

U N I Q U E L Y

  
**nappanee**

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*Downtown Master Plan*

**Opportunity Analysis**

March 21, 2024



# ACKNOWLEDGEMENTS

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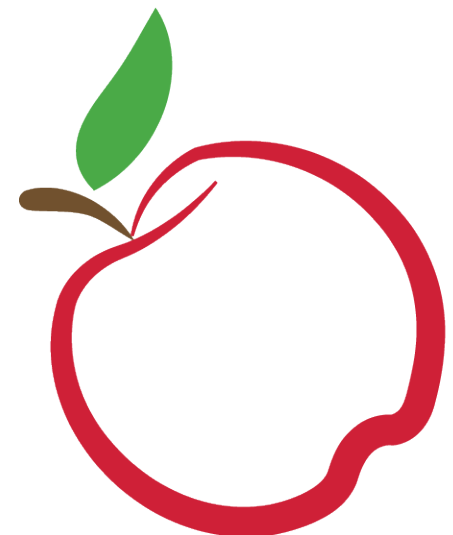
Wayne Scheumann

## Consultant Team



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# INTRODUCTION







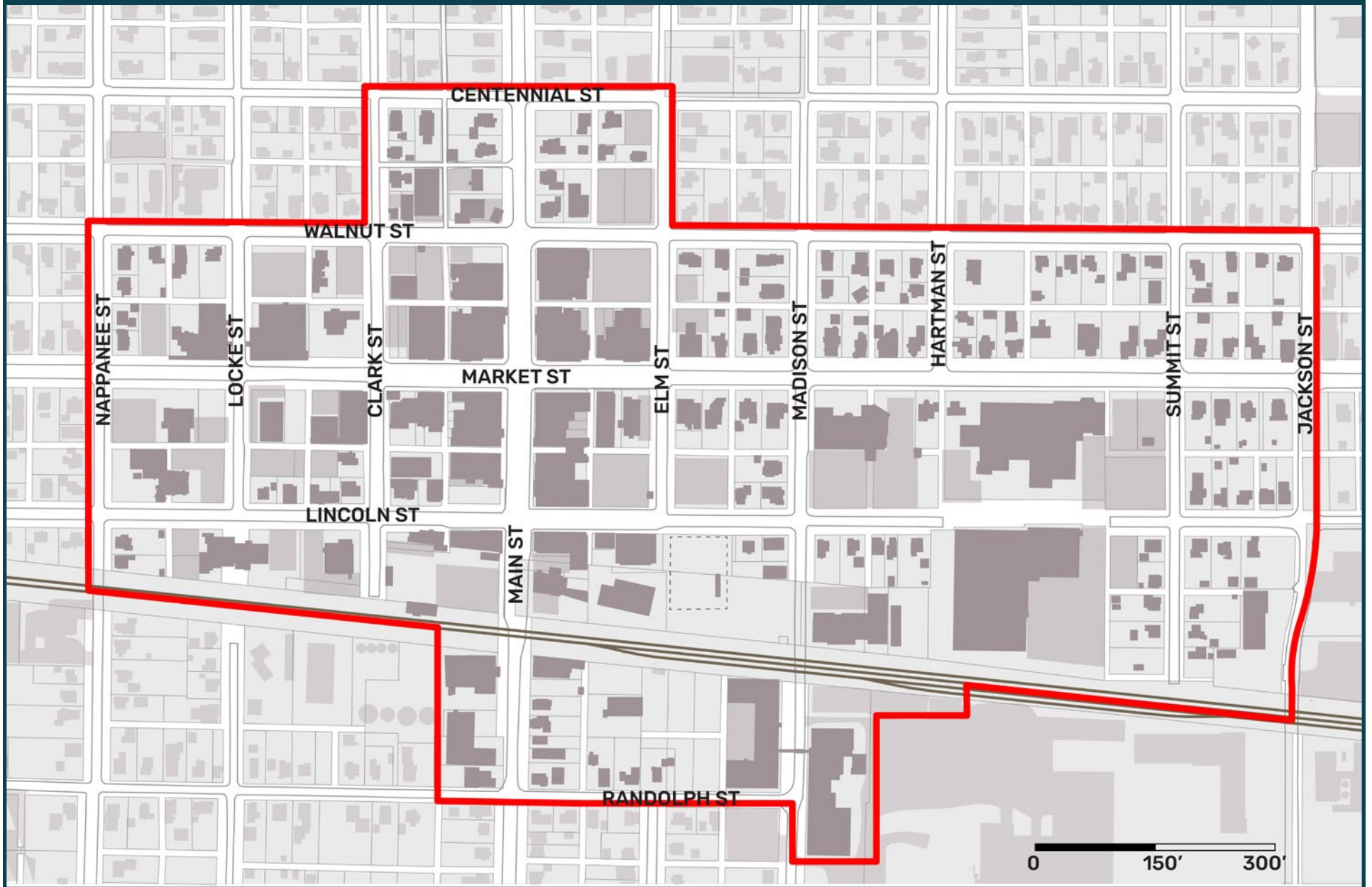
NAPPANEE  
EMBRACE  
THE PACE

Provided by the Nappanee Garden Club

## VISION

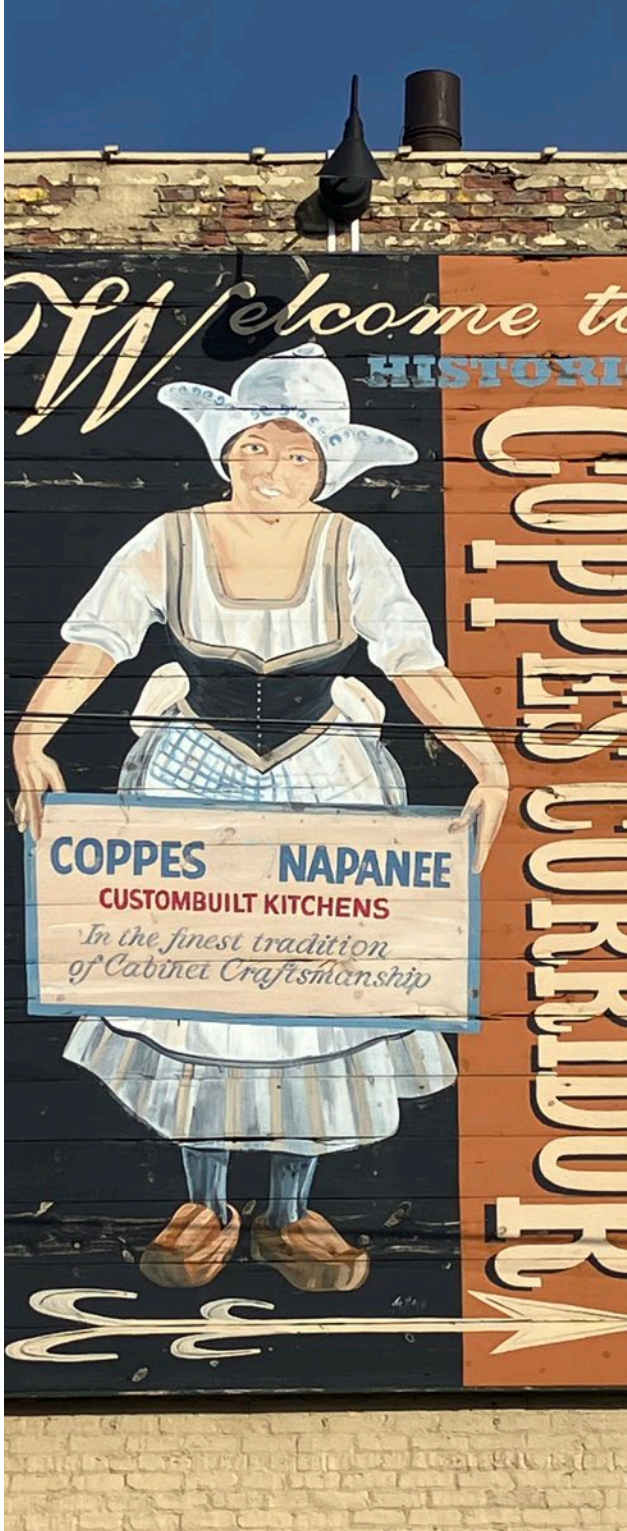
**DEVELOP A COMPREHENSIVE MASTER PLAN THAT ADDRESSES THE UNIQUE NEEDS AND CHALLENGES OF THE COMMUNITY, WHILE ENHANCING THE VIBRANCY, LIVABILITY, AND OVERALL WELL-BEING OF THE DOWNTOWN AREA TO POSITION NAPPANEE AS A PREMIER INDIANA COMMUNITY.**

# PROJECT AREA



Map of the project limits within Downtown Nappanee. The project limits is flexible and can expand based on new opportunities.





## Planning Process

The City of Nappanee has hired a team of consultants to develop a new vision for Downtown Nappanee. The downtown master planning process consists of 3 phases: the opportunity analysis, preferred strategy development, and the master plan.

During the opportunity analysis phase, the consultants identify existing issues and promising opportunities in alignment with the City of Nappanee's economic, land use, connectivity, parking, and appearance objectives. These objectives are based on the characteristics of the existing marketplace and the city's natural, physical, cultural, and financial resources.

The preferred strategy phase looks to assist the community in reaching a consensus on an overall strategy that identifies the most promising private sector redevelopment opportunities, public sector improvement opportunities, and preliminary implementation recommendations.

The final master plan phase will be a report that will show the finalized development and urban character recommendations, itemized long-term and short-term implementation actions.

Community engagement with the public and key stakeholders will be imperative through the whole process.

### opportunity analysis



### preferred strategy



### master plan



# GOALS

- 1 Analyze downtown conditions: land use, transportation, infrastructure, and economic trends.
- 2 Engage stakeholders for input: community, business owners, government officials.
- 3 Establish design guidelines for consistent downtown development with community vision.
- 4 Craft a comprehensive land use plan for diverse downtown areas: residential, commercial, and public spaces.
- 5 Improve downtown transportation and accessibility: pedestrian and bicycle infrastructure, public transit, and parking.
- 6 Identify public and private investment opportunities, potential partnerships, and funding sources.



*Nappanee promotes and preserves its history.*



*Nappanee is a business friendly city.*





*Businesses & artists promote the downtown.*



*Parking and traffic are key opportunities.*

- 7** Develop creative concepts for downtown alleyways and access ways, enhancing public use.
- 8** Integrate creative lighting concepts for downtown buildings and landscaping.
- 9** Design landscape, streetscape, and lamppost banners to compliment the downtown aesthetics.
- 10** Create façade improvement design guidelines for a cohesive downtown appearance.
- 11** Establish sign guidelines reflecting downtown history while incorporating modern advertising.
- 12** Integrate media, technology, or kiosk, digital information systems for enhanced patron experience.

# COMMUNITY ENGAGEMENT

Community engagement is a critical component in this project. By actively seeking input from the community and stakeholders, the team is able to gain valuable insight into what amenities and improvements are most desired. This will ensure that the master planning efforts are aligned with the needs and aspirations of the residents and downtown businesses, making the project more impactful for the City of Nappanee and its community.

This engagement process not only allows the team to gain input, ensuring proposed efforts are responsive to community needs, but it also helps build trust and transparency among everyone involved. Through branding, stakeholder interviews, an online community survey, and public workshops, opportunities were created for meaningful dialogue that celebrated existing successes, addressed concerns, and built a consensus around shared goals and priorities for future downtown improvements.



*At the public workshop participants had the chance to share input with the team*

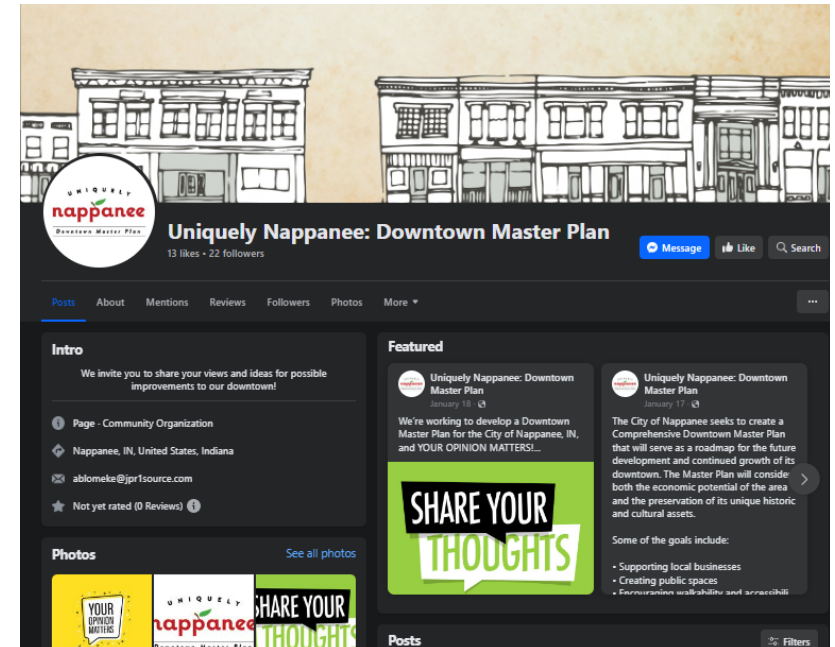
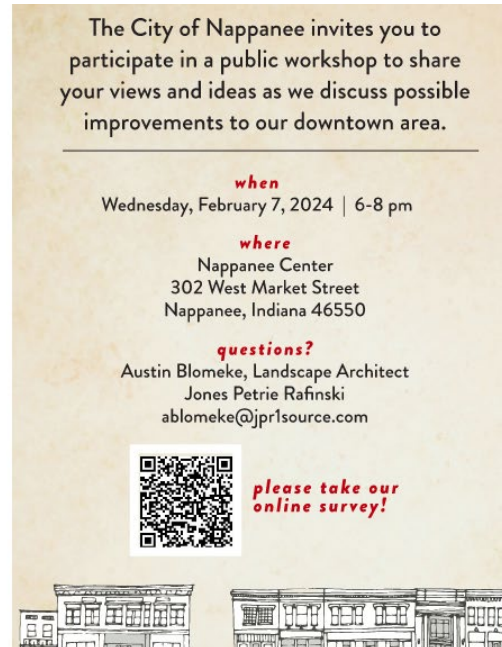
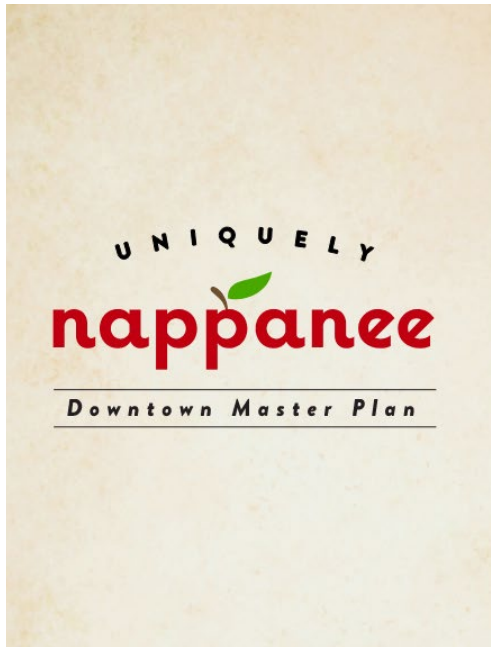


*The design team was introduced*



*Attendees contemplated their favorite amenities*





Consistent branding was utilized across all media. Shown above is an event flyer and the Uniquely Nappanee: Downtown Master Plan Facebook page.

## Branding

The team developed three logos and taglines that would represent the Downtown Master Plan project. Out of the presented designs, city staff selected the logo and tagline, "Uniquely Nappanee". This logo became the starting point for all branded marketing material. It was utilized on posters and flyers, as well as an online community survey. The posters and flyers, inviting the community to participate in a public workshop, were printed and delivered to the city which assisted in distributing them to businesses throughout downtown.

A Uniquely Nappanee: Downtown Master Plan Facebook page was also created to share information, promote the online survey, and garner interest in public workshops. To stay consistent, the social media page utilized the logo and vintage downtown graphics as its profile picture and cover photo.



"Uniquely Nappanee" was the logo and tagline chosen by City staff.

*“Feels that Nappanee is on the verge of being vibrant and ready to go.”*

### Stakeholder Interviews

On Wednesday, February 7, 2024, the team facilitated stakeholder interviews at the Nappanee City Hall. The predetermined list of stakeholders included local business owners and professionals, city officials and staff, developers, educators, and more.

