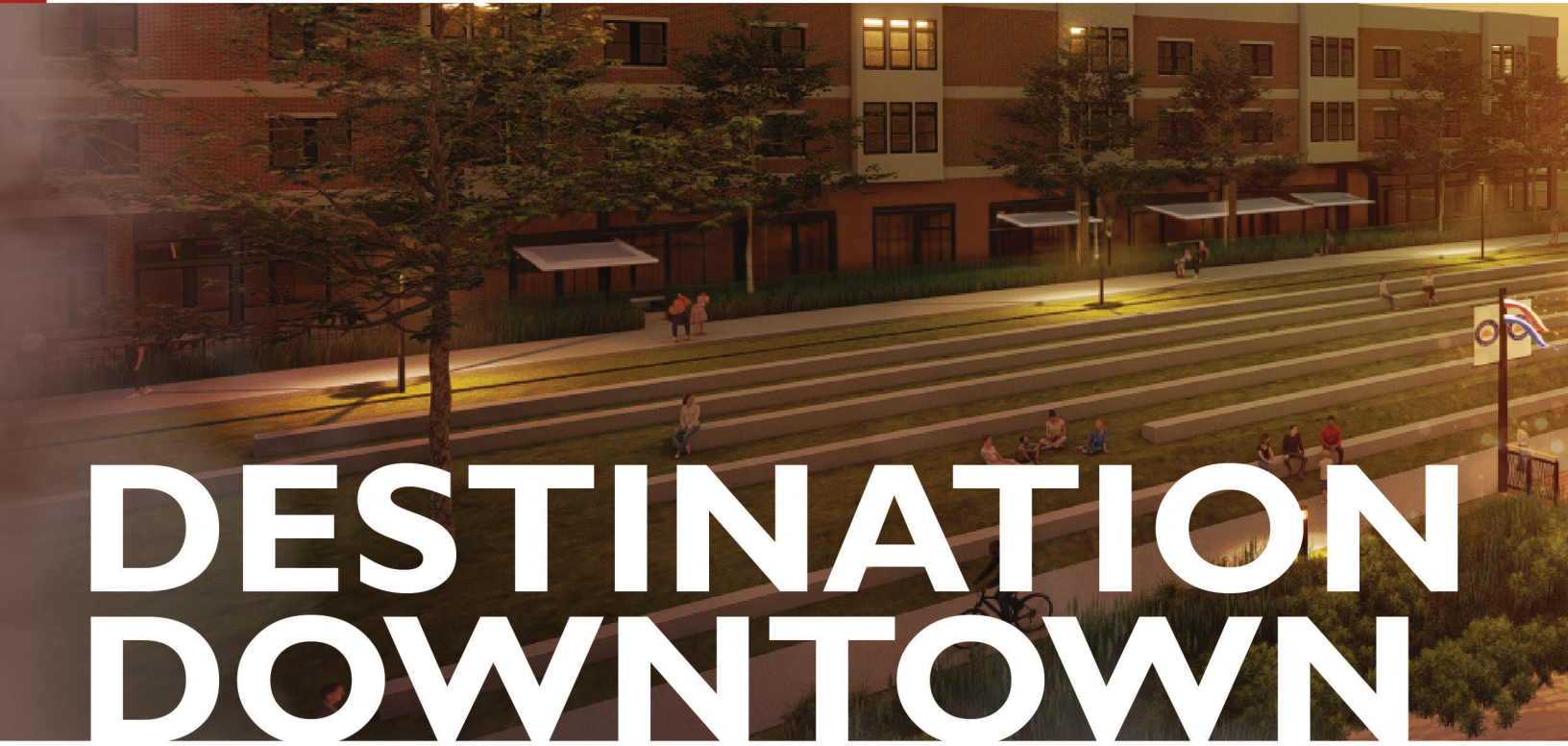


HUNTINGTON

Destination Downtown Master Plan



Approved April (XX) 2024



DESTINATION DOWNTOWN



MASTER PLAN

ACKNOWLEDGMENTS

This plan was developed with the support of many individuals who donated their time, energy, and resources to share ideas and shape this plan. Special thanks to the following individuals for their contributions to this plan:

Huntington City Staff

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Huntington Destination Downtown Steering Committee

Tanner Babb, Huntington University

Tina Disch, Huntington County Visitor Bureau

Matt Ditzler, Community Foundation

Ashlyn Kippert, The Awakening Church

Kendall Mickley, County Council

Tom Mills, First Federal Savings Bank

Alexia Ramirez, Boy's and Girl's Club

Jordan Smith, Smith Furniture Co.

Brock Zehr, Huntington University

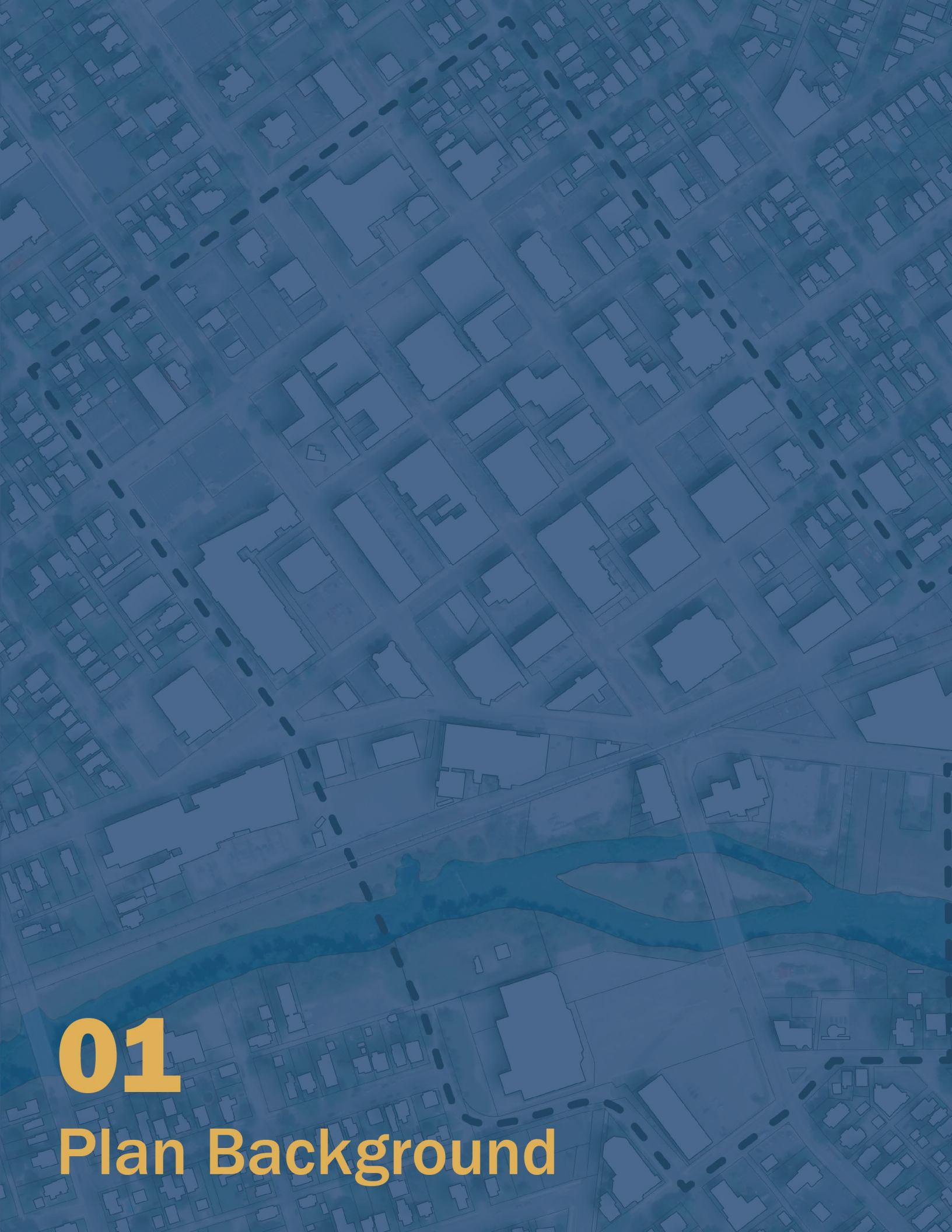
Consultant Group

Taylor Siefker Williams Design Group



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01

Plan Background

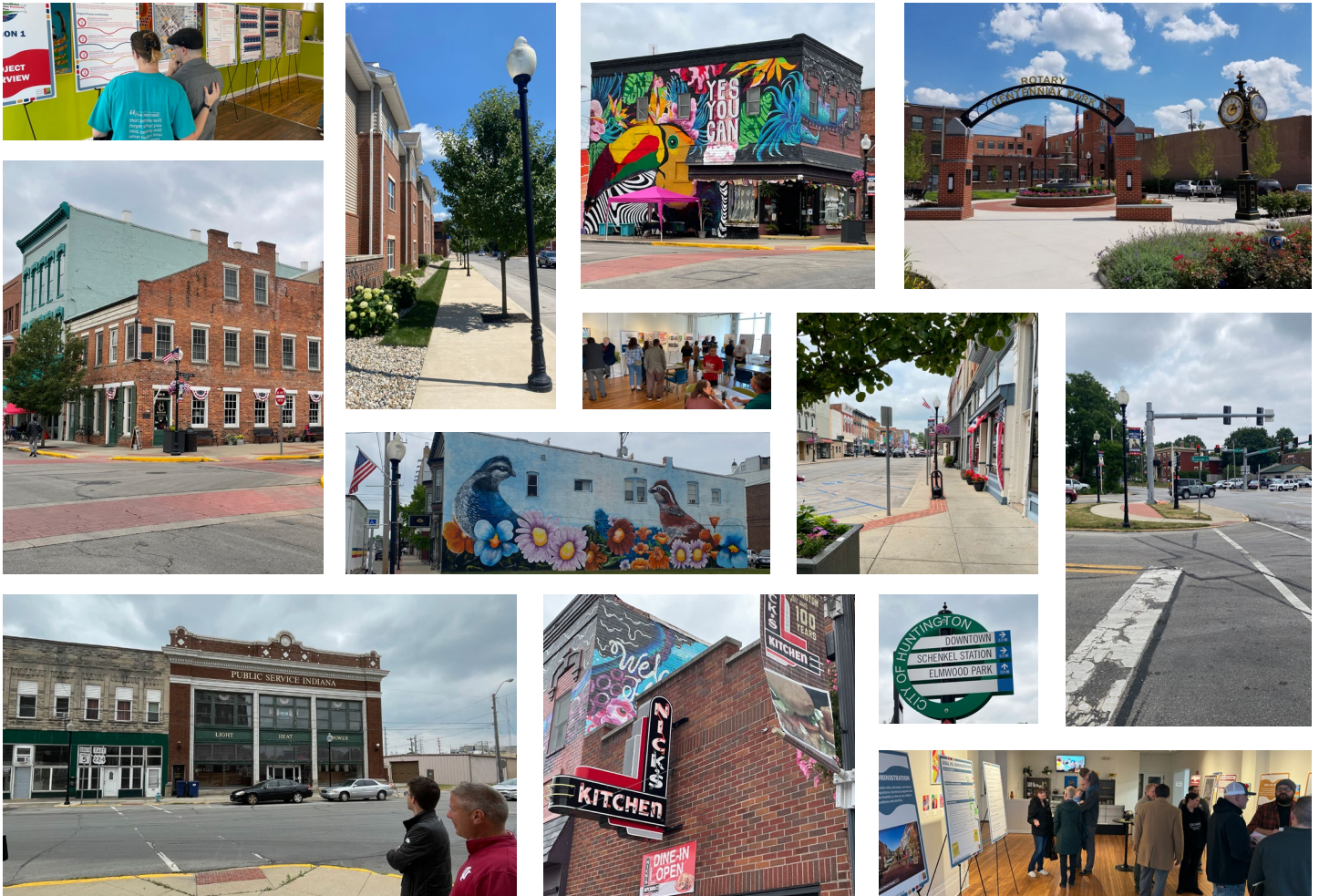


ABOUT THIS PLAN

The City of Huntington initiated a process to create the *Destination Downtown Master Plan* that responded to changing trends and conditions that are impacting their downtown environment. The process is based upon community input and sound planning principles designed to improve the quality of life for the Huntington community and ultimately increased investment in downtown. The final plan, and the recommendations outlined, were developed through collaboration with residents and downtown business owners and represent a diverse mix of development priorities ranging from connectivity to destination enhancements and policy recommendations.

The *Huntington Destination Downtown Master Plan* is intended to serve as a broad policy guide for the City of Huntington and its community partners as the parties work together to successfully guide future downtown decision making. The plan is also intended to serve as a blueprint for City Council, governmental boards, and staff as they evaluate land use, development, redevelopment, and infrastructure decisions. The recommendations within the plan should be used to inform decisions around visual character, development and enhancement locations, the extent of public and private investments and future private development proposals within downtown Huntington.

This plan takes current context and trends into consideration and establishes a strong foundation for downtown Huntington so that the area can continue to grow and thrive in the future.

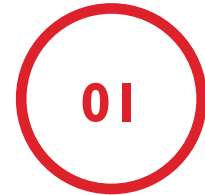


How to Use this Plan

This plan is comprised of five chapters:

Introduction

This first chapter provides background information, outlines the importance of a downtown master plan, describes the planning process, and establishes the basic context for the plan, including an overview of Huntington’s demographics and community profile.



Community Engagement

This chapter summarizes the extensive and robust community engagement conducted for this planning process and the findings. Key findings identified through the engagement are also noted.



Recommendations

This chapter outlined the broad set of recommendations that can be taken to improve downtown Huntington’s development fabric, infrastructure systems, and overall vitality. This section is organized as follows: 1) development priorities, 2) connectivity, 3) destination enhancements, 4) downtown vitality, and 5) administration of adaptations.



Implementation

This chapter identifies partnerships, timelines, priorities, and city role in projects which could be utilized to assist the city and their partners in advancing the recommendations found within the Plan.



Appendices

This chapter includes additional information for tools and resources to aid implementation as well as the full results of all community outreach initiatives.



PROCESS

The *Huntington Destination Downtown Master Plan* was a 10-month process initiated by the City of Huntington. Taylor Siefker Williams Design Group, a community planning firm, provided technical assistance for the planning process. The process was guided by a 13-member Steering Committee of appointed community members representing the city, downtown businesses, community groups, and local institutions. The process combined research and analysis with community engagement that gathered ideas and feedback from more than 200 community members.

The committee was formed to oversee and provide direction throughout the planning process and become plan champions for the final recommendations. Committee members shared their input, reviewed plan deliverables, and provided valuable feedback.

The plan was also shaped by the broader community through public outreach and workshops that invited

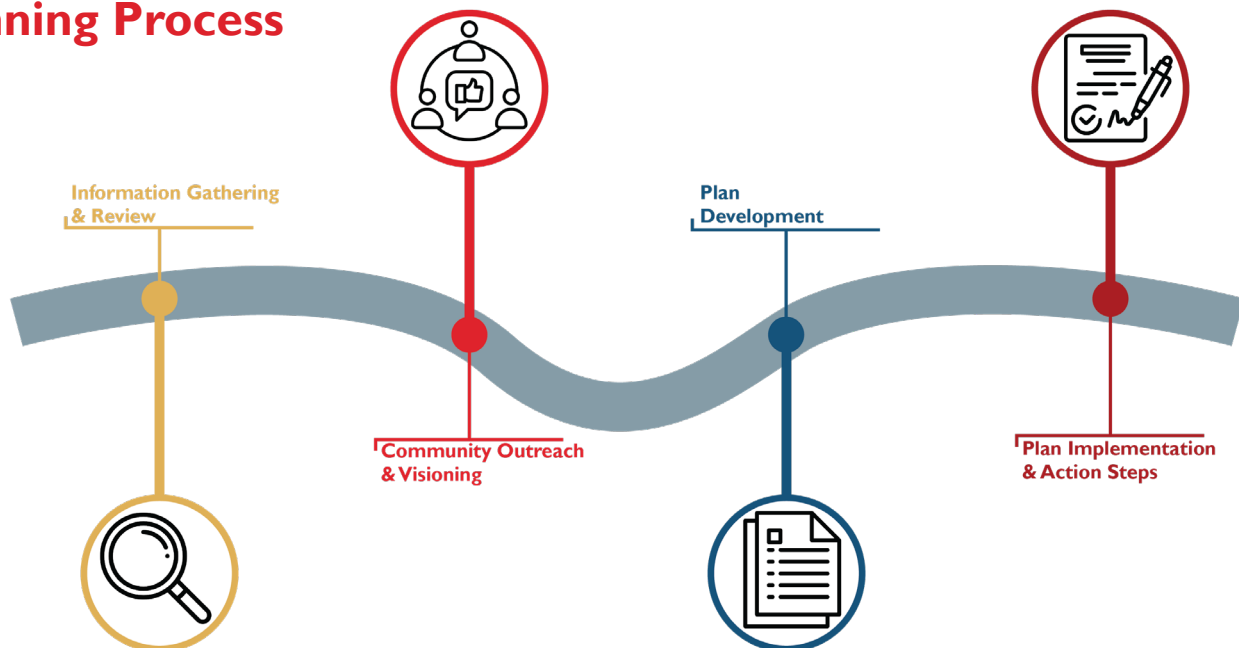
all Huntington residents, employees, and stakeholders to help shape the future of downtown Huntington.

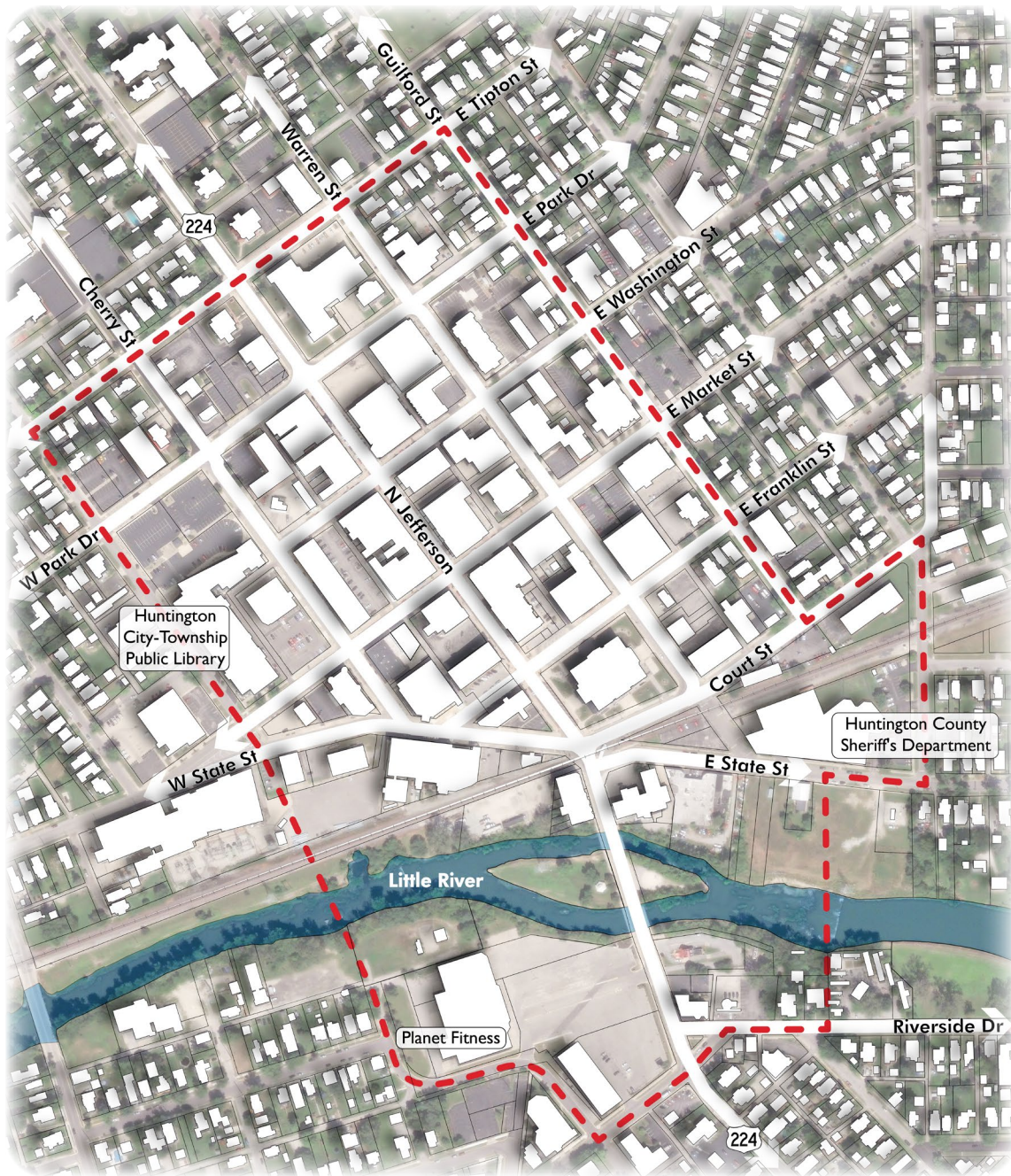
Analysis tasks included evaluation of demographics, housing, and market trends; examination of previous plans; GIS and mapping, land use and zoning analysis; and policy and comparative community case study research. The plan reviews these layers of analysis with the community engagement findings to present detailed recommendations that are visionary, attainable, and respond to the current needs of downtown Huntington.

Together, the steering committee and the community participated in the following phases of work to better understand the downtown area, the impacts and trends being experienced, and the overall intentions for the future.





The planning process was divided into four phases of work: (1) information gathering and review, (2) community outreach and visioning, (3) development of the plan, and (4) implementation and action steps for the plan.

Planning Process





Legend

-  Little River
-  Buildings
-  Downtown Boundary
-  Roadways



Plan Study Area

This downtown master plan evaluates the city and downtown of Huntington as it exists today within the established project boundary limits. The downtown boundary covers roughly twenty city blocks. For the purpose of this planning effort, the downtown area encompasses the geographic boundaries of Tipton Street to the north, Etna Avenue and Riverside Drive to the south, Guilford Street to the east, and Poplar Street to the west.

The character of this area is a diverse mix of land uses including governmental, recreational, commercial, residential, and industrial.

PLANNING CONTEXT

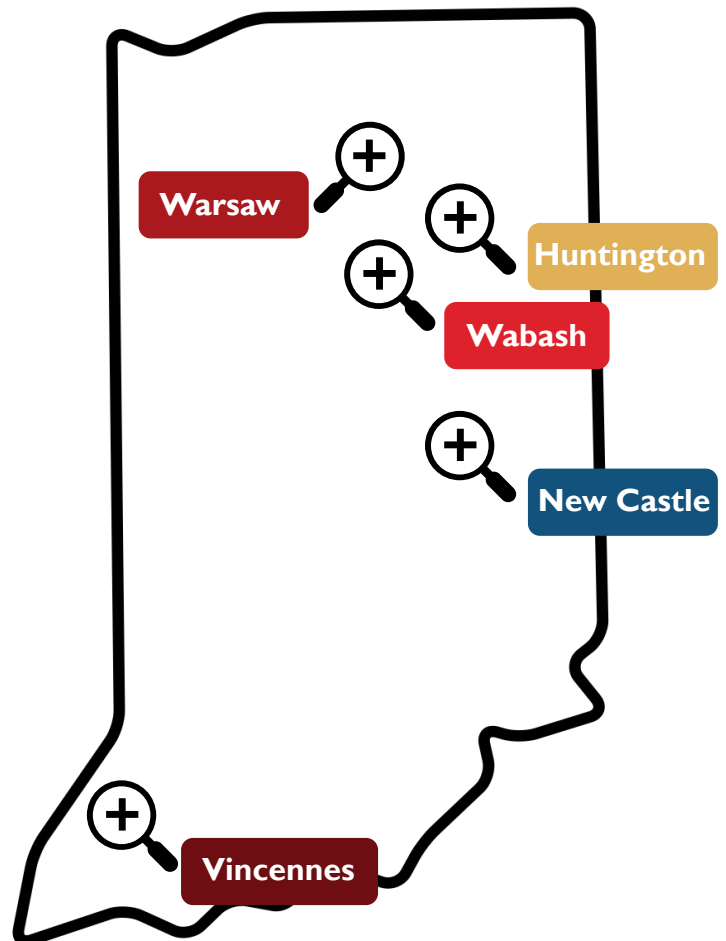
Huntington is located within Huntington County, Indiana and serves as the county seat. Huntington is approximately 20 miles to the metro area of Fort Wayne, Indiana. In addition, Huntington University is located within the City of Huntington. Huntington has a population of 17,033 individuals while Huntington University adds an additional 1,300 students annually for the fall, winter, and spring seasons, increasing an opportunity for an economic draw of a younger demographic downtown.

Huntington County's geographic location became an integral part of its prosperity. One of the shortest identified routes that connected Lake Erie to the Mississippi River used the Little River which runs through the city. The first train arrived to the city on November 13, 1855, marking the beginning of an era of economic growth and prosperity. Commercial, industrial, and residential units were originally constructed around the train depot in what is now downtown Huntington. Later, the area grew in popularity due to lime deposits excavated, giving the city the nickname of "Lime City".

For the purpose of this study, four comparative communities were selected based on their similar downtown footprints, economic status, natural resources, vacancy rate, and mix of downtown uses. The communities of Warsaw and Vincennes also have colleges located in their communities. The purpose for including comparative communities is to examine their strengths and challenges

and to identify any improvements that are being made in response to these factors which could be incorporated into potential recommendations for the Plan.

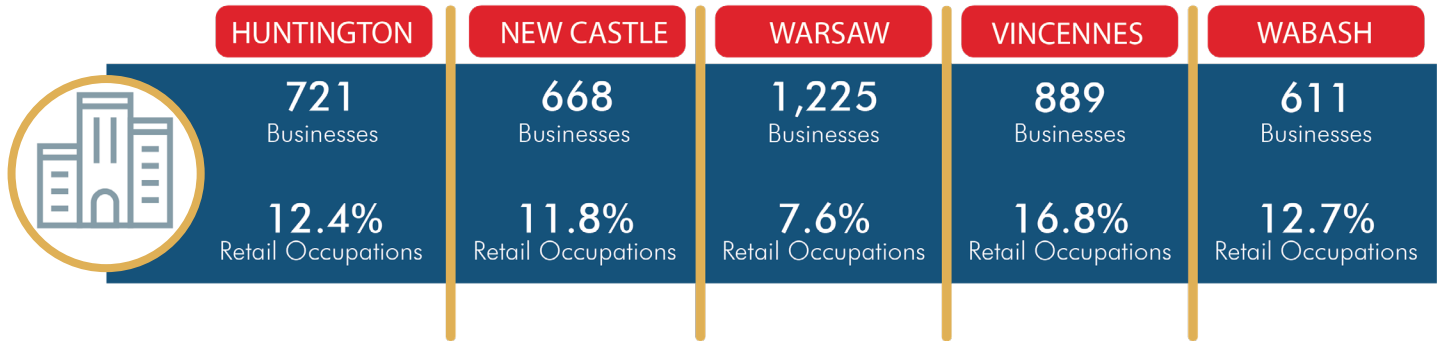
The four communities identified for the study were Wabash, New Castle, Warsaw, and Vincennes, Indiana. The analysis included a review of business trends, employees, and basic demographic profiles. Data was gathered using the U.S. Census American Community Survey from 2010 and 2021. A high-level summary of statistics related to Huntington and the comparison communities are examined on the following pages.



COMMUNITY ECONOMIC PROFILE

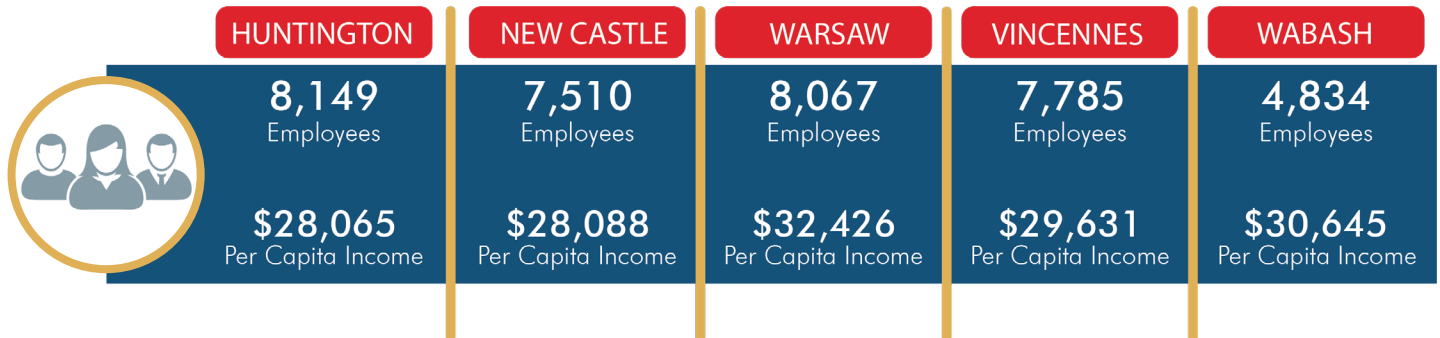
Businesses

The City of Huntington ranks right in the middle with the third highest number of business as well as the third highest percentage of retail occupations. Downtown businesses include a unique variety of first-floor dining and retail options while also containing professional businesses such as dental and law offices. Most businesses are located at the street level and are open daily to the walk-in public.



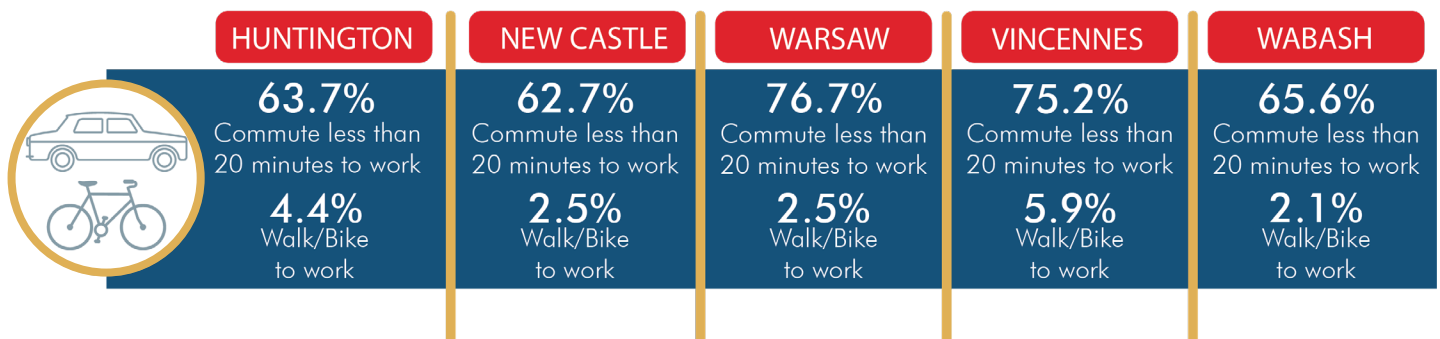
Employees

The City of Huntington has the highest number of employees employed within city limits. However, the city has the lowest per capita income of any of the comparative communities. This is indicative that Huntington has the greatest number of employees making lower per capita income. This could be due to an unequal distribution between white and blue collar professions as well as a younger workforce.



Commuting

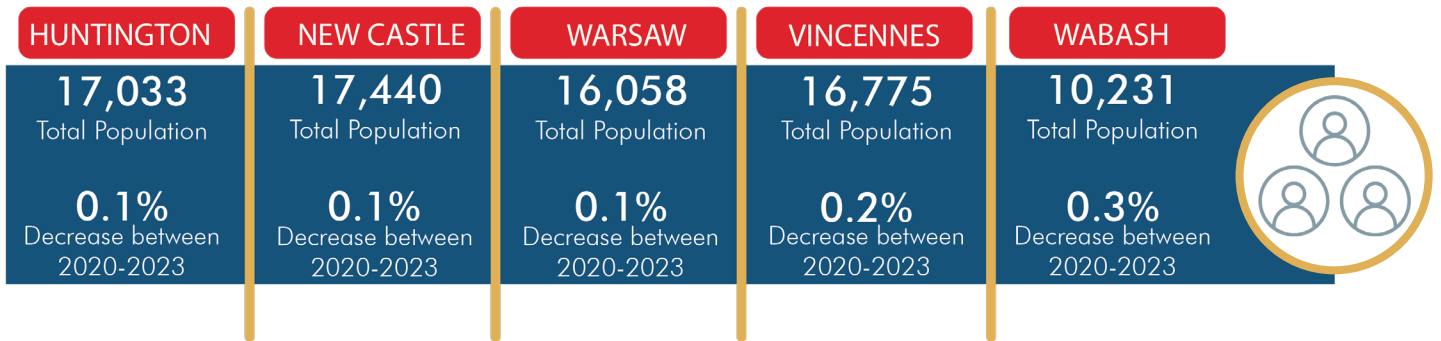
The City of Huntington has the second highest commute time overall, indicating residents are more likely commuting to work within the city or county rather than traveling across county lines. Huntington also sees the second highest number of people that walk or bike to work, indicating their employer is in close proximity to their residence or they feel safe traveling on walking or biking networks established in the city.



COMMUNITY PROFILE

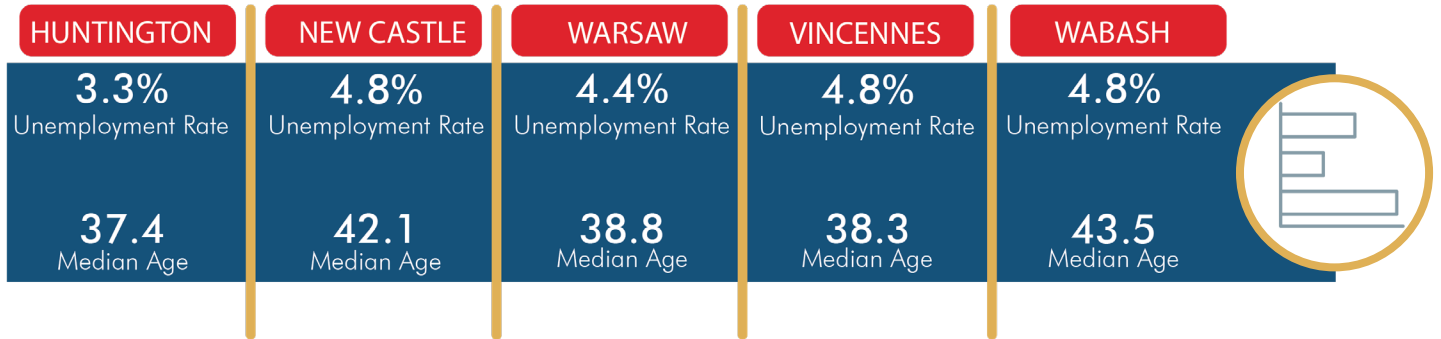
Population

The City of Huntington has the second highest population overall at 17,033 unique individuals from a variety of backgrounds. For downtown planning, it is essential to understand the following community dynamics to better plan and develop a downtown the community will utilize. While Huntington's population has had a small decrease over the last 11 years, the city still contains the second highest population of individuals.



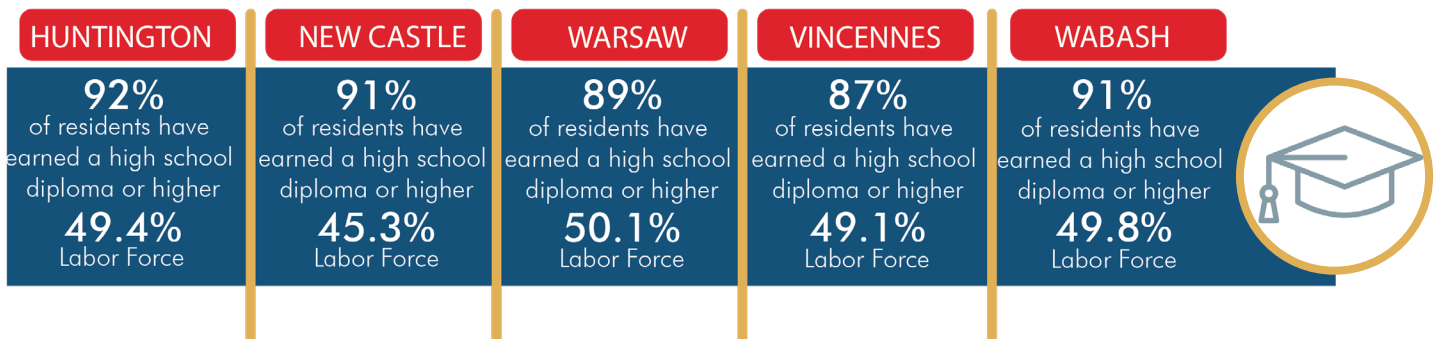
Age

The City of Huntington has the lowest median age, meaning younger individuals are drawn to the city due to affordability, quality of life, job opportunities, or other reasons. The city also has the lowest unemployment rate by a significant margin. This indicates that Huntington's younger population is employed and earning a wage that could be spent in downtown.



Education

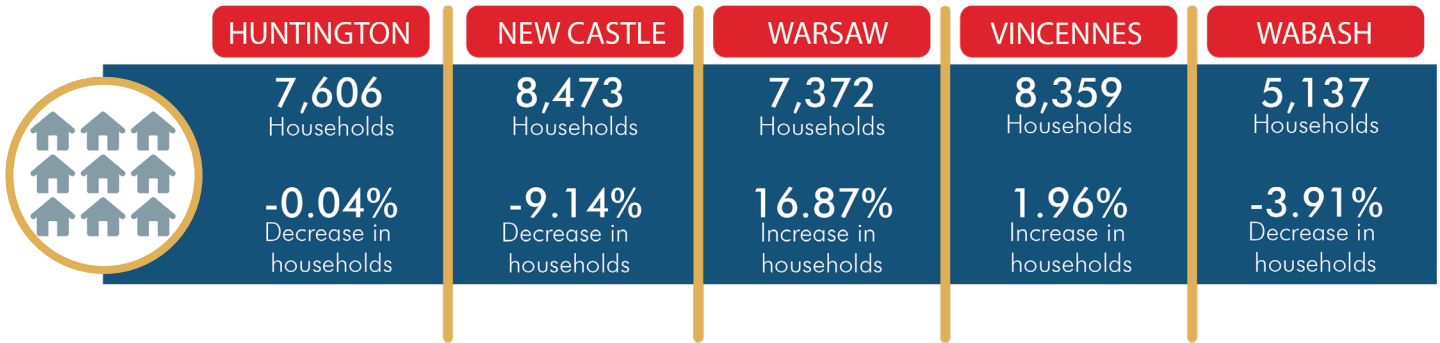
When compared to our other communities, Huntington has the highest percentage of high school graduates which is indicative to a workforce that is slightly more educated. Of the current population, Huntington has the third highest labor force.



COMMUNITY HOUSING PROFILE

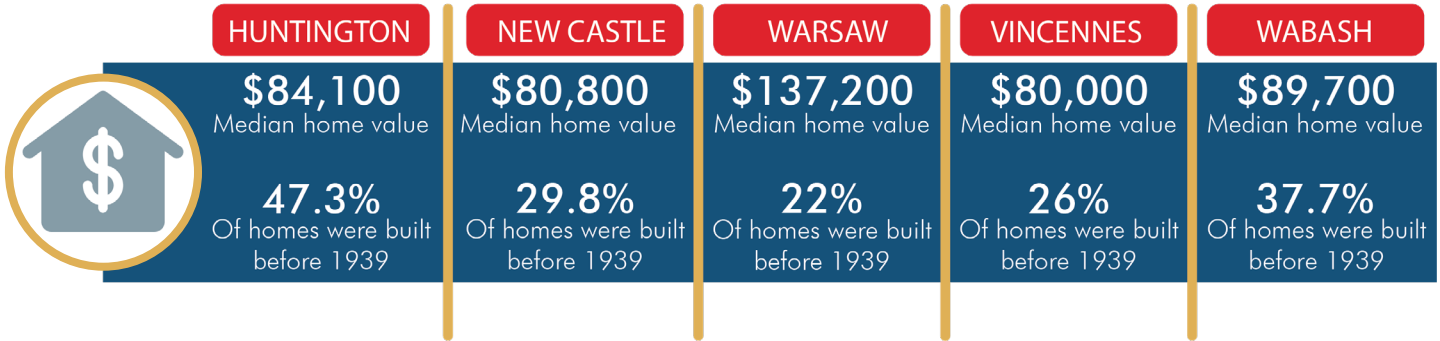
Households

The City of Huntington has the third highest number of households while having the second highest population. This indicates greater family households or more individuals living with other individuals, potentially as a result of a limited housing stock. Since 2010, the city has seen a slight decrease in households, indicating limited new housing structures. This identifies issues related to the housing supply not keeping up with the demand while the existing supply is aging and potentially requiring more maintenance.



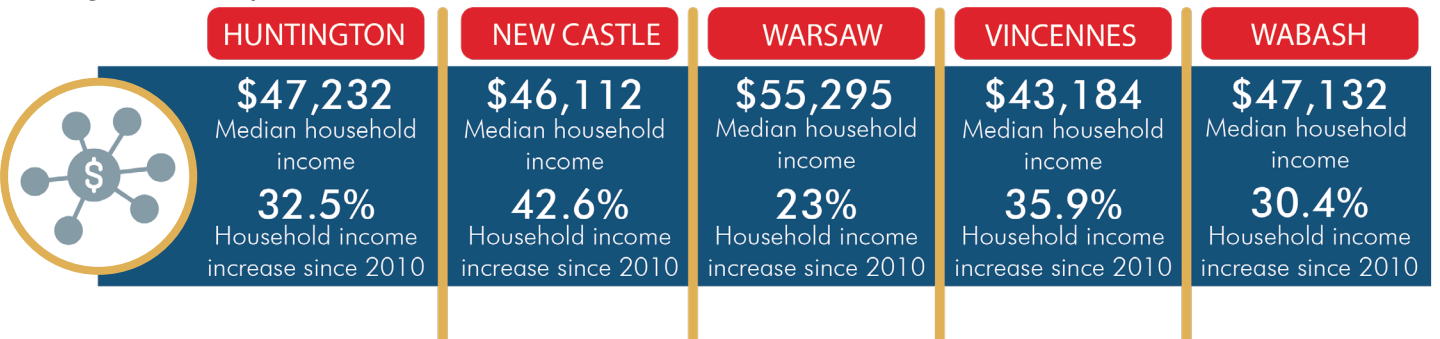
Home Value

From the comparison communities, Huntington has the highest percentage of homes built before 1939 at nearly half of all housing supply falling into this age category. Aging housing supply can result in lower housing values, decreased quality standards, and increased vacancy within Huntington. It may also be an indicator that residents may have limited funds or resources available.



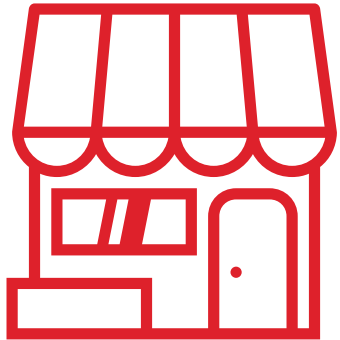
Household Income

The City of Huntington saw a 32.5% median household income increase while all other comparative communities saw at least a 23% increase. When compared to all comparative communities, Huntington's wages are maintaining a livable wage for the region from 2010 to 2021. This would indicate that residents of Huntington have expendable income that could be directed towards downtown if desired.



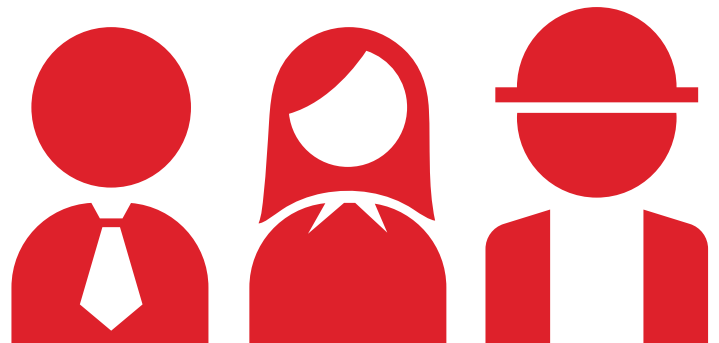
CONTEXT SUMMARY

Highlights of the demographic and community profile review is found below for the City of Huntington. All data was derived from 2021 analytics. Data source examined is U.S. Census, ACS: 2021, 2010-2021.



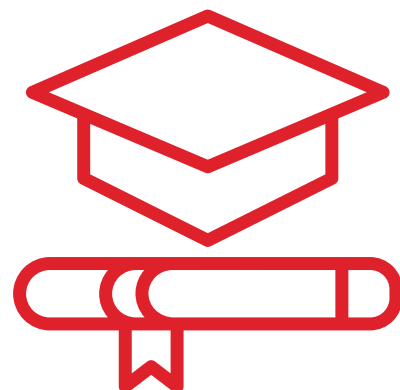
721
Businesses

8,149
Employees



\$47,232
Household
Income

92%
Earned a High school
diploma or higher



17,033
Total Population



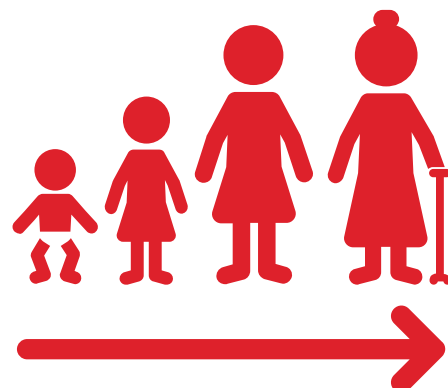
7,606
Total Households

\$84,100
Median Home Value



63.7%
**Commute less than
20 minutes for work**

37.4
Median Age



EXISTING PHYSICAL CONDITIONS

Existing conditions for the downtown study area were documented through a visual survey and existing GIS data sources. Conditions were analyzed to establish a base of current offerings within the downtown study area. This analysis helps to provide a basis for future plan goals and objectives. Topics analyzed include the following:

Land Use

Land use refers to the current use of a plot of land and represents the economic and cultural activities that are practiced at that given place.

Zoning

Zoning refers to municipal laws or regulations that govern how real property can and cannot be used in certain geographic areas.

Automobile Safety

Automobile safety refers to the frequency and severity of accidents that occur within the downtown area and what future enhancements could help to prevent further accidents.

Transportation

Transportation refers to the frequency of vehicles on certain roadways and the classifications of these roadways based on the amount of daily traffic received.

Parking

Parking refers to any designated spots currently in downtown that are for vehicles other than roadways. These can vary in ownership and availability.

Sidewalks

Sidewalks are paved paths, designated for pedestrians, adjacent to existing roadways.

Underutilized Areas

Underutilized areas are areas that are not being utilized to their full potential, and may include vacant buildings and land areas.

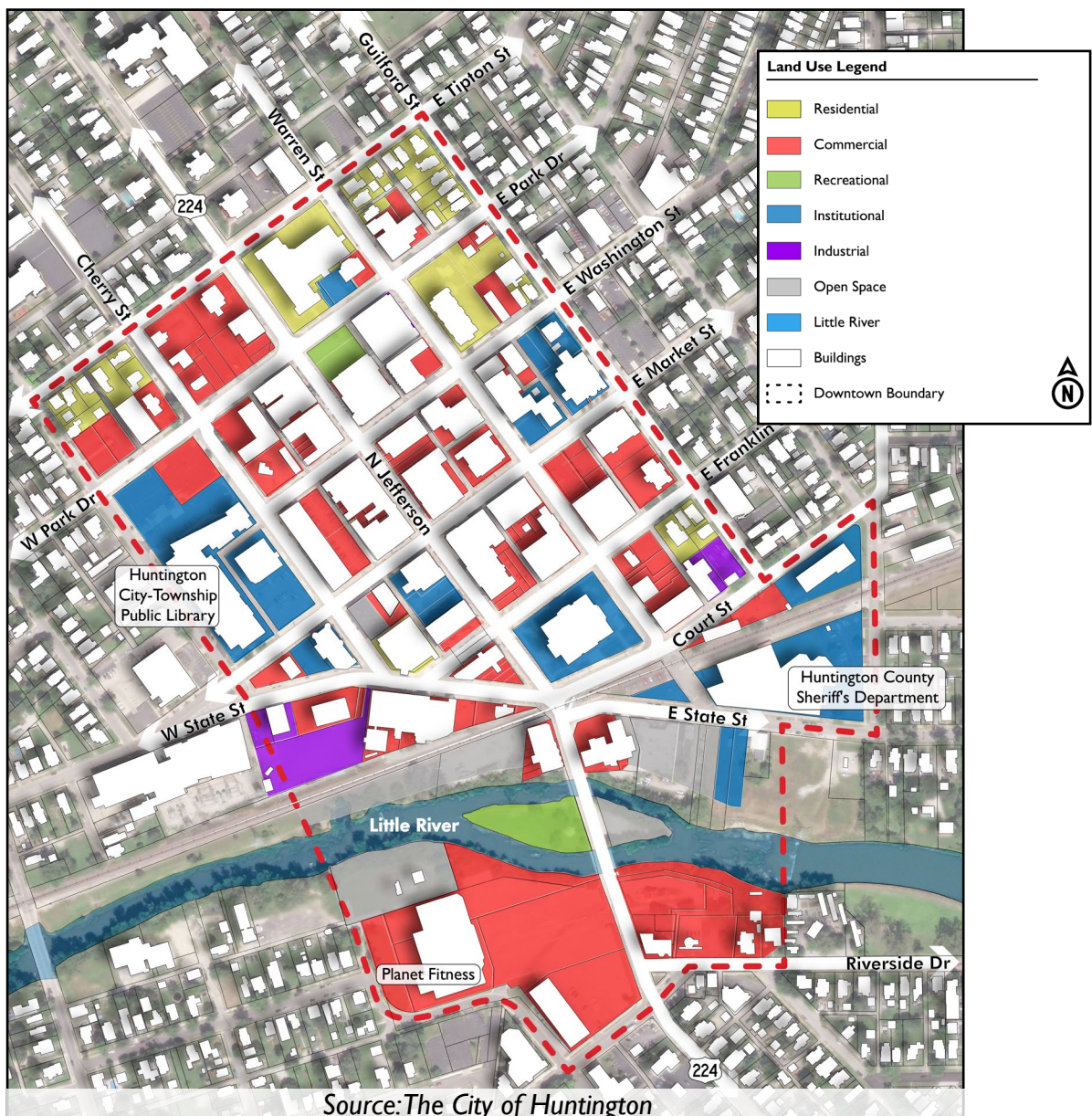
Urban Tree Canopy

This refers to any existing tree within the downtown study area that can vary in species, size, and age.

