

*Envision
Ellettsville as...*

CHAPTER 2

OUR VISION

A COMPLETE COMMUNITY

For most thriving communities, projected growth is not an issue; primary concerns include the community's ability to influence the nature of growth, maintain their character, and establish/solidify a distinct identity. Through public engagement, the project team confirmed that this is the case for Ellettsville too. Overcoming hesitations related to change of any sort starts with establishing a clear, community-driven vision and setting perimeters for how the community wants to be portrayed through its identity.

Establishing an Identity

Community identity refers to a set of characteristics that allows a community to be uniquely recognizable. Identities are often anchored by the built environment, social connections, and history of place. In some instances, a community may have an identity tied to their history or a natural feature. For example, the City of Charleston, South Carolina capitalizes on the historical and architectural significance of their community to create an identity that is testament to history. In other instances, communities have established their own identity by creating a destination. The City of San Antonio, Texas is a great example of a community that has created the Riverwalk to spur economic development and revitalize the surrounding area. Today, this destination is a significant element of the City's identity.

By looking at the evolution of Ellettsville over the last decade, it can be seen that the Town is transitioning from what it once was to something new that should still be informed by its past. The Vision Plan defines what that "new" Ellettsville could be in light of what it was in the past and is today. Ellettsville has two options: continue along the same path forward or chart a new path forward that creates a strong identity and strategically embraces growth.

WHAT DID THE COMMUNITY SAY?

There are a few specific data points that suggests the community is inclined to embrace the opportunity for growth. The community survey asked respondents to identify 3 words that related to the future of Ellettsville. Words related to growing or expanding appeared 135 times out of the 339 responses. Words related to opportunity and progress appeared an additional 49 times. Furthermore 57% of survey participants responded that Ellettsville should embrace growth.

Naturally the next key question becomes, “what type of growth?” A survey question regarding community challenges reveals that residents feel there are certain development types and amenities missing. Lack of entertainment destinations, diversity in businesses, and cohesive vision were the top 3 challenges identified. Furthermore, the online survey asked respondents to identify the top 5 most valuable topics in a list of 18 choices. The most valuable elements were identified as:

- safe neighborhoods,
- thriving businesses,
- vibrant downtown,
- welcoming change and desirable growth, and
- walkable, bikeable community.

Applying the community input gathered from the visioning workshop, community survey, and digital engagement tools, the Envision Ellettsville steering committee crafted an identity statement that articulates how the community may be perceived today and how they want to be perceived moving forward.

Identity Statement

Envision Ellettsville as a complete community.

A town in transition – residents, business owners, and local leaders are ready to embrace growth! Today, Ellettsville is a family-oriented, residential community that strives to have its own distinct identity. Opportunity is knocking on our door, and now is the time to be proactive in cultivating a future that is inspired by our current residents and inviting to newcomers.

In the future, Ellettsville will be a **complete community that is diverse in its offerings** and ensures everyday services, facilities, and amenities are readily available. Ellettsville will be **a place where businesses and residents thrive.**

A complete community is one that:

- Provides Safe Neighborhoods
- Supports a Vibrant Downtown
- Maintains a Connected System of Parks and Recreation
- Generates a Thriving Business Environment
- Drives Strategic Growth

Our Next Steps Forward

Community identity is not just one thing, it is countless little things working together to tell the story of the community. It is built over time and capitalizes on the imagery, feelings, and sense of community felt when a place is mentioned. There are 4 vital steps to establishing a community identity. Through the *Envision Ellettsville Vision Plan* process, the community was able to check-off the first two steps and provide guidance for the remaining steps.

1. Perceptions of Ellettsville – Understanding how local people and visitors view the community today.

A critical piece of this planning process included facilitating a robust community engagement plan that provided several opportunities for the community to share their questions, concerns, and big ideas for the future of Ellettsville. Sprinkled throughout the plan, the feedback gathered from the public informed the creation of the vision, goals, and recommendations within the Vision Plan.

2. Aspirations of Ellettsville- Identifying the hopes and dreams for the future.

Serving as the primary purpose of the planning process, Ellettsville has crafted a vision for the future. The vision builds on the idea of Ellettsville becoming a complete community by describing how our neighborhoods, transportation systems, activity nodes, infrastructure, and approach for growth can work together to create a place where residents and businesses thrive.

3. Branding – Building recognition through consistency.

Branding is a set of tools used to better communicate community identity and goals. A logo, color scheme, and/or tagline is a nice starting point but developing a brand or identity is much more than that. A brand can be used town wide on banners, wayfinding signs, and gateways. It can also be used on digital platforms such as web pages and social media accounts. This Vision Plan outlines the next steps for creating a brand for Ellettsville in Chapter 4.

