

City of Hammond Downtown Plan and Market Analysis

Steering Committee

April 21, 2009

Project Goals



- Develop a detailed market assessment
- Provide the tools, training and resources for the City to institute a successful retention and redevelopment program
- Develop alternative redevelopment options
- Provide technical expertise on financial resources, market demand, and incentives so that the plan is financially feasible

Consultant Team

- Teska – Project Manager
 - Communications
 - Land Use
 - Identify redevelopment opportunities
- BDI – Market Analysis
 - Examine market demand, supply and economic feasibility
 - Identify strategies for products and uses that bolster market and local revenues

Downtown Redevelopment

- Enhance activity in downtown
- Attract new investment
- Beautify the downtown/reestablish a sense of place
- Reinvest in the downtown as a meeting place for everyone in Hammond
- Enhance local revenues

- Identify development opportunities
- Preserve assets
- Enhance sense of Place
- Support local businesses



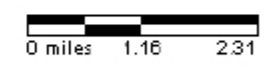
Task 1: Market Assessment

- 15-20 interviews
- Market analysis
 - Capture analysis
 - Key strengths and employers
 - Key service industries and space needs
 - Housing demand that would reinforce retail strategy
- Steering Committee April 22 and May 27
- Public workshop #1 on June 30



RUSSELL ST AT S HOHMAN AVE
 HAMMOND, IN 46320
 Coord: 41.616800, -87.522000
 Polygon - See Appendix for Points

- ★ Point
- Interstate Highways
- US Highways
- State Highways
- Major Highways
- Major Roads
- Roads
- Railroads
- Landmarks
- Parks
- Hydrography
- Airports
- Zip Code
- State
- Ocean



Market Demand

	Hammond	10 min. drive
Population	77,268	153,507
# of Businesses	1,638	4,728
Total employees	34,320	54,923
Retail gaps		
-Furniture	\$12,646,147	\$22,477,309
-Grocery	\$13,438,354	\$5,634,201
-Health & Pers. Care	\$13,736,015	\$(15,624,431)

Task 2: Redevelopment and Retention Strategies and Priority Redevelopment Sites

- Define economic development strategies
 - Analyze zoning, land use regulation, and physical constraints of potential sites
 - Develop criteria for identification of priority sites
- Steering Committee July 28 and Public Workshop Sept. 9

Example: Opportunity Sites



APPENDIX B: SCENARIOS FOR GROWTH

Site	No. of Parcels	Total Area Sq. Ft.	Existing Use	Proposed Use	Potential Commercial Space Sq. Ft. Bldg	Parking Required for Proposed Use	Sales Tax income	Residents
1	10	64,427	Vacant, SF Home	Walgreens anchored convenience center	25,000	34	\$45,000	
2	8	79,211	S. F. Homes	Office Conversion	15,025			-23.192
3	2	23,045	Village parking, vacant lot	Parking or Library Expansion	0	?		
4	1	4,816	Parking	Restaurant	2,372	16 or 24	\$7,116	
5	3	38,350	Parking	Parking	0			
Alternative Combined Sites 2-5	14	114,460	see above	Mixed Use with ground floor commercial, 3 upper-story residential floors with underground parking and plaza.	26,697	317	\$18,000	162
6	2	17,162	Vacant	Restaurant/Bank	4,300	28	\$12,900	
7	1	9,467	Parking/ ATM					
8	3	17,535	Bank	Reuse as Retail/Office	7,280	25	\$13,104	
9	6	43,785	S. F. Homes	Office Conversion	7,200	12		-17.394
10	1	30,546	Fire Station	1st fl Rest; 2nd fl Of	12,284	41	\$18,426	

Public Workshop # 2: Design Charrette



- Present options
- Involve local officials and community in design
- Build consensus for what "fits" in Hammond based on market feasibility and desired uses



Task 3: Redevelopment Design, Beautification Plan

- Develop designs for three sites based on the market analysis
- Develop detailed design and 3 dimensional modeling for highest priority site
- Steering Committee – Oct. 14
- Redevelopment Commission November 3

