



V. DOWNTOWN

The Downtown will continue to evolve as the cultural center of the City of Richmond offering citizens a unique lifestyle experience in a vibrant mixed-use urban setting. The City of Richmond will continue to value and preserve the rich cultural heritage and historical significance of the Downtown architecture. A transition for Downtown into an exciting retail and entertainment destination in the heart of the city's arts and entertainment district will occur. Downtown Richmond will become the home for the region's finest museums and arts related destinations promoted through advertising, exciting public events and unique programs. The Downtown will be a desirable place to live with a variety of affordable, attractive housing types, and a great place to work with easily accessible streets, restaurants, amenities and ample parking. The Downtown will be a place of beauty with well-maintained properties, aesthetically pleasing and walkable streets, enjoyable parks and abundant green space.

V. DOWNTOWN

A. Introduction

It can be argued that downtowns represent the heart and soul of their respective cities. Visitors and residents alike are affected by the physical conditions of Downtown and draw conclusions regarding the city's commitment to community development and pride from what they see and experience within the city center. The City of Richmond and its downtown partners, Main Street Richmond Wayne County (MSRWC) have remained focused on Downtown since the completion of the 1995 Strategic Action Plan directing resources and capital into several significant projects. The Main Street Streetscape project, the removal of the pedestrian promenade, renovation of two historic buildings to house MSRWC offices, creation of the Richmond Innovation Center, implementation of a signing and wayfinding program, along with numerous private property investments represent the public and private sectors' commitment to Downtown.

Strategic Action Plan 1995



In 1995, Main Street Richmond Wayne County in partnership with The City of Richmond developed a Strategic Action plan for Downtown. The plan provided a roadmap for Main Street and other stakeholders to guide future redevelopment activities, government driven public improvements / capital appropriations and marketing / promotional and business retention / recruitment suggestions activities. The planning initiative was embraced by the greater Richmond community and was used to demonstrate the value

of pursuing several important Downtown projects including re-opening Main Street to vehicular traffic, focusing on business retention and recruitment, recognizing the value of districting & signing, recognizing the importance of the Whitewater Gorge and Depot areas and developing an awareness of the residential opportunities Downtown.

Although first floor occupancy improved dramatically immediately after the pedestrian promenade had been removed, local retail market conditions, in conjunction with a lack of aggressive redevelopment of downtown and inappropriate land uses [Rumpke, Wayne County Jail and outdoor advertising] contribute to the constant challenges for successful downtown retail. These conditions have negatively affected the economic viability of retail and entertainment destinations Downtown. Consequently, the local real estate investment community continues to have concerns regarding the stability of Downtown as a secure investment opportunity. However several retail businesses have relocated or opened in the greater downtown in recent months providing more retail destinations for consumers and broadening the critical mass.

Richmond is certainly not alone in this circumstance. A downtown's success is often fragile without attention, coordination, management and reinvestment. Downtown areas can easily slide into decline as retail trends, physical deterioration, traffic congestion and other factors undermine the desirability of the downtown location.



Wayne County Jail
Source: www.co.wayne.in.us

The goals and objectives identified below have been established to offer a bold and appropriate antidote for the development challenge facing downtown. When implemented these development opportunities will provide elevated economic conditions for all of downtown. Cities who take an aggressive position on Downtown redevelopment as a mixed-use environment find they can change the perception of a place through quality-focused development, marketing /promotions and retention and recruitment.

B. Goal and Objectives

Goal

To create a Downtown that combines the historic past of Richmond with a sustainable future that includes a thriving retail environment, residential community, educational and municipal facilities and entertainment destinations. The Downtown will be the center for culture and the arts. Downtown will become a magnet for residents and visitors of Richmond who will view it as the premier regional tourism center. As such, Downtown Richmond will become a community that will experience increases in property values in both the consumer and business segments. Population will increase as new people move into the revitalized City Center neighborhoods. Richmond will exemplify quality building, preservation and urban design within a mixed use environment to assure a vibrant and appealing Downtown.

Objectives

The overarching objective for the Downtown is to develop sustainable solutions that support the continued vitalization of downtown and contribute to its vibrancy, cultural character and economic viability. Specific objectives are:

1. Create a redevelopment district along East Main Street, including a mix of retail and residential uses, to act as a gateway and provide physical linkage to downtown from the east Richmond retail areas.
2. Identify expanded "central core" by demarcating downtown from 10th street to the Gorge and Fort Wayne Avenue to Old Richmond. Connecting the 10th Street corridor, Fort Wayne Avenue, the Gorge and Old Richmond as the New Central Business District.
3. Utilize the State of Indiana Riverfront Restaurant Redevelopment District program to encourage restaurant development within downtown and the adjacent business district.
4. Develop a streetscape and wayfinding signing system that reinforces the relationship of the civic theater, museums and Starr Historic District as a cultural district.
5. Consider an open space/greenway theme into downtown that echoes the wonderful natural resources of the gorge area.
6. Create an artist's colony downtown for artists that provides live/work space and promotes downtown as the art and cultural center of the region.
7. Create an urban learning campus integrating art, culture and education.

8. Encourage all institutions of higher learning (Indiana University East, Purdue University, Earlham College, Ivy Tech State College and Indiana Wesleyan to consider developing an education based project in the urban learning campus downtown.
9. Aggressively pursue new businesses to take advantage of downtown technology park.
10. Provide development incentives to encourage residential living in the downtown area through building renovations and new infill construction. Downtown should be a top priority and designed in accordance with the Downtown Strategic Plan Update.
11. Solicit traditional and non traditional anchor tenants suitable for Downtown Richmond's vision and comprehensive plan goals.
12. Evaluate Downtown Parking and develop a Parking Plan for Downtown.
13. Develop new areas of public open space.
14. Encourage new, anchor attractions for people to experience downtown.
15. Promote pedestrian activity and walkable streets.
16. Prioritize transportation related improvements to provide connectivity and streetscape improvements in and between each downtown district.
17. Encourage community participation in downtown planning.
18. Encourage entrepreneurship in new business recruitment and retention.
19. Encourage the development of Starr Gennett heritage tourism destinations within the downtown.

C. Organization

Issues and Findings

Structure

Several organizations throughout greater Richmond are involved in guiding downtown development, marketing and promotions. However, the City of Richmond has come to rely on Main Street Richmond Wayne County [MSRWC] as the driving organization for Downtown. MSRWC provides unwavering leadership to the City regarding all aspects of Downtown. In addition to the organizations listed below, several Downtown located institutions such as the Wayne County Museum, Civic Theatre and Earlham College provide knowledge and vision to the city for the betterment of Downtown. The major organizations engaged in downtown activities are listed below.

