

Advance Anderson

City of Anderson Comprehensive Plan

Open House Presentation - August 8 & 12, 2024



Meeting Agenda

1. Introduction

2. Summary of Public Engagement

- Who participated?
- What exercises did we do?

3. Results of Public Engagement

- What were people's ideas/feedback?
- Draft Vision Statement and Guiding Principles
- Draft Goals
- Priority Development Areas

4. Activities

5. Next Steps (and how to stay engaged)



What is a Comprehensive Plan?

- A community-driven document
- Provides a bold Vision built on consensus describing the future state of the community
- Contains goals and objectives that guide how to address key issues and opportunities in the community to reach the plan's Vision
- Presents the types of development patterns desired by residents to be implemented through public policy and investments

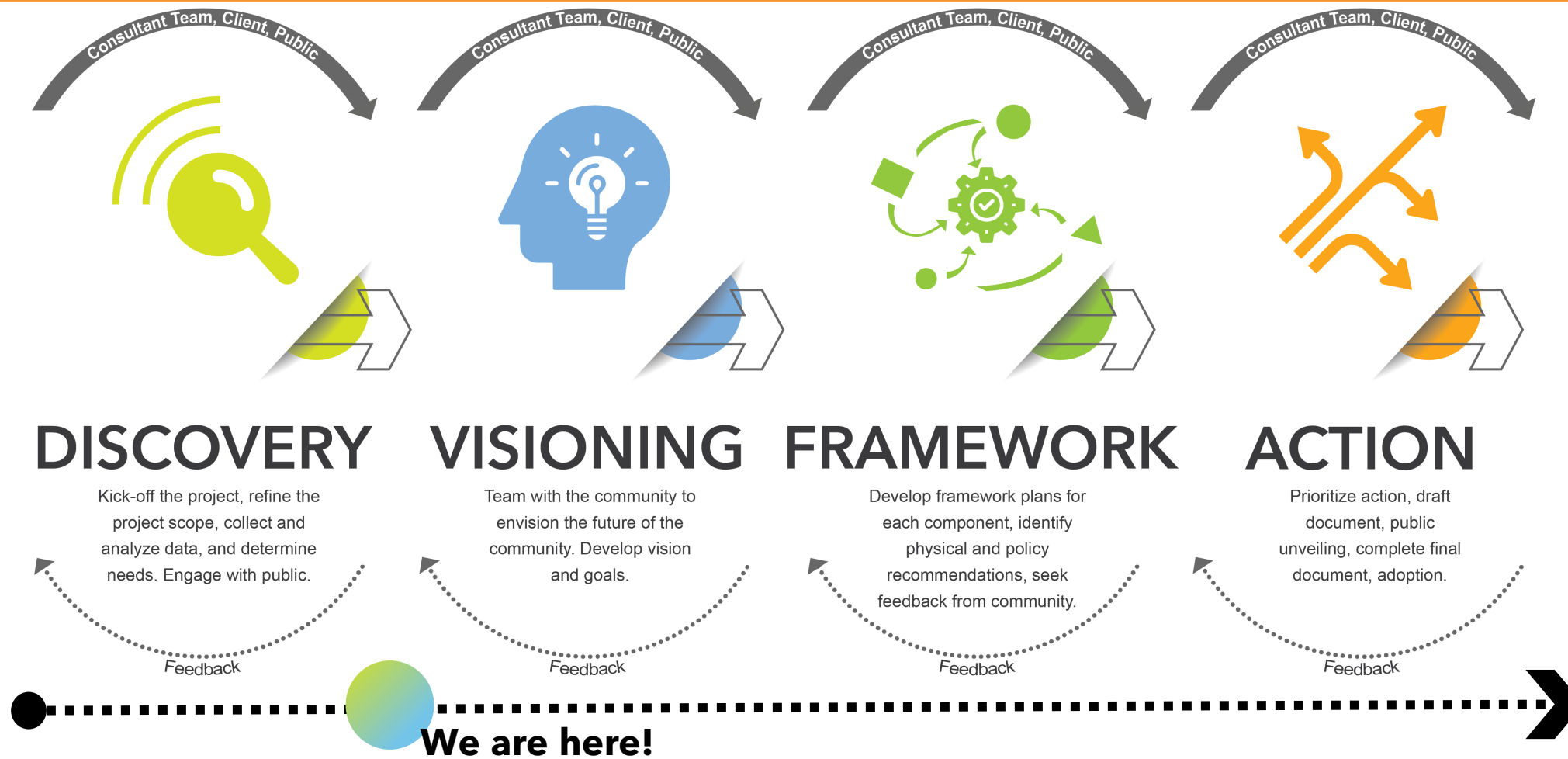


Limits of the Comprehensive Plan

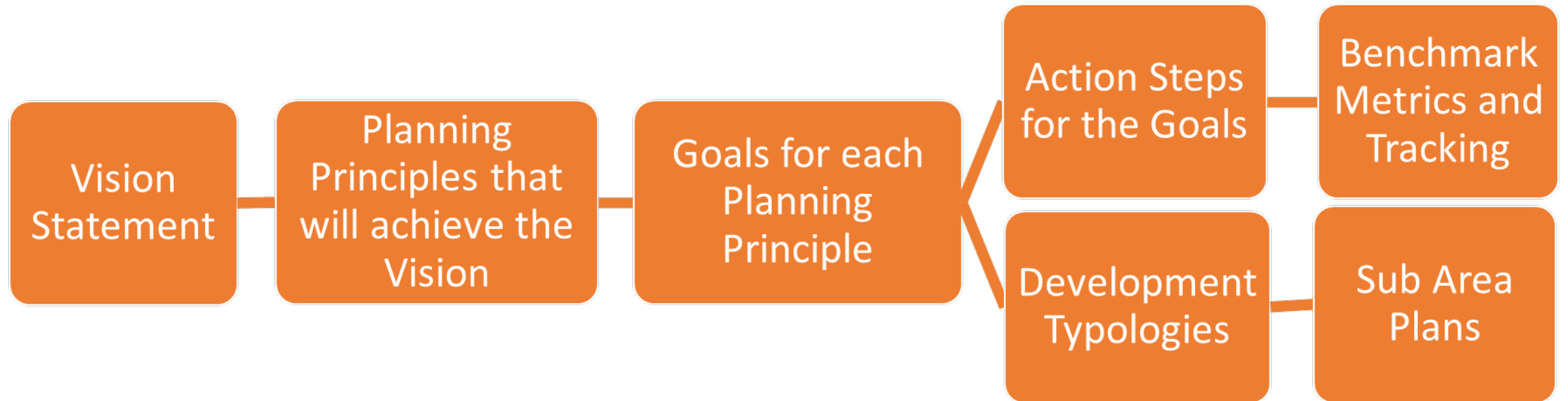
- The comprehensive plan is not about politics
- The comprehensive plan has limited impact on social issues that are not directly related to development or land use
- The comprehensive plan is not law, it is a policy document to guide decisions
- The comprehensive plan makes recommendations—it cannot mandate actions
- The Plan's policies, projects, and programs are implemented by city officials, private investment, and citizens.



