



**Logan's Landing
Association
Logansport, Indiana**

Hometown Downtown Strategic Action Plan 2010



Hometown Downtown Strategic Action Plan 2010



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"the keystone in your project"

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**Logan's Landing Association
Board of Directors
2009 - 2010**

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History and Process

In 1999, investment in regional malls, the buyout of local banks, and the loss of key merchants, coupled with a rapidly changing employment landscape, had left the downtown in disarray. The City of Logansport, downtown merchants, area institutions, and local residents recognizing that something must be done to stem the flow of disinvestment, engaged in an intensive planning process to identify a set of strategies to revitalize the downtown.

Over several months of interviews, community meetings, and project work sessions three primary strategies emerged as a framework for future initiatives. Those first projects were:

- ✚ Create an organizational structure for downtown revitalization
- ✚ Identify ongoing funding mechanisms
- ✚ Prioritize key project initiatives

Key accomplishments over the past ten years:

- ✓ Formed Logan's Landing Association and Main Street Logansport and hired its first director
- ✓ Secured Lilly Endowment Challenge Grant
- ✓ Developed façade improvement program to share cost with merchants and building owners of physical improvements.
- ✓ Initiated streetscape program including pavers, street trees, furniture, and lighting.
- ✓ Reclaimed and beautified the river front for recreation and future development.
- ✓ Developed a database of available downtown properties and listed them on www.loganslanding.com.
- ✓ Led SUCCEED (Stimulating Unlimited Cass County Entrepreneurs, & Economic Development) to create and support new entrepreneurs.
- ✓ Initiated youth entrepreneurship education, business planning, and inventions using BizWorld.
- ✓ Sent downtown business owners to Marketing Boot Camp.
- ✓ Developed and initiated downtown marketing campaign.
- ✓ Identified and removed barriers to development.
- ✓ Initiated new development incentives.
- ✓ In partnership with downtown businesses, initiated a series of special events, such as, Spooktacular, Independent Retail Week, and Celebrate Logansport.
- ✓ Leveraged \$10,000 grant to \$70,000 investment in downtown properties.
- ✓ New business attractions.
- ✓ Taste of Cass County.
- ✓ Received Indiana Rural Capacity Grant for SUCCEED.
- ✓ Received RECAP – Real Estate Capital Asset Program grant of \$364,000.
- ✓ 4th Street Corridor Grant



On the ten year anniversary of the initial plan, Logan's Landing and the City again came together to celebrate the accomplishments of the past ten years and recapture that initial energy to tackle new challenges that had emerged.

This new effort was intended to be a modified planning process. Rather than start over, it was important to build on the significant work of the past ten years. This modified process recognized changed circumstances, mined the many plans and studies developed in the last several years for the best ideas for the downtown, and filtered and prioritized project goals as short term, middle term, and long term.

The process to create a new implementation plan was as follows:

- ✓ Conduct a Literature Review of Studies, Plans, and Initiatives
- ✓ Create a Steering Committee
- ✓ Convene Stakeholders Meeting #1
- ✓ Convene Stakeholder Meeting #2
- ✓ Conduct Interviews and Focus Groups
- ✓ Convene Stakeholder Meeting #3
- ✓ Filter and Prioritize

Literature Review

The literature reviewed for the plan consisted of plans, studies, questionnaires, and reports that had been prepared in the last ten years, with emphasis on those developed in the past three years. Only those documents with a connection to the downtown were reviewed. Each document was reviewed for statements of conditions in the downtown, goals, activities, and specific initiatives proposed.

The documents reviewed as a basis for the planning process were as follows:

2009 Amendment to the Downtown TIF District Redevelopment Plan and Project, The City of Logansport
Redevelopment Commission, February 18, 2009
Cass County Visitors Bureau 2009 Work Plan
Logan's Landing Great Streets & Gateways Plan, 2001
Logan's Landing District Public Art Plan, Logansport, Indiana, May 23, 2008
Design Standards for the Logan's Landing Overlay District, May 2007
Organizational Assessment, Cass County Arts Alliance, May 2008
Logan's Landing Main Street Assessment, Logansport, Indiana, March 11, 2005
Little Turtle Waterway Master Plan, Update, 2001-2002
A Retail Market Analysis, Downtown Logansport, Center for Economic & Community Development, Ball State University, 2002
Logansport Parks & Recreation Master Plan Update 2006-2010, Lehman & Lehman
Update to Logansport's Comprehensive Plan 2009
Wabash and Erie Canal Towpath Trail, Purdue University, 2009

All of the information mined from these documents was divided into categories for prioritization. Assets: natural or manmade, services or institutions, or qualities; Issues: of appearance, functioning, or relevance; and Strategies / Actions / Programs / Projects.

Principles:

In order to do this most expediently, four principles were agreed upon to guide decision making:

- Cluster - Increase density to **CLUSTER** development both geographically and by economic sector



- Invest - Plan to **INVEST** scarce resources don't just plan to spend
- Leverage - Choose public investments that **LEVERAGE** private and nonprofit resources in multiple categories
- Impact - Look for high **IMPACT** activities

The map shown on page 9 provides a visual illustration of these principles. It shows primary and secondary areas to cluster investment and activity for the greatest amount of leverage among activities and the highest impact. The primary area is bounded by the rivers and 4th Street. The secondary investment area is bounded by the rivers and 8th Street. Yellow lines show the corridors of connection between the downtown and the larger community. It further illustrates emerging clusters of activity, at each end of 4th Street at Logan's Landing and the proposed Stonewall Park, and at the confluence of the rivers.

