

FINAL COMMUNITY MASTER PLAN

Wanamaker, Indiana

November 2023





WOOLPERT

ARCHITECTURE | ENGINEERING | GEOSPATIAL



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City-County Building
200 E Washington St.
Indianapolis, IN 46204

January 31, 2024

To Whom It May Concern

This letter verifies that the Wanamaker Community Master Plan has met all necessary requirements to complete the Department of Metropolitan Development's Certified Plan Program for the City of Indianapolis. This designation remains in effect until January 31st, 2034.

This program is designed to encourage excellence in community planning and to maximize the impact of community-sponsored planning initiatives. Certification requirements ensure that the resulting certified plan has met high standards for community engagement, including the creation and execution of a comprehensive engagement plan. Additionally, all certified plans must meet content standards that demonstrate alignment with City policy, and present actionable steps the community can enact.

The partners of this initiative have met all expectations in the creation of a plan which works towards the City of Indianapolis's values of a healthier, more vibrant, more inclusive, and more competitive city.

Respectfully,

Jennifer J. Fults

Interim Director of the Department of Metropolitan Development
City of Indianapolis & Marion County

Carmen L. Lethig, AICP
Administrator for Long-Range Planning
City of Indianapolis & Marion County



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INTRODUCTION



**Wanamaker
FLOWER
SHOPPE**
• BASKETS
• BALLOONS
• SILKS
• GIFTS
• FRESH
• FLOWERS
Delivery Available

The Wedding Shoppe
• Flowers
• Bridal Bouquet
• Accessories
• Wedding Party Gifts
• Wedding Party Favors
862-8200

Wanamaker
Flower Shoppe

1 INTRODUCTION

The purpose of the Wanamaker Community Master Plan is to establish the community vision for the future development of Wanamaker, with a focus on the public spaces and streetscape improvements. The Wanamaker Community Master Plan documents the following:

- Public Engagement Strategy
- Planning Process
- Existing Conditions
- Strengths, Weaknesses, Opportunities, and Threats
- Goals and Objectives for Development
- Community’s Vision for Future Development
- Future Land Use Plan
- Design Guidelines

This plan provides conceptual designs and looks at future development and improvements to public spaces. It was prepared following the Certified Plan process for the City of Indianapolis Department of Metropolitan Development (DMD) and will be used as a planning tool for Wanamaker, the Russell E. Flagle Charitable Trust, the City of Indianapolis, and Franklin Township.

The plan is organized to describe the planning context while establishing the planning framework and the preferred development strategy. To make informed recommendations for the future land use plan and development, it is vital to understand Wanamaker’s rich history, culture, and current situation. A summary of what the community would like to see carried into future development from their unique history and culture can be found in Section 2. Existing land use, transportation, built environment, and natural systems are described in Section 3.

Section 4 describes the planning framework based on the community’s thoughts on the current situation in Wanamaker. It also gives the goals and objectives for future land use and development. The development strategy, future land use plan, and conceptual development for the Trust properties can be found in Section 5. Section 6 establishes design guidelines for development within Wanamaker, including architectural and streetscape considerations.

Overall, this Master Plan provides a road map for development while documenting the planning process to establish a certifiable plan that can be incorporated into the Marion County planning efforts to inform future municipal decisions and private investments in Wanamaker.



Steering Committee Meeting #1 - 16 February 2023

1.1 PLANNING PROCESS

The Wanamaker Community Master Plan is community organized and made possible by the Russell Flagle Charitable Trust. The Russell E. Flagle Charitable Trust, referred to as the “Trust” throughout this Master Plan, owns several properties and undeveloped parcels within the study area and Downtown Wanamaker. These Trust-owned properties (Figure 1.1) present an opportunity to implement the community vision for improved public spaces with additional public amenities and opportunities that help preserve and enhance the charm and character of Wanamaker.

The undeveloped parcel between Southeastern Avenue and Franklin Road is approximately 35 acres and presents a unique opportunity for public amenities such as a public plaza and/or a park that can provide active and passive recreation within close proximity to Downtown Wanamaker. This is the vision of Russell Flagle and through his charitable contributions the Trust is willing to dedicate land for public use that will act as a catalyst that complements and enhances existing businesses and attracts additional development that is sustainable for current and new residents, businesses, and visitors of Wanamaker, Franklin Township, and Indianapolis.



Master Plan Presentation, April 5, 2023, Public Forum #1



**Figure 1.1:
Trust-owned
Properties**

Legend

- Study Area
- Focus Area
- Trust-Owned Parcels
- Parcel Lines
- Existing Buildings

0 150 300 600
Feet

↑

1.2 PUBLIC ENGAGEMENT STRATEGY

The public engagement strategy is critical to the planning process since it allows for community input to inform the analysis and conclusions. Community input helps develop and prioritize the ultimate recommendations and conceptual designs in the Master Plan. The Public Engagement Strategy timeline (Figure 1.2) illustrates the overall planning process that was used for the Wanamaker Community Master Plan.

The process follows the Certified Plan Handbook, which is “designed to encourage excellence in community planning and to maximize the impact of community-sponsored planning initiatives.”

The Wanamaker Community Master Plan was announced by the Trust at the Christmas in Wanamaker event in December 2022. The announcement included a link to an interest survey asking for volunteers to serve on the Master Plan Steering Committee.

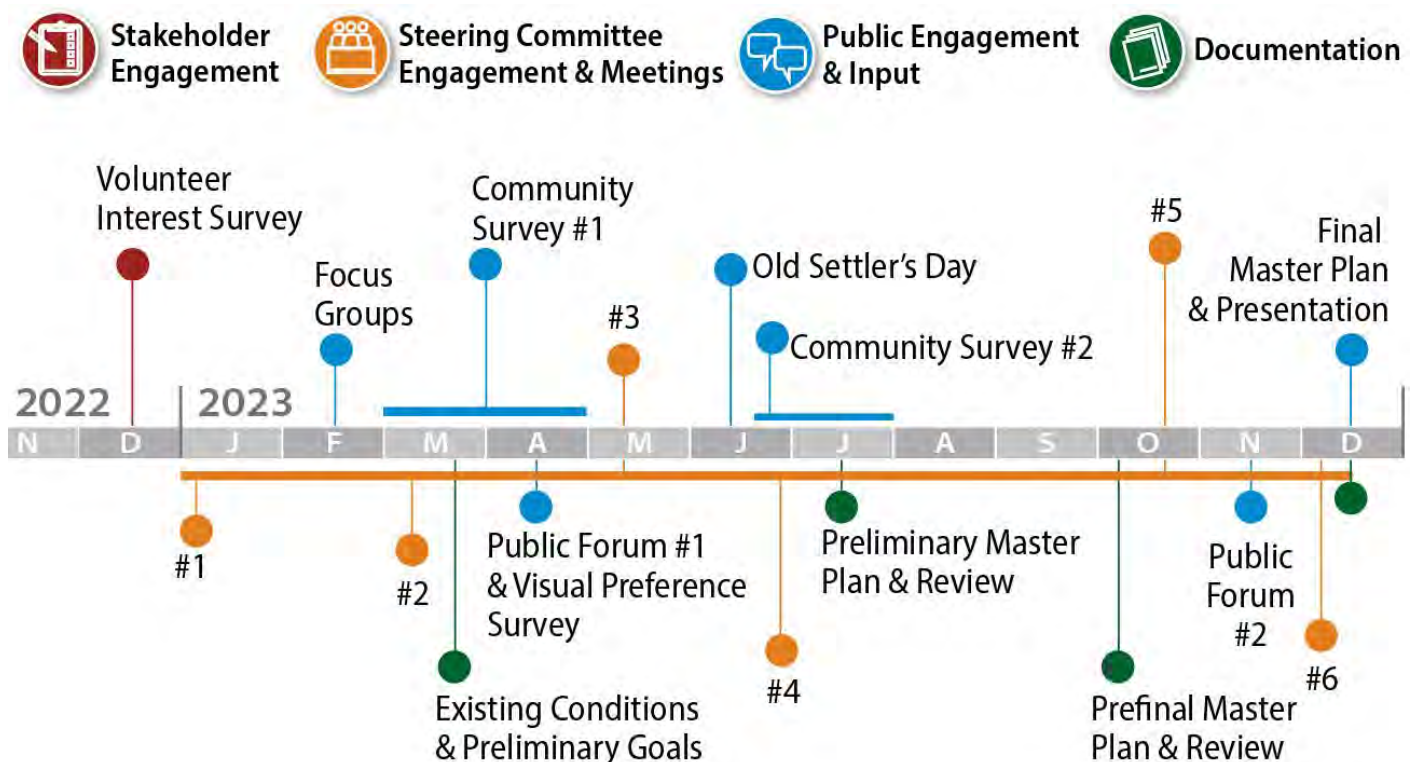


Community Discussion April 5, 2023, Public Forum #1



Visual Preference Station April 5, 2023, Public Forum #1

Figure 1.2: Public Engagement Strategy Timeline



The Steering Committee and Focus Groups were formed from these volunteers with additional recommendations for active community members. Once the Steering Committee was formed, the project schedule was established, and the focus groups were prepared to include additional community voices during the initial round of interviews. Once the two-day focus group interviews were conducted, the existing conditions were drafted with preliminary goals and visual preferences to be presented at Public Forum #1.

Public Forum #1 had over 200 participants and provided exceptional input on the preliminary goals and objectives, visual preferences, and the strengths, weaknesses, opportunities, and threats (SWOT), analysis. Following the public forum and additional review from the Steering Committee, the future land use plan and conceptual alternatives were prepared. These alternatives were presented at the Old Settler’s Day Classic Car Show and Street Fair in Wanamaker, providing an additional opportunity for the Steering Committee members to present the plans and concepts to the public for input and review. Based on that input and the results from the Public Preference Survey, the future land use plan and preferred concept plan for the Russell Flagle Charitable Trust were prepared.

Following the Preliminary Master Plan submittal and review, Public Forum #2 will be conducted for additional input and review by the community. Based on this feedback, the Pre-Final Community Master Plan will be prepared, with a final review by the Steering Committee. Following this review, the final Community Master Plan and Presentation will be provided.



Old Settler’s Day Street Fair & Classic Car Show, 2023, Community Master Plan on display for public review & commentary



Former Bethel High School is now Wanamaker Flower Shoppe

1.3 MASTER PLAN GOALS

Through the public engagement strategy and planning process, the following goals were established to guide the recommendations for the Wanamaker Community Master Plan:

1. Maintain and enhance the local charm of Wanamaker.
2. Attract new complementary businesses to Wanamaker.
3. Establish a community gathering space and public amenities.
4. Promote a sustainable and healthy community.
5. Improve transportation routes and utility infrastructure to meet future demands.
6. Establish an efficient and economically viable land use plan which complements existing and future development.

These goals are expanded in Section 4 (Planning Framework) with more specific objectives that were developed through the public engagement process.



Trust Property near Auto Zone and CVS Pharmacy



Facing local dining, office, and service businesses on South-eastern Avenue.

1.4 INDIANAPOLIS & WANAMAKER

Wanamaker has served as the downtown for Franklin Township in the southeastern corner of Indianapolis, as seen in Figure 1.3. Franklin Township has been labeled as one of Indiana’s fastest-growing townships and is shown in Figure 1.4. The Village of Wanamaker, the influence area, and the study area for the Community Master Plan are highlighted in Figure 1.5. Downtown Wanamaker and Southeastern Avenue are the focus of the conceptual development plan, and are illustrated in Figure 1.6.

With its business district centered at the junction of Southeastern Avenue and Northeastern Avenue, Wanamaker is a community within the City of Indianapolis, Indiana. Previously an independent village in Franklin Township, Wanamaker was brought into the city after Unigov consolidated most of Marion County’s towns and unincorporated areas.

Established in 1970 by the Indiana General Assembly, Unigov consolidates the governance of Marion County and the City of Indianapolis. It is a city-county government enacted to address issues related to urban sprawl in the 1960s and the expansion of the City of Indianapolis beyond its originally planned borders. Unigov is responsible for road maintenance, tax collection, natural resource management, zoning, and flood control, amongst other typical governmental functions.

The recommendations of this Community Master Plan that relate to road maintenance, natural resources, public spaces, and flooding will need to be coordinated with the Department of Metropolitan Development (DMD).

Working with these organizations will ensure public safety and welfare needs are met, while helping to enhance Wanamaker’s overall quality of life. More information on these issues is in Section 3, Existing Conditions.

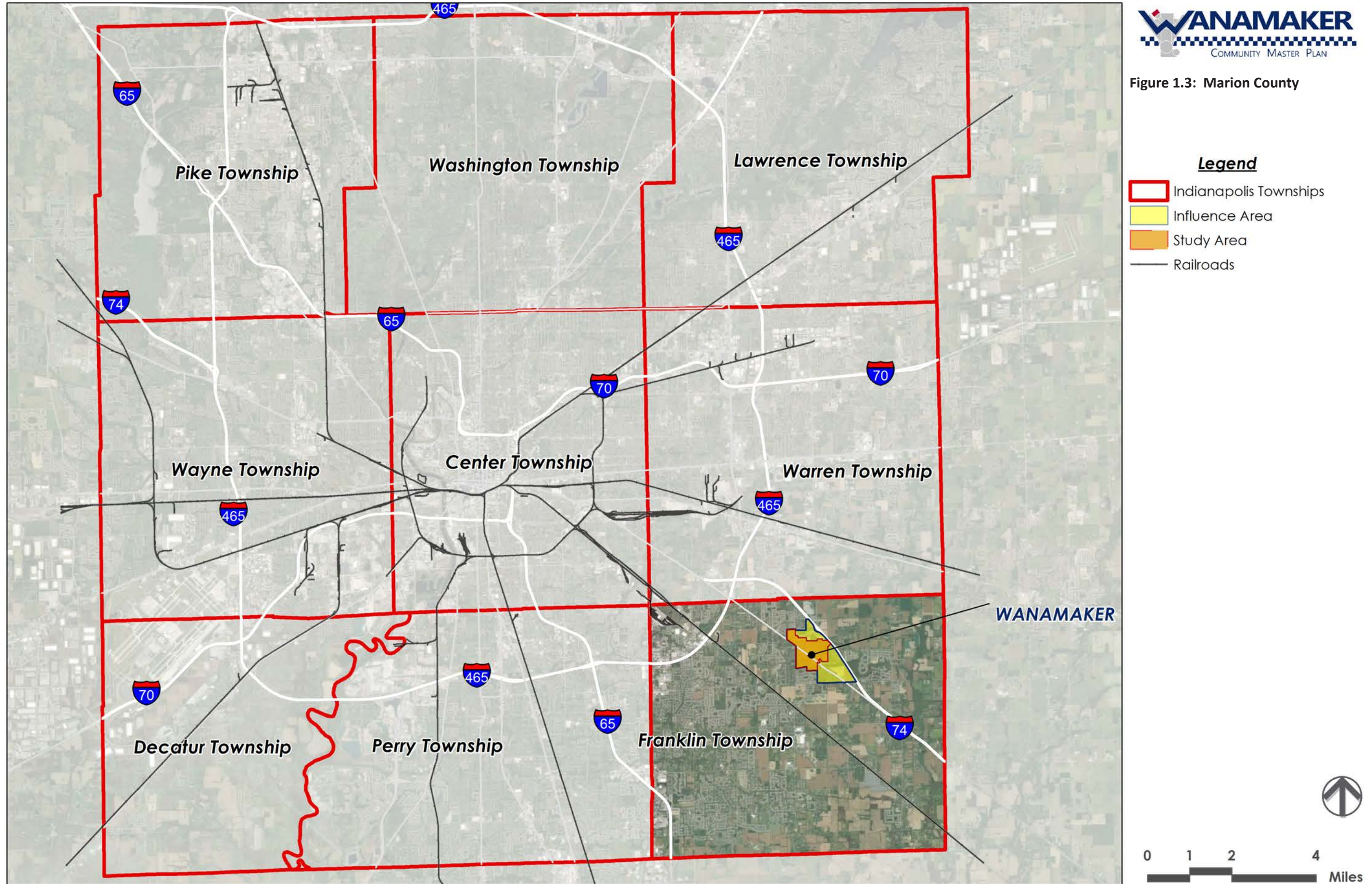


Business District of Downtown Wanamaker



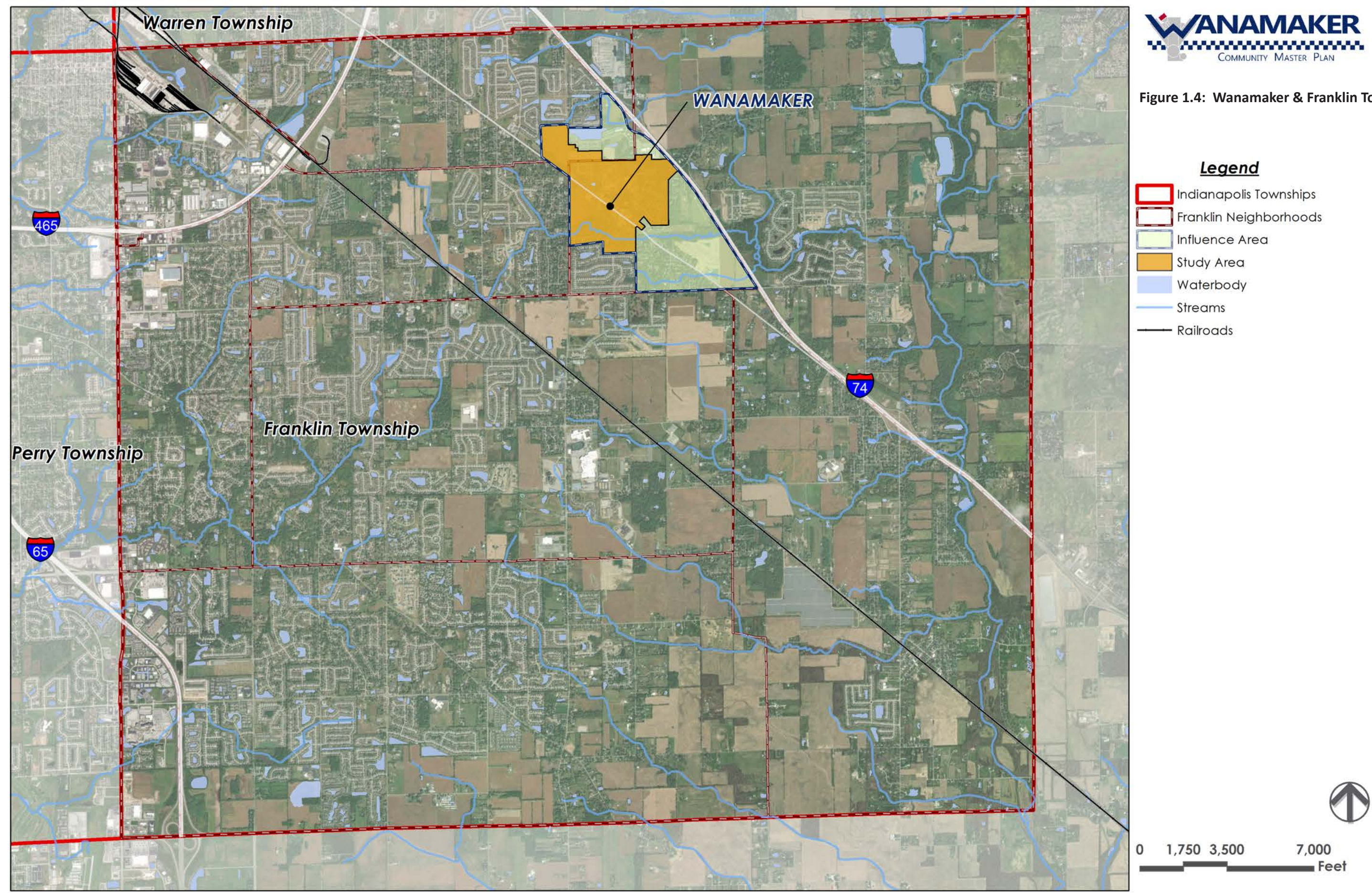
The iconic Wanamaker Feed & Seed store

Figure 1.3: Marion County



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Figure 1.4: Wanamaker & Franklin Township






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Figure 1.5: Influence & Study Areas



Legend

-  Influence Area
-  Study Area
-  Focus Area
-  Waterbody
-  Streams

0 500 1,000 2,000
Feet

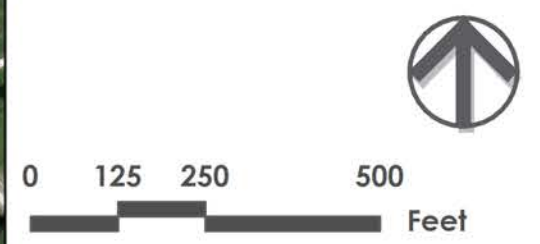


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Figure 1.6: Focus Area & Downtown Wanamaker



- Legend**
-  Influence Area
 -  Study Area
 -  Focus Area
 -  Existing Buildings



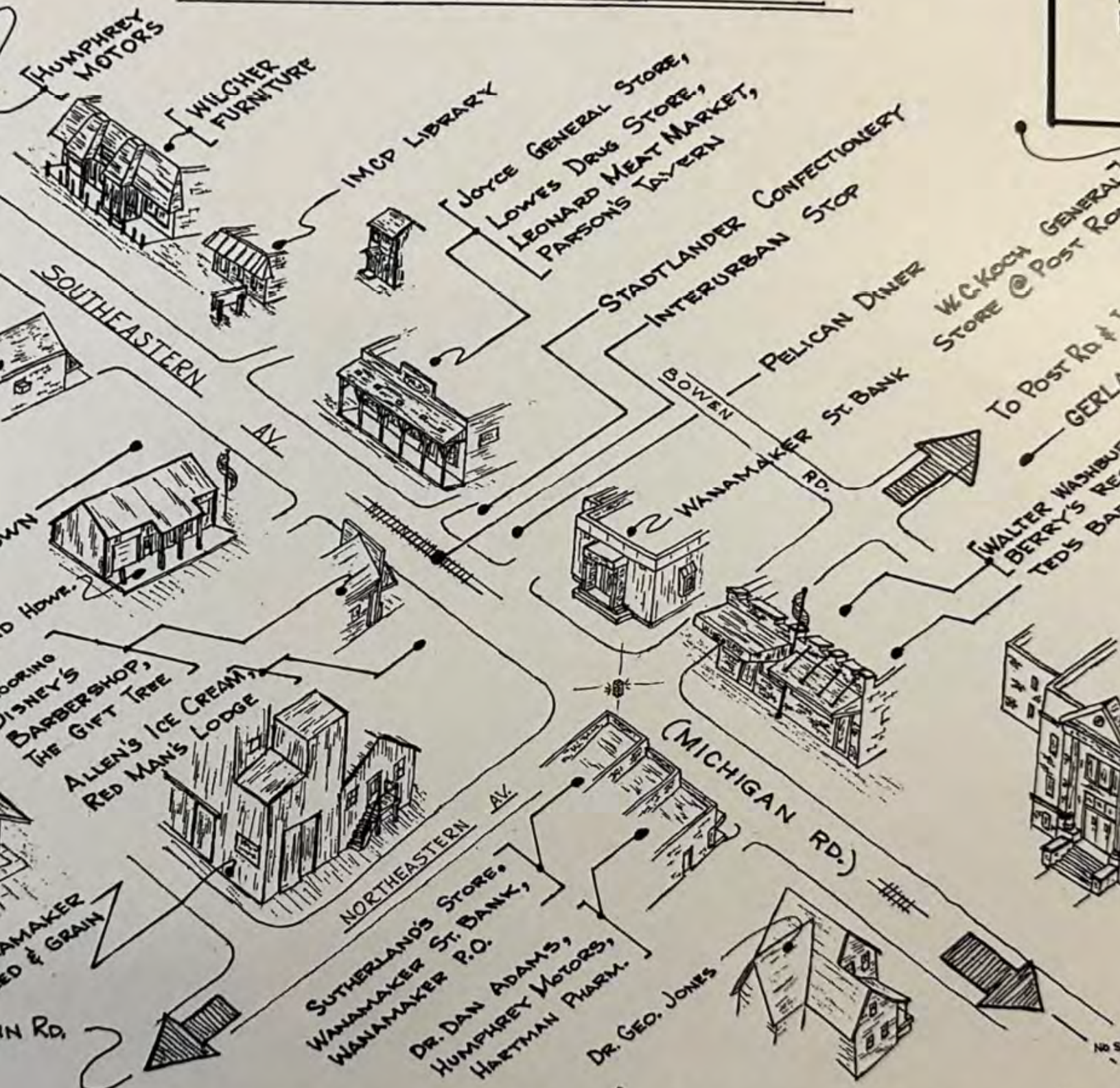
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HISTORY & CULTURE

ANKLIN RD.

"FOOTPRINTS OF THE PAST"



NEW BETHEL / WANAMAKER

1834 — **175 YRS** — 2009

2 HISTORY & CULTURE

Wanamaker has an origin story like many communities founded in the early settlement at the start of the expansion of the United States. Many settlers were attracted to the Wanamaker area because they were seeking a better life and new opportunities. These settlers included those migrating from eastern states and those who had recently immigrated to the country.

The original plat for the village, then called New Bethel, was commissioned by a woman raising 11 children on her own, and the oldest house remaining in Wanamaker was built by immigrants in 1827. Census records show that renters occupied most houses throughout the 19th and 20th centuries because so few residents could afford to build or own. While the early settlers faced many obstacles and challenges, they still formed a community around each other. This community enabled them to help each other survive and grow the village into an anchor of commerce and civic life for the area's population.

2.1 EARLY HISTORY

This area of Indiana was initially inhabited by Native Americans of the Myaamia (Miami), Kaskaskia, and Kiikaapoi (Kickapoo) tribes over various periods before settlers arrived. After becoming a state in 1816, Indiana moved its capital to a more central location and created Indianapolis in 1824. Two years later, the state approved legislation to build a road connecting the new capital to the Ohio River in the south and Lake Michigan in the north.

The Michigan Road, as it was called, traveled northeast from Madison to Versailles and northwest to Indianapolis. Some settlers built cabins near the road, and in 1834, the village of New Bethel was platted with 22 lots fronting Michigan Street (now Southeastern Avenue) and a perpendicular road called Main Street (now Northeastern Avenue). In its early days, the village had various businesses serving travelers along the critical road and those living in the rural community, including a blacksmith, carpenter, potter, grocer, tavern, and doctor.

New Bethel grew to around 150 people by the 1880s, and in 1889 a post office was built, but because there was already a post office for Bethel, Indiana, the village was required to change its name. Wanamaker was chosen because the U.S. Postmaster General at the time was John Wanamaker, the Philadelphia department store founder. Though the community was still called New Bethel, Wanamaker became the more common name because of the postal address.



Historic map of Southeastern Business District



Michigan Road Historic Byway Map & Marker

The trip from Wanamaker to Indianapolis was made more manageable in 1902 with the opening of the Indianapolis and Cincinnati Traction Company passenger rail line along Michigan Road. The streetcar and automobiles helped spur growth in the area. By the 1950s, the community had expanded to include two mid-century subdivisions of ranch-style homes: Wanamaker Village in 1954 and Wanamaker Estates in 1957. When Wanamaker became part of the City of Indianapolis (Unigov) in 1970, the population was estimated to be 4,500.

2.2 RECENT DEVELOPMENT

Rapid growth and a rising demand for housing in Indianapolis have put pressure on Franklin Township. Wanamaker and Acton are the two historic town centers in Franklin Township and have served as the primary places for business and services for the rural communities and farms of the area. As suburbanization has converted agricultural land into housing developments throughout Franklin Township, the area has had to quickly adapt by increasing infrastructure and transportation systems plus building and reorganizing schools and other services.

Franklin Township’s population more than doubled in the last twenty years, from 32,080 people in 2000 to 66,271 people in 2020.



Marlin Meadows subdivision, south of Wanamaker

2.3 DEMOGRAPHICS

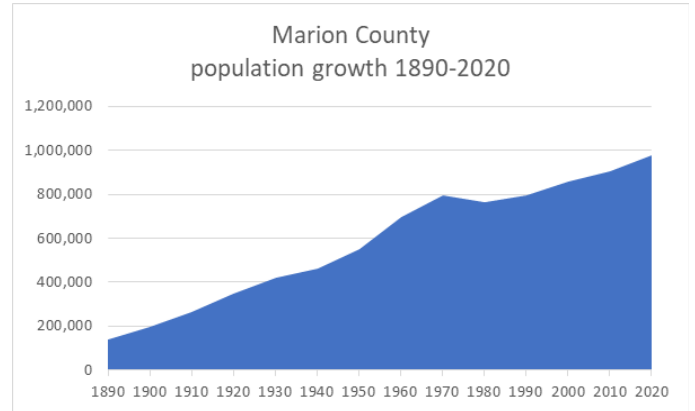
The Franklin Township region has been experiencing a consistent annual growth rate of 12% since the 2010 Census, with a 48% population increase since the 2000 Census. With this growth is a gradual shift toward a more diverse community in the region. The demographic changes are reflective of the larger trends that are taking place across most American cities. The population is growing in urban areas and adjacent communities, and Marion County is becoming more diverse. These trends will likely continue in the years to come and will have a significant impact on communities such as Wanamaker.



Recent development along Thompson Road with a stand-alone sidewalk

2.3.1 Indianapolis & Marion County - MSA

According to the 2021 five-year American Community Survey (ACS), 684,484 people call Marion County home. The county’s racial makeup was 59.93% White, 31.12% Black or African American, 12.15% of the population were Hispanic or Latino of any race, 0.11% Native American, 4.10% Asian, 0.02% Pacific Islander, 0.55% are other races, and 4.15% from two or more races.



2.3.2 Franklin Township

According to the ACS 2021 five-year survey, 61,534 people reside in Franklin Township. The township’s racial makeup was 80.10% White, 8.15% Black or African American, 6.53% Asian, 5.45% of the population were Hispanic or Latino of any race, 0.86% from other races, and 4.36% were from two or more races.

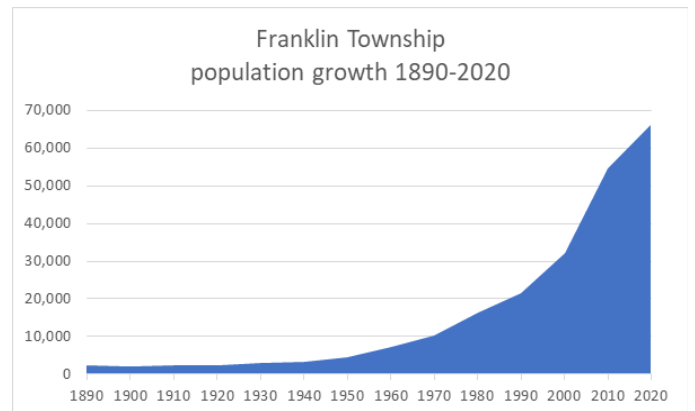
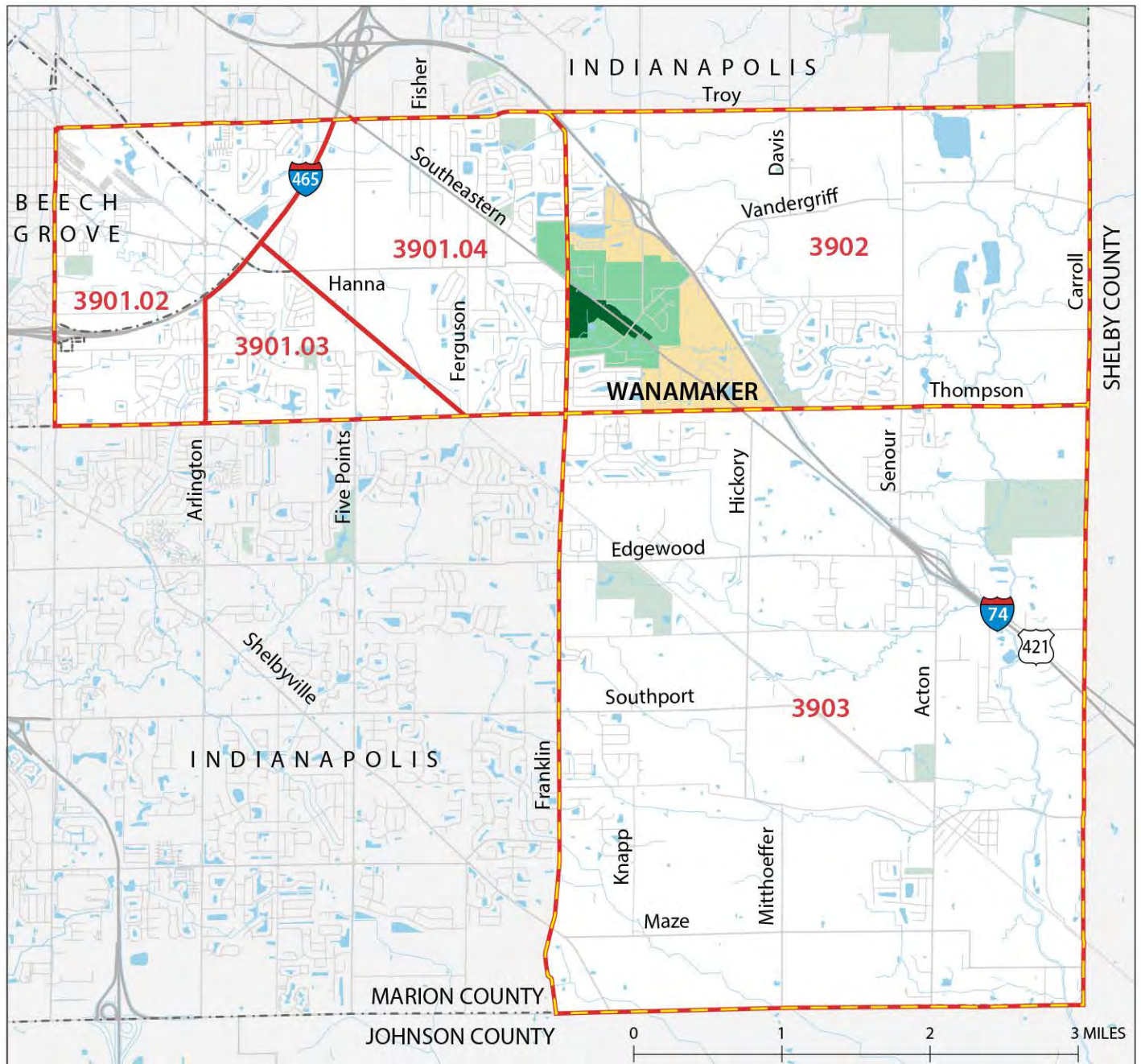


Figure 2.1 - Wanamaker Census Tracts

- Influence area
- Study area
- Focus area
- Census tracts touching Wanamaker:
- 2000 tract boundaries
- 2020 tract boundaries
- Parks
- Lakes
- Streets



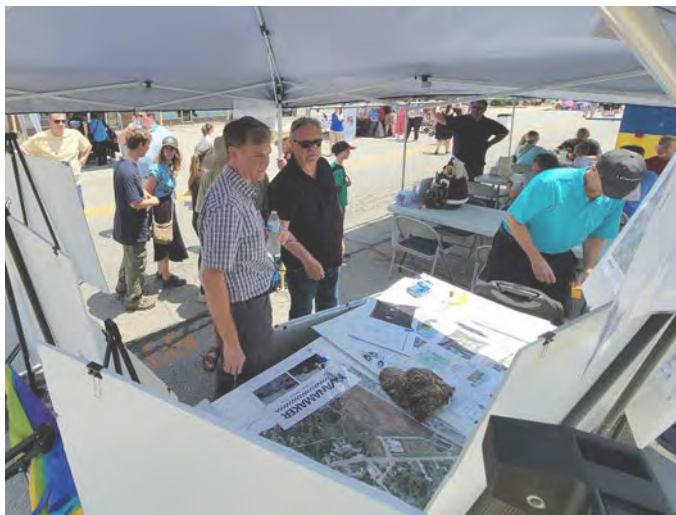
2.3.3 Wanamaker

According to the 2020 Census Survey Demographic Data, 29,779 people reside in the Census Tracts that make up Wanamaker. Those Census Tracts include 3901.02, 3901.03, 3901.04, 3902, and 3903. The racial makeup of these census tracts was 80.63% White, 13.88% Black or African American, 2.07% American Indian and Alaska Native, 6.06% of the population were Hispanic or Latino of any race, 5.08% Asian, 7.16% Native Hawaiian and other Pacific Islander, and 5.29% from other races.

The following demographic information summarizes the population data for the three Census Tracts shown in Figure 2.1.



Public Forum #1, April 5, 2023

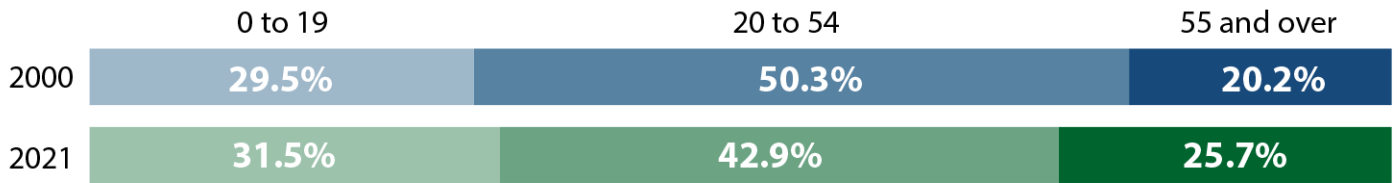


Old Settler's Day & Car Show, 2023, Community Master Plan for Public Review and Commentary

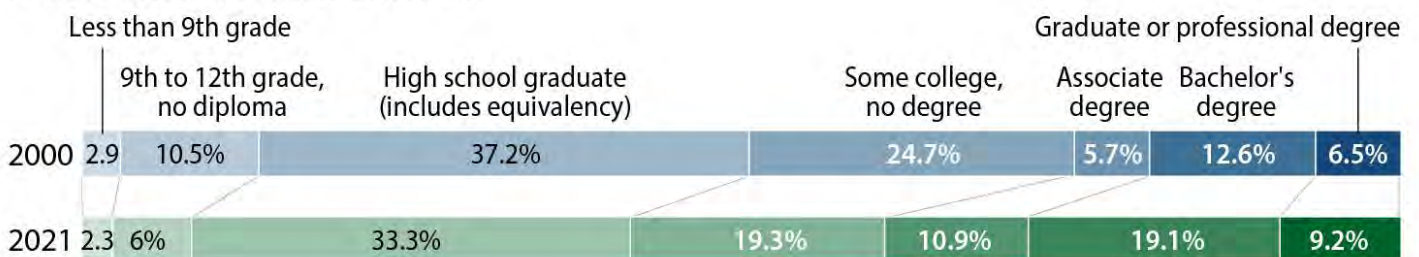


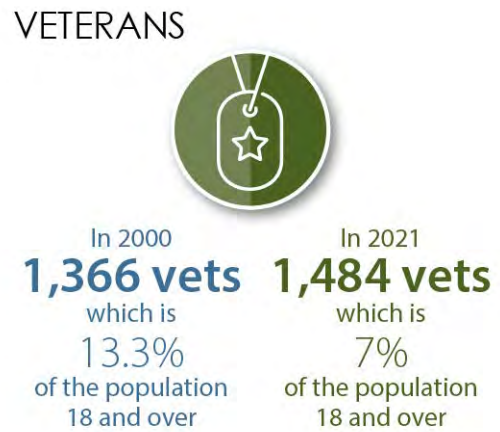
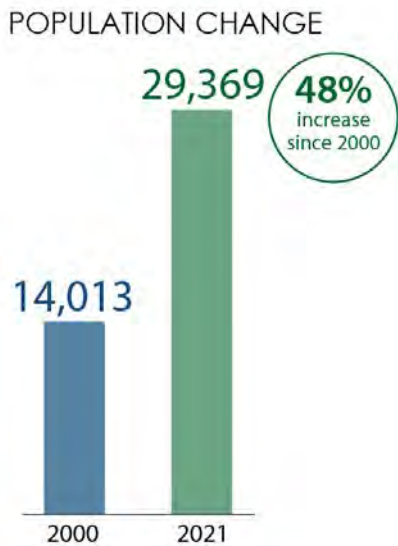
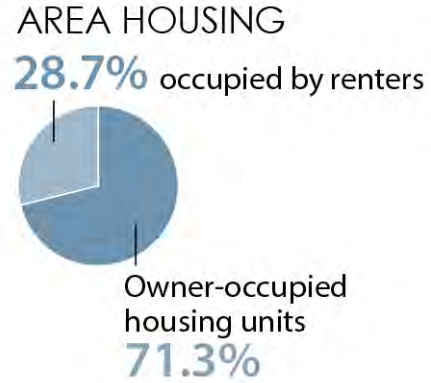
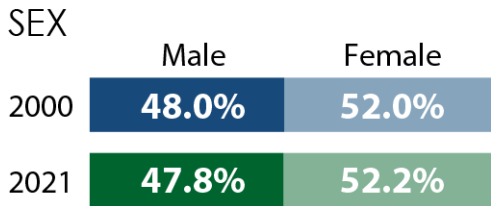
Public Forum #1, April 5, 2023

AGE DISTRIBUTION



EDUCATIONAL ATTAINMENT





MEDIAN HOUSEHOLD INCOME



PER CAPITA INCOME



SOURCES: U.S. Census, American Community Survey; 2021 dollar estimates using U.S. Bureau of Labor Statistics' CPI Inflation Calculator

SOURCES: U.S. Census, American Community Survey; 2021 dollar estimates using U.S. Bureau of Labor Statistics' CPI Inflation Calculator

2.4 COMMUNITY RESOURCES

Wanamaker has many resources and amenities that draw people toward the business district, are important components of the community, and must be considered when planning for future developments. Boosting the existing businesses and community assets while actively encouraging more to join them will strengthen Wanamaker’s position as a hub for civic and commercial life in southeast Indianapolis. Improving and enhancing public amenities will provide a safer environment for the community and businesses to grow and thrive.

