

HUNTINGTON

Destination Downtown Master Plan

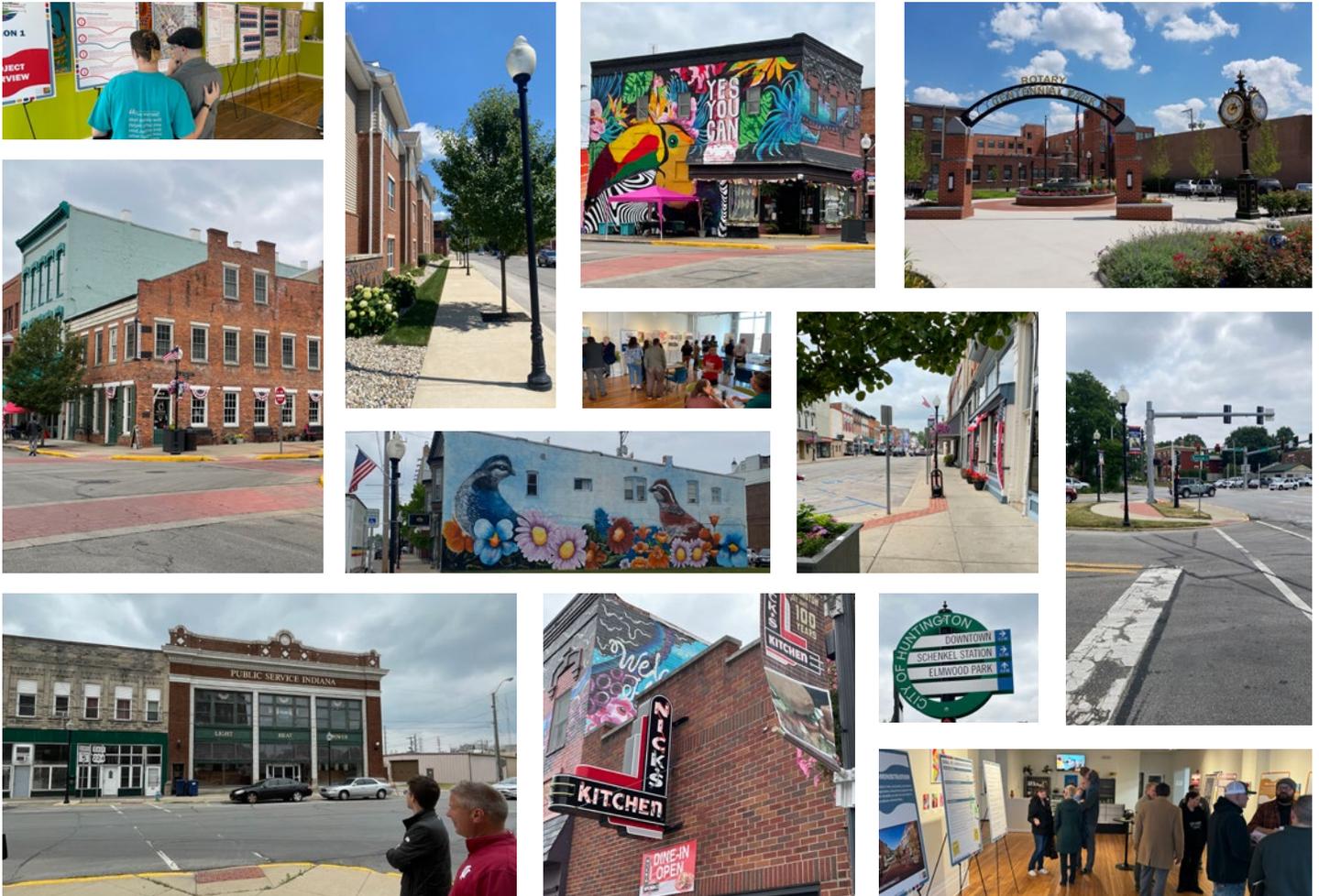


ABOUT THIS PLAN

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

