



MASS AVE *NEXT*

DISTRICT VISION PLAN

ADVISORY COMMITTEE // MARCH 2026



DRAFT

Intro + Outline

- **Brief Introduction**
- **Vision Plan Overview**
- **Review Draft Guiding Themes**
- **Activity**



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Project Team



We are development strategists.

We help cities, neighbors, and communities translate vision into action through development strategy, planning, and big thinking.

What We Do →

Entitlement & Zoning Strategies

Feasibility Studies

Urban Design Guidelines

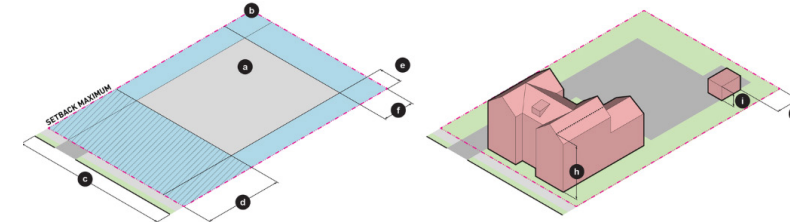
Housing Prototypes

Neighborhood & District Plans

Tactical Placemaking

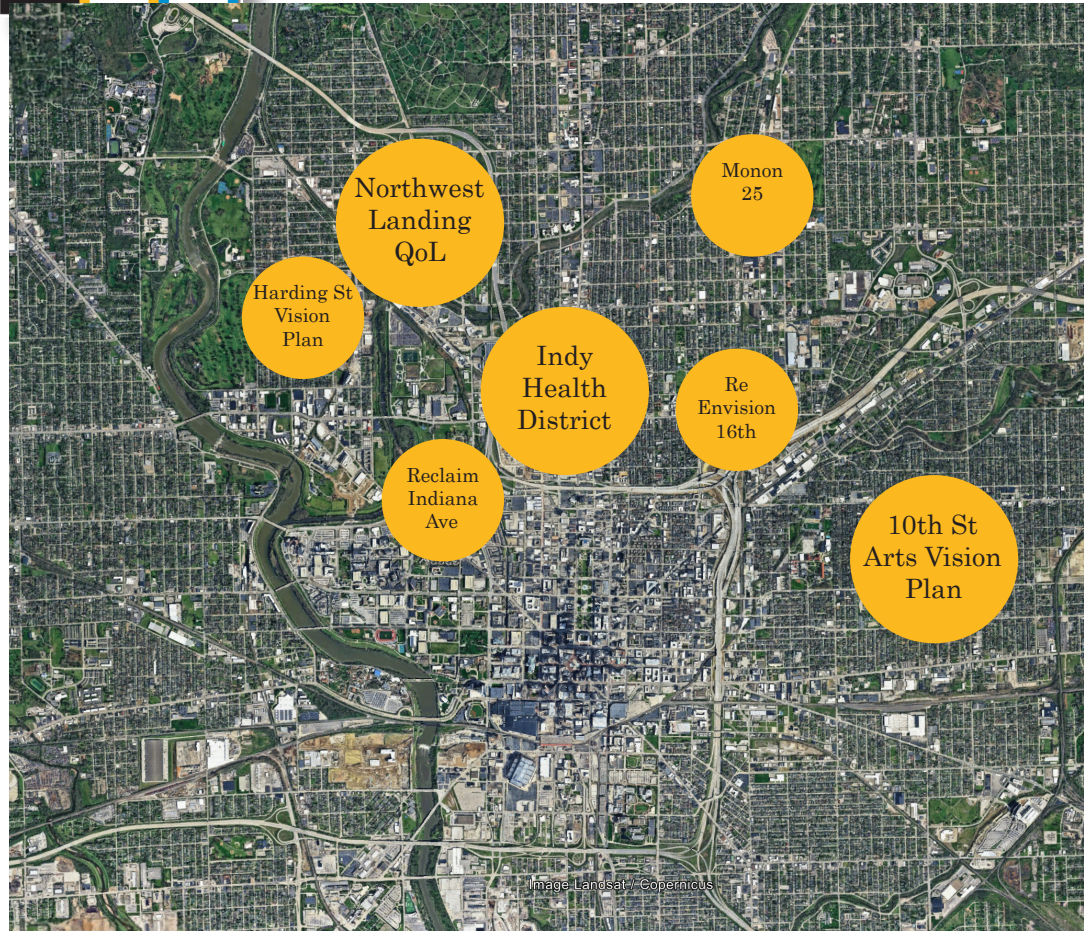
Graphic Design

MASS AVE NEXT PLAN





We are development strategists with local expertise.