As the prioritization process progressed, seven clusters of activity or emerging clusters were identified: Health, Recreation, Food and Farming, Arts and Culture, Furniture and Design, Seniors, and Ethnicity and Cultural Diversity. These clusters were further refined by their current impact on the vitality of the downtown, potential to generate new jobs and new business activity, and the potential for these clusters to contribute to the economy of the region.

Four types of activity met each of these tests and form the framework for this plan.

Downtown Stabilization

The community felt that it was extremely important that this plan meet immediate needs for new job creating activity in the downtown. The following proposed incentives and activities are intended to secure and stabilize existing downtown businesses while creating a base of economic vitality to attract new investment to the downtown.

Health and Recreation

High quality recreation, particularly related to the rivers and other outdoor activities, is an important community value. Many felt it defined the Logansport lifestyle. It is no surprise then that healthcare is a major job generator for the region. Combining that existing economic engine with a focus on jobs and businesses related to health and recreation may prove to be a powerful prescription for a downtown suffering the effects of a lingering recession.

Arts, Culture, and Design

Logansport already has distinctive arts events drawing outside visitors, working artists, and arts oriented businesses. Yet the full benefit of that activity has not been realized. Encouraging collaboration among arts related organizations and support for working artists and art related businesses will attract new arts activity and new patrons.

Food and Farming

New ethnic diversity has brought new foods and new interest in Logansport as a restaurant destination. Moreover, a focus on consuming locally grown produce and locally produced value added products has seen a surge of activity at farmers' markets and specialty grocers. Pairing those interests with a long history of agricultural research and education in the region is attracting investment that will seed new businesses and yield long term economic growth.

Hometown Downtown is an assertion of the downtown as the confluence, not only of two rivers, but leadership and vision for the future of Logansport. Hometown Downtown: a focal point of the community, a source of vitality for the region, and a destination for future generations.



DOWNTOWN STABILIZATION

Vision

Re-establish downtown as the focal point for the community and a driver of the economy.

Background and Baseline Activity

Downtown is the central place of a community. Both residents and visitors look to the downtown to gauge the overall health and vitality of the community. The decline of the downtown signals a decline in the community at large and the likely prognosis of further erosion of businesses, jobs, and the economic prosperity they support.

Over the past ten years, emphasis has been placed on securing the physical structures of downtown with investments in streets and streetscape, historic structures, public art, and façade improvements. There has been much success with these efforts and they are widely acknowledged as the best initiatives of the past ten years. Some of these successes translate directly to new customers and increased revenues. Unfortunately, downtown's low density and the economic decline of Indiana's economy in general, has increased the challenge for existing business. To continue downtown's forward progress, Logan's Landing must turn its attention to supporting and developing the business community. The first of these initiatives was to refocus and motivate thinking for individual businesses and the downtown as a destination for the community. Logan's Landing brought in Jon Schallert, famous for his Destination Boot Camp that has served as the impetus to reboot so many downtown economies. Important gains were made at this meeting. More is necessary to allow the hard decisions to be made that will achieve the goals so necessary for Logansport's overall health. Going forward, building and maintaining an environment of trust and unity in thinking must be a joint effort of the downtown merchants and Logan's Landing Association.

Goal #1 Secure and stabilize downtown businesses to create a base of economic vitality and to attract new investment.

Initiative 1 Organizational and Financial security

- 1.1 Logan's Landing, the Chamber, LEDF, and the City work to establish a positive working relationship focused on rebuilding the downtown economy with the recognition that the health of the downtown mirrors the health of the community.
- 1.2 Establish a security and incentive task force of Logan's Landing Board members and downtown businesses.
- 1.3 Continue grant efforts toward securing resources to provide direct business support.
- 1.4 Explore establishment of a Real Estate Investment Trust to purchase, secure, and hold property for future development.
- 1.5 Explore establishment of a Downtown Business Improvement District to pay for continued improvements to downtown infrastructure, services, grants, and beautification.





Initiative 2 Entrepreneurship and Small Business Support

- 2.1 Identify existing sources of technical support for business.
- 2.2 Create a network of counselors and advisors to fill gaps in existing business support.
- 2.3 Provide assistance to downtown businesses facing uninsured losses or other business emergencies.
- 2.4 Work with local investors to develop a network of angel capital to support downtown business expansions and new entrepreneurs.
- 2.5 Work with local banks to develop a pooled risk microenterprise and small business loan fund.

Initiative 3 Marketing

- 3.1 Establish a downtown brand identity.
- 3.2 Identify downtown assets and targets of opportunity to network and leverage investments.
- 3.3 Encourage a Come Home to Logansport campaign.
- 3.4 Educate residents on the value of investing in and supporting downtown businesses.
- 3.5 Initiate a downtown buyers' card to bring attention to downtown businesses and encourage spending in downtown businesses.

Initiative 4 Physical Improvements

- 4.1 Work with businesses to identify nondisruptive way to change 4th street for two-way traffic.
- 4.2 Develop wayfinding signage for downtown.
- 4.3 Develop new gateways to downtown that clearly establish downtown boundaries and identify focal points of activity.
- 4.4 Work with State to re-route US 25 traffic in short term.



