

2010

# Downtown Goshen Report, Planning for the Future



Lofty Ideas LLC

Paid for by Greater Goshen Association

4/20/2010



Greater Goshen Association,

April 20, 2010

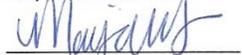
Timing is such an important factor in most of the decisions we face, such is the case with the streetscaping project. In the past, a number of studies had been offered to the city, all of which contained important information and recommendations for our city's future development.

We at City Elements felt that the time was right to address this development in a small but important segment of the city, our Downtown Historic District. Over the past ten years much has been improved in our district, thanks to a partnership of City Government, private investment, and a dedicated list of organizations and volunteers. By compiling this experience and surveying a large number of the stakeholders we have been able to develop a vision of our future needs. Included in this report are a few of the most important areas to be considered and implemented. In addition, we have constructed a physical model of a portion of our district, depicting many of those improvements. Our objective is to offer these changes in such a way that they can be implemented, step by step, accompanied with cost estimates and a priority schedule. This report is meant to be concise and the model will illustrate the details. This is not a blueprint, but instead a gathering of working ideas that can be shifted appropriately when needed.

We are indebted to Greater Goshen Association for their support in the funding of this project.

Thank you,

City Elements LLC

  
\_\_\_\_\_  
Maija Walters Stutsman

  
\_\_\_\_\_  
Faye Peterson Pottinger

  
\_\_\_\_\_  
Jeremy P. Stutsman

  
\_\_\_\_\_  
Dave Pottinger

### Survey Results

Please indicate your priority of importance for each category:

#1 - High priority

#2 - Would like to see some improvements

#3 - Don't see the value of any effort in this category

#1	#2	#3		General
34	31	29	Regulated parking for employees.	
40	40	10	Façade Program	
52	37	13	Streetscaping	
28	31	26	Improved trash removal system which would eliminate need for individual dumpsters.	
54	32	6	Snow Removal	
36	36	16	Planned Events	
10	33	41	Sandwich board advertising	
14	36	48	Display window lighting to remain on from dusk till 11pm	
36	42	18	Business recruitment	
2	6	15	Would you be interested in volunteering time to help with any of the above?	
39	0	51	Are the number and type of events currently being scheduled improving your business.?	
29	0	25	Would you like to see additional events planned and implemented?	
#1	#2	#3		Street Scaping
41	29	19	Trees	
42	29	17	Planters	
49	32	18	Benches	
45	34	8	Trash receptacles	
24	28	28	Additional Lighting	
10	26	45	Banners	
25	39	20	Bike Racks	
43	34	19	Flower containers	
17	21	13	Bike Racks	
5	1	0	Other: _____	
				Snow Removal
17	15	5	Adequate	
5	11	6	Needs Improvement: eg. _____	

# Façade

The façades of the downtown buildings have changed tremendously over the last 10 years.



Downtown Goshen was on the verge of blight in the early 2000's, but due to private investors and public support this has changed in a relatively short period of time. Private improvement of facades sparked interest in creating a Downtown program to improve and maintain the historic detail of downtown.

Goshen's Façade Improvement Program was first implemented in 2005 under the direction and coordination of the Face of the City organization. In the year 2007 that responsibility was transferred to downtown Goshen Inc. (DGI,) who then subcontracted with City Elements as design consultant and program facilitators.

Since its inception the program has collaborated on 63 projects, offering free design recommendations, and 75% up to \$4000.00 financial assistance per project. To date the program has distributed \$144,000.00 in the support of approved projects. This amount will rise by \$30,000.00 as the program continues through 2010.

Looking forward, City Elements is taking a pro-active approach, contacting building and business owners with suggestions to improve the historic appearance of their buildings, along with estimated costs for each project. These costs are subject to change as materials cost, contractor selection, and extent of actual project unfold. Participation in the program is encouraged but not mandated. The results so far have been an enhanced cohesiveness in quality and appearance. This increases the property value for the property owners, which in turn, makes the area more enticing to current and potential business owners.



Quality renovations don't take you far from the original.



Other renovations remove important historic architectural components. These types of renovations usually happen over time and result in loss of historic authenticity.

*89% of those surveyed believe the façade program is an important part of the downtown while only 11% don't see the value.*

# Suggested Façade Projects

1. The Window  
223 South Main Street  
Paint Façade



2. Constant Spring  
219 South Main Street  
Paint Lower Façade



3. Eilers Garage  
112 West Jefferson Street  
Repaint adding color



4. Old Home Again Store front  
115 West Jefferson Street  
Clean and paint wood area only



5. Las Esterellas  
230 South Main Street  
Awning Repair, Repair metal sheeting,  
Prime and paint façade



- 6. Graber Design  
208 South Main Street  
Replace awning with a new awning with a more conventional design.



- 7. T.G. Music  
123 South Main Street  
Repaint façade



- 8. Goshen Historical Society  
124 South Main Street  
Scrape, prime, paint lower metal work,  
Remove all paint from copper work  
leave unsealed.



- 9. White Horse Lounge  
130 North Main Street  
Replace existing awning with a traditional design. Finish paint un painted areas.



10. American Red Cross  
226 South Main Street  
Replace the existing awning, repaint  
north façade to reflect a historic  
appearance.



11. Morning Star  
222 South Main Street  
Replace existing dark tinted glass  
with clear thermo pane.



12. Goshen Theater  
216 South Main Street  
Cover existing stone façade, window  
work.



13. Dew Drop Inn  
227 South Main Street  
Paint façade, replace sign with  
historic sign.



14. Universal Tamal  
225 South Main Street  
Replace shingled awning with a new  
cloth awning, paint façade.



15. H&R Block  
134 North Main Street  
Remove and replace awning, paint  
lower façade.



16. The Cake Shop  
106 North Main Street  
This façade is underway.



17. Barkes-Kolbus  
118 South Main Street  
Addition of 3 window awnings on  
Second floor windows plus entry  
door awning.



\*Prices and full details on work to be done will be discussed with current building owners. This list has no order of importance.

# Streetscaping

Streetscaping has been talked about for nearly twenty years. Many towns including Goshen were waiting for large grants before beginning any major improvements. Some local communities have been able to streetscape their entire downtown all at once. While some believe this was the best approach, it caused hardships on many of their businesses because the project took so long. Once the project was completed, the community was still left with vacant or struggling store fronts and a downtown that was like others you might visit, a feeling of anywhere USA. It has clean lines and is well constructed but falls short of being esthetically exciting.

