

# COME ON IN!

## Public Open House

**Ferdinand Comprehensive Plan**

**6:00PM to 7:30PM**

**Presentation starts at 6:10pm**



# PUBLIC INPUT SESSION

## TONIGHT'S INSTRUCTIONS

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Please sign in at the welcome table so we know you were here!

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Visit each board at your own pace and in any order that you choose.

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Read the exercise instructions at each board and give us your input and ideas.

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Take a survey postcard for the online survey for anyone that you know that wasn't able to make the meeting.



STAY CONNECTED.

Visit the project website for project updates.

[FlourishingFerdinand.com](http://FlourishingFerdinand.com)

## THANK YOU FOR ATTENDING!



# What is Flourishing Ferdinand?

## THE PLANNING PROCESS

THE PLANNING PROCESS FOR THE FLOURISHING FERDINAND COMPREHENSIVE PLAN INCLUDES THREE PHASES.

### PHASE ONE

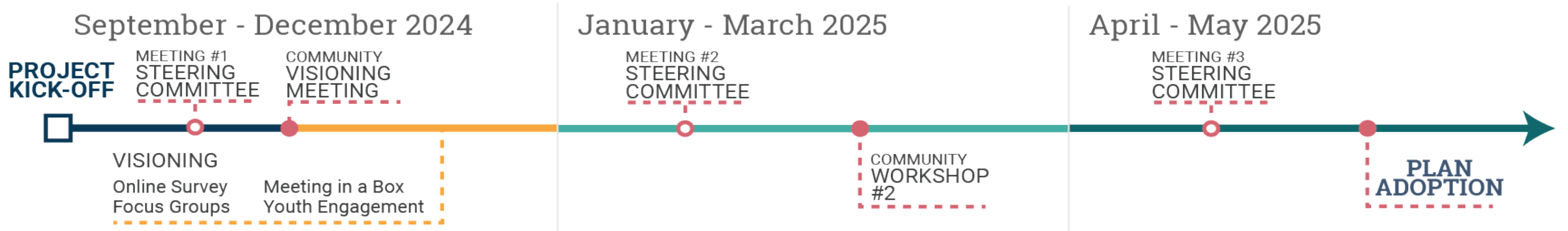
The first part of this planning process, or phase one, is focused how Ferdinand is today. This phase has been completed and included an existing conditions analysis, market analysis, and various public engagement opportunities to gather ideas for the future.

