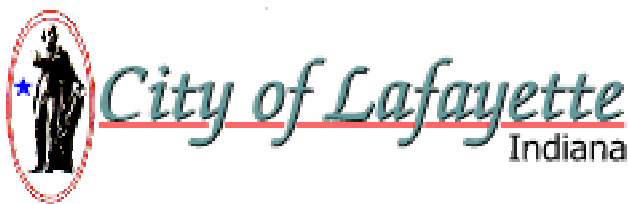


# up with Downtown

An  
Enhancement  
Strategy for  
Lafayette

## IMPLEMENTATION/ACTION RECOMMENDATIONS JULY 2002



**Greater Lafayette**  
Community Development Corporation

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## Summary/Action Priorities

The Up with Downtown Implementation Committee of the Greater Lafayette Community Development Corporation was convened by Chairman Doug Mulhaupt on January 16<sup>th</sup>, 2002, to determine the steps to necessary to carry out the Downtown Action Agenda recommended to the City of Lafayette by HyettPalma on December 11th, 2001. The committee comprised 30 members (see Appendix A) and were divided among four subcommittees as follows:

- **Building and Public Improvements**
- **Retail Recruitment and Retention**
- **Parking and Traffic**
- **Marketing**

The final report of each sub committee is attached (see Appendix B). The recommendations are summarized in Section 1. The Implementation Plan does not cover all of the HyettPalma recommendations but considers those that are considered the highest priority, have the most support, and can be achieved in the short term.

The areas or actions of highest priority that need immediate attention in order to realize the Up with Downtown Action Agenda are:

- **Permanent Staff for Downtown Business Recruitment, Attraction and Retention**
- **Downtown Marketing**
- **Streetscape and Design**
- **User Friendly Parking**

These areas of focus are not only of short-term importance but lay the foundation for long-term strategies of full implementation and success of Lafayette's Up with Downtown Action Agenda.

The committee identified the lead agency to implement each recommendation, recognizing that multiple agencies will be involved to some degree in implementing most recommendations, and that staff support will also be needed. The agencies responsible for implementation are summarized in Section 2.

Though each lead agency will be responsible for securing the funding needed to carry out the recommendations assigned to it, long-term funding will be an issue and is critical to long-term success. To support these endeavors over the long-term, funding opportunities are:

- **Indiana Association of Cities and Towns - project implementation funds**
- **Local, state and national government sources**
- **Existing civic organization revenues**
- **Specific project related fundraising efforts**
- **Creation of an Economic Improvement District**

The Greater Lafayette Community Development Corporation will pursue these funding sources. The committee recommends that GLCDC explore the feasibility of creating an Economic Improvement District (known as a BID district) once re-assessment is complete.

The deadline set for completion of the short term objectives of this Implementation Plan is December 1st, 2002, about one year from the original report and six months from the acceptance of this report.

**SUMMARY OF ACTION RECOMMENDATIONS**

**MARKETING**

1. Develop a marketing campaign to attract customers and visitors to the downtown
  - a. Coordinate with other community efforts to develop a “brand”
  - b. Engage a professional firm to create a marketing direction for downtown promotion that can be implemented immediately to attract both customers and visitors
  - c. Establish a system for evaluation of the effectiveness of these efforts
  - d. Link festivals to marketing efforts
  - e. Reinforce identified clusters or districts
2. Support recruitment of appropriate small businesses and retailers
  - a. Engage a professional firm to assist with the creation of a business recruitment package
  - b. Coordinate with image(s) developed in conjunction with customer marketing efforts

**RETAIL RECRUITMENT AND RETENTION**

1. Create a position to focus on retail and small business recruitment and retention
  - a. Solicit existing Lafayette businesses to relocate downtown in the appropriate cluster or district
  - b. Oversee implementation of marketing plan
  - c. Work with existing retailers for expansion and retention
  - d. Coordinate with development of incentives and large scale business attraction strategies
2. Provide public support for development of positive retail atmosphere
  - a. Encourage development of private restrooms available to the public
  - b. Continue high levels of public safety

- c. Develop trolley or other shuttle system to connect all areas of the downtown including West Lafayette after further critical development takes place (hotels and Wabash Landing)
- 3. Create a committee of existing small businesses and retailers
  - a. Determine needs and solicit feedback
  - b. Provide information successful business practices
  - c. Encourage physical improvements in window display, signage, etc.
  - d. Promote use of off street parking for employees and owners

