THE URBAN EDGE

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MUNCIE, INDIANA
I would like to thank the Madison community members and the professors at Ball State for their many contributions that enabled my thesis to be a success.

Alfredo Missair
Dan Woodfin
Marge Turner
The Madison Community
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ABSTRACT

The main issue my thesis addresses is the need for the redevelopment of a strong connection between the city’s riverfront and the community itself, a connection in Madison which must link together the Central Business District, the adjacent residential area, and the Ohio River. They must all be reactivated as a whole with each existing through the support of the others. Along with this are the issues of reestablishing or enhancing the community’s sense of identity and pride, and enhancing the downtown to give the citizens a better chance of maintaining a healthy economic and social base that will allow them to grow and prosper rather than fade away as many city cores have done.

Additional issues to be focused on include the need for the development of a riverfront entry and recreational areas along the river, a multi-use facility designed to function as the community’s house providing needed educational as well as recreational opportunities, and the reinforcement of the city-river connection by environmental improvements that will continue from the river area on into the city as well as addressing and reinforcing the CBD and residential area connection.

Riverfront Entrance

Madison owes its beginning to the river, so it’s only appropriate that the riverfront be its "frontyard" - a recreational area that will make the riverfront more accessible, enjoyable, and usable for the entire community. First, a waterfront entrance will be developed at the end of Jefferson Street. This will be an area that’s functions is to greet those people who arrive in Madison via riverboats. It can also be used by Madison citizens as a river look out area. Second, a marina will be located at the base of Broadway Street to allow Madison citizens an area to keep their boats as well as allow visitors from surrounding communities to stop and visit Madison. Next, pedestrian and bicycle paths are to be located along the riverfront. An outdoor performance pavilion for bands to provide community entertainment will be installed as well as a "community green" for festivals and family recreation will be developed as well as tennis courts, fishing piers and overlooks.

Multi-Use Facility

This facility will be located at the empty lot at the corner of Jefferson St. and Vaughn Dr. and adjacent to the proposed waterfront entrance. It will act as an extension of Madison’s history, a regional cultural center as well as a tourist attraction. It will provide displays for all user age groups both citizens and visitors. It will contain a lobby or reception area, a visitor information center for those who come to the city in private boats, steamboats, or cars. It will provide information on events in Madison such as Tour of Homes, Steamboat trips, fleamarkets, Chautauqua of the Arts and so on. A large space will be provided for displays on Madison’s development as a rivercity along with steamboat building, Regatta and Chautauqua history. An urban art gallery area will also be incorporated for local and regional artists to display their works year round. Meeting areas for such groups as the Regatta Committee and the Riverfront Committee can also take place here. There will also be a small cafe which will provide a view of the river and boats with the
hills of Kentucky as a backdrop.

Jefferson Street

There will be a continuation of streetscape materials such as paving, signage, lighting, street furnishings and planting from the waterfront area up Jefferson St. and on to Main St. This will provide a visual connection between the two while providing for a better street environment for both the surrounding community as well as for visitors. A variety of activities and events will be enhanced and encouraged (flea market, farmers’ market, sitting-meeting areas, outdoor display areas for stores) to add to the positive city image that Madison wants to projects.

Shopfront renovation and housing in the upper stories will also be incorporated into the project to aid in the creation of a positive image for the area. This will provide a change in the consumer’s perception of the downtown and of the individual businesses currently residing on Jefferson Street. Current vacant spaces will be more attractive to prospective tenants.

The currently empty Hunger building through renovation will be restored as a hotel and small restaurant. Madison currently has only a few small hotels in the downtown area. With the increased success of events such as the Chautauqua of the Arts, the Regatta, and the amount of visitors from surrounding areas to Madison, there is a need for this type of facility. A small hotel, restored to recreate an atmosphere similar to the one it possessed in the 1800’s as the Eagle Hotel would help to enhance the historic image of Madison while also help to reinforce a positive image in this presently run down area.
Water, being the first form of transportation, was naturally a dominate force which caused cities to develop at its edges. With growth and development over the years of the railroad, the car, the suburbs, and the commercial strips, the city has expanded in a rapid unplanned manner, leaving behind the city's once thriving waterfront core to be forgotten and neglected. The separation of the Central Business District, the residences, and the waterfront has occurred. The link between the community and its natural edge has become obsolete, a connection necessary for establishing human orientation and community identification.

