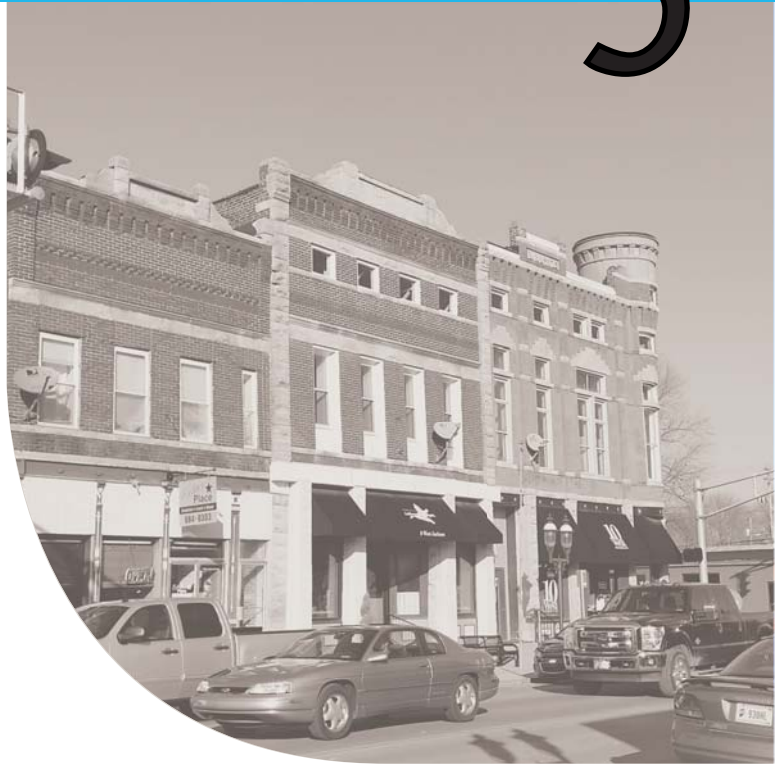


RECOMMENDATIONS

5



CONCEPTUAL MASTER PLAN

The Cicero Downtown Master Plan is intended to illustrate a conceptual plan the community can use to guide future policy and investment decisions. This chapter will focus on priority goals—those identified as the most important to the future success of the downtown.

The conceptual master plan was heavily influenced by site visits and observations, local input, and recurring concepts from past plans. The historic downtown commercial district is the origin of the downtown and the natural center of the community. It acts as the elbow between the waterfront district, Morse Lake, and Red Bridge Park to the west and the SR-19 commercial district, Community Park, and NRG site to the south. The plan concept illustrates opportunities to use the Jackson Street corridor and trail connections to create strong linkages to these districts, while encouraging growth in between.

RECOMMENDATIONS

The historic downtown commercial core and waterfront district were the major focus of this plan. The following recommendations are outlined in this chapter:

- Street Trees
- Reservoir Connection
- Trails
- Town Hall
- Jackson-Main Intersection
- “Vinegar Hill”
- Programming
- Agribusiness Hub
- Commercial Land Use Plan
- Red Bridge Park
- Facade Investments
- Gateways

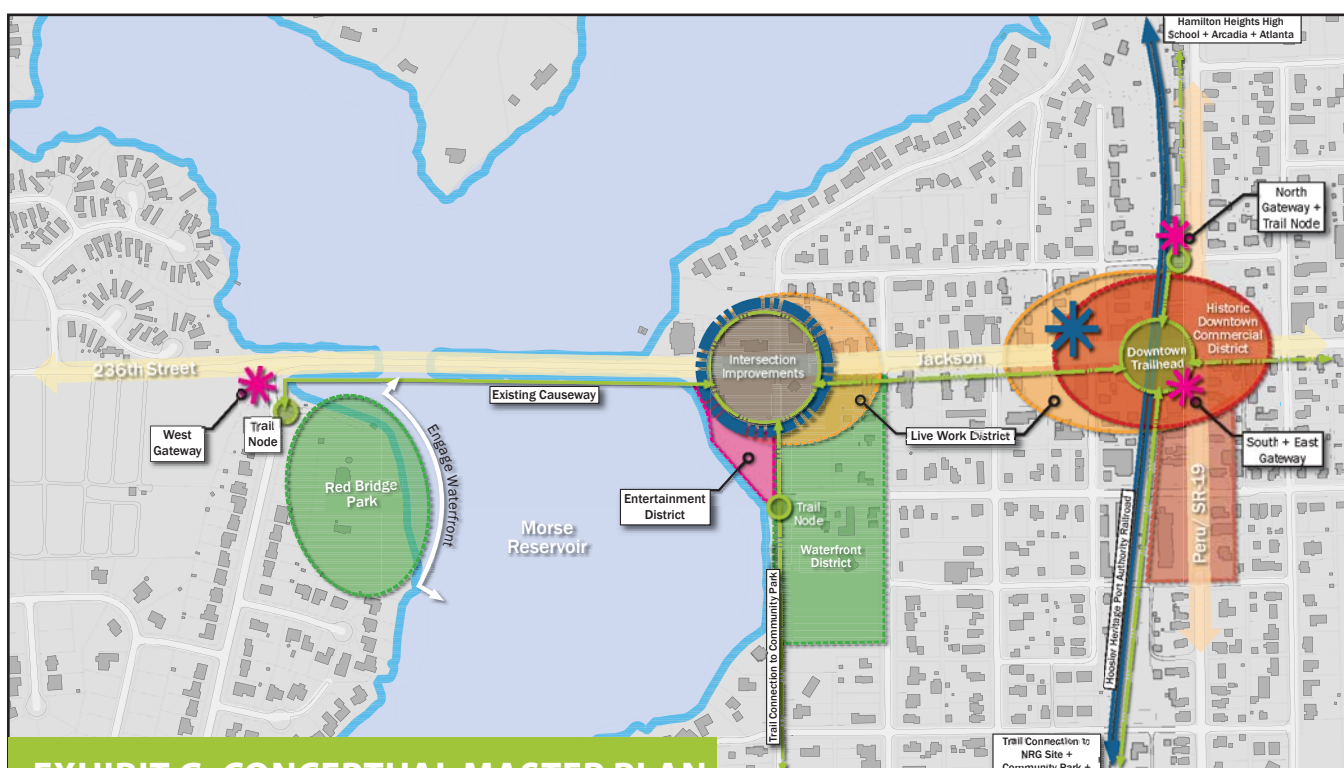


EXHIBIT G: CONCEPTUAL MASTER PLAN

STREET TREES

Implement a Street Tree Program Downtown

When walking along Jackson Street in downtown Cicero the most striking component missing from the urban landscape is the presence of trees.

Street trees existed in downtown Cicero at one time. A plea to bring street trees back to the downtown was consistently heard in the steering committee meetings and public workshop throughout this planning process.



Tree wells in downtown Cicero have been filled in with concrete leaving the streetscape environment feeling cold and unwelcoming.

Street trees offer many social, environmental, and even economic benefits to an urban streetscape. The restoration of street trees in downtown Cicero would make a positive impact on the corridor and improve the look and feel of the district overall.

“A walkable retail district is more than a place where people run their errands... they are places where people can have a memorable experience, which gives ‘Main Street’ a definite edge over its online or strip mall competitors (Wolf, pg.2).”

Capture the Benefits of an Urban Canopy

A well-defined roadside edge leads drivers to exercise greater caution when navigating downtown streets. Consistent spacing of street trees alongside a curb encourages drivers to slow down. At the same time, pedestrians feel more secure on the sidewalk because of the visual walls creating an implied separation from traffic.



Elm trees in downtown Minneapolis creating a comfortable space for pedestrians, and softening the otherwise “concrete jungle”.

Street trees create a microclimate for pedestrians that protects them from sun, heat, and even light rain depending on the tree coverage. Additionally, the created shade may cover portions of the street and on-street parking providing cooling affects for vehicular users as well.

“Temperature differentials of 5-15 degrees are felt when walking under tree canopied streets (Burden, p.5)”

Street trees clearly help to form a sense of place in a downtown by providing character and seasonal interest throughout the year. Less obvious is the value added to adjacent businesses and homes, increasing the overall tax base as well as revenue for individual business.

“Realtor based estimates of street trees versus non street tree comparable streets relate a \$15,000-25,000 increase in home or business value (Burden, pg.8)”.

Management and Maintenance

Street trees are living resources that continue to grow and change. They need to be maintained, managed, and updated over time not unlike other infrastructure.

Deciduous trees require seasonal cleanup of dropped leaves and branches as well as watering and pruning in the early years. “Limbing up” the tree canopy, will keep signs and storefronts visible to patrons.



The Thornless Honey Locust is an urban tolerant tree with small leaves, reducing the fall cleanup maintenance.

Due to harsher conditions and limited root space, trees in urban settings have shorter life spans. Once the root system has reached the limit of that space, it could begin to cause the surrounding sidewalk to buckle. There are many new technologies available to increase root space under sidewalks; however, it is important to assess tree growth periodically, so street trees can be removed and replaced before structural issues occur.

Species Selection and Placement

When selecting trees for placement in an urban context, the following characteristic should be considered:

- **Drought Tolerance**—unless irrigated, tree wells receive limited amounts of water from adjacent sidewalks.
- **Heat Tolerance**—surrounding pavement and reflective windows create a considerable amount of heat.
- **Salt Tolerance**—salt or other ice melting chemicals will seep into tree wells throughout the winter months.
- **Upright Growth**—columnar varieties prevent branches from disturbing adjacent buildings.
- **Minimal Fruit**—Berries attract birds, which can result in undesirable messes on the sidewalks and parked cars.
- **Variety**—the use of multiple species will prevent a monoculture and the potential to lose all the trees at once to disease or an investigation.

With these considerations in mind, the following varieties are recommended for use as street trees in downtown Cicero:

- Japanese Zelkova
- European Hornbeam
- Littleleaf Linden
- Thornless Honeylocust
- English Oak

A local volunteer group or city maintenance crew should be responsible for seasonal cleanup while an urban forester or arborist could be hired as a consultant to monitor the health of the street trees periodically.



Structural soil or soil cells can be used beneath sidewalks to prevent compaction, enhance drainage, manage stormwater, and provide more soil volume for tree root growth.

RESERVOIR CONNECTION

Connect Downtown to the Lake

Downtown's direct proximity to the Morse Reservoir waterfront is an asset unique to Cicero that has not yet been fully realized. The following recommendations illustrate ways to better link the downtown to the reservoir both physically and emblematically.

Encourage Walkability between Districts

Morse Reservoir is a 10-minute walk from downtown Cicero, yet you will see few, if any, pedestrians walking along the Jackson Street sidewalks between the two locations. How could this corridor become a more desirable environment for pedestrians?

- **Street trees**—placed between the sidewalk and curb would provide shade as well as a clear separation from vehicular traffic.
- **Wider sidewalks**—allow for two people to walk comfortably side by side allowing oncoming bikes or strollers to pass with ease.
- **Banners**—attached to the existing ornamental lighting would signify they are still within a safe, friendly district.



Bumpouts could be painted with lake-themed markings to capture more pedestrian space.

The Blue Wave

"The Freedom Trail" in Boston, is a 2.5-mile, red-lined route that leads visitors to historical sites and museums. A similar concept could be used in Cicero to guide pedestrians from downtown to the reservoir and back again. The wave could lead people to specific restaurants or shops along the way.



The Freedom Trail connects significant cultural destinations with an easily followable red line.

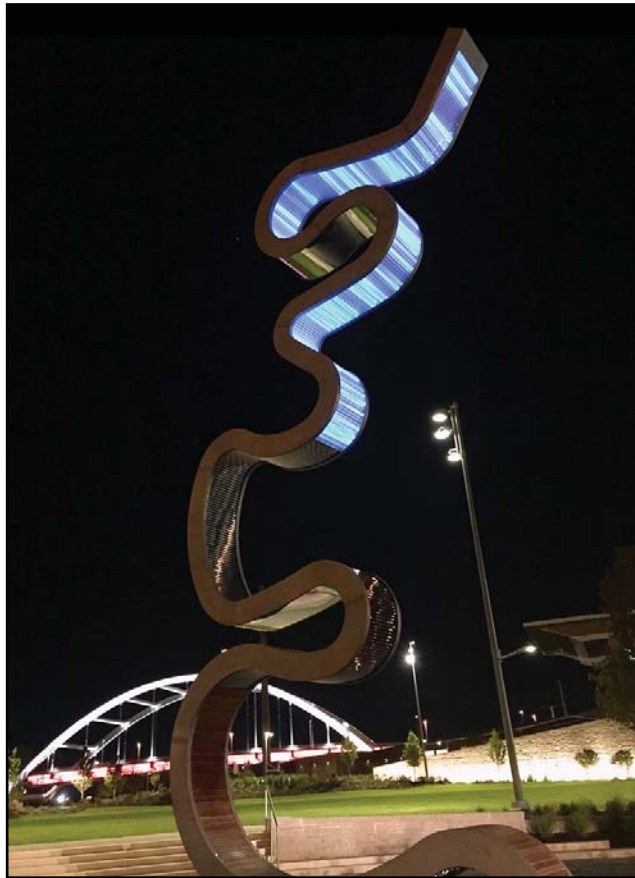
The blue wave concept could be accomplished through a range of projects. Identity signage, periodic art installations, integrated patterns of recycled glass pavers, could provide the repetitious icons for people to follow from downtown Cicero, along the Jackson Street corridor, and across the causeway. Or, it could be something as simple as a painted blue line along the sidewalk.



