



Huntington Destination Downtown Master Plan



Existing Conditions: Demographic Overview

Population

- Estimated population of 17,018 people
- Population declined by 2.6% since 2010
- Median age of 37.4
- 84.3% of residents have graduated from High School



37.4 years
median age

Cost of Living

- 7,606 housing units
- \$84,100 median home value
- \$47,232 median household income
- 47.3% of homes were built before 1939



Workforce & Commuting

- 8,149 employees in the workforce
- 63.7% commute less than 20 minutes to work
- 721 businesses
- \$28,065 per capita income



8,149 Employees
in labor force



721
businesses



63.7%
commute less than 20 min



\$28,065
per capita income

Demographic Overview

KEY TAKEAWAYS

- Population declined by 2.6% since 2010
- 84.3% of residents have graduated from High School
- Nearly half of all homes were built before 1939
- Nearly half of the population is in the workforce



Existing Conditions: Trade Area

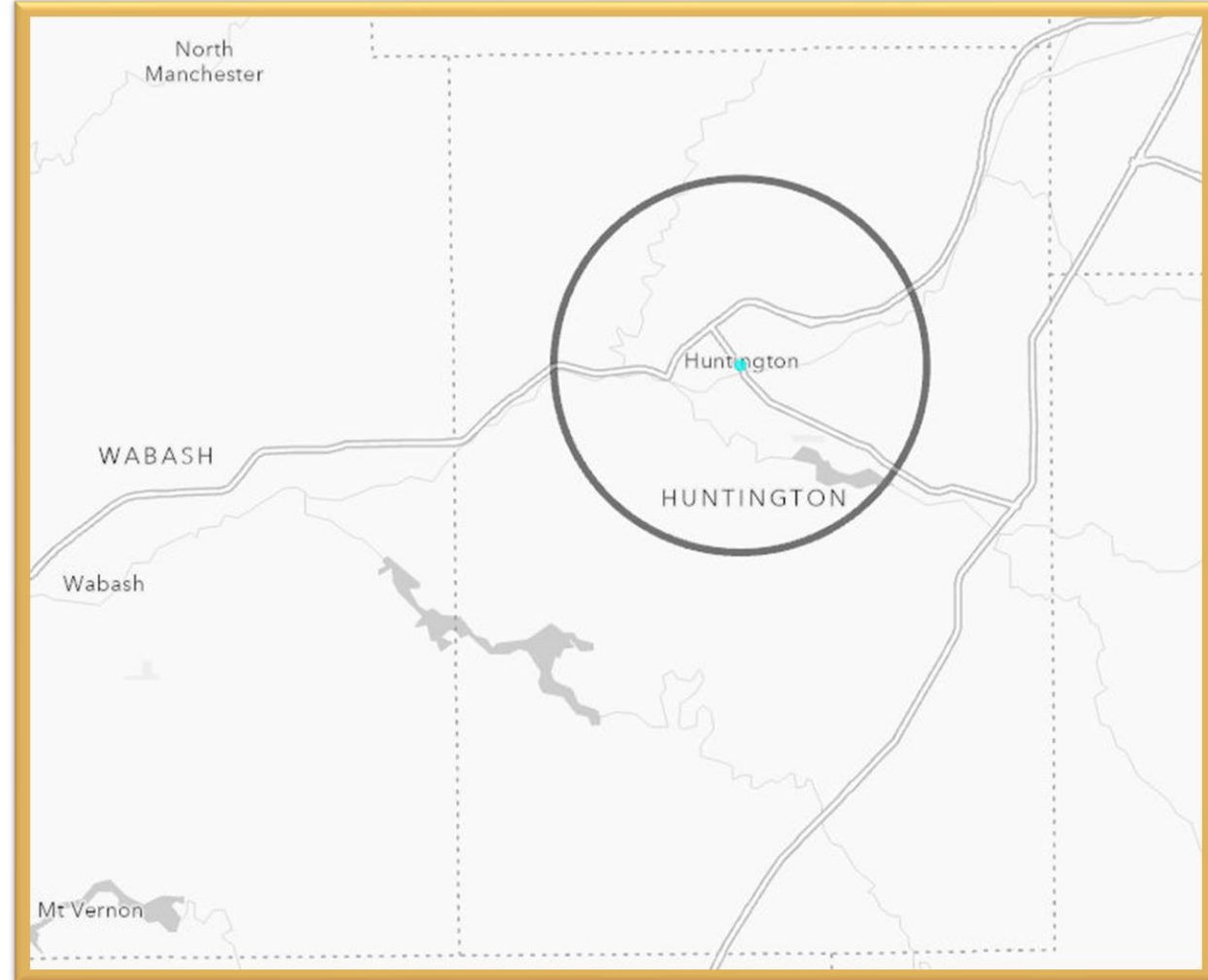
Trade Area: 1 Mile Radius

- Households: 4,575
- Total Population: 10,867
- Average Household Income: \$47,511



Trade Area: 5 Mile Radius

- Households: 9,259
- Total Population: 22,520
- Average Household Income: \$55,509



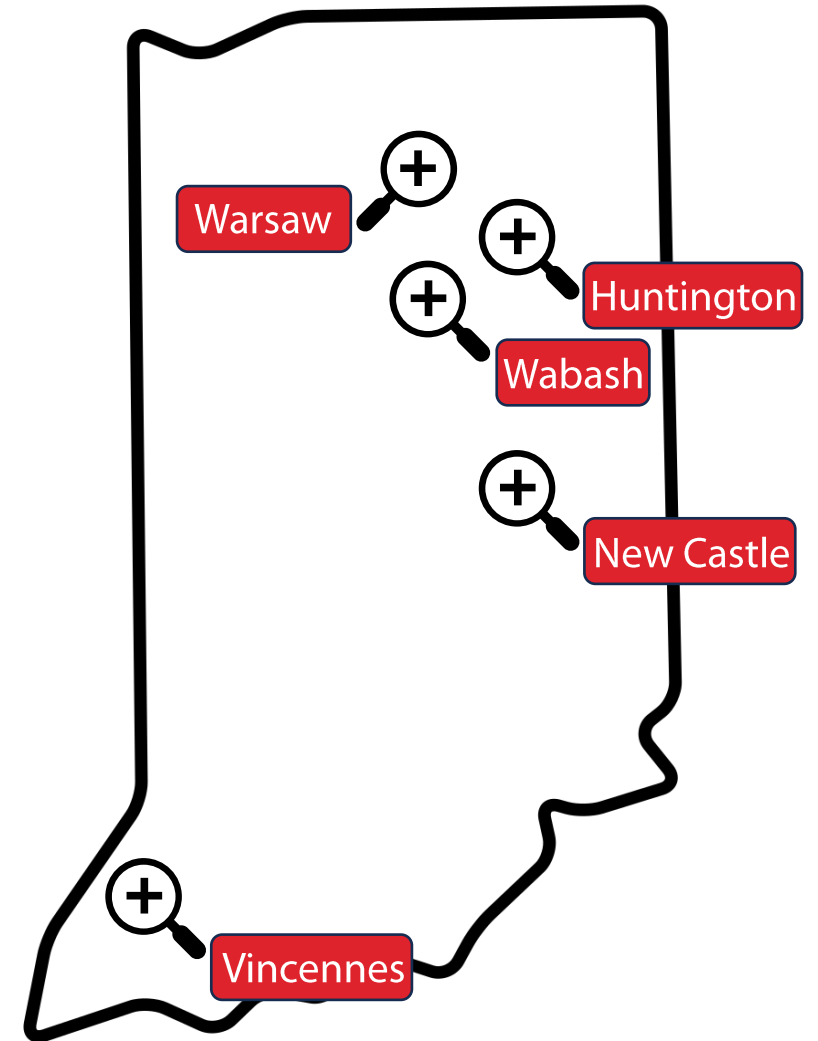
Source: Esri.



