



FIVE YEAR NEIGHBORHOOD PLAN

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LETTER FROM MAYOR DUKE BENNETT

CITY OF TERRE HAUTE

Dear Terre Haute Community,


In 2019, Terre Haute took a big step toward improving our community when stakeholders, citizens, and business leaders collaborated to create the See You in Terre Haute 2025 Community Plan. This document paved the way for improvements within our community by aligning the public and private sectors with resources, new programs, and strategic funding sources. This was accomplished with the goal to advance the community's growth opportunities around tourism and business development that directly impacts the community's ability to advance our quality of life. This plan even identified specific areas of growth, including our own neighborhoods. Through community feedback, Terre Haute stakeholders were able to identify a need for a Neighborhood Revitalization Program. With the aim of assisting Terre Haute neighborhoods through improved infrastructure, business, health, and economic development, this was identified as a priority action item.

As we move forward with this plan, it excites me to see neighborhoods within the community embracing an action-oriented strategic planning process to continue enhancing our community and our quality of life. The 12 Points Neighborhood is rich in history and opportunities to restore it to its former glory. As a vital asset to our community, the time is now to move forward with this inspiring venture as we continue to honor the history of 12 Points while bringing it forward to the masses.

In a few years, I have witnessed and experienced increased growth in 12 Points. New businesses, improved aesthetics, community outreach, and more will allow the community to grow and reach the popularity it desires. To do this, it takes strategic planning and immense dedication, two things that the 12 Points Revitalization Committee has proven they possess. Their hard work and dedicated attitudes will not only help to revitalize the community but also aid in Terre Haute's overall goals to help revitalize neighborhoods across our City. As the first official neighborhood to undergo these revitalization steps, I look forward to working with 12 Points to move this plan forward and to assisting other neighborhoods in Terre Haute to strategically plan how to improve their overall quality of life.

When I think of 12 Points, I see a gem that just needs a little polish. As the committee moves forward with this plan, I have no doubt that they will accomplish what they set out to do and bring 12 Points back to the forefront of Terre Haute.

Sincerely,



Duke Bennett
Mayor of Terre Haute



LETTER FROM JENNIFER MULLEN

PRESIDENT OF 12 POINTS REVITALIZATION COMMITTEE

Dear 12 Points Community,

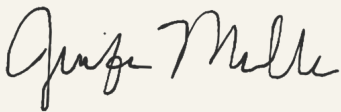
It goes without saying that 12 Points is a special place. Brimming with history, the 12 Points Neighborhood is full of potential and a desire to see that potential fulfilled. The 12 Points Revitalization Committee was created to inspire economic development in this historic district of Terre Haute. While the past three years were not easy, they have certainly been worth it. We faced many challenges, but through the collaborative efforts between our local businesses, local organizations, residents, volunteers, and the City of Terre Haute, the future of 12 points is brighter than ever.

The 12 Points Revitalization Committee has accomplished a lot in these past few years. With the groundwork laid, we are looking to the future and are excited for advancement opportunities that are still to come.

This document tells a story. A story not only for those who reside within the 12 Points Neighborhood but also for those who have visited and will continue to visit. Combining the needs of citizens and visitors, the 12 Points Revitalization Committee believes that this is our best way forward to rebuild the area with modern advancements while treasuring the same historic soul.

I want to thank the 12 Point Revitalization Committee for their hard work over the past three years. Since our committee came to be, every individual on the team has poured our heart and passion into this community. We love the history, the sense of community, and where 12 Points is headed. We are ready for the years to come!

Sincerely,



Jennifer Mullen
President of 12 Points Revitalization Committee



ACKNOWLEDGMENTS



12 POINTS REVITALIZATION COMMITTEE 2022

Jennifer Mullen, President

Mike Pringle, Vice President

Suzy Quick, Secretary

Karen Long, Treasurer

Tiffany Baker, Economic Development Chairperson

Mary Ann Mullen, Fundraising Chairperson

Schelia Romanelly, Clean-Up Co-Chairperson

Ann Butwin, Clean-Up Co-Chairperson

Garri Knezevich, Events Chairperson

COMMUNITY STAKEHOLDERS

Mayor Duke Bennett, City of Terre Haute

FORUM LOCATIONS

12 Points Maryland Community Church

Vigo County Public Library

A HISTORY OF 12 POINTS

TIMELINE FROM THE 1800s TO TODAY

1800s To 1910s

1889 – Walter Phillips hired to lay lots of recently purchased land in North Terre Haute; this became 12 Points

Begins growing and establishing itself as a lively neighborhood in Terre Haute

1919 – 12 Points Bank opens

1908 – 1912 – 12 Points Hotel or Gosnell Hotel opens

1920s

12 Points is thriving as “a city within a city:” lively center with two theaters, the Swan and the Garfield, several taverns, at least two bakeries, a drug store, a general store, a bowling alley, a cigar store, a barbershop, a haberdashery, many other retail specialty stores; as well as doctors, lawyers, insurance, and banking endeavors

1930s

The Great Depression takes place

Although 12 Points struggles like the rest of the country, it manages to remain a lively area with hundreds of factory workers as residents of the community

Expands to have funeral homes, churches, drug stores, grocery stores, a hotel, barber shops, a hardware store, saloons, a dime store, dry cleaners, and a post office

1950s

12 Points is significantly impacted by changes and shifts in transportation trends and routes

Manufacturing industry sees decline

Sam Teal opened Sam's Popcorn Stand south of the Swan Theater in the early 1930s. The business was

Twelve Points formed by

3 i

1960s

One road travels north, bisected by one traveling west and another that leads north-east. Where these streets meet, a small but significant triangle is formed. That triangle is surrounded by a dense residential neighborhood. This neighborhood is the Twelve Points.

1970s

Dorothy J. Clark reported in a Sunday edition of the Terre Haute Tribune-Star that Walter Phillips is the founding father of the Twelve Points business district.

Of Phillips, Clark said, "Phillips was a dreamer, although a practical one, a promoter, a hard-headed businessman and a man of many skills."

Clark credits Phillips with the Twelve Points beginning, saying, "Sixty years ago it was a struggling young community of only a handful of residents, and was for the most part a residential neighborhood."

1980s

At that time, the area was a place to be avoided in fact as well as in conversation, unless one belonged to the rolisterers who went in for a night of hilarity with little care as to whether the next day was spent in jail or on the street.

But now all is changed. The lingering crowds that once found the territory open and free to their orgies have been made to feel the arm of the city police. Public decency at last conquered the license enjoyed by the gangs that gathered there nightly and now a more peaceful community cannot be imagined. Business houses have sprung up, streets have been paved, churches have been built, and the wayward element has been driven away. The area is now a place of entertainment and recreation.

2000s

The fact is that the area is another within a radius of one hundred yards. The chief crossing is that of Lafayette and Maple avenues. Two decades ago almost the entire business of the section was the saloon business, in connection with which were dance halls and public wine gardens. The ill effects of the license extended to these places extended down to within the last five years and the history of the fight of the better element to obtain a decent condition in which to live is a part of the history of the area.