Our team interviewed 28 individuals, gaining substantial feedback. A few key takeaways from interviews are shown on this page.

Jane Leavitt, a retired educator and Nappanee resident of 45 years, would like an experience while eating downtown such as events, outdoor seating, and outdoor movies. She would also like to see improved walkability, lighting, and the cleaning and activating of alleys.

Scot Honeycutt, from Phil Hahn and Associates, reminisced about previous existing stores and attractions. He likes the plaza, and believes it should include popups, a small amphitheater, splash pad, public restrooms, and should support special events.

Seth James, director of the Nappanee Public Library, says the City is the most tight-knit, family-focused community he's seen where people respect tradition and are proud of their heritage. He believes Nappanee could be more bike friendly with dedicated lanes throughout downtown and connecting to Wakarusa. He's not a fan of a hotel, but would like to see market space, small-scale lodging, a local grocery store, and a test kitchen.

Brent Warren, street superintendent, believes Nappanee has a strong art community that can grow and help make it a destination for art and culture. He sees the biggest problem as parking, and envisions a way to balance its historical image with a current contemporary one.

Justin Mast, owner of Coppes Commons, believes there is a lot of opportunity to invest and improve. He likes the idea of a hotel and second story apartments, but believes additional parking will need to be established. He also likes the idea of improved safety and aesthetics.

### Major Themes

*Based on the stakeholder interviews, our team identified the major themes shown below.*

- Community Engagement and Gathering Spaces
- Business Development and Investment
- Safety, Walkability, and Traffic
- Historical Preservation and Unique Identity
- Amenities and Services
- Collaboration and Economic Development
- Parking Challenges



## Online Community Survey

An online survey was developed to gain input from the community at-large. Open for 26 days, the survey was released to the public on January 18, 2024, and closed February 13, 2024. It consisted of 9 questions and received a total of 342 responses. The following questions were asked:

1. Do you live in Nappanee?
2. What is your age?
3. What are the strengths of downtown Nappanee?
4. What are the weaknesses of downtown Nappanee?
5. Which surrounding communities do you visit?
6. Why do you visit the communities selected above?
7. Why do you visit downtown Nappanee?
8. What would make you visit downtown Nappanee more often?
9. What type of amenities would you like to see downtown?

*The full results of the survey are available within the Appendix section.*

The online survey was publicized via a QR code on posters and postcards for the public workshop, as well as through Facebook on the Uniquely Nappanee: Downtown Master Plan page. It was shared through additional social media pages including Visit Nappanee, City of Nappanee, 574 Nosey Neighbors, and JPR (Facebook and LinkedIn), along with many personal pages.

To engage the Amish community, surveys were also printed and passed out at prominent Amish businesses to encourage participation.

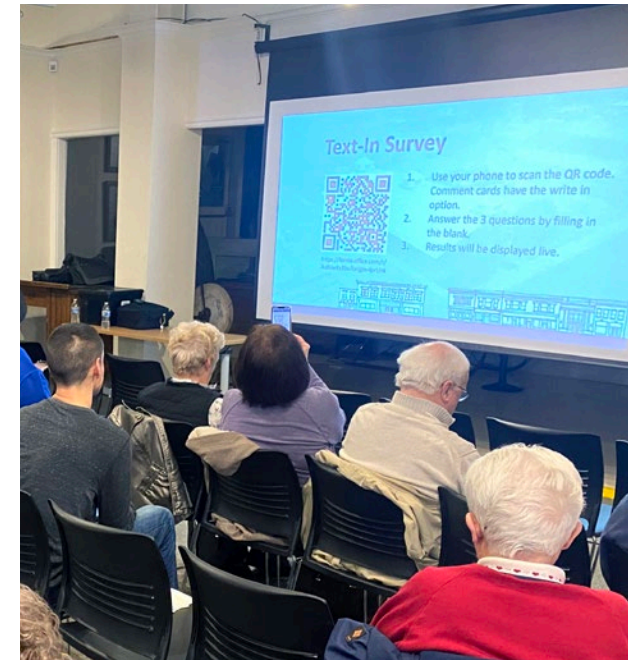
### Key Takeaways

Top 3 amenities those surveyed would like to see downtown:

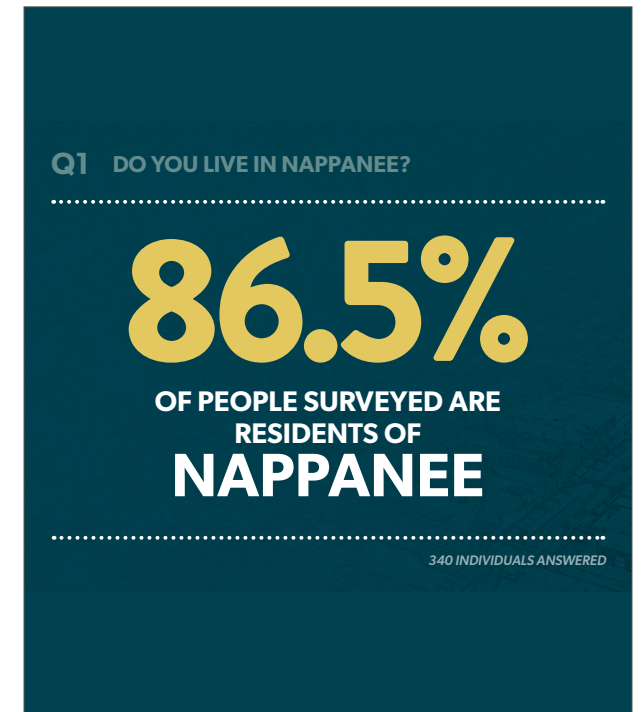
1. More restaurants
2. More Parking
3. More businesses

**Strengths:** Small town charm; friendly and welcoming; rich history; cleanliness; unique shops and restaurants; safe

**Weaknesses:** Parking; traffic flow; empty storefronts; buildings in need of repair; variety of shops and restaurants; variety of activities



*A survey QR code was provided during meetings*



## Public Workshops

On the evening of Wednesday, February 7, 2024, the team facilitated a public workshop at the Nappanee Center. The workshop took place from 6pm to 8pm, and approximately 50 people attended.

The design team presented information on the master planning process and the research done up to that point. As part of the Opportunity Analysis, they also talked about the direction of where the Master Plan was going and where they envisioned it leading to next. The discussion included information about the next phases of the Master Plan, and how this initial phase will direct Phase 2, Preferred Strategy and Concept Development.

After the hour-long presentation, attendees participated in a breakout session where they could have a discussion on the project and share their opinions. This breakout session included five boards meant to spark discussion and gain input from participants. Each board included a question and an ask for an interactive response. The questions and findings are shown to the right.

### Board 1

What do you enjoy in downtown?  
*Place dots on the three amenities you enjoy most often.*

#### Responses:

- Architecture: **8**
- Shopping: **4**
- Walking: **4**
- Art: **5**
- Restaurants: **7**
- Festivals: **11**
- Ice Cream: **8**
- Coffee Shops: **12**
- Pavillion: **2**
- Library: **9**
- Movie Theatre: **8**
- Coppes Commons: **17**

### Board 2

Do you want the city to develop a plaza?  
.....

**Responses:** YES: **19** | NO: **0**

What would you like to see in the plaza? *Place dots on your favorite images of public downtown parks.*

#### Responses:

- Support community events: **13**
- Watch a movie: **7**
- Listen to a live band: **6**
- Play in a fountain: **2**
- Play on a playground: **3**
- Roast marshmallows: **6**
- See some art shows: **9**
- Play on interactive art: **4**
- Go ice skating: **9**

### Board 3

How would you invest in downtown?  
*Place dots on the three features you think are most important to invest in and improve.*

#### Responses:

- Public Space: **16**
- Bike Infrastructure: **1**
- Decorative Alleys: **18**
- Historic Assets: **6**
- Residential Development: **7**
- Commercial Development: **4**
- Creative Lighting: **8**
- Streetscapes: **11**
- Design Guidelines: **8**
- Signage Guidelines: **6**





The team presented for approximately an hour



Interactive boards were utilized to gain input

## Board 4

What events would you like to see in the downtown?

*Describe the events, programs, and activities you'd like to see at the pavilion throughout the year.*

### Spring:

- Art festivals / street festivals
- More floral related things
- Air show
- Taste of Nappanee in the streets
- Locally-centered pet/animal shows with contests, categories, and ribbons

### Summer:

- Outdoor movies / concerts
- Community theatre / art shows
- Life-sized / competitive games
- Splash pad / water engagement
- Bigger Farmer's Market
- Ice cream festival

### Fall:

- Food trucks
- Outdoor movies
- October Fest / Fall Fest
- More harvest / outdoor things
- Outdoor concerts and campfires
- Kid-friendly activities and events

### Winter:

- Ice skating with fire pits/concessions
- Fire and Ice Festival
- Christmas Village Market
- Food trucks
- Christmas lighting competitions
- Friday Fest in winter

## Board 5

What should the architecture of downtown continue to develop?

*Place dots on your favorite types of architecture for downtown Nappanee.*

### Responses:

- Prioritize the preservation of historic buildings: **15**
- Attract visitors through quaint renovations: **20**
- Adapt existing buildings and give them a second life: **18**
- Infill to complement the existing fabric: **6**
- Embrace the new, continue to change: **30**

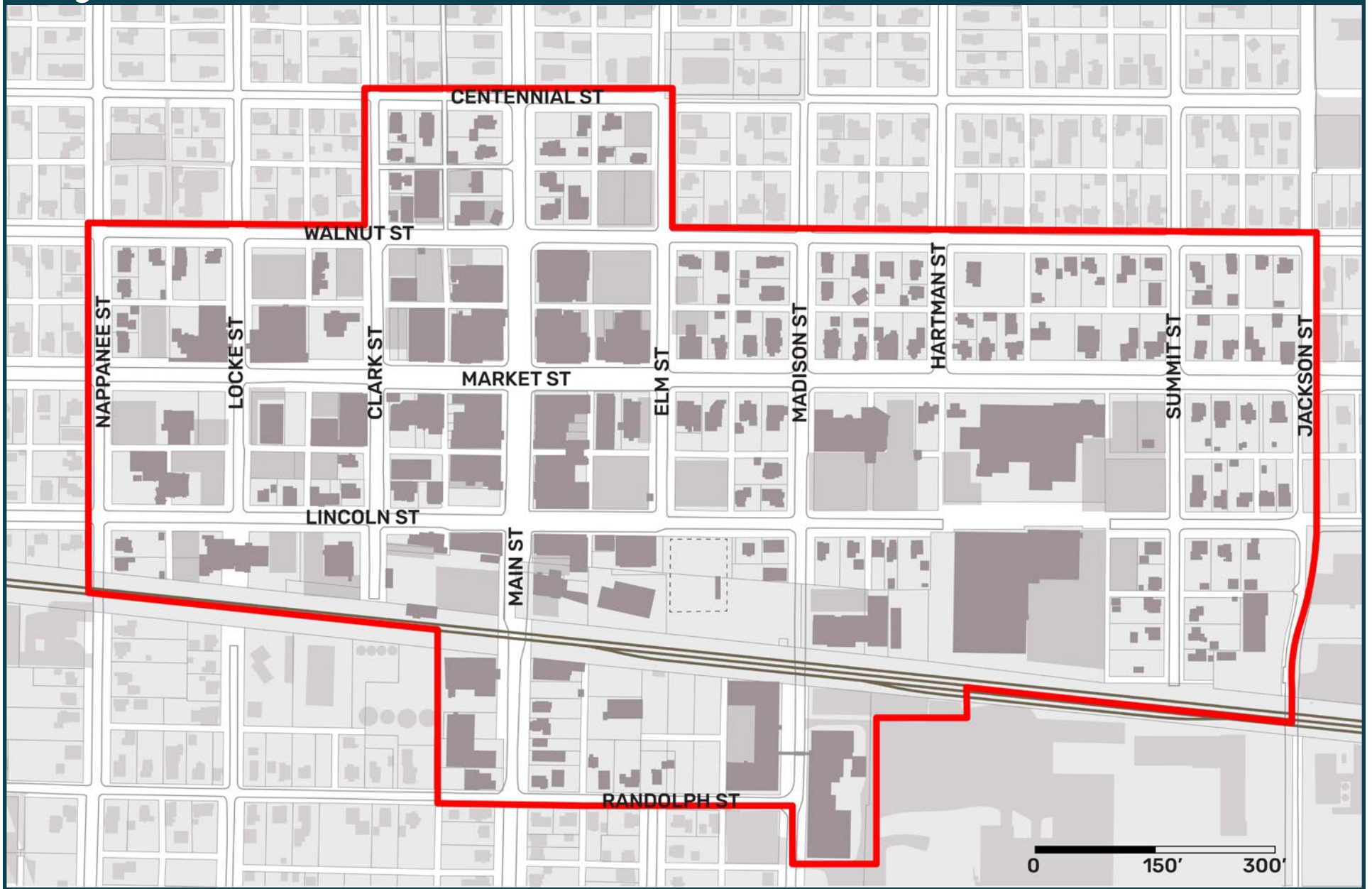


# INVENTORY & ANALYSIS





# Project Area



City of Nappanee Downtown Master Plan project area base map



## Previous Studies & Reports

### 90's

- National Register of Historic Places Application
- National Trust for Historic Preservation Tourism Initiative

### 2000-2010

- 2004 - Comprehensive Master Plan
- 2007 - Downtown Enhancement Grants (Murals/alleyway lighting)
- 2008 - Garden & Mural Tour Program
- 2019 - Nappanee Downtown Parking Study (MACOG)

### 2011-PRESENT

- 2019 - Nappanee Downtown Parking Study (MACOG)
- 2021 - Vision Pavilion Plaza
- 2021 - Future Land Use Analysis
- 2021 - Nappanee Housing Strategy
- 2022 - Future Bike Trails & Streets Concepts
- 2023 - NIFTY Program 80/20
- 2023 - Business Development Survey

## At The Intersection Of Main & Market

The heart of Downtown Nappanee can be found at the intersection of Main Street & Market Street. This busy intersection, where business, tourism, and industrial traffic intersect, reflects Nappanee's established manufacturing history and rural character. Strong ties to history and community are evident within the many murals and sculptures around downtown and echoed in several festivals hosted by the city, such as the Apple Festival. Analysis of the town's growth has shown that development has stayed the same, and the town has not expanded geographically much over the years. Recent studies have shown opportunities for a regional airport and adding new industrial and residential zones to areas outside Downtown Nappanee.