## **BUILDING AND PUBLIC IMPROVEMENTS**

- 1. Engage a professional firm to prepare a streetscape master plan
  - a. Include color coded parking signage in the plan
  - b. Develop an overall design concept
  - c. Prepare specific plans for the Main Street retail arts, and entertainment district and the Courthouse Square area
  - d. Coordinate recommendations with signage incentives for storefronts and wayfinding development in West Lafayette
  - e. Identify opportunities for lighting, public art and green space development
  - f. Consider maintenance needs and develop long-term maintenance plan
- 2. Promote appropriate real estate development
- 3. Attract appropriate businesses to locate downtown
  - a. Market the availability of historic tax credits and LUEA incentives and include in business recruitment package
  - b. Create additional incentives for relocation of existing businesses
  - c. Develop strategy for large-scale office recruitment
- 4. Use all available regulatory tools to support identified districts
  - a. Expand the Riverfront District to support the development of additional restaurants

- b. Expand the local Historic District to preserve the historic character of the buildings downtown in the retail, arts and entertainment district
  - c. Expand the Courthouse Proximate area to limit the development of ground floor space to retail and business uses in the retail, arts and entertainment district
5. Adjust current programs and procedures to promote downtown development
- a. Streamline the Main Street Façade program
  - b. Promote legislative changes to allow local control of the building permit process

## **TRAFFIC AND PARKING**

1. Increase on-street spaces
  - a. Evaluate special parking places biannually (loading zones, handicapped spaces, and 20 minute spaces)
  - b. Monitor yellow line zones
  - c. Consider diagonal parking on 7<sup>th</sup> and 8th Streets
2. Improve parking enforcement
  - a. Revise ordinance pertaining to alley usage and authorize City Parking to enforce alley parking violations
  - b. Create a parking hot line
  - c. Use hand held computers to streamline enforcement
3. Facilitate use of off-street parking
  - a. Evaluate specific improvements to County Garage
4. Traffic improvements
  - a. Consider ways to reduce truck traffic without a formal alternate truck route
  - b. Prepare a formal feasibility study for conversion of 3<sup>rd</sup> and 4<sup>th</sup> to two way traffic in the Courthouse Square area
  - c. Ask INDOT to add a warning signal on east bound South Street before 2<sup>nd</sup> Street

**SUMMARY OF ACTION LEADERS**

**DOWNTOWN BUSINESS CENTER**

- ✓ Create a position to focus on retail and small business recruitment and retention
  - Solicit existing Lafayette businesses to relocate downtown in the appropriate cluster or district
  - Oversee implementation of marketing plan
  - Work with existing retailers for expansion and retention
  - Coordinate with development of incentives and large scale business attraction strategies
- ✓ Support recruitment of appropriate small businesses and retailers
  - Engage a professional firm to assist with the creation of a business recruitment package
  - Coordinate with image(s) developed in conjunction with customer marketing efforts
- ✓ Develop a marketing campaign with the Greater Lafayette Convention and Visitors Bureau to attract customers and visitors to the downtown
  - Coordinate with other community efforts to develop a “brand”
  - Engage a professional firm to create a marketing direction 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 clusters or districts
- ✓ Link festivals to marketing efforts
- ✓ Create a committee of existing small businesses and retailers
  - Determine needs and solicit feedback
  - Provide information successful business practices
  - Encourage physical improvements in window display, signage, etc.
  - Promote use of off street parking for employees and owners

## **CITY PARKING, INC.**

- ✓ Create a parking hotline
- ✓ Use hand held computers to streamline enforcement
- ✓ Evaluate specific improvements to County Garage

## **LAFAYETTE URBAN ENTERPRISE ASSOCIATION**

- ✓ Market the availability of historic tax credits and LUEA incentives and include in business recruitment package
- ✓ Create additional incentives for relocation of existing businesses

