



64  
Celestine  
Patoke Lake

# JASPER MASTER PLAN Public Meeting #2

August 20, 2013

**CITYVISIONS**  
ASSOCIATES

**GAMBLE**  
ASSOCIATES

# AGENDA

August 20, 2013

## Welcome & Introduction

- 1. Major themes from the first meeting**
- 2. Building off Jasper's strengths**
- 3. Building a critical mass**
- 4. A Vision for the Factories**
- 5. Courthouse Square**
- 6. Integrating Art in the public realm**

# 1



**MAJOR THEMES FROM THE FIRST MEETING**

## RECREATION AND PARKS

The Riverwalk should be made more accessible and active.



**MAJOR THEMES FROM THE FIRST MEETING**

## ARTS + ENTERTAINMENT

There needs to be more things to do downtown after 5pm with more night activities and night-life. The downtown should be a place to live, work, play and eat.



**MAJOR THEMES FROM THE FIRST MEETING**

## DOWNTOWN LIVING 1

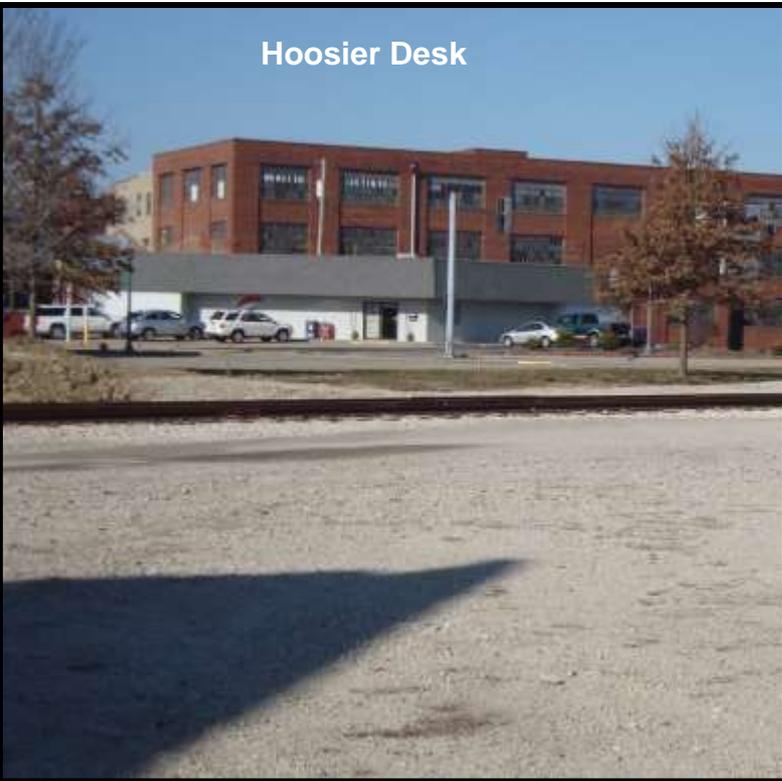
There needs to be more housing downtown, providing a wider set of housing options than currently exist, especially for younger people.



**MAJOR THEMES FROM THE FIRST MEETING**

# DOWNTOWN LIVING 2

Rehabilitate the former factory buildings along the river like the **Hoosier Desk, Jasper Cabinet and Veneer Mills**. They are the key to the redevelopment of downtown.



Hoosier Desk



Jasper Cabinet



Veneer Mill

**MAJOR THEMES FROM THE FIRST MEETING**

## DOWNTOWN LIVING 3

The former industrial buildings are ideal candidates for reuse with the lower level retail and/or incubator spaces for small start-up companies and housing above the ground floor.



**MAJOR THEMES FROM THE FIRST MEETING**

## **DOWNTOWN LIVING 4**

Changing the existing zoning will enable the downtown to take a physical form that enhances the existing character.



**MAJOR THEMES FROM THE FIRST MEETING**



## **BUSINESS DEVELOPMENT**

The City should encourage property owners to restore building facades and celebrate the historic character of the Square and the downtown area.



**MAJOR THEMES FROM THE FIRST MEETING**

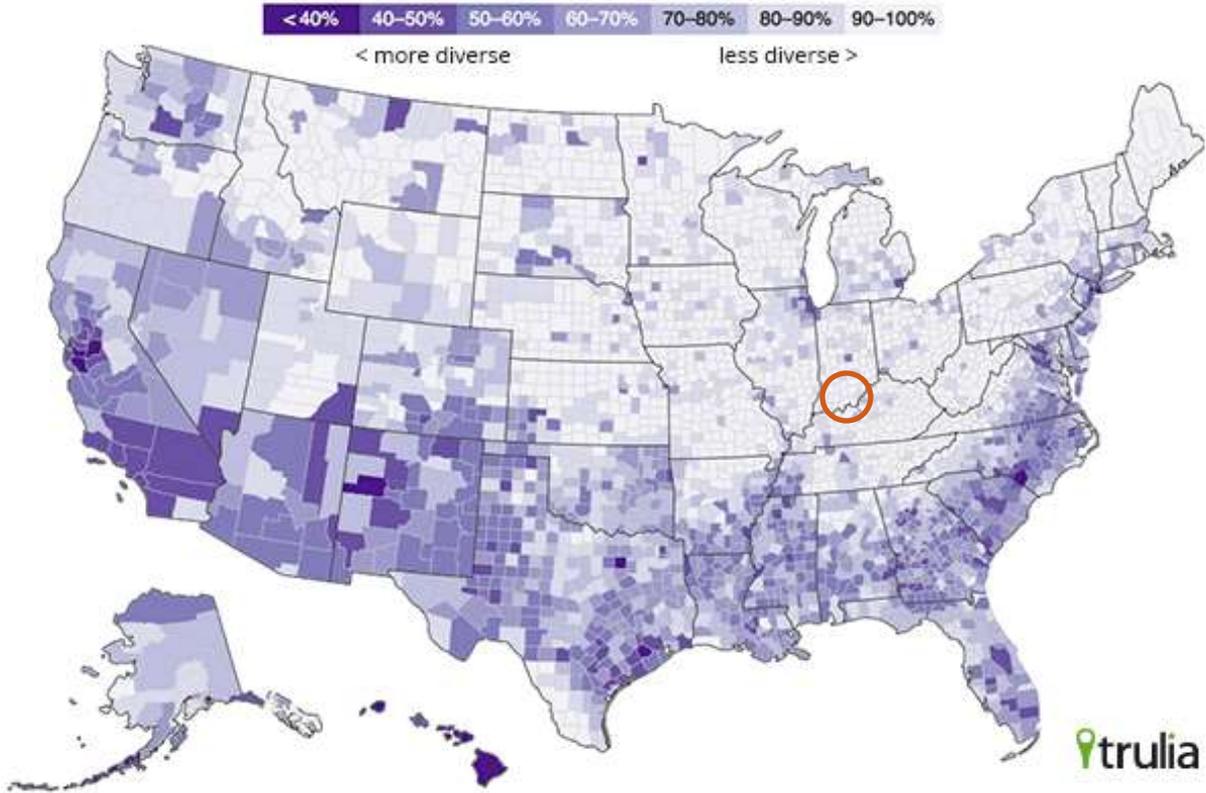
# BUSINESS DEVELOPMENT 4

Jasper is not embracing the opportunities that come with greater diversity.

Source: Trulia Trends



Dr. Johnson



## MAJOR THEMES FROM THE FIRST MEETING

## CONNECTIVITY

Walkability is important. Pedestrian improvements to the existing infrastructure need to be made. Improvements to the sidewalks can be done right away.



**MAJOR THEMES FROM THE FIRST MEETING**

## CONNECTIVITY 2

Focus on the existing infrastructure that is already in place ... before building more on the periphery.



**MAJOR THEMES FROM THE FIRST MEETING**

## CONNECTIVITY 3

There needs to be a more effective wayfinding and signage program for Jasper.



**MAJOR THEMES FROM THE FIRST MEETING**

## CONNECTIVITY 4

The public realm can be designed ... like the public art program in Louisville. There needs to be a more effective wayfinding and signage program for Jasper.



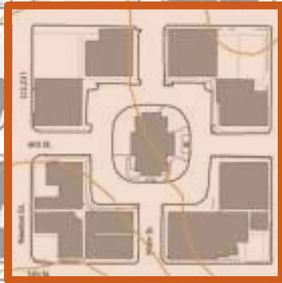
**MAJOR THEMES FROM THE FIRST MEETING**

2



**BUILDING OFF JASPER'S STRENGTHS**

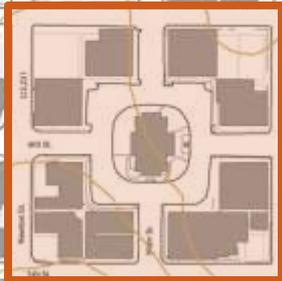
# COURTHOUSE SQUARE



# RIVERFRONT



**COURTHOUSE SQUARE**



?

**RIVERFRONT**





Jasper, IN, USA

965 ft

Google earth

Imagery Date: 3/11/2012 38°23'21.48" N 86°55'42.44" W elev 459 ft eye alt 4634 ft

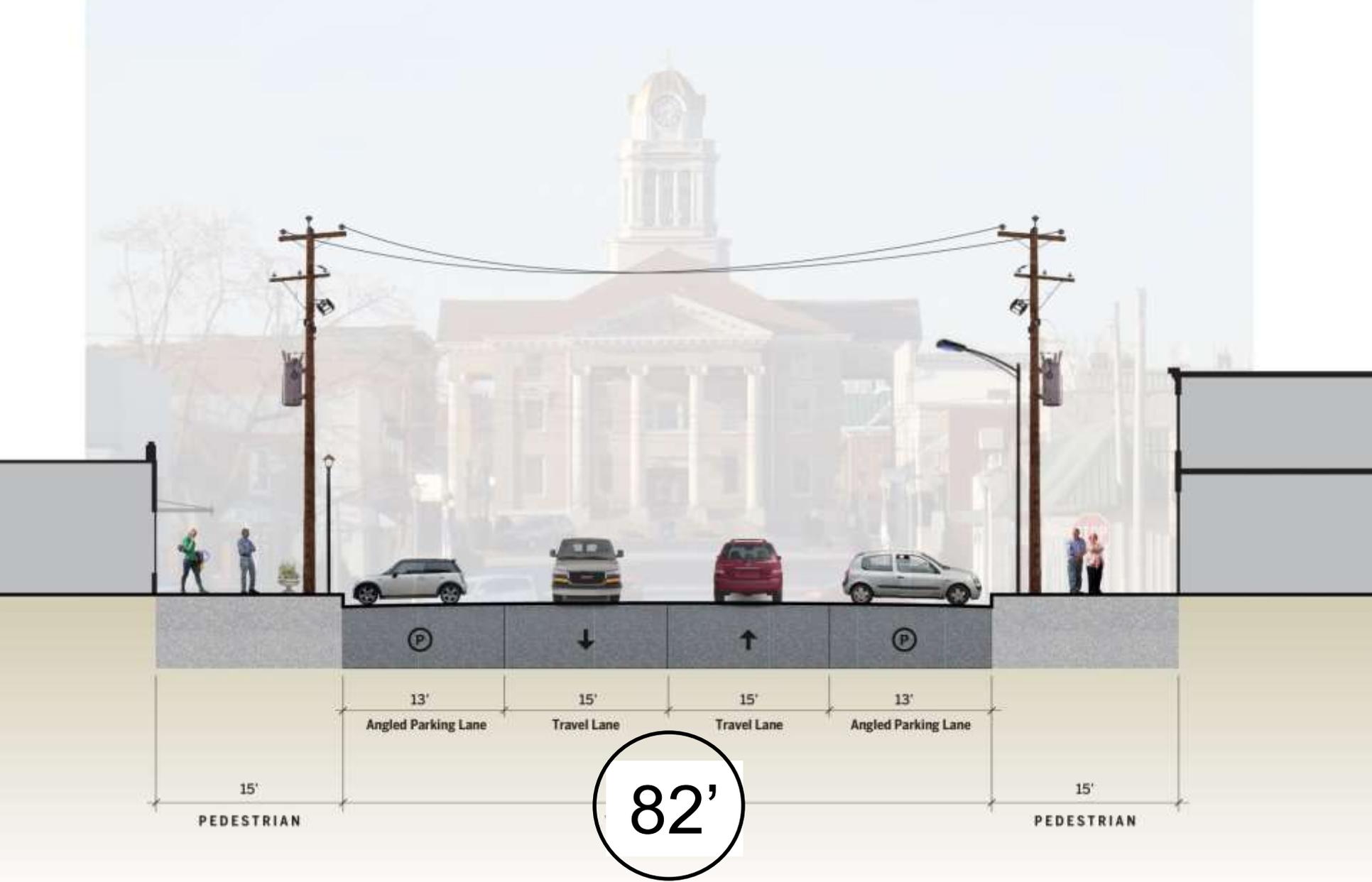
**MAIN STREET**



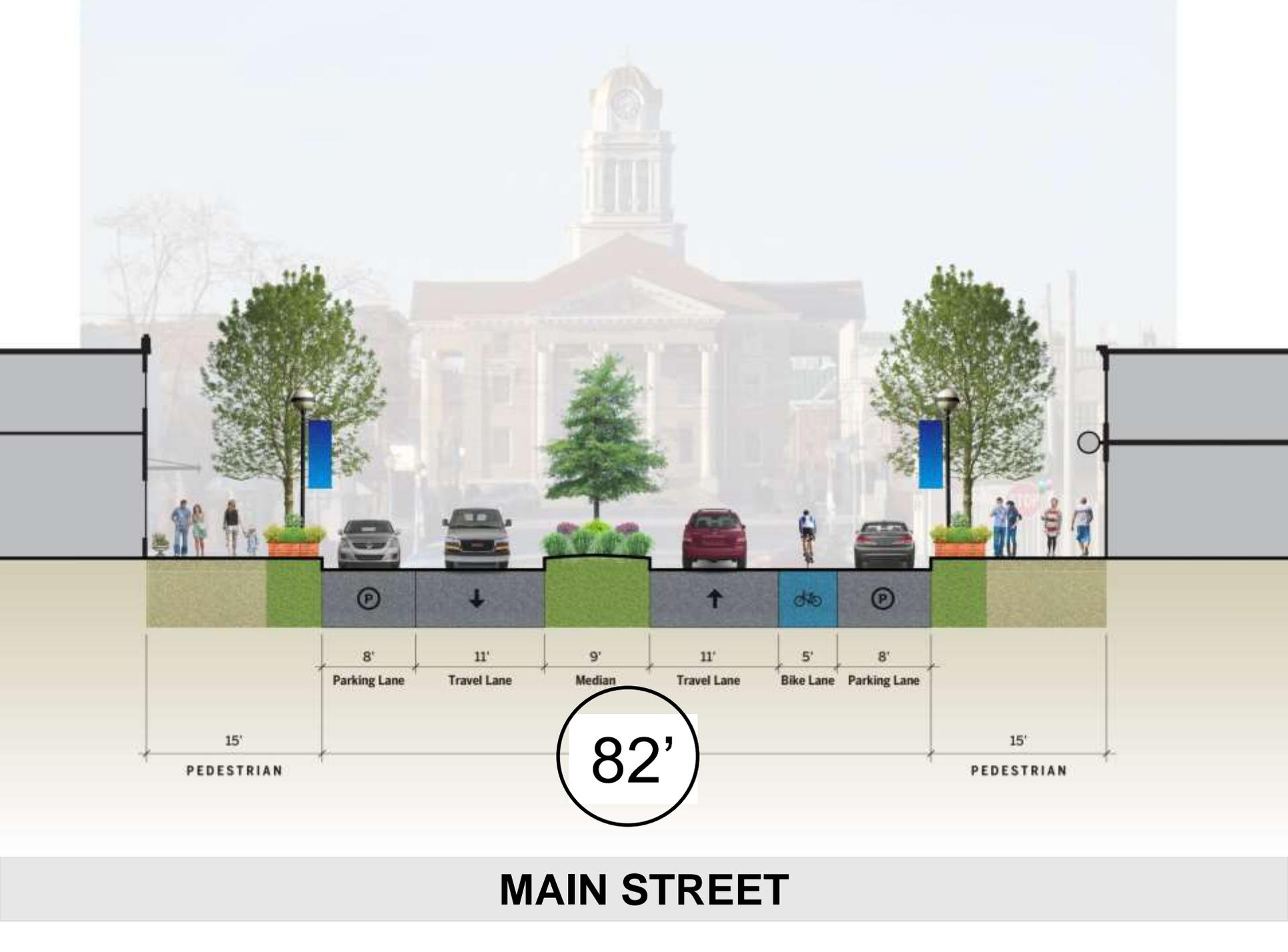
**VIEW NORTH ON MAIN STREET**



**VIEW SOUTH ON MAIN STREET**



# MAIN STREET



82'

