

Downtown Streetscape Planning **MASTER PLAN 2004** Vermillion, SD

April 29, 2004



brian clark
and associates
landscape architecture



To Solve. To Excel. Together.

Acknowledgements

DOWNTOWN VERMILLION STREETScape PLANNING COMMITTEE (DVSPC) MEMBERS:

Roger Kozak, Mayor; James Patrick, City Manager; Dan Christopherson, Judy Clark, Kevin Jacobson, Paula Keller, Lisa Ketcham, Jill LeCates, Mary Merrigan, Roxanne Miller, and Betty Smith.

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Executive Summary

BACKGROUND

In the summer of 2003, after receiving a grant from the South Dakota State Historic Preservation Office and matching funds from a number of community organizations, the mayor of Vermillion formed the Downtown Vermillion Streetscape Planning Committee (DVSPC). This committee was charged with studying the downtown area and making improvement suggestions. In the fall of 2003, the DVSPC retained the design firms of TSP and Brian Clark and Associates to aid in the preparation of a master plan for improvements to the downtown study area. See Figure 1A, this page. This effort is documented in the following report. Vermillion, South Dakota is a city of 10,000 people located in Clay County. Vermillion is the home of the University of South Dakota. The downtown study area is located in the heart of the city and within the Downtown Vermillion Historic District.

PROJECT INTENT

As a part of the improvement effort to Downtown Vermillion, the City of Vermillion seeks to address functional and aesthetic streetscape issues associated with the downtown study area. The area is home to a variety of businesses, restaurants, churches, civic buildings, and residences. Although a unique and eclectic character already exists, this downtown seeks to enhance the cohesiveness of the area, improve the street and sidewalk infrastructure, as well as incorporate new site furnishings, pedestrian and vehicular lighting, and plant material.

This master plan is a documentation of the planning process used to determine the needs of the residents, business owners, and property owners in Downtown Vermillion. It is also a framework plan for future streetscape improvements adjacent to the study area.

MASTER PLAN GOALS

- Provide a safe and inviting experience for downtown businesses, city residents, and visitors to the area.
- Reintroduce Downtown Vermillion as an exciting and essential part of Vermillion.
- Build upon the timelessness and historic character of downtown.
- Develop a master plan that can allow phased implementation.



Figure 1A
Downtown Study Area Diagram

EXECUTIVE SUMMARY, CONT.

In order to carry out the goals set forth by the DVSPC, more definition was needed in the form of actual project objectives. Many of these objectives were discussed and refined during the stakeholder meetings and preliminary concept design review. The following is a list of the design objectives created from the input and review sessions:

- Create opportunities and physical spaces that identify Downtown Vermillion as a unique district in Vermillion.
- Whenever and wherever possible, address site user needs to create a safe and pedestrian friendly environment throughout the area.
- Focus on the unique and historic character of the downtown in all details of design.

MASTER PLAN RECOMMENDATIONS

To meet these objectives, this master plan covers issues and design ideas related to pedestrian and vehicular circulation, site furnishings, gathering areas, gateways, lighting, landscaping and hardscape. The following is an overview of the recommendations included in the master plan report.

- In order to tie the downtown area together, the master plan recommends using a similar site furnishings and elements palette throughout downtown.
- The master plan recommends incorporating seating areas, typically at intersections, into Downtown Vermillion to set up a recognizable pattern of gathering places throughout the downtown. These areas would be places to locate benches, trash receptacles, lights, posting piers, and display boards.
- In order to create a unified streetscape design for Main Street, the master plan recommends planting street trees in the city right-of-way.
- To help announce arrival into Downtown Vermillion and enhance 'way finding' around the downtown, the master plan recommends using signage, lighting, landscaping, and/or special paving to demarcate the gateways into the downtown.
- In order to introduce/re-introduce Downtown Vermillion to visitors and residents, the master plan recommends the ability to hold large public gatherings downtown by temporarily closing off part of Main Street adjacent to a proposed pocket park.
- The master plan recommends reducing visual and architectural 'clutter' wherever possible. An example of this would be combining street signage whenever possible and creating more uniform storefronts within the study area.

Planning Process

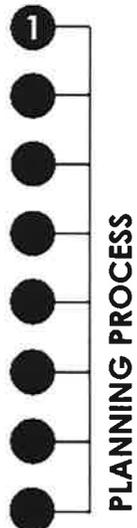
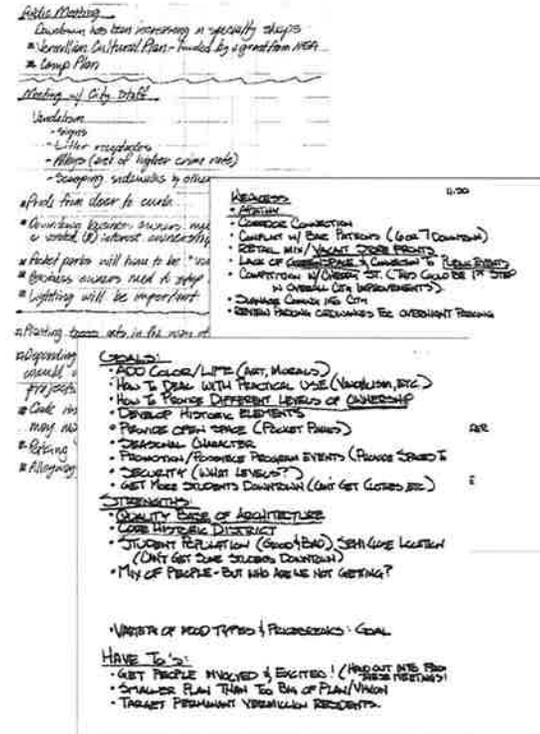
The focal point of the planning process was having the master plan be a direct result of what the Vermillion residents wanted. The City of Vermillion and DVSPC wanted to make every opportunity for public input possible during the creation of the plan. This stakeholder-focused process was implemented as follows:

OCTOBER 14, 2003: KICK-OFF MEETING WITH DVSPC

Exact scope of work, work products, and final schedule was decided.

NOVEMBER 20 AND 21, 2003: STAKEHOLDER INFORMATION GATHERING MEETINGS

- During these two days, the consultant team met with stakeholder groups to discuss:
 - Project Goals and Objectives
 - Downtown Strengths and Weaknesses
 - Project Opportunities and Threats
 - Program Elements and Ideas
- The consulting team met with the following stakeholders in individual group meetings:
 - Downtown Business and Property Owners
 - Vermillion Beautiful Inc. and Master Gardeners Club
 - Mayor, City Manager, and City Attorney
 - City Council
 - Vermillion Chamber of Commerce and Development Company Board
 - Clay County Historic Preservation Commission
 - DVSPC
 - City of Vermillion Departments
 - General Public
- Copies of the 2001 Community Cultural Plan, Comprehensive Plan, Phase 1 Comprehensive Plan/Implementation Plan, and 2002 Clay County Historic Preservation Plan were made accessible to the Consultants. See appendix A, page 51 for summary of these plans.
- A summary of the stakeholders' workshops can be reviewed by contacting the DVSPC. The summary booklet is dated January 15, 2004.



PLANNING PROCESS, CONT.

JANUARY 15, 2004: CONCEPTUAL PRODUCTS REVIEW WITH DVSPC

- Multiple Concept Plans, Analysis Plans, and Image Boards were discussed and reviewed for feedback and comment prior to public presentation.

JANUARY 29, 2004: CONCEPTUAL PRODUCTS PRESENTATION WITH PUBLIC

- Multiple Concept Plans, Analysis Plans, and Image Boards were presented to the general public at the Washington Street Art Center.
- Conceptual products were made accessible for additional viewing and feedback at a local grocery store and the library.
- The conceptual products can be reviewed in the appendix of this plan.
- A summary of the conceptual products meetings can be viewed by contacting the DVSPC. The summary booklet is dated February 20, 2004.

FEBRUARY 23, 2004: REVISED CONCEPTUAL PRODUCTS REVIEW WITH DVSPC

- A revised concept plan, streetscape images, and additional plan information from the formulation of previous concept document was reviewed with the DVSPC.

MARCH 2, 2004: REVISED CONCEPTUAL PRODUCTS PRESENTATION WITH PUBLIC

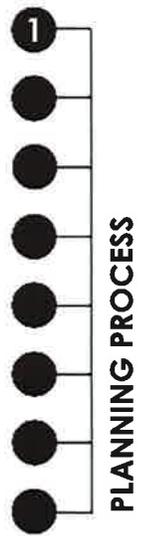
- The revised conceptual products were reviewed with the general public at the Dakota Street Fire Station Community Room.
- The final plan presented in this master plan is a direct result of those discussions.

APRIL 1, 2004: FINAL REPORT REVIEW MEETING WITH DVSPC

- The final master plan book and associated information was reviewed for final comment and feedback.

APRIL 29, 2004: FINAL PLAN PRESENTATION TO CITY COUNCIL AND CHAMBER OF COMMERCE AND DEVELOPMENT COMPANY BOARD

- The final master plan was presented to the City Council and Chamber of Commerce and Development Company Board at open public meetings.



Study Area Analysis

The analysis of the study area's existing conditions was conducted with the goal of identifying the key design issues, opportunities, and constraints. Working with the DVSPC and other members of the public, the design team analyzed both the study area and its relationship to Vermillion as a community. The downtown should reach into Vermillion in the form of gateways, signage, and automobile/pedestrian connections. See Community Context, Figure 2A, page 9. These elements will help establish that Downtown Vermillion is a key destination point and help reinforce the proposed downtown improvements as an image-maker for Vermillion.

The immediate study area was reviewed to understand the impact of elements such as: destination buildings, historic structures, contributing historic structures, open space, street trees, parking, and public art. See Inventory Plan, Figure 2B, page 10.

STRENGTHS

- Enthusiasm of public for change
- Existing downtown architecture
- Existing core historic district
- Center of banking, government, and post office
- Volume of visitor traffic during entire day

WEAKNESSES

- Signage and wayfinding
- Parking: Perceived quantity and regulation
- Lack of greenscape/open space
- Vacant storefronts
- Vandalism and litter
- Lack of connection between Cherry Street and campus
- Store hours (close early/lack of coordination among businesses)

OPPORTUNITIES

- Downtown promotional events
- Restoration of existing historic architecture
- 2nd floor residential living
- Retail Diversity
- Embrace USD student population
- Coordinated downtown business owners group

THREATS

- Apathy and lack of vision
- Lack of capital improvement monies
- Conflict with existing Cherry Street development
- General population could be 'risk adverse'
- Negative economy

STUDY AREA ANALYSIS, CONT.

CIRCULATION AND PARKING

Main Street is the primary travel corridor of the downtown. The existing vehicle circulation patterns should remain the same. Users are very familiar with traffic patterns, stoplights, and parking. However, some improvements can be made by improving pedestrian connections to interior block parking areas and further define pedestrian street crossing points.

DESTINATION BUILDINGS

The county courthouse, city hall, school district administration, library, and post office all serve as ongoing public destination points. The downtown is also Vermillion’s banking core. Every effort must be made to keep these destination points in the downtown.

HISTORIC STRUCTURES

The study area is located within a designated historic district. Vermillion has eight individually listed downtown buildings on the National Register of Historic Places. There are over 30 contributing structures to the historic district. Continued preservation of existing architectural features is important to the development of this plan.

OPEN SPACE/STREET TREES

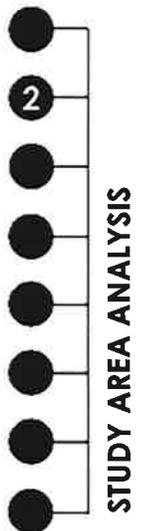
Existing open spaces located along Center and Main Streets and Market and Main Streets offer good opportunities for pocket parks. The open space at Market and Kidder Streets is well suited for alternative parking development. Water Tower Park should remain. Few street trees are located along Main Street. The bulk of existing street trees in the study area are located in front of the library and the county courthouse. Overall, the impact of existing street trees in the downtown is minimal.