Main Street Richmond Wayne County

Main Street Richmond Wayne County is dedicated to a holistic environment of retail, entertainment, business, government, housing, industry and urbanism. MSRWC has embraced the National Trust for Historic Preservation Main Street program and the Indiana Main Street Program as guidance platforms for the structure of their own organization. MSRWC has expanded upon these basic Main Street programs and principles to include significant involvement in real estate development activities. MSRWC has developed two buildings in downtown as demonstration projects for the community to see the benefit of downtown real estate investment. Both of these projects included new offices for MSRWC operation. However, MSRWC's latest development, the Richmond Innovation Center, was a successful public / private partnership with area institutions of higher learning, the State of Indiana, private business and the City of Richmond. The project was developed to provide e-new business technology start up, business incubator space, a multi-purpose training facility, video conferencing, MSRWC office space as well as government offices and Not-For-Profit offices.

The Main Street program creates opportunities for investment through public/private partnerships. MSRWC is the symbol of ownership in socio-economic development and community-wide pride.

Main Street Richmond Wayne County maintains a database of all available facilities in Downtown Richmond. Main Street is the advocate for Uptown Richmond, and a first stop for business advice, consulting and assistance. New business start-ups and proven companies with years of experience can participate in Main Street's valuable services and advantages. Main Street also provides unlimited networking and publicity opportunities.

Main Street Mission: *To facilitate the continual health and prosperity of the central business district and thus the community at large by leading public/private sector community and economic development efforts.*

Richmond-Wayne County Chamber of Commerce

The Richmond-Wayne County Chamber of Commerce is the organization that represents over 700 business members. The Chamber offers many programs, incentives, networking and training programs to business and professionals throughout greater Richmond. The Chamber is an advocate for a strong downtown and supports the efforts being undertaken by Main Street Richmond Wayne County in numerous ways while taking the position that what is good for downtown is good for the community.

Wayne County Economic Development Corporation (EDC)

The Wayne County Economic Development Corporation is an organization that works to improve the business and community environment and employment opportunities in Richmond and Wayne County by identifying, addressing and overcoming obstacles to business retention, growth and development. The Wayne County EDC encourages the retention and expansion of existing businesses, attracts new investment, and invests in the workforce through its education and training programs.

The EDC is a liaison between business programs and services at a local and state level. Local assistance includes tax abatements, the city and county revolving loan funds and training funding. State assistance programs include training programs/grants, loans for equipment purchases, trade show assistance for companies interested in exporting and getting into international markets, and energy programs. The EDC works closely with the Indiana Department of Commerce and the local and state Workforce Development offices to stay current on available programs.

EDC is a recognized partner by MSRWC and should become more active in the development of downtown through creative partnerships with local government and private sector interests.

The Urban Enterprise Association, Inc.

Established to provide economic revitalization to the City of Richmond through targeted assistance in the Enterprise Zone. Activities are directed toward community and economic development for businesses and residents of the Richmond Enterprise Zone. For more information please see the Economic Development Chapter of this Comprehensive Plan Document.

Richmond /Wayne County Indiana Convention and Tourism Bureau, Inc.

Established to promote tourism within Wayne County and to institute policy and administer funds dedicated to the tourism industry. The Bureau is responsible for running and operating the welcome center. For more information please see the Economic Development Chapter of this Comprehensive Plan Document.

Strategies and Recommendations

O 1. Continued and Expanded Partnering with Existing Economic Development and Tourism Organizations

The City of Richmond should continue to work closely with Main Street Richmond Wayne County as the lead organization for Downtown activities. MSRWC should continue to serve as a clearinghouse for all Downtown related information, projects and general discussions surrounding the evolution of downtown. Other organizations such as the Economic Development Corporation of Wayne County, the Urban Enterprise Zone, Richmond / Wayne County Indiana Convention and Tourism Bureau, local institutions of higher learning including Earlham College, Purdue, IU East, Ivy Tech State College, and the local Chamber of Commerce should become MSRWC's partners in numerous redevelopments, educational and promotional opportunities.

O 2. Identify and Market to Potential Downtown Developers and Tenants

The updated strategic plan will identify specific target real estate development opportunities and the type of tenants and uses which match up with the opportunity. Wayne County Economic Development Corporation and Main Street Richmond Wayne County should collaborate on developing a tenant retention and recruitment strategy for downtown. The 1995 Strategic Plan for Downtown identifies how a successful tenant retention and recruitment program can work. MSRWC has initiated this program in the past and should be called upon to implement efforts again based on new development strategies. Working with real estate developers interested in downtown, Wayne County Economic Development Corporation and Main Street Richmond Wayne County should orchestrate the public / private vehicle to create an attractive marketing package for developers.

O 3. Develop a Marketing Campaign to Attract Customers and Visitors to the Downtown Richmond's organizations should coordinate and partner on a comprehensive Marketing Campaign with the following elements:

- Using "Uptown" as a start, develop a brand identity for Downtown Richmond.
- Engage a professional firm to create a marketing program for downtown promotion that can be implemented immediately to attract both customers and visitors.
- Establish a system for evaluation of the effectiveness of these efforts.
- Link festivals to marketing efforts.
- Reinforce identified districts.
- Continue to promote downtown as the arts and cultural center for the region.

D. Downtown Environment

Issues and Findings



*Main Street looking West from 8th Street North Side of Street
Source: waynet.org*

Richmond's center city is a classic example of a traditional American downtown. The central business district is concentrated along a twelve to sixteen block portion of Main Street (the National Road) and broadens out one block north and south to North A Street and South A Street. Contiguous to this compact business core are walkable neighborhoods, government campus, churches and reasonable access to the Whitewater River Gorge. Unlike many downtowns similar in size, elevated road-ways, multi-laned arterials or radical land uses changes

have not been built thus making the downtown environment barrier free and physically accessible by foot or vehicle.

One of the physical challenges facing Downtown is the ability to broaden the territory of Downtown proper by linking the Central Business District to adjacent business districts such as Old Richmond, Elizabeth Starr Historic District and the Historic Depot District. By including these districts with downtown, a better story can be told through marketing and public relations campaigns of the unique districts and the variety of products, services and special environments within downtown.

The Old Richmond business district and the Depot District could both benefit from the management, promotional and development expertise of MSRWC. As the Urban Enterprise Association is dissolved over the next few years, MSRWC can assist the district in channeling resources in capital into the development interests. Expansion east to 16th Street, west to the rim of the gorge, north to the Depot District, and southward, including Old Richmond, will allow the districts of Downtown to be marketed as a means to attract tenant property owners and visitors into Downtown. Expansion of the territory of Downtown will provide more redevelopment opportunities through the additional land area of the broader territory.