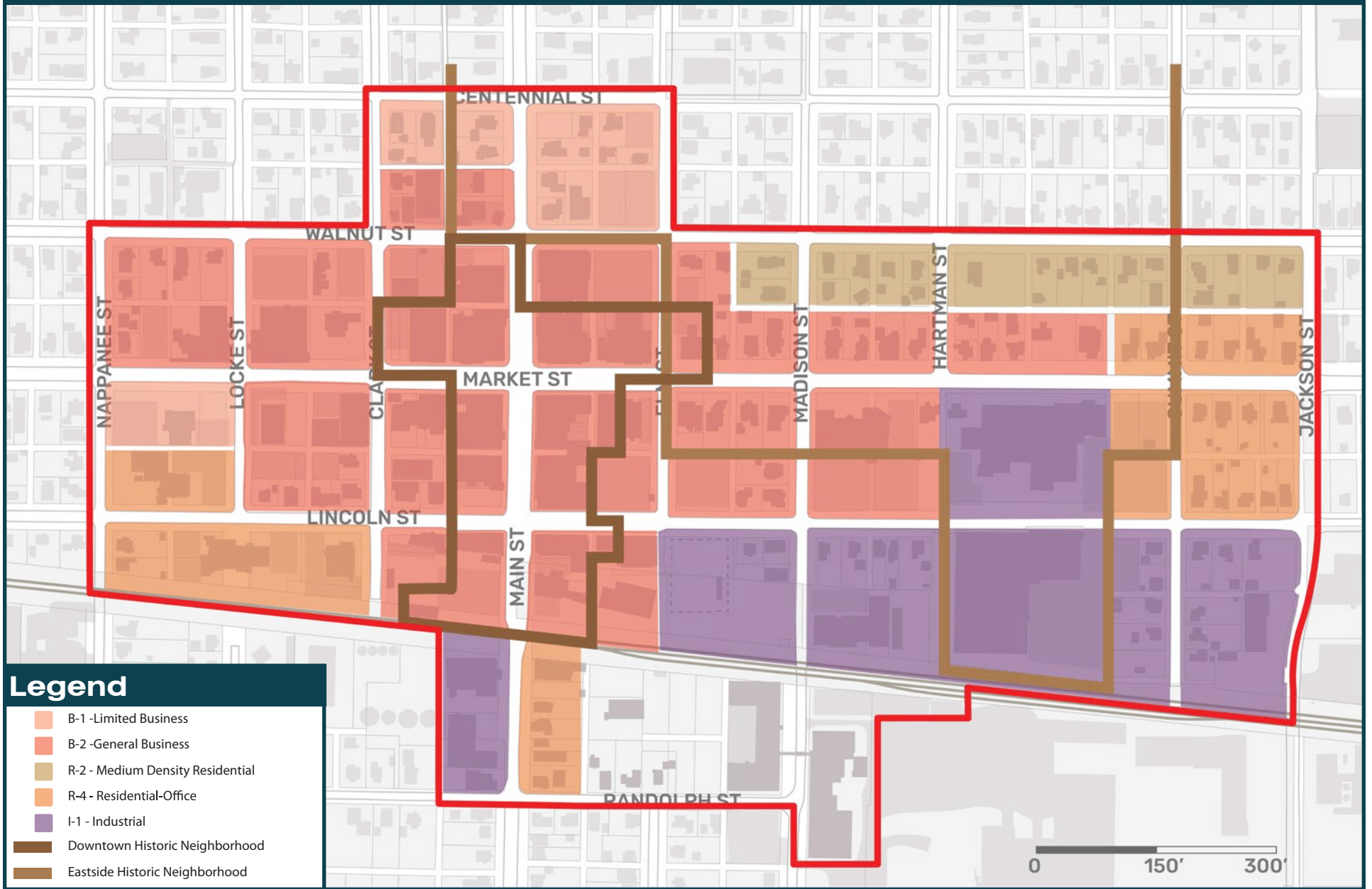
Previous studies and initiatives have focused on celebrating Nappanee's heritage and character. For example, during the early 1990's the Downtown Nappanee Historic District was accepted on the National Register of Historic Places. Other tourism initiatives, such as the Downtown Enhancement Grants were used to refurbish the murals around downtown that celebrated Nappanee's long-standing family-owned businesses and Amish community. From the Elkhart County level, The Quilt Garden in Downtown Nappanee is a stop along the Heritage Trail that supports the county's tradition of quilting, gardening, and art. Programs like the Garden & Mural Tour were

a part of the program that promoted tourism throughout Elkhart County.

The Nappanee Arts Council is dedicated to promoting and nurturing art throughout the city. The organization supports local artists by providing studio space, programming, and meeting rooms for local clubs. The organization runs a yearly sculpture program at the intersection of Main Street and Market Street. Sculptures are sponsored by local businesses and are later added to the Art Path on Route 7. There are over 120 sculptures currently located on the Art Path. The Nappanee Arts Council has shown interest in expanding art into the alleyways and activating underutilized spaces.

Local businesses remain a crucial part of the City of Nappanee's success and are conducive to the quaint small-town atmosphere. Businesses have working partnerships with municipal agencies like the Nappanee Parks Department and the Wa-nee School District, which allows all parties to benefit from a tight-knit community. The City of Nappanee works with businesses to enhance and beautify the downtown through their facade improvement program, where the city shares the construction costs to make it easier on business owners. To further strengthen connectivity and promote sales traffic downtown, the city is studying a bike path that connects to the nearby town of Wakarusa.

# ZONING AND HISTORIC DISTRICTS



## Legend

- B-1 - Limited Business
- B-2 - General Business
- R-2 - Medium Density Residential
- R-4 - Residential-Office
- I-1 - Industrial
- Downtown Historic Neighborhood
- Eastside Historic Neighborhood

Downtown land use and historic district information created by referencing city reports.



## Downtown Districts

Two historic districts fall within the project limits of this masterplan are the Downtown Historic Neighborhood (DHN), and the Eastside Historic Neighborhood (EHN). The DHN is focused along Market and Main Street with Clark Street, Elm Street, Walnut Street, and the railroad being the outermost boundaries.

The DHN is comprised entirely of B-2 – General business land use and does not seem to deviate from it. Because of its location, the DHN could be considered the heart of Nappanee. It's where most of the activity and commerce happen in the city. Buildings throughout this district are relatively well kept and hold a rich architectural history within themselves.

The EHN stretches across the northern and eastern parts of Nappanee and contains a variety of land uses including B-1 – Limited Business, B-2 – General Business, I-1 – Industrial, R-2 – Residential, and R-4 – Residential office. If the DHN is the heart of the city, the EHN is the lungs. Breathing life and vitality into the architecturally rich downtown.



*Nappanee post office*



*Historical information signage in downtown*

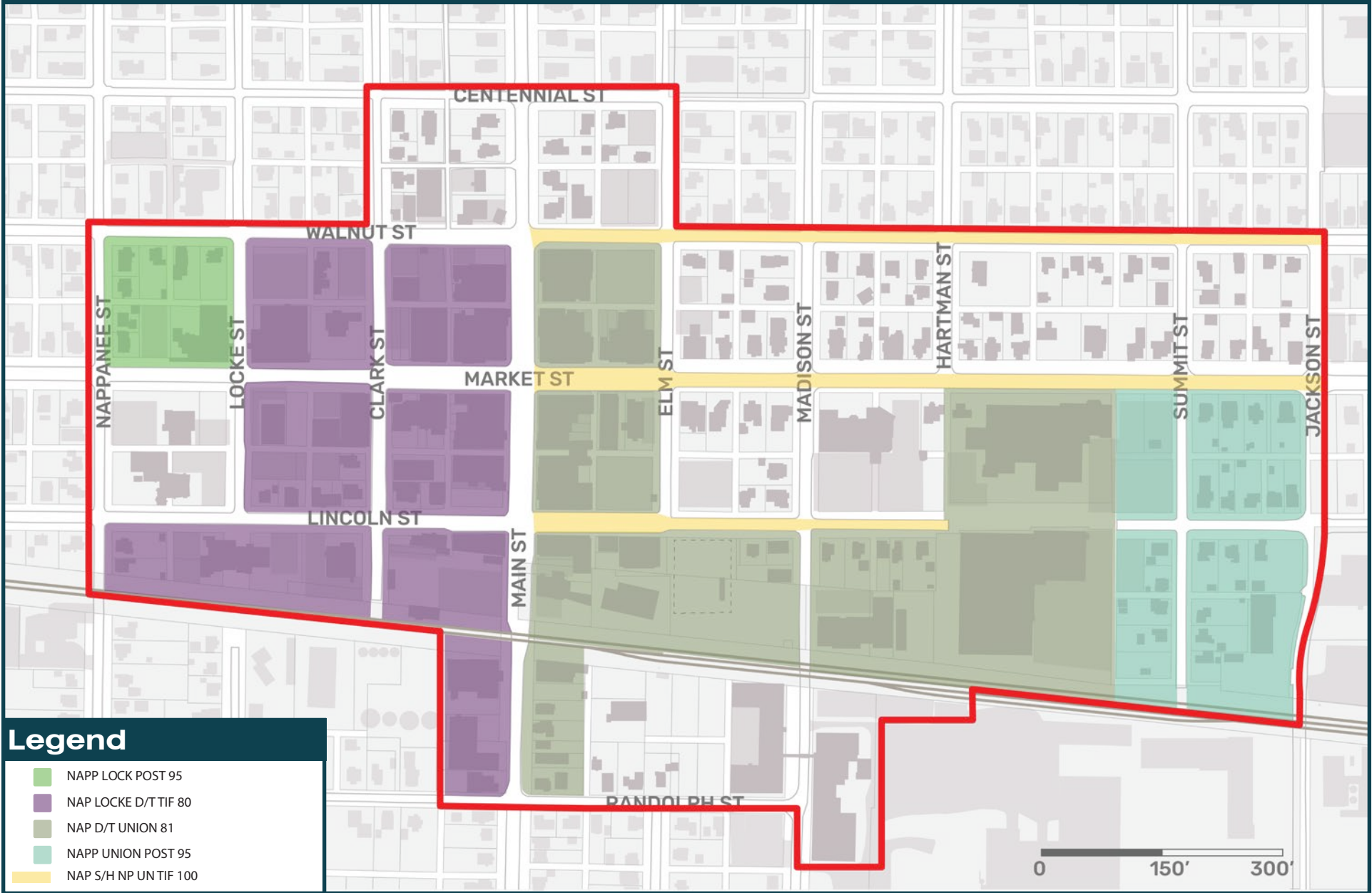


*Historic Dietrich building*



*Dietrich building today with Nappanee mural*

# TIF DISTRICTS



TIF district information and zones derived from information received from the City of Nappanee





*Nappanee Apple Festival*



*Taste of Nappanee*



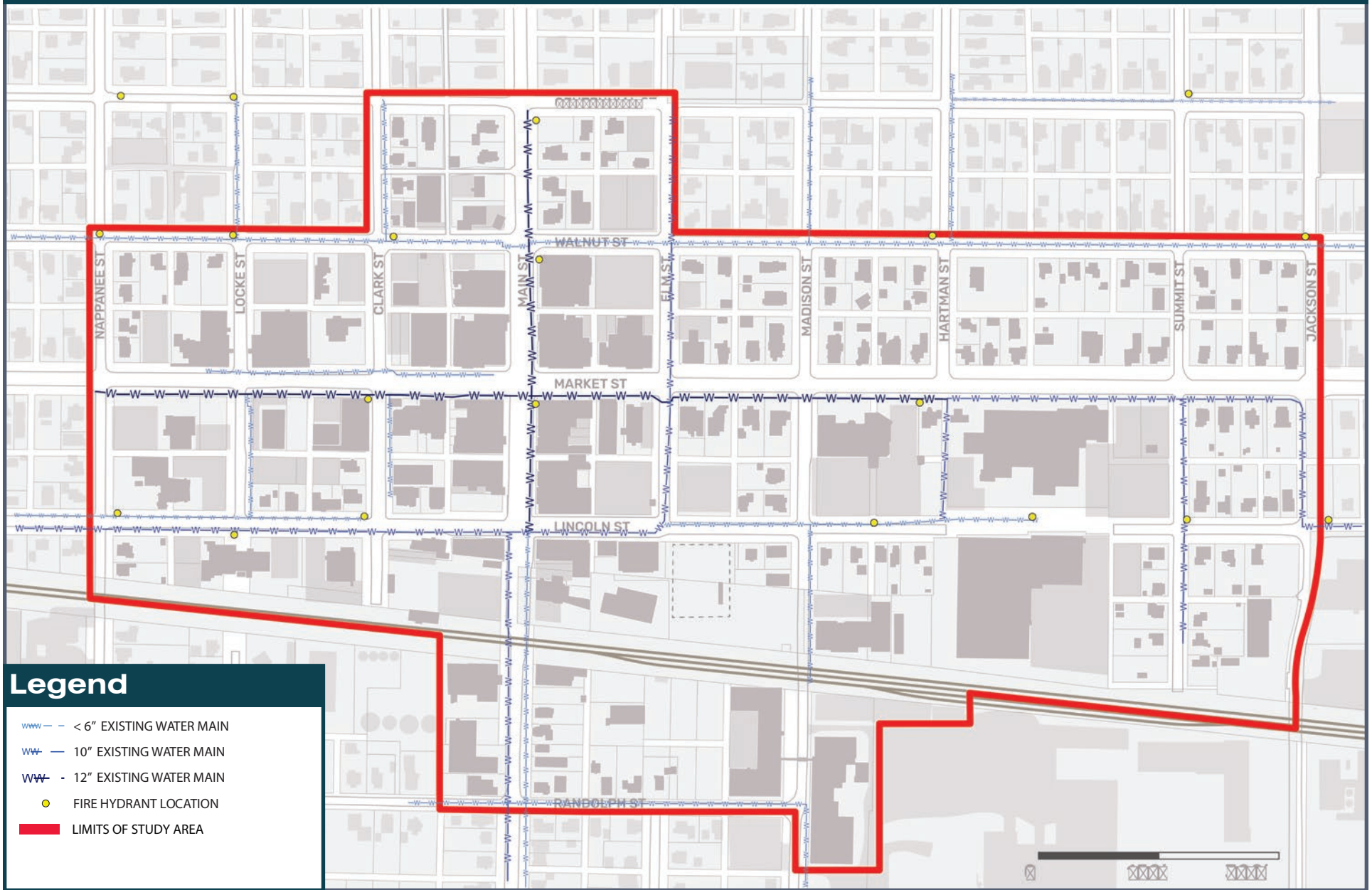
*Nappanee Pedal Party*



*Friday Fest*



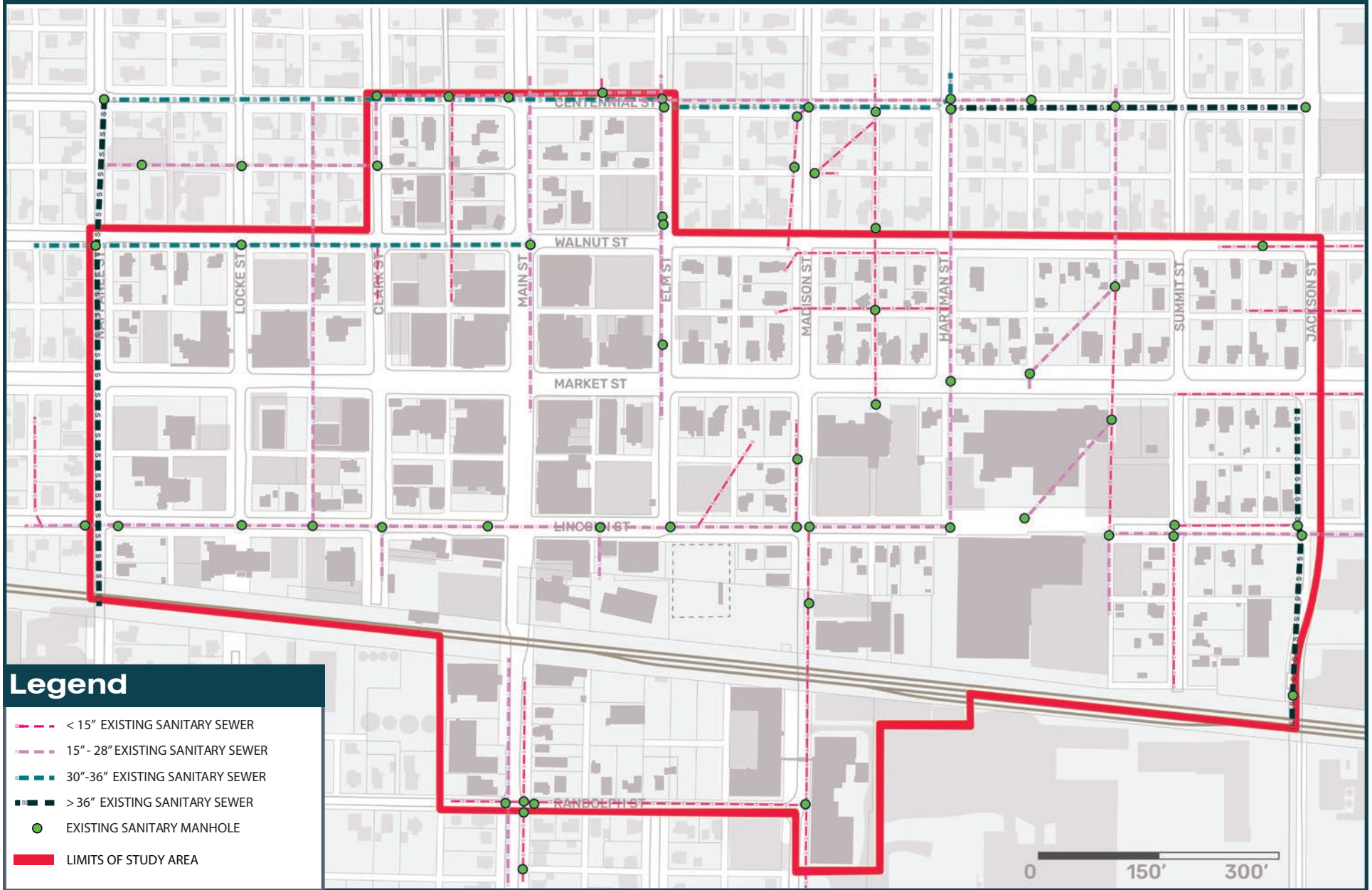
# WATER INFRASTRUCTURE ANALYSIS



Water infrastructure was redone in 2023 with the help of state and federal grants.

