



East Bank Village Master Plan – Phase 1

June 10, 2008

project narrative: the river and the race

The East Race area of South Bend has the potential to become a strong, vibrant, urban neighborhood with an exciting mix of live-play uses that will be attractive to recent college graduates, young couples, retirees and the technology and arts communities. Located east of the St. Joseph River and incorporating the historic East Race of the River, the neighborhood is poised for private and public sector investment and development.

The East Race area would greatly benefit from having its own unique identity and should be re-named – “The East Bank Village”. This branding of the neighborhood has exciting potential and should strengthen its identity as being independent of the Central Business District.

The importance of the River and the East Race to the development of The East Bank Village can not be understated. Rivers have been, and continue to be, the focal points for the redevelopment in urban centers across the country. The plan recommends the regular use of the East Race as a recreational waterway and a regularly promoted public place to visit. Both professional kayaking races and recreational users should be encouraged to use the Race and the River. The water sport of kayaking in the U.S. has doubled to nearly 8 million people over the last decade. It is no longer just a “cult” activity, but is emerging as a main-stream, fast-growing sport. Water sports and recreation should be limited to the East Race area only. Other types of boating and fishing should be encouraged, both above and below the dam. Docks, marinas, and boat storage should be included in the planned use of the River along with improvements to the River’s frontage to encouraged walking, jogging, and bicycling along the River’s path.

Visits to the East Bank should include multiple activities for families and individuals, alike , and should be exciting enough be enjoyed by South Bend residents and visitors – over and over.



East Bank Village Master Plan – Phase 1

South Bend, IN



- Project Overview
- The Process
- The Master Plan
- Public Sector Investment Opportunities
- Development Timeline
- Keys to Success



project overview: study area



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project overview: catalysts for change

- Private and public sector investment in the East Bank been limited for the past decade.
- A current market-driven strategic plan for the East Bank area does not exist.
- The City is committed to investing in the East Bank once a community-blessed strategic plan is completed.
- The East Race and the St. Joseph River are under utilized assets and can act as catalysts.
- Prime vacant land available along both the East Race and the St. Joseph River
- The re-use of under-utilized buildings and infill sites offer redevelopment opportunities.
- East Bank redevelopment boosted by recent developments in the Downtown, the St. Joseph Regional Medical Site and Eddy Street Commons.



