

The following sections add additional information to that covered in the guidelines.

Funding programs, specific designations for districts, etc. should be reviewed by appropriate legal counsel.

Assistance in exploring funding options can be found in the ***Tool Box Guide*** prepared by the *Center for Economic and Community Development* at Ball State University. A searchable version of the ***Guide*** is available on their web site:



www.bsu.edu/ieda - click the *Tool Box Guide* button. The *Center* can also provide technical assistance in establishing a LEDO and other economic and community development programs.

Detail Section



FOWLER, INDIANA

LANDSCAPING STANDARDS

The landscaping standards contained within this section shall apply to all development other than single-family homes and their accessory structures. This shall include, but not be limited to commercial, industrial, institutional, and multifamily residential developments.

- (A) Grass and other vegetative ground cover shall be used in those portions of the setback areas and tree plots not occupied by other landscape material. Normally, trees should be mulched around the base.
- (B) Parking lots shall be landscaped in accordance with the following specifications:
 - (1) A five (5) foot curbed landscaped strip, lying wholly within the property line, shall be provided along those sides of parking areas that abut public streets. Said areas will be landscaped with a combination of vegetative around covers, shrubs, and trees. All trees planted in accordance with this section shall comply with an approved planting list (see next page).
 - (2) Landscaped islands with concrete curbs shall be provided within parking lots in proportion to the area of the parking lot. At least five (5) percent of the total parking lot area shall be devoted to landscaping. A minimum of one tree per 300 square feet of the five (5) percent area shall be provided. This interior landscaping requirement shall be in addition to the street frontage requirement.
- (C) All trash receptacles/dumpsters stored outdoors in the town shall be enclosed on all sides by a six (6) foot tall opaque fence. Said fence may be constructed of wood, concrete block, brick, or other like materials, but shall match the exterior design of the principle structure occupying the lot. Receptacles for recycling and the collection of all types of waste material shall comply with the terms of this section. The front of each enclosure shall be gated, with the gates remaining closed unless the receptacles are being emptied or filled. The gates shall be of an opaque material compatible with the walls of the enclosure.

LANDSCAPING STANDARDS
SPECIES LIST

Common Name	Scientific Name	Usage	Tree Type
Crabapple			
Zumi Crabapple	Malus "Zumi"	Downtown	Small
Snowdrift Crabapple	Malus "Snowdrift"	Downtown	Small
Dogwood	Cornus Florida	Site Interior	Small
Golden Rain Tree	Koelreuteria Paniculata	General	Small
Smoke Tree	Cotinus Coggysia	General	Small
Hardy Rubber Tree	Eucommia Ulmoides	General	Small
Hawthorne			
Lavelle Hawthorne	Crataegus Lavellei	Site Interior	Small
Washington Hawthorne	Crataegus Phaenopyrum	Site Interior	Small
Magnolia		Site Interior	Small
Maple			
Paperbark Maple	Acer Griseum	General	Small
Arnur Maple	Acer Griseum	General	Small
Japanese Maple	Acer Palmatum	General	Small
Hedge Maple	Acer Campestre	Site Interior	Medium
Hop Hornbeam	Ostria Virginiana	General	Medium
Hornbeam			
American Hornbeam	Carpinus Caroliniana	General	Medium
Upright European Hornbeam	Carpinus Betulas "Fastigiata"	General	Medium
Mountain Ash			
Densehead Mt. Ash	Sorbus "Alnifolia"	General	Medium
White Beam Mt. Ash	Sorbus "Aria"	General	Medium
European Mt. Ash	Sorbus "Aucuparia"	General	Medium
Pear			
Bradford Pear	Pyrus Calleryana "Bradford"	Downtown	Small
Chanticleer Pear	Pyrus Calleryana "Chanticleer"	Downtown	Small
Faurer Pear	Pyrus Calleryana "Faurieri"	Downtown	Small
Redbud			
Eastern Redbud	Cercis Candensis	General	Small
White Redbud	Cercis Canadensis "Alba"	General	Small
Amur Cork Tree	Phellodendran Amurense	General	Medium
Golden Chain	Laburnum Anagyroides	General	Medium
Sassafrass Tree	Sassafrass Albidum	General	Medium
Ash			
Hesse European Ash	Fraxinus Excelsior "Hessei"	General	Large
Marshall's Seedless Ash	Fraxinus Excelsior "Marshall's Seedless"	General	Large
White Ash	Fraxinus Americana	General	Large
Black Walnut	Juglaus Nigra	Waterways/Greenways	Large
Blood Good London Plane Tree	Pantanus Acerifolia "Bloodgood"	General	Large
Sycamore	Plataus Occidentalis	General	Large
Sweet Gum			
Festival Sweet Gum	Liquidambar Styraciflua "Festival"	General	Large
Moriane Sweet Gum	Liquidambar Styraciflua "Moraine"	General	Large