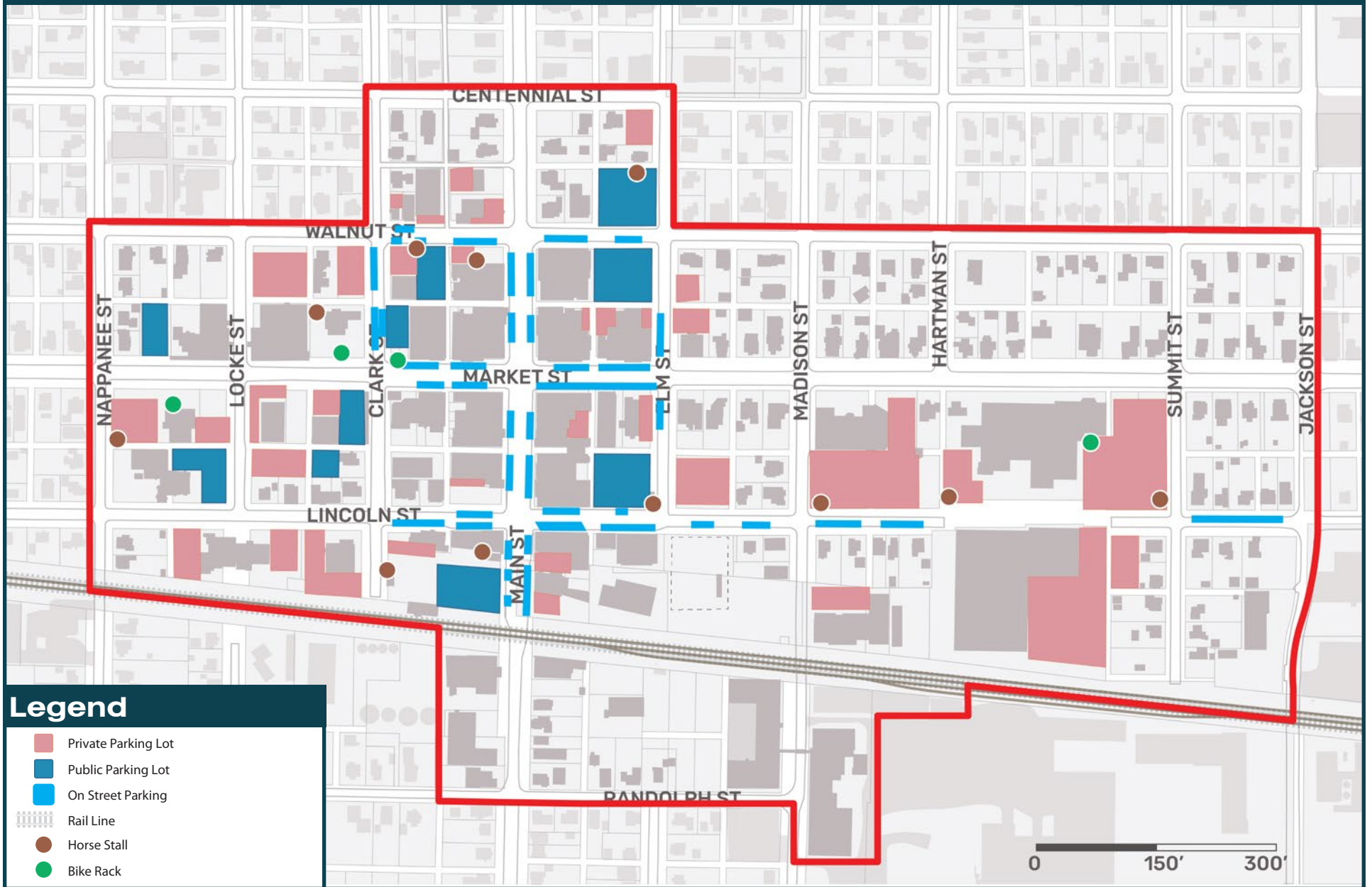


# SANITARY INFRASTRUCTURE ANALYSIS



Sanitary infrastructure was redone in 2023 with the help of state and federal grants.

# PARKING INFRASTRUCTURE



Comprehensive parking study map outlining the array of parking options provided by the city.



## Downtown Parking

A comprehensive parking study map was undertaken to analyze the adequacy of the current parking infrastructure and to plan for future business growth and redevelopment. The parking map was produced by extracting data from the 2019 parking study report conducted for Nappanee by the Michiana Area Council of Governments (MACOG). Within the project scope, an estimated 34 private parking lots with approximately  $\pm 660$  parking spaces (19 accessible and 641 traditional) and roughly 11 public lots offering around  $\pm 295$  parking spaces (17 accessible and 278 traditional) have been identified. Furthermore, an additional 170 public parking spaces are provided through on-street parallel parking within the project area.

Analysis from the parking study report reveals peak occupancy rates of 42% for total private parking spaces and 60% for total public parking spaces within the downtown, both occurring around noon daily. Survey responses within the parking study indicate that 48% of individuals prefer parking within the same block as their destination, followed by approximately 25% of respondents being willing to park a block away. Respondents indicate the overall parking experience downtown ranges from neutral to inconvenient.

Proposed enhancements from the parking study encompass a series of strategic actions. For example, the strategy to activate the alleys aims to enhance pedestrian journeys from remote parking lots to destinations. Inspirations from alley beautification projects in cities like Warsaw and Ft. Wayne, Indiana, serve as reference points.

Implementation of shared parking lot systems would optimize underutilized lots within the downtown area by alternating between private and public usage at designated times. For instance, certain private lots could be opened to public parking during weekends and evenings when demand from office workers is minimal.

Lastly, improvements in signage and policy adjustments by the city would aim to provide clarity regarding parking availability and regulations tailored to individual needs. Consistent wayfinding and identifying signage would help improve the parking experience for local users and visitors. Existing signage currently lacks consistency and can be hard to understand. Clear demarcation between public and private lots, along with prominently displayed hours of availability, should be enforced by local police to ensure adherence to parking rules and regulations.



*Horse and buggy in Downtown Nappanee*



*Full parking lot in Downtown Nappanee*

# On The Ground

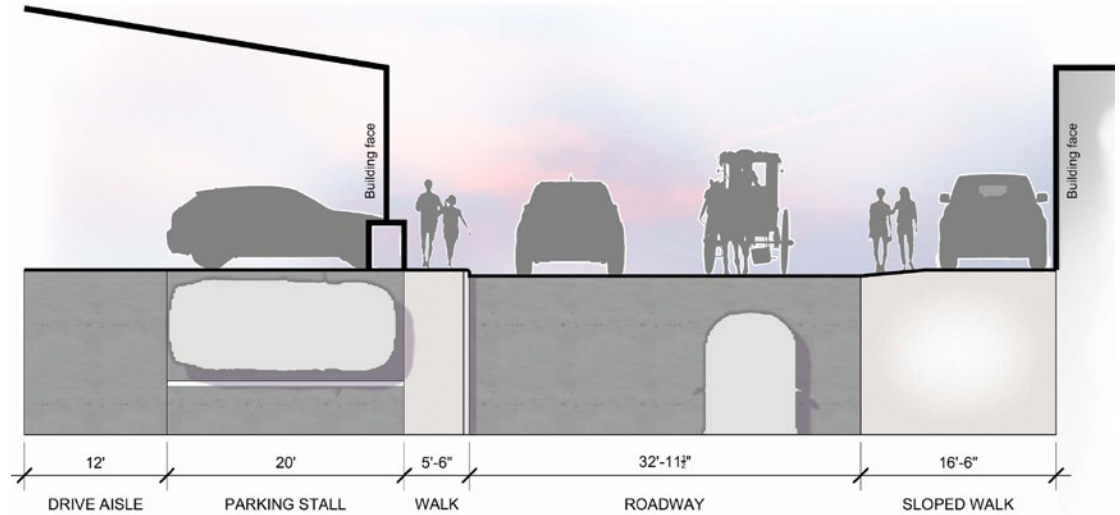
## Street Sections

Four sections of downtown streets underwent assessment to analyze the connections between land uses. The initial segment, Clark Street, illustrates the streetscape condition from the downtown pavilion, serving as a parking area and public event space, to the ACDelco auto garage. This streetscape features narrow sidewalks, separated from vehicular traffic by on-street parallel parking, along a relatively compact roadway.

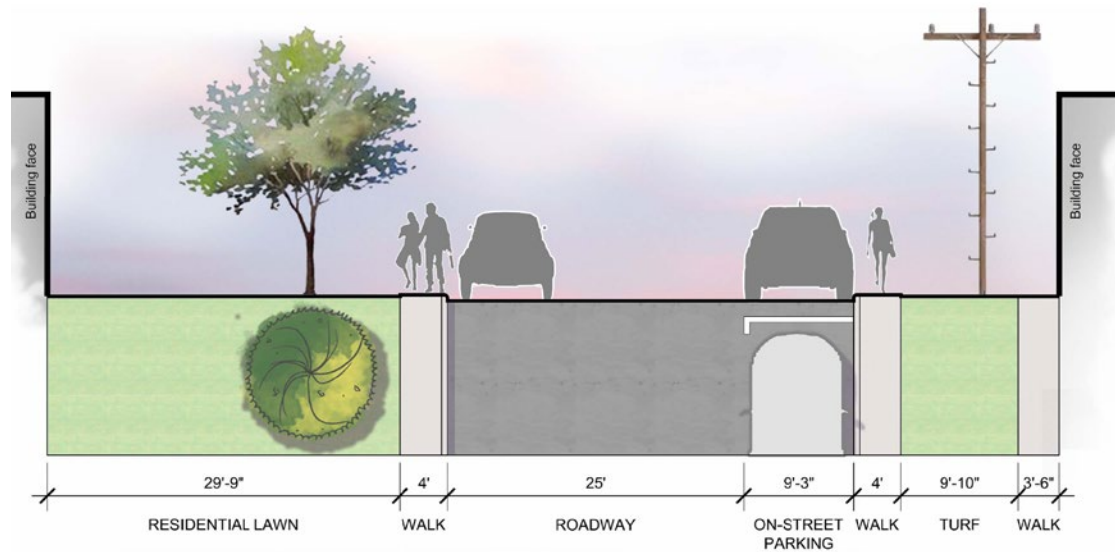
The second section is Lincoln Street and its transitional spaces between residential and commercial zones, such as the Nappanee Veterinarian Hospital. Lincoln Street is characterized by worn sidewalks, comprised of rough surfaces and cracks, with minimal separation from the roadway, causing uncomfortable conditions for pedestrians.

The third section is of Main Street, spanning from its eastern to western boundaries, showcasing one of downtown Nappanee's principal commercial corridors. Here, sidewalks are wider at roughly 15 feet, accompanied by raised planters, and separated from the busy road by designated parallel parking spaces.

Finally, is the section across Market Street from north to south. The streetscape mirrors that of Main Street, featuring similar planters and on-street parking conditions.