Strategic Framework

Level-Setting

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+.**

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Strategic Framework

Level-Setting

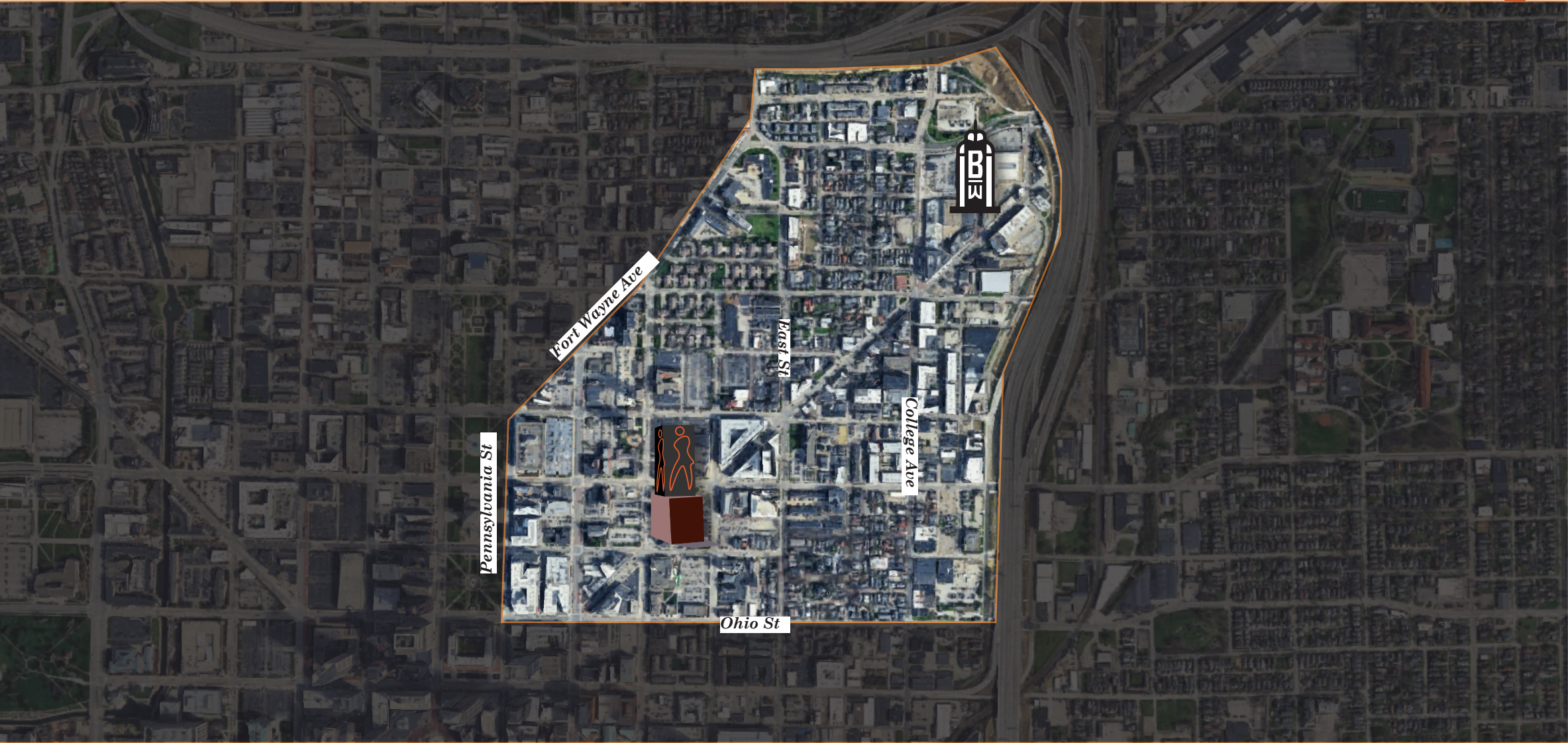
Why??

Without a plan,
stuff just sort of
...happens.

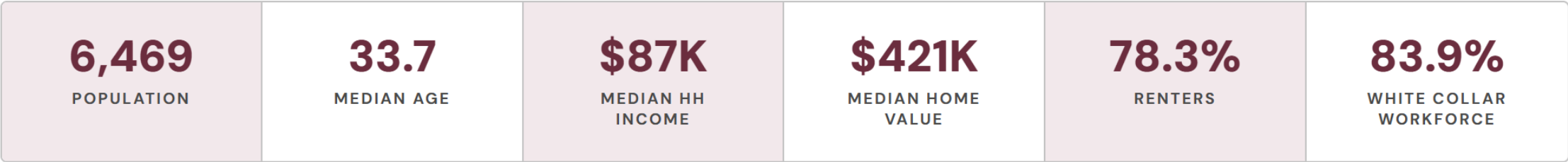
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Study Area

What Does a Vision Plan Do?

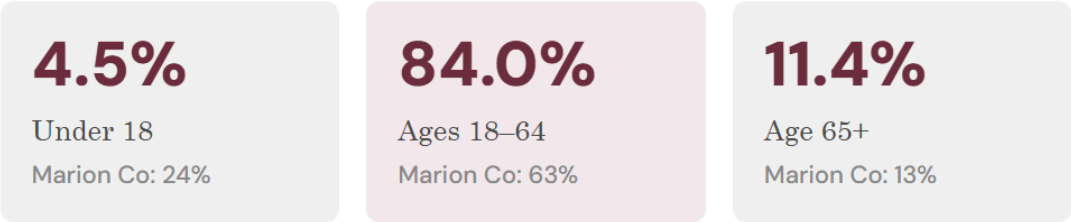


Study Area



1 Who Lives Here

AGE DISTRIBUTION



THE STORY

Mass Ave is overwhelmingly a working-age district — 84% of residents are between 18 and 64, compared to 63% countywide. The near-absence of children (4.5% vs. 24% county) and small household size (1.35) reflect a district of young professionals, artists, and empty-nesters drawn to urban living. The median age of 33.7 is younger than Marion County's 34.8.

