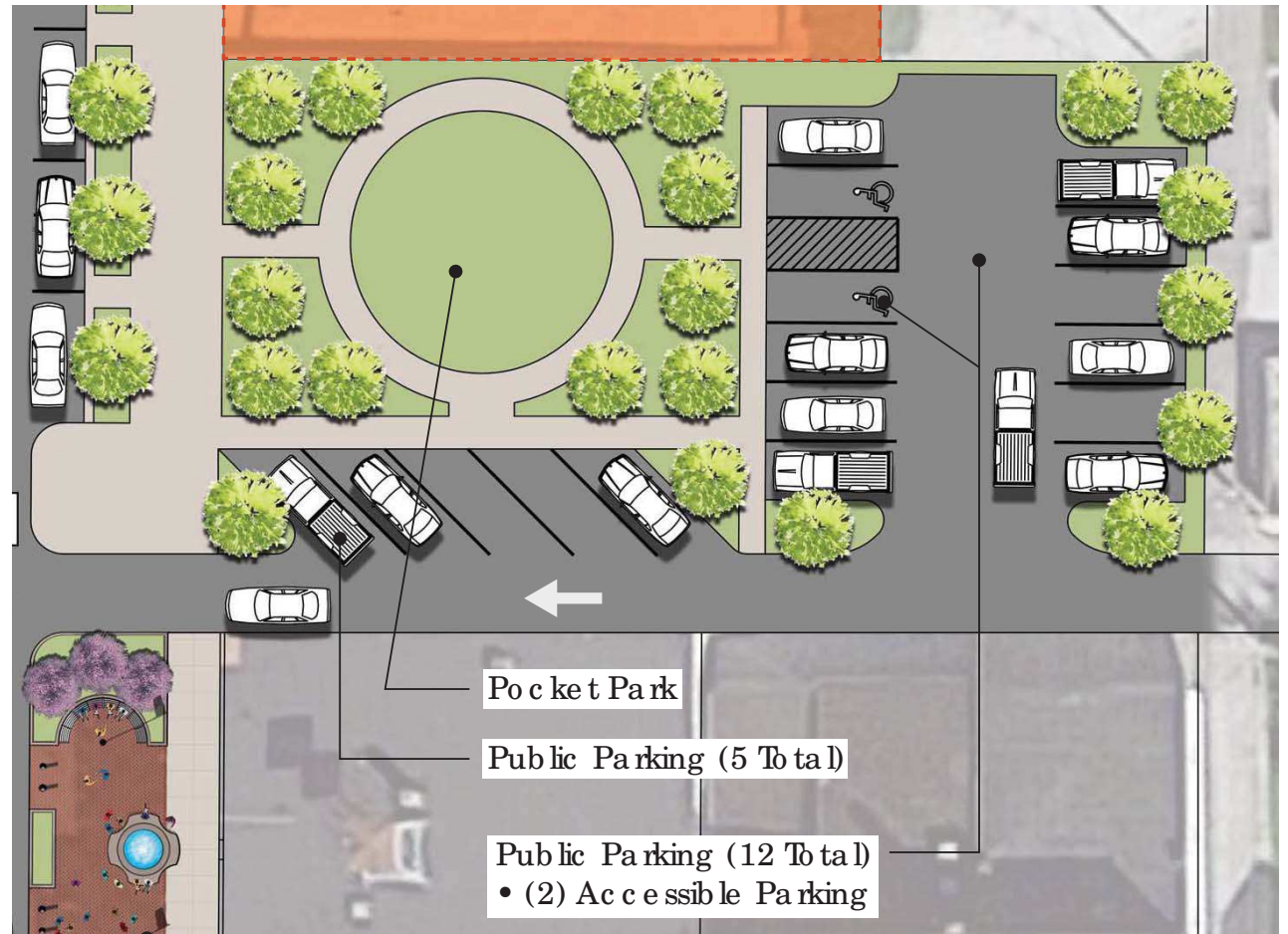
Revitalization Plan - Downtown Pedestrian and Bicycle Corridors