**MAIN STREET**

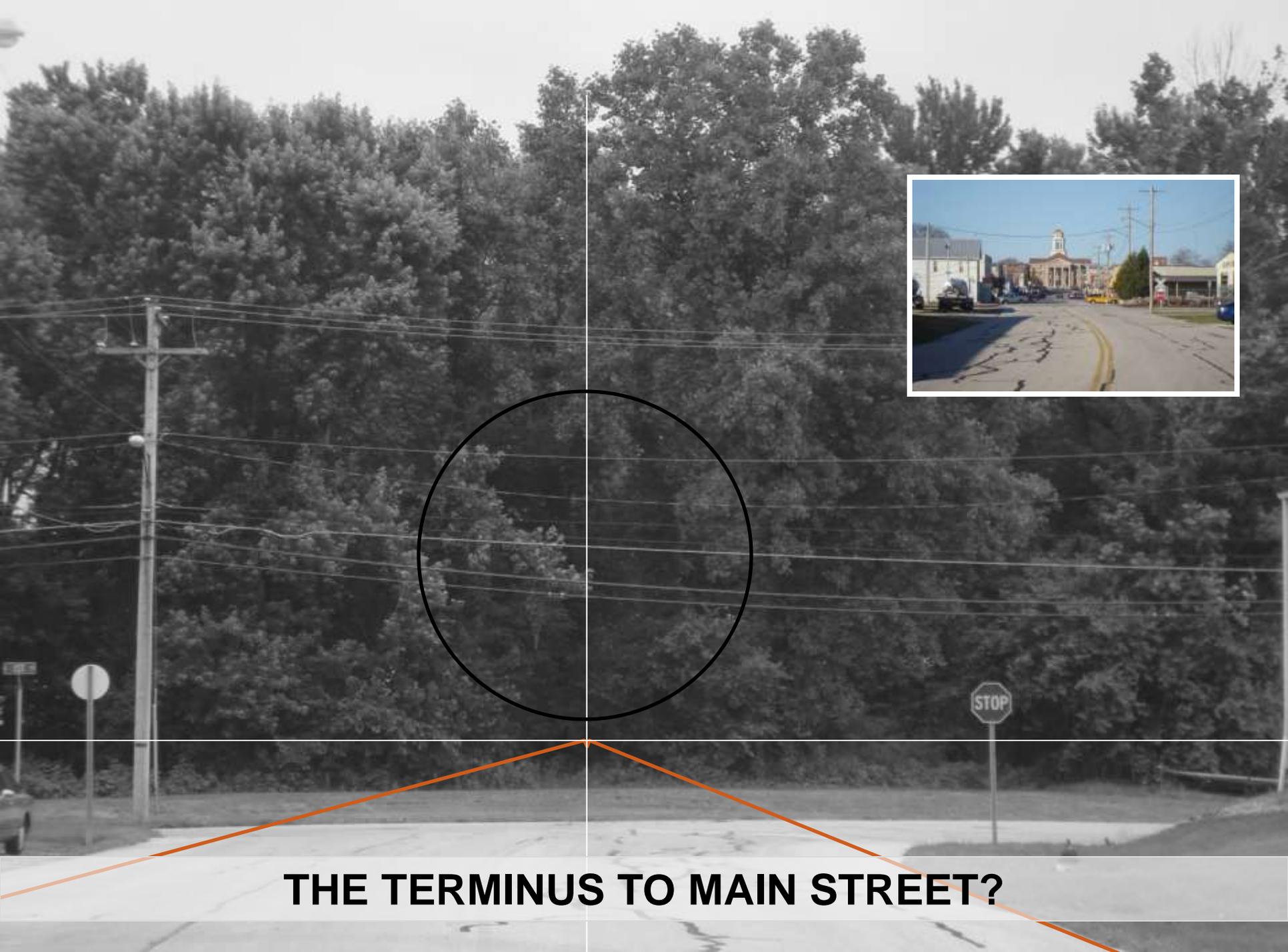
# WHAT IS A COMPLETE STREET?

1. Accommodates space for pedestrians, bikes and cars equally
2. Helps to mitigate storm water runoff
3. Diminishes impervious pavement
4. Creates planting opportunities
5. Enhances character of the street with lighting, signage and wayfinding

**COMPLETE STREETS**

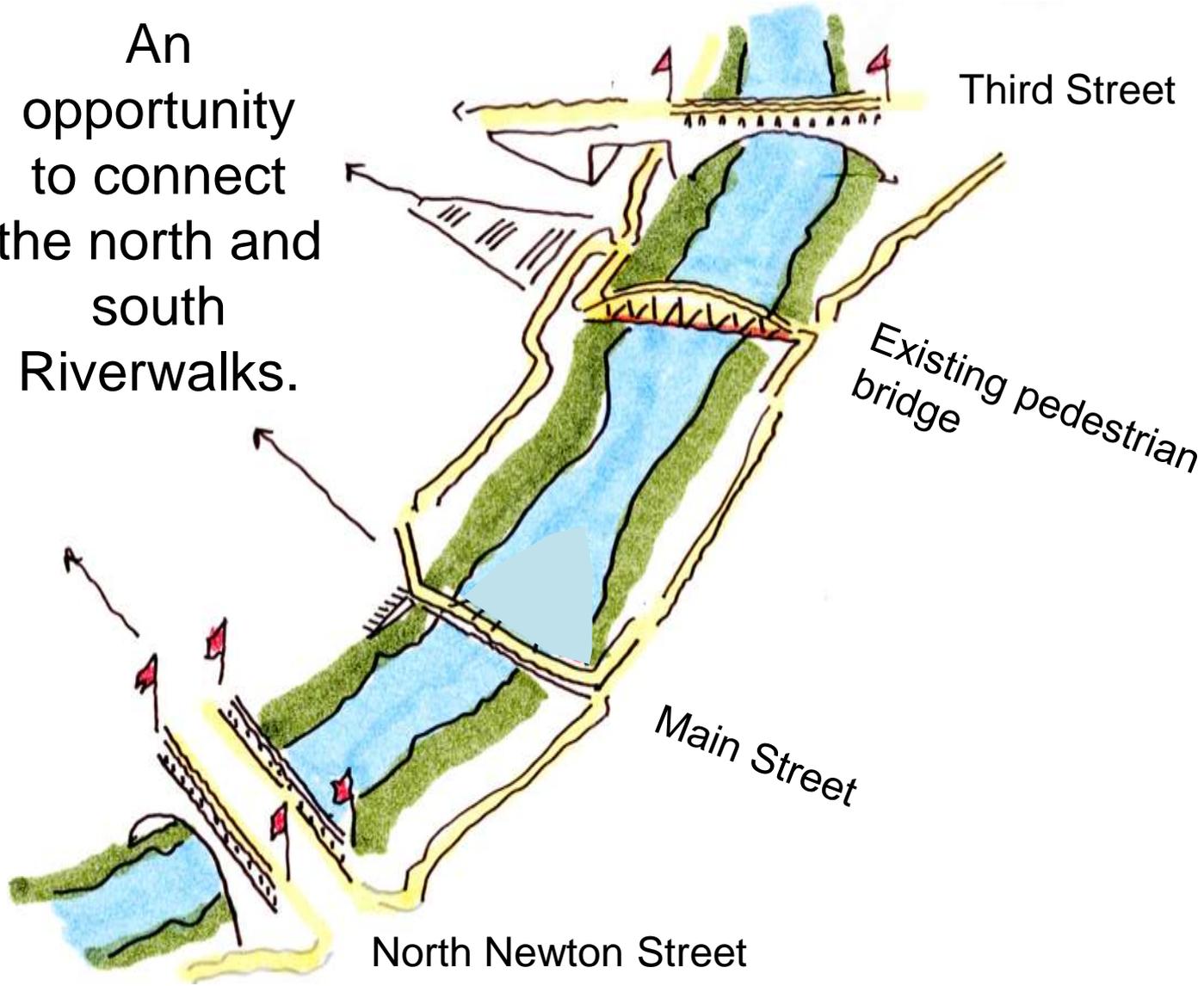


## A TWO SIDED RIVERWALK

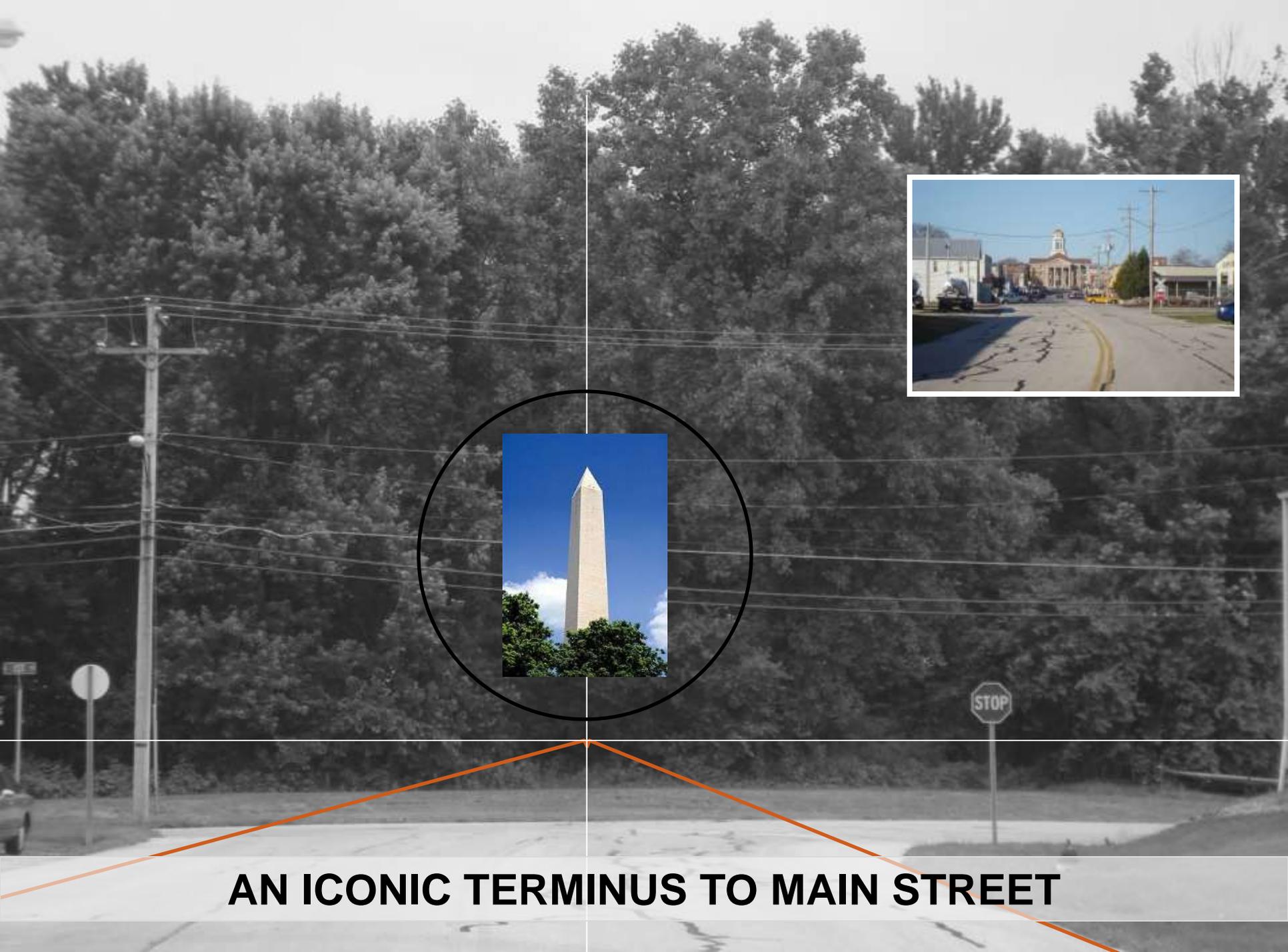


**THE TERMINUS TO MAIN STREET?**

An opportunity to connect the north and south Riverwalks.

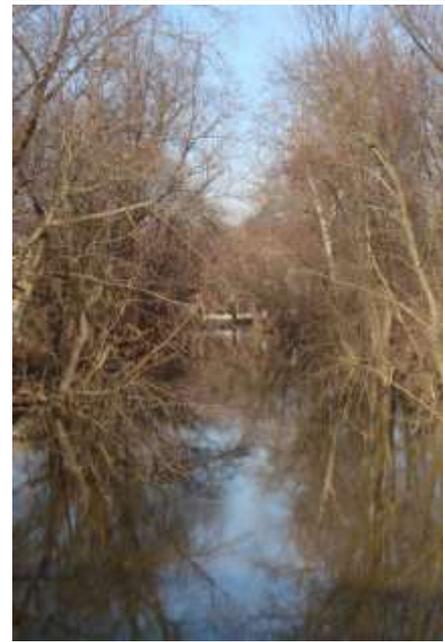
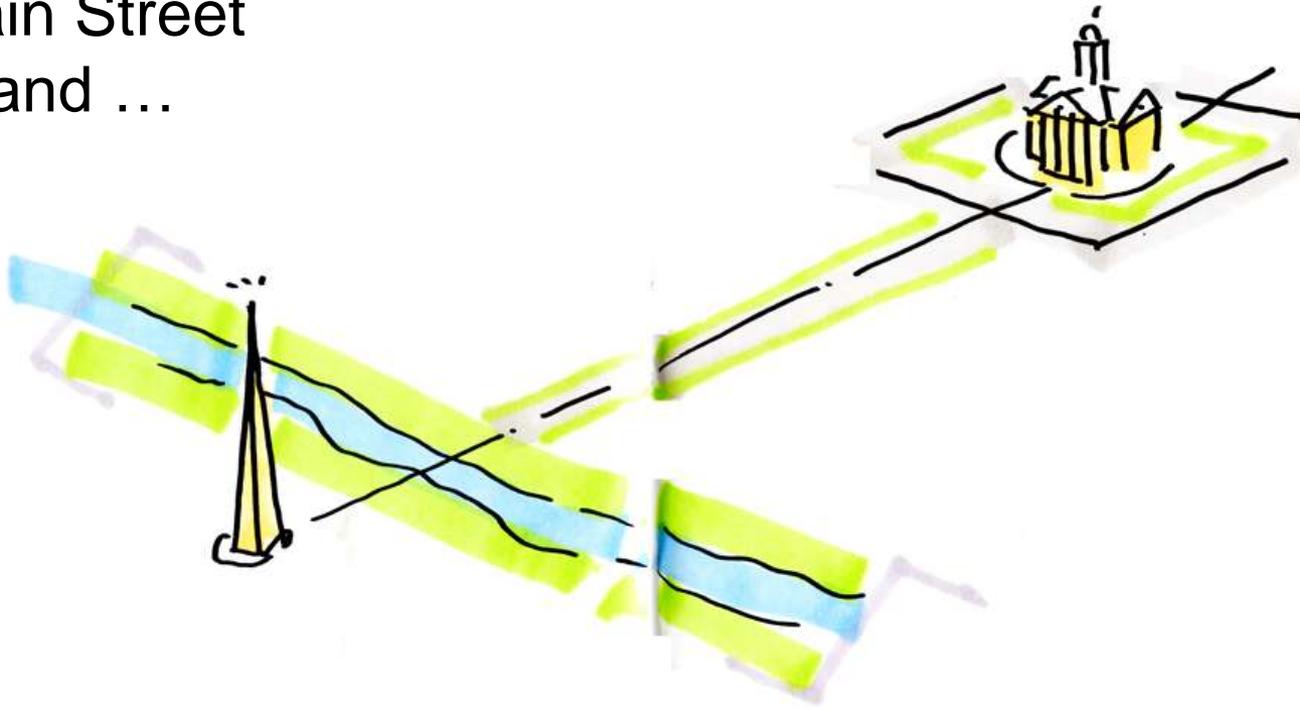


