

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**.

velocity

velocity
ACCELERATING DOWNTOWN'S VISION

FUNDED BY:



A FIVE-YEAR STRATEGIC ACTION PLAN
FOR DOWNTOWN INDIANAPOLIS
2014 – 2018

A SPECIAL THANKS TO
LILLY ENDOWMENT, INC.,
JPMORGAN CHASE FOUNDATION,
THE CITY OF INDIANAPOLIS,
AND FLASHPOINT
FOR SUPPORTING THIS PROJECT.

VIEW THE FULL PLAN AT INDYVELOCITY.COM.



VE•LOC•I•TY

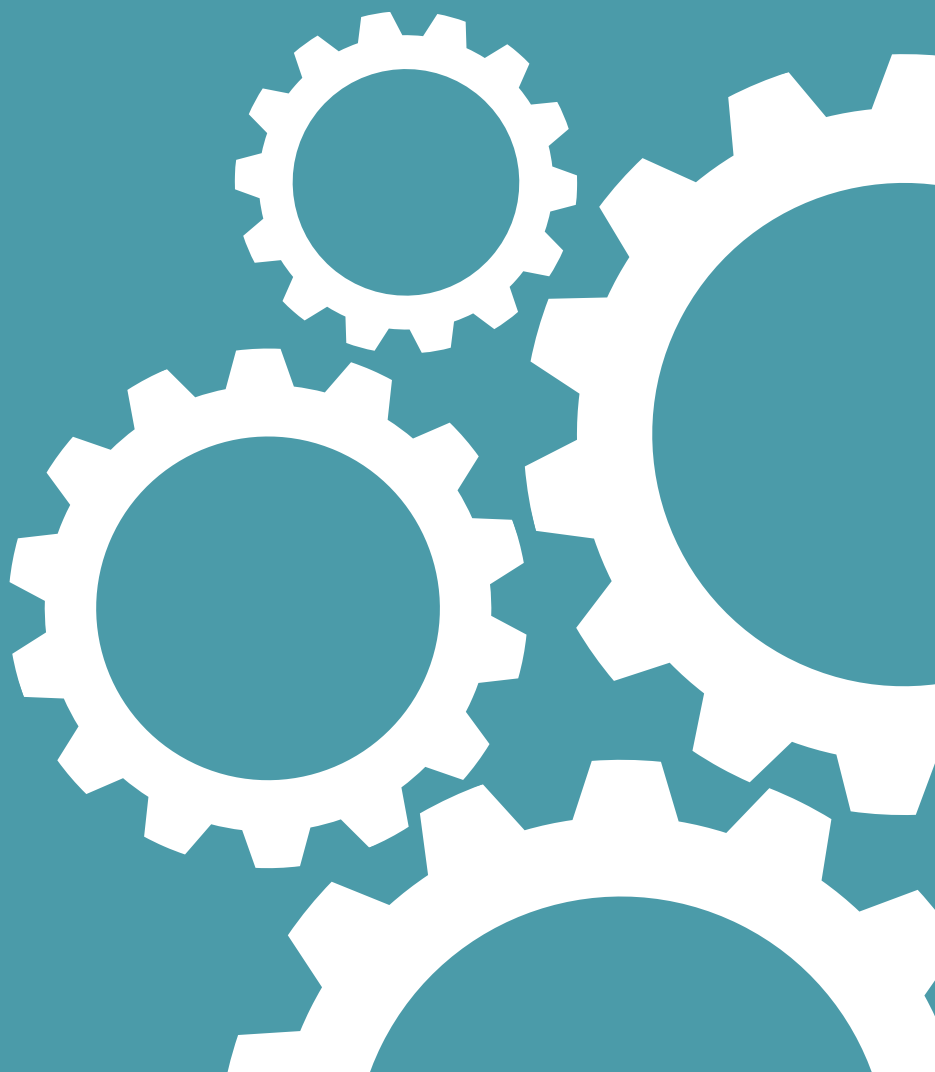
*A physics word referencing motion and movement. The rate at which something moves.
The combination of both magnitude and direction.*

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 our 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.


