



# PERU

## DOWNTOWN REVITALIZATION PLAN



THE CITY OF  
**Peru**  
*Indiana*  
Circus Capital of the World



**Miami County**  
ECONOMIC DEVELOPMENT AUTHORITY



**HWC**  
ENGINEERING

A X | S



# ACKNOWLEDGEMENTS

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# CHAPTER 01

## EXECUTIVE SUMMARY



*A local business owner painting a downtown facade.*

## PURPOSE OF THE PLAN

The purpose of this plan is twofold. First, it will provide a strong vision to guide downtown planning, decision making, and development for the next five to ten years. Second, it will ensure downtown Peru is prepared for future funding opportunities as they arise.

On our initial site visit, we observed a business owner high up on scaffolding painting a façade by hand. This type of sweat equity is key to successful downtown revitalization and illustrates the dedicated property owners who want to see Peru thrive. This plan will help the City of Peru match that dedication with focused investment.

Alongside the Miami County Economic Development Authority (MCEDA) and Rediscover Downtown Peru organizations, the City of Peru can use the implementation plan at the end of this document to guide next steps and initiatives all intended for the future success and vitality of downtown with preparation in mind for potential state and federal revenue streams and programs that may present themselves in the coming years.

This year Miami County participated in a regional development planning process, which resulted in the six-county region being awarded \$30M dollars through the state's Regional Economic Acceleration and Development Initiative (READI). Programs such as this continue to be announced each year with very tight windows for producing applications. This plan will ensure Peru is "ready" for future additional rounds of these programs or other funding opportunities as they continue to evolve and change.

A focus of this plan was to become eligible for a grant through the Office of Community and Rural Affairs (OCRA) Main Street Revitalization Program (MSRP). Half-way through the plan it was discovered the MSRP program would not be offered in 2022. Although disappointed, the committee decided to continue to push a façade plan forward so they will be able act quickly when a new opportunity becomes available.



## STUDY AREA

The project study area focuses on the north-south corridor of downtown Peru, State Road 19 (Broadway St.). The boundaries of the study area are Miami Street to the west, Wabash Street to the east, 8th Street to the north and the Wabash River to the south.



## PLANNING PROCESS

The planning process included four different kinds of public engagement in order to cast a wide net for input and feedback related to existing downtown conditions and programming as well as future development and recommendations. The four information gathering avenues are described below:

- **Downtown Revitalization Planning Committee (DRPC):** A committee met regularly throughout the planning process. Its makeup included local business owners, Peru public officials, and representatives from Rediscover Downtown Peru, Inc. (a state and national Main Street group), Miami County Chamber of Commerce, and Miami County Economic Development Authority.
- **Public Survey:** A public survey was hosted on the plan website as well as advertised on downtown Peru social media.
- **Website:** A plan website was created to provide information about the plan goals and study area, process, and progress updates.
- **Public Open House:** A public open house was held at 7 Pillars Brewing Co. in downtown Peru (see image below). Local building owners and interested tenants were invited to discuss the potential façade improvements. The public was invited to hear a presentation about the plan and to react to initial recommendations.





*The Downtown Revitalization Planning Committee met regularly throughout the process--shown here working together to identify opportunities for improvement within the study area.*

## KEY FINDINGS

Key takeaways pulled from the steering committee meetings, public survey results, and public open house are summarized below:

- Keep Peru friendly, walkable, and safe
- Continue strategic acquisition and rehab
- Programming is working
- Capture the weekend morning crowd
- Residents want to shop and eat locally
- Prioritize places for people, not cars
- Residents want to live downtown
- Invest in downtown facades, public spaces, and trail connectivity

## VISION AND GOALS

The vision for the revitalization of downtown Peru was derived from the planning committee and public input during this process and is defined as the following:

The city will continue to maintain a safe, walkable, small-town atmosphere downtown while bringing the rich traditions and cultural heritage of Peru's identity to life for residents and visitors. Committed to the continual investment in the aesthetics and infrastructure of downtown, the city understands these components are essential to the future vitality of the community.

Goals were developed in the three categories of Economic Vitality, Promotion, and Design.

### ECONOMIC VITALITY

- Continue doing what's working!
- Attract destination dining and retail
- Encourage residential development

### PROMOTION

- Expand downtown programming
- Expand tourism opportunities
- Make local identity visible

### DESIGN

- Activate the downtown riverfront
- Capture local and regional trail traffic
- Invest in downtown infrastructure

*So many Indiana communities have railroad history, but the circus history, identity, and community engagement in and around these activities, is truly unique to Peru.*



## USING THE PLAN

This plan is intended to be used as a framework for the revitalization of downtown Peru over the next five to ten years. A guide to help key decision makers implement the policies and projects, this plan will help shape the future success of the downtown. Strategies and immediate next steps are outlined with assigned responsible parties outlined on the implementation table in the Recommendations chapter.

Intended to provide high level guidance, implementation in many cases will lead to more detailed studies and further development of recommended construction projects, policies, and programming. Overtime, as funding opportunities are captured, the implementation of larger capital improvement projects, such as the proposed event space (right), will be achieved.







# CHAPTER 02

## EXISTING CONDITIONS

# EXISTING LAND USE CONTROLS

## PAST PLANS

Three planning documents were most recently completed in Miami County and Peru containing components directly related to the downtown revitalization of Peru. Key observations about the community and critical recommendations are summarized below:

### 2006 MIAMI COUNTY ECONOMIC DEVELOPMENT STRATEGY

An economic development strategy was crafted in 2006 as a visioning document for the newly formed entity, the Miami County Economic Development Authority (MCEDA). MCEDA was established in 2005 with the consolidation of the Grissom Redevelopment Authority and the Peru/Miami County Economic Development Corporation.

At the time, the plan identified Peru with the following characteristics:

- A county's hub for government, health care, finance, trade, and professional services
- A relatively diverse manufacturing base and home to several industrial parks
- A growing industrial employment base
- A small tourism industry, with a circus museum, festival, and other attractions
- Hotels reporting relatively high occupancy (75 to 80%, compared to 65% national averages), and being successful in attracting meetings to town
- A relatively diverse housing stock—both high amenity executive golf-oriented housing as well as affordable housing in town and nearby (Grissom)
- A busy downtown with several architecturally and historically significant buildings, but a relatively limited retail base

A main concern of Downtown Peru's retail mix and overall shopping environment at the time of this plan was that it only had marginal appeal to consumers. This was considered a crucial deficient for attracting businesses, which are likely to locate where such amenities exist.

The plan concluded with the following recommendations for downtown Peru:

- Capitalize on tourism opportunities related to Cole Porter and the Circus
- Strengthen community pride
- Strengthen quality of life amenities
- Strengthen and promote tourism assets like museums, trails, and parks
- Attract new destination lodging, retail, and restaurants
- Connect the Nickel Plate trail to the Riverwalk and create more trail connections
- Continue to improve visual qualities of downtown facades and streetscape
- Develop a marketing plan that promotes the "bundling" of amenities and activities in Peru and Miami County

### 2015 MIAMI COUNTY COMPREHENSIVE PLAN

The most recent Miami County Comprehensive Plan was updated in 2015. Although there are six communities within Miami County, Peru is the largest, the only city, and serves as the county seat.

A recommendation that stood out in this plan specific to downtown Peru was related to land use. It was recommended the land use within the study area for this downtown revitalization plan be changed from Business Commercial (B3) and Residential (R1) to a new category of Mixed Use. A Mixed-Use district in the heart of downtown would encourage developments that could include retail, business, and residential within the same structure.

Another recommendation acknowledged the critical need for the unfinished section of the Nickel Plate trail to be completed but highlighted the importance of connecting through downtown Peru as opposed to skirting the edges of it. The plan points out this regional trail could bring trail users from across the state into downtown Peru and might otherwise be a missed opportunity.

## 2015-2019 PERU STRATEGIC INVESTMENT PLAN

The City of Peru completed a Strategic Investment plan under Mayor Jim Walker in 2015. The plan categorized areas for investment into eight groups—location, trail network connections, streetscapes, residential neighborhoods, historic preservation, arts and entertainment, parks and recreation, and riverfront.

Specific project activities were identified within each category. Several suggestions from this plan are either in the works or have been implemented. For example, in the “Location” category, banners are now attached to light poles downtown and are changed regularly pending the season or special event. In the “Trail Network Connections” category, the Riverwalk has been extended and a canoe and kayak outfitter now provides rentals at McClure’s Orchard/Winery. Finally, in the Historic Preservation category, a historic district was established downtown.

Other project activities suggested for downtown Peru in this plan are listed below:

- Downtown Link Trail—suggests a route along Wabash Ave. between 9th and Canal Street
- South Broadway Street—suggests aesthetic bridge treatments and better pedestrian/bicycle infrastructure for increased connectivity to the south side of the Wabash River
- Downtown Living—recommends existing downtown buildings be renovated into upper story residential spaces
- Public Art—suggests visual, experiential, interactive, and functional art be incorporated throughout the downtown
- Circus Improvements—suggests an economic impact study to find ways to improve the facility to diversify its uses
- Memorial Park Civic Space—suggests the old YMCA be renovated into a pocket park and community space

Other suggestions complementary to this study included the creation of a bed and breakfast network and a Riverside Fun Center.

# PHYSICAL CONDITIONS

## PROJECT STUDY AREA

The project study area is depicted in [Figure 2.1](#). The study area focuses on the State Road 19/Broadway Street corridor through the downtown core area and its connection to the Wabash Riverfront.

## BUILDING DENSITY

Building density in the study area varies block to block with some blocks having a few larger buildings and others having many large, medium and small buildings, and in some cases, houses. Larger buildings are centered on Broadway Street (State Road 19) while smaller buildings and homes can be found along Miami Street and Wabash Street. Building density is much less in comparison near the rail corridor and the Wabash Riverfront compared to the rest of the study area.

## GREEN SPACE + OPEN SPACE

There are no defined parks, park-lets or activated alleys located within the study area. The most significant areas of public park-like area is the Miami County Courthouse and a few areas near the Wabash River. Most properties are developed with buildings or parking lots. 12 vacant areas exist within the study area that could provide opportunity for infill or park space. They are [identified within Figure 2.1](#) (same as Building Density/Study Area).



*Higher density can be found along the main corridor through downtown--SR-19/Broadway St.*



*One of few areas of open space along Broadway Street within the downtown study area.*





**FIGURE 2.1:** PROJECT STUDY AREA

## LAND-USE

Peru's Zoning Map can be found by going to the Miami County Indiana government website and accessing the Miami County GIS system powered by 39 Degrees North. Established zoning districts are defined in Peru's Zoning Code. Zoning is enforced and regulated by the Planning Commission.

The majority of the project study area is established as B-3 Commercial zoning district. Two parcels are established as R-1 Residential zoning district. The northwestern boundary of the study area is defined by a railroad corridor established as "RR" in the zoning map. There are also some parcels marked as "unknown".

### B-3 COMMERCIAL IS DEFINED AS :

"Commercial uses located away from residential uses normally on a major highway that provides high volume merchandise, sales or services. These areas are mainly major retail, repair or services of merchandise. Small assembly businesses may be authorized in these areas but should be discouraged. Parking will be in accordance with parking requirements outlined in § 151.076."

### R-1 RESIDENTIAL IS DEFINED AS:

"An area that is designated for low density residential housing comprised of single-family units with lots sufficient to provide for individual water and sewage facilities, where centralized facilities are not available. Only one dwelling per lot or parcel of land shall be allowed in an R-1 District."

Zoning districts identified as "RR" and "unknown" on the zoning map are not defined in the Zoning Code.

There are no other districts or sub-areas within the project study area indicated on the zoning map.

The Business Commercial (B3) zoning district requires off-street parking for all developments with the number of spaces varying per the development. As with most downtown developments, finding the space for traditional off-street parking is often a challenge. An exception or exemptions offered for those establishments that may be within a defined distance of an existing public parking area could ease that requirement for developers.

Today, primary uses allowed within the Business Commercial (B-3) zoning district are vast. Manufactured and mobile homes and some industrial uses, such as truck rental and manufacturing plants are a few examples of uses that are currently allowed within Business Commercial (B-3). A more specific zoning category oriented towards the development of a downtown business district is lacking. A new, more focused category could allow and encourage mixed-use developments. Building uses, setbacks, lot coverage, parking, and even streetscape requirements could be refined to a next level of detail for the types of developments that are most desirable in the downtown core.



**FIGURE 2.2: ZONING**

## ENTRANCES AND GATEWAYS

There are two primary entrances into the downtown study area. The first is the S. Broadway Street (SR 19) bridge over the Wabash River. The second is the railroad underpass on N. Broadway Street (SR 19). There are two secondary entrances located at the intersection of Main Street (US 24) and Miami Street and the intersection of Main Street (US 24) and Wabash Street. [See Figure 2.3 for gateway locations.](#)

### NORTHWEST ENTRANCE

The railroad underpass at the northwest end of the study area also poses an opportunity for an improved gateway. The existing structure has murals and sidewalks on both sides of the road, but is in need of major drainage infrastructure improvements as it floods nearly every time it rains. The flooding causes a major barrier for downtown visitors as well as emergency vehicle access from areas south of downtown to the north. When passing under the railroad to enter downtown, the first building that comes into view is the circus venue, a landmark within the community.

This entrance experience could be vastly improved with drainage improvements, wider sidewalks, eye-catching signage, architectural elements, decorative railing, and landscaping.

### SOUTHEAST ENTRANCE

The bridge over the Wabash River provides an opportunity for a unique gateway that would signal to visitors (both vehicles and pedestrians) that they are entering downtown as well as the Wabash Riverfront. Currently, there are no specific indicators that you are entering downtown except for light posts with banners. The view of the Wabash River is unobstructed, scenic, and should be emphasized.

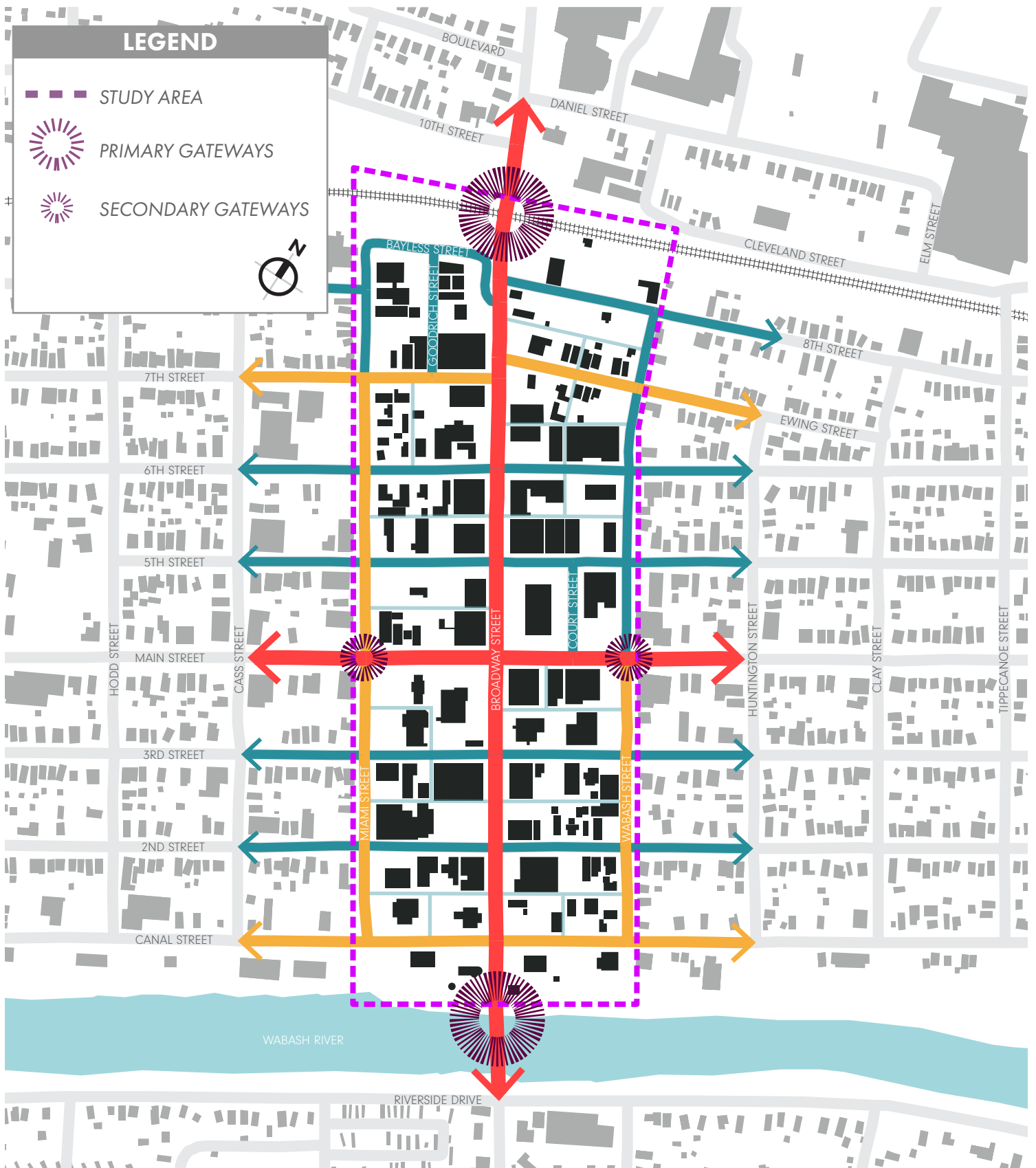
As suggested in the 2015-2019 Peru Strategic Investment Plan, improvements to this gateway could include lighting, bike lanes, site furnishing, an observation deck, decorative railing, signage, wayfinding, and pedestrian access to the Wabash River.



*The existing northern entrance into downtown is in need of an aesthetic treatment and signage to indicate you have arrived in downtown Peru*



*The southern boundary of downtown is also lacking definition as an entrance point.*



**FIGURE 2.3:** GATEWAYS

# VEHICULAR CIRCULATION

## BROADWAY STREET

Figure 2.4 depicts the current road circulation within the downtown study area. Broadway Street (SR 19) is a principal arterial road that serves as the main north-south route through the downtown. The road is in good condition and recently had accessible ramps improved throughout the study area. Wide sidewalks allow for pedestrian circulation but are void of street trees. Site furnishing and at-grade planter areas are sprinkled throughout.

## MAIN STREET

Main Street (US 24) is both a principal arterial (east of Broadway Street) and minor arterial (west of Broadway) road that serves as the main east-west route through downtown. The road is in good condition with wide sidewalks and on-street parking. There is a bike lane from Broadway Street to Wabash Street.

Both Broadway Street (SR 19) and Main Street (US 24) carry the most traffic within the study area and provide high visibility for businesses.

## COLLECTOR STREETS

Other major collector streets include Canal Street, Miami Street (from Canal Street to 7th Street), Wabash Street (from Canal Street to Main Street), 7th Street and Ewing Street. Sidewalk widths and conditions vary from block to block, but a consistent network of sidewalks is present within the study area. The addition of bike lanes, curb extensions or bumpouts, emphasized crosswalks, and street trees would improve the non-vehicular conditions and encourage more pedestrian and bicycle use downtown.

## ALLEYS

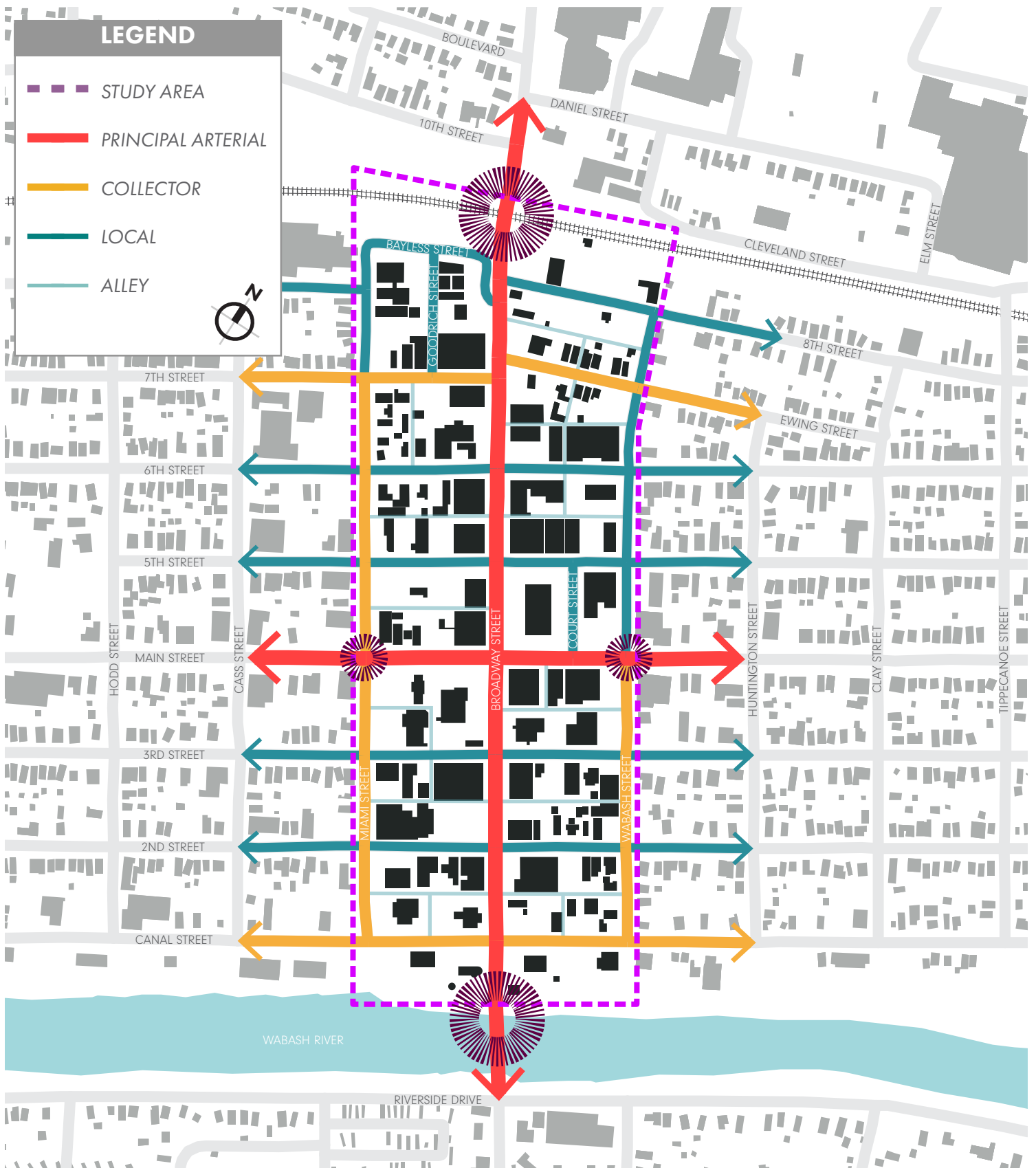
Alleys within the study area are serving as access and connection points for vehicles predominantly. Improvements to the alleys to encourage pedestrians to use them for easier access to destinations and parking should be considered.

