

Downtown Noblesville Strategic Development Plan

Fifth Monday Study Session
City of Noblesville
January 29, 2007



Final Presentation

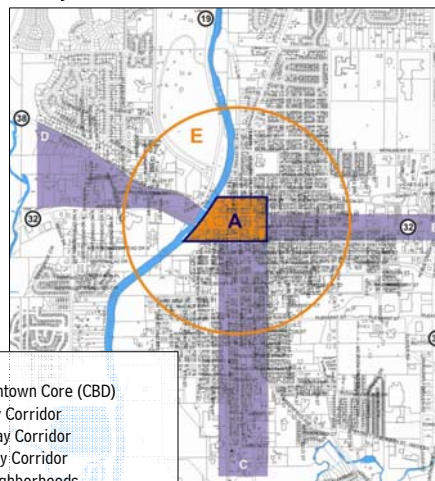
Downtown Noblesville Strategic Development Plan

The Charge

Purpose of Study

To improve and define Downtown Noblesville's regional position through an action oriented plan that emphasizes sound growth principles, and an active and vibrant downtown that is unique to other regional growth centers.

Study Areas

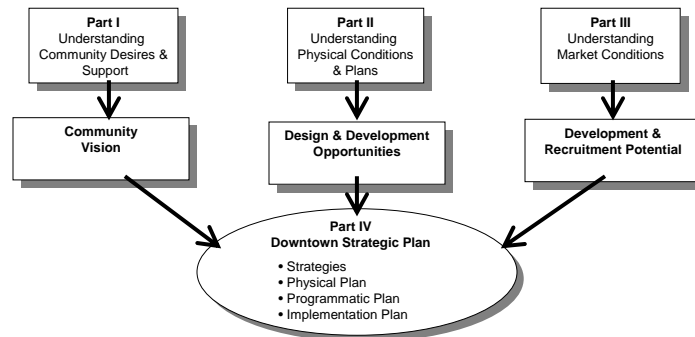


- Study Areas**
- A. Historic Downtown Core (CBD)
 - B. East Gateway Corridor
 - C. South Gateway Corridor
 - D. West Gateway Corridor
 - E. Old Town Neighborhoods

Downtown Noblesville Strategic Development Plan

The Process

Positioning Downtown Noblesville to be competitive:



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The Process

Public Input – Support for the Plan

- Steering Committee
- Stakeholder Interviews
- 3 Focus Groups
- 3 Public Open Houses
- Engaged stakeholders face to face multiple times

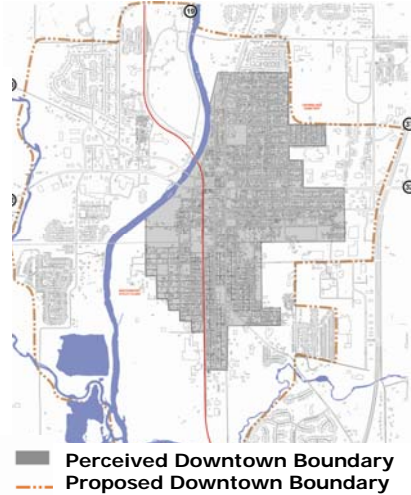


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Defining "Downtown"

- **Perceived Downtown boundary**
 - Historic City Grid (Old Town)
 - East of White River only
- **Proposed Downtown boundary**
 - Extends beyond historic grid
 - West of White River
 - Focus Downtown on Riverfront



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Issues & Needs – Downtown

Based on public input and validated by leadership.

- Organize around CBD health and prosperity
- Leverage existing amenities (natural & manmade)
- Define and utilize opportunities for downtown growth
- Ensure ongoing economic vitality of CBD
- Reinvestment that serves the needs of an evolving CBD
- Reinvestment that serves the needs of evolving neighborhoods
- Position downtown as an accessible regional and local hub

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The Process

Reinvestment Strategies

Developed from issues & needs; validated by the community.

