



## Chapter 12

# Image, Identity and Community Character Plan

**The Image, Identity, and Community Character Plan** recognizes that the identity, appearance, and character of the Town of New Carlisle has far-reaching implications for the way in which the community is perceived by potential residents, businesses, patrons and developers. New Carlisle can, through the implementation of a comprehensive Image, Identity, and Community Character Plan, create a unique brand for the Town which will help it attract new investment, tourism, employers and residents.

While elements such as a logo and a town slogan can be important components of the Town’s identity, physical elements such as streetscaping, pedestrian amenities, and overall appearance and attractiveness can speak louder than a symbolic brand or logo. This chapter serves as a foundation for the continued development of New Carlisle’s unique identity through physical improvements as well as conventional branding efforts. This chapter provides steps that can be taken to craft an image for New Carlisle that sets it apart in the region and lays a foundation for healthy growth and a high quality of life for residents.

## **COMMUNITY CHARACTER AND IMAGE**

The Town of New Carlisle community description is of having the “small-town feel” with its historical charm and other positive attributes, including quality downtown and neighborhoods, desirable schools and proximity to South Bend, LaPorte and Michigan City. Some feel that there is a lack of community identity and that, in general, there is no unifying community image or consensus for “who New Carlisle is.” This chapter of the Plan aims to assist the Town in fostering that unique sense of character and identity and to better define what makes New Carlisle, “New Carlisle”.

The Image, Identity and Community Character Plan is organized under the following categories: (1) streetscaping, (2) establishing an image and identity, (3) gateways and wayfinding, and (4) image and appearance.

## **STREETSCAPING**

An attractive streetscape can have a tremendous impact on the overall character, image, and identity of a community and how the Town is viewed by visitors. The Town of New Carlisle should develop and implement an expansion of its streetscape plan that delineates such elements as street and sidewalk dimensions, uniformly-designed and adequately deployed street furniture, trash receptacles, lamp posts, railings, and street trees in sufficient bulk and quantity to provide shade on hot summer days.

The type and intensity of streetscape improvements will vary considerably from one portion of the community to the next, with the most frequented areas, such as the downtown, receiving the most streetscape attention. Greenfield development sites, such as the areas of the gateways into the Town, represent unique opportunities to integrate streetscaping elements into initial construction and establish a cohesive design that is not possible in previously developed areas where piecemeal streetscape implementation is required.

## **DOWNTOWN STREETSCAPE**

**INSERT NARRATIVE REGARDING THE ENHANCEMENTS TO THE DOWNTOWN STREETSCAPE CHARACTER AND CHARM AS PART OF PHASE TWO OF THIS STUDY.**

**SENSE OF ENCLOSURE AND PLACE**

**INSERT NARRATIVE REGARDING THE ASPECTS OF PLACEMAKING AS PART OF PHASE TWO OF THIS STUDY.**

**PEDESTRIAN TRAFFIC**

**INSERT NARRATIVE REGARDING THE ASPECTS OF PEDESTRIAN MOVEMENT AND CIRCULATION WITH CONNECTIONS TO THE NEIGHBORHOODS AS PART OF PHASE TWO OF THIS STUDY.**

**STREET LIGHTING**

Pedestrian scaled lighting should be installed to illuminate downtown sidewalks and public areas. Lampposts can serve a dual function of lighting both the roadway as well as pedestrian ways, but pedestrian lamps should be located at 10 to 12 feet in height. Streetlights should also be attractive in style and design so as to serve both a functional and aesthetic purpose.

**INSERT NARRATIVE REGARDING FURTHER ASPECTS OF LIGHTING AS PART OF PHASE TWO OF THIS STUDY.**

**CORRIDOR STREETScape / GATEWAYS**

**INSERT NARRATIVE REGARDING THE ENHANCEMENTS TO THE CORRIDOR STREETScape CHARACTER, SIGNAGE, AND GATEWAYS AS PART OF PHASE TWO OF THIS STUDY.**

**UNDERTAKE INTERSECTION IMPROVEMENTS**

**INSERT NARRATIVE REGARDING THE ENHANCEMENTS TO IDENTIFIED STREET/ROAD INTERSECTIONS AS PART OF PHASE TWO OF THIS STUDY.**

**BURY/SCREEN UTILITIES**

**INSERT NARRATIVE REGARDING THE ENHANCEMENTS TO THE SCREENING / BURIAL OF UTILITIES AND LAND USE BUFFERS OF THE TOWN AS PART OF PHASE TWO OF THIS STUDY.**

**ESTABLISHING AN IDENTITY AND BRAND**

**INSERT NARRATIVE REGARDING THE PROCESS OF DEFINING THE NEW CARLISLE BRAND THAT CAN BE USED FOR IDENTITY, PROMOTION AND ATTRACTION. THIS CAN BE ANOTHER COMPONENT AS PART OF PHASE TWO OF THIS STUDY.**

**RESPECTING THE PAST**

**INSERT NARRATIVE REGARDING THE VARIOUS ASPECTS OF RESPECTING THE HISTORICAL PAST AS IT RELATES TO THE VISIONING OF GROWTH IN THE FUTURE. THIS WILL COVER VARIOUS AREAS THAT CAN INCLUDE HISTORIC NEW CARLISLE AND THE DOWNTOWN, AGRICULTURAL PRESERVATION, FARMSTEAD PRESERVATION, ETC. AS PART OF PHASE TWO OF THIS STUDY.**

**INSERT IMAGE & IDENTITY PLAN MAP**

## **IMAGE AND APPEARANCE**

The physical appearance of development has a significant impact on the outer image of a community within the larger region. The use of various design guidelines and standards, as implemented through piecemeal redevelopment requirements and community-wide incentive programs, will be an effective means of improving the physical appearance and related image of the Town.

- **ARCHITECTURAL STANDARDS**

**INSERT NARRATIVE REGARDING THE ESTABLISHMENT OF RECOMMENDED ARCHITECTURAL STANDARDS AS PART OF PHASE TWO OF THIS STUDY.**

- **IMPROVE THE APPEARANCE OF STRUCTURES AND PROPERTIES**

The Town should work with property owners along primary corridors to improve the appearance of buildings and properties. The overall image and appearance of the community will be elevated by combining public sector improvements within the public right-of-way, with private sector improvements for properties fronting these corridors. For many commercial and industrial businesses in the community, opportunities exist for additional parking lot landscaping, site landscaping, on-site pedestrian amenities, signage, and dumpster/ loading area screening. In addition to assisting existing businesses, as new developments are presented to the Town for review, staff should work with petitioners to ensure that projects include high-quality construction materials and appropriate and attractive landscaping.

**INSERT ADDITIONAL NARRATIVE REGARDING THE APPEARANCE AND AESTHETICS OF EXISTING STRUCTURES AND PROPERTIES WILL BE PART OF PHASE TWO OF THIS STUDY.**

- **FAÇADE IMPROVEMENT PROGRAM**

**INSERT NARRATIVE REGARDING THE EXISTING FAÇADE IMPROVEMENT PROGRAM AND HOW IT BENEFITS THE COMMUNITY WILL BE PART OF PHASE TWO OF THIS STUDY.**