With coordinated efforts, and on-going attention to details, historically rich downtown environments such as downtown Richmond can thrive as centers of both commerce and culture. It is a firm belief that economically successful, vibrant downtowns share common traits. These traits can be characterized by a select set of urban design principles that address the physical urban environment, sound economic modeling and the clear understanding of the realities of the marketplace.

Uptown Redevelopment Project 1998

As a result of the Strategic Plan completed in 1995, the Uptown Redevelopment Project completed in 1998 focused on the core area of Main Street in Downtown. Project elements included new pavement concrete curb and gutters, sidewalks, brick pedestrian walks, extensive landscaping treatment, directional signage, traffic signal modifications, and parking garage rehabilitation.

The project serves as an excellent model to pattern future streetscape enhancements downtown. In following the districting discussions in the City Image and Identity Chapter of this Comprehensive Plan document, future streetscape enhancements should incorporate new design elements and thematic icons to help distinguish the various districts in downtown.

Urban Design Principles

The economic and cultural development of Downtown Richmond should be guided by an overarching list of urban design principles. When followed, these principles can help guide those individuals, organizations and government involved in the “businessing” of Richmond’s urban districts to make sound decisions regarding the complex issues surrounding downtown re-positioning. Such appropriate principals are:

1. Strategic Development Program
 - Market-driven leasing goals and development
 - A repositioning strategy with calculated economic enhancement objectives
 - A strategic action plan designed for implementation
 - Recognition of existing downtown organization’s capacity & capabilities for implementation of the plan
2. Development of Key Activity Centers or Districts
 - Offers shopping and entertainment destinations
 - Characterized by a diversity of environment, people, and culture
 - Celebrates the history of the district
 - Unique characteristics evident in leasing opportunities as well as environment
 - Innovative urban housing opportunities
3. Pedestrian Friendly Environment
 - Safe & secure environment - day & night
 - Promotes pedestrian circulation and discovery along streets and alleyways
4. Unique Personality and Sense of Place
 - Capitalizes on the strengths of district
 - Character & qualities derived from the collection of historic buildings
 - Encouragement of creative and complimentary new in-fill buildings in street voids
 - Integration of existing uniquely physical characteristics

5. Visually Exciting Environment
 - Reduction of visual chaos and clutter
 - Integration of quality storefront, signing, and streetscape components
 - Development of quality wayfinding and public art programs
6. Encourage Mixed Use Development
 - Unique upper story housing, office, and high tech development
 - Creative new in-fill development
7. Linked Integrally to Adjacent Neighborhoods and Business Districts
 - Pedestrian, vehicular and alternative transportation corridors
 - Attention to arterial access corridors
8. Public/Private Partnering
 - Real estate development opportunities fostered through cooperation and shared vision
 - Innovative public & private development partnerships
 - Sound economic strategies for implementation
9. Carefully Crafted Development Guidelines
 - Based on a flexible strategic vision and plan
 - Special zoning & user –friendly custom design guidelines
 - Design assistance & review boards
10. Market, Market, Market
 - Quality downtown marketing programs for visitors, tenants, and developers
 - Educate the Region to the qualities and discoveries of downtown

Parking

Parking is an important component of Richmond’s future downtown development; it should not detract from the intrinsic qualities, like a pedestrian-friendly environment and a unique sense of place. Parking should be viewed as a supportive tool to help make downtown attractions easier to access.



Parking Wayfinding

Although too much surface parking tends to detract the urban qualities and pedestrian activity in a downtown area, Richmond is exceptional among small American towns in that it actually appears to need more parking. Unlike many historic downtowns, Richmond has made use of virtually every available opportunity to create parking on underutilized land. Inner block and on-street parking opportunities have been established in virtually all conceivable locations, and the few off-street parking facilities that are provided experience relatively high levels of utilization.

Current Conditions

There are currently a total of 1006 city owned parking lot spaces available in Uptown Richmond. Of the 1006 parking spaces available, 506 spaces are available for employees to purchase monthly parking passes. Currently 379 monthly parking passes have been purchased leaving 127 spaces available for purchase. All lots are \$15.00 a month and the City of Richmond Parking Garage is \$10.00 a month.

- In conjunction with the City of Richmond and Main Street Richmond Wayne County 3-hour free parking has been made available for Uptown customers on all Uptown lots listed above; additional long term parking is available at the City of Richmond Parking Garage with entrances located on South 7th and 8th Street, a half block from the Main Street corridor.
- There are currently 258 off-street parking spaces available from 5th to 11th Street North A Street to South A Street. Of the 258 off street parking spaces, 223 are designated as 2 hour parking spaces and the remaining 35 off street parking spaces are designated 1 hour parking spaces. Source: Richmond Code Chapter 76 Schedule VI.
- Monthly and yearly passes can be purchased from the City Clerk's office Monday through Friday 8:30 a.m. to 4:30 p.m. The City offers a discount on the purchase of an annual parking pass which provides a 12 month pass for the price of 11 months.
- If you are a new business locating in Uptown Richmond the City of Richmond provides you with a year of free complimentary parking for you and your employees. Contact City Clerk's office located at the City of Richmond Municipal Building, Monday through Friday from 8:30 a.m. to 4:30 p.m.
- Fines are written for violations for over time parking in the amount of \$20.00 per violation, if paid within 72 hours the fine is reduced to \$10.00 per violation. Fines can be paid at the Clerk's Office located at the City Of Richmond Municipal Building Monday thru Friday 8:30 a.m. to 4:30 p.m. or at the Police Station on the 1st Floor of the City Building.-City of Richmond Ordinance Resolution No. 8-1997.
- The City of Richmond's Annual Budget for routine on and off street parking for Uptown Richmond is \$100,340. In addition to the \$100,340 paving costs is \$115,000 annually bringing the total to \$215,340.

Strategies and Recommendations

D E 1. Consider Expansion of Downtown Core

Expand downtown boundaries -east to 16th Street, west to the rim of the gorge, north to the Depot District and South to Old Richmond.