2010s

Residents of the vicinity of "Twelve Points" boast of a city to themselves, with stores and shops adjacent to meet all their needs. They are virtually two miles from the heart of the business section of the city, but are in constant direct connection with it by trolley or by paved street. Recently

Members of several committees appointed by Governor Hanly, Mayor Lyons and the clubs of the city will go to Indianapolis Tuesday to attend the meeting of the Indiana branch of the National Rivers and Harbors Congress. Most of the delegates are

U.S. 41 is relocated to the west along 3rd St., taking away traffic from 12 Points area

The 12 Points Greater Northside Association takes a new approach to boost business in area

- Seeks to become a "Neighborhood Shopping Center"

1971 - Garfield High School closes and is demolished in 1973

12 Points begins to see further decline in manufacturing leading to the loss of jobs in the area (1970 - 1980)

12 Points begins to see changes in business and decline in community interaction

1984 - Newspaper article titled "Local residents don't want to lose once great once-striving area"

12 Points continues to see further decline in manufacturing leading to the loss of jobs in the area (1970 - 1980)

2005 - 12 Points was designated a Historic Place and earned a spot on the National Register of Historic Places

- This encompasses 12 Points and various historic buildings within the main part of the community

Various groups attempt to revitalize the 12 Points area

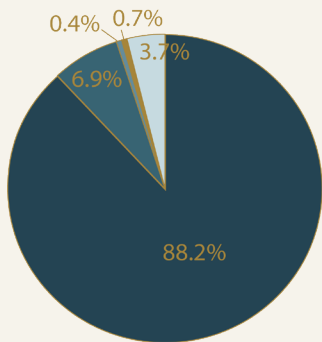
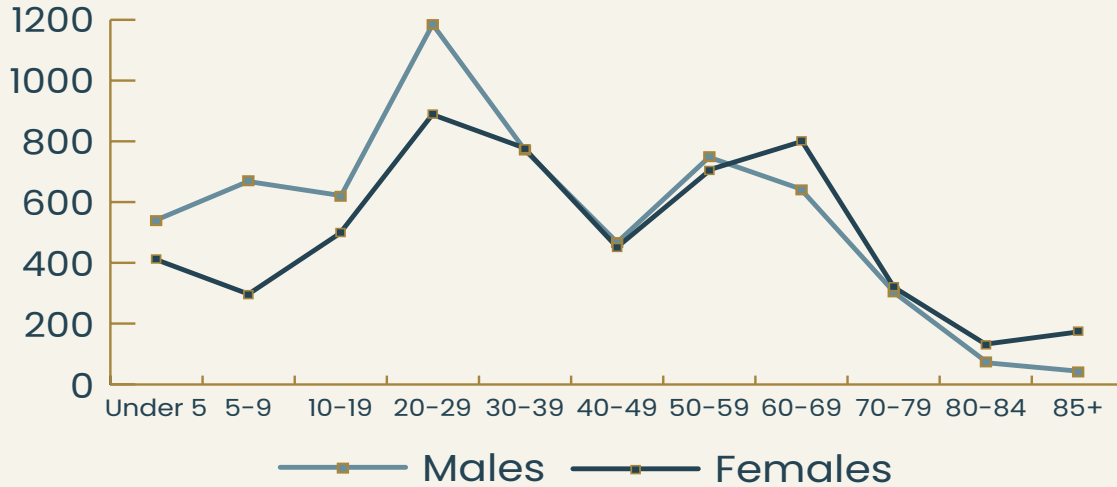
June 2019 - Current 12 Points Revitalization Committee is established

Photos courtesy of the Vigo County History Center

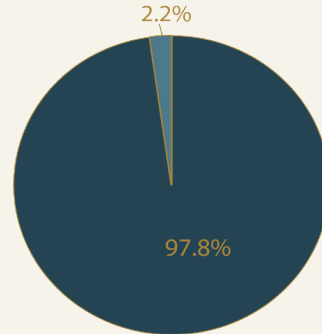
COMMUNITY DEMOGRAPHICS

The following demographics reflect those with a 47804 zip code from the U.S. Census Bureau's 2020 American Community Survey (ACS) five-year estimates. This zip code encompasses the 12 Points Neighborhood areas.

AGE & RACE DEMOGRAPHICS

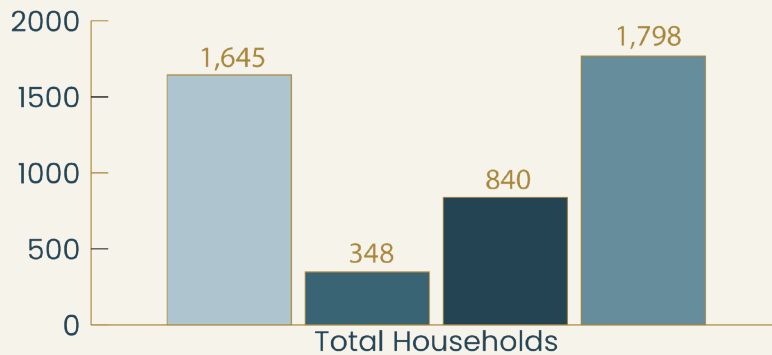


- White
- Black or African American
- Asian
- Some Other Race
- Two or More Races