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alternative futures



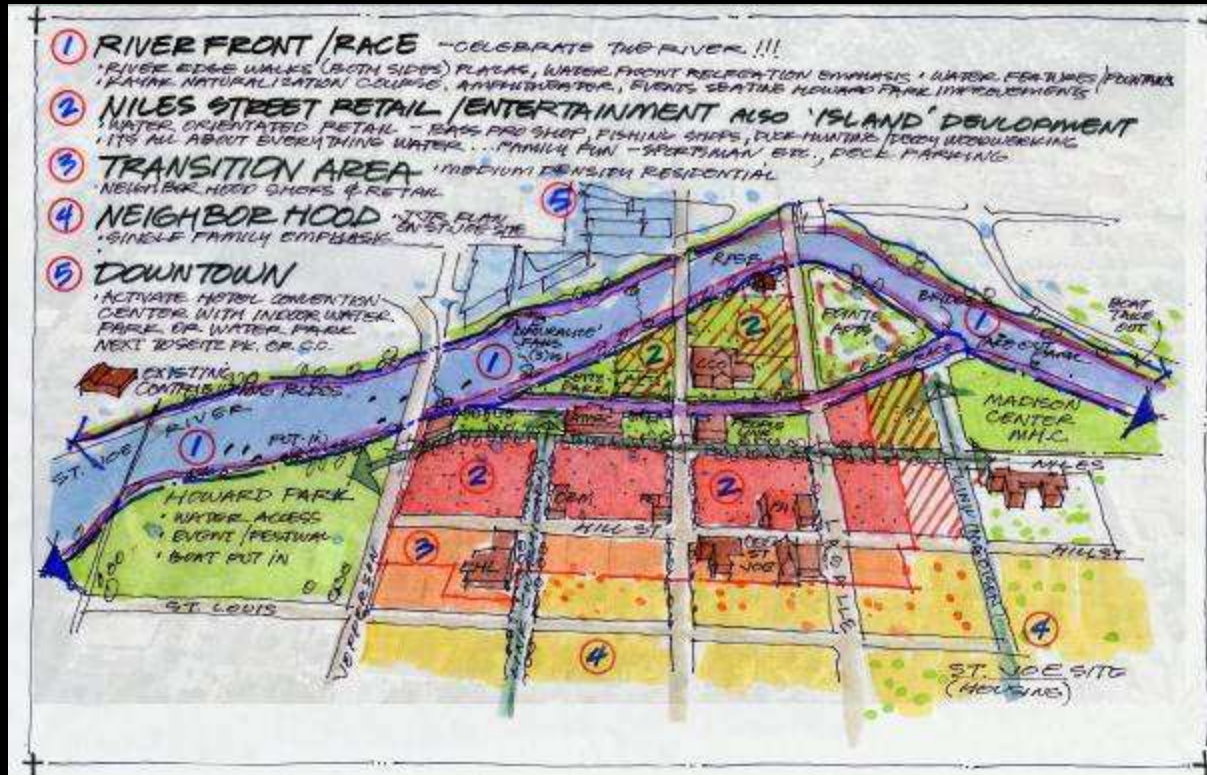
modeling exercise



consensus concept



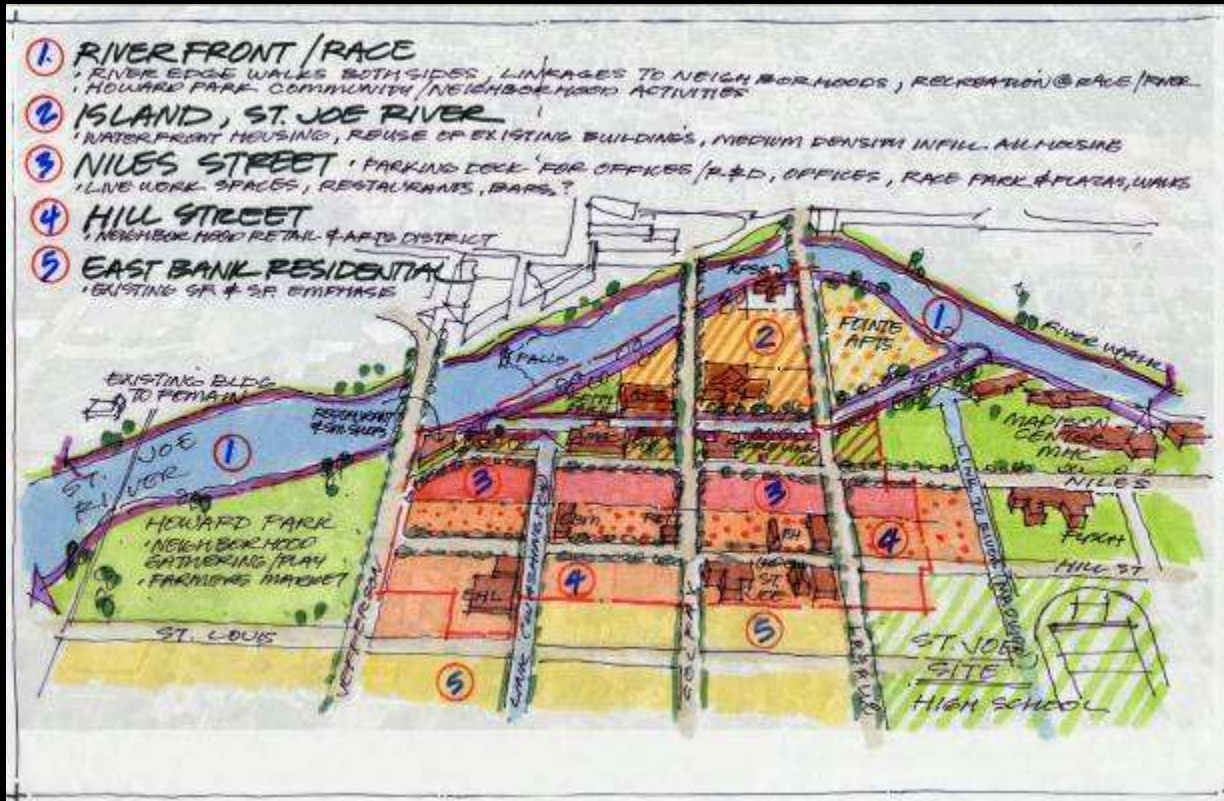
the process: water-oriented alternative future



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the process: mixed-use alternative future



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the process: modeling exercise



2 day charrette
10 stakeholder groups
15 concepts created
1 preferred alternative



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the process: modeling exercise



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the process: preferred modeling concept



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the process: preferred modeling concept



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the master plan



LEGEND

- Existing Buildings
- PROPOSED**
- Mixed - Use
- Tech OR&D and Office
- Potential Expansion (Tech OR&D and Office)
- Commercial (Restaurants, Specialty Retail, General Commercial)
- Potential Expansion
- Live - Work
- Residential
- Structured Parking
- Surface Parking
- Community Center
- Ice Rink
- Pedestrian Crosswalk



