

# DOWNTOWN ATTICA REVITALIZATION PLAN



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# OVERVIEW



# INTRODUCTION

**The City of Attica** is located within Logan Township, on the northern edge of Fountain County, Indiana. At approximately 1.6 square miles, it is the largest city in Fountain County, both by geographic size and population size.

Attica is a quaint, family-friendly home to approximately 3,330 residents that is located just over 25 miles from the City of Lafayette and West Lafayette which is home to Purdue University. Located adjacent to the Wabash River, Attica enjoys the benefits of being near natural resources and major cities, while maintaining a historic and tight-knit community.



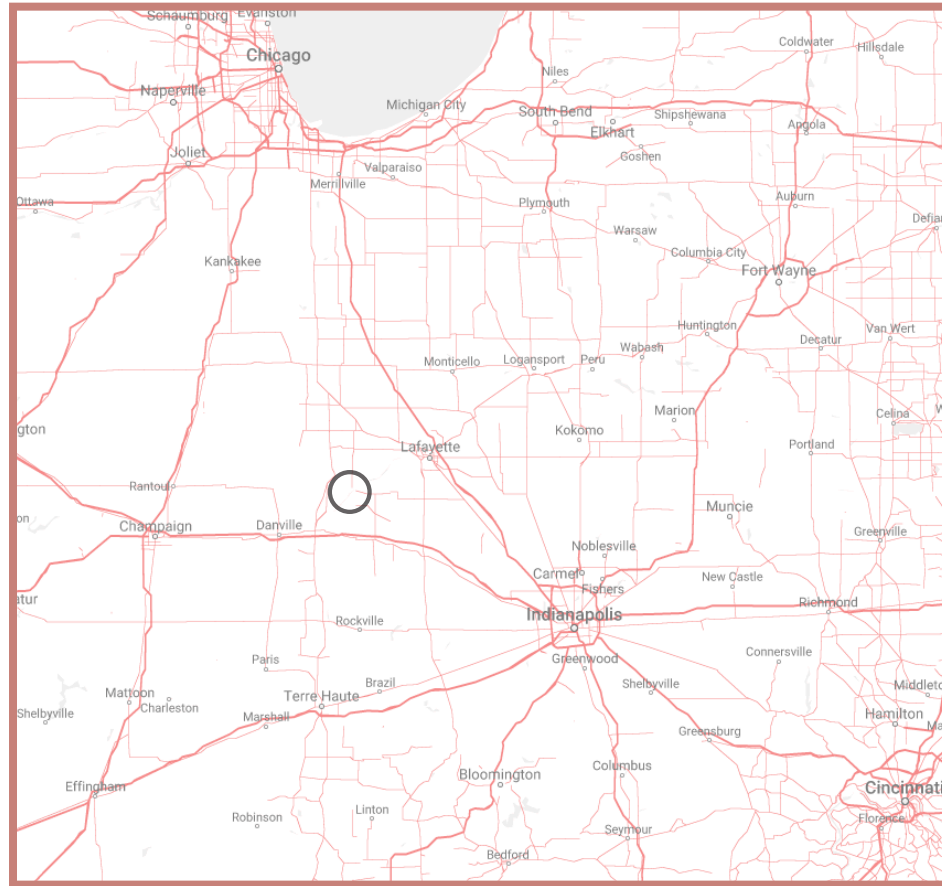
# HISTORY

Attica began in 1825 with the settlement of George Hollingsworth, and the operation of his ferry across the Wabash River. The community began to flourish in the 1840's when the Wabash and Erie Canal allowed for economic progress, and connected the small settlement to larger cities along the Ohio and Mississippi Rivers. In 1849, Attica incorporated as a town, and continued to develop in to a city in 1866.

Today, Attica is known for its charming downtown, friendly community, and impressive historic districts. Attica Downtown Historic District is a national recognized historic district, and encompasses 50 contributing buildings in the central business district of Attica. It includes notable examples of Art Deco, Gothic Revival, and Classical Revival style architecture. Notable buildings include the U.S. Post Office (1935) designed by the Office of the Supervising Architect under Louis A. Simon, McDonald House (1840), Revere Hotel (1853), and I.O.O.F Building (c. 1870).



# Location

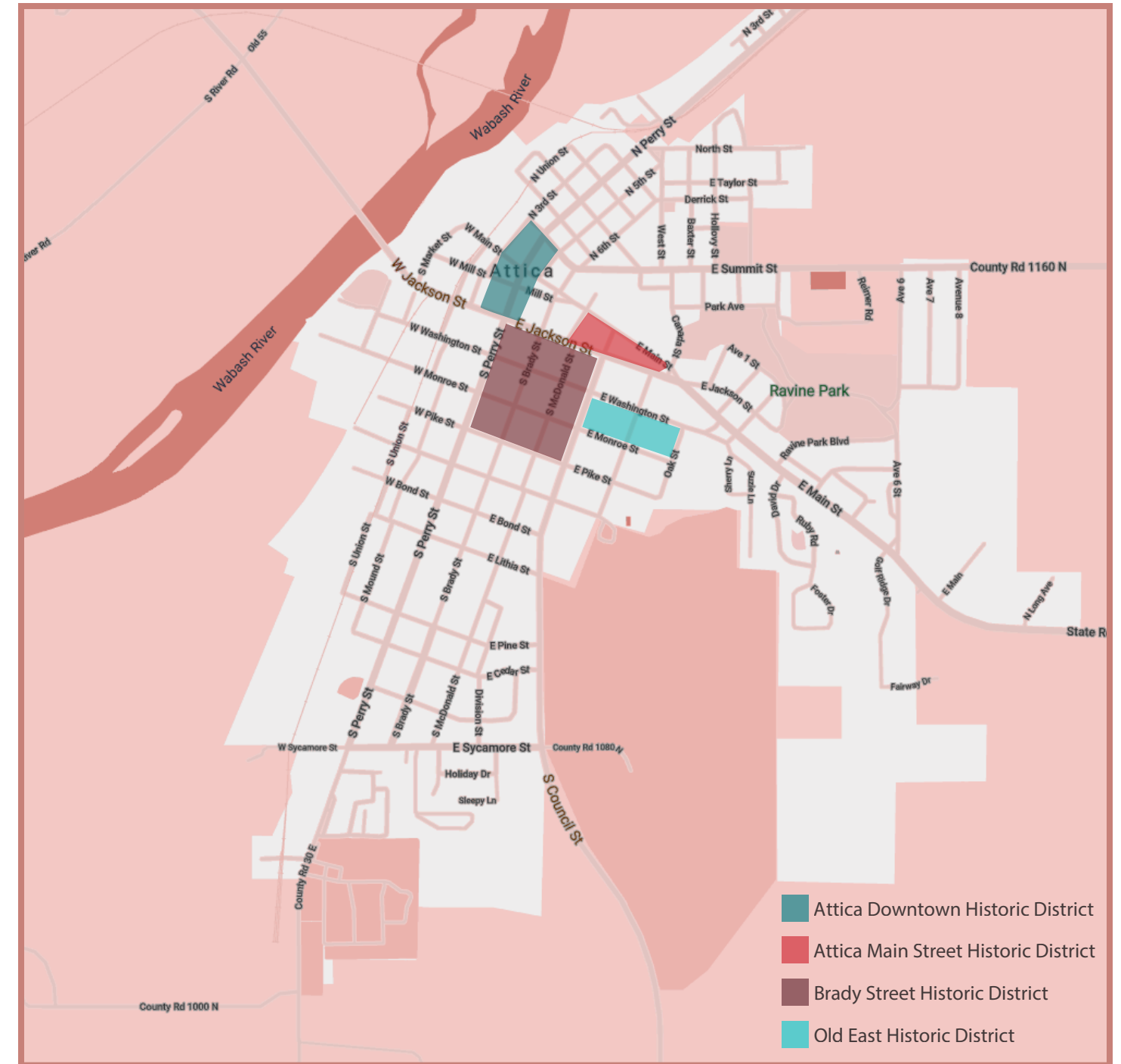
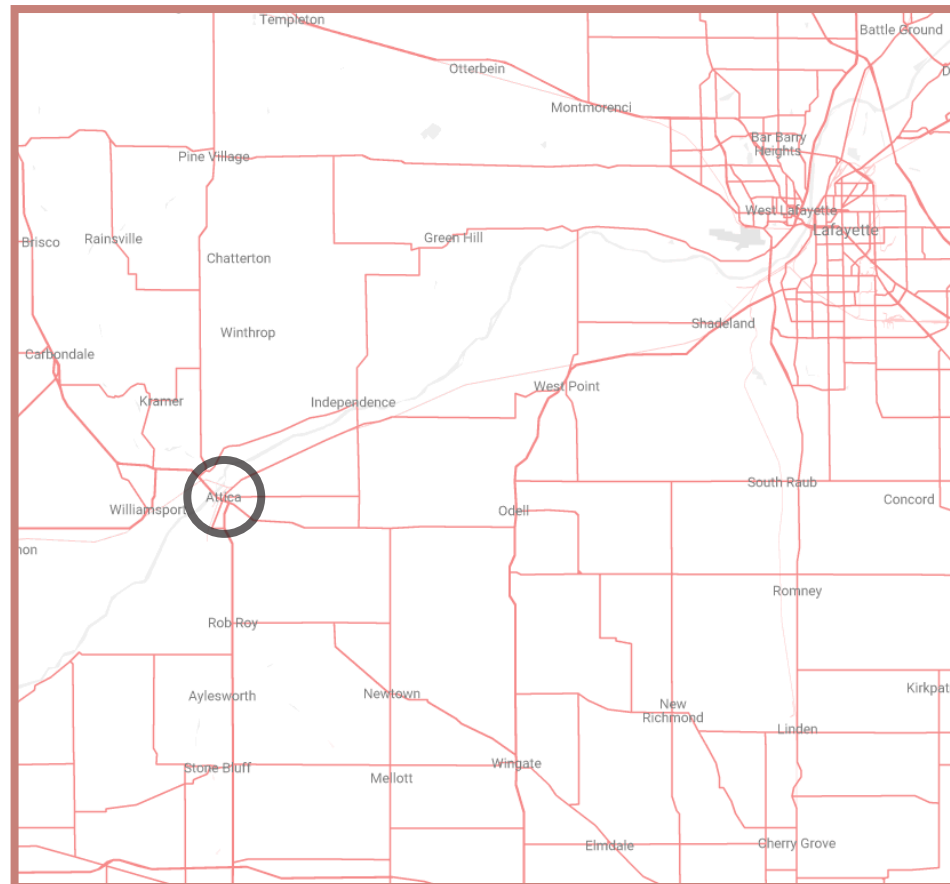


Attica is on the central-western border of Indiana. The closest city with over 50,000 residents is Lafayette, approximately 25 miles to the northeast. Danville, Illinois, is approximately 30 miles southwest of Attica, and has a population of just over 30,000 people.

Indianapolis, about 80 miles to the southeast, is the closest major city with a population near 865,000. Chicago is approximately 125 miles to the north. Other notable nearby cities include Terre Haute, IN 70 minutes south of Attica, and Champaign, IL 70 miles southwest, which is also home to University of Illinois at Urbana-Champaign.

US-41 serves as the main thoroughfare through downtown Attica, and connects the city to neighboring destinations to the north and south. State Roads IN-25 and IN-28 provide connections to major cities to the east and west.

Attica's closest neighbor is the small town of Williamsport, directly across the Wabash River to the west. Other notable neighbors include West Lebanon, Newtown, Independence, Veerdersburg, and Covington, which serves as the county seat for Fountain County.

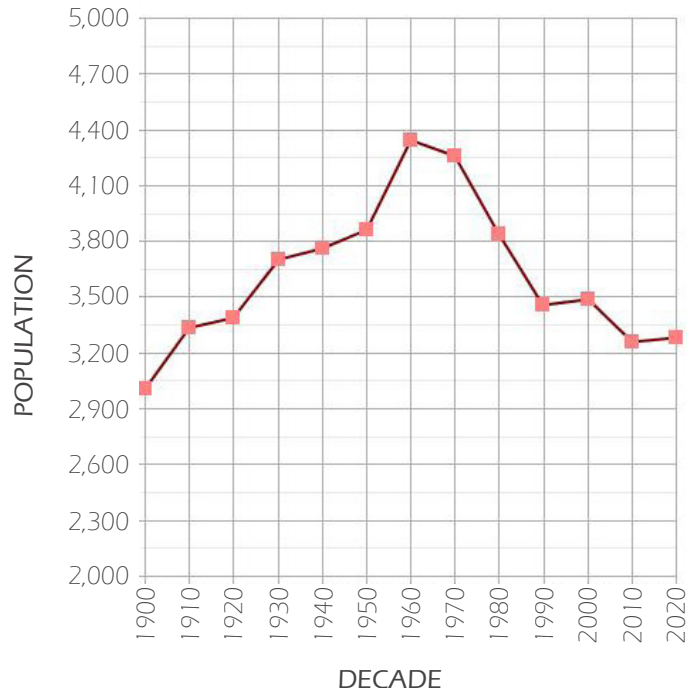


US-41 (Jackson Street) is a major vehicular route that connects Attica to communities to the northeast across the Wabash River. Intersecting Jackson Street, North Perry Street serves as the main street for the Attica Downtown Historic District.

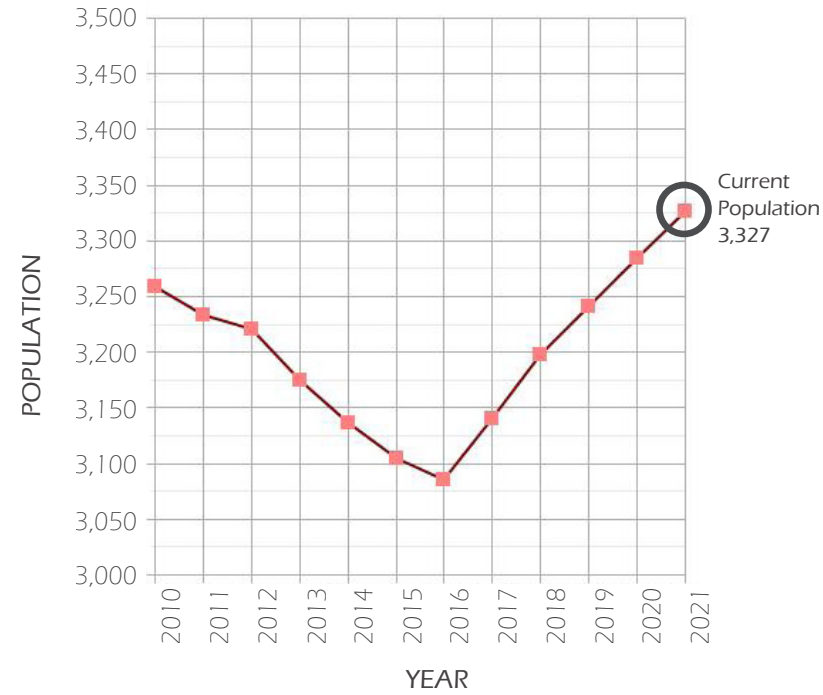
Attica has four unique historic districts listed on the National Register of Historic Places, including Attica Downtown Historic District, Attica Main Street Historic District, Brady Street Historic District, and Old East Historic District. The Downtown Historic District is located along Perry Street and spans from Jackson Street to Ferry Street. Attica Main Street Historic District is roughly bounded by Jackson, Brady, Short and Canada Streets. Brady Street Historic District and Old East Historic District are both residential areas adjacent to the downtown.

## Attica Population Profile

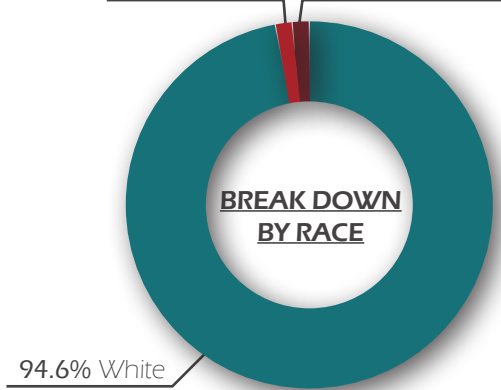
ATTICA POPULATION TRENDS OVER THE PREVIOUS CENTURY



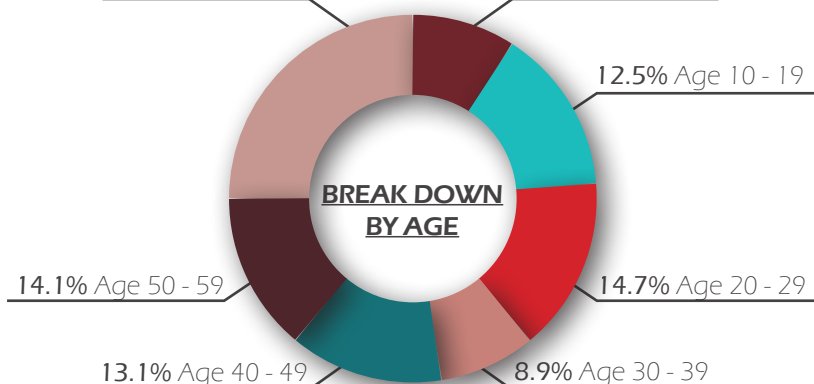
ATTICA POPULATION TRENDS OVER THE PREVIOUS DECADE



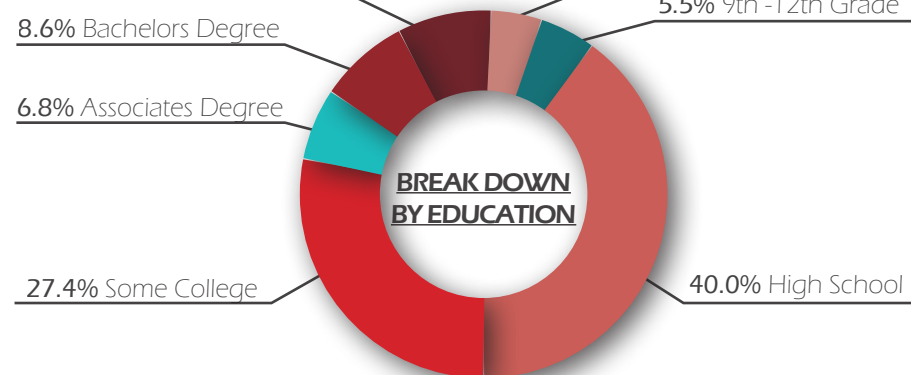
2.3% Hispanic  
2.2% Two or More Races  
0.7% Other Race  
0.2% Native American



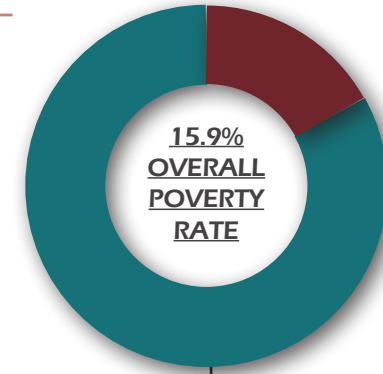
25.0% Age 60+  
11.7% Age 1 - 9



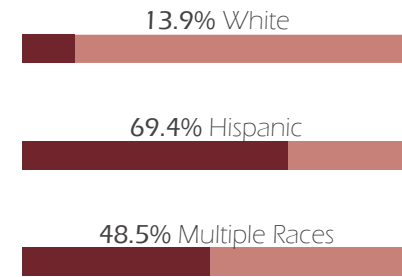
7.13% Graduate Degree  
8.6% Bachelors Degree  
6.8% Associates Degree  
27.4% Some College  
40.0% High School  
4.5% Less Than 9th Grade  
5.5% 9th -12th Grade