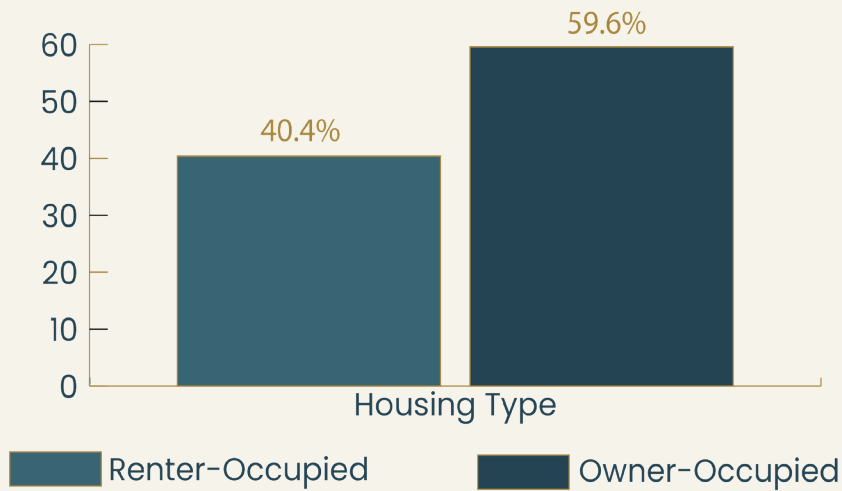


- Hispanic or Latino
- Not Hispanic or Latino

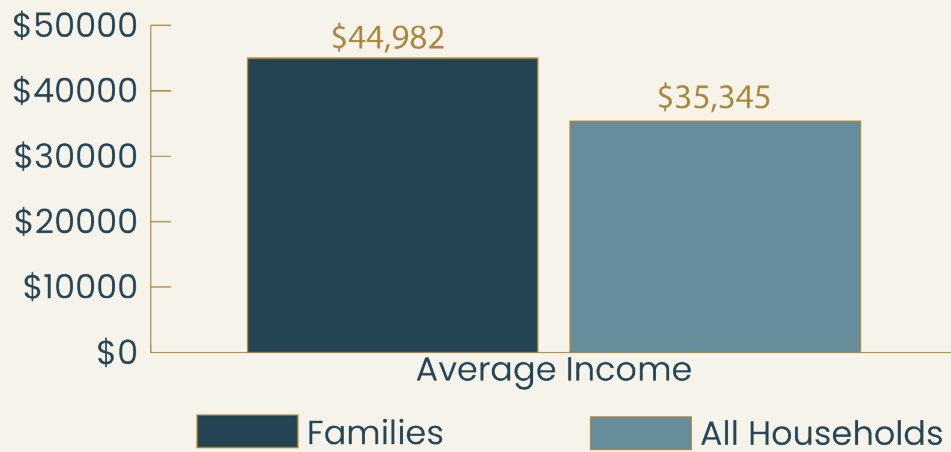
HOUSEHOLD TYPES



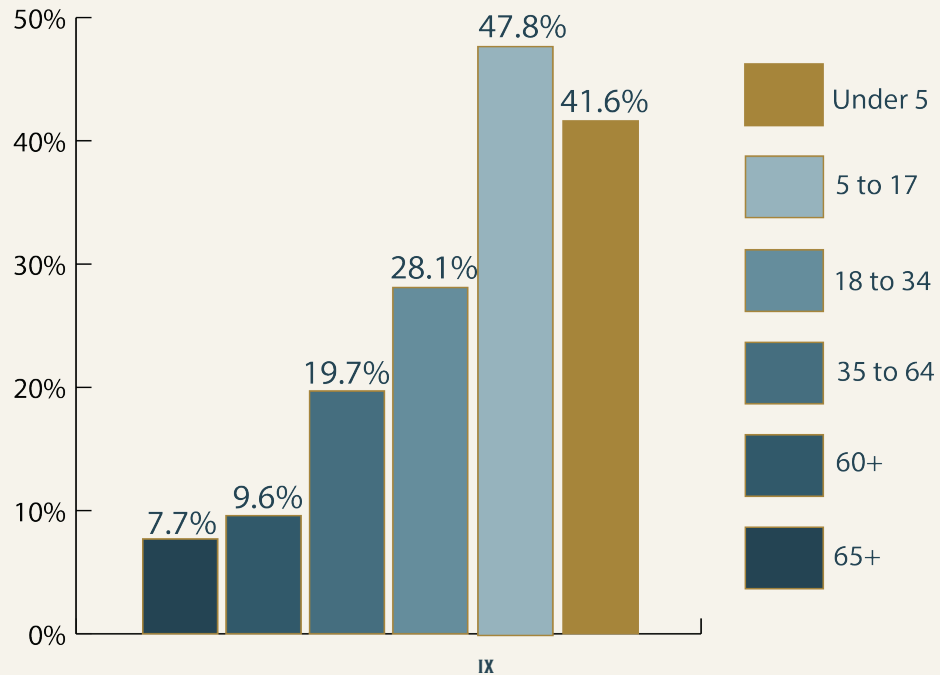
- Married-Couple Family Households
- Male Householder, No Spouse Present
- Female Householder, No Spouse Present
- Nonfamily Household



HOUSEHOLD INCOME



POVERTY DEMOGRAPHICS



SEE YOU IN TERRE HAUTE 2025 COMMUNITY PLAN

The See You In Terre Haute 2025 Community Plan was developed as a public management tool for Terre Haute – Vigo County to help make informed decisions for the future. Within the See You In Terre Haute 2025 Community Plan, a priority action item was established in the Infrastructure Pillar to partner with local businesses to roll out a Neighborhood Revitalization Program to encourage local businesses to adopt neighborhoods throughout the community and work with neighborhood residents to address needs and opportunities as well as advance neighborhood strengths. To continue moving the See You In Terre Haute 2025 Community Plan forward, the 12 Points Revitalization Committee aims to further relationships and collaborative efforts with the City of Terre Haute, local and community businesses and neighborhood residents in order to identify gaps that exist within the 12 Points Neighborhood as well as opportunities for its future.



CURRENT REVITALIZATION EFFORTS

In 2019, the 12 Points Revitalization Committee set goals for the following years divided into three different categories. While the committee is still working toward some of these goals and have completed many, this document serves as a five-year plan that organizes both previous goals and newly established goals and serves as an outline for the 12 Points Revitalization Committee as they move forward to improve the community for future residents and visitors. Since its creation in 2019, the 12 Points Revitalization Committee has collaborated with the City of Terre Haute to accomplish many goals as well as worked with local businesses and organizations to move projects forward. These include:

- Fundraised for 12 Points Entrance Arch through Patronicity
- Hosted 25+ organized cleanups
- Aided in opening multiple new businesses in 12 Points and continue work to open more
- Orchestrated the Taste of 12 Points event for the community
- Implemented solar-powered security cameras and cigarette butt recycling containers
- Brought in various businesses to the 12 Points area to meet the needs of 12 Points residents and future visitors
- Applied for multiple grants to improve various aspects of 12 Points
- Established a Creator's Market that occurs weekly through spring, summer, and fall months
- Announced re-opening of the 12 Points Library through the Vigo County Public Library
- Hosted numerous events including Trunk or Treat, car shows, Christmas tree lighting
- Raised over \$150,000 since non profit was established in 2019

To stay up to date on more revitalization efforts, follow 12 Points Revitalization, Inc. on Facebook.

12 POINTS REVITALIZATION COMMUNITY PLAN VISION



In this plan, you will find four main pillars that the 12 Points Revitalization Committee decided to focus on based on the responses from the 12 Points Revitalization Survey and community forums. The data collected through the survey and forums were analyzed and used to create an extensive plan that details why the committee is focusing on these areas and how to align their resources and assets to obtain the established goals. Each pillar has several sub-categories that highlight the main themes and subjects that were discussed during the various forums and survey. While these pillars do not cover all the areas for revitalization in 12 Points, they cover the most pertinent and accessible.

To be cohesive with the Terre Haute community and work toward the similar goal of a better quality of life and increased economic development, this plan is modeled after and formatted like the See You in Terre Haute 2025 Community Plan. We hope it works alongside the planned opportunities without interfering to promote a cohesive community designed to better the lives of all Hoosiers in Terre Haute.

These goals established through the planning process are to be used as a guide and outline as the 12 Points Committee continues to work toward the revitalization efforts of the area. Over the course of the next five years, the 12 Points Revitalization Committee will work toward the identified opportunities through a phased approach ensuring proper planning is in place to work with the City of Terre Haute, to build upon community partnerships, and to align current resources and funding opportunities. In partnership with the City of Terre Haute, the 12 Points Revitalization Committee will utilize this plan to prioritize opportunities and develop a strategy to move into each phase of the plan. Our committee will spearhead these efforts while using our collaborative partners to help us understand their limitations. Funding takes time, planning takes time, and change takes time. While the goals in this plan are what the committee hopes to accomplish, we understand that not everything will be possible in the next five years. In addition to this, to complete the tasks outlined within this plan, the 12 Points Revitalization Committee will work cohesively with the City of Terre Haute to explore avenues for local, state, and federal funding opportunities. However, we hope to continue accomplishing the goals we have outlined in a timely manner and a collaborative effort with the City of Terre Haute.