Existing Conditions: Comparative Communities

Comparative Communities

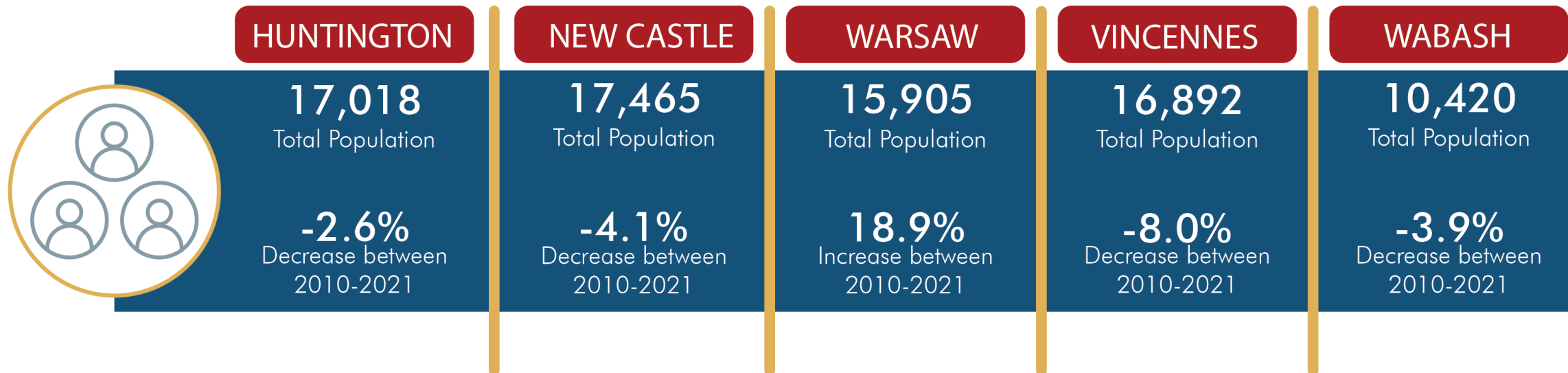
- The City of Wabash
- The City of Warsaw (Grace College)
- The City of Vincennes (Vincennes University)
- The City of New Castle



Community Snapshot

Huntington has:

- Second highest population
- Lowest decrease in population size

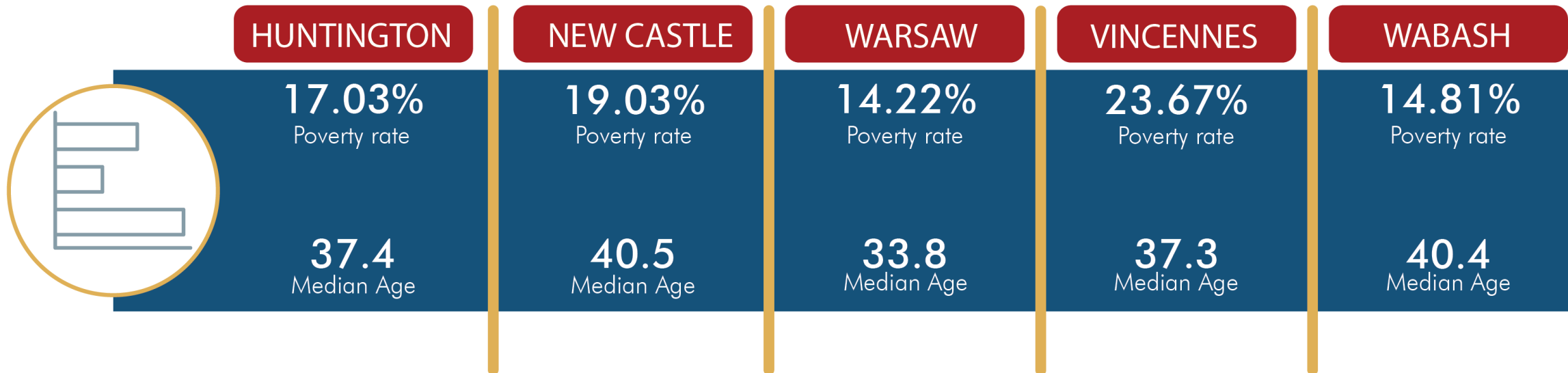


Source: U.S. Census, ACS: 2021, 2010-2021.

Community Snapshot

Huntington has:

- Third lowest median age
- Third lowest poverty rate

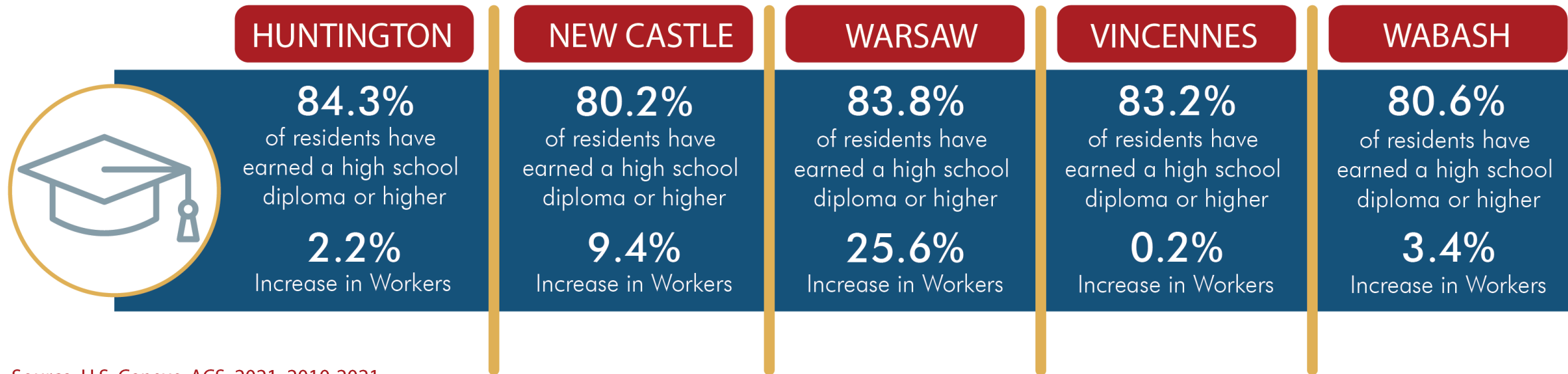


Source: U.S. Census, ACS: 2021, 2010-2021.

Community Snapshot

Huntington has:

- Highest high school graduate percentage
- Second lowest increase in workers since 2010

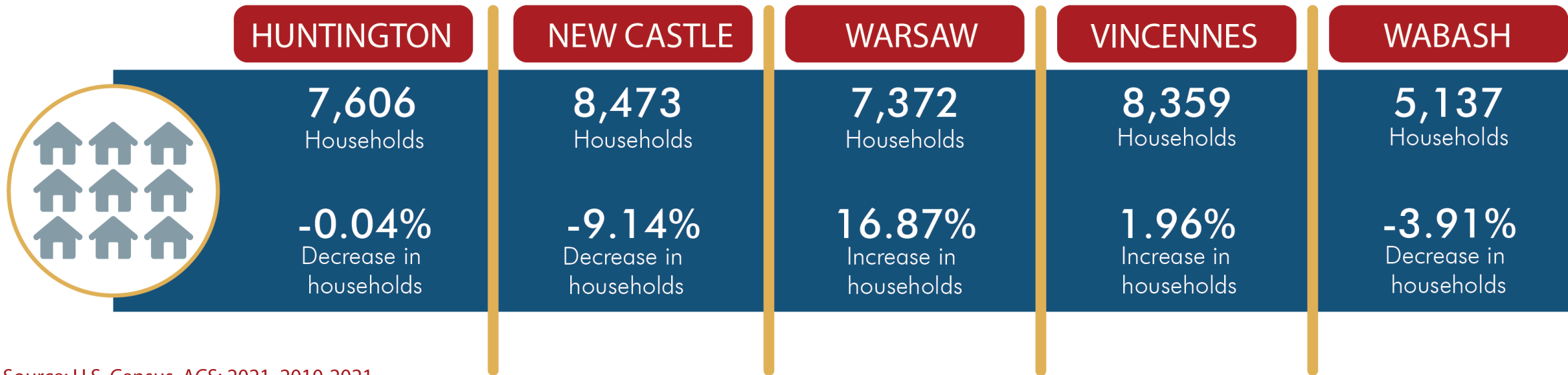


Source: U.S. Census, ACS: 2021, 2010-2021.

