

MIDTOWN INDIANAPOLIS



GUIDING PRINCIPLES & FUTURE DEVELOPMENT STRATEGIES

A Working Planning Document Commissioned by:
Midtown Indianapolis, Inc.

UPDATED SUMMER of 2013



HISTORIC
MODERN
DYNAMIC
COMFORTABLE
COLLABORATIVE
SPIRITED
IMPRESSIVE
MIDTOWN INDY
IN ONE PLACE



MIDTOWN INDIANAPOLIS

Guiding Principles & Future Development Strategies

This is a unique initiative.

The Midtown District is a destination....a valuable economic and cultural asset to the City of Indianapolis, in addition to serving as home to over 48,000 residents and many of the City's most venerable institutions of culture and learning.

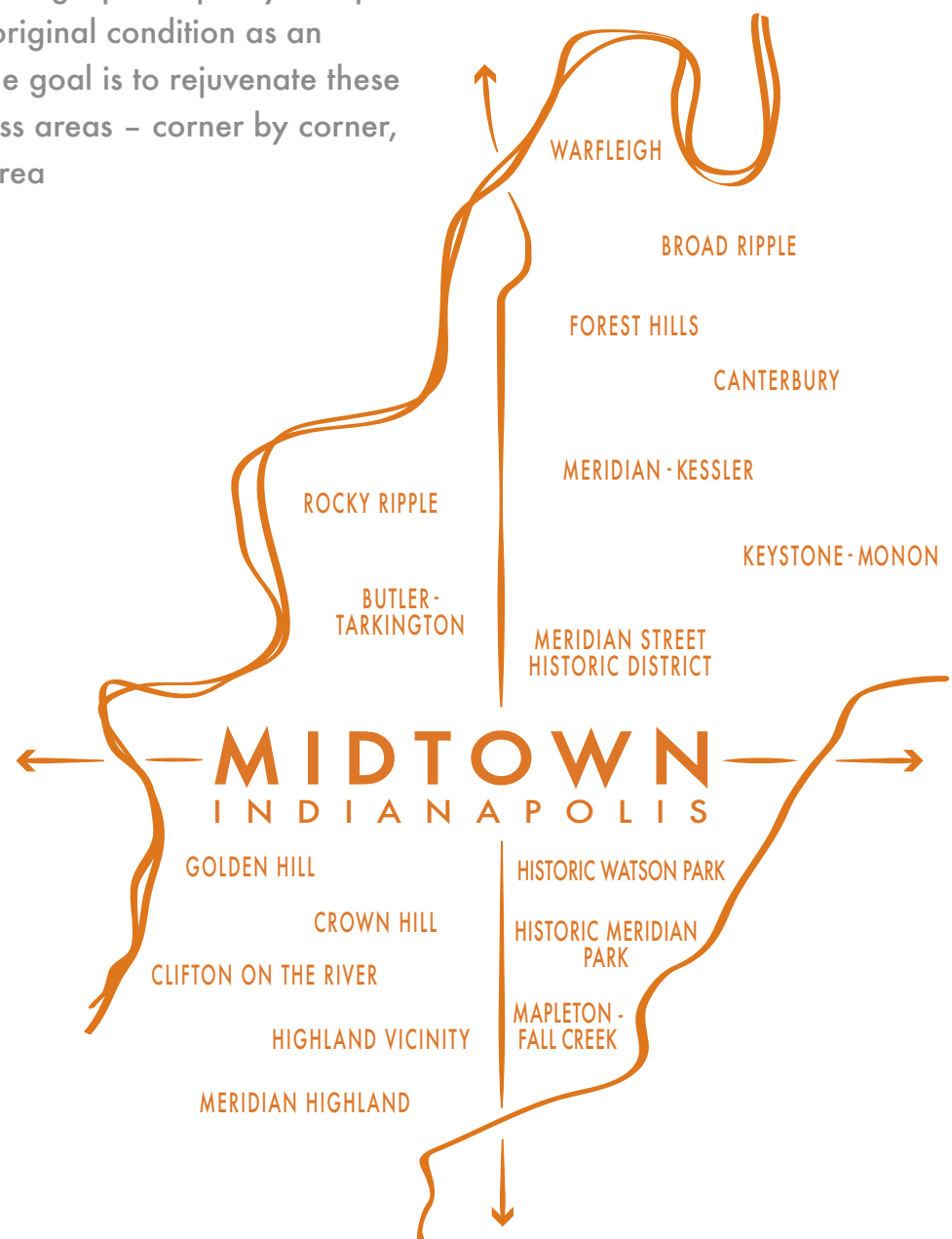
This document is a collection of strategies to provide Midtown residents an excellent modern urban lifestyle in the midst of charming, historic neighborhoods. Additionally, the intent is to illustrate the need for future investment to City policy leaders and those interested in being a part of the Midtown family. Through action on the principles and strategies of this document, stakeholders will return this district to the walkable, bikeable, connected condition it was expertly designed to be nearly 100 years ago.

For the first half of the 1900s, North Meridian Street and surrounding boulevards served as an impressive gateway into Indianapolis and Midtown was home for many dignitaries who lived in stately residences. The neighborhoods were peppered with prosperous business corners, shops and restaurants.

But after the 1960s flight to the suburbs, the area settled into the backdrop of Indianapolis as a busy commuter thoroughfare. Midtown was badly stressed by high speed traffic and challenging economic conditions for businesses and property owners.

With significant community support AND strategic public policy and private sector investment, Midtown will exceed its original condition as an exceptional place to live in Indianapolis. The goal is to rejuvenate these attractive neighborhoods and revive business areas – corner by corner, block by block – until the entire Midtown area is thriving and sustainable.

This is our story...



Where is MIDTOWN INDIANAPOLIS?



Here's what Midtown looks like to a visitor...
AMAZING DESTINATIONS & NEIGHBORHOODS.



Indianapolis Art Center and Arts Park



Multiple Neighborhood Commercial Village Centers



The North Meridian Street Historic District



The Monon Trail and Greenway



The White River



The Indiana State Fairgrounds



The Indianapolis Museum of Art

MIDTOWN is a district where the best of art, sports, culture, education, nightlife and village-living converge in the natural landscape of Indianapolis.



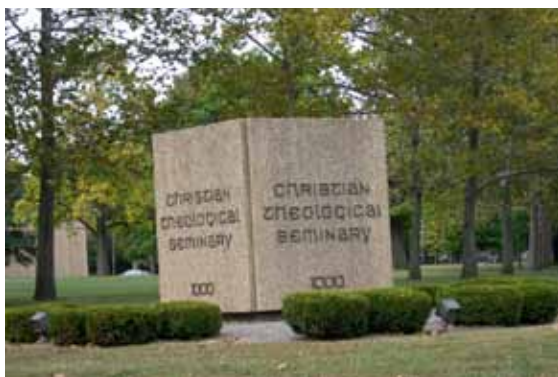
The Children's Museum of Indianapolis



Broad Ripple Village



Marian University



Christian Theological Seminary



Clowes Memorial Hall @ Butler University



Butler University Basketball @ Hinkle Fieldhouse



Crown Hill Cemetery



The Central Canal Towpath



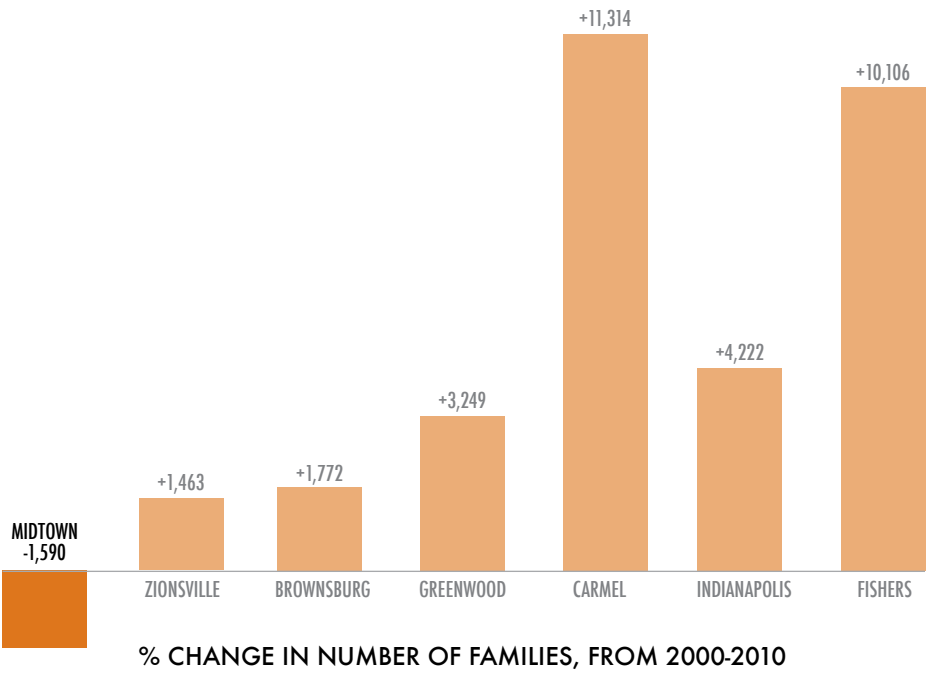
IVY Tech Community College

Let’s look at Midtown over the last 10 years...