## A TWO SIDED RIVERWALK

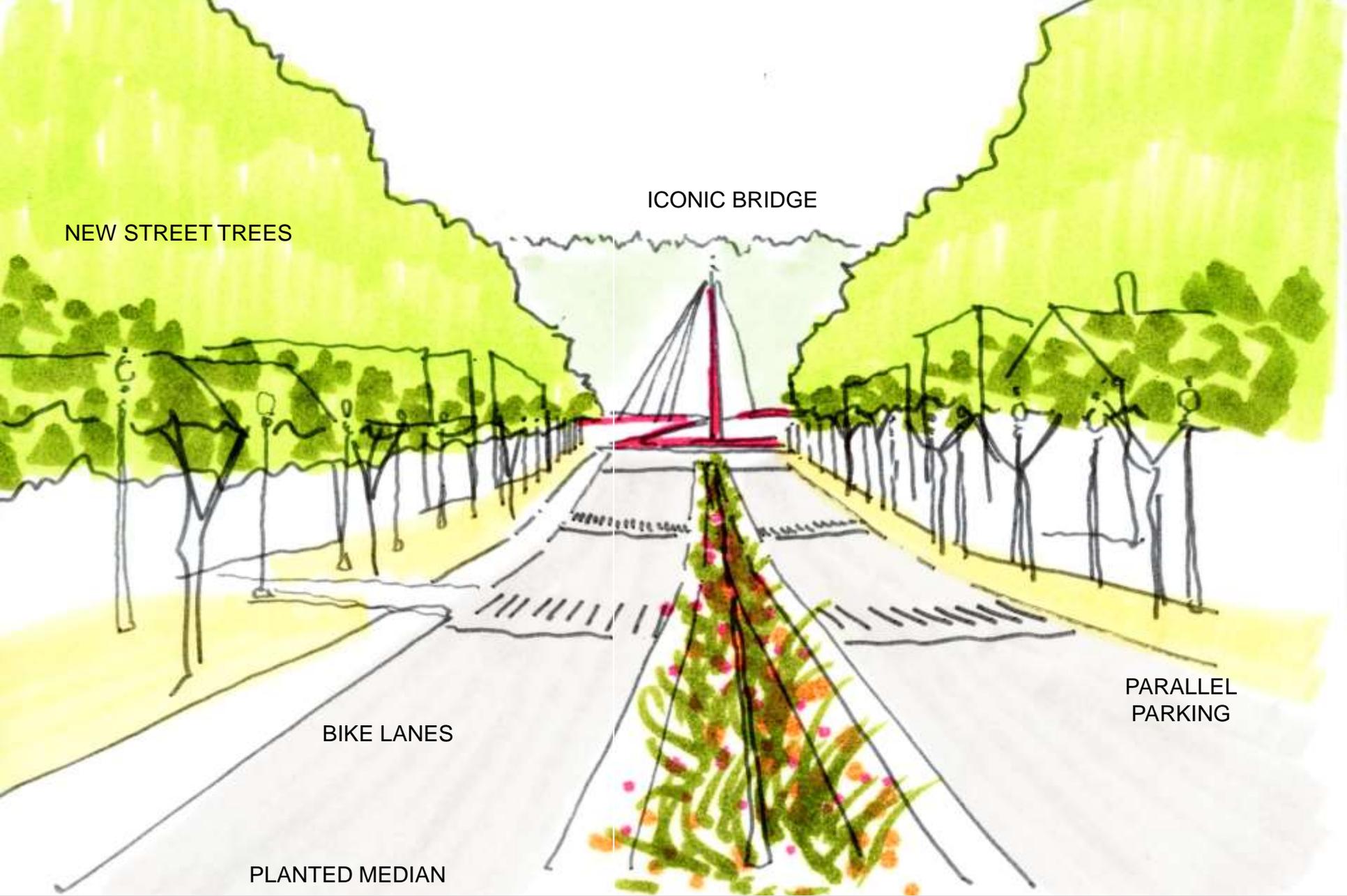


**AN ICONIC TERMINUS TO MAIN STREET**

An iconic  
terminus to  
Main Street  
and ...



**MAIN STREET**



NEW STREET TREES

ICONIC BRIDGE

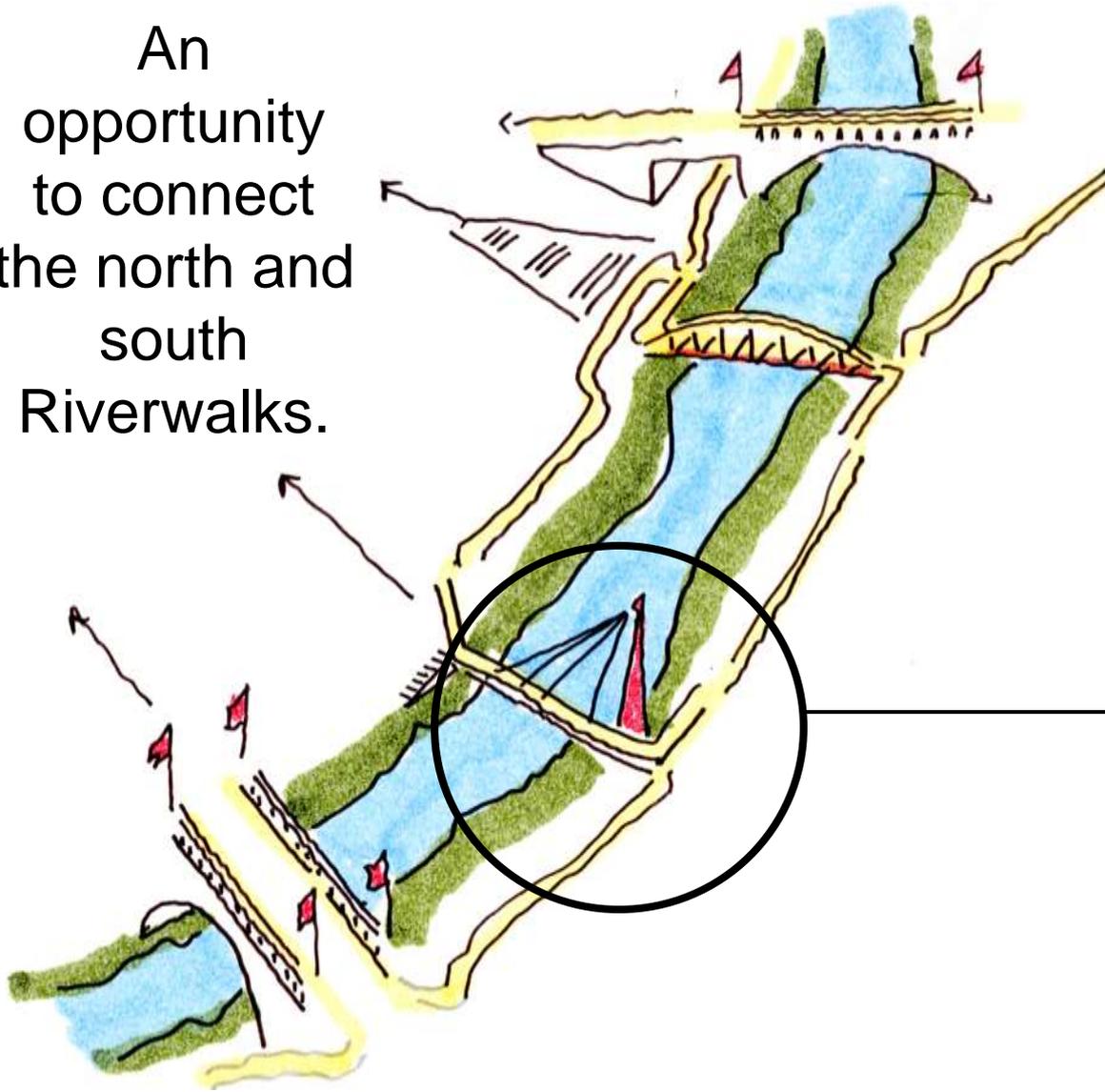
BIKE LANES

PARALLEL PARKING

PLANTED MEDIAN

# MAIN STREET

An opportunity to connect the north and south Riverwalks.



