IN 5 YEARS, IMAGINE...

More visitors (both nearby and those traveling from afar) will come to EXPERIENCE our Downtown. They will want to stay LONGER and return more often.

You will see a SURPRISE around every corner and regularly hear a passerby say, “No way, that’s COOL!”

Entrepreneurs will discover a Downtown that’s RIPE for starting and growing their INNOVATIVE businesses.

It will be a VIABLE option for you NOT to own a car, and it will be even easier to get around Downtown.

Our Downtown workers will benefit from a CLEAN and SAFE environment, along with a TIGHT-KNIT network of colleagues who want to STAY after work to make new connections.

Our residents who choose to call Downtown their home will feel a special bond to their neighborhood and be ENGAGED in shaping its FUTURE.
Indeed, Downtown Indianapolis is at a convergence of opportunities poised to advance its next evolutionary stage. There is movement. There is magnitude. And as a result of this plan, there is direction.

Over the past four decades, Downtown Indianapolis has fortified its position as Indiana’s center of commerce, government, medicine and education. Downtown has become a national success story with its growth of tourism, sports, arts and entertainment. Now, building upon a legacy of thoughtful leadership, wise planning and public/private investment, Downtown is emerging as a collection of multi-dimensional neighborhoods offering a variety of choices for living, innovating and celebrating.

So enters Velocity — a strategic yet tactical plan that recognizes a changing environment, mobilizes resources and sets a path of action/energy among a diverse array of community stakeholders who collectively share a passion for Downtown. Velocity aims to refresh the vision for Downtown and then accelerate implementation — movement with direction — guided by a shared roadmap.

**THE NAME GIVEN TO A CO-CREATED, FIVE-YEAR STRATEGIC PLAN FOR DOWNTOWN INDIANAPOLIS, GUIDED AND ACTIVATED BY COLLABORATING ORGANIZATIONS.**
HELLO!

Over the past year, thousands of people from across Indianapolis and Central Indiana have come together to participate in Velocity, a collaborative effort to envision the future of Downtown Indianapolis. Now, after dozens of advisory group meetings, interviews and roundtable sessions, we’re releasing a five-year strategic action plan for Downtown. We are overwhelmed by a sense of gratitude and appreciation for every person who contributed passion, energy, time, resources and ideas to shape this plan.

When we set out to develop this plan, we were very intentional about two key aspects: First we took a strengths-based approach to planning, purposefully building on the solid foundation that leaders in Indianapolis have laid over the past 40 years as they’ve worked to create a vibrant Downtown. We also decided to focus our energy on what we share in common instead of on our differences. As it turns out, we have similar aspirations for how our Downtown should look and feel; though we are a diverse community, our vision is strategically aligned.

In the Velocity plan, you’ll see a push to make Downtown an even more engaging and exciting place for residents, workers and visitors alike. You’ll notice a call for more connectivity, via public transportation, biking, and walking. You’ll find proposals to make Downtown more accessible to entrepreneurs and innovators. We invite you to read the plan in depth and we think you too will see Downtown Indianapolis as a place of possibilities.

We realize that the Velocity plan is just the beginning and that the real work lies ahead. Given the passion, energy and time we’ve seen so far, however, we’re convinced that even greater things lie in store for downtown Indianapolis. Our city is committed to success, and by accelerating our vision and executing the Velocity plan, we’ll ensure that Downtown achieves its potential and remains a place of choice for generations to come.

Kris Skidmore
FlashPoint President
Indianapolis Downtown Inc.

Sherry Seiwert
President
Indianapolis Downtown Inc.

GREG BALLARD
MAYOR OF INDIANAPOLIS

KEY BENEFITS OF VELOCITY

1. MAXIMIZE EFFORTS, LEVERAGE EXISTING RESEARCH AND REDUCE OVERLAP
Velocity took input, studies, plans and data from local organizations and initiatives large and small in order to be best poised for immediate response and action.

