

District-Wide Recommendations

Some plan recommendations are overarching and intended to apply across all districts. Although each district is unique, some elements of continuity are necessary to encourage people to move seamlessly to and through all districts.

SIGNS

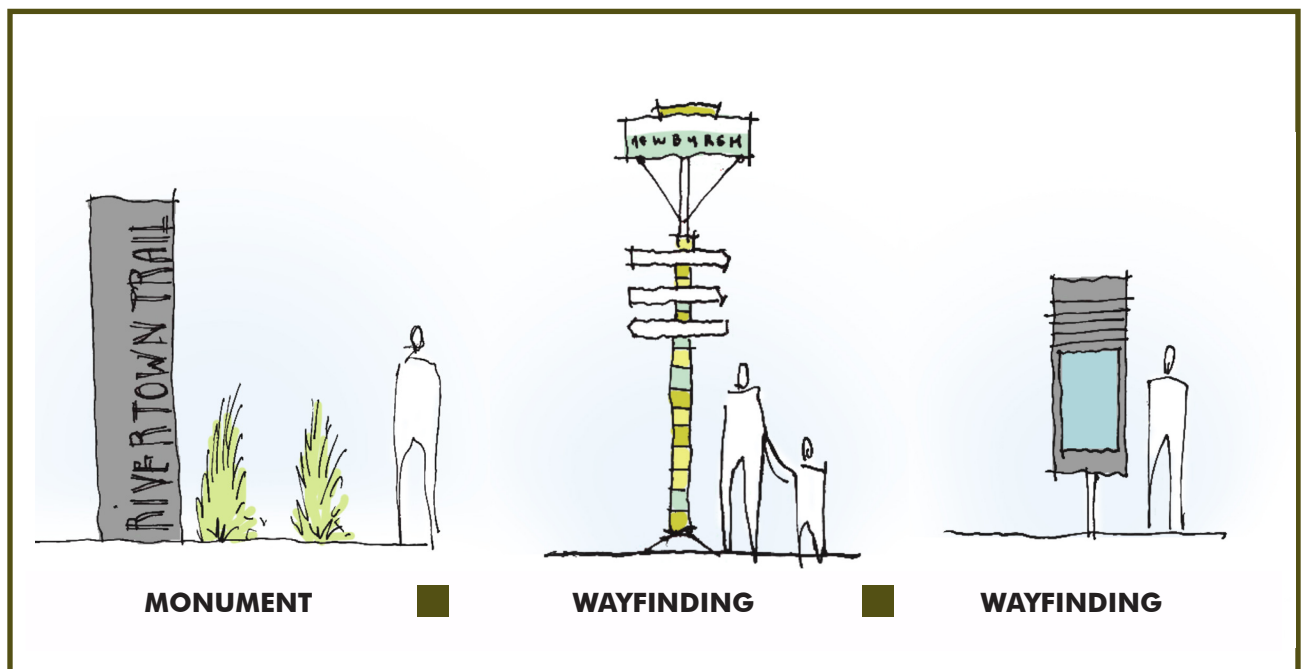
A wayfinding sign system should be installed. This is needed to direct visitors to and through the business districts. The system should also include some form of information kiosk with a business location map to orient visitors and promote the variety and location of the businesses within the district. One consistent system should be used throughout the entire area using different colors or logos to identify the different districts.

Case Study 4: signage & promotion

Underwood, North Dakota

Underwood developed a strategy to grab passers-by and bring them into town to experience local offerings.

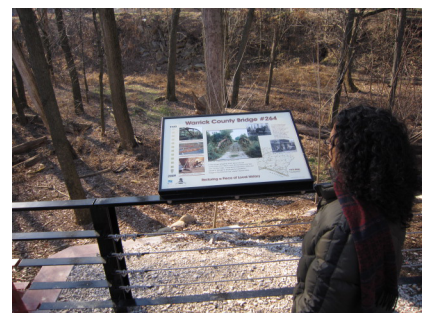
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Different types of signs for different uses, but all a part of one system.

HISTORIC MARKERS

Newburgh's rich history is clearly visible in the number of historic markers and plaques located on a large number of buildings in the historic town center. Expanding the historic marker signage to include local history commentary on topics that cover the full range of the Town's 200 year history could greatly enhance the attractiveness of local walking tours and could even be a catalyst for the development of guided walking tours for groups. Historic Newburgh, Inc. is in the process of developing an audio driving tour focusing on the rich history of the area. Any new markers installed should include topics that cross reference with topics highlighted on the tour.



Interpretive sign on the Rivertown Trail.

Case Study 5: branding Pensacola, Florida

A branding process that was initiated to raise the town's profile engaged Pensacola's citizenry and spurred new development and tourism initiatives.

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BRANDING/ADVERTISING

Promotion of the area is a top priority. In order to initiate an advertising campaign of any type, a brand identity must be developed. The branding package should include the development of an identity and logo for each of the districts and also craft an identity for the entire Newburgh historic riverfront. Once the brand has been developed, an advertising campaign should be launched. The campaign should include advertising on one or more billboards along the Lloyd Expressway and other major thoroughfares in the county.