QUALITY OF LIFE

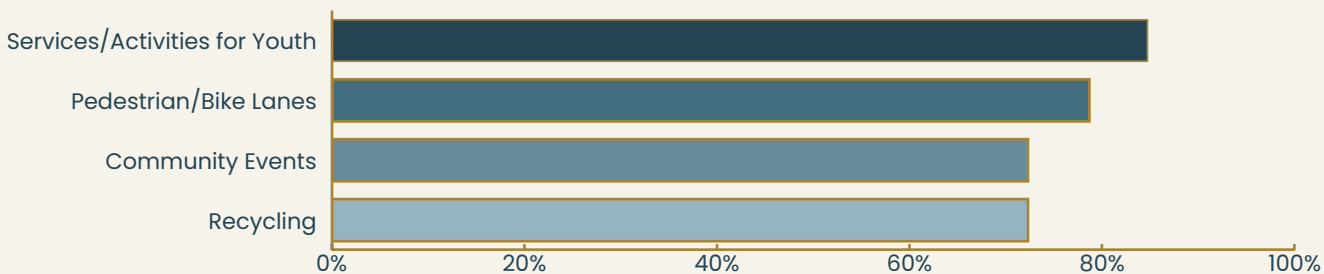
The Quality of Life for a designated community serves as a catch-all term to encompass how people live their lives, the resources available in their communities, the overall feel, the accessibility to certain necessities, recreational opportunities, arts and culture, current infrastructure, transportation, and more. The 12 Points area has long served as a residential neighborhood with a variety of ages. However, being a historic neighborhood, the area has experienced different challenges and obstacles as it continues to try and provide a good quality of life for those living within the area.

OVERALL QUALITY OF LIFE

During the 12 Points forums and survey, those who live in 12 Points were asked how they felt about the quality of life in their neighborhood. Being on the north side of Terre Haute, some amenities that are desirable for a neighborhood are farther away than most would like. Most essential services within Terre Haute are located in the downtown area, the south side, or the east side of Terre Haute. Some individuals in the survey and forums reported feeling that they had to drive twenty minutes or more to get vital services. Participants were also quick to acknowledge the gaps and successes of the 12 Points area and its ability to cater to the needs of those living there. Respondents identified that services/activities for youth, bike lanes, community events, and recycling programs were some of the most wanted services in the community.

For each of the services below, please indicate whether you think the level of service is appropriate, should be increased, or should be decreased

TOP 4 FOR SHOULD BE INCREASED:



Along with these topics, many expressed a need for increased safety in the area. Those participating in forums explained that at night, the 12 Points area does not have adequate lighting causing some to feel unsafe. Despite this, many praised 12 Points for its welcoming atmosphere and the close-knit community it offers. When 12 Points residents were asked why they had decided to live there, the top answers pertained to family in the area and the sense of community.

The 12 Points community has undergone many changes in the past few years to alter the quality of life for residents currently there. From increasing the number of businesses in the area to beginning to evaluate the current living conditions, it is important to consciously embrace the unique lifestyle offered in the area while still striving to make it better.

REVITALIZATION OPPORTUNITIES

Priorities for the Quality of Life Pillar are bolded

- Offer more services and activities to those within 12 Points Neighborhood
 - Work with local college students to create events geared toward their interests
 - Increase engagement with citizens, universities, and local businesses to find unique offerings and opportunities
- **Create more opportunities for community Events**
 - **Increased advertisement in services, events, community updates, etc., through paid and organic media**

- **Host more events centered around the history of 12 Points**
 - **Create awareness for the 12 Points community**
- **Evoke a sense of pride among residents and Terre Haute for the 12 Points community and the quality of life it offers**
- Increase Essential Community Services (recycling, etc.)
 - Create a recycling program or designate a spot for recycling in the 12 Points area
 - Develop a comprehensive list of services available for 12 Points residents
 - If services are not available, pinpoint locations in the Terre Haute community citizens can receive these
- Develop the area as a family-friendly neighborhood through increased safety measures including:
 - Installation of lights around buildings, sidewalks, parks, and parking lots
 - Increased use of security cameras in public areas and high-traffic areas (i.e., parking lots, sidewalks, etc.)

BEAUTIFICATION

The 12 Points area offers a unique look that is not found in many places. With a historic feel that is slowly modernizing without losing its charm, there are many opportunities for future beautification elements in the area. Over the past few months, the 12 Points community has already seen improvements to the area through the local businesses that are taking revitalization into their own hands. Adding greenery, seating, lighting, and improving the look of their respected storefronts have already helped beautify the area.

Despite the unique historic charm of the 12 Points area, respondents from the survey and forums expressed how the overall look of 12 Points suffers due to some challenges. People cited issues such as garbage in the streets, graffiti, and buildings falling apart as reasons why some have dismissed 12 Points as dirty and run down. This, in turn, allows people to spread negative perceptions of the 12 Points community, therefore, giving it a negative reputation. The beautification of the streets, sidewalks, businesses, and overall location will aid in changing people's perspectives about the community in 12 Points.

The 12 Points community has also been able to see improvements through local artists and artistic displays. Currently, the 12 Points neighborhood has three unique murals including an interactive mural. The area is also blending its history with art through the future Purple Eagle Plaza. This memorial area will honor the former Garfield High School through a display that blends artistic features with the history of the school and neighborhood. The centerpiece of this exciting display is a bronzed eagle statue created by Terre Haute's own renowned sculpture artist, Bill Wolfe. The community was also able to construct an archway that welcomes all to 12 Points, adding a focal point to the neighborhood's entryway.

REVITALIZATION OPPORTUNITIES

Priorities for the Quality of Life Pillar are bolded

- Promote green spaces within the community
- **Seek out future opportunities for artwork (murals, sculptures, etc.)**
 - **Create a plan for designated spots for local artwork**
 - **Reach out to local artists about possible future murals, sculptures, etc.**
 - **Partner with local art organizations to integrate current art pieces with the Terre Haute community**
- **Create a Beautification Plan to allow individuals and businesses to plan beautification efforts consistent with the neighborhood's vision and goals**
 - **This document will help businesses decide how to enhance their spaces with pre-approved green-ery and landscaping to make sure 12 Points has an engaging and cohesive look including types of flowers, trees, bushes, etc.**
- Create volunteer opportunities to help clean up the area
 - Work with United Way of the Wabash Valley to create volunteer opportunities geared toward cleaning up the 12 Points area (trash, rubble, etc.)
 - Reach out to local colleges and high schools to assist with students needing to gain service hours and center projects around efforts
- Continue to promote a culture of cleanliness among the community to improve the overall look and attitudes toward 12 Points

PUBLIC SPACES

Public spaces are quickly becoming a vital resource for communities looking to offer an enhanced quality of life that also want to branch into future tourism efforts. To be considered a gathering place full of opportunity and entertainment, the 12 Points Neighborhood must be able to offer spaces that can host a variety of people for a variety of events. Community centers and public spaces are specific drivers for community engagement. Through the survey and forums, it was identified that these are buildings and opportunities that the 12 Points community wants to pursue. To create this feeling and cater to the needs of the community, 12 Points must begin to promote its current community spaces and allow them to grow, expand, or develop new ones. This allows for more open spaces where individuals can gather, relax, and visit 12 Points. This type of building will also give those who live within the community a new place to work and enjoy their community.

REVITALIZATION OPPORTUNITIES

- Advertise and expand current parks and recreation opportunities
 - Create events and opportunities centered around outdoor recreation
- Create branding centered around public spaces or local shops where individuals can work/do homework
 - Local coffee shops, future libraries, etc.
- Promote 12 Points as a pet-friendly area
 - Advertise spaces to walk dogs
 - Create a designated dog park
- Initiate early planning process for a community center

QUALITY OF LIFE IMPLEMENTATION PLAN

The 12 Points Revitalization Committee will implement the Quality of Life Pillar through a phased approach over the course of the next five years. The 12 Points Revitalization Committee identified the following priorities to focus on to begin enhancing the quality of life of residents within the neighborhood.