Today, there is a renewed interest in the reestablishment and upgrading of the waterfront and the downtown cores. But this is not enough. There needs to be a strong connection between the water and the community so they are not just two separate redeveloped areas, but a reactivated whole with each existing through the support of the other. This will add to the community's sense of identity and pride. The condition of the downtown will also be improved, giving the community a better chance of maintaining a healthy economic and social base that will grow and prosper.

Through urban renewal not only can the importance of our downtowns be recaptured, but the necessary water link can be reactivated. An enhancement to the environmental quality of life for the community will be allowed by preserving the historic image and developing the riverfront as an inviting and safe area. Social, economic, and cultural activities must also be strengthened and provided to add to a renewed vitality that will lure people to the downtown to live, work and play.

I have chosen to work in Madison, Indiana's waterfront downtown core. Here, the above issues are very real and need to be addressed. The site I have chosen to revitalize is downtown along the waterfront and continues on up into the city’s Main Street core.
Madison is located in southeastern Indiana on the Ohio River, 46 miles upstream from Louisville, Kentucky. Metropolitan centers such as Indianapolis, Lexington, Kentucky, and Cincinnati, Ohio are within one hundred miles. The historic area of Madison contains one of the largest concentrations of 19th century structures in the Midwest.
Madison, once the state’s leading metropolis when the urge to conquer the "West" was strong, began its existence in the early 1820’s as a port of entry for settlers moving to the interior of the state and beyond. The area, situated upon high ground between the Ohio River and Crooked Creek and framed by high bluffs to the north, had long before been established as a popular crossing point over the Ohio River by generations of the Michigan Indians. The path served as a ready made highway for the settlers, making the area even more attractive.

John Paul, Lewie Davis, and Jonathon Lyons purchased the land, 691.54 acres, from the Jeffersonville Land office in 1808. The new owners laid out Madison in a typical grid pattern that conformed to the lines marked by the surveyors and geographers, not to the natural contours of the terrain or river. Only after the town began to expand did street layouts respond to the river. The original town was laid off in 16 squares, with the streets running directly east and west and north and south. The five streets running east and west were: High St. (now First), Second St., Main Cross (now Main St.), Third St., and Back St. (now Fourth). The five streets running north and south at right angles to those above were: East (the eastern boundary of town), Walnut, Main (now Jefferson), Mulberry, and West St. (the western boundary).

Important to the town’s future was a series of developments in transportation. New roads were built which helped passage on into the state for travelers and commodities. A boatyard was established in 1836, and the first railroad in Indiana was erected from 1836 to 1847 which connected the city to Indianapolis. Madison began to grow and prosper at a rapid rate, making it a favored and inviting spot for commerce and industry.

Early establishments include: a courthouse in 1812, the Farmers and Mechanics Bank in 1814, the first successful bank in Indiana, and the first library in the northwest territory in 1818. Madison also houses Indiana’s oldest volunteer fire company, organized in 1831 in a small room on what is now part of today’s courthouse square.

In 1888 they purchased their present home on the northeast corner of Main and Walnut Streets.

Early industries in Madison included shipyards, starch factories, furniture factory, saw mills, cotton mills, button factories, paper mill, yarn and cordage mill, breweries, pork packing industries and iron foundaries. The latter two played an important part in the history of the town. In 1870 several iron foundaries in Madison furnished most of the old gates, fences, and balconies in use today. In the 1840’s Madison was the second largest pork packing city in the country. It provided big business for the railroad that was used frequently for hauling of the pigs.

Some of the early houses which have been preserved and are on the National Register of Historic Homes today, include: the Federal Style Sullivan House (the first brick house in Madison) built in 1818, the Classic Revival Lanier Home built by Francis Costigan, a well known architect and master builder in Madison, Francis Costigan’s House, the Shewsbury House built in 1849, and the Classic Revival
purchased their land in the northeast corner of Walnut and Main. Industries included shipyards, warehouses, furniture factories, cotton mills, cotton gin factories, sawmills, pork packing plants, and iron foundries. The latter two were important parts of the town. In Madison, the iron foundries furnished most of the iron for fences, barns, and houses today. In Madison, pork packing was the largest industry. The town was known for its pork packing industry. It was used for the hauling of the early houses in the preserved area.