Redevelopment and Beautification



View Looking Towards Chamber of Commerce From Plaza

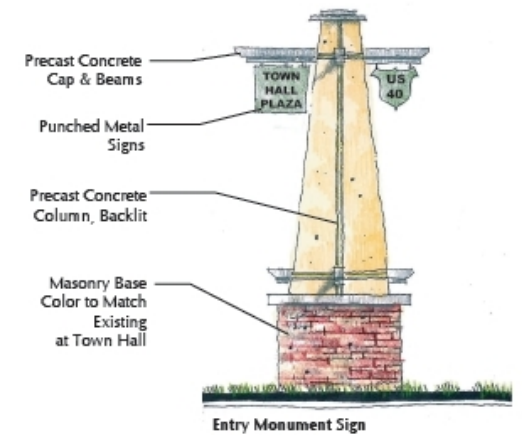
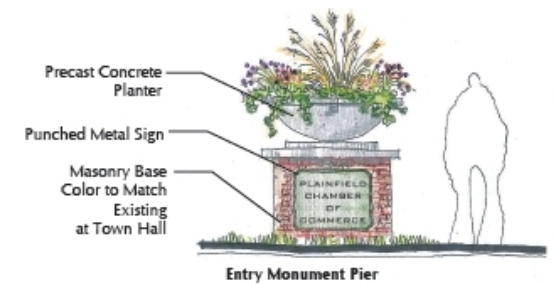
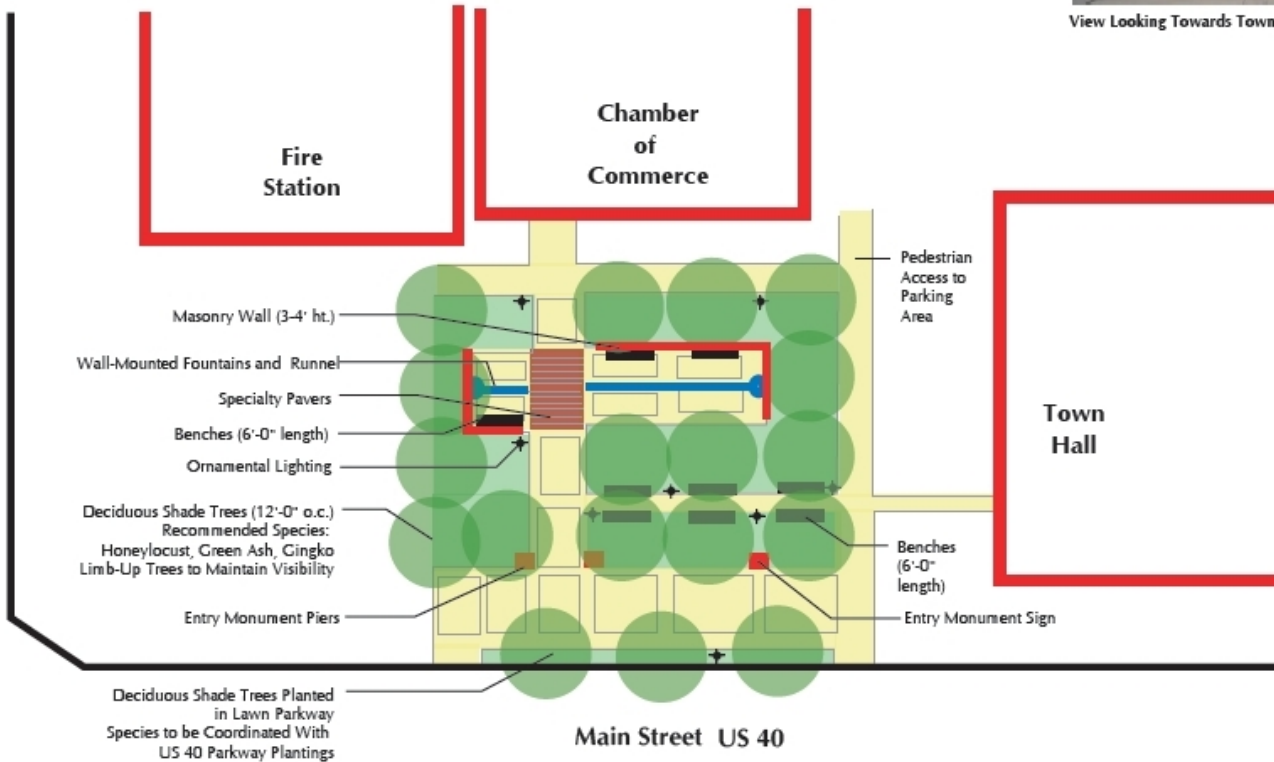


View Looking Towards Town Hall From Plaza



View Looking Towards Town Hall from Corner of Mill Street and US 40

New Plaza Location



Streetscape Improvements



Downtown Plan

- Assess opportunities
- Base plan on market conditions and improving economic viability of downtown
- Mobilize businesses and City to work together
- Public private partnerships
- Work program grid for implementation