

MASS AVE *NEXT*

Advisory Board Update

MASS AVE CULTURAL ARTS DISTRICT // JUNE 5TH, 2026



Agenda

- **Introductions**
- **Engagement Overview**
- **Existing Conditions Report**
- **Open Discussion**



Vision

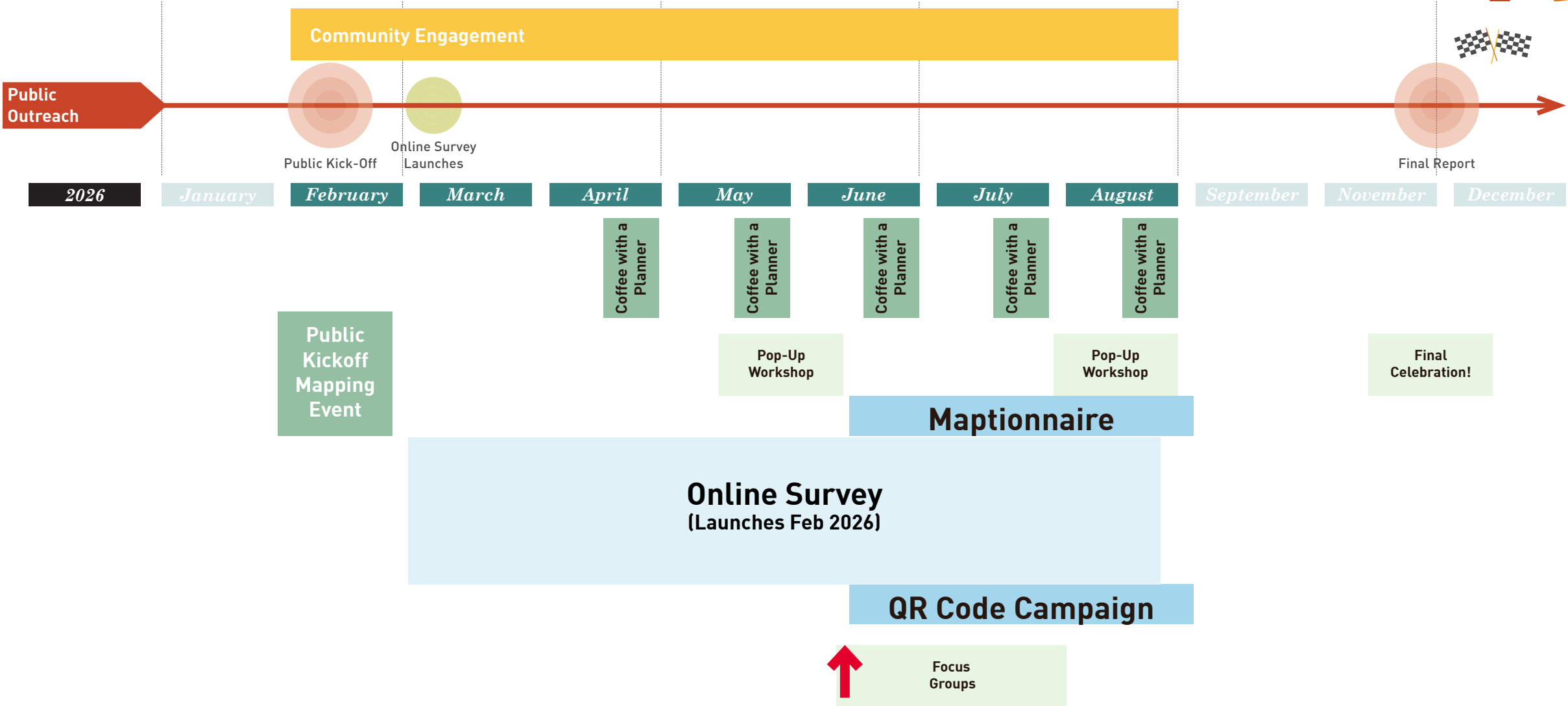
The Mass Ave *Next* District Vision Plan aims to provide a strategic framework for the area and is intended to produce a forward-looking plan that ensures neighborhood resiliency for **the next decade.**

Why??

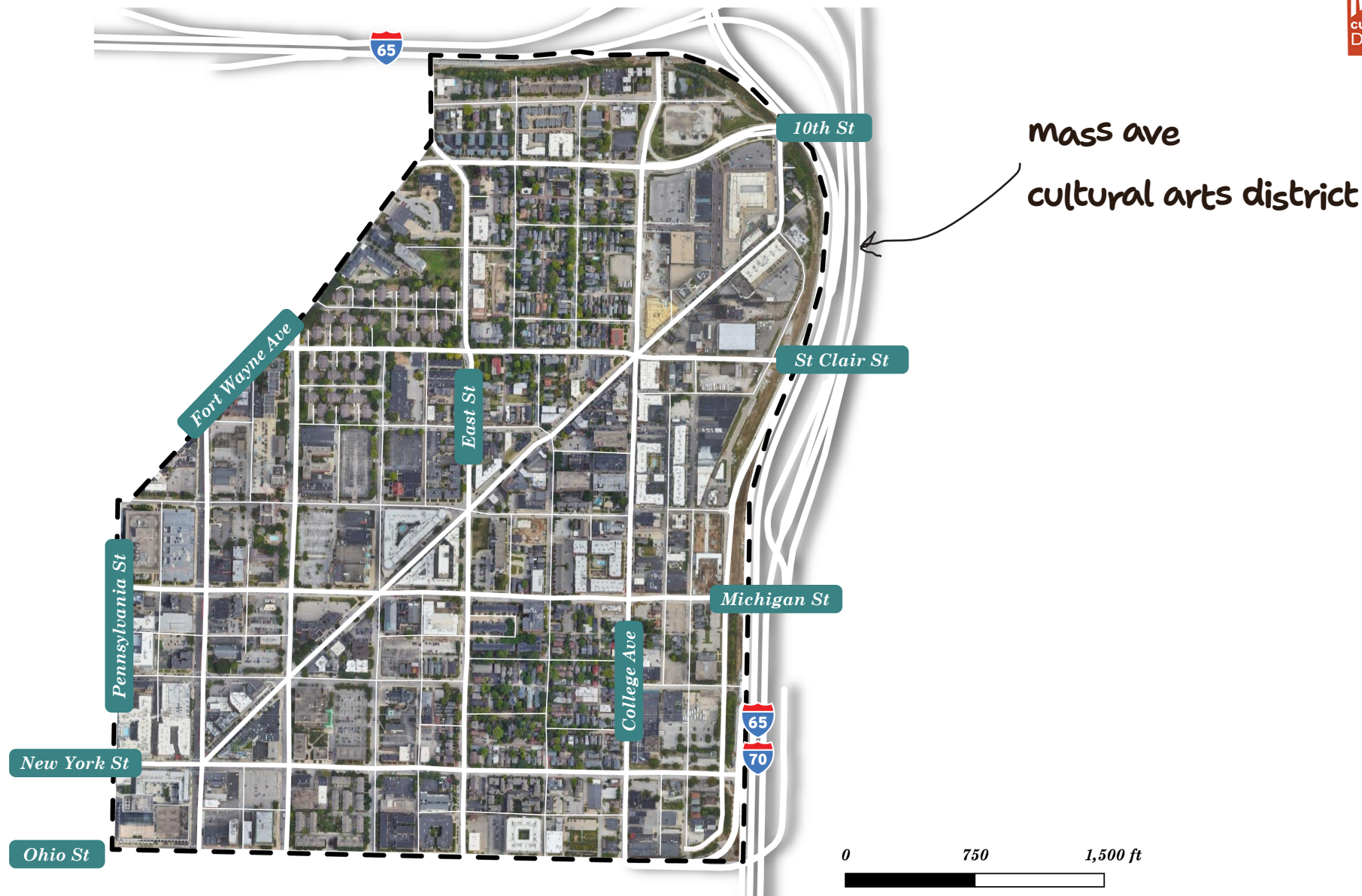
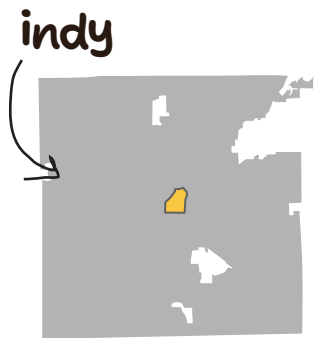
Cultural Districts are at a pivotal point: what does their long-term future and success look like?

Engagement Overview

Mass Ave Next Vision Plan

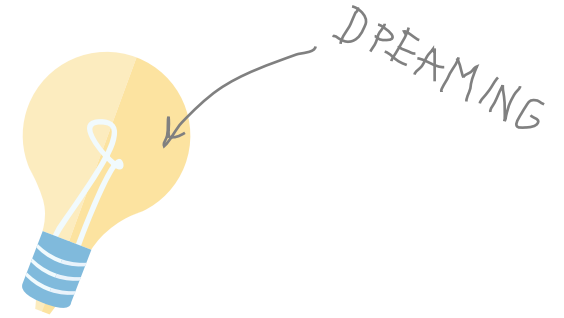
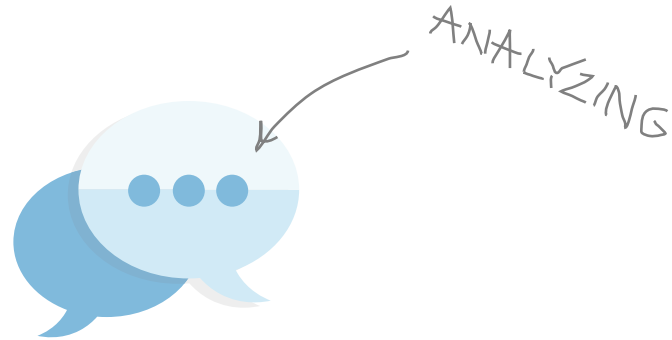
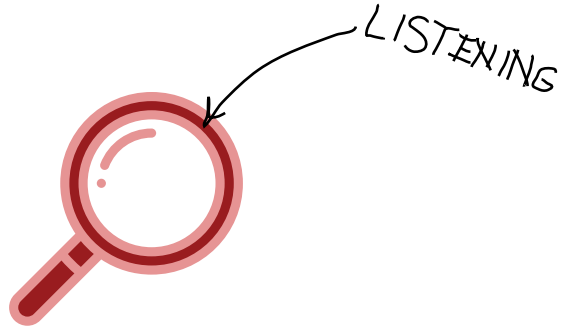


Study Area



Where We Are

What Does a Vision Plan Do?



Discovery

Synthesizing stakeholder input, urban spatial analysis, and engagement feedback into a clear understanding of Mass Ave.

Opportunity I.D.

Identifying opportunities based on the analysis and developing a vision for Mass Ave through the lens of guiding principles.

Thinking Big!

Creating frameworks for change and ensuring alignment with **what is achievable**.

Compiling recommendations based on a holistic view of the district's needs and opportunities.


WE ARE HERE

The Main Act

Existing Conditions

Existing Conditions

What??



