

# New Castle: Downtown Strategy



New Vitality



New Castle

# Acknowledgements

## **New Castle City Council**

This Downtown Strategy was funded by the City of New Castle.

Mayor Greg York  
Mark Koger, Ward 5, Council President  
Sandra Bertram, Ward 1, Council Vice President  
Jeff Hancock, Ward 2  
Jimmy Kidd, Ward 3  
Mary Malone, Ward 4  
Rex Peckinpugh, At-Large  
Vaughn Reid III, At-Large

## **Downtown Stakeholders**

The following people shared key insights during Downtown Stakeholder Focus Group meetings:

Bill Atchison, President, Citizens State Bank; President, New Castle Redevelopment Commission  
Carrie Barrett, Executive Director, New Castle Main Street  
Bill Brown, Chief Operating Officer, Historic Properties Inc.  
Kevin Brown, Owner of Hinsey-Brown Funeral Service and President, New Castle Henry County Chamber of Commerce  
David Copenhaver, New Castle City Attorney and Partner, Hayes Copenhaver Crider Harvey, LLP  
Michael Dinkins, President/CEO, Solutions Unlimited  
Ed Hill, GIS & MS4 Coordinator, City of New Castle  
Donna Kay, Vice President, Solutions Unlimited  
Beverly Matthews, President and Executive Director, Henry County Community Foundation  
Missy Modesitt, Executive Director, New Castle Henry County Chamber of Commerce

Corey Murphy, President/CEO New Castle-Henry County Economic Development Corporation

Dave Nantz, Owner, Nantz Photography

Jeff Ray, New Castle citizen

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Mayor Greg York, City of New Castle

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# Introduction

## ***Purpose of the Downtown Strategy***

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This is an exciting time for downtown New Castle. By 2015 the historic L.A. Jennings Building will be refurbished with four new restaurants putting downtown New Castle on the map as a regional dining destination and 20 apartments bringing downtown to life 24-7.

The City of New Castle developed this Downtown Strategy to identify the next key projects to spark additional investment and better connect downtown destinations including the Jennings project, Courthouse Square, Arts Park, and the Public Library.

The primary goal of this Downtown Strategy is to help the City and Downtown Stakeholders to ***act quickly and strategically to maintain momentum***. This Downtown Strategy offers a near-term road map identifying specific, achievable public and private projects, helping to ensure the success of new investments and to spark additional investment. Developers, business owners, and civic leaders will be encouraged to invest when they see their investment in the context of a broader Downtown Strategy.

## ***Strategy Development Process***

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This Downtown Strategy was developed from July - December 2014. The planning team at Vandewalle & Associates began by reviewing key plans and data that shed light on the issues and opportunities facing downtown. V&A toured the downtown, documenting conditions.

V&A also sought input on the Downtown Strategy by facilitating three focus group discussions with key Downtown Stakeholders (see Acknowledgements page for a list of participants). This group was selected to include people with insights on downtown programming, real estate, civic institutions, and other community leadership. The planning team gained critical insight into issues and opportunities facing downtown and sought feedback on draft strategy recommendations from these stakeholders.

Additionally, V&A presented the draft Downtown Strategy in an Open House on October 8, 2014. See the Appendix for a summary of this meeting.



## ***Key Issues and Opportunities for Downtown***

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The planning team began this Downtown Strategy identifying key challenges and opportunities for downtown. These include:

### **Key Challenges**

- ***Limited reasons for people to visit downtown*** currently; particularly lacking restaurants and business types that would attract younger generations and families
- ***Aging building stock*** that is difficult / costly to care for, contributing to disinvestment
- ***Lack of signage*** to inform (i.e. to parking, destinations) to advertise events, and to help celebrate downtown / foster community pride
- ***Perception of downtown as a place of and in the past***

### **Key Opportunities**

- ***The market is changing:*** Downtown is turning the tide, attracting new investment in areas that have suffered from disinvestment over the past decades. This reflects national trends of people seeking to live, work, and visit vibrant downtowns.
- ***A younger, fresher, downtown:*** Younger people are attracted to vibrant downtowns to live, work, and visit. Investments in downtown should be made with an eye for changing the image to better welcome younger generations.
- ***Building on proud history and historic building stock.***



Figure 1. North side of Broad St. between Main St. and 12th St.

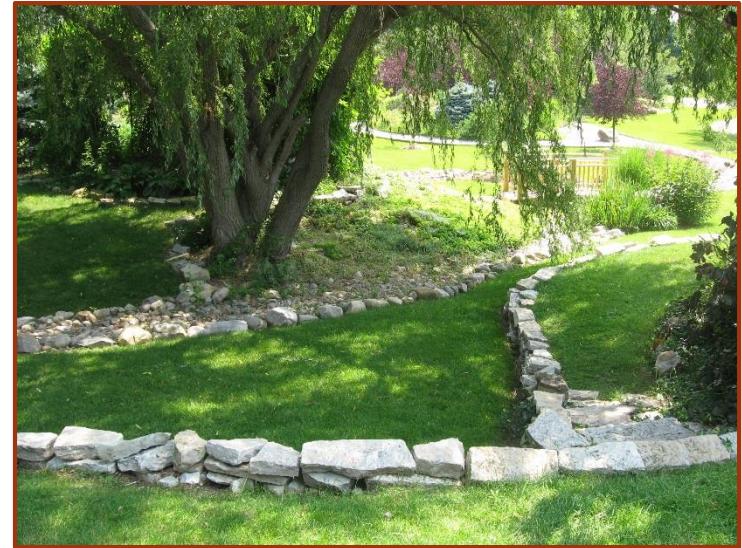
## ***Downtown Strategy Elements***

The Downtown Strategy is organized into the following core elements:

- I. **Downtown Vision** - a succinct statement to capture a future vision for downtown (page 5)
- II. **Downtown Strategies:**
  - Strategy A. Create a Downtown core of new activity (page 7)
  - Strategy B: Improve impression of Downtown entry corridors and connections to New Castle (page 18)
  - Strategy C: Strengthen Downtown Organization, Programming, and Business Mix (page 23)
- III. **Action Plan** (page 245)



*Figure 3. North side of Broad St. between Main St. and 14th St.*



*Figure 2. Arts Park*



## Downtown 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.*



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## Primary Strategy A: Create a Downtown Core of New Activity



Creating a downtown core for new activity builds on existing downtown activity centers.

Figure 4. Downtown Activity Centers

The first set of six strategies focuses on target public and private investment projects that will bring more people downtown to live, visit, and work. These include:

- A-1. Main and Broad
- A-2. 1400 Block
- A-3. Arts and Culture Campus
- A-4. Broad Street Streetscape
- A-5. Existing Historic Building Stock
- A-6. 11<sup>th</sup> and Broad