Housing

Huntington has:

- Third highest number of households
- Consistent number of households since 2010

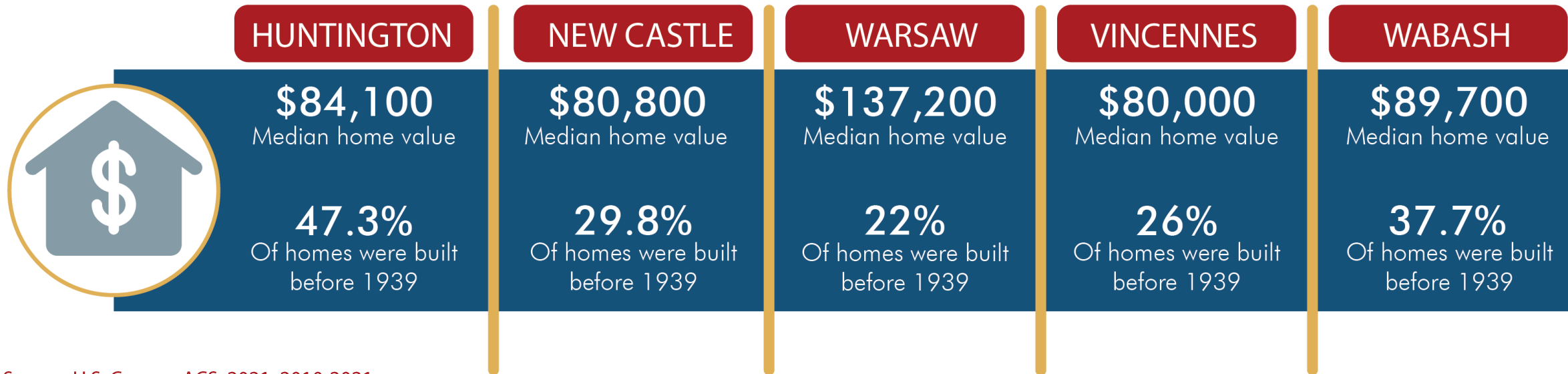


Source: U.S. Census, ACS: 2021, 2010-2021.

Housing

Huntington has:

- Highest percentage of homes built before 1939 (Nearly Half)
- Third highest median home value

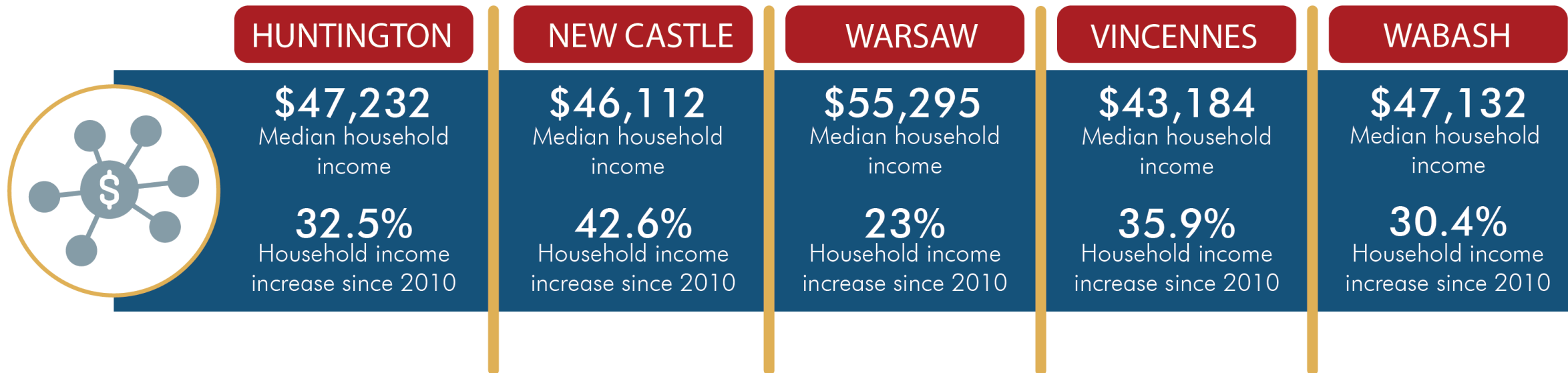


Source: U.S. Census, ACS: 2021, 2010-2021.

Housing

Huntington has:

- Second highest median household income
- Third highest household income increase since 2010

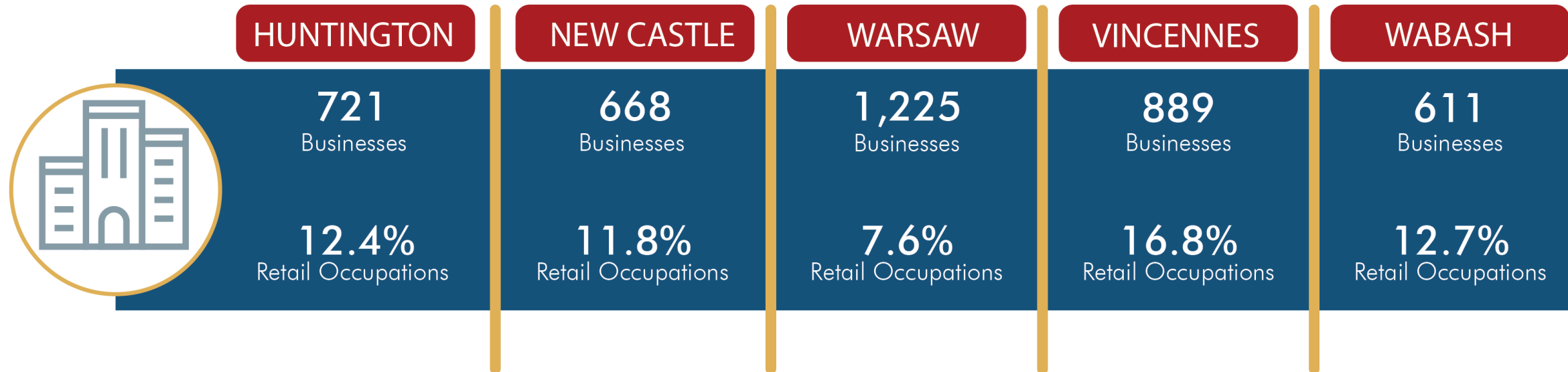


Source: U.S. Census, ACS: 2021, 2010-2021.

