McDoel Gardens Neighborhood Plan
August 2002

Created by:
The Residents and Stakeholders of McDoel Gardens Neighborhood

Facilitated by:
The City of Bloomington; Planning Department and Housing and Neighborhood Development Department
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NEIGHBORHOOD PLANS
IN BLOOMINGTON, INDIANA

McDOEL’S PLANNING PROCESS
Neighborhood Plans in Bloomington

The neighborhood plan is intended to serve as a guide for implementing public improvement projects and steering private investment, as all traditional plans have done. As a deeper product, the neighborhood plan should expand neighborhood capacity by building ‘social capital’ - an additional kind of community investment.

Neighborhood planning improves the City’s coordination of services by collaborating with the neighborhood to discuss and work to solve their concerns. The process encourages healthy interaction among participants. An important component of the effort is locating and empowering people in the community with leadership talents and strong ties to their neighbors. The resulting plan will bring together a network of strategic alliances between citizens, business and government.

The Bloomington Growth Policies Plan recognizes the goal ‘Conserve Community Character’ because it foresees that core neighborhoods are economic assets to the city as a whole. Architectural significance, pedestrian scale, diversity, affordability, and proximity are resources critical to the vitality of the community. For many people, the neighborhood will be their first impression of the town. Revitalization strategies and future plans must incorporate a more profound sense of their value as well as convey the wishes of their residents.

Through the planning process, a neighborhood may construct a clear vision of its needs and priorities, while assembling a degree of consensus concerning the things that need to be accomplished. The final product will be an action plan composed of real projects including timing, funding and responsible parties.

Planning Process

In early February 2002, City Staff met with residents of the McDoel Gardens neighborhood to introduce the City’s Neighborhood Planning Initiative. Residents were presented with a description and purpose of the plan. City Staff’s role in the neighborhood planning process entails facilitating discussion and serving as an intermediary with other city departments. Then a Strengths, Weaknesses, Opportunities, and Threats analysis, known as a SWOT exercise, was done with residents and stakeholders of the neighborhood. This gave neighbors an opportunity to familiarize themselves with the strengths of the neighborhood as well as identifying weaknesses and areas in need of improvement.

A Steering Committee was developed from a list of volunteers. Members consisted of a small and active cross section of more than a dozen people having interests in McDoel. These representatives of social service agencies, businesses and residents met regularly to oversee the assembly of public input. They guided the effort to prioritize community issues by reviewing field notes collected from the initial SWOT exercise. A series of subsequent meetings led to the creation of a vision statement from which neighborhood goals and objectives were generated. This working body forged relationships among its members that led to a greater understanding of the resources within the McDoel community.

From that point, the Steering Committee guided staff on the production of the plan. Residents prioritized the findings of the SWOT analysis. Representatives from various agencies within and around the neighborhood presented their future goals and initiatives in the neighborhood. These agencies included the Indiana Enterprise Center, Bloomington Hospital, Community Kitchen, Shelter Inc., and the City of Bloomington. These presentations aided in the prioritization of the SWOT and established some goals and objectives for the neighborhood.
A subcommittee was created to develop a vision statement for the neighborhood. The subcommittee was given complete freedom to create the vision statement. The statement’s purpose is to embody the dreams and needs of the neighborhood as a whole, and inspire action to realize these dreams.

Once the vision statement was completed, the Steering Committee finalized the goals and objectives. The Steering Committee presented these findings to the whole neighborhood during one of the McDoel Gardens Neighborhood Association meetings. Action steps and a timeline were then derived from this information. These steps were based on all of the input gathered in the process. A final document was completed and presented to the neighborhood, and the residents can now focus their efforts on implementation.
McDoel Gardens Neighborhood Study Area

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McDoel Boundaries

The McDoel Gardens Neighborhood is located a few blocks to the southwest of Bloomington’s downtown. It encompasses approximately 115 acres with boundaries defined by 1st Street to the north, Morton Street to the east, Hillside Drive to the south, and Patterson Drive to the west. The neighborhood is also located in between the Bloomington Hospital Complex and Indiana Enterprise Center (IEC), formerly occupied by Thomson Consumer Electronics. Historically, a majority of the residents of McDoel Gardens worked for either Bloomington Hospital or Thomson. Therefore, McDoel Gardens has its lineage as a working class neighborhood. Now Thomson is closed and Bloomington Hospital continues to expand its boundaries. This presents new challenges for the neighborhood in the future.

History of the McDoel Gardens Neighborhood

Named for the president of the Monon Railroad, in 1910, McDoel Neighborhood had its roots in Bloomington’s early twentieth century industrial boom. Residential development in the McDoel area took place in two stages roughly reflecting the southern and northern part of the proposed district. The southern part, including development along Rogers and Madison South of Grimes, was platted as the Dodds Subdivision in 1891. By the time that the construction of the Showers Cabinet Factory was completed in 1919, many houses were already built along Rogers Street. These gabled–ell form homes are most similar to those found on the Near West Side on 6th and 7th Streets.

The area north of Grimes developed at a relatively later time and reflects a different esthetic of residential construction. However, it was built for the same working class community. These later homes, placed on the Dixie Highway plat after 1923, show the change in housing style from gabled–ell’s to the bungalows and kit homes. During the intervening years construction styles were modified to reflect a new interest in efficiency of production. The clean interior lines of the bungalow, with its flat undecorated millwork as well as the mass production of housing kits by Sears, Montgomery Ward, Aladdin and other home manufacturers are in dramatic evidence along Wylie, Dixie and Dodds.
Historic Housing Forms

The gabled–ell form is not specifically rural or urban in nature, but is associated with the houses of working class people. Commonly called in their day, “carpenter architecture,” stylistic flourishes were discretionary rather than of a piece. If details were desired then they were applied to a standard house design. The homes on Rogers and Madison date from between 1890 and 1920 and are pattern book construction of an earlier era than the Sears Catalogue homes evident on Dixie and Dodds. Two forms of the L–plan house predominate: the pyramidal roof and the simple cross–gabled ell. There is a very high concentration of these forms on Madison both north and south of Grimes and on South Rogers. At the time of their construction, they housed limestone and railroad workers from mills located near the neighborhood (Bowman, Bloomington, Fagan, Cline, Nolan and Son, Hoadley, Tribune, Radley, and McDoel Mills were all located within 1000 feet of the district).

Sears and Roebuck Company included house plans in its mail order catalogue as early as 1908. In 1911, Sears was offering its own mortgages and required a down payment of 25%. The boom in kit homes came after WWI, coinciding locally with the Dixie Highway subdivision of 1923. The bungalow was among several popular and affordable forms available through Sears catalogue. The small bungalows that line the streets along Dixie, Dodds and Allen display the minimal detailing associated with speculative construction.