### PHASE TWO

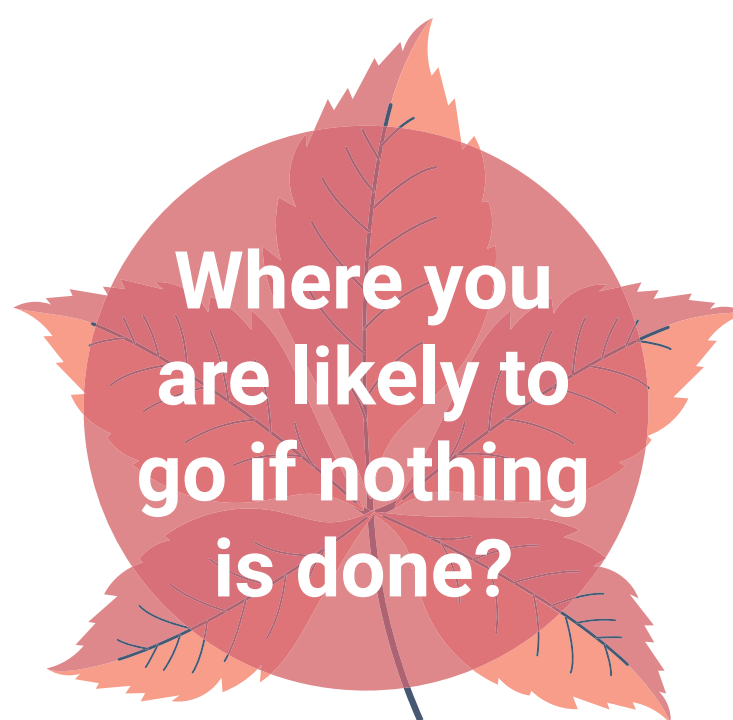
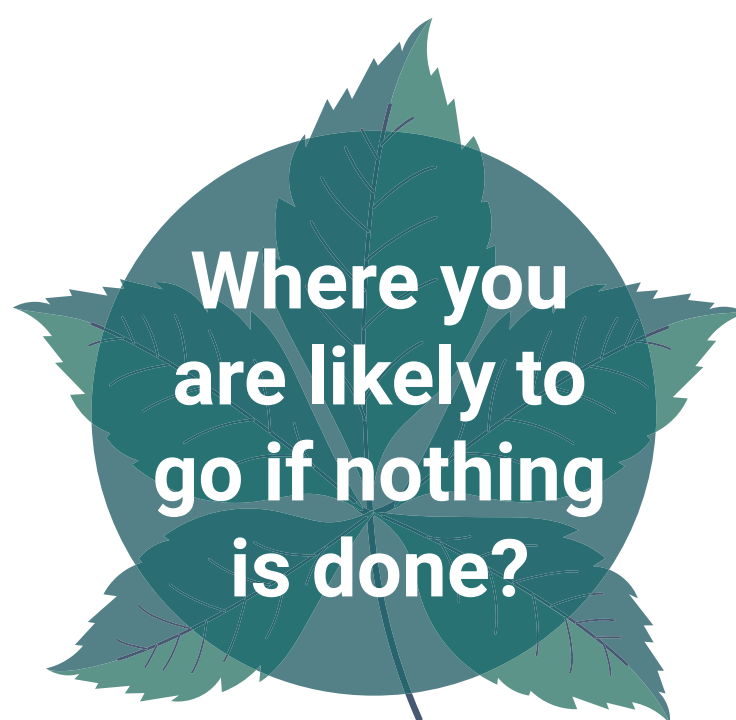
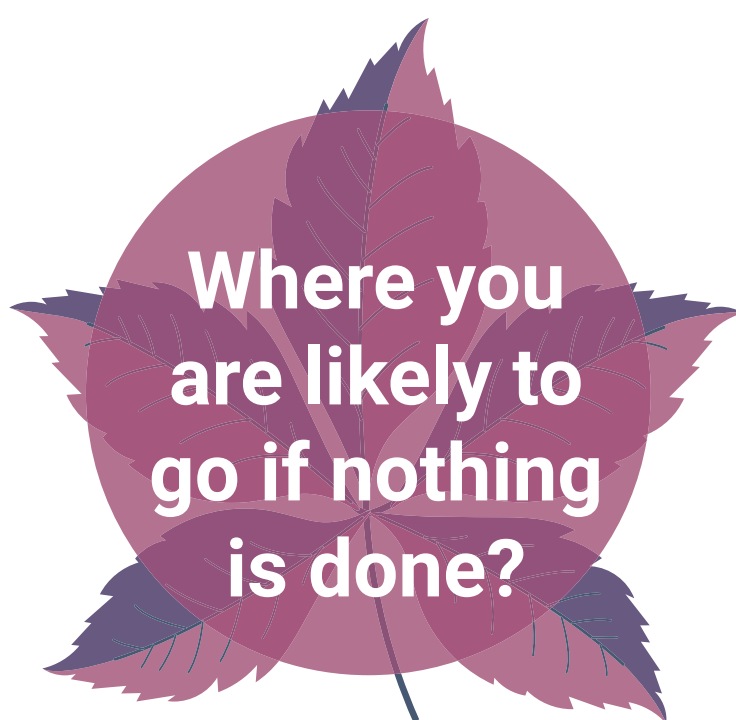
In this second part of the planning process, plan themes, goals and strategies have been drafted based on community input and existing conditions to determine how we can flourish Ferdinand for TOMORROW. These have been revised based on Steering Committee and Town staff feedback, and will continue to be revised until final adoption of the plan.

### PHASE THREE

The final part of this planning process will begin after the conclusion of this public meeting and kick-off the development of an implementation action plan and the compilation of the *Flourishing Ferdinand Comprehensive Plan*. This plan is expected to be complete in late spring 2025.



TOGETHER THESE DISTINCT PHASES WORK TOGETHER TO ANSWER THOSE FOUR KEY QUESTIONS:



## LET'S TALK ABOUT THE PROJECT.



# What is Flourishing Ferdinand?

## EMERGING BIG IDEAS FROM PUBLIC INPUT

Population & Talent Attraction	Regional Connections
Affordable & Diverse Housing	Shopping, Dining & Grocery
Neighborhood Investment	Vacant/Underutilized Property
Higher Education & Training	Activities for Teens & Families
Interstate Access	Childcare Options
Walkability & Bike-ability	Embrace Change



### ENGAGEMENT AND FEEDBACK

Ideas from the community that shaped the overall vision and direction of the comprehensive plan.

