Portage & Elwood Neighborhood Center

City of South Bend

Closing Presentation
Community Workshop
May 9th, 2018

OPTICOS

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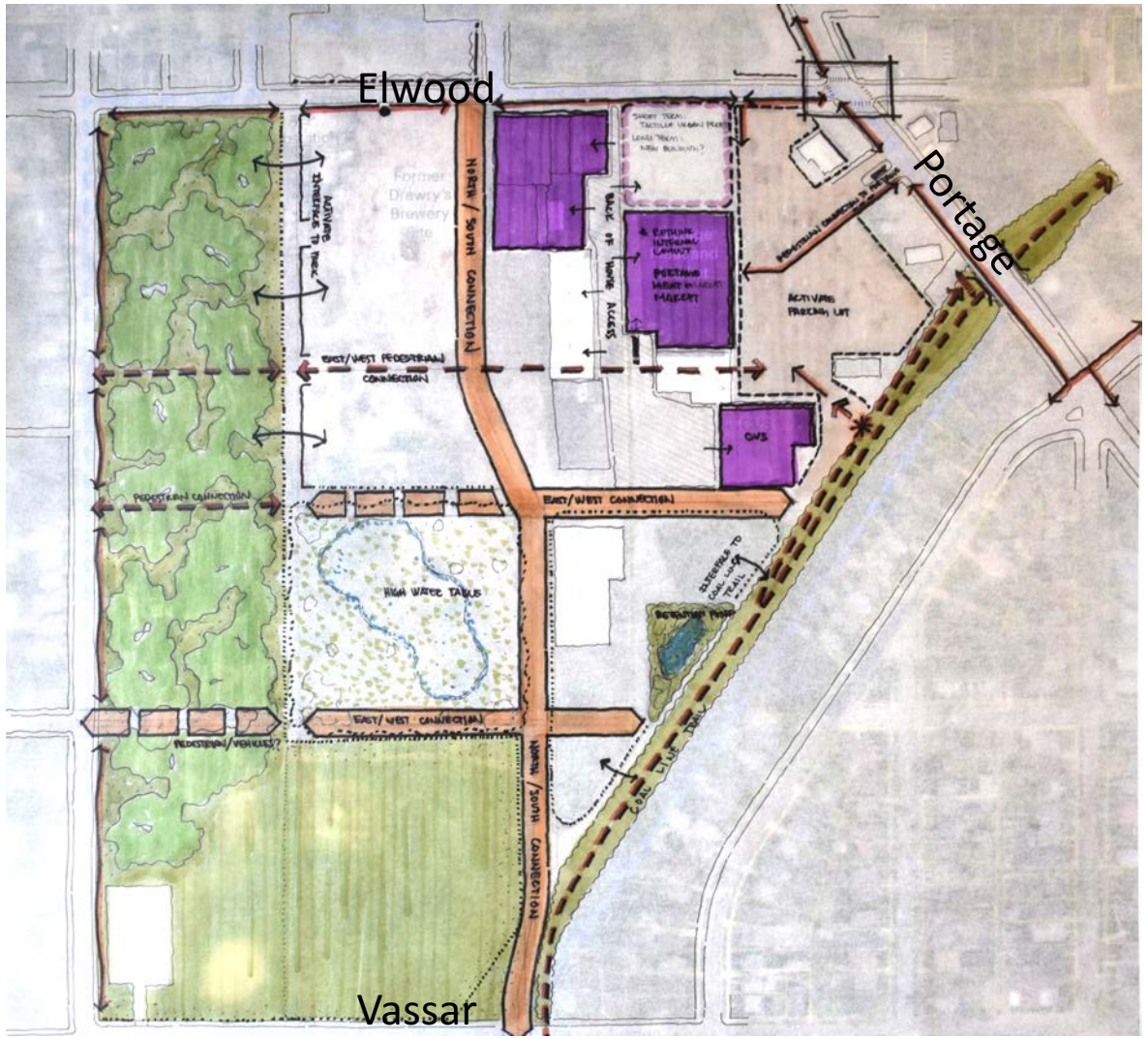
Big Ideas