The Dixie Highway Subdivision was quickly filled by working class people who were employed at surrounding limestone, railroad, and furniture industries. The lots are closely spaced (48’ wide) and crossed by both north and south and east and west running alleys. This allows approximately 26 single–family homes per block face or just over 8 units per acre, all freestanding homes are placed near the street with deep backyards. This compares with the 700 block of South Lincoln in density, however the houses in Bryan Park are larger with more lot coverage. The distinctive rhythm of the housing in the McDoel Gardens neighborhood is characteristically linked by continuous limestone retaining walls.

Other examples of Sears kit homes are the Rodessa (503 West Dodds), the Grant (708 West Wylie), the Homewood (603 West Wylie), the Farnum (709 West Dodds) and the Kimball (609 West Dodds). Most of these plans are two bedroom with a separate kitchen. The exteriors show small arts and crafts flourishes in the exposed rafter tails, battered columns, and four over one double hung windows. Some, like the Rodessa or Grant, exhibit Colonial Revival or Dutch Colonial influences on a modest scale.
The proximity of 11 stone mills within three blocks of the modern boundaries of the McDoel neighborhood influenced both demographic and construction patterns in the area. In terms of sequence, the limestone industry’s greatest influence on the neighborhood would have been from 1905 through the 1930’s when the mills began to close. Earlier mills were located in the Near West Side and Prospect Hill neighborhoods. Populations in these areas were heavily represented by laborers, planermen and carvers. Showers Brothers constructed a kitchen cabinet plant on South Rogers in 1919. The Dixie Highway Subdivision, platted shortly after, in 1923, is probably the best example of the housing influenced by the factory location. Houses are uniformly placed on narrow lots with shallow setbacks. The neighborhood has a thematic use of limestone retaining walls. Most were made of found material at the quarries where many residents were employed.

One of the oldest houses in Bloomington, Henderson House, at 748 South Morton is an outstanding example of a federal home. This I–house dates from the earliest settlement time, c. 1835 and is associated with Baynard Rush Hall who was a founding professor of the Indiana Seminary, the precursor of Indiana University. The house predates construction of the Louisville, New Albany and Salem railroad by at least 20 years.

An 1856 atlas shows the New Albany and Salem Railroad Company lines running in the modern location of the CSX Railroad between Rogers and Walnut (Bedford Road). Trunk lines appear in 1908 indicating industrial activity, particularly south of Grimes. Only two properties remain at 321 West Hillside and 1501 South Madison that are associated with railroad history. These were large boarding houses or hotels located close to the tracks and housing railroad workers and travelers. The structures have been architecturally modified but were known as the “Monon Hotel” and figured in the early development of the neighborhood.

By the mid Twentieth Century, McDoel had changed dramatically. The 11 stone mills operating in the nearby area gradually closed, leaving only three in business after 1950. The Showers Brothers Kitchen Cabinet Factory was sold to RCA in 1927, and history was made with the production of the first color television in 1954. Bloomington Hospital, which began in a 10-room brick farmhouse on what was called the “Hopewell Grounds”, expanded to a handsome new limestone building in 1920. Accessory medical offices and hospital supply companies began to encroach on surrounding residential areas in the 1970’s, causing erosion of the residential fabric at the edges of the neighborhood. In 1995 RCA closed its doors, casting a pall on the economic vitality of this perennially working class neighborhood. Now McDoel residents pin their hopes on the redevelopment plans of the Indiana Enterprise Center on the site of the former RCA plant.
Because the residential context of McDoel remains while many individual houses have been remodeled or sided, it is an excellent example of an area that continues to be an identifiable neighborhood but which could use aesthetic upgrades and infill. With the loss of historic industrial centers, neighborhood activity is focused through the McDoel Baptist Church, which provides meeting space and camaraderie. The church has stood at the corner of Rogers and Allen since 1926, lending continuity to an otherwise changing scene. The goals of the neighborhood association for McDoel are to slow the loss of housing at the perimeter while marketing itself as a stable residential area. To this end, a Conservation District ordinance was passed in March of 2001. This district, one of a handful in the state of Indiana and the largest of its kind, in terms of buildings protected, is intended to slow the rate of housing loss to adjacent commercial and institutional development, while allowing maximum freedom to homeowners. Only demolition, new construction and the moving of buildings are reviewed by the Bloomington Historic Preservation Commission. The district will be reconsidered, by a vote of property owners, in August of 2003.

McDoel anticipates even more dramatic change over the next decade with the construction of an urban greenway in place of the old switchyards. This park will link McDoel to the surrounding community in unprecedented ways. Redevelopment of the old Showers/RCA site is imminent and with it the introduction of new businesses, residents and energy.

Zoning

A view of the current zoning map on the next page shows a majority of the neighborhood as zoned Single Dwelling Residential (RS 4.5), making McDoel Gardens largely residential in nature. The northern part of the neighborhood is zoned Medical and contains Bloomington Hospital, as well as ancillary medical offices. The Indiana Enterprise Center, located in the southwest quadrant of the neighborhood, is a Planned Unit Development (PUD). This particular PUD, known as the Thomson PUD, breaks the property into five generalized tracts and provides for a mix of industrial and employment development with some limited commercial and residential opportunities. There is a small area of Limited Commercial (CL) on Rogers Street between Wylie Street and Dixie Street allowing for more neighborhood-based commercial opportunities.
McDoel Gardens

Zoning

Legend
CA - Arterial Commercial
CG - General Commercial
CL - Limited Commercial
I - Institutional
IL/IS - Limited Industrial/Special Industrial
MED - Medical
PUD - Planned Unit Development
RM 7 - Multi-dwelling Residential 7 units/acre
RM 15 - Multi-dwelling Residential 15 units/acre
RS 3.5 - Single-dwelling Residential 3.5 units/acre
RS 4.5 - Single-dwelling Residential 4.5 units/acre
Land Use

Land uses in the neighborhood mainly focus on single family residential. The north side of the neighborhood, which is adjacent to the Bloomington Hospital, consists of medical and office uses along 1st Street. McDoel Baptist Church is one of the central focal points of the neighborhood. It also is one of several faith-based institutions in the neighborhood. The Maple Court Mobile Home Community provides a border between Patterson Drive to the west and the neighborhood. Social service institutions, Community Kitchen and Shelter, Inc., are located on Rogers Street. There are a few commercial areas located in McDoel Gardens. A sandwich shop and bank are located on Grimes Lane and Patterson Drive. Kroger is located directly adjacent to the neighborhood to the northeast. Below is a land use table, which displays the amount of area each land use represents in the neighborhood.

