

# A Summary of The Market Analysis of Downtown Logansport

Where do downtown's customers live? Most customers come from the following areas (also called the primary trade area).

- 46947 Logansport
- 46950 Lucerne
- 46978 Royal Center
- 46988 Twelve Mile

50% consumers indicated that they shopped downtown Logansport at least 1 to 2 times a month.

The top three sectors for retail sales in the Logansport PTA

- Automotive Dealers (\$70 million)
- General Merchandise (\$59 million)
- Food Stores (\$46 million)

The sectors that exceed sales expectations

- Apparel and accessories
- Automotive and home supply
- Drug and proprietary
- Furniture and home furnishings

The sectors with growth potential

- Automotive dealers
- Eating and drinking places
- Food stores
- Home appliance
- Radio and TV stores
- Department stores

## Customer Preference Results

27% of consumers in study area shopped 1-2 times a month

- 12.3% have never shopped downtown
- 33.0% shop less than once a month

Customers prefer to shop downtown on Fridays

- Fewer like to shop on Saturday
- 16.4% shop on Sundays

52% like to shop from 1 p.m. - 5 p.m.

Average shopping trip downtown lasted 52 minutes

Where do consumers obtain information on businesses, retailers, and restaurants in downtown Logansport?

- 74.9% - newspaper
- 49.4% - radio
- 20.2% - window shopping

The top downtown locations

- Banks
- The Nest/Trees Camera
- Government offices
- Library
- Fernbaughs
- Graymill
- China Lane
- Boardwalk

Positive and Negative physical attributes of downtown:

Positives

- Library
- City Building
- Block of Broadway between 7th and 8th streets
- Available parks and green space such as Little Turtle Waterway
- Rivers
- Model block streetscape

Negatives

- Deteriorating and neglected facades and buildings
- Organization and control of parking
- Disabled accessibility to downtown businesses
- Lack of a central downtown focus point such as a square or other gathering area
- Billboards
- Blank walls

Suggestions that could be made to the physical aspects of downtown

- Continuing to improve access to rivers
- Removing building wraps and siding and restoring original building facades
- Uniformity and improved aesthetic of downtown signage
- Elimination of some one way streets
- Elimination of north/south truck traffic through the downtown
- General upkeep and maintenance including weeding, planting more flowers and addition of more trees
- Murals to add visual attractiveness to blank building facades
- Benches and other seating areas
- Revise the parking ordinance to encourage more shared parking

## Where do consumers purchase items and why?

- Apparel/Clothing - 36.9% Logansport  
4.1% downtown  
reason: selection
- Groceries - 58.9% Logansport  
4.0% downtown  
reason: convenience
- Shoes - 32.0% Logansport  
29.4% Kokomo  
5.6% downtown  
reason: selection
- Fast Food - 59.6% Logansport  
2.2% downtown  
reason: convenience
- Drug Store Items - 57.4% Logansport  
6.4% downtown  
reason: convenience 39.8%  
hometown location 35.6%
- Restaurants - 38.6% Logansport  
33.2% Kokomo  
6.2% downtown  
reason: selection
- Music & Video - 33.3% Logansport  
14.4% Kokomo  
reason: convenience, selection
- Hardware - 50.5% Logansport  
15.5% Kokomo  
2.9% downtown  
reason: convenience, hometown location
- Books/Stationary/Office Supplies - 49.8% Logansport  
12.6% downtown  
reason:  
convenience,  
selection
- Furniture - 33.8% downtown  
16.2% Kokomo  
12.7% Logansport  
reason: selection, price
- Autos/Repair/Parts - 40.7% Logansport  
12.7% downtown  
reason: convenience, hometown  
location
- Appliances & Electronics - 35.3% Logansport  
24.3% Kokomo  
12.1% downtown  
reason: selection, price,  
convenience
- Department Store - 43.1% Logansport  
28.6% Kokomo  
reason: selection
- Recreational Activities - 27.2% Logansport  
13.2% Kokomo  
0.9% downtown  
reason: selection, home-  
town location

- Financial Services/Banking - 35.9% downtown  
21.6% Logansport  
reason: convenience,  
hometown location
- Legal Services - 33.8% downtown  
reason: convenience, hometown  
location, quality
- Toys - 38.2% Logansport  
13.9% Kokomo  
reason: selection

## Downtown Strengths & Weaknesses

### Strengths

- Customer Service
- Safety
- Quality of Goods and Services
- Sidewalks

### Areas for Improvement

- Convenience of Hours
- Price of Goods and Services
- Building Upkeep
- Parking
- Traffic Circulation
- Attractiveness

### Major Weaknesses

- Events
- Variety of Restaurants
- Variety of Retail

## Conclusions & Recommendations

- Aggressive attraction of establishment
- Strengthen Business Clusters
- Expansion of hours
- Nighttime critical mass
- Fully media outlets
- Downtown events
- Physical Improvement and Open Space

If you have questions or would like to receive a full copy of the market analysis of downtown Logansport, contact Logan' s' Landing at 574/22-4451.