As many as 18,000 cars per day travel the Lloyd Expressway and along other major routes. Billboards could be used to promote Downtown Newburgh along these routes, as in this graphic illustration.

PARKING

Maximize use of existing parking lots and on street parking. Use trails and sidewalks to connect remote (one or two blocks away) parking areas to the business districts. Install and/or upgrade pavement markings to clearly identify parking spaces. Strongly encourage local business owners to park behind their businesses or in designated off street parking areas to leave on street parking on Main Street and State Street open for use by customers. Unfortunately, many of the 184 public parking spaces in downtown are regularly unavailable for shoppers and visitors because they are in use every day—and sometimes all day—by employees or business owners. Make sure that wayfinding and informational signage clearly shows parking locations and makes moving to and from the parking areas to the business district easy to navigate.



A total of 184 public parking spaces currently exist in this area of the Historic District.

INFRASTRUCTURE

The utility services provided by the Town of Newburgh include waste and storm water drainage facilities which are crucial, required elements that sustain the Town's standard of living. Due to the rapid growth of the demand on the system, yearly planning events assure that reasonable efforts are expended for long-term expansion and development of the utility. Although the storm drainage system does not have a comprehensive master planning document, isolated neighborhood plans have been prepared. The Town's potable drinking water service is provided to them by a private utility.

The focus behind providing utility services for the Town is to enhance the quality of life in the community by providing safe, reliable, efficient, and cost-effective utility services to the constituency. In order to achieve this goal, the Town of Newburgh plans for future services in order to maintain a proficient and functional system. The primary way to achieve this goal is to develop long-term planning tools to achieve the desired outcomes. The utility master plans' main purposes are to evaluate existing systems and contribute to the development of the short and long-term capital improvement plan (CIP) for infrastructure capacity and facilities. The CIP, based on the master plans' 20-year and "build-out" scenarios, is then implemented on an annual basis as part of the overall capital plan for the Town's services. Proper implementation of

a master plan mandates that these plans are reviewed and updated on a regular basis as appropriate.

WATER

The planning area is served by the Indiana American Water Company (INAWC) Newburgh District. This is a privately-owned water utility system. The customers in the district purchase water from this sole source. INAWC has well fields in the southeast quadrant of Warrick County near Yankeetown. A new potable water treatment facility has been in operation for approximately eight years. A backup source of domestic drinking water is provided to INAWC through the Evansville Water and Sewer Utility (EW&SU). This inter-connection located near the western corporate limits of the Town includes a booster station that provides potable water and fire protection to the districts.

Recent improvements to the water system were completed within the West End District and the Historic Downtown District. The operator for the water distribution system has indicated that no major improvements to the water distribution system are anticipated within any of the districts included in this plan, concluding that there is adequate supply of water for domestic consumption and fire protection.

WASTEWATER

The Town of Newburgh is served by a municipally-owned wastewater treatment and collection system. The treatment plant is currently undergoing a substantial expansion that is expected to provide adequate treatment for domestic, commercial, and industrial waste for the next twenty years. The Town and the United States Environmental Protection Agency (US EPA) have entered into a consent decree to correct problems in the wastewater collection system. This agreement commits the Town to transporting and treating all wastewater and extraneous water that enters the system. The agreement prompted the utility to invest millions of dollars into the infrastructure of the collection system to provide the capacity to accommodate wastewater flows, including the wet weather flow experienced during storm events. At least 95% of the capacity conveyance projects work has been completed to date.

The sewer utility now must focus their efforts on the removal of extraneous sources of water entering the system. This work will include rehabilitating aged sewer lines and may include replacement, relining, or point repairs to the main lines. Laterals connecting to the mains will also need to be reconstructed. This work will affect all areas within the three districts identified in this report. Due to the age of the infrastructure within these districts, functionality of the conduits conveying wastewater is reaching the end of its lifecycle.

The planning efforts do not specifically address when or where these improvements will take place at this time. However, it is appropriate to speculate that significant money will be expended over the next twenty

years rehabilitating the aged sewer lines within these districts. The design and implementation of plans to resolve these issues must be sympathetic to the historic nature of the districts and cannot disturb the character of the Town. Each of the districts' infrastructure needs is addressed individually within this report, and storm water will be the emphasis.

STORM WATER

As US EPA rules become increasingly tighter with regard to drainage discharges into the waters of the United States, state and local officials are stepping up their efforts to begin planning initiatives for a better understanding of their storm water collection systems and are implementing programs suited to addressing environmental concerns. Federal rules to decrease storm water pollution discharges will equate to establishing treatment standards for storm water discharges. The implementation of a master plan is an ideal way to jump-start the process and launches programs that enhance and manage water quality.