Broadway Street is the main vehicular spine through downtown. It carries four lanes of traffic with both parallel and angled parking.



The sidewalks along Main Street (above) are wide and in excellent condition. In contrast, the sidewalks along Miami Street (right) are cracked and eroded in some blocks.





**FIGURE 2.4:** VEHICULAR CIRCULATION

# PEDESTRIAN CIRCULATION

## SIDEWALKS

Sidewalks in the downtown study area are almost entirely connected with the exception of few locations near the railroad corridor.

### SIDEWALK CONDITIONS:

- Generally the sidewalks along Broadway Street and Main Street are in good condition and are large in width
- Generally the sidewalks along Miami Street and Wabash Street are in good to poor condition and vary in width
- Generally the sidewalks on local streets that intersect Broadway Street are in good to poor condition and vary in width

## TRAILS

### DOWNTOWN LINK TRAIL

This trail link was proposed in the Strategic Investment Plan 2015-2019 as a project to connect the River Walkway Park to the Nickel Plate Trail. This trail would begin at the east end of the Riverwalk Trail and would extend along Wabash Street. The link would connect to the Nickel Plate Trail at the intersection of Tippecanoe Street and 9th Street. This intersection is a location for both the existing Nickel Plate Trail on street signed route and the future desired Nickel Plate Trail multi-purpose trail.

### NICKEL PLATE TRAIL

Also from the Strategic Investment Plan 2015-2019, the link from the north Nickel Plate Trail to the south Nickel Plate Trail is incomplete. There is currently a signed on-street trail route through downtown to connect the two ends. The Nickel Plate Organization would like to see a continuous multi-use trail connection through Peru. This proposed project would extend the trail to connect in through the railroad corridor old right of way, creating a seamless connection through downtown. This project requires a pedestrian bridge over the active tracks for an easy and safe crossing.

*Trails are a huge draw for people of all ages--a mother and son enjoy the Riverwalk.*



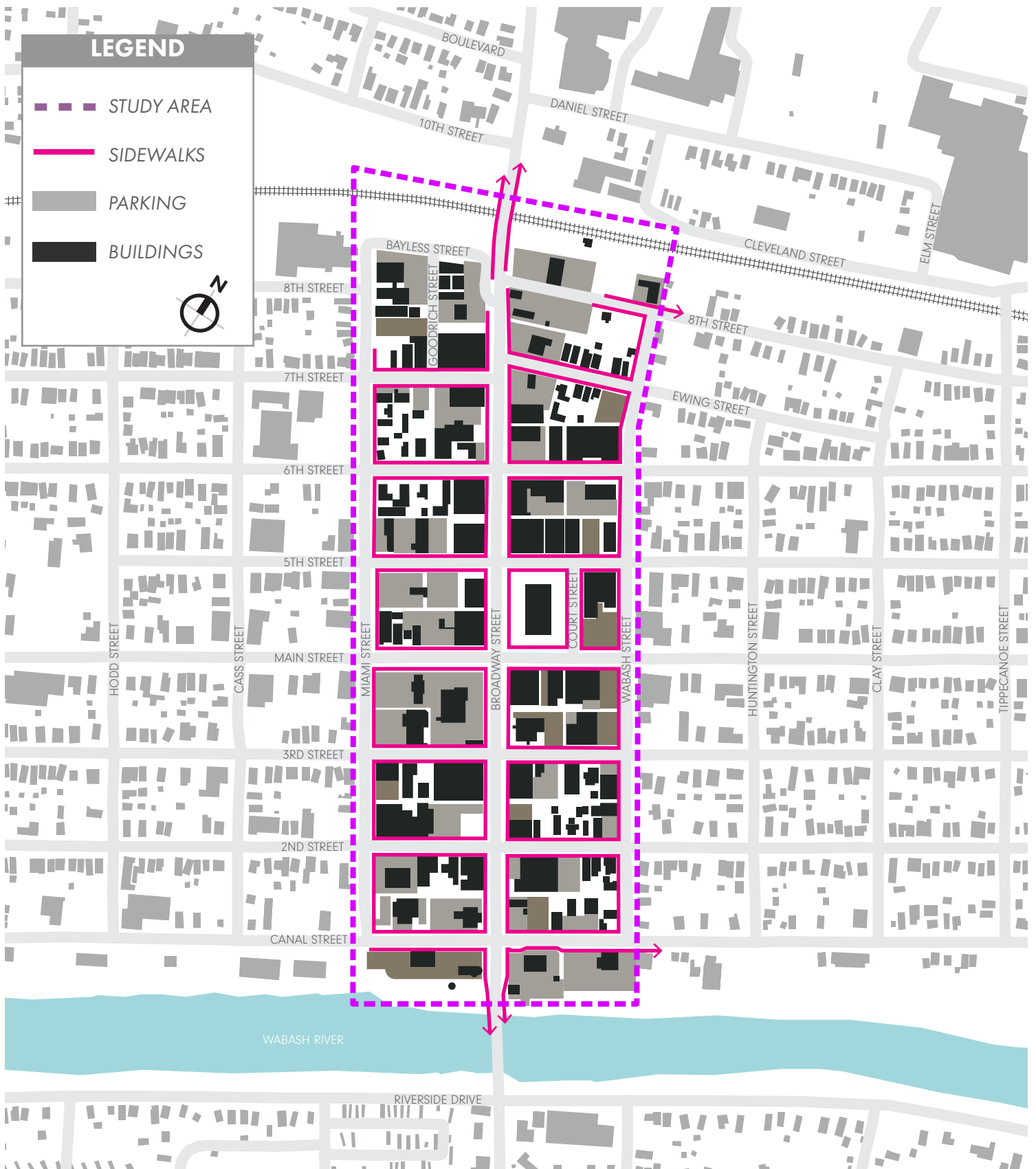
### RIVER WALK TRAIL

This trail follows the Wabash Riverfront through River Walkway Park southwest of the downtown study area. The Strategic Investment Plan 2015-2019 identified extensions to this trail to connect to West City Park and the Nickel Plate Trail. Other aspects of the River Walk Trail to consider for future improvement is how it connects to the intersection at Broadway Street near the bridge and how it can continue northeast of downtown along the riverfront in the future.

## PARKING

Parking in downtown is served by on-street parking and surface lots. On-street parking is provided on both sides of all roads within the study area except for Canal Street and Goodrich Street. Surface lots are mostly private but there are several public parking lots. [See Figure 2.5](#). Approximately 56% of survey respondents agreed that downtown parking as it exists today is convenient.





**FIGURE 2.5:** PEDESTRIAN CIRCULATION & PARKING

## UTILITIES + INFRASTRUCTURE

### DRAINAGE

In general, drainage within the study area is adequate with one exception. The railroad underpass at N. Broadway Street at the north end of the study area consistently floods preventing traffic, and more importantly emergency vehicles, from accessing the study area. This section of road is at the lowest point in downtown and the drainage capacity was undersized when originally constructed in the 1930's. Past studies, several years old now, have been done to resolve the issue by increasing pipe and tank sizes and including a lift station. Annual budgets have not been able to absorb the projected costs of the solutions to date; however, this issue is a high priority to the city.

### CURRENT PROJECTS

The Indiana Department of Transportation (INDOT) is currently in the process of reconstructing all crosswalks and signals along Broadway within the study area. Sidewalk ramps are being reconstructed for the second time in ten years to meet current requirements. There are also plans to renovate 2nd Street from one end other in order to separate combined overflow in the near future.

### WATER

Every customer in the study area is on a lead service line. Newer buildings such as City Hall and the CVS have new lines. The current cost to abate a lead line is approximately \$4,000 per owner.

### LIGHTING

Traditional, black, ornamental light poles with acorn fixtures march down both sides of Broadway Street. Banners adorn the poles and are changed out for special and seasonal events. Unfortunately, the existing street light fixtures are no longer available. As each fixture reaches it's lifespan, it is currently replaced with

an existing fixture from the north or south end of the street. A long term plan needs to be established for full replacement of all of the existing street lights.

### CHARGING STATIONS

The local utility is interested in the addition of charging stations downtown. As more and more electrical vehicles hit the roads, charging stations downtown could create a destination that people would seek out.

### FESTIVAL ACCOMMODATIONS

Festival power boxes are set up and taken down for each large downtown event. A more permanent power box or receptacle would eliminate this hassle. During large downtown festival events, the gray water accumulated from street vendors is circulated through a variety of pipes. The addition of strategically placed inlets would be a more permanent solution.



*The existing streetlights have been discontinued and will eventually need to be replaced throughout.*



*Street furniture downtown ranges in style and color. This eclectic feel brings character to the streetscape.*



## STREET TREES + LANDSCAPE

Downtown pedestrians will quickly notice the lack of street trees in downtown Peru on hot, sunny day as shade is limited. The few trees standing are more ornamental in nature (top right) outside of one semi-damaged Norway Maple on Court Street. Mature canopy can be seen along collector streets such as 6th Street (upper middle right) and Miami Street (third from bottom at the right). Existing lawn space between the sidewalk and the curb is begging to be lined with street trees throughout the study area.

Consistent at-grade planters are full and well maintained adding seasonal interest and life to the sidewalks throughout the study area and around the courthouse. A combined effort of a local group of homeschool students (plant in spring and clean-up in the fall), a local greenhouse (grow the material), and the city (water regularly) completes this effort each year (shown in images below).



# CULTURAL AND SOCIAL CONDITIONS

## DOWNTOWN EVENTS

The following events occur in the downtown study area:

- **SECOND SATURDAYS:** Family-friendly activities and entertainment the second Saturday of each month. Hosted by Rediscover Downtown Peru.
- **FARMERS MARKET:** Vendors sell fruits and vegetables, herbs, eggs, crafts, jewelry, and baked goods weekly from summer to fall.
- **CIRCUS CITY FESTIVAL:** The longest running circus parade in the U.S. established in 1960. This 8-day festival is in mid-July featuring young amateur performers. There are rides, food, shows, games and one of Indiana's largest parades.
- **COLE PORTER FESTIVAL:** Celebrating Cole Albert Porter who was born in Peru and went on to write over 1,500 songs for Broadway productions, movies and television, this annual festival occurs in June near Cole's birthday.
- **QUIGLEY JAZZ JAM FEST:** A 2-3 day festival started by two musicians (Quigley and Gustin) who grew up in Peru together, this festival features a swing choir, vocalists, big band and jazz band jam session.
- **CHOCOLATE FESTIVAL:** An annual event taking place each October, this festival allows participants to taste the most delicious chocolate creations in the state.
- **CHRISTKINDLMARKT:** A German themed Christmas market, this event includes skating, food, drink, decorations, crafts and entertainment. It occurs at the Courthouse Square over Thanksgiving weekend each year.
- **DOWNTOWN PERU CHRISTMAS OPEN HOUSE:** This event features lights, a parade, super shopping, lots of prizes, food sampling, great entertainment, and a visit with Santa at his house each November.
- **COLE PORTER CLASSIC:** An annual 5k and 10k Run/Walk hosted by the Peru Rotary Club, this event has activities for all ages and a fun day of music, prizes and food. All proceeds of this event support the Nickel Plate Trail.
- **FIRECRACKER 5K RUN/WALK:** An annual 5k Run/Walk hosted by the Miami County YMCA, this event occurs each July.



A variety of events occur downtown throughout the year including Circus City Week (top), Cole Porter Festival (middle), Christkindlmarkt (bottom right), and Fall decorations and scarecrow contest (bottom left).



Second Saturdays is a newer event that is gaining traction in the downtown (above).

## CULTURAL INSTITUTIONS

Multiple cultural institutions exist downtown:

- **MIAMI COUNTY MUSEUM:** A historical museum featuring pioneer living (including vintage Peru from 1910), Native Americans, Cole Porter, circus, railroad, and canal history, also a large archival and genealogical department.
- **CIRCUS CITY FESTIVAL MUSEUM:** Experience a walk through Peru’s circus history at the Circus City Museum. This popular museum located in the Circus City Center, is filled with photos, miniatures, displays, and costumes from circus past.
- **OLE OLSEN MEMORIAL THEATRE:** Community theater named after Peru native and vaudeville great John S. “Ole” Olsen, established in 1964 to promote an interest in the theater arts. The theater group brings quality entertainment to Miami County and its visitors.
- **MIAMI COUNTY ARTISAN GALLERY:** The Miami County Artisan Gallery is a downtown artisan gallery, business and event center that welcomes artists and entrepreneurs to rent studio space within it’s two-storied hall.
- **GALLERY 15 & STUDIOS:** Gallery 15 is a gallery and studio space with a focus on art and music. Traditional, contemporary, and abstract art is displayed and can be purchased from the gallery. Music lessons, classes, and concerts are also made available.





# CHAPTER 03

## MARKET CONDITIONS

## POPULATION

The population of Peru, Indiana is 11,073, as indicated by the 2020 U.S. Census. This population has declined 0.03% since the 2010 Census, a similar rate as Miami County and neighboring peer-city Wabash, Indiana. To sustain and create more economic opportunities, the City of Peru must grow its population. **Table 3.1** illustrates that Peru's daytime population is higher than its population, indicating that more people are working in Peru than living. This is a strength for Peru, as it indicates that the city is an economic engine that attracts workers. It also presents an opportunity for the city to attract some of the workforce commuting to live in the city.

Through the Regional Cities Initiative in 2014 and the Regional Economic Acceleration and Development Initiative (READI) in 2021, the State of Indiana has made it clear that to grow the population, making investments in quality of place, like revitalizing downtowns, is key to population growth. As a part of the Regional Cities Initiative, the State of Indiana published a report called the Indiana Peer Cities Report that identified key factors that affect population growth: bold vision, strong local leadership, developing quality of place, broad civic infrastructure, and visionary, market-based, and action-oriented planning.

Revitalizing downtowns to make them regional destinations through the process of engaging local leaders and partnering with the private sector is clearly aligned with the State's priorities. Such revitalization is an important step in growing the population of Peru and the State as a whole.





**TABLE 3.1: POPULATION**

METRIC	PERU, IN	DOWNTOWN PERU, IN	MIAMI COUNTY, IN	KOKOMO, IN	WABASH CITY, IN	INDIANA
2020 POPULATION	11,073	-	35,962	59,604	10,440	6,785,528
2010 POPULATION	11,417	-	36,903	45,468	10,666	6,483,802
PERCENT (%) CHANGE 2010-2021	-0.03	-	-0.03	0.31	-0.02	0.05
2021 TOTAL DAYTIME POPULATION	11,542	903	30,785	68,255	12,336	6,766,095

Source: ESRI Business Analyst

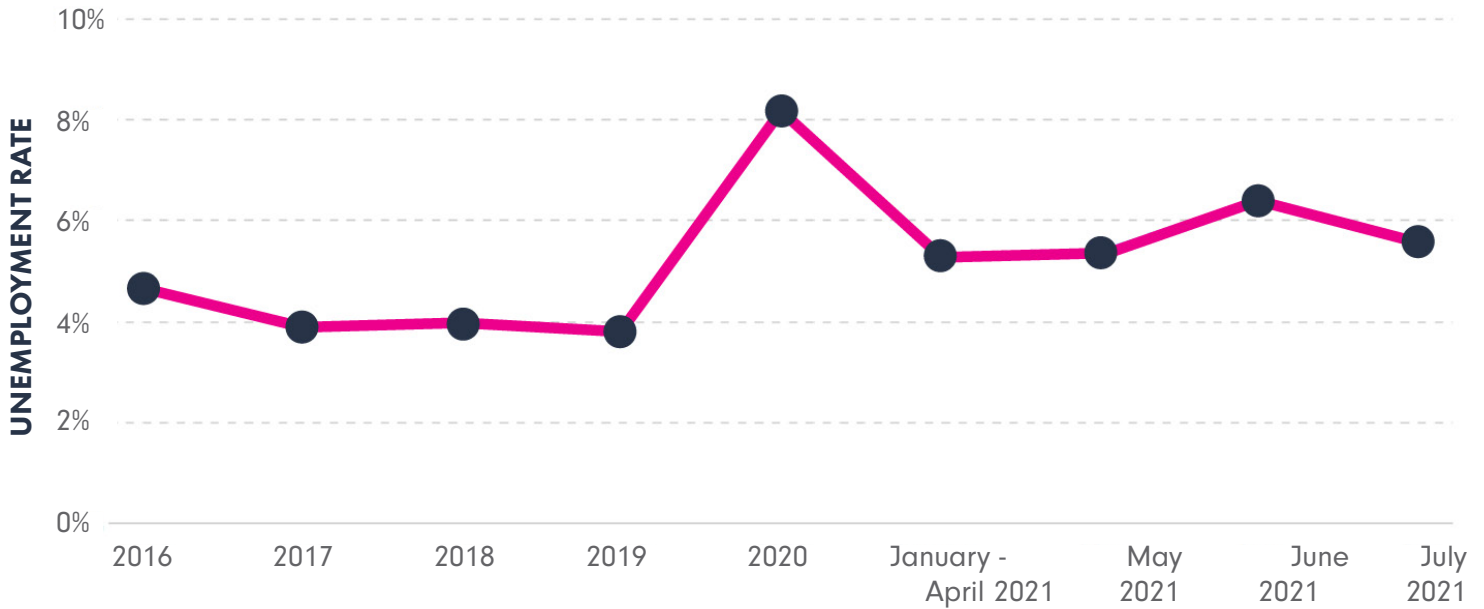
**TABLE 3.2: OCRA CVI**

<b>RANKING</b>	104	
<b>RANKING BY TIER</b>	Tier IV 33 of 38	
<b>POPULATION</b>	11,584	Rank 73
<b>PUBLIC SCHOOL ENROLLMENT AS % OF POPULATION UNDER 18 YEARS</b>	72.1%	Rank 69
<b>PERCENT POPULATION WITH ASSOCIATES DEGREE OR HIGHER</b>	19.9%	Rank 112
<b>PER CAPITA PERSONAL INCOME</b>	\$20,733	Rank 113
<b>POPULATION CHANGE 2015-2019</b>	+387	Rank 46
<b>GROSS ASSESSED VALUE</b>	\$406,682,840.00	Rank 98
<b>GROSS ASSESSED VALUE PER CAPITA</b>	\$35,107	Rank 110

Source: Purdue Indiana Rural Stats, Community Vitality Indicators

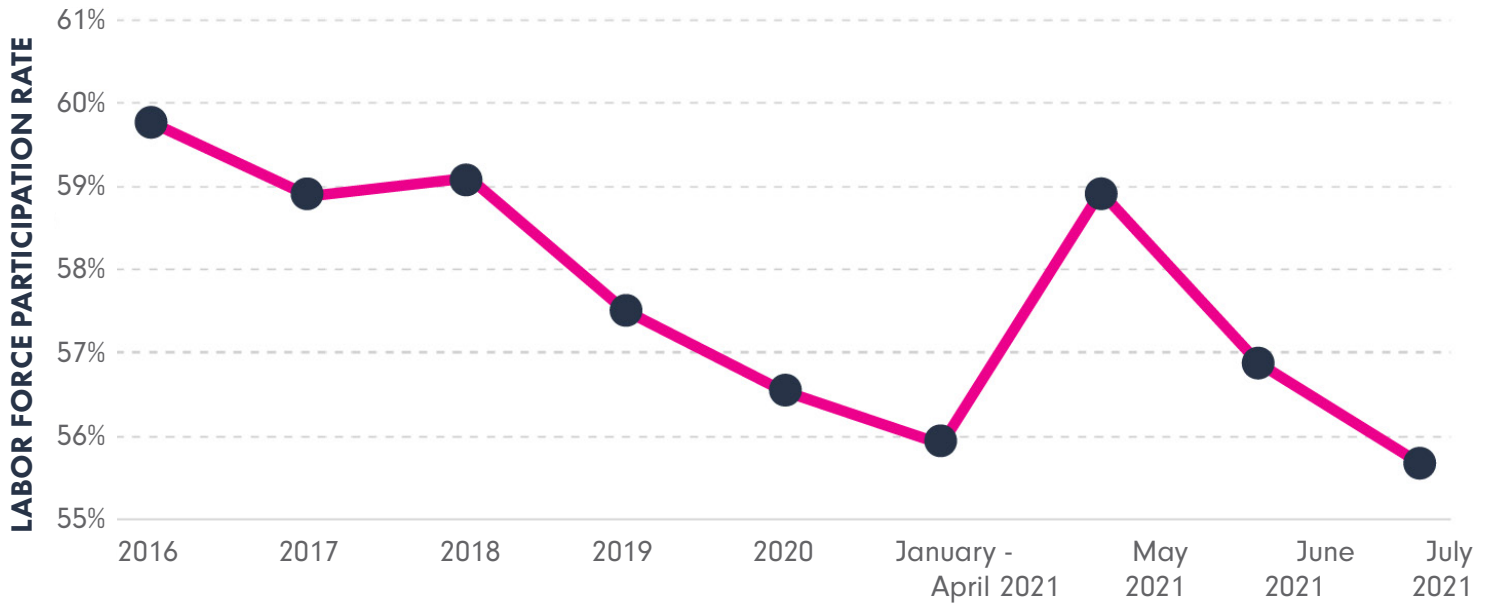
### FIGURE 3.1: UNEMPLOYMENT RATE TRENDS

Miami County had a July 2021 unemployment rate of 5.57%, increasing from 4.67% five years before.