LAND USE

The composition and layout of land uses plays an inherent role in the character of an area and how development will impact that character. There are no fixed standards regarding the composition of land uses in downtown. Rather, understanding and documenting the character allows a determination of what the area is now physically and what it should be in the future in accordance with the vision set forth by the community.

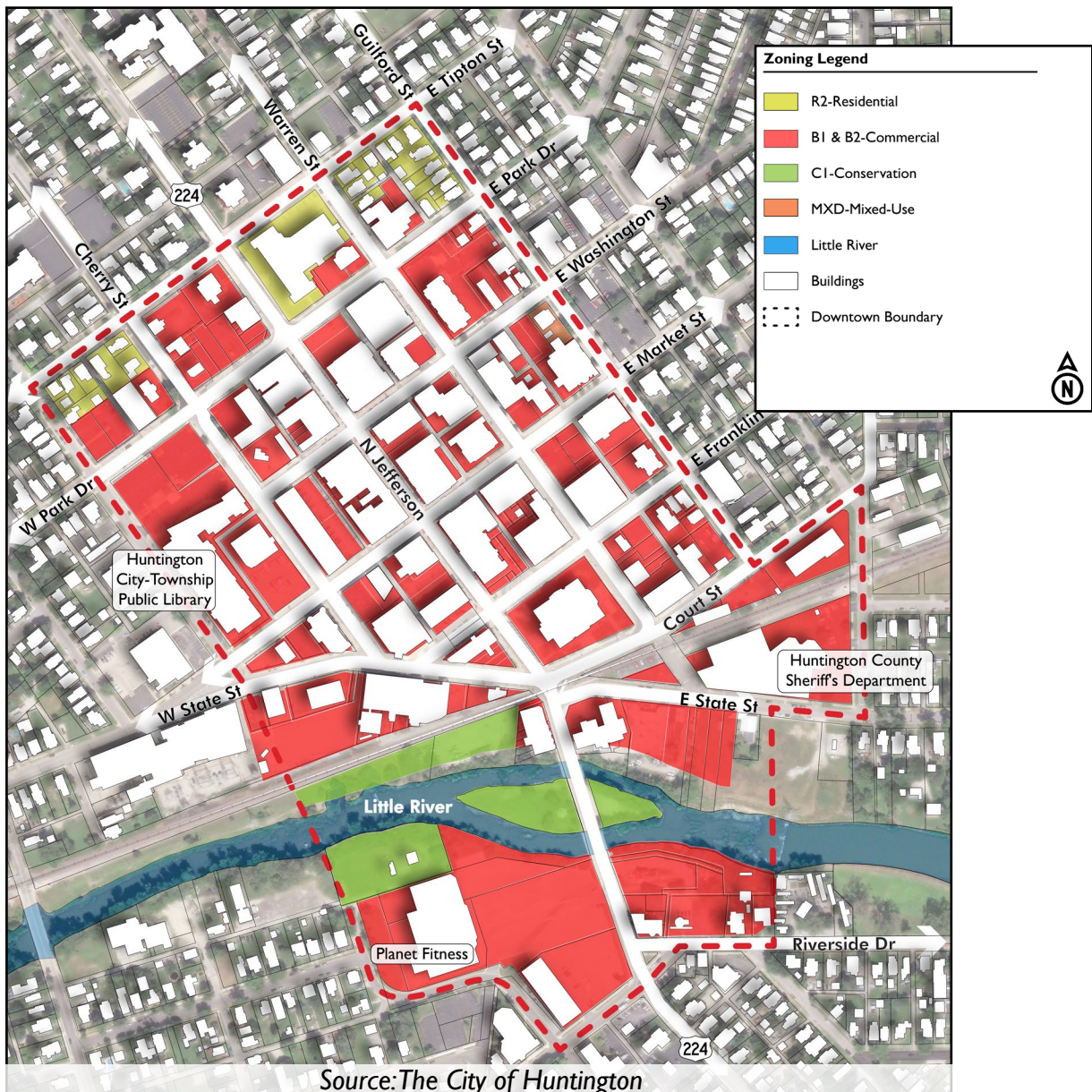
Downtown Huntington is fortunate to have the diverse base of land uses of commercial, residential, recreational, institutional, open space, and light industrial. The dominant land use observed is commercial while recreational is scarce with only two parcels. Commercial land is developed for business uses such as offices, restaurants, and shops. Residential land is utilized for human inhabitation. Recreational land is utilized for active play or open space. Institutional is land utilized for a public or social purpose that is not a commercial use, such as local government. Open space is vacant land not being utilized for a purpose. Lastly, industrial land is utilized for the purpose of manufacturing operations for the production of goods and services.



ZONING

Downtown Huntington's study area is zoned majority B-1 or B-2 commercial and R-2 residential while possessing small parcels of recreational and mixed use.

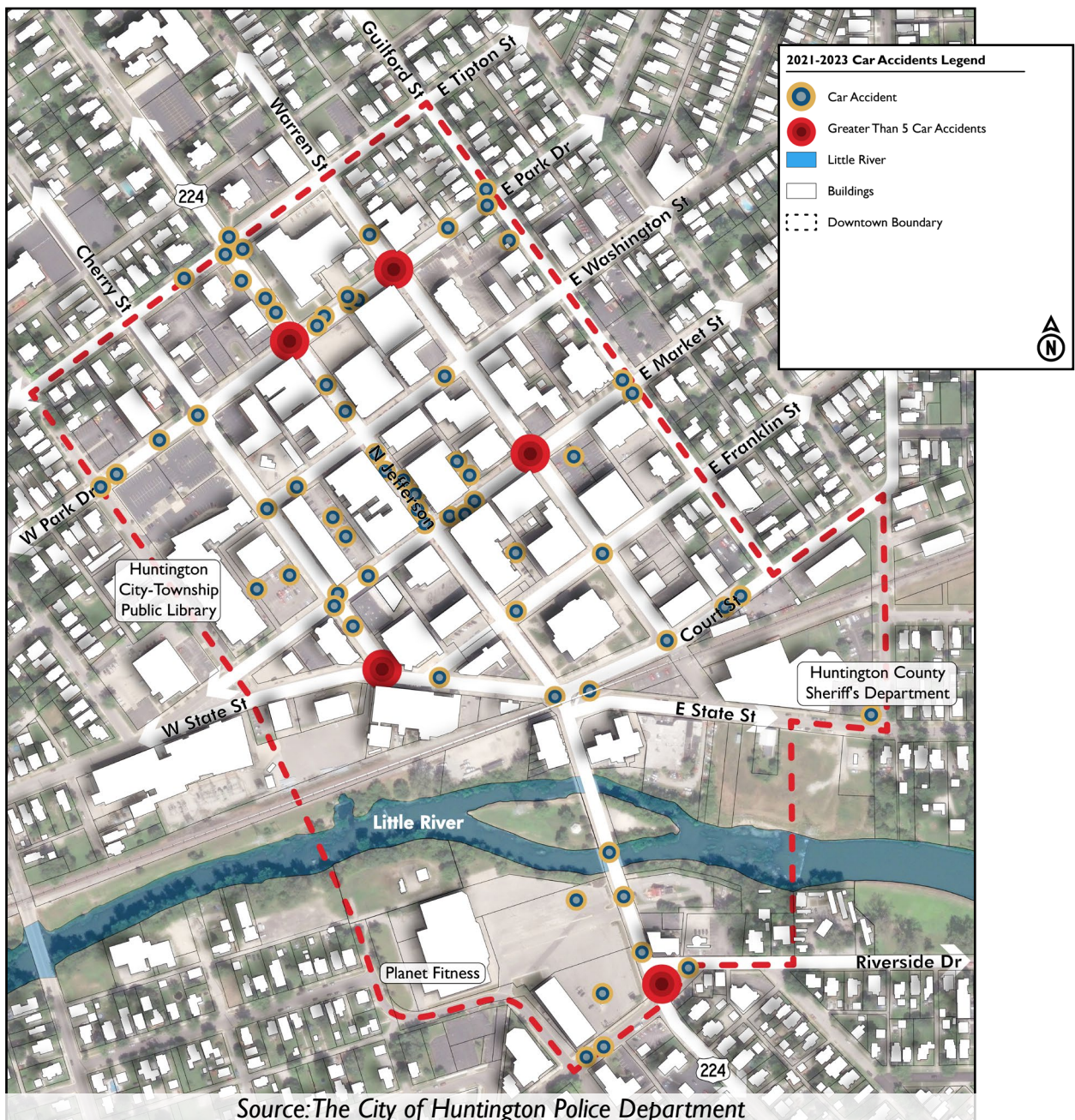
B-1 zoning is a specific zoning classification to signify a certain purpose for the land located within it. Huntington's downtown is zoned majority B-1 which is the densest commercial district primarily used in downtown while B-2 is still business development but does not have the same density requirements as a B-1. C-1, or conservation, is used to classify land that shall not contain physical development and is most commonly used for park space or floodplain areas as observed along the Little River. R-2, or residential, is most commonly used to classify inner-city one and two family lots that are at a higher density than typical suburban neighborhoods would allow. MXD, or mixed-use, is used to classify lots that contain a multitude of uses or an exception of uses, such as higher density residential or commercial, compared to surrounding lots.



AUTOMOBILE SAFETY

Car accidents are primarily focused along US 224 and North Jefferson Street. Key intersections along US 224 see the highest car accident rate between 2021 and 2023. There are 99 reported accidents between 2021 and 2023 with many major vehicular collisions and some minor collisions present from parking areas throughout downtown. Accidents observed are a direct result of wide roadways, higher rates of vehicular speed, and confusing street layouts.

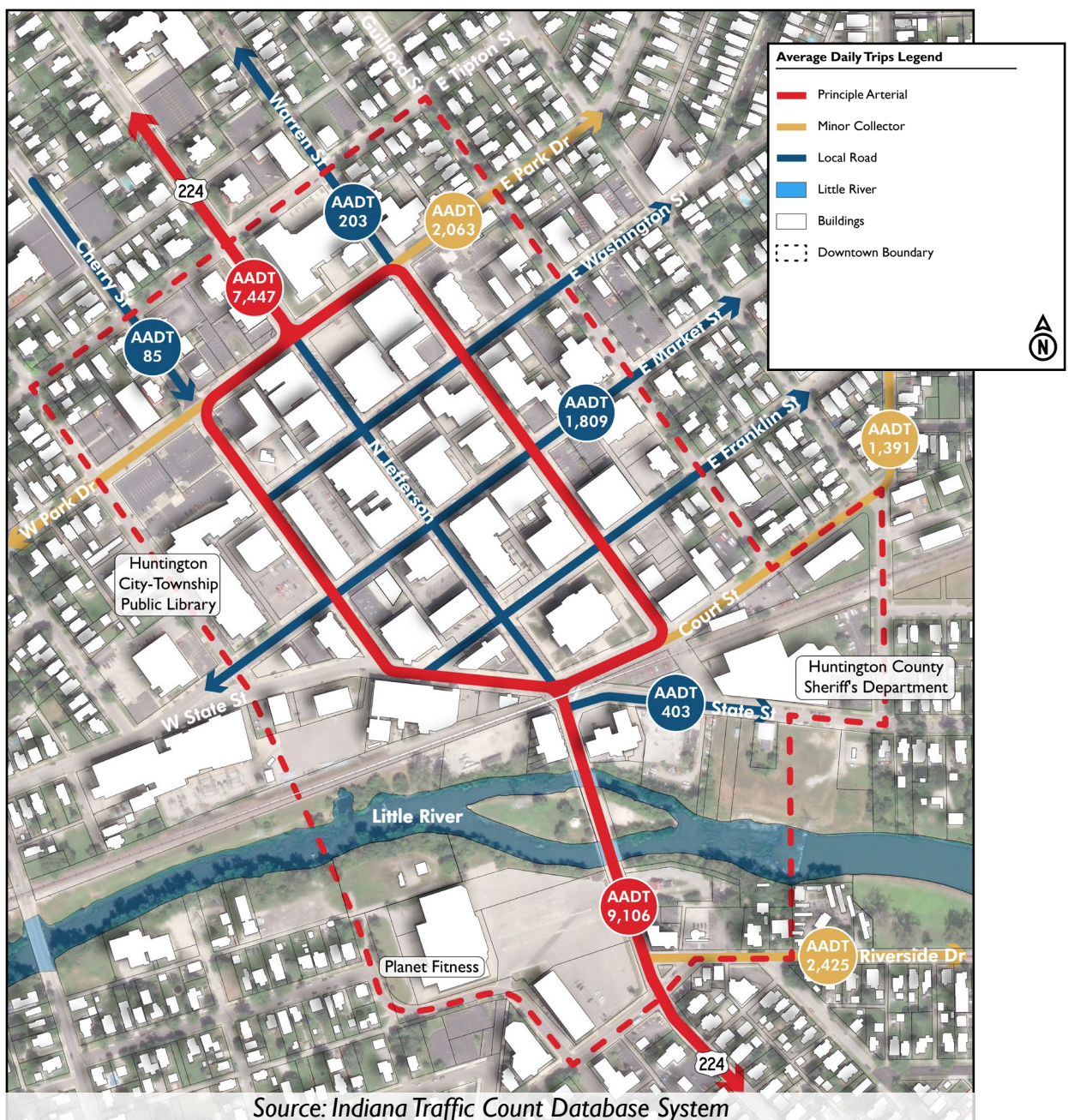
Safety enhancements, such as travel lane width reduction and enhanced pedestrian awareness measures, are potential policies that can be used to address vehicular speed, increase driver awareness that they are entering a pedestrian environment, and promote the downtown as more than a vehicular thoroughfare.



TRANSPORTATION

Average annual daily trips (AADT) are examined for all downtown roadways to determine the level of usage each receives and which roadways are more likely to be considered more pedestrian friendly. These roadways are examined by the Indiana Traffic Count Database System.

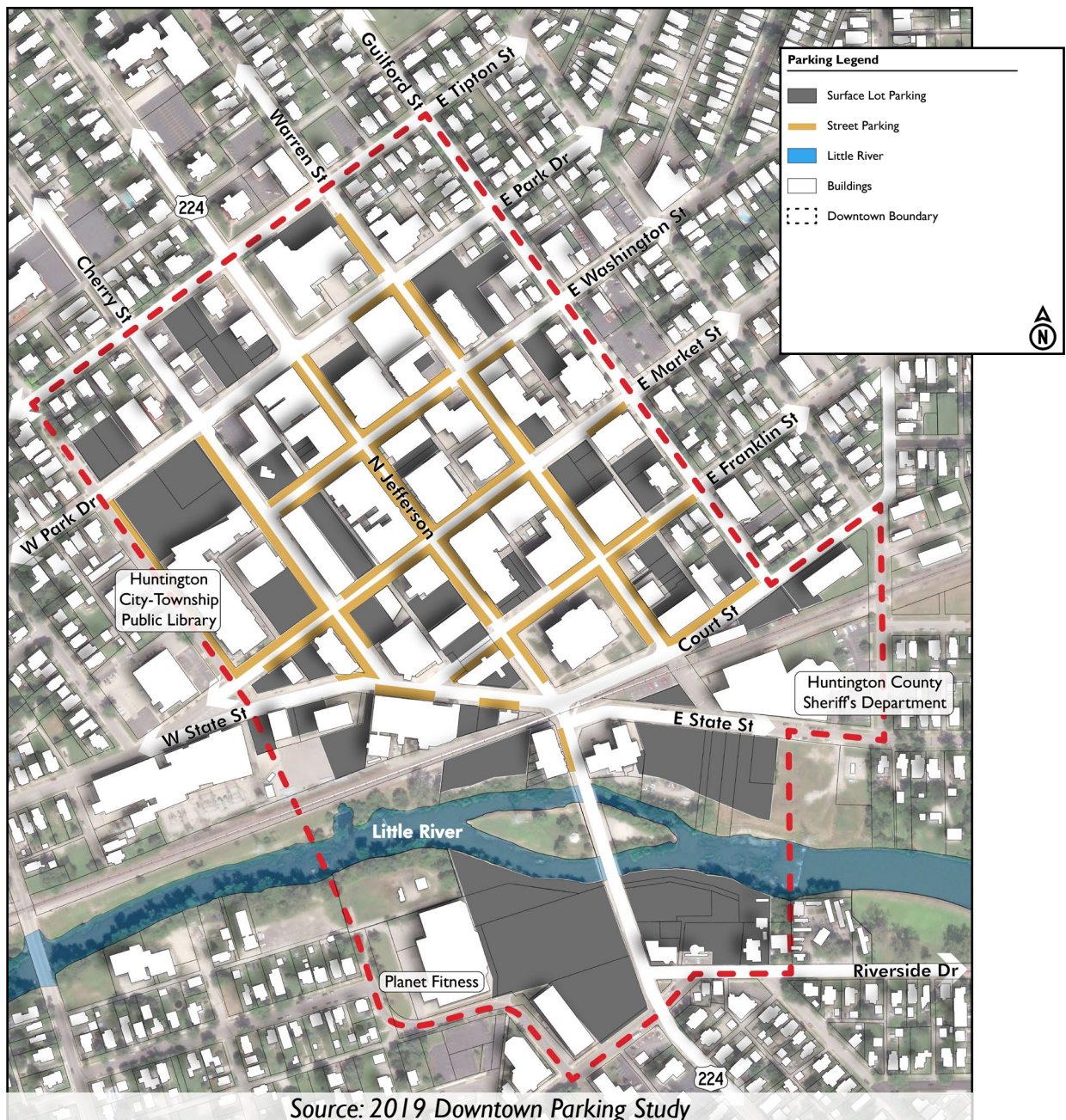
The map below illustrates the AADT for the downtown street network. INDOT-owned US 224 receives over three times more daily trips than any other roadway in downtown with at least nine thousand AADT's observed. Park Drive, Riverside Drive, Court Street, and Market Street also saw over one thousand daily trips. These roadways are a primary focus for increased safety measures.



PARKING

Parking, and its perceived availability, is a key issue to downtown function and long term sustainability. The map below identifies on-street parking and surface lot parking areas.

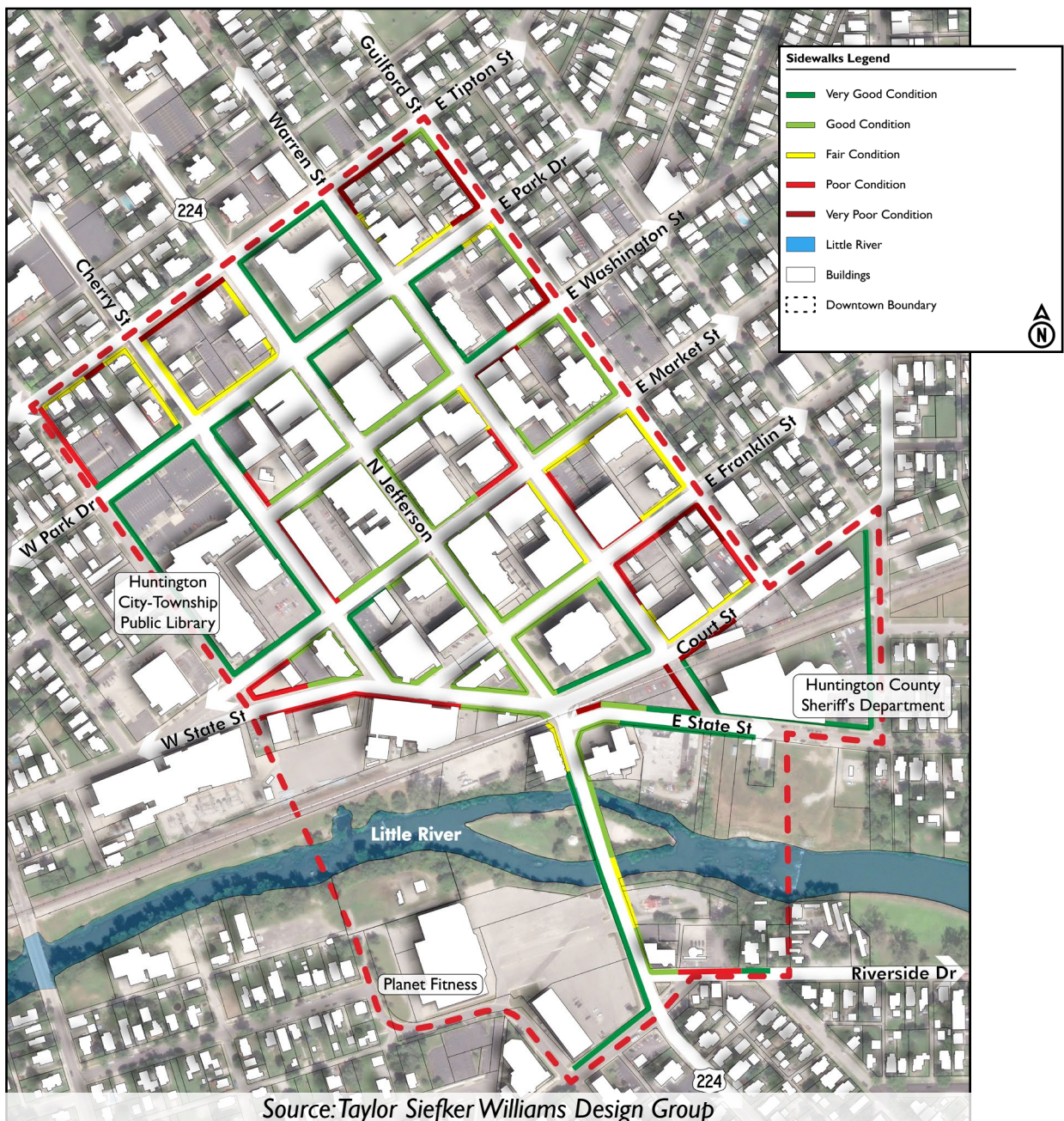
A 2019 Parking Study concluded there are 349 on-street spaces, 182 public off-street spaces and 173 private off-street spaces. The City of Huntington enforces approximately 77% of the existing hourly and daily downtown parking as of 2019. Increasing awareness and accessibility of this parking is critical in the reduction of vehicular accidents and the perceived notion that there is no parking available downtown.



SIDEWALKS

Sidewalks connect pedestrians to multiple businesses and amenities promoting universal access to downtown destinations. They also promote the connectivity of downtown to surrounding residential areas, allowing for easier access.

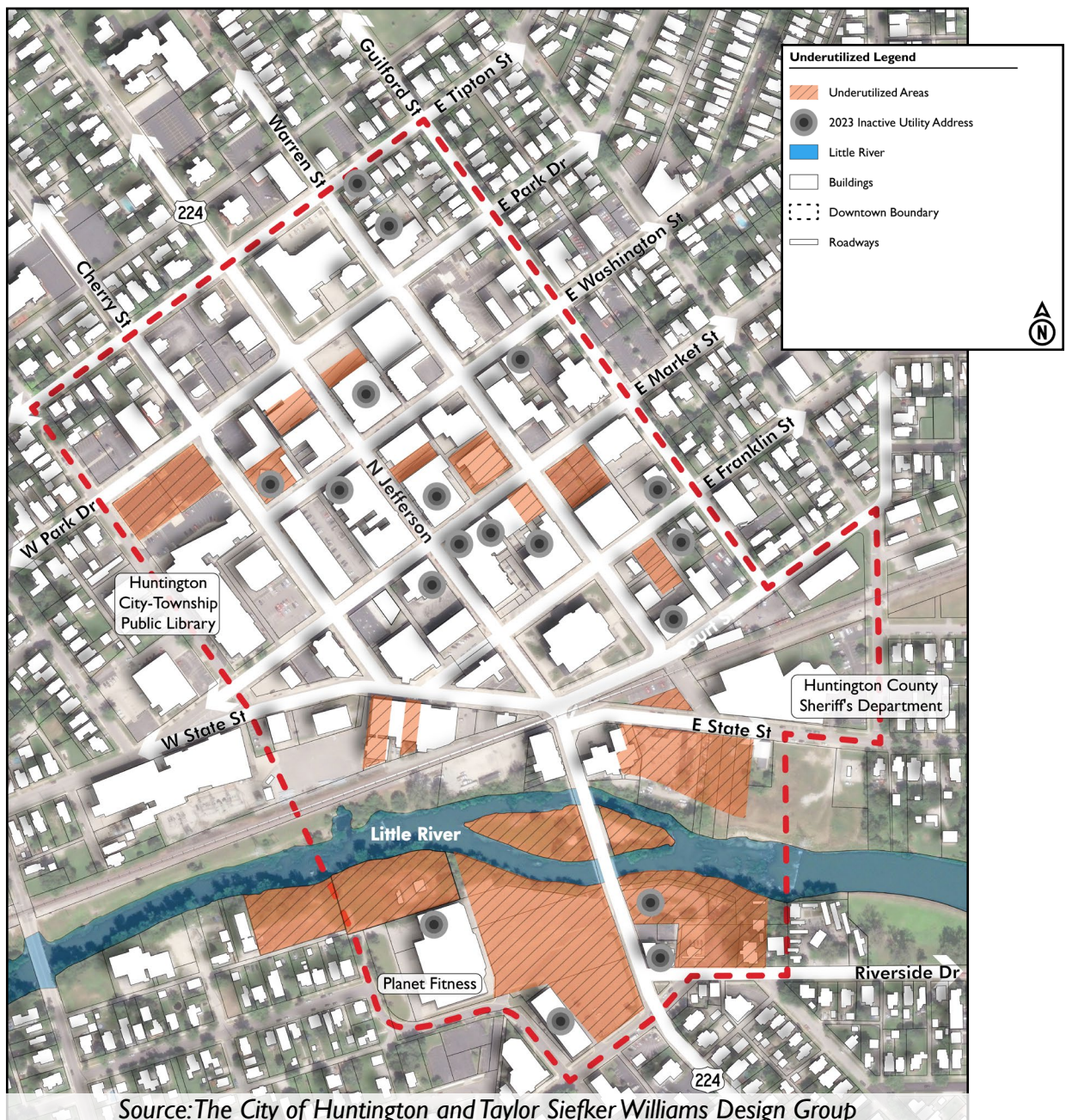
A sidewalk condition inventory was conducted, as part of the downtown physical inventory, which classified the conditions into five categories. Very good condition rating is a new sidewalk with no cracking, good ADA accessibility, and/or a good width while a good condition sidewalk rating means it is relatively new with minor cracks and good accessibility. Fair condition ratings were sidewalks that had cracking and/or were not ADA accessible. Poor condition ratings were sidewalks with substantial cracking, narrow width, and/or no ADA accessibility while very poor condition ratings were sidewalks that were not evident due to overgrown vegetation, narrow width, or extreme cracking.



UNDERUTILIZED

Underutilized lots are classified as not being used to their full economic or development potential. These can be parcels that contain a vacant or underutilized/partially vacant physical building, surface parking area, or are undeveloped entirely. An underutilized building is defined as a development that is not being used or taxed to its full potential in the B-I zoning district for Huntington.

There were 17 sites identified as being underutilized. These areas are majority open land or surface parking lots. In addition, there are 18 inactive utility addresses within the downtown area, signifying that they are most likely vacant. These are sites that are prime candidates for marketing towards redevelopment or new development activities.

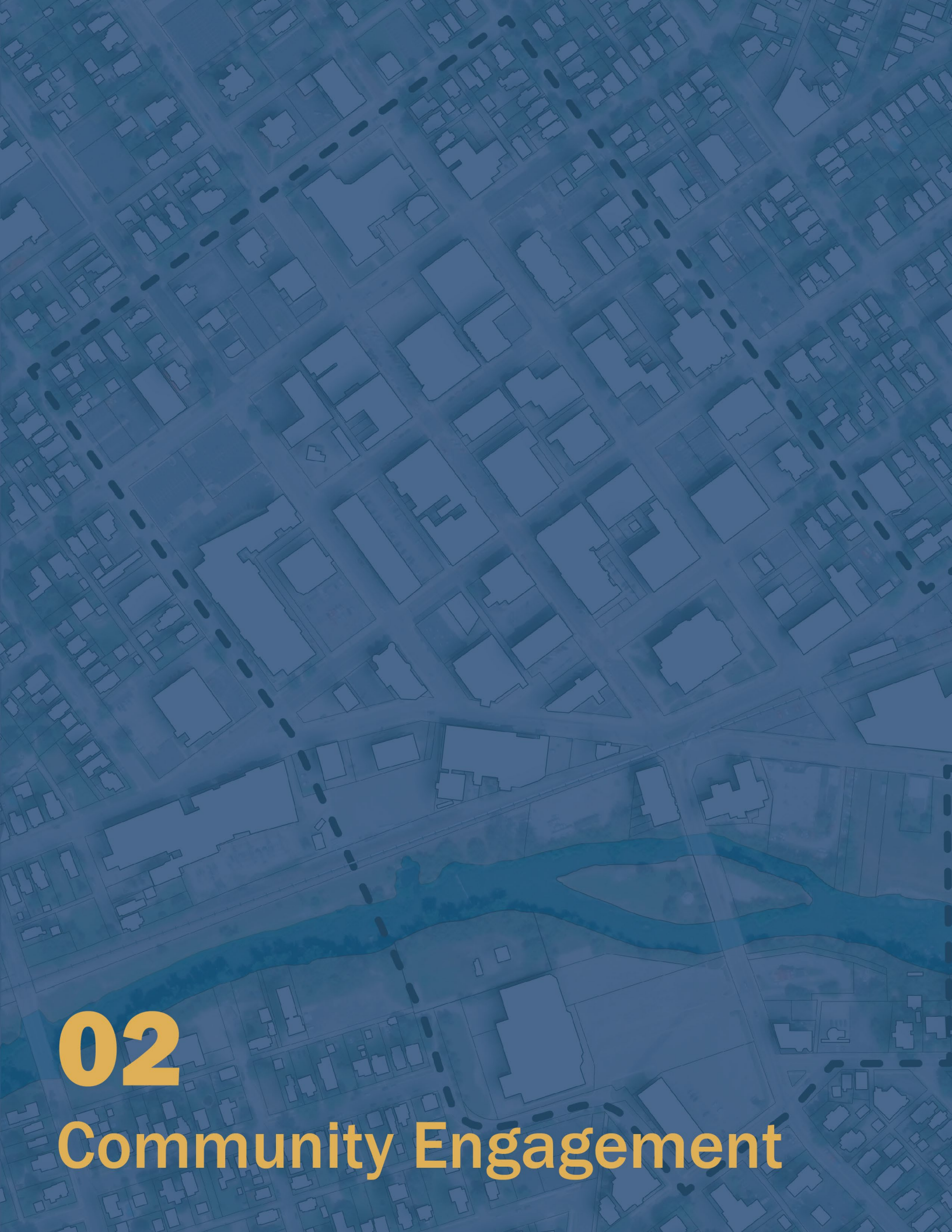


URBAN TREE CANOPY

The existing tree network downtown is fragmented with minimal coverage throughout. In addition, many existing trees are non-native species that are invasive to Indiana's climate zone. Existing tree coverage does not extend above 20 feet in most areas, providing limited shading.

A consistent tree coverage in downtown Huntington will establish a greater identity, promote greater walkability, reduce seasonal temperatures, and reduce vehicular speeds. Residents have identified a desire for greater natural vegetation in the downtown area and appropriate tree species selection and placement which promote better long-term viability of the tree canopy while not impeding, or covering, existing physical buildings.





02

Community Engagement



LIVE + WORK + PLAY

MAP KEY

- Downtown
- Huntington
- Little River
- Railroad
- Minor Roadway
- Major Roadway

Instructions

- If you **LIVE** downtown, use a **YELLOW** dot to mark where you live.
- If you **WORK** downtown use a **GREEN** dot to mark where you work.
- If you **VISIT** downtown, use a **BLUE** dot to mark where you visit.

TAYLOR EPPER WILLIAMS
design group

VISUAL PERCEPTION

What Is Appropriate For Downtown Huntington?

- Place a **GREEN DOT** underneath images you think are appropriate for Downtown Huntington.
- Place a **RED DOT** underneath images you think are **NOT** appropriate for Downtown Huntington.

Pedestrian Amenities 	Programming & Activities 	Sidewalk
Street Trees 	Business Signage 	Gateway & Wayfinding

ENVISION WITH US!



INTRODUCTION

The *Huntington Destination Downtown Master Plan* is founded on the shared voices and ideas of the community. The planning process emphasized broad and meaningful input through a variety of formats including both in-person and digital media. This chapter summarizes the outreach and engagement opportunities that were conducted as well as the results of those efforts. Key outreach statistics that highlight the outreach efforts are also included to provide additional context regarding participant perceptions of downtown.

The planning team used a variety of methods and tools to gather input and feedback throughout the *Huntington Destination Downtown Master Plan* planning process. A summary of which is highlighted below with a more detailed description of the various activities on the following pages.



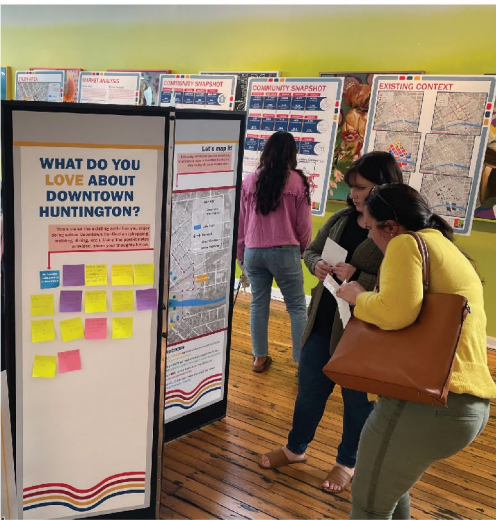
Over 300 Community Members Engaged In The Huntington Destination Downtown Master Plan Process.



Greater Than 1,469 Interactive Feedback Dots Used At The Public Workshops



Over 95 Public Workshop Attendees



More Than 200 Online And Paper Survey Respondents



14 Locations Selected For The Mobile Display



13 Steering Committee Members

STEERING COMMITTEE

A Steering Committee of 13 engaged stakeholders was formed to help guide the planning process. The Steering Committee includes representatives from City Staff, City and County Council, downtown businesses, community groups, and local institutions.

The Steering Committee was tasked with ensuring that the plan content reflects the values of stakeholders and the broader Huntington Community. This group acted as a sounding board to review the plan findings, concepts, and recommendations.

The following Steering Committee meetings took place throughout the planning process:



Steering Committee Meeting #2 Feedback



Steering Committee Meeting #1 Introduction



Steering Committee Meeting #1 Introduction



Steering Committee Meeting #2 Analysis

Steering Committee Summary: Meeting #1

The first Steering Committee Meeting was held on June 16, 2023. During this meeting the committee and consultant team performed an initial site inventory and discussed downtown Huntington's current conditions, projects in the process of completion, and opportunities/challenges currently in the downtown.

A presentation explaining the master planning process, the roles and responsibilities the committee obtained throughout, and a summary of the inventory collected to date was provided.

In conclusion, committee members were given an assignment to rank their perception of downtown elements, including infrastructure and land use issues.

Steering Committee Summary: Meeting #2

The second Steering Committee Meeting was held on August 14, 2023. During this meeting, the consultant team presented their initial findings of the current demographic conditions of Huntington in comparison to the four comparative communities.

In addition, a physical analysis was performed for the downtown study area. The purpose of this was to lay a foundation for the remainder of the planning process.

In conclusion, future public outreach events were discussed, including the launch of the project website, mobile display, and initial public surveys. Committee members were also given two additional tasks to complete in the visioning of downtown's future including a prioritizing of catalyst projects and an establishing of key project sites/areas.

Steering Committee Summary: Meeting #3

A third Steering Committee Meeting was held on November 30, 2023. During this meeting, a vast array of public outreach components for the project were summarized and discussed to better understand public and business desires.

From these summaries, and prior Steering Committee exercises/feedback, the consultant team developed a proposed Downtown Vision Statement and five key goal categories which were then discussed with the Steering Committee.

Members were asked to rank the level of priority and provide feedback on the proposed vision statement and goals/objectives.

Steering Committee Summary: Meeting #4 & #5

The fourth and fifth Steering Committee Meetings were held on January 22, 2024 and March 19, 2024 respectively.

The fourth Steering Committee Meeting analyzed the updated vision statement, goals, and objectives. This meeting also presented an opportunity to present a draft of the final downtown master plan document and gain feedback.

During the fifth Steering Committee Meeting, the group reviewed the draft of the downtown master plan and provided additional feedback prior to plan presentation to council.

ONLINE PRESENCE

Huntington Destination Downtown Project Website

The planning team developed a project website for the downtown master plan at huntingtondowntownplan.com. This website provided on-going project updates, hosted presentation materials and other documentation, and served as an avenue to gather community input.

Interactive Online Activities

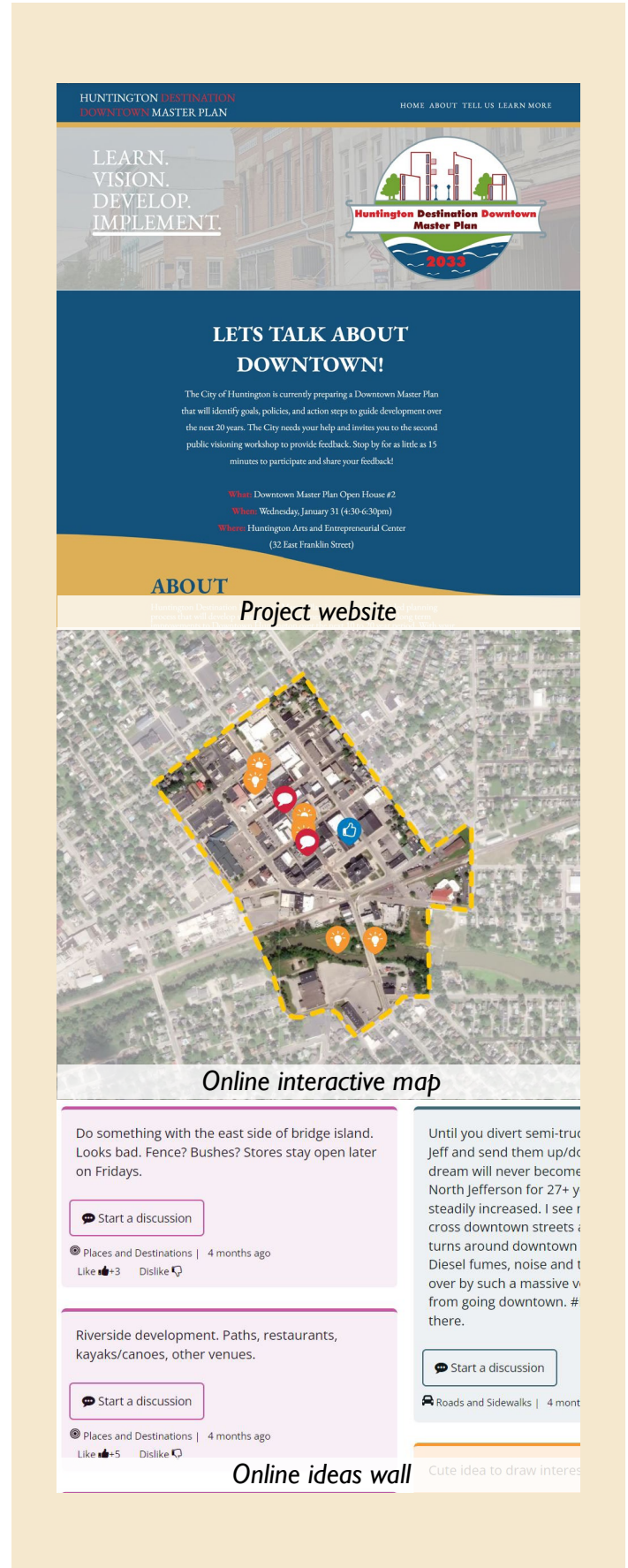
Interactive online activities were made available throughout the course of the planning process to reach as wide of an audience as possible, including those that may prefer to engage in a digital format. To accomplish this, several tools were utilized, which are described below.

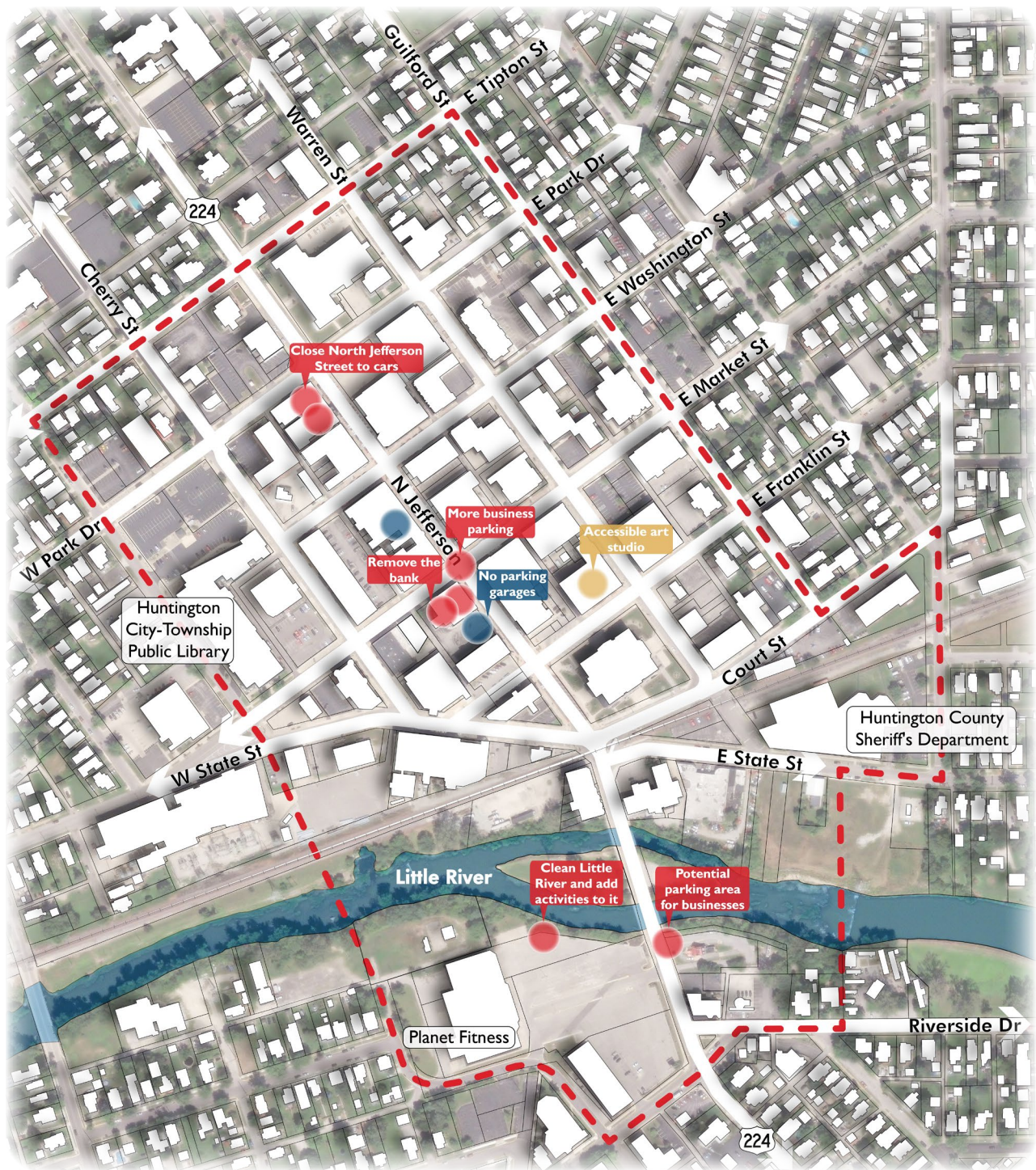
Interactive Map

An interactive map was used to gather place-based comments and ideas from the community. This information was used by the planning team to focus efforts on key opportunity sites or areas for improvement. The input from the interactive map activities can be found on the following page.

Ideas Wall

An ideas wall was also created to capture and organize the community's vision, priorities, big ideas, and other thoughts into a visually interesting format that encourages interaction between community members through up-voting and discussion. Comments posted on the ideas wall were added to the list of comments generated throughout the planning process.





Legend

- Ideas and Suggestions
- Something I Like
- Something I Dislike
- Make a Comment
- Little River
- Buildings
- Downtown Boundary



Online Interactive Map Results

The map above depicts the results from the online interactive mapping activity. The animations on the map above summarize the comments left. Once a user placed a pin on the map, they were given the option to add a comment as to why they chose to place a dot there. Users placed dots on a map according to several prompts:

- Ideas and Suggestion
- Something I Dislike
- Something I Like
- Make A Comment

PUBLIC INPUT WORKSHOPS

Feedback Summary: Public Workshop #1

Two Public Input Workshops were held to engage with the broader Huntington community. The first session was held to inform the public about the planning process, better understand public perceptions regarding downtown, and to generate “Big Ideas” for potential project opportunities.

On September 14, 2023 over sixty community members attended the first Public Workshop to learn about the *Huntington Destination Downtown Master Plan* planning process. At this session, held at the Huntington Arts and Entrepreneurial Center, the team utilized a variety of interactive stations. These stations prompted attendees to the appropriateness of certain development types, where they work, shop, or live downtown, what design elements are apparent currently compared to those that are not apparent, as well as which land uses and amenities are priorities for downtown Huntington. Page 38 includes highlights of the input from this workshop.



Public Workshop #1 Station #2



Public Workshop #1 Station #1



Public Workshop #1 Station #1



Public Workshop #1 Station #3

Feedback Summary: Public Workshop #2

A second Public Workshop was held to provide input on downtown Huntington's future and respond to the proposed Downtown Vision Statement, Project Goals and Objectives, and Action Steps. In addition, the public was able to prioritize potential project specific initiatives, programs, and policies related to downtown.

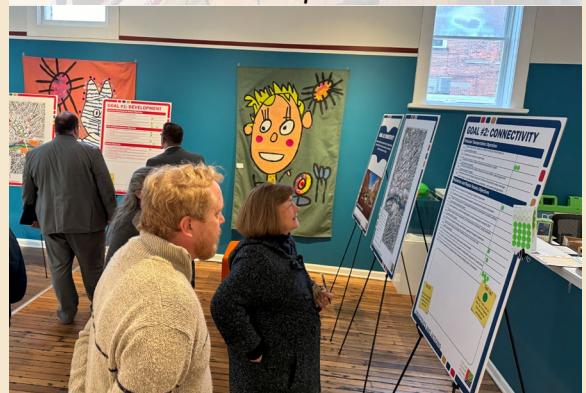
On January 31, 2024 over 36 community members attended the second Public Workshop to provide input to the draft project recommendations. The Pathfinder Arts and Entrepreneurial Center hosted this public workshop. At this open house, the team utilized interactive stations to allow the community to respond to which action steps they desire to be prioritized as well as provide general feedback. The public provided a range of input to the draft recommendations which page 39 highlights.