Comprehensive Planning Process



Structure of the Plan

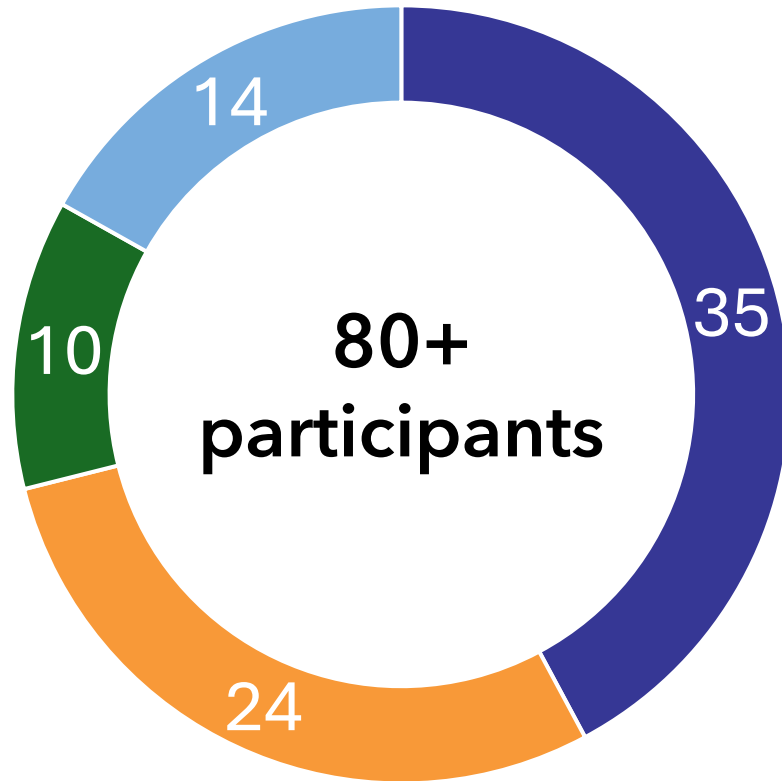


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Summary of Public Engagement



Community Planning Week Participation



■ Community Workshop ■ Focus Groups ■ Walk-In ■ Task Force

- **Community Workshop** - Open to the public. Held on Monday, August 5th from 6:30-8:00 PM.
- **Focus Groups** - Eight focus groups. City provided list of participants associated with:
 1. City Staff
 2. Economic Development
 3. Developers
 4. Parks Department and Board
 5. Brokers and Realtors
 6. Social Services, Religious, Institutions, Youth Organizations
 7. Downtown and Businesses
 8. Large Landowners, Business Leaders, Major Employers
- **Walk-In** - Open drop-in time for public to provide input and talk to REA staff (August 6-8th).
- **Task Force** - Participants sourced in collaboration with city staff.

What Happened at the Workshop?

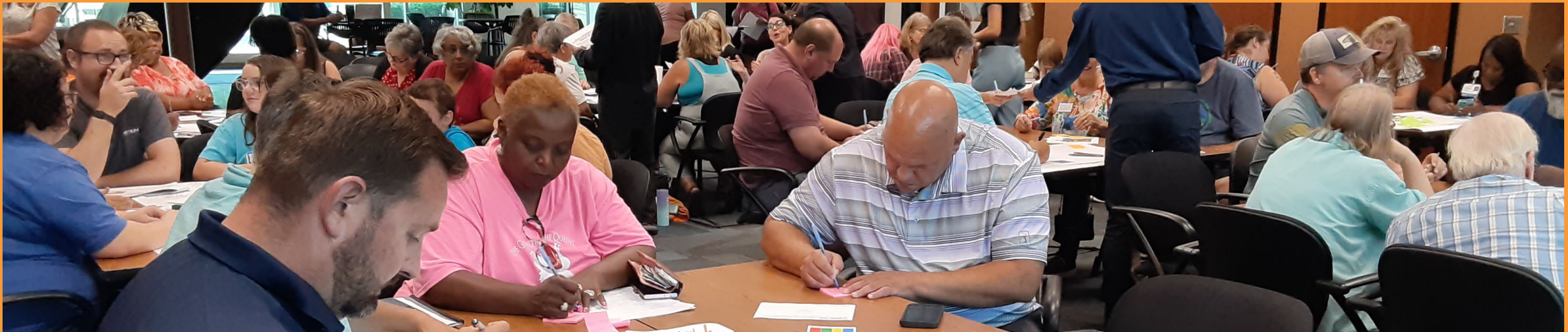


Available online at
www.AdvanceAnderson.com

- Existing Conditions
- Activities:
 - Vision for Anderson in 20 years
 - Opportunities & Barriers
 - Growth & Development- where to go?