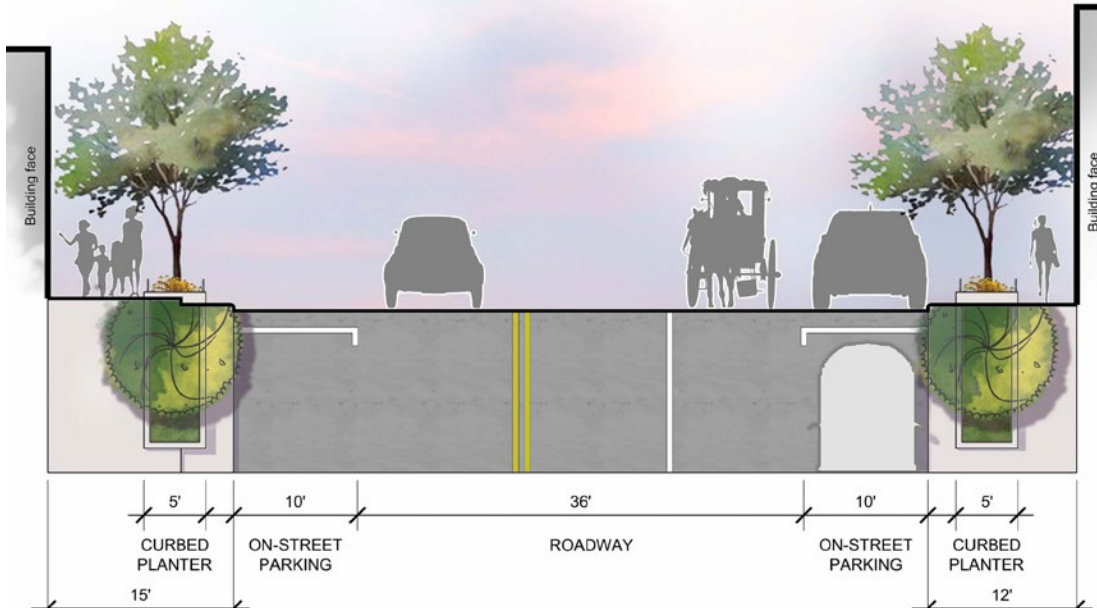


*Cross section from the existing pavilion to ACDelco on Clark Street*



*Cross section from a residence to the veterinarian hospital on Lincoln Street*

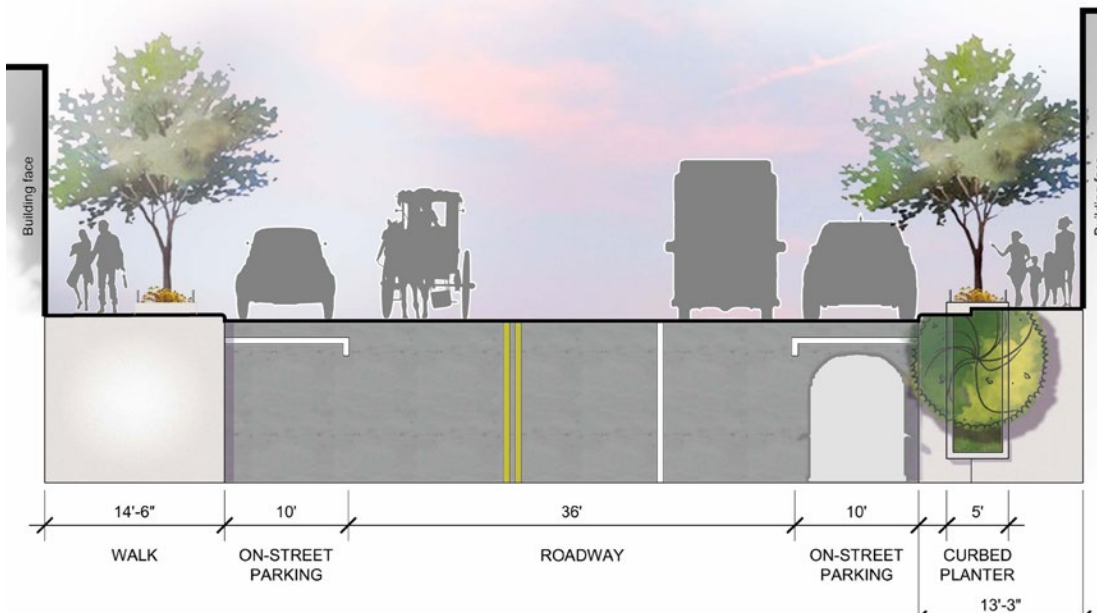




Cross section from business to business on Main Street



Streetscape condition in downtown on South Main Street



Cross section from business to business on Market Street

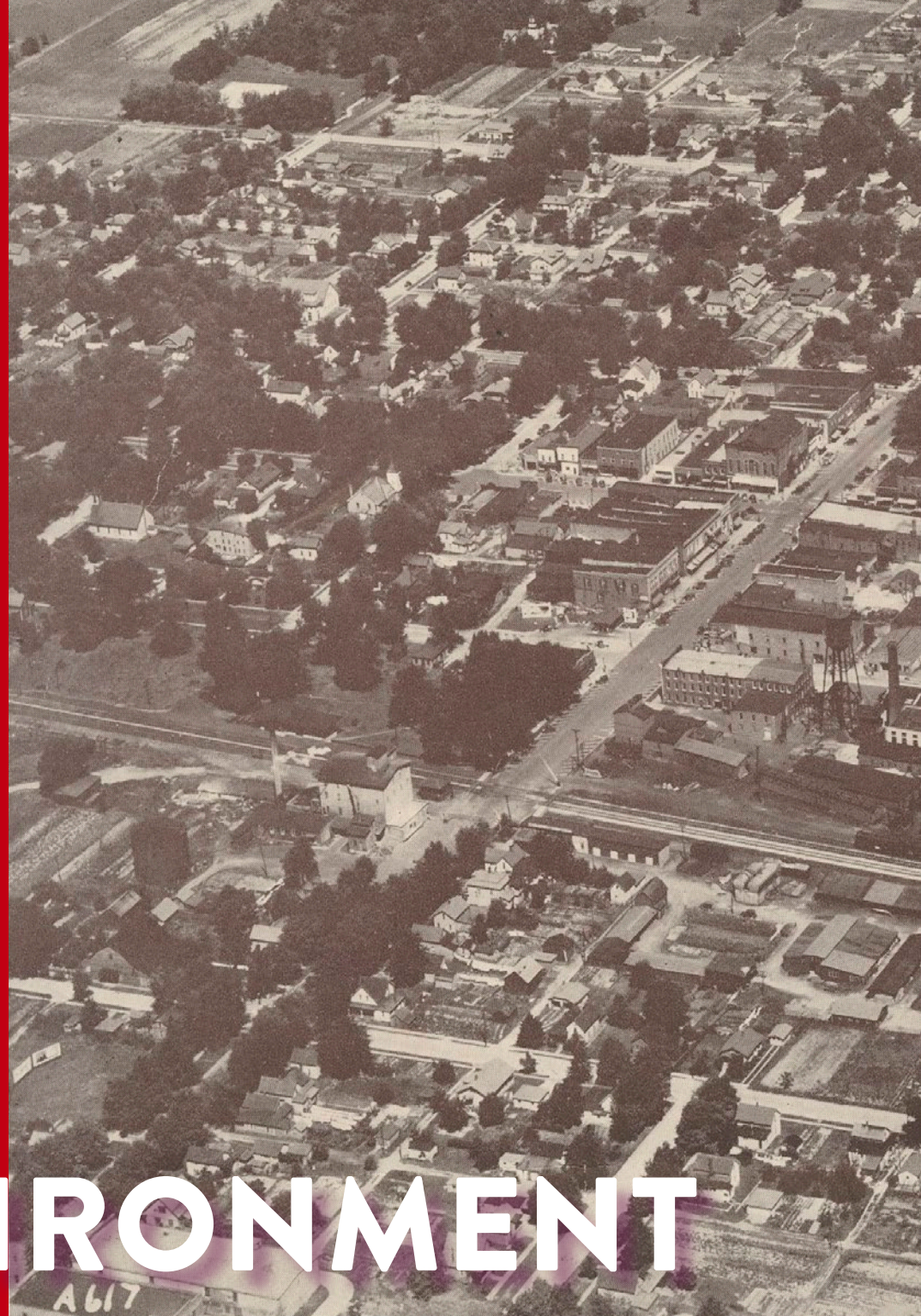


Streetscape outside of downtown on East Market Street

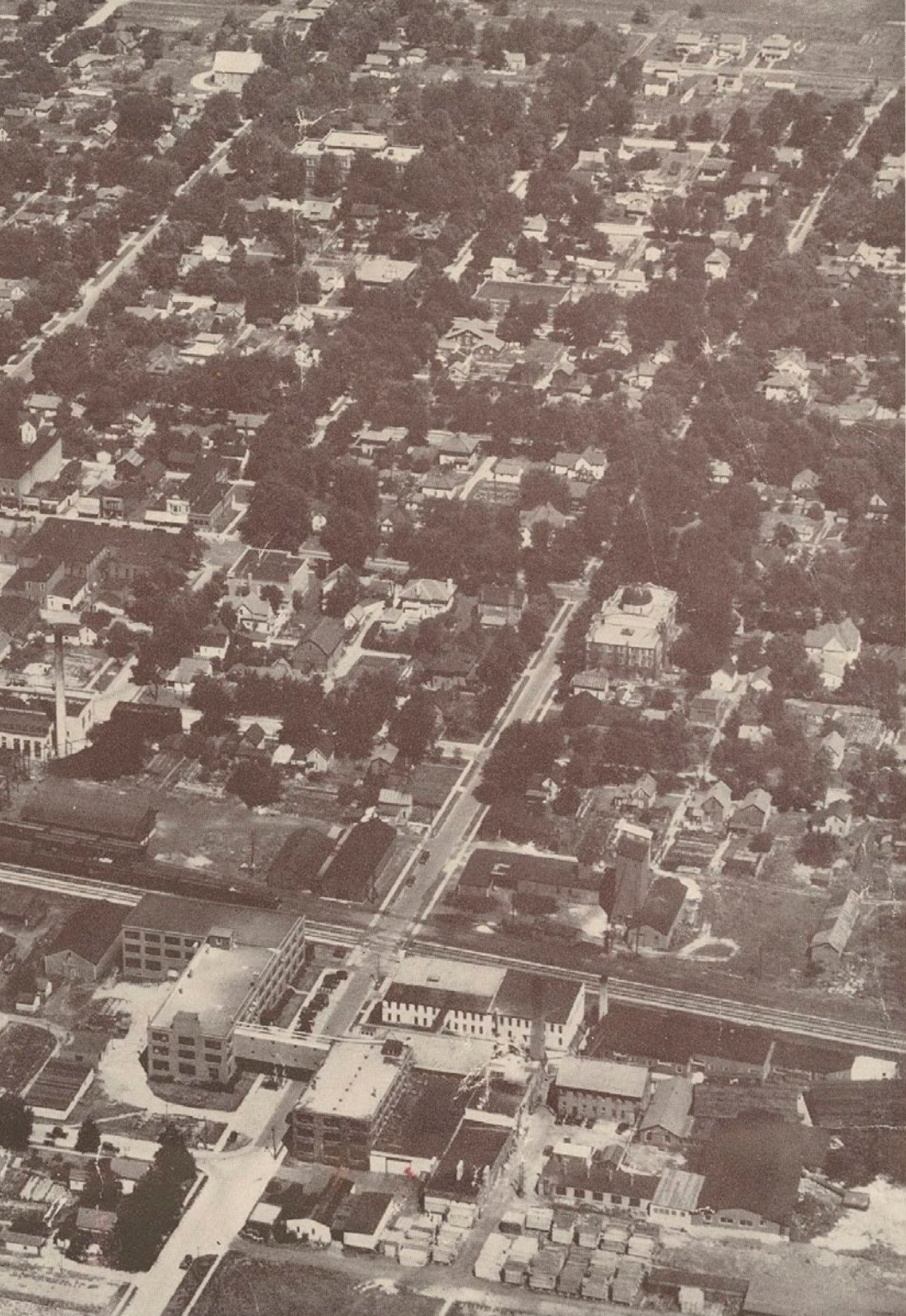


The City of Nappanee was once native land until the middle of the nineteenth century when agricultural families settled the area. The land was full of rich forests and farmlands, leading to the city's future in logging, woodworking, and its namesake in twentieth century cabinetry. With the arrival of the B & O railroad, the city attracted more industry and residents. Its downtown grew with buildings, homes, streets, infrastructure, and parks to meet the demand. Today, the city flourishes with early twentieth century architecture to match its rich heritage.

# BUILT ENVIRONMENT







# TOPICS

- DOWNTOWN DEVELOPMENT
- DESIGN GUIDELINES
- INCENTIVES
- HISTORIC DISTRICTS +  
ARCHITECTURAL STYLES
- SIGNAGE + PUBLIC ART
- HERITAGE + CELEBRATIONS



## Developments in Nappanee

The City of Nappanee developed quickly and consistently between the 1870s and 1920s. The downtown has remained a hub for shops, businesses, and restaurants, maintaining a historic fabric that started more than a century ago. The city has honored its built environment by adaptively reusing the buildings within its city limits. As population growth eased and a secondary development emerged east of downtown, the city center has not had the need to expand beyond its city limits.

The following development comparison tells this story. The city center of Nappanee had well established city blocks by the end of the 19th century. Many of these buildings still exist today, many have seen numerous additions and renovations, while others have been razed to make room for new growth. The history of Nappanee is a story of adaptability and embracing change.

To honor and preserve the past while moving into the future, many cities put in place a series of guidelines for restoration as well as new growth. Through the master plan process, The City of Nappanee is proceeding to incorporate such a document to guide the progress of development in the city center.



*Coppel Bros. Planing Mill, 1897*



*Coppel Commons, 2023*





Ruhe 152, 2023

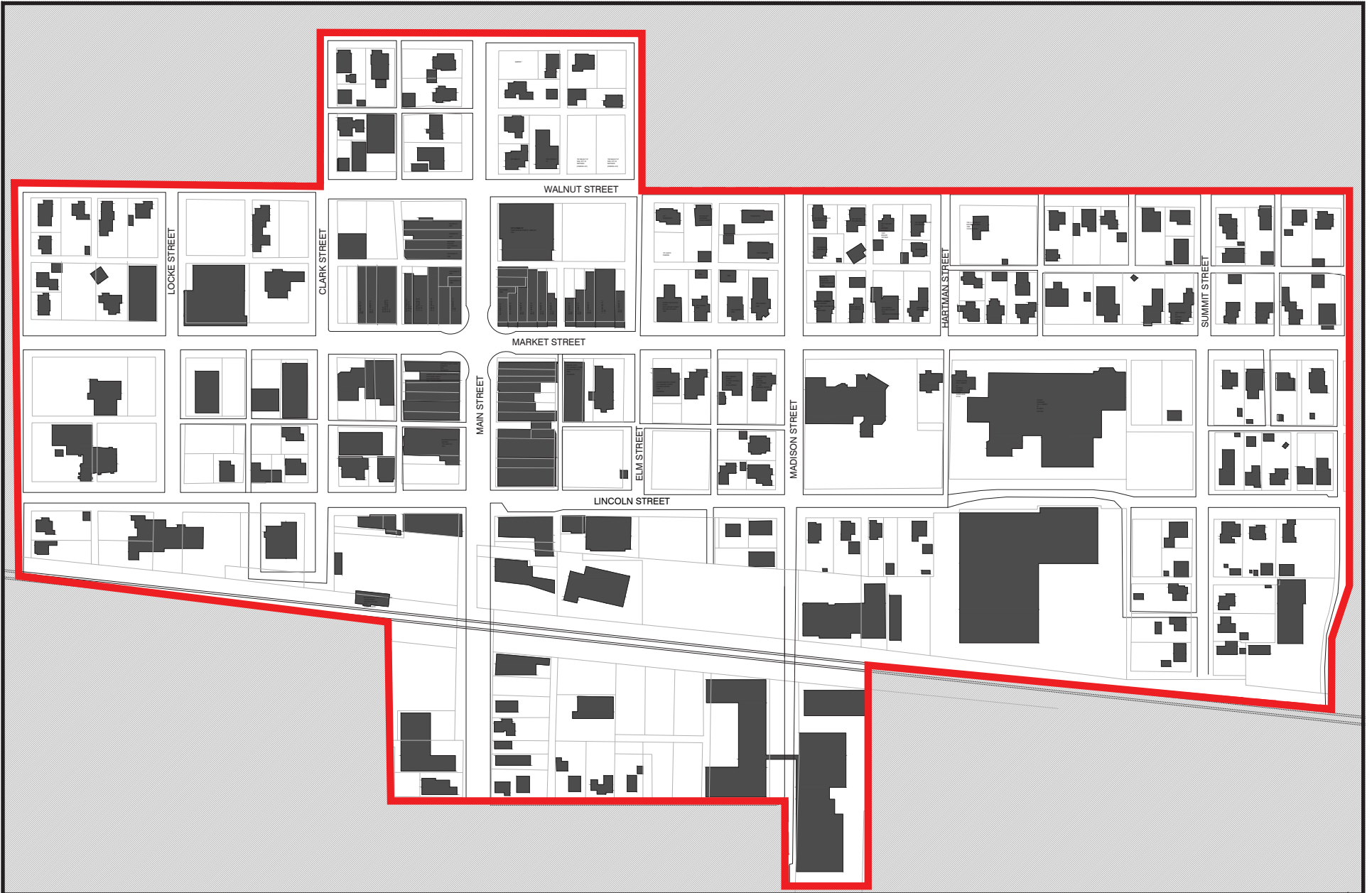
# 1894 PLAN



*1894 plan of Downtown Nappanee reflecting much of the same street layout that exists today.*



# 2023 PLAN



2023 plan of Downtown Nappanee showing the same street layout since its inception but with an increase in commercial industrial development.

# CULTURAL DEVELOPMENT



1894 plan of Downtown Nappanee reflecting much of the same street layout that exists today.



# NOTABLE DEVELOPMENT



1894 plan of Downtown Nappanee reflecting much of the same street layout that exists today.

# DESIGN GUIDELINES

Often used to preserve or enhance the character of a community, intentionally creating a unique sense of place.

Design guidelines are a resource used by cities, towns, and even small neighborhoods. Owners, developers, architects, designers use them to aid in the design of renovations as well as new construction. Guidelines vary depending on the goals of the jurisdiction and can be highly prescriptive or more general. Guidelines are often used to establish a metric for the aesthetic appearance of buildings as well as the quality of construction.

Signage guidelines too have (some) limits so there is a more cohesive look to the downtown. Limits so the signs do not overwhelm the architecture, but rather complement the built environment. By starting with limits on the size of signage, the city is prioritizing the pedestrians experience instead of catering to those traveling by car.

### History and Character

The Colonial style house dates back to the early 18th century when England, France, and Spain had colonies spread across what is now the United States, and was influenced by several European styles including Georgian, Federal, French Colonial, Dutch Colonial, Spanish Colonial, and the Early Classical Revival style, popularized in the south by such architects as Thomas Jefferson. The American Colonial house style is the most popular architectural style in the United States since its earlier forms, and is characterized by a symmetrical arrangement of windows around a central door, usually under a portico or porch, and can include either a central, single chimney or paired, flanking chimneys.



#### IDENTIFYING FEATURES

1. Medium pitched, side-gable roof, with or without dormers.
2. Entry portico or full-width front porch with architecturally correct columns.
3. Symmetrical window placement within each wall.
4. Double-hung windows aligned vertically and horizontally.
5. Central front entry with sidelights and elaborated trimwork.

### Massing and Composition



Side Gable (Optional Hipped Ends)
Side Gable with Dormers
Cross-Gable Front (Optional Hipped Ends)



32'-40'
32'-40'
32'-40'
38'-32'




## American Colonial

THE TRIANGLE NEIGHBORHOOD ARCHITECTURAL GUIDELINES



B | p.6

The Northeast Neighborhood Revitalization Organization, Inc Architectural Design Group



# Elements of a good façade

## Lighting

- Use lights to highlight building details, signs or space on the building
- Use 'Gooseneck' lights to illuminate signage
- There are two recommended options for door lighting:
  1. Wall-mounted lantern style that flanks a doorway or storefront
  2. A ceiling-mounted hanging lantern or a recessed ceiling fixture

## Building Materials

- Choose building materials that protect the architectural integrity and history of your community
- Recommended siding materials include: board and batten, decorative shingles and tongue and groove style panelling
- Carpentry and wood design features in the recommended colour scheme provide an inviting addition to many facade compositions
- Walls, knee walls, and columns of the storefronts shall be made of wood, red clay brick or natural stone

Brick façades contain a great deal of historical detailing making them iconic components of your downtown.

## Seasonal Décor

- Decorate the outside of your building with pots, planters, seasonal adornments, window boxes and seating

First impressions are lasting impressions.



## Signage

- Install storefront signage with quality materials
- Signs should integrate with the design of the overall façade
- Signage should be simple and direct; use Serif fonts and no more than 7 words
- Colours should coordinate with the building and use recommended colour palette
- Signs attached to the building should be no larger than 2 feet (600mm) in height and should be externally lit
- Blade signs may be used in and attached to the façade at a height above 2.4m, and not exceed 1.0m in height and 0.6m in length

## Awnings

- Choose an awning that complements the window and/or door arrangement
- Choose colours consistent with the building's colour scheme and in keeping with the historical theme of the town area

Awnings can dramatically animate the streetscape.

## Public Art

- Examples of public art include banners or murals attached to the building
- The bottom of the banner must be at least 2.5metres from finished grade
- Apply murals using the appropriate 'mural panels' to allow for ease of install and future maintenance

Public art is an important element of facade composition that is often overlooked.

