

Comparative Review of Regional and Local Plans
City of Whiting, Indiana
November 2005

Prepared by



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November 1, 2005

Mayor Joseph Stahura
City of Whiting, Indiana
1443 119th Street
Whiting, IN 46394

Dear Mayor:

It has been an interesting exercise comparing the plans the City of Whiting has commissioned since the turn of the millennium. We hope that this review is a useful guide to you as the City moves forward with redevelopment. Thank you for this opportunity.

As always,

Jesse A. Elam
Principal

Howard M. Fink
Principal

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Introduction

Several significant planning initiatives have been underway in recent years in Whiting and the broader northwest Indiana region. These plans include:

- Whiting Plan Commission *Comprehensive Master Plan*
- University of Illinois at Chicago *Commercial Redevelopment Plan*
- *The Marquette Plan*
- Whiting Redevelopment Commission *Redevelopment Plan for the Revitalization Area*
- SEH *Economic Development Land Use Plan Phase I*
- Whiting Department of Parks and Recreation *Parks Master Plan*

To clarify the relationship between them and indicate to stakeholders how they are or are not consistent with one another, this report reviews the plans and compares their recommendations, scale, and implementation specifics. The aim is to show how the plans make or do not make compatible recommendations and nest within one another at different scales and levels of detail.

The plans are fairly consistent with one another, both at the parcel level and in their general recommendations. On a few sites, the plans make incompatible recommendations; in these cases, this review suggests ways of resolving the inconsistencies.

Plan Summaries

This section summarizes local plans recently commissioned by the City of Whiting or which, in the case of the Marquette Plan, the City participated in as a stakeholder. The plans are presented in order of recentness. The header indicates the abbreviations used to refer to the plans in the remainder of this report. Consistency between recommendations is evaluated in the following sections.

Commercial Redevelopment Plan (“UIC Plan”)

Year:	Aug 2005	Consultant:	City Design Center, University of Illinois–Chicago
Timeline:	Medium-term	Geography:	Generally east of Schrage Ave., north of Indianapolis Blvd.
		Detail level:	Land use plan, general recommendations, specific urban design proposals, organizational recommendations. Some costing.

Summary:

This plan was prepared by three graduate urban planning students as a joint master’s project. It is meant to provide a redevelopment framework for available sites on the east side of Whiting. In addition, it makes an assessment of the 119th Street business district and provides recommendations for strengthening its performance. The plan attempts to set forth a balanced allocation of land uses and is supported by a community visioning session.

The Marquette Plan

Year:	Jan 2005	Consultants:	JJR, LLC, Chicago, IL; SEH, Inc., Munster, IN; Huff & Huff, LaGrange, IL; Trust for Public Land, Chicago, IL; JF New, Walkerton, IN
Timeline:	Long-term	Geography:	Lake Michigan shoreline from Illinois-Indiana state line to Portage, IN
		Detail level:	General land use plan with specific redevelopment projects identified. No costing.

Summary:

This plan was prepared at the behest of U.S. Representative Pete Visclosky in collaboration with the mayors of the Lake Michigan shoreline cities and the Indiana Department of Natural Resources. It concentrates on reclaiming industrial land on the shoreline for light commercial and recreational use. In Whiting, the Marquette Plan calls for several major projects to relocate industrial infrastructure to allow recreational use of the shoreline east of Front Street. It is supported by several community visioning sessions.

Whiting Redevelopment Commission Redevelopment Plan for the Revitalization Area (“WRC Plan”)

Year:	Dec 2003	Consultant:	Cender and Company, LLC, Merrillville, IN
Timeline:	2004–2013	Geography:	Revitalization Area
		Detail level:	Detailed recommendations for Revitalization Area boundary and land acquisition. Land use plan, specific redevelopment projects identified. Some costing, with sources of funds identified.

Summary:

This plan was prepared to comply with statutory requirements for expanding the designated Revitalization Area within the City of Whiting. It was commissioned in response to industrial disinvestment and new opportunities for commercial development near the lakeshore. The plan makes findings of blight within the Revitalization Area, prepares redevelopment goals, sets out a land use plan, and proposes specific projects. Appendices include extensive documentation such as parcel information and Census demographic data.

Economic Development Land Use Plan Phase I (“SEH Plan”)

Year:	Oct 2003	Consultant:	SEH, Inc.; Munster, IN
Timeline:	Short-term	Geography:	East of Schrage Ave., north of Indianapolis Blvd.
		Detail level:	Development of project alternatives. Conceptual site plan. No costing.