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the master plan



- 1 A cultural district attracting live/work artist studios, primarily focused on Sycamore, Colfax and LaSalle Streets, but sprinkled elsewhere.
- 2 Medium density residential housing on the former Rink-Riverside site.
- 3 A high density mixed-use project, including a branded hotel, at the former Wharf site with a connecting walkway to the Century Center.
- 4 A technology/medical corridor extending north on Hill Street from Jefferson Street to the current site of the St. Joseph Regional Medical Center.
- 5 Additional retail uses focused primarily on local and regional merchants along Jefferson and Niles Streets across from the Emporium/Mole Hole building with apartments on the upper 2nd through 4th floors.
- 6 Significant office sites (20,000 – 50,000 sq. ft.) along Niles Avenue, north of the AMG and PeopleLink buildings and the southeast corner of Colfax and Niles Avenue.
- 7 Additional restaurant/grill and bar venues at the 4 corners of LaSalle and Niles, including the adaptive re-use of the Lauber Building.



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the master plan: arts walk

1

A cultural district that will attract live/work artist studios, primarily focused on Sycamore, Colfax and LaSalle Streets, but sprinkled elsewhere in the Village.



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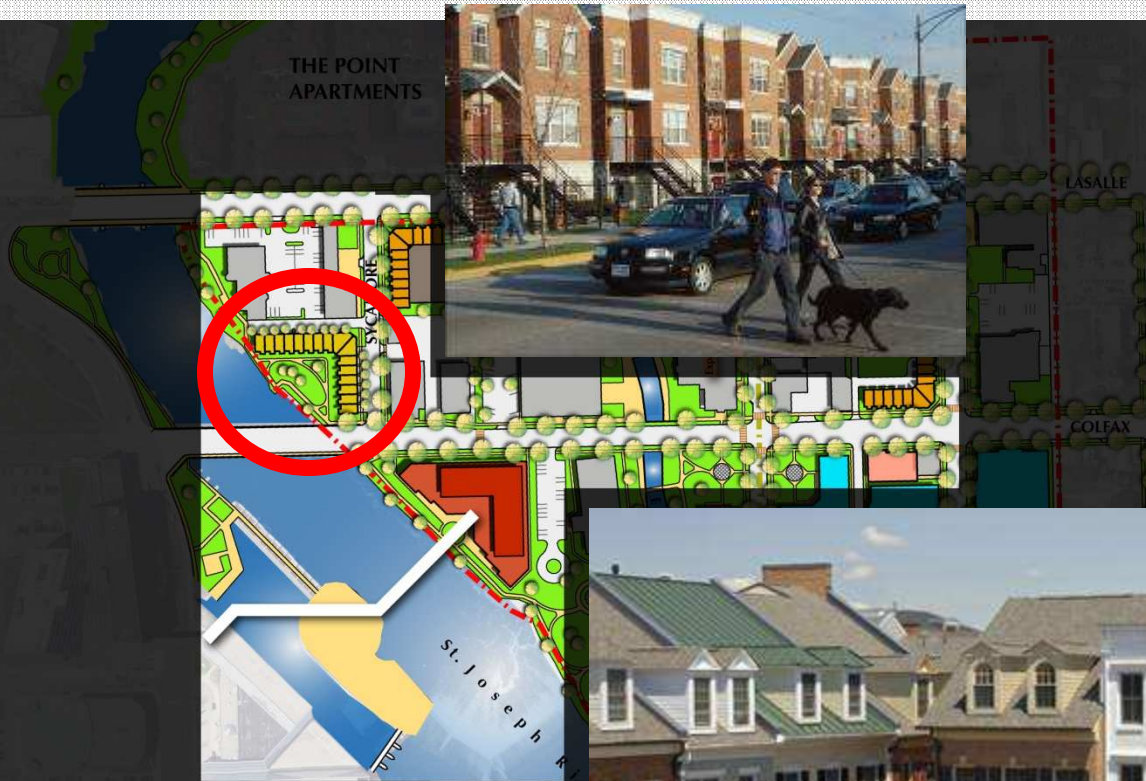
South Bend, IN



the master plan: arts walk

2

Medium density residential housing on the former Rink-Riverside site.



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the master plan: village center

- 3 A high density mixed-use project – including a branded hotel at the former Wharf site with a connecting walkway to the Century Center.