2. FACILITATE AN INCLUSIVE, PARTICIPATORY PROCESS
More than 4,000 diverse voices contributed to Velocity through a combination of committees, open forums and surveys during 2013. From the visionaries that led this city over the past 40 years to a new generation of emerging leaders, Velocity gathered multiple perspectives throughout Downtown, its business sector and adjacent neighborhoods, as well as the City and County.

3. FORGE ENDURING PARTNERSHIPS AND RELATIONSHIPS
Velocity gathered organizations, neighborhood groups, public agencies, businesses and individuals to set the stage for a new generation of problem-solving. The future of Downtown requires bridging the knowledge and gravitas of current organizations with the energy and innovation from entrepreneurial ideas.

4. REALIGN INDIANAPOLIS DOWNTOWN, INC. (IDI)
Velocity is sponsored by Indianapolis Downtown, Inc., the business leadership organization for Downtown that is entering its 21st year. Velocity provides an up-to-date blueprint for refocusing and in some cases realigning IDI’s agenda and programs to create new partnerships and implement actions that will continue to improve Downtown.

CONSISTENT THEMES

FROM THE COMMUNITY OUTREACH PROCESS, CONSISTENT THEMES TO IMPROVE DOWNTOWN INDIANAPOLIS INCLUDED THE FOLLOWING:

1. THRIVING:
   ENERGETIC | PROSPEROUS | INNOVATIVE

2. INCLUSIVE:
   PARTICIPATORY | MULTICULTURAL | VIBRANT

3. CONNECTED:
   ENGAGED | RELATIONAL | ACTIVE

4. WELCOMING:
   ATTRACTIVE | SAFE | HOSTILE

5. DISTINCTIVE:
   BOLD | AUTHENTIC | SMART

PARKING

DEDICATED TO THE SUSTAINABLE GROWTH OF DOWNTOWN INDIANAPOLIS

DOWNTOWN NEIGHBORHOOD
Viewing Downtown as a collection of neighborhoods, with more residential, dining, retail, and woven together by pedestrian-friendly streets.

RECRUITING NEW BUSINESS
Recruiting new businesses, especially to retail storefronts and vacant office space.

PUBLIC GREEN SPACES
Improving public/green spaces by activating them with recreational spots, arts, playgrounds, events and other activities.

DIVERSE HOUSING OPTIONS
Encouraging a range of diverse housing options, including market rate, affordable, workforce and housing for the homeless.

“INDIANAPOLIS HAS DONE A GREAT JOB IN PREVIOUS DECADES OF BUILDING THE BONES OF A GREAT DOWNTOWN. NOW THE VELOCITY PLAN LAYS OUT A PLAN FOR FLESHING OUT THIS FRAMEWORK WITH AN EXCITING MIX OF TARGETED IMPROVEMENTS AND ACTIVITY THAT WILL CREATE A 24-HOUR DOWNTOWN.”

BILL TAFT
EXECUTIVE DIRECTOR, LISC

“Thanks to decades of planning and great leadership, Downtown Indianapolis serves as a model for urban revival across the country. Velocity charts a path forward to ensure that Indy remains a safe, clean and beautiful place for people to live, work, visit and raise a family.”

GREG BALLARD
MAYOR OF INDIANAPOLIS

SO THE MOVEMENT BEGINS...

As Velocity ensued, those leading the process determined a set of values through which each discussion about Downtown should be viewed. These values articulate a combination of either who Downtown is and/or who it wants to be. Therefore, when viewing the possibilities for a co-created strategic action plan for Downtown Indianapolis, what emerges is a plan that communicates a Downtown that is...
**MARKET PROFILE**

**GREAT TIMING**

**INDIANAPOLIS HAS A STRONG ECONOMIC FOUNDATION.** Downtown Indianapolis is fortunate to already be a regional center for the medical and education sectors. While prospects for these anchors are bright, they need to continue to attract a young skilled workforce. The evolution of Downtown into a place that embodies the lifestyles and values of this next generation workforce ensures that Indianapolis secures its competitive position as a great and growing Midwestern city already recognized on the national stage.

