



HUNTINGTON

INDIANA

2012 DOWNTOWN VISIONING INITIATIVE



Ball State University • Community- Based Projects

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What is the Community-Based Project Program?

Community Based Project Program (CBP) has been helping Indiana communities for over 40 years through Ball State University's Department of Urban Planning and the College of Architecture and Planning. This program is directed by Professor Scott Truex, an Indiana native. Specifically this organization goes out to particular communities and help create a vision and an action plan by studying the area through several planning techniques including: field work, inventorying buildings and public amenities, gathering community input, hosting visioning sessions, conducting design Charrettes, and many others. As our work winds down, we will present out findings and produce recommendations.

History of CBP

Community-Based Projects (CBP) was informally established in 1966 with the admission of the first class at the College of Architecture and Planning (CAP). From the beginning, students were involved with projects in Muncie and other communities as part of their academic studios.

In 1969, with its participation in the first Indianapolis Inner City Study, the college established the Urban Design Studio the forerunner of CBP. The program was formally renamed in 1979 to better reflect its wide variety of activities, which have ranged from environmental-impact and growth-management studies to neighborhood revitalization and planning strategies for downtown development.

Since 1969, we have been involved in more than 100 Indiana communities, ranging from one-day charrette workshops to a 22-month study. We have participated in national R/UDAT— Regional/Urban Design Assistance Teams—studies in Lafayette and Anderson and state-sponsored White River



Part of our charrette team working on recommendations.

Park P/DAT—Public/Design Assistance Teams—and Indiana Commission for Higher Education public education programs. But we primarily have been involved with hundreds of local governmental, civic, and service organizations.

In each project, the desires and needs of the community are interfaced with the educational philosophy and goals of the program. Since 1969, we have been directly or indirectly responsible for approximately \$120 million in public capital improvements throughout Indiana and countless dollars of related private investments.

The primary goal of the CBP Program is to provide the CAP students with a series of viable learning experiences in problem

recognition, planning and design, citizen participation methods, etc. This goal is based on the philosophy/assumption that a more realistic and pragmatic understanding of these activities can best be gained by students through their participation in a community-based, problem focused, "hands on" format.

A second goal of the program is to provide public education in environmental planning and design to both the public and private sectors so that they may more effectively participate in the decision-making process that is an integral component of creative problem-solving. This goal is based on the philosophy/assumption that an informed and educated "public" is the key to an effective participatory format for all community design, planning, and development efforts. The development of communication techniques geared to increasing public awareness and facilitating a "take part" process, is an important foundation of the program.

The third goal of the program is to provide public service in the form of technical assistance to the public sector in community planning and design matters. This goal is based on the assumption that responsible decisions concerning the future of the community's physical environment must be based on accurate, unbiased, information, and objective comparisons of alternative strategies and proposals.

A fourth goal of the program is to promote research activities that focus on the widest range of Indiana's communities. This research concerns itself with the methodologies employed in the analysis, programming, planning, and design (synthesis) of urban and rural communities and the teaching of professionals who will be involved with them.

Steering Committee Team Members

- Will Hahn
- Justin Wall
- Jordan Smith
- Rex Frederick
- Garin Stephen
- Dennis Caviston
- Margaret Caviston
- Jo Patmore
- Bryn Keplinger
- Mark Wickersham
- Tina Bobilya
- Rose Wall
- Brooks L. Feters, Mayor



First Meeting Exercise.

Planning and Design Team

Director: Scott Truex, Associate Professor of Urban Planning; Director of Community-Based Projects

Faculty: Lohren Deeg, Associate Professor

Team: Travis Glascock, Ralph Holmes, Alicia Reynolds, Erin Roznik, Bryan Schuch, Angela Shelby

Important Points

1. The potential of success for any planning and design project is dependent on you, as an involved individual of Huntington, Indiana, and not us (the Planning and Design Team);
2. We are not a substitute for professional services;
3. The educational objectives of the Community-Based Projects Program are of primary importance; and
4. Everyone in the community can contribute in his or her own unique way

Community Profile Summary

History

The very first villages of Northeastern Indiana were Native American settlers including the Miami tribe. The Treaty of Paradise Springs became the official document to transfer ownership from the Native Americans. Huntington County was established in 1834 and named after Sam Huntington, one of the signers of the Declaration of Independence. John Tipton, who was not a resident of the area, played a major role in the history of Huntington. He obtained title to part of the land in 1831 and platted the original layout of the city of Huntington. The community of Huntington was re-categorized from a town to a city in the 1970s and the current Huntington City Hall was constructed in 1904.

There are two historical districts within Huntington, Indiana: Huntington Courthouse Square District and the Old Plat Historic District. Huntington Courthouse Square Historical District contains structures dating between 1845-1942 and represents the period of economic growth. The Old Plat Historic District, first surveyed in 1832, is one of two original plats within Huntington. This historical district contains a large variety of building types, functions, and styles dating from 1860 to 1920 and representing Queen Anne, Italianate, Craftsman, and early-twentieth century Revival styles. This district contains seven outstanding and historically significant structures between several other notable and contributing structures.

Huntington County's geographic location became an integral part of its prosperity. One of the shortest identified routes that connects Lake Erie to the Mississippi River used the Little River, which runs through Huntington County. The city's first train arrived Nov. 13, 1855, marking the beginning of an

era of economic growth and prosperity. Many commercial, industrial, and residential units were constructed around the train depot in what is now Downtown Huntington. Later the area grew in popularity due to lime deposits that were excavated and led to the city of Huntington's nickname of "Lime City".



Wabash Railroad Tracks from Jefferson Street
Photo by: Huntington Herald-Press



Looking north on Jefferson Street

Character

Huntington contains a variety of architectural styles in the residential, commercial, and government structures that blend to make a unique urban environment. The architectural styles identified in the downtown include: Greek Revival, Romanesque, Colonial Revival, Gothic Revival, Georgian Style, Italianate, Second Empire, Art Deco and others. The different architectural styles show the progression and growth of the downtown while enhancing the urban experience for residents, workers, and visitors. Nearly every building has been altered since its original construction either to add modern amenities such as new windows, HVAC systems or adding other modifications to improve functionality to a particular storefront or the efficiency of a building.

Key Downtown Stakeholders

Huntington County Chamber of Commerce

The Huntington County Chamber of Commerce protects the interests of all business members while promoting commerce. This leads to progress by bringing together business and citizens to help the community grow.

Northeast Indiana Regional Partnership

NEIRP is an economic development organization that works in ten counties. They work with public and private partners to allow for a wider market and in return, expand commerce.

Huntington County United Economic Development

HCUED looks at more than just the city of Huntington. They also look at the county as a whole. Their primary focus is on industrial and major commercial developments while following their vision and mission statements.

City of Huntington Plan Commission

The Planning Commission is a stakeholder in Downtown Huntington. The zoning, codes, and comprehensive plan they have established must be followed or changed for future growth to occur.

Main Street Huntington

Promotes downtown Huntington through yearly events. They follow The Four Point Approach to downtown revitalization: 1) Design, 2) Organization, 3) Promotion, 4) Economic Restructuring. The 2012 Roof and Façade Grant Program funds up to a 50% match for eligible applicants in the Downtown district.



energetic
dynamic beautiful
HUNTINGTON IS...
distinct
motivated historic



What is Huntington?

Huntington, Indiana, is a thriving community with a rich heritage. The city has been able to preserve its identity as well as adapt to changes over the years, all the while flourishing as a place that provides unique amenities for residents and visitors alike.

Today, Huntington is home to approximately 17,000 people and remains a critical economic and cultural asset to the region and the state.

This initiative is part of a continuing effort to move Huntington forward in a way that respects its past and guarantees its success in the future. This will be made possible only through the dedication of residents who will work collaboratively to implement creative solutions to future challenges. The intent of this visioning initiative is to illustrate the need for future investment and rejuvenation of Huntington's Downtown and existing assets. Action and implementation of the strategies in this document will help Huntington to become a place where residents work, learn, live, and enjoy life.

With continued community support, strategic public policy, and private investment, Huntington can continue to build upon its historic foundations and flourish into a place that provides for residents and visitors alike -- built in a sustainable way to ensure that future residents and visitors will be able to enjoy the benefits of all that Huntington can offer.

Imagine Huntington's Future.

Demographics

Age Breakdown

From 2000 to 2010, the age demographics of Huntington have shown an increase in older residents and a decrease in the younger residents. This can mean that people are no longer having children or younger families are moving away from the city. This may also be because of the “brain drain”, where after residents return from college, they leave to go somewhere else because their hometown’s job market does not offer a career that meets their needs.

Labor Force

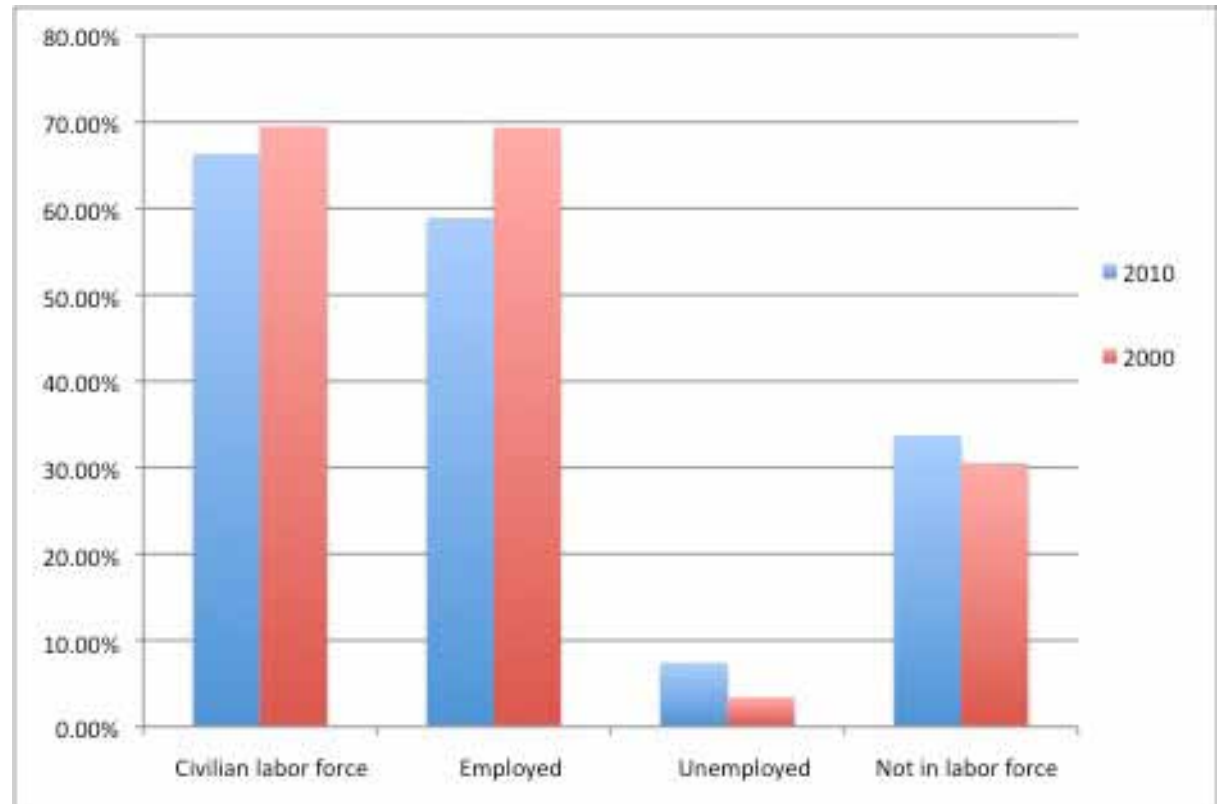
The civilian labor force in Huntington has decreased by 3.20% from 2000 to 2010; this also means the number of people not in the labor force has increased by 3.20%. The employment rate has decreased 10.5%, and the unemployment rate has increased 4.0%.

The employed and unemployed are inversely related. The employment numbers have decreased since the last census due to the economy being in a downfall. The total civilian labor force has decreased because people are getting older and retiring, and there are no younger people coming to replace them.

Income and Benefits

Total income and benefits have decreased from 2000 to 2010. The largest decrease was seen in the \$50,000 to \$74,999 range with a 5.4% decrease. The only increases were seen in the under \$35,000 range. This could be because of the increase in unemployment.

Decrease in higher incomes could be due to the smaller number of people in the work force and the larger number of people being older. This can be interpreted as more young professionals are just starting off so are making less money.



Above is a chart showing the Labor Force statistics from Census Data from the years 2000 and 2010.

Housing Stock

There were 7,487 dwelling units in Huntington in 2010, according to the U.S. Census Bureau. Of those units, 6,566 (87.7 percent) are occupied with a vacancy rate of 12 percent and 7.3 percent are for rent or sale. The overall homeowner vacancy rate is 4.7 percent, and the rental vacancy rate is 12.5 percent. In terms of occupied housing, 66.3 percent (4,350) are owner-occupied. About 10,916 residents own their own home, while 5,341 residents are living in renter-occupied housing.

A higher percentage of housing units were built before 1939 in Huntington than in the state. Most of the owner occupied housing (60.6 percent) is valued at \$50,000 to \$99,999. For rent, the values are similar, with the greatest percent of rates being \$500 to \$749. Many of the units (46.2 percent) have \$700 to \$999 in monthly costs.



These images are photos of the housing stock in Huntington. The image at right is the LaFontaine Center. To the left is an example of a single family detached home which is the most popular type of housing in Huntington. To the top image is an example of senior housing in Huntington.



Survey results

Survey Summary:

A resident survey was conducted in June of 2012 by Ball State students to gather information about the residents needs and wants for the Downtown. This survey had over 550 respondents and yielded some very useful statistics. Some of the general statistics:

- There was an equal amount of male and female respondents.
- The majority of the respondents identified themselves as lifelong residents. Few respondents indicated that they live Downtown. Few respondents indicated that they work Downtown
- Almost all respondents indicated that they either felt "safe" or "very safe" in the downtown
- A majority of the respondents indicate that they visit Downtown at least once a week or more.