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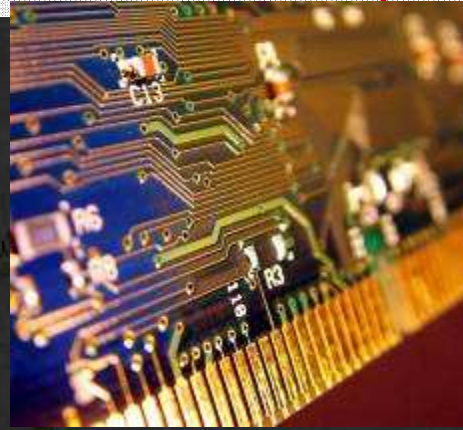
the master plan: village center



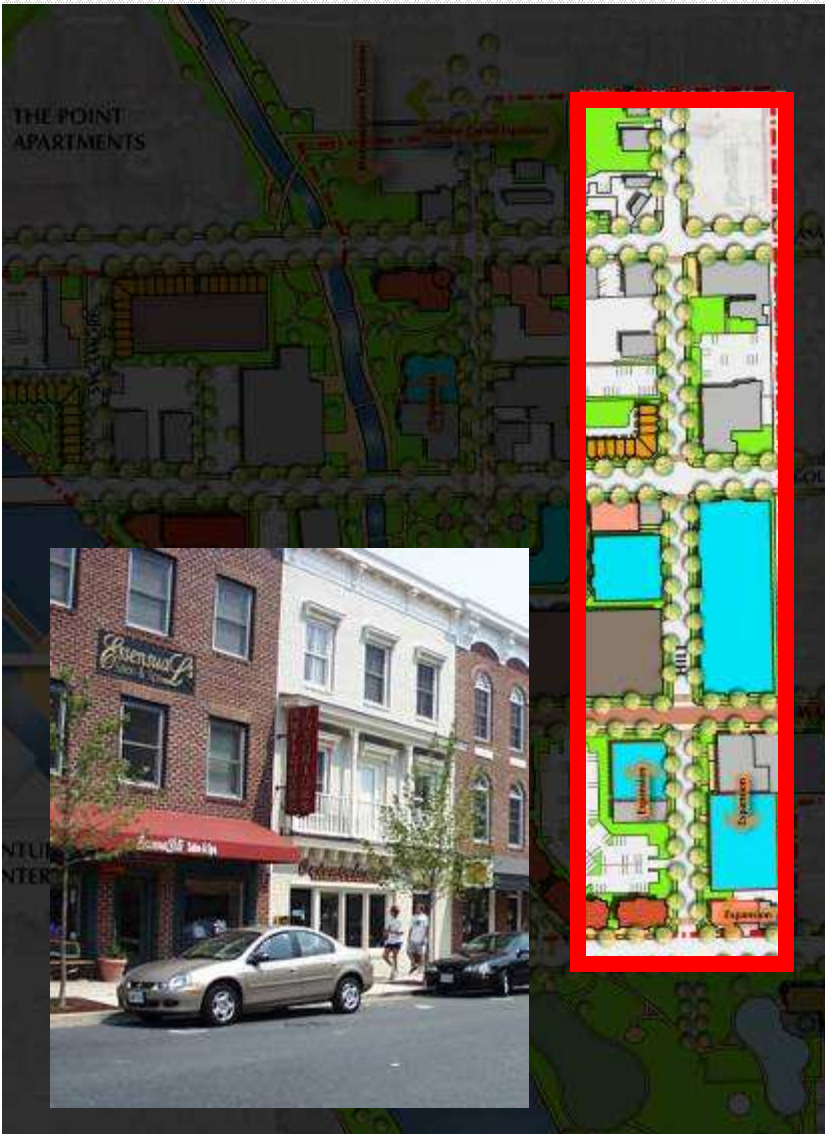
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the master plan: technology corridor



- 4 A technology/medical corridor extending north on Hill Street from Jefferson Street to the current site of the St. Joseph School Regional Medical Center.



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the master plan: village retail

5

A modest addition of retail uses focused primarily on local and regional merchants along Jefferson and Niles Streets across from the Emporium /Mole Hole building with apartments on the upper 2nd through 4th floors.



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the master plan: village retail



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the master plan: village office

6 Significant office sites (20,000 to 50,000 sq. ft.) along Niles Avenue, north of the AMG and PeopleLink buildings and the southeast corner of Colfax and Niles Avenue.



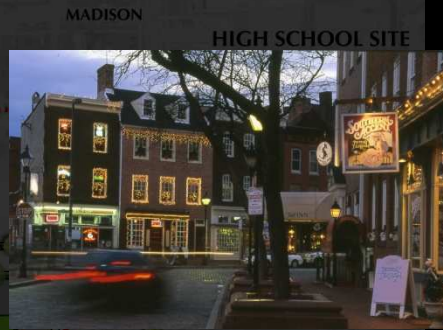
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the master plan: village entertainment



APARTMENTS



MADISON

HIGH SCHOOL SITE



7 Additional restaurant /grill and bar venues at the 4 corners of LaSalle and Niles, including the adaptive re-use of the Lauber Building.