### THEMES

Five themes were created that are broad statements intended to express and reinforce major areas of focus for the plan.

### GOALS

Organized by theme, fifteen key topics were identified during steering committee meetings and public engagement. Each of these topics have one overarching goal statement.

### STRATEGIES

Specific policy or initiatives that are needed to be completed to achieve each specific goal.



# THEMES AND GOALS

**Instructions:** Place a dot if you believe the goal statement reinforces and supports the long-term community plans.

Land Use and Growth	<b>Balance sustainable growth that contributes to Ferdinand's sense of place and enables quality of life, amenities, and services.</b>	
	<b>GOAL 1.1: UNIQUE DEVELOPMENT</b> Ensure future development and redevelopment contributes to an aesthetic, character and quality that is uniquely Ferdinand.	
	<b>GOAL 1.2: TARGETED GROWTH</b> Promote development and redevelopment in targeted areas.	
	<b>GOAL 1.3: REGIONAL GROWTH</b> Continue to work with Dubois County to plan for future growth and development.	
Mobility and Public Services	<b>Maintain adequate public facilities and services to meet the health, safety, economical, and leisure needs of Ferdinand.</b>	
	<b>GOAL 2.1: ACTIVE TRANSPORTATION</b> Foster a culture of active transportation.	
	<b>GOAL 2.2: PUBLIC SAFETY SERVICES</b> Maintain high quality, coordinated public safety services.	
	<b>GOAL 2.3: UTILITY SERVICES</b> Maintain and improve high quality public utility services.	
Housing	<b>Promote the development and redevelopment of housing for a range of densities, types and income groups.</b>	
	<b>GOAL 3.1: HOUSING OPTIONS</b> Expand housing options for all life stages.	
	<b>GOAL 3.2: ATTAINABLE HOUSING</b> Ensure housing affordability and attainability for all income levels.	
Economic Growth	<b>Develop strategic initiatives and coordinated efforts that support job creation and economic growth.</b>	
	<b>GOAL 4.1: TOWN FISCAL HEALTH</b> Sustain the fiscal health of the town.	
	<b>GOAL 4.2: THRIVING DOWNTOWN</b> Establish the downtown as a thriving center for business and economic prosperity.	
	<b>GOAL 4.3: SUPPORT MONASTERY PLANS</b> Support the implementation of the Monastery Strategic Plan.	
	<b>GOAL 4.4: COMMUNITY RESOURCES AND SOCIAL SERVICES</b> Expand and improve access to community resources and social services.	
Community Identity and Character	<b>Provide Ferdinand residents of all ages and abilities adequate recreation and open space and programming by preserving, maintaining, and enhancing a quality system of parks, open space, and recreational facilities that satisfy the needs of current and future needs.</b>	
	<b>GOAL 5.1: FOSTER COMMUNITY</b> Foster a diverse, inclusive, and equitable community.	
	<b>GOAL 5.2: IMPROVED FACILITIES AND PROGRAMS</b> Highlight, maintain, and enhance existing parks, recreation, and cultural facilities and programs.	
	<b>GOAL 5.3: CREATIVE PLACEMAKING</b> Encourage creative placemaking for a more engaging community and visitor experience.	



# LAND USE CATEGORIES

## Review the Future Land Use Map and following typology descriptions.

Seven categories provide guidance for new development and redevelopment, describing the typical combination of land uses and design characteristics that are desirable to create distinct areas of the town. Land use decisions on individual properties should consider not only the Future Land Use Map, but also other location criteria, the context of the surrounding area, and other individual site considerations that cannot be evaluated as part of the high-level policy guidance of the Comprehensive Plan.