## Barrier-Free

- Improve entrances and exits by making them barrier-free to ensure accessibility for all customers

## Colour

- Paint window trim, wooden cornice detailing and moulding in a contrasting colour to the body of the building
- Coordinate window awnings, shutters and siding colour choices as an accent colour
- Signage colours should complement building colour choices



The above colour selection is a suggested base to suit the municipality as a whole. It is not meant to limit colour selection. This palette is from the Benjamin Moore Exterior Expressions and Historical Collection.

1. Use the first base colour for the main painted area of the building
2. The second base colour would be used for trim work – windows and wooden cornice detailing
3. The third accent colour would be used for doors or elements requiring highlighting – awnings, shutters and signage

The full colour palette is available by contacting Economic Development.

# INCENTIVES

## Historic/Rehabilitation Funding Resources

Indiana Landmarks - Nonprofit options

- Efroymsen Family Endangered Places Grant
- Black Heritage Preservation Grants
- Sacred Places Indiana Grants
- Indiana Automotive and Indiana Modern Grants
- Loans

Historic Preservation Fund Grant

Federal Historic Tax Credit

State Residential Tax Credit

Certified Local Government Program

Heritage Support Grants

Local Incentives

- BID (Business Improvement District)
- Redevelopment Commission

## Additional Funding Resources

New Market Tax Credits  
(large scale developments in  
low-income communities)

Indiana Economic Development  
Foundation

- Redevelopment Tax Credits (RTC)
- LEED
- IRS
- Energy Efficient Home Improvement Credit
- Energy Efficient Commercial Buildings Deduction







## HISTORIC PRESERVATION:

As previously mentioned, there are several existing funding programs available to Nappanee, due to its historic buildings. There are both state and historic tax incentives available for historic preservation. In 2003 two historic districts were established in Nappanee by the National Registrar: the Downtown Historic District and the Eastside Historic District. Both districts have a period of significance between 1880-1940, mirroring the primary development years of the downtown. The period of significance is designated by a time frame where the buildings, landmarks, or districts, are associated with important events, activities, persons, or particularly significant architectural characteristics of that time.

Many cities have districts or individual buildings that are deemed historically significant by the National Register, managed by the National Park Service. These districts have a few categories of buildings established by NPS: Outstanding – a significant amount of historic character remains; Notable – a great deal of historic character remains with minor, modern modifications/renovations; Contributing – a building, built within the historic time period that still maintains some of its original features, though less prominent; and Non-contributing – either the building was built outside of the period of established significance, or the building has been so heavily modified, that little to no historic character remains. This last category is not eligible for historic tax credits. These specific buildings categories are color-coded on the following district maps of Nappanee.

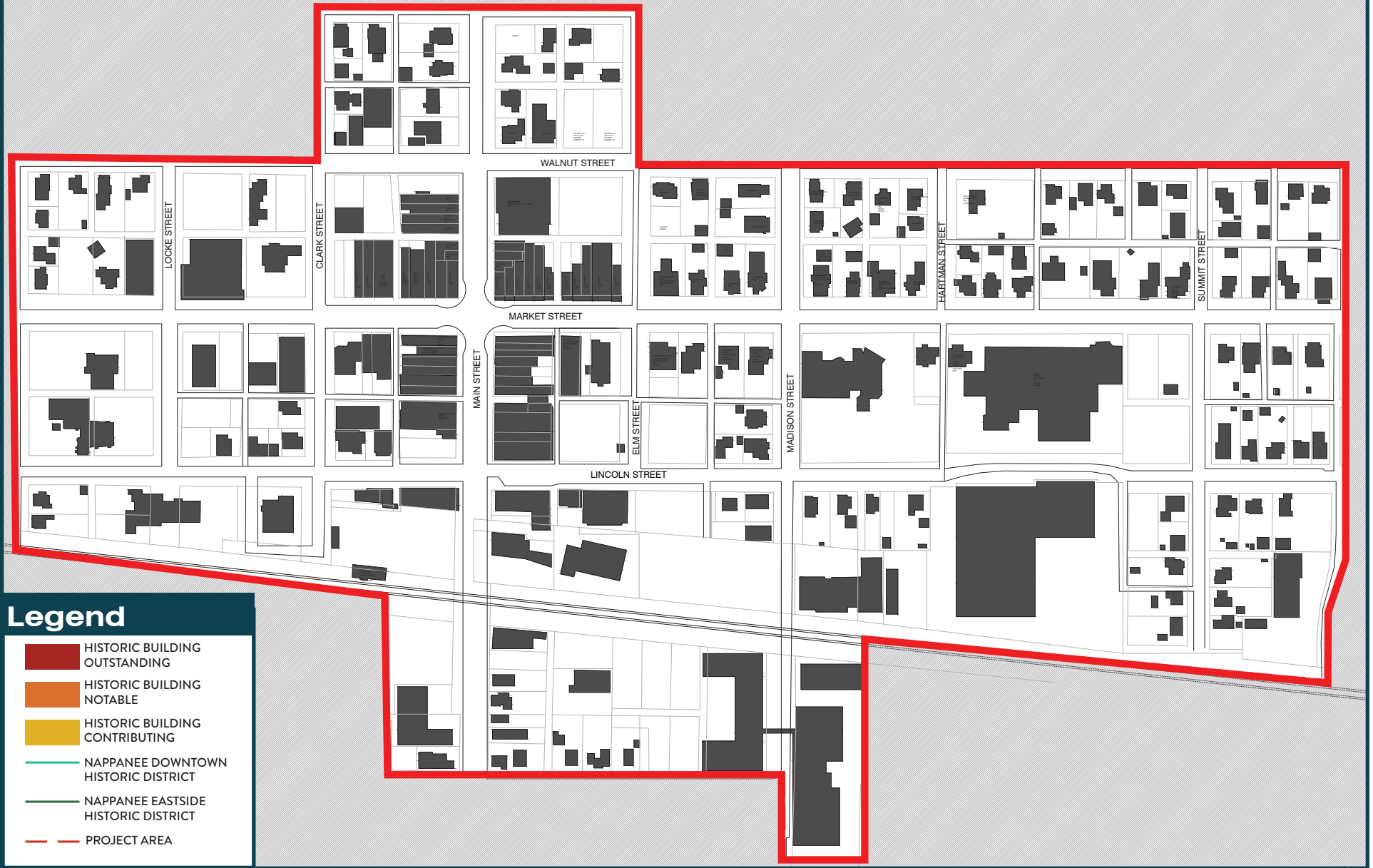
# NAPPANEE HISTORIC DISTRICTS



Extents of Nappanee Historic Districts



# NAPPANEE HISTORIC DISTRICTS - PROJECT AREA



Downtown Project Scope Area

# HISTORIC ARCHITECTURAL STYLES

## The Importance of Styles:

The City of Nappanee developed over several decades beginning in the 1870s and with each decade and generation, architectural styles evolved with materials and innovation. The following are notable styles with distinct characteristics that can be seen throughout the city.

## The Styles and Their Years:

<b>1885 - 1895</b>	<b>Gable Front</b>
<b>1885 - 1900</b>	<b>Queen Anne Style</b>
<b>1880 - 1905</b>	<b>Italianate</b>
<b>1900 - 1915</b>	<b>Neoclassical</b>
<b>1910 - 1920</b>	<b>Prairie School</b>
<b>1910 - 1925</b>	<b>Arts and Crafts</b>
<b>1910 - 1935</b>	<b>Colonial Revival</b>
<b>1930 - 1935</b>	<b>Tudor Revival</b>







*John Hartman House, c. 1880*



*Coppes House, 1887*

## **GABLE FRONT**

**PROMINENT YEARS 1885 - 1895**

### **CHARACTERISTICS:**

- Single-family
- Two-story
- Simple gable roof

## **QUEEN ANNE STYLE**

**PROMINENT YEARS 1885 - 1900**

### **CHARACTERISTICS:**

- Different building materials
- Complex roof design
- Turrets and dormers
- Wraparound covered porch
- Asymmetrical floor plans

# ITALIANATE

PROMINENT YEARS 1880 - 1905

## CHARACTERISTICS:

- Vertical
- Narrow doors and windows
- Decorative eave brackets
- Decorative headers over windows



*Bechtel Building, 1888*

# NEOCLASSICAL

PROMINENT YEARS 1900 - 1915

## CHARACTERISTICS:

- Columns
- Grand scale
- Little ornamentation
- Elements of Greek and Roman Architecture
- Domed, flat, and gabled roofs



*Dietrich Block, 1900*





*B. & O. Railroad Depot, 1910*



*Fairy Theater, 1926*



## **PRAIRIE SCHOOL**

**PROMINENT YEARS 1900 - 1920**

### **CHARACTERISTICS:**

- Low pitched hipped roof
- Wide overhanging eaves
- Horizontal lines

## **ARTS AND CRAFTS**

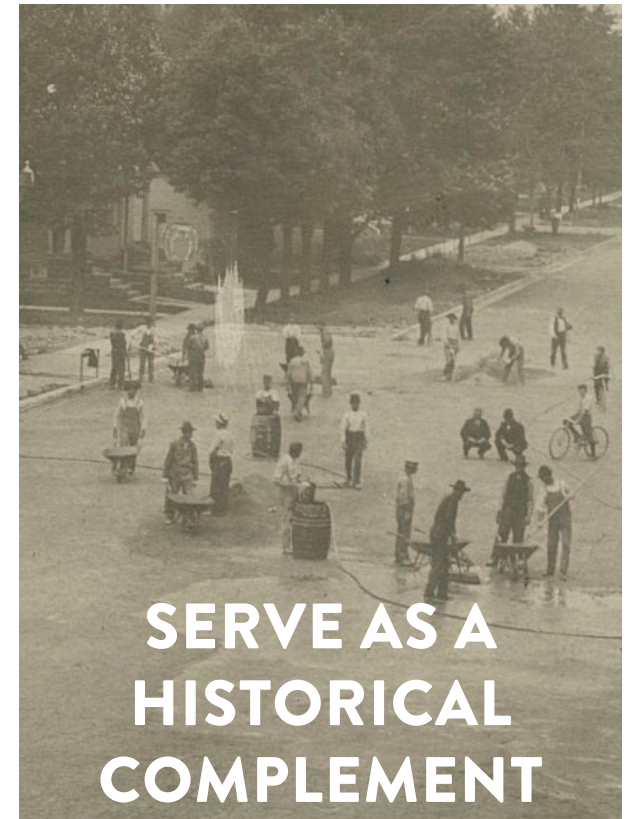
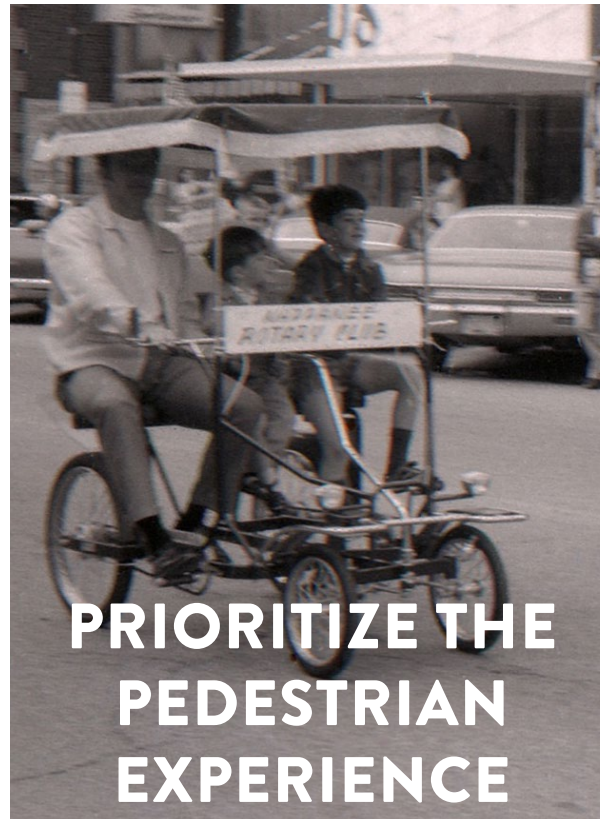
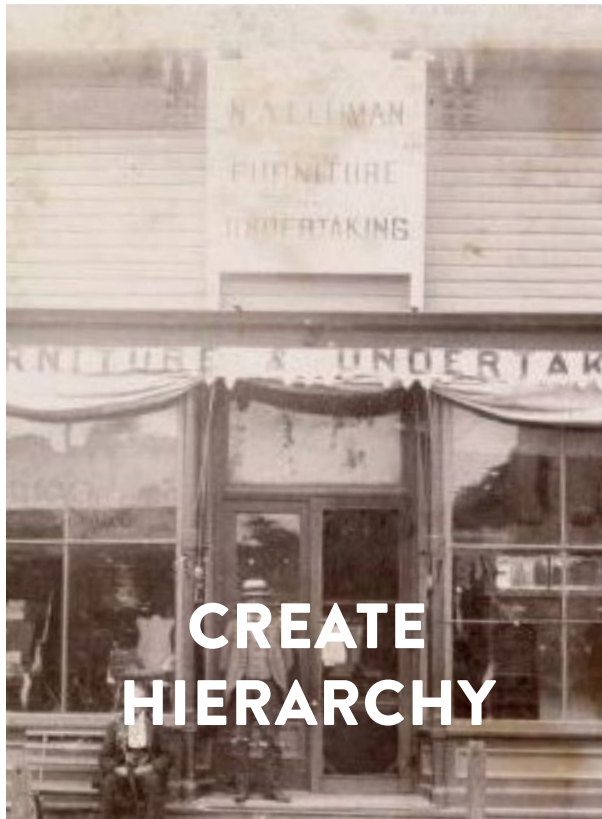
**PROMINENT YEARS 1910 - 1925**

### **CHARACTERISTICS:**

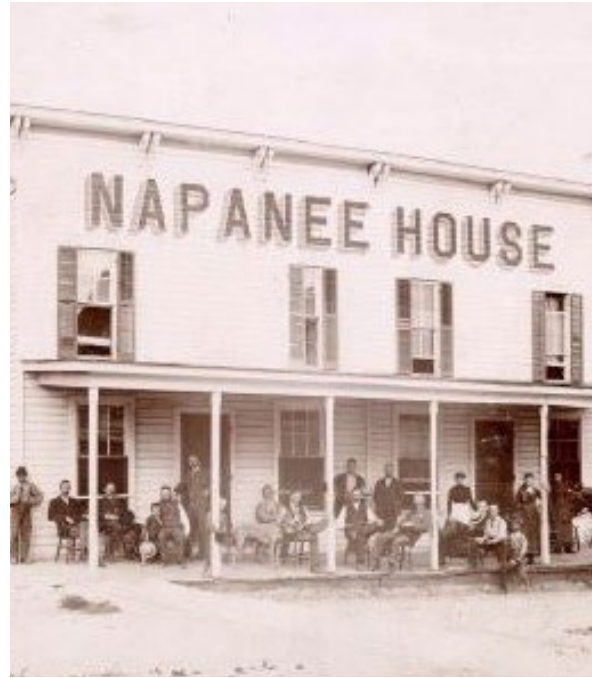
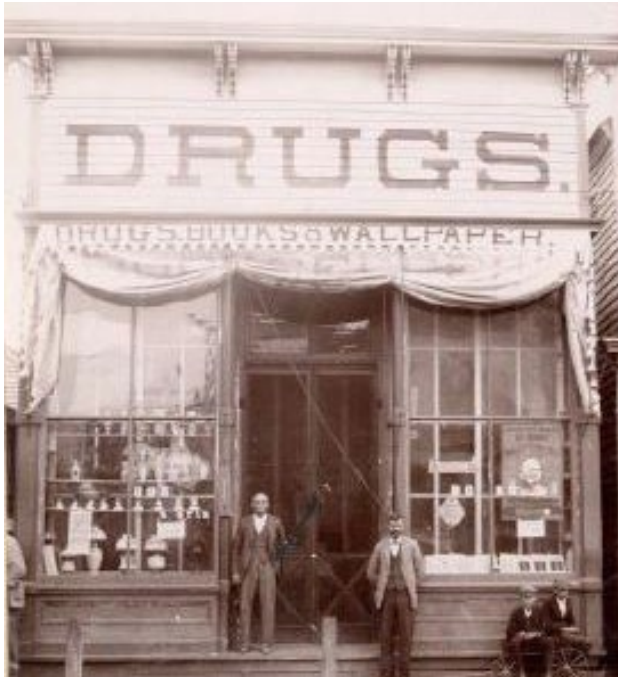
- Simple form
- Horizontal lines
- Natural and local materials
- Display hand of craftsman

# THE IMPORTANCE OF SIGNAGE:

Commercial signage is another layer adding depth to the overall built environment of the downtown cityscape. It is a chance for businesses to express their uniqueness and attract visitors. Nappanee's public art program promotes sculptural art and murals scattered throughout the city and amongst the buildings. These have become their own forms of signage inviting visitors to explore the streets and alleyways and advertising services and goods from the past to the present.