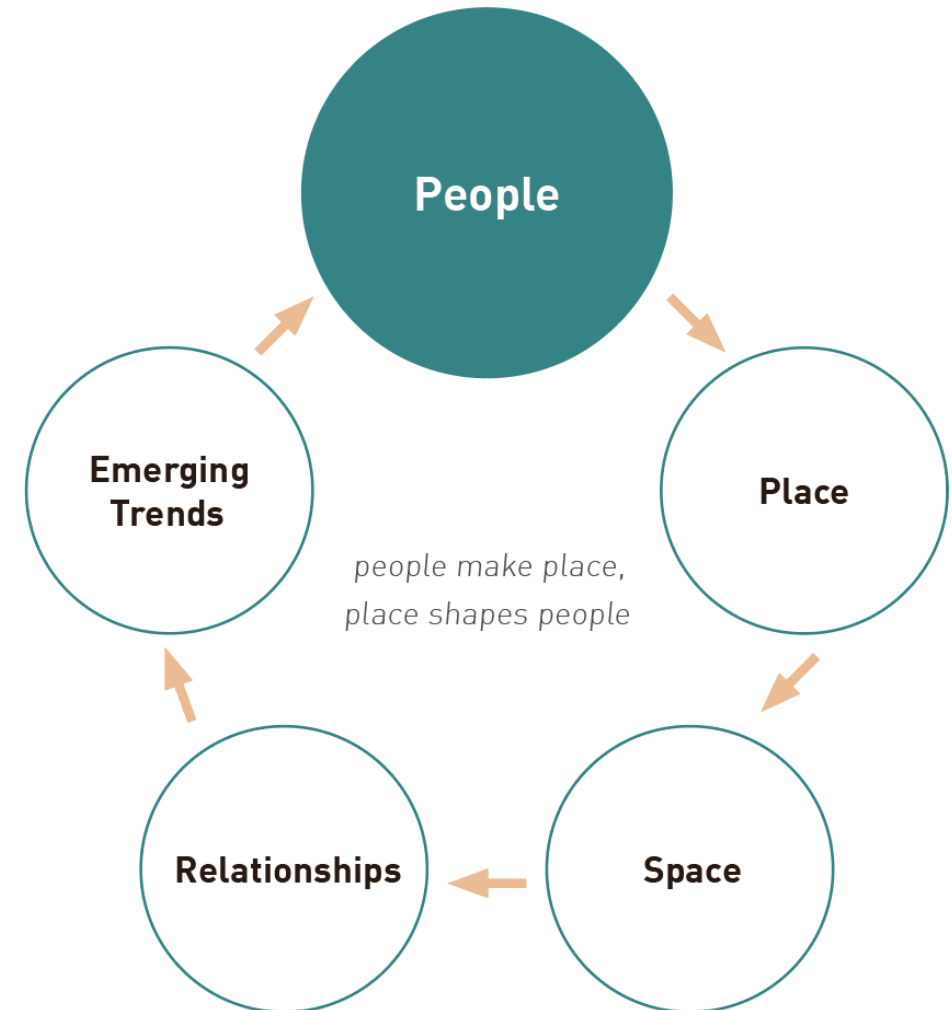
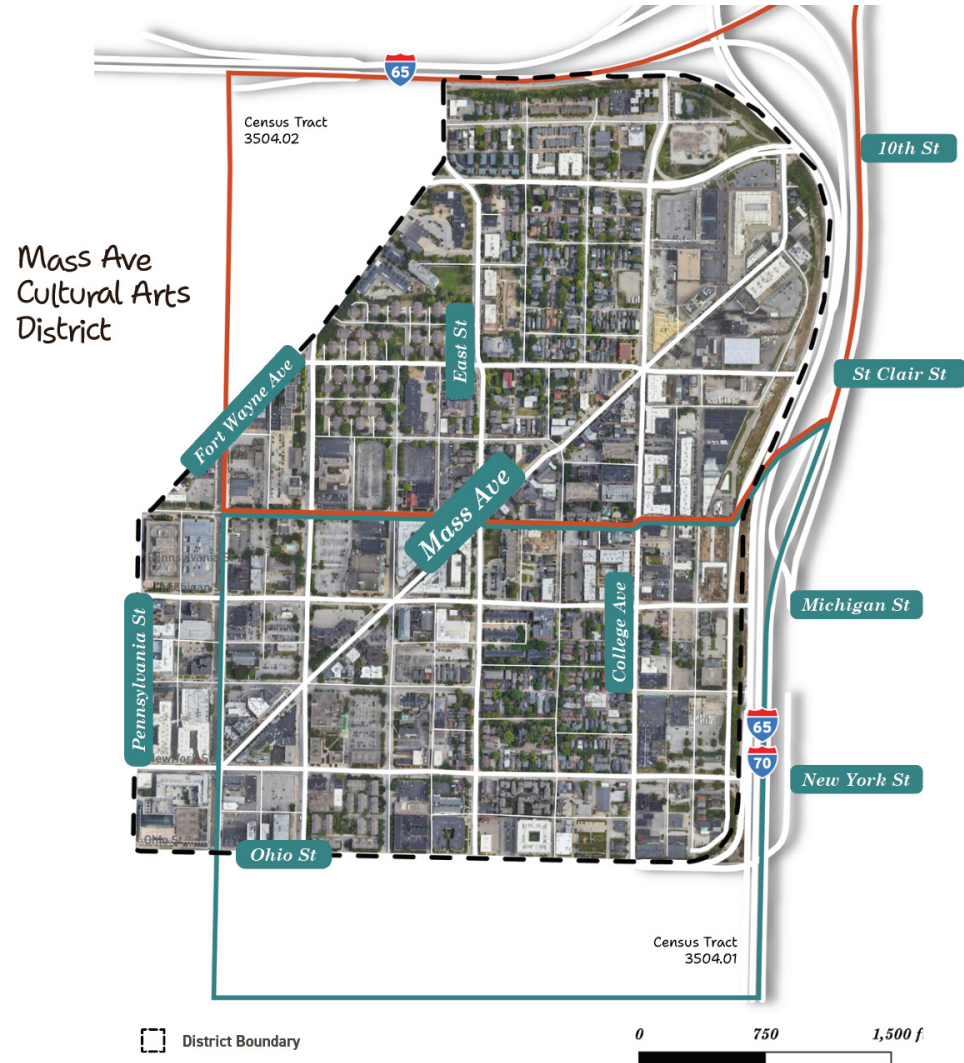
An existing conditions report is not a plan.

**It documents current conditions; it doesn't yet
propose changes. The recommendations come later,
and they build on what's found here.**

**It's assembled from data, maps, and spatial analysis
rather than impressions.**

Existing Conditions

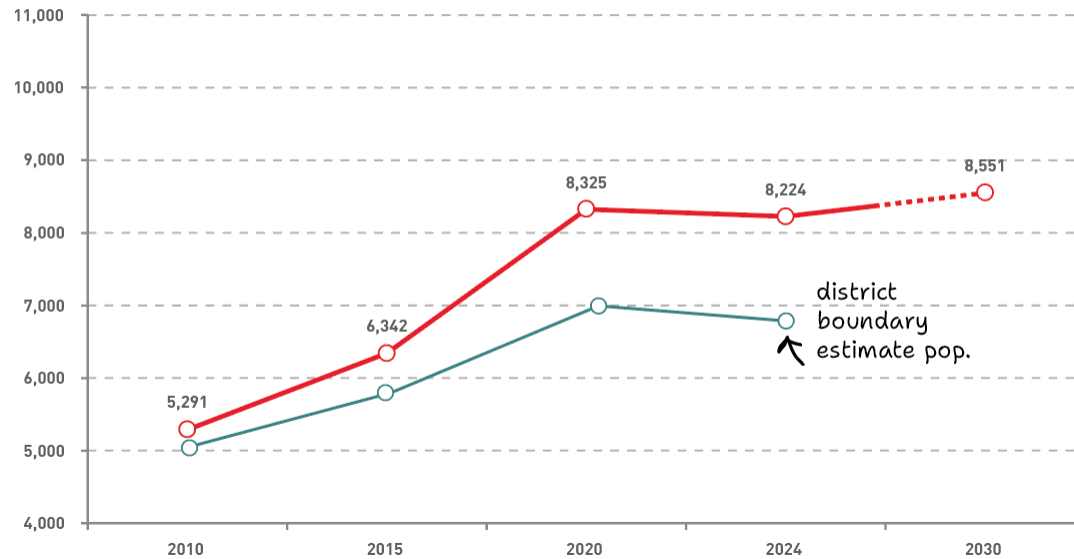
Two Levels of Data



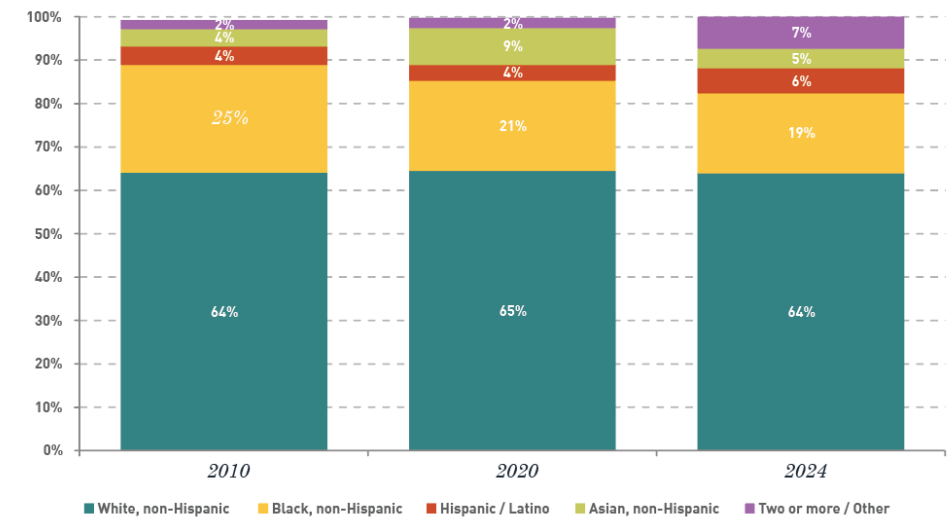
The Ave is plateauing.



Total population, 2010–2024 // MACAD, Census Tracts 3542.01, 3542.02



Race and ethnicity, share of total population



~8,300

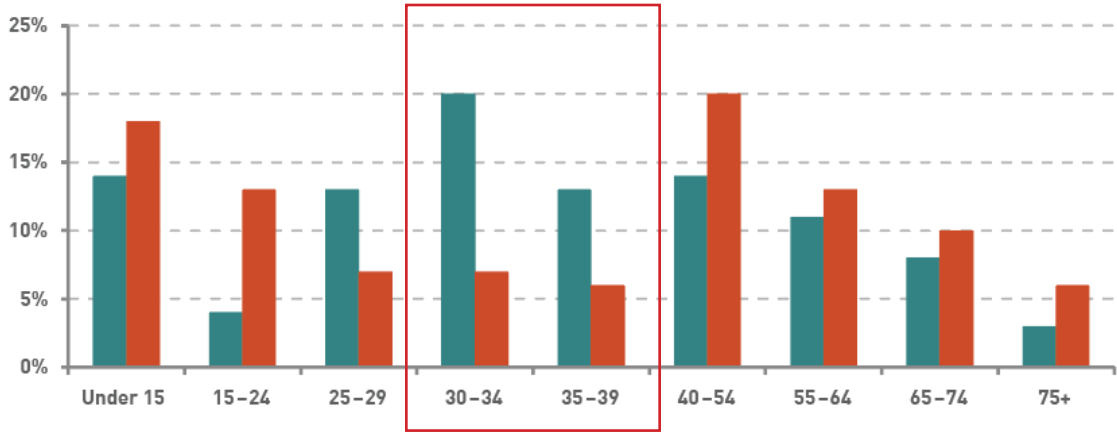
**Total
Population***

Source: U.S. Census Bureau, ACS 5-year estimates (vintages 2006-2010, 2011-2015, 2016-2020, 2020-2024). Marion County, IN — Mass Ave: tract 3542 (pre-2010 split) / 3542.01 + 3542.02 (post-split); Marion County aggregate. *Population reflects two census tracts, not district boundary.

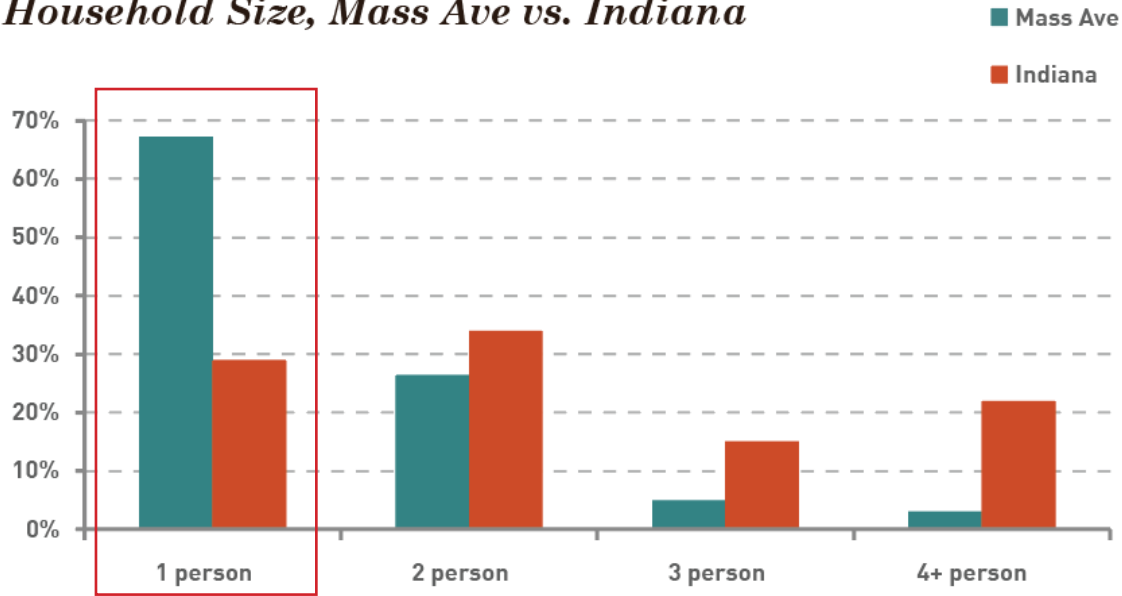
...and is increasingly single.



Resident Age Distribution, Mass Ave vs. Indiana



Household Size, Mass Ave vs. Indiana



Source: U.S. Census Bureau, ACS 5-year estimates (vintages 2006-2010, 2011-2015, 2016-2020, 2020-2024). Marion County, IN — Mass Ave: tract 3542 (pre-2010 split) / 3542.01 + 3542.02 (post-split); Marion County aggregate. *Population reflects two census tracts, not district boundary.

and young and highly educated

Meet the Median Mass Ave Resident:

31 / Single / Professional
Never married
Earns ~\$80,000/year



62%

*Population with a
Bachelor's*

Household incomes are ~32% above state
median with **educational attainment**
more than twice the state rate.