Catalyst Projects: North Meridian Streetscape and Pocket Park



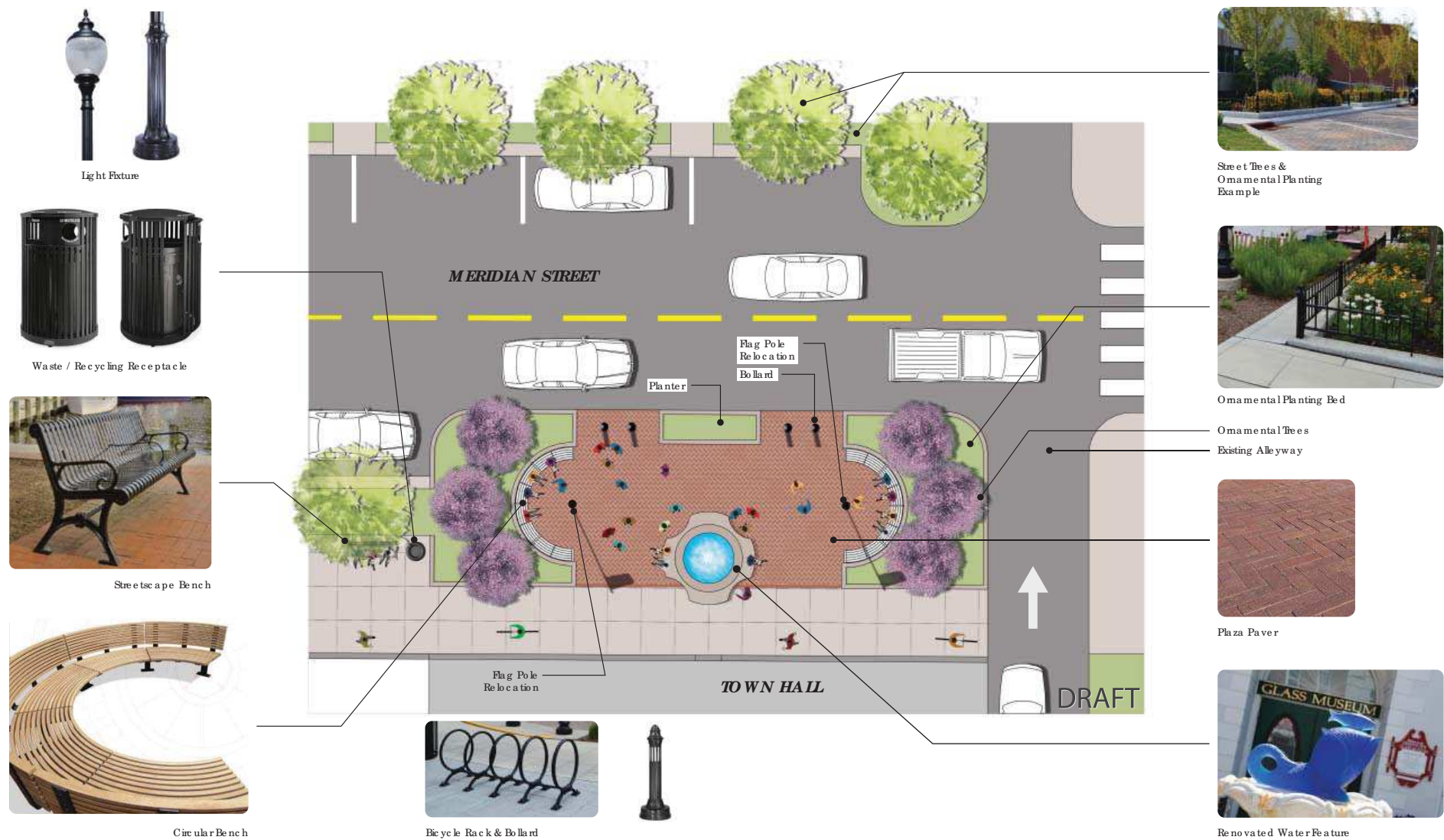