Economy

Huntington has:

- Third highest number of businesses
- Third highest in retail occupations

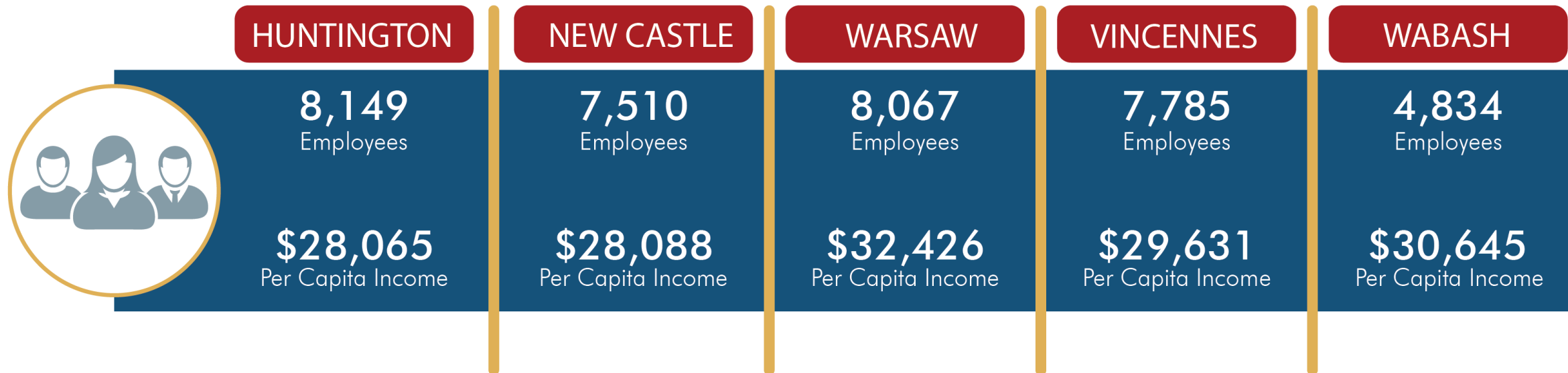


Source: U.S. Census, ACS: 2021, 2010-2021.

Economy

Huntington has:

- Lowest per capita income
- Highest number of employees

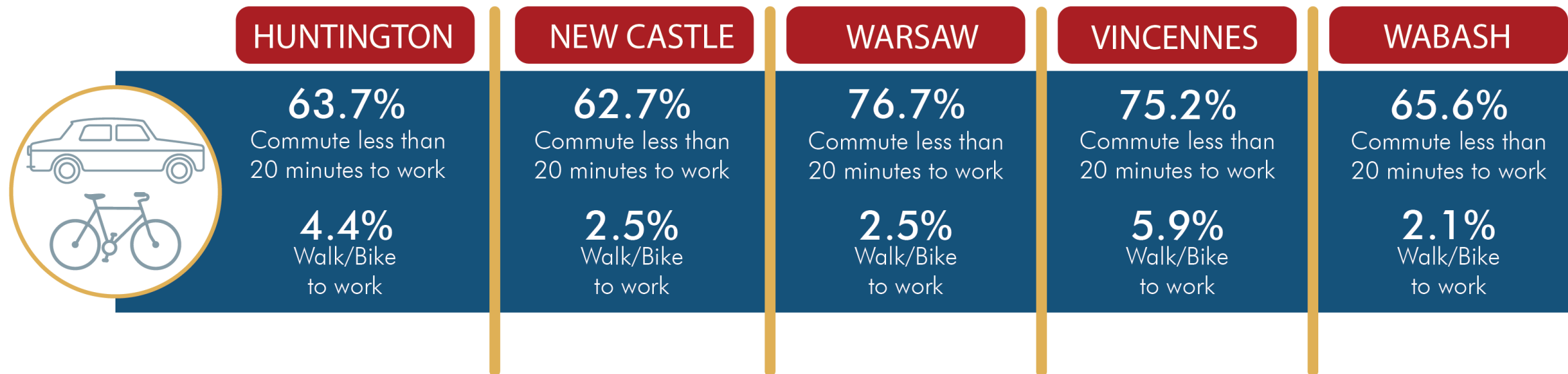


Source: U.S. Census, ACS: 2021, 2010-2021.

Economy

Huntington has:

- Second highest number of people that walk/bike to work
- Second shortest commute time

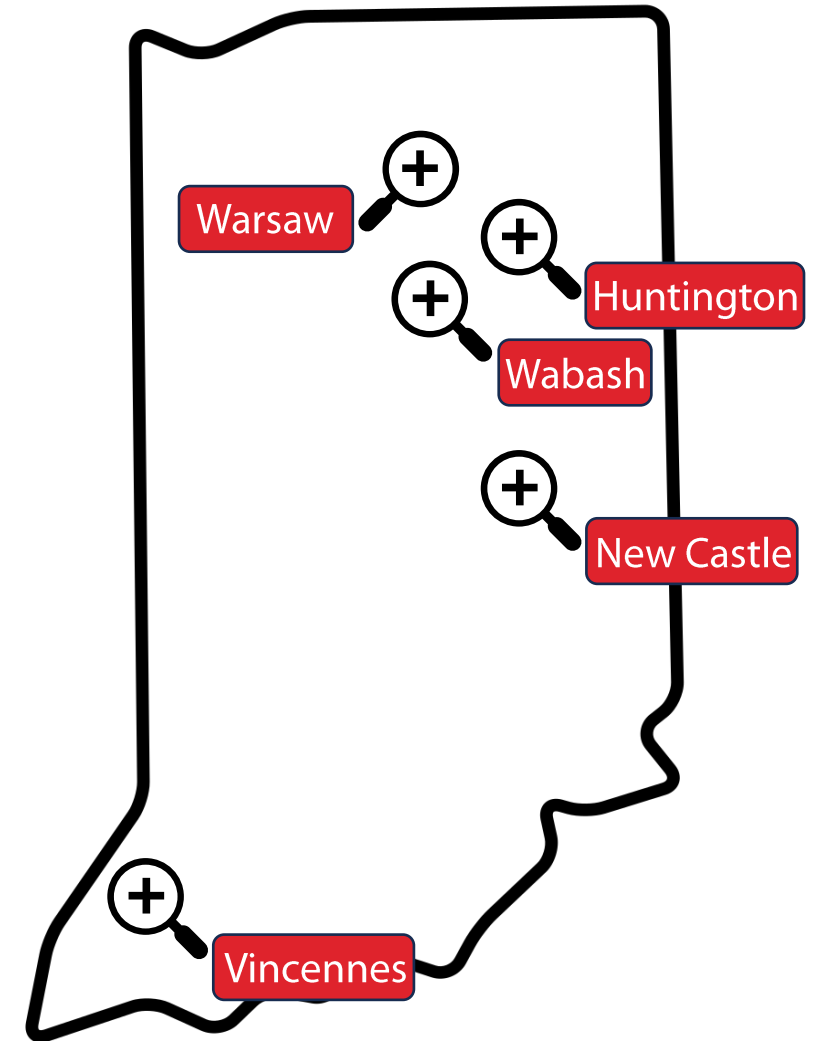


Source: U.S. Census, ACS: 2021, 2010-2021.