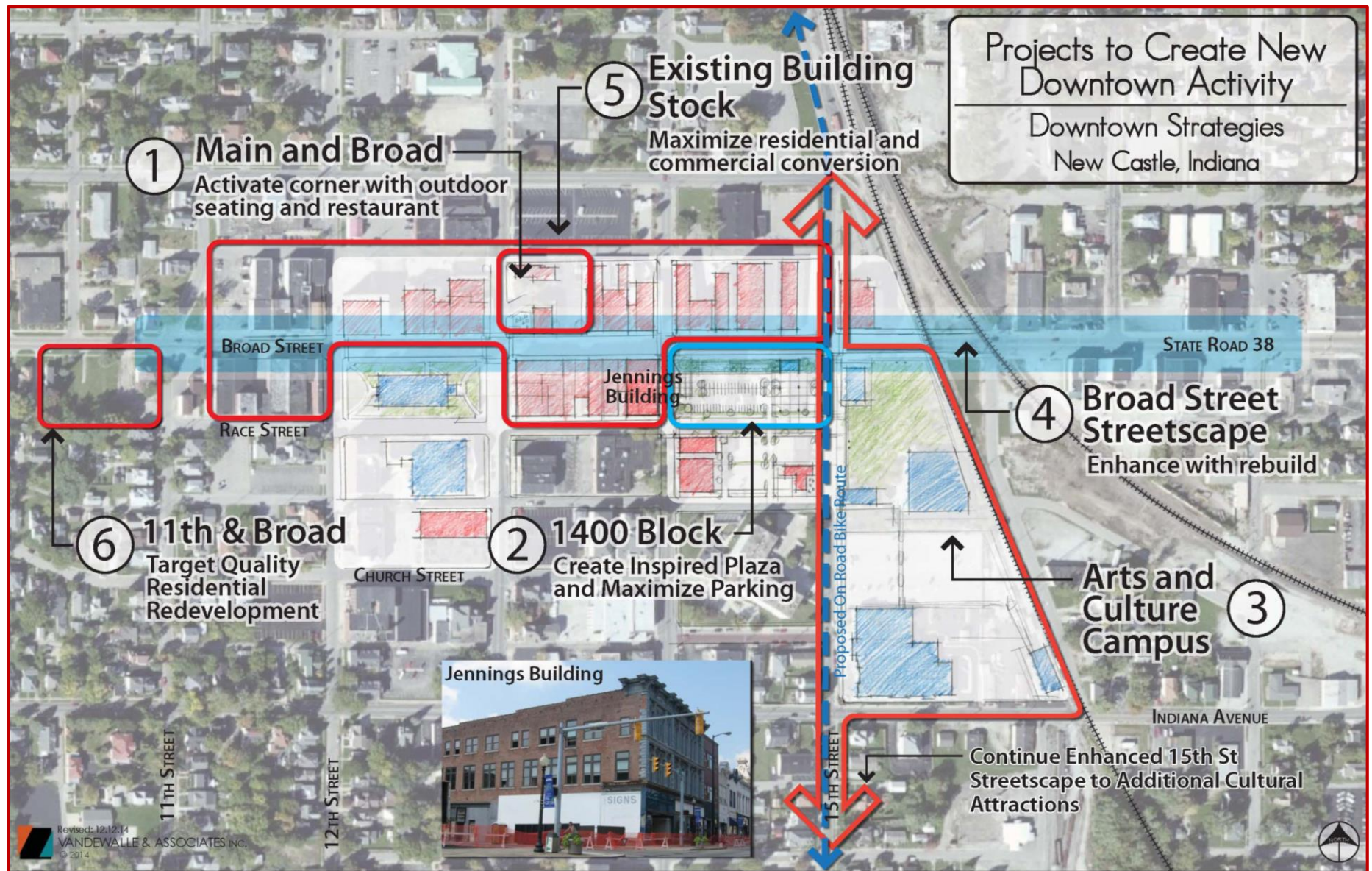


Figure 5. Strategy A: Projects to Create New Downtown Activity



## Strategy A-1: Main and Broad Public Space – A Core Impression of Downtown

As the center of downtown, activity at and near the Courthouse Square is especially important. The northeast corner of Broad and Main Streets should be a vibrant spot for outdoor dining and gathering. The adjacent building is planned to undergo renovation with a new use. This adjacent corner should provide outdoor seating for dining and more casual gatherings. This is an important corner to give an impression of downtown at its core to visitors entering from the west on Highway 38. It will be important to use high quality furniture (café tables, umbrellas) that attract people to the space and help make a strong impression. Crosswalks should also be improved to connect this plaza with the Courthouse Square.



Figure 7. Suggested Character of Activity at Main and Broad Site

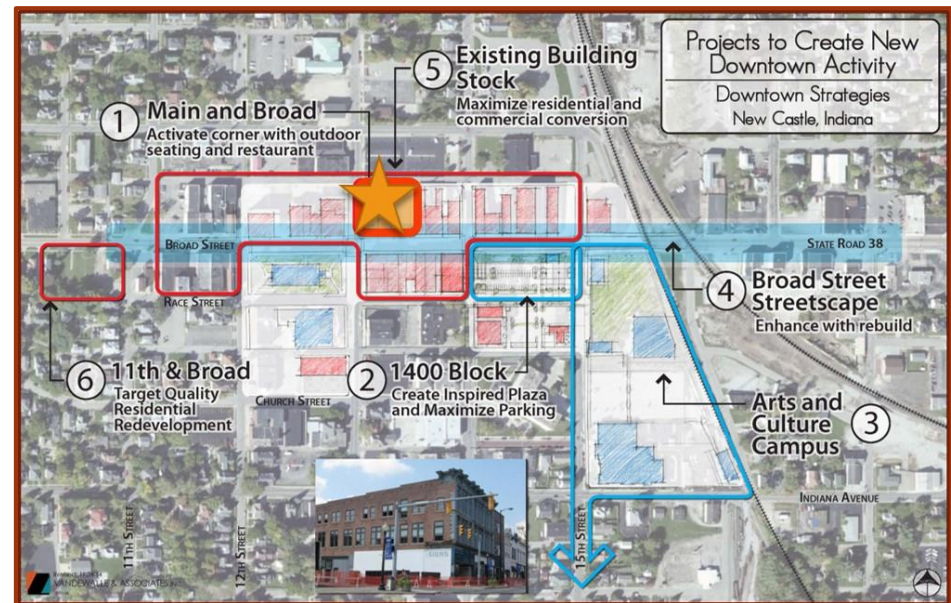


Figure 6. Main and Broad Location Map

**Next Step:** Coordinate with property owner to design gathering space, also in coordination with developer of adjacent building





Figure 8. Concept Perspective of Main and Broad



## ***Strategy A-2: 1400 Block of Broad and Race Streets: Connection between Entertainment and Arts Districts***

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Redevelopment of the historic LA Jennings Building into 20 apartments and four new restaurants will substantially increase downtown activity. In between this project and another key activity area—the Arts Park and library—is the 1400 block bound by Broad, Race Streets, 14<sup>th</sup> and 15<sup>th</sup> Streets. The treatment of this block is critical to ensure a strong connection between the downtown core and the Arts Park and library and a great opportunity to create a unique public space and Broad Street frontage. The concept plan on the following page includes these suggested elements:

- **Multi-use Plaza/Parking Area:** The parking areas shown on the concept plan accommodate the parking required by the Jennings development. It will be important to use landscaping and other design features to minimize the appearance of this area as an expansive parking lot. This area should also be designed to accommodate public events like expositions and festivals. Two areas for potential parking shown on the concept plan contain existing businesses/organizations. The City should have discussions with Jeff’s Alignment to investigate the potential to relocate this business to another appropriate location that would potentially better serve this business, looking first at sites east of the railroad tracks on Highway 38. The City should also discuss potential relocation of the use in the County-owned single-story building on Broad Street.
- **Public Building:** Currently the Hoosier Antiques building is undergoing analysis by the building owners for its future use. Whether this building remains or not, this location could be used for a small public building offering water and electricity hook-ups and a restroom to support events at the plaza.
- **Inspiration Park:** Of all of the elements in this strategy, this concept attracted some of the greatest attention by project stakeholders and Open House attendees. The concept is to create an engaging linear park along the south side of Broad Street along this block. This park would serve several purposes. First, it would create a buffer between the street and the parking area so that people walking down this block between the Arts Park and the downtown core can walk through a pedestrian-oriented space rather than being surrounded only by cars on all sides. Secondly, this park would be an inviting and informal outdoor gathering space. The park could be designed with a few distinct “zones” each focused on a different theme such as innovation, New Castle history, art, and a youth/play area. An example theme is “New Castle—a hometown for those who soared” that highlights people like Wilbur Wright, sculptor Robert Indiana, and basketball stars Kent Benson and Steve Alford.
- **Enhanced 14th Street sidewalk terrace:** This terrace area would accommodate outdoor seating for restaurants in the Jennings building. The alignment and design of 14th Street and Inspiration Park should be designed to strongly connect with this terrace area.

- **Broad Street Streetscape and Façades:** Design Broad Street streetscape to better connect activities between the north and south sides of Broad in this block (see page 15). Facades and window displays on the north side of Broad should be designed to make activity inside visible to attract people to shop, eat, and visit.

**Next Steps:** 1. Complete design/engineering of the parking/plaza, 14th St., and outdoor dining space (currently underway)  
2. Preliminary design Inspiration Park and position for Indiana Place-Based Investment Fund Grant