D E 2. Evaluate Downtown Parking and Develop a Parking Plan for Downtown

The Downtown parking can be improved through several strategies:

- It will be necessary to create additional parking facilities in the Downtown area due to the level of use that the Downtown parking facilities experience at present, and the need to replace a small but centrally-located portion of Richmond's on-street parking in order to improve traffic flow through this area.
- It is crucial that all new parking facilities be designed and located so that they do not adversely impact Richmond's traditional downtown character. With very few exceptions, demolishing buildings in Richmond is not an acceptable alternative, and buildings in the Downtown should not be demolished to create a parking lot. Richmond is fortunate to have a Downtown that is not developed with surface parking lots, and maintaining its pedestrian-friendly character will require that the continuity of Richmond's historic building stock be maintained.
- The City and owners of the few significant private parking lots in the Downtown should improve the efficiency of existing parking areas in order to optimize the use of the off-street parking that exists at present. The City can encourage and provide incentives for shared parking. Private lots have the potential to provide shared parking.
- The City must consider strategies for creating small amounts of additional off-street parking in appropriate strategic locations. Large parking lots should be avoided because of their deadening effect on pedestrian activity, but small, well-designed lots will actually make Richmond more pedestrian-friendly by improving the quality of the walking environment. Small, well-placed parking lots will also lessen demand for on-street parking and will decrease the safety concerns associated with narrow on-street parking lanes.
- Select parking locations carefully. Generally speaking, off-street parking lots and structures should not be located on major downtown commercial streets, in the middle of clusters of storefronts, at peak land value intersections, or along primary pedestrian corridors. These locations disrupt continuous pedestrian flow, decreasing the potential volume of pedestrians passing in front of businesses. Moreover, they can reduce densities and render the downtown less walkable. It is always preferable to place these facilities behind Main Street commercial buildings, along streets with less commercial activity that run parallel or perpendicular to Main Street, or at the edges of downtown.
- Good design can help parking facilities integrate with the downtown fabric and contribute to a sense of place. Lots can include ample landscaping outside to provide an attractive visual buffer and within the lot itself to create an aesthetic appeal at the point of transition from driver to pedestrian. Parking structures can contain storefronts on street-level to avoid an ugly blank wall (known as a dead zone) on the streetscape.

D E 3. Downtown Property Development

Encourage development and redevelopment of properties in the downtown area, designed in accordance with the Downtown Plan. Solicit anchor tenants suitable for Downtown Richmond's vision and comprehensive plan goals.

Much discussion about the need for more convenient retail stores in the downtown occurred as part of the public involvement and Steering Committee/Planning Commission meetings. The Downtown would be enhanced if retail operations such as a grocery store, pharmacy, or bakery could be developed. That type of business will locate based on market demand which changes dramatically if new housing is developed and renovated. Demographics and consumer spending will dictate such private involvement decisions. The City can do two things to encourage such activity:

- Facilitate the completion of a retail market study
- Provide a flexible zoning district which will allow the expansion of the geographic boundary of the existing Downtown. However, possible expansion of the Downtown should not be considered until after the retail market and business composition study is complete, and the existing Downtown is at nearly full practical capacity.

D E 4. Downtown Development Control Strategies

The City of Richmond will apply the recommendations suggested in this document to heighten the quality of life for its citizens, leverage the success of the business development and job creation conditions to grow commerce in the city and encourage renovation and construction of new housing and neighborhoods for the current and future citizens to enjoy.

As new zoning legislation is crafted to guide and shape Richmond's future, several areas of importance within the zoning code should be explored to help [not hinder] in the development of certain ideals for downtown. The city's desire to embrace sustainability standards, downtown's role as a cultural center for the community and encouragement for additional living opportunities within downtown will all place concern in the minds of the private real estate development community regarding zoning compliance, marketability and appeal of downtown and protection of one's investment.

Several zoning models should be explored to ascertain that it is in the best interest of downtown's image, marketability and pro-development platform.

Although the zoning code reform exercise will become the forum for debating the pros and cons of different zoning models, the city should be very clear about the intent of the downtown zoning goals and remain focused on developing a flexible, user friendly, pro-development language to encourage continued investment into downtown.

Several zoning considerations include; special overlay areas, districting, form-based zoning, and higher density mixed use development opportunities.

Higher density within the center city is a goal that should be emphasized. Consequently, opportunities to encourage this strategy through new zoning are important considerations.

Design review should be broadened geographically to include the expanded areas of downtown and use properly tailored design standards as a guidance mechanism for rehabilitation as well as new development and construction. Complementing existing urban and architectural context should be the basis of such standards. The city's designated design review authority must provide the author of these standards with their important environmental concerns for downtown so particular attention can be paid to these key areas of importance.

D E 5. Promote Mixed-Use Development

Main Street Richmond Wayne County in co-operation with the Wayne County Economic Development Corporation should explore public /private real-estate developers to consider the merits of mixed use development within downtown.

D E 6. Consider Density Bonus

The City should consider a density bonus to encourage mixed-use commercial development. This would be treated as a Conditional Use or Overlay District that would also require a higher design standard and quality material. This would necessitate placing a density cap on existing commercial districts.

D E 7. Encourage Downtown Housing Development

Encourage downtown housing development. The most important development strategy and reinvestment Richmond can make in downtown and the contiguous center city neighborhoods is housing. Rehabilitated older housings, as well as new low and high density housing should be supported by the City though public/private incentive programs designed to attract the real estate development interests. Not one type of housing surfaces as the top priority. The City should form a task force with local lenders to look for ways to develop attractive incentives such as ten year real estate tax abatement, first time homebuyer assistance, and low interest rehab loans.

Historic tax credits are very attractive for multi-family rental housing. Historic Tax Credits are available from the federal and State governments providing an attractive alternative for funding mixed-use buildings and older apartment buildings prevalent in Richmond's central business area.

D E 8. Place Richmond Southside Historic District on the National Register Of Historic Places

Years of misunderstanding the intentions, restrictions and advantages have led Richmond to believe it is better to not have the historic assets of Richmond's center city on the National Register. It is time for the Department of Metropolitan Development, MSRWC and the Urban Enterprise Association to provide educational forums regarding this subject. The financial incentives created by this would be significant with a 2.20% federal tax credit coupled with a state tax credit available for historic building rehabilitation, and it is imperative this opportunity be explored immediately.

E. Aesthetics

Issues and Findings

The beauty of Downtown Richmond's starts with the wonderful collection of historic buildings located throughout the central business core. The buildings are primarily late 1800's Italianate architecture and collectively create a superb traditional main street environment. This historically rich setting can be complemented with context sensitive new construction. The new urbanism trends that are sweeping the country fold architectural aesthetics into new real estate development projects in an attempt to replicate the high quality architecture of exemplary places like Downtown Richmond. Downtown Richmond is genuine and should be exploited for economic benefit.



Curved trestle bridge over the Whitewater River
Source: www.indianatrails.org

Unique to Richmond, is the significant natural open space connection of The Cardinal Greenway that borders the Whitewater River at the base of the Gorge running through downtown and serves as a regional recreational connection trail. Opportunities to engage the Gorge into the Downtown from a marketing and promotions perspective should be explored. The Downtown environment is lacking in green space and open space. Consequently the areas of the Downtown appear cold and uninviting. Introducing more green space to Downtown will contribute to a more aesthetically pleasing experience.