Progress Benchmarks

2010

- ✓ Logan's Landing, Chamber, LEDF, and City working relationship and procedures established.
- ✓ Business counselors and advisors network identified and established.
- ✓ Downtown has established a brand identity.
- ✓ Grant for wayfinding signage and gateways submitted.
- ✓ Impact of Buying Local displayed in all downtown businesses.
- ✓ Grant secured to support transition to two-way streets in downtown.

2011

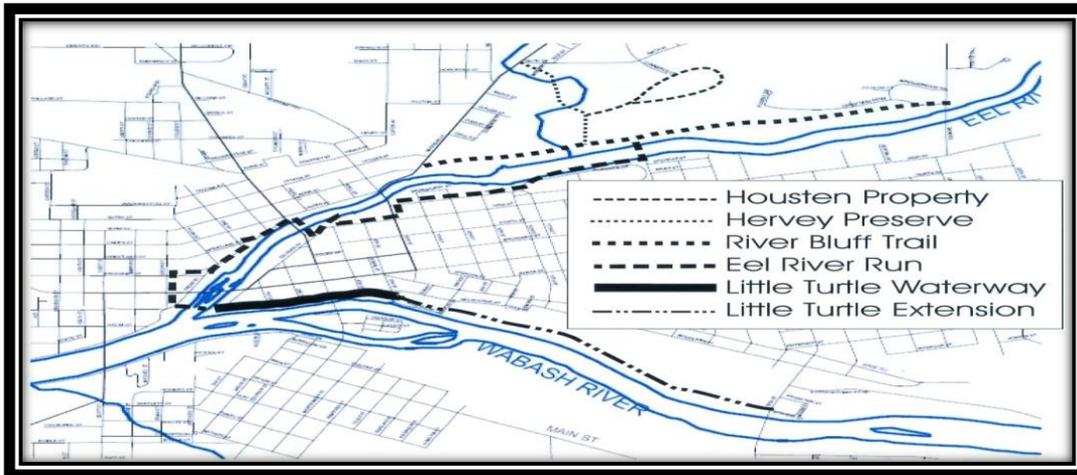
- ✓ Security and Incentive Task Force established and operating.
- ✓ Discussions regarding real estate investment trust underway.
- ✓ Downtown wayfinding signage in place.
- ✓ The first gateway in place.
- ✓ Downtown merchants adopt a buyers' card.
- ✓ Downtown emergency assistance program in place.

2012

- ✓ Real estate investment trust established.
- ✓ Discussions underway for a business improvement district.
- ✓ Come home to Logansport campaign adopted.
- ✓ Talks with banks to establish pooled risk microloan / small business fund initiated.



HEALTH AND RECREATION



Vision

A cluster of activities building on the investments made in healthcare, wellness, and recreation to create jobs in healthcare and healthcare related fields; support wellness and well being; and improve the rivers to attract visitors and new businesses related to river oriented recreation.

Background and Baseline Activity

The downtown is nearly surrounded by water. What a unique and extraordinary asset for the health and beauty of the downtown and its residents. A great deal of emphasis has been placed on enhancing quality of life by enhancing the recreational value of the rivers. This emphasis has been thoughtful and clear attention has been paid to both aesthetics and recreational usage. However, for the downtown to continue to progress it must make a better connection between this key asset and economic opportunity. Bring together the elements of the big city new urbanist lifestyle with the healthy advantages of small town living.

One of the major employers and economic drivers of the community and among the few adding jobs is the hospital. The hospital has already created linkages to local and regional businesses through its health services, workforce education, and insurance program. Both the hospital and community at large will benefit by continued emphasis on health, health related education, and health related businesses.

Existing Anchors

- Little Turtle Waterway
- River Bluff Trail

Economic Drivers

- Logansport Memorial Hospital
- Health insurance Program – Healthy People

Educational Linkage

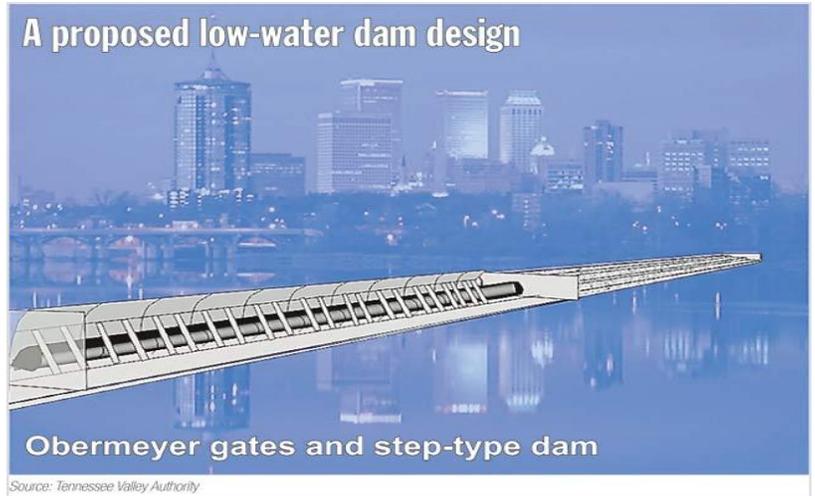
- Historical markers
- Historical Museum
- Ivy Tech Community College
- Indiana University Kokomo
- Hospital Internships / clinical residencies



Goal #1 Create the environment that supports a healthy lifestyle and attracts health related jobs.

Initiative 1 Exercise and Healthy Lifestyle

- 1.1 Connect the trail between LTW and River Bluff Trail.
- 1.2 Develop a chess park on vacant downtown property with both oversized chess pieces and table games.
- 1.3 Build trail restrooms.
- 1.4 Work with hospital and other potential end users to identify opportunities for high-end downtown housing.
- 1.5 Explore use of a collapsible dam to create a sport basin in the river for canoeing and kayaking.