Krista Skidmore
FlashPoint
Velocity Chair, IDI Board Member


Sherry Seiwert
Indianapolis Downtown, Inc.
President

“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

PROJECT MANAGEMENT TEAM

Axis Architecture
Borshoff
Progressive Urban Management Associates
Rundell Ernstberger Associates

Krista Skidmore, FlashPoint
Kristin Hess, Indiana Humanities
Bob Schultz, Indianapolis Downtown Inc.
Molly Williams, Indianapolis Downtown Inc.
Sherry Seiwert, Indianapolis Downtown Inc.

STEERING COMMITTEE

- Krista Skidmore, Chair**
FlashPoint
- Aman Brar**
Apparatus
- Dave Lawrence**
Arts Council of Indianapolis
- Jennifer Dzwonar**
Borshoff
- Dennis Dye**
Browning Investments
- Vop Osili**
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- Mark Pratt**
Denison Parking, Inc.
- Adam Thies**
Department of Metropolitan Development
- David Lewis**
Eli Lilly and Company
- David Flaherty**
Flaherty and Collins
- Ted Boehm**
Former Justice of the Indiana Supreme Court
- Matt Gutwein**
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- Bill Harris**
Huntington Bank
- Keira Amstutz**
Indiana Humanities
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Indiana Sports Corporation
- Michael Huber**
Indy Chamber
- Sherry Seiwert**
Indianapolis Downtown, Inc.
- Melissa Todd**
Indy Chamber
- Molly Chavers**
IndyHub
- Dawn Rhodes**
IUPUI
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KA+A
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La Plaza
- Bill Taft**
LISC
- Malina Jeffers**
Mosaic City
- Ryan Vaughn**
Office of Mayor Greg Ballard
- Michael Wells**
REI Real Estate Services
- Brian Sullivan**
Shiel Sexton
- Leonard Hoops**
Visit Indy
- Karin Sarratt**
WellPoint

KEY BENEFITS OF VELOCITY

- 1

MAXIMIZE EFFORTS, LEVERAGE EXISTING RESEARCH AND REDUCE OVERLAP
Velocity culled 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.

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:

- THRIVING:

ENERGETIC | PROSPEROUS | INNOVATIVE
- INCLUSIVE:

PARTICIPATORY | MULTICULTURAL | VIBRANT
- CONNECTED:

ENGAGED | RELATIONAL | ACTIVE
- WELCOMING:

ATTRACTIVE | SAFE | HOSPITABLE
- DISTINCTIVE:

BOLD | AUTHENTIC | SMART

CONSISTENT THEMES

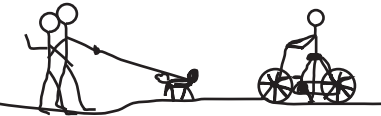
FROM THE COMMUNITY OUTREACH PROCESS, CONSISTENT THEMES TO IMPROVE DOWNTOWN INDIANAPOLIS INCLUDED THE FOLLOWING:



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.



ALTERNATIVES TO CARS
Creating a more walkable Downtown with alternatives to vehicles, including supporting transit and bikes.



PUBLIC GREEN SPACES
Improving public/green spaces by activating them with recreational sports, 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

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.

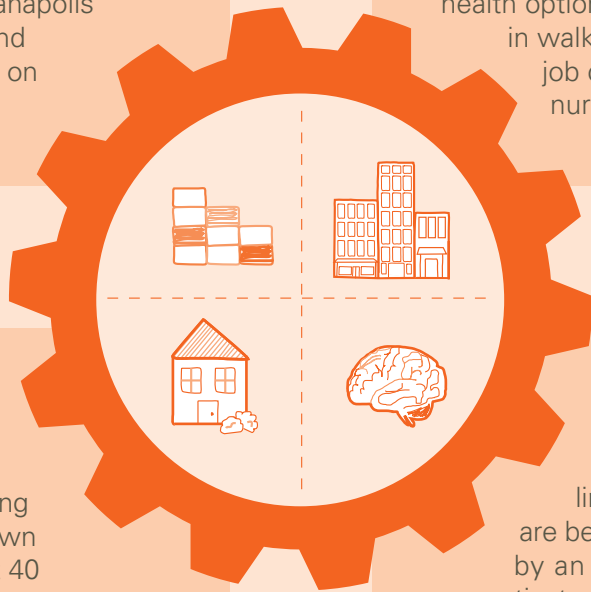
National trends support the development of thriving urban areas in America. Two generations dominating our economy – younger Millennials and older Baby Boomers – share a growing preference for living in vital, compact communities near urban cores. Lifestyles placing a premium on mobility and health options 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 mindshift 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 commuter 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.