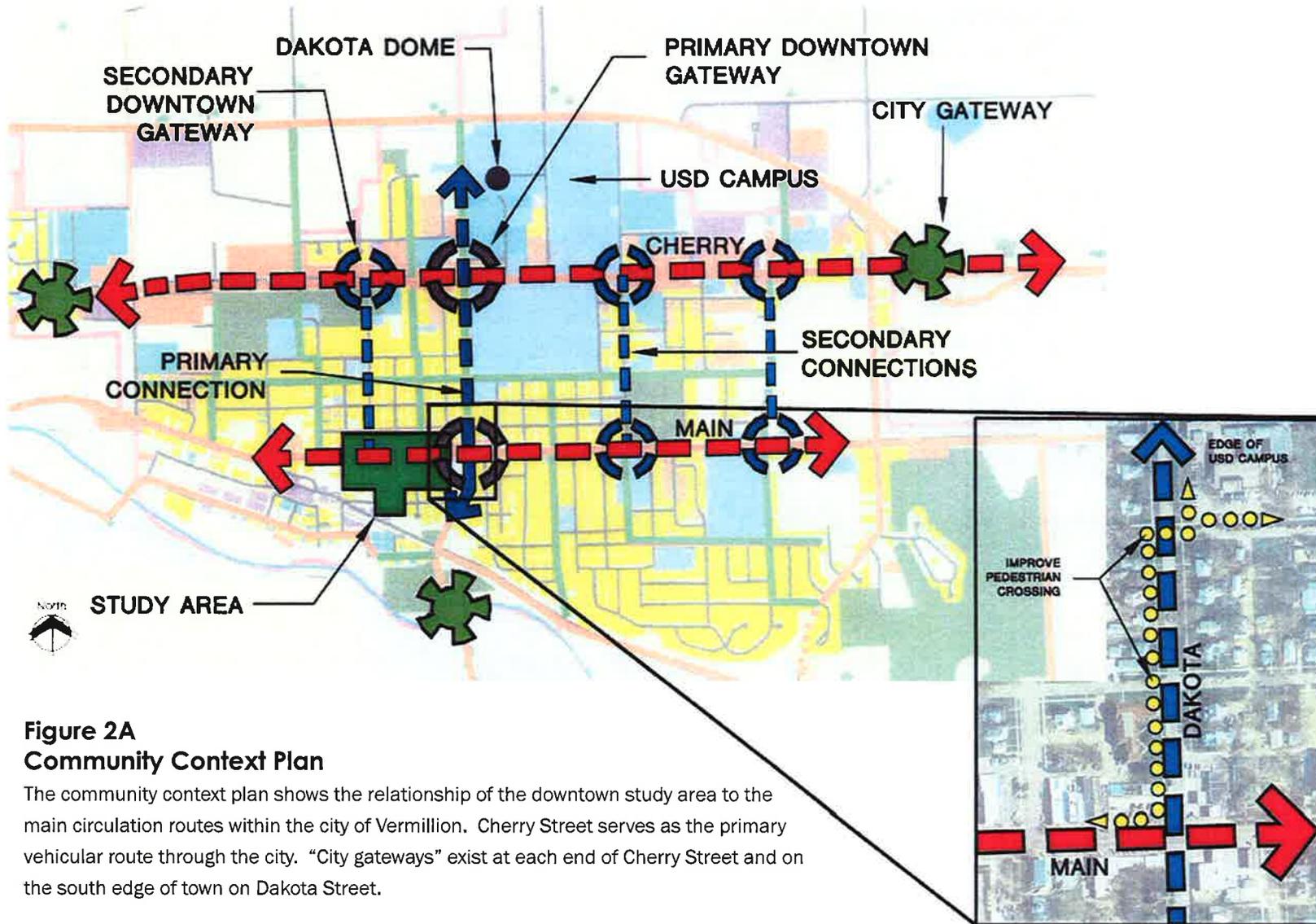
PARKING

There are 491 on-street parking spaces in the study area. 161 of them are located along Main Street. Excluding residences, 435 off-street parking spaces exist. Parking spaces within the study area total 926. Current parking is adequate for continued strategic growth. Minor improvements have been suggested within the proposed study area.

PUBLIC ART

Building murals are painted on the facades of buildings at Center and Main Streets and Market and Main Streets. The Vermillion Area Arts Council and the USD art program should be utilized to expand the visibility of public art within the study area.





**Figure 2A
Community Context Plan**

The community context plan shows the relationship of the downtown study area to the main circulation routes within the city of Vermillion. Cherry Street serves as the primary vehicular route through the city. "City gateways" exist at each end of Cherry Street and on the south edge of town on Dakota Street.

Dakota Street serves as the primary access route to the Downtown. Clearly recognizable signage marking Dakota Street as a "primary downtown gateway" is missing. The intersections of Cherry/Dakota Street and Main/Dakota Street have the potential to be effective "downtown gateways".

USD/Downtown Pedestrian Connection

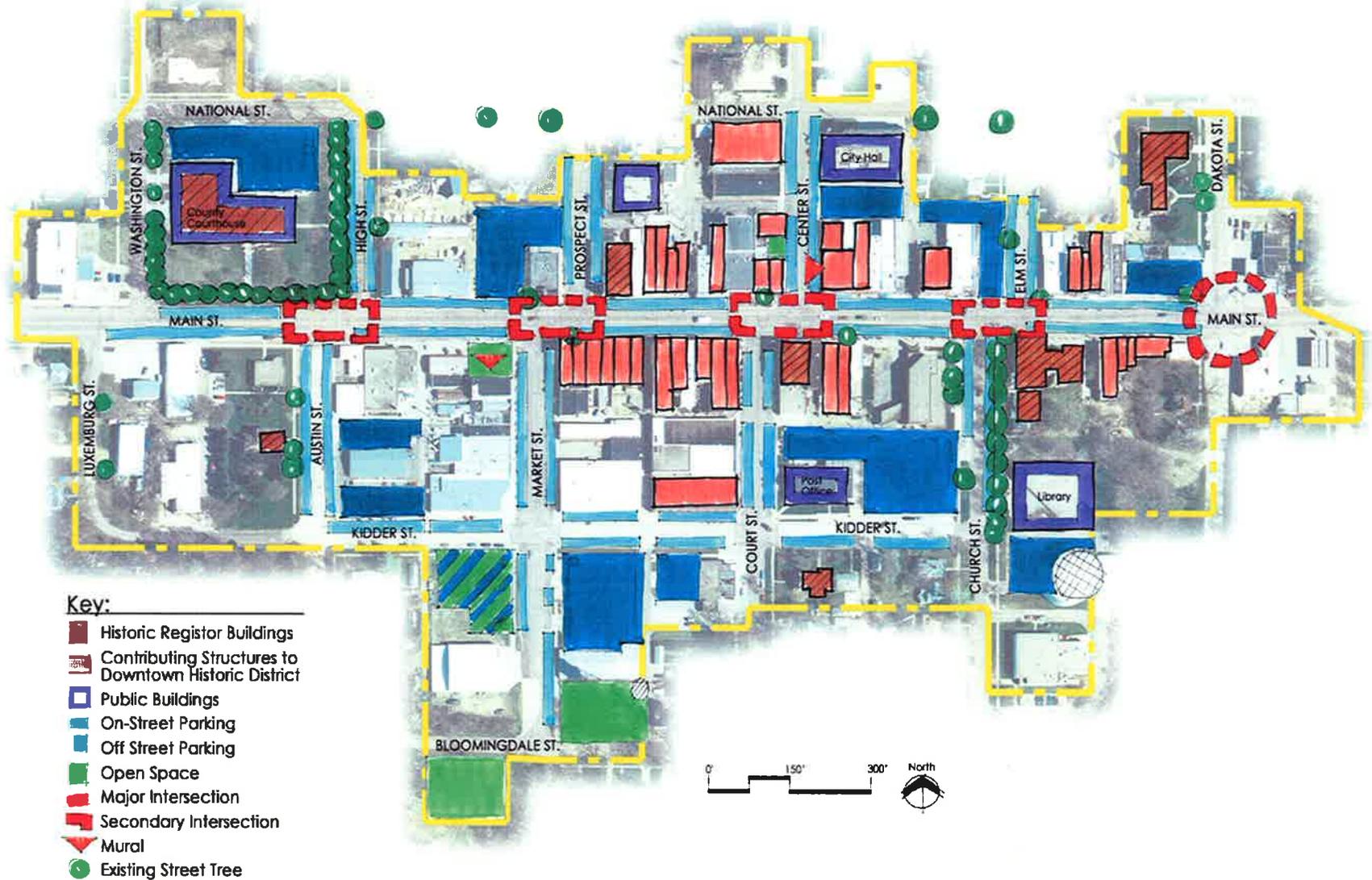


Figure 2B
Inventory Plan

Study Area Vision

Following public and DVSPC input, the design team suggested the design vision for the area should transform Main Street into the primary civic statement of quality. Secondary, Minor and Boundary Streets should incorporate similar, less frequent elements of Main Street. This statement of quality will help unlock the greater potential of downtown.

Character Zones were developed to help define different streets and open spaces. See Figure 3A, page 12. The following are the character level element descriptions:

INTERSECTIONS

Level 1: Expanded bump-outs/nodes, unique pavement, seatwalls, fixed benches, sculpture, and landscape improvements

Level 2: New unique pavement within existing nodes

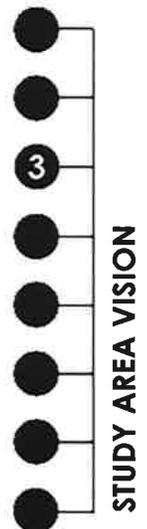
STREETS

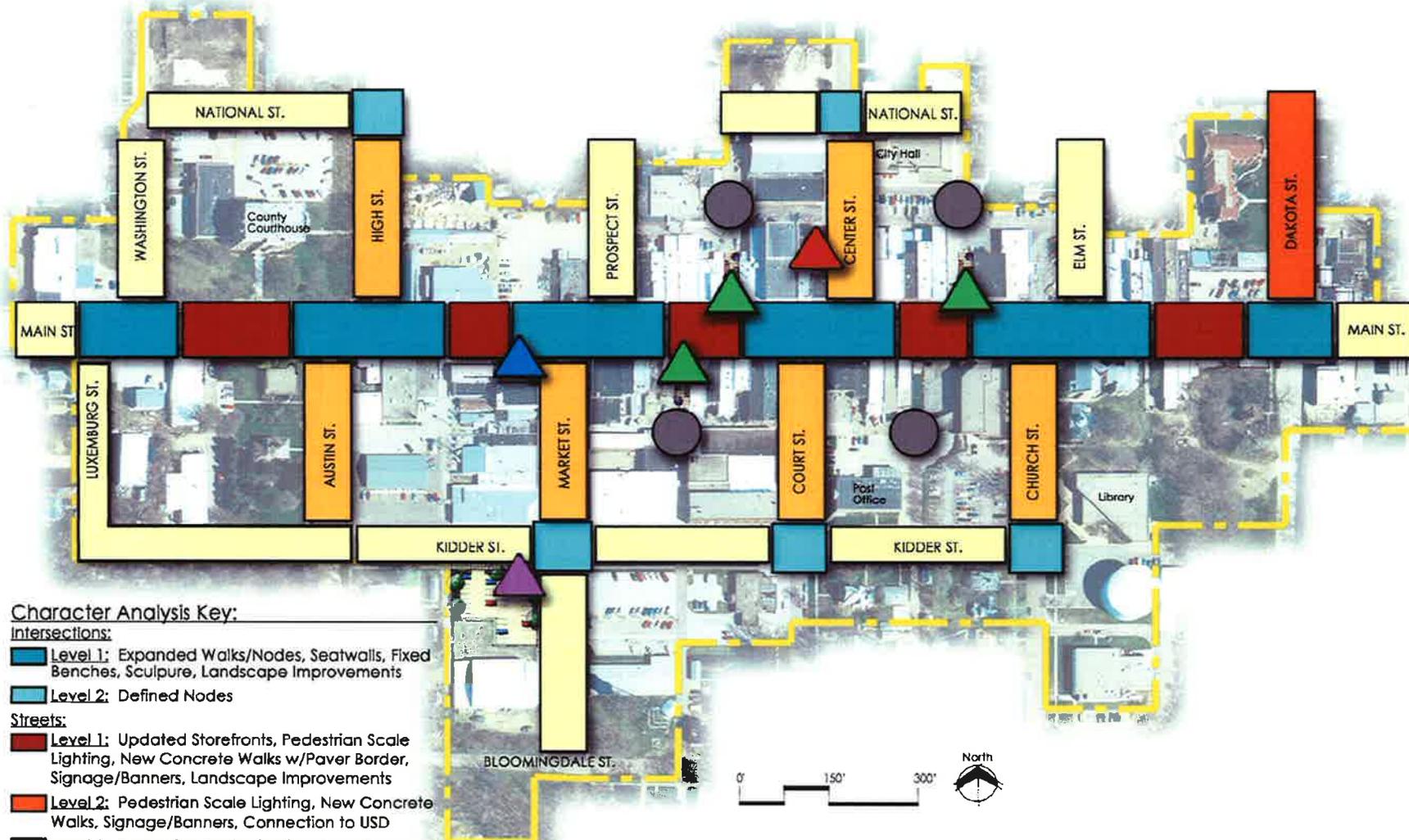
Level 1: Updated storefronts, pedestrian scale lighting, new concrete walks with paver borders, signage/banners, and landscape improvements

Level 2: Pedestrian scale lighting, new concrete walks, signage/banners, connection to USD

Level 3: Pedestrian scale lighting, new concrete walks, signage/banners

Level 4: Large scale lighting, signage/banners





Character Analysis Key:

Intersections:

- Level 1:** Expanded Walks/Nodes, Seatwalls, Fixed Benches, Sculpture, Landscape Improvements
- Level 2:** Defined Nodes

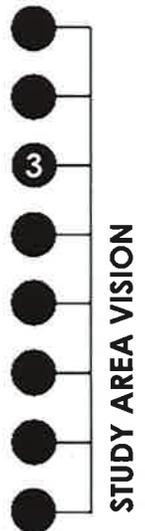
Streets:

- Level 1:** Updated Storefronts, Pedestrian Scale Lighting, New Concrete Walks w/Paver Border, Signage/Banners, Landscape Improvements
- Level 2:** Pedestrian Scale Lighting, New Concrete Walks, Signage/Banners, Connection to USD
- Level 3:** Pedestrian Scale Lighting, New Concrete Walks, Signage/Banners
- Level 4:** Large Scale Lighting, Signage/Banners

Public Use Areas:

- Public Park
- Small Pocket Park
- Parking Connections
- New Parking Lot
- Utility/Alley Improvements

Figure 3A
Character Zone Plan



Conceptual Plans & Elements

The final master plan for the Downtown Vermillion Streetscape is a culmination of several concepts, ideas, and restrictions. At its core are the general objectives set forth at the beginning of the planning process. Woven into this basic framework are the suggestions, ideas, and inspirations taken from the committee meetings. Portions of each of the preliminary concepts and feedback from the review sessions have been applied, revised, and tailored to create a working document from which the City and Downtown Vermillion can draw to make the Streetscape Master Plan a reality.

Currently, Downtown Vermillion is an exciting network of businesses, restaurants, and public buildings. With adjustments to the current configuration of the streetscape environment, an enhancement of the character in the area, and the addition of necessary street amenities, Downtown Vermillion can build on that excitement and identify itself as an important district in the Vermillion region. The following section describes, in more detail, the components that make up the design of the streetscape master plan.