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public sector investment opportunities

The following public sector investments over the course of a decade will greatly enhance the viability of a successful East Bank Village:

- The re-invigoration of the East Race for water sports and competitions and the use of the St. Joseph River from the downtown area for canoeing, boating, fishing, skiing and other water sports
- Use of the historic stone house in Howard Park as a headquarters for river and race activity programming and private parties.



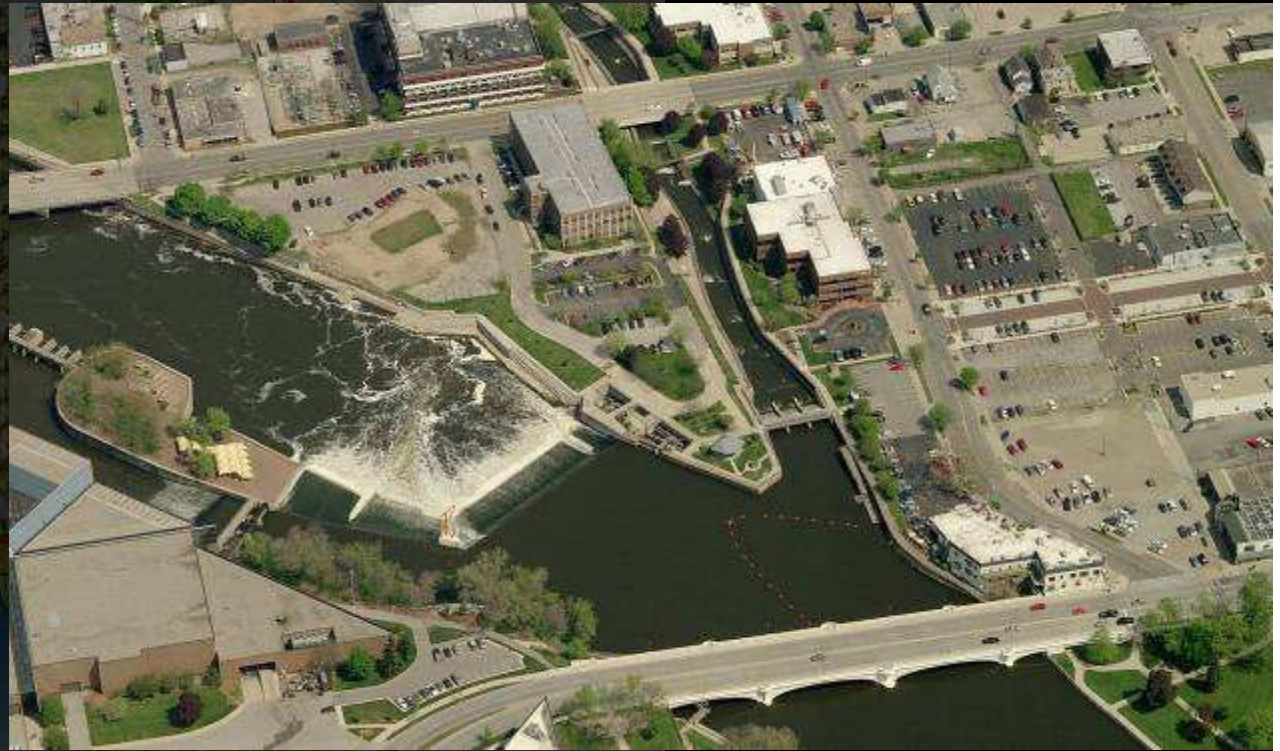
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public sector investment opportunities

- Expand the amount of green space in Seitz Park by pursuing the removal of existing surface parking lots.



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public sector investment opportunities