<table>
<thead>
<tr>
<th>LAND USE</th>
<th>TOTAL AREA (ACRES)</th>
<th>PERCENT OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>39.7</td>
<td>34.4%</td>
</tr>
<tr>
<td>Roadway</td>
<td>21.6</td>
<td>18.8%</td>
</tr>
<tr>
<td>Multi-family</td>
<td>12.6</td>
<td>10.9%</td>
</tr>
<tr>
<td>Vacant/Underdeveloped</td>
<td>9.3</td>
<td>8.1%</td>
</tr>
<tr>
<td>Parking</td>
<td>8.8</td>
<td>7.6%</td>
</tr>
<tr>
<td>Light Industrial</td>
<td>7.3</td>
<td>6.3%</td>
</tr>
<tr>
<td>Offices</td>
<td>4.0</td>
<td>3.4%</td>
</tr>
<tr>
<td>Medical</td>
<td>3.6</td>
<td>3.1%</td>
</tr>
<tr>
<td>Retirement Facility</td>
<td>2.1</td>
<td>1.8%</td>
</tr>
<tr>
<td>Mobile/Manufactured Home</td>
<td>1.7</td>
<td>1.5%</td>
</tr>
<tr>
<td>Railroad</td>
<td>1.2</td>
<td>1.1%</td>
</tr>
<tr>
<td>Churches</td>
<td>0.8</td>
<td>0.7%</td>
</tr>
<tr>
<td>General Commercial</td>
<td>0.7</td>
<td>0.6%</td>
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<tr>
<td>Heavy Industrial</td>
<td>0.7</td>
<td>0.6%</td>
</tr>
<tr>
<td>Neighborhood Commercial</td>
<td>0.5</td>
<td>0.4%</td>
</tr>
<tr>
<td>Warehousing</td>
<td>0.4</td>
<td>0.4%</td>
</tr>
<tr>
<td>Government Services</td>
<td>0.4</td>
<td>0.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>115.4</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
Demographics

According to the 2000 Census, McDoel Gardens is home to 1240 people, approximately 2% of the total City of Bloomington population. The neighborhood is made up mainly of people aged 20 to 40, making for a neighborhood composed of young professionals and students. Figure 1 below depicts the age breakdown in the neighborhood. The presence of Bloomington Convalescent Center accounts for a majority of the older population of 80 years and older.

![Figure 1 – Age Breakdown of McDoel Gardens](image)

Source: U.S. Census Bureau

It is no surprise that McDoel Gardens has a much higher median age than the city. In fact, the median age for the neighborhood is 36.2 years old, compared to 23.3 for the city. Due to its distance from Indiana University, McDoel is less impacted by students compared to neighborhoods adjacent to Indiana University, such as Elm Heights and Green Acres.

As of the 2000 Census, McDoel Gardens had 620 housing units. This accounts for approximately 2% of the total units for the city. The average household size (persons per dwelling) is less in McDoel Gardens; 1.86 to the city’s 2.09. This can be attributed to the fact that McDoel contains a high proportion of relatively young professionals and students, as well as to the small bungalow style of the housing stock.

Both McDoel and the City have comparable numbers when it comes to housing tenure. McDoel is 64% rental, 36% owner occupied. The City of Bloomington averages is 65% rental, 35% owner occupied. In that regard, McDoel is representative of the city as a whole. Appendix C is a detailed breakdown of basic demographic characteristics of McDoel Gardens vs. the City of Bloomington.
Communication from City Departments

During the early stages of the planning process, staff asked City Departments to provide feedback on any project or communication with the neighborhood within the last five years or anything that might be coming up in the near future. Besides the principal departments working on the Neighborhood Planning Initiative, staff received feedback from the Utilities, Public Works, Fire, Police, and Parks & Recreation Departments, as well as the Mayor’s Office.

Planning Department

The Planning Department has identified several projects that affect the McDoel Gardens Neighborhood. The 2002 Growth Policies Plan (GPP) calls for the area to be designated Core Residential, similar to its previous designation in the 1991 version of the GPP. Core Residential essentially means neighborhoods bordering the downtown characterized by a grid-like street system, alley access to garages, small street setbacks, and a mixture of owner occupants and rental tenants. The 2002 GPP also identifies the CSX Rail Corridor as a Critical Subarea, recommending the railroad be turned into an urban greenway, with associated mixed uses adjacent to the trail.

Relating to Transportation Planning, the Alternative Transportation and Greenways System Plan, adopted in October 2001, targets pedestrian improvements to South Rogers Street from 2nd Street to Country Club Road in 2003. Also, the CSX Rail-to-Trail conversion is referenced as a 2004 project. The Bloomington/Monroe County Year 2025 Transportation Plan identifies two projects in the future. The Bloomfield Road widening would take place from 2003 to 2009 and the Hillside Drive extension would occur between 2010 and 2021. In the three year Transportation Improvement Program (TIP), Bloomfield Road right-of-way acquisition will occur in 2006. Also in 2003, a Bloomfield Road Corridor Study will be completed.

Currently, the Thomson Area Planned Unit Development is on file with the Planning Department. The preliminary plan was approved in 1998. This plan outlines the policies and standards for redevelopment of the Indiana Enterprise Center. Plant 1 was recently demolished, which will facilitate its replacement with an office park and potential retail uses along Grimes Lane.

The Planning Department has also conducted studies in the neighborhood. A Form District Study was done which described general form and character of the residential structures in the neighborhood. This study allows for future zoning requirements in a neighborhood to be consistent with the development patterns of each neighborhood. The advantages to this are it helps maintain visual consistency within the neighborhood as well as allowing areas to remain in the same cohesive form in which they currently exist. Also, a Vacant Lot Study was done outlining parcels that could potentially have single family homes built on them. That study found very few likely candidates.
Housing & Neighborhood Development
The Housing and Neighborhood Development Department (HAND) has been very successful in completion of programs in the McDoel Gardens Neighborhood. A Conservation District was recently formed and the neighborhood was awarded a Neighborhood Improvement Grant which was used for limestone planters and a historic marker. McDoel Gardens has also been awarded with three Neighborhood Clean-ups. HAND has helped secure funding for Bloomington Restorations Inc. for the rehabilitation of three homes to be used for affordable housing as well as Community Development Block Grant (CDBG) funds for the purchase of the three lots for the homes. Curb and sidewalks were installed on Wylie Street, Allen Street to Patterson Drive, Dodds Street between Rogers Street and Morton Street, and on South Madison between Grimes Lane and Hillside Drive. CDBG funds have also been used for both operating costs and physical improvements to Community Kitchen, Shelter, Inc. and the Center for Behavioral Health. HAND has many initiatives in the future that will be pursued. Improvements on Rogers Street south of Patterson Drive, increasing affordable housing, and conversion of rental housing to owner occupied are priorities for the department.