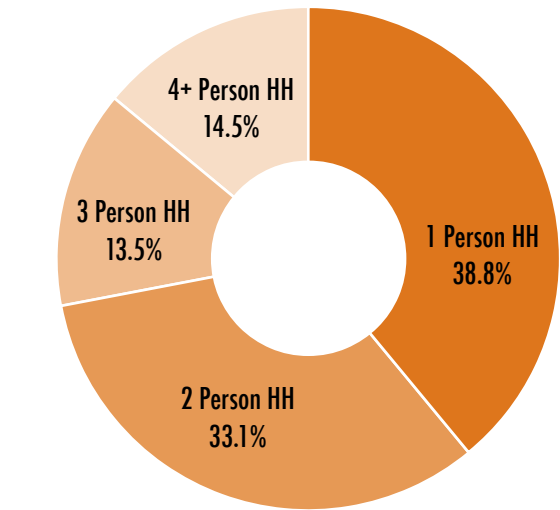
A DEMOGRAPHIC SNAPSHOT

	1990	2000	% CHANGE	2010	% CHANGE
INDIANAPOLIS			FROM 1990 TO 2000		FROM 1990 TO 2010
POPULATION	731,861	783,889	+7.1%	820,445	+12.1%
HOUSEHOLDS	292,371	320,752	+9.7%	332,199	+13.6%
FAMILIES	187,857	192,754	+2.6%	196,976	+4.9%
AVERAGE HOUSEHOLD SIZE	2.46	2.39	-2.9%	2.42	-1.6%
VACANCY RATE	8.8%	9.1%	+3.4%	12.5%	+42%
MIDTOWN					
POPULATION	59,914	54,300	-9.4%	48,592	-18.9%
HOUSEHOLDS	24,335	23,407	-3.8%	21,375	-12.2%
FAMILIES	13,914	11,621	-16.5%	10,031	-28.1%
AVERAGE HOUSEHOLD SIZE	3.14	2.20	-30.0%	2.14	-31.9%
VACANCY RATE	8.9%	11.2%	+25.8%	17.1%	+92.1%
MIDTOWN CAPTURE OF TOTAL INDIANAPOLIS POPULATION	8.2%	6.9%	-15.9%	5.9%	-28.1%

Sources: ESRI Market Report, US Census Bureau - Population decline and increased vacancy have reduced Midtown’s share of the total Indianapolis population by over 28% in the last 20 years.

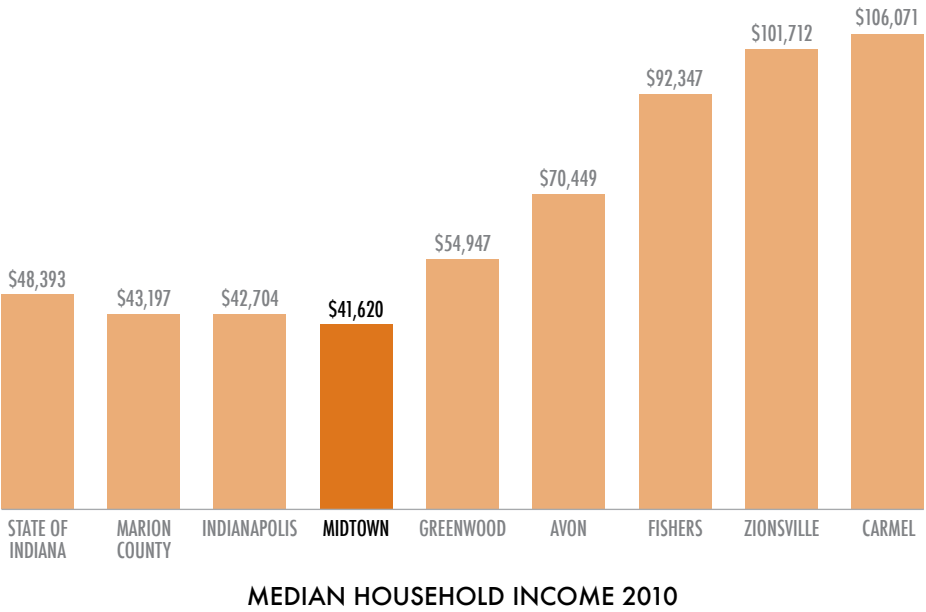


Since 2000, Midtown has lost 1,590 households with school-age children, while suburban communities and Indianapolis as a whole have added thousands.

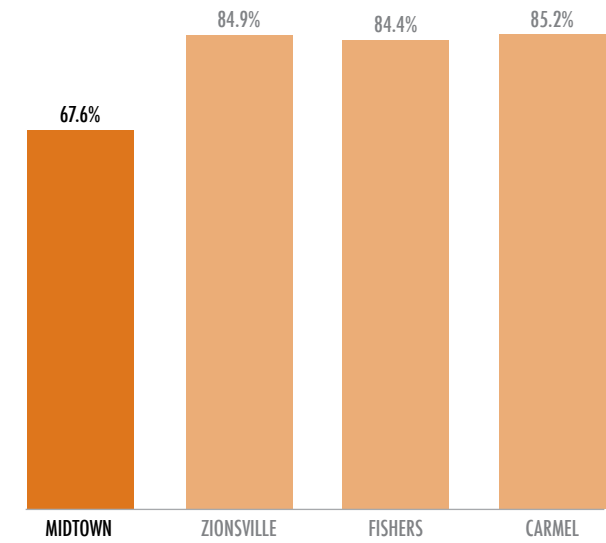


MIDTOWN HOUSEHOLD SIZES

Singles and couples comprise the vast majority of Midtown households.



Midtown’s median household income is WELL BELOW area suburban communities and slightly LOWER than Indianapolis, Marion County, and the State of Indiana as a whole.



MIDTOWN COLLEGE ATTENDANCE

Midtown has almost 70% of its population above the age of 25 that has attended at least some college.

Here's what Midtown looks like to concerned residents...

LACK OF CONTINUING PUBLIC INVESTMENT



Unmanaged Traffic Congestion in Commercial Districts



Declining Residential Housing Stock



Unsafe Routes to School for Children



Crumbling Infrastructure and Bridges



Poor Architecture that does not Contribute to Character



Drainage and Stormwater Management Issues



Uninspiring Public Parks

Despite the tremendous residential, commercial and cultural assets of MIDTOWN, there are real threats to the value of this district and to the entire City of Indianapolis.



Non-standard and Unsafe Sidewalks



Broken Infrastructure and Public Right of Way



Traffic Moving at Unsafe Speeds on Residential Streets



Increasing commuter-oriented signage



Vandalism of Vacant Properties



Increase in poorly managed rental properties



Vacant Commercial Structures



Aging Roadway Infrastructure with no sidewalks

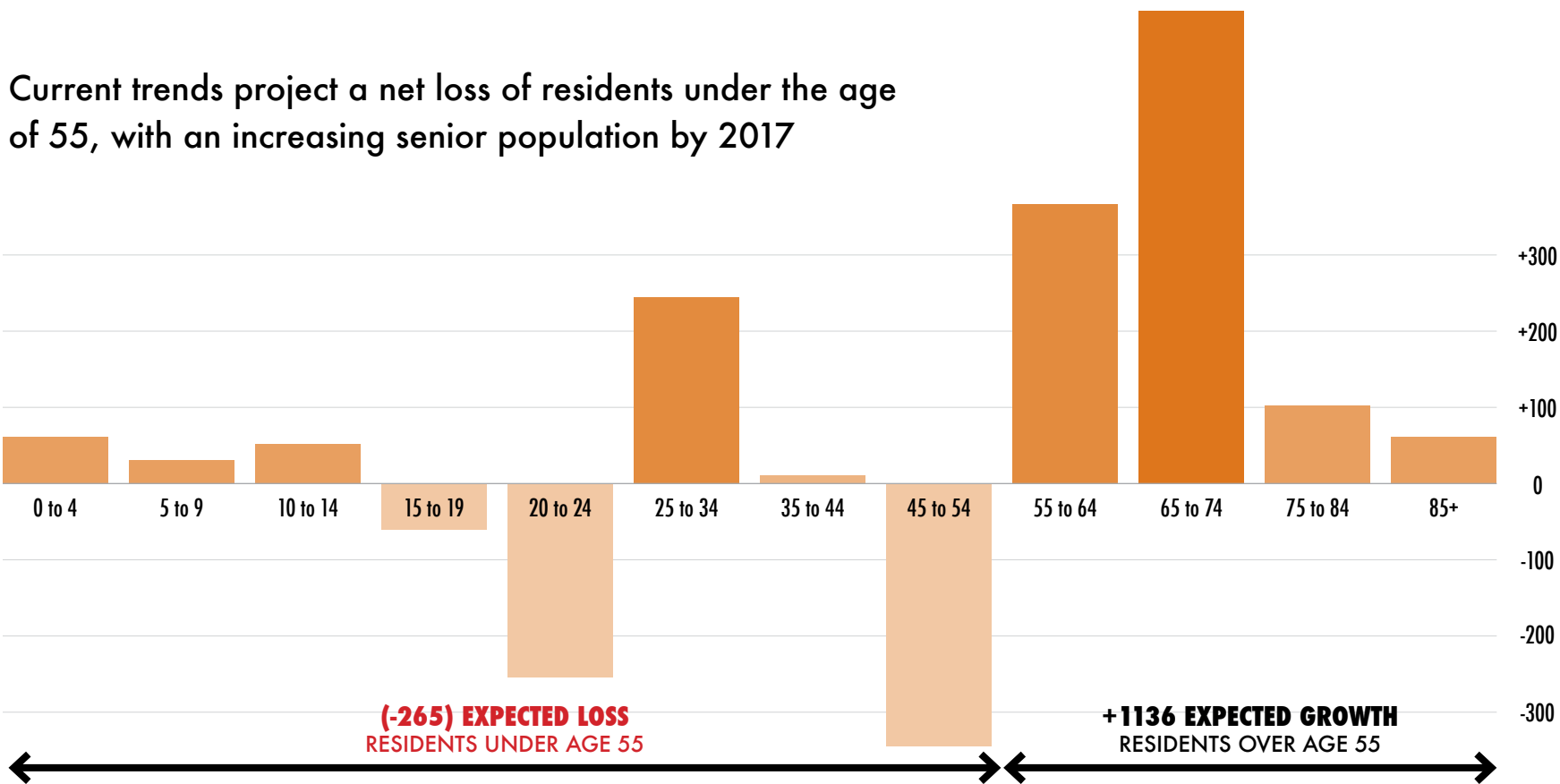


Aging utilities and public safety infrastructure

Assuming Midtown maintains the Status Quo...