1. Downtown Leadership
2. Riverfront Enhancement Program
3. Strategic Redevelopment Areas
4. Reinforce CBD
5. Commercial and Residential Infill
6. Residential Neighborhood Reinforcement
7. Local and Regional Connectivity

Response to market trends and public input!

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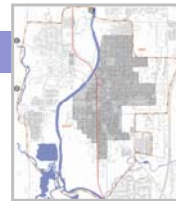
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The Plan

Development Directions – Downtown

Defines 8 geographies within study area and recommendations for each



- Endorses numerous current concepts
 - Expanded mixed-use riverfront development
 - Mixed-use development plan for west side of White River
 - Improving Conner Street as a historic residential corridor
 - Providing comprehensive parking solution
- Identifies new concepts for reinvestment
 - 3 redevelopment study districts
 - Selective infill investment in historic core
 - Organizes local capacity and leadership for change
 - Reinforce neighborhood fabric

Identifies need for catalyst projects in downtown.

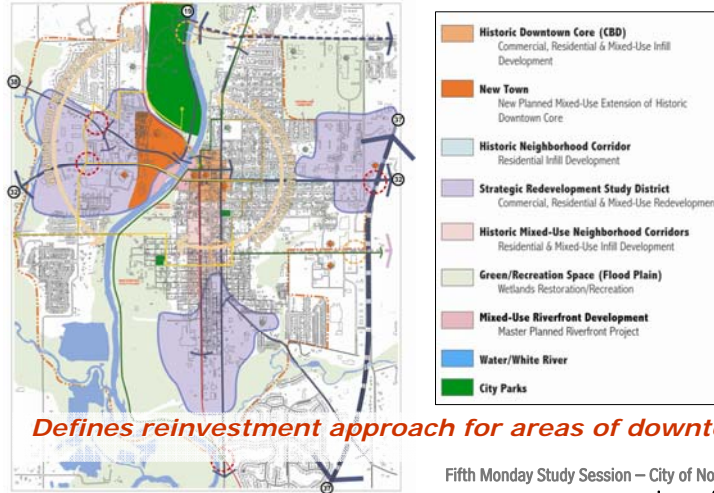
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Development Directions – Downtown



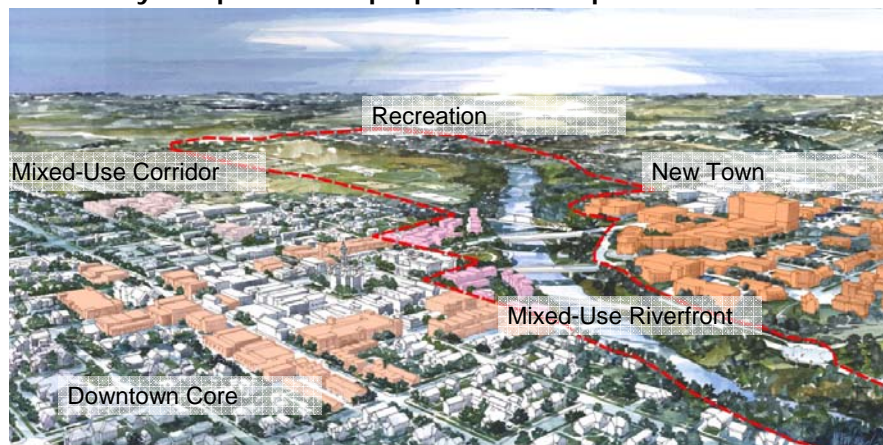
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2. Riverfront Enhancement Program