There are major issues with the storm water conveyance systems within the districts that are under study in this report. In general, every system has a useful life expectancy. Visual inspections and past failures of the system provide evidence that many of the storm water conveyance systems within the study area are nearing the end of their useful life. The pipe used for storm drainage conveyance consists mostly of galvanized corrugated metal pipe in these districts.

SIDEWALKS

The town has completed several sidewalk projects, and more are scheduled. This should continue with a focus on providing a continuous sidewalk system along both sides of Jennings and State in all three districts, along with connections to the Rivertown Trail. This



After: new sidewalks on State Street.



Before: sidewalk repair on State Street.

will provide connectivity throughout each district and safe access to all businesses. The sidewalk will also have the visual effect of “cleaning up” the roadway edge and enhancing the appearance of the corridor.

BUILDING FAÇADES

One of the most important aspects of any streetscape is the condition and character of the building façades. Newburgh is fortunate to have many remaining historic structures within the Historic Downtown. Building care and maintenance are the simplest ways to preserve and protect the buildings of Newburgh, both historic and non-historic.

Developing a façade improvement program offering small matching grants to incentivize local investment into façade upgrades should also be investigated as another important tool to help protect and enhance the downtown historic district. A range of cost estimates is given on the following page for common cosmetic changes an owner would need to make. Costs are generalized and will vary based on individual building conditions and size, quantity, and type of materials used.

General repair and maintenance, even just a good dose of soap and water, can contribute to making the overall appearance of the community welcoming and inviting. Private property owners can do many things that cost little or nothing to maintain and improve the appearance of their properties. Local merchants can sponsor clean up days to help promote routine maintenance and provide “elbow grease” where needed with adopt-a-street or adopt-a-block type programs.

Below is a list of things that property owners or occupants can do inexpensively to maintain or improve the appearance of their buildings.

Roof

Leaking roofs, improper flashing, and missing or undersized gutters create a threat to the integrity of a building. Water infiltration should be addressed as soon as it occurs. Water issues left unattended generally become larger threats and more costly to repair, especially if the water damage moves to the building interior. Regular roof inspections are important for all types of roofs.

- Inspect roof for potential leaks, improper or loose flashing, or missing, loose or clogged gutters and downspouts.
- Make sure water is sufficiently directed away from the building at downspouts.
- Check eaves for ice damming.

Windows

Windows are a significant architectural design feature of most buildings. Historic windows that remain should be preserved and protected whenever possible. Inspect windows seasonally to make sure they remain functional and weather tight.

SIMPLE FAÇADE IMPROVEMENTS



Vecchios on Jennings Street.

Gutters and downspouts = \$500-\$2,500

Blade sign = \$200-\$500

Install new storm windows = \$50-\$200

New fabric awning = \$500-\$5,000

Caulk/restore wood siding and corner boards, paint using three color scheme = \$50-\$1,000

Restore doors, install weatherstripping = \$50-\$500

Outdoor furniture and plantings = *Varies*

- Check that steel lintels, often found in brick or stone buildings, remain free of rust and remain painted.
- Make sure stone or brick lintels are not cracked or missing and mortar is in good condition.
- If wood, stone, brick or steel lintels are no longer level, check to make sure support of the lintel is sound.
- Check wood window components for rot (soft spots) or peeling paint.
- Check caulk at joint between window frame and the wood or masonry opening.
- Check glazing at window muntins to make sure it is sound and holding the glass securely.
- Install appropriate storm windows to protect original windows and improve the thermal efficiency of an older/historic window.
- Check window locks to make sure they fasten securely for best performance.

Siding

The siding or brick on a house or commercial building serves as its protective “coat”, keeping rain and snow and heat on the outside and the inside temperate and dry.

- Replace missing siding and secure loose siding.
- Scrape peeling paint from siding, prime and repaint.

Case Study 6: adaptive reuse + partnership

South Boston, Virginia

An arts center at the center of a community revival demonstrates the “power of preservation and tax credit rehabilitation”.

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- Tuckpoint brick where mortar is crumbling or missing.
- Remove climbing vegetation and mildew from surface.
- Clean surfaces, avoiding abrasive methods.
- Caulk joints at trim and siding.

HVAC Systems & Plumbing

- Replace system filters per manufacturer's recommendations.
- Have systems serviced and cleaned per manufacturer's recommendations.
- Check sump pump to make sure it works.
- Clean air vents.

Site

- Remove excess mulch and vegetation from foundation to discourage insects.
- Prune landscape back from the structure.
- Check foundation for signs of rodent or insect infestation.
- Clean window wells.
- Clear drain grates of debris.
- Check foundation for cracks and tuckpoint.



Check windows for peeling paint, rot (soft spots), caulk and glazing.

HISTORIC RESTORATION

Should a building owner choose to restore a historic building as the example below, additional costs will arise. The costs given below are generalized and will vary based on the building condition and the materials used in the restoration.