Other aesthetic issues which need to be addressed in the central core are:

1. Engage a professional design firm to develop and implement phase 2 of the streetscape master plan.
2. Develop an overall urban master plan development concept.
3. Prepare specific plans for the Main Street retail arts, and entertainment district.
4. Coordinate recommendations with signage and lighting incentives for storefronts.
5. Identify opportunities for lighting, public art and green space development.
6. Consider maintenance needs and develop a long-term maintenance plan.
7. Consider a Business Improvement District to finance the maintenance program.

Strategies and Recommendations

A 1. Building and Public Improvement

The following guidelines will be used by the City in reviewing new development and redevelopment. The overall intention is to maintain the appearance and character of the historic buildings throughout the commercial area, both in the downtown core and in the supportive nearby areas:

- Buildings should be held to a context sensitive scale consistent with the central downtown.
- Building heights in the downtown core should match those of adjacent structures, with two or three stories being the desired height in that area. Building heights outside the central core may vary.

- Maintain as much building line along the street as practical. Where buildings must be setback, a strongly landscaped edge should be established to maintain some visual line along the street.
- A window line should be maintained in the building facades along the facing.
- All commercial buildings should have rear entries designed to be attractive, functional, and identifiable.
- All building entries, front and rear should make provision for the protection of users from the elements by overhangs, recessed doorways, and/or awnings.
- New buildings should attempt to complement the window proportions and placement established in the downtown core.
- Exterior building colors in the central core should be limited to a palette chosen and governed by the Design Review Board.

F. Retail

Issues and Findings

Retail in Downtown is experiencing a transition. As more retail development has been approved for construction, a growing concern among downtown retail merchants is the ability to compete for the business. The trade area for Richmond, or any city for that matter, will only support so much retail and restaurant development. Downtown however continues to be recognized as a destination retail district. This modest retail success is because of several key factors;



Source:KKG

1. Strong retail destinations such as Elder Beerman Department Store, Veach's Toy Store, Kessler's Sporting Goods, Bullerdick's Furniture and the Secret Ingredient are located Downtown.
2. Strong non-retail destinations that bring potential shoppers into downtown such as, government offices, banks, post office, museums, theatres and service businesses.
3. Main Street Richmond Wayne County promotes Downtown through quality events and advertising and provides excellent management service to the tenants and property owners.
4. Downtown offers a reasonably convenient shopping environment as evidenced by the downtown parking program.
5. Historic architecture and linkages to adjacent historic districts provides a stimulating environment and identity for Downtown.

Developers and major big box retailers argue that the market will support new retail because these retailers do not exist in the marketplace. They often overlook the goods and services or product categories that do exist in the marketplace because they are not offered under one roof and offered by a one-name retailer. Because of this biased pro-retail development perspective and the often times surplus ground zoned for retail and commercial, the end is nowhere in sight. Therefore, it is vital for Richmond to remain proactive and persuasive in working with current anchor stores to ascertain their future in the market including a Downtown Richmond location.

Of equal concern is helping the smaller retailers and restaurants by aggressively pursuing mixed use projects that include a significant residential redevelopment element, hence bringing more “built-in” customers into Downtown.

The main issues regarding retail development in Downtown Richmond are:

1. Identifying the current market position of retail in Downtown.
2. Identifying the trade area currently served by the retail in Downtown Richmond.
3. Retail types (retailers and restaurants) supportable in Downtown.
4. Supportable sizes of these retailers and restaurants.
5. Ideal retail tenant mix for Downtown Richmond.
6. Strong retail destinations such as Elder Beerman Department Store, Veach’s Toy Store, Kessler’s Sporting Goods, Bullerdick’s Furniture and the Secret Ingredient are located Downtown.
7. Strong non-retail destinations that bring potential shoppers into downtown such as, government offices, banks, post office, museums, theatres and service businesses.
8. Main Street Richmond Wayne County promotes Downtown through quality events and advertising and provides excellent management service to the tenants and property owners.
9. Downtown offers a reasonably convenient shopping environment as evidenced by the downtown parking program.
10. Historic architecture and linkages to adjacent historic districts provides a stimulating environment and identity for Downtown.

In order to attract consumers back to the Downtown, Richmond residents and U-Plan meeting participants indicated that they would like to see more things to see or do, plus more restaurants, apparel stores, and a possible grocery store. Richmond consumers are adamant that the real strength of the downtown is its base of independent, home-grown stores. They would prefer not to see the addition of more chains to Uptown because it would detract from its unique “Downtown” quality. The Richmond/Wayne County area is rich with unique shopping opportunities. The area is known for the many antique shops and malls and is often referred to as Antique Alley

Uptown was once the commercial hub for the City of Richmond. The City was not only the hub for government and finance, but also had the main concentration of destination retail stores that attracted shoppers from throughout the County and beyond. Uptown has a significant portion of the area’s retail and other commercial businesses.

Downtown Richmond is enjoying upward success as the arts, entertainment and cultural center for the area. Growing retail competition along Richmond’s popular corridors will continue to apply pressure on downtown. However, the holistic mixed use development strategy for downtown will allow downtown to focus less emphasis on retail and concentrate efforts on quality not quantity. In addition to the expected uses in downtown such as finance, government and office, Downtown continues to be recognized as a destination retail district. This modest retail success is because of several key factors;

The success of the retail, arts /entertainment/ culture in Downtown will play a significant role in creating a strong demand for other development and mixed-use projects in Downtown such as residential, artist live/work space and office. Downtown Richmond has benefited from its high quality historic building stock, its location and its concentration of unique / higher quality businesses.

Strategies and Recommendations

R 1. Strengthen Sustainable Retail Health

Strengthening the long-term sustainable health of Richmond retail should include the following strategies:

- Shopping as entertainment/dining as eatertainment.
- Appeal to the younger consumer (18-40 yrs.).
- Unique merchandise to complement - not compete with - area malls.
- Offer merchandise at a moderate price point.
- Extended operating hours.
- Support mixed use projects.
- Support residential development.

R 2. Help Strengthen Independent Businesses

Increased profitability and market penetration of existing independent businesses can help prevent the entry of chains. However, some chains may view the success of others as an opportunity to enter and dominate a market. Nevertheless, providing independent businesses with market information, business district management and promotion, and small business assistance can strengthen their performance. Main Street Richmond Wayne County must continue to work diligently to manage and promote downtown. Shopping center management techniques should be applied to downtown to ensure the right mix and critical mass of businesses. This will point to business expansion opportunities for existing businesses. Business recruitment is a necessary component of the retail strategy and should focus on smaller regional or multi-location family businesses as an alternative.

R 3. Impact Assessments

As additional retail development is considered for Richmond, an Impact assessment process should be considered. Forcing larger retailers to undergo a community impact assessment requires that they demonstrate the overall impact of their development on a community. A review of local land use or development policies that favor the large corporate competitors can provide important public dialog. These assessments can include provisions for public hearings and provide an avenue for citizen discussion.