Not having a surplus of money, Goshen began to think outside the box. Due to private individuals, City participation and a real push from the EID group we have seen consistent positive changes over the last few years. The project has been worked at in bits and pieces and the savings to the groups above have been substantial. Thinking outside the box has given downtown Goshen esthetic diversity. These projects will continue over the next few years and the downtown will become even more pedestrian friendly. This will help attract shoppers, supporters, and make it easier and more enjoyable for people to park and walk. Downtown will become a destination. Once this happens the negative parking perceptions will be solved. Just being downtown will be the overall goal.



Improving the streetscaping in our Downtown Historic District has been the subject of conversation for years, but the implementation has been difficult due to an all or nothing approach. In 2008, we were authorized by the city to design and build a prototype on the south side of Washington Street, which included a street access stairwell to the lower level of the building. With experience gained from that prototype, we designed and constructed four “bump outs” on Washington and Main Street. These included both brick and brick/stone

planter surrounds, automatic watering systems, electrical and water outlets, umbrellas, seating, and information kiosk. This Spring a fountain will be added. Included in this continuing project will be replacing the existing benches and trash receptacles with new units made locally in Silver Lake, Indiana.

In collaboration with the Goshen Engineering Department, EID, and INDOT, in 2010 we will be constructing eight permanent planters along Main Street between Jefferson and Lincoln. In addition to those groups mentioned above we enlisted the advice and cooperation of the street, water, and park departments.

In conjunction with the streetscaping, there is a desire to improve the safety, landscaping, and usability of the four east/west walkways between Main Street and the north/south alleyways.

As our model shows, in the 200 block of South Main, the walkway alongside of Constant Spring could be developed for outdoor public seating, including an elevated seating area. This could be closed off for special events to become a beer garden. We would suggest that the walkway directly east of this platform be closed to automobile traffic, but remain in its original character and be used for special events and an additional walkway.

The remaining two walkways in the 100 block of South Main would become public art studio/gallery gardens. These spaces would be available to local or visiting artists to work in place, or display their work for defined periods of time. It would also be space for our local education institutions to work and stage shows. In addition to two-dimensional art, we would like to see three-dimensional interactive sculptures to encourage young family gatherings.

We also recommend the creation of an Art Alley Task force, which could oversee upkeep, vetting of art works, scheduling, auctions, and anything else that may arise with a project of this nature. It would be important that this group stay in close contact with the building/business owners immediately adjacent to these alleys, and other groups: City, EID, DGI (First Fridays Task force).

*87% of those surveyed would like to see streetscaping continue and only 12% don't see the value.*

# List of Street Projects

1. Trash Receptacles for Main Street  
Source: Wabash Valley Manufacturing Silver Lake, IN  
Number required to replace old damaged units 30  
Cost/Unit \$500.00    **Total Fund Required = \$15,000.00**
2. Bicycle Racks  
Source: A and R Machine, Goshen, IN  
Number required 20  
Cost/Unit \$350.00    **Total Fund Required = \$7,000.00**
3. Benches  
Source: Wabash Valley Manufacturing Silver Lake, IN  
Number required 20  
Cost/Unit \$600.00    **Total Fund Required = \$12,000.00**
4. Brick and Stone Planters (Main Street Jefferson to Lincoln)  
Source: Bob Lantz Masonry Goshen, IN  
Number required 8  
Cost/Unit \$2,800.00    **Total Fund Required = \$22,400.00**
5. Fire Pits  
Source: Locally Fabricated  
Number required 10  
Cost/Unit \$1,800.00    **Total Fund Required = \$18,000.00**
6. Raised seating (Alley by Sorg Jewelers)  
Source: Local Contractor  
Number required 1  
Cost/Unit \$4,500.00    **Total Fund Required = \$4,500.00**
7. Outside Seating (Alley Constant Spring)  
Source: Local Vendor  
Number required 1  
Cost/Unit \$2,500.00    **Total Fund Required = \$2,500.00**
8. Elevated Seating Balcony (Alley Constant Spring)  
Source: Local Contractor  
Number required 1  
Cost/Unit \$18,000.00    **Total Fund Required = \$18,000.00**

9. Additional Trees

Source: Dogwood Hills Tree Farm Middlebury, IN

Number required 35

Cost/Unit \$600.00

**Total Fund Required = \$21,000.00**

10. Alleys of Art (See model for details)

Source: Local Contractor

Number required 2

Cost/Unit \$17,000.00

**Total Fund Required = \$34,000.00**

11. Large Awning Panels – Washington Street

Source: Awnings Unlimited Middlebury, IN

Number required 12

Cost/Unit \$1315.00

**Total Fund Required = \$16,500.00**

12. Bump outs on Main- Madison to Pike (considering one side parallel one side angle)

Source: Local Contractor

Number required 17

Cost/Unit \$3,000.00

**Total Fund Required = \$51,000.00**

13. Cost of perennial plants

Source: Local Vendor

Number required 17 planters

Cost/Unit \$200.00

**Total Fund Required = \$3,400.00**

**Total for suggested projects: \$225,300.00**

\*Totals are estimates and do not include work the city may need to complete for infrastructure.



# Parking

Parking has long been discussed as one of Downtown Goshen's most difficult problems. Many solutions have been offered, ranging from a centrally located parking garage, return to angle parking, removal of additional structures, to disciplined plan of employee parking agreed to and monitored by business owners.

We believe the majority of the parking problem exists because employees and business owners parking in the prime customer parking spaces. With the exception of a few, most stores do not open until 10:00am. We have found, on average, 52% of the city parking lots are being filled by employees before the stores even open. In addition, that same 52% are taking the closest, most convenient spaces within the lots. By moving employees to the periphery the centrally located spaces are freed for customers.

After reviewing all suggestions and taking accurate counts of available spaces we are recommending the following as a short term solution, that a letter be sent to all business owners recommending a specific location for their employees to park. This letter would emphasize the importance of their cooperation as the best possible immediate solution, improving availability of spaces for clients and customers. We have attached a draft of that letter along with a map showing all available parking spots.

Looking forward, the city is currently working with INDOT on a plan to increase the number of available spaces by converting a large portion of parallel parking to angle parking.

## Parking Counts

Elements took surveys of the parking downtown and found the following:

Number of spaces available in thirteen city parking lots – 567

Number of spaces available for street parking 3<sup>rd</sup> street to 5<sup>th</sup> street:

Clinton – 93

Lincoln – 42

Washington – 77

Jefferson – 67

Main (Pike to Madison) – 124

5<sup>th</sup> Street both sides – 43

Total street parking= 446

Total spaces street and lots = 1013

Number of Parked cars in city lots:

	8:00am/8:30am	9:00am/9:30am
Monday July 1, 2009 -	N/A	205
Friday July 17, 2009 -	236	247
Wednesday July 29, 2009 -	195	276
Tuesday August 11, 2009-	182	251
Wednesday September 30, 2009	214	232
Tuesday December 22, 2009	108	225
Thursday January 14, 2010	122	161

*69% of those who filed out the survey would like to see regulated parking for employees a high priority or improvements made to the current system, and 31% do not believe this should be a priority*



To all the business owners,

We are currently working on an overall plan which would improve the safety and make our Historic Downtown District a more attractive place to work and shop for our local community and others.

