
PACKARD
2030



PACKARD 2030

NEIGHBORHOODS & ACKNOWLEDGEMENTS

Broad River

Courts of Woodhurst

Creighton Home Neighborhood

Fairfield Neighborhood

Fairfield Terrace Belmont Neighborhood

Historic Fairmont Neighborhood

Foster Park Neighborhood

Harrison Hill Neighborhood

Hoagland Masterson Neighborhood

Illsley Place Neighborhood

Historic Oakdale Neighborhood

Poplar

Sherwood to Pettit

Historic South Wayne Neighborhood

Historic Southwood Park Neighborhood

West Rudisill Neighborhood

Williams Woodland Neighborhood

Woodhurst Community

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PLAN PROCESS

COMMUNITY ENGAGEMENT

- Nearly **1,500 residents, businesses, and stakeholders** were involved throughout the plan engagement process
- Over **800 Residents** provided input through a survey (English/Spanish – Print/Online)
- More than **60 stakeholder interviews** (1 hour each) were completed
- A digital mapping program collected more than **150 points** of public input
- Staff attended and conducted **40 neighborhood walks** and **neighborhood meetings**
- Four public open house events were held, and over **100 residents** provided feedback

TIMELINE

- Plan kick-off was in **February 2020,** followed by community engagement
- Findings engagement was in **Winter 2022**
- Packard Area Planning Alliance retreat in **November 2022**
- Meeting with Packard Area Planning Alliance leadership and multiple neighborhood presidents in **January** and **February 2023**
- Plan initiation began in **February 2023**
- All in Allen Comprehensive Plan effective date **March 13, 2023**
- Plan Commission Presentation and Public Comment on **April 10, 2023**
- Discussion and Adoption at Fort Wayne City Council on **May 9, 2023**

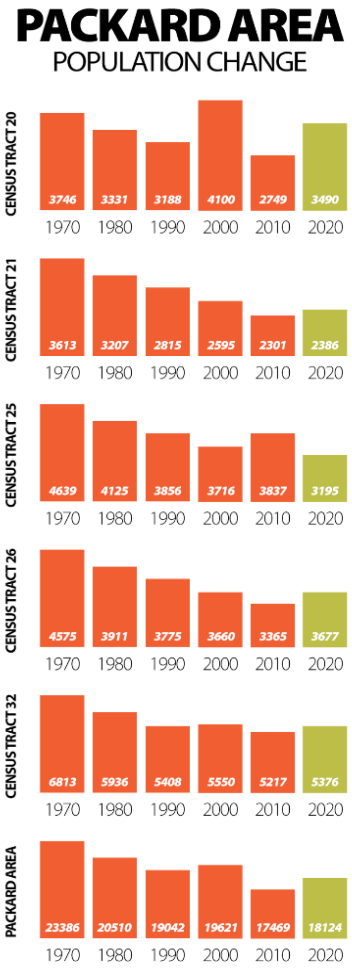
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PACKARD OVERVIEW



DEMOGRAPHIC PROFILE

- 2020 Packard Area population is **18,124,** first significant growth since 1970 (3.7%)
- 1970 Packard Area population was 23,386 (familial status change and suburban expansion)
- Largest population growth was Hispanic *or* Latino, which is now **19.6%** of the total population
- Median Age is **29.5**

- 2020 Packard Area poverty rate is **16.1%** which is slightly higher than Fort Wayne's average 14.3%
- Median Household Income has remained flat (when adjusted for inflation) at **$48,186** compared to the city-wide average of $51,454

- Nearly **40.2%** of the housing units in the Packard Area are considered rental
- Considerable demand for additional rental units continues to increase in the Packard Area

PUBLIC SAFETY

- 2022 Packard Area saw it's lowest total cases of major crime at **1,428**
- Since 2000, the Packard Area has seen a **63% decrease** in total acts of reported vandalism
- Burglary has also decreased by **70%**
- Personal crimes (domestic disturbance, battery, suicide attempts/threats) continue to be of concern

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STRENGTHS & OPPORTUNITIES

PACKARD AREA STRENGTHS

- Walkable neighborhoods within proximity to Downtown Fort Wayne, Electric Works, City Parks, and area businesses (Friendly Fox, Bravas, Clyde Theater, George's International Market)
- **51% of survey respondents** noted the Packard Area's **historic character** as a top asset (20 Individual Designations, 2 Local Designations, and 7 National Designations)
- 90% of the Packard area lives within a **10-minute walk** of a neighborhood or regional park (Packard Area Parks include: Foster Park, Packard Park, Kettler Park, Bass Playground, and Miner Playground)
- Significant **cultural diversity** and **artistic institutions** help set the Packard area apart

PACKARD AREA OPPORTUNITIES

- Housing Burden (residents who spend more than 30% of their take-home income on the cost of shelter) continues to be a concern
- Rising home prices have limited the population who can afford to purchase a home in the Packard area
- Increasing number of **absentee landlords** has direct had an impact on poorly maintained housing stock
- Decreased social capital has led to a lack of engagement/neighborhood capacity

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NEIGHBORHOOD REVITALIZATION

HOUSING

All Neighborhoods Within the Packard Area Should Provide Safe, Stable, Fair, Diverse, and Quality Housing Choices

1.1 Encourage regular maintenance and upkeep of residential properties in a way that supports the existing character of the neighborhood(s)

1.2 Support income-eligible residents with the assistance that provides regular maintenance and upkeep of residential properties

1.4 Encourage developers to build a variety of housing options through infill development projects

1.6 Support the development of tenant-based programs

BUSINESS

Support Neighborhood-Oriented Businesses And Entrepreneurship Programs

2.1 Support existing neighborhood businesses and expand access to quality retail

2.2 Make the Packard Area a destination for entrepreneurs and start-up businesses

2.3 Support business development opportunities for marginalized populations

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NEIGHBORHOOD REVITALIZATION

CORRIDORS

Enhance Neighborhood Commercial Corridors To Improve Neighborhood Identity And Support Neighborhood Businesses

3.1 Improve commercial corridors through streetscape enhancements

3.2 Improve corridor aesthetics through Facade Improvements

3.3 Prioritize beautification efforts on corridors

ZONING

Enhance, Improve, And Protect Neighborhood Character And Property Values Through The Application Of Appropriate Zoning Tools And Improved Enforcement Of Zoning Ordinance Provisions

4.3 Encourage the adaptive reuse of vacant and underutilized commercial, institutional, and industrial buildings for residential, commercial, or mixed-use purposes

4.4 Evaluate zoning and land-use conflicts in the Packard Area and prioritize areas for zoning district modifications

HEALTH & SAFETY

Provide A Sense Of Improved Health, Safety, And Security For Both Residents And Businesses

5.1 Encourage improvements to the physical and built environment to promote a sense of safety

5.2 Partner with the City's Public Safety Divisions to monitor and communicate safety issues in the Packard Area

5.3 Provide resources to promote healthy lifestyles

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NEIGHBORHOOD CHARACTER

PRESERVATION

Preserve And Promote The Historical Character Of The Packard Area

1.2 Promote programs that educate residents about historic preservation and rehabilitation and/or adaptive reuse of historic structures

1.3 Ensure the practice of historic preservation and protection of community assets is for everyone

1.5 Support the designation of National Register Districts, Local Historic Districts, Conservation Districts, Heritage Districts, and Commercial/Institutional Landmark properties

ARTS & CULTURE

Celebrate The Rich Arts Community And Cultural Identity Of The Packard Area

2.1 Promote the Packard Area's role as a cultural and artistic hub of the City

2.2 Encourage the development of community events to build intergenerational and multicultural relationships that celebrate the diversity of the Packard Area

2.3 Establish a cultural heritage district in the Packard Area

NEIGHBORHOODS

Cultivate Strong And Inclusive Neighborhoods

3.1 Strengthen the Packard Area Planning Alliance organization so that it fosters diversity and inclusivity among its member neighborhoods

3.2 Strengthen and activate neighborhoods within the Packard Area

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NEIGHBORHOOD PUBLIC REALM

MOBILITY

Improve Neighborhood Mobility, Connectivity, And Transportation Infrastructure

1.1 Establish safe, clearly marked pedestrian and bikeway routes to better connect neighborhoods and destinations

1.3 Promote and support road improvements that enhance the safety of neighborhood streets for all residents

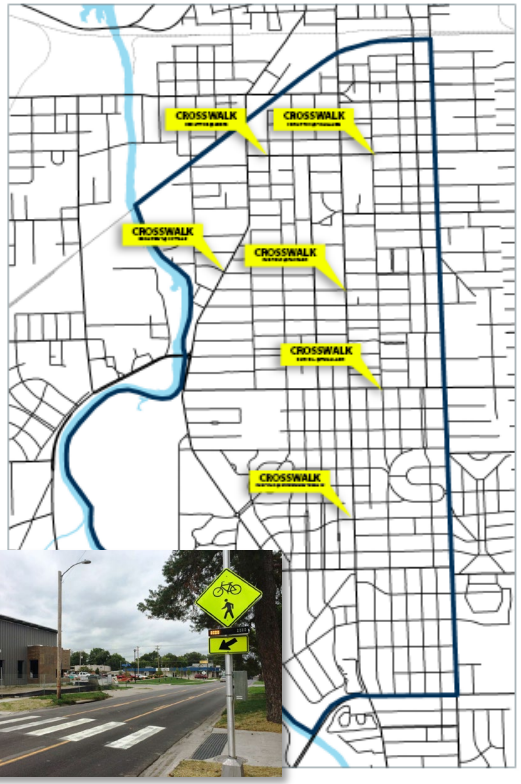
1.5 Continue working to enhance the aesthetic appearance of gateways to the Packard Area

PUBLIC SPACE

Support The Growth And Maintenance Of Parks, And Open Spaces

2.2 Implement the recommendations from the Packard Park Master Plan

2.5 Increase and Enhance the tree canopy throughout the entire Packard Area





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PLAN IMPLEMENTATION

Several projects have already begun (or are in process) under the guidance of Packard 2030.

- Streetscape Project on Fairfield between Locust and Walnut **(Complete)**
- Phase I – Irishtown Plaza at Fairfield and Taylor **(Complete)**

- Pedestrian Safety Improvements at six intersections **(To Be Completed in 2023)**
- Neighborhood Asset Wayfinding **(To Be Completed in 2023)**
- Sidewalk Projects in Broad River, Hoagland Masterson, Poplar, South Wayne, and Southwood Park **(To Be Completed in 2023)**
- Street Lighting in Broad River, Fairfield-Terrace-Belmont, Fairmont, Sherwood to Pettit, and Southwood Park **(To Be Completed in 2023)**
- Irishtown Plaza Phase II **(In Progress)**
- Increased Tree Canopy **(In Progress)**
- Packard Park Improvements **(In Progress)**
- Re-Establishing Broad River Neighborhood **(In Progress)**
- Support Neighborhood Beautification/Identity Efforts **(In Progress)**
- Fairfield-Terrace-Belmont Infrastructure Improvements **(In Progress)**
- Identify Properties in the Packard Area for future Infill Housing **(In Progress)**
- Work with Realtors to create marketing materials **(Ongoing)**
- Continue promoting home/rental assistance programs **(Ongoing)**
- Continue working to implement Public Safety measures **(Ongoing)**

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