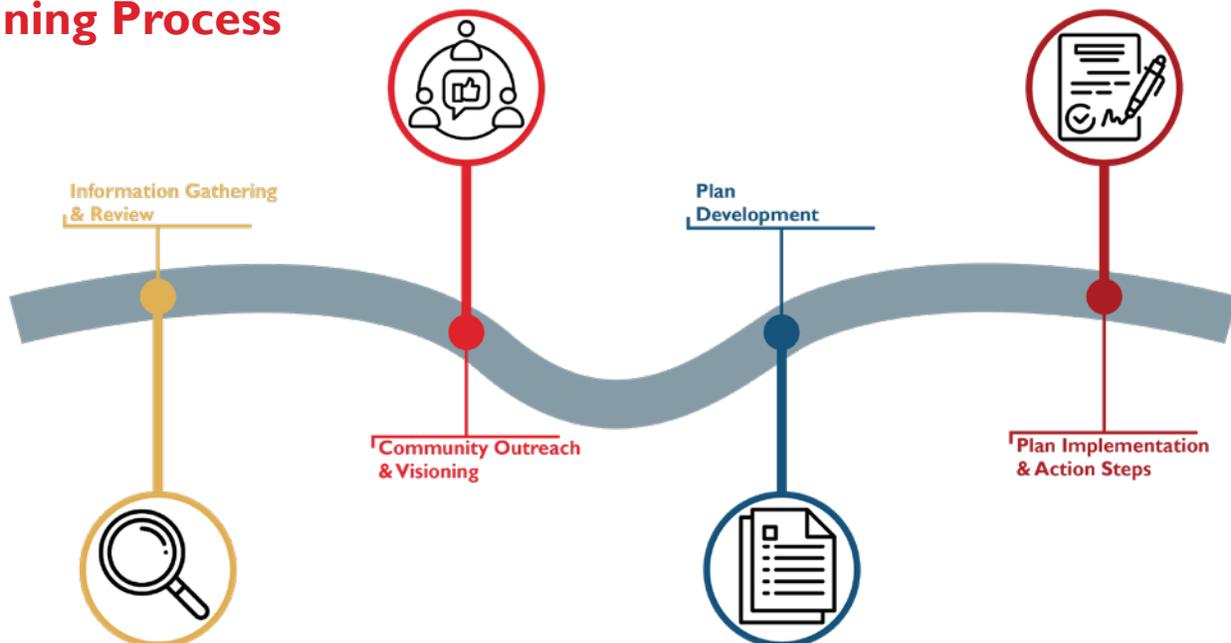
all Huntington residents, employees, and stakeholders to help shape the future of downtown Huntington.