DIVERSITY & EDUCATION



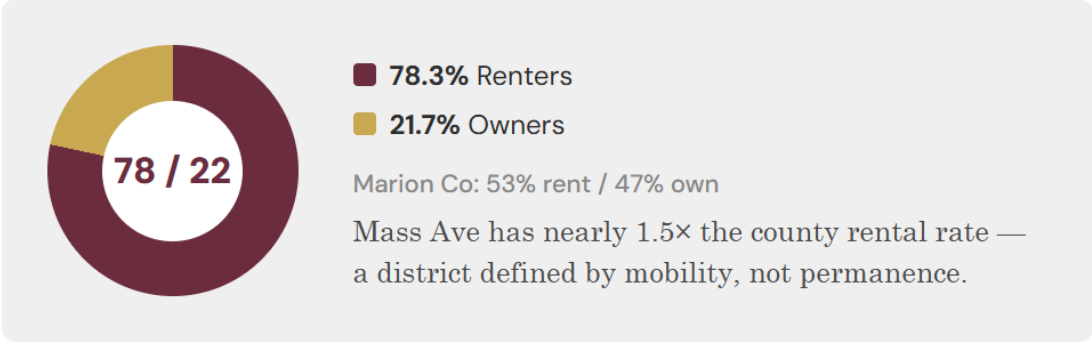
EDUCATIONAL ATTAINMENT



Study Area

2 Housing & Economy

OWNERSHIP VS. RENTAL



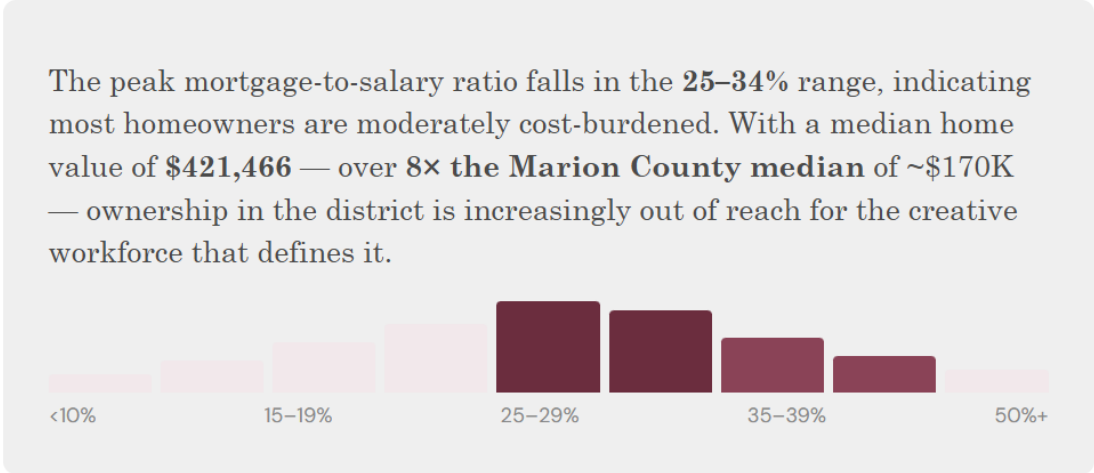
HOUSING STOCK AGE

The housing stock skews historic: the largest share of units were built **pre-1939**, with a second wave in the **2010–2019** development boom (Bottleworks, Circa, The Ardmore). This bimodal pattern — century-old structures alongside new-build apartments — defines Mass Ave's physical character and preservation challenge.

INCOME & AFFORDABILITY



MORTGAGE BURDEN



Study Area

3 Cultural Infrastructure



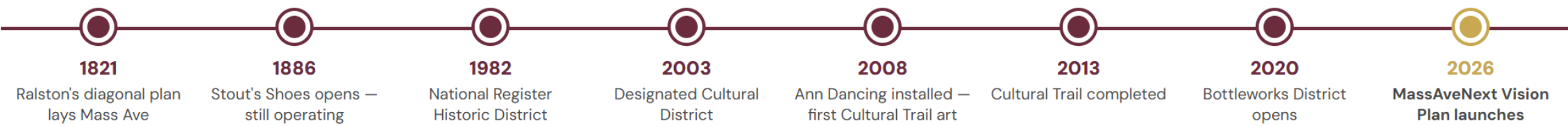
"We celebrate the authenticity of our history, heritage, and environment in the NE Quad of downtown Indianapolis. We are known for our locally-owned, independent and unique businesses at the intersection of art, culture and commerce."

— MASS AVE CULTURAL ARTS DISTRICT MISSION STATEMENT



Study Area

4 A District Shaped by Time



5 The Planning Question

*A district where 78% of residents rent, the median home value is 8× the county, and only 4.5% of the population is under 18 is a district optimized for consumption — not community. MassAveNext asks: **How does a cultural district stay cultural when the economics select against the people who create the culture?***