Maintain a “Lakeside Village” Identity

Future infill in and around the downtown should meet standards defined by the community as appropriate for a lakeside village character. The standards should include information outlining preferences and recommendations for building setbacks and facades, commercial signage and advertising, and lighting and site amenities.

These standards will help to maintain the quaint village-like feel that is desired by the community for all types of future development including shoppes, commercial buildings, and even residential product in the surrounding downtown neighborhoods.



Colored concrete or water-themed sculptures could begin to define the “blue wave” and connect people to the Morse Reservoir.



The height and proportion of shop signs and even residential fencing can change the look and feel of a district.

TRAILS

Trails in urban settings not only encourage walkability and connectivity, but have been proven to make an impact economically as well. Trails inspire development and trail users spend money.

Property values along the Indianapolis Cultural Trail have increased and in some cases, along specific corridors, doubled. Businesses and restaurants along the trail expanded hours, added new products, and hired more employees to keep up with the demand brought about by trail users.

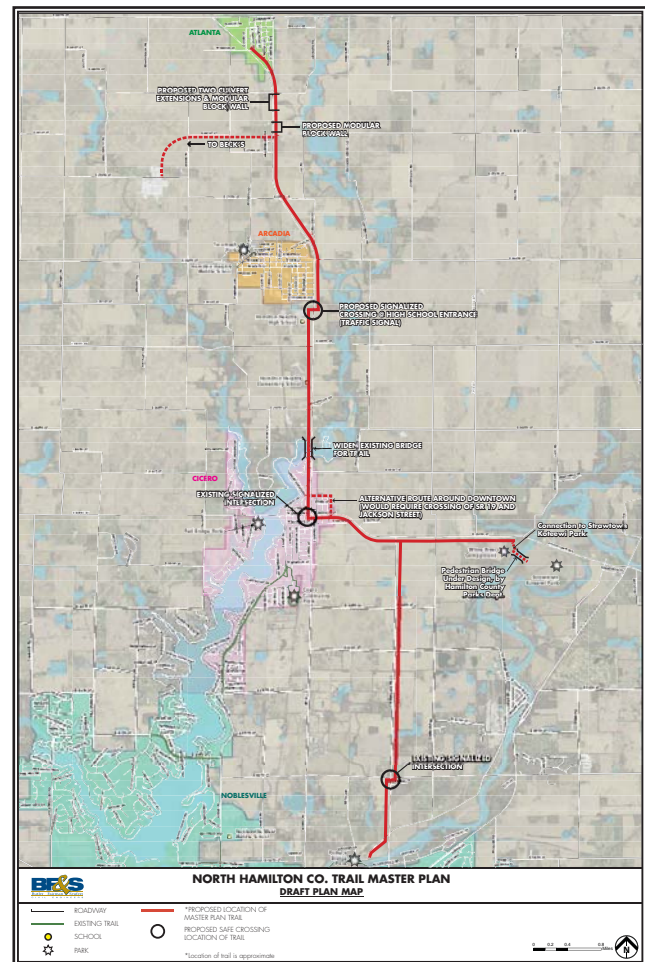
People from age 8 to 80 use these types of facilities and not solely for commuting or moving between destinations. Urban trails have become a place for recreation, exercise, and socializing.



The property values along the Indianapolis Cultural Trail have increased, in some cases doubled, since the construction of the trail.

Provide Trail Connections to the North

Downtown Cicero is well positioned for trails in the near future. The Northern Hamilton County Trail Master Plan is in process, and proposed connecting Atlanta and Arcadia to Cicero via an on-road route along SR-19 from the north. The route turns to the east at the intersection of SR-19 and Jackson, creating opportunities to directly engage the heart of downtown.



Furthermore, the same route along SR-19 is a part of the U.S. Interstate Bike Route 35, which is on the national bicycle corridor plan. These designations on both a regional and national plan should open many more doors for support and funding to implement these segments.

Provide Trail Connections to the South

The Hoosier Heritage Port Authority rail corridor runs directly through the center of downtown Cicero. To the south, the corridor stretches roughly a half mile through a residential area to the NRG redevelopment site, Cicero Library, Cicero Community Park, and Stringtown Pike Trail.

Although an active rail line, it has potential to be transformed into a combined rail and trail in this area providing pedestrian and bicycle links to other community assets. This corridor provides a clear, direct route to these destinations and would be the first choice for routing this trail connection. Other north-south corridors along Main or Washington Street may work as the route if the railroad provides too many challenges.

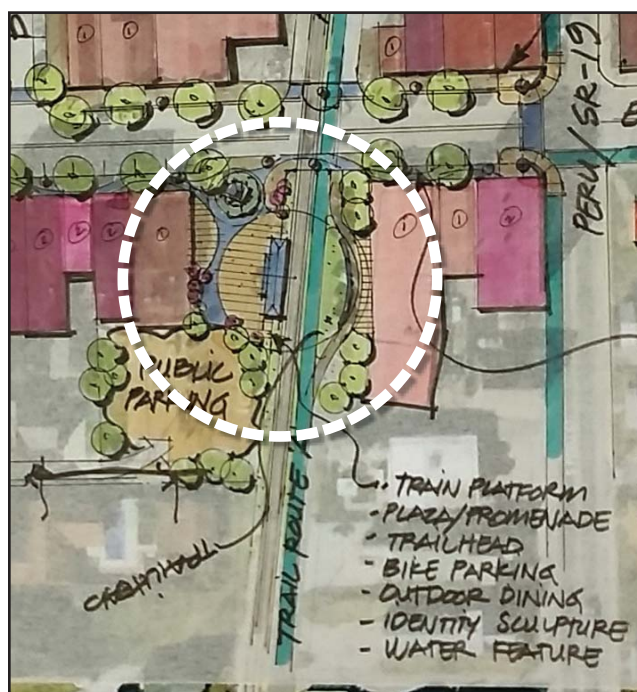
Create a Transportation Hub Downtown

The intersection of the existing rail line, Jackson Street, and potential trail spurs in the heart of the downtown sets itself up for a central transportation hub, or downtown trailhead. Downtown Cicero does not currently have a central public plaza or green. A downtown trailhead could meet this need, while also serving other purposes.

An iconic public space in this location could engage dinner train riders with a more prominent train platform and promenade. It could provide a resting point for local, regional, and national trail users to use a public restroom, repair their bike, or secure it while they eat at a local restaurant. A plaza area could provide maps, historic information, or rotating public art exhibits. Opportunities for golf cart parking and taxis to and from the reservoir could be set up and operated from this area as well.



The Hoosier Heritage Port Authority rail line runs directly through the heart of downtown.



The above sketch represents a concept for how the trailhead/train platform/plaza space could be incorporated with the “blue wave” to create a unique centerpiece for downtown Cicero.

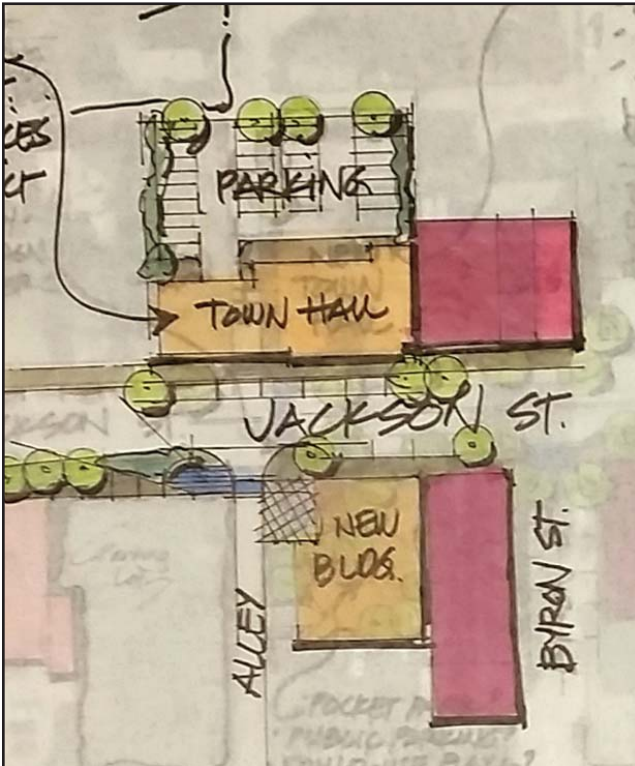
Techniques can be used to ensure trail users feel welcomed downtown. Plentiful bike racks, air and repair stations, and clear signage make the downtown environment navigable for cyclists. Discounts for trail users in local shops and restaurants will send the message to visitors and residents that the downtown supports the trails and encourages users to stop and stay awhile.

TOWN HALL

Establish a New Town Hall Downtown

The consolidation of town offices into one more efficient location was recommended in the 2012 Comprehensive Plan. It was suggested this multi-use office space could house the planning and building department, clerk-treasurer, and the Jackson Township offices in a renovated or new building downtown.

Throughout this process, the same concept was reiterated based on the fundamental strategy mentioned previously, public investment precedes private development. Locating a new town hall downtown could be an opportunity to set an example for potential private developers that downtown Cicero is a place worth investing.



The above sketch illustrates how a new town hall building may be used to continue the urban edge of the downtown and potentially become a mixed-use infill opportunity.



The municipal offices in Voorhees Township, NJ were relocated to a mixed-use development that includes retail, office space, and apartments.

Create Identity and Build Momentum

Philip Langdon, editor of New Urban News, notes in many communities when public buildings such as post offices, library's, police stations, and town halls move out of a downtown, the foot traffic decreases and retail activity will wane.

“When public facilities move out, the downtown may spiral downward as local people invest their energy elsewhere (Langdon, pg.1)”.

Besides generating activity, he also argues that public buildings add authenticity to a downtown. They connect the current generation to the community's past, and carry that identity into the future.

“...communities have seen economic and social benefits when municipal buildings stay...when they leave, the fabric knitting downtown together can start to unravel (Langdon, pg.7)”.

A Unique Development

Although a town hall facility downtown will increase foot traffic to the area slightly, it will not activate the district as much as retail or restaurants. Locating town hall in a mixed-use development downtown would fill the town's need while creating momentum, guiding future private development, and positively promoting the community brand.

The services intended to be housed in a town hall facility for a community of this size are such that a newly developed building would not need to be solely civic, but could share uses. For example, the first floor of the new building may provide a lobby and welcome center for the town, while the rest of the town services occupy the upper floor(s). This would allow for the first floor to be activated by a restaurant or retail.

An alternative organization for a new building would be to house all of the town services on the first level. Relocating existing offices to the upper floors would open up first floor space in existing buildings downtown for more active uses, such as a shop or café.



A police station was successfully integrated with a ground-floor restaurant in Middletown, Connecticut.

The concept below illustrates a new town hall location, along with a street tree program, trail connections, and the pocket park and plaza potential.



JACKSON-MAIN INTERSECTION

Extend the Causeway

The Cicero Veterans Memorial Walkway, a pedestrian path crossing Morse Reservoir connecting Red Bridge Park to the east side of the lake, was completed in July 2014. Recommended in several past plans dating back to 2006, this long-anticipated project was a great accomplishment for the town.



The Veterans Memorial Walkway, completed in 2014, provides a safe pedestrian passageway across the reservoir.

Due to budget constraints, the project was not able to expand much further than crossing the reservoir. On the west end, the town was able to complete the sidewalk connection to Red Bridge Park. On the east end the wide, pedestrian-friendly walkway ends just short of the Jackson-Main intersection, leaving walkers and bikers to navigate a narrow sidewalks that dodges existing power poles for 1-1/2 blocks.

