



Thank you for attending this gathering. These are exciting times of development and revitalization on Broadway, and we are interested in YOU. Please tell us about your connection to Broadway and how you would like to be part of the Broadway Corridor project.

Business _____
Your Name _____
Mailing Address _____
 Fort Wayne, IN or other _____ Zip _____

Telephone _____ Fax _____
email address _____
 I would like to receive email about the Broadway revitalization.

Please tell us why you attended this gathering:

- I own a home on Broadway. The address # is _____
- I own a business on Broadway. The address # is _____
- I own property on Broadway. The address # is _____
- I live on Broadway. The address # is _____
- I work on Broadway. The address # is _____
- I am considering moving my business to Broadway
- I LOVE Broadway and want to see it thrive.
- I am interested in what is going on in Fort Wayne.
- Other _____

- I am interested in having my business included in the Broadway Corridor website. Please contact me.
- I am interested in becoming a member of Business On Broadway (BOB). Please contact me.

NOTE: If you are filling out this form after the October 9 meeting, please fill out and return to Nancy Schoenle at IntraScape, Inc. (1401 Broadway).

Broadway Corridor Project

What is it? The Broadway Corridor Project is an effort driven by the Business On Broadway business property owners association to encourage all businesses, residents and property owners along Broadway to make aesthetic and structural improvements to their properties in order to enhance the image of Broadway.

Who is it? Business on Broadway is an association comprised of entrepreneurs and professionals with businesses and offices located on Broadway. Anyone with a business or residence on or adjacent to Broadway is welcome to join. Membership in this association is a great way to get to know your neighbors and fellow business owners and will give us a united voice on issues concerning the Broadway area and will help keep Broadway strong.

Where is it? Broadway of course! Two eclectic, historical and colorful tree-lined miles of classic homes, business offices, and locally-owned unique shops and restaurants stretching from Main Street to Foster Park!

When will it happen? Now is the time to take advantage of the Broadway corridor improvements that have already been made by the city - lighting, curb and brick paver repairs and replacement, and the planting of new trees. Broadway is only a couple blocks from the Harrison Square project and the new baseball stadium. St. Joe Hospital has just completed millions of dollars of facility expansion and improvements to their building. Imagine Schools is wrapping up its investment in the former Emmaus Church building and bringing hundreds of school children and their parents into our neighborhood. And other Broadway businesses are about to embark on exciting expansions and upgrades to their properties.

Why is this important? Working together to make improvements to our properties and to encourage our neighbors to do the same will increase the aesthetic appeal of Broadway, will make our street more comfortable for those who live, work and shop here, will attract stores, boutiques, professionals and other businesses looking for a great neighborhood in which to locate, will help us retain the quality businesses already located here, and will create an inviting environment which people throughout Fort Wayne will want to visit and experience.

How can you be a part of the Broadway Corridor Project? There are many ways to do your part. Roll up your sleeves and apply some elbow grease to beautify your home or business. Wash windows and tidy up your area. Power-wash dirty siding and apply a fresh coat of paint for a nice clean look to your property. A little landscaping can go a long way - pull weeds from sidewalks, curbs and flower beds, trim bushes and trees, and when spring comes again, add some plants and flowers to your property in planters, window boxes or in the ground. Spend a couple minutes each day picking up any trash or litter that has appeared overnight. Adorn your property with festive white lights during the holidays.

And if you are looking to invest more time and effort into your property improvements, take advantage of our city's Commercial Façade Grant Program for businesses - a great way to get some help with affording the cost of making major improvements to your property.

Show your pride in Broadway!

Business On Broadway

The mission of the Business On Broadway Association is to support the interests of business and property owners on Broadway and to provide a professional forum for promotion, education and networking among its member businesses.

The objectives of the Business On Broadway Association are:

- A. To establish an organization of the business persons thoroughly representative of the professional interests of the businesses located along the Broadway corridor in Fort Wayne, IN.
- B. To promote and encourage the creation and expansion of businesses and professional organizations along the Broadway corridor.
- C. To establish a business climate favorable to Broadway-based business and professional enterprises.
- D. To encourage active participation by local business people and organizations and citizens in all things related to Broadway corridor business and professional development.
- E. To unite the members of the Broadway business community and to promote a greater sense of business and social unity and esprit among the BOB membership.
- F. To present a united voice regarding issues of concern to Broadway area businesses and professionals.
- G. To work to improve the reputation, aesthetics and condition of the Broadway corridor and to increase awareness of the historic and unique personalities of Broadway businesses and properties.

