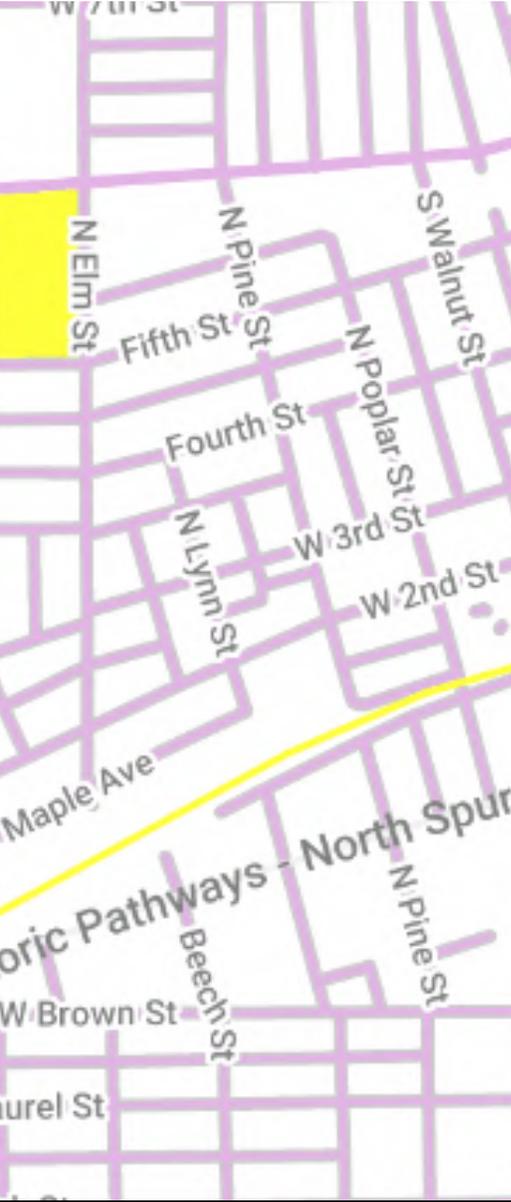
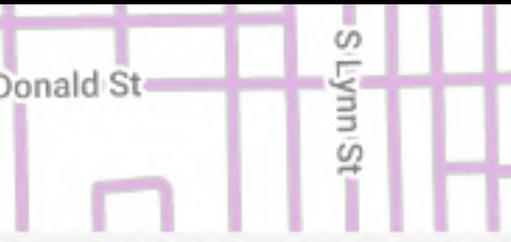


# DOWNTOWN SEYMOUR STREETScape PLAN



JANUARY 2023





# ACKNOWLEDGEMENTS



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Matt Nicholson, Mayor of Seymour  
Melody Hageman, Seymour Main Street Design Chair  
Drew Storey, Seymour Common Council  
Dan Robison, Jackson County Chamber of Commerce Director  
Arann Banks, Jackson County Visitor's Center Director  
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## **Mayor**