Information Kiosk/Gateway Pier

DESIGN OBJECTIVES

The overall streetscape plan is illustrated in Figure 4A, page 18. Several key design objectives support the layout of parking, pedestrian walkways, open spaces, and other site elements. Generally, the master plan seeks to:

- Create an urban environment that supports and encourages an active street presence and makes downtown a unique district in Vermillion.
- Establish an appropriate image and improve aesthetics for the study area.
- Create a 'sense of arrival' to Downtown Vermillion.
- Enhance safe and friendly pedestrian linkages within downtown and to campus/Cherry Street.
- Focus on the unique and historic character of downtown in all details of the design.

COMMUNITY IDENTITY

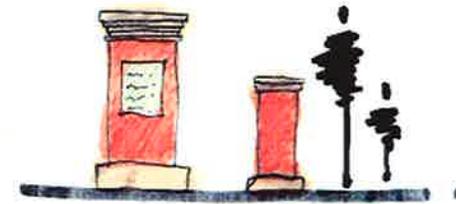
In order to reintroduce Downtown Vermillion to locals and visitors, the master plan recommends creating a recognizable identity, not only within the district but at access points in and out of the area as well. One way to begin creating this identity is by incorporating special landscape and pavement treatments at downtown entrances, particularly the intersection of Dakota and Main Streets. This is the most probable entry point for visitors to the area from the east and campus.

Intersections are other areas upon which the signature of Downtown Vermillion can be written. The pavement treatment at the bump-outs and crosswalks would begin to give some identity to the area. As mentioned under "circulation and parking", this pavement treatment should be brick or concrete pavers.

CONCEPTUAL PLANS, CONT.

Historic markers begun at the bump-outs could follow the pedestrian walks, leading visitors through an interpretive journey of Vermillion's past. These markers could be located on the decorative piers located next to the public seating areas.

Surface elements placed at intersections and throughout the downtown streetscape will create the most recognizable identity elements in the area. The master plan recommends placing pedestrian lights and street trees in a standard pattern. These vertical elements will visually tie the entire corridor and downtown together.



Bollards/Historical Markers

CIRCULATION AND PARKING

As stated in the analysis, the existing major circulation patterns in Downtown Vermillion will remain the same. However, minor adjustments can alleviate some of the existing conflicts. For example, incorporating bump-outs into key intersections along Main Street will reduce the crossing distance for pedestrians.

Another adjustment the master plan proposes involves the pedestrian circulation in the area. First, add defined crosswalks into the intersections along Main Street. Special paving should be earth toned brick or concrete pavers. In addition to the crosswalks at this intersection, the master plan recommends incorporating curb ramps into all of the crosswalks to aid in accessibility. Lastly, a 2'-8" paver band that runs along the back of the curb helps define the edge of the main pedestrian walk along Main Street.



Pole Mount Sign

New parking lots should be visually screened. A 8' wide area of plant material of varying heights and textures will buffer view to the automobiles. Bike parking should also be provided at the new bump-outs.

ALLEYS

During the next few years, select alleys within the downtown central core will be having the existing above grade powerlines relocated underground (Figure 3A, page 12). As these improvements occur, every attempt should be made to increase the quality of the existing pavement, parking and lighting. These alleys, in combination with the proposed alleyway/walk connections (Figure 4H, page 23), should serve as the main unloading/loading areas for the central downtown core.

GATEWAYS

The intersection of Dakota and Main Streets is the perceived front door to downtown. The master plan recommends development of the intersection with new bump-outs and gateway piers. The bump-outs must be able to accommodate existing turn lanes and appropriate engineering design standards. See Entry Intersection, Figure 4E, page 22. It is important that the front door gateway be one of the first amenities developed.

CONCEPTUAL PLANS, CONT.

LIGHTING

Pedestrian and vehicular lighting is necessary to improve the quality and safety of the downtown experience. The master plan recommends light fixtures that will provide human scale to Main Street and appropriate light levels for this area. The other fixture would be a large-scale historic fixture that could be placed on existing footings outside the Main Street corridor. Poles and fixtures should be black or dark brown.

RECOMMENDED LIGHT FIXTURES:

- Tall (20')** Manuf: Architectural Area Lighting, Contact - Luma Sales, (952)995-6500
Promenade Series, Fixture - PRM2-PM , Pole - DB4-5R20
- Short (12')** Manuf: Architectural Area Lighting, Contact - Luma Sales, (952)995-6500
Promenade Series, Fixture - PRM3-PM , Pole - DB4-4R12

STREET TREES AND PLANTINGS

Few street trees exist in Downtown Vermillion. The master plan suggests the removal of any tree in poor condition, dead, or severely damaged. Also, the master plan recommends planting new trees along Main Street. Species should include seedless cultivars of Ash and Locust. These trees will define the corridor view, but not obstruct signage to businesses. These types of trees tolerate urban conditions with standard care and maintenance. It is recommended that a long-term, high-level commitment to the health and care of the trees be made by the City. Periodic pruning and trimming of these trees will be necessary to maintain and control visibility to the building facades from the street. Seasonal root feeding is recommended as part of the annual tree care program.

Providing for the health and well-being of living plants, especially trees, in the urban landscape is a challenge for any master plan. The answer lies in the core of the Main Street design. The expanded bump-outs provide larger soil volume planting areas. See Figure 4C & 4D, pages 20 and 21. It is recommended that the bulk of the plantings happen in these areas. Providing a rich growing medium for the roots to thrive, unencumbered by compacted soil, and the volume of soil is important. Structural soil, a soil/aggregate mix, that supports both urban pavement and plant needs may be required in these areas. Smaller tree planting bump-outs have been provided along Main Street to maintain a uniform tree presence along the street. See Figure 4H, page 23. Structural soils may become even more important in this smaller, more limited spaces.

Colorful perennials and small shrubs planted in raised planters at key intersections and seating areas will highlight high-use areas and indicate a “re-greening” of Downtown Vermillion. Low maintenance, high impact plants should be selected for these areas. Another option brought to the attention of the DVSPC was the possibility of using hanging planter baskets on the light poles. If this treatment were implemented, it should happen along the Main Street corridor only.

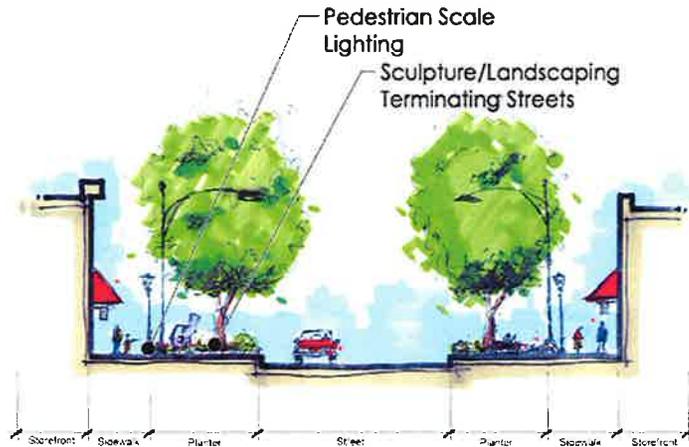


CONCEPTUAL PLANS, CONT.
RECOMMENDED PLANT LIST:

	<u>Common Name:</u>	<u>Scientific Name:</u>
<u>Canopy Trees:</u>	Patmore Green Ash	Fraxinus pennsylvanica 'Patmore'
	Skyline Honeylocust	Gleditsia triacanthos 'Skycole'
<u>Ornamental Trees:</u>	Prairifire Crab	Malus 'Prairifire'
	Harvest Gold Crab	Malus 'Hargozam'
	Amur Maple	Acer ginnala
<u>Shrubs:</u>	Goldflame Spirea	Spiraea x bumalda 'Goldflame'
	Anthony Waterer Spirea	Spiraea x bumalda 'Anthony Waterer'
	McKay's White Potentilla	Potentilla fruticosa 'McKay's White'
	Dakota Sunspot Potentilla	Potentilla fruticosa 'Fargo'
<u>Groundcovers:</u>	Hughes Juniper	Juniperus horizontalis 'Hughes'
	Wilton Blue Rug Juniper	Juniperus horizontalis 'Wiltoni'
<u>Perennials:</u>	Stella d' Oro Daylily	Hemerocallis 'Stella d' Oro'
	Pardon Me Daylily	Hemerocallis 'Pardon Me'
	May Night Salvia	Salvia nemorosa 'Mainacht'
	Feather Reed Grass	Calamagrostis acutiflora 'Karl Foerster'

PUBLIC ART

Opportunities for public art that have a high impact on the quality of the streetscape abound. Typically, these opportunities occur at the large bump-outs along Main Street where the art is located by seating areas and acts a terminus to streets running into Main Street. The enrichment of the community through public art should be a constant goal of the City and Downtown. Such works, however, should be carefully selected and meet Secretary of the Interiors' standards. Sculptures should be displayed on precast concrete bases, consistent in design and in appropriate scale with the size of the sculpture.



Typical Intersection Section



Typical Street Section

CONCEPTUAL PLANS, CONT.

OUTDOOR DINING/VENDORS

The master plan is to create a vibrant streetscape. This includes business opportunities. Sidewalk cafes and outdoor retailing are encouraged in the enlarged bump-outs along Main Street. Mobile vendors may be one solution to late night food access.

LITTER & VANDALISM:

The prevalence of litter and vandalism in Downtown Vermillion are important concerns for the area’s property and business owners, residents and patrons. This plan recommends the following guidelines to help reduce these problems:

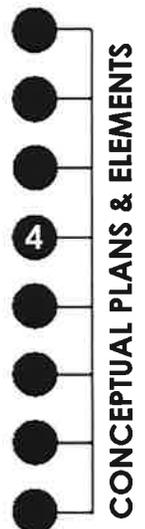
- Advocate the development of a downtown property/business owners group to enhance downtown pride by maintaining clean and attractive areas in front (and back) of their businesses and establish policies that would encourage group members to police themselves.
- Select durable outdoor furniture (benches and tables), trash receptacles, etc. for proposed downtown improvements.
- Increase the number of trash receptacles; position them at every bump-out, public gathering area and corner, as necessary.
- Maintain open views into the expanded nodes and gathering/walking areas.
- Increase lighting on sidewalks for the safety of late night pedestrians.
- Review public policing policies of the downtown study area.
- Explore strategies for city, property/business owner and community volunteer participation in regular maintenance of the downtown area.
- Develop and implement a public awareness program to encourage patrons of businesses to properly dispose of trash and provide information about the ramifications of vandalizing properties and public improvements in the downtown area.
- Explore potential sources of funding for scheduled litter removal: Business Improvement District (BID), alcohol beverage surcharge.

SITE FURNISHINGS

Site furnishings can help to visually unite the downtown as well. The site furniture recommended in this master plan, specifically the benches and trash receptacles, were selected for reasons of aesthetics and long-term maintenance. All site furnishings should be black or dark brown. This repetition of surface elements will be a visual cue of the local connectivity. Benches, trash receptacles, and ash urns are recommended to be of the same manufacturer. Bike parking bollards should be incorporated within the bump-outs.

RECOMMENDED SITE FURNISHINGS:

<u>Benches:</u>	Scarborough 72” Backed Bench, Horizontal Strap Seat	Manufacturer: Landscape Forms, www.landscapeforms.com
<u>Table Seating:</u>	Saxony Table, Square Table, Backed Seats	Manufacturer: Keystone Ridge, www.keystoneridgedesigns.com
<u>Trash Receptacles:</u>	Scarborough Side-Opening, Vertical Strap Side Panel	Manufacturer: Landscape Forms, www.landscapeforms.com
<u>Bike Bollards:</u>	Harbor 6” Two-Loop Removable Bollards	Manufacturer: Keystone Ridge, www.keystoneridgedesigns.com