A Parapet tuckpoint/rebuild = \$500-\$2,500

B Roof repair/replacement = \$20,000-\$50,000

C Historic sign repainting = \$1,000-\$5,000

D Upper floor wood window restoration = \$500-\$1,000

E Masonry cleaning/tuckpointing = \$2,500-\$10,000

F New exterior lighting = \$100-\$500

G New fabric awnings = \$500-\$5,000

H Rebuild storefront with wood & glass commercial style doors in historic proportions = \$20,000-\$50,000



Painting and tuck pointing are important.





WEST END

Making a place memorable requires giving it a face and a name. Creating an identity for the West End will change the area from being “on the road into historic downtown” to a destination area people recognize as a special place different from downtown but equally interesting and exciting.





Historic Newburgh in the 1930's.

The West End District

The West End boundary extends from Washington St. to Ellerbusch Rd. along old S.R. 662/Main St./Jennings St. Historically agricultural in nature, the landscape along old S.R. 662 corridor continues to reflect a rural and recreational aesthetic which is a noticeable change when visitors exit from I-164 interchange onto old S.R. 662. The landscape transitions to areas of residential and commercial development on the approach to the West End. Within the West End, the rolling topography and winding roadway create a unique environment. The Knob Hill Tavern, a local restaurant, provides a good example of an historic establishment that is eye catching but nothing like the buildings in the historic downtown. It is easy to imagine the West End being a place where the sense of history was tied to the 1930s or 1940s. This would create a sense of place much different than the 1800s feel of the historic downtown.

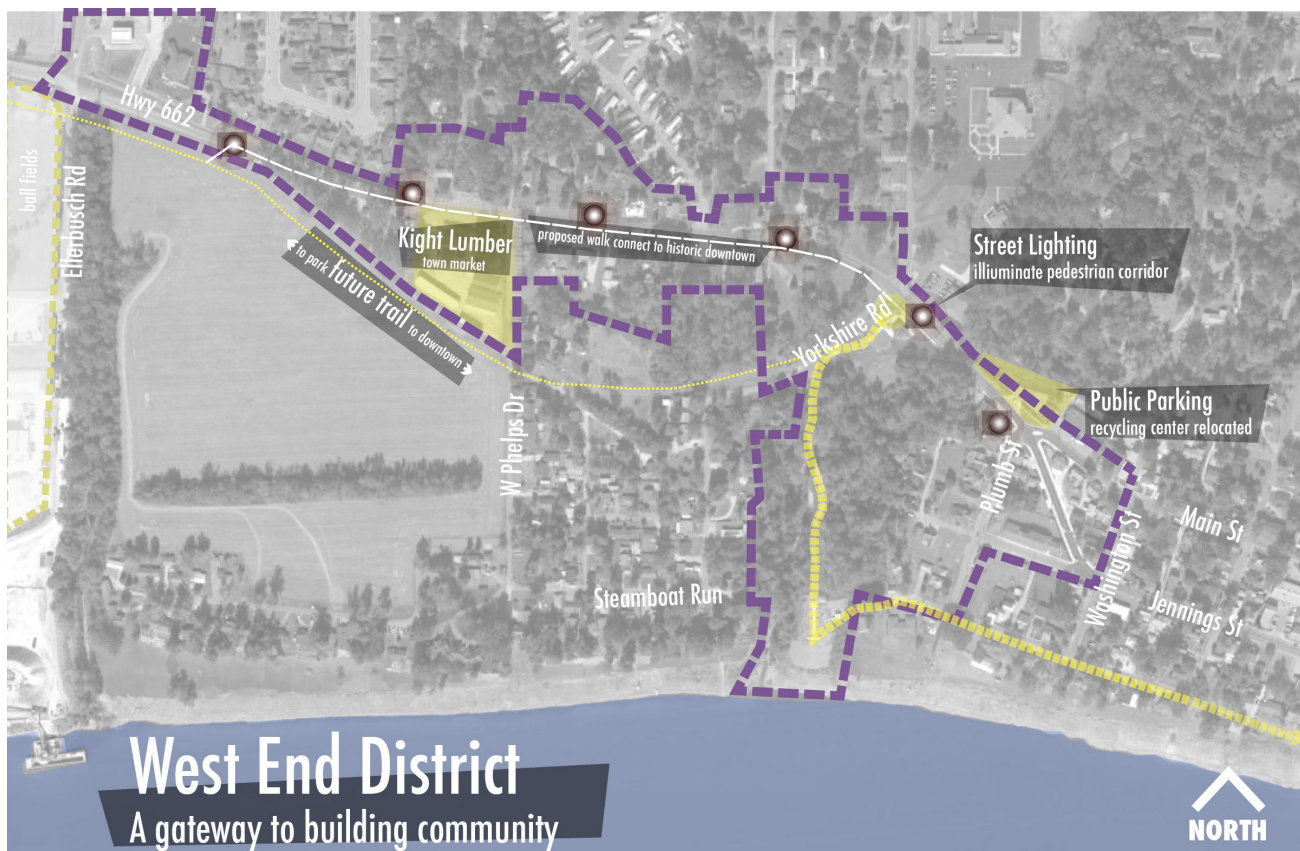
Case Study 7: partnership

Elkin, North Carolina

Channeling local talent and energy into new entrepreneurial ventures, including education, training, and tourism.