R 4. Encourage Community Participation and Action

Richmond's local businesses can regain their role in a healthy local economy. Getting the public and other businesses to understand the issues is the first step. Then they can be mobilized to promote their independent businesses and encourage local consumers to patronize locally owned stores.

R 5. Chain Development

Richmond may want to attract or defer chain development in their downtown based on its economic development priorities and long-term vision. While many communities would welcome the addition of a chain store to their downtown area, they must realize that chains do not want to be the revitalization catalyst. Instead, they want to be in places that are already revitalized. Accordingly, the attraction (or deferment) of chains in downtown Richmond should not be as an "end-all" goal, but rather as an ongoing consideration in business expansion and recruitment efforts.

Additional Resources

The following list of organizations and Internet addresses may be useful in addressing a variety of issues on chain businesses and downtown development:

General Information on Chain Businesses and Downtown

- Urban Land Institute (ULI) - www.uli.org
- National Main Street Center - www.mainstreet.org
- National Trust for Historic Preservation. "Chains on Main: A New Look at National Retailers." *Main Street News*. (August/September, 2001) pp. 2-18.
- "Create a Balance Between Chain Retailers and Downtown's 'Mom and Pop' Shops." *Downtown Idea Exchange*. (August, 1999) pp. 1-2.
- "National Retailers are Taking a Closer Look at Downtown Locations." *Downtown Idea Exchange*. (August, 1997) pp. 1-3.
- Beaumont, Constance E. *How Superstore Sprawl Can Harm Communities*. Washington D.C.: National Trust for Historic Preservation, 1994.
- New Rules Project Web Site at URL <http://www.newrules.org/retail> Mitchell, Stacy. *The Home Town Advantage*. Minneapolis, MN: The New Rules Project of the Institute for Local Self Reliance, 2000.

Trade Associations

- International Council of Shopping Centers - www.icsc.org
- International Franchise Association - www.ifausa.org

Stopping Chain Business Development

- Institute for Local Self Reliance (ILSR) - www.ilsr.org
- New Rules Project - www.newrules.org

Market Analysis

- University of Wisconsin-Extension, Center for Community Economic Development (CCED) - www.uwex.edu/ces/cced/

G. Connectivity and Accessibility

Issues and Findings

Connectivity and accessibility may be defined as vehicular, bicycle and pedestrian “pathways” which connect adjoining neighborhoods and streets. These connections join neighborhoods to other neighborhoods and to services in other areas.

One of the goals of the Richmond Comprehensive Plan makes clear that building a connected system of roads, bikeways, trails, and sidewalks should be a high priority, and a main objective of the plan is to create neighborhoods and areas built on the model of older neighborhoods with walkable streets, good connections and higher densities.



Source: waynet.org

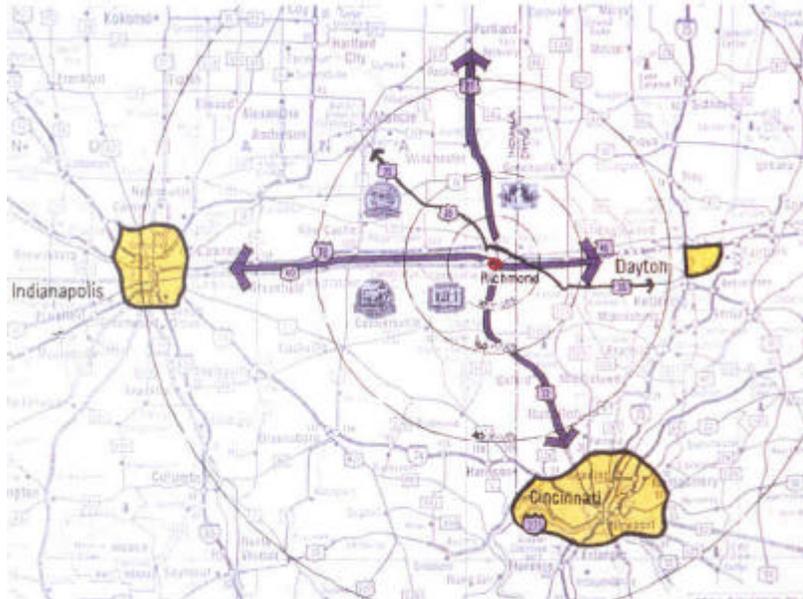
Alternative transportation systems must be developed to further connect downtown to the contiguous neighborhoods and to reinforce the city’s commitment to sustainability. Providing bicycles welcome paths, parking and secure storage is an important initiative to implement.

The goal of the Plan also addresses the edges of the Richmond that they should be clearly delineated and well-defined to create identifiable and welcoming community boundaries that provide a sense of arrival. The Plan should reinforce the gateways and activity centers of Richmond, to enhance connectivity and the interface between the community and the region.

Accessibility can be viewed from different perspectives, such as from the perspective of a particular location, a particular group, or a particular activity. It is therefore important to specify the perspective being considered when describing and evaluating accessibility. A particular location may be very accessible by automobile but not by walking and transit, and so is difficult to reach for non-drivers. A building may have adequate automobile access but poor access for large trucks, and so is suitable for some types of commercial activity but not others.

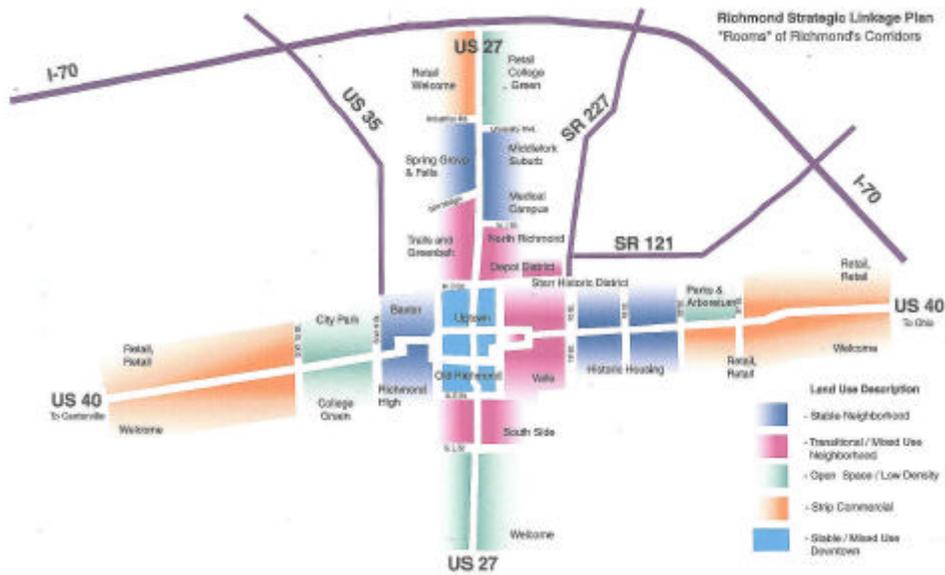
Identifying the linkage opportunities that will offer Richmond residents alternative transportation options and connectivity between the contiguous neighborhoods and downtown is an important task. Vehicular transportation servicing downtown has been improved over the years and appears to be capable of handling vehicular demand for years to come. In an effort to honor the request of Richmond’s residents, alternative transportation systems should be explored as well as improved pedestrian paths, trails and sidewalks to provide easier access to downtown.