Summary:

This plan was occasioned by the newfound availability of several sites owned by BP. It concentrates on recreational and lakefront/marina development, providing a conceptual site plan for the Standard Diamonds extension and outlining areas to reuse for marina related commercial development. It makes brief assessments of the available sites and outlines redevelopment alternatives.

Whiting Department of Parks and Recreation Parks Master Plan (“Parks Plan”)

Year:	2001	Consultant:	Bonar Group, Indianapolis, IN
Timeline:	2002–2006	Geography:	City of Whiting municipal boundaries
		Detail level:	General recommendations for specific park facilities. No suggested locations for recommended new facilities. Limited costing.

Summary:

This plan was developed in large part to satisfy the State of Indiana’s requirement for a park board master plan to retain eligibility for certain sources of outdoor recreation funding. The plan reports on the historic Parks budget for the city, existing recreation facilities, general social and economic conditions, and city history. It then reproduces facility guidelines from the *State Comprehensive Outdoor Recreation Plan* and evaluates existing City facilities and administrative procedures relative to state and federal standards. The capital improvements the

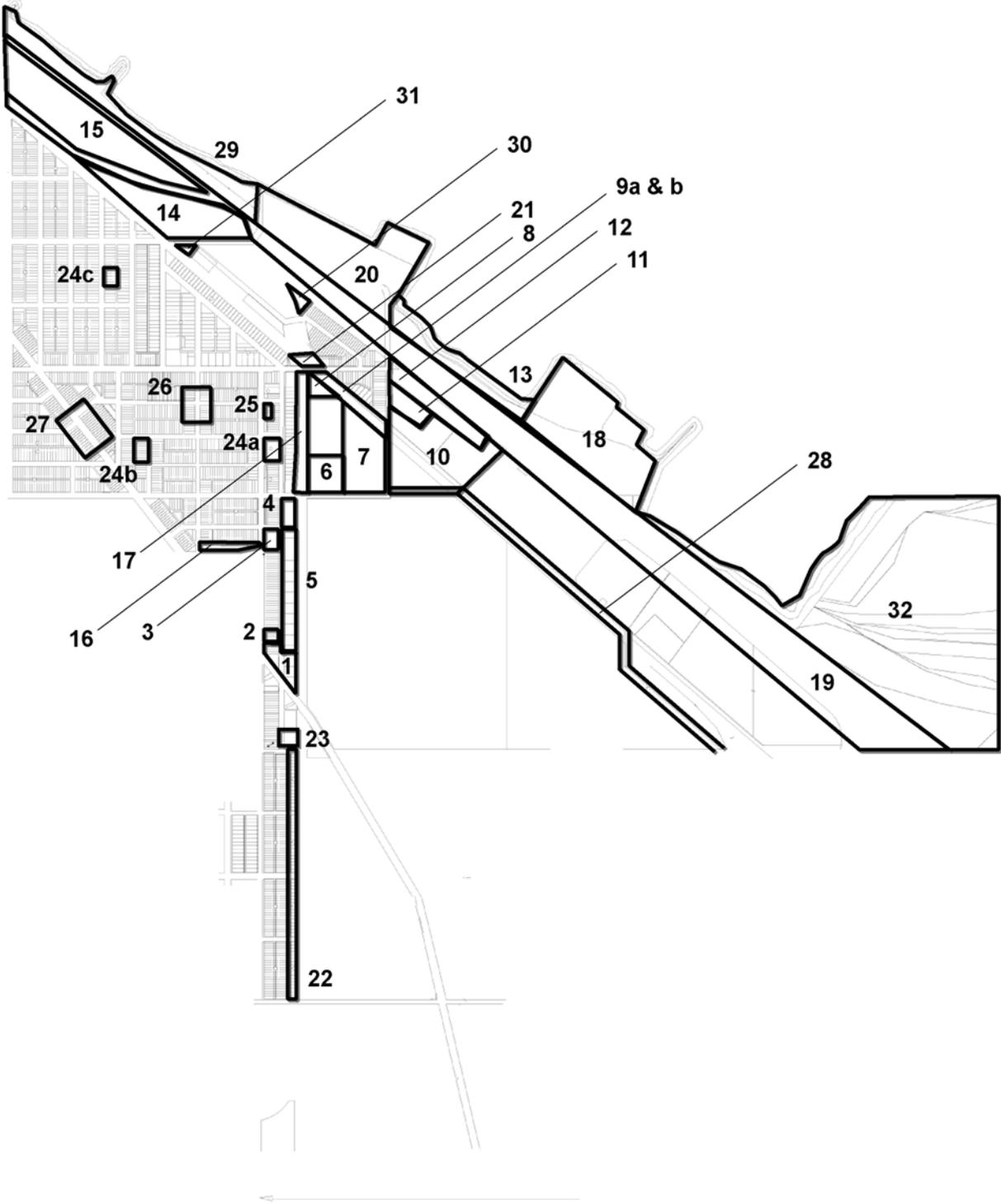
plan recommends are generalized, but supported by a mail-out survey and community SWOT analyses.

