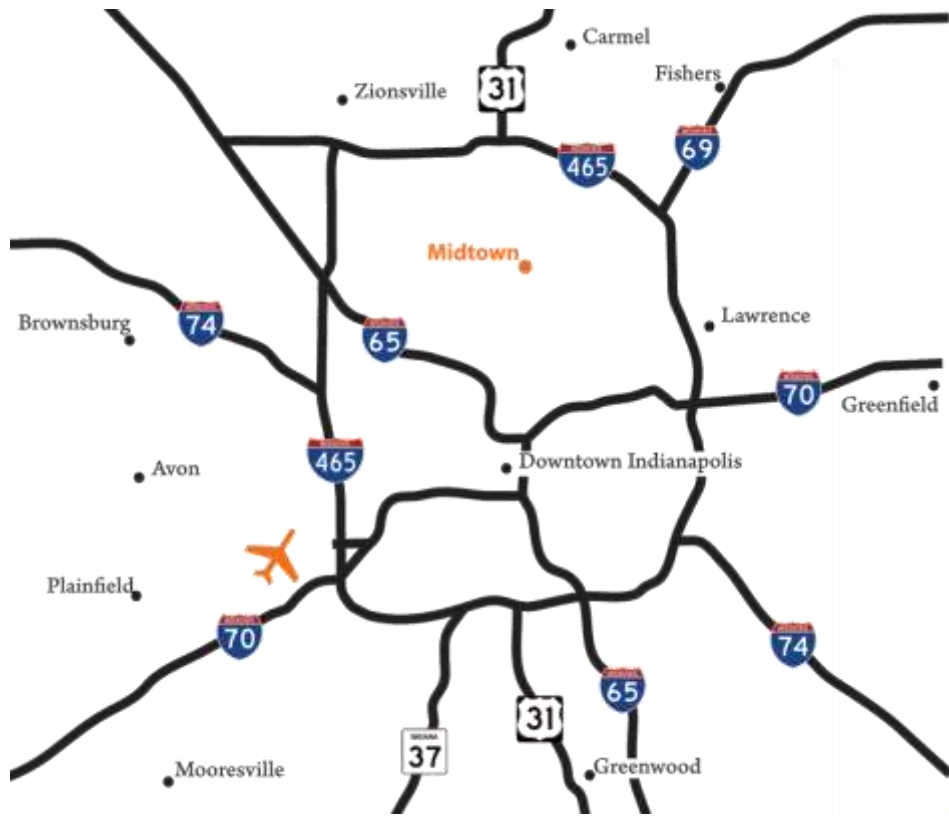




MIDTOWN is a district where the best of art, sports, culture, education, nightlife and village-living converge in the natural landscape of Indianapolis.