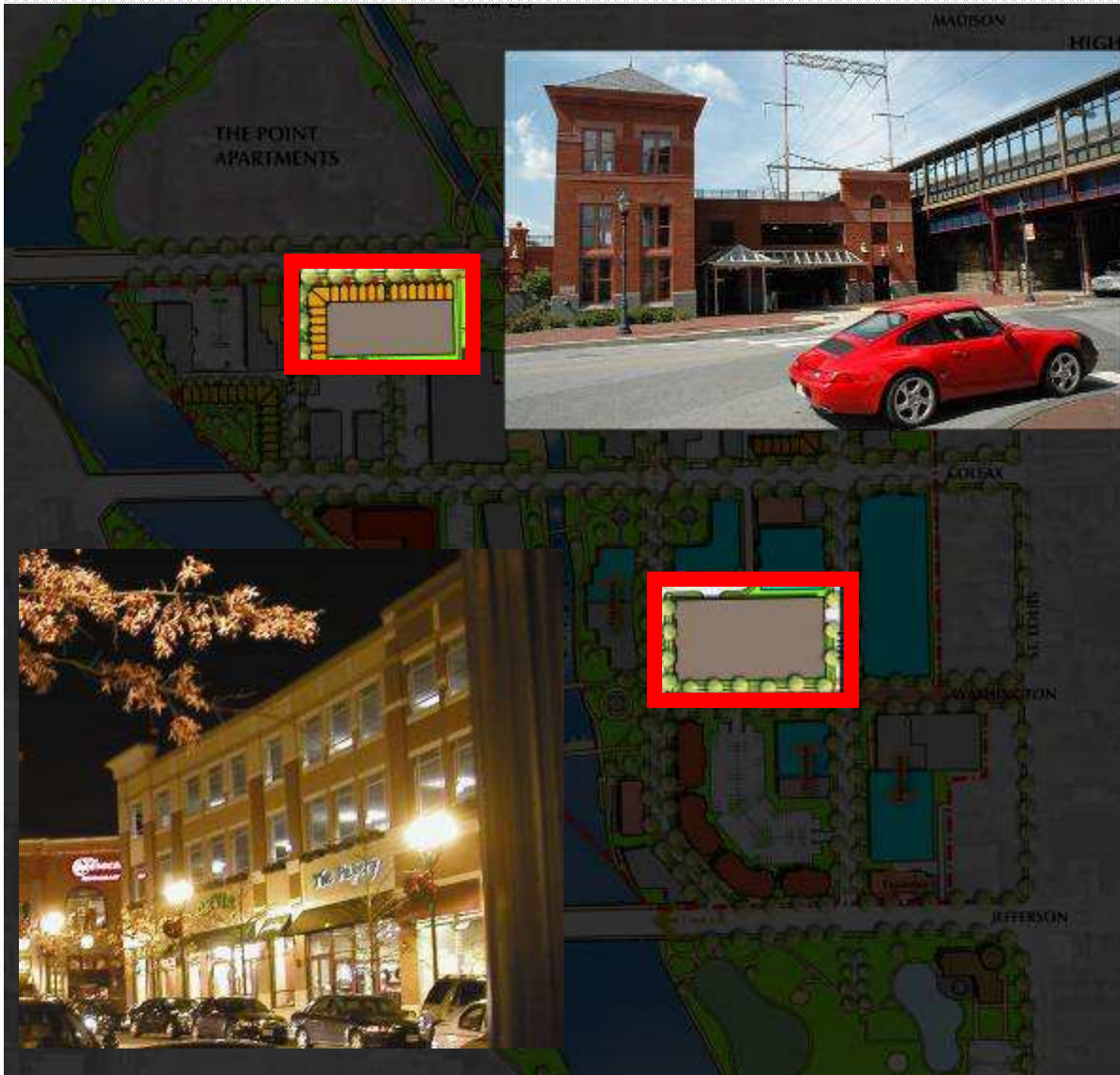
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JJR

public sector investment opportunities



- The construction of two parking structures to allow for the density of commercial and residential development proposed. Both would be 400+ parking spaces and would have ground floor office/commercial to mask their intended use. One parking structure would be located on the site of the former AEP garage and the second structure would be located east of the AMG building.
- The first structure is scheduled to begin in 2009 in conjunction with a significant increase in private investment in the area.