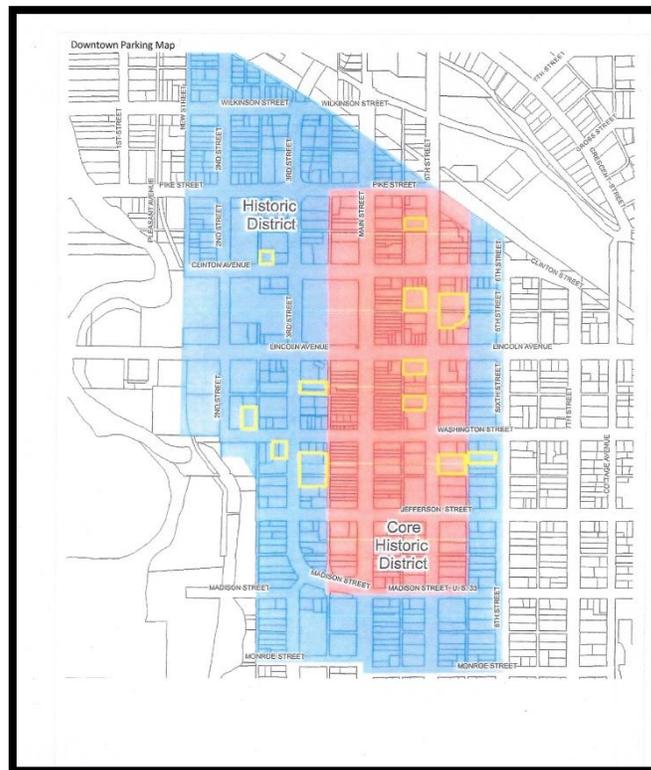
Parking has always topped the list of necessary improvements. Although City Engineering is working with the Indiana Department of Transportation in an effort to convert some of our parallel parking to angle, we are looking to a more immediate solution.

To do so, we need your support. Attached is a map showing all city parking lots along with a recommendation for your employee parking nearest your business?

If you and all other business owners will communicate to your employees the importance of their cooperation, we should then see an immediate improvement for our clients and customers.

Thank you,

City of Goshen, EID, DGI, and Chamber of Commerce



# Signage

Signage is a controversial subject with business owners. Not only do business owners complain about the restrictions, they are put off by the allowances given to other businesses. This controversy could be diminished if the City of Goshen consistently enforced the existing sign ordinance in place for the Historic Downtown District. There are currently multiple businesses in noncompliance. Some businesses have received variances for signage that should not have been approved for this district. Variances in a Historic District should not be easily attained. There are few instances where a variance should be granted, and those are only when the sign serves its purpose and still fits in with the surrounding atmosphere of the area. Businesses that have renovated (removed and replaced) or altered their signs (or major façade work) since the institution of the December 7, 1999 Historic District sign ordinance need to be encouraged to come into compliance. One way to encourage compliance is to disseminate information on the current ordinance.

Most businesses have chosen to follow and respect the sign ordinance. Others either are not aware of it or have chosen to ignore it. One-way to get around issues like this is to have a small group put together a brief summary of what is expected in the downtown community. This becomes valuable as new businesses and people come to the area. This can also be given to local realtors so that potential new owners are aware of the expectations before they purchase a particular property.

Some businesses cover their windows with sales signs and product signs. Others feel it necessary to have their business name displayed repeatedly insist on placing signs that do not belong in the district due either to size or design. Along with the booklet, the city's ordinance enforcement group must apply the same rules to all. As always for those exemptions where the regulations aren't appropriate a variance could be obtained. Anyone without a variance should be held accountable.



The following signs are good examples of signage issues in the Downtown.



The Goshen Chamber sign does not fit the current sign ordinance. It is poorly sized and designed for the historic district. This is a good example of a variance that should not have been granted.



Sorg Jewelers sign also does not fit the current sign ordinance but it is accurate to the district and is a historic sign. This is not an example of a sign that should be repeated in multiple locations but this particular sign should be protected and variances given when needed for up-keep.



The antique sign is a good example of a large sign that does meet current standards and fits in very well with the historic district. It is well designed for the space.



The last picture represents signage designs that fit the current standards in size and projection but does not follow the current standards on number of signs.

#### Recommendations:

1. Revisit current Historic District Sign ordinance to address signage on buildings with multiple businesses. As renovations downtown continue this will become more of an issue.
2. Send a letter to property owners, DGI Façade Committee, local realtors, Chamber of Commerce, and local sign companies with a copy of the current sign ordinance of the district with recommendations that it be referenced on to any future business or property owners.
3. Letter to current business owners to be sure they are aware of the current ordinance in case they wish to improve or alter their sign in the near future.

# Trash Collection

Street containers have worked well and are slowly being updated as the funds become available. The individual business containers and dumpsters are the pressing issue. Currently each business owner is responsible for their own trash removal. Each business determines its own removal system and frequency. As business has grown downtown so have the amount of trash receptacles in the alleys, varying from small trash containers to large dumpsters. Many of the alleys look cluttered and unattractive. With more than a dozen food service vendors prompt removal of food waste also needs to be addressed. Frequency needs to be increased but by requiring this you are adding another expense for the business. The Goal and Recommendations: To improve visual and sanitary conditions, by removing all dumpsters in the downtown area and to cut cost to each business.

## Recommendations:

1. Immediate: Encourage all businesses to join a local recycling program, (Poly Karmic Recycling or the Bicycle Group Recycling program). This will lessen the needs for size and number of outdoor receptacles. This would make an immediate impact and easily fit in with the longer term goals.
2. The Economic Improvement District Board (E.I.D.,) would hire or supervise an independent contractor, who would design and implement a pickup service from all participating businesses. The emphasis would be on daily pickups for all food service clients, with a less frequent schedule for all other clients.
3. E.I.D. would contract with Waste Management for a large dumpster to be placed in an appropriate nearby location for disposable materials. All other materials (recyclables) would be segregated by the individual businesses and taken by a contractor to an existing recycling drop off.
4. To encourage recycling there will be a per bag fee for trash pickup.



\*69% of those surveyed would like to see an improvement to the current trash situation, while only 31% don't see the value.