**Midtown Is:**  
 5 miles to Keystone Mall  
 7 miles to Downtown  
 8 miles to North Meridian



# What's Midtown?

17 Neighborhoods with a Vision for  
**Diversity ✪ Equity ✪ Opportunity**  
**Prosperity ✪ Safety ✪ Vitality**

## Midtown By the Numbers

11 square miles  
48,500 Residents  
21,375 Households

\$3 Billion In Assessed Value

2% of County Land Area  
5% of County Assessed Value

225 Local Restaurants and  
Retailers

100's of Local Businesses

Historic Housing Stock  
Major "Anchors"  
17 Unique Neighborhoods



# MIDTOWN INDIANAPOLIS, INC.

## What Do We Do?

WE PROMOTE STRONG & VIBRANT COMMUNITIES



EDUCATION SUMMIT



HOLIDAY HOME TOUR



WE TRANSFORM VISION TO REALITY



Tarkington Park Master Plan

ALICE CARTER PLACE PARK



WE COORDINATE MARKET-BASED RESEARCH & URBAN PLANNING

**DEMOGRAPHIC TRENDS**  
Midtown population by age and ethnicity (2017)

**EMPLOYMENT CENTERS**  
Map of Midtown showing employment centers and transit nodes.

**QUALITY OF LIFE VISIONS**  
**MIDTOWN INDIANAPOLIS**

ANNUAL RECREATION & HOTEL DEVELOPMENT STRATEGIES

WE FAVOR POLICIES WHICH ARE PROVEN TO STIMULATE URBAN RENEWAL

**MASS TRANSIT**

**TIF NODES**

**CONNECT**  
DEAN'S INITIATIVE

**COMPLETE STREETS**



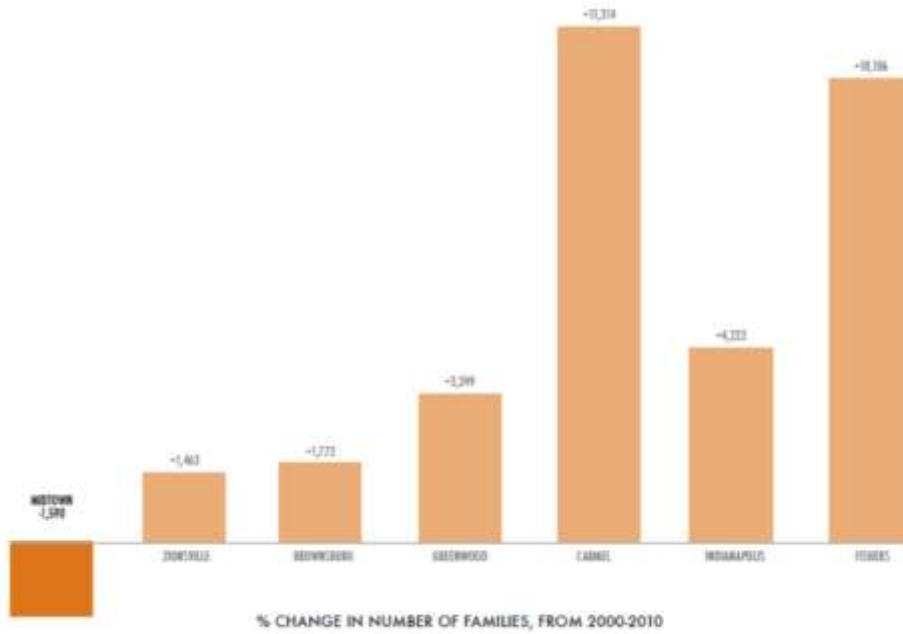
# ART 2&ART

# Demographic Trends In Midtown

	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	2.46	2.39	-2.9%	2.42	-1.6%
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	3.14	2.20	-30.0%	2.14	-31.9%
MIDTOWN CAPTURE OF TOTAL INDIANAPOLIS POPULATION	8.2%	6.9%	-15.9%	5.9%	-28.1%

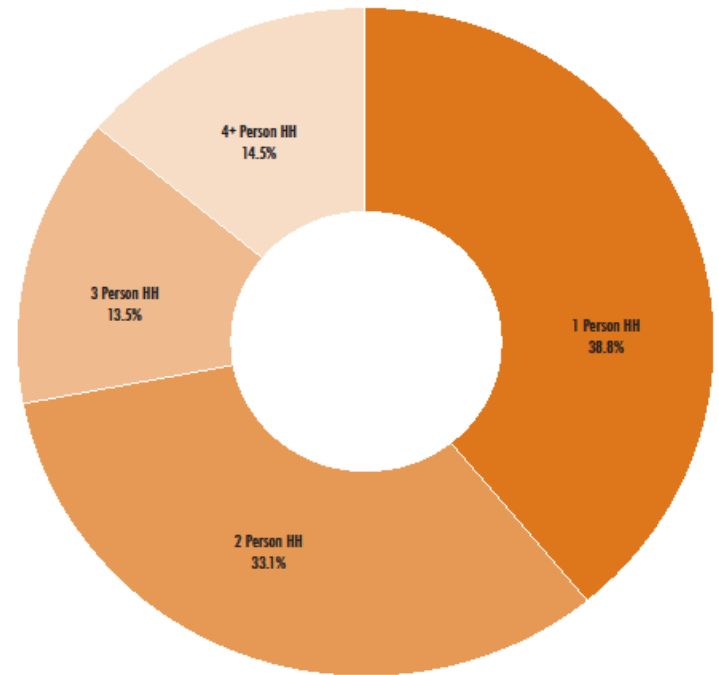
Sources: ESRI Market Report, US Census Bureau - Population decline and increased vacancy have reduced Midtown's share of the total Indianapolis population by over 28% in the last 20 years.

## 1,590 Families with School Age Children in last decade



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

## 72% Of Midtown Households are 2 or fewer people.



MIDTOWN HOUSEHOLD SIZES

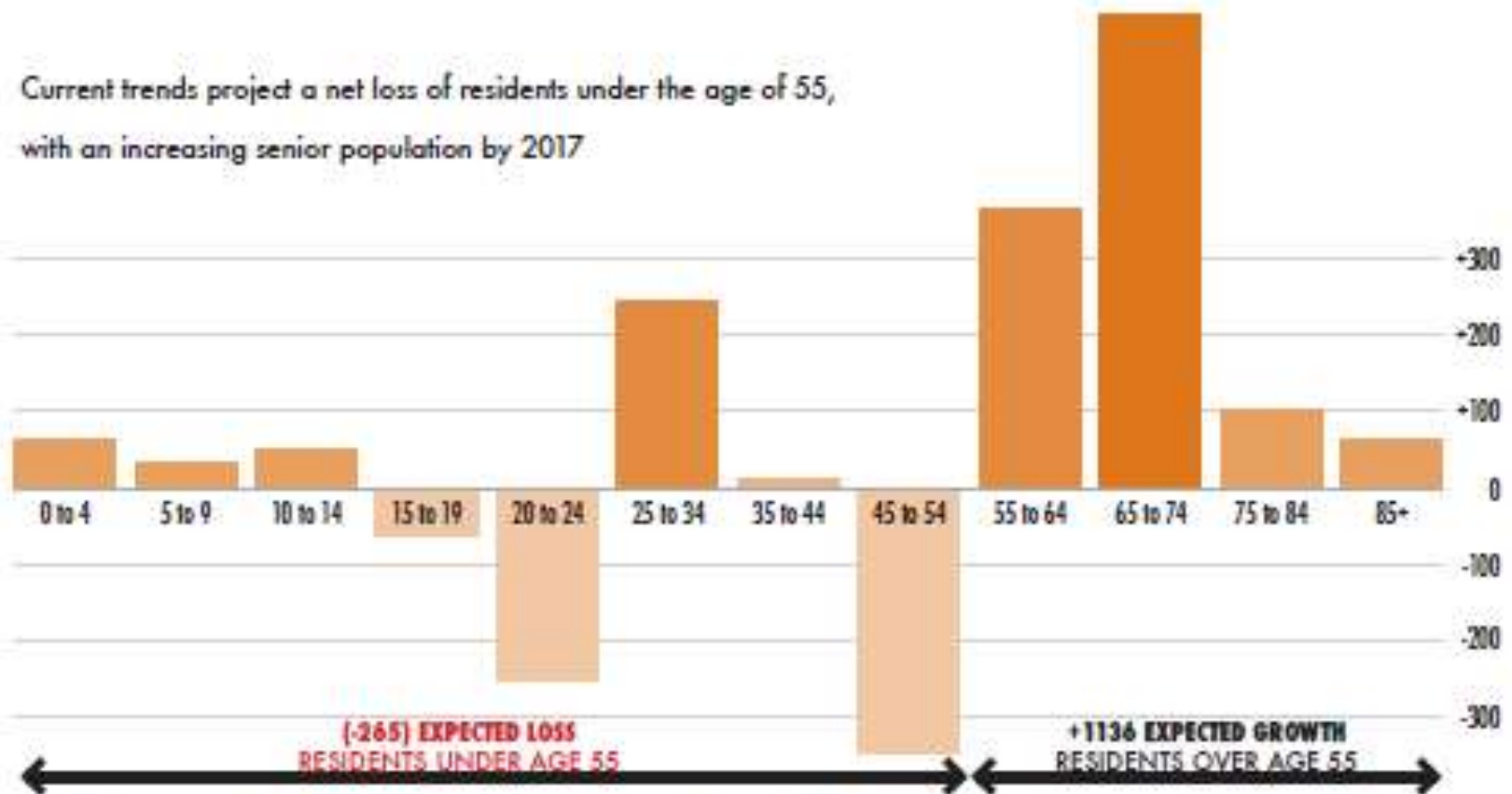
Singles and couples comprise the vast majority of Midtown households.