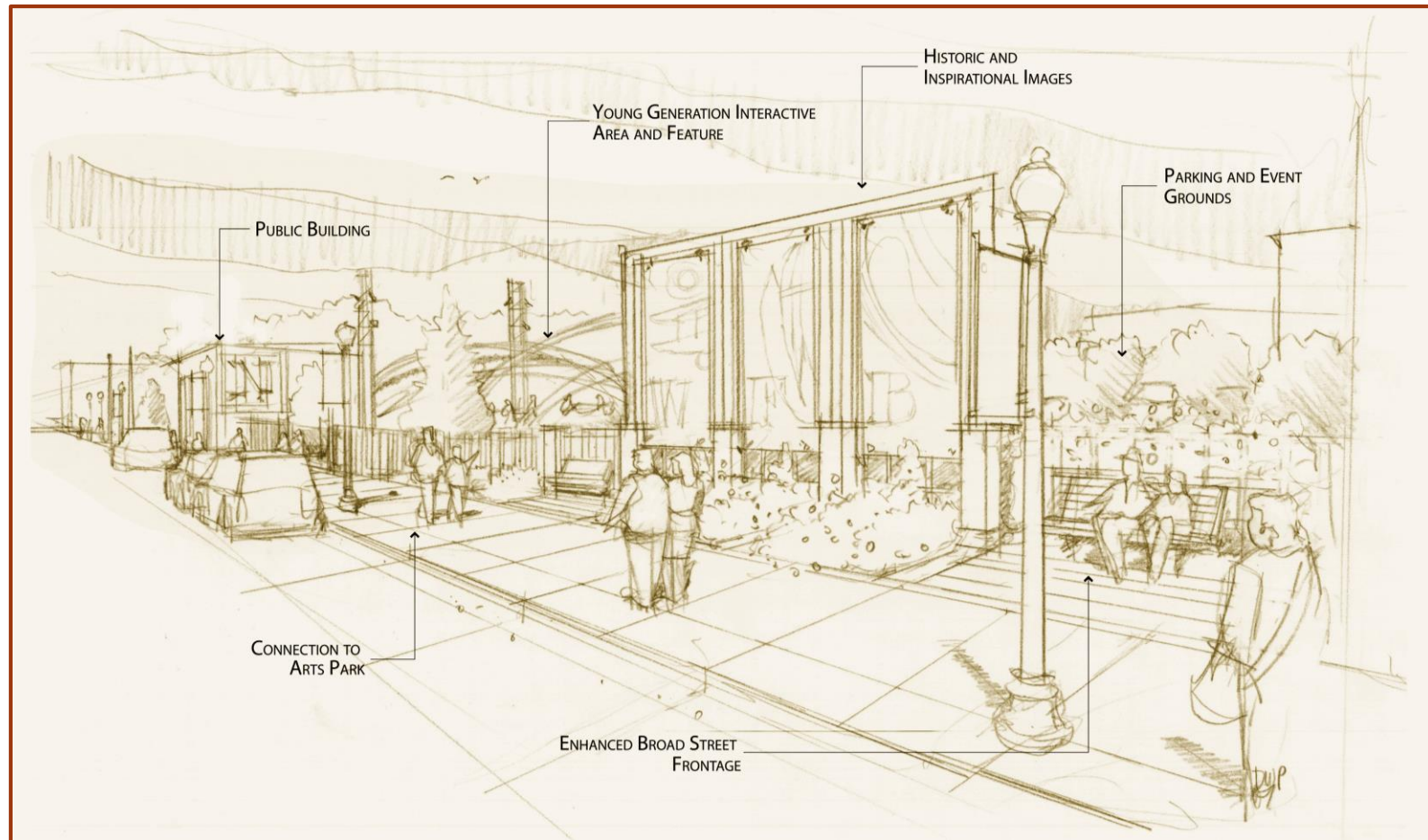


Figure 9. Inspiration Park Concept Sketch





Figure 10. 1400 Block Concept Plan



### Strategy A-3: Arts and Culture Campus: Expanding on Key Assets

New Castle residents love to showcase the beautiful Arts Park and Pavilion, the Henry County Art Center, and the Public Library on the east end of downtown. This area is a major asset to build upon in downtown and should be marketed and further developed as the City's Arts and Culture Campus. Strengthening this area could include:

- Enhanced pedestrian connection between Arts Park and Library
- Enhancement of Fifteenth Street streetscape as an Arts and Knowledge Street, including signage and streetscape to connect to the Henry County Historical Society and construction of proposed on-street bike path through this area
- Exploration of the redevelopment of the historic train depot into another arts-related or supportive use

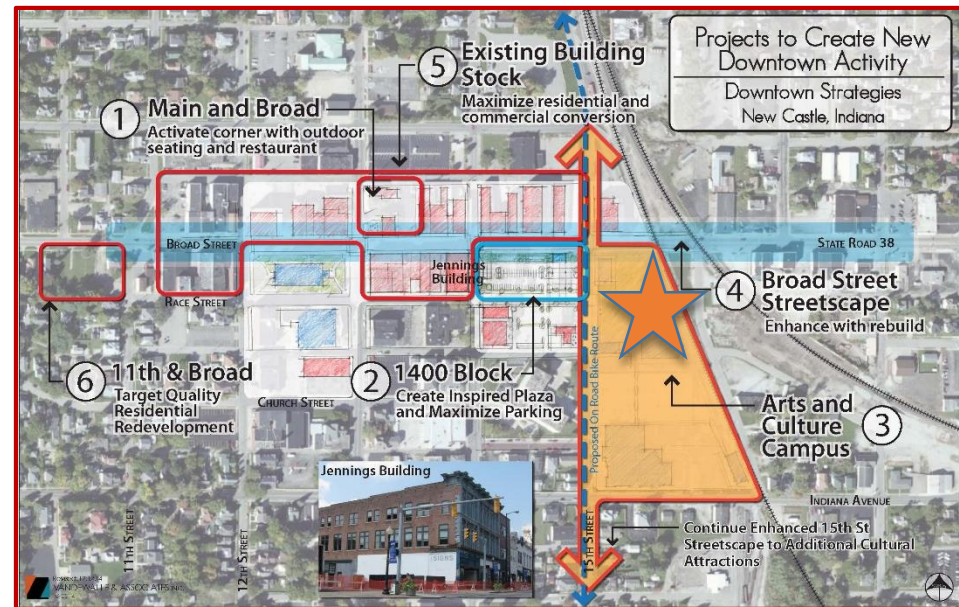


Figure 11. Arts and Culture Campus Location Map

**Next Steps:** 1. Design 15th Street banners, landscaping, and public art amenities  
2. Design pedestrian connection between Arts Park and Library

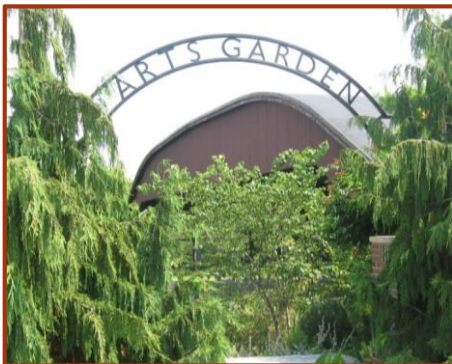


Figure 12. Arts Garden



Figure 13. Example Restored Depot



Figure 14. Public Library



### Strategy A-4: Broad Street Streetscape: A Vibrant “Main Street”

As downtown New Castle’s true “Main Street,” Broad Street should be improved with some simple but high-impact streetscape amenities, coordinated with the street’s planned reconstruction by INDOT in 2017. Recommended amenities include:

- Consistent palette of materials and signage between Eleventh and Fifteenth Streets
- Enhanced pedestrian crosswalks
- Banners
- Hanging baskets of plantings
- Streetlights

**Next Steps:** Coordinate with INDOT to design and seek funding for streetscape enhancements



Figure 16. Streetscape Example

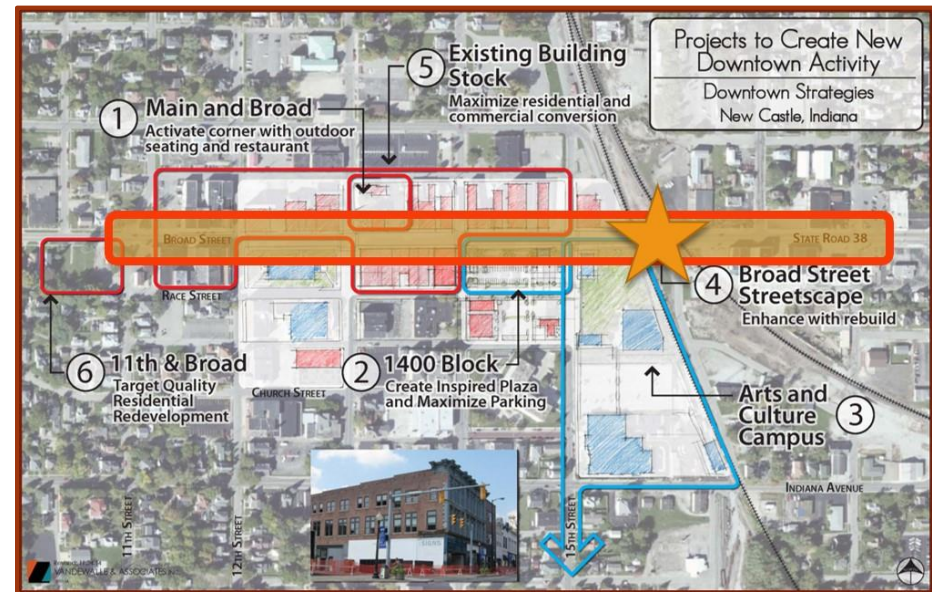
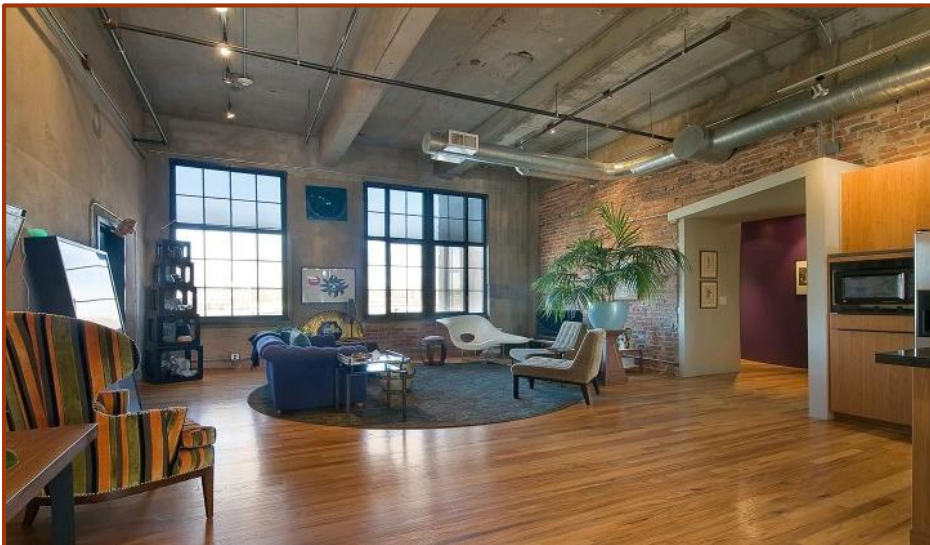


