



PROSPECT HILL

NEIGHBORHOOD PLAN

Fall 2005



Mayor Mark Krizan



The diverse and engaged residents of the Prospect Hill Neighborhood welcome all citizens to join in the neighborhood's vision to:

- ◆ *cultivate its spirit of community for the benefit of all;*
- ◆ *create a diverse community through preservation of affordable housing that is a compatible mix of new and old;*
- ◆ *increase livability by valuing its mature landscape and network of pedestrian ways;*
- ◆ *celebrate and nurture its vibrant arts community;*
- ◆ *patronize and promote neighborhood oriented businesses; and*
- ◆ *take advantage of its proximity to downtown and its connectedness to the rest of the community.*

INTRODUCTION

SECTION I



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Neighborhood Planning Initiative

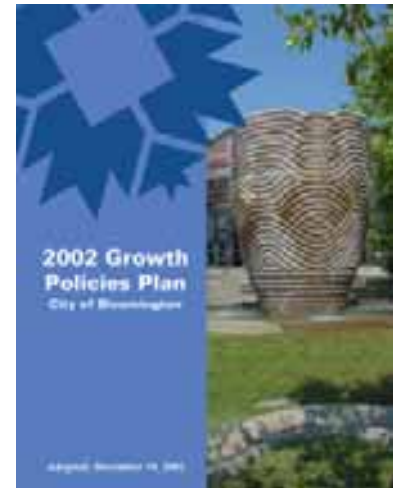
Neighborhood planning is the process by which the City works with Bloomington's residents to envision the future of the neighborhood. The vitality of each of Bloomington's neighborhoods depends on careful consideration of each neighborhood's unique identity and character. The plans strive to eliminate elements that erode character and enhance elements that improve the quality of life for current and future residents.

Vibrant neighborhoods are essential to the overall health of the community. Bloomington's Growth Policies Plan (GPP) recognizes the various assets its neighborhoods bring to the city as a whole. Architectural significance, pedestrian amenities, diversity, affordability, and proximity to parks, commercial districts, and civic institutions are several examples of resources that neighborhoods may possess. Preservation, enhancement, and revitalization strategies for such resources will ensure that Bloomington's neighborhoods prosper.

The neighborhood planning process allows a neighborhood to construct a clear vision of its needs and priorities, while maintaining consensus about what needs to be accomplished. The strategies outlined within neighborhood plans, together with guidance from the GPP, will continue to make Bloomington an even better place to live.

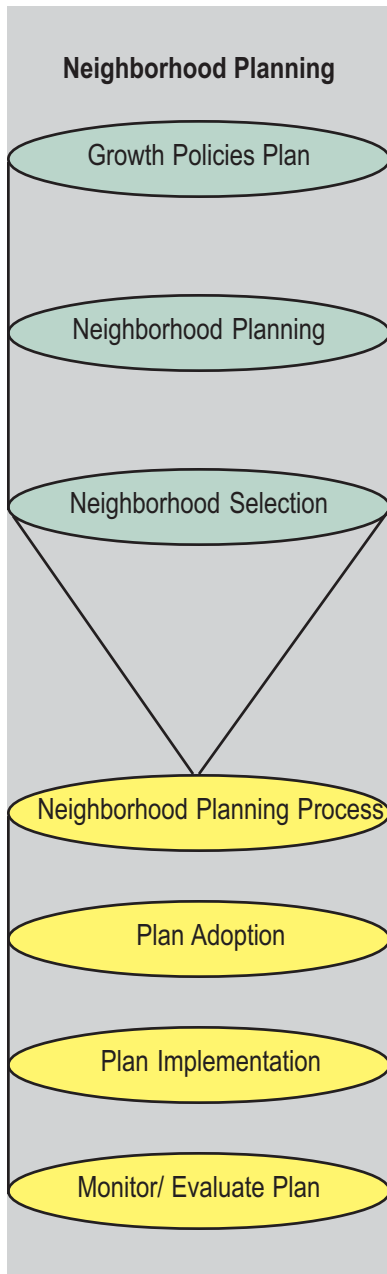
Neighborhood plans begin with the residents of a recognized neighborhood association. A dedicated group of neighborhood leaders and community representatives are brought together to set goals, determine objectives, and establish action strategies to preserve, enhance, or revitalize neighborhood assets. Empowering residents to lead their neighbors in the planning process is the biggest and most rewarding aspect of neighborhood planning. Throughout this process neighborhood concerns are addressed and coordination of efforts to solve problems is improved by working together.

Ultimately, a neighborhood plan should steer private investment and public services toward projects that are most important to residents. It also encourages healthy interaction between citizens, business leaders, interest groups, and government representatives. The final product of the neighborhood planning process is a living document composed of real projects that are timely and feasible. The resulting plans will create mutual trust and bring together an association between citizens, business and government where strategic alliances and friendships can develop between all parties involved with a neighborhood. These plans will sustain neighborhood values and strengthen community ties, which are the fundamental keys to healthy vibrant neighborhoods. The City of Bloomington is eager to continue working with its neighborhood associations in developing Neighborhood Plans through the City's Neighborhood Planning Initiative



The Growth Policies Plan - initiates neighborhood plans

A Tool for Neighborhoods



The American Planning Association defines neighborhoods as “diverse, dynamic social and economic entities with unique characteristics, which are recognized by residents of both the neighborhood and the community at large.”

The best neighborhood plans will energize widespread community recognition of these unique characteristics. They will also build a framework that enables a neighborhood’s vision to gain support, not only at the neighborhood level, but throughout the entire City as well. The City of Bloomington is devoted to developing the best neighborhood plans because its neighborhoods are the strategic building blocks of a great community.

Through the neighborhood planning process, neighborhoods can develop effective “living” neighborhood plans. This plan becomes a tool for the neighborhood and the greater community at large. It will provide a vision of the near future and a general education and awareness about the unique characteristics a neighborhood possesses. Additionally, it will begin to unify expectations so changes can occur with a degree of precision and predictability. The plan will guide city departments, agencies, and commissions, as well as inform developers, landlords, architects and engineers. It will continue to grow, evolve and adapt with the neighborhood.

Trust, coordination, and openness are elements that are built into the process. Together these help build great plans, but the challenge remains to implement and make neighborhood plans happen. Left alone, great intentions, opportunities, and motivations will be lost. Continuous work to implement strategies of a neighborhood plan will ensure success.

An account of Prospect Hill’s planning process is included to provide a sense of what neighborhood planning entails. In the following pages, the results of this process are revealed. Here the goals, objectives, and action strategies are organized into action strategy charts. This section is the essential component of the plan. These charts provide a useful road map to the who’s, what’s, where’s, when’s, and why’s of a desired neighborhood goal.

Directing efforts and pursuing resources specified for an action strategy will contribute to achievement of its corresponding objective. Subsequently, as action strategies are carried out, objectives will be attained. As objectives are attained, goals will be accomplished.

Periodic meetings between the Neighborhood Association and the City will allow for progress reports, evaluation, and modification of the action strategies. This plan is a “living tool” which will need to be “fine tuned” from time to time as strategies are pursued with various degrees of satisfaction and participation. As time proceeds, priorities may shift and focus may be lost. *The future is uncertain, but a neighborhood’s vision is not!*

Acknowledgements

An extensive amount of time and energy was committed by many individuals, without which the Prospect Hill Neighborhood Plan would not exist. The following citizens are recognized for the many hours and tireless efforts contributed to turn a neighborhood vision into a plan:

The Prospect Hill Neighborhood Steering Committee

Patrick Murray, Prospect Hill Neighborhood Association Executive Committee and resident

Deb Backhus, Prospect Hill resident

Cynthia Brethem, Prospect Hill resident

Cindy Brown, Prospect Hill resident

Mark Crain, Bloomington Hospital

Sonja Johnson, Prospect Hill resident

Merridee Lamantia, Prospect Hill resident

Tom Roznowski, Prospect Hill Neighborhood Association Executive Committee and resident

Ladi Terry, Prospect Hill resident and business owner

Lucy Schaich, Prospect Hill resident

Bill Sturbaum, Prospect Hill resident

Chris Sturbaum, City Council member, District I

City of Bloomington, Mayor

Mark Kruzan

City of Bloomington, Staff

Tom Micuda, AICP, Planning Director

Scott Robinson, Long Range/Transportation Manager

Nate Nickel, Senior Long Range Planner

Susie Johnson, HAND Director

Vickie Provine, Program Manager

In Memoriam

Rick Gudal - MAY 12, 1949 — JAN. 17, 2005

A gentle, gracious, kind and incredibly good-spirited man.

Rick was the kind of neighbor that embodied the true spirit of neighborliness. A dedicated leader of the Prospect Hill Neighborhood Association, a longtime aide to the State Senate Democratic Caucus, and a former Bloomington radio reporter. His passing is a deep loss for our neighborhood and our community. He will be greatly missed.



Rick Gudal “in action” presenting the results from the SWOT field exercise.

Acceptance Statement

The Prospect Hill Steering Committee and The City of Bloomington hereby acknowledge the Prospect Hill Neighborhood Plan. Through the City's Neighborhood Planning Initiative, the Prospect Hill Neighborhood Plan will function as a tool to coordinate resources, open channels of communication, and convey the prevailing interests of the Prospect Hill Neighborhood to the greater community at large. We accept the purpose of the Prospect Hill Neighborhood Plan and will strive to work within the prescribed framework detailed within it.

NEIGHBORHOOD PROFILE

SECTION II



Foreword

By Bill Sturbaum



Bikes and alleyways: a good mode of transportation

Prospect Hill became the first addition to the city of Bloomington in 1893. The blue house at the southwest corner of 3rd St. and Rogers St. was the first house built in the new addition. Through the years additional subdivisions, such as McPheeters, Steele, and Prospect Park, all developed adjacent to the original addition. Today, the Prospect Hill neighborhood numbers around 400 homes. Its boundaries stretch from Morton St. on the east to Patterson Dr. on the west; from 2nd St. in the south to West Kirkwood Ave. in the north.

By 1913, the Prospect Hill addition was complete. The largest homes along Rogers, 3rd, and Jackson Streets represented what one former resident described as a 'fine, middle class neighborhood'. The historic value of the neighborhood is that those houses remain pretty much as their owners built them, almost a century ago.

The depression hit Bloomington hard. The stone mills, the Showers furniture factory and other major employers were forced to cut back and many workers lost their jobs. Prospect Hill was no longer a middle class neighborhood. A federal program, the Works Projects Administration (WPA), provided work. Unemployed workers were hired to build sidewalks in Prospect Hill, to enclose Rose Hill Cemetery with a stone wall, and to build stone walls at both Fairview and Banneker schools. These projects, built by the WPA, remain as part of the history of the neighborhood.

Another depression program was the Civilian Conservation Corps (CCC). Three million young men served in the CCC across the nation. They built dams, bridges, roads and 800 state parks; restored historic buildings; cleared streams and planted trees. Our local CCC unit was the 542nd. It camped eleven miles northeast of Bloomington at what is now Yellow Wood State Park. It built the park as well as trails at Brown County State Park. The 542nd planted the silver maples along Rogers St. and Jackson St. CCC records indicate that the 542nd was a segregated, black unit.

Following World War II, the neighborhood changed again. Enrollment at Indiana University increased as returning veterans took advantage of the GI Bill and chose to continue their education. There was a housing shortage. Houses were divided into student apartments and because there was no zoning, property owners had a free hand. Its owners cut the oldest building on Prospect Hill, the one located on the southwest corner of Rogers St. and 3rd St., into five apartments, and then excavated the lawn, intending to put a trailer there.

Bloomington Restorations Inc. (BRI) became a major force in restoring the fabric of Prospect Hill. It restored the Paris Dunning home. In the nineteenth century Mr. Dunning won election to the state house of representatives, the state senate, was president pro tem of the state senate, lieutenant governor, and governor – the only man in Indiana to have held all offices of state government. He is buried at Rose Hill Cemetery. The restoration of the Dunning house brought new life to the neighborhood. Realizing its historic significance, other homeowners began to invest in their properties too. BRI helped by providing low cost loans to finance the purchase and rehabilitation of these homes. The City of Bloomington also assisted with several home-owner assistance programs as well.

Foreword (cont.)

The Prospect Hill Neighborhood Association (PHNA) took an active role in preserving the area. When a candidate for mayor proposed making 3rd Street an east-west corridor, PHNA determined that placing the neighborhood on the National Historic Register would make such a proposal more difficult to realize. PHNA, with help from BRI, succeeded in gaining National Historic Designation for Prospect Hill. National Historic Designation, however, would not protect the neighborhood from commercial intrusion. Local Historic Designation would. PHNA gained such designation in 1991.