## 2013-2017 Projected population shift...

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.

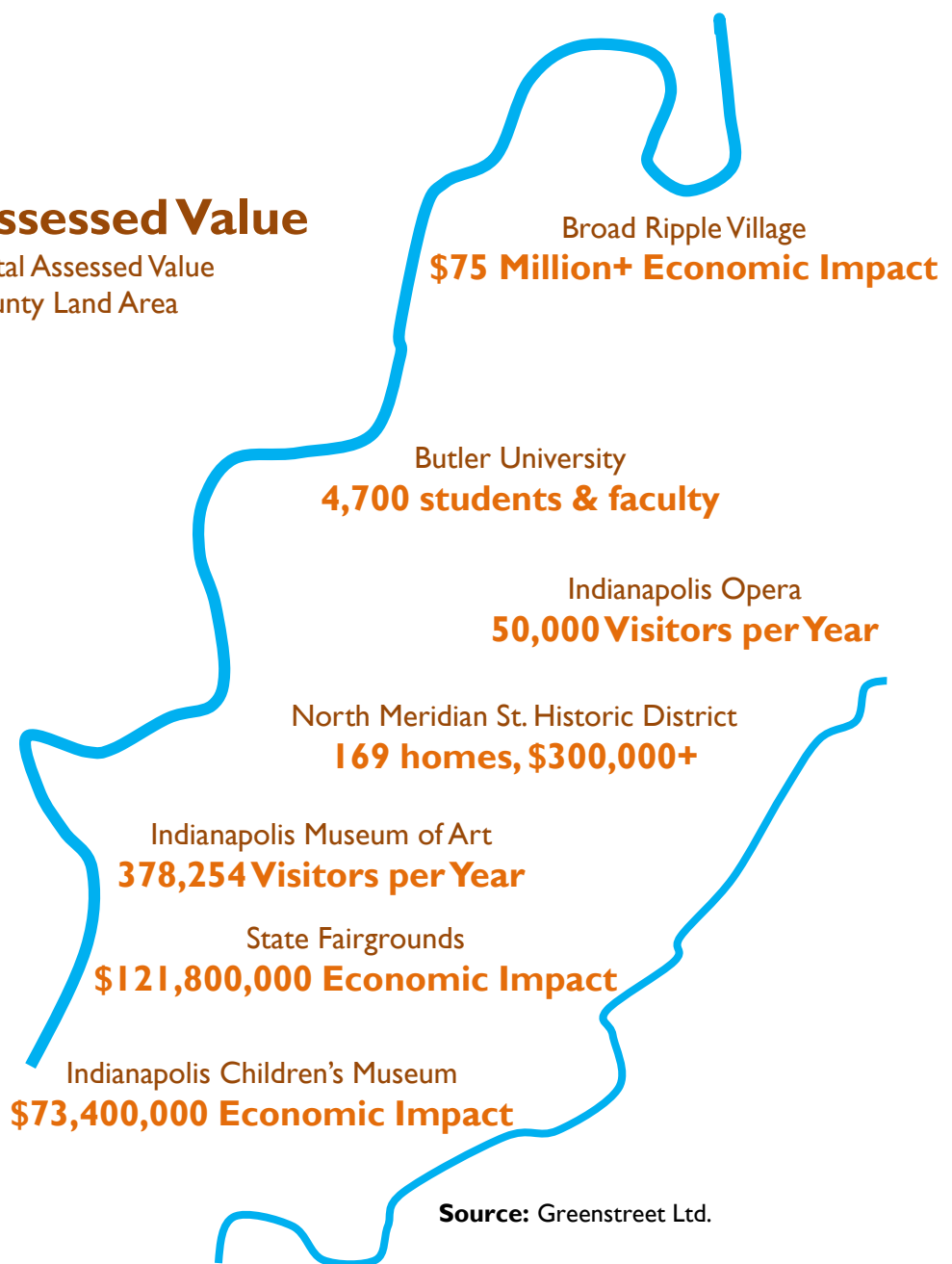


### ESRI PROJECTED POPULATION CHANGE BY AGE GROUP, 2012-2017

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.