## **CITY OF LAFAYETTE**

- ✓ Parking Commission
  - Evaluate special parking places biannually (loading zones, handicapped spaces, and 20 minute spaces)
  - Consider diagonal parking on 7<sup>th</sup> and 8th Streets
- ✓ City Engineer/Traffic/INDOT
  - Monitor yellow line zones
  - Consider ways to reduce truck traffic without a formal alternate truck route
  - Prepare a formal feasibility study for conversion of 3<sup>rd</sup> and 4<sup>th</sup> to two way traffic in the Courthouse Square area
  - Ask INDOT to add a warning signal on east bound South St before 2<sup>nd</sup>
- ✓ City Council
  - Expand the Courthouse Proximate area to limit the development of ground floor space to retail and business uses in the retail, arts and entertainment district
  - Revise ordinance pertaining to alley usage and authorize City Parking to enforce alley parking violations
- ✓ Community Development/Redevelopment
  - Streamline the Main Street Façade program
  - Encourage development of private restrooms available to the public



- ✓ Other City
  - Mayor - Expand the Riverfront District to support the development of additional restaurants
  - Police Department - Continue high levels of public safety
  - Historic District Review Board - Expand the local Historic District to preserve the historic character of the buildings downtown in the retail, arts and entertainment district

### **GREATER LAFAYETTE COMMUNITY DEVELOPMENT CORPORATION**

- ✓ Engage a professional firm to prepare a streetscape master plan
  - Include color coded parking signage in the plan
  - Develop an overall design concept
  - Prepare specific plans for the Main Street retail arts, and entertainment district and the Courthouse Square area
  - Coordinate recommendations with signage incentives for storefronts and wayfinding development in West Lafayette
  - Identify opportunities for lighting, public art and green space development
  - Consider maintenance needs and develop long-term maintenance plan
- ✓ Promote appropriate real estate development

### **CHAMBER OF COMMERCE**

- ✓ Promote legislative changes to allow local control of the building permit process

### **GREATER LAFAYETTE PROGRESS**

- ✓ Develop strategy for large-scale office recruitment

### **CITY BUS**

- ✓ Develop trolley or other shuttle system to connect all areas of the downtown including West Lafayette after further critical development takes place (hotels and Wabash Landing)

## **GREATER LAFAYETTE CONVENTION AND VISITOR BUREAU**

- ✓ Develop a marketing campaign with the Downtown Business Center to attract customers and visitors to the downtown
  - Coordinate with other community efforts to develop a “brand”
  - Engage a professional firm to create a marketing direction 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 clusters or districts

# APPENDIX A

## UP WITH DOWNTOWN COMMITTEE LIST

### UP WITH DOWNTOWN IMPLEMENTATION COMMITTEE

NAME	COMPANY	WORK ADDRESS	CITY / STATE / ZIP
Doug Mulhaupt, Chair	Mulhaupt's, Inc.	209 N. 5th Street	Lafayette, IN 47901

### RETAIL RECRUITMENT AND RETENTION

NAME	COMPANY	WORK ADDRESS	CITY / STATE / ZIP
Doug Anderson, Chair	F.C. Tucker	1425 Sagamore Pkwy N	Lafayette, IN 47904
Steve McQueen, Chair	PEFCU	P.O. Box 1950	West Lafayette, IN 47996
Susan Davis	Greater Lafayette SBDC	337 Columbia Street	Lafayette, IN 47901
Susan Gerhart	Downtown Business Center	PO Box 1005	Lafayette, IN 47902-1005
Doug Cooper	Sgt. Prestons of The North	6 North 2nd Street	Lafayette, IN 47901
Steve Klink	Wells-Yeager-Best Drugstore	120 North 3rd Street	Lafayette, IN 47901
Mike Wilson	Advantage Title	8 N 3rd Street Ste 102	Lafayette, IN 47901
Darlene Mitchell	Artists Own	128 N. 3rd Street	Lafayette, IN 47901

### BUILDING AND PUBLIC IMPROVEMENTS

NAME	COMPANY	WORK ADDRESS	CITY / STATE / ZIP
Gerard Benner, Chair	Huth Thompson	P.O. Box 970	Lafayette, IN 47902
Kathy Davis, Chair	K.M. Davis Interiors	601 North Main Street	Lafayette, IN 47901
Andy Gutwein	Bennett Boehning & Clary	415 Columbia St., Ste 1000	Lafayette, IN 47902-0280
Chris Brown	Chris Brown Construction	4332 Division Road	West Lafayette, IN 47906
Steve Meyer	Ball Law Firm	810 Bank One Building	Lafayette, IN 47901
Kim Wilson	Purdue University	224 Hort Building	West Lafayette, IN 47906
Van Phillips	Jones & Phillips	P.O. Box 378	Lafayette, IN 47902
Mark Davis	Attorney	839 Main Street, Ste 102	Lafayette, IN 47901
Jan Payne	Fairfield Assessor's Office	20 North 3rd Street	Lafayette, In 47901