## HISTORIC

Historic commercial signs were hand painted and typically located in the band or awning over the storefront. Buildings of greater importance had signs incorporated within the building's pediment and of the building material.



## CURRENT

Majority of the historic signs in the City of Nappanee have remained, especially the pediment style sign. Many of the current wall signs and murals are nods to the historic signs. As the vehicular experience became more prominent in the 30s and 40s, projecting and blade signs became more popular.



## AWNING/CANOPY

- Any fabric or other material that extends from a building with the intent to provide cover
- The substrate usually has text printed on the sides or top



## PROJECTING SIGN

- A sign that extends from a building at a perpendicular angle
- It's most commonly seen in the form of a blade sign





## SIGN BAND

- This area of a building's facade is where text is most commonly placed
- It usually exists above the door and rests between the ground and first floor of a structure



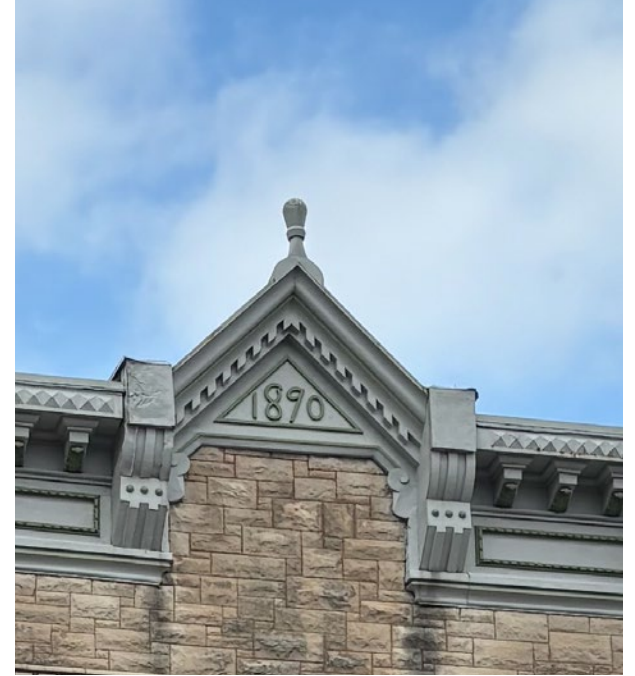
## WINDOW SIGN

- Text and/or imagery that is directly applied to the front windows of an establishment



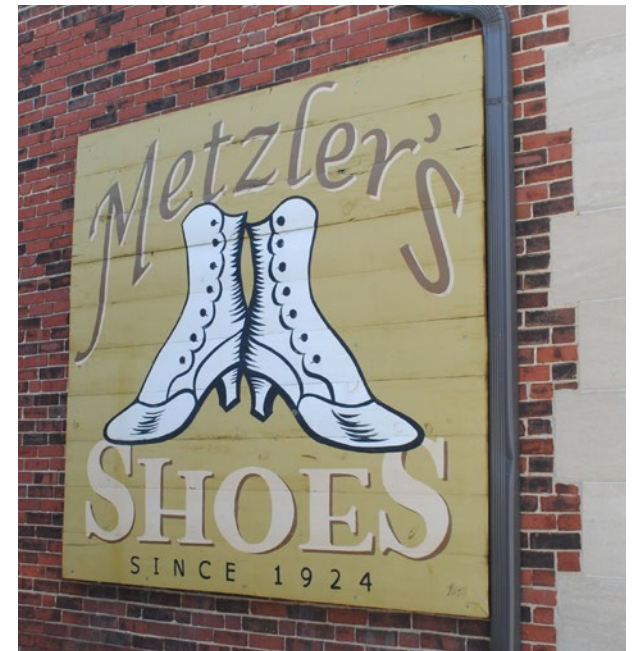
## PEDIMENT SIGN

- This type of sign is usually carved or applied to the topmost part of the front face of a building. It rests on the structures pediment and usually makes up details within a larger portion of geometry



## WALL SIGN

- These signs include text or imagery found on the sides of structures
- Wall signs include any kind of medium that is put on a substrate and attached or adhered to the surface of the building





## FREESTANDING

- This type of sign is detached from the building completely
- It is usually placed in front of a building on the street or grass.



## MURAL

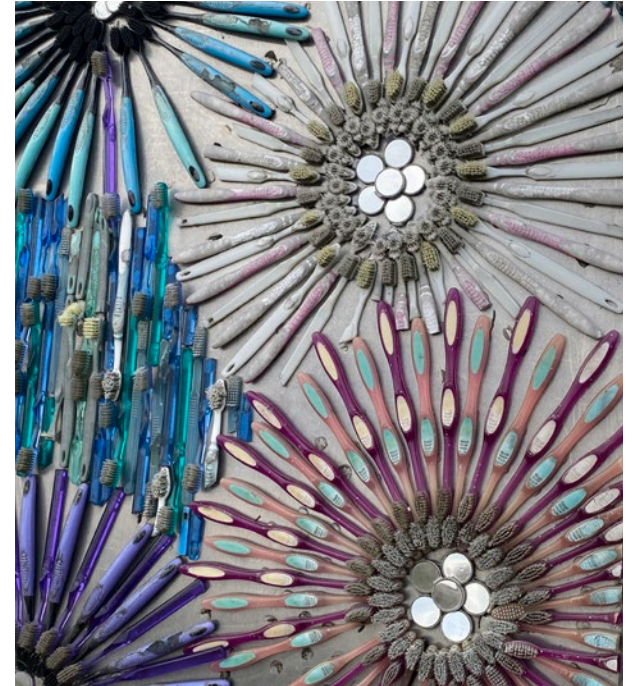
- Similarly to wall signs, these signs include text or imagery found on the sides of structures
- Murals are directly painted on to the side of a structure and require no third party substrate to be adhered to the building





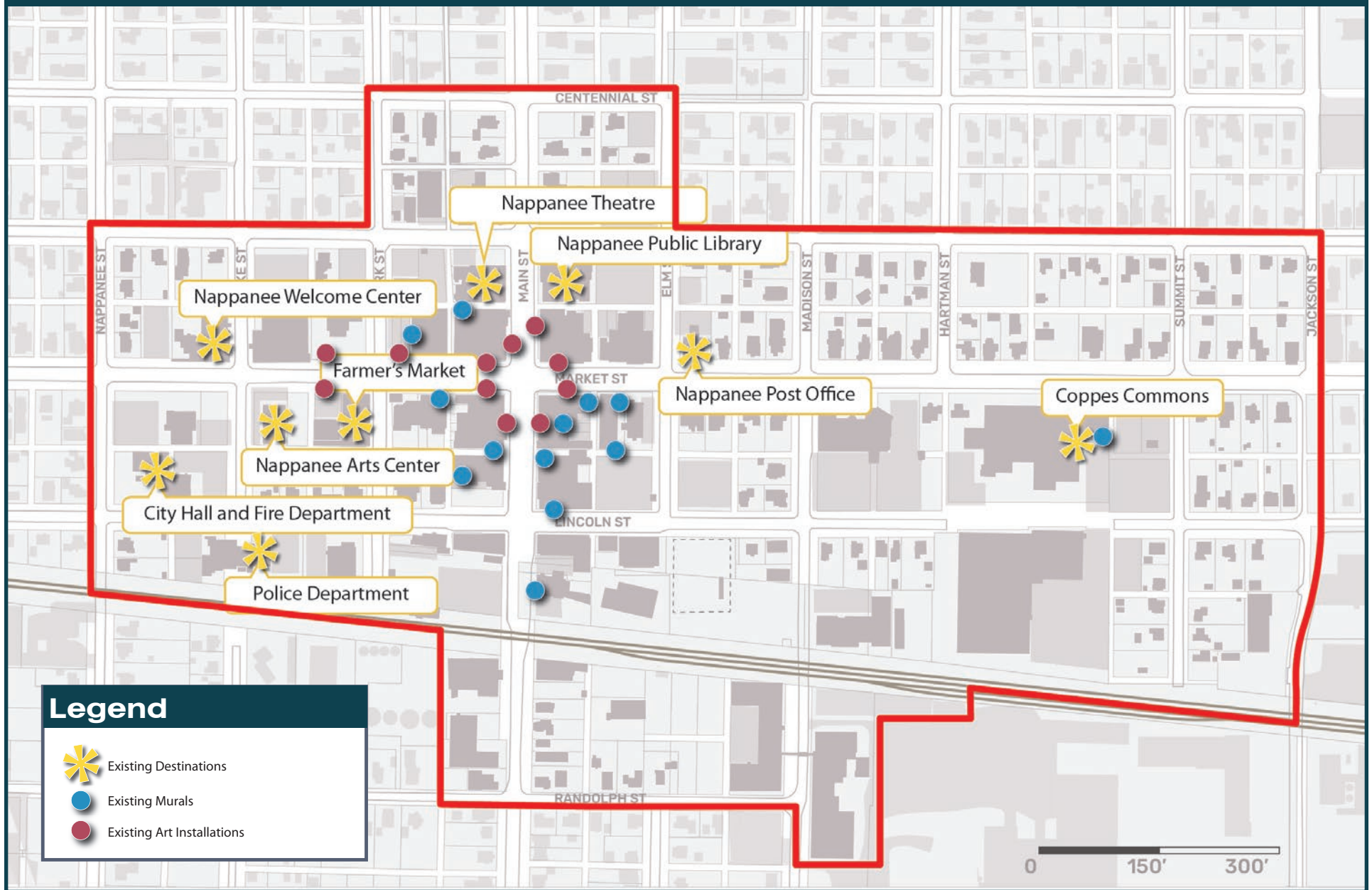
# PUBLIC ART

- 1 Art Walk
- 2 Quilt Gardens
- 3 Murals
- 4 City Sculptures





# DESTINATIONS AND PUBLIC ART

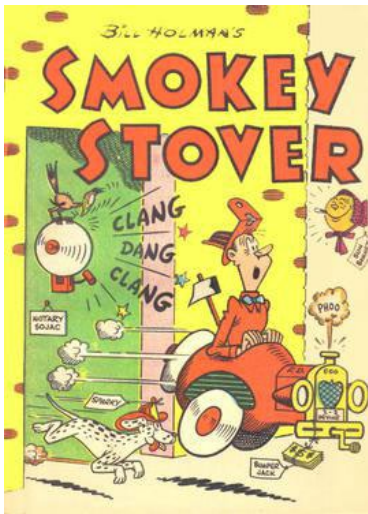


*Downtown Nappanee has a rich concentration of existing murals and art with room to expand and add more.*

# HERITAGE + CELEBRATIONS

Nappanee may be small, but its many creators and innovators and cultures are celebrated and honored. The city is a host of seasonal and annual festivals alike.

## PEOPLE



- Amish community
- Cartoonists
- Henry Frazier, resident architect
- Vance George, conductor
- Lt Colonel Todd Beer,  
Air Force One pilot
- David Crane, Activision creator
- Lee Weaver, NASA employee
- David Berger, NASA employee

## PLACES



- Guided tours
- Historic Walking Tours
- Nappanee Public Library
- Hoosier Cabinet Museum
- Nappanee Center
- Round Barn Theater
- Quilt Gardens
- Heritage Trail
- Coppes Commons

## GOODS

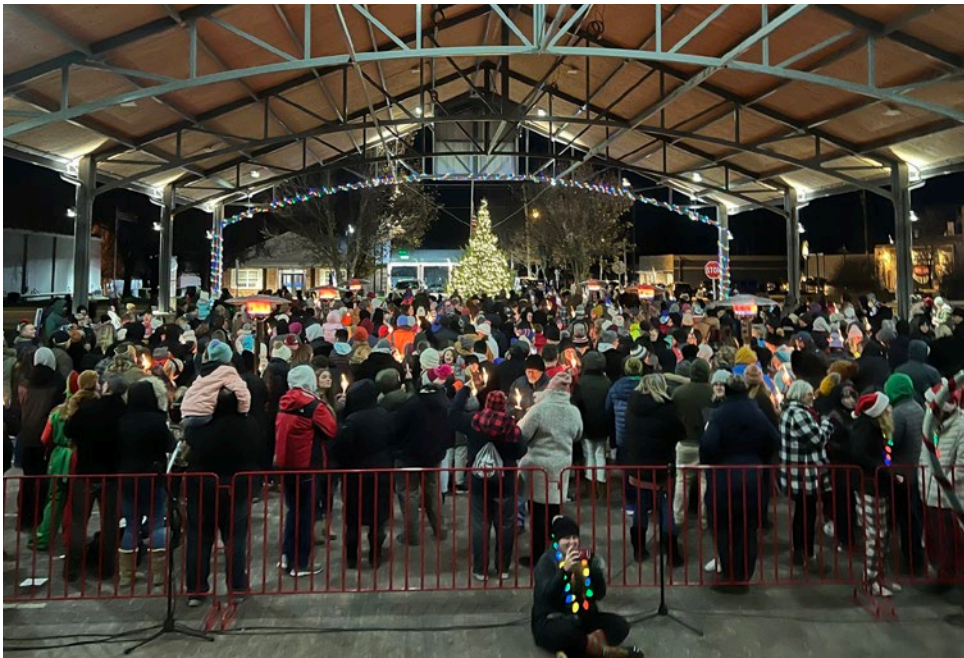


- Kitchen Cabinetry
- Lazy Susan Cabinet
- RVs





*Nappanee Apple Festival*



*Miracles at Main & Market Street*

## EVENTS

- 1 Nappanee Apple Festival
- 2 Promenade on the Path (Art Walk)
- 3 Nappanee Centennial Celebration
- 4 Friday Fest
- 5 Harvest Party
- 6 Miracles at Main & Market Street
- 7 Taste of Nappanee
- 8 Seasonal Artisan Markets

# MARKET ANALYSIS







# MARKET ANALYSIS TAKEAWAYS

## Demographics

- Not much change in population and household numbers since 2010.
- 2010 Population of 6,574 – 2028 Estimated Population of 6,877.
- Changes within the population reflect a trend to an older population: median age 2010: 35 Years – 2028: 37.2 Years.
- Higher Share of senior population (Age 65+).
- Slow trend to smaller households (less children) Average household size in 2010 - 2.57 and projected to be 2.51 in 2028.
- Median household income \$60,919 compared to \$72,603 for all U.S. households.



*Nappanee has a unique & popular coffee shop.*



*New restaurants cater to a steady demographic.*

## Annual Household Budget Spending – Categories Related to Downtown

- Groceries

**\$10.7million**

- Dine Out

**\$7.8 million**

- Boutiques (Clothing, Jewelry, Etc)

**\$2.7 million**

- Entertainment/Recreation

**\$1.3 million**

- Home Improvement/Gardening

**\$3.1 million**

- Medical Care (Doctors/Dentists)

**\$6.9 million**



## Nappanee Residential Real Estate Market December 2023 Snapshot

The pandemic lockdowns and ongoing supply chain issues that led to delays in new home construction, creating a lack of supply while at same time a strong job market and high household savings have led increased demand resulting in very low inventory levels and rising prices. Because existing home inventory levels are down, while prices are up, it is allowing more people to more easily sell existing homes to purchase newer and better residences which also increases demand especially for new builds.

Furthermore, large urban counties (defined as those with more than 250,000 people that include an urban center) experienced a net loss of residents in 2021, the first time this group has experienced negative growth in the aggregate in the past 50 years while the majority of the fastest growing counties in 2021 were suburban or exurban.

Affordability, sprawl, a desire for recreational amenities and how people work are driving population shifts. Some of the effects of the pandemic that drove this outmigration are likely temporary, such as young people moving back in with their parents and the more affluent retreating to vacation homes. However, it seems less likely that those who purchased homes in the suburbs and exurbs during

the pandemic, motivated in part by new remote work options, will be selling and moving back to cities.

While mortgage rates were historically low at the beginning of 2022, they have been rising steadily since then reaching about 7% currently. The Federal Reserve kept raising interest rates, in July by another 0.25 percentage points, in an attempt to curb record-high inflation. The efforts are showing results, inflation is receding, while the job market remains strong and the economy is growing (compared to other major economies such as Europe or China) which points to a soft landing for the economy, and making a recession unlikely to occur.