Encouraged by their successes, PHNA worked to correct other problems in the neighborhood. It gained parking on both sides of 3rd St., from Rogers St. to Jackson St. It won approval for stop signs at three intersections. It stopped semi-truck traffic from driving through the neighborhood. It wrote guidelines suggesting the care for historically designated structures. It encouraged homeowners to contact the association when they planned to sell their homes. Its most recent project was the restoration of a neighborhood hero's tombstone.



A neighborhood's best friend enjoys a lazy day on the front porch

Prospect Hill looks forward to its second century as an important addition to the city of Bloomington. Its neighborhood plan will prepare it for the years ahead.

Prospect Hill and surrounding areas



Study Area



A neighborhood-scale business

Prospect Hill is a historic and diverse neighborhood, located in the heart of Bloomington. The former CSX Rail Corridor borders the neighborhood's eastern edge, while Patterson Dr. and the Rose Hill Cemetery define the western boundary. The West Kirkwood Ave. corridor is the northern boundary and the West Second St. corridor makes up the southern boundary.

The neighborhood is characterized by a wealth of historic homes and buildings. Much of the Prospect Hill neighborhood is listed on the National Register of Historic Places and was the first locally designated historic district in Bloomington. The Paris-Dunning House, Frosted Foods Building and the Bloomington Garage are just a few examples of the significant historic buildings that can be found in the neighborhood.

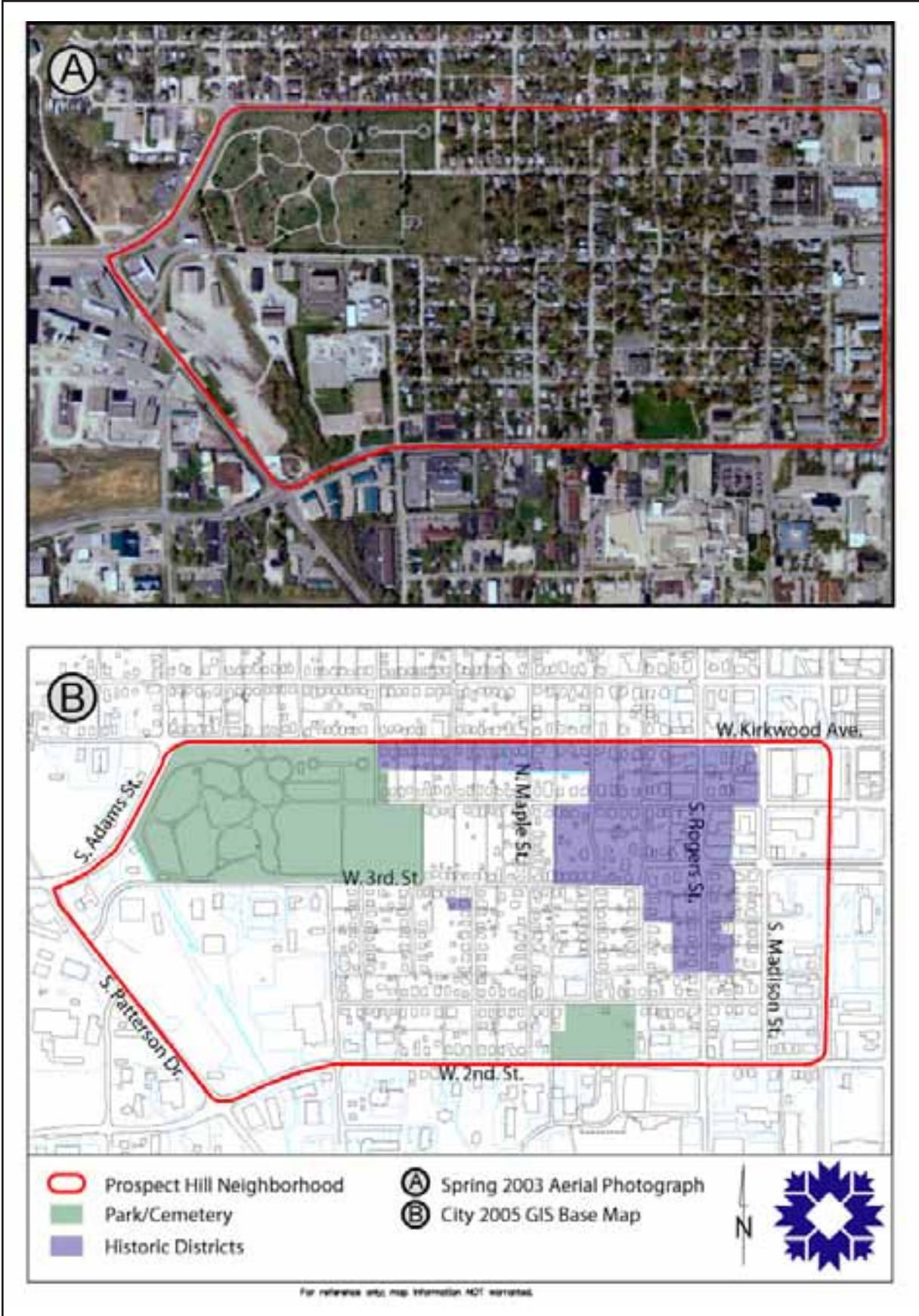
A wide variety of stores, restaurants, small offices and businesses are located throughout the neighborhood. Although not technically within the boundaries of Prospect Hill, both the Fairview Elementary School and Bloomington Convention Center are important sites because of their close interaction with the neighborhood.



Rose Hill Cemetery and Kirkwood Ave.

Prospect Hill also is home to several important City Parks and Recreation facilities that serve residents and the greater public alike. Building Trades Park, a two-acre park that offers greenspace, playground equipment and basketball goals, is nestled in the heart of the neighborhood. The historic Rose Hill Cemetery not only offers a glimpse into the past of Bloomington, but also provides additional greenspace. With its' wide open spaces, mature landscaping and large network of walking paths, Rose Hill is often used by many people as a passive recreation area. Additionally, the McDoel Switchyard and CSX Trail Corridor, a planned urban greenway and alternative transportation path, is envisioned to provide a future link between the neighborhood and greater Bloomington. This project will be an exciting opportunity to increase pedestrian and bicycle transportation options for all neighborhood residents.

Neighborhood Maps



Planning Process



Residents prioritizing SWOT findings at the neighborhood stakeholder meeting

One of the guiding principles of the City of Bloomington's Growth Policies Plan (GPP) is the goal of "Conserving Community Character." This goal seeks to preserve the community's unique character by enhancing those distinct elements that make Bloomington special. Acting upon this guiding principle, the City began a Neighborhood Planning Initiative in 2002 in order to develop Neighborhood Plans. Neighborhood plans are designed to address housing, land uses, the provision of public infrastructure and services, affordable housing, infill development strategies and a host of other important issues that maintain healthy neighborhoods. Prospect Hill represents the third neighborhood to have participated in the City's Neighborhood Planning Initiative, joining the Broadview and McDoel Gardens neighborhoods.

In 2004, the City began a new competitive process for selecting neighborhoods to participate in the Neighborhood Planning Initiative. First, interested neighborhood associations would submit an application to the City that included an outline of their background and activity history, a list of residents that were interested in participating in the plan development process and a statement of intent expressing why a neighborhood plan was desired. Second, City staff would judge the merits of each application using a set of evaluation standards and guidelines. Last, the neighborhood application that most closely fit these criteria would be awarded the opportunity to participate in the City's Neighborhood Planning Initiative.

The first year of the competitive process was a success. A total of six neighborhood associations submitted applications to participate in the Neighborhood Planning Initiative, demonstrating the interest and need for neighborhood plans. All of the applicants were very qualified, but ultimately, Mayor Mark Krusan selected the Prospect Hill Neighborhood to embark on the neighborhood planning process.

In August of 2004, a "Kick-Off" meeting was held at the Bloomington Convention Center to introduce the neighborhood planning process to Prospect Hill residents, business owners, community leaders and other interested parties. City staff provided an overview of the purpose of neighborhood plans, the steps involved, an overall timeframe of the process, and the commitment that would be required to complete the plan. Preparations were then made to recruit individuals to participate in a Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise at the end of the month. It was evident from the Kick-Off meeting that there would be no shortage of eager and interested participants to work with City staff to develop the neighborhood plan.

The SWOT exercise represents the first major step in the neighborhood planning process. It provides an opportunity for everyone involved to better familiarize themselves with the Prospect Hill neighborhood, as well as to identify the positive features and potential drawbacks of the neighborhood. Participants were placed into different teams and assigned individual walkable sub-areas to investigate and survey. Team members armed with notebooks, maps, and cameras set out on foot to complete their mission to document Strengths, Weaknesses, Opportunities, and Threats of their assigned sub-area. A City staff member also accompanied each team to help answer any questions that arose during the SWOT exercise.

Strength - an attribute which contributes positively to the quality of life

Weakness - an attribute which detracts from the quality of life

Opportunity - a condition that has the potential to become a strength

Threat - a condition that has the potential to threaten the future of the neighborhood

Planning Process (cont.)

After an hour and a half of field work, the teams reconvened back at the Convention Center to share their observations with each other. Their results were recorded for later discussion and analysis. A clearer picture of the Strengths, Weaknesses, Opportunities, and Threats within Prospect Hill began to materialize. The information collected from this exercise resulted in a detailed inventory of the attributes and current conditions for each sub-area. The SWOT exercise proved to be an extremely valuable resource for the neighborhood and City staff throughout the entire planning process.

The next step of the process was to form a core group of leaders, called a Steering Committee, that was charged with analyzing public input to develop the materials that would be incorporated into the neighborhood plan. The Steering Committee was a dedicated group of volunteers, comprised of residents from a broad range of neighborhood interests, who acted as a unified voice for the Prospect Hill neighborhood. Together, they put forth the time, energy and commitment necessary to develop the vital components of the neighborhood plan.

The next stage in the planning process was to discuss current events and future developments taking place in the neighborhood. A neighborhood meeting was held that featured area stakeholders, who are people and organizations that have an investment or interest in the neighborhood. Representatives from Cinergy, Bloomington Hospital, and the Convention Center presented information to neighborhood residents. Each Stakeholder discussed current activities and future projects that are planned for their respective organization's sites within the neighborhood. The Stakeholders also provided an opportunity for residents to ask questions. This meeting served as an opportunity not only to bring Stakeholders and residents together in a proactive fashion, but it also helped to set the stage for residents to begin thinking about long range goals and priorities for the neighborhood.

Over the next several months, the Steering Committee undertook a series of important tasks. First, they had to prioritize the SWOT findings to help clarify the prevailing issues and concerns of Prospect Hill (the results are summarized in the Appendix of this Plan document). Second, the Steering Committee was responsible for writing the neighborhood's Vision Statement. Third, they drafted all of the goals, objectives and action strategies of the plan based on public input.

Once these tasks were completed, an open house was held at the Bloomington Convention Center to provide the entire neighborhood with the opportunity to comment on the draft vision statement, goals and objectives. The Steering Committee then utilized this public input to further refine the goals, objectives and action strategies during their final review of the document. Once these edits were complete, the last task for the Steering Committee was to give their approval to the document. At this point, the draft document officially became the Prospect Hill Neighborhood Plan.



Mark Crain, of Bloomington Hospital, presents hospital expansion plans to neighborhood residents at the stakeholder meeting



Collaboration



Residents participating in a map exercise at the Kick-Off meeting

Issues Summary



Neighborhood Planning Meeting

When the Prospect Hill neighborhood applied for a neighborhood plan, they identified several key concepts they wanted to address in the document. Protecting the neighborhood's residential nature from dense, high intensity developments was considered a priority. Another important aim of the neighborhood was to create more pedestrian and bicycle friendly streets. Additionally, strengthening the arts in Prospect Hill and promoting this valuable resource as a form of cultural tourism was encouraged.



3rd and Jackson neighborhood streetscape

During the course of the planning process, these initial thoughts were supplemented by further observations on the neighborhood's strengths and potential opportunities. The wide array of historic properties found in the neighborhood was considered a strong asset. The preservation and further enhancement of these properties was deemed to be very important. The large number of artists living in Prospect Hill was identified as another valuable benefit. Supporting these artists and promoting their work to markets in Bloomington and beyond was seen as a great opportunity. Exploring ways to increase homeownership options and alternative transportation modes throughout Prospect Hill were additional priorities developed during this planning process.