### PARKING AND TRAFFIC

NAME	COMPANY	WORK ADDRESS	CITY / STATE / ZIP
Gary Neal, Chair	Huntington Bank	101 North 4th Street	Lafayette, IN 47901-1411
Mike Witteveen, Chair	Tecton Construction	102 N. 3rd Street	Lafayette, IN 47901-1205
Tom Brooks	Attorney	8 N 3rd Street Ste 405	Lafayette, IN 47901
Doug Crider	James A. Andrew, Inc.	3200 Reagan Drive	Lafayette, IN 47909
Harry Mohler	Mohler H L & Associates	839 Main Street, Ste 100	Lafayette, IN 47901
Dana Smith	Greater Lafayette Chamber of Comm	337 Columbia Street	Lafayette, IN 47901

**MARKETING**

<b>NAME</b>	<b>COMPANY</b>	<b>WORK ADDRESS</b>	<b>CITY / STATE / ZIP</b>
Gregg Murphy, Chair	Holiday Inn Select/University Inn	3001 Northwestern	West Lafayette, IN 47906
Lisa Decker, Chair	City Clerk	20 North 6th Street	Lafayette, IN 47901
Joann Wade	Greater Laf. Conv. & Visitors Bureau	301 Frontage Road	Lafayette, IN 47905
Lisa Morrow	Greater Laf. Conv. & Visitors Bureau	301 Frontage Road	Lafayette, IN 47905
Debbie Goode	Perfect Solutions	532 Main Street	Lafayette, IN 47901
Steve Klink	Wells-Yeager-Best Drugstore	120 North 3rd Street	Lafayette, IN 47901
Karyl Traeger	The Green Door	834 Main Street	Lafayette, IN 47901
Tom Combs	Combs Communications	PO Box 6386	Lafayette, IN 47903-6386
Bob Haan	Art Museum of Greater Lafayette	102 S. 10th Street	Lafayette, IN 47905
J. Michael Brooks	Greater Lafayette Progress, Inc.	P.O. Box 311	Lafayette, IN 47901-0311
Andrew, Jesse C. III	Dir. of Develop. West Lafayette	609 W. Navajo	West Lafayette 47906

**LUEA/GLCDC/CITY OF LAFAYETTE STAFF**

<b>NAME</b>	<b>COMPANY</b>	<b>ADDRESS</b>	<b>CITY / STATE / ZIP</b>
Sherry McLauchlan	City of Lafayette	City Hall, 20 N. 6th Street	Lafayette, IN 47901
Dennis Carson	GLCDC/LUEA	337 Columbia St., PO Box 277	Lafayette, IN 47902-0277
Christan Henderson	LUEA	337 Columbia St., PO Box 277	Lafayette, IN 47902-0277

# APPENDIX B

## Subcommittee Implementation Recommendations

### Retail Recruitment and Retention

#### Short Term

##### *Business Recruitment Brochure*

Gave marketing committee our ideas as to what to include (see packet) also web presence like [www.greaterlafayettedowntown.com](http://www.greaterlafayettedowntown.com). Completion Date: similar to Marketing Committee date

##### *First Floor Reserved for Retail/Office Use*

Recommend approval of Building & Public Improvement Committee recommendation on limiting residential uses on the first floor & extending Riverfront District to allow river licenses for 3-way license licenses.