0.46%

Population growth — nearly flat

0.56 mi²

Total district area

\$421K

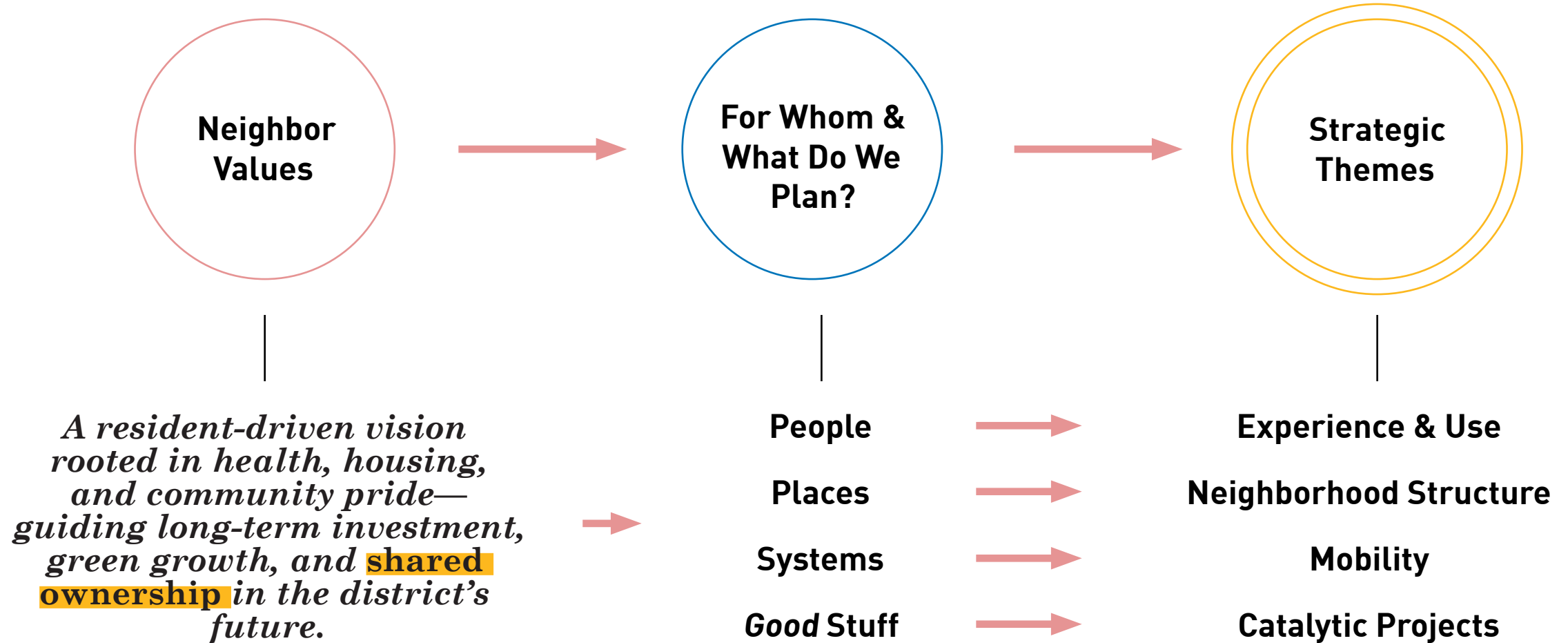
Median home value vs. \$170K county

1.35

HH size — smallest in NE quadrant

Strategic Framework

What Does a Vision Plan Do?



Strategic Framework

What Does a Vision Plan Do?

We will bring these four frameworks to each phase, synthesizing what we hear into actionable and visionary frameworks for the Mass Ave Cultural Arts District.



Experience & Use

Mass Ave is home to people, neighborhoods, destinations, industries, and churches. Here we will look at:

- **Public Realm**
- **Open Space Network**
- **Neighborhood Organization**
- **Block Structure**
- **Civic Needs**
- **Environment and Ecology**
- **Education**
- **Health Outcomes**

Neighborhood Structure

Mass Ave blends a strong neighborhood identity with the momentum of institutions and employers. The experience depends on:

- **Land Use** (Housing, Hospitality, Mixed-Use, Institutional, and others)
- **Infill Opportunities**
- **Pedestrian Experience**
- **Heritage and Arts**
- **Culture and History**

Mobility

Residents, visitors, and businesses should be able to move seamlessly, comfortably, and sustainably:

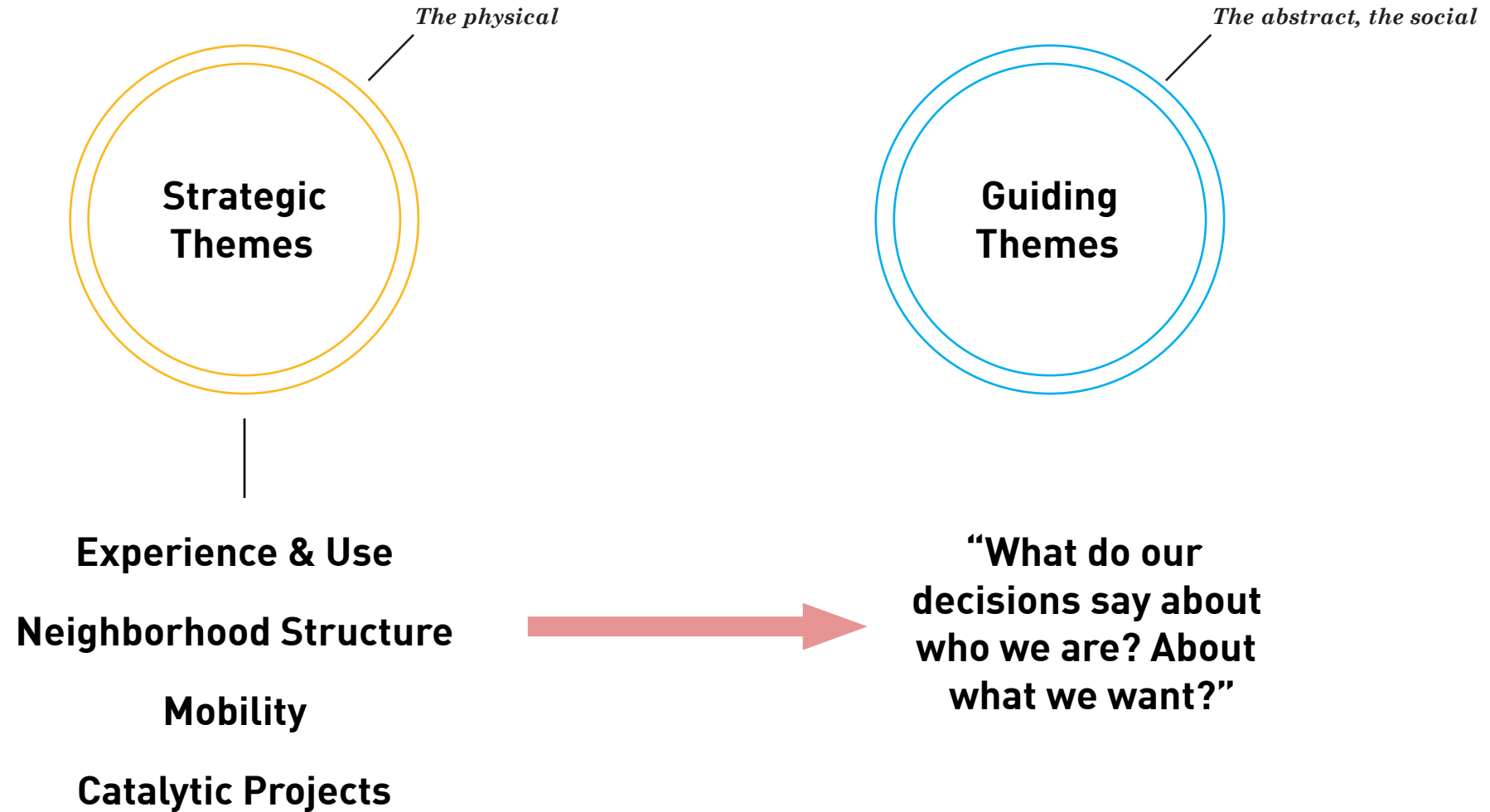
- **Transit Routes**
- **Regional Mobility Connections**
- **Street Experience & Usage**
- **Tactical Opportunities**
- **Trails & Paths**