2.4.1 Civic

Franklin Township Civic League

The Civic League’s mission is to provide a voice for citizens when addressing short and long-term issues that impact the quality of life in Franklin Township, provide information to the community members on issues that impact the township, advocate for citizen participation in the township’s governance, and engage citizens in preserving and enhancing the township’s past, present, and future.

Committees include:

- Land-Use & Zoning (meets third Wednesday of the month at 7:00pm)
- Building
- Newspaper
- Ways and Means
- Membership

Franklin Township Historical Society

The Historical Society is a non-profit organization devoted to preserving and promoting Franklin Township’s history and caring for its Meeting House, the former Big Run Baptist Church, and the Big Run Cemetery.



Civic League Building on Southeastern Avenue



Founders Cemetery

Franklin Township Chamber of Commerce

Founded in 1947, the Franklin Township Chamber (FTCC) works toward the advancement and progress of the township business community, creates fellowship and goodwill among the business persons, and believes that membership should involve, engage, and nourish the community it serves.

The general meeting is held on the 2nd Tuesday of each month at 11:30am. Committees include:

- Economic Development
- Scholarships
- Fund Raising
- By-Laws
- Easter Bunny and Santa House
- Membership



Franklin Township Community School Corporation

The Township Community School Corporation is the Public school district for Franklin Township, which has a growing student enrollment in alignment with the township population overall. This population boom has led to the need for new and expanded facilities for the school district. The five-member school board meets monthly.

Franklin Central High School

The only public high school for Franklin Township students, it has an enrollment in grades 9-12 of 3,223 students.

Wanamaker Early Learning Center

The Early Learning Center is a state-licensed preschool for Franklin Township residents and the Franklin Township Community School Corporation employees. It opened in August 2019, replacing the former Wanamaker Elementary School which closed in 2011. This facility was completely renovated in 2018 and provides essential child care and educational services to Franklin Township residents.



Wanamaker Early Learning Center

2.4.2 Religious Institutions

Religious institutions are an important part of the community in Wanamaker. The following churches are within Wanamaker:

- New Bethel Baptist Church
- Maple Hill United Methodist Church
- Franklin Central Christian Church

2.4.3 Local Traditions

As the unofficial Downtown for Franklin Township, Wanamaker serves as a gathering place for locals to celebrate and build community. Annual events and traditions are important to the village's identity and connect new residents and longtime visitors to the area's heritage. Some examples of these traditions include:

- Christmas in Wanamaker Festival
- Old Settler's Day Street Fair
- Homecoming Parade
- Little League Parade



Maple Hill United Methodist Church



Annual Old Settler's Day Festival & Car Show in Downtown Wanamaker, 2023



EXISTING CONDITIONS

**WANAMAKER
FEED & SEED**

WANAMAKER
Feed & Seed



3 EXISTING CONDITIONS

The current land use pattern, transportation network, and development patterns are described in this section of the Master Plan. Pedestrian access is also evaluated. The built environment is also described as it relates to architecture and streetscape amenities along Southeastern Avenue within the public Right of Way (ROW). The natural environment is also summarized as it relates to hydrology and vegetation.

The existing conditions analysis provides the foundation for the planning framework in Section 4. The analysis informs the SWOT analysis, the planning analysis, and the goals for future development in Wanamaker.

3.1 EXISTING LAND USE

In November and December 2018, the Metropolitan Development Commission unanimously approved the Franklin Township Land Use Plan map as part of the Marion County Land Use Plan. The Marion County Land Use Plan is one element of the Comprehensive Plan for Indianapolis and Marion County, Indy Plan 2020.

The existing land use for Franklin Township and the Wanamaker study area is illustrated in Figures 1.5 and 1.6. Franklin Township is primarily residential, having transitioned from a more agricultural community in recent decades, but development patterns change closer to the center of Indianapolis, along the I-65, I-465, and I-74 freeway systems.

Franciscan Health Indianapolis is in the southwest corner of the township along I-65, while industrial uses are primarily along the rail network that runs northwest to southeast from Indianapolis to Cincinnati along the I-74 corridor. A large commercial area is just north of Wanamaker with the northern part of the study area being commercial at the Post Road and I-74 interchange.

The Wanamaker Study Area is primarily residential, with commercial near the interchange and Downtown along Southeastern Avenue. Wanamaker is in the northern portion of the township along I-74 and the interchange with Post Road. Business and commercial uses are found along the highway, with the high school and primary school campuses located in the center of the township.

Approximately 25 acres of the Russell Flagle Charitable Trust property is currently undeveloped agricultural land located along Franklin Road and Southeastern Avenue. This area is the focus for future public amenities.



Residences in close proximity to Downtown Wanamaker



Businesses along Southeastern Avenue in Downtown Wanamaker



Trust property that remains agricultural but is prime for development

Downtown Businesses

The following businesses and organizations are located in the Downtown Wanamaker business district, all within walking distance of the Southeastern Avenue and Northeastern Avenue intersection.

Dining & Entertainment

- Wheatley's
- New Bethel Ordinary
- Randy's Pizza
- Sweet T's Cottage Bakery
- Baan Thai Bistro

Retail

- Sahara Bazaar
- Dollar General
- Shell Gas
- Vapor Vice
- Allied Appliances Co.
- Wanamaker Feed & Seed
- The Perfect Stitch
- Wanamaker Flower Shoppe
- Auto Zone Auto Parts
- CVS Drug Store

Services

- Hair by Lexi
- Cheeky Chic Photography
- Chase Bank
- 30 Minute HIT
- It's a Toddler Thing Day Care
- Advanced Limousines
- Exclusives Salon & Day Spa
- Logan's Auto Repair
- Mascari Cleaners
- Mac's The Hair Place
- Animal House Pet Grooming
- Focus Therapeutic Massage
- Shear Creations Salon

Office

- Vintage Construction & Vintage Realty
- Doug Hiner, State Farm Insurance Agent
- Walsh Engineering Services, P.C.
- Franklin Township Informer
- Aaron Freeman, Attorney at Law
- Blettner Engineering
- Vital Heating & Air
- Indiana Dog Fence
- David A. Retherford, Attorney at Law
- Shelly Wynn, State Farm Insurance Agent

Other

- Franklin Township Civic League
- Aerohead Industries

The following businesses are located near the I-74 and Post Road interchange and are accessible primarily by automobile.

Dining & Entertainment

- Wendy's
- Taco Bell
- McDonald's
- Subway

Retail

- Tractor Supply Co.
- Ray Skillman Chevrolet
- Circle K
- Marathon

Services

- AJ's Transmission
- PetVet
- Farr's Auto Repair

Office

- My Agent! Real Estate
- Hoosier Auto Source
- Edward Jones Investments
- Dentist Office
- Michael Riley M.D., Family Physician
- CarZip
- Turk Heating & Cooling

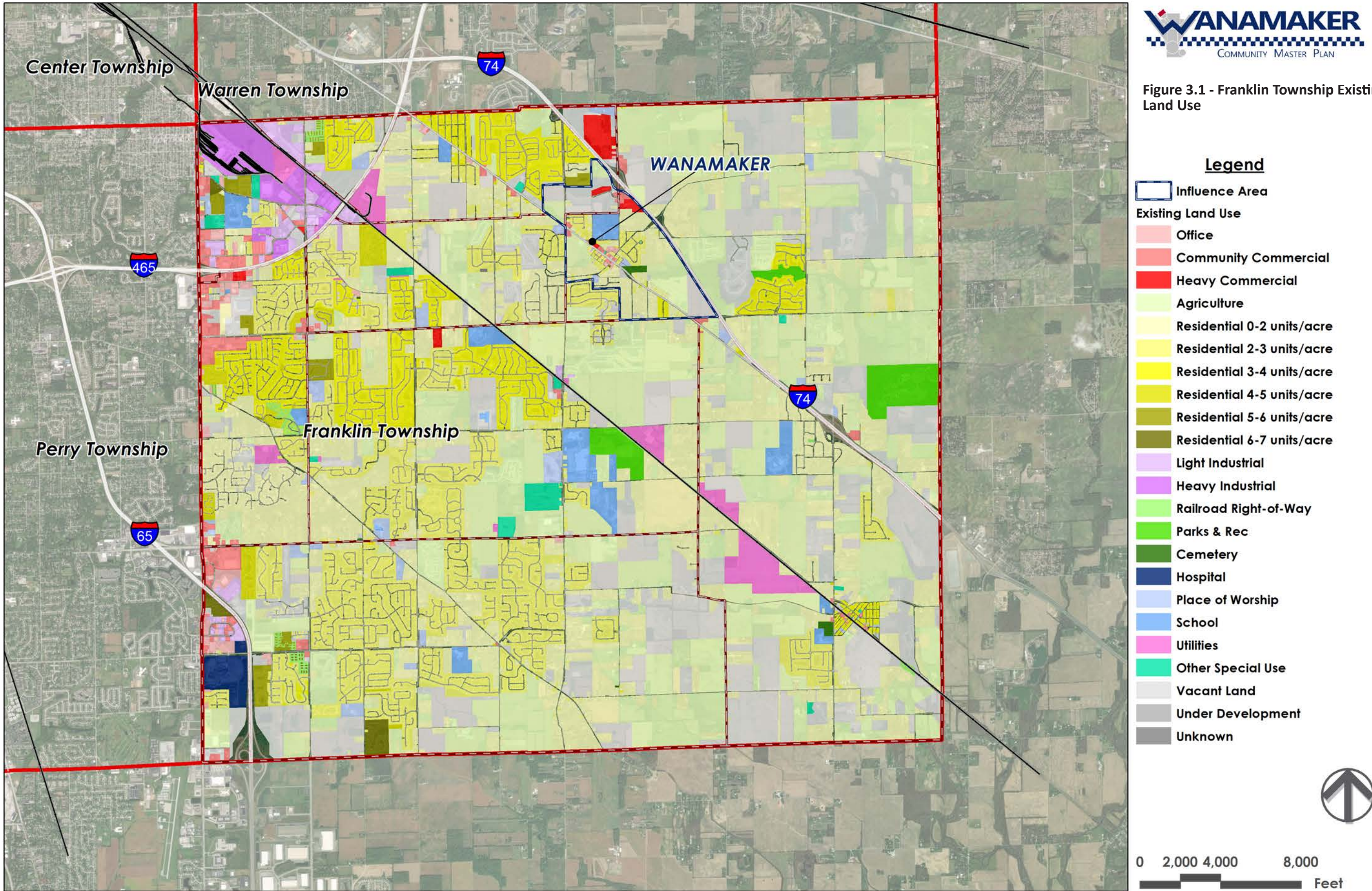
Other

- Wanamaker Self Storage
- Mannheim Indianapolis
- Trailers Plus

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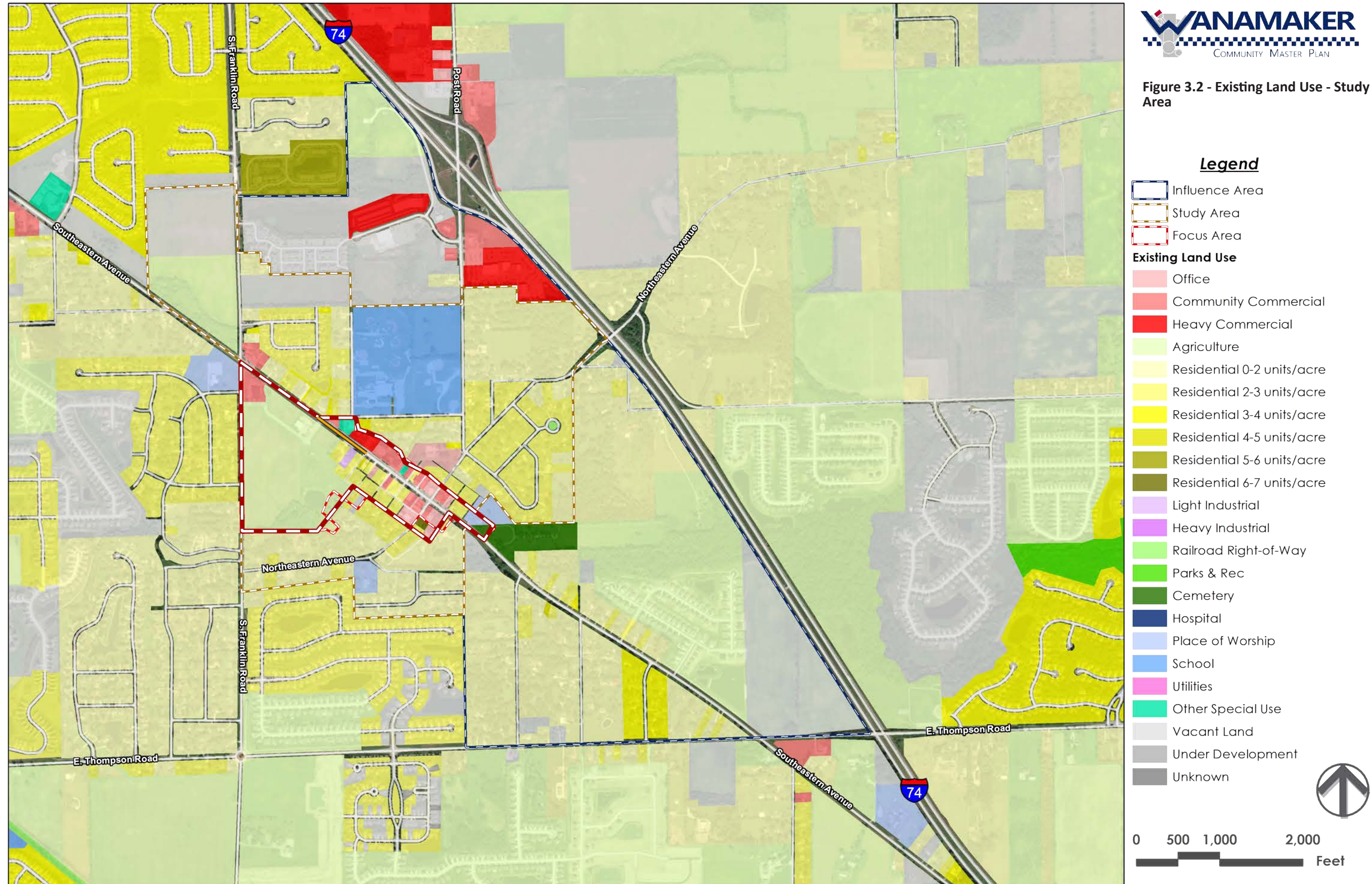
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Figure 3.1 - Franklin Township Existing Land Use



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Figure 3.2 - Existing Land Use - Study Area



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3.2 EXISTING TRANSPORTATION

The transportation system consists of primary, secondary, and tertiary roads, as shown in Figure 3.3. Post Road and I-74 have an interchange just north of Wanamaker, while Southeastern Avenue and Northeastern Avenue connect through the heart of downtown. Franklin Road provides north-south access throughout the township to the west of downtown, while Thompson Road provides east-west access south of downtown. Figure 3.4 illustrates the transportation pattern in downtown, while 3.5 shows the existing regional trail connections.

The vehicular entrance from the north into Wanamaker from I-74 on Post Road is currently unclear when you have entered the village of Wanamaker. There is minimal signage and no obvious changes in roadway design, landscape, or architecture.

The intersections of Post Road and Northeastern Avenue, Northeastern and Southeastern Avenues, and also the bridge on Northeastern to the south of downtown, are not designed to handle the growing traffic demands in the Franklin Township and the increased traffic directly from I-74. To alleviate these pressures, the Hanna Avenue extension was proposed in the county's thoroughfare plan and is a high priority improvement that is not currently funded. See Section 5 for more information on the Hanna Avenue Extension.

Southeastern Avenue, Wanamaker's main thoroughfare, is a two-lane highway with some on-street parking. The streetscape has sidewalks along both sides of the street through downtown, but lacks pedestrian-scale street lights, contiguous sidewalks into the surrounding neighborhoods, and traffic calming measures. Entering downtown along Southeastern Avenue from either direction lacks any ceremony to say you have entered a special district. The original street trees and architectural structure of the streetscape have mostly disappeared over the years.

While parking seems sufficient for some businesses, the overall sense from business owners is that there is a need for additional parking areas. In addition, Southeastern Avenue has challenges enforcing a 25 mile per hour speed limit, especially as vehicles approach from the south on Southeastern Avenue and do not slow down before reaching downtown. People often drive through at fast speeds, causing concerns for pedestrians, parents, and business owners.

The alley system through downtown Wanamaker is incomplete and some alleys have been vacated or are in need of improvement. The alley system presents opportunities for outdoor activity and some recent establishments have been using these public spaces.



Southeastern Avenue looking northwest



Intersection at S Post Road and Northeastern Avenue, with downtown Wanamaker and Southeastern Avenue

3.2.1 Planned Expansions of Primary Arterials and Primary Collectors

The Transportation Plan created in 2020 includes a thoroughfare plan for Franklin Township. Southeastern Avenue, the main street of Wanamaker, marked for multi-modal expansion, which includes automobiles, bikes, and pedestrians instead of only automobiles. Similarly, Thompson Road, east of Southeastern Avenue, is also marked for multi-modal expansion. Finally, East Hanna Road would be extended from Southeastern Avenue in a straight line directly east to Post Road.

3.2.2 Existing Bikeways and Greenways

The existing bikeways and greenways near Wanamaker are shown in the maps from PlanIndy, and have no existing bikeways or greenways in the focus area of this study.

Penny Trail

The Penny Trail is a significant east-west connection on the eastern side of Marion County. This trail will provide connections the Town of Cumberland, Hancock County, and other east-side neighborhoods. It will also serve as a major connection in the proposed Marion County Bicycle and Pedestrian System.

When complete, the Penny Trail will connect to a 150-mile cross-state trail system. Running from Terre Haute to Richmond, the National Road Heritage Trail will include the Penny Trail when it is complete.

Pleasant Run Greenway

The Pleasant Run Greenway corridor is an original creek corridor that was a planned parkway as part of the George Kessler Park and Boulevard Plan. This greenway is north of Wanamaker and an important part of the parks system in southern Indianapolis.

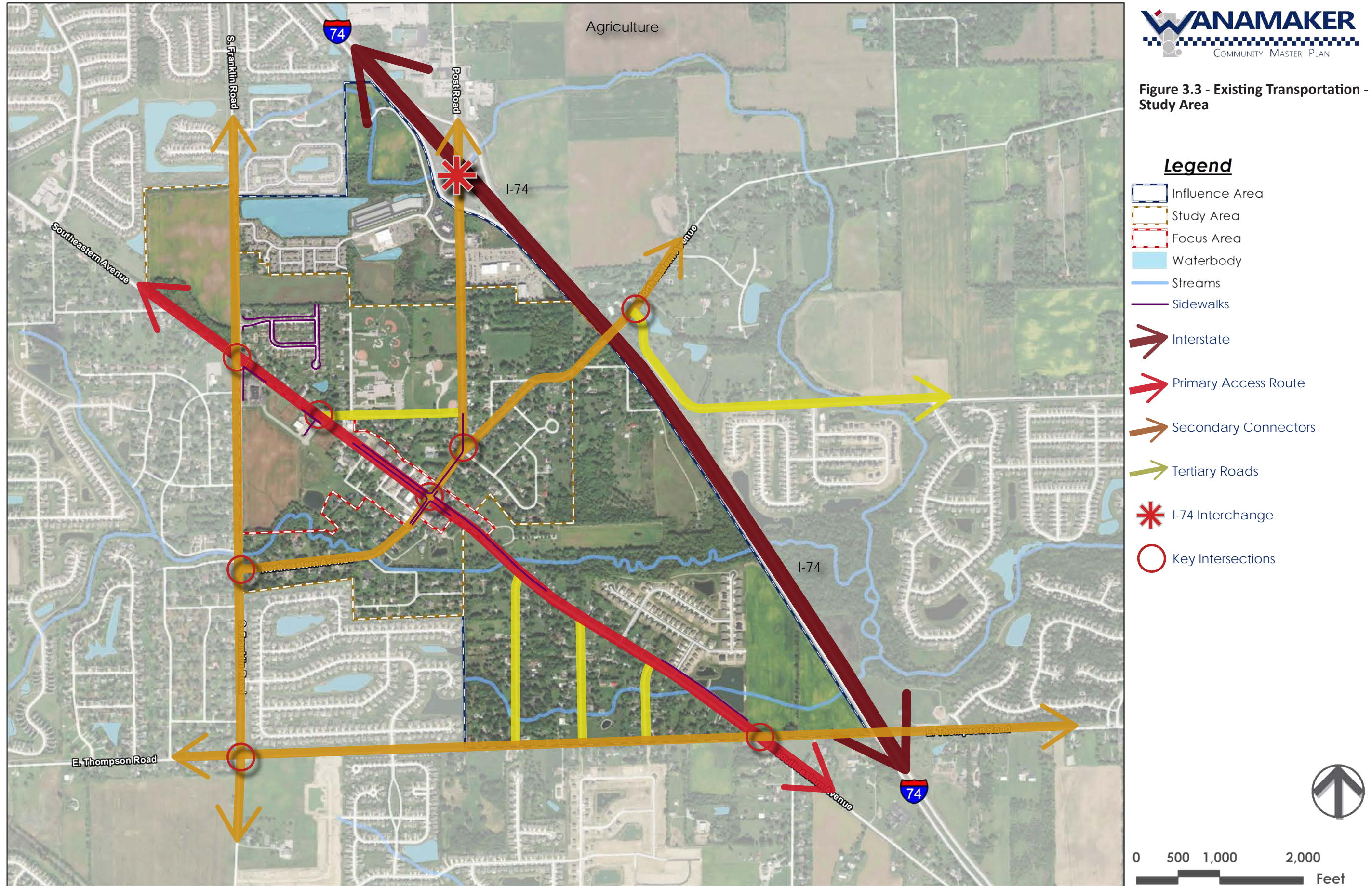


Franklin Road looking north towards the Trust property



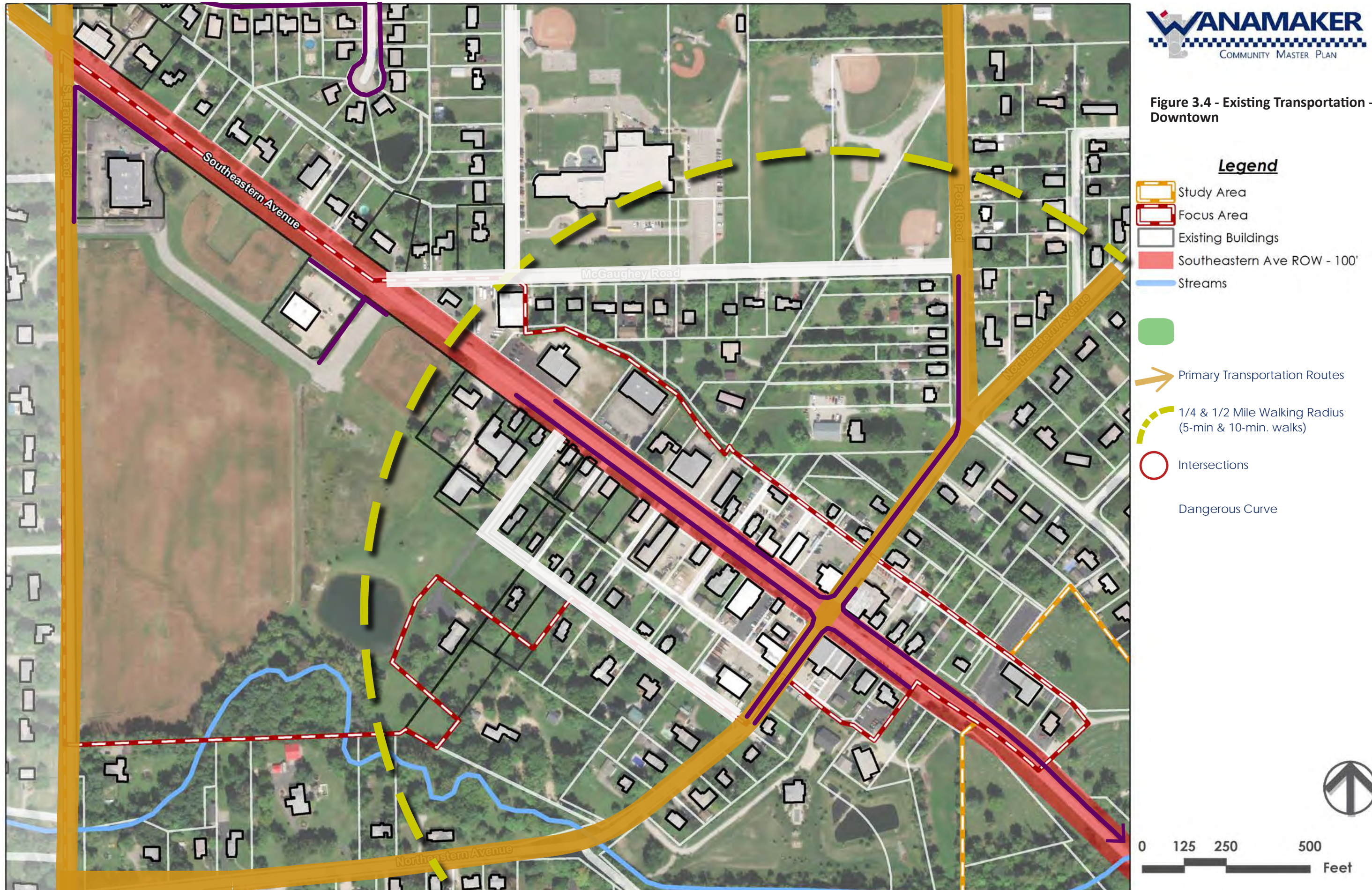
New subdivision south of Thompson Road with a dead end sidewalk

Figure 3.3 - Existing Transportation - Study Area



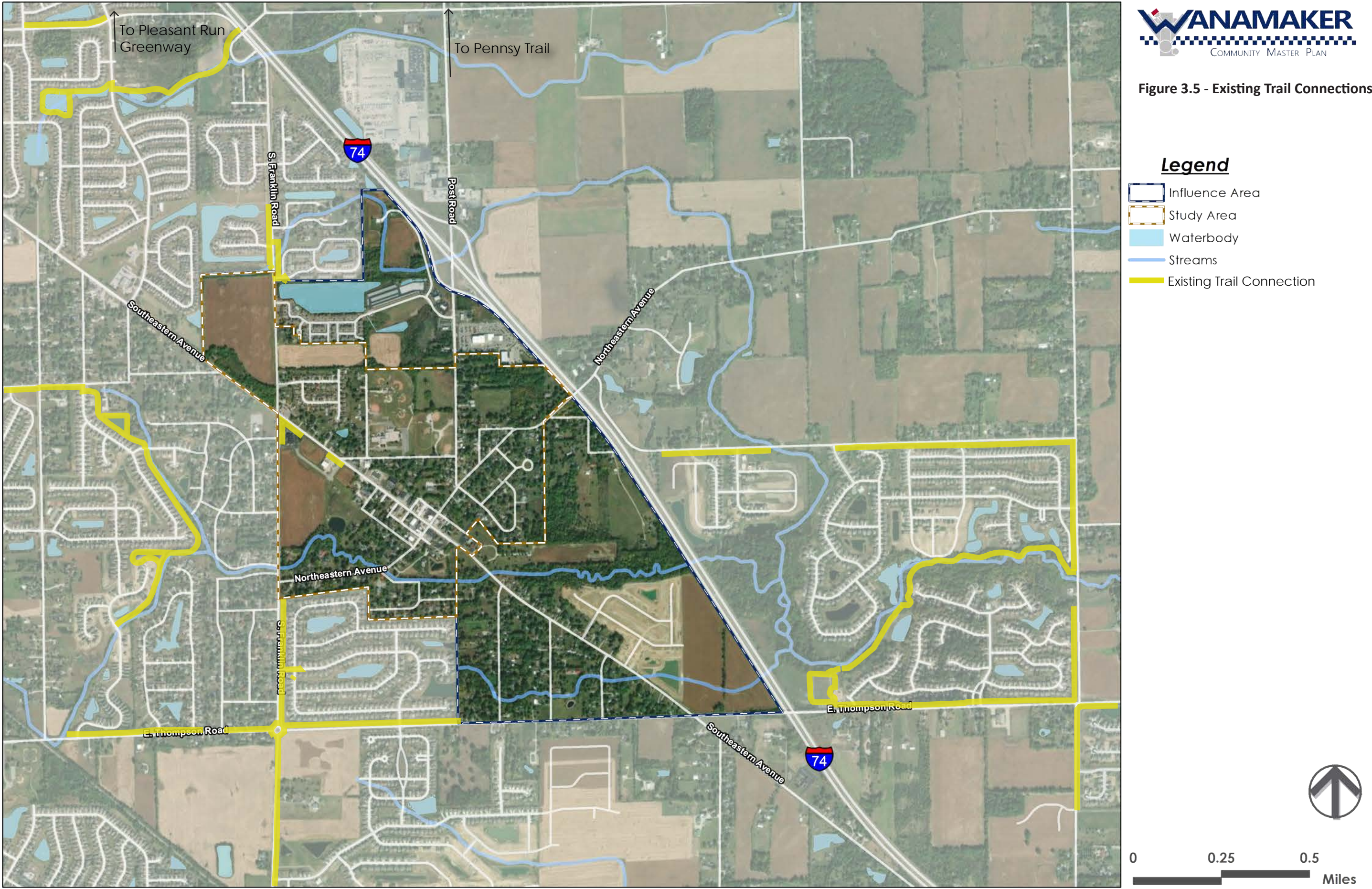
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Figure 3.4 - Existing Transportation - Downtown



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Figure 3.5 - Existing Trail Connections



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3.2.3 Southeastern Avenue Existing Streetscape

Southeastern Avenue’s current streetscape does not have an overall cohesive design through downtown Wanamaker. Signage and wayfinding are limited and parking is sometimes difficult to find in a convenient location. The sidewalks are inconsistent and end abruptly yet there are clearly defined potential pedestrian linkage opportunities through lawn areas as you get away from downtown. Mid-block crosswalks in downtown are dangerous, especially with the current speeds of cars and trucks on Southeastern Avenue.

The building types are varied and present an eclectic mixture of storefronts and businesses. This mixture of architectural styles and eras of construction is what makes Wanamaker’s unique sense of place and identity so strong.

Challenges

- Speeding vehicles along Southeastern Avenue through downtown.
- The intersection at Northeastern Avenue and McGaughey Road is a challenge, with many potential points of conflict between vehicles and pedestrians.
- Pedestrian crossings are minimally provided.
- Street corners have overly wide “turning radii.”
- Street furniture and amenities such as bicycle racks, landscaping, wayfinding signage, and trash and recycling bins are lacking.
- Overhead wires have caused existing trees to be hard-pruned or removed.
- Some businesses have closed over the years and a few buildings remain vacant, detracting from the overall feel of downtown Wanamaker.
- The existing 100’ ROW creates conflicts with existing structures and business monument-style signage, limiting expansion opportunities for existing businesses.

Plan of Section Cut Line Locations



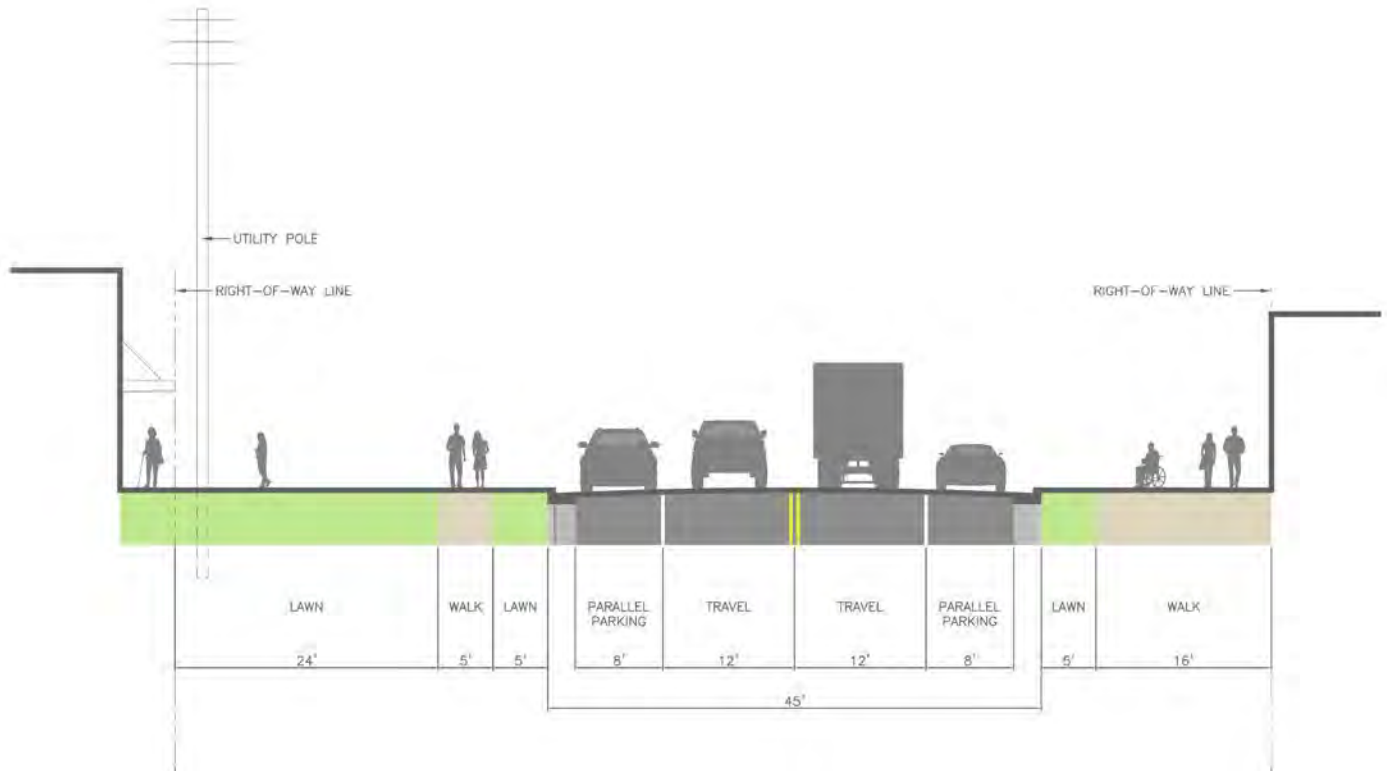
3.2.4 EXISTING STREETScape SECTIONS



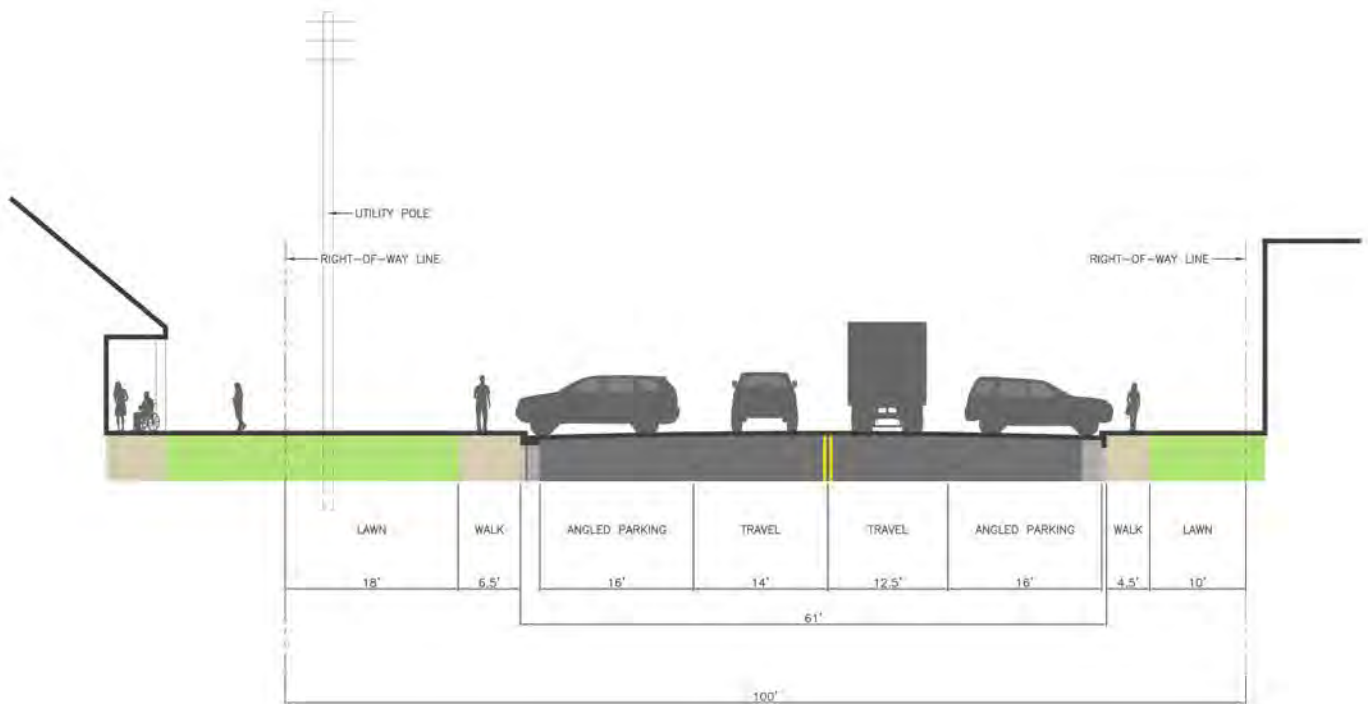
Existing Section A



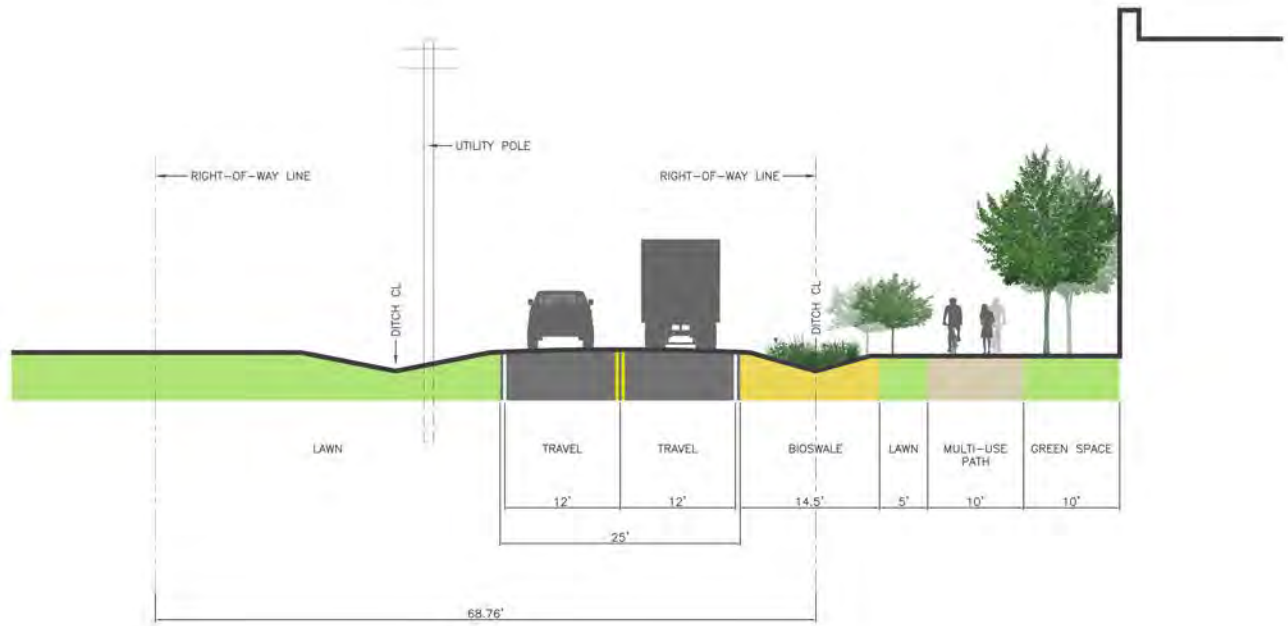
Existing Section B



Existing Section C



Existing Section D



Existing Section E

3.3 BUILT ENVIRONMENT

Wanamaker has a diverse stock of commercial, residential, industrial, and institutional buildings, most of which date between the late 19th century to the mid-20th century. Most buildings appear to be occupied and in good condition. Most of the buildings in the business district along Southeastern Avenue have power, water, and sewer service from the local utility provider, and most of the older residential areas have power but use well water and septic systems.