Summary of Our Thoughts from the Week

Guiding Framework

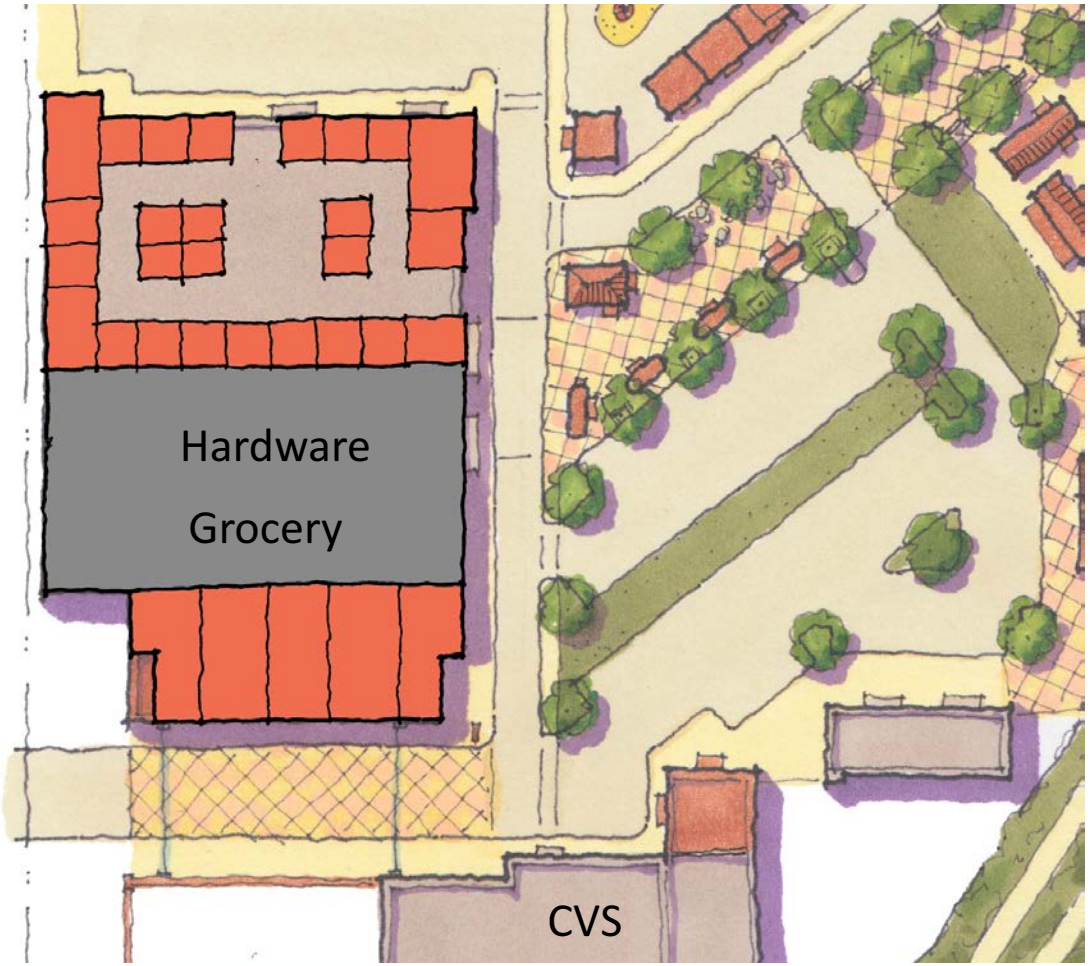


Strengthen the types and quality of **services and amenities** within the neighborhood center for existing residents and broader customer base