PRIORITIES AND TIMELINE

- Promote current opportunities for community events to engage neighborhood residents and the greater Terre Haute/Vigo County area (Ongoing)
- Create a document dedicated to branding and beautification of 12 Points (Year 3)
 - Establish how businesses can use the 12 Points branding in their organizations (Year 1)
 - Establish beautification protocols to create a cohesive and beautiful look in 12 Points (Year 2)
- Create a designated plan for artistic installations throughout 12 Points (Year 4)
 - Work with local artist on potential projects in 12 Points (Year 2)
 - Partner with local art organizations on potential projects in 12 Points (Year 2)

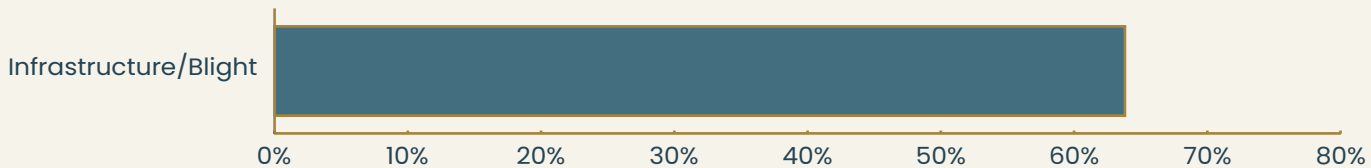
INFRASTRUCTURE

The infrastructure of the community is extremely important as it blends into areas of tourism, quality of life, safety, and overall ability to function efficiently. As a historic district, the 12 Points community has had to overcome some unique challenges when it comes to the revitalization of the historic infrastructure. With condemned and abandoned buildings throughout the community as well as various struggles relating to public transportation, to move forward as a community, these challenges must be addressed to begin working on other aspects of the community.

BLIGHT/ABANDONED BUILDINGS

When one walks through 12 Points, they will find themselves surrounded by old brick buildings that have been standing for decades. Given the historic nature of the area, some buildings have begun to experience the common wear and tear that a historic area would experience. During the 12 Points planning process, the topic that often came up the most, in both forums and the survey, was the current state of many buildings within the 12 Points area. While some of these buildings are still in operation today, some have begun to deteriorate, causing the look and safety of 12 Points to experience a fall.

WHAT IS YOUR BIGGEST CONCERN/WORRY ABOUT THE FUTURE OF 12 POINTS?



The topic of blight and abandoned buildings was identified as the top concern and worry for the future of 12 Points. Many individuals have expressed concern over these buildings due to both overall appeal and safety. As a historic area, many buildings have fallen into disrepair and pose a potential safety threat. These buildings have either become condemned or sit in limbo until an individual is willing to take on the project to purchase and fix or revitalize them. Being an individual community and not a municipality, it is hard for 12 Points to enforce and create building ordinances to make sure these properties do not sit vacant or cause health and safety hazards.

Blighted and abandoned buildings encompass both commercial buildings and housing. Throughout the data process, many individuals expressed their desire to revitalize some buildings as opposed to them being completely torn down; this became especially true when discussing housing. Almost all who participated in the survey and forums expressed a want for more people to live in 12 Points. However, the residents' solution for this is not to build more houses and residential properties, but instead to fix up and repair the current housing stock that has become undesirable. Many of the current houses are cheap and more affordable but would cost new owners more than the property value to make them livable. It is obvious that 12 Points has the commercial and housing stock to grow its population, but the community must first address these buildings that have become uninhabitable.

REVITALIZATION OPPORTUNITIES

Priorities for the Infrastructure Pillar are bolded

- **Work with the City of Terre Haute to put parameters in place to specifically address zoning needs to meet expectations for future beautification and revitalization efforts in the 12 Points area (i.e. blight elimination, land use, etc.)**
- **Work with local property owners to instill codes based on the look of their buildings**
 - **Create a positive mindset toward the implications of having aesthetically pleasing buildings**
 - **Hold property owners accountable for the look and conditions of their buildings**
- Work with the City of Terre Haute to uphold building enforcement codes for commercial and residential properties
 - Create awareness for these among residents and businesses owners

TRANSPORTATION

Along with the subject of blighted and abandoned buildings, the transportation infrastructure of 12 Points was also a topic discussed in both the forums and survey. The 12 Points neighborhood is unique in that it offers a lot of walkability for its residents. Close-knit both metaphorically and physically, individuals have expressed positive sentiments toward the area's layout and current flow. The neighborhood's potential has even been compared to Indianapolis's Broad Ripple Neighborhood, a trendy up-and-coming neighborhood. However, individuals expressed concern over the lack of public transportation in the area as well as being cut off from the rest of Terre Haute. Currently, there is one bus that travels through 12 Points that encompasses the entire north side of Terre Haute. Stopping in 12 Points every hour, the bus has

managed to offer some public transportation that services many. However, bus routes are sometimes the only way in which people can travel Terre Haute without a car. In some communities and areas of Terre Haute, transportation is not an issue due to vital resources being within walking or biking distance. Without amenities such as groceries, health facilities, and more, citizens in the 12 Points community must rely on public transportation to access these resources.

While the 12 Points community does have the needed access to public transportation, participants expressed a want for a better understanding of public transportation routes and facilities. Bus stations, bus shelters, and improved wayfinding were all discussed as opportunities the community would like revitalization efforts to explore.

Along with access between the 12 Points Neighborhood and Terre Haute, the data process revealed that many individuals desire more parking within the area or would like to see areas labeled as designated parking spaces. While there is ample parking in the area, without signs or ways to designate parking, many expressed confusion about where they can park and at what times.

REVITALIZATION OPPORTUNITIES

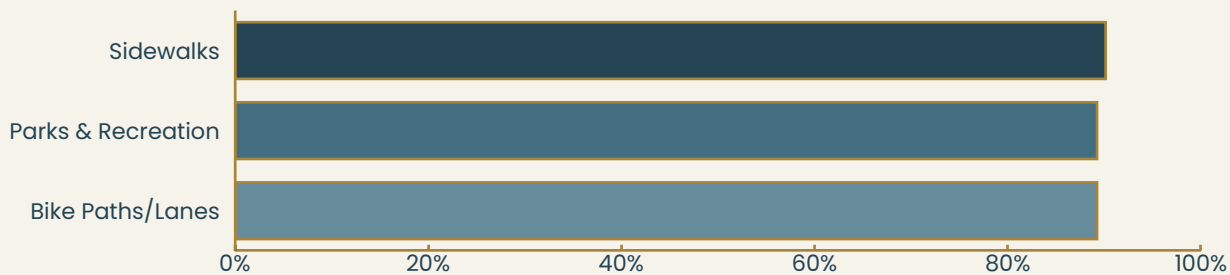
- Increase pedestrian access opportunities
 - Create marketing and awareness for the current bus schedule
 - Create infrastructure dedicated to public transportation
 - Bus shelters, bike racks, etc.
 - Designated specific bike and walking paths for access to Terre Haute/Downtown
- Instill awareness for parking locations in 12 Points
 - Create a map that illustrates where individuals can park (on the website)
 - Install signage advertising parking spots
 - Increase parking paid and free options
- Implement wayfinding signs around the 12 Points area
 - Create graphics to place on signs
 - Maps, recognizable imagery
 - Create signs to place throughout the community directing people to different locations (i.e. businesses, parks, resources, etc.)

RECREATIONAL INFRASTRUCTURE

Along with improvements to abandoned and run-down buildings, individuals in the forums and survey indicated a want for improved infrastructure through the 12 Points neighborhood's parks and other recreational structures such as sidewalks.

