

# Downtown Recommendations

October 8, 2014

Please provide feedback by visiting this link:

<https://www.surveymonkey.com/s/R6YWX3Z>



New Vitality  
New Castle

# Vision

“Imagine a downtown that is considered a fresh, vibrant heart of the community. A place of destination restaurants, new creative businesses, downtown living, renovated properties, and public spaces attracting daytime, evening, and weekend energy.”

# Primary Strategies

- A. Create a Downtown core of new activity
- B. Improve impression of Downtown entry corridors and connections to New Castle destinations



# Primary Strategies

A.

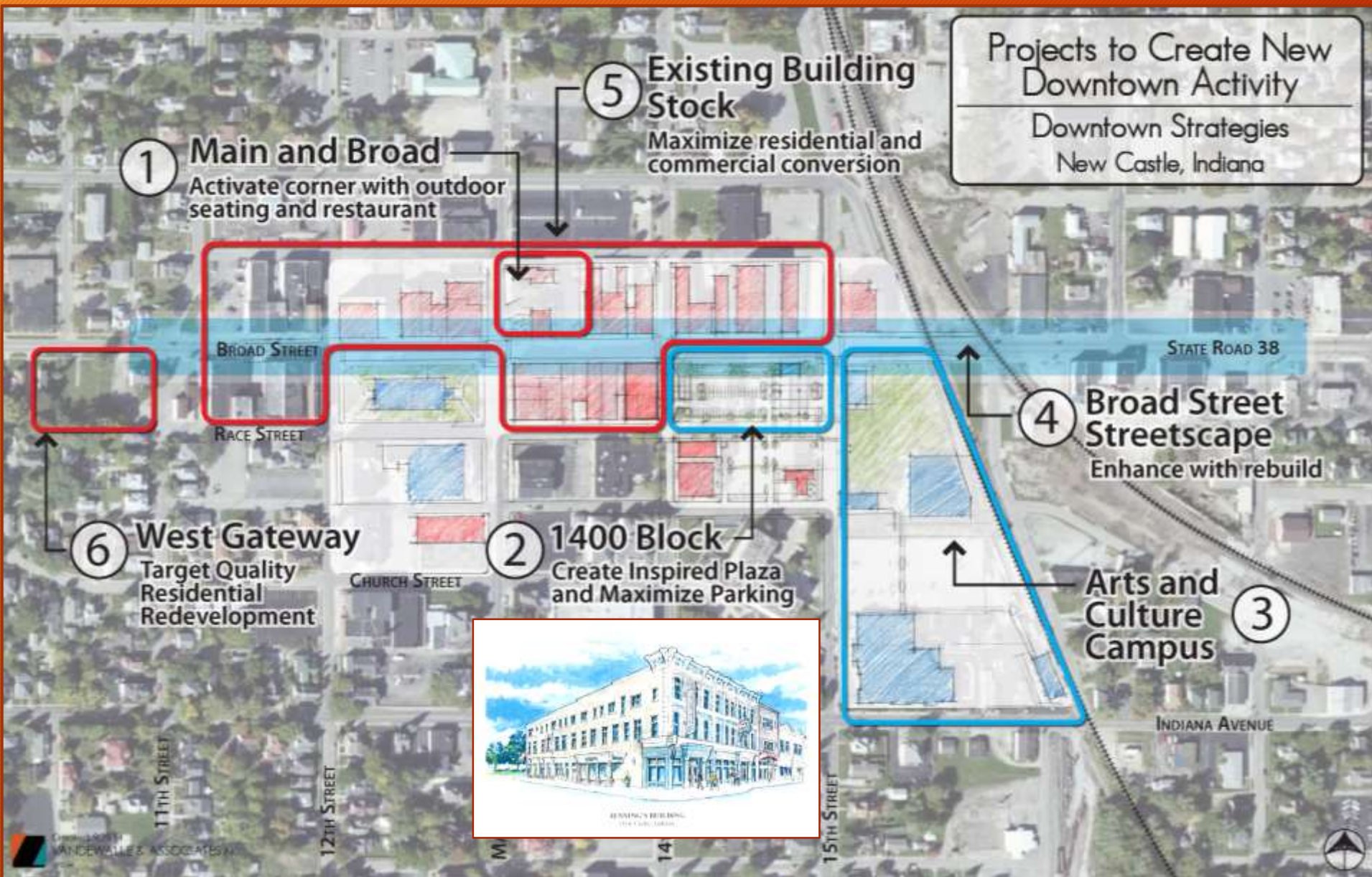
## A. Create a Downtown core of new activity