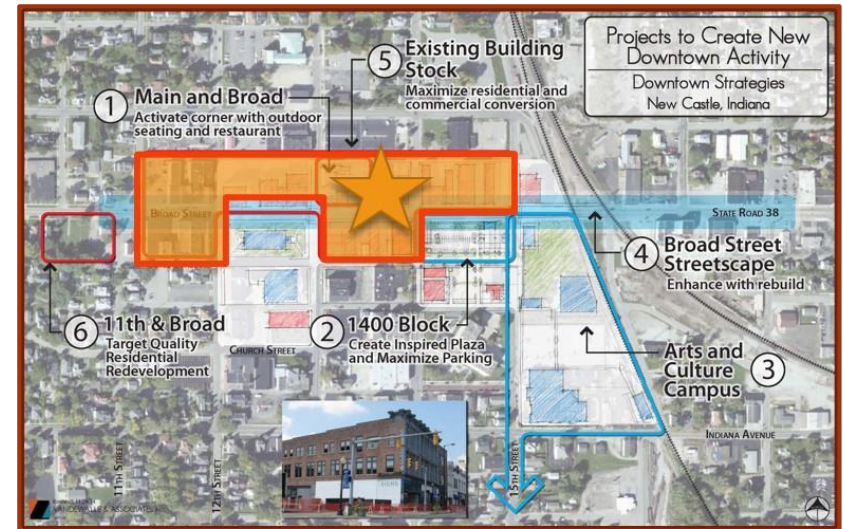
Figure 15. Broad Street Location Map

## ***Strategy A-5: Rehabilitating Existing Historic Buildings: Expanding Number of Residences and Businesses***

The next phase of growth in downtown New Castle should focus on projects that encourage more people to live downtown and more businesses to open their doors. This effort starts by expanding the number of upper-floor residences and filling any empty storefronts along Broad Street. Upper floors can also be considered for some less active commercial uses like office space. Main entries should be located on Broad Street, using Fleming and Race Streets for service access. Building rehab projects should be designed to showcase the historic architecture including high ceilings and exposed brick and other historic materials.



*Figure 18. Example open floor plan downtown residence with exposed original brick walls and ductwork*



*Figure 17. Existing Buildings Location Map*

### **Next Steps:**

1. Work with private sector to identify priority upper-story rehab targets and help position for tax credit funding. Include focus on working with Henry County on redevelopment of its property on 12<sup>th</sup> St. between Broad and Race Street across from the Courthouse
2. Investigate establishing local grant/low-interest loan program to help stimulate private investment



### ***Strategy A-6: 11<sup>th</sup> and Broad Street: New Residential Redevelopment***

This strategy highlights an opportunity for a new residential redevelopment at Broad and 11<sup>th</sup> Streets on the west edge of downtown. This site is currently open and large enough to accommodate a well-designed, small multi-family residential development (such as townhouses) that would immediately signal that new downtown investment is taking place for visitors entering downtown on Highway 38.

**Next Steps:** Market site to developers with residential infill experience

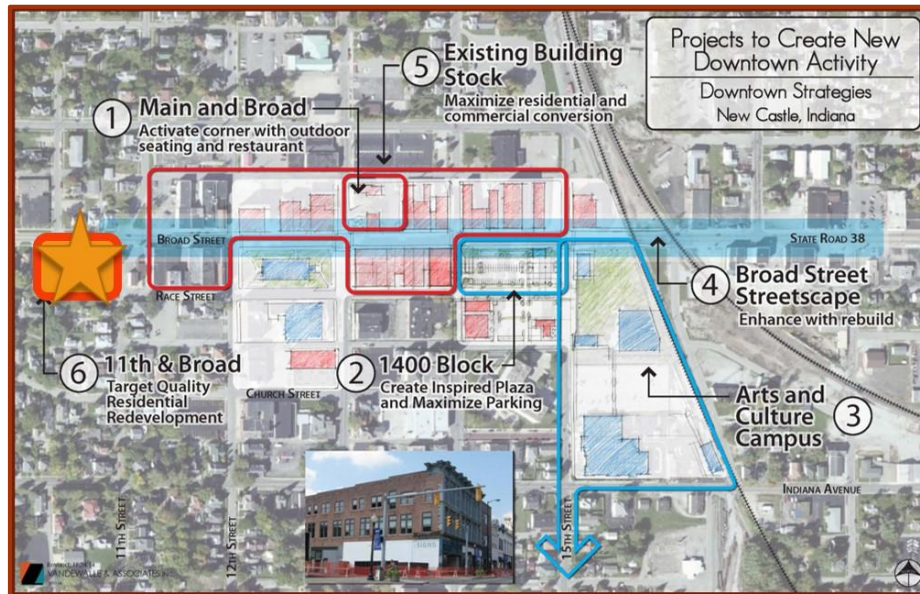


Figure 19. Broad and 11<sup>th</sup> Location Map

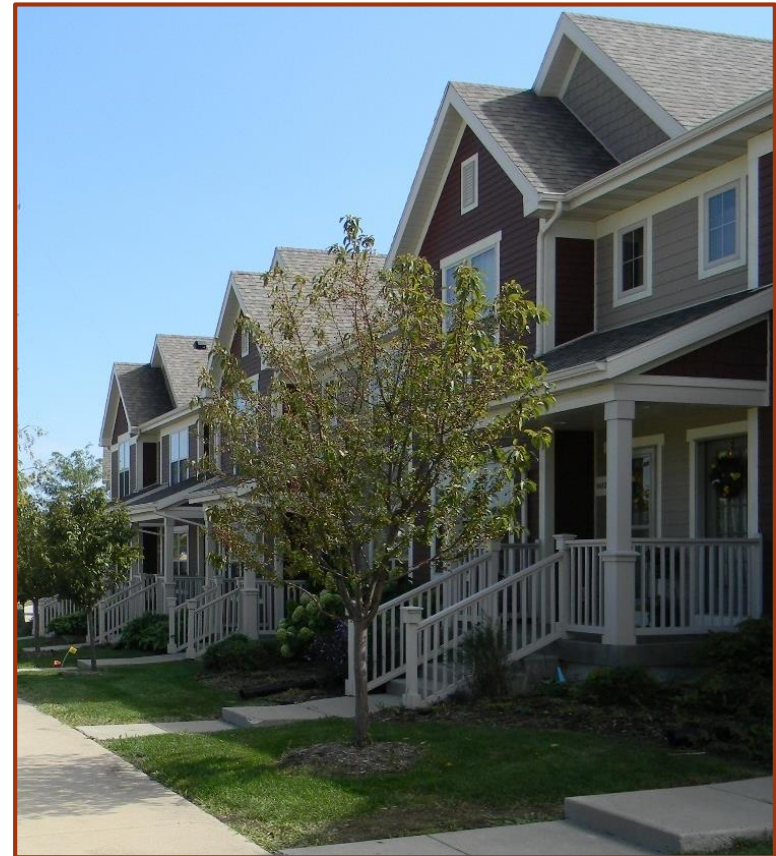


Figure 20. Example Townhouse Development



## Primary Strategy B: Improve impression of Downtown entry corridors and connections to New Castle

The first set of strategies focused on target public and private investment projects that will bring more people downtown to live, visit, and work. This second set of six strategies focuses on strengthening connections to downtown, appearances, and wayfinding communication so that visitors to downtown New Castle can easily access downtown and find it a positive experience getting there.