Several possible threats to the neighborhood were also highlighted during this process. These included vacant and underutilized properties, which presented concerns ranging from crime to future inappropriate developments. A communications gap between the neighborhood association and both landlords and renters also was identified. The neighborhood acknowledged a need to address this situation in the future. The neighborhood's close location to downtown Bloomington and potential future high density developments encroaching onto residential areas was another issue that was voiced during the planning process. And finally, concerns over the health and future vitality of the neighborhood's environmental features, greenspace and parks were raised.



Good design: high density multifamily structure

These were the issues and concerns identified by the neighborhood that were used to create the foundation for the goals and objectives found on the following pages of this document.

THE PLAN
SECTION III



Foreword

The key step of the neighborhood planning process is the development of goals, objectives and action strategies. These components are the driving force behind each neighborhood plan. The neighborhood plan organizes the goals, objectives, and action strategies into Action Strategy Charts, which are illustrated in the following pages. These charts clearly state the action strategies and summarize the logical resources and anticipated timeframe needed for completion of each action.

The charts are a useful tool to evaluate the progress of implementing the plans. Periodic meetings will be arranged between the neighborhood association and the City to coordinate efforts and make any necessary adjustments to the identified strategies. This will ensure that the objectives, goals, and ultimately, the vision become a reality.

Successful plans are not measured by their individual accomplishments, but rather by the cumulative results and synergy created from executing various action strategies. Achieving neighborhood goals can measure the success of a plan, but not the success of a neighborhood. This can't be measured. Prospect Hill has a vision to its future. This vision is best depicted by the goals, objectives, and action strategies contained in the next section of the Plan for the Prospect Hill Neighborhood.

Goals: The general statements of purpose or the long-term end toward which programs or activities are ultimately directed.

Objectives: Provisions that have measurable elements to mark progress towards the corresponding goal.

Target: Anticipated date or frequency that an action strategy should be accomplished.

Resource: Logical entities that should be directly involved with the implementation of a specified action strategy.

THE PLAN

GOAL FOUR: Manifest the urban neighborhood form and sense of community present in Prospect Hill

Objective A: Sustain a shared balance between rental and owner-occupied housing

Action Strategies	Target	Resource
1) Establish regular contact with landlords and renters that is particular to the Prospect Hill Neighborhood Association.	2018	PHNA
2) Encourage continued of future homeowners in City of Birmingham (PHAC) home ownership plans.	2018	PHAC, AHAC
3) Regularly work with the PHAC Department to offer various services from owner assistance programs.	Ongoing	PHAC/PHAC

Objective B: Improve public spaces to enhance the traditional character of the neighborhood

Action Strategies	Target	Resource
1) Develop designs for neighborhood entry address that complement the history and spirit of Prospect Hill.	2017	PHAC, Public Works
2) Work with the City of Birmingham Public Works Department and PHCTI to explore options to improve the directional roadway signage on 3rd St.	2018-2019	PHAC, Planning, PHCTI, Public Works
3) Work with the City of Birmingham Public Works Department to engage in methods to increase pedestrian safety and apply control road design strategies.	2018	PHAC, PHCTI
4) Seek local assistance and apply for various grant opportunities in order to improve public spaces in the neighborhood.	2018	PHNA, PHCTI
5) Target locations where deteriorating housing conditions and apply for a need of repair or replacement and use the same criteria for future maintenance.	2018	PHAC, Public Works, PHAC

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PROSPECT HILL NEIGHBORHOOD PLAN

GOAL ONE: Honor the architectural and historic integrity of Prospect Hill

Objective A: Consider the viability of establishing historic conservation measures within the neighborhood

Action Strategies:	Target	Resource
1) Invite City HAND and Planning Department staff to attend a neighborhood meeting(s) to discuss the pros and cons of the various historic preservation options that are available.	2006 -2007	PHNA, Planning, HAND
2) Develop a roadmap to guide the neighborhood on viable historic preservation options to potentially implement.	2007	PHNA, Planning, HAND
3) Work closely with the Historic Preservation Commission and City of Bloomington staff to create any desired historic conservancy measures for Prospect Hill.	on-going	PHNA, Planning, HAND



A neighborhood restoration project



Batman House



The Paris Dunning House

GOAL TWO: Cultivate an artistic and cultural community within the neighborhood

Objective A: Promote Prospect Hill as a 'Home to the Arts'

Action Strategies:	Target	Resource
1) Identify target areas to determine potential structures and locations that the neighborhood would like to see as possible future arts uses.	2006	PHNA, Planning, Mayor's Office
2) Create a directory of current neighborhood artists.	On-going	PHNA
3) Create a neighborhood webpage, or link to an existing one, that is devoted to the arts.	On-going	PHNA
4) Publish an artistic resources pamphlet and establish regular communication with area performing arts resources (Waldron Center, Bloomington Playwrights, IU, etc.) to explore partnerships and possible future expansion options in Prospect Hill.	2008	PHNA, Others
5) Utilize Bloomington Urban Enterprise Association (BUEA) incentives to attract and establish businesses that incorporate arts uses.	2006-2007	Planning, HAND, Mayor's Office

Objective B: Build an artistic foundation that will embody a distinct identity for the Prospect Hill Neighborhood

Action Strategies:	Target	Resource
1) Develop and prioritize a list of public arts projects that would be well-suited for Prospect Hill.	2007	PHNA, Public Works, Parks
2) Conduct a 'City Repair' workshop with the City of Bloomington Public Works Department that could be held in the neighborhood.	2008	PHNA, HAND, Public Works
3) Utilize various City grant opportunities to implement public art and 'City Repair' projects in Prospect Hill.	2008	PHNA, HAND, Planning

Objective C: Establish a neighborhood center for Prospect Hill

Action Strategies:	Target	Resource
1) Investigate nearby locations that could be used as a neighborhood gathering place (i.e. - Cinergy, Fairview Elementary School, Rose Hill Cemetery Office, Convention Center, etc.).	2006	PHNA, MCCSC, Parks, Others
2) Contact these property owners to discuss the possibility of after-hours use of their facilities for various neighborhood meetings and events.	2006	PHNA, Others

GOAL TWO: (Cont.)

Objective D: Establish neighborhood celebrations or activities to highlight the neighborhood's artistic and cultural resources to the greater Bloomington community

Action Strategies:	Target	Resource
1) Invite the Bloomington Playwrights Project to perform an outdoor play(s) in Building Trades Park during the summer months.	2007	PHNA, Parks, Others
2) Continue to build on the success of on-going neighborhood events and activities, such as: picnics, studio tours and sales, movie nights, etc.	On-going	PHNA
3) Hold an annual event that supports the arts in Prospect Hill and the adjacent neighborhoods of McDoel Gardens and Near Westside.	On-going	PHNA, Others
4) Staff a Prospect Hill Neighborhood Association booth or display at various local events (Lotus Festival, Farmers' Market, Convention Center shows, etc.) to highlight the neighborhood's art and culture to the public.	On-going	PHNA, Parks, Others



A sculpture dedicated to WWI soldiers located at the Rose Hill Cemetery



Neighborhood art: Howe St. and Euclid Ave.

GOAL THREE: Foster the development of businesses that serve the neighborhood

Objective A: Facilitate New Urbanism conceptual plans for future development opportunities along Patterson Dr.

Action Strategies:	Target	Resource
1) Conduct a series of workshops for Patterson Dr. business owners and Prospect Hill neighborhood residents to build relationships and collaborate on ways to provide opportunities for future residential, commercial and arts oriented uses (performing arts, studios, etc.) to occur in the Patterson Dr. area.	2007	PHNA, Planning, Other
2) Collaborate with the Planning Department to use the Growth Policies Plan's Adams St./ Patterson Dr. Critical Subarea as a framework for any neighborhood land use recommendations.	On-going	PHNA, Planning
3) Attend relevant Plan Commission, Board of Zoning Appeals and other public meetings to voice the views of the Prospect Hill Neighborhood Association on any proposed Patterson Dr. area land uses or the infringement of regional serving commercial developments within the neighborhood.	On-going	PHNA, Planning
4) Seek financial resources and utilize the various assistance programs available from the South Central Small Business Development Center (SBDC) and the BUEA for the establishment and relocation of desired small businesses to the Patterson Dr. area.	On-going	PHNA, HAND, Mayor's Office, Others
5) Work in conjunction with the Planning Department to review the pending adoption of the Unified Development Ordinance and identify potential measures to mitigate impacts of regional serving businesses in the area.	2006	PHNA, Planning

Objective B: Improve collaboration between the Convention Center and the neighborhood

Action Strategies:	Target	Resource
1) Invite a Convention Center representative to discuss the Center's events and clientele, future expansion needs and property management concerns at a neighborhood meeting(s).	On-going	PHNA, Others
2) Develop a priority list of site concerns (e.g. 3 rd St. sidewalk, vandalism, increased landscaping, etc.) with Convention Center management and jointly explore possible mitigation alternatives.	2006	PHNA, Others
3) Utilize BUEA programs to leverage desired facility improvements.	2007	PHNA, HAND, Others

GOAL THREE: (Cont.)

Objective C: Support and channel small business opportunities to both the Kirkwood Ave. and Rogers St. corridors

Action Strategies:	Target	Resource
1) Start an incentive program to encourage residents to regularly patronize neighborhood small businesses.	2008	PHNA
2) Work with the City of Bloomington and the BUEA to target locations that are desirable for small business opportunities (i.e. the former BMV building on Rogers St., or potential locations along the Kirkwood corridor, etc.).	2006	PHNA, HAND, Mayor's Office
3) Collaborate with local realtors and the Chamber of Commerce to actively recruit desired small businesses to locate in Prospect Hill; promote the neighborhood as an ideal location for growth and expansion of their operations.	On-going	PHNA, Mayor's Office, Others



A West 4th St. business



An example of a mixed use on Rogers St.



Snapshot of the Patterson Dr. area

GOAL FOUR: Manifest the urban neighborhood form and sense of community present in Prospect Hill

Objective A: Sustain a desired balance between rental and owner-occupied housing

Action Strategies:	Target	Resource
1) Establish regular contact with landlords and welcome them to participate in the Prospect Hill Neighborhood Association.	2006	PHNA
2) Encourage enrollment of future homeowners in City of Bloomington (HAND) home-ownership classes.	2006	PHNA, HAND
3) Actively work with the HAND Department to utilize various available home-owner assistance programs.	On-going	PHNA,HAND

Objective B: Improve public spaces to enhance the traditional character of the neighborhood

Action Strategies:	Target	Resource
1) Develop designs for neighborhood entry gateways that compliment the history and spirit of Prospect Hill.	2007	PHNA, Public Works
2) Work with the City of Bloomington Public Works Department and INDOT to explore options to improve the directional roadway signage on 3rd St.	2006	PHNA, Planning, INDOT, Public Works
3) As the City develops improvement alternatives for the W. 2nd St. corridor, work closely with the Public Works Department to engage in methods to increase pedestrian safety and apply context-sensitive design techniques.	2008-2010	Planning, Public Works, INDOT
4) Seek local assistance and apply for various grant opportunities in order to improve public spaces in the neighborhood.	2008	PHNA, HAND
5) Target locations where deteriorating limestone sidewalks and walls are in need of repair or replacement and use the same materials for these repairs; actively explore potential homeowner and/or low-cost assistance options.	2006	PHNA, Public Works, HAND



Confusing 3rd St. directional signs near a neighborhood gateway



A well maintained neighborhood rental

GOAL FOUR: (Cont.)