## \$3 Billion Total Assessed Value

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



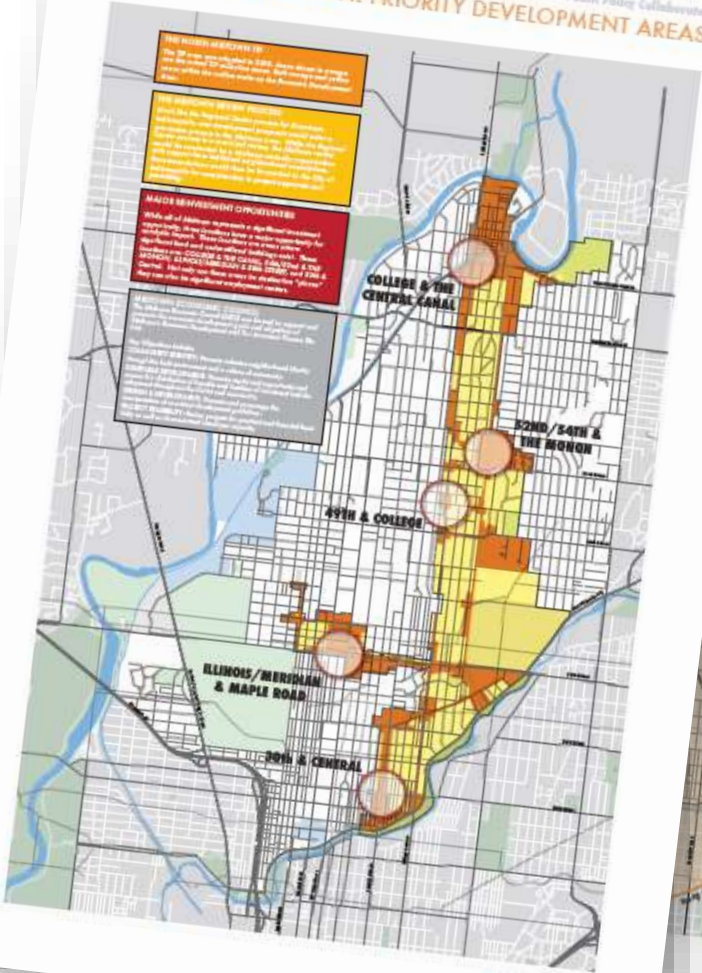
## MIDTOWN's Institutional Value



# The Plan.....

## MIDTOWN: PRIORITY DEVELOPMENT AREAS

MIDTOWN will be a Public Policy Collaborator



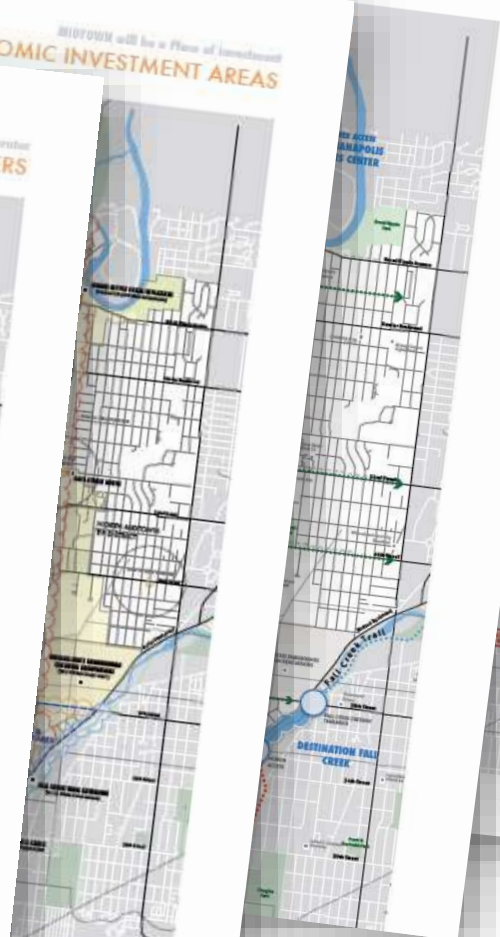
## MIDTOWN: ECONOMIC INVESTMENT AREAS

MIDTOWN will be a Place of Innovation



## MIDTOWN: ACCESS & CONNECTIVITY

MIDTOWN will be an Exceptional Outdoor Experience