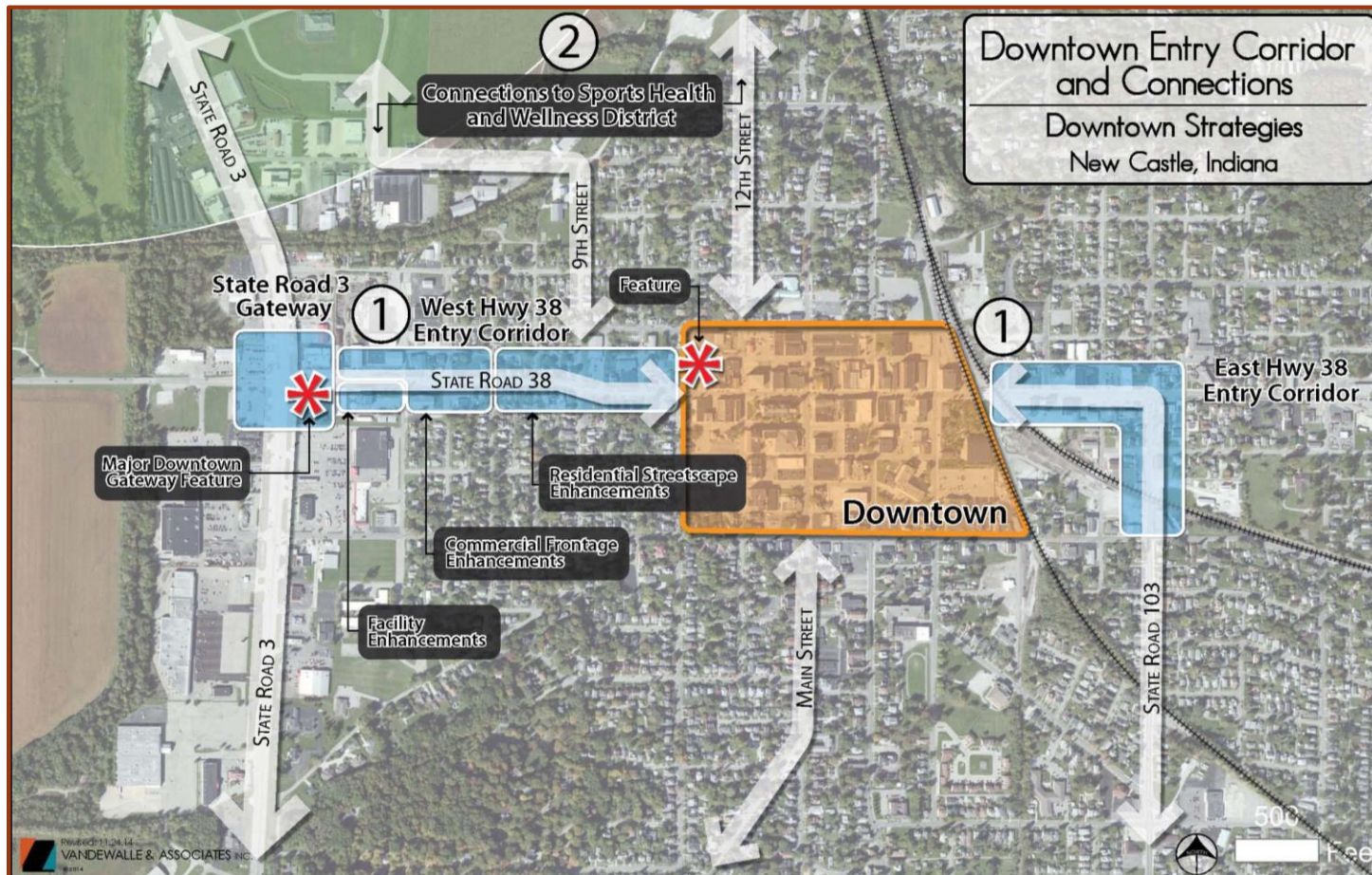


Figure 21. Strategies B-1 and B-2: Downtown Entry Corridor and Connections



### ***Strategy B-1. Highway 38 Entry Corridors***

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Two major entry points to downtown are from the west and east on Highway 38 (Broad Street). Recommendations for these entry corridors include:

- Construction of a highly visible and attractive sign at the intersection of State Road 3 and Highway 38. This site could offer both a quality design feature as well as a directional sign. The sign/sculpture could integrate materials or other elements that connect people to downtown such as the courthouse architecture
- Enhancement of commercial building façade in these corridors. Investigate use of design guidelines to guide the use of signage in this corridor
- Streetscape improvements throughout the residential areas in these corridors

**Next Steps:** 1. Design sign/monument feature at 3/38 interchange to signal entry to downtown  
2. Design corridor enhancements in coordination with INDOT  
3. Develop design guidelines for business signage in corridor

### ***Strategy B-2. Connections to Sports, Health, and Wellness District***

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The Sports, Health, and Wellness District refers to a recreation-oriented area on the northwest edge of New Castle that currently includes the YMCA, Wilbur Wright Trail, Memorial Park Golf Course, Henry County Saddle Club, Henry County Memorial Park, and Northfield Park. The City is currently working on plans for a Sportsplex in this area to attract regional sports tournaments and events. This Strategy focuses on establishing a clear vehicle, pedestrian, and bicycle connection(s) between this District and the Downtown. This would offer a number of benefits. People living downtown would be able to walk or bike to these many recreational assets. Visitors from outside the region in town for a day-long tournament could easily walk, bike, or drive to downtown to eat or shop between games. Additionally, this connection(s) would improve the marketability of homes located between these two areas, helping to stabilize this neighborhood.

Figure on page 18 highlights two possible routes to strengthen this connection along 12<sup>th</sup> Street and 9<sup>th</sup> Street. Recommendations for strengthening the connection between the S-H-W District and Downtown include:

- Roadway improvements, streetscape, and bike path connections
- Clear and well-designed directional signage
- Marketing of Downtown attractions at the Sports, Health, and Wellness District venues