FOWLER, INDIANA

MAIN STREET PROGRAM

Information concerning the development and management of the Main Street Program and the Main Street Approach can be found in many of the National Main Street Center publications. *Revitalizing Downtown: The Professional's Guide to the Main Street Approach* is one very useful publication. Both the Indiana and National Main Street Programs have a wealth of information and resources; consult these agencies for guidance at any stage. Contact the Indiana Main Street Program at (317) 232-8910 or visit their website at <http://www.state.in.us/mainstreet/>.

In creating a Main Street Program, the first step is to find people to run it. An ideal Main Street Program will have a:

- Board of Directors, which has the final say in what happens in downtown. It must educate others, promote Downtown, and attract volunteers to the revitalization effort.
- Advisory board, which is a passive participant in the Main Street Program. It exists to provide insight and represent major players in the community. The advisory board can also assist in finding funding sources as well as inform community groups of changes that may affect them.
- Program manager, who is the action player in the Main Street Program. He or she supervises the daily activities and facilitates communication between all groups involved. The program manager also oversees the administrative functions of the program such as purchasing, accounting, record keeping, and budgeting. This person is the voice of Downtown. He listens to and helps downtown merchants, establishes lasting relationships with influential public officials, and develops public awareness campaigns to develop public appreciation for Downtown.
- Committees, which are organized to look at specific areas in detail, give members of the public a stake in the downtown and also help to accomplish common goals and maintain the revitalization effort.

Small successes are the key to starting revitalization. Set small goals such as creating a logo, putting a new coat of paint on a building, and organizing a merchant's meeting. The Main Street Program must be a group effort or it will not be successful. These small successes let people know that they can rely on the help of the Main Street Program.

With some momentum built, larger changes can start to happen. The parking study can be done, more renovation can be taking place, and special events can start being planned. Sidewalk sales are a wonderful way to get people downtown, especially on a nice day. As the program gets stronger, more investment will take place that can facilitate larger programs. Some changes that can then take place include:

- While Downtown is in the midst of its renovations, place signs on the edges of Downtown that invite people to come see the changes.
- When major changes have occurred have a grand opening sale.
- Continue to hold festivals or special events to maintain the image of Downtown as the center of activity.

The federal government provides incentives for historic preservation through its Federal Investment Tax Credits, also known as Historic Preservation Tax Credits.

- The federal government gives a tax credit of 20 percent to owners who rehabilitate historic buildings.
- A ten-percent tax credit is available for non-historic buildings that were built before 1936.
- The tax credit is available *only* on the renovation costs, not on the purchase price of the building.
- The investment tax credit applies only to the owner's federal tax in the year that the project was completed and reviewed.
- All buildings must be used for commercial or rental residential purposes only.
- Renovations must meet the Secretary of the Interior's Standards for Rehabilitation and must exceed the greater of either \$5000 or the adjusted basis of the building. "Adjusted basis" is the purchase price minus the cost of the land minus any depreciation taken out by the owner plus any capital investments.
- The building must also be kept for at least five years after rehabilitation in order to prevent any recapture of the tax credit. For more information, contact Technical Preservation Services, part of the National Park Service, at (202) 343-9578.
Email: hps-info@nps.gov

HISTORIC PRESERVATION TAX CREDITS

TECHNICAL ASSISTANCE:

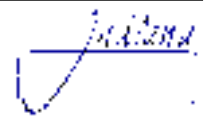
HISTORIC LANDMARKS FOUNDATION OF INDIANA

Western Regional Office
643 Wabash Avenue
Terre Haute, IN 47807
(812) 232-04534
Fax: (812) 234-0156
west@historiclandmarks.org