Public Workshop #2 Gallery



Public Workshop #2 Goal #1



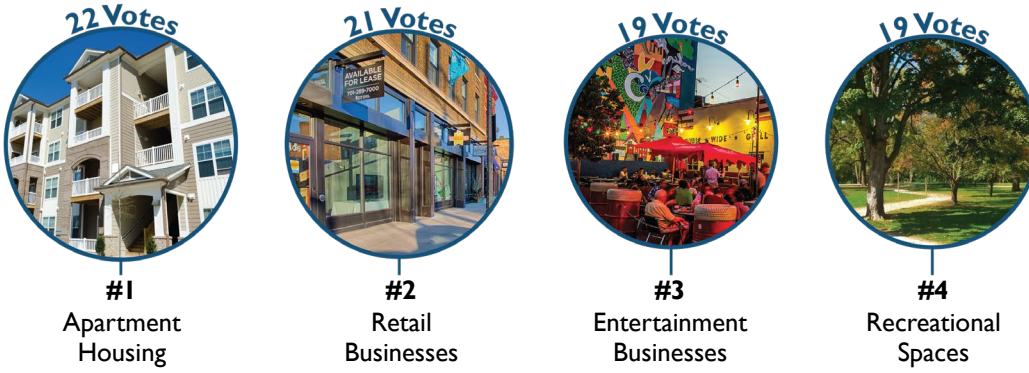
Public Workshop #2 Goals 3 & 4



Public Workshop #2 Goal #1

Public Meeting Feedback Summary: Public Workshop #1

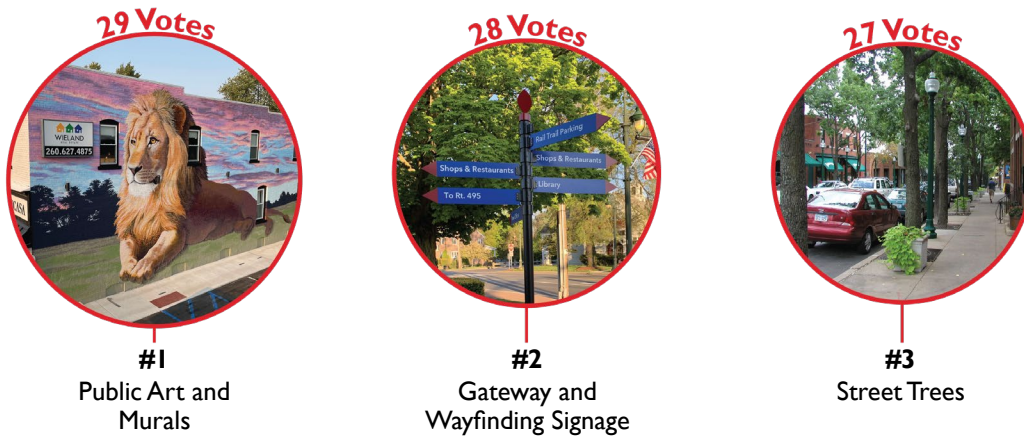
What's the likelihood of success for the development types given?



Which Elements are not apparent in Downtown Huntington?



What Amenities are appropriate for Downtown Huntington?






What Land Uses are appropriate for Downtown Huntington?







Public Meeting Feedback Summary: Public Workshop #2

What projects should be prioritized for Goal #1: Development?

 13 Votes	 9 Votes	 6 Votes	 5 Votes
#1	#2	#3	#4
Parking Structure	Entertainment Bus.	Riverfront Dev.	Parking Signage

What projects should be prioritized for Goal #2: Connectivity?

 15 Votes	 8 Votes	 5 Votes	 4 Votes	 4 Votes	 4 Votes
#1	#2	#3	#4	#4	#4
Unique Trail Connections	Street Trees	Street Lighting	Pedestrian Crosswalks	Stormwater Bioswales	Trail Protection


What projects should be prioritized for Goal #3: Destinations?

 16 Votes	 9 Votes	 9 Votes	 6 Votes
#1	#2	#2	#3
Little River Programming	Increase Native Vegetation	Overlook Areas	Little River Redevelopment

What projects should be prioritized for Goal #4: Vitality?

 13 Votes	 9 Votes	 1 Votes	 6 Votes	 6 Votes
#1	#2	#3	#4	#4
Mixture of Programming	Consistent Events	Re-Establish Main Street Org.	Expand Marketing	Murals and Public Art

What projects should be prioritized for Goal #5: Administration?

 13 Votes	 6 Votes	 6 Votes	 5 Votes	 5 Votes
#1	#2	#2	#3	#3
Downtown Manager/Dir. Community Engagement	Tax Abatement Incentives	Adopting a DORA	Complete Streets Adopt.	Homelessness Support

MOBILE DISPLAY

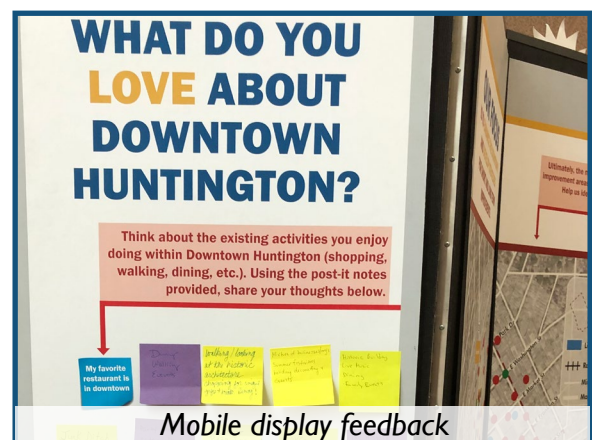
A Mobile Display was developed to broaden input from the Huntington community outside of the traditional public meetings and online presence. The display was used to advertise and promote the plan to better inform the public about the planning process, ultimately gaining insight and additional input to guide the plan, and to build support for the plan outcomes.

The Mobile Display was placed in over 14 locations during a two-month time frame, including Touch a Truck at the Huntington Municipal Airport, the Pioneer Festival, and Huntington University Merillat Centre for the Arts. During this time period, community members had the opportunity to respond to multiple questions to help better understand the existing condition of downtown as well as identifying community desires for downtown Huntington. These questions prompted attendees to share ways they would enhance downtown, what they currently love, what the current challenges are, and what future priorities should be. The input received, highlights, and key takeaways from the Mobile Display can be found on the following pages.

Mobile Display Feedback Summary

What do you love about downtown?

- “Easily walkable and great food options”
- “Businesses that are unique to Huntington”
- “Small Town feel”
- “Looking at all of the historic architecture”
- “There is a store for all of my favorite hobbies”
- “Downtown is safe and relatively clean”



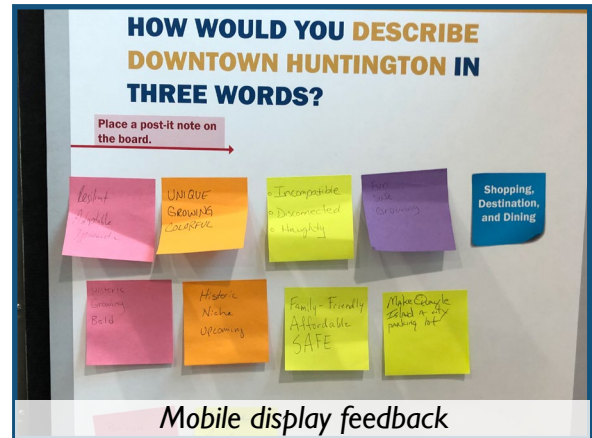
What improvements are of the most importance?



Mobile Display Feedback Summary

How would you describe downtown in three words?

- “Safe, Growing, Fun”
- “Family Friendly, Affordable, Safe”
- “Old Fashioned, Walkable, Free”
- “Historic, Upcoming, Niche”
- “Incompatible, Disconnected, Undeveloped”
- “Adaptable”



What should be prioritized in the future?



#1

Indoor and Outdoor Community Facilities



#2

Attracting & Retaining Businesses



#3

Enhanced Connectivity Options

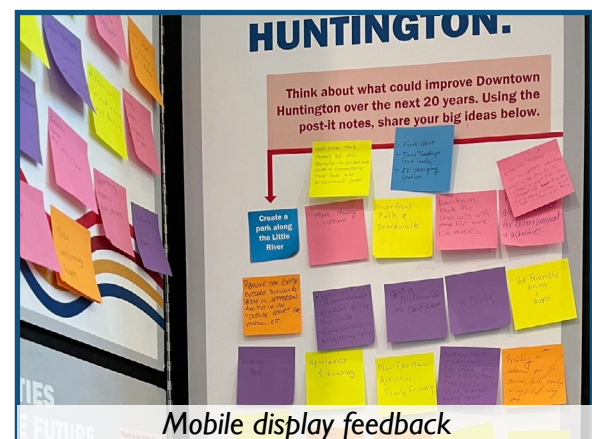


#4

Enhanced Programming Areas

What is your big idea for downtown?

- “Riverfront park and path”
- “Housing options”
- “Entertainment options for all ages”
- “Improve building facades and interiors”
- “Divert truck traffic from 224 & 5 to Broadway”
- “Add a farmer’s market, or grocery store”

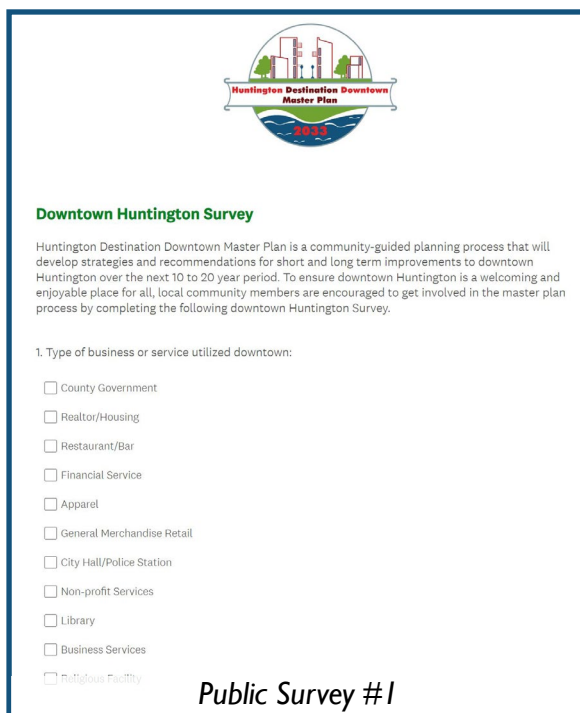


PUBLIC SURVEYS

Public Survey #1

An online public survey was used to reach residents that interacted with the project website or other digital media. The survey was a fast and easy method to interact with the planning process and provide general feedback. The survey provided additional input not yet documented in other outreach methods. The breakdown of survey respondents included a mix of Huntington City and County residents.

The initial survey was available on the project's website between August and October of 2023. Nearly 150 residents participated in the survey, with a cross section of community demographics represented. The input from the Survey can be found on the following pages with a more detailed Summary in the appendix.



What is the biggest challenge currently in downtown?

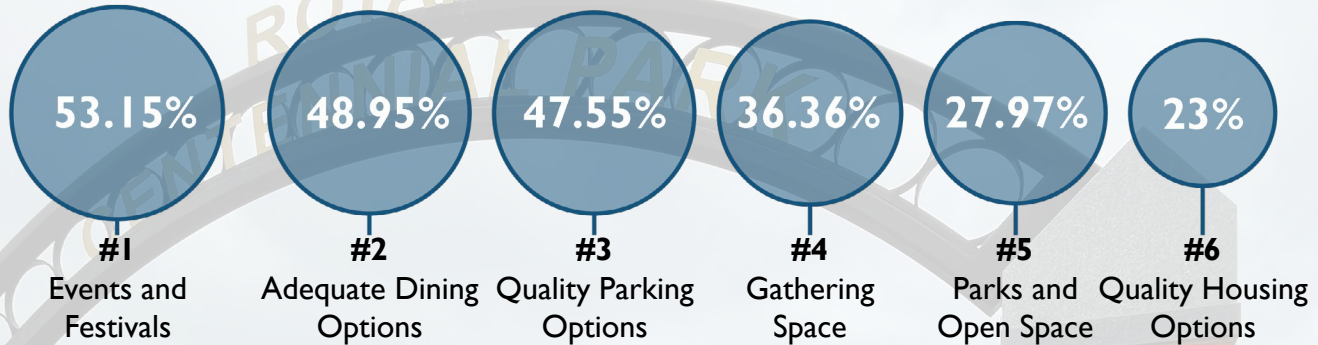
- “Business hours are inconsistent”
- “Vacant buildings and dated storefronts”
- “There is a lack of public restrooms”
- “There seems to be an uneasy relationship amongst businesses”
- “It is a mixed use space that seems to lack cohesion of what it should offer to be”
- “Unsafe at night with a lack of entertainment options for teens”

What is the biggest positive currently in downtown?

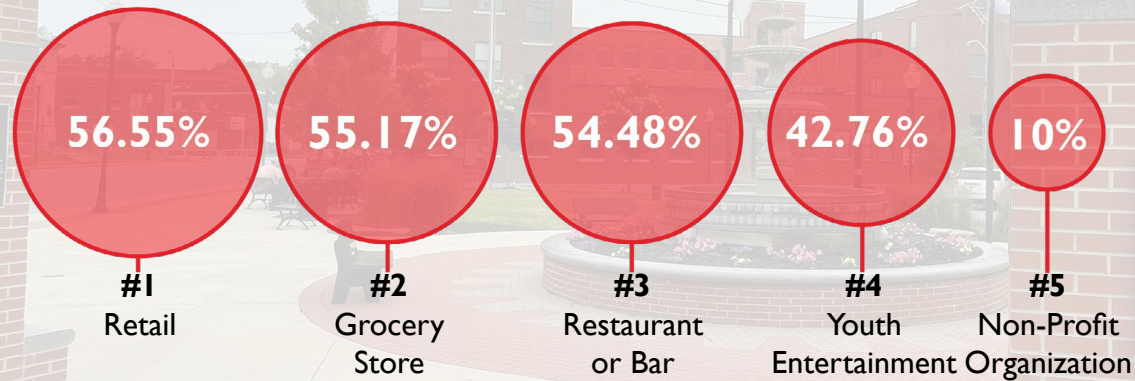
- “Well established specialty businesses”
- “Rotary Park is a nice place to relax”
- “A good sense of history is felt and seen”
- “A wide variety of shops and services one cannot get elsewhere in Huntington”
- “The concert series and some restaurants are starting to be impressive”
- “Safe, clean, and walkable area that is improving”

Public Survey #1 Feedback Summary

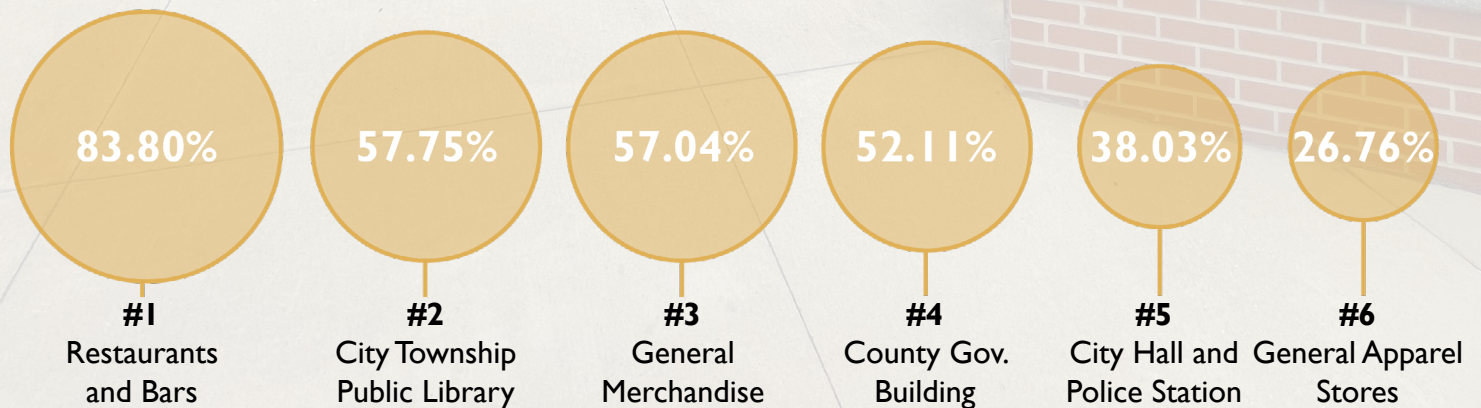
What are the top amenities needed in downtown?



What other types of businesses would you like to see downtown?



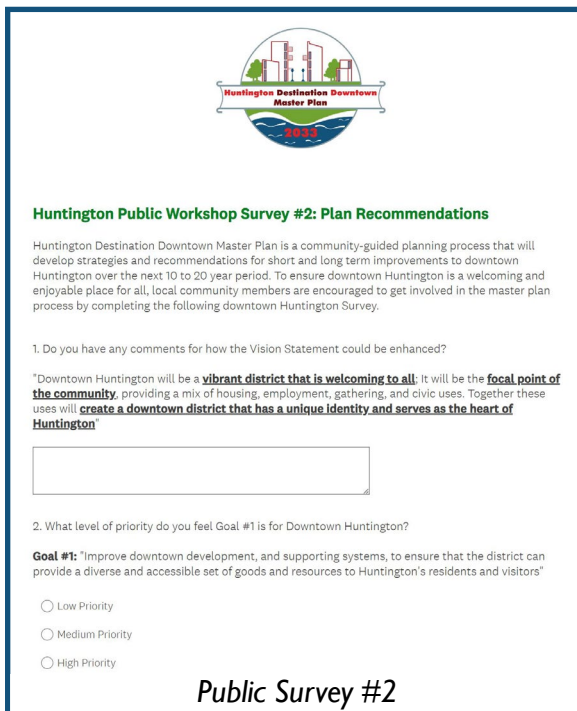
What type of business or service do you currently utilize downtown?



Public Survey #2

After the Steering Committee assisted in the establishment of the plans vision statement, goals, and action steps, the public was then asked to provide their feedback on what should be prioritized in the final plan.

A second online survey was established to gain community feedback on the draft project recommendations including the proposed Downtown Vision Statement, project Goals and Objectives, and Action Steps. The survey was available on the projects website throughout February of 2024 and received over 60 responses. Public input was highlighted on the following pages while a more in depth summary may be found in the appendix.



The screenshot shows a survey form titled "Huntington Public Workshop Survey #2: Plan Recommendations". At the top is a logo for the "Huntington Destination Downtown Master Plan 2022". Below the logo is a paragraph of introductory text about the community-guided planning process. The first question asks for comments on how the Vision Statement could be enhanced. Below the question is a text box containing a quote: "Downtown Huntington will be a vibrant district that is welcoming to all; it will be the focal point of the community, providing a mix of housing, employment, gathering, and civic uses. Together these uses will create a downtown district that has a unique identity and serves as the heart of Huntington". Below the text box is a large empty text area for the respondent's answer. The second question asks for the priority level of Goal #1, which is to improve downtown development and supporting systems. Three radio button options are provided: Low Priority, Medium Priority, and High Priority. At the bottom of the form, the text "Public Survey #2" is displayed.

Do you have any comments for how the Vision Statement could be enhanced?

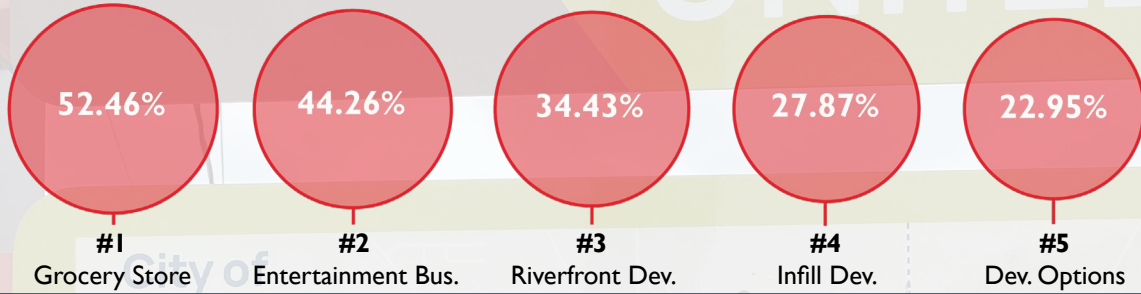
- “I love the heart of Huntington part”
- “The vision statement is more like a vision paragraph that will be hard to remember/share”
- “You must have something for everyone”
- “Not just welcoming to all but accommodating all”

Do you have any additional comments for the master plan?

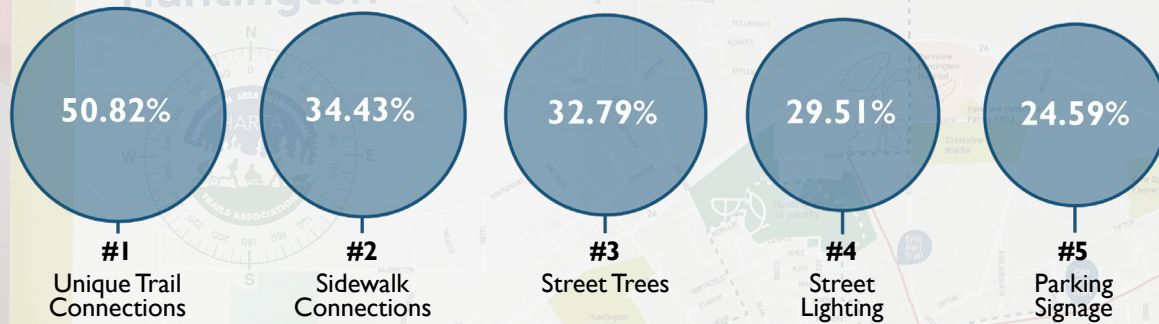
- “I am excited to see how the plan unfolds”
- “It would be nice to see not just the Jefferson strip, but the entire downtown area prioritized”
- “Need a cohesive but doable plan to revive downtown”
- “Make it an advantage to be located downtown and not an impediment”
- “Either re-engage a coalition or hire someone to care about downtown development and be in charge”
- “I really hope to see a positive effect change to the downtown Huntington area”
- “I would like to see our downtown area become a more welcoming area for pedestrians”

Public Survey #2 Feedback Summary

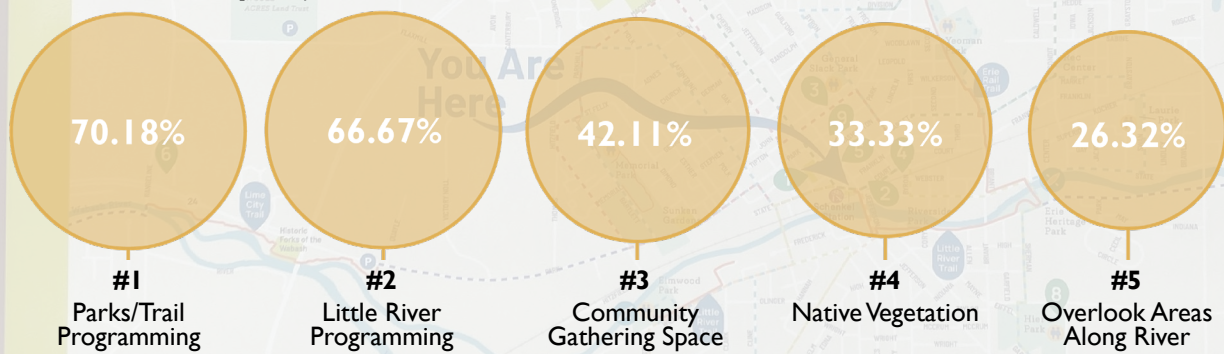
What are the top objectives for Goal #1?



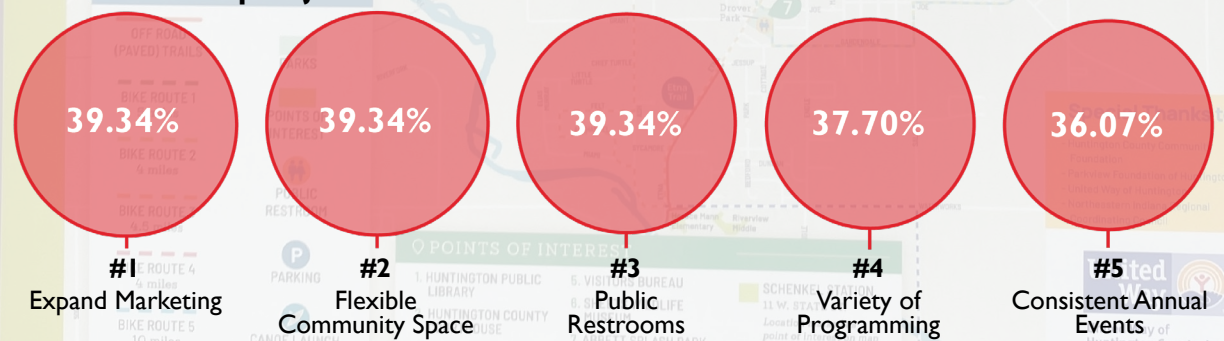
What are the top objectives for Goal #2?



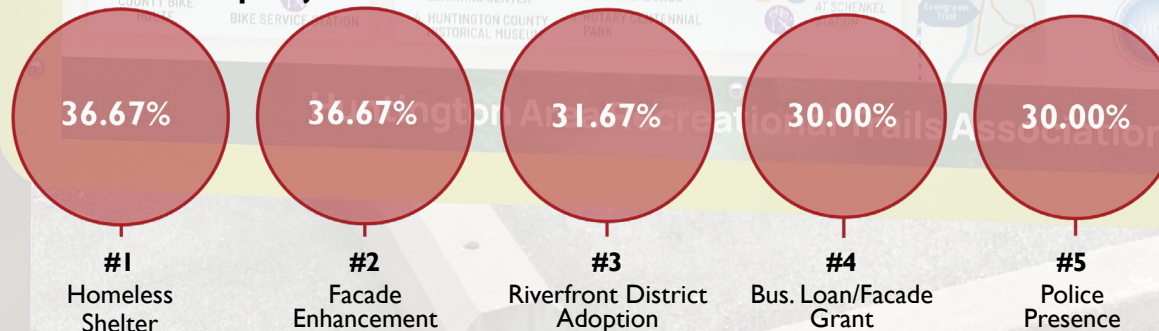
What are the top objectives for Goal #3?



What are the top objectives for Goal #4?



What are the top objectives for Goal #5?



BUSINESS OWNER SURVEY

A business owner survey was developed to reach current owners of downtown businesses. The business survey was conducted to identify similarities or differences between the general public perceptions and private business owners experiences downtown.

Over 50 surveys were distributed to downtown business owners, with several local business owners providing responses. These responses were tallied to better understand hours of operation, business operations, and current needs or desires. Key findings from the Business Owners Survey can be found on the following pages while a detailed summary is located in the appendix.

The City of Huntington is currently completing a Downtown Master Plan and needs your feedback to better understand the current downtown business climate. The intent of this survey is to better understand the trends and attitudes towards development improvements within Downtown Huntington. Obtaining feedback from business owners is vital to the planning process and success of the Downtown Master Plan. We appreciate you taking the time to complete the following survey.

All responses are confidential and only aggregated data will be shared with the public. Please complete and return the survey no later than Friday November 3rd to City Hall. For questions about the survey please contact Brett Willaman (bwillaman@tswdesigngroup.com; 574-527-6932).

1. Business Information:
 Name: _____
 Address: _____
 Phone: _____
 Own Business: Yes No
 Own Building: Yes No

2. Type of product or service provided:
 Government
 Realtor/Housing
 Restaurant/Bar
 Financial Service
 Apparel
 General Merchandise Retail
 Government
 Non-profit Services
 Personal Services
 Business Services
 Other: _____

3. How did your business get started?
 Inherited
 Purchased
 Franchise
 Established by myself
 Other (please specify): _____

4. What is your age?
 18 - 24
 25 - 34
 35 - 44
 45 - 54
 55 - 64
 65+

5. How long has your business been open?

6. If you rent the space for your business, what is the approximate rate per square foot?
 \$ _____ / SQ. FT.

7. What are your hours of operation?
 Monday _____ AM _____ PM _____ Closed
 Tuesday _____ AM _____ PM _____ Closed
 Wednesday _____ AM _____ PM _____ Closed
 Thursday _____ AM _____ PM _____ Closed
 Friday _____ AM _____ PM _____ Closed
 Saturday _____ AM _____ PM _____ Closed
 Sunday _____ AM _____ PM _____ Closed

8. When are your busiest?

Time of Day	
Day of Week	
Month of Year	

9. How many employees do you have?
 _____ Full Time
 _____ Part Time
 _____ Volunteer

Downtown Business Owner Survey

What is the biggest reward or advantage of being in your current location?

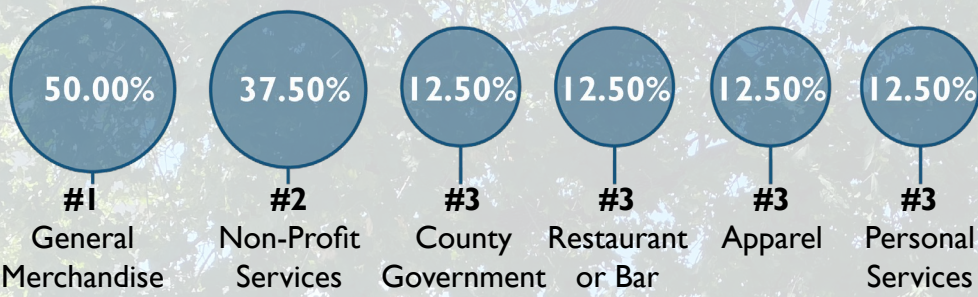
- “Visibility and convenience”
- “Centrally located to the community”
- “Atmosphere and architecture”
- “Maintaining the same hours for 23 years”
- “Relatively inexpensive to be downtown compared to other strip malls”
- “Patients enjoy being close to other businesses when they come in”

What major obstacles does your business currently face?

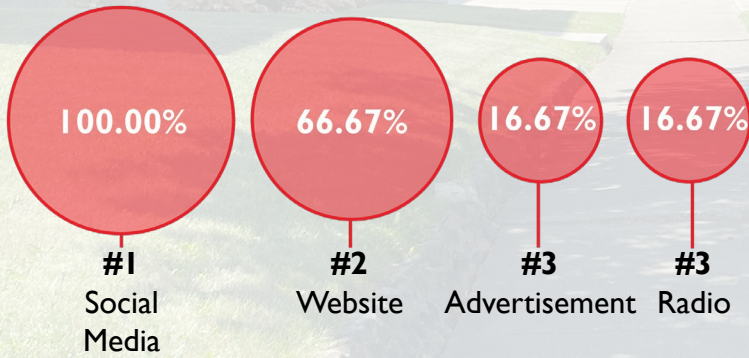
- “Homeless people”
- “Supply chain issues for businesses”
- “Lack of parking certain times of day/year”
- “Handicap accessible parking options”
- “Limits of local support and perception that there is nothing downtown”
- “Business owners do not work together, support each other, or our community”

Business Owner Survey Feedback Summary

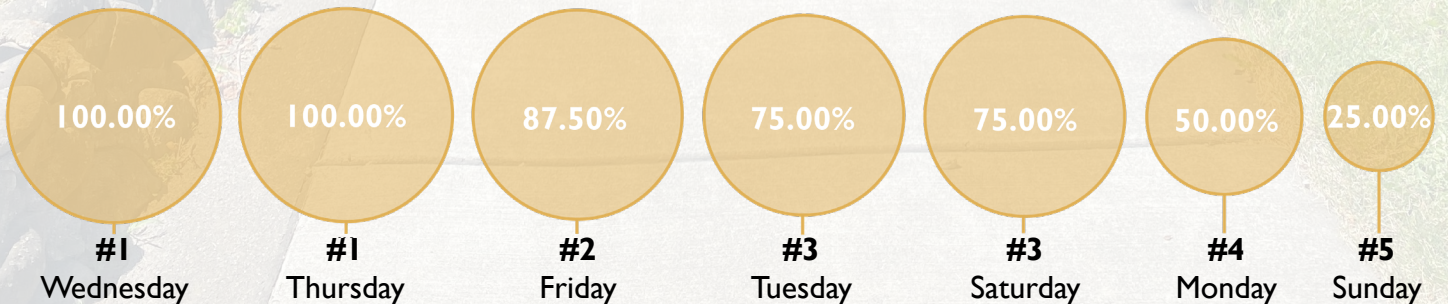
What type of product or service do you provide?



Which marketing channels do you use to promote your business?



What days of the week are you open?



PUBLIC INPUT SUMMARY

Online Presence

Online tools revealed an overwhelming response of ideas and suggestions for the downtown study area. Popular topics discussed were the need for parking, development and redevelopment of sites, as well as Little River utilization for recreational purposes.

Public Workshops

Public Workshops gained a consensus that downtown is growing and possesses potential for future development, programming, and events. Overwhelming support for riverfront development and natural integrations, such as parks and open space, was observed as well as a need for downtown events and management.

Mobile Display

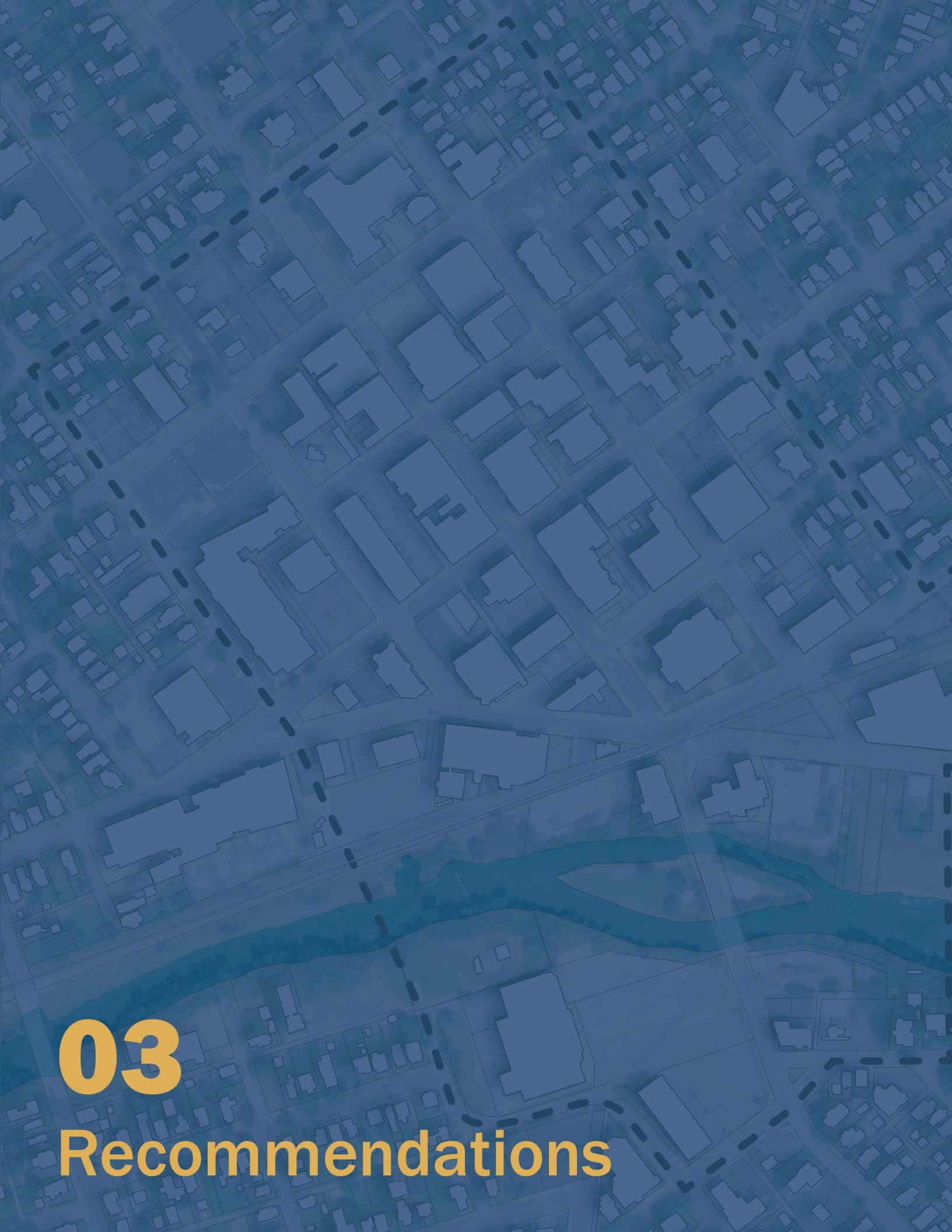
The Mobile Display was available at numerous locations throughout the community. Community Feedback from participants revealed a desire to amplify downtown through the enhancement of new development, events, and programming that are gaining momentum.

Public Surveys

Residents were asked to answer a variety of questions regarding perceptions of downtown and the priorities in should address for the plan. An overall consensus was reached that downtown is improving but still lacks in certain categories that need addressed such as safety, youth entertainment, and public restroom facilities. When asked what priorities should be the key focus, highlighted votes include grocery store and entertainment business development, safe and consistent sidewalk and trail connections, parks and trail programming with a focus along the Little River, downtown marketing and community gathering spaces, and facade enhancement and homeless shelter funding.

Business Owner Survey

Business owners feel downtown is a prime location for commerce but feel the business environment could be more collaborative and needs such as accessibility and marketing could be enhanced.



03

Recommendations



PLAN FRAMEWORK

As a result of the inventory and extensive public dialogue, a framework for recommendations has been established that builds upon the broad community vision for downtown. The resulting plan recommendations are representative of the community's values, ideas, and priorities, building directly on the local input.

This chapter outlines the recommendation for *Huntington Destination Downtown Master Plan*: a collection of projects, policies, and programs that will guide the community toward its goals for the future. This chapter is divided into five sections, representing each of the major plan topic areas covered in this plan. Each section adheres to a consistent format, starting with the topic goal and existing conditions and trends, followed by a summary of the recommendations. Each of the topic areas addressed support the vision statement for downtown and outline a series of physical improvement, policy, and administrative recommendations.

Each goal, objective, and action step focuses on key areas of the downtown's success and sustainability. Each of the five topic areas outlined in this section support the overall vision statement for downtown which is to reinforce the area as the "Heart of Huntington".

Vision:

An inspiration statement that broadly defines a community's values and ideal future

Goal:

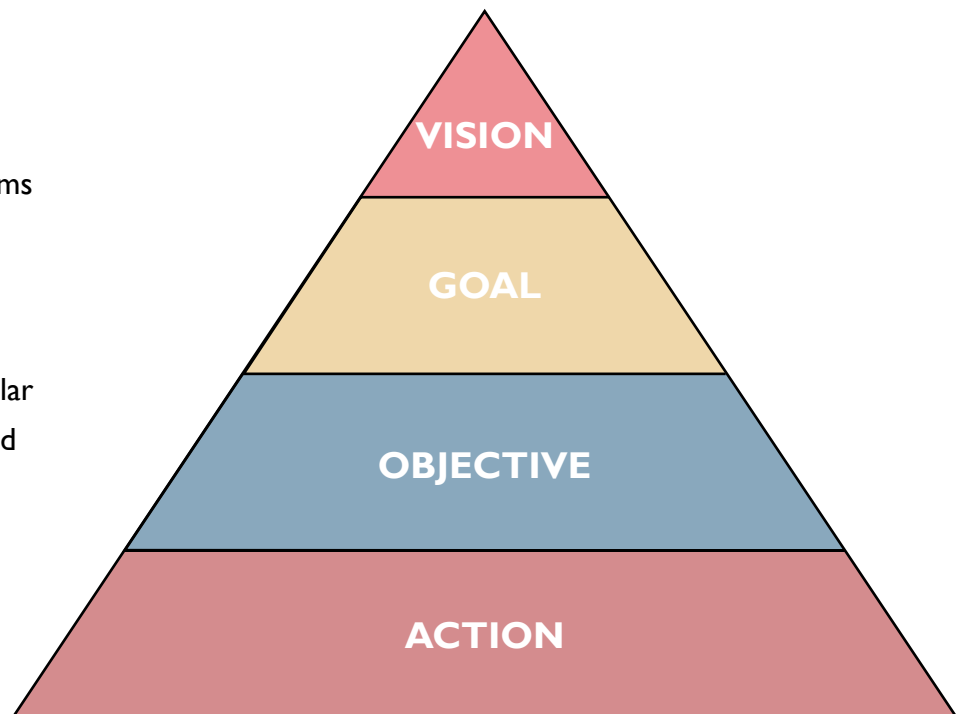
A broad, desired outcome for the community expressed in simple terms for each of the plan's topic areas

Objective:

Elements that define what a particular goal means, providing a more refined sense of direction

Action:

A strategy to achieve a corresponding objective





Mission Statement

“Our mission is to make the downtown district the premier destination in Huntington”

DOWNTOWN VISION

“Downtown Huntington will be a **vibrant district that is welcoming to all**; It will be the **focal point of the community**, providing a mix of housing, employment, gathering, and civic uses. Together these uses will **create a downtown district that has a unique identity and serves as the heart of Huntington**”



Like the vision statement, goals are broad statements that provide another level of specificity and articulate areas of specific focus related to an identified topic. For the purposes of this planning effort, five overarching plan goals were identified that capture the key focus areas for downtown. These goal statements identify the intended outcomes of this plan and are outlined in detail in the following pages. The five goals were crafted to organize the key recommendations around similar areas of focus.

- 1) Development
- 2) Connectivity
- 3) Destinations
- 4) Vitality
- 5) Administration

The following renderings are conceptual illustrations that demonstrate a potential solution for each goal focus area. The image is meant to promote community discussion while providing a realistic solution that the goal, and its actions, are striving to achieve.



#1: DEVELOPMENT

#2: CONNECTIVITY

#3: DESTINATIONS

#4: VITALITY

#5: ADMINISTRATION



DEVELOPMENT

GOAL 1: Improve downtown development, and supporting systems, to ensure that the district can provide a diverse and accessible set of goods and resources to Huntington’s residents and visitors.

Land use and development decisions are fundamentally important to the form, function, and prosperity of a community. For this reason, development, and investment in downtown, is an essential topic for the Plan.

Many factors contribute to issues related to downtown development recommendations. First and foremost, the community’s vision for its built environment and physical character must take precedent. Other influencing factors include demographic trends, market conditions, infrastructure needs, transportation impacts, fiscal impacts, regional plans, utility decisions, and environmental conservation and protection.

Highlights of feedback related to development issues downtown and key recommendations for development initiatives follow.



Conceptual Image: US 224 South Of The Bridge Facing Etna Ave.

What We Heard

All of the feedback shared throughout the process directly informed the development recommendations outlined in this section. Key highlights include:

Public Survey

- Downtown is too small and needs to be expanded.
- Keeping storefronts leased increases the likelihood of people continuing to desire downtown.
- Downtown feels dated and there are buildings in need of redevelopment. Preserve historic commercial buildings.

Community Workshop

- Quality housing options and businesses are appropriate.
- Entertainment options are the most important type of development identified.
- Apartment housing is the most important type of housing development identified.

Mobile Display

- Business attraction and retention is the highest priority.
- Majority desire for new housing or businesses south of the Little River.

DEVELOPMENT

Goal 1: Improve downtown development, and supporting systems, to ensure that the district can provide a diverse and accessible set of goods and resources to Huntington's residents and visitors.

Land Use/Development District Objectives

I-1	Increase available entertainment business options.
I-2	Increase the diversity of land use within downtown.
I-3	Capitalize on land available for development.
I-4	Consider establishment of a unique tax district within downtown to support maintenance and beautification enhancements.
I-5	Create new development opportunities along the Little River.

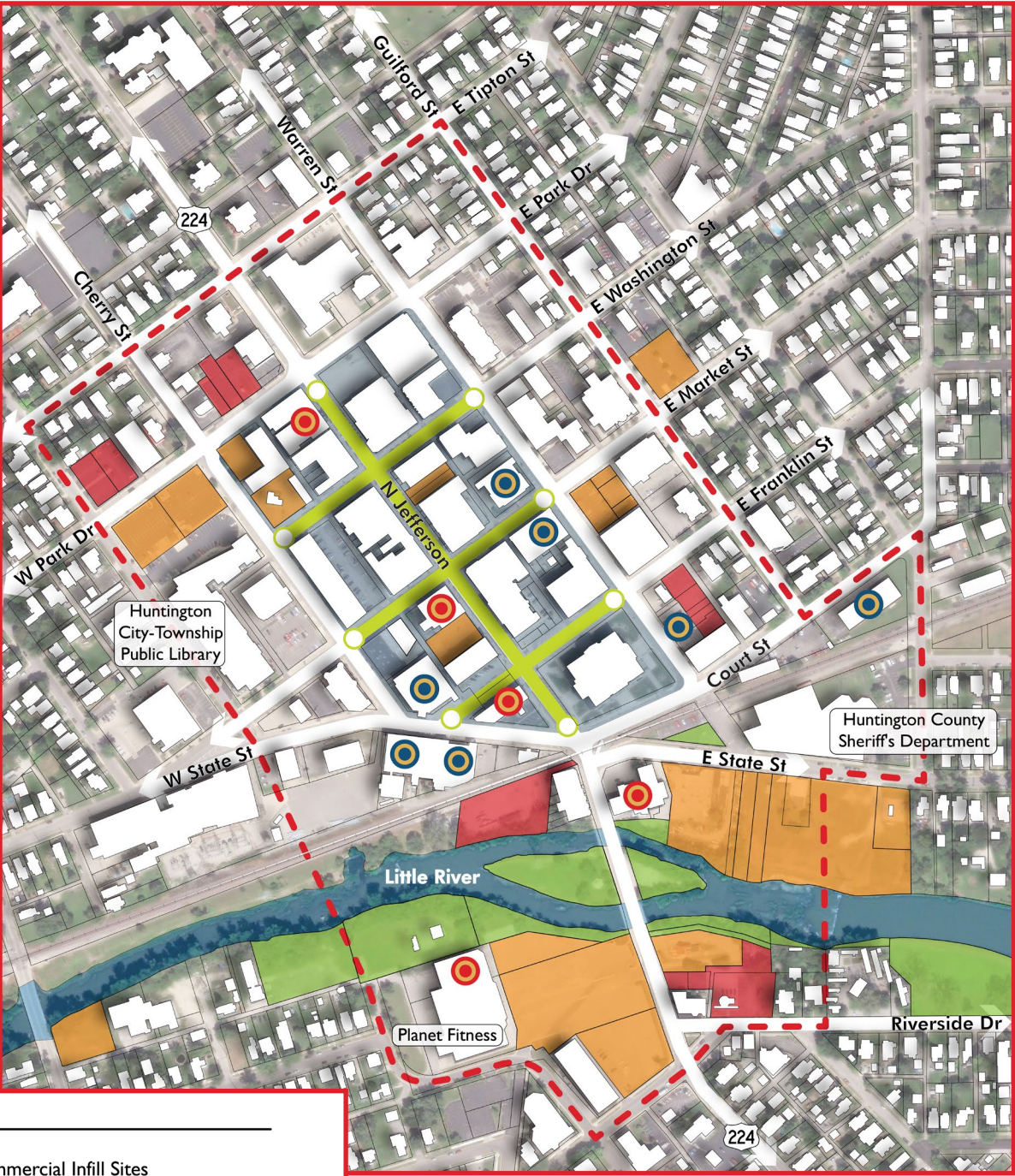
Infill and Redevelopment Objectives

I-6	Favor infill development over physical expansion of the downtown district where possible.
I-7	Incentivize quality commercial and residential development to increase foot traffic.
I-8	Encourage quality residential options throughout downtown.
I-9	Develop a grocery store within the downtown area.
I-10	Target commercial redevelopment opportunities along the Little River.

Parking Objectives

I-11	Include public parking locations in wayfinding signage. (as recommended by previous parking study)
I-12	Install and maintain angled and parallel parking options where scale of street permits to allow for additional on-street parking.
I-13	Increase handicap accessible parking options along North Jefferson Street. (if possible by 3-5%)
I-14	Monitor the current 4-hour long-term parking along Cherry and Warren Streets and adjust as appropriate.
I-15	If demand warrants, consider supporting the creation of a parking structure to service downtown.

Development Recommendations



Legend

- Commercial Infill Sites
- Recreation Infill Sites
- Mixed-Use Infill Sites
- Redevelopment Sites
- Redevelopment Priority Sites
- Primary Pedestrian Investment Areas
- 2 Hour Public Parking
- Little River
- Buildings
- Project Area Boundary





GOAL 2: Improve and enhance connections into and through downtown to ensure that the area is safe, accessible, and comfortable for vehicles, pedestrians, and cyclists.

Connectivity focuses on recommendations and concepts for downtown that address all modes of transportation, with a prioritization of pedestrians and bicyclists in addition to automobiles.

Connectivity plays a key role in the dynamics of accessibility between places and, as such, is inherently linked with many other plan priorities. A robust, safe, and connected mobility network can shape change, growth, and support development and long term investment in the greater downtown area.

A summary of the community feedback highlighting connectivity topics as well as recommendations for this goal are on the following pages.



Conceptual Image: North Jefferson Street Facing North

What We Heard

Connectivity issues were top issues identified in the public input process as key factors related to the safety and accessibility of downtown.

Public Survey

- 81.1% of survey respondents drive to downtown Huntington.
- 83.59% of survey respondents are under 65 years old.
- Parking is seen as an issue by a majority of residents.
- North Jefferson Street is desired to become a two-way street by residents.
- 34.86% of respondents shop or dine in downtown Huntington at least once a week.

Community Workshop

- There have been 99 car accidents reported between 2021-2023 within downtown.
- 10,867 people live within a mile of downtown.
- Recreational spaces are the second most important type of development identified.
- Parking is the least apparent in downtown.

Mobile Display

- Connectivity is one of the highest priorities for the future of downtown.
- Majority of street-scape enhancement dots are placed along US 224 and N. Jefferson St.

CONNECTIVITY

Goal 2: Improve and enhance connections into and through downtown to ensure that the area is safe, accessible, and comfortable for vehicles, pedestrians, and cyclists.