Whiting Plan Commission Comprehensive Plan (“Comp Plan”)			
Year:	Feb 2000	Consultant:	Trkla, Pettigrew, Allen, and Payne, Inc., Chicago, IL
Timeline:	10~15 years	Geography:	City of Whiting municipal boundaries
		Detail level:	Land use plan, general recommendations, some parcel-level recommendations. No costing.

Summary:

This plan examines and makes general recommendations for the major areas of city planning and management, including transportation, land use, public facilities, etc. Goal development is extensive. Specific parcels “likely to change” are identified, with land use recommendations identified. A long-range or build-out land use plan is also provided, though specific phasing recommendations are not included.

Redevelopment Sites



Comparison of Parcel-Level Redevelopment Recommendations

This section examines the redevelopment sites considered in each plan and compares the uses proposed for them. Since there is a finite supply of land, and development choices generally are mutually exclusive, comparing the plans based on their lot-level recommendations appeared to be the clearest way of bringing out consistency.

Methodology

In the table below, sites were listed if they appeared in any plan as potential redevelopment areas. As the Marquette Plan is regional in scale, its recommendations for the Whiting subarea are not detailed. In cases where lot-level recommendations could not be expected, the notation “out of scale” appears. The Parks Plan generally concentrates on projects and community needs rather than redevelopment sites. Cases where another plan recommends a site for a project proposed in the Parks Plan are indicated by noting that the Parks Plan supports the project. Otherwise the “—” mark is used to indicate that the recommendations of the Parks Plan do not have a bearing on lot-level development. The WRC Plan recommends specific projects as well as advancing a general land use plan. In cases where a lot-level project from another plan is not mentioned in the WRC Plan, the land use zone of the parcel is given. This should not necessarily be taken to mean that, for example, an open space project is inconsistent with the WRC Plan if it is located in a WRC residential area. The WRC land use plan is generalized, not parcel specific.

There are several instances in which one plan assumes a site will remain as it is while another proposes a land use change for the site. None of these cases appear to cause a conflict.

There are a few projects that are not considered in this analysis because they would not cause the kind of mutual exclusivity described above. For example, the WRC mentions three street reconstruction, utility, and streetscaping projects (Center Street, New York Avenue, and Indianapolis Boulevard, the latter also appearing in the Comp Plan). Additionally, the Community Center Auditorium restoration project in the Parks Plan is not listed, nor is the Illiana Hotel restoration project from the WRC Plan.

The sites are assigned identification numbers which can be found on the map in the preceding section. Site boundaries were not always the same in each plan. When they were not, the simplest or most perspicacious drawing was used. The column at the far left of the table below indicates with an “X” if there is substantial inconsistency among the recommendations. Ways of resolving inconsistencies are discussed in the following section.

Consistency	Sites		Plans					
	#	Description	UIC	Marquette	WRC	SEH	Parks	Comp
	1	North corner of Indianapolis/Schrage	Redev. as auto-oriented commercial, relocate Bizik (no location specified)	Not in Whiting plan subarea	Not mentioned	Not mentioned	—	Not mentioned
X	2	Justak	Redev. as part of #1	Not in Whiting plan subarea	In residential zone of land use plan	Not in study area	—	Residential
	3	Vacant area with IHB right of way	Park area w/ assoc. bike trail	Not in Whiting plan subarea	In residential zone of land use plan	Not in study area	—	Park area, potentially w/ assoc. bike trail
	4	North end of Globe block	Park area w/ assoc. bike trail	Not in Whiting plan subarea	In public and institutional zone of land use plan	Not in study area	—	Parking for Globe (no longer relevant)
X	5	Globe Roofing	Office development	Not in Whiting plan subarea	In public and institutional zone of land use plan	New location for water filtration plant, city garage (potential)	—	No change (Globe still operational in 2000)
X	6	Can Building	Assumes committed for Standard Diamonds expansion	In zone designated for expansion of 119 th St. commercial district	Standard Diamonds expansion	Standard Diamonds expansion	Standard Diamonds expansion supported, but no site identified	Part of proposed new industrial park
X	7	BP Barrel House	Park in north part, south part Planned Development/landbank for marina	In zone designated for expansion of 119 th St. commercial district	In lakefront / marina development zone of land use plan	Marina related commercial for most of site, park in northern tip	Standard Diamonds expansion supported, but no site identified	Open space, Standard Diamonds expansion; south part industrial park