3.3.1 Architectural Character

Various architectural styles can be found in Wanamaker, representing changes over its nearly 200-year-old history. The earliest buildings were log cabins built from local materials. While these log homes no longer remain, some traces can be found inside the walls of homes in the area. In the later part of the 19th century, as railroads and commerce made it easier to acquire building materials and sawn lumber, Wanamaker began to see the prototypical rural Midwestern residential styles appear. Simple massing and plans characterized these houses, often with Greek Revival, Victorian, and Gothic Revival influences. Early commercial architecture in Wanamaker was utilitarian, with some buildings having stepped gables and covered walkways similar to many frontier communities.

By the 20th century, more architectural styles arrived as new residents and fresh ideas came to town. Craftsman, colonial revival, and ranch-style homes became the more common styles built in the first half of the century. A series of buildings in the commercial district were modernized in the 1950s and 60s: the old grocery building (1920/1952), the bank building (1957), the old post office (1965), and the old library (1969). Still in use, these are now the Allied Appliances Company, Chase Bank, Wanamaker Feed & Seed Pool & Patio, and the Franklin Township Civic League, respectively.

Downtown Wanamaker has a wide variety of architectural styles, some of which include:

- Agricultural
- Farmhouse
- Western
- Modern
- Greek Revival
- Colonial Revival
- Victorian
- Utilitarian
- Commercial
- Craftsman



1890 Victorian with an addition in 2000



1880 Gothic Revival (Under Restoration)



Colonial Revival

Built in the early 20th century as a doctor's home with an attached office, it is now home to a salon and day spa. Now occupied by various businesses and a residence, the New Bethel School was built in 1882 and has lost its cupola which detracts from its Colonial appearance.

The 1917 New Bethel Baptist Church is probably the most imposing structure in Wanamaker and has served as a community icon for over a century. It has a modern addition from 1958 that includes an auditorium, classrooms, and a nursery.

Currently Wanamaker Feed & Seed, this former grain elevator and its additions form an iconic silhouette in Wanamaker and are located just beyond the main intersection of the business district.

Built around 1920 as a grocery store, the commercial building was remodeled in 1952 and is now used for retail and office. Located in one of the most prominent locations in Wanamaker, the Allied Appliances Company building's plate glass windows, streamlined awning, and graphic signage are symbols of the community's progress. The old Post Office built in 1965, is now used for retail after the post office relocated northwest of Wanamaker around 2000.

3.3.2 Street Furniture

Downtown Wanamaker has few examples of street furniture like street lights, benches, planters, and signs. The streetlights are typical highway overhead lights on utility poles, the signage is standard-issue, and there is a single post office box. Most benches and planters have been purchased by businesses and are placed near their storefronts. Because various individuals have purchased them, they are not cohesive in style, color, or material. Many power poles have flag holders with American flags attached. During the Winter season, festive light fixtures are placed on power poles.



Greek Revival - New Bethel Baptist Church



Agricultural - Wanamaker Feed & Seed



1920-1950 Modern

3.4 NATURAL SYSTEMS & HYDROLOGY

3.4.1 Hydrology (Riparian Corridors, Wetlands, Flood Zones)

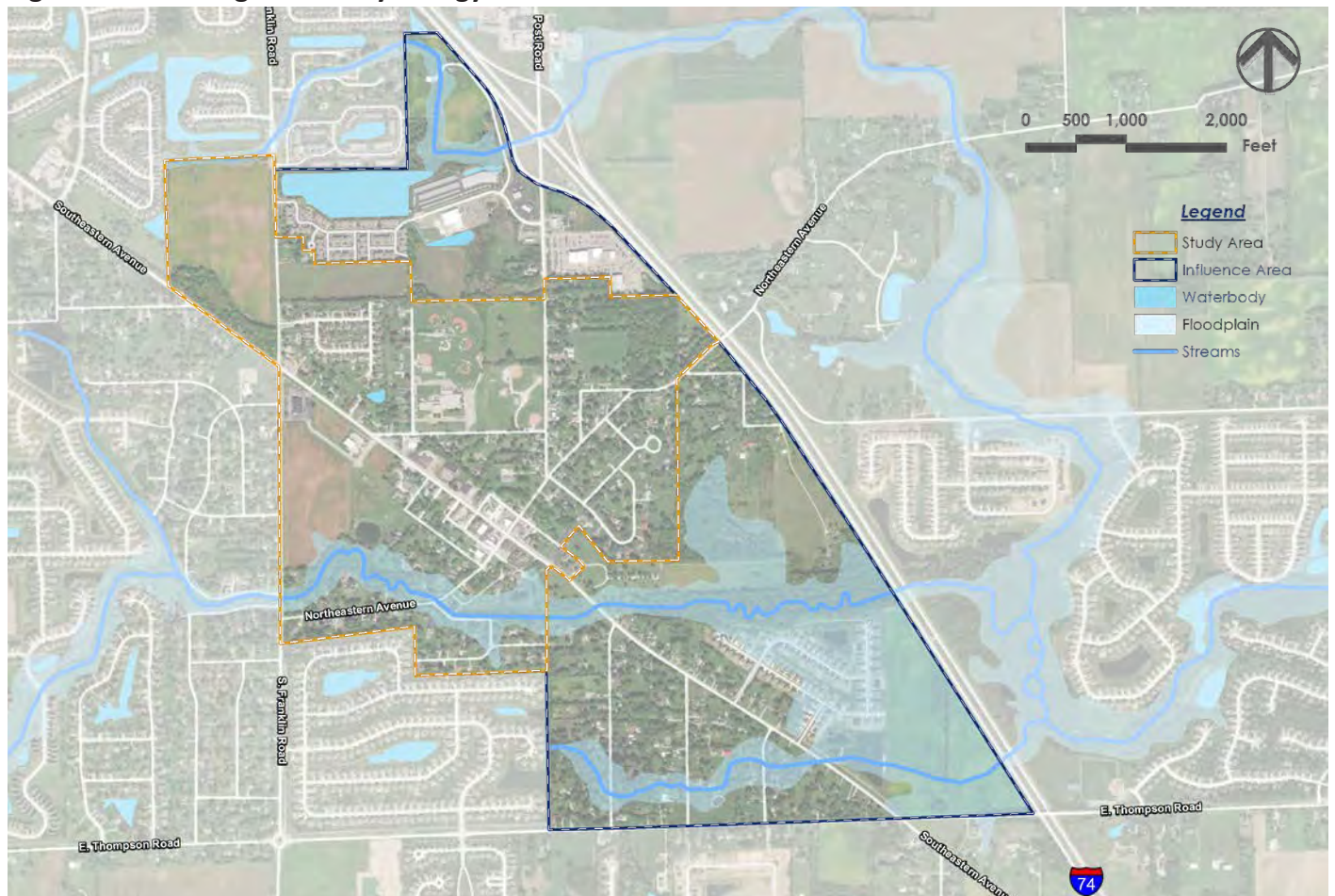
Wetlands, waterways, and floodplains are essential contributors to ecosystems due to their natural abilities to clean and store stormwater. If cultivated and functional, they can act as the lungs of the landscape and help maintain flora and fauna. The location of the existing waterways, watersheds, wetlands, floodplains, and water bodies are all important considerations for future public spaces, trail connections, parks, and for future development considerations.

The hydrology in and around Wanamaker are shown in Figure 3.6. Flooding along Big Run Creek occurs occasionally but stormwater management has been improved in recent years due to added infrastructure with the development of new subdivisions.



Stormwater Swale alongside Southeastern Avenue

Figure 3.6 - Existing Natural Hydrology



3.4.2 VEGETATION

The existing vegetation on site consists of canopy trees with some understory trees, shrubs, groundcover plantings, and lawns. Figure 3.7 illustrates the primary vegetation in and around Wanamaker.

Canopy Trees

Most of the mature canopy trees appear to be in good condition. The large caliper trees, especially in the wooded areas, must be protected at all costs unless deemed to already be in senescence, decline, or pose a hazard to structures or people. The existing trees primarily consist of maples, oaks, catalpa, Hickory, black walnut, sycamore, cottonwood, and the invasive species, Tree of Heaven. Due to hard pruning for overhead power lines, very few canopy trees remain along Southeastern Avenue. The majority of canopy trees along Northeastern Avenue are maples.

Understory trees

There are understory flowering trees in Wanamaker, but there does not seem to be a clear goal or intent for the plantings. Most flowering trees are crabapples, dogwoods, Japanese maples and redbuds.

Evergreen Trees

Most evergreen trees are white pine, spruce, eastern red cedar, and fir.

Shrubs

There is no clear overall design for the use of shrubs, with most of them being evergreens, especially along Southeast Avenue. Visibility should be maintained, yet some shrubs would be appropriate on slope conditions as well and closer to building foundations/exposed walls.



Canopy Trees along Northeastern Avenue

Invasive Species

There is an issue with both invasive honeysuckle and Tree of Heaven. The honeysuckle is primarily in the wooded areas, while the Tree of Heaven (*Ailanthis altissima*) is more widespread.

Perennials

The newer planted areas around the building additions seem to have more native and adaptive native choices than the older ones.

Turf Grasses

A mix of different warm and cool season grasses can be found throughout the entire Trust property. This mixture of grass types gives lawn areas a mottled appearance in the winter when the warm-season grasses become dormant. The cool season grass is presumably a mixture of Kentucky bluegrass and turf-type fescue, while Zoysia and Bermuda grass green up from late spring to late October. The slope areas of the lawn are steep, challenging, unsafe to maintain, and have little to no regular irrigation to support healthy color or growth.

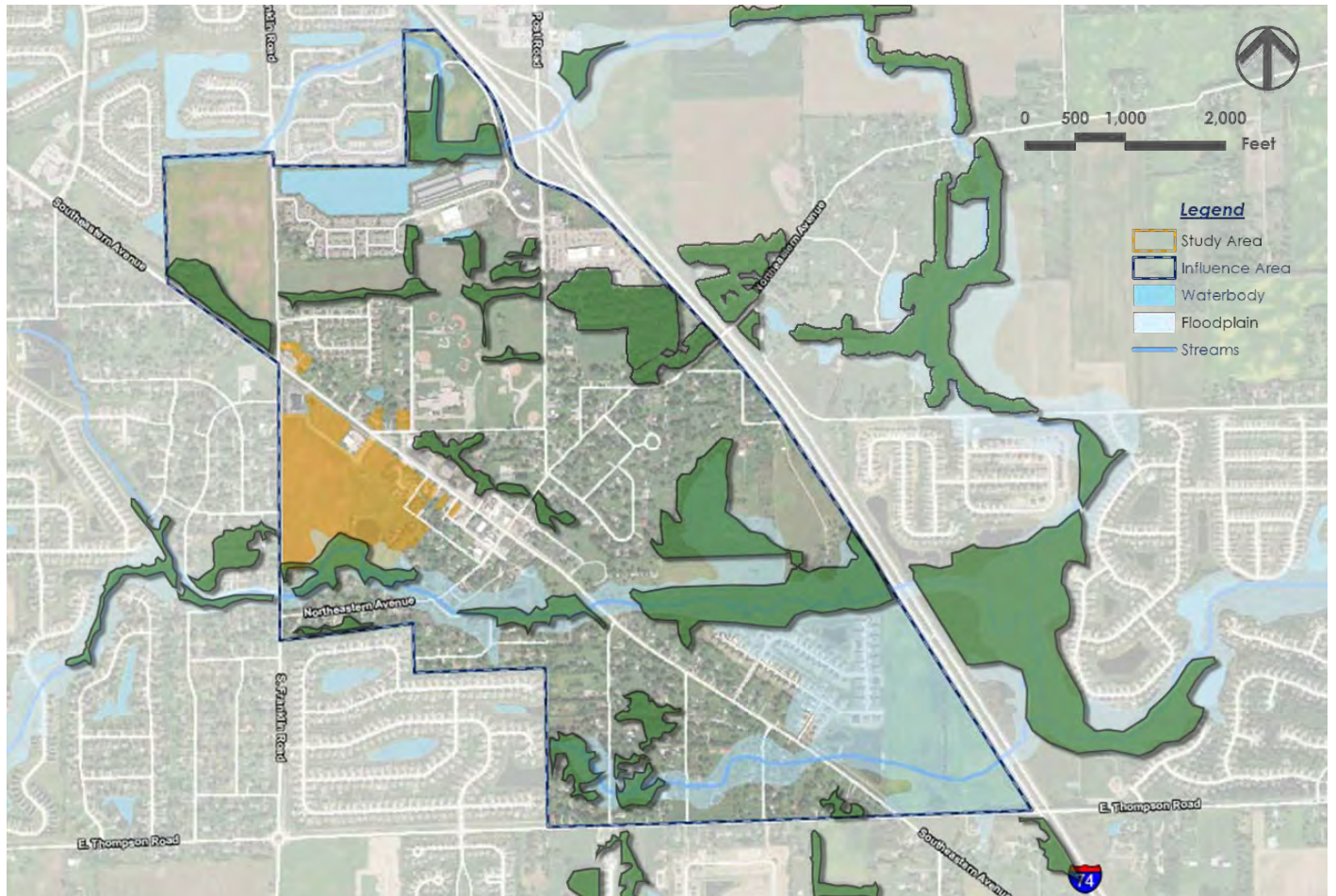


Trust Property facing retention pond and Flagle Trust House



Big Run Creek near Post Road

Figure 3.7 - Existing Natural Hydrology & Forest Areas



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PLANNING FRAMEWORK



4 PLANNING FRAMEWORK

4.1 PUBLIC OPINION SURVEY RESULTS

In the early planning stages, a preliminary survey was shared through online community forums to widen public involvement and gauge opinion on Wanamaker’s current situation and future vision for development. The survey provides feedback from individuals who are community stakeholders and residents in Wanamaker and the surrounding area. The responses were addressed and discussed during the focus group interviews to confirm the input and help establish the goals and objectives for the future development strategy and recommendations.

The first part of the survey was to collect demographic data on people’s relationship with Wanamaker, their views on its current situation, and their priorities for the future vision.

Respondents were asked to elaborate on what specific amenities, features, opportunities, and threats they see for the future of Wanamaker. Many common themes from the responses were identified through this process and are shared below:

- Park and recreation spaces are needed
- Safe bike lanes & pedestrian paths are desired
- Community public amenities and spaces are important
- Outdoor recreation areas are heavily favored
- Multi-generational entertainment is needed
- Local markets and eateries would be supported
- Pedestrian connections between neighborhoods are lacking and strongly desired
- Growth of local business development must complement existing businesses
- Enhanced infrastructure to improve traffic flow is desired
- Improved public safety is important
- Current stormwater management issues and flooding are concerns experienced by some residents
- Beautification of existing buildings and along Southeastern Avenue is desired by residents and business owners

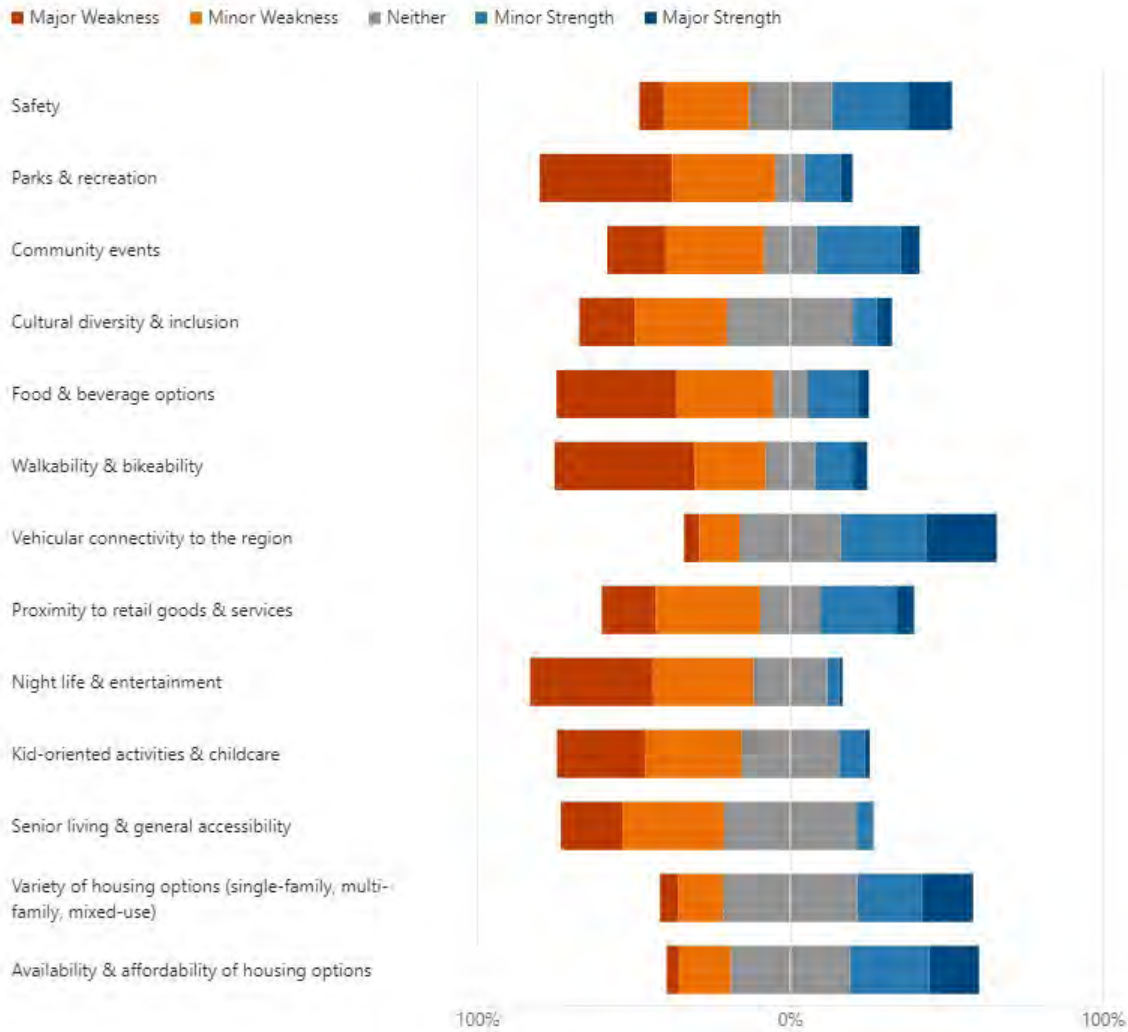


Steering Committee Meeting #1, 16 February 2023

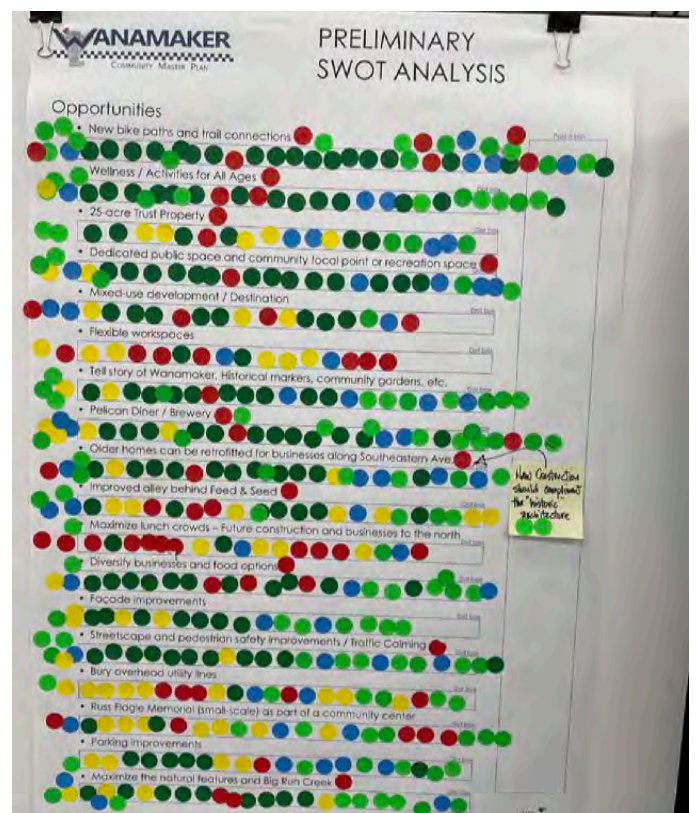
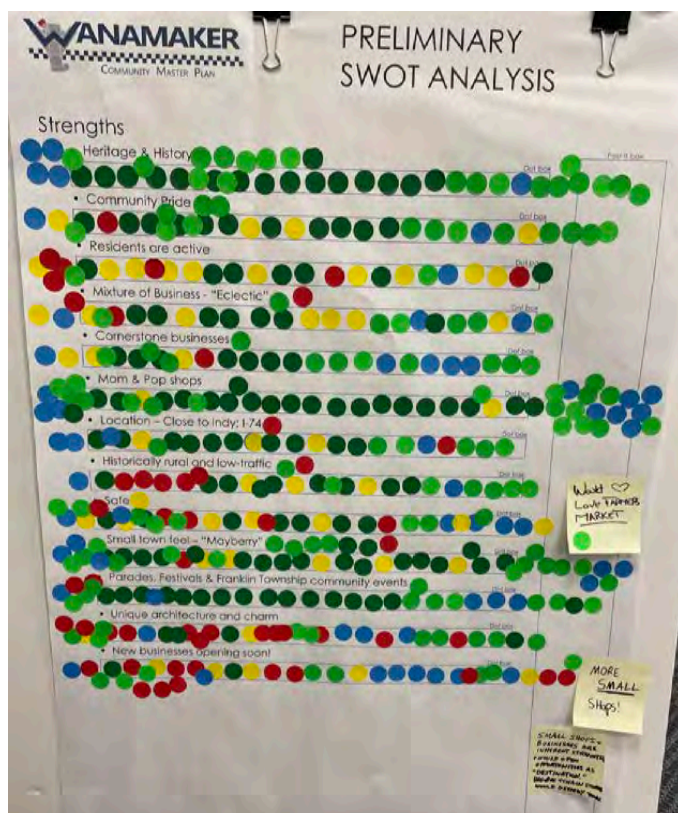


Public Forum #1, April 5, 2023



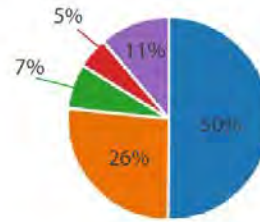


SWOT Input, Public Survey #1



2. What is your relationship with the area of Wanamaker?

● I live here	161
● I shop here	85
● I work here	23
● I own a business here	16
● Other	36



■ Not a Priority
 ■ Low Priority
 ■ High Priority
 ■ Top Priority

Specific architectural design guidelines

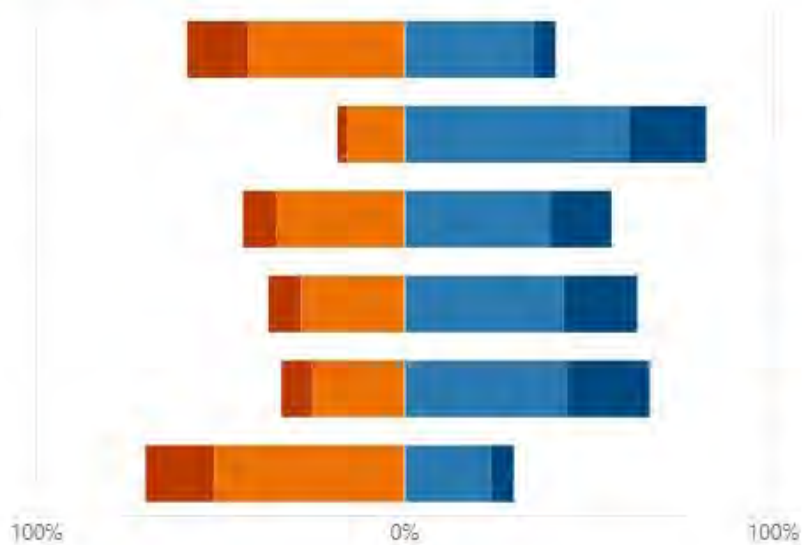
Public/civic spaces & venues for gatherings, festivals, markets, etc.

Street & landscaping upgrades with themed signage

Live-work-shop development along Southeastern Ave

Trails that integrate Wanamaker with nearby neighborhoods

Historical landmarks such as a museum, statues, public art, etc.



Development Preferences, Public Survey #1



Planning team and community stakeholders discussing development options during the Planning Workshop on April 5, 2023

4.2 WANAMAKER SWOT ANALYSIS

The SWOT analysis was initiated based on the feedback from the focus group interviews, Steering Committee, and the community survey. The analysis was developed and refined throughout the planning process and with input received during Public Forum #1. The results are summarized in this section.

An important consideration is that strengths and weaknesses are typically internal and current, while opportunities and threats are generally external and could occur in the future. The definitions of SWOT are below, with summaries for each on the following pages, showing the frequency for which the comment was made.

- **Strengths** are the positive aspects of Wanamaker that are present today that should continue in the future. Strengths can help overcome weaknesses and threats.
- **Weaknesses** are the negative aspects currently present. They are the items that the Wanamaker community would like to see changed and improved.
- **Opportunities** are the positive aspects that can help overcome weaknesses while building upon strengths to overcome threats.
- **Threats** are the potential negative aspects that could affect the development of Wanamaker. Threats can complement the weaknesses but can be overcome by opportunities and strengths.



Old Settler's Day Street Fair & Classic Car Show, 2023



Baan Thai Bistro, opened in June 2023



Open stormwater management ditch

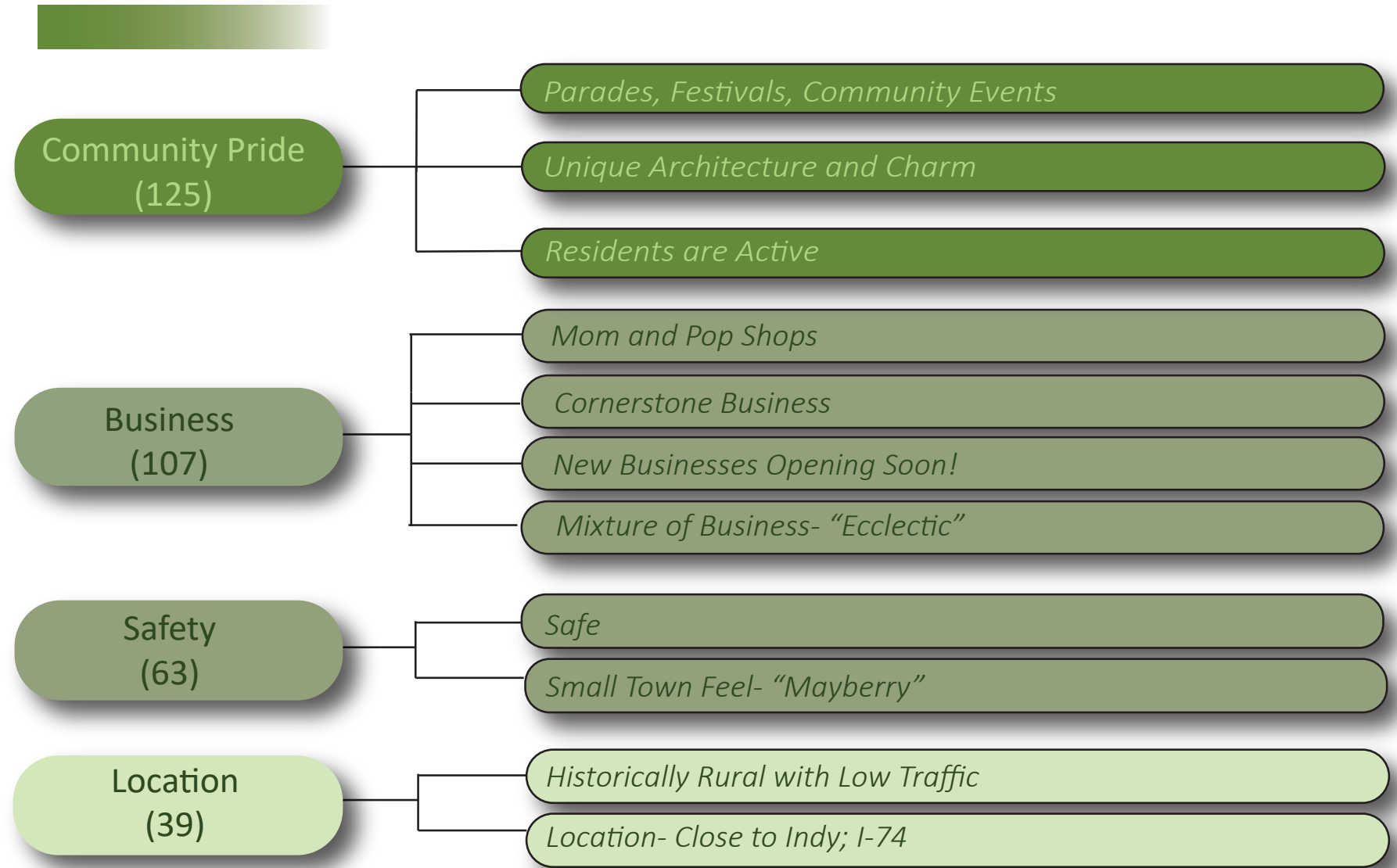
4.2.1 STRENGTHS

Smaller and larger communities alike could learn from the strengths that Wanamaker showcases. Wanamaker’s sense of community and connectedness provides an ecosystem where eclectic mom-and-pop shops and cornerstone businesses, some of which have been there for decades, can thrive. Residents create an active local economy and champion community pride through festivals like the annual Old Settler’s Days Classic Car Show and Street Fair. These events draw visitors from the region to enjoy live music, socializing, dining, shopping, and sharing information. The Classic Car Show is traditionally a hit and is a summer highlight for many. Unique architecture and development patterns along Southeastern Avenue are a strength and showcase the potential for future improvements to other buildings and new development.

The location of Wanamaker provides easy access to Indianapolis via I-74 and further into Indiana via other major roadways and interstates I-65, I-465 and I-70.

Wanamaker has historically provided solace and respite from the hustle -and bustle of the city, with the hometown feel of a community. It has preserved the rural character from its past, has relatively low traffic, and supports a more relaxing and laid-back feel that only a small town can provide.

Strengths



Old Settler’s Day Street Fair & Classic Car Show, 2023, Community Master Plan on display for public review and commentary

4.2.2 WEAKNESSES

Residents commented overwhelmingly on the lack of public spaces as a weakness. This includes programmed spaces like a public swimming pool or purpose-built community center / meeting space, as well as local places for individuals and groups to hang out in the evening. Wanamaker isn't connected to the Indianapolis parks system and is missing vital community assets such as open green spaces that can be used for festivals, outdoor gatherings such as a Farmers' Market, and civic spaces the public can use. Due to logistical issues, existing businesses must shut down during street festivals along Southeastern Avenue.

The infrastructure needed to support the township's expected growth remains outdated, lacking amenities such as locally accessible neighborhood parks or connections to regional trails. Some residential areas still use septic and well systems, which may cause concern in the coming decades.

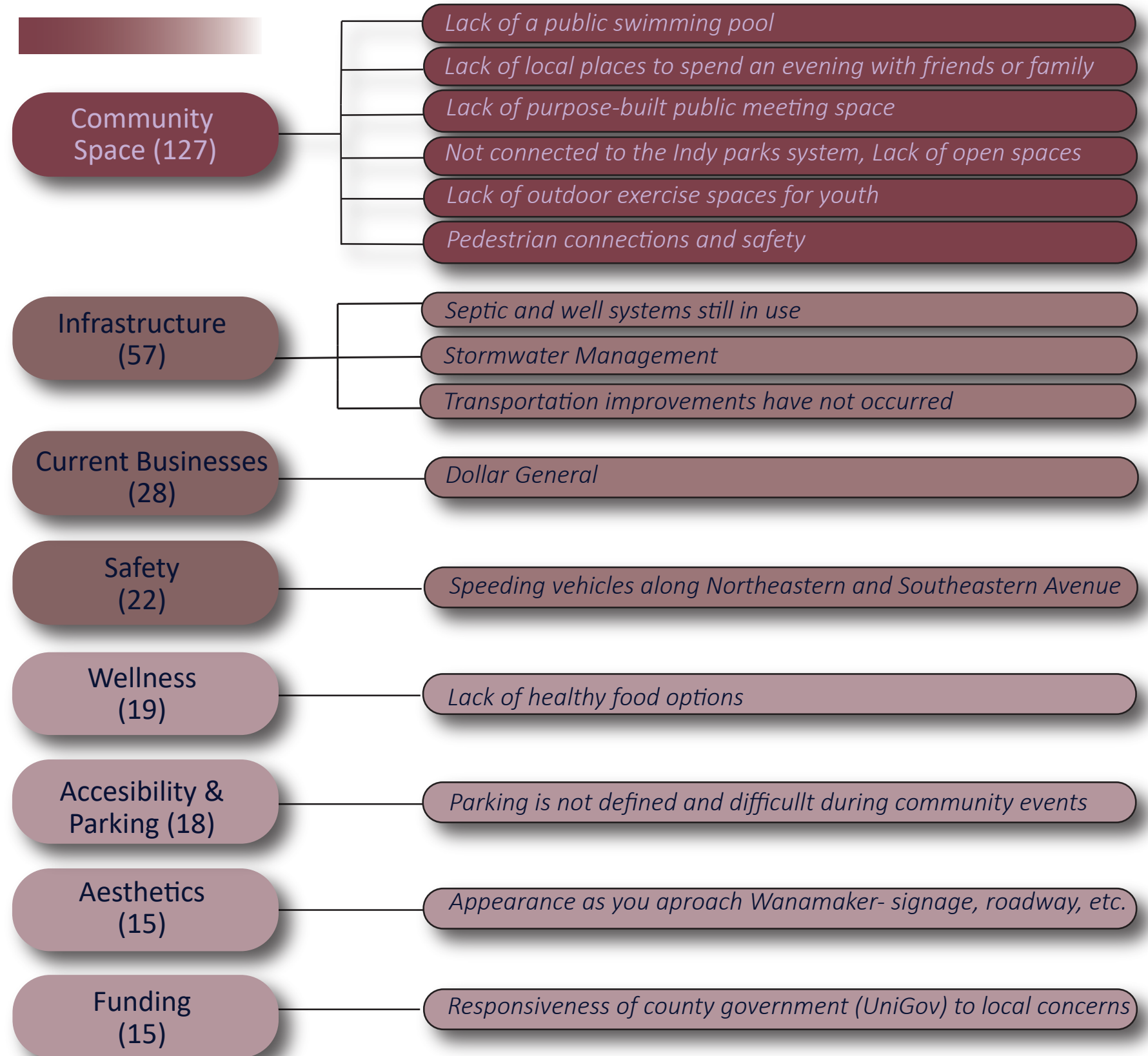
Transportation improvements to widen the former rural roadways have not yet occurred. Cars tend to speed along all primary roadways, causing safety issues for pedestrians and other vehicles. Stormwater management is an issue, and flooding concerns along the Big Run Creek, which crosses Northeastern Avenue near Downtown Wanamaker, were stated.

The architectural aesthetics are not fully compatible throughout Downtown Wanamaker, and some buildings that are compatible need improvement and maintenance, which detracts from the overall charm of the other Wanamaker buildings and properties. Additionally, the Unigov city-county government can be challenging in responding to local needs and issues.



Looking North on Southeastern Ave.