Broadway Corridor Project

October 9, 2008

Key Contacts

Broadway Website

www.broadwayfortwayne.com

The Broadway Corridor Project

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Commercial Façade Grant

Julie Sanchez 427-2147
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Commercial Code Ordinance

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Broadway Zoning and Improvements

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Division of Community Development

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The CM5C -Neighborhood Commercial Corridor - FACT SHEET

Why CM5C - Neighborhood Commercial Corridor is needed?

Business owners along Broadway and Wells Street worked with the city to develop the CM5C zoning district. Urban corridors such as Broadway were historically developed with a mixture of residential and commercial uses and have special importance to the community because of their character, urban development patterns, relationship to the surrounding neighborhood, pedestrian oriented streetscapes, and distinct urban architecture and form.

The City is currently working with business owners along Broadway to rezone an area between Washington Boulevard and the railroad tracks just south of Hendricks Street. Most of this area of Broadway is zoned CM3 (general commercial) which does not support Broadway's existing character and mixture of uses and historic development pattern.

What is CM5C - Neighborhood Commercial Corridor?

The CM5C District will allow for and encourage mixed uses with a focus on neighborhood oriented commercial and personal service uses. New development is encouraged to be compatible with the existing historic development patterns by locating buildings close to the street in order to enhance pedestrian activity. New residential development is encouraged to locate on the upper floors of new and existing commercial structures. Parking standards in these areas should accommodate historic development patterns which typically allow for on-street parking, the use of alleys to access parking areas behind buildings as well as access to public transit routes and alternative transportation.

Rezoning Broadway to CM5C will do the following:

- Allow for Neighborhood and pedestrian oriented retail, commercial, and personal service uses along with all types of residential uses including single family, two family, multiple family, and upper story residential.
- Relax parking standards.
- Encourage new development to be compatible with the existing historic development pattern.

Development Standards for new construction will include the following:

- Standards established based on existing historic development pattern.
- Front and side yards 0 - 10 feet
- Rear yards 25 feet to encourage parking behind buildings
- Building height minimum of 20 feet (with 2 occupiable stories) and maximum of 40 feet.

Parking Standards along the corridor will include the following:

- No additional requirement for new uses in existing buildings with the exception of bars, restaurants, nightclubs, dance schools, and residential conversions.
- Reduced standard for dwelling units to 1 space per dwelling unit.
- Twenty foot setback for new parking areas from front property line.
- Parking credits are available to offset onsite parking requirements.

Broadway Future Events

2008 Chili Wing-Ding

1316 Broadway at Lavina

Friday, October 10th - 4:00 to 8:00 p.m.

Firehouse Chili and Local Wings

\$5.00 Tasting Fee - call 422-6618 for ticket information

Sponsored by FW Firefighters Local 124 and Wellspring

Live Music, Rock 104 and WANE TV Personalities

www.iaff124.org

Great Tree Canopy Project

McCulloch Park

Saturday, November 1st - 10:00 a.m.

Wear comfortable clothes, sturdy shoes & gardening gloves.

Bring a shovel and a rake and your friends.

Sponsored by Friends of the Parks of Allen County

contact: Suzette Brown 422-3232 sbrown2430@comcast.net

Michelle Briggs Wedaman 710-4413 mbwedaman@verizon.net

Christmas on Broadway Tree Lighting

The Broadway Fountain

Friday, November 21st - 6:00 p.m.

Santa and Mrs. Claus and their Reindeer

Polar Express Train Rides

Live music by the Imagine School Chorus and the Bob Green Duo

Holiday Food and Beverages

MAJIC 95.1 WAJI Morning Team Live Broadcast begins at 5:00 p.m.

Sponsored by: Imagine Schools, Lake City Bank,

MAJIC 95.1 WAJI, Chappell's, Shine & Hardin

Broadway Future Events

BROADWAY CORRIDOR PROJECT MEETING

Media Advisory
FOR IMMEDIATE RELEASE
Thursday, October 9, 2008
Contact: Steven R. Shine
745-1970

(FORT WAYNE, IN) - The designation of the two-mile-long Broadway Corridor as one of the city's "destination spots" was unveiled today during a news conference at the Catablu American Grille, 2441 Broadway. Leaders from both the private and public sectors presented a united front, committed to the improvement of the business and residential atmosphere of this historic Fort Wayne area.

The presentation noted infrastructure improvements already underway by the City of Fort Wayne, including recent sidewalk reconstruction that provides for handicap-accessibility on the north side of the Broadway Corridor. Additionally, several soon-to-commence renovation projects were announced, as well as a website to serve as the informational guide for the Corridor.