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Results of Public Engagement





- **Strong Sense of Community:** Deep sense of pride and connection within the community, a warm and welcoming atmosphere, committed community members, collective pride in local assets and events.
- **Arts and Culture:** Cultural and artistic amenities, cultural vibrancy within the community.
- **Downtown and Gathering Spaces:** Downtown square and other gather spots serve as important hubs for social interaction and community events.
- **Education and Collaboration:** Collaboration between city, educational institutions, and nonprofits.
- **Affordable Housing:** Highlighted multiple times as critical strength.
- **Strategic Location and Accessibility:** Proximity to interstates and major cities, well-established infrastructure.
- **Parks and Recreation:** Parks, trails, recreational spaces, with ongoing upgrades and expansions.



- **Blight and Decay:** Blighted properties, decaying infrastructure, unappealing streetscape around downtown and major corridors, high-cost to rehabilitate old properties.
- **Housing Challenges:** Lack of diverse and entry-level housing options, long wait times for housing, difficulty closing deals for new housing projects.
- **Public Infrastructure:** Street network, poor street maintenance, CATS (inadequate signage, limited routes, long commutes).
- **Public Services and Governance:** Limited resources, elimination of key positions, insufficient public outreach efforts and transparency, misalignment between zoning code and the comprehensive plan.
- **Perception and Public Safety:** Negative perception of public schools compared to nearby cities, unsafe parks, homelessness, inadequate social services.



- **Economic and Financial Challenges:** High poverty rates, low-paying jobs, challenges securing grants and investments.
- **Aging and Decaying Infrastructure:** Old buildings and vacant properties in disrepair, high costs for renovation, outdated infrastructure.
- **Housing Issues:** Old housing stock, unsafe conditions, out-of-state investors neglecting properties.
- **Transportation and Accessibility:** Auto-oriented development, lack of sidewalks, one-way roads, poor pedestrian and bike facilities.
- **Cultural and Social Barriers:** Resident apathy, high number of retirees, reluctance to change, perceived lack of diversity and inclusion within leadership.

Opportunities



Recurring Themes

- **Arts, Culture, Tourism:** Develop Anderson as arts destination, expand tourism, revitalize White River and Mounds Lake for recreation and tourism.
- **Redevelopment and Revitalization:** Revitalize vacant lots, historic buildings, westside, and underutilized properties, particularly in downtown and along corridors, improve gateways into city, modernize parks, expand trails and green spaces.
- **Housing Development:** Convert vacant properties into attainable housing, new homes on available land, incentivizing homeownership.
- **Downtown:** Create a vibrant downtown, with a focus on walkability, social activities, boutique hotels, small businesses.
- **Infrastructure Improvements:** Expanding transportation options, improving street network, invest in fiber network and water systems.
- **Leadership and Governance:** Strong leadership, better collaboration with city departments, more inclusive approach that reflects city's diversity.

Vision



Recurring Themes

- **Housing:** Increase affordable housing, address homelessness, encourage mixed-use developments.
- **Downtown:** A vibrant and lively downtown with a variety of activities, businesses, and cultural events that feels safe and welcoming.
- **Parks and Recreation:** Expand parks, enhance trails, develop riverfront areas, preserve natural spaces.
- **Arts and Entertainment:** Enhance historic and cultural sites, support arts districts, offer more inclusive arts and entertainment options.
- **Community and Family Activities:** Need for more family-friendly activities and inclusive programming.
- **Economic Development and Business:** Support small businesses, attract diverse industries, increase retail and dining options.
- **Education:** Improve public schools, expand educational opportunities, support school partnerships with community organizations.

Draft Vision Statement

Anderson is a thriving, diverse, family-friendly, and welcoming community that offers a high-quality of life for residents by focusing on sustainable growth and redevelopment that highlights the area's natural features and community assets. Anderson's future is one where:

- New development and investment supports and enhances local assets and creates a sense of place throughout the community;
- A thriving local economy with an abundance of jobs, fostering entrepreneurial business growth, and attracts high quality talent to the diverse job base;
- Vibrant and attractive street corridors that are designed to support well-being and bolster local shops and destinations;
- There is a bustling and active Downtown where people live, work, shop, and play and is the destination for arts and culture within the State;
- Residents of all ages and abilities are afforded opportunity to attain suitable housing, life-long learning, and recreational amenities;
- A desirable standard of living is obtainable, attracting new residents, and encouraging current residents to stay and grow their families;
- There is a noticeable commitment to inclusivity and appreciation for residents and their valuable contributions; and
- There is widespread civic pride!