Of major importance to Downtown, is the connectivity to other business districts (primarily the eastside retail area) and adjacent neighborhoods. Aesthetic improvements to the US 40 National Road will contribute to improved connectivity by creating a seamless and comfortable link from the downtown to the eastside retail area and to the Westside and Centerville.



Richmond's Regional Relationship

The strategic linkage diagram illustrates the variety of aesthetic and environmental “zones” travelers experience as they migrate into and out of downtown along the major corridors. Improving the quality of the travel experience will detract from the time required for the journey and improve the connectivity to the center city.



Richmond's Strategic Linkage plan

Source: 1995 Neighborhood Linkage Plan

Strategies and Recommendations

C A 1. Identify Linkage Opportunities

Identify and develop linkage opportunities within the existing connective structure, and actively promote the downtown as an ideal location for the future location of business and industries that could properly take advantage of these opportunities. Opportunities should be sought to link parks and open spaces via trails, greenways and bike paths thus integrating open space as a key component of the downtown character and quality of life. Convenient vehicular and pedestrian/bicycle access from surrounding neighborhoods to the central core is vital to the long term sustainability of downtown Richmond. Downtown currently has signs that say “No Bicycles Allowed”. Bicyclists should be welcomed but directed to appropriate paths and storage areas through creative regulatory signing.

C A 2. Develop Pedestrian Circulation Plan for Downtown

The City of Richmond should commission a pedestrian circulation plan to analyze and guide future development within the Richmond downtown and to create a mixed-use, walkable, urban environment in contrast to the existing auto-dependent development pattern. A Pedestrian Circulation Plan will enhance the community’s appeal while preserving natural and cultural assets. Trails and on-street linkages create healthy recreation and transportation opportunities by providing people of all ages and abilities with attractive, safe and accessible places to bike, hike, jog, in-line skate or push baby strollers. In doing so, Downtown Richmond can gain economically, environmentally and socially while providing vital services needed for a healthy city.

The goal of the Circulation Plan will be to analyze pedestrian and cycling needs and identify and prioritize improvements to address those needs. A key element of the pedestrian circulation plan should target and improve pedestrian connections between existing and proposed retail developments, the Cardinal Greenway, civic buildings, arts and entertainment destinations, and transit stops. The Circulation plan should include provisions for safe and convenient pedestrian movement across major streets and ADA-related access deficiencies in the existing pedestrian system. Pedestrian circulation routes shall be defined and emphasized with appropriate streetscape treatments, lighting and wayfinding systems.

C A 3. Develop Alternative Transportation Plan for Downtown

To sustain an effective approach to alternative transportation, the Alternative Transportation Plan should address the following goals:

- Provide a visible, high-profile municipal alternative transportation program.
- Provide an array of alternative transportation options that work well and are safe.
- Provide effective alternative transportation for downtown commuters (in-bound, out-bound, within) and recreational transportation.



Source: KKG

- Provide alternative transportation options that strive for improvements of air quality, that lead to long-term sustainable improvements, and that will provide sustained/sustainable transportation funding.
- Design alternative transportation systems to support a sustainable economy and quality of life.

Potential alternative transportation options for Richmond include but are not limited to:

1. Expanded bus service to complement the bus transit system already in place.
2. A city-center trolley and/or shuttle system connecting Downtown with the neighborhoods, Old Richmond, The Depot District, Reeveston, IUE Ivy Tech Campus and Earlham College.
3. A system of connecting bikeways and bike paths.
4. A regionally connected light rail system.

H. Art and Culture

Issues and Findings

Arts and culture is the primary advantage that downtown has over other business and retail districts in Richmond. Unlike the Eastside retail area which is retail and restaurant driven, Downtown offers broader consumer appeal through a holistic mixed use experience. Retail and restaurants are complemented by art and culture through relationships of Richmond Civic Theater, Richmond Symphony Civic Hall Performing Arts Center, The Richmond Art Museum, Wayne County Museum, Starr-Gennett Foundation and the Indiana Football Hall of Fame to far exceed the offerings of a shopping center. Promotion of the arts and cultural events in Downtown Richmond is of utmost importance to the overall sustainability of Downtown. Several issues need to be addressed in support of this aim:

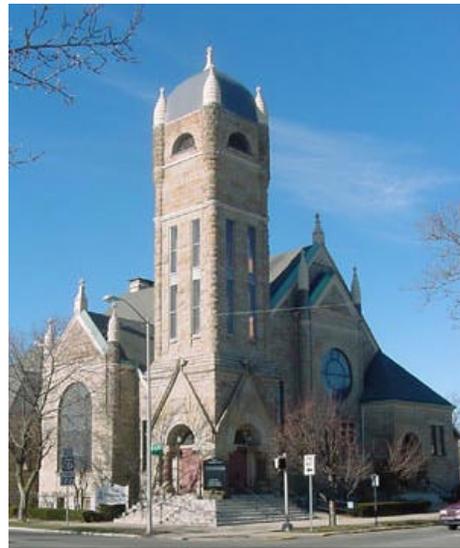


Everett Festival
Source: waynet.org

1. The promotion of the development of arts, culture and heritage of Downtown.
2. To ensure accessibility to a variety of cultural activities that enhances the cultural attractions of downtown Richmond.
3. To provide direct cultural services through Richmond's museums and historic sites, and supporting the entire cultural sector of the community.
4. Integrate and use arts and culture as a resource for economic development.
5. Develop leadership on behalf of cultural development.
6. Increase resources for arts and culture in Richmond.
7. Promote the City's arts and culture to residents and visitors, and to civic and community leadership as an integral aspect of the City's identity, quality of life, economic vitality and civic health.

Faith-based cultural experience

The exceptional collection of churches provides a faith-based cultural experience that serves the business and residential community of downtown. Building upon this cultural foundation, downtown Richmond can illustrate the diverse environment of the center city and influence the tenant leasing strategy with retail, restaurant and artist live/work environments.