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Old S.R. 662 physically splits at Main Street and joins Jennings Street at Washington Street. It is in this vicinity that the transition from the West End to the Historic Downtown occurs. The building and commercial density increases at this location creating the sense of character shift point between different districts. Several improvements have been made to the buildings at this key area, and recent roadway improvements have enhanced both the safety and appearance of the area. The Titzer





Existing buildings in the West End that provide cues for setting the district's character and aesthetic.

B. Gene Aurand Trailhead.



Knob Hill Tavern.

Funeral Home has undergone significant building and site renovation bringing a higher quality appearance to the area. It is important that other businesses and private property owners in the area with under-utilized, vacant, or poorly maintained properties be incentivized to upgrade their maintenance practices and building façades in order to create an appropriate setting for the gateway between the West End and the Historic Downtown.

The West End has a good variety of businesses and enthusiastic merchants. As is true in all districts, additional parking, a complete sidewalk system, and wayfinding and promotional signage are needed. Currently, pedestrian access to the West End is limited. However, plans to extend the Rivertown Trail will bring it directly into the West End and sidewalks will be critically important to allow trail users to leave the trail and walk to local restaurants, convenience stores, and other local businesses.



Two popular businesses in the West End - Pet Food Center and Heart of Newburgh.

Recommendations

SITE AMENITIES

Placemaking requires attention to details and provision of facilities that make visitors feel welcome. Installation of site amenities in the West End should include benches, bike racks, trash and recycling containers to create an environment friendly to bicyclists and pedestrians, and encourage trail users to leave the Rivertown Trail and venture into the district for shopping and entertainment. The extension of ornamental street lighting through the West End should be planned, and gateway markers should be installed to provide a landmark at the limits of the district. A new totem sign is also recommended for installation at the west end of the district to announce the entrance to Newburgh.



Town entry sign in the West End.



Current Rivertown Trail sign and options for similar sign as town entry marker.

LANDSCAPE

Landscape should be installed to help delineate the edge of the roadway from the pedestrian areas. Protection of existing large trees is critical and should be a priority. Planters should be installed where possible, and local merchants should be encouraged to participate in a district-wide, seasonal planting program.



Trailhead before recent improvements.



Trailhead after improvements with sign.

INFRASTRUCTURE

The Rivertown Trail should be extended to provide a direct off street access to the West End. Where room permits, bike lanes should be striped at the roadway edge to encourage bicycle movement throughout the district. Sidewalks should be extended along both sides of old S.R. 662 to allow pedestrians to move along the corridor safely as well. The creation of new parking at the current site of the existing recycling station should be developed, and linking sidewalks to the lot will greatly improve access to and through the district.

By comparison of the three districts, the sewer and drainage infrastructure within the West End District is in the best condition. Although the West End District is not considered new by most, this addition to the town is the most recent. Some of the structures in this district date back to the early 1920's, while others were constructed only fifteen years ago. The majority of the structures from this area appear to date back to the 1940's.

Information available on sanitary sewer rehabilitation projects is speculative at best. The Town has plans to study areas within the district; however, no definitive approach is currently being considered. Therefore, no further discussion regarding the sanitary sewer system is warranted at this time.

Portions of the drainage system within the West End District already have been studied. There are currently plans for a drainage improvement project known as the "West Side Drainage Improvements." Funding is currently being sought to help construct this \$750,000 drainage improvements project. When constructed, this project is intended to alleviate flooding that occurs within three neighborhoods: Knob Hill Mobile Home Park, Maple Lane, and Windsor Pointe. A portion of this project is located along the westernmost limits of this district. A relief sewer will be installed along Jennings Street (SR 662) at the intersection of Ellerbusch Road extending eastward to the old Kight Lumber complex. At that point, the system turns northward to intercept drainage overflow within Maple Lane Subdivision.

Other drainage improvements along this corridor have been completed over the past twenty years, including the intersection of Frame Road and Jennings Street and, more recently, the Plum and Jennings hazard elimination project. Past and future planned projects will move this district far ahead of the other two districts.

Case Study 8: bridging districts

Selma, North Carolina

Selma created a finance tool to spur economic development in a depressed portion of its downtown that was a barrier between two revitalized areas.

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ARCHITECTURE

Develop West End district design guidelines for the old S.R. 662 corridor to promote and establish a unique sense of place. The guidelines should encourage architecture that respects existing historic building height, form, orientation and entry. Setbacks and lot coverage requirements should be established and a mix of one and two-story buildings should be encouraged to create the desired density along the West End commercial corridor. The restoration of historic buildings should be promoted, and the retention of historic materials should be incentivized. If alterations or use of new materials is required, they should be used in a manner that does not negatively impact the historic character of sites or structures within the district boundary. New materials should also respect the size, texture, and placement of historic materials. The guidelines should include recommendations for lighting and signage (size, type, etc.) designed to enhance the desired district aesthetic.