**CITIES ARE DESIRABLE.** National trends support the development of thriving urban areas in America. Two generations dominating our economy — younger Millennials and older Baby Boomers — share a growing preference for living in vital, compact communities near urban cores. Lifestyles placing a premium on mobility and health options are resulting in households choosing to live in walkable and bikeable neighborhoods. The nature of job creation is changing, and competitive cities are nurturing entrepreneurship and innovation.

**DOWNTOWN IS A GREAT PLACE TO LIVE.** Perhaps the most profound mindset resulting from Velocity is the recognition that Downtown needs to be seen in a new way. For the past 40 years, Downtown has been planned to be a center for jobs and entertainment — a commuters downtown that efficiently brings people in and out. Today, moving forward, Downtown should also be viewed as a collection of multi-dimensional neighborhoods by adding desirable amenities, calming key streets and enhancing sustainability efforts.

**HUMAN CAPITAL MATTERS.** Cities are increasingly competing over a limited supply of young skilled workers that are best matched to the job opportunities created by an innovation economy. These eager and motivated younger workers, the raw material of the next economic cycle, are attracted to environments that foster diversity, social interaction and sustainability. Place is beginning to matter first, and it will be increasingly important to offer amenities that continue to attract and retain this important growing workforce.

**Velocity includes an updated market profile, providing a snapshot of economic opportunities that can help direct and inform Downtown’s next cycle of planning and investing. Market indicators were developed for two geographic areas – the core of Downtown and a larger Velocity study area that embraces adjacent neighborhoods.**

**KEY INDICATORS FROM THE MARKET PROFILE:**

1. **DOWNTOWN REMAINS THE ECONOMIC HUB OF INDIANA.** Anchored by world-class medical, technology and educational institutions, Downtown Indianapolis offers an enviable combination of economic strengths that bodes well for the future. Downtown is home to 37% of the region’s office space. Post-recession real and office vacancy rates remain stubbornly high but offer nationally competitive price points that can lure innovative businesses.

2. **DOWNTOWN HAS EMERGED AS THE REGION’S HUB FOR TOURISM, ARTS, CULTURE AND SPORTS.** With more than 20 million visitors and 20 million estimated annual hotel room nights, Downtown Indianapolis offers an enviable combination of economic strengths that bodes well for the future. Downtown continues to build momentum as a visitor destination, increasing convention attendance by 66% from 2008 through 2012 and absorbing 25% more hotel rooms.

3. **THE RESIDENTIAL POTENTIAL FOR DOWNTOWN IS SIGNIFICANT.** The marketplace is already responding to the demand for living, with the largest number of units currently under construction in recent history. Downtown’s existing employee base offers an untapped market — nearly 99% of the 73,000 employees in the Downtown core commute to work.

4. **DOWNTOWN HOUSEHOLDS BRING NEEDED INCOME TO INDIANAPOLIS.** Among 9,005 existing residents within the Downtown core, per capita incomes exceed those of the greater Indianapolis/Carmel region — $28,639 vs. $26,605. Attracting more residents to Downtown from outside the county and state will build the tax base, providing benefits for all of Indianapolis.

5. **MORE HOUSEHOLDS WILL BRING ADDITIONAL VITALITY TO DOWNTOWN.** Increasing the number of residents offers the opportunity to support the community for which Downtown is vital. Jobs, culture, dining and retail – critical elements needed to support a community – are already in place. Additional amenities to attract and support residents, including active green space, transportation and mobility options, quality schools and neighborhood-serving retail, are attainable in the next five years.

The Velocity Action Plan is strategic as well as tactical, identifying a series of actions that can take place over the next five years to advance Downtown’s evolution to a collection of multi-dimensional neighborhoods. Each action is supported by a detailed program that includes strategies, both for quick wins and five-year time horizons, as well as implementation strategies.