The early houses preserved are in the Federal Register of National Register of Historic Places. The first house built in Madison was the Classic Revival house built by Francis Wharf in 1822-1826. The second house built in Madison was the Classic Revival house built in 1815-1817. The third house built in Madison was the Classic Revival house built in 1835-1854.
Dr. Hutching’s Office.
By the mid 1850’s, Madison’s rapid growth began to decline with the development of railroads in other areas of the state and the growing competition from cities such as Louisville, Indianapolis, and Cincinnatti. With these long-term statewide shifts in population, commerce, and transportation, Madison’s Golden Age came to an end. The city lay almost forgotten for many years, hidden beneath its high bluffs. Today, Madison, over 170 years old, has been rediscovered by architects and architectural historians with its well preserved historic architecture, including 133 blocks in the National Registry of Historic Places. It has become a favored place for visitors not only for its intact architecture but also for well known events such as the Regatta and the Chautauqua of the Arts.
CLIMATE

- Average temperature
  - Winter: 32.2°F
  - Summer: 79.3°F
- Average Annual Precipitation: 44.4 inches

DEMOGRAPHICS

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LAND USE

COMMERCIAL
INDUSTRIAL
RESIDENTIAL
RECREATIONAL
INSTITUTIONAL

OHIO RIVER
A well designed waterfront can become a town's focal point, its drawing card, the stage for its celebrations, a symbol of urban vitality. This notion is strengthened by the increased demand for recreation, spurred by greater leisure time, the popularity of jogging, bicycling and similar exercise and the growth of watersports. This strengthens the need for there to be a stronger city-river link that can provide for these needs as well as reinforce community pride.

In Madison this necessary link can be made first by increasing the community's awareness of the natural edge of the Ohio River, only 3 blocks away from Main Street, the central artery of the downtown. By continuing the streetscape materials such as paving, signage, lighting, streetfurnishings and plantings from the waterfront are up to Main Street, a visual and physical connection can be provided to the waterfront. Three key streets were chosen for this treatment: Broadway, West, and Jefferson. West Street is the point where the street grid conforms the most to the
CONCEPT PLAN

The curve of the river. Broadway and Jefferson are the two streets with the best view to the river due to their exaggerated width, a character obtained from the days when they played the role of being the main arteries for waterfront traffic.

By giving these areas private and public themes, private being located at the base of Broadway and including facilities mostly focusing on the community's needs, and public being located at the base of Jefferson Street and including facilities that will address the community's needs as well as visitor's needs, the town concept can be strengthened even further.

The idea of the three major arteries to the waterfront is strengthened even more by creating two strong nodes along the streets, one at Main Street, the other at the water's edge with intermediate nodes at the intersections between them. These smaller nodes would contain information booths and seating areas which reinforce the awareness and importance of the river. Concentrated shopfront renovation and housing in the upper stories are also proposed to aid in the creation of a positive image for these areas.

I have chosen to develop the waterfront node at the south end of Jefferson Street. Here a riverfront entrance was developed that will greet those people who arrive via riverboats. A small museum was developed to house the treasures of Madison's past while also offering an opportunity to educate the citizens and visitors on current events such as the Tour of Hones, steamboat trips, flea markets, Chautauqua and so on. Finally, the existing corner park will be enhanced to offer a variety of activities and eating areas, all which utilize the river as a backdrop.

Additional goals and objectives include: reinforcing the Historic Image and Fabric of Madison, increasing overall tourism potentials through riverfront development, and increasing family-oriented activities at the riverfront.
Jefferson County Courthouse
1854-1855

Hunger Building
1830's

Jefferson Street Houses
Schofield-Meyers Building
1877

Jefferson Street Row
1835-1839
An ordering system which influenced design solutions was established from three existing characteristics of the site. The first was the strong linear axis created by Jefferson Street itself. The street is much wider than the average downtown street, which allows a greater visual axis to the river from any point along it. A strong terminus point was needed at its end, where it meets the river. The element utilized could not block the view to the water, but must entice the viewer to come to its edge where he can then experience the variety of activities at this waterfront site. The solution here was to provide for a large dock to greet the steamboats and serve as a designated point for large waterfront celebrations and activities. The boat and the people will serve as the main focus, but will not permanently block the view of the river. Additional trees will be added along the street to maintain and strengthen this linear axis where buildings have been torn down and parking now exists.