... key components of proposed development direction

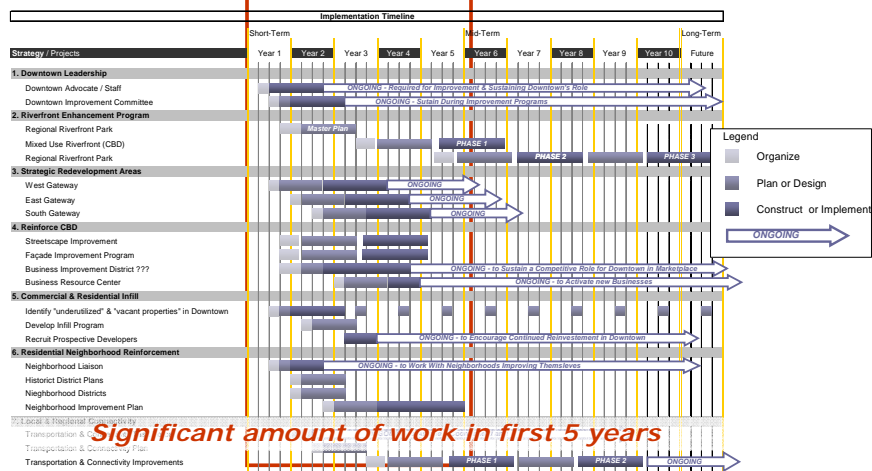


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Downtown Noblesville Strategic Development Plan Implementation Timeline

The Plan



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Downtown Noblesville Strategic Development Plan

The Plan

STARTS YEAR 1

1. Downtown Leadership

- Focus energy to make effective positive change
- Coordinate various Downtown groups interests and agendas
- Implement *Strategic Development Plan*
- Strong leadership
 - Downtown Point Person (proposed)
 - Downtown Improvement Committee (Former Steering Committee)
 - City of Noblesville
- Implementation Role: Economic Development Department

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1. Downtown Leadership

... *key roles:*

- **Oversight role:**
 - Initiation, assignment, oversight and follow-up of tasks and duties to complete the Strategic Plan's goals and strategies ... ***Downtown Improvement Committee!***
- **Implementation role:**
 - Ownership of organizing capacity and resources and responsible for meeting the goal as defined by the Strategic Plan ... ***varies with each strategy.***
- **Leadership role:**
 - Responsible for representing key interest in completion of a strategy, focusing on achieving outcomes that advance the Strategic Plan ... ***varies with each strategy.***

1. Downtown Leadership

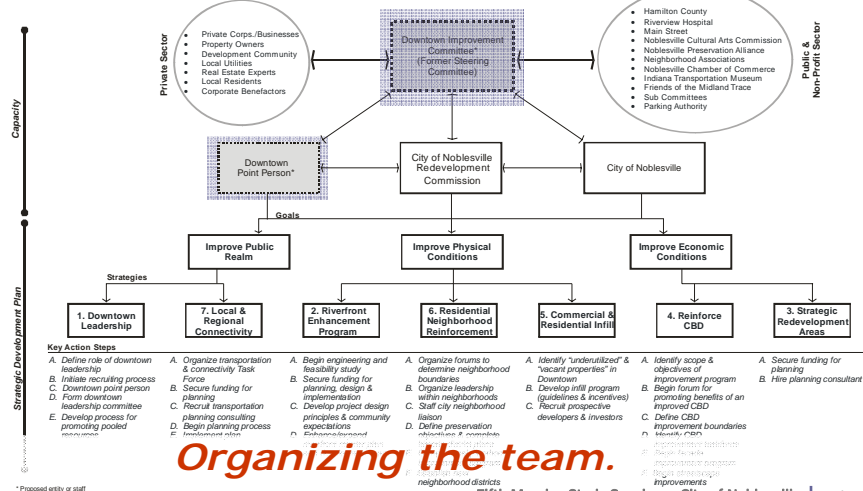
... *key roles:*

- **Staff support role:**
 - Market Activator, Promoter of available opportunities for business growth in the Downtown
 - Business Champion, Information clearing house and advocate for recruitment in Downtown
 - Programming Coordinator, Facilitate shared marketing efforts
 - Government Liaison, Coordinate communications between city government, businesses, and residents
 - Economic Development, Facilitator for development within the Downtown
 - Steward of the Plan, Advocate, communicate and track progress of the Strategic Plan

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1. Downtown Leadership



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1. Downtown Leadership ...assignments:

O oversight role
I implementation role
L leadership role
S supporting role
A advisory
N/A not applicable

Proposed Roles & Responsibilities

Downtown Improvement Committee (Proposed)