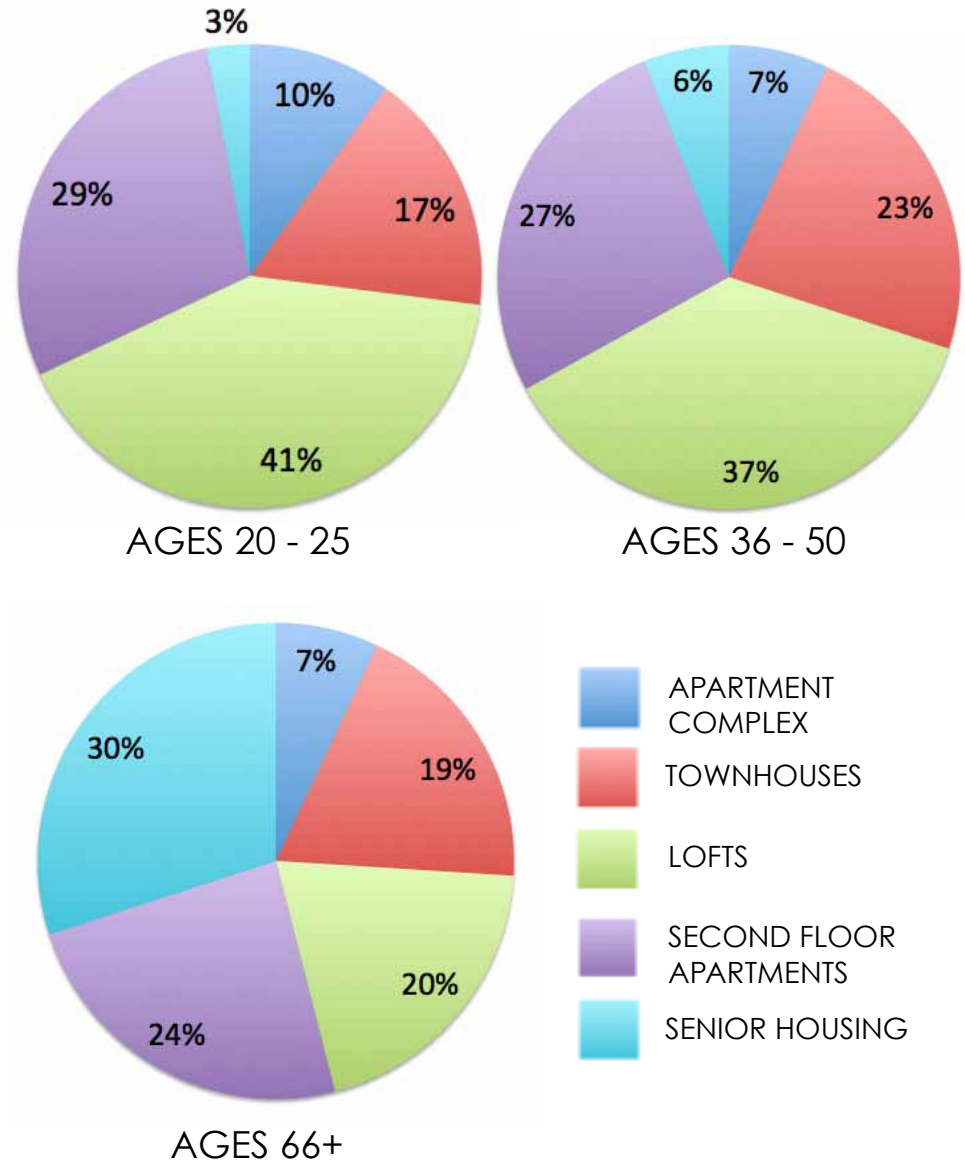
Generation Differences:

One of the most important things that the survey shows is how different generations perceive the downtown and its uses. The difference is clearest when different age groups are asked when they visit Downtown and which amenities they desire. The charts to the right show that people age 20-35 spend late afternoons and evenings downtown and desire social and entertainment venues while people age 51-66+ spend mornings and afternoons Downtown and desire more shopping and dining venues. The difference between the generations also extends to desired housing types. These charts show that as a person ages, the desire for housing shifts from lofts to senior living and second floor apartments.

Conclusions:

There are several conclusions that can be inferred from these statistics. Largely the two populations that use Downtown are young students, young professionals, or "empty nesters."

What is the Desired Housing in Huntington?



Families only use Downtown for essential services. To cater to the needs of those who use the Downtown area the most, several changes have been recommended as a part of this study.

Community Consensus:

Another telling statistic gathered by the community survey was how much consensus the population has for what is needed in the Downtown area:

Riverfront Development:

Of the over 500 respondents, 400 residents indicated a desire for the Little River to have more walking and biking trails.

Downtown Amenities:

We had expected that residents would gravitate to a single want for a Downtown amenity. However, the survey shows a fairly even distribution of responses across all amenity options. This indicates that the population has a strong desire to create a diverse selection of amenities in Downtown.

Downtown Retail:

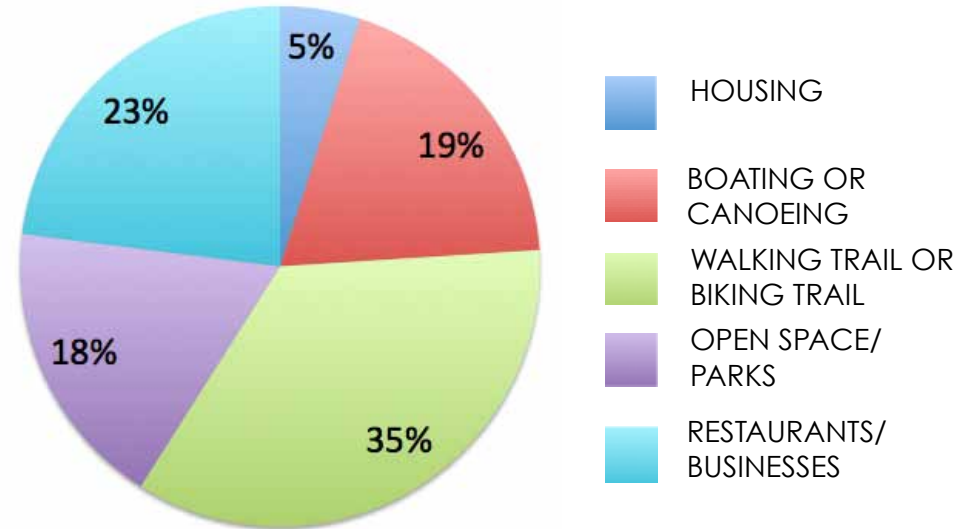
For Downtown retail opportunities the five most picked options in order of popularity for all respondents were:

- 1) Clothing (department store)
- 2) Book store
- 3) Restaurants
- 4) Grocery store
- 5) Coffee shop

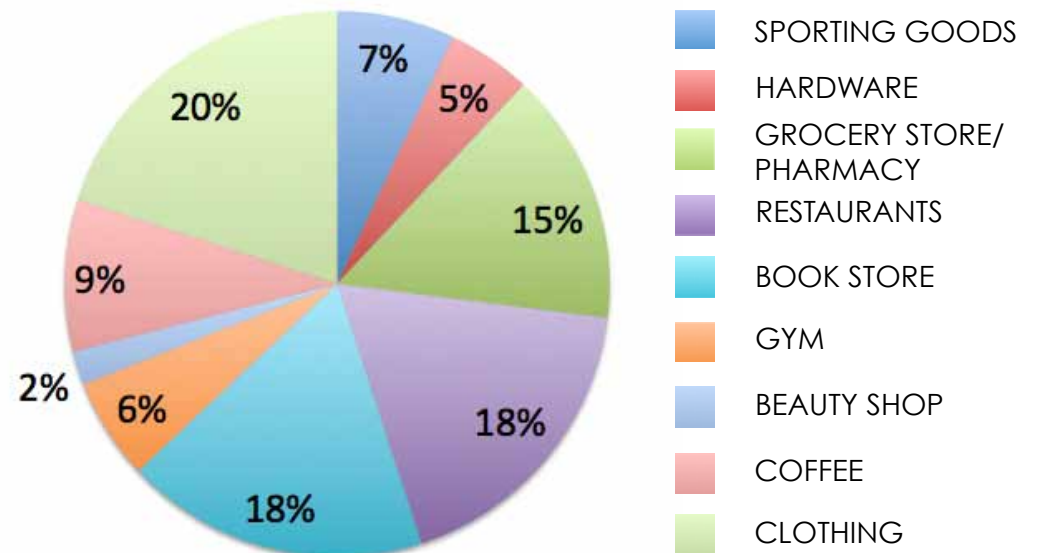
Street Elements:

Much like the Downtown amenities question, responses to our proposed were evenly distributed across all answers. This again shows that the population desires a mixture of amenities in Downtown to create a desirable Downtown.

What Riverfront Amenities are Desired?



What Retail is Desired in the Downtown?



Imagine...

Enjoying (En)

Continue strong support of arts, tourism, retail, culture, and housing opportunities while branding the Downtown.

Living (Li)

Build on the existing amenities and redevelop underutilized assets in order to support the lifelong needs of Huntington's residents.

Placemaking (Pl)

Establishing and preserving buildings and places which create distinct neighborhoods and districts.

Learning (Le)

Creating connections between educational institutions and the Downtown to create lifelong learning for all residents.

Working (Wo)

Developing jobs and labor force, government and institutions and office and headquarters development.

Moving Around (MA)

Improve network of streets, paths, and sidewalks to accommodate for multiple users and modes of transportation.

...Downtown Huntington

The six categories of “Imagine Huntington” include:

Enjoying, Placemaking, Working, Living, Learning, and Moving Around.

This downtown visioning initiative focuses on ways to bring people back to the downtown area. The people-centered approach was used to frame the downtown vision based on the needs of the people rather than land-uses and physical aspects of the city.

The six categories were used to create various goals that would move Huntington toward its goal of establishing a thriving destination Downtown. Each goal was broken down into several objectives that range from short-term to long-term goals. These goals and objectives were informed by several steering committee meetings with local business members, residents, government officials, and the Mayor. We conducted a survey of the residents in Downtown Huntington to receive their input on what they would like to see happen to their Downtown.

Imagine Enjoying Downtown Huntington

Master Plan 1: Courthouse Vista

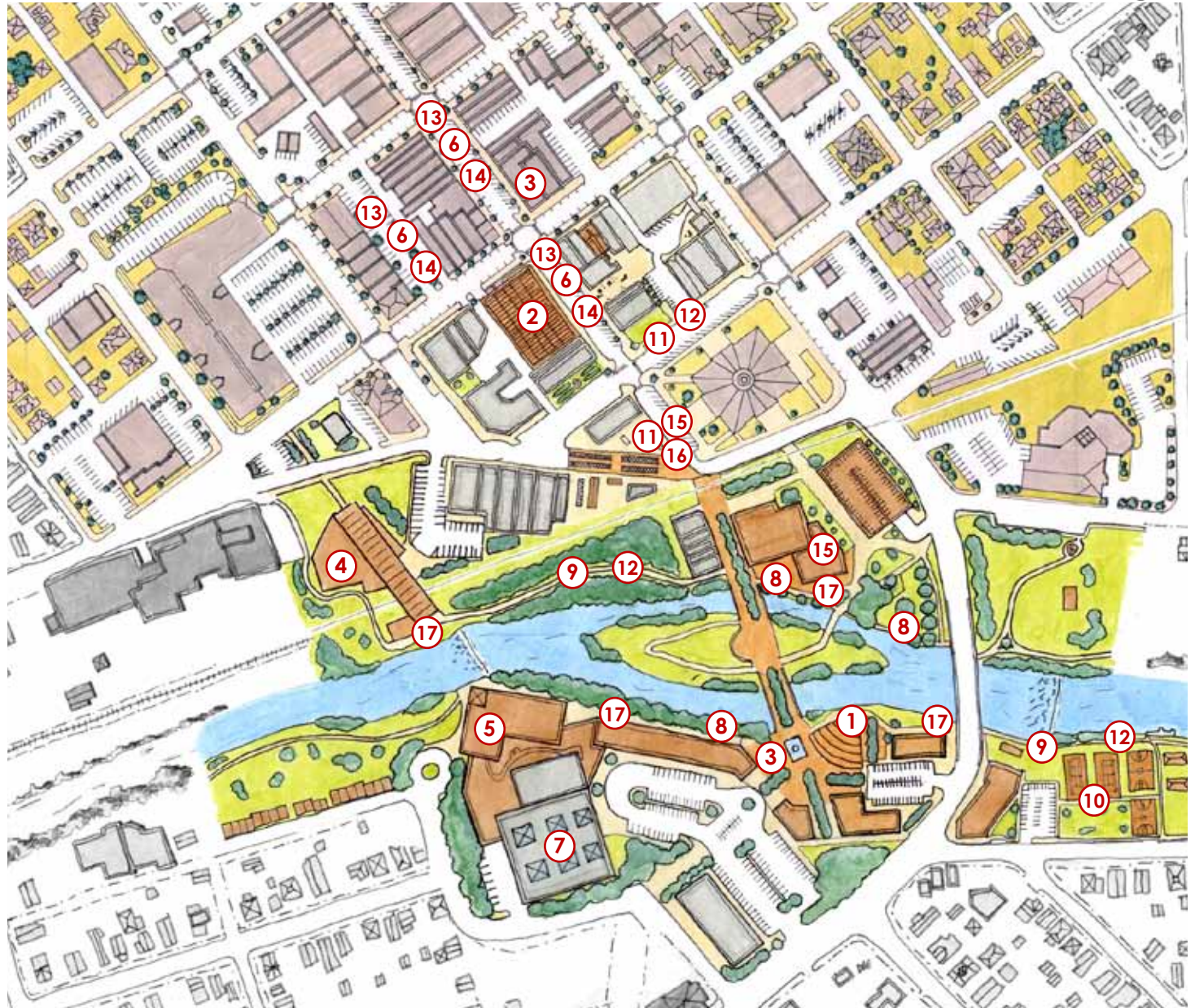


Objectives:

- ① Develop outdoor performance area or amphitheater
- ② Continue the revitalization of the Opera House
- ③ Develop a public art initiative that engages local artists and reinforces placemaking efforts
- ④ Establish the Downtown as an art hub by partnering with local art advocates and education programs
- ⑤ Link tourism initiatives with new riverfront and convention center development
- ⑥ Use unique Downtown character and historic buildings as part of cultural tourism initiative
- ⑦ Investigate the feasibility of a mixed-use center to use the Old Marsh Site and riverfront development
- ⑧ Integrate riverfront as an extension of the Downtown
- ⑨ Develop the Downtown as focal point for trails and greenway plan

Master Plan 2: Pedestrian Bridge

- ⑩ Create new sporting and recreation events to support new venues
- ⑪ Create an outdoor game room that offers checkers, chess, shuffle board, etc
- ⑫ Create recreation that serves the senior population (walking paths, outdoor exercise stations, etc)
- ⑬ Create incentives to attract new retail businesses to the Downtown
- ⑭ Continue to develop local businesses, capitalizing on the uniqueness of place
- ⑮ Develop a “slow food” strategy, focused on local agricultural, creating destination dining
- ⑯ Attract new residents with amenities such as a local food co-op or Farmers Market
- ⑰ Encourage the presence of shopping and dining along the riverfront
- ⑱ Continue branding strategies with social media and conventional efforts



Imagine Enjoying Downtown Huntington

Goal: Continue strong support of arts, tourism, retail, culture, and housing opportunities in Downtown.

Objective 1: Develop an outdoor stage or amphitheater for music and cultural events.

The creation of an amphitheater would use the space between the Huntington County Library and Little River as a formal space for an open-air venue for performances.

Economic Benefits

- Provides amenities for events and festivals
- Increases the diverse selection of entertainment venues in Downtown
- Increases the number of trips made Downtown

Social Benefits

- Creates a regional cultural center for the performing arts
- Allows for the exposure of performing arts and entertainment styles
- Creates space for interactions with others



Above is an illustration of a open-air venue for performances.

Objective 2: Continue the revitalization of the Opera House as center for arts and cultural groups.

The drawing to the right is of the former Copper Kettle located in Downtown Huntington. This drawing shows how an underutilized building can be changed into an art space for Huntington University and local artists. It offers space on the upper floor for studio space for workshops, living, galleries, and a coffee shop. Although this building has been removed, the same concept of rehabilitating a building to serve as a connection between Huntington University and Downtown can be applied to the Opera House Building on Market Street.

Objective 3: Partner with local art advocates and art education programs to establish Downtown as a hub for art activities and events.

Creating a cultural district can serve as an art education destination in Downtown. Huntington has the potential to bring art programs in the Downtown with the revitalization of the Opera House, and Huntington Theater through facade improvements and the collaboration of local artists and city officials.



Above is an illustration of a proposed center for the arts.

Imagine Enjoying Downtown Huntington

Objective 4: Develop a public art initiative that engages local artists and reinforces placemaking efforts.