Comparative Communities

KEY TAKEAWAYS

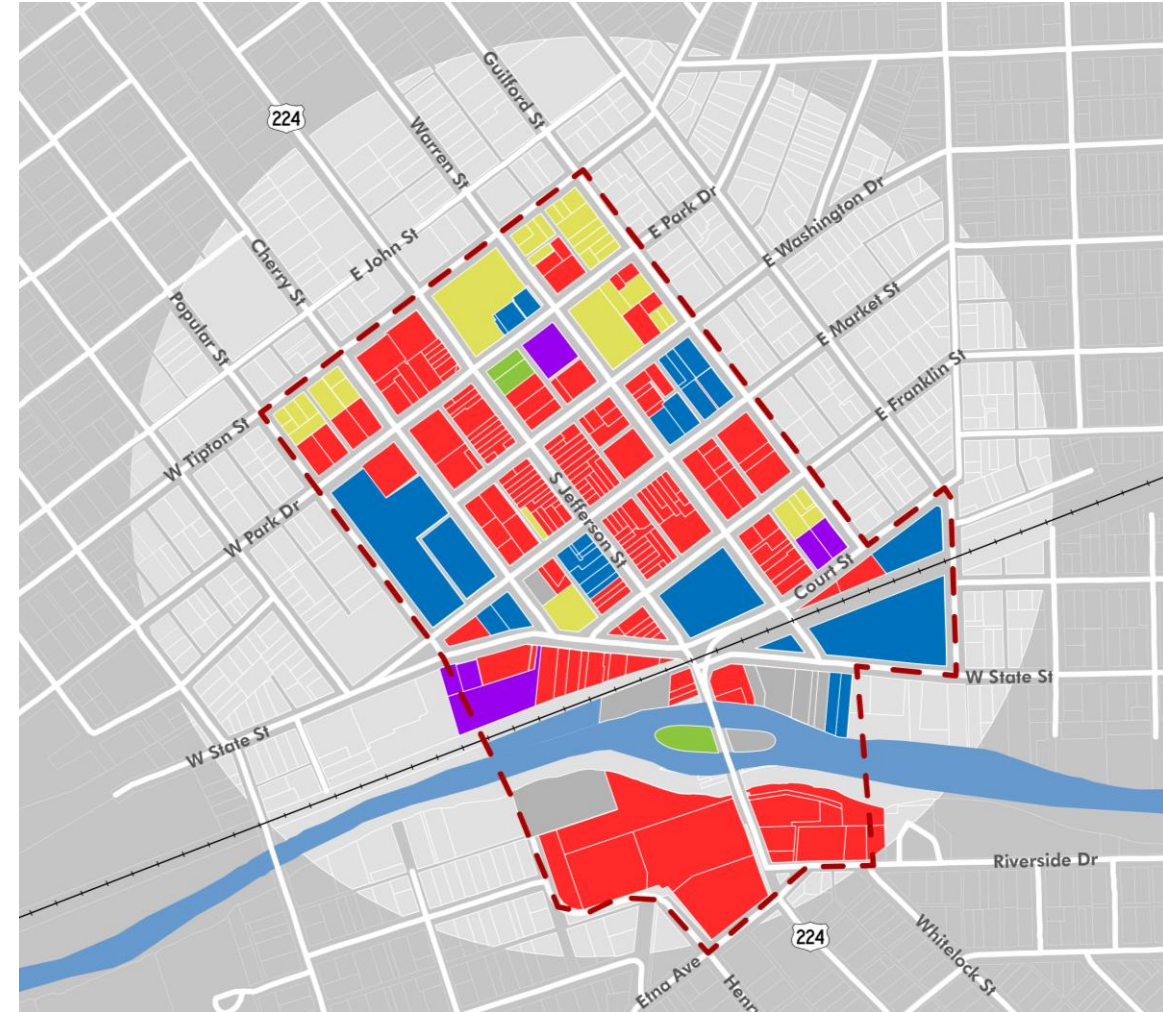
- Snapshot: Second highest population with the highest percentage of high school graduates and third lowest median age.
- Housing: Highest percentage of homes built before 1939 with the third highest median home value.
- Economy: Highest number of employees with the Second shortest commute time that produce the smallest per capita income.









Existing Conditions: Physical Inventory

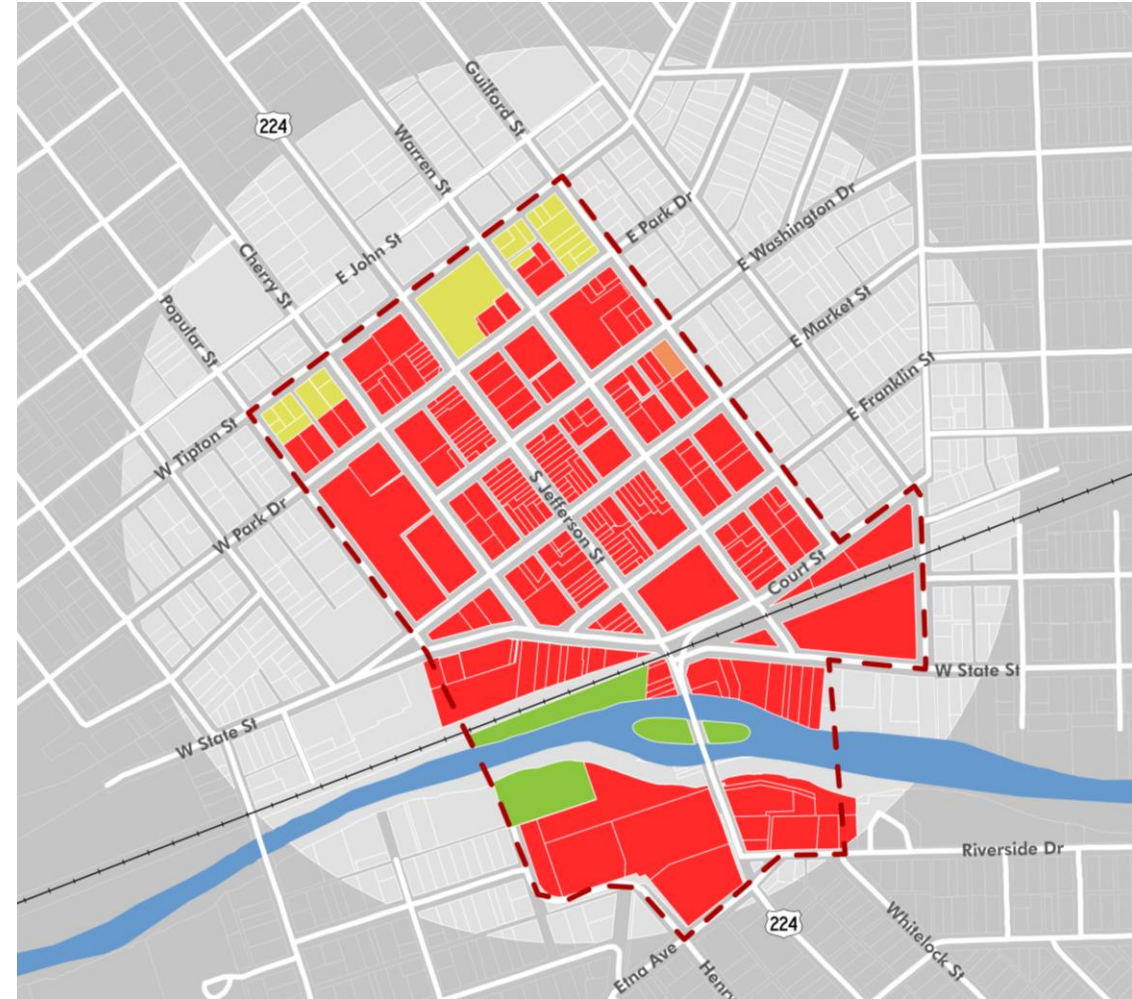
Land Use



Source: The City of Huntington.

Zoning

-  B-1 & B-2: Business
-  R-2: Residential
-  C-1: Conservation
-  MXD: Mixed-Use District



Source: City of Huntington.