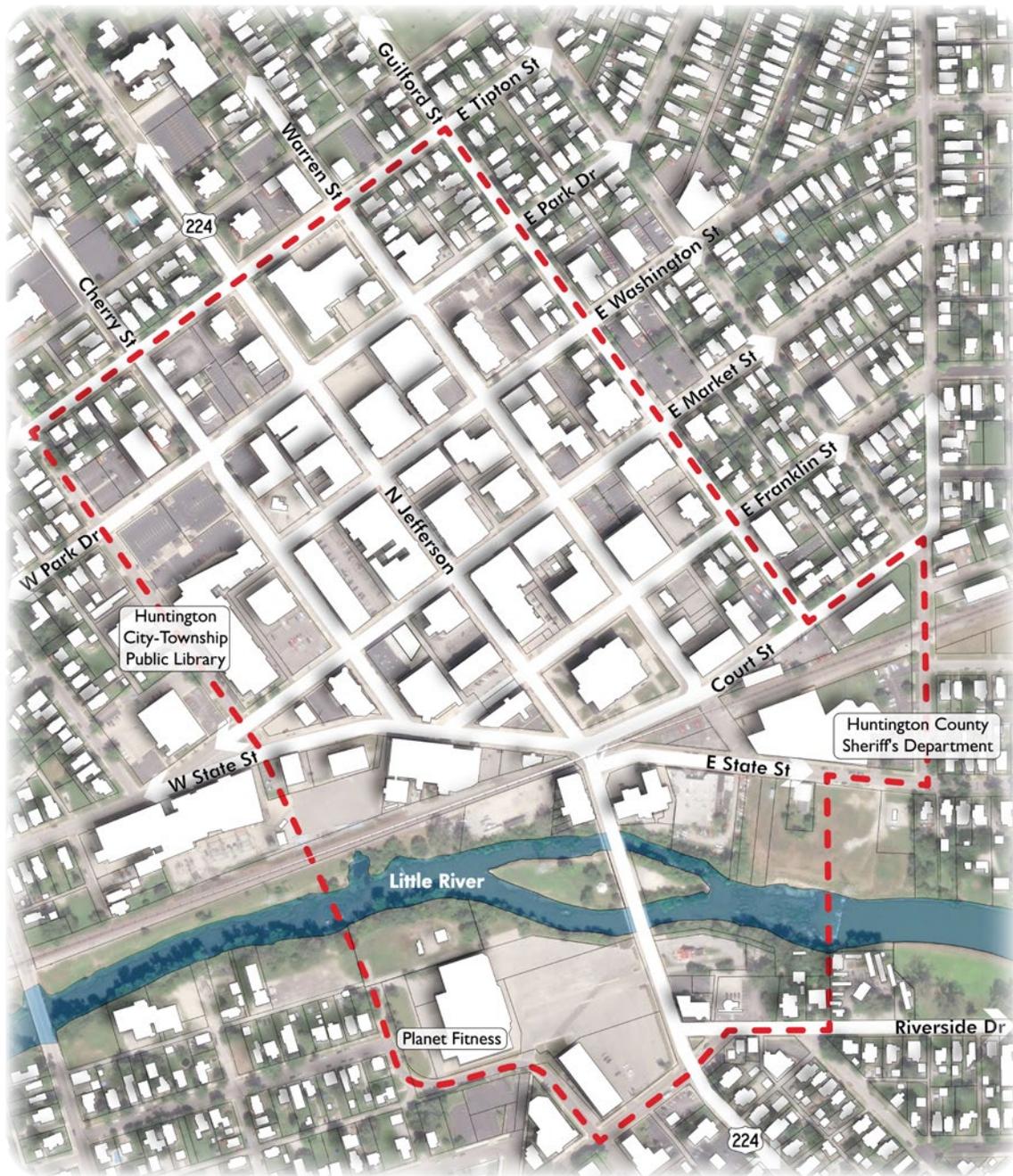
Analysis tasks included evaluation of demographics, housing, and market trends; examination of previous plans; GIS and mapping, land use and zoning analysis; and policy and comparative community case study research. The plan reviews these layers of analysis with the community engagement findings to present 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



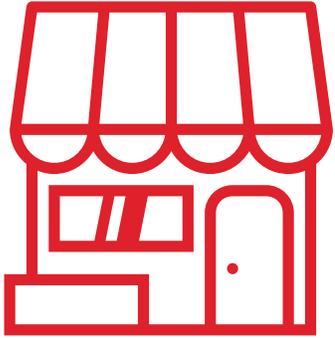
Plan Study Area

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.

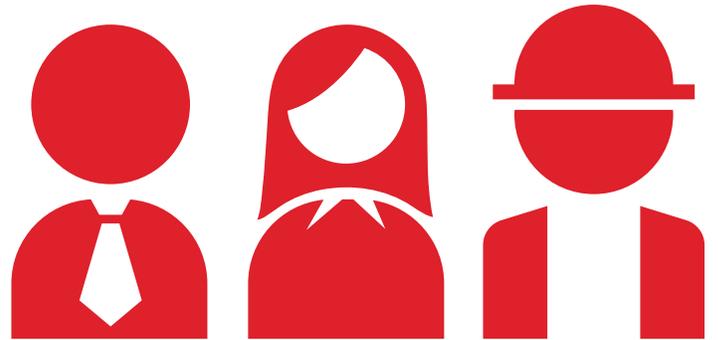
CONTEXT SUMMARY

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.