Would you encourage or discourage the following land uses in 12 Points

TOP 3 FOR ENCOURAGE:



Currently, the 12 Points Neighborhood has direct access to three parks: Boy Scout Park, Coy Park, Gold Mental Plaza, and the Purple Eagle Plaza. The Purple Eagle Plaza currently operates through the Wabash Valley Community Foundation with donations from various individuals. Once completed, the plaza will function as a memorial to the former Garfield High School and offer an art installation along with sitting areas for visitors and residents alike. With Boy Scout Park being a smaller area, individuals in the 12 Points planning process have identified Coy Park as a space where the committee can

seek out infrastructure opportunities to provide more recreation in the area. This could include adding items such as a splash pad or playground equipment to enhance the park and allow the park to improve the area and quality of life.

As stated throughout the Revitalization Plan, many individuals praise the walkability of 12 Points with some claiming it as one of 12 Points' strongest aspects. The area has garnered comparisons to Broad Ripple in Indianapolis, Indiana, and even Denver, Colorado. However, to keep up with these trendy areas and continue to attract visitors and improve the quality of life, respondents called for improved infrastructure in relation to walkability. While cracked sidewalks and uneven panels still allow some individuals to get around, they can make it increasingly difficult for those with limited mobility and affects people's ability to use the area to walk, run, or do other physical activities.

As a walkable area, the 12 Points community hopes to seek out the opportunity to advertise its ability to meet health and wellness standards both for those seeking to better their health and those who need more accessible options for their mobility.

REVITALIZATION OPPORTUNITIES

Priorities for the Infrastructure Pillar are bolded

- Promote green spaces within the community with a focus on Boy Scout Park, Coy Park, and Purple Eagle Plaza
 - Gold Medal Plaza
 - Work to enhance Coy Park through neighborhood revitalization efforts (splash pad, playground equipment, etc.)
 - Partner with the City of Terre Haute to develop a Strategic Plan for park utilization
 - Based on Strategic Plan results, determine potential funding sources for space enhancement (budget, funding opportunities, etc.)
 - Work to continue promoting the Purple Eagle Plaza and fundraising opportunities
- **Access current sidewalks and concrete areas**
 - **Identify sidewalks and concrete areas that are in the most need of repairs**
 - **Work with the City of Terre Haute on priority sidewalks and concrete areas for repairs/improvements**
- Promote walkability and recreation within 12 Points
 - Provide tourist specific branding to advertise and market current parks
- Work to ensure the 12 Points area and neighborhood are ADA compliant

INFRASTRUCTURE IMPLEMENTATION PLAN

The 12 Points Revitalization Committee will implement the Infrastructure Pillar through a phased approach over the course of the next five years. The 12 Points Revitalization Committee identified the following priorities to begin focusing on enhancing current infrastructure in the community and implementing new opportunities.

PRIORITIES AND TIMELINE

- Work with the City of Terre Haute to develop an itemized list of infrastructure opportunities in 12 Points (Year 1)
 - Create an inventory list of all abandoned buildings within the 12 Points area (Year 1)
 - Create an inventory list of all condemned buildings within the 12 Points area (Year 1)
 - Create an inventory list of all blighted buildings within the 12 Points area
- Establish an organized system to help aid in the upkeep of building maintenance and overall appeal (Year Five)
 - Create a Business Owner's Association within the 12 Points community (Year 3)
 - Use established associations to keep property owners accountable for the current look of their property (Year 3)
 - Create a sub-committee dedicated to this aspect to enforce basic maintenance for infrastructure
 - Work with the West Central Indiana Small Businesses Development Corporation (WCISBDC) to provide local property owners with additional tools and funding to aid in their businesses (Year 2)
- Repair current sidewalks and concrete areas (Ongoing)
 - Begin planning to improve the infrastructure of the current sidewalks (Ongoing)
 - Map out current parking spaces and begin to seek out possibilities to implement more parking (Year 1)

HEALTH AND WELLNESS

A major topic of a community's quality of life, health and wellness has become an important aspect in many people's decisions on where to live and visit. This category, encompassing access and nutrition, is important to address as the 12 Points community aims to become a place where individuals want to live and visit.

HEALTH CARE ACCESS

Access to healthcare has long been a topic of discussion within Terre Haute. With two major hospitals, various health clinics, and multiple dedicated mental and behavioral health centers, there are ample resources. However, paired with issues with public transportation and access, individuals in 12 Points and Terre Haute struggle to use these valuable resources. A lack of access to health care can deeply affect a community, resulting in challenges pertaining to both physical and mental health. Currently, the closest hospital to 12 Points is Union Hospital, with Regional Hospital being closer to the south side of town. While survey and forum participants did not express an explicit need for more facilities, they did acknowledge that the lack of access from the 12 Points community has had negative effects on the people and the appeal of the area.

In addition to the challenges for 12 Points residents, the Terre Haute health care community has continued to face extremely long waitlists, especially in regard to mental and behavioral health. This has made it difficult for many to get the specialized services they need within their community. Some have even had to look into health care from different areas such as Evansville or Indianapolis.

This need for more equitable health care resources is not only for hospitals and clinics, but also for community centers that cater to individuals struggling with mental health, substance use, and those experiencing homelessness. Throughout the forums and survey, individuals repeatedly acknowledged the need for access to and education of these centers for individuals who struggle with these sensitive topics. Aiding in the health and wellness of all citizens within the 12 Points area will help to build a happier community and improve the perception of it in Terre Haute.

REVITALIZATION OPPORTUNITIES

Priorities for the Health and Wellness Pillar are bolded

- **Increase awareness and access to health care centers**
 - **Create comprehensive resources that aid in creating awareness for these locations**
 - **Advertise local bus routes that go through 12 Points directly to the nearest hospital**
- **Promote and advertise community help centers dedicated to those who struggle with addiction or those experiencing homelessness**
 - **Work with local businesses to keep pamphlets or flyers for local health centers in stores**
- Promote 12 Points and local businesses as a wellness hub
 - Create advertising and awareness for the various health benefits of different businesses in 12 Points
 - Example: Health benefits of kombucha at Ferm Fresh or promoting different classes at Illumination Wellness and Dedicated Health.
 - Work to implement different advertising based on different demographics
 - College students, older populations, families, etc.

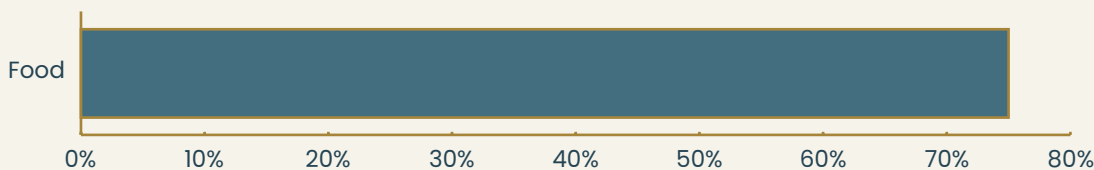
NUTRITION

To become a community able to sustain increased population and development, residents must be able to have access to a variety of foods that cater to individuals' specific dietary needs and restrictions. Currently, there is no dedicated food store within 12

Points that offers wholesale groceries. This designates the 12 Points community as a food desert. The community, located on tract 11 of the U.S. Census, is designated on the USDA's Food Access Research Atlas as a low-income and low-access area meaning that the area does not have adequate access to a wholesale grocery store. Being a designated low-access and low-income area creates issues for both the quality of life and the health and wellness of the area and its citizens who reside there. Participants who spoke on this subject in the forum and survey expressed that without a car or access to public transportation, some would have to rely on a gas station or convenience store for food, most of which typically consists of food many would deem unhealthy. To not be considered a low-access area, communities must have one of three food store types: supercenters, supermarkets, or large grocery stores. These stores give community members a better selection and variety of foods and assist in having healthier and fresher options resulting in a higher quality of life and better health metrics.