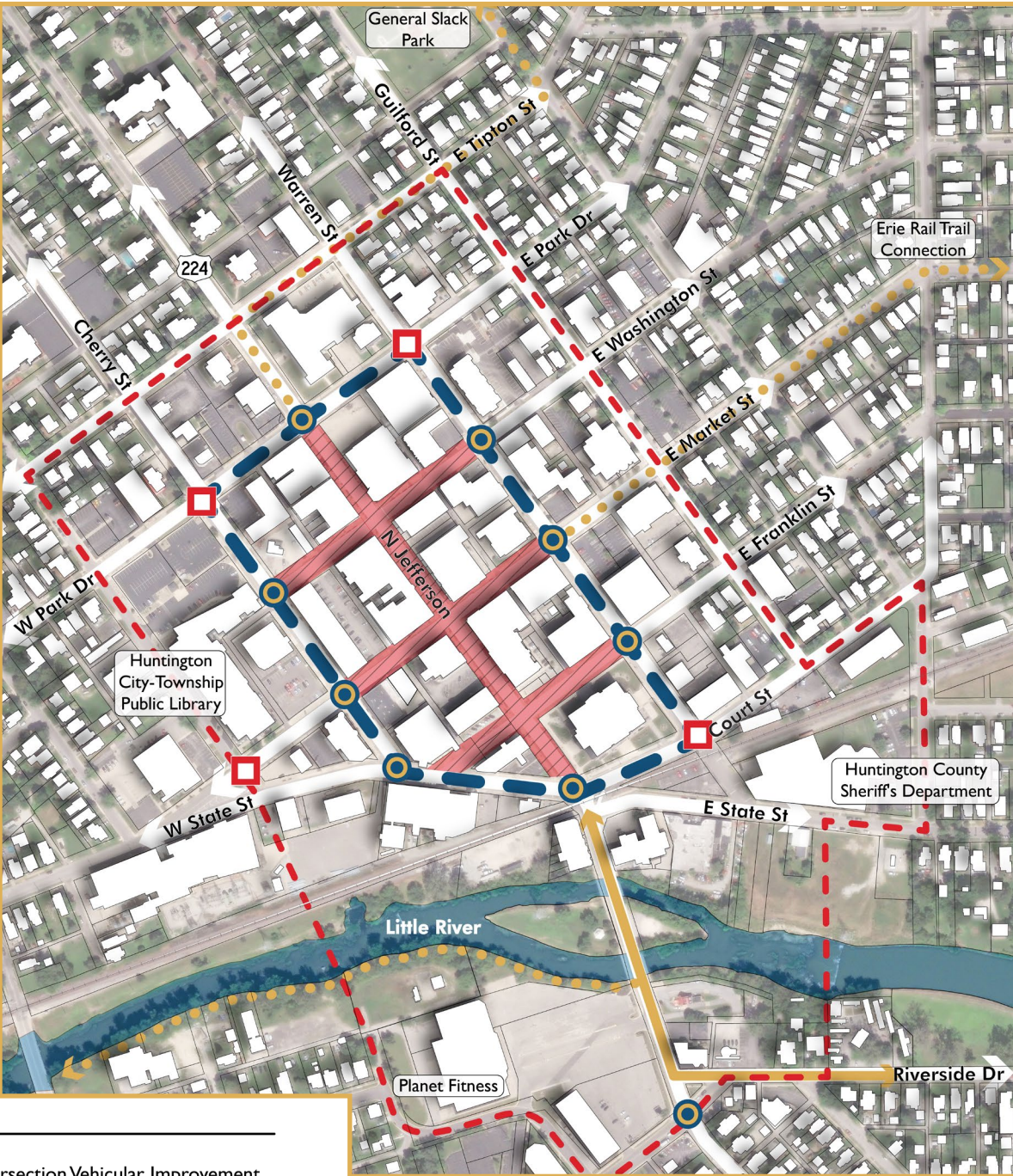
Vehicular Transportation Objectives

2-1	Where appropriate, reduce the width of vehicular travel lanes on city-controlled streets.
2-2	Implement an increase in native street trees.
2-3	Implement Complete Street principles and practices in public infrastructure projects.
2-4	Evaluate returning North Jefferson Street to two-way traffic, requiring parallel parking instead of angled.
2-5	Implement a zero-curb design along North Jefferson Street with center drainage and a change in material between street, pedestrian, and parking designations.

Pedestrian and Bicycle Routes Objectives

2-6	Maintain and expand street lighting throughout downtown.
2-7	Implement consistent and safe sidewalk connections throughout downtown.
2-8	Install “curb bump outs” at appropriate intersections to protect parking and enhance pedestrian safety.
2-9	Install pedestrian activated crossing lights at each intersection along US 224.
2-10	Display clear crosswalks at all intersections downtown using materials such as paint, brick, or stamped concrete.
2-11	Maintain and expand parking identification signage throughout downtown.
2-12	Install planted verge/stormwater retention areas at curb bump outs where appropriate.
2-13	Place barriers to protect bicycle lanes where feasible.
2-14	Place movable planter box barriers adjacent to trails when adjacent to travel lanes.
2-15	Develop a unique trail or greenway that connects existing trails to downtown.

Connectivity Recommendations



Legend

-  Intersection Vehicular Improvement
-  Intersection Pedestrian Improvement
-  Major Vehicular Corridor Improvements
-  Pedestrian Investment Area
-  Existing Trail Connection
-  Proposed Trail Extension
-  Little River
-  Buildings
-  Project Area Boundary





DESTINATIONS

GOAL 3: Promote, preserve, and increase the supply of natural features and usable open space throughout downtown to encourage recreation and activation within these spaces.

Supporting and creating unique and attractive destinations is a critical component in reinforcing the character and sense of place downtown. These elements are typically physical developments that can be seen and experienced by all users of downtown. They play a crucial role in attracting people and often can be used to celebrate or highlight unique characteristics of the downtown. Supporting these unique destinations reinforces that downtown is the place to go for community activities, events, entertainment, and commerce.

Public input provided numerous ideas related to downtown destinations. Highlights of those comments, as well as the plan recommendations for this topic, are presented in the following pages.



Conceptual Image: Little River Activation Facing South

What We Heard

Destinations along the Little River was a key topic addressed by a majority of outreach efforts. In consensus, all efforts agree that the river will play a vital role in the downtowns future.

Public Survey

- Respondents feel the Little River is currently being underutilized.

Community Workshop

- Riverfront development was voted the most appropriate for downtown.
- Recreational spaces are the second most important type of development identified.

Mobile Display

- The majority of gathering and green space map dots were placed along the Little River from residents.

Steering Committee

- The majority of gathering and green space map dots were placed along the Little River from Steering Committee Members.

DESTINATIONS

Goal 3: Promote, preserve, and increase the supply of natural features and usable open space throughout downtown to encourage recreation and activation within these spaces.

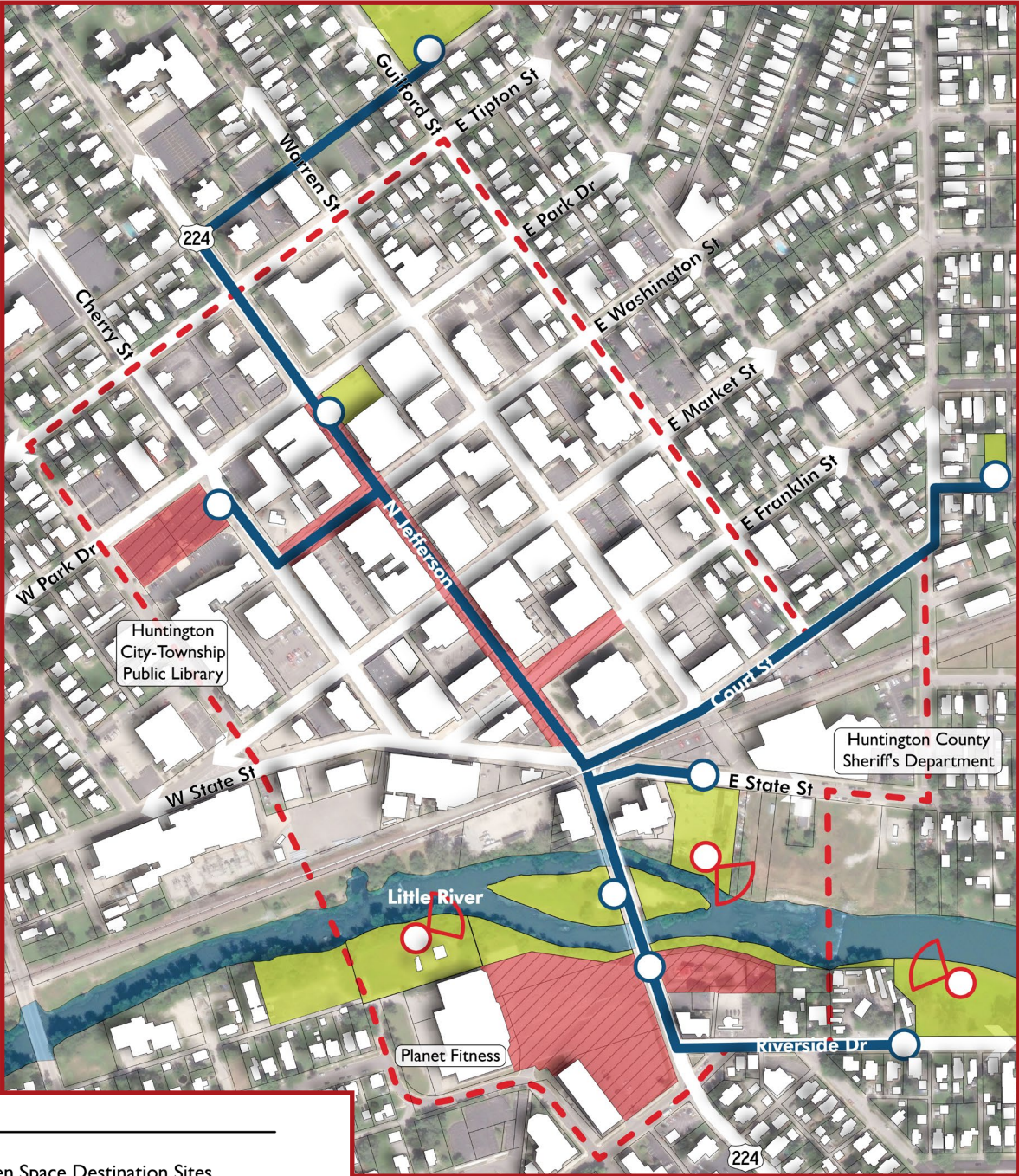
Public Open Space Objectives

3-1	Introduce native vegetation on public open space areas adjacent to Little River corridor currently underutilized.
3-2	Create parks and trail programming on public open land where available, especially adjacent to the Little River.
3-3	Develop civic activation within open space that is outside of the floodplain.
3-4	Institute a central community gathering space adjacent to the Little River.
3-5	Develop overlook areas near areas of interest, history, or recreation.

Riverfront Objectives

3-6	Redevelop the Little River's bank to support water activation and floodplain control.
3-7	Program the Little River, through recreational opportunities such as kayaking, to promote its activation and utilization as a recreational resource in downtown.
3-8	Identify and incorporate potential park/open space development options for floodplain areas along the Little River.

Destinations Recommendations



Legend

-  Open Space Destination Sites
-  Destination Priority Area
-  Destinations Connection Roads
-  Destination Stops
-  Little River
-  Buildings
-  Downtown Boundary
-  Overlook Area





GOAL 4: Activate downtown Huntington by providing unique and community focused seasonal events, year-round programming, and promote these activities to the community and region using distinct downtown branding and messaging.

Having a vital downtown is essential to cultivating an activated and dynamic space. The plan objectives focus on creating an active and vital downtown, reinforcing the need to continue to support and elevate both the physical infrastructure, programming, and marketing of the public spaces downtown. Many elements related to the vitality plan goals are not physical recommendations. Rather, they reinforce both existing and new programming and policy initiatives intended to support downtown activity.

A series of project recommendations are supported by public input comments, outlined on the following pages.



Conceptual Image: North Jefferson Street Southern Entrance

What We Heard

Downtown has an dedicated crowd of users who appreciate current offerings and feel enhancements can be made to further reinforce an unique character for the district.

Public Survey

- 80.95% of survey respondents attend festivals and events currently held.
- 87.5% of survey respondents have shopped or dined in downtown Huntington for over four years.

Community Workshop

- Defined character is not apparent currently.
- Parks and open space is the second most appropriate land use in downtown.
- All amenities were identified highly as being appropriate.
- A good mixture of land uses is not apparent.

Mobile Display

- Streetscape enhancements is voted as the highest improvement area.
- Community facilities and programming are the two highest priorities identified for the future.

VITALITY

Goal 4: Activate Downtown Huntington by providing unique and community focused seasonal events, year-round programming, and promoting these activities to the community and region using distinct downtown branding and messaging.

Marketing Objectives

4-1	Continue and expand the marketing of downtown programs, events, and festivals marketed and programmed distinctly.
4-2	Implement downtown branding through logo and website development.
4-3	Re-establish a Main Street Organization or Downtown Merchants Association

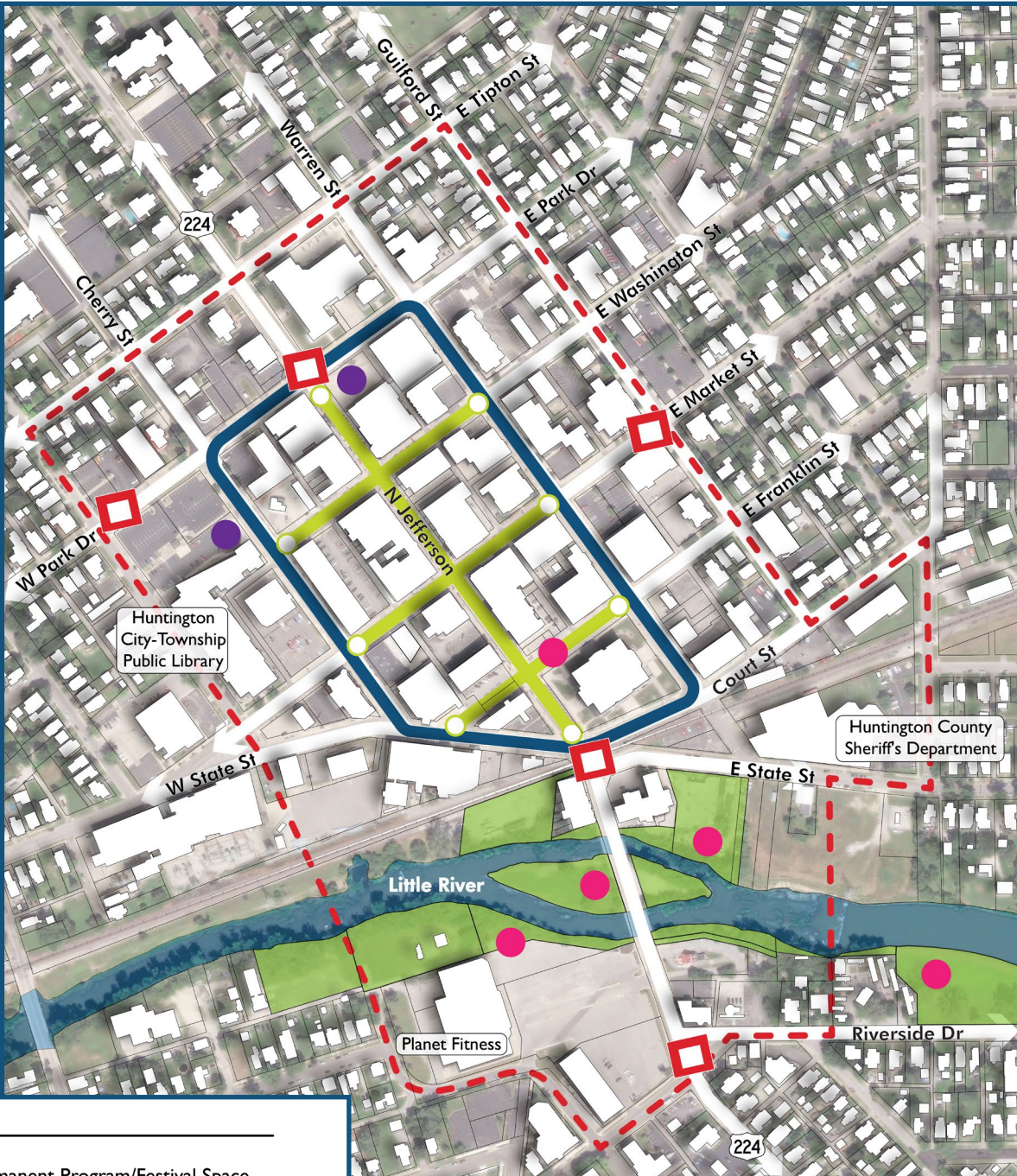
Programming Objectives

4-4	Grow and support consistent downtown events throughout the year.
4-5	Develop a flexible indoor/outdoor space for community events (Little River adjacent land, East Franklin Street, North Jefferson Street).
4-6	Provide a mix of programming suitable for all age groups (Carnival, music festival, bar crawl, holiday events, weekly summer concert series, and porch festival)
4-7	Encourage a consistency in business hours among businesses.

Branding Objectives

4-8	Use decorative paving materials to enhance the unique character of the downtown district.
4-9	Encourage the use of native landscaping throughout downtown and the riverfront corridor.
4-10	Continue to install/maintain decorative lights to provide safety lighting and promote unique district character.
4-11	Add signage and landscaping at major entry points in downtown Huntington to refresh the gateway experience.
4-12	Install wayfinding signage throughout downtown that aligns with trail signage.
4-13	Add historic markers/historic culture trail to buildings and sites downtown.
4-14	Work with INDOT to coordinate enhanced signage options along US 224
4-15	Regularly make existing public restroom in courthouse available or install a public restroom within the downtown area that is accessible to all.
4-16	Develop murals and public art that are distinct to Huntington and incorporate district color palettes and labeling.
4-17	Utilize existing logo and branding to include in the built environment and marketing efforts that supports the existing “Heart of Huntington” brand.

Vitality Recommendations



Legend

- Permanent Program/Festival Space
- Temporary Program/Festival Space
- Primary Pedestrian Investment Area
- Secondary Pedestrian Investment Area
- Gateway Enhancements
- Riverfront Programming Space
- Little River
- Buildings
- Project Area Boundary





GOAL 5: Modernize public administration roles, processes, and tools to properly enforce current regulations, incentivize programs and development, and provide flexibility so that we can adapt to changing conditions and priorities.

Providing recommendations related to the administration of downtown programs, policies, and physical investments is key to a more streamlined and efficient function of downtown management. The plan recommendations related to administration elements play a key role in the maintaining and updating of policy enhancement for downtown programs. These updates provide a long-term support system for sustaining and promoting downtown growth, development, and engagement.

The following pages highlight key administrative recommendations that were supported by community input documented during the planning process.



Conceptual Image: North Jefferson Street Festival

What We Heard

The enhancement and enforcement of administrative roles and tasks is needed in downtown to ensure the maintenance and increase in programming.

Public Survey

- Survey respondents identified homelessness and soliciting as being evident in downtown.
- Parking is currently identified as confusing and lacks proper enforcement.
- Public events and festivals are desired and supported by local citizens.

Community Workshop

- Parking is not apparent in downtown.
- 16 people identified there is opportunities for growth currently.
- Businesses do not work together and there is a bad environment among them.

Mobile Display

- Citizens love events and festivals currently held in downtown.
- Programming is ranked highest in future priorities.

Administration Recommendations/Definitions

What are use-based and form-based approaches to standards?

Use-based signifies a land use being utilized for a purpose other than what it is zoned for such as a mixed-use building zoned only as a commercial one previously. Form-based is a priority on the form of the buildings, showing that the form is more important than the use.

What is a Complete Streets Policy?

A Complete Streets policy specifies how a community will plan, design, and maintain future street projects so they are safe for pedestrians, bicyclists, and vehicles.

What is B-I zoning?

B-I Zoning is a specific zoning classification to signify a certain purpose for the land located within it. Huntington's downtown is zoned majority B-I which is the densest commercial district primarily used in downtown.

What is a TIF?

TIF stands for Tax Increment Financing and is a powerful financing tool used to fund economic development and investment in infrastructure. This tool uses taxes on future gains in real estate values to pay for new infrastructure improvements within the district.

What is a tax abatement?

A tax abatement can be a tax decrease, a reduction in penalties, or a rebate and is a commonly used incentive to attract new development to towns and cities. The reason cities and towns will grant a tax abatement is to encourage new development that creates new job opportunities and increases local citizen revenue.

What is a Riverfront District?

This is a section within a community which allows different businesses and restaurants to receive an additional number of liquor licenses. This district is within a certain geographic distance of a source of water, river or stream, to encourage denser development activity.

What is a Designated Outdoor Refreshment Area (DORA)?

A DORA is a public area where alcoholic beverages can be purchased in a designated cup from a permitted establishment and carried and consumed within the district.

ADMINISTRATION

Goal 5: Modernize public administration roles, processes, and tools to properly enforce current regulations, incentivize programs and development, and provide flexibility so that we can adapt to changing conditions and priorities.

Public Policy Objectives

5-1	Consider downtown updates to the Huntington Zoning Code to include a hybrid of use-based and form-based approaches to standards.
5-2	Adopt a complete streets policy for the downtown area.
5-3	Review B-I zoning downtown for appropriate design standards/uses and amend as appropriate.

Incentives and Resources Objectives

5-4	Monitor the current TIF as it impacts the downtown district.
5-5	Provide funding to homelessness organizations to develop/enhance an overnight shelter.
5-6	Encourage the utilization of existing Commercial Facade and Roof Grant (CFRG) and/or loan program.
5-7	Consider tax abatement incentives for transformative downtown projects.

Administration Recommendations & Definitions (Continued)

ADMINISTRATION

Goal 5: Modernize public administration roles, processes, and tools to properly enforce current regulations, incentivize programs and development, and provide flexibility so that we can adapt to changing conditions and priorities.

Oversight Objectives

5-8	Hire a part-time or full-time manager/director for downtown programming and administration, a Main Street Organization or a Downtown Business Association.
5-9	Adopt a Riverfront District for the downtown area.
5-10	Consider adopting/enhancing a Designated Outdoor Refreshment Area (DORA) for the downtown area.
5-11	Enforce two-hour and four-hour parking zones and permit lots.
5-12	Continue to support police presence and visibility throughout downtown.
5-13	Continue to support work/share collaborative spaces downtown.
5-14	Re-engage downtown merchants/Business Coalition/Main Street Organizations.
5-15	Consider downtown exterior review design guidelines.
5-16	Consider the reduction of the speed limit for the east-west streets of Franklin, Market, and Washington.

Overarching Goals and Objectives

Development

Encourage quality development and redevelopment throughout downtown in order to promote a unique district with diverse land uses. In addition, increase parking awareness and accessibility for all users.

Connectivity

Implement safe and consistent connectivity networks that promote multimodal transportation and an increase in its overall quality of use.

Destinations

Focus attention to the Little River and provide adequate programming and gathering spaces for community activities.

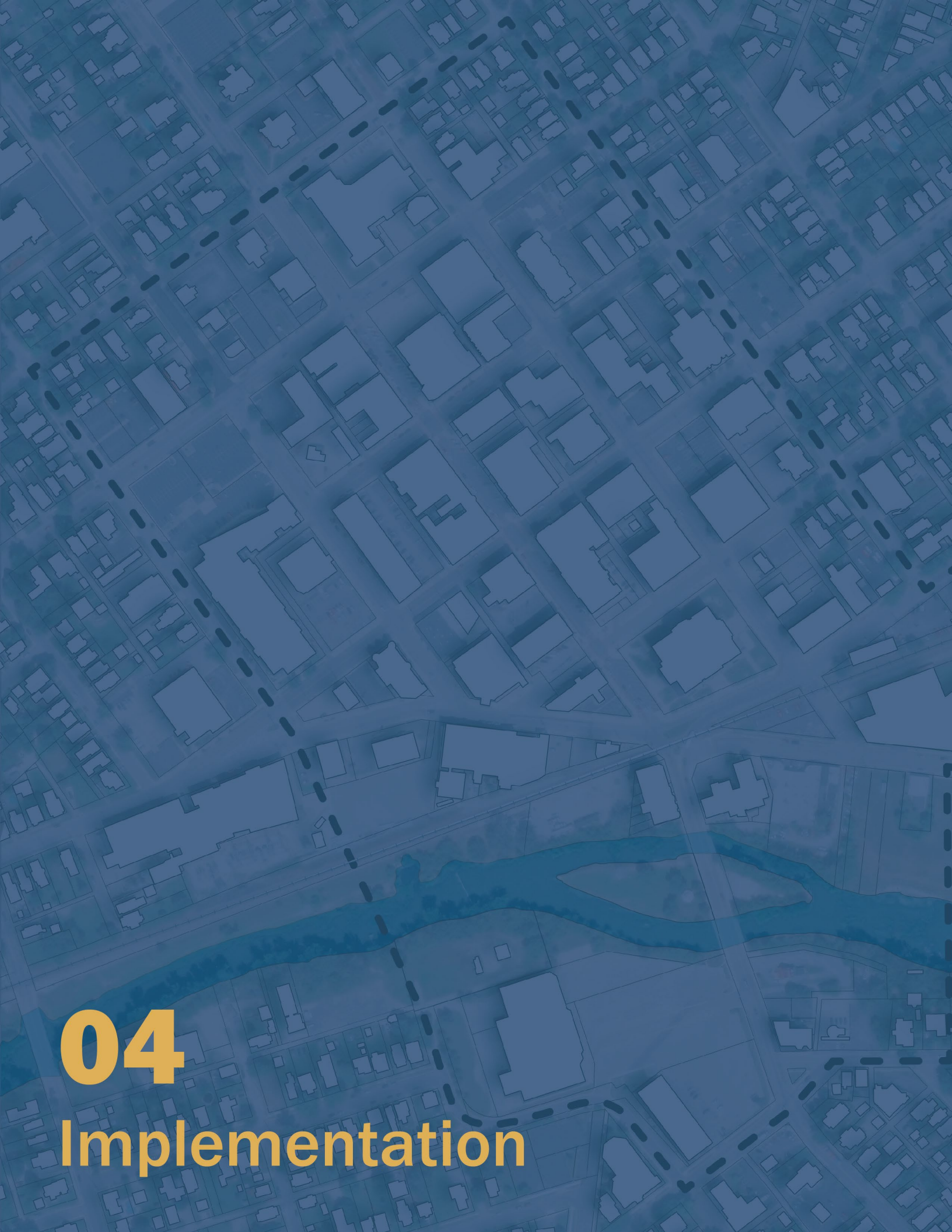
Vitality

Downtown must establish and advertise its unique identity through branding, staffing, and physical enhancements.

Administration

Review current downtown policy, organizations, and unique district enhancements to promote increased activation and community/business participation.





04

Implementation



PLAN STEWARDSHIP

Planning does not end with the adoption of the *Huntington Destination Downtown Master Plan*. Rather, the plan must become operationalized by the City of Huntington and community partners as a key reference document for decision making and program development. Ultimately, the outcomes for this plan will result from the strong partnerships of a community-wide effort to achieve implementation success. This section outlines the recommended approach to using, monitoring, and updating the plan on a regular basis.

Using the Plan

The plan should be referenced and used as a tool related to how both public and private decisions are prioritized concerning development, connections, destination, vitality, and administration objectives. It is critical that key selected officials, staff, decision makers, business owners, and developers are familiar with the plan goals and vision. It is recommended that a training session to review the plan goals be facilitated with boards and commissions that influence downtown growth and development. An annual review of the progress of the plan recommendations should also be conducted by staff in order to update key plan priorities or timeline milestones. Additional future planning efforts, including comprehensive planning, economic development planning, community arts planning, parking studies, housing studies and strategies, and visioning studies should include a review of the downtown plan recommendations to better align those planning efforts.

The plan should also be accessible to the general public by utilizing the plan website, accessible via the city site at huntingtondowntownplan.com, to house the final plan document and post updates about plan implementation and key progress.



Partnerships

Partnerships are key in implementing the *Huntington Destination Downtown Master Plan*. Strengthening, growing, and maintaining partnerships within the community will expand Huntington's capacity to implement actions and goals identified in this plan. As the plan includes a wide variety of goals and objectives, partnerships with private, non-profit, and public organizations will be critical to implementation success. The success of this plan's implementation does not fall on the City of Huntington alone, rather it relies on strong collaboration and participation from multiple organizations in the community. Key potential partnerships for implementation from a variety of sectors include the following:

Public

- City of Huntington
- Huntington Plan Comm.
- Huntington Redev. Comm.
- Huntington County
Community School Corp.
- Huntington Historic
Review Board
- Huntington County
- Indiana Dept. of
Transportation
- Indiana Dept. of Natural
Resources
- Indiana Office of Comm.
& Rural Affairs
- Huntington City-
Township Public Library
- USDA Community
Facilities Program
- Indiana Destination Dev.
Corporation
- IHCDCA CreatINg Places

Private

- Huntington University
- Local Businesses
- Downtown Building
Owners
- Residential and
Commercial Developers
- Private Philanthropy
- Local Financial Institutions

Non-Profit

- Huntington United
Economic Development
- Civic and Faith-Based
Organizations
- Huntington Area
Recreational Trails
Association
- Community Foundation
of Huntington County
- Huntington County
Visitors Bureau
- Huntington County
Chamber of Commerce
- Heritage Days Festival/
Event Groups

SUMMARY MATRIX

The table on the following pages is a compilation of the plan goals, objectives, and actions set forth in previous chapters. This matrix connects each action with the city's role as well as identifies potential capital intensity required for implementation. The legend below provides a detailed explanation of each item considered in the matrix and its importance.

City Role

It is recognized that the city cannot always be directly responsible for achieving every recommendation specified in this plan. In a lot of cases, there will be financial, legal, or other constraints that require numerous agencies participation to achieve a specific action. Some projects are significant enough that they will involve buy-in or collaboration from numerous partnerships. As a means of better highlighting the scale of role by the city, the matrix identifies those that they control and those that they can influence.



Control - Actions the city can directly carry out.



Influence - Actions the city desires to achieve or make progress on, but cannot do so on its own without outside involvement from other agencies or partners, or where decision making by private parties largely drives the outcome.

Time Frame



Specific - Actions that are time-bound projects or initiatives that will eventually be completed.



Ongoing - Actions that are ongoing, general policy directives and do not have an end date.

Priority



The priority indicator is used to call special attention to recommendations of great community importance based on community engagement feedback.

Capital Intensity



This tool is used to highlight a projects estimated cost from beginning to completion. Its serves in assisting the community in better understanding the fundraising needed for the implementation of the actions.

How to Use the Matrix

The graphic below provides an overview on understanding the components of the implementation matrix.

- 1 **Section** - Each section is a particular element or topic of the Downtown Master Plan.
- 2 **Goal Statement** - The goal statement is an aspirational statement that describes a desired future or outcome. Each section has an accompanying goal statement.
- 3 **Objective** - An objective is a participial step to achieve a goal. Each objective is numbered according to the order in which it appears in the plan (eg. 1-1, 1-2, etc.).
- 4 **Actions** - Each action is numbered in relation to the objective to which it is contributing, followed by the order in which it appears in the plan (eg, 1-1, 1-2, etc.).
- 5 **City Role** - The city role column indicates whether an action is directly within the purview of the City of Huntington or whether it is an action that the City can influence with the help of other partners.
- 6 **Time Frame** - The time frame column indicates whether an action is specific and time-bound or an ongoing policy directive.
- 7 **Capital Intensity** - The capital intensity column indicates an estimated cost associated with the action statement on a rating from one (\$), for the least expensive projects, up to five (\$\$\$\$\$) for the most expensive projects.
- 8 **Priority** - An action is designated as a priority if the community agreed that it is very important and will help Huntington achieve its goals and vision for downtown. It should be noted Council may choose to shift priorities annually over time, in response to community desires and preferences.

1	SECTION HEADER					
2	Goal Statement:			5	6	7
3	Objective			City Role	Time Frame	Capital Intensity
4	Action	Action Statement				
8	Action	Action Statement				
	Action	Action Statement				
	Action	Action Statement				

DEVELOPMENT

Goal 1: Improve downtown development, and supporting systems, to ensure that the district can provide a diverse and accessible set of goods and resources to Huntington's residents and visitors.

<i>Land Use/Development District Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
1-1	Increase available entertainment business options.			\$\$\$
1-2	Increase the diversity of land use within downtown.			\$\$
1-3	Capitalize on land available for development.			\$\$\$\$
1-4	Consider establishment of a unique tax district within downtown to support maintenance and beautification enh.			\$
1-5	Create new development opportunities along the Little River.			\$\$\$\$
<i>Infill and Redevelopment Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
1-6	Favor infill development over physical expansion of the downtown district where possible.			\$\$\$
1-7	Incentivize quality commercial and residential development to increase foot traffic.			\$\$\$
1-8	Encourage quality residential options throughout downtown.			\$
1-9	Develop a grocery store within the downtown area.			\$\$\$
1-10	Target commercial redevelopment opportunities along the Little River.			\$\$\$\$
<i>Parking Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
1-11	Include public parking locations in wayfinding signage. (as recommended by previous parking study)			\$
1-12	Install and maintain angled and parallel parking options where scale of street allows for additional on-street park.			\$\$
1-13	Increase handicap accessible parking options along North Jefferson Street. (if possible by 3-5%)			\$\$
1-14	Monitor the current 4-hour long-term parking along Cherry and Warren Streets and adjust as appropriate.			\$
1-15	If demand warrants, consider supporting the creation of a parking structure to service downtown.			\$\$\$\$\$

CONNECTIVITY

Goal 2: Improve and enhance connections into and through downtown to ensure that the area is safe, accessible, and comfortable for vehicles, pedestrians, and cyclists.

<i>Vehicular Transportation Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
2-1	Where appropriate, reduce the width of vehicular travel lanes on city-controlled streets.	●	↻	\$\$\$
2-2	Implement an increase in native street trees.	●	↻	\$\$
2-3	Implement Complete Street principles and practices in public infrastructure projects.	●	↻	\$\$\$
2-4	Evaluate returning North Jefferson Street to two-way traffic, requiring parallel parking instead of angled.	●	→	\$\$\$\$
2-5	Implement a zero-curb design along North Jefferson Street	●	→	\$\$\$\$\$
<i>Pedestrian and Bicycle Routes Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
2-6	Maintain and expand street lighting throughout downtown.	●	↻	\$\$
2-7	Implement consistent and safe sidewalk connections throughout downtown.	●	↻	\$\$\$\$
2-8	Install “curb bump outs” at appropriate intersections to protect parking and enhance pedestrian safety.	●	↻	\$\$\$
2-9	Install pedestrian activated crossing lights at each intersection along US 224.	●	↻	\$\$
2-10	Display clear crosswalks at all intersections downtown using materials such as paint, brick, or stamped concrete.	●	→	\$\$
2-11	Maintain and expand parking identification signage throughout downtown.	●	↻	\$
2-12	Install planted verge/stormwater retention areas at curb bump outs where appropriate.	●	↻	\$\$
2-13	Place barriers to protect bicycle lanes where feasible.	●	↻	\$\$
2-14	Place movable planter box barriers adjacent to trails when adjacent to travel lanes.	●	↻	\$
2-15	Develop a unique trail or greenway that connects existing trails to downtown.	●	↻	\$\$\$

DESTINATIONS

Goal 3: Promote, preserve, and increase the supply of natural features and usable open space throughout downtown to encourage recreation and activation within these spaces.

<i>Public Open Space Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
3-1	Introduce native vegetation on public open space areas adjacent to Little River corridor currently underutilized.			\$
3-2	Create parks and trail programming on public open land where available, especially adjacent to the Little River.			\$\$
3-3	Develop civic activation within open space that is outside of the floodplain.			\$
3-4	Institute a central community gathering space adjacent to the Little River.			\$\$\$
3-5	Develop overlook areas near areas of interest, history, or recreation.			\$\$
<i>Riverfront Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
3-6	Redevelop the Little River's bank to support water activation and floodplain control.			\$\$\$
3-7	Program the Little River, through recreational opportunities such as kayaking, to promote its activation and utilization as a recreational resource in downtown.			\$\$
3-8	Identify and incorporate potential park/open space development options for floodplain areas along the Little River.			\$\$

VITALITY

Goal 4: Activate Downtown Huntington by providing unique and community focused seasonal events, year-round programming, and promoting these activities to the community and region using distinct downtown branding and messaging.

<i>Marketing Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
4-1	Continue and expand the marketing of downtown programs, events, and festivals marketed and programmed distinctly.			\$
4-2	Implement downtown branding through logo and website development.			\$
4-3	Re-establish a Main Street Organization or Downtown Merchants Association (or similar)			\$

VITALITY

Goal 4: Activate Downtown Huntington by providing unique and community focused seasonal events, year-round programming, and promoting these activities to the community and region using distinct downtown branding and messaging.

<i>Programming Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
4-4	Grow and support consistent downtown events throughout the year.			\$
4-5	Develop a flexible indoor/outdoor space for community events.			\$\$\$\$
4-6	Provide a mix of programming suitable for all age groups.			\$
4-7	Encourage a consistency in business hours among businesses.			\$
<i>Branding Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
4-8	Use decorative paving materials to enhance the unique character of the downtown district.			\$\$\$
4-9	Encourage the use of native landscaping throughout downtown and the riverfront corridor.			\$
4-10	Continue to install/maintain decorative lights to provide safety lighting and promote unique district character.			\$\$
4-11	Add signage and landscaping at major entry points in downtown Huntington to refresh the gateway experience.			\$\$
4-12	Install wayfinding signage throughout downtown that aligns with trail signage.			\$\$
4-13	Add historic markers/historic culture trail to buildings and sites downtown.			\$
4-14	Work with INDOT to coordinate enhanced signage options along US 224 (gateway, wayfinding).			\$
4-15	Regularly make existing public restroom in courthouse available or install a public restroom within the downtown area that is accessible to all.			\$\$
4-16	Develop murals and public art that are distinct to Huntington and incorporate district color palettes and labeling.			\$\$
4-17	Utilize existing logo and branding for the downtown to include in the built environment and marketing efforts that supports the existing “Heart of Huntington” brand.			\$

ADMINISTRATION

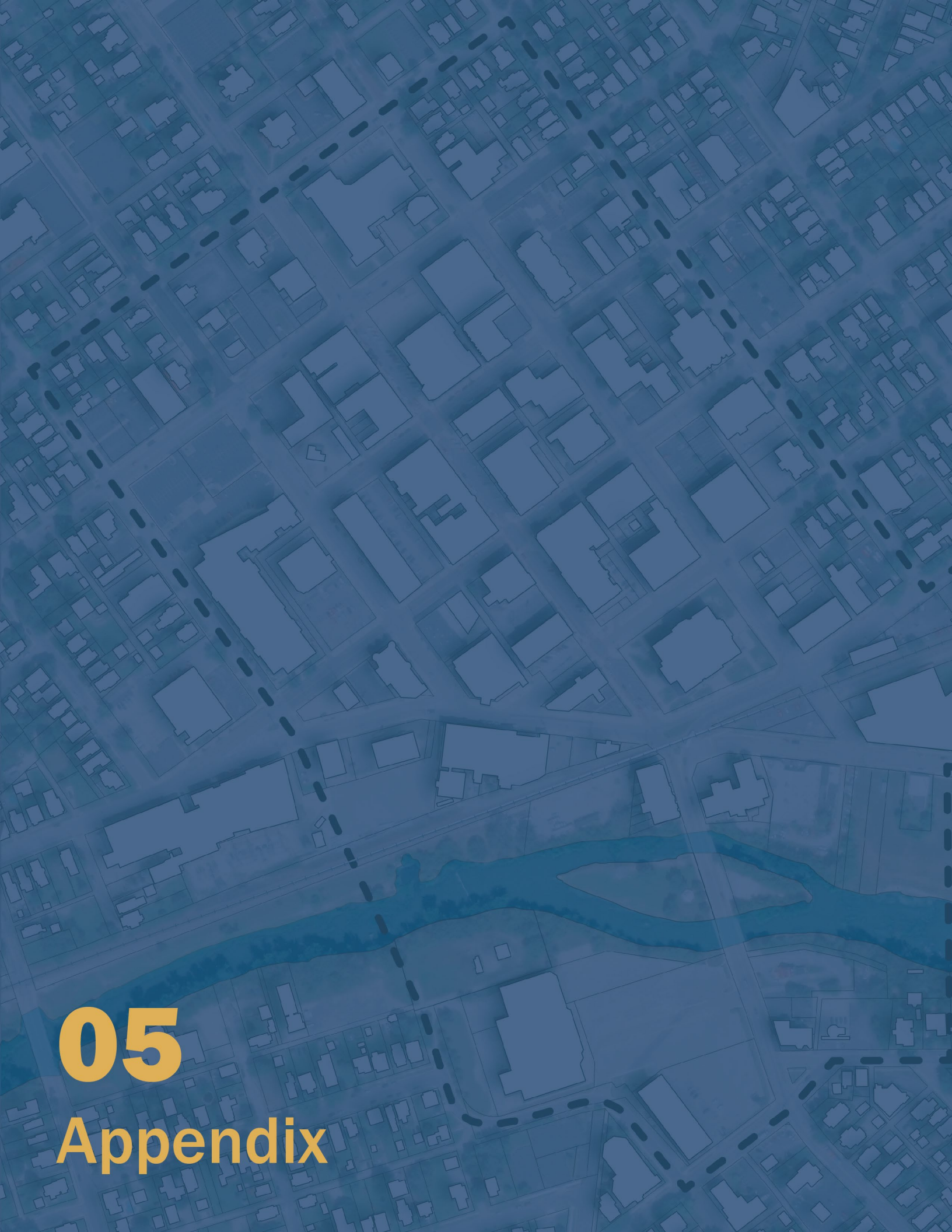
Goal 5: Modernize public administration roles, processes, and tools to properly enforce current regulations, incentivize programs and development, and provide flexibility so that we can adapt to changing conditions and priorities.

<i>Public Policy Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
5-1	Consider downtown updates to the Huntington Zoning Code to include a hybrid of use-based and form-based approaches to standards.	●	↻	\$
5-2	Adopt a complete streets policy for the downtown area.	●	⇌	\$
5-3	Review B-I zoning downtown for appropriate design standards/uses and amend as appropriate.	●	↻	\$
<i>Incentives and Resources Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
5-4	Monitor the current TIF as it impacts the downtown district.	●	↻	\$
5-5	Provide funding to homelessness organizations to develop/enhance an overnight shelter.	◐	⇌	\$\$
5-6	Encourage the utilization of existing Commercial Facade and Roof Grant (CFRG) and/or loan program.	●	↻	\$\$\$
5-7	Consider tax abatement incentives for transformative downtown projects.	●	↻	\$\$

ADMINISTRATION

Goal 5: Modernize public administration roles, processes, and tools to properly enforce current regulations, incentivize programs and development, and provide flexibility so that we can adapt to changing conditions and priorities.

<i>Oversight Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
5-8	Hire a part-time or full-time manager/director for downtown programming and administration, a Main Street Organization or a Downtown Business Association.			\$\$
5-9	Adopt a Riverfront District for the downtown area.			\$
5-10	Consider adopting/enhancing a Designated Outdoor Refreshment Area (DORA) for the downtown area.			\$
5-11	Enforce two-hour and four-hour parking zones and permit lots.			\$
5-12	Continue to support police presence and visibility throughout downtown.			\$
5-13	Continue to support work/share collaborative spaces downtown.			\$\$
5-14	Re-engage downtown merchants/Business Coalition/Main Street Organizations.			\$
5-15	Consider downtown exterior review design guidelines.			\$
5-16	Consider the reduction of the speed limit for the east-west streets of Franklin, Market, and Washington.			\$



05

Appendix





1885

UB BLOCK

48

TOOLS, RESOURCES, AND FUNDING

Various tools, programs, and funding sources are available through a local, state, and/or federal scale. The following tools, programs, grants, and other resources are those the City of Huntington may be able to utilize in implementing the goals of this plan. This list is current as of February 2024 and is expected to evolve in the years after the plan's adoption.

Funding and Programs

Tax Abatement

Tax abatement is a phase-in of property taxes and is intended to encourage development in areas that would not otherwise develop. Tax Abatement is one of the tools widely used by municipal governments to attract new businesses to the community, or to encourage investment in new equipment or facilities that will improve the company while stabilizing the community's economy. Communities may develop procedures for abatement application and policies on the amount and length of the abatement that will be approved and procedures to ensure compliance with the terms of the statement of benefits.

Tax Increment Financing

Tax Increment Financing (TIF) is a powerful financing tool used to fund economic development and investment in infrastructure. This tool uses taxes on future gains in real estate values to pay for new infrastructure improvements within the district. Huntington has two designated TIF districts while the downtown is included in the larger of the two that covers the majority of city TIF districts. It is recommended that the downtown area considers site-specific project TIF as a funding mechanism for transformative development and redevelopment initiatives.

Developer Funded Infrastructure

Similar to impact fees, communities can also fund infrastructure improvements by having the developer cover those costs directly. These can include roadway improvements, stormwater infrastructure, and other related utilities that may need expanded due to development. However, the improvement must be directly related to and proportionate to the new development's impact.

Impact Fees

An impact fee is a charge on new development to pay for the cost of infrastructure and related services that are necessitated by and benefit the new development. The fee is based on the type of development assessed for the increase in the burden on infrastructure. Fees contribute to a non-reverting fund and can be used for infrastructure improvements and amenities including park and recreation and multi-modal projects.

Funding and Programs (Continued)

Bonds

Bonds are backed by the credit and taxing power of the issuing jurisdiction. A bond is a government debt issued in order to raise money for needed capital improvements. Its retirement is paid for by property tax and other predictable forms of local income.

State and Federal Tax Credits

Many state and federal tax credit programs are administered by IEDC including: Community Revitalization Enhancement District Tax Credit; Economic Development for a Growing Economy (EDGE) - Payroll Tax Credit; Hoosier Business Investment Tax Credit (HBI); Industrial Development Grant Fund; Industrial Recovery Tax Credit; and Venture Capital Investment Tax Credit (VCI).

Infrastructure Revolving Loan Fund

This revolving loan fund can be used to provide low interest loans for infrastructure projects that facilitate economic development.

Community Development Block Grant (CDBG)

The CDBG program is available to city and county governments for a variety of projects. Entitlement communities are ineligible. The CDBG program areas and descriptions are listed below.

Community Projects

Funds may be used to address human service needs such as crisis centers and facilities that provide services to low and moderate income persons. Funds may also be used to revitalize downtown areas through Community Focus Fund, administered by OCRA.

Economic Development

Funds may be used to create or retain jobs and provide for the training and human services that allow for professional advancement of low-income persons.

Public Facilities

Funds may be used for infrastructure needs that primarily develop water and wastewater systems as well as infrastructure in support of housing projects.

Indiana Department of Transportation (INDOT)

Local Public Agency (LPA) Program

INDOT shares gas tax revenue from the state Motor Vehicle Highway Fund and Local Road and Street Fund with LPAs towards capital improvement needs. Community's must have a local employee in charge with ERC training, projects must be ADA compliant, provide matching funds, and meet project eligibility. More information can be found at <http://www.in.gov/indot/files/LPA%20Guidance%20Document.pdf>.

Community Crossings Matching Grant Fund Program

This program provides a 1-1 match for eligible projects up to \$1.5 million. Eligible projects include bridge and road preservation type projects along with ADA sidewalk projects that intersect with any road project, roundabouts and road reconstructions. Trails and enhancement type projects are not eligible and only construction costs are eligible. To be eligible, the municipality must have an approved asset management plan and have closed out any old awards that were made prior to 2022.

Transportation Alternatives Program (Formerly Enhancements)

The Transportation Alternatives (TA) program will receive about \$780 million to carry out all TA projects, including SRTS and RTP projects across the country, which represents about a 35% reduction from the current \$1.2 billion spent on these programs. Under the bill, states will sub-allocate 50% of their TA funds to Metropolitan Planning Organizations (MPO) and local communities to run a grant program to distribute funds for projects. States could use the remaining 50% for TA projects or could spend these dollars on other transportation priorities.

Highway Safety Improvement Program (HSIP)

The Highway Safety Improvement Program's goal is to achieve a significant reduction in traffic fatalities and serious injuries on all public roads through the implementation of infrastructure-related highway safety improvements. There are a number of improvements this program helps fund, such as improving the visibility of curves through signs and markers, installing emergency power battery backups at traffic signals, installing raised medians, upgrading guardrails to meet current standards and more.

Indiana Department of Natural Resources (IDNR)

Next Level Trails Program (NLTP)

The Next Level Trails Program is a state-wide initiative to develop regionally and locally significant trails throughout Indiana with a minimum request of \$200,000 and a maximum request of \$2 million. The program is designed to incentivize collaborative efforts to accelerate trail connections. The Department of Natural Resources administers the program. Local units are eligible to submit one application per annual round of funding. If awarded, the applicant enters into a State Grant Agreement and takes responsibility for all aspects of the project through completion. Additionally, the applicant must meet at least one requirement below:

- Own (or acquire) the trail corridor
- Manage and maintain the trail once developed
- Oversee and manage trail construction through completion

Eligible projects include all public, non-motorized, trail types with special consideration given to multi-use trails. All surface types are eligible and should meet contextual needs. Grants require a 20% local match while the state will contribute 80%. Eligible costs include trail construction, land acquisition, design and engineering, and basic trail amenities.