Objective C: Establish neighborhood advocacy by creating solid partnerships, using both available community resources and open lines of communication

Action Strategies:	Target	Resource
1) Annually invite local elected officials to participate in a 'town-hall' style meeting.	On-going	PHNA
2) Regularly collaborate with the McDoel Gardens and Near West Side neighborhood associations on issues and concerns of common interest.	On-going	PHNA, HAND, Others
3) Identify a contact person at various business and civic organizations that serve neighborhood interests (Convention Center, Chamber of Commerce, Bloomington Hospital, etc.) to establish open lines of communication.	2006	PHNA, Others
4) Maintain the excellent neighborhood communication systems currently being used (i.e. – the website, e-mail listservs, flyers, the 'Prospectus' newsletter, etc.).	On-going	PHNA
5) Schedule an annual walk-thru of the neighborhood with staff from both the HAND and Planning Departments to enforce City codes.	2006- On-going	PHNA, HAND, Planning



W. Kirkwood Ave. streetscape project



A view of a neighborhood street corridor

GOAL FIVE: Respect the natural environment within the urban neighborhood

Objective A: Initiate stream corridor restoration for the West Branch of Clear Creek and the Kirkwood Canal

Action Strategies:

Action Strategies:	Target	Resource
1) Pursue HAND Neighborhood Clean-up Grants annually for stream restoration.	On-going	PHNA, HAND
2) Participate in the Indiana Department of Natural Resources (IDNR) creek adoption program in order to build upon the existing clean-up efforts on the West Branch of Clear Creek by the McDoel Gardens Neighborhood Association.	2007	PHNA, IDNR

Objective B: Preserve and nurture greenspace and increase the awareness of the significant natural elements found within the neighborhood

Action Strategies:

Action Strategies:	Target	Resource
1) Hold “tree workshops” to educate and encourage residents about planting trees and vegetation; invite knowledgeable individuals from the City of Bloomington, Indiana University, the National Arbor Day Association and other various local nature groups to assist.	2006	PHNA, Others
2) Implement an annual neighborhood tree planting program.	2007	PHNA, Parks, Public Works
3) Hold festivals and celebrations that highlight the neighborhood’s environmental values (e.g. Arbor Day, Earth Day, etc.).	On-going	PHNA



A Sunflower in the neighborhood’s garden



Full bloom: a vivid natural environment can be found throughout Prospect Hill

GOAL SIX: Foster connectivity between the neighborhood and the greater Bloomington community

Objective A: Increase neighborhood alternative transportation and pedestrian safety options

Action Strategies:	Target	Resource
1) Invite Bloomington Transit officials and staff to neighborhood meetings to discuss possible increased transit options for Prospect Hill.	2006	PHNA, BT
2) Provide a priority list to the Planning Department of desired locations and types of improvements that are needed to enhance alternative transportation services and pedestrian safety in the neighborhood.	2006	PHNA, Planning

Objective B: Establish a neighborhood commitment to alleys as public spaces for use as pedestrian paths

Action Strategies:	Target	Resource
1) Identify desired alley networks from currently existing public alleys in Prospect Hill, using both City of Bloomington data and field surveys that are conducted by neighborhood residents.	2006	PHNA, Public Works, Planning
2) Pursue discussions with elected officials, the Public Works Department and the Planning Department to investigate possible ways to limit the number of future public alley vacations allowed in the neighborhood.	2007	PHNA, Public Works, Planning, Others
3) Work with neighborhood residents to explore potential techniques to utilize public alleys for alternative transportation uses.	2008	PHNA, Public Works, Planning



Traffic: 16,000 vehicles per day on W. 2nd St.



Traffic calming: W. 3rd St. chicanes



Neighborhood alleyway

GOAL SEVEN: Support excellence in public and private institutions that serve the Neighborhood

Objective A: Commit to the constructive future of Fairview Elementary School by increasing both educational and recreational opportunities for area youth

Action Strategies:

Action Strategies:	Target	Resource
1) Invite MCCSC Board members and Fairview School administrators to neighborhood meetings, or events, in order to identify needs and opportunities.	On-going	PHNA, MCCSC
2) Recruit neighborhood volunteers to be after-school tutors and mentors.	On-going	PHNA, MCCSC
3) Perform fund-raising activities to supplement Fairview school programs in need.	On-going	PHNA, MCCSC
4) Seek support for youth programs by participating in the BUEA's Zone School Grant program.	2008	HAND, MCCSC

Objective B: Continue to utilize and enhance both Rose Hill Cemetery and Building Trades Park to their full potential as community recreation resources

Action Strategies:

Action Strategies:	Target	Resource
1) Work with the City Parks & Recreation Department to develop possible volunteer activities, or an 'Adopt a Park' type program, that the neighborhood association could undertake to assist these two parks.	2006	Parks
2) Officially include the Rose Hill Cemetery within the boundaries of the Prospect Hill Neighborhood Association.	2006	PHNA, Planning, Parks, HAND



Fairview Elementary School playground



The basketball courts at Building Trades Park



Neighborhood Projects

The City of Bloomington and the neighborhood have embarked upon several endeavors in the past to maintain the integrity of the neighborhood's character while strengthening the desirable attributes that make it unique. As the list below illustrates, City departments and Prospect Hill Neighborhood residents have enjoyed a partnership that has brought to fruition many wonderful projects in the past and will continue to do so well into the future.



Building Trades Park

Building Trades Park:

In 2004, the City's Parks and Recreation Department completed nearly \$75,000 worth of renovations to Building Trades Park. This included repairs to the parking lot, installation of new juvenile and toddler playground equipment, sidewalks and park benches.

Additionally, Building Trades Park frequently serves as the venue for many neighborhood functions. These events make use of the convenient location of the park and encourage strong interaction among neighborhood residents.

Rose Hill Cemetery:

The Parks and Recreation and Public Works Departments made strides to beautify the Rose Hill Cemetery in 2004. Projects accomplished include construction of new limestone entrance signs, a new concrete wall and replacement of the cemetery office roof.

Prospect Hill residents came together to restore the vandalized grave marker of Eithel "Lefty" Galloway, a beloved local baseball player buried in the Rose Hill Cemetery. The photograph on the tombstone of the young athlete was restored in 2004 and the experience informed the community of local history. The neighborhood was awarded the Mayor's Excellence Award for their efforts.



Tombstone of Lefty Galloway

In a further display of cooperation, the City's Park and Recreation Department has given permission to the PHNA to hold meetings in the Rose Hill Cemetery office. This facility can accommodate one dozen attendees and would be an ideal location for neighborhood executive committee meetings or steering committee meetings.

Creative Connections Project and Celebration:

With a "Small and Simple Grant" from the City's Housing and Neighborhood Development Department and countless hours of hard work by residents, the Prospect Hill Neighborhood organized the Creative Connections Project and Celebration in 2002 to bring the community together and strengthen the sense of place.



The Creative Connections Project had three components: 1) Oral History Project; 2) Neighborhood Contact and Services Directory; and 3) Community Celebration and Street Party

Commercial Redevelopment Activity:

Beginning in 2003, the commercially zoned east side of the Prospect Hill Neighborhood witnessed a significant redevelopment at the former Ferris Market site. The Kirkwood residential complex was built to provide high-end condominium units in close proximity to downtown. The Wonderlab Museum of Science, Health and Technology was also constructed adjacent to this site. Lastly, the Frosted Foods Building, located on the corner of Rogers St. and 3rd St., was restored for reuse, due in part to incentives provided through local historic designation and variances from City codes.

Neighborhood Projects (cont.)

Road Improvements:

The Department of Public Works has implemented many road improvement projects within Prospect Hill. Jackson St. was reconstructed from 3rd St. to 4th St. This included major replacements to the sidewalk and stormwater systems, as well as the reconstruction of a historic wall (2003). Bump-outs and chicanes were installed at the request of the neighborhood along W. 3rd St. from Jackson St. to S. Walker St., in an effort to calm traffic without installing ride and comfort debilitating speed humps (2004).

Plans to improve, beautify and establish design guidelines for the West Kirkwood corridor were initiated in 2002. Construction of the initial phase, from Rogers St. to Maple St., installed new utility lines, street trees and lights, curbs and sidewalks, parking lanes and storm water improvements (2005).

Sidewalk Improvements:

Between the years of 1998 and 2003, the Prospect Hill Neighborhood applied for and was successful in obtaining over \$70,000 in competitive Neighborhood Improvement grants from the Housing and Neighborhood Development Department for sidewalk restoration projects. Sidewalks were adorned with brick pavers along 3rd St.; historic WPA limestone sidewalks were restored along Maple, Euclid and Fairview Streets; and repairs were also done to sidewalks on Buckner, Maple, 4th and Jackson Streets.

Water and Sewer Infrastructure:

City of Bloomington Utilities has recently upgraded several water and wastewater facilities in Prospect Hill. New water lines have been placed along sections of Jackson St. (2003), W. Smith Ave. (2002) and W. 3rd St. (2000). New sewer lines have been laid along sections of Jackson St. (2002-03), W. Smith St. (2002), W. Kirkwood Ave. (1998) and S. Madison St. (1998). Sewer lines have been replaced along sections of Jackson St. (2003), S. Fairview St. (2002), S. Morton St. (2001) and W. Kirkwood Ave. (2001).

Structure Rehabilitation:

Thirteen buildings have been rehabilitated in the past the six years with the assistance of the Department of Housing and Neighborhood Development. In addition, the Bloomington Urban Enterprise Association granted a low interest façade loan to a commercial property located along Kirkwood Ave.

Safety of Residents:

The Bloomington Fire Department organized a door-to-door campaign with the assistance of the Fire Prevention Officer and the Citizen Corps to provide informational materials about fire-safety and disaster readiness to residents of the Prospect Hill neighborhood in 2003 and 2004. Residents also organized a neighborhood watch program with the assistance of the Bloomington Police Department in an effort to increase residents' ability to identify suspicious behavior.



A HAND structure rehabilitation project in Prospect Hill

Neighborhood Projects (cont.)



Prospect Hill “sign toppers” were awarded via a 2004 Neighborhood Improvement Grant

Community Initiatives:

Residents of the neighborhood have been able to establish favorable relationships with the City Bakery which enables them to play outdoor, family-friendly movies in the summer on the bakery’s wall. Additionally, the PHNA has an agreement with the Pentecostal Church on W. Howe St. that allows a vacant lot to be used as a community garden and meeting place. In an effort to further create a sense of place, the Prospect Hill Neighborhood Association applied for, and was awarded, a Neighborhood Improvement Grant in 2004 to place Prospect Hill “sign toppers” on top of all street signs in the neighborhood. Annual clean-ups called “Pick It Up” are organized to rid the neighborhood of unwanted debris. Lastly, the neighborhood has developed an intricate system of information sharing on their website which allows residents to post meetings, special events, real estate, lost and found, maps, and newsletters, among a myriad of other information.

Future Projects:

The abandoned CSX railroad corridor marks the eastern boundary of the Prospect Hill Neighborhood. The Master Plan for the McDoel Switchyard and CSX Rail Corridor envisions a multi-use alternative transportation trail along this corridor. The Master Plan identifies several important linkages to this proposed trail from the Prospect Hill neighborhood via the signed bike route along both Madison and Howe Streets. This trail consequently has the potential to connect the neighborhood to major attractions to the north and south.

The Parks and Recreation Department has identified possible future improvements to the Building Trades Park. These include repaving the parking lot, tree plantings, and replacement of the basketball goals. Future projects for the Rose Hill Cemetery may include stone wall and head stone repair, repaving interior roadway sections, reconstruction of the historic limestone foundation basin, tree plantings and further interior landscaping.

The Housing and Neighborhood Development Department foresees potential in continued collaboration to repair sidewalks and rehabilitate owner-occupied residences in the neighborhood.

The Planning Department is in the midst of overhauling the City’s Zoning Ordinance through adoption of a streamlined, user-friendly Unified Development Ordinance (UDO). The update process of the UDO will soon involve significant citizen participation. The Planning Department will seek organizations, such as neighborhood associations, to provide input during this process to help ensure community values are represented.