**SUMMARY OF ACTION PLAN**

**VIBRANT ECONOMIC DEVELOPMENT**

- Encourage innovation and foster entrepreneurial businesses and sites.
- Improve, enhance and expand Downtown’s core industries (e.g., research, medical, office, tourism, retail, etc.).

**HOUSING, ENVIRONMENTAL LIVABILITY**

- Drive Downtown as a collection of multi-dimensional work, live and play neighborhoods.
- Strengthen connections to neighborhoods surrounding Downtown.

**PUBLIC SPACES AND ACTIVATION**

- Utilize new and existing public and/or green spaces to engage users and stimulate new development.
- Collaborate to maintain public spaces and assets within Downtown in a beautiful and safe condition.

**MULTI-MODAL TRANSPORTATION**

- Promote and enhance public transit options that better connect Downtown to surrounding neighborhoods.
- Increase awareness and promote all options for getting around Downtown, especially walking and biking.

**DOWNTOWN ENVIRONMENT AND EXPERIENCE**

- Maintain a clean and safe Downtown experience.
- Offer and articulate a vibrant experience day and night for residents and visitors.

**ARTS, CULTURE, SPORTS AND ATTRACTIONS**

- Promote stronger co-marketing and collaborations that will cultivate participation in events and experiences.
- Build a stronger network and more collaborative infrastructure to support arts, culture, sports and attractions.
THE ACTION PLAN

HOUSING, NEIGHBORHOODS, LIVABILITY

18-MONTH TACTICS
- Identify eight sites in residential neighborhoods to create micro-parks, community gardens, play spaces, dog parks, etc.
- Gather and disseminate data to inform state officials on policies that support the livability of Downtown
- Create a promotional toolkit for recruiters, realtors and Downtown workers about Downtown’s current inventory assets (housing, shopping, fitness, education, etc.)
- Gather and utilize market data to inform Downtown developers on residential and employee needs at all income levels
- Target and enhance underpasses as key gateways that connect to surrounding neighborhoods (encore lighting, murals, etc.)
- Create a welcome-dinner program for new residents to Downtown

5-YEAR TACTICS
- Create and distribute informational materials for neighborhood residents to build awareness, as well as advocate for greater quantitatively higher quality of schools, daycare and preschools
- Identify, prioritize and value underutilized office space to convert to daycare primarily for infant and preschool-aged children
- Investigate the feasibility of an additional public K-8 school in the Downtown core
- Create a community enhancement fund to leverage resident-serving amenities, including public art and green spaces
- Create additional greenways connecting neighborhoods, including IUPUI, to Downtown
- Create and distribute marketing materials to promote specific Downtown neighborhoods to prospective residents
- Create a Downtown residents’ association to support the needs of residents and provide loyalty benefits with local businesses

DOWNTOWN ENVIRONMENT & EXPERIENCE

18-MONTH TACTICS
- Drive the passage of a panhandling ordinance, and develop and execute a communications plan
- Launch an education campaign citing safety statistics of Downtown
- Increase the Downtown tree canopy to improve sustainability and beautification
- Create a sidewalk cleanliness recognition program
- Institute street-level ambassador on Georgia Street to improve safe and clean initiatives
- Assess, articulate and activate a refreshed branding campaign that reinforces what’s distinct, compelling and authentic about the downtown experience
- Activate/force Downtown’s brand messages beyond individual events, attractions, organizations, etc.
- Partner on a Downtown visitor center to connect visitors with attractions
- Create promotional materials for businesses to encourage and facilitate more outdoor dining

5-YEAR TACTICS
- Create an awareness campaign to connect private supporters (e.g., churches, businesses, visitors) with social service providers on how to provide aid to the Downtown homelessness population
- Install more street-level lighting to reduce crime and promote public safety and beautification
- Create packaged experiences for visitors and residents (e.g., Brewery Trail, local shopping, etc.)
- Advocate for enforcement of urban design guidelines (e.g., street-level window transparency)
- As Downtown’s brand evolves, expand marketing, public relations and communications to increase exposure and identity
- Create a campaign to promote local artisans (e.g., local foods, products, etc.)