Utilities Department
The City of Bloomington Utilities Department (CBU) has stated that the McDoel Gardens Neighborhood is fully serviced with storm sewer and water and there are no capital needs at this time. CBU has received formal complaints from residents about a few issues. Flooding occurs on the entire length of Morton Street as well as Allen Street east of Patterson Drive. Many complaints also revolve around the poor appearance of the railroad ditch along Morton Street. CBU also has its own concerns for the neighborhood. Stormwater improvements on 1st Street east of Fairview Street and improvements to fire hydrant coverage are necessary. Additional future projects for the neighborhood include removal of the constriction on the West Branch of Clear Creek downstream of Patterson Drive to reduce the floodplain. Also, West Hillside Drive should receive a stormwater project to relieve flooding problems between Rogers Street and Madison Street.

Public Works Department
Major improvements to the area surrounding the McDoel Gardens Neighborhood have been the main focus of the Public Works Department. The most crucial being the Patterson Drive projects. These projects were constructed in three phases. All the phases were done to improve not only traffic flow by creating a new roadway, but also drainage, added bicycle/pedestrian facilities, and landscaping. During the final phase, the Patterson Drive/Rogers Street intersection was signalized. Another project in the area is the demolition of the former Thomson (RCA) factory. This demolition has been completed, and major improvements will be made at the site when it is redeveloped. In the not-too-distant future, a purchase of the railroad property where the tracks cross Rogers Street just south of the former Thomson site will take place. The railroad crossing will then be removed, making for much smoother trips through the area. Paving by the Street Department will be done in the area as needed and prioritized. Currently the 2002 paving schedule indicates that two projects will be completed. South Morton Street from 1st Street to Dodds Street will be resurfaced. Also, West Allen Street from Rogers Street to Madison Street will be resurfaced, with street cut repairs to be done first.
**Fire Department**
The Fire Department has not had any specific programs targeted to the neighborhood in the last five years. In the future, some fire prevention programs may be brought to the neighborhood, specifically a smoke detector distribution program and fire safety awareness education. There have been no concerns expressed from the neighborhood to the Fire Department. But a concern of the department is the narrow streets with street parking and houses so close to each other, similar to the problems faced with other neighborhoods adjacent to downtown. There have been 44 runs in the area from November 28, 2000 to November 28, 2001. Fire coverage in the area is provided by Station 5 south of Patterson Drive and Station 1 north of Patterson Drive.

**Police Department**
Police Department activity in the McDoel Gardens Neighborhood is relatively small. Approximately 5% of the total police calls citywide are in the neighborhood. Most of the complaints are focused on a few select areas: the Community Kitchen, South Madison Street, and the apartment complex on Dixie Street.

**Parks & Recreation Department**
The Parks & Recreation Department has not had any projects or programs in the last five years, nor do they own any property in the neighborhood. Citizen complaints have related to the cleanup of the creek on the west side of the neighborhood. Those complaints were forwarded on to the Department of Natural Resources. There are no designated projects scheduled for the next five years in the neighborhood, but the Parks and Recreation Department would support any improvement in landscaping and street trees, this would include helping in the design process.

**Mayor’s Office**
There are two programs that are noteworthy from the economic development perspective. The neighborhood is in the Enterprise Zone and there are plans to help fund repair of sidewalks in the neighborhood. The possible redevelopment of the McDoel Switchyard will certainly have an affect on the neighborhood. There is a possibility that with help from the Enterprise Zone, a study or charrette can be done to determine how to connect a new trail to the neighborhood.

With the input of various City departments, staff was able to help guide the Steering Committee in the prioritization of the goals, objectives, and action strategies.
McDoel Conservation District

The Bloomington historic preservation ordinance provides for two kinds of district designation, a historic district and a conservation district. A historic district entails a much more rigorous level of review, including exterior changes, siding, paint color, etc. The goal of a historic district is to preserve architectural integrity. In a conservation district, only the following activities require a certificate of appropriateness: moving a building, demolition of a building, or the new construction of a principal building or accessory structure subject to view from a public right-of-way. The goal of a conservation district is preservation of context. It reviews large-scale changes to the resources within the boundaries of the area.

The conservation district concept, something new to our community, is subject to review by Common Council after three years. At that time the district may be upgraded to a historic district, continued as a Conservation District, or rescinded by an act of Common Council. According to Commission rules, owners will be notified in advance of council action and allowed to vote on the future of the district. This will occur in August of 2003. If at that time, 51% of the owners disapprove of the district, it will be rescinded. Throughout the discussion, the neighborhood association has voiced its opinion that the district should not be elevated to historic district status and that the most appropriate level of protection for McDoel is simply demolition, new construction and moving buildings, i.e., to maintain it as a Conservation District.
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Plan Process

Existing Conditions & Observations

Early in the planning process, City Staff led residents of the neighborhood in a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The purpose of the SWOT analysis was to help the neighborhood focus their energy on identifying the strengths of the neighborhood and pinpointing where the greatest opportunities lay for the neighborhood. Residents and staff gathered to walk the neighborhood. The neighborhood was broken up into six areas based on the size. Residents were split up into the six areas, then were given disposable cameras and took pictures to document their observations. The results of this analysis were then used to develop the goals and objectives are for the neighborhood. A summary is provided which outlines what the residents observed while walking their neighborhood. For a complete list of the SWOT Analysis, please refer to Appendix B in the back of the document.
Strengths

McDoel Gardens has numerous strengths that give the neighborhood a comparative advantage over others in Bloomington. The neighborhood still has its historic fabric intact, as characterized by the limestone walls, style, color, texture, rhythm and density which are easily apparent along most of the streets in McDoel Gardens. Residents in the neighborhood take very good care of their properties, which indicates both pride and a sense of ownership. The alley system is also mostly intact throughout the neighborhood making it accessible to the residents for a variety of uses. There is a diverse mix of residential, institutional, and commercial uses with opportunities to sustain and build upon this foundation.

**Strengths:** Well maintained house and surroundings, with signage. It also provides a daycare service to the neighborhood.

**Strengths:** This street has nice density and rhythm with well maintained houses, limestone walls and sidewalks. These homes are an example of the original fabric of the neighborhood.

**Strengths:** These houses are examples of successful contextual infill. Both homes were moved into vacant lots by BRI, increasing the neighborhood’s fabric of affordable and contextual homes.
Weaknesses

Several weaknesses stand out to the residents of McDoel Gardens. Traffic issues pose many problems for the neighborhood. Rogers Street, a major thoroughfare in Bloomington, essentially cuts the neighborhood in half. The speed and quantity of traffic along the street creates unsafe, uncomfortable outdoor spaces, which are then neglected. Flooding is also a problem on the west side of the neighborhood, caused by bad drainage and small culverts. Also there is flooding on Madison Street during heavy rainfall.

**Weaknesses:** Neglected houses are falling into disrepair. S. Morton St. is also poorly maintained. These and other conditions create un-friendly areas that fall further into disrepair and de-value the surroundings.

**Weaknesses:** This intersection is bare and hostile. There are no pedestrian crossings painted on the streets or pedestrian signals, while traffic is fast and dominant.