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Open House Activities



Exercise #1: Review of Draft Vision Statement

Instructions:

- Discuss the vision statement with your group and determine whether you agree with it.
- Mark the appropriate box on the sheet
- Determine whether any other changes should be suggested or if we are missing any goals for the principle.

	Agree	Agree but change wording	Disagree
Anderson is a thriving, diverse, family-friendly, and welcoming community that offers a high-quality of life for residents by focusing on sustainable growth and redevelopment that highlights the area's natural features and community assets. Anderson's future is one where:			
▸ New development and investment supports and enhances local assets and creates a sense of place throughout the community; New development and investment that supports and enhances local assets and creates a sense of place throughout the community;			
▸ A thriving local economy with an abundance of jobs, fostering entrepreneurial business growth, and attracts high quality talent to the diverse job base;			
▸ Vibrant and attractive street corridors that are designed to support well-being and bolster local shops and destinations;			
▸ There is a bustling and active Downtown where people live, work, shop, and play and is the destination for arts and culture within the State;			
▸ Residents of all ages and abilities are afforded opportunity to attain suitable housing, life-long learning, and recreational amenities;			
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▸ There is a noticeable commitment to inclusivity and appreciation for residents and their valuable contributions; and			
▸ There is widespread civic pride!			

Draft Guiding Principles

- Sustainable Growth & Economic Development
- Attainable Housing Options
- Vibrant Mixed-Use Downtown
- Lively Arts & Culture Scene
- Strong Educational System
- Active Corridors
- Diverse Recreational & Entertainment Offerings

Sustainable Growth and Economic Development

An important but difficult to quantify growth outcome is how the growing parts of Anderson look, feel, function, and are experienced – all of which contribute to whether people will feel good and safe in a given area. There are significant differences in how development looks and feels in different parts of Anderson – e.g. Downtown and Scatterfield Road. In this plan, Anderson must turn its attention to improving the quality of place. Through the design of the built environment, a community can convey its unique character, impact residents' well-being, and promote a sense of community pride—this is quality of place. There are many components that can contribute to a sense of place including neighborhood character, residential form, land uses, street design, landscaping, public art, and more.

FIRST DRAFT Goals

- Achieve an intentional balance between new development and redevelopment
- Focus on the core to rehab or redevelop neglected properties while maintaining Anderson's place-based character
- Encourage small local businesses and entrepreneurial development
- Attract and diversify employment industries
- Foster a strong community-industry partnership

Attainable Housing Opportunities

Anderson aims to provide a variety of housing options that span the spectrum of community needs, from affordable to high-end housing. Housing should be attractive and well-maintained to promote Anderson as a safe and desirable residential community. Residential developments should be interconnected with each other and to city destinations, including employment, recreation, institutions, and other amenities and services.

FIRST DRAFT Goals

- Increase the amount of housing to match the future demand for a variety of housing and living options
- Identify barriers to housing and the types of housing that are in short supply
- Encourage maintenance of residential properties
- Improve multi-modal transportation connectivity in existing and future residential developments to key destinations in Anderson
- Allow a range of housing types both within neighborhoods and across the community
- Update the zoning ordinance to permit desired housing types by right

Vibrant Mixed-Use Downtown

The downtown is the heart of the City and a key area for both commerce and culture. Anderson is proud to have strong arts and culture programs that are typically not experienced in a city of this size. Key strategies in downtown redevelopment focus on changing the mix of uses, renovating existing buildings, inviting in more residential uses, and constructing new development in underutilized spaces. Increasing the number of residents downtown will help to spur more eateries and other services within the downtown to support the growing population.