Source: EMSI Q3 2021 Data Set

### FIGURE 3.2: LABOR FORCE PARTICIPATION RATE TRENDS



Source: EMSI Q3 2021 Data Set

## EMPLOYMENT

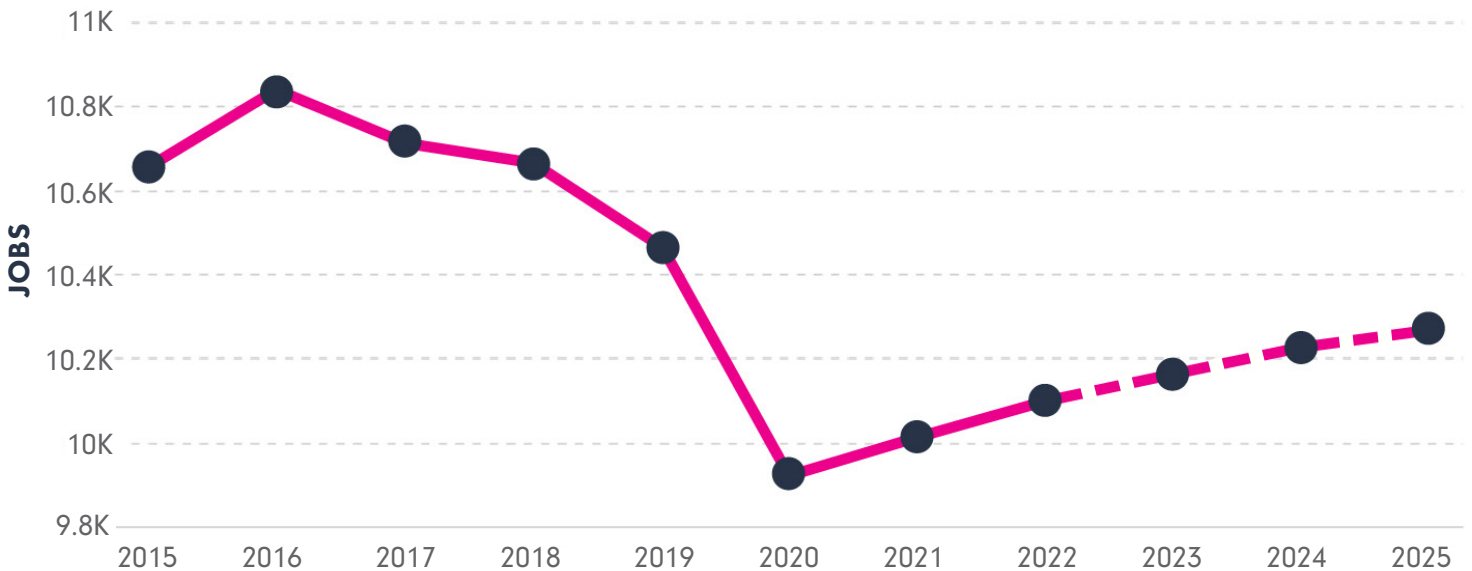
The unemployment rate (5.57%) continues to remain about a percentage point higher than pre-pandemic levels (4.67%). Before the termination of federal COVID-19-related unemployment benefits, many analysts theorized that unemployment benefits were keeping workers from pursuing jobs. Since the termination of federal COVID-19-related unemployment benefits, however, unemployment remains higher than pre-pandemic levels.

Compounding this, labor force participation is about two percent lower than prior to the pandemic. This indicates that 2% fewer people are actively searching for jobs. Higher unemployment and lower labor force participation may be explained by a continued hesitancy to enter the workforce due to health concerns, a scarcity of jobs paying a living wage, the need to care for loved ones or children, or “black market” job opportunities that are not accounted for in the Bureau of Labor Statistics data.

While job numbers sharply decreased during the pandemic, the summer of 2021 saw aggressive increase in job growth. Entering the fall and winter of 2021, job growth is slowing, and the service industry is losing jobs. Year-over-year job growth is still projected; however, it may take several years to reach pre-pandemic job levels.

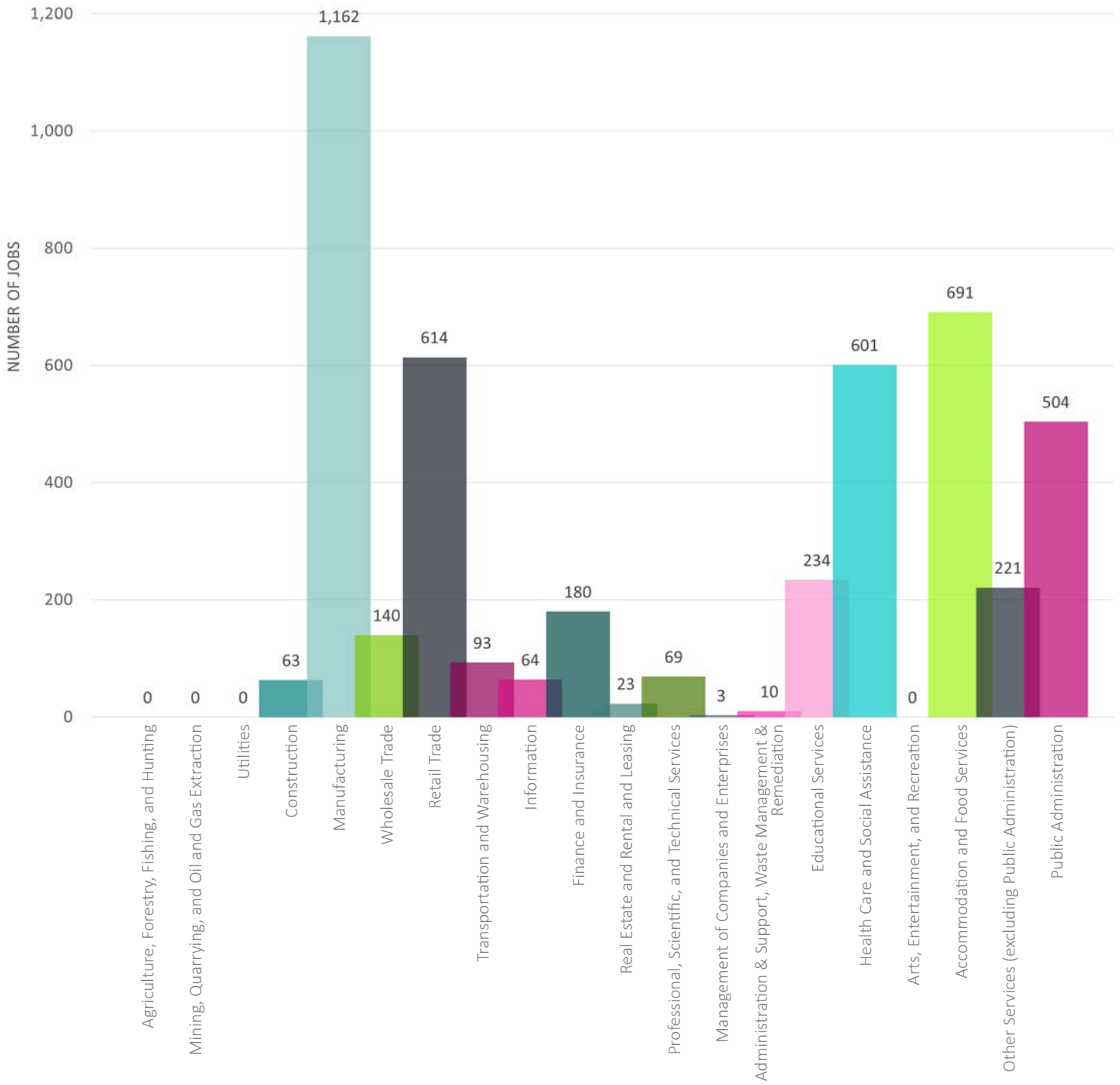
### FIGURE 3.3: JOB TRENDS

From 2015 to 2020, jobs declined by 6.9% in Miami County from 10,658 to 9,920. This change fell short of the national growth rate of 0.0% by 6.9%.



Source: EMSI Q3 2021 Data Set

**FIGURE 3.4: WORK IN PERU**



Source: U.S. Census Bureau, Center for Economic Studies, LEHD 2018.



## INDUSTRY SECTORS

The top five industries in the Peru MSA (which includes all of Miami County) are manufacturing, food services, retail, healthcare, and public administration. Today, it is a strength for the local economy to have a strong dominant sector like manufacturing, but because manufacturing jobs in the United States have been declining for decades it presents a future threat. Many manufacturing-dominant communities strive to diversify the types of jobs in their community. Successful communities are agile: they supporting new technologies and pivot when new, viable opportunities present themselves.

## COVID SECTOR IMPACTS

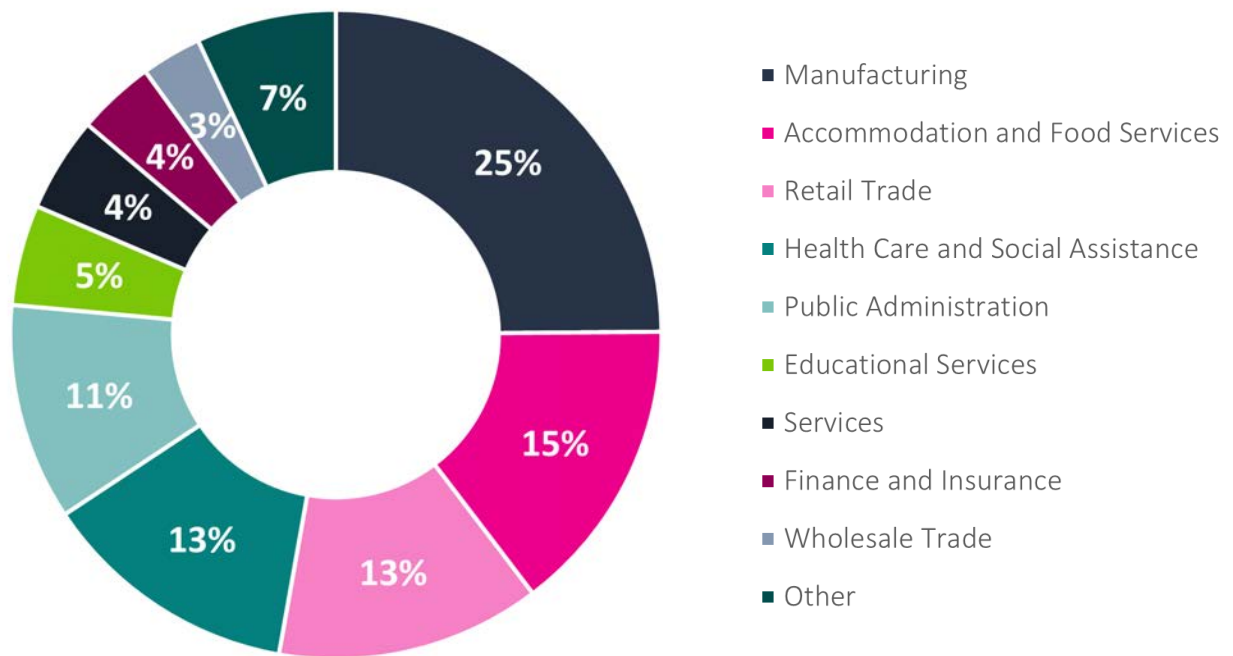
Table 3.3 shows net job change by industry sector for two time periods: between the first quarter of 2015 and the fourth quarter of 2019 (referred to as Pre-COVID) and between the fourth quarter of 2019 and the third quarter of 2020 (referred to as COVID Impact). Prior to COVID-19, Miami County saw growth in arts and recreation, services, transpiration/warehouse, and professional and technical services. Between Q4 of 2019 and Q3 of 2020, Miami County saw significant job loss in manufacturing, services, health care, arts and recreation, transportation and warehousing, and retail.

**TABLE 3.3: MIAMI COUNTY, IN COVID-19 SECTOR IMPACTS**

NAICS SECTOR	NET JOB CHANGE PRE-COVID (2015 Q1 - 2019 Q4)	NET JOB CHNAGE COVID IMPACT (2019 Q4 - 2020 Q3)
<b>ALL NAICS SECTORS</b>	<b>58</b>	<b>-611</b>
AGRICULTURE, ETC.	15	5
MINING & EXTRACTION	15	1
UTILITIES	3	1
CONSTRUCTION	-10	-19
MANUFACTURING	-81	-246
WHOLESALE TRADE	-15	-7
RETAIL TRADE	-13	-14
TRANSPORT/ WAREHOUSE	164	-57
INFORMATION	-64	4
FINANCE & INSURANCE	-15	-1
REAL ESTATE	-7	-12
PROFESSIONAL/ TECHNICAL	99	50
ADMINISTRATIVE/ SUPPORT	-45	0
EDUCATIONAL SERVICES	-898	46
HEALTH CARE	-46	-92
ARTS & RECREATION	815	-67
ACCOMMODATION & FOOD	-780	0
OTHER SERVICES	565	-146
PUBLIC ADMINISTRATION	-741	-11

Source: Quarterly Workforce Indicators, U.S. Census Bureau, 2015-Q1 to 2020-Q3

**FIGURE 3.5:** TOP INDUSTRY SECTORS



Source: U.S. Census Bureau, Center for Economic Studies, LEHD 2018.

## NATIONAL MACRO-ECONOMIC TRENDS AFFECTING MAIN STREET

National trends indicate that many workers, particularly in the service and hospitality sector, are quitting their jobs and working elsewhere. In August of 2021, workers in the hospitality sector quit their jobs at a rate of 6.8%, which is more than twice the national average (Bureau of Labor Statistics via FRED). Such behavior indicates the importance of an economy having high-paying jobs for workers to transition to. Concurrently, it poses a threat to firms that pay lower wages, as there is currently unprecedented competition in the labor market. Because of current labor market conditions, firms who can afford to, are paying higher wages, but firms who cannot are struggling to keep the doors open.

According to the Federal Reserve Economic Data (FRED), consumer spending took a steep drop in March and April of 2020. Since May of 2020, consumer spending has steadily increased. In March of 2021 consumer

spending surpassed pre-pandemic numbers and has been increasing by an average of 1.35% each month (through August 2021). Over the same period, inflation has increased by an average of 2.03%, effectively neutralizing any economic benefits stemming from increased consumer spending and, therefore, eroding individuals buying power.

A critical component of every downtown is a thriving service and hospitality sector. The service sector losing employees, the rising cost of hiring new employees, increasing inflation, and eroding buying power create an unprecedented challenge for downtowns and other areas with high proportions of service jobs. Now, more than ever, restaurants, bars, entertainment venues, and other service industry establishments need customers. These establishments typically operate on thin margins, so they benefit from volume. Local leaders must think holistically about how to support these businesses. Service industry establishments will benefit from events and gatherings that draw people downtown. Subsequently, this further emphasizes the importance

of developing quality of life amenities like parks, trails, wayfinding systems, and visual assets are important to economic success.

## COMMUTING PATTERNS

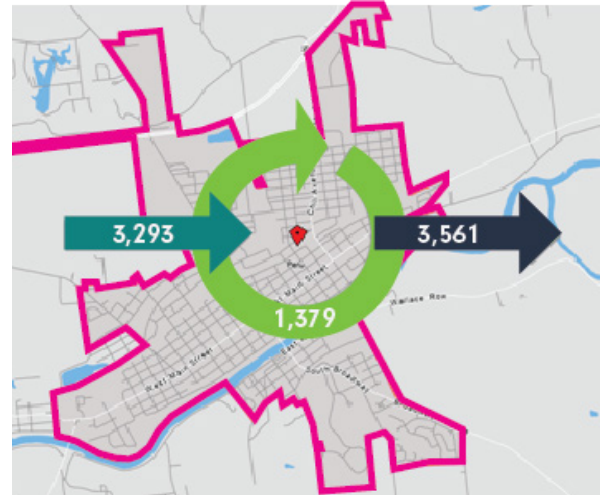
The maps below illustrate the commuting patterns for the downtown study area and the City of Peru. The downtown study area is clearly an area of economic activity with few residents. Commuting patterns indicate that 1,174 people are employed in the downtown study area. Five of those workers live downtown. Thirty-nine workers in total live downtown; five of those workers work downtown; and 34 work outside of downtown. Most notably, the downtown is a source for jobs, with more than 1,100 people commuting downtown for work each day. Inflow of this nature is expected and healthy for a downtown; however, when combined with the lack of downtown residents, it presents a clear opportunity for dense residential development, such as apartments or townhomes.

Figure 3.6 indicates that nearly half of the downtown jobs are private and half are public. Because Peru is the county seat of Miami County, this is expected. Government offices attract a consistent stream of visitors and patrons to a downtown area which, in turn, creates a reliable daytime market for downtown businesses. However, given half of the jobs downtown are government jobs, an opportunity exists to diversify the downtown economy.

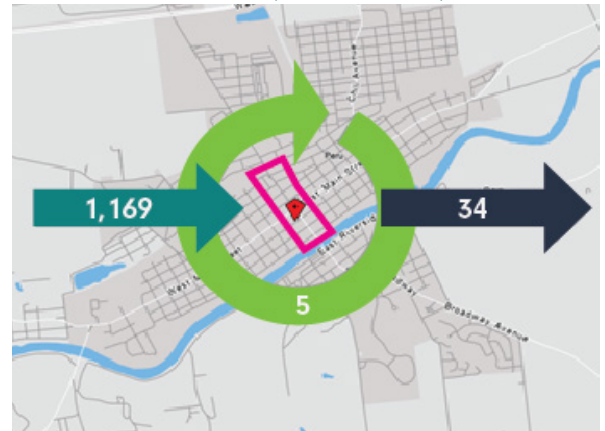
The proportion of circulation to inflow and outflow indicated on the City of Peru map (Figure 3.6) presents an opportunity for growth in jobs that employ residents. (U.S. Census Bureau, Center for Economic Studies, LEHD 2018.)

**FIGURE 3.6: PERU COMMUTING PATTERNS**

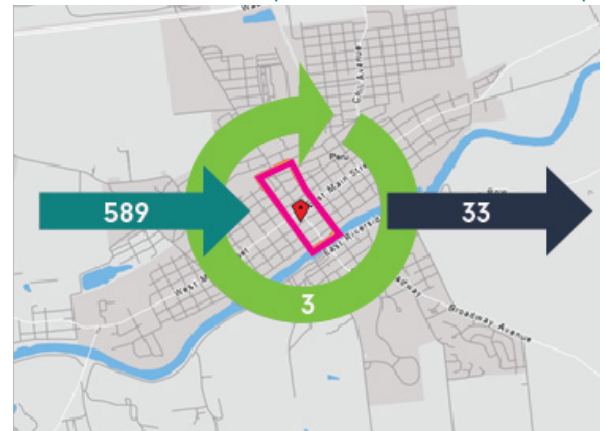
### PERU (ALL)



### STUDY AREA (ALL JOBS)

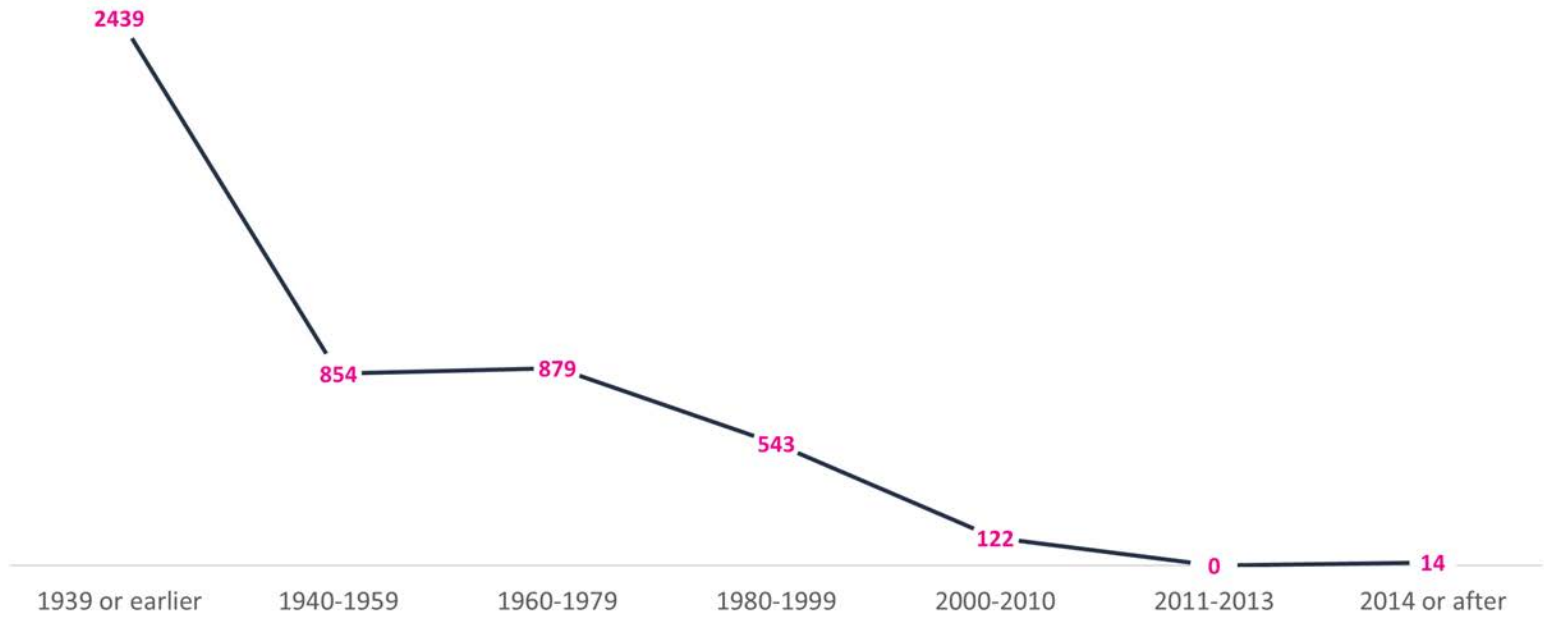


### STUDY AREA (ALL PRIVATE JOBS)



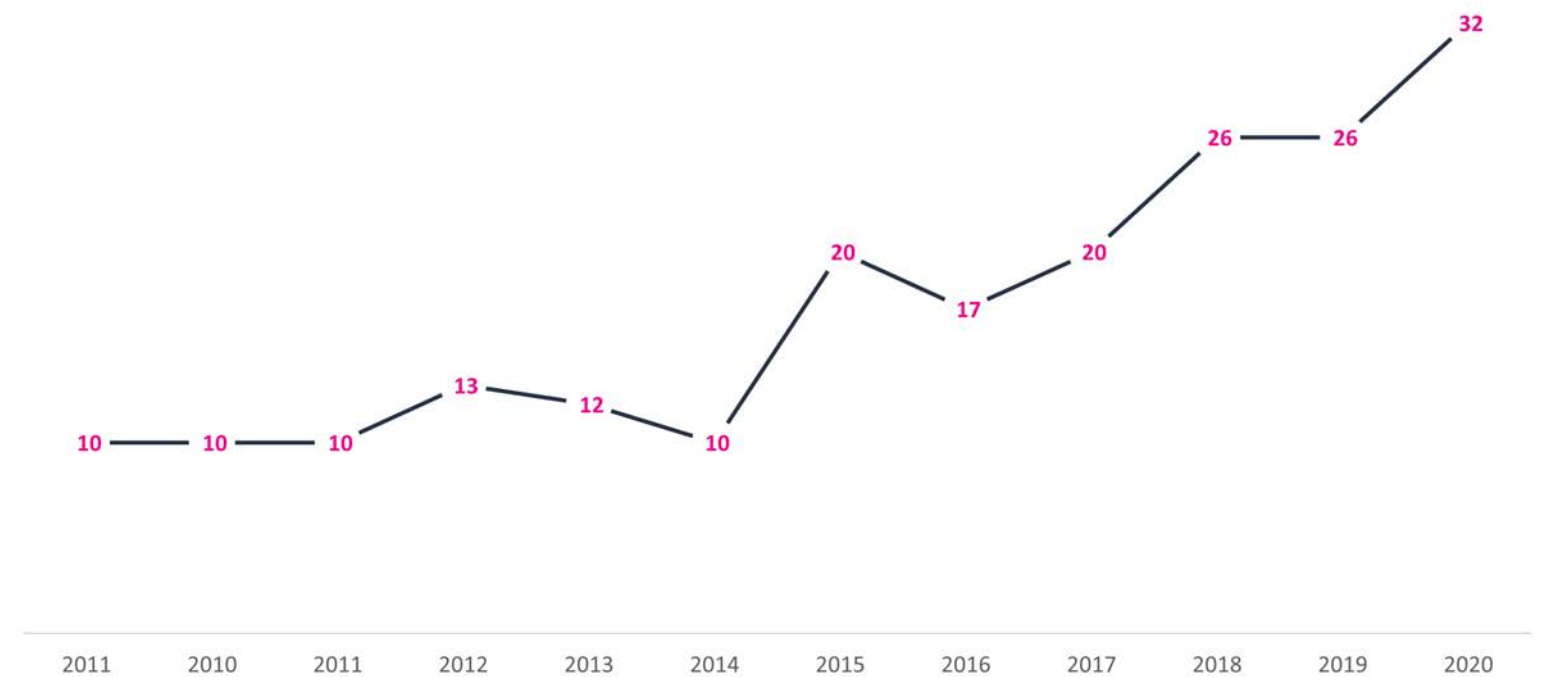
Source: U.S. Census Bureau, Center for Economic Studies, LEHD 2018.