**Weaknesses:** These buildings were either built recently or modified, disregarding the context and neighborhood fabric.
Opportunities

There are many opportunities available to improve the neighborhood’s future which create optimism for the residents. The restoration and/or reuse of sites adjacent to, and in the neighborhood, could be very beneficial. The potential conversion of the CSX corridor to a trail could bring many amenities to the neighborhood. There are possible public park spaces as well as alleys that could be used as public gathering spaces. Vacant lots provide potential affordable housing opportunities for the neighborhood. The Indiana Enterprise Center redevelopment project, located on the south side of the neighborhood, presents many employment opportunities. Potential new employers could be located there, which would facilitate the possibility of new residents locating in the neighborhood.

Opportunities: Empty lots offer new construction possibilities. This construction brings more neighbors and housing options to the neighborhood.

Opportunities: This area has a great potential of being an urban greenway with commercial and residential possibilities. If established, it would bring commerce and activity to the neighborhood.

Opportunities: Already an Adopt-a-Creek, this area poses as a great site for a neighborhood park or greenspace.
Threats

A few threats exist in the neighborhood and should be addressed. There are secluded areas on the western boundary of the neighborhood. This area has trailer parks and apartment complexes, which may serve as divisions between the permanent residents and the temporary residents. On a different note, many stakeholders in the neighborhood often work toward disparate goals. This can adversely affect the neighborhood, and residents should be aware of the potential for development in and around the neighborhood.

Threats: The dead-end and the wooded area without paths, seclude the Mobile Home Park from the rest of the neighborhood.

Threats: This area is secluded from the rest of the neighborhood. The fences surrounding it block the original alleys which would have provided conneions to and through the neighborhood.

Threats: The house, yard, and landscaping are in disrepair. These conditions threaten the surrounding areas.
Vision Statement

We, the McDoel Gardens residents desire to improve our neighborhood over the next several years. We wish to establish a neighborhood that is more stable, vibrant, healthy and attractive as well as cleaner, safer and better-maintained. We want a neighborhood in which people will choose to raise their families, are concerned about one another, take pride in their homes, and are working to preserve the qualities that attracted them to the neighborhood. In order to fulfill this overall vision, the following general goals have been identified.

Preserve Our Homes
Ensure single-family residential remains the predominant use for our neighborhood and retain it as a conservation district. Maintain a diversity of affordable homes: owner occupied and rental, while preserving scale and compatibility throughout the neighborhood.

Find a Balance with Nature
Develop natural spaces and structures that knit our community together. Enhance opportunities for the natural community and the built environment to work in harmony. Examples include the West Branch of Clear Creek and CSX switchyard, which could provide green spaces for neighborhood parks and pedestrian/bicycle paths.

Establish and Maintain Relationships with Stakeholders
Nurture open communication between the Neighborhood Association and entities such as: Community Kitchen, Shelter Inc., Bloomington Hospital, IEC, landlords and the City of Bloomington. Be open to opportunities to join forces with these various stakeholders in order to attain mutually beneficial goals.

Foster Economic Sustainability
Promote a balanced mix of residential and commercial activities. Attract innovative businesses to and encourage reinvestment and entrepreneurship in the neighborhood that will provide employment opportunities and produce living-wage salaries for residents as well as the community at large.

Enhance Interconnectivity
Establish up-to-date utility infrastructure, i.e., modern streets with curbing, sidewalks and lighting as well as good, bicycle and pedestrian friendly, physical and transit connections within the neighborhood and to other parts of the Bloomington community.
Goals & Objectives

Residents of the neighborhood have identified the following goals, objectives, and potential action strategies. The action strategies are associated with each objective and are the means of accomplishing the goals of the neighborhood. In the spirit of the Vision Statement, the neighborhood has identified five major areas to establish goals and objectives. The five target areas are listed below.

Preserve Our Homes
Find a Balance With Nature
Establish and Maintain Relationships with Stakeholders
Foster Economic Sustainability
Enhance Interconnectivity

Action Strategy Chart

This section details the goals and objectives that the neighborhood wishes to accomplish. It is important to note that the timeline for the neighborhood plan is a five-year horizon. That was very important in the decision making process. A matrix was created for each of the five major areas discussed above. The goals are listed for each category. Each goal has a number of objectives and action steps associated with them. The action strategies have a completion date and the resources associated with them. The McDoel Gardens Neighborhood Association will drive these resources. The neighborhood may initiate contact with various City departments that may be involved in the action steps.

It is essential that in order to accomplish all of the goals and objectives, cooperation and teamwork from multiple organizations is necessary. The neighborhood has worked very hard up to this point to determine their needs and now positive momentum must be maintained. To that end, various City Departments should involve the neighborhood when considering and planning for capital improvements. In order to assure implementation, Planning Department and Housing and Neighborhood Development Department staff will coordinate quarterly meetings to measure progress.
<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Action Steps</th>
<th>Completion Date</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>A  Preserve the historical scale and character of the neighborhood and maintain as a Conservation District.</td>
<td>1 Encourage the repair and maintenance of housing, streetscapes, landscapes, sidewalks, and limestone walls.</td>
<td>a Develop a resource guide containing a directory of funding opportunities for property improvements.</td>
<td>2003</td>
<td>HAND</td>
</tr>
<tr>
<td></td>
<td>2 Raise awareness of the McDoel Gardens Conservation District</td>
<td>a Through discussions with neighbors and acquaintances, through meetings, flyers, advertisements, and website, promote the Conservation District.</td>
<td>On-going</td>
<td>Neighborhood Association, HAND, Historic Preservation Commission (HPC), Realtors, Housing Providers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b Fund and place a <code>Conservation District</code> sign identifying the neighborhood's special status.</td>
<td>2003</td>
<td>HPC, HAND</td>
</tr>
<tr>
<td>B  Ensure single family, residential uses remains the predominant use for the neighborhood.</td>
<td>1 Encourage the conversion of rental housing to owner-occupied housing.</td>
<td>a Through discussions, meetings, flyers, ads, website, promote the City and BUEA programs that support buyers of single family housing in the neighborhood.</td>
<td>On-going</td>
<td>Neighborhood Association, HAND, BUEA, Housing Providers</td>
</tr>
<tr>
<td></td>
<td>2 Create a marketing program to help bring new residents to the neighborhood.</td>
<td>a Create an annual Home and Gardens Tour event inviting lenders and realtors to visit the neighborhood.</td>
<td>2003</td>
<td>HAND, BUEA, Community Foundation, Local Businesses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b Utilize infill lots as opportunities for additional housing units.</td>
<td>2003-2004</td>
<td>Planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a Revise Zoning Ordinance standards to facilitate new housing development which reflects traditional neighborhood development patterns.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>b Create an inventory of vacant lots and half lots, and create relationships with agencies to develop homes and/or businesses that are appropriate for the neighborhood.</td>
<td>On-going</td>
<td>Planning, HAND, Housing Providers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a Form partnerships with affordable housing providers to assist them in locating affordable housing in the neighborhood.</td>
<td>On-going</td>
<td>HAND, Housing Providers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Existing homes displaying character and scale in McDoel Gardens:**