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COMMUNITY DEVELOPMENT

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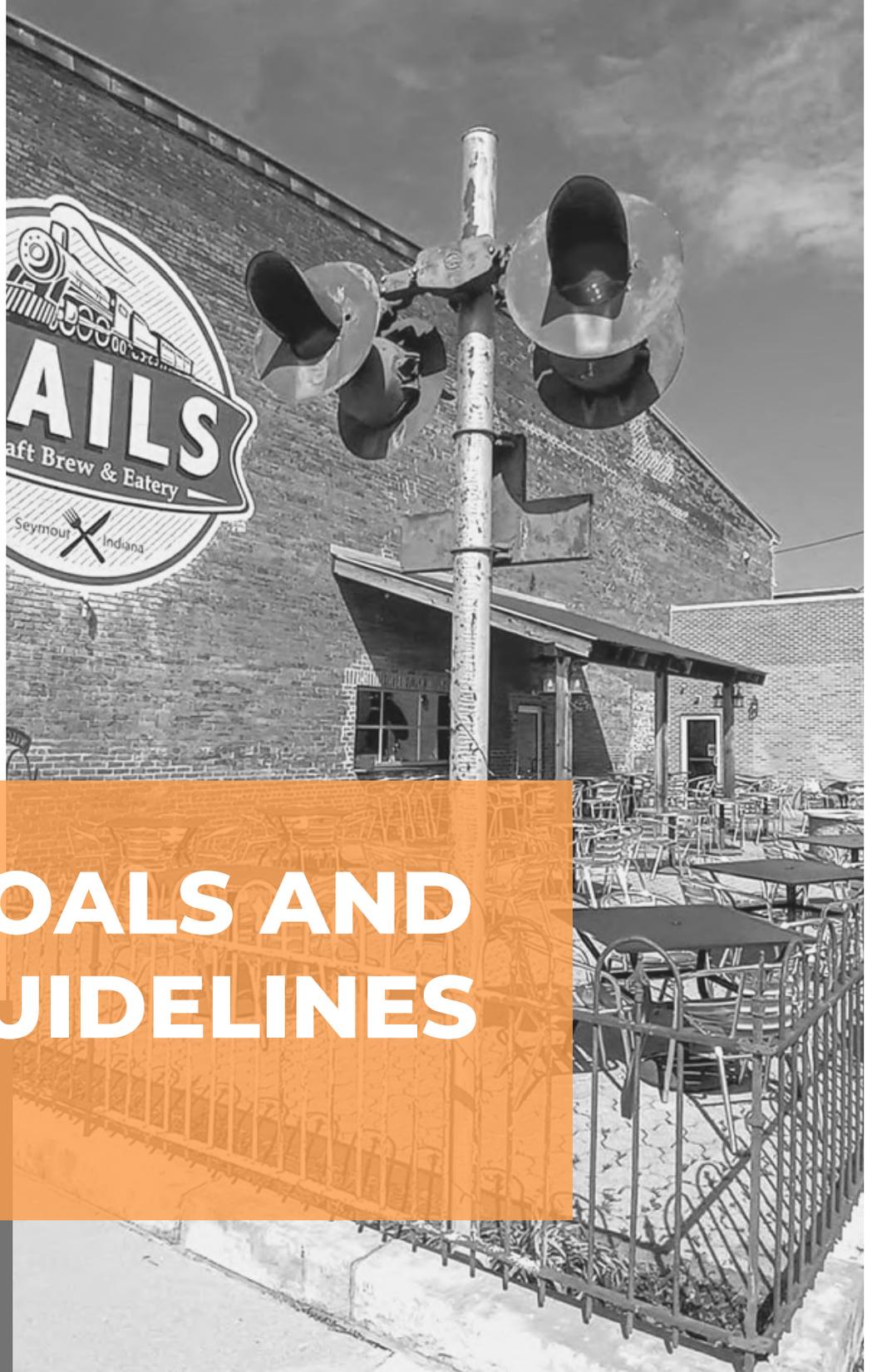


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# GOALS AND GUIDELINES

- Message from Main Street
- Executive Summary
- Introduction
- Project Goals and Objectives



## MESSAGE FROM MAIN STREET

Seymour Main Street is excited to bring forth a streetscape master plan that is visionary, bold, and actionable by integrating our community character with intentional framework to better engage our residents through enhanced pedestrian amenities, and consistent streetscape features.

As community partners with the City of Seymour, the Seymour Main Street organization strives to create a social and economic hub for the area, developing the downtown as a destination for residents and visitors to enjoy the history and prosperity of Seymour. We partner to strengthen the downtown's entrepreneurial spirit with connectivity to our residential areas and our storefronts and activation through community-centric events.

The future of the downtown must be based in an established, cohesive vision that aligns businesses, residents, and property owners in a feeling of rediscovery of the community assets and elements that are unique to Seymour.

**The charm and aesthetic of downtown Seymour is a vital element connected to the economic prosperity of the community.**

Activating the downtown district with programmatic opportunities goes hand in hand with the efforts to enhance the physical appearance of the commercial district. Seymour Main Street and the City of Seymour are dedicated to maintaining and enhancing the character and vibrancy of downtown Seymour.

# EXECUTIVE SUMMARY

The purpose of the Downtown Seymour Streetscape Master Plan is to create a cohesive overarching streetscape framework to guide existing and future development, improve the social gathering space, physical aesthetic, and economic vibrancy of the Downtown area.

Focusing on the streetscape elements and the way people interact and move around Downtown, the Seymour Main Street boundary area was identified as the primary project area; each street was analyzed in depth for their existing character, general assets, challenges, opportunities, and overall vision.