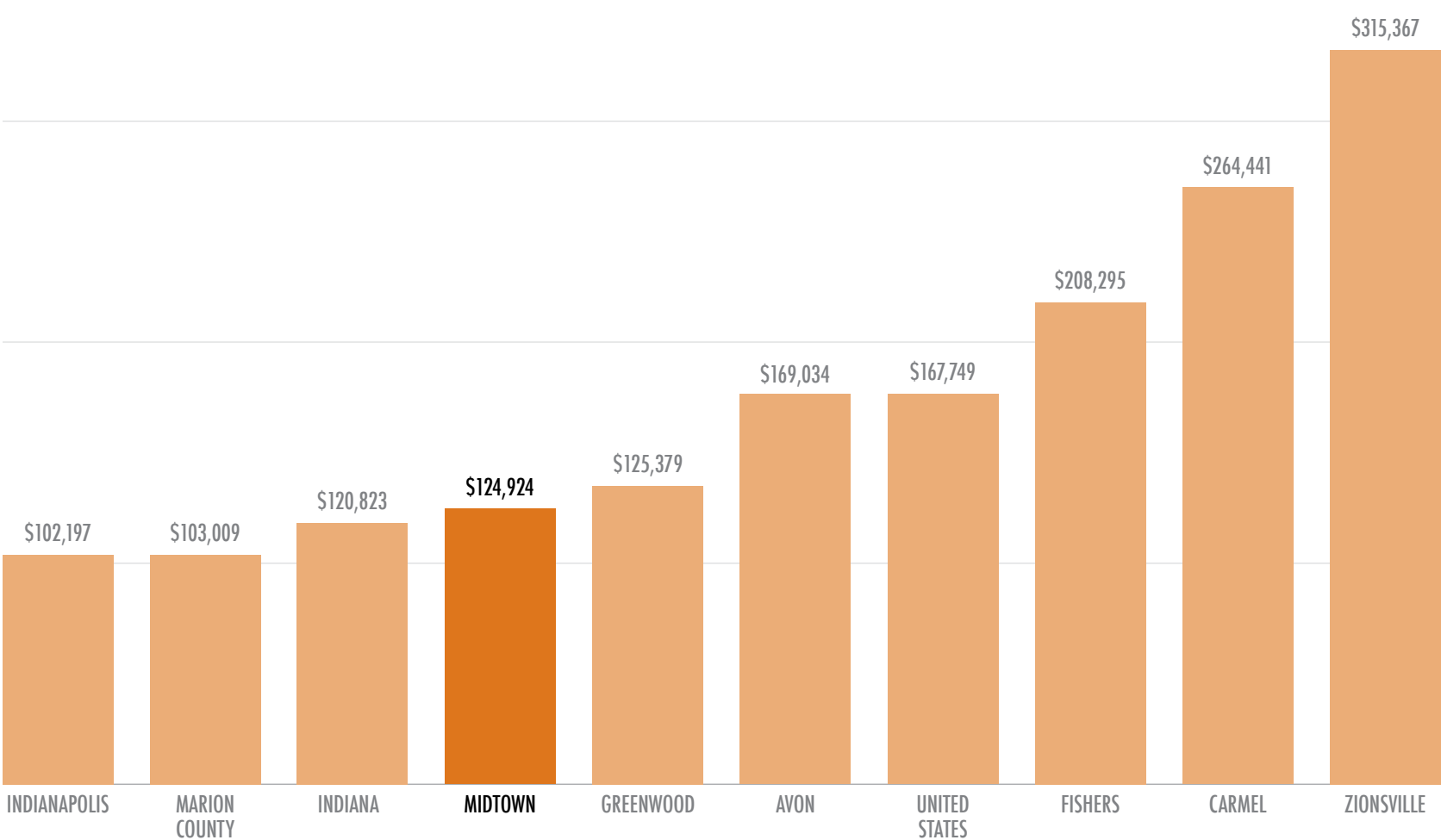
WHAT DO THE EXPERTS PROJECT FOR THE FUTURE?

Current trends project a net loss of residents under the age of 55, with an increasing senior population by 2017



ESRI PROJECTED POPULATION CHANGE BY AGE GROUP, 2012-2017

Midtown’s population continues to age, however, one emerging bright spot is that Midtown is expected to experience modest growth in children under the age of 14 and young adults, from ages 25 to 34 by 2017. Each of these age groups experienced modest declines in population prior to 2012. Another trend worth noting is that the age group of adults from 35 to 44 experienced a modest increase in Midtown. Prior to 2012, this age group had experienced a decline of over 700 residents.



MEDIAN HOME VALUES, 2012

Midtown’s contains homes from a variety of price points, which on average, is in keeping with Indianapolis and Marion County. However, Midtown’s pricing can become a competitive strategy in convincing adults to stay or move into Midtown, when compared with housing costs in the surrounding suburban communities, particularly to the north of the city.

WHAT'S THE BOTTOM LINE?

Should Indianapolis wait until Midtown declines too far for the marketplace to overcome?...

OR should concentrated, focused investments be made to make Midtown a value generator for Indianapolis a premiere place to live in Central Indiana?

For current residents and businesses as well as future generations,
**IT'S TIME TO MAKE A NEW
VALUE PROPOSITION
FOR MIDTOWN.**

Turning the Ship Around...

WHAT ARE MIDTOWN'S "X-FACTORS?"

Presence and impact of major institutions and amenities.

Midtown's location within the Favored Quarter

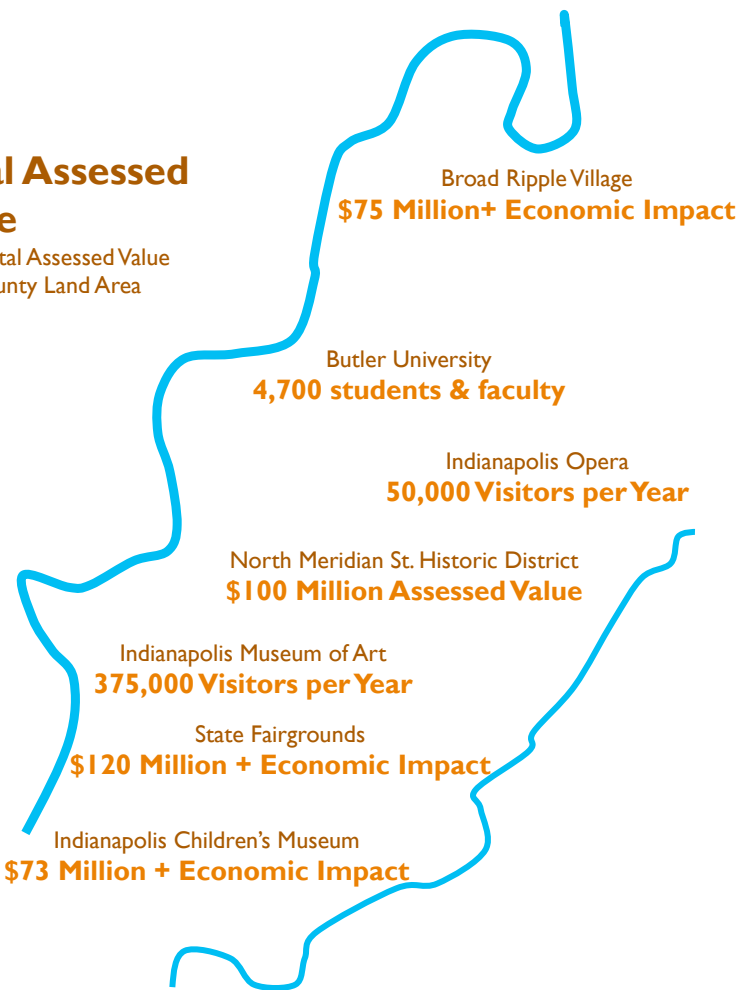
The Rise of Generation Y

The Baby Boomers



\$3 Billion Total Assessed Value

5% of Marion County Total Assessed Value
2% of the Marion County Land Area



Every metropolitan area in the U.S. has a Favored Quarter, a phenomena referring to the area within a 90 degree arc from the regional center that contains 80% of the executive housing and 80% of the high wage employment.