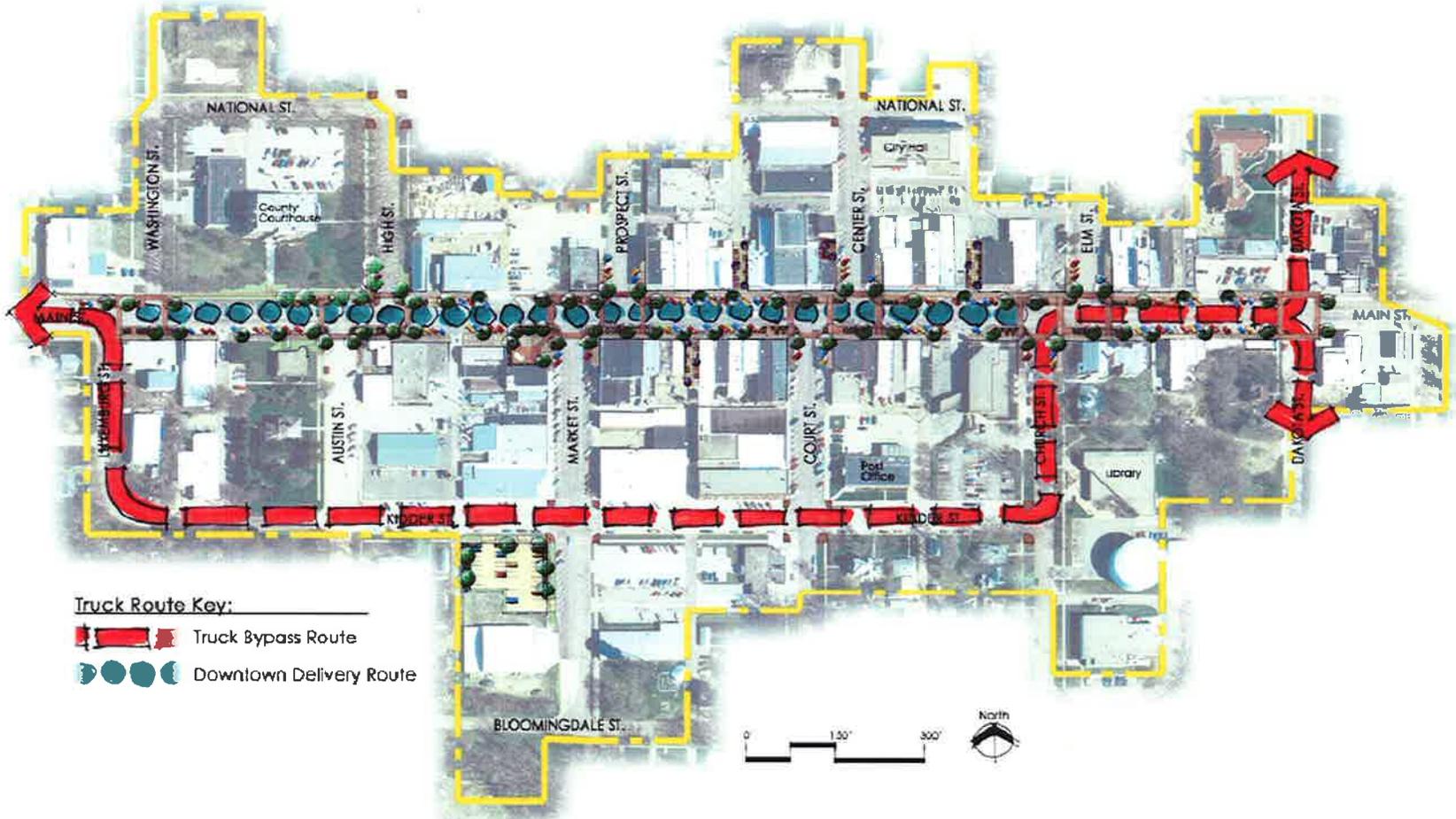


Figure 4B
Proposed Alternative Truck Route

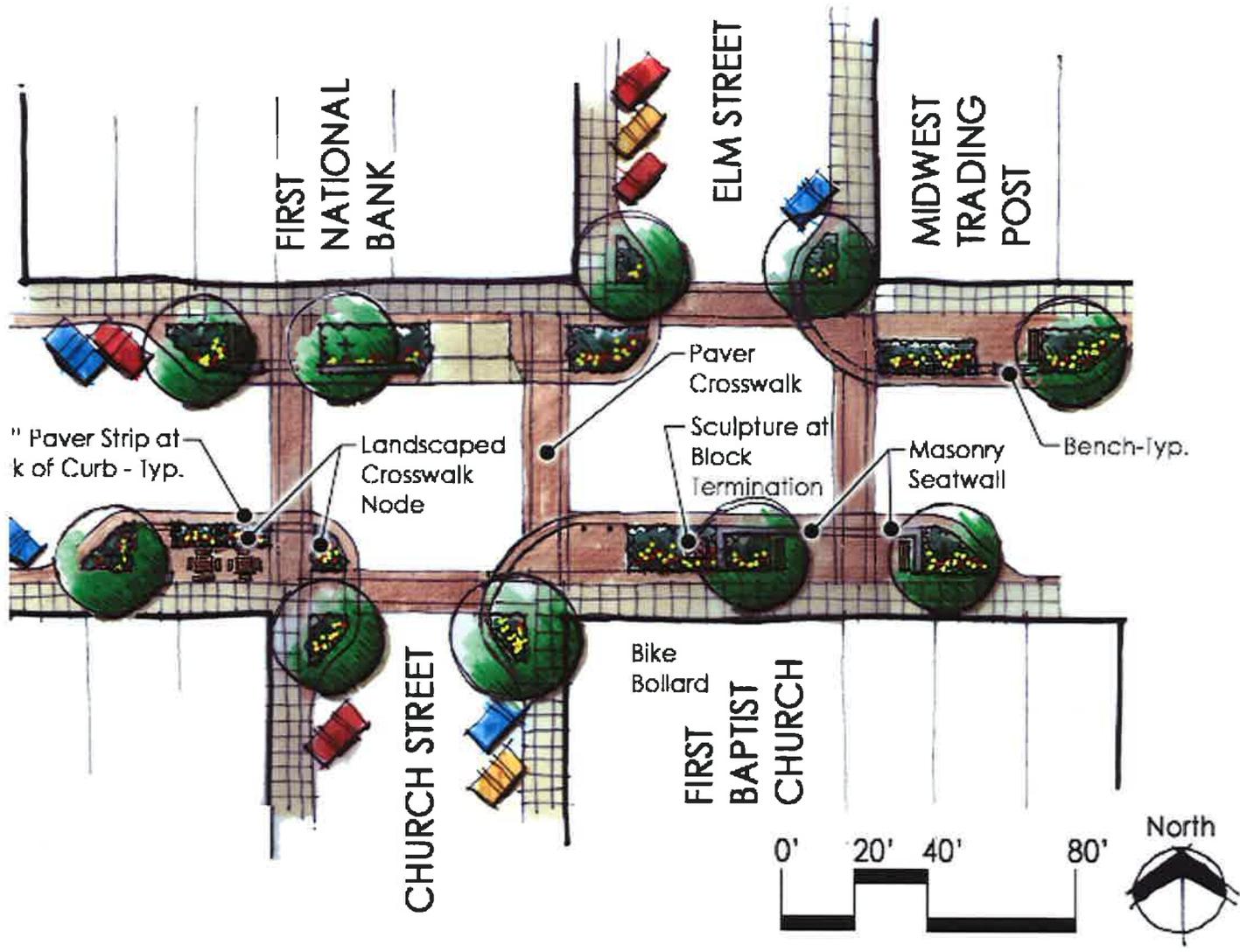


Figure 4D
 Enlarged Elm/Church/Main Intersection



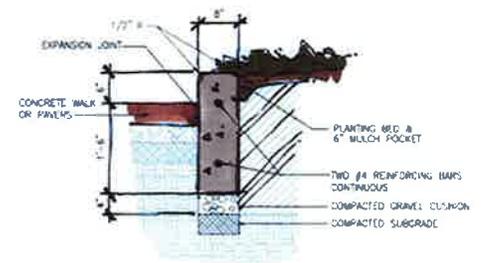
Typical Bench



Typical Table



Historic Aesthetic Stop Light



Planter Curb



Trash Receptacle



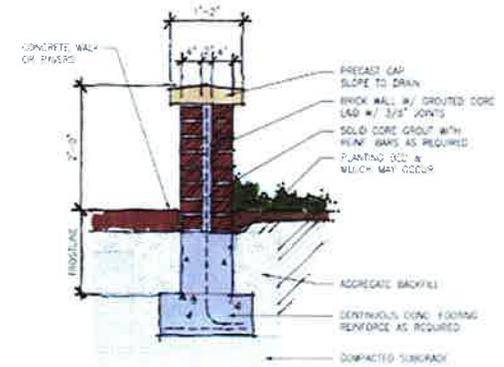
Bike Bollard



Typical Bump-Out



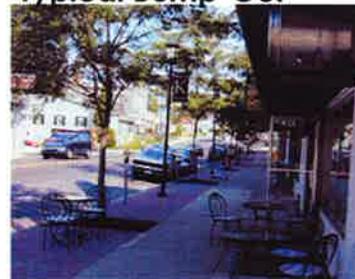
Pedestrian Scale Light Fixture



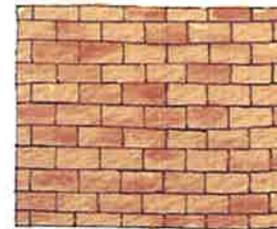
Seatwall



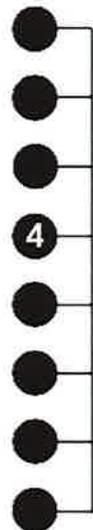
Expanded Node Seating



Typical Main Street Walk



Pavers and Pattern



CONCEPTUAL PLANS & ELEMENTS

Architectural Guidelines

The goal of writing design guidelines is to establish general parameters for future building construction or remodeling that will help create a coherent and attractive downtown district. The goal is not to exert excessive control over future improvements. Thus, the following guidelines are offered as recommendations, not as prescriptions.

With the recent designation of downtown Vermillion as an historic district, designers and property owners must consult “The Secretary of the Interior’s Standards for the Treatment of Historic Properties” when making improvements to structures in the district. These standards are available at <http://www2.cr.nps.gov/tps/secstan1.htm#intro>. This document provides direction in easy to follow “do this” and “don’t do this” language. To its credit, Vermillion has been able to preserve many of the downtown buildings. Many, however, will require some level of facade restoration to truly strengthen the downtown image and sense of place. Rather than try to re-state what is better defined in the Secretary of Interior’s Standards, the objective of the master plan is to simply provide some general direction to reinforce continuity and compatibility.

The master plan recommends that any new or infill buildings should be made of durable materials and not of temporary or shoddy materials. Materials consistent with the character of downtown Vermillion are brick and stone masonry. Improvements to existing business facades should respect the historical nature of the district. Some masonry facades have been painted over time. Even though the preference would be to reveal the original masonry finish, this is not the recommended treatment. Methods to remove paint can damage the hidden masonry and joints. Therefore, the recommended approach is to repair any damaged areas and apply a new coat of durable exterior grade paint suitable for application on masonry. Bright colors are not recommended, as most early historic paints are based on naturally occurring earth pigments. However, colors should be rich and compliment the various colors of buildings in and around downtown. Several paint manufacturers, such as Pittsburgh Paints, Sherwin Williams and Valspar have historic color charts that can be referred to when selecting a color scheme. Painting of any further facades should be prohibited.

Buildings should be relatively straight forward in their design with good proportions, visible points of entry, and well crafted expressions of human scaled elements such as windows, doors, door frames, steps, ramps, and rails. Glass should not be reflective or heavily tinted but should allow observation of activity inside the building. This visible activity helps enliven the street as well.

The conceptual street elevations included in the master plan also provide building specific recommendations for storefront improvements. Keep in mind these are only general recommendations. A professional evaluation should be conducted on each property when considering any improvements or alterations.



The architectural strength of the district lies in the historical nature of the many turn-of-the-century storefronts and municipal structures. Unfortunately, as in many American towns, over time many of the original storefronts have been removed or covered up with other non-traditional materials. In some cases, entire facades have been covered. In those instances, it is recommended that the storefronts be opened back up. This may be as simple as removing wood or metal cladding and restoring the hidden storefront. However, in cases where the original storefronts have been removed or heavily damaged, replacement may be necessary. In any case, refer to The Secretary of the Interior's Standards for proper treatment measures and consult historic photographs of the storefronts.

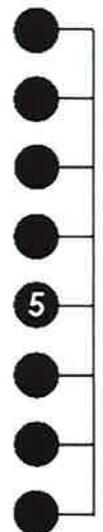
Some buildings have been built in more recent years that are not architecturally compatible with the historic downtown architecture. The intent is not to attempt to make these buildings "historic" by applying fake treatments. However, adding some masonry, using compatible paint colors, and installing compatible window and door treatments, light fixtures, and awnings will help these structures "fit". They may not be contributing historic structures, but as viable businesses they contribute to the vibrancy of downtown and are a key component of the Main Street framework. Some minor cosmetic improvements can make them also serve as visual assets to the district.

AWNINGS

Awnings should be of a design consistent with the character of a commercial district. While they serve a very real purpose for shade and shelter, awnings also provide an opportunity to dramatically impact the character of downtown. Awnings should be fabricated with durable materials that are vandal resistant and fade resistant. Wood should be avoided. Colors should compliment the facade color and should help create a visually cohesive district.

The fixed and attached canopies in front of many buildings along Main Street currently provide shade and shelter. However, they visually bisect the storefronts they serve, making it difficult to fully view and appreciate the attractive architectural character of these buildings. A symptom of this can be seen on the numerous storefronts that have installed two or more signs. Because the canopies cover the full width of the walk, they provide too much shade and make window signs and displays invisible from the street. Pair this with the narrow clearance between the tops of parked vehicles and the canopy eaves and the storefronts are almost completely hidden. Therefore, additional signs aimed at vehicular traffic have been added to the walls above the canopies and in some instances to the eaves of the canopies.

Removing these canopies would require considerable investment and modification to storefronts. With that in mind, an immediate recommendation is simply to improve the design of the current canopies. Some suggestions would be



to investigate opportunities to incorporate some translucent materials that allow diffused light to pass through. Design a modification of the current systems that is more commercial in nature and more compatible with the historic downtown architecture.

At such time as these canopies require major maintenance improvements or replacement, a new, more conventional awning system should be installed.

SIGNS

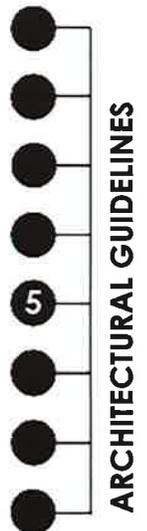
Develop a sign manual to define a “family” of compatible signage elements to unify the image of downtown while providing flexibility and opportunity for businesses to convey their “brand” to the public. The signs of the private businesses do not need to match, but merely be compatible with public signage and information kiosks. This will help to further unify the image of downtown.