**AN ANCHOR FOR MAIN STREET**

3



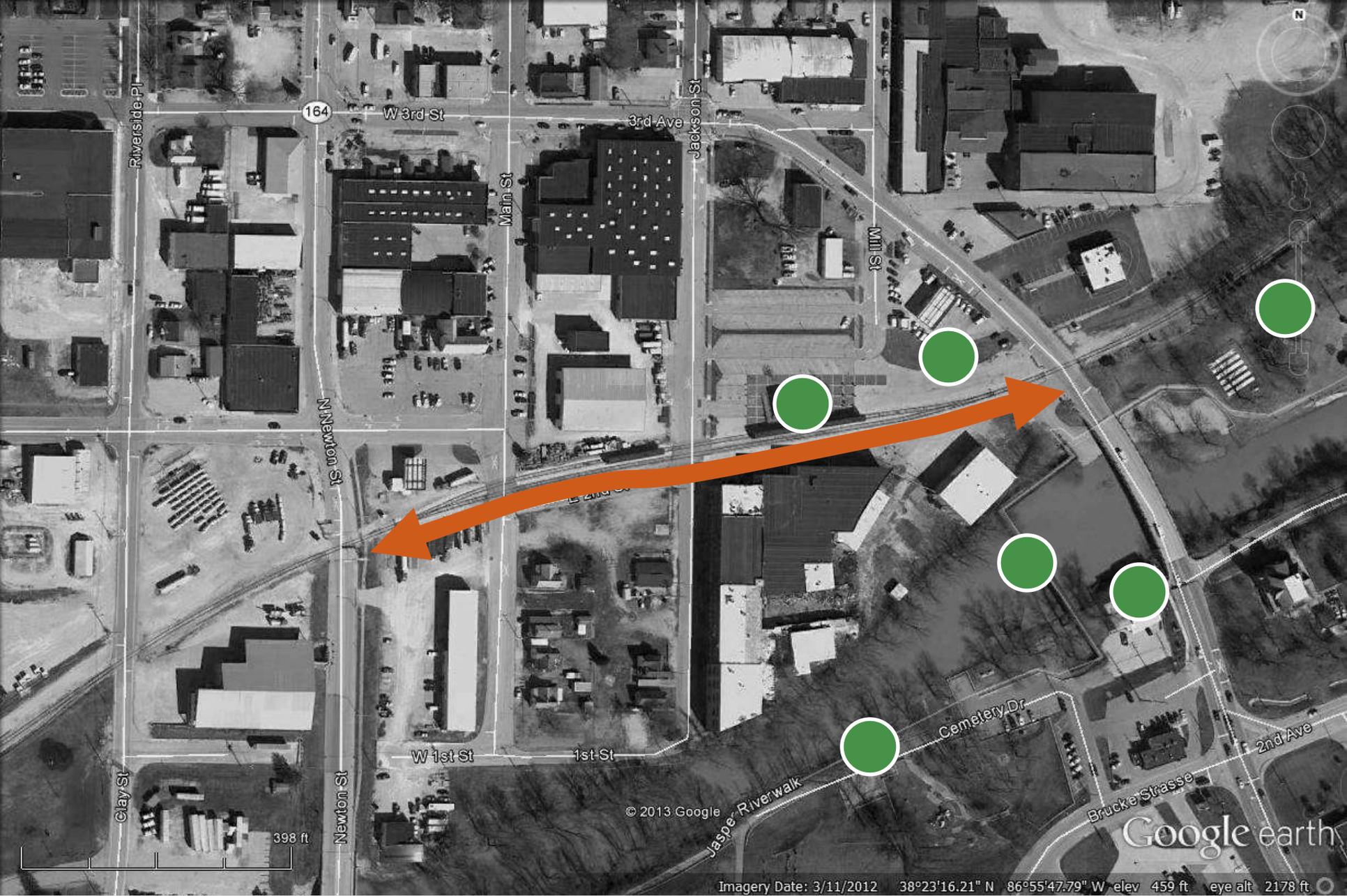
**BUILDING A CRITICAL MASS**



# RECENT INVESTMENTS



# RECENT INVESTMENTS



# RIVER STREET (E. 2<sup>nd</sup>)



# RIVER STREET (E. 2<sup>nd</sup>)

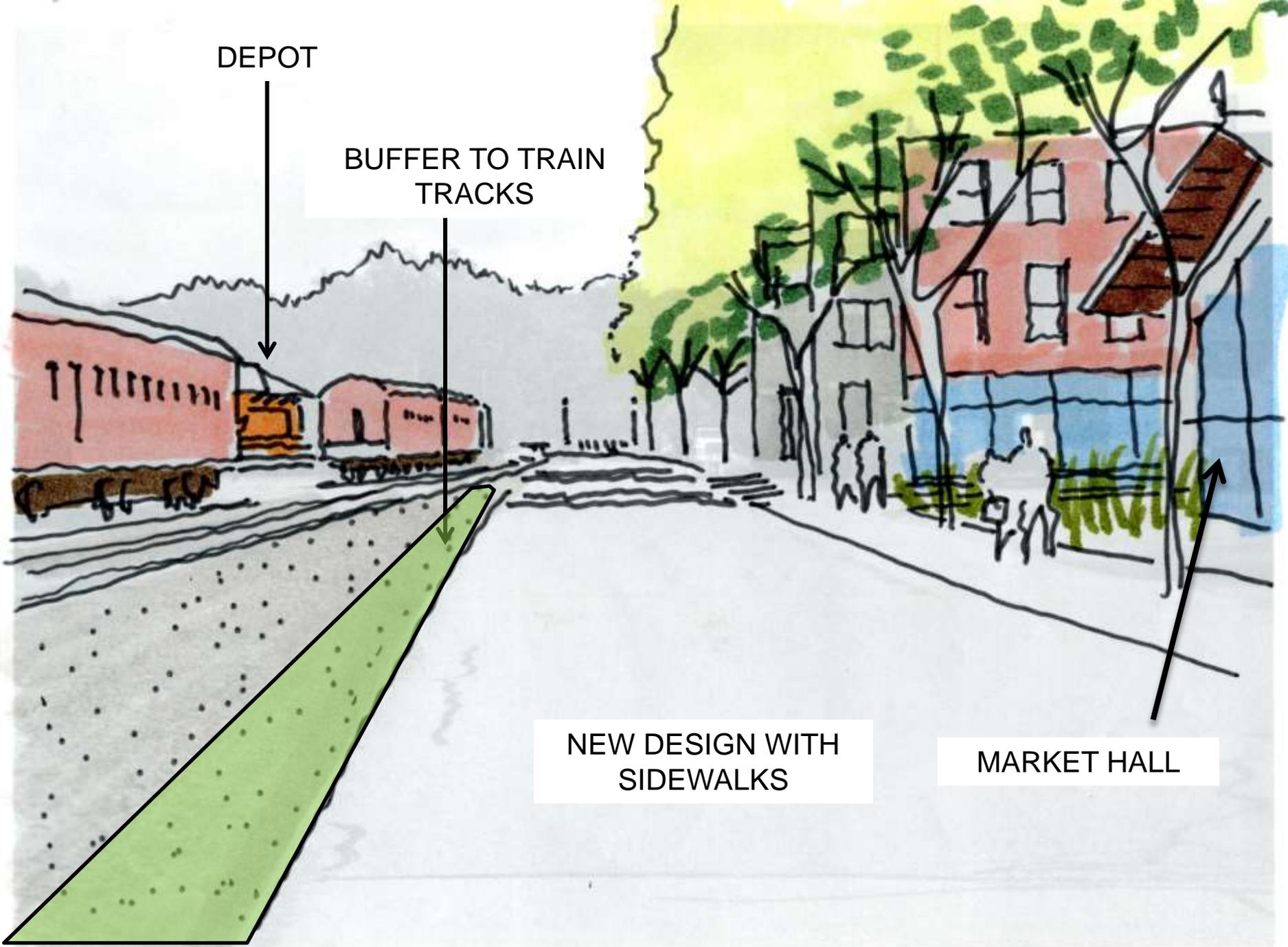


DEPOT

BUFFER TO TRAIN  
TRACKS

NEW DESIGN WITH  
SIDEWALKS

MARKET HALL





FLUSH PAVEMENT  
WITH NO CURBS

Harvard Square, Cambridge, MA

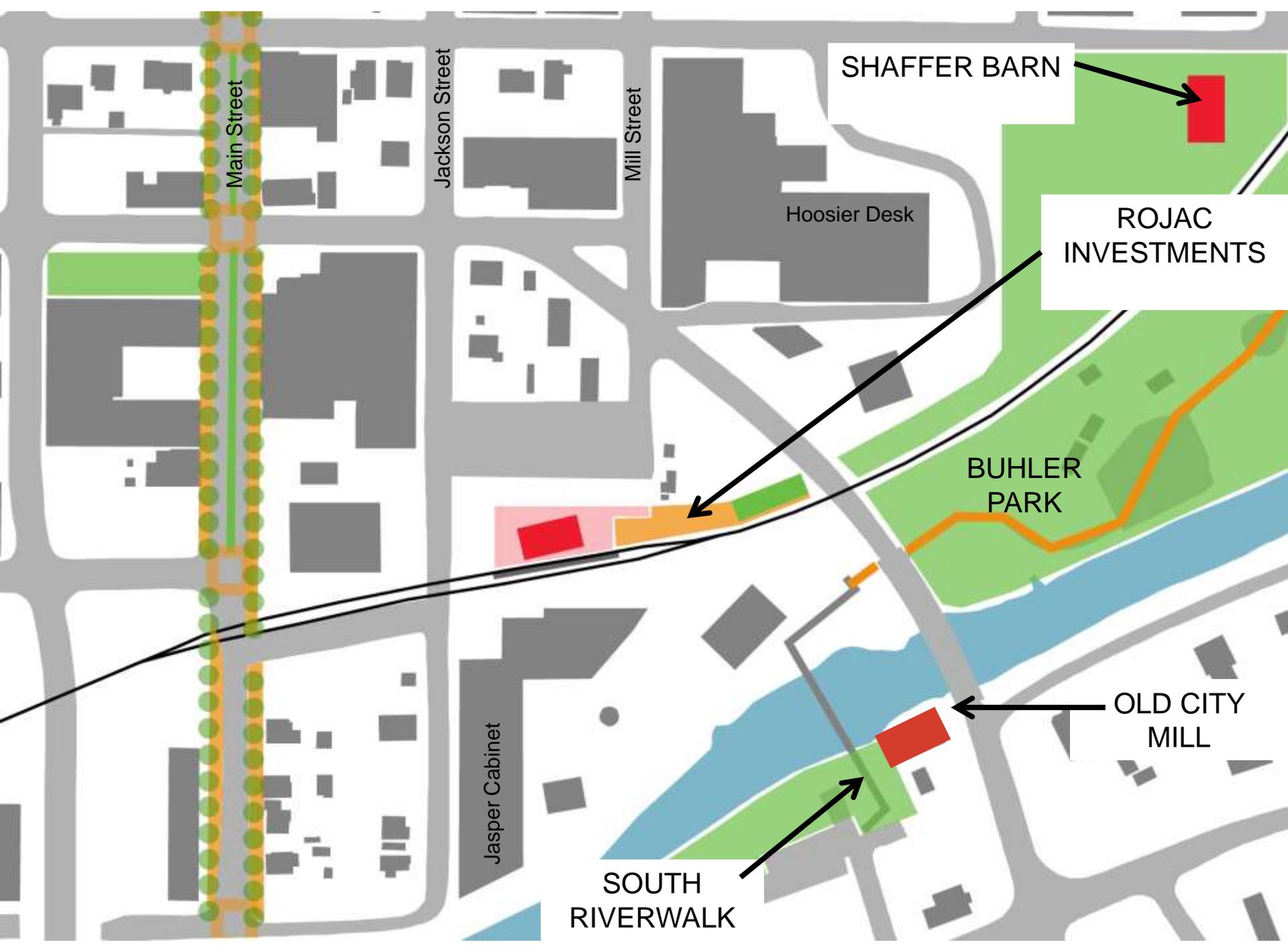
**RIVER STREET (E. 2<sup>nd</sup>)**



**RIVER STREET (E. 2<sup>nd</sup>)**



**RIVER STREET (E. 2<sup>nd</sup>)**



Main Street

Jackson Street

Mill Street

SHAFFER BARN

Hoosier Desk

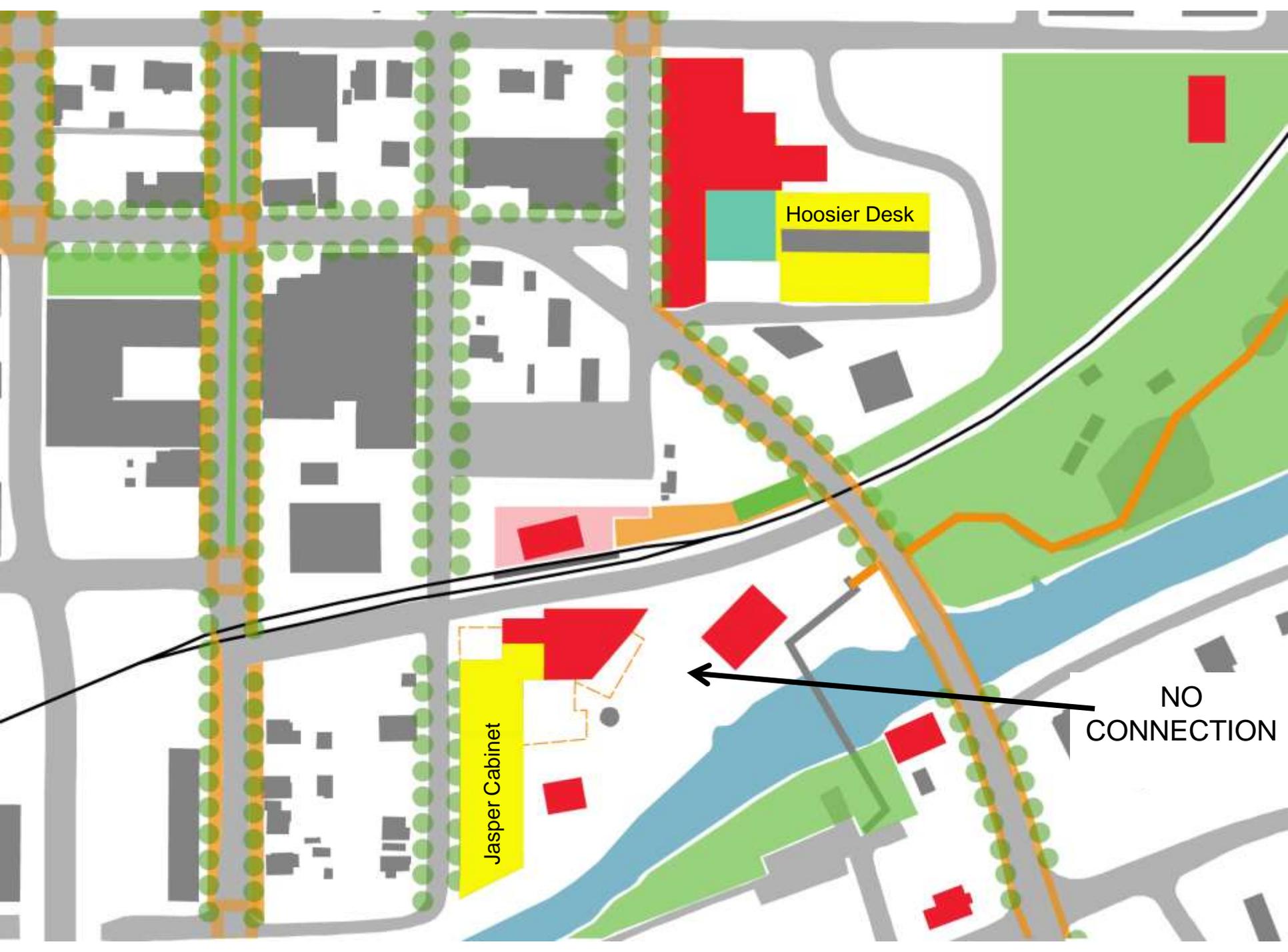
ROJAC INVESTMENTS

BUHLER PARK

OLD CITY MILL

SOUTH RIVERWALK

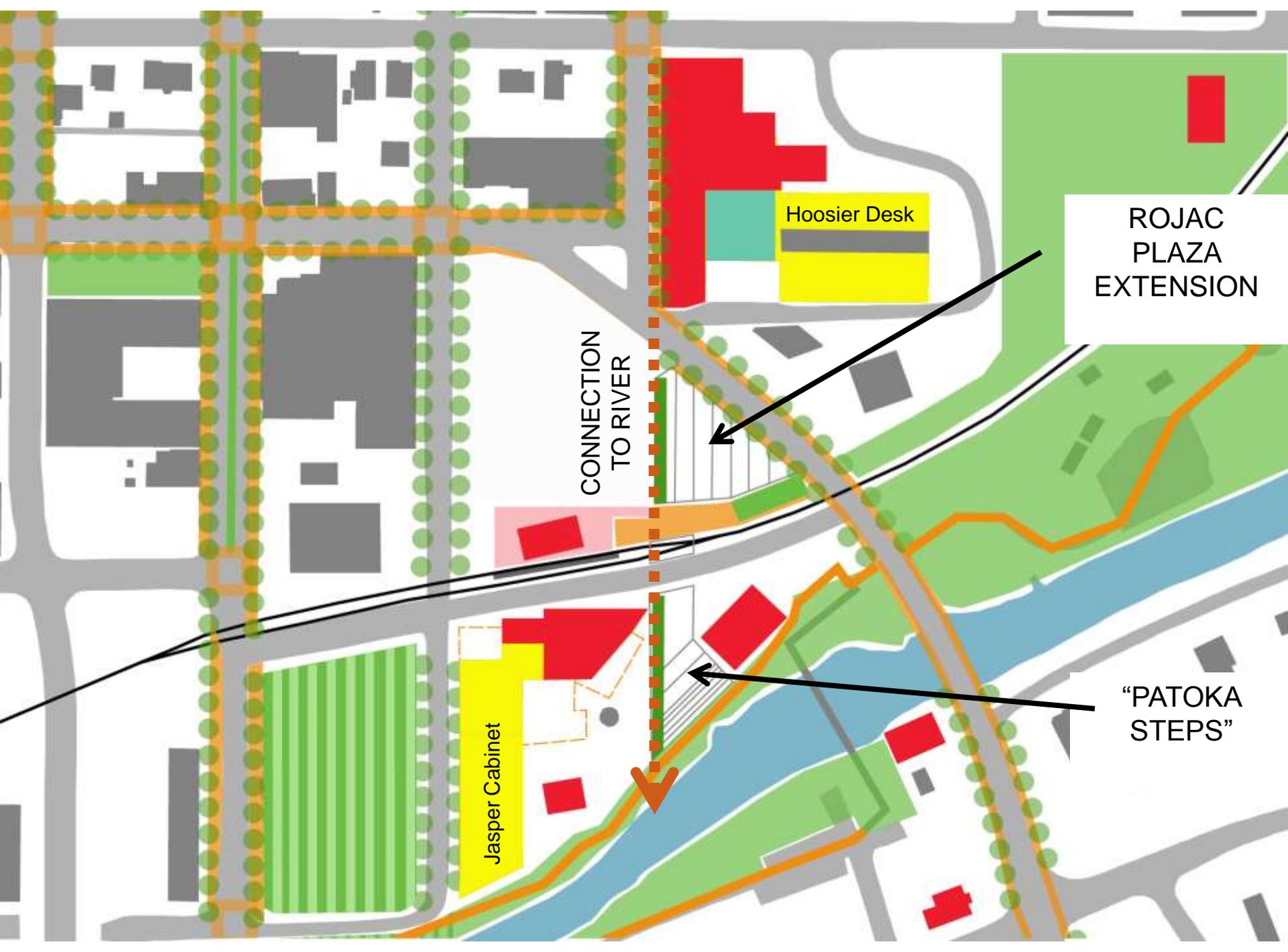
Jasper Cabinet



Hoosier Desk

Jasper Cabinet

NO  
CONNECTION



Hoosier Desk

ROJAC  
PLAZA  
EXTENSION

CONNECTION  
TO RIVER

Jasper Cabinet

"PATOKA  
STEPS"

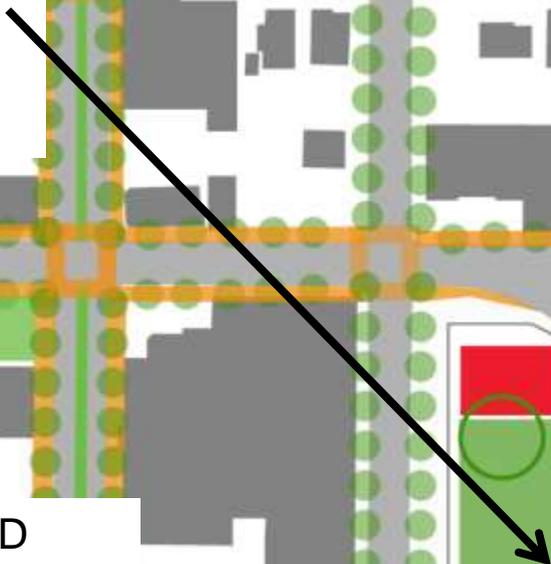


**PATOKA STEPS** (View looking south down Mill Street)

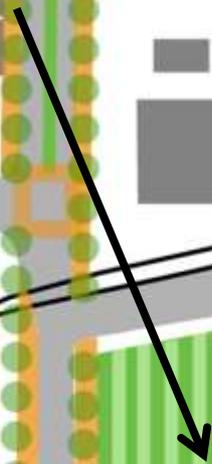


**PATOKA STEPS** (View looking south down Mill Street)

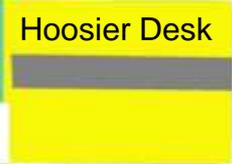
COMMUNITY  
"LIVING  
ROOM"