Public art is accessible by everyone free of charge and can be supported through the allocation of grants or private endowments or can be performed at the artist's expense. Huntington currently has a facade improvement program which would help fund the creation of works of art such as the one shown in the illustration on the facing page.

Public art is an important aspect of urban life because it exposes residents to art by creating an interesting aesthetic for underutilized spaces such as streets, buildings and businesses.

Exposure

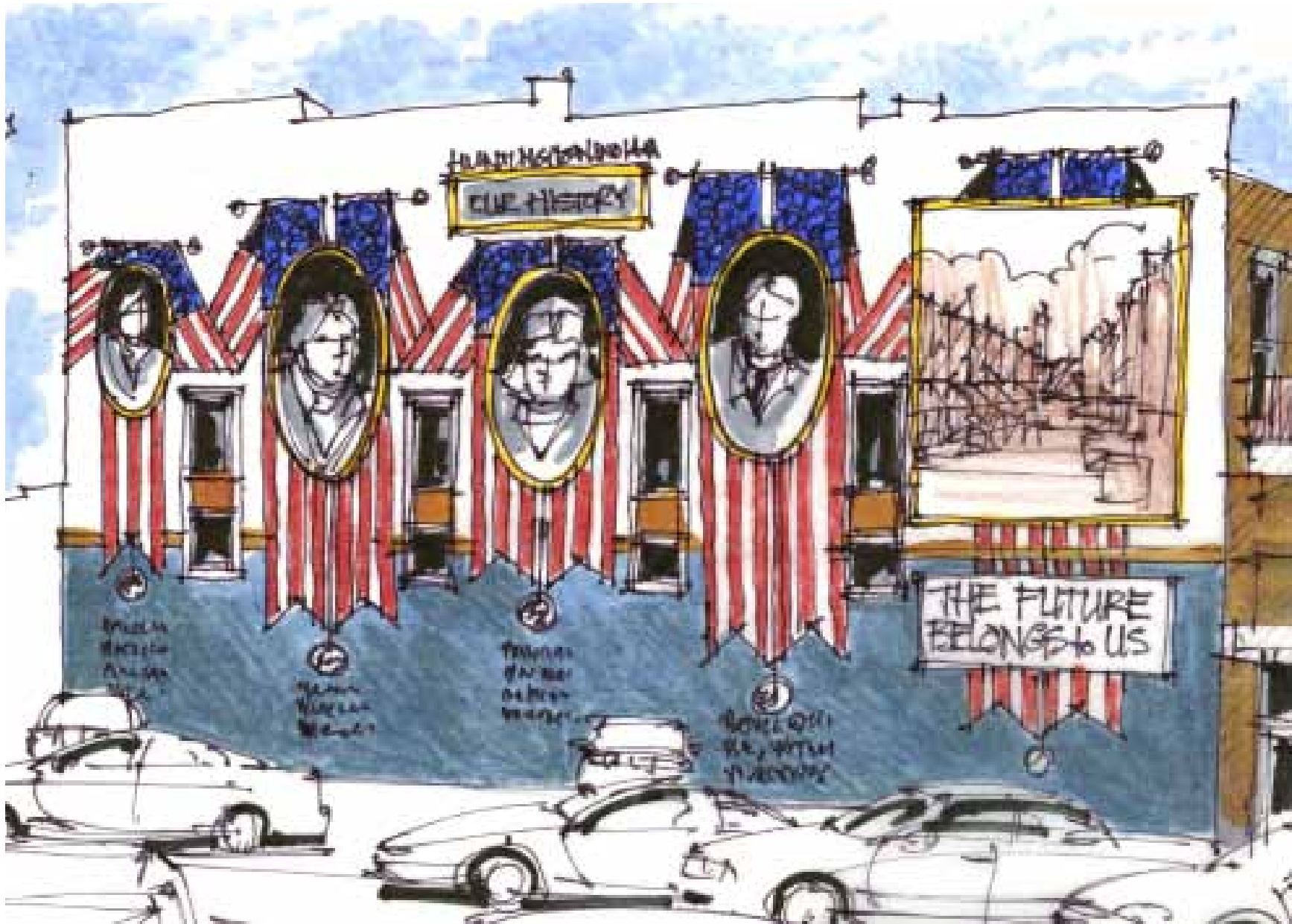
Public art projects can be interactive and provide an educational and artistic moment in a person's day. No matter the function, public art projects can create an aesthetic appeal such as beauty or ugliness to serve a agenda. This type of exposure can lead people to think and engage in conversations.

Memorials and Monuments

Public art can serve as memorials or monuments that commemorate a certain event or a person. These serve to inform the public of the town's heritage or the importance of a particular event. The illustration on the facing page shows how Huntington can use public art to show the history of Huntington and provoke thought by saying that the future is up to you.

Why is public art important?

1. Makes the places where we live, work, play, more welcoming, and more beautiful.
2. Creates a deeper interaction between the community and its environment.
3. Adds dimension to civic spaces.
4. Increases the community's assets by creating images that help define a space.
5. Allows the community to express its identity and values.
6. Demonstrates pride in corporate citizenship.
7. Enhancing roadsides, pedestrian corridors, and community gateways.



Above is an illustration of public art on the side of a building on the corner of Jefferson and Franklin Street.

Imagine Enjoying Downtown Huntington

Goal: Establish Huntington as a regional tourist destination capitalizing on local assets and distinctive character of Downtown.

Objective 5: Link tourism initiatives with new riverfront and convention center development.

It is important for Huntington to capitalize on the attractions located in the city. This can be done by investing in tourism initiatives such as a program to allow for annual meetings or having a series of speakers come to talk about important issues. Small convention centers are a commodity that some people look for because larger cities do not have the space that accommodates small venues.

Economic Benefits

- Provides a new source of revenue for Huntington
- Increases the exposure Huntington can have with the state
- Increases the number of businesses that could move Downtown

Social Benefits

- Helps create an identity for Huntington to help brand the city
- Creates a place that Huntington can use as a regional draw
- Create alliances among local businesses

Objective 6: Leverage the unique character of Downtown historic structures as part of cultural tourism initiatives.

Huntington has a large number of historic structures that are an attraction for people who enjoy it. It is a niche market in smaller communities, but once a branding plan is developed, Huntington can become a hub for historic tourism.

Economic Benefits

- Creates a niche market not found in many cities or towns in Indiana
- Provides incentives for specialized businesses to move to Huntington
- Helps with revitalization of Downtown Huntington

Social Benefits

- Creates a strong sense of pride for Huntington
- Allows for groups to be formed around historic Huntington

Objective 7: Investigate the feasibility of a mixed-use center that integrates the old Marsh site and riverfront development.

The old Marsh grocery store building on the south side of the Little River is a prime location for an adaptive reuse project. It is a good location because it is at the entrance of Downtown and it is also located on the river. This gives it the possibility of taking on many different forms.

Economic Benefits

- Creates jobs
- Guides development toward established areas, protecting outlying rural areas and environmentally sensitive resources
- Encourages economic investment

Social Benefits

- Allows for live/work opportunities
- Reduces auto dependency, congestion, and air pollution
- Preserves and enhances traditional village centers

Objective 8: Integrate the riverfront as an expansion of the Downtown.

The Little River is an important asset that Huntington has the ability to capitalize. One way to do this is to open a new bridge and convert the Jefferson Street Bridge into a pedestrian bridge. This provides a link to the vacant Marsh

grocery store site and other amenities south of the river to the Downtown and Huntington University. Providing alternate modes of transportation also allows for the riverfront to be integrated into the Downtown.



Existing Marsh Building.



Above is a rendering of the convention center, hotel, and learning center along Little River.

Imagine Enjoying Downtown Huntington

Goal: Establish downtown as a regional hub for recreational activities and amenities.

Objective 9: Develop the Downtown as the focal point for the trails and Greenway plan.

Based on the Trails and Greenways Plan from 2007, Huntington already has begun to develop a trail system. Downtown Huntington can become a niche market for recreation by creating a hub for bicyclists and pedestrians to rest and socialize while enjoying the recreational trails. Having a master plan in place to support for Huntington's trails and greenways plan facilitates the development of creating Downtown Huntington as a focal point for the system.

Objective 10: Create additional sporting and recreation events, capitalizing on new downtown venues and riverfront development.

Once development along the river comes full circle, recreation activities can start to unfold. The Little River is not large enough for big forms of water recreation such as boating, but it makes for a perfect place to do non-

motorized activities such as kayaking or fishing. Once the riverfront develops, businesses can cater to certain sporting and recreation events.

Objective 11: Integrate outdoor recreation venues as a outdoor game room for checkers, chess, shuffle board, etc.

Many parks have places where games can be played. Huntington can take an outdoor game room approach by providing places where people can play board games such as checkers and chess allows for all age groups to interact. This can be seen in many parks throughout large cities such as New York and in smaller cities as well.

Objective 12: Develop recreation venues (walking paths, outdoor exercise stations, and other amenities) that serve the senior population living Downtown.

Huntington has two senior living centers that are a major resource for the city.

Catering some of the future businesses and recreational amenities towards those with senior lifestyles would make sure that the two centers remain a vital part of Huntington.

Possible options and details of focal points for the trails and Greenways system:

Option 1: Bike Depot

- Northeast corner of Jefferson
- Rail converted to trail
- Conversion of former train depot to a bike and pedestrian facility with lockers, showers, restrooms and directory concessions

Option 2: Bike Hub

- Northeast corner of Jefferson
- Lowest infrastructure cost
- Utilizes existing restroom facilities
- Incorporates bike racks, directory, and water fountains

Recreation



To the left is the existing building proposed to hold a bike depot.



To the left is an illustration of a bike depot on Jefferson Street.

Imagine Enjoying Downtown Huntington

Goal: Establish downtown as a regional shopping and dining experience, building on a strong “sense of place” and local agriculture.

Objective 13: Create incentives to attract more retail businesses to Downtown.

Many new businesses locate outside of city limits because it is cheaper for them to construct, own, and operate in a suburban environment. To reverse this trend, small business tax incentives can be offered to start up businesses.

Having a business strategy that develops the first floors of buildings as retail opportunities is important when encouraging the development of an active downtown. Currently the Downtown is filled with many professional offices in addition to a large amount of local retail stores on the ground floor. The professional offices should be encouraged to create an interactive storefront for their services.

Objective 14: Continue to develop local businesses, capitalizing on the uniqueness of place.

The development of local businesses include many important attributes. The creation of a park and plaza system as a part of the downtown creates an

identifiable and unique place for people to spend time in the downtown, which ultimately makes it easier for businesses to attract new customers.

In order for the downtown to stay a vibrant and healthy part of the community a development strategy needs to be formed that will include uses that will be active all day instead of regular business hours. An illustration of nightlife in Huntington can be seen on the facing page. This includes coffee and breakfast shops; retail and professional offices; restaurants, bars, and clubs; and other entertainment venues.

Objective 15: Develop a “slow food” strategy that builds upon local agricultural and creates destination dining with local food.

The concept of “Slow Food” was created as an alternative to fast food, striving to preserve traditional and regional cuisine by encouraging the farming of plants, seeds and livestock which are grown locally.

This initiative can be used to strengthen

Huntington’s local economy through the support of local businesses, bakeries, and farmers. Slow food strategies focus on providing healthy alternatives to fast food which benefit local economies in addition to protecting the environment. This new trend could draw people to Huntington to enjoy a nutritious locally grown meal as an alternative to chain restaurants. This puts money into the local economy while making Huntington a more sustainable and healthy community.

Objective 16: Continue branding strategies with conventional and social media efforts.

Branding is an important tool used to help a city advertise itself. Huntington has a lot of components that help define the city such as the riverfront, historical downtown, and upcoming art scene. As a whole body, the community needs to pull together and decide on what makes Huntington prominent. Using that as the basis, a brand for Huntington can be formed. Huntington can brand itself on signs and through the Internet.

Shopping and Dining



Above is the existing site of the former Wells Fargo Bank on Franklin Street looking toward the courthouse.

To the left is a rendering of "slow-food" restaurant outside the proposed food co-op and organic restaurant which takes advantage of the scenic view of the courthouse at nighttime

Imagine Enjoying Downtown Huntington

Objective 17: Attract residents by increasing amenities such as a local food co-op or Farmers Market.

According to the community survey, 71.5% of residents would like a grocery store in Downtown Huntington. The reuse of the Wells Fargo Bank Building, on the corner of Jefferson and State Street, as a local food co-op for the city of Huntington and a Farmers Market Space would improve the quality of life in Downtown Huntington. The proposed plan provides an outdoor gathering space for entertainment, parking, and a green roof for a community garden.

Creating a permanent space for a Farmers Market would increase the availability of fresh foods and goods in Huntington while creating healthier opportunities for residents living in the downtown. This would satisfy a need for a grocery store within walking distance of Downtown. This would also bring in more slow food dining options for visitors and residents which, according to the community survey was something 78% of residents would like to see.

A **Food co-op** is dedicated to promoting consumption of food products that are “natural” – those produced with a minimum of processing and with little or no additives or preservatives. These organizations are community owned and volunteer based.

Economic Benefits

- Increases spending power of local growers and bakers
- Establishes Huntington as a destination for fresh foods and goods
- Uses underutilized buildings and lots in a more efficient way
- Supports buying local initiatives

Health Benefits

- Provides fresher foods grown locally by trusted farmers and growers
- Fresher foods hold more nutrients and are better for your body than imported goods
- Can ask growers what preservatives or sprays were used on foods, if any.
- Less emissions are released through the transportation and production of the goods since it's grown locally

Social Benefits

- Creates a social draw for residents and visitors into Downtown Huntington
- Provides community space for activities
- Creates space for interactions with others

Strategies

- Facade Improvement Program
- Infill Strategies
- Create outdoor seating and eating areas
- Acting as a source for fresh produce for local restaurants

Shopping and Dining



Above is a rendering of the Farmers Market and grocery store on the corner of Jefferson and Franklin Street.

To the left is the existing site and condition of the former Wells Fargo Bank.

Imagine Enjoying Downtown Huntington

Objective 18: Continue to develop local businesses, capitalizing on the uniqueness of place.

Huntington has a unique past shown through its architecture and urban fabric along the riverfront. By capturing this, Huntington could create a very unique shopping and dining experience that people would travel miles to experience, making Downtown Huntington a regional shopping destination. These stores and restaurants would support local agriculture and retailers through incentives for small, quality shops. This development would include a boardwalk space for vendors, a greenway, housing, and an overlook for picturesque views of the river, courthouse, and greenway.