The second system was determined by Vaughn Drive, or riverroad, which runs along parallel to the river. An existing line of trees is found here which already serve to strengthen the axis. Also found here is a four-foot stone wall which runs along the edge of the park. It too has a role in maintaining this axis.

The third system was obtained from the view one has when only a half a block away from the river. As one walks or drives down Jefferson Street, his view is focused straight ahead to the river, but as he gets closer, within a half a block, the vacant lot on the northeast corner and the absence of trees here allows him an unobstructed view of the river, the bridge to Kentucky and to its hills beyond. This axis is maintained throughout the project and reinforced with a focal point, a huge water fountain which comes out of the Ohio River itself. The museum also responds to this axis by its form both interior and exterior, constantly reminding its users of the river.
Perspective looking west down the corner of Jefferson Street and Vaughn Drive

 Vaughn Drive System
Perspective looking east down the corner of Jefferson Street and Vaughn Drive

Riverview System
building
access to
parking
building entry
outdoor plaza
parking
service yard
major exterior
walk system
minor exterior
walk system
SITE SECTIONS

Section looking East

Section looking West

Section looking South

Section through Vaughn Dr. looking South
Section through Vaughn Dr. looking North

Section through Jefferson St. looking West

Section through Jefferson St. looking East
MUSEUM ELEVATIONS

West Elevation

South Elevation
GRAPHIC ANALYSIS
PEDESTRIAN CIRCULATION
Waterfronts have a special character, one that should be looked at by a community for its possible role as the stage setting for celebrations, fairs, music events or similar attractions. With today's increased leisure time and demands for recreation, this opportunity must not be overlooked. In addition, tax benefits for rehabilitation of older structures increase the attractiveness of investment in these older areas. Residential buildings near waterfronts are now eligible for the breaks once restricted to commercial buildings. There is also a greater appreciation for the history of development of these older towns, resulting in greater interest in riverfront events such as the steamboat. Thus, if not anticipated, a community could lose forever an irreplaceable space for special events.

Madison, like many communities, has recognized the uniqueness of its waterfront, and has begun special planning efforts to look at the overall resource before decisions are made about individual parcels. The city has started a comprehensive examination of the condition and ownership of the area, and has sought help in making recommendations on how to use the resource to meet major community needs. Outside assistance has included the Ball State CAP Charrette team brought in last fall to help get waterfront planning and design efforts going. The team conducted a two day workshop, focusing on the city's waterfront. It identified the problems and issues of the waterfront and produced a set of cohesive resolutions that could be incorporated into the city's overall plan.

Madison is indeed aware of the potential vitality of its waterfront and downtown core and to their important roles in the well being of the surrounding region as well as to the city itself. They must be continually improved and the waterfront connection strengthened. My efforts through examination of the city and recommendations are intended to provide suggestions to the community toward unifying the central area to the waterfront, preserving the distinctive urban characteristics of Madison, and attracting new development. With strong public support and involvement, the plan's objectives can be more readily realized. The success of the plan's recommendations lies in the ability of its users to effectively apply its resources, energies and determination to its implementation.
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Research Fall 1986

My research dealt with the topic of waterfront design, determining the "dos and don'ts", and establishing some general guidelines in which I have been able to use in my thesis work and design efforts in Madison, Indiana. Because of similar interests in this area, Tim Cover, Bryan Carr, Todd Cass, and myself have combined our efforts to enable us to achieve greater results by covering more areas and issues. We chose to concentrate our group research in Cincinnati, Ohio. Information was gathered through the use of observational spatial analysis, and image, riverfront, and business surveys. We also utilized focused and direct interviews with Cincinnati community members, particularly those using the waterfront at the time of our visit. I continued these efforts to Madison by performing studies and space observations of waterfront areas there and by distributing questionnaires and conducting interviews with officials and community members.

Hypotheses considered included:

1) If the central business district were to represent the immediate neighborhood needs both in services and in environmental recognition and cohesiveness, then the compatibility and activities that would exist would help enforce a positive waterfront linkage. 2) If the use of the natural edge of a river were incorporated into a city's urban context, then it would encourage greater usage and a renewed vitality to the town as a whole. 3) If the riverfront were made into a cohesive river park that would meet the growing recreational, social, and leisure needs of today's society, then the area would become more popular for longer periods of time. 4) If year-round use facilities are incorporated in riverfronts, then year-round activity will meet today's needs for leisure as well as provide for the vitality needed to refurbish riverfronts and the adjacent downtowns. 5) If these year-round use facilities incorporate both contextual elements of the river and of the city, then the transition and transformation of the diversity of forms, textures, colors, and spaces, which will occur from each context, will create a sense of place which enable the user/occupant to better understand the interaction and the transition needed between the river and city.