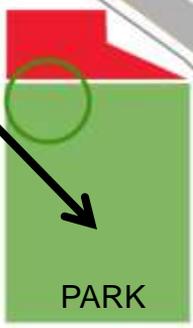
VINYARD



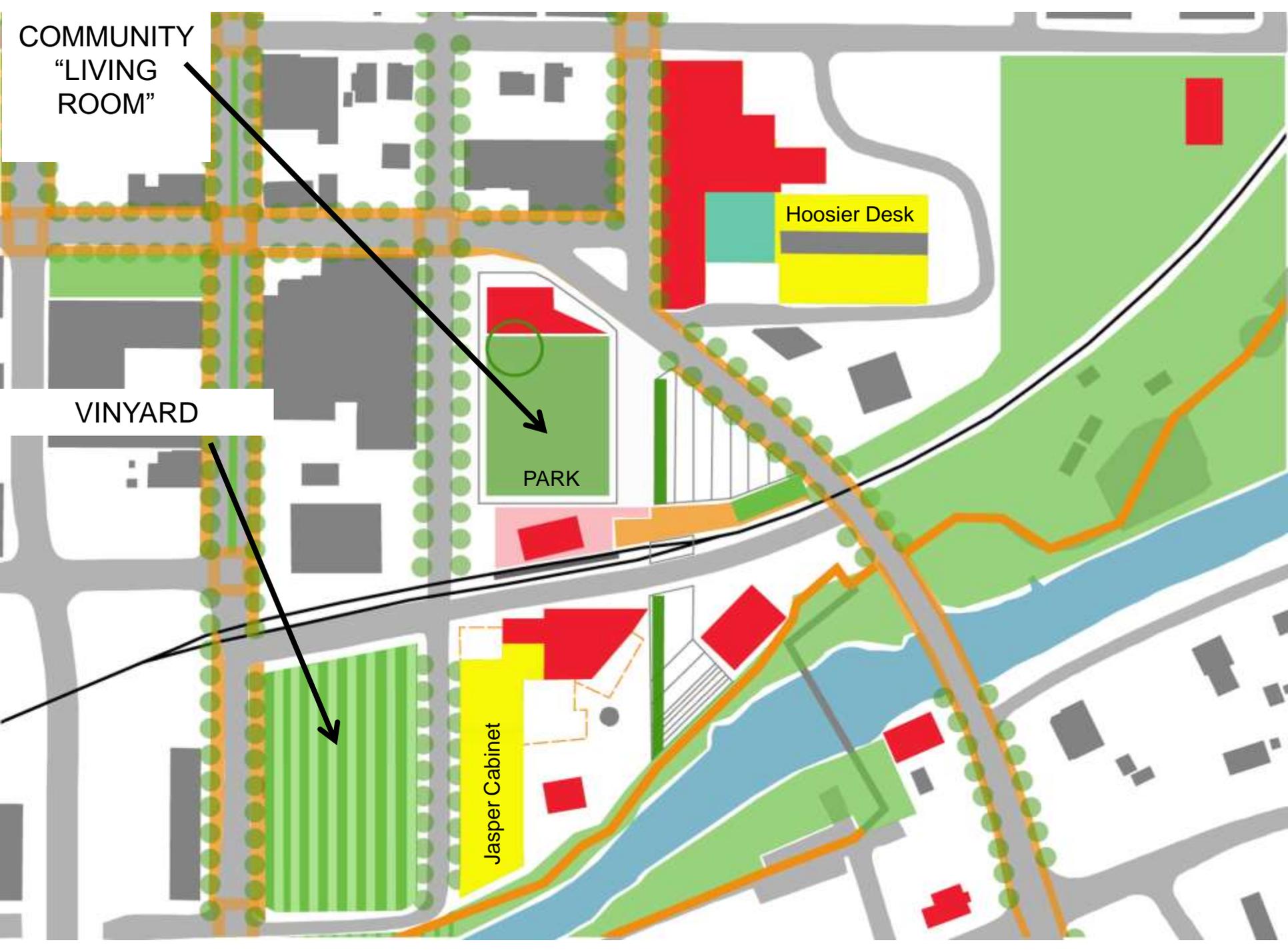
Hoosier Desk



PARK



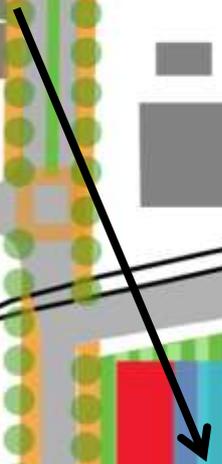
Jasper Cabinet



“CIVIC”  
BUILDING



MARKET HALL



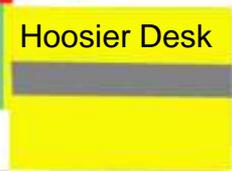
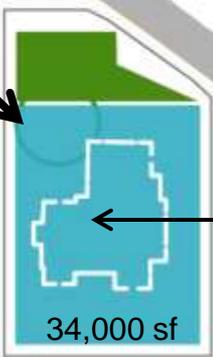
BUILDING

Hoosier Desk

Jasper Cabinet



“CIVIC”  
BUILDING



Jasper Public Library

# SCALE COMPARISON





**MARKET HALL**



MARKET HALL

Main Street

Jackson Street

NEW RIVER ROAD

CONNECTION TO RIVER: PEDESTRIAN PROMENADE

German American Plaza

Hoosier Desk

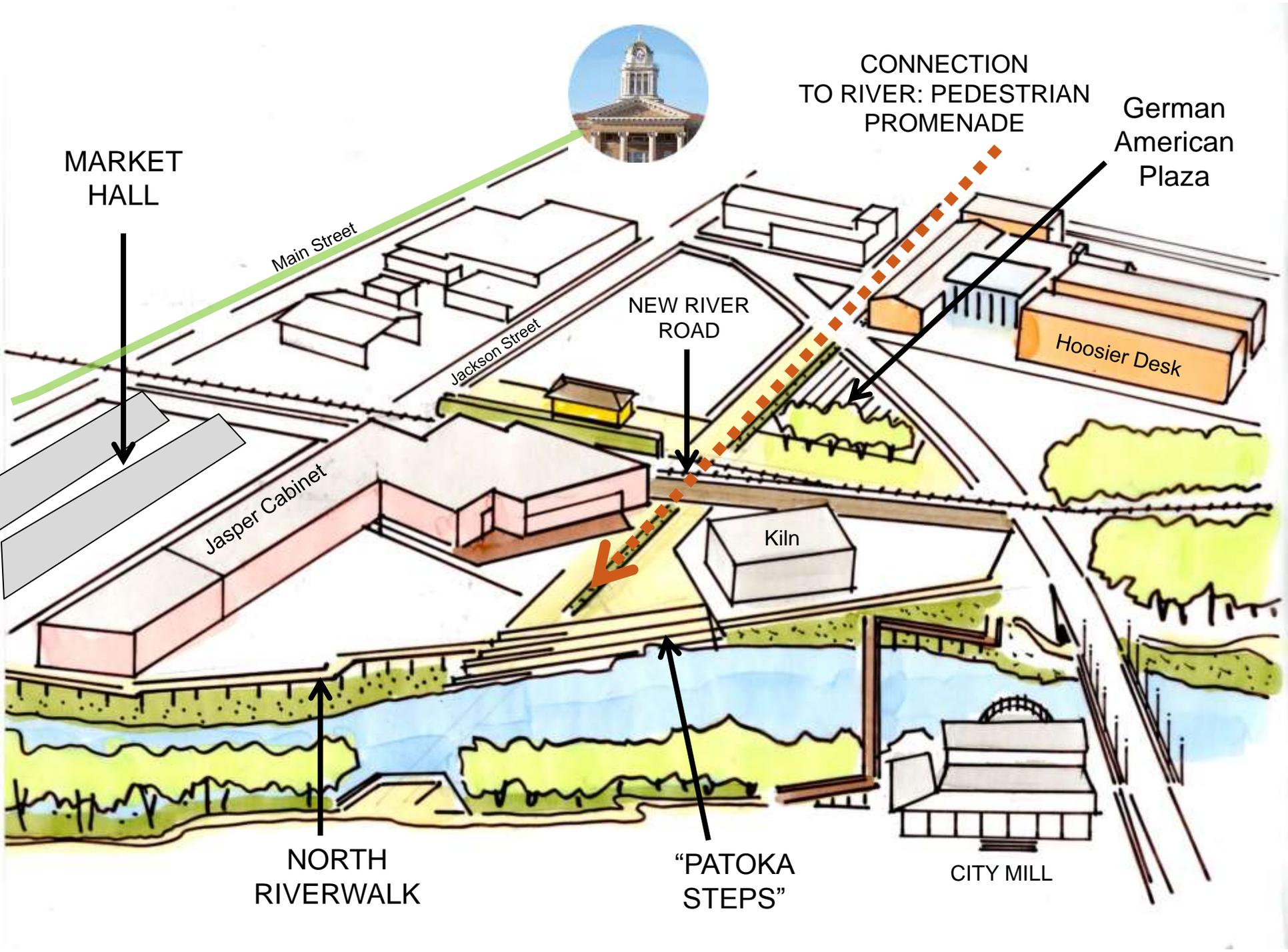
Jasper Cabinet

Kiln

NORTH RIVERWALK

"PATOKA STEPS"

CITY MILL



COMMUNITY  
"LIVING  
ROOM"