North Meridian Streetscape



Pocket Park



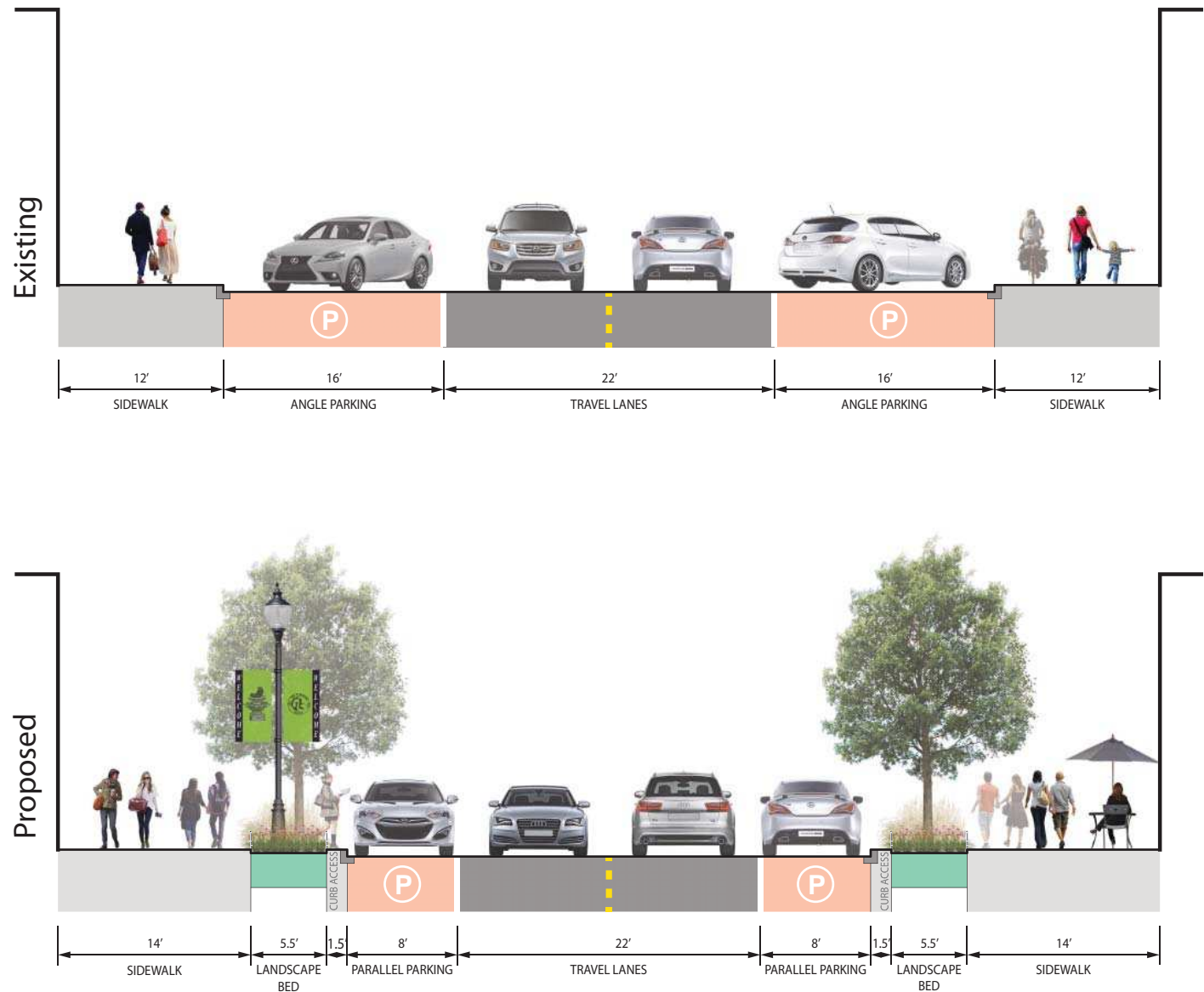
Catalyst Projects: Town Hall Renovated Plaza