- 907 S. Madison St.
- Looking North from 1425 S. Madison Street
- 920 S. Rogers St.
<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Action Steps</th>
<th>Completion Date</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Develop natural spaces and structures that knit the neighborhood with the surrounding community.</td>
<td>1 Work with Planning, Parks &amp; Recreation, and HAND to develop possible candidate locations for a pocket park.</td>
<td>2007</td>
<td>Neighborhood Association, Parks &amp; Recreation, Planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a Pursue options such as a grant, land dedication, neighborhood/City maintenance agreements to convert a property into a park facility.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 Improve the quality of greenspace along the Clear Creek corridor.</td>
<td>2004</td>
<td>Neighborhood Association, Parks &amp; Recreation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a Secure grants, for example a City Neighborhood Improvement Grant, to facilitate the future installation and maintenance of greenspace amenities (e.g. planters, benches, lighting, playground equipment)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Enhance opportunities for the natural and built environments to work in harmony.</td>
<td>1 Preserve and enhance the existing alley system as a potential greenway network within the neighborhood.</td>
<td>2003</td>
<td>Neighborhood Association, Public Works</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a Through discussions with City Departments &amp; neighbors, determine the most appropriate location for a greenway system for connecting the neighborhood to other neighborhoods and services.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>b Once this location has been agreed upon, coordinate with Public Works to fund signage, landscaping and surfacing improvements.</td>
<td>2005</td>
<td>Public Works</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 Encourage neighbors to pursue Backyard Wildlife Habitat designation.</td>
<td>On-going</td>
<td>Neighborhood Association, Wild Birds Unlimited, National Wildlife Federation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a Provide Wildlife Certification Kit Packets from the National Wildlife Federation to residents of the neighborhood.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 Enhance and improve buffering to existing and proposed open parking areas.</td>
<td>2004</td>
<td>Neighborhood Association, Property Owners, Planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a Identify parking lots around the perimeter of the neighborhood which are in need of buffering improvements and facilitate discussions with property owners so that both entities can work cooperatively to install necessary improvements.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

```
Find a Balance with Nature
Action Chart

City of Bloomington
Planning Department
and
Housing and Neighborhood Development Department
```

Conceptual sketch of alley improvements.

Existing alley heading South off of W. Wylie St.

Conceptual sketch of alley improvements.
<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Action Steps</th>
<th>Completion Date</th>
<th>Resources</th>
</tr>
</thead>
</table>
| A     | Get more neighbors involved in McDoel Gardens Neighborhood Association in order to garner the human resources necessary to support the goals and objectives of the neighborhood plan. | 1) Create programs and events that get the neighbors invested in each other and the neighborhood, and that give membership in the Neighborhood Association a value.  
   a) 1) Establish block captains.  
    2) Plan door-to-door campaign for captains to meet all neighbors, assess what skills and talents they bring to the neighborhood.  
    3) Create a contact list with this information so noted.  
   b) Hold a few block parties per year in the neighborhood. These should be simple social events.  
   c) Create a Neighborhood Kit for new neighbors. This kit should include the latest newsletter and Neighborhood Plan. | 1) 2002  
   2) 2003  
   3) 2004 | Neighborhood Association |
| B     | Nurture open communication among the Neighborhood Association and various non-resident stakeholders. Support symbiotic relationships between residents, institutions, businesses and patrons of neighborhood establishments. | 1) Foster mutually supportive relationships between social service agencies and their patrons, and the residents of the neighborhood.  
   a) Develop a Litter Patrol with regular clean-ups scheduled throughout the year.  
   b) Establish volunteer opportunities with Shelter, Inc. and the Community Kitchen to increase resident participation/visibility within these agencies.  
   c) Establish and ensure open & continuous communication among the diverse stakeholders in the neighborhood.  
   a) Research available opportunities and encourage residents to sit on specific Boards of organizations that affect the neighborhood (e.g. Hospital, IEC, CONA, BUEA, BRI, etc.).  
   b) Assist neighbors in learning about the neighborhood and the services available to them.  
   Use block captains to assist people with information about McDoel Gardens. | On-going | Neighborhood Association, Social Service Agency Directors |
|       |            |              |                 | Neighborhood Association, Neighborhood Association, HAND Resource Guide, Neighborhood Kit |

Improvements and design possibilities for the Community Kitchen. *Conceptual sketch >>

Community Kitchen (April 2002) shown above.
**Objectives**

1. Develop capital improvement plans to make physical improvements to the Morton Street and Rogers Street corridors.

   - a. Implement targeted capital improvements to Morton Street from Grimes Lane to 2nd Street such as sidewalks, landscaping, pedestrian scale lighting, on-street parking, curbs, gutters, utilities and intersection improvements.
   - b. Implement targeted capital improvements to Rogers Street from 2nd Street to Hillside Drive such as sidewalks, landscaping, pedestrian scale lighting, parking, bicycle facilities, curbs, gutters, utilities and intersection improvements.

2. Support Bloomington Urban Enterprise Association/Enterprise Zone (BUEA) initiatives within the neighborhood.
   - a. Gather active support from the neighborhood in order to encourage BUEA projects such as adaptive reuse of existing buildings and construction of new sidewalks.
   - b. Maintain a dialogue with the IEC and influence its program of development by presenting neighborhood needs and concerns.
   - c. Support redevelopment of the McDoel Switchyard and surrounding properties on Morton Street.

3. Support redevelopment of the McDoel Switchyard and surrounding properties on Morton Street.
   - a. Participate in a citywide discussions, future committees and planning meetings associated with redevelopment plans generated by the City.

**Resources**

- Public Works, Utilities, Planning, HAND
- Neighborhood Association, HAND, BUEA
- Neighborhood Association, Planning, Mayor’s Office

**Completion Date**

- 2007
- 2006
- On-going
- 2004

---

**Foster Economic Sustainability Action Chart**

- Improvements along S. Morton St.
  - *Conceptual sketch*
- Improvements along S. Rogers St.
  - *Conceptual sketch*
A. Develop neighborhood greenways and enhance the connections with the City of Bloomington’s Alternative Transportation & Greenways System Plan.

1. Support the conversion of the CSX rail corridor to a City greenway.
   a. Actively support the creation of the greenway corridor by promoting the concept within the neighborhood by attending meetings and by contacting public officials.
   Completion Date: 2005
   Resources: Neighborhood Association

B. Establish up-to-date curbs, sidewalks, lighting including good bicycle & pedestrian connections, within the neighborhood and to the rest of Bloomington.