Steve Shine, a partner in the law firm of Shine & Hardin, located on the Broadway Plaza, speaking on behalf of the Broadway Corridor Project, stated, "This is an effort to coordinate the activities of businesses, property owners, and residents along the two-mile Corridor to create a pop-culture, eclectic-type of community, using the best of the Corridor's current assets, while rehabilitating and/or finding a better use for existing properties which want and need the assistance of a coordinated effort." Shine said the hub of the Broadway Corridor will be the Broadway-Taylor intersection, with the areas to the north and south of the hub serving as the spokes.

Shine also unveiled a logo to identify the Broadway Corridor area, as well as an internet website that spotlights the businesses, events, commercial real estate availability and other services which both residents, businesses, and those interested in the Project can easily access and navigate. The website address is: www.broadwayfortwayne.com.

The public will soon see noticeable improvements along the Corridor, which includes façade and internal renovations to the Mad Anthony Brewing Co., George's International Grocery and George's La Baguette International Bakery, Chappell's Coral Grill & Seafood Market (to be merged with Hartley's restaurant), and the Metro Real Estate Building (located at Broadway and Michigan Avenue).

Blaine Stuckey, general manager of the Mad Anthony Brewing Co., announced that he plans to immediately break ground on a beer garden at the Mad Anthony. "The partitioning for the garden will begin immediately, and it will be open throughout the winter, when weather permits. We'll have a reopening in the spring," said Stuckey. Also this spring, Mad Anthony will unveil a significant renovation of its exterior façade to coincide with similar efforts along the corridor.

Located directly to the east of the Mad Anthony Brewing Co. is George's International Grocery and George's La Baguette International Bakery, which will undergo similar façade updates, as well as a construction project to build upon several out lots located upon the real estate owned by Chris Rongos, co-owner of the grocery and bakery.

Directly south of the hub, at the intersection of Broadway and Michigan Avenue, Metro Real Estate owner Brian Schaper will spend over a quarter-million dollars in both façade and internal renovations to the Metro Real Estate Building located at 2042 Broadway. Schaper also announced the relocation to the Metro Real Estate Building of DesignFactore, Inc., a company that specializes in print and creative services, including website design. DesignFactore created the website for the Broadway Corridor, referred to above.

Gary Chappell, owner of Chappell's Coral Grill & Seafood Market, announced an investment of over \$100,000 to be put into his soon-to-be-remodeled restaurant on Broadway, which will incorporate the operation of the well-known Hartley's currently on Fairfield. The merger of Hartley's into Chappell's will allow for the best of both cuisines under one menu and one management. "I've been working on this merger for about eight months now, and it has resulted in a positive outcome, based in part upon the new energy coming from the private sector on Broadway, as well as with the city's support in its designation as Broadway becoming a destination point. The city's support and the private sector's commitment to a reenergized Broadway results in the relocation of Hartley's into Chappell's on Broadway being a perfect fit. Between Chappell's and Hartley's, we feel confident that we can make something unique in Fort Wayne. We felt like by teaming ourselves together ... it was a win-win situation," said Chappell.

The meeting was attended by Fort Wayne Mayor Tom Henry, his Community Development Staff, Fifth District City Councilman Tim Pape, and all three City Council At-Large members. "The Mayor's Office will do anything within its power to support private industry's momentum in improving our communities," said Director of Community Development John Urbahns.

In addition to expressing support for Broadway's revitalization efforts, the Mayor used the event to announce his Community Front program that will make funds available to offset the expenses that Fort Wayne city businesses invest in façade renovations, saying the average matching amount of the grant is expected to be about \$20,000 with additional assistance available for larger projects. "In an area such as where we are today, along the Broadway corridor, business owners have come together to work as a team, identifying a vision they have for this area, and we are proud to offer support and assistance to help make the vision a reality for all involved," said Mayor Henry.

Shine said that as the Harrison Square development continues, the increased commercial activity in the downtown Fort Wayne area will build momentum in these private sector projects. The Broadway Corridor Project also will work with the city in placing information kiosks and neighborhood-unique light poles to assist shoppers and distinguish the community.

The Broadway Corridor Project leadership team includes: Tim Gouloff of Gouloff-Jordan Surveying; Chris Rongos of George's International Grocery/Bakery; Brian Schaper of Metro Real Estate; Nancy Schoenle of IntraScape; Barbara Schopmann of St. Joseph Hospital; Blaine Stuckey of Mad Anthony Brewing Co.; Gary Chappell of Chappell's Coral Grill & Seafood Market; Steve Shine of Shine & Hardin, LLP.

Members of the electronic media are asked to arrive 15 minutes early for set up purposes so that the speech may begin promptly at 12:00 p.m.

For more information contact Steven R. Shine, of Shine & Hardin, LLP, 260/745-1970.