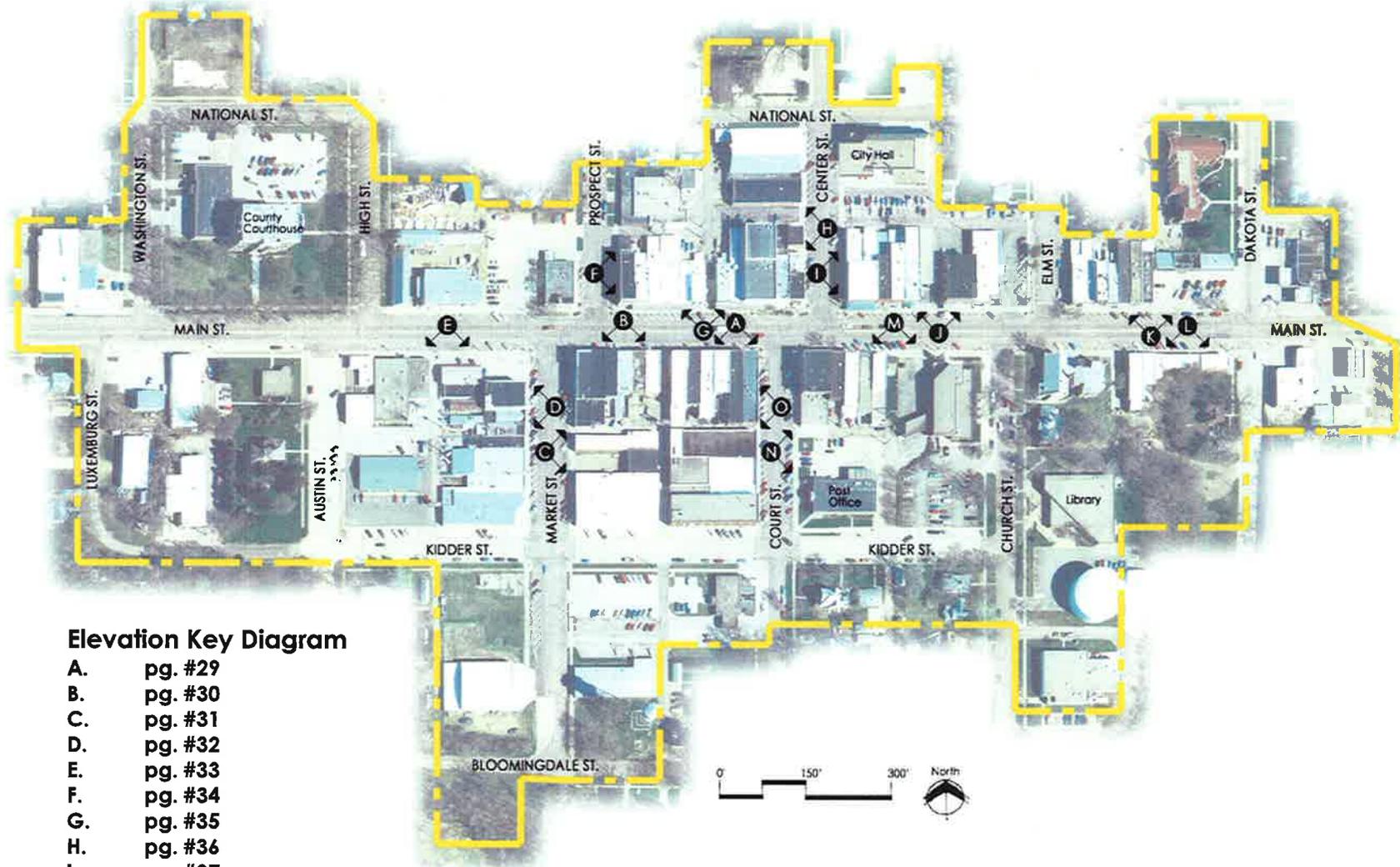
Over decades many styles and sizes of signs have been added to storefronts in downtown. The process of defining the appropriate sign model that fits the needs of the various downtown businesses should be a follow up to this master plan. However, it is safe to say a common standard needs to be created. It is recommended that the city council review the current sign ordinance. Modifications should be made to outline the desired sign standards and to allow for protruding signs to be used on the downtown storefronts. Consult the Secretary of Interior’s Standards on sign preservation and replacement when developing the sign standards.

There will be unique instances where non-standard signs are appropriate and the sign standards should provide such flexibility when it is beneficial to the district. Certain signs, while perhaps not a fixture of the original building design, have become identifiable with downtown Vermillion and reinforce the individuality of the community.



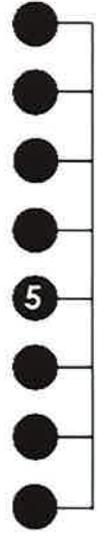
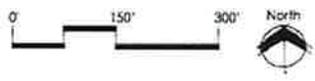
Recommended Existing Signage



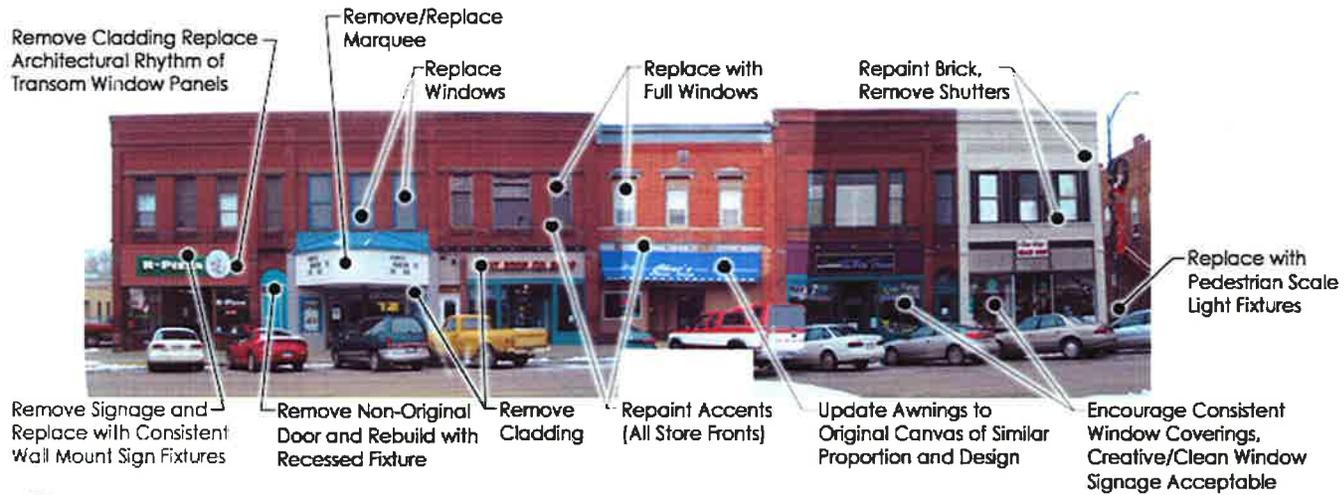


Elevation Key Diagram

- A. pg. #29
- B. pg. #30
- C. pg. #31
- D. pg. #32
- E. pg. #33
- F. pg. #34
- G. pg. #35
- H. pg. #36
- I. pg. #37
- J. pg. #38
- K. pg. #39
- L. pg. #40
- M. pg. #41
- N. pg. #42
- O. pg. #43



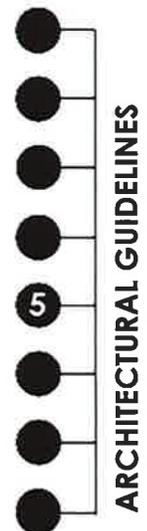
ARCHITECTURAL GUIDELINES



**A Existing Main Street
(Court to Market-East End)**



**A Proposed Main Street
(Court to Market-East End)**



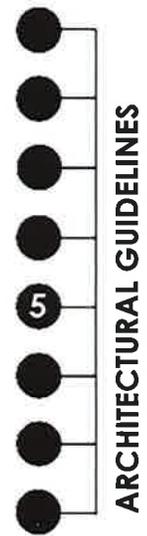


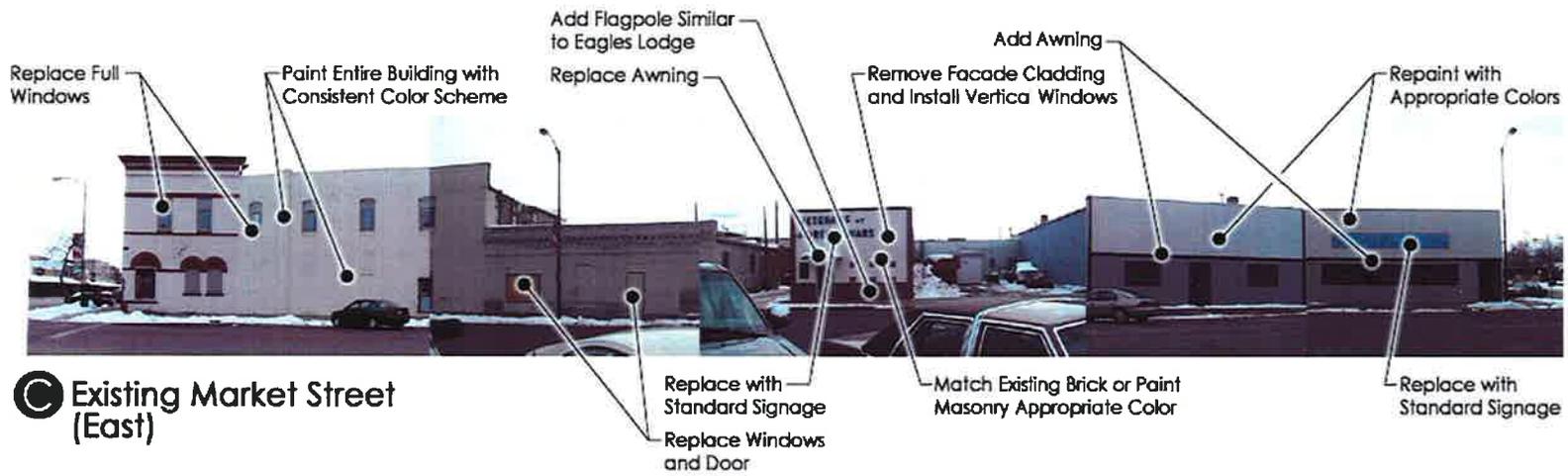
B Existing Main Street
(Court to Market-West End)

Restore Transom Windows
Replace Non-Original Metal Doors
Restore Transom Windows
Main - Court to Market



B Proposed Main Street
(Court to Market-West End)

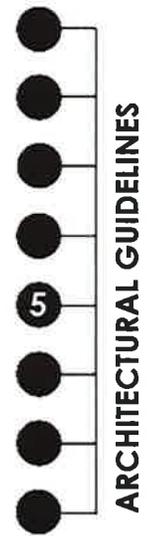


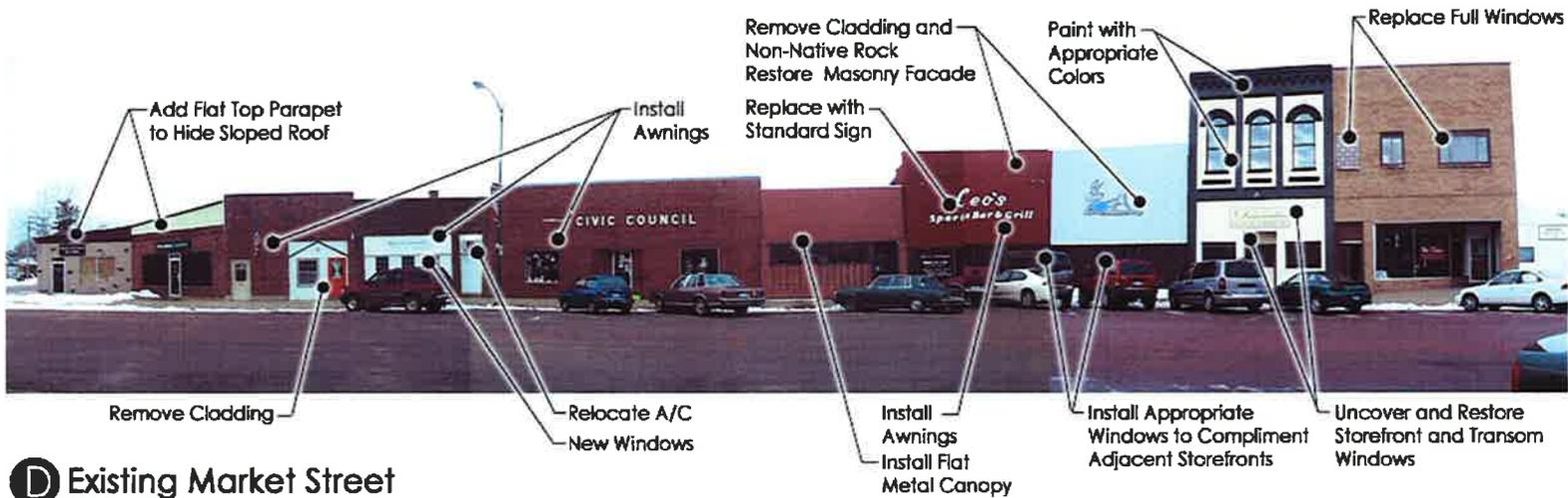


Existing Market Street (East)



Proposed Market Street (East)

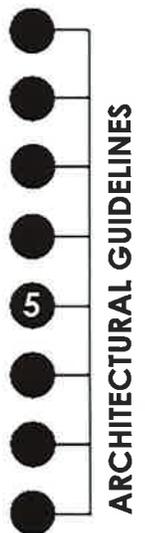


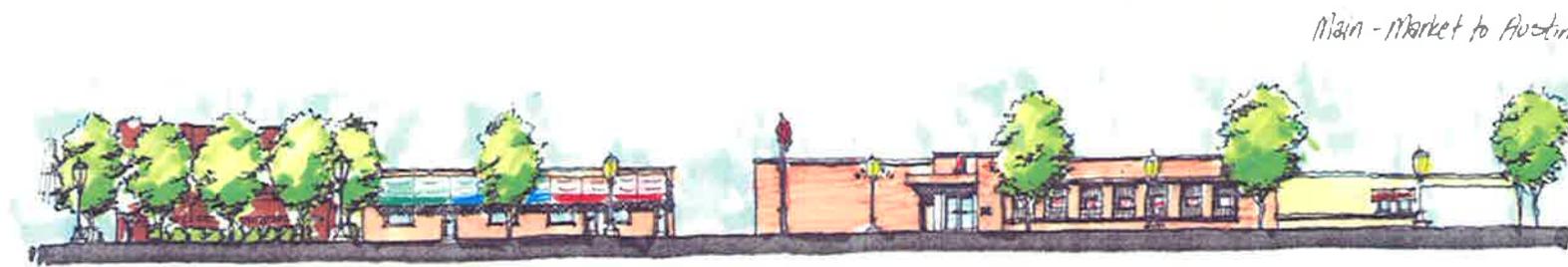


D Existing Market Street (West)

