

# **7 PROGRAMMING**





PLAN ELEMENT:  
**Programming**

### INTRODUCTION

While the other elements of this plan establish the physical and built environment, it is important to also consider how these spaces will function. Parks cannot be left as open spaces that do not attract users and lack investment. On the same level, activities that bring people to the East End and downtown must be incorporated into the built environment. This element considers some additional physical components that should be incorporated into the East End as well as intangible elements, including festivals, regular events, and/or marketing and branding.

### PARKS AND RECREATION

Programming of the three large parks within the East End will be very important. Each park serves a different purpose and/or activity. Overall, the parks will provide opportunities for youth sports, active and passive recreation, an outdoor amphitheater, farmer's market, playground, splash-park, and picnic shelters. The programming of each park is outlined below:

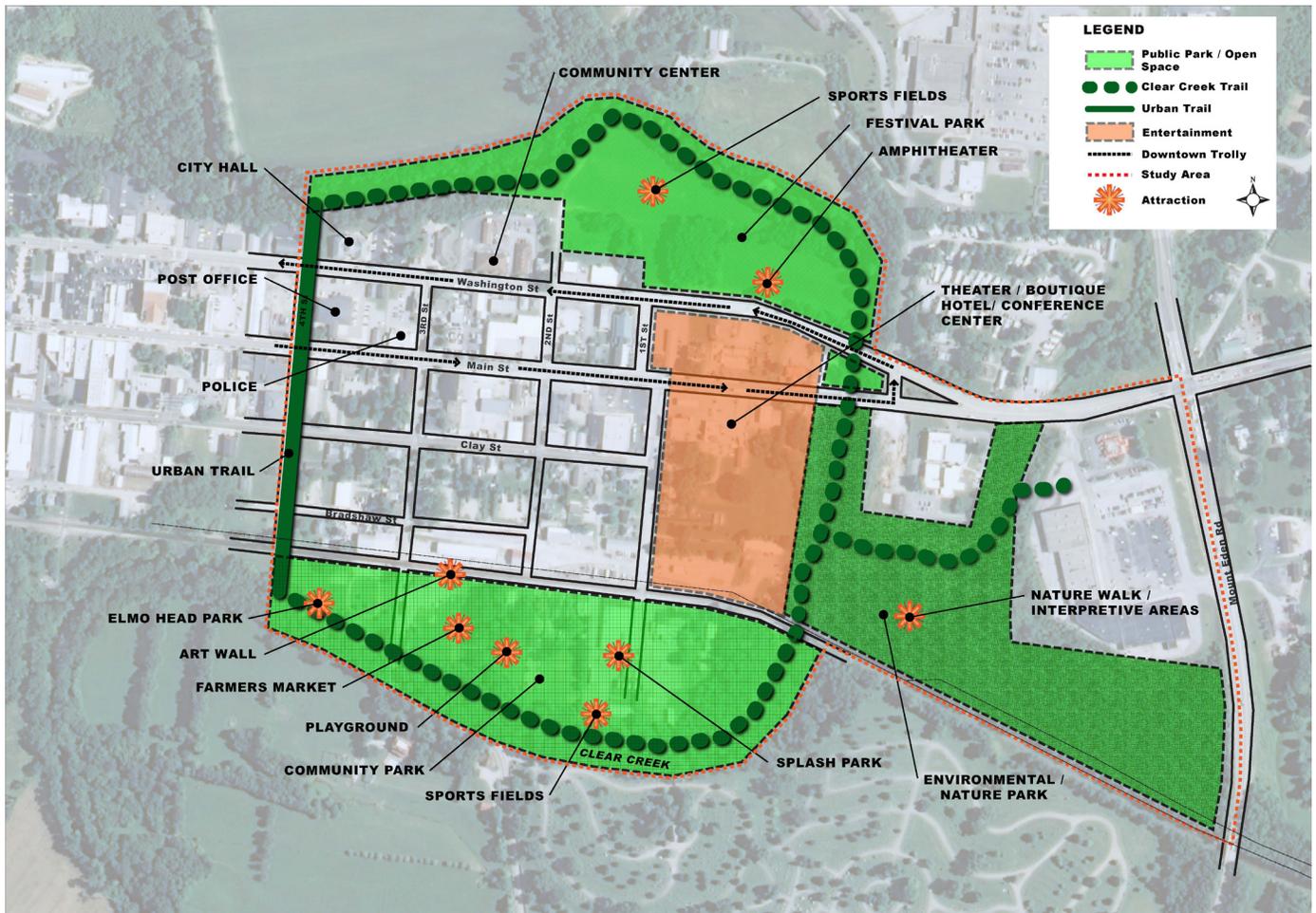
#### Festival Park

Festival Park is focused on providing active recreation and a venue for community events. Youth recreation fields would be used for practice and sporting events, while the open space may also be used for community festivals and fairs. This park would also include an earthen amphitheater that takes advantage of the natural steep slopes north of Washington Street. The amphitheater would be home to outdoor performances, school plays, concerts, or many other activities.