PUBLIC SPACES & ACTIVATION

18-MONTH TACTICS
- Enhance programming at key public spaces (Military Park, American Legion Mall, etc.)
- Connect developers with designers and/or artists to enhance projects near public spaces with artistic amenities, public art, etc.
- Develop a public spaces asset map
- Advocate for installation and maintenance of public restrooms
- Create a Downtown residents’ association to support the needs of residents and provide loyalty benefits with local businesses
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18-MONTH TACTICS
- Create a plan and select key sites to encourage participation in pop-up entertainment (e.g., films, music, sports, chalk, magic, etc.)

5-YEAR TACTICS
- Create a micro-grant fund for innovative start-ups
- Match pop-up retail (i.e., interim, seasonal uses) and new-concept stores with vacant locations
- Create and distribute informational materials for neighborhood residents to build awareness, as well as advocate for greater quantitatively higher quality of schools, daycare and preschools
- Identify, prioritize and value underutilized office space to convert to daycare primarily for infant and preschool-aged children
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18-MONTH TACTICS
- Develop an inventory/database of catalytic sites to house entrepreneurial businesses
- Create a development opportunity analysis for areas that are not yet master planned
- Create an entrepreneur summit to convene and encourage innovative ideas
- Develop and execute a branding plan to promote the Market District Downtown’s first green/sustainable neighborhood
- Develop new marketing tools to better position Downtown for outside businesses
- Create a case for Downtown sustainability
- Create a retail opportunities plan for Downtown
- Create a real estate task force to gather market information in order to better retain and recruit businesses
- Continue to promote/market the attraction of high growth industries to Downtown (e.g., life sciences, biomed/IT, etc.)
- Create free Wi-Fi zones within the Downtown core

5-YEAR TACTICS
- Connect small businesses with existing education, technology and medical industry anchors
- Investigate possible locations and plan live-work spaces for start-ups in key commercial nodes
- Match pop-up retail (i.e., interim, seasonal uses) and new-concept stores with vacant locations
- Create a micro-grant fund for innovative start-ups
- Investigate the feasibility of creating a nonprofit development entity that can mobilize public/private capital and partnerships
- Investigate other locations that could be branded as unique districts outside of Downtown
- Create a physical link over/under West Street to connect IU/PUI to Downtown
- Ensure Capital Improvement Board funding necessary to maintain public facilities and fund maintenance
- Identify prioritize and value choice “class C” office space to convert to residential, start-up space and/or other alternative uses
- Develop a plan for Indiana Avenue to celebrate the culture and heritage of the area and encourage additional investment along the corridor

MULTI-MODAL TRANSPORTATION

18-MONTH TACTICS
- Mobilize Downtown stakeholders to advocate for public transit improvements
- Participate in the rollout and promote the new electric car share program
- Investigate a plan to convert key/selected one-way streets to two-way streets (e.g., Michigan Street, College Avenue)
- Investigate a plan to convert Vermont Street as primarily a pedestrian and bike corridor (connecting the east and west sides of Downtown)
- Participate in the rollout of and promote the new bike share programs in and around Downtown
- Implement a campaign with local businesses and attractions to share all mobility options (e.g., bike, bus, walking directions)

5-YEAR TACTICS
- Continue supporting Indy Connect and the future of transit
- Gather and share data on parking supply and demand, as well as how Downtown Indianapolis compares to peer cities
- Increase incentives to encourage more ride-sharing (e.g., Commuter Connect, carpooling, etc.)
- Enhance existing bike routes/increase safety by improving mid-block crossings, increasing signal timing, path painting, etc.
- Encourage more employers to offer showering facilities and secure, enclosed bike storage facilities
- Install more bike racks at key locations and develop a bike demand plan