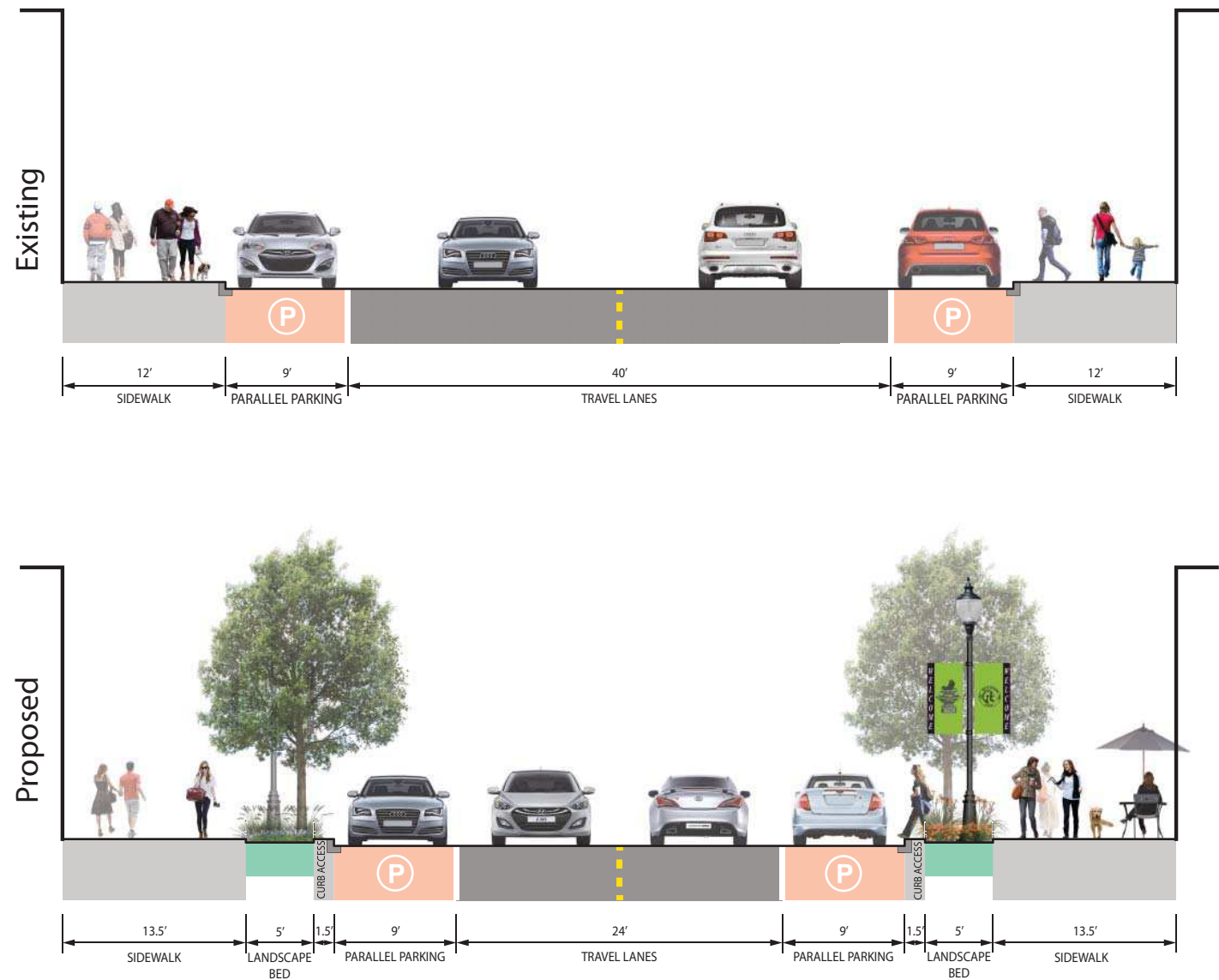
Catalyst Projects: South Meridian Streetscape