City of Noblesville - Mayors Office
City of Noblesville - Common Council
City of Noblesville - Economic Development Department
City of Noblesville - Planning Department
City of Noblesville - Parks & Recreation Department
City of Noblesville - Redevelopment Commission
City of Noblesville - Public Works Department
City of Noblesville - Preservation Commission
Hamilton County Government
CBD Improvement Programs (Proposed)
Downtown Point Person (Proposed)
Riverview Hospital

Downtown Associations

Noblesville Main Street

Tourism

Hamilton County Convention & Visitors Bureau

Private Sector

Local Utilities

Local Corporations

Property Owners

Development Community

Investors

Councils and Societies

Noblesville Cultural Arts Commission, Inc.

Noblesville Preservation Alliance

Economic Development

Hamilton County Alliance

Noblesville Chamber of Commerce

Indiana Transportation Museum

Friends of the Midland Trace

	1. Downtown Leadership	2. Riverfront Enhancement Program	3. Strategic Redevelopment Areas	4. Reinforce CBD	5. Commercial & Residential Infill	6. Residential Neighborhood Reinforcement	7. Local & Regional Connectivity
Downtown Improvement Committee (Proposed)	O	O	O	O	O	O	O
City of Noblesville - Mayors Office	L	L	L	L	L	L	L
City of Noblesville - Common Council	L	L	L	L	L	L	L
City of Noblesville - Economic Development Department	L	L	L	L	L	L	L
City of Noblesville - Planning Department	L	L	L	L	L	L	L
City of Noblesville - Parks & Recreation Department	L	L	L	L	L	L	L
City of Noblesville - Redevelopment Commission	L	L	L	L	L	L	L
City of Noblesville - Public Works Department	L	L	L	L	L	L	L
City of Noblesville - Preservation Commission	L	L	L	L	L	L	L
Hamilton County Government	L	L	L	L	L	L	L
CBD Improvement Programs (Proposed)	L	L	L	L	L	L	L
Downtown Point Person (Proposed)	L	L	L	L	L	L	L
Riverview Hospital	L	L	L	L	L	L	L
Downtown Associations	L	L	L	L	L	L	L
Noblesville Main Street	L	L	L	L	L	L	L
Tourism	L	L	L	L	L	L	L
Hamilton County Convention & Visitors Bureau	L	L	L	L	L	L	L
Private Sector	L	L	L	L	L	L	L
Local Utilities	L	L	L	L	L	L	L
Local Corporations	L	L	L	L	L	L	L
Property Owners	L	L	L	L	L	L	L
Development Community	L	L	L	L	L	L	L
Investors	L	L	L	L	L	L	L
Councils and Societies	L	L	L	L	L	L	L
Noblesville Cultural Arts Commission, Inc.	L	L	L	L	L	L	L
Noblesville Preservation Alliance	L	L	L	L	L	L	L
Economic Development	L	L	L	L	L	L	L
Hamilton County Alliance	L	L	L	L	L	L	L
Noblesville Chamber of Commerce	L	L	L	L	L	L	L
Indiana Transportation Museum	L	L	L	L	L	L	L
Friends of the Midland Trace	L	L	L	L	L	L	L

Team Work!

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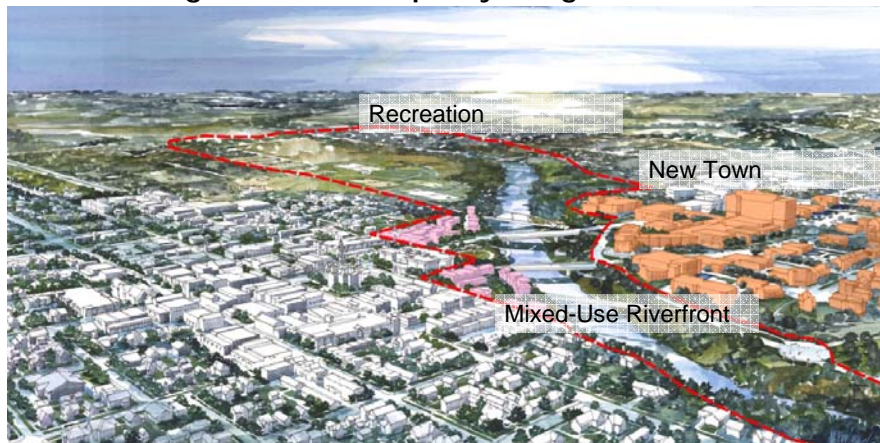
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2. Riverfront Enhancement Program