Initiative 2 Health Related Jobs and Services

- 2.1 Continue to enhance and support health and recreation oriented businesses and entrepreneurship.
- 2.2 Reinforce health related jobs by linking downtown and regional health related jobs through a career ladder.
- 2.3 Explore expansion of ExpressMed or other wellness activities into the downtown.



Progress Benchmarks

2010

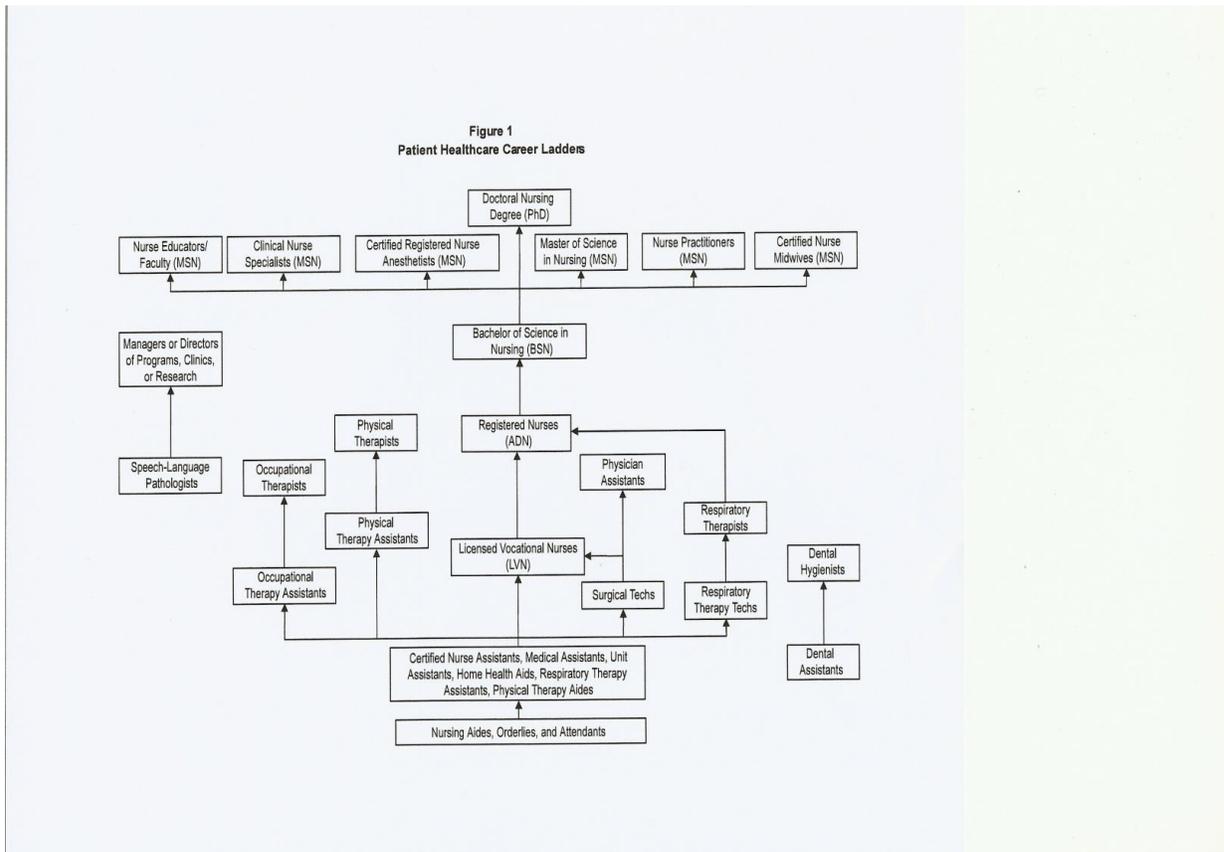
- ✓ Trail between LTW and River Bluff Trail completed.
- ✓ Career ladder conversations begun among economic development organizations, hospital, health related businesses and educational institutions.
- ✓ Vacant property identified for Downtown Chess Park; small grant secured.
- ✓ Downtown restrooms open.

2011

- ✓ Career ladder expanded outside hospital to health related businesses.
- ✓ Downtown Chess Park opens.
- ✓ Sites for high-end infill housing development identified.

2012

- ✓ Downtown businesses linked to health network.
- ✓ First downtown housing project initiated.
- ✓ Research conducted into collapsible dam.



ARTS, CULTURE, AND DESIGN

Vision

A cluster of activities encompassing Art, antiques, furniture, and design that engage youth, attract visitors, and drive the economy

Background and Baseline Activity

There is a high level of activity in the arts in Logansport. Value is placed on art that everyone can enjoy, such as free concerts, festivals, and public art. There are numerous organizations working with some success to foster arts activity. However, full value has not been gained from such activity because the arts organizations have limited interest in working collaboratively for goals beyond those of their individual organizations. The arts will not reach their full potential in Logansport until arts organizations, art related businesses, and artists are willing to work collaboratively to make Logansport an arts destination.

Existing Anchors

- Bankers' Row

Economic Drivers

- Individual artist's studios
- Furniture Stores
- Art galleries
- Arts events

Educational Linkage

- Art, music, and design instruction



PROPOSED INFILL AT
BANKERS ROW

Goal #1 Build on the many arts oriented activities, festivals, and businesses to develop an arts, furniture, and design cluster that will draw visitors and create new jobs.