Catalytic Sites

These are places that could be at the forefront of change, creating an ecosystem of housing, jobs, and infrastructure:

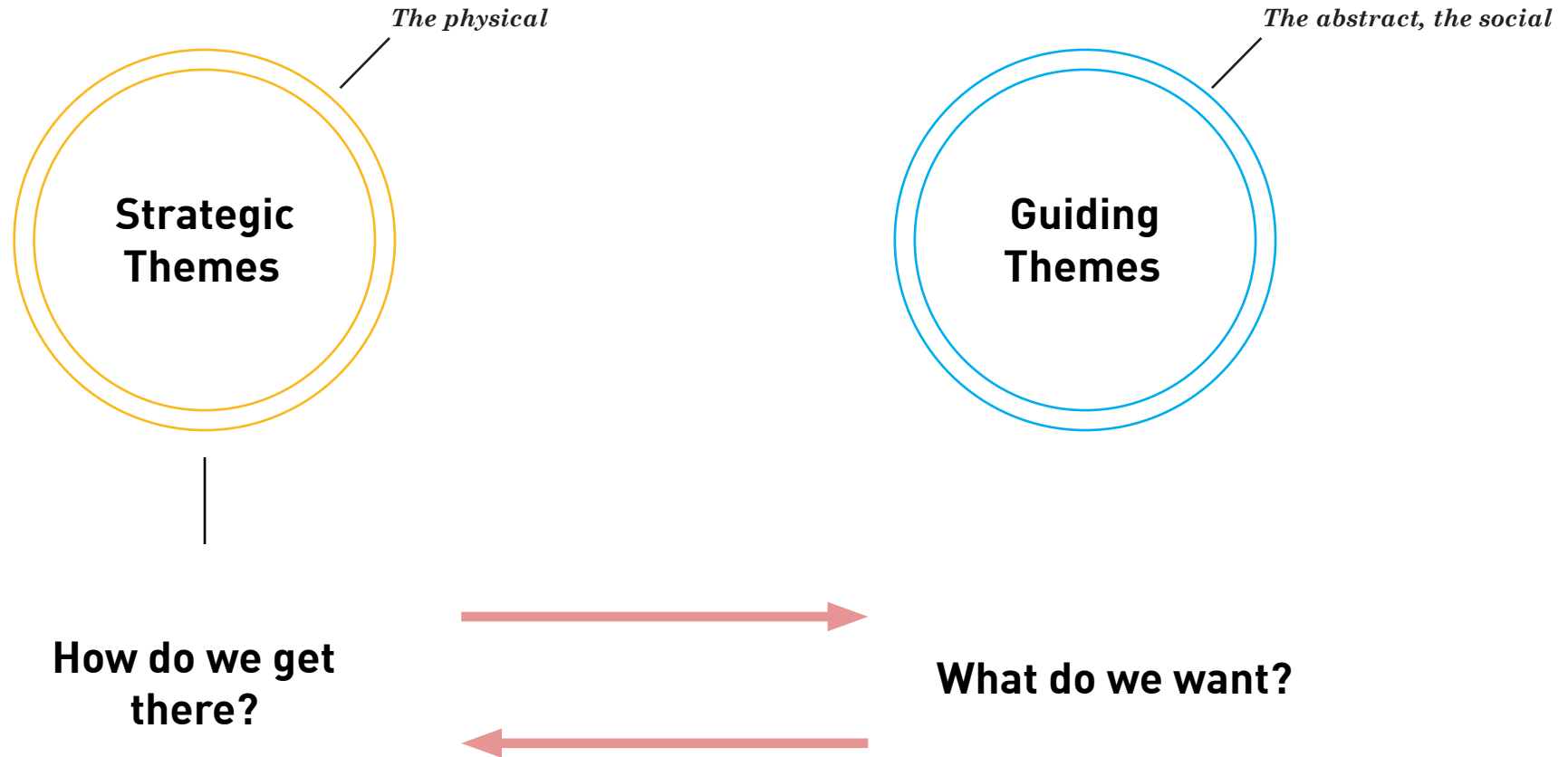
Building the Sociophysical

What Does a Vision Plan Do?



Building the Sociophysical

What Does a Vision Plan Do?