Traffic Calming

This is a high traffic intersection--especially in the summer. It is made more challenging for pedestrians because of the lack of accessible ramps, crosswalks, and wayfinding signs. Once vehicles reach the causeway, they do not stop until SR-19 creating a need for traffic calming measures such as narrowed lanes, bumpouts, or a tree-lined median.

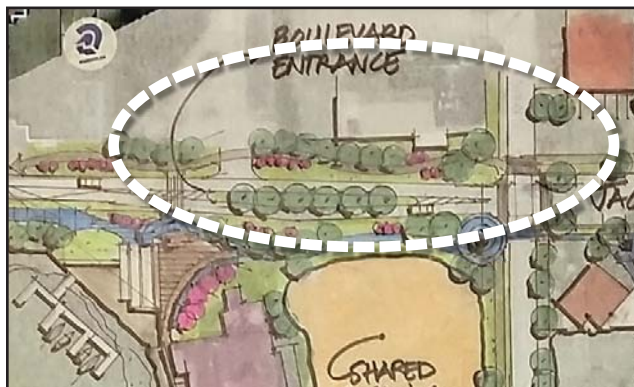
Improve Pedestrian Accommodations

The sidewalk width, detailing, and quality that went into the design and implementation of the causeway should be matched in a second phase that extends the causeway up to the intersection of Jackson and Main. This extension could incorporate a gateway statement, welcome signage, utility burial, and pedestrian facilities that encourage local and visitor usage.

The pavement along Jackson in this area is wide and undefined—characteristics that tend to make pedestrians feel unsafe and increase vehicular speed. A traffic calming design, such as a landscaped median or curb extensions to reduce the lane widths would make pedestrians a higher priority.



The restaurants at this intersection have limited pedestrian connectivity and access.



Concept for improvements at the intersection of Jackson and Main Street.

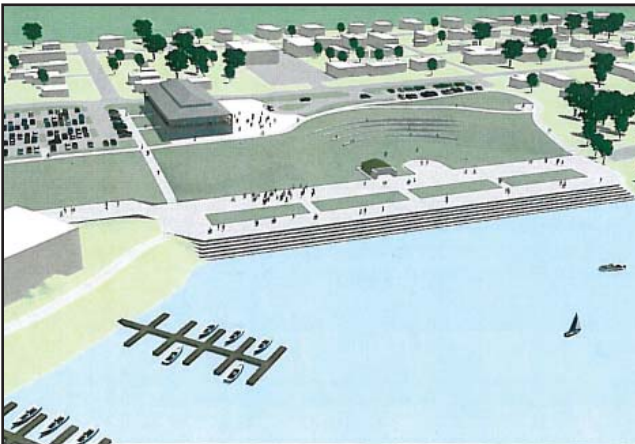
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VINEGAR HILL

The 2006 Downtown Study recommended “Vinegar Hill”, the undeveloped green space fronting the reservoir south of Jackson between Main and Pearl, be developed into a waterfront park to complete the “Park Crescent” concept proposed in that plan.

The 2010 Waterfront Development Study further refined that concept by incorporating a boardwalk promenade, pedestrianized Main Street, amphitheater, Lake House reception Hall, festival grounds, and public parking into the same location.

The Vinegar Hill site has enough potential for added value to the community, that it is recommended the town acquire this land and encourage development in this location.



The visualization above represents a concept for Vinegar Hill and the Triangle Site developed during the 2010 Waterfront Development Study.

Provide a Place for Meaningful Interactions with the Water

Vinegar Hill may be one of the town’s biggest, most impactful, opportunities. If implemented along with strategic trail connections, this public space could become a regional draw for lakeside recreation, a venue for festivals and events, and a public access point unlike anywhere else on the entire reservoir.

Start Small

The topography of the site, sloping gradually towards the lake, lends itself naturally to an amphitheater. If the town obtained site control of the property, a variety of different events could be held in this space with creative programming before any money was spent on infrastructure improvements.



The Vinegar Hill site is underutilized today.

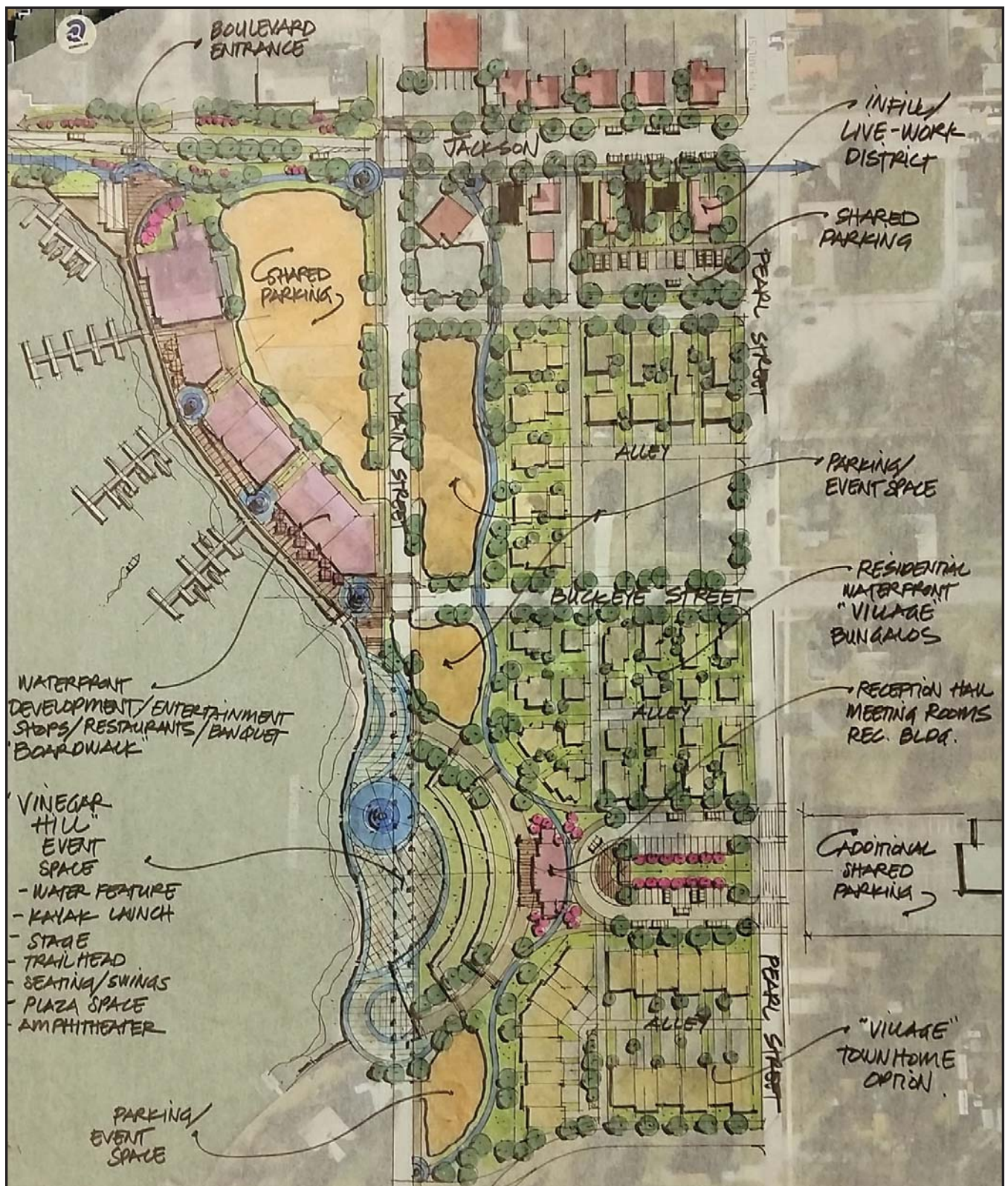


Lakeside summer movies would be a popular event for relatively low cost. The example above is a film festival in Traverse City, MI.

Engage Private Partners

A smaller, but impactful, first investment project might be an interactive fountain or splash pad along the water’s edge that would attract daily users throughout the summer months. This type of initial investment would let developers know the town is serious about a long term plan for the area.

Large private development opportunities such as a banquet center located at the top of the hill or directly adjacent to the water would attract weddings, reunions, training and conferences. If tied to an agribusiness hub, this center could be especially strong.



The concept above integrates public amenities, such as a park, amphitheater, trail, waterfront promenade and sprayground with private developments such as a banquet center and entertainment district.

PROGRAMMING

Good programming can make up for a lack of infrastructure and amenities. Cicero does not currently have a central gathering place, a town square, downtown urban park, or public plaza. Even when this kind of infrastructure is in place, it can often sit vacant unless activated by special events, tours or exhibits, or something as simple as the presence of food via a concession stand, food truck, or cafe.

A parking lot, temporarily closed block of street, or lawn on a vacant lot can serve as a festival ground or event space if programmed correctly. “Activity generators” create opportunities to encourage people, who might not otherwise have a reason, to come downtown to see and be seen. Furthermore, public spaces will better project security and comfort when they are filled with people.

Continue the Momentum

The Cicero Veterans Memorial Walkway plays an integral part as a portion of the parade route for the Town of Cicero’s Lights over Morse Reservoir Festival each 4th of July. More water-related events that highlight the water and water-related activities should be planned to take advantage of and promote this amenity in which the town has already invested.



The Lights over Morse Lake Festival is engages both the downtown and the waterfront.

Examples of other communities taking advantage of their waterfront amenity for programming, events, and economic growth are shown below:



River Lights, in South Bend, IN, is a series of interactive light sculptures surrounding the St. Joseph River that are available for viewing nightly, and themed for holidays and events.



Over eighty floating braziers make up “WaterFire” in Providence, RI. The installations are lit at various times in relation to planned festivals and events throughout the seasons.

Expand the Dinner Train

The Morse Lake Dinner Train brings visitors into downtown Cicero for dinner on Saturday evenings from April through October. This captive audience might linger longer and spend more dollars if other opportunities were promoted in connection with the train schedule.



The Morse Lake Dinner Train, sponsored by the Indiana Transportation Museum, drops passengers off in the heart of downtown Cicero every weekend from May through October.

Planned sidewalk sales by local shops, a pop-up art gallery at the platform upon arrival, or complimentary golf cart rides down Jackson for an ice cream and view of the sunset over the reservoir would build momentum around the dinner train experience while uniting the waterfront and downtown districts.

Our Town Cicero

Our Town Cicero, the local Main Street group, was established recently and is working to schedule new, unique events for the community. They are planning the first ever Dine on the Causeway this fall, which takes advantage of the newly constructed pedestrian causeway and the local connection to the lake amenity.

There may be an opportunity to do a similar farm-to-table event in downtown Cicero to draw visitors to the district.



Two farm-to-table dinners have raised more than \$10,000 dollars for Jonesborough, TN Farmer's Market. Similar events in downtown Cicero could support a commercial kitchen.

AGRIBUSINESS HUB

NRG Redevelopment Site

Just south of downtown, a concept is underdevelopment for the NRG site, a vacant industrial site begging for redevelopment. The idea is to create an agribusiness hub in Cicero that would be used regionally. It may support such components as a commercial kitchen, classrooms, value-added food production space, conference center, small business incubator, summer and winter market space, community gardens, etc.

The concepts on the following page were created last year as a first step in visioning the redevelopment of the NRG. The Grand Rapids Downtown Market is an excellent example of the kind of mixed-use facility that is envisioned for this site.

Components of that development include the following:

- 24-vendor Market Hall
- Outdoor Market Shed
- Rentable Incubator Kitchens
- Rooftop Greenhouses
- Demonstration Kitchen for Kids
- Green Roof, Live Walls, Geotherm Wells, and Rain Gardens

The Grand Rapids Downtown Market serves as a focal point in the community, revitalized a neglected area, and has sparked surrounding redevelopment. A development of this kind at the NRG site has the potential to achieve similar results. Additionally, a satellite hub could be located downtown further supporting the existing restaurants, and high quality culinary experience reputation Cicero is striving to achieve.



The Grand Rapids Downtown Market is a mixed-use facility that brings together production, distribution, marketing, and education about local produce.

Potential Partners

The town has been in discussions with several interested potential partners including Purdue University Extension Office, Ivy Tech Community College of Indiana Beck's Hybrids, and Reynold's Farm Equipment. These entities are interested in amenities such as a commercial kitchen, conference center, and shared office space and classroom facilities.

Because the potential for this concept is strong, and the public-private partnership opportunities are encouraging, it is recommended this concept be taken to the next step via a feasibility study to define programming, costs, phasing, and implementation recommendations.