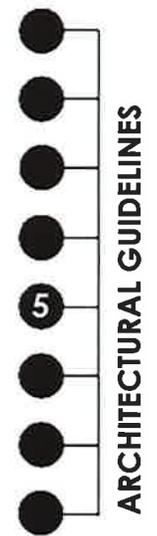


D Proposed Market Street (West)





E Proposed Main Street (Market to Austin)





F Existing Prospect Street (East)

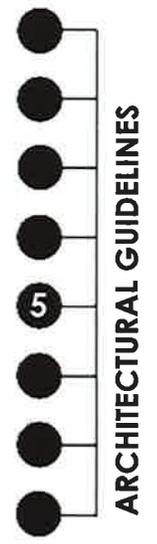
Replace Full Windows

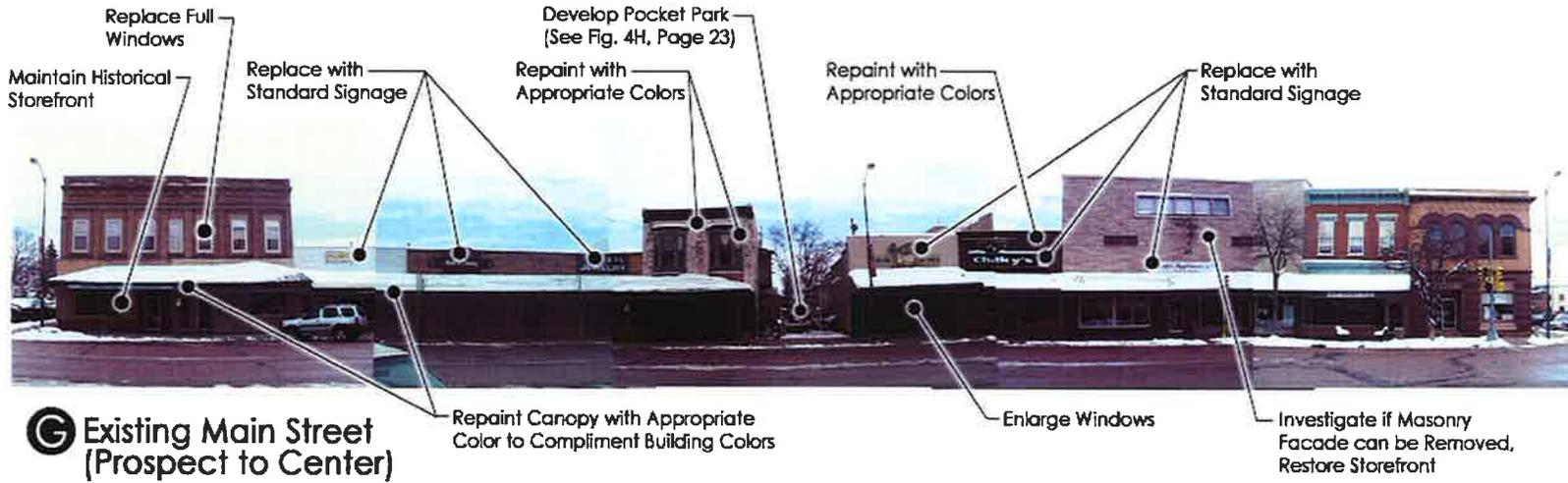
Replace Full Windows

Prospect (East)

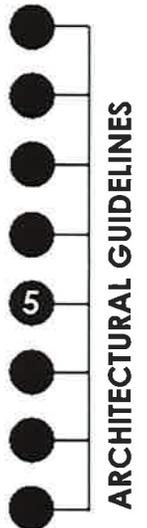


F Proposed Prospect Street (East)





G Proposed Main Street (Prospect to Center)





H Existing Center Street (West)

Develop Pocket Park
(See Fig. 4G, Page 23)

Remove Wood Canopy,
Replace with Appropriate
Awning

Open up Transom
Windows



H Proposed Center Street (West)

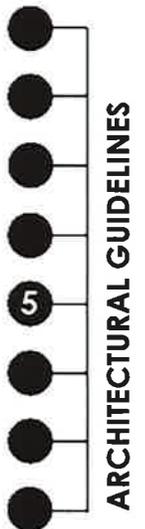


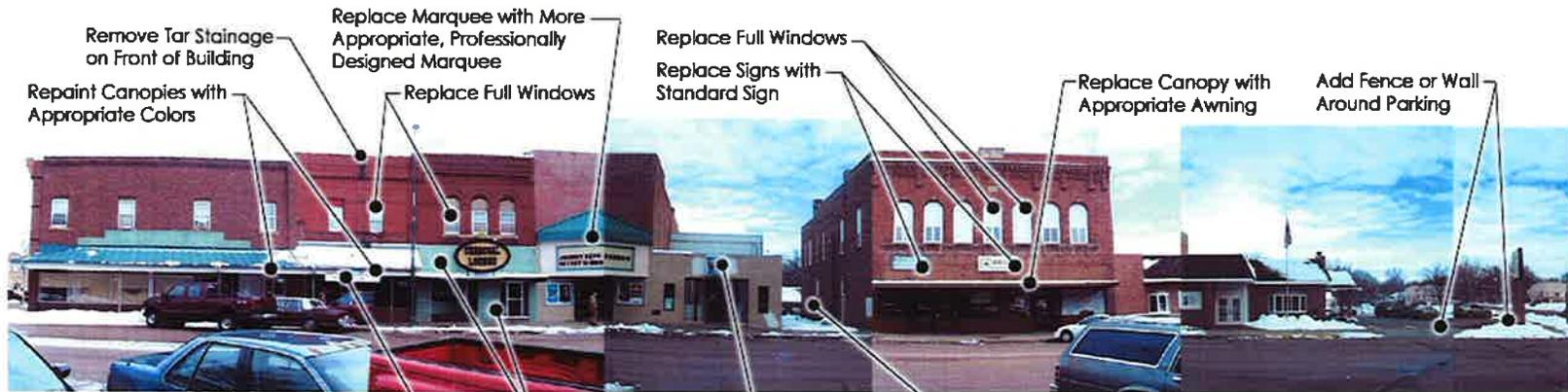
1 Existing Center Street (East)

Center (East)



1 Proposed Center Street (East)





Remove Tar Stainage on Front of Building
Repaint Canopies with Appropriate Colors

Replace Marquee with More Appropriate, Professionally Designed Marquee
Replace Full Windows

Replace Full Windows
Replace Signs with Standard Sign

Replace Canopy with Appropriate Awning

Add Fence or Wall Around Parking

J Existing Main Street (Center to Elm)

Remove Cladding, Restore Storefront
Remove/Prohibit Banners From Storefronts and Canopies

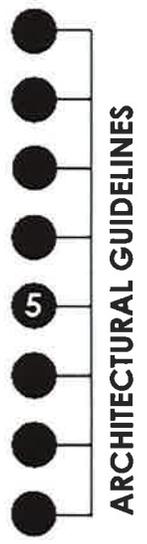
Replace Signs with Standard Sign, Add Awning

Develop Pocket Park (See Fig. 4H, Page 23)

Note: At Such Time as Canopies Require Replacement, Appropriate Wall Mounted Awnings Should be Installed



J Proposed Main Street (Center to Elm)

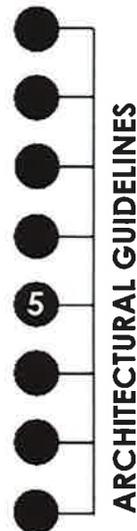




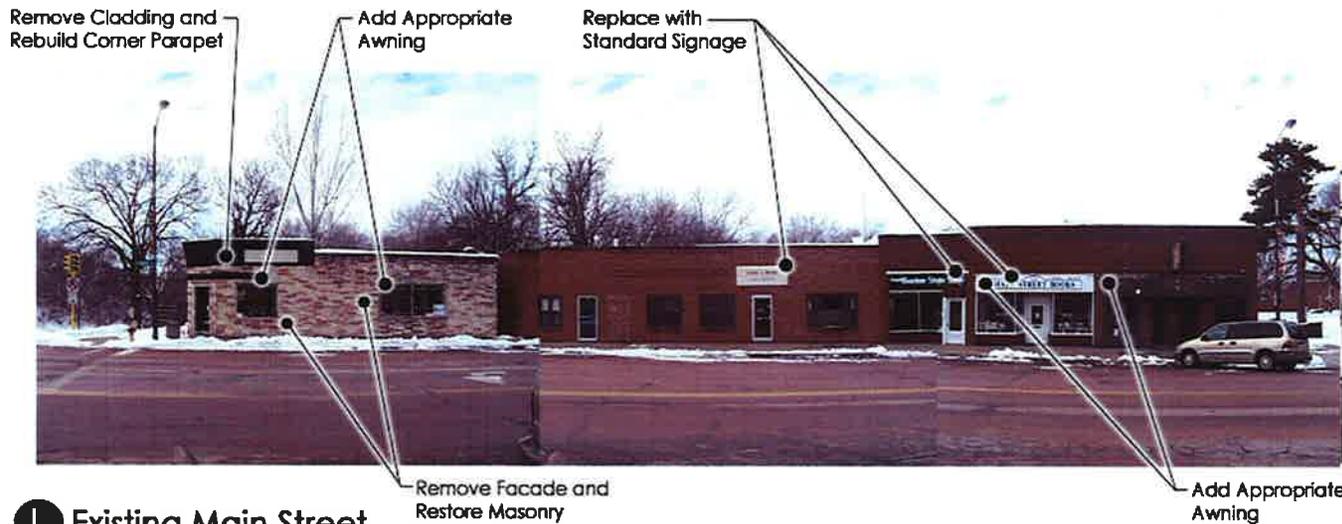
K Existing Main Street
(Elm to Dakota)



K Proposed Main Street
(Elm to Dakota)



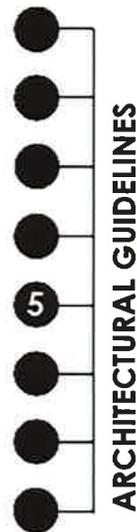
ARCHITECTURAL GUIDELINES



L Existing Main Street
(Dakota to Church-East End)



L Proposed Main Street
(Dakota to Church-East End)





Remove Overhang, Replace with Appropriate Awning
 Remove Cladding, Add Appropriate Awning

Replace Full Windows
 Repaint with Appropriate Colors

Replace Sign with Standard Sign

Remove Cladding, Restore Masonry

Replace with Glass Door to Compliment Retail Storefronts

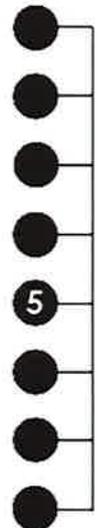
Restore Storefront

M Existing Main Street (Church to Court)

Main - Church to Court



M Proposed Main Street (Church to Court)



ARCHITECTURAL GUIDELINES

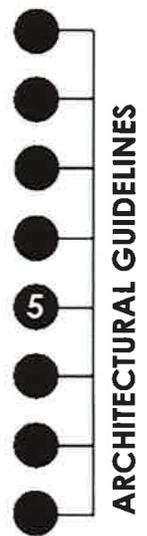
*No Significant Change



N Existing Court Street
(East)