##### *Ambience*

Recommend that DBC acts as Merchant Association and form committee of retailers to develop help for merchandising/display including:

- Coordination of efforts
- Seminar for window displays
- Lighting of displays
- Hours of operation
- Completion Date: Form committee within 30 days of this report

##### *Rest Room*

Neighborhood Action Committee received CDBG funding for one RR  
Encourage businesses to do "Customer Friendly RR"  
Completion Date: September 2002

#### Long term

##### *Business Recruitment*

Recommend DBC create position to focus on downtown promotion including:

- Retail Recruitment
- Promote Merchant Retention and Expansion
- Promotion of downtown as a destination
- Promote existing downtown incentives and assistance
- Build relationships with businesses, organizations, governments etc.
- Educate people who bring users downtown, i.e. bankers, Realtors, opinion leaders
- Recruiter to join International Council on Shopping Centers
- Recruiter to focus on mom & pop, start-ups and regional users
- Ask GLPI to assist with large office & institutional users

##### *Business Improvement District (BID)*

Recommend formation of research committee coordinated through Sherry's office to consider BID formation after State Tax Reassessment issues are resolved. Phase in BID over a 2- 5 year time frame.

## **Building and Public Improvements**

### *Main Street Façade Program:*

Recommend changing the incentive to 50%, up to \$ 10,000 of funding per bay.

A letter requesting this administrative change will be drafted to present this request to Community Development Block Program on February 19<sup>th</sup>. The effective date of this change would be 7/1/02. Chris Brown filled out the necessary paperwork and presented the request on 2/19 to CDBG hearing. It has been subsequently approved.

### *Building Permits:*

We have contacted Opal to clarify their progress in trying to keep the approval process efficient, and if at all possible, local. While Opal agrees with the issue being real, her hands are “tied to a 32 page interpretation specific manual”. Opal offered to consider housing a person on-site to local permit processing.

We will be contacting IACT and the Chamber of Commerce to ask these groups to lobby more for local approval, at least on permits for projects under a certain modest dollar limit.

### **BACKGROUND INFORMATION REGARDING REQUESTED STATEWIDE CHANGE TO BUILDING PERMIT PROCESS**

Currently, the City of Lafayette, like all other counties and municipalities throughout Indiana, are bound to require State review of building improvement or remodeling plans by the Indiana Department of Fire and Building Services if certain criteria are met. The criteria are fairly extensive and the vast majority of all plans submitted to their office do currently require a State review. These guidelines are found at 675 Indiana Administrative Code Section 12.

One of the problems associated with this current set-up is that the State review provides very little in the way of value. State reviewers are allowed only forty (40) minutes per plan, and therefore the City of Lafayette continues to carefully review all plans, regardless of whether or not a State Release was obtained. If the scope of projects requiring State review were limited, then the State would have more time to give a thorough review to the major projects, which could allow them to provide additional expertise and a valuable benefit to the process. However, the vast majority of the plans that get submitted to the State do not appear to be thoroughly reviewed, and are well within the scope of the expertise found in our local office.

Perhaps a process could be introduced whereby cities and counties could be “certified” by the State to review all but the very large and unusual projects. This would be one means of limiting the scope of projects requiring State review.

It should be noted that IDEM (Indiana Department of Environmental Management) changed their rules approximately two years ago in order to allow local governments to take control over sewer and water permitting. Essentially, their rules now provide that any particular community can exercise an option to assume control and responsibility on a project-by-project basis. The community must certify that they are qualified to make the reviews necessary by completing a form with IDEM. Perhaps this could be used as a model for changing the administrative rules relative to the Indiana Department of Fire and Building Services.

As a final note, it appears that the issue may be one that can be changed by a revision of the Indiana Administrative Code, which might be an easier task to accomplish than modifying the State statutes. It may very well be within the Commissioner of the Indiana Department of Fire and Building Services’ discretion to adopt some of the changes being suggested here.

## **REQUEST TO MAYOR AND CHAMBER OF COMMERCE:**

This Committee would recommend that the support of the Indiana Association of Cities and Towns (IACT) and the State Chamber of Commerce be solicited to lobby for a statewide change to the building permit process. Our requested change would provide more control at the local level and limit the scope of projects that would require a State review. We believe that such a change would simplify the permitting process for many of the smaller projects that take place in the remodeling and restoring of the older downtown buildings. An information sheet with background information is attached which further explains the recommended change.

### *Historic Investment Tax Credit:*

Research was conducted for the general qualifications of this applicable credit. In addition, the availability of other similar credits (State & Federal Historic Credits, LUEA Enterprise Zone Credits, potential Tax Abatement Program) was also discussed.

