



**FOR IMMEDIATE RELEASE**  
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**Mayor Joe Hogsett, Hamilton County Commissioner Christine Altman  
join regional leaders to kick off White River Master Plan process**

*Master Plan will transform the White River into a cultural and recreational asset for Central Indiana*

**INDIANAPOLIS** – Mayor Joe Hogsett, Hamilton County Commissioner Christine Altman, and leaders from throughout the Central Indiana region gathered today to celebrate the kick off of the White River Master Plan process – a joint effort between the City of Indianapolis and Hamilton County Tourism, Inc. to develop a comprehensive and coordinated regional vision for the enhancement of 58 miles of the White River in Marion and Hamilton Counties.

“Central Indiana got its start 200 years ago on the banks of the White River – and today, we returned to herald our community’s future with the White River Master Plan,” said Mayor Hogsett. “This once-in-a-lifetime investment will create a new nexus to connect Central Indiana like never before, and we look forward to watching the plans unfold in the years to come as the White River becomes a true community-wide destination for us all.”

Today’s event brought civic and community partners and stakeholders from Marion and Hamilton Counties together to learn more about the planning process, plan components, and meet the consulting team from Agency Landscape + Planning who have been hired to lead the effort to transform the river through the development of a regional vision.

“The regional nature of this study is truly historic. We are excited to begin thinking about the White River in a new way and look forward to hearing from residents and community partners on what is possible,” said Brenda Myers, President and CEO of Hamilton County Tourism, Inc.

Over the roughly 12-month timeline for the plan’s development, the scope of work will include an inventory of existing plans, analysis of current conditions of the river and waterfront areas, and planning with destinations, connectivity, programming, and implementation in mind. Coordinated destination development plans may include the enhancement of existing places, activation of new spaces, and identification of areas in need of significant ecological protection or restoration. Future projected

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hydrologic and water quality conditions of the river, as well as regulatory requirements, will also be considered in the plan's development.

"The future of the White River is the future of Indy," said Leonard Hoops, president & CEO of Visit Indy. "This master plan will help define Indy on its path to becoming a must-see destination."

Agency Landscape + Planning, a firm specializing in landscape design and planning of public places, has been selected to lead the planning process in collaboration with a team of nearly a dozen partners including Ratio Architects, DAVID RUBIN Land Collective, and Engaging Solutions.

Indianapolis-based Engaging Solutions will lead inclusive community engagement efforts around the development of the plan. Community engagement opportunities will include the development of a project website, focus groups, community surveys, public meetings, and fun, entertaining community events that will engage public and institutional landowners, neighborhood and business organizations, tourism industry officials, elected officials, environmental advocacy organizations, neighbors, and regulatory agencies.

Following the 12-month planning period, the final plan will be shared with the public and a variety of stakeholder groups and organizations. A website to accompany the master planning effort will be launched in the coming weeks.

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### **About Agency Landscape + Planning**

Agency Landscape + Planning is a team of talented landscape architects, planners and urban designers that deliver a full spectrum of design services – from strategic planning to complex landscape implementation. Located in Cambridge, MA, Agency is a women-owned small business founded in 2018 by partners Gina Ford and Brie Hensold who believe a more resilient and equitable approach to planning and design will lead to more relevant, contextual, and vibrant public environments. Visit [www.agencylp.com](http://www.agencylp.com) for more.

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