Weaknesses



4.2.3 OPPORTUNITIES

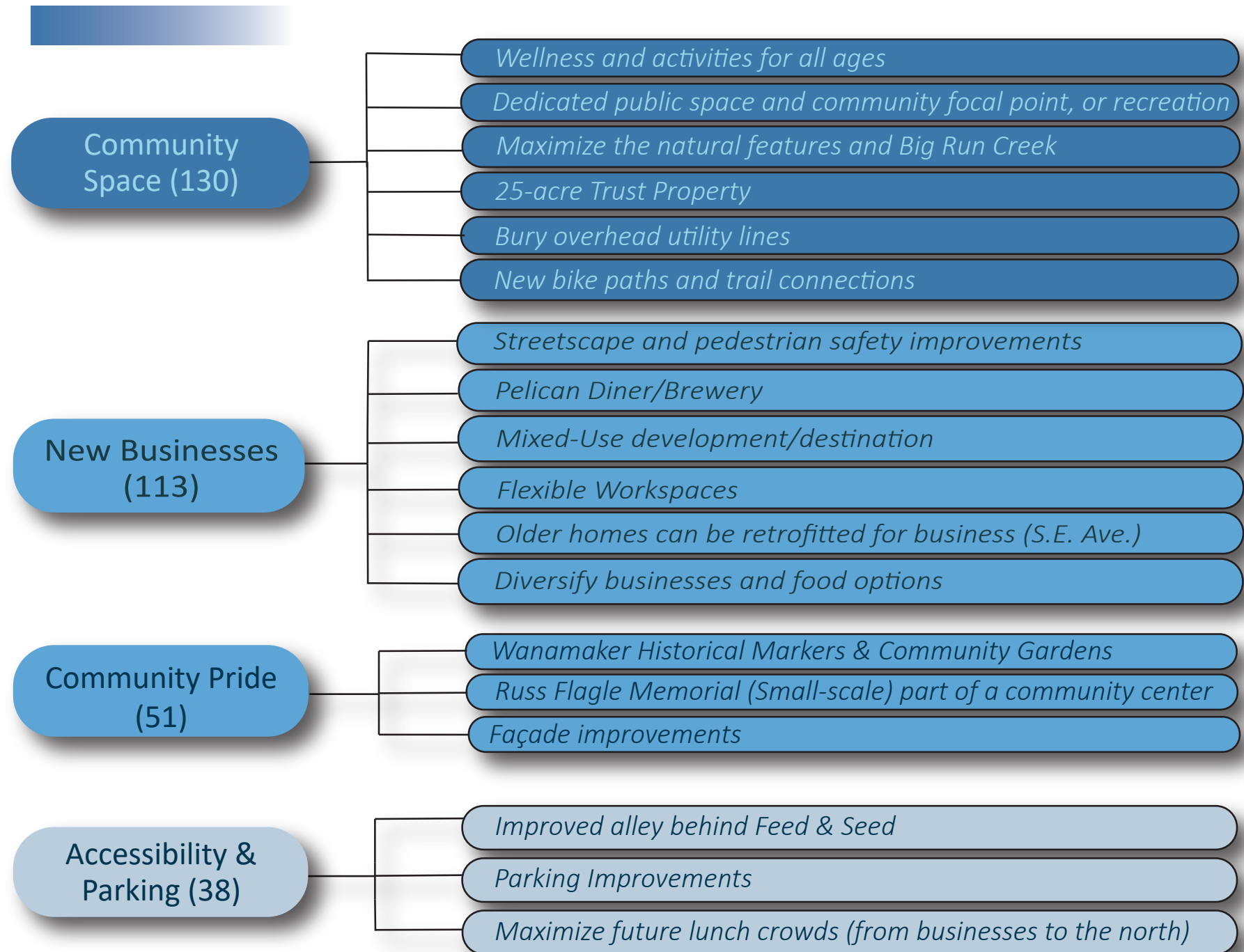
Wanamaker residents desire more public amenities and show a strong interest in supporting numerous improvements to the area. Stakeholders see the lack of public spaces and programming as a significant opportunity to meet this need and support a growing population. Dedicated public spaces or community focal points are widely supported and should provide possibilities and activities for all ages.

Big Run Creek has natural features that can be enhanced and prioritized to provide linear park features and safe connections that promote a healthy community. The 25-acre Trust Property is a fantastic asset for Wanamaker to make something unique for the community to showcase its rich history and strong heritage and to draw patrons from the greater Indianapolis region.

Decision-making regarding upcoming development can be intentional, such as improving community aesthetics for storefronts, promoting cohesive signage standards and wayfinding schemes, and establishing collaborative parking areas. Improvements can be made along the streetscape to include dedicated bike paths, trail connections, streetscape beautification, and pedestrian safety improvements, all of which are opportunities the community agrees on.

Stakeholders expressed a desire for unique businesses that serve residents and can also draw in visitors. Establishments such as breweries, flexible cooperative workspaces, and local restaurants were identified. Putting new businesses in a mixed-use development can create a destination feel, but retrofitting older homes to support businesses can ensure that the small-town feel part of Wanamaker will endure.

Opportunities



Public Forum #1, April 5, 2023

4.2.4 THREATS

Fast food chain establishments and big-box retail are perceived as a significant threat to the long-term future of Wanamaker. These auto-oriented businesses also demand more extensive parking areas, which can be unsightly and take up valuable real estate that can be used to serve the public and local community better.

The few non-maintained and dilapidated buildings that continue without investment in Wanamaker are perceived to deter additional development in Downtown. Additionally, stakeholders feel that the older housing stock that has not been well-maintained will further detract from the visual appearance of Wanamaker. Without reinvestment and repair, this can eclipse the positive impression most businesses in Wanamaker have established.

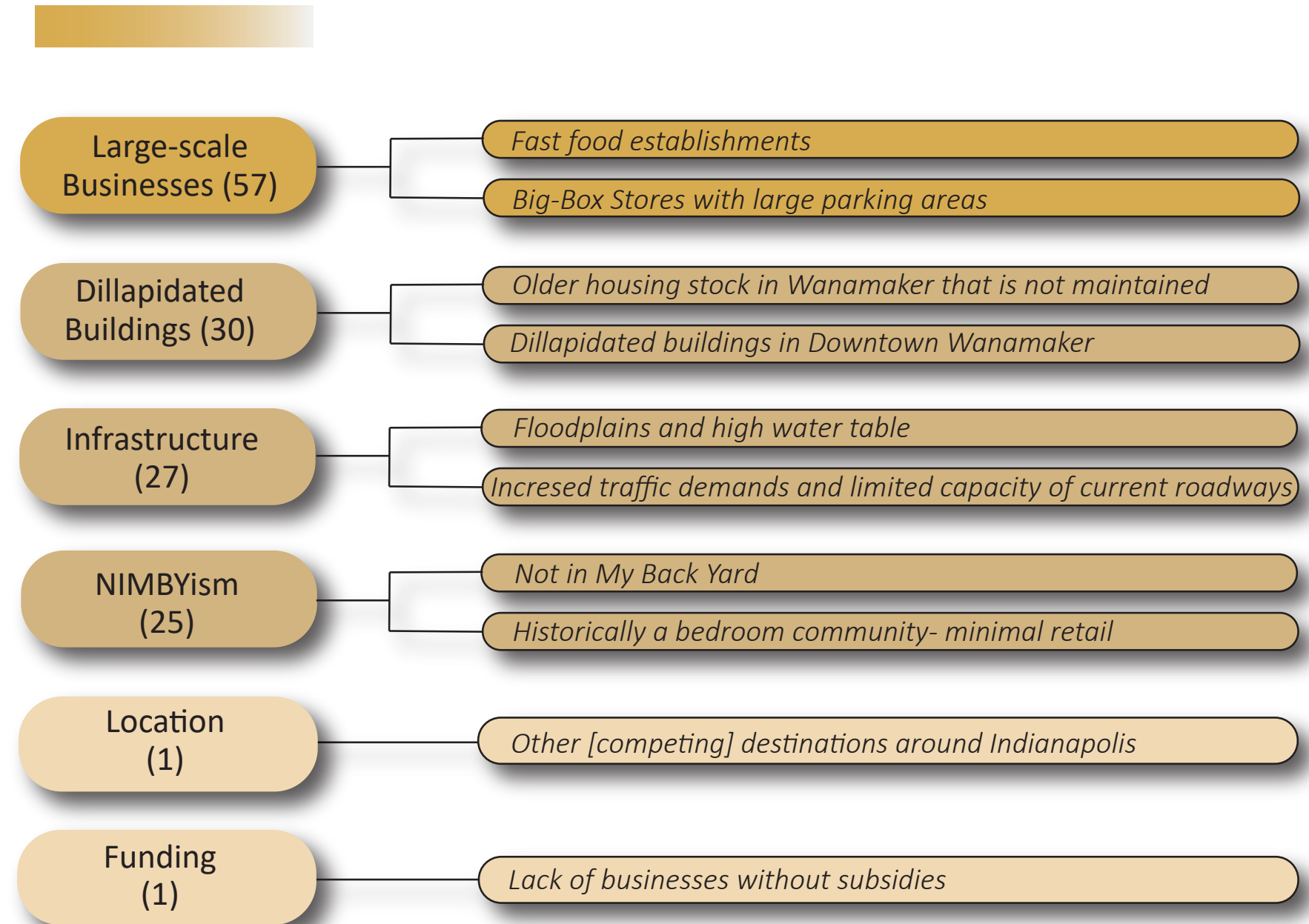
Floodplains and a high water table are natural environmental constraints in several areas. These issues will worsen or create a public safety issue if unaddressed. Part of these issues are related to stormwater management infrastructure. Other infrastructure concerns are primarily related to traffic congestion and safety due to the limited capacity of the existing two-lane roads. Wanamaker must continue to create an enduring brand and experience that encourages visitors to come to this town rather than competing destinations in the region.

Additionally, NIMBYism (Not In My Back Yard) is perceived to potentially limit future development within Wanamaker due to its historically small-town feel and rural heritage. This is why all new development must respect current development patterns and architectural styling cues and be smaller in scale than typical auto-oriented suburban development. To fully embrace Wanamaker's unique feel, development should be on a smaller scale and pedestrian-focused.



Dilapidated house on Southeastern Avenue, to soon be demolished.

Threats



4.3 PLANNING ANALYSIS

The planning analysis combines the observations provided throughout the planning process and those identified by the planning team. The planning analysis is shown at the study area level in Figure 4.1 and at a more detailed analysis focusing on Downtown Wanamaker provided in Figure 4.2. Together, these maps help to summarize the community input which are important considerations when formulating the goals and objectives of this Community Master Plan.

The planning analysis identifies the primary paths, nodes or centers of activity, and the districts that make up the built environment of Wanamaker. This summary also highlights physical barriers such as I-74 and the Big Run Creek riparian corridor and floodplain, which must be considered when planning for the future.

Wanamaker has a walkable downtown with adjacent neighborhoods, which can be enhanced with improved pedestrian connections to include a well-connected sidewalks system and additional dedicated trails and bikeways. The 1/4 mile and 1/2 mile radius are shown in the analysis, with each representing a 5-minute and 10-minute walk, respectively, from the intersection of Southeastern Avenue and Northeastern Avenue. Walkability is a tremendous asset for Wanamaker, and enhancements that address pedestrian safety, traffic calming, with improved wayfinding and parking access will help increase the overall attractiveness of Wanamaker, its public spaces and businesses.



Old Settler's Day Street Fair & Classic Car Show, 2023



Old Settler's Day Street Fair & Classic Car Show, 2023



Old Settler's Day Street Fair & Classic Car Show, 2023



Old Settler's Day Street Fair & Classic Car Show, 2023, Community Master Plan on display for public review and commentary



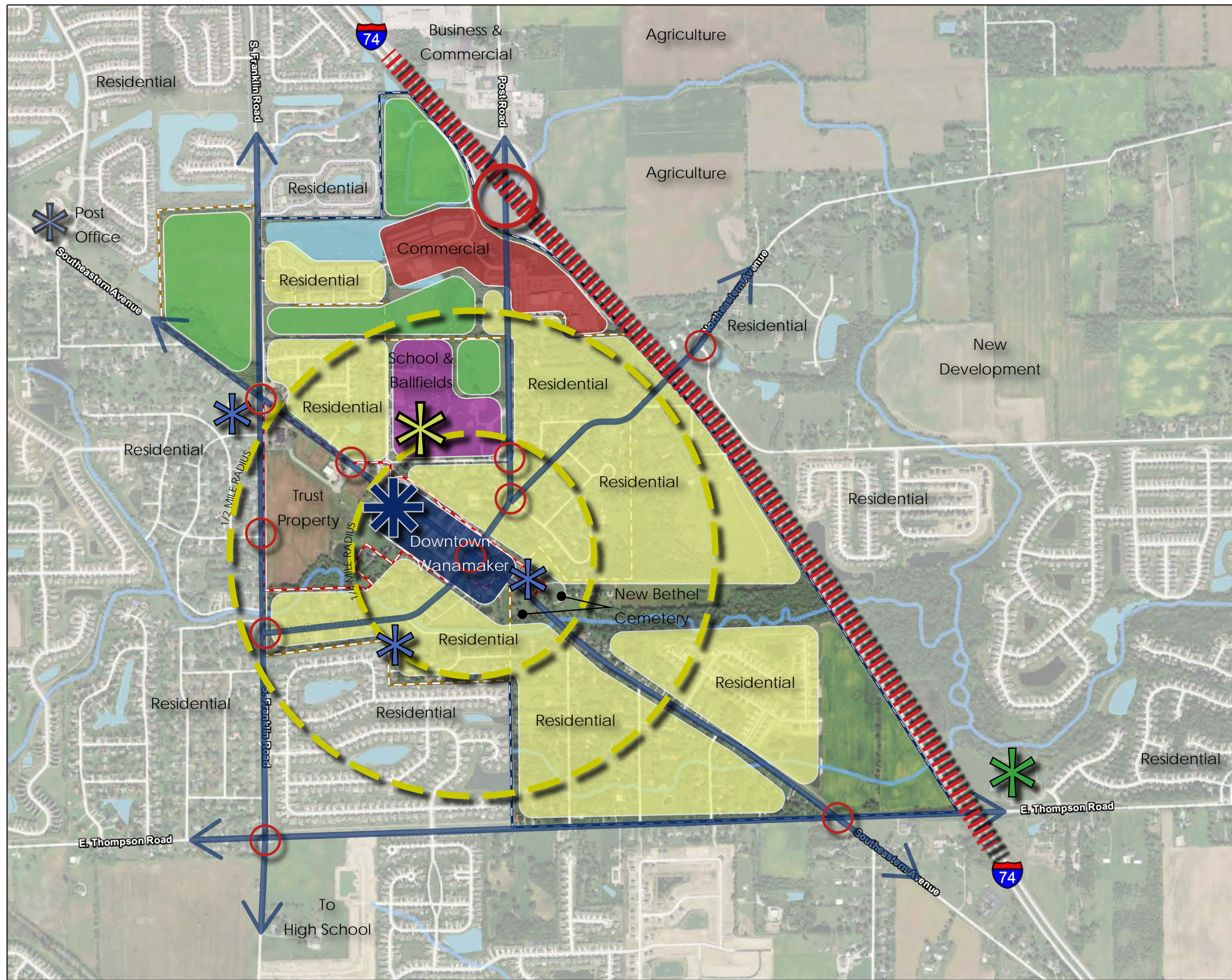
Old Settler's Day Street Fair & Classic Car Show, 2023, Community Master Plan on display for public review and commentary

Figure 4.1

Study Area Planning Analysis

Legend

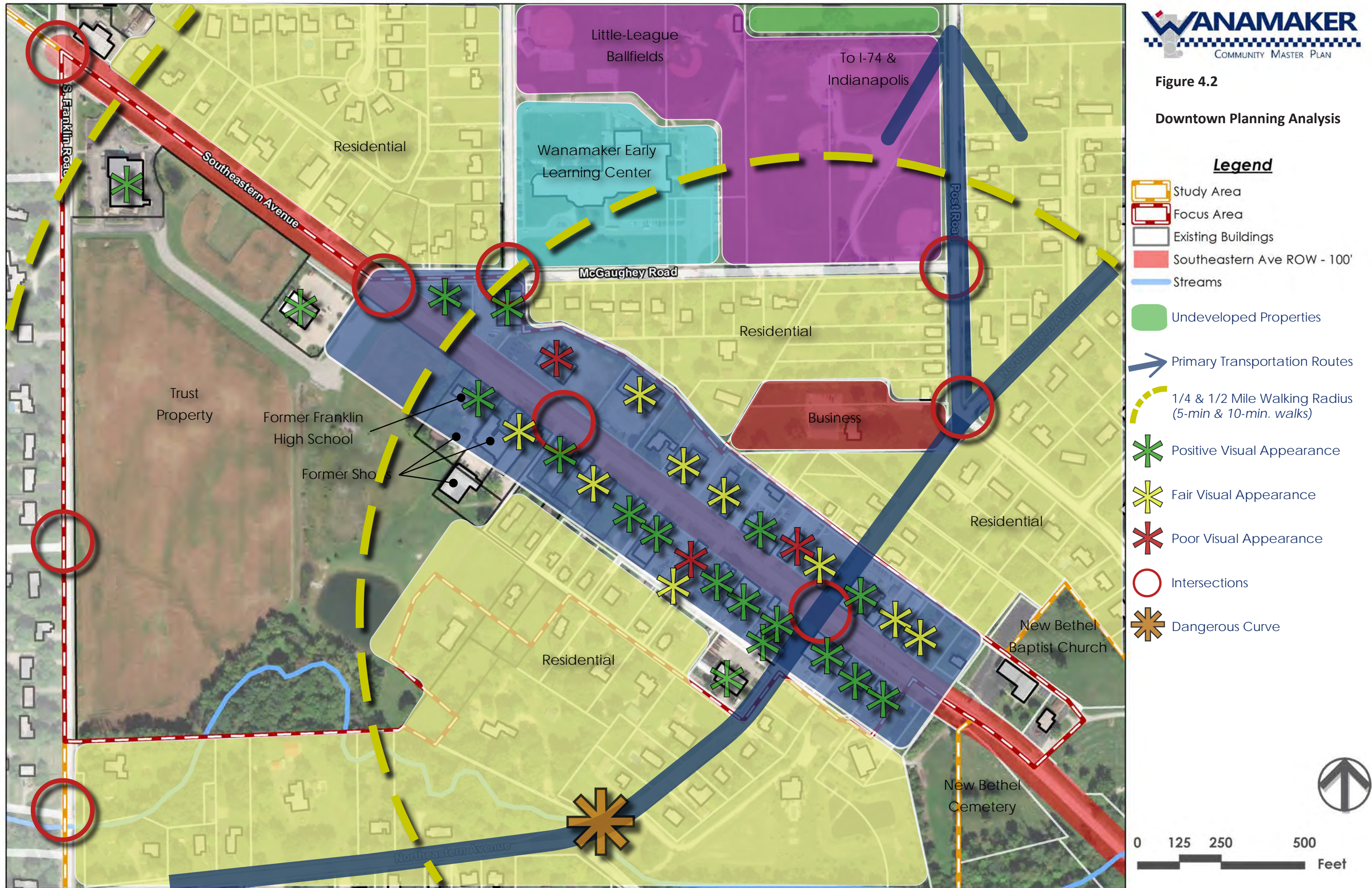
-  Influence Area
-  Study Area
-  Focus Area
-  Waterbody
-  Streams
-  Undeveloped Properties
-  Primary Transportation Routes
-  1/4 & 1/2 Mile Walking Radius (5-min & 10-min. walks)
-  Downtown Wanamaker
-  Churchs
-  School
-  Park
-  Primary Intersections
-  I-74 (Barrier)



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Figure 4.2

Downtown Planning Analysis



Legend

- Study Area
- Focus Area
- Existing Buildings
- Southeastern Ave ROW - 100'
- Streams
- Undeveloped Properties
- Primary Transportation Routes
- 1/4 & 1/2 Mile Walking Radius (5-min & 10-min. walks)
- Positive Visual Appearance
- Fair Visual Appearance
- Poor Visual Appearance
- Intersections
- Dangerous Curve

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4.4 GOALS & OBJECTIVES

The planning team prepared the following goals and objectives based on the focus group interviews and Steering Committee feedback. The team will revise based on Steering Committee feedback before Public Forum #1, allowing the community to provide feedback and comments and help prioritize the importance of each goal and objective.

The goals focus on Wanamaker's public aspects, the Trust properties, and the public ROW. The goals and objectives are intended to guide all development and to catalyze private development and investment in Wanamaker.

The following goals and objectives will be supported by more specific recommendations, which will be formulated during the Planning Workshop. These recommendations provide additional details implementing the objectives, which then build to achieve the overall goals and the ultimate community vision for Wanamaker. Some recommendations might be able to help achieve multiple objectives or goals, and that goal alignment is part of the review process that will be conducted at both public forums. Below are the preliminary goals and objectives for the Wanamaker Community Master Plan:

1. Maintain and enhance the local charm of Wanamaker:

- Celebrate history and community pride through seasonal display of flags, banners, wreaths, etc.
- Define architectural guidelines that help to preserve and enhance existing buildings
- Discourage big-box development that is out of scale for Wanamaker

2. Attract new complementary businesses to Wanamaker:

- Encourage local mom-and-pop-businesses
- Improve Trust properties and provide opportunities for new development
- Connect to neighborhoods and public spaces

3. Establish a community gathering space and public amenities:

- Establish a Wanamaker focal point for public gathering space and events for all seasons
- Support festivals, markets, food trucks, etc. with functional public areas
- Provide space for a small-scale Flagle memorial to celebrate the legacy of the Trust



Mac's Hair Place, a barber shop in Downtown Wanamaker

4. Promote a sustainable and healthy community:

- Improve pedestrian connections and safety
- Establish regional trail connections
- Implement Green Infrastructure and improvements to the natural systems
- Allow public spaces to be safe and inviting with amenities for all ages

5. Improve transportation routes and utility infrastructure to meet future demands:

- Establish an improved connection from Post Road to Franklin Road (Hanna Avenue connector)
- Provide enhanced streetscaping and traffic calming measures
- Update utility infrastructure in conjunction with development activities
- Complete alley system in downtown Wanamaker
- Improve pedestrian access and connectivity with enhanced safety measures

6. Establish an efficient and economically viable land use plan which complements existing and future development:

- Encourage mixed-use development (Live-Work-Shops) adjacent to community gathering space
- Complement existing businesses in Wanamaker by providing a variety of development options
- Ensure adequate parking is provided with appropriate connectivity and wayfinding

4.5 VISUAL PREFERENCES

4.5.1 Public Forum Results

Downtown Wanamaker has a wide variety of architectural and streetscape styles. At the first public forum in April 2023, visual preferences of various topics were displayed for participants to react to. The reason for this was to find any clear preferences toward certain styles of the existing built environment so that this could inform potential design guidelines for new construction.

Participants used colored stickers to indicate their opinions on the various styles represented through recognizable buildings in Downtown Wanamaker. Green for like, yellow for neutral, and red for dislike. It is worth noting that some participants may have voted based primarily on factors unrelated to aesthetics. For example, some attendees may have placed a sticker because they like the business that occupies a building or they like the history of the place rather than a stylistic preference. However, some conclusions can still be drawn from the aggregate data. The following sections summarize the visual preferences.



Visual Preference Station, April 5, 2023 Public Forum #1



Visual Preference Station, April 5, 2023 Public Forum #1



4.5.2 Architecture Styles Preferences

Colonial Revival

The original New Bethel School was built in 1882, was once a residence, and is currently occupied by several businesses. It has lost its cupola, which detracts from its Colonial appearance; however, this architectural style is the highest rated.

Greek Revival

The New Bethel Baptist Church, constructed in 1917, has been a community icon for nearly a century and is probably the most imposing structure in Wanamaker. It has a modern addition from 1958, including an auditorium, classrooms, and a nursery.

Agricultural

The Wanamaker Feed & Seed and former grain elevator are just past the business district's main intersection and form an iconic silhouette in Wanamaker. This is just one example of a long-standing business that has supported multiple generations over many decades of operation.

Victorian

This mixed-use commercial building was originally a residence, built around 1890, and has been renovated and added onto various times to try to increase the Victorian composition while expanding the footprint.

Modern

Built around 1920 as a grocery store, this building was remodeled in 1952 and is now used for retail and office. Located in one of the most prominent locations in Wanamaker, the Allied Appliances Company plate glass windows, streamlined awning, and graphic signage are symbols of the eclectic architecture while representing community pride due to the well-maintained and preserved neon signage and art-deco facade.



Colonial Revival



Greek Revival



Agricultural



Victorian



Western



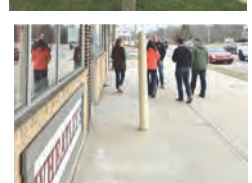
Utilitarian



Craftsman



Farmhouse



Modern



Commercial

4.5.3 Potential Developments

One of the most frequently mentioned themes identified throughout the planning process was the addition of public gathering spaces. Many participants have requested an outdoor area for events and public interaction, perhaps including an amphitheater and a direct connection to a community center building. Many want to see upgrades to the streetscape to improve the pedestrian and bicyclist experience and support a walkable and aesthetically pleasing business district. Members of the public have also requested a Farmers' Market and other regular outdoor programming for Wanamaker.

Attendees were shown images of potential developments, such as structures, landscapes, and programmatic uses, and asked to respond with positive or negative reactions. The potential development types included in the survey were:

- Amphitheater
- Gathering Space
- Plaza
- Farmers' Market
- Bikeways and Trails
- Streetscapes
- Pergola



Steering Committee Meeting in May, 2023



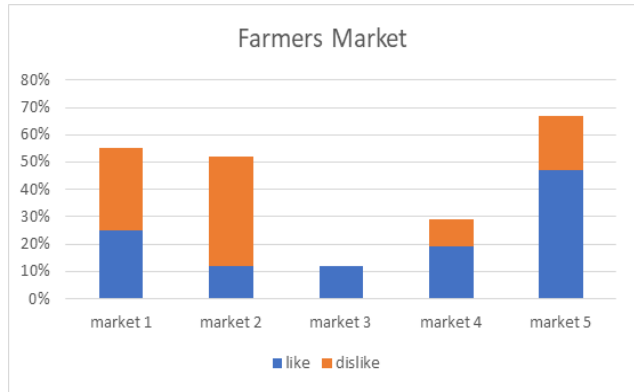
Trust Property looking north towards Southeastern Avenue



Recent improvements to the alley for parking and public amenities

Farmers' Markets

Most attendees preferred the aesthetic of the image of Cincinnati's Findlay Market permanent farm shed building. However, many also liked the look of the temporary market using pop-up tents along a closed street. A covered market could be used for other purposes on non-market days, allowing the market to operate more easily during inclement weather. Closing Southeastern Avenue for such a market may not be possible, but using a perpendicular street could be possible. The most cost-effective and convenient way to create this program would be to use a parking lot or plaza.



Visual Preference Results, Public Forum #1



Market 5



Market 1



Market 4



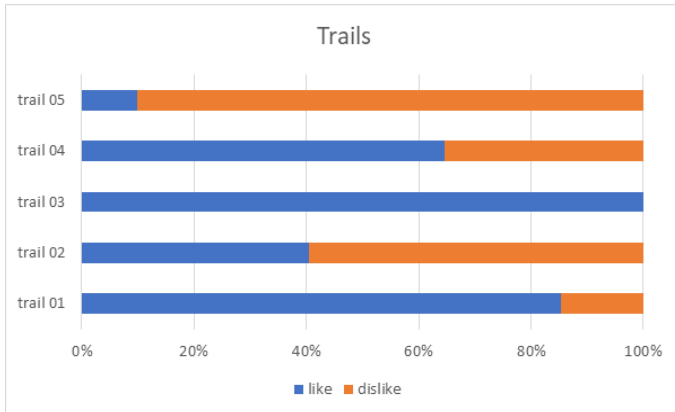
Market 3



Market 2

Bikeways and Trails

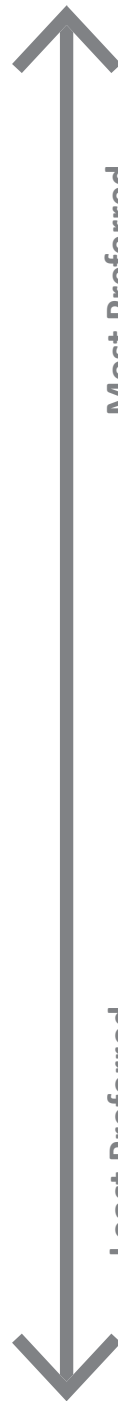
With nearly universal appeal, these two images of meandering trails through wooded areas align with comments received during the stakeholder interviews where residents wanted more opportunities for safe and attractive exercise and recreation.



Trail Preference Results, Public Forum #1

Streetscapes

The streetscapes pictured below elicited the most positive response based on participant votes. They accentuate the street trees, landscaped areas, connected sidewalks, and pedestrian-scale development patterns.



Trail 03



Trail 01



Trail 04



Trail 02

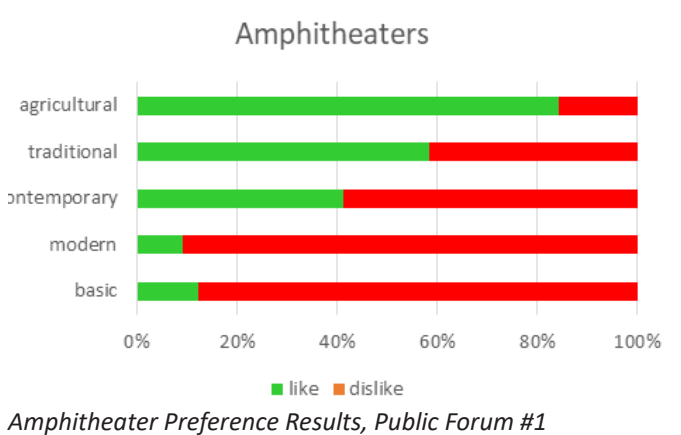


Trail 05



Amphitheater

Participants in the survey had a distinct preference for the agricultural or rural aesthetic of the Riverside Park Amphitheater in Rushville, Indiana. The simple gabled roof and gabled brackets are reminiscent of the historic farmhouses found throughout Wanamaker, and the barns of rural Franklin Township.



Agricultural



Traditional



Contemporary



Modern



Basic

Potential Updates

Gathering Spaces

The clear favorite among the images of gathering spaces was this urban space built among low-rise buildings in a small town with festoon lighting and trees providing a sense of enclosure and unique pavement treatments helping define the space.

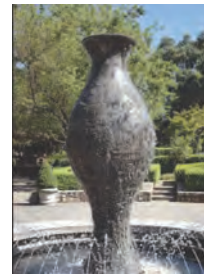


Gathering Space

Public Art

For public art displays, the attendees gave nearly the same number of votes for the sculptural fountain and the playful mural. Both would be ideal installations for Wanamaker, with fountains acting as natural gathering places and stimulating multiple senses and murals creating visual draws while helping establish a place's identity through their subject matter.

Public Art



Pergola

By far the favorite pergola among those shown, this rustic structure provides shade for picnics, events, and informal gatherings. Something similar could fit in nicely with Wanamaker's rural location, with Wheatley's providing similar covered outdoor seating behind the establishment.

Structures



Plazas

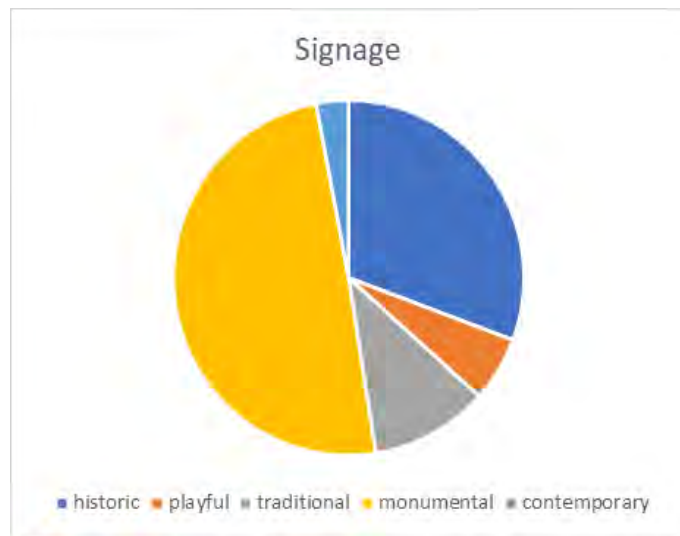
None of the plaza images seemed to resonate with participants; the majority had nearly equal like-to-dislike ratio or were clearly disliked. Perhaps the best takeaway is that respondents did not like the large expanses of brick with no vegetation or relief and disliked the futuristic rendering of a plaza with green roofs and amorphous forms.

Plaza



Signage

Most attendees gravitated toward the monumental signage as depicted in the photo of Whiting, Indiana's gateway sign.



Signage Preference Results, Public Forum #1



Monumental



Historical



Traditional



Playful



Contemporary

Streetscape Amenities

Downtown Wanamaker has few examples of street furniture items like street lights, benches, planters, and wayfinding signage. The streetlights are typical highway overhead lights on utility poles, the signage is standard-issue, and there is a single post office box. Most benches and planters appear purchased by businesses and placed near their storefront; thus, they are not cohesive in style, color, or material. Many utility poles have flag holders with American flags attached which adds character and can be routinely updated for the various seasons.

Benches

There was a clear preference for the modern bench which was depicted as black powder-coated steel, perhaps due to the design's simplicity and ease of maintenance. Something similarly versatile would work well with many design aesthetics.

Planters

The most contemporary of the planters was the favorite among participants. Its clean lines and subtle curves are modern yet classic and a similar planter could last many years if made of durable materials and well-maintained.

Pedestrian Scale Lamps

A majority of respondents preferred the more industrial-style streetlamp. Also depicted with a black powder-coated finish, this modern take on an industrial light fixture would fit well with most design guidelines, especially given the rural context.

Bike Racks

Results were less evident for the preferences on bike rack styles with the artsy and playful versions receiving similar scores. This could indicate the desire for attendees to promote local identity and sense of place through these practical pieces of art.

Benches



Modern

Planters



Contemporary

Lamps



Industrial

Bike Racks



Artsy



DEVELOPMENT STRATEGY



5 DEVELOPMENT STRATEGY

Wanamaker has historically provided local establishments and Downtown amenities for the surrounding region, with a tight-knit community and a strong heritage. Franklin Township and the area surrounding Wanamaker have seen tremendous growth in recent decades, and what was once agriculturally-focused has become a suburban residential community.

To protect the heritage and character of Wanamaker, it is important to encourage the current mixture of businesses and uses with enhancements that promote safety and convenience. The scale of development is key to the charm of Wanamaker, and maintaining that scale must be considered for new development. In addition to new development, preserving the existing residential neighborhoods is extremely important.

To meet the goals of the Wanamaker Community Master Plan and to maintain and protect Wanamaker’s identity, it has been designated as Village Mixed-use typology. The Village Mixed-use land use designation is described below as defined by the Marion County Land Use Plan 2019:

The Village Mixed-use typology creates neighborhood gathering places with many small businesses, housing types, and public facilities. This typology is intended to strengthen existing, historically small town centers and to promote new neighborhood centers. Businesses in this typology serve adjacent neighborhoods rather than the wider community. This typology is compact and walkable, with parking at the rear of buildings. Buildings are one to four stories tall, with entrances and large windows facing the street. Pedestrian-scale amenities such as lighting, landscaping, and sidewalk furniture also contribute to a walkable environment in this typology. Uses may be mixed vertically in the same building or horizontally along a corridor. Public spaces like pocket parks and sidewalk cafes are small and intimate. This typology has a residential density of 6 to 25 units per acre.



Indiana Dog Fence on Southeastern Avenue



Patio Outside of Ordinary Pizza on Southeastern Avenue



Exclusives Salon & Spa on Southeastern Avenue

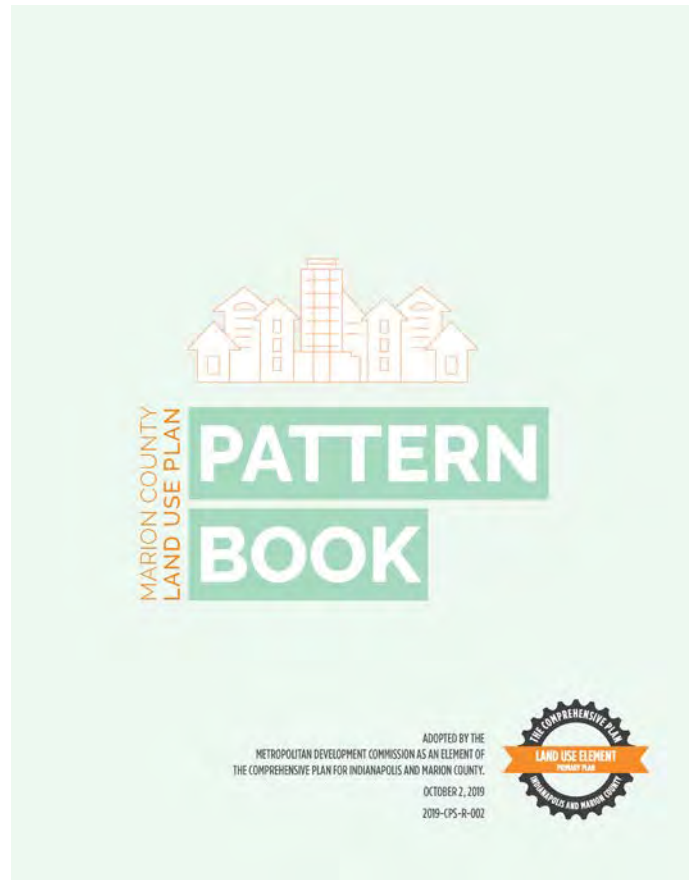
5.1 FUTURE LAND USE PLAN

The Future Land Use Plan for the area surrounding Wanamaker is illustrated in Figure 5.1, with Village Mixed-use designated for the study area and Downtown Focus area. Figure 5.2 zooms into the Village Mixed-use (Study area), including the residential neighborhood overlays and institution-oriented Mixed-use for the Wanamaker Early Learning Center (WELC) and associated sports fields.

The influence area is a mixture of land uses defined in the comprehensive plan for Indianapolis and Marion County, which is broken down into seven comprehensive plan elements as listed below. The Wanamaker Community Master Plan will incorporate the recommendations from the Comprehensive Plan, while updating accordingly to fit the desires of the Wanamaker community.

5.1.1 Future Land Uses

The land use element of the comprehensive plan, the Land Use Plan Pattern Book, describes the following land uses. These descriptions have not been modified, and the source document can be found here: https://xmaps.indy.gov/ODP/GIS_Apps/Documents/PlanIndy/ResolutionDocs/2019CPSR002_LandUsePatternBook.pdf



COMPREHENSIVE PLAN ELEMENTS:

- VISION AND VALUES
- LAND USE**
- TRANSPORTATION
- PARKS, RECREATION, OPEN SPACE
- NEIGHBORHOOD AND HOUSING STRATEGY
- RESILIENCY
- SPECIFIC AREA

Source: *The Comprehensive Plan for Indianapolis and Marion County*

Rural Neighborhood

The rural or estate neighborhood typology applies to rural or agricultural areas and historic, urban areas with estate-style homes on large lots. In both forms, this typology prioritizes the exceptional natural features – such as rolling hills, high-quality woodlands, and wetlands – that make these areas unique. Development in this typology should work with the existing topography as much as possible. Typically, this typology has a residential density of less than one dwelling unit per acre unless housing is clustered to preserve open space.



House on Northeastern Avenue with a large lot

Suburban Residential

The suburban neighborhood typology is predominantly made up of single-family housing but is interspersed with attached and multifamily housing where appropriate. Various neighborhood-serving businesses, institutions, and amenities should support this typology. Natural corridors and natural features such as stream corridors, wetlands, and woodlands should be treated as focal points or organizing systems for development. Streets should be well-connected, and amenities should be treated as landmarks that enhance the navigability of the development. This typology generally has a residential density of 1 to 5 dwelling units per acre. Still, a higher density is recommended if the development is within a quarter mile of a frequent transit line, greenway, or park.



