What's Inside

01 Summary of Big Ideas
02 Next Steps
03 Q&A
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
Introduce a promenade from street
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
Introduce a new street connecting the two areas

New micro maker spaces
Connecting two sites

Breaking Through existing mall to introduce new, shared street

Opening existing space onto new street

New building at brewery site terminating view
Psychological: Shared branding
Strengthen identity/shift the perception of the area
Start with street design improvements along Portage: Extend lighting

Extend lighting

Improve frontages
Start with street design improvements along Portage: Extend lighting.
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

Micro Maker: 500sf

Maker Loft: 750 sf
### Summary

<table>
<thead>
<tr>
<th></th>
<th>Micro Maker</th>
<th>Maker Box</th>
<th>Maker Loft</th>
<th>Maker Apartment</th>
<th>DIY Living</th>
<th>Quonset Hut</th>
<th>Made-It Maker</th>
<th>Loading Bar</th>
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<tbody>
<tr>
<td><strong>Unit Size (SF)</strong></td>
<td>500</td>
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<td>1,250</td>
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<td>$930</td>
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</table>
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
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