CONCEPT A

CONCEPT LEGEND:

- a. Entry Plaza & Cafe Space
- b. Commercial/Retail/Office Flex Space
- c. Flex Residential/Industrial Space
- d. Open Air Market and Community Plaza
- e. Market Pavilion & Winter Market
- f. Culinary Incubator and Education Space
- g. Community Center and Banquet Space
- h. Kitchen/Community Gardens
- i. Park Open Space
- j. Parking Areas



CONCEPT B

CONCEPT LEGEND:

- a. Entry Plaza & Cafe Space
- b. Commercial/Retail/Office Flex Space
- c. Flex Residential/Industrial Space
- d. Open Air Market and Community Plaza
- e. Market Pavilion & Winter Market
- f. Culinary Incubator and Education Space
- g. Community Center and Banquet Space
- h. Kitchen/Community Gardens
- i. Park Open Space
- j. Parking Areas



COMMERCIAL LAND USE PLAN

Anchor Commercial

These two districts at either end of Jackson are intended to serve as anchors for the downtown. Uses within these areas should serve as large traffic generators in order to encourage movement back and forth along Jackson Street. Anchors may include larger restaurants or entertainment venues.

Cottage Commercial

The cottage commercial district is an area for civic space, gathering, recreation and entertainment. The intent is to encourage the continuation of retail commercial uses and address local and tourist shopping needs. The single family homes along Jackson Street within this district are well

suited to supporting small and unique niche businesses as part of an effort to develop Cicero as a boutique and culinary destination.

General Business Commercial

The general business district is intended to provide for development of community wide businesses to serve the community and visitors alike. Uses within this district require access to a main thoroughfare and may include businesses such as convenience facilities, markets, grocery stores, and general merchandise suppliers. Office uses may also be found in this district.



EXHIBIT H: COMMERCIAL LAND USE

FACADE INVESTMENTS

Existing Buildings

The building stock along Jackson Street, between SR-19 and Washington Street, make up the main commercial district of the downtown. Although there's always room for improvement, it is apparent that continuous efforts have been made on the upkeep of many of the facades in this four block area.

One of the noteworthy structures along this corridor is the Knights of Pythias Building, a Romanesque Revival built in 1895, located on the northwest corner of Jackson and SR-19. In the last few years, it has undergone vast renovation improvements both inside and out, and now occupies 10 West, a houses a restaurant, bar, and banquet center.



The owners of 10 West, a restaurant, bar, and banquet center, have invested in the historic Knights of Pythias building including updates to the awnings and signage.

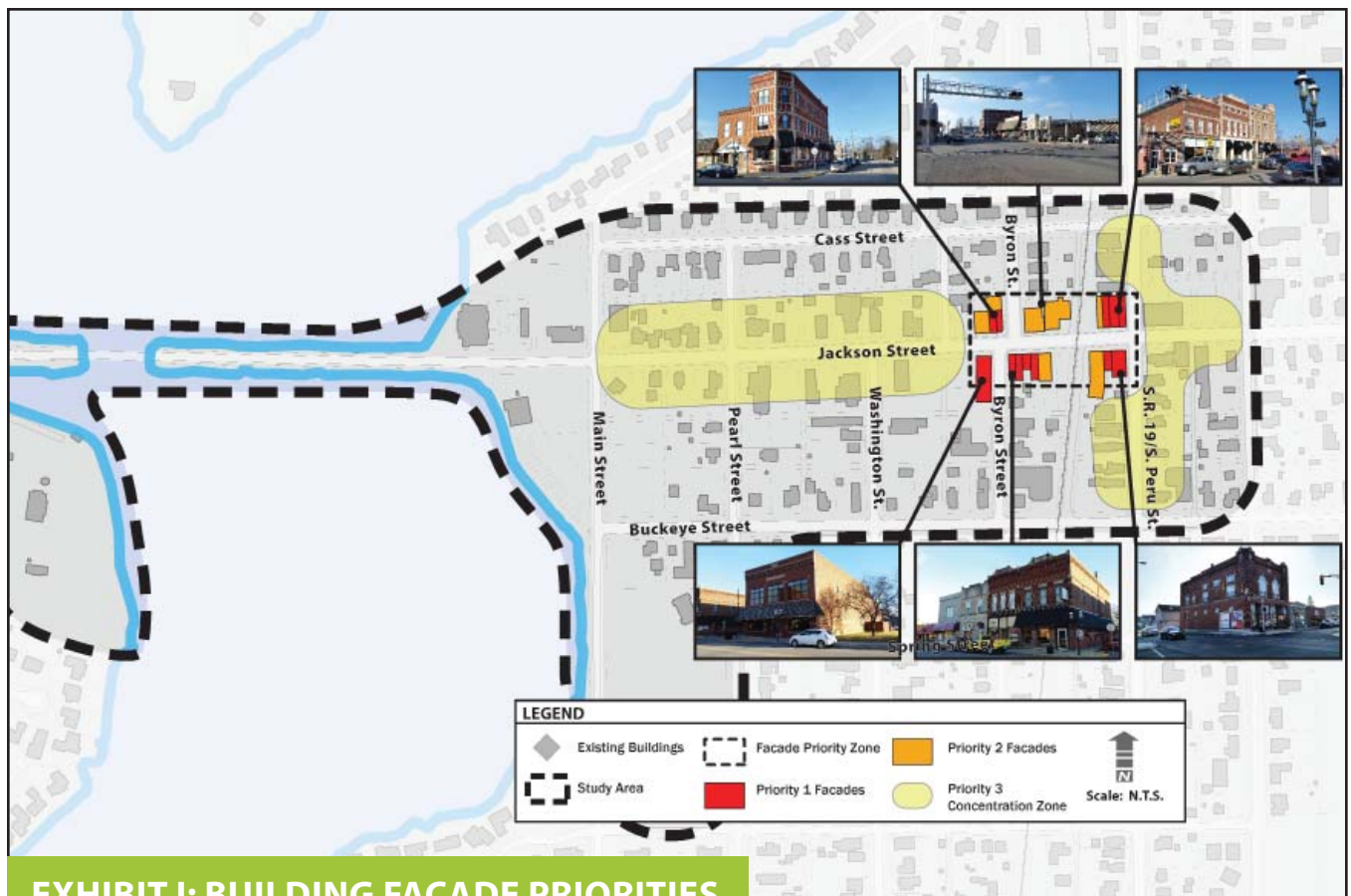


EXHIBIT I: BUILDING FACADE PRIORITIES

Facade Improvements

Where historic character and detail seems to have been lost is in some of the newer infill buildings, or newly constructed facades covering historic buildings. In some cases, these facades tend to be too simplistic and lack depth and fenestration.

It is recommended that Our Town Cicero work with local business owners to secure state and federal funded facade improvement grants in this district. The map on the previous page illustrates “Priority 1” and “Priority 2” buildings within the “Facade Priority Zone” as the focus for future facade projects. The following pages assess the twelve “Priority 1” buildings, and provide recommendations for improvements on each.



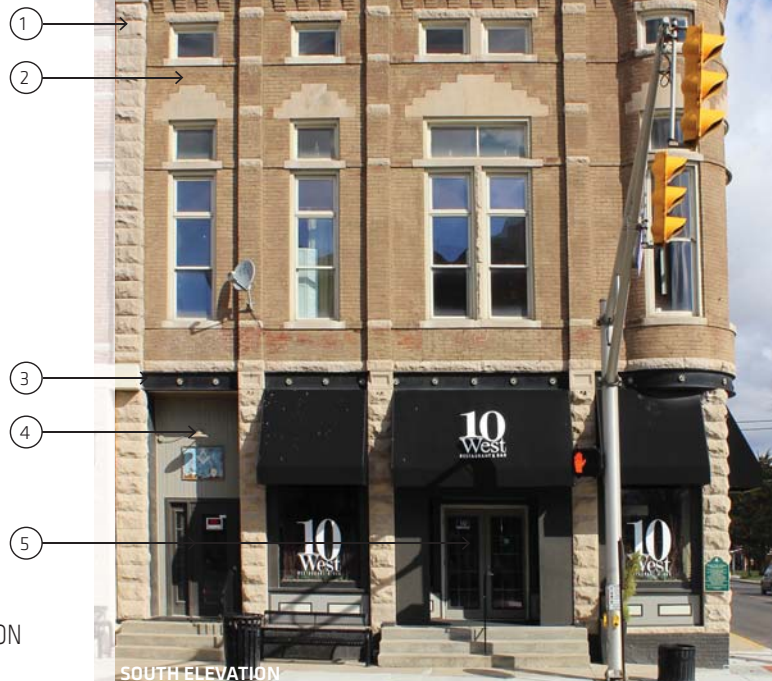
Although the brick, material and color fits with the historic character of the area, the Gymies Fitness Center facade is one example of a newer installation that lacks the character of the other historic buildings downtown.

Priority Buildings

(Exhibits pg.66-74)

PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Limestone** - Clean and miscellaneous tuck-pointing
- ② **Existing Masonry** - Miscellaneous tuck-pointing
- ③ **Existing Structure** - Clean and paint touch-ups as necessary
- ④ **Awning** - Add awning to match existing.
- ⑤ **Front Door** - New front entry with wood paneling to match the first floor windows



20 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA

SOUTH ELEVATION

PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Front Door** - New entrance door to match the spacing of upper windows to the first floor.
- ② **Existing Masonry** - Miscellaneous tuck-pointing and cleaning.
- ③ **Limestone** - Miscellaneous tuck-pointing and cleaning.
- ④ **Awning** - Remove existing awning
- ⑤ **Remove Masonry** - Could potentially remove masonry which does not match existing and change the first floor with more storefront and accent panels at the base.



109 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA

PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Limestone** - miscellaneous cleaning and tuck-pointing
- ② **Existing Masonry** - Miscellaneous tuck-pointing and cleaning.



110 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA

PROPOSED IMPROVEMENT BREAK DOWN:

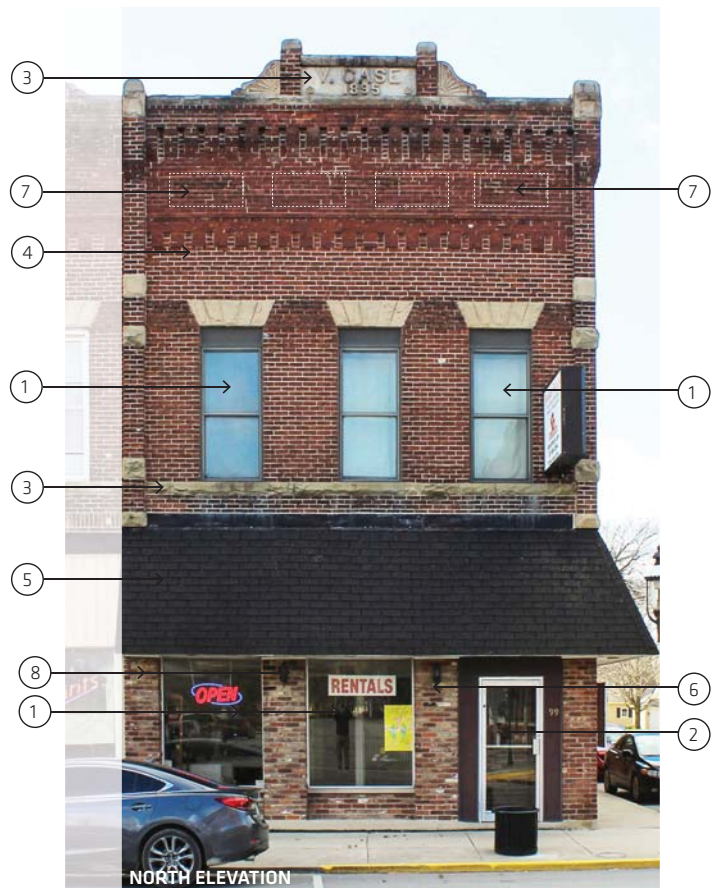
- ① **Windows** - Prep openings, blocking and flashing. Interior trim and new aluminum-wood windows with insulated glazing, to fill entire opening.
- ② **Limestone** - miscellaneous cleaning and tuck-pointing
- ③ **Existing Masonry** - Miscellaneous tuck-pointing and cleaning.