MARKET PROFILE HIGHLIGHTS

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 investment. 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 retail 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 260 restaurants and 200 shops, the strategy to create downtown vitality around sports and hospitality sectors is paying big dividends. Downtown continues to build momentum as a visitor destination, increasing convention attendance by 65% 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 currently commute to work.

4

DOWNTOWN HOUSEHOLDS BRING NEEDED INCOME TO INDIANAPOLIS. Among 9,000 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 most immediate and marketable opportunity to add to Downtown's overall vitality. 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



Encourage innovation and foster entrepreneurial businesses and sites.

Improve, enhance and expand Downtown's core industries (e.g., research, medical, office, tourism, retail, etc.).



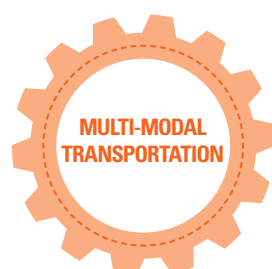
Drive Downtown as a collection of multi-dimensional work, live and play neighborhoods.

Strengthen connections to neighborhoods surrounding Downtown.



Utilize new and existing public and/or green spaces to engage a diverse range of users and stimulate new development.

Collaborate to maintain public spaces and assets within Downtown in a beautiful and safe condition.



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.



Maintain a clean and safe Downtown experience.

Offer and articulate a vibrant experience day and night for residents and visitors.



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 livability 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 at key gateways that connect to surrounding neighborhoods (incorporate 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 quantity/higher quality of schools, daycare and preschool
- Identify, prioritize and value underutilized office space to convert to daycare primarily for infant and preschool ages
- 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 increase sustainability and beautification
- Create a sidewalk cleanliness recognition program
- Institute street-level ambassadors 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/reinforce 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 increase beautification
- Create packaged experiences for visitors and residents (e.g., brewery trail, local shopping trail, 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.)

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 program/routes 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

VIBRANT ECONOMIC DEVELOPMENT

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 new 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, biomedical, 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 private/public capital and partnerships
- Investigate other locations that could be branded as unique districts
- Create a physical link over/under West Street to connect IUPUI to Downtown
- Ensure Capital Improvement Board funding necessary to maintain public facilities and fund marketing
- 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

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 plan to improve Downtown underpasses (repairing concrete, upgrading lighting, general beautification, murals, etc.)

5-YEAR TACTICS

- Create fully a functioning urban park (e.g., University Park) including safe/fenced play area, interactive water features, food/beverage, recreational activities (e.g., Bocce, dog park, vending, etc.)
- Enhance Monument Circle by supporting a vibrant café and retail destination
- Explore the feasibility of the Canal as a unique fitness amenity, adding fitness stations, programming with fitness-related events, etc.
- Once the sanitary sewer conversion improves the water quality on the White River, promote more activities on the waterfront and the river
- Assess the maintenance/repair needs of public spaces and identify potential financing tools
- Organize the community to collaborate on shared solutions for public-space maintenance problems
- Develop/implement a management plan for public spaces and funding
- Introduce a system of stormwater credits so that developers can make off-site improvements in the parks as part of enhancing the parks

ARTS, CULTURE, SPORTS & ATTRACTIONS

18-MONTH TACTICS

- Initiate a two-week Indianapolis Arts Festival, launching with Start with Art 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 guerrilla-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 arts/cultural/sports 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 vacant spaces and store windows for temporary or permanent uses (e.g., pop-up galleries, micro-museums, window fun 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



COMMUNITY ENGAGEMENT

During the first six months of 2013, the Velocity strategic planning process invited extensive community input from a variety of community stakeholders.