Source: <https://www.in.gov/dnr/state-parks/recreation/grants/next-level-trails/>

Indiana Trails Program (ITP)

Matching assistance program that provides funding for the acquisition and/or development of multi-use recreational trail projects. Minimum funding available is \$100,000 and maximum funding available is \$400,000 and a 20% match is required. Both motorized and non-motorized projects may qualify for assistance. This program was formally recognized as the “Recreational Trails Program”, but was changed to reflect the change from federal to state funding in 2021.

Residential Historic Rehabilitation Tax Credit (RITC) - Investment Tax Credit Programs

An adjusted gross income tax credit is available for the rehabilitation of historic residential property. The qualified expenditures for preservation or rehabilitation of the historic property must exceed \$10,000. The tax credit is equal to 20% of the qualified expenditures that the taxpayer makes.

Indiana Department of Natural Resources (Continued)

Wabash River Heritage Corridor Fund

With the IDNR administering these funds, along with the creation of the Wabash River Heritage Corridor Commission (WRHCC) to promote the corridor, the opportunity for natural/recreational as well as historical/cultural projects along the Wabash River corridor has materialized. Nineteen counties in the corridor along the Wabash River, Little River, and the historic portage to the Maumee River are eligible to utilize the WRHCF. Huntington county was among qualifying counties. Eligible projects include:

- Archaeological survey, site evaluation, or data recovery projects.
- Rehabilitation, preservation, or stabilization of deteriorated, threatened, and/or endangered historical/cultural sites and structures that are listed in the State Register (or have been formally determined by the DHPA as eligible for listing in the State Register prior to the grant application deadline).
- Acquisition of land containing sensitive and/or threatened archaeological sites that are listed in the State Register (or have been formally determined by the DHPA as eligible for listing in the State Register prior to the grant application deadline) for purposes of permanent site control and protection.
- Design and fabrication of educational/interpretive exhibits related to specific cultural resources that are physically and contextually related to the development of the Corridor.

Grant applicants must provide at least 20% of the total project cost available with a maximum state reimbursement of 80% with a minimum request of \$20,000 and a maximum request of \$100,000. More information can be found here:

<https://www.in.gov/dnr/state-parks/files/hp-WRHCF-proposal-instructions-2024.pdf>

Land and Water Conservation Fund (LWCF)

LWCF federal grants can be used to protect important natural areas, acquire land for outdoor recreation and develop or renovate public outdoor recreation facilities such as campgrounds, picnic areas, sports/playfields, swimming facilities, boating facilities, fishing facilities, trails, natural areas and passive parks. It provides grants for 50% of the cost of acquisition and/or development. To be eligible, the group must be a legally established park board and have a current 5-year park and recreation master plan on file in the Division of Outdoor Recreation. The minimum grant request is \$50,000 and the maximum request is \$500,000 with a local match (50%) requirement.

Indiana Destination Development Corporation (IDDC)

In 2019, the Indiana Destination Development Corporation replaced the Indiana Office of Tourism Development. The IDCC offers matching grant to cities, towns, counties and nonprofit entities located in Indiana that are involved with tourism promotion and development.

Public Art and Placemaking Activation Grants

The IN Indiana Placemaking Activation Grant is a matching grant of up to \$25,000 to fund signage and placemaking efforts. The IN Indiana Public Art Activation Grant is a non-matching grant of up to \$10,000 to fund public art projects. In 2023, the IDDC plans to allocate up to \$500,000 total between both grants based on the quality of applications received. Grantees will receive 75% of funding upon award and 25% upon project completion.

National Endowment for the Arts – Our Town Program

Our Town is the NEA's creative placemaking grants program. Through project-based funding, the program supports activities that integrate arts, culture, and design into local efforts that strengthen communities. These projects require a partnership between a local government entity and nonprofit organization. Grants range from \$25,000 to \$150,000, with a minimum cost share/match equal to the grant amount.

Indiana Housing and Community Development Authority (IHCDA)

Development Fund

This program provides a loan of up to \$750,000 (or a grant in limited special circumstances) for eligible activities for low-and moderate-income housing.

Emergency Solutions Grant Program (ESG)

This program provides emergency shelters and transitional housing through services and rental assistance for homeless individuals and families.

HOME Investment Partnership Program (HOME)

This program strives to provide habitable and affordable housing for low-and moderate-income persons by improving the quality of existing housing stock.

Business Expansion and Entrepreneurship (BEED) Program

This program offers assistance and fostering of micro-enterprise development through community lending. This program offers businesses up to \$10,000 for start-ups and \$25,000 to expand existing businesses.

Community Enhancement and Economic Development (CEED) Program

CEED provides communities with a source of loan financing for economic development, housing rehabilitation, public facilities, and other large-scale projects. Eligible activities include machinery/equipment, acquisition, site preparation, and clearance/demolition.

Creating Places

In conjuncture with Patroncity.com, this program offers a donation and reward-based method of “crowd granting.” Projects may include streetscapes/beautification, public plaza, park enhancements, public wi-fi, event implementation, etc. Eligible projects must have a minimum cost of \$10,000 where recipient will receive \$5,000 in IHCDA matching funds should they successfully raise \$5,000 through Patroncity.com. IHCDA will match grant funds up to \$50,000 per project.

Low Income Housing Tax Credit (LIHTC)

Dollar-for-dollar federal tax credit that incentivize the investment of private equity in the development of affordable housing. The project owner must agree to comply with Section 42 regulations and maintain an agreed open percentage of low income units, as well as meet requirements for a 15-year compliance period and a subsequent 15-year extended use period. The maximum request is \$1.2 million in tax credits.

Technical Resources

Accelerate Indiana Municipalities (AIM)

AIM works as an official voice for municipal governments within Indiana, with more than 460 cities and towns as members. The organization works to foster, promote, and advocate for the success of Indiana municipalities as hubs of innovation and talent, and as the driving forces of the state's economy.

Main Street Program

Through the National Trust for Historic Preservation, the Indiana Main Street Program strives to bring economic vitality to Indiana's downtowns and assist communities with revitalization efforts. The program is based on the four-point approach of the National Main Street Center which is a division of the National Trust for Historic Preservation. The four points of the program are organization, promotion, design, and economic restructuring. Various funds are available to certified Main Street communities for projects such as real estate acquisition, facade improvements, new facility construction, or streetscape improvements. Becoming a certified Main Street Community is approximately a two year process, however much of the work needed to establish this entity for Huntington has already been completed. The plan has been organized around the Main Street Four Point Approach to aid in the final application process for Huntington to become a certified Main Street Community. The specific steps, as outlined by the Indiana Main Street Application Process is as follows:

1. Contact your region's Community Liaison from our Office of Community and Rural Affairs for an introduction to Indiana Main Street. The Community Liaison will give the community a basic overview of what Indiana Main Street is, outline the steps to becoming a Main Street community, and answer basic questions about the program.
 - At this meeting, the Community Liaison will leave the community with the Indiana Main Street Step I Form.
 - The community will determine if the Main Street Program is a good fit for their community. If so, they will return the Indiana Main Street Step I Form back to our offices.
2. Send IMS Step I Form in to learn more information about the program.
3. The Program Manager for Indiana Main Street will contact the community to set up a meeting.
 - This meeting should include all parties interested in starting a Main Street effort in the community.
 - The agenda for the meeting will include: the origins of Main Street, the Main Street Four Point Approach, efforts in your community, interest in your community, and then next steps in forming your Main Street.
 - All of these areas will need to be decided and in place before applying to become an Indiana Main Street community.
4. The community will contact Indiana Main Street once the next steps form is complete.
5. Indiana Main Street will review the next steps form, perform an additional follow up with the community, and then release an application to the community.
 - Applications will only be given to communities who meet the criteria set by Indiana Main Street.

Technical Resources (Continued)

Capital Improvement Planning (CIP)

A Capital Improvement Plan (CIP) is a system of documenting the capital investments that a community plans to make in the short-term, often five years. A CIP identifies projects, timelines, estimated costs, and funding sources and is linked to a community's budgeting process. It is a means of planning ahead for capital improvements and ensuring implementation of specific projects by connecting them more closely to the budgeting process. The City's CIP would include funding needed for any capital improvement the City is planning to invest in, regardless of which City department will be responsible for operating and maintaining a given investment.

Indiana Humanities

Indiana Humanities is a nonprofit organization dedicated to promoting the public humanities through partnerships, grants, and facilitation. This organization supports using literature, history, philosophy, and shared cultural heritage to help Hoosiers and their communities understand themselves and the world around them. They provide small grants to local non-profits that help support their mission within communities. The grants range from research on socioeconomic conditions within a community, to funding for libraries to expand their collection to better represent the cultures of the residents it serves.

Indiana Office of Community and Rural Affairs (OCRA)

OCRA works with local, state and national partners to provide resources and technical assistance to aid communities in shaping and achieving their vision for community and economic development. They award grants to fund projects including, but not limited to, public gathering places, water/sewer infrastructure, restoration of historic structures, community facilities, broadband infrastructure, and revitalizing commercial districts. They have a focus on infrastructure, quality of place, economic development, and capacity building.

Some of the programs include:

- Planning Grants
- Public Facilities Program (PFP)
- Stormwater Improvement Program (SIP)
- Wastewater and Drinking Water Program
- Blight Clearance Program (BCP 2.0)

Indiana Association for Floodplain and Stormwater Management (INAFSM)

The Indiana Association for Floodplain and Stormwater Management was founded in 1996 by professionals interested in and responsible for floodplain and stormwater management in the State of Indiana. INAFSM members include federal, state, and local agency staff, engineers, consultants, planners, elected officials, members of academia, students, and floodplain residents.

Technical Resources (Continued)

Indiana Chapter of the American Planning Association

APA-IN promotes vision and leadership that fosters better planning in Indiana by building public and political support and providing its members and communities with the tools to achieve future needs and create vital communities.

Redevelopment Association of Indiana (RAI)

The Redevelopment Association of Indiana, a part of Accelerate Indiana Membership (AIM), is a membership organization for redevelopment board members and redevelopment staff representing 460 cities, towns, and counties. The Redevelopment Association operates under the premise that while there are legally mandated actions and commonly adopted practices, there also is abundant room for local innovation and Indiana ingenuity. One of the association's principal missions is to serve as an informational and educational resource for existing redevelopment commissions and units of government considering the establishment of a redevelopment commission. Redevelopment Association members are available to share their experiences. Additional information can be found at <https://aimindiana.org/>.

Redevelopment Association of Indiana Handbook (2006)

This handbook, produced by the association, provides how-to information regarding the establishment of a redevelopment commission, designation of a redevelopment or economic development area, elements of a redevelopment or economic development plan, establishment of an allocation area, project financing, acquisition and disposition of real estate, and the use of tax increment financing and tax abatement. It also includes an inventory of cities, towns, and counties with TIF districts, sample resolutions and other instruments, as well as a roster of association members.

Zoning

Updates to the existing zoning is one of the primary implementation tools for the downtown. It is the means of legislatively determining the location, quality, and quantity of new development. The zoning regulations are legally enforceable. Huntington's current zoning regulations need to be reviewed to ensure they promote uses that are consistent with this plan. The zoning regulations should be updated following the adoption of the Destination Downtown Master Plan to encourage the implementation of the plan as appropriate.

Indiana State Department of Health (ISDH)

The Indiana State Department of Health's mission is to promote, protect, and improve the health and safety of all Hoosiers. The organization oversees multiple divisions within the state which cover a wide range of healthcare needs such as drug overdose prevention and long-term care/nursing homes. They also provide grant opportunities for communities within the state.

Technical Resources (Continued)

Indiana Finance Authority (IFA)

In order to provide economic efficiencies and management synergies and enable the State of Indiana (“State”) to communicate as one voice with the various participants in the financial markets, the Indiana Development Finance Authority, the State Office Building Commission, the Indiana Transportation Finance Authority, the Recreational Development Commission, the State Revolving Fund Programs, and the Indiana Brownfields Programs were consolidated into a new and separate entity called the Indiana Finance Authority (“IFA”) on May 15, 2005. The Indiana Health and Educational Facilities Finance Authority was also merged into the IFA, effective July 1, 2007. As the successor entity to these formerly separate debt-issuing entities, the IFA is authorized to issue revenue bonds payable from lease rentals under lease agreements with various state agencies and to finance or refinance the cost of acquiring, building, and equipping structures for state use including state office buildings, garages, highways, bridges, airport facilities, correctional facilities, state hospitals and recreational facilities related to State parks. The IFA also manages the Wastewater and Drinking Water State Revolving Fund Loan Programs.

Indiana Small Business Development Center

The Indiana Small Business Development Center offers technical support and entrepreneurial guidance through regional partners to assist small business growth and sustainability within the state. On top of offering workshops throughout the state, they also provide market research, business planning, and valuation services for small businesses.

Prosperity Indiana

The Indiana Association for Community Economic Development (Prosperity Indiana) is a statewide membership organization that seeks to fund members, build and retain relationships, and address local and national issues which may impact Indiana communities. Prosperity Indiana provides tools, research, online resources, and technical assistance for housing rehabilitation and construction, real estate development, industrial and business development, social services, and employment generating activities.

Bicycle Indiana

Bicycle Indiana is a statewide organization that advocates, educates, and promotes safe practices for bikers within communities.



GOAL: VITALITY

Energy Profile

- 100% Renewable Energy
- 100% Energy Efficiency
- 100% Energy Conservation

Water Profile

- 100% Water Conservation
- 100% Water Efficiency
- 100% Water Conservation

Waste Profile

- 100% Waste Reduction
- 100% Waste Recycling
- 100% Waste Conservation

Green Building

- 100% Green Building
- 100% Green Building
- 100% Green Building

LEED Certification

- 100% LEED Certification
- 100% LEED Certification
- 100% LEED Certification

PUBLIC OUTREACH AND PARTICIPATION

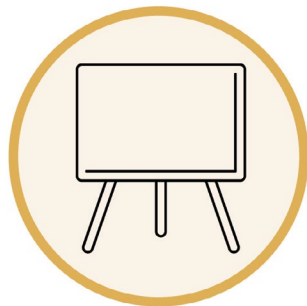
The following pages are a complete compilation of all public feedback received across multiple outreach tools as well as documented attendance of both public workshop sessions held in downtown Huntington. Outreach components include public and downtown business owner surveys, mobile display boards, public open houses, interactive online activities, and steering committee meetings. They are organized in the following manner:



Downtown Business Owner Surveys



Online Public Surveys



Mobile Display



2 Public Workshops

OUR FOCUS

IS TO ENHANCE THE DOWNTOWN AND DEVELOP STRATEGIES FOR SHORT AND LONG TERM IMPROVEMENTS.

Let's map it! Ultimately, the master plan will identify key improvement areas in Downtown Huntington. Help us identify areas of opportunity!

MAP KEY

- Downtown Huntington
- Little River
- Railroad
- Minor Roadway
- Major Roadway

INSTRUCTIONS

- Use a **YELLOW** dot mark where you would like to see opportunities for gathering or green space development (new businesses or housing).
- Use a **GREEN** dot mark where you would like to see new businesses or housing.
- Use a **RED** dot mark where you would like to see new businesses or housing.
- Use a **BLUE** dot mark where you would like to see new businesses or housing.

What types of improvements would enhance Downtown Huntington for city and county residents, business owners, visitors, and college students?

PRIORITIES FOR THE FUTURE

Place a dot in the boxes you want prioritized.

<p>COMMUNITY FACILITIES</p> <p>Developing a community center and outdoor gathering space.</p>	<p>BUSINESS</p> <p>Attracting new businesses, retaining existing employees, increase move-in ready units, and enhancing the local workforce.</p>
<p>TRANSPORTATION</p> <p>Improving the safety, circulation, and efficiency of downtown roadways by considering all mobility options.</p>	<p>CONNECTIVITY</p> <p>Creating and enhancing downtown connectivity through the development of trails, greenways, sidewalks, and wayfinding signage.</p>
<p>DESIGN STANDARDS</p> <p>Establishing of downtown design standards for building facades, recreation spaces, streetscapes, and trails.</p>	<p>PROGRAMMING</p> <p>Enhancing downtown recreation, riverfront activation, and public art.</p>
<p>INFRASTRUCTURE</p> <p>Improving parking awareness and on-street supply, utility issues, and maintenance needs.</p>	<p>HOUSING</p> <p>Providing quality additional and diverse housing options that meet the needs of current and future residents.</p>

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What types of improvements would enhance Downtown Huntington for city and county residents, business owners, visitors, and college students?

Public Workshop #1 Feedback

TELL US

What's The Likelihood Of Success For Developments Below?

Instructions: Using a dot sticker, please indicate the likelihood of success for each listed new or additional development type in Huntington.

	Very likely to succeed	May succeed	Will not succeed
LIVE			
Apartment Housing	X 22	X 2	
Senior Housing	X 7	X 4	X 22
Duplex Housing	X 5	X 16	
WORK			
Traditional Businesses	X 12	X 6	
Retail Businesses	X 21	X 7	
Service-Oriented Businesses	X 11	X 8	
Professional Service Businesses	X 4	X 11	
PLAY			
Entertainment Businesses	X 19	X 8	
Dining Establishments	X 17	X 9	
Recreational Spaces	X 19	X 5	

Instructions: Using a dot sticker, please indicate which development is most important to Huntington.

	Single Family Housing	Duplex Housing	Apartment Housing
LIVE	X 13	X 2	X 15
WORK	X 9	X 2	X 18
PLAY	X 13	X 19	X 18

DOWNTOWN MARKETPLACE



OPPORTUNITIES

What Is The Biggest Opportunity For Downtown Huntington Over The Next 10 to 20 Years?

Instructions: Write the biggest opportunity on a post-it note and place it on this board!

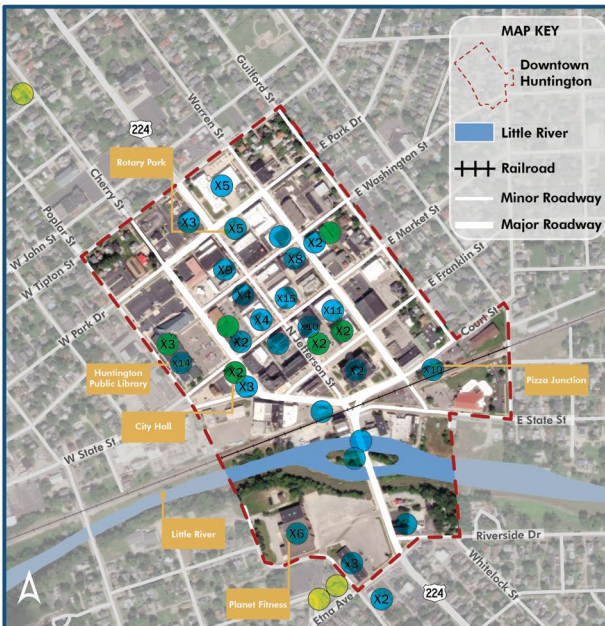
The Biggest Opportunity for Downtown Huntington is...

- Partnerships -Buy-in -Clean up -Vision Planning
- Partnership -Businesses cannot operate in a silo and expect success -We are all Huntington
- Better communication with the population
- Event Venue/Board Walk at the River
- Planning/Making downtown attractive -Adding new shops
- Riverfront Development X5
- Walk-ability and ride-ability
- Invest in downtown buildings -Make them turn key rental retail
- Permanent Farmer's Market
- Offer loan program for new creative, youth oriented, businesses.
- Downtown events that appeal to a broader audience (Fewer car shows and more trendy current events)
- Tree Lined Streets
- Handicap Parking Spaces
- Get U.S. 24 and SR 5 routed out of Downtown
- Downtown Stage
- Less senior living and more living opportunities for young single people and families
- Bringing people together in community -Cosmetic updates will make more growth
- More Parking
- More walkable amenities (grocery store, etc.)
- Restaurants and Quality food (Markets)
- Build around the award winning and nominated businesses and start a mentor program for new businesses
- Preservation and Re-use -Recreational Opportunities -Live/Work options
- Businesses all working together as a destination (Cohesive with hours, services, etc.)
- More amenities, resources, shops, and dining options -More reasons for people to get what they need here instead of Fort Wayne
- Collaboration of Downtown Business owners
- Preservation and Re-use opportunities -Family friendly spaces (gathering areas updated)
- Build a better education for the community to support businesses

DREAM BIG!



LIVE + WORK + PLAY



Instructions

- If you LIVE downtown, use a **YELLOW** dot to mark where you live.
- If you WORK downtown use a **GREEN** dot to mark where you work.
- If you VISIT downtown, use a **BLUE** dot to mark where you visit.



TELL US

Which Elements Are Apparent Vs. Not Apparent?

Instructions: Review the items and place a dot in the box that represents if the item is apparent or not in Downtown Huntington.

APPARENT in Downtown Huntington	NOT APPARENT in Downtown Huntington	
X 11	X 6	Open Space
X 17	X 2	Preservation/Reuse
X 23	X 2	Walkability
X 6	X 11	Defined Character
X 6	X 10	Landmarks
X 6	X 8	Visible Gateways
X 6	X 17	Parking
X 3	X 8	Connectivity
X 5	X 11	Mixed Uses
X 6	X 5	Business Core
X 16	X 2	Opportunities for Growth
X 16	X 2	Market Potential
X 6	X 16	Community Center in Town
X 16	X 1	Entrepreneurialism
X 6	X 9	Economic Development Assistance
X 2	X 17	Business Retention Program

HEALTHY DOWNTOWN ITEMS



Public Workshop #1 Feedback Continued

VISUAL PERCEPTION: LAND USE

What Is Appropriate For Downtown Huntington?

Place a GREEN DOT underneath images you think are appropriate for Downtown Huntington.
Place a RED DOT underneath images you think are NOT appropriate for Downtown Huntington.

			
Co-working Space/ Business Incubator ● X 17 ● X 1	Night-Life/ Entertainment ● X 28	Business Options ● X 23	Housing Options ● X 16
			
Parks and Open Space ● X 32	Additional Parking ● X 17 ● X 2	Office Space ● X 7 ● X 5	Riverfront Development ● X 36 ● X 5








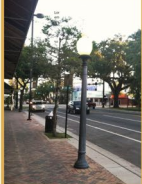
ENVISION WITH US!

TAYLOR SIEFKER WILLIAMS design group

VISUAL PERCEPTION: AMENITIES

What Is Appropriate For Downtown Huntington?

Place a GREEN DOT underneath images you think are appropriate for Downtown Huntington.
Place a RED DOT underneath images you think are NOT appropriate for Downtown Huntington.

			
Pedestrian Amenities ● X 25	Programming & Activities ● X 26	Sidewalks ● X 26	Public Art and Murals ● X 29 ● X 5
			
Street Trees ● X 27	Business Signage ● X 24	Gateway & Wayfinding Signage ● X 28	Street Lighting ● X 26

ENVISION WITH US!

Public Workshop #2 Feedback

GOAL #1: DEVELOPMENT

Land Use/Development District Objectives

- 1-1 Increase available entertainment business options
- 1-2 Increase the diversity of land use within downtown
- 1-3 Capitalize on land available for development
- 1-4 Consider establishment of a unique economic tax district within downtown to support maintenance and beautification enhancements
- 1-5 Create new development opportunities along the Little River

Infill and Redevelopment Objectives

- 1-6 Favor infill development over physical expansion of the downtown district where possible
- 1-7 Incentivize quality commercial and residential development to increase foot traffic
- 1-8 Encourage quality residential options throughout downtown
- 1-9 Develop a grocery store within the downtown area
- 1-10 Target commercial redevelopment opportunities along the Little River

Parking Objectives

- 1-11 Include public parking locations in wayfinding signage (as recommended by previous parking study)
- 1-12 Install and maintain angled and parallel parking options where scale of street allows for additional on-street parking
- 1-13 Increase handicapped accessible parking options along North Jefferson Street (if possible by 3-5%)
- 1-14 Monitor the current 3-hour long-term parking along Cherry and Warren Streets and adjust as appropriate
- 1-15 If demand warrants, consider supporting the creation of a parking structure to service downtown

OBJECTIVES AND ACTIONS

Taylor Siefker Williams Design Group

Vision Statement

"Downtown Huntington will be a vibrant district that is welcoming to all; it will be the focal point of the community, providing a mix of housing, employment, gathering, and civic uses. Together, these uses will create a downtown district that has a unique identity and serves as the Heart of Huntington"

Project Goals

- GOAL #1 DEVELOPMENT
- GOAL #2 CONNECTIVITY
- GOAL #3 DESTINATIONS
- GOAL #4 VITALITY
- GOAL #5 ADMINISTRATION

DEVELOPMENT CONNECTIVITY DESTINATIONS VITALITY ADMINISTRATION

GOALS + VISION STATEMENT

Taylor Siefker Williams Design Group

GOAL #2: CONNECTIVITY

Vehicular Transportation Objectives

- 2-1 Where appropriate, reduce the width of vehicular travel lanes on city-controlled streets
- 2-2 Implement an increase in street trees
- 2-3 Implement Complete Street principles and practices in public infrastructure projects
- 2-4 Evaluate reworking North Jefferson Street to two-way traffic, requiring parallel parking instead of angled
- 2-5 Implement a zero-cut design along North Jefferson Street with center drainage and a change in material between street, pedestrian, and parking designations

Pedestrian and Bicycle Routes Objectives

- 2-6 Maintain and expand street lighting throughout downtown
- 2-7 Implement consistent and safe sidewalk connections throughout downtown
- 2-8 Install "curb bump outs" at appropriate intersections downtown to protect parking and enhance pedestrian safety
- 2-9 Install pedestrian activated crossing lights at each intersection along US 224
- 2-10 Display clearly marked crosswalks at all intersections downtown using materials such as bricks or paint
- 2-11 Maintain and expand parking identification signage throughout downtown
- 2-12 Install planted verges/stormwater retention areas at curb bump outs where appropriate
- 2-13 Place barriers to protect future bicycle lanes where feasible
- 2-14 Place movable planter box barriers adjacent to trails when adjacent to travel lanes
- 2-15 Develop a unique trail or greenway that connects existing trails to downtown

OBJECTIVES AND ACTIONS

Taylor Siefker Williams Design Group

GOAL #3: DESTINATIONS

Public Open Space Objectives

- 3-1 Introduce native vegetation on public open space areas adjacent to the Little River corridor that are currently underutilized
- 3-2 Create parks and trail programming on public open land where available, especially adjacent to the Little River
- 3-3 Develop civic activation within open space that is outside of the floodplain
- 3-4 Institute a central community gathering space adjacent to the Little River
- 3-5 Develop overlook areas near areas of interest, history, or recreation

Floodplain Objectives

- 3-6 Redevelop the Little River's bank to support water activation and floodplain control
- 3-7 Program the Little River through recreational opportunities such as kayaking, to promote its activation and utilization as a recreational resource in downtown
- 3-8 Identify and incorporate potential park/open space development options for floodplain areas along the Little River

OBJECTIVES AND ACTIONS

Taylor Siefker Williams Design Group

GOAL #4: VITALITY

Marketing Objectives

- 4-1 Continue and expand the marketing of downtown programs, events, and festivals marketed and programmed distinctly
- 4-2 Implement downtown branding through logo and website development
- 4-3 Re-establish a Main Street Organization or Downtown Merchants Association (or similar)

Programming Objectives

- 4-4 Grow and support consistent downtown events throughout the year
- 4-5 Develop a flexible indoor/outdoor space for community events (Little River adjacent land, East Franklin Street, North Jefferson Street, and northern parking area adjacent to the Library)
- 4-6 Provide a mix of programming suitable for all age groups (Carnival, music festival, bar crawl, summer concert series, and porch festival)

Branding Objectives

- 4-7 Use decorative paving materials to enhance the unique character of the downtown district
- 4-8 Encourage the use of native landscaping throughout downtown and the riverfront corridor
- 4-9 Continue to install/maintain decorative light fixtures to provide ample safety lighting and promote unique district character
- 4-10 Add signage and landscaping at major entry points in Downtown Huntington to refresh the gateway experience
- 4-11 Install wayfinding signage throughout downtown that aligns with trail signage
- 4-12 Add historic markers/historic culture trail to buildings and sites downtown
- 4-13 Work with INDOT to coordinate enhanced signage options along US 224 (gateway, wayfinding)
- 4-14 Regularly make existing public restroom in courthouse available or install a public restroom within the downtown area that is accessible to all
- 4-15 Develop murals and public art that are distinct to Huntington and incorporate district color palettes and labeling
- 4-16 Utilize existing logo and branding for the downtown to include in the built environment and marketing efforts that supports the existing "Heart of Huntington" brand

OBJECTIVES AND ACTIONS

Taylor Siefker Williams Design Group

GOAL #5: ADMINISTRATION

Public Policy Objectives

- 5-1 Consider downtown updates to the Huntington Zoning Code to include a hybrid of use-based and form-based approaches to standards
- 5-2 Adopt a Complete Streets Policy for the downtown area
- 5-3 Review B-1 zoning duration for appropriate design standards/uses and amend (as appropriate)

Incentives and Resources Objectives

- 5-4 Monitor the current TIF as it impacts the downtown district
- 5-5 Provide funding to homelessness organizations to develop/enhance an overnight shelter
- 5-6 Market a low interest loan and Commercial Façade and Roof Grant (CFRG) program for new and existing businesses
- 5-7 Encourage the utilization of existing facade enhancement grant and/or loan program
- 5-8 Consider tax abatement incentives for transformative downtown projects

Oversight Objectives

- 5-9 Hire a part-time or full-time manager/director for downtown programming and administration, a Main Street Organization, or a Downtown Business Association
- 5-10 Adopt a Riverfront District for the downtown area
- 5-11 Consider adopting/enhancing a Designated Outdoor Refreshment Area (DORA) for the downtown area
- 5-12 Enforce two-hour and three-hour parking zones and permit lots
- 5-13 Continue to support police presence and visibility throughout downtown
- 5-14 Continue to support work/share collaborative spaces downtown
- 5-15 Re-engage downtown merchants/Business Coalition/Main Street Organizations
- 5-16 Promote a consistency in business hours among businesses
- 5-17 Consider downtown exterior review design guidelines
- 5-18 Consider the reduction of the speed limit for east-west streets

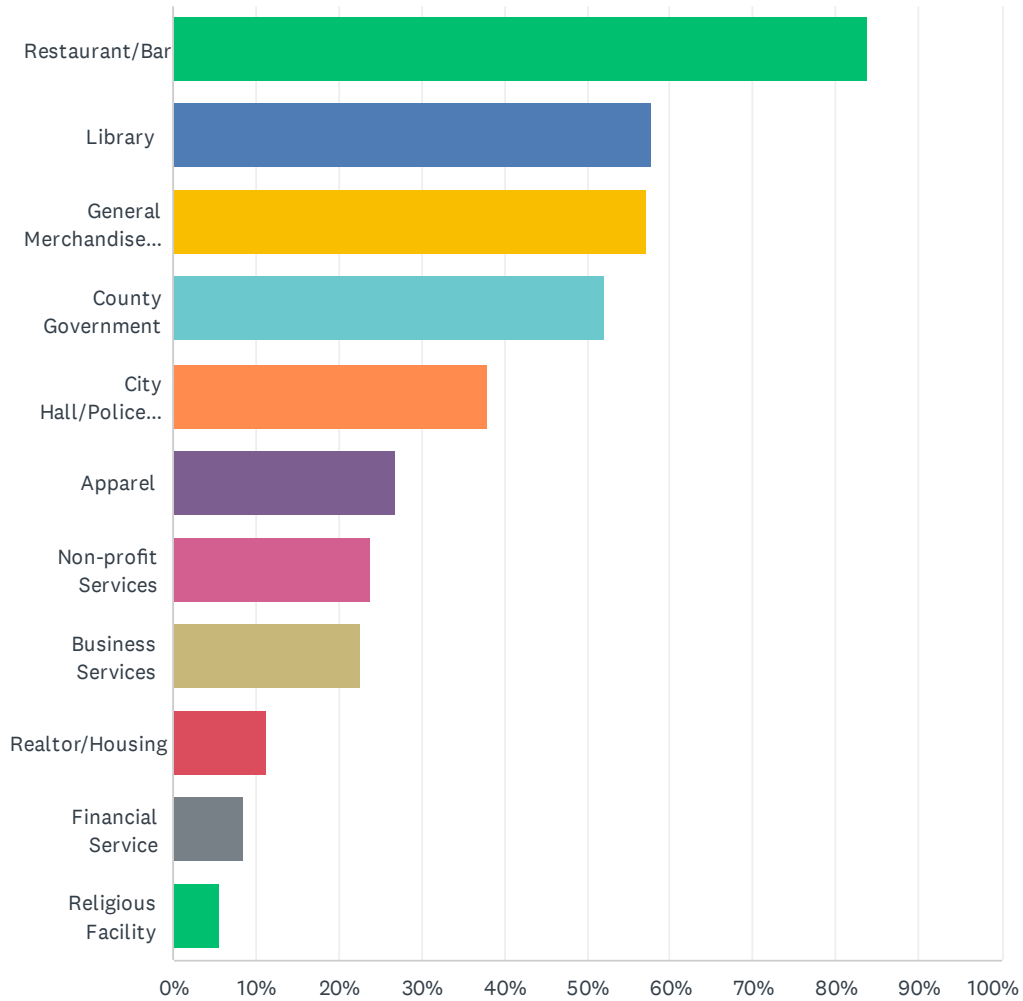
OBJECTIVES AND ACTIONS

Taylor Siefker Williams Design Group

Public Survey #1 Feedback

Q1 Type of business or service utilized downtown:

Answered: 142 Skipped: 6



Downtown Huntington Resident Survey

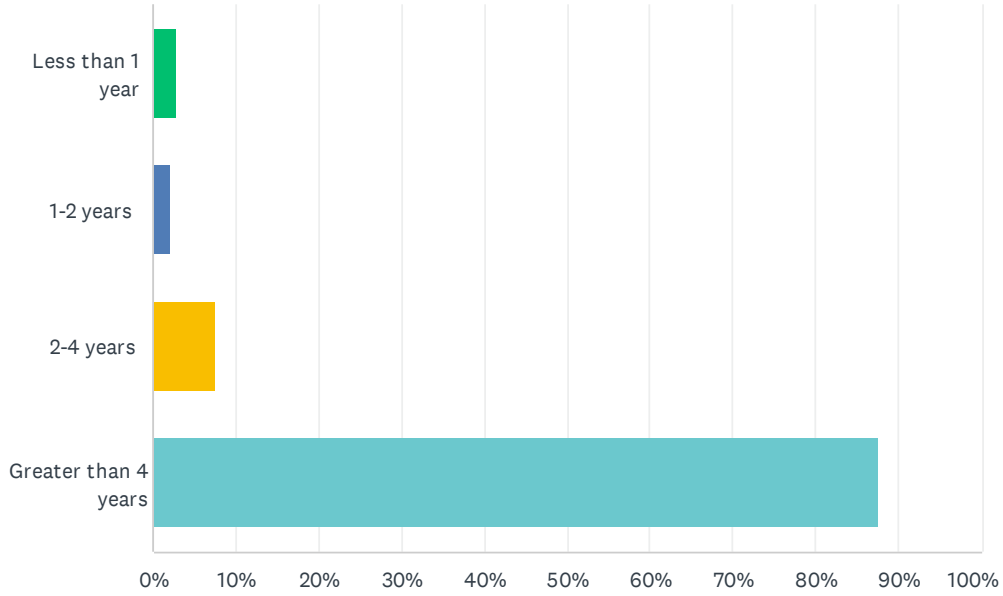
Survey Monkey

ANSWER CHOICES	RESPONSES	
Restaurant/Bar	83.80%	119
Library	57.75%	82
General Merchandise Retail	57.04%	81
County Government	52.11%	74
City Hall/Police Station	38.03%	54
Apparel	26.76%	38
Non-profit Services	23.94%	34
Business Services	22.54%	32
Realtor/Housing	11.27%	16
Financial Service	8.45%	12
Religious Facility	5.63%	8
Total Respondents: 142		

#	OTHER (PLEASE SPECIFY)	DATE
1	Salon	10/29/2023 3:27 PM
2	Beverly Johnson Dance Studio	10/21/2023 9:39 PM
3	Hair salon	10/9/2023 8:36 AM
4	Dentist	10/8/2023 2:36 AM
5	Dental	10/7/2023 10:02 PM
6	Downtown Dental	10/7/2023 10:45 AM
7	Fredricks	10/6/2023 11:51 PM
8	Special Events	10/2/2023 2:20 PM
9	Hair salon	9/30/2023 6:22 PM
10	Hair salon	9/30/2023 3:39 PM
11	None	9/30/2023 4:36 AM
12	Democrat Headquarters	9/28/2023 6:42 AM
13	Jolenes photography	9/26/2023 6:06 PM
14	Haircuts, dentist	9/26/2023 10:46 AM
15	Beverly Johnson Dance Studio	9/25/2023 9:00 AM
16	low incoming housing for people who are on ssi and ssdi	9/20/2023 4:37 PM
17	Hair Salon	9/16/2023 11:31 AM
18	Hair salon	9/15/2023 12:00 PM
19	Dentist	9/8/2023 5:51 PM

Q2 How many years have you shopped/dined in downtown Huntington?

Answered: 146 Skipped: 2



ANSWER CHOICES	RESPONSES
Less than 1 year	2.74% 4
1-2 years	2.05% 3
2-4 years	7.53% 11
Greater than 4 years	87.67% 128
TOTAL	146

Q3 In a typical month, about how much money, in U.S. dollars, do you spend in downtown Huntington?

Answered: 133 Skipped: 15

#	RESPONSES	DATE
1	50	10/30/2023 10:39 PM
2	100	10/30/2023 8:04 PM
3	20	10/30/2023 5:51 PM
4	150	10/30/2023 1:11 PM
5	100	10/29/2023 8:54 PM
6	50	10/29/2023 5:58 PM
7	100	10/29/2023 4:18 PM
8	100	10/29/2023 3:27 PM
9	20	10/28/2023 3:57 PM
10	0	10/27/2023 5:06 PM
11	200	10/27/2023 5:45 AM
12	15	10/27/2023 1:14 AM
13	50	10/24/2023 9:16 AM
14	150	10/23/2023 4:32 PM
15	50	10/23/2023 1:49 PM
16	150	10/23/2023 12:10 PM
17	230	10/21/2023 9:39 PM
18	200	10/21/2023 3:50 PM
19	30	10/21/2023 3:35 PM
20	100	10/21/2023 11:06 AM
21	600	10/21/2023 7:29 AM
22	50	10/21/2023 7:27 AM
23	30	10/20/2023 6:49 PM
24	150	10/17/2023 4:02 PM
25	400	10/16/2023 10:49 PM
26	100	10/16/2023 9:50 PM
27	100	10/9/2023 12:08 PM
28	100	10/8/2023 1:53 PM
29	100	10/8/2023 1:45 PM
30	0	10/8/2023 2:36 AM
31	75	10/7/2023 10:02 PM

Downtown Huntington Resident Survey

Survey Monkey

32	25	10/7/2023 1:45 PM
33	20	10/7/2023 11:41 AM
34	60	10/7/2023 10:49 AM
35	30	10/7/2023 10:45 AM
36	100	10/6/2023 11:51 PM
37	25	10/6/2023 7:00 PM
38	100	10/6/2023 6:28 PM
39	50	10/6/2023 6:17 PM
40	100	10/6/2023 5:48 PM
41	300	10/6/2023 5:12 PM
42	100	10/6/2023 5:11 PM
43	100	10/6/2023 4:49 PM
44	100	10/6/2023 3:39 PM
45	30	10/6/2023 12:34 PM
46	200	10/6/2023 6:57 AM
47	40	10/5/2023 7:27 AM
48	50	10/4/2023 9:20 PM
49	50	10/4/2023 9:16 PM
50	60	10/2/2023 6:05 PM
51	30	10/2/2023 2:40 PM
52	20	10/2/2023 2:20 PM
53	20	10/2/2023 12:21 PM
54	75	10/2/2023 5:41 AM
55	200	10/2/2023 5:01 AM
56	500	10/2/2023 1:42 AM
57	15	10/1/2023 7:25 PM
58	100	10/1/2023 9:17 AM
59	10	9/30/2023 8:00 PM
60	100	9/30/2023 6:22 PM
61	0	9/30/2023 3:39 PM
62	100	9/30/2023 1:59 PM
63	0	9/30/2023 4:36 AM
64	60	9/29/2023 8:25 PM
65	150	9/29/2023 6:04 PM
66	300	9/29/2023 4:58 PM
67	50	9/29/2023 4:39 PM
68	60	9/28/2023 10:40 PM
69	30	9/28/2023 7:56 PM

Downtown Huntington Resident Survey

Survey Monkey

70	50	9/28/2023 6:48 PM
71	0	9/28/2023 6:42 AM
72	50	9/27/2023 9:08 PM
73	300	9/27/2023 7:56 PM
74	75	9/27/2023 12:31 PM
75	0	9/27/2023 4:33 AM
76	150	9/27/2023 12:20 AM
77	500	9/26/2023 10:04 PM
78	200	9/26/2023 8:51 PM
79	45	9/26/2023 6:06 PM
80	0	9/26/2023 11:41 AM
81	0	9/26/2023 11:07 AM
82	50	9/26/2023 10:46 AM
83	100	9/26/2023 9:57 AM
84	100	9/26/2023 9:45 AM
85	20	9/26/2023 9:33 AM
86	0	9/26/2023 9:15 AM
87	0	9/26/2023 9:09 AM
88	80	9/26/2023 9:02 AM
89	60	9/25/2023 9:00 AM
90	100	9/25/2023 8:20 AM
91	50	9/22/2023 6:35 PM
92	50	9/22/2023 4:56 PM
93	200	9/22/2023 4:48 PM
94	40	9/21/2023 7:36 PM
95	40	9/20/2023 7:01 PM
96	5	9/19/2023 8:47 PM
97	200	9/19/2023 6:42 PM
98	10	9/18/2023 3:30 PM
99	60	9/18/2023 11:18 AM
100	80	9/18/2023 11:15 AM
101	400	9/18/2023 11:13 AM
102	320	9/18/2023 11:07 AM
103	200	9/18/2023 11:04 AM
104	200	9/18/2023 11:01 AM
105	200	9/18/2023 10:58 AM
106	40	9/18/2023 9:53 AM
107	100	9/17/2023 8:06 AM

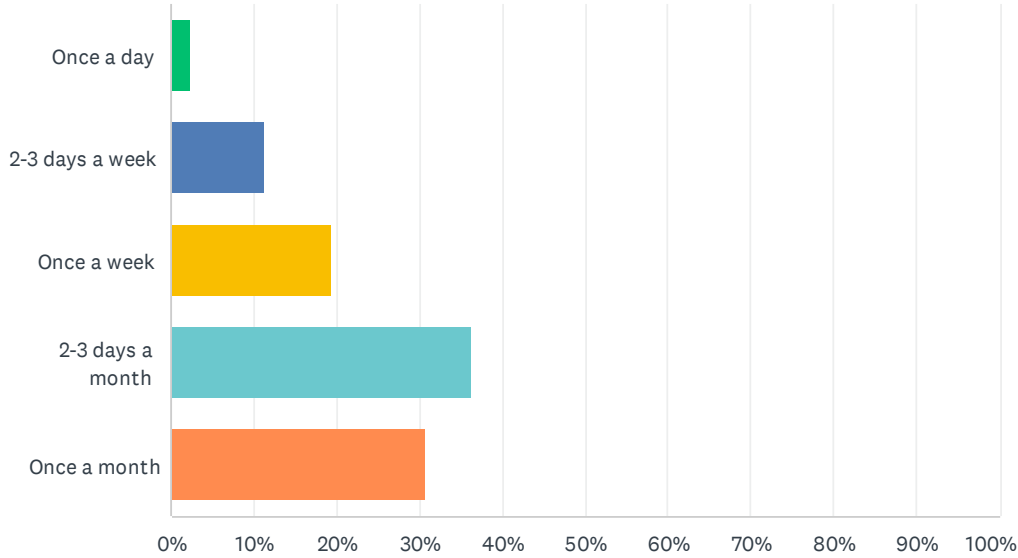
Downtown Huntington Resident Survey

Survey Monkey

108	0	9/16/2023 7:57 PM
109	20	9/16/2023 1:33 PM
110	80	9/16/2023 11:31 AM
111	20	9/16/2023 8:33 AM
112	150	9/16/2023 8:25 AM
113	75	9/16/2023 8:05 AM
114	200	9/16/2023 7:37 AM
115	30	9/15/2023 11:37 PM
116	400	9/15/2023 6:36 PM
117	200	9/15/2023 5:28 PM
118	0	9/15/2023 4:57 PM
119	30	9/15/2023 3:56 PM
120	150	9/15/2023 3:52 PM
121	100	9/15/2023 3:01 PM
122	50	9/15/2023 2:58 PM
123	50	9/15/2023 12:00 PM
124	100	9/15/2023 10:27 AM
125	500	9/14/2023 5:08 PM
126	300	9/14/2023 10:41 AM
127	100	9/14/2023 9:57 AM
128	150	9/11/2023 9:07 AM
129	150	9/8/2023 5:51 PM
130	10	9/3/2023 12:31 PM
131	100	9/1/2023 7:44 PM
132	50	9/1/2023 4:57 PM
133	500	8/31/2023 4:51 PM

Q4 How frequently do you shop/dine in downtown Huntington?

Answered: 124 Skipped: 24



ANSWER CHOICES	RESPONSES
Once a day	2.42% 3
2-3 days a week	11.29% 14
Once a week	19.35% 24
2-3 days a month	36.29% 45
Once a month	30.65% 38
TOTAL	124

#	OTHER (PLEASE SPECIFY)	DATE
1	Never	10/31/2023 10:30 AM
2	none	10/30/2023 5:51 PM
3	Every few months	10/29/2023 8:54 PM
4	probably 5 or 6 times a year	10/27/2023 1:14 AM
5	Occasionally	10/9/2023 8:36 AM
6	I used to spend a lot of time downtown but do not anymore.	10/8/2023 2:36 AM
7	One every couple months	10/7/2023 11:41 AM
8	2-3 times a year	9/30/2023 3:39 PM
9	Hardly ever	9/30/2023 4:36 AM
10	Once in 6 months	9/28/2023 6:42 AM
11	Every couple months	9/27/2023 4:33 AM

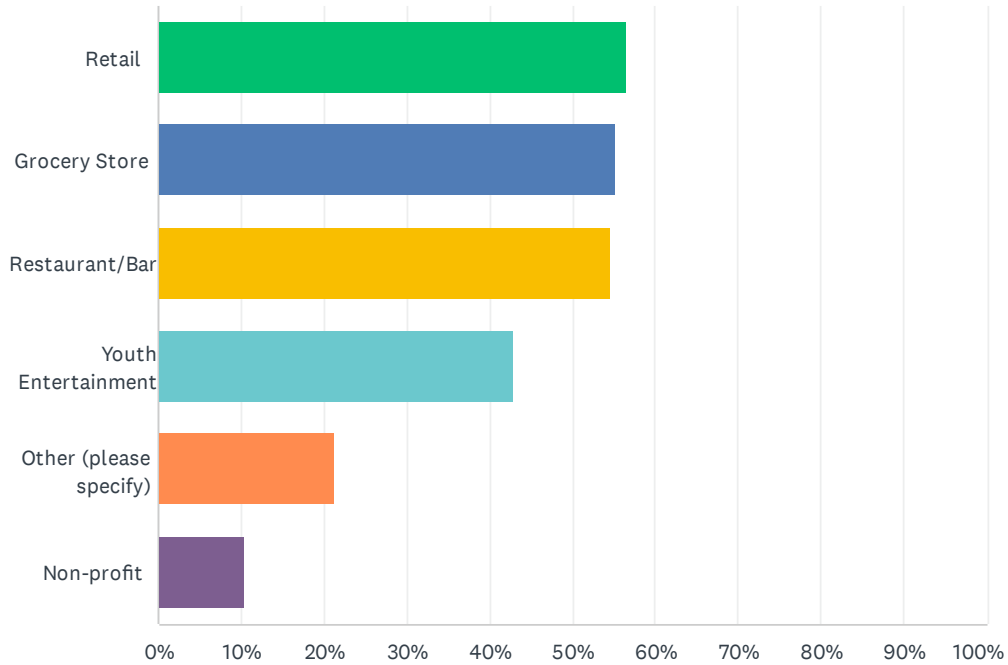
Downtown Huntington Resident Survey

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12	Every other month	9/26/2023 11:41 AM
13	Never have	9/26/2023 11:07 AM
14	Once every few months	9/26/2023 10:46 AM
15	Twice a year	9/26/2023 9:15 AM
16	if there was places for low income people to shop	9/20/2023 4:37 PM
17	Occasionally	9/19/2023 8:47 PM
18	Maybe twice a year	9/18/2023 3:30 PM
19	Very rarely.	9/16/2023 7:57 PM
20	every other month	9/16/2023 8:33 AM
21	Once a quarter	9/15/2023 4:57 PM
22	Less then monthly	9/15/2023 3:52 PM

Q5 What other types of businesses would you like to see downtown?