*First Presbyterian Church
Source: Reeves Morrison Library*

Festivals

Richmond is home to many diverse and entertaining festivals and events. Winter in Richmond invites people to get out and come to the Whitewater Valley Antique Show inside featuring numerous dealers and auctions. In helping with spring cleaning the City of Richmond sponsors the Annual Spring Clean Up Blitz which happens in a different location each weekend from April to June. This invites residents to get rid of unwanted or unused items easily with easy curb pickup and disposal of hazardous materials. The Wayne County 4H Fair is held in July with something for everyone. Animal showing and judging, carnival, antique tractor & machinery show, hot air balloons and skydivers are some of the events that take place during this week-long fair. Also in July, to celebrate Independence Day, is Richmond’s fireworks and air show that includes craft show and helicopter rides. Other events in July include the Wayne County fair for all ages, and for young people there is the Civil War Camp that reenacts life during the Civil War. Late August celebrates the settling of Richmond with an old-fashioned Pioneer Harvest Festival featuring pioneer crafts, wagon rides, entertainment and so much more. Fall brings the Everett Festival in the Historic Depot District with traditional arts and crafts, antiques and collectibles, food and live entertainment. The Roof Top Rendezvous event in September celebrates Richmond’s Jazz heritage on top of the city parking garage.

Arts Organizations

Richmond Symphony Orchestra

In its 49th season the Richmond Symphony Orchestra is located inside the the Civic Hall Performing Arts Center at Richmond High School. The RSO makes classical music accessible to the community through several outreach programs.



*Civic Hall Performing Arts Center
Source: www.civichall.com*

Richmond Civic Theatre

That draws from local talent to present eight major plays from August through June each year. The Richmond Civic Theatre is located at 1003 East Main Street in Richmond. For more information, call 765-962-1816.

Civic Hall Performing Arts Center

Since its premiere season in 1993, the Civic Hall Performing Arts Center has been the scene of a host of amateur and professional events. It is the home of Richmond Symphony Orchestra and the Whitewater Opera Company as well as dramatic and musical productions of groups from the county's public schools, Earlham College, Indiana University East, and the Richmond Civic Theatre. The center is at 380 Hub Etchison Parkway in Richmond. For more information, call 765-973-3350.

The Richmond Art Museum,

Founded in 1898, The Richmond Art Museum is a fine art museum with a permanent collection of American Impressionists, Taos School, the Hoosier Group, the Richmond School and other regional artists. It also has a small but significant collection of local ceramic artists including works by potters of the Arts and Craft Movement, the Overbeck Sisters and the Bethel Pike potters. The museum is located in the Richmond High School complex along the beautiful Whitewater Gorge and is the only museum in the United States to be housed in a high school.



Richmond Art Museum Interior
 Source: richmondartmuseum.org

The Wayne County Historical Society Museum

The Julia Meek Gaar Museum, in the Starr district of Richmond, is one of America's outstanding local museums. The museum is housed in a historic Friends Meeting House, and the museum grounds are home to a two-story log house from 1823, an 1890's print shop, and an 1880's blacksmith's shop. The museum is located at 1150 North "A" Street in downtown Richmond.



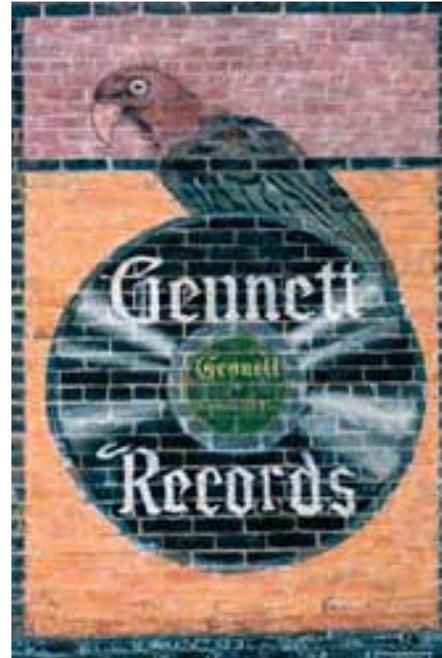
Julia Meeks Gaar Museum
 Source: waynet.org

Wayne County's history is particularly significant because the county was a major gateway to the west, and at one time was the most populous county in Indiana. When the National Road (now US 40) opened through Richmond in 1833, countless emigrant families trudged through Richmond on their way west. The museum is located at 1150 North "A" Street in downtown

The Starr Gennett Foundation



The Starr-Gennett Foundation is dedicated to preserving and promoting the legacy of Gennett Records and its parent organization, the Starr Piano Company. The Foundation is working to save this important legacy and foster worldwide appreciation for this remarkable piece of American popular music history. Additional information can be found on the official Starr Gennett web-site; www.starrgennett.org.



Source: waynet.org

Entertainment



A live Band entertains at Charlies Coffee Bar and Gallery
Source: waynet.org

At present Richmond has no defined Live Entertainment District and downtown has only a few venues currently hosting live entertainment.

Strategies and Recommendations

A C 1. Continued Support & Promotion of Richmond's Arts and Cultural Events

- Create a "Metropolitan Cultural Plan," developed annually and covering several years at a time.
- Foster genuine commitments from political leaders to support the important linkages among the arts and culture.
- Assure that all arts and cultural events are accessible and affordable to all members of the community. Consider and create human-scale linkages to cultural institutions, including walkways and bike paths.
- Encourage the development of the Starr Gennett Interpretive Center to celebrate the Jazz recording history of Richmond. Efforts should be made to accelerate the development to heighten the cultural economic opportunities in and around downtown.
- Continue the promotion, operation and administration of many museums, historic sites, performing and visual arts centers.
- Strengthen the City's public art program by providing a definite funding commitment and strengthening policy.
- Offer financial support for cultural activity and individual artists.
- Encouraging public art projects in both private and public developments.
- Assist a wide range of community arts organizations in accessing and sharing municipal services and facilities.
- Promote collaborations among arts organizations, artists, the City and other partners.

A C 2. Continued and Expanded Marketing & Promotion of Richmond's Arts and Cultural Events

- Assist residents and visitors in their desire to participate with Richmond's institutions and artists.
- Promote the concept that Richmond is a destination city for arts and culture.
- Encourage location of new and expanding cultural facilities along transit corridors, and work to create extensions of established institutions.
- Coordinate marketing of all cultural activity with print media, radio, and television.
- Expand existing Web calendar with real-time events, criticism and review.



Secret Garden Tour 2005
 2005 Secret Garden Tour, a fund-raiser for the **Richmond Art Museum**, allowed participants to get ideas for their own garden as they enjoyed the fruits of the labor of the five host families.
 Photo taken June 26, 2005
 Source: waynet.org

I. Existing Conditions and Opportunities Map