Initiative 1 Incorporate Public Art into Streetscape

- 1.1 Identify locations for downtown sculpture.
- 1.2 Identify artistic bike rack designs.
- 1.3 Create an art in lieu fund to support public art.
- 1.4 Create art district gateways in downtown.
- 1.5 Bridge physical barriers to encompass Logansport Art Association within downtown activities.



Initiative 2 Explore potential funding for arts related activity and incentives

- 2.1 Provide incentives to attract and house artists in vacant properties and support arts, furniture, and design oriented retail.
- 2.2 Develop arts, furniture, and design oriented business incubator space.
- 2.3 Continue to enhance and support the development of new arts, furniture, and design related businesses.

Initiative 3 Market Logansport as an Arts Community

- 3.1 Continue and support periodic open studios day to showcase area artists on a regular basis.
- 3.2 Develop a “Come Home to Logansport” campaign focused toward individuals in the creative industries with ties to Logansport.
- 3.3 Nurture and support arts participation among all ethnic groups.



Initiative 4 Create art oriented destinations in the downtown and identify an arts district(s)

- 4.1 Provide opportunities for live music.
- 4.2 Explore options to provide outdoor theater space for concerts and movies.
- 4.3 Develop a mixed use arts and community center.
- 4.4 Establish an arts district(s).



Progress Benchmarks

2010

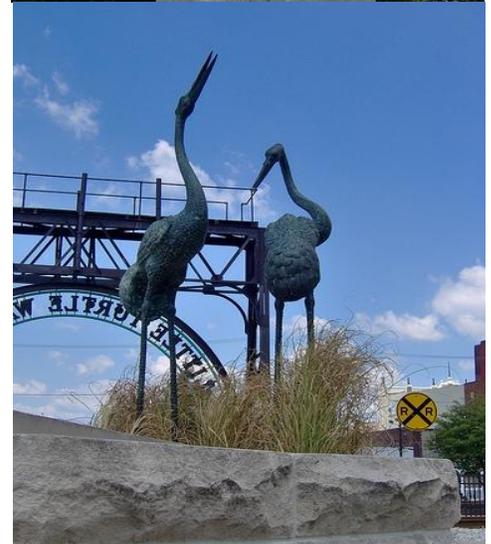
- ✓ Existing businesses add live music.
- ✓ Regular open studio days initiated.
- ✓ Arts in lieu fund proposed.
- ✓ Explore potential incentives for art, furniture, and design oriented businesses.
- ✓ Identify grant opportunities for entry gateways.

2011

- ✓ Arts district(s) designated.
- ✓ Buildings and sites explored for downtown arts and community center; market study initiated.
- ✓ Apply for entry gateway grant.
- ✓ Arts in lieu fund developed.

2012

- ✓ Come Home to Logansport campaign developed.
- ✓ Art, furniture, and design oriented business incentives initiated.
- ✓ Outdoor theatre space explored.
- ✓ Site identified for downtown arts and community center; market study completed.
- ✓ Artistic bike racks installed.
- ✓ Explore arts, furniture, and design oriented incubator space.
- ✓ Grant funding secured for entry gateway.



FOOD AND FARMING

Vision

A cluster of activities related to Logansport's food culture and supportive of local farmers, food vendors, and restaurants that is sufficient to draw local and regional interest.

Background and Baseline Activity

Logansport has an active farmers market that draws farmers and customers from throughout Logansport and the surrounding region. The focus is on fresh produce but some value added products are available. Some residents are interested in eating locally grown food for health and environmental reasons. Others see the market and food oriented festival activity as supporting tourism. Little emphasis has been placed on food and farming for its potential as an economic driver. Strength in farming in the region, including interest by young farmers educated in the newest technologies, coupled with new interests in local food and environmental sustainability could lead to new business activity in food and farming related products.

Existing Anchors

Economic Drivers

- Farmers Market
- Area farmers
- Value added products
- Restaurants

Educational Linkage

- Culinary education
- Ivy Tech Community College
- Purdue University Extension Service
- Purdue University



Goal #1 Strengthen the food and farming related business cluster.

Initiative 1 Support and nurture food related businesses and value added products.

1.1 Continue and enhance the development of new restaurants and food oriented businesses.

1.2 Incentivize new restaurants and retail businesses in the food sector.

1.3 Develop new incubator space for food and farming oriented businesses.

1.4 Work with LEDF and Chamber to recruit new food oriented businesses.

1.5 Work with Purdue Extension to promote value added food products by linking food and farming education to new entrepreneurship.





Initiative 2 Develop food oriented anchors and destinations

2.1 Create a permanent cover for the farmers market.

2.2 Create opportunities for food oriented businesses and value added product producers to interact, network, find new customers, and attract financing.



Initiative 3 Market Logansport food and eateries

- 3.1 Encourage local eateries to promote and serve local food.
- 3.2 Promote culinary tourism.
- 3.3. Work with Ivy Tech and the Career Center to develop a culinary arts program.
- 3.4 Work with local elementary and middle schools to encourage youth to grow and sell produce to serve in their cafeterias and sell at the farmers market.

Progress Benchmarks

2010

- ✓ Local restaurants initiate eat local campaigns.
- ✓ Explore funding options for permanent cover for farmers market.
- ✓ Culinary arts programs discussions initiated.
- ✓ Elementary and middle schools discuss school gardens.
- ✓ Food business and value added products network discussions begun.
- ✓ Food oriented business incentives identified.