NEW DEVELOPMENT

The Kight Lumber site offers tremendous redevelopment opportunities for the West End, the Rivertown Trail, and the Town of Newburgh. This cluster of buildings, both historic and non-historic, and acre and a half site provide a ready opportunity for a new and vibrant use. The site located at the west edge of the West End is in a prominent and visible location on the approach to downtown that further adds to its attractiveness.

The 1.5 acre property is currently for sale. The buildings offer over 10,000 square feet of developable space and have been well maintained and are in sound condition. The layout offers multiple space configuration options; however, the buildings have different floor



Illustration of Kight Lumber redeveloped as Art Center and Town Market.

levels, all of which are not currently accessible. Given the history of the property as a commercial lumberyard, a Phase 1 environmental assessment should be completed to determine if there are any areas that require remediation prior to development. Redevelopment of the property would be an excellent project to be undertaken by a public/private partnership.

Kight's transitional location between rural and recreational activities affords potential as a seasonal market, local artisan complex, or music and entertainment venue. With its primary frontage along old S.R. 662 and secondary frontage along Phelps Drive, the site is easily accessible. Another of its assets is the expansive rural landscape that slopes away from the site to the south offering a beautiful vista toward the Ohio River. With its view and open face to the southern exposure, the site is ideal as a public gathering space.

Aesthetic and functional improvements to the facilities on the Kight property are recommended. Removal of later additions to the structures, including colonial details, and restoration of historic features should be pursued. Façade upgrades should include the reopening of the original storefront windows, replacement of other doors and windows, and general exterior maintenance. Site improvements including signage, lighting, landscaping, etc. should be made once the final redevelopment plan for the property is defined.

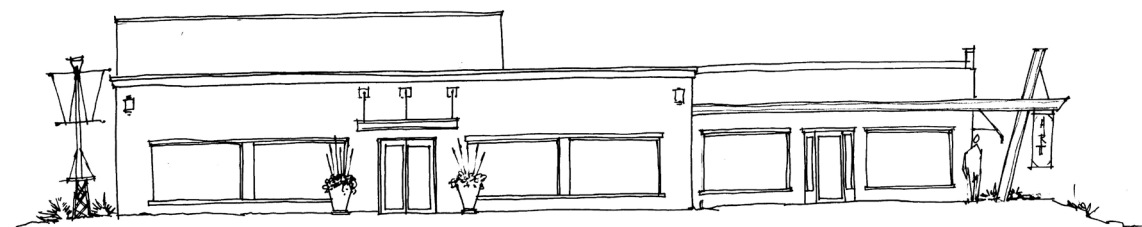
Case Study 9: empowerment Colquitt, Georgia

The local arts council has reinvested revenues from the production of a musical play that celebrates life in rural southwestern Georgia into the revitalization of downtown buildings and the renovation of a local mini-mall, where vendors of arts, crafts and antiques have access to affordable rental space.

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Kight Lumber, located on old S.R. 662, is available for redevelopment. Options for adaptive reuse could include upgrades to building façade and site as shown in the drawings below.



Back of existing building façade



Case Study 10: adaptive reuse + public/private partnership

Waterloo, Iowa

The public/private partnership and creative funding strategies were instrumental in the adaptive reuse of an 1885 building for creative businesses and live/work spaces for artists.

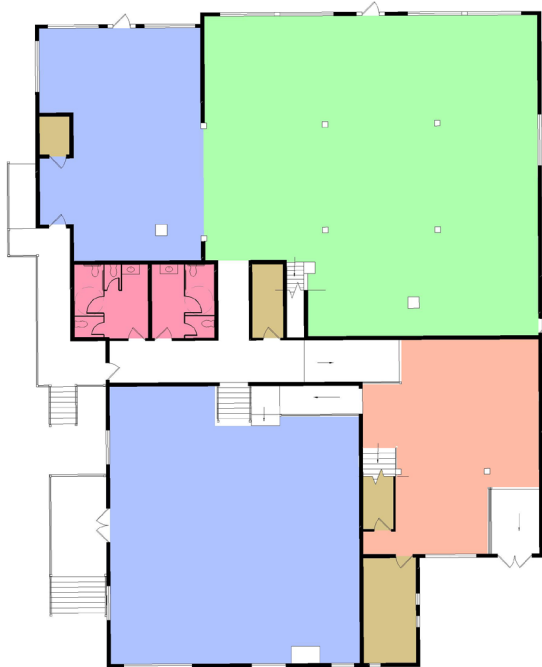
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Depending on the intended use of the property, the interior of the structures may be rehabilitated in many ways. An inspection and analysis of the structural system, the roof, the MEP systems, sprinkler system and other safety features should be conducted. Knowing the true base condition of the structures will help identify any “big ticket” repairs or upgrades that would be required to bring the structures into code compliance. It is anticipated that new restrooms and upgrades to the existing access would be required to bring the structures in compliance with ADA if they are to be redeveloped for use by the public.

