

**Irvington Neighborhood Plan
Economic Development Committee
March 11, 2004**

Facilitator: JauNae Hanger

Attendance: Pat Brown, Blade Hauth, Craig Heindel, Kitty Fenstermaker, Dale Harkins, Dean Hvidston, Steve McGrath, Betty McGrath, Joyce Newland, Christopher Short, Patrick Sullivan, Kyla Thompson, Mike Thorne

Handouts at this Meeting:

Irvington Town Hall Meeting, Economic Development Discussion Notes
Economic Development Committee Participant Survey
List of Neighborhood Planning Issues and Speakers
Economic Development Committee Handout that Includes:

- Washington Street Corridor Project
- The Pennsy Trail
- Irvington Historic District
- Cultural District Application
- Ball State University Project
- Article- "Commercial Gentrification: Beyond the Rhetoric" by Donovan D. Rypkema
- The National Road

Chart that summarizes planning statements made in:

- Washington Street Corridor Project
- The Pennsy Trail
- Ball State University Project
- Irvington Town Hall Meeting, Economic Development Discussion Notes

Household Income Density in 1999-Irvington

List of Planning Topics

Irvington Development Organization Five-Year Vision and Strategic Plan

Discussion:

1. Committee members introduced themselves.
2. JauNae Hanger distributed and explained the Economic Development Committee Participant Survey. Eight were completed and returned.
3. JauNae Hanger distributed and explained the List of Neighborhood Planning Issues & Speakers. After discussion by the committee, it was decided that Anita Hawkins-Nowlen of Ammons Hawkins Nowlen Property, LLC will be invited to speak at the April meeting of the Economic Development Committee.
4. JauNae Hanger distributed and explained the packet of information from past planning projects in Irvington.
 - A. A question regarding sidewalk repair was asked. It needs to be determined whether there is a current list detailing needed Irvington repairs.

Visit <http://www.historicirvington.org/> for more information regarding the plan.

- B. Someone stated that sometimes when the City is making repairs, the staff can be difficult to deal with. On a recent project to repair curbs and sidewalks, City staff stated that the only options for the area between the curb and sidewalk was grass or concrete and not bricks as it was originally.
- C. When asked what the vision for Irvington should be, committee members stated the following:
 - 1. Irvington should be a destination.
 - 2. Irvington should be vibrant.
 - 3. Irvington needs to have stores such as Urban Bloom.
 - 4. Irvington should be a Victorian gaslight community.
 - 5. Irvington should be clean.
 - 6. Irvington should be safe.
 - 7. Irvington should have a niche all its own.
 - 8. Irvington should embody its historic past.
 - 9. The power lines should disappear.
 - 10. Irvington should be a walkable community.
- D. Some of the Irvington studies have suggested that there be zero setbacks on Washington Street. Retailers need parking that is easily seen by motorists. They generally prefer that parking be in front of the building. The fact that there is no parking on the south side of Washington Street is a problem.
- E. It was pointed out that Washington Street presently has an traffic volume of approximately 24,000 vehicles a day. While this makes it difficult for pedestrians crossing the street, national retailers generally look for at least 20,000 vehicles a day before they will consider locating a store.
- F. A concept that attracts national retailers to portions of Washington Street not considered historic, is worth pursuing.
- G. We should examine the success of Fountain Square and learn how they've been able to revitalize the Fountain Square commercial area.
- H. Irvington needs better promotion. Links with the media need to be improved. The Star's upcoming eastside edition should help.
- I. There will be a press release regarding the Washington Street streetscape proposal.
- J. There should be more planned events, and they should be publicized.
- K. Washington Street merchants need to have a united front.
- L. It would be good to have Community Hospital more involved in the community. More staff need to live and shop in the area.
- M. The Irvington community needs to have better relationships with large businesses in the area.
- N. Irvington representatives met with Marsh regarding the condition of the Irvington Plaza.
- O. It would be better if Irvington Plaza had a local agent, so that there could be better communication regarding conditions there.
- P. It would be helpful to have information regarding the tenure of Irvington residents.

- Q. The Washington Streetscape Project proposes gateways for key locations in Irvington. Maybe these gateways could be developed in conjunction with the Rotary Club's Gateway Project. The gateways in the Fall Creek Place development at 22nd and Delaware Street are a good example of gateway development.
- R. The neighborhood needs to develop a method of welcoming new residents to the community.
- S. Someone stated that a bank is needed in the neighborhood. Someone else pointed out that National City has a bank in the neighborhood.
- T. There was a discussion regarding how best to get businesses involved in the neighborhood planning process. First there was a suggestion that there be special meetings for business people to attend. The committee then discussed the concept of having representatives of the community go to businesses to provide them with information and learn their concerns. There could be a list of questions to ask businesses that the committee representatives could complete as they talk with the business people. Fifteen businesses could be selected for interviews, to start with. This will be discussed further at the April 15 Economic Development Committee meeting.
- U. The community needs to reach out to Hispanic business owners.
- V. There is a perception that Irvington residents don't shop at Irvington businesses. Most of the committee members stated that they shop regularly in the neighborhood.
- W. It would be helpful to find out why some residents don't shop in Irvington.
- X. It would be interesting to see where the people that do shop in Irvington come from. Irvington merchants could ask for the Zip Codes of their customers.
- Y. Irvington shops need to provide goods and services to both Irvington residents and people from outside the neighborhood.

Next Meeting:

The next meeting of the Irvington Neighborhood Plan Economic Development Committee will be Thursday, April 15 at 7:00 p.m. at Irvington United Methodist Church.

Notes taken by Bob Wilch, Department of Metropolitan Development, City of Indianapolis