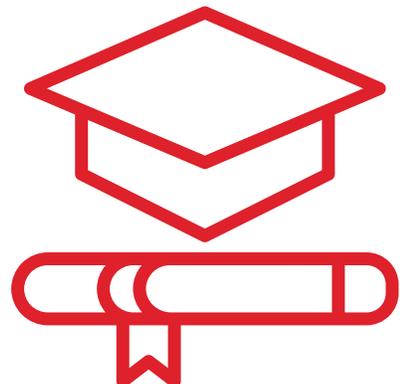
721
Businesses

8,149
Employees

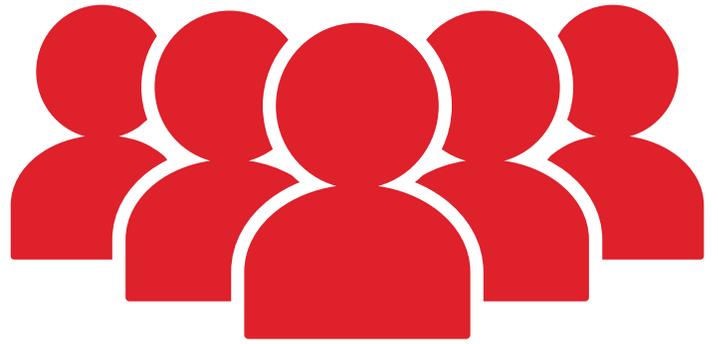


\$47,232
Household
Income

92%
Earned a High school
diploma or higher



17,033
Total Population



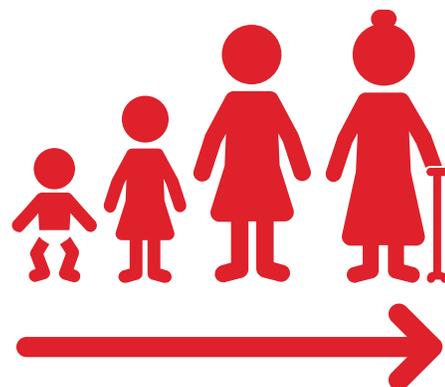
7,606
Total Households

\$84,100
Median Home Value



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

37.4
Median Age





TURN THE PAGE

BOOKS & more!

KIDS BOOKS
Buy 4 GET 5th
FREE!
NO LIMIT

ALL BOOKS ON
THIS SIDE OF
THIS CART
ARE \$2.99

Mountain
Dental
Dentistry & Lab
Dent. T. Hunt
380-552-6651

VINCE FLYNN
BILL O'REILLY
OATH OF LOYALTY
C.S. LEWIS

FLEETWOOD MAC
REVOLVER



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.