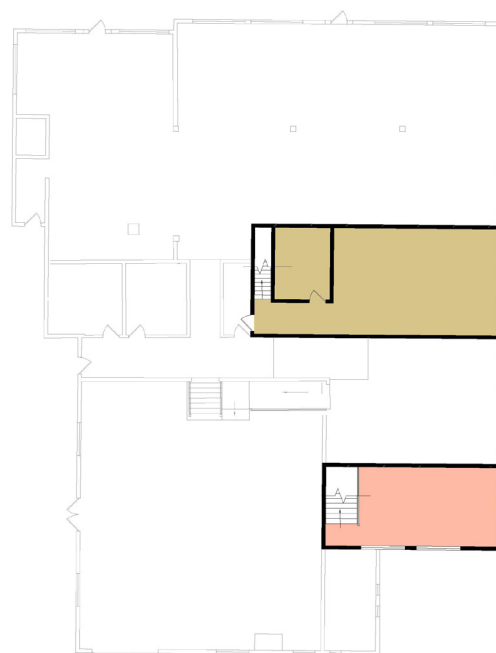
ADAPTIVE REUSE

The interior of the Kight Lumber building could be reused in many ways for a wide range of purposes. Converting the site into a town market and art center is one possible option.






MAIN FLOOR PLAN



UPPER LEVEL FLOOR PLAN



Building Areas Key

 Gallery—3,000 sf	 Common Areas—300 sf
 Market Space—3,000 sf	 Facility/Storage—1,000 sf
 Snack Shop—1,300 sf	

HISTORIC DOWNTOWN

There is only one community that has had the unique combination of people, places, and events that Newburgh has, and that unique character should be obvious in the historic downtown. Historic Downtown Newburgh is one of Indiana's gems along the Ohio River, and the key to its ongoing vitality is to maintain the town's natural link with the river and cultural link with its history.





Newburgh is a river town.

The Historic Downtown District

The intersection of Washington Street and West Jennings Street is the historic western boundary of the town of Sprinklesburgh, settled by John Sprinkle in 1803. Sprinklesburgh extended from Washington Street to the west, Posey Street to the north, Monroe Street to the east and the Ohio River to the south. In 1829 Abner Luce settled the town of Newburgh located east of Sprinklesburgh. Eight years later the two towns consolidated into one and took the name of Newburgh. Although one town for almost 200 years, the character of the two areas remains distinct. Sprinklesburgh contains a mix of residential and light commercial structures. More dense, urban scale commercial buildings comprise historic Newburgh and define it as the downtown core of the Historic District we recognize today. This area, known as the Original Newburgh Historic District, was listed on the National Register of Historic Places in 1983. Today the Historic Downtown District boundaries extend along Jennings Street from Washington Street in the west to the intersection of Jennings Street and State Street in the east and north along State Street to Gray Street; the southern boundary is Water Street.

Recognizing the value of protecting the town's heritage, the Newburgh Historic Preservation Commission was created in 1997 and subsequently designated the Newburgh Historic Preservation District. Today the district boasts a wide variety of established businesses and is experiencing an upsurge in new business start-ups. The district has



a reputation as a center for antique shops. While many still exist, that is no longer the “only reason” to shop in the Historic Downtown. The trail is now bringing thousands of people within walking distance of this commercial core expanding the customer base for existing merchants and opening up opportunities for new businesses to offer products and services catering to trail users and recreation focused visitation. This district is cohesive with strong historic integrity. The challenge is how to take it to the next level in both appearance and business diversity.



Existing riverfront access in the Historic District.



Views of the Ohio River are an asset.

Case Study 11: diversification

Branson, Missouri

Plans for a mixed-use project on Lake Taneycomo include a convention center, four-star hotel, waterfront luxury condominiums and retail shopping. The project represents an attempt to diversify Branson’s economy beyond musical entertainment and provide stable, year-round employment.

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Recommendations

SITE AMENITIES

The lighting in this district is in good condition and should be expanded to the limits of the district. Light poles and fixtures are important icons in the downtown, and it is important to keep them in excellent condition. A maintenance check of the existing fixtures and globes should be taken, and where appropriate painting, relamping, and other necessary maintenance should be conducted.

Similarly, the existing site amenities such as benches, trash cans, and recycling containers should be distributed throughout the district to provide a comfortable shopping experience for visitors. Installation of bike racks is an important incentive to attract bicyclists from the trail to stop and visit the downtown merchants.

A wayfinding sign system and merchant directory kiosk should be installed to aid in promoting local businesses and destinations. Many visitors are intrigued by both Newburgh's history and the grandeur of the Ohio River. Additional interpretive signs on local events and heritage should be installed throughout the district. This feature would be another incentive for trail users to leave the trail and move into and through the business district. Banners should continue to be used to advertise events and celebrations. Banners are a visual cue as to the limits of the district and should be extended throughout the district, even in areas that do not currently have ornamental light poles to reinforce district cohesion.