30 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA

PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Windows** - Prep openings, blocking and flashing. Interior trim and new aluminum-wood storefront (finished) with insulated glazing.
- ② **Front Door** - New entrance door.
- ③ **Limestone** - Clean and tuck-pointing.
- ④ **Existing Masonry** - Miscellaneous tuck-pointing and cleaning.
- ⑤ **Awning** - Remove existing awning.
- ⑥ **Wood Work** - Exterior wood trim and paneling.
- ⑦ **Additional Windows** - Could potentially add spandrel windows where infill brick has been added (shown with dashed line).
- ⑧ **Remove Masonry** - Could potentially look at removing masonry and matching cast-iron column as shown on the left-side of the elevation.



99 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA

PROPOSED IMPROVEMENT BREAK DOWN:

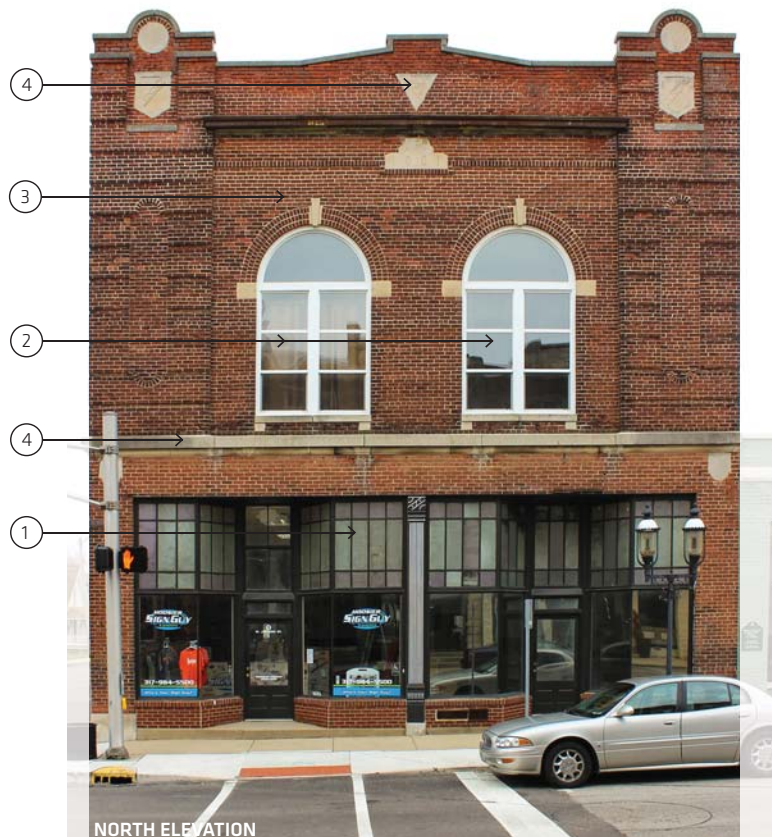
- ① **Windows** - Prep openings, blocking and flashing. Interior trim and new aluminum-wood storefront (finished) with insulated glazing.
- ② **Front Door** - New entrance door.
- ③ **Existing Masonry** - Miscellaneous tuck-pointing, cleaning, painting.
- ④ **Soffit** - New soffit.
- ⑤ **Remove Masonry** - Could potentially look at removing masonry and add paneling below windows for more historic storefront.
- ⑥ **Trim** - Clean, repair and paint trim pieces an accent color



17 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA

PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Windows** - Repair transom glass as needed.
- ② **Upper Windows** - Paint to match dark mullion color of first floor storefront.
- ③ **Existing Masonry** - Miscellaneous tuck-pointing, cleaning, painting.
- ④ **Limestone** - Clean and tuck-pointing.



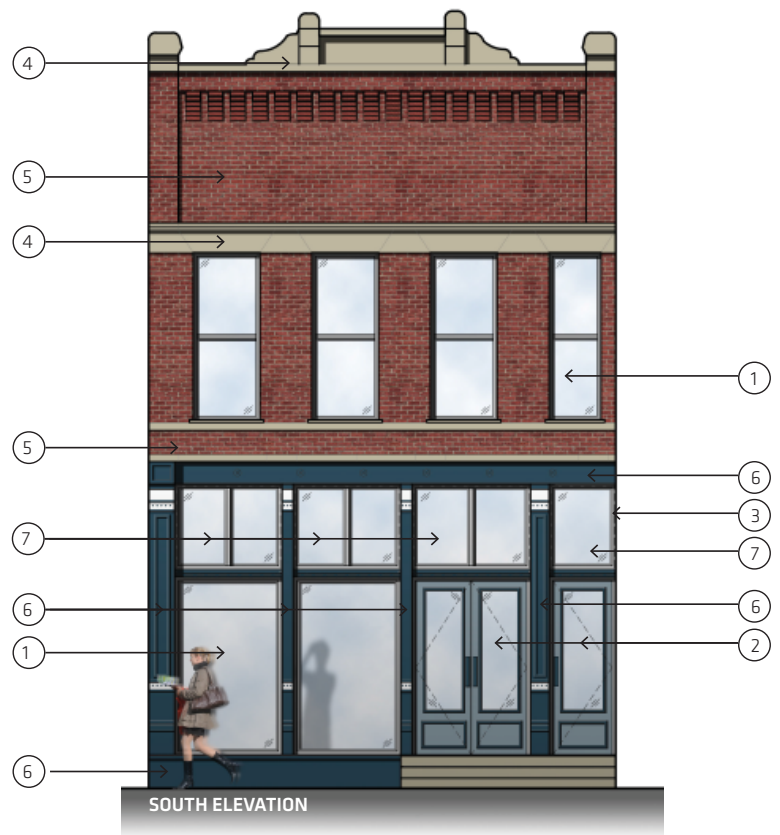
1 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA

40 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA



PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Windows** - Prep openings, blocking and flashing. Interior trim and new aluminum-wood storefront (finished) with insulated glazing.
- ② **Front Door** - New entrance doors
- ③ **Awning** - Potential awning shown in dashed lines.
- ④ **Limestone** - Clean and tuck-pointing
- ⑤ **Existing Masonry** - Tuck-pointing
- ⑥ **Existing Structure** - Clean, Restore, Re-Finish
- ⑦ **Transom Windows** - Prep openings, blocking and flashing. Interior trim and new aluminum-wood storefront (finished) with insulated-translucent glazing.



40 W JACKSON ST | PROPOSED IMPROVEMENTS
CITY OF CICERO, INDIANA

120 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA



PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Windows** - Prep openings, blocking and flashing. Interior trim and new aluminum-wood storefront (finished) with insulated glazing.
- ② **Front Door** - New entrance doors
- ③ **Existing Masonry** - Miscellaneous tuck-pointing and cleaning as necessary.
- ④ **Spandrel Windows** - To replace siding infill under the arched brick-work.
- ⑤ **Signage** - Potential signage location (shown with dashed line).
- ⑥ **Canopy** - New premanufactured entrance canopy.
- ⑦ **Cornice** - Restore existing cornice and added detailing.



120 W JACKSON ST | PROPOSED IMPROVEMENTS
CITY OF CICERO, INDIANA

97 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA



PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Windows** - Prep openings, blocking and flashing. Interior trim and new aluminum-wood storefront (finished) with insulated glazing.
- ② **Front Door** - New entrance doors.
- ③ **Limestone** - Clean and tuck-pointing.
- ④ **Existing Masonry** - Miscellaneous tuck-pointing and cleaning.
- ⑤ **Existing Structure** - Clean, Restore, Re-Finish
- ⑥ **Wood Work** - Exterior wood trim and paneling.
- ⑦ **Additional Windows** - Could potentially add spandrel windows where infill brick has been added (shown with dashed line).
- ⑧ **Remove Masonry** - Could potentially look at removing masonry and matching cast-iron column as shown on the left-side of the elevation.

97 W JACKSON ST | PROPOSED IMPROVEMENTS
CITY OF CICERO, INDIANA



87/95 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA



PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Windows** - Prep openings, blocking and flashing. Interior trim and new aluminum-wood storefront (finished) with insulated glazing.
- ② **Front Door** - New entrance doors.
- ③ **Existing Masonry** - Miscellaneous tuck-pointing and cleaning.
- ④ **Wood Work** - Exterior wood trim and paneling.



87/95 W JACKSON ST | PROPOSED IMPROVEMENTS
CITY OF CICERO, INDIANA

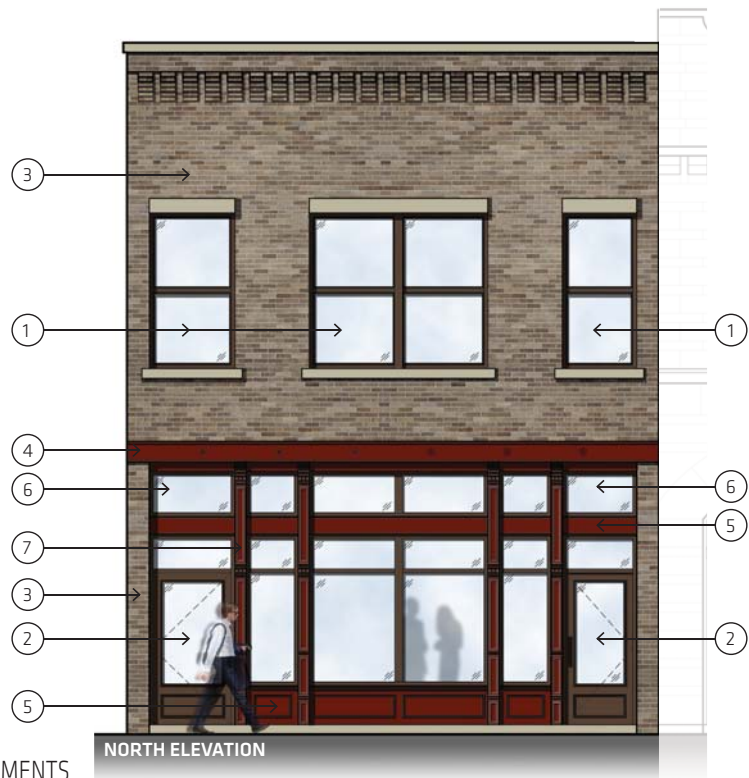
93 W JACKSON ST | EXISTING CONDITION
CITY OF CICERO, INDIANA



NORTH ELEVATION

PROPOSED IMPROVEMENT BREAK DOWN:

- ① **Windows** - Prep openings, blocking and flashing. Interior trim and new aluminum-wood storefront (finished) with insulated glazing.
- ② **Front Door** - New entrance doors.
- ③ **Existing Masonry** - Remove existing panels and miscellaneous tuck-pointing and cleaning.
- ④ **Existing Structure** - Clean, Restore, Re-Finish
- ⑤ **Wood Work** - Exterior wood trim and paneling.
- ⑥ **Additional Windows** - Could potentially add spandrel windows where brick was.
- ⑦ **Remove Masonry** - Remove existing masonry and create cast-iron columns and new windows on first level.



NORTH ELEVATION

93 W JACKSON ST | PROPOSED IMPROVEMENTS
CITY OF CICERO, INDIANA

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RED BRIDGE PARK



Red Bridge Park is located just over a half mile west of the downtown on the west shore of the reservoir. A great asset to the community, it houses the public pool, community room, open space, trails, docks, and parking. Several recommendations were made in the Waterfront Study, which resurfaced as a priority in the public input process for this plan as well.

Reorganization of Parking

The most highly desired land within the park, a grassy open space along the waterfront, is currently taken up by parking. It is recommended a gradual reorganization of this park begin to shift the parking lots to the back of the park, west of the community room, so the waterfront property can be used for trails, multi-functional event space, and public access to the water.



Asphalt parking lots currently take up the most desirable waterfront space within the park.

Public Access to the Water

Docks along the waterfront at Red Bridge Park are plentiful; however, public access is limited. The desire for public docks, a public beach, public fishing pier, and, public access to the water in general was reiterated in our public workshop. There should be opportunities for those who do not own a boat to access the reservoir.

The town has an application underway for a Place Based Investment Fund (OCRA) grant to fund a public pier in Red Bridge Park. This pier would begin to fill the need for public access as well as provide the components necessary for programming movies and music on the water that could be enjoyed by those in watercraft as well as those on the shore.



The rendering above illustrates the town's vision for a public pier at Red Bridge Park.

Internal Loop Trail

It is recommended that the pedestrian access to this proposed pier tie into a loop trail within the park that connects the pool, community room, and parking lots. This loop trail would further enhance the walkway along the causeway by providing a destination and means to enjoy the entire park via bicycle or on foot.



Although the Red Bridge Park is not directly adjacent to the downtown, the organization of the park will add to the programming activities that directly benefit the viability of the historic business district.