Parking

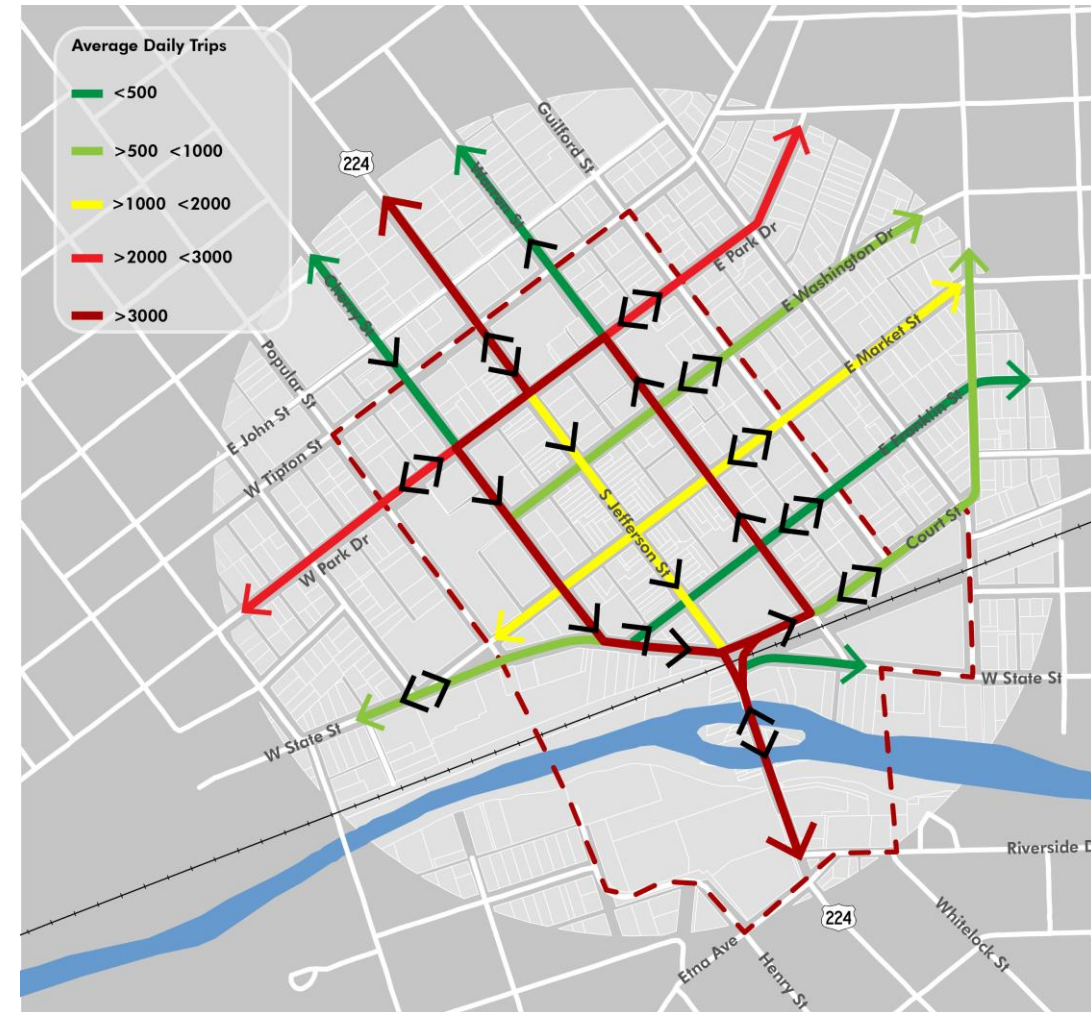
- On-street: 349 spaces (53%)
- Public off-street: 182 spaces (24%)
- Private off-street lots: 173 spaces (23%)
- City of Huntington enforces approximately 77% of the existing hourly and daily downtown parking



Source: City of Huntington Downtown Parking Study 2019.

Transportation

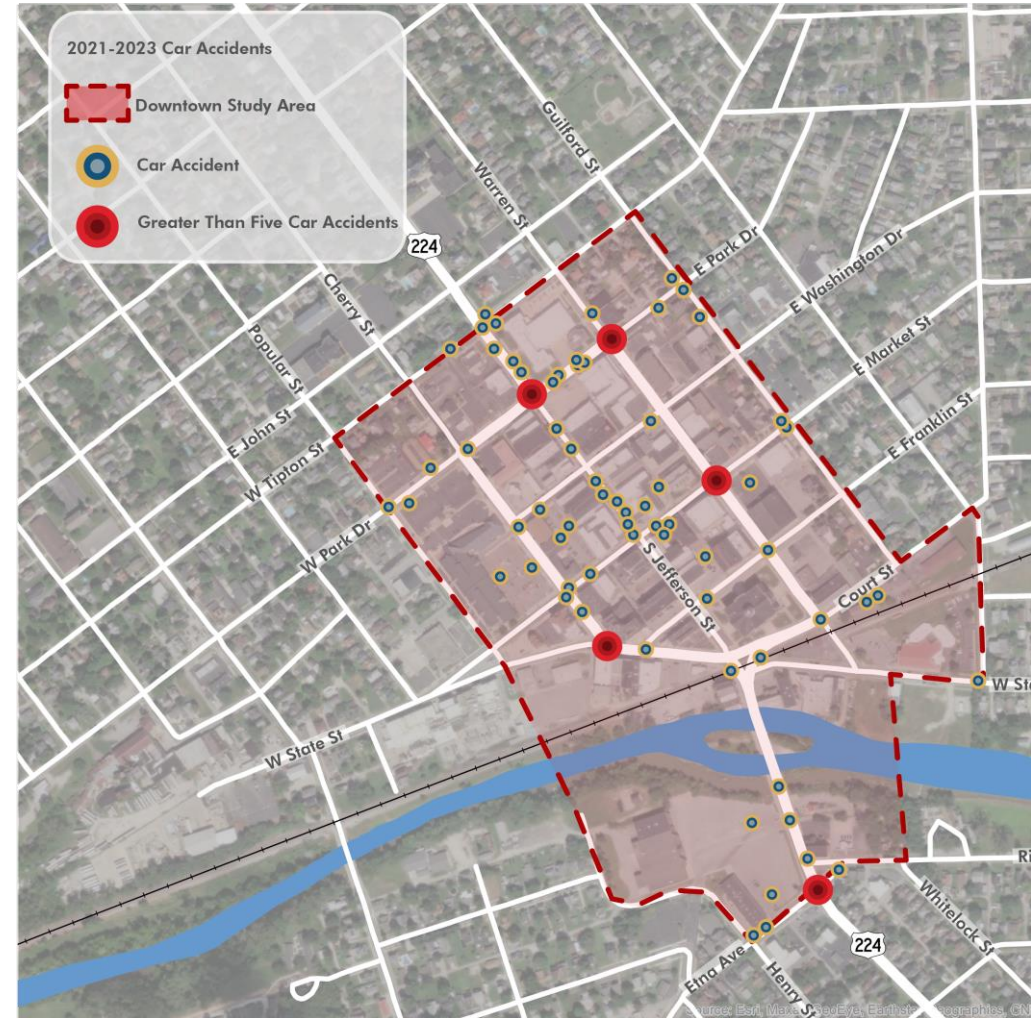
- 8 out of 13 Streets service at least 1,000 average daily trips
- Roadway inconsistency between 1-way and 2-way streets



Source: Indiana Traffic Count Database System.