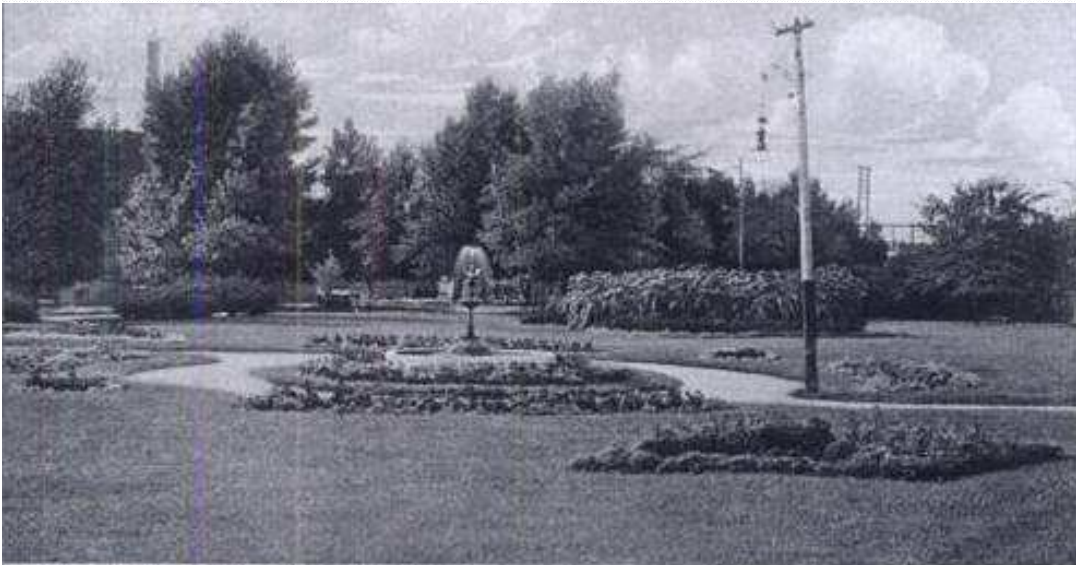


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public sector investment opportunities

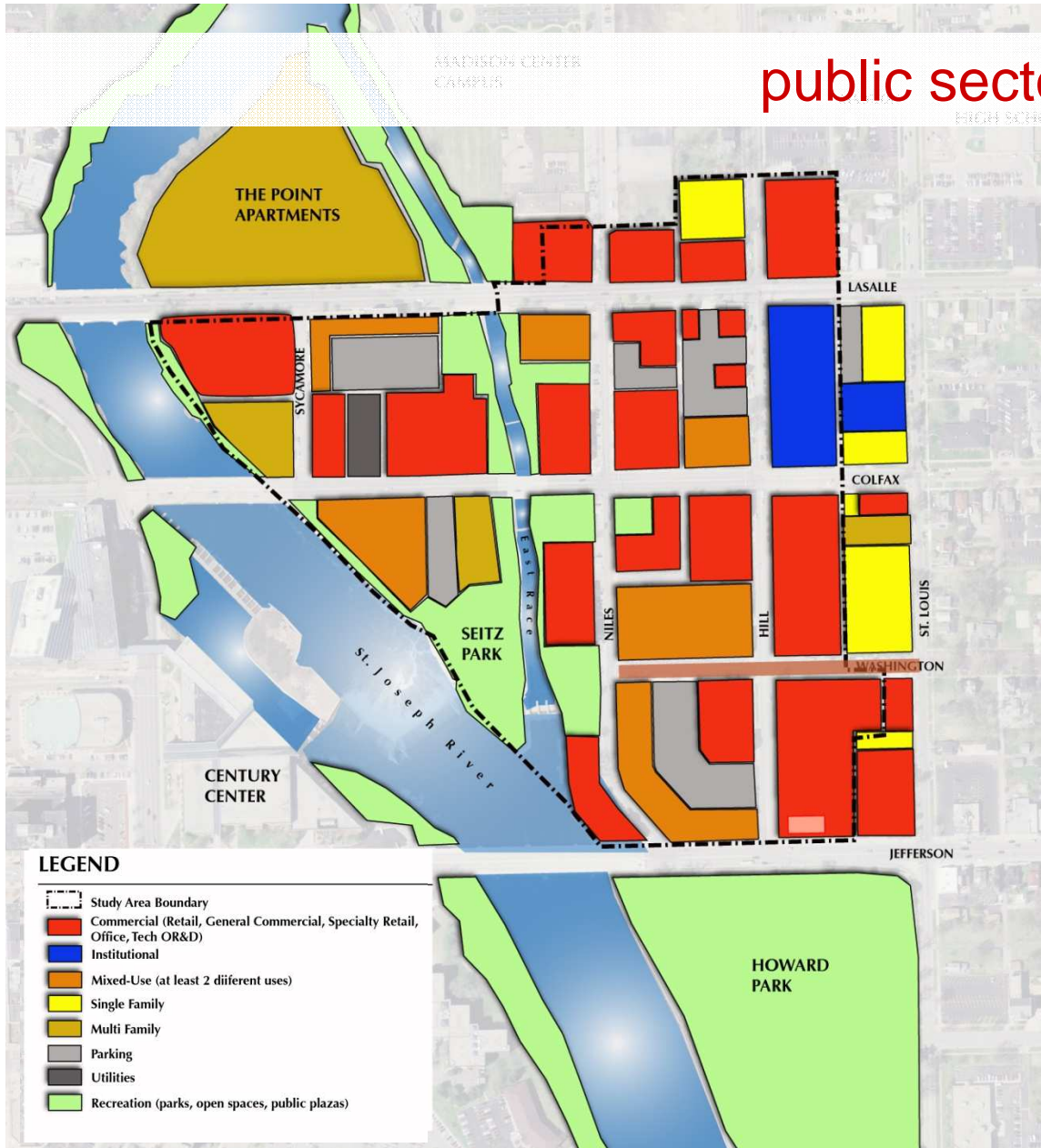


1853—Howard Park, South Bend, Ind.