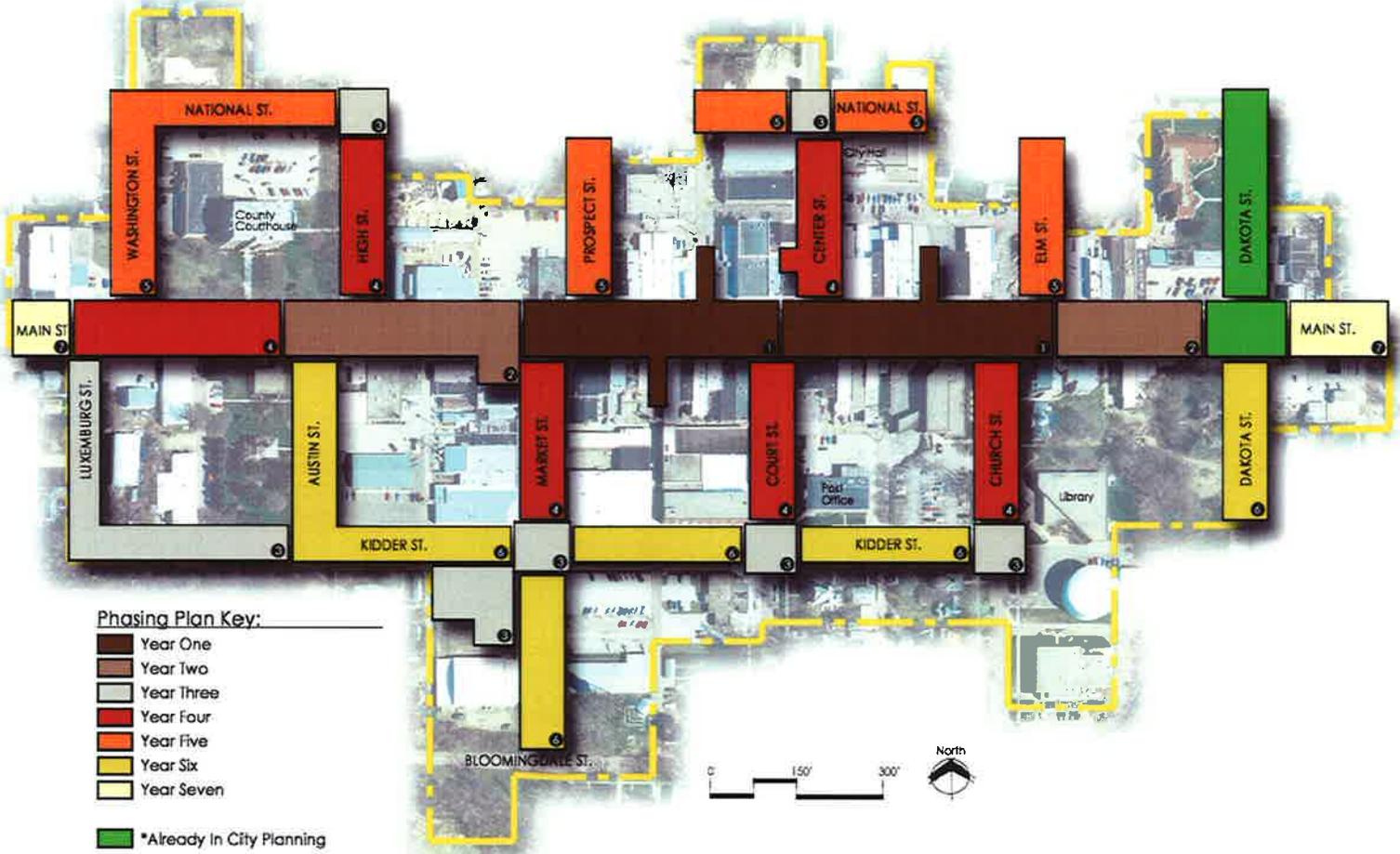


N Proposed Court Street
(East)



Phasing

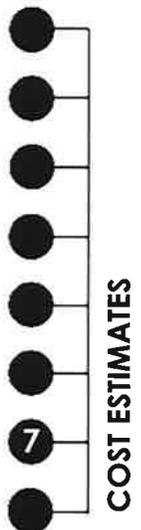
Because the downtown study area comprises a widespread amount of potential improvements, it is reasonable to break the master plan down into a series of projects or phases. As funds become available, a particular phase can be implemented. In most cases, the phases are broken down by importance. Phasing does lead to cost increases over time. However, phasing causes less disturbance of the downtown economy because the construction area can be minimized.



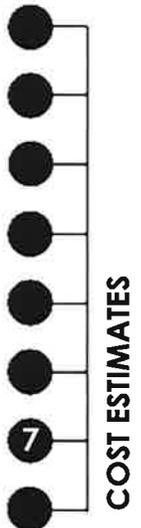
Construction Cost Estimates

The following cost estimates are broken up by phases. Each phase includes general conditions, contractor overhead and profit, architectural/engineering fees, and a ten percent contingency. These costs are based upon the current available design material and existing base information. Decisions made while creating the eventual construction documents and unforeseen conditions can alter the construction dollars. These proposed costs are in 2004 dollars, and as time passes between phases, adjustments should be made accordingly.

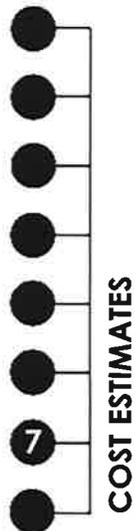
DESCRIPTION	QUANTITY		COST PER UNIT	REVISED COST	PHASE TOTALS
	NO.	UNIT			
Year 1					\$699,660.00
<i>Demolition</i>					
Sawcut and remove concrete for crosswalks	5500	SF	2.00	\$11,000.00	
Remove existing hardscape	10800	SF	1.50	\$16,200.00	
<i>Hardscape</i>					
Concrete walk	10800	SF	2.65	\$28,620.00	
Concrete paver crosswalk w/ conc base	6500	SF	10.00	\$65,000.00	
Concrete paver strip at back of curb w/ conc base	1125	LF	10.00	\$11,250.00	
Concrete paver plaza space w/concrete base	7100	SF	10.00	\$71,000.00	
Concrete curb and gutter	1540	LF	12.00	\$18,480.00	
Planter curb	1200	LF	12.00	\$14,400.00	
Concrete seat wall	225	LF	50.00	\$11,250.00	
<i>Lighting and Utilities</i>					
Small scale light poles w/base	21	EA	4,000.00	\$84,000.00	
Misc. lighting infrastructure	1	LS	10,000.00	\$10,000.00	
Storm sewer modifications	1	LS	10,000.00	\$10,000.00	
<i>Site Amenities</i>					
Benches	16	EA	1,000.00	\$16,000.00	
Tables	6	EA	1,800.00	\$10,800.00	
Concrete bollards	21	EA	300.00	\$6,300.00	
Bike bollards	9	EA	200.00	\$1,800.00	
Sculpture bases at intersections	5	EA	1,500.00	\$7,500.00	
<i>Landscape</i>					
Trees	33	EA	300.00	\$9,900.00	
Shrubs and perennials	1	LS	15,000.00	\$15,000.00	



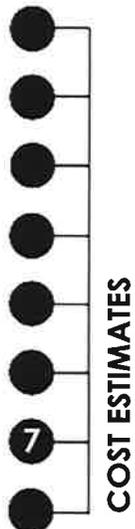
DESCRIPTION	QUANTITY		COST PER UNIT	REVISED COST	PHASE TOTALS
	NO.	UNIT			
<i>Alley (3 Locations)</i>					
Concrete walk	6000	SF	3.00	\$18,000.00	
Pavers	3600	SF	10.00	\$36,000.00	
Small sculpture bases	3	EA	500.00	\$1,500.00	
Landscape	1	LS	8,000.00	\$8,000.00	
Lighting (bollard and uplighting)	1	LS	25,000.00	\$25,000.00	
Subtotal				\$507,000.00	
Arch./Eng. Fees		6%		\$30,420.00	
General Conditions		8%		\$40,560.00	
Overhead and Profit		12%		\$60,840.00	
Excise Tax		2%		\$10,140.00	
Contingency		10%		\$50,700.00	
Year 2					\$428,069.10
<i>Demolition</i>					
Sawcut and remove concrete for crosswalks	1980	SF	2.00	\$3,960.00	
Remove existing hardscape	11700	SF	1.50	\$17,550.00	
<i>Hardscape</i>					
Concrete walk	11700	SF	2.65	\$31,005.00	
Concrete paver crosswalk w/ conc base	1980	SF	10.00	\$19,800.00	
Concrete paver strip at back of curb w/ conc base	1390	LF	10.00	\$13,900.00	
Concrete paver plaza space w/ concrete base	2530	SF	10.00	\$25,300.00	
Concrete curb and gutter	840	LF	12.00	\$10,080.00	
Planter curb	890	LF	12.00	\$10,680.00	
Concrete seat wall	38	LF	50.00	\$1,900.00	
<i>Lighting and Utilities</i>					
Small scale light poles w/base	14	EA	4,000.00	\$56,000.00	
Misc. lighting infrastructure	1	LS	5,000.00	\$5,000.00	
Storm sewer modifications	3	LS	10,000.00	\$30,000.00	



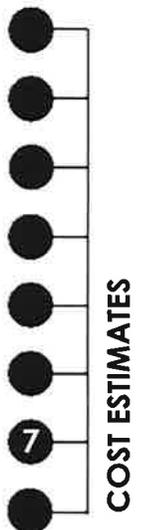
DESCRIPTION	QUANTITY		COST PER UNIT	REVISED COST	PHASE TOTALS
	NO.	UNIT			
<i>Site Amenities</i>					
Benches	10	EA	1,000.00	\$10,000.00	
Concrete bollards	5	EA	300.00	\$1,500.00	
Sculpture bases at intersections	1	EA	1,500.00	\$1,500.00	
<i>Landscape</i>					
Trees	23	EA	300.00	\$6,900.00	
Shrubs and perennials	1	LS	12,000.00	\$12,000.00	
<i>Pocket Park (Main St. & Market St.)</i>					
Concrete walk	600	SF	3.00	\$1,800.00	
Pavers w/ concrete Base	3000	SF	10.00	\$30,000.00	
Planter curb	110	LF	12.00	\$1,320.00	
Landscape	1	LS	5,000.00	\$5,000.00	
Lighting	1	LS	15,000.00	\$15,000.00	
Subtotal				\$310,195.00	
Arch./Eng. Fees		6%		\$18,611.70	
General Conditions		8%		\$24,815.60	
O&P		12%		\$37,223.40	
Excise Tax		2%		\$6,203.90	
Contingency		10%		\$31,019.50	
Year 3					\$266,464.20
<i>Demolition</i>					
Sawcut and remove concrete for curb cuts	3240	SF	1.50	\$4,860.00	
<i>Hardscape</i>					
Concrete paver curb cuts	3240	SF	12.00	\$38,880.00	
<i>Luxemburg/Kidder Road Improvements</i>					
Aggregate base course	1350	TON	11.00	\$14,850.00	
Asphalt pavement	850	TON	50.00	\$42,500.00	
Replace large scale light poles	6	EA	3,000.00	\$18,000.00	



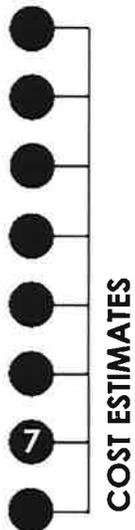
DESCRIPTION	QUANTITY		COST PER UNIT	REVISED COST	PHASE TOTALS
	NO.	UNIT			
<i>Parking Lot</i>					
Parking stall	37	EA	2,000.00	\$74,000.00	
Subtotal				\$193,090.00	
Arch./Eng. Fees		6%		\$11,585.40	
General Conditions		8%		\$15,447.20	
O&P		12%		\$23,170.80	
Excise Tax		2%		\$3,861.80	
Contingency		10%		\$19,309.00	
Year 4					\$534,093.12
<i>Demolition</i>					
Remove existing hardscape	30460	SF	1.50	\$45,690.00	
Sawcut and remove concrete for crosswalks	960	SF	2.00	\$1,920.00	
<i>Hardscape</i>					
Concrete walk	30460	SF	2.65	\$80,719.00	
Concrete paver crosswalk w/ conc base	960	SF	10.00	\$9,600.00	
Concrete paver strip at back of curb w/ conc base	655	LF	10.00	\$6,550.00	
Concrete paver plaza space w/concrete base	1650	SF	10.00	\$16,500.00	
Concrete curb and gutter	400	LF	12.00	\$4,800.00	
Planter curb	350	LF	12.00	\$4,200.00	
Concrete seat wall	40	LF	50.00	\$2,000.00	
Gateway Piers	2	EA	3,500.00	\$7,000.00	
<i>Lighting</i>					
Small scale light poles w/base	43	EA	4,000.00	\$172,000.00	
Misc. lighting infrastructure	1	LS	5,000.00	\$5,000.00	
<i>Site Amenities</i>					
Benches	1	EA	1,000.00	\$1,000.00	
Sculpture bases at intersections	2	EA	1,500.00	\$3,000.00	



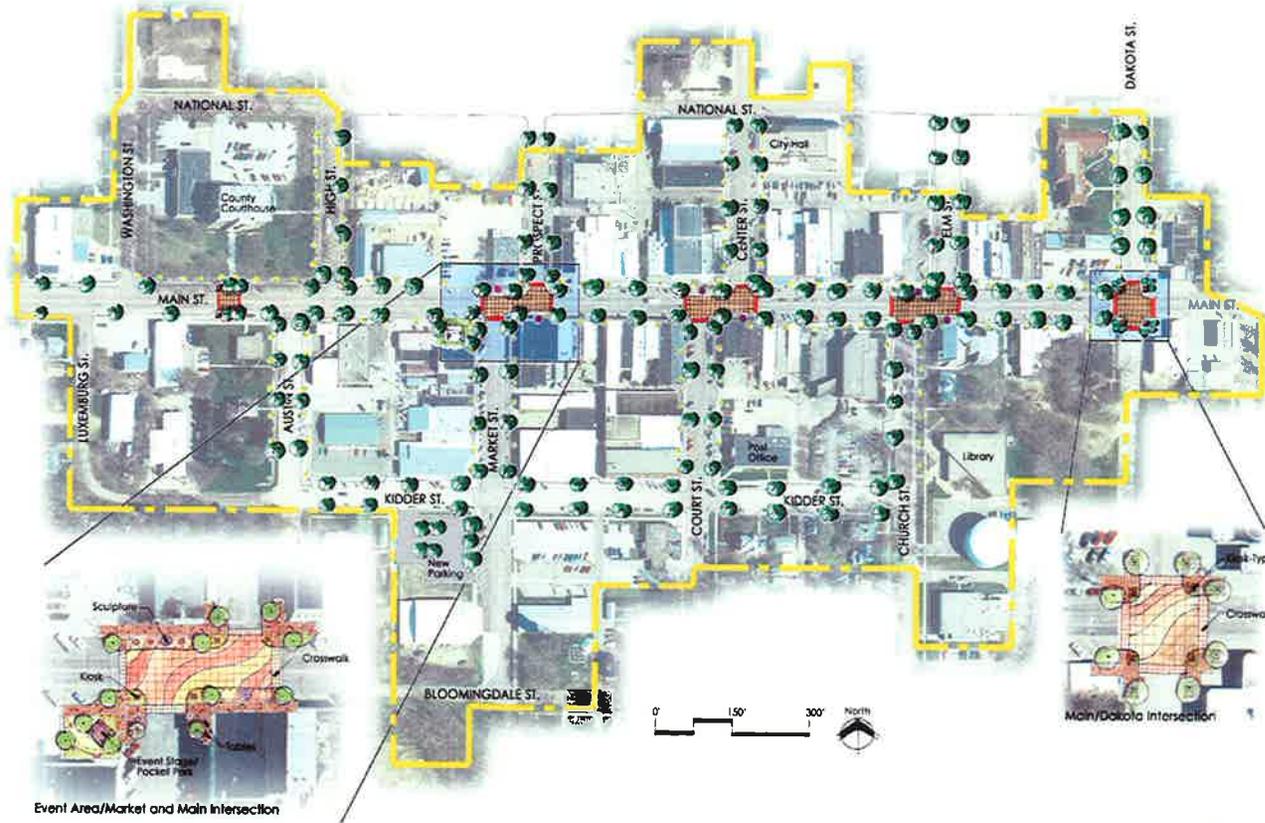
DESCRIPTION	QUANTITY		COST PER UNIT	REVISED COST	PHASE TOTALS
	NO.	UNIT			
<i>Landscape</i>					
Trees	8	EA	300.00	\$2,400.00	
Shrubs and perennials	1	LS	10,000.00	\$10,000.00	
<i>Mini Park at Center St.</i>					
Concrete Walk	115	SF	3.00	\$345.00	
Pavers w/ concrete base	150	SF	10.00	\$1,500.00	
Concrete seat wall	20	LF	50.00	\$1,000.00	
Landscape	1	LS	5,000.00	\$5,000.00	
Lighting (bollard and uplighting)	1	LS	5,000.00	\$5,000.00	
Tables	1	EA	1,800.00	\$1,800.00	
Subtotal				\$387,024.00	
Arch./Eng. Fees		6%		\$23,221.44	
General Conditions		8%		\$30,961.92	
O&P		12%		\$46,442.88	
Excise Tax		2%		\$7,740.48	
Contingency		10%		\$38,702.40	
Year 5					\$78,000.00
<i>Lighting</i>					
Replace large scale light poles	20	EA	3,000.00	\$60,000.00	
Subtotal				\$60,000.00	
Arch./Eng. Fees		6%		\$3,600.00	
General Conditions		8%		\$0.00	
O&P		12%		\$7,200.00	
Excise Tax		2%		\$1,200.00	
Contingency		10%		\$6,000.00	