Wabash Valley Trust is conducting a Historical Tax Credit Workshop on 2/21 from 8:00 – 9:30 am. We are going to recommend this type of presentation every 3-6 months, combined with other similar credits. Sherry is working on the list of similar to include in this type of seminar. The results will be forwarded to the Marketing Committee to be used as they promote the various advantages of downtown occupancy.

### *Real Estate Development:*

This area seemed most appropriately assigned to the CDC, with the exception of housing. (see below)

### *Housing:*

We researched recent changes with “NUZO” to assure residence restriction to non-first Space existed in the Courthouse Proximate Area (South, Fifth, Ferry & Wabash River). Although this appeared to be the case, we recommend the following change in the boundaries of the Courthouse Proximate Area.

We will be contacting the City Council to request the boundary change in the Courthouse Proximate Area to include “area #1” as defined in the Hyatt Palma study, which is basically the “Arts & Entertainment” portion of Main Street. To better encourage the change, we recommend that only the frontage areas of the first floor businesses have the restriction of no residential area, so as to protect the visible first floor spaces from the street. In addition, we are recommending the Historic District boundaries to include “area #1” as well.

We are planning to adjust our recommendation to keep the exclusion on first floor residence spaces. Steve obtained a copy of the NUZO ordinance to assure the exact language content of the restriction. Andy obtained an application from the Historic Review Board so our process will be packaged and ready to include in the overall committee’s action plan.

We want this discussed in the Retail Retention and Recruitment Committee, but it warrants some discussion here as well and that is the possibility of extending the Riverfront District to at least up the Main Street retail corridor/district if not an area that encompasses more of downtown than is current. What this district allows is access to 3-way liquor licenses. These have proven successful in attracting restaurants downtown and an expansion could further support downtown business development. We want to encourage the Historic Review Board and DBC to work together based on the information from Sherry’s office and the findings of Andy Gutwein.

**REQUEST TO CITY COUNCIL AND AREA PLAN COMMISSION  
REGARDING RESIDENTIAL USE ON GROUND FLOORS:**

This Committee would recommend that the City Council of Lafayette and the Area Plan Commission adopt an ordinance that prohibits residential use on ground floors located on Main Street. We believe that this restriction would improve the aesthetics of the downtown and is consistent with our goal to encourage development of retail, arts, and entertainment along Main Street. This restriction is already in place in the Courthouse Proximate Area and would be an expansion of that existing policy. However, we recommend removing the handicap exception that currently exists in the Courthouse Proximate Area language.

**REQUEST TO MAYOR:**

This Committee would request that the Riverfront Development Project Area under Indiana Code Section 7.1-3-20-16 be expanded to include all of Downtown Lafayette as defined by the HyettPalma Study. At a minimum, the Retail, Arts & Entertainment District, as defined by the HyettPalma Study, should be included in this Project Area. The expansion of this Project Area would allow the recent trend of restaurants locating downtown to continue further up Main Street and throughout Downtown and promote awareness of upper Main Street and other parts of Downtown. We believe that the pedestrian traffic generated by the existing restaurants is a very effective means of promoting general Downtown awareness. The Retail, Arts & Entertainment District would be a logical expansion for the Project Area inasmuch as the City has currently been promoting this area with programs such as the Main Street Façade Program, while the entire Downtown Lafayette area could be included as it is the focus of the HyettPalma Study.

**REQUEST TO LOCAL HISTORIC BOARD:**

This Committee would request that the Local Historic Board work with other downtown districts or groups to obtain support for the expansion of the current Historic District or the creation of an additional Historic District to include the Retail, Arts & Entertainment District as set out in the HyettPalma Study. We believe that this area is a significant historic area and including this area as an Historic District under the authority of the Local Historic District Review Board would preserve this area and serve to promote continued preservation and redevelopment of this area in a manner consistent with its existing historic character.