Bethel Creek subdivision

Multi-family (Traditional Neighborhood)

The traditional neighborhood typology includes a full spectrum of housing types, ranging from single-family homes to large-scale multifamily housing. The development pattern of this typology should be compact and well-connected, with access to individual parcels by an alley when practical. Building form should promote the social connectivity of the neighborhood, with clearly defined public, semi-public, and private spaces. Infill development should continue the existing visual pattern, rhythm, or orientation of surrounding buildings when possible. A wide range of neighborhood-serving businesses, institutions, and amenities should be present. Ideally, most daily needs are within walking distance. This typology usually has a residential density of 5 to 15 units per acre. Still, a higher density is recommended if the development is within a quarter mile of a frequent transit line, greenway, or park.



Franklin Cove Apartment Complex on Franklin Road

Special Use

The special use category represents religious, cemetery, historic landmark, and other uses that represent these aspects of a community. Specific to Wanamaker, this area includes the New Bethel Baptist Church and Cemetery, and the Founders Cemetery.

Office Commercial

The office commercial typology provides for single and multi-tenant office buildings. It is often a buffer between higher-intensity land uses and lower-intensity land uses. Office commercial development can range from a small freestanding office to a major employment center. This typology is intended to facilitate medical and dental facilities, education services, insurance, real estate, financial institutions, design firms, legal services, and hair and body care salons.

Regional Commercial

The regional commercial typology provides for general commercial and office uses that serve a significant portion of the county rather than just the surrounding neighborhoods. Uses are usually in large freestanding buildings or integrated centers. Typical examples include shopping malls, strip shopping centers, department stores, and home improvement centers.

Heavy Commercial

The heavy commercial typology provides for consumer oriented general commercial and office uses that exhibit characteristics incompatible with less intensive land uses. Exterior operations, sales, and display of goods often dominate them. Examples include vehicle sales and commercial lumber yards.



Hair by Lexi and Cheeky Chic Studio on Southeastern Avenue



Store Signage on Southeastern Avenue



Back Porch Garden & Pool Center

Village Mixed-Use

The village Mixed-use typology creates neighborhood gathering places with a wide range of small businesses, housing types, and public facilities. This typology is intended to strengthen existing, historically small town centers and to promote new neighborhood centers. Businesses in this typology serve adjacent neighborhoods rather than the wider community. This typology is compact and walkable, with parking at the rear of buildings. Buildings are one to four stories tall, with entrances and large windows facing the street. Pedestrian-scale amenities such as lighting, landscaping, and sidewalk furniture also contribute to a walkable environment in this typology. Uses may be mixed vertically in the same building or horizontally along a corridor. Public spaces in this typology are small and intimate, such as pocket parks and sidewalk cafes. This typology has a residential density of 6 to 25 units per acre.

Conditions for All Land Use Types (Village Mixed-Use)

All land use types except small-scale parks, community farms, and gardens in this typology are encouraged to have adequate connectivity to municipal water and sanitary sewer, if available.

All development should include sidewalks along the street frontage.

Master-planned developments encourage block lengths of less than 500 feet or pedestrian cut-throughs for longer blocks.

Contributing historic buildings should be preserved or incorporated into new development where possible.

Conditions for All Housing (Village Mixed-Use)

Housing should be within a one-quarter-mile distance (using streets, sidewalks, and/or off-street paths) of a school, playground, library, public greenway, or similar publicly-accessible recreational or cultural amenity.

Housing should be oriented towards the street with a pedestrian connection from the front door to the sidewalk. Drive-ways and parking areas do not qualify as a pedestrian connection.



Mixed retail



Focus Therapeutic Massage



State Farm Offices



Suburban Residential Land Uses along Southeastern Avenue, south of Downtown Wanamaker

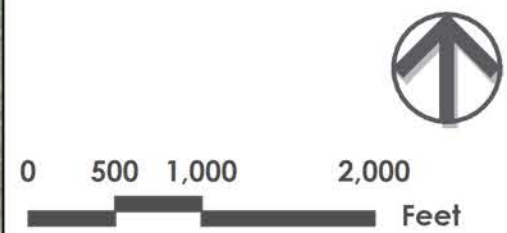
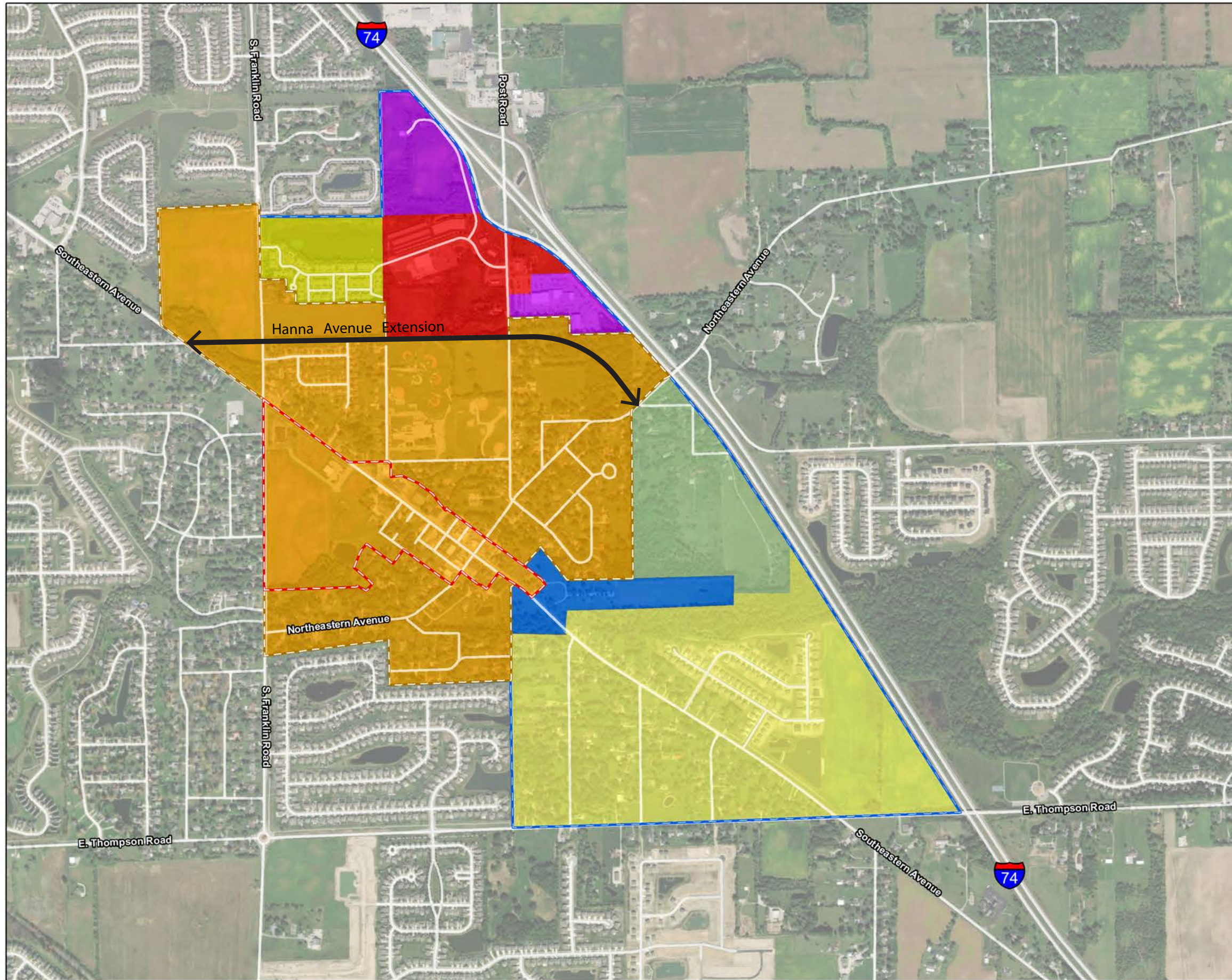


Looking south along Hittle Drive across Thompson Road towards newer suburban residential development, showing a disconnected sidewalk

Figure 5.1
Future Land Use Plan

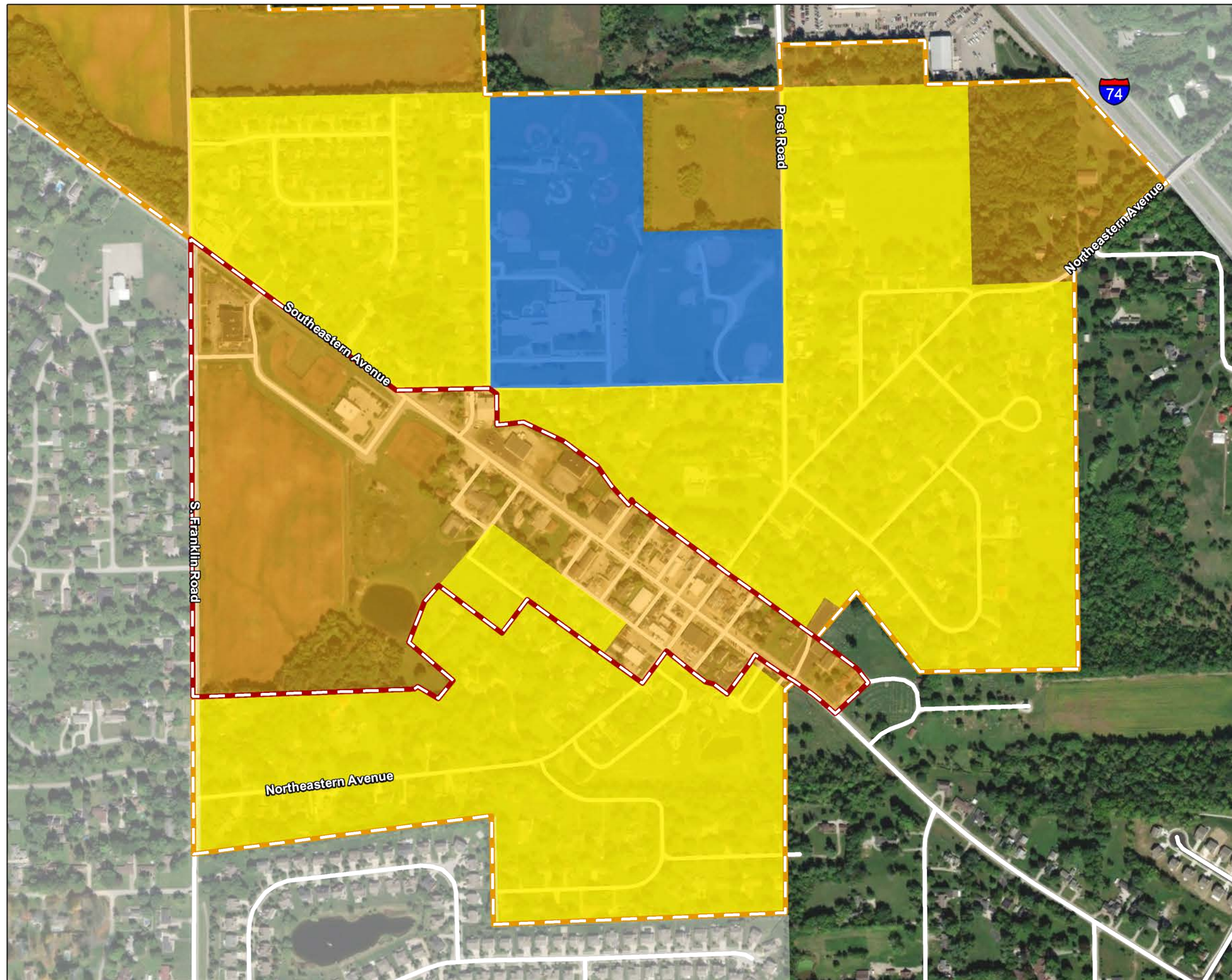
Legend

-  Influence Area
-  Study Area
-  Focus Area
- Future Land Use Plan**
-  Rural Neighborhood
-  Suburban Residential
-  Multi-Family
-  Special Use
-  Regional Commercial
-  Heavy Commercial
-  Village Mixed Use



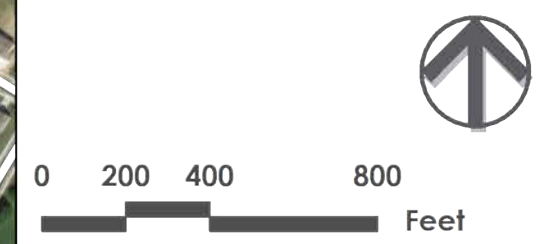
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Figure 5.2
Village Mixed-use with Overlays



Legend

- Study Area
- Focus Area
- Village Mixed-Use Land Uses
- Village Mixed-Use Overlays**
- Institution-Oriented Mixed-Use
- Single-Family Residential



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5.1.2 Wanamaker Community Master Plan Recommendations

The recommendations of the Wanamaker Community Master Plan are to maintain the Village Mixed-use land use category, as described in the Land Use Plan Pattern Book. The Village Mixed-use designation allows ample flexibility, focusing on safe pedestrian connections that promote a healthy life-style while preserving the heritage of Wanamaker.

While residential uses are allowed within Village Mixed-use, the Wanamaker community desires more commercial, office, and entertainment establishments that complement the existing uses of Wanamaker. Additional civic spaces, public plazas and parks are also desired, with convenient parking facilities and wayfinding. The following appropriate uses are from the Land Use Plan Pattern Book.

Wanamaker Village Mixed-Use Appropriate Uses

The following uses are appropriate for the Study area and Downtown focus area, as described in the Land Use Plan Pattern Book for the Village Mixed-use land use designation.

Detached Housing

- For new construction, the house should extend beyond the front of the garage.
- Vehicular access to garages should be encouraged from the side, rear, or be detached from the main structure to maintain the traditional aesthetics so that the garage does not dominate the front facade.

Attached Housing

- Recommended without additional conditions.
- Small-scale Multi-family Housing.
- Mixed-use structures are preferred.
- Parking should be either behind or interior of the development.
- On-street parking should be provided where available.



The Freeman Law Office



Retherford Law Office



Dream Maker, a new business in Wanamaker

Bed and Breakfast

- It should be complementary to the character of the surrounding neighborhood in terms of materials, building placement, entrance location, and vehicle and service areas.

Small Offices, Retail and Personal/Professional Services

- Mixed-use structures are allowed and encouraged.
- Community-oriented restaurants, breweries, and establishments.
- Development of a small-business incubator.

Artisan Manufacturing and Food Production

- Should be in harmony with the character of the surrounding neighborhood in terms of materials, building placement, entrance location, and vehicle and service areas.
- Should include a commercial component that is open to the public.

Wanamaker Village Mixed-Use Inappropriate Uses

The following land uses are not recommended for new development within the Study area or Downtown Focus area unless adjacent to a similar use.

- Large-scale commercial or office development
- Large-scale places of worship
- Heavy manufacturing or industrial uses



Wanamaker Flower Shoppe and Bridal Shop



View towards Southeastern Avenue and the Dollar General



Angled parking along Southeastern Avenue

5.1.3 Village Mixed-Use Overlay Modifications

The following overlays are identified within the Wanamaker Study Area, as defined in the Land Use Plan Pattern Book. These include the Town Center (TC) Overlay and the Environmentally Sensitive (ES) Overlay.

The TC overlay is intended to help preserve historic neighborhood centers. It promotes development with robust pedestrian connectivity with a higher density than the surrounding land uses. The TC overlay is identified for Downtown Wanamaker and promotes multi-story construction with ground floor office, retail, or personal or professional services.

The ES overlay is applied to high-quality woodlands, wetlands, or other natural resources that must be protected. The ES overlay is meant to prevent or mitigate potential damage to these resources caused by development. This overlay is also appropriate for areas that present an opportunity to create a new environmental asset such as Big Run Creek.

The following overlays do not apply to Wanamaker:

- Transit-Oriented Development (TOD)
- Residential Corridor Reserve (RR)
- Industrial Reserve (IR)
- Airport Vicinity (AV)
- Critical Area (CA)



*House at the corner of Southeastern Avenue and Clark Drive
(Under Complete Renovation)*



Alley and the Wanamaker Feed & Seed



Harrison Street looking east from the Trust Property

5.2 FUTURE TRANSPORTATION PLAN

The Marion County Thoroughfare Plan is part of the Comprehensive Plan for Indianapolis and Marion County. It guides establishing a diverse transportation network with the right balance of accessibility and mobility. The thoroughfare plan classifies roadways, establishes design guidelines for all modes of transportation within the roadways, establishes requirements for ROW preservation, and identifies roadways for expansion or new terrain roadways.

Southeastern Avenue through Downtown Wanamaker has a 100-foot ROW, which has been a challenge with permits for businesses in Wanamaker. Existing buildings and exterior porches are within this 100 foot ROW, which requires additional coordination and permitting that has slowed development. It is recommended that the ROW through Downtown Wanamaker be adjusted to allow for expansion, remodeling, and outdoor seating of establishments to enhance vibrancy and activity on the streetscape.

The Future Transportation Plan is shown in Figure 5.3 on the following page. It shows a new road that will connect Hanna Avenue to Post Road, just north of the WELC and the sports fields. This connection will allow traffic to connect to Franklin Road directly from I-74 while alleviating traffic from Downtown Wanamaker and the surrounding residential neighborhoods.

This proposed new roadway will include approximately four new intersections and provide a wholly connected street network. Due to this proposed road extension and the connection with I-74, the land uses to the north are proposed for various uses, including commercial and office. These uses will complement Downtown Wanamaker and take advantage of new connections established in Franklin Township and this section of Marion County.



Southeastern Avenue looking northeast towards the intersection with Northeastern Avenue





Northeastern Avenue looking north towards Downtown Wanamaker

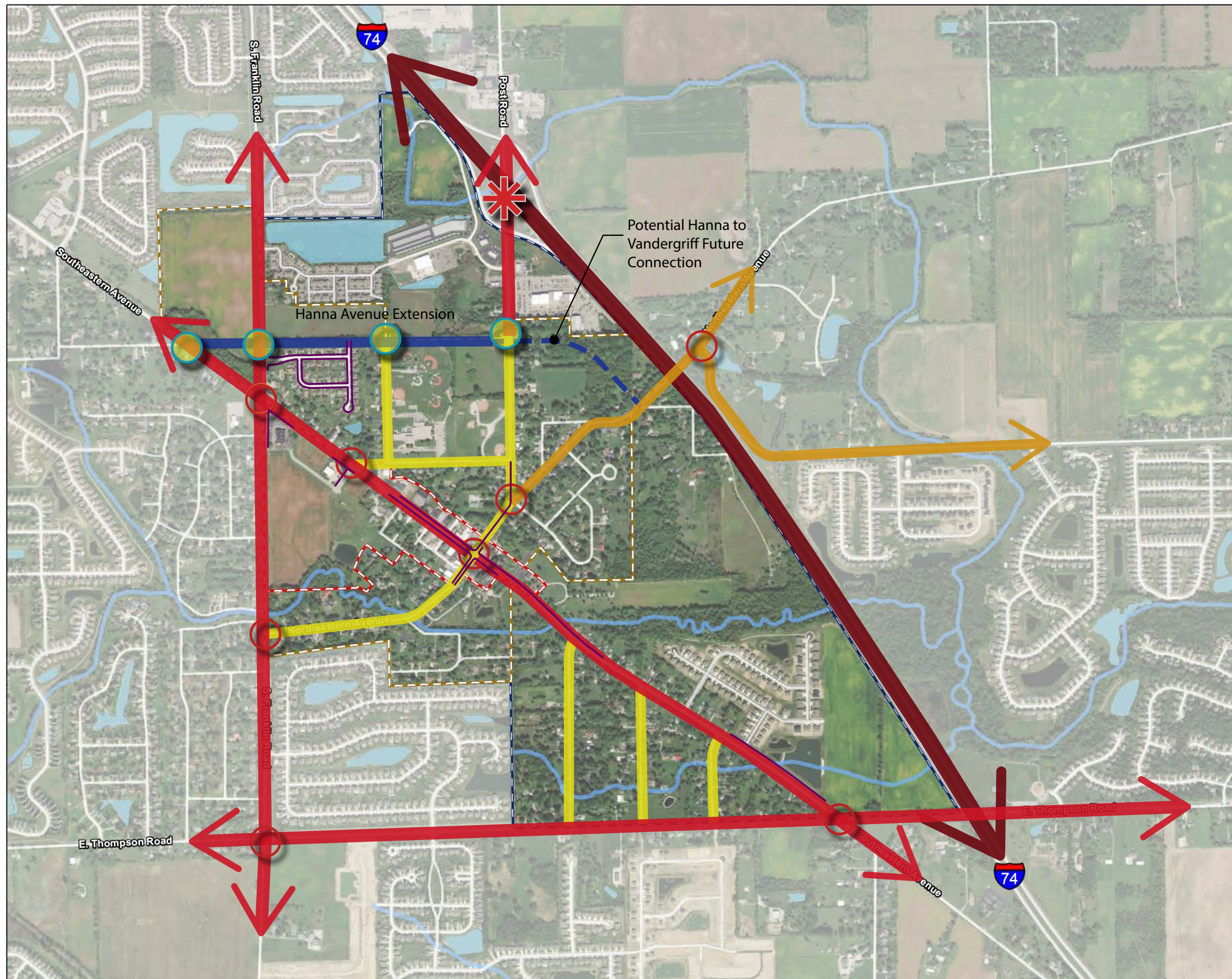


Franklin Road looking South towards Southeastern Avenue

Figure 5.3
Future Transportation Plan

Legend

-  Influence Area
-  Study Area
-  Focus Area
-  Waterbody
-  Streams
-  Sidewalks
-  Interstate
-  Primary Access Route
-  Secondary Connectors
-  Tertiary Roads
-  I-74 Interchange
-  Key Intersections
-  Hanna Avenue Extension with new Intersections



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5.3 CONCEPTUAL DEVELOPMENT PLANS

Three alternatives have been developed to show how Wanamaker and the Trust properties could possibly be developed to meet the intent of the Charitable Trust while meeting the goals of the Wanamaker Community Master Plan. Five concept plans were initially prepared and discussed with the Steering Committee at a workshop on May 25, 2023. This workshop's outcomes were to refine the three alternatives presented at the Old Settler's Day Street Fair.

5.3.1 Wanamaker Master Plan Goals

As previously identified, the goals are listed below, as each alternative was developed with these goals in mind. The two concept plans not selected by the Steering Committee did not meet these goals, and the three were selected and shown on the following pages. Below are the six goals for the Master Plan:

1. Maintain and enhance the local charm of Wanamaker.
2. Attract new complementary businesses to Wanamaker.
3. Establish a community gathering space and new public amenities.
4. Promote a sustainable and healthy community.
5. Improve transportation routes and utility infrastructure to meet future demands.
6. Establish an efficient and economically viable land use plan which complements existing and future development on other parcels in the study area.



Franklin Road Development Site (Trust Property)



Civic League Building

5.3.2 Recommendations

The following recommendations are organized into several categories. They are intended to guide development and used to make informed decisions on the appropriate scale and type of development for Wanamaker.

Land Uses & Development

- Development along Southeastern Avenue should continue to be a mixture of residential, retail, office, civic, and commercial uses.
- Small-scale neighborhood-based commercial development should be encouraged along Post Road south of McGaughey Road.
- Larger-scale commercial development should be encouraged along Post Road north of McGaughey Road.
- Restrict encroachment of commercial uses into the residential neighborhoods of Wanamaker Estates and Summerhill.
- The undeveloped parcel located east of Franklin Road (owned by the Trust) is planned for development to complement Downtown Wanamaker. Development should maintain building mass and scale similar to Downtown Wanamaker, while providing increased density with buildings ranging from 1-4 floors.
- Mixed-use buildings are encouraged with commercial or professional services on the ground floors and offices on the upper floors, with the potential for some upper-scale residential units.
- Setbacks along the eastern side of Franklin Road should respect the residential setbacks west of Franklin Road, with a landscaped area and a multi-purpose pathway. Vehicular parking may be between the building frontage and the landscape area along Franklin Road, and limited to one double row with more parking behind the building.
- Retail and office uses should follow the design guidelines and be designed in a pedestrian-friendly manner. Parking should be convenient to access from Franklin Road and Southeastern Avenue and heavily landscaped. A portion of this parcel is preferred to be designed for outdoor public and civic uses such as an amphitheater, open-air park, Farmers' Market, and other festivals and event spaces.



Franklin Road Development Site (Trust Property)



Sidewalk along Northeastern Avenue



Post Road looking north

- Preserve Downtown Wanamaker by encouraging the construction of the Hanna Avenue extension to divert commercial truck traffic around Downtown Wanamaker.

Access & Parking

- Parking lots should be provided to the side of or behind buildings fronting on Southeastern Avenue.
- Parking lots should be convenient and consist of on-street and off-street parking options.
- Future development within Downtown Wanamaker should promote pedestrian safety.
- Maintain existing grid, scale, and siting of buildings on lots with consistent setbacks.
- Wayfinding should be incorporated.



Parking lot behind Wheatley's

Pedestrian Connectivity & Trails

- Establish a uniform street scape along Southeastern Avenue with on-street parking, sidewalks, landscaping, and a two-way bike lane on the street's southern side.
- Pedestrian connections should be established with any new development to promote walkability.
- Sidewalks should be incorporated into all new development and connect to existing sidewalks.
- Pedestrian connectivity should be strengthened throughout Wanamaker by constructing new sidewalks, paths, and safe street crossings.
- Develop the proposed pedestrian/bicycle pathways on Franklin Road, Southeastern Avenue, Bazil Avenue, and Hanna Avenue.
- Establish a trail along the creeks to connect Chessington Grove, Marlin Meadows, Bethel Creek, and other new developments.



Sidewalk in front of the CVS on Southeastern Avenue



Wanamaker Flower Shop to the right and the former Indy Cylinder Head buildings to the left, on Southeastern Avenue

Green Infrastructure

- Avoid major encroachments of development along Big Run Creek.
- Measures should be taken to preserve the tree canopy and vegetated stream banks with any land development or trails along Big Run Creek.
- Promote Low Impact Development (LID) for storm water management and use this as a feature and amenity to the greatest extent possible.
- Trail connections should be established to promote connectivity while protecting stream banks from erosion and other adverse effects of development.



Big Run Creek

5.3.3 Alternatives for Downtown Wanamaker

Franklin Township and Wanamaker have seen a shift in development patterns in recent decades. Due to this growth, several businesses have significantly invested in Downtown Wanamaker. There are many opportunities within Wanamaker to achieve the goals and objectives of this Master Plan. Building from the recent investments and achieving the community vision for Wanamaker, the following opportunities are present and visualized in Figure 5.4:

- Recent Reinvestment
- Improved Civic & Public Spaces
- Future Infill Development (Commercial, Office, Retail)
- Future Redevelopment & Adaptive Reuse
- Future Public Space & Alley Improvements
- Public & Private Parking



Former Indy Cylinder Head buildings that could be re-purposed for a variety of uses

Downtown Wanamaker

These opportunities present several alternative scenarios for Downtown Wanamaker’s development, independent of the Trust property along Franklin Road. Recent reinvestments are meant to show community pride and improvements that support the goals and objectives of this plan and the community vision.

Additional and improved civic and public spaces are important to everyone in Wanamaker. The Civic League has an opportunity to improve its current facility with an improved kitchen, bathrooms, and meeting spaces. Alternatively, the Civic League could renovate the 5,000-square-foot Flagle facility as a redevelopment opportunity adjacent to the proposed public park on the Trust property just east and south. A third opportunity is creating a new Civic League building and public meeting space on the Trust property or as infill development along Southeastern Avenue.

Future infill development could support new buildings for the Village’s Mixed-use appropriate uses or provide space for additional public spaces or for vehicular parking areas to serve Downtown Wanamaker.

Parking can be enhanced with a collaborative approach to parking to formalize individual parking areas to meet demands while providing convenient parking.

There is a redevelopment opportunity west of the Dreammaker location. This is private property, and the site could be developed for various uses, or it could present a unique opportunity for a public plaza, parklet, or an additional off-street parking area.

To enhance connectivity while activating spaces behind the establishments along Southeastern Avenue, the alleys will be improved with safe pedestrian connections and additional amenities for outdoor activities. This could range from outdoor seating for restaurants, to a place to relax. Several new pedestrian connections can also be proposed along Southeastern Avenue to connect the alleyways and calm traffic through Downtown Wanamaker.

There are many opportunities and alternatives for Downtown Wanamaker, which are independent of the proposed development plans for the Flagle Trust properties, presented in the next section.



Alley behind the Wanamaker Feed & Seed, looking northwest



Retail strip center with a new Indian Grocery Store that opened in the Spring of 2023

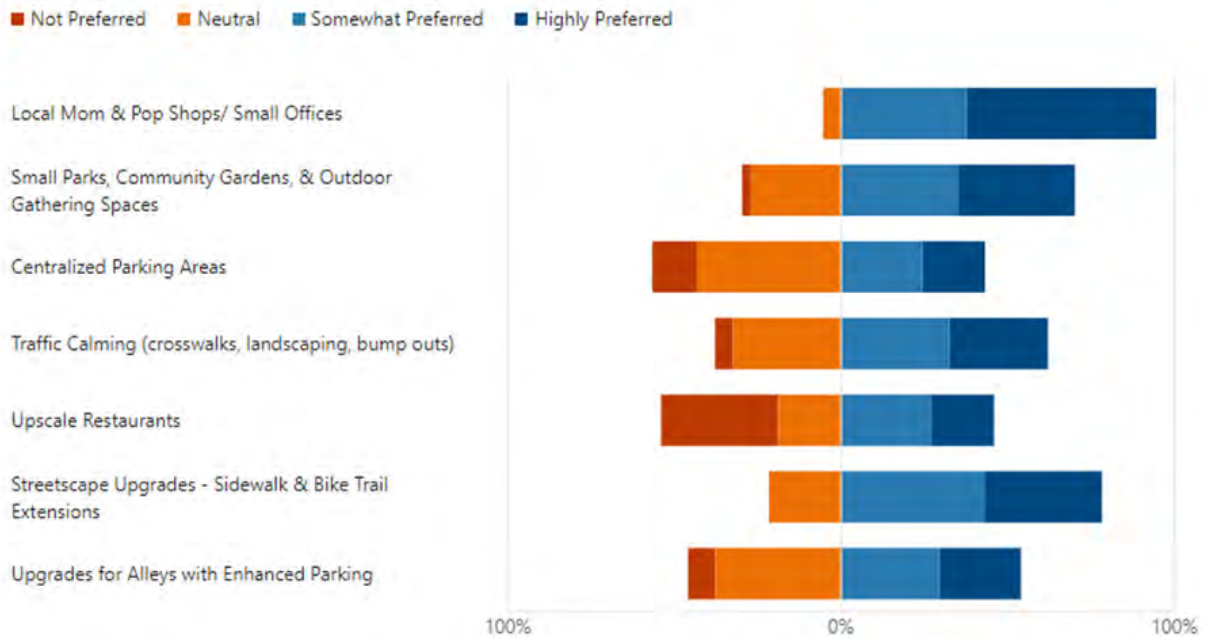
5.3.4 Public Preferences for Downtown Wanamaker

The second community survey commenced on 25 June 2023 at the Old Settler’s Day Street Fair to gain public input and preferences for future development in Downtown Wanamaker. The chart below shows the results, highlighting the need for complementary and smaller-scale businesses and uses that fit the Village-Mixed-use land use typology.

With these community preferences in mind, there are many opportunities for improvements throughout Downtown that are aligned with the goals and objectives of this Master Plan. The community vision is focused on providing compatible mom-and-pop shops, with additional public amenities, traffic calming, and pedestrian safety improvements desired.

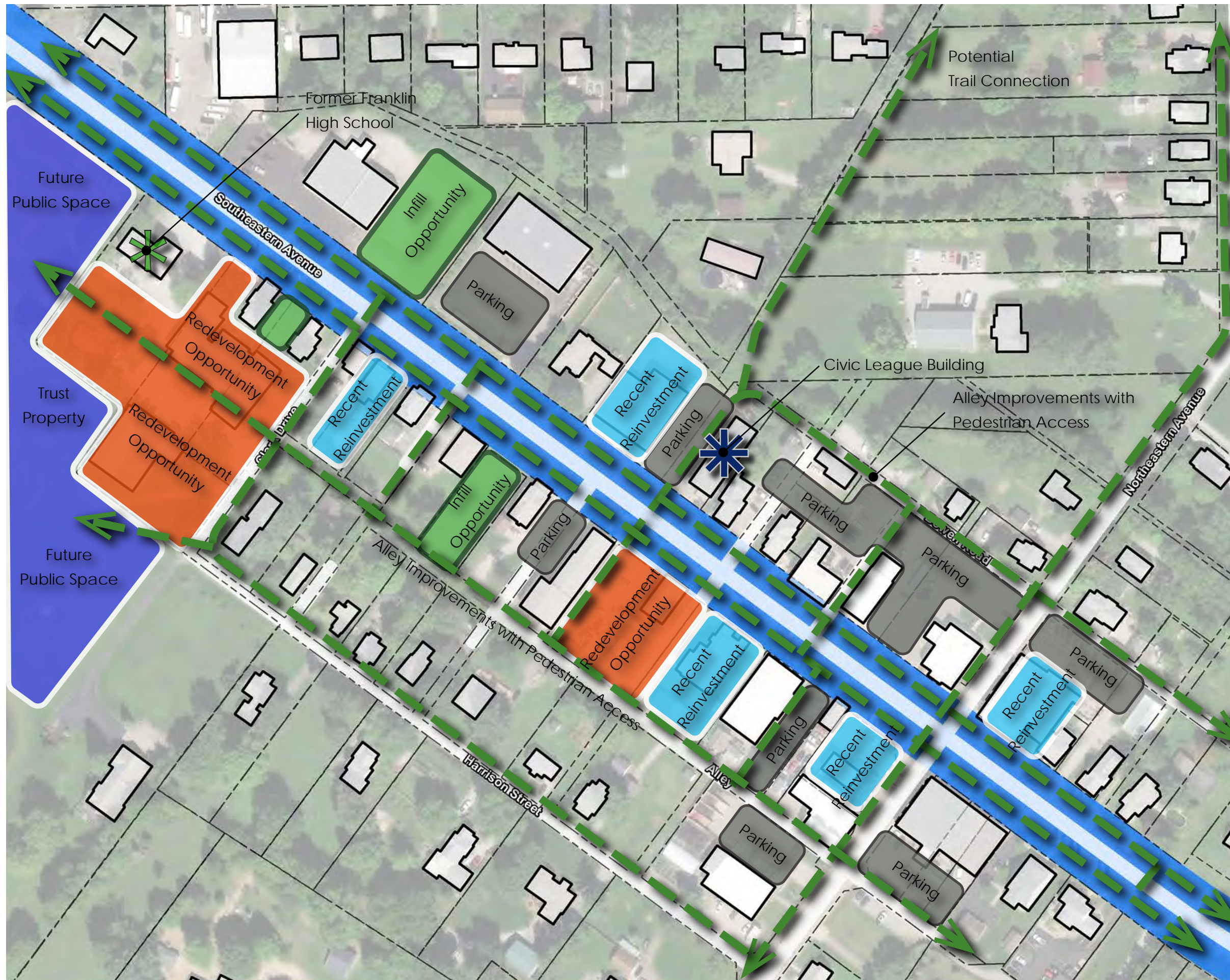


Logan’s auto repair shop is a locally-owned and cornerstone business which has recently been improved



Downtown Wanamaker Preferences

Figure 5.4
Alternatives & Opportunities for Downtown Wanamaker



Legend

-  Existing Buildings
-  Parcel Lines
-  Southeastern Avenue 100' ROW



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5.3.5 Alternatives for Franklin Road Development Site (Trust Property)

The planning team collaborated with many stakeholders through Steering Committee meetings, focus groups, workshops, and public forums to establish the community vision for Wanamaker and the Trust properties. During planning, the team narrowed the information to several specific land use and design objectives that match the Marion County Land Use Plan for Village Mixed-use, emphasizing the public realm, streetscape, and public amenities.

The team established goals and objectives for the Wanamaker Community Master Plan, and alternative design options were prepared for the Trust property along Franklin Road. Three alternatives are presented on the following pages as refined by the Steering Committee.

Each alternative uses the same development program with active and passive park amenities for office, retail, commercial, and public uses. The alternatives are arranged differently, with various vehicular access options, parking lot arrangements, development sites, park features and amenities, additional stormwater management for the Trust property, and additional opportunities.



Public Forum participants discussing opportunities for Wanamaker



Public Forum participants discussing opportunities for Wanamaker



Conceptual Layout for the Trust Property (Revised to Alternative A)



Conceptual Layout for the Trust Property (Revised to Alternative C)

5.3.6 Alternative A (Trust Property)

The Trust property west of Downtown and east of Franklin Road is envisioned to include a new development that provides a large outdoor public park and gathering space. This public space complements Downtown businesses while providing a formal plaza on Southeastern Avenue west of the former Franklin Township Elementary School. This area is intended for festivals, has the potential for a Farmers' Market, and is available throughout the seasons for public use.

Office and commercial uses are planned for the western portion of the site fronting the Franklin Road ROW with a continued multi-purpose path that connects north and south, from the existing path in front of the CVS to the path provided at the Marlin Meadows subdivision to the south. Franklin Road will not have on-street parking. Parking is provided primarily behind the buildings and in several locations to serve the overall development in convenient locations based on the connected proposed road network.

The office and commercial buildings should be a mixture of these uses with the potential for residential units on the upper floors. The buildings should follow the design guidelines for Wanamaker and be two to four stories tall. This alternative also shows townhouses along the curvilinear access road connecting Southeastern Avenue to Franklin Road.

Active park amenities for tennis and pickle-ball are proposed in the southern portion of the site, adjacent to the woodlands and additional passive park features are established in this alternative.

The entire development is planned to be heavily landscaped with native species, berming and other design elements to provide visual and acoustic screening as needed for the surrounding residential uses.

5.3.7 Alternative B (Trust Property)

Alternative B shows a different access road configuration, with an intersection in the middle of the site instead of a straight shot from Southeastern Avenue to Franklin Road.

The focal point for the public space and plaza is immediately west of the Trust reuse opportunities in the two buildings, which can provide space for a brewery, restaurant, or other establishments. The smaller reuse building is proposed to be renovated into a new community center in this alternative.

Office and retail uses are planned on the northern and western portions of the site. The proposed public open space and park are woven into various public spaces, including passive and active recreation, trail connections, and other amenities. Parking is provided in three primary areas. The existing development pattern along Franklin Road at the CVS and the Marlin Meadows subdivision will be connected with broad lawn areas and the multi-purpose trail.

The plaza is unique to this alternative, behind a new series of commercial uses along Southeastern Avenue. The plaza will be large enough to accommodate festival tents and small outdoor music events. This area may also be converted into an ice rink in winter months for community enjoyment.

5.3.8 Alternative C (Trust Property)

Alternative C is similar to the layout of Alternative A with a road network and arrangement of new buildings having a wedge shape in plan view. An entry arch sign is proposed to cross over Southeastern Avenue north of the CVS to establish Wanamaker. Development along Franklin Road shows commercial office uses with smaller-scale townhomes to the south. The streetscape along Franklin Road will follow the streetscape elements as indicated in Alternatives A and B, with a wide green space and multi-purpose trail.