GATEWAYS

First impressions impact short-term and long-term decisions. A positive first impression of a community may influence a visitor to stop and investigate, decide to return, or even choose to become a full-time resident. Strategically located, aesthetically pleasing gateway features add to a positive first experience by a visitor while also providing an established sense of community pride for locals.

Western Gateway

Although the bridge over the reservoir already provides a grand, natural entrance into the community, a welcome sign, or a signature sculpture piece of some kind, could establish the town identity even further. Something of this nature could be placed in the triangular parcel on the south side of 236th just before the bridge. This would bring identity for the community, so Red Bridge Park, the causeway, and the reservoir would be connected to Cicero in people's minds. This location could also provide wayfinding to downtown Cicero.



Wayfinding can be an affective way of welcoming visitors and directing them to the town's most important amenities.

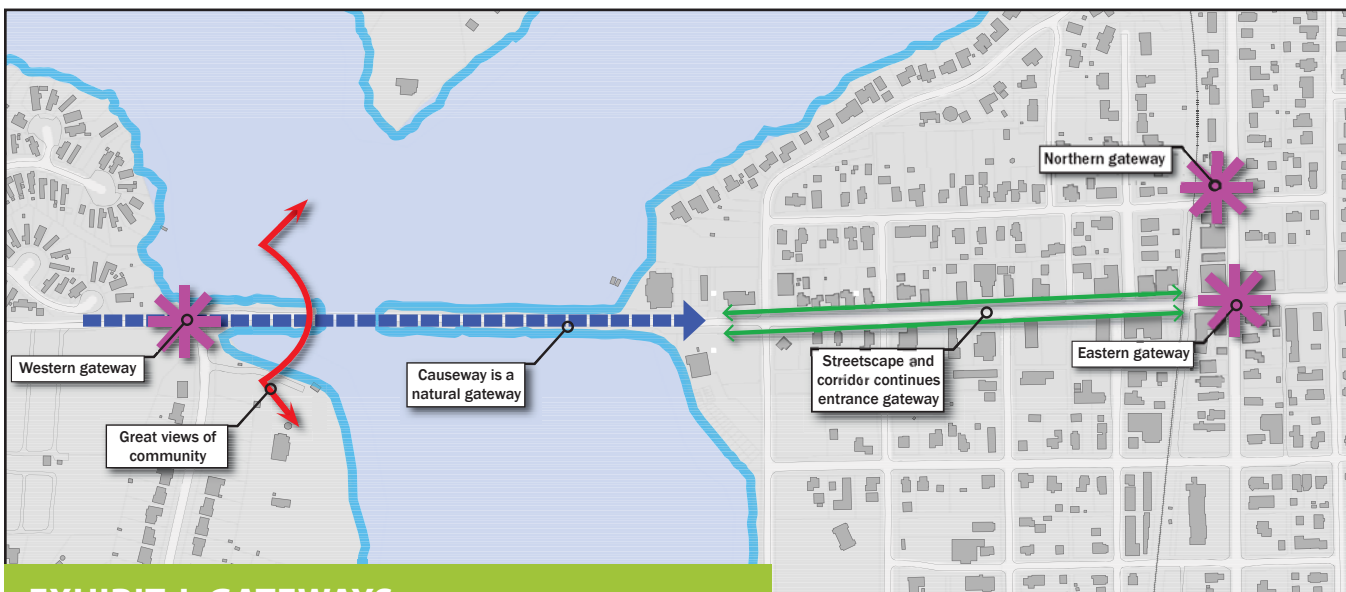


EXHIBIT J: GATEWAYS

Northern Gateway

An abandoned gas station sits just north of the intersection of Jackson and SR-19. There may be an opportunity to engage this parcel with the routing of the proposed trail, a small trailhead and a welcome feature of some kind to greet those entering the community from the north.

Eastern Gateway

Due to lack of space, a non-traditional gateway feature would need to be implemented at the of Jackson and SR-19 to mark the western entrance to downtown Cicero. A mural along the eastern side of the existing buildings at that intersection could produce an identity statement without taking up much space.



Due to the lack of space for a traditional monument sign, a 3D mural, similar to that shown above may be an option for the Jackson and SR-19 intersection. Advertising already takes place in this location as shown below.

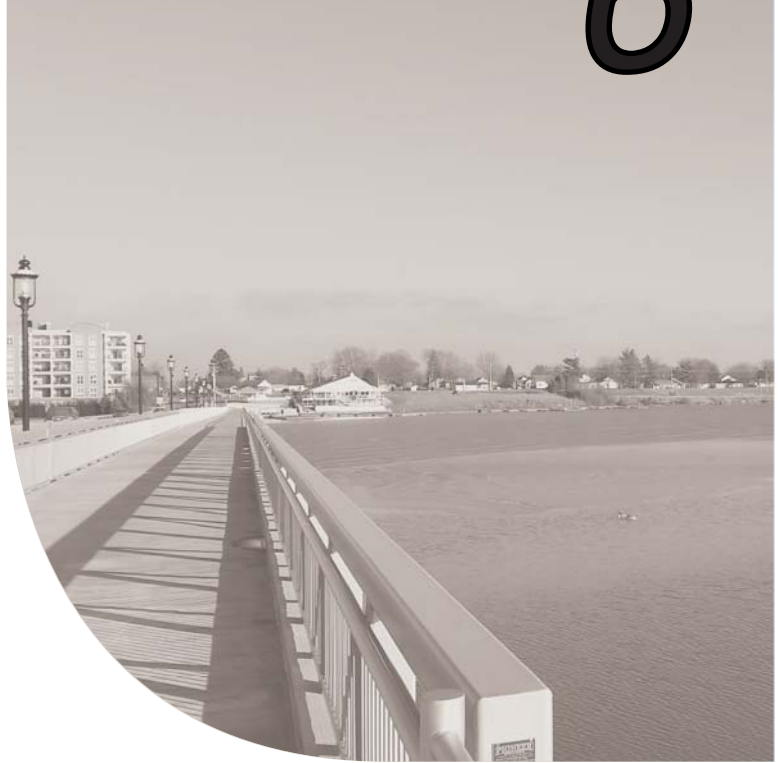


The two examples above are welcome or entrance signs for communities in French Lick and Seymour. One states simply, "welcome". The other has a more customized representation of the community events and destinations.

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PRIORITY PROJECTS

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SUMMARY

PRIORITY	PROJECT	FUNDING SOURCES
1	Downtown Facades	Office of Community and Rural Affairs - Main Street Revitalization Program Locally funded matching grant program or revolving loan
2	Downtown Streetscape	MPO - MAP-21 Funding Office of Community and Rural Affairs - Main Street Revitalization Program
3	Downtown Trailhead	Office of Community and Rural Affairs Main Street Revitalization Program Office of Community and Rural Affairs and Indiana Office of Tourism - Place Based Investment Funds
4	Southern Trail Connection	MPO - MAP-21 Funding
5	Jackson-Main Intersection Improvements/Gateway	MPO - MAP-21 Funding Local Funding Sources
6	Town Hall	Local Funding Sources Private-Public Partnership
7	Vinegar Hill Development	Local Funding Sources Private-Public Partnership

PROJECT: DOWNTOWN FACADES



FACADE PRIORITY EXAMPLES:
Jackson Street between Short and Peru/SR-19

Project Description

The restoration of historic downtown facades is instrumental in revitalization efforts. The buildings within the historic district define the character and identity of the community. The quality of the appearance of this corridor will make a lasting impression on visitors and strongly affect whether or not people choose to shop and eat in this district, or go somewhere else.

A priority zone has been established based on the historic district downtown. Buildings in this area should be included in the first round of a restoration project. Subsequent rounds should begin to address buildings outside of this priority zone as illustrated on the map graphic shown in the Facades section of the “Priorities” chapter.

Funding Options

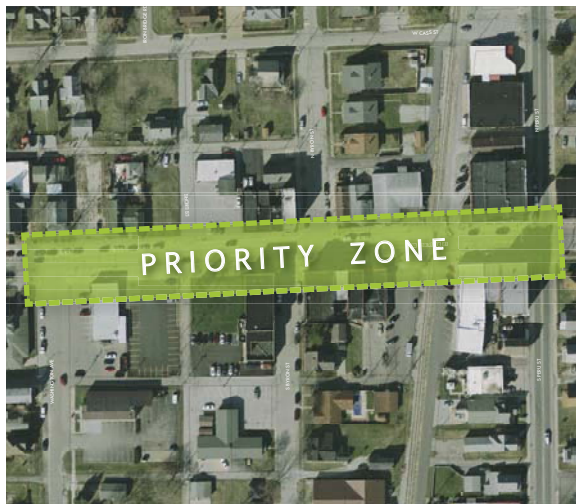
- Office of Community and Rural Affairs - Main Street Revitalization Program
- Locally funded matching grant program or revolving loan for yearly modest improvements

Next Steps

- Identify interested property owners who are able to provide matching funds.
- Secure the services of a grant writer to complete the funding application.
- Procure an architecture firm to facilitate preliminary engineering for the targeted properties.

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PROJECT: DOWNTOWN STREETScape



LOCATION: Jackson Street Corridor (Washington Street to Peru Street/SR-19)



CONCEPT: New sidewalks, special paving, site furniture, and street trees would be implemented along the Jackson.

Project Description

The most important component of this project is the addition of street trees to the Jackson Street corridor. This could be accomplished quickly through a low budget street tree program that re-adapts the existing tree wells for the installation of new trees. However, this “quick fix” may not provide the desired long-term results.

It is recommended the town pursue funding for a more comprehensive streetscape project that would rework the hardscape between the curb and the buildings, including new sidewalks, street furnishings, special paving, and the adjustment/repositioning of the existing street lights.

Although streetscape improvements should eventually stretch along Jackson all the way from Peru Street/SR-19 to the reservoir, the priority zone remains in the heart of the historic downtown commercial district. Washington Street to Peru Street/SR-19 should be the focus of the first phase of implementation.

Funding options

- Office of Community and Rural Affairs - Main Street Revitalization Program
- MPO - MAP-21 Funding

Next Steps

- Pursue funding by submitting an application for a multi-phase comprehensive streetscape project to the MPO.

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PROJECT: DOWNTOWN TRAILHEAD



LOCATION:
Jackson Street + Railroad



CONCEPT: Southern trail connection entering plaza with public parking to the west and train platform and sculpture piece along Jackson.

Project Description

The intention of this project is to provide a centralized transportation hub for future trails routing through the downtown as well as existing railroad events. Multi-functional plaza space would create a destination for downtown programming.

Basic amenities such as bike racks and maps would encourage and support trail users. The space also offers opportunities for a sculpture, sign, or structure to give the area further identity and character. Other project components may include:

- Train platform/overhead structure
- Plaza space with special paving
- Decorative lighting
- Benches and trash receptacles
- Bike racks and repair stations
- Water fountain
- Trail map
- Downtown identity feature (sculpture/public art/signage, etc.)
- Public restroom