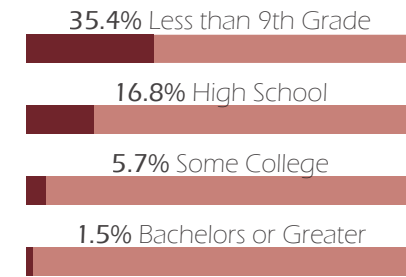
## Attica Housing Profile



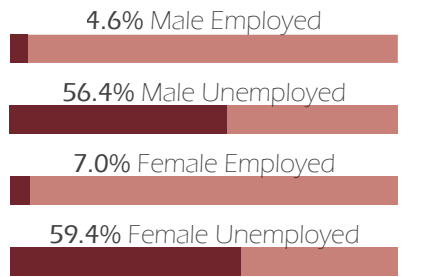
Poverty Rate By Race



Poverty Rate By Education



Poverty Rate By Gender & Employment

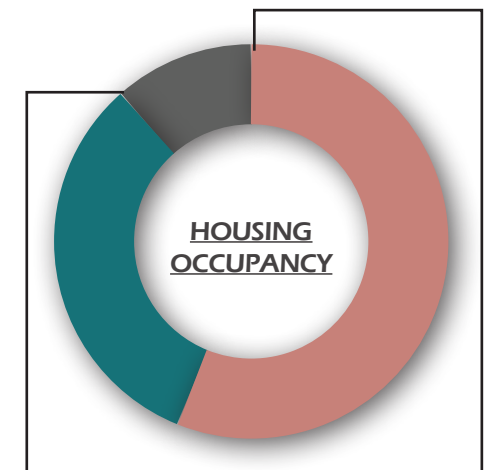
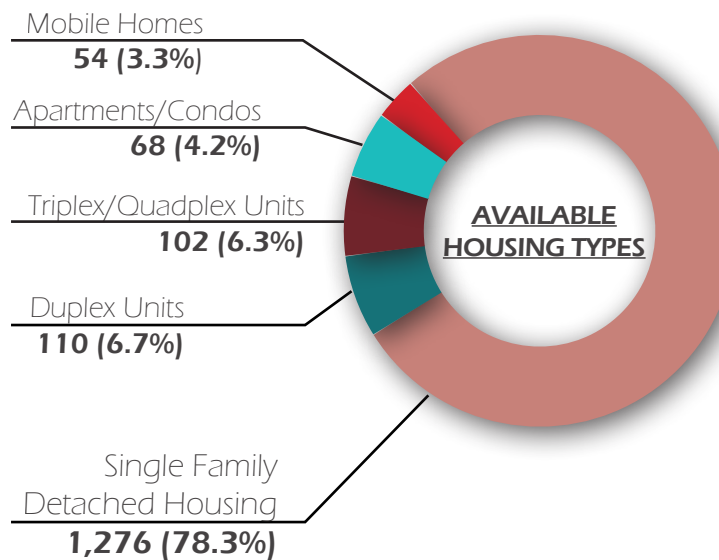


Attica Median Household Income: **\$49,167** (2019)

Indiana **\$56,303**  
United States **\$62,843**



Households in Attica: **Approximately 1,630 Units**  
Density of Housing: **1,075 houses/units per square mile**



1,445 Occupied Units (**88.65%**)

927 Owner Occupied (**64.25%**)  
516 Renter Occupied (**35.75%**)

Land Use Analysis



Existing Building Footprints

Existing Parking Areas

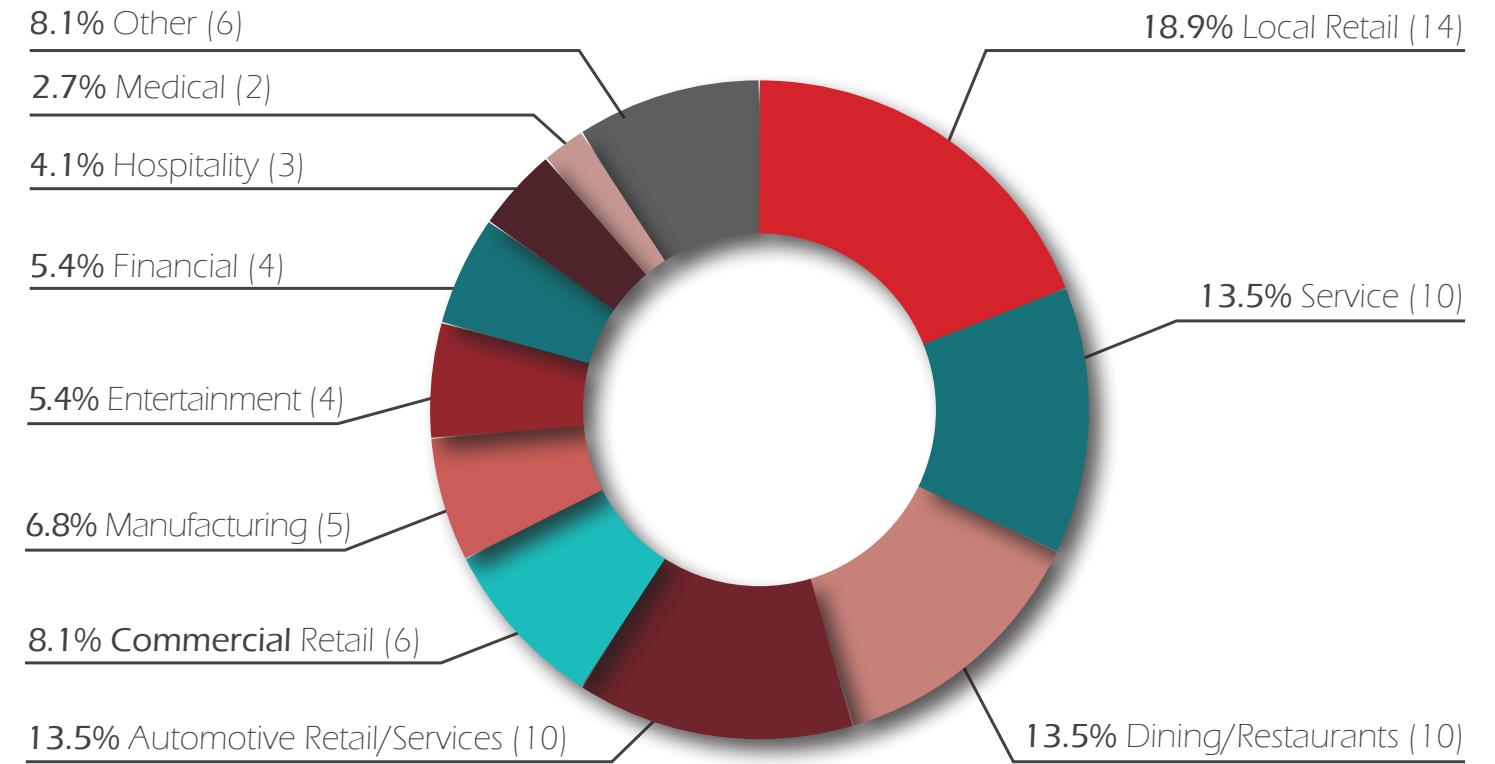
Existing City Owned Properties



- Open Space/Property
- Existing Parking Areas

- Existing Building Footprints
- Existing City Owned Properties

Attica Business Profile



Demographics, Land Use, and Business Analysis

While Attica is a small city, there is an opportunity to draw from a larger population with its proximity to Lafayette and West Lafayette. Attica has declined in population over the last sixty years, but with a strong community, access to natural resources, availability of recreational opportunities, and proximity to larger population centers, growth is obtainable in the near future.

Attica has had a shift in transportation over the years, including the Wabash River, Canal, and Railroad. Now US-41 (Jackson Street) is the vehicular thoroughfare that connects Attica to neighboring communities and its location has routed vehicular traffic outside of the historic downtown core. Currently the Wabash River is a tremendous natural resource that can be utilized for recreation and as an attraction for the city. Connecting the river and the downtown area through trails and amenities could help unify growth and development.

Attica has a lower average household income than the state average. Attracting different types of workforce and younger families should be a focus. With Purdue University not far away, opportunities could be explored to attract graduate students, faculty and staff, and graduates.

There is more dense development on Perry Street, with adjacent areas following development trends of suburban vehicular-focused growth with larger surface parking lots that decrease density and walkability. Combined with street parking in the downtown core, there is currently ample parking for the current businesses.

There is a variety of business types in Attica, but the downtown area is lacking restaurants, retail, and entertainment options compared to many downtowns. City improvements should focus on attracting these types of businesses that will draw people to the downtown area.



Street Lighting

Increased Amenities and Paving

Trees, Lighting and Other Downtown Amenities

Historic Character Amenities

12<sup>th</sup> AVENUE S

Planters and Green Amenities

Historic Preservation

Art Murals

Interactive Installations

Art Installations

Activating Unused Spaces

Wayfinding Signs

Historic/Artistic Character Branding

Queen Square Branding

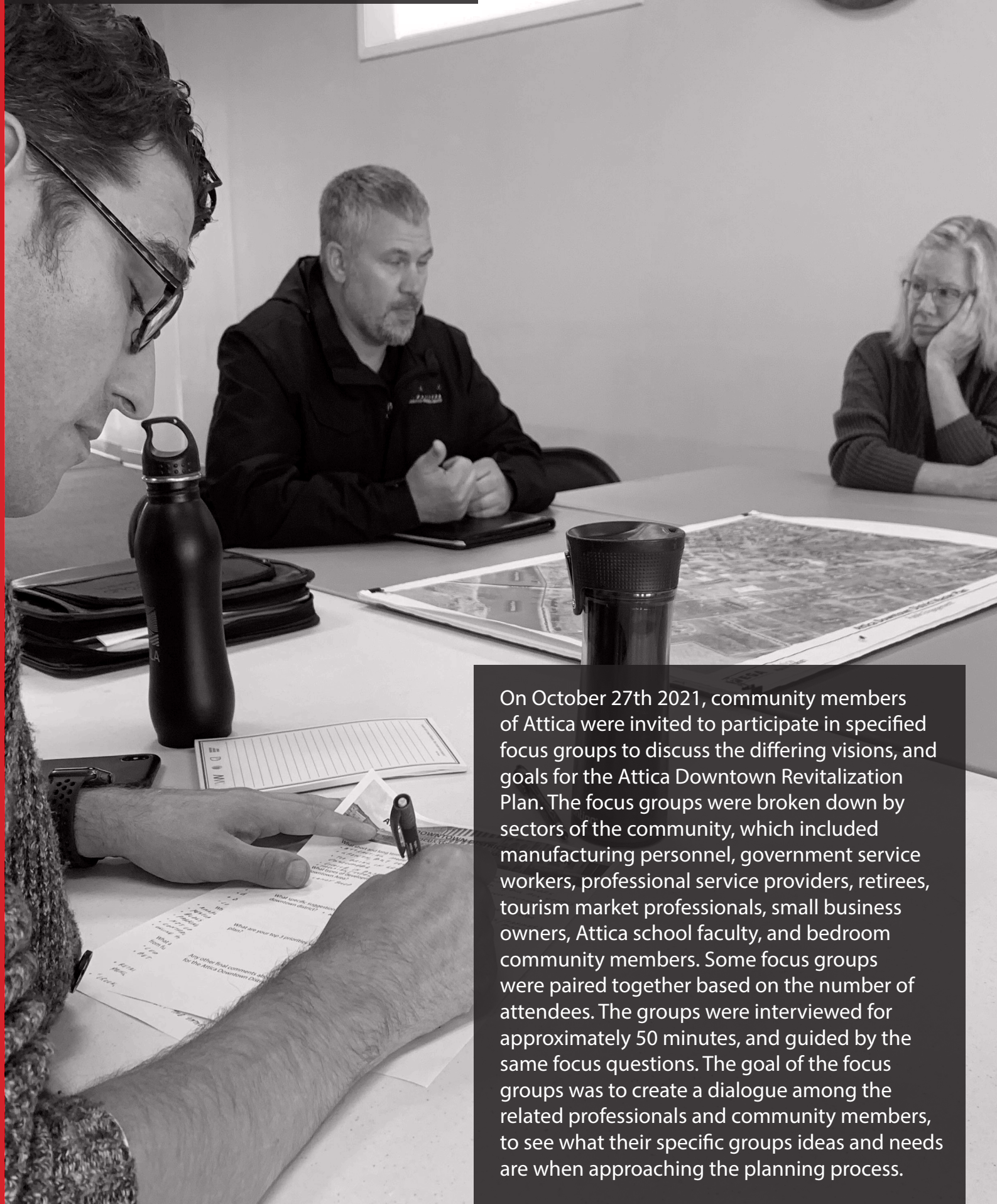
WEGA

## The Engagement Process

Public engagement is a crucial step in the planning and design process. It allows for feedback from the community, guided discussion, and the sharing of ideas that illustrate the desires and needs of the community. Community engagement provides the opportunity for citizens to play a meaningful role in the design and decision-making, and provides the space for

a deeper understanding and collaboration on community development efforts. Engagement for this plan was conducted via a public open house, pop-up engagement activities, focus group discussion, and an online public survey. This section includes the results, discussion, and interpretation of those engagement efforts.

# ENGAGEMENT



On October 27th 2021, community members of Attica were invited to participate in specified focus groups to discuss the differing visions, and goals for the Attica Downtown Revitalization Plan. The focus groups were broken down by sectors of the community, which included manufacturing personnel, government service workers, professional service providers, retirees, tourism market professionals, small business owners, Attica school faculty, and bedroom community members. Some focus groups were paired together based on the number of attendees. The groups were interviewed for approximately 50 minutes, and guided by the same focus questions. The goal of the focus groups was to create a dialogue among the related professionals and community members, to see what their specific groups ideas and needs are when approaching the planning process.

## Focus Groups: Manufacturing

The group discussed some of the qualities that make Attica unique, which included the small hometown appeal, the art and sculptures present throughout town, the local business and attractions, the walkability, and outdoor enthusiasm from the community. The riverfront was pointed out as a great natural resource that should be capitalize upon. Some of the issues the group felt Attica was currently facing included the ability to attract and retain talent, as this can be seen in the difficulty to fill open positions. The fact that there are no dining establishments and difficult parking conditions, deter people from going to downtown Attica and cause visitors to seek these options elsewhere.

The group discussed how the downtown area has shifted away from Perry Street and has begun developing more on Jackson Street (US-41). This may be due to the lack of upkeep and inhabitable building conditions on Perry, the availability for new construction east of downtown, or simply that there is more traffic on Jackson Street. Businesses development in the downtown is difficult to attract, because not only do those business owners have to take on the challenges of starting and running a business, but they also must renovate and handle the failing state of the buildings. It is too difficult and expensive to attract new owners, and prospective new business owners want spaces that are ready to move into, which unfortunately, doesn't exist

Roger Scheurich – Hose Tech  
Connie Parrish – Shore Measuring  
Rob Harrison – Harrison Steel  
Wade Harrison – Harrison Steel

in downtown Attica. Financing small business startups was discussed as a necessity in order to get businesses back in the downtown area.

Some of the short- and long-term goals identified were to capture more tourism and attract young people to reside in Attica. Some of the specific types of development needed to accomplish these goals would be to have a new hotel and more restraint options, specialty businesses, single family homes and apartments, public gathering space, a drive through coffee/donut shop, and a brewery or distillery. Specific projects that the group discussed were to have technical training programs, a kayak stop along the riverfront, new family conducive housing, and a location for food trucks. While the group agreed that some buildings need to be taken down, new buildings needed to maintain the historic character of the downtown, and any salvageable building should be renovated.

The priorities identified included: having more community involvement and business coordination, a direct corridor to Badlands to encourage tourism use of the town, addition of greenspace within the downtown area, and a market and food truck area to help incubate small businesses that could later establish themselves fully in the town.

### Qualities

- Small hometown appeal
- Outdoor enthusiasm and resources

### Challenges

- Attracting and retaining talent
- Business Development
- Lack of dining and retail
- Shift of Businesses to Jackson Street

### Opportunities

- Capture more tourism
- Attract younger people/families
- Better Connection with the Badlands
- Incubate small businesses
- More restaurants, specialty businesses, & market space
- Maintain the historic character with new buildings

### Focus Groups: Government Service

The government service group agreed that the best parts of Attica are the natural areas and connection to the landscape, as well as the welcoming community feel. The parks, greenspaces, riverfront, history of the canal, and connection to the Wabash River all contribute to what is great about Attica. Other cultural and economic community assets that were important to the group included the tourism brought in by the Badlands, and the location of Attica and its proximity to larger cities such as Lafayette and Danville. Tourism and location are both areas of capitalization potential for Attica and should be a focus during the master planning efforts. There is potential for historic preservation, but the group agreed that some of the buildings are too far beyond repair, and removing blighted buildings is needed to gain functional businesses.

As for developing new businesses, the City of Attica needs to aid in the development of a framework for businesses to make the process more accessible and achievable. The need for more parking is a current challenge that needs to be addressed in the master plan. The group helped lay out some of the priorities they felt needed to be address, which included demolition of non-salvageable buildings, creating a framework for business development, connecting the parks to the riverfront, developing more housing, and city support for the local businesses.

**Justin Harmeson** – Parks Board  
**Joanne Broadwater** – Clerk  
**Andy Smart** – Board of Works



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### Focus Groups: Professional Services & Retired Community

The group began by reflecting on the history of Attica, and described how the once flourishing downtown is now aged and lost the liveliness it once had. However, some of the resources and amenities that are still great are the golf course, the theater, recreation opportunities like kayaking and pickleball, and the many community events in Attica. Some of the issues the group felt that the downtown area was facing included the structural condition of the buildings, the lack of restaurants and retail options, parking, and the lack of connection between trails. The lack of housing was also brought up as a major issue when trying to attract young families, and a member of the group cited her own personal story about having to move her family from Attica to a neighboring town due to lack of housing.

The condition of the downtown buildings does not create an environment for families, and some of the perceived activities going on in the downtown have pushed families away due to safety concerns, and there is not enough in the downtown area for families to do. Due to this and other reasons, business development has seen more growth on Jackson Street (US-41) than on historic downtown Perry Street. While discussing the development of Perry Street, it was brought up that it has been too long since the downtown area was thriving, and that the younger generations the town wants to attract don't have the sentiment or see the value in the downtown as an investment. Newer

**Lori Scheurich** – Bi County Tax  
**Chelsea Brier** – Valley Insurance  
**Debbie Martin** – Longtime Resident, Retired  
**LeAnne Morgan** – Retired Teacher  
**Rick Morgan** – Retired Teacher and Previous City Council Member

generations would rather see investment in the business growth on Jackson Street. Some of the short- and long-term goals that were discussed included making the downtown more family oriented, capitalizing on the golf cart community, and attracting residents to help create a safe environment.

Some of the projects the group wants to see include more parks and playgrounds, the reopening of the pool or a new splash park, more greenspace in place of decaying buildings, publicly available restrooms in the downtown, single-family housing, and small businesses such as bakeries, coffee shops, and lunch spots. Mixed use development was positively received by both the younger and older generations and was said to be beneficial to both demographics. There was a strong desire to simply "have a place to sit and relax" in the downtown, such as a small pocket park or courtyard. An overarching goal was to bring young families into the town with the development of more housing and amenities for all ages. Some of the priorities the group highlighted were to remove blighted buildings, tying into the Badlands to attract tourism, building greenspace in the downtown, connecting the walking and biking trails, encouraging local shops, and providing a safe and family-oriented environment for attracting youth.