- The creation of a new community building in Howard Park on the corner of Jefferson and St. Louis Streets with a new ice skating rink. The balance of the park will be re-invigorated, including an underground storm tank as part of a marsh environment appropriate for occasional river overflow and the potential for a reproduction of the historic Studebaker fountain and plaza.

public sector investment opportunities



- Adoption of a land use plan for the district and the completion of a street landscaping plan and guidelines for development throughout the village including an emphasis on pedestrian friendly and environmentally sound development



public sector investment opportunities

- The creation of several focal points for significant outdoor art to be created in the Village using funds available through the Community Foundation. Examples noted were the Rink site, Seitz Park, and strategic locations along the river walk and the race walk.
- Financial incentive programs to spur the development of small businesses within the Village.



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1/1/08 – 6/1/08

- Creation of a design review and oversight committee for all of The Village development activity;
- Adoption of Phase 1 strategic plan for The East Bank Village;
- Adoption of a land use plan for the district;
- A re-invigoration in use of East Race for summer of 2008.

Estimated Cost: \$50 to \$250,000



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7/1/08 – 12/1/08

- Kick-off of Phase II of strategic plan for The East Bank Village
- Completion and Adoption of Phase II of strategic plan for The East Bank Village;
- Announcement of at least one new private sector development;
- Creation/recognition of The Village neighborhood association;
- Creation of an endowment within the Community Foundation to support recreational and public activities of The East Bank Village.
- Kick-off of design/planning effort for Seitz and Howard Parks, including storm drainage plan.

Public Investment: \$50,000 to \$250,000

Private Investment: \$1,000,000 – 2,000,000



Phase I: 2009 - 2010

- Initiation of three private sector development projects with public sector investment in required infrastructure;
- Development/construction of the first public garage in conjunction with large private development
- Seitz Park renovation and implementation;
- The first public focal point in The East Bank Village is completed.

Public Investment: \$ 8,000,000

Private Investment: \$10,000,000



Phase II: 2010 - 2011

- Initiation of four private sector development projects with public sector investment in required infrastructure;
- Completion of new Howard Park community building, adaptive re-use of historic Stone House, and Howard Park renovations.
- A second public focal point is built in The Village area.

Public Investment: \$ 3,000,000
Private Investment: \$12,000,000



Phase III: 2011 - 2012

- Initiation of four private sector development projects with public sector investment in required infrastructure;

Public Investment: \$1,000,000

Private Investment: \$9,000,000



Phase IV: 2012 - 2013

- Initiation of three private sector development projects with public sector investment in required infrastructure;
- Construction of a second parking garage.
- Rehabilitation of East Race.

Public Investment: \$ 8,000,000
Private Investment: \$25,000,000



Phase V: 2014 – 2017

- Initiation of ten private sector development projects with public sector investment in required infrastructure;

Public Investment: \$ 5,000,000

Private Investment: \$40,000,000



development timeline

	Estimated Public Investment	Estimate Private Investment	Estimated Real Estate Tax Increase
2008	\$500,000	\$2,000,000	0
2009	\$8,000,000	\$12,000,000	\$61,062
2010	\$3,000,000	\$10,000,000	\$427,436
2011	\$1,000,000	\$9,000,000	\$732,748
2012	\$8,000,000	\$25,000,000	\$1,007,528
2013	\$1,000,000	\$8,000,000	\$1,770,807
2014	\$1,000,000	\$8,000,000	\$2,015,056
2015	\$1,000,000	\$8,000,000	\$2,259,305
2016	\$1,000,000	\$8,000,000	\$2,503,554
2017	\$1,000,000	\$8,000,000	\$2,747,804
Total	\$25,550,000	\$98,000,000	\$2,992,053/year

Note: 100% of Private Investment is intended to support Public Investment by generating the Tax Increase shown in the schedule above. In order to provide additional support in the first 10 years of implementing this new East Bank Plan, the City will also provide 25% of the existing TIF revenue stream from the Downtown TIF (which includes the East Bank area). To support bond issues, for projects in the East Bank, financed by TIF revenue, tax abatements are not encouraged for new development in this area.



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- A consensus of support from the public and private sector for the adoption of The Village strategic plan and land use plan.
- Consistent private and public sector leadership.
- Notable private and public sector development activity in initial years of 2008 and 2009 to demonstrate feasibility of strategic plan.
- A creative and aggressive ongoing Village work/live marketing strategy.





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