Consistency	Sites		Plans					
	#	Description	UIC	Marquette	WRC	SEH	Parks	Comp
X	8	Filtration Plant and wooded area	Park assoc. w/ main-street-type commercial, also parking	In zone designated for expansion of 119 th St. commercial district	Standard Diamonds expansion	Additional skate park, train museum, Standard Diamonds expansion	Standard Diamonds expansion supported, but no site identified	Park / open space
X	9a	Conrail ROW south of 119th	North end main-street-type commercial, southern residential	Out of scale	In lakefront / marina development zone of land use plan	Trail and park/picnic area	—	Park / open space
X	9b	Standard Ave. between 119 th & Front	Widen to one-way residential w/ street parking to serve new residential on #9a	Out of scale	Widen to two-way, acquire residential properties	Not in study area	—	Unspecified reconstruction
X	10	Main BP	South part city garage and filtration plant, north part mix of boat storage and heavy/light industrial	In zone designated for expansion of 119 th St. commercial district	In lakefront / marina development zone of land use plan	Marina related commercial	—	New industrial park
X	11	City garage	Relocate to south part of site #10 along 121 st St.	In zone designated for expansion of 119 th St. commercial district	Relocate to unspecified site	Relocate to Globe property (#5), redev. as marina-related commercial	—	Keep present location and expand into Service Lumber site (#12)
X	12	Service Lumber	Keep at present location but	In zone designated for	In lakefront / marina	Redev. as marina-related	—	Relocate (no location)

Consistency	Sites		Plans					
	#	Description	UIC	Marquette	WRC	SEH	Parks	Comp
			consolidate, redev along Front St. w/ train museum and park	expansion of 119 th St. commercial district	development zone of land use plan	commercial, no new location specified for SL		specified), expand City garage into SL parcel
	13	BP Basin	Whiting Park expansion / dog park & ecological restoration area	Public open space	In recreational and open space zone of land use plan	Not in study area	Dog park supported, but no site identified	Whiting Park expansion
	14	Lakefront redevelopment area	Not in study area	In zone designated for redevelopment, new use not specified	In lakefront / marina development zone of land use plan	Not in study area	—	Redev. as residential
	15	Retention basin area	Not in study area	In zone designated for redevelopment, new use not specified	Relocate retention basin (unspecified location), reuse land (unspecified use)	Not in study area	—	Redev. part as park and ecological restoration area
X	16	Roex storage yard	Remain as is, cooperate with Hammond to route trail through brickyard in Robertsdale	Not in Whiting plan subarea	Redev. as bike and walking trail	Not in study area	—	Redev. as open space, potential trail
X	17	RR ROW west of Standard Diamonds	North tip parking for new commercial development in #9	In zone designated for expansion of 119 th St. commercial	Not mentioned	Redev. as bike trail	—	Redev. as open space

Consistency	Sites		Plans					
	#	Description	UIC	Marquette	WRC	SEH	Parks	Comp
				district				
X	18	BP filtration plant	Assumed to remain as is	Relocate south of RR tracks, redev. site as public open space	In industrial development zone of land use plan	Not in study area	—	Assumed to remain as is
	19	Lakefront railroad trackage	Assumed to remain as is	Consolidate all tracks, redev. ROW as open space	Purchase E.J.&E. ROW, redev. as open space; build sound barriers to remaining tracks	Not in study area	—	Assumed to remain as is
	20	Whiting Park	Not in study area, but assumes marina development	Water edge promenade, shoreline trail development	Marina development	Not in study area, but assumes marina development	Marina development, shoreline improvements	Unspecified improvements
	21	End of Conrail ROW north of 119th	Assumed to be condo / multifamily development, important for new retail recommendation	Out of scale	Not in Revitalization Area	Not in study area	—	Redev. as multifamily residential; part of site to be Heritage Commons
	22	Edge along BP in Southside	Not in study area	Not in Whiting plan subarea	In residential zone of land use plan	Not in study area	—	Redev. as linear park
	23	Playground at 125 th & Schrage	Not in study area	Not in Whiting plan subarea	Not mentioned	Not in study area	—	Redev. as Goose Island Commons
	24	Parochial schools	Not in study area	Out of scale	Reuse for residential or commercial	Not in study area	—	Convert to senior housing or redevelop lots