Case Study 12: creative assets

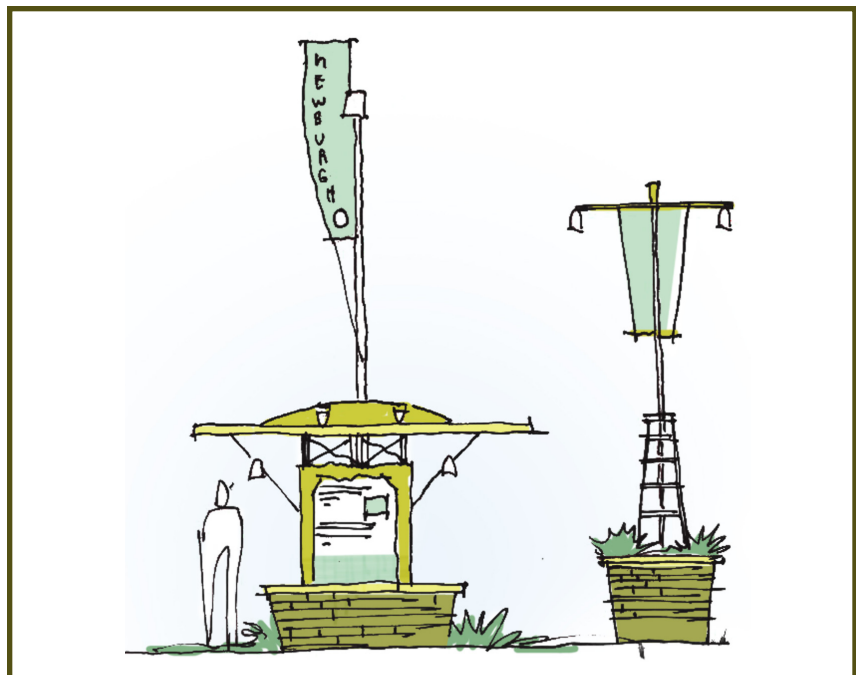
Nelsonville, Ohio

Rent support for artists given in exchange for sweat equity results in increased downtown activity.

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Existing access stairs and possible boat dock.



Posting seasonal, temporary markers along the riverfront during the warmer months could help attract tourists to stop and shop and would reinforce the town's connection with the river.

LANDSCAPE

Communities that adopt a “signature” landscape element are very memorable. Newburgh is already using Medialand roses along the riverfront, and this signature plant should be used wherever possible throughout the Historic District. They provide excellent color and are very hardy. Merchants should be encouraged to plant roses where possible to expand impact throughout the district. Window boxes should also be encouraged, especially on second story windows. This is a good alternative to planting trees along the street, which many merchants object to. As a repeating element, window boxes can bring a great improvement to any streetscape for a very low cost.

Existing large trees and hedgerows in the historic district are important and should be protected, but they must be maintained to allow pedestrian access along sidewalks and parking areas. Access and views to the river from the commercial district should be maintained and opened up where possible. This natural feature is a great asset to the business district, and opportunities for visitors to enjoy views of and access to the river will promote longer stays by more people, which benefits even those with no views to the river.

Where public art could be displayed, the development of rotating public art installations, or the purchase of permanent pieces should be pursued. This provides the double benefit of creating destinations within the district and a platform to display the work of local artisans.



Cafe Arazu opened on Jennings Street in 2010.



Case Study 13: riverfront access

Owensboro, Kentucky

The Comprehensive Plan calls for the enhancement of public access to the Ohio riverfront and the increase of residential, recreational, festival, and tourist opportunities in the vicinity of the river.

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INFRASTRUCTURE

Public restrooms are needed to support visitors to the town. The location of existing public restrooms should be included as part of any informational signage. In order to meet this need immediately, the restrooms in Town Hall should be opened to the public on weekends and during key shopping days/times.

The downtown grid of streets was platted over a century ago. The historic streetscape functions much as it did in early days with the addition of lighting and a storm sewer system as the community developed. Sidewalk repairs and upgrades have been made to the district and continue to be made. The Newburgh Safe Routes to School Project will construct new sidewalks along Jennings and State in 2011, bringing a major improvement to the existing sidewalk network. Where possible off-trail routes should be developed and bike lanes and pedestrian walkways marked on and along the street to promote movement throughout this District and into and through the others as well.

The drainage system that is constructed down the historic corridor dates to the early 1940's. The system has deteriorated over time, and



Drainage problem area near Impulse Hair Studio.



Curb drop off in front of Add A Bed on Jennings Street.

a large portion is now failing. While this issue is not being ignored by the town's drainage board, the scale of a potential remedy puts the issue outside the scope of this study.

Within the scope of this study, however, is an investigation into immediate drainage problems. Two particular areas have been identified. The first area is located adjacent to the Impulse Hair Studio. Work completed in 2006 raised the elevation of the asphalt-overlaid roadway to at or near the same elevation as the adjacent street. When