In 2021, Terre Foods announced that they would be coming to the 12 Points area. Terre Foods Co-Op, or Cooperative Market, is a whole foods grocery store that will provide shoppers with organic and locally grown groceries. A co-op functions as a member owned business; individuals are able to become a member by paying money to the organization and therefore supporting their local growth. This exciting opportunity allows the community to grow and work toward its goals. The 12 Points community has also been able to see many restaurants thrive within the area, promoting more food options as well as catering to the economic development of the area. When those who visited 12 Points were asked what made them visit the area, restaurants were identified as a top reason.

WHAT WOULD MAKE YOU VISIT 12 POINTS?



REVITALIZATION OPPORTUNITIES

Priorities for the Health and Wellness Pillar are bolded

- **Address current food desert status**
 - **Work with local organizations to provide a variety of options for the community**
 - **Continue to seek out opportunities for more grocery stores to provide a large variety of healthy food options for the community**
- Continue promoting the current restaurants in 12 Points
- Establish protocols for future restaurants
 - Set goals for different types of foods and services the community would like to see in 12 Points
- Seek out future opportunities to bring in food stores
 - Food Truck Park
 - Look into the possibility of low-income food stores or shelter
 - Determine different chain restaurants the community would allow to be located in 12 Points
- Create a year-round food/farmer's market weekly or bi-weekly
 - Partner with local businesses, farmers, and grocery stores to offer a variety of options year-round

HEALTH AND WELLNESS IMPLEMENTATION PLAN

The 12 Points Revitalization Committee will implement the Health and Wellness Pillar through a phased approach over the course of the next five years. The 12 Points Revitalization Committee identified the following priorities to focus on to begin enhancing the health and wellness of the community and to better its understanding of Terre Haute's resources.

PRIORITIES AND TIMELINE

- Pursue opportunities to improve current food desert status (Ongoing)
 - Work with local organizations to provide a variety of healthy food options for the community (TBD)
 - Seek out larger chain grocery stores to provide the required variety of options/food for community (Ongoing)
 - Reverse 12 Points' current low-access status in relation to food accessibility (Ongoing)

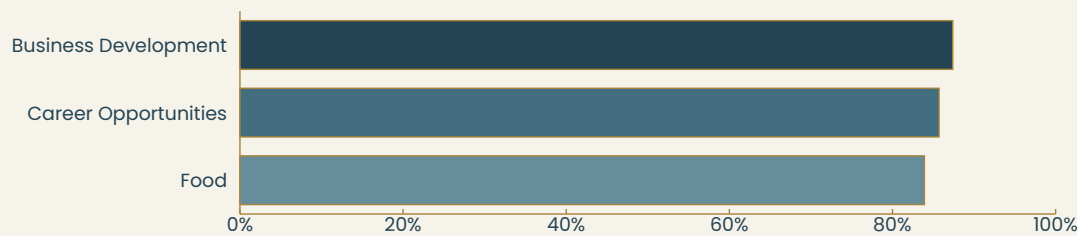
- Optimize current access to the health care centers near the 12 Points community (Year 2)
 - Increase awareness through advertised bus routes to Union Hospital (Year 1)
 - Publicize different health care centers in the area (Year 1)
- Promote and create awareness for community health centers dedicated to those seeking counseling and help for addiction and those experiencing homelessness (Year 2)
 - Partner with local businesses to create flyers/pamphlets addressing local health centers (Year 1)

ECONOMIC DEVELOPMENT

Economic development is quickly becoming one of the most frequently discussed strategies when it comes to a community that wants to grow and expand. To build better communities and make them accessible and lively for both visitors and residents, a community must create opportunities for economic development. Whether through tourism or business development and sustainability, the 12 Points neighborhood must begin to grow its income to put that money back into the community and its residents.

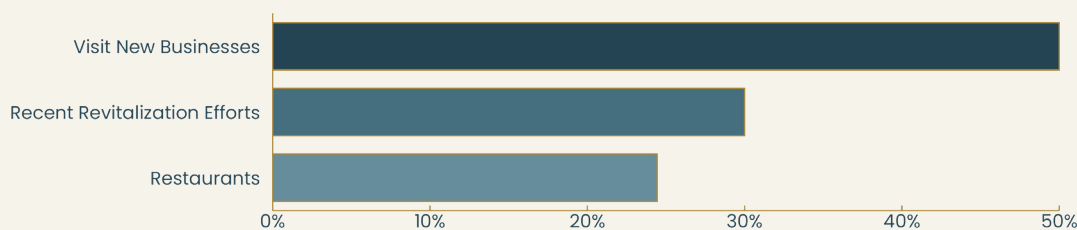
For each of the topics below, please indicate whether you think the level of accessibility and availability is appropriate, should be increased, or should be decreased?

TOP 3 FOR SHOULD BE INCREASED:



What made you visit 12 Points?

TOP 3 ANSWERS:



TOURISM

Since the start of the 12 Points Revitalization Committee, the area has seen an increase in tourism. Offering a variety of restaurants, stores, and artistic displays, 12 Points has amenities not offered anywhere else in Terre Haute. Tourism has become a major facet of economic development, not just for 12 Points, but for Terre Haute as a whole. To find what will attract outside demographics, it is important to understand the current desires of the community within 12 Points. Throughout the forum and survey, individuals expressed a want for a variety of different businesses and attractions. People came up with many ideas including theaters, restaurants, art scenes, cafes, public spaces, recreation, bars, boutiques, and more tourism opportunities.

In addition to these ideas, individuals also identified community events as a big draw for residents and visitors. These allow the Revitalization Committee the chance to provide fun and exciting experiences for people while also showing off the community. Businesses can gain new customers and residents are able to take pride in where they live.

Terre Haute has also begun to largely rely on tourism as an aspect of economic development. Developing the brand See You In Terre Haute, the City has been able to see incredible expansions in the businesses, recreation, and overall atmosphere. This type of development is what 12 Points hopes to imitate to help grow Terre Haute as a regional tourist destination.