Consistency	Sites		Plans					Comp
	#	Description	UIC	Marquette	WRC	SEH	Parks	
								for single family housing
	25	Vacant parcel used informally for parking	Not in study area	Out of scale	Not mentioned	Not in study area	—	Redev. as Founders Commons
	26	Vacant lots on New York Ave.	Not in study area	Out of scale	Not mentioned	Not in study area	—	Redev. as residential
	27	Structures on Indianapolis Blvd.	Not in study area	Out of scale	Not mentioned	Not in study area	—	Redev. as multifamily
	28	121 st St. and Standard Ave. east of Front St.	Assumes reconstruction, vacate north of 121st	Not mentioned	Standard Ave. reconstruction, vacate north of 121 st ; lay telecom infrastructure	Reconstruction, vacate north of 121st	—	Reconstruction, vacate north of 121st
	29	Whihala Beach	Not in study area	Unspecified improvements	Negotiate purchase from county and improve	Not in study area	—	No change
	30	Vacant area near public school athletic facility	Not in study area	Out of scale	Not in Revitalization Area	Not in study area	—	Incorporate into athletic facility
	31	Northwest corner of Lakefront Commons	Not in study area	Out of scale	Not in Revitalization Area	Not in study area	—	Oiler Commons
X	32	Remainder of BP Lakefront	Assumed to remain as is	Public open space	Designated industrial in land use plan	Not in study area	—	Assumed to remain as is

Ensuring Land Use Consistency

This section discusses the inconsistencies identified in the previous section. Recommendations are given for deciding among alternatives. Numbered paragraphs correspond to the site ID numbers from the preceding sections.

2. The WRC and Comp plans call for the Justak site to be converted to residential use. The neighboring uses are residential, and the block has residential dimensions. If the UIC proposal to develop the corner of Indianapolis and Schrage (#1) as auto-oriented or typical large format retail does not come to fruition, then residential redevelopment should be sought.
5. In the time since production of the SEH and UIC plans, it appears that a location for the city water filtration facility other than the Globe site has been chosen.
6. The locations of new industrial parks given in the Comp Plan were generalized, and so the actual conflict is minor. Likewise, the boundaries of the new commercial area drawn in the Marquette Plan are approximate. The consensus view is that the Can Building site should be redeveloped as part of the Standard Diamonds expansion.
7. Again, the locations of industrial parks in the Comp Plan and the commercial district in the Marquette Plan are generalized. Standard Diamonds will probably need to expand either north-south or to the east, but not both. The consensus view is to expand at least to the south by redeveloping the Can Building site. The UIC Plan calls for open space development in the north part of BP Barrel House in order to provide a marketable amenity for proposed single family housing in the Conrail ROW site (#9a). The SEH Plan calls for a somewhat smaller park in the northern portion of the site. While in the SEH Plan most of the site is devoted to marina related commercial, the UIC Plan attempts to preserve flexibility by setting aside a Planned Development area in the south part of the site that can be used for marina related development in the future. Thus, these recommendations are fairly similar.
8. The consensus view is to use the area as a park. The SEH Plan calls for constructing active recreation facilities and a train museum on the site, while the UIC Plan contemplates integrating it new retail development at the 119th Street scale. It seems possible to meet all needs by constructing a new skate park and other recreational facilities on the north part of the BP Barrel House site. The UIC Plan recommends building the train museum at the intersection of Front and 119th Streets.
- 9a. The park facilities proposed in the SEH Plan for the Conrail ROW could be shifted south onto the BP Barrel House site as for #8.
- 9b. The street reconstruction proposed in the WRC Plan appears to envisage taking some of the houses between 119th and Front Streets to widen Standard Ave. to support two-way traffic. The UIC Plan's proposal for the area is predicated on trying to keep the existing residences while building a new residential development in the Conrail ROW, so the footprint of Standard Ave. is widened only a few feet. Clearly the decision whether to preserve the homes of "Hunkytown" will determine the course of action for street reconstruction.