## Display Window Lighting/Vacant Second Floors

Display lighting is an excellent way for commercial retail area to advertise even after closing hours. If a standard of leaving display lights on until 10 or 11 pm each evening, were followed the downtown would feel more welcoming. This can be accomplished with very low wattage florescent bulbs. The amount of light needed for this effect is minimal which in turn means the energy cost is very low.

This increases safety and lowers the chances of vandalism. This is also nearly free advertising. Many times customers leaving bars and restaurants after stores are closed will walk around to see what else the downtown may have to offer. If the windows are dark they are less likely to return or even take the walk around. The safer and friendlier the downtown feels to the shopper the more likely they are to return again.

Many of the second floors are vacant and a simple lamp on a timer with just a 25w fluorescent bulb, (minimal cost) creates an atmosphere of occupancy. Lighted spaces, whether occupied or not, give an illusion of warmth to the warmth to the downtown buildings at night.



These are just a few examples of store fronts that see the value in after hours lighting.

# Community Involvement and Volunteers

In order for Downtown to be viable both as a commercial district and as a community gathering center two main types of participation are essential; community involvement and an active volunteer network.

For our purposes we divide community into 2 distinct categories; Goshen and the surrounding area, and Downtown Goshen. The relationship is symbiotic, what aids one can aid the other, but the needs are not identical. Downtown Goshen should be developed for the residents of Goshen and its surrounding area first while remaining welcoming and accessible to seasonal visitors. Gaining the support and excitement of the local population is the best way to spread the word of Goshen's downtown growth. Creating the area for locals also enhances their desire to be involved. Volunteerism is the logical and desirable outgrowth of community involvement. Volunteers help fill the gaps of budget restrictions. Larger, more expensive projects are usually run by city employees and private investors, but smaller projects and day to day maintenance done by volunteers can keep Goshen moving forward. Currently downtown has a small number of committed volunteers, such as EID and DGI, doing a large amount of the work. These groups plus a small group of loyal volunteers, have been very successful, but as downtown activities increase these individuals may be in danger or burnout.

Recommendations:

1. Create a public list of volunteer positions and needs in the downtown. Post at kiosk, DGI and City websites.
2. Provide volunteers with positive and efficient experiences so they are likely to participate again.
3. Potentially create an incentive program for returning volunteers that is supported by the downtown merchants.
4. Continue to publically thank the volunteers for their efforts.

*23 out of 116 surveys (20%) answered the question: Would you be interested in volunteering time to help with any of the above. If yes what category would fit you best? Of that 20% only 9% are willing to help, which means that less than 2% of those surveyed see the value in helping their neighbors.*

# First Fridays

First Fridays is a great example of the power of volunteers. First Fridays began as a community volunteer group of DGI and due to its huge success and growing needs is now able to sustain a paid position.

Thanks to the leadership of DGI and participation of the downtown merchants, First Fridays has been a huge success. This has been one of the biggest boosts to introducing new people to our beautiful downtown. First Friday's has also helped to revitalize other annual events. Downtown Goshen has been very successful bringing new people both from Goshen and surrounding areas. Many of the surrounding towns are attempting to reproduce Goshen's success. We are fortunate to have a base of building owners and business owners who want to work together to benefit not only themselves, but the Downtown as a whole. Goshen is very lucky to have citizens, a city government, and a Chamber of Commerce which all support and value the center of their city.

It is important as building projects and streetscaping continue advances that we also continue to build infrastructure in to help support the growing needs of First Fridays.

Recommendations for event Infrastructure:

1. Water source and isolated electrical circuits easily accessed for event needs.
2. City/Public Restrooms.
3. Access to EID banner cables over Main Street, First Fridays could hang banner one week before to remind the public of the upcoming event.
4. Infrastructure for sunshades on Washington Street (refer to model). Infrastructure for tents, street sockets with removable covers for posts and tie off points for ropes. This eliminates need for weights and or stakes.



*82% of those surveyed would like to see this continue and only 18% don't see the value.*



**Engineering Department  
CITY OF GOSHEN**

204 East Jefferson Street, Suite 1 • Goshen, IN 46528-3405

Phone (574) 534-2201 • Fax (574) 533-8626 • TDD (574) 534-3185  
engineering@goshencity.com • www.goshenindiana.org

April 13, 2010

City Elements  
107 Gra-Roy Drive  
Goshen, IN 46526

Attention: Mr. David Pottinger

**RE: DOWNTOWN GOSHEN IMPROVEMENT PROJECTS**

Dear Mr. Pottinger:

Over the past two years, the City of Goshen Engineering Department and Economic Improvement District (EID) have worked together to incorporate site improvements along Main Street at the intersections of Washington Street and Clinton Street. This year, we will be working with EID to incorporate eight (8) brick planters along Main Street between Jefferson Street and Lincoln Avenue. These types of projects have improved the livability and built upon the sense of community within the City of Goshen.

We are looking forward to working with EID on future projects along the Main Street corridor to continually improve our community.

Please feel free to contact us with any questions or concerns.

Sincerely,

A handwritten signature in blue ink that reads "Mary Cripe".

Mary Cripe, P.E.  
Civil City Engineer



March 12, 2010

Mr. David Pottinger  
City Elements  
107 Gray Roy Drive  
Goshen, IN 46526

Dear Mr. Pottinger:

The purpose of this letter is to offer the Economic Development Corporation of Elkhart County's support of your continuing efforts in revitalizing downtown Goshen. While much progress is being made, we realize there is much more to be accomplished.

As pointed out in both the Horizon Project and the Hyett Palma studies, a vibrant downtown is a critical component to attract and retain top notch professionals to our communities which stimulates sustainable economic growth.

Sincerely,

A handwritten signature in black ink, appearing to read "Dave Ogle".

Dave Ogle  
Director of Business Retention and Expansion

do/tm

cc: Mr. David Daugherty, President, Goshen Chamber Commerce  
Ms. Dorinda Heiden-Guss, President, EDC of Elkhart County

# GOSHEN

## Chamber of Commerce *Together, Growing Goshen*

### SUSTAINING MEMBERS

#### DIAMOND

**ANCON**

CONSTRUCTION CO., INC.



GOSHEN HEALTH SYSTEM  
*True Care.*

#### PLATINUM

1st Source Bank  
INterra Credit Union  
Goshen Buick GMC  
Goshen College  
Greencroft Retirement  
Communities  
MasterBrand Cabinets, Inc./  
HomeCrest Cabinetry  
Mutual Bank

For information on how you can become a sustaining member, please contact the Chamber office at 574-533-2102.

A complete list of Chamber members is available at the Chamber web site at [www.goshen.org](http://www.goshen.org).