OAK TREE

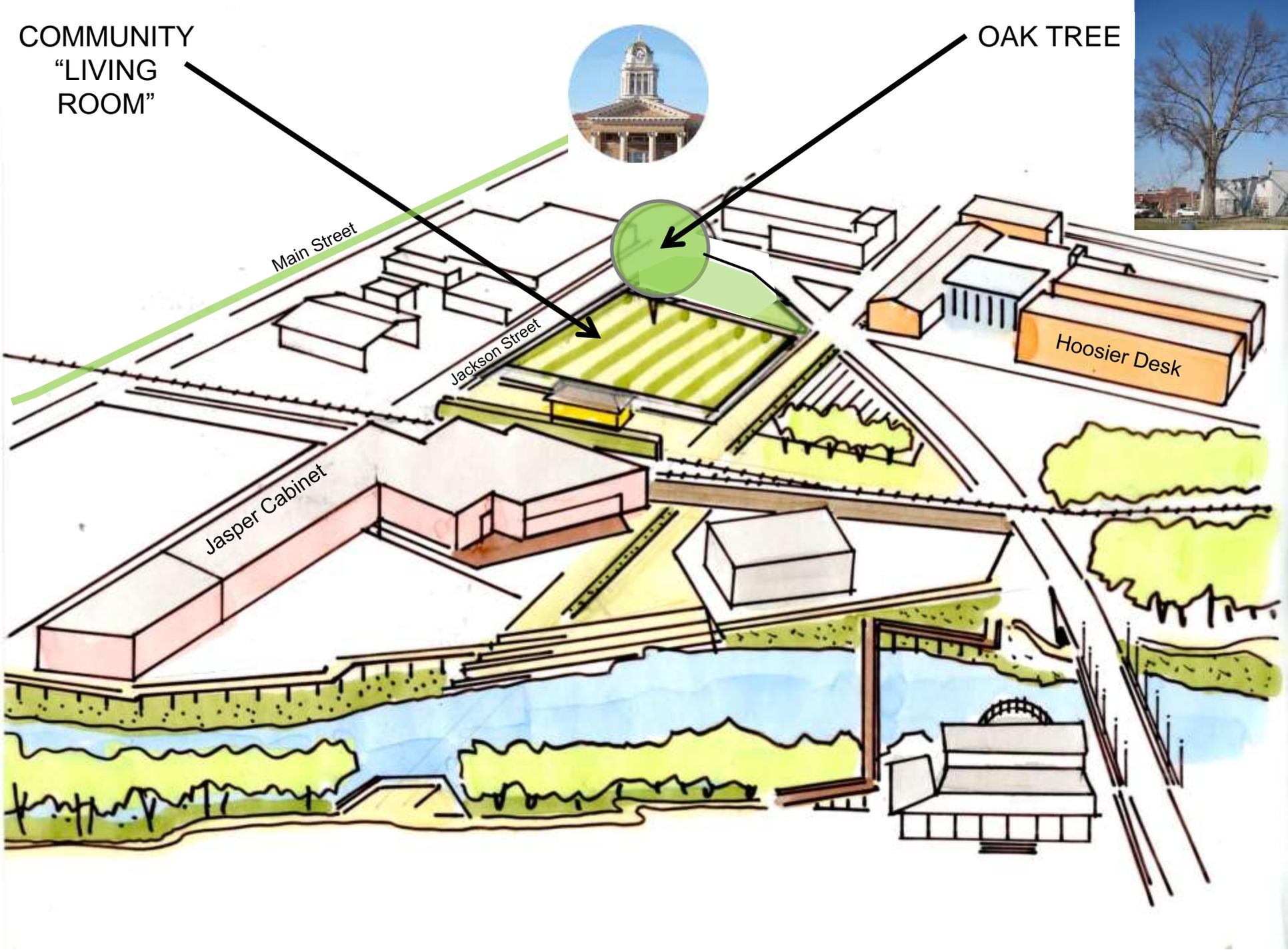


Main Street

Jackson Street

Hoosier Desk

Jasper Cabinet



"CIVIC"  
BUILDING

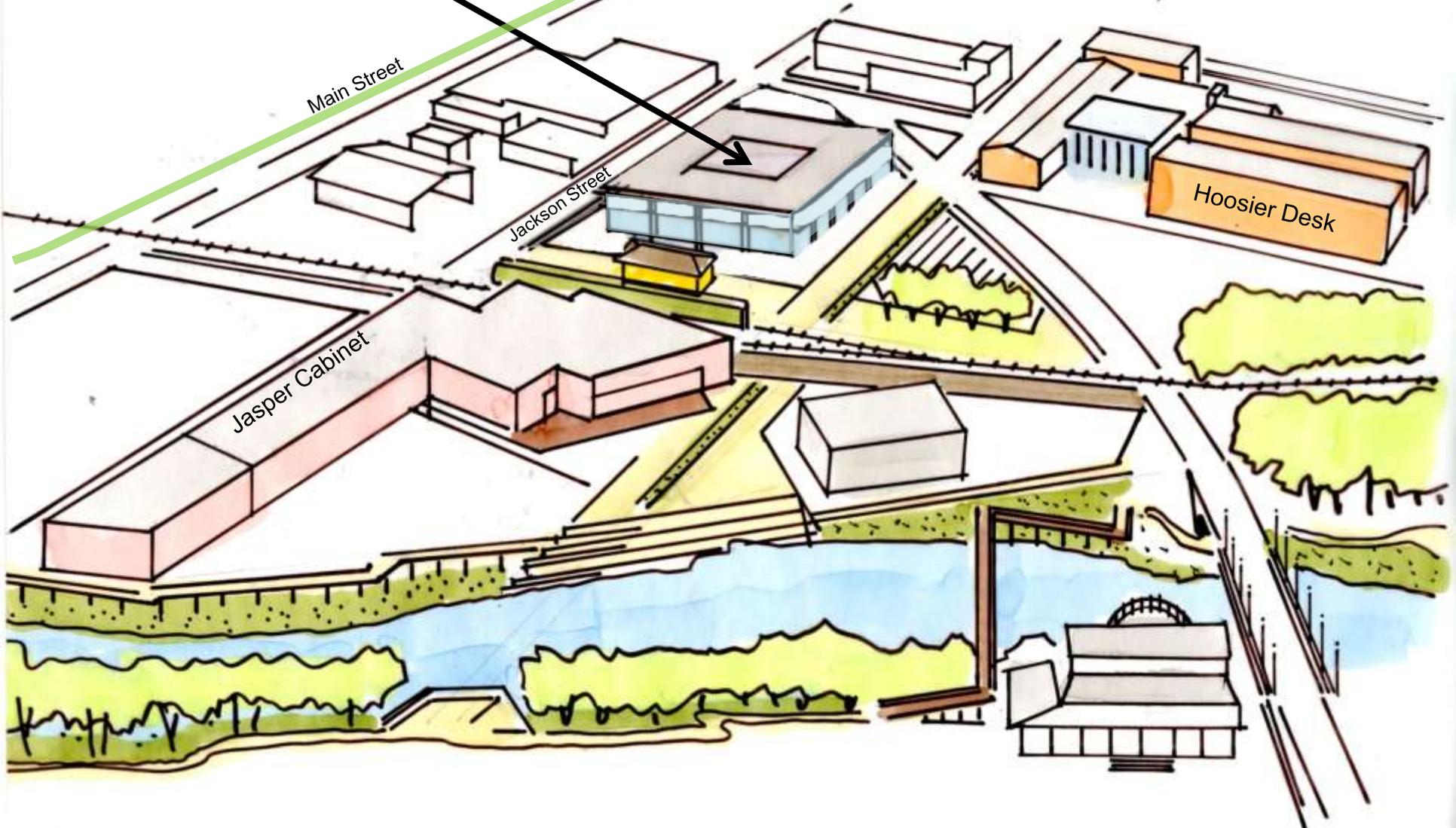


Main Street

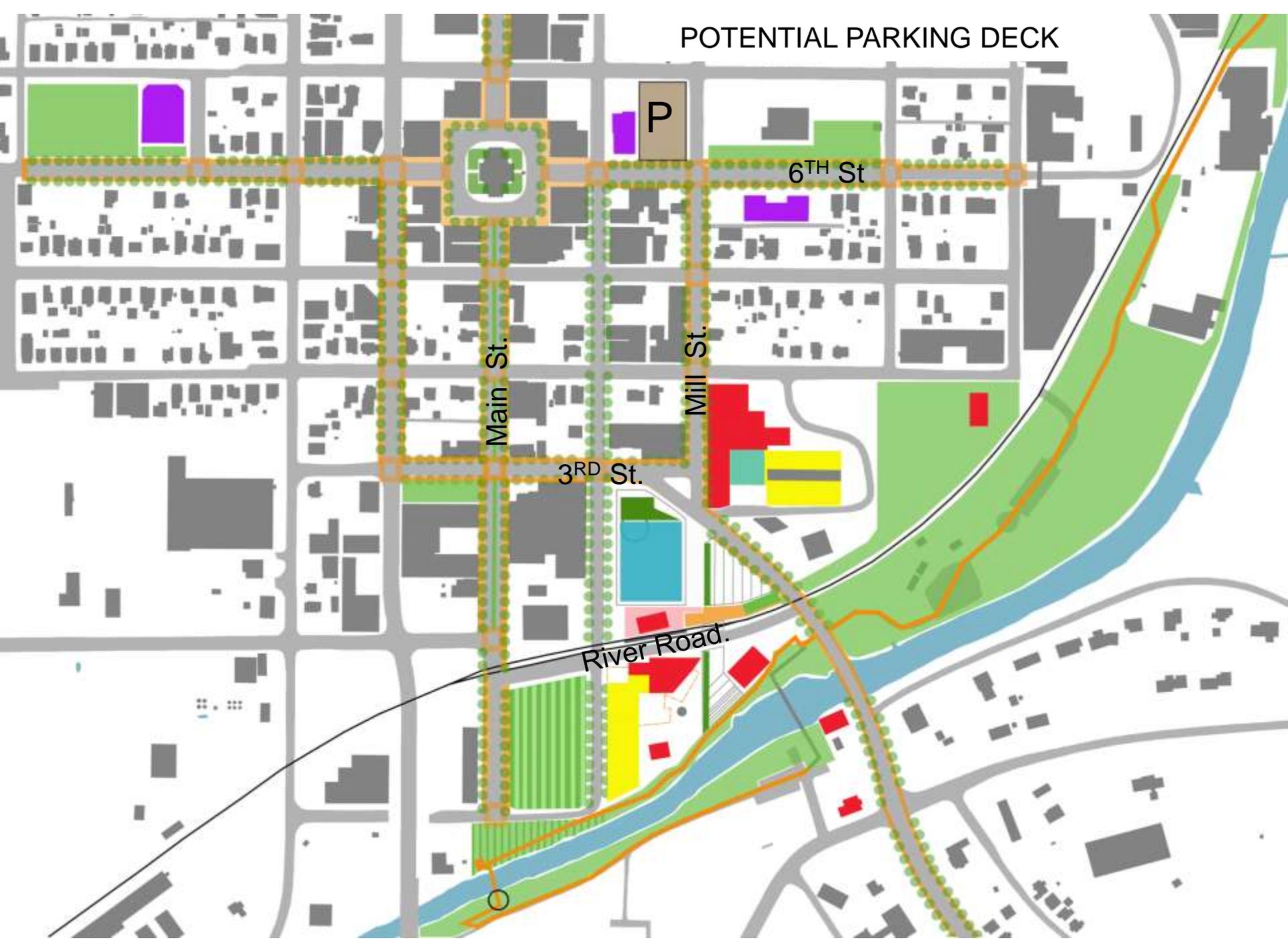
Jackson Street

Hoosier Desk

Jasper Cabinet



POTENTIAL PARKING DECK



P

6<sup>TH</sup> St

Main St.

Mill St.

3<sup>RD</sup> St.

River Road.

O

4



**A VISION FOR THE FORMER INDUSTRIAL BUILDINGS**

# Former Industrial Building REHABILITATION

1. Strong interest in **urban/loft style residential units**, especially as part of mill redevelopment. Sequence potential projects to **complement** each other, rather than compete. Corporate and civic support important.
2. Additional **hotel rooms viable**, in differentiated product type.
3. Downtown/riverfront can support additional **food and beverage**.
4. Niche **specialty commercial** is viable – coffee shop, gym/spa, healthy food – in combination with residential units.
5. Arts uses – **galleries, classes, dance studios, workshop** space – can be easily provided and create constant activity!

**MARKET DEMAND ASSESSMENT**

# CHALLENGES OF REHABILITATION

1. **Flood elevation** restrictions.
2. Environmental remediation and/or **unknowns**.
3. **Structural** conditions.
4. Large **amounts of space**, seldom absorbed at once.
5. Lack of **experienced developers**.

**BUILDING CONVERSIONS**

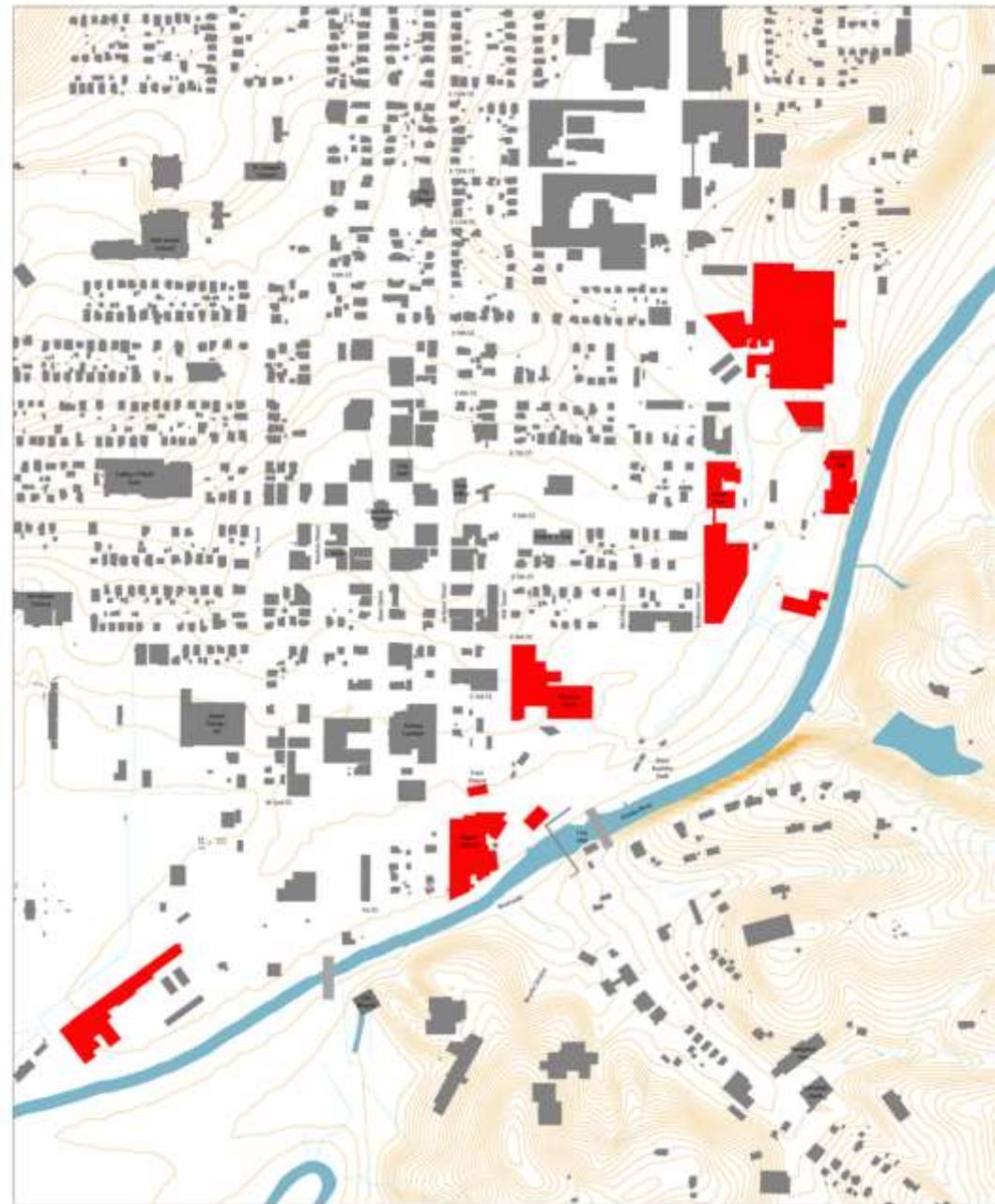
# OPPORTUNITIES OF REHABILITATION

1. **Structurally sound** properties.
2. Remarkable **character**.
3. **Authenticity** of place and connection to history.
4. Availability of **tax credits** (federal/state).
5. Extremely **flexible spaces** for new uses.
6. Accommodate a **mix of uses** and tenants.

## BUILDING CONVERSIONS

**FACT:**

Jasper has over 500,000 square feet of vacant, former industrial space located **downtown and adjacent to the riverfront.**



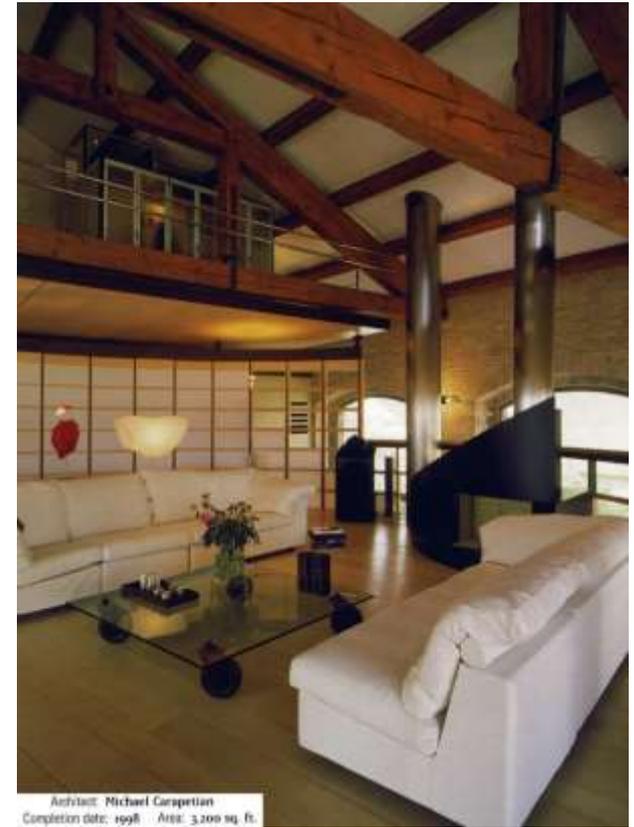
# VIABLE USES FOR THE FORMER INDUSTRIAL BUILDINGS

- Residential Lofts
- Hotel
- Restaurant / Retail
- Museum / Exhibits
- Galleries and Arts-Related Activity
- Special Events Space
- Civic / Educational Uses
- Coffee Shop / Gym / Studios
- Media

## **BUILDING CONVERSIONS**

Can't you just picture it ...!