10. The SEH and WRC plans designate this area for marina related commercial development. The UIC Plan, on the other hand, is concerned more narrowly with boat storage. The UIC Plan allocates land to boat storage based on a reading of the market and discussion with the potential developer of the storage facilities, while the SEH and WRC plans essentially reserve a large amount of land for a later determination of the specific use. Because the UIC Plan aimed to create a build-out scenario, the researchers stocked the available redevelopment area with land uses in quantities the market appeared to support. The remainder of site #10 in the UIC Plan is devoted to heavy and light industrial uses. The Comp Plan is in partial agreement. While it only offers generalized locations for industrial parks, it does propose new industrial development in the area.

The Marquette Plan recommends extending the commercial district into site #10 to join with the lakefront. The UIC Plan rejected this strategy because it could create a large new competitor to the central part of the 119th St. business district. It instead suggested developing a smaller retail anchor further west on 119th in site #9a.

11. The Comp Plan's recommendation to expand the City Garage and relocate Service Lumber (#12) is more difficult than the reverse since the City owns and controls its own facilities. Furthermore, there is consensus that the garage should be moved. Also, there is consensus that the City Garage and City water filtration facilities should be located together to achieve spatial economies. From this standpoint, the City Garage should not be located on Globe (#5), as the new filtration plant is being constructed elsewhere. As for new uses, the remarks on #10 apply here as well.
12. The UIC Plan suggests consolidating Service Lumber's operations toward the back or eastern end of its site, leaving the frontage at the intersection of 119th and Front Streets for a small park and train museum. The site is within the commercial expansion area of the Marquette Plan and the marina related commercial development of the SEH Plan. While not necessarily "commercial," the train museum and park benefit from and support the lakefront.
16. The consensus view is that a bike trail should run along the abandoned IHB ROW. The Roex storage yard just south of Steiber is a logical route for the trail. The UIC Plan, however, suggests building the trail through the shuttered brickyard facility to the south in collaboration with Hammond rather than displacing a relatively productive existing use. If this strategy fails, the trail could be built through the Roex property.
17. The consensus view is that this area should be associated with the Standard Diamonds expansion or redeveloped as a trail. The UIC Plan builds it into the redevelopment of sites #8 and #9a by using it for parking for the commercial development. Again, all the uses proposed for the Standard Diamonds area by the different plans can probably be accommodated by shuffling them around the redevelopment sites. Only the 119th Street commercial development proposed in the UIC Plan has a fixed location. If the decision is made to pursue commercial development, it will be the opening move that determines the others.
18. Relocation of the BP filtration facility is in conflict with the industrial development designation in the WRC Plan, but it does not materially affect the recommendations of the WRC Plan or any other. The facility would presumably be relocated into an existing industrial area. It is a longer term project that would support the other plans' goals of reclaiming the lakefront for recreational and commercial use.

- 32.** The Marquette Plan calls further for reclamation of the entire shoreline east of Front Street, while the WRC Plan, for purposes of capturing tax increment, has it remaining industrial. If the industrial consolidation that allows reuse of the shoreline also means the assessed value of the remaining facilities remains the same or increases, then the two recommendations should be compatible.

Ensuring Consistency of General Recommendations

In addition to consistency among proposed land uses, the plans were evaluated for the compatibility of their economic development strategies, design recommendations, and implementation strategies.

Economic Development Strategy

It is important to identify a preferred economic development strategy, as the action items and development outcomes differ greatly for each. The following subsections evaluate the four plans that explicitly deal with economic development: the SEH, Comp, WRC, and UIC plans. All four are in agreement that various improvements are needed in Whiting's commercial districts.

119th Street

- The Comp Plan calls for a niche retail strategy for the Main Street District on 119th St. This niche retail strategy would tailor all marketing and business attraction efforts for the district to a specific retail market (e.g., entertainment, antiques, restaurants). The WRC Plan identifies a more general retail strategy, tailored to needs of local and nearby residents. The UIC plan remains neutral on this topic. To rectify these inconsistencies, it is important to identify the type of retail and specific business mix desired in the Main Street District. The development of the marina district (identified in the SEH and WRC plans) will have a substantial impact on these marketing decisions, as this could become a niche retail market. Generally, it is important to evaluate whether a retail strategy targets the general needs of local residents, regional consumers, or a specific market.
- The UIC and Comp plans agree that allowing residential development along 119th Street will improve the vitality and success of the district. Both plans encourage permitting these uses above ground floor retail establishments so as to preserve the retail character of the district.