**Next Steps:** Identify connection route(s) and design/engineer improvements

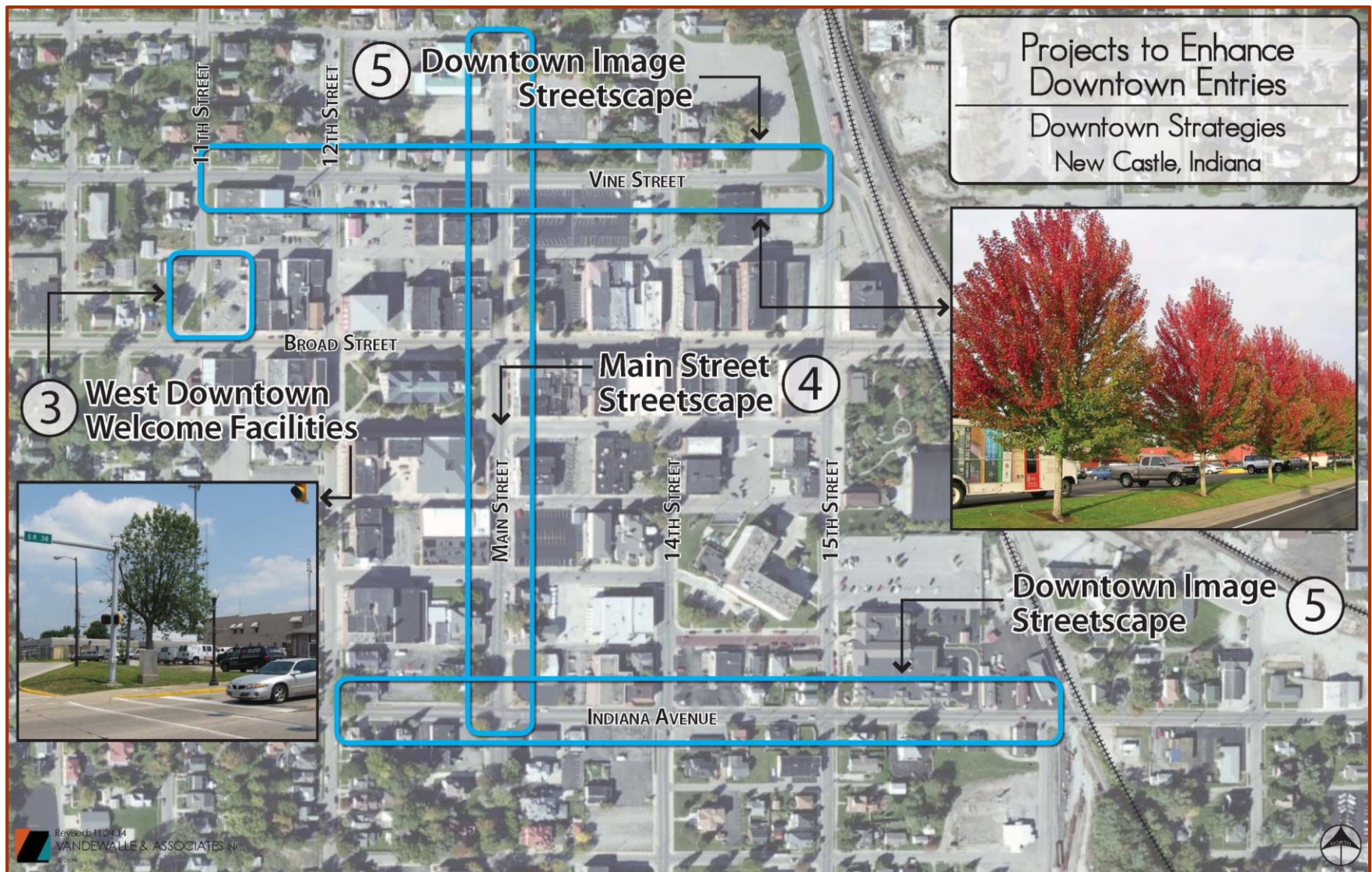


Figure 22. Locations of strategies B3, B4, and B5 enhancing downtown sites, entryways, and streetscapes



### ***Strategy B-3. West Downtown Welcome Facilities***

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The West Downtown Welcome Facility would create a welcoming entrypoint on the west edge of downtown at the northeast intersection of Broad and 11<sup>th</sup> Streets. This area currently contains a very small brick commercial structure, parking, and a strip of grass. With some modest investment this corner could instead signal the entrance to downtown New Castle, with features including:

- A Downtown Welcome Kiosk (visitor and event information)
- A small design / public art feature
- Parking for the welcome kiosk
- A mural on the adjacent building

**Next Step:** Develop site design and work with adjacent property owners on mural



*Figure 23. West Downtown Welcome Facilities Site at Broad and 11<sup>th</sup> Streets*

### ***Strategy B-4. Main Street Streetscape***

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Main Street serves as a main southern entry corridor to downtown and contains many destinations within downtown. Streetscape improvements on Main Street within downtown would create stronger walkable connections along key Main Street destinations including the Courthouse Square, City Hall, and the Castle Theatre. Streetscape improvements should begin with banners that evoke the civic theme of these key Main Street destinations. Improvements in the Main Street corridor could also help direct people down Main Street to the Basketball Hall of Fame, better connecting these destinations and encouraging further reinvestment in the neighborhoods between them that are walkable to downtown.

**Next Step:** Design and install Main Street banners evoking a civic theme

### ***Strategy B.5-Downtown Image Streetscapes***

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The final two streets recommended for streetscape enhancement are Vine Street and Indiana Avenue—important circulators that are secondary to the primary Broad and Main streets. Recommended emphases for these streetscape improvements include:

- ***Vine Street*** - landscaping, including trees on the edges of parking lots, and signs that direct people to find parking
- ***Indiana Avenue*** - banners direct people to specific downtown destinations or highlight downtown events

**Next Step:** Design streetscape improvements including banners and directional signage



## Primary Strategy C: Strengthen Downtown Organization, Programming, and Business Mix

The first two strategies identified specific public and private investment projects that can help continue the transformation of downtown New Castle. This third strategy focuses on priority activities related to organization, programming, and business mix.

The Main Street Program sponsored by the National Trust for Historic Preservation and used by the State of Indiana Main Street program, focuses on a four-point approach for re-building healthy downtowns: Organization, Promotion, Design, and Economic Restructuring.<sup>1</sup> Just this year, New Castle became a Main Street organization. Strategies A and B focused primarily on the Design and Economic Restructuring elements of this approach. This Strategy C identifies recommendations for Organization, Promotion, and Business mix (a part of Economic Restructuring).

- **Organization**: New Castle’s Main Street organization was recently designated in 2014. This Downtown Strategy can help provide a framework for prioritizing activities undertaken by this newly formed group. As a Main Street organization, New Castle will have access to resources from state and national Main Street programs to pursue these four cornerstones of the Main Street program.
- **Programming and Promotion**
  1. ***Young and fresh theme***: Marketing, downtown design themes (banners, amenities, etc.) and use mix should all help to form new perceptions of downtown as a fresh and energetic place to be, especially attracting younger people and families to live, work and visit. This intentional approach to downtown themes does not mean excluding older generations but rather helps to change the market for investing in downtown, making it a more attractive place for all people.
  2. ***Celebrate unique downtown people***: celebrate the people that help make downtown special and add to its friendly atmosphere, such as established business owners, new entrepreneurs, “Scaffie” the street sweeper, the courthouse groundskeeper, and other downtown boosters.
  3. ***Host events***: Events can be a powerful way to re-introduce people to downtown New Castle. Current downtown events include a Farmers Market, a Christmas festival, Rock the Arts Park, a “Cruise night” of classic cars, Holiday Parades, a Back to school drive, and High School Class Reunions. Potential new events could include

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<sup>1</sup> Indiana Main Street, “What is Indiana Main Street?” Available: <http://www.in.gov/ocra/2364.htm>. Also see National Main Street Center, “The Main Street Four Point Approach,” Available: <http://www.preservationnation.org/main-street/about-main-street/the-approach/#.VHydMDHF9vQ>

music, coordinated shopping days/evenings, food festivals, art festivals, Henry County history-related events, fundraising runs/walks, historic building tours, organized bike event, fall festival on the courthouse square, a film festival (e.g. a James Dean theme), and a basketball tournament.

4. **Free Downtown Wi-Fi:** The newly formed Main Street group should continue its efforts to support installation of a free wi-fi network in downtown
  5. **Clear signage:** As described in Strategy B, Downtown needs improved signage to direct people to parking as well as to key downtown destinations.
  6. **Public art:** Install iconic public art to help promote the image of downtown.
- **Business Mix / Support:** The following are areas to focus in supporting existing businesses and attracting new ones to Downtown:
    1. **Long-time establishments:** support continued success of businesses that are an important part of downtown, such as Edwards Jewelers and A Moment in Time Bridal.
    2. **Financial center:** Downtown is home to three banks which serve as major long-time institutions that help attract people to downtown, and their continued success downtown should be supported.
    3. **Downtown business camaraderie:** Promote networking, cross-promotion, and other downtown business camaraderie through the Chamber of Commerce.
    4. **Shopping:** recruit businesses that can bolster niche shopping opportunities such as a card store, craft supply, gift store, and stores that can help meet other daily needs of the growing number of downtown residents and employees.
    5. **Restaurants:** Support existing and new restaurants and seek additional that can continue to diversify options and strengthen Downtown as a regional dining destination, such as a brew pub or Tex-Mex restaurant.
    6. **Service Businesses:** support availability of affordable downtown space for service-oriented businesses, building on the cluster of computer repair businesses, graphic designers, and others including photography, real estate, and law practices.

### **Strategy C. Next Steps**

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Integrate these strategies into the work plan for the newly formed New Castle Main Street program.