2011

- ✓ Permanent cover for farmers market built.
- ✓ New business incentives initiated.
- ✓ New culinary arts programs initiated at Ivy Tech and Career Center.
- ✓ Summer garden programs initiated at elementary and middle schools.
- ✓ Food network develops first joint venture.
- ✓ New food oriented business located.

2012

- ✓ First culinary arts grads employed at local restaurants.
- ✓ Elementary and middle schools sell produce at farmers market.
- ✓ Second new food oriented business located.
- ✓ Food business incubator explored.



Hometown Downtown: Strategic Action Plan 2010

APPENDIX

- ⊕ Survey of Downtown Plans: Priority of Conditions Summary
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 - In fill Housing Melbourne
 - Gateway Design Option – partial street
 - Gateway Design Option – full street



Survey of Downtown Plans

Priority of Conditions Summary

Best Thing About Downtown

- Events
- Logan's Landing
- Façade improvements*
- Little Turtle Park*
- Streetscape*
- City supportive and accessible
- All Saints Church
- Laundry, restaurants, services
- Plenty of Parking
- Everything is close
- Rivers*
- Movie theater
- Library*
- Room for expansion
- Friendly

* Multiple votes



Most Needed Changes Downtown

- Need infill
- Take advantage of waterways*
- Downtown focal point*
- Identifiable districts
- 2nd floor housing
- Pedestrian friendly signage
- Downtown Identity
- Housing*
- More retail*
- More customers

- Economic opportunity
- More people to move to Logansport*
- Empty buildings
- Traffic flow / trucks*
- Train / Truck Noise*
- Access to loans / financing
- Festivals discourage business
- Sign ordinance/ planning/zoning*
- Not pedestrian friendly*
- Graffiti



Appearance

- Incorporate Rivers*
- Salvation Army bldg*
- Art bike racks*
- Historic buildings
- Remove building wraps
- Public art
- Downtown not maintained*
- Sculptures at various locations
- Uniform aesthetic signage
- Streetscape*
- Enhance entries / gateways*
- Open space / Green space
- Bury electric lines
- Emphasize Broadway and Market
- Overall design theme / color
- Too many vacant buildings
- 5th Street is run down
- Rentals on Melbourne deteriorating

* multiple votes





- Live Music
- **multiple votes*
- Something to do downtown on weekends
- More downtown housing, some upscale*



Functioning

- Plans not reflective of business interests
- Negative perception of LL*
- One-way streets*
- Connect development to trails
- River ramps and boardwalks
- Conflicting answers to business questions
- Variance for downtown housing
- Streamline permitting for underutilized property
- LL too entwined w/City
- Pressure for businesses to conform / not business friendly*
- Bilingual
- Access to rivers
- Clear signage
- Nothing to do
- Taxes too high*
- Parking limited
- Interest groups not coordinated
- LEDF not oriented downtown
- L L not downtown advocate*
- No cohesive planning
- City inflexible / not listening*
- Zoning ordinance outdated
- Too much fighting, decisions controlled by few

**multiple votes*

Relevance

- Need more restaurants, some upscale*
- Need more locally based eateries / local food
- Need more family-friendly events
- Need a regional draw
- More jobs downtown, ie healthcare*

New Amenities Wish List

- Arts and community center
- Collapsible dam
- Bankers' row arts district
- Permanent cover / pavilion
- Portable ice rink
- Live Music
- Fountain / splash park
- Nature center
- Gymnasium
- Band shell
- Soccer field
- Logan's Point
- Trail restrooms
- Convention facility
- Market hall
- Business incubator (arts/furniture/food)
- Canal restoration
- Downtown housing
- Chess park
- Retirement housing
- Bike path
- Downtown lodging
- Lighting on bridges / rivers
- Business call center
- Health clinic
- Stonewall Park
- Connect LTW to River Bluff Trail



Restructuring – General

Programming

- Market to California homeowners
- Promote econ benefits of preservation
- Recruit new businesses: restaurants / retail
- Come home to Logansport campaign
- Upstairs tours
- Connect LEDF, Chamber, LLA, City
- Culinary tourism: promote local food
- Restore / maintain historic buildings
- Develop incubator space
- Historic district nomination
- Open studios day
- Living arts programming
- Cross-cultural celebration
- Upscale housing downtown
- Increase downtown density
- Develop health related career ladder

Projects

- Expand business hours
- Improve traffic flow
- Restrict truck traffic
- Update / loosen sign ordinance
- Keep 2nd open
- Bury power lines
- Increase river access
- Storm sewers on 4th
- More parking
- Change 4th to two-way
- Target 4th for cultural center
- Continue streetscape on Market
- Angled parking on Market / Broadway
- Improve 5th street
- Awnings
- Salvation Army demolition

Restructuring - Financial

Revenue / Method of Funding

- Arts in lieu fund

- Assessment district
- Real Estate Investment Trust
- Food and Beverage Tax
- Tax abatement
- Shared risk loan pool

Incentive Programming

- Incentivize new restaurants and retail
- Incentives for new jobs and expansions
- Provide vacant space to artists
- SUCCEED
- Owner / investor funding for rehabilitation
- Underwrite flood insurance

Economic Stabilization

Existing Business Assistance

Logansport

- TIF infrastructure improvement assistance
- Energy efficiency incentives
- Tax abatement on new building purchase or value added rehab
- Alcohol and beverage licenses
- Expedited zoning review
- Façade improvement program
- Low-interest loan pool

Indiana

- Historic tax credits
- Historic rehab financing
- Workforce oriented incentives
- Technology oriented incentives

Supplemental Support to Business to Stabilize

Downtown Wish List

- Owner / investor funding for rehabilitation
- Underwrite flood insurance
- Incentives for new jobs and expansions
- Real Estate Investment Trust
- Tax abatement
- Emergency funds
- Technical Support for Business



Filtering and Prioritizing: Project Goals Vote Summary

Goals were identified as short-term, medium term, and long term.