INDUSTRIAL	<b>Industrial</b> The industrial typology includes a variety of showroom, flex space, and manufacturing space, or varying square footages. While industrial uses may include some degree of office space, the primary focus is on the assembly, storage, or distribution of goods or products. Floor area ratio range from 0.25 to 0.5 and structures in the industrial typology may range from 1 to 3 stories in height. Proximity to regional road corridors is a critical factor in locating these areas.
INSTITUTIONAL	<b>Institutional</b> This land use typology category includes a variety of properties around Ferdinand containing religious institutions and facilities, schools, libraries, government services, and spaces for infrastructure and utilities.
RECREATIONAL	<b>Recreational</b> This land use category is intended to provide areas for public and private parks, recreation, and natural areas, including county parks, state parks, and nature preserves. This category also includes public and private campgrounds but does not include housing (such as manufactured home parks).
MIXED-USE	<b>Mixed-Use</b> Mixed Use may include a mixture of office, retail, or residential land uses, situated at key nodes along key corridors in Ferdinand. Typical building sizes in this category range from 20,000 to 100,000 square feet and floor area ratio ranges from 0.25 to 1.00. Buildings may range from 1 to 4 stories in height and residential components may range from 12 to 40 units per acre. This typology is located along minor or major arterial roadways and serves a 3 to 6 miles trade radius. A central point to this type of development is a central gathering space or pedestrian focused outdoor space.
COMMUNITY BUSINESS	<b>Community Business</b> These areas include commercial uses with a combined or total gross leasable area of 125,000 to 400,000 square feet that provide goods and services for a 3 to 6 miles trade area radius. Community Business centers often have two or more anchor tenants which could include a discount store or supermarket and are developed on 10 to 40 acres of land. The uses typically are located along minor or major arterial roadways and would serve a large portion of the Ferdinand community.
LOW DENSITY RESIDENTIAL	<b>Low Density Residential</b> This typology captures the traditional forms of single-family housing found in Ferdinand and most other suburban communities. The typical lot size ranges from 8,000 square feet to 0.5 acres and the average density ranges from 2 to 4 units per acre. This land use includes predominantly single-family detached homes with limited clusters of attached housing types such as duplexes or townhomes.
MEDIUM DENSITY RESIDENTIAL	<b>Medium Density Residential</b> This typology captures a variety of attached side by side townhomes and row home products, with densities ranging from 4 to 12 units per acre. Small higher density residential development forms including patio homes, apartments, manufactured home parks, and various forms of senior housing also fit within this category.



### Instructions:

Share your thoughts using the post-it notes provided.

# SHARE YOUR THOUGHTS!





### Instructions:

Using the dots provided tell us if you **agree** or **disagree** with the inclusion of each strategy organized by goal.