- Underutilized asset ... position to leverage investment
- Recreation and gathering for residents and visitors
- Restoring floodplain for parks and recreation
- Expand Riverwalk – master planned riverfront:
 - Public/private partnerships
 - Connection to the two sides of the river
 - Regional recreation amenity
 - Housing and mixed-use development
- Implementation role: Parks & Recreation Department

2. Riverfront Enhancement Program

... leverage amenities to quality living and recreation



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YEARS 1 - 5

3. Strategic Redevelopment Areas

- Commercial corridors, industrial brownfields, floodplain
- Lack identity ...don't introduce Downtown/CBD well
- Planning must be led by a vision tied to action
- A plan for investment and growth that is responsive to community needs
- Encourage an appropriate statement for each gateway
- Clear identity and unique response to context
 - Residential and commercial land uses
 - Improvements that create new opportunity for downtown vitality
 - Use public improvements for a Planned comprehensive approach to reinvestment
- Must serve local residents, broader regional needs, and transportation needs
- Implementation role: Redevelopment Commission

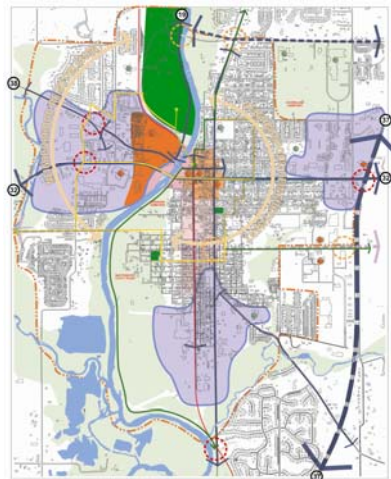
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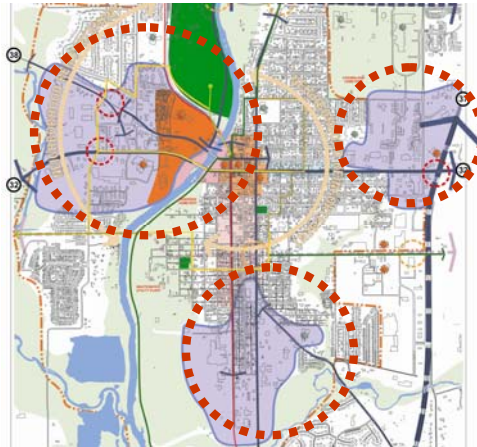
3. Strategic Redevelopment Areas Development Directions



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3. Strategic Redevelopment Areas Development Directions



West – Flood plain, expanding health services, commercial strip developments and residential uses

South – Residential neighborhoods, retail and industrial uses

East – Historic residential neighborhoods and existing commercial center

3. Strategic Redevelopment Areas ... encourage highest and best use



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YEARS 1 - 4+

4. Reinforce CBD

- Ensure economic vitality
 - Grow and expand businesses and services
 - Infill underutilized/vacant land/parking
 - CBD Improvement Program
 - Maintain general appearance
 - Façade improvements
 - Streetscape improvements
 - Landscaping
 - Cleanup and maintenance
- Implementation role: Noblesville Main Street

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4. Reinforce CBD

Reuse - Jazz on the Square



Before



After

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4. Reinforce CBD
Reuse – Florist on the Square



Before



After

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CATALYST PROJECT

5. Commercial & Residential Infill

- Reinforcing existing fabric
- Selective infill underutilized/vacant/parking
- Address opportunities:
 - Infill vacant/underutilized lots/non-contributing structures
 - Implement incentives to utilize upper floors in the CBD
 - Infill vacant/underutilized lots/non-contributing structures in neighborhoods where appropriate
- Redeveloping only non-contributing uses and structures
- Define development guidelines for infill reinvestment
- Implementation role: Downtown Point Person