Zoning & Land Use

NEIGHBORHOOD ZONING DISTRICTS

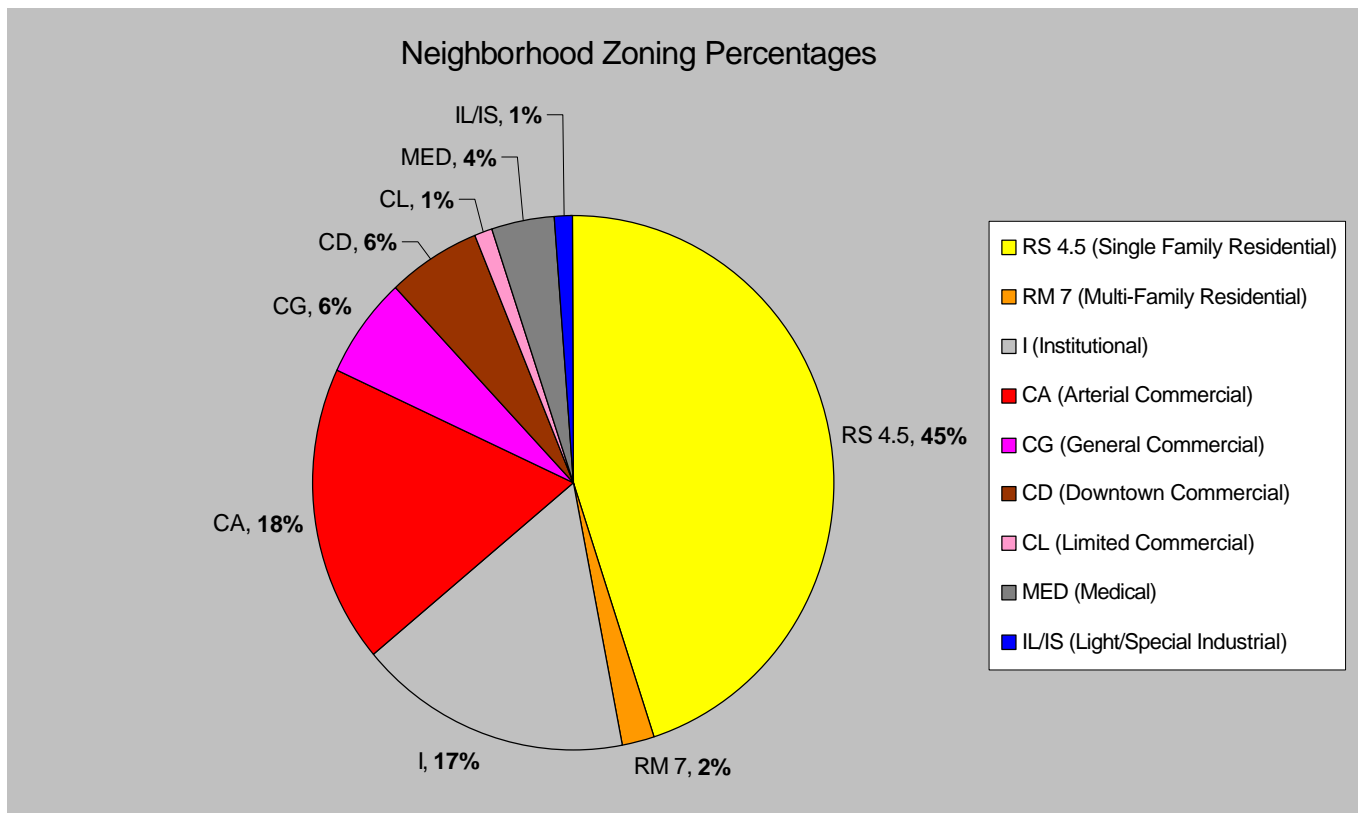
The purpose of zoning is to protect the character of an area and to promote positive and appropriate development. Zoning can safeguard property value, mitigate traffic, create healthier living environments and prevent overcrowding. Additional information about zoning can be obtained from the City’s Planning Department at (812)349-3423 or by visiting <http://bloomington.in.gov/planning/>.

Residential Zoning District:

The largest zoning district within Prospect Hill is zoned RS4.5 which allows single family residential use. This zoning district permits one dwelling unit per property or parcel of land and comprises 78.9 acres or 45 percent of the total land area within the neighborhood. A small percentage, 2 percent or 3.1 acres, is zoned to allow for multiple family residential dwellings at a density of seven units per acre of property (apartments, manufactured homes, and duplexes).

Commercial Zoning Districts:

Commercial zoning, which allows various degrees of business activity on a single parcel or property, can be found on the neighborhood’s east and west sides. Total commercial zoning makes up 31 percent or 54.8 acres of the neighborhood’s zoning profile. This commercial zoning is specifically comprised of arterial commercial (18% or 31.6 acres), general commercial (6% or 11.1 acres), downtown commercial (6% or 10.9 acres) and limited commercial (1% or 1.2 acres).



Zoning & Land Use (cont.)

Institutional zoning typically refers to public uses of land for parks, schools, government offices, etc. The Rose Hill Cemetery and the Building Trades Park account for all of the institutional uses in Prospect Hill and totals 29.7 acres or 17 percent of land.

The City's medical zoning district allows hospitals, doctors' offices and other associated medical uses. Due to the presence of the Bloomington Hospital adjacent to the neighborhood's south side, four percent or 6.3 acres are zoned medical in Prospect Hill. A relatively small area in the neighborhood is zoned for light or special industrial. One percent of Prospect Hill or 1.6 acres on the west side is zoned for uses such as manufacturing, distribution, and other related uses.

Unified Development Ordinance (UDO):

The Planning department is spearheading an effort to make the zoning ordinance more user-friendly through the adoption of the Unified Development Ordinance. The adoption process of the UDO has involved extensive public participation via the Citizen Steering Committee and numerous public hearings. The UDO draft has relied heavily on the direction provided by several previously City endorsed documents such as the Growth Policies Plan and the Kirkwood Plan. A priority of the UDO is to establish context sensitive development and uses that are complimentary and appropriate in neighborhoods.

ECONOMIC DEVELOPMENT OVERLAY DISTRICTS

The City of Bloomington has adopted several economic development districts with the intention of improving or maintaining the economic vitality of the community. These districts offer various incentives to draw investment into an area.

Community Revitalization Enhancement District (CREED):

The Downtown CREED allows the capture of increase in sales tax and state and local income tax revenues for investment in downtown improvements and redevelopment incentives. It also allows businesses in the district an opportunity to apply for a 25% credit against their state tax liabilities for investments in new or rehabilitated buildings. Four percent or 7.0 acres of downtown commercially zoned property on Prospect Hill's eastside is included in the CREED. Additional information about CREED can be obtained from the Mayor's Office at (812)349-3477 or by visiting <http://bloomington.in.gov/mayor/econdev.php>.

Tax Increment Financing (TIF) Districts:

Tax Increment Financing Districts allow direct reinvestment of property taxes into a designated area in an effort to spur economic development often through beautification or improvements to infrastructure. Three TIF districts overlay sections of the Prospect Hill neighborhood. The Adams Crossing TIF covers the largest percentage of the neighborhood, 17 percent or 31.2 acres, on its east side. The Original Downtown TIF district can be found covering 11.0 acres or 6% of the neighborhood's northeastern corner. Lastly, the Additional Downtown TIF covers 4.7 acres or three percent of the neighborhood's eastern side. Additional information about TIF Districts can be obtained from the Mayor's Office at (812)349-3477.

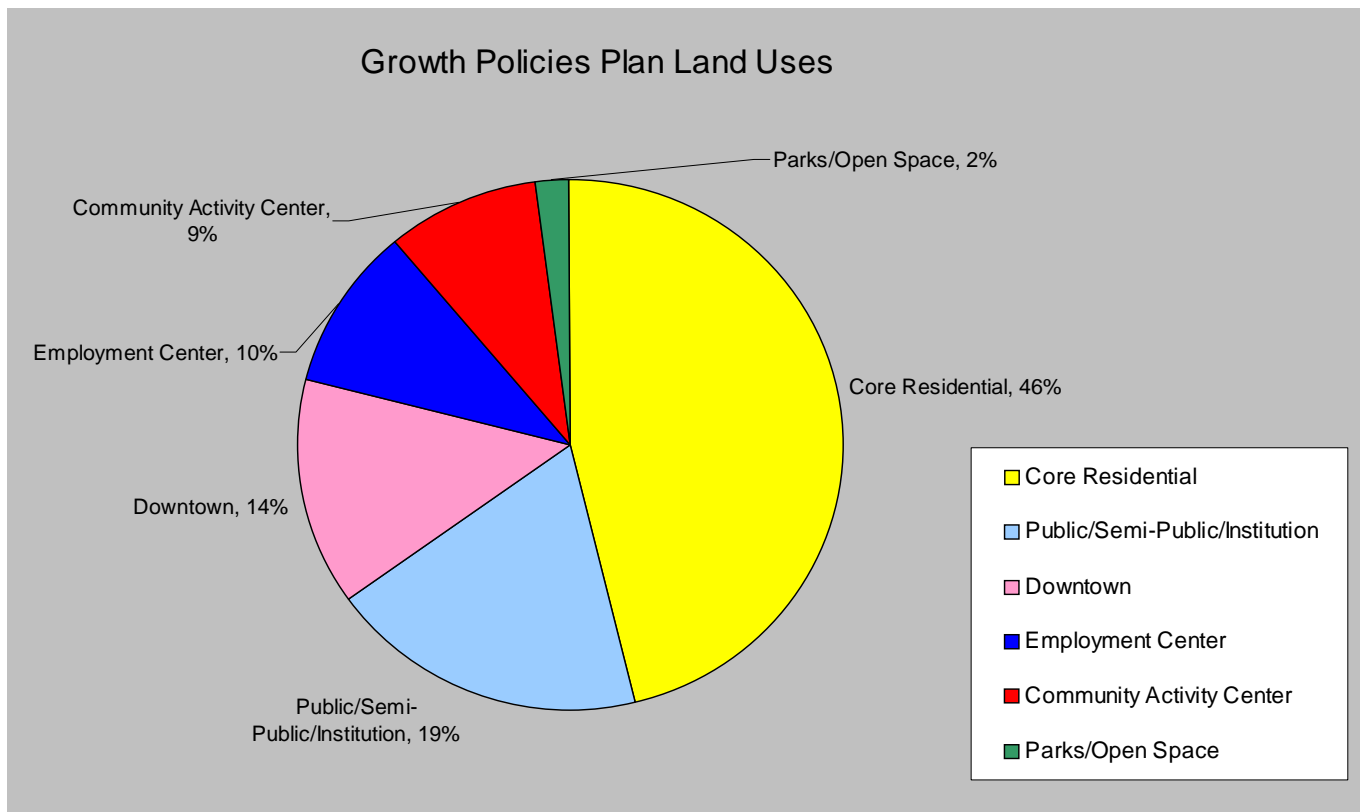
Zoning & Land Use (cont.)

Bloomington Urban Enterprise Association (BUEA) Zone:

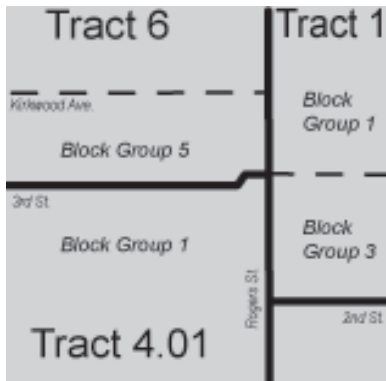
The entire Prospect Hill Neighborhood, exclusive of the Rose Hill Cemetery, is located within the BUEA Zone. This zone provides economic incentives to residents in the form of homeownership down payment and closing cost assistance program, resident scholarship opportunities to Ivy Tech or another institution of higher education and employee wage tax deduction program. It also offers low interest emergency business funding loans, low-interest building rehabilitation loans, low interest façade improvement loans, and tax credits for businesses. Additional information can be obtained from the the BUEA Program Manager at (812)349-3401 or by visiting the following website: <http://bloomington.in.gov/hand/buea.php>

LAND USE

The City of Bloomington adopted its Growth Policies Plan in 2002. This plan provides a vision of Bloomington’s future by outlining land use policies dedicated to promotion of compact urban form, nurturing of environmental integrity, leveraging of public capital, mitigation of traffic, conservation of community character, sustenance of economic and cultural diversity and advancement of communication and coordination. These policies are then translated into geographic regions of the City resulting in the Growth Policies Plan Map. On this map forty-six percent of Prospect Hill is identified as Core Residential, nineteen percent is Public/Semi-Public/Institution, fourteen percent is Downtown, ten percent is Employment Center, nine percent is Community Activity Center, and two percent is Parks/Open Space. Additional information about the Growth Policies Plan can be obtained from the City’s Planning department at (812)349-3423 or visiting <http://bloomington.in.gov/planning/>.



Demographics



U.S. Census boundaries

The demographic information in all of the graphs and charts used in this document was taken from the U.S Census Bureau, Census for Bloomington, Indiana, Years 2000, 1990 and 1980. The specific data used for the Prospect Hill Neighborhood in the 2000 census was from the following census areas: Block Group 1, Tract 1; Block Group 1, Tract 4.01; Block Group 3, Tract 1 and Block Group 5, Tract 6. An illustration of the Census Tracts and Block Group boundaries is provided. Some assumptions had to be made when compiling neighborhood census information because the boundaries of Prospect Hill do not conform exactly to the specific boundaries used by the Census Bureau.