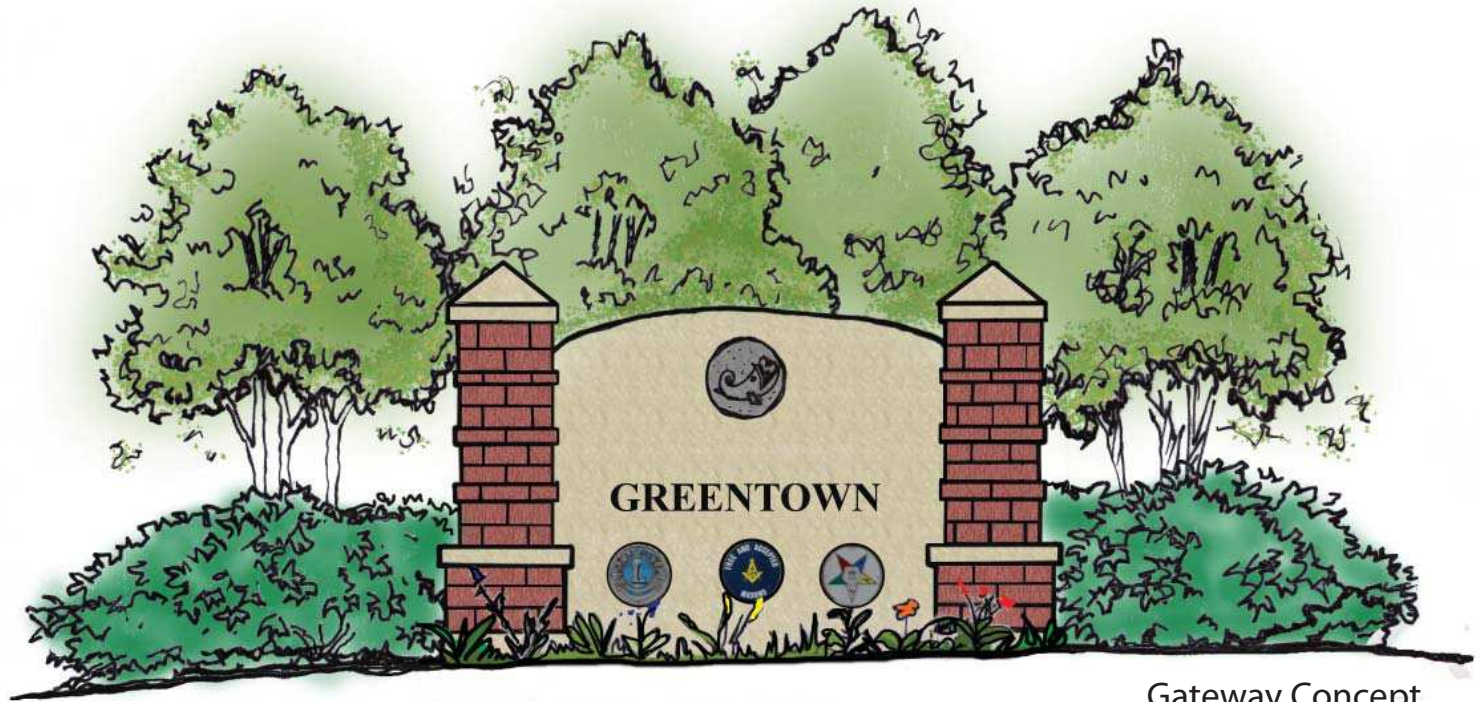
Catalyst Projects: North Meridian Street Section



Catalyst Projects: Main Street Section



Catalyst Projects: Wayfinding and Branding



Gateway Concept



Existing Gateway



Catalyst Projects: Wayfinding and Branding



Catalyst Projects: Public Realm Projects Cost Estimates

Project	Estimated Cost	Notes
Street Reconstruction & Streetscape: Main Street (from mid-block alley to mid-block alley)	\$600k - \$900k	Includes intersection; does not include upgraded traffic signalization.
Street Reconstruction & Streetscape: Meridian Street (does not include Town Hall plaza)	\$1.0 - \$1.5 million	Includes new pavement, storm water utilities, decorative lighting, street appurtenances, wayfinding signage, decorative planter fencing and landscape.
Town Hall Plaza	\$180 – \$250k	Includes decorative hardscape, new fountain basin with restoration of existing fountain sculpture, street appurtenances, lighting and landscape.
Town Pocket Park	\$100k - \$150k	Includes new sidewalk, parking lot, alley parking spaces, lighting, benches and landscape; cost does not include demolition of existing building.
Parking lot at SW corner of Meridian Street & Grant Street	\$60k – \$75K	Includes new asphalt paving, striping, storm sewer, lighting and landscape screening.