## MIDTOWN: POTENTIAL TRANSIT SYSTEM ADDITIONS

MIDTOWN will be Destination Connected



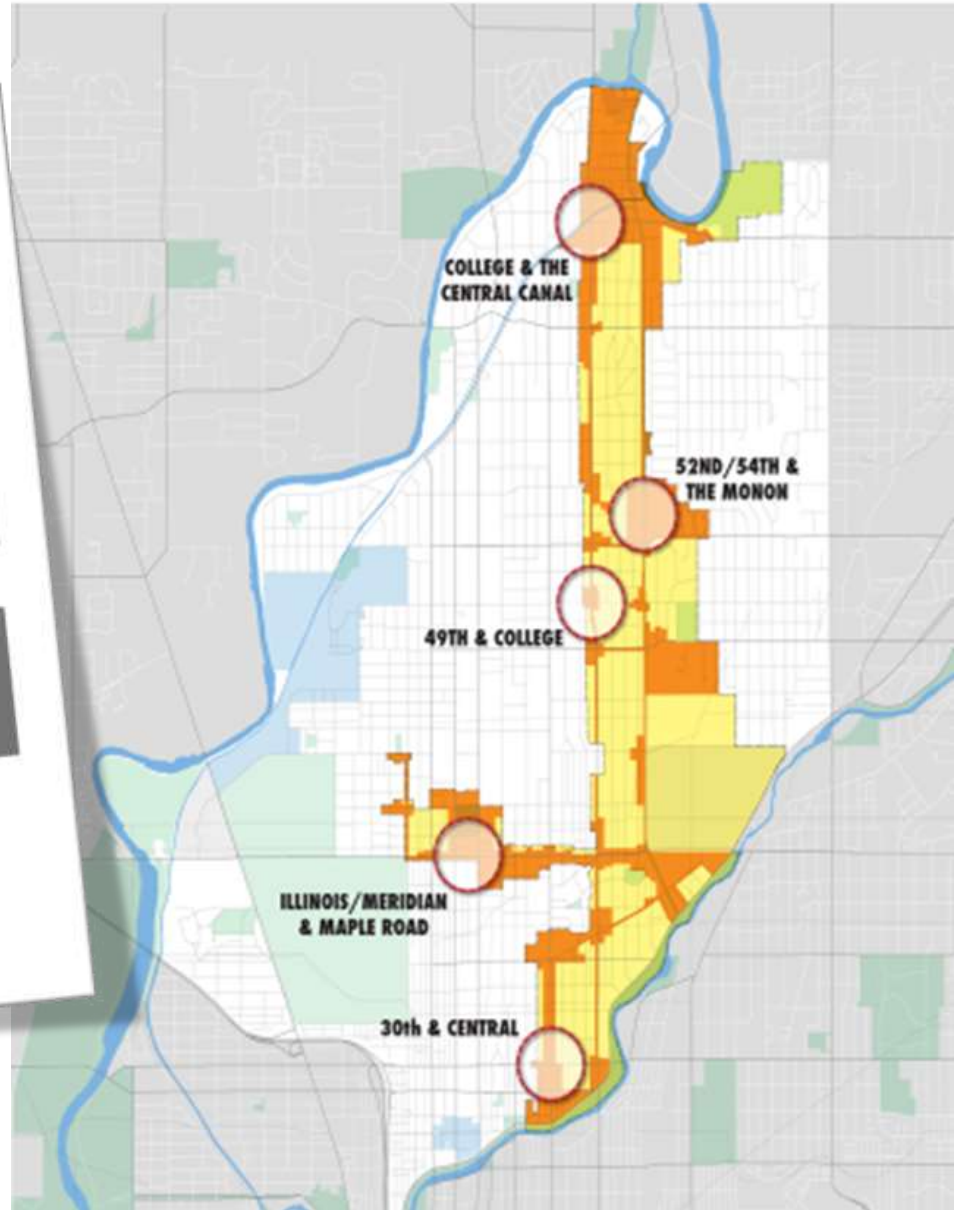


# MIDTOWN TAX INCREMENT FINANCE DISTRICT

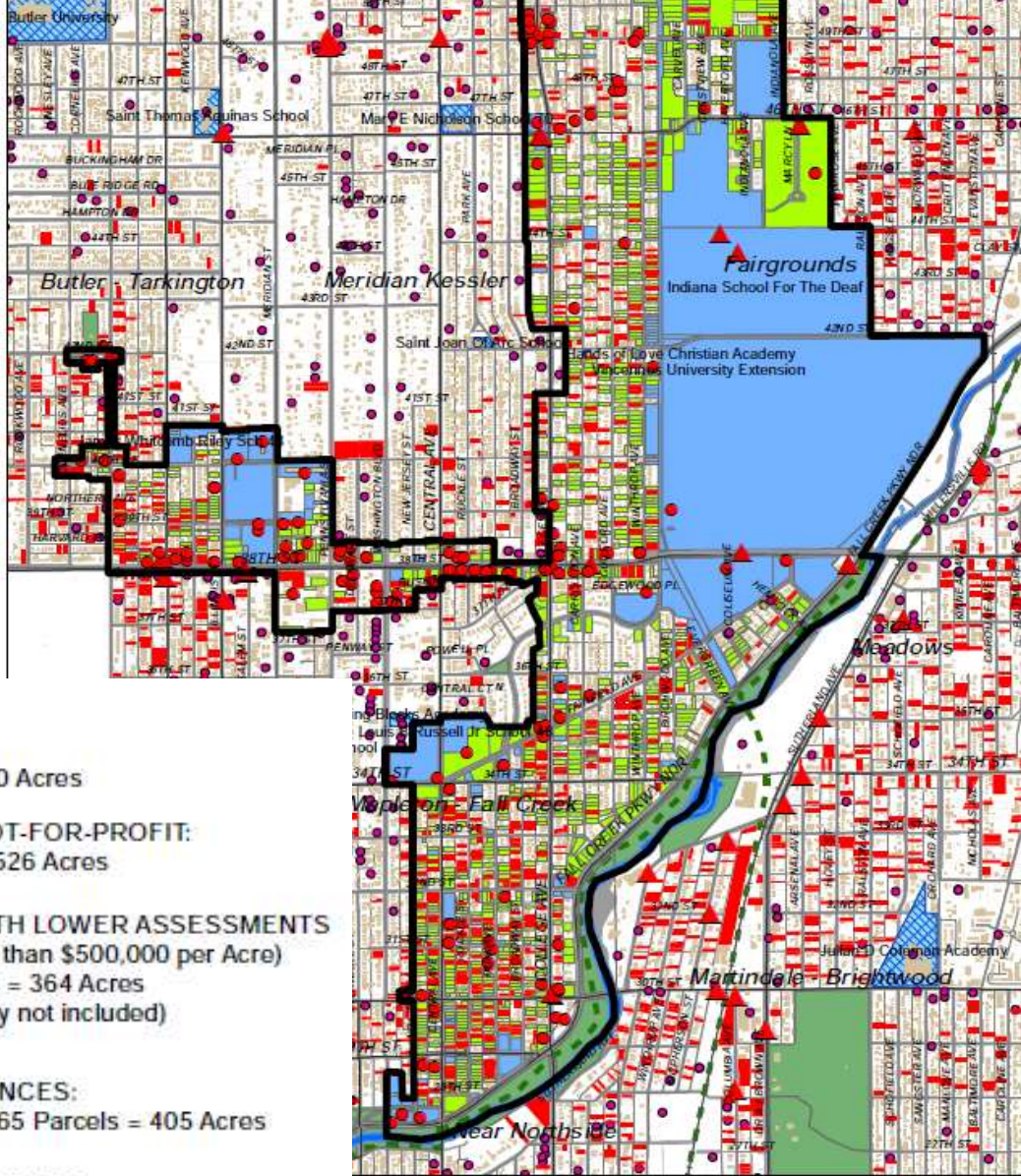
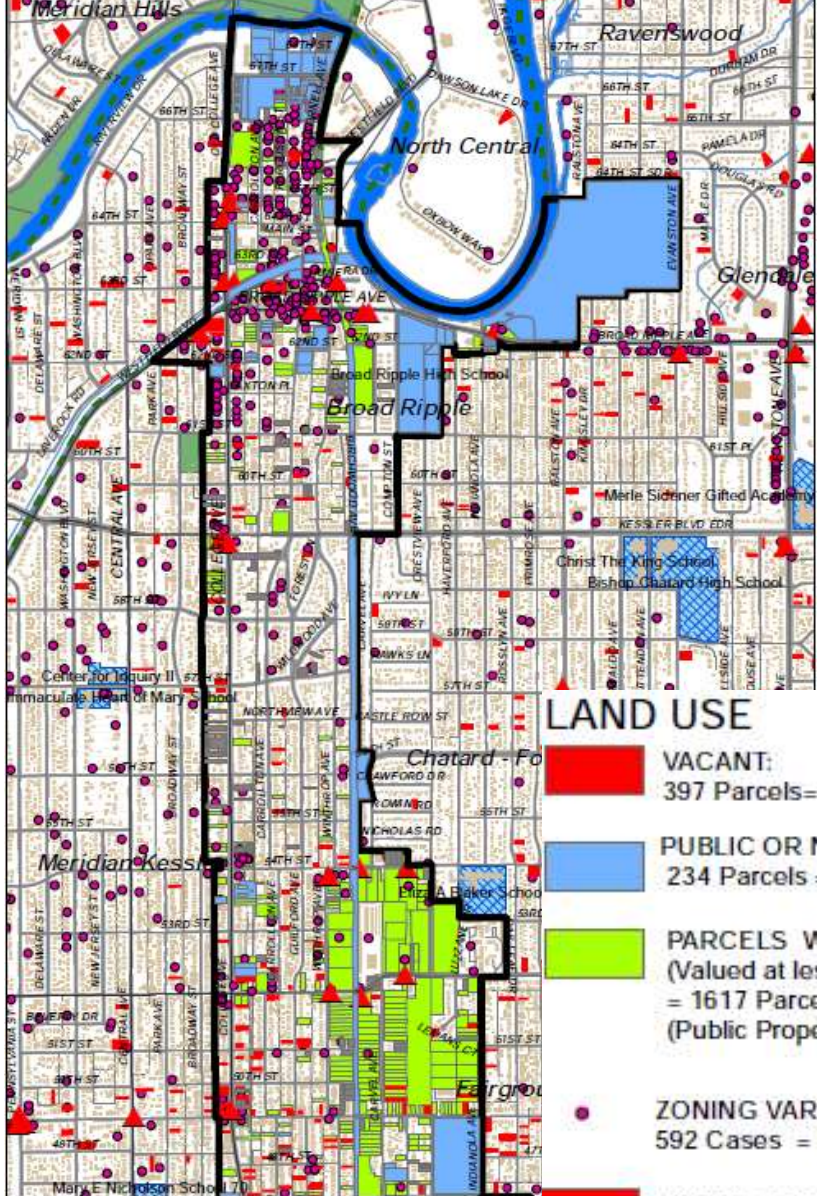
MIDTOWN ECONOMIC COUNCIL

An operational guide for the ongoing partnership of key district stakeholders in a joint effort to oversee the economic revitalization of Midtown's vital neighborhood commercial centers through collaboration and the implementation of key economic strategies.

Established 2013







**LAND USE**

- VACANT:**  
397 Parcels= 50 Acres
- PUBLIC OR NOT-FOR-PROFIT:**  
234 Parcels = 526 Acres
- PARCELS WITH LOWER ASSESSMENTS**  
(Valued at less than \$500,000 per Acre)  
= 1617 Parcels = 364 Acres  
(Public Property not included)
- ZONING VARIANCES:**  
592 Cases = 365 Parcels = 405 Acres
- VACANT ADDRESSES :**  
(Jan2011\_USPS) = 561 Parcels = 79 Acres
- BROWNFIELDS:** 35 Parcels =  
320 Acres (Fair Grounds Included)