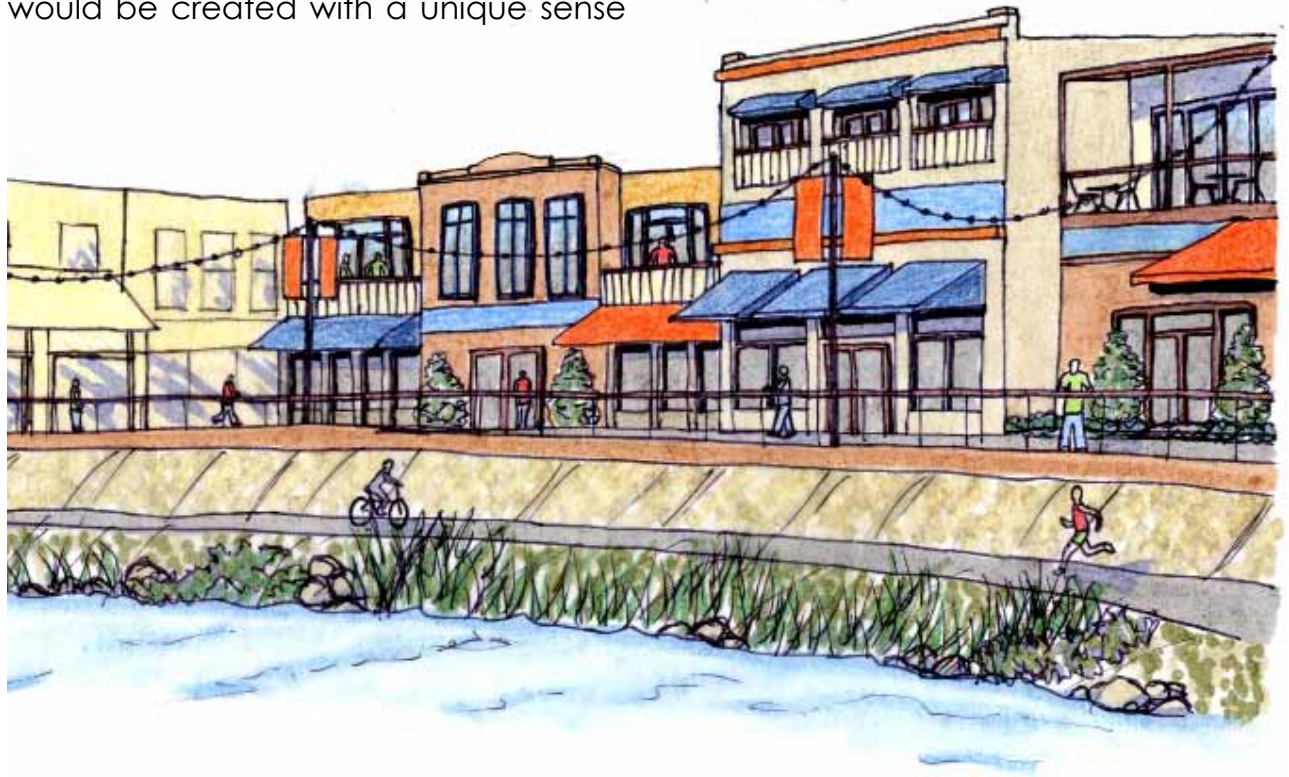
Objective 19: Encourage the presence of shopping and dining along the riverfront.

A mixed-use strip of stores, restaurants, and second story residential are proposed off of the intersection of the east side of the Little River and Jefferson

Street by Riverside Drive. According to our community survey, 54.8% of respondents wanted to see retail and restaurants along the Little River.

Developing part of the Little River as retail and restaurants has several economic benefits. A new destination for shopping would be created with a unique sense

of place. This would bring more people into Huntington which could improve the local economy through increased sales and possible spin-off investment in the riverfront. It would also create a regional destination for a unique shopping experience, not found locally.



Above is a rendering of Riverfront retail and residential along the boardwalk.

Shopping and Dining



Above is an aerial of what the site currently looks like.

The plan to the left shows a concept of providing retail along the riverfront which provides connections to trails . Green roofs also protect the environment through low-impact design.

Imagine Living in Downtown Huntington

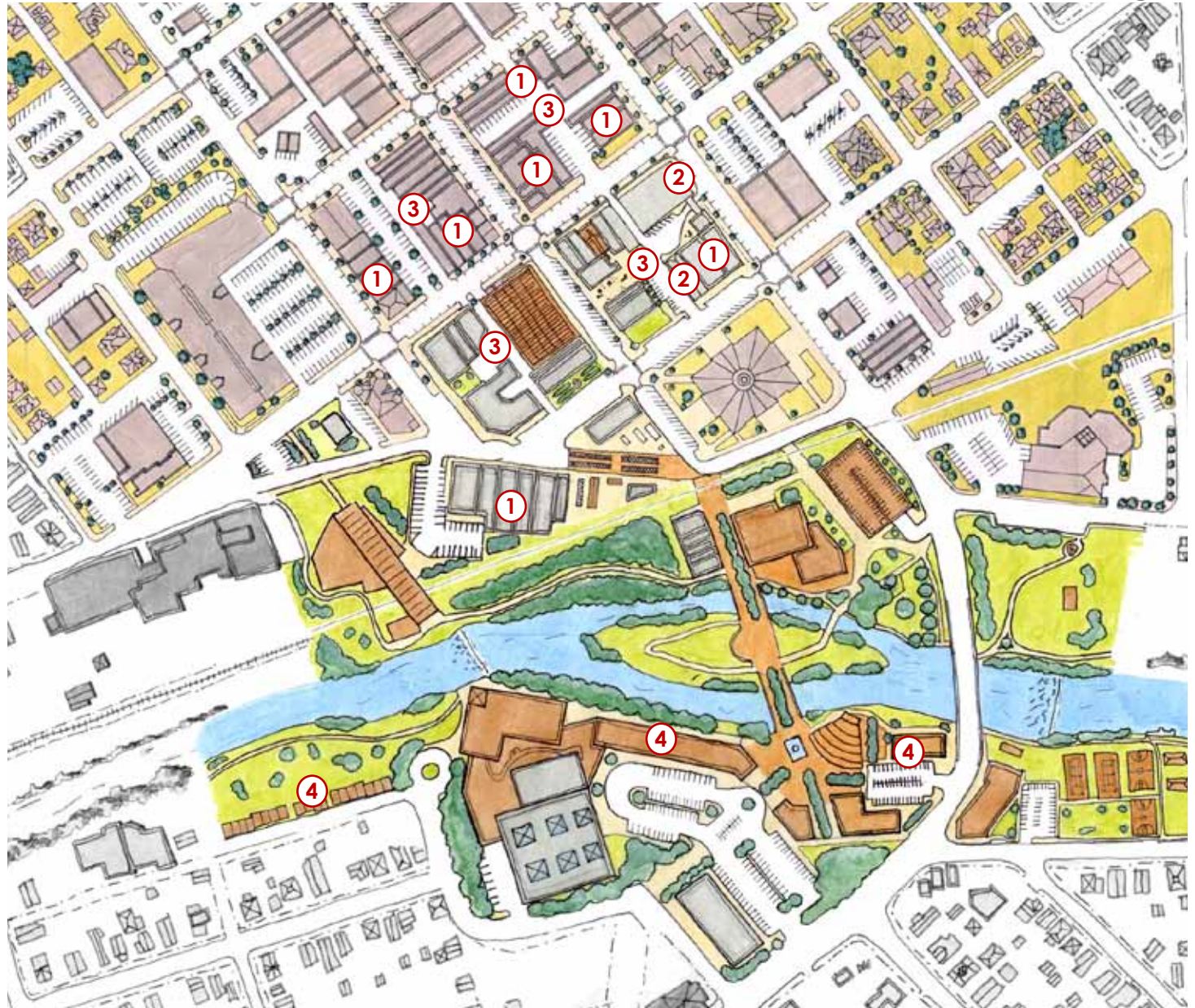
Master Plan 1: Courthouse Vista



Objectives:

- ① Encourage upper-story residential units for any adaptive reuse project
- ② Work with Huntington University to develop strategy for student housing
- ③ Create financial assistance for shared elevators and fire escapes on existing urban blocks
- ④ Provide affordable housing options for students, young professionals, and empty nesters

Master Plan 2: Pedestrian Bridge



Imagine Living in Downtown Huntington

Goal: Increase the number of residents living Downtown by providing a variety of housing options.

Objective 1: Encourage upper-story residential units for any adaptive reuse of buildings.

Living in a downtown use to be a vibrant and active mixture of retail, residential, commercial, and public space. Over the past decades this mixture has been segregated and dispersed into the surrounding suburbs. The downtown today is a destination; active only from 9 to 5. For the downtown to become an active community center once again, the way we treat the downtown needs to be shifted back to the mixture of uses that it was originally intended to have.

Adaptive reuse is the process in which an old building is “recycled”. Many structures in a downtown have outlived their original tenants/uses and now sit vacant in decay. For many cases it is more cost effective to rehabilitate a building and reuses it for a different purpose that it was originally intended for. Old warehouses and factories across America’s cities are being converted into trendy lofts or have mixed uses.

Reusing buildings has many benefits:

- Reusing a structure takes less time, energy, and resources to make a building livable than tearing down the same building and building a new one in its place.
- Often times rehabilitating a structure makes use of local contractors and labor which is a boon to the local economy by keeping capital investments within the community.
- Reused structures maintains the character of the downtown better than a new construction.
- Reused structures allow for opportunities for historic preservation the creation of a historic district.
- Reused structures become landmarks for the communities.
- Reused structures establish the sense of neighborhoods in the communities.

Objective 2: Create financial assistance for shared fire escape and elevator access to multi-story buildings on existing urban blocks.

Another way to encourage downtown development is to find ways to decrease the costs to improve and occupied vacant spaces. One way to do this is to treat a block of buildings as a single block instead of a collection of buildings. In some cases it is not feasible for a single developer to purchase, rehab and occupying a building in a downtown area. Especially if the building is old and has code issues. Buffalo, New York, has whole blocks of downtown buildings with this very issue. The all of the 500 block of Main Street is vacant. When a developer tried to rehabilitate one building he found that construction costs were 40% higher than expected to bring the building up to occupancy code. The city has invested 15 million to add shared fire hallways and stairwells along the back of the 500 block to reduce the costs for redeveloping the buildings.

Objective 3: Provide affordable housing opportunities for young professionals, college students, and empty nesters.

Affordable housing is an important amenity to have within the downtown. It is a tool that can be used to retain recent college graduates from the local university. These students will be able to join the local work force and bring new ideas and ways of thinking to the table. It can attract young entrepreneurs to the downtown and make it more affordable for them to start a businesses. It can also provide affordable options for young families who want to live close to essential amenities.



Above is a rendering how facade improvements can create opportunities for upper floor residential living.

Imagine Living in Downtown Huntington

Objective 4: Work with Huntington University to develop strategy for student housing.

Many cities across the United States would jump at the chance to have a university associated with its downtown. The students offer a relatively captive market that has a high amount of disposable income. They will often buy local goods because they are more convenient than riding out to larger chain stores. The parents of students will also spend money in local shops and restaurants when they come to visit. By having a university apartment option within the downtown it creates opportunities for downtown business to tap into this market for revenue as well as employment.

Upper Floor Living

In the past residents of cities lived in the upper floors of their buildings and operated shops on the ground floor. This was not because living in a loft space was novel but rather due to its convenience.

Imagine if you never had a need for a car. People who live in a downtown environment often walk to any and all amenities or services required for their daily lives.

Expanded markets

By having a residential population downtown it provides an anchor market for any number of retail, service, and restaurant businesses. Frequently downtown residential populations spawn niche business that is unique to the downtown area. Other times downtown populations create their own urban neighborhoods that serve as havens for culture or the arts.

Eyes on the Street

Urban environments that have residential populations tend to police themselves. Research into criminal behavior demonstrates that the decision to offend or not to offend is more influenced by the perceived risk of being caught than by the reward or ease of entry. This is called Crime Prevention Through Environmental Design.

Zoning

One of the easiest things that Huntington can do to start the transfer back to a downtown community center is to change the zoning code from central business district (CBD) to one that allows mixed use. Mixed use can be two different building uses next to each other or two different uses in the same building. Three main categories of mixed-use zoning are:

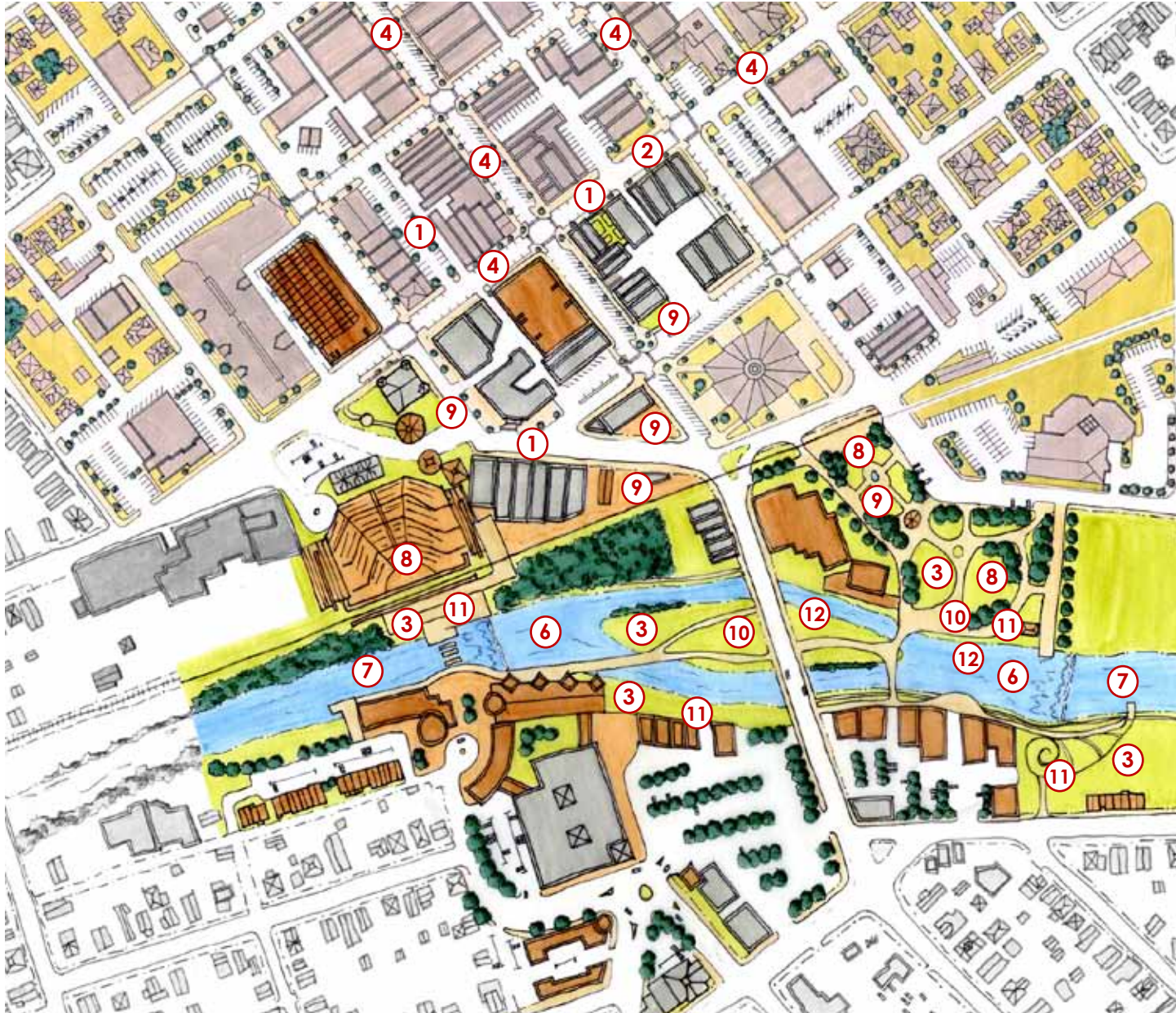
- **Core Residential Retail (CRR)**
Constrains built uses to either retail or residential with a maximum of 16 different uses per parcel.
- **Core Employment Residential (CER)**
Constrains built uses to either commercial or residential with a maximum of 8 different uses per parcel.
- **Core Mixed Residential (CMR)**
Constrains built uses to either retail or commercial uses with a maximum of 4 uses per parcel.