In Indianapolis, this area extends north and includes three of the top income-earning communities in the region: Zionsville, Carmel, and Fishers, as well as Noblesville, Nora, and Geist. Employment centers include Keystone at the Crossing, North U.S. 31, Castleton Mall, and Hamilton Town Center, among others.

THE BABY BOOMERS

- The Baby Boomers were born between 1946 and 1964; the first Boomers turned 65 in 2011.
- Midtown is now home to more than 10,000 Baby Boomers, and there are roughly 78 million living in America
- Many Boomers want "safe urbanism," or walkable communities with urban amenities, culture, and education.
- Baby Boomers love "third places" – places to spend time outside of home or work.
- Boomers are willing and able to pay for what they want where they want it.

Source: RCLCO national consumer survey

THE RISE OF GENERATION Y

- Gen Y (Echo Boomers or Millenials) were born between 1981 – 1999.
- Midtown is currently home to more than 16,000 Gen Y people and roughly 81 million live in America.
- Serving, housing and employing Gen Y will dominate the economy for the next 20 years.
- Gen Y will rent, then shift to home ownership in 3 to 4 years; Gen Y hit the home buying market in 2012 and will peak in 2015.
- 77% of Gen Y cite a preference to living in an urban core.
- Preference for denser locations / in town or inner suburbs.
- Homes will be smaller; emphasize design over size.
- Gen Y wants diversity, walkability and proximity to jobs.

Source: RCLCO national consumer survey

FOR THE FUTURE, OUR ASPIRATIONS!

MIDTOWN will be **Destination Connected.**

- Midtown was created before cars dominated how we traveled. Midtown will be a place where cars do not dominate how we get places.
- A non-automobile transportation system will exist to link major destinations when walking is not a feasible or desirable option.
- Mass Transit will be a utility that will reduce the demand for the use of land for parking and will increase property values.

MIDTOWN will be an **Exceptional Outdoor Experience.**

- If you live and work in Midtown, you will never be more than a 10 minute walk to a park, trail or natural area.
- From children to seniors, walking in Midtown will be a clear option and a safe thing to do.
- Midtown will have a compelling canal-front and riverfront experience for residents and visitors.
- The White River and Fall Creek will provide premiere urban recreational amenities for Indianapolis and the region.

MIDTOWN will be a **Public Policy Collaborator.**

- Midtown will be a place where declining neighborhoods are improved before re-investment is not feasible.
- Organizations in Midtown will collaborate on public policy decisions with community leaders including land use and zoning, public infrastructure, schools, resource and funding allocations, public safety, marketing and economic development.
- Public policies in Midtown will be a reflection of the value of Midtown to the overall Indianapolis community.

MIDTOWN will be a **Place of Investment.**

- Midtown will embrace change and manage it to meet the values of its residents.
- Existing businesses and property owners will invest in themselves through various Economic Improvement Districts.
- Currently under-utilized properties will be tomorrow's heavily utilized sites.
- Real estate development opportunities will exist for smaller owners as well as larger owners.
- If you live and work in Midtown, in less than 10 minutes you will be able walk to get something to eat and drink.

MIDTOWN will be an **Employment Generator.**

- Because of its culture and brand, employers will want to locate their offices and facilities in Midtown.
- Midtown will accommodate excellent options for how you work including telecommuting, home office, live/work, traditional office, classrooms, studios and performance space.
- You will be able to walk or bike to work if you live in Midtown.

MIDTOWN will be an **Identifiable Place.**

- Individual neighborhoods will be seen as a complete district or "part of a town" that promises something special and unique.
- What the public once saw as individual "institutions" they will now see as places that are even better because they are a part of Midtown.
- When you hear about Midtown you'll be intrigued. When you come to Midtown, you'll want to stay.

BECAUSE OF THIS, MIDTOWN WILL BE THE PLACE TO LIVE!

Everything That Midtown Is and Will Be, Compels Existing Residents To Stay and Re-Invest,
and Motivates New Residents To Relocate.

If I Want To Live In Midtown, I Will Be Able To Choose From A Variety Of Housing Options
That Include Condos, Apartments, Live/Work Arrangements and Single Family Homes For Families.

Midtown Will Be A Safe Place To Raise A Family Because Your Neighbors Will Be
As Committed To You As You Are To Them.

Schools and Places of Worship Will Be Pillars of The Neighborhood
and Centers of Learning.

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HISTORICAL PRECEDENTS IN INDIANAPOLIS



The College Avenue Streetcar was a popular mode of transportation in the Midtown area.



Streetcars were plentiful in Indianapolis in the early half of the 20th Century, even in residential neighborhoods.



The Monon Line was a transportation route that ran right through much of modern-day Midtown.

EXAMPLES FROM OTHER CITIES



Houston, Texas has created a Light Rail transit system that operates at the grade of existing roadways.



Bus Rapid Transit (BRT) vehicles are alternatives to light rail vehicles with fixed rails. BRT vehicles can operate on existing roadways with little roadway modification.



Smaller shuttle-type vehicles can assist in transporting travelers on a fixed route with high trip frequencies and smaller capacity than light rail or BRT.

GUIDING PRINCIPLES:

From TEN PRINCIPLES FOR SUCCESSFUL DEVELOPMENT AROUND TRANSIT by the URBAN LAND INSTITUTE (ULI):

- Make It Better with a Vision
- Apply the Power of Partnerships
- Think Development When Thinking about Transit
- Get the Parking Right
- Build a Place, Not a Project
- Make Retail Development Market Driven,
- Not Transit Driven
- Mix Uses, but Not Necessarily in the Same Place
- Make Buses a Great Idea
- Encourage Every Price Point to Live around Transit
- Engage Corporate Attention

http://www.uli.org/ResearchAndPublications/Reports/~//media/Documents/ResearchAndPublications/Reports/TenPrinciples/TP_DevTransit.ashx



Simple transit stop locations can have a large impact on adjacent land use reducing the demand for parking.



The Portland Streetcar has been a leading example of transit being a catalyst for residential development in areas such as the Pearl District.

EXISTING CONDITIONS IN MIDTOWN



IndyGo Bus Lines currently serve the Midtown area on lines 28, 18, 17 and 19 with additional routes (4 and 38) along 38th Street.

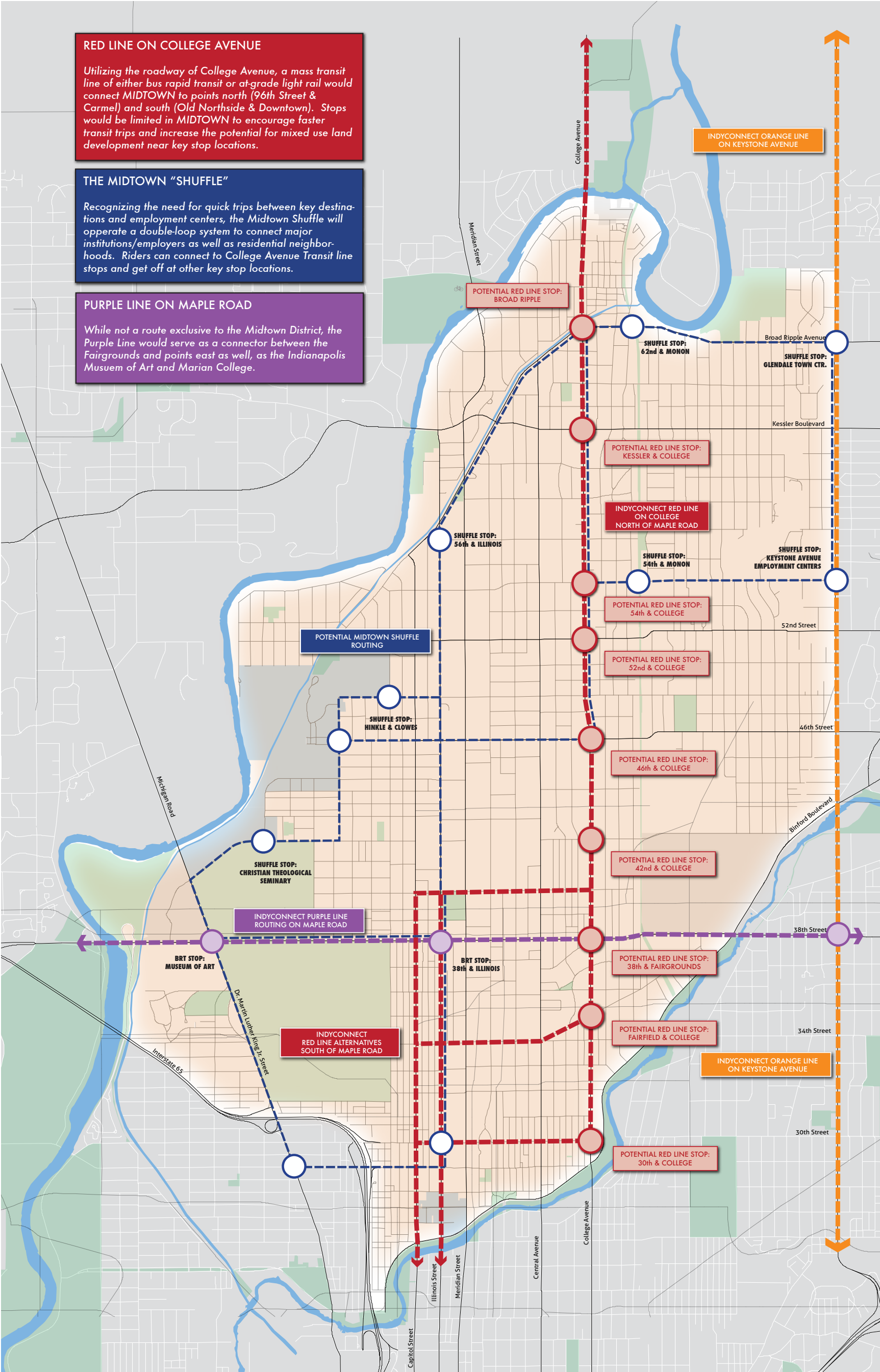


IndyGo Buses currently operate on existing streets and have wait times of up to 1 hour during day travel.