## Action Plan

This Downtown Strategy was developed to identify specific, achievable projects that could be implemented in the near-term. The Action Plan table on the following page identifies next steps for each of the strategic projects, including the following:

- Next steps for advancing each project
- Project lead - suggested organization who could take a leading role
- Key partners - suggested group(s) that should be engaged to support implementation. A strong foundation of partnerships will be key to the success in implementing these projects
- Funding Targets - not meant to be exhaustive, this column lists potential currently known targets that may be best aligned with each project
- Cost Range for each project (estimated):

\$: Up to \$50,000

\$\$: \$50,000 up to \$200,000

\$\$\$: \$200,000 up to \$500,000

\$\$\$\$: \$500,000 up to \$1 million

- Timeframe for each project, including short-term (next two years, medium-term (next five years), and long-term (next ten years)

Project	Next Steps	Lead	Key Partners	Funding Targets	Cost Range	Timeframe
<b>A. Create a downtown core of new activity</b>						
<b>A-1</b> Main and Broad Public Space	1. Coordinate with property owner and developer of adjacent building to design gathering space	Main Street, Citizens State Bank	Developer of adjacent restaurant	Local fundraising	\$	Short-term
<b>A-2</b> 1400 Block of Broad and Race	1. Design/engineer parking/plaza, 14th St., & outdoor dining space 2. Preliminary design Inspiration Park and position for Indiana Place-Based Investment Fund Grant	City	Main Street, Historic Properties Inc.	IN Place Based Investment Fund	\$\$	Short-term
<b>A-3</b> Arts and Culture Campus	1. Design 15th Street banners, landscaping, and public art amenities 2. Design pedestrian connection between Arts Park and Library	Art Center, Public Library	Historical Society, Main Street	TIF and/or local fundraising	\$ - \$\$	15th St.: Short-term, Depot: Long-term
<b>A-4</b> Broad Street Streetscape	1. Coordinate with INDOT to design and seek funding for streetscape enhancements	City	Main Street	Discuss with INDOT	\$\$\$ - \$\$\$\$	Medium-term
<b>A-5</b> Existing Building Stock	1. Work with private sector to identify priority upper-story rehab targets and help position for tax credit funding. 2. Investigate establishing local grant/low-interest loan program to help stimulate private investment	Main Street	Property owners	Federal Historic Tax Credit, Downtown Façade Grant - Redevelopment Commission	TBD - building-specific	Short- to long-term: Ongoing
<b>A-6</b> 11th & Broad Residential Redevelopment	1. Market site to developers with residential infill experience	City	Main Street	Indiana Rental Housing Tax Credit	TBD	Medium-term
<b>B. Improve impression of Downtown entry corridors and connections to New Castle</b>						
<b>B-1</b> Highway 38 Entry Corridors	1. Design sign/monument feature at 3/38 interchange to signal entry to downtown 2. Design corridor enhancements in coordination with DOT 3. Develop design guidelines for business signage in corridor	City	Main Street	3/38 sign/monument - local fundraising Corridor improvement - discuss with DOT	\$\$	Short- to medium-term
<b>B-2</b> Connections to Sports, Health, and Wellness District	1. Identify connection route(s) and design/engineer improvements	City	S-H-W organizations (YMCA, Trail, Saddle Club, Park District), Main Street	TIF and/or local fundraising	TBD	Medium- to Long-term
<b>B-3</b> West Downtown Welcome Facilities (NE corner of Broad & 11th)	1. Develop site design and work with adjacent property owners on mural	Main Street with property owner	Adjacent property owners, City	TIF and/or local fundraising	\$\$	Medium-term
<b>B-4</b> Main Street Streetscape	1. Design streetscape banners	City	Main Street	TIF and/or local fundraising	\$	Short- to Medium-term
<b>B-5</b> Downtown Image Streetscapes	1. Design streetscape improvements (banners, street trees)	City	Main Street	TIF and/or local fundraising	\$	Short- to Medium-term
<b>C. Strengthen Downtown Organization, Programming, and Business Mix</b>						
<b>C.</b> Organization, Programming, Business Mix	1. Integrate the recommendations in Strategy C into the work plan for the newly formed New Castle Main Street program.	Main Street	Chamber, City	Main Street communities are eligible for \$10K Downtown Grants	\$	Short-term



## Appendix: Draft Downtown Strategy Feedback Questionnaire

On October 8, 2014, the City of New Castle hosted an Open House to present the draft Downtown Strategy recommendations and to elicit questions and comments from interested residents and stakeholders. The planning team gave two presentations of the plan. Approximately 60 - 70 people attended the Open House. In addition to Open House feedback discussion, participants were asked to share comments and questions on a questionnaire. The draft Downtown Strategy presentation was also made available on the City's website from mid-October to mid-November along with an online version of the questionnaire. The planning team reviewed all of these comments as well as notes from the Open House feedback session and used this feedback in finalizing the Downtown Strategy. The City, New Castle Main Street, and other project leaders can refer back to these comments to help inform more detailed Downtown Planning of recommended projects in this Strategy or in other future downtown planning.

The following are the verbatim comments received from the paper and online questionnaires.

1. Which recommendation(s) do you support the most and why?	Respondent Number
▪ Core historic area developed	1
▪ Bring in out-of-town customers	1
▪ Space for crowd events; 'Commons' like space in core historic area	1
▪ Bringing business to our downtown	2
▪ All of them	2
▪ Love the park & community room	2
▪ I am a positive thinking downtown business owner and support the entire project!	3
▪ Parking/family area with outdoor venue for car shows, farmers market	4
▪ Parking can't be a struggle or we will go elsewhere	4
▪ Wi-Fi is a must to capture and hold younger people	4
▪ Starting the whole thing	5
▪ Bring in a café, coffee shop (or moving the existing one) is a great start	5
▪ A big Thank-You for all that has been done already. Fixing up what has already been-empty lots, etc. Thank you!	5
▪ A better bus system (NOW)	6
▪ Improving corridors and downtown	7
▪ Need experience in the grant writing area - need to hire them and pay them!	8
▪ Parking/Pavilion areas	9

Question #1 Continued	Respondent Number
▪ Streetscapes - lights, green spaces; Entryways and downtown area	9
▪ Restaurants are a plus	11
▪ "Inspiration Park" is my favorite idea because it connects the youth and families. Lots of potential to add in art, history, public events, monuments, and a nice place to study.	11
▪ Preservation, Preservation, Preservation; 24-hour life in downtown	12
▪ State Road 3 and 38 leaner pathway; Snow removal	12
▪ Stop tearing down buildings	12
▪ All of it. Favorite - the idea of using the corner triangle area on Broad and 11th. Either make an electronics kiosk to display businesses, etc. Businesses advertise for a small fee to pay for water	13
▪ Don't close 14 <sup>th</sup> Street; Don't close 15 <sup>th</sup> Street	14
▪ Use restaurant/events building for restrooms. The City cannot properly maintain its current public restrooms. It definitely can't support and maintain more restrooms	14
▪ The #6 to 11 an Broad vacant 3 lots. I like it townhouses. The vacant lots on the right side of my house - new neighbors if they are nice.	15
▪ It is really hard to tell on this venue	16
▪ The green spaces and interactive spaces. Bring people downtown.	17
▪ None. We need industry and jobs!!!	18
▪ I really would enjoy more downtown parking and food/entertainment options.	19
▪ See question number Three.	20
▪ NONE. It's a far-fetched dream. The taxpayers of New Castle have already been screwed by the Durham fiasco.	21
▪ Don't tear down the Hoosier Antiques Building. We should be increasing density of building in the downtown, not decreasing. All the development data shows that densely structured down towns perform better economically. It looks like New Castle is trying to do just the opposite. We do not need nearly 200 additional parking spaces. This town should be creative and try to engage existing parking locations on the North Side of Broad Street and in the two lots behind the North side of Broad Street instead of trying to turn the downtown into something that looks like a Wal Mart parking lot. The Market Analysis by the Jennings developers calls for around 90 to 95 additional spots, not 175. We can get the additional parking specified by the market study by using existing open spaces and still have some room for landscaping/art. If we need to get to 175, then we can use the two empty parking lots that are currently completely unused that have frontage on the North side of the 1400 Block of Broad Street. If we need to come up with more than 175, then the Drug Task force and its non-historic building should be demolished and that space should be used for parking. All of this existing and potential parking space on the North Side of Broad Street can be easily joined to the existing lot that sits directly North of Broad Street on the 1400 Block. Adding this second existing lot to the mix would easily allow for the activation of an additional 60 to 75 spots. And, all of this can be done without tearing down a single additional historical structure. The Hoosier Antiques Building does not need to come down!	22



2. Please share any questions, concerns, or suggestions you have about any of the recommendations.	Respondent Number
▪ I support the art and cultural recommendations the most because I am an artist, and I enjoy participating in these kind of events.	23
▪ Main and Broad, arts and culture district	24
▪ Need out-of-town customers - top priority	1
▪ Love it all. Still need community orchard and gardens	2
▪ Putting pressure on existing businesses to move to get your way.	3
▪ Let them be a part of it and make the decision	3
▪ Money is a concern, however, people are willing to help. Maybe not always with money but with time, It's a great idea to always use paper, Facebook, Twitter - whatever to the info out	5
▪ Just a thought - make everything that is to be done - done by local businesses or individuals as much as possible	5
▪ Need to have County government on board NOT only with help and knowledge, BUT Money - they own several buildings and lots in this area.	8
▪ Money	9
▪ Good Start	9
▪ Suggest getting rid of buildings across Hoosier Antique for parking. The building is not plus to the "look"	10
▪ Wi-Fi is a must in the present day. Many people use wireless devices and the Inspiration Park would be a great place to study also	11
▪ Train noise - quiet zone	12
▪ walking traffic safety (state department of transportation relationship walking/biking pathway	12
▪ Arts, regional district (Robert Indiana Government influence in downtown, County	12
▪ Wondering if we have looked into any and all project or grant funding that might be available to help fund the projects presented or any other ideas there may be for the City	13
▪ We should figure out how to save the 'Hoosier Antiques' building (1421 Broad St.). It is a contributing downtown historical building	14
▪ We need to utilize the existing parking on the north side of the street. This existing parking includes a private lot and a county owned parking lot	14
▪ In addition, we need to work with the County government to move the Drug Task Force out of the non-historical/non-contributing ugly blue block building. This drug task force building can then be demolished	14
▪ This will free up additional parking on the north side of the street and will join the two existing non-contiguous parking areas. Combined there could easily be 50-60 parking spaces in addition some landscaping	14
▪ Next, bundle the Castle Place building (it is very large), the Metropolitan, and the Hoosier Antiques building into a follow-on development project. This will preserve existing historical real estate and actually create more parking.	14