April 13, 2010

RE: City Elements Downtown Goshen Model

To Whom It May Concern:

This letter is in support of the work that City Elements has done regarding the Downtown Goshen model. Their work shows what a bright future downtown Goshen has ahead of itself. The work Dave Pottinger and Jeremy Stutsman have encompassed the possibility of downtown Goshen with 2 lanes and angle parking.

We, at the Goshen Chamber, feel this will be a true asset to the continued development of downtown Goshen and its vitality.

Sincerely,

David Daugherty  
President

[dbaugherty@goshen.org](mailto:dbaugherty@goshen.org)

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# GOSHEN HIGH SCHOOL

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To whom it may concern:

As head of the Art Department at GHS, I was invited to see a model of the downtown. By the way, it was a fantastic model with wonderful finishes to make Goshen a better place. Anyway, I was specifically asked about the East-West alley as a functional site for art use. I was excited about the possibilities for the First Friday nights and had some great ideas for the future of the outdoor space during other times as well. It was fantastic to see once again positive use for our downtown in Goshen. I think an art alley-way would be a great place for arts of all sorts especially the visual arts. I like the idea of Goshen being ahead of other towns in character and this could pull another rabbit out of the hat for us. Some ideas I have were shared with Dave Pottinger and Faye Peterson. If the art alley-way could be placed on a calendar for use I think it would be a fun new place for interesting attractions. I also think it would be wanted for use. It seems to me what draws people to our town is the unique ideas Goshen is doing. To the point that other places are beginning to copy us! With the addition of the art alley-way we are creating another draw to our community. You see, art does matter here.

Sincerely,

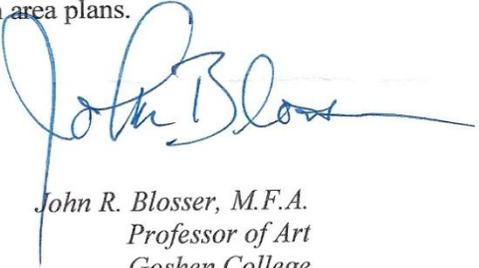
Cynthia A. Cooper  
Art Department Chair  
Goshen High School  
(574)533-8651 ext.2434  
ccooper@goshenschools.org

## Thoughts RE: DOWNTOWN GOSHEN

April 2, 2010

1. The idea of creating interesting and aesthetically pleasing space in the two key “alleyways” is a very strong idea.
  - a. Placing seating and green accent spaces would certainly warm that area.
  - b. Lighting at night would be critical to make it both attractive and “safe”.
  - c. Movable art panels is an interesting and I think a very strong idea.
    - i. I believe that in these panels should host a dominance of well designed/strong visuals to set a high level of aesthetic there.
    - ii. Also, visually sophisticated panels should be visible from the street while others can be distributed more deeply into both alleys.
  - d. Perhaps a competition like the “Doors” project would be a way to utilize and display the skills of local or regional talent and insure at least a level of acceptable quality (As the wonderful work of Isaiah Zagar in Philadelphia has brought much attention to the south east part of town. [Google [isaiah zagar magic garden](#)]).
    - i. Choosing a “theme” would help to unify the panels.
    - ii. Graffiti art is a fun idea IF well done...
      1. Be careful to not invite negative graffiti into the area. Perhaps allowing local ‘artists’ for some panels would defuse the impulse and build ownership in these panels.
  - e. The idea of having some panels dedicated to ‘community’ artists could be fun and may best be handled in several ways:
    - i. A First Friday event while offering a broadly based engagement in process would probably result in mediocre visuals.
    - ii. Having groups (perhaps from schools or artist guilds etc) be responsible would probably offer a better way to insure an acceptable level of quality.
    - iii. Special “Muralist + Community” projects could bring excellent results while engaging community and speaking about the ethnic and cultural diversity and richness that is already a reality in this area.
2. Developing more “islands” for seating and dining would promote greater social and business interaction on Main St. The traffic should be slowed down even more so that parking and walking is encouraged.

3. Having developed green spaces plus more richly colored and rehabbed buildings along Main and the strategic perpendicular streets has already brought a beautiful "FACE" to Goshen. These improvements have already attracted visitors in greater numbers and has bred pride and generated greater economic activity.
4. Consider spotting strong sculpture, murals and mosaics along THE WAY. A few strong and large pieces is preferable to many mediocre pieces.
  - a. Perhaps a small "advisory counsel" made up of educated and interested Goshen residents could help (as I have with the newly established Goshen College Campus Art Committee) generate ideas, offer counsel and build in greater ownership for developing the downtown area plans.



*John R. Blosser, M.F.A.  
Professor of Art  
Goshen College*

## DOWNTOWN TREES

Trees we should plant in the Downtown district:

- Great Tolerances – Honey locust
- Hackberry
- Swamp White Oak
- Good Tolerances – London Plane tree
- Red Oak
- Bur Oak
- Black Tupelo
- Kentucky coffee tree
- Gingko

Trees we should not plant in the Downtown district:

- Silver Maple
- Sugar Maple
- Norway Maple and its varieties (Crimson King, for example)
- Basswood
- Tulip Tree
- Most small and ornamental trees (crabapple, pear, cherry, etc.)

This is not meant to be an exhaustive set of lists, and there can be conversation about all of these trees.

Here are some of the ideas that guide my lists. First, these lists should suit the downtown that we envision for ourselves, and recognize that what we want to see is different from what was preferred 50 years ago, and will be different from what is preferred 50 years from now. That said, we have an obligation to inform future generations of what we think is best and why. We communicate that in part by planting trees which we intend to live a long time – 50 to 100 years if we're lucky.

Second, trees in the downtown area should be "legacy" trees, that is, trees which are striking, define a geography (even a small one), and live long enough to be associated with a place over the course of more than one generation. This is important for both the social and economic health of the downtown. This is part of the reason that we should be planting large hardwoods (oaks, honeylocust, London

planetree, gingko, etc.): these are trees which will create significant canopy in time, have the potential to live as long as humans, and have striking physical attributes. Large trees, as they mature, frame storefronts, and define business corridors. In contrast, small ornamental trees tend to be short lived (15-25 years), and are bushy and blocky, making it difficult to see storefronts, inhibiting pedestrian traffic.

Third, trees planted downtown need to be able to withstand a variety of the toughest conditions that humans create. Some trees can make it in this difficult ecosystem. The ones on the Plant List can make it. Many trees can't survive in a downtown setting, or may have growth characteristics that won't fit in downtown confines (weak wood, shallow roots, etc.). The trees on the Do Not Plant List won't make it long downtown.