### Qualities

- Natural features and resources
- Welcoming community
- Tourism

### Challenges

- Lack of enforcement of property standards
- Lack of single-family housing
- Conditions of buildings downtown
- Nothing to do in during the evening
- Lack of parking downtown

### Opportunities

- Foster development of businesses
- Demolish non-salvageable buildings
- Connect the parks to the riverfront
- Develop more housing opportunities

### Qualities

- Historic appeal
- Outdoor amenities and events

### Challenges

- Structural condition of downtown buildings
- Lack of restaurants & retail
- Lack of parking
- Lack of housing
- Perception of downtown area & safety

### Opportunities

- More parks & recreation opportunities
- Small businesses downtown
- Public space to gather or sit downtown
- Attract younger people & families
- Better connection with the Badlands
- Help develop small businesses
- Family-oriented environment

### Focus Groups: Small Businesses

The best quality of Attica, as discussed by the group, is the small community feel that allows for valuable friendships. The small-town feeling was continuously brought up as a very important cultural resource that adds to the quality of life in Attica. This close-knit “know your neighbors” community has created a vast network that connects everyone to each other and to what’s going on in the city. The riverfront was discussed as being an extremely valuable resource that is currently underutilized.

While the historic downtown is loved, there is a need for it be rehabilitated to look cleaner, nicer, inviting, and have all around better curb appeal. Some of the issues the group felt that city was facing included awareness, lack of funding, and overall difficulty to rehabilitate the historic buildings. The lack of parking, as well as maneuverability for commercial trucks to access the buildings, limits the business development substantially. The overwhelming need for rehabilitation has put stress on the local contractors in the area. An obstacle the group felt was the lack of funding, and the quickness to tear down existing infrastructure. Rent controlled housing, lack of communication within development, and difficulty supporting retail businesses were discussed as current issues and obstacles.

**Connie Peterson** – Carquest  
**Brandon Reynolds** – HVAC Contractor  
**Lisa Craft Jordan** – AT&T

The short and long terms goals of the group included attracting more residents, visitors, and business owners, as well as encouraging the development of more business and housing types that draw in people from varying demographics and socioeconomic levels. While the group cited the need for bigger development, the concern of becoming “too commercial” and losing the small-town charm that is so crucial to Attica’s identity, was a very important note. Some of the types of development the group wants to see are showrooms, candy shops, pop-up markets, and for the farmers market to move back downtown.

Improving parking and walk-ability was an important factor in development, as well as offering more programmed opportunities such as gaming tournaments and events. A note was made to utilize the empty spaces for development before tearing down existing buildings, because the thought is that a vacant lot is less aesthetically pleasing than a building. Current empty lots can be utilized to create more outdoor amenities to enhance the quality of life in downtown, such as public restrooms, greenspace, and programmed event space.

The top three priorities included addressing the empty lots, creating public amenities such as restrooms, and having more support for business owners who need help with the building conditions of their business.

### Focus Groups: Attica Schools

The group discussed the character of the community and the qualities of Attica, which included the walk-ability, bike-ability, family-friendly environment, willing connectedness, and small town charm. The proximity to bigger cities is nice to have, but Attica has enough amenities in town for everything you would need. The parks and the golf course are important family-friendly amenities that people want more of in the community. The group talked about how Attica is great, and the downtown has a potential and great “bones” to build off of.

Housing was cited as an issue for Attica. The state of some of the existing housing, availability, and affordability are all challenges in this area. The state of housing and high number of rental properties has led to a lot of turn over, which is seen in the schools with high transient rates - almost double compared to other schools. The lack of availability and affordability of family housing has led to an increase in the older population without the increase in young family generations to balance it out. Within the downtown, the poor aesthetic look and “junky” feel of the buildings deters people from coming to the area. The group felt that there are too few hands in ownership of the buildings, and those hands just don’t have enough resources to handle that large of a task. There is a concern that the downtown buildings are beautiful, but just too far gone to salvage.

**Sheri Hardman** – Superintendent  
**Jill Mandeville** – School Board Member  
**Dusty Goodwin** – Elementary School Principal  
**Elizabeth Cunningham** – Social & Emotional Learning Coordinator

Both the waterfront and downtown were seen as areas in need of development, and how the improvement of one might help to push the improvement of the other since they have the potential to be linked through trail connections. The group expressed how they want more to do with their families outside of Badlands, Pinball, and the few restaurant options. People want places downtown including coffee shops, a downtown farmers markets, a spa, breweries and sports bars, and a gym/workout facility. The development and encouragement of safe, kid-friendly spaces in the downtown would be attractive and beneficial for the community. Streamlining the financial needs for improvements, as well as transparency of restoration needs, were described as essential for future downtown businesses development.

Perry Street was the first priority to be addressed, including the clean up and utilization of the downtown buildings, as well as a framework for development of those buildings and businesses. Safe pathways and connectedness were also brought up as priority items. Lastly, having more places, events, and opportunities for people to make connections by running into each other and “bumping elbows” more often. The desire for small town community and cohesiveness is strong in Attica, and having a community space to have more of it will help to instill pride in the community.

### Qualities

- Small community feel
- River and natural resources

### Challenges

- Funding & ability to renovate downtown
- Difficulty supporting retail
- Lots of rental housing

### Opportunities

- Better curb appeal downtown
- Improve parking & walk-ability
- Market space, pop-up shops, & farmers market downtown
- Programming & events
- Public restrooms & green space
- Addressing empty lots
- Help business owners with the buildings

### Qualities

- Small community feel
- Proximity to larger cities
- Great potential for the downtown area

### Challenges

- Housing diversity and availability
- Aesthetics of the downtown area
- Condition of buildings & resources to manage/improve them

### Opportunities

- Better curb appeal downtown
- Waterfront connection & development
- Specialty retail, dining, & entertainment
- Safe, family-friendly environment
- More places, events, & opportunities for people to connect with one another

## Focus Groups: Tourism & Bedroom Community

The nature that surrounds Attica, and the overall connection to nature that is felt throughout the town is one of the top qualities of Attica. Some of the specific natural amenities within or around Attica that were mentioned were the Turkey Run State Park, Ravine Park, and the natural waterfalls, potholes and arches along the Wabash River. It was also noted that Attica is located within 30 minutes of some of the top golf courses in all of Indiana, and how that should be advertised for tourism. Kyle, the owner of Badlands, discussed how his business is not just a recreational resource for tourism, but that he can directly advertise for the city of Attica from his establishment, and serve as an economic resource to the community. Being a “commuter town” is seen as an asset, and people love that Attica is a place to raise a family.

One challenge that was discussed was that there is a lack of amenities that direct people to the downtown area, so the tourism opportunity is not capitalized upon. Not being able to retain talent creates a limit on business development, and not having lodging opportunities makes it difficult to attract tourism. It is seen that the historical aspect is potentially holding people back from new development, and the town is very divided on the issue. It is felt like there is a general fear of attracting the “wrong type” of groups, so development has been stalled and has not taken capitalizing opportunities. The downtown buildings are not seen as viable, and are starting to lose the historic nature due to the continued lack of care. Not having enough entrepreneurs and

### Qualities

- Natural areas & connection to nature
- Golf courses & Bandlands
- Commuter town as an asset

### Challenges

- Not capitalizing on tourism
- Retaining business & workforce talent
- Fear of losing historical Attica is hindering new development

**Kyle Knosp** – Badlands Off-Road Park  
**Mark Mattern** – Longtime Resident

business talent was seen as a major obstacle, as well as the economic cost of rehabilitation.

Some of the overall goals for Attica discussed amongst the respondents included promoting the existing natural areas and recreation resources, and improving the aesthetic value of the city. The farmers market being moved back downtown, or the installation of a new market was discussed as a potential catalyst for new development. A hotel or destination restaurant was also seen as a catalyst for new growth. Utilizing open space was seen as being more valuable than constructing new buildings or renovating, since open space allows for more flexibility in use.

One of the priorities discussed was so create more connection between events, and to hold concurrent events nearby or in the same vicinity to grow community connections and encourage a walkable environment. There should be more coordination between the town and the events at Badlands, which lead to the idea of possibly creating an “Events Committee” to increase coordination and communication efforts between the two entities. Ouabache Park is a great resource to develop an entertainment space that attracts the existing tourism. Some other priorities included new events and family spaces at the parks, adding restaurants and destination projects as catalyst for community business, connection to parks, and community involvement at all levels.

### Opportunities

- Selling ourselves, promotion, marketing
- Hotel or destination restaurant/business
- Utilizing open space
- Coordinating events to better capitalize

## Focus Groups: Summary

While the focus groups had various backgrounds, interests, and opinions on the topics regarding downtown development, there were clear themes and thoughts that were felt by the vast majority, of the community members we had the opportunity to hear from. This is indicative that the community is eager to move forward with changes that will build a strong, revitalized downtown through a unified planning approach..



The focus group attendees agreed that some of Attica’s best features are the connections to nature, recreation opportunities, availability of green space and parks, the geographic location on the Wabash River, and proximity to cities and other destinations. The small-town charm, and warm community contribute to the positive attitudes that residents have towards their city. The biggest challenges the city faces is how to bring people back downtown, the quantity and types of housing available, attracting young families and businesses, and determining the best path forward to embrace the downtown history without letting it hinder development.



Some of the overall goals that were similar among the groups included attracting young families and residents, capitalizing on tourism opportunities, connecting destinations in town, and developing ways to support local business owners and new business start ups within the downtown area. Some of the common project ideas included adding public green space in the downtown, setting up financial programs for business owners, bringing the farmers market to the downtown, and increasing housing opportunities for young families and young professionals. Some of the shared values between all groups included keeping a safe, family-oriented environment and maintaining the historic character of Attica.



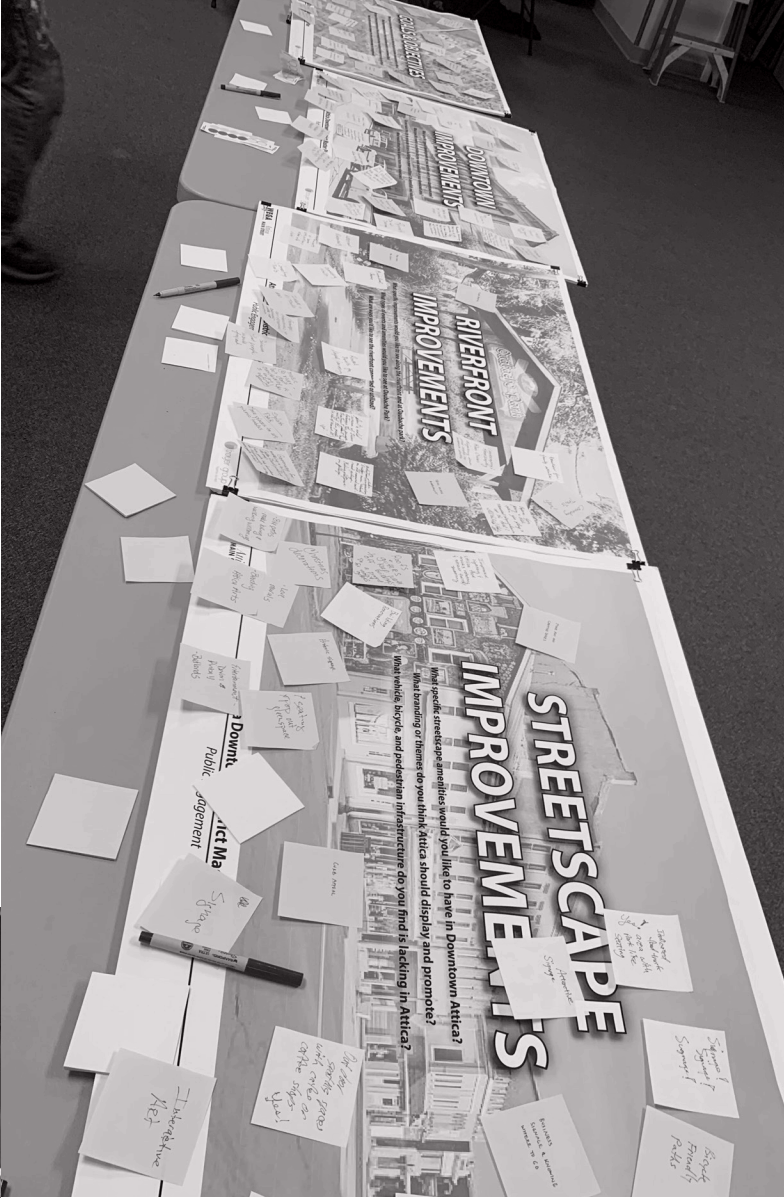
# Public Engagement

A public open house was held at the Mill Street Social Hall on Wednesday, October 27th, from 4:30 to 6:00 PM. All members of the Attica community were invited to participate, and were guided through three activities to provide feedback and discuss their ideas for what they wanted to see in the revitalization plan. The three engagement activities included image idea boards, free response boards, and funding allocation boards.

The same three sets of boards were used at the local city event hosted in Oaubache Park on Saturday, October 23rd. Due to weather conditions, the event did not see as many participants as anticipated, however, both public engagement events combined heard from over 50 participants.

## Image Ideas

Community members were provided sticky dots; blue representing a “like” and yellow representing a “dislike”. They were then instructed to look at the images provided on three boards placed on easels. The images on the boards depicted possible projects, amenities, activities, or spaces that could be included in the downtown revitalization plan. These images ranged from waterfront park improvements, to specific downtown building use types. Participants were to place the blue dots on the images that reflected what they most wanted to see in Attica, and place yellow dots on images that depicted items or themes they did not want, or felt didn’t fit in Attica’s unique character.



## Free Response

The second activity included a free response portion. Participants were provided sticky notes and pens, and instructed to write down general comments, ideas, goals, or projects on each board. The first board provided for overarching Goals and Objectives that should be addressed in the plan. The next three boards were broken down into three specific areas covered in the master plan, which included:

- Downtown Improvements
- Riverfront Improvements
- Streetscape Improvements



## Funding Allocation

For the last activity, the participants were provided five “Attica Dollars” and asked to distribute the money across the five distinct areas, with the idea that the areas they felt needed the most improvements or the most money should be allocated more of the budget as compared to other areas. The five areas included:

- Perry St. Downtown Building and Development
- Downtown Streetscapes
- Area Between Downtown and Ouabache Park
- Ouabache Park and Riverfront
- Connection Between Downtown and the Riverfront

The boundary of each area was shown on a board, and provided a corresponding basket to collect the allocated dollars.

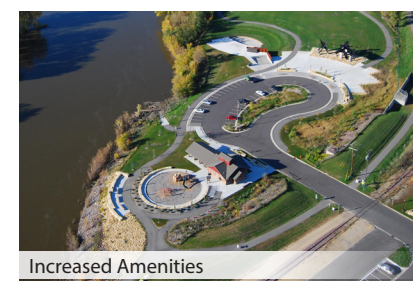
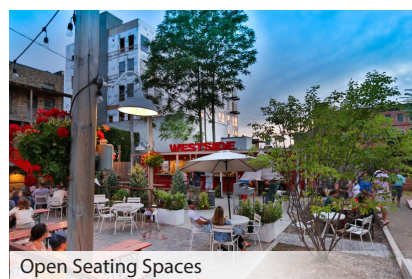
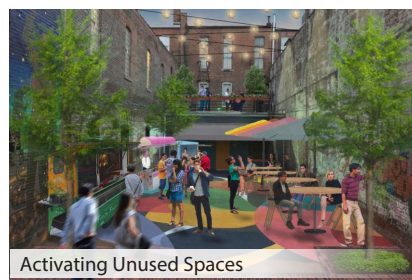
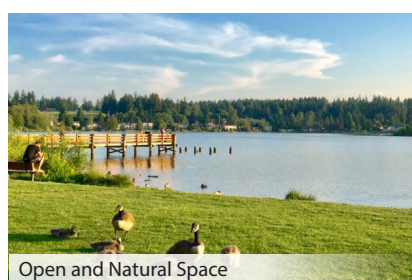
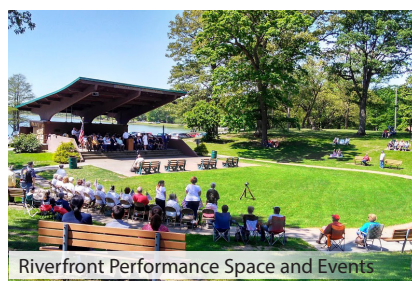
# Public Engagement Results

## Public Open House: Image Ideas Activity

Most Liked

Well Liked

Liked



The images on this page and the previous page were displayed on the image idea boards at the public engagement events. The images are re-organized to show the order of preference as voted on by attendees.

The most liked image being the top left, "Mixed-use Retail, Restaurant, and Residential", and the most disliked image being the bottom right, "Designated Separate Bike Route". Overall, there were 315 "Like" dots and 116 "Dislike" dots placed between the two engagement events.

Somewhat Liked

Indifferent

Disliked

Most Disliked

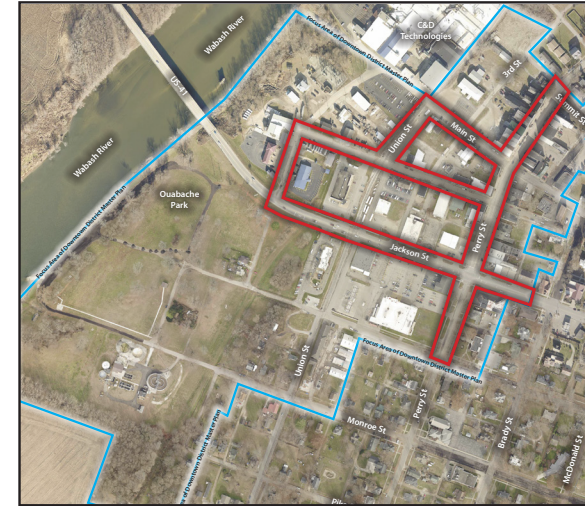
# Public Engagement Results

## Public Open House: Funding Allocation Activity

The money allocation engagement activity was used to assess how the community felt funding for improvement projects should be spent throughout various areas of the community. Participants were given five "Attica Dollars", and distributed the dollars in baskets with the corresponding areas. Between the two public engagement events, a total of \$235 Attica Dollars were disbursed, totaling 47 participants. The results below show the dollar amount given to each specified area, and the corresponding overall percentage of total funding.



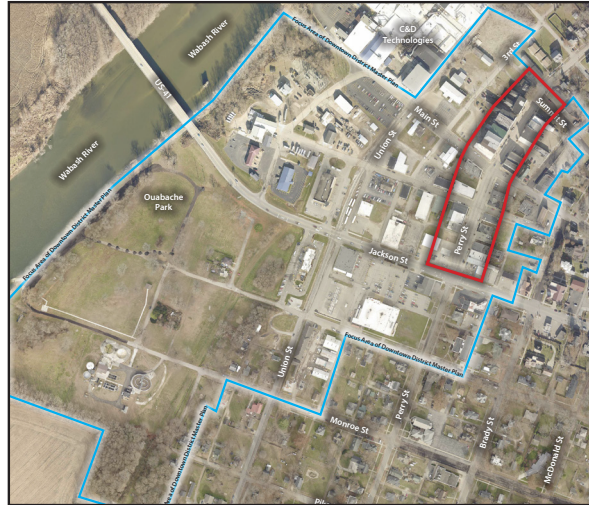
## Downtown Streetscapes



Saturday, 10/23 Community Event: \$21  
Thursday, 10/27 Public Open House: \$24  
Total: \$45

19.0%

## Perry Street Downtown Building and Development



Saturday, 10/23 Community Event: \$33  
Thursday, 10/27 Public Open House: \$44  
Total: \$77

33.0%

## Connection Between Downtown and the Riverfront



Saturday, 10/23 Community Event: \$7  
Thursday, 10/27 Public Open House: \$21  
Total: \$28

12.0%

## Ouabache Park and Riverfront



Saturday, 10/23 Community Event: \$38  
Thursday, 10/27 Public Open House: \$21  
Total: \$59

25.0%

## Area Between Downtown and Ouabache Park



Saturday, 10/23 Community Event: \$12  
Thursday, 10/27 Public Open House: \$14  
Total: \$26

11.0%

## Public Open House: Free Response Activity

The free response engagement allowed participants to write in suggestion and ideas for the specified areas including downtown improvements, riverfront improvements, and streetscape improvements, as well as overall goals and objectives.