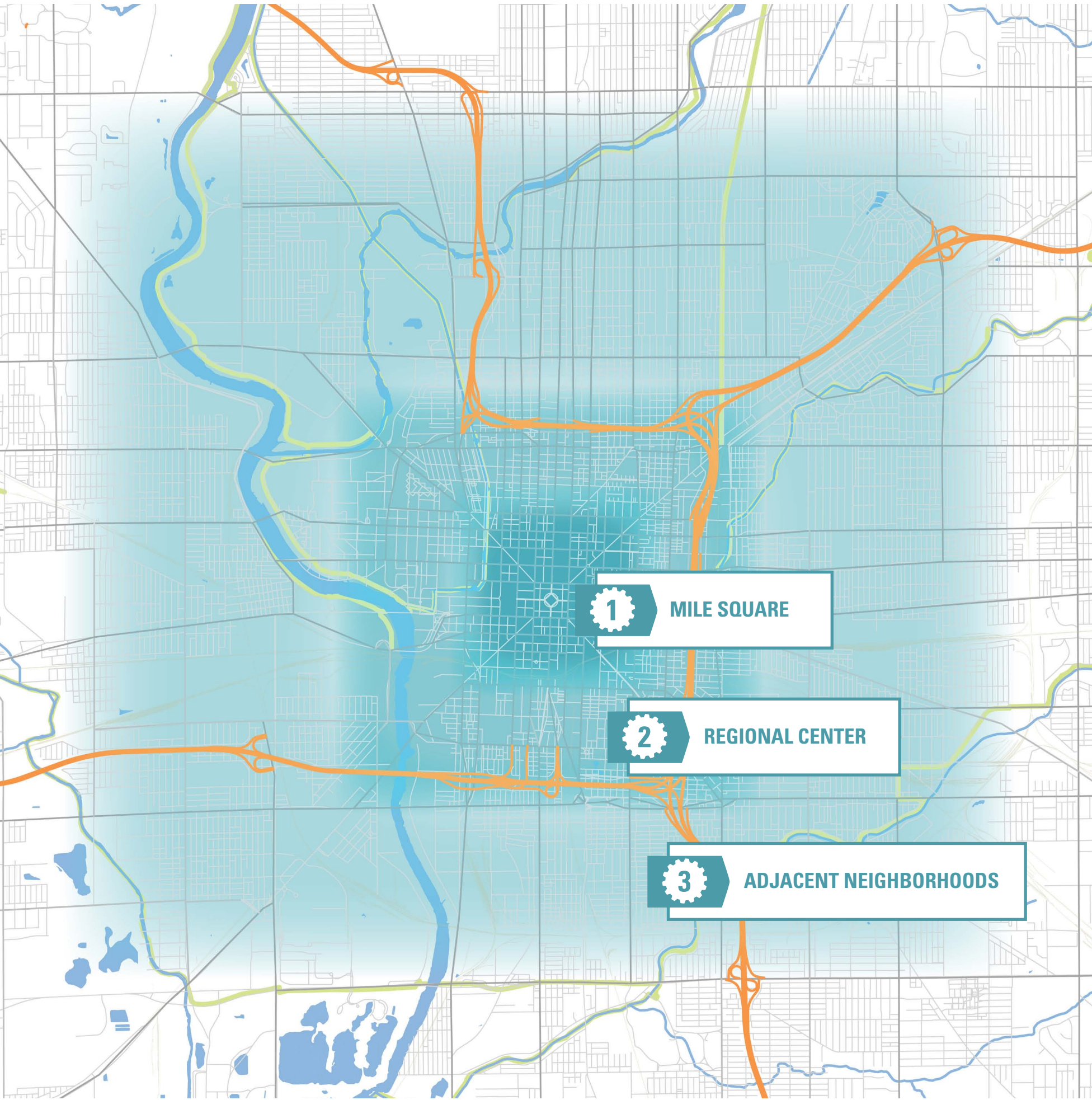
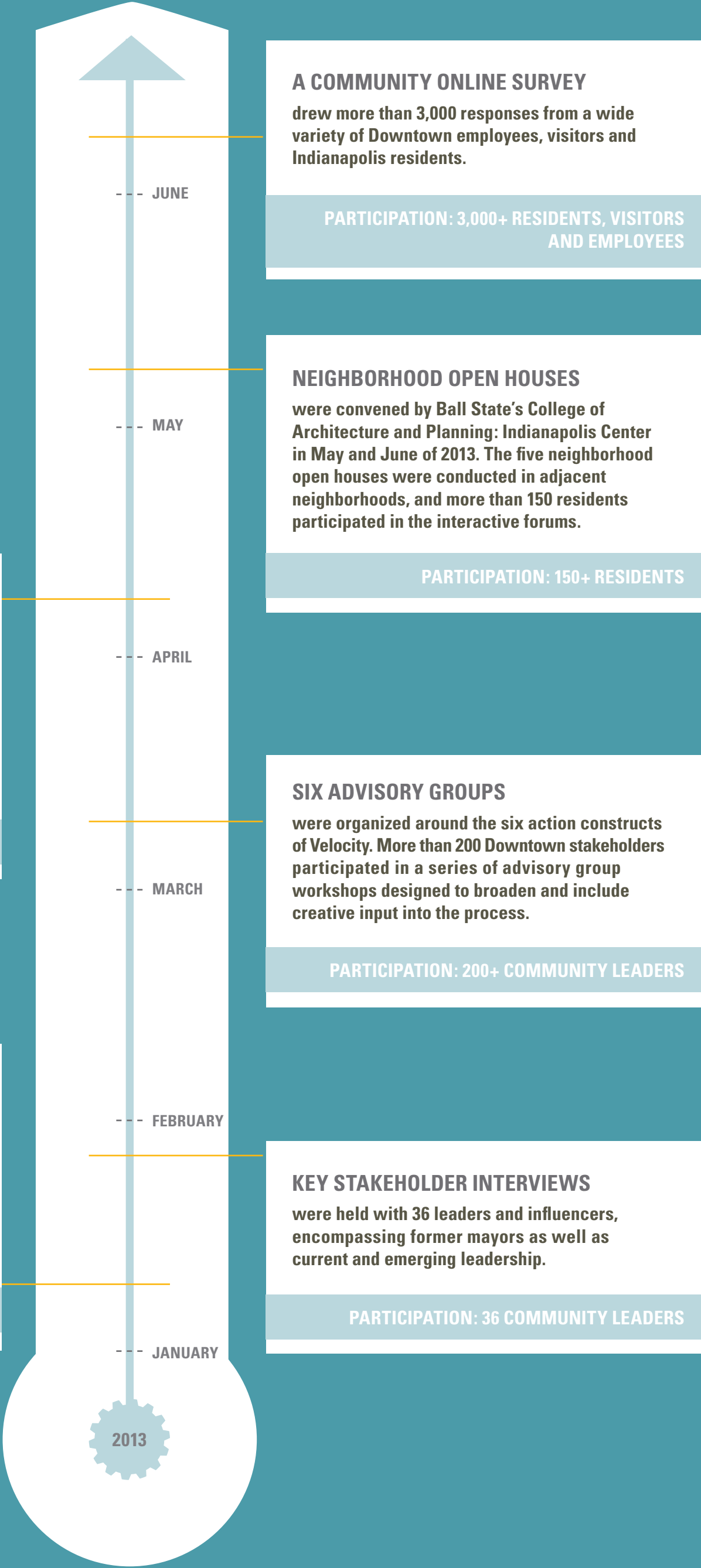
Nearly 4,000 individuals participated in one or more of the following outreach methods:

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: 200+ COMMUNITY MEMBERS

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



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.

| WHERE | STRATEGIC FOCUS |
|---|-----------------------|
| 1 The walkable city center, which includes the Downtown central business district | Activate Maximize |
| 2 The innerurban areas immediately surrounding the urban core | Invest Reimagine |
| 3 The neighborhoods supported by and connected to Downtown | Connect Collaborate |

“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.”

ALLISON MELANGTON
PRESIDENT, INDIANA SPORTS CORPORATION

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.



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.

“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

“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.”

ADAM THIES
Director, DMD
City of Indianapolis

“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.”

MICHAEL HUBER
President and CEO
Indy Chamber



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.