- ✓ Short term - Easy to do, high impact, low cost
- ✓ Middle term - Signature project, high impact, medium cost
- ✓ Long term - projects that increase economies of scale, medium impact, medium cost; Signature project, high impact, high cost

<u>Short Term Goals</u>	Red Dots	Regular Dots	Total
Incorporate Rivers "Planning"	3	8	11
Signage	2	5	7
Gateways	2	2	4
Trail Restrooms	1	11	12
Connect LEDF, Chamber, LLA, City	1	6	7
Portable Ice Rink	1	4	5
Bankers Row Arts District	0	5	5
Live Music	0	4	4
Bike Path Downtown on Street	0	3	3
More Police at Downtown Events	0	3	3
Chess Park	0	3	3
Facade Improvements	0	3	3
Tax Abatement for Historic Buildings	0	2	2
Marketing Co-Op for Downtown Businesses	0	1	1
Storm Sewers on 4th Street	0	1	1
"Come Home to Logansport" Campaign	0	1	1
Streetscape	0	1	1
Dog Park	0	1	1
Upstair Tours	0	1	1
Security for Vistors and Residents	0	0	0
Awnings	0	0	0
Keep 2nd Open	0	0	0
Update Loose Sign Ordinance	0	0	0
Expand Business Hours	0	0	0

Mid-Term Goals

Connect LTW to River Bluff	2	3	5
Covered Farmer's Market Plaza	1	7	8
Market to "California" Homeowners (Retirees)	1	1	2
Fountain Splash Park	1	0	1
Change 4th to Two-Way (Improve Traffic Flow)	0	6	6
Salvation Army Demolition	0	4	4
Route US 25 (Restrict Truck Traffic)	0	4	4
Mobile Stage and Sound Equipment	0	4	4
Increase River Access	0	3	3
Provide Vacant Space to Artists	0	3	3
Logan's Point Confluence	0	3	3



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Stonewall Park	0	2	2
Restore and Maintain Historic Buildings	0	2	2
Improve 5th Street	0	2	2
Business Incubator	0	2	2
Arts in Lieu Fund	0	2	2
Incentivise New Restaurant and Retail	0	1	1
Promote Value Added Food Products	0	1	1
Succeed	0	1	1
Set Aside "TIF Fund" (Shared Risk Loan Pool)	0	1	1
Angled Parking on Market/ Broadway (More Parking)	0	1	1
Health Related Career Ladder	0	0	0
Cross Cultural Celebration	0	0	0
Health Clinic	0	0	0
Business Niche Food/School/Antiques/Trains/Start-Ups	0	0	0

Long-Term Goals

Collapsible Dam	1	2	3
Housing Infill 2nd Floor	0	4	4
Bury Power Lines	0	3	3
Environmental Center	0	2	2
Permanent Cover Pavilion	0	2	2
Housing Retail	0	2	2
Upscale Housing Downtown	0	2	2
Tax Incentives For Long Term Businesses	0	1	1
Real Estate Investment Trust	0	1	1
Community Cultural Center	0	1	1
Skateboarding	0	1	1
Downtown Lodging	0	0	0
Food and Beverage Tax	0	0	0
Assessment District	0	0	0
Market Hall	0	0	0
Lighting on Bridges/Rivers	0	0	0
Downtown Housing	0	0	0
New Condominiums	0	0	0



“What Your Purchase Means to Downtown” – Indie Bound

Thanks for shopping at

Mitchell Books

Here’s what you just did!

1. You kept dollars in our economy

For every \$100 you spend at one of our local businesses, \$68 will stay in the community. Spend \$100 at a national chain, only \$43 stays in the community.

2. You embraced what makes us unique

You want your downtown to be as individual as you are.

3. You created local jobs

Local businesses are better at creating higher-paying jobs for our neighbors.

4. You helped the environment

Buying from a local business conserves energy and resources: less fuel for transportation, less packaging, and products that you know are safe and well made, because we stand behind them.

5. You nurtured community

We know you and you know us. Studies have shown that local businesses donate to community causes at more than twice the rate of chains.

6. You conserved your tax dollars

Shopping in a local business district means less infrastructure, less maintenance, and more money available to beautify our community. Also, spending locally ensures that your sales taxes are reinvested where they belong---right here in your community!

7. You created more choice

We pick the items we sell based on what we know you like and want. Local businesses carry a wider array of unique products because we buy for our own individual market.

8. You took advantage of our expertise

You are our friends and neighbors, and we have a vested interest in knowing how to serve you. We’re passionate about what we do. Why not take advantage of it?

9. You invested in entrepreneurship

Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business ensures a strong community.

10. You made us a destination

The more interesting and unique we are as a community, the more we will attract new neighbors, visitors and guests. This benefits everyone!

A Cooperative Message From This Bookstore and INDIE BOUND

Love Your Local Indie Store!