20.4%

Residents Aged 30-34

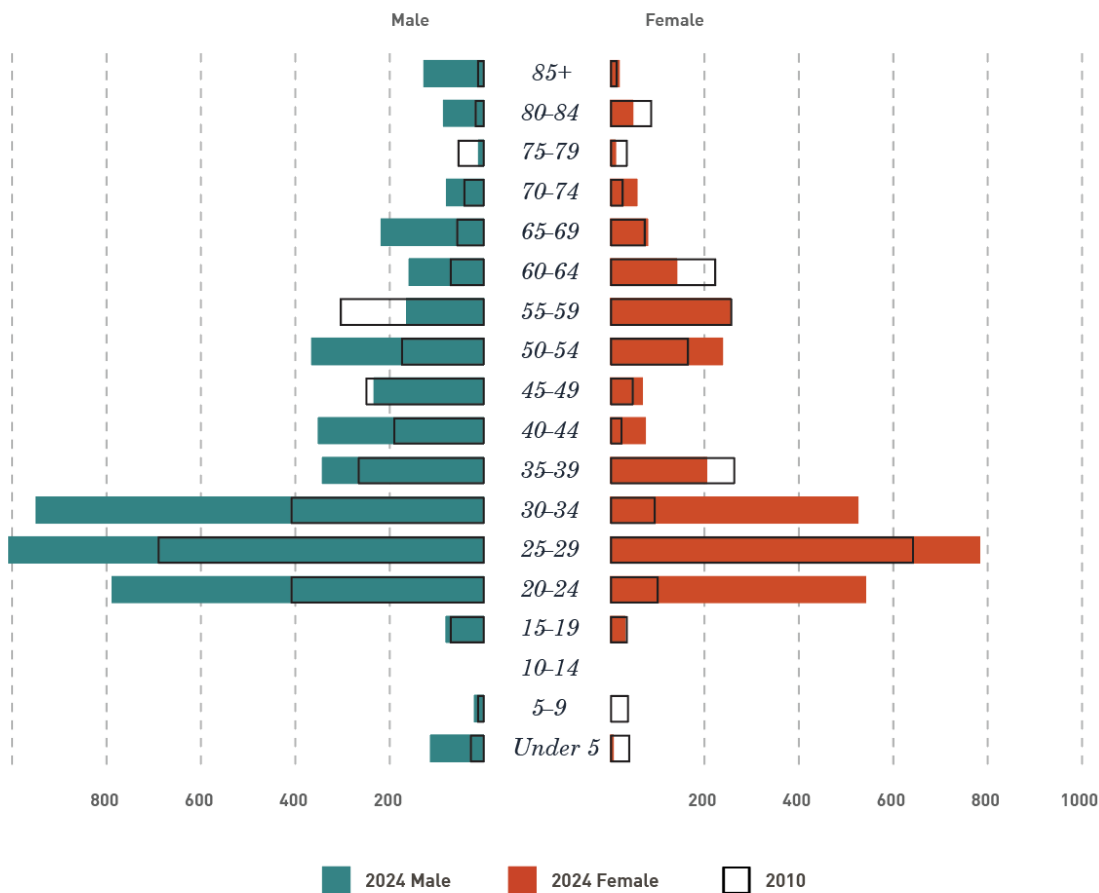
One in five residents is between 30 and
34, and 2/3 of households are one person,
both figures **well above three times the
statewide share.**

*Source: U.S. Census Bureau, ACS 5-year estimates (vintages 2006-2010, 2011-2015, 2016-2020, 2020-2024). Marion County, IN — Mass Ave: tract 3542 (pre-2010 split) / 3542.01 + 3542.02 (post-split); Marion County aggregate. *Population reflects two census tracts, not district boundary.*

...but leaves once reaching child-rearing years



Population Pyramid, 2010 vs. 2024



1.65



Men per Woman

Up from 1.41 in 2010 and the gap is widening.

-66%

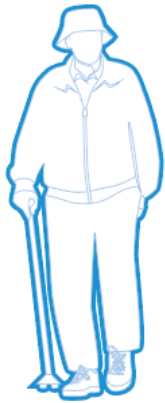


Children under 5

Since 2010, the under-5 cohort has fallen sharply.

Source: U.S. Census Bureau, ACS 5-year estimates (vintages 2006-2010, 2011-2015, 2016-2020, 2020-2024). Marion County, IN — Mass Ave: tract 3542 (pre-2010 split) / 3542.01 + 3542.02 (post-split); Marion County aggregate. *Population reflects two census tracts, not district boundary.

...and still getting younger.



-2.5
*Median Age
(years)*

34.4 → 31.9 years.

***The district is getting
younger.***



-44%

*Population
Under 18*

A major signal. New supply
is studios and one-bedrooms;

***family households are
vanishing from the
district***



68%

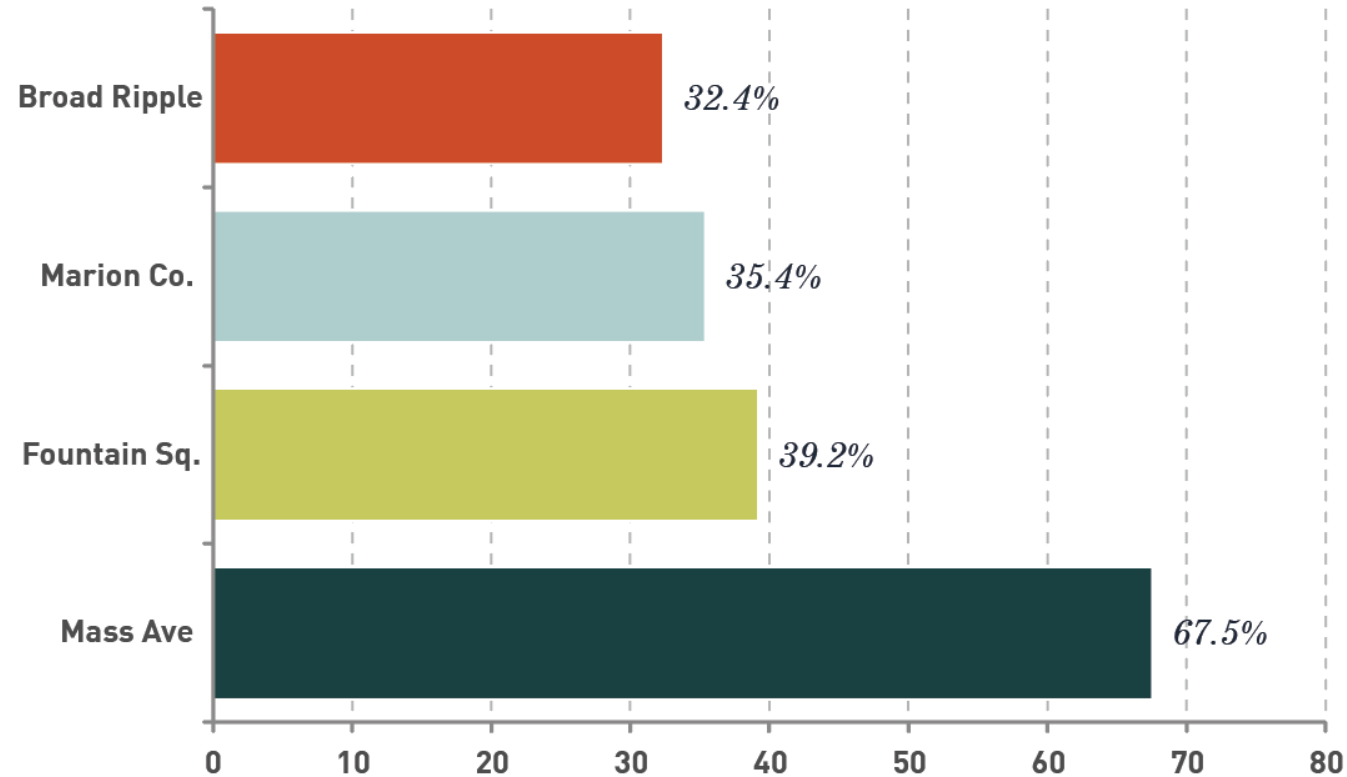
Live Alone

Mass Ave has 1 in 45
residents under 18 (vs 1 in 4
countywide) and

***2 in 3 households are one
person.***

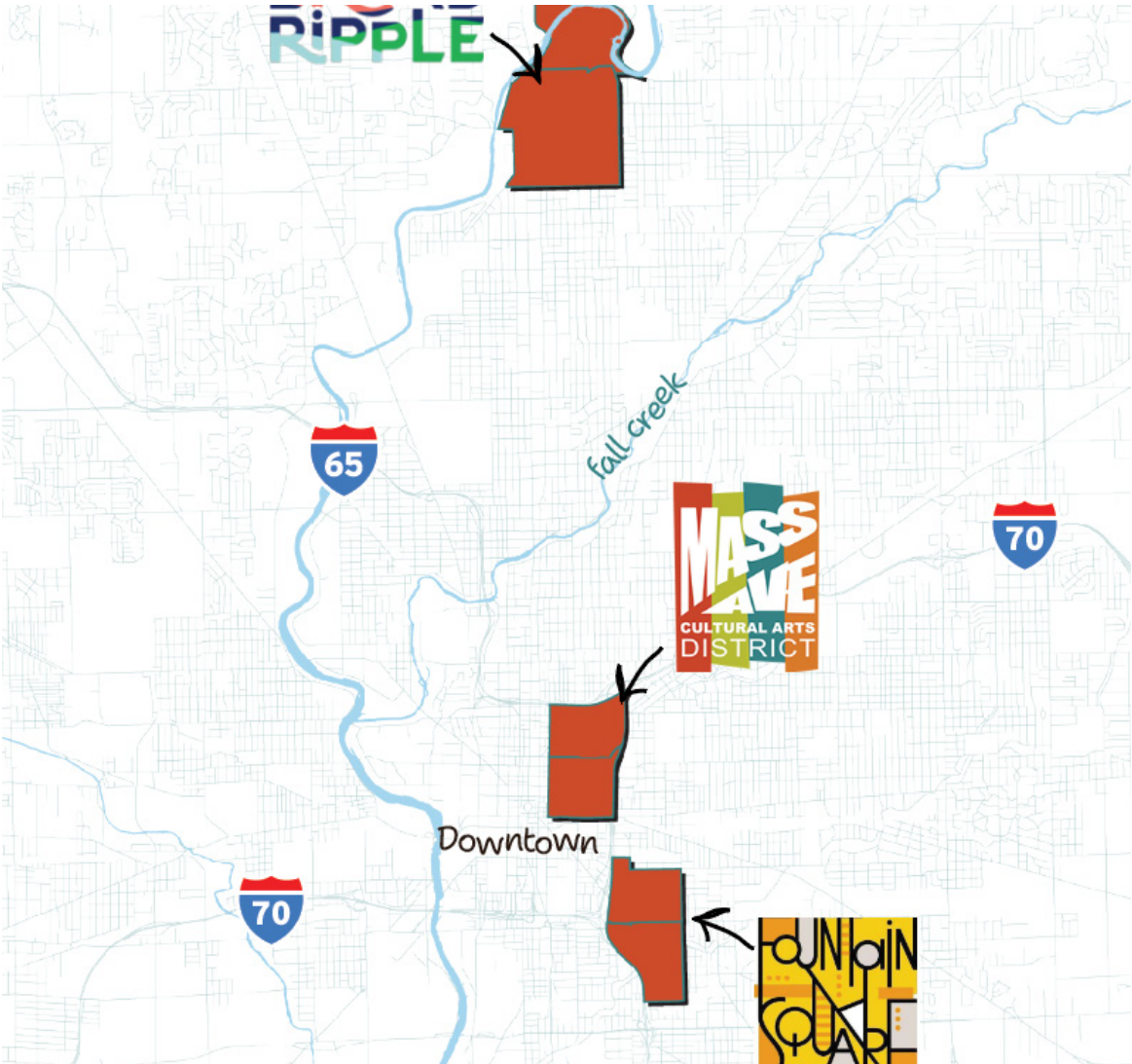
...and alone.

Percentage Living Alone (2024)



Looking at Comps..