**AGREE**



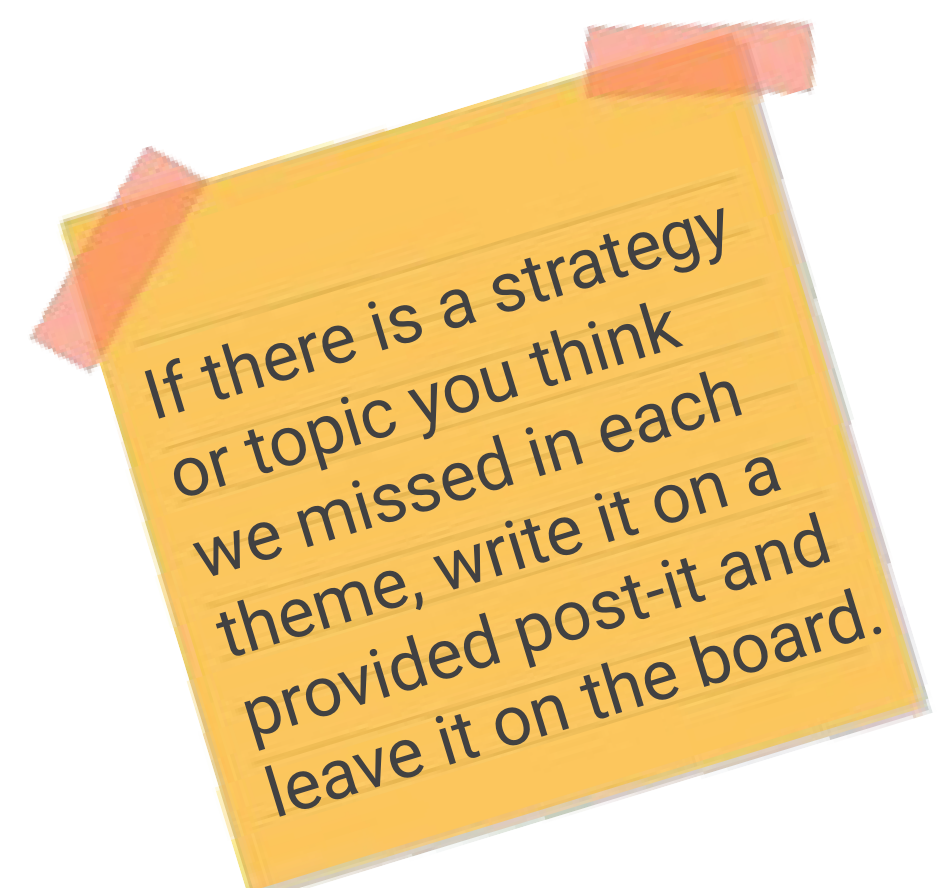
**DISAGREE**

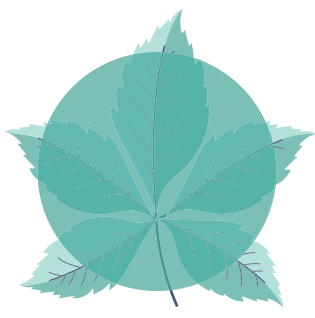
Then, place a **BLUE** dot next to the strategies you think should be a priority.



**PRIORITY**

**THINK WE MISSED SOMETHING?**





# THEME #1 LAND USE AND GROWTH



**Instructions:**  
Tell us what you think using the colored dot stickers!

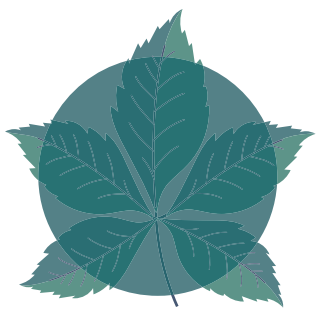
AGREE / DISAGREE

PRIORITY

		AGREE /  DISAGREE	PRIORITY
GOAL 1.1: UNIQUE DEVELOPMENT	Favor walkable neighborhood design over suburban or sprawled design.		
	Update the Ferdinand Zoning Code to include a hybrid of land use-based and form-based approaches to standards.  <i>*Form-based focuses on the on the physical characteristics and appearance of buildings and how they relate to each other and the street, rather than the specific land use allowed on a site</i>		
	Update design guidelines for development. <i>(ie. light poles, furniture, architectural style)</i>		
GOAL 1.2: TARGETED GROWTH	Ensure new developments include adequate green and open spaces.		
	Favor infill development (empty lots) and phased development plans over physical expansion of areas outside of town.		
	Encourage adaptive reuse in buildings of special architectural or historical value.		
	Use tools such as a TIF District to encourage residential growth.		
GOAL 1.3: REGIONAL GROWTH	Consider creating a joint plan for land use and development of Ferdinand Township.		
	Identify growth areas to ensure growth aligns with public goals.		

Share your thoughts using the post-it notes provided.





## THEME #2

# MOBILITY AND PUBLIC SERVICES

**Instructions:**

Tell us what you think using the colored dot stickers!

**AGREE / DISAGREE****PRIORITY****GOAL 2.1: ACTIVE TRANSPORTATION**

Adopt a new Transportation Asset Management Plan.  
*(ie. road and street projects, sidewalks)*

Expand the internal trails and sidewalks system by linking to neighborhoods and commercial areas along key corridors.

Connect Ferdinand to the regional trail system by implementing connections identified in the Dubois County Bike and Pedestrian Master Plan.

Enable safe walking and biking to in-town schools through infrastructure improvements and programming in partnership with Southeast Dubois County School Corporation.

Explore opportunities for shared parking agreements to boost available parking supply when needed.

Determine need and plan for long-term parking solutions.

**GOAL 2.2: PUBLIC SAFETY SERVICES**

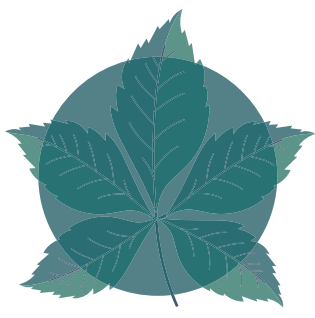
Review public facility needs and plan for repair, replacement, or expansion.  
*(ie. emergency services, fire/police protection)*

Continue to provide appropriate education and training for public safety staff.

Coordinate public safety needs with land use decisions.

Develop community education programming around key public safety topics and implement prevention programs.