Strategic Framework

Mass Ave Next Vision Plan



Key Strategies/Outcomes

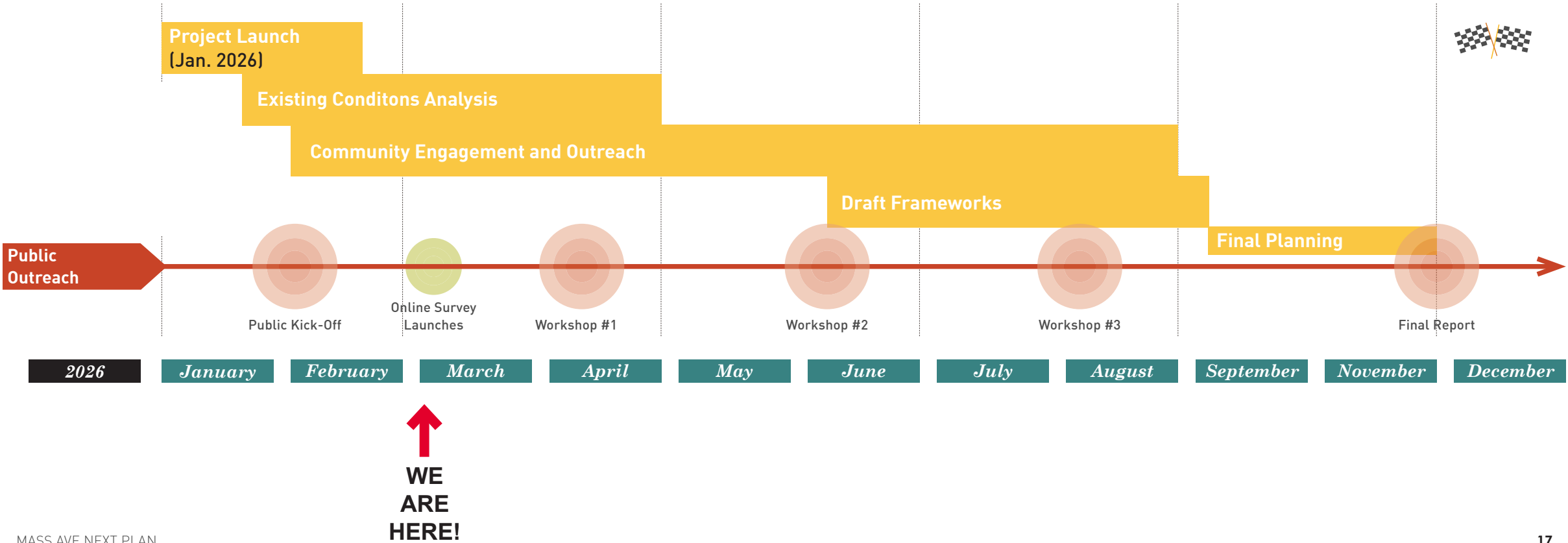
Street Safety **Placemaking Ideas**
Revenue Strategies **Local business support**
Arts Funding
Wayfinding **Beautification** **Mobility Options**
Intentional Development **Curb management** **Affordability**
Better Connectivity **Increased opportunities for entrepreneurs**
Events and programming

Strategic Framework

Northwest Landing Vision Plan

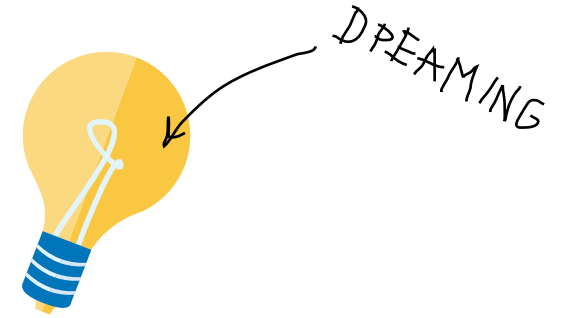
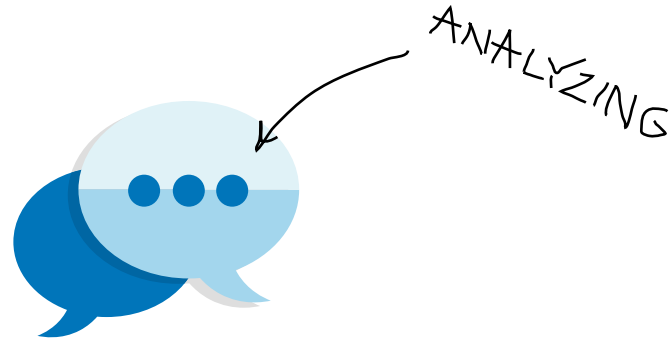
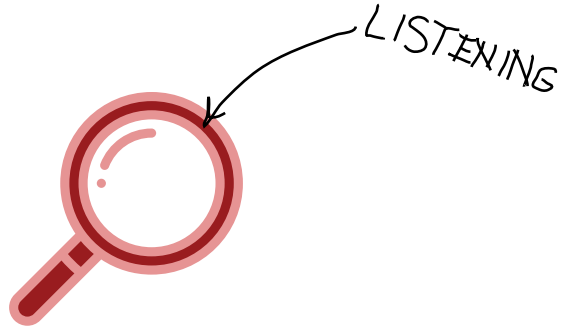


Our Process & Schedule



Strategic Framework

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

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Guiding Themes

GUIDING THEMES?

Every great plan begins with a set of shared ideas. Not answers, but directions. **Guiding themes are the big intentions that help a community organize its aspirations for a place.**



Brain: How do we achieve our goals?



- Public Realm
- Open Space Network
- Neighborhood Organization
- Block Structure
- Civic Needs
- Environment and Ecology
- Education
- Health Outcomes

- Transit Routes
- Regional Mobility Connections
- Street Experience & Usage
- Tactical Opportunities
- Trails & Paths

- Land Use (Housing, Hospitality, Mixed-Use, Institutional, and others)
- Infill Opportunities
- Pedestrian Experience
- Heritage and Arts
- Culture and History

- Infill Housing
- Catalytic zones
- Urban Design frameworks

Experience & Use
Neighborhood Structure
Mobility
Catalytic Projects



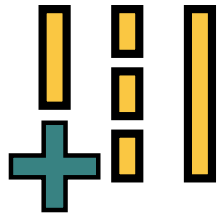
Heart: What does the district want to be?