INDIANA MAIN STREET

Indiana Department of
Commerce
One North Capitol
Avenue, Suite 700
Indianapolis, IN
46204
(317) 232-8912
jstites@commerce.state.in.us



NATIONAL MAIN STREET CENTER

National Trust for
Historic Preservation
1785 Massachusetts
Avenue, N.W.,
Washington, DC
20036
(202) 588-6219
www.mainst.org





FOWLER, INDIANA

LOW-INTEREST LOAN POOL & REVOLVING LOW-INTEREST LOAN POOL

A low-interest loan pool is often times used in revitalization projects. It has the advantage of benefiting everyone involved in the project. The owner pays less interest on borrowed money to renovate the building, the city gains tax revenue from the improvements that the owner makes, and it is likely that the owner will go to the same bank for future loans. A low-interest loan pool can be set up in a variety of ways, depending on the needs of the community. Funding sources include private investment, public grants, and bank monies. A revolving low-interest loan pool uses payments that it receives to replenish the fund while a normal low-interest loan pool is discontinued after repayment.

To create a low-interest loan pool:

- First determine how large the fund needs to be. This will vary with the number of participants and the extent of the work being done.
- Determine what type of loan pool is needed.
- Find agencies, businesses, and investors that will contribute to the fund.
- Decide how the loan pool will be managed and marketed. If certain criteria will be in place to determine what businesses can participate, these should be developed at this time as well.
- The means with which each loan project will be completed should be developed. This includes the timing of loan closing and repayment schedule.
- For more information on this topic, consult *Revitalizing Downtown: The Professional's Guide to the Main Street Approach* from the National Main Street Center. These loan pools have been very successful in Downtown River Falls, Wisconsin. To see how their program works, go to their website <http://www.pressenter.com/org/mainst/>

Loans can also be combined with grants for design assistance using public or private funds. Grants can be created by any organization and can be beneficial in many aspects of downtown revitalization. Sign design, building design, and planting purchases are examples of uses for grants. These can be created with donations or excess funds from another project. The Main Street Program will be the administrator of these grants. For an example of how grants have worked, look at Downtown River Falls, Wisconsin's website <http://www.pressenter.com/org/mainst/>

- A useful source for unique ideas for promotion and events is *Creative Promotion Ideas for Main Street: New Strategies from Communities* from the National Main Street Center. In this publication are case studies of successful events from communities around the country. *Marketing an Image for Main Street* from the National Main Street Center is another invaluable

publication. Included in this publication are tips for designing a logo, marketing basics, ways to use the media to publicize downtown events and guidelines to follow to determine market supply and demand of downtown products. Above all, be creative!

- Examples of ideas include a brown bag lunch/music festival where downtown merchants print coupons on brown bags and distribute them in the local newspaper, a monthly sidewalk sale, and heritage celebrations.
- Remember not to focus on one activity during these events. To draw the largest crowd, there must be something that everyone can enjoy!
- Food is an important part of any event. Even something as simple as free watermelon will bring people downtown.
- Use the media to promote downtown events. Call the local newspaper and ask them to run a story about the event. Send a sound clip to local radio stations. These events can also be publicized on local access cable stations and in the downtown itself. Stores can put fliers in bags or have them on the counter so customers can see.



FOWLER, INDIANA

PARKING

The best way to evaluate the current parking needs is to hire a consultant. This can be a very complicated study that needs a professional's attention. For a quick study, count the number of parking spaces and the number of businesses and residences and see how many spaces are provided for each business or residence. This type of study can also be done using a square footage model but is more complex. Parking standards indicate parking need based on the use of the building and on the number of square feet the building contains. According to one 1985 model, a clothing store required an average of two parking spots per 1,000 square feet of space. This data suggests that a 2,000 square foot building would require four parking spaces. However, a government office requires only one tenth of a parking space per 1000 square feet. A 20,000 square foot government building would require only two parking spaces.