Transportation Collisions

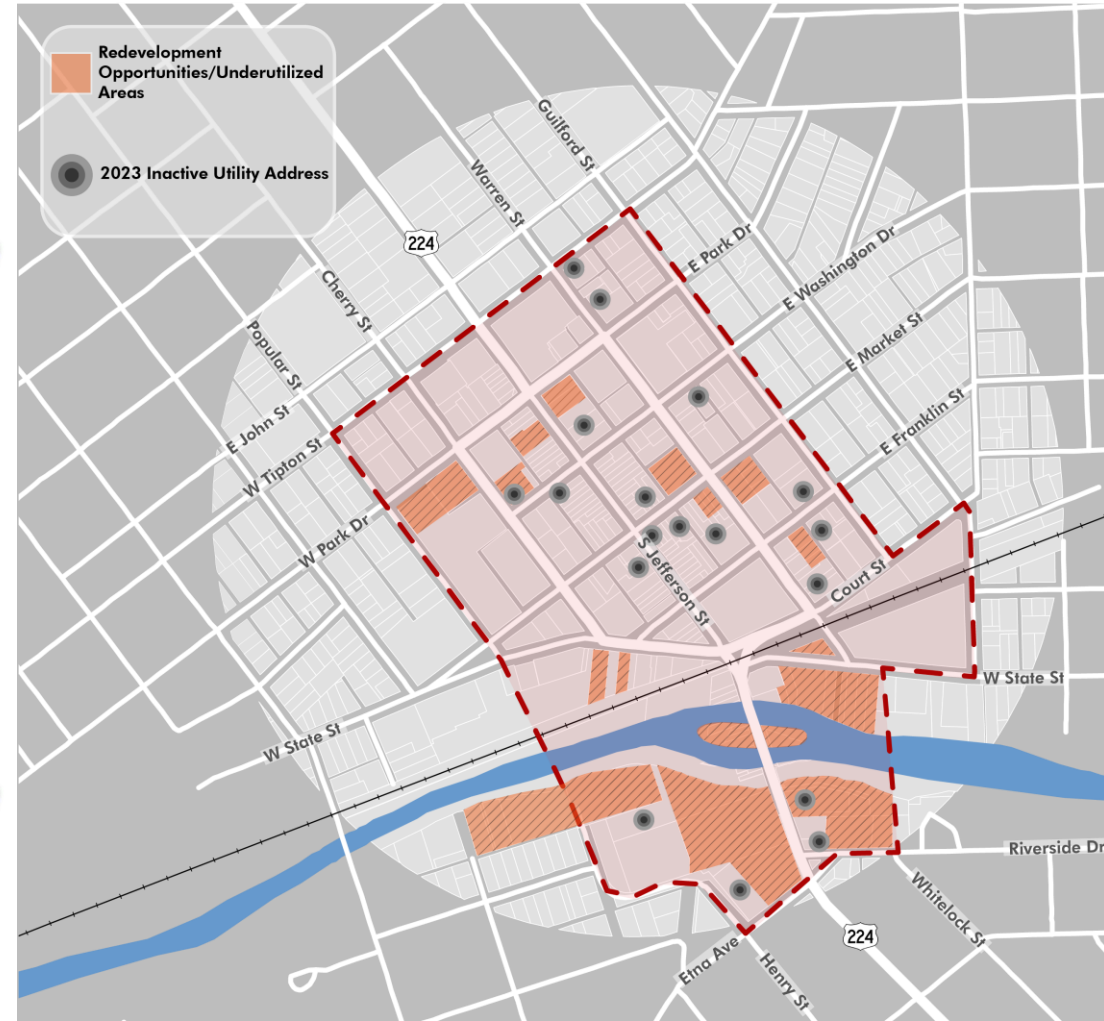
- 99 Car accidents reported between 2021-2023
- 5 Intersections with five accidents or more
 - All connected to 224 roadway



Source: The City of Huntington Police Department.

Opportunity / Vacant Areas

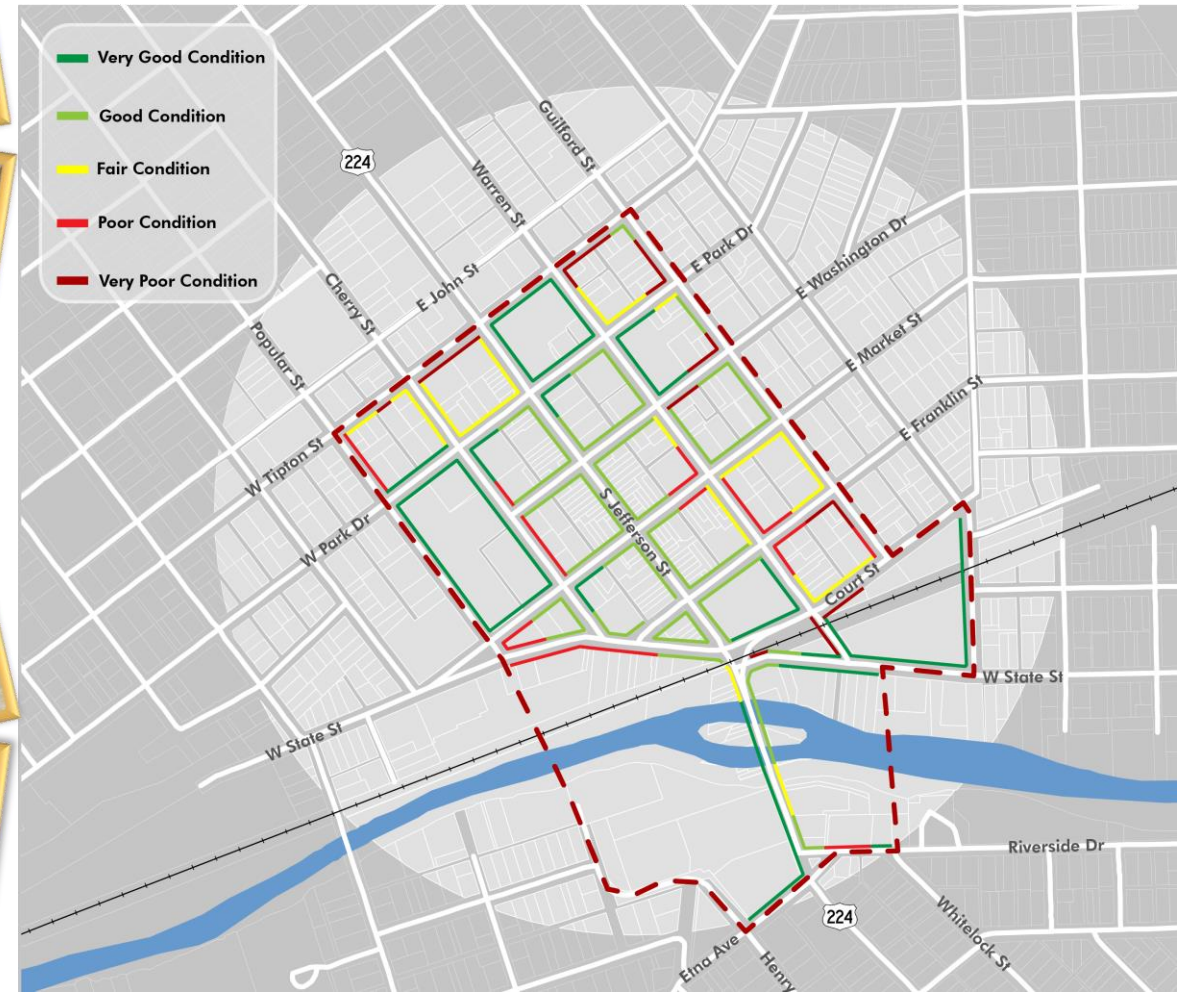
- 17 Parcels Identified
 - Current uses are surface parking, vacant lots, and vacant green space
- 18 Inactive (Vacant) Utility Addresses Identified
 - Certain inactive addresses are only a portion of the building



Sidewalks

- Close to new Sidewalk
 5' or more wide
- No cracks shown
 ADA accessible
 5' wide or greater
- Small/Medium cracks shown
 ADA accessible
 Narrow width
- Large cracks shown
 No curb present
 Visually aged
- Minimally visible
 Not ADA accessible

Source: Taylor Siefker Williams Design Group.



Urban Tree Canopy

- Inconsistent tree coverage
- Minimal shade coverage
- Increased heat in areas with no urban tree canopy
- Invasive tree species present



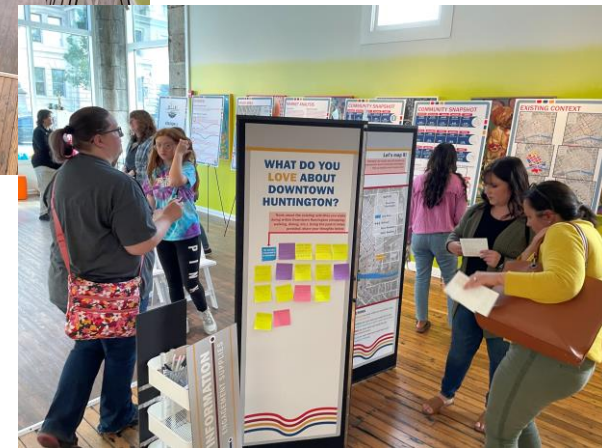


Public Workshop

Public Workshop

Overview

- September 14, 2023
- 59 Attendees
- 1,166 Feedback dots used
- 31 Workshop comments recorded



