

**NEIGHBORHOOD PLAN
ECONOMIC DEVELOPMENT COMMITTEE**

Discussion Points

Meeting on April 22, 2004

Part I: Vision, Goals, Partners and Plan Overview

- A. Vision for Economic Development in Neighborhood**
- B. Mission Statement for Committee**
- C. Primary Goals:** Review Ball State University Goals as primary goals. Are they consistent with the above vision? Are there additional goals?
- D. Partners:** Who are our key economic partners? Churches, Schools, Government, Major Employers, Local Merchants, Non Profit Organizations.

Major Employers

–involve Community Hospital more in the community

* by living and shopping in the area

–build relationships with other major businesses/employers in the area (Marsh)

- E. Challenges:** What are most important economic development challenges? How are our neighborhood economic development challenges affected by east-side, city-wide or regional issues?
- F. Assets:** What are our assets (in terms of , things that work well; institutions that anchor our neighborhood; revitalization improvements already started or done)? What assets can or should be improved?
- G. Weaknesses:** What doesn't work in our community, or needs attention so that it works better in our community?
- H. Plans, Projects and Programs:** What are ongoing projects? What are potentially future projects? What are relevant city projects, plans or programs that impact our neighborhood?
- I. Neighborhood Plan Survey:** How should we use the results of the survey to better inform our efforts in the neighborhood plan?
- G. Key Questions for Committee to Answer:** For example, what are the key commercial areas (by location) and discuss their importance.

Part II: Economic Development Topics

CONDITIONS

Absentee Landlords

Code Enforcement

Location

Neglected and Blighted Areas

Public Safety

Traffic

Transit

GENERAL BUSINESS

Covenant Banning Alcohol

Land Use and Zoning

Merchants

–need united front (form merchants organization?)

–need to be involved in neighborhood planning

–need to reach out to Hispanic business owners

–there is a perception that Irvington residents do not shop at neighborhood businesses; how accurate is this perception? Merchants should implement programs to learn the zip codes of their customers.

–find out why some residents do not shop in neighborhood

Parking

–retailers need parking easily accessible/seen by motorists

Vacant Land and Buildings

Welcome to Neighborhood

–need to organize welcome program for new residents

–program should consist of basket of free items and coupons from area businesses

GENERAL NEIGHBORHOOD

Housing

Sidewalk repair

–obtain inventory of sidewalks needing repair

–sensitivity to historic neighborhood

–*identify areas needing sidewalks (particularly in commercial or recreational areas)*

NEW BUSINESS DEVELOPMENT

Arts and Culture

History

- establish design guidelines for new development once historic district status designated
- preserve historic commercial buildings by establishing historic district

Neighborhood Grocery

- the neighborhood lacks a neighborhood grocery that residents wish to shop at; the Marsh needs to be upgraded and integrated into the neighborhood, with sidewalks

Pennsy Trail

- important site for future economic development
- the train stop area at Audubon and the Pennsy right-of way is important and needs attention

Restaurants

- the neighborhood needs more restaurants; permitting beer and wine sales would encourage this type of development
- recruit bagel shop
- encourage community understanding of impact of covenant on new business development

Retail

- provide amenities for older residents, such as material shop or bookstore
- more walkable retail

PROMOTION

Inventory Assets to Promote

- \$4 million investment in Irvington Branch Library; usage up 57%

Buying Power

- promote buying power in Irvington to retailers, developers and potential new businesses
- use Kroger at Linwood Square, Osco and BP Connect as examples of high grossing retail

Media

- improve relationships with Indianapolis media, including The Indianapolis Star
- publicize planned events
- develop strategy to address negative perception of the eastside often depicted by the Indianapolis Star

Marketing Plan

–develop plan to market the neighborhood’s assets

National Road

Neighborhood Identity or Brand

REVITALIZATION AND RESTORATION

Gateways

–included in Washington Street Corridor Plan, at Emerson and Washington St.

–*identify other gateway locations throughout Irvington*

Historic Buildings

Historic District Status

Irving Theater

Irvington Plaza

–continue to build relationship with Marsh in an effort to revitalize plaza, and work with current store management to improve current conditions of existing store

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National Retailers

–attract to areas not considered historic

Pennsy Trail

–important site for future development

School 57

Washington Street

–improving lighting and signage

–increase parking in front of buildings, by the use of parallel parking

–increase parking on south side of Washington St. between Ritter and Audubon

–recruit new businesses to fill vacancies on Washington Street

–traffic counts are favorable for national retailers; Washington St has 24,000 vehicles a day (20,000 is desired).

Zoning

–re-zone for zero setbacks

Part III: Plans, Projects and Programs

Existing and On-going

Historic Preservation District Designation
Washington Street Corridor Project
New