Question #2 Continued	Respondent Number
▪ Instead of turning Jeff's Alignment into parking, let's turn it into a historical car repair museum/carriage house/cab station museum. This fits the use of Arts and Culture and maintains this historical building.	14
▪ We could use Jeff's and the existing restaurant next door to serve as the hub for 'carriage tours', 'ghost bars', etc. We could also offer mini-tater Urban style shuttles between downtown and wellness areas	14
▪ Old E & 9 Music building on Broad next to old Sears building. What plans do you have for it?	15
▪ The public was not consulted on any of this planning	16
▪ Jeff's could change their entrance to where the cafe is, and move the cafe.	17
▪ We don't need politicians pocketing a bunch of money!!! A few trees and pipes in the ground for kids to fall from, don't cost the millions that they will say are spent!	18
▪ I am concerned about the area at 14th between Broad and Race. If there is more sidewalk seating, is this still a thru street?	19
▪ Why aren't there any local contractors involved? Why isn't there private investment? If so, who are they?	21
▪ We don't need a downtown that looks like a Wal-Mart parking lot! Use our existing parking locations more creatively first! We should have safe, well-marked, and well lit sidewalks and crosswalks leading to the parking lots behind the north side of the 1400 Block of Broad Street. We should also utilize the two existing un-used parking lots on the North side of the 1400 Block of Broad Street before tearing down more buildings to make parking.	22
▪ My biggest concern is that residents won't support the businesses that invest time and money into making these improvements by spending their money locally. And then they will complain and wonder why there are so many empty storefronts!!	23
▪ #2 too many buildings taken down, high cost, not enough parking spaces in 1400 block, not utilizing other parking areas in count. #3 increase area to the south to include Murphey park and historical society, city trail uses 15 <sup>th</sup> & 16 <sup>th</sup> St., nsrr will not give up depot #5 need more details of apt's and businesses NC cannot afford a new sportsplex	24
<b>3. Which recommendation(s) do you think are most important to implement in the near-term?</b>	<b>Respondent Number</b>
▪ Space and parking for events (crowds)	1
▪ New Castle needs to buy a food wagon, like the Fish Truck in K. town	2
▪ Please bring some upscale clothing shops (i.e. Mary Woodbury, or even Plato's Closet)	2
▪ The Jennings Building. The entrances. The construction of the 14 <sup>th</sup> Street parking lot.	3
▪ Parking/family area with outdoor venue for car shows, farmers market	4
▪ Parking can't be a struggle or we will go elsewhere	4
▪ Wi-Fi is a must to capture and hold younger people	4
▪ Landscape on Broad Street first. Better bus system - 6 days, 7AM-7PM. Handicap free town.	6
▪ Improving the surrounding area to downtown	7



Question #3 Continued	Respondent Number
▪ Make sure City works with state highway on the "re-do" of Broad Street in 2017. What and who will pay for what	8
▪ See #1 above (person had 3 comments for #1)	9
▪ Inspiration Park - people who eat at these new eateries in the Jennings Building need to see the development next door. Brings a sense of "downtown is growing and it's exciting" feeling	11
▪ Arts, regional district. Robert Indiana government influence in downtown, county	12
▪ Snow removal. 38 and 3 intersection streetscape plan	12
▪ Utilizing the triangle area on Broad and 11 <sup>th</sup> . Utilizing the building as a place to go to for information about New Castle and businesses. Something to bring me into downtown	13
▪ Make it attractive that people would want to move to New Castle or relocate a business. Maybe have a sign on 11 & Broad, connect with flowers and iris'. Welcome to Uptown New Castle.	15
▪ Bringing business to the downtown area you are putting the cart before the horse.	16
▪ Downtown first, then business district.	17
▪ Tear all those old dilapidated buildings down and start over! This is another scheme that they will tear down in 8 to 10 years.	18
▪ Revitalizing or building places for businesses to help stimulate our economy.	19
▪ West and east corridors and area between	20
▪ Reality. New Castle's economy is tanked. You are not catering to the needs at all.	21
▪ The methodology of this plan is flawed because it does not look at the available parking that already exists on both sides of Broad Street in the 1400 Block. The plan does not address consistent signage and sidewalk issues.	22
▪ Restaurants and retail are vital to a thriving downtown. Some new streetscapes would generate excitement and energy	23
▪ Main and Broad, cultural and arts trail, tree planting in more areas than on Vine St. your park updated	24
<b>4. What other ideas do you have to improve Downtown New Castle?</b>	<b>Respondent Number</b>
▪ See samsepicplan.com	1
▪ Monthly activities - like Hagerstown. The Cruise is good, but you need something for the other 3 weekends	2
▪ Love the Christmas Walk!	2
▪ Need neon dancer like Broadripple	2
▪ Working on our own buildings and improving its appearance	3
▪ Along with #2, as far as art goes - have our local artists design sculptures - make it a contest. It's a great way to get art without a big cost and let the artist be known.	5
▪ Water fountain for people and dogs	6
▪ Plenty of benches	6

Question #4 Continued	Respondent Number
▪ Saw the pillars in the plaza and thought of the saying in the cemetery on the large white pillars in the center - original settlers	10
▪ Wi-Fi, music, try to implement technology to immerse people into downtown	11
▪ Props to the historical society and public library. Their presentations are great for the community	11
▪ Walking area, pedestrian friendly	12
▪ Parking plan for traffic and working/plan; Snow removal plan	12
▪ Establish volunteer groups to help clean-up Broad St. area by old Pizza King (rundown areas)	13
▪ Outdoor music (softly played); Wireless café for all ages	13
▪ More outdoor eating spots - check out Mass Ave in Indy; Bring back the days of sidewalk sales once businesses are in place	13
▪ Cultural trails connecting all the various projects and historical areas (outside of project areas)	13
▪ Better frade housing (Lockerbre in Indy) No more low income housing. I am a business person who wants better apartments	13
▪ Get better businesses and schools and groups to volunteer to help where needed to save dollars. Need to pull community together - all ages to help on making their City better. Challenge people! Give those lost wondering souls things to do	13
▪ I rent in New Castle. My street didn't have many people keeping up their yards. I planted flowers and did a lot of landscaping myself. Neighbors saw my works and now they have become my competition. It's contagious	13
▪ Great Job. Greg & Cory your #1 Fan	13
▪ Need shops. Maybe to nearby smaller towns and see if they open a shop. Here, need a toy store. Veaches Toys is in Richmond. Cambridge city got nice small stores, maybe some could open another one.	15
▪ Stop destroying what we have.	16
▪ Love the idea of honoring Robert Indiana. Also would like community garden and orchard on the north side.	17
▪ Push Walmart out and bring back local business and industry!	18
▪ These are all fine ideas, I live near the health/wellness area and think it would be a great idea if the area behind my house became public gardens/orchard with maybe a couple of health food stores.	19
▪ Create a permanent space for a farmers market. Have a permanent canopy for vendors and shoppers.	20
▪ Stop tearing down historic buildings and use the ample existing parking. Work with local active owners of Castle Place Building, Metropolitan, and Hoosier Antiques Buildings to include the three of them in a follow-on development project. Get a second set of good quality, experienced, historical property developers to perform follow-up projects. This City cannot afford to have all of its eggs in one basket (or all development in the hands of a single group of developers).	22
▪ This is what my hometown did with the old movie theater that was located downtown: <a href="http://www.mayflowerartscenter.com/about.html">http://www.mayflowerartscenter.com/about.html</a>	23
▪ Tree planted along Broad St, more bike racks, use of public areas for large sculptures, North 15 <sup>th</sup> and Fleming east parking area at point needs to be utilized as park, seating, sculpture, stormwater retention.	24