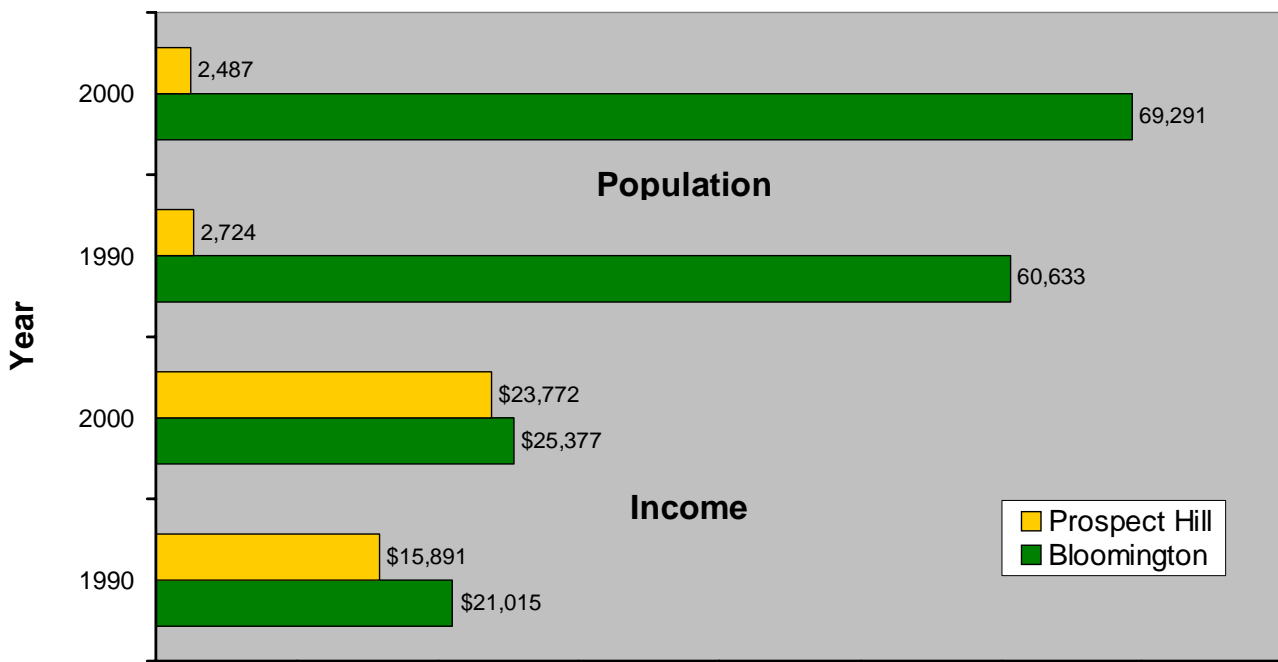
Population and Income:

The population of the Prospect Hill area is relatively consistent from 1990 to 2000. There was a decrease in population, but the increased housing unit vacancy rate may account for this decline. The City's population did see a modest increase over this same period of time; which is expected as the City continued to grow. The Prospect Hill area is mostly comprised of young adult householders with a median income of \$23,772 in 2000. According to the 2000 Census, the 25-34 and 15-24 householder age groups have the most number of people. There was an increase in the median household income from 1990 to 2000 and closed the gap with the City's 2000 median household income of \$25,377. This trend may be explained by an increase of young professionals and a decrease of retired or fixed income individuals living in the area. The population of the Prospect Hill area is expected to increase because more multifamily developments near the downtown's edge, and possibly even the Patterson Drive area, are anticipated. The downtown area of the neighborhood has seen several recent multifamily infill developments. This trend is expected to continue with the expansion of the Downtown Zoning District; however the remainder of the neighborhood is zoned for predominantly single family use where this portion of the population is expected to remain stable.

Prospect Hill Householder

Age Group	Number
15-24	374
25-34	438
35-44	208
45-54	164
55-64	74
65-74	63
75-84	59
85+	21

Prospect Hill Population and Income Comparison

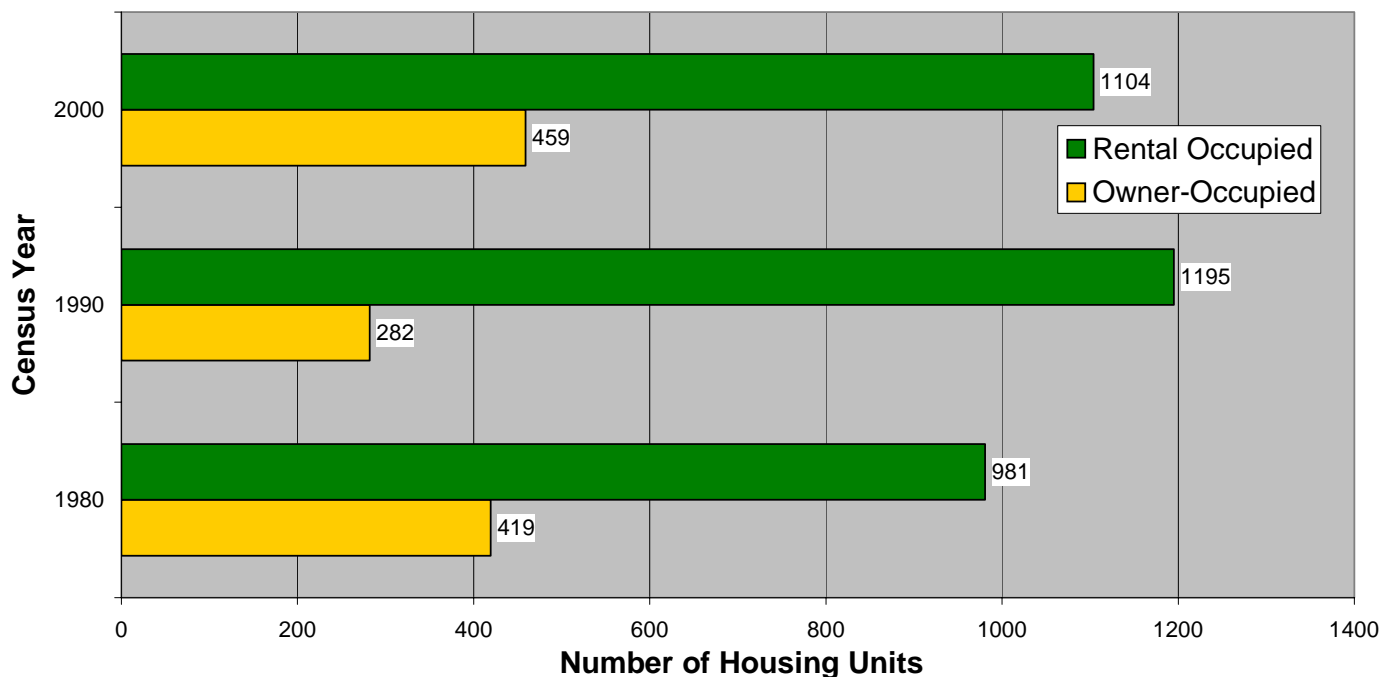


Demographics (cont.)

Housing Occupancy:

This graph compares occupancy rates for owner-occupied and rental units in Prospect Hill, as well as the entire City of Bloomington, for the Census Years of 1980, 1990 and 2000. The number of owner-occupied units in Prospect Hill increased from 1980 (419 units) to 2000 (459 units). The number of rental units in the neighborhood for that same time period increased too. Comparing this trend to City-wide data, the increase in owner-occupied units is in line with what is happening across Bloomington (6,503 units in 1980 and 9,341 units in 2000). However, while the entire City was continually increasing the number of rental units, Prospect Hill actually saw a decrease in the amount of rental units from 1990 to 2000 by 91 units. Historically low mortgage interest rates, City incentive programs to assist people with purchasing a home, and historic preservation efforts have possibly contributed to the increase in owner-occupied housing.

Prospect Hill Occupied Housing Units



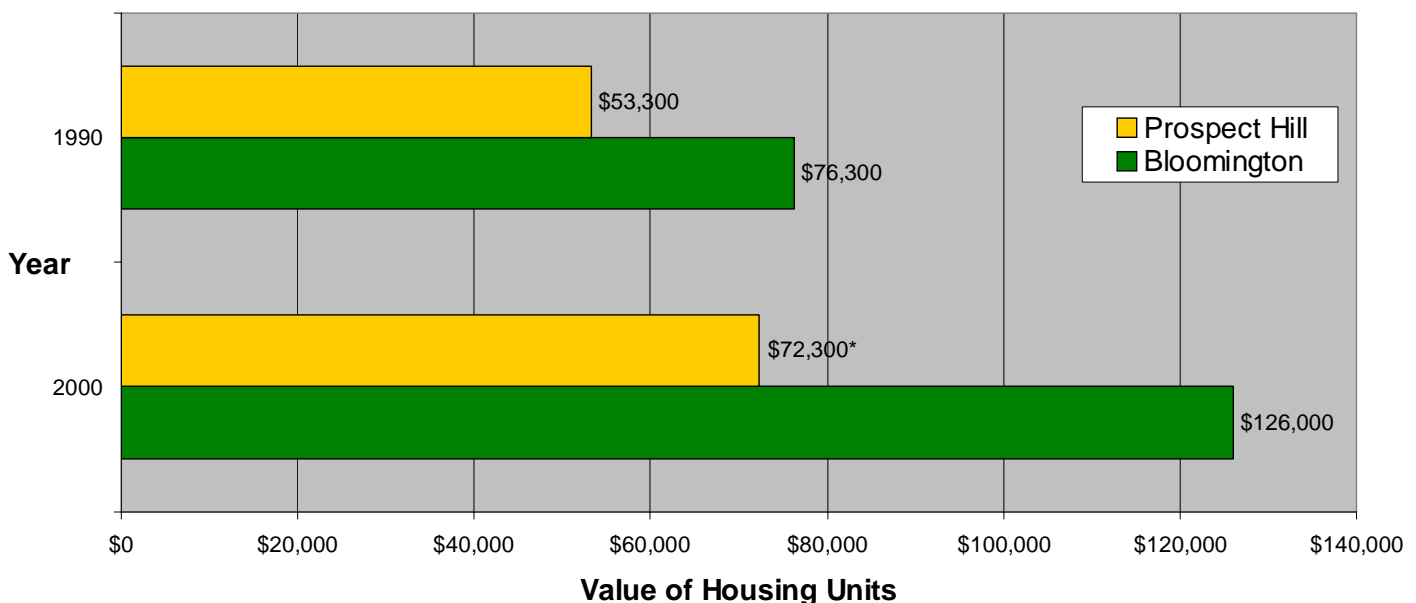
The Census Bureau defines 'vacant housing units' as places where no one is living at the time census interviews take place. Vacant units can be both rental and owner-occupied housing units, including apartments, condominiums and single family homes. New housing units that are under construction also are considered to be vacant units. The number of vacant housing units in Prospect Hill roughly doubled between 1990 (70 units) and 2000 (144 units). In the mid- 1990's the Bicycle Apartments, a seventy-six unit multi-family development, was constructed on Madison Street. This development could account for much of the increase in the number of vacant housing units in the neighborhood because it added so many new units that were not present in the 1990 census. This vacancy trend is similar to the City's vacant housing of 1,042 units in 1990 and 1,932 units in 2000. However, the City's land area did increase and most new developments are occurring on the periphery of the City where these housing units may be classified as vacant at the time of the Census.

Demographics (cont.)

Median Value of Owner-Occupied Units:

From the 1990 to 2000 census years, both Prospect Hill and the entire City of Bloomington saw sizeable increases in the median value of owner occupied units. Unfortunately, information on the median value of owner-occupied units for a large block group from Prospect Hill was unavailable in the 2000 census. Regardless of this missing data, the neighborhood still saw a large increase in median value for owner-occupied units. Had this block group information been available, it can be safely assumed that Prospect Hill's median value for owner-occupied units would have been even greater than it currently is in the 2000 census, reflecting the overall City-wide trend in this category.

Median Value of Owner-Occupied Units



* Please note that the information for Block Group 1, Tract 1, was not available in the 2000 Census. As a result, this block group was not considered in calculating the overall 2000 median value for Prospect Hill.

Commute Time:

The neighborhood's location in the heart of the Bloomington community is reflected in low commute times. With easy access to Downtown, Indiana University, Bloomington Hospital, Westside business areas and other locations throughout Bloomington, commute times are very low for the majority of residents. More than seventy-five percent of Prospect Hill residents were able to commute to work in less than nineteen minutes. Of this number, about twenty-five percent had commutes of under ten minutes.

Regional destinations such as Nashville, Columbus, Bedford and Greene County likely account for the majority of the medium range commutes of twenty to forty-five minutes in length. The close proximity of State Routes 37 and 45 to the neighborhood allows residents the opportunity to easily commute to longer distance destinations, such as Indianapolis or the Naval Surface Warfare Center in Crane. This factor probably explains most of the commute times that are listed as being forty-five minutes or greater.