1. Encourage pedestrian connections to the west.
   a. Establish a pedestrian/bicycle path at the end of Dixie Street that connects to Patterson Drive.
   Completion Date: 2007
   Resources: Planning, Public Works

2. Increase the number of safe pedestrian crossing areas along the Rogers Street corridor.
   a. Install safe pedestrian crossings in McDoel Gardens.
   Completion Date: 2005
   Resources: Planning, Public Works

C. Improve utilities infrastructure throughout McDoel Gardens.

1. Rehabilitate natural floodways and drainage channels to eliminate flooding problems throughout the neighborhood.
   a. Involve City of Bloomington Utilities, Indiana Department Natural Resources (DNR), Army Corps of Engineers, to relieve flooding along Clear Creek.
   Completion Date: 2007
   Resources: Utilities, DNR, Army Corps of Engineers

   b. Coordinate with the City to improve the aesthetic appearance of the surface runoff ditch along the CSX railroad.
   Completion Date: 2004
   Resources: Utilities, CSX, Public Works, Neighborhood Association

   c. Initiate the installation and repair of missing or defective surface runoff utilities in the neighborhood.
   Completion Date: 2007
   Resources: Utilities, Public Works
APPENDICES

APPENDIX A:
GLOSSARY..................................27

APPENDIX B:
COMPLETE S.W.O.T. ANALYSIS..29

APPENDIX C:
DEMOGRAPHICS...............31
Alternative Transportation & Greenways System Plan: A plan created by the Planning Department, Parks & Recreation Department, and Public Works Department. The plan represents a commitment to design, construct, and maintain a network of safe, convenient, and attractive bicycle and pedestrian facilities for commuting and recreational use throughout the City.

Bloomington Growth Policies Plan (GPP): The GPP is the long range planning document that serves as Bloomington’s comprehensive plan. The plan consists of the City’s planning goals, land use recommendations, critical subareas, and the Master Thoroughfare Plan. The GPP is based on a 10 year timeframe.

Bloomington/Monroe County Year 2025 Transportation Plan: A plan that constitutes the long range, multi-nodal transportation plan for the Bloomington Urbanized Area as required by Federal statutes for the programming and receipt of federal funds for transportation project planning and implementation of ground transportation modes.

Bloomington Housing Authority Home Ownership Program: The Bloomington Housing Authority offers the Home Ownership Program for eligible Section 8 recipients. This program enables eligible families to purchase a home and receive mortgage assistance through the BHA. Families, in order to be eligible, must meet certain income and credit requirements, and must also complete the HAND Home Buyer’s Training. For more information, please contact Sandra Clothier at 349-3491, ext.120.

Bloomington Urban Enterprise Association (BUEA): A non-profit charitable organization that forms successful public-private partnerships to revitalize business and residential districts within their jurisdiction. BUEA’s Mission is to improve the economic health of their jurisdiction through facilitating business investment in the BUEA, implementing community development projects which support a healthy business sector, quality jobs and strong neighborhoods and aggressively support the quality of life in the Enterprise Zone and urban westside community. For more information, call 349-3805.

Community Development Block Grant (CDBG): As an entitlement city, Bloomington annually receives HUD-sponsored CDBG moneys. Eligible programs and projects include a wide range of community and economic development activities aimed at revitalizing decayed urban areas and benefiting low and moderate income persons. CDBG funds are administered through the Housing and Neighborhood Development Department of the City of Bloomington. For more information, call 349-3420.

Corridor Plan: A planning document that addresses infrastructure, land use, and transportation needs in a small, specific geographic area.

Neighborhood Planning Initiative: A program created by Bloomington Mayor John Fernandez to bring emphasis to the important neighborhoods in Bloomington. The process involves staff from both the Planning Department and the Housing & Neighborhood Development Department (HAND) acting as a facilitator to encourage public and private investment in a neighborhood.
Planned Unit Development (PUD): An area under single ownership or control to be developed in conformance with an development plan, consisting of a map showing the development area and all improvements to the development area, and a text which sets forth the uses and the development standards to be met.

SWOT Analysis: An acronym for Strengths, Weaknesses, Opportunities, and Threats. An effective method of identifying your neighborhood’s Strengths, Weaknesses, Opportunities, and Threats that may be faced. The SWOT framework will reveal changes that can be usefully addressed for the Neighborhood Action Plan.

Backyard Wildlife Habitat Program: A program initiated by the National Wildlife Foundation in 1973. The program encourages everyone to plan their landscape with the needs of wildlife in mind, and gives them the tools they need to make it happen. For more information, please go to the National Wildlife Foundation’s homepage: http://www.nwf.org/backyardwildlifehabitat/

Zoning Ordinance: The document consisting of a map and text which dictates the density of the land being developed, the types of uses permitted, and the physical configuration (e.g., heights of buildings, setbacks from property lines) of development.
Appendix B – Complete S.W.O.T. Analysis

Strengths

- **Physical Appearance**: Historic fabric exists in well maintained houses and gardens with original limestone walls; style, color, texture, rhythm and density are apparent along some streets. Other individual properties are well cared for.
- **Outdoor areas**: Nice new bike paths and sidewalks; Alleys are available for emergency as well as neighborhood use; Sites available for public parks. New Adopt-A-Creek program in existence.
- **Variety**: There is a good mix of Residential, Institutional and Commercial uses within the neighborhood, with growing opportunities for more.
- **Existing Amenities**: Great potential in existing sites and buildings that are not being used or are poorly used.
- **Owner Occupied houses**: Owners care for their own properties better than tenants in rentals do.
- **Community**: Strong and devoted community made up of a variety of residents, businesses and institutions, all interested in the future of the area.
- **Proximity to Downtown**: The neighborhood is within walking distance to downtown and to other neighborhoods.
- **Neighborhood Corridors**: Rogers St. and Morton St. are corridors that must be recognized. These are the “hallways,” the urban character of the area.
- **People**: There is a wide variety of residents in the neighborhood with different backgrounds and professions.