In recent decades the planning efforts by Seymour Main Street and the City of Seymour have sought to guide the development and enhancement of the downtown district. These initiatives sought to harness economic development opportunities, establish infrastructure and design standards, and preserve valuable historic and cultural assets. This project builds upon this rich history of planning that includes the following documents, among others:

- IMPACT Seymour Main Street Market Analysis (2019 Study by Ball State University)
- Vision 2020 Report and Vision 2025 Update
- Historic Preservation Guidelines and downtown ordinances
- 2010 Strategic Retail Business Plan
- Trails Committee Plans
- City/Duke Energy Lighting Plans
- City's Thoroughfare Plans (e.g. 4th Street and 2nd Street)
- QK4 Alley enhancement renderings (2020) Alley study
- City's Park and Recreation Plan
- Seymour Main Street Strategic Plan
- Schneck Master Plan as it applies to downtown properties
- JCBank Facility Plan
- JCIDC Vision or Plans

The Downtown Streetscape Master Planning project builds on the findings from previous studies to help create a more aesthetically pleasing experience for residents and visitors in downtown. To accomplish this, focus was placed on the following areas:

- Goals and Guidelines - identifying project goals and objectives
- Research and Review - understanding previous planning and existing conditions
- Public Input - engaging downtown stakeholders and community leaders
- Design and Development - proposed concepts and recommendations for the downtown streetscape

Each of these areas is detailed as a section in this streetscape master plan document.

# INTRODUCTION

## What is a Master Plan and why do we need one?

A Master Plan casts a long-term vision and acts as a road map to aid future implementation decisions. Master plans are imperative for projects that will move through the construction process in multiple stages, or phases, or if the person or group in charge of implementation changes over time. Having the vision documented will help keep the overall project's goals, priorities, and design standards consistent throughout the multiple phases of development.

Master Plans are philosophical design solutions and do not include detailed design or engineered solutions. While this Master Plan will help inform the general location and design vision for future construction projects, there is no proposed construction project included in this plan. Design development and detailed engineered solutions will be completed during the first phase of implementation.

Most master planning processes use a four-step process:

**Step 1:** Document the current conditions, including underutilized opportunities and issues within the existing project area and circumstances occurring within the greater community that have a direct effect on the project area.

**Step 2:** Seek out and listen to the community's ideas, needs, concerns, and desires for the project. Residents willing to take the time to offer their comments are fully engaged in the community and the future vision of the project needs to reflect the priorities of the community.

**Step 3:** Propose a future vision for the project area and establish priorities for redevelopment, renovation, and preservation based on the community's feedback and input.

**Step 4:** Provide implementation guidance on funding requirements, phases of construction, and a timeline to achieve the vision established during the process.

# INTRODUCTION

## What is "Sense of Place"?

A sense of place is defined as having a strong identity that is deeply felt by inhabitants and visitors; however, it transcends beyond the physical environment. Experiences within and knowledge of an area also play a role in developing a sense of place. Blending the physical environment with the history, art, story, and general aura of a location all contribute to creating a sense of place. People will have different reactions to an area because of their different experiences within that space.

The built environment is a key component to establishing a sense of place and the main element that can be controlled and designed. The Seymour Downtown District is already a well-defined area because of its strong historical architecture. It is this character that is the backbone of the downtown district.

Another factor that can give the Downtown District a stronger sense of place is defining its boundaries. This is accomplished by installing gateways at main access points. Gateways can influence the ground plane, provide overhead or vertical elements, and strongly incorporate site materials that are very visible throughout, and perhaps unique to, the district. Gateways need to be responsive to their audience and surroundings. Scale is important to the specific access point.

# INTRODUCTION

## Site Elements

Once you enter the district, other physical site elements can be enhanced to make this an identifiable place. These enhancements should be only used in this district.

Examples of these site elements include the following:

**Street signs:** Different scale, color, fonts, and inclusion of a logo (street name signs only); different pole type (can apply to all signs)

**Sidewalks:** Different materials, finishes, widths and jointing patterns

**Street lights:** Different color and different style of pole or lamp; banners or flower pots added that are unique to this district

**Site furnishings:** Complimentary to the light poles and signs, but representative of the character of the district

**Street trees:** Location and spacing (NOTE: A variety of species is still needed to ensure long term health of the urban forest)

The closer you get to the center, or heart, of a district, the more intense your use of place-defining materials can get.

The heart of the Downtown District, is an ideal block to intensely use the materials and site elements that define this area and speak to its historic character. These could include small gateway elements, enhanced pavements along both the sidewalk and into the street, artwork, temporary outdoor features, site furnishings. These elements, as well as other iconic items, can easily identify this area as the heart of the district.