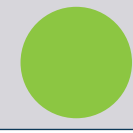


## THEME #2

# MOBILITY AND PUBLIC SERVICES

**Instructions:**

Tell us what you think using the colored dot stickers!

**AGREE / DISAGREE****PRIORITY****GOAL 2.3: UTILITY SERVICES**

Maximize usage of existing utilities by promoting infill and redevelopment opportunities.

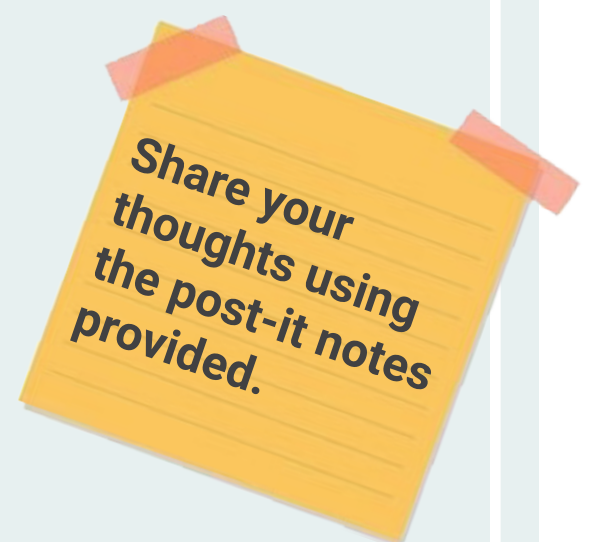
Integrate utility upgrade and extension decisions with growth areas, future land use, and development decisions.

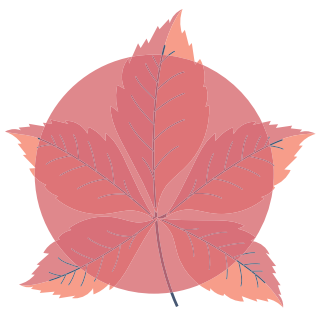
Implement the required replacement or cleaning and upgrading of the two water towers to meet OSHA standards.

Determine the fiscal capabilities of enlarging the wastewater plan storage basin.

Continually update the existing utility asset management plans to ensure townwide coverage.

## DID WE MISS ANYTHING?





# THEME #3 HOUSING

**Instructions:**

Tell us what you think using the colored dot stickers!

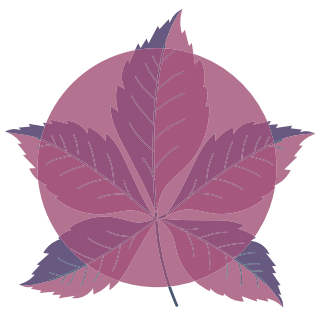
**AGREE** / **DISAGREE**

**PRIORITY**

		<b>AGREE</b> / <b>DISAGREE</b>	<b>PRIORITY</b>
<b>GOAL 3.1: HOUSING OPTIONS</b>	Update zoning regulations to increase density and promote a diversity of residential housing types and living arrangements.		
	Leverage land and other tangible assets to address housing supply gaps by boosting inventory.		
	Support developments and programs addressing supportive and transitional housing.		
<b>GOAL 3.2: ATTAINABLE HOUSING</b>	Explore ways to incentivize the creation and maintenance of housing types and arrangements that fulfill community needs.		
	Partner with nonprofit organization(s) to provide education, counseling, and financial assistance to homebuyers or renters.		

## DID WE MISS ANYTHING?





# THEME #4 ECONOMIC GROWTH



**Instructions:**  
Tell us what you think using the colored dot stickers!

**AGREE** / **DISAGREE**

**PRIORITY**

**GOAL 4.1: TOWN FISCAL HEALTH**

Foster a culture of service excellence by supporting existing businesses, attracting new businesses and assisting new business startups.

Develop strategic initiatives and coordinated efforts that support job creation and economic growth.

Designate a Small Business Advocate to provide technical assistance to better ensure business survival.

Consider the tax benefits and other residual economic benefits when reviewing development proposals.

Develop goal-oriented funding model when providing financial resources to area non-profits.

Capitalize on the proximity of the I-64 interchange with regional commercial development.