Maintain and improve grocery store and hardware store

A larger hardware store is viable: 5-10,000sf

Smaller but better grocer is viable: 12-20,000sf

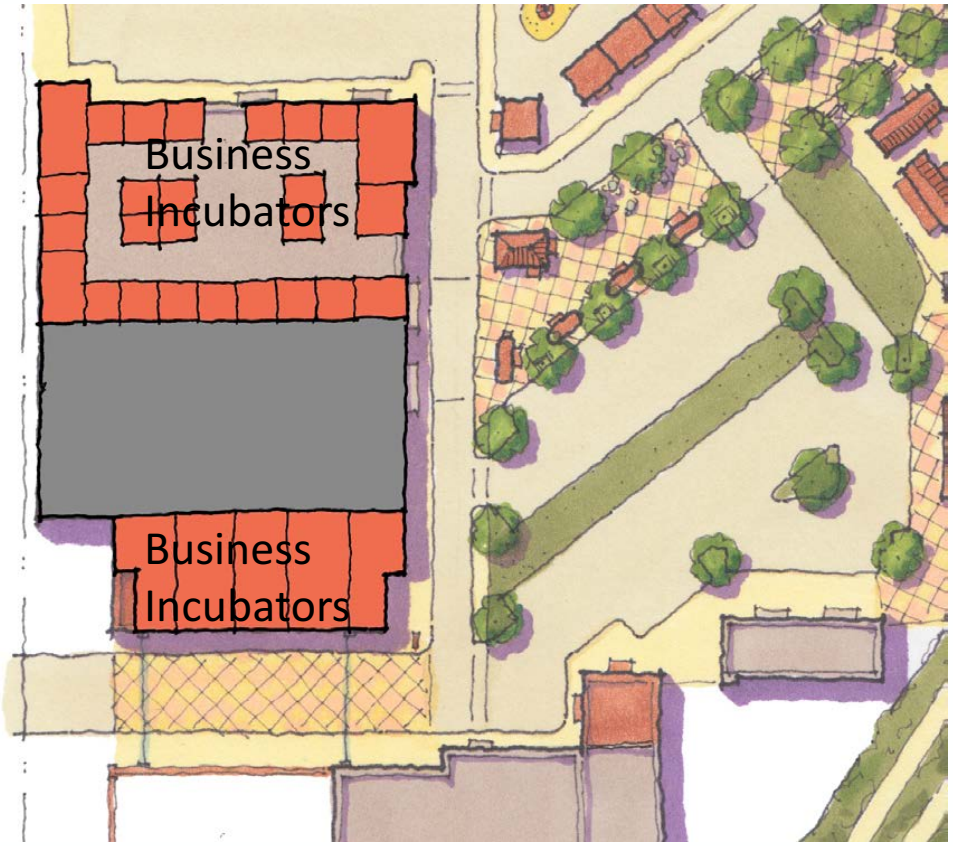


Convert additional space into business incubator space/market hall

Small food business incubators along outer edges

Inexpensive 400-800 square foot artist/maker spaces

Est. $300/month rent



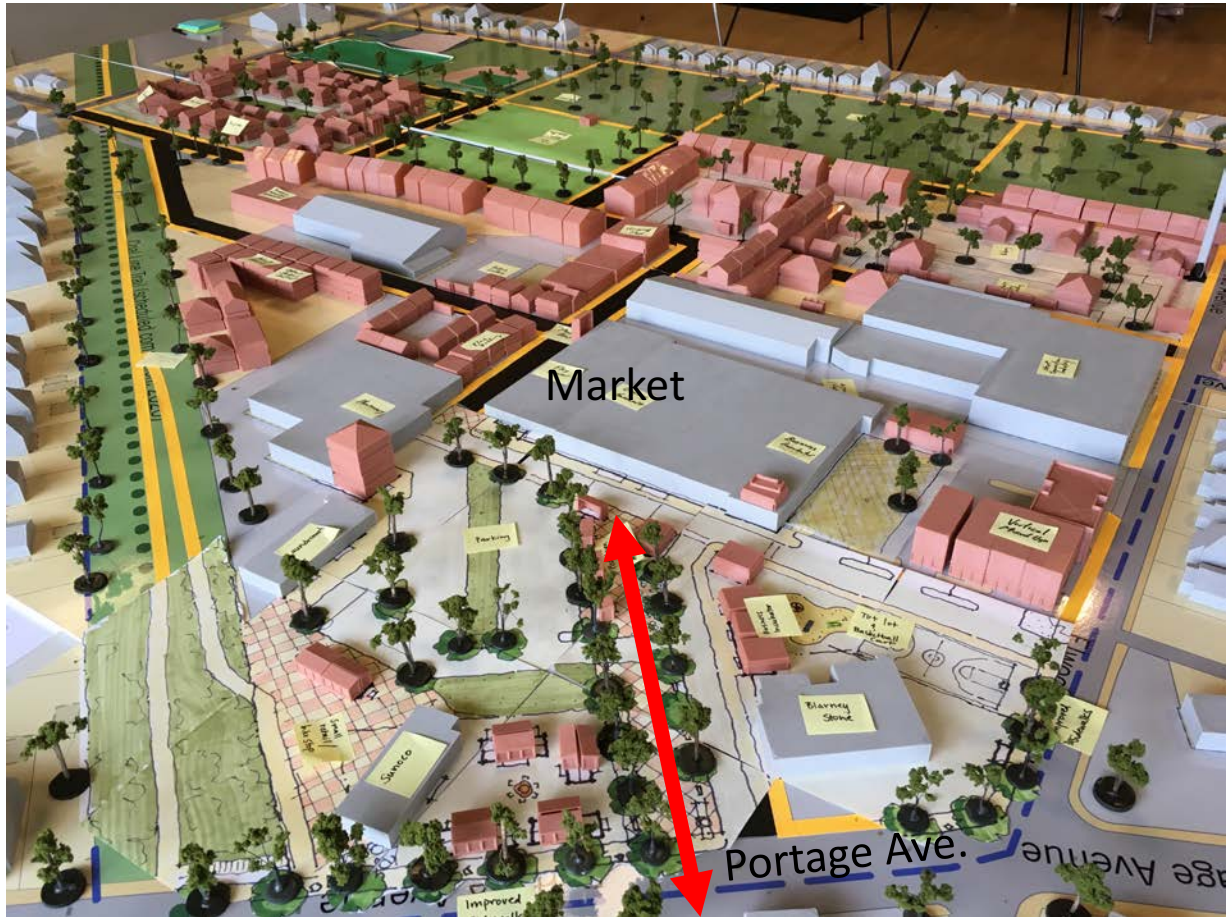
Introduce a promenade from Portage

Drawing people in from Portage

Food trucks

Simple lighting

Lots of seating



Introduce a promenade from Portage

PORTAGE MEAT & MARKET
enterprise

INCUBATE
PORTAGE MEAT & MARKET

Target other spaces in the parking lot to activate with Tactical Program

Small, inexpensive business incubators

Strategy: “Fill the gaps”