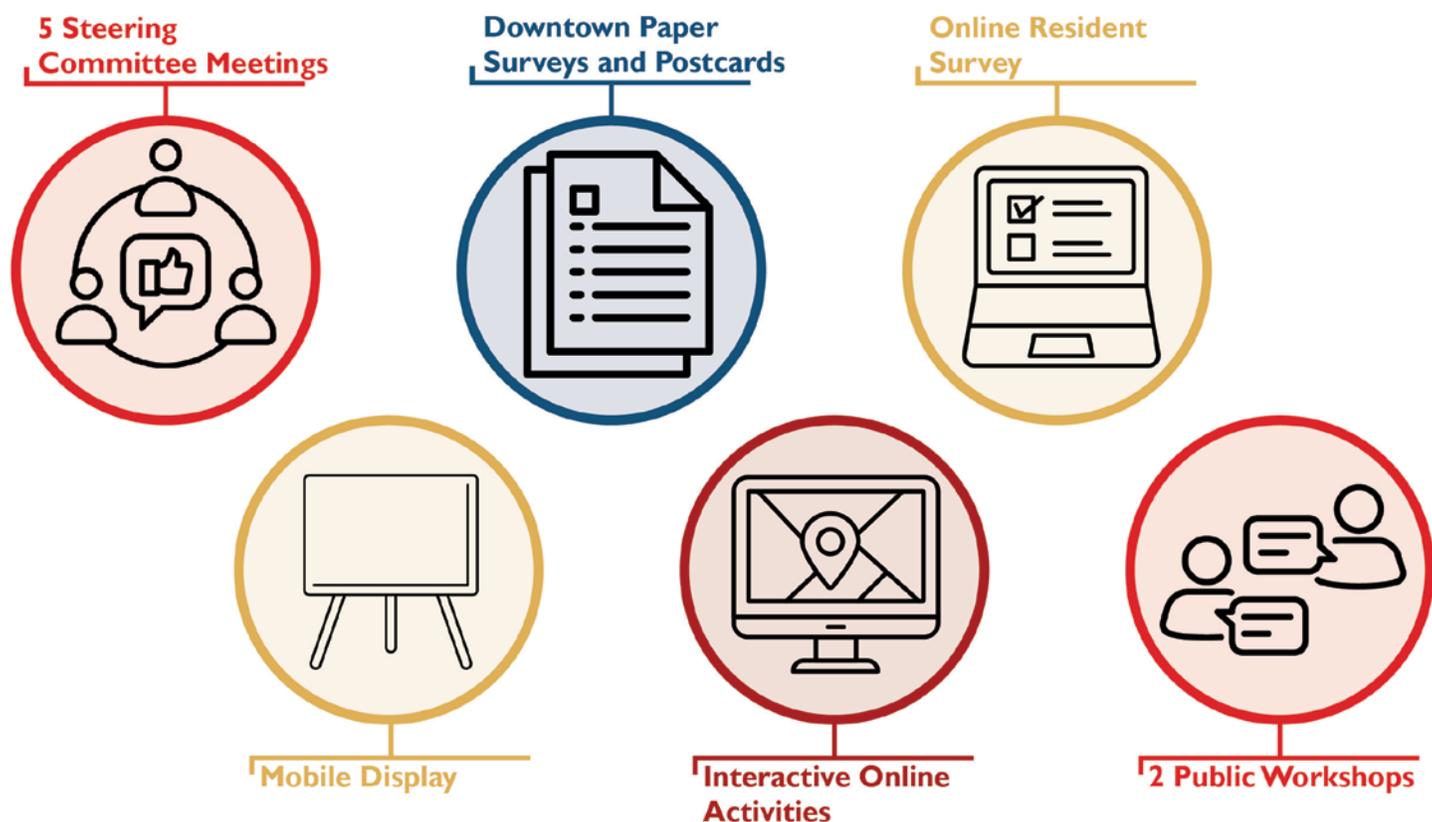
Urban Tree Canopy

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

COMMUNITY ENGAGEMENT

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

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	Very likely to succeed	May succeed	Will not succeed
Senior Housing	Very likely to succeed	May succeed	Will not succeed
Duplex Housing	Very likely to succeed	May succeed	Will not succeed

WORK

Traditional Businesses	Very likely to succeed	May succeed	Will not succeed
Retail Businesses	Very likely to succeed	May succeed	Will not succeed
Service-Oriented Businesses	Very likely to succeed	May succeed	Will not succeed
Professional Service Businesses	Very likely to succeed	May succeed	Will not succeed

PLAY

Entertainment Businesses	Very likely to succeed	May succeed	Will not succeed
Dining Establishments	Very likely to succeed	May succeed	Will not succeed
Recreational Spaces	Very likely to succeed	May succeed	Will not succeed

WORK

Housing	Duplex Housing	Apartment Housing
Services	Professional Office	Retail
Dining	Entertainment	Recreation

TAYLOR SIEFKER WILLIAMS
design group

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 it should address for the plan. An overall consensus was reached that downtown is improving but still lacks in certain categories that need to be 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.



GOALS AND OBJECTIVES

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

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.