**EDA SITE CONDITIONS**

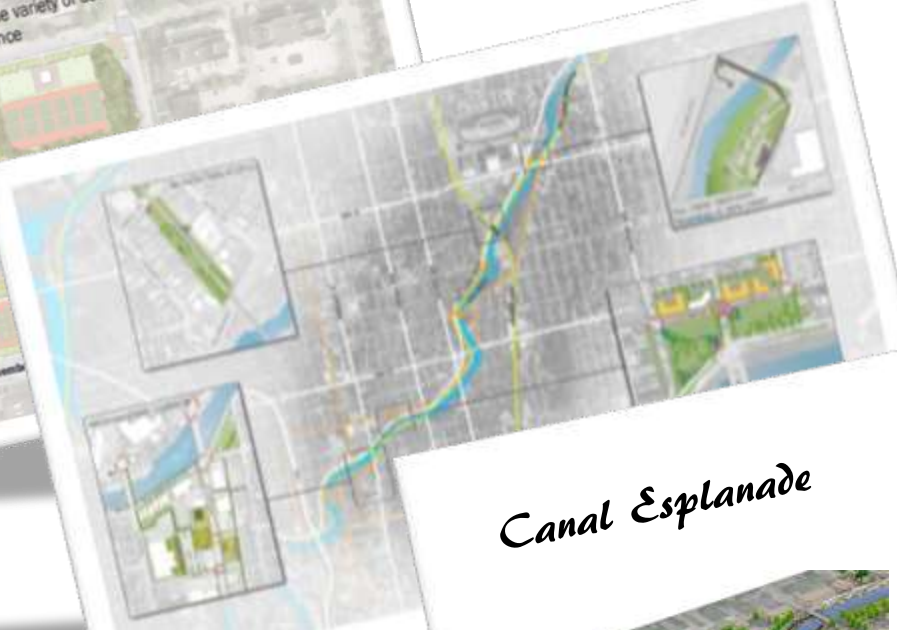
# TARKINGTON PARK MASTER PLAN



an urban park with a distinctive sense of place that celebrates the community's diverse history and culture, attracts a wide variety of users, and provides a unique park experience

Prepared By  
**RUNDLE  
HENSHBERGER  
ASSOCIATES**

AXIS



Destination Fall Creek

## Canal Esplanade



BROWNING  
DAY HOLLAND  
BISBARD  
LANDSCAPE  
ARCHITECTS

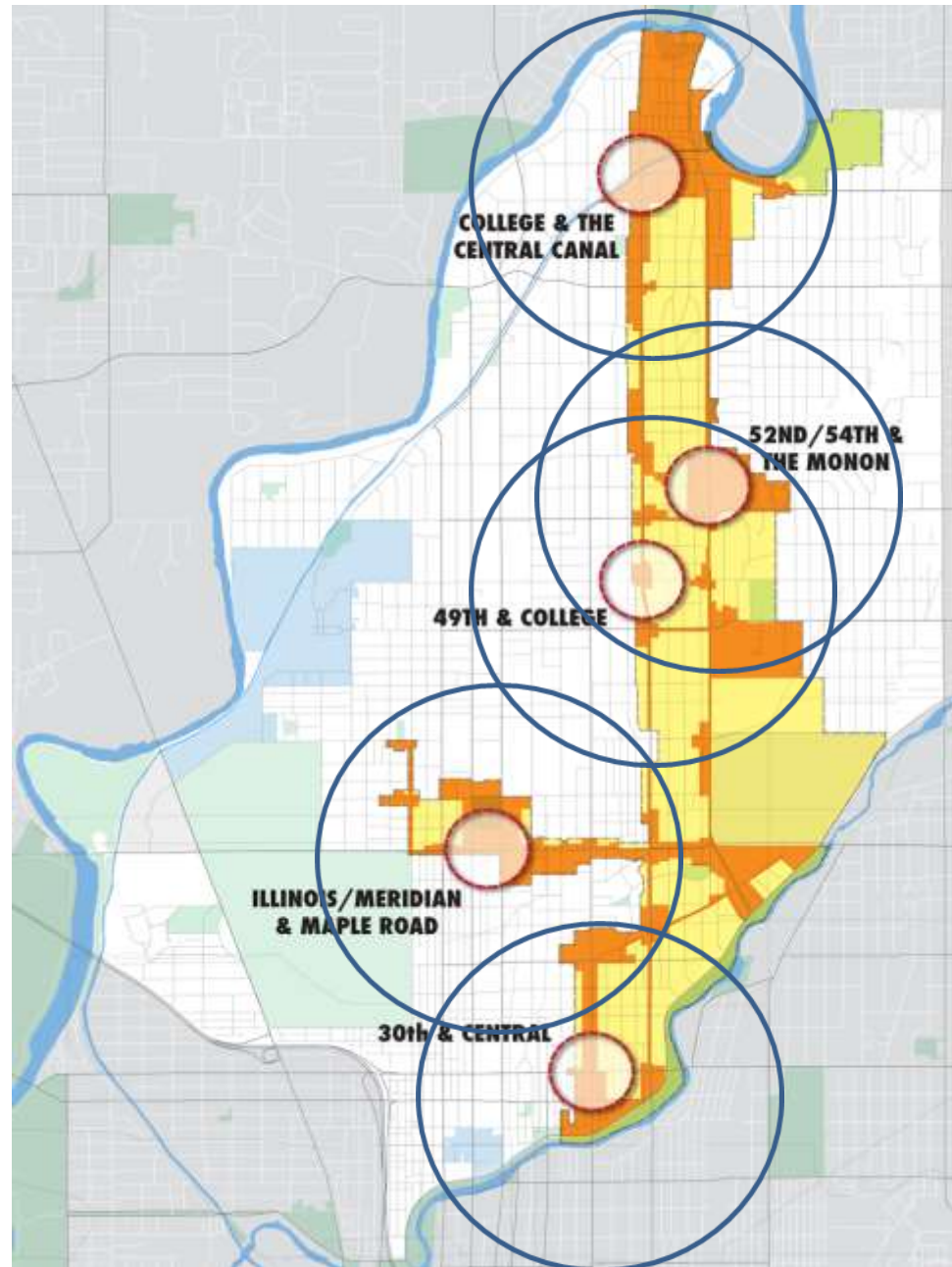
BRAND PARK & CANAL  
Master Plan  
Prepared for  
October 10, 2014