Integrate services provided by local institutions

Holy Cross College

Holy Cross Parish

Notre Dame

Integrate better/safer **pedestrian connections** to the site

Integrate sidewalks leading into the site

Easy first step

Introduce a new network of pedestrian-friendly streets through site

Formalizing and improving current routes

Reinforce the Coal Line Trail connection

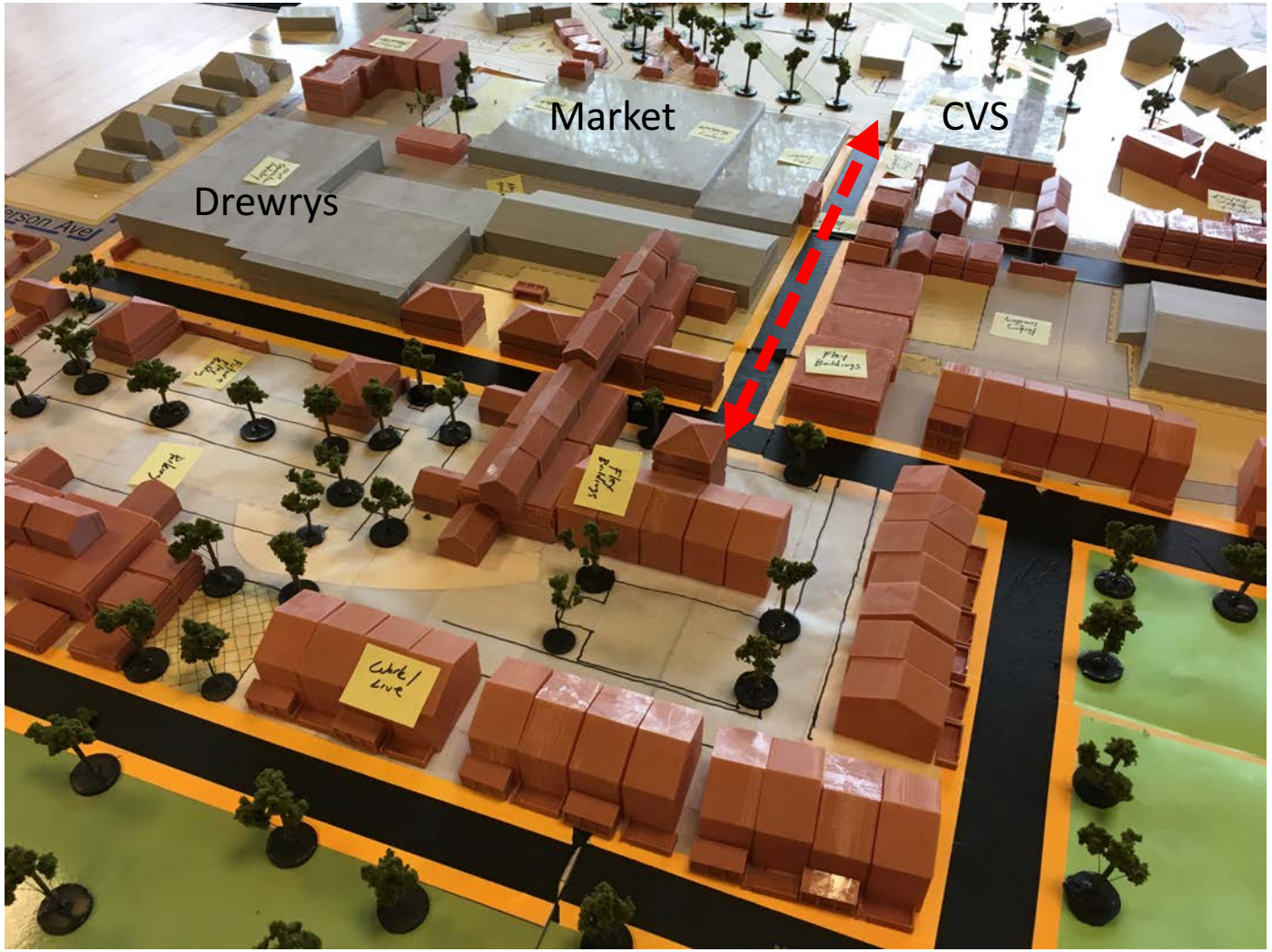
Create connection from trail to retail plaza