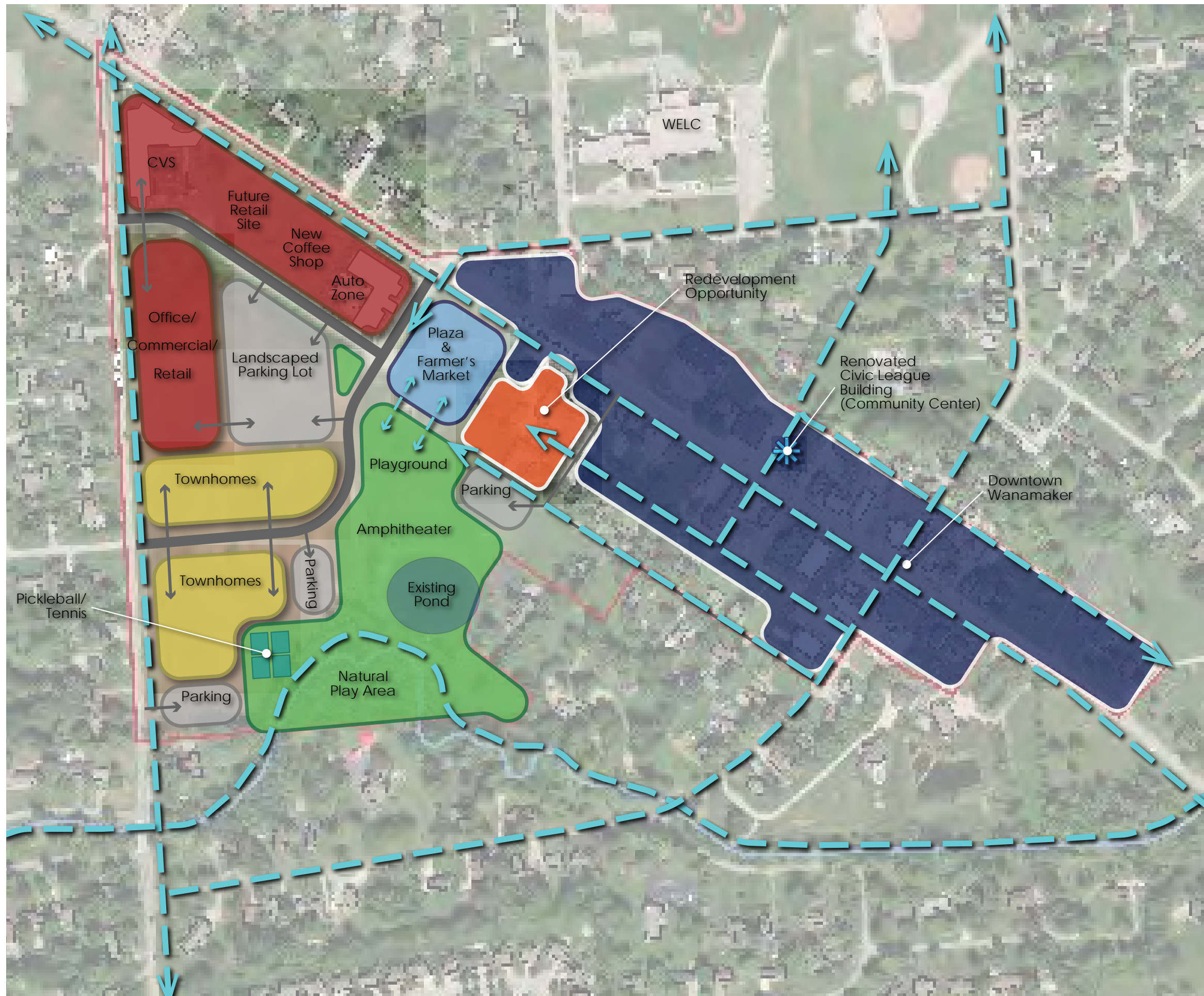
The plaza is near Southeastern Avenue to serve as a public space for community events and gatherings while also becoming an ice rink in the winter and a splash pad in the summer. The plaza in this location helps anchor the northern limits of Downtown with a much-needed public space that complements the business district.

A new community center to house various functions is proposed in this alternative. This proposed facility is centrally located with ample parking behind it, and the building will face the public open spaces, plaza, and amphitheater.

The lawn amphitheater can be used for events or leisure, and a pergola could be incorporated surrounding the north edge of the storm water management pond. This water feature is proposed to have trails and connect to a passive park area.

The plaza space is smaller in this alternative due to the location and proximity to the amphitheater and pergola pond area, which is meant to be an extension of the plaza.

Figure 5.5
Alternative A



- Commercial/Office/Retail**
 - Art Galleries
 - Boutique Shops
 - Café
 - Office Spaces for Rent
 - Professional Services
 - Professional Offices
 - Restaurants
 - Vehicle Parking

- Plaza**
 - Open area to be configured for events
 - Covered Pavilion & Farmers' Market
 - Restroom Facilities
 - Seasonal Amenities
 - Vehicle Parking

- Civic**
 - Community Center & Visitor Center
 - Community Meeting Rooms for Rent
 - Historic Tributes & Memorials
 - Offices
 - Vehicle Parking

- Active Park Features**
 - Boardwalk along Water bodies
 - Pickle ball/Tennis/Volleyball/Basketball
 - Playground

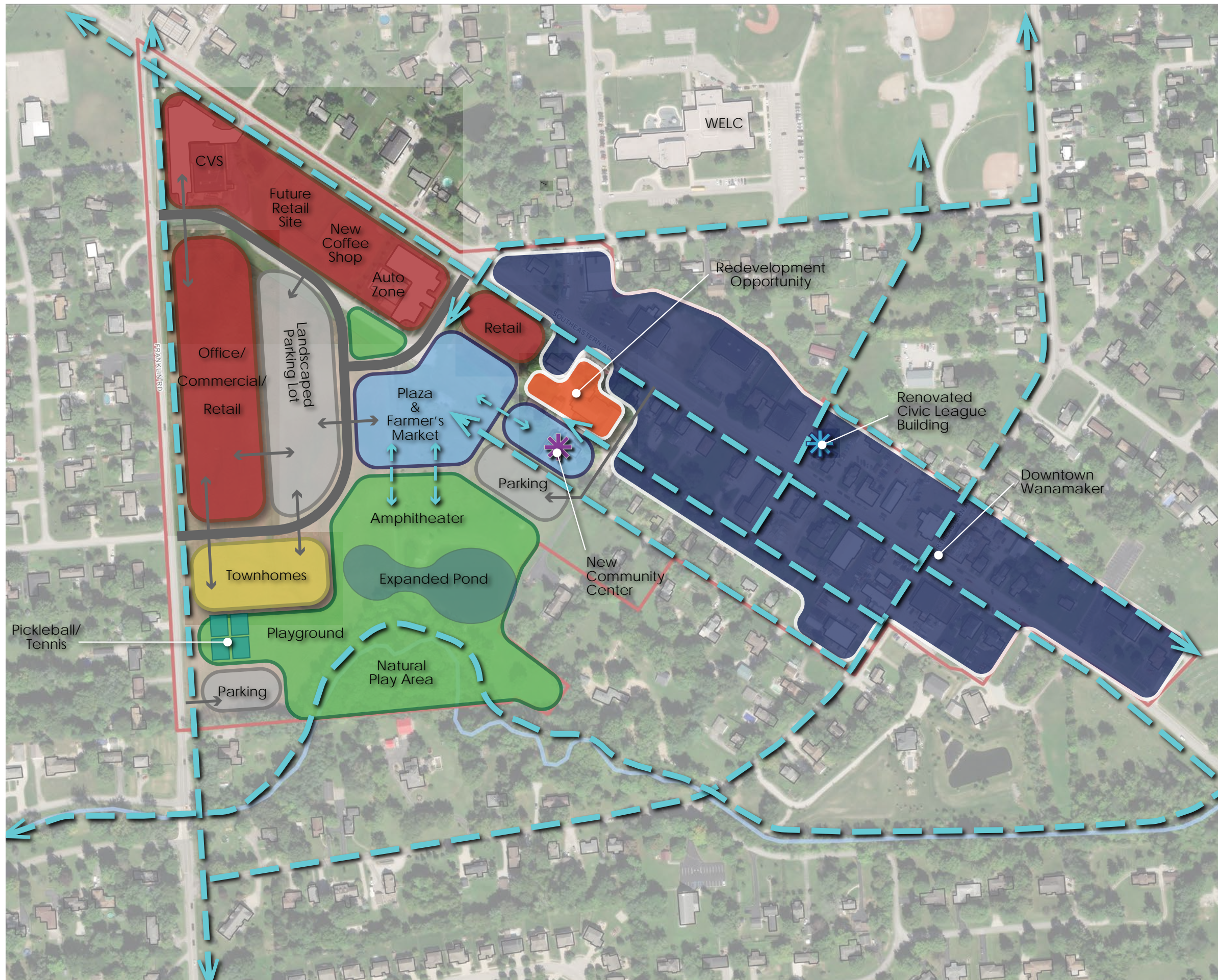
- Passive Park Features**
 - Boardwalk
 - Natural Areas
 - Open Lawn
 - Trails
 - Trailhead

- Housing**
 - Townhomes for Ownership
 - Upper Level Studios

- Downtown Area**
See Downtown Map for Alternatives

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Figure 5.6
Alternative B



- Commercial/Office/Retail**
 - Art Galleries
 - Boutique Shops
 - Café
 - Office Spaces for Rent
 - Professional Services
 - Professional Offices
 - Restaurants
 - Vehicle Parking

- Plaza**
 - Open area to be configured for events
 - Covered Pavilion & Farmers' Market
 - Restroom Facilities
 - Seasonal Amenities
 - Vehicle Parking

- Civic**
 - Community Center & Visitor Center
 - Community Meeting Rooms for Rent
 - Historic Tributes & Memorials
 - Offices
 - Vehicle Parking

- Active Park Features**
 - Boardwalk along Water bodies
 - Pickle ball/Tennis/Volleyball/Basketball
 - Playground

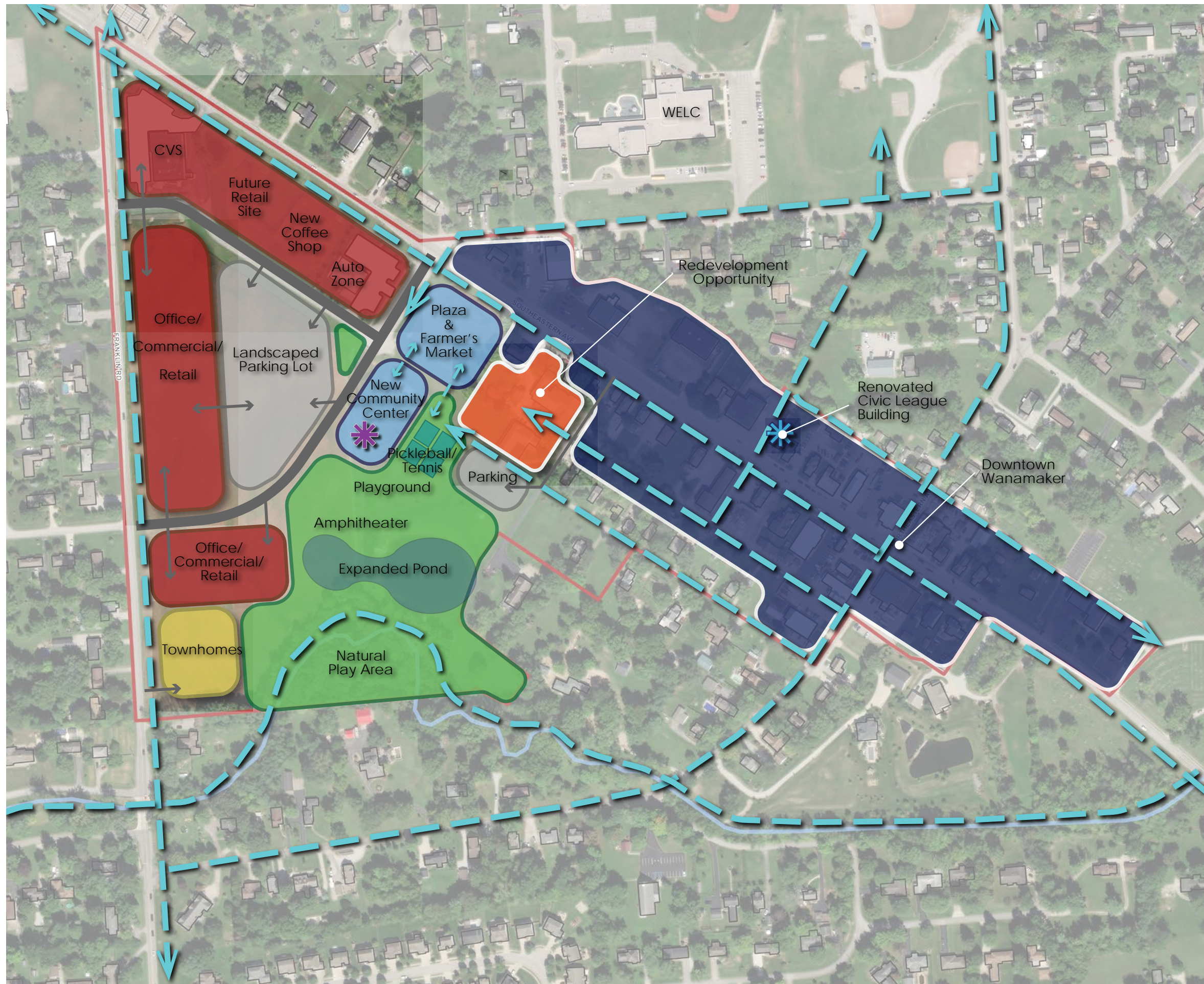
- Passive Park Features**
 - Boardwalk
 - Natural Areas
 - Open Lawn
 - Trails
 - Trailhead

- Housing**
 - Townhomes for Ownership
 - Upper Level Studios

- Downtown Area**
See Downtown Map for Alternatives

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Figure 5.7
Alternative C



- Commercial/Office/Retail**
 - Art Galleries
 - Boutique Shops
 - Café
 - Office Spaces for Rent
 - Professional Services
 - Professional Offices
 - Restaurants
 - Vehicle Parking

- Plaza**
 - Open area to be configured for events
 - Covered Pavilion & Farmers' Market
 - Restroom Facilities
 - Seasonal Amenities
 - Vehicle Parking

- Civic**
 - Community Center & Visitor Center
 - Community Meeting Rooms for Rent
 - Historic Tributes & Memorials
 - Offices
 - Vehicle Parking

- Active Park Features**
 - Boardwalk along Water bodies
 - Pickle ball/Tennis/Volleyball/Basketball
 - Playground

- Passive Park Features**
 - Boardwalk
 - Natural Areas
 - Open Lawn
 - Trails
 - Trailhead

- Housing**
 - Townhomes for Ownership
 - Upper Level Studios

- Downtown Area**
See Downtown Map for Alternatives

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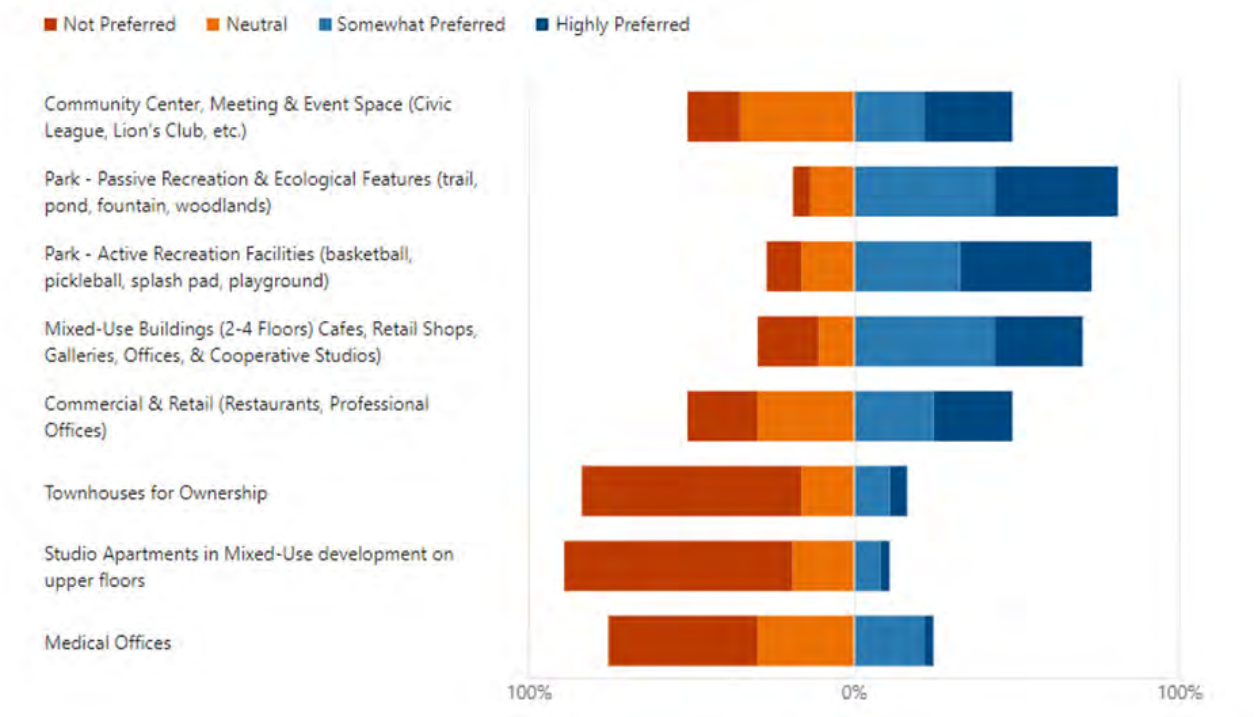
5.3.9 Public Preferences Survey

A second public survey was conducted to receive feedback on development strategies and alternative plans for Downtown Wanamaker and the Trust Property. The feedback received from this survey gave the Planning Team valuable insight into public amenities and streetscape preferences. Many responses acknowledge the need for future sidewalk, trail, and parking development to provide greater connectivity and accessibility to current and future developments within the study area. The development of small surface parking lots and parallel street parking was more desired than a parking garage and extensive lot development.

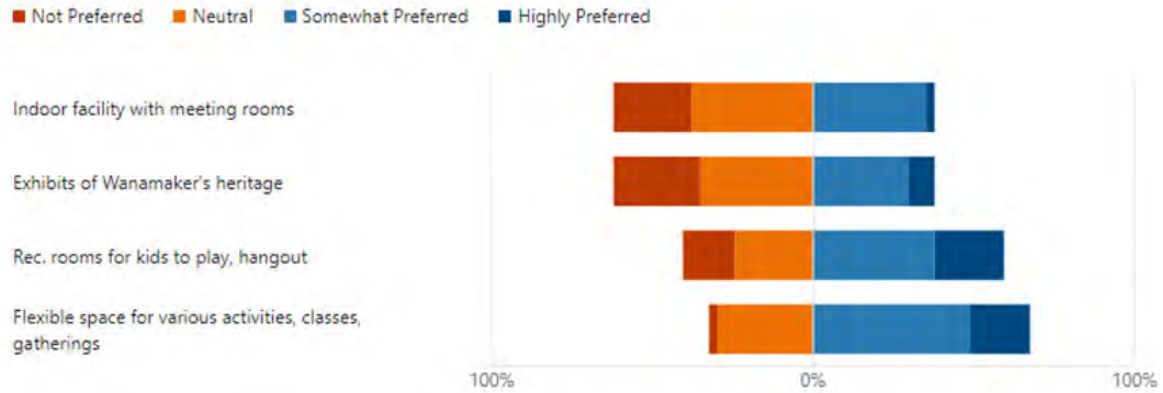
Many respondents reiterated the desire to maintain Wanamaker’s small-town feel while being connected with greater Indianapolis. This includes the desire for limited commercial and residential development, with preferences for historical markers, and smaller-scale commercial development with larger public event spaces. Additionally, respondents would like to see year-round recreation amenities currently lacking in this portion of Franklin Township to support healthy and active lifestyles for people of all ages. Below are the results of the Public Preference Survey, which was used to inform the Preferred Alternative for the Trust property.



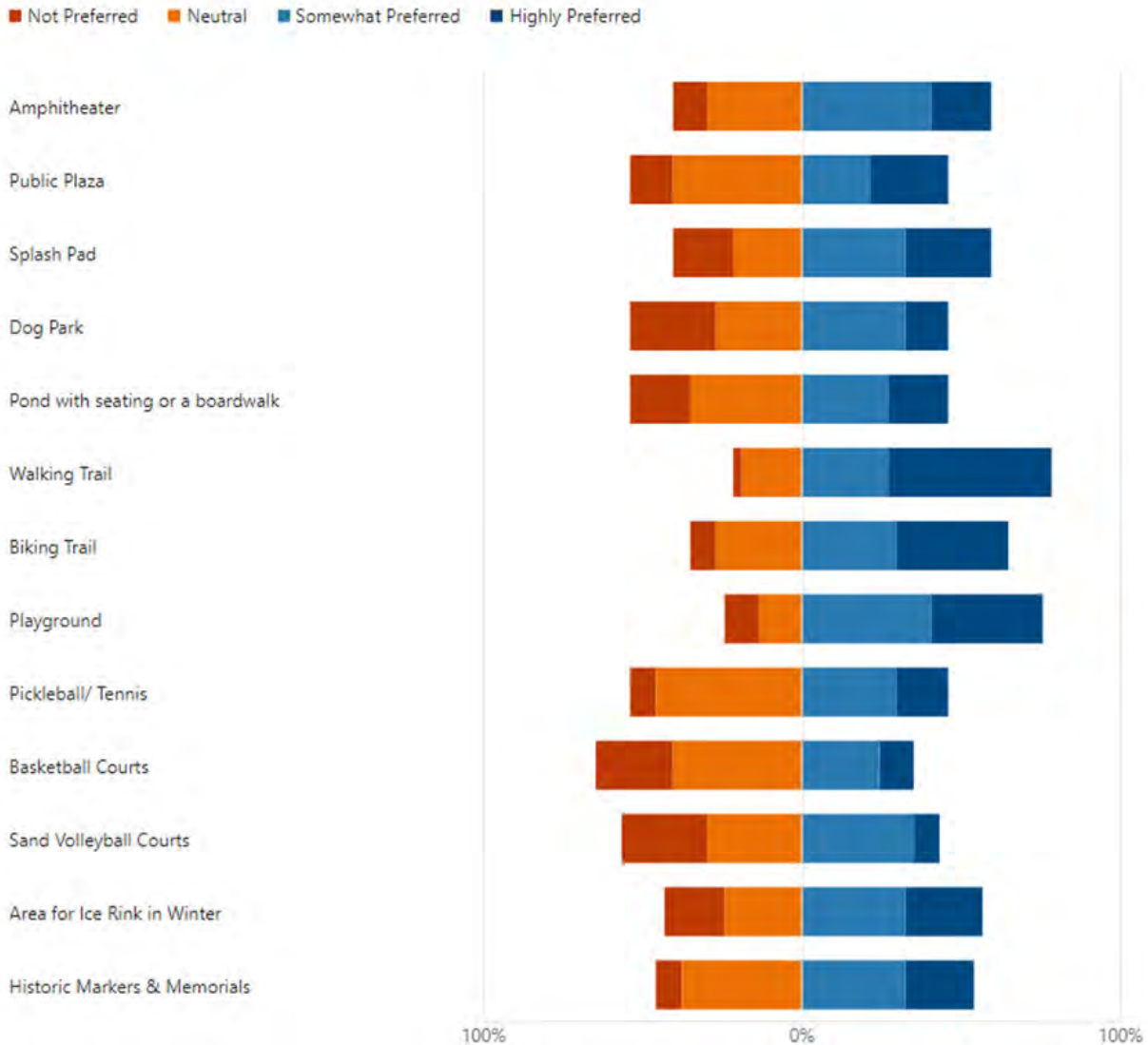
Community members reviewing alternatives at Old Settler’s Day Street Fair



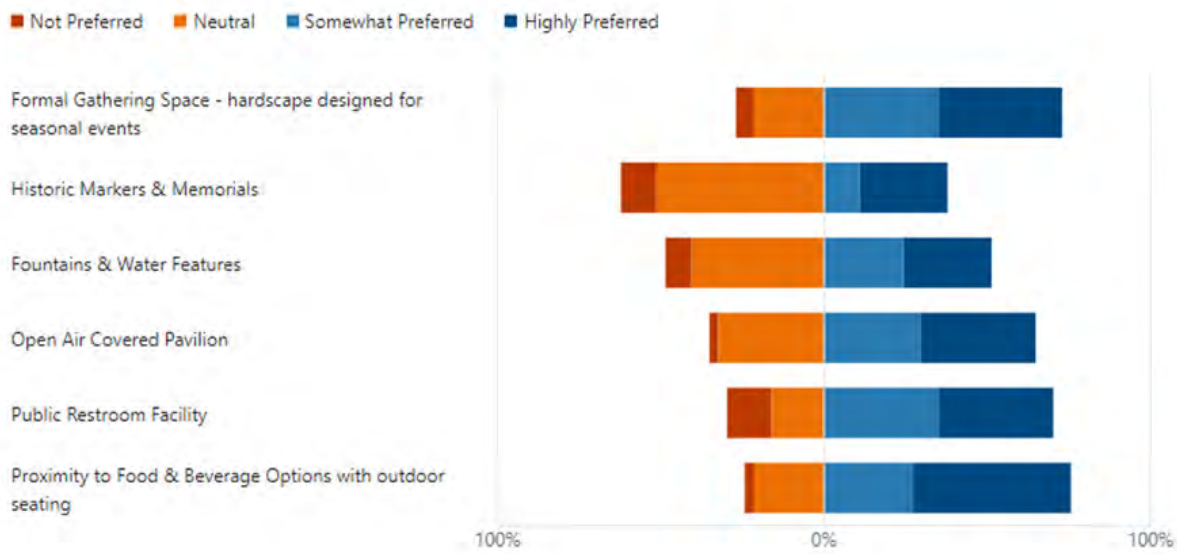
General Amenity Preferences, Public Survey #2



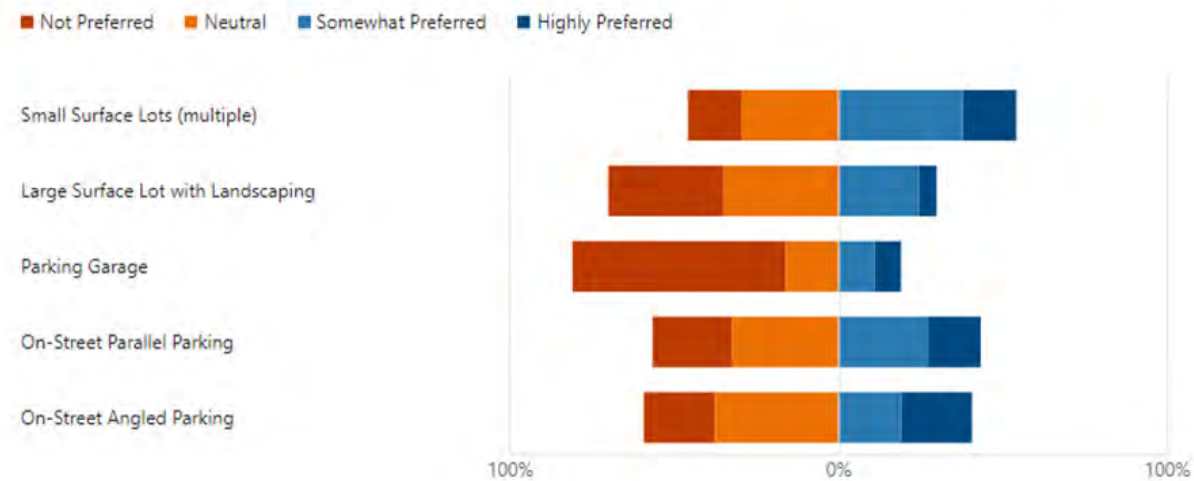
Community Center, Meeting and Event Space Preferences, Public Survey #2



Park Features- Passive Ecological and Active Recreation Preferences, Public Survey #2



Public Plaza Amenities, Public Survey #2



Parking Preferences, Public Survey #2

5.4 PREFERRED ALTERNATIVE (TRUST PROPERTY)

Based on the Steering Committee and feedback from the public preferences, the preferred alternative was prepared as shown in Figure 5.8. This combines each alternative and maximizes the site for civic and public opportunities. The primary focal point and anchor is the civic plaza along Southeastern Avenue with an expanded area for additional activities.

A new community center is proposed to reuse the 5,000-square-foot building, with a complete renovation and site improvements. This civic function will help connect the various outdoor civic spaces while providing parking opportunities. Pedestrian connections from these new outdoor spaces to Downtown Wanamaker and the improved alley and streetscaping along Southeastern Avenue will be established.

Access is from concept B, which is deliberately does not create a cut-through access road from Southeastern Avenue to Franklin Road. This will help calm traffic and promote walkability with sidewalks along these secondary roadways.

Office and commercial uses along Franklin Road are smaller in scale, and there is a future development site to the south.

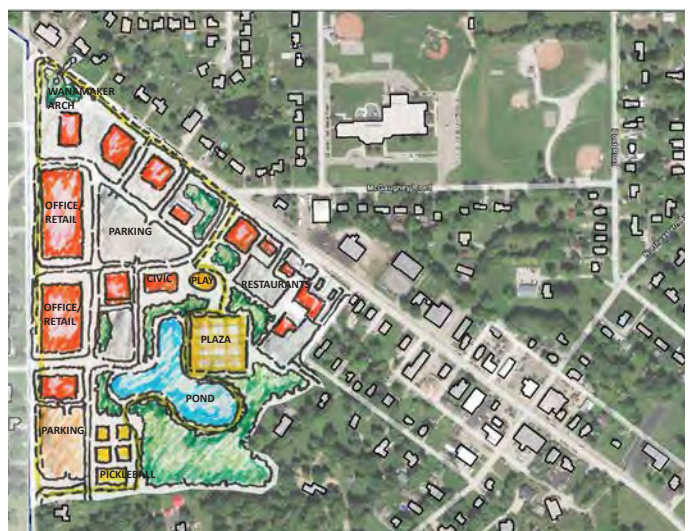
Parkland for active and passive recreation is maximized in this alternative. It creates unique opportunities for a playground, an amphitheater area for outdoor performances, pickleball, tennis, and basketball courts, and other amenities. A well-connected trail system with linkages along Big Run Creek will help provide options and establish a connected system that promotes an active lifestyle.

5.5 SUMMARY

Design guidelines are provided in the next section, intended to complement the Future Land Use Plan and concept plan for Downtown and the Trust properties. These guidelines establish standards for development patterns and public amenities that must be considered for future development and reinvestment in Wanamaker. As each aspect of this Community Master Plan is implemented, it will be important that the long-range vision is included so that the development patterns are complementary, cohesive, and enhance the unique aesthetics that represent the heritage of Wanamaker while being supported and celebrated by the community. Future Funding Considerations



Steering Committee members discussing alternatives



*Conceptual Layout for the Trust Property
(Revised to Alternative B)*

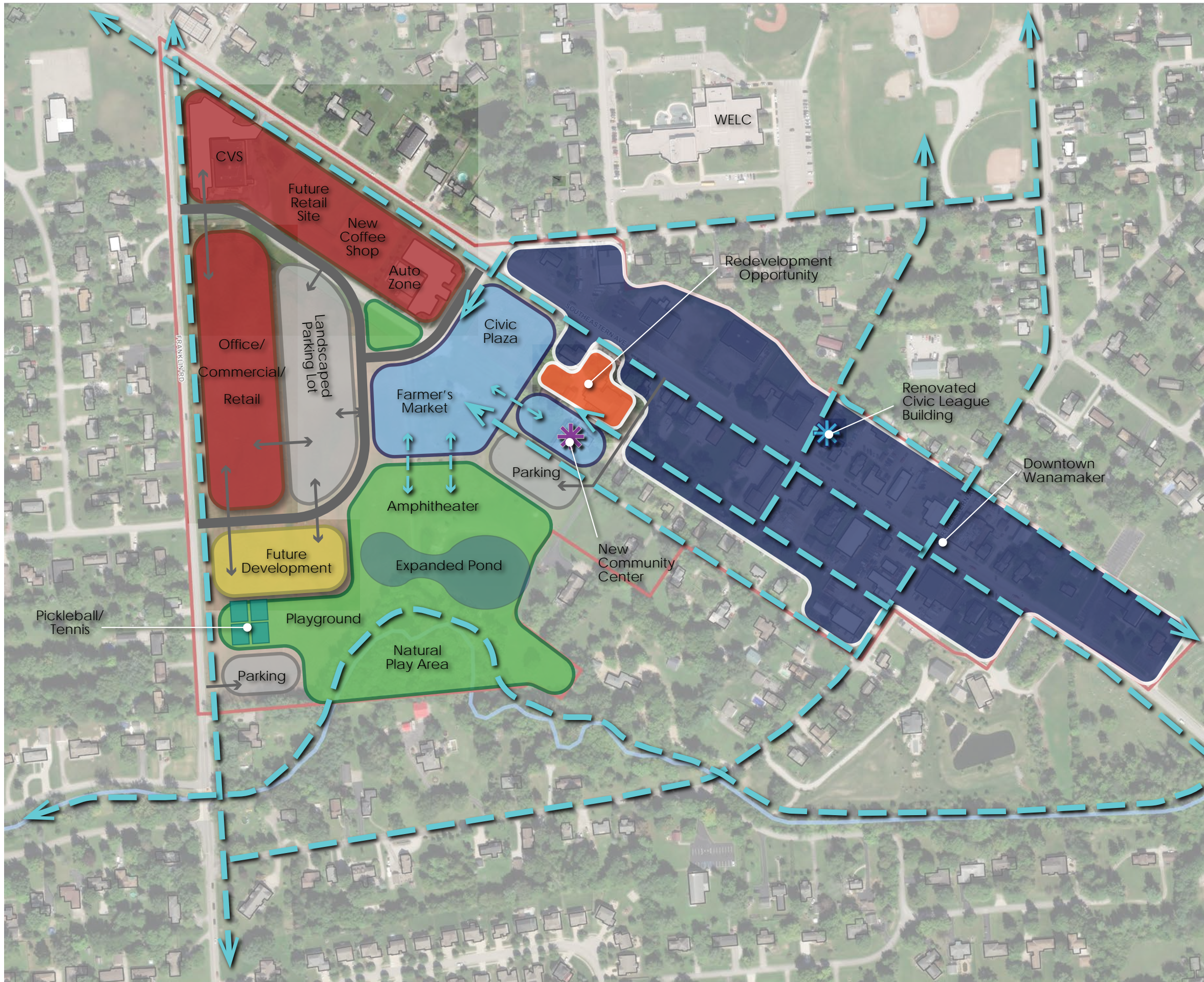


Figure 5.8
Preferred Alternative

- Commercial/Office/Retail**
 - Art Galleries
 - Boutique Shops
 - Café
 - Office Spaces for Rent
 - Professional Services
 - Professional Offices
 - Restaurants
 - Vehicle Parking

- Plaza**
 - Open area to be configured for events
 - Covered Pavilion & Farmers' Market
 - Restroom Facilities
 - Seasonal Amenities
 - Vehicle Parking

- Civic**
 - Community Center & Visitor Center
 - Community Meeting Rooms for Rent
 - Historic Tributes & Memorials
 - Offices
 - Vehicle Parking

- Active Park Features**
 - Boardwalk along Water bodies
 - Pickle ball/Tennis/Volleyball/Basketball
 - Playground

- Passive Park Features**
 - Boardwalk
 - Natural Areas
 - Open Lawn
 - Trails
 - Trailhead

- Future Development**
 - Civic
 - Passive or Active Park
 - Commercial/Office/Retail

- Downtown Area**
See Downtown Map for Alternatives

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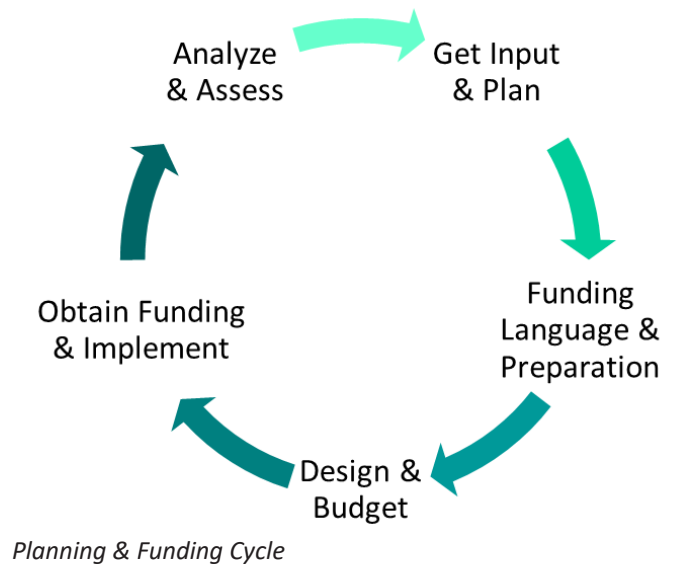
5.6 FUTURE FUNDING CONSIDERATIONS

5.6.1 Introduction

In order to implement Wanamaker’s Policy and Growth Priorities, outside sources of funding will be needed. How much funding Wanamaker will need is a question that will not be answered until after the assessment and Master Plan are complete. However, Wanamaker can become prepared to react quickly to future funding opportunities by taking a few key steps early in the planning process, such as: including appropriate language in planning documents, incorporating adequate public input, ensuring that structural, hardscape and landscape features are reviewed by competent professionals, and by beginning to assess Wanamaker’s fiscal status and working to remedy any deficiencies.

By choosing to take these steps during the initial stages of the Master Plan, Wanamaker will build a foundation upon which future funding needs can be quickly and easily addressed. Beginning fiscal preparation early has the added benefit of allowing time to resolve any hidden obstacles that could derail a grant or funding application. Even small details that are incomplete or inaccurately recorded can take months to resolve, so starting early is the best way to avoid a delay in Plan implementation later.

Keeping an eye on federally designated risk factors can help to both make policy decisions and keep possible future funding sources in mind when designing projects. Several of these factors- green space, English proficiency, and high school diploma rates- have obvious implications for both funding and policy-making on transportation and workforce development. Knowing how Federal programs might match needed capital projects for the community will also be key in planning for maximum funding benefit.



5.6.2 Land Use and Housing

Priorities involving land use and housing are one of the needs prioritized for Wanamaker. It was clear from recent workshops that how Wanamaker’s buildings look, function, how much they cost, and where different types of buildings are placed are all important aspects of the land use and housing equation. When implementing plans for land use and housing development, considerations like developer fees, mixed use commercial/retail/residential areas, permitting fees, property and sales tax structures must all be considered in planning for sustainable ways to maintain housing in Wanamaker. In addition, elements like transit and walking access, parks and green space, safe routes to schools and employers, and cultural and recreational spaces all have dedicated funding sources that may be considered when designing and building new housing.

5.6.3 Economic Development & Workforce Implementation

Priorities involving economic development and workforce sustainability will be key to keeping Wanamaker a thriving and prosperous community. When considering funding and financing, these areas can be instrumental in providing for sales tax, use fees, leases, and development revenue. Ongoing maintenance costs for community facilities can be paid for by such ongoing revenue streams, and amenities that directly benefit employers and businesses can be rolled into development guides and standards. Some of the amenities that employers and businesses might be willing to contribute to are: automotive museum, nature trails, picnic tables and trash receptacles, public transit stops, community art installations, public gathering spaces, improved infrastructure and transportation, and space for food services.