### Goals & Objectives



### Downtown Improvements

### Riverfront Improvements



### Streetscape Improvements

# Public Engagement Results



**Take the Survey**

Attica Downtown District Master Planning  
Please complete our survey online to share your ideas, and help us identify and prioritize potential improvements to Attica's downtown and riverfront. Scan the QR code with your phone camera or type in this link in your computer browser to share thoughts: <https://forms.office.com/r/dSHtBTsane>

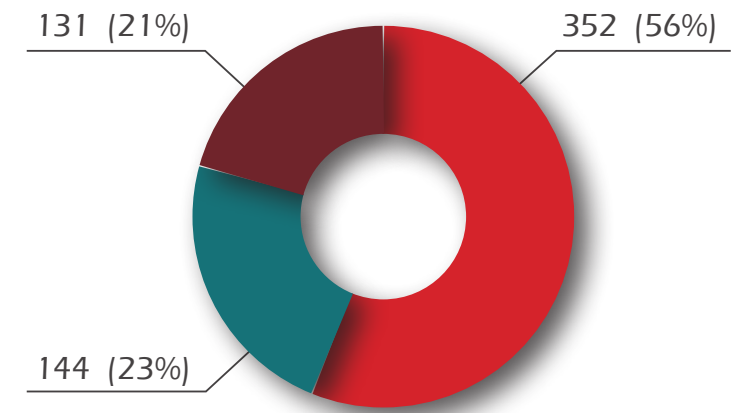
**WEGA** **Attica MAIN STREET**

## Public Survey

An online public survey was open from Wednesday, October 13th to Thursday, November 4th, 2021. The survey was comprised of fifteen questions that consisted of multiple choice, item rating, option ranking, and free response questions. The survey was distributed via flyers, yard signs, posted to community social media pages, and advertised at community events. On average, the survey took approximately ten minutes to complete. A total of 628 responses were recorded for the online survey.

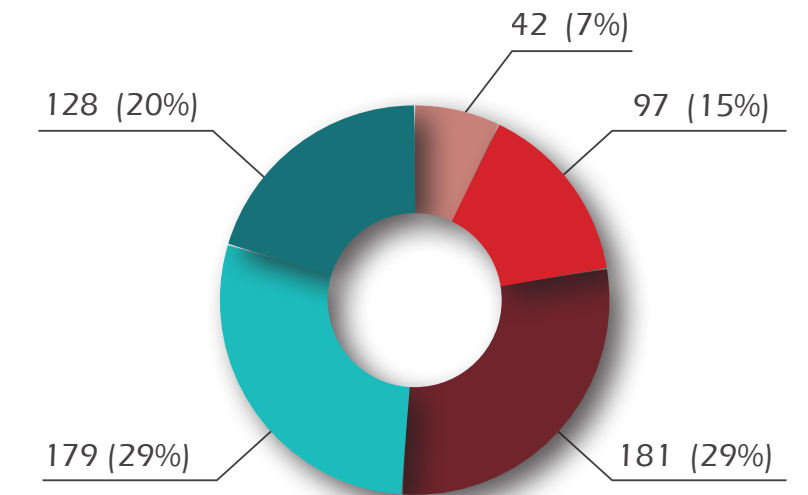
## What describes where you live?

- Inside Attica city limits
- Inside Fountain County, but outside Attica city limits
- Outside Fountain County



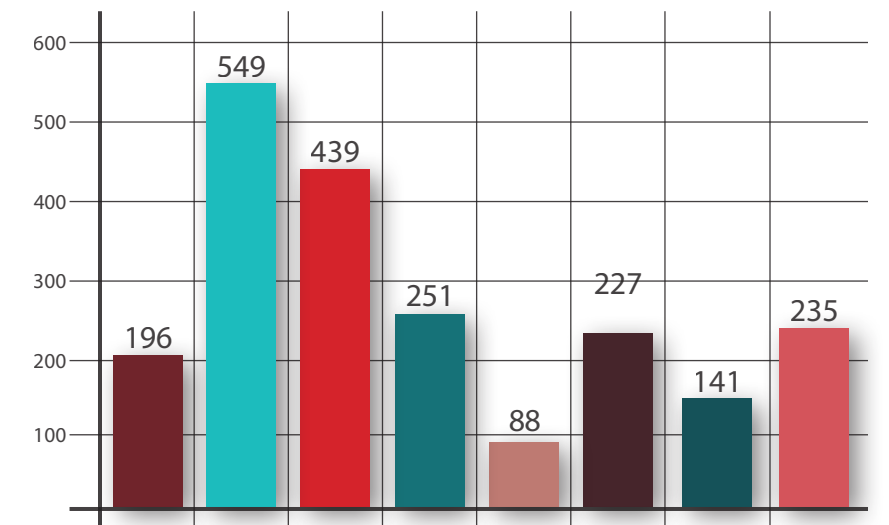
## What is your age range?

- Under 19
- 20 - 30
- 31 - 45
- 46 - 60
- Over 60



Please select all the areas and facilities you and your family have visited in the last six months.

- The Farmers Market at the school
- Downtown businesses/restaurants
- Parks and recreation facilities
- Trails
- Historical sites
- The library
- Badlands Off-Road Park
- Harrison Hills Golf Course



# Public Engagement Results

How would you rate the physical condition of the downtown area in Attica?



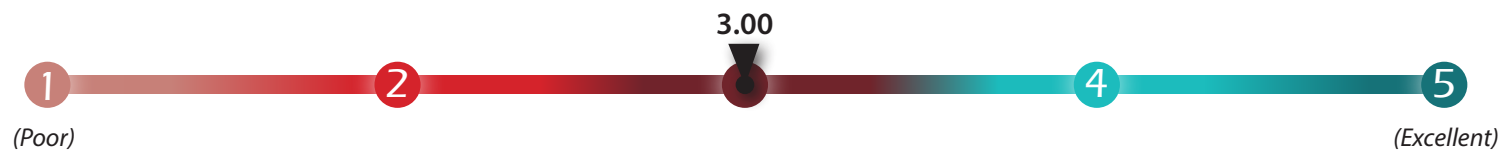
How would you rate the quality and types of businesses within downtown Attica?



How would you rate your ability to walk and bike in Attica, especially your sense of safety and connectivity?



How would you rate the quality of community events and event spaces in Attica?

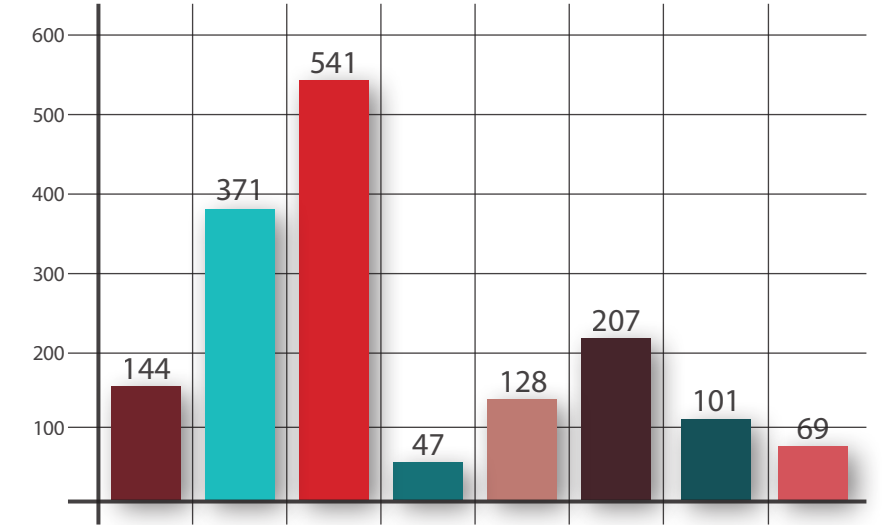


How would you rate the number of community events and event spaces in Attica?



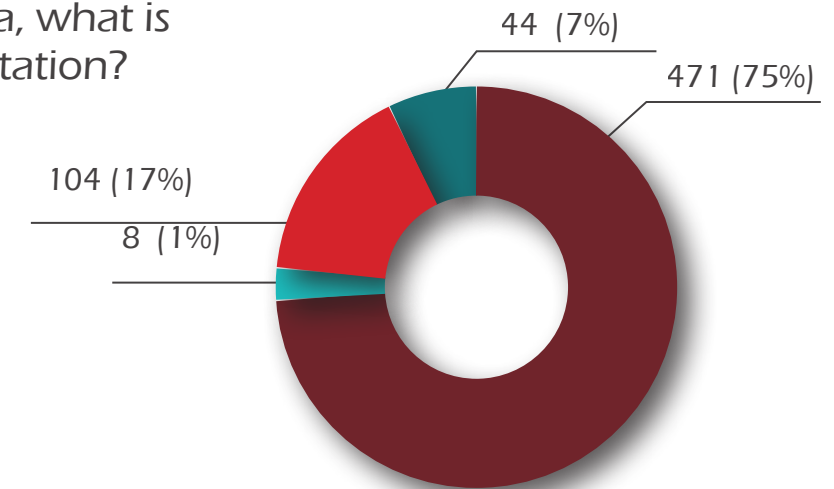
Please indicate which factors from the list below prevent you and your family from spending more time in downtown Attica.

- Lack of public spaces
- Poor building conditions
- Lack of retail, dining, and entertainment
- Cannot safely or easily walk or bike
- Not family-oriented
- Not enough programming or events
- Not enough parking
- Other



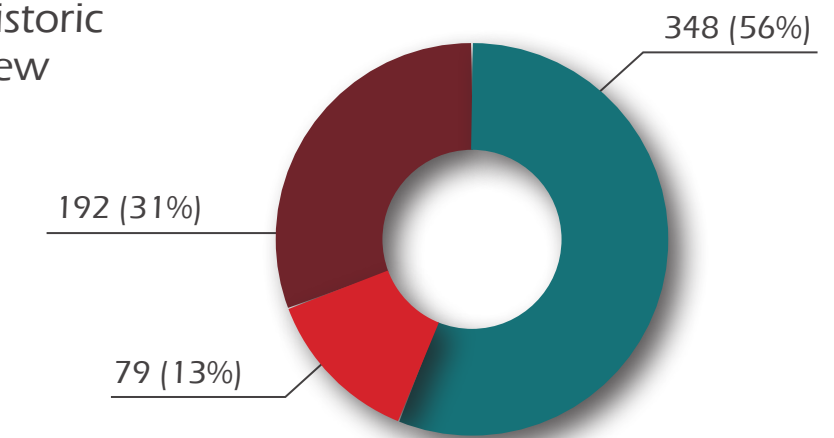
When you visit the downtown area, what is your preferred method of transportation?

- Vehicle
- Bicycle
- Walking
- Golf Carts



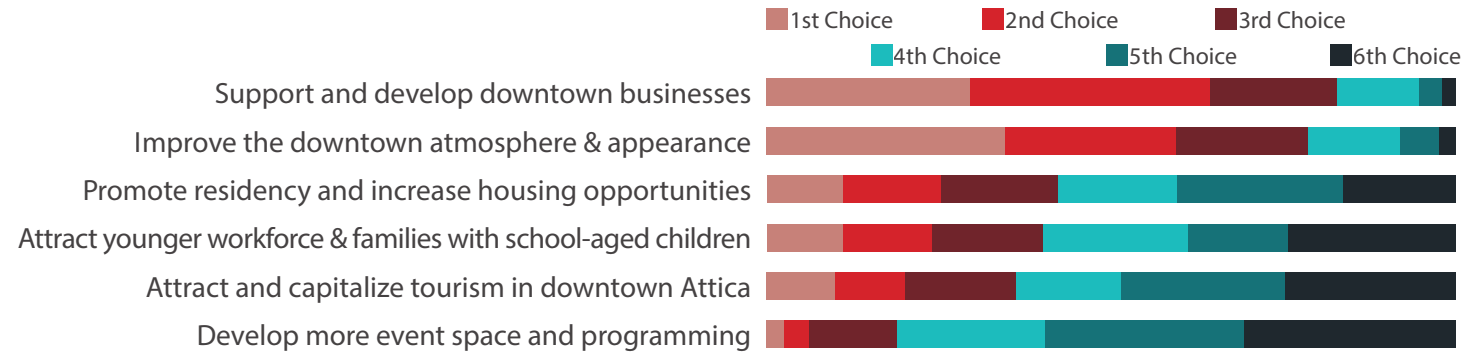
Would you be generally favorable to tearing down abandoned and decaying historic downtown buildings to develop new buildings for businesses?

- Yes
- No
- Maybe

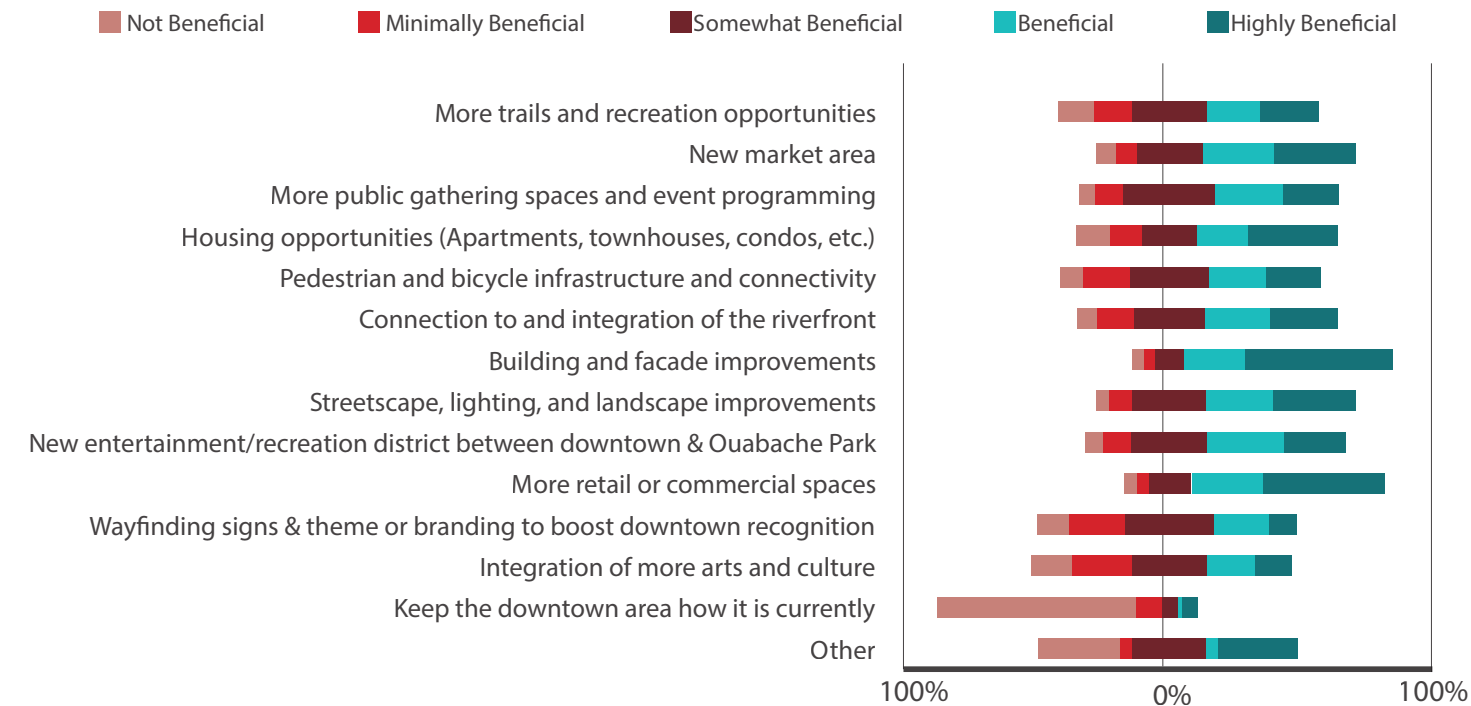


# Public Engagement Results

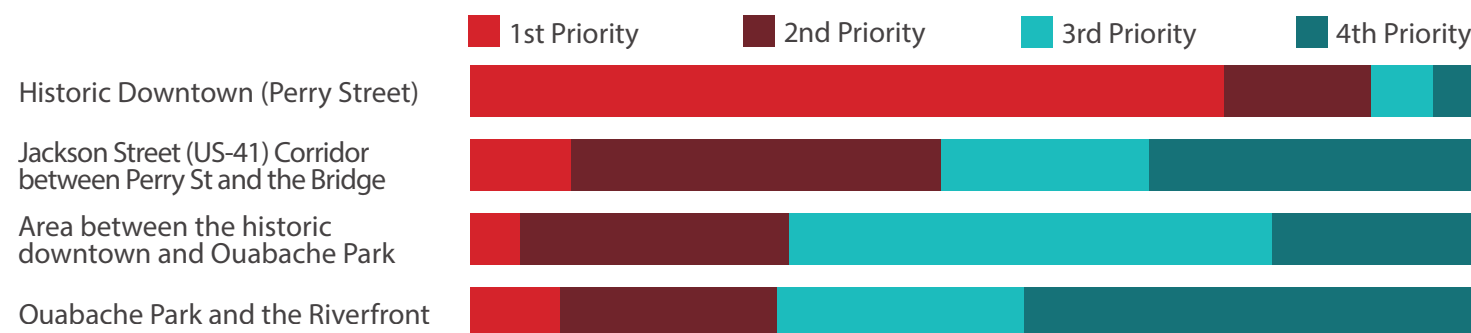
Please rank the following goals that you would like to see addressed in the Downtown District Master Plan.



Please rank the following ideas based on if you would like to see them included in future development plans for the downtown area.



Please rank the following areas based on prioritization for improvement and development.



## Engagement Summary and Analysis

Upon review of the feedback from the public survey, the focus groups, and responses received from the Attica community, there are some topics in which there is a divide among opinions, but more often the community expresses similar concerns, opportunities, and goals for the city and its downtown area.

One of the most important topics is the demolition and renovation of the downtown historic buildings on Perry Street. Most respondents see the decay of the historic buildings, and believe that the funding, time, and resources it would take to renovate them to a safe and functional condition is not feasible. However, there are still some residents that want to avoid tearing down any historic buildings. While embracing the city's historic downtown is important, keeping all existing buildings would be very costly or inhibit revitalization of the downtown.

While some buildings are still in good enough condition to be renovated, business owners need help understanding and financing the necessary maintenance needs to keep their building safe, functional, and in good condition. A focus should be made on developing programs to help business owners with functional maintenance needs along with facade repairs.

Most respondents agree the best path forward for the Perry Street redevelopment is to embrace the historic connection and importance of these buildings and maintain the historic theme and aesthetic while renovating existing buildings and developing new buildings. If buildings need to be removed for safety or functional reasons, then buildings erected in their place need to match the same character of the existing buildings within the downtown. For buildings that have feasible potential to be salvaged, they should be renovated with proper materials and methods for historic renovation. Any development on Perry Street should have its scope, reasoning, and funding be made clear to the community in an effort to increase public support.

A favorable interest is increasing public space downtown and providing easy access. There is strong desire to have a park like setting within the downtown that offers seating, unique amenities,

and a gathering space that provides space for small performances and events. Unique amenities, restaurants, retail establishments, and entertainment options are needed to bring people downtown. The public spaces and downtown development should work towards attracting these types of businesses.