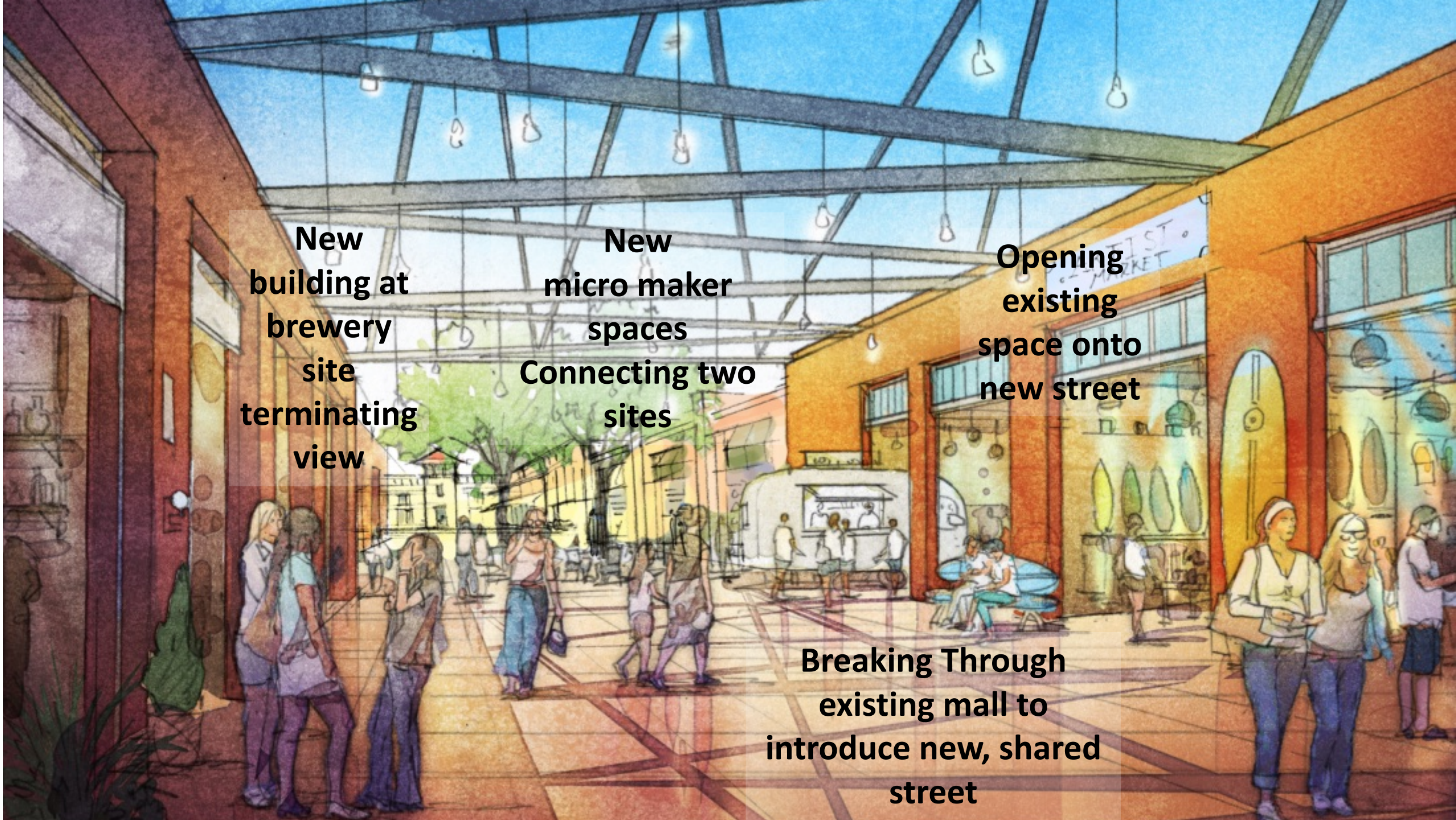
Orient some buildings along coal line trail

Create **strong connections** between the Drewrys site and retail plaza site

Introduce a new street

Providing a strong physical connection between the two site




New building at brewery site terminating view
New micro maker spaces Connecting two sites
Opening existing space onto new street
Breaking Through existing mall to introduce new, shared street