The surveys enabled us to determine the needs and concerns of the merchants in the areas how the development of the waterfront could enhance and interact in the development of the central business district. They also provided background information on the businesses, such as business types, length at present location, whether or not they have made any improvements on their buildings, and why they chose to locate in that area. The surveys also allowed us to see if the merchants felt the central business district and the waterfront development could improve their businesses and the image of the downtown.

One major conclusion that was derived from the surveys was that the merchants were interested in a cosmetic approach to revitalization. The number one response to the question of building improvement was a paint up-fix up of the exterior of the buildings. This implies on one hand that there is a strong desire to restore and maintain the city's historic character. It also illustrates the desire to reestablish the downtown as the city center. (An upkeep area as opposed to a deteriorated area attracts more consumers and therefore, brings a renewed vitality to the central business district area.)
Another conclusion in reference to what the downtown could be is brought out in the question, what is the most important improvement that would encourage people to visit or shop in the downtown area? The largest response was waterfront development. This implies that the development of the waterfront as a destination point would stimulate the revitalization within the downtown.

Surveys were conducted along waterfronts that have recognized their potential as well as those which need to be developed. They determined the feasibility of a waterfront development, their present usages, and those activities which need to be provided. It was found that these areas do not have a large volume of usage nor do they attract people for long periods of time, however a strong interest exists in changing this.

Presently the views are the primary reason for people coming to the waterfront, but this is not a strong enough stimuli to keep people at the waterfront for an extended period of time. The implications of this indicate that the view needs to be maintained and enhanced through the upgrading of the visual context (cleaning up the waterfront, improvement of deteriorating structures, and the incorporation of landscaping). Questionnaires and interviews conducted with people in the communities with undeveloped waterfronts expressed a desire for amenities and public spaces such as those found in Cincinnati. This includes such things as seating, landscaping, fountains, promenades, and an amphitheaters. Also areas where one can actually be in direct contact with the water was desired. All of this also reinforces the desire to make the waterfront a destination point.

Further considerations brought up through interviews include accessibility, parking, pedestrian-vehicular separation, increased security (improved lighting and police patrolling), and year-round activities.

In numerous occasions these year-round use facilities have stimulated various waterfronts. Cincinnati has recognized this and has taken steps toward the provision of restaurants, clubs, and other year-round facilities in an extension of their present riverfront development. A question arises in this situation. What is the image of the architecture of these facilities occurring at the waterfront? There are unique opportunities for the architecture in these cases because of the two distinctly different contexts surrounding it. The city context is one which is geometric whereas the river is one of organic.

The responses we obtained from questionnaires about this topic showed a desire for an architecture which responds to the river. The implications on design vary, but some general conclusions can be formulated. A major one was that the user/occupant of waterfronts desired an architectural image which was sympathetic to the river context. Responses to city context was created by the placement of a structure at the waterfront, but the connection to the water’s edge required a form and color which provided a proper response to the organic quality of the river context.

The interaction responses evoked a desire for minimizing the buildings at the water’s edge as well as an intermixing of landscaping and a form which repeated the smooth flowing edge of the water.

A response to the variation of the typical form or skyline
of cities was another issue which appeared. A desire for a variety of forms allows one to see the need for a break from the typical structured geometry prevalent in most cities and an inclusion of a more organic form which responds more sympathetically to the natural context of the river.

Finally, the color response which favored earth tones to vibrant colors allows one to see that the desire for a variety comes in the forms and not in color. It calls to attention that the vibrant colors are not a sympathetic response to the natural environment where as the earth tones blended more aesthetically.

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Architectural thesis students from Ball State University, Muncie, Indiana are asking for your participation in the analysis of Cincinnati’s waterfront. The information you provide will enable us to more accurately determine the strengths and weaknesses within the area. Your opinions and ideas will aid us in our research on waterfront developments which will ultimately be incorporated into our thesis projects.