Strategic Framework

Draft Guiding Themes

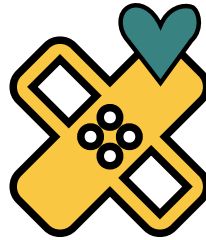


Guiding Themes



More Than a Street

A dynamic urban village that is accessible, authentic, and community oriented and meets residents' needs.



Stitches the City

A bridge that connects downtown at the nexus of art, culture, livability and commerce.



Home for All

Supports a diverse mix of residents, businesses, and cultural offerings that is welcoming to all.

Strategic Framework

Draft Guiding Themes



More Than a Street

A dynamic urban village that is accessible, authentic, community oriented and meets residents' needs.

Strategic Framework

Draft Guiding Themes



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Strategic Framework

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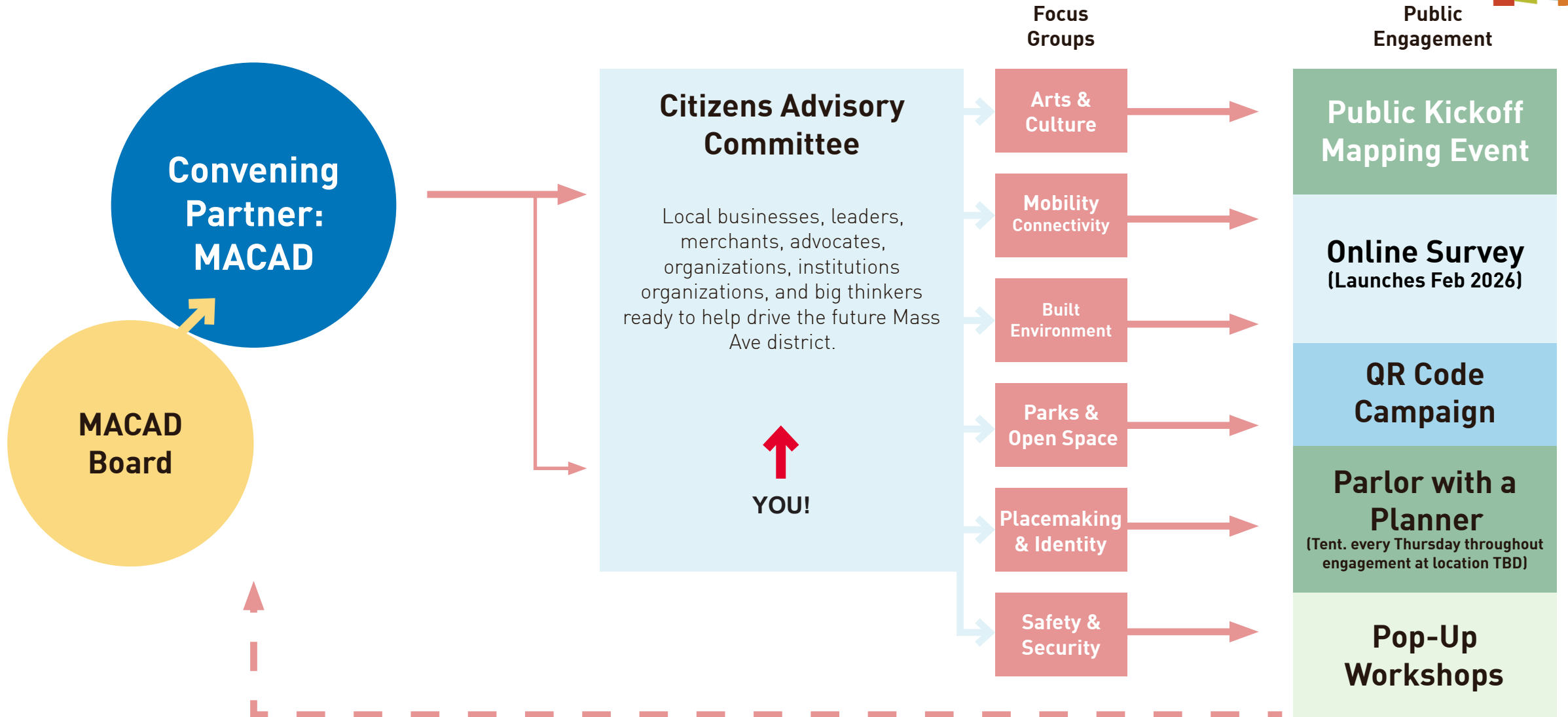


Home for All

Supports a diverse mix of residents, businesses, and cultural offerings that is welcoming to all.

Engagement Overview

Mass Ave Next Vision Plan



Upcoming Events

Schedule



Phases and Meetings

Public-facing events that summarize issues heard, idea expressed, and work underway that builds off what we’ve learned

PHASES

WORKSHOP

Online Experience

Pop-Up Events

Community engagement sessions that lets folks explore ideas around key themes. A “parlor with a planner” booth will be set up monthly on the Ave.