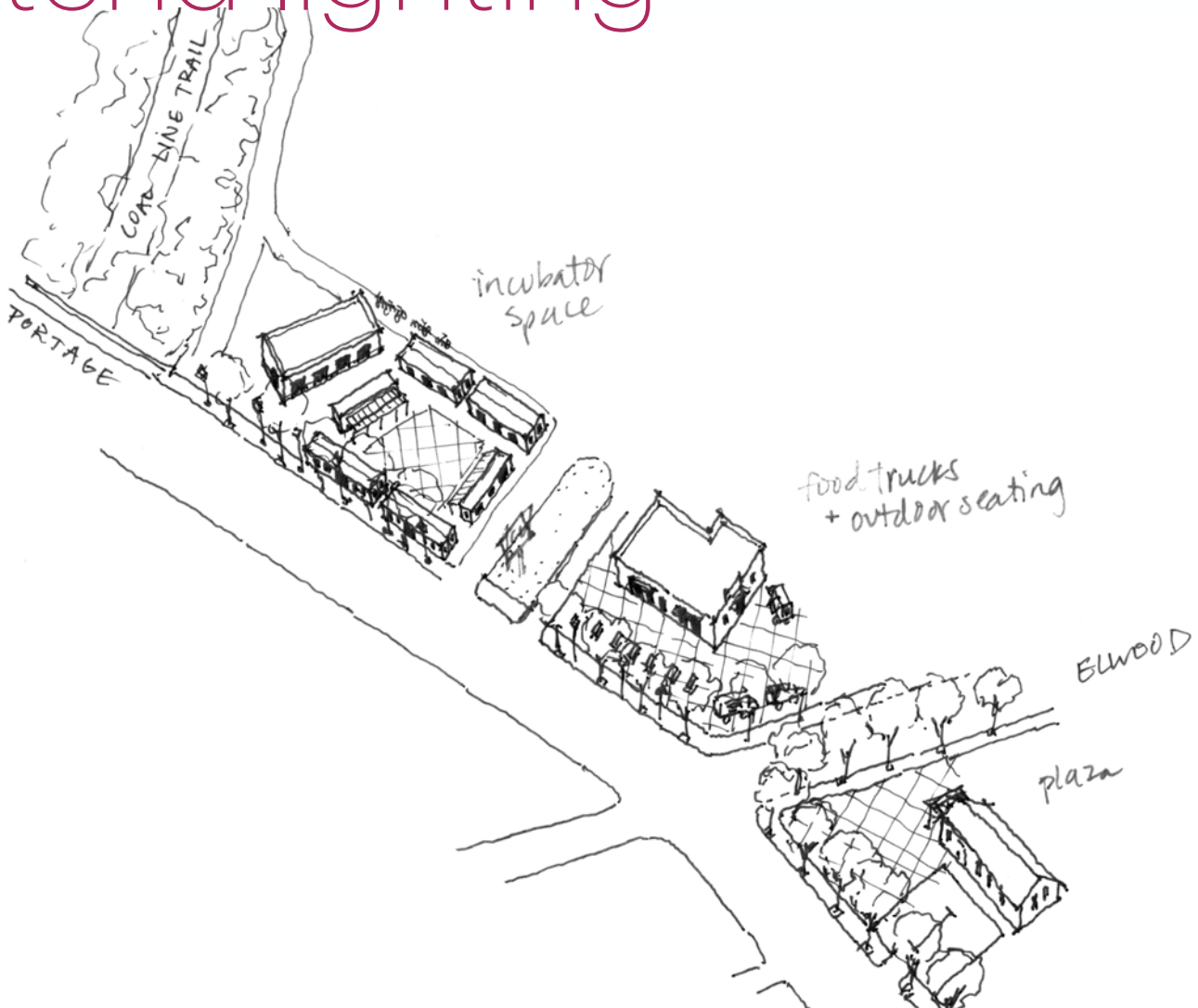
Psychological: Shared branding

Strengthen identity/shift the perception of the area

Start with street design improvements along Portage: Extend lighting

Extend lighting

Improve frontages



CVS
pharmacy
PORTAGE
MEAT & MARKET
BUTCHER • PRODUCE • GROCERY • MORE!
$1
CATFISH NGS 1.99LB
COUNTRY RIBS 99CLB
H&R BLOCK
boostmobile
CheckSmart
PORTAGE
BLARNEY STONE
WINE & SPIRITS
ICE