**FIGURE 3.7:** PERU HOUSING DEVELOPMENT OVER TIME



Source: Indiana Association of Realtors. Local Market Update. November 2021.

**FIGURE 3.8:** MIAMI COUNTY SINGLE FAMILY PERMITS



Source: Indiana Association of Realtors. Local Market Update. November 2021.



## HOUSING STOCK

As [Figure 3.7](#) exhibits, a majority of Peru’s housing stock is aging, as it was built before 1939. To grow population, it is essential to have a diverse array of modern housing product that complements every income level.

As [Figure 3.8](#) displays, there has been an uptick in single-family permits in Miami County over the last several years. Additionally, there are plans for more single-family and multi-family developments in Peru. For example, there is a new 170-unit development along the river on West Canal Street. This development is near key quality of place amenities such as the YMCA, the Peru River Walk, and the Peru Skate Park. This development will help to grow Peru’s population,

presents opportunities to connect downtown to the river, and creates the potential for new development opportunities.

## HOUSING PRICES

In lockstep with national trends, year-over-year house prices have risen in Miami County and the North Central Region. In 2021, the median sales price for a house in Miami County has risen by more than \$30,000. Home sellers are receiving 97.50% of the asking price on average, up 2.2% from the year prior. Rising house prices create a need for more affordable housing and could present an opportunity for dense multi-family in Peru’s downtown.

**TABLE 3.4:** HOUSING PRICES IN THE NORTH CENTRAL REGION

	MIAMI	CASS	CLINTON	FULTON	HOWARD	TIPTON
JULY 2020 INVENTORY	66	69	21	33	192	15
JULY 2021 INVENTORY	68	91	13	41	154	16
JULY 2020 MONTHS OF SUPPLY	2.7	2.1	1.2	2.7	1.8	1.4
JULY 2021 MONTHS OF SUPPLY	2.7	2.7	0.6	3.5	1.3	1.4
JULY 2020 YTD MEDIAN SALES PRICE	\$91,900	\$88,250	\$137,500	\$105,000	\$118,875	\$129,500
JULY 2021 YTD MEDIAN SALES PRICE	\$122,000	\$119,000	\$145,500	\$130,600	\$131,000	\$147,000
JULY 2020 % OF ORIGINAL LIST PRICE RECEIVED	95.30%	94.30%	98.10%	93.80%	96.70%	97.10%
JULY 2021 % OF ORIGINAL LIST PRICE RECEIVED	97.50%	98.30%	98.50%	97.00%	99.30%	99.80%

Source: Indiana Association of Realtors. Local Market Update. July 2021.

## COST-BURDENED RESIDENTS

A cost-burdened renter or homeowner is considered to be someone who spends more than 30% of their income on rent or mortgage payments. An individual who is cost-burdened may have difficulty affording necessities such as food, clothing, transportation, and medical care. There are approximately 1,471 rental units in the City of Peru. Forty-six percent of renters in Peru are considered cost burdened. This may suggest that there is not an ample supply of truly market-rate rentals in Peru.

There is an important link between cost-burdened renters now and homeownership in the future. A high number of cost-burdened renters may lead to a lack of future home ownership. This is because a cost-burdened renter has less available monthly income to save and, therefore, is less likely to have the needed capital to purchase a home. Thus, if a community wants to increase future homeownership, the current availability of affordable rentals plays a key role.

Homeowners are often less likely to be cost-burdened, and this is reflected in Peru. Because the requirements to own a home often require savings and steady income, homeowners are less likely to be cost-burdened than renters.



**TABLE 3.5: COST BURDENED RESIDENTS**

METRIC	PERU CITY, IN	MIAMI COUNTY, IN	KOKOMO CITY, IN	WABASH CITY, IN	ROCHESTER CITY, IN	INDIANA
COST-BURDENED RENTERS (RENT ≥ 30% OF MONTHLY INCOME)	46.40%	44.20%	46.20%	47.60%	55.10%	46.70%
COST-BURDENED HOMEOWNERS (MORTGAGE ≥ 30% OF MONTHLY INCOME)	21.20%	19.10%	21.10%	10.90%	9.60%	19.60%

Source: U.S. Census Bureau, American Community Survey. Attained via Esri Business Analyst.

## EDUCATION

Concerning educational attainment, 8.4% of Miami County residents possess a Bachelor's Degree (11.6% below the national average), and 9.2% hold an Associate's Degree (0.6% above the national average).

## WALKABILITY AND BIKEABILITY

**Walk Score: 72.** Very Walkable. Most errands can be accomplished on foot.

**Bikeability 70:** Very Bikeable. Biking is convenient for most trips.

Peru scored well in each category of walkability except the ability to reach a grocery store. The only grocery within walking distance of downtown is a Dollar General; however, this store does not provide fresh fruit and vegetables or other perishable items. Peru scores 20-30 points higher in walkability and bikeability than its neighboring communities such as Logansport, Wabash, and Rochester. (WalkScore.com)

## VEHICLE FLOW

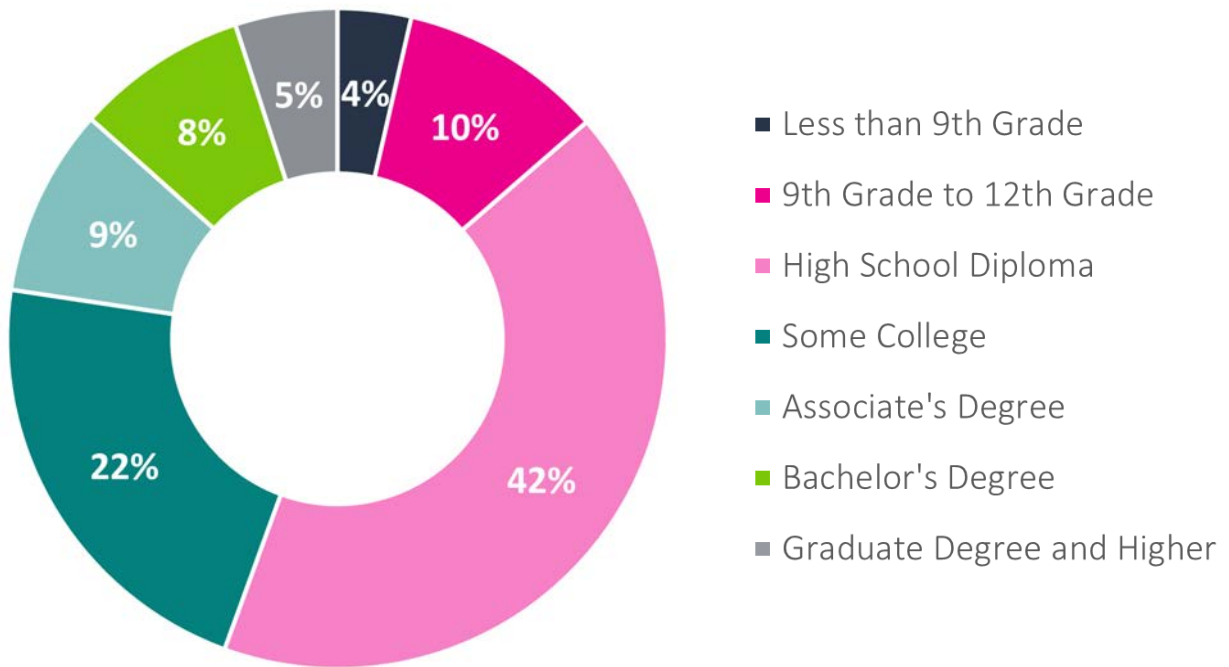
On average Peru's primary intersection of Main Street and Broadway sees 8,737 cars pass through each day. This traffic flow is similar to the primary downtown corridor in neighboring Wabash, but lower than the average annual daily traffic on primary downtown corridors in Logansport, Rochester and Kokomo.

**TABLE 3.6:** DAILY TRAFFIC

DOWNTOWN	AVERAGE ANNUAL DAILY DOWNTOWN TRAFFIC
PERU	8,737
LOGANSPORT	11,644
ROCHESTER	11,337
WABASH	8,719
KOKOMO	12,324

Source: INDOT Traffic Count Database System

**FIGURE 3.9:** EDUCATIONAL ATTAINMENT



Source: Emsi Q3 2021 Data Set | www.economicmodeling.com

## RETAIL AND DINING POTENTIAL ANALYSIS

A downtown with a diverse mix of retail, dining, and entertainment options creates a destination, thereby drawing residents and visitors to the downtown and stimulating economic activity. Before making recommendations for the City of Peru, a market analysis of retail and dining was conducted. Because successful downtowns act as destinations by pulling people from the surrounding area, this analysis was performed based not on the downtown study area or Peru corporate limits, but instead, a 15-minute drive time to downtown Peru.

### DINING

Within a 15-minute drive time of Peru, an Esri Retail MarketPlace Profile indicates more than \$6.3 million in annual leakage in the restaurant market<sup>1</sup>. In other words, residents are leaving Peru and the surrounding area and spending \$6.3 million each year on dining. Complementing this data is additional data from an Esri Restaurant Market Potential report that shows residents in the 15-minute drive time area go out to eat as often as the average American and spend 18% more than the average American on dining each month<sup>2</sup>. Additionally, the same report indicated that residents are regularly driving more than 20 minutes from Peru for dining options.

The data above illustrates that there is a demand in Peru for more dining options and there is clear market

potential. This market potential creates an opportunity for the development of local restaurants to not only meet the demands of residents of Peru but also be a draw from outside the city.

### RETAIL

An Esri MarketPlace Profile indicates large leakages in retail including more than \$11.8 million at health and personal care stores, more than \$8.7 million at clothing and accessories stores, and more than \$36.4 million at general merchandise stores<sup>3</sup>. Additionally, community residents track near the national averages when it comes to spending on clothing, electronics, and home improvements, indicating that there is not a lack of demand relative to other communities.

There is clearly a demand in Peru and the surrounding area for retail that is not being met locally. Local retailers face steep competition from online retailers who can buy in bulk and price items lower than local retailers. This competition exacerbates the importance of downtown traffic to drive business. To strengthen downtown retail, it is important to have complementary businesses and activities like dining and entertainment options. A strong and diverse downtown that is a true regional destination will help strengthen retail. Local retailers also have seen success in positioning themselves as niche and providing an experience that cannot be replicated online or at a big box store. As retail is further developed in Peru's downtown it is important to maintain a diverse and complementary mix of businesses.

<sup>1</sup> Esri MarketPlace Profile, 15-Minute Drive Time from Peru, IN.

<sup>2</sup> Esri Restaurant Market Potential, 15-Minute Drive Time from Peru, IN.

<sup>3</sup> Esri MarketPlace Profile, 15-Minute Drive Time from Peru, IN

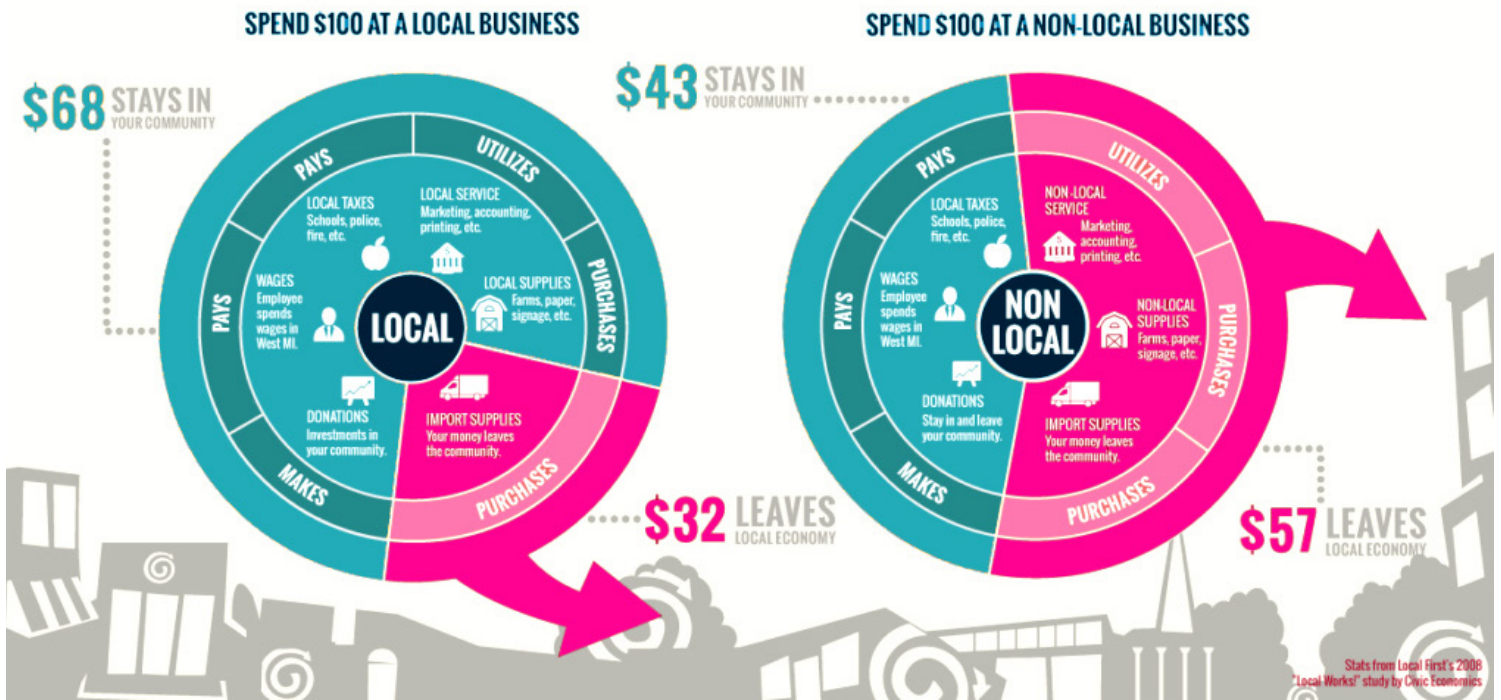
# RECOMMENDATIONS

## KEEPING DOWNTOWN OWNERSHIP LOCAL IS KEY (WITH GRAPHIC)

Local ownership of businesses and restaurants in the downtown is key to growing the local economy. For example, if a chain restaurant was to locate in downtown Peru, much of the profit generated from that restaurant would leave Peru. A portion of the profit would go to paying local workers, but much of the profit would leave Peru, going back to the company's headquarters to pay leadership or pay for other services. As a result, the money Peru residents earned and used to purchase goods or services would leave Peru and be spent in another city's economy.

Keeping business ownership local is a virtuous cycle. The more that is spent at local businesses, the more other local businesses benefit. This is because as profit is generated from a locally owned business, the profit not only goes to paying local employees, but since the owner is a local resident, the money stays in the community. Naturally, the local business owner is more likely to buy goods and services in Peru and support other locally owned businesses. Additionally, local businesses are more likely to buy goods and services from local firms. Large chains have established national supply chains and are far less likely to purchase locally.

### WHY BUY LOCAL?



Source: Local First's 2008 "Local Works" study by Civic Economics





# CHAPTER 04

## PUBLIC INPUT

## INTRODUCTION

The planning process included four different kinds of public engagement in order to cast a wide net for input and feedback related to existing downtown conditions and programming as well as future development and recommendations—the establishment and regular meeting of a Downtown Revitalization Planning Committee, the creation of a website, implementation of a public survey, and a public open house.

## DOWNTOWN REVITALIZATION PLANNING COMMITTEE

The Downtown Revitalization Planning Committee (DRPC) was comprised of the following members:

- **Mayor Miles Hewit**, City of Peru
- **Betsy Edward-Wolfe**, City Council
- **Susan Rylands**, City Clerk Treasurer
- **Jill Miles**, F.C. Tucker Miles Realty
- **Sandy Chitum**, Miami County Chamber of Commerce
- **Katie Day**, 2 Days Boutique Owner
- **Terry Smith**, National Builders Insurance
- **Dee Dee Richards**, D.R. Indiana Realty, LLC
- **Kathleen Plothow**, City Council
- **Mark Demchak**, Miami County YMCA
- **Cassidy Miles**, F.C. Tucker Miles Realty
- **Brooke Robertson**, Miami County Economic Development Authority
- **Jim Tidd**, Miami County Economic Development Authority

The DRPC met four times throughout the planning process—three times in-person and one time virtually. A list of the specific meeting dates and summaries of topics discussed are outlined below:

- **Workshop No.1: September 28th, 2021**  
Visioning Workshop

- **Workshop No.2: October 27th, 2021**  
Public Input/Economic Development
- **Virtual Meeting: November 17th, 2021**  
Draft Recommendations
- **Virtual Meeting: March 17th, 2022**  
Final Recommendations

The first workshop included discussion about the existing identity of downtown Peru as well as what committee members want Peru to be known for in the future. A mapping exercise identified areas of downtown Peru that have recently seen positive change as well as those area that need investment. Finally, images of the existing downtown conditions were reviewed with a critical eye for potential areas of improvement.

The second workshop reviewed a first assessment of the facade study area, early analysis of the public survey feedback, and initial economic vitality findings. The Public Input, Facades, and Economic Development chapters expand on these topics. The meeting concluded with early visioning concepts based around consensus from the DRPC on the three categories outlined on the opposite page.



The committee met four times during the process.



**What we love about downtown Peru:** Peru has friendly people and a small-town feel that was described as “unmatched” by one committee member who was new to town. When facing current challenges as many small towns are, the community is resilient and tends to pull together to move onward and upward. The neighborhoods and downtown district are safe and walkable, which promote a high quality of life.



**What's going well:** Peru has worked hard to develop programming throughout the year. The newly established Second Saturdays and German-themed Christmas fair have successfully enticed more residents to come downtown. Furthermore, a new, spring art festival is currently in the works. The recent renovation of 1 South Broadway and establishment of 2 Days Boutique has breathed new life into a row of buildings that had set empty for years. Additionally, a tax-abatement incentive from the city was just the motivation two couples needed to invest in a new restaurant and brewing company north of the square—7 Pillars Brewing Co. opened in July of 2021. Earlier in the summer, a canoe-kayak rental service, Waapaahsiki Outfitters, opened in the McClure’s Orchard and Winery Toll House offering trips on the Wabash River. Finally, walkability has improved as expansions of the Riverwalk trail have been opened in the last several years.



**What we'd like to change:** Recurring themes that rose to the top in this category were a need for increased riverfront activity, more visible identity and cultural heritage pieces, more downtown housing options, more destination dining options, and an investment in downtown infrastructure and aesthetics whether that be facades, streetlights, streetscape, or trail connectivity. Detailed minutes from these workshops can be found in the appendix.



## WHAT WE LOVE ABOUT PERU

- The people!
- Welcoming
- Resilient
- Small town feel
- Walkable
- Easy-going/Safe

## WHAT'S GOING WELL/RECENT WINS

- Building Rehab
- Downtown Events
- Walkability
- Riverfront Activity

## WHAT WE'D LIKE TO CHANGE

- Riverfront Access
- Downtown Housing
- Building Improvements
- Tourism/Events
- Cultural Heritage
- Gathering Space
- Trail Connectivity
- Street Light Solution
- Destination Dining

## PUBLIC SURVEY

A 19-question on-line survey was made available to the public via social media and the website from early-October to mid-November. 306 responses were received in five weeks. Questions were focused to first gain a better understanding of the demographic responding and secondly to help determine priorities of the participants regarding the present conditions as well as the future outlook for downtown Peru.

Questions were focused to first gain a better understanding of the demographic responding and secondly to help determine priorities of the participants regarding the present conditions, as well as the future outlook, for downtown Peru. Select survey results are illustrated below—full survey results can be found in the appendix.

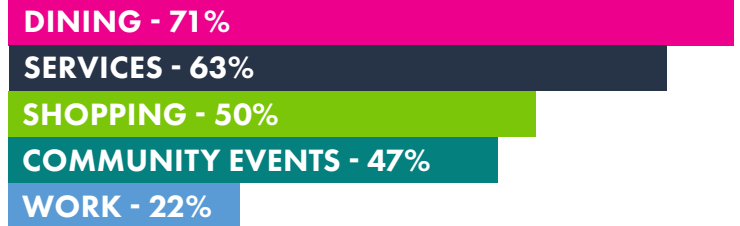
### 1: WHERE DO YOU LIVE?



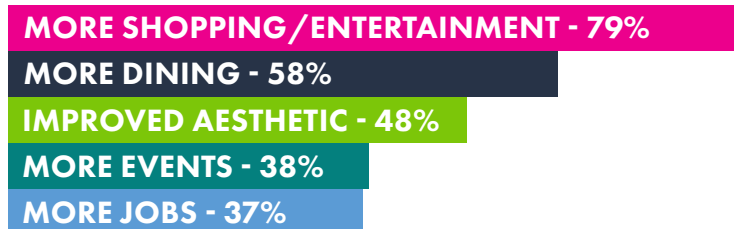
### 2: ARE YOU A DOWNTOWN BUSINESS OWNER?