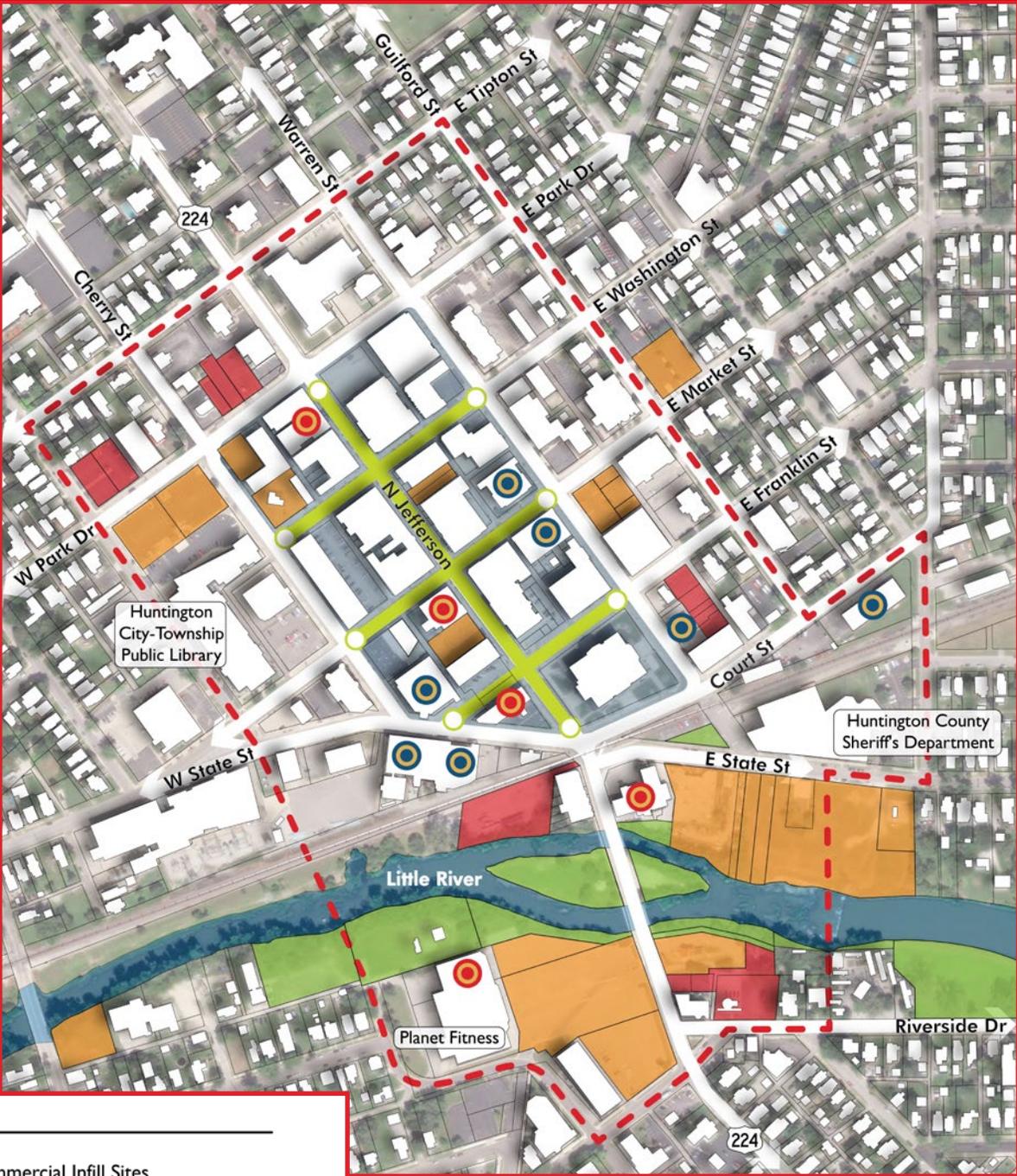
How to Use the Matrix

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 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



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.