With a strong appreciation for recreation, and with natural resources and recreational opportunities abound, Attica is primed for capitalizing on tourism and recreation. This theme can showcase a high quality of life in Attica, attracting new residents and future development. Ouabache Park provides an open slate for development of riverfront amenities, but is impacted by frequent flooding that will dictate the types of improvements that can be made. Trails that route through the park, riverfront, and downtown will help provide a recreational amenity while also increasing connectivity within the downtown area.

Mixed use retail and residential is strongly desired in the downtown, and housing options for young people and young families is needed. Developing affordable housing is also a top priority for Attica. While affordable housing was cited many times as favorable within responses, subsidized housing was strongly opposed. The definition and dissemination of correct information regarding affordable housing projects is necessary to garner community understanding and support. Housing opportunities should be integrated with the downtown business district, and additional residential options could be developed as growth expands downtown.

The downtown historic district on Perry Street was a consistent top priority, but there is an understanding that it needs to work in conjunction with improvements in adjacent areas, along the riverfront, and Jackson Street. Each area or district of the planning area can have a unique focus that work together to build towards the ultimate goal.

This Downtown Area Strategic Master Plan sets forth to develop recommendations based on the public engagement process, input from the Wabash Economic Growth Alliance and community leaders, and best planning practices that have been proven in other communities that are contextually appropriate in Attica.



# CASE STUDIES

## Greenville, Kentucky

Main Street in Greenville, Kentucky was once characterized by deteriorated sidewalks, vacant storefronts with dilapidated façades, and silence and darkness. Greenville's downtown had slowly deteriorated as development and investments were directed elsewhere.

However, thanks to a forward-thinking mayor, a proactive tourist commission, an involved local community, and a supportive area development district, Main Street today looks and feels very different. In this town of 4,300, as many as 8,000 people have been known to fill the streets of Greenville on a weekend night in the summertime to enjoy live outdoor music, restaurants, and community. Previously vacant buildings are now abuzz with activity, many now home to new retail stores and restaurants. A mature woodland area off the downtown area has been preserved as a 12-acre nature park, complete with trails, bridges, and a man-made waterfall. Sidewalks have been built and repaired, historic-looking street lights now shine down on the streets below, planters and trash receptacles have been installed, and engraved brick pavers line new curbs. Residents in the region no longer think of Greenville merely as a lazy county seat with a historic courthouse, but rather as an economic and entertainment focal point in Muhlenberg County.

This positive change in Greenville was the result of a small community with a vision for how to build on its local assets and infrastructure, seeking innovative financing, and cultivating partnerships in a challenging economic environment.



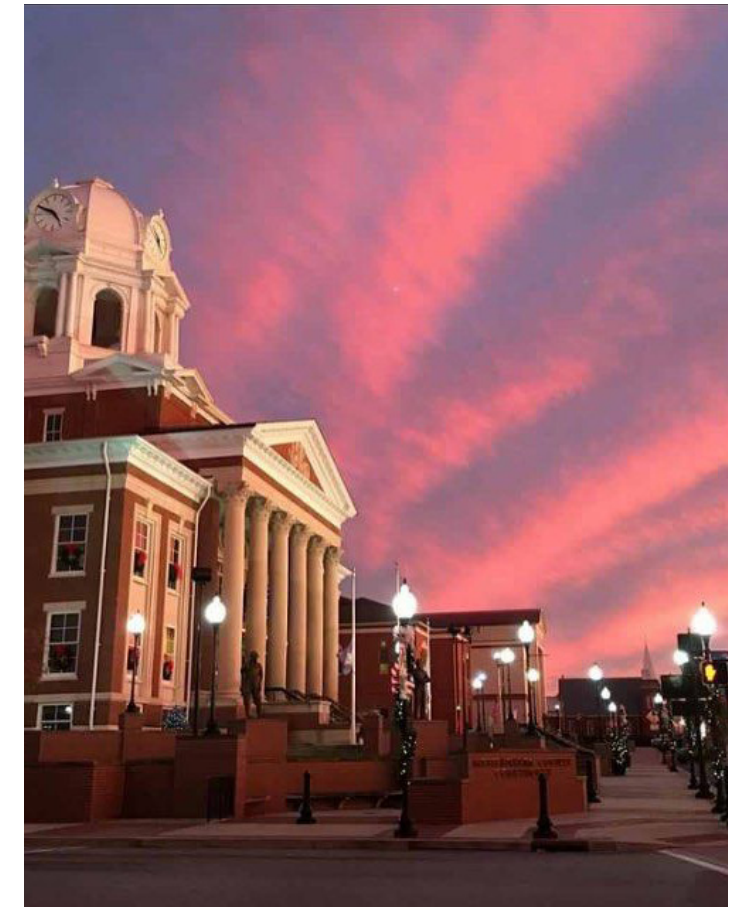
Over the past five years, over \$1.6 million has been raised to fund local redevelopment, streetscape, and recreational improvements. This money came from grants such as Kentucky's Transportation Enhancement Program, the Safe Routes to School Program, the Land and Water Conservation Fund, revenue raised by the local Tourism Commission, and even donations from hometown residents.

By investing in downtown through streetscape improvements and increased pedestrian access, the city has made Greenville an attractive place for entrepreneurs to open new businesses. The city and the Tourism Commission launched a "Let's Paint the Town" initiative which joined business owners and volunteer citizens to paint building façades and restore many to their original colors and designs. Since redevelopment began, nine new businesses have located to the downtown area – many into previously vacant buildings – creating new jobs and instilling a sense of community pride.

The Kentucky League of Cities encouraged the city to implement a restaurant and hotel tax that would fund a Tourism Commission to sponsor downtown events and activities. The tax was passed with zero opposition as the community rallied behind it to raise additional revenue. It has brought in around \$275,000 a year and has funded a variety of activities and events such as the "Let's Paint the Town" program, the "Squash and Gobble" fall arts festival, and the popular "Saturdays on the Square" free summer music series.

## Key Take Aways

- Downtown streetscape improvements and increased pedestrian access were prioritized in the revitalization development efforts.
- Successful initiatives to foster community involvement and investment.
- Active involvement of a Tourism commission and a tourism tax that helps continue community events an investment.



Schwartz, Brett. "Façades, Festivals, and Footpaths: Greenville, Kentucky's Downtown Redevelopment | NADO.Org." *Vibrant Rural Communities Case Studies Series*, National Association of Development Organizations, 25 Oct. 2021, [www.nado.org/facades-festivals-and-footpaths-greenville-kentuckys-downtown-redevelopment](http://www.nado.org/facades-festivals-and-footpaths-greenville-kentuckys-downtown-redevelopment).

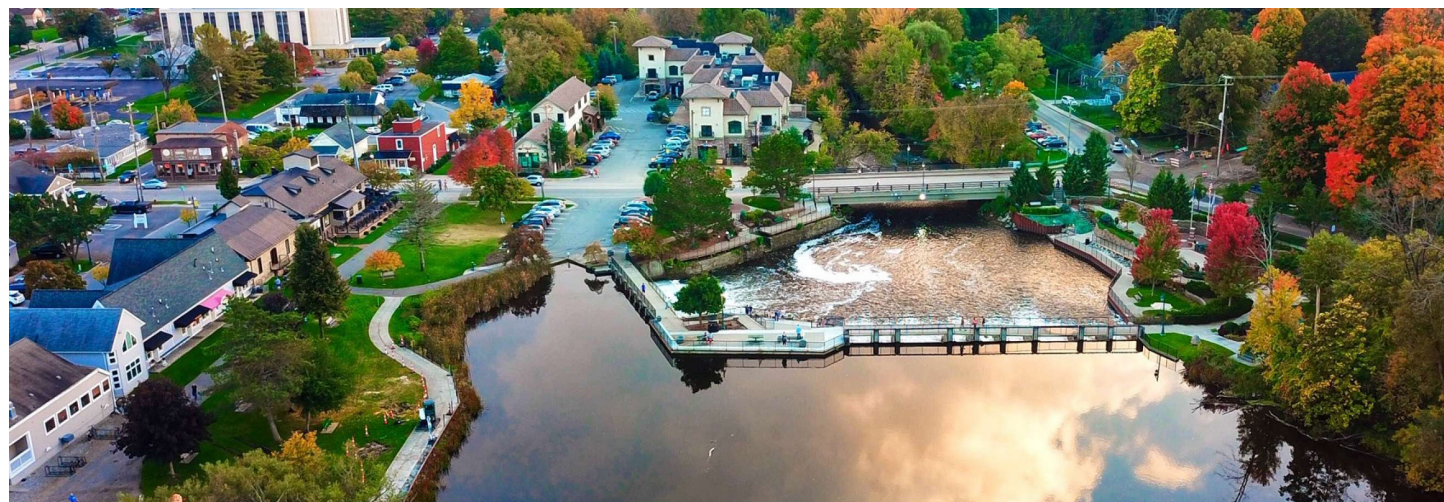
# Case Studies

## Rockford, Michigan

Rockford's Garden Club Park sits right between the Rogue River, and the several shops and restaurants that line the White Pine Trail. The retail and restaurants are accessible on both sides, allowing access from the street side, as well as the park side, that is only accessible by pedestrian traffic. Overlooking the Rockford Dam, this is a unique location for walkers and bikers to stop along the White Pine Trail and enjoy the views and multiple locations to eat. The waterfront park also has a small performance stage, where band will play weekly in the Summer. This park has capitalized well off of tourism and the natural environment, and has prioritized the pedestrian experience, that has ultimately fueled the economic success of the businesses in the area.

### Key Take Aways

- Pedestrian focused retail and restaurant development
- Capitalization of trails and recreation
- Providing community green space

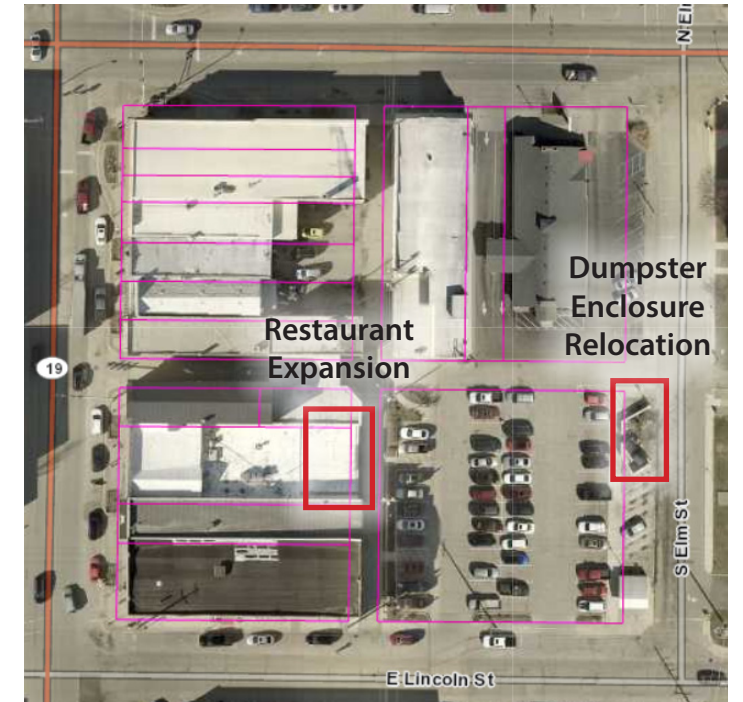


## Nappanee, Indiana

Hunter's Hideaway is a popular restaurant in the city of Nappanee. With minimal sidewalk area in the front and an alley with dumpsters and utilities in the back, there was no opportunity for outdoor seating. In an effort to clean up alleys and better utilize space in the downtown, the city funded a project to relocate the dumpsters and clean up the parking lot. This allowed Hunter's Hideaway to build an extension, where they now have covered outdoor seating. The renovation activated the space for people instead of only vehicles and service, improved the customer experience, improved the aesthetics of the area, and has increased business revenue.

### Key Take Aways

- Back of building utilization
- Unique infill development
- Successful business expansion



## Rome, Georgia

After the introduction of a commercial shopping mall in 1975, downtown Rome, Georgia, saw a sharp decline in investment. Rome's downtown anchors lost out to strip commercial development, out-migration, and stagflation, and by 1981 the downtown vacancy rate had reached 26%. Still, with the largest Victorian-era downtown district in Georgia, Rome's residents value their heritage.

In 1981 Rome received Main Street city designation and ever since has applied the National Main Street Network's approach to historic preservation and downtown revitalization. Through the 1980s and 90s, the City of Rome invested in public facilities to promote downtown as a destination for residential and commercial development. In 1986, the City and downtown businesses overhauled Broad Street—downtown Rome's main drag—by adding a median and street trees. By 1997, the City and County had accessed almost \$40 million in local, Federal, State, and other funding sources to invest in public improvements. The public investment beginning in the '80s set the stage for private developers to reinvest in downtown.

Residential and commercial redevelopment began when Georgia's Department of Community Affairs launched a Downtown Development Revolving Loan Fund in 2000, which has helped to continue development. Downtown now includes a vibrant mix of residential and commercial spaces, with 156 residential units, about 100 new businesses, and about 200,000 square feet of redeveloped space. Retailers occupy about 40% of downtown's commercial space, while service providers occupy the remaining 60%. To protect the city's Victorian architectural heritage, the city's Historic Preservation Commission reviews all changes to building facades. Now, instead of bemoaning the downtown vacancy rate—26% in 1981—Rome's leaders tout its occupancy rate—94% in 2012.

Looking to the future the Downtown Development Authority will focus on tapping the potential for more apartments on the 2nd and 3rd floors of downtown buildings. The City has also planned and partially completed a riverfront development project to include a public dock, plaza, parking structure, and pedestrian bridge. Leaders hope that this public investment will guide the next phase of redevelopment into the riverfront that forms the edge of Rome's downtown.



Bergquist, Parrish. "Vibrant Rural Communities: Rome, Georgia | NADO.Org." *Vibrant Rural Communities Case Studies Series*, National Association of Development Organizations, 21 July 2021, [www.nado.org/vibrant-rural-communities-rome-georgia](http://www.nado.org/vibrant-rural-communities-rome-georgia).

## Key Take Aways

- Rome, Georgia saw a similar decline and shift towards commercial developments away from the downtown, but through strategic planning and funding opportunities, were able to revitalize their downtown.
- The city balanced the historic preservation with the revitalization, and took steps to protect the Victoria-era aesthetic.
- Adding street trees, greenspace, and public facilities were prioritized within the redevelopment stages, followed by commercial and residential developments.
- Public investment and planning encouraged the investment from private developers.
- The riverfront development is driving the next phase of revitalization.



# INTRODUCTION

## *History of Growth*

From the beginning, Attica was the industrial and retail hub for the region. Industry and trade formed along the river, the transportation route of the day. The City organized and faced the water with industry first, then retail and commercial use, and then housing furthest away from the river. This organizational structure continued through the canal and railroad eras. The City benefited from the multiple modes of transportation, including the ferries and bridges across the river to serve local traffic, and the river which transported commerce. As a regional hub, Attica was fortunate to attract direct engagement within its core through several transportation advances.



## *A Shift Away from Downtown*

Bridges have always connected Attica across the Wabash, with the first covered wagon bridge installed in 1861, followed by an iron bridge in the same location, which provided direct connections to Main Street. In 1922, a new bridge connected to Mill Street became the main access to the downtown, and eventually in 1983 the State installed the current bridge connecting to Jackson Street and the end of downtown. This bridge directed highway traffic and attention away from the City's core and created new locations prime for commerce. When the highways came through in the 50s, 60s and 70s some businesses moved to take advantage of the City's growth and new points of high traffic. Downtown no longer served as the only heart of community but expansion only weakened downtown. The vibrancy of downtown held strong will into the 70s. In the 80's however with the circulation shifting to the end of downtown, and a national shift toward college education and corporate jobs in large Cities, the vibrancy faded.

## *Strategic Change*

Although Attica is declining in population, it is still the largest city in four counties. There is an opportunity to correct the trend of declining population and downtown business decay, and the community's desire to see change is evident in the feedback received. This master planning effort is an important step needed to introduce strategic change. Attica's history must be embraced, but focusing on new growth and development strategies is necessary to attract new residents and businesses. These strategies focus on highlighting the assets of the community such as a strong potential for the downtown, the abundance of natural resources and recreational opportunities, and a close-knit community that desires positive change. With transportation routes shifting out of the downtown core, a focus should be on ways to bring people back into the downtown through connected, people-focused development. Creating and enhancing community spaces will attract people downtown and help spur business growth and development.

# Recommendations

## Downtown Area Districts

### **Perry St Historic District**

The priority area for the downtown revitalization is historic Perry Street. There is a strong foundation for a thriving downtown if the proper improvements are made. This district should focus on buildings that are renovated with Attica's historical aesthetic in mind, while providing a function that will draw people downtown. Streetscape improvements and public spaces should be integrated to evoke the historic character while focusing on people and their experiences.

### **Social and Entertainment District**

Creating a social and entertainment district by developing public gathering spaces and attracting businesses that support that framework will give Attica a unique, fun sense of place. Attracting residents and tourists in their 20s and 30s to the downtown area will help rejuvenate the area, and provide evening activity that will bring vitality to help businesses be more successful.

### **Commercial District**

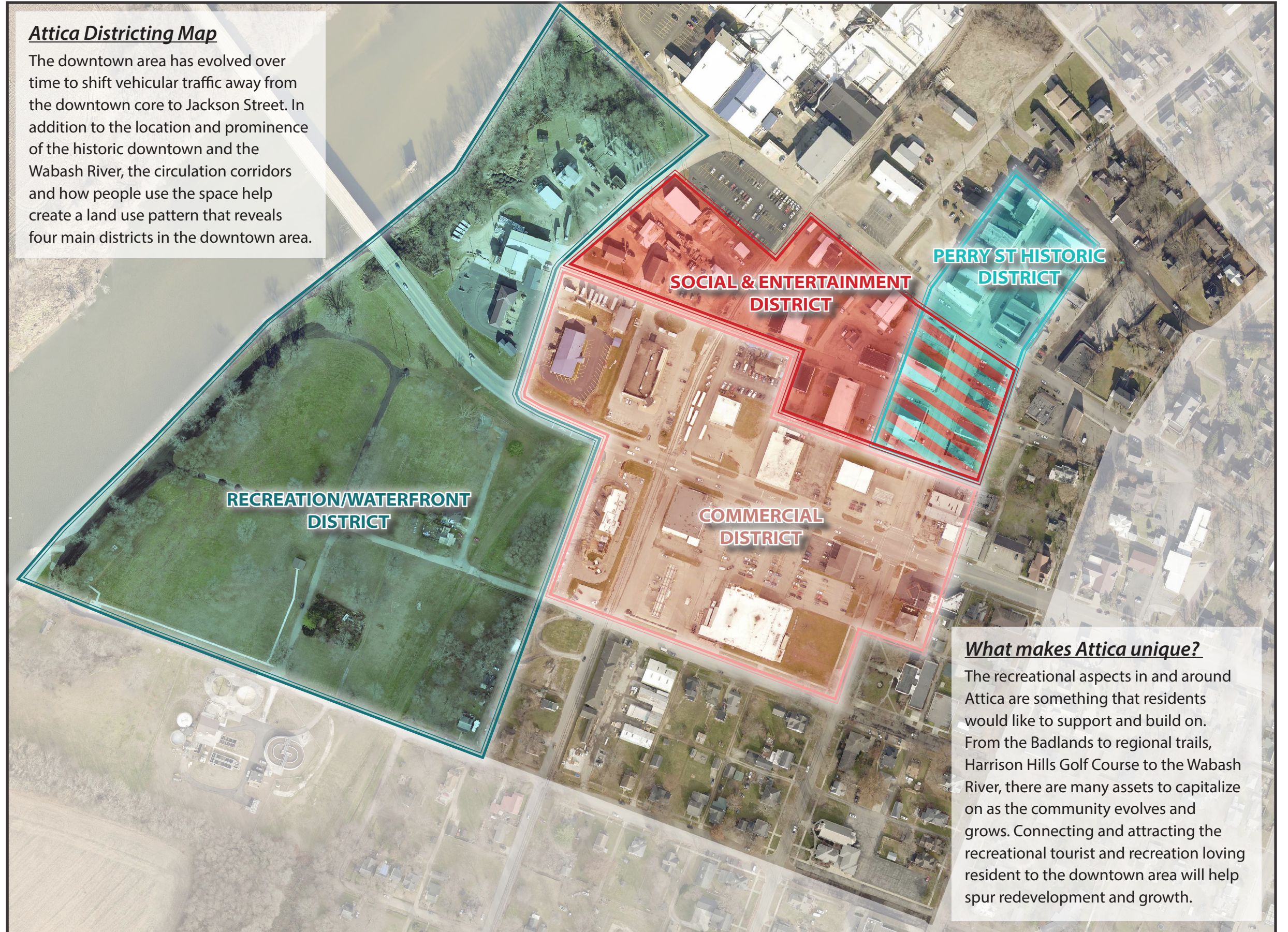
Jackson Street is the vehicular thoroughfare with high traffic and is not welcoming to pedestrians. Changes should be made to make this corridor safer for pedestrians and a better visual representation of Attica since it is the first thing people see when crossing the bridge into town. Improvements should also be made at the Perry Street intersection by developing a gateway to attract people into downtown.