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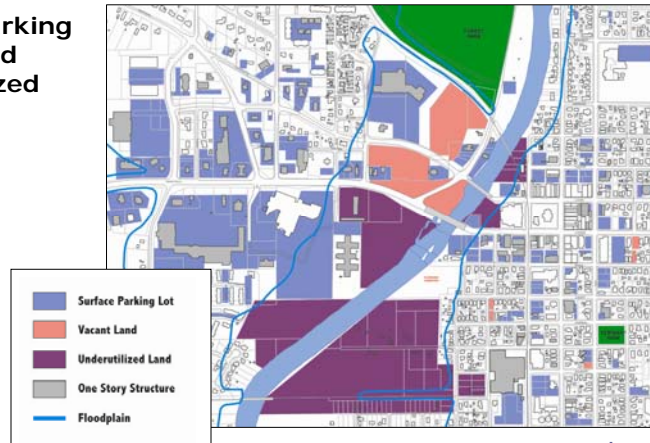
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5. Commercial & Residential Infill

Parameters for Selective Infill

1. Surface parking
2. Vacant land
3. Underutilized land
4. One story structures



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5. Commercial & Residential Infill

Parameters for Selective Infill

Downtown Ringed by
surface parking and
underutilized land



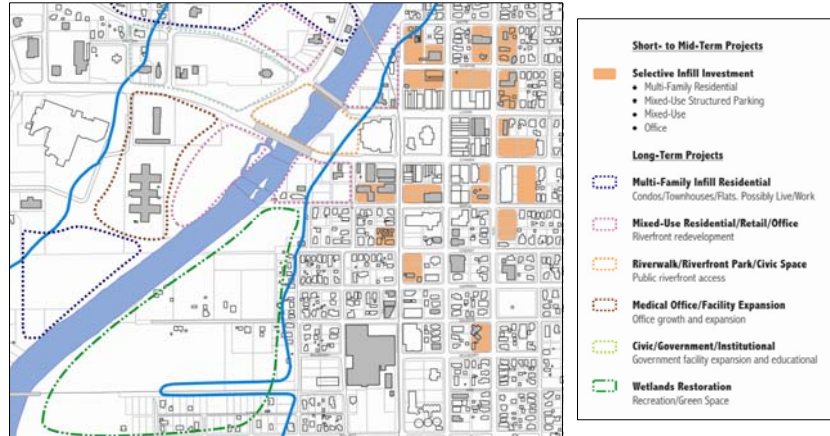
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5. Commercial & Residential Infill CBD Infill Opportunities



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5. Commercial & Residential Infill CBD Infill Projects – *Mixed Use Scenario*



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5. Commercial & Residential Infill CBD Infill Projects - Total Investment

Scenario I Mixed-Use - Retail	Number of Development Modules	Total Units**/Spaces***	Projected Employees/ Residents	Gross Leasable Area sf	Total Investment
I Residential	9				
1 Multi-Family Attached - Low-Rise	3	54	108	73,440	\$10,368,000
2 Single-Family Attached - Townhomes	6	36	72	67,320	\$9,504,000
II Parking - Mixed Use	3				
1 Street-Level Retail (1/4 block)	2	4	40	38,400	\$2,112,000
2 Street-Level Commercial Services (1/4 block)	4	8	80	76,800	\$4,224,000
a Parking Over Retail*	3	1050	—	57,120	\$21,000,000
III Mixed-Use	10				
1 Street-Level Retail	4	16	160	44,200	\$5,720,000
a Office above	2	16	100	44,200	\$3,900,000
b Residential above	2	48	96	57,600	\$3,120,000
2 Street-Level Commercial Services	6	24	240	265,200	\$8,580,000
a Office above	3	24	150	265,200	\$5,850,000
b Residential above	3	72	144	795,600	\$4,680,000
IV Office	4				
Multi-tenant	4	48	700	49,980	\$35,280,000
Totals				1,835,060	\$114,338,000
Total Commercial (Retail and Office)		124	1,370	828,180	\$71,386,000
Total Residential		162	324	993,960	\$27,672,000
Total Parking		1050	—	57,120	\$21,000,000