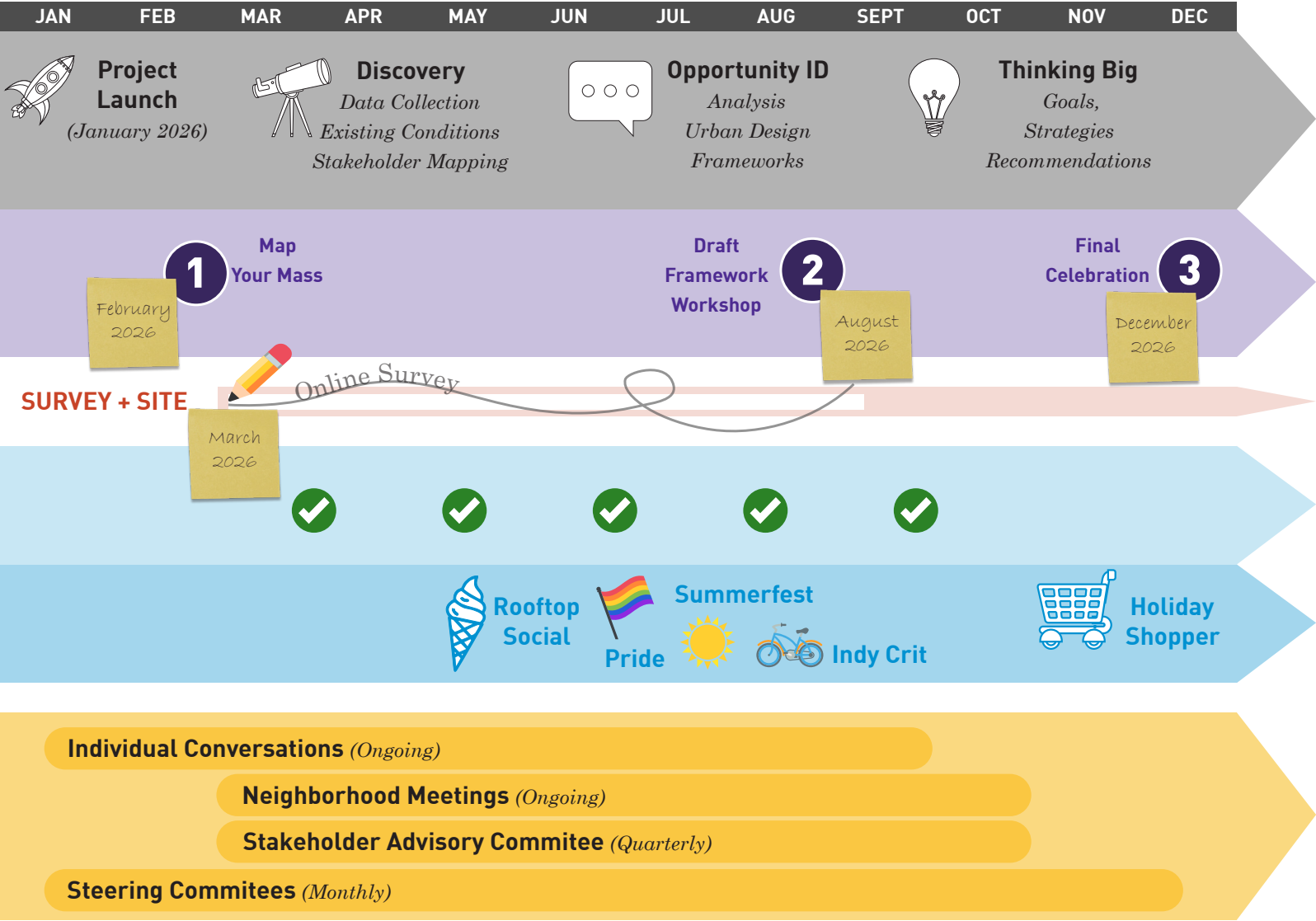
BOOTH

POP-UP EVENTS

Focus Group Meetings

Intimate small group conversations on select topics arounds guiding principles.

FOCUS GROUPS



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Moving Forward

Activity



what happens here?
who it's for?
and what does it enable?

Activity

Draft Guiding Themes



**What is a cultural district
supposed to be?**

**What does Mass Ave want
to be?**

Your turn! (15 Min)

{With your tables, make your own sentences. The sentences can be as long or as short as you want. But you'll have to explain ;)

A cultural district is _____.

Your turn! (15 Min)

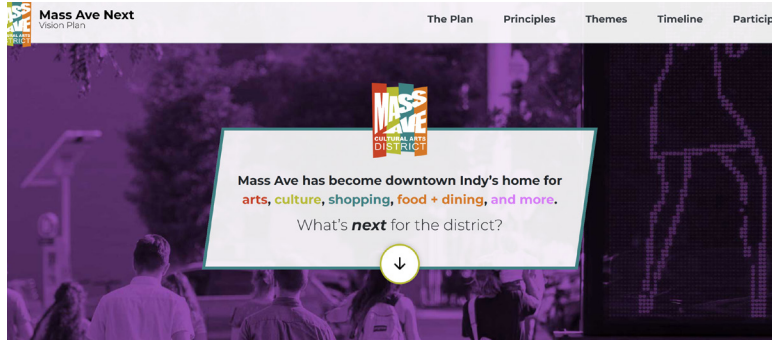
{With your tables, make your own sentences. The sentences can be as long or as short as you want. But you'll have to explain ;)

In 2036, Mass Ave will be ____.

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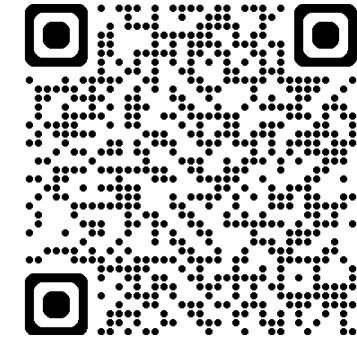
What's Next?

Upcoming Engagement Opportunities



**Website + Survey
Launched!**

NEXT.massaveindy.org



Designing for the community



**Coming soon!
Maptionnaire**

What's Next?

Upcoming Engagement Opportunities



Sign up for a focus group!

This is your chance to keep your voice involved and heard. Sign up with us!

Mass Ave Next Vision Plan

MACAD Board March

Questions?

Mass Ave Next Vision Plan

MACAD Board March

Thank you!