Prospect Hill Commute Time

Travel Time	Number
>10 min.	364
10-19	730
20-29	76
30-44	59
45-89	35
<90 min.	23

Historic Preservation

Prospect Hill is Bloomington's most mature historic district. In 1991, much of the neighborhood became a National Register of Historic Places District. Shortly after this, it also became the home to the City of Bloomington's first locally designated historic district. Additionally, several individual properties are listed on the National Register of Historic Places and are Locally Designated Historic as well.

A property can be listed on the National Register of Historic Places, either individually or as part of a larger National Historic District. This listing honors a historic place by recognizing its importance to its local community, state or the entire nation. To be eligible for an individual listing to the National Register, a property must meet certain historic standards and criteria. A National Register District, on the other hand, is a geographic area with a large number of eligible historic structures. Becoming a National Register District requires that at least fifty-one percent of the property owners in the area approve the listing. Under federal law, owners of private property listed on the National Register are free to maintain, manage, or dispose of their property as they choose. Owners have no obligation to open their properties to the public, to restore them or even to maintain them, if they choose not to do so. A National Register listing does, however, qualify income-producing historic structures, such as commercial, industrial, or rental residential buildings, for a possible 20% investment tax credit for certified rehabilitation projects.

A local historic designation is created by City ordinance and like the National Register, an eligible property can be listed either individually or as part of a larger district. Being Locally Designated grants the City of Bloomington Historic Preservation Commission (HPC) design review over exterior modifications to the property. A Certificate of Appropriateness is then required from the HPC before work is permitted to proceed. The Prospect Hill neighborhood was Bloomington's first Local Historic District. Following this, the neighborhood worked very closely with the HPC and the City to develop additional design guidelines and standards for the Prospect Hill Local Historic District to further greater preservation activities.

Another historic preservation option for local communities to pursue is a Conservation District. These districts are also created by City ordinance, but unlike a full Local Historic District, only allow the HPC to regulate the new construction, demolition or moving of a primary building. At least fifty-one percent of property owners must approve the Conservation District for their neighborhood. If approved, the Conservation District is only binding for three years. After three years from the initial listing, property owners in the conservation district vote to determine whether to permanently retain the district, elevate it to a full Local Historic District or completely eliminate it. Presently, the McDoel Gardens Neighborhood is the only Conservation District in Bloomington.

A complete listing of all the neighborhood's historic properties can be found in the *2001 City of Bloomington Interim Report: Indiana Historic Sites and Survey Inventory*. This is a publication of the State of Indiana Division of Historic Preservation and Archaeology. The intent of this document is to be part of a comprehensive statewide survey of historic properties that maintains inventories of such properties for the purpose of locating, identifying and evaluating cultural resources. Additionally, it also ensures that historic properties are taken into consideration during planning and development for various projects.

The 2001 City of Bloomington Interim Report: Indiana Historic Sites and Survey Inventory classifies historic properties into four different categories:

Outstanding: a property that has enough historic or architectural significance that it already is, or should be considered for, an individual listing on the National Register of Historic Places. These can be historic resources of national, state or local importance.

Notable: a property that did not quite merit an Outstanding rating, but is still above average in its importance. Further research or investigation may reveal that the property could be eligible for a listing on the National Register of Historic Places.

Contributing: a property that is a pre-1955 structure, but is not historically significant enough to merit an Outstanding or Notable rating. Such resources are, however, important to the density or continuity of the area's historic fabric. Properties that are listed as being Contributing can be individually listed on the National Register of Historic Places if they are part of a historic district (like much of Prospect Hill is), but otherwise would not usually qualify.

Non-Contributing: these properties are not included in the inventory unless they were located within a historic district. Such properties are usually either post-1955, are older structures that have been badly altered and have lost their historic character, or they are otherwise incompatible with their historic surroundings. These properties are not eligible for the National Register.

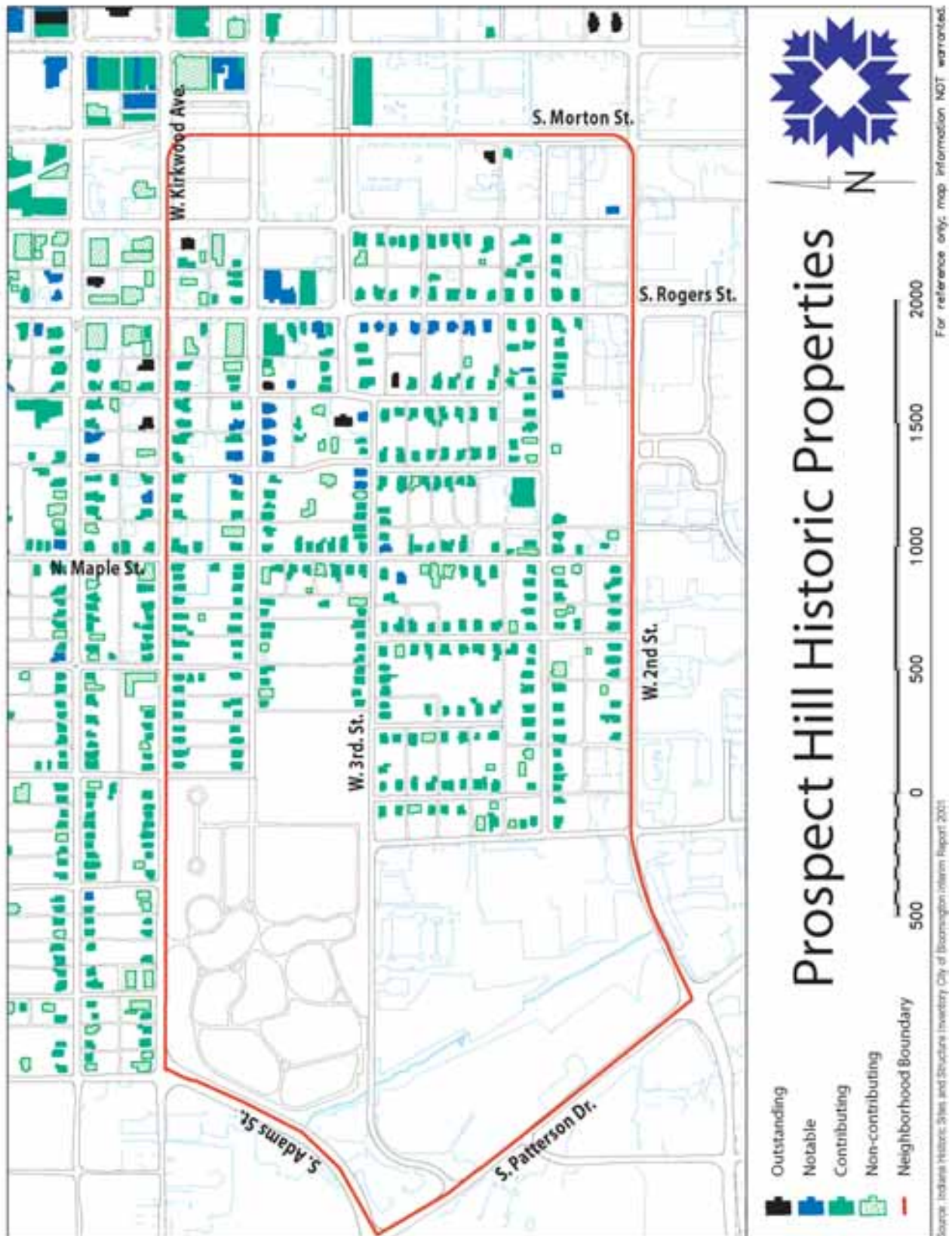
Historic Preservation (cont.)

and the City Council to review the status of existing Outstanding, Notable and Contributing historic buildings that are proposed for demolition.

Before beginning any intended remodeling or rehabilitation projects on historic structures, homeowners and contractors are advised to seek the guidance of the Historic Preservation Commission. The Commission's members are well educated on the components of historic architecture and design principles, as well as the various tax credits and incentives that are available. Proactively working with the Commission in this way not only provides a wealth of historic preservation knowledge, but also can help make any City board or commission review process proceed more smoothly.

Besides the Historic Preservation Commission, the Secretary of the U.S. Department of the Interior's Standards for Treatment of Historic Properties can be used as a guide to restoring historic structures. The Secretary of the Interior's Standards can be found online at: www.cr.nps.gov/hps/tps/standguide/index.htm.

Historic Preservation Map



SWOT



Participants at the SWOT voting exercise

The neighborhood conducted their SWOT exercise (Strengths, Weaknesses, Opportunities and Threats) on August 23, 2004. A comprehensive inventory of all the findings was developed soon after the exercise was completed. Following this, the task of the Steering Committee was to then determine, using the findings of the SWOT exercise as a base, the neighborhood's top priorities and concerns.

In order to do this, the Steering Committee looked to neighborhood residents, who held a vote at a public meeting to determine the major strengths, weaknesses, opportunities and threats. Each person at that meeting was given four stickers, one each for their top Strength, Weakness, Opportunity and Threat. Poster boards with all of the pictures from the SWOT exercise were available for review. People then voted on their selections by placing a sticker next to the pictures that they considered to best represent their SWOT priorities. At the end of the meeting, the pictures with the most votes were selected as the neighborhood's top assets, weaknesses, opportunities for improvement and threats. This exercise then provided the Steering Committee with a foundation to begin drafting materials for the neighborhood plan's goals and objectives.

The results of the SWOT voting exercise, along with a brief narrative for each item, are listed below:

STRENGTHS

Prospect Hill has many attractive features that make the neighborhood not only a wonderful place to live, but also a unique asset to the entire Bloomington community.



Quality housing can be found throughout Prospect Hill

Owner-Occupied Housing:

The neighborhood has many unique and affordable homes. This provides an opportunity for homeowners to live in a 'quintessential neighborhood' setting, yet be in close proximity to downtown Bloomington. Prospect Hill also features a very diverse, and active population.

Historic Properties:

The neighborhood is home to a wide array of beautiful and well maintained historic homes and buildings. Many of these properties are listed on both the U.S. Department of the Interior's National Register of Historic Places, as well as having local City of Bloomington historic designations.

Rose Hill Cemetery:

The Cemetery provides a valuable asset that offers not only green-space and an area for passive recreation, but also a glimpse into the historic fabric of both the neighborhood and the entire City.

Building Trades Park:

This Park is centrally located in the neighborhood and residents can easily access it by either walking or bicycling. It provides ample greenspace for both active and passive recreational uses. Other amenities include new playground equipment, a shelter facility, restrooms and basketball courts.

SWOT (cont.)

WEAKNESSES

Detracting from the positive qualities attributed to living in Prospect Hill are weaknesses. The action strategies of the plan strive to mitigate these factors.

Vandalism:

Vandalism appears on several buildings, bridges and street signs throughout the neighborhood. This is especially true east of Rogers Street, with the Owens Electric Building, Convention Center and the CSX Overpass as examples.



Former Owens Electric Building

Public Transportation:

Not enough public transportation route choices, or convenient route times, for neighborhood residents to utilize.

Vacant and Unkept Properties:

Detracting from the neighborhood are vacant units, homes that are in poor condition and need regular maintenance, and properties that need major rehabilitation.

Deteriorating Sidewalks and Walls:

There are several areas in Prospect Hill where sidewalks and historic limestone retaining walls are in very poor condition. This detracts from the attractiveness of surrounding properties and in some cases, may be a safety concern.



W. 2nd St.: poor sidewalks and traffic

OPPORTUNITIES

There are many opportunities within the Prospect Hill neighborhood that can be pursued to improve the quality of life for all residents.

Future Redevelopment of Vacant or Underutilized Properties:

Several major properties that are currently vacant, or could possibly become available at a future date, might be redeveloped to serve as neighborhood-serving businesses, or as arts uses. Some possibilities might include: the former BMV building on 4th St.; Rogers Group property on Patterson Dr.; and the Monroe County Sheriff Department's facility on 4th St.

McDoel Switchyard & Trail Corridor (CSX Trail) Project:

This future City multi-use trail project presents a major opportunity to the neighborhood. Not only will Prospect Hill have increased alternative transportation connections with other areas of Bloomington, but it will also encourage greater walking and bicycle use among neighborhood residents.



'Rails to Trails' corridor

SWOT (cont.)

THREATS

There are several negative trends that were identified during the SWOT exercise. These trends weaken the quality of life in the neighborhood. As a result, the plan strives to address these threats and find solutions to convert them into improvement opportunities instead.