1. Main and Broad
2. 1400 Block
3. Arts and Culture Campus
4. Broad Street Streetscape
5. Existing Building Stock
6. West Gateway

Activity Centers  
Downtown Strategies  
New Castle, Indiana











# 1. Main and Broad



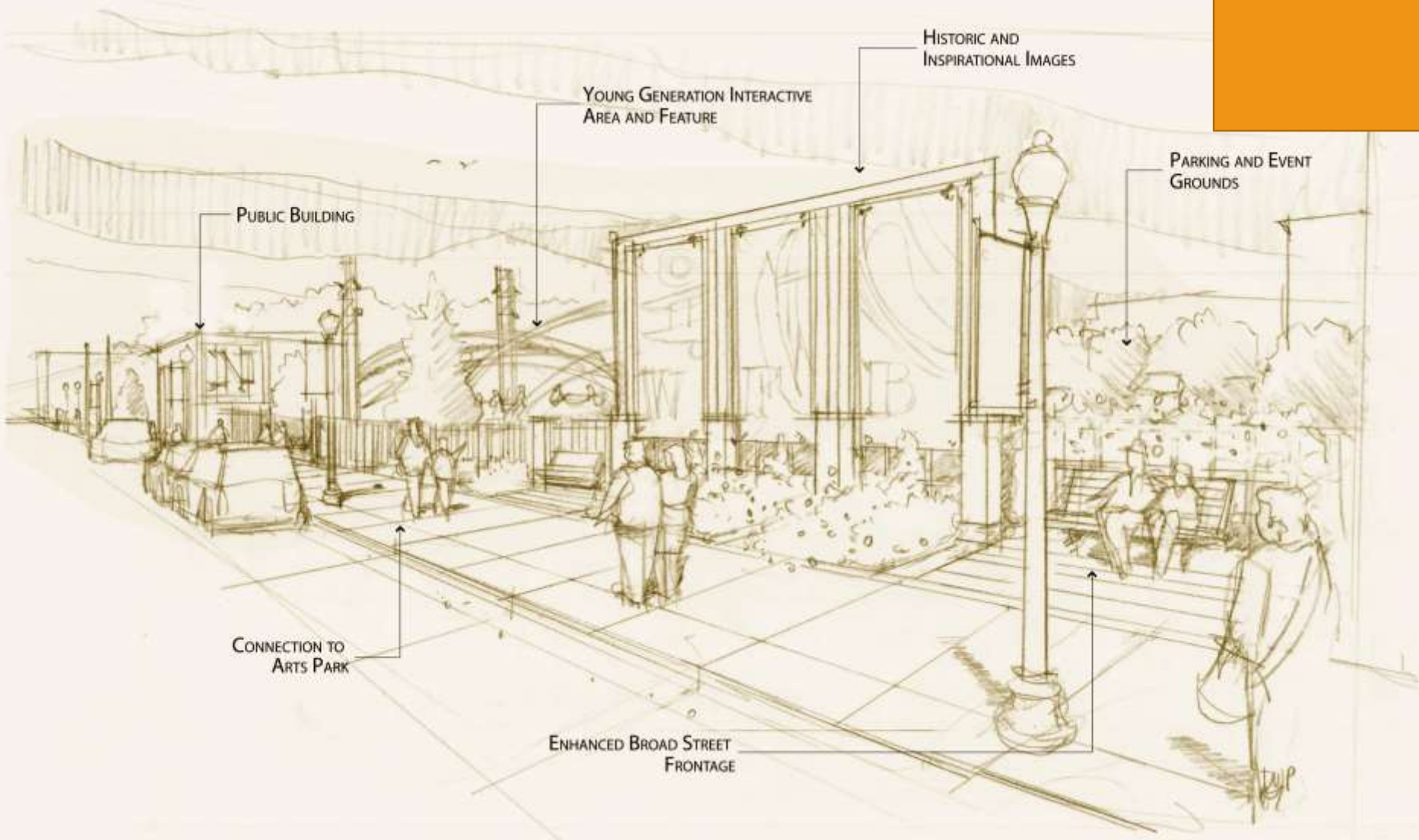




# Main and Broad



## 2. 1400 Block





**Inspiration Park:**  
 -Young generation-oriented  
 -Themed-e.g.  
 -Hometown for those who soared

**Parking:**  
 -For Jennings project residents and restaurants  
 -167-189) parking lot stalls

**Public Building:**  
 -To support events/visitor use

**Enhanced 14th Street Sidewalk Terrace:**  
 -With outdoor seating amenities

**Multi-use Plaza & Parking Area**

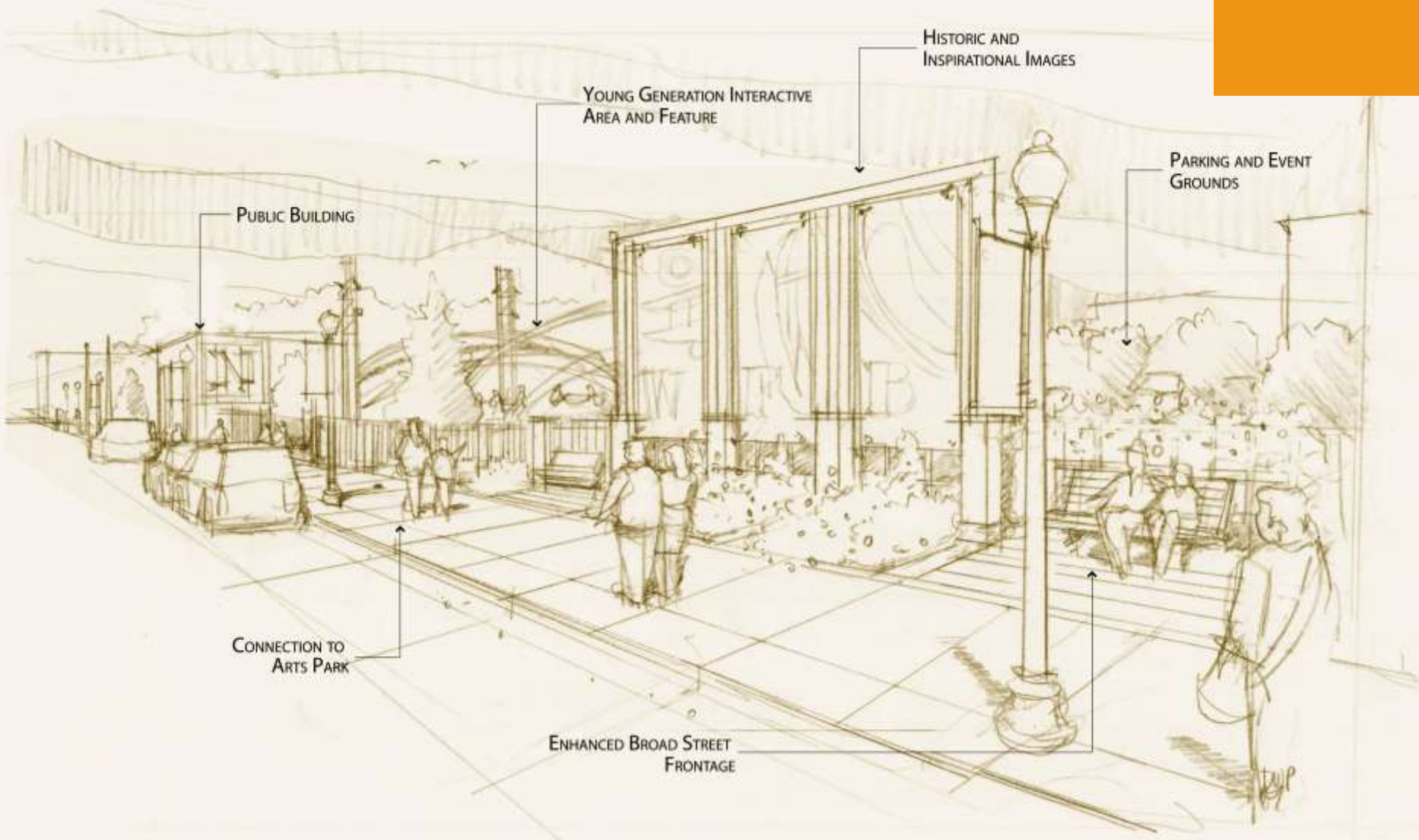


Bike Rack





# 1400 Block





Basketball

# Themes

## Innovation / Machines



Art