# GOALS & OBJECTIVES

## GOAL #1

**Strengthen the integrity of Seymour's historic downtown by combining the efforts of various community groups and planning projects into a cohesive and comprehensive vision for the Downtown District.**

### OBJECTIVE:

- A.** Establish a comprehensive boundary that defines the Downtown District.
- B.** Utilize this master plan document as a guide for all future projects by various groups to ensure they work towards common goals, objectives, and overall vision of the Downtown District

## GOAL #2

**Identify opportunities to strengthen economic viability and diversify the commercial, service, and retail businesses of the Downtown District to better serve residents and visitors of Seymour.**

### OBJECTIVE:

- A.** Target businesses that appeal to different segments of the population at different times of the day and week to ensure an active and vibrant downtown.
- B.** Amplify communication between the City, businesses, building owners, potential investors, and the community at large.
- C.** Boost locally-owned restaurants and gathering spaces to diversify the types of experiences available in downtown.
- D.** Support upper floor redevelopment by providing incentives to building owners for renovations and upgrades to meet current code and accessibility requirements.

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# S.M.A.R.T. GOALS

- SWOT Analysis
- Measuring Progress
- Goal | Task | Outcome

# SWOT ANALYSIS

Where do you go from here? Streetscape Master Plans are not just about conditions analysis, they are also about actionable steps for progress.

In order to inform actionable next steps, the planning team identified strengths, weaknesses, opportunities, and threats (SWOT). Findings from the SWOT analysis are listed below.



## STRENGTHS

- Historic character and architecture
- Well planned community events and family-oriented activities
- Seymour Oktoberfest
- Past planning efforts for downtown improvements



## WEAKNESSES

- No unified vision tying past planning efforts together
- Vacant and underutilized buildings
- Railroad crossings downtown
- Limited number and variety of downtown businesses



## OPPORTUNITIES

- Leverage historic assets
- Redevelopment of historic buildings
- Downtown as a full-service destination
- New incentives to promote redevelopment
- Downtown/upperfloor residential development



## THREATS

- Lack of downtown branding
- Limited downtown rooftops
- Planning fatigue
- Community engagement in downtown
- Limited funding for redevelopment goals
- Absentee landowners

# MEASURING PROGRESS

S.M.A.R.T. goals are an effective strategy to develop action plans geared toward accomplishing and measuring outcomes.

When it comes to community initiatives, Seymour Main Street and city officials have identified the process for identifying and achieving long-term and short-term goals to make the Seymour vision for downtown a reality.

SPECIFIC - MEASURABLE - ACHIEVABLE - RELEVANT - TIME BOUND

GOAL	TASK	OUTCOME	RESPONSIBILITY	TIMELINE
Enhanced Downtown Walkability & Pedestrian Safety Elements	Analyze intersections and traffic calming features, add pedestrian-focused amenities	<ul style="list-style-type: none"> <li>• Thermoplastic crosswalk design</li> <li>• Bumpouts for pedestrian refuge</li> <li>• Wayfinding signage</li> <li>• Design Schematics for Complete Streets</li> </ul>	<ul style="list-style-type: none"> <li>• Public Works</li> </ul>	December-2023
Activating Public Space	Move concrete Ping-Pong tables and cornhole boards from Freeman Field to Steinker Platz	<ul style="list-style-type: none"> <li>• Ensure better utilization of tables and boards</li> <li>• Increase public engagement with Steinker Platz</li> </ul>	<ul style="list-style-type: none"> <li>• Parks</li> </ul>	March-2023
Activating Public Space	Activate Alleyway at the 200 block of North Chestnut	<ul style="list-style-type: none"> <li>• Complete visioning and redevelopment of alleyway</li> <li>• Development of new engaging community space</li> </ul>	<ul style="list-style-type: none"> <li>• Main Street</li> <li>• City of Seymour</li> </ul>	September-2024