Public Workshop: Land Use

Priorities

- Extended business hours desired by all age groups
- Entertainment options are highly desired



Co-working Space/
Business Incubator

● X 17

● X 1



Night-Life/
Entertainment

● X 28



Business Options

● X 23



Housing Options

● X 16

Public Workshop: Land Use

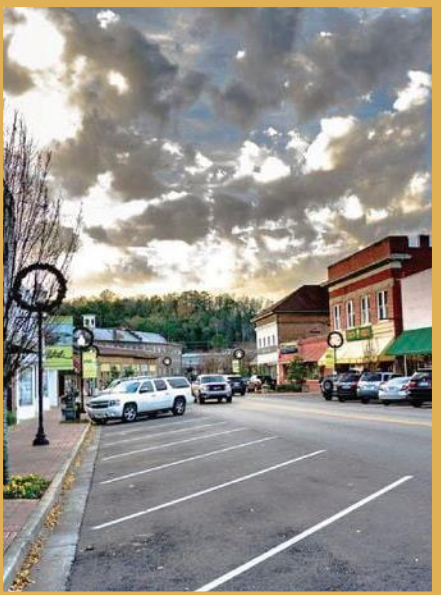
Priorities

- River-focused development along the Little River
- Parks and open space opportunities



Parks and Open Space

● X 32



Additional Parking

● X 17

● X 2



Office Space

● X 7

● X 5



Riverfront Development

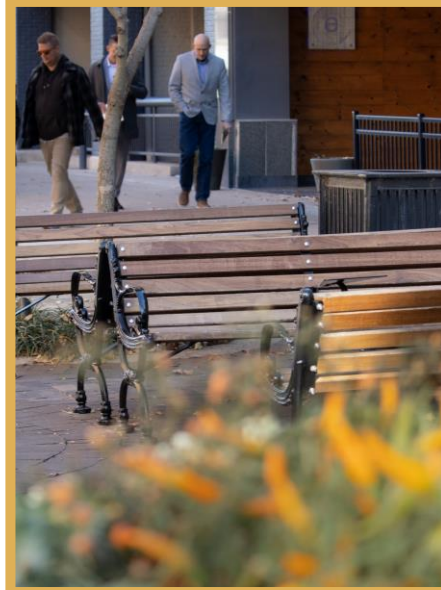
● X 36

● X 5

Public Workshop: Amenities

Priorities

- Increase art and a unique identity within downtown
- Overall consensus on additional pedestrian amenities needed



Pedestrian Amenities

● X 25



Programming & Activities

● X 26



Sidewalks

● X 26



Public Art and Murals

● X 29

● X 5

Public Workshop: Amenities

Priorities

- Increase unique downtown signage
- Increase tree coverage for shading



Street Trees

● X 27



Business Signage

● X 24



Gateway & Wayfinding Signage

● X 28



Street Lighting

● X 26

Public Workshop: Tell Us

Key Takeaways

- Quality rental housing for younger age groups will succeed while it might be challenging for older demographics
- Entertainment uses are desired
- There is an overall desire for additional recreation options

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

	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.

LIVE	Single Family Housing	X 13	Duplex Housing	X 2	Apartment Housing	X 15
	Services	X 9	Professional Office	X 2	Retail	X 18
	Dining	X 13	Entertainment	X 19	Recreation	X 18

DOWNTOWN MARKETPLACE

Public Workshop: Tell Us

■ Apparent

- Walkability
- Entrepreneurialism
- Re-use of existing structures
- Potential for growth

■ Not Apparent

- Defined character
- Parking
- Community center
- Business retention
- Mixture of land uses

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: Opportunities

Key Takeaways

- Riverfront development
- Walkable amenities
- Promote the downtown as a destination
- Community partnerships
- Events and entertainment options
- Route US 224 and SR 5 enhancements
- Development geared to attract a variety of age groups

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!

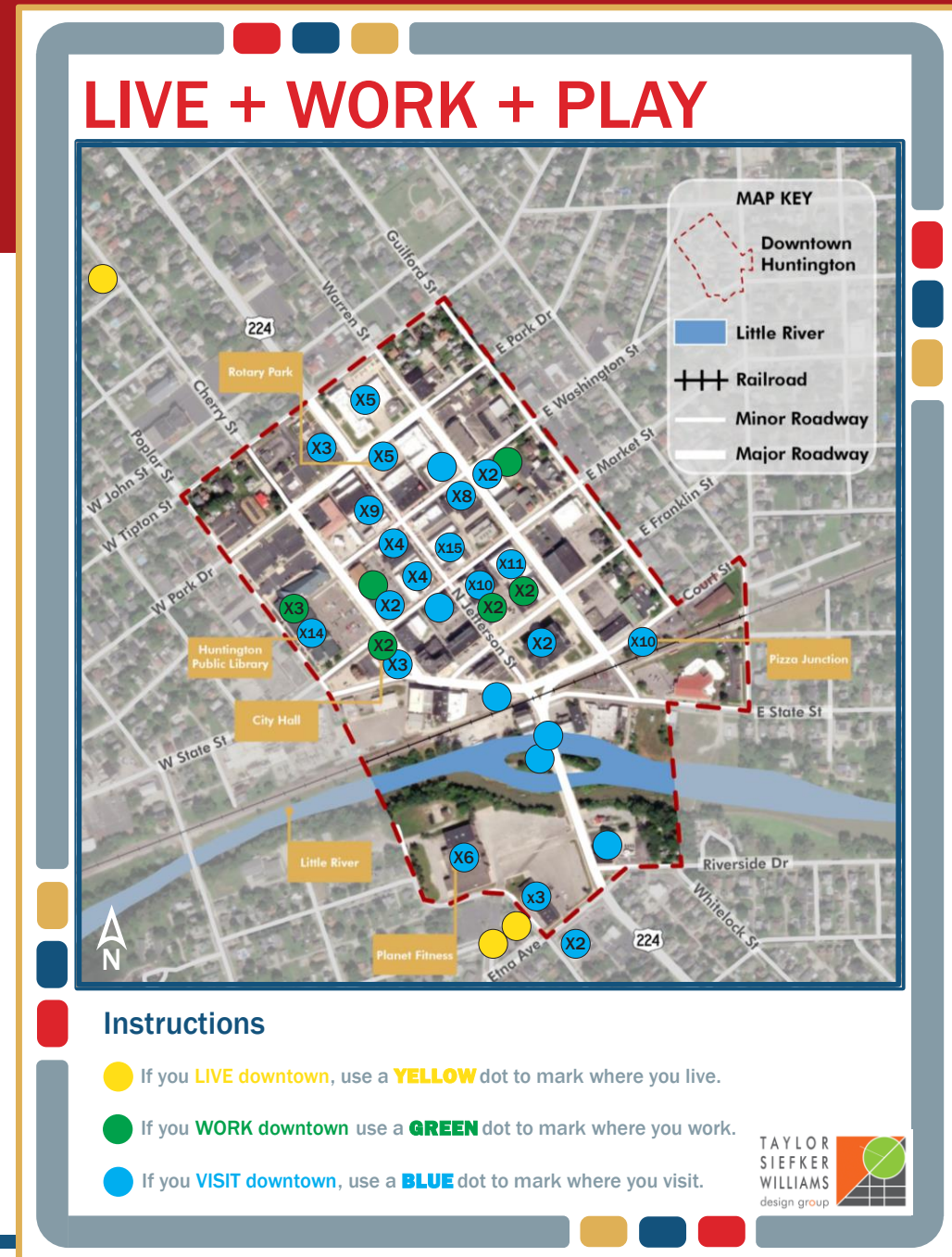


TAYLOR SIEFKER WILLIAMS design group

Public Workshop: Live, Work, Play

Key Takeaways

- 3 residents reside just outside of downtown
- 11 residents work downtown
- 123 individuals regularly visit downtown





Huntington Destination Downtown Master Plan