Above is a rendering how buildings off of the courthouse square can turn into graduate housing for Huntington University.

Imagine Placemaking in Downtown Huntington

Master Plan 1: Courthouse Vista

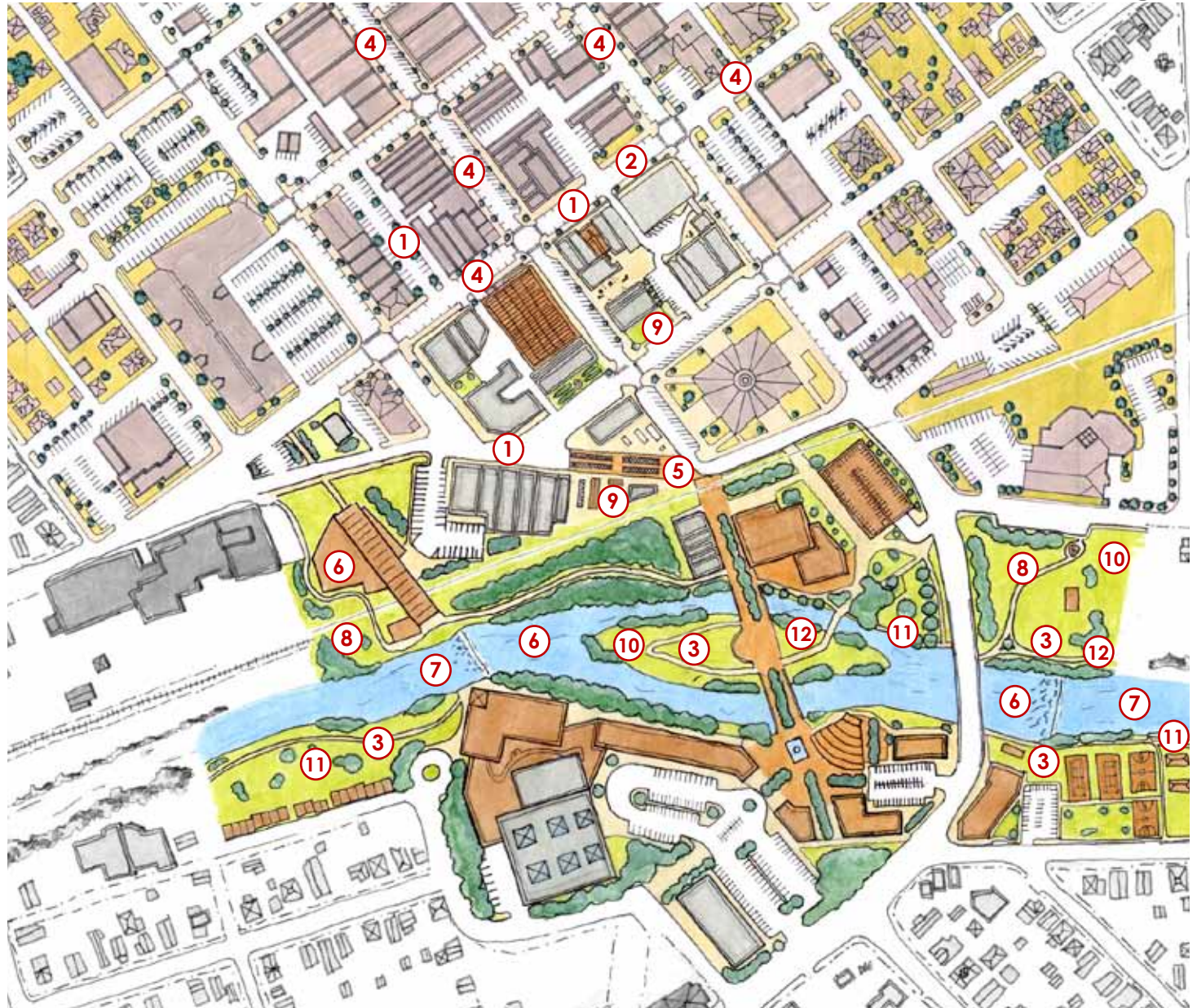


Objectives:

- ① Preserve historic façades and reinforce specific views and gateways
- ② Continue using the Huntington Main Street Program and develop an adaptive reuse program
- ③ Improve and increase public green space
- ④ Reuse current Downtown buildings in order to save energy
- ⑤ Incorporate green infrastructure and design into any new construction or adaptive reuse project
- ⑥ Improve water quality and preserve certain habitats along the river by working on ecology and sustainability projects

Master Plan 2: Pedestrian Bridge

- ⑦ Develop the Litter River into a major community amenity
- ⑧ Create programmable open space for the Downtown
- ⑨ Develop pocket parks and plazas
- ⑩ Develop new family parks to increase number of people who regularly visit these spaces
- ⑪ Provide rest areas along the riverfront for people who use the bike trail
- ⑫ Develop parks and open spaces for a variety of uses (walking, bicycling, fishing, boating, and sports)



Imagine Placemaking in Downtown Huntington

Goal: Protect and revitalize buildings with historic value and strong architectural detail and character.

Objective 1: Preserve the historic facades of Downtown buildings and reinforce specific views and gateways to the City of Huntington.

In order to preserve the rich architectural and cultural history of Huntington, it is important to create guidelines for rehabilitating the facades of the buildings. Guidelines include:

1. Minimal changes to the defining characteristics
2. No removal of historic materials or alterations to features
3. No changes that create a false sense of historical development
4. Changes to the property shall be retained and preserved
5. Distinctive features and techniques shall be preserved
6. Deteriorated historic features will be repaired rather than replaced
7. No chemical or physical treatments that may cause damage shall be used
8. Significant archaeological resources shall be protected and preserved
9. New additions or alterations shall not destroy historic materials
10. New construction near property should preserve the historic integrity.

These guidelines would help preserve the major gateways into Downtown Huntington which include Jefferson Street and Market Street.

Objective 2: Continue to use the Huntington Main Street Program and also develop an adaptive reuse program.

Adaptive reuse is a process that uses a current structures frame and some of the interior and gives it an entirely new use. It has social, environmental, and economic benefits for the buildings as well as the surrounding area. Adaptive reuse is a sustainable option for the reclamation of a site.

Huntington has numerous buildings Downtown that would benefit from an adaptive reuse project. Huntington already has a group dedicated to fixing the historic facades of buildings. Main Street Huntington has already returned some old facades back to how they looked when they were first built.

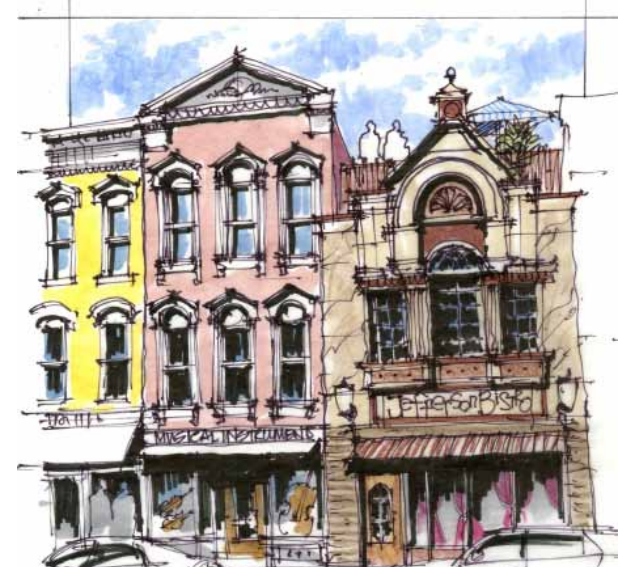
Huntington is familiar with successful reuse projects. The LaFontaine Center, before it became a senior living center, was a hotel. The underutilized Marsh

building on the south side of the river is a great place to do a building reuse project. The proposed scenarios include converting the building into a hotel and convention center by adding an addition. Other buildings that could benefit from a reuse project would be the old Wells Fargo building and the group of buildings including Odd Fellows Hall, all adjacent to Huntington's courthouse.

Design Guidelines



Above are photos of existing buildings on Jefferson Street as they currently look .



The drawings above are proposed improvements for the buildings on Jefferson Street.

Imagine Placemaking in Downtown Huntington

Goal: Embody sustainability by conserving energy, protecting nonrenewable resources, improving air and water quality, and protecting the natural environment.

Objective 3: Improve public land to increase public green space.

The creation of an identifiable public space is one of the easiest ways for a city to create an identity for its self. The development of existing public land into a usable public space along the Little River is an easy ways to accomplish this goal. The development can be as simple as expanding the trails and bike paths through this area or as complex as developing a formal parks system. The point is that this area can be so much more than a simple vegetation buffer that serves to visually block the backs of ugly abandoned buildings.

Objective 4: Reuse current Downtown buildings so less energy is lost in development.

The easiest way for a city to use less energy is for its buildings to become more efficient. By establishing the downtown as a place of development and adaptive reuse, the city will spend less of its resources on expanding existing utility systems which, is more sustainable.

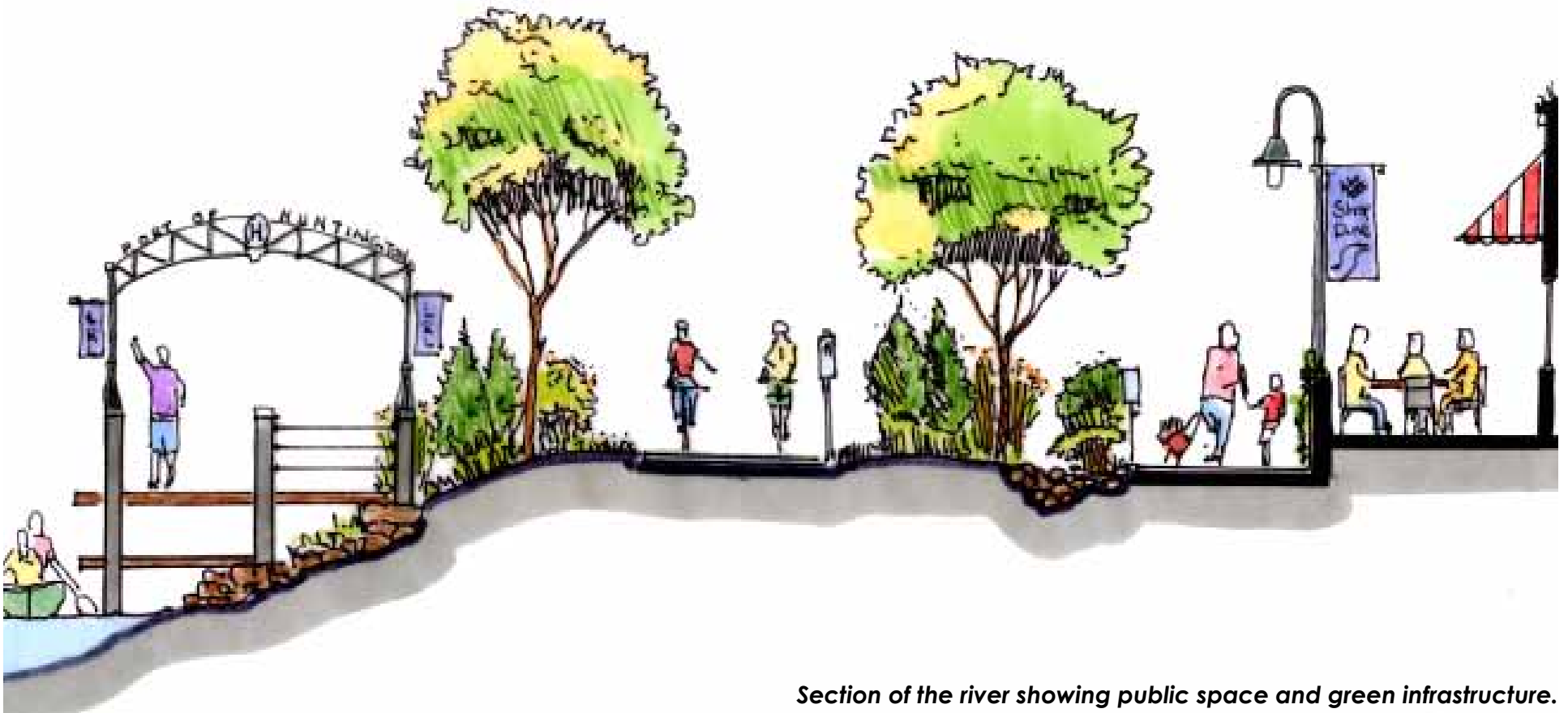
Objective 5: Incorporate green infrastructure and design into any new construction or adaptive reuse project.

New construction within the downtown should only be considered if there are no existing buildings that can be reused. Any new construction offers opportunities to incorporate new building technologies into its development strategy. New buildings should include sustainable aspects like green roofs, gray water systems, and solar panels in order to reduce the buildings impact on the environment.

Objective 6: Work on projects for ecology and sustainability to improve water quality in the river and preserve certain habitats along the river.

It is important for the water quality of the Little River to be improved before any recreation activities are to be done in it. Since the Little River is the release point for Huntington's combined sewer overflow, there are going to be contaminants harmful to people in it. Certain steps need to be taken to clean

the river and make it safe. The city can partner up with the biology department at Huntington University and try to work out ways to preserve some areas of the Little River that may be affected by making changes to the current situation of the river.



Section of the river showing public space and green infrastructure.

Imagine Placemaking in Downtown Huntington

Goals: Establish the Downtown as a green destination that provides parks and open space that enhance the quality of life for residents and visitors.

Objective 7: Develop the Little River to be a major community amenity.

The Little River offers a huge development opportunity for the downtown. The use of both banks of the little river can be developed as a community amenity. Uses should include biking and walking trails, public open space and green space, and a place to hold large community events.

Objective 8: Create a programmable open space for Downtown Huntington.

The main objective for placemaking is to create an area that people easily identify and associate with a certain locality. Having an area for regular community events or festivals is a way of achieving this goal. Currently the only spaces available for this in Huntington are along Jefferson Street or in a large venue outside of the downtown. A space like a plaza, park or outdoor amphitheater in the downtown would make having events in the downtown much easier in.

Objective 9: Develop pocket parks and plazas in the Downtown.

A pocket park is a small green space amidst the concrete and brick of a developed area. There are places that local residents use frequently and help establish a sense of place for those that live around it. Huntington has a few spaces that could be turned into pocket parks in Downtown.

Objective 10: Develop new family parks so more people come to the park on a daily basis.

The development of family friendly parks are medium size parks that do not have to be associated with any particular place or event. They contain activities that can be used by all age groups. An example of some activities held within a family park would be work out stations, and playgrounds. These parks should be structured and located through the city in such a way that they are available to all residents.