REVITALIZATION OPPORTUNITIES

Priorities for the Economic Development Pillar are bolded

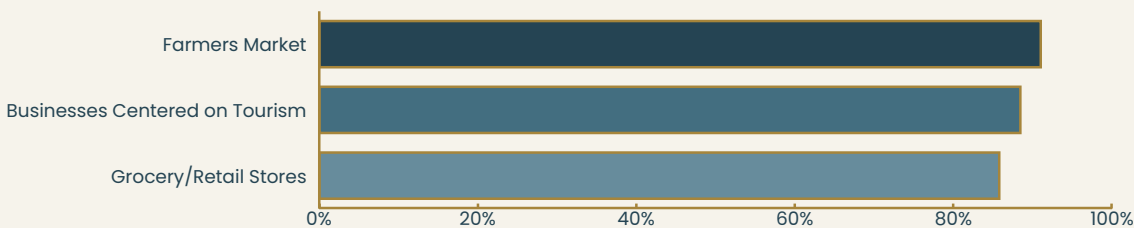
- Promote tourism opportunities
 - Advertise different restaurants, stores, murals, etc.
 - Create dedicated social media plan to have a cohesive brand that others can share
- Work to improve the current reputation and outlook toward 12 Points
- Develop specific goals for different establishments people want to see in 12 Points
- **Work with See You In Terre Haute to incorporate 12 Points as its unique tourist destination**
 - **Establish unique offerings of 12 Points so that it does not compete with Terre Haute for tourism but instead enhances current tourism opportunities**

BUSINESS/COMMERCIAL DEVELOPMENT

In the past few years, the 12 Points community saw a large increase in local businesses, meaning there are little to no “chains” in the area. This promotes creating a localized and hometown feel that is welcoming to a variety of people. With a kombucha bar, vinyl shop, spice store, café/artistic gallery, craft store, and many more, the businesses in 12 Points have been able to establish themselves as a one-of-a-kind opportunity that helps draw individuals into the 12 Points community. When people spend their money at these businesses, they can feel confident that their money is staying within the community.

What type of business/municipal development would you encourage or discourage?

TOP 3 FOR ENCOURAGE:



As these businesses grow and the community attracts more, there is ample opportunity to increase the current number of careers offered. In the forum and survey, individuals expressed interest in growing the current career offerings to expand the community reach and bring in people from outside communities. While there are some within Terre Haute who work in 12 Points, as the largest county by population in West Central Indiana, people from surrounding counties travel to Vigo County. With expanded options and better outreach, 12 Points hopes to be able to attract these outside individuals into their community to work and raise awareness of what it has to offer.

With excitement for the future of 12 Points and its business development, participants in the survey and forums expressed precautions for keeping these unique businesses here. While the community itself is improving, if it is not able to keep up with the needs and wants of its residents and businesses, it may be inclined to move its businesses to more sustainable locations. Many also expressed increased interest in more businesses within the area. Some even believe that it is beginning to keep up with other areas of Terre Haute regarding tourism and businesses.

REVITALIZATION OPPORTUNITIES

Priorities for the Economic Development Pillar are bolded

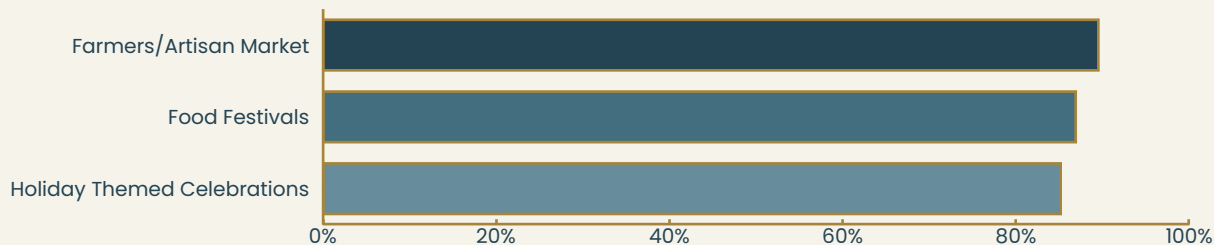
- Promote businesses sustainability
 - Work with current businesses to ensure that they have the resources and tools needed to continue thriving in 12 Points
- **Continue to seek out new business development opportunities**
 - **Identify opportunities based on what the 12 Points community wants and what the revitalization group believes will be able to be successful based on past successful businesses in 12 Points**
 - **Work with the West Central Indiana Small Business Development Center to assist local businesses to locate resources, space, and funding to succeed in 12 Points**
- Expand career opportunities within the 12 Points area
 - Evaluate current career opportunities in 12 Points and find areas that businesses can grow

ARTS AND CULTURE

With a historic feel and an up-and-coming attitude, the 12 Points area is quickly becoming a local hub for arts and culture. Similar to how arts and culture can enhance the quality of life in a community, it can enhance tourism in an area and promote economic development. Having the unique range it has in population, businesses, and area, the 12 Points community hopes to cater to the wants of citizens through its increase in arts and culture, and specific events such as local festivals and art fairs.

What opportunity/community events would you like to see in 12 points?

TOP 3 ANSWERS:



In the past few years, 12 Points hosted a few major events that showcased the culture within the community. The annual car show, the Taste of 12 Points, and other vibrant festivals have allowed 12 Points to begin growing its tourist population and enhance its reputation in Terre Haute. Through the survey, participants were able to express exactly what they would like to see. Among the top choices, farmer’s markets, holiday-themed celebrations, and food festivals were chosen by an overwhelming majority. In the forums, many expressed excitement at the opportunity to have more events that show off the nature of 12 Points and display it to those who may not understand.

REVITALIZATION OPPORTUNITIES

Priorities for the Economic Development Pillar are bolded

- **Continue promoting current events within 12 Points**
 - **Determine platforms to utilize in event promotion (i.e. social media, newspaper, radio, tv, etc.)**
 - **Create a marketing plan to detail when things are announced and promoted to ensure that the community is aware well in advance of events happening in 12 Points**
- Develop new opportunities and events within the community
 - Host ten events every year
- Create demographic focused events
 - Attract different age groups and make 12 Points an area anyone wants to visit
- Work with local artists to expand local, public art pieces

ECONOMIC DEVELOPMENT IMPLEMENTATION PLAN

The 12 Points Revitalization Committee will implement the Economic Development Pillar through a phased approach over the course of the next five years. The 12 Points Revitalization Committee identified the following priorities to focus on to begin enhancing the current offerings of 12 Points as a tourist destination and the environment for current and future businesses.

PRIORITIES AND TIMELINE

Strengthen current businesses and seek out continued opportunities for future development (Ongoing)

- Identify possible business opportunities based on the determined wants/needs of the 12 Points community (Year 1)
- Continue promoting current businesses in the 12 Points community to the greater Terre Haute area (Ongoing)
- Collaborate with the West Central Indiana Small Business Development Center to gain a greater understanding for and assist local businesses in their ability to gain resources, space, and funding to succeed in 12 Points (Year 2)
- Continue event promotion and establish defined ways to better event promotion and outreach (Year 2)
 - Determine the best social media platforms to utilize for outreach to the community, Terre Haute, and Vigo County (Year 1)
 - Create a marketing plan with the 12 Points Committee Events Chairperson to determine best practices during event promotion (Year 3)
 - Establish specific time periods and deadlines for promotion (i.e. a flyer should be posted 1 month in advance of event, social media posts should begin going out 2 months in advance) (Year 2)
- Demonstrate 12 Points' ability to function as its own unique tourist attraction (Ongoing)
 - Establish the distinctive offerings of the 12 Points community (Year 4)
 - Position the community as a tourist attraction that does not compete with Terre Haute for tourism, but instead enhances the current opportunities (Year 4)
 - Partner with the City of Terre Haute's current tourism initiative, See You In Terre Haute, to incorporate 12 Points into advertisements and promotion on website and social media (Year 2)



APPENDIX

FORUM DATES & LOCATIONS

January 27, 2022: In-Person Forum

Maryland Community Church (12 Points), 5:30 p.m. – 7:00 p.m.

February 8, 2022: In-Person Forum

Vigo County Public Library, 5:30 p.m. – 7:00 p.m.

February 10, 2022: In-Person Forum

Maryland Community Church (12 Points), 5:30 p.m. – 7:00 p.m.

February 15, 2022: Virtual Forum

Zoom Meeting, 5:30 p.m. – 7:00 p.m.

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