4. Physical Design of a Community – Utilizing the built environment to create a sense of place and enhance community identity.

It is obvious when a community has a strong identity because they know who they are and the story they are telling is consistent and recognizable. Community identity can be strengthened through the character of development, the opportunities for gathering and celebrating, and types of amenities offered. With a strong identity and vision statement in place, the *Envision Ellettsville Vision Plan* provides recommendations for how to use the built environment to strengthen the Town's identity in Chapter 4.

Our Vision for the Future

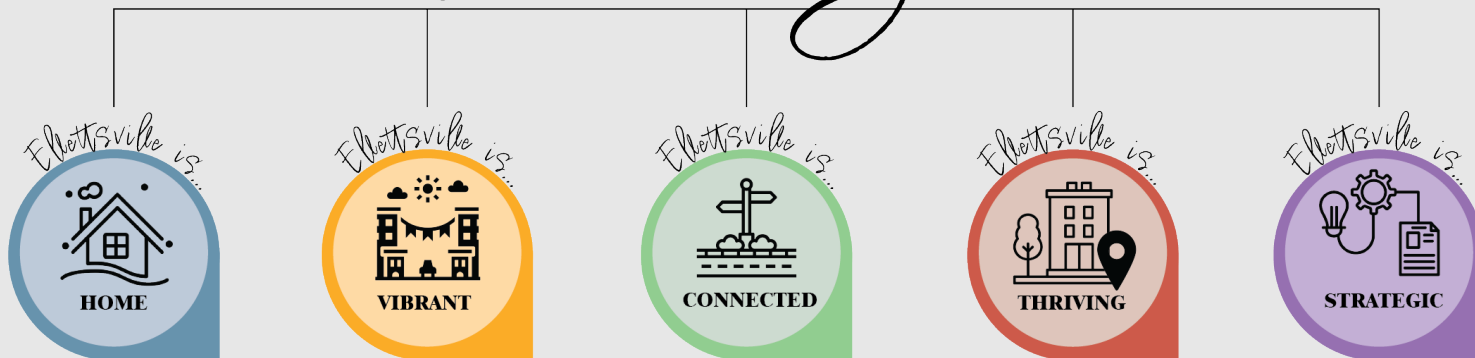
Spurred by resident voices and building off previous planning efforts, the primary purpose of the *Envision Ellettsville Vision Plan* is to identify a clear, community-driven vision for the future. Similar to asking a child what they want to be when they grow up, it's not always easy to get all parties to know (and agree on) what a place should be as it grows.

Most of the time, it's easier to start by identifying characteristics. For example, a 10-year-old child may not know what career path they will take or where they will live but they may say, "I want a job that makes me happy" or "I want a house that feels cozy."

The Envision Ellettsville collection of vision statements takes a similar approach by identifying adjectives that spark positive emotion followed by a short statement that helps paint a picture of Ellettsville in the future. A vision statement is not about what Ellettsville is today but what it wants to do or become in the future.

Flash forward 10 years, Ellettsville is a complete community that is diverse in its offerings and ensures everyday services, facilities, and amenities are readily available. The hope is that when a resident is asked, "what is Ellettsville like?" The residents may feel empowered to say Ellettsville is home, Ellettsville is vibrant, Ellettsville is connected, Ellettsville is thriving, Ellettsville is strategic – that is the vision for the future.

Our Community Vision



Envision this...

Ellettsville is home.

Our neighborhoods are developed in a manner that supports a range of lifestyles with associated amenities, prioritizes safety, and provides convenient access to high-quality public facilities and services.

Ellettsville is vibrant.

Our downtown is well-defined with a strong sense of place evoked through architecture, connectivity, and opportunities to gather and celebrate.

Ellettsville is connected.

Our activity nodes are connected by systems of trails that reach effortlessly into local neighborhoods and link regional destinations. Our corridors balance pedestrian safety with vehicular mobility.

Ellettsville is thriving.

Our economy is propelled by a blend of locally-owned businesses and advanced and emerging industries. Our businesses are supported through a network of partnerships working together to ensure they receive the resources and services needed to thrive.

Ellettsville is strategic.

Our infrastructure is designed to support future growth and redevelopment, and mitigate environmental impacts. Our local decision-makers have the regulatory tools in place to realize our vision.