DESCRIPTION	QUANTITY		COST PER UNIT	REVISED COST	PHASE TOTALS
	NO.	UNIT			
Year 6					\$138,213.90
<i>Demolition</i>					
Remove existing hardscape	2200	SF	1.50	\$3,300.00	
Sawcut and remove concrete for curb cuts	150	SF	1.50	\$225.00	
<i>Hardscape</i>					
Concrete walk	2200	SF	2.65	\$5,830.00	
Concrete paver curb cuts	150	SF	12.00	\$1,800.00	
<i>Lighting</i>					
Replace large scale light poles	23	EA	3,000.00	\$69,000.00	
Small scale light poles w/base	5	EA	4,000.00	\$20,000.00	
Subtotal				\$100,155.00	
Arch./Eng. Fees		6%		\$6,009.30	
General Conditions		8%		\$8,012.40	
O&P		12%		\$12,018.60	
Excise Tax		2%		\$2,003.10	
Contingency		10%		\$10,015.50	
Year 7					\$41,400.00
<i>Lighting</i>					
Replace large scale light poles	10	EA	3,000.00	\$30,000.00	
Subtotal				\$30,000.00	
Arch./Eng. Fees		6%		\$1,800.00	
General Conditions		8%		\$2,400.00	
O&P		12%		\$3,600.00	
Excise Tax		2%		\$600.00	
Contingency		10%		\$3,000.00	
GRAND TOTAL - ALL PHASES					\$2,185,900.32



Appendix

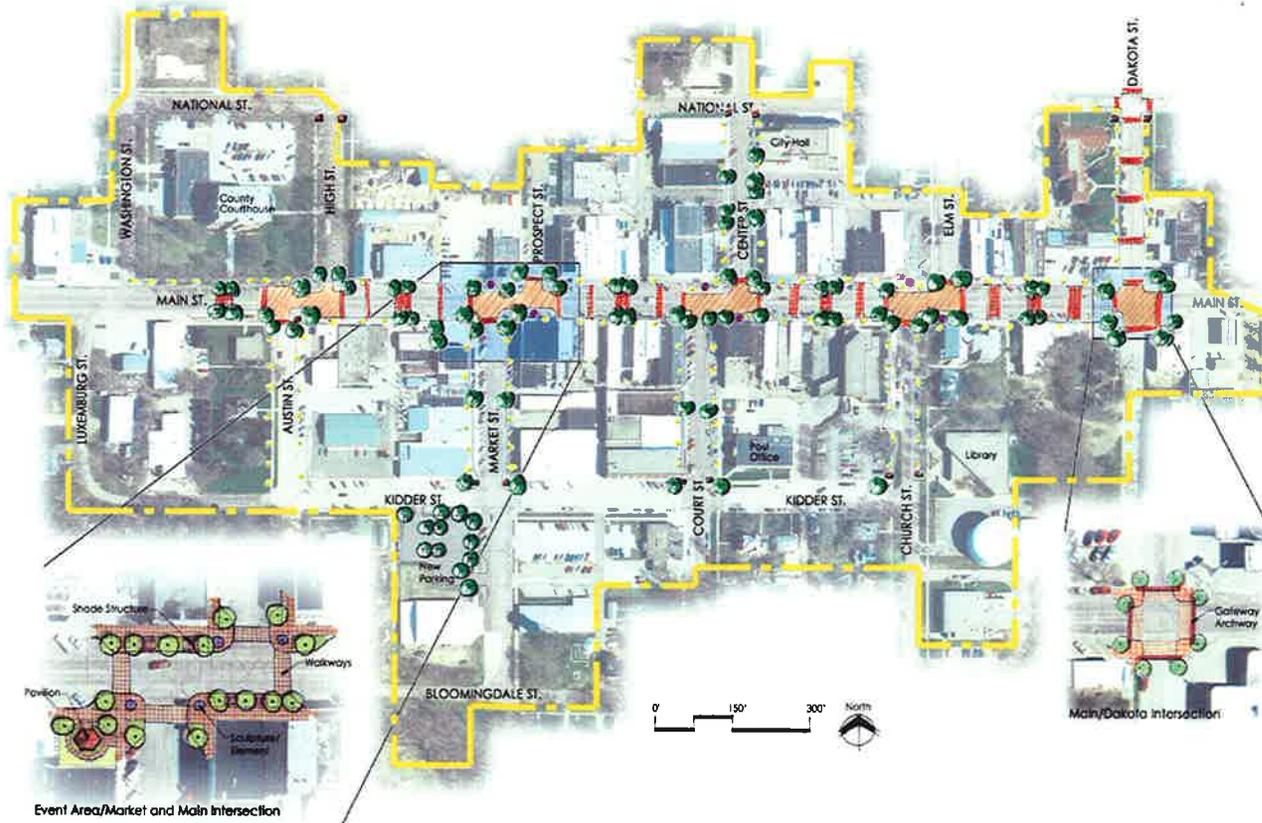


Summary Features

- Theme: Historic Vermillion and its relationship with adjacent rivers.
- Uniform street tree planting.
- Expanded 'bump-outs' and major intersection treatments.
- Ability to enhance additional exterior seating, landscaping, and smaller pocket parks.

OPTION A - PRELIMINARY PUBLIC REVIEW CONCEPT PLAN

This option features street tree plantings along the primary, secondary, and minor roadways. The intersections of Main and Dakota, Elm and Main, Center and Main, and Prospect and Main have a special hardscape treatment. Pedestrian crossings also have this special treatment. The intersections at the primary, secondary, and minor roads have expanded corner 'bump-outs' that present opportunities to have additional landscape, seating, and areas of interest. These roads would also feature pedestrian scaled lighting. The open space located at Market and Main would have new landscaping, turf, and permanent stage/shelter.



Summary Features

- Theme: Accentuate Historic Downtown Vermillion.
- Focus on Main Street with special paving and plantings.
- Special pavement at pedestrian crossings only (see enlarged plans)

OPTION C - PRELIMINARY PUBLIC REVIEW CONCEPT PLAN

This option features a tree-lined Main Street with special hardscape treatment in major pedestrian crossings. Additional gateway features would be developed at major intersections like Dakota and Main Streets. Secondary roadways would have expanded 'bump-outs' at intersections similar to Main Street. Light fixtures along Main Street and secondary roads would have a pedestrian scale. The open space plaza at Market and Main Streets would have a larger pavilion with hardscaping and seating.

HISTORIC, CULTURAL, COMMUNITY BACKGROUND

Significant community historic and architectural elements provide imagery that may be incorporated into design concepts to reinforce the sense of place of the design(s). This is not an all inclusive list timeline of Vermillion’s history. Nor, is it a comprehensive list of structures. The following is a selective list of items that may be appropriate for interpretation in streetscape design elements. These elements are very visible in the community and readily identifiable with Vermillion.

HISTORY

1. Town of Vermillion founded-**1859**
2. Name “Vermillion” is derived from Sioux name WASE WAKPALA meaning “**red stream**”
3. University of South Dakota classes commenced in Vermillion in **1882** in the Courthouse.
4. Due to **flood of 1881**, the Town of Vermillion was destroyed and relocated to the top of the bluffs - its current location.
5. Forest Avenue became a prestigious neighborhood
6. USD officially named “University of South Dakota” in **1891**
7. Early 1900’s were a time of substantial growth for USD
8. Historic Contexts: These groups of aspects all play a critical role in the history of the community. These contexts are identified as the “star contexts” for Clay County.
 - a. Agriculture
 - b. Transportation
 - c. Tourism
 - d. Cultural life
 - e. Cultural landscapes
 - f. Built environment
9. Clay County has a rich agricultural heritage built with a strong Scandinavian accent.

ARCHITECTURE

1. First structure built on USD campus was what is now called “Old Main” in 1883. Predominant exterior materials are quartzite and limestone.
2. Clay County Courthouse designed (built) in 1913 and still functions, in the same location, as the county governmental seat. Neo-classical architecture built of yellow stone masonry.
3. Austin-Whittemore House, built in 1882 of brick with elements of Victorian style detailing
4. First Baptist Church, built in 1890 of Sioux quartzite
5. First National Bank of Vermillion, built in 1893
6. Andrew Carnegie Public Library, built in 1904
7. United Church of Christ, dedicated in 1929 at Main & Harvard
8. First United Methodist Church, dedicated in 1929 at Dakota and National

COMMUNITY CULTURE...

This information deals with celebrating Vermillion's cultural assets in design concepts which will increase community visibility and reinforce the identity of the community and, again, create a "sense of place".

1. Strengthen the community image, identity, and pride.
 - a. "Vermillion: The Place To Be"
 - b. Adopt policy (and enforce) emphasizing appearance of property.
 - c. Offer incentives to attract private investment
 - d. Develop a Vermillion pride campaign (celebrate history and heritage)
 - e. Market Vermillion as having "intellectual capital" and high-tech expertise (attract information age business)
 - f. Tell this story outside of Vermillion
 - g. Establish a Vermillion Visitors' Center
 - h. Provide art in public spaces
 - i. Improve appearance of neighborhoods and city entrances to create a good first impression
 - j. City-wide landscape plan
2. City and County will work together with a commitment to improving livability, preservation of historical heritage, and enhancing natural and artistic beauty.
 - a. Encourage public official participation in development and implementation of plans.
 - b. Develop constituencies (champions) for planning efforts.
3. Community pride, community spirit ...develop and maintain Vermillion as a livable community
 - a. Create a welcoming, friendly, and accessible atmosphere.
 - b. Well promoted center in downtown that serves as a magnet and information source about the larger community.
 - c. Complete the Main Street pocket park
 - d. Evaluate the possibility of additional pocket park sites
 - e. Develop a plan to promote the downtown plan.
 - f. Hire a community development coordinator or...
 - g. Find other means to coordinate the arts, culture, parks, livability, and related programs
 - h. Create entrances to the City which alert residents and visitors that they are entering a special place...
 - i. Emphasize and promote Vermillion and the Missouri River's history, and other historic and cultural assets.
 - j. Develop bikeways and walkways to connect downtown to other significant areas around Vermillion.
 - k. Revive and renovate downtown (as appropriate) to historical preservation.
 - l. Provide interpretive elements in downtown describing the historical background.
 - m. Develop a streetscape plan for downtown.
 - n. Enforce building codes aggressively.

4. Enhance visual assets through coordinated beautification efforts.
 - a. The community is anxious to improve its image via physical and aesthetic enhancements.
 - b. Adopt stronger policies to facilitate beautification.
 - c. Develop an “adopt a space” program for improvements and maintenance.
 - d. Service projects to include students and citizens.
 - e. Develop a city-wide landscape plan.
 - f. Develop attractive and signature gateways.
 - g. Create a sense of Vermillion as a “giant art gallery”
 - i. Commission public artwork
 - ii. Use vacant storefronts in downtown as “gallery space”
 - iii. Develop and use vacant and/or historic buildings for artists’ studios
5. *“Vermillion is a small town that is not dominated by small town thinking”.*
6. Integrate Vermillion’s artists into the community on an active basis.
 - a. Consult on beautification and aesthetic projects.
 - b. Utilize vacant store fronts for exhibition of work by local artists.

References...

Information compiled from the following references:

“VERMILLION IS...Growing, Progressive, Charming THE PLACE TO BE”

By: Vermillion Chamber of Commerce

“Vermillion: The Place to Be! Community Cultural Plan”

By: Vermillion Area Arts Council

Clay County Historic Preservation Plan, 2001

By: Clay County Historic Preservation Commission, 2002