5.6.4 Sustainability – Environmental, Social, & Longevity Implementation

When incorporating Priorities for sustainability, Wanamaker will consider many approaches which could improve the productivity, health, and quality of life of its citizens. Sustainability necessarily includes these things but should also include plans to increase the useful life of community facilities and amenities, and ways to reduce maintenance and healthcare costs going forward. To this end, natural based materials and solutions can be incorporated into planning, design, development and zoning goals, in order to improve appearance, reduce maintenance costs, and increase the useful life of community assets. Some of these costs can be passed onto developers and businesses, such as native plantings and permeable concrete, while others can be paid for with Federal funds designated to mitigate flooding and other disasters, or to improve the air quality, water quality, and health of community residents. Incorporating such measures will both achieve Wanamaker’s goals and open additional funding opportunities to pay for the sustainability goals that Wanamaker is developing.

5.6.5 Transit/Transportation– Safety & Regionalism

Transit and Transportation are absolute necessities in any well-functioning community, and Wanamaker will be no different. Having fully accessible, multi-modal options for transportation will benefit the economic, physical, and mental well-being of Wanamaker’s citizens and visitors alike. Businesses and employers need reliable access to customers and employees, and residents need safe, inexpensive, and accessible options for getting where they need to go. Transportation initiatives such as bus stops, pedestrian crossings, bicycle paths, and landscaping features can be incorporated into development and zoning guidelines. In addition, by making sure to plan for and design inclusive, affordable, and accessible transportation options, Wanamaker will be well-placed to secure any needed State or Federal transportation funds. Federal transportation funds favor multi-modal, fully accessible transportation options.



Discussions on transportation safety at Public Forum #2

5.6.6 Funding Best Practices

Future funding needs must be considered and planned for early. By following best practices for obtaining Federal funding, Wanamaker will be well-positioned to respond to Local, State, Federal, and Private fiscal sources when the time for design and implementation arrive. Being prepared early in the process will also allow Wanamaker to seek funding for more elements of the Master Planning process, such as: assessment, planning, design, public outreach, safety plans, and capital construction.

Here are a few of the Funding Best Practices that will be used as guides to help Wanamaker become and remain well-positioned for outside funding:

1. Include appropriate language in planning documents.
2. Coordinate with City of Indianapolis and regional agencies when possible.
3. Incorporate robust public input into major plans, including from the surrounding community.
4. Start financial preparation and remediation early.
5. Use the Funding Preparation Checklist when planning and designing every Priority Project in order to ensure that each project has the necessary documentation to apply for funding, if it is needed.
6. Have qualified professionals oversee any structural, environmental, transportation, or other engineered aspects of the Priorities Projects.
7. Build and maintain relationships with elected officials and potential funding partners who can support funding applications later.
8. Establish and maintain proper reporting procedures for any funding received.
9. Determine who will have signing authority for funding requests and applications early and create accounts with appropriate funding websites.
10. Prioritize projects and match them to the correct funding source, based on need, goals, and evaluation criteria, including using layering of multiple funding options when needed to accomplish project implementation.



Christmas in Wanamaker lights along Southeastern Avenue

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DESIGN GUIDELINES



NEW BETHEL BAPTIST CHURCH

6 DESIGN GUIDELINES

6.1 CONSIDERATIONS

The stakeholders of Wanamaker care deeply for their community and are committed to preserving its rural character and small-town identity. As the area around Wanamaker changes with rapid development, it is even more critical for Wanamaker to establish design guidelines and architectural standards to monitor development within the historic center of the community.

6.1.1 Urban Design

The priorities for Wanamaker’s urban design, as determined through public engagement, include concepts such as walkability and the preservation of the historic, rural character, as well as beautification and modernization of infrastructure. All recommendations are complementary to the current comprehensive plan and local zoning code. The current land use for Wanamaker is Village Mixed-Use and the business district has a Town Center overlay.

The Thoroughfare Plan considers Southeastern Avenue a primary collector with Multi-modal Expansion. North of Southeastern Avenue, Northeastern Avenue and Post Road are both classified as primary collectors, while Franklin Road is classified as a primary arterial. Wanamaker is not included in the Bikeways and Greenways Plan. There is a designated bikeway along Southeastern Avenue that ends at Franklin Road. However, most residents do not consider the route bicycle-friendly because it consists of occasional markings on the busy road with no marked lanes separation.

The Pedestrian Plan considers most of Wanamaker as Tier 3, with the business district along Southeastern Avenue and the portion of Northeastern Avenue to north as Tier 2. The potential development site northwest of Franklin Road and Southeastern Avenue is classified as a Tier 1 priority.

Character

1. Preserve the past - do not demolish existing buildings except on rare occasions.
2. Maintain eclectic rural character - keep the tradition alive of unique and “of their time” buildings.
3. Hide parking whenever possible - do not place off-street parking lots along the street frontage.
4. On-street parking is encouraged.

Walkability and Accessibility

1. Expand sidewalk network - use ROW to build new sidewalks and trails, while maintaining and improving existing sidewalks.
2. Increase pedestrian safety - add more frequent crosswalks with traffic lights or stop signs and improve the technology and safety of those already in place.
3. Increase accessibility of existing public and commercial areas - improve sidewalk and public parking areas to consider universal design and accessibility principles.
4. Highlight the walkability of Wanamaker - use raised crosswalks, differences in pavement materials, and signage to increase visibility and safety for pedestrians, as well as to highlight the investments in pedestrian infrastructure which will help Wanamaker build a reputation as a safe, welcoming, healthy and walkable community.



EXISTING - Intersection of Franklin and Southeastern Avenues which is not pedestrian or bike friendly



CONCEPTUAL AFTER - Added special paving to announce entry into Wanamaker with landscape buffers

Aesthetics

1. Invest in high-quality and cohesive street furniture - street lights, benches, recycling and waste cans, bike racks, planters, etc., and should be selected based on a cohesive design philosophy and should be built and maintained to last for many years.
2. Organize a formal maintenance program for street furniture - if planters are used, a dedicated volunteer organization or funded commercial contract will have to be secured to water and care for the foliage; similarly, if banners or seasonal signage or wayfinding are used, someone will need to maintain and update.
3. Create custom wayfinding and signage - use grassroots effort or a graphic design/marketing consultant to create a unique identity and a set of branded wayfinding assets to use throughout the business district, as well as temporary signage for special or seasonal events.

Bikeability

1. Create dedicated bike trails or protected lanes - most bicyclists will not feel safe riding in the lane of traffic (even with “share the road” signage installed). As roadways are being improved or infrastructure is being updated, dedicated bike lanes or off-road trails should be included; these should connect to any existing networks such as those along Franklin Road.
2. Increase safety for cyclists - best practices should be used for increasing bicycle safety to avoid vehicle-bicycle collisions and the serious injuries and deaths they cause

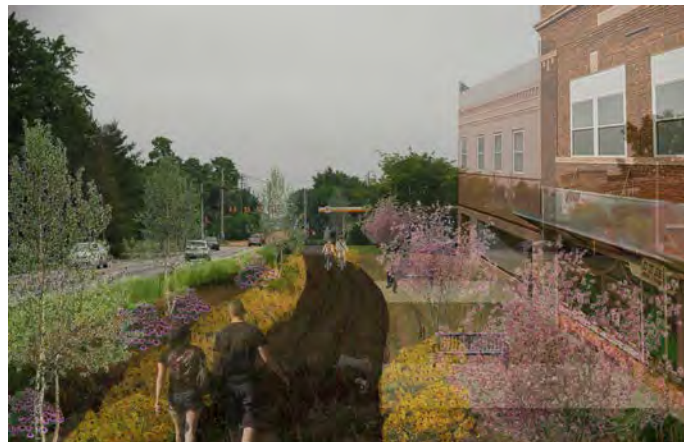
3. Increase parking infrastructure for bicycles - temporary and secure bike storage should be considered along the Southeastern Avenue business district, as well as any new development, to increase the likelihood of cyclists visiting businesses, institutions, and local events.

Sustainability

1. Consider environmental sustainability and human safety and wellness in design decisions - all proposed development should consider the health of residents and the end users in the design and construction process.
2. Contribute to the area’s stormwater management rather than exacerbate the issues - any infill or new development should consider the flooding that occurs in the community and should attempt to mitigate these issues using natural hydrological processes as much as possible.
3. Consider resiliency measures in design and planning - tornadoes, high winds, flooding, heat waves, and damaging storms are all potential risks for existing and new development in Wanamaker and resilient design and risk mitigation should be analyzed for all development.



EXISTING ON FRANKLIN - Looking north towards CVS from the Trust Property



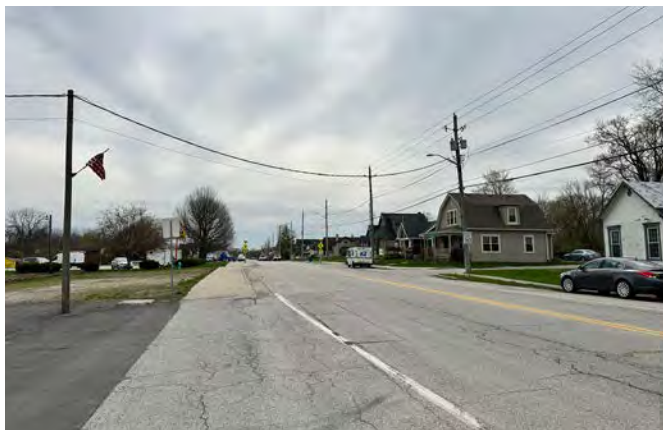
CONCEPTUAL AFTER - Extended multi-purpose path with retail/office and a landscaped buffer

6.2 ARCHITECTURAL GUIDELINES

Based on the feedback during the public engagement process, stakeholders tend to gravitate toward a more traditional aesthetic. Rather than attempt to create faux historicism in new architecture, we recommend taking cues from the existing buildings in the creation of new and infill development. This process can help inform design decisions for commercial, residential, and institutional structures at various scales. The eclectic nature of Wanamaker’s existing building stock should be embraced and new construction should continue the tradition of various styles and forms creating a cohesive small-town feel.

Scale and Massing

- 1. Maintain Building Heights-** Current buildings are between one and three stories, so new construction should be within a few feet of the height of buildings on either side; if additional height is needed, it can be stepped back from the street frontage to lessen the impact on the current scale.
- 2. Maintain Building Massing-** Massing on buildings currently ranges from simple geometries to more complex forms and should be continued with new development to maintain the rural character.
- 3. Align New Construction to Existing Setback-** Some buildings are built up to the sidewalk and others are built to their allowed setback, but none should be set back further, except in rare circumstances.
- 4. Roof Design-** Wanamaker’s business district currently contains multiple styles, varying from low-slope flat roofs with parapets in varying styles to various pitches and types of gabled roofs. This mixture should be continued and referenced when designing new roof lines.



EXISTING ON SOUTHEASTERN - Expansive pavement and very little landscape elements or traffic calming measures

Materials and Color

- 1. Specify Compatible Materials-** Most materials compatible with the existing context include wood lap siding, brick, and metal; some wood shakes, cast stone, and concrete blocks are also present.
- 2. Complementary Colors-** Existing paint colors include neutrals like whites, grays, and tans, along with blue, green, and yellow pastel colors. Brick is present in various shades, including red, brown, orange, and buff.
- 3. Consider Durability and Maintenance of Materials-** Most of the existing buildings were built of durable materials meant to last for over 100 years. New construction should also endeavor to last for decades and stay looking good with proper maintenance.

Fenestration

- 1. Doors for Commercial Properties-** Doors for commercial properties should face the street frontage and should create a welcoming presence along the streetscape to encourage walkability and increase visitors and safety.
- 2. Window Scale-** Windows should be similar in scale and rhythm to the surrounding properties. The business district has examples of commercial storefronts and punched windows, so given the type of infill development proposed, either is acceptable.



CONCEPTUAL AFTER - Adding clear sidewalks separated from the roadway with landscaped bump outs and on-street parking

Context and Harmony

1. Base Construction on Surroundings- Infill construction and new developments should take cues from their surroundings. The eclectic nature of the collection of buildings dating from the late 1800s through the late 1900s should create a framework for new development.

2. Take Inspiration from Existing- Use existing buildings, vernacular traditions, and local nature to inspire. Wanamaker’s existing architectural stock should become a starting point for new infill and development, using cues from the past to inform new design ideas.

Sustainable Design

1. Consider sustainability and resiliency in design and specification decisions - all new construction should consider the durability, sourcing, and health effects of materials used for the building.

2. Encourage energy efficiency and low-carbon in building and site design - new construction should be encouraged to meet or exceed best practices in energy-efficient design and use electricity (rather than fuel oil or natural gas) whenever possible.

6.2.1 Placemaking Design Recommendations

Wanamaker has a unique identity among the many neighborhoods of Indianapolis and its position can serve as a bridge between rural Indiana and the city it has become part of.

Utilizing the Area’s History

Wanamaker has fascinating stories to tell, not only about the history of development over its 189 years but about the resilience and ambition of rural communities and automotive innovations. More than just plaques and guides, full utilization of Wanamaker’s history could mean preserving the existing buildings and sensitive infill development to maintain the rural village character and sense of place. It could mean increasing programming related to the area’s history, such as planning a sizable bicentennial celebration in 2034 or offering a regular walking tour. It could also mean coordinating with the streetscape improvements and wayfinding efforts to make sure that Wanamaker’s history and roots are at the core of any “brand identity” creation.



EXISTING - On the Trust Property looking towards Southeastern Avenue



CONCEPTUAL AFTER - Amphitheater opportunity for small events and community gatherings with Civic Plaza in the distance along Southeastern Avenue

Using the Old Michigan Road

2026 will be the bicentennial of the creation of the Michigan Road which is how Wanamaker came to be. This would be an ideal time to unveil streetscape improvements, signage, and more placemaking related to the Michigan Road. This could mean greater participation in statewide tourism initiatives and collaborating with other communities along the route to look for mutually beneficial efforts to attract visitors and commercial investment. Wanamaker could become the location for a Michigan Road museum which could be an adaptive use of one of the historic buildings along Southeastern Avenue.

Increasing Programming and Events

Wanamaker serves as the historic Downtown for Franklin Township. As such, it should increase the regular programming and events, both formal and informal. A “First Friday” type event could support local businesses and encourage foot traffic. Existing festivals and parades can be expanded and advertised more widely. New festivals and seasonal events such as Farmers’ Markets, ice skating, a Christmas tree, home tours, sports competitions, etc., can increase residents’ sense of community and belonging and attract new visitors and investors.

Managing Wanamaker’s Progress

Creating a non-profit, such as a community redevelopment organization or a Main Street program, could help bolster Wanamaker’s ability to execute this plan and to ensure that many of the aspects most important to local stakeholders are followed. This could start as a single Executive Director position and the organization could grow as funding allows. Creating such a group could also help maintain the certified planning process and keep the planning committee active over time, something that is currently unknown once the initial plan is adopted.

Creating a Destination

A vibrant business district with retail, hospitality, and services such as a bank, pharmacy, and hardware store, is vital to Wanamaker’s continued success in attracting locals and visitors. However, a missing component is an attraction that will help fortify the community’s identity and keep people returning. This could be a large, amenity-rich public park, an entertainment venue, a community center with robust programming, or a business with a regional draw. Without this destination, Wanamaker may find it difficult to differentiate itself from other smaller communities in Greater Indianapolis and local businesses may struggle to thrive without the necessary foot traffic and visibility that frequent visitors would bring.



EXISTING ALONG SOUTHEASTERN - No defined streetscape and wide access drives to businesses create unsafe pedestrian conditions



CONCEPTUAL AFTER - Arched signage to announce entry into Wanamaker

6.3 STREETScape GUIDELINES

The traditional Main Street is one of the most iconic images in small-town America. While Southeastern Avenue is not labeled “Main Street,” it is undoubtedly Wanamaker’s MAIN street.

With its unique blend of retail, restaurant, office and civic uses, Southeastern Avenue has served as the social and commercial hub for decades. To enhance this, there must be a consistent vocabulary and kit-of-parts approach to site furnishings, landscape, pavement details, and finishes. Despite increased traffic and change around Wanamaker, it has remained relatively unchanged.

Many of the traditional main streets across the country have been swapped out for suburban strip development that favors single-use zoning and the auto-oriented nature of suburbs. Having their community make a change in this direction is one of the biggest fears the Wanamaker residents have.

High speeds on Southeastern Avenue, Northeastern Avenue, and Franklin Road have also taken their toll. Not only is fast-moving traffic less likely to stop for pedestrians and businesses, but higher speeds also reduce a street’s sense of place and diminishes its value for all users. The street simply becomes a pass through. Given the walkable nature of Wanamaker, this isn’t safe or desirable.

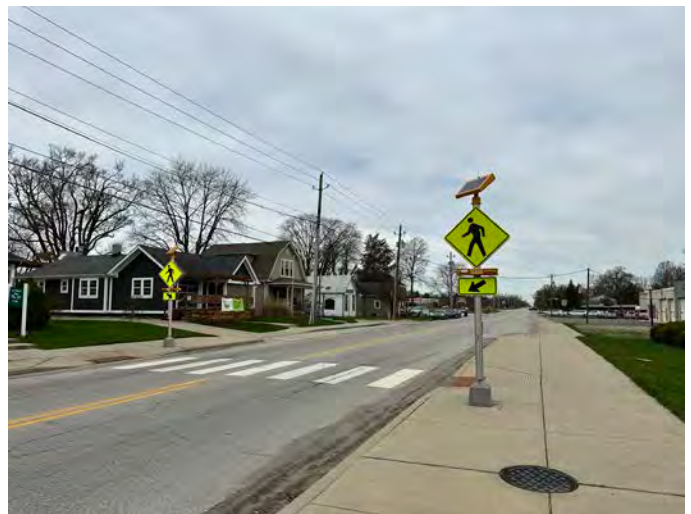
6.3.1 Southeastern Avenue Streetscape

The Possibilities

- A sense of arrival is enhanced by converting the intersections of Franklin Road and Southeastern Avenue and converting Southeastern Avenue and Northeastern Avenue into modern roundabouts.
- Textured traffic calming strips can be incorporated into the roadway pavement to slow down traffic.
- A grand arched gateway sign can be added to span Southeastern Avenue to announce entry into the historic area.
- The increased quiet, due to traffic calming measures, makes the area more suitable for outdoor dining.
- Large vehicles can make turns without encroaching on the corners.
- Overhead wires can be buried, allowing street trees to be restored.



Existing sidewalk looking north towards downtown



Existing crosswalk in front of Dollar General



Existing sidewalk along Southeastern Avenue

6.3.2 PROPOSED SECTIONS

GOALS FOR GREAT/SAFE STREETS

Streets can become the most vital yet underutilized public spaces in communities. In addition to providing space for travel, streets play a significant role in the public life of communities. They should be designed as public spaces connecting parks, plazas, and businesses.

Well-designed streets are also an economic asset as much as a functional element. A great street will generate higher revenues for businesses and higher home values.

Implementing projects quickly and using low-cost materials helps inform public decision-making. Communities have begun using a phased approach to major and even minor redesigns, where interim materials are used in the short term and later replaced by permanent materials once funding is available and the public has tested the design thoroughly.

The team weighed many of the traffic calming options for Southeastern Avenue, including narrower traffic lanes, curb bump-outs at intersections and pedestrian crossings, paving material change, upgraded visual and audible traffic signals, flashing beacon push button at pedestrian mid-block crossing, trees and native plantings, catenary lighting over intersections, and bike lanes.

The team recommended paving material changes, a beacon push button at pedestrian mid-block crossings, and landscaping of native plantings and street trees as streetscape elements. Parallel parking on both sides of the street with a landscaped tree strip to buffer traffic from pedestrians and a multi-use path only on the southern side of Southeastern Avenue is preferred.

The proposed streetscape sections are illustrated on the following pages, with the first section showing the primary preference for an improved streetscape throughout most of Downtown. The second section shows a planting strip instead of a paved sidewalk area, which is appropriate along new access roads or secondary roads, and will provide on-street parking in the Trust property. The third section shows the streetscape pattern implemented with each recent development project along Franklin Road, with a wide green strip and multi-purpose pathway. This is shown in the before and after images below.



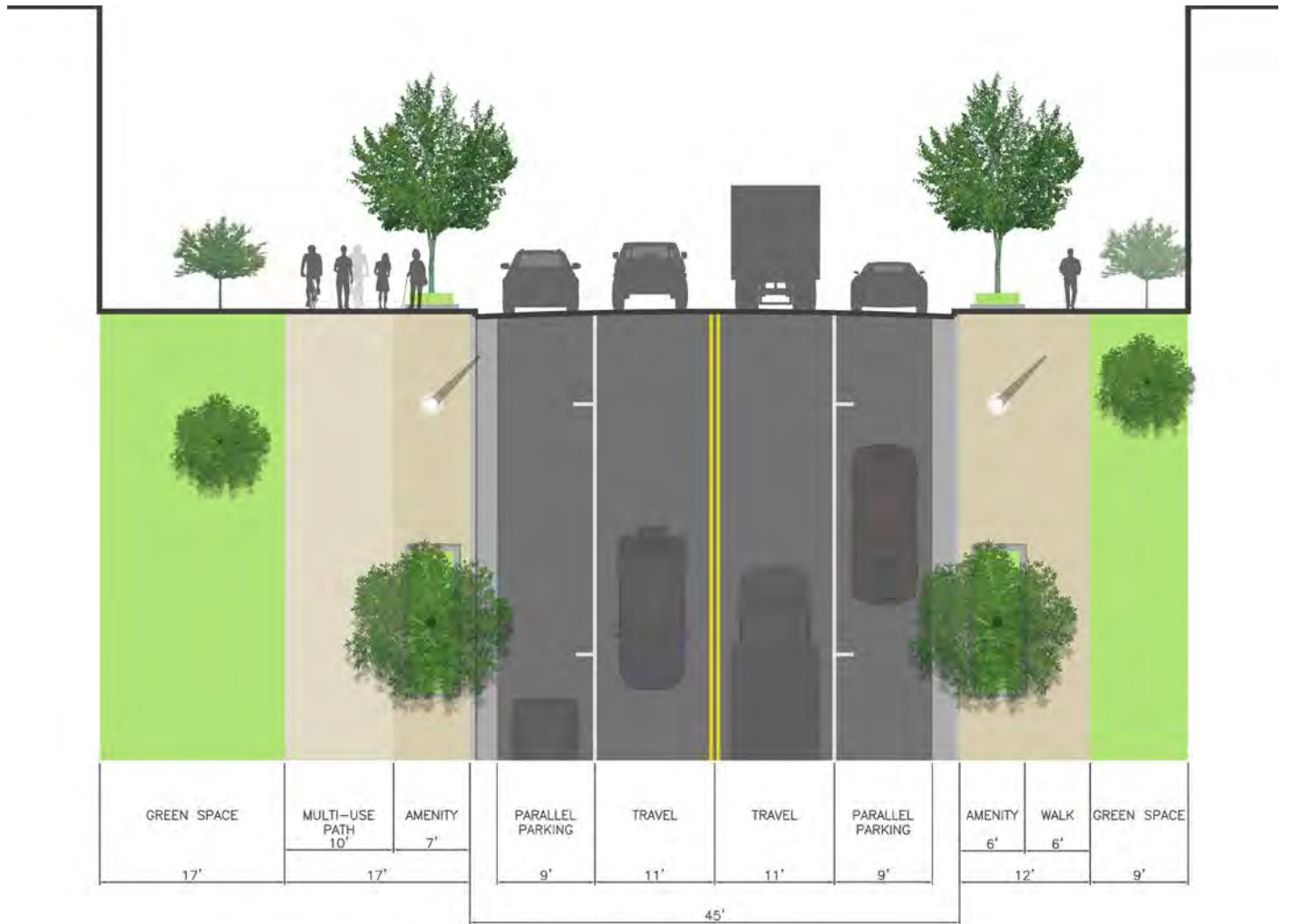
EXISTING ON FRANKLIN - Example of existing path along Franklin Road does not connect to the north



CONCEPTUAL AFTER - Path showing resurfaced and continued path along Franklin Road. Landscape buffer along both sides of the trail would enhance the experience

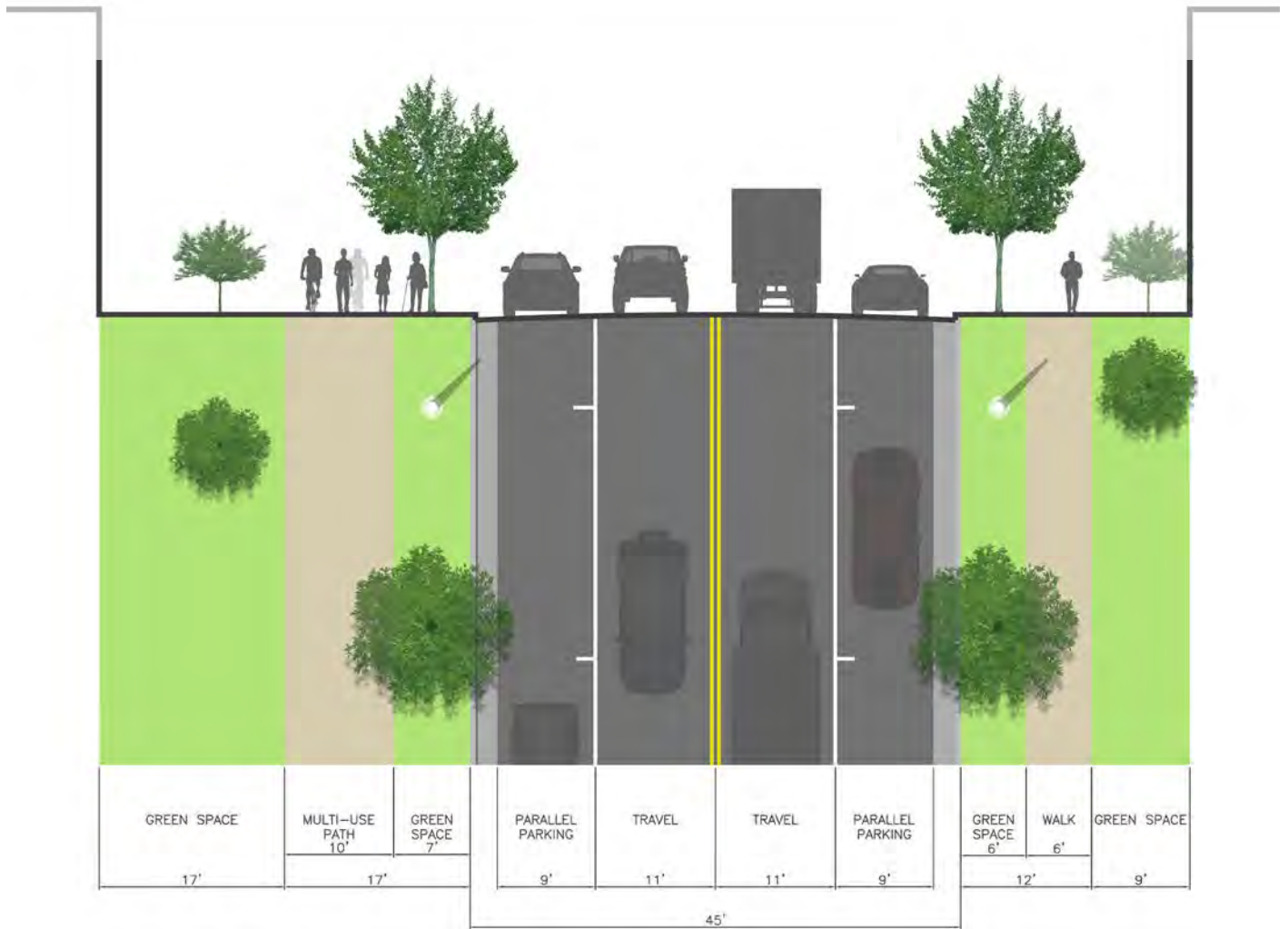
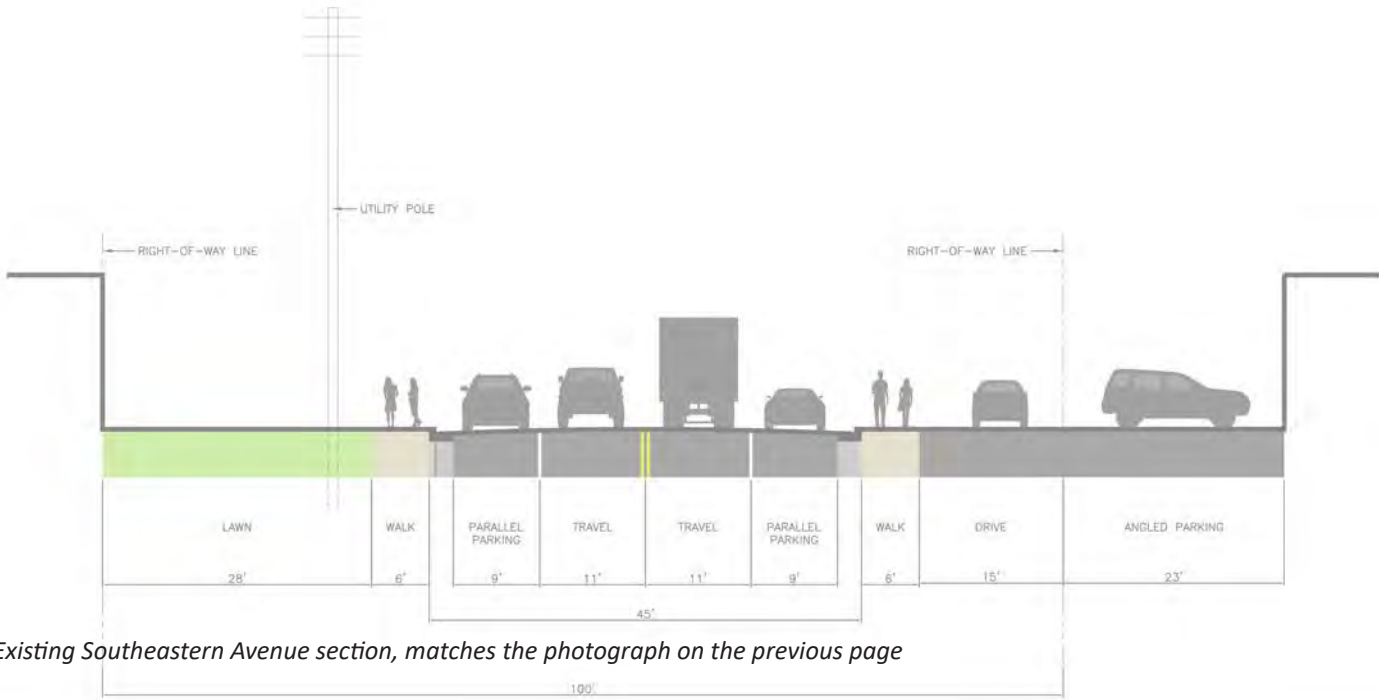


View looking north along Southeastern Avenue, matching the proposed streetscape section below and on the next page



PROPOSED SECTION – 2 LANE WITH MULTI-USE PATH

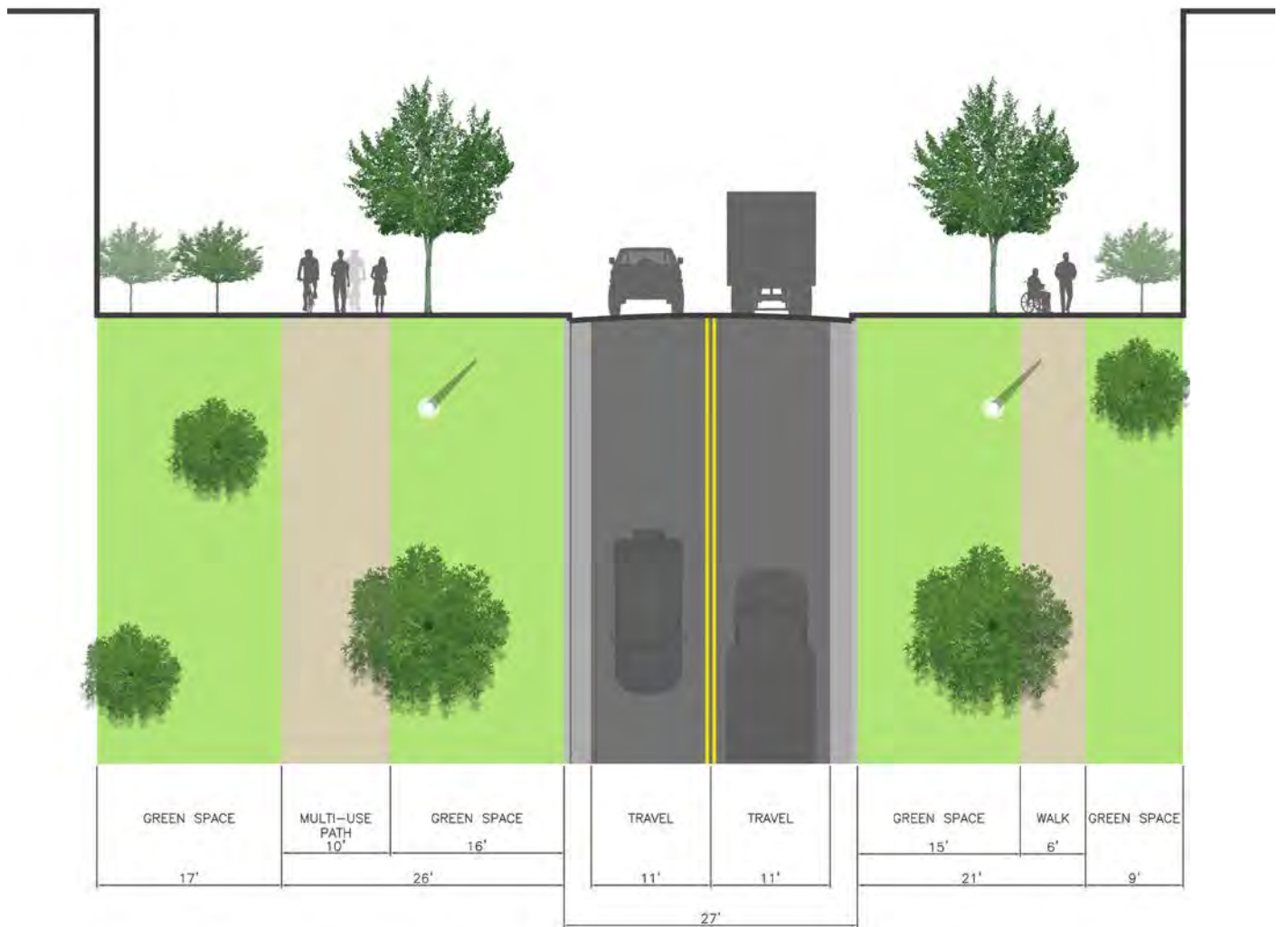
Streetscape Improvement - Southeastern Avenue



Streetscape Improvement - New Access and Secondary Roads



View looking north along Franklin Road.



PROPOSED SECTION – 2 LANE WITH MULTI-USE PATH AND NO PARKING

Streetscape Improvement - Rural Roads

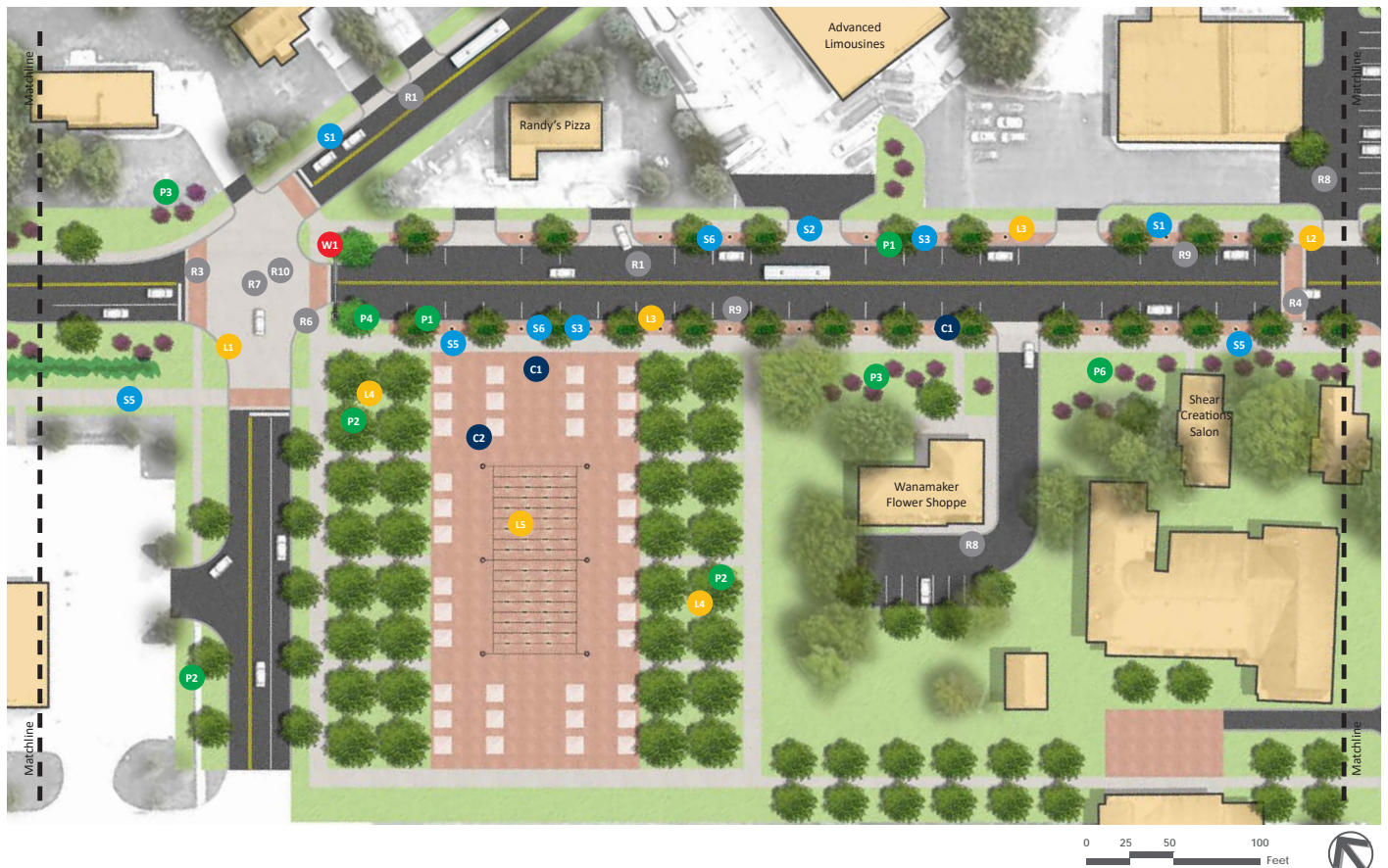
6.4 CONCEPTUAL DOWNTOWN & STREETSCAPE IMPROVEMENT PLAN

The following conceptual plan was prepared for the entire downtown corridor of Southeastern Avenue. The conceptual plan shows how a standard streetscape could be implemented, with a consistent treatment along both sides of the ROW. The concept plan shows how the roadways, sidewalks, wayfinding, lighting, plantings, and cultural displays can work together to enhance the corridor while improving pedestrian safety and accessibility.

The concept plans not only show the potential for the streetscape improvements, but also what potential infill development could look like. The streetscape plan allows for the existing curbs to remain with the recent stormwater improvements and that investment which has helped improved stormwater flooding concerns in recent years.