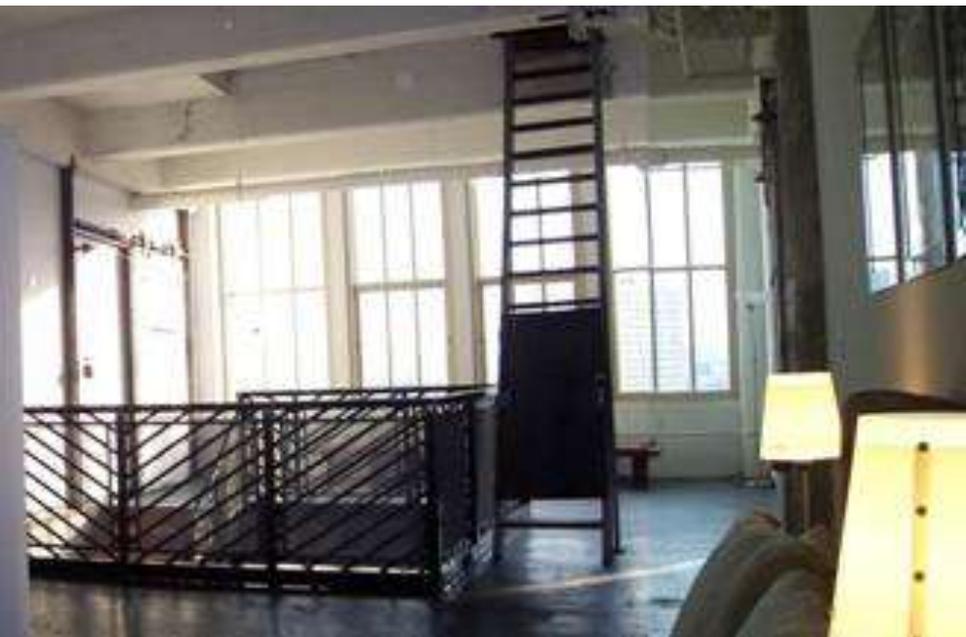




## DOWNTOWN HOUSING



# DOWNTOWN HOUSING



**DOWNTOWN HOUSING**



**DOWNTOWN HOUSING**



## **DOWNTOWN HOUSING**



## DOWNTOWN HOUSING



## **DOWNTOWN HOUSING**



BAXTER LOFTS  
Condominium Development  
In the Highlands  
Neighborhood



# DOWNTOWN HOUSING



## MUSEUM EXHIBITS

# Furniture



## MUSEUM EXHIBITS



**MUSEUM EXHIBITS**



## MUSEUM EXHIBITS



**ARTS RELATED**



**ARTS RELATED**



BALL ROOM

DRINK  
Coca-Cola  
IN BOTTLES

BEE



**ARTS RELATED**

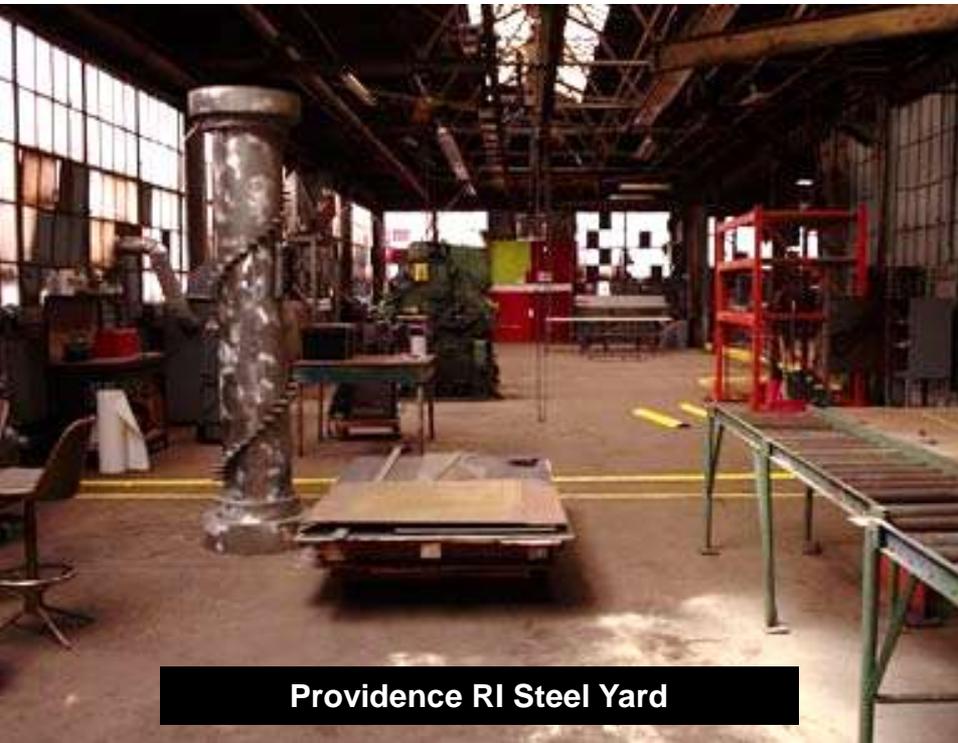


**ARTS RELATED**



MASS MOCA

**ARTS RELATED**



Providence RI Steel Yard





**CIVIC/EDUCATIONAL**



**CIVIC/EDUCATIONAL**



**HOTEL**





**HOTEL**



**HOTEL**



**HOTEL**



**HOTEL**

4



Vener Mill – Second Floor  
10,000 SF

**A VISION FOR THE FORMER INDUSTRIAL BUILDINGS**

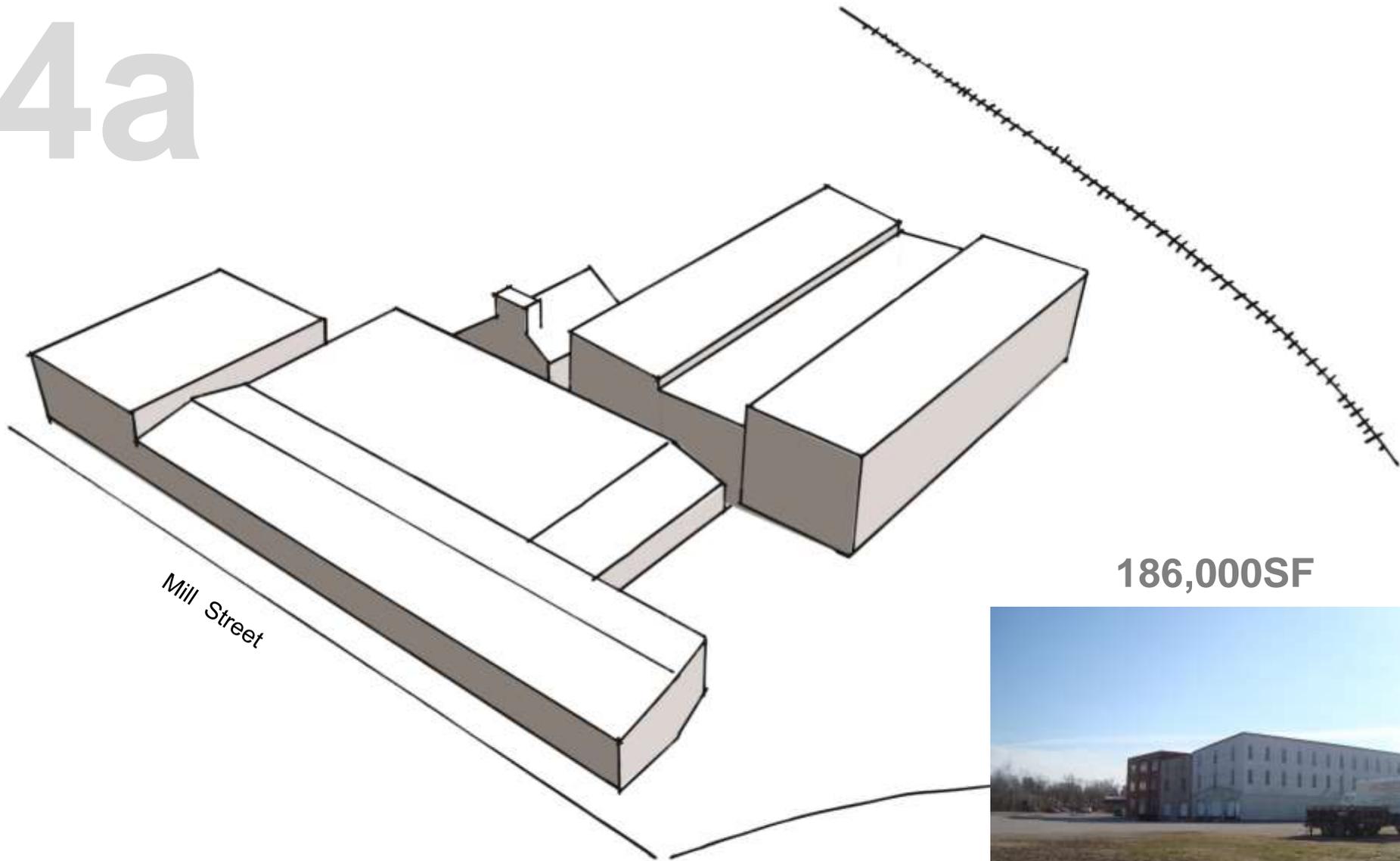
# 4a

Hoosier Desk



**A VISION FOR THE FORMER INDUSTRIAL BUILDINGS**

# 4a

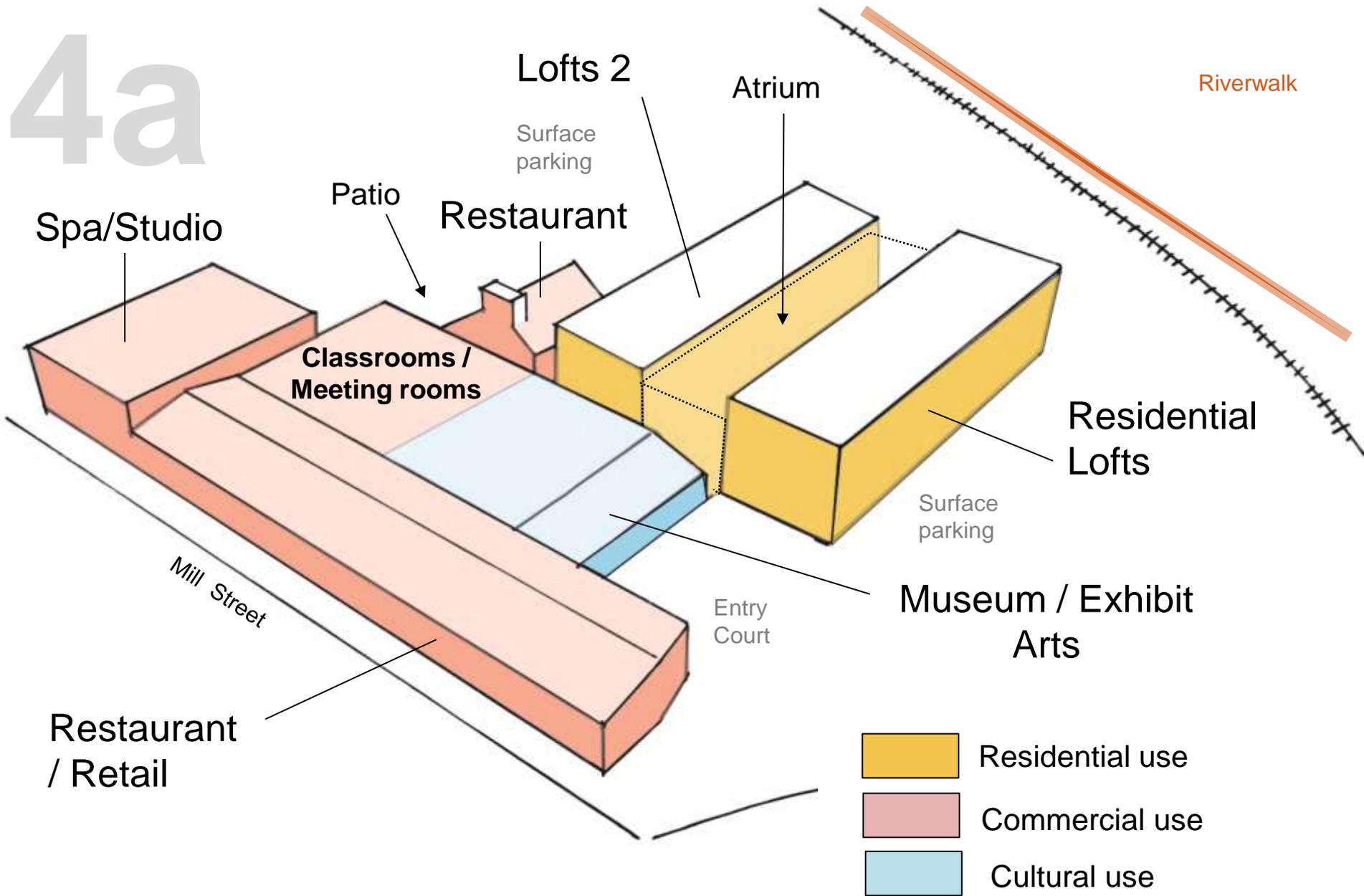


186,000SF



## HOOSIER DESK

# 4a



## HOOSIER DESK



Second /Third Floors = 28,000SF / floor  
20 – 25 units per floor

## HOOSIER DESK

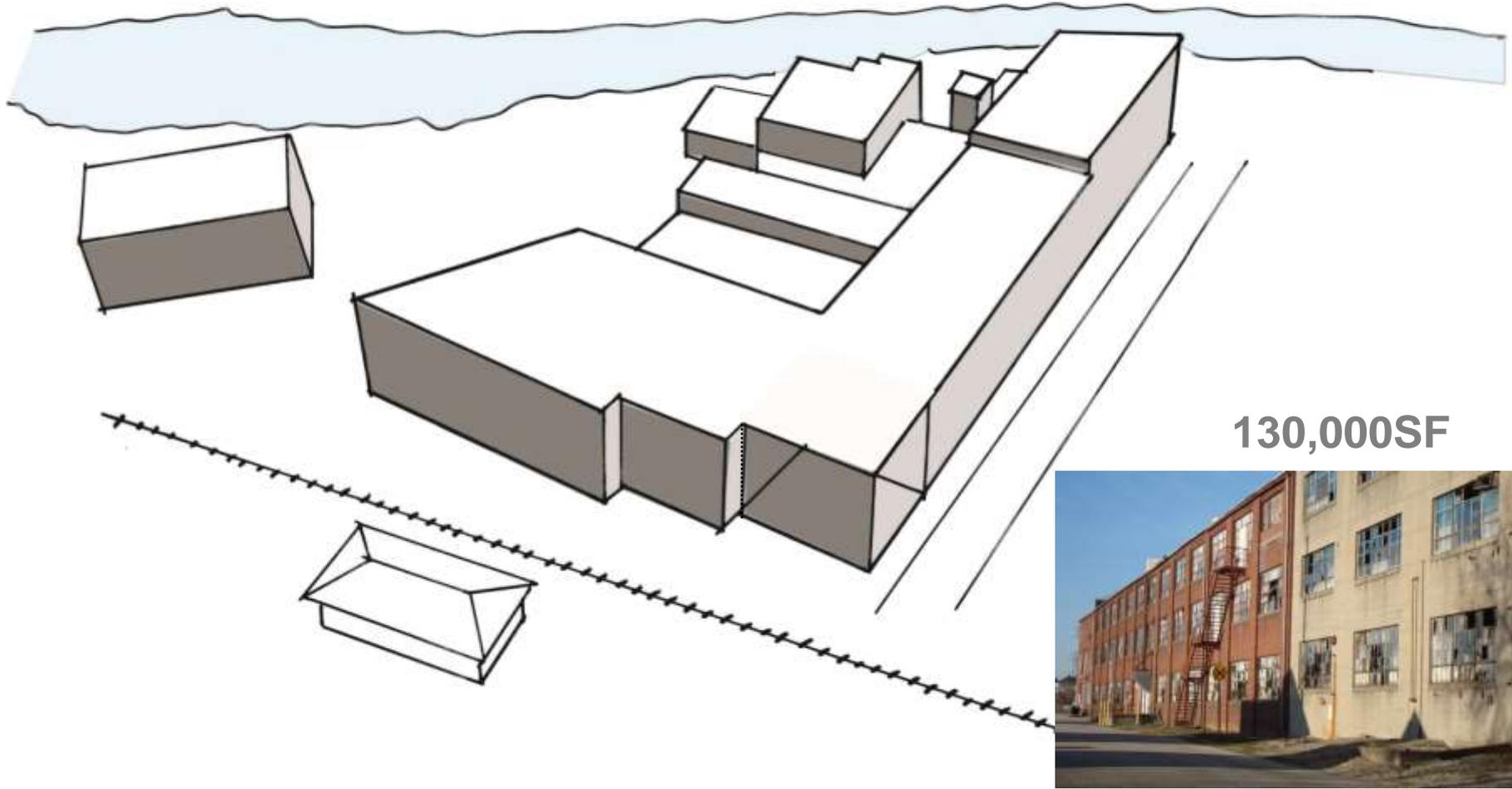
4b

Jasper Cabinet



**A VISION FOR THE FORMER INDUSTRIAL BUILDINGS**

4b

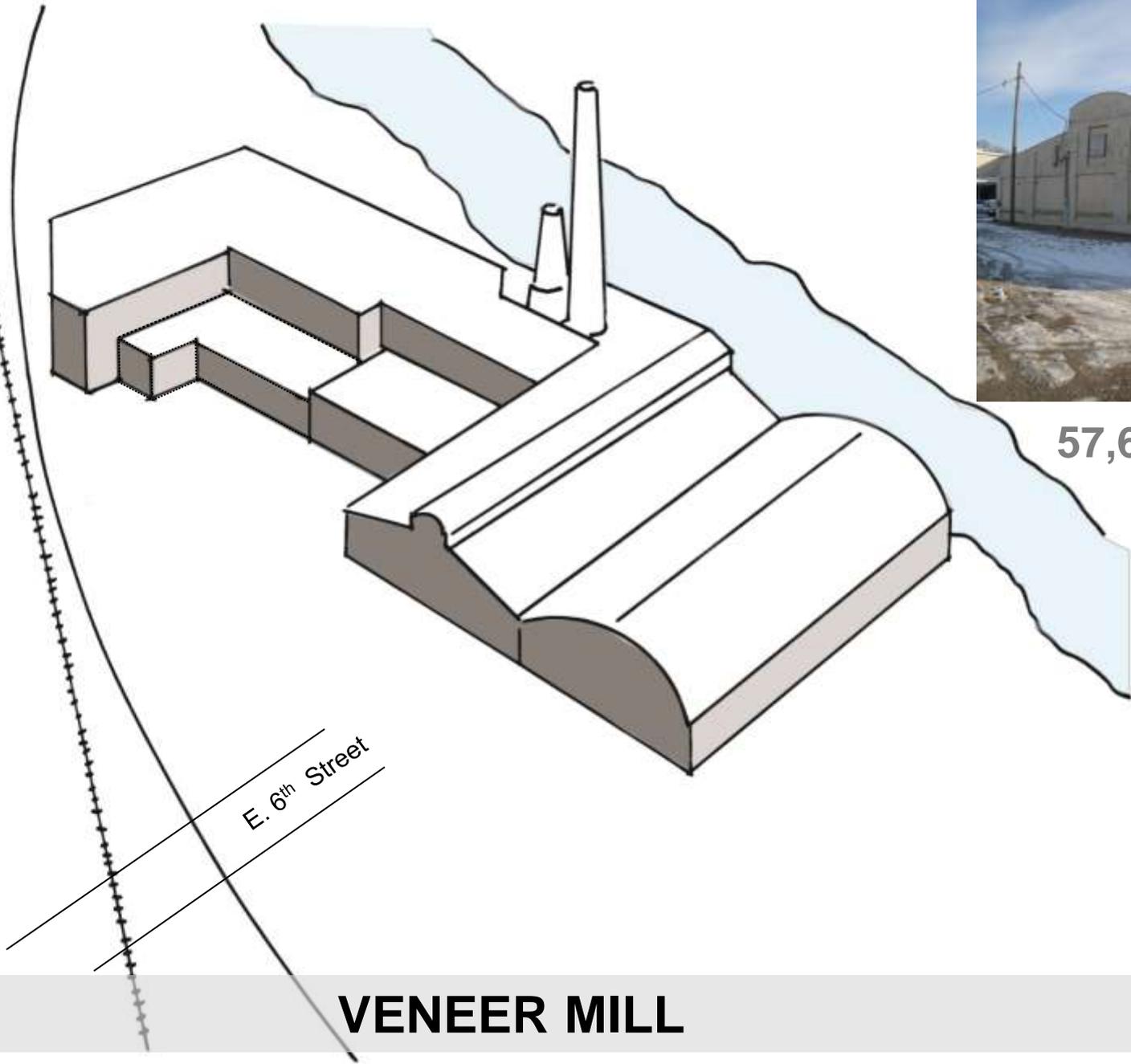


130,000SF

**JASPER CABINET**



4c



57,600SF

**VENEER MILL**

4c

Riverwalk

Patoka River

Signage "Icon"