*Festival park would be programmed to hold community events, concerts, and recreational activities.*

Figure 7-1: Programming Element Map



### Nature Park

By design, the Nature Park is the least programmed of the three parks and is intended to remain in its conserved state. Minimal improvements to the park include the addition of the multi-use Clear Creek Trail and looping park trails. The Clear Creek Trail traverses this park to connect to the shopping center on Mount Eden Road. Soft surface trails are suggested as nature walks or interpretative areas. Additional programming may include wetland and bio-habitat interpretive areas that act as demonstrative “gardens” which could be utilized by local schools or youth organizations to study lessons involving the natural environment.

### Community Park

Community Park is the most structured park within the East End. Features for youth recreation include a playground, splash-park, and youth sports fields. A parking lot with wide raised median can also serve as a farmer’s market on evenings or weekends. Picnic shelters are also provided for families to enjoy the outdoor atmosphere. With this park, it was important to provide a safety barrier between the active railroad tracks and the park from Third Street to First Street. This plan suggests enhancing the railroad in this area with a barrier wall that can be used by local artists. Either permanent or temporary



*Community Park would hold regular community events and be designed to accommodate a farmer’s market and/or parking for larger events.*



art can be displayed in this area.

### ENTERTAINMENT DISTRICT

The entertainment district includes programming that focus on the pedestrian and sidewalk activity. From theaters, a boutique hotel, outdoor dining, pubs or sidewalk cafes, this area will allow users from different age groups to enjoy the East End. It will provide opportunities that are not present in other areas of downtown. This district will also encourage uses or venues that will remain open in the evening hours.

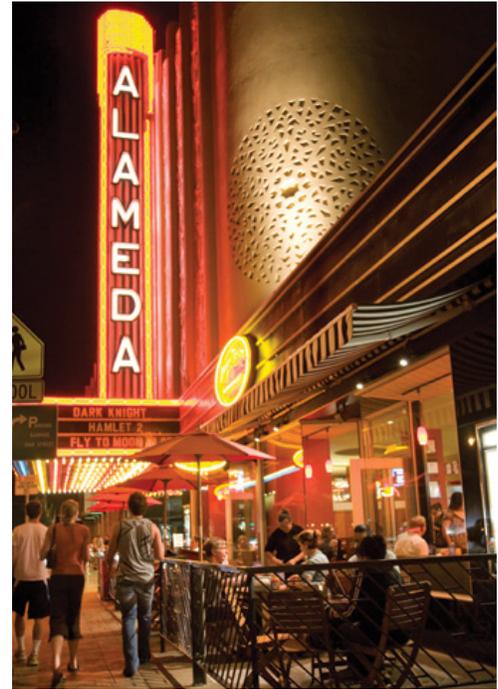
### FESTIVALS AND EVENTS

Festivals and regular events bring people to the East End and encourage the use of other areas and businesses in downtown. These events also reinforce community identity and increased social interaction. Festivals and events may include existing activities such as street concerts during the Shelbyville Horse Show, or new activities that could include a downtown artesian or farmer’s market, an East End summer concert series, or an East End art show. A street trolley, discussed in Chapter 5, can provide a link to the larger downtown area during such events.

### MARKETING

Critical to enhancing the East End, a marketing plan and branding strategy is necessary to creating a unique identity for the East End and the downtown. This brand may include a logo, streetscape design and wayfinding signs. The utilization of this brand may be incorporated into various visitor publications, festival flyers, and regular event notices. A more permanent branding of the East End may include incorporating a logo or unique design into the streetscape including planters, pavers, waste receptacles, street banners, or even light poles.

The East End District logo illustrated on the following page was created for this Study as an example of such a branding technique. Creating simple identifiers similar to this logo for other areas within Shelbyville helps to establish districts within the City. This type of branding technique immediately fashions an identity for a district and helps to draw visitors to an area while assisting businesses market their various establishments.



An entertainment district would bring night-life to the East End



Example of district and festival logos and incorporation in wayfinding signage.

The final East End logo should be incorporated into all types of signage and promotional materials.

Figure 7-2: Example East End Logo