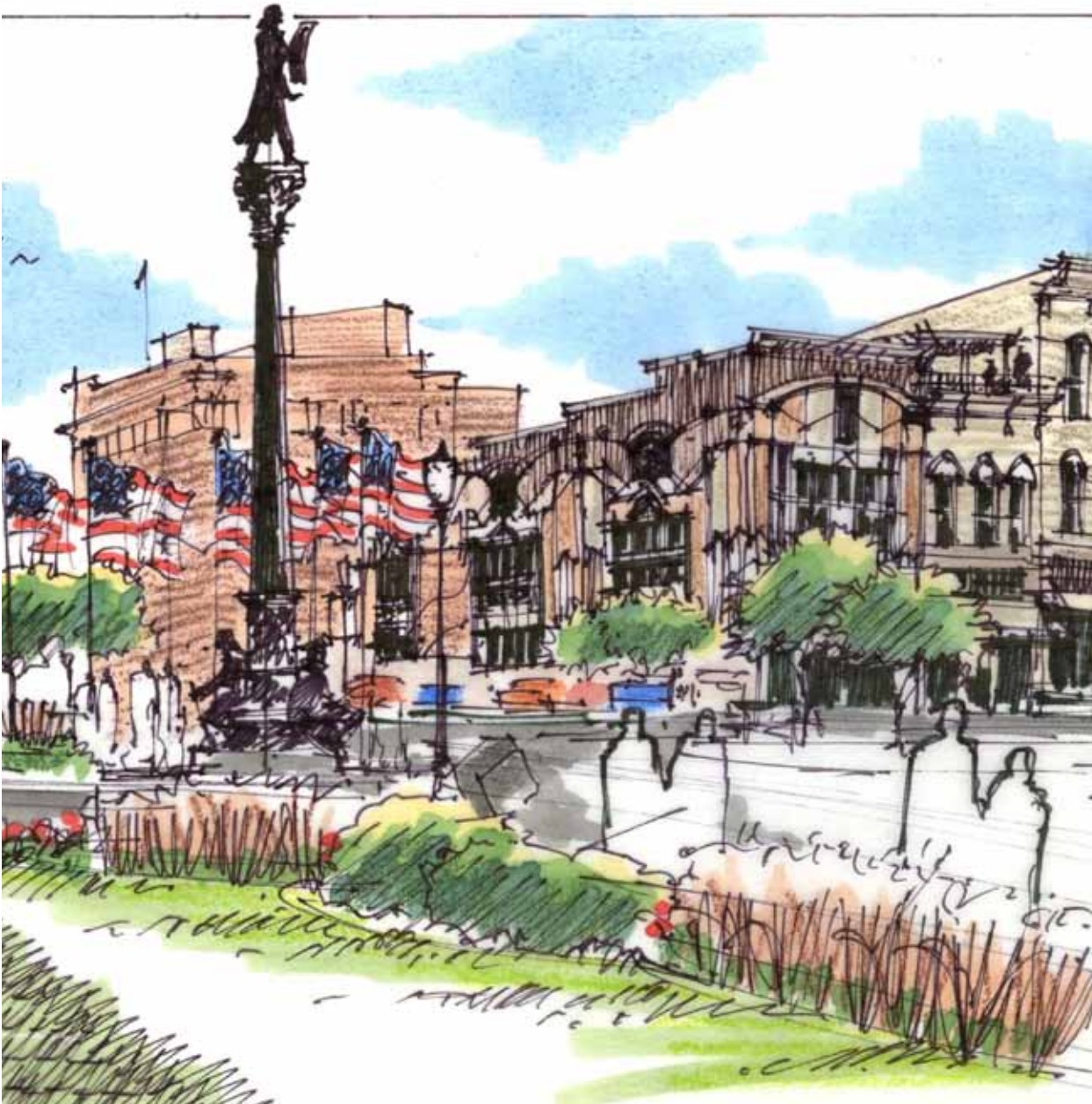
Objective 11: Provide rest areas along the riverfront for people using the bike trail.

One of the most asked for amenity that respondents of the recent community survey asked for was outdoor seating areas. Providing these rest areas as a part of the riverfront bike trail is a way to enhance the quality of life that users of the trails and bike path system will enjoy.

Objective 12: Develop the parks and open space for a variety of uses, such as walking, bicycling, fishing, boating, and sports.

Parks are an important public amenity for all towns and cities to have. Huntington can benefit from taking underutilized spaces and converting them into spaces that can be used for socializing or recreation. The Huntington Trails and Greenways Master Plan is a very useful tool that will benefit the future of Huntington's parks and recreation.

Parks and Open Space



Above is an example of how to create a resting area along with signage and planters to activate a corner of a block. The image to the left uses plants, lighting, and a monument to create a desirable place for people to spend time.

Imagine Learning in Downtown Huntington

Master Plan 1: Courthouse Vista



Objectives:

- ① Develop an Ecology Center primarily focused on the Little River
- ② Encourage local, state, and regional conferences to be held in the Downtown
- ③ Leverage the senior living community as lifelong learning assets
- ④ Create strong links between educational institutions and the Downtown
- ⑤ Encourage Huntington University to create a Downtown Center
- ⑥ Partner with the Huntington Theater to develop fine arts programs

Master Plan 2: Pedestrian Bridge



Imagine Learning in Downtown Huntington

Goal: Establish Downtown as a regional center for lifelong learning activities and events.

Objective 1: Develop an Ecology Center that enhances the Little River as a natural feature creating a Downtown destination.

There is an opportunity for the downtown to develop an ecology center along the little river. This center will not only serve to strengthen the connection the downtown has with the river front but it will also provide a place for lifelong learning. The ecology center will provide opportunities for people of all ages.

Objective 2: Encourage lifelong learning organizations to hold state, regional, or local meetings and conferences.

There are several organizations and groups looking for small convention centers to host events in. Huntington can construct such a convention center and hotel along the Little River on the old Marsh site and attract some of these groups. This will go a long ways to making Huntington a regional center for continuing education and lifelong learning.

Objective 3: Leverage the senior living community as lifelong learning assets for the area.

Huntington has already done a great job of establishing a senior living community in the downtown area. The challenge now becomes how to get that community involved in events within the downtown. One way of doing this is to host events that traditionally senior citizens enjoy attending. An example of such an event would be having the distinguished speaker series that visits Huntington university visit a venue in the downtown.

Objective 4: Encourage Huntington University to create a Downtown center.

The creation of a satellite campus for Huntington University within the downtown would create many opportunities to promote learning within the downtown. The facility would not only be uses to have classes for students of the university, but a space for the whole community to use. The City of Huntington,

in partnership with the university, can host job fairs, have resume writing classes, host continuing education seminars, have trade conferences. The possibilities are endless.

Objective 5: Partner with the Huntington Theater to develop programs to promote fine arts education.

Huntington has an opportunity to partner with the local theater to create a community theater and fine arts education center as an adaptive reuse project of the Huntington opera building. This project would be a way to foster community involvement in the fine arts and provide opportunities for learning.



Above is an example of how to create a Huntington University branch in Downtown

Imagine Working in Downtown Huntington

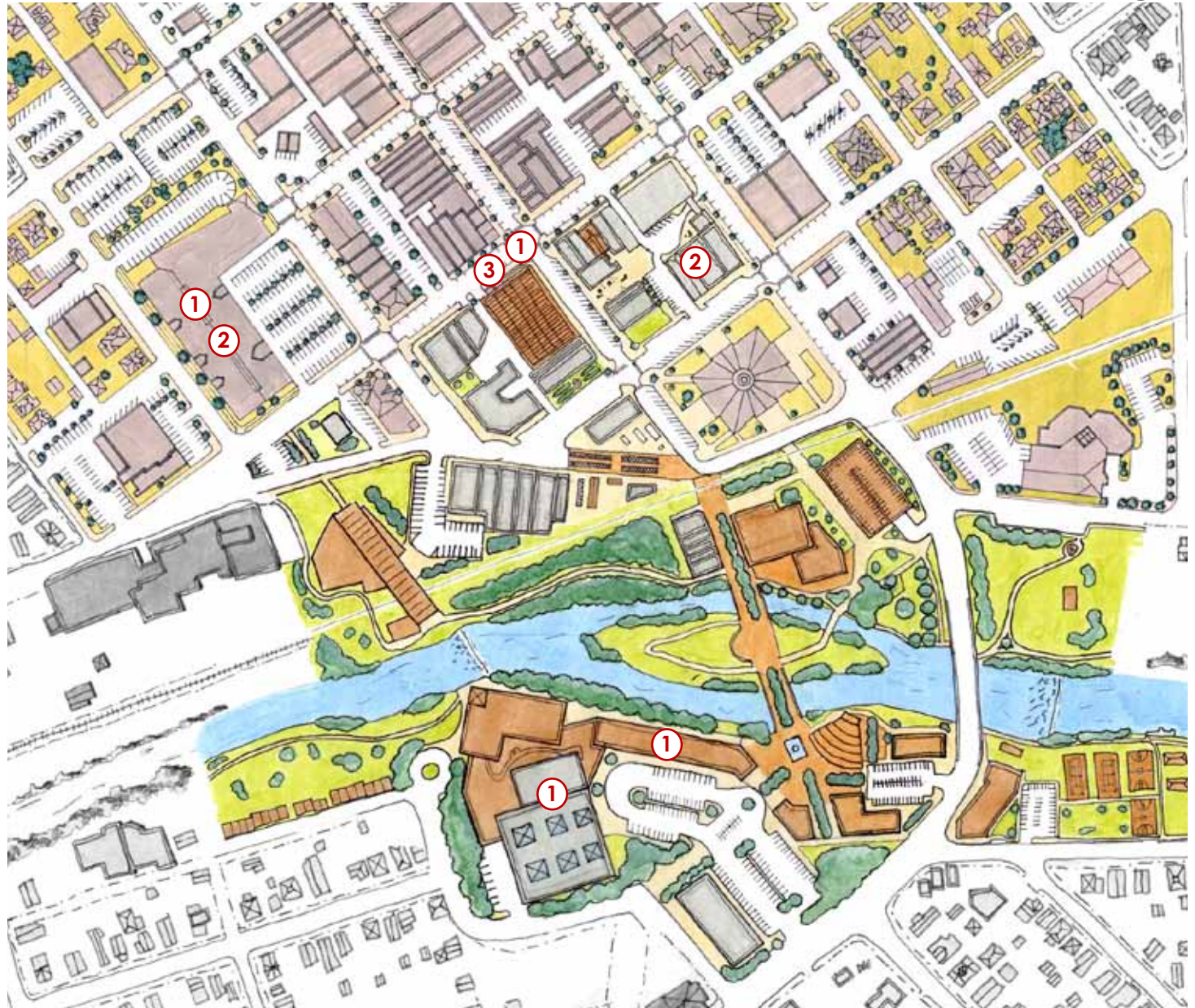
Master Plan 1: Courthouse Vista



Objectives:

- ① Use the Downtown as an incubator for entrepreneurship and start-up businesses
- ② Develop the Downtown as a center for workforce development
- ③ Market the Downtown as a broadband hub

Master Plan 2: Pedestrian Bridge



Imagine Working in Downtown Huntington

Goal: Continue to expand Downtown as an employment center for the region.

Objective 1: Focus on Downtown as an incubator for entrepreneurship and business start-up.

Creating business incubators is about making an environment within the downtown that will attract entrepreneurs and investors. This is achieved by giving incentive for the behaviors that are wanted and associated with a business friendly environment. The city should provide tax incentives for small startup business. The city should also ensure that small business owners have the opportunity to live above their shops. Lastly, no business will be attracted Downtown unless there is a market to support it. The city should take steps to promote residential uses within Downtown.

Objective 2: Develop Downtown as a center for workforce development.

Downtown can be a center not only for business but also a center for developing the businesses of tomorrow.

By partnering with Huntington University, the city can offer job training programs, trade and technical classes and resume workshops. As the quality of the local workforce improves better business will locate to Huntington to make use of the skilled labor force.

Objective 3: Develop opportunities to expand employment for students and residents.

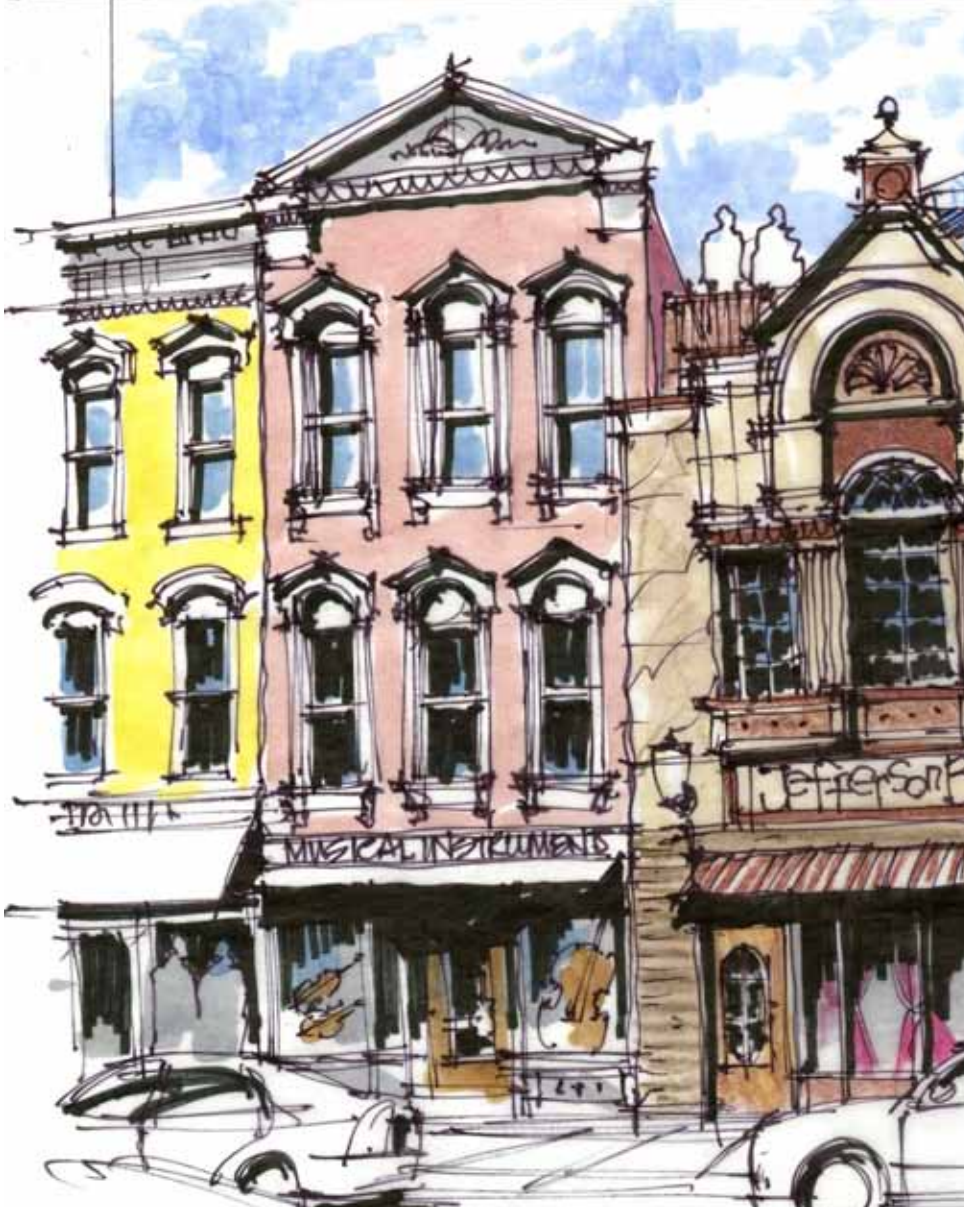
There is not a community in the country that would jump at the opportunity to have a University associated with its downtown. The Huntington University represents a large investment of talent that the city needs to look seriously at tapping into. One way for Huntington to make better use of the resource that the university represents is to create a satellite campus within the downtown for students to live, work, and study. The city can also promote opportunities for students to have internships in jobs around the city. The more opportunities a student has within Huntington the

more likely they are to stay after they graduate and become a member of the community and its workforce.