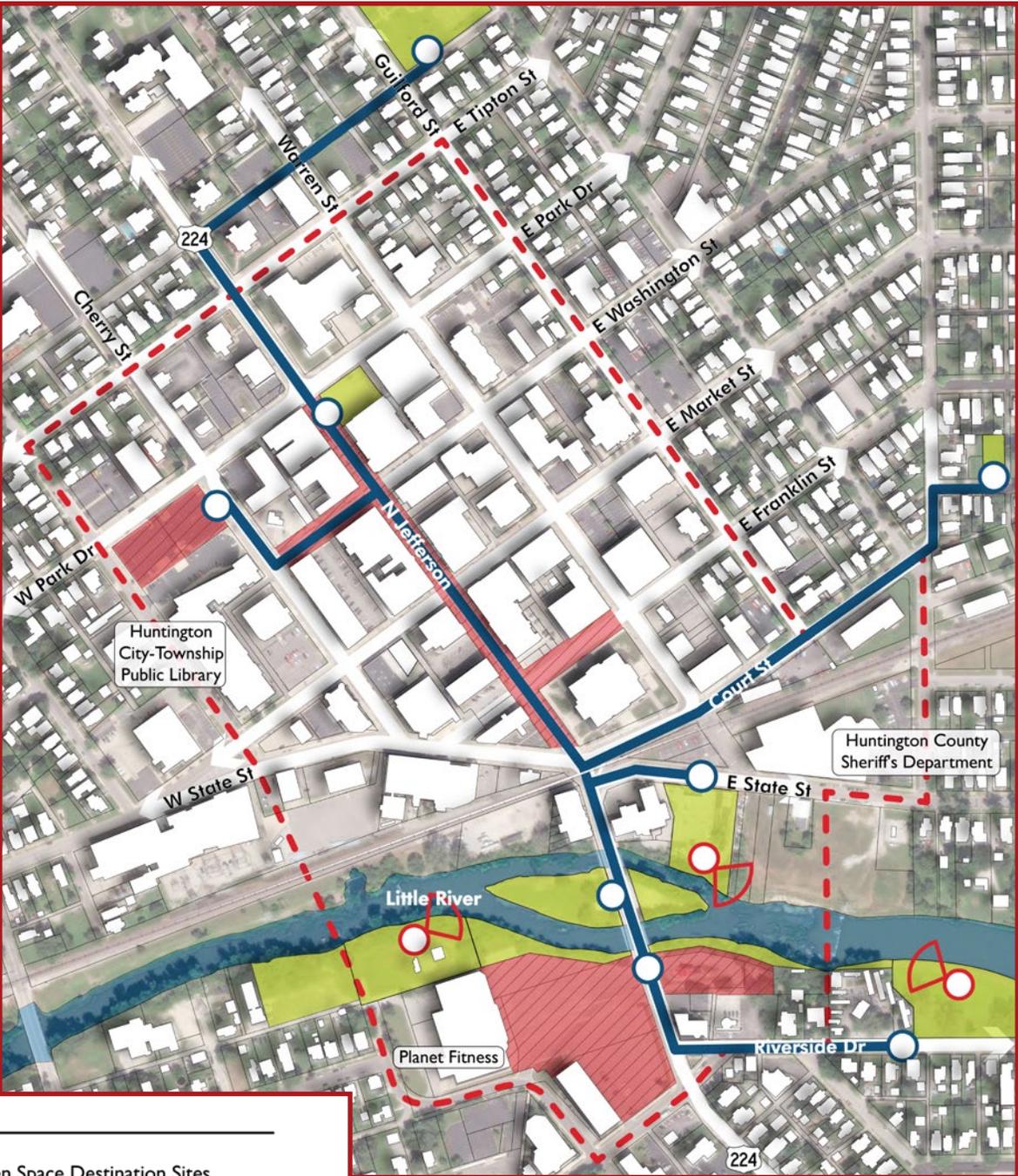
<i>Land Use/Development District Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
1-1	Increase available entertainment business options.			\$\$\$
1-2	Increase the diversity of land use within downtown.			\$\$
1-3	Capitalize on land available for development.			\$\$\$\$
1-4	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 Recommendations