1. How often do you visit Cincinnati’s Riverfront?
   1) At least once a week
   2) Several times a week
   3) Once a week
   4) Rarely go to the river

2. When do you visit the riverfront, how long do you usually stay?
   1) Just drive through
   2) Between an hour and half a day
   3) More than half a day
   4) Less than an hour

3. When you visit the waterfront, do you?
   1) Drive a motor vehicle
   2) Walk or jog
   3) Bicycle or motorcycle

4. Why do you go to the riverfront? (Mark more than one if applicable)
   1) Visit the park
   2) Walk dog
   3) Personal exercise
   4) Look at view and see boats
   5) Meet friends
   6) Attend some special attraction
   7) Other (indicate what) fireworks, fishing, relax

5. What age bracket are you in? under 18: 10 18-29: 15 30-50: 10 50-60: 5 over 60: 5

6. What do you enjoy most about the riverfront?
   1) Views
   2) Boating
   3) Parks
   4) Restaurants
   5) Shops
   6) Other (indicate what) summer activities

7. What do you dislike most about the riverfront?
   1) Noise (disturbances)
   2) Litter
   3) Lack of facilities (restrooms, sidewalks, etc.)
   4) Other (indicate what)

8. What would you like added to the riverfront?
   1) More parks
   2) Restaurants
   3) Boating facilities
   4) Other (indicate what) 4 other

9. If vandalism occurs along the waterfront, what do you think should be done about the problem?
   1) Clean up and restrict access
   2) Increase security
   3) Other (indicate what) 1 other

10. Comments: Cincinnati has a very nice downtown cleanup share area for you clean up share picnic and clean up share along the waterfront. Some people don't like the way it is being built up with shops. If we could return night
RESEARCH

Architectural thesis students from Ball State University, Muncie, Indiana are seeking your participation in the analysis of Muncie's downtown business district. The information you provide will enable us to more accurately determine the strengths and weaknesses within the area. Your opinions and ideas will also aid us in our research which will ultimately be incorporated into our thesis projects.

1. Restaurant

2. Type of Business: ____________________
   - Retail
   - Wholesale
   - Office
   - Manufacturing

3. Length at present location: ____________
   - Less than 3 years
   - 3 to 5 years
   - 5 to 10 years
   - 10 to 20 years
   - More than 20 years

4. If you rent or own your business?

5. Which of the following was the single most important factor in choosing this location?
   - Cost of space available
   - Size or type of space available
   - Character of place
   - Access to site location
   - Other

6. Rent potential due to traffic volume

7. Including yourself, how many employees work here?
   - Full time
   - Part time

8. Have you or the building owner made any of the following improvements to your building or site in the past 5 yrs.?
   - New roof
   - Paint-exterior or interior
   - Wiring
   - Plumbing
   - Landscaping
   - Parking

9. Would you rehabilitate your business if matching funds were available (the amount you spend for rehabilitation is matched by another source)?
   - Yes
   - No

10. If your business has an upper floor, how is it currently being used?
    - Offices
    - Empty
    - Apartments
    - Other

11. How do you see the future of your business at this location?
    - Promising
    - Fairly promising
    - Not promising

12. Has your building or site been the site of vandalism or burglary in the past 3 yrs.?
    - Yes
    - No

13. What are the three most important improvements which you think would encourage more people to shop downtown? (Mark more than one if applicable)
    - Improved lighting
    - Sign Standards
    - Shopping renovation
    - Development of the riverfront area

14. Describe what you want downtown to be in the future
    - Strong historic image
    - Strong connection with waterfront
    - Center of activity for Cincinnati
    - Other

15. Other secun.
RESEARCH

BALL STATE UNIVERSITY

CENTER FOR ENVIRONMENTAL DESIGN RESEARCH AND SERVICE
School of Architecture and Planning

MADISON RIVERFRONT DEVELOPMENT SURVEY
INITIAL SUMMARY OF FINDINGS

1. Most respondents appreciate the scenic beauty of the river and views across to Kentucky. Most also mentioned enjoyment of the life of the river, boats in general, and the Regatta in particular.

2. All respondents actively disliked loitering coupled with drug and alcohol abuse which are apparently prevalent on the site. Most also mentioned proliferation of garbage and junk.