Comparing Cultural Districts



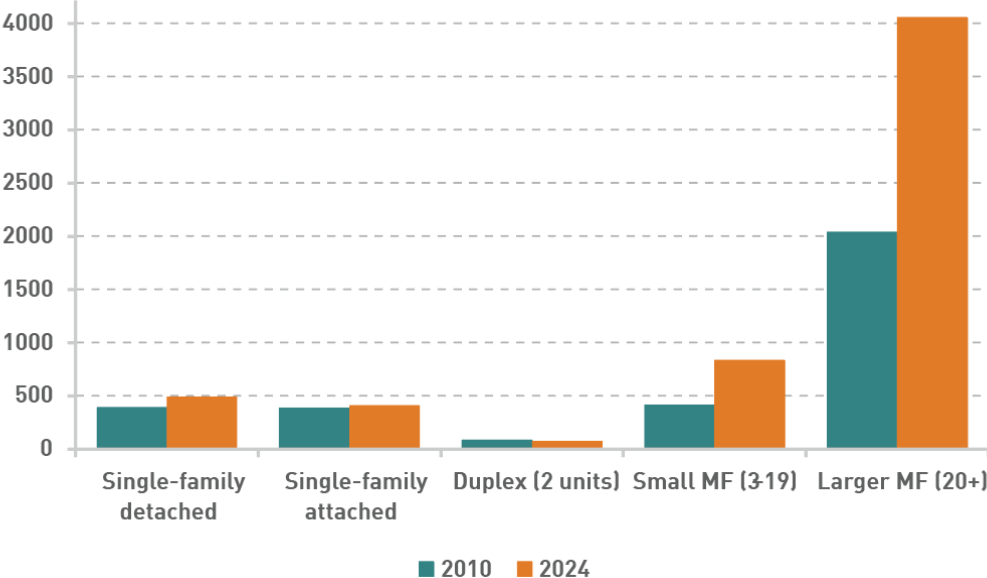
Metric	Mass Ave	Broad Ripple	Fountain Square
Census Tracts	3542.01, 3542.02	3207, 3212	3559, 3571
Population, 2024	8,224	7,517	3,928
Population, 2010	5,291	6,100	4,342
Population change, 2010–24	+55.4%	+23.2%	–9.5%
Median age	31.8	34.5	34.0

Source: U.S. Census Bureau, ACS 5-year estimates (2019–2023). Mass Ave aggregates census tracts 3542.01 + 3542.02; 2010 figure from parent tract 3542. Broad Ripple and Fountain Square aggregate both component tracts across all years. Counts summed; medians population-weighted across tracts.

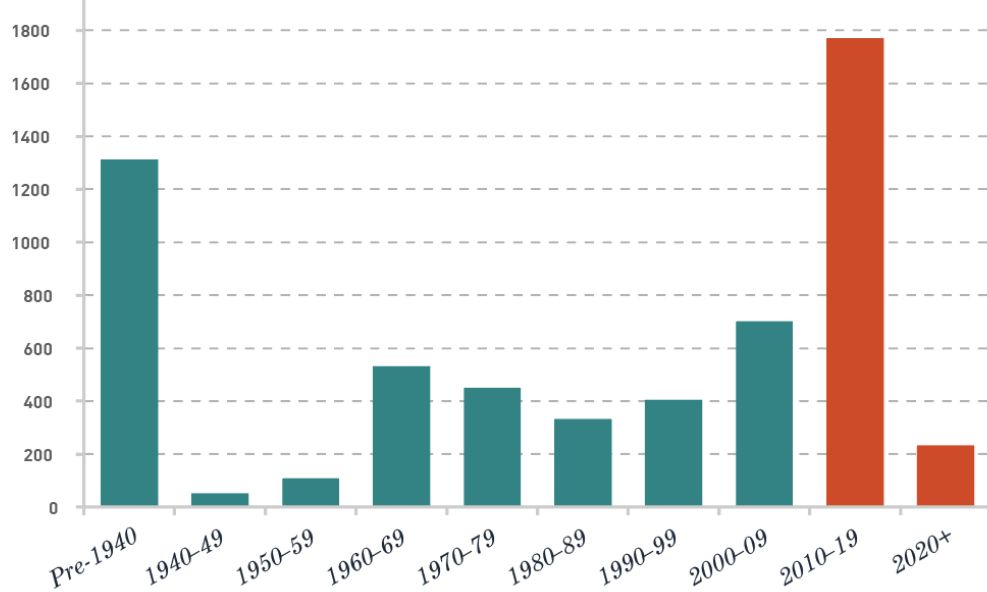
Housing is new! But also old



Housing Units by Building Type, 2010 vs 2024



Housing Units by Decade Built



Source: U.S. Census Bureau, ACS 5-year estimates (vintages 2011-2015, 2016-2020, 2020-2024). Mass Ave: tract 3542 / 3542.01 + 3542.02.

Housing is new! But also old



+74%

Housing Units

Growth in total housing units, 2010 – 2024.

From 3,383 units in 2010 to 5,892 in 2024.

34%

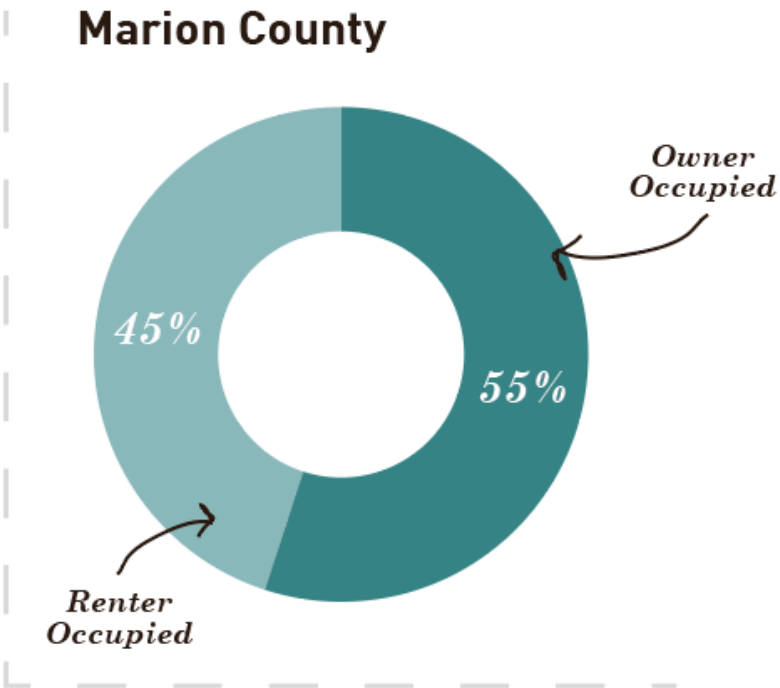
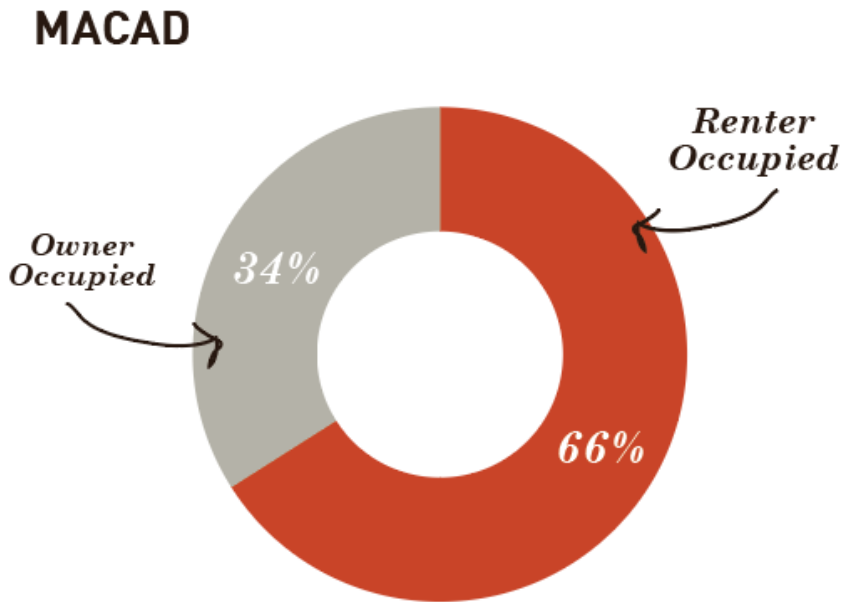


*Of all units were
built since 2010*

***2,002 of the district's 5,892 units date to
the last 14 years.***

Source: U.S. Census Bureau, ACS 5-year estimates (vintages
2011-2015, 2016-2020, 2020-2024). Mass Ave: tract 3542 /
3542.01 + 3542.02.

The district is becoming harder to buy in



Housing Burden for Renters (MACAD)

(More than 30% of income)

2014- 2018



2019-2023



Housing Burden for Homeowners (MACAD)

(More than 30% of income)

2014- 2018

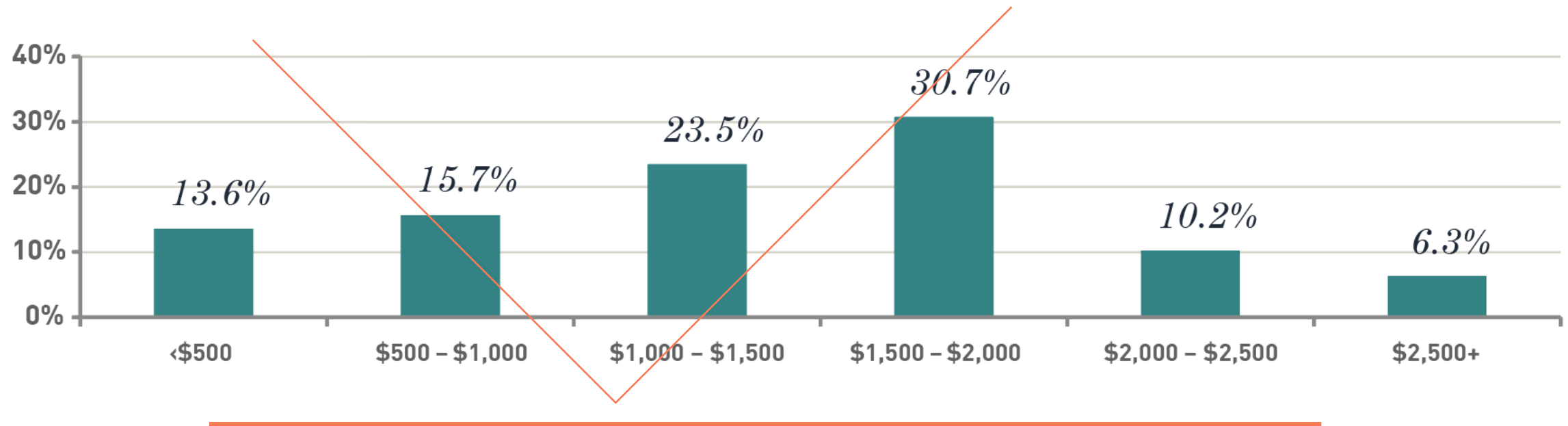


2019-2023



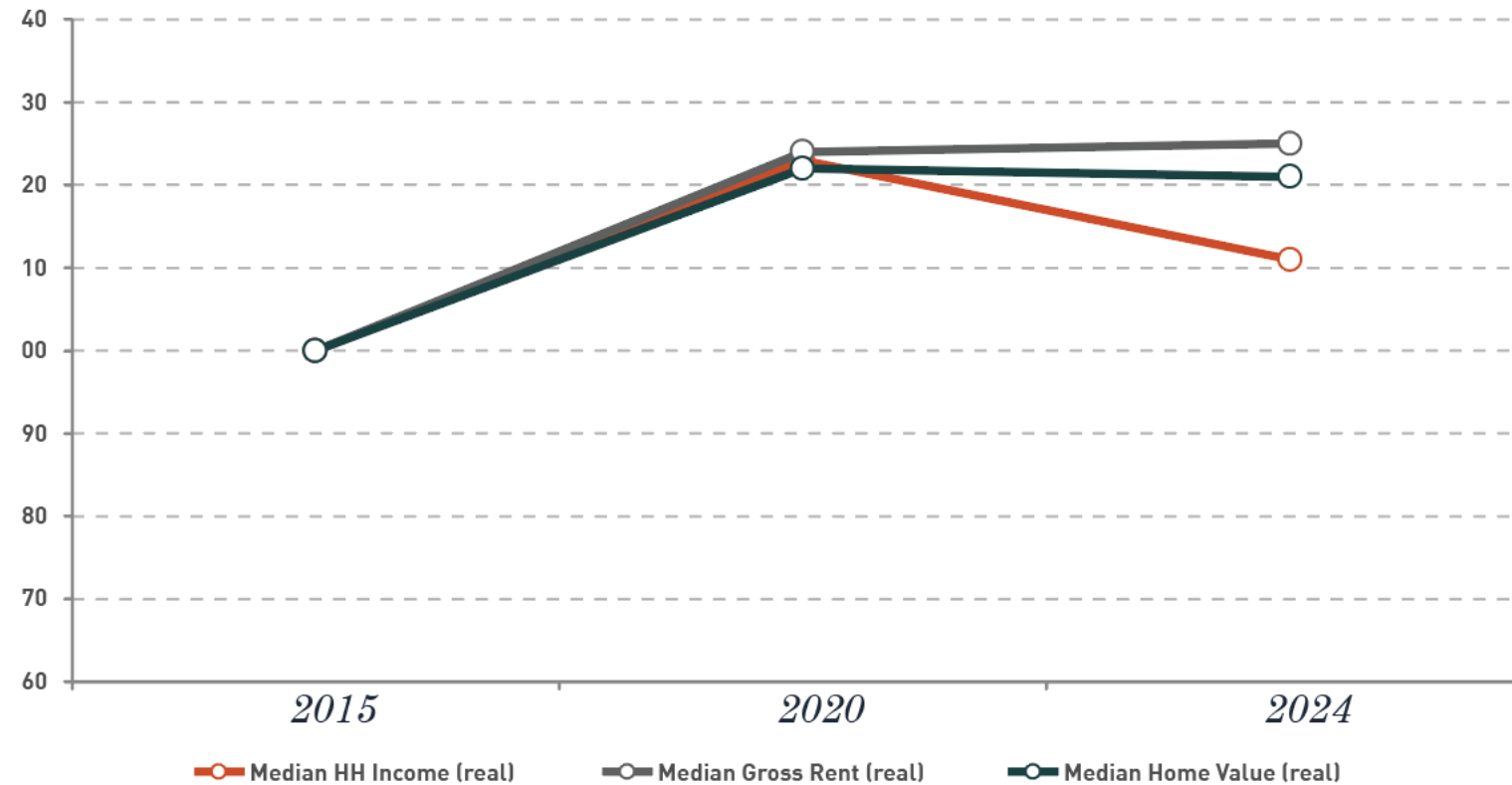
...and becoming K shaped for renters

Gross Rent Distribution



Income is not keeping up with rent

Median Home Value/Gross Rent vs. Household Income, 2015-2024



We've got a housing crunch



+21%



Home Values (Real Terms since 2015)

\$337K → \$407K real. Renter-share growth (73%→77%) follows naturally: **ownership is harder to enter.**

+17%

Renter Occupied (Housing Share)

The Mass Ave district added 760 occupied housing units between 2020 and 2024, a 17% increase. **Almost all of that growth came from rental units**, which expanded by 946 (+30%).