Boiler Room Bar

Restaurant

Entry

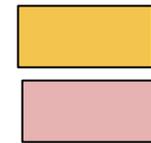
Surface parking

Veneer Loft Apartments

E. 6th Street

Surface parking

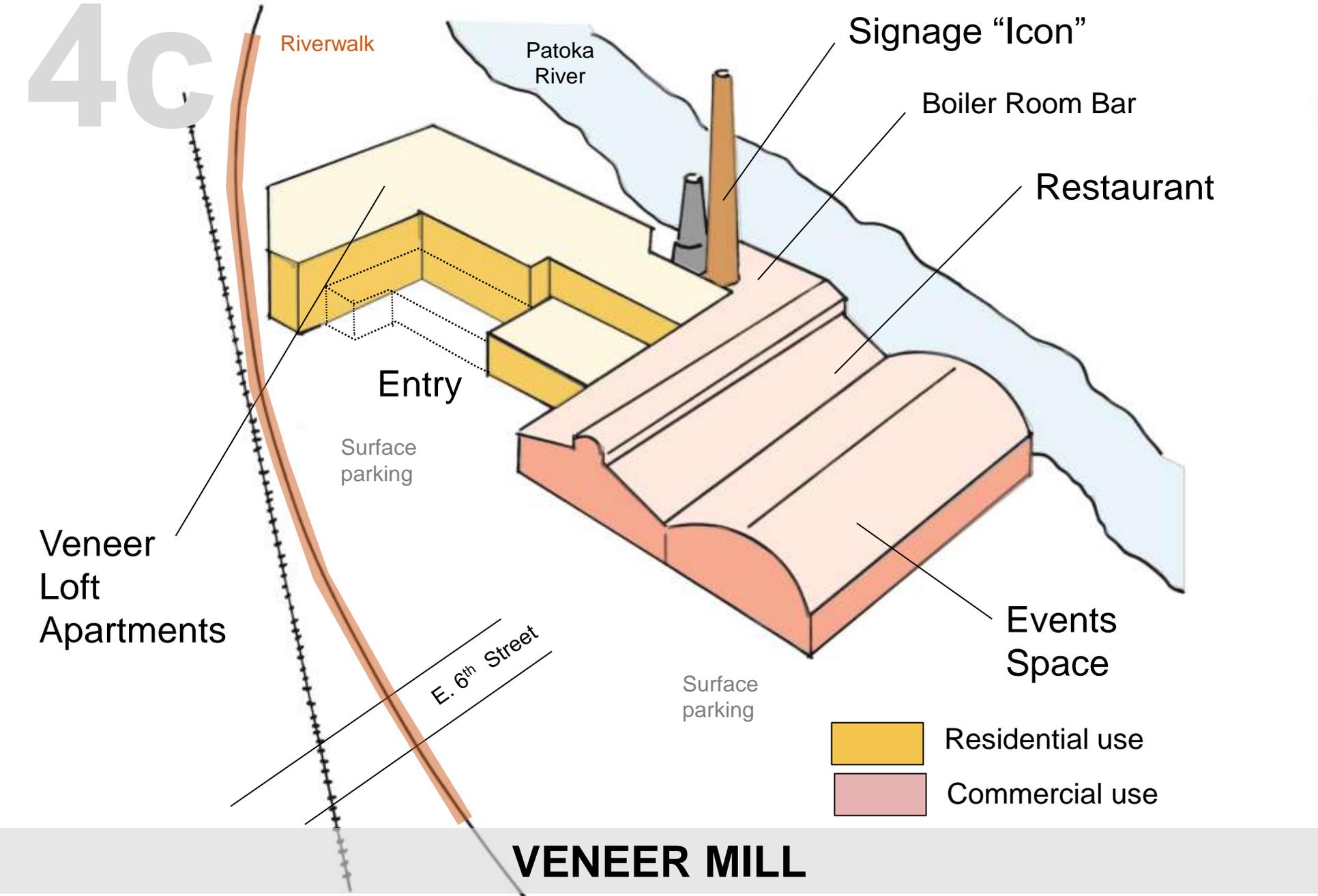
Events Space



Residential use

Commercial use

**VENEER MILL**



4c



**VENEER MILL**

5



**COURTHOUSE SQUARE**



**COURTHOUSE SQUARE**



● Conversation nooks

## COURTHOUSE SQUARE





**SEATING CORNERS**



**SEATING CORNERS**

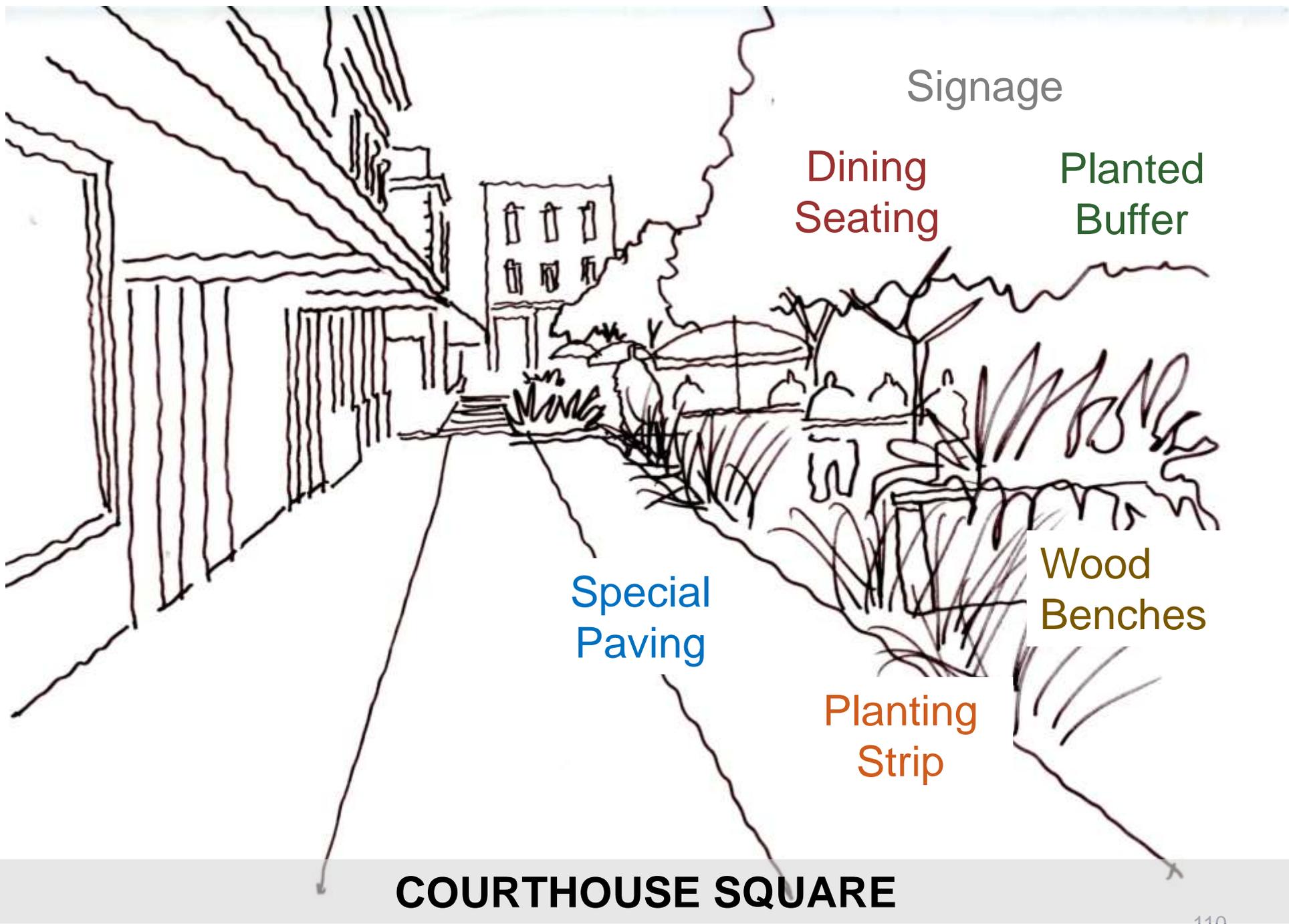


## COURTHOUSE SQUARE



4 - 5  
feet

## COURTHOUSE SQUARE



Signage

Dining  
Seating

Planted  
Buffer

Special  
Paving

Wood  
Benches

Planting  
Strip

# COURTHOUSE SQUARE



**TURNING THE ALLEYWAYS INTO ASSETS**



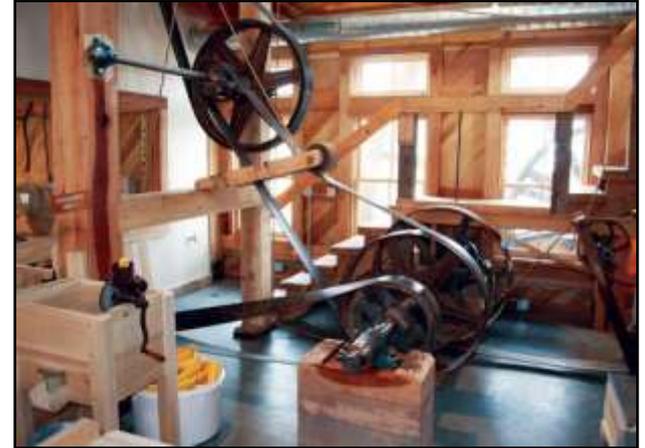
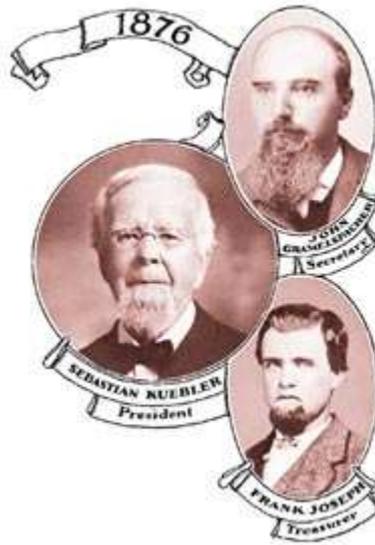
# 6



**INTEGRATING ART IN THE PUBLIC REALM**

# Jasper: Assets

- Courthouse Square
- Walkable Downtown
- Riverfront “Gems”
- Strong Arts Focus
- Attractions
- Dubois County Historic Communities
- Potential Visitor Base
- *Authentic History*



# JASPER PUBLIC ART PROGRAM

- Interactive
- Inclusive
- Reflective of Jasper's history, tradition, and symbols of excellence
- On-Going (not "one offs")
- Fun and Whimsical (while still indicating appreciation of artistic achievement)
- Local Artists/Artisans involvement
- Includes functional elements wherever possible
- Activity Generator...creates a community "buzz"

**INTEGRATING ART IN THE PUBLIC REALM**

# POTENTIAL PROJECTS

- **Pedestrian bridge** design
- **Street furniture** design competition: chairs/benches, desks – celebrates Jasper wood product tradition
- Conversation “**nooks**” at four corners of Square
- **Wood sculpture walk** (both downtown/riverfront and approach into city): highlight new sustainable wood technology
- **Sun Dial** and/or interactive fountain (maintenance endowment)
- **Bike Rack Art**



**INTEGRATING ART IN THE PUBLIC REALM**



**INTEGRATING ART IN THE PUBLIC REALM**



**INTEGRATING ART IN THE PUBLIC REALM**



THE BATTERY CONSERVANCY AMERICAS DESIGN COMPETITION 2012

# DRAW UP A CHAIR

DESIGN OUTDOOR SEATING FOR NYC'S HISTORIC BATTERY PARK

**CALL FOR ENTRIES**

**DEADLINE:**  
NOV 19, 2012  
WIN \$10,000



[WWW.THEBATTERY.ORG/COMPETITION](http://WWW.THEBATTERY.ORG/COMPETITION)



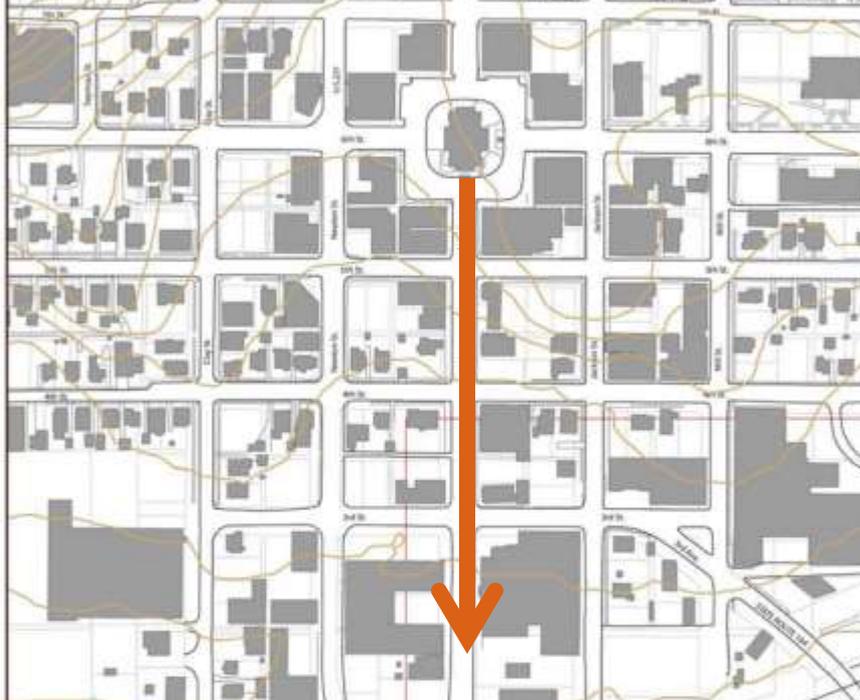
**INTEGRATING ART IN THE PUBLIC REALM**



**INTEGRATING ART IN THE PUBLIC REALM**



**INTEGRATING ART IN THE PUBLIC REALM**



**SCALE COMPARISON**





# THANK YOU!

For more information please contact Darla Blazey at [dblazey@ci.jasper.in.us](mailto:dblazey@ci.jasper.in.us) or [812.482.4255](tel:812.482.4255)

## JASPER MASTER PLAN Public Meeting #2

### August 20, 2013

**CITYVISIONS**  
ASSOCIATES

**GAMBLE**  
ASSOCIATES