TODAY’S PRESENTERS

Jackie Turner, AICP, LEED AP
Senior Planner, RATIO

Ben Ross, LEED AP
Historic Preservation Specialist, RATIO

Joe Jarzen, Exec. Dir.
IN National Road Association

Kent McPhail, Exec. Dir.
Plainfield Chamber of Commerce

John King, Former Town Board Pres.
Gosport Business Association
What do we mean by “Urban”?  

“Then we can see that, at their heart, urban places, regardless of location, scale or density, are those where people have come together to share resources, commerce and a common identity.”

-Tom Gallagher, RATIO blogger
Portsmouth, Virginia
Public infrastructure: wider sidewalks, street trees, plantings, bikeways on sidewalks
Portsmouth, Virginia

Two story buildings instead of tall single story buildings
Portsmouth, Virginia

Two story buildings instead of tall single story buildings
Portsmouth, Virginia

Infill development on empty lots
Portsmouth, Virginia

Existing conditions

Portsmouth, Virginia

Infill development on empty lots
BRANDING

What makes your community an authentic place?
Topography and Terrain
Festivals and Events

- Brazil Popcorn Festival
- Brookston Apple Popcorn Festival
- Clinton Little Italy Festival
- Crawfordsville Strawberry Festival
- Frankfort Hot Dog Festival
- Jasper Strassenfest
- Gosport Lazy Days Festival
- Rockville Covered Bridge Festival
- Thorntown Turning Leaf Festival
New Technology / Sustainability
Historic Events

Historic events can be a source of community pride and distinctive identity.
Historic Architecture
TOOLS TO CREATE A COMMUNITY BRAND
Why not just fix the sidewalk?
WHAT A PLAN CAN DO FOR YOU

Reflects the Community’s Vision

Lays the Foundation for Implementation

Assists with Obtaining Funding
Engage the Community Early and Often
Implementation Tools

- Design Guidelines
- Ordinance Updates
- Branding Materials
- Financial Aid
- Historic preservation commission.
- Identify local historic districts.
- Create design guidelines.
- Certificate of Appropriateness (COA)
- Consultation services to property owners.
- Enhance property values.
Historic Preservation Ordinances

- Help maintain the unique character of a community.
- Enhance the property values.
- Encourage and protect investment.
Technical and Financial Aid

Technical Assistance
Historic Landmarks Foundation of Indiana
www.historiclandmarks.org
Technical and Financial Aid

Indiana Office of Community & Rural Affairs
www.in.gov/ocra/

Community Development Block Grant (CDBG) dollars from the U.S. Department of Housing and Urban Development (HUD).

- Community Focus Funds: Downtown revitalization and Historic preservation
- Indiana Main Street: Downtown Enhancement Grants (DEG)
- Disaster Recovery
- Planning Grants
- Community Economic Development Fund (CEDF)
Technical and Financial Aid

- Indiana Preservation Grants
- National Trust Loan Fund
- Transportation Enhancement Funds
- Indiana’s Metropolitan Planning Organizations
CASE STUDY:
THE NATIONAL ROAD

HISTORIC NATIONAL ROAD
Created a Pedestrian Gateway
Created Community Recreation Areas Near Downtown
Maintained and Enhanced Our Streetscape
Restored Significant Structures
Main Street Streetscape
Proposed White River Overlook
Facade Analysis
What We’re Doing Now

- Creating a Local Historic District
- Stormwater Improvements
- Streetscape Enhancements
- New Sign on SR 67
CASE STUDY: NASHVILLE COMMUNITY OF ARTISANS
Conclusion

- Capitalize on what makes your community unique

- Protect your brand

- A plan is necessary for implementation

- Implementation takes time and requires a committed group or individual
Thank You!

If you would like a copy of this presentation:
RATIOarchitects.com/news-white-papers.cfm

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