Legend

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

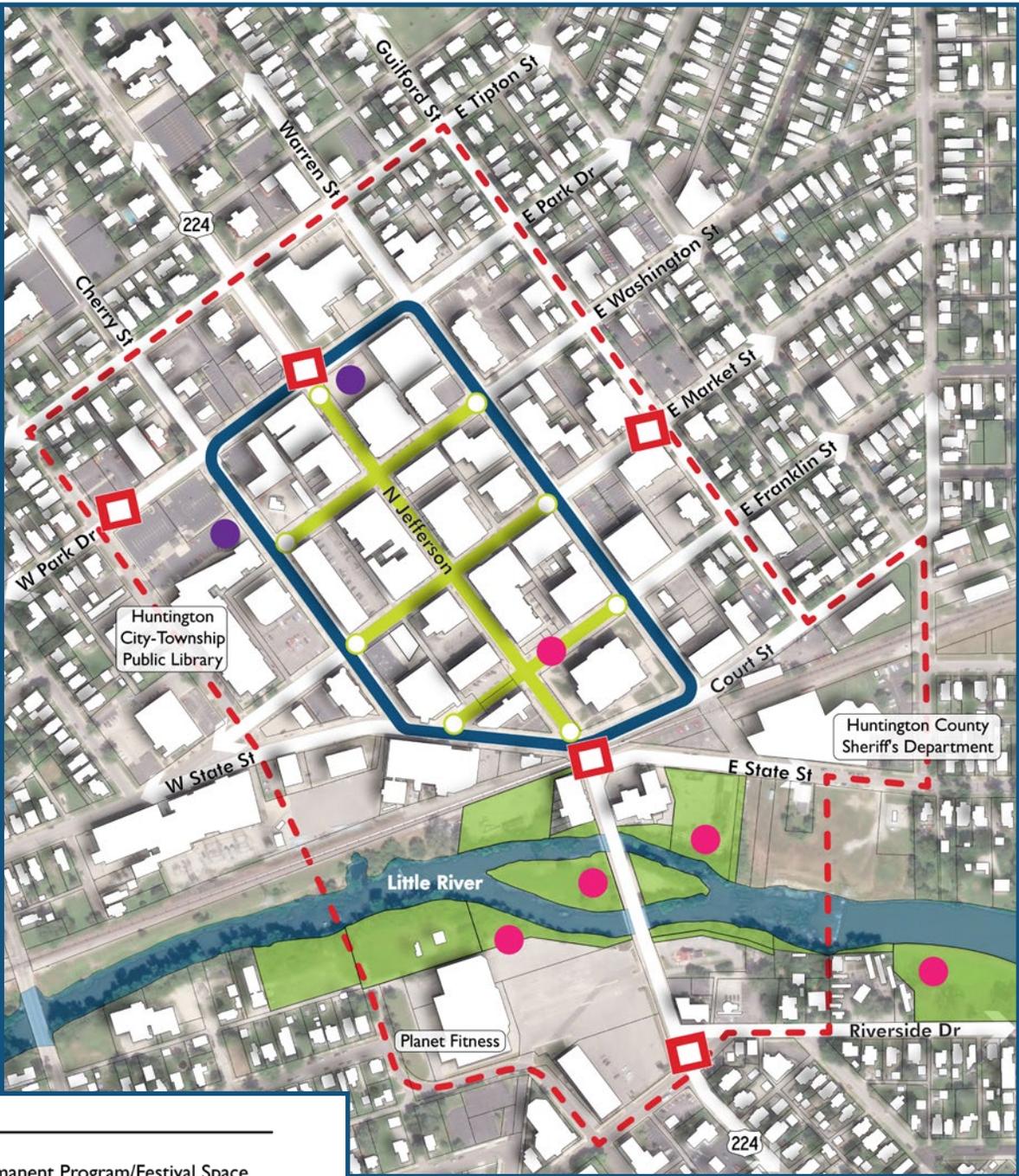


DESTINATIONS

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.

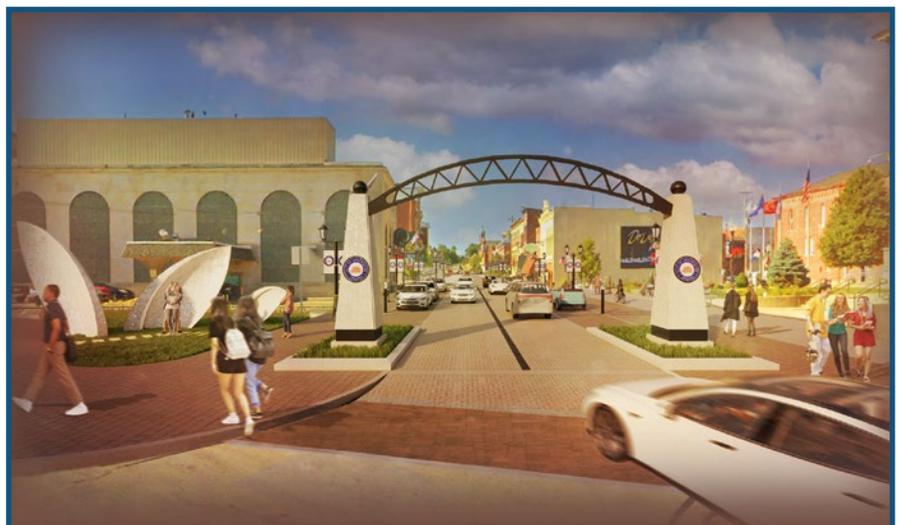
<i>Public Open Space Objectives</i>		<i>City Role</i>	<i>Time Frame</i>	<i>Capital Intensity</i>
3-1	Introduce native vegetation on public open space areas adjacent to Little River corridor currently underutilized.			\$
3-2	Create parks and trail programming on public open land where available, especially 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 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



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)			\$
<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).			\$

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.

Branding Objectives (continued)

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.

Public Policy Objectives		City Role	Time Frame	Capital Intensity
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		City Role	Time Frame	Capital Intensity
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.			\$