ARTS, CULTURE, SPORTS & ATTRACTIONS

18-MONTH TACTICS
- Initiate a two-week Indianapolis Arts Festival, launching with Start with Indy to showcase the diversity of our local arts scene and generate buzz
- Create an “Arts Passport” program for university students
- Promote resident opportunities for participation and volunteerism in high-profile national and international sports events (NCAA Basketball Final Four, Olympic Trials, etc.) and community-based sports events (500 Festival Mini Marathon, etc.)
- Encourage guerilla-style street events (e.g., chalk Fest) that surprise people and utilize public assets
- Assess the needs of Cultural Districts to develop plans for enhancement
- Investigate the feasibility for subsidized artist live-work spaces and small venues to showcase artists’ work
- Encourage art/cultural/arts organizations to include new amenities such as outdoor seating, cafes, etc., at or near their facilities
- Create a plan and select key sites to encourage participation in pop-up entertainment (e.g., films, music, sports, chalk, magic, etc.)

5-YEAR TACTICS
- Partner with universities to create a “Collaboratory” where students will help to address challenges/solutions for Downtown
- Connect artists and property owners to better utilize public spaces and store windows for temporary or permanent uses (e.g., pop-up galleries, micro-museums, art jams, IU/PUI Downtown facts, etc.)
- Create a loyalty program that engages residents in professional sports franchise events and activities
- Create a database of Downtown event spaces
- Execute a plan for enhancing and better connecting Downtown Cultural Districts
- Create an awareness campaign to draw attention to Downtown arts, culture, sports and attractions (i.e. Big Red Arrow 2.0)
- Identify funding mechanisms to ensure that sporting and events can continue

VIBRANT ECONOMIC DEVELOPMENT

18-MONTH TACTICS
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COMMUNITY ENGAGEMENT

During the first six months of 2013, the Velocity strategic planning process invited extensive community input from a variety of community stakeholders. Nearly 4,000 individuals participated in one or more of the following outreach methods:

- **A DOWNTOWN OPEN HOUSE**
  - was convened in April, inviting Downtown stakeholders to provide input and establish priorities. A keynote presentation by Lee Fisher, CEO of CEOs for Cities, offered inspiration from changing demographics and lifestyles that are favorable for downtowns. Those attending were then invited to indicate their priorities through a mapping process during an interactive session.
  - PARTICIPATION: 150+ RESIDENTS

- **THE VELOCITY STEERING COMMITTEE**
  - was composed of 30 Downtown stakeholders representing a variety of civic and business interests. It was charged with providing general plan oversight and creative input to help weave the plan together. It included many of the organizational partners that will be working together on plan implementation.
  - PARTICIPATION: 30 COMMUNITY LEADERS

- **KEY STAKEHOLDER INTERVIEWS**
  - were held with 36 leaders and influencers, encompassing former mayors as well as current and emerging leadership.
  - PARTICIPATION: 36 COMMUNITY LEADERS

- **SIX ADVISORY GROUPS**
  - were organized around the six action constructs of Velocity. More than 200 Downtown stakeholders participated in a series of advisory group workshops designed to broaden and include creative input into the process.
  - PARTICIPATION: 200+ COMMUNITY LEADERS

- **A COMMUNITY ONLINE SURVEY**
  - drew more than 3,000 responses from a wide variety of Downtown employees, visitors and Indianapolis residents.
  - PARTICIPATION: 3,000+ RESIDENTS, VISITORS AND EMPLOYEES

- **NEIGHBORHOOD OPEN HOUSES**
  - were convened by Ball State’s College of Architecture and Planning: Indianapolis Center in May and June of 2013. The five neighborhood open houses were conducted in adjacent neighborhoods, and more than 150 residents participated in the interactive forums.
  - PARTICIPATION: 150+ RESIDENTS

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Velocity creates a new way of looking at Downtown Indianapolis as a multi-dimensional collection of neighborhoods. To realize this vision, the Velocity action plan recommends that resources and energy be concentrated on building from and connecting to the existing activity centers and capitalizing on the investments that are already gaining momentum in Indianapolis. The Velocity framework helps guide, leverage and make the most of public and private investment over the next three to five years by concentrating on physical improvements that are essential to Downtown’s transformation.