FIRST DRAFT Goals

- Increase walkability and accessibility to and within downtown
- Attract service and shopping industries to downtown
- Center programming activities to downtown
- Encourage mixed use residential developments within downtown
- Support rehabilitation and new development to create more destinations within the downtown, especially near existing landmarks
- Focus on revitalization of old or vacant buildings
- Re-examine downtown street design to support downtown businesses, activities, and walkability

Lively Arts & Culture Scene

Anderson has a history of excellence in arts and culture with amenities like the historic Paramount Theatre, the Anderson Museum of Art, and the Anderson Symphony Orchestra. The City aims to promote and expand upon these assets by supporting local talent and engaging the community through events and education.

FIRST DRAFT Goals

- Preserve historic structures in Anderson that add to the character of the area
- Support the development of cultural amenities
- Promote city-wide social events and activities
- Become an arts district destination
- Utilize and promote the local arts as learning resources for community members of all ages
- Support existing arts and cultural community assets

Strong Educational System

Anderson is home to three higher education institutions and a network of public and private schools that provide opportunities for learning at any age. Anderson desires to support and retain its talented and educated citizens. The City aims to reduce the barriers to educational attainment by providing supportive services, such as convenient access to public transportation and availability of after-school activities.

FIRST DRAFT Goals

- Support partnerships between educational entities to create more opportunities for educational attainment
- Support Anderson public schools
- Collaborate with Anderson University, Purdue Polytechnical, and Ivy Tech to attract and retain talent
- Collaborate with educational and social providers to offer tutoring and after school activities
- Focus on reducing barriers to educational attainment, such as lack of transportation or childcare

Active Corridors

Street design impacts well-being, safety, accessibility, and business opportunities. Our corridors serve to connect us within our community and connect us to regional destinations. Streets are the front doors to our community, businesses, activities, and homes. Many streets in Anderson were designed during a time that prioritized motor vehicle traffic flow, often at the cost of well-designed sidewalks and without providing on-street parking. Community demands have shifted, and reexamining existing streets creates an opportunity to redesign the corridors based on new demands, best practices, and community goals.

FIRST DRAFT Goals

- Create an identifiable and welcoming gateway into Anderson
- Incentivize rehabilitation and redevelopment along corridors
- Encourage a variety of uses along corridors
- Remediate brownfields
- Support street design that promotes walkability, space for transit stops, and local businesses

Diverse Recreational & Entertainment Offerings

Anderson is a place for locals and visitors that want to enjoy a variety of recreation and entertainment options. Anderson's existing parks and public spaces are being maintained and upgraded to serve a broad spectrum of users. These include activities and programming for people of all ages and abilities. Anderson further promotes their flourishing arts scene with community events and entertainment, including concerts and holiday celebrations.

FIRST DRAFT Goals

- Provide organized recreational activities for various age groups
- Create or improve accessible and attractive spaces for youth to enjoy (K-12)
- Activate gathering spaces with an array of events and programming that fosters community connectedness
- Improve the condition, accessibility, safety, and connectivity of existing parks
- Support existing cultural assets and venues that enhance Anderson's quality of life
- Attract entertainment venues that support quality of life through quality of place
- Reimagine the White River as a recreational asset

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Exercise #2: Review of FIRST DRAFT Goals

Instructions:

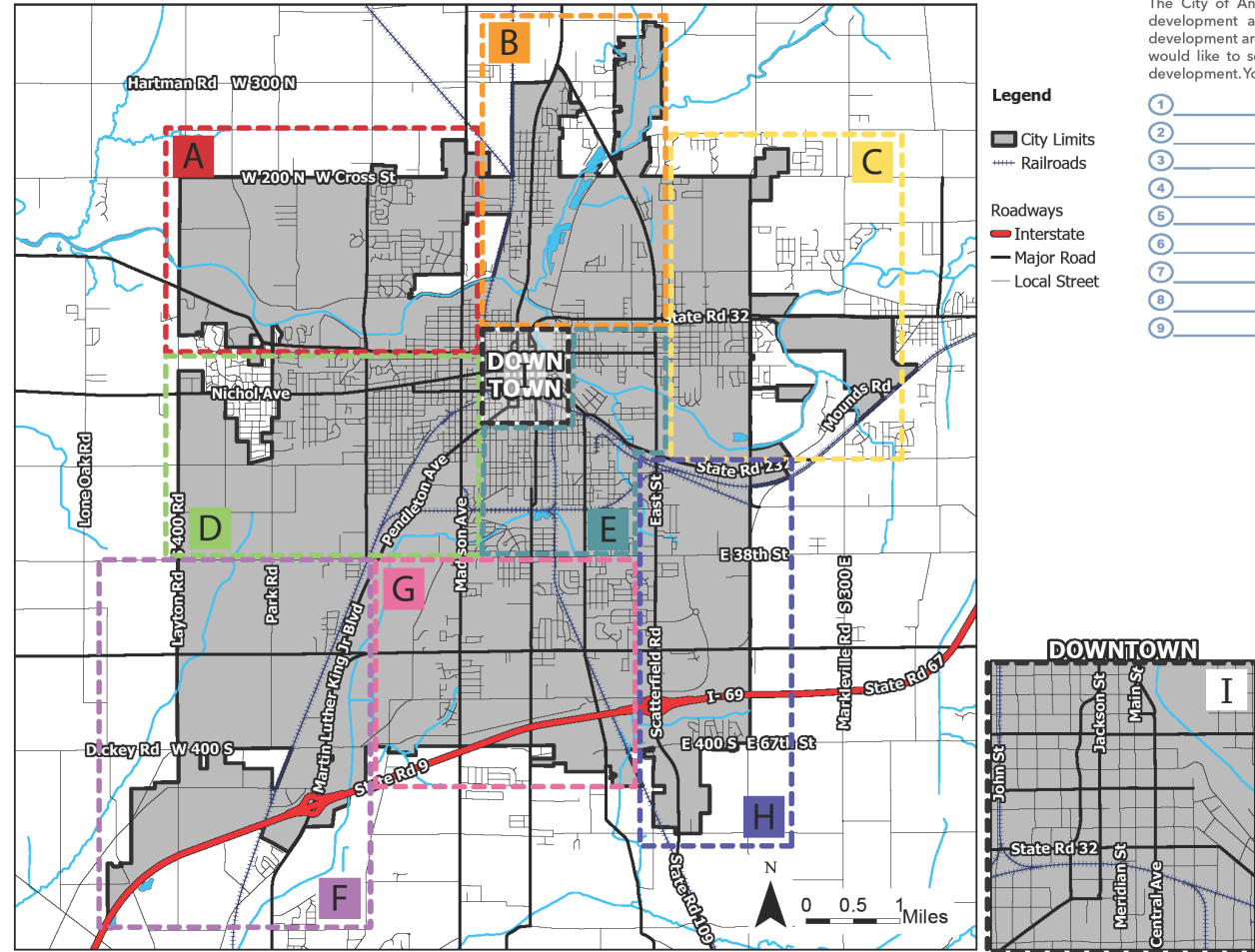
- Discuss the goals with your group and determine whether you agree with it.
- Mark the appropriate box on the sheet
- Determine whether any other changes should be suggested or if we are missing any goals

Goal Statement	Agree	Agree but change wording	Unclear how it relates to principle's definition	Disagree, does not align with principle's definition
Preserve historic structures in Anderson that add to the character of the area				
Support the development of cultural amenities				
Promote city-wide social events and activities				
Become an arts district destination				
Utilize and promote the local arts as learning resources for community members of all ages				
Support existing arts and cultural community assets				

Exercise #3: Development Priority Areas

Instructions:

- Order the development areas from 1st to 9th in the order your group would like to see prioritized for redevelopment or new development.
- You may add a comment next to your ranking.



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Next Steps

And Staying Engaged in the Planning Process



Next Steps

- Review input from Planning Week and synthesize results
- Examine public engagement and engage with missing populations
- Update Vision, Principles, and Goals
- Begin Framework plans for each Principle
- Update the website

Stay Engaged in the Planning Process

Official Website: ADVANCEANDERSON.COM

- Join our e-mail list
- Document Center containing all materials and presentations from meetings
- Interactive Maps and Surveys

Other Online Resources

www.cityofanderson.com

See the City of Anderson Facebook Page