Catalyst Projects: Buildings

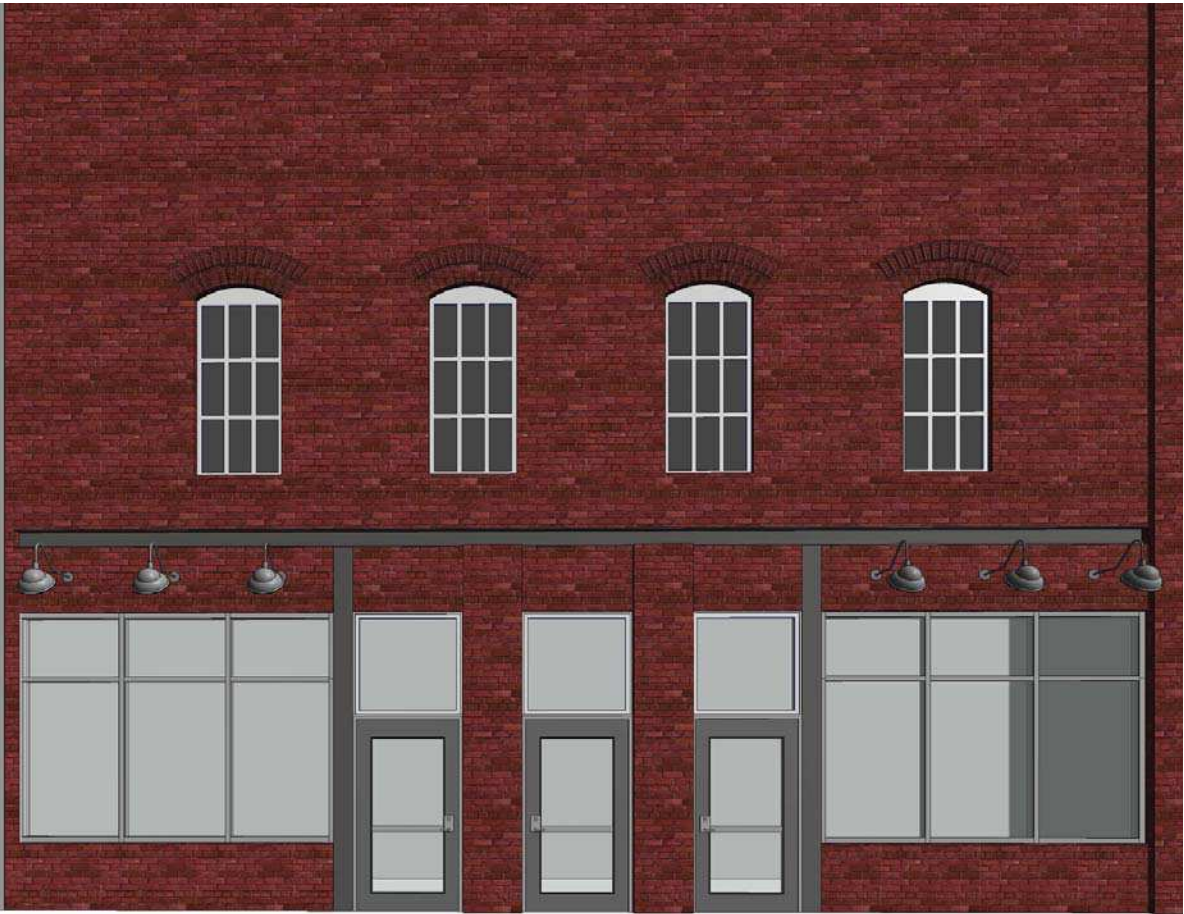
- Define downtown design guidelines and review process.
- 113 North Meridian Street renovation.
- 119 North Meridian Street – I.O.O.F. renovation.
- 128 North Meridian Street – Star Theater renovation.
- 102 East Main Street renovation.



Catalyst Projects: 113 North Meridian Street



113 North Meridian Street - Facade



113 North Meridian Street - Concept Elevation



Catalyst Projects: 119 North Meridian Street - I.O.O.F



119 North Meridian Street - Facade



119 North Meridian Street - Concept Elevation



Catalyst Projects: 128 North Meridian Street - Star Theater



128 North Meridian Street - Facade



128 North Meridian Street - Concept Elevation



Catalyst Projects: 102 E. Main Street



East Main Street - Historic Photo
Courtesy, Howard County Historical Society, Kokomo, IN



Corner of Meridian & Main Street - Facade





Questions?