GOAL	TASK	OUTCOME	RESPONSIBILITY	TIMELINE
Downtown Overlay District	Draft and approve downtown overlay district through City Council	<ul style="list-style-type: none"> <li>Continuity of design, standards, and goals for downtown area</li> <li>Promote common themes and ensure proper uses within overlay district area</li> </ul>	<ul style="list-style-type: none"> <li>Main Street</li> <li>City of Seymour</li> </ul>	September-2023
Code Enforcement /Design Standards	Drafting, adopting and implementing code enforcement of building and maintenance standards	<ul style="list-style-type: none"> <li>Enhance visual and sensory esthetics in downtown</li> <li>Protect investment of all owners by standardizing requirements</li> </ul>	<ul style="list-style-type: none"> <li>Main Street</li> <li>City of Seymour</li> </ul>	December-2023
Code Enforcement/ Design Standards	Implement Economic Improvement District (EID)	<ul style="list-style-type: none"> <li>An EID can support costs associated with implementation of code enforcement, permitting, planning, and downtown events</li> </ul>	<ul style="list-style-type: none"> <li>Main Street</li> <li>City of Seymour</li> </ul>	December-2023
Redevelopment Opportunities	Utilize tax sales for purchasing downtown redevelopment properties	<ul style="list-style-type: none"> <li>Enhanced site control to drive redevelopment projects and promote public-private partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Main Street</li> <li>Seymour RDC</li> <li>City of Seymour</li> </ul>	Ongoing
Redevelopment Opportunities	Utilize Fire Department for code enforcement	<ul style="list-style-type: none"> <li>Using existing department to complete inspections and enforce code to prevent cost increase</li> </ul>	<ul style="list-style-type: none"> <li>City of Seymour</li> <li>Seymour Fire Department</li> </ul>	Ongoing
Redevelopment Opportunities	Promote redevelopment of Don's Dugout through incentives or site control	<ul style="list-style-type: none"> <li>Take public control of the property</li> <li>Ability to influence outcome of redevelopment and drive public-private partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Main Street</li> <li>Seymour RDC</li> <li>City of Seymour</li> </ul>	August-2023

GOAL	TASK	OUTCOME	RESPONSIBILITY	TIMELINE
Redevelopment Opportunities	Work with landowner and developers to promote redevelopment of Shield'd Gym	<ul style="list-style-type: none"> <li>• Activate catalytic property on the edge of downtown</li> <li>• Create additional public and mixed-use space to attract residents and visitors to downtown area</li> </ul>	<ul style="list-style-type: none"> <li>• Main Street</li> <li>• Seymour RDC</li> <li>• City of Seymour</li> </ul>	December-2027
Redevelopment Opportunities	Assess feasibility of redeveloping the parking lot at the corner of 2nd & Walnut	<ul style="list-style-type: none"> <li>• Activation of underutilized space</li> <li>• Create additional mixed-use with residential opportunity in downtown</li> </ul>	<ul style="list-style-type: none"> <li>• Main Street</li> <li>• Seymour RDC</li> <li>• City of Seymour</li> </ul>	May-2024
Additional Open Space Concepts	Implement open space concepts at the corner of St. Louis Ave. and Jeffersonville Ave and at the Shields Gym site	<ul style="list-style-type: none"> <li>• Bridge gap between Burkhart Plaza and Crossroads Park</li> <li>• Develop event venue and mixed-use space at Shields Gym site</li> </ul>	<ul style="list-style-type: none"> <li>• Main Street</li> <li>• City of Seymour</li> </ul>	August-2025
On Street Parking Adjustments	Assess proposed street sections. Identify and test selected option on downtown corridor such as E. Second Street.	<ul style="list-style-type: none"> <li>• Increase pedestrian safety</li> <li>• Additional space for streetscape amenities</li> </ul>	<ul style="list-style-type: none"> <li>• Public Works</li> <li>• City of Seymour</li> </ul>	December-2024
Event Layout of Vendors	Reconfigure vendors during major events to better activate existing storefronts	<ul style="list-style-type: none"> <li>• Encourage downtown shops to stay open during events</li> <li>• Improve pedestrian circulation</li> </ul>	<ul style="list-style-type: none"> <li>• Main Street</li> <li>• City of Seymour</li> </ul>	October-2023
Enhanced Pedestrian Safety	Implement pedestrian bumpouts at intersections of 2nd St. and Indianapolis Ave and 2nd St. and Chestnut St.	<ul style="list-style-type: none"> <li>• Improve pedestrian safety</li> <li>• Enhance pedestrian experience in downtown</li> </ul>	<ul style="list-style-type: none"> <li>• Public Works</li> <li>• City of Seymour</li> </ul>	October-2023

GOAL	TASK	OUTCOME	RESPONSIBILITY	TIMELINE
Cohesive Site Furnishings	Select more cohesive site furnishings based on design guidelines and furnishing recommendations	<ul style="list-style-type: none"> <li>• Create cohesive experience in downtown</li> <li>• Improved functionality of streetscape elements</li> </ul>	<ul style="list-style-type: none"> <li>• Main Street</li> <li>• City of Seymour</li> </ul>	December-2023
Identity and Brand	Develop and implement a place-based brand for downtown Seymour	<ul style="list-style-type: none"> <li>• Improve perception of downtown area</li> <li>• Build sense of place among stakeholders</li> <li>• Differentiate the downtown experience</li> </ul>	<ul style="list-style-type: none"> <li>• Main Street</li> </ul>	August-2023



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