Funding Options

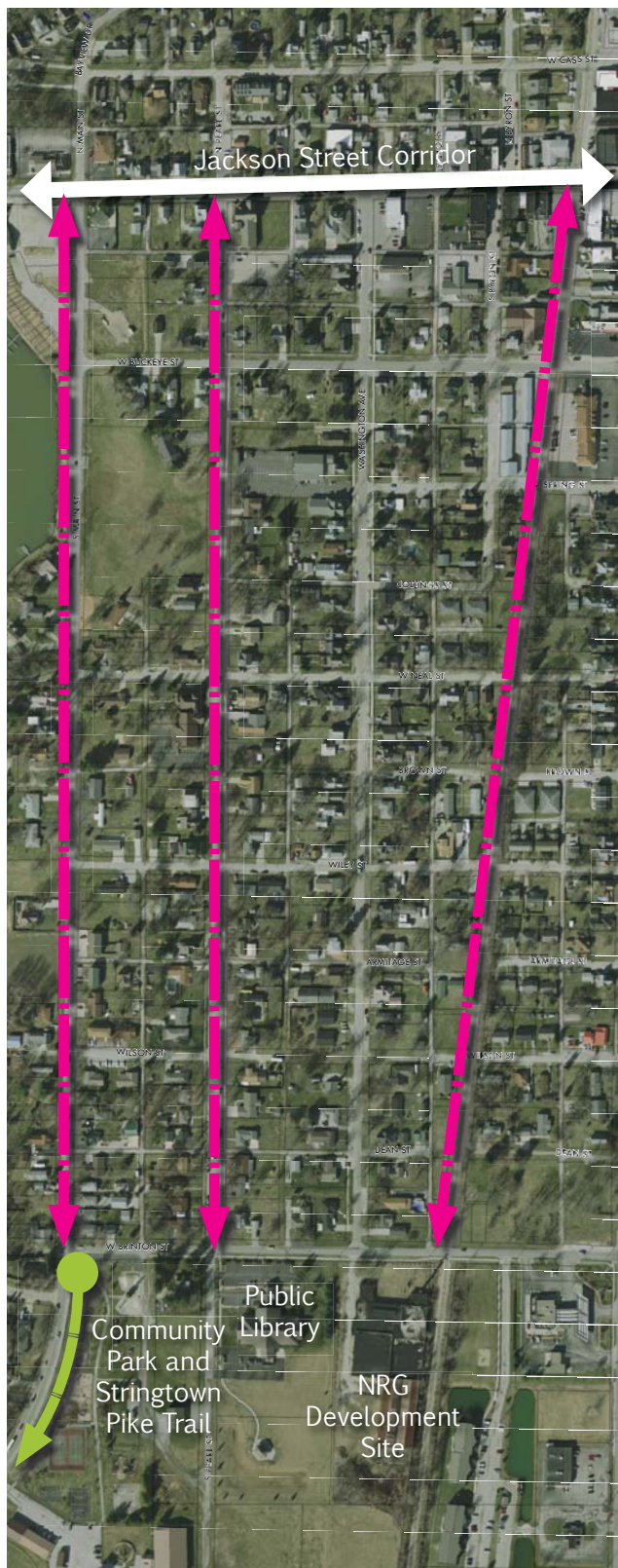
- Office of Community and Rural Affairs - Main Street Revitalization Program
- Office of Community and Rural Affairs and the Indiana Office of Tourism - Place Based Investment Funds

Next Steps

- Work with the Hoosier Heritage Port Authority board and potential funding agencies to determine site control requirements, which may be complete site acquisition, or a long term lease or use agreement of some kind.

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PROJECT: SOUTHERN TRAIL CONNECTION



LOCATION: Several route alternatives discussed throughout this study are illustrated above.

PROJECT DESCRIPTION

The missing pedestrian connection link between the downtown and the community amenities to the south is apparent. A strong north-south connection would better link the downtown to the rest of the community. Furthermore, it would connect downtown Cicero to the surrounding communities and trail amenities they have to offer.

Throughout this plan, several route alternatives were reviewed--following the Hoosier Heritage Port Authority right-of-way, along Main Street, or Pearl Street. It is recommended a more in depth study be done to conclude which route is most cost effective, efficient, and feasible.

Ultimately, whichever route is chosen, how it connects to the future trails planned in the North Hamilton County Trail Master Plan as well as the U.S. Interstate Bike Route 35 will be crucial to the long term success of the project.

FUNDING OPTIONS

- MPO - MAP-21 Funding

NEXT STEPS

- Procure an engineering firm to provide a feasibility study analyzing the best route for the south connection in regards to property impacts, cost, pedestrian and vehicular safety, and connectivity.
- Using results of study, submit project application to MPO for consideration.

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PROJECT: JACKSON-MAIN INTERSECTION



LOCATION:
Intersection of Jackson & Main St.

CONCEPT: Pedestrian safety, traffic calming, beautification, and a welcome statement are the four goals of this project.

Project Description

The intention of this project is two-fold-
-improve the pedestrian facilities at the intersection of Jackson and Main and create an impact-full entrance statement into the downtown district. Project components may include the following:

- Causeway walkway extension from narrowed sidewalk to the intersection
- Sidewalks and landings of adequate width, accessible ramps, and crosswalks
- Lit welcome sign or identity piece and landscaping enhancements
- Traffic calming measures such as narrowed travel lanes, bump-outs, or a tree-lined boulevard
- Burial of power-lines if feasible

Funding Options:

- MPO - MAP-21 Funding
- Local funding sources

Next Steps

- Pursue funding by submitting an application for an intersection improvement plan to the MPO.

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PROJECT: NEW TOWN HALL



LOCATION:
150 W. Jackson Street



CONCEPT: If Short Street were closed, a larger mixed-use development could house town hall services on a second level and active uses on the first.

Project Description

The establishment of a new town hall facility within the downtown historic district is a large undertaking; nevertheless, the need is apparent. If done right, the development of a new several-story, mixed-use facility downtown could trigger new opportunities and inspire further economic development within the district.

By closing Short Street, the town could pursue obtaining the property to the west of the existing facility. This property, in combination with others already owned by the town, would create a large enough parcel for a building set along Jackson with a parking lot behind. This type of development would be designed in a way to complement and blend with existing structures extending the commercial district further west towards the reservoir.

Funding Options

- Local funding sources
- Private-Public partnership

Next Steps

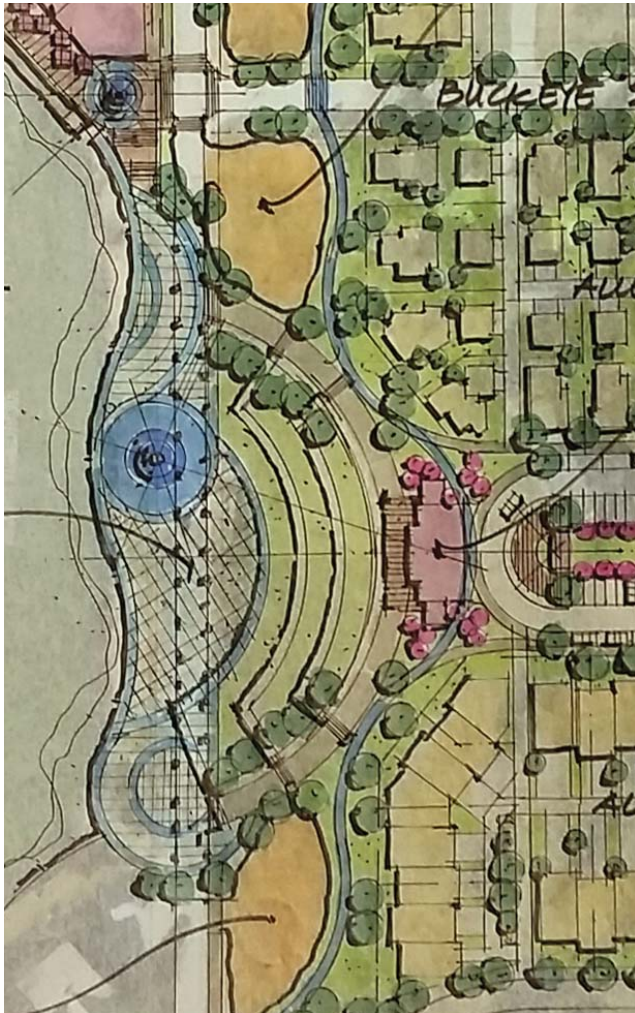
- Consider acquisition and/or vacating Short Street to prepare a future development site for town hall.
- Procure an architect to develop a schematic plan for the building, and establish a recommended budget.
- Review alternate funding sources.
- Pursue developer partnerships.

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PROJECT: VINEGAR HILL



LOCATION:
Intersection of Jackson & Main St.



CONCEPT: X

Project Description

Considered one of Cicero's biggest opportunities for impactful redevelopment, Vinegar Hill is currently underutilized open space at a prime waterfront location. The right development in this location could make Cicero a destination for recreation.

The intention of this project is to provide an urban waterfront park that integrates public amenities such as a park, amphitheater, trail, waterfront promenade and sprayground with private developments such as a banquet center and entertainment district.

Funding Options

- Local funding sources
- Private-Public partnership

Next Steps

- Acquire property adjacent to the waterfront both east and west of the Main Street corridor.
- Pursue private developer partnerships.

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APPENDIX



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TABLE OF CONTENTS

1. PHOTO CREDITS AND FOOTNOTES
2. RETAIL LEAKAGE AND SURPLUS ANALYSIS
3. PRELIMINARY PROJECT CONSTRUCTION ESTIMATES

Photo Credits and Footnotes

Page:	Image:	Source:
Cover	1	Our Town Cicero - Facebook Page
	2	www.thetimes24-7.com
29	1-5	Our Town Cicero - Facebook Page
42	1	www.edsaplan.com
	2	www.blog.archpaper.com
43	1	www.pps.org
	2	www.circlespark.org
	3	www.baltimore.org
	4	www.pps.org
47	1	www.minnpost.com
48	1	www.gardens.missouri.edu
49	1	www.meridianms.org
50	1	www.cityofboston.gov
	2	www.newenglandtravelplanner.com
	3	www.chi.streetsblog.org
51	1	www.scofield.com
	2	www.flaglertavern.com
	3	www.nashville.gov
	4	www.zillow.com
52	1	www.indyculturaltrail.org
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54	1	www.articles.philly.com
55	1	www.firstandlastmiddletown.com
	2	www.connecticutmag.com
58	1	www.kenscottphotography.com
	2	2010 Cicero Waterfront Development Study
60	1	www.wndu.com
	2	www.igniteprovidence.org
61	1	www.itm.org
	2	
	3	www.grit.com
62	1	www.downtownmarketgr.com
	2	

Note: All other images not included in this list are original photographs or renderings taken or created by HWC Engineering or Axis Architecture.



Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between estimated and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.

.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and estimated sales for major store types.

Figure 1. Leakage/Surplus Index and Estimated and Potential Sales by Major Store Types



Store Type	Potential	Estimated Sales	Surplus/Leakage
Motor Vehicle Parts & Dealers	138,918,186	39,323,530	0.3
Furniture & Home Furnishing Stores	11,390,195	4,893,556	0.4
Electronics & Appliance Stores	12,271,243	2,998,846	0.2
Building Material & Garden Equipment & Supply Dealers	37,692,738	10,200,180	0.3
Food & Beverage Stores	113,484,358	29,878,541	0.3
Health & Personal Care Stores	47,442,671	20,244,258	0.4
Clothing & Clothing Accessories Stores	46,743,165	5,145,623	0.1
Sporting Goods, Hobby, Book, & Music Stores	13,858,238	4,366,135	0.3
General Merchandise Stores	100,992,812	274,906,742	2.7
Miscellaneous Store Retailers	21,138,764	5,045,764	0.2
Foodservice & Drinking Places	78,719,489	62,599,980	0.8
Total	622,651,859	459,603,155	0.7

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Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Automotive Dealers	121,834,832	27,888,408	0.2
Other Motor Vehicle Dealers	5,876,968	6,797,287	1.2
Automotive Parts, Accessories, & Tire Stores	11,206,386	4,637,835	0.4
Total Motor Vehicle Parts & Dealers	138,918,186	39,323,530	0.3

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Sub-Categories of Furniture & Home Furnishing Stores



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Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Household Appliances Stores	1,764,651	210,981	0.1
Radio, Television and Other Electronics Stores	7,219,074	1,846,708	0.3
Computer and Software Stores	3,012,314	815,069	0.3
Camera & Photographic Equipment Stores	275,204	126,088	0.5
Total Electronics & Appliance Stores	12,271,243	2,998,846	0.2

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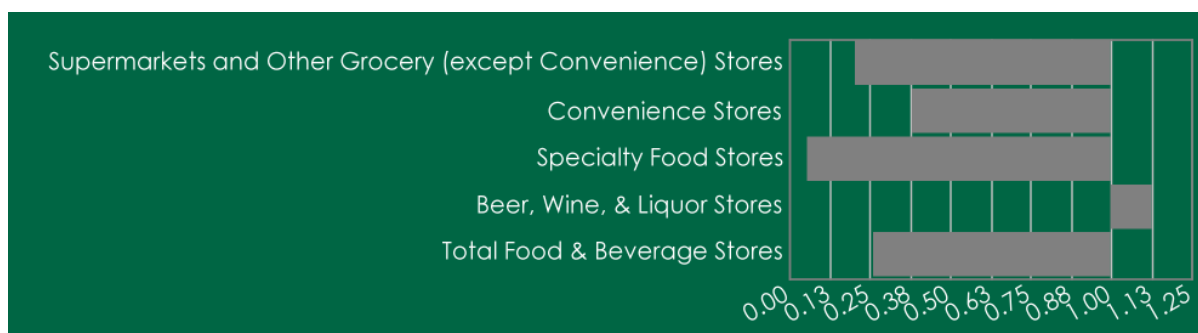
Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Home Centers	14,065,228	6,504,979	0.5
Paint and Wallpaper Stores	968,167	88,816	0.0
Hardware Stores	2,952,628	782,405	0.3
Other Building Materials Dealers	12,385,273	1,853,320	0.1
Outdoor Power Equipment Stores	969,672	8,671	0.0
Nursery and Garden centers	6,351,770	961,989	0.2
Total Building Material & Garden Equipment & Supply Dealers	37,692,738	10,200,180	0.3