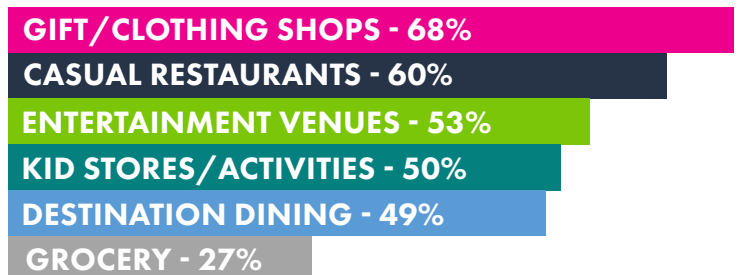
### 3: WHAT DO YOU GO DOWNTOWN FOR CURRENTLY?



### 4: WHAT DO YOU WISH WAS OFFERED OR IMPROVED ON DOWNTOWN?



### 5: WHAT TYPE OF BUSINESSES WOULD YOU LIKE TO SEE MORE OF DOWNTOWN?



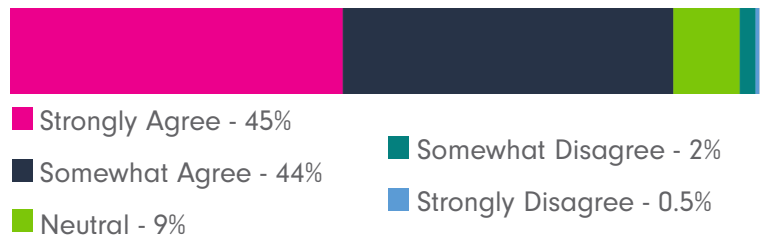
**306  
Survey  
Responses!**



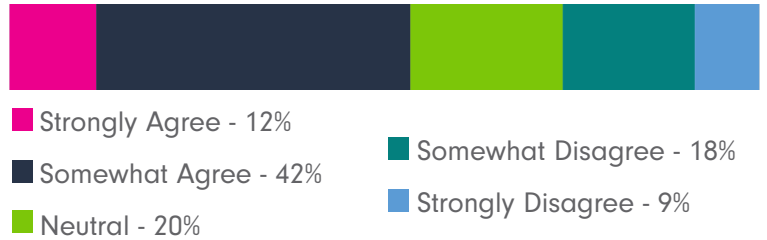
**WHAT WE HEARD FROM THE SURVEY**

- **More retail/dining**
- **More entertainment**
- **Downtown Housing**
- **Public space**
- **Investment in aesthetics-facades, streetscape, and gateways**

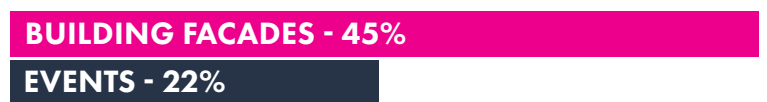
**6: DO YOU FEEL DOWNTOWN IS SAFE?**



**7: DO YOU FEEL THAT IT IS USUALLY CONVENIENT TO PARK DOWNTOWN?**



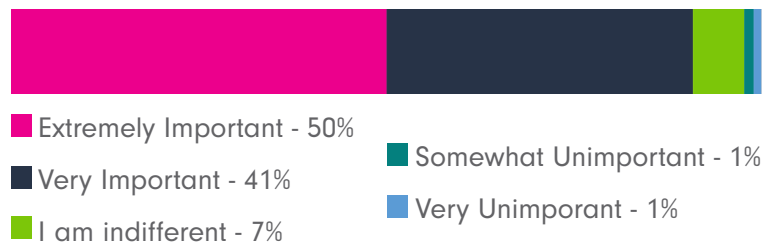
**8: DOWNTOWN MOST NEEDS TO IMPROVE....**



**9: I WOULD LIKE TO SEE MORE OF THE FOLLOWING IN DOWNTOWN....**



**10: HOW IMPORTANT IS DOWNTOWN REVITALIZATION?**



## **PUBLIC SURVEY KEY TAKEAWAYS**

After reviewing the survey results, key take aways are summarized below:

### **RESIDENTS WANT TO SHOP AND EAT LOCALLY**

The highest rated answers for what people would like to see improved or change downtown were “More Shopping and Entertainment Options” and “More Dining Options”. Likewise, when asked what specific businesses they would like to see more of downtown, “Gift and Clothing Stores”, “Casual Restaurants”, and “Entertainment Venues” were again the top three selections with “Kid’s Stores” and “Destination Dining” closely behind as the top fourth and fifth selections.

Peru residents want to eat and shop locally, but many are driving out of town to find a better variety of options—some even as much as 45-miles to eat at the Angry Donkey Restaurant & Pub in Michigantown as one example. Peru has seen several new restaurant and boutique shops open downtown in recent years; however, there is a demand for more.

### **PROGRAMMING IS WORKING**

47% of survey respondents said community events like the First Friday’s and Farmer’s Market are the reason they come downtown. This type of programming takes funding, organization, and effort, but it is clearly an effective way to bring people downtown who wouldn’t otherwise have a reason to make the trip. Furthermore, 35% of respondents said they would like to see more programming and events downtown.

### **PRIORITIZE PLACES FOR PEOPLE, NOT CARS**

Combined, more than 47% of respondents said walking and biking are their main modes of transportation downtown. Prioritizing the pedestrian and bicyclist over the car when making future development decisions downtown would be a worthwhile effort. Wide sidewalks, more pedestrian space, safe street crossings, bike lanes and trail connections into and through downtown would encourage more pedestrian and bicycle activity. Which, in turn, could benefit store owners as vehicles moving at a high rate of speed are difficult to entice into a store, but the slower a wallet passes by, the more likely it is to open. Additionally, 62% of respondents were either neutral or agreed that parking is usually convenient downtown, which indicates parking is adequate.

### **RESIDENTS WANT TO LIVE DOWNTOWN**

Over 50% of respondents said there were not enough housing options in downtown Peru. The new 170-unit development that is underway just west of the study area will certainly increase the availability of single-family housing options directly adjacent to downtown. Apartments and condos within the second and third stories of existing buildings along Main Street would provide an alternative housing option for those wanting to live near their downtown places of employment.

## CAPTURE THE WEEKEND MORNING CROWD

When asked why people come downtown currently, multiple responses mentioned “church” or “worship”. There are four churches on the edge of the study area that draws people downtown regularly for worship services and other events. There could be opportunities to capture this weekend morning crowd with breakfast or brunch options and occasionally accommodating store hours.

## INVEST IN DOWNTOWN FACADES AND PUBLIC SPACES

90% of respondents rated the importance of downtown revitalization as either “important” or “extremely important”. People want to be proud of where they live—Peru residents are no different. They understand the value a vibrant downtown can bring to their quality of life. “Downtown Facades” was the highest rated answer for “What needs most improved downtown?”. 92% of respondents rated the establishment of a riverfront public space as either “important” or “very important”. These overwhelmingly supportive responses indicate the community is ready to see some major improvements in the downtown district. Furthermore, the fact that respondents were open to a variety of different financing methods indicates they would be supportive of the community allocating tax dollars to the effort.



*Downtown Peru is active on Sunday mornings with the church-goers attending the many beautiful churches within the area.*

## PUBLIC OPEN HOUSE KEY TAKEAWAYS

A public open house was held at 7 Pillars Brewing Company in downtown Peru on February 7th, 2020. Downtown business owners and interested tenants were asked to attend early to discuss facades in more detail with the architecture team. A presentation of the draft goals, strategies, and recommendations within the plan was given to the public later in the evening followed by an open house format with time for question and answers.

Key questions and comments from the public open house are summarized below:

40+  
Attendees!



## HOTELS/LODGING

The discussion of downtown hotels and lodging came up a few times throughout the evening. One attendee expressed a desire to host conferences and seminars downtown, but couldn't find the available beds to make this type of event work. More lodging within convenient walking distance to downtown restaurants and shops is desired.

## PARKING

Two attendees expressed concerns about downtown parking for business owners, employees, and patrons. This was the first time parking had come up during the course of this study as a potential topic of concern. Two efforts being discussed to develop additional parking spots may address the concerns with the lack of parking downtown. The old jail location could potentially provide 20+ parking spaces when that building is removed and the Peru Tribune building will have a lot that could share 10+ parking spots in the evenings.

## PUBLIC RESTROOM

The desire for a public restroom downtown was also expressed at this meeting. This type of amenity would

allow people to stay downtown for longer lengths of time, especially those with families or small children. Working this into a future downtown public space would be ideal.

## MUNICIPAL CAMPING

One attendee expressed the desire to see more municipal camping options along the riverfront. This type of activity has become more popular in recent years with the pandemic forcing people to look for more outdoor recreation opportunities. With the Wabash River, adjacent Nickel Plate Trail, recreational opportunities along the Riverwalk, and downtown eateries, municipal camping could be successful within the city limits. It was also communicated that new camping facilities are proposed north of town.

## AVAILABLE BUILDINGS

Multiple individual attended the open house simply because they were interested in either starting a new downtown business or purchasing a downtown building. Requests were made for more available information regarding the current availability of downtown buildings as the on-line resources now are



The public open house was well attended by committee members, downtown business owners, downtown building owners, and engaged citizens.



AXIS Architects met with building and business owners to review their goals and needs for their existing facades.

more focused on industrial buildings. Local realtor's may be able to assist with making specific downtown resources available on-line. These resources could be connected with small business toolkits.

Participants had an opportunity to write-in suggestions for the plan—a summary of those suggestions are shown below:

- Restaurants (Italian/Seafood/Bagel/BBQ)
- Roller Skating Rink
- Bowling Alley
- Downtown housing/loft living
- Grocery Store
- UPS Store
- Flag with lights
- Outdoor seating areas
- More downtown jobs
- Opportunities for owners to get together/ support each other
- Public Restroom
- Parking



Representatives from HWC presented the draft plan goals, strategies, and recommendations to attendees.







# CHAPTER 05

FACADES

# PROJECT RECOMMENDATIONS



## INTRODUCTION

The recommendations for the buildings involve the creation of facades that are as sympathetic to the street character, while maintaining economic viability. The main goal of the recommended improvements is to return the facades to their historic level of intricate detail. Most of the historic fabric is intact, and can be returned to a condition resembling its original historical character.

The restoration proposes a majority of the changes be at the street level: adding windows and storefront with new material modeled after the original facade, construction of new canopies that work more per individual facades, stripping and tuckpointing of the brick and restoration of historic cornices.

The overall goal of these recommended improvements is to create a focal point in Peru that speaks to its history and preserve its character for future generations.

The facade study and recommendations are based on the following assessments:

## **FIELD DOCUMENTATION:**

Visual examination and photography of individual buildings along S. Broadway within the bounds of W Main St to the north and Canal St to the south.

## **HISTORIC RESEARCH:**

Collection of historic information from a variety of sources, including images provided by the Indiana Historical Society.

## **TECHNICAL EVALUATION:**

Examination of the current condition of buildings compared to the historic character, which the study seeks to restore.

# PROJECT RECOMMENDATIONS

## DESIGN:

Creation and presentation which show the collection of facades with historic features returned. Buildings which are not historically significant, proposed to be modified so as to make them contribute to the new streetscape.

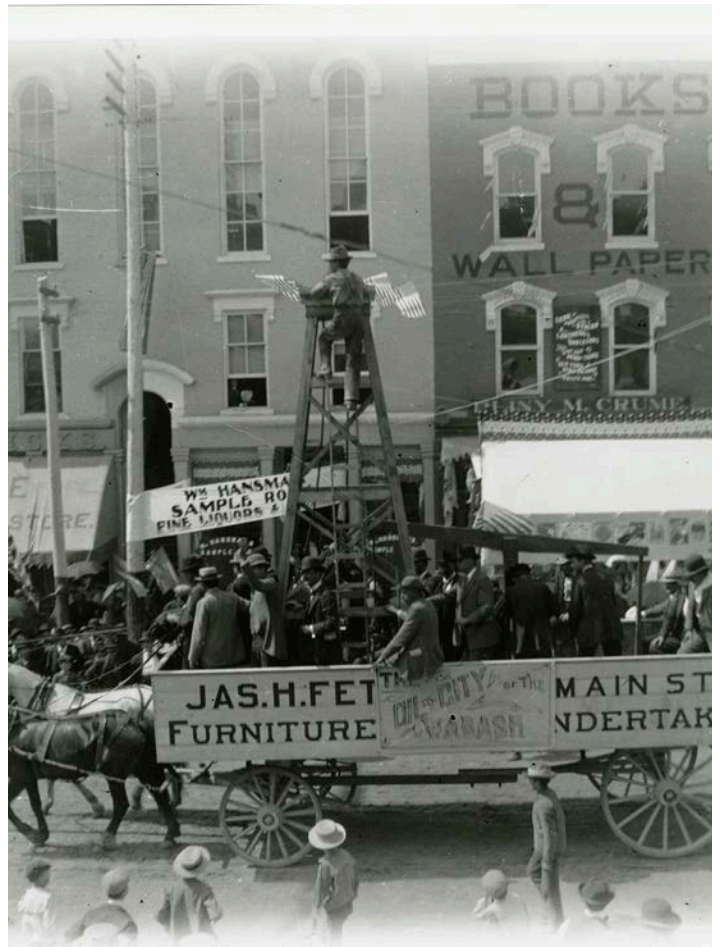
## COST MODELING:

Construction costs are applied to each individual building based on observation of existing conditions and assumptions to arrive at a total estimated renovation cost for the work recommended.

## FINAL DOCUMENT:

The final package of information is organized so that the overall magnitude of the project can be understood at the civic level, while individual building costs can be easily isolated for use by building owners.





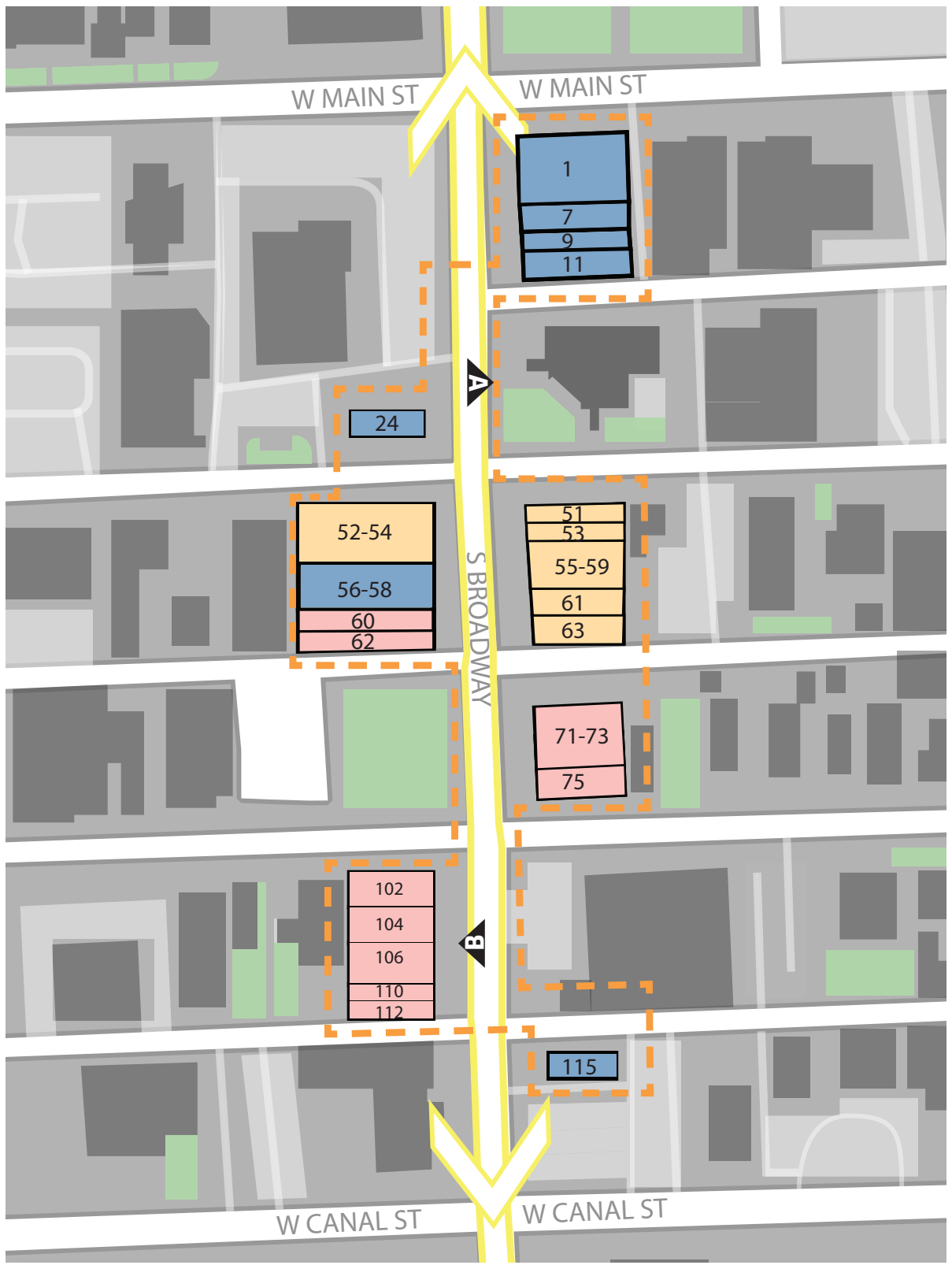
# SITE STUDY LOCATION: ON SOUTH BROADWAY BETWEEN W MAIN ST AND CANAL ST



## Peru Facade Study



# SITE MAP OF AREA- LOCATION OF BUILDING



**A**

## ELEVATION [A]: SOUTH BROADWAY-EAST

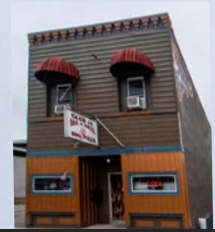


## EXISTING CONDITION SOUTH BROADWAY-EAST



## PROPOSED CONDITION SOUTH BROADWAY-EAST





**B**

## ELEVATION [B]: SOUTH BROADWAY-WEST



## EXISTING CONDITION SOUTH BROADWAY-WEST



## PROPOSED CONDITION SOUTH BROADWAY-WEST

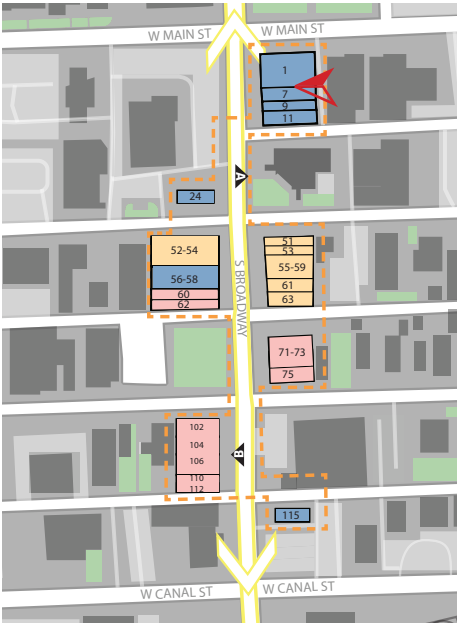




## IMPROVEMENT BREAK DOWN:

1 South Broadway recently underwent major restoration efforts. The originally named 'Faulk Building' was constructed in 1897 in the Italianate style. At the time of documentation, the exterior façade appears to have had most of the exterior masonry repaired and repainted. A restored cornice, masonry detailing and restored Italianate Pediment are recommended to complete the historic restoration.

Replacement of existing windows to insulated glazing and new doors are recommended.



## IMPROVEMENT COST:



Window Prep/blocking/installation =	\$ 6,000
New Insulated Window =	\$ 22,050
New Doors (2) =	\$ 4,300
Brick/Wood Paint =	\$ 268
Decorative Masonry/Pediment Repair =	\$ 12,000
New Brick =	\$ 4,288
Metal Coping =	\$ 1,400
<b>TOTAL =</b>	<b>\$50,306</b>

# 1 S BROADWAY, PERU



**2 DAYS BOUTIQUE**

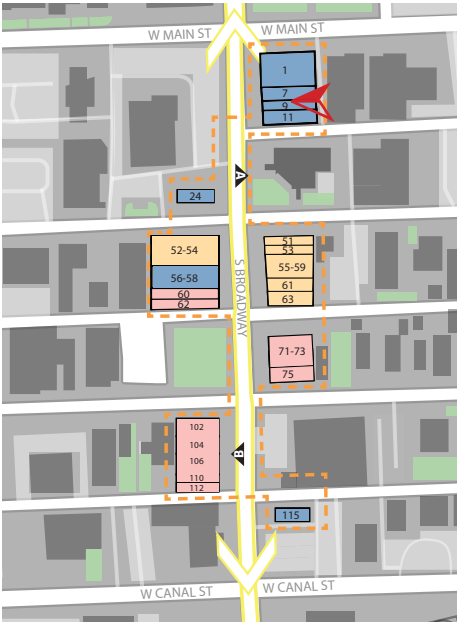
**JULI FELLER STUDIOS**



## IMPROVEMENT BREAK DOWN:

9 South Broadway recently underwent major restoration efforts. At the time of documentation, the exterior façade appears to have had most of the exterior masonry repaired and repainted. A restored cornice, masonry detailing and restored Italianate bracket details are historically accurate.

Replacement of existing windows and doors to insulated glazing is recommended.



## IMPROVEMENT COST:

Window Prep/blocking/installation =	\$ 1,800
New Insulated Window =	\$ 6615
New Doors =	\$ 4,300



**TOTAL = \$ 12,715**

## 9 S BROADWAY



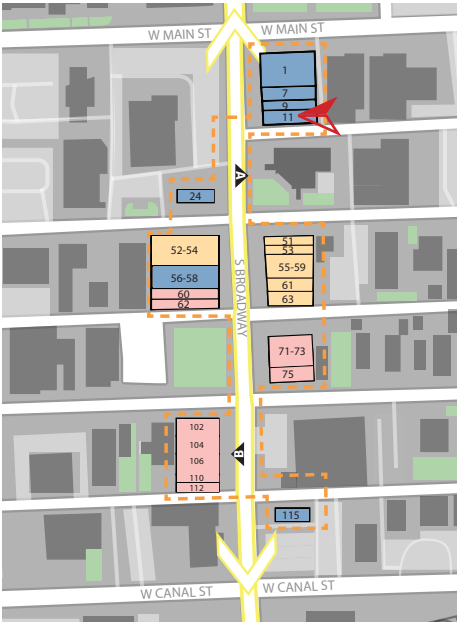
## THE GLASS GRAMMY



## IMPROVEMENT BREAK DOWN:

11 South Broadway maintains many of the design elements of the original building. There have modifications and repairs that deviate from the original, mainly an EIFS finish has been applied over the original limestone façade and the original window openings have been reduced in size with infill and EIFS finish. The modifications are not a significant deviation from the original Italianate style and most ornamentation and elements have been retained.