IndyGo bus signage indicates locations along the sidewalk where buses make frequent stops. While potentially convenient, this stopping system reduces the speed of the average trip on the system.

MIDTOWN: POTENTIAL TRANSIT SYSTEM ADDITIONS



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HISTORICAL PRECEDENTS IN INDIANAPOLIS



The Central Canal has a long history of being a place of lush vegetation.



This image, from 1907, illustrates that the Central Canal has long been a route for bike and pedestrian use in the Midtown area.



In 1921, the White River was a urban recreation amenity. In Broad Ripple, canoe travel was a favorite activity.

EXAMPLES FROM OTHER CITIES



Kayak Pittsburgh is an organization that has reconnected the City of Pittsburgh with its various river systems and given opportunities to use the rivers responsibly.



In Boise, Idaho, users float down the Boise River. Infrastructure is in place to accommodate users with kayaks, boats and other needed equipment.



Sculpture and Art can enhance the visual interest and value of public recreation amenities, such as in Seattle's Olympic Sculpture Park

GUIDING PRINCIPLES:

The Indianapolis Regional Pedestrian Plan is a guide to integrating the pedestrian mode of travel into the Indianapolis urban transportation system. This report concludes a planning effort focused on Marion County and the Regional Center and offers excellent resources for understanding the potential for increased pedestrian activities in Midtown. The document includes design guidelines and recommendations for:

- Pedestrian District
- Pedestrian Corridor
- Greenways
- Off-street Greenway
- Urban Greenway
- Historic Parkway and Boulevard System
- Walkways
- Residential Sidewalks
- Collector Sidewalks
- Off-Street Paths
- Pedestrian Crossings

http://www.storrowkinsella.com/projectwebs/0105a_regpedplan/index.html



Larger scale public art can have an identity-creating impact in a neighborhood or district.



Many communities have separated bike and pedestrian traffic from auto traffic in residential communities.

EXISTING CONDITIONS IN MIDTOWN



The Indianapolis Arts Park at the Indianapolis Art Center is a premiere urban outdoor art park.



Holcomb Gardens at Butler University is an open space along the Central Canal.



The Indianapolis Museum of Art is leading the development of 100 Acres: The Virginia B. Fairbanks Art and Nature Park.



The White River is currently used for light recreational uses including fishing and kayaking.

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- Existing businesses and property owners will invest in themselves through various Economic Improvement Districts.
- Currently under-utilized properties will be tomorrow’s heavily utilized sites.
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HISTORICAL PRECEDENTS IN INDIANAPOLIS



Neighborhoods in the Midtown area have historically had areas of concentrated commercial activity within residential neighborhoods.



Many of Midtown’s neighborhoods were home to local movie theatres and other entertainment facilities.



Significant investment in residential and commercial properties has been found in Midtown for over 100 years.

EXAMPLES FROM OTHER CITIES



New infill development can fit into the existing character of a community and have a strong urban design presence at the street edge.



New development in urban settings can create high quality experiences during both the day and evening.



Live / Work units allow for individual investment, increased residential density and reduction in automobile demand on area streets.

GUIDING PRINCIPLES:

From TEN PRINCIPLES FOR REBUILDING NEIGHBORHOOD RETAIL by the URBAN LAND INSTITUTE (ULI):

- Great Streets Need Great Champions
- It Takes a Vision
- Think Residential
- Honor the Pedestrian
- Parking Is Power
- Merchandise and Lease Proactively
- Make It Happen
- Be Clean, Safe, and Friendly
- Extend Day into Night
- Manage for Change

http://www.uli.org/ResearchAndPublications/Reports/~//media/Documents/ResearchAndPublications/Reports/TenPrinciples/TP_NeighborhoodRetail.ashx

Additionally, the book, “City Comforts” by David Sucher is an excellent guide to building urban villages. Sucher advocates for three basic principles of urban design:

1. Build to the Street Edge.
2. Make Building Fronts Permeable and Transparent.
3. Park in the Rear of Buildings or On-Street.



Attracting the Creative Class for employment requires facilities such as film and art studios.



Park and open spaces can be designed to add value to surrounding development opportunities as well as be more usable and functional to the public.

EXISTING CONDITIONS IN MIDTOWN



Proposed re-use projects represent future development opportunities on Fall Creek Parkway.



Larger buildings and warehouse spaces are located along the Monon Trail between 54th and 52nd Streets.

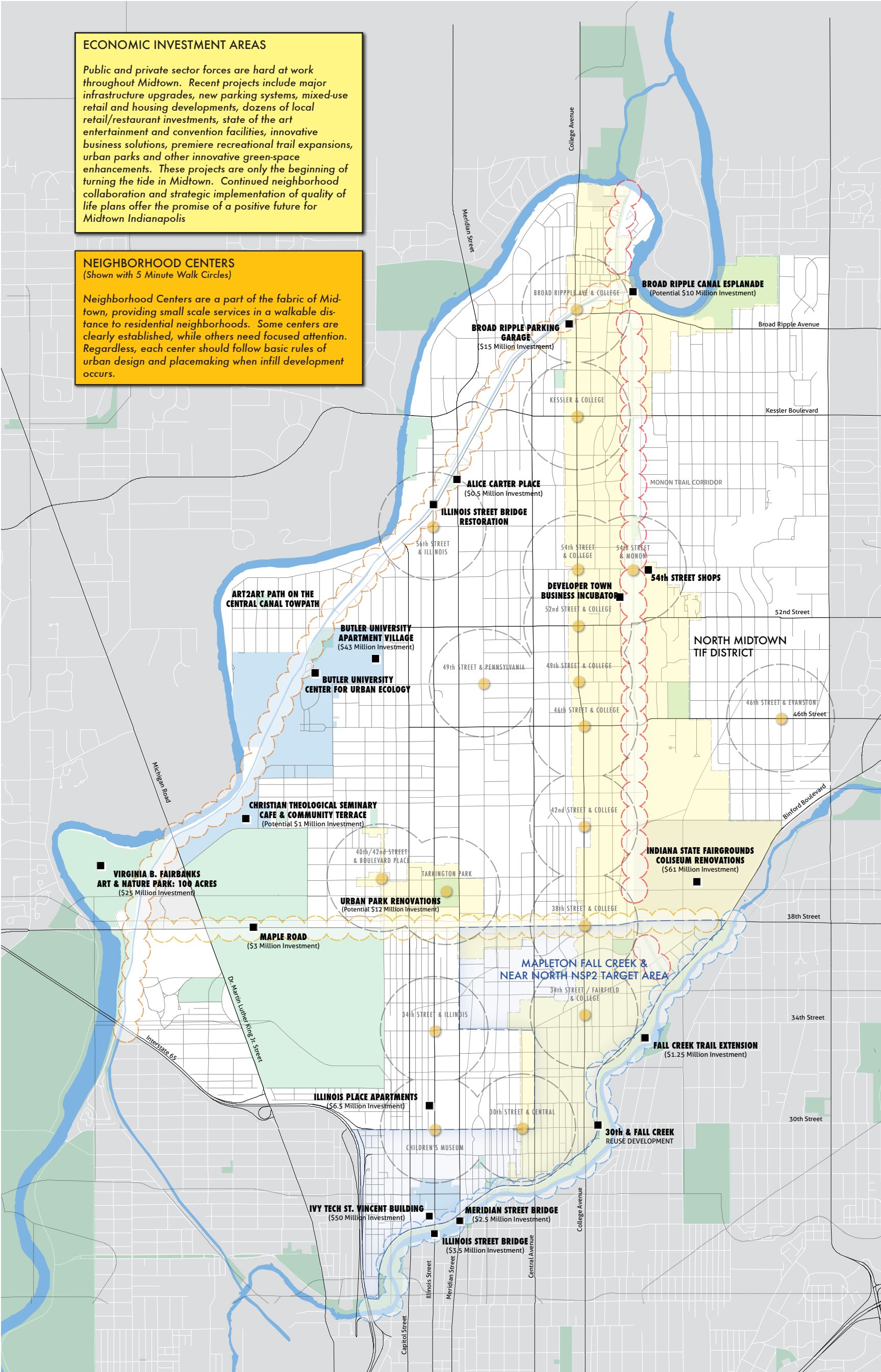


In Broad Ripple Village, most development is oriented to Broad Ripple Avenue as opposed to the Central Canal.