*Streetscape Beautification & Maintenance:*

We spoke to Belinda with the Parks Department regarding their plans, to try to avoid duplicating efforts, In addition, the DBC was contacted to inquire about any existing plan. There is a data base and related mapping in existence already. Our recommendations are initially applicable to our proposed Historical District, and would include the Arts & Entertainment Area defined in the study. We recommend the following:

- Hire outside group to develop maintenance and streetscape program and list of items needing addressed by program
- Recommend city takes over streetscape maintenance
- City designates a specific employee to be responsible to see this gets completed
- Include program to water & weed flowers
- Annual maintenance of trees
- Install tree lights
- Include seasonal signage & decorations
- Include lighting program
- Estimated streetscape plan from an outside consulting firm skilled in this area is about \$50-60,000, including beautification, signage, etc.
- We would involve Purdue students in order to encourage their development, as well as play well in the community on regards to an effort to minimize costs and involve students.
- Begin the study on complete downtown from the Wabash to 11<sup>th</sup> Street for an overall plan. Then make emphasis on Main Street in terms of initial implementation based a four point overall structure:



- Master Plan
- Schematic
- Design & development – Main Street
- Construction Document – implementation
- Samples of RFP’s are available from Kim’s resources, including maintenance and can be viewed at LUEA. Dennis Carson & Kim will be working on the drafting of an applicable RFP to facilitate funding.

SEE REQUEST FOR QUALIFICATIONS OUTLINE AND DRAFT REQUEST FOR PROPOSALS

*Professional Streetscape Plan (signage):*

As a part of the overall plan, we looked into the possibility of implementing a signage incentive program through the Urban Enterprise Association. Our recommendation is as follows:

Adopt an incentive program to pay 50% up to \$1,500 per sign to implement signage in accordance standards to be developed by the Historical Review Board, within the Newly Proposed District Boundaries.

## **Parking and Traffic**

Recommendations:

1. Loading zones, 20-minute parking spots and handicap spots need to be reapplied for every 2 years (on the even 02, 04, 06, etc.) to the City Parking Commission.
2. Distance from corner painted yellow needs to be standardized for:
  - Turn lane
  - Normal corner of street
  - Alley
  - Driveway

It is recommended that the Development office and City Engineer’s office define these specific standards.

3. Yellow “no parking” curbs should be changed to allow parking in the following locations:

- Main Street in front of Commerce Building between 2<sup>nd</sup> and 3<sup>rd</sup> streets.
- In front of Journal & Courier – Ferry Street (loading zone)
- 3<sup>rd</sup> Street in front of Aloha Motors – east side of street
- 3<sup>rd</sup> Street east side between Columbia and South streets
- 3<sup>rd</sup> Street west side between South and Alabama streets
- Columbia Street north side between 3<sup>rd</sup> and alley

4. Color code parking signage for each specific duration. This signage plan should be coordinated with entire city signage package.

- 20 minute
- 1 hour
- 2 hour
- Handicap parking with time limit
- 3 hour

\*Also note loading zone use in after hours is okay to park from 5:00 p.m. on

5. Create “BID” program for downtown

To define downtown – use downtown central business district as defined by Hyatt Palma

Items identified to be paid by “BID” program are as follows:

- Street cleaning
  - Sidewalk cleaning
  - Tree trimming
  - Flowers
  - Watering
  - Sidewalk snow removal and salting
6. Hand held parking administration computers (approximate cost is \$17,000) is recommended to improve efficiency and immediate identification of habitual parking offenders.
  7. County Parking Garage Recommendations:
    - Better signage for ticket computer and payment procedure
    - Directional striping for exit to South Street
    - Better signage for after hours parking (i.e. no reserved parking)
    - All reserved parking spots not marked on ground, but on walls for easy notification
    - Entrance/Exit sign not seen from oncoming traffic – should be mounted at 45% on exterior of building for South Street side
    - Emergency number and action plan phone should be incorporated to building
  8. Add warning light on South Street bridge before 2<sup>nd</sup> Street.
  9. Encourage downtown employers to have coordinated and legal parking options for employees.
  10. Loading zones signage to be altered to allow parking, say after 5:00 p.m.
  11. Reference attached sketch created for new parking scheme of 7<sup>th</sup> and 8<sup>th</sup> Streets between Main and Columbia. We would recommend that this sketch be used as a starting point for the Development Office and City Engineer to finalize a new parking arrangement for these under used streets.

Additional Notes:

- If two-way traffic could be maintained, that would be preferable.
  - We would recommend any scheme that maximizes parking (up to 21 new spots possible).
12. City to authorize DBC enforcement people to ticket alley parking offences and handicap parking violations. City to also tighten up alley use ordinances for strict enforcement by the DBC.
  13. Marketing a hotline for the public and business owners to call in the event of parking violations or problems.