Conceptual arched signage to announce entry into Downtown Wanamaker



Streetscape Improvements Key

Lighting

- L1 Intersection traffic signals
- L2 Rapid flash beacon with push button
- L3 Street light / banners
- L4 Tree uplighting
- L5 Overhead cable lighting

Sidewalks

- S1 Standard concrete, 5"
- S2 Standard concrete, 8"
- S3 Concrete paver amenity zone
- S4 Benches
- S5 Multi-use bike / pedestrian path
- S6 Precast concrete planters

Roadways

- R1 Asphalt overlay
- R2 Standard concrete, 10"
- R3 Concrete paver crosswalks
- R4 Mid-block crosswalks
- R5 Existing curb and gutter
- R6 Curb bump-outs / traffic calming
- R7 Specialty paving design at intersections
- R8 Reconfigured parking lot
- R9 Parallel on-street parking
- R10 Angled on-street parking
- R11 Alley extension

Wayfinding

- W1 District gateways
- W2 Directional signage, pedestrian

Planting


- P1 Street trees in planters with soil cells
- P2 Shade trees
- P3 Flowering trees
- P4 Ornamental gateway plantings
- P5 Bioswale plantings
- P6 Educational pollinator corridor plantings

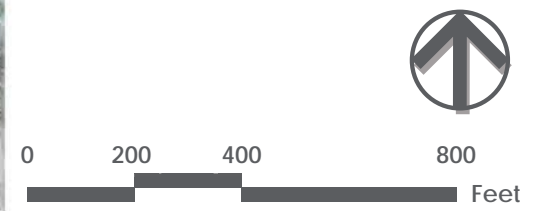
Culture

- C1 Public art / historic markers
- C2 Gathering Plaza
- C3 Infill development
- C4 Trust Property

Figure 6.1: Conceptual Downtown & Streetscape Improvement Plan



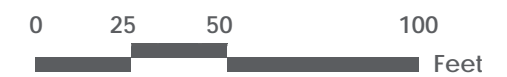
 Match Lines



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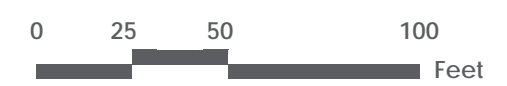
Southeastern Avenue @ Franklin Road



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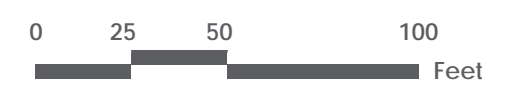
Southeastern Avenue @ Development Lots & AutoZone



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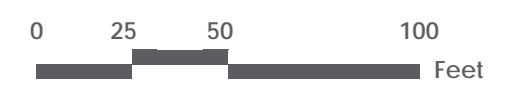
Southeastern Avenue @ Public Plaza & Northern Gateway to Downtown Wanamaker



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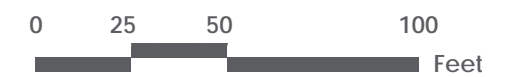
Southeastern Avenue @ Downtown Wanamaker



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Southeastern Avenue @ Northeastern Avenue & Southern Gateway to Downtown Wanamaker



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6.5 REGIONAL TRAIL CONNECTIVITY

The SWOT analysis revealed the desire to connect walking and cycling trails from Wanamaker to the surrounding residential communities and the Indianapolis Trail System shown below.

The goal of trail building for Wanamaker should include finishing and extending existing sidewalks and connecting to the larger trail systems of Pennsy Trail and Pleasant Run Greenway. Trails should be designed to ensure that the routes offer optimum scenic, geologic, historical, cultural, and biological sites to provide a variety of diverse habitats for the trail user to experience.

Considerations

- Pathways and trails should support current and future use with minimal impact on the area's natural systems.
- Produces negligible soil loss or movement while allowing vegetation to inhabit the area.
- Does not adversely affect the area's wildlife.
- Requires minimal trail maintenance.

Points of Interest: The trails should include as many points of interest as practical and feasible along the length of the trail.

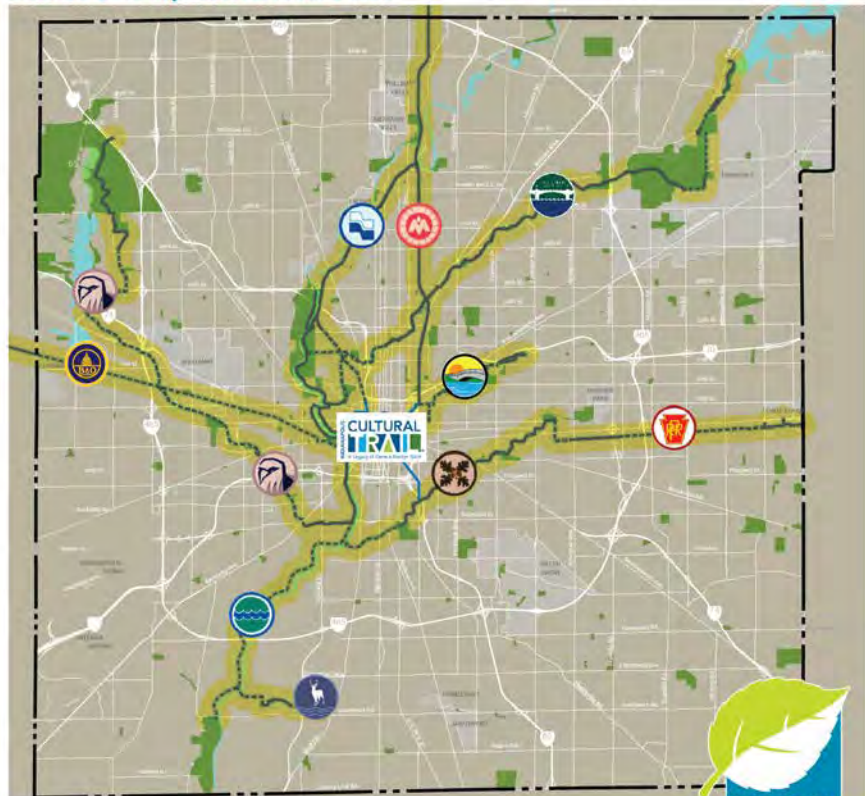
- Hydrological features such as ponds or lakes
- Cascades or waterfalls
- Historical and cultural features
- Large or interesting trees

Areas to avoid:

- Active farmland
- Wetlands or swampy areas
- Protect riparian corridors and follow standards for regional trails
- Constrained lands that include very rocky or steep slopes
- Stay 100 feet away from property boundaries



Solid Line represents built trail
Hashed Line represents future trail



Indianapolis Cultural Trail
Many of our greenways intersect this award winning trail. Visit indyculturaltrail.org for information.

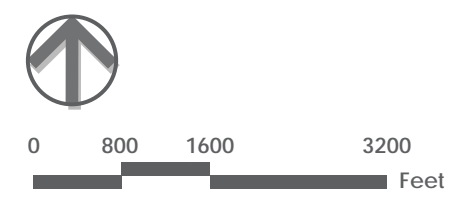
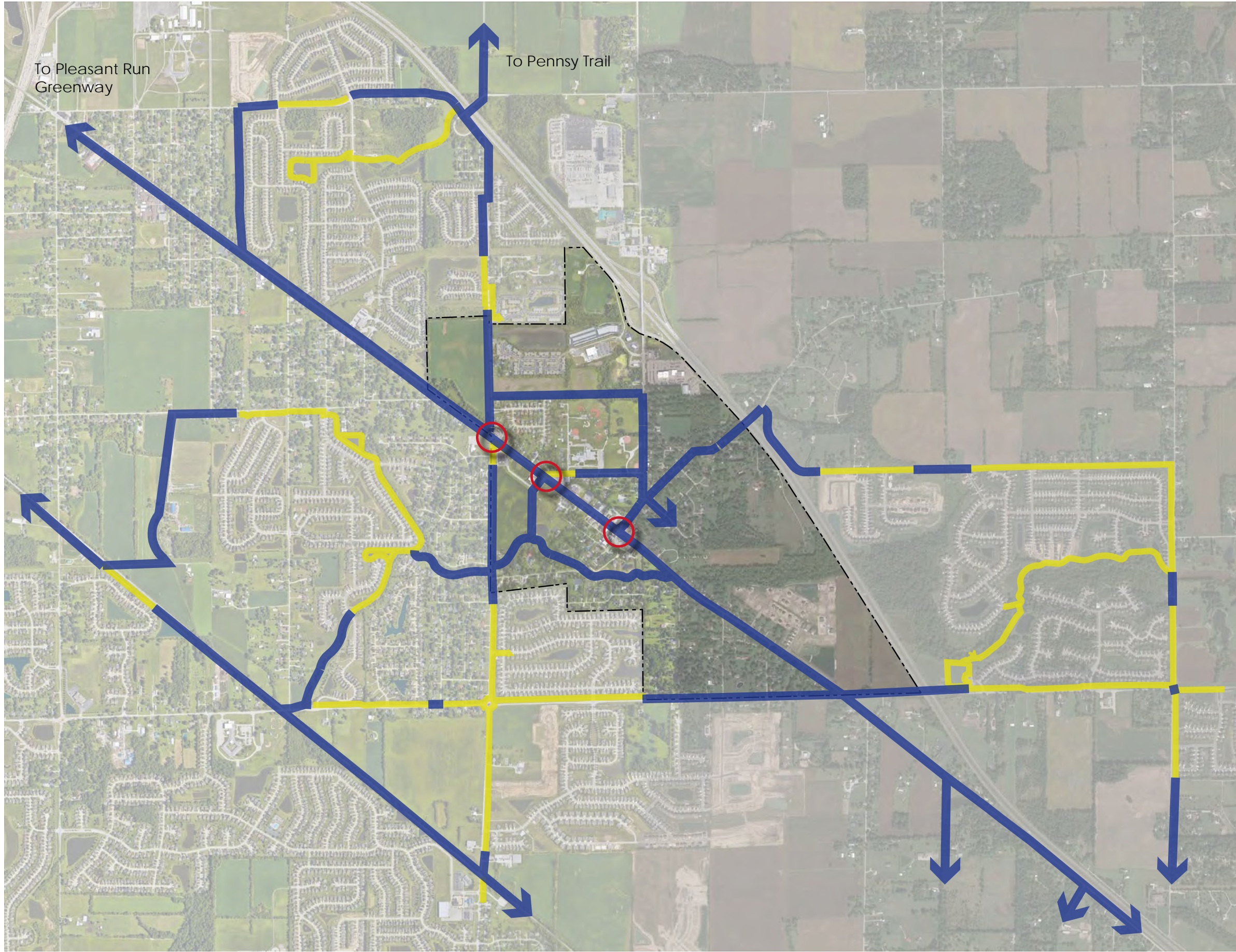


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Figure 6.2
Regional Trail Connectivity

Legend

- Existing Trail Connection
- Proposed Trail Connection



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APPENDIX A -
PUBLIC ENGAGEMENT
PROCESS CHARTER



PROCESS CHARTER

A.1 STATEMENT OF PURPOSE

Wanamaker seeks to maintain its character as a friendly, small-town community while also growing its commercial and civic center to create a stronger identity and draw more businesses and visitors. Rapid residential growth in Franklin Township and shifts in retail and entertainment make it vital for Wanamaker to take part in the planning process for their community and help direct growth and investment in ways that make sense for their unique part of Indianapolis.

A gift from a longtime community member, the late Russell E. Flagle, has provided funding for the planning process and potentially also developable real estate. The Russell E. Flagle Charitable Trust (Trust) provides a rare opportunity for the community to take part in a collaborative planning process to chart the future for some large parcels in their area and to help determine what makes the most sense for the long-term viability of Wanamaker.

The community wants to go through the Certified Plan Process so that the plan will be formalized by the Department of Metropolitan Development (DMD) and help inform development decisions for the Wanamaker area for years to come.

The following pages contain additional demographic information about the three Census Tracts that comprise the Wanamaker Influence Area. Additional demographic data is presented from IndyVitals.org and is for the Wanamaker community as defined by the DMD. Tables A.1, A.2, and A.3 represent the demographic data of the Steering Committee and the Wanamaker Community.

A.2 RESPONSIBILITIES OF STEERING COMMITTEE

The Steering Committee was formed to create a volunteer group that would help decide the focus for the Wanamaker Community Master Plan and help guide the planning process. The Steering Committee is responsible for advising the planning consultant on local issues and being the community partner for gathering stakeholder feedback and public engagement. The steering committee provided important feedback on preliminary review materials and at each steering committee meeting consensus was achieved on the discussion topics and the next steps.

A.3 COMMITTEE COMPOSITION & GOVERNANCE

The Wanamaker Community Master Plan Steering Committee was formed with volunteers who responded to an advertisement at the “Christmas in Wanamaker” event in December 2022 along with individuals suggested by the Trust. The volunteers were evaluated by the planning team and screened during an introductory phone call in January 2023. Almost all steering committee members live within Franklin Township and have connections to Wanamaker. The Steering Committee members volunteered to participate throughout the planning process until it is approved and certified. Participation beyond that and long-term maintenance of the plan is not yet determined.

Any resident of Indianapolis-Marion County with a connection to the Wanamaker Study Area was eligible to participate in the Steering Committee. Examples of connections include: residing in, owning a business in, owning property in, working in, and attending school in the Study Area. As the planning process proceeded, four additional steering committee members were added to greater represent the youth population and business community. The additional stakeholders represent the Franklin Township Community Schools as well as an additional business owner within Downtown Wanamaker. These additional members were added in April 2023 with a unanimous vote by the Steering Committee. The total number of steering committee members is 21.

A.4 DECISION MAKING PROCESSES

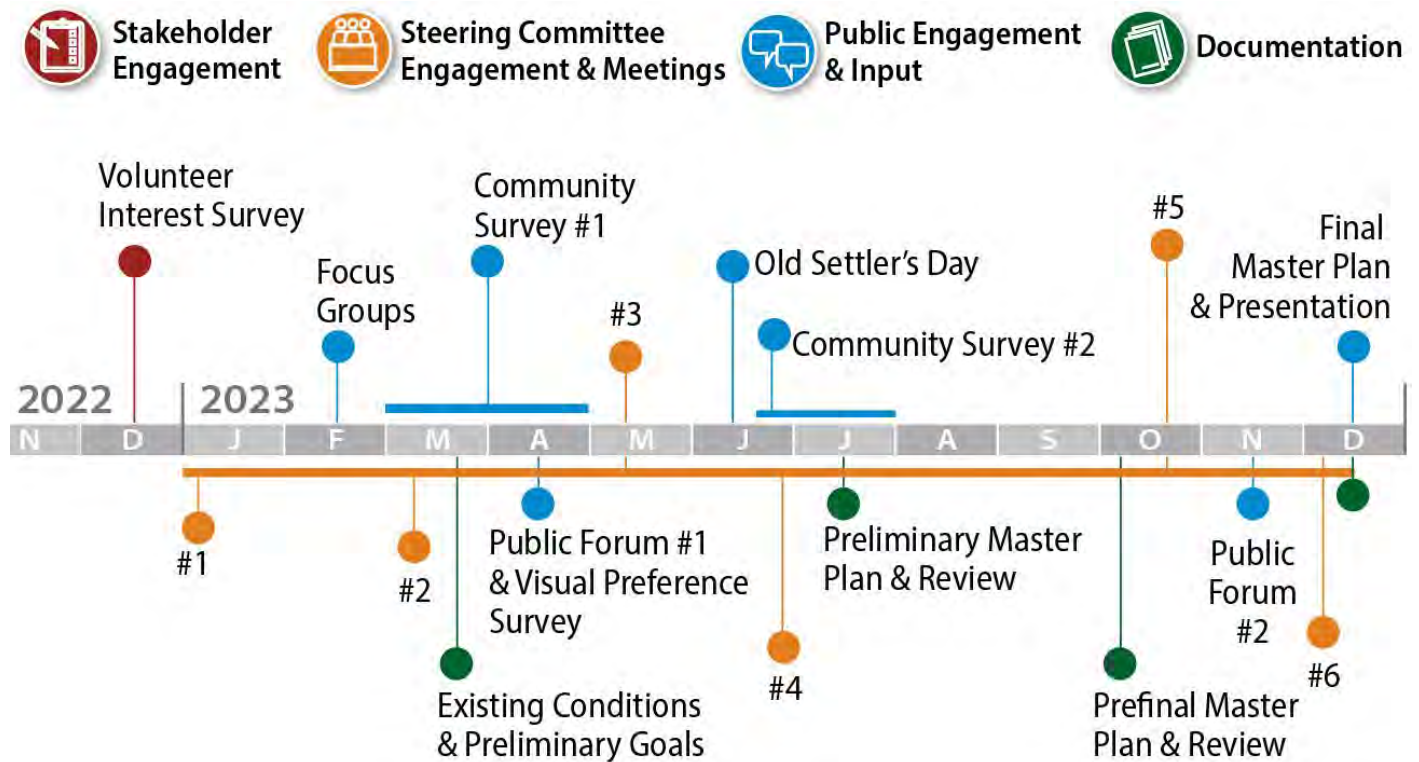
The Steering Committee does not use formal rules for voting procedures. The planning consultant typically organizes meetings and calls for votes with a simple majority being required to approve proposals and documents.

A.5 MEETINGS, COMMUNICATIONS, & REPORTING

The Steering Committee was engaged throughout the planning process and participated in both public forums and at the Old Settler’s Day Festival booth. All active community organizations within the Study Area were notified of the planning process and most, if not all, are participating as members of the Steering Committee. These include the Franklin Township Civic League, the Franklin Township Lion’s Club, The Franklin Township Chamber of Commerce, and the Franklin Township Historical Society. Key milestones and meetings are listed below and in Figure A.1:

- Pre-Planning & Public Outreach Campaign
December 2022 & January 2023
- Kickoff Call (Virtual with Steering Committee)
January 11, 2023
- Site Tour & Stakeholder Interviews & Steering Committee Meeting #1
February 14-15-16, 2023
- Steering Committee Meeting #2 (On-Site)
March 16, 2023
- Community Survey #1
March & April 2023
- Concept Development Workshop & Public Forum #1 (On-site)
April 5, 2023
- Steering Committee Meeting #3 (On-Site)
May 25, 2023
- Steering Committee Meeting #4 (On-Site)
June 15, 2023
- Old Settler’s Day Festival – Master Plan Booth
June 25, 2023
- Community Survey #2
June & July 2023
- Steering Committee Meeting #5 (On-Site)
October 5, 2023
- Public Forum #2 (On-site)
November 9, 2023
- Wanamaker Community Master Plan Final Submittal
December, 2023
- Final Presentation, Plan Adoption, & Steering Committee Meeting #6 (On-Site)
December 2023

Figure 1.1: Public Engagement Strategy Timeline



A.6 REVIEW & CHANGES TO THE CHARTER

The original Public Engagement Strategy and Process Charter were reviewed and approved by the steering committee in February 2023. There were no changes made to the process charter.

A.7 ADOPTION & DMD ACCEPTANCE

Once the planning process is complete, the Steering Committee will vote to adopt the Wanamaker Community Master Plan. Once it has been approved, all members of the Steering Committee will sign the attached form and submit to the City for potential acceptance as a Certified Plan.

Table 3.1: Steering Committee Composition

11% live in the study area
22% work in the study area
17% own a business in the study area
28% own property within the study area

Table 3.3: Steering Committee & Study Area Composition

Steering Committee Demographics	Wanamaker Demographics
39% women	52% women
4.5% ethnic minorities	24% ethnic minorities
55 median age	34 median age
0% renters	23% renters
6% with disabilities	9% with disabilities

Table 3.2: Land Use Categories and Business and residential areas within the Study Area

Land Use Category	Uses within Study Area
Village Mixed-Use	Business district; Early Learning Center; New Bethel Baptist Church; Little League and Softball League fields; houses and neighborhoods along Southeastern, Northeastern, Post, Franklin, Basil, McGaughey, Adams, and Maple Hill, etc.



STEERING COMMITTEE COMPOSITION

Committee Name	Member Name	Demographic or Land Use Group Represented	Geographic Area Member	Date of Joining	Member's Signed Initials
Steering Committee	C.J. Young	Resident	Franklin Township	13-Jan-23	CY
Steering Committee	Caleb Walden	Resident	Wanamaker	13-Jan-23	CAW
Steering Committee	Danny Meador	Township Trustee	Franklin Township	13-Jan-23	DM
Steering Committee	David Baird	Resident	Wanamaker	13-Jan-23	DB
Steering Committee	David Retherford	Business Owner	Wanamaker	13-Jan-23	DR
Steering Committee	Derek Snyder	Resident	Franklin Township	13-Jan-23	DS DMS
Steering Committee	Dustin Robbins	Business Owner	Franklin Township	13-Jan-23	DR
Steering Committee	Heather Broda	Resident	Franklin Township	13-Jan-23	HAB
Steering Committee	Heather Freeman	Resident	Franklin Township	13-Jan-23	HF
Steering Committee	John Wolski	Resident	Franklin Township	13-Jan-23	JPW
Steering Committee	Keith Dickerson	Resident	Franklin Township	13-Jan-23	DS KD
Steering Committee	Keri Snyder	Resident	Franklin Township	13-Jan-23	DS KS
Steering Committee	Mary Ann Gerth	Resident	Wanamaker	13-Jan-23	MAG
Steering Committee	Nancy VanArendonk	Resident	Franklin Township	13-Jan-23	DS NVA
Steering Committee	Nathan Paulson	Resident	Wanamaker	13-Jan-23	NP
Steering Committee	Shelly Wynn	Business Owner	Wanamaker	13-Jan-23	SW
Steering Committee	Susan Young	Resident	Franklin Township	13-Jan-23	SY
Steering Committee	Ty Rinehart	Development Consultant	Franklin Township	13-Jan-23	TR
Steering Committee	Fred McWhorter	Education - FTCSC	Franklin Township	5-May-23	DS FM II
Steering Committee	Mellissa Drier	Education - FTCSC	Franklin Township	5-May-23	DS MD
Steering Committee	Nichole Webb	Education - Wanamaker Early Learning Center	Wanamaker	5-May-23	DS NW
Steering Committee	Sunny Singh	Business Owner	Wanamaker	5-May-23	DS S.S.

30-Nov-23



ADOPTION BY COMMITTEE AND DMD ACCEPTANCE

Adopted by the Wanamaker Community Master Plan Steering Committee on:		30-Nov-23
Printed Name	Signature	Date
C.J. Young		11/30/2023
Caleb Walden		11/30/2023
Danny Meador		11/30/2023
David Baird		11-30-2023
David Retherford		11-30-2023
Derek Snyder	DocuSigned by: EAA40CD4A7C14ED...	12/7/2023
Dustin Robbins		11/30/23
Heather Broda		11/30/23
Heather Freeman		11/30/2023
John Wolski		11/30/2023
Keith Dickerson	DocuSigned by: 4A7893EE098C425...	12/4/2023
Keri Snyder	DocuSigned by: 5337E91088BD472...	12/4/2023
Mary Ann Gerth		11/30/23



ADOPTION BY COMMITTEE
AND DMD ACCEPTANCE

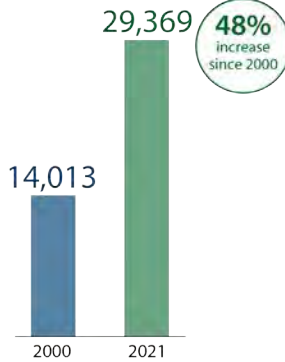
Adopted by the Wanamaker Community Master Plan Steering Committee on:		30-Nov-23
Printed Name	Signature	Date
Nancy VanArendonk		11-30-2023
Nathan Paulson	DocuSigned by: D1A01F7D61BE44D...	12/12/2023
Shelly Wynn		11/30/23
Susan Young		11-30-2023
Ty Rinehart		11/30/23
Fred McWhorter		11/30/2023
Melissa Drier	DocuSigned by: D3C3726DF3C8416...	12/4/2023
Nichole Webb	DocuSigned by: 24852B6C287E441...	12/4/2023
Sunny Singh	DocuSigned by: FE0F81F9B08D439...	12/6/2023

Adopted by the Department of Metropolitan Development, City of Indianapolis

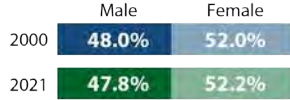
Printed Name	Signature & Title	Date

DEMOGRAPHICS

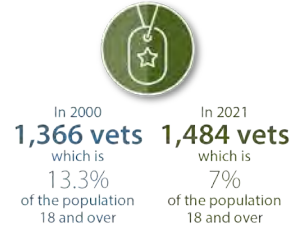
POPULATION CHANGE



SEX



VETERANS



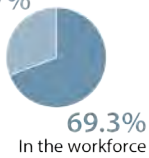
Approximately **2,100** people in the area are living with a disability

LABOR FORCE

2021, those 16 years and over

Not in the workforce (ex: students, retired, etc.)

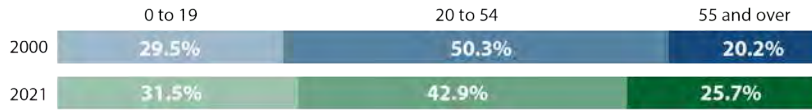
30.7%



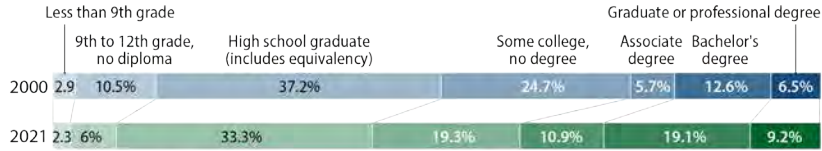
UNEMPLOYMENT RATE

2020: 3.4% 2021: 4.0%

AGE DISTRIBUTION



EDUCATIONAL ATTAINMENT

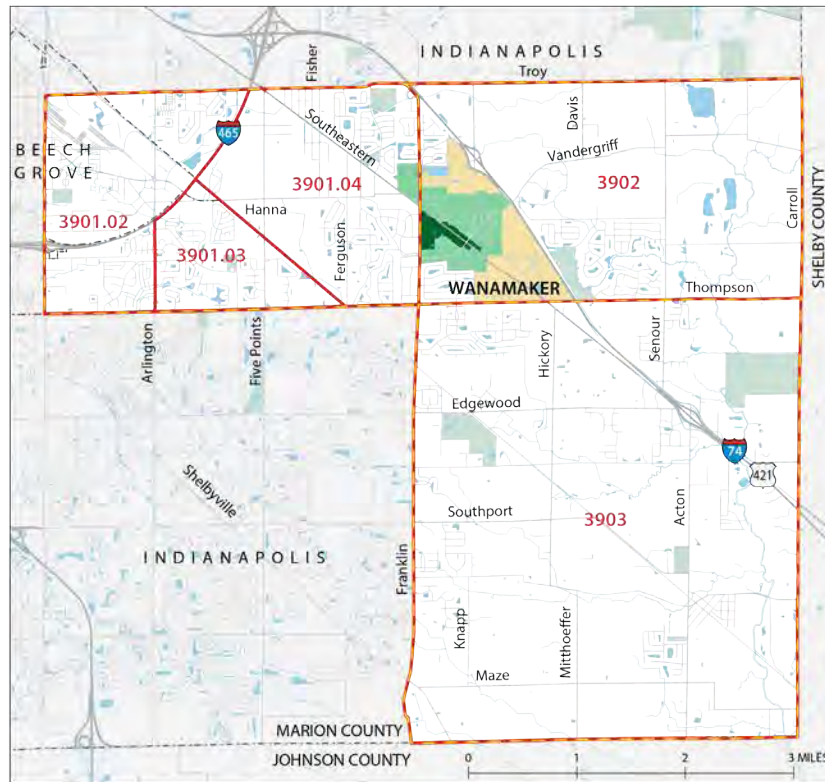


RISK FACTOR
9th percentile for high school education/adults without diploma

RISK FACTOR
66th percentile for lack of green space (key for land use and transportation policy decisions)

WANAMAKER CENSUS TRACTS

- Influence area
- Study area
- Focus area
- Census tracts touching Wanamaker:
- 2000 tract boundaries
- 2020 tract boundaries
- Parks
- Lakes
- Streets



MEDIAN HOUSEHOLD INCOME



PER CAPITA INCOME



SOURCES: U.S. Census, American Community Survey; 2021 dollar estimates using U.S. Bureau of Labor Statistics' CPI Inflation Calculator

FOCUS AREA

- Influence area
- Study area
- Focus area
- Parks
- Lakes
- Streets
- 2020 tract boundaries
- Parcel boundaries
- Buildings

Echo Ridge Apartments



RISK FACTOR

62nd percentile
for traffic proximity
and volume
near residences

AREA HOUSING

28.7% occupied by renters



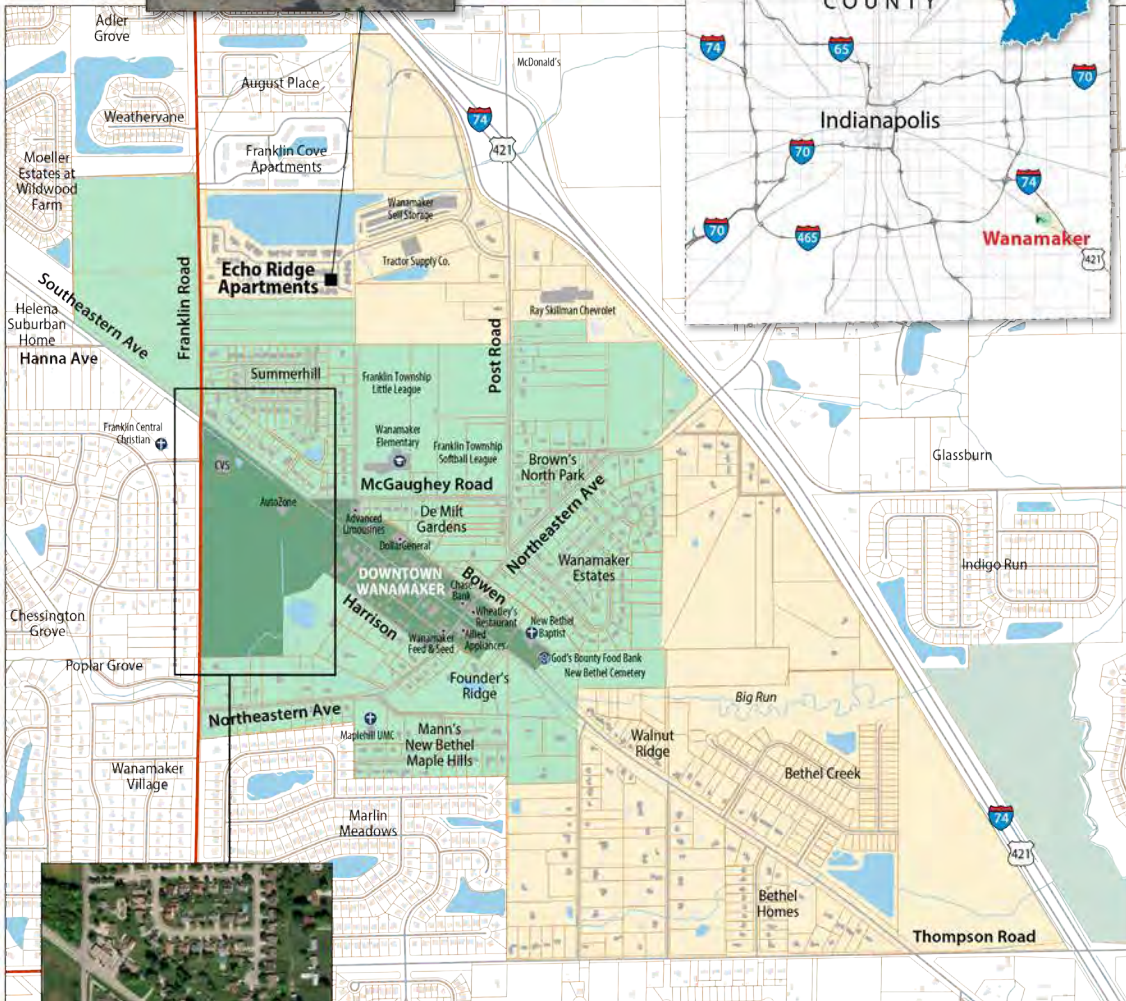
Owner-occupied
housing units
71.3%



WALKABLE ZONING

Mixed-use Walkable Zoning provides these benefits:

- More compact development that preserves greenspace
- Promotes a healthier lifestyle
- Reduces cost of delivering public services
- Reduces vehicle miles traveled, traffic dwell, and carbon emissions



Aerial view of community



RISK FACTOR

70th percentile
in linguistic isolation/English proficiency
(includes native English-speaking households)

LANGUAGE BY HOUSEHOLD



SOURCES: Workforce- and Transportation-related Federal Risk Factors from the Climate and Economic Justice Screening Tool, U.S. Census, American Community Survey, www.sustainablecitycode.org



Wanamaker Neighborhood Area

Get Updates by Email

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HOW ARE THE NEIGHBORHOOD AREAS DEFINED?

2019 Poverty Rate: 3%
2020 Total Population: 2,210
2019 Median Age: 34
2019 Median HHLD Income (\$1000s): \$82.5

[SAVI Community Profile](#)



TOPIC	INDICATOR	General Trends		How does the Neighborhood Area compare with...				
		CURRENT VALUE	CHANGE SINCE 2010	Other N'hood Areas	County	Indy Metro	Indiana	
				CURRENT RANK	RANK CHANGE SINCE 2010			
OVERALL	<i>General Demographics and Overview Statistics</i>							
	Population	2,210	+958	88th	+5	N/A	N/A	N/A
	Population Density (Population per acre)	1.6	N/A	86th	N/A	-2.0	N/A	1.3
	Income Density (in thousands per acre)	\$25.5	+\$8.9	93rd	+3	-\$76.0	N/A	\$17.2
	Land Value Density (in thousands per acre)	\$175	+\$94	69th	+22	-\$79	N/A	N/A
	Median Age	34	0	63rd	-11	-0	-3	-4
	People of Color	24%	+17pt	68th	+27	-21.1pt	-4.1pt	2.7pt
	Median Household Income (in thousands)	\$82.5	+\$23.1	13rd	+15	\$34.2	\$20.9	\$26.2

TOPIC	INDICATOR	General Trends		How does the Neighborhood Area compare with...					
		CURRENT VALUE	CHANGE SINCE 2010	Other N'hood Areas	County	Indy Metro	Indiana		
				CURRENT RANK	RANK CHANGE SINCE 2010				
BUILTENVIRONMENT	<i>Quality, Choice, Access</i>								
	Housing Density (Units per Acre)	+	.4	.1	94th	1	-1.3	N/A	.3
	Employment Density (Jobs per Acre)	+	2.1	.1	79th	3	N/A	N/A	N/A
	Resident Employment in Neighborhood	+	1.8%	-1.4pt	68th	23	N/A	N/A	N/A
	Unimproved Residential Parcels	+	11%	-5pt	33rd	10	2.5pt	N/A	N/A
	Tax Delinquent Properties	+	.1%	.1pt	24th	23	-7pt	N/A	N/A
	Surplus Properties	+	.0%	.0pt	1st	0	N/A	N/A	N/A
	Tax Sale Properties	+	.1%	N/A	24th	N/A	-7pt	N/A	N/A
	Walkability/Average Walk Score	+	17.0	N/A	69th	N/A	N/A	N/A	N/A
	Housing Cost Burdened	+	28%	-10pt	34th	34	-5.2pt	1.2pt	3.5pt
	Median Assessed Value	+	\$167,300	\$53,200	31st	5	\$41,800	N/A	N/A
	Vacancy Rate	+	16%	-1pt	78th	4	4.0pt	6.3pt	5.1pt
	Properties with Park Access	+	1%	N/A	84th	N/A	-31.7pt	N/A	N/A
	Non-Car Work Commuters	+	2%	1pt	77th	3	-3.2pt	-1.8pt	-2.7pt
	Properties with Greenway Access	+	0%	N/A	44th	N/A	N/A	N/A	N/A
ECONOMYANDJOBS	<i>Quality Jobs and Shared Prosperity</i>								
	Jobs	+	701	-2	86th	3	N/A	N/A	N/A
	Unemployment Rate	+	2%	-4pt	11st	31	-4.0pt	-2.5pt	-2.5pt
	Labor Force Participation	+	75%	3pt	8th	27	7.4pt	7.2pt	10.7pt
	Per Capita Income	+	\$33,544	\$4,825	34th	4	\$4,978	-\$155	\$3,767
	Post-High School Degree	+	40%	12pt	45th	7	1.8pt	-2.3pt	5.1pt

TOPIC	INDICATOR	General Trends		How does the Neighborhood Area compare with...				
		CURRENT VALUE	CHANGE SINCE 2010	Other N'hood Areas	County	Indy Metro	Indiana	
				CURRENT RANK	RANK CHANGE SINCE 2010			
EDUCATION	<i>Education, Arts, and Community</i>							
	Grade 3 Reading Proficiency (up to 2018)	+	N/A	N/A	N/A	N/A	N/A	N/A
	Grade 3 Reading Proficiency (2019 and later)	+	N/A	N/A	N/A	N/A	N/A	N/A
	Quality Seats (Access)	+	0%	0pt	90th	8	N/A	N/A
	Quality Schools (Accountability)	+	N/A	N/A	N/A	N/A	N/A	N/A
	High School Graduation Rate	+	N/A	N/A	N/A	N/A	N/A	N/A
	Access to Quality Pre-K	+	37%	37pt	91st	12	-52.9pt	N/A
	Library Utilization	+	28%	N/A	27th	N/A	3.4pt	N/A
EQUITYEMPOWERMENT	<i>Community Inclusion & Access</i>							
	Poverty Rate	+	3%	-8pt	7th	34	-14.5pt	-9.1pt
HEALTHSAFETY	<i>Strong, Resilient, Safe</i>							
	Violent Crimes (per 1000 Population)	+	25.6	-4.8	54th	4	N/A	N/A
	Juvenile Charges (per 1000 Population Under 18 Years)	+	.0	-26.5	1st	16	N/A	N/A
	Property Crimes (per 1000 Population)	+	63.2	-4.0	57th	4	N/A	N/A
	Births with Low Birth Weight	+	11%	3pt	48th	26	N/A	N/A
	Births Where Prenatal Care Began in the First Trimester	+	86%	2pt	7th	2	N/A	N/A
	Births to Mothers Less Than 19 Years Old	+	0%	-6pt	1st	49	N/A	N/A
	Disabilities	+	9%	-2pt	87th	20	-4.6pt	-3.4pt
	Bicycle/Pedestrian Collisions with Autos (per 1000 Population)	+	.0	.0	1st	0	N/A	N/A
	Boarding Orders (per 100 housing units)	+	.0	-6	1st	61	N/A	N/A
	Mowing Orders (per 100 housing units)	+	.4	-4.5	23rd	58	-2.1	N/A
	Trash Orders (per 100 housing units)	+	N/A	N/A	N/A	N/A	N/A	N/A
	Demolition Orders (per 100 housing units)	+	.0	.0	1st	0	N/A	N/A
	Food Access	+	100%	100pt	1st	93	26.9pt	24.9pt
	Population without Health Insurance	+	5%	-2pt	19th	9	-5.7pt	-3.3pt
NATURALSYSTEMS	<i>Protecting/Restoring Resources of Life</i>							
	Permeable Surface (Water Penetrable)	+	87%	N/A	17th	N/A	9.6pt	N/A
	Tree Cover	+	28%	N/A	65th	N/A	-4.5pt	N/A