Answered: 145 Skipped: 3



ANSWER CHOICES	RESPONSES
Retail	56.55% 82
Grocery Store	55.17% 80
Restaurant/Bar	54.48% 79
Youth Entertainment	42.76% 62
Other (please specify)	21.38% 31
Non-profit	10.34% 15
Total Respondents: 145	

#	OTHER (PLEASE SPECIFY)	DATE
1	Hardware, Department, Appliance	10/30/2023 10:39 PM
2	A downtown pump track. Something for every family member to use when they bike to downtown.	10/30/2023 1:11 PM
3	Anything positive	10/29/2023 3:27 PM
4	unsure of what is needed	10/27/2023 5:06 PM
5	No grocery due to terrible parking	10/21/2023 9:39 PM
6	Theatre	10/16/2023 9:50 PM
7	Drug store and a dollar store like DG or FD	10/8/2023 1:45 PM

Downtown Huntington Resident Survey

Survey Monkey

8	New affordable apartments	10/7/2023 10:45 AM
9	Local artists gallery, movie theater	10/7/2023 8:53 AM
10	What is missing is a place like the Honeywell. If you had that everything else will follow.	10/6/2023 5:48 PM
11	Men's clothing store	10/6/2023 3:39 PM
12	Grocery store really needs to be further south than downtown.	10/2/2023 6:05 PM
13	Hardware	10/2/2023 1:42 AM
14	Grocery store SOUTH of the railroad tracks along with other retail options. Lots of empty buildings available.	10/1/2023 9:17 AM
15	Boutiques, if the driver is to bring people to shop.	9/26/2023 10:46 AM
16	Band Shell	9/26/2023 9:15 AM
17	Cocktail lounge	9/26/2023 9:02 AM
18	Shows/live entertainment similar to what the Honeywell Center offers	9/25/2023 9:00 AM
19	Speciality shops such as ceramics, craft supplies, yarns, etc with classes offered	9/22/2023 10:17 PM
20	Pharmacy	9/22/2023 6:35 PM
21	Larger coffeeshop with quieter spaces for studying or working, more lunch spots for eating during a day out shopping downtown	9/20/2023 7:01 PM
22	Every kind. Certain types of businesses are thought to bring in foot traffic, but downtown being a place where you can do everything you need to do in one location would be beneficial. From Hotel, entertainment, eating, shopping, markets, grocery, errands, financial, healthcare, banking, really every industry that offers an office setting so people could stay downtown all day if they wanted.	9/18/2023 3:30 PM
23	Entertainment Options (Rockwall bouldering, axe throwing, live entertainment/music)	9/18/2023 11:13 AM
24	Music/Event Pavilion	9/18/2023 10:58 AM
25	Farmer's Market and a Civic Theater	9/18/2023 9:53 AM
26	Restaurants that offer gluten free foods.	9/16/2023 7:57 PM
27	Dining	9/16/2023 8:33 AM
28	Outside venue, shops, Roanoke	9/15/2023 3:52 PM
29	Unique businesses offering things I can't get online	9/14/2023 6:33 PM
30	Night time adult entertainment - sophisticated	9/14/2023 9:57 AM
31	Live music venue with parking	9/1/2023 4:57 PM

Q6 What is the biggest positive currently in downtown?

Answered: 121 Skipped: 27

#	RESPONSES	DATE
1	Meal ministry	10/31/2023 10:30 AM
2	Senior Housing, Z- place, Pizza Junction, Clock and Tree at Chritmas time.	10/30/2023 10:39 PM
3	River	10/30/2023 5:51 PM
4	Small selection of places to eat. More would always be better.	10/30/2023 1:11 PM
5	Not much. Only a few shopping options and dining options.	10/29/2023 8:54 PM
6	Great shops	10/29/2023 5:58 PM
7	Wise guys, nice looking new police station	10/29/2023 4:18 PM
8	Nice looking, charming, fun activities	10/29/2023 3:27 PM
9	Library	10/28/2023 3:57 PM
10	not sure	10/27/2023 5:06 PM
11	Long standing treasured restaurant, Nick's kitchen, anchors the historical district. I love that we also have a bakery that offers more than cakes and cookies, and I love visiting the thrift shops because they have vintage items I love and something different everyday.	10/27/2023 5:45 AM
12	everything is compact, the murals are great, lots of parking spaces	10/27/2023 1:14 AM
13	The murals	10/24/2023 9:16 AM
14	Some rejuvenated spaces, local eats	10/23/2023 4:32 PM
15	PLENTY OF PARKING. (ON THE STREET OR CITY PARKING LOTS)	10/23/2023 12:10 PM
16	Multiple restaurant options, & buildings being fixed up.	10/21/2023 9:39 PM
17	wide sidewalks	10/21/2023 3:50 PM
18	Small businesses	10/21/2023 3:35 PM
19	Brickhouse grill for high class food Party shop for daily coffee Bear & Beak for a sweet treat	10/21/2023 7:29 AM
20	Good sense of our history is felt and seen	10/21/2023 7:27 AM
21	A few well established food locations (Brick House, Party Shop, and now Bear and Beak and Wise Guys)	10/20/2023 6:49 PM
22	Plenty of parking. It feels like there are more places to go downtown than when I first came to Huntington a decade or so ago.	10/17/2023 4:02 PM
23	New shops	10/16/2023 10:49 PM
24	There are some extremely nice businesses located there now.	10/16/2023 9:50 PM
25	Nothing	10/9/2023 12:08 PM
26	Tcbgames gives kids a place to hang out	10/8/2023 1:53 PM
27	The restaurants and retail that are there now are good quality	10/8/2023 1:45 PM
28	Indiana Family Care Center and the meal ministries- The not for profit, supportive assistance programs.	10/8/2023 2:36 AM
29	Clean.	10/7/2023 1:45 PM
30	Everything is very close together and localized Lots of opportunities for children and families	10/7/2023 11:41 AM

Downtown Huntington Resident Survey

Survey Monkey

year round

31	The meal ministry is the best thing about downtown, we're lucky to have that service.	10/7/2023 10:49 AM
32	Pizza Junction and murals on the buildings	10/7/2023 10:45 AM
33	Cleanliness The lighting of the Christmas tree festival	10/7/2023 8:53 AM
34	The various small businesses: bakery, book store, retail, candy, etc.	10/6/2023 7:00 PM
35	Live music Food for needy Beautification	10/6/2023 6:17 PM
36	Bick house	10/6/2023 5:48 PM
37	A few upscale shopping and dining options	10/6/2023 5:11 PM
38	Inviting and friendly atmosphere	10/6/2023 3:39 PM
39	Historic old town center	10/6/2023 12:34 PM
40	Walking distance from my house.	10/6/2023 6:57 AM
41	Variety	10/5/2023 7:27 AM
42	Party Shop	10/4/2023 9:20 PM
43	easy access and historic	10/4/2023 9:16 PM
44	Nothing	10/2/2023 11:25 PM
45	It's clean. But there are so many cool buildings just sitting empty that could hold so much potential.	10/2/2023 6:05 PM
46	The closeness to e thing like food, and banks	10/2/2023 2:40 PM
47	More shops and upkeep of old buildings starting to happen.	10/2/2023 2:20 PM
48	The Murals make the downtown feel alive.	10/2/2023 5:41 AM
49	Some new businesses	10/2/2023 5:01 AM
50	Most storefronts are filled	10/2/2023 1:42 AM
51	It is becoming more open to differences not being evil. Seeing the "Right To Life" sign gone is heartwarming.	10/1/2023 9:17 AM
52	Easy to walk	9/30/2023 8:00 PM
53	Community events held in the area	9/30/2023 6:22 PM
54	Vibrance, the murals added have brought a lot of light to the area and made it more attractive	9/30/2023 3:39 PM
55	Nothing	9/30/2023 4:36 AM
56	Weather permitting, My wife and I enjoy walking downtown from Antiqology to the Thrift store and stop for lunch at Nicks.	9/29/2023 8:25 PM
57	The new restaurants (wise Guys and Junk Ditch)	9/29/2023 6:04 PM
58	The Party Shop, TCB Games, Nick's, Rotary Park	9/29/2023 4:58 PM
59	Great food choices	9/29/2023 4:39 PM
60	Ok parking	9/28/2023 10:40 PM
61	I appreciate that it is walkable especially from nearby neighborhoods	9/28/2023 6:48 PM
62	Parking is free	9/27/2023 7:56 PM
63	Cleanliness	9/27/2023 12:31 PM
64	Easy to find a parking spot	9/27/2023 4:33 AM
65	Historic buildings	9/26/2023 10:04 PM
66	It's easily walkable and relatively clean	9/26/2023 8:51 PM

Downtown Huntington Resident Survey

Survey Monkey

67	Soul weavers building and the flags honoring our military heros	9/26/2023 6:06 PM
68	Walkability	9/26/2023 11:41 AM
69	Looking nicer. Art work is beautiful. There are some specialty stores.	9/26/2023 10:46 AM
70	A couple well established restaurants	9/26/2023 9:57 AM
71	Great food, cute shops, party shop, hair salons,	9/26/2023 9:45 AM
72	It's compact and you can shop and dine all in the same area.	9/26/2023 9:33 AM
73	Rotary Park	9/26/2023 9:15 AM
74	Lots of growth	9/26/2023 9:02 AM
75	I think the biggest positive currently downtown is the remodeling/renovations being done in the past several years. Instead of looking run down and unused, it now gives a sense that changes are being made and new possibilities are headed our way. It makes me feel like I want to spend time there.	9/25/2023 9:00 AM
76	Facade improvements and addition of boutiques and restaurant options	9/25/2023 8:20 AM
77	Some very nice shops although some are too high priced for Huntington	9/22/2023 10:17 PM
78	Beautiful historic buildings	9/22/2023 6:35 PM
79	Space available for new businesses. Outside space at Rotary park.	9/22/2023 4:56 PM
80	It looks nicer than it has. We love the fountain area! Bookstore, candy, ice cream, and restaurants bring us down there.	9/22/2023 4:48 PM
81	Several retail shops, Used book store, Homecraft. I do miss the fabric store.	9/21/2023 7:36 PM
82	Library, Home Craft, Bear & Beak, Antiquology, and all the nice dinner spots. Also very safe, walkable, easy to park.	9/20/2023 7:01 PM
83	there is nothing	9/20/2023 4:37 PM
84	It is attractive and has a wide variety of shops and services one cannot get elsewhere in Huntington.	9/19/2023 8:47 PM
85	Turn the Page bookstore.	9/19/2023 6:42 PM
86	I think it starting to look cleaner/prettier downtown. The concert series and some of the restaurants are starting to be impressive.	9/18/2023 3:30 PM
87	Business Owners	9/18/2023 11:20 AM
88	Friendly restaurants and shops	9/18/2023 11:18 AM
89	Meal Ministry	9/18/2023 11:15 AM
90	New stores drawing people downtown	9/18/2023 11:13 AM
91	Small Shops and HAEC	9/18/2023 11:13 AM
92	There are several businesses that I frequently go to.	9/18/2023 11:07 AM
93	Opportunity to change	9/18/2023 11:04 AM
94	Potential	9/18/2023 11:01 AM
95	Walkable but Needs Restroom!	9/18/2023 10:58 AM
96	Connectivity of trails to businesses, Party Shop, Pizza Junction	9/18/2023 9:53 AM
97	Excitement for grow Th	9/17/2023 8:06 AM
98	I enjoy the paintings	9/16/2023 7:57 PM
99	Variety of shopping	9/16/2023 1:33 PM
100	The walking mall suitable for concerts, but open for driving through as well.	9/16/2023 11:31 AM

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101	Music in the Streets	9/16/2023 8:33 AM
102	Easily walkable / easy access to my home and workplace.	9/16/2023 8:25 AM
103	The Library, Party Shop, Turn the Page, Pizza Junction and Antiquology. The walkability is wonderful with young kids.	9/16/2023 8:05 AM
104	The sitting park	9/15/2023 11:37 PM
105	Brickhouse and Pizza Junction	9/15/2023 6:36 PM
106	Walkability	9/15/2023 5:28 PM
107	New restaurants coming in.	9/15/2023 5:04 PM
108	Landscape is beautiful and always well maintained	9/15/2023 3:56 PM
109	Shops	9/15/2023 3:52 PM
110	Junk Ditch, Wise Guys, Antiquology, Bear and Beak,	9/15/2023 3:01 PM
111	The ability to grow.	9/15/2023 2:58 PM
112	Multiple blocks	9/14/2023 6:33 PM
113	Safe Environment	9/14/2023 5:08 PM
114	A good combination of fresh, new businesses that compliment well known, established businesses.	9/14/2023 10:41 AM
115	It is maintained well and kept clean.	9/14/2023 9:57 AM
116	Some of the nicest restaurants in town.	9/11/2023 9:07 AM
117	Nick's Kitchen	9/8/2023 5:51 PM
118	The park with the waterfall. Nicks. Antiquology. The party shop.	9/3/2023 12:31 PM
119	library	9/1/2023 7:44 PM
120	The Brickhouse grill, and the library, and turn the page books.	9/1/2023 4:57 PM
121	Antiquology	8/31/2023 4:51 PM

Q7 What is the biggest challenge currently in downtown?

Answered: 132 Skipped: 16

#	RESPONSES	DATE
1	Parking	10/31/2023 10:30 AM
2	One way traffic flow, parking, front of buildings need fresh bright colors, most businesses not open in evenings. Brighter or more lighting. Homeless.	10/30/2023 10:39 PM
3	River	10/30/2023 5:51 PM
4	Biking entertainment for kids and families.	10/30/2023 1:11 PM
5	Limited business hours. Empty store fronts and no green space.	10/29/2023 8:54 PM
6	Cut throat business owners	10/29/2023 5:58 PM
7	Too many bars, too many large living facilities.	10/29/2023 4:18 PM
8	Parking for downtown employers, employees and customers parking is the #1 problem!	10/29/2023 3:27 PM
9	Paid parking for businesses that have to pass on to consumers	10/29/2023 8:49 AM
10	Parking, nothing for kids/teens	10/28/2023 3:57 PM
11	It is a mixed use space that seems to lack cohesion of what all it should offer or be.	10/27/2023 5:06 PM
12	Parking. Sometimes I want to stop in a shop on my lunch break but I don't if I can't find a parking space close by. Also there are not enough retail shops. We need more variety if we want a lively downtown to host things like a first Friday where local residents stay local to shop rather than go to Fort Wayne.	10/27/2023 5:45 AM
13	one way streets, vacated building sections	10/27/2023 1:14 AM
14	Parking	10/24/2023 9:16 AM
15	Advertising what shops there are	10/23/2023 4:32 PM
16	COMPETING WITH BIG BOX STORES AND AMAZON ETC...	10/23/2023 12:10 PM
17	PARKING! #2 people begging for money on st corner and attics walking around downtown near family and youth places	10/21/2023 9:39 PM
18	mostly closed up on Sunday and Monday	10/21/2023 3:50 PM
19	The biggest eye sore is whatever is going on with the old movie theater.	10/21/2023 3:35 PM
20	Parking	10/21/2023 7:29 AM
21	Parking. Keeping community reminded of stores and opportunities offered	10/21/2023 7:27 AM
22	The bars have a negative reputation and several of the store fronts appear run down, it takes away from the more inviting better kept storefronts.	10/20/2023 6:49 PM
23	Some of the facades are a bit dated. I know work has been done recently to update some of them and it has really helped improve the overall image of downtown.	10/17/2023 4:02 PM
24	There needs to be a grocery store please!	10/16/2023 10:49 PM
25	The empty buildings and the theatres, both the old Huntington and the Opera House block.	10/16/2023 9:50 PM
26	Not enough stores	10/9/2023 12:08 PM
27	The one way streets and parking	10/9/2023 8:36 AM
28	Parking	10/8/2023 1:53 PM

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29	Empty storefronts are discouraging	10/8/2023 1:45 PM
30	The cost of shopping and/or dining. The number of individuals and families struggling just to survive in this town is astronomical. I don't care what the "median income" is. Just to survive is expensive and the majority of income is taxed then goes to bills and things necessary for life. Families are working to live; to pay bills, the through the roof rent prices, buying groceries. The slides in that little presentation may make Huntington look "good" comparatively next to neighboring communities but talk to the residents; the families, the elderly, recovering addicts, individuals with criminal records... jobs aren't paying enough, rent is sky high, and property taxes for homeowners have MORE THAN DOUBLED in the last 2 tax years, the cost of fuel, groceries and other basic needs necessary for survival are expensive and the insane increase residents have seen on their water bills... not for water but sewage... but yet wages stay the same despite the increase in the cost of living. But instead of looking at the underlying cause of lack of attendance in downtown Huntington, the ones "in charge" want to slap some curb appeal on it, ask what people want to see then dangle it in front of them when they still can't afford to shop/dine local because that could be the difference between having electricity or not. There are no stores, restaurants or attractions you could put downtown that would increase resident attendance downtown until the lack of financial resources is addressed. People will not be able to afford it.	10/8/2023 2:36 AM
31	Driving . One way streets.	10/7/2023 10:02 PM
32	More retail.	10/7/2023 1:45 PM
33	1) Seedy bars - super sketchy environment in downtown at night. (Specifically Market Street and Legends, Big Daddy's are the most sketchy) Parking Not much positive nightlife for teens and young adults	10/7/2023 11:41 AM
34	Many of the buildings are old and narrow, making it hard for able bodied individuals and especially hard for those with physical disabilities.	10/7/2023 10:49 AM
35	No grocery store for those who live there without a car.	10/7/2023 10:45 AM
36	Renovating the beautiful old buildings instead of tearing them down.	10/7/2023 8:53 AM
37	Parking. Nothing open on Monday during dance or at night	10/6/2023 11:51 PM
38	Vacant/rundown buildings	10/6/2023 7:00 PM
39	No grocery in south Huntington	10/6/2023 6:17 PM
40	Book stores, thrift stores need to go.	10/6/2023 5:48 PM
41	Hours kept by most business is not in keeping with work schedules or good for tourism	10/6/2023 5:11 PM
42	Too many building owners that don't maintain their properties or let their spaces go unused.	10/6/2023 3:39 PM
43	Not much to do and too much traffic	10/6/2023 12:34 PM
44	Dilapidated buildings, little sense of community.	10/6/2023 6:57 AM
45	Parking, for customers and staff	10/5/2023 7:27 AM
46	Antiquology	10/4/2023 9:20 PM
47	Too many office. Not enough foot traffic	10/4/2023 9:16 PM
48	To many apartments, run down buildings	10/2/2023 11:25 PM
49	Parking!!! It's a disaster if your kids are in dance or if you need a hair appointment. I purposefully moved my salon clients to another location because it was such an ongoing issue.	10/2/2023 6:05 PM
50	The lack of shops	10/2/2023 2:40 PM
51	Old buildings falling apart and safety issues. Not enough to do in the evenings. Parking is hard to find.	10/2/2023 2:20 PM
52	Getting people to patronize local downtown businesses.	10/2/2023 5:41 AM
53	Everything closes up at 3.00 and no parking	10/2/2023 5:01 AM

Downtown Huntington Resident Survey

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54	Looks trashy and I inviting with all the homeless and panhandlers	10/2/2023 1:42 AM
55	All the bickering and infighting! No one business should control the entire Downtown operations. Whatever entity or power that is trying to strong arm others or not include certain businesses because of pettiness must come to an end. Surrounding neighborhoods flying "F***" Biden flags or confederate flags does not say "Welcome to Huntington!" Those displays, even the one F***Trump flag, are embarrassing. What's next, Nazi flags. Our known bigotry is not going to bring new people to live here. The overall racist perception of Huntington County is real. It it IS holding us back.	10/1/2023 9:17 AM
56	Variety of shops, parking	9/30/2023 8:00 PM
57	Parking	9/30/2023 6:22 PM
58	Parking	9/30/2023 3:39 PM
59	More restaurants variety	9/30/2023 1:59 PM
60	Nothing in this town to do, but drink then you get pulled over for drinking and driving.	9/30/2023 4:36 AM
61	Parking	9/29/2023 8:25 PM
62	Not enough housing that is not based on income. We need less housing based on income and more housing with individuals and families with cash flow that will spend more in Huntington so more businesses move in and this more people move in	9/29/2023 6:04 PM
63	Boutique & niche shopping. We need shops and entertainment that appeal to broad groups of people.	9/29/2023 4:58 PM
64	Accessibility	9/29/2023 4:39 PM
65	Diversity	9/28/2023 10:40 PM
66	There needs to be more activities and more businesses to pull people downtown.	9/28/2023 6:48 PM
67	Parking	9/28/2023 6:42 AM
68	No shade trees, not enough handicapped parking & too much dangerous traffic	9/27/2023 9:26 PM
69	Not enough shopping.	9/27/2023 7:56 PM
70	Parking	9/27/2023 12:31 PM
71	Facades look run down, not a lot of community events downtown like in Wabash	9/27/2023 4:33 AM
72	Buildings not being used to full potential	9/26/2023 10:04 PM
73	There are so, SO many empty storefronts and not even enough parking for the stores that ARE there.	9/26/2023 8:51 PM
74	Parking	9/26/2023 6:06 PM
75	Not much to do other than look in stores. Everything is so expensive	9/26/2023 11:41 AM
76	Still some dingy buildings. Traveling into downtown via old US 24 is less than desirable. Some residential housing along the corridor are sketchy and do not help with the aesthetic. Seems that downtown Huntington would be well suited to follow a similar trajectory as that of Roanoke. As such, thinking about revitalization along traveling paths is important if we want to lure SWAC people.	9/26/2023 10:46 AM
77	Not letting individual businesses dictate what events happen downtown. If you want to encourage growth downtown you to to encourage events.	9/26/2023 9:57 AM
78	People asking for money or just hanging out smoking in front of business. 2 hr parking	9/26/2023 9:45 AM
79	There are few restaurants and shops. It feels like a lot of buildings are empty. There are not any public parking lots when it comes to events that happen. There really isn't anything to do if you aren't there to eat or shop.	9/26/2023 9:33 AM
80	Lack of retail	9/26/2023 9:15 AM
81	Businesses closed on mondays	9/26/2023 9:02 AM

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82	Besides all the construction and detours, I would say parking.	9/25/2023 9:00 AM
83	Parking	9/25/2023 8:20 AM
84	Restrooms and all of the one-way streets	9/22/2023 10:17 PM
85	Would be nice if there were fewer empty buildings. Also, the sidewalks are a problem. A lot of effort has been put into the faux brick inlay, but it still looks uneven and trashy in some places.	9/22/2023 6:35 PM
86	The business owners are rude and not communitu oriented	9/22/2023 4:56 PM
87	Business hours. I work 9-6. Many places close up early.	9/22/2023 4:48 PM
88	Many storefronts are empty and the appearance of the old theatre.	9/21/2023 7:36 PM
89	If I go out for a day shopping with my mom or girlfriends, no cafe to eat at. Generally, the retail options are good but there are still many times I find I need to order online or go to FW, such as when buying gifts for my nieces and nephews.	9/20/2023 7:01 PM
90	not enough places for low income families, or low income shopping, and no grocery stores. also no place for kids and teens to do anywhere in Huntington!	9/20/2023 4:37 PM
91	Parking	9/19/2023 8:47 PM
92	Dated and worn building facades.	9/19/2023 6:42 PM
93	Parking, lack of choice, lack of foot traffic/people daily, Entertainment, Hotel/lodging	9/18/2023 3:30 PM
94	Vacant Buidings	9/18/2023 11:18 AM
95	Lack of use from residents (not shopping local)	9/18/2023 11:15 AM
96	Giving people a reason to enjoy the downtown without having to shop.	9/18/2023 11:13 AM
97	No night life outside of traditional bars. All other businesses are closed.	9/18/2023 11:13 AM
98	The vaping shops are not attractive to many visiting	9/18/2023 11:07 AM
99	Attitude of a few businesses towards others	9/18/2023 11:04 AM
100	Vacant Buildings	9/18/2023 11:01 AM
101	Loitering	9/18/2023 10:58 AM
102	Not enough restaurants, not utilizing existing buildings	9/18/2023 9:53 AM
103	Parking and rays to maximize use of land such as river or empty buildings	9/17/2023 8:06 AM
104	Parking	9/16/2023 7:57 PM
105	Knowing the hours of operation	9/16/2023 1:33 PM
106	Filling empty storefronts, helping theater owners to complete their project	9/16/2023 11:31 AM
107	Patron Parking (Owners/Workers park near their work) Lack of diverse dining	9/16/2023 8:33 AM
108	Not enough variety	9/16/2023 8:25 AM
109	Deciding if I want to walk past smokers and run down abandoned looking buildings on W State Street or homeless smokers on North Jefferson. A more kid friendly kid restaurant would be wonderful for the downtown area.	9/16/2023 8:05 AM
110	Eyesore of old theatre. Need more retailers and evening hours at least on weekends	9/16/2023 7:37 AM
111	Buildings are outdsted and an eye sore	9/15/2023 11:37 PM
112	Parking	9/15/2023 8:31 PM
113	Parking during events, everything closes at 5, many boutique shops.	9/15/2023 6:36 PM
114	Lack of quality restaurants. Unattractive properties.	9/15/2023 5:28 PM
115	Not enough small businesses to support with things for all groups of people. We don't need 5 clothing shops downtown.	9/15/2023 5:04 PM

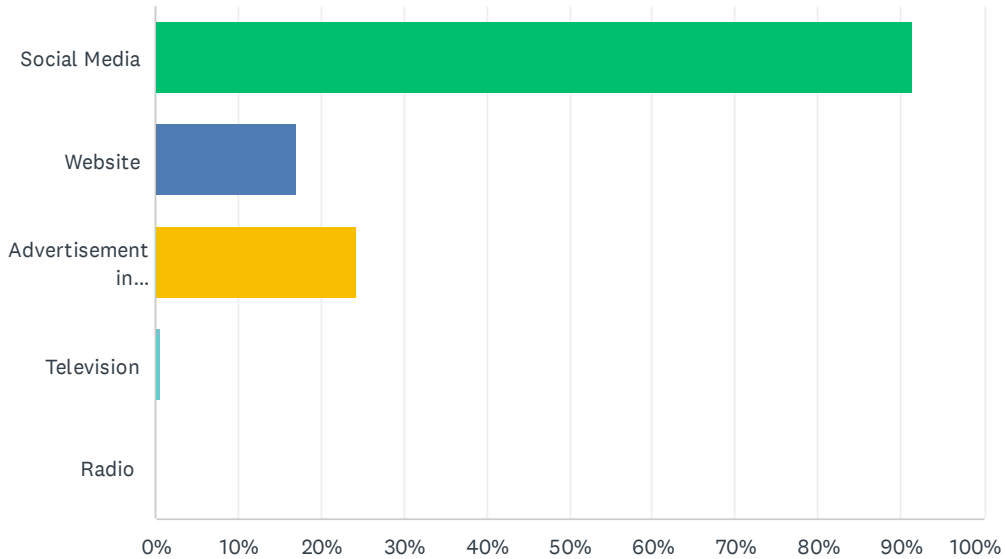
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116	Parking, bars and vaping	9/15/2023 4:57 PM
117	Parking	9/15/2023 3:56 PM
118	Trucks	9/15/2023 3:52 PM
119	Pan handlers, homeless, meal ministry	9/15/2023 3:01 PM
120	There are at least two store owners that think they control everything. This needs to stop.	9/15/2023 2:58 PM
121	The better than you attitude that most of the businesses hold .	9/15/2023 12:00 PM
122	Parking and business owners fighting	9/15/2023 10:27 AM
123	Too many business owners not building around each other. Doing businesses that don't build on each other.	9/14/2023 6:33 PM
124	Attitude of business owners	9/14/2023 5:08 PM
125	Finding more people to live downtown in the apartments and to provide some sort of entertainment/nightlife businesses to keep them and attract them.	9/14/2023 10:41 AM
126	Unique things to bring people in regularly	9/14/2023 9:57 AM
127	Parking and navigating	9/11/2023 9:07 AM
128	Walkability where pedestrians are safe from cars. Please shut down Jefferson St. and make it a pedestrian-only promenade again, like it was many years ago, from Park Dr. to Franklin St.	9/8/2023 5:51 PM
129	Need a working theatre. Hot dog and burger joint. Youth center. Indoor recreation for youth.	9/3/2023 12:31 PM
130	parking and housing options for people who are not retired	9/1/2023 7:44 PM
131	Antiqology and the old theater. What are their plans with the eyesore that they seem to be doing nothing with? Not enough parking.	9/1/2023 4:57 PM
132	Not-for-Profits	8/31/2023 4:51 PM

Q8 How do you find out about downtown events and activities?

Answered: 140 Skipped: 8



ANSWER CHOICES	RESPONSES	
Social Media	91.43%	128
Website	17.14%	24
Advertisement in paper/magazine	24.29%	34
Television	0.71%	1
Radio	0.00%	0
Total Respondents: 140		

#	OTHER (PLEASE SPECIFY)	DATE
1	Word of Mouth, family and friends.	10/30/2023 10:39 PM
2	CITY NEWSLETTER	10/23/2023 12:10 PM
3	TAB	10/21/2023 3:50 PM
4	Outdoor signs	10/7/2023 11:41 AM
5	Library	10/7/2023 10:49 AM
6	Weekly report from mayor	10/7/2023 10:45 AM
7	Friends	10/7/2023 8:53 AM
8	Hard to find out	10/6/2023 11:51 PM
9	City newsletter	10/6/2023 7:00 PM
10	When I see it happening	10/4/2023 9:16 PM
11	Word of mouth	10/2/2023 5:41 AM

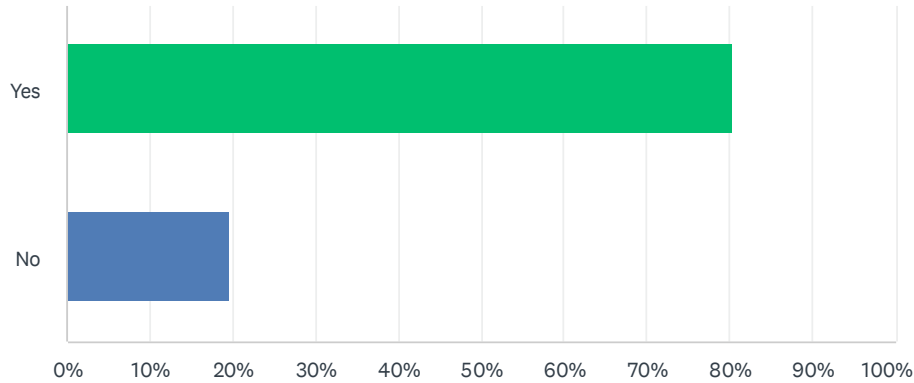
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12	Word of mouth	9/27/2023 7:56 PM
13	Word of mouth	9/25/2023 9:00 AM
14	Email from the City	9/20/2023 7:01 PM
15	TAB	9/19/2023 8:47 PM
16	Randomly, some social media some word of mouth.	9/18/2023 3:30 PM
17	Word of mouth	9/18/2023 11:18 AM
18	Word of mouth	9/18/2023 11:04 AM
19	City E-newsletter	9/16/2023 8:25 AM
20	Word of mouth	9/14/2023 5:08 PM
21	Newsletters from various sources	9/14/2023 10:41 AM
22	City e-newsletter	9/8/2023 5:51 PM

Q9 Do you attend festivals/events in downtown Huntington?

Answered: 143 Skipped: 5



ANSWER CHOICES	RESPONSES
Yes	80.42% 115
No	19.58% 28
TOTAL	143

#	IF YES, WHAT ACTIVITIES?	DATE
1	Parade, Car Show, Street Fair	10/30/2023 10:39 PM
2	Trunk or treat, heritage days car show	10/29/2023 5:58 PM
3	Christmas events	10/29/2023 4:18 PM
4	Most of them	10/29/2023 3:27 PM
5	All of them	10/28/2023 3:57 PM
6	Music in the City are most enjoyable to us since we are empty nesters. Car shows, heritage days,	10/27/2023 5:45 AM
7	christmas in the city	10/27/2023 1:14 AM
8	Car show, concerts	10/24/2023 9:16 AM
9	Heritage Days, would love to see more	10/23/2023 4:32 PM
10	CONCERTS, CAR SHOWS	10/23/2023 12:10 PM
11	Christmas in our town, fall event last yr, library summer reading program	10/21/2023 9:39 PM
12	Car show/heritage days/Christmas activities	10/21/2023 3:35 PM
13	concert series	10/21/2023 11:06 AM
14	Car show, Heritage days	10/21/2023 7:29 AM
15	JeFFFest, concerts downtown, christmas tree lighting	10/17/2023 4:02 PM
16	Jefffest, Music, Hauntington events	10/16/2023 9:50 PM
17	Festivals	10/9/2023 12:08 PM
18	The fair	10/9/2023 8:36 AM

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19	Christmas downtown, heritage days	10/8/2023 1:53 PM
20	Music, art, festivals	10/8/2023 1:45 PM
21	Car shows	10/7/2023 10:02 PM
22	Heritage Days	10/7/2023 1:45 PM
23	Pioneer festival, 4-H, Heritage Days, Harvest Festival, Pub Trivia	10/7/2023 11:41 AM
24	Christmas in the city, heritage days	10/7/2023 10:49 AM
25	Chalk walk, Pioneer Days	10/7/2023 10:45 AM
26	Christmas tree Lighting, heritage days	10/7/2023 8:53 AM
27	Music in the city, Christmas in the city, etc.	10/6/2023 7:00 PM
28	Heritage Days	10/6/2023 6:28 PM
29	Car show, music, festivals, parades, etc.	10/6/2023 6:17 PM
30	Concerts, car shows	10/6/2023 5:48 PM
31	Music	10/6/2023 4:49 PM
32	music/festivals	10/6/2023 3:39 PM
33	Car shows and jefffest	10/6/2023 12:34 PM
34	Various	10/6/2023 6:57 AM
35	Chalk walk, heritage days, music,	10/5/2023 7:27 AM
36	Heritage days, farmers markets, other downtown festivals and things at the library.	10/2/2023 6:05 PM
37	Car shows	10/2/2023 5:01 AM
38	As a participant in parades and festivals.	10/1/2023 9:17 AM
39	Music in the City, fall festival, Christmas in the city	9/30/2023 6:22 PM
40	Heritage days, winter/christmas family event	9/30/2023 3:39 PM
41	Fall fest	9/30/2023 1:59 PM
42	Trunk or treat. Heritage days but it's starting to suck. Pioneer festival and it sucks.	9/30/2023 4:36 AM
43	Heritage Days	9/29/2023 4:58 PM
44	Heritage days	9/28/2023 10:40 PM
45	Heritage Days. Summer concerts	9/27/2023 7:56 PM
46	Concerts, holiday events, Heritage Day events	9/27/2023 12:31 PM
47	Christmas	9/27/2023 4:33 AM
48	Trunk or treat, concerts, heritage days	9/26/2023 8:51 PM
49	Heritage days, pioneer festival and the car show	9/26/2023 6:06 PM
50	JeFFFest, some music groups, Heritage Days	9/26/2023 9:33 AM
51	Concerts, Heritage Days	9/26/2023 9:15 AM
52	Parades	9/25/2023 9:00 AM
53	Live music	9/25/2023 8:20 AM
54	Heritage Days, Car Shows, Music In The City	9/22/2023 10:17 PM
55	Music in the City, Christmas activities	9/22/2023 6:35 PM
56	Chalk Walk, back to school bash, 2nd Saturday, heritage days	9/22/2023 4:56 PM

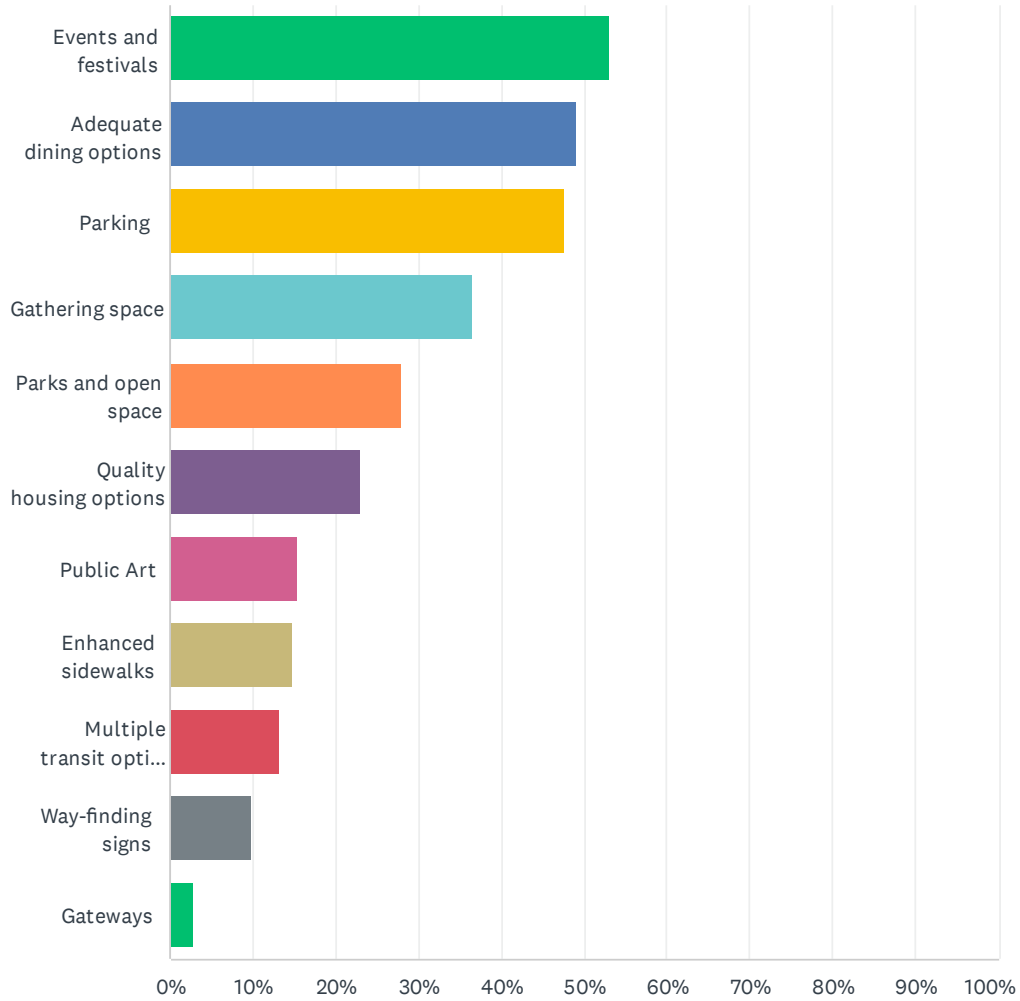
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57	Music downtown, Heritage Days	9/22/2023 4:48 PM
58	music, car shows	9/21/2023 7:36 PM
59	haritages days	9/20/2023 4:37 PM
60	Chalk Walk, parade, Trick or Treating, mostly taking grandkids to children's events	9/19/2023 8:47 PM
61	Heritage Days	9/19/2023 6:42 PM
62	The parade each year.	9/18/2023 3:30 PM
63	Arts Festival	9/18/2023 11:20 AM
64	Jeff Fest, Music in the City	9/18/2023 11:18 AM
65	Jeff Fest, Food Trucks	9/18/2023 11:15 AM
66	Jeff Fest, Music in the City	9/18/2023 11:13 AM
67	Music Festival	9/18/2023 11:01 AM
68	Music Festival and Car Show Fundraisers	9/18/2023 10:58 AM
69	Music in the City, Christmas in the City	9/18/2023 9:53 AM
70	Pioneer festival, heritage days, 4H, Christmas in the city	9/17/2023 8:06 AM
71	JeffFest	9/16/2023 1:33 PM
72	Concerts, Heritage Days, car shows	9/16/2023 11:31 AM
73	Fair, Chalk walk, Music	9/16/2023 8:33 AM
74	most of the activities held in downtown Huntington	9/16/2023 8:25 AM
75	Music in the City, car shows and Library events.	9/16/2023 8:05 AM
76	Too much a pain in the ass downtown	9/15/2023 8:31 PM
77	Christmas downtown	9/15/2023 3:56 PM
78	Fair, Car Show	9/15/2023 3:01 PM
79	Car show, music events	9/15/2023 10:27 AM
80	All that I can	9/14/2023 5:08 PM
81	As many as possible. Family friendly events are our priority.	9/14/2023 10:41 AM
82	Music in the City, Heritage Days, sales	9/14/2023 9:57 AM
83	Music in the city and other seasonal activities	9/11/2023 9:07 AM
84	Heritage Days, Harvest festival, tree lighting	9/8/2023 5:51 PM
85	Summer street fair. Lighting do the Christmas tree.	9/3/2023 12:31 PM
86	heritage days, jefffest, tree lighting	9/1/2023 7:44 PM
87	Music in the city and heritage days.	9/1/2023 4:57 PM

Q10 Select the top 3 amenities needed in downtown:

Answered: 143 Skipped: 5



Downtown Huntington Resident Survey

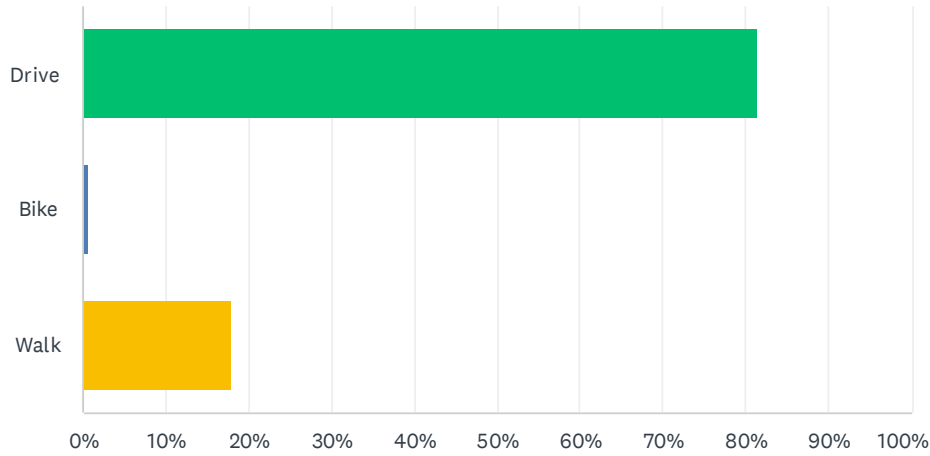
Survey Monkey

ANSWER CHOICES	RESPONSES	
Events and festivals	53.15%	76
Adequate dining options	48.95%	70
Parking	47.55%	68
Gathering space	36.36%	52
Parks and open space	27.97%	40
Quality housing options	23.08%	33
Public Art	15.38%	22
Enhanced sidewalks	14.69%	21
Multiple transit options (Bike, Bus, and Walk)	13.29%	19
Way-finding signs	9.79%	14
Gateways	2.80%	4
Total Respondents: 143		

#	OTHER (PLEASE SPECIFY)	DATE
1	Music or activities geared towards teenagers. Miniature golf, arcade, laser tag, dance hall, go carts, swimming pool. For younger kids an indoor playground.	10/30/2023 10:39 PM
2	Family tot track and pump track	10/30/2023 1:11 PM
3	More retail shopping options and restaurants	10/27/2023 5:45 AM
4	RETAIL SHOPS	10/23/2023 12:10 PM
5	Dining on weekend and Mondays 2-4	10/21/2023 3:50 PM
6	A decent brewery	10/21/2023 3:35 PM
7	More general retail	10/8/2023 1:45 PM
8	AND affordable housing. \$1100+ a month for a studio in this shit hole town is insane.	10/8/2023 2:36 AM
9	Retail shopping	10/7/2023 1:45 PM
10	Shops	10/7/2023 8:53 AM
11	A Farmers market that isn't hid away in obscure places	10/4/2023 9:16 PM
12	Repair brick structures so they don't collapse leaving more open lots (missing teeth)	10/2/2023 1:42 AM
13	Htgn Co is WAY over priced for the income levels. Are landlords gouging and ignoring? There are not enough parking areas to meet the needs of growth.	10/1/2023 9:17 AM
14	Family events	9/30/2023 4:36 AM
15	Less abandoned buildings	9/26/2023 8:51 PM
16	General store	9/25/2023 8:20 AM
17	Hotel	9/18/2023 3:30 PM
18	Entertainment	9/15/2023 6:36 PM
19	More shops with broader ranges of things	9/15/2023 5:04 PM
20	Diversity of dining options	9/14/2023 10:41 AM
21	night life	9/14/2023 9:57 AM

Q11 How do you access downtown?

Answered: 145 Skipped: 3



ANSWER CHOICES	RESPONSES
Drive	81.38% 118
Bike	0.69% 1
Walk	17.93% 26
TOTAL	145

#	OTHER (PLEASE SPECIFY)	DATE
1	All 3 depending on weather or event	10/27/2023 5:45 AM
2	DRIVE, BIKE AND WALK	10/23/2023 12:10 PM
3	I also walk	10/21/2023 3:35 PM
4	I access it all 3 ways at different times	10/4/2023 9:16 PM
5	Both Drive and Walk	10/2/2023 5:41 AM
6	Also Walk	9/18/2023 11:20 AM
7	Also Walk	9/18/2023 11:18 AM
8	Also Walk	9/18/2023 11:15 AM
9	Also Walk	9/18/2023 11:13 AM
10	Also Walk	9/18/2023 11:07 AM
11	Also Walk	9/18/2023 10:58 AM
12	Also Bike	9/18/2023 9:53 AM
13	walk	9/16/2023 8:25 AM
14	Bike	9/14/2023 5:08 PM
15	drive and walk	9/14/2023 9:57 AM

Q12 What other comments would you like to add about revitalizing downtown Huntington?