Replacement of existing windows to insulated glazing, tuckpointing of existing masonry, and repainting the underside of the cornice and portions of applied EIFS where paint is deteriorating is recommended. Removal of existing windows, infill, and EIFS finish could be achieved to restore fenestration and storefront to its original condition\*.



## IMPROVEMENT COST:

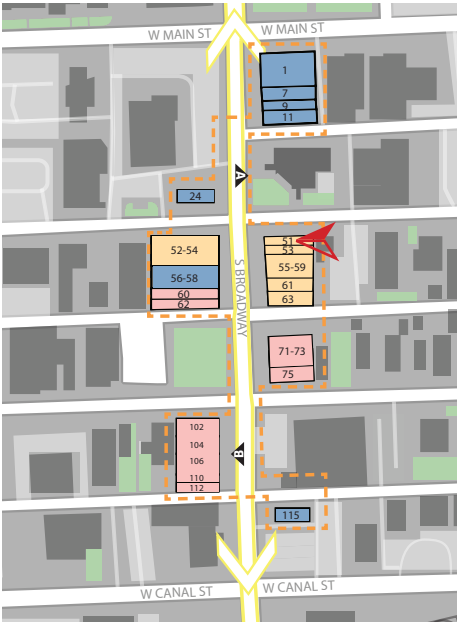
Window Prep/blocking/installation =	\$ 2,100*
New Storefront =	\$ 26,450*
New Insulated Window =	\$ 4,675*
New Doors (3) =	\$ 19,350*
Brick/Wood Paint =	\$ 592
Tuckpointing =	\$ 6,364
Awnings	
<b>TOTAL =</b>	<b>\$ 59,531*</b>



## 11 S BROADWAY



## PAT ROBERTS ATTORNEY AT LAW



51 South Broadway should receive significant modifications to restore the original historic qualities. The façade has been cladded over with faux shingles and stone. Removal of these applications will expose the original brick façade. The condition of the existing brick will need to be assessed to provide cost estimate. Estimate below accounts for assumption of 50% of existing façade requiring tuck pointing. This number could be less if existing brick is determined to be in good shape.

Removal of existing windows, infill, and shingle finish could be achieved to restore fenestration and storefront to its original condition. Estimate below includes Main Street and East 3rd Street Facades.

### IMPROVEMENT COST:

Demo =	\$ 63,710
Window Prep/blocking/installation =	\$ 2,100
New Storefront =	\$ 1,552
New Insulated Window=	\$ 14,025
New Doors =	\$ 2,150
Metal Coping =	\$ 1,806
Tuckpointing =	\$ 23,811
<b>TOTAL =</b>	<b>\$ 109,154</b>



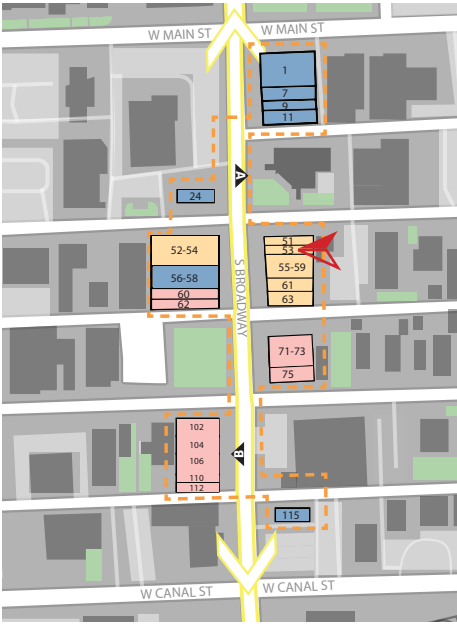
**STUDIO IMPULSE**



## IMPROVEMENT BREAK DOWN:

53 South Broadway should receive significant modifications to restore the original historic qualities. The façade has been cladded with stucco. Removal of the stucco will expose the original brick façade. The condition of the existing brick will need to be assessed to provide cost estimate. Estimate below accounts for assumption of 50% of existing façade requiring tuck pointing. This number could be less if existing brick is determined to be in good shape\*.

Removal of existing windows, installation of insulated glass and the installation of a new awning that replicates the historical awnings is recommended.



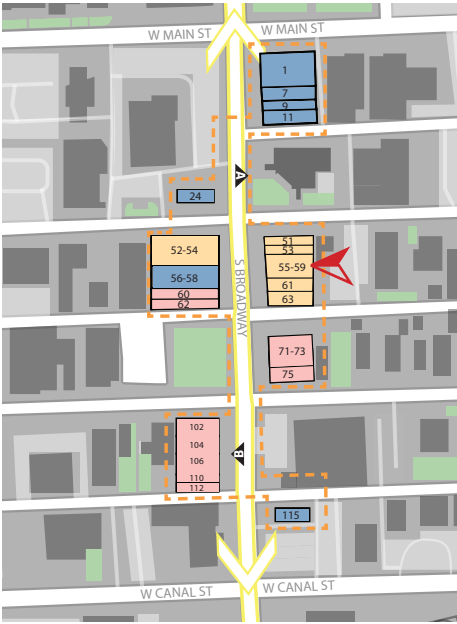
## IMPROVEMENT COST:

Demo =	\$ 12,650
Window Prep/blocking/installation =	\$ 600
New Insulated Window =	\$ 1,854
New Doors =	\$ 2,150
Metal Coping =	\$ 322
Tuckpointing =	\$ 4,945*
Awning Demo =	\$ 431
Cloth Canopy =	\$3,750
<b>TOTAL =</b>	<b>\$ 26,702</b>

## 53 S BROADWAY



## MENS CLASSIC CUTS



55 & 59 South Broadway maintain many of the original historical character. A portion of 55 South Broadway's façade has been cladded over with stucco and historical treatments have been removed. Removal of the stucco will expose portions of the original façade. New façade elements present at 59 South Broadway will need to be constructed to bring back the original historical character. The condition of the existing facade will need to be assessed to provide cost estimate. Estimate below accounts for assumption of 50% of existing façade requiring tuck pointing. This number could be less if existing brick is determined to be in good shape\*.

Removal of existing windows, installation of insulated glass, storefront and the installation of a new awning that replicates the historical awnings is recommended. New pilasters and molding to replicate 59 South Broadway should be applied to 55 South Broadway to bring back historical building elements.

### IMPROVEMENT COST:

Demo =	\$ 12,995
Window Prep/blocking/installation =	\$ 2,100
New Storefront =	\$ 9,545
New Insulated Window =	\$ 8,334
New Doors(3)=	\$ 6,450
Tuckpointing, New Facade =	\$ 31,680*
Awning Demo =	\$ 1,265
Cloth Canopy =	\$ 10,750
<b>TOTAL =</b>	<b>\$ 83,119</b>



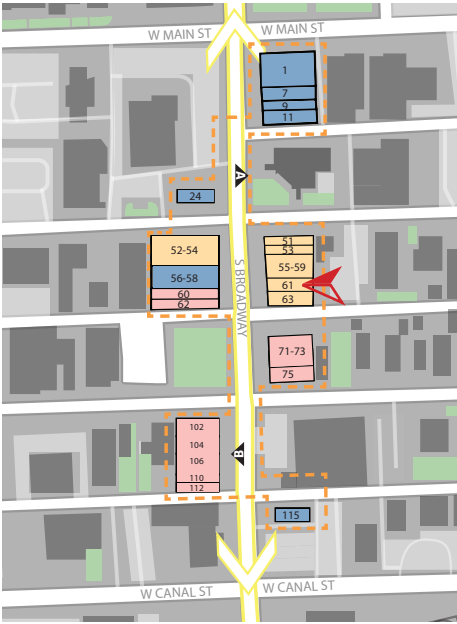
**TIM / ANTHONY SPAHR**



## IMPROVEMENT BREAK DOWN:

61 South Broadway should receive significant modifications to restore the original historic qualities. The façade has been cladded with faux stone and wood siding. Removal of the stone and siding will expose the original brick façade. The condition of the existing brick will need to be assessed to provide cost estimate. Estimate below accounts for assumption of 50% of existing façade requiring tuck pointing. This number could be less if existing brick is determined to be in good shape\*.

Removal of existing windows, installation of new brick to match the existing and the installation of insulated glass and the installation of a new awning that replicates the historical awnings is recommended.



## IMPROVEMENT COST:

Demo =	\$ 20,987
Window Prep/blocking/installation =	\$ 600
New Insulated Window =	\$ 2,409
Tuckpointing, New Facade =	\$ 31,680*
Awning Demo =	\$ 1,265
Cloth Canopy =	\$ 4,730
<b>TOTAL =</b>	<b>\$ 61,671</b>





## 61 S BROADWAY



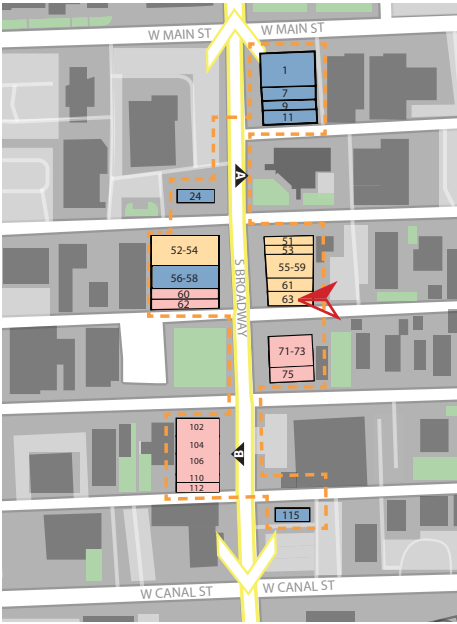
## SHEER FANTASY



## IMPROVEMENT BREAK DOWN:

63 South Broadway has maintains many of the original historic qualities. Removal of existing storefront and stone applications at the street level is recommended to bring the façade back to the original condition.

Repair of the deteriorated brick cornice, new metal coping and new insulated glass windows are recommended for the second floor.



## IMPROVEMENT COST:

Demo =	\$ 11,414
Window Prep/blocking/installation =	\$ 1,200
New Storefront =	\$ 6,210
New Insulated Window =	\$ 3,210
New Door (2) =	\$ 4,300
Decorative Masonry Repair =	\$ 17,200
Tuckpointing, New Facade =	\$ 430
Awning Demo =	\$ 704
Cloth Canopy =	\$ 5,268
<b>TOTAL =</b>	<b>\$ 49,936</b>

**63 S BROADWAY**



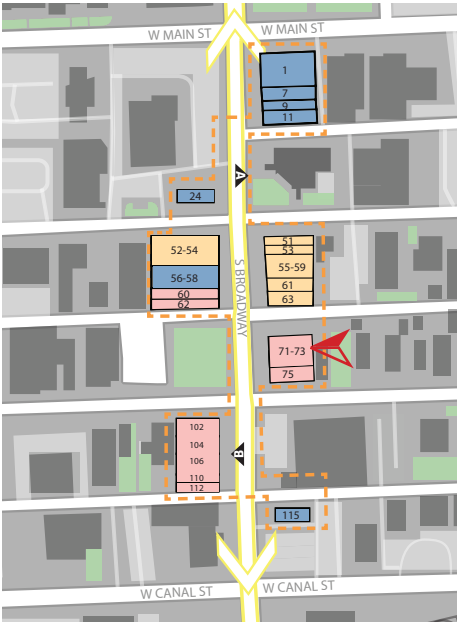
**DILLINGERS**



## IMPROVEMENT BREAK DOWN:

71 & 73 South Broadway maintains many of the original historic qualities but is in major need to repair. Removal of portions of the now demolished façade to the north will require structural shoring and replacement of new face brick along the entire north façade. This cost would not likely be covered in the Main Street Revitalization Grant. The existing brick facing Broadway requires tuck pointing. The coping and decorative brick at the cornice needs repair with some masonry replacement. The existing storefront and columns are in good shape and are close to the original historical design intent.

Removal the existing awning and signage is recommended. A new awning should be installed that replicates the historic cloth awning. The existing second floor windows are boarded up. New insulated glass windows should be installed.



## IMPROVEMENT COST:

Removal of existing paint =	\$ 4,280
Window Prep/blocking/installation =	\$ 1,800
New Insulated Window =	\$ 7,938
Decorative Masonry Repair =	\$ 51,600
Tuckpointing, New Facade =	\$ 23,435
Metal Coping =	\$ 903
Awning Demo =	\$ 1,207
Cloth Canopy =	\$ 9,030
Painting =	\$ 1,600
<b>TOTAL =</b>	<b>\$ 101,793</b>

**71 & 73 S BROADWAY**



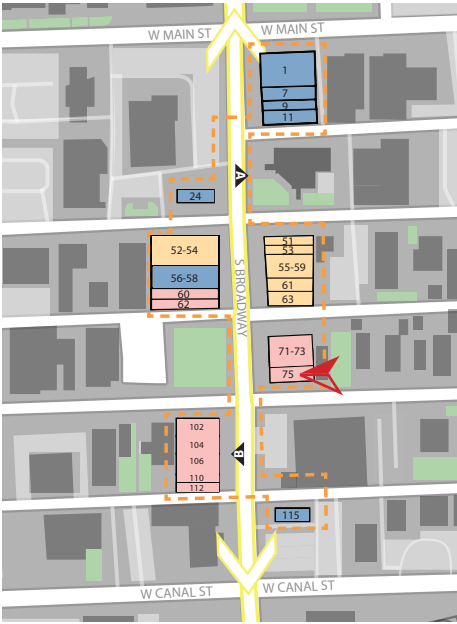
**A TO Z FIREWORKS**



## IMPROVEMENT BREAK DOWN:

75 South Broadway should receive significant modifications to restore the original historic qualities. Portions of the façade show significant deterioration and will need repaired. The condition of the existing brick will need to be assessed for tuckpointing to provide cost estimate\*.

It is recommended to remove and replace existing awning. Extensive repair or replacement of wood pediment detailing is recommended. Removal of existing windows and infill could be achieved to restore fenestration to its original condition. Estimate below includes Broadway Street façade only.



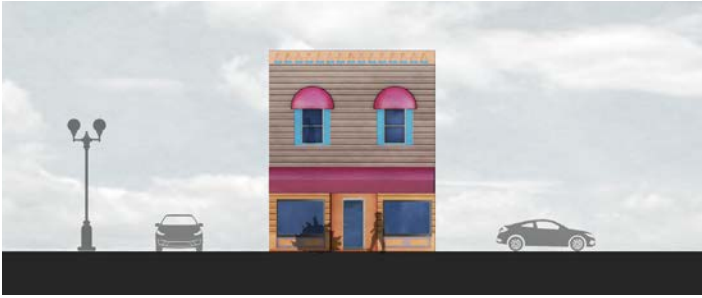
## IMPROVEMENT COST:

Removal of existing paint =	\$ 2,365
Window Prep/blocking/installation =	\$ 900
New Insulated Window =	\$ 3,969
New Door =	\$ 2,150
Metal Coping =	\$ 484
Tuckpointing =	\$ 11,954*
Decorative Masonry/Pediment Repair =	\$ 6,450
Awning Demo =	\$ 647
Cloth Canopy =	\$ 4,837
Painting =	\$ 884
<b>TOTAL =</b>	<b>\$ 34,640</b>

**75 S BROADWAY**



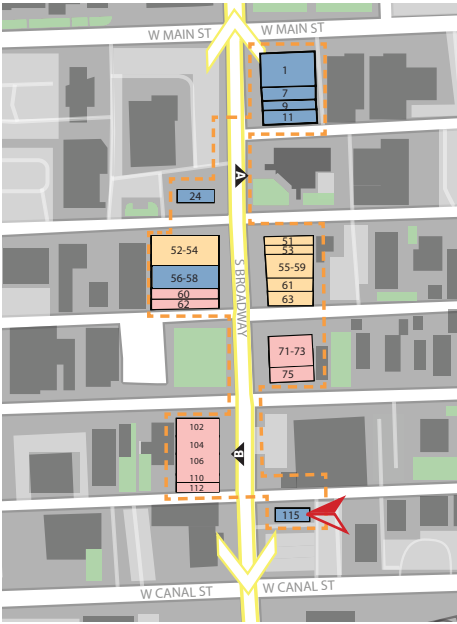
**H & R BLOCK**



## IMPROVEMENT BREAK DOWN:

115 South Broadway has recently been clad with modern material finishes and it is difficult to assess the original finishes. No historical photographs were located showing the original façade. The building with its current finishes appears to be in good shape. It is recommended that portions of the modern finishes be removed to assess the condition of the original façade. An estimate for the extent of repair of the historical façade could not be made at this time.

Existing signage could be relocated to allow for the addition of an awning and new storefront and insulated glazing could be added to restore portions of the façade to its historical character.



## IMPROVEMENT COST:

Window Prep/blocking/installation =	\$ 600
New Storefront =	\$ 4,025
New Insulated Window =	\$ 2,382
New Door =	\$ 2,150
Cloth Canopy =	\$ 4,730

TOTAL = \$ 13,907



**115 S BROADWAY**



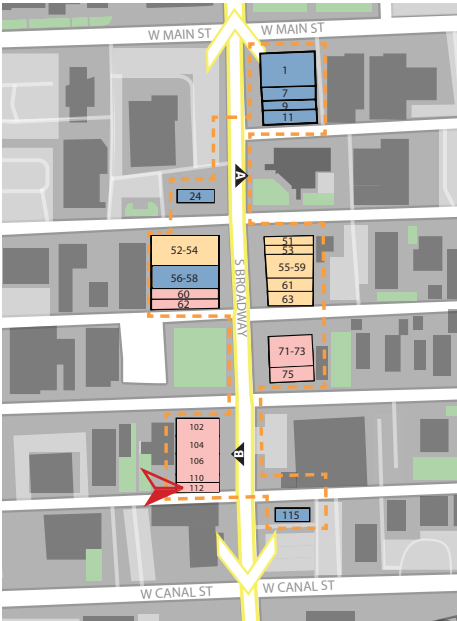
**CLUB 14 BAR AND GRILL**



## IMPROVEMENT BREAK DOWN:

112 South Broadway maintains many of its original historic qualities. The first floor of the façade has been cladded over with faux stone and historical treatments have been removed. The condition of the existing brick beneath will need to be assessed to determine scope of tuckpointing to provide cost estimate\*. The brick cornice requires some tuckpointing and new metal coping.

Removal of existing windows on the second floor and installation of new insulated glass fenestration is recommended. Estimate below includes Broadway Street façade only.



## IMPROVEMENT COST:

Demo =	\$ 9,344
Window Prep/blocking/installation =	\$ 900
New Insulated Window=	\$ 2,250
New Door =	\$ 2150
Metal Coping =	\$ 451
Tuckpointing =	\$ 3,526*
TOTAL =	\$ 18,621

**112 S BROADWAY**



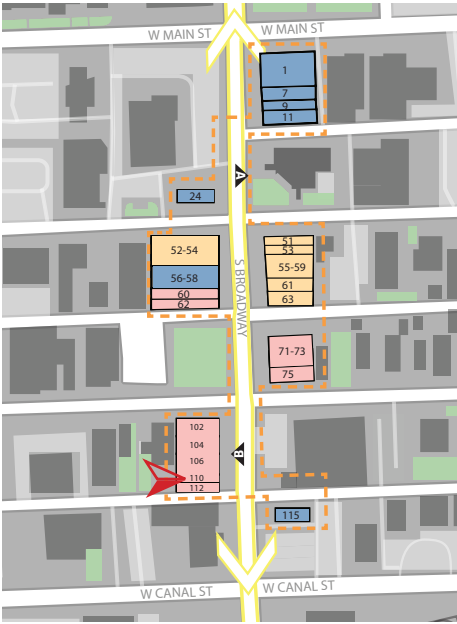
**THE BOARDWALK CAFE**



## IMPROVEMENT BREAK DOWN:

110 South Broadway maintains many of its original historic qualities. The first floor of the façade has been cladded over with faux stone and historical treatments have been removed. The condition of the existing brick beneath will need to be assessed for tuckpointing to provide cost estimate\*. The brick cornice requires some tuckpointing and new metal coping.

Removal of existing windows and infill on the second floor, installation of new insulated glass, and new awning are recommended.



## IMPROVEMENT COST:

Demo =	\$ 8,654
Removal of existing paint =	\$ 1,230
Window Prep/blocking/installation =	\$ 900
New Insulated Window =	\$ 4,101
Metal Coping =	\$ 408
Tuckpointing =	\$ 9,740*
Cloth Canopy =	\$ 4,085
<b>TOTAL =</b>	<b>\$ 29,118</b>

**110 S BROADWAY**



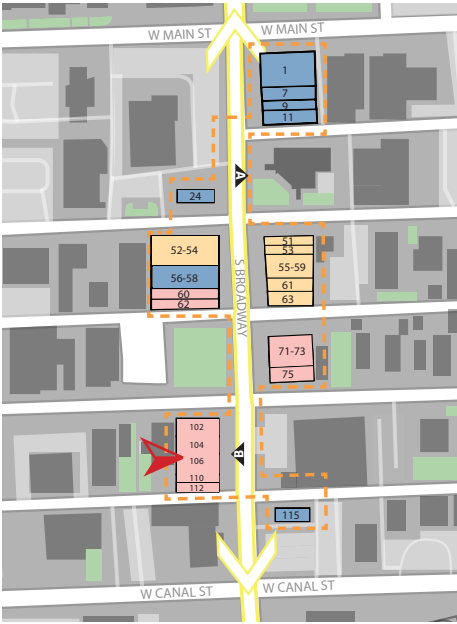
**GALLAHAN REAL ESTATE**



## IMPROVEMENT BREAK DOWN:

106 South Broadway maintains many of its original historic qualities. The first floor of the façade has been cladded over with wood siding and some historical treatments have been removed. The condition of the existing brick beneath will need to be assessed for tuckpointing to provide cost estimate\*. The existing brick requires tuckpointing and new metal coping.

Removal of existing windows on the second floor, installation of new insulated glass, new storefront, and new awning are recommended.