Fourth, trees are not planted in any setting, especially downtown, primarily because they are "clean". There is no such thing as a clean tree, and if there was, it probably wouldn't be a tree. It would be a sculpture of a tree, or a signpost. There is a certain amount of work that will be associated with any tree that is planted downtown, and the reality is that this amount of work is probably about the same for any of these trees. Of course, each person has a different set of associations and tolerances for each kind of tree, which accounts for the variety of biases. No one tree is going to satisfy all the property owners in the downtown area. So planting and maintaining trees has to be seen as a corporate effort, to serve the good of all the businesses – if someone can't stand cleaning up a tree, maybe someone who has no aversion can help with the maintenance.

Fifth, the bottom line is the bottom line, and there is more and more research that demonstrates how beneficial trees are to economic corridors. People come from further to shop in tree lined business districts. People linger to shop longer in tree covered business districts. People spend up to 12% more in tree shaded business districts than they do in shopping districts with no or small trees! Trees are worth it.

These are my thoughts.

Aaron Kingsley,

the forester

April 2010

Dave Pottinger  
Jeremy Stutzman

We thank you for allowing us the review your latest plans for downtown. I offer you the following observations in support of your plans.

I strongly support the four way stops at each intersection and the incorporation of the alleys. This slowing down of traffic will be an enormous support for all forms of pedestrians.

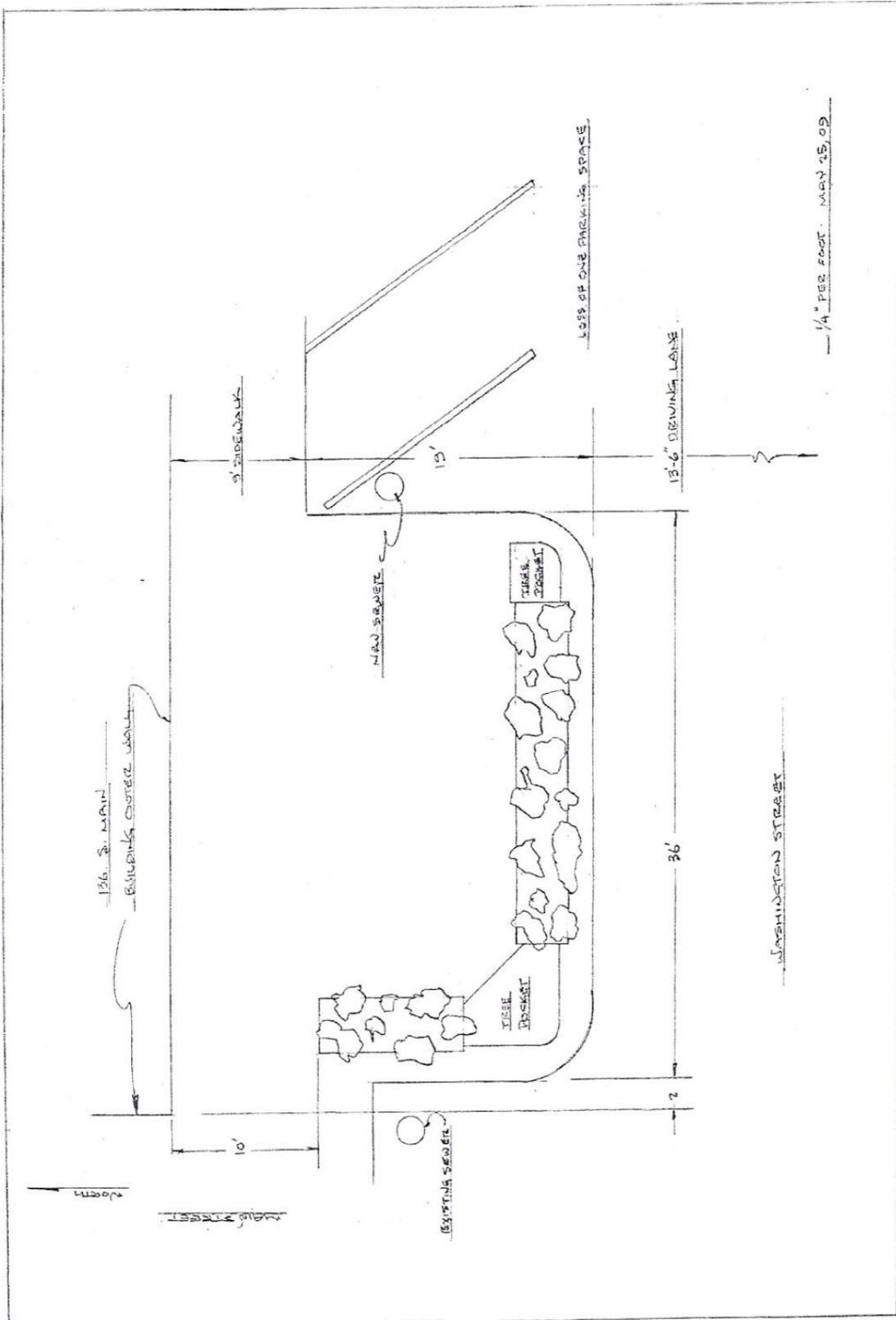
I recommend placing bicycle parking on street as equals to automobiles. Promoting bicycle transportation to and from downtown will expand the population using downtown. The proper amount of bicycle specific parking will promote positive bicycle transportation. Having on-street bicycle specific parking would provide strong support for the overall plan.

With the new Main Street configuration, the side streets will play an important access for bicycles. There has been discussions of establishing Washington Street as a bicycle boulevard. There are many definitions of a bicycle blvd but the basic concept is to configure Washington street where bicycles would be equal to automobiles within the driving lanes. It would be logical to connect 5th street to the Mill Race path at 2nd street by using Washington Street. This concept could be extended beyond 5th street to 8th street or further. Bicycles from the east and south often approach downtown from 5th, 7th, and 8th streets, and having Washington be the connector to main street would be an excellent benefit. A few decisions to support this concept would be a) marking the lanes with bicycle indicators, b) narrowing the lane markings which has the affect of slowing traffic, and c) narrowing the intersections with curb bump outs which also has the affect of slowing traffic by narrowing the entry lanes. The bicycle community can research these and other options to support making Washington Street as bike boulevard.

