



REVITALIZATION PLAN for the Downtown Business District

PUBLIC MEETING & PRESENTATION OF PLAN
January 2014



STRATEGIC GOALS


Create “win-win” scenarios for Huntingburg’s largest employers and Downtown by encouraging them to participate in and support the revitalization of 4th Street.


Establish Downtown as the next great neighborhood in Huntingburg by creating additional living options through new construction and upper story renovations.


Build off Huntingburg’s position as a regional destination for shopping, dining, and entertainment to expand Downtown’s customer base.


Create new employment opportunities and attract regional residents and employees to Downtown with vibrant retail, dining, and entertainment options as well as diverse housing opportunities for all income levels.


DOWNTOWN NEEDS


 **Destinations.** In order to attract new and repeat customers, Downtown Huntingburg needs to establish an anchor destination that provides a reason for people to visit 4th Street.


 **Residential Base.** Increasing the number of people who live in and around Downtown will ensure around the clock activity, expand the built-in customer base for local shops and restaurants, and increase the local tax base.


 **24/7 Activity.** Supplement existing businesses with additional retail, dining, and entertainment options that attract users to Downtown on evenings and weekends.

 **Public Spaces.** Formalize existing gathering and open spaces to be used by the public for events and festivals. Open space is an important factor in increasing the quality of life for Downtown residents, employees, and visitors, while at the same time diversifying its ability to support different activities.

 **Visitor Impact.** Visitors play an important role in the sustainability of 4th Street businesses. Continue to expand and diversify events and programming to attract visitors as repeat supporters of local shops and restaurants.

 **Incentives.** Expand upon existing incentives to recruit and/or expand desired businesses such as more dining options, local breweries, or additional retailers.

 **Infrastructure.** Replacement of the water line along 4th Street is a well-known need, but improvements to sidewalks, parking configurations, and improved landscaping and lighting will enhance and unify the look of downtown.

 **Connectivity.** Create additional access to Downtown by connecting existing recreational destinations along an urban trail system. Trails through urban areas are known to increase property values and spending.



4TH STREET IMPROVEMENTS



Leverage the 4th Street water line replacement to reconfigure parking and upgrade 4th Street to allow for outdoor seating and retail opportunities.



MARKET STREET IMPROVEMENTS



Enhance Market Street to become the premier outdoor venue for events and festivals and includes year-round programming.



4TH STREET WATER LINE



Constructed in 1896 the 8" water line below 4th Street needs to be replaced to support continued operations in Downtown.



DOWNTOWN PARKS + EVENTS SPACE



Formalize existing underutilized greenspace as a Downtown park and events space for year-round programming.



HUNTINGBURG HERITAGE TRAIL

destinations public spaces visitor impact infrastructure connectivity

Construct a city-wide trail system to connect recreational attractions, spur additional investment in Downtown, and enhance the overall quality of life in Huntingburg.



4TH STREET FACADE PROGRAM

incentives

Establish an accessible facade program that provides financial incentives for building owners to make needed improvements to their property.



WAYFINDING & SIGNAGE

infrastructure connectivity

Build and expand on existing wayfinding and signage to include public parking and directional signage.



BUSINESS RECRUITMENT

destinations 24/7 activity visitor impact incentives

Promote City and County financial resources to existing and potential businesses. Clearly define opportunities in the market as a recruitment tool for desired businesses such as restaurants and evening dining options.



B&B CLUSTER



Establish a B&B District that offers each individual owner joint management, marketing, and coordinate use of local downtown retailers and services.



WORKFORCE HOUSING



Develop a menu of incentives to reduce barriers for development and attract private investment to Downtown Huntingburg, such as a consolidated TIF district.



UPPER STORY RENOVATIONS



Create a gap financing program to assist building owners absorb the high cost of rehabilitating upper floor space for market rate rental housing.



EMPLOYER SUPPORTED HOUSING



Work with local employers to identify quality of life and housing improvements that would support additional employee recruitment and retention.

IMPLEMENTATION TIMELINE	KEY PLAYERS			FUNDING SOURCES				2014				2015				2016				2017				2018				
	LEAD ENTITY	PARTNERS	PUBLIC	PRIVATE	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
					0%	0%	25%	75%	75%	25%	75%	25%	75%	0%	50%	25%	80%	80%	85%	90%								
4th Street Improvements	City of Huntingburg	Destination Huntingburg, INDOT	100%	0%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
4th Street Water Line	City of Huntingburg	IOGRA, USDA-RD, IFA, Merchants Association	100%	0%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Market Street Improvements	City of Huntingburg	Destination Huntingburg, INDOT	75%	25%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Downtown Park	City of Huntingburg	Destination Huntingburg, Merchants Association, Dubois County Visitors Bureau	25%	75%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Huntingburg Heritage Trail (phase 1)	City of Huntingburg	Destination Huntingburg, Indiana Greenways, INDOT, SRTS, IDNR	75%	25%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Huntingburg Heritage Trail (phase 2)	City of Huntingburg	Destination Huntingburg, Indiana Greenways, INDOT, SRTS, IDNR	75%	25%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Wayfinding & Signage	Destination Huntingburg	City, Merchants Association, Chamber of Commerce, Dubois County Visitor Bureau	100%	0%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
4th Street Facade Program	Destination Huntingburg	City, Local Banks, Dubois Strong	50%	50%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Business Recruitment	Destination Huntingburg	City, Merchants Association, Chamber of Commerce, Dubois Strong	75%	25%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
B&B Cluster	Private Operators / Developers	Destination Huntingburg, City, Local Banks	20%	80%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Upper Story Renovations	Building Owners / Private Developer	City, Destination Huntingburg, Local Banks	20%	80%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Workforce Housing	Private Developer	City, Local Banks, Dubois Strong, IHCDA	15%	85%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Employer Supported Housing	Private Developer / Major Employers	City, Local Banks, Dubois Strong, USDA-RD, IHCDA	10%	90%	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4



IDNR: Indiana Department of Natural Resources
 IFA: Indiana Finance Authority
 IHCDA: Indiana Housing and Community Development Authority
 INDOT: Indiana Department of Transportation
 IOGRA: Indiana Office of Community and Rural Affairs
 SRTS: Safe Routes to Schools
 USDA-RD: US Department of Agriculture - Rural Developme

Public Investments Projects

Public-Private Partnerships

QUESTIONS? and comments

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