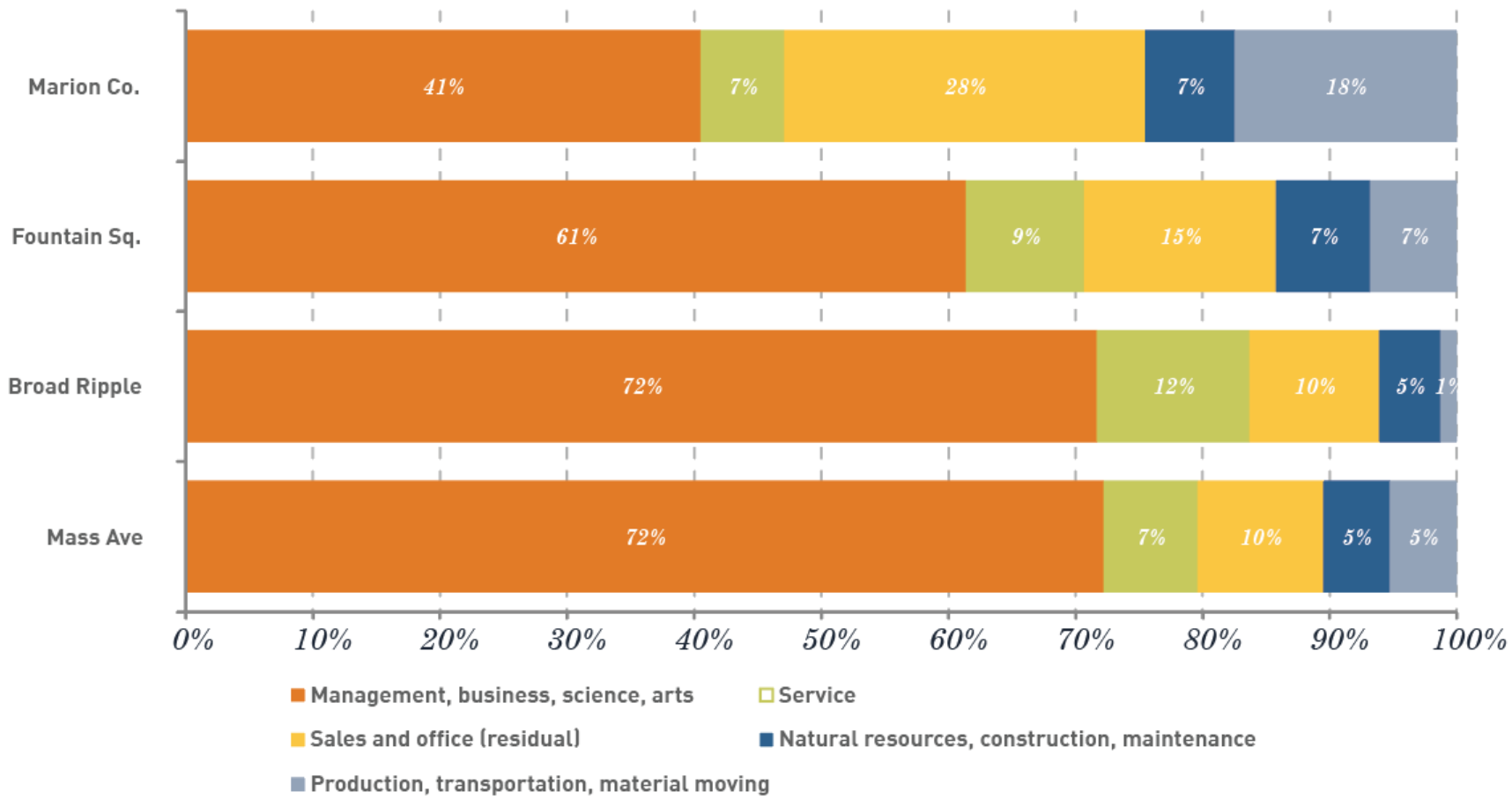
+25%

Real Rent (2020-2024)

\$1,195 → \$1,498. Rent growth is faster than the regional CBD average (+19% since 2020) **Renters absorbed real-cost growth faster than incomes.**

The district is increasingly managerial

Occupational Composition, 2024



Source: U.S. Census Bureau, ACS 5-year estimates (vintages 2011-2015, 2016-2020, 2020-2024). Mass Ave: tract 3542 / 3542.01 + 3542.02. Marion County, IN aggregate. Dollars in constant 2024 dollars using BLS CPI-U. Labor data: B23025 employment status, B19301 per capita income, C24010 occupation; sales/office shown as residual due to C24010 sub-category indexing.

...and less service oriented



74k

Per Capita Income (2024)

Twice the Marion County average of \$38k. Nearly equal to median household income (\$74k) because most households are one person.

72%

of Workers in Management Tier

Marion County overall: 40.5%.
Mass Ave matches Broad Ripple as **Indianapolis's most professionally concentrated district.**

12% → 7%

Service Work Fell

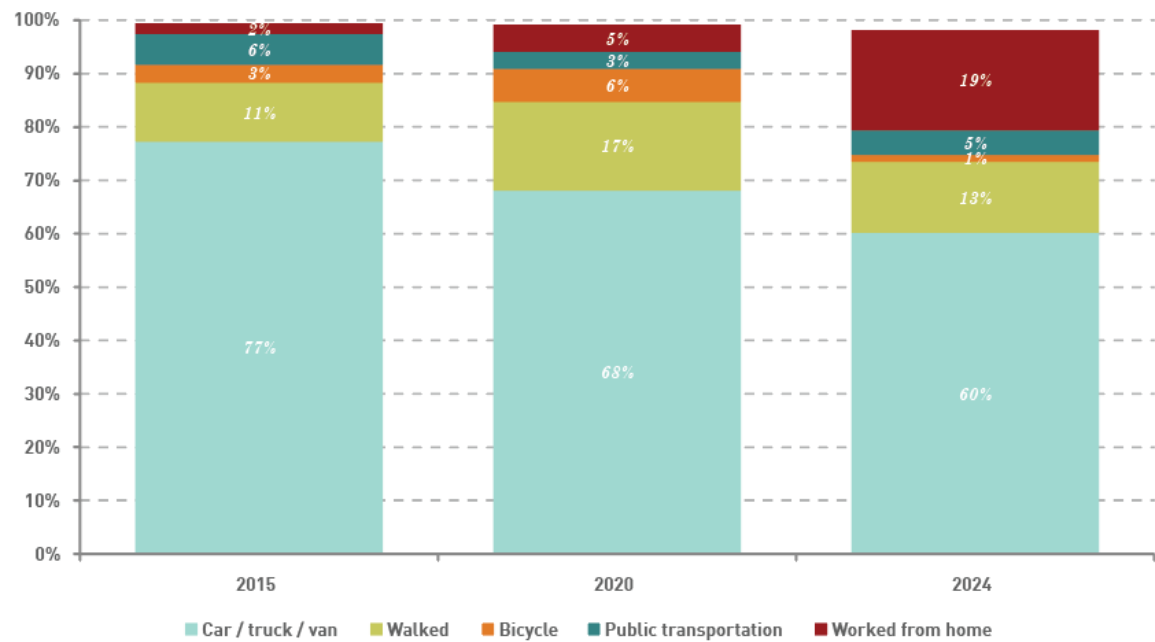
Mass Ave's service-worker share dropped 5 pp from 2015. Combined with rising rents, **service workers are being priced out of the corridor.**

Source: U.S. Census Bureau, ACS 5-year estimates (vintages 2011-2015, 2016-2020, 2020-2024). Mass Ave: tract 3542 / 3542.01 + 3542.02. Marion County, IN aggregate. Dollars in constant 2024 dollars using BLS CPI-U. Labor data: B23025 employment status, B19301 per capita income, C24010 occupation; sales/office shown as residual due to C24010 sub-category indexing.

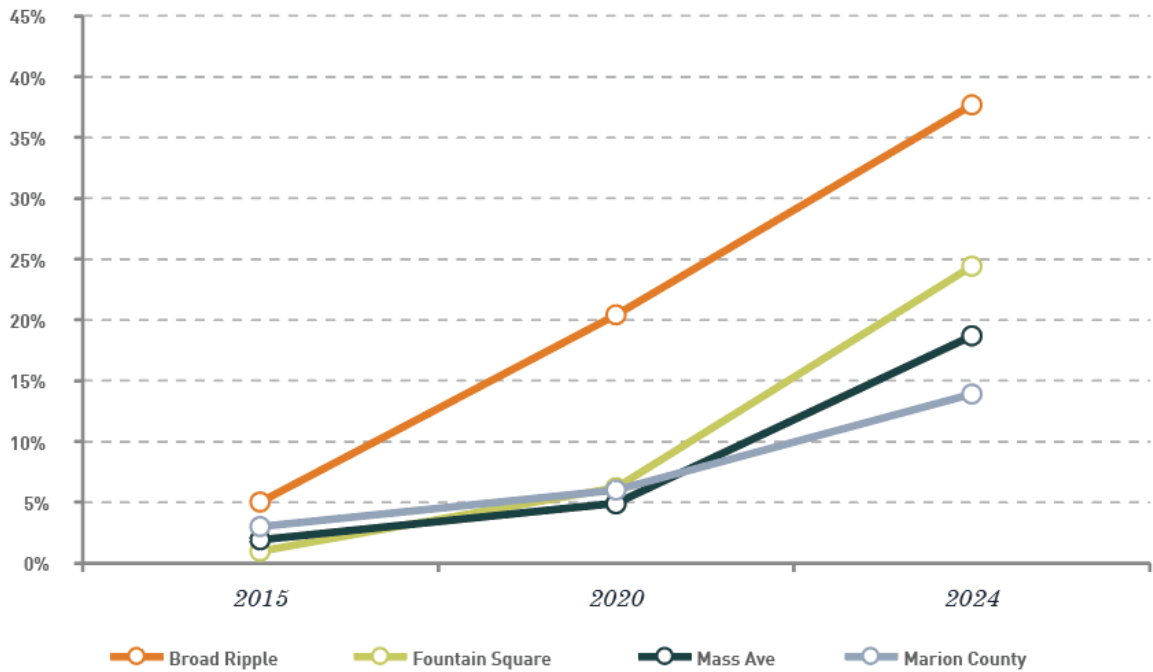
...and less commuting by car



Residents Commuting Mode Share, 2024



Work From Home (%), 2024



Source: U.S. Census Bureau, ACS 5-year estimates (vintages 2011-2015, 2016-2020, 2020-2024). Mass Ave: tract 3542 / 3542.01 + 3542.02. Marion County, IN aggregate. Dollars in constant 2024 dollars using BLS CPI-U. Labor data: B23025 employment status, B19301 per capita income, C24010 occupation; sales/office shown as residual due to C24010 sub-category indexing.