Answered: 74 Skipped: 74

#	RESPONSES	DATE
1	Need to fill all the buildings, letting empty buildings sit for years makes the whole area look trashy. Owners need to lower the rent to keep them filled. Keep the fronts looking nice so they don't look abandoned. Most of the buildings looks the same as they did in the 1960s and 70s. The overall appearance is what will attract people more than the selections of business types.	10/30/2023 10:39 PM
2	River	10/30/2023 5:51 PM
3	Businesses should be attracted and kept in our town.	10/29/2023 8:54 PM
4	Nicks kitchen needs better hours, farmers markets, small business setting up booths during events	10/29/2023 5:58 PM
5	Make the community safe and when bad things happen people should be able to be confident the mayor won't back perpetrators	10/29/2023 8:49 AM
6	Stop beggars at stop signs	10/28/2023 3:57 PM
7	#1 First thought is to understand what is Huntington's personality. Meaning, what is the culture of Huntington and how does that culture interact allowing for flourishing from those interactions. From that, figure out ways to support those interactions. Than grow new and different things that are outcroppings of those initial interactions. Lastly, stop with the same statements of needing some aspect that has failed. It failed for a reason, and sometimes those reasons never change.	10/27/2023 5:06 PM
8	SHOP LOCAL	10/23/2023 12:10 PM
9	Police need to patrol downtown better and get rid of the beggars and drug attics. Need more parking.	10/21/2023 9:39 PM
10	develop/encourage River Front seating, walking	10/21/2023 3:50 PM
11	There are multiple activists for kids and families. Why can't there be activities for adults?	10/21/2023 3:35 PM
12	I think downtown has really come a long way in the last ten years and there is a lot to celebrate. There are a fair number of events that draw decent crowds, concerts, etc. I had not considered the addition of a gathering space until I saw it above but that really is one of the things that is missing in downtown. There are a few parks, and they are rather nice, but whenever there is a festival or event there really is no where to host it other than on the street. This makes for a cool atmosphere, but I think space could be utilized differently to allow for a more curated gathering place. Perhaps something could be done with the island that the Jefferson bridge crosses over?	10/17/2023 4:02 PM
13	Stores Stores Stores	10/9/2023 12:08 PM
14	The activities downtown have been a big factor in the improvements that I have noticed thus far. The more events people attend down there, the more at home they feel and more likely to patronize the retail. Empty storefronts discourage people from considering downtown as a place to frequent and hang out.	10/8/2023 1:45 PM
15	It does not matter how pretty or appealing it is if people can't afford it!! Address the underlying needs!!!!	10/8/2023 2:36 AM
16	Open Jefferson to two way traffic. Better signage on 24 . Direct traffic into Huntington instead of away from.	10/7/2023 10:02 PM
17	More greenery: Trees plants flowers Blocking off roadways in the evening to make downtown more pedestrian friendly (ex: the Landing in FW) Young adult hangout spot - local coffee shop? Less seedy bars	10/7/2023 11:41 AM

Downtown Huntington Resident Survey

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18	I love the old buildings that are being renovated. I realize this is costly. More affordable housing would be helpful. I am new to Indiana and love what I have found in Huntington. Keep up the good work with trees!	10/7/2023 10:45 AM
19	Give people a reason to come and they will!	10/6/2023 5:48 PM
20	Wish we looked less run down and resembled Wabash or Roanoke more	10/6/2023 5:11 PM
21	Need to find ways to incentive owners of underutilized spaces to develop or sell them.	10/6/2023 3:39 PM
22	That old theater is such an eyesore, please at least throw up a facade. It make the whole strip look like an abandoned construction site	10/6/2023 12:34 PM
23	Stop letting Antiquology dictate what happens downtown	10/4/2023 9:20 PM
24	We have a nice downtown. We should use it for more events that will draw people there. Convince the businesses that it will help them and not hinder.	10/4/2023 9:16 PM
25	Huntington sucks as a town. Nothing to do bike trails that do not connect or go anywhere. Full of drugs and child molesters no one wants to come to this place.	10/2/2023 11:25 PM
26	We need to preserve the history that's there while bring business back	10/2/2023 2:40 PM
27	Great idea to keep people in town and keep young families here.	10/2/2023 2:20 PM
28	I think downtown is not looking to bad. Progress is slow but it is happening.	10/2/2023 5:41 AM
29	Need more places to eat and. Shop	10/2/2023 5:01 AM
30	Stop allowing people to tear down buildings for parking, there is ample parking and it makes the downtown look bad missing so many buildings.	10/2/2023 1:42 AM
31	Uniformity of appearance, variety of shopping options	9/30/2023 8:00 PM
32	Need a quality organization in charge of event planning and business cooperation for those events to grow and be successful	9/30/2023 6:22 PM
33	Huntington needs out with the old and in with the new. City Council suckd.	9/30/2023 4:36 AM
34	Please keep it family friendly or perhaps include draws for families to spend time downtown.	9/29/2023 4:58 PM
35	Some businesses put signs/displays on the sidewalks that are difficult to maneuver around.	9/29/2023 4:39 PM
36	Open up Jefferson St. to two way traffic	9/29/2023 11:57 AM
37	I would love to see more big murals with bright colors.	9/28/2023 10:40 PM
38	Wish the Huntington Theater Supper Club was still there. The eyesore that replaced it is disgraceful.	9/28/2023 6:42 AM
39	We need Huntington business owners to be more open to nonprofits. Allow them to participate more in events. Make nonprofits fell welcome.	9/27/2023 12:31 PM
40	Get historical preservation grants to shore up the crumbling buildings all over. It's such a shame these 100+ year old buildings are crumbling into dust	9/26/2023 8:51 PM
41	Fix up the old buildings, especially the old theater	9/26/2023 6:06 PM
42	We have to get out of our own way if we want a successful revitalization	9/26/2023 9:57 AM
43	Stop putting social services free things on the Main Street. Parking is an issue for owners of businesses.	9/26/2023 9:45 AM
44	I want it to be a place that I'm excited to go. I get excited to go to Roanoke. I get excited to go to Winona Lake. I get excited to go to small beach towns in Michigan like Holland and South Haven, and I intentionally seek all of those places out. I would love to see more retail opportunities, restaurants, and coffee shops as well as more events like farmers markets and festivals. It seems like the only events that are held down there are car shows and small miscellaneous music groups who I've never heard of and therefore do not want to see. Heritage Days is fun, but that's only once a year. Additionally, I'd love more cafe-type restaurants. Brick House, Wise Guys, and Junk Ditch are all great, but they are expensive and take a long time to get your food. I love Huntington and think that there is so much more in store for it.	9/26/2023 9:33 AM

Downtown Huntington Resident Survey

Survey Monkey

45	We have a quaint downtown that needs to be developed into a destination like Roanoke, Zionsville etc. Wabash, Columbia City and Bluffton all have thriving downtowns. Jefferson Street needs to be two-way again.	9/22/2023 10:17 PM
46	Would like attractive matching sidewalks with handicap accommodations, free of ice/snow and animal feces. More seating. Drinking fountain/bottle filler/pet water. More downtown events.	9/22/2023 6:35 PM
47	People talk about no parking but I've never been able to not park.	9/22/2023 4:48 PM
48	Your mediem age is a little low. Huntington is becoming known as the retirement community. The graduating class has decreased significantly since 1974(which was my class of 503).	9/21/2023 7:36 PM
49	If possible, maybe we can make some streets, like Market St for example, a one way street so that angled parking can be added on the opposite side. It would be less expensive than a parking garage.	9/19/2023 8:47 PM
50	Since downtown is considered the center of the community, it makes sense to want to make it a destination, but remember that in order to get to downtown you have to go through other areas of town. One of the reasons we drive downtown is because of the poor quality walking conditions getting there, or because some neighborhoods make you feel uneasy walking through them to get downtown. One good thing though is that I believe Huntington is having a bit of a renaissance. The downtown is a good catalyst that I hope will help surrounding neighborhoods and communities rise up as well and therefore more locals stay/shop local.	9/18/2023 3:30 PM
51	We must find the joy.	9/18/2023 11:15 AM
52	We need to save and use our historic buildings while also building new spaces.	9/18/2023 11:13 AM
53	Quality dining options and fresh produce food are important to attract entertainment and other events.	9/18/2023 11:07 AM
54	Stop allowing a couple of businesses dictate the atmosphere of our city.	9/18/2023 11:04 AM
55	Things are getting started, we just need to continue momentum.	9/18/2023 11:01 AM
56	Repurpose existing buildings for a year round Farmer's Market or other businesses. Add a space for community events.	9/18/2023 9:53 AM
57	Parking is a deterrent for some in coming to downtown. Love this project is happening. It's great for the community.	9/17/2023 8:06 AM
58	Teenagers need something safe and fun in town to do	9/16/2023 7:57 PM
59	Highlighting and rejuvenating building architecture. Historical signage.	9/16/2023 11:31 AM
60	I believe there should be more options to purchase grocery items on the South side of Huntington for those who lack adequate transportation and for those of us who would like to make purchases before work, in a timely manner.	9/16/2023 8:25 AM
61	Route the trucks off of Jefferson they are destroying the roads as well as the atmosphere of downtown. There is absolutely no reason for the center of the town to be the thruway for these trucks. I would love to see the empty buildings with businesses or if beyond repair a green space or park area in downtown for the kids or an indoor play area/park for during the winter would be amazing.	9/16/2023 8:05 AM
62	Surrounding towns have surpassed us greatly in their downtown developments. It also seems the businesses are very open minded on wanting activities and encouraging. Many of our current businesses are not cooperative with events downtown	9/16/2023 7:37 AM
63	Maybe close off the roadway like it was when I was a kid	9/15/2023 11:37 PM
64	Spruce up public areas. Keep streets clean all the time!	9/15/2023 5:28 PM
65	I love that you are taking the initiative to get this done.	9/15/2023 2:58 PM
66	It's sad that the businesses are allowed to run the show .. no back to school bash, no ice cream social	9/15/2023 12:00 PM
67	Where is the economy of the area going, where is the economy of the US going and where and how will people be spending their money in the next 5-10 years.	9/14/2023 6:33 PM

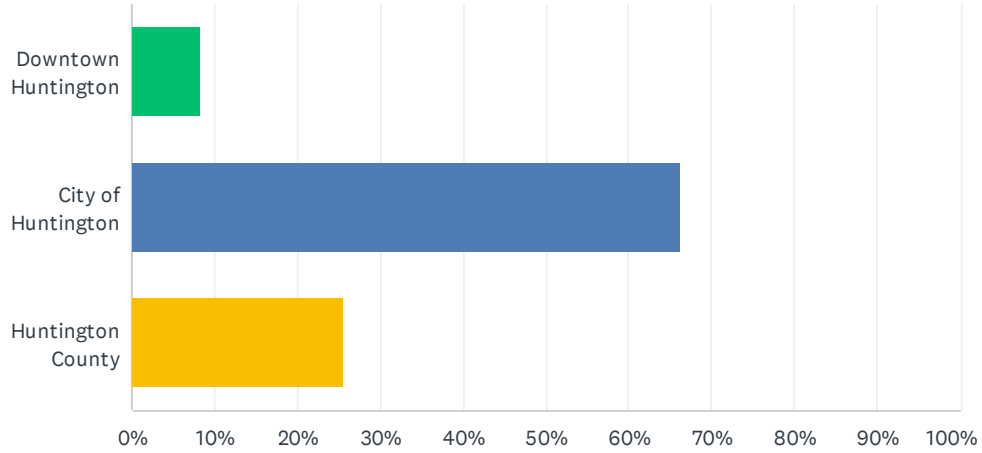
Downtown Huntington Resident Survey

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68	Improving downtown will require paradigm shifts that will come about only by education.	9/14/2023 5:08 PM
69	We are the perfect type of community to invest in our historic buildings but simultaneously, using new creative techniques to embrace new ideas and promote a diversity of businesses.	9/14/2023 10:41 AM
70	shade and a few more benches would be great	9/14/2023 9:57 AM
71	Have some sort of screening/approval process for public art, specifically murals. Don't let anybody just paint any sort of ugly stuff of their own choosing on our buildings. There's a fine line between public art and graffiti/eye sores, and we've already crossed that line with some of the existing murals.	9/8/2023 5:51 PM
72	Utilize the older buildings and make them accessible for wholesome entertainment. Theatre. Hotdog stand.	9/3/2023 12:31 PM
73	More housing options for families and young people would revitalize downtown	9/1/2023 7:44 PM
74	Needs something to draw the locals in but also to bring in the outside of Huntington money. Carousel or permanent ferris wheel? Old time trolley on light rails that went a couple miles?	9/1/2023 4:57 PM

Q13 Where do you live?

Answered: 145 Skipped: 3

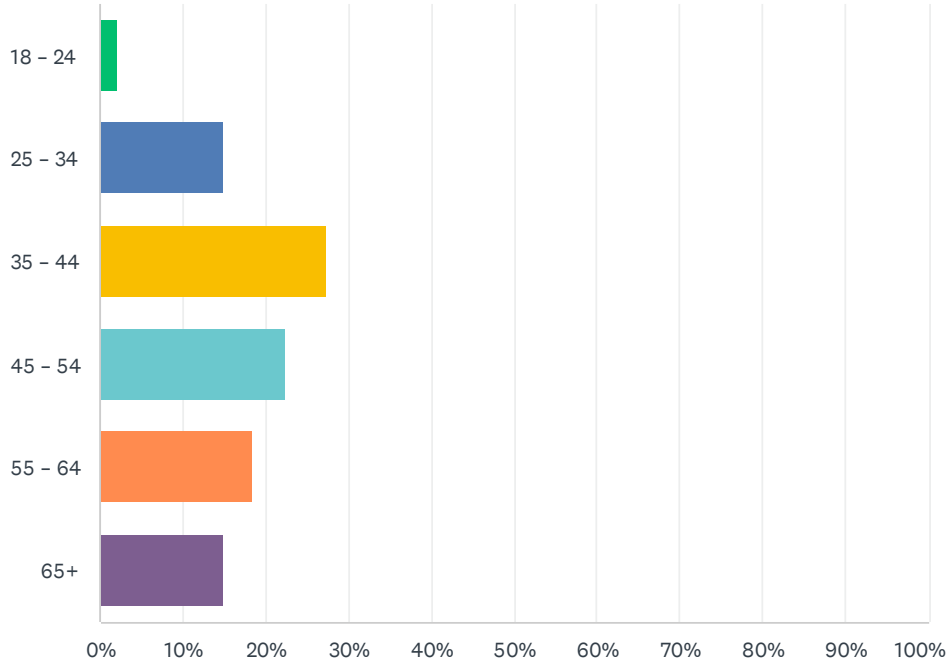


ANSWER CHOICES	RESPONSES
Downtown Huntington	8.28% 12
City of Huntington	66.21% 96
Huntington County	25.52% 37
TOTAL	145

#	OTHER (PLEASE SPECIFY)	DATE
1	Markle	10/27/2023 5:06 PM
2	4 blocks from downtown	9/26/2023 6:06 PM
3	On N Jefferson St close enough to walk downtown.	9/22/2023 4:48 PM
4	Fort Wayne. Former longtime Huntington resident with family, Church, and the other places I still frequent.	9/15/2023 5:28 PM
5	20 year resident 5 year business owner	9/14/2023 5:08 PM

Q14 What is your age?

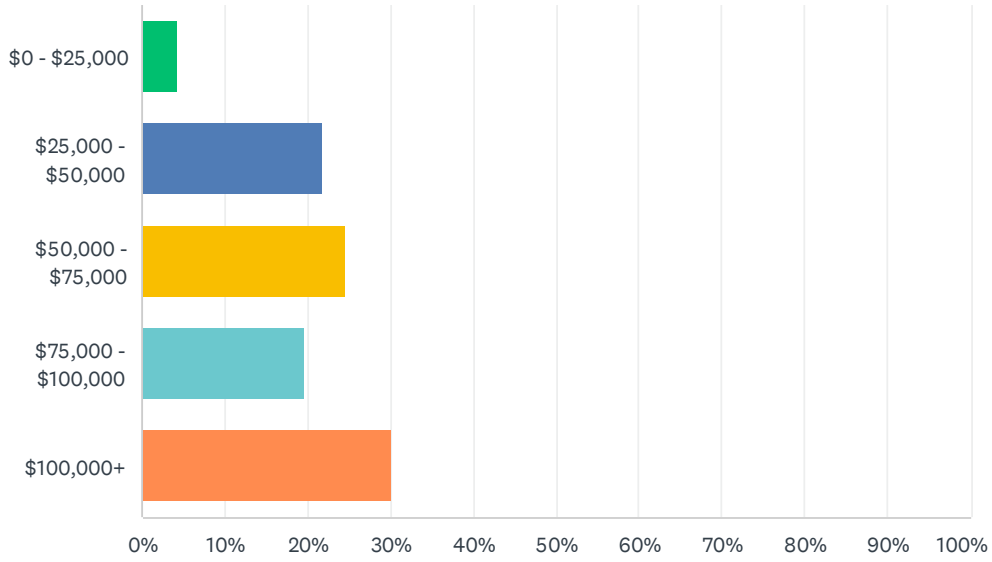
Answered: 147 Skipped: 1



ANSWER CHOICES	RESPONSES	
18 - 24	2.04%	3
25 - 34	14.97%	22
35 - 44	27.21%	40
45 - 54	22.45%	33
55 - 64	18.37%	27
65+	14.97%	22
TOTAL		147

Q15 What is your annual income?

Answered: 143 Skipped: 5



ANSWER CHOICES	RESPONSES	
\$0 - \$25,000	4.20%	6
\$25,000 - \$50,000	21.68%	31
\$50,000 - \$75,000	24.48%	35
\$75,000 - \$100,000	19.58%	28
\$100,000+	30.07%	43
TOTAL		143

Public Survey #2 Feedback

Q1 Do you have any comments for how the Vision Statement could be enhanced?"Downtown Huntington will be a vibrant district that is welcoming to all; It will be the focal point of the community, providing a mix of housing, employment, gathering, and civic uses. Together these uses will create a downtown district that has a unique identity and serves as the heart of Huntington"

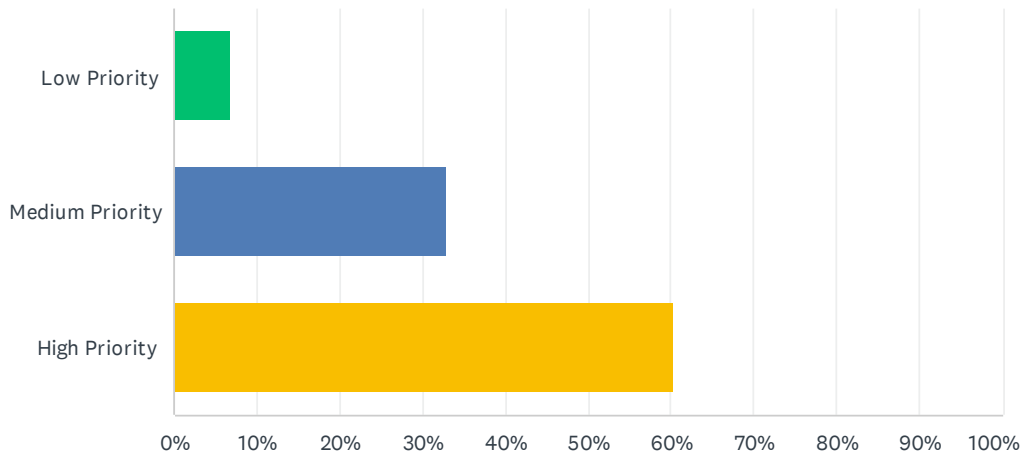
Answered: 15 Skipped: 46

#	RESPONSES	DATE
1	I love the heart of Huntington part - making downtown a hub for gathering, eating, shopping, employment, housing, etc. - and building off of our demisemiseptcentennial.	2/25/2024 2:06 PM
2	The buildings downtown are old. Constant upkeep and maintenance are are major money drains for these buildings. Many should be removed. Preserving history is an expensive, often no return of investment. drain of resources. Resources better used for drawing investors to invest in a city that is still vital and not one that is a town sized living museum featuring old buildings.	2/24/2024 8:44 AM
3	The CENTRAL BUSINESS DISTRICT of Huntington will be a vibrant downtown; welcoming to all; a focal point of the community, providing a complimentary mix of assets resulting in prosperity and hospitality.	2/22/2024 2:54 PM
4	I would replace civic uses with civic programing.	2/21/2024 6:21 PM
5	The vision statement is more like a vision paragraph. I think this will be hard to remember/share. Maybe this is more of an exercise for a Main Street org but what if this was broken down into a mission (current work), vision (end goal) and priority areas (special focus missions/visions). Something like the following: Mission - Our mission is to make the downtown district the premier destination in Huntington. Vision - Our vision is a vibrant downtown that is welcoming to all and unique to Huntington. Priority Areas Development - We will develop a strong mix of housing, businesses and gathering spaces. Connectivity - We will have safe, accessible routes for pedestrians and vehicles. Destinations - We will create beloved destinations. Vitality - We will activate the downtown district through unique programs, events and messaging. Administration - We will focus on continuous improvements that are quick to adapt to ever-changing conditions. I feel something like this is more focused/intentional.	2/20/2024 10:11 AM
6	No	2/17/2024 11:12 AM
7	You must have something for everyone such as kids and youth.. not just ur high priced boutiques or hair salons	2/16/2024 10:03 AM
8	The downtown business owners need to be considerate of other downtown business. It is not about the big "I" and little "u" attitude. Downtown events and street closures should be allowed and contribute to the betterment of the downtown community.	2/8/2024 9:28 AM
9	Downtown Huntington is a regional destination, attracting new business investments, a thriving center for commerce, the center of amazing events and a hub for residents and visitors alike.	2/5/2024 12:15 PM
10	no	2/5/2024 7:22 AM
11	To make the downtown area a vital destination place attracting visitors from all surrounding areas.	2/4/2024 7:54 PM
12	Good as written.	2/3/2024 9:04 AM
13	Require certain businesses to remove vehicles / items from business properties. Require business buildings to perform better maintenance. Both measures would improve "eye approval" for residents and visitors.	2/3/2024 8:21 AM

14	Not just welcoming to all but accomodating all.	2/2/2024 6:19 PM
15	I like it.	2/1/2024 4:27 PM

**Q2 What level of priority do you feel Goal #1 is for Downtown Huntington?
 Goal #1: "Improve downtown development, and supporting systems, to ensure that the district can provide a diverse and accessible set of goods and resources to Huntington's residents and visitors"**

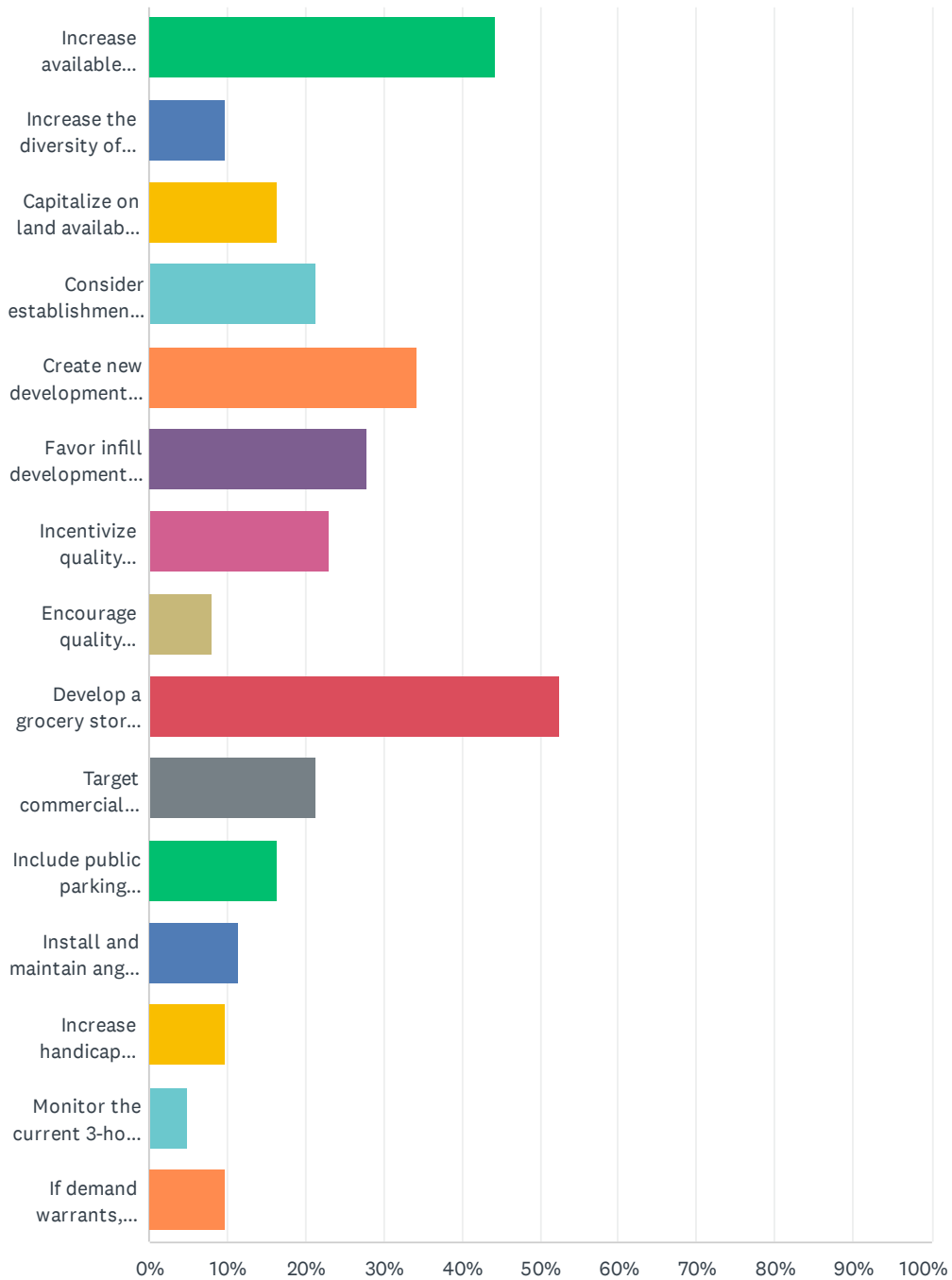
Answered: 58 Skipped: 3



ANSWER CHOICES	RESPONSES	
Low Priority	6.90%	4
Medium Priority	32.76%	19
High Priority	60.34%	35
TOTAL		58

Q3 Project Objectives listed support Goal #1. Select your top three objectives from the list below.

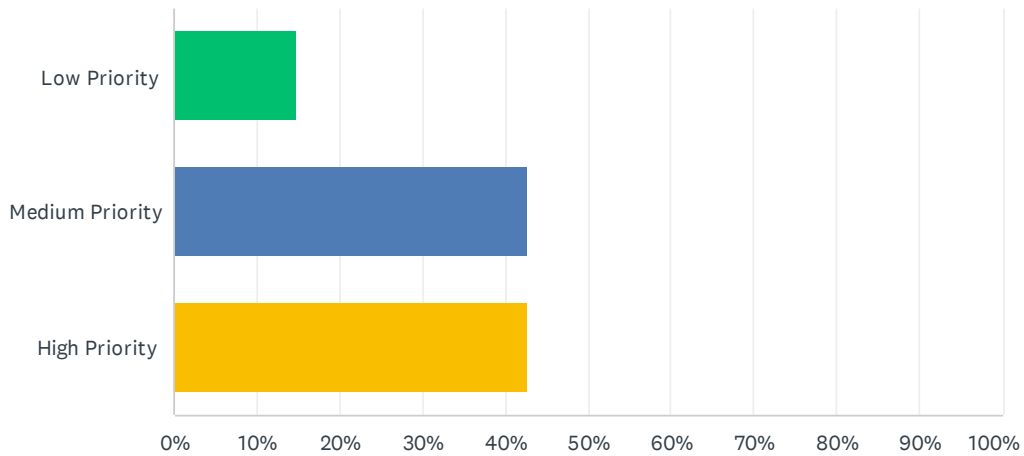
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increase available entertainment business options	44.26%	27
Increase the diversity of land use within downtown	9.84%	6
Capitalize on land available for development	16.39%	10
Consider establishment of a unique tax district within downtown Huntington to support maintenance and beautification enhancements	21.31%	13
Create new development opportunities along the Little River	34.43%	21
Favor infill development over physical expansion of the downtown district where possible	27.87%	17
Incentivize quality commercial and residential development to increase foot traffic	22.95%	14
Encourage quality residential options throughout downtown	8.20%	5
Develop a grocery store within the downtown area	52.46%	32
Target commercial redevelopment opportunities along the Little River	21.31%	13
Include public parking locations in wayfinding signage (as recommended by previous parking study)	16.39%	10
Install and maintain angled and parallel parking options where scale of street allows for additional on-street parking.	11.48%	7
Increase handicap accessible parking options along North Jefferson Street (if possible by 3-5%)	9.84%	6
Monitor the current 3-hour long-term parking along Cherry and Warren Streets and adjust as appropriate.	4.92%	3
If demand warrants, consider supporting the creation of a parking structure to service downtown.	9.84%	6
Total Respondents: 61		

**Q4 What level of priority do you feel Goal #2 is for Downtown Huntington?
Goal #2: "Improve and enhance connections into and through downtown to ensure that the area is safe, accessible, and comfortable for vehicles, pedestrians, and cyclists"**

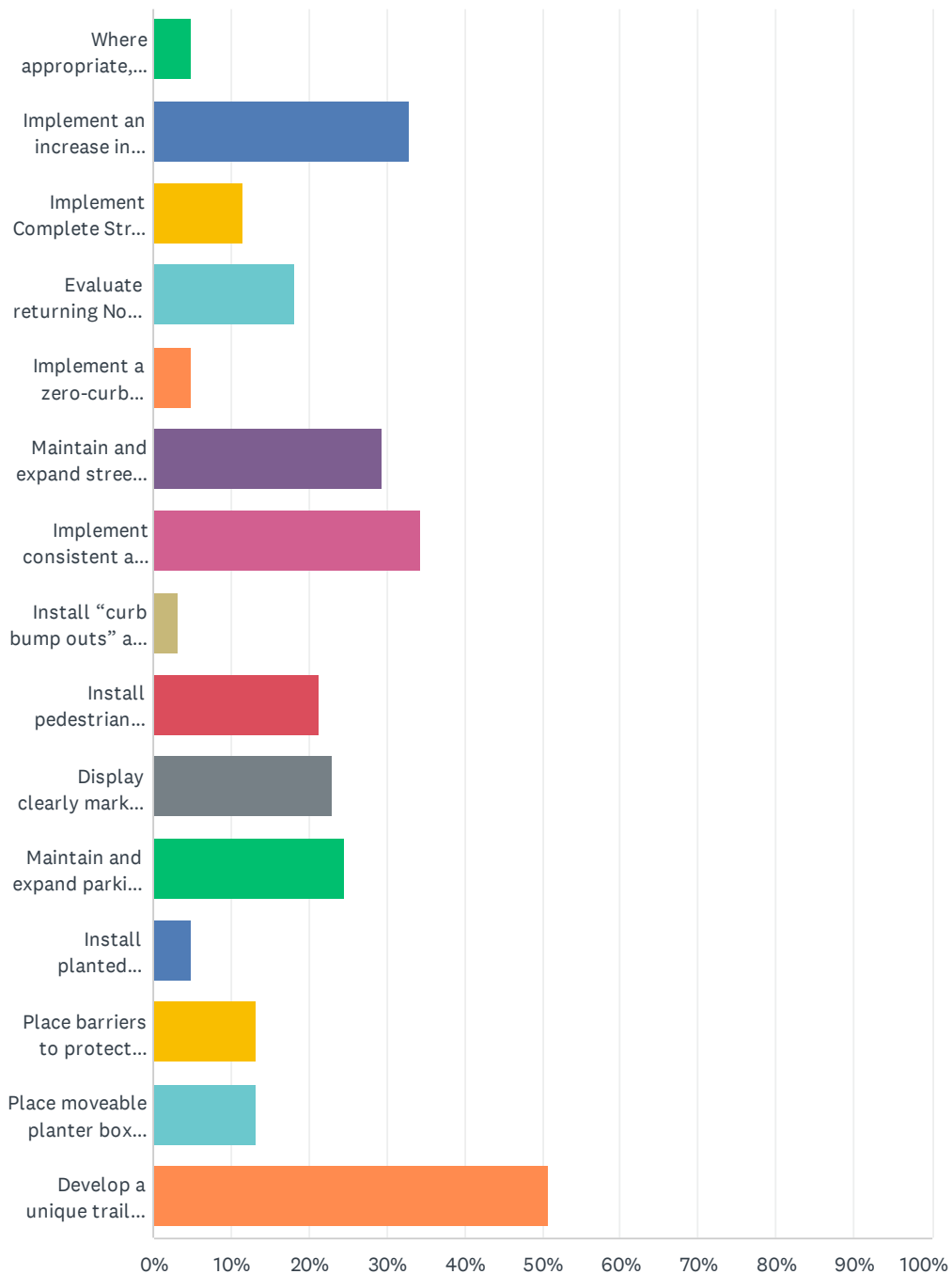
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES
Low Priority	14.75% 9
Medium Priority	42.62% 26
High Priority	42.62% 26
TOTAL	61

Q5 Project Objectives listed support Goal #2. Select your top three objectives from the list below.

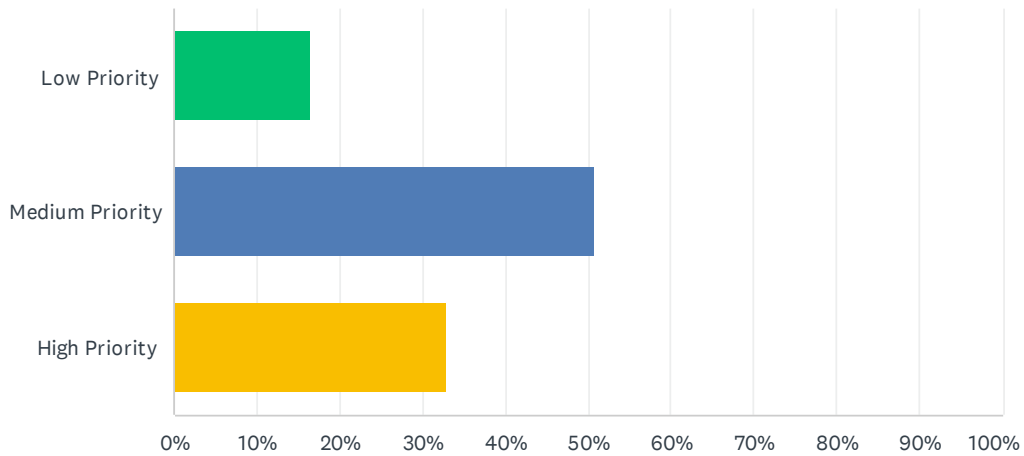
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Where appropriate, reduce the width of vehicular travel lanes on city-controlled streets	4.92%	3
Implement an increase in street trees	32.79%	20
Implement Complete Street principles and practices in public infrastructure projects	11.48%	7
Evaluate returning North Jefferson Street to two-way traffic, requiring parallel parking instead of angled	18.03%	11
Implement a zero-curb design along North Jefferson Street with center drainage and a change in material between street, pedestrian, and parking designations	4.92%	3
Maintain and expand street lighting throughout downtown	29.51%	18
Implement consistent and safe sidewalk connections throughout downtown	34.43%	21
Install “curb bump outs” at appropriate intersections downtown to protect parking and enhance pedestrian safety	3.28%	2
Install pedestrian activated crossing lights at each intersection along US 224	21.31%	13
Display clearly marked crosswalks at all intersections downtown using materials such as paint, brick, or stamped concrete	22.95%	14
Maintain and expand parking identification signage throughout downtown	24.59%	15
Install planted verge/stormwater retention areas at curb bump outs where appropriate	4.92%	3
Place barriers to protect future bicycle lanes where feasible	13.11%	8
Place moveable planter box barriers adjacent to trails when adjacent to travel lanes	13.11%	8
Develop a unique trail or greenway that connects existing trails to downtown	50.82%	31
Total Respondents: 61		

**Q6 What level of priority do you feel Goal #3 is for Downtown Huntington?
 Goal #3: "Promote, preserve, and increase the supply of natural features
 and useable open space throughout downtown to encourage recreation
 and activation within these spaces"**

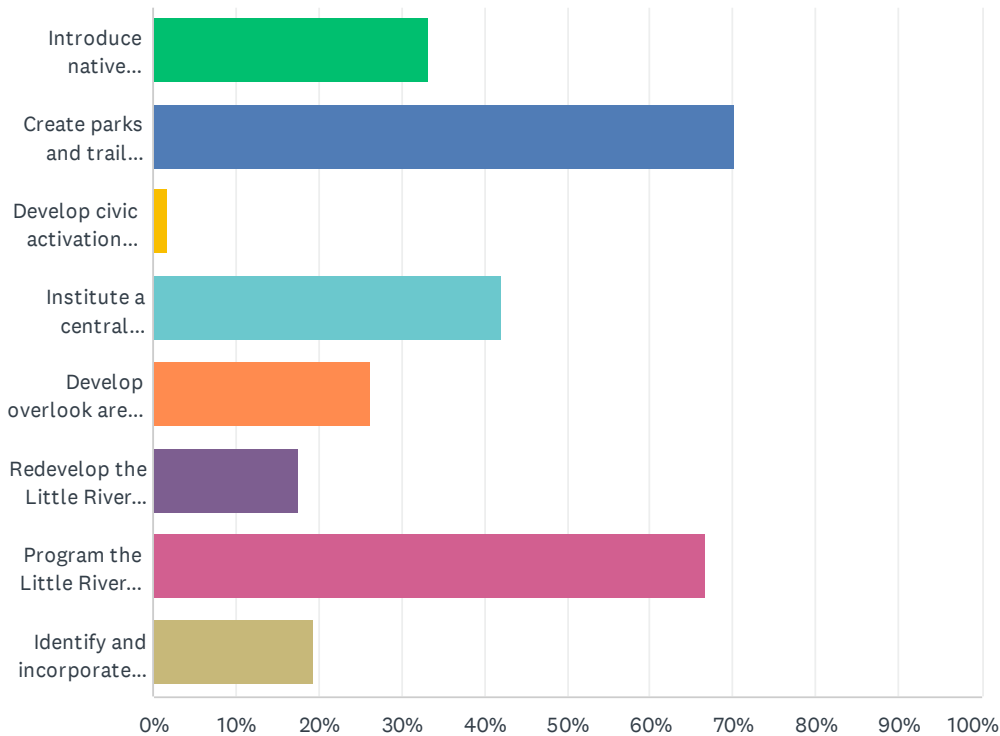
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES
Low Priority	16.39% 10
Medium Priority	50.82% 31
High Priority	32.79% 20
TOTAL	61

Q7 Project Objectives listed support Goal #3. Select your top three objectives from the list below.

Answered: 57 Skipped: 4

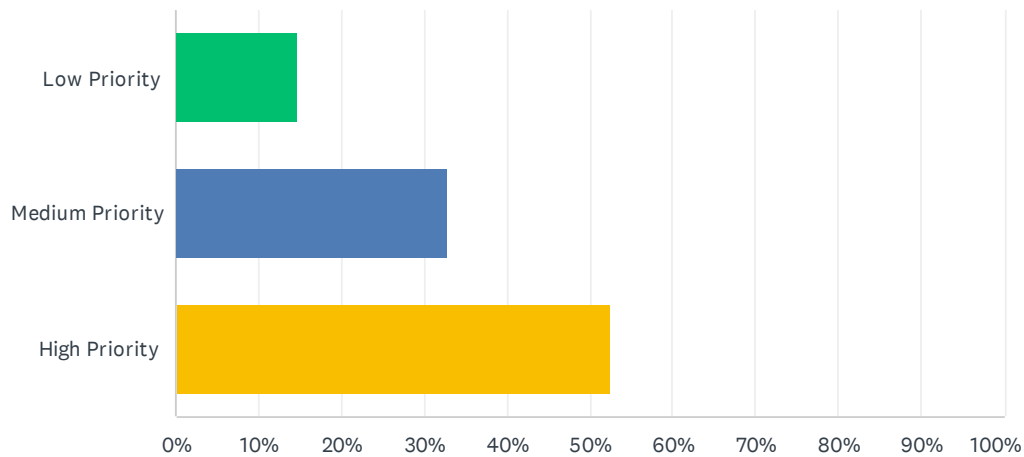


ANSWER CHOICES	RESPONSES
Introduce native vegetation on public open space areas adjacent to the Little River corridor currently underutilized	33.33% 19
Create parks and trail programming on public open land where available, especially adjacent to the Little River	70.18% 40
Develop civic activation within open space that is outside of the floodplain	1.75% 1
Institute a central community gathering space adjacent to the Little River	42.11% 24
Develop overlook areas near areas of interest, history, or recreation	26.32% 15
Redevelop the Little River's bank to support water activation and floodplain control	17.54% 10
Program the Little River, through recreational opportunities such as kayaking, to promote its activation and utilization as a recreational resource in downtown	66.67% 38
Identify and incorporate potential park/open space development options for floodplain areas along the Little River	19.30% 11
Total Respondents: 57	

Q8 What level of priority do you feel Goal #4 is for Downtown Huntington?

Goal #4: "Activate Downtown Huntington by providing unique and community focused seasonal events, year-round programming, and promote these activities to the community and region using distinct downtown branding and messaging"

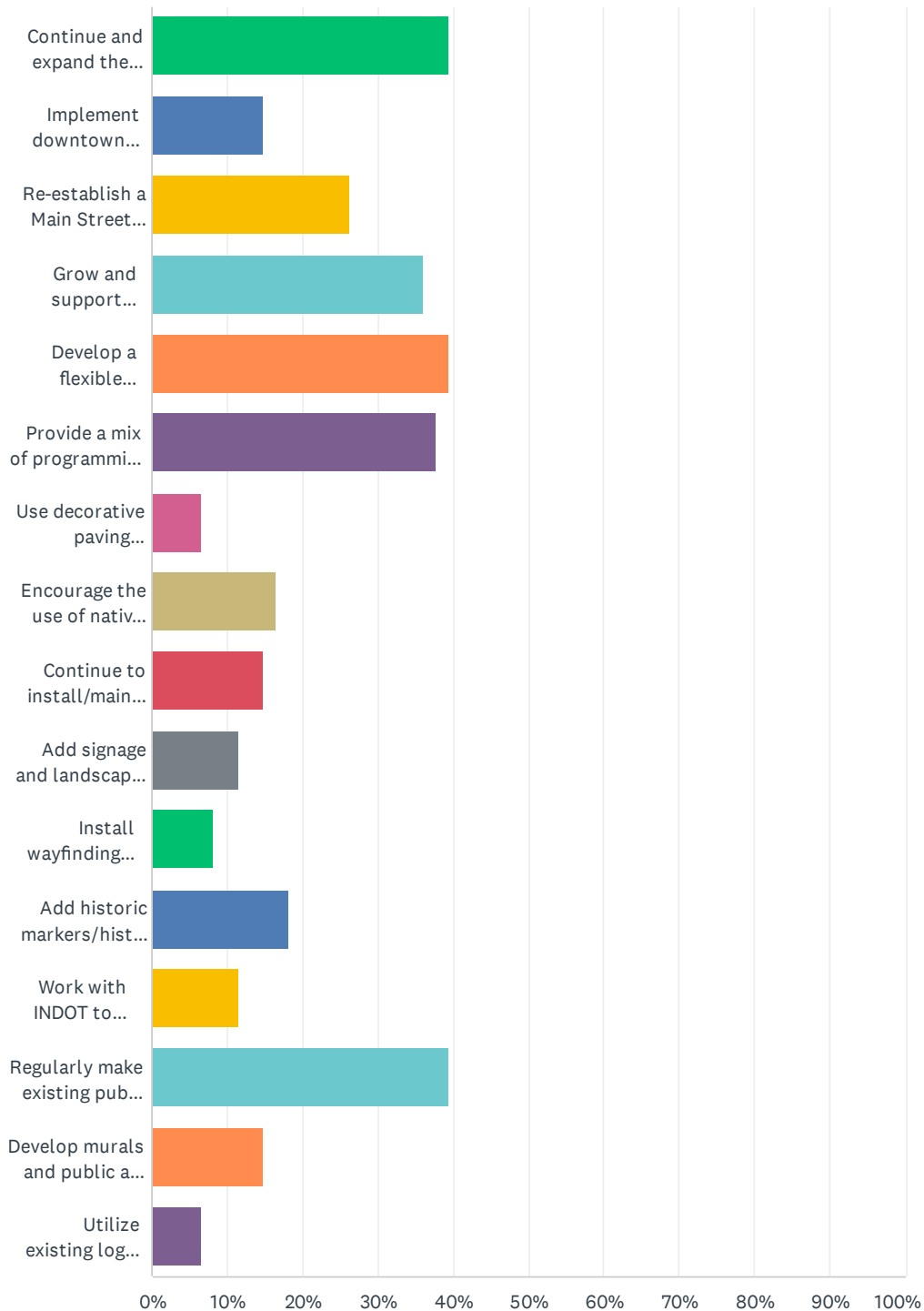
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Low Priority	14.75%	9
Medium Priority	32.79%	20
High Priority	52.46%	32
TOTAL		61

Q9 Project Objectives listed support Goal #4. Select your top three objectives from the list below.

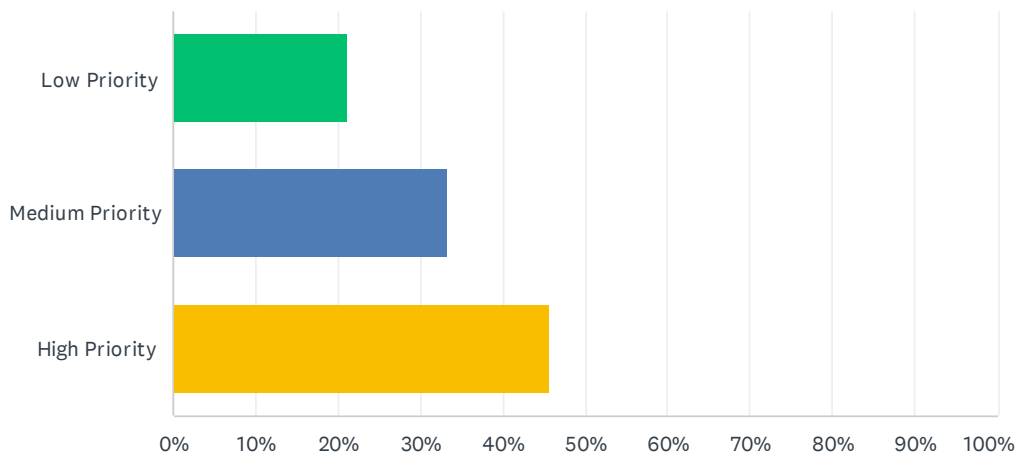
Answered: 61 Skipped: 0



ANSWER CHOICES	RESPONSES	
Continue and expand the marketing of downtown programs, events, and festivals marketed and programmed distinctly	39.34%	24
Implement downtown branding through logo and website development	14.75%	9
Re-establish a Main Street Organization or Downtown Merchants Association (or similar)	26.23%	16
Grow and support consistent downtown events throughout the year	36.07%	22
Develop a flexible indoor/outdoor space for community events (Little River adjacent land, North Jefferson Street, and northern parking area adjacent to the Library)	39.34%	24
Provide a mix of programming suitable for all age groups (Carnival, music festival, bar crawl, holiday events, weekly summer concert series, and porch festival)	37.70%	23
Use decorative paving materials to enhance the unique character of the downtown district	6.56%	4
Encourage the use of native landscaping throughout downtown and the riverfront corridor	16.39%	10
Continue to install/maintain decorative light fixtures to provide ample safety lighting and promote unique district character	14.75%	9
Add signage and landscaping at major entry points in Downtown Huntington to refresh the gateway experience	11.48%	7
Install wayfinding signage throughout downtown and the riverfront that aligns with trail signage	8.20%	5
Add historic markers/historic culture trail to buildings and sites downtown	18.03%	11
Work with INDOT to coordinate enhanced signage options along US 224 (gateway, wayfinding)	11.48%	7
Regularly make existing public restroom in courthouse available or install a public restroom within the downtown area that is accessible to all	39.34%	24
Develop murals and public art that are distinct to Huntington and incorporate district color palettes and labeling	14.75%	9
Utilize existing logo and branding for the downtown to include in the built environment and marketing efforts that supports the existing "Heart of Huntington" brand	6.56%	4
Total Respondents: 61		

Q10 What level of priority do you feel Goal #5 is for Downtown Huntington? Goal #5: "Modernize public administration roles, processes, and tools to properly enforce current regulations, incentivize programs and development, and provide flexibility so that we can adapt to changing conditions and priorities"

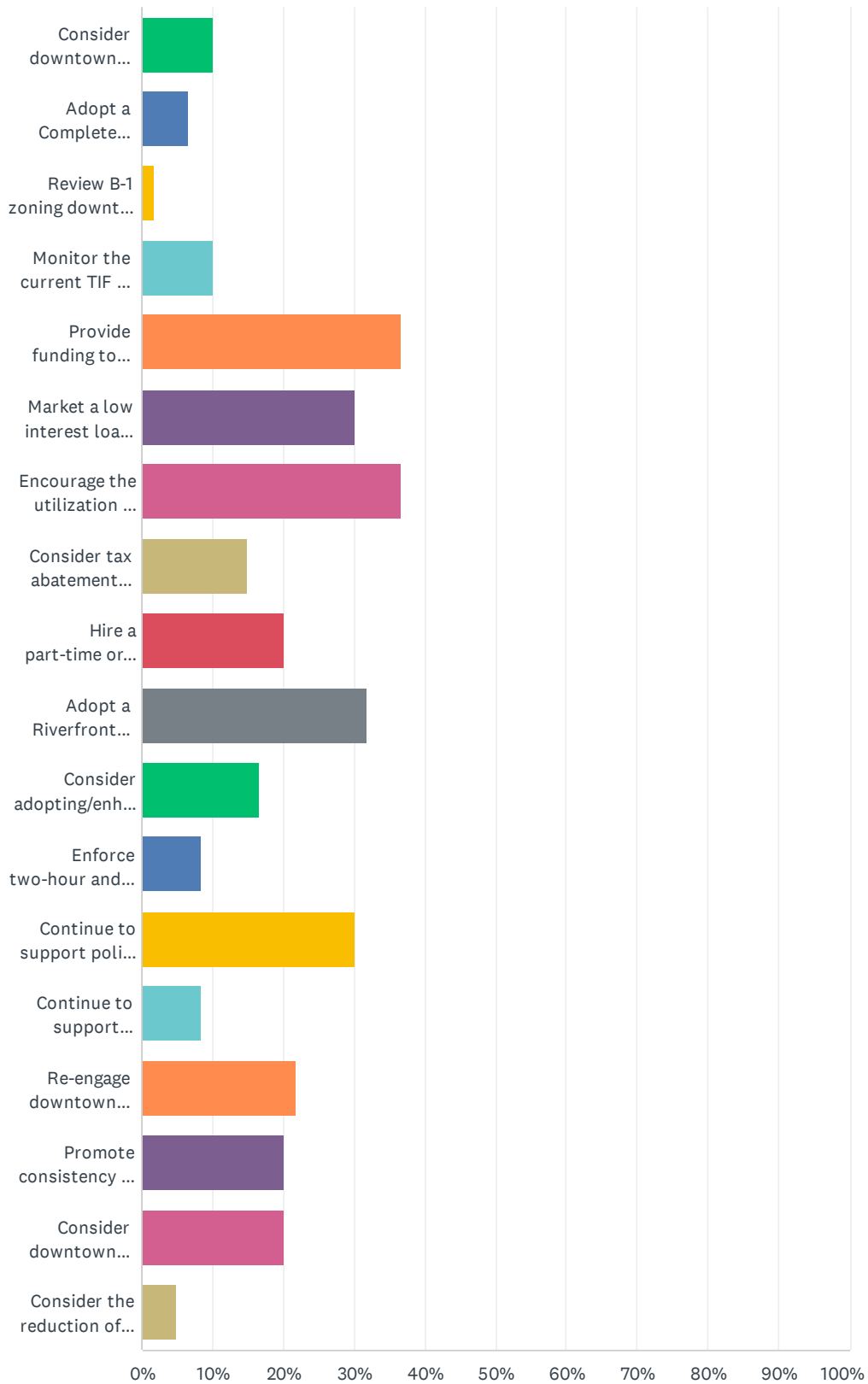
Answered: 57 Skipped: 4



ANSWER CHOICES	RESPONSES	
Low Priority	21.05%	12
Medium Priority	33.33%	19
High Priority	45.61%	26
TOTAL		57

Q11 Project Objectives listed support Goal #5. Select your top three objectives from the list below.