## IMPROVEMENT COST:

Demo =	\$ 18,112
New Storefront =	\$ 11,385
New Door =	\$ 2,150
Window Prep/blocking/installation =	\$ 1,800
New Insulated Window=	\$ 5,598
Metal Coping =	\$ 860
Tuckpointing =	\$ 19,802*
Cloth Canopy =	\$ 4,730
New Paint on Brick =	\$ 1,842
<b>TOTAL =</b>	<b>\$ 66,279</b>

**106 S BROADWAY**



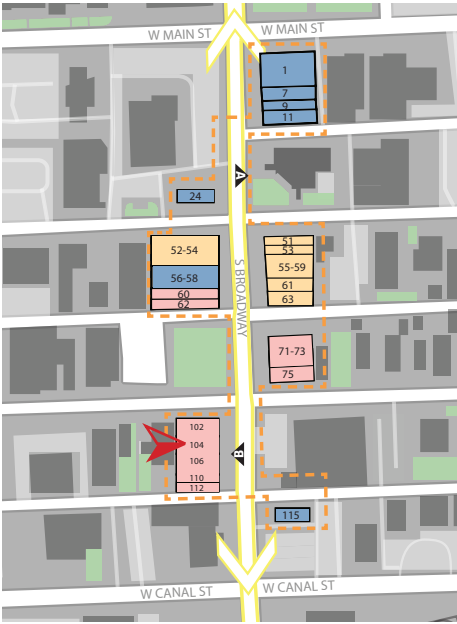
**NICKEL PLATE SALOON**



## IMPROVEMENT BREAK DOWN:

104 South Broadway maintains many of its original historic qualities. The first floor of the façade has been cladded over with limestone and some historical treatments have been removed. The condition of the existing brick beneath will need to be assessed for tuckpointing to provide cost estimate\*. The existing brick requires tuckpointing and new metal coping.

Removal of window infill, existing shutters on the second and third floor, installation of new insulated glass, new storefront, and new awning are recommended.



## IMPROVEMENT COST:

Demo =	\$ 6,354
Paint Removal =	\$ 2,343
New Storefront =	\$ 6,210
New Door (2) =	\$ 4,300
Window Prep/blocking/installation =	\$ 1,800
New Insulated Window =	\$ 8,820
Metal Coping =	\$ 559
Tuckpointing =	\$ 14,190
Cloth Canopy =	\$ 5,590
<b>TOTAL =</b>	<b>\$ 50,166</b>



**104 S BROADWAY**



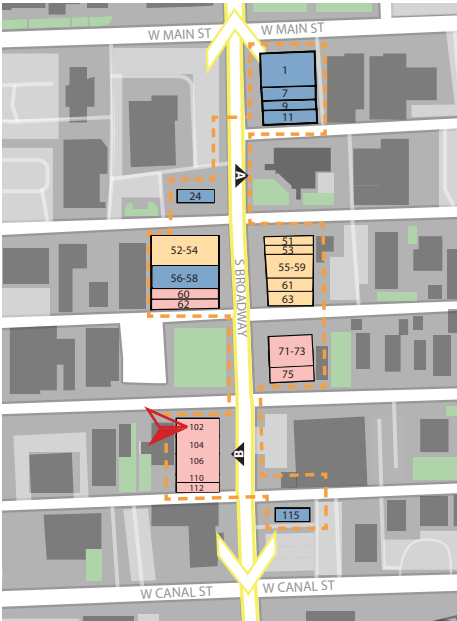
**BACK HOME PIZZA AND SUBS**



## IMPROVEMENT BREAK DOWN:

102 South Broadway needs major repair. The façade has been removed exposing the underlying brick, which is deteriorating.

Removal of existing vinyl siding, new metal coping, removal of existing windows, installation of new insulated glass, new storefront windows, and new awning are recommended.



## IMPROVEMENT COST:

Demo =	\$ 8,568
New Brick =	\$ 29,210
New Storefront =	\$ 9,200
New Door =	\$ 2,150
Window Prep/blocking/installation =	\$ 1,200
New Insulated Window =	\$ 4,320
Metal Coping =	\$ 602
Cloth Canopy =	\$ 6,020
<b>TOTAL =</b>	<b>\$ 61,270</b>

**102 S BROADWAY**



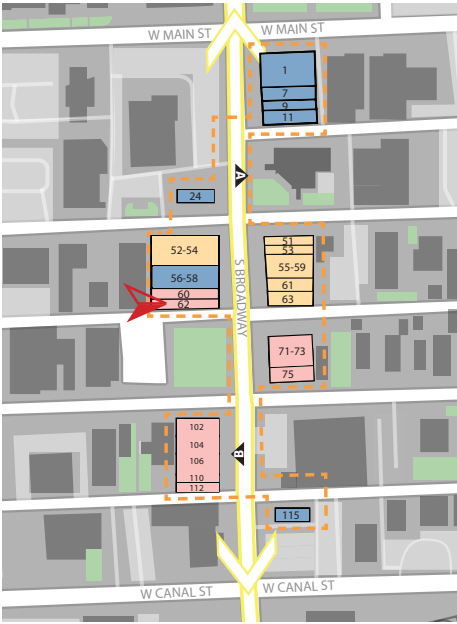
**HARD TIMES**



## IMPROVEMENT BREAK DOWN:

62 South Broadway maintains many of its original historic qualities and the façade is in good shape. The existing brick requires some tuckpointing and removal of paint.

Removal of window infill on the third floor, installation of new insulated glass and a new awning are recommended.



## IMPROVEMENT COST:

Paint Removal =	\$ 1,386
Window Prep/blocking/installation =	\$ 1,200
New Insulated Window =	\$4,056
Metal Coping =	\$ 344
Tuckpointing =	\$ 5,569
Cloth Canopy =	\$ 3,440
TOTAL =	\$ 15,995



**62 S BROADWAY**



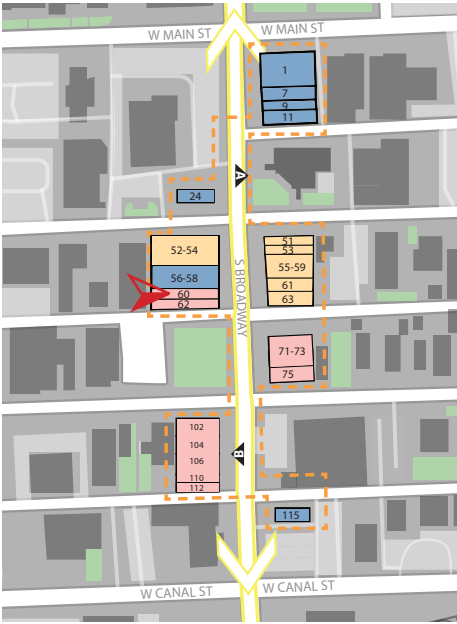
**LOVE YOUR HAIR**



## IMPROVEMENT BREAK DOWN:

60 South Broadway maintains many of its original historic qualities. The first floor of the façade has been cladded over with wood siding and stone so that some historical treatments have been covered over or removed. The condition of the existing brick beneath will need to be assessed for tuckpointing to provide cost estimate\*. The existing brick requires tuckpointing.

Removal of window shutters and infill on the second and third floor, installation of new insulated glass, new storefront windows, and new awning are recommended.



## IMPROVEMENT COST:

Demo =	\$ 5,893
Paint Removal =	\$ 1,600
New Storefront =	\$ 5,577
New Door =	\$ 2,150
Window Prep/blocking/installation =	\$ 1,800
New Insulated Window =	\$ 6,129
Metal Coping =	\$ 430
Tuckpointing =	\$ 5,418*
Cloth Canopy =	\$ 4,300
<b>TOTAL =</b>	<b>\$ 33,297</b>

**60 S BROADWAY**



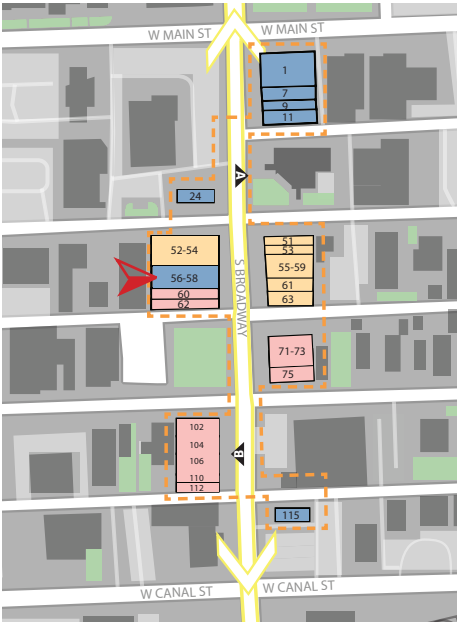
**THE SMOKE HOUSE**



## IMPROVEMENT BREAK DOWN:

56 & 58 South Broadway maintains many of its original historic qualities and is in excellent condition. No major restorations are needed.

It is recommended to check the existing metal coping at the cornice and verify the existing windows are insulated glass and in good shape. The price estimates listed below are replacement and repair estimate if the above-mentioned items need repaired or replaced. \*



## IMPROVEMENT COST:

Window Prep/blocking/installation =	\$ 2,100*
New Insulated Window =	\$ 8,511*
Metal Coping =	\$ 1,010*

TOTAL = \$ 11,621\*



**56 & 58 S BROADWAY**



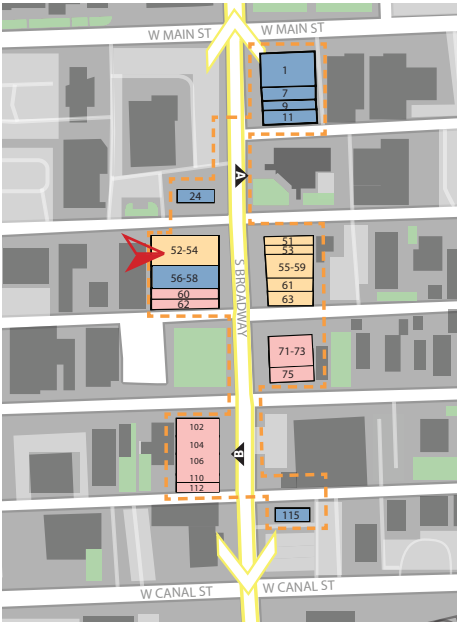
**ARNIES ACE HARDWARE**



## IMPROVEMENT BREAK DOWN:

52 & 54 South Broadway maintains many of its original historic qualities. No major restorations are needed. It is recommended to check the existing metal coping at the cornice and verify the existing windows are insulated glass and in good shape.

Demo of the existing awning and installation of a new cloth awning would match the historical character. The price estimates listed below are replacement and repair estimate if the above-mentioned items need repaired or replaced. \*



## IMPROVEMENT COST:

Awning Demo =	\$ 1,495
New Doors =	\$ 2,150
Window Prep/blocking/installation =	\$ 2,100*
New Insulated Window=	\$ 8,643*
Metal Coping =	\$ 1,118*
Cloth Canopy =	\$ 11,180
<b>TOTAL =</b>	<b>\$ 26,686</b>

## 52 & 54 S BROADWAY



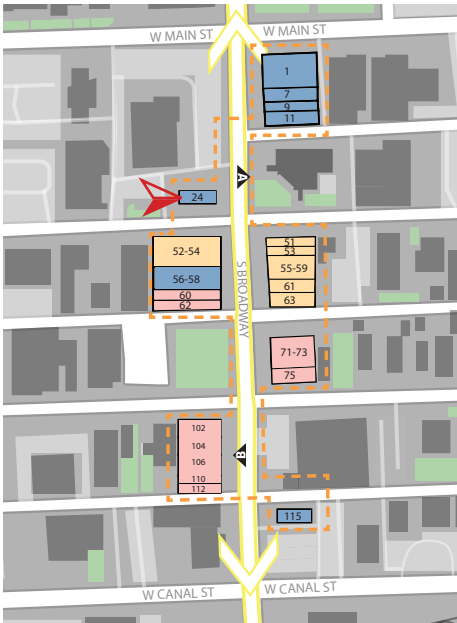
## BEST FLOORING AND BLINDS



## IMPROVEMENT BREAK DOWN:

24 South Broadway maintains many of its original historic qualities. No major restorations are needed. Tuckpointing and repair of brick is recommended in select locations. It is recommended to check the existing metal coping at the cornice.

Demo of the existing awning and installation of a new cloth awning would match the historical character. The price estimates listed below are replacement and repair estimate if the above-mentioned items need repaired or replaced. \*



## IMPROVEMENT COST:

Awning Demo =	\$ 604
Metal Coping =	\$ 473*
Tuckpointing =	\$ 172
Cloth Canopy =	\$ 4,515
TOTAL =	\$ 5,764

## 24 S BROADWAY



## HAIRTIQUE & THE FOUNTAIN BLUE





# CHAPTER 06

## RECOMMENDATIONS

## A VISION FOR DOWNTOWN

The vision for downtown Peru was developed from the public input and research gathered throughout the planning process and can be summarized with the following statement:

*The city will continue to maintain a safe, walkable, small-town atmosphere downtown while bringing the rich traditions and cultural heritage of Peru's identity to life for residents and visitors. Committed to the continual investment in the aesthetics and infrastructure of downtown, the city understands these components are essential to the future vitality of the community.*

## OVERVIEW OF RECOMMENDATIONS

Based on the vision, key recommendations have been organized into three categories: Economic Vitality, Promotion, and Design. These categories stem from Main Street America's transformation strategies as outlined below:

### ECONOMIC VITALITY

- Build a diverse economic base
- Catalyze smart new investment
- Cultivate a strong entrepreneurship ecosystem

### PROMOTION

- Market district's defining assets
- Communicate unique features through storytelling
- Support buy-local experiences

### DESIGN

- Create an inviting, inclusive atmosphere
- Celebrate historic character
- Foster accessible, people-centered public spaces

The recommendations summary table on the following page illustrates strategies tied to each goal. More detailed information for each strategy can be found on the pages following. An implementation matrix with initial tasks, budgets, timelines, and responsible parties is provided at the end of the chapter.

## PREPARE FOR FUNDING

Many of the projects recommended in this chapter are expensive capital improvement projects and a municipal budget can only sustain so much each year. Understanding money doesn't often fall from the sky, it's still important that the city prepares as though it might. State and federal funding sources are constantly changing and evolving but are almost always focused on investments in quality of life or quality of place projects. Future rounds may be announced with very little time to complete applications, so it's crucial that plans and budgets are prepared and in place.

## PLAN UPDATES

To ensure downtown revitalization progress it is recommended the plan be revisited and updated every 5 years. These continual tweaks will make certain the plan remains relevant, current leadership is involved and invested, and goals are clear and focused. Additionally, annual reviews with the Downtown Revitalization Planning Committee and City leadership are encouraged to monitor implementation efforts and support momentum.

## ABBREVIATIONS USED IN THIS CHAPTER

**IDNR** - Indiana Department of Natural Resources

**INDOT** - Indian Department of Transportation

**OCRA** - Office of Community & Rural Affairs

**READI** - Regional Economic Acceleration & Development Initiative

**MCEDA** - Miami County Economic Development Authority



**TABLE 6.1: RECOMMENDATIONS SUMMARY**

	<b>GOAL</b>	<b>STRATEGY</b>
<b>ECONOMIC VITALITY</b>	Continue doing what’s working	Continue revolving loan program and strategic property acquisition
	Attract destination dining and retail	Develop small business toolkit
		Incentivize a strong retail and destination dining mix
		Develop an incubator food hall or test kitchen with rent-able space
	Encourage residential development	Activate upper stories with downtown living options
		Establish an infill and blight abatement program
Encourage connection between new housing and downtown		
<b>PROMOTION</b>	Expand downtown programming	Develop events to promote the riverfront
		Develop events and programming that celebrate the trail systems
		Engage a variety of age groups
	Expand tourism opportunities	Offer more “bundling” options that promote existing amenities
		Establish revolving fund for temporary art installations
		Develop an event that celebrates “the best of” Peru
Make identity visible	Incorporate history and heritage into downtown theming	
<b>DESIGN</b>	Activate the downtown riverfront	Create a riverfront viewing plaza/overlook with public water access
		Develop an aesthetic treatment for the S. Broadway bridge
		Develop a splash pad along the riverfront to attract families
	Capture trail traffic	Ensure local trail systems connect into and through downtown
	Invest in downtown infrastructure	Implement large-scale façade improvement program
		Develop long-term streetlight replacement solution
		Resolve drainage infrastructure issue at railroad underpass
		Update circus facility and diversity its uses
		Initiate an alley activation program with a pilot program
		Implement an urban street tree program
Strategically incorporate bump-outs and upgrade the streetscape		
Develop a public space for events		

## ECONOMIC VITALITY GOALS

### CONTINUE DOING WHAT'S WORKING

**STRATEGY:** Continue revolving loan program and strategic property acquisition.

The revolving loan program provides access to capital to those who may not qualify with traditional lenders or low-interest loans to strategic industries the MCEDA wishes to incentivize. MCEDA has seen great success with its current revolving loan program.

- Continue these efforts, paying special attention to retail and dining borrowers.
- Consider requiring revolving loan program participants to participate in regular one-on-one Small Business Development Consultations (SBDC).
- Consider strategic acquisition of properties particularly those that would be ideal for dining or retail.



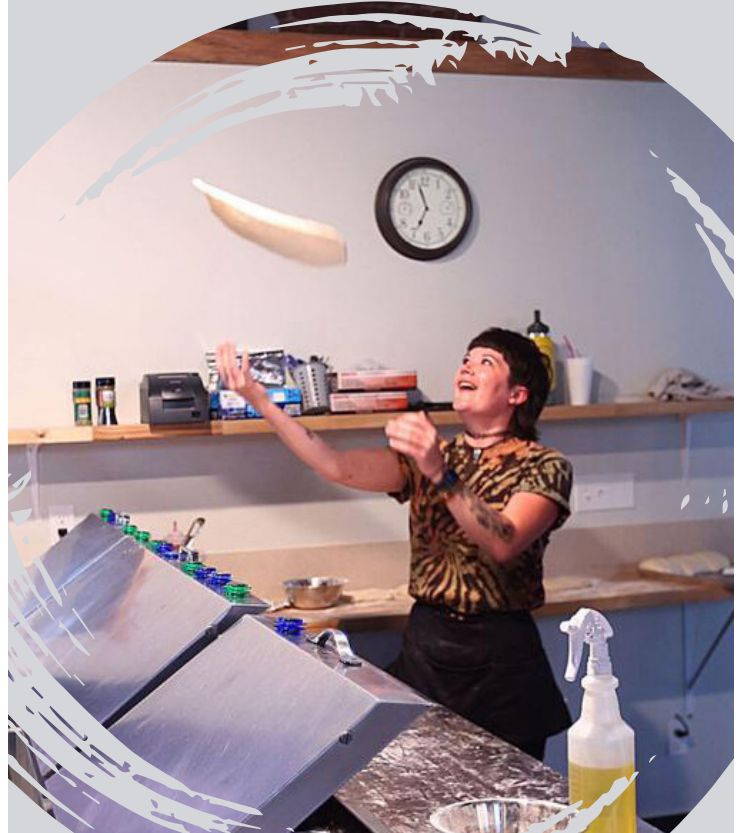
The revolving loan program was used to renovate the buildings that 7 Pillars Brewing Co. (right) and 2 Days Boutique (above) currently inhabit.

### ATTRACT DESTINATION DINING AND RETAIL

**STRATEGY:** Develop a small business toolkit.

A small business toolkit would provide a one-stop-shop for questions and guidance regarding permitting, financial resources, and network opportunities will help business owners access and utilize the available resources. The toolkit might include, but not be limited to, the following:

- Permit information
- Entitlement processes and timelines
- Available incentives (local and otherwise)
- A guide for both existing and potential businesses
- Distribute information through locations for printed material as well as digitally through economic development websites



**STRATEGY: Incentivize a strong retail and destination dining mix.**

A downtown with a strong retail and dining mix will contribute to a viable downtown.

- Create a policy that clearly defines what type of dining Peru wishes to incentivize and develop incentive packages for those types of restaurants. Such incentives may include creating a fund to provide partial rent abatement, purchasing, and maintaining ownership of restaurant equipment, developing a restaurant incubator space or community test kitchen, and targeting low-interest loans through MCEDA's existing revolving loan fund.
- Consider connecting new restaurant start-ups with the Small Business Development Center and the Flagstar Bank new business workshop program.
- Encourage a diverse mix of eateries to capture that weekend morning crowd in town for a wedding or attending worship downtown looking for a pastry or brunch as well places for a nice dinner out.



**STRATEGY: Develop an incubator food hall or test kitchen with rentable space.**

An incubator food hall or test kitchen with rent-able space would allow prospective entrepreneurs to take a trial run at their business concept without the upfront barriers of high rent and equipment costs. Complete a feasibility study that would identify ideal locations within downtown Peru for this type of establishment. Within the study, design concepts with renovation estimates would offer options for consideration. Financial plans laying out lease agreements, regulatory approvals, the operator selection process, negotiations, and tenant selection would also be included.

*The Budd Dairy Co. Food Hall is a chef-driven incubator and food hall in Columbus, Ohio that was established in 2019. This case study illustrates how a food hall can not only support new businesses and attract people downtown, but it can also serve to revitalize an abandoned historic building (left).*



# ECONOMIC VITALITY GOALS

## ENCOURAGE RESIDENTIAL DEVELOPMENT

**STRATEGY:** *Activate upper stories of existing buildings with downtown living options.*

Developing upper story apartments and flats would provide more living options for residents who are employed in downtown businesses. Furthermore, downtown residents would benefit downtown businesses and activate the district during the day and evening hours. Finding the right location and square footage to make a residential development work is challenging. The immediate next step would be to identify these barriers directly from the source.

- Host individual meetings or a round-table with developers and investors to discuss potential public-private partnership opportunities, identify barriers to developing upper story high-end and market-rate apartments.
- Develop research and proformas to illustrate the benefits to property owners, prospective investors, and potential residents.

*This downtown building has first floor retail and upper story apartments in South Haven, Michigan.*



**STRATEGY:** *Encourage connection between housing development on the edges of downtown and the riverfront to downtown.*

Ensure future residential development in Peru continues to connect to downtown, maintaining walkability and bikability.



*The housing development proposed adjacent to the new YMCA (above) will be within walking distance to downtown businesses and restaurants. Sidewalks should be reviewed and updated to provide connectivity for new residents.*

***STRATEGY: Establish a blight abatement and infill program to spur downtown housing development.***

- The blight abatement program should include the purchase of property or structures, the demolition of structures, the development of infrastructure, environmental remediation, or the construction of housing.
- The program should encourage Peru to focus on long-term community development and revitalization through improving the quality of place, generating jobs, and spurring economic revitalization.
- Projects should focus on the removal of deteriorated or abandoned downtown buildings or vacant/unusable industrial sites.
- The infill program should include the purchase of property or structures, the demolition of structures, the development of infrastructure, environmental remediation, or the construction of housing.
- Infill housing should help preserve neighborhood patterns and character.
- New construction should coexist within the context of adjacent homes, blocks, and existing neighborhoods.
- Infill should respect the character and configuration of the existing neighborhood and should make considerations such as consistent setbacks, building orientation, building spacing, building height, building design character, future land use.