3. NEEDS
   1. more garbage facilities/collection
   2. increased policing of area
   3. sidewalks

4. DESIRES
   1. restaurants (including floating restaurants)
   2. marina/public dock and facilities
   3. promenade/bicycle trail/exercise trail
   4. landscaping and picnic areas/restrooms
   5. amphitheater/concert area
   6. paddleboats & trolley cars
   7. specialty stores for shopping
   8. horses/buggy rides/mounted police

SEPTEMBER 1986

Q.1 How often do you visit the Madison Riverfront?
32% of respondents had daily contact with the riverfront (its varying degrees), and 45% had weekly contact, a total of 77% regular contact among all respondents.

Q.2 How long do you stay?
48% of respondents stayed briefly at the riverfront, generally just looking from a car, and 33% had a more extended visit.

Q.3 Are you Vaught Drive as a Bypass?
24% of respondents drove 61% got out of their cars and have some more personal interaction with the environment.

Q.4 Why do you visit the riverfront?
66% come to look, 50% come on special occasions, and 4% come regularly for personal activities and recreational pursuits.

Q.5 Age of respondents were in the 20-30 age group; 5% were 50-60; 20% over 60; and 10% under 10.

Q.6 What do you enjoy most about the riverfront?
38% of respondents enjoyed the visual aesthetic quality of the area and 21% enjoyed the various activities available.

Q.7 What do you dislike most?
49% vehemently dislike the " riffraff" and/or are afraid of them; 38% disapprove of the amount of garbage, litter and junk; and 7.5% made mention of the lack of sidewalks and facilities.

Q.8 What would you like added to the riverfront?
The following are ranked in order of popularity:

1. parks/landscaping/playgrounds
2. sidewalks/bicycle-jogging trails/boardwalk
3. public boath dock & facilities/marina
4. restaurant on or overlooking river
5. shopping/tourist activities
6. restrooms/water fountains/trash receptacles
7. canoe/kayak/paddleboat
8. horses/buggy rides
9. fencing around junkyard & river terminal.

Q.9 What should be done about litter problem?
52% of respondents wanted more police patrol and heavy penalties for littering; 58% suggested more regular and
RESEARCH

RIVERFRONT DEVELOPMENT COMMITTEE
801 Filmore
Madison, Indiana 47250

The Madison Riverfront Development Committee and Ball State University Community-based Projects Program thank you for your participation in giving your opinion. The team from Ball State’s College of Architecture Planning will be in Madison September 15-17, to work your ideas into a plan. They will hold a public meeting to discuss their findings and display their drawings on Wednesday, September 17, at 7:30 p.m., at the Madison- Jefferson County Public Library, 420 W. Main St., Madison. You are urged to attend.

1. How often do you visit the Madison Riverfront?
   - _ Daily
   - _ Weekly
   - _ Monthly
   - _ Occasionally
   - _ Rarely

2. What do you visit the riverfront, how long do you usually stay?
   - _ Just drive through
   - _ Less than an hour
   - _ Between an hour and half a day
   - _ More than half a day

3. Do you use Vaughn Drive or a bypass for Main Street? __Yes; ___No

4. When you visit the riverfront, do you?
   - _ Drive a motor vehicle
   - _ Walk or jog
   - _ Bicycle or motorcycle

5. Why do you go to the riverfront? (Mark more than one if applicable.)
   - _ Visit the parks
   - _ Meet friends
   - _ Attend a special attraction (Regatta, Bluegrass Concert, etc.)
   - _ Other (Indicate what) __________

6. What age bracket are you in? __Under 18; 18-29; 30-50; 51-60; 60 or over

7. What do you enjoy most about the riverfront? (Mark more than one if applicable.)
   - _ Scenic sights & views
   - _ Waterfront / marina
   - _ People watching

8. What do you dislike most about the riverfront? (Mark more than one if applicable.)
   - _ Too crowded
   - _ Too many activities
   - _ Too many buildings
   - _ Too little / inadequate parking

9. What would you like added to the riverfront? __________

10. What do you think should be done about the problem of littering on the riverfront? __Police / enforcement

11. Comments: ____________________________________________________________________
Space Summary

Lobby................................. 600 s.f.
Reception............................ 225 s.f.
Exhibit Space....................... 6000 s.f.
Circulation......................... 100 s.f.
Offices............................... 400 s.f.
Meeting Room....................... 1400 s.f.
Kitchen.............................. 220 s.f.
Storage............................... 990 s.f.
Mechanical......................... 530 s.f.
Restrooms........................... 525 s.f.
Total.............................. 10990 s.f.