With all support for this overall plan concept,

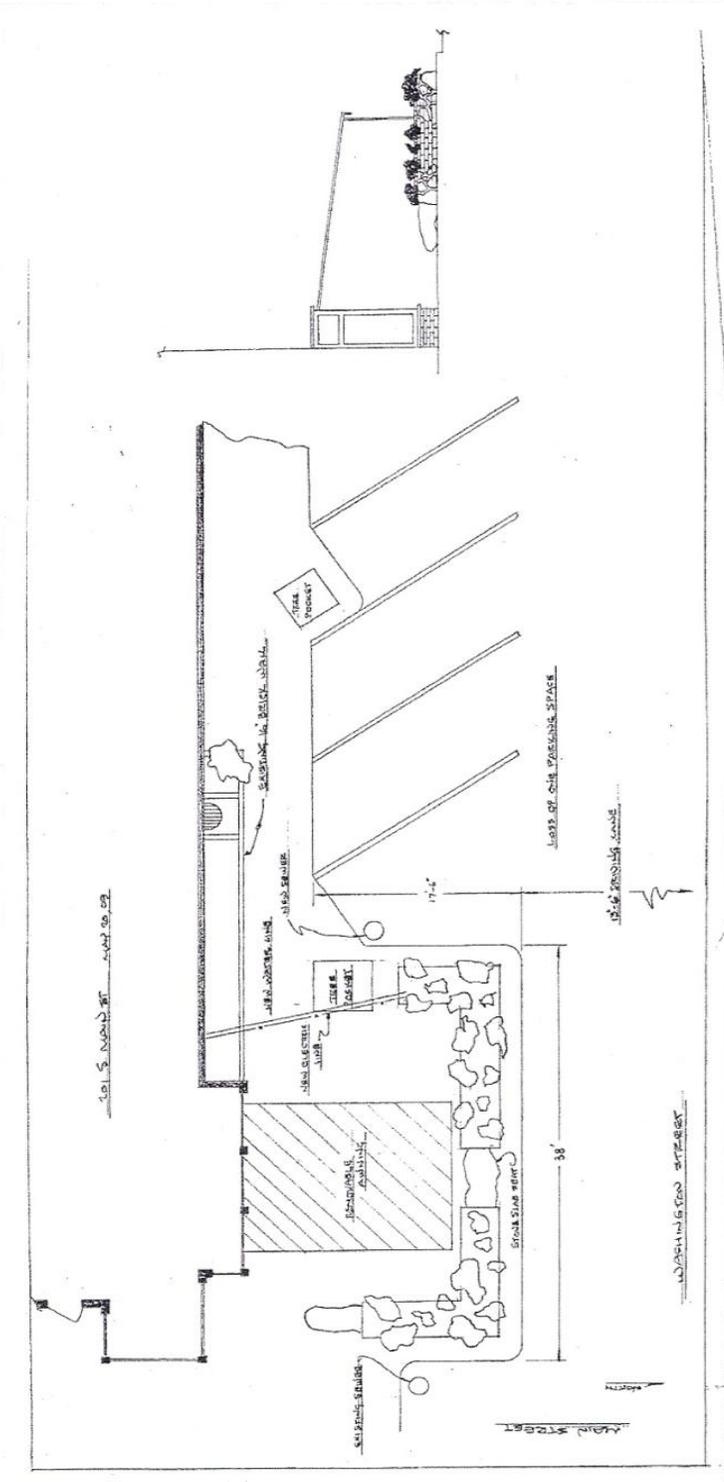
Evan Bontrager



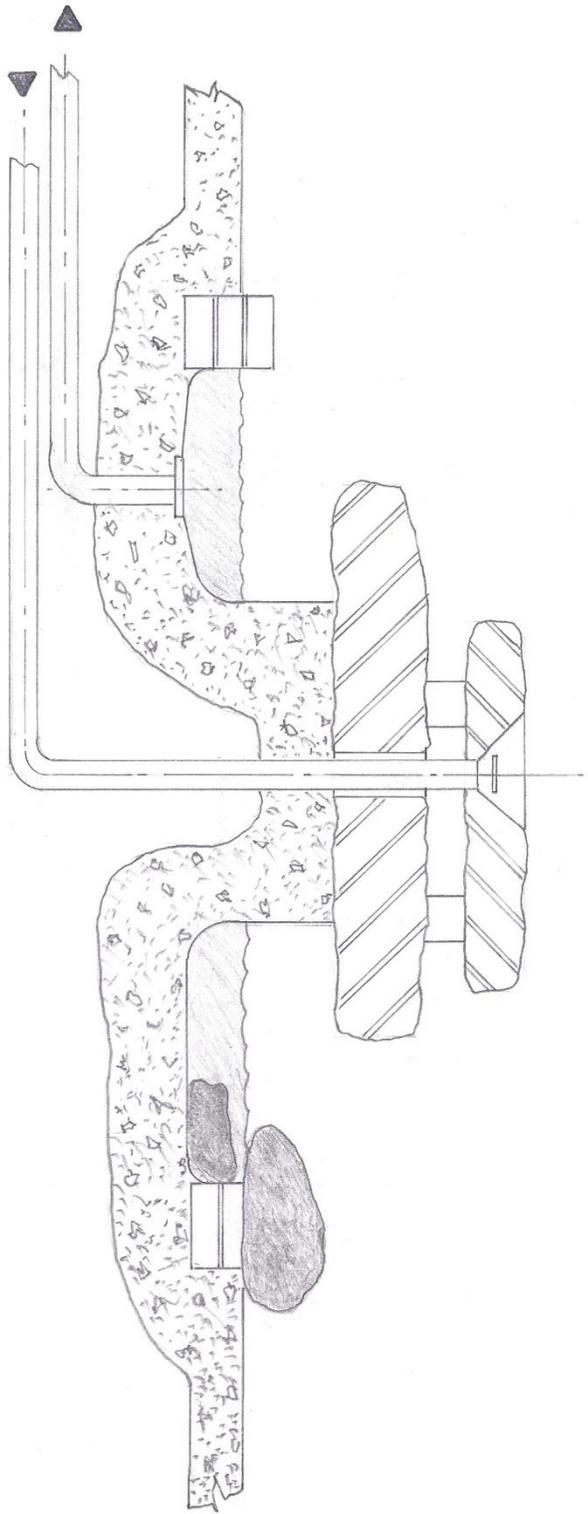


Electric Brew Corner



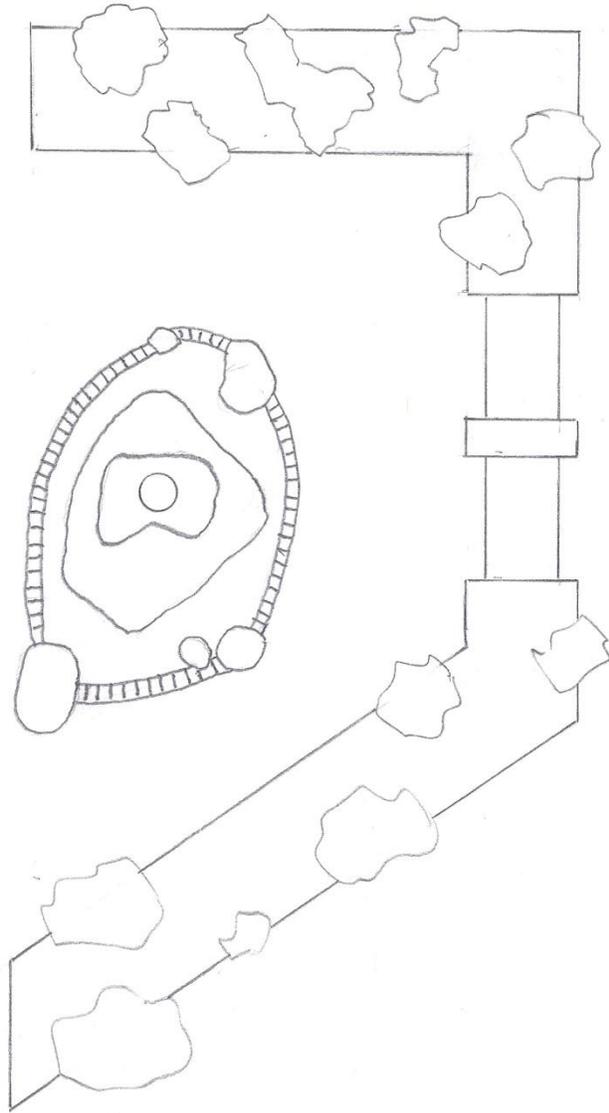


Mattrens Meat Corner

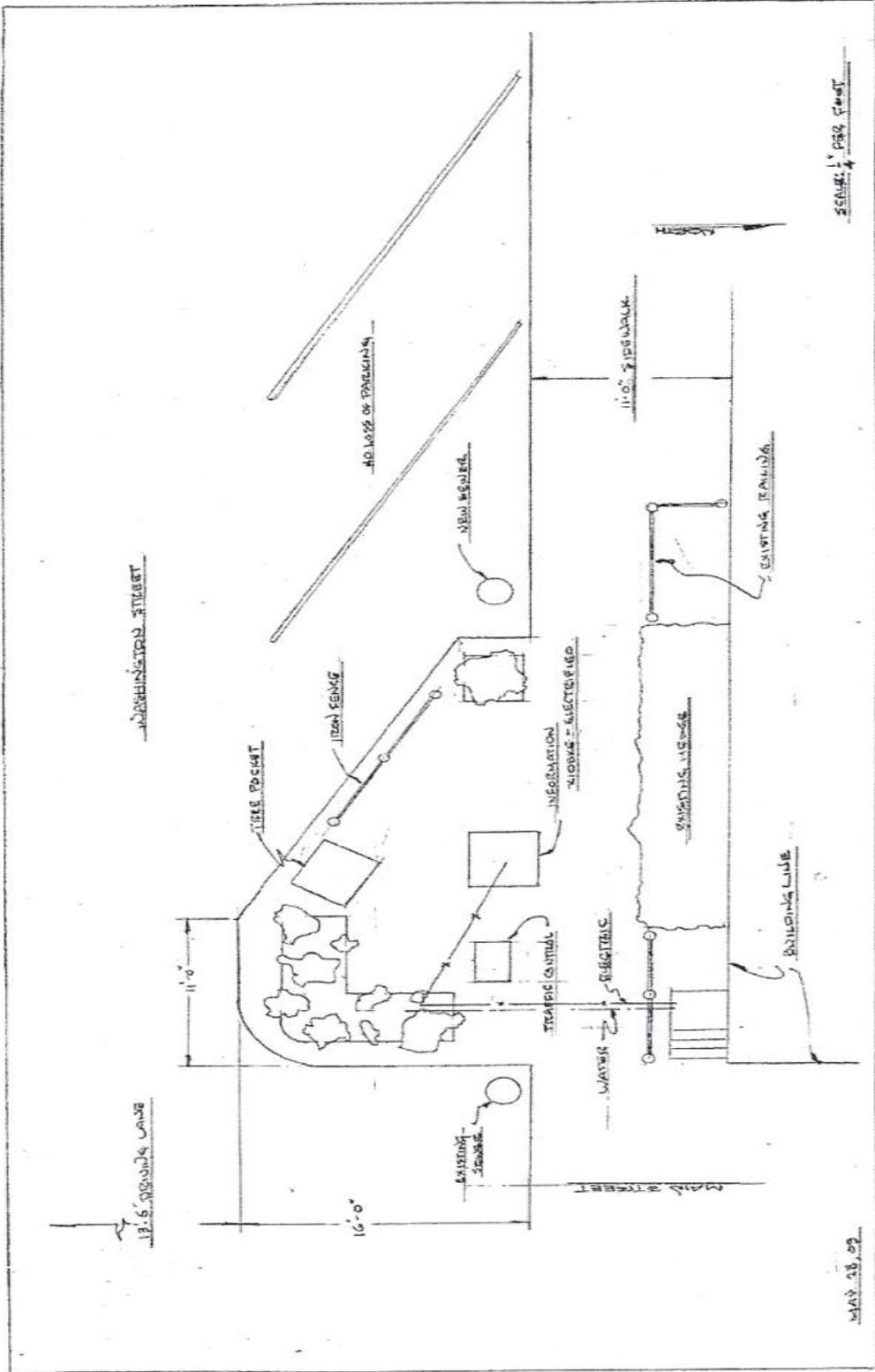


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Fountain



Fountain



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Kiosk Corner

To all readers of this document,

Following Greater Goshen Association's lead, we kept money spent on this project within our local area. We would like to thank Downtown Goshen and the following groups and individuals for their participation in both the survey and follow up meetings.

Materials for this project, when possible, were purchased in Downtown Goshen: Paragon Printing Inc, Shutter Huggs Custom Framing and Gifts Studio, Maple City Hobbies, John Hall Hardware, Goshen Woodworkers Guild, and Goshen News.

Photographer: Hank Weaver, Goshen resident

Participating Groups: Goshen Chamber of Commerce, Economic Development Corporation, Whiteman Petrie Engineering, Downtown Goshen Inc., First Friday's, Economic Improvement District Board, Goshen High School Art Department, Goshen College Art Department, Bicycle Group, Downtown Building owners, Downtown Business owners, Downtown Employees, Indiana Landmarks Society, Past Members of the "Old town Association", Local Artists, and interested residents of Goshen.

We would also like to thank the Mayor of Goshen, Allan Kauffman, and the following Departments: Engineering, Utilities, Parks, Streets, Redevelopment, Planning, and City Forester.

We believe success comes from within,

City Elements LLC