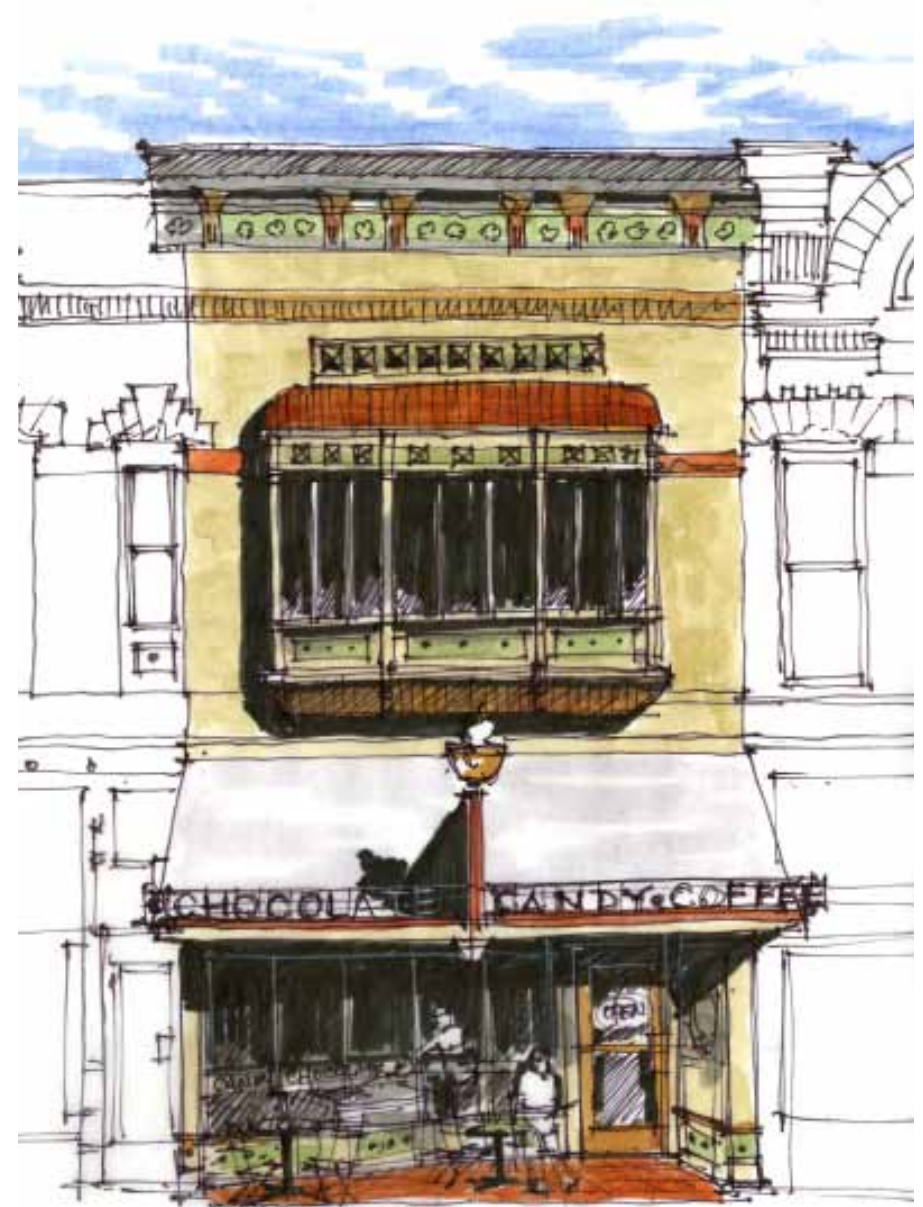
Objective 4: Market Downtown as a broadband hub that would facilitate innovation and investment.

High-speed internet is a must for today's business. Having a large network of broadband internet will go a long way to attracting new business. Huntington needs to continue to expand this network as well as include it as a way of marketing Downtown as business friendly.

Work Opportunities



By renovating some of the buildings that already exist, first floor retail could flourish while the upper floors are rented out as office or living spaces.



The Party Shop is a great example of a successful local business in Downtown Huntington

Imagine Moving Around Downtown Huntington

Master Plan 1: Courthouse Vista



Objectives:

- ① Accommodation for automobiles, bicycles, and pedestrians
- ② Promote safety with a network of sidewalks, roads, and trails
- ③ Implement a shuttle that connects the Downtown with other prominent locations
- ④ Efficient parking solutions

Master Plan 2: Pedestrian Bridge



Imagine Moving Around Downtown Huntington

Goal: Develop a comprehensive multi-modal transportation system that improves efficiency of travel, air quality, and affordability.

Objective 1: Develop a transportation plan that accommodates for automobiles, bicycles and pedestrians through Complete Streets.

Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street.

Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations. The streets of our cities and towns are an important part of the livability of our communities. They ought to be for everyone, whether young or old, motorist or bicyclist, walker or wheelchair user, bus rider or shopkeeper. But too many of our streets are designed only for speeding cars, or worse, creeping traffic jams.

Now, in communities across the country, a movement is growing to complete the streets. States, cities and towns are asking their planners and engineers to

build road networks that are safer, more livable and welcoming to everyone. Instituting a complete streets policy ensures that transportation planners and engineers consistently design and operate the entire roadway with all users in mind - including bicyclists, public transportation vehicles and riders, and pedestrians of all ages and abilities.

Objective 2: Develop a network of sidewalks, roads, and trails that ensure the safety of all users.

Creating a complete system of trails, roadways, and sidewalks to serve the public allows for safe travel from Huntington to the local University, Downtown Huntington, and residential neighborhoods. It eliminates hazards such as dangerous crossings through complete street standards to create a safe and accessible network of roads and paths. This includes proper lighting, ramps, and crosswalks.



Above is an illustration of a Complete Street.

Objective 3: Implement a shuttle that has stops in the Downtown and other prominent locations.

The implementation of a small scale shuttle for public transportation is one way that Huntington can develop a multi-modal transportation system for its Downtown. The shuttle can make regular stops at popular locations around the city. This will reduce traffic and congestion in the city and reduce the need for parking.

Objective 4: Investigate the possibility of pre-paid cards for taxis, HATS, and future transit systems.

The HAT System is already an asset to downtown Huntington. Expanding the program to service a larger area should be given some serious consideration. Other ways to improve the transportation systems of Huntington is to look into the possibly of establishing a pre-paid card program for taxis.

Objective 5: Investigate rerouting truck traffic out of Downtown to Broadway Street.

The truck traffic that runs through the downtown along Route 5 is a hazard to the population of the downtown and a barrier to the further development of the area. Truck drivers that are already familiar with the area use Broadway Street (intersection of route 5 and state route 224) to bypass the downtown altogether. Making Broadway Street the official truck route is the best option for eliminating this significant liability to Downtown.

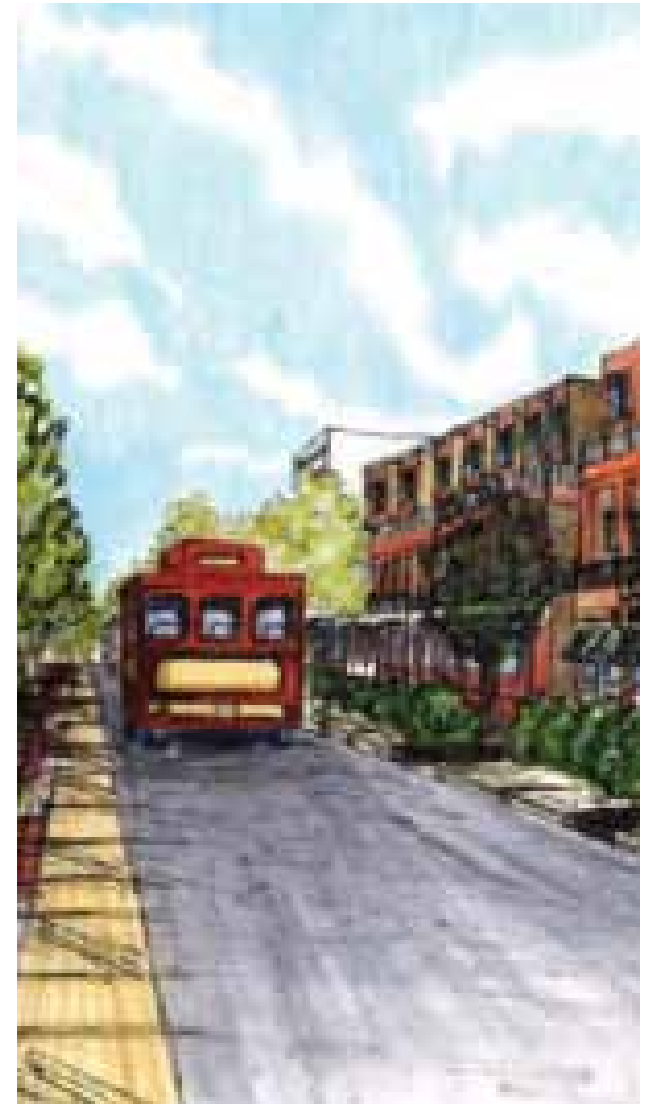


Illustration of a trolley driving down the street. This could be implemented in Huntington to connect the University to the downtown.

Imagine Moving Around Downtown Huntington

Goal: Downtown Huntington will become a model Smart City integrating energy efficiency, green technologies and stewardship.

Objective 6: Develop an alternative water management strategy to mitigate CSO impacts.

The use of bioswales and green roofs enables a city to send runoff waters back into the water table instead of into the sewage system. By eliminating the need to capture, treat, and release this water runoff, the city can reduce the need to expand the current water treatment facility. Using green technologies to reduce runoff is a preventative step to protect the environment, improve the quality of the Little River, and reduce water treatment costs for businesses and residents.

Methods of reducing water runoff include bioswales, green roofs, permeable pavement, rain gardens, and rain barrels which allow residents to use the water that would end up in the stormwater drains in a more efficient way. These reduce costs for occupants while providing an aesthetic appeal to the streetscape or rooftop.

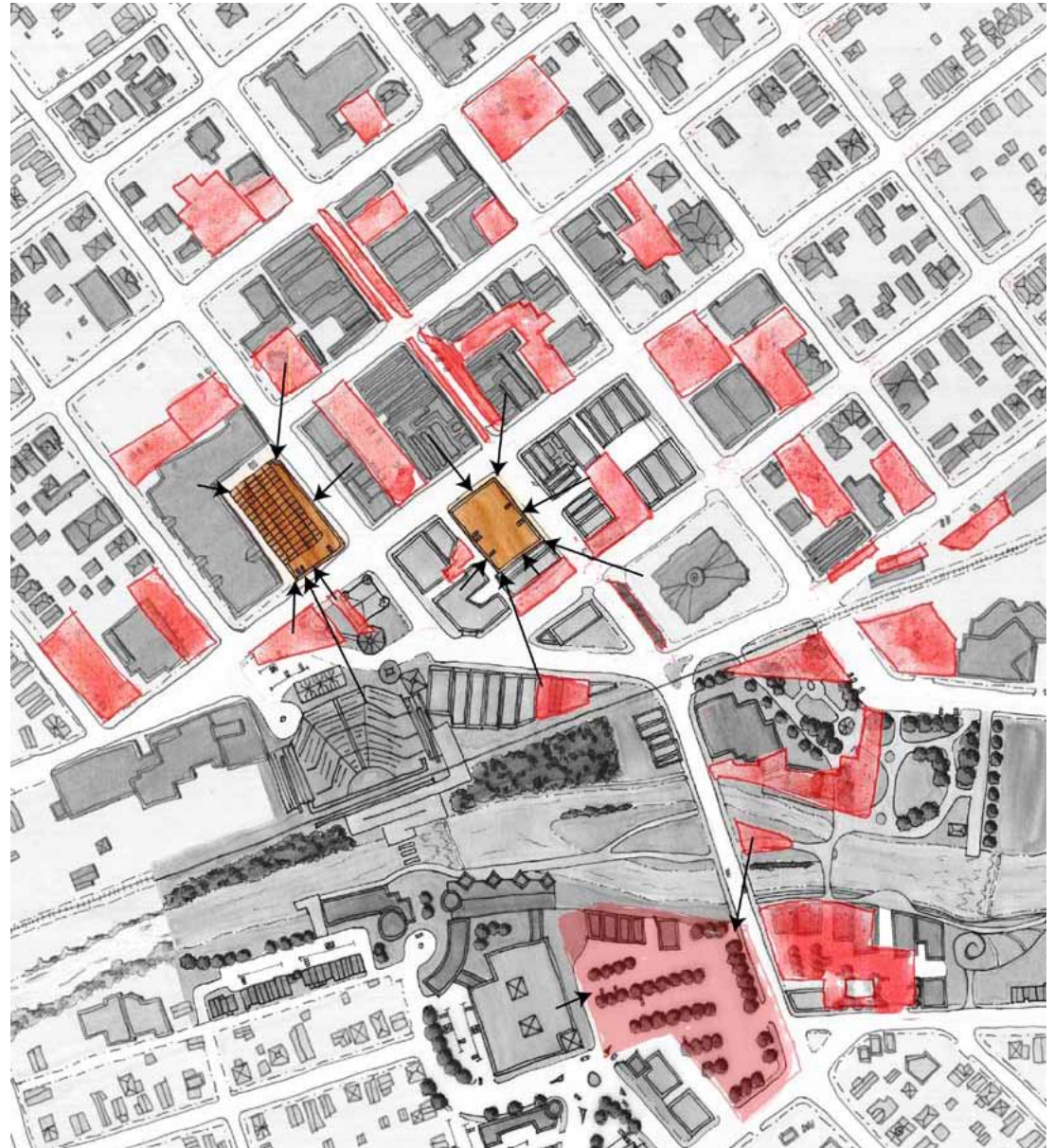


Above is an illustration of a bioswale.

Objective 7: Develop efficient parking solutions based on the demand of parking and space.

If you were to look at a map of Downtown Huntington you would see a patchwork of surface parking and on street parking. These existing lots are divided between pay-by-hour, restricted and free parking. This patchwork system is confusing and frustrating to both residents and visitors alike. One way of dealing with this problem is to create a parking garage and any one of the sights identified in the two master plans. A parking garage would consolidate much of the surface parking into one easily identifiable location and reduce congestion and confusion within Downtown.

Another solution to the perceived lack of parking is to implement shared parking strategies which manage available parking based on the demand created from various uses. Since residential units generally require parking from 6 p.m. to 9 am, retail from 11 am to 8 p.m., and entertainment from 4 p.m. to midnight; it is possible to implement a system that acknowledges the peak hours of each use by committing to share parking facilities.



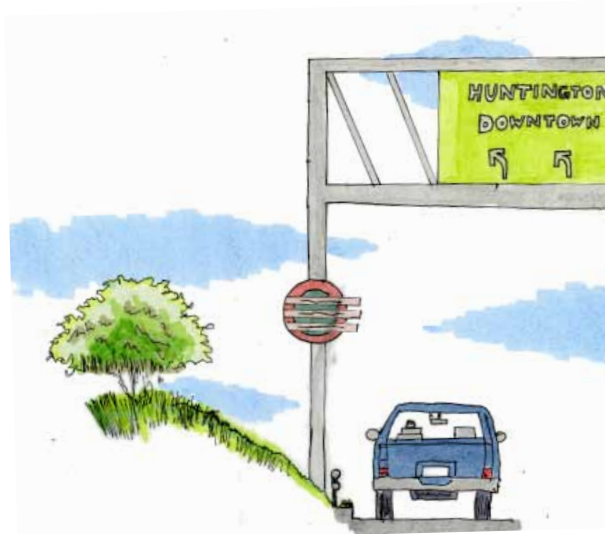
This plan shows the shared parking in the downtown. Red is existing parking, Brown is proposed parking garage locations.