MARKET
HALL
HARDWARE
GROCERY
ARTS

Integrate murals throughout the area

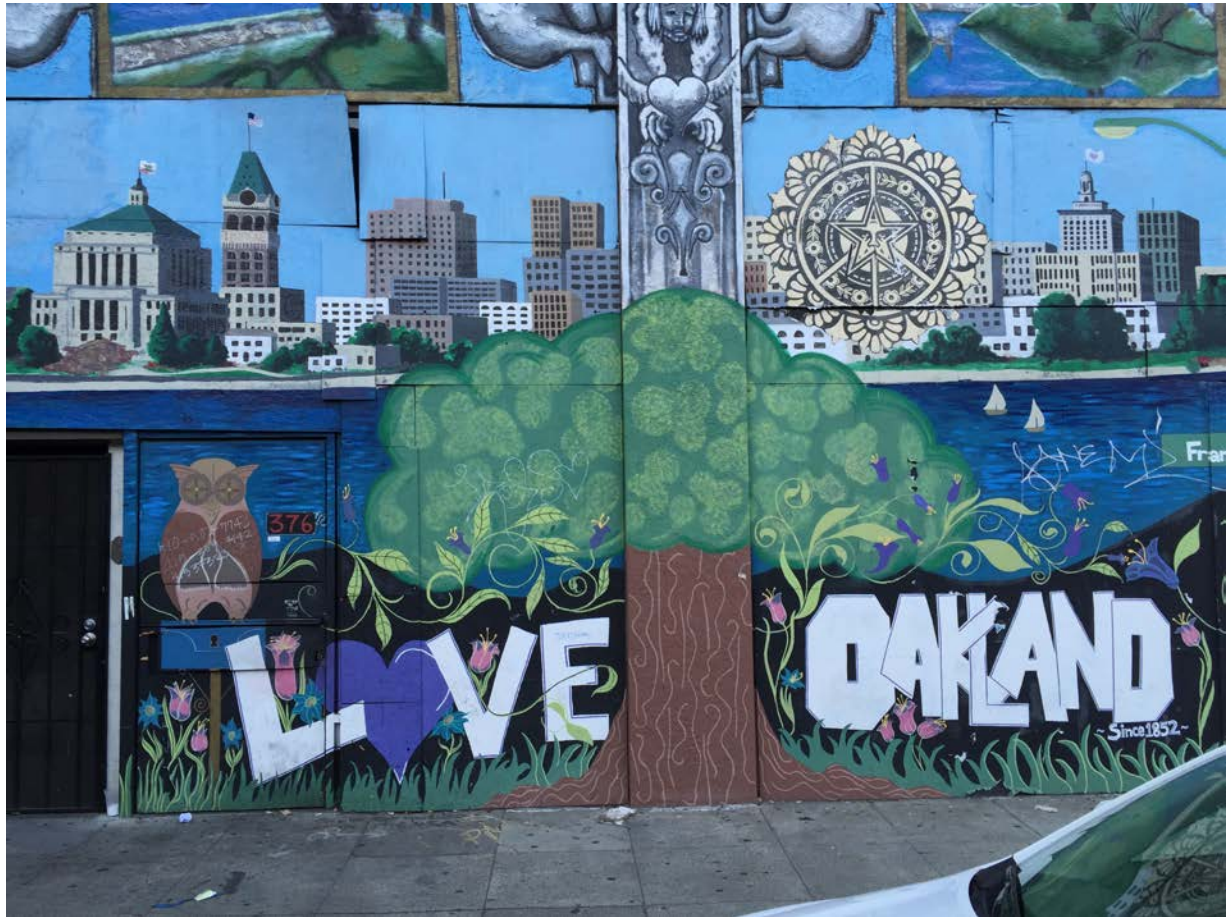
Utilize large blank walls as a canvas

Murals create by local artists or organizations

Integrate murals throughout the area

Blank walls as a canvas

Create by local artists



Rebrand the area

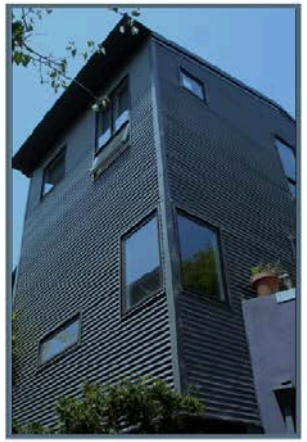
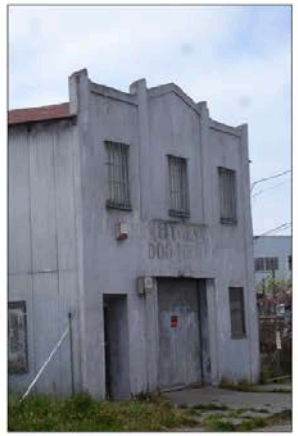
Give it a name

Palette of materials

Colors

Etc.

Reinforce a unique, funky, warehouse district feeling

Provide
affordable spaces to incubate
local businesses and artists

Spaces from reuse of existing buildings

Rents likely starting at about $300/month

400sf-800sf

Creative build out

Images Courtesy of Monte Anderson

Newly constructed flex/maker spaces

Rents likely starting at about $300/month

500-1,500sf

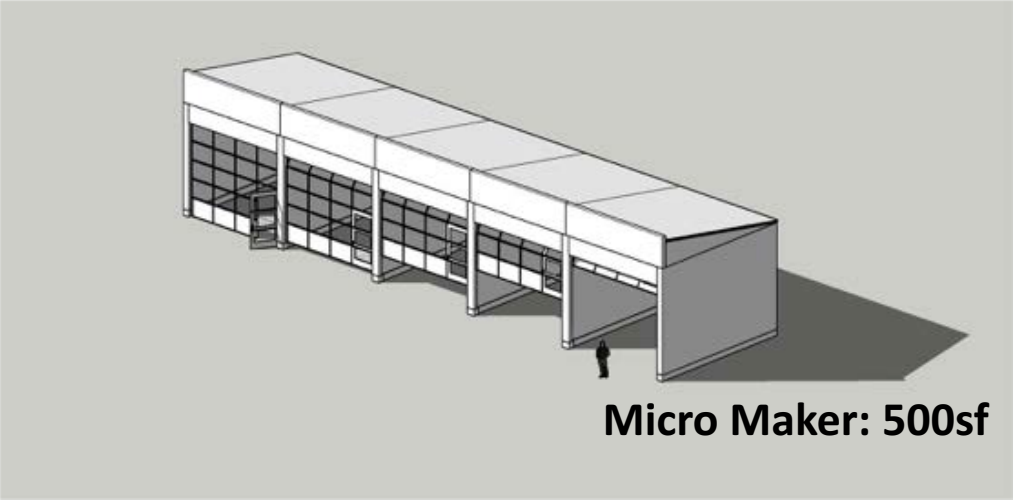
simple one story structures. $75sf construction.