- The first step in developing a parking management strategy is to hire a consultant. A professional will best handle the detailed and complicated nature of this type of study.
- The consultant should determine parking generation rates for the many different types of businesses that are downtown. These rates indicate the peak number of users that a specific type of business will see at one time.
- The parking generation rates should be multiplied by the occupied floor space of each business to calculate the peak parking demand. This number represents the maximum number of spaces the business needs at peak shopping hours.
- The numbers generated from the peak parking demand calculation should be added together block by block to generate the number of parking spaces that are needed.
- The current parking can then be analyzed to better fit downtown's needs. Traffic flow problems can be identified and alleviated through this process as well. Changing the direction or organization of parking spaces can have a dramatic effect on traffic flow and parking availability. The organization of customer, resident, and employee parking is best accomplished at this time because of the changes that take place.

Downtown residences add complexity to the parking strategy by creating a need to define the disbursement of parking spaces to each residence and business unit. Since downtown residents and workers will park their cars for longer periods of time, they should not park in front of stores where customers need to park. One possible solution to this problem is to make a private parking lot. The lot can be gated, with residents and workers having a key or remote that will allow them access. Potential vandals are prohibited from entering the premises, residents and workers have a safe place to park, and parking spots in front of stores are opened to customers.

Infill development is building homes, businesses and public facilities on unused and underutilized lands within existing urban areas. Infill development keeps resources where people already live and allows rebuilding to occur. Infill development is the key to accommodating growth and redesigning cities to be environmentally and socially sustainable.

THE OPTIMAL INFILL SITE:

The context:

- Viable market area
- Compatible, well-maintained surrounding properties
- Receptive neighborhood
- Helpful city government
- Absence of environmental problems
- Workable building code
- Good public services

The property:

- For sale at realistic price
- Sufficient size for intended use
- Perceived market for intended use(s)
- Adequate utilities in place
- Street frontage
- Regularly shaped developable parcels
- No major topographic, drainage, or subsoil problem
- Appropriate zoning
- Potential development profitability comparable to alternative sites

INFILL DEVELOPMENT



FOWLER, INDIANA

CHARACTERISTICS OF INFILL PARCELS TO BE CONSIDERED BEFORE DEVELOPMENT:

Physical characteristics:

- Parcel shape (rectangular, square, pie or wedge, irregular)
- Street access (whether the site has direct frontage on public streets)
- Presence of any structures that could limit development (such as electric transmission towers or oil/gas pumps)
- Site vegetation
- Obvious terrain or topographic limitations
- Presence of foundations left from previous buildings

Location amenities:

- Proximity to parks, schools, shopping, downtown, etc.
- Possibility of attractive views

Neighborhood conditions:

- Condition of streets, sidewalks, and other public areas
- Exterior maintenance level of nearby buildings
- Presence of nearby abandoned or underutilized buildings

The *Center for Economic and Community Development* at Ball State University has developed a manual for establishing a Local Economic Development Organization. The town of Fowler is encouraged to consider this approach and contact the Center for technical assistance.

INTRODUCTION

There are a number of questions facing community leaders seeking to establish a local development organization. What should the purpose of the organization be? Would a local or regional organization best suit the purposes of the community? Should the organization be private, public, or public/private? These are just a few of the questions that need to be answered before an organization is developed.

This manual is intended to help communities ask the right questions and to outline some of the possible solutions. It is a quick reference source, not the final authority on starting a local development organization. Legal counsel should be sought when developing any type of organization.

The information in this manual is derived from Academy experience in communities, Indiana Code, articles from *Economic Development Review*, and publications of the American Economic Development Council.

The Center for Economic and Community Development was established by the Indiana General Assembly as a statewide public service unit of Ball State University. Its mission is to help build self-sufficient Indiana communities by increasing the knowledge and ability of development professionals, government officials, community leaders and volunteers.

The Center works in partnership with communities, development organizations, state agencies, local government, private consultants and other state universities to deliver a wide variety of programs and services to its customers.

The entire manual is available from the Center for Economic and Community Development. The Town of Fowler is advised to get technical assistance in establishing a LEDO

CREATING A LEDO

© 2000 Ball State University
Indiana Economic Development Academy

All rights reserved. Printed in the United States of America. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage or retrieval system, without written permission from the publisher.

The information presented within this document is for information purposes only. The Indiana Economic Development Academy is not responsible for the validity of any information contained within this document. Always consult legal counsel before entering into any business agreements.

For information please contact the:

Center for Economic and Community
Development
Carmichael Hall
Ball State University,
Muncie, IN, 47306.
(765) 285-1588.