## PROMOTION GOALS

### EXPAND DOWNTOWN PROGRAMMING

**STRATEGY:** *Develop events that promote the riverfront.*

The Wabash River is an incredible amenity to have directly adjacent to a downtown district, but unless entering across the bridge at south Broadway, one might not even know it's there. To begin to better connect downtown to the river and vice-versa, it is recommended some river-specific events and programming be established.



WaterFire (above) is a public art installation that includes full and partial lightings throughout the year in Providence, RI.



Engage the riverfront with an annual canoe race. The Friends of Sugar Creek host a 15-mile event each May (above) including prizes for "best dressed canoe".

**STRATEGY:** *Develop events and programming that celebrate the trail system.*

Several phases of the Riverwalk have been opened in Peru in recent years. This multi-use path along the Wabash River needs to be better connected to downtown. It is recommended programming be developed to promote the Riverwalk and the eventual downtown connection of the Nickle Plate Trail.



A Chalk-the-Block event, like this event in St. Joseph, Michigan, could be modified to a Chalk-the-Riverwalk trail event in downtown Peru.

## MAKE LOCAL IDENTITY VISIBLE

### **STRATEGY: Engage a variety of age groups.**

Successful public spaces accommodate and engage people from ages 8 to 80. Where downtown events attract children, their parents and caregivers will follow.



The Tulip Fairy & Elf Festival takes place in downtown Boulder, CO each spring. It involves a parade that “wakes up the tulips” featuring activities for children and inviting families downtown for a day of celebration and wonder.



Louisville's Jack O'Lantern Spectacular has become a popular event in October, which displays over 5,000 artistically carved pumpkins in Iroquois Park.

### **STRATEGY: Incorporate history, heritage, and identity into downtown theming.**

Although Peru's slogan is “Circus Capital of the World”, a visitor would not realize that was the case unless they happened to be downtown during the circus festival week each summer. Incorporating circus heritage into the fabric of downtown signage, artwork, or a gateway statement would make that identity apparent. Historical markers or wayfinding elements recognizing the railroad history, Miami Nation of Indians heritage, and the Wabash River would be another way to establish Peru's identity within the urban fabric of downtown.

- Engage the local high school art and history classes to develop concepts for a mural or identity project.
- Engage a wayfinding consultant to develop initial concepts and a budget for wayfinding and/or historic markers.



The signage markers along Rushville's streetscape and trail provides some insight into the community's history while illustrating the subtle symbology of the river-to-the-railroad in the bold metal forms.

## PROMOTION GOALS

### EXPAND TOURISM OPPORTUNITIES

**STRATEGY:** Offer more “bundling” options that promote existing amenities.

Downtown Peru business owners have teamed together in the past by incentivizing patrons with prizes when they visit several downtown shops in a row. This type of marketing effort is effective and should be continued.

- Local hotels and bed and breakfast establishments could team with local eateries and shops to offer discounts or giveaways.
- A new wedding venue is opening this year, which will bring a captive audience of weekend wedding guests to downtown Peru. A weekend visitors guide or discount coupons for local activities and restaurants would encourage out-of-towners to explore downtown Peru.

*The Cole Porter Inn, a bed and breakfast in downtown Peru.*



**STRATEGY:** Establish a fund for temporary art installations that create a regional draw.

Temporary art installations would give people a new reason to visit downtown Peru. Because they are only in place for a limited time, spectators are motivated to pay a visit. By combining a temporary art installation with a food truck festival or a “streatery” outdoor dining event with existing restaurants, out-of-towners will be intrigued and decide it’s worth a trip.



*Temporary art installations, such as this Mosaic of Light at Discovery Green in Houston, brings vibrancy and life to an existing public space.*



*This “Streatery” event temporarily fills on-street parking spots with outdoor dining to expand the patio footprints of downtown restaurants and create a fun summer atmosphere.*



**STRATEGY: Develop an event that celebrates "the best of" Peru.**

The Indy Ultimate is a popular event that has participants run the bases at Victory Field, climb the steps of the Indiana War Memorial, paddle a paddle boat in the White River Canal, and kick a field goal in Lucas Oil Stadium, among many other challenges and obstacles. A similar event could be developed to celebrate the many unique events and amenities of downtown Peru. Participants could walk a balance beam at the circus arena wearing clown shoes as one idea.

An alternate concept might be to create a 5-mile fun run that begins at the Seven Pillars Nature Preserve and ending at the 7 Pillars Brewing Co. beer garden. Any opportunity to promote more than one local amenity or establishment, while giving both residents and visitors a reason to visit, will positively contribute to the vitality of downtown.



*Indy Ultimate participants riding the Pacer Bikeshare bikes through an obstacle during the annual downtown event.*



*Examples of non-permanent art installations and creating non-permanent outdoor spaces downtown.*

## DESIGN GOALS

### CAPTURE TRAIL TRAFFIC

**STRATEGY:** *Ensure local and regional trail systems connect into and through downtown.*

Recognized as critical in several past plans, this strategy aims to capture the local and regional pedestrian and bike traffic traversing the Nickel Plate Trail and the Riverwalk along the Wabash River. If the final connecting segment of the Nickel Plate Trail in Peru made a direct connection through downtown, the city could expect a positive economic impact for local businesses and restaurants. Additionally, better connecting the Riverwalk to downtown and making safe, attractive, pedestrian and bike routes would encourage more trail users from Riverwalk and the Nickle Plate trail to feed into downtown.



New mileage has been added to the Riverwalk in the last few years. A direct connection from the Riverwalk to S. Broadway Street will encourage local and regional trail traffic to explore downtown.

### ACTIVATE THE DOWNTOWN RIVERFRONT

**STRATEGY:** *Create a riverfront viewing plaza/overlook with public water access.*

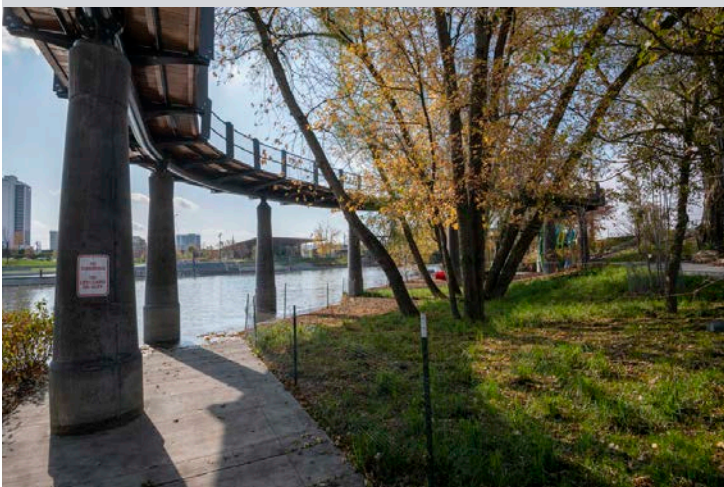
A public space along the riverfront would allow residents, trail users, and visitors to engage with this natural amenity. Encouraging more outdoor dining and businesses along the river would also begin to establish a riverfront district.



Promenade Park in Fort Wayne, Indiana (above) offers an elevated boardwalk along the riverfront, a large multi-level playground, event pavilion with cafe and brewery, interactive water feature, public art, and water access from both sides of the river. It has become a huge attraction for downtown drawing people of all ages to the space.

**STRATEGY: Develop an aesthetic treatment for the S. Broadway bridge.**

Originally recommended in the Peru Strategic Investment Plan, this idea should be carried out to define a gateway into downtown from the south and draw more attention to the Wabash River as an amenity. Railing treatments, decorative column lights, plantings, and more pronounced pedestrian space and bike lanes could be included.



*Incorporating a trail connection at the bridge will connect the Riverwalk to S. Broadway and provide a better connection to the waterfront. Canopy boardwalk at Promenade Park in Fort Wayne (top) and Carmel Central Park bridge (below).*

**STRATEGY: Develop a splash pad along the riverfront to attract families downtown.**

A splash pad would be a welcome addition to the amenities along the Riverwalk in Peru. A more extended season than a pool, splash pads typically remain open from May to September. This type of attraction would bring more families towards downtown making them more likely to stop for lunch or ice cream after a visit to the park.



*Overlook Park was recently completed along the Flatrock River in downtown Rushville, Indiana. Providing amenities that draw families will encourage people to visit downtown more frequently and even consider living within walking distance.*

## DESIGN GOALS

### INVEST IN DOWNTOWN INFRASTRUCTURE

***STRATEGY: Implement a large-scale façade improvement program.***

Improving downtown facades is a high priority to the committee, the public, and downtown business owners. Although the Main Street Revitalization Program would have been the ideal program to fund this type of large-scale effort, it won't be available in 2022. Nevertheless, OCRA, Indiana Landmarks, and Indian Humanities recently developed the PreserviNG Main Street program, which is a possible funding source. With the facades study that was completed as part of this plan, the community will be ready to jump on new funding sources as they are announced.

***STRATEGY: Develop long-term streetlight replacement solution.***

Because the replacement parts for the existing downtown light fixtures have been discontinued, the community will be forced to develop a long-term replacement program. In the short term, as light fixtures along Broadway have parts that need replacing, they will be replaced with removed fixtures from the very north and south ends of the street.

***STRATEGY: Resolve drainage infrastructure issue at railroad underpass.***

The railroad underpass at North Broadway floods nearly every time it rains preventing emergency services from traveling along this main north-south corridor through downtown. A solution with a preliminary cost estimate was developed several years ago, but not acted upon. This issue should not be left unresolved for much longer.

***STRATEGY: Implement an urban street tree program.***

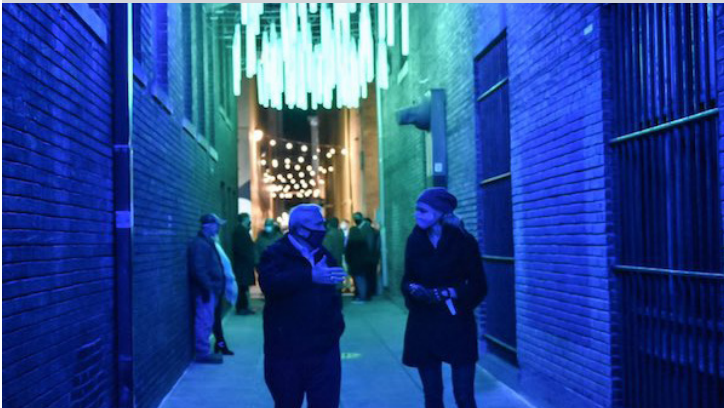
Street trees in an urban setting have countless benefits—traffic calming, shade for pedestrians, seasonal interest, decrease needs for drainage infrastructure, and data shows tree-lined streets can even improve business for adjacent shops.

***STRATEGY: Update circus facility and diversify use.***

The circus arena is the northern anchor of downtown Peru. Improvements to this facility, as recommended in the Peru Strategic Investment Plan, would update the facility, and allow it to serve as a northern gateway into downtown. Circus Week draws people from across the state to downtown Peru each summer. Updates to the facility, surrounding streetscape, and parking would make a positive first impression for visitors. Although active during the summer, the facility sits stagnant for most of the year—alternative uses could add to the vitality of the facility and vibrancy of downtown.

***STRATEGY: Initiate an alley activation program with pilot project.***

The clean-up and activation of alleys can increase the public space downtown. Many communities are jumping on this recent trend and add murals, seating, and lighting to their previously thought of 'backside' to the city. These improvements make the alleys more feel safer, look more attractive and inviting, and can make more direct connections to off street parking.



Activating existing alleys is a great way to capture more public space without purchasing property. Examples above illustrate the use of sculpture, site furnishings, lighting, and public art to create spaces people want to be.



## DESIGN GOALS

### INVEST IN DOWNTOWN INFRASTRUCTURE

**STRATEGY:** *Strategically incorporate bumpouts and upgrade the streetscape.*

Despite the many benefits of street trees, business owners aren't always proponents of them because they often complain the trees inhibit views to their signage and windows. The addition of strategically located bumpouts would allow street trees to be planted at mid-blocks and corners allowing the community to benefit from the added value of street trees while leaving businesses visible. Bumpouts also provide more pedestrian public space that can be programmed with identity markers or public art. Curb extensions bumpouts create allow pedestrians to be visible when waiting to cross a busy intersection rather than being hidden behind parked cars on the street. The addition of pedestrian space for outdoor dining will make downtown a place for people, not just cars.





## DESIGN GOALS

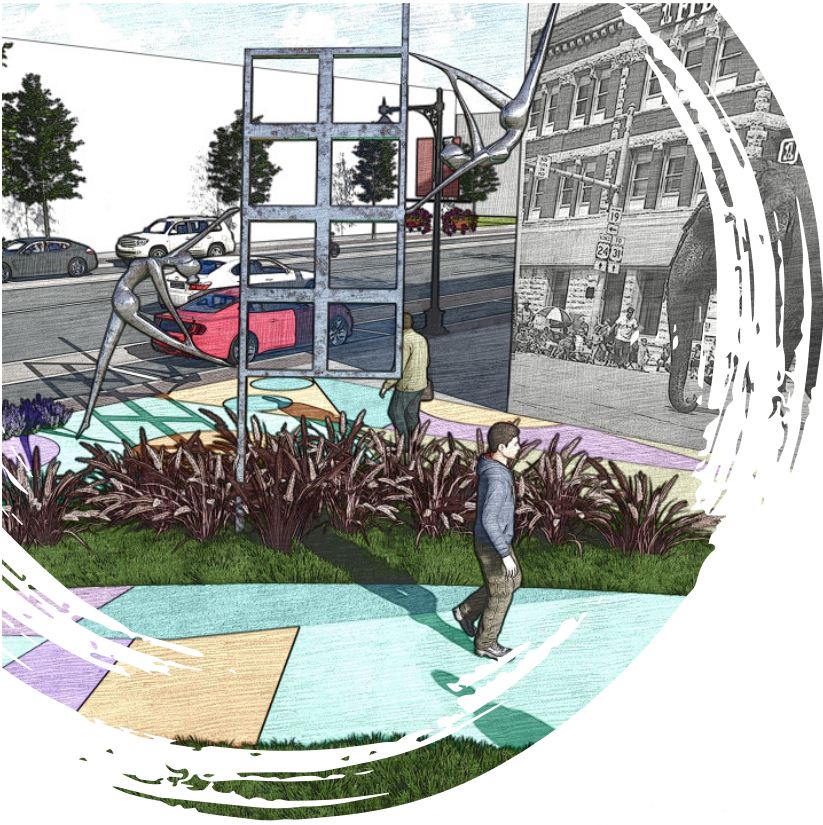
### INVEST IN DOWNTOWN INFRASTRUCTURE

**STRATEGY:** *Develop a public space for events.*

Downtown Peru doesn't have a downtown public space that is available for programming and events. A public space in combination with a welcome center or community center would create a central hub for activities in all seasons. If located where proposed in these renderings, it would also transform an existing vacant lot into usable, flexible, programmable space.







Caption



## LEGEND

- |                        |                              |                       |                        |
|------------------------|------------------------------|-----------------------|------------------------|
| 1 Large Event Lawn     | 5 Temporary Art Installation | 9 Sidewalk Mural      | 13 Street Trees (typ.) |
| 2 Parking/Market Space | 6 Multi-use Trail            | 10 Stage Pavilion     | 14 Bumpout             |
| 3 Plaza/Outdoor Dining | 7 Sidewalk (typ.)            | 11 Seatwall           | 15 Activated Alley     |
| 4 Splashpad/Playground | 8 Gateway Sign               | 12 Identity Sculpture | 16 Landscape Screen    |





**TABLE 6.2: IMPLEMENTATION PLAN**

	GOAL	STRATEGY	INITIAL TASK		
ECONOMIC VITALITY	Continue doing what's working!	Continue revolving loan program and strategic property acquisition	N/A		
	Attract destination dining and retail	Develop small business toolkit	Draft a guide with permit information and local, available incentives		
		Incentivize a strong retail and dining mix	Develop a partial rent abatement program geared towards dining and retail businesses		
		Develop an incubator food hall or test kitchen with rent-able space	Engage a consultant to develop a feasibility study with initial concept and financing		
	Encourage residential development	Activate upper stories with downtown living options	Host individual meetings or a round-table with developers to discuss potential public-private partnership opportunities and the current barriers to upper story apartments		
		Establish an infill and blight abatement program to spur downtown housing development	Identify properties and apply for funding		
		Encourage connection between housing development on the edges of downtown and the riverfront to the downtown	Make a high priority consideration when reviewing future development plans		
	PROMOTION	Expand downtown programming	Develop events to promote the riverfront	Identify event planning team	
			Develop events and programming that celebrate the trail systems	Identify event planning team / Install bike libraries to encourage bike use	
Engage a variety of age groups			Identify ways to improve existing events in ways to engage all age groups		
Expand tourism opportunities		Offer more "bundling" options that promote existing amenities	Host a roundtable to brainstorm with local hotels, shops, museums, and restaurants		
		Establish revolving fund for temporary art installations to create a regional draw	Apply for funding and issue a Request for Proposals		
		Develop an event that celebrates "the best of" Peru	Identify event planning team		
Make local identity visible		Incorporate history and heritage into murals, signage, theming, gateway statements, historic markers along trail	Engage consultant to develop initial concepts and budget; Engage high school program with a downtown pilot project or mural		

	BUDGET	TIMELINE	FUNDING SOURCE	RESPONSIBLE
	N/A	On-going	N/A	City of Peru/MCEDA
	N/A	1-2 years	N/A	City of Peru/MCEDA
	N/A	2-3 years	N/A	City of Peru/MCEDA
	\$25k - \$35k	2-3 years	-	City of Peru/MCEDA
	N/A	1-2 years	N/A	City of Peru/MCEDA
	N/A	2-3 years	OCRA: Blight Clearance Program	City of Peru/MCEDA
	N/A	On-going	N/A	City of Peru/MCEDA
	N/A	1-2 years	Local funding/Corporate sponsors Northern Indiana Community Foundation People for Bikes Community Grant Program	Rediscover Downtown Peru, Inc.
	N/A	1-2 years		Rediscover Downtown Peru, Inc.
	N/A	Ongoing	N/A	Rediscover Downtown Peru, Inc.
	N/A	1-2 years	N/A	Miami County Tourism Rediscover Downtown Peru
	\$5k - \$50k	1-2 years	Local funding/Corporate sponsors Indiana Arts Commission: Arts Project Support Northern Indiana Community Foundation	City of Peru/MCEDA Rediscover Downtown Peru Miami County Tourism
	N/A	1-2 years		
	Design: \$20k Pilot Projects: \$10K - \$30K	2-3 years	Local funding/Corporate sponsor Indiana Arts Commission: Arts Project Support Northern Indiana Community Foundation	City of Peru/MCEDA Rediscover Downtown Peru Miami County Tourism

	GOAL	STRATEGY	INITIAL TASK	
DESIGN	Activate the downtown riverfront	Create a riverfront viewing plaza/overlook with public water access	Engage a consultant to develop a riverfront masterplan, concept and budget	
		Develop an aesthetic treatment for the S. Broadway bridge	Engage a consultant to develop schematic plans based on the existing concepts	
		Develop a splash pad along the riverfront to attract families downtown	Engage a consultant to develop a concept, budget, and grant application (June 2022)	
	Capture local and regional trail traffic	Ensure local trail systems connect into and through downtown	Initiate a meeting with the Nickel Plate Trail group to review current plans; incorporate the Riverwalk into a downtown streetscape or bike and pedestrian plan	
	Invest in downtown infrastructure	Implement large-scale façade improvement program	Establish interest from building owners in priority areas; gather commitments for match; apply for funding  Establish Historic Preservation Commission (required for certain funding sources)	
		Develop long-term streetlight replacement solution	Engage consultant to develop long term lighting plan for downtown district with investigation into retrofit kits and new fixture options with budget information	
		Resolve drainage infrastructure issue at railroad underpass	Engage a consultant to develop a feasibility study with updated solutions and budgets	
		Update circus facility and diversity its uses	Engage consultant to complete an economic impact study	
		Initiate an alley activation program with a pilot program	Identify alley and begin grant application	
Implement an urban street tree program		Establish Urban Forestry Committee or Tree Board (to become eligible for IDNR funding)		
Strategically incorporate bump-outs		Engage consultant to complete a downtown streetscape master plan		
Develop a public space for events		Acquire property (if required) and engage a consultant to develop schematic plan		

	<b>BUDGET</b>	<b>TIMELINE</b>	<b>FUNDING SOURCE</b>	<b>RESPONSIBLE</b>
	Design: \$20-30K Const.: TBD	4-10 years	Local funds IDNR: Land and Water Conservation Fund	City of Peru/MCEDA
	Design: \$150K Construction: \$1.0M	4-10 years	Local Funds INDOT Federal Highway	City of Peru/MCEDA
	Design: \$60K-100K Construction: \$600k-\$1.0M 50/50 match	2-3 years	Local funds IDNR: Land and Water Conservation Fund	City of Peru/MCEDA
	N/A	4-10 years	-	City of Peru
	Depends on grant  Typically 25% local match	2-3 years	OCRA/Indiana Landmarks/Indiana Humanities: Preserving Main Street OCRA: Main Street Revitalization Program (not available in 2022, but will likely return) IDNR Historic Preservation Fund	City of Peru Miami County EDA Rediscover Downtown Peru
	Typically in the range of \$6K-\$10K per pole to install new light fixtures	4-10 years	Local utility budget Indiana Municipal Power Agency	City of Peru/Local Utilities
	Study: \$20K-30K	2-5 years	IFA (Indiana Finance Authority) SWIF (State Water Infrastructure Fund) INDOT Federal Highway (combine with road)	City of Peru Street Sanitation Department
	Study: \$15K-25K	2-3 years	American Recovery Program Act (ARPA) Eligible	City of Peru
	\$30K-100K	1-2 years	IHCDA: Creating Places Crowdfunding	City of Peru/MCEDA Rediscover Downtown Peru
	-	1-2 years	IDNR: Community and Urban Forestry Grants National Arbor Day Foundation Programs	City of Peru/Parks Board
	\$30k - \$50k	1-2 years	INDOT Federal Highway OCRA: Main Street Revitalization Program	City of Peru Street and Sanitation Department
	Design: \$150K Const.: \$1.5M	1-2 years	IHCDA: Creating Places Crowdfunding OCRA Tourism Grants	City of Peru/MCEDA