Weaknesses

- **General Maintenance**: There are poorly maintained homes and properties; Lack of public spaces, sidewalks, drainage and lighting; Trash builds-up in vacant lots; Simple maintenance and improvement measures could fix the generally drab areas.
- **Traffic Problems**: Some intersections don’t have pedestrian amenities; Speed and quantity of traffic along Rogers creates unsafe, uncomfortable outdoor spaces, which are then neglected.
- **Incoherent Context**: Holes in historic context are filled with random unrelated buildings and/or uses. Character of neighborhood is lost.
- **Flooding**: Bad drainage and small culvert create flooding near creek; Bad drainage on Madison floods street.
- **Lack of Communication**: Residents, businesses, City, and industrial entities all work towards different goals without input or discussion with the others.
- **Rentals**: Rentals are generally not maintained: Tenants don’t care because they are temporary, and owners don’t care because they don’t live there.
- **Secluded Areas**: The trailer park and apartment complexes seclude the Western edge; they are their own entities, separate from the rest of the neighborhood.
- **Lack of Local Retail Services**: Area lacks groceries, shops and other services which could boost the vitality of the neighborhood.
- **Vacant Lots**: Vacant lots are weaknesses because they have been neglected. There are many possibilities for use, but nothing is done.
- **Affordability Covenants**: Of 8 properties that have Affordability Covenants on them, 5 lie in the flood plain. The Covenants are assets to the neighborhood, and are being threatened by the flooding issues. Houses are OK, but the areas surrounding (yards, drives, landscaping) are constantly being washed away.
Opportunities

- **Restoration/Reuse of Sites**: CSX corridor can be converted to a trail/greenway; Public park spaces are possible near the creek, at the end of Madison and Grimes; Alleys offer potential for public spaces within neighborhood; Vacant lots provide potential affordable housing solutions like the BRI projects.
- **Owner Occupied Homes**: More homes for sale increase the possibilities of professional owners and owner occupied homes vs. rentals, which help stabilize the neighborhood.
- **Restoration/Reuse of Buildings**: There are commercial opportunities along Rogers, with the restoration and/or conversion of existing buildings. Other possibilities exist within the neighborhood and along Morton as well.
- **IEC Redevelopment**: New users will bring people to the neighborhood to live and to work.
- **Cooperation**: Businesses, residents, institutions, and the City can communicate and work together towards mutual goals.
- **Neighborhood Association**: Continue a strong Association by combining the resources of residents with opportunities available through the City of Bloomington to make improvements.
- **Conversion to Retail vs. Industrial**: An increase of retail and/or offices would increase jobs, as well as invite new people into the neighborhood.
- **Jobs**: The RCA lot is symbolic of the loss of neighborhood character, jobs, and sustainability. Need to reevaluate what kinds of jobs are wanted in neighborhood (sustainable to neighbors needs AND skills vs. random retail positions). Keep up communication with IEC to help drive good employment opportunities through them. Keep amenities cheap- retail spaces, rentals, art studios, workshops- perhaps through grants, subsidies, etc…
- **Rogers and Morton Streets**: Think of the Kirkwood plan, but in McDoel character. Incorporate trees, lighting, sidewalks, on street parking… Morton is a good starting point, with the greenway project possibilities- commercial, retail and residential opportunities would work well along a public corridor such as this. Warehouses along this path could also be upgraded and used for various functions.

Threats

- **Abandoned/Neglected Sites**: Abandoned or neglected sites (ex. trailer homes, vacant lots) are left to vandalism and graffiti, and a downward cycle of poor maintenance.
- **Traffic Threats**: Speed and quantity of traffic threatens the stability and comfort of the neighborhood.
- **Secluded Areas**: The western boundary is made up of trailer parks and apartment complexes that divide the neighborhood into secluded pockets.
- **Isolated Parties Working Separately**: Businesses, institutions, residents and the City might work separately towards different goals, alienating the whole neighborhood from itself.
- **Flooding**: Flooding along the creek erodes the land and possible public spaces, and creates unsightly washed out areas.
- **Medical Zoned Areas**: Bungalows along W. Dodds are zoned Medical and limit the choices for the neighborhood’s future.
- **Thomson Plant Future**: Different uses of the Plant could change the neighborhood’s possibilities.
- **Property Tax Increase**: Many owner-occupied property owners are on fixed incomes, and cannot keep up with increases. This threatens the stability of owner occupied homes, since rents can usually be raised as taxes are raised.
### Appendix C – McDoel Gardens Demographics

<table>
<thead>
<tr>
<th>City vs. McDoel Gardens Demographic Comparison</th>
<th>Census 2000 Data</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>McDoe</td>
</tr>
<tr>
<td>Population</td>
<td>1240</td>
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<tr>
<td></td>
<td>642</td>
</tr>
<tr>
<td>Male</td>
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<tr>
<td>Female</td>
<td>54</td>
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<td>Under 5 years</td>
<td>33</td>
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<td>15 to 17 years</td>
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<td>Native Hawaiian and Other Pacific Islander</td>
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<tr>
<td>White; Black or African American; American Indian and Alaska Native</td>
<td>1</td>
</tr>
<tr>
<td>White; Black or African American; Some other race</td>
<td>3</td>
</tr>
<tr>
<td>White; Asian; Some other race</td>
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</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td><strong>Median Age</strong></td>
<td>36.2</td>
</tr>
<tr>
<td>Male</td>
<td>34.3</td>
</tr>
<tr>
<td>Female</td>
<td>38.2</td>
</tr>
<tr>
<td><strong>Households</strong></td>
<td>536</td>
</tr>
<tr>
<td>Households (Population)</td>
<td>943</td>
</tr>
<tr>
<td>Avg. Household Size</td>
<td>1.86</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td>536</td>
</tr>
<tr>
<td>1-person household:</td>
<td>287</td>
</tr>
<tr>
<td>Male household holder</td>
<td>152</td>
</tr>
<tr>
<td>Female household holder</td>
<td>135</td>
</tr>
<tr>
<td>2 or more person household:</td>
<td>249</td>
</tr>
<tr>
<td><strong>Family households:</strong></td>
<td>175</td>
</tr>
<tr>
<td>Married-couple family:</td>
<td>105</td>
</tr>
<tr>
<td>With own children under 18 years</td>
<td>37</td>
</tr>
<tr>
<td>No own children under 18 years</td>
<td>68</td>
</tr>
<tr>
<td>Other family:</td>
<td>70</td>
</tr>
<tr>
<td>Male household holder, no wife present:</td>
<td>15</td>
</tr>
<tr>
<td>With own children under 18 years</td>
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</tr>
<tr>
<td>No own children under 18 years</td>
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</tr>
<tr>
<td>Female household holder, no husband present:</td>
<td>55</td>
</tr>
<tr>
<td>With own children under 18 years</td>
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</tr>
<tr>
<td>No own children under 18 years</td>
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</tr>
<tr>
<td>Nonfamily households:</td>
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<tr>
<td>Male household holder</td>
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<tr>
<td>Female household holder</td>
<td>26</td>
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<tr>
<td><strong>Families</strong></td>
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<tr>
<td>Avg. Family Size</td>
<td>2.74</td>
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<tr>
<td><strong>Housing Units</strong></td>
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<tr>
<td>Occupied</td>
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<tr>
<td>Vacant</td>
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<tr>
<td>Owner</td>
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<tr>
<td>Renter</td>
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</tr>
<tr>
<td><strong>Household Size</strong></td>
<td>536</td>
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<tr>
<td>Total</td>
<td>287</td>
</tr>
<tr>
<td>1-person</td>
<td>148</td>
</tr>
<tr>
<td>2-person</td>
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<td>5-person</td>
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<tr>
<td>6-person</td>
<td>2</td>
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<tr>
<td>7-or-more person</td>
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</tbody>
</table>