### **Recreation & Waterfront District**

The proposed recreational district will connect Ouabache Park with the downtown area, providing a unique place for residents to enjoy a kayak paddle, browse small retail shops, and dine on the canal. Park improvements will supplement this, providing fun, unique opportunities for families. A trail system will connect all areas, making the downtown district more accessible and recreational.

## Attica Districting Map

The downtown area has evolved over time to shift vehicular traffic away from the downtown core to Jackson Street. In addition to the location and prominence of the historic downtown and the Wabash River, the circulation corridors and how people use the space help create a land use pattern that reveals four main districts in the downtown area.



### What makes Attica unique?

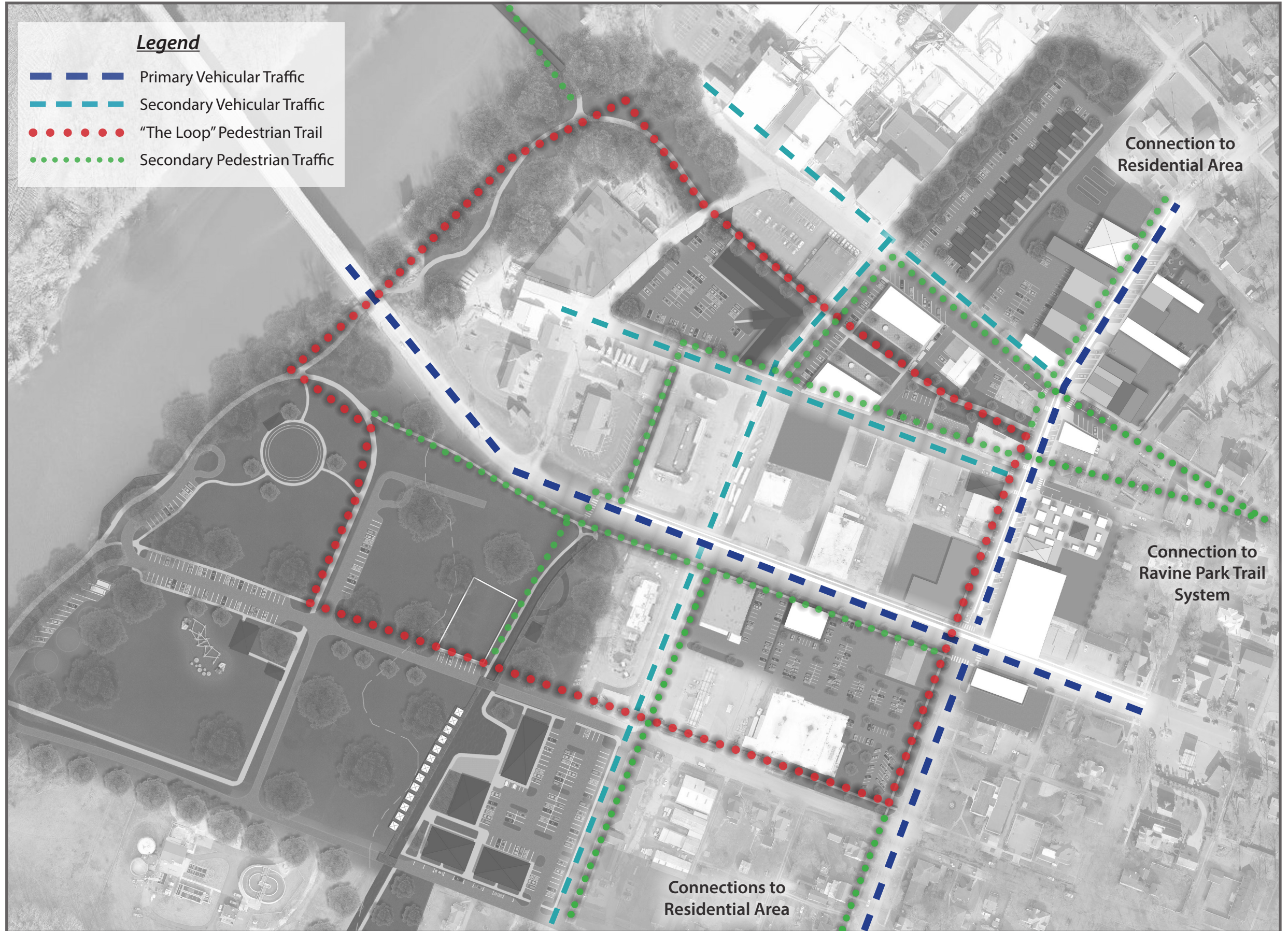
The recreational aspects in and around Attica are something that residents would like to support and build on. From the Badlands to regional trails, Harrison Hills Golf Course to the Wabash River, there are many assets to capitalize on as the community evolves and grows. Connecting and attracting the recreational tourist and recreation loving resident to the downtown area will help spur redevelopment and growth.

## Vehicular & Pedestrian Connectivity

The way the development has occurred is related to the vehicular and pedestrian routes and connectivity in the city. Commercial development has increased along the primary vehicular route of Jackson Street. Pedestrian routes and connectivity are lacking in general, although some sidewalk connectivity exists in the downtown area and along some connecting streets. There is also an existing trail along the waterfront but it is overgrown and not very accessible.

One of the important efforts in revitalizing the downtown is improving connectivity, especially for pedestrians. In analyzing the proposed districts and opportunities for development, a looped pedestrian route became evident. This loop could serve as a primary trail for connectivity and recreational purposes. The length of "The Loop" trail is roughly 0.85 miles. The trail will connect Perry Street to the riverfront and Oaubache Park and the future Canal District and crossing Jackson Street back into the downtown core.

In the social and entertainment district, the trail should run behind existing and proposed future buildings, activating this area as a community space and recreational space. The trail could connect to a future pedestrian bridge across the river that would connect the urban core to the other side of the river and bring recreation tourists into the downtown from the Wabash River and Big Pine Creek corridors.



# Overall Master Plan

- (A) The Loop
- (B) Town Square
- (C) Hotel Development
- (D) Pedestrian Bridge Connection
- (E) Amphitheater
- (F) Natural Playground
- (G) Waterfront Access Improvements
- (H) Dog Park
- (I) Canal District Development
- (J) Jackson Streetscape Improvements
- (K) Outlot and Commercial Development

- (L) Mixed-use Development
- (M) South Perry Market
- (N) Showcase Attica
- (O) Perry Streetscape Improvements
- (P) Community Green Space
- (Q) Historic Building & Facade Improvements
- (R) Community Center and Garden
- (S) Residential Development
- (T) Public Parking Addition
- (U) Commercial Development
- (V) Undesignated Future Development



# Perry Street Historic District

## Perry Street Recommendations

Through all the various public engagement activities, the importance of Perry Street and the historic downtown core was evident. This area should be a primary focus of improvements through the renovation and replacement of buildings, facade improvements, and the usage of the spaces. While buildings should be replaced or renovated as needed for safety and function, the historic character of Perry Street shall be maintained. Buildings should contain a mix of uses, with retail on the ground floor and residential or office space above. Integrating residential opportunities into the historic district is important for activating the area. Residential growth will lead to increased business growth.

Spaces between buildings should be activated for public use. These can be low cost improvements that energize a space through art, seating, landscaping, lighting, and other amenities that will attract people and provide a space to gather. The open space on the west side of Perry between Main and Mill is a perfect location, and could become the start of the pedestrian trail corridor through the Social & Entertainment District, connecting people into the downtown core.

While parking concerns were mentioned frequently during engagement activities, there does not seem to be a parking shortage in the downtown area. As buildings get improved, vacancies decrease, and new buildings are constructed, parking will become more of an issue. By changing the east side of Perry Street to angled parking, the on-street parking count will greatly increase and reduce the need for parking lots with Perry Street frontage.

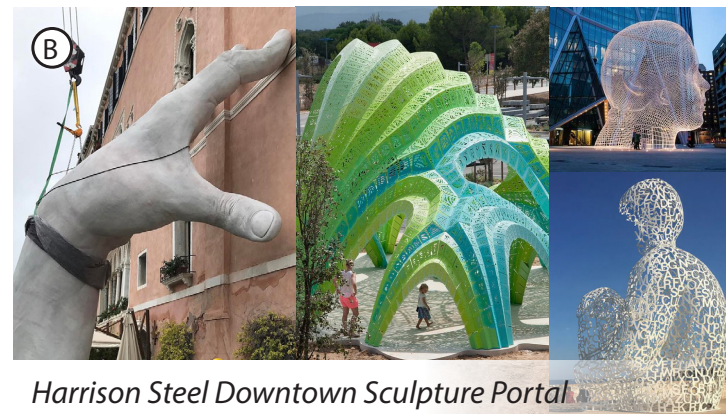
Parking areas can be improved behind buildings to help keep the Perry Street frontage used for buildings or public space. Alleys can be provided from rear parking lots where necessary for easy access to Perry Street.

Increasing building density through infill development is important in the urban core. Infill development of open frontage along Perry Street will help unify the downtown and create a consistent building frontage and scale along the corridor. Since infill development is taking place where former development was present, it is typically a lower cost since necessary infrastructure is already in place. Other advantages include energy conservation, efficient land use, preservation of building stock, aesthetic value, and municipal tax benefits.

Another low cost, high impact opportunity is the integration of public art. Art energizes public spaces, appeals to many people, encourages creativity, and is best when interactive to provide a fun experience to enjoy with friends or create an Instagrammable moment.



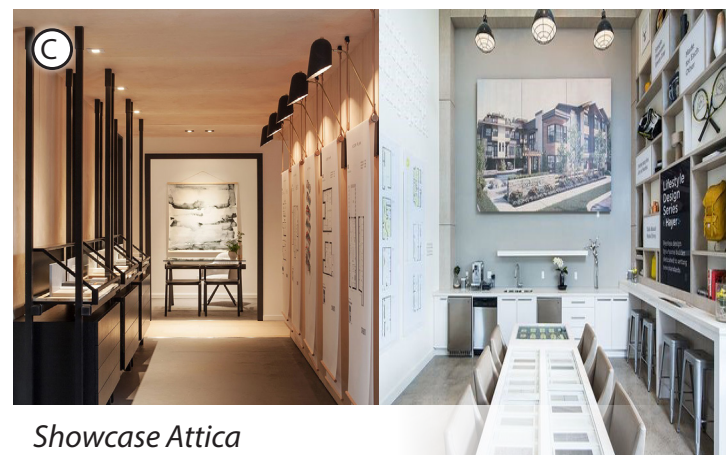
*Building Renovations and Development*



*Harrison Steel Downtown Sculpture Portal*



*Matchbox Business Incubator Space*



*Showcase Attica*



# Perry Street Historic District

## Building and Façade Improvements

### Structural and Architectural Analysis

Based on the public input received, the historic buildings on Perry Street are one of the most important aspects of the downtown improvements. Only 13% of survey respondents were generally opposed to demolishing buildings downtown if they were in poor or unsafe conditions. However, most people wanted to preserve the historic character as much as possible. It should be explored to renovate buildings where possible and demolish and rebuild structures that are unsafe or too costly to renovate. The city should hire a consultant to perform a structural and architectural analysis of buildings downtown. Having a thorough analysis of as many buildings as possible will help the city understand the scope of work, options for renovation or demolition, and potential costs to help prioritize and guide redevelopment. The structural analysis should focus on condition of the structure and determine what improvements need to be made to renovate the building to meet safety and code considerations. An architectural analysis can determine functional improvements, materials, programming, and façade improvements.

### Building Usage

Currently the buildings on Perry Street have a mix of businesses from entertainment, retail, a restaurant, service, and several vacant buildings. A mix of uses is ideal to draw a variety of people downtown and provide diversification and stability long term. Addressing vacant buildings and storefronts is a high priority, and strategies should be developed to attract new businesses. Building improvements and façade renovations, providing resources to business owners, and offering incentives could all be ways to help attract businesses. A building analysis and improvement plan can help guide ideal uses and programming to best suit each of the spaces downtown. Having a cohesive yet flexible plan will help guide development, support and provide direction to existing business owners, and help attract new businesses.

### Façade Renovations

Develop a façade renovation program that will help building owners improve their facades. The program should focus not only funding but also help leveraging resources to go through the improvement process. The façade program should have a clear guiding document that lays out the standards for quality and design for restoring, improving, and maintaining facades downtown.

The façade program should aim to:

- Provide resources to aid business owners in the process
- Provide a matching grant to help fund the projects
- Help create a unified historic district that utilizes more modern, maintenance friendly materials while preserving the historical feel of the district
- Create design guidelines to maintain consistency and quality
- Accommodate new uses for older structures
- Prioritize building function, maintenance, and code compliance before decorative renovations
- Encourage use of sustainable materials and practices



Example Image - Before Façade Renovations



Example Image - After Façade Renovations

## South Perry Market

South Perry Market is an open air facility with indoor stores designed to attract customers to Attica's historic downtown, increase tourism and foster local entrepreneurship and small business growth. It is a small business incubator but it is also a great place to experience some of the region's highest quality foods, artisan products and local farm goods.



South Perry Market Location



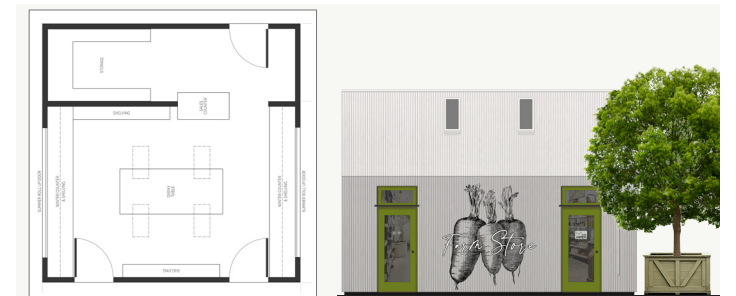
### FOOD SHOPS



### ARTISAN SHOPS



### FARM STORE



South Perry Market graphics provided by Wabash Economic Growth Alliance (WEGA)

## Gateway Entrance

The vehicular corridor no longer routes traffic into the downtown core. In the late 1800s the bridge across the Wabash River was in alignment with Main Street. About 100 years ago that bridge was torn down and a new bridge was installed that was in alignment with Mill Street. Both of these bridges routed traffic from the northeast across the river into the core of the downtown. In 1983 the vehicular bridge for US-41 (Jackson Street) was built and it moved the vehicular traffic out of the downtown and bypassed it to the south. Over the last few decades commercial development has grown along this vehicular corridor and the historic downtown on Perry Street has suffered.

Long term, this shift in vehicular traffic can be a good thing for the downtown. Many vehicles traveling the Jackson Street corridor are through-traffic with no intention of stopping in Attica. Without these vehicles traveling through downtown it helps create an atmosphere focused on people that will promote a safe, vibrant downtown. A pedestrian friendly downtown will attract people to spend more time walking around and visit multiple businesses.

That being said, most businesses still rely on vehicular traffic and visibility to prosper. A gateway entrance to Perry Street needs to catch the eye of motorists traveling along Jackson Street. The gateway entrance should make it clear vehicles need to turn on Perry Street to get to the downtown core. The entrance should be heavily branded with an arched gateway, lighting, landscaping, signage, and improvements that showcase the downtown vibe.

Development at the intersection of Perry Street and Jackson Street should also be reflective of an urban design and make it evident that this intersection is the gateway to the urban core, differing it substantially from the suburban developments along Jackson Street that have larger setbacks and more prominent parking lots. Reducing setbacks helps create a scale that slows down vehicles and provides an urban feel that is indicative of the experience on Perry Street.