10/10/14

Prepared for  
10/10/14

# The Intended Effect:

- Provide better neighborhood services
- Stimulate private investment
- Protect and create jobs
- Recycle obsolescent, blighted and contaminated property
- Upgrade infrastructure
- Plan growth in advance.
- Reduce barriers to development
- Link stronger markets to weaker ones
- Create Predictability



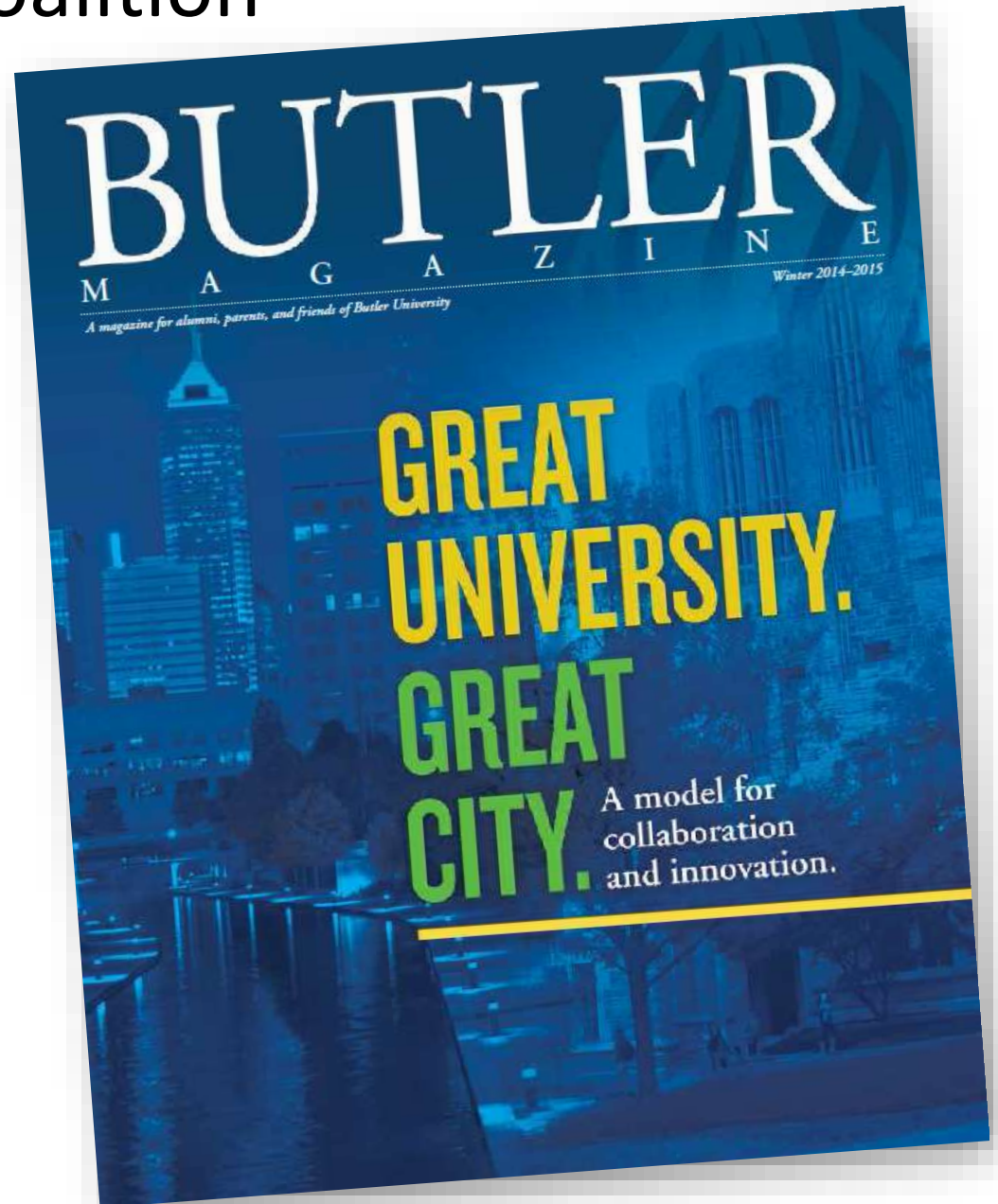
# Midtown Anchor Coalition

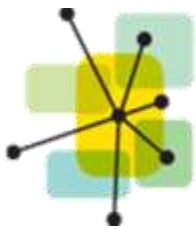


INDIANAPOLIS  
MUSEUM  
OF ART  
IMA



Crown Hill  
FUNERAL HOME AND CEMETERY





**INDY CONNECT**  
CENTRAL INDIANA'S TRANSPORTATION INITIATIVE





MIDTOWN  
MOMENTUM  
LUNCHEON

MIDTOWN  
EDUCATION  
SUMMIT



MIDTOWN  
INDIANAPOLIS  
LOVES  
LOCAL



MIDTOWN  
Holiday  
SOIREE



MIDTOWN  
Holiday  
HOME TOUR