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Sub-Categories of Food & Beverage Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Supermarkets and Other Grocery (except Convenience) Stores	96,520,554	19,653,492	0.2
Convenience Stores	5,849,835	2,250,867	0.4
Specialty Food Stores	4,239,245	233,836	0.0
Beer, Wine, & Liquor Stores	6,874,724	7,740,346	1.1
Total Food & Beverage Stores	113,484,358	29,878,541	0.3

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Pharmacies and Drug Stores	39,248,956	17,837,121	0.5
Cosmetics, Beauty Supplies and Perfume Stores	2,439,429	639,867	0.3
Optical Goods Stores	2,383,934	354,295	0.1
Other Health and Personal Care Stores	3,370,352	1,412,975	0.4
Total Health & Personal Care Stores	47,442,671	20,244,258	0.4

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Sub-Categories of Clothing & Clothing Accessories Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Mens Clothing Stores	1,629,068	13,950	0.0
Womens Clothing Stores	6,039,309	1,361,528	0.2
Childrens and Infants Clothing Stores	2,511,405	45,775	0.0
Family Clothing Stores	17,112,776	870,686	0.0
Clothing Accessories Stores	1,273,047	157,194	0.1
Other Clothing Stores	2,061,075	450,130	0.2
Shoe Stores	7,762,148	45,165	0.0
Jewelry Stores	7,753,143	2,201,195	0.3
Luggage & Leather Goods Stores	601,194	0	0.0
Total Clothing & Clothing Accessories Stores	46,743,165	5,145,623	0.1

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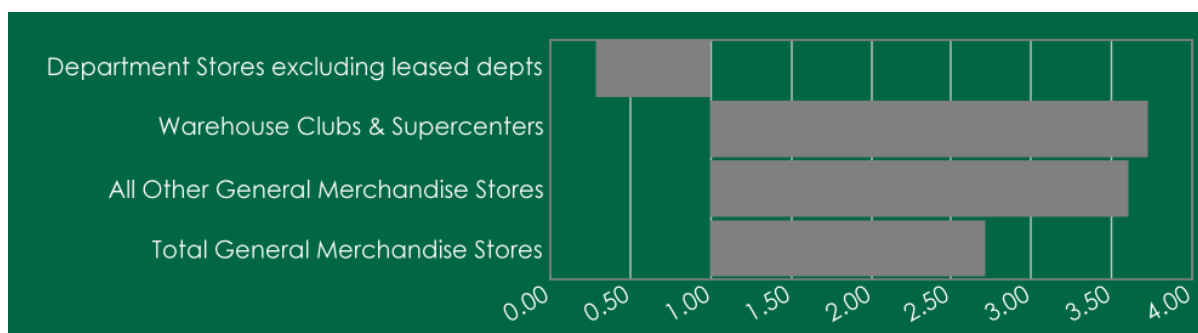
Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Sporting Goods Stores	7,014,553	2,267,474	0.3
Hobby, Toys and Games Stores	3,660,563	1,093,991	0.3
Sew/Neddlework/Piece Goods Stores	435,812	81,877	0.2
Musical Instrument and Supplies Stores	460,434	9,602	0.0
Book Stores	1,439,837	620,111	0.4
News Dealers and Newsstands	343,288	278,589	0.8
Prerecorded Tape, Compact Disc, and Record Stores	503,751	14,491	0.0
Total Sporting Goods, Hobby, Book, & Music Stores	13,858,238	4,366,135	0.3

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Sub-Categories of General Merchandise Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Department Stores excluding leased depts	29,248,629	8,597,278	0.3
Warehouse Clubs & Supercenters	59,270,423	221,306,091	3.7
All Other General Merchandise Stores	12,473,760	45,003,373	3.6
Total General Merchandise Stores	100,992,812	274,906,742	2.7

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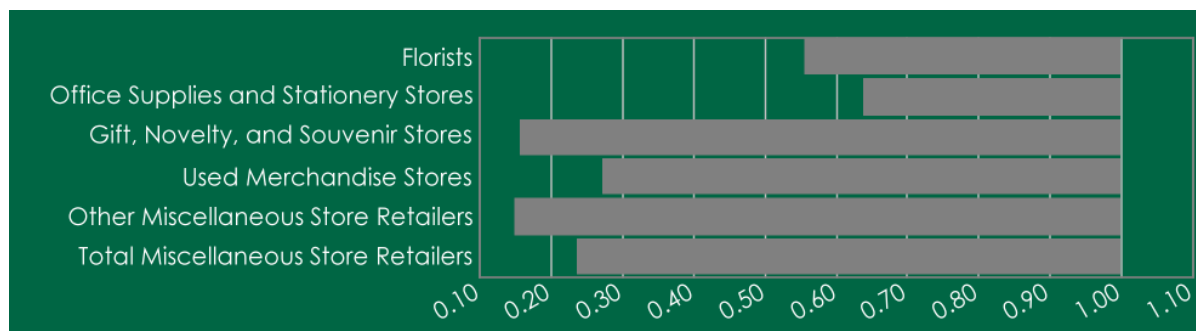
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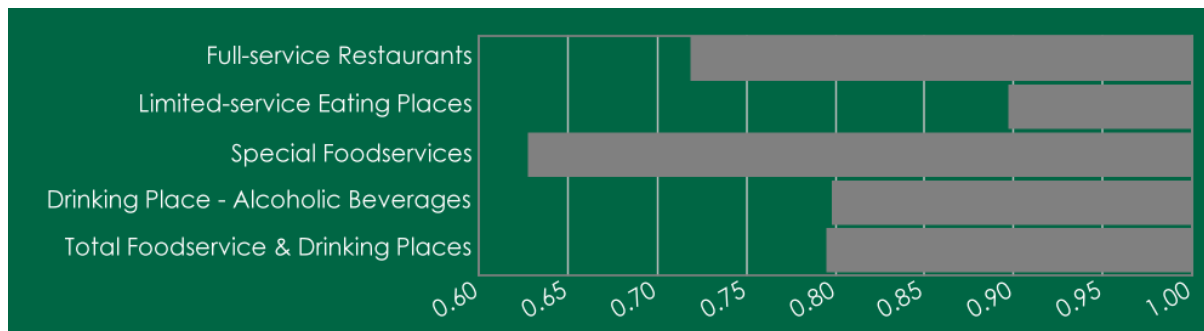
Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Florists	888,127	494,212	0.6
Office Supplies and Stationery Stores	2,450,700	1,567,678	0.6
Gift, Novelty, and Souvenir Stores	3,391,824	538,786	0.2
Used Merchandise Stores	2,197,495	601,206	0.3
Other Miscellaneous Store Retailers	12,210,618	1,843,882	0.2
Total Miscellaneous Store Retailers	21,138,764	5,045,764	0.2

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Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Estimated Sales	Surplus/Leakage
Full-service Restaurants	34,191,529	24,584,634	0.7
Limited-service Eating Places	35,547,468	31,913,555	0.9
Special Foodservices	6,272,070	3,940,373	0.6
Drinking Place - Alcoholic Beverages	2,708,422	2,161,418	0.8
Total Foodservice & Drinking Places	78,719,489	62,599,980	0.8

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Sources and Methodology

The primary data sources used in the construction of the database include:

- Current Year CAPE (Census Area Projections & Estimates) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The CAPE (Census Area Projections & Estimates) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the CAPE Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.

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**PRELIMINARY
COST ESTIMATE**



ITEM NAME	UNIT	QTY	UNIT COST	AMOUNT
STREETSCAPE (Jackson Street - SR-19 to Byron St., 800 LFT)				
Construction Engineering	LS	1	\$ 9,213.06	\$ 9,213.06
Mobilization/Demobilization	LS	1	\$ 15,355.09	\$ 15,355.09
Clearing of Right of Way				
Sidewalk, Concrete, Remove	SFT	10,400	\$ 8.00	\$ 83,200.00
Earthwork	LS	1	\$ 10,000.00	\$ 10,000.00
Excavation Common	CYS	200	\$ 40.00	\$ 8,000.00
Hardscape				
Sidewalk, Concrete	SYS	924	\$ 75.00	\$ 69,333.33
Pavers (20%)	SFT	231	\$ 25.00	\$ 5,777.78
Tree Grates	EA	16	\$ 2,200.00	\$ 35,200.00
Driveway, Concrete	SYS	50	\$ 75.00	\$ 3,750.00
Crosswalks	LS	1	\$ 8,500.00	\$ 8,500.00
Curb Ramps	EA	12	\$ 500.00	\$ 6,000.00
Landscape				
Trees	EA	16	\$ 900.00	\$ 14,400.00
Planting Soil, trees (25 SFT per tree, 36" depth)	CYS	44	\$ 100.00	\$ 4,444.44
Hardwood Mulch	CYS	4	\$ 80.00	\$ 296.30
Irrigation	LS	1	\$ 25,000.00	\$ 25,000.00
Site Amenities				
Benches	EA	8	\$ 2,200.00	\$ 17,600.00
Trash & Recycle Receptacles	EA	6	\$ 1,800.00	\$ 10,800.00
Bike Racks	EA	6	\$ 800.00	\$ 4,800.00
Lighting & Electrical				
Relocate Decorative Light Poles	EA	10	\$ 2,500.00	\$ 25,000.00
Wiring Allowance	LSUM	1	\$ 20,000.00	\$ 20,000.00
Event Power Allowance	LSUM	1	\$ 25,000.00	\$ 25,000.00
			Subtotal	\$ 377,101.85
			Contingency (20%)	\$ 75,420.37
			Total	\$ 452,522.22

**PRELIMINARY
COST ESTIMATE**



ITEM NAME	UNIT	QTY	UNIT COST	AMOUNT
PLAZA (+/-5,500 SFT)				
Construction Engineering	LS	1	\$ 10,266.58	\$ 10,266.58
Mobilization/Demobilization	LS	1	\$ 17,110.97	\$ 17,110.97
Clearing of Right of Way				
Guardrail, Remove	LFT	85	\$ 15.00	\$ 1,275.00
Curb Concrete, Remove	LFT	85	\$ 10.00	\$ 850.00
Pavement, Remove	SFT	5,500	\$ 8.00	\$ 44,000.00
Sidewalk, Concrete, Remove	SFT	800	\$ 8.00	\$ 6,400.00
Earthwork	LS	1	\$ 8,500.00	\$ 8,500.00
Excavation Common	CYS	100	\$ 40.00	\$ 4,000.00
Hardscape (75% of site)				
Sidewalk, Concrete (35%)	SYS	214	\$ 75.00	\$ 16,041.67
Curb, Concrete	LFT	265	\$ 20.00	\$ 5,300.00
Pavers (40%)	SFT	2,200	\$ 25.00	\$ 55,000.00
Structures				
Train Platform Allowance (raised platform, ramp, railing, metalwork)	LSUM	1	\$ 135,000.00	\$ 135,000.00
Landscape (25% of site)				
Trees	EA	6	\$ 900.00	\$ 5,400.00
Plant, Shrubs and Groundcover (10% of site, 36" spacing)	EA	125	\$ 35.00	\$ 4,375.00
Plant, Perennial (5% of site, 18" spacing)	EA	105	\$ 85.00	\$ 8,925.00
Planting Soil, shrubs (15% of site, 18" depth)	CYS	46	\$ 100.00	\$ 4,583.33
Planting Soil, trees (25 SFT per tree, 36" depth)	CYS	17	\$ 100.00	\$ 1,666.67
Hardwood Mulch	CYS	8	\$ 80.00	\$ 611.11
Sodding (5%)	SYS	31	\$ 3.00	\$ 91.67
Irrigation	LS	1	\$ 12,500.00	\$ 12,500.00
Site Amenities				
Benches	EA	6	\$ 2,200.00	\$ 13,200.00
Trash & Recycle Receptacles	EA	4	\$ 1,800.00	\$ 7,200.00
Bike Racks	EA	6	\$ 800.00	\$ 4,800.00
Bike Repair Station	EA	1	\$ 2,500.00	\$ 2,500.00
Trail Marker/Map	EA	1	\$ 10,000.00	\$ 10,000.00
Destination Marker/Identity Sign/Public Art Allowance	EA	1	\$ 15,000.00	\$ 15,000.00