Answered: 60 Skipped: 1



ANSWER CHOICES	RESPONSES	
Consider downtown updates to the Huntington Zoning Code to include a hybrid of use-based and form-based approaches to standards	10.00%	6
Adopt a Complete Streets policy for the downtown area	6.67%	4
Review B-1 zoning downtown for appropriate design standards/uses and amend as appropriate	1.67%	1
Monitor the current TIF as it impacts the downtown district	10.00%	6
Provide funding to homelessness organizations to develop/enhance an overnight shelter	36.67%	22
Market a low interest loan and Commercial Façade and Roof Grant (CFRG) program for new and existing businesses	30.00%	18
Encourage the utilization of existing facade enhancement grant and/or loan program	36.67%	22
Consider tax abatement incentives for downtown businesses	15.00%	9
Hire a part-time or full-time manager/director for downtown programming and administration, a Main Street Organization, or a Downtown Business Association	20.00%	12
Adopt a Riverfront District for the downtown area	31.67%	19
Consider adopting/enhancing a Designated Outdoor Refreshment Area (DORA) for the downtown area	16.67%	10
Enforce two-hour and three-hour parking zones and permit lots	8.33%	5
Continue to support police presence and visibility throughout downtown	30.00%	18
Continue to support work/share collaborative spaces downtown	8.33%	5
Re-engage downtown merchants/Business Coalition/Main Street Organizations	21.67%	13
Promote consistency in business hours among businesses	20.00%	12
Consider downtown exterior review design guidelines	20.00%	12
Consider the reduction of the speed limit for east-west streets	5.00%	3
Total Respondents: 60		

Q12 Did we miss anything? Please provide any additional comments you may have regarding the Downtown Master Plan and its associated Goals, Objectives, and Vision Statement.

Answered: 27 Skipped: 34

#	RESPONSES	DATE
1	I am excited to see how the plan unfolds - Thank you for considering our input and helping to make Huntington even better :)	2/25/2024 2:06 PM
2	It doesn't matter how much we "pretty up" downtown. It won't matter as long as we have "low value" housing close to downtown. All anyone has to do is drive or walk 3 blocks East of downtown to find the "non pretty" area of Huntington. Maybe we could focus improvements in the residential area of the NE area (the vicinity around 2nd & 3rd streets) of Huntington.	2/24/2024 8:44 AM
3	Bring back the canal in the downtown with a taxi boat to transport people.....bring Meijer to Huntington.....also, IF IT'S NOT BROKE ---DON'T FIX IT.	2/24/2024 1:36 AM
4	Please consider making Huntington golf cart friendly	2/23/2024 7:07 PM
5	Most of the items in the survey reflect things the city government/taxpayers should not be doing. Historically, the government addressed the public infrastructure needs in order to create an environment in which the private sector was willing to invest and sustain. It seems that the point of this survey is to collect answers which validate the direct contradiction of that philosophy. In our case, in addition to the normal challenges faced by a rural community, there is a tension/competition between the ideas of a downtown serving as a "central business district which also has festival amenities and upscale loft apartment living" versus the concept of a "downtown affordable housing district with notable social service businesses and an expectation of private sector investment creating demand for broader commercial activity and festival amenities in spite of the macro concept fueled by a frustration that significant private investment isn't following into the district, therefore, the taxpayers should give us what we want." The 2 visions compete and create tension. One will become primary at the expense of the other OR both have to become aligned with the needs of each other and the Community at large in order to have a future, especially since private capital is mobile.	2/22/2024 2:54 PM
6	Eliminate all non-delivery truck traffic on downtown cross streets to improve ambiance and enjoyment of being downtown. Consider a noise ordinance - even if enforceability is questionable, it would help. Incentives and such for RETAIL only businesses which are what create energy/ activity downtown.	2/20/2024 3:30 PM
7	Make the downtown more of a retail and restaurant area instead of including so many other types of businesses. True, other types of businesses bring people downtown, but having too many limits the retail spaces available.	2/20/2024 12:31 PM
8	I worry about housing, will all this development drive up the cost of housing while the median income is low? There's a lot of empty and/or deteriorating property downtown. It would be nice to see not just the Jefferson strip, but the entire downtown area, including housing improved.	2/20/2024 9:14 AM
9	Need a cohesive but doable plan to revive downtown. Living, shopping, dining. Have to make it an advantage to be located downtown and not an impediment. Stop being jealous of nearby towns that have thrived like Wabash, Roanoke, Auburn, Angola and instead learn from them. Then be realistic- change won't happen in leap, but in a series of smaller hops.	2/17/2024 3:42 PM
10	Stop letting Antiqology owners make all the decisions for the downtown area.	2/17/2024 10:16 AM
11	Huntington needs more commercial properties. I appreciate the mom and pop stores and restaurants. But let's face it, we all go to Fort Wayne or Marion to eat and shop. Why not here?!	2/17/2024 9:29 AM
12	Appreciate the seeking of community input with this survey, but a lot of jargon here. Links to explanations would have been helpful.	2/16/2024 7:58 PM

Huntington Public Workshop Survey #2: Plan Recommendations

SurveyMonkey

13	Please make this survey more available to all by printing and distributing it. Thank you.	2/16/2024 6:37 PM
14	Have the events in the center block of downtown again.	2/9/2024 7:33 PM
15	We need to be open and welcoming to new businesses. Huntington is dying. Columbia city is booming. Bluffton is booming. Wabash is booming. What has happened to Huntington?	2/9/2024 5:06 PM
16	Enforce sound and speed ordinances in regards to loud mufflers on cars and straight exhausts on semi trucks. Post no engine brake Signage all through city especially at the top of the N Jefferson St hill. Lower the speed limit all along Jefferson St from each end of the city. Get INDOT to move IN5 and IN224 to Broadway to eliminate most truck traffic in city. Again enforce speed limits in city. Stop city police from patrolling and station in outside city limits. Buy every police car speed radar devices.	2/9/2024 5:04 PM
17	Parking enforcement should be a priority in maintaining constant, accessible parking for all customers.	2/8/2024 9:28 AM
18	No but Goal #5 had a lot more options that should be a priority if you are going to do downtown correctly. Either re engage a coalition or hire someone to care about downtown development & be in charge.	2/8/2024 5:46 AM
19	I would work with Roanoke and Wabash to create a partnership that would promote each town. A dining, shopping, experiences trail	2/6/2024 9:44 AM
20	Create a downtown that is becoming more and more a slum due to all of the shady people begging. Let's continue to fill that need to assist families that most are STRUGGLING. Free family events in summer would be nice. I think our community is on the right track feeding and having community spaces. I personally don't enjoy seeing strung out beggars right outside the meal ministry. Most families I know are struggling so taxing them more would not be worth it. I would even be thrilled to volunteer to help make our community great. Let's focus on LOCAL. Local everything. So many farmers and local homesteaders would love to have a place to come trade or sell or help with the community.	2/6/2024 6:15 AM
21	I really hope to see a positive effective change to the downtown Huntington area. It is LONG overdue. Also the downtown would be so nice if music was played over speakers regularly while shopping the local businesses. Especially during the Christmas season and small business Saturday. I have said this for years and have always wished we had music playing. Like downtown Roanoke does and several other cities.	2/5/2024 7:22 AM
22	PLEASE get a grocery store!!	2/3/2024 2:52 PM
23	Consider the reduction of the VEHICLE WEIGHT limit for east-west streets.	2/3/2024 9:04 AM
24	Delineate in the opening statement, what is considered to be in the "Downtown" area. Give boundary streets, etc. Is it just the mall? Or what are the general north, south, east and west boundaries?	2/2/2024 10:36 PM
25	Penny mall needs to close up street like it use to be. So people can just walk without harm to business's. More walking is what this community needs! More paths (safe) and a blinking light on State street where pedestrians walk across road or ride towards bridge. At night you can't see anything. And a grocery store for all the elderly that seems to be trapped in the southside district. Many having no transportation. WE are tired of Wal Mart areas, so much congestion. Stop lights are not synced well at all! If you plant more trees, plant female and male so we can have actual vegetation in the community. And maintain these from intersections. Farmer's market in Marsh's parking lot. So the seniors can go within walking distance. Personally I would love to see a trolley come back up N Jefferson maybe to the Old Red Barn area. We might get less traffic if people could just jump on that and head up or downtown. (dreaming I know) But it still makes me smile. Might help some get to CVS or Walgreens for their prescriptions also. Maybe start coming down 24 from Lake Clare to Roanoke with some business's if possible. Again, you might catch Columbia City, Roanoke, Huntington,Markle, and some Ft Wayne residents if we expanded this way. Hope you enjoyed the read. Have a beautiful Day! Community only works when community is involved. Thank you!	2/2/2024 6:42 PM
26	I had marked turning North Jefferson into a 2-way street again, but I would also like to say that I think that safety and convenience of pedestrians should be a top priority. Even going so far as to making the main area of downtown walking only, and rerouting North/South-bound traffic somewhere else. Making the area safe and "walkable" (or rideable for wheelchair-bound citizens) should always take priority over the convenience of vehicles. I would like to see our downtown	2/2/2024 4:59 PM

area become a more welcoming place for pedestrians. I would also like to see more festivals utilize the Huntington County Fairgrounds space. Specifically Heritage Days festivities. They belong at the fairgrounds where they can spread out and utilize the buildings there to enhance their festival time. This would also free the downtown businesses from being blocked for an entire week in the summer and being used as nothing more than a trash can and bathroom for the attendees to the fair. The city has a fairgrounds, I do not know why we do not utilize it more. I would love to visit the Heritage festivities if they took place there, and it would open up a lot more traffic from the citizens on the South side of town, as they have more difficulty getting across town than the people on the North side tend to.

27	Thank you.	2/1/2024 4:27 PM
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Downtown Business Owner Survey Feedback

Q1 Business Information

Answered: 8 Skipped: 0

ANSWER CHOICES	RESPONSES	
Name:	100.00%	8
Address:	100.00%	8
Phone:	100.00%	8

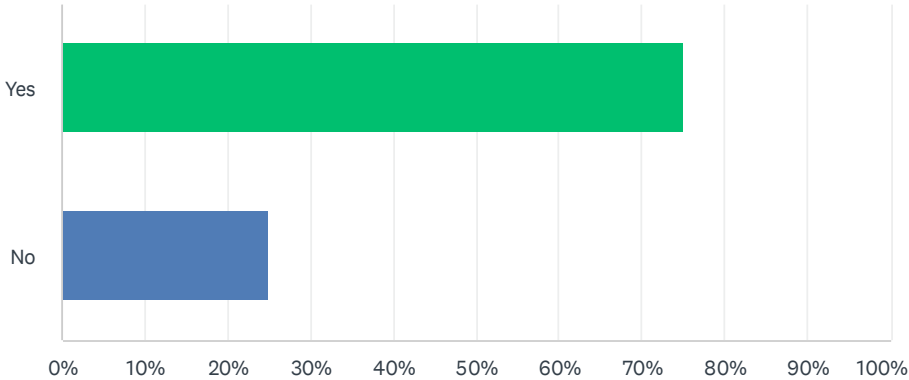
#	NAME:	DATE
1	Antiqology	10/4/2023 2:59 PM
2	Downtown Dental	9/29/2023 10:06 AM
3	Indiana Family Care Center	9/18/2023 9:29 AM
4	Turn the Page Books	9/18/2023 9:24 AM
5	New Life Food Ministries	9/18/2023 9:18 AM
6	Home Craft	9/18/2023 9:07 AM
7	The Party Shop	9/18/2023 9:00 AM
8	Huntington County WIC	9/8/2023 9:53 AM

#	ADDRESS:	DATE
1	401 N Jefferson Street	10/4/2023 2:59 PM
2	429 N Jefferson Street	9/29/2023 10:06 AM
3	501 N Jefferson Street	9/18/2023 9:29 AM
4	445 N Jefferson Street	9/18/2023 9:24 AM
5	323 N Jefferson Street	9/18/2023 9:18 AM
6	400 N Jefferson Street	9/18/2023 9:07 AM
7	413 N Jefferson Street	9/18/2023 9:00 AM
8	517 N. Jefferson Street	9/8/2023 9:53 AM

#	PHONE:	DATE
1	260-200-1065	10/4/2023 2:59 PM
2	260-356-6651	9/29/2023 10:06 AM
3	260-200-1155	9/18/2023 9:29 AM
4	260-200-1110	9/18/2023 9:24 AM
5	260-519-3637	9/18/2023 9:18 AM
6	260-200-1210	9/18/2023 9:07 AM

Q2 Do you own your Business?

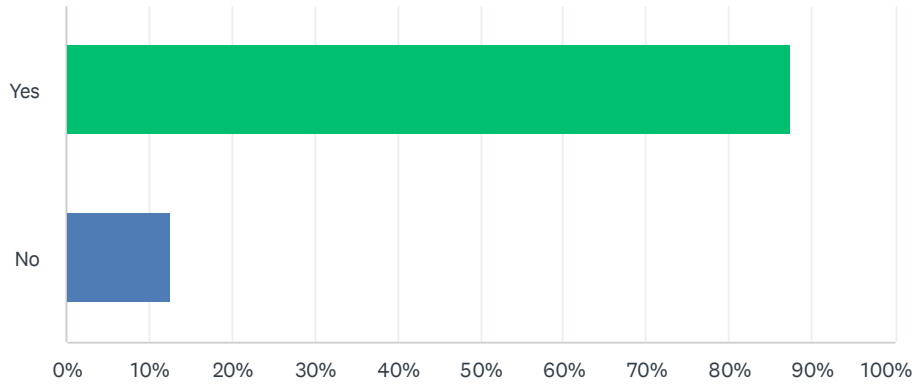
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	75.00%	6
No	25.00%	2
TOTAL		8

Q3 Do you own the building that your Business is located in?

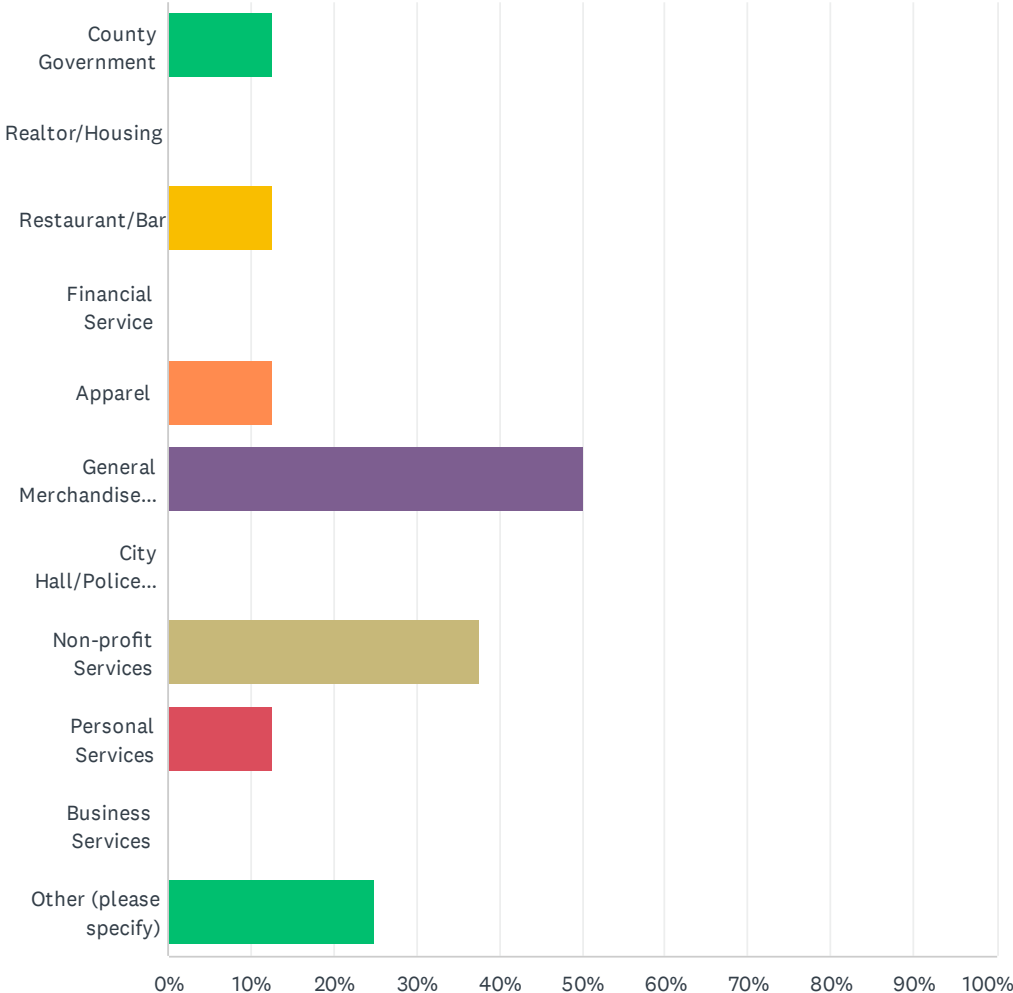
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	87.50% 7
No	12.50% 1
TOTAL	8

Q4 Type of product or service provided:

Answered: 8 Skipped: 0



Downtown Huntington Business Owner Survey

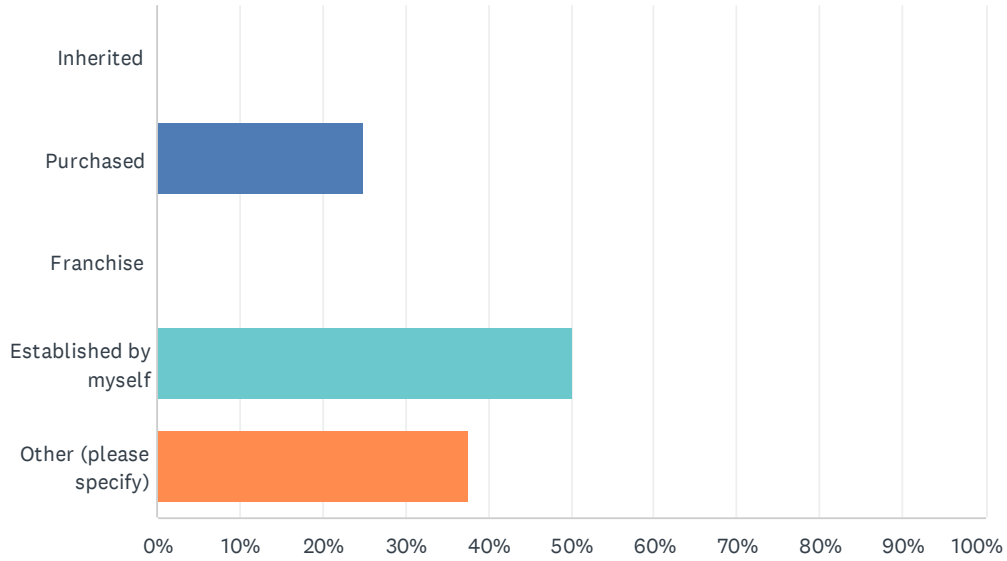
Survey Monkey

ANSWER CHOICES	RESPONSES	
County Government	12.50%	1
Realtor/Housing	0.00%	0
Restaurant/Bar	12.50%	1
Financial Service	0.00%	0
Apparel	12.50%	1
General Merchandise Retail	50.00%	4
City Hall/Police Station	0.00%	0
Non-profit Services	37.50%	3
Personal Services	12.50%	1
Business Services	0.00%	0
Other (please specify)	25.00%	2
Total Respondents: 8		

#	OTHER (PLEASE SPECIFY)	DATE
1	Healthcare	9/29/2023 10:06 AM
2	Social Service	9/8/2023 9:53 AM

Q5 How did your business get started?

Answered: 8 Skipped: 0

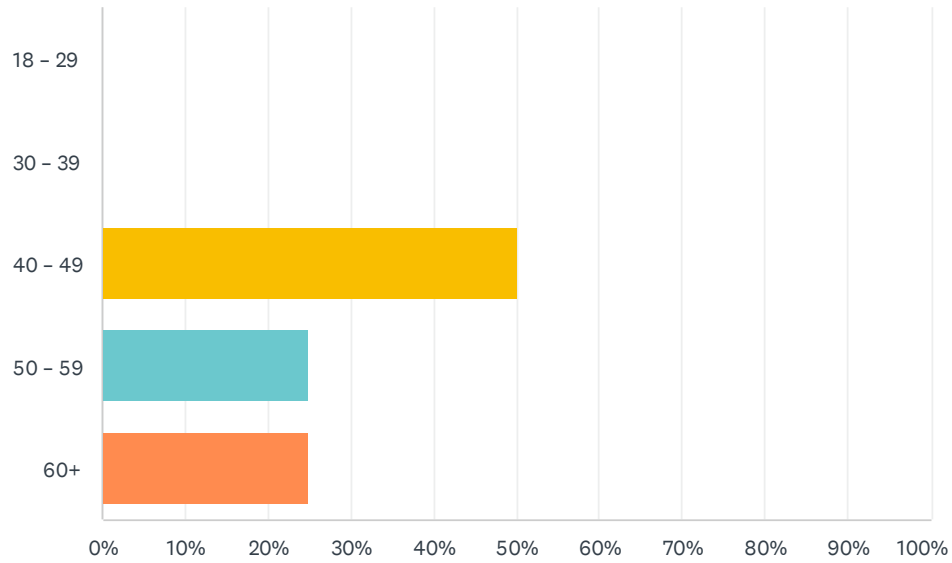


ANSWER CHOICES	RESPONSES
Inherited	0.00% 0
Purchased	25.00% 2
Franchise	0.00% 0
Established by myself	50.00% 4
Other (please specify)	37.50% 3
Total Respondents: 8	

#	OTHER (PLEASE SPECIFY)	DATE
1	There was a need in the community	9/18/2023 9:29 AM
2	Established by church	9/18/2023 9:18 AM
3	Government	9/8/2023 9:53 AM

Q6 What is your age?

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
18 - 29	0.00%	0
30 - 39	0.00%	0
40 - 49	50.00%	4
50 - 59	25.00%	2
60+	25.00%	2
TOTAL		8

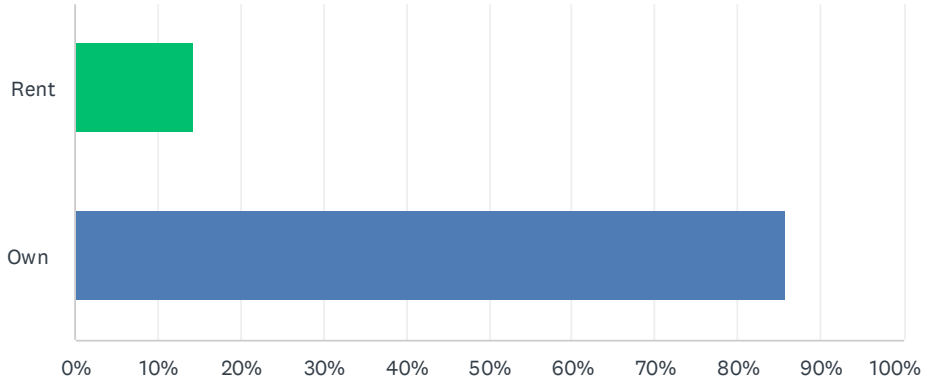
Q7 How long has your business been open?

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	11 Years	10/4/2023 2:59 PM
2	20 years	9/29/2023 10:06 AM
3	13 years	9/18/2023 9:29 AM
4	7 years	9/18/2023 9:24 AM
5	20 years	9/18/2023 9:18 AM
6	3 years	9/18/2023 9:07 AM
7	23 years	9/18/2023 9:00 AM
8	35+ years	9/8/2023 9:53 AM

Q8 Do you rent or own the facility where your business is located?

Answered: 7 Skipped: 1



ANSWER CHOICES	RESPONSES
Rent	14.29% 1
Own	85.71% 6
Total Respondents: 7	

Q9 If you rent the space for your business, what is the approximate rate per square foot?

Answered: 1 Skipped: 7

#	RESPONSES	DATE
1	\$0.40	9/8/2023 9:53 AM

Q10 What are your hours of operation?

Answered: 8 Skipped: 0

ANSWER CHOICES	RESPONSES
Monday:	100.00% 8
Tuesday:	100.00% 8
Wednesday:	100.00% 8
Thursday:	100.00% 8
Friday:	100.00% 8
Saturday:	100.00% 8
Sunday:	100.00% 8

#	MONDAY:	DATE
1	Closed	10/4/2023 2:59 PM
2	8am-5pm	9/29/2023 10:06 AM
3	Closed	9/18/2023 9:29 AM
4	Closed	9/18/2023 9:24 AM
5	12am-7pm	9/18/2023 9:18 AM
6	Closed	9/18/2023 9:07 AM
7	7am-8pm	9/18/2023 9:00 AM
8	9-4:30	9/8/2023 9:53 AM

#	TUESDAY:	DATE
1	Closed	10/4/2023 2:59 PM
2	8am-5pm	9/29/2023 10:06 AM
3	Closed	9/18/2023 9:29 AM
4	10am-5pm	9/18/2023 9:24 AM
5	12am-7pm	9/18/2023 9:18 AM
6	10am-6pm	9/18/2023 9:07 AM
7	7am-8pm	9/18/2023 9:00 AM
8	9-4:30	9/8/2023 9:53 AM

#	WEDNESDAY:	DATE
1	10am-7pm	10/4/2023 2:59 PM
2	7am-3:30pm	9/29/2023 10:06 AM
3	10am-4pm	9/18/2023 9:29 AM
4	10am-5pm	9/18/2023 9:24 AM
5	12am-7pm	9/18/2023 9:18 AM
6	10am-6pm	9/18/2023 9:07 AM

Downtown Huntington Business Owner Survey

Survey Monkey

7	7am-8pm	9/18/2023 9:00 AM
8	9-4:30	9/8/2023 9:53 AM
#	THURSDAY:	DATE
1	10am-7pm	10/4/2023 2:59 PM
2	7am-3:30pm	9/29/2023 10:06 AM
3	10am-5pm	9/18/2023 9:29 AM
4	10am-5pm	9/18/2023 9:24 AM
5	12am-7pm	9/18/2023 9:18 AM
6	10am-6pm	9/18/2023 9:07 AM
7	7am-8pm	9/18/2023 9:00 AM
8	9-4:30	9/8/2023 9:53 AM
#	FRIDAY:	DATE
1	10am-9pm	10/4/2023 2:59 PM
2	Closed	9/29/2023 10:06 AM
3	10am-5pm	9/18/2023 9:29 AM
4	10am-5pm	9/18/2023 9:24 AM
5	12am-7pm	9/18/2023 9:18 AM
6	10am-6pm	9/18/2023 9:07 AM
7	7am-8pm	9/18/2023 9:00 AM
8	9-4:30	9/8/2023 9:53 AM
#	SATURDAY:	DATE
1	10am-9pm	10/4/2023 2:59 PM
2	Closed	9/29/2023 10:06 AM
3	10am-4pm	9/18/2023 9:29 AM
4	10am-4pm	9/18/2023 9:24 AM
5	4am-6pm	9/18/2023 9:18 AM
6	10am-4pm	9/18/2023 9:07 AM
7	7am-8pm	9/18/2023 9:00 AM
8	Closed	9/8/2023 9:53 AM
#	SUNDAY:	DATE
1	12pm-7pm	10/4/2023 2:59 PM
2	Closed	9/29/2023 10:06 AM
3	Closed	9/18/2023 9:29 AM
4	Closed	9/18/2023 9:24 AM
5	4am-6pm	9/18/2023 9:18 AM
6	Closed	9/18/2023 9:07 AM
7	Closed	9/18/2023 9:00 AM
8	Closed	9/8/2023 9:53 AM

Q11 When are you busiest?

Answered: 7 Skipped: 1

ANSWER CHOICES	RESPONSES
Time of day:	100.00% 7
Day of week:	100.00% 7
Month of year:	85.71% 6

#	TIME OF DAY:	DATE
1	5pm to close	10/4/2023 2:59 PM
2	7am-5pm	9/29/2023 10:06 AM
3	10am-12pm and 2pm-4pm	9/18/2023 9:29 AM
4	Noon	9/18/2023 9:24 AM
5	11am-1pm and 5pm-7pm	9/18/2023 9:18 AM
6	12-3pm	9/18/2023 9:07 AM
7	Afternoon	9/8/2023 9:53 AM

#	DAY OF WEEK:	DATE
1	Saturday	10/4/2023 2:59 PM
2	Monday-Thursday	9/29/2023 10:06 AM
3	Varies	9/18/2023 9:29 AM
4	Saturday	9/18/2023 9:24 AM
5	Every day	9/18/2023 9:18 AM
6	Saturday	9/18/2023 9:07 AM
7	Wednesday	9/8/2023 9:53 AM

#	MONTH OF YEAR:	DATE
1	Summer	10/4/2023 2:59 PM
2	Varies	9/18/2023 9:29 AM
3	November/December	9/18/2023 9:24 AM
4	Same	9/18/2023 9:18 AM
5	December	9/18/2023 9:07 AM
6	December	9/8/2023 9:53 AM

Q12 How many employees do you have?

Answered: 8 Skipped: 0

ANSWER CHOICES	RESPONSES
Full Time:	50.00% 4
Part Time:	75.00% 6
Volunteer:	62.50% 5

#	FULL TIME:	DATE
1	2	10/4/2023 2:59 PM
2	8	9/29/2023 10:06 AM
3	1	9/18/2023 9:24 AM
4	6	9/8/2023 9:53 AM

#	PART TIME:	DATE
1	1	10/4/2023 2:59 PM
2	7	9/29/2023 10:06 AM
3	2	9/18/2023 9:29 AM
4	2	9/18/2023 9:07 AM
5	12	9/18/2023 9:00 AM
6	0	9/8/2023 9:53 AM

#	VOLUNTEER:	DATE
1	1	10/4/2023 2:59 PM
2	6	9/18/2023 9:29 AM
3	300	9/18/2023 9:18 AM
4	1	9/18/2023 9:07 AM
5	0	9/8/2023 9:53 AM

Q13 What other types of businesses would you like to see downtown?

Answered: 6 Skipped: 2

#	RESPONSES	DATE
1	Diverse retail options	10/4/2023 2:59 PM
2	More unique retail shops	9/18/2023 9:24 AM
3	Family friendly retail, food, and activities	9/18/2023 9:18 AM
4	Retail, dining, upscale bar, and experiential (Maker Space) boutique hotel.	9/18/2023 9:07 AM
5	Hard working and committed businesses/people.	9/18/2023 9:00 AM
6	Restaurants	9/8/2023 9:53 AM

Q14 What is the biggest reward or advantage of being in your current location?

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	Atmosphere and architecture	10/4/2023 2:59 PM
2	Patients enjoy being close to other businesses when they come in. Easy to find as well.	9/29/2023 10:06 AM
3	Centrally located to the community	9/18/2023 9:29 AM
4	Relatively inexpensive to be downtown compared to other strip malls.	9/18/2023 9:24 AM
5	Centrally located for the whole town's people.	9/18/2023 9:18 AM
6	Visibility and convenience	9/18/2023 9:07 AM
7	keeping the same hours and being established for 23 years.	9/18/2023 9:00 AM
8	Centralization	9/8/2023 9:53 AM

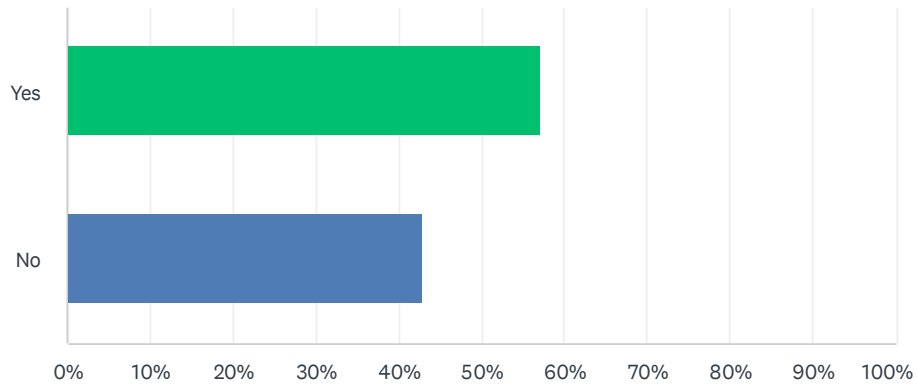
Q15 List major obstacles that your business faces, in general:

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	Supply chain issues	10/4/2023 2:59 PM
2	Sometimes patients parking can be limited. At times, patients get ticketed during long appointments.	9/29/2023 10:06 AM
3	The business owners do not work together, support each other, or our community.	9/18/2023 9:29 AM
4	Lack of parking at certian times of year/certain times of day. A lack of foot traffic as well.	9/18/2023 9:24 AM
5	The downtown must be up to ADA code in all businesses.	9/18/2023 9:18 AM
6	Limits of local support, perceptions that there is nothing downtown, and we need to draw from outside county.	9/18/2023 9:07 AM
7	Homeless people	9/18/2023 9:00 AM
8	Handicap Accessible Parking	9/8/2023 9:53 AM

Q16 Does your business provide resource support in any way to community organizations?

Answered: 7 Skipped: 1

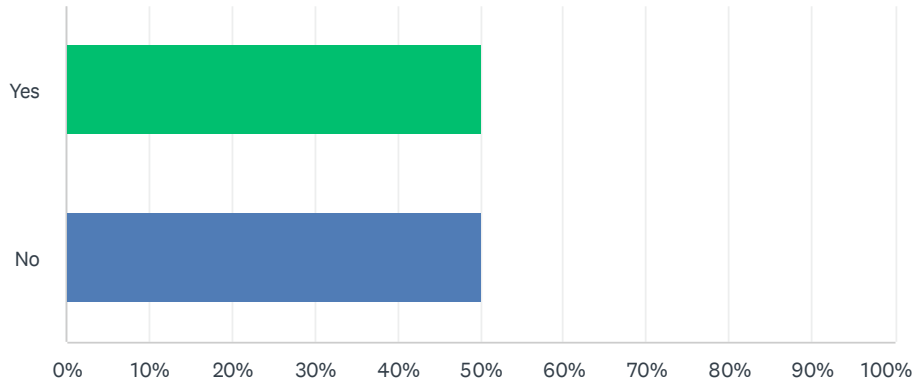


ANSWER CHOICES	RESPONSES
Yes	57.14% 4
No	42.86% 3
TOTAL	7

#	IF YES, HOW?	DATE
1	Community Events	9/18/2023 9:18 AM
2	Donations and Sponsorships	9/18/2023 9:07 AM
3	Provide community resources to community members.	9/8/2023 9:53 AM

Q17 Does your company do business online?

Answered: 8 Skipped: 0

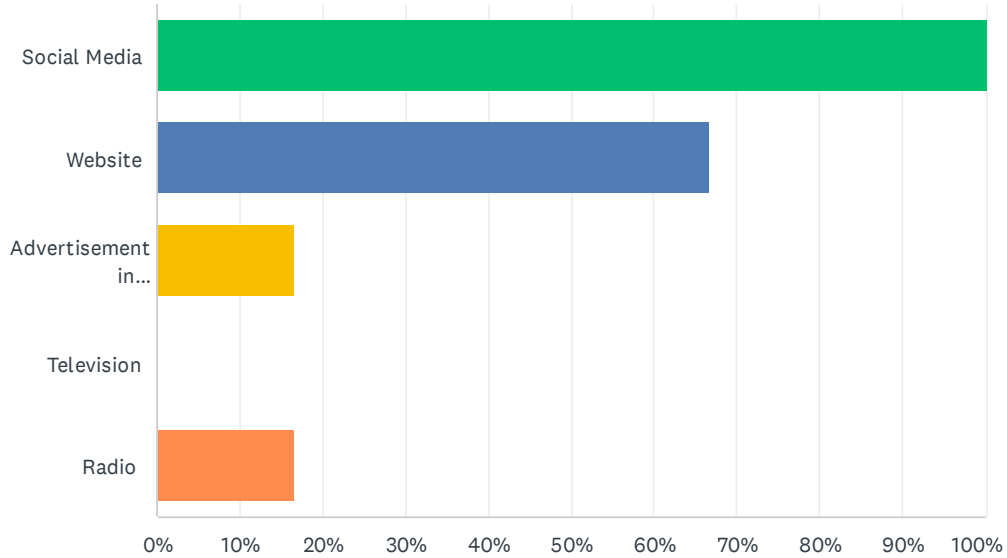


ANSWER CHOICES	RESPONSES
Yes	50.00% 4
No	50.00% 4
TOTAL	8

#	IF YES, WHAT PERCENTAGE OF YOUR BUSINESS?	DATE
1	35%	10/4/2023 2:59 PM
2	5%	9/18/2023 9:24 AM
3	1%	9/18/2023 9:07 AM
4	25%	9/8/2023 9:53 AM

Q18 Which marketing channels do you use to promote your business?

Answered: 6 Skipped: 2



ANSWER CHOICES	RESPONSES
Social Media	100.00% 6
Website	66.67% 4
Advertisement in paper/magazine	16.67% 1
Television	0.00% 0
Radio	16.67% 1
Total Respondents: 6	

#	OTHER (PLEASE SPECIFY)	DATE
1	Chamber Newsletter	9/18/2023 9:29 AM
2	Customer service/word of mouth	9/18/2023 9:00 AM

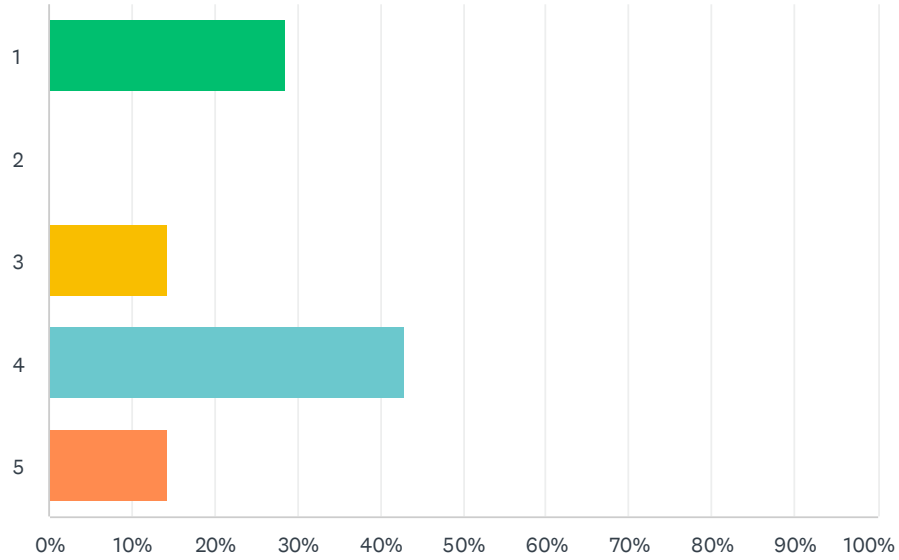
Q19 What suggestions do you have to improve downtown Huntington?

Answered: 6 Skipped: 2

#	RESPONSES	DATE
1	-Public restroom availability -Signage (One way clearly marked, wayfinding to library, parking) - Street Sweeper (More often or during empty street hours) -PanHandlers and Sidewalk Sleepers (Creative Solutions?)	10/4/2023 2:59 PM
2	Keep ordinance officer working the 2HR Parking	9/18/2023 9:24 AM
3	Every store and restaurant up to ADA compliant.	9/18/2023 9:18 AM
4	Sidewalk Maintenance	9/18/2023 9:07 AM
5	Attention to detail (land and building owners being held accountable for repairs/clean up) (Example: 53 E Market Street)	9/18/2023 9:00 AM
6	More parking	9/8/2023 9:53 AM

Q20 Fill Vacancies

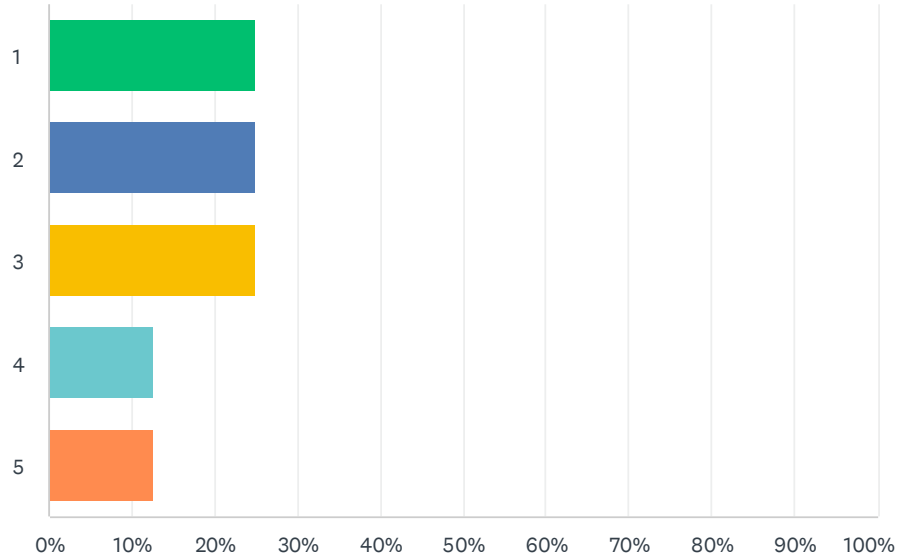
Answered: 7 Skipped: 1



ANSWER CHOICES	RESPONSES	
1	28.57%	2
2	0.00%	0
3	14.29%	1
4	42.86%	3
5	14.29%	1
TOTAL		7

Q21 Stronger Bicycle and Pedestrian System

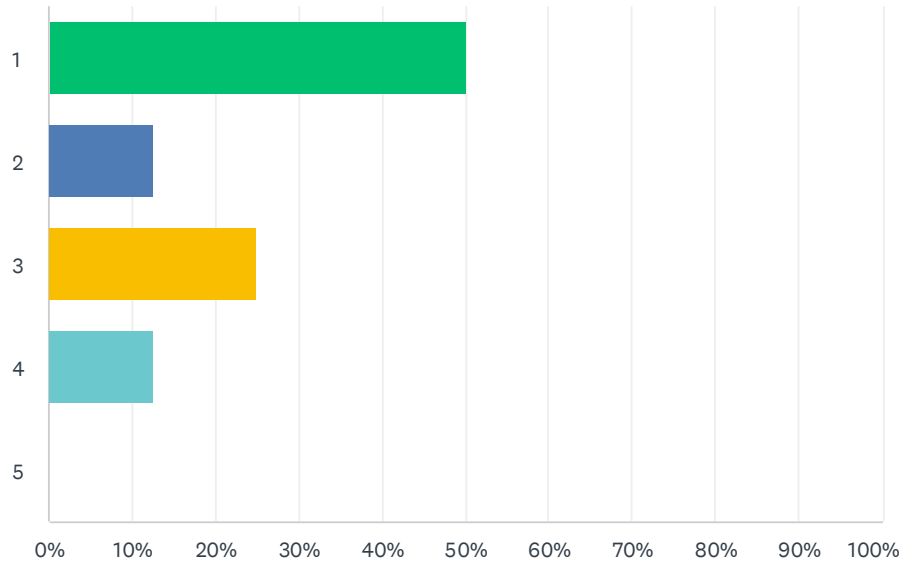
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	25.00%	2
2	25.00%	2
3	25.00%	2
4	12.50%	1
5	12.50%	1
TOTAL		8

Q22 Business Technical Support

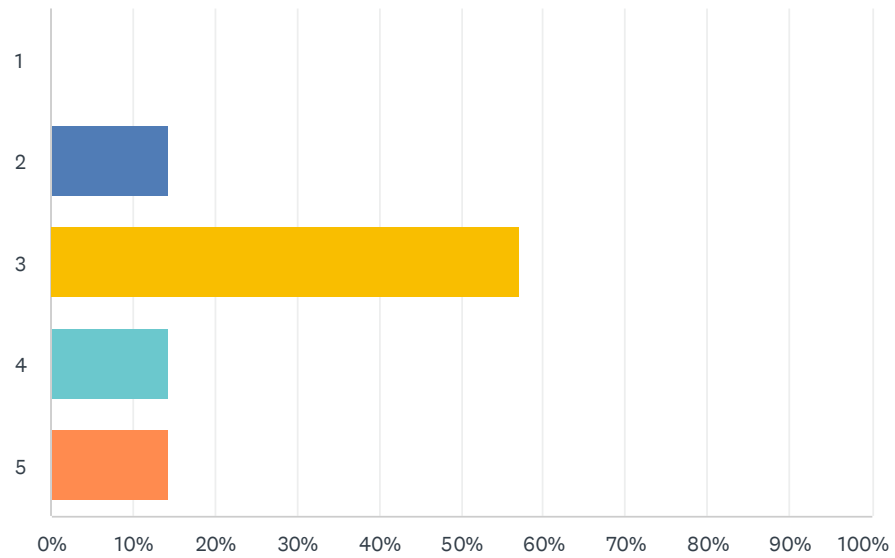
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	50.00%	4
2	12.50%	1
3	25.00%	2
4	12.50%	1
5	0.00%	0
TOTAL		8

Q23 Increase Downtown Programming

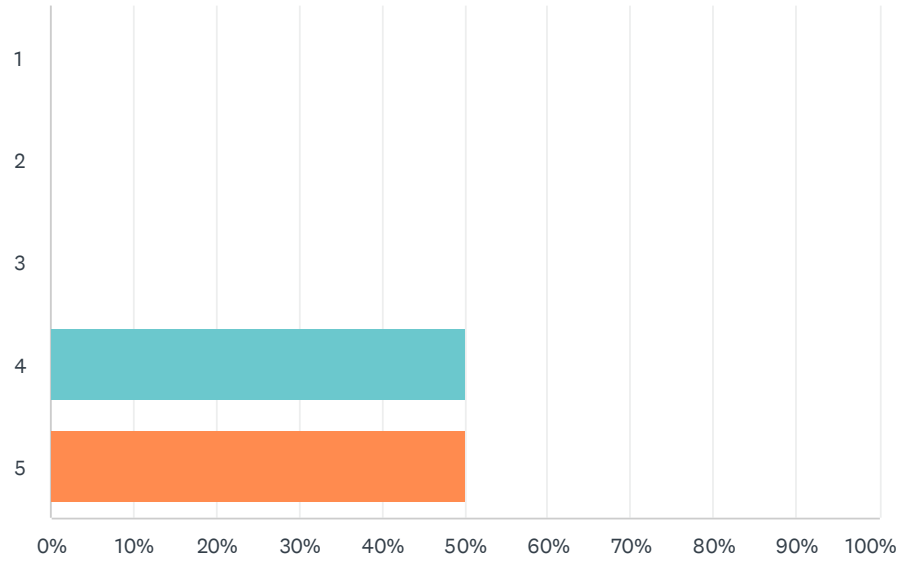
Answered: 7 Skipped: 1



ANSWER CHOICES	RESPONSES	
1	0.00%	0
2	14.29%	1
3	57.14%	4
4	14.29%	1
5	14.29%	1
TOTAL		7

Q24 Parking Availability and Access

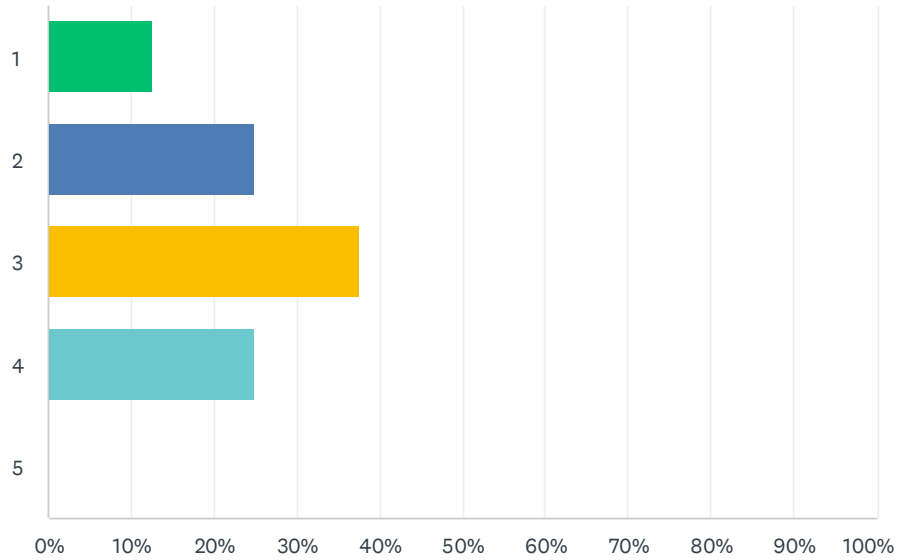
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	0.00%	0
2	0.00%	0
3	0.00%	0
4	50.00%	4
5	50.00%	4
TOTAL		8

Q25 Green Space and Seating Areas

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	12.50%	1
2	25.00%	2
3	37.50%	3
4	25.00%	2
5	0.00%	0
TOTAL		8

Q26 What other comments would you like to add about revitalizing the downtown of Huntington?

Answered: 5 Skipped: 3

#	RESPONSES	DATE
1	Seems Wabash 1st Friday is a huge hit. Look into what they do to draw such a large crowd.	9/18/2023 9:24 AM
2	All businesses should have a set opening and closing time. -All events to be supported by all businesses -Street and sidewalk cleaning on a regular basis -Later hours for dining/activities downtown -Stopping PanHandling in Huntington	9/18/2023 9:18 AM
3	Any new initiative should be both attractive to out of town visitors and beneficial to local residents.	9/18/2023 9:07 AM
4	There needs to be a downtown Restroom! Also, a Strong/pleasant police presence mingling throughout the pedestrian traffic, interacting with our community. Creating safety from the uneasy sense of people sleeping/begging/living on our sidewalks/stealing electricity/trashing what is not theirs.	9/18/2023 9:00 AM
5	Farmer's Market Downtown and Children's event to be in Downtown.	9/8/2023 9:53 AM