Tarkington Park at 39th/40th Streets between Meridian and Illinois is one of Midtown’s largest park facilities.

MIDTOWN: ECONOMIC INVESTMENT AREAS



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HISTORICAL PRECEDENTS IN INDIANAPOLIS



Building and maintaining sidewalks is not a new endeavor for the City of Indianapolis as seen in this historical photograph.



Since Alexander Ralston completed the plan for Indianapolis in 1821, city planning has played a major role in the formation of the City.



Broad Ripple High School, shown in 1936, has produced graduates that lead their fields and is a part of the Indianapolis Public Schools system.

GUIDING PRINCIPLES:

Eight Advantages to Form-Based Codes:

Because they are prescriptive (they state what you want), rather than proscriptive (what you don't want), form-based codes (FBCs) can achieve a more predictable physical result.

FBCs encourage public participation because they allow citizens to see what will happen where - leading to a higher comfort level about greater density, for instance.

Because they can regulate development at the scale of an individual building or lot, FBCs encourage independent development by multiple property owners.

The built results of FBCs often reflect a diversity of architecture, materials, uses, and ownership that can only come from the actions of many independent players operating within a communally agreed-upon vision and legal framework.

FBCs work well in established communities because they effectively define and codify a neighborhood's existing "DNA." Vernacular building types can be easily replicated, promoting infill that is compatible with surrounding structures.

Non-professionals find FBCs easier to use than conventional zoning documents because they are much shorter, more concise, and organized for visual access and readability. This feature makes it easier for non-planners to determine whether compliance has been achieved.

FBCs obviate the need for design guidelines, which are difficult to apply consistently, offer too much room for subjective interpretation, and can be difficult to enforce. They also require less oversight by discretionary review bodies, fostering a less politicized planning process that could deliver huge savings in time and money and reduce the risk of takings challenges.

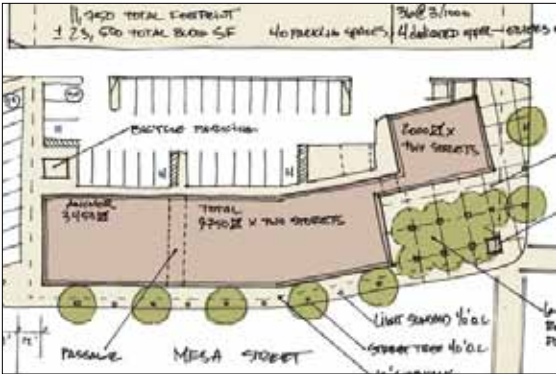
FBCs may prove to be more enforceable than design guidelines. The stated purpose of FBCs is the shaping of a high quality public realm, a presumed public good that promotes healthy civic interaction. For that reason compliance with the codes can be enforced, not on the basis of aesthetics but because a failure to comply would diminish the good that is sought.

Peter Katz, President, Form-Based Codes Institute
www.formbasedcodes.org

KEY FOCUS AREAS



Strong relationships with community policing activities increases opportunities for partnerships between local police and community residents.



Form Based Zoning or Codes have become a public policy tool to use urban design principles to shape development activities in a community.



High quality schools, such as IPS School 84/Center for Inquiry, must become a part of an overall effort to tell a story of high-quality education opportunities in Midtown.



Working to build strong public policy collaboration requires strong committed citizens and clear and consistent communications.

EXISTING CONDITIONS IN MIDTOWN



The Central Canal is owned by the City of Indianapolis Water Utilities and is a major part of the city's system.



Broad Ripple Avenue has significant plans to create a complete street with accommodations for cars and people.

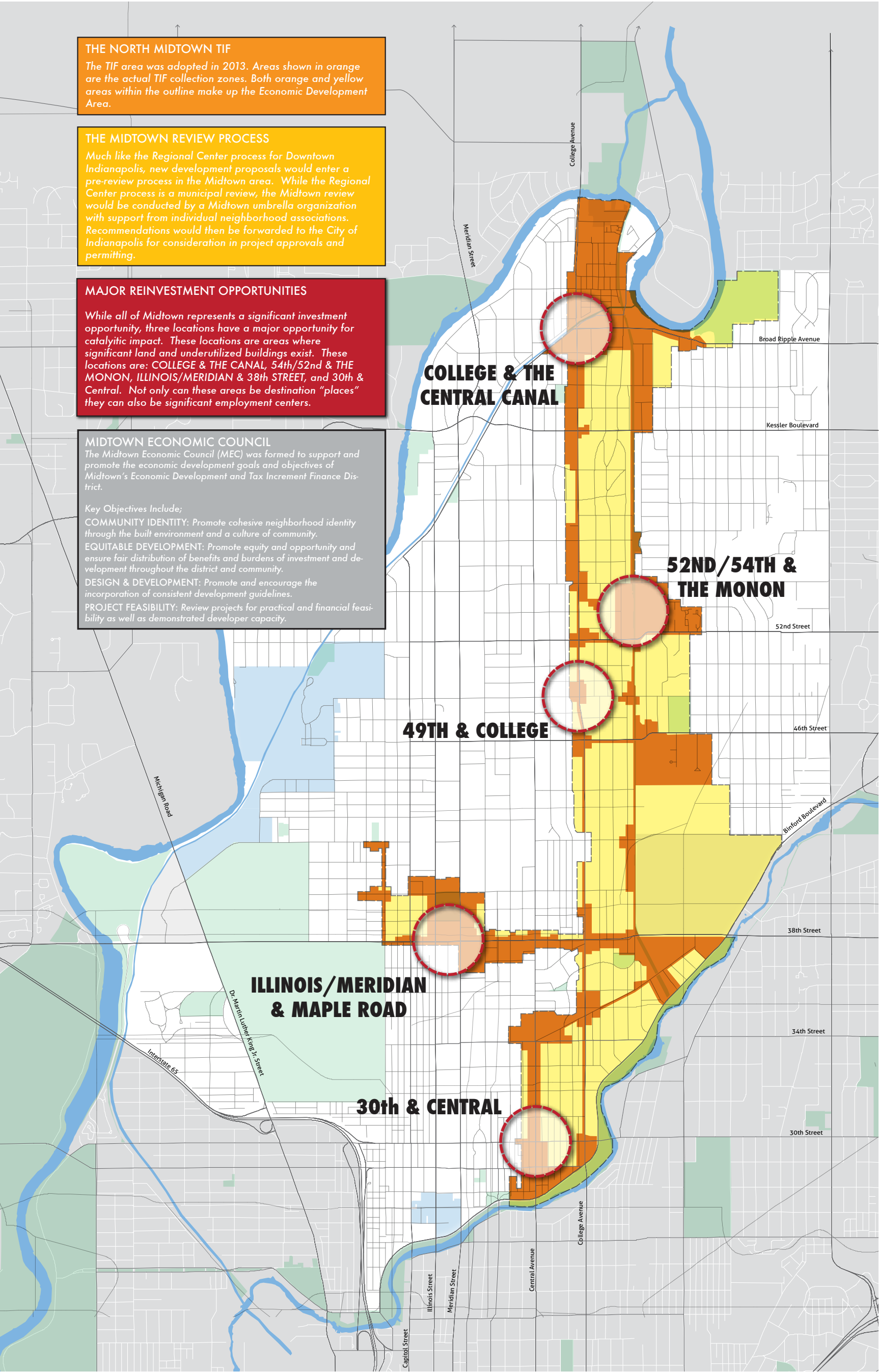


Plans are in process for improving Alice Carter Park at Meridian Street and Westfield Boulevard. Additional pedestrian connectivity improvements (crosswalks, median) will also be implemented.



Over 30+ Community Meetings have occurred in Broad Ripple Village, along College Avenue and along 38th Street (Maple Road) to build support for form-based coding and public policy improvements in Midtown.

MIDTOWN: PRIORITY DEVELOPMENT AREAS



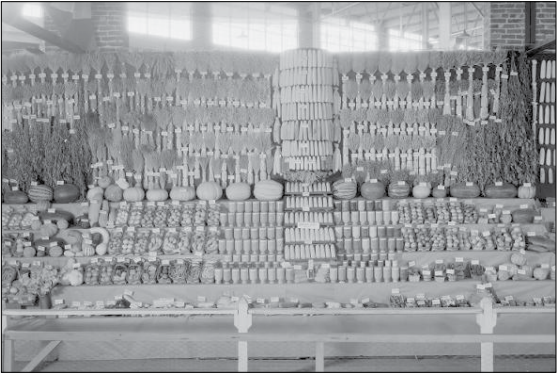
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HISTORICAL PRECEDENTS IN INDIANAPOLIS



Arthur Jordan Hall at Butler University in 1929. Butler University has been the major educational institution of Midtown for over 80 years.



The agricultural products exhibit at the 1935 Indiana State Fair. The Indiana State Fairgrounds has been located on 38th Street since 1892.



The Indianapolis Museum of Art has been located in it's current location at Michigan Road and 38th Street since 1970.

EXAMPLES FROM OTHER CITIES



In urban settings such as Portland's Pearl District, open spaces have value and give address to residential and office loft development.



Large, open floor plans or "loft-style" development creates opportunities for new economy office users.



Office spaces can be integrated with residential and retail uses in well-designed mixed use buildings.