...because WFH

-17%

Driving

From 77% to 60% in 9 years. ***The single largest behavioral shift in any metric tracked.***



1.9% → 18.7%

Work From Home

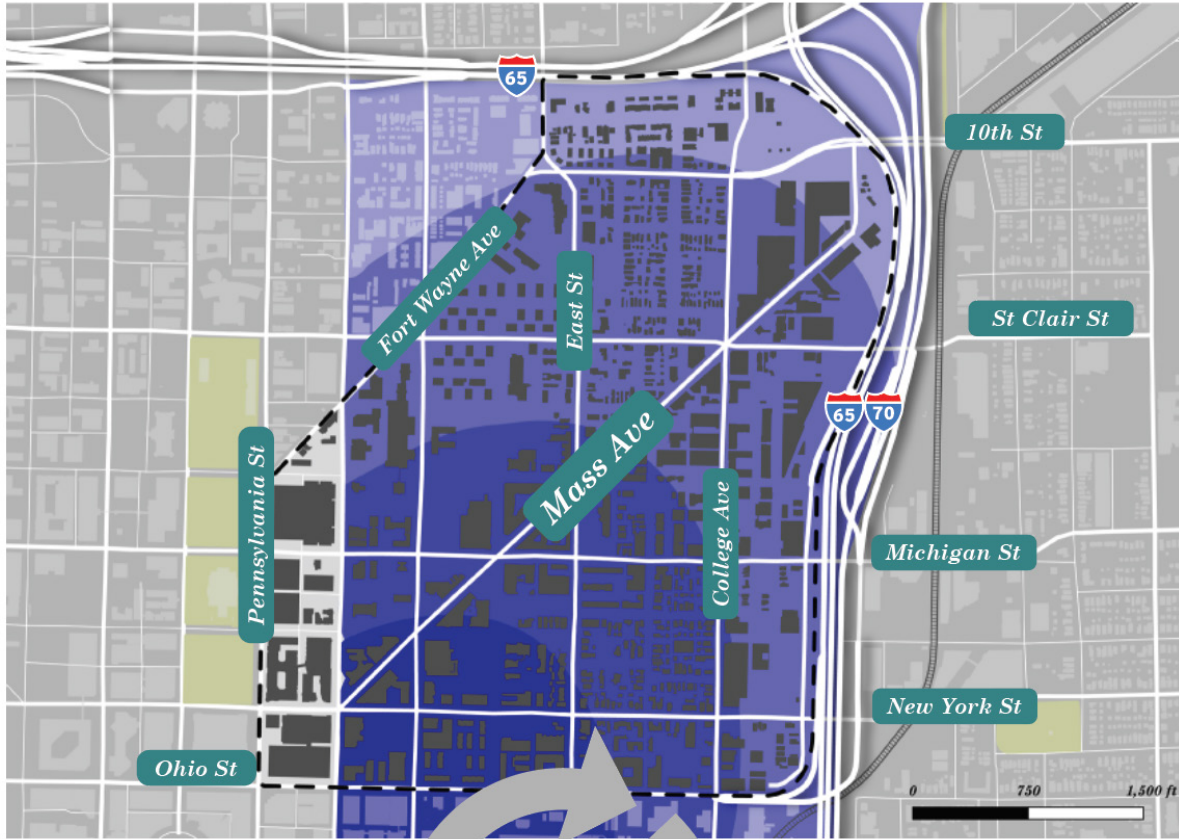
Roughly 1,000 Mass Ave workers now WFH on a typical day. Above the 14% Marion County average. ***Work from home rates have jumped 10x.***



Source: U.S. Census Bureau, ACS 5-year estimates (vintages 2011-2015, 2016-2020, 2020-2024). Mass Ave: tract 3542 / 3542.01 + 3542.02. Marion County, IN aggregate. Dollars in constant 2024 dollars using BLS CPI-U. Labor data: B23025 employment status, B19301 per capita income, C24010 occupation; sales/office shown as residual due to C24010 sub-category indexing.

Live or work but not both.

Job Density in Census Tracts 3542.01 and 3542.02



254

Workers That Both Live and Work in Mass Ave.

Almost no one. 5.7% of resident workers; 1.6% of jobs. *The actual lived experience of live/work in the same blocks is rare.*

15,635

*Workers
Commuting In*

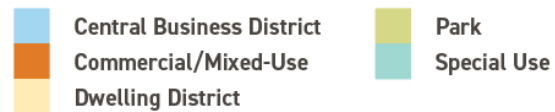
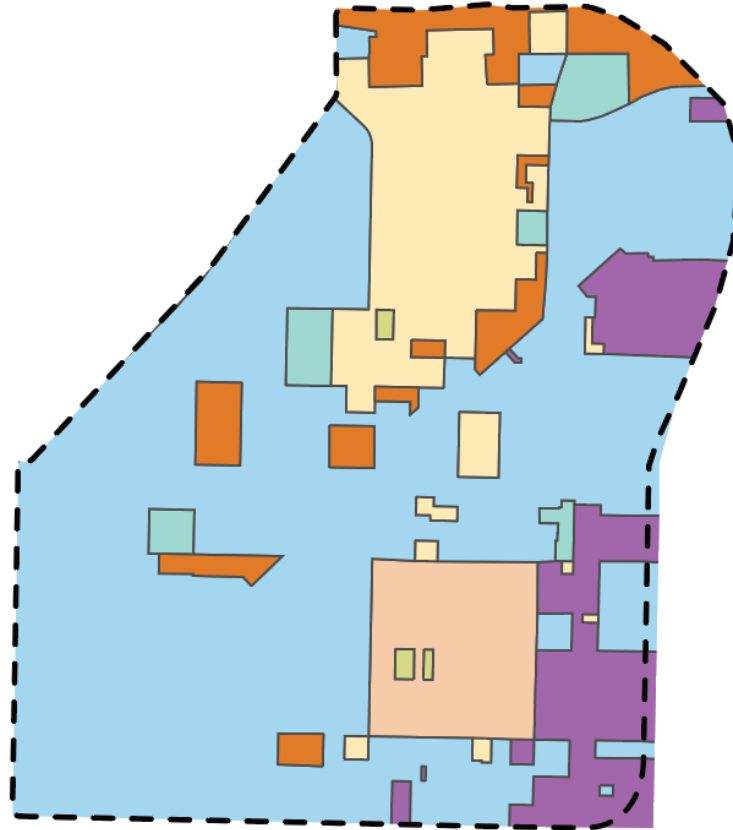
254

4,192

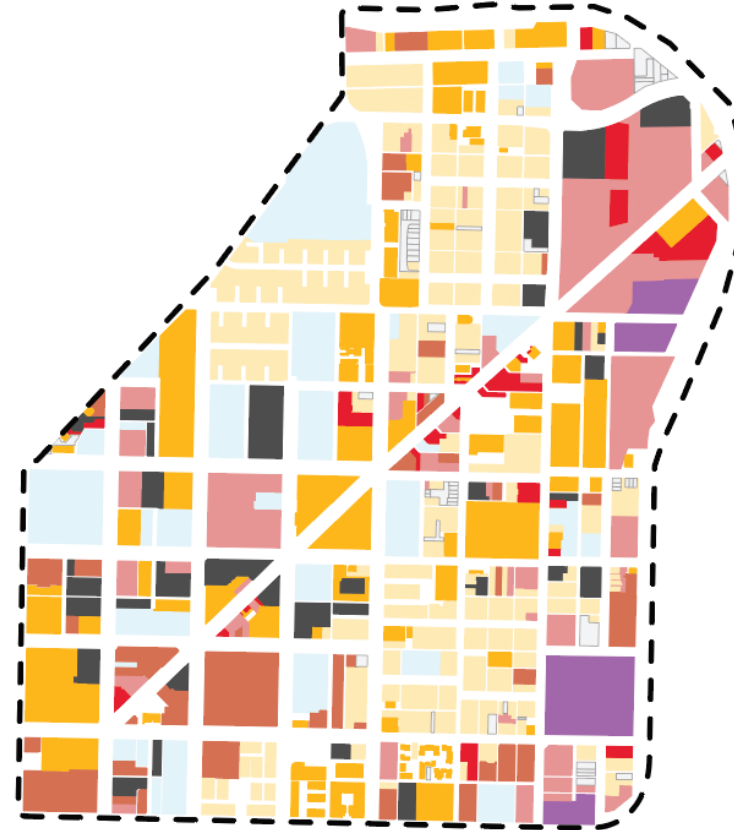
*Residents
Commuting Out*

Zoning enables more

MACAD Zoning



MACAD Land Use



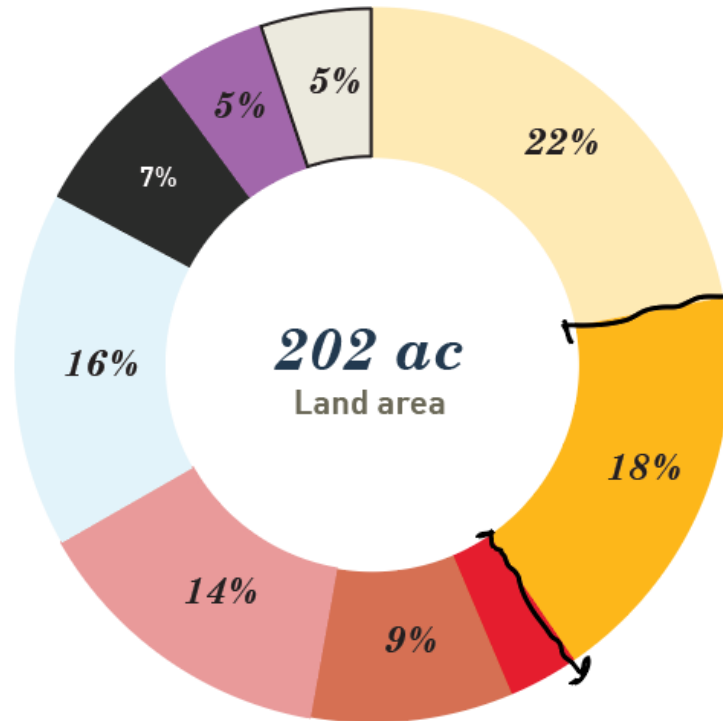
**60% of the district is entitled for downtown intensity, but
more than 1/5 is built for low density**

Mismatched land and value

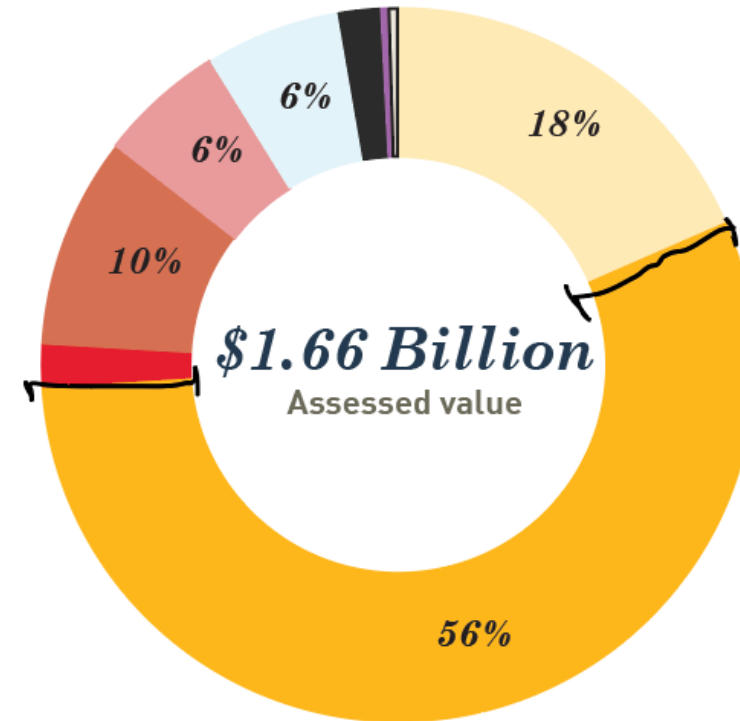
Land Use by Category: Area vs. Value



Land Area



Assessed Value



**Multifamily residential
contains just 18% of the land
but 56% of the value**

What's building and what's missing



6.4

Acres of Retail & Dining

Just 3.2% of all land. The cultural district is a sliver



849

Multifamily & Condo Parcels

The district's dominant housing development.



88

Parcels w/ Zero Building Value

Vacant lots and parking bring down assessed values.