Key
 I Primary Use
 1 Ground
 a Upper Floor Use (Secondary)
 * Public garage serving visitor and surrounding commercial needs
 ** Family Spaces

Target ROI = 1:6+ for CBD Infill Projects

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5. Commercial & Residential Infill

... secure future role in market with new investment



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5. Commercial & Residential Infill
Infill – Mixed-Use (live/work)



Before



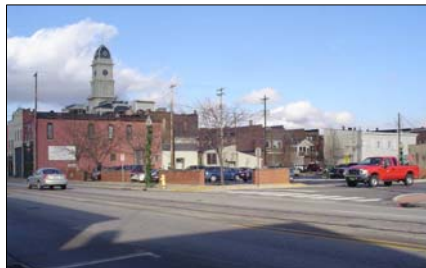
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5. Commercial & Residential Infill
Infill – Mixed-Use



Before



After

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5. Commercial & Residential Infill
Infill – Performance Center



Before



After

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5. Commercial & Residential Infill
Infill – Shopping on the Square



Before



After

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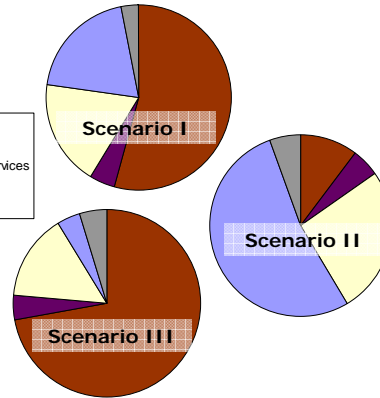
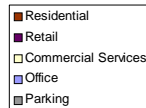
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5. Commercial & Residential Infill Fiscal Impact

- Three scenarios have been studied
 - Scenario I – Mixed-Use
 - Scenario II – Office
 - Scenario III – Residential
- All scenarios utilize mixed-use
- A companion report measures impact



Evaluating benefit vs investment from development

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YEARS 1 – 8

6. Residential Neighborhood Reinforcement

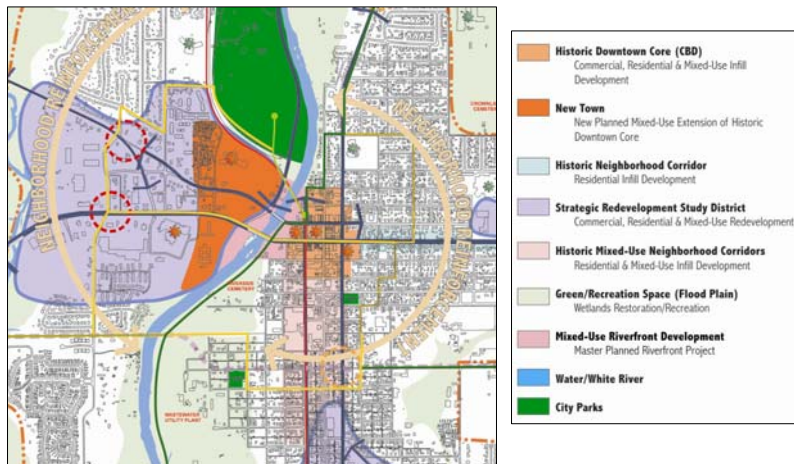
- Promote Downtown in the regional housing market
- Target rehabilitation and maintaining the small town character
- Define neighborhood districts
- Effort includes:
 - Promote neighborhood organizations
 - Establish City neighborhood liaison
 - Establish neighborhood improvement plan
 - Leverage riverfront, parks, trails and downtown as amenity
 - Implement trails to connect neighborhoods