SEE PARKING MAPS AND REVIEWS OF OTHER PARKING ORGANIZATIONS

## **Marketing**

*Objective of Marketing Committee:*

1. Promote awareness of the Lafayette/West Lafayette Downtown and the Downtown three districts - Retail, Arts and Entertainment; Office and Institutional; and Riverfront.
2. Recommend a clear marketing message that can be used to effectively promote the Downtowns and downtown districts. This message should be coordinated among the various downtown organizations, economic and tourism

development organizations, Purdue University, government, and private sector to promote a unified, overarching campaign.

3. Establish measures of feedback to permit analysis of progress towards goal of the Lafayette Downtown Action Agenda to be widely known by the year 2007 as having the following image:

“A historic, quaint, and pedestrian-friendly Downtown that is vibrant, exciting, and thriving.

A busy and beautiful Downtown that is green, clean and safe. A cosmopolitan Downtown that has lots of people living there and that is a cultural destination. A multi-cultural Downtown having social and economic diversity, where everyone co-exists well. A Downtown with a growing economy that is aesthetically pleasing and family-friendly. Downtown Lafayette - - where there's never a dull moment. “

*Course of action:*

1. Retain the services of a public relations marketing or advertising professional to create a marketing campaign according to the recommended strategies and implementation sequences found in the HyettPalma Downtown Action Agenda 2002
2. Develop a request for proposal and send to advertising agencies and public relations firms for review by the marketing committee by April 15<sup>th</sup>. The top three agencies/firms will be invited to present their proposals to the marketing committee.
3. Discuss and explore various sources of funding. Discuss funding ideas with IACT.

*Request for Proposal*

1. Recommend a clear marketing message that can be used to effectively promote the Lafayette/West Lafayette Downtowns, and the three districts - Retail, Arts and Entertainment; Office and Institutional; and Riverfront, as defined in the HyettPalma Lafayette Downtown Action Agenda 2002.
2. This message should be able to be coordinated among the various downtown organizations, economic and tourism organizations, Purdue University, government and the private sector to promote a unified, overarching campaign.
3. The Strategies, Course of Action and Implementation Sequence should be included from the HyettPalma Lafayette Downtown Action Agenda 2002. The Executive Summary of the HyettPalma Lafayette Downtown Action Agenda 2002, is available free, online at: (<http://www.city.lafayette.in.us/whatsnew.htm> HyettPalma Lafayette Downtown Action Agenda 2002) The complete report may be purchased from: Lafayette Community Development Office, 20 North 6<sup>th</sup> Street, Lafayette, IN 47901, 765-476-4510. \$10 fee for the full report.
4. Use the Downtown Action Agenda 2002, to determine the best ways to market the Retail, Arts, & Entertainment; Office and Institutional; and Riverfront districts to residents, visitors, investors, and potential citizens.
5. Design the marketing campaign in such a manner that it may be implemented and financially supported by businesses, non-profit organizations, government entities and local volunteers.
6. Recommend a marketing plan including but not limited to print, radio, television, and internet provide for local, regional and national coverage. Provide time frames or expected duration for each element of the proposed marketing plan.
7. Provide detailed budget information, including but not limited to current rates for services, and reimbursable expenses. Please describe your policy with respect to methods of compensation (fee, commission, combination, etc.)
8. Include a Bio of your company. Provide a breakout of your office employees by function: account, creative, planning/research media, other (please explain)
9. Provide brief biographies of key management executives and account services staff in your office.

10. Provide any references or previous experience that you firm has had working with other cities or municipalities regarding marketing efforts or advertising.

11. This RFP must be received by us no later than Monday April 01, 2002. Submit RFP to: Dennis Carson, CDC, 337 Columbia Street, Lafayette, IN 47901. Questions: Gregg Murphy, Murphy/Reader Associates, 3001 Northwestern Ave., West Lafayette, IN 47906, 765-463-9615. Lisa Decker - Lafayette City Clerk, 20 North 6<sup>th</sup> Street, Lafayette, IN 47901 765-476-4466

Firms to contact:

Haan & Associates  
Bryce Culverhouse  
IDC  
Miskunas Advertising and Associates  
Tom Combs

Juhl Marketing Communications  
401 E. Colfax, Suite 100  
South Bend, IN 46617

Hirons & Company  
135 S. Illinois  
Indianapolis, IN 46225