Vacant land at the corner of 2nd St. and Rogers St.

Medical Uses:

These uses, especially those that feature drive-thru facilities, can conflict with the overall residential nature of the neighborhood.

Encroachment onto Historic Properties:

Several valuable historic properties are in danger due to either neglect or being surrounded by high density development.

Vacant Properties:

These properties can be an eyesore and detract from the overall inviting appearance of the neighborhood. The uncertain future of these properties also is a concern to many nearby homeowners.

High Intensity Land-Uses:

Several large, high density rental units threaten the single family, residential character and feel of the neighborhood.

Glossary and Useful Terms

Action Strategies: The way in which programs and activities are conducted to achieve an identified goal that includes the What, Who, By Whom, What Resources and Communication aspects in addressing the short-term achievable actions and implementation measures.

Alternative Transportation and Greenways System Plan: The Alternative Transportation and Greenways System Plan represents a commitment by the City to design, construct, and maintain a network of safe, convenient, and attractive bicycle and pedestrian facilities for commuting and recreational use throughout the City. More information is available at <http://bloomington.in.gov/planning> (under 'Transportation Planning').

Bloomington Restorations, Inc. (BRI): Bloomington Restorations, Inc. was incorporated in 1976 as a not-for-profit organization whose mission is to oversee historic preservation activities in Bloomington and Monroe County, Indiana. BRI's work began with saving key endangered buildings and has expanded to include two significant programs that provide funds to restore historic buildings, rehabilitate neighborhoods and provide affordable housing in core areas. For more information call 336-0909, e-mail bri@bloomington.in.us, or visit <http://www.BloomingtonRestorations.org/>.

Bloomington Transit (BT): The Bloomington Public Transportation Corporation (BPTC) is a municipal corporation that provides efficient and timely public transportation within the City of Bloomington limits. For more information call 336-7433, or visit <http://www.bloomingtontransit.com>.

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. The mission is to improve the economic health of its 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 Zone and urban Westside community. For more information call 349-3805, or visit <http://bloomington.in.gov/hand/buea.php>.

Bloomington Volunteer Network: Promotes and facilitates volunteer activities throughout the community. It functions as an umbrella agency, cooperating with other agencies, non-profit corporations, businesses, and Indiana University to mobilize the effective use of volunteers in resolving community problems. It supports, guides, and assists agencies in recruiting, utilizing, and managing volunteers. For more information call 349-3433, or visit <http://bloomington.in.gov/volunteer>.

Board of Zoning Appeals (BZA): The Board of Zoning Appeals consists of five members. The Board hears and makes the final decision on requests for variances from both the development and the use standards in the Zoning Ordinance. The Board also hears and makes final decisions on conditional use requests. In addition, the Board makes the final decision on appeals from administrative decisions, determining whether or not an appealed staff decision was or was not within the scope of the Zoning Ordinance. All meetings of the Board of Zoning Appeals take place in the City Council Chambers at City Hall and begin at 5:30 pm, unless otherwise announced.

Capital Improvement Plan (CIP): A plan that schedules the timing and implementing of major municipal projects or purchases. Usually covers large-scale infrastructure and equipment purchases. CIP's normally have a five year outlook.

Citizens' Academy: To encourage more civic involvement through a basic understanding of City services, the HAND Department developed the Citizens' Academy. The Academy is a nine-week program that provides thirty participants with an interactive learning experience about City services, programs and responsibilities. Through the sessions with various City Departments, the participants learn about the challenges to city government, budget limitations, day-to-day operations and mandates. For more information, or to apply for the program, visit Citizen's Academy (under 'Classes and Courses') at <http://bloomington.in.gov/hand/>, or call 349-3420.

City of Bloomington Utilities (CBU): The City of Bloomington Utilities is a municipally-owned water and wastewater utility under the guidance of the seven-member Utility Service Board, which is appointed by the Mayor and City Council. The utility is responsible for the production and distribution of drinking water and the collection and treatment of sanitary sewage. For more information call 349-3930, or visit <http://bloomington.in.gov/utilities>.

Community Activity Center (CAC): The CAC is designed to provide community-serving commercial opportunities in the context of a high density, mixed use development. The CAC must be designed to serve not only the pedestrian traffic from nearby neighborhoods, but also a community-wide group of users that may drive a personal vehicle to the CAC.

Glossary and Useful Terms (cont.)

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, or visit <http://bloomington.in.gov/hand/>.

Community and Family Resources Department (CFRD): The Community and Family Resources Department exists to identify the social service needs in the community and to help the community develop solutions to addressing these needs. The CFRD runs a number of social service programs, distributes a number of informative publications, and offers consultation and training services to the social service community. For more information call 349-3430, or visit <http://bloomington.in.gov/cfrd/>

Conservation District: A historic district that allows the City's Historic Preservation Commission to regulate only the design of new construction, demolition or the moving of a primary building.

Council of Neighborhood Associations (CONA): A non-profit organization dedicated to promoting interest in the neighborhoods of Monroe County, promoting mediation training and working with neighborhoods to promote productive citizen involvement within the community. For more information visit <http://www.conaonline.org>, or call 331-3979.

Goals: The general statements of purpose or the long-term end toward which programs or activities are ultimately directed.

Growth Policies Plan (GPP): The Growth Policies Plan is the long range planning document that serves as the City of Bloomington's comprehensive plan. The plan consists of the City's planning goals, land use recommendations, critical sub-areas, and the Master Thoroughfare Plan. The GPP is based on a 10 year timeframe. For the complete plan visit <http://bloomington.in.gov/planning/> (under 'Long-Range Planning'), or call the Planning Department at 349-3423.

Habitat for Humanity: Habitat for Humanity of Monroe County is a nonprofit, ecumenical Christian organization. Our mission is to build simple, decent homes with people in need, guided by the philosophy of, "no interest, no profit." We charge no interest on our mortgages and sell the houses for no profit. By doing this, we hope to eliminate poverty housing in Monroe County. For more information visit <http://www.bloomington.in.us/~habitat>, or call 331-4069.

Housing and Neighborhood Development (HAND): A City of Bloomington Department that is responsible for neighborhood compliance (through code enforcement and rental inspection), historic preservation (by promoting the restoration and preservation of historic areas and buildings), and housing specialists (who provide a wide array of programs to provide and rehabilitate affordable housing). Development activities are funded through CDBG and HOME funds for physical improvement projects, curb and sidewalk programs, and land acquisition. Neighborhood services provide technical assistance, funding resources and support services to neighborhoods. For more information call 349-3420, or visit <http://bloomington.in.gov/hand/>.

HPC: The City of Bloomington Historic Preservation Commission. For more information on the activities of the HPC, please call 349-3401, or visit <http://bloomington.in.gov/hand/btoncmsn.php>.

HUD: U.S. Department of Housing and Urban Development. For more information visit <http://www.hud.gov/>.

INDOT: Indiana Department of Transportation. For more information visit <http://www.in.gov/dot/>.

Infrastructure: Physical municipal assets including roads, bridges, sewer and water lines, street lights, and sidewalks.

Infill development: Building homes, businesses and public facilities on unused or underutilized land within existing urban areas.

Glossary and Useful Terms (cont.)

Local Historic Designation: A local historic designation is created by City ordinance and like the National Register, an eligible property can be listed either individually or as part of a larger district. Being Locally Designated grants the City of Bloomington Historic Preservation Commission (HPC) design review over exterior modifications to the property. A Certificate of Appropriateness is then required from the HPC before work is permitted to proceed. For more information about Local Historic Designation, please contact the HAND Department at 349-3401.

National Register of Historic Places: This listing honors a historic place by recognizing its importance to its local community, state or the entire nation. To be eligible for an individual listing to the National Register, a property must meet certain historic standards and criteria. Under federal law, owners of private property listed on the National Register are free to maintain, manage, or dispose of their property as they choose. Owners have no obligation to open their properties to the public, to restore them or even to maintain them, if they choose not to do so. A National Register listing does, however, qualify income-producing historic structures, such as commercial, industrial, or rental residential buildings, for a possible 20% investment tax credit for certified rehabilitation projects. For more information about the National Register, please visit <http://www.cr.nps.gov/nr/>.

Neighborhood Activity Center (NAC): The NAC is a mixed commercial node that serves as the central focus of each neighborhood. The NAC must be designed so that it serves the neighborhood adequately without attracting an influx of usage from surrounding areas.

Neighborhood Clean-up Grant Program: Neighborhood clean-ups are one-day events in which neighborhood residents can apply for assistance to conduct a neighborhood clean-up. HAND staff will work with residents to facilitate the removal of tires, trash, old furniture, hazardous materials, oil, car batteries, non-perishable food and usable clothing. What can be recycled back into the community is and what cannot is appropriately discarded. For more information call 349-3420, or visit <http://bloomington.in.gov/hand/> (under 'For Neighborhoods').

Neighborhood Improvement Grant: The program is intended to give residents an opportunity to have direct input and influence into the improvement of their neighborhoods. The funds provide for non-traditional capital projects with community-wide benefit. Improvement projects include physical improvement projects, public art, and design for a future capital improvement through a Neighborhood Improvement Grant. The minimum amount for this award is \$2,000, with a 10% match. Past projects include neighborhood signs, restoration of historic sidewalks, landscaping, and historical markers. For more information, or to fill-out an application, visit <http://bloomington.in.gov/hand/> (under 'For Neighborhoods'), or call 349-3505.

Neighborhood Planning Initiative: A program created to bring emphasis to 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.

Neighborhood Traffic Safety Program (NSTP): To maximize neighborhood involvement in improving local traffic conditions, the City of Bloomington Bicycle and Pedestrian Safety Commission (BPSC), with assistance from the Public Works, Engineering and Planning Departments, has developed the NSTP for Bloomington neighborhoods. For more information call 349-3417.

Neighborhood Watch Program: With assistance from the Bloomington Police Department, neighborhoods can establish a watch program in the area to watch for criminal activity. For more information call 349-3343.

Objectives: Provisions that have measurable elements to mark progress towards the corresponding goal.

Parks and Recreation Department (Parks): The Bloomington Parks and Recreation Department provides parks, open space, facilities, services and programs necessary for the positive development and well-being of the community. For more information call 349-3700, or visit <http://bloomington.in.gov/parks/>.

Planned Unit Development (PUD): An area under single ownership and control to be developed in conformance with a development plan; consisting of a map showing the development area, all improvements to the development area and a text which sets forth the uses and the development standards to be met.

Glossary and Useful Terms (cont.)

Planning Department: The Planning Department is responsible for administering the policies, programs and regulations that manage the growth and development of the City of Bloomington. Planners work on issues such as transportation, the environment, long range planning, zoning code compliance and the review of development proposals and permits. For more information call 349-3423, or visit <http://bloomington.in.gov/planning/>

Public Works: The Department of Public Works manages and directs the policies, programs and activities for seven departments and divisions. Public Works is also responsible for administrative duties associated with the numerous commissions and the Board of Public Works. The Board of Public Works monitors and grants final approval to commission resolutions and directives. For more information call 349-3410, or visit <http://bloomington.in.gov/publicworks/>.

Small and Simple Grant Fund: This grant provides neighborhoods with the opportunity to promote neighborhood community building activities that demonstrate a neighborhood benefit that require \$1,000 or less. Match is \$1 to \$1; 10% cash match is required. Applications are always available. Eligible projects could be to build or enhance a physical improvement, one-time events such as a special celebration, training sessions or educational campaigns. For more information, or to fill out an application, call 349-3420, or visit <http://bloomington.in.gov/hand/>

Steering Committee: The Steering Committee is selected from a list of volunteers. Members consist of a small and active cross section of eight to fifteen people having interests in the neighborhood. These representatives meet periodically to oversee the assembly of public input. They guide the efforts to prioritize community issues and forge relationships among its members that lead to a greater understanding of the resources within the community.

SWOT: An acronym for Strengths (assets that contribute positively to the quality of life), Weaknesses (conditions that detract from the quality of life), Opportunities (projects with the potential to transform weaknesses into strengths) and Threats (negative trends that threaten the future security of the neighborhood). SWOT analysis is an effective method of identifying all the current conditions of your neighborhood. The SWOT framework will then be used as the foundation for items that will be addressed in the Neighborhood Plan.

UDO: The Unified Development Ordinance of the City of Bloomington. Once approved, this document will then replace the existing City Zoning Ordinance, which was originally adopted in 1995.

Vision Statement: A statement that reflects the overall values and interests for a recognized group, organization, or delegation of individuals found within a community.