Organization Themes and Goals Overview

Building off the vision, each of the bold statements are carried forward throughout the document as an organizational theme. These five themes reflect the interests of Ellettsville citizens and showcase critical components to achieving the ultimate vision. They were common topics that were identified by the Ellettsville community as top priorities long before this planning process. These priorities originated in the 2019 Town Hall work session and then were vetted during the 2021 visioning process.

Each theme is deep-rooted with challenges to overcome, opportunities to seize, and big ideas to explore. The following section highlights how the community can be working to address each theme.

THEME 1

In the future, Ellettsville will provide safe neighborhoods that contribute to Ellettsville's character and enhance quality of life for our residents.

Ellettsville is home means:

- We are providing varied housing options that range in occupancy types, price point, and lot size.
- We have the amenities to support day-to-day living.
- We are welcoming and inclusive to people in all stages of life.
- We have a strong sense of community through shared interests and values.



THEME 2

In the future, Ellettsville will invest in catalytic projects to enhance walkability, promote community gathering, and prioritize infill and redevelopment in the downtown district.

Ellettsville is vibrant means:

- We have a downtown that is an exciting and welcoming "third place" for people to experience when they are not at home or work.
- We have a downtown that has attractive streetscapes and building facades.
- We have a downtown that has a highly programmed community space.
- We have a downtown that celebrates our character and history through the built environment, events, and art.
- We have a downtown that has the systems and infrastructure in place to support businesses owners.

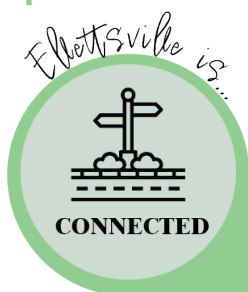


THEME 3

In the future, Ellettsville will provide a safe and convenient multi-modal transportation network that enhances local and regional connectivity between residential areas, parks and recreation, community destinations, and employers.

Ellettsville is connected means:

- We are prioritizing alternative modes of transportation including walking, biking, and public transit.
- We are partnering with regional agencies to provide regional transit options.
- We have a series of parks and recreational opportunities that are linked through a comprehensive trail network.
- We are working with the county and INDOT to ensure our roadways are adequately serving our population.

**THEME 4**

In the future, Ellettsville will create a growing and diverse business sector that provides residents with a range of services and employment opportunities.

Ellettsville is thriving means:

- We are leveraging incentives to attract and retain businesses
- We have the infrastructure, policies, and programs to support businesses.
- We are providing high-quality education, training programs, and childcare services for our workers.
- We have the anchor institutions that provide exceptional job opportunities and contribute to our community.

**THEME 5**

In the future, Ellettsville will promote well-planned growth and development by ensuring an efficient delivery of services, regulatory processes and administration, and regional collaboration.

Ellettsville is strategic means:

- We have identified and prioritized specific areas of opportunity for future growth.
- We have maintained an adequate level of service for transportation and utility services as the population and service area continues to grow.
- We have updated our comprehensive plan and regulatory documents to align with the vision and goals of this plan.
- We are implementing the projects and programs identified within this Vision Plan.



ELLETTSVILLE COULD BE...

MORE DIVERSE
IN TERMS OF
PEOPLE AND
BUSINESSES

AN EASIER AND
SAFER PLACE FOR
BICYCLES AND
PEDESTRIANS

EXPANDED BY
ANNEXATION
WITH ADDITIONAL
UTILITY
IMPROVEMENTS

BUSTLING
WITH **SMALL**
SHOPS AND
RESTAURANT'S

A ROBUST
COMMUNITY WITH
MULTIPLE HOUSING
OPTIONS, STRONG
INFRASTRUCTURE,
AND FOCUSED ON
THE FUTURE.

A **COMMERCIAL**
HUB PROVIDING
GOOD JOBS AND
OPPORTUNITIES

A BETTER PLACE
FOR **SOCIAL** AND
LEISURE ACTIVITIES,
COMMUNITY
INVOLVEMENT,
HISTORICAL FEEL

CHAPTER CONCLUSION

Before diving into goals and objectives, the Greater Ellettsville community had to come to agreement of how they want the community to be perceived and what they want to do or become in the future. The community identity statement and the vision statement starts to paint the big picture of what Greater Ellettsville could be in the future.

Using those statements, the themes were established and then are carried forward into Chapter 3. The themes guide the overall organization by creating a place for the goals, supporting policies and objectives, and strategy recommendations to live.

The following chapter will include a more detailed introduction of the theme, a graphic display of relevant opportunities and challenges, and an outline the overarching goal and supporting objectives.