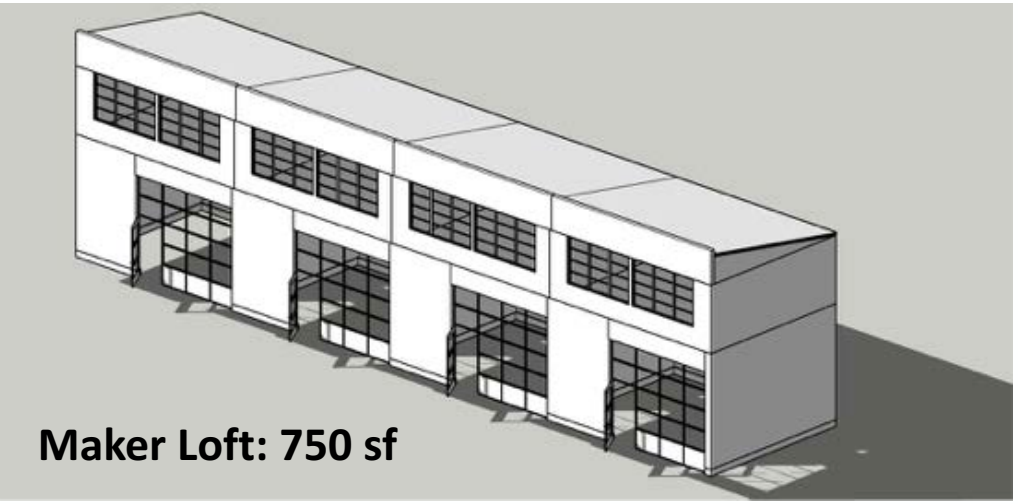
CMU walls, Glue lam roof structure, metal roof

Ductless split HVAC system

Bathroom in the corner

Roll up garage door





Design by Principle

Economically Viable: Proforma Tested

Summary

	Micro Maker	Maker Box	Maker Loft	Maker Apartment	DIY Living	Quonset Hut	Made-It Maker	Loading Bar
Unit Size (SF)	500	750	750	750	1,250	750	11,250	7,000
Land Cost	$3,000	$3,750	$3,750	$3,750	$7,500	$3,750	$45,000	$45,000
Construction Cost	$32,500	$48,750	$73,125	$97,500	$187,500	$48,750	$787,500	$490,000
Sale Price	$60,900	$83,300	$116,375	$149,250	$295,000	$83,500	$1,212,500	$928,000
Mortgage	$310	$420	$590	$760	$1,490	$420	$6,140	$4,700
Rent	$480	$660	$930	$1,200	$2,320	$660	$9,610	$7,250

Activate the park and make it safer

Bring Park Space Into Site

Due to existing conditions: Location of historic pond

Exchange park area on south end with central park space

Equal amount of space

Plan does not hinge upon this idea

Integrate a tree-lined, pedestrian-oriented street along the edge

Provides passive observation/security

Program the Park

Playing fields:
South Bend Cubs

Dog park

Splash park, bigger play area, etc.

Natural habitat: educational component
Bees and butterflies

Enable the Drewrys site to evolve into a **unique creative district** that reinforces its industrial history

Creative Adaptive Reuse and New Buildings

Next generations industrial uses

Low impact

Few large trucks

Seemlessly Integrated into Community

Engaging Elwood

Streets connecting through site into neighborhoods

Orientation of buildings are outward at edges

Seemlessly Integrated into Community

Engaging Elwood

Streets connecting through site into neighborhoods

Orientation of buildings are outward at edges

Introduce a variety of high-quality **housing** choices at southern end of project area

Missing Middle Housing

Consider a new range of housing.

Missing Middle is a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban living.

Variety of Choices and Types

Variety of Scales

Next Steps

Keeping the momentum moving forward

Next Steps

City and Opticos Team:

- Refine framework plan and document the ideas generated at this workshop.

Retail Plaza:

- Continue to engage and develop a relationship with new property owner.

- Discuss ideas for activation and place making within the parking lot to promote the center.

Next Steps

Drewrys:

- Continue to work with the property owner to follow through with their responsibility to clean up the site.

- Continue the conversation with recently hired Drewrys development team to ensure principles developed in the workshop are considered within their business plan

Next Steps

AEP:

- Work with AEP to develop a neighborhood appropriate edge to Elwood that screens substation infrastructure.

- Coordinate with AEP to improve the sidewalk infrastructure along Elwood as part of the installation of new transmission lines.

Next Steps

Infrastructure:

- Portage Avenue and Elwood Streetscape Improvements including new side walks, lighting and intersection upgrades.

- Continue to work with landowners adjacent to the Coal Line Trail to promote connectivity to the trail network.

- Finalize design and engineering of Coal Line Trail which is expected to be bid in late 2019

Q&A

For more information, visit:
www.southbendin.gov/PortageElwood