However, caution has to be given due to the still relatively high interest rates paired with factors such as the war in Ukraine and the Middle-East, rising energy costs due to oil production cut backs, the ongoing supply chain issues, and a weakening China economy, there is still the possibility of a slowdown in economic growth in the near future.

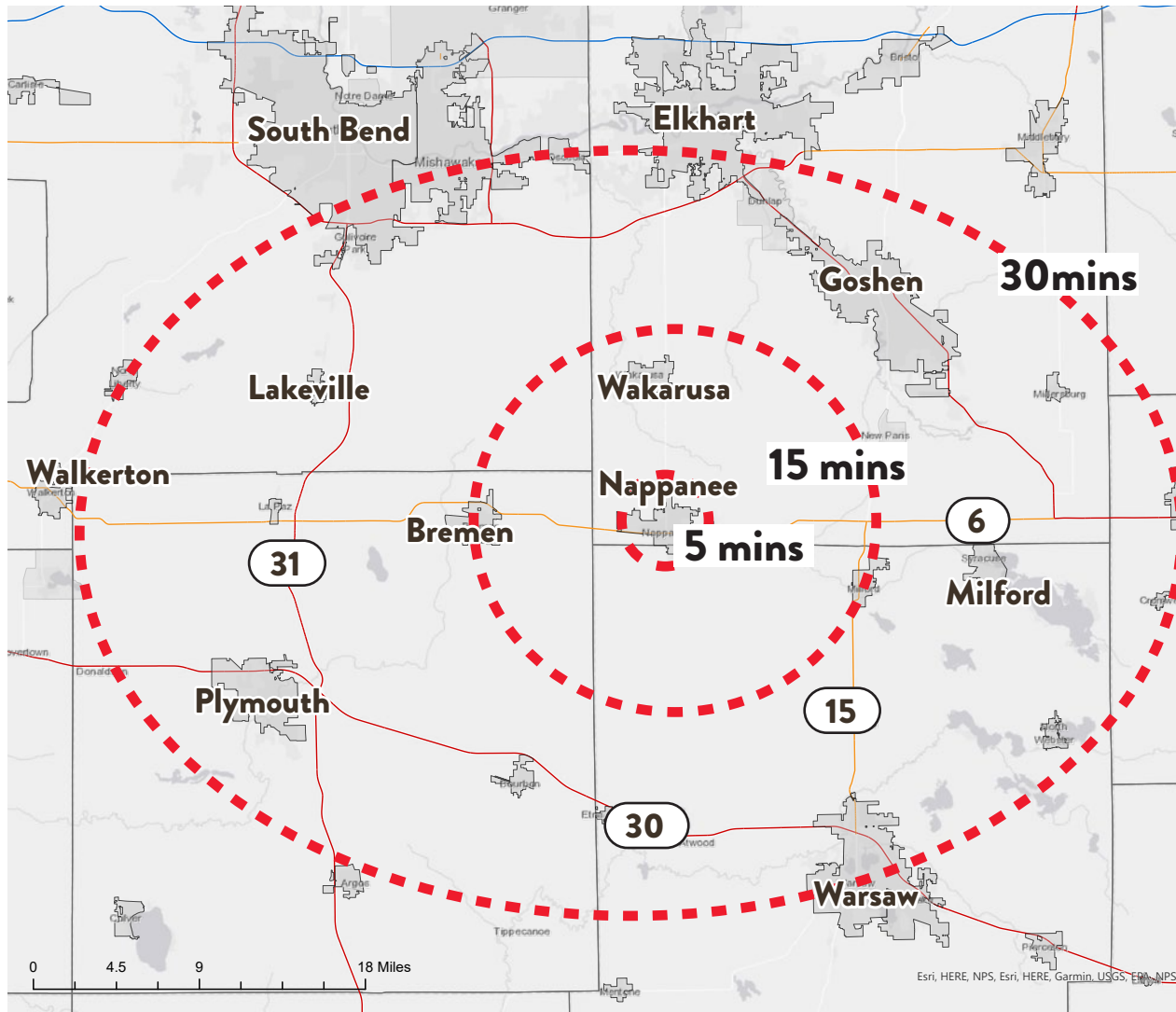


*Existing residential housing is becoming scarce.*



*Historical homes are preserved and redeveloped.*

*A well-positioned, programmed and executed downtown plan has the potential to attract even more visitor/customers from beyond Nappanee.*



Map of the drive times extending from the project area in Downtown Nappanee.

### Local Visitor Market & Spending

A well-positioned, programmed and executed downtown plan has the potential to attract even more visitor/customers from beyond Nappanee. To estimate the spending volume that those visitor/customers hold, we established a set of drive time markets, a 5-, 15- and 30-minute drive time around the proposed development site.

While it is expected that the larger festivals in Nappanee and weekend trip visitors come from beyond the 30-minute drive time the two markets are important because they represent the local “everyday” markets. Besides Nappanee residents, those two markets are the main source for the businesses in downtown Nappanee.

Taking out the sales from chain restaurants such as the fast-food chains located in Nappanee, that are taking advantage of the transient traffic on Highway 30, the independent restaurants had estimated sales of \$8 million in 2022. This implies that the demand from Nappanee households is met by the existing restaurants and that those restaurants drawing spending in from outside of the city.



## Sales > Demand (Surplus)

These sectors already draw spending in from outside of Nappanee.

- Groceries
- Dine Out

Approach diversity – add restaurants and specialty food stores, creating synergies with, not competition to existing businesses, making Nappanee more attractive to visitors and related spending.

## Sales < Demand (Leakage)

These sectors leak spending to other communities:

- Entertainment
- Boutiques
- Medical Care (Doctors/Dentist)
- Home Improvements / Gardening

There is an opportunity for new businesses to open in Nappanee (downtown) and catch this leaked spending, which can also address changes in demand due to demographic change, increasing the quality of life for residents offering and attractive mix of commercial offerings, activities, and festivals creating increased visitation that also could support a hotel downtown.

## Housing, Retail, and & Restaurant Opportunities

Nappanee is short on housing types that attract young people, young couples without children, and new households that are at the beginning of their “housing cycle.” This also is the case toward the end of the “housing cycle,” mature homebuyers, empty nesters that are looking to downsize but want to stay in Nappanee. Both groups are not creating additional demand for local school districts. A mixed-use development, with doctor’s offices, retail or service businesses on the first floor and residential units on the second and third floor could address this gap in the housing market. This could come in form of an adaptive reuse of an existing building, or a new (infill) development in the Nappanee downtown area. It would also increase population while preserving space in the community.

While existing groceries in Nappanee already draw spending from outside the community, a grocery store focusing on organic food, farm-to-table produce, possible as a CO/OP would tap into this growing market and give local farmers an option to sell their products directly in a central location in downtown Nappanee rather than spread out over each individual farm.

Leakage sectors present an opportunity for new businesses to come in and capture some of the leaking spending of the community, while also profit from the draw of out-of-town customers that the other business sectors already bring to Nappanee. Examples are a smaller gardening center – maybe as an addition to the CO/OP grocery/produce store, a Family Entertainment Center (FEC) with an indoor and outdoor component, and expanding on the Coppes Commons.

Based on available tax returns restaurants in Nappanee had a combined sales volume of \$17.6 million in 2022. Household demand (household spending) for dining out by households in Nappanee was estimated at \$7 million in 2023. Taking out the sales from chain restaurants such as the fast-food chains located in Nappanee, that are taking advantage of the transient traffic on Highway 30, the independent restaurants had estimated sales of \$8 million in 2022. This implies that the demand from Nappanee households is met by the existing restaurants and that those restaurants drawing spending in from outside of the city. That being said, there may be some potential for “niche” restaurants – for example a fine dining restaurant or restaurants offering a different type of cuisine not yet available in downtown Nappanee.

# CAPTURE SCENARIOS

## Drive Time Market Capture Rate Scenarios and Supported Space

This chapter is an assessment of the spending volume that is present in markets close around Nappanee. A well-positioned, programmed and executed downtown plan has the potential to attract even more visitors from beyond Nappanee. To estimate the spending volume that those visitor/customers hold, we established a set of drive time markets around Nappanee downtown.

Though the local “everyday market is comprised of residents and visitors within a 30-minute drive time, it is important to consider the draw of Nappanee’s larger festivals. The apple festival, for example, draws people to Nappanee from well beyond a 30-minute drive time. These longer distance travelers may be present less but still support local businesses and community growth.

In order to estimate the spending volume that the drive time market represents for (new) businesses we created three scenarios with different capture rates. The capture rate represents an estimated market share for each businesses category. In our study, we assumed the capture rates were the same between all categories, but in reality, they will differ depending on type of business and quality of products and services. Applying the set of capture rates to the market volume in each of the categories results in an estimated potential spending volume. This information, combined with the spending estimated by Nappanee households, results in the following table (table1) showing the quantities of capture rate scenarios for each household budget category.

Table 1. Household Budget Spending Capture Scenarios Drive Time Market		
Budget Category	Capture Rate	Estimated Spending Volume
<b>Dine Out</b>		
Scenario A	0.25%	\$659,660
Scenario B	0.50%	\$1,319,319
Scenario C	1.00%	\$2,638,639
<b>Apparel and Services</b>		
Scenario A	0.25%	\$389,797
Scenario B	0.50%	\$779,594
Scenario C	1.00%	\$1,559,188
<b>Groceries</b>		
Scenario A	0.25%	\$1,220,994
Scenario B	0.50%	\$2,441,988
Scenario C	1.00%	\$4,883,976
<b>Health Care</b>		
Scenario A	0.25%	\$1,403,450
Scenario B	0.50%	\$2,806,901
Scenario C	1.00%	\$5,613,802
<b>Entertainment and Recreation</b>		
Scenario A	0.25%	\$695,682
Scenario B	0.50%	\$1,391,365
Scenario C	1.00%	\$2,782,730
<b>Personal Care Products &amp; Services</b>		
Scenario A	0.25%	\$169,282
Scenario B	0.50%	\$338,564
Scenario C	1.00%	\$677,129

Source: 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI BIS forecasts for 2023 and 2028, VCE

Table 1 shows different capture scenarios for added spending volumes.



Table 2. Household Budget Spending Capture Scenarios Drive Time Market FEC				
Scenario	Total Spending	Scenario A Capture	Scenario B Capture	Scenario C Capture
Capture		15%	25%	35%
FEC	\$8,856,500	\$1,328,475	\$2,214,125	\$3,099,775
<i>Source: International Association of Amusement Parks and Attractions (IAAPA), ESRI BIS forecasts for 2023 and 2028, VCE</i>				

Table 2 shows additional spending opportunities from family entertainment centers.

Table 3. Household Spending, Capture Scenario B & Supported Space Drive Time Markets		
Business Type	Total Spending	Scenario B Capture
Restaurant/Dining	\$263,863,865	\$1,319,319
Boutique	\$155,918,809	\$779,594
Grocery	\$488,397,644	\$2,441,988
Drug/Personal Care Wellness	\$67,712,898	\$338,564
FEC	\$8,856,500	\$2,214,125
<b>Total</b>		<b>\$7,093,591</b>
Business Type	Average Sales per Square Foot	Supported Space (SQF)
Restaurant/Dining	\$325	4,059
Boutique	\$200	3,898
Grocery	\$500	4,884
Drug/Personal Care Wellness	\$415	816
FEC	\$200	11,071
<b>Total</b>		<b>24,728</b>
<i>Source: IAAPA, 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI BIS forecasts for 2023 and 2028, VCE</i>		

Table 3 looks at additional spending opportunities from other

## Household Spending and Market Opportunities

To translate this captured spending volume into supported commercial space, the average sales per square foot for some specific business examples is applied to the estimated market share in each category. The figures used here are industry standard averages.

Please note – Health Care is omitted because it covers a variety of different doctor’s offices and health care services, all have different sales/revenues. The same applies to the entertainment and recreation spending category because it includes a large variety of categories e.g. concert tickets or a gym membership. It would be difficult to break the above numbers down for specific venues and businesses in those two categories.

For the entertainment a recreation category (Table 2) the focus is on family entertainment centers (FECs). On average a household visits a FEC twice a year and spends \$50 per visit. Applying this to the number of households in the drive time market results in \$8,856,500 of annual spending volume.

FECs are not as common as grocery stores or restaurants for example, that can be found in almost each community, therefore a different (larger) market share scenarios of 15%, 25% and 35% were applied. (Table 3)

Capture rates are conservative estimates, sales and space supported ultimately depend on the very specific type of businesses, quality of products and service. The above table shows general scenarios that meant to be an initial guideline to help develop the downtown with a sustainable business mix and give prospective new businesses a view of the market potential.

# OPPORTUNITIES







# FOUR PILLARS

- **SUPPORTING LOCAL BUSINESSES**
- **CREATING PUBLIC SPACES**
- **ENCOURAGE WALKABILITY AND ACCESSIBILITY**
- **PRESERVING HISTORIC ASSETS**



# THE FOUR PILLARS OF NAPPANEE

The first of the four pillars is supporting local businesses. Ideas posed to reach this goal include initiatives like marketing campaigns, forgivable loans, providing more accessible routes to and from businesses, and providing areas within downtown that draw people closer to businesses.

Pillar two is the creation of public spaces to foster greater levels of community engagement. Flexible spaces, a variety of seating options, providing shade, and decorating alleys with public art are all methods of creating destinations out of public spaces.

Walkability and accessibility, pillar three, can be achieved by the cultivation and maintenance of bike routes, enhanced sidewalks, improved alleys connecting various locations, and being aware of and considerate to people with disabilities.

The final pillar, preserving historic assets, can be realized through the use of programs for façade improvements and restorations, renovations, and educational initiatives based in and around historic buildings.



*Bike Infrastructure*



*Public Space*



*Decorative Alleys*



*Historic Assets*





*Residential Development*



*Commercial Development*



*Creative Lighting*



*Streetscape*



*Facade Improvements*



*Sign Guidelines*



# PREFERRED STRATEGY DEFINITIONS

Gateway: 

A sign, banner, column, or other feature that marks the arrival to a destination. In this case, downtown Nappanee.

*Adaptive Reuse:*

The process in which buildings are adapted for new uses while keeping their historic features and significance.

*Alley Improvement:*

Adding various components to existing alleys in order to make them more comfortable pedestrian environment

*Primary Streetscape:*

A streetscape focused in downtown featuring wider sidewalks, raised planters, on-street parallel parking, and decorative lighting and seating options.

*Secondary Streetscape:*

A streetscape focused on leading people to and around downtown featuring decorative lighting fixtures and some possible ornamentation.

*Complete Street:*

A carefully planned and designed street that enables the safe use of space for all users regardless of age and mode of transportation.

*Park/Plaza:*

Large areas within towns that can be used for recreation, markets, and other events.

*Parking:*

Clear and designated lots for parking vehicles while people go about various activities. Lots can be public, private, or a combination of both.

*Redevelopment:*

The process of demolishing existing buildings and structures to be rebuilt to accommodate new uses.

*Facade Improvements:*

A process in which public facing components of buildings are visually improved and revitalized.





*Coppes Commons, Nappanee, IN*



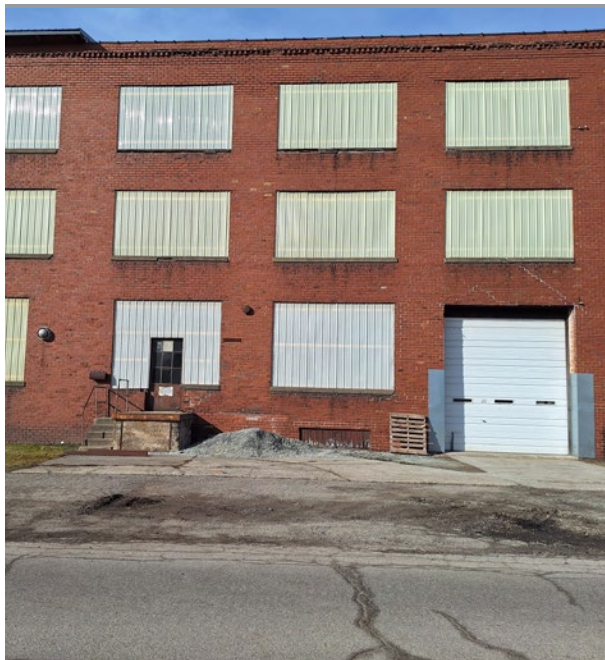
*Improved alleyway, Nappanee, IN*



*Streetscape condition of South Main Street*



*Existing downtown pavilion, Nappanee, IN*



*Old industrial building south of downtown*



*Art and renovated buildings on Market Street*