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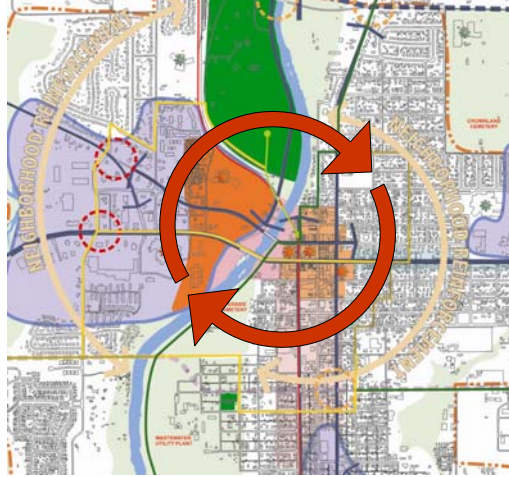
6. Residential Neighborhood Reinforcement

- Maintain Conner Street as Historic Neighborhood Corridor
 - Complete historic district plan
 - Implement neighborhood streetscape treatments
 - Develop office and retail space in CBD and other areas
- Implementation role: City of Noblesville Preservation Commission

6. Residential Neighborhood Reinforcement



6. Residential Neighborhood Reinforcement



East – Historic residential neighborhoods within platted city grid with housing needing reinvestment.

West – Newer suburban style subdivisions 60's era and newer

Bring together as Downtown neighborhoods through parks and pedestrian/trail connectivity.

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6. Residential Neighborhood Reinforcement



Before



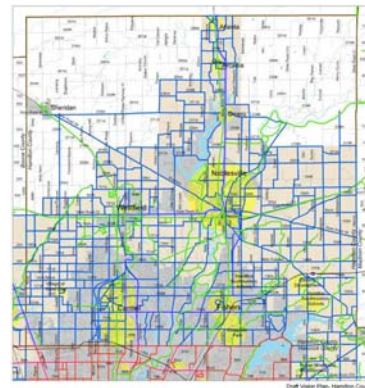
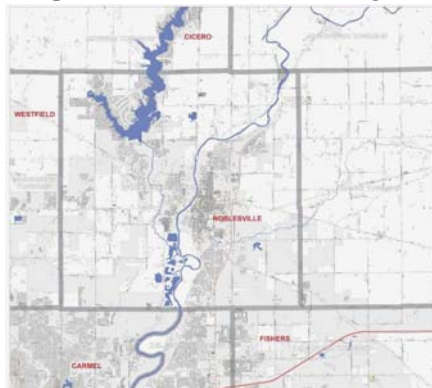
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7. Local & Regional Connectivity

- Secure Noblesville as the “hub” of Hamilton County
- Comprehensive planning initiative
 - Connects Noblesville to trails, parks, natural linear green space and natural floodplain
 - Includes recreational amenities such as trails, parks and ROW improvements
 - Includes functional aspects such as parking, regional transportation and transit systems
- Implementation role: Economic Development Department

7. Local & Regional Connectivity Regional Connectivity

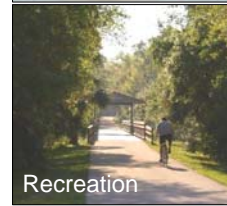
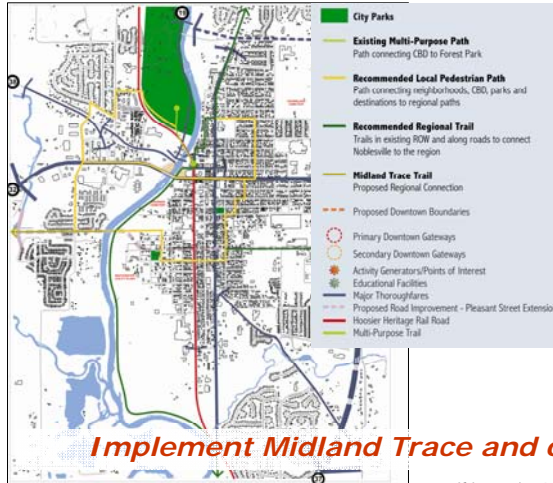


Secure