Downtown Buyers Card – Buy it Local, LLC

JUMP START SPENDING IN YOUR COMMUNITY !

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COMMUNITY SHOPPING CARD TODAY!

YOUR OWN COMMUNITY. SHOPPING CARD PROGRAM CAN HELP GROW YOUR LOCAL ECONOMY

KEEP DOLLARS LOCAL
Boost retail sales in your community, help grow sales and drive business to retailers in your city, urban revitalization program, shopping district, neighborhood or other retail corridor.

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Buyit*® Cards are a Complete Community Card Program and Management System!

ADVANTAGES

- Connect multi merchant locations into your card network
- Lock in consumer spending for your revitalization program, or special shopping district & neighborhoods
- Get your community involved in supporting your retailers in a quick, and tangible way
- Tracking and reporting of retail purchases across participating locations
- Quantify the sales impact on participating merchants
- Quantify the economic impact as a result
- Attract & Retain merchants in your corridor. Use your database of purchasing patterns to attract & assist retailers
- Customize card solutions that suit your community — Group sales, conventions, special events, more!



How to Design a Chess Park – Guide

www.megachess.com



**Angel Investment Groups, Networks, and Funds:
A Guidebook to Developing the Right Angel Organization for Your
Community**

Susan A. Preston

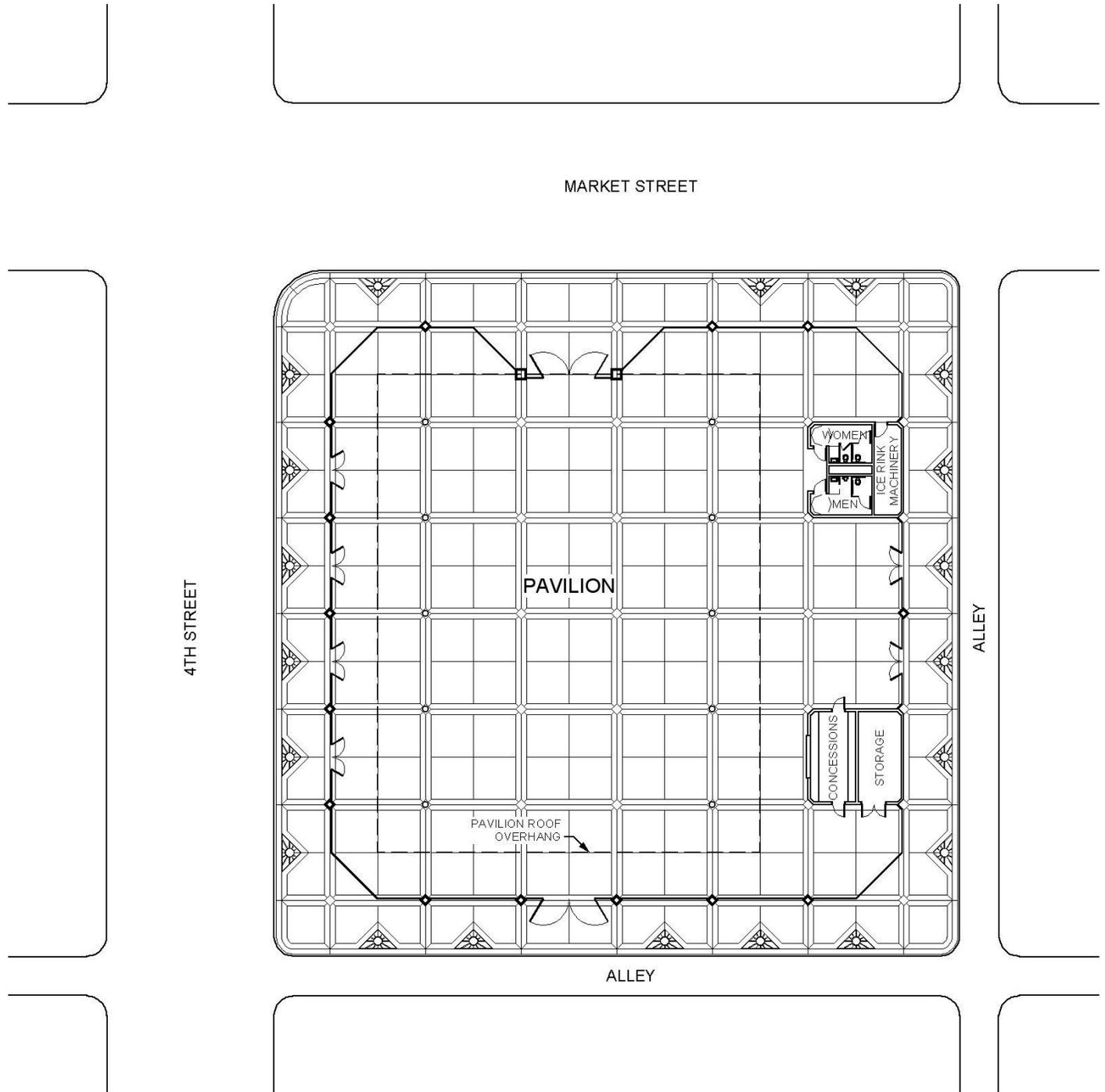
**Produced in Association with
Kauffman Foundation**



Permanent Cover for the Farmers' Market



Farmers' Market Site Plan



Infill Housing - Bankers' Row



*PROPOSED INFILL AT
BANKERS ROW*

In fill Housing – Melbourne Avenue



Gateway Partial Street Option



Full Street Option