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“Allison Melangton
President, Indiana Sports Corporation

“Velocity is important because it generates a plan for everyone, not just an individual organization or a single initiative. Velocity brings many people together for a common goal and that is to make our community better.”

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**GEOGRAPHIC SCOPE AND FRAMEWORK**

Velocity creates a new way of looking at Downtown Indianapolis as a multi-dimensional collection of neighborhoods. To realize this vision, the Velocity action plan recommends that resources and energy be concentrated on building from and connecting to the existing activity centers and capitalizing on the investments that are already gaining momentum in Indianapolis. The Velocity framework helps guide, leverage and make the most of public and private investment over the next three to five years by concentrating on physical improvements that are essential to Downtown’s transformation.
TRANSFORMATIONAL VELOCITY TACTICS

The following renderings are potential views that help visualize three of Velocity’s bold tactics.

CONSIDER: VERMONT STREET ENTRANCE
CONNECTING NEIGHBORHOODS TO DOWNTOWN

IMAGINE what simple cleaning, painting, plantings and artistic lighting could do to enhance some of the key entryways into our Downtown from the surrounding neighborhoods. Where the invitation to connect is obvious and the ability to do is effortless. Whether approaching by foot, bike or car, addressing these portals could and would go a long way to expanding the sense of openness, COMMUNITY and inclusion – and broaden our connectivity to our neighborhoods.

“Velocity represents an effort that is at the heart of one of Indianapolis’ national brands, that is, a brand of public private partnerships where GOVERNMENT, NONPROFIT AND FOR-PROFIT SECTORS ROLL UP THEIR SLEEVES and get to the business of making our city the most competitive and livable place it can be.”

CONSIDER: WEST STREET BRIDGE
CONNECTING STUDENTS TO DOWNTOWN

THINK about how adding a bike and pedestrian bridge over West Street would open up Downtown to the thriving energy of IUPUI – connecting students, faculty, residents and visitors to the Cultural Trail, Canal and new developments coming online in the northwest quadrant. And going the other way – allowing Downtowners the ability to easily cross a heavily traveled Downtown thoroughfare to gain ACCESS to more trails, green space, the White River and our neighbors on the near Westside – where a bridge goes from being a noun to a critically important verb for Downtown.

“For more than a generation, investing in the connections between places has been an important focal point of our Downtown development strategy. The Downtown Canal, the Cultural Trail and Georgia Street are just a few of our more striking achievements. INDIANAPOLIS MUST CONTINUE TO INVEST IN ITS CONNECTIONS in order to attract a new generation of residents, students and workers.”

CONSIDER: UNIVERSITY PARK
ENHANCING PUBLIC SPACES FOR ALL DOWNTOWN USERS

ENVISION the growing residential population of Downtown having a central place to bring children to swing, PLAY, run and pretend in a central park where they’re safe from chasing a ball into a downtown street and where waterplay is inviting and welcomed. A place along the Cultural Trail where friends can meet to relax, play bocce or challenge a co-worker to chess all under a canopy of shade trees while enjoying a beverage or a snack from a nearby vendor. A place that includes a fenced-in dog park, too. Envision an oasis of recreation in the heart of Downtown.

“As I think about Velocity, I am really excited about all the OPPORTUNITIES THAT WILL HELP ENRICH OUR DOWNTOWN. We work hard every day to attract and retain talent within our company. The proposals within the Velocity plan will create live, work and play experiences that will help WellPoint and other Downtown employers give candidates a compelling story about life in Indianapolis.”

KARIN SARRATT
Vice President, Talent Management
Chief Diversity Officer, WellPoint

MICHAEL HUBER
President and CEO
Indy Chamber

ADAM THIES
Director, DMD
City of Indianapolis

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