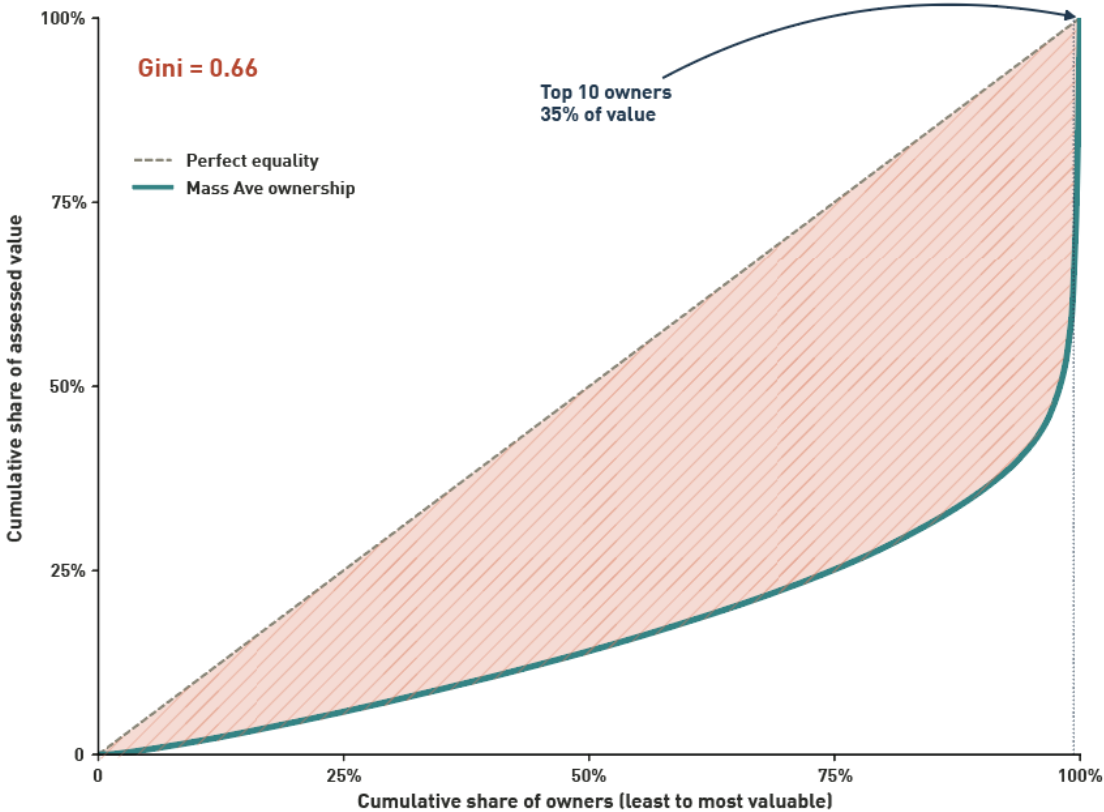
Top heavy ownership



Multiproperty Owners



Lorenz Graph, Property Ownership



Half the district's \$1.66B assessed value is held by its top 25 owners (48%); the single largest holds 5%. Owners consolidated by mailing address. Source: Marion County assessor.

Top heavy ownership



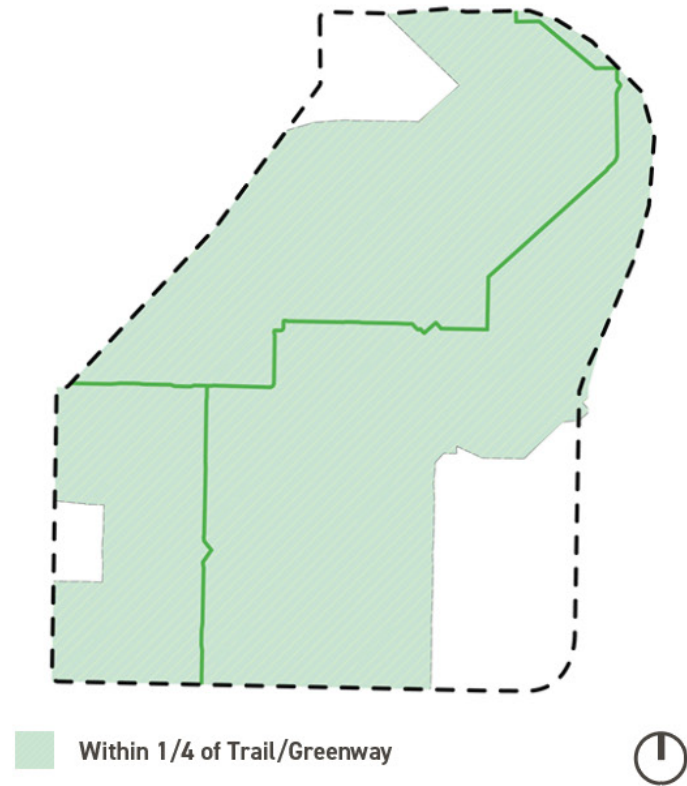
35%

Top 10 Property Owners' Share of Assessed Values

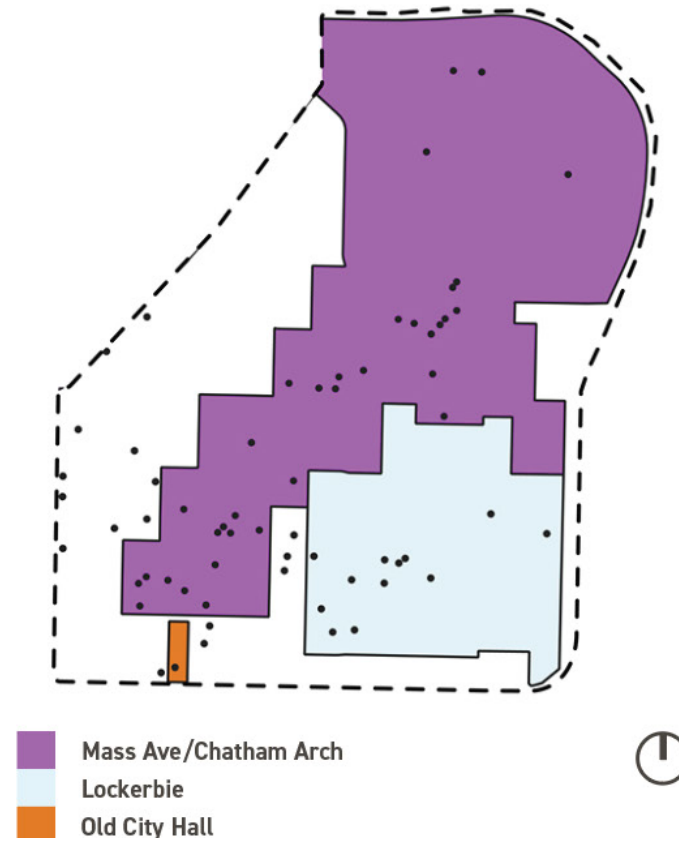
Ownership is highly concentrated.