Imagine Moving Around Downtown Huntington

Goal: Downtown Huntington will become a model Smart City integrating energy efficiency, green technologies and stewardship.

Objective 8: Create Wayfinding Signage to direct visitors to parking, attractions, and districts.

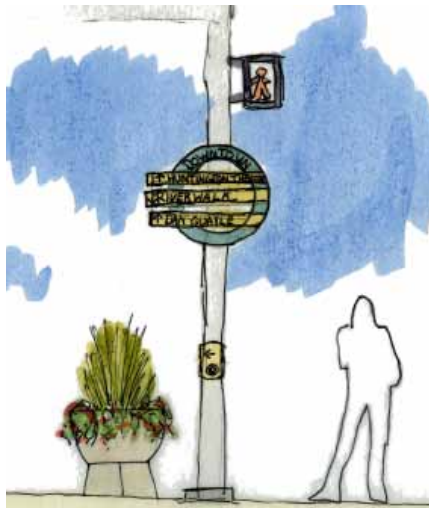
Wayfinding is important in helping a city brand itself by advertising attractions that the city has to offer to visitors and passersby. Huntington has a lot of attractions that people unaware of because of the lack of direction and signage displayed at the gateways into the city. Wayfinding also would direct truck traffic out onto Broadway as well as direct a bicyclist onto the Greenway.



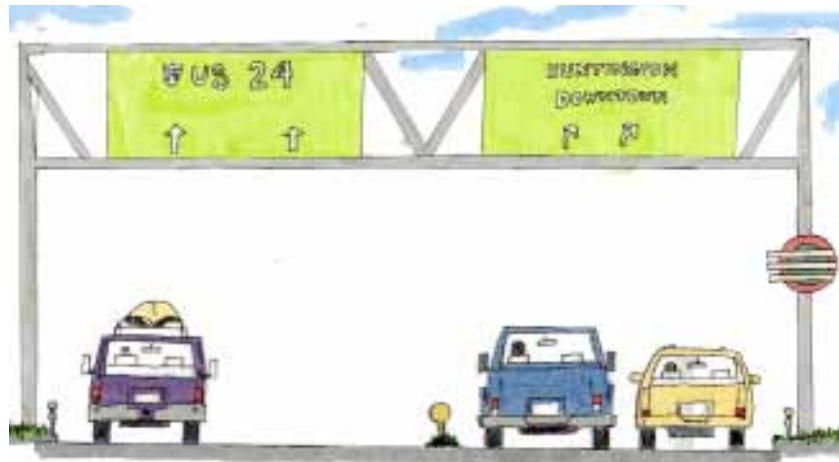
Signage at the intersection of Old 24 and US 24.



A sign at the Forks of the Wabash entering Downtown.



A sample of what some Downtown wayfinding may look like.

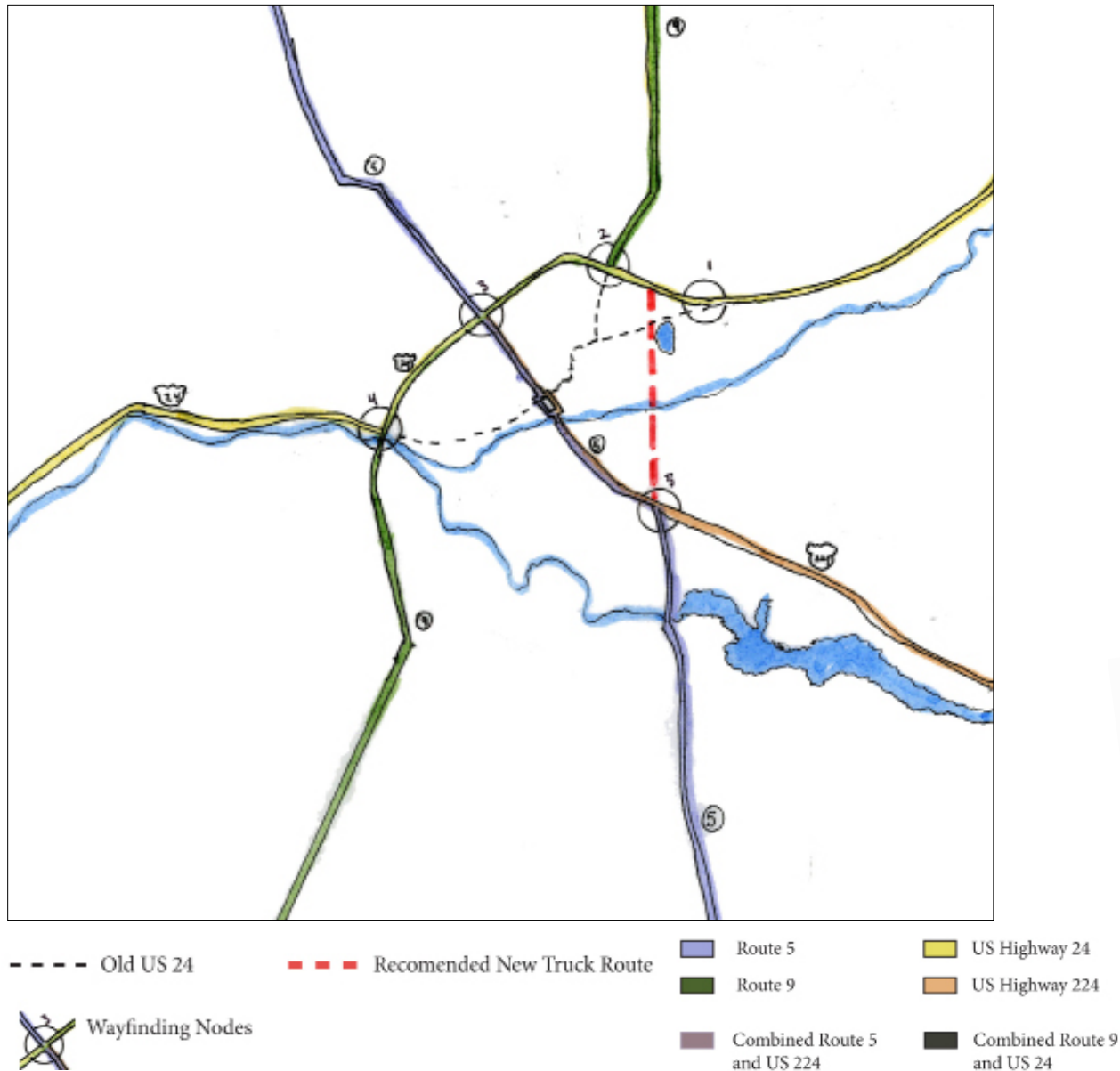


Signage at the intersection of US 24 and Route 9.



Signage at the intersection of US 24 and Route 5.

Infrastructure



This map shows places in Huntington or right outside of city limits that would be a prime location to have signage to help direct people into the city.

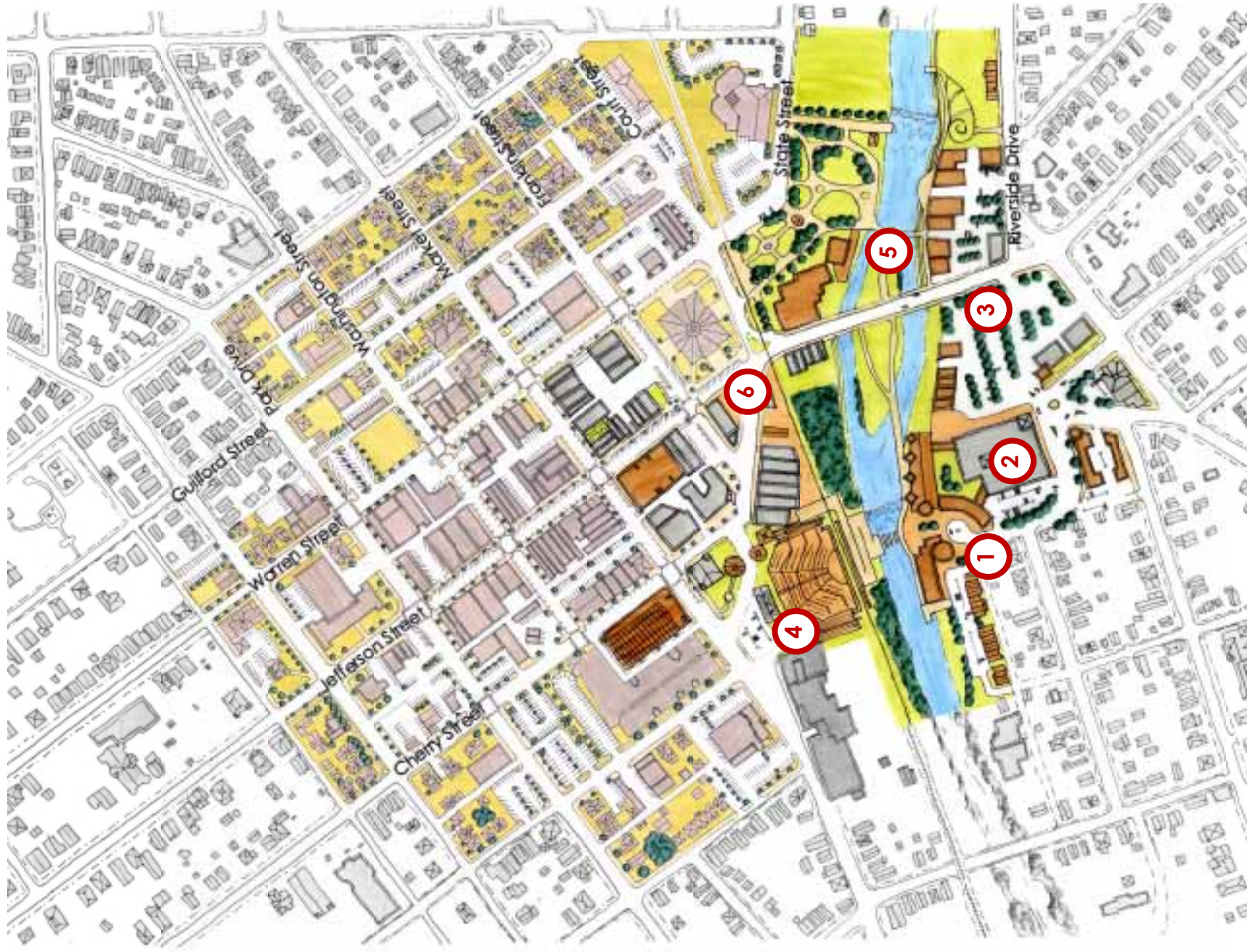


A sign used to guide pedestrians in Downtown.



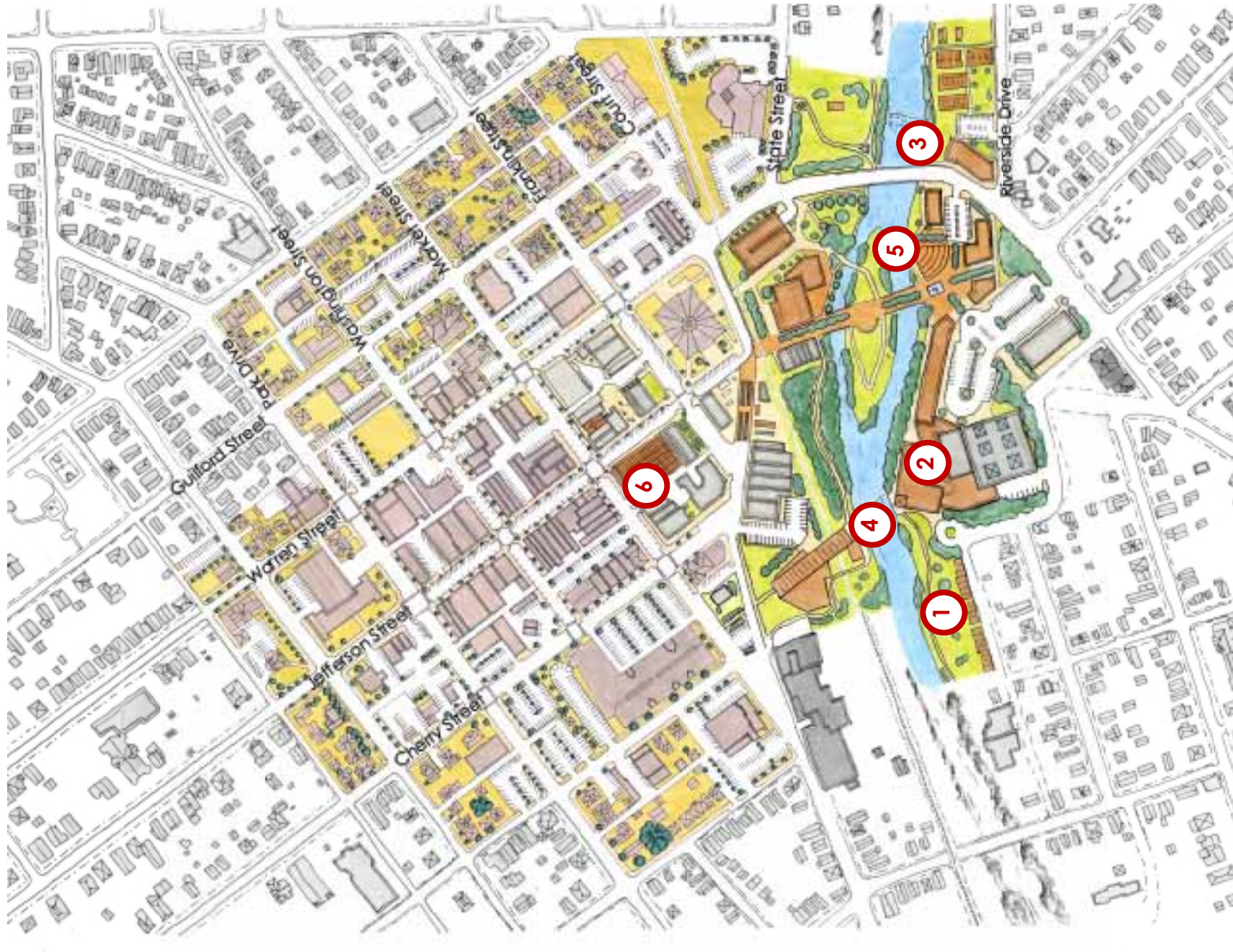
Sample signs that can be used at the intersection of Route 5 and Route 224.

Master Plan 1: Courthouse Vista



- 1 Hotel:** A new hotel for visitors of the attractions
- 2 Convention Center:** A location to hold meetings and seminars
- 3 Retail:** Concentrated area of shopping and dining
- 4 Amphitheater:** Open-air venue for live entertainment
- 5 Riverwalk Development:** Businesses, recreation, and living opportunities
- 6 Farmers Market:** Outdoor and indoor area

Master Plan 2: Pedestrian Bridge



- 1 Townhouses:** Adds to diverse types of housing for riverfront development
- 2 Hotel:** Located in the Downtown to provide for increased tourism
- 3 Mixed-Use:** First-floor retail and upper floor residential units
- 4 Interpretive Center:** Study the history and ecology of the river
- 5 Amphitheater:** location for live entertainment
- 6 Parking Garage:** Provides parking for visitors, employees, and residents of Downtown



For more Information about our Findings, Visit:
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