Play

Themes



Green



History

DRAFT for Open House Presentation 10.8.14





### 3. Arts & Culture Campus



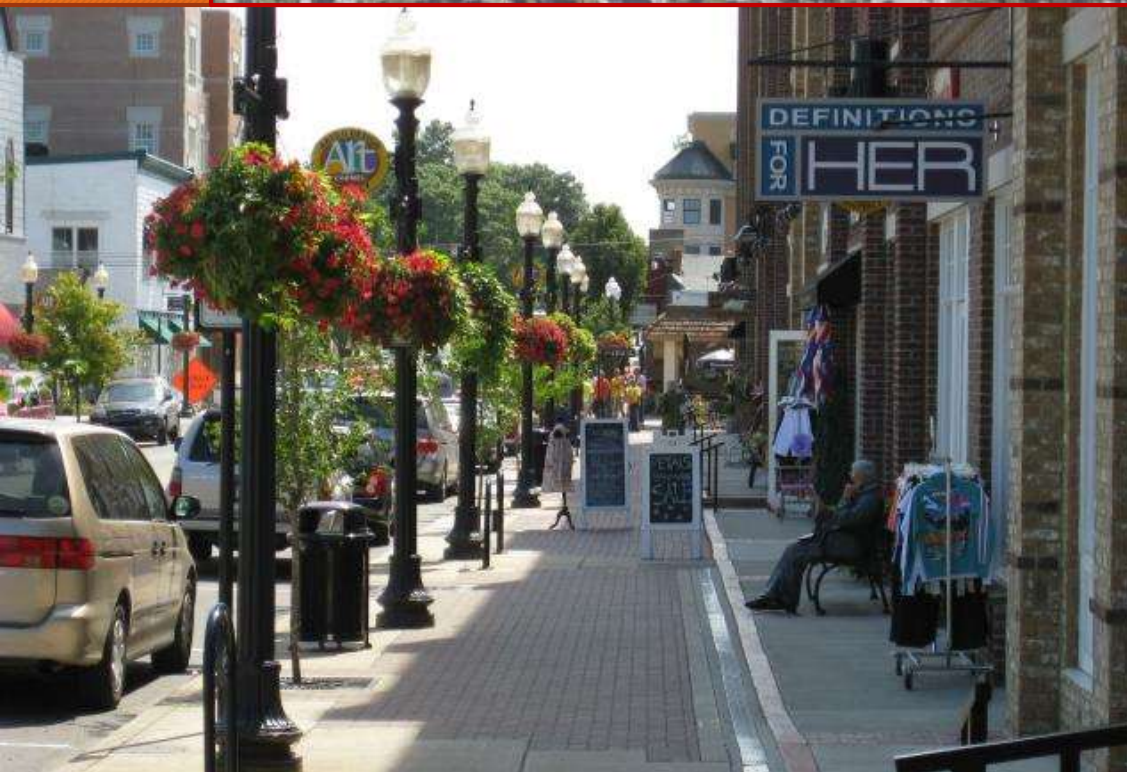
The arts & culture “main street”







## 4. Broad St. Streetscape







# 5. Existing Building Stock





## 6. West Gateway



# Primary Strategies

B.

## B. Improve impression of Downtown entry corridors and connections to New Castle

1. Highway 38 Entry Corridors
2. Connections to Sports, Health, and Wellness District
3. West Downtown Gateway
4. Main Street Streetscape
5. Downtown Image Streetscapes



Downtown Entry Corridor  
and Connections

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Downtown Strategies  
New Castle, Indiana





Projects to Enhance  
Downtown Entries  
Downtown Strategies  
New Castle, Indiana



3 West Downtown  
Gateway



5 Downtown Image  
Streetscape

VINE STREET

Main Street  
Streetscape

4

Downtown Image  
Streetscape

5

INDIANA AVENUE

11TH STREET

12TH STREET

BROAD STREET

MAIN STREET

14TH STREET

15TH STREET



Internet cafe



Bike shop

Night life

Brew pub



Burrito joint

Target  
New Uses



Tech district



“A downtown that is a fresh, vibrant heart of the community. A place of destination restaurants, new creative businesses, downtown living, renovated properties, and public spaces attracting daytime, evening, and weekend energy.”



...By creating a Downtown core of new activity  
And by improving the impression of Downtown  
entry corridors and connections to New Castle  
destinations.

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