Not just zoning, here

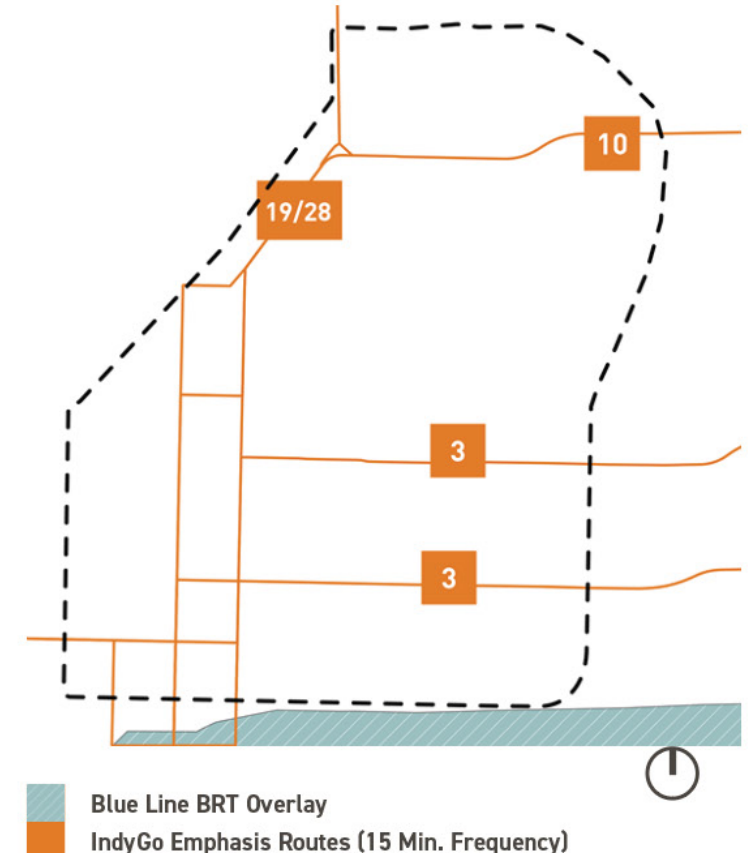
Greenways



IHPC Districts

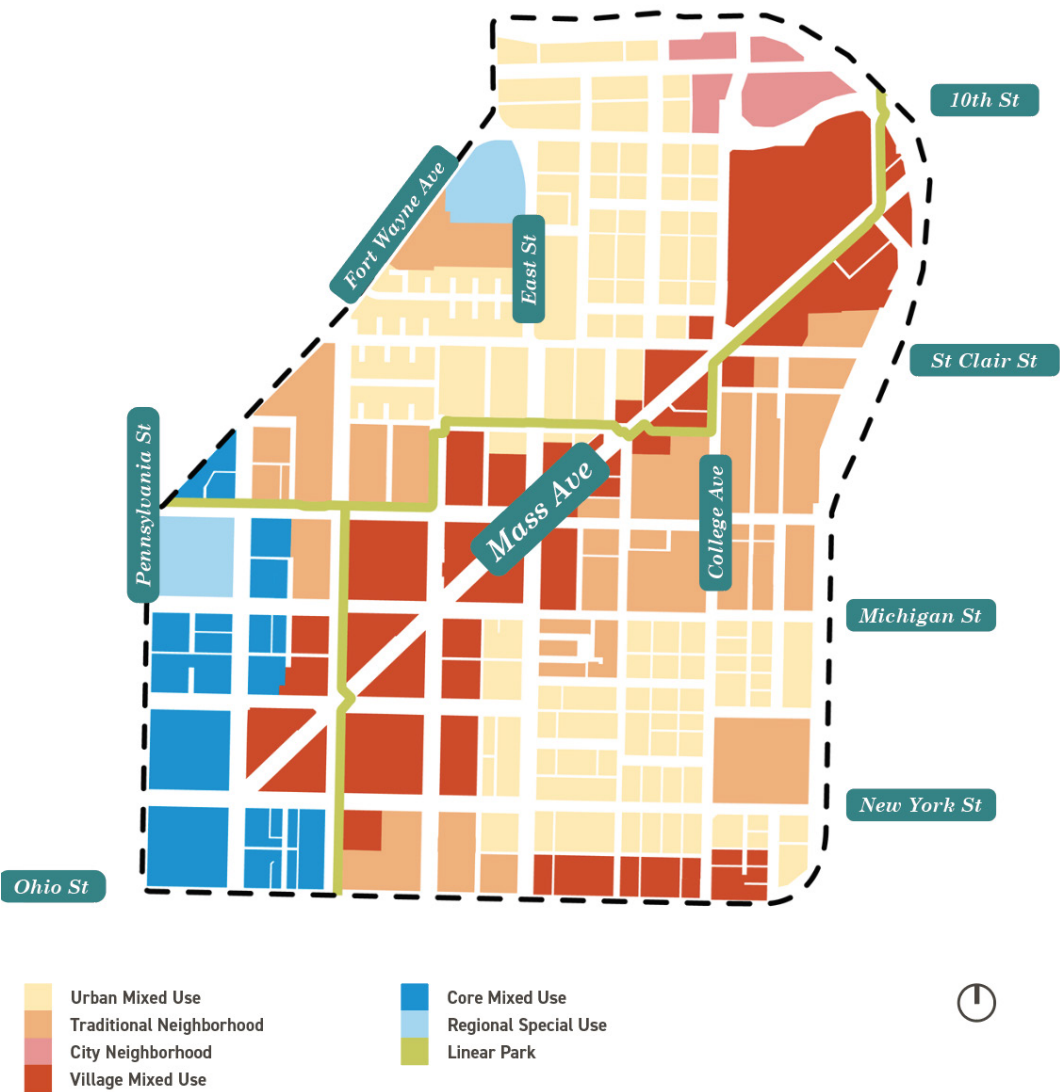


Transit Emphasis Corridors



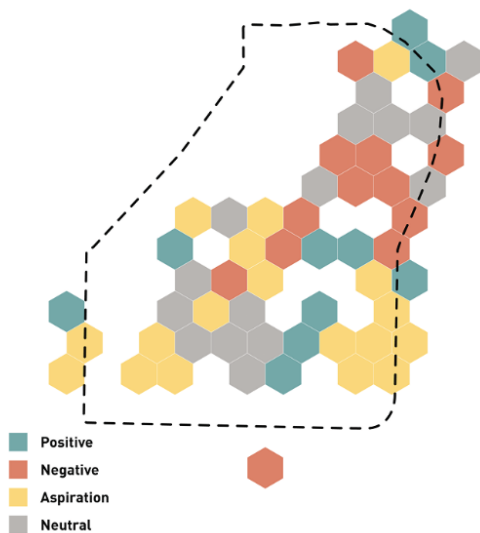
Mismatch between plan and reality

Land Use Plan Mismatch

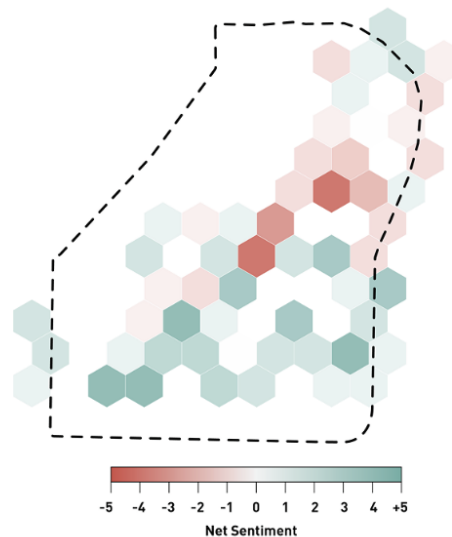


What we're hearing

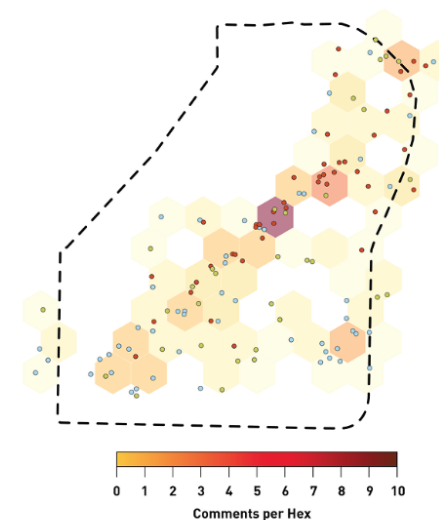
Dominant Sentiment



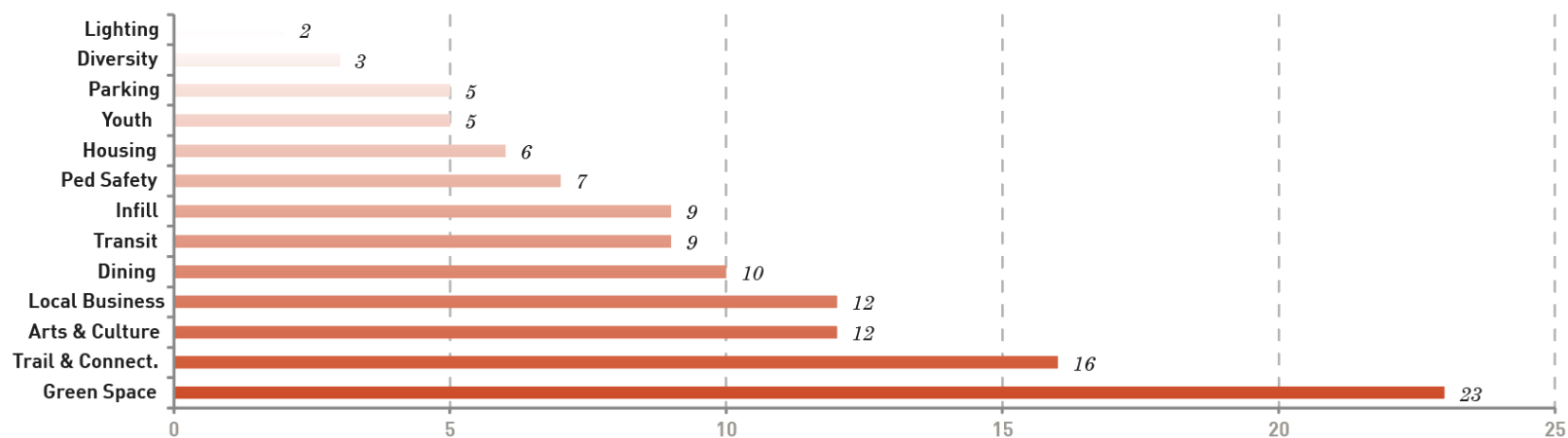
Net Sentiment Score



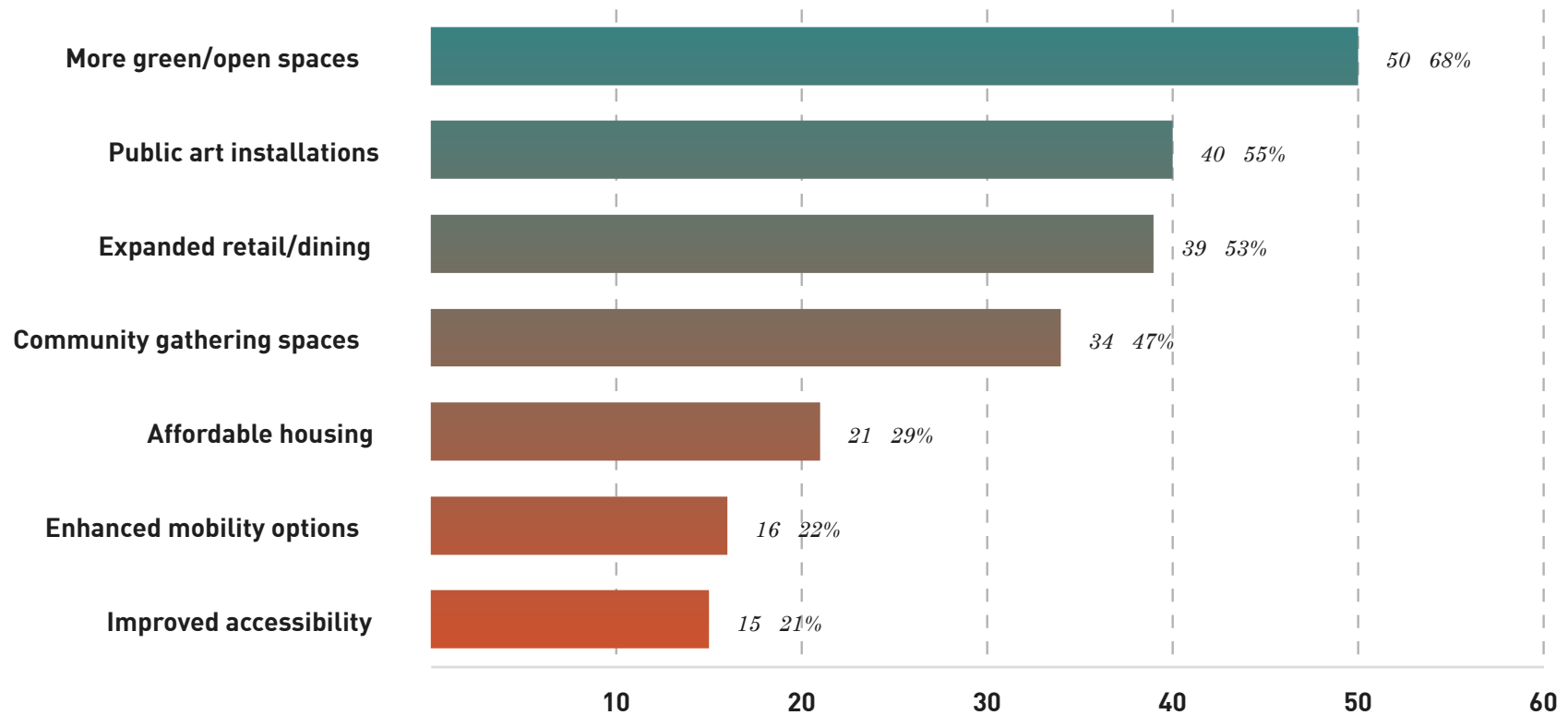
Comment Density + Points



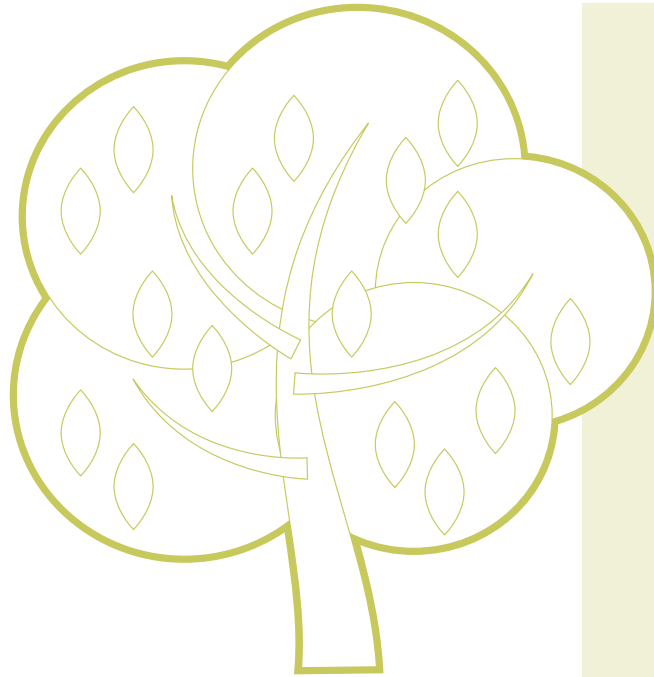
Topic Mentions in Public Comments, “Map Your Mass” Event:



What People Want



What People Want

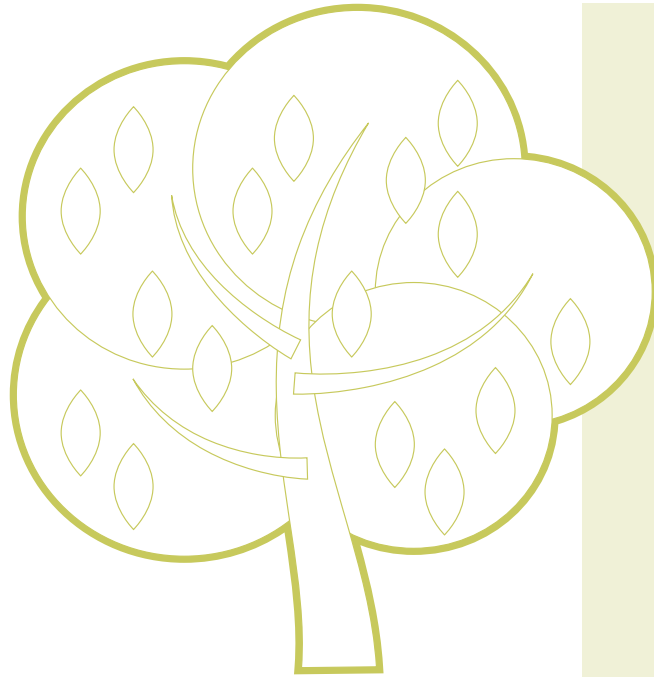


49%

***Cite lack of
green space***

As one of Mass Ave's biggest
challenges.

What People Want

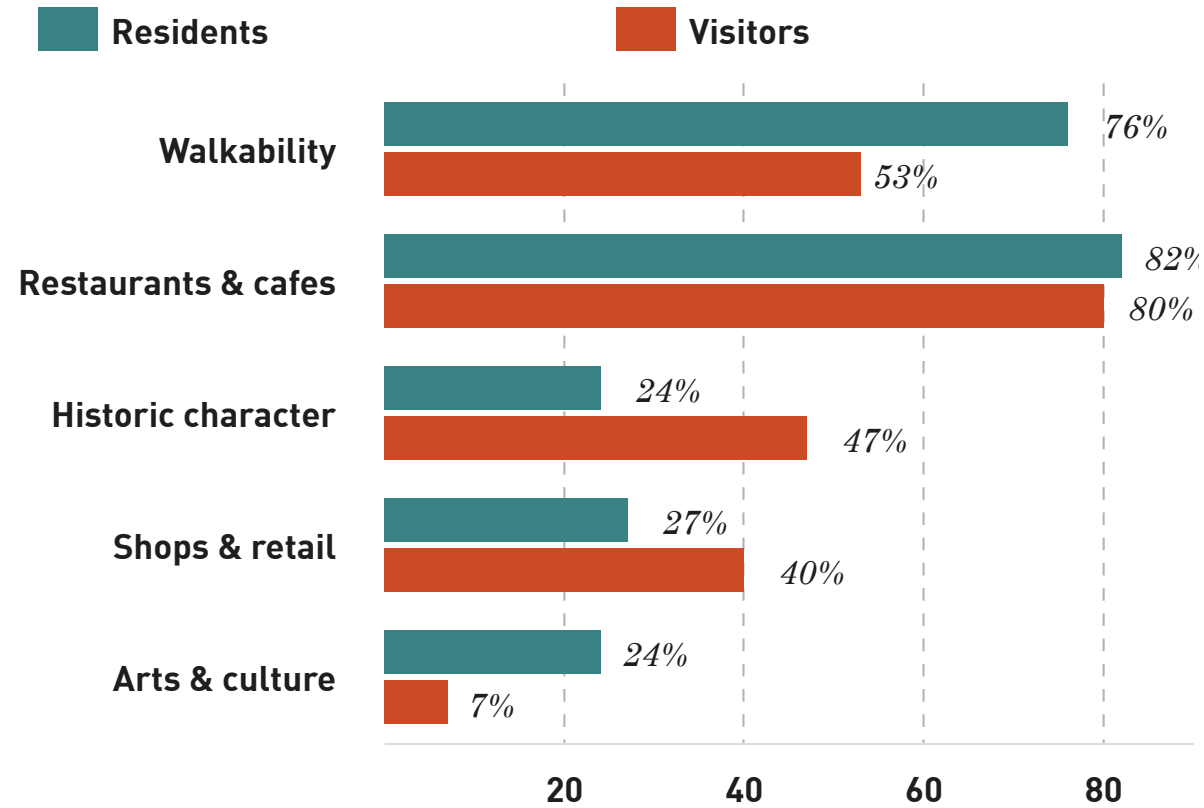


49%

***Cite lack of
green space***

As one of Mass Ave's biggest
challenges.

What People Enjoy



Discussion



Thank you!