

Draft Vision and Goals

May 20, 2009

Downtown Plan Vision Statement

Downtown Hammond will be a vibrant, economically successful center, building on Hammond’s proud history and strategic location. A variety of entertainment, retail, courts, medical, and office uses will be available for residents, shoppers, and businesses. The Downtown’s infrastructure, existing uses, and building stock provide a foundation for a successful business district. Downtown Hammond will draw customers from nearby neighborhoods and beyond. The Downtown will attract additional restaurants, stores, local government services, and provide a place to meet. The development of an inviting environment and supportive services will also serve as a significant recruitment tool for office tenants and employers.

Downtown Plan Goals

- 1. Stimulate and support expansion of restaurants and retail in the Downtown.**
- 2. Stimulate and support the location of office tenants into existing downtown office space.**
- 3. Investigate the benefits of moving City Hall Downtown to stimulate economic development.**
- 4. Provide services and financial incentives to support existing and prospective local businesses.**
- 5. Promote marketing initiatives for the downtown.**
- 6. Support retention and expansion of medical, government and legal services to bring people Downtown.**
- 7. Improve wayfinding, beautification and signage throughout the Downtown.**
- 8. Build on relationships with local education (including a new charter school), arts, cultural businesses and institutions and encourage their continued presence in the Downtown.**
- 9. Develop programs which assist private building owners to improve building appearance and identify suitable uses for Downtown's historic buildings and work with property owners to re-tenant these buildings**
- 10. Expand opportunities for quality housing choices in and near the Downtown, both by encouraging residents' to invest in their homes and by attracting residents who want to live in the Downtown.**
- 11. Promote public safety and create an inviting experience in the Downtown.**