**GOAL 4.2: THRIVING DOWNTOWN**

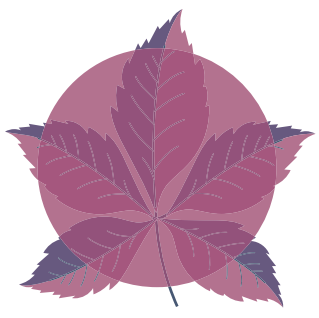
Focus efforts on revitalizing the downtown into a vibrant center of the community, with physical and programmatic elements necessary to attract visitors and residents.

Create a vibrant downtown that supports existing businesses while supporting new business development.

Strategically capture opportunities to develop new attainable creative office and start-up spaces downtown, such as publicly owned properties.

Cultivate a variety of opportunities for local and emerging operators to participate in the downtown retail market, including street markets, pop-up experiences, and small-footprint stores.





# THEME #4 ECONOMIC GROWTH



**Instructions:**  
Tell us what you think using the colored dot stickers!

**AGREE / DISAGREE**

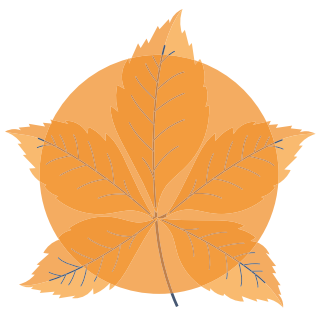
**PRIORITY**

GOAL 4.3: SUPPORT MONASTERY PLANS			
GOAL 4.4: COMMUNITY RESOURCES AND SOCIAL SERVICES	Work with the Sisters of Saint Benedict to identify programmatic and facility needs for the Monastery of the Immaculate Conception.		
	Collaborate with the Sisters of Saint Benedict to establish and allow the development of public programs and facilities on Monastery property.		
	Support adequate year-round childcare services.		
	Support adequate elder care and in-home services for aging-in-place.		
	Expand the local presence of regional and countywide non-profits for funding and programmatic resources.		
	Build local capacity for growth and support with additional administrative resources.		

## DID WE MISS ANYTHING?

Share your thoughts using the post-it notes provided.



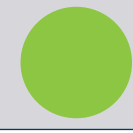


## THEME #5

# COMMUNITY IDENTITY AND CHARACTER

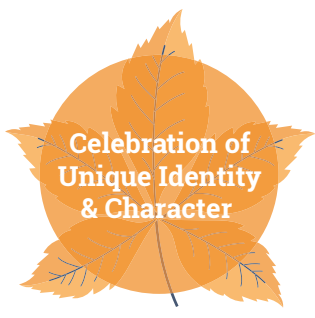
**Instructions:**

Tell us what you think using the colored dot stickers!

**AGREE / DISAGREE****PRIORITY**

		AGREE / DISAGREE	<b>PRIORITY</b>
<b>GOAL 5.1: FOSTER COMMUNITY</b>	Provide information about community issues, programs, services, and activities in a way that is accessible to limited English proficiency residents.		
	Host events and programs that recognize and celebrate the community's social and cultural diversity.		
	Support and create year-round events and activities that drive economic impact.		
<b>GOAL 5.2: IMPROVED FACILITIES AND PROGRAMS</b>	Work with the Ferdinand Park Board to implement the Parks and Recreation Master Plan.		
	Develop a central community center space in the downtown that offers programming, recreation, access to social services, and rentable community space like an amphitheater.		
	Support partnerships to create new education, recreation, and cultural opportunities for the community.		
	Explore the financing and feasibility of improvements to our park facilities that could include a splash pad or exercise equipment.		
	Explore the financing and feasibility of constructing a community and regional sports complex.		





## THEME #5

# CELEBRATION OF UNIQUE IDENTITY AND CHARACTER



### Instructions:

Tell us what you think using the colored dot stickers!

AGREE / DISAGREE

PRIORITY

### GOAL 5.3: CREATIVE PLACEMAKING

Improve signage and landscaping at major entry points into Ferdinand to refresh the gateway experience.

Improve signage and wayfinding throughout town.

Create incentives for private developments to include public art, including murals.

Identify spaces on public property which could showcase the artwork of local artists.

Inventory and recognize historic and contributing structures throughout the town.

Continue to partner with organizations like Ferdinand Tourism, Framing Ferdinand, and local merchants to continually support the planning and hosting of Christkindlmarkt, Heimatfest, Walktoberfest, Folk Festival and other local events and festivals.

Continue to organize and implement a robust program of events and activities that promotes, celebrates, and protects the town's local character to enhance the quality of life and enrich community culture.

## DID WE MISS ANYTHING?