Indianapolis Boulevard

- The UIC, Comp, and WRC plans recognize the high volume of daily traffic as a major asset for retail uses along Indianapolis Boulevard. All three plans identify the need to strengthen the area's aesthetics and attract new retail development. The specific business mix, retail type, and retail strategy to coordinate this effort have not been fully elaborated in these plans.

Design

It is important to preserve and, in some cases, enhance the existing urban form in Whiting. The city has often been praised for its urbanity, particularly for its pedestrian accessibility, traditional neighborhood character, and distinctive architecture. The majority of the plans have identified a need to create development standards and design guidelines for commercial, residential, and industrial development that are consistent with these features. This section includes a synopsis of the plans' design recommendations.

- The UIC, Comp, and WRC plans identify a need for development and design standards to be implemented in the commercial districts, including the 119th Street District. These

three plans indicate that new development should be of high quality and compatible with the surrounding architecture, land uses, and building design. These plans recognize the importance of preserving the pedestrian and urban retail district character of 119th St. Both the UIC Plan (119th St. only) and the Comp Plan identify a need for a new sign ordinance.

Although specific development standards and design guidelines are not indicated in many cases, one area of apparent disagreement was noted. The UIC Plan calls for a maximum building height of four stories, whereas the WRC Plan calls for three stories. This inconsistency may be resolved by permitting different heights in different areas along 119th.

- The City has identified a need for new residential development. The WRC Plan proposes a building height for new housing development in the Revitalization Area of 1.5 to 2.5 stories. The Comp Plan targets certain locations (e.g., portions of New York Ave. south of 119th St.) to be redeveloped as medium density housing. Medium density housing can easily reach three and four stories. The character, type, and density of new housing development in Whiting should be clarified.
- The UIC, Comp, WRC, and SEH plans note that new industrial development should be designed in a manner that minimizes negative impacts to surrounding residential and retail uses. All four plans indicated the need to buffer these uses. Specifics as to the type of buffers and style of new industrial development should be clarified.
- The UIC Plan, Comp Plan, and to a lesser extent the WRC Plan identify a need for parking regulations. On 119th St., the UIC Plan and the Comp Plan agree that existing parking lots should be screened from pedestrian visibility and that new lots should be located behind retail establishments. Both plans agree that on-street parking should be encouraged on 119th St. The Comp Plan identifies similar but less stringent parking guidelines for Indianapolis Blvd. The specifics of parking lot design along Indianapolis Blvd. should be further researched and clarified.
- The UIC, Comp, and WRC plans identify a need to focus revitalization efforts on strategic gateways and key intersections, including the creation of identity and wayfinding signage. 119th St. was identified as a strategic location in all three plans. The Comp Plan and the WRC Plan additionally identified 121st St. as a possible industrial gateway to BP and surrounding industrial developments. It would be prudent to determine if the intersection of Schrage and Indianapolis will be redeveloped as a retail center, which may remove the need for an industrial gateway at that location and strengthen the argument for it to be located at 121st St.

Implementation

The plans differ widely in the completeness and level of detail of their implementation strategies. In general, all four plans recommend zoning and regulatory changes. These suggestions focus on new planned unit development districts, overlay districts, and various types of design and development guidelines (both industrial and retail). The WRC Plan focuses on specific development projects as opposed to regulatory and institutional recommendations.

- The UIC Plan and the Comp Plan identify a need for a new organization to assist with retail and industrial attraction. The UIC plan identified this organization as an independent non-profit, entity focused on industrial retention. This organization would seek to integrate the development objectives of residents, existing businesses, and the City administration. In addition to the governmental agencies and officials that now focus on economic development, the UIC Plan identified the Whiting-Robertsdale Chamber of Commerce to assist with retail attraction. The Comp Plan identified a need for an Economic Development Commission as part of the City administration to undertake industrial and retail revitalization and business development initiatives.
- The UIC plan and the Comprehensive plan identified a need to maintain connections with developers and business owners to encourage new investment in Whiting.