GUIDING PRINCIPLES:

Key values offered by considering employment in Indianapolis:

- **LOW COST OF LIVING.** Indianapolis consistently ranks high on the list of most affordable cities in the U.S.
- **LOW COST OF BUSINESS.** Central Indiana has some of the lowest business operating costs in the nation based on labor, energy, and taxes.
- **EDUCATED WORKFORCE.** The city is at the center of a higher education corridor producing tens of thousands of engineering, life science, advanced manufacturing, management, and logistics graduates annually.
- **ACCESSIBILITY:** Indianapolis is accessible by 5 major interstates, 5 rail lines, and a new \$1 billion international airport. 75% of the U.S. & Canadian population can be reached in a one-day drive.

<http://www.indianapoliseconomicdevelopment.com/why-indianapolis/>

Additional economic development information can be found at:

Indy Partnership
www.indypartnership.com

Central Indiana Corporate Partnership (CICP)
www.cincorp.org



Art and Performing Arts space requires wide open floorplans and often are best accommodated in older buildings with lower rent costs.



Urban agriculture is playing a larger role in the future of cities. The proximity to the state fairgrounds is a possible opportunity for research and employment.

EXISTING CONDITIONS IN MIDTOWN



Hinkle Fieldhouse at Butler University is a symbol of Indiana Basketball tradition and pride.



The Indiana State Fairgrounds hosts numerous large and small events throughout the year.

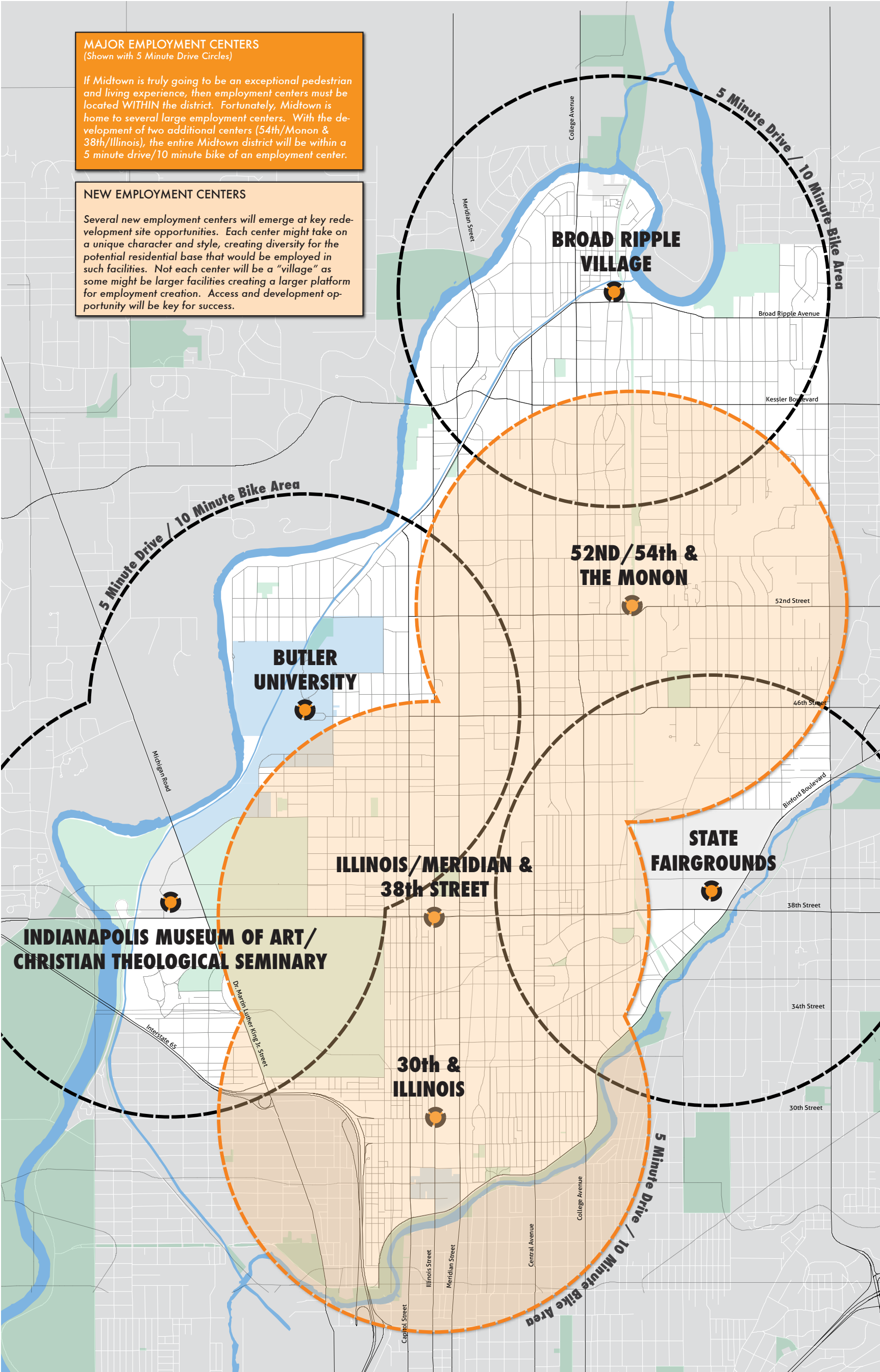


In Broad Ripple Village, large events are held in conjunction with a thriving everyday retail environment.



The Indianapolis Museum of Art hosts over 375,000 visitors each year.

MIDTOWN: ENHANCED EMPLOYMENT CENTERS



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- Currently successful individual neighborhoods will now be seen as a complete district or “part of town” that promises something special.
- What the public once saw as individual “institutions” they will now see as places that are even better because they are a part of Midtown.
- When you hear about Midtown you’ll be intrigued. When you come to Midtown, you’ll want to stay.

GUIDING PRINCIPLES:

Branding is a term that is often misused and misunderstood and requires some clarification.

- A brand is the relationship between the user and the product or service, or in the case of community branding, the place.
- A brand describes the emotions and experiences users have when they interact with a place.
- A brand defines the central, timeless essence or soul of this place and its intangible, emotional core.
- A brand exists in the mind of the user and connects the user’s own personal identity with that experience.
- A brand consists of a powerful set of promises that consistently deliver a relevant and distinctive experience, promising the same feelings and experiences every time the product or service is used, or the place is experienced.
- A brand must be relevant, differentiated from the competition, highly regarded, believable, and have emotional value.

A brand, however, is not a slogan, tagline, a logo or an ad campaign. These are the marketing elements that help convey and communicate the brand, but are not the brand itself.

Community branding will typically involve a process which includes the following phases:

Research and Analysis

Successful community branding projects will invest considerable time and resources into research to ensure that strategies are grounded in true research insights. The research considers the emotional and logical assets of the community.

Brand Development

This phase includes the development of the brand strategy and positioning, the brand visualization and messaging, and the final concept evaluation.

Marketing and Communications Plan Development

This phase includes specific plans and guidelines for advertising, public relations, interactive, and potentially buzz /experiential marketing and communications. Standards are established which address graphic identity, tone, logo, color, fonts, etc.

Launch and Implementation of Marketing and Communications Plan

Understand that everything about the community is part of its marketing vehicle -- for example, the weather, store fronts, schools, media articles about the area, as well as the marketing materials. This final phase will officially launch and implement the Marketing and Communications Plan, with ongoing processes and infrastructure for brand management in place.

EXAMPLES FROM OTHER CITIES



Public art and sculpture has the potential to be a part of a style and identity of a community and gives visitors and future investors a comfort that the community cares.



District signage can be put on top of local street signs to create a sense of arrival in a special district.



Communities and districts can gain an identity or theme around public infrastructure including trail systems.



Achieving a designation or award, as in Michigan communities with the Cool City Program can begin to distinguish a community in the marketplace.



Large scale public art can create a sense of landmark and destination, beginning to develop a humor and personal interest that attracts visitors and investment.



Events and festivals can be opportunities for a community to share their developed brand with a wider audience.

EXISTING CONDITIONS IN MIDTOWN



Bridges and structures are gateways in and of themselves, as illustrated by this bridge on the Monon Trail.



Public art is already in place in parts of Midtown, including this example from Broad Ripple.