Branding Opportunities

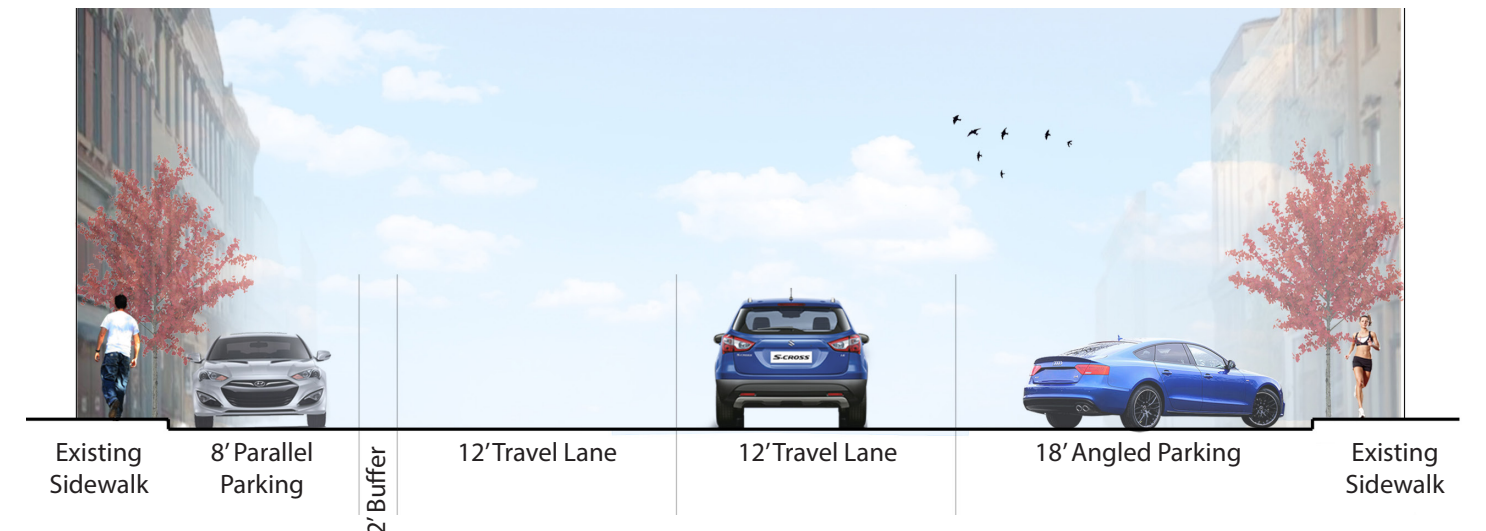
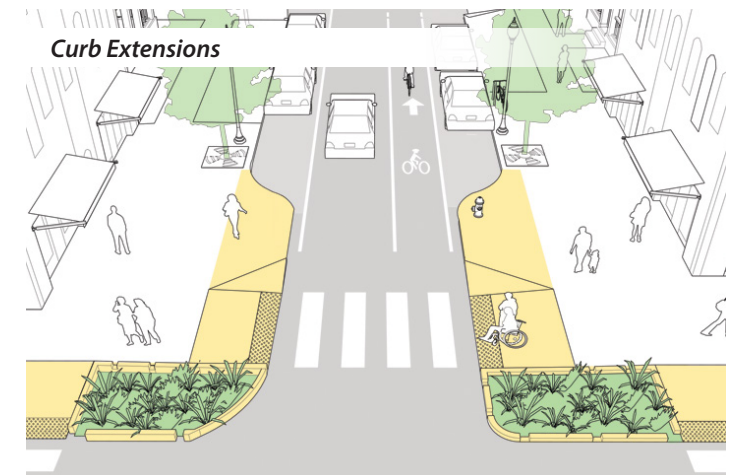
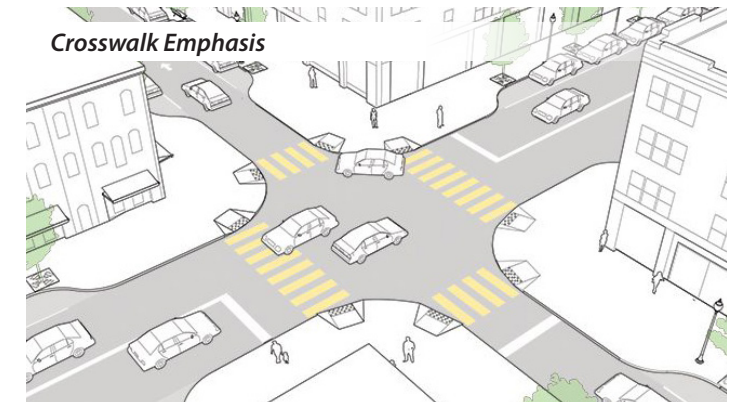
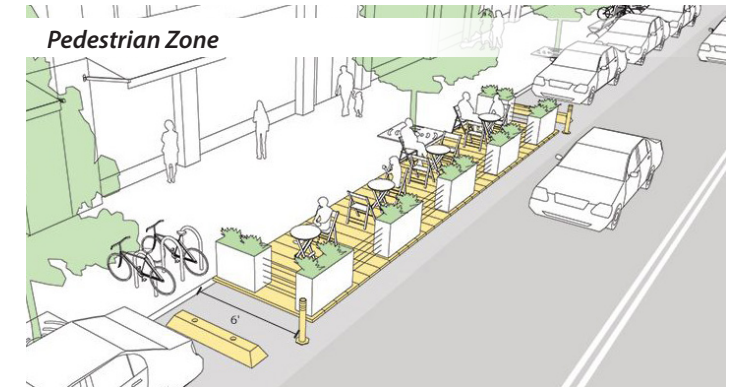


Intersection Improvements and Appeal



## Streetscape Renovations

Much of the feedback we received from the survey and the focus groups included the need for increased parking in the downtown area. Parking was continuously cited as a deterrent for people looking to come to the downtown. While having available parking is important, it is also important to prioritize the pedestrian experience, and encourage walking and biking within the downtown. Pedestrian comfort and safety, and parking, need to be balanced to draw everyone within the community to the downtown. With the current limits of the streetscape, there are several options for increasing parking and maximizing the pedestrian environment. These options can include extending the curbs further, adding bike lanes, or transitioning the parking lines. The sidewalks at the intersection can also bump out, which shortens the crosswalk distance. The narrowing of the travel lanes and added bump outs help to slow traffic, which increases pedestrian and vehicular safety throughout the downtown. This design narrows the traffic lanes and transitions the existing parallel parking into angled parking on one side of the street, which increases the available parking by a significant amount while maintaining the existing sidewalk. Other amenities that can be added to the streetscape include lighting, wayfinding signage, branding elements such as City signs, banners, or a gateway, and increased amenities such as planters, trees, and benches. Perry streetscape can help uplift the aesthetic look of the entire downtown, which can spur pedestrian activity and business development. The streetscape serves as an “a la carte” project, where small improvements can be made over time. While the expansion of the sidewalk may be a long-term project, adding amenities or changing the parking lines can be a more feasible, lower cost investment.



# Perry Street Historic District

## Streetscape Experience Recommendations

Downtown Attica's building setbacks that are close to the right-of-way coupled with their historic character give the downtown a strong sense of place that would be the envy of many Indiana communities. Leveraging those aspects, rather than fighting against them, will be a key to Attica's future success. Addressing elements like pedestrian amenities, parking, property vacancy (real and perceived), and the condition of existing buildings/community infrastructure should be a focus for recommended projects, as well as recommendations that focus on small changes with big impact.

Short term investments could include more pronounced crosswalks that are bright and clearly defined, ADA curb ramps, and temporary closures to increase the public space during non-peak or event times. Other investments could include sidewalk bump-outs that help create gateways to different portions of the downtown area also reduce pedestrian times in the street, mid-block crossings.

Other opportunities may include creating a larger pedestrian zone, developing mid-block crossings, introducing more opportunities for seating throughout the downtown area, and reinforcing a pedestrian scale by creating new ground plane elements, such as planting beds and larger crosswalks, as well as bringing down overhead scale through elements like lighting additions and additional street trees. Curb extensions increase the overall visibility of pedestrians by aligning them with the parking lane and reducing the crossing distance for pedestrians. Curb extensions may be treated with corner street furniture and other amenities that enhance the public realm. Curb extensions may be applied at mid-block to slow traffic speeds and add public space. Plant street trees on curb extensions aligned to the parking lane to narrow the overall profile of the roadway.



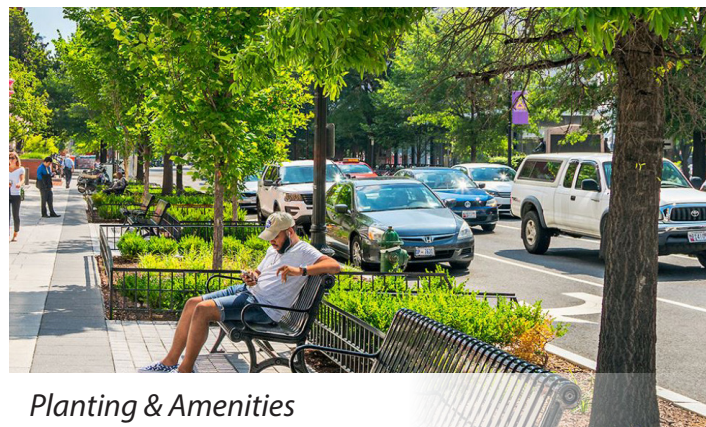
Branding & Character



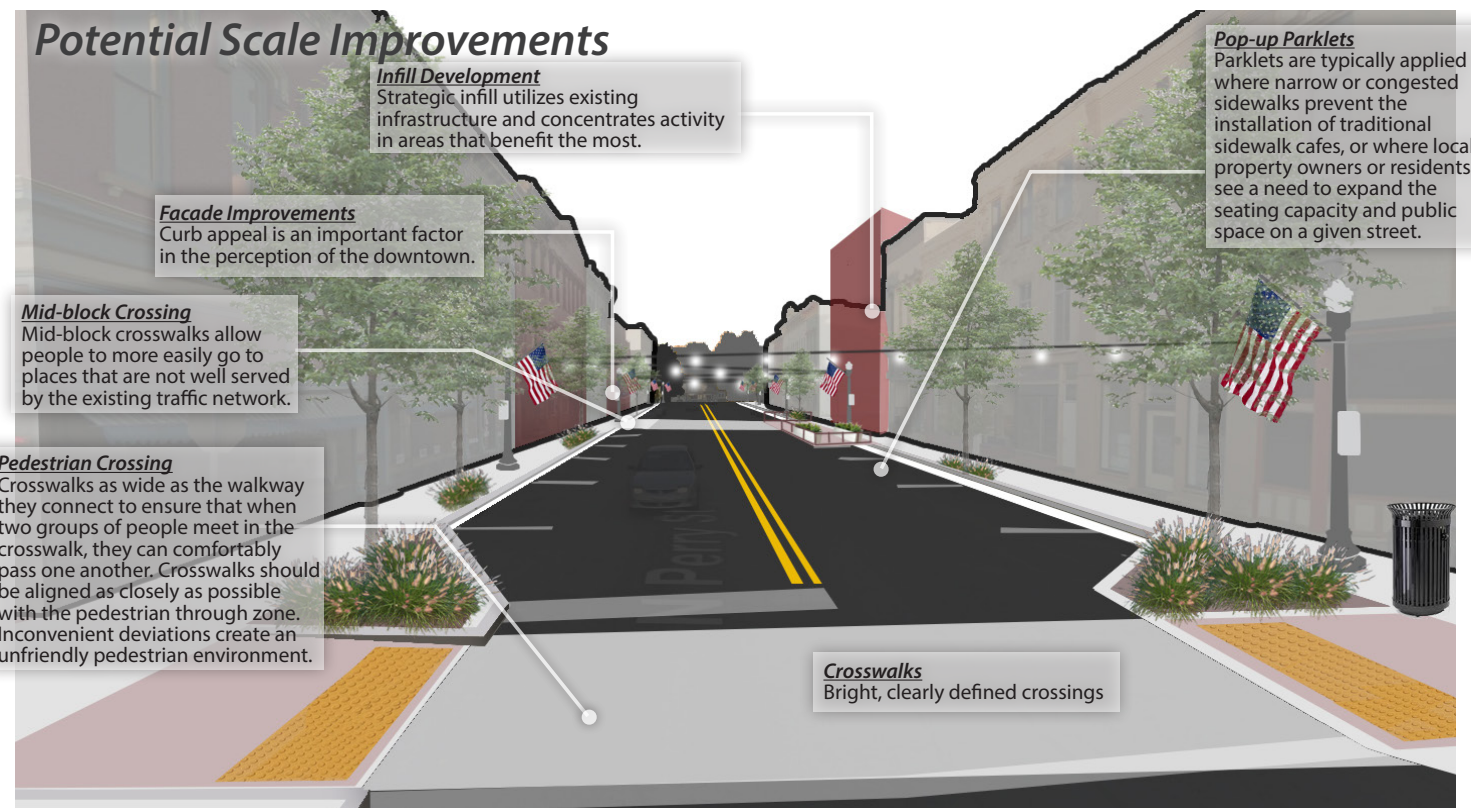
Lighting & Ambiance



Historic & Wayfinding Signage



Planting & Amenities



**Development Recommendations**

**Community Center:**

A community center is a great way to attract people downtown by providing a space for programs, classes, events, and gatherings. The city owns the old hotel property on the north end of Perry Street and would be a good location for a community center. This location would serve as an anchor to the north end of the historic district, bring people through the downtown, create infill development on Perry Street, and there is open space adjacent for some additional parking and a community garden.



Community Center Garden

**Residential:**

Much of the feedback that was received during the focus groups highlighted that middle income and additional housing options are needed to attract and retain a younger workforce. There are minimal housing opportunities downtown, and almost 80% of the housing is single family residential. Only about 4% of the housing is apartments or condos. Attica has much to offer for young adults and young families including access to recreation, a family-oriented environment, great schools, and access to large cities, but housing options are lacking.



Community Green Space/Pocket Park

This proposed residential development can provide housing for a range of income levels and allow them a space to reside adjacent downtown to help further spur economic development and activity in the downtown area. This residential development could include small apartments, townhouses, or multiplex housing. For the purposes of this graphic, townhouses were illustrated in the form of seventeen two-three story townhouses with a typical 25' x 50' footprint for each town home.



Future Alley Access from Parking

There is enough room to in this area to have parking behind the residential units and create a buffer between the industrial property to the northwest.

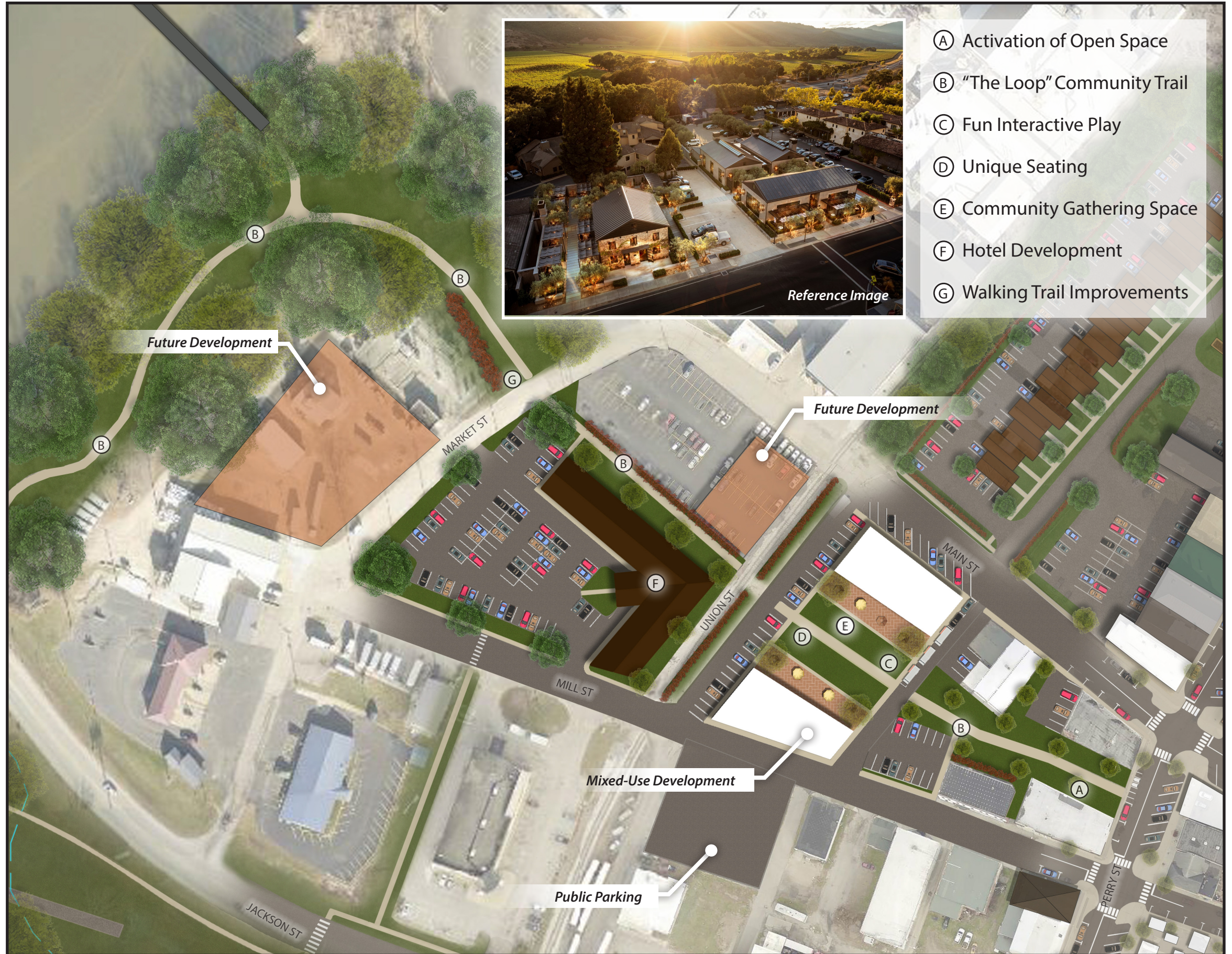


# Social & Entertainment District

## Social & Entertainment Zone and Connection Recommendations

Perry Street is the historic spine that was once the social and economic hub that built the City of Attica. Over the decades, the streetscape has experienced neglect and an overall lack of attention and upgrade. The downtown area has seen a lack of pedestrian density, and this is due to a decrease in the availability of retail and restaurants, lack of pedestrian spaces for socialization or relaxation, and neglect of pedestrian prioritization and safety. So many of the focus group participants agreed that downtown Attica has great bones and potential, but there was just nothing that drew people to go to the downtown area. Many of those same participants and community members wanted to embrace the pedestrian friendly culture of Attica and increase family-oriented amenities.

A strategy to solve these issues is the creation of a Social and Entertainment District. The district utilizes the existing family friendly businesses such as Pinball on Perry, the Devon Theater, and the currently proposed Perry Street Market, and building a connection between this area of the downtown to the waterfront. This connection is provided through a wide multi-use trail that begins on Perry Street directly across from the Market development. The trail moves through a small green space, that is renovated from an open space from a previously demolished building. This space will provide additional seating and gathering space for pedestrians enjoying the market or restaurants around the area. The trail then moves through to the proposed community green space, where amenities such as a fountain/splash area, shaded seating, and live entertainment opportunities can happen right in the downtown. A hotel is also proposed to capitalize on the existing tourism provided by the Bandlands Off-Road Park, and the recreation opportunities such as water sports and golf that surround Attica. The multi-use trail then connects to the existing trails that run along the waterfront and will be renovated to include informational and directional signage, as well as improved pathways and viewpoints. Together, the proposed elements of this entertainment district provide a new and exciting pedestrian experience for residents and visitors and serve as a catalyst for further economic and residential development in downtown Attica.



# Social & Entertainment District

## Character Images



# Commercial District

## Jackson Street Recommendations

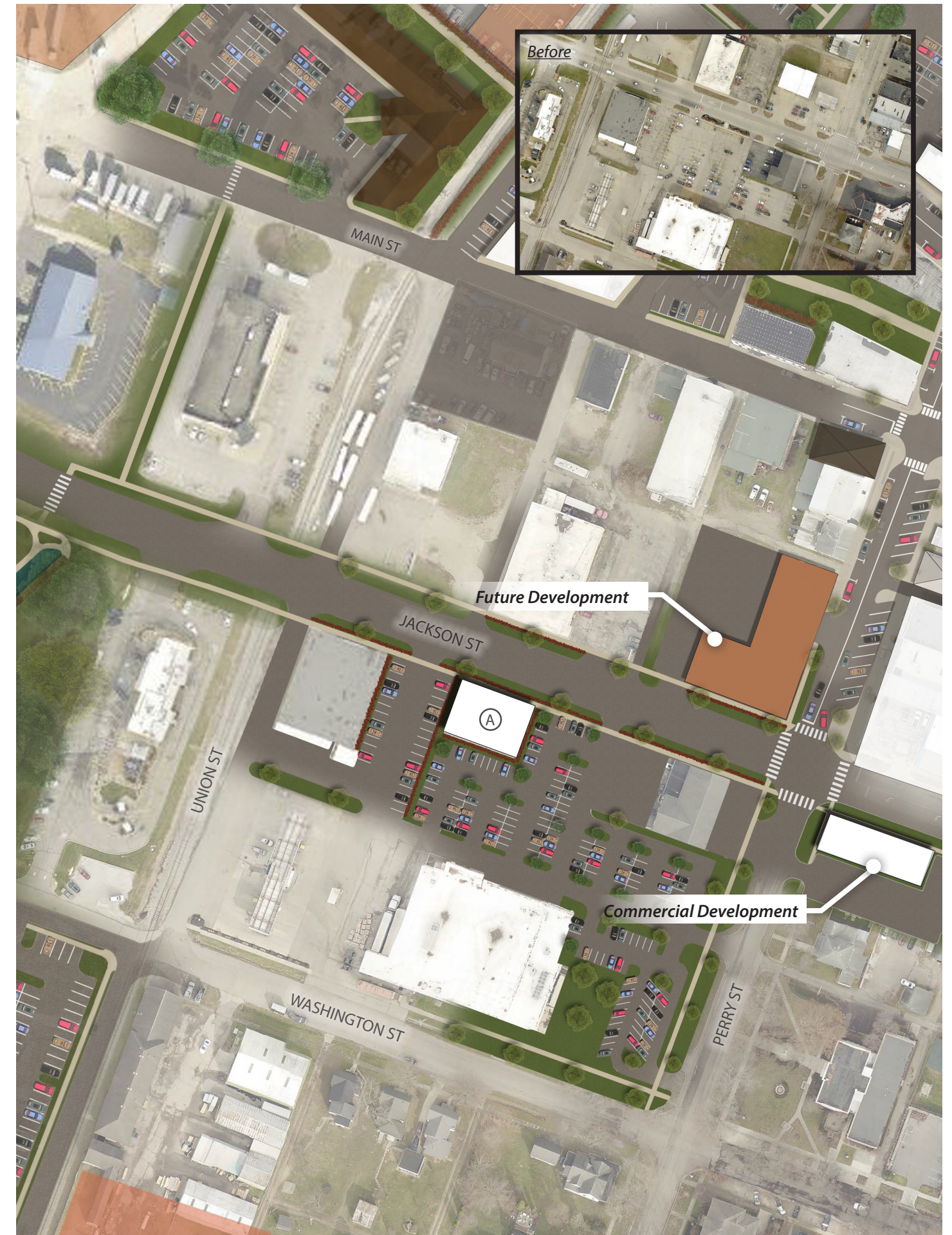
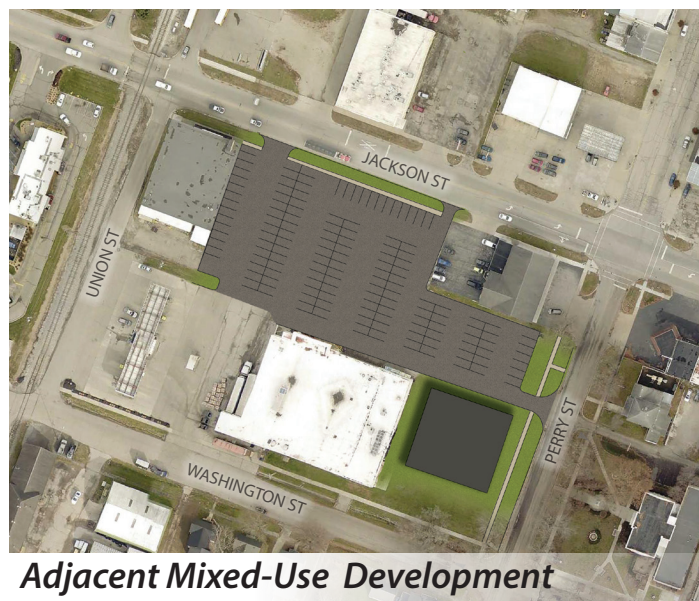
Jackson Street has developed as the main commercial corridor for the City of Attica, and while this development has helped with the economic growth, the area isn't comfortable for pedestrians. Since Jackson Street is a state route highway, it is often what travelers first see of Attica. Improvements along Jackson Street would not only benefit the residents' pedestrian access, but the beautification would improve the overall perception of Attica and potentially lead to increased business development and investment.

One of the ways to increase the curb appeal of Jackson street is to add greenspace and eliminate unnecessary entries into parking lots. Over use of vehicular entry/exit ways creates an unsafe and uncomfortable environment for pedestrians, and creates added confusion for drivers. Eliminating some of these entry ways will improve the flow of traffic and improve curb appeal by reducing pavement and adding green space. Other improvements that can be made along Jackson Street include similar suggestions previously recommended for Perry Streetscape, including added amenities such as lighting, benches, branding and wayfinding signage, and trees.

## Outlot Development Recommendations

Outlot developments are small commercial buildings on the property of a larger business that increase revenue and an overall user activity in the commercial area. Country Market, the major grocery store within Attica, has the potential to create an outlot development. This proposed development would increase the curb appeal of Jackson Street by taking the street side location that is currently utilized for parking, and increase economic activity for the city while also providing increased tenant revenue for the owner of County Market. Parking in this area can be reconfigured, and the currently empty lot next to County Market could reclaim these spaces.

An additional option for this space could be the development of the lot adjacent to Country Market, and instead of being utilized for parking, this development could be utilized for further mixed-use or commercial development.



## Ouabache Park Recommendations

Ouabache Park is a beautiful 18-acre natural park that sits directly on the Wabash River. The park contains a boat launch, trails, four tent campsites, restroom facilities, and a small shelter. It is the largest park in the city of Attica, and is often used for holding community events and gatherings. The park lies almost fully within the flood zone, so programming certain elements presents a challenge. While the park has areas in need of development, the community of Attica enjoys this area of connection to nature, and desires for the spark to continuously be preserved as mostly open space.

Through the public survey and focus group feedback, improvement opportunities were identified that could enhance Ouabache Park and its ability to serve the community's needs. Elements such as increased pedestrian trails, an added boardwalk/fishing pier, shelter relocation and improvements, and added sidewalks help to improve the park's accessibility and connection to other amenities in Attica. Improved parking is desired throughout the City, and parking improvements are necessary in order to continue the park's use as an event space. Several improved parking areas allow for ease of access across the park to residents and visitors, while still maintaining a low pavement footprint and preserving the greenspace within the park. The addition of a natural playground and amphitheater provide the needed facilities to enhance the event space and encourage a family-oriented environment, while again, preserving the natural feeling of the park as a whole. Lastly, a tree/landscape buffer is proposed along the southern edge of the park, to screen the existing waste treatment plant. This helps to increase natural views, screen odors, and aesthetically improve the entry way into the park.



Amphitheater



Natural Playground



Boardwalk



Riverfront Trail



## Canal Development Recommendations

The Canal Development recommendations aim to restore the historic Wabash and Erie Canal that once flowed through Attica in this same location. The project follows the overall strategies of development focused on recreation, opportunities that attract residents and tourists alike, and integrating unique businesses and experiences. Whether it is a waterfront dining experience, a paddle in a kayak down the canal, or browsing the boardwalk shops, the Canal District will provide fun amenities for people to enjoy.

The plan includes the reconstruction of the canal, with a recirculating pump and overflow to the Wabash River. Adjacent development includes the construction of a boardwalk and boardwalk shopping area, a canal-front restaurant, building space for retail, rentals and a cafe, and additional mixed use buildings for retail and upper floor residential or hospitality. A beach area could attract people for daily use, as well as provide an amenity for events and activities. The Canal District will reflect on the history of the site, while creating a unique recreation opportunity and destination development for the City of Attica.

Due to the high development costs and the strong desire to revitalize the historic downtown, it is recommended that the Canal District development occur as a long-term goal, after there has been an established growth and minimal vacancy on Perry Street and in the Social & Entertainment district.

The overall framework for this Canal District Development was based off of a previous Canal District Master Plan that was completed through the Wabash Economic Growth Alliance.

### Dog Park:

A Dog park is also proposed for Oaubache Park, but fencing needs to be located outside of the floodplain. The best location would be in open space near the canal. The Dog park is a facility that was requested by many people during community engagement, and will increase the family-oriented amenities within the City.



Canal Restoration



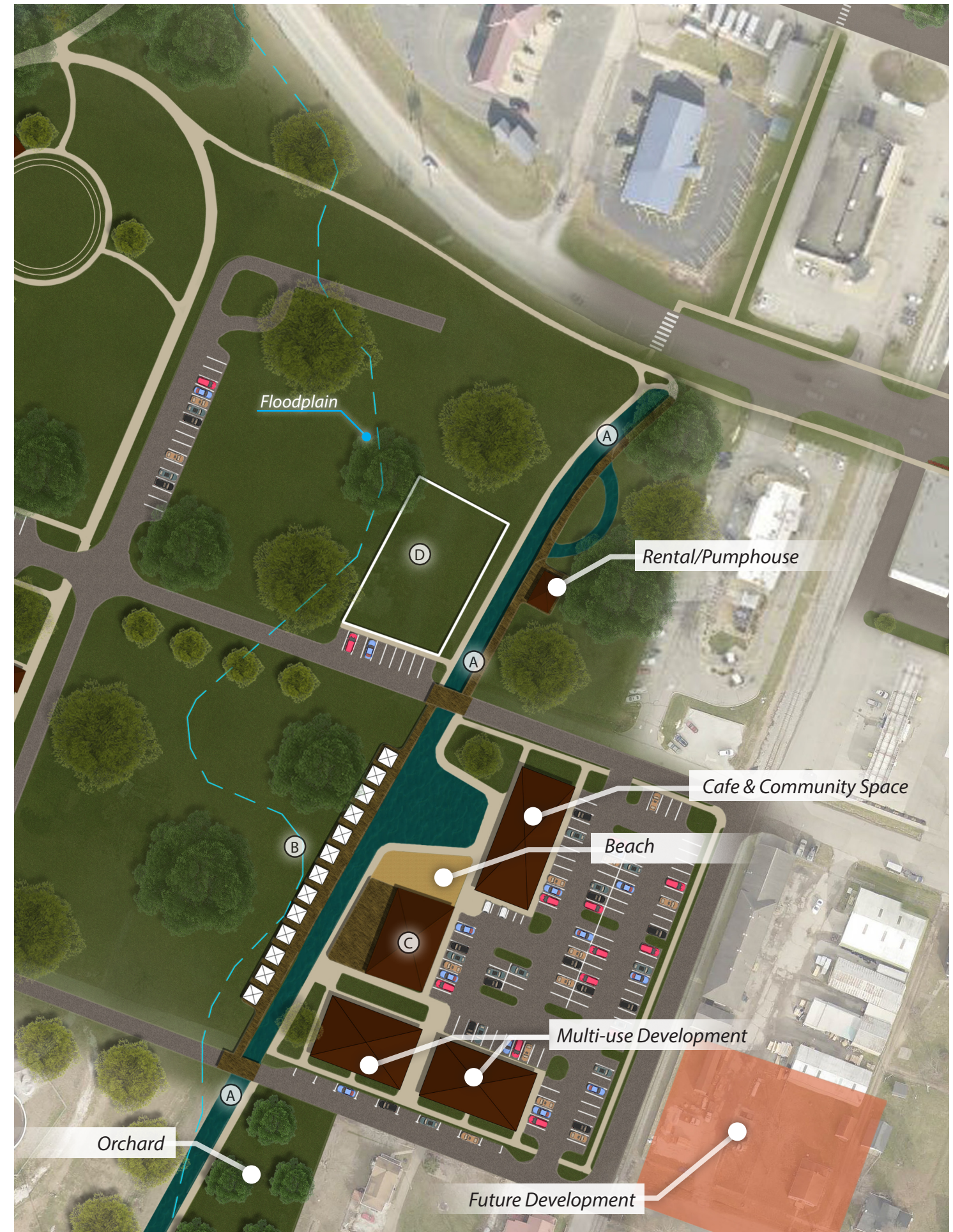
Boardwalk Shops



Canal Front Restaurant



Dog Park



# Prioritization

Priority	Project
①	South Perry Market
②	Showcase Attica
③	Perry Streetscape Improvements
④	Historic Building & Facade Improvements
⑤	Public Space Activation
⑥	The Loop/Trail Connections
⑦	Community Center and Garden
⑧	Oaubache Park Improvements
⑨	Hotel Development
⑩	Town Square
⑪	Commercial/Mixed-Use Development
⑫	Residential Development
⑬	Jackson Streetscape Improvements
⑭	Outlot and Commercial Development
⑮	Infill Mixed Use
⑯	Pedestrian Bridge Connection
⑰	Canal District Development
⑱	Future Development



# Prioritization & Action Plan

## Ordinances & Policy

City ordinances shall be updated and created to guide development in the historic district, social & entertainment district, and commercial district. Each of these areas has a distinct function and aesthetic that should be followed as improvements are made and development occurs. Parking requirements, setbacks, types of buildings and uses, architectural features, historic preservation, lighting, landscaping, signage, design guidelines, and many other requirements and policies shall be integrated to keep development in line with the vision and long-term goals of the city. This could be completed with local resources or through hiring a zoning consultant.

**Timeframe:**  
1-2 years

**Cost:**  
<\$10,000

## Showcase Attica

Showcase Attica is a hybrid visitor's center, chamber of commerce, and developer sales center that can be located in a downtown building to promote the city and its plans to residents, businesses, tourists, and developers. The facility will include a WEGA office, S Perry Market office, Attica Main Street office, and business incubation space. It is self sustaining after initial investment. This effort can renovate a downtown building and provide functional spaces including offices for WEGA and Main Street, as well as the South Perry Market. This should be a high priority project since it can help build support and promote planned improvements.

**Timeframe:**  
1-2 years

**Cost:**  
\$80,000

## South Perry Market

This project is being worked on by the city and the Wabash Economic Growth Alliance and is in progress. This is a high priority project that will revitalize the 200 block of Perry Street, attract people and vendors, and improve the entrance to the historic downtown. The property is already owned by the City.

**Timeframe:**  
1-2 years

**Cost:**  
\$800,000 - \$1,000,000

## Perry Street Buildings

Historic buildings along Perry Street should be analyzed on an ongoing basis as opportunities arise with owners. Structural and architectural improvements should be made as possible. A facade program and assistance for business owners on how to go about making improvements should be implemented to accelerate downtown improvements. Partnerships with state agencies or local organizations such as Fountain County Landmarks could provide facade improvement grants, historic preservation grants, or other resources.

**Timeframe:**  
Ongoing

**Cost:**  
Varies

## Public Space Activation

Two spaces along Perry Street that are owned by the city that could be transformed into a public space with art, seating, lighting, landscaping, and other amenities. One is located at the north end of Perry Street on the east side, and the other on the west side of Perry Street between Horizon Bank and Pinball on Perry. These could be integrated with a streetscape project or completed as individual projects. Lost cost improvements could be made initially to activate these spaces. These projects are well-suited for crowdfunding grants or utilizing local resources and partnerships.

**Timeframe:**  
1-2 years

**Cost:**  
\$50,000 - \$150,000

## Perry Street Streetscape

The streetscape project could be completed as one project or installed in phases depending on available funding. A gateway entrance should be a priority, and pavement could be striped to change the parking layout. Additional elements such as curb bumpouts at the intersections, street trees, lighting upgrades, landscape, and amenities should be added as funding allows. The city could seek grants through OCRA, or funding support through local organizations.

**Timeframe:**  
2-5 years

**Total Cost:**  
\$1.5 - \$2.5 Million

## The Loop Trail

The Loop trail is an important part of the revitalization efforts in that it connects people to the downtown, riverfront, Jackson Street and the major proposed amenities in the downtown area. The trail will most likely need to be implemented in phases as development occurs, but major portions could be completed as one project through funding from INDOT or DNR. INDOT has alternative transportation funds available and DNR has grants through Next Level Trails, Recreational Trails Program, and the Land and Water Conservation Fund.

**Timeframe:**  
2-5 years

**Total Cost:**  
\$1.5 - \$2 Million

## Community Center

The community center could be built in place of the former Attica Hotel. This building could be programmed to host events, social gatherings, classes, co-work space, entertainment, fitness, or other uses. There is room for parking to north adjacent to the building, and a community garden could be created behind the building with individual plots and community plots that can serve as an educational and collaborative amenity. Funding could be supported by OCRA and other local and regional organizations such as the Western Indiana Community Foundation.

**Timeframe:**  
3-5 years

**Total Cost:**  
\$3 - \$5 Million

## Ouabache Park

Proposed improvements for Wabash Park include a riverfront boardwalk access, performance area, natural playground, improved campsites, expanded parking, landscape improvements, and a dog park. These improvements can be funded through various OCRA grants, crowdfunding platforms, and DNR grants such as Land and Water Conservation Fund. Depending on funding availability and requirements, these projects should be implemented separately or combined.

**Timeframe:**  
2-6 years

**Total Cost:**  
\$2 - \$3 Million

## Hotel Development

Working with potential hotel developers should be a priority for the city since there is a current need for a hotel due to the Badlands and other recreational opportunities in and around the city. If the hotel can be located in the downtown area, it would inject tourists into the downtown area and create a more desirable opportunity for development investment by businesses. Depending on the site selected, costs may vary for the city to provide infrastructure while the majority of costs would be privately funded.

**Timeframe:**  
3-6 years

**Total Cost:**  
TBD

# Prioritization & Action Plan

## Town Square

The "Town Square" public space development should align with the Loop Trail in the Social & Entertainment District. This gathering space will include unique, fun amenities, seating, lighting, and landscaping. Ideally it would integrate with adjacent businesses such as restaurants and entertainment ventures. The project can be funded with OCRA funding and other placemaking grants, and could utilize public-private partnerships.

**Timeframe:**  
4-6 years

**Cost:**  
\$150,000 - \$250,000

## Mixed-Use Development

As the city makes investment in public spaces, perhaps a hotel is established, and downtown buildings are renovated and active, new mixed-use development will be attractive to developers to further the revitalization and growth in the downtown area. Mixed-use development should be focused along Perry Street and in the Social & Entertainment District as opportunities arise. The timeline for this could vary greatly depending on the prior public investment, property availability, and developer interest.

**Timeframe:**  
4-8 years

**Cost:**  
Varies

## Residential Development

Residential options such as apartments and townhomes near downtown will provide housing to attract a needed demographic and inject population into the downtown area which will attract more businesses. The earlier a residential developer could be involved the better, as it would help spur other development noted in this plan. Affordable housing options and programs should be explored with state agencies and developers to create partnerships in funding and implementing residential development.

**Timeframe:**  
4-8 years

**Cost:**  
Varies by Type

## Jackson St Improvements

Jackson Street is the main vehicular corridor and often the first impression of Attica for visitors. Proposed improvements include reducing curb cuts, adding sidewalks, lighting, street trees, signage, and other amenities to improve the aesthetic of the corridor, slow down traffic, and increase safety. Improvements could be funded through programs by INDOT or OCRA.

**Timeframe:**  
4-8 years

**Cost:**  
\$500,000 - \$700,000

## Commercial Development

The commercial district along Jackson Street between the river and Perry Street should consider development that promotes a more urban feel by reducing curb cuts, increasing building density, and reducing setbacks. Infill or outlot development is a way to accomplish this goal, and when buildings are replaced they should be shifted towards the road with parking behind the building when possible.

**Timeframe:**  
Ongoing

**Cost:**  
Varies

## Infill Mixed-Use

There are opportunities along Perry Street and in the downtown area to create more density through infill development. Especially on Perry Street, this creates a better urban facade, reduces parking on prime real estate, and generates more tax revenue. An example is the parking lot next to Pizza King. With angled parking on Perry Street and parking behind the buildings, the parking lot could become a building without overall parking spaces lost.

**Timeframe:**  
Ongoing

**Total Cost:**  
Varies

## Canal District

The Canal District could be a unique and strong attraction for the city, but should be a longer term project since the priority is focused on Perry Street and the Social & Entertainment District. When other development has been completed and business growth and residential growth has occurred, the city could support further growth such as the Canal District. It may be beneficial to start refining the design and scope of the project sooner, as it could be funded through large state programs like REDI or Regional Cities that may contribute substantial funding to public-private partnerships.

**Timeframe:**  
8-12 years

**Total Cost:**  
\$10 Million +

## Pedestrian Bridge

Previously the vehicular bridge came across the river into the core of the downtown. Now with the vehicular bridge shifted south, a pedestrian bridge could be constructed to mimic the historic bridges that brought people into downtown. This could serve as a connection for future regional recreational trails that would route through Attica.

**Timeframe:**  
10+ years

**Total Cost:**  
\$6 - \$8 Million

## Future Development

The city should continue to work with developers to further grow the downtown area, following the vision of the master plan. As properties become available, each should be analyzed for potential acquisition to prepare for strategic mixed-use development.

**Timeframe:**  
Ongoing

**Total Cost:**  
Varies