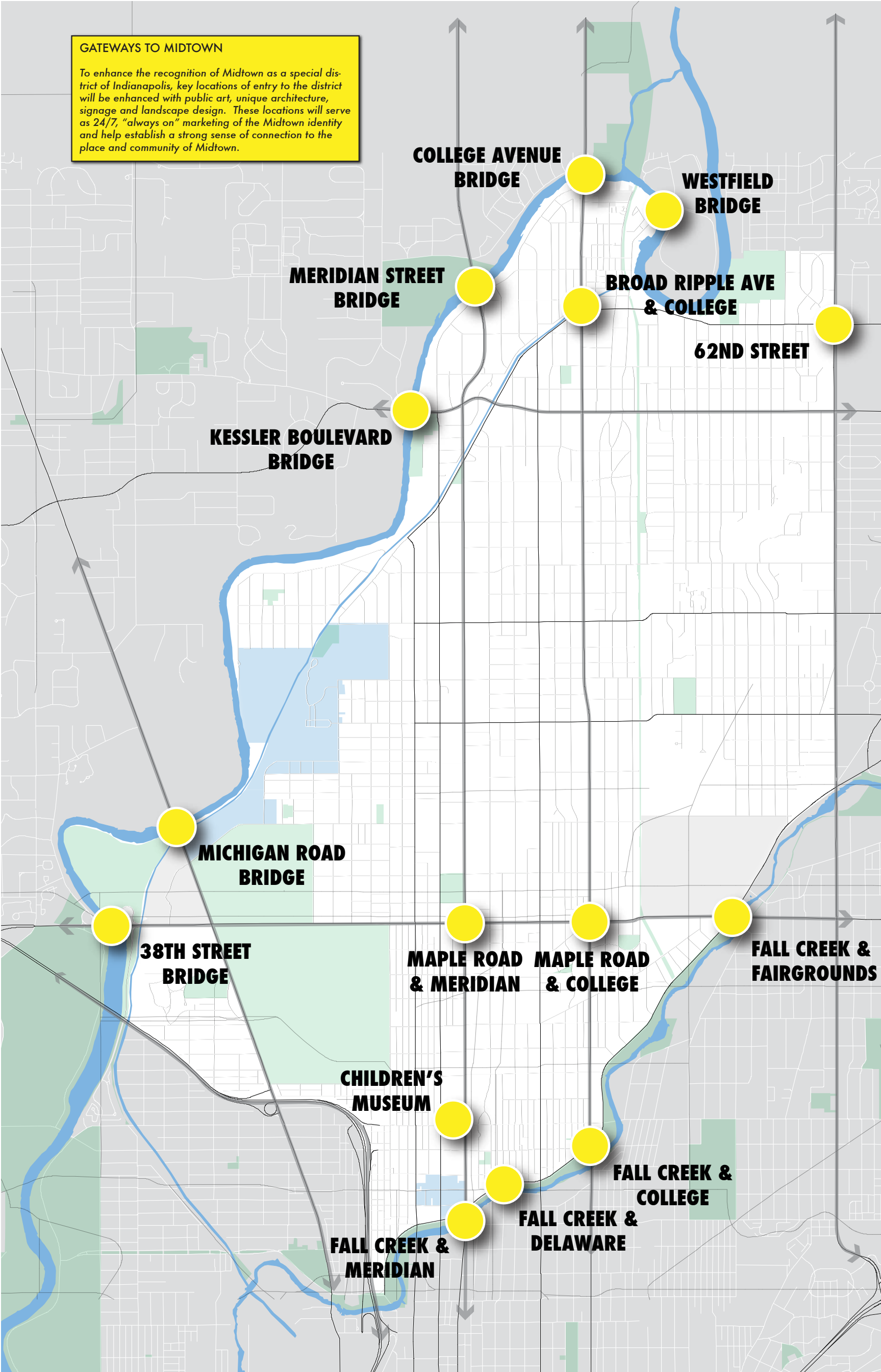


The Fall Creek Bridge at Meridian Street is a gateway across Fall Creek, primarily for automobiles.



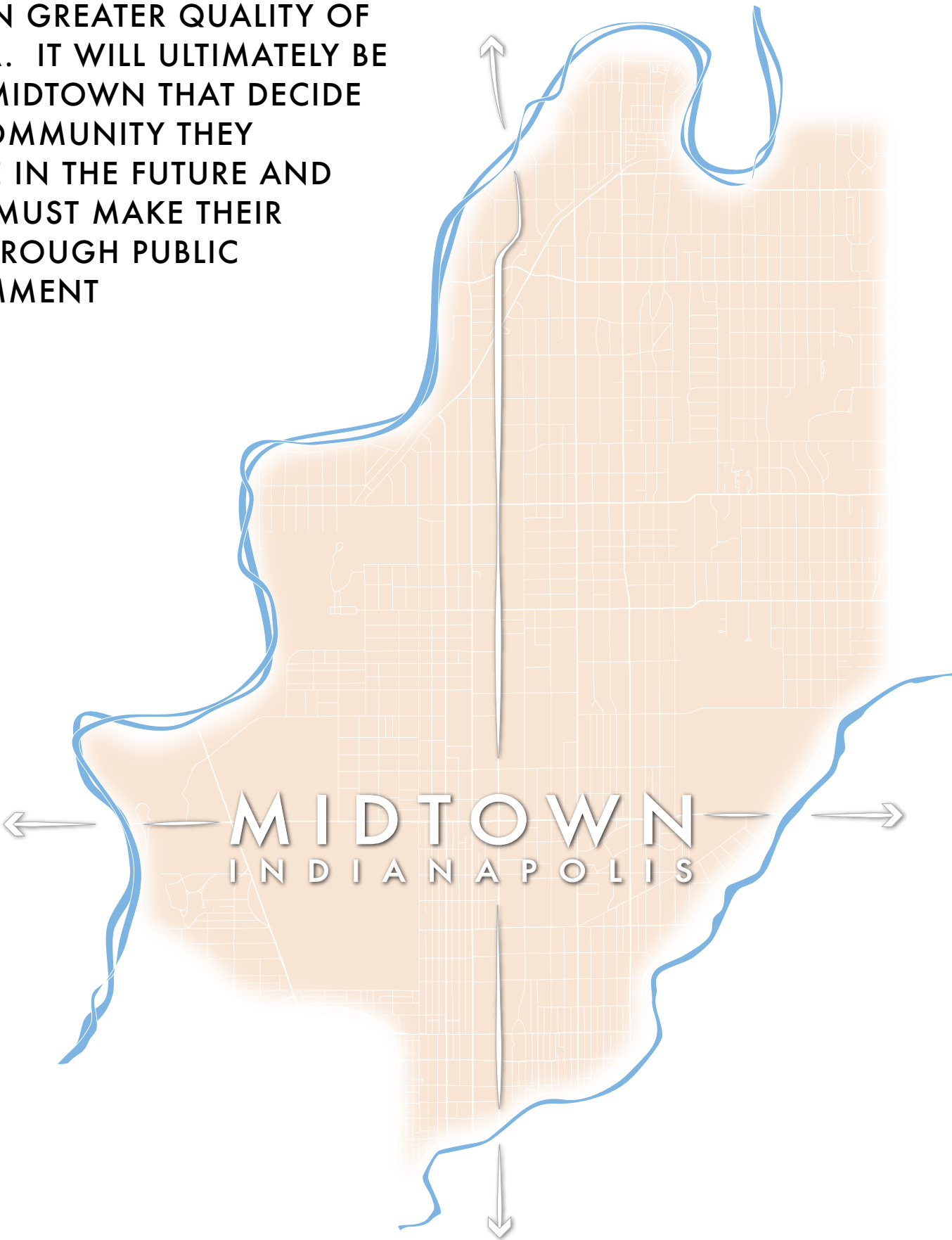
Historic Districts and other neighborhood designations, such as the North Meridian Street Historic District, can offer credibility for a community from visitors.

MIDTOWN: POTENTIAL KEY ENTRANCES



Moving Forward...
MIDTOWN INDIANAPOLIS

AS STATED AT THE BEGINNING, THIS DOCUMENT’S PURPOSE IS TO ADDRESS THE FUTURE OF MIDTOWN INDIANAPOLIS THROUGH BROAD STRATEGIES THAT CAN ASSIST IN BUILDING AN EVEN GREATER QUALITY OF LIFE FOR THE AREA. IT WILL ULTIMATELY BE THE CITIZENS OF MIDTOWN THAT DECIDE WHAT KIND OF COMMUNITY THEY WOULD LIKE TO BE IN THE FUTURE AND THEREFORE, THEY MUST MAKE THEIR VOICE KNOWN THROUGH PUBLIC DISCUSSION, COMMENT AND DEBATE.



A HEALTHY DIALOGUE AND DISCUSSION SHOULD FOLLOW THE READING OF THIS DOCUMENT...

Communicating

This document should not only be used as a planning tool, but also as a tool for communicating the commitment of the Midtown community towards building a strong district for the future. In this capacity, this document can be shown to business leaders, prospective employers and residents, schools and others to begin the discussion and dialogue that is critical to creating a strong community.

Organizing for the Future

Within this document, six key aspirations are outlined to guide the future of Midtown. Each of these aspirations offers an opportunity for organizing citizens and planning staff to focus on each aspirations’s attitudes and goals. Therefore, the neighborhood organizations of Midtown should work to create committees or organizations under the topics of each aspiration. These committees would be comprised of citizens, professionals in the related fields, elected officials and planning staff. Each committee would work to become “experts” in finding ways to achieve the aspiration in the Midtown District and defending the intentions of the aspiration in future planning and development activities. This quest for such expertise would include research, education, outreach and discussion in the future.

Creating Simple Design Guidelines or Zoning

Using this document as reference, a new set of design guidelines or “zoning” should be established for parts of Midtown. In this process, the current zoning ordinance should be reviewed for both clarity and its feasibility in assisting the building of the kind of community outlined in this document. This new set of guidelines or zoning should be graphically-oriented, simple, and clear, lacking the confusing legal language of past ordinances and yet providing definitive direction. The goal of this product will be to give all users the ability to clearly understand both the planning intentions of the City and the guideline’s theoretical underpinnings and rationale.

Continuing Education

Building a City is never a task that is complete. It is an on-going effort to create an always higher quality of life and seek opportunities to create an even better community. In this light, the organizations of Midtown must continue to seek opportunities to educate themselves on development practices, land use models and other topics which can assist in bringing knowledge to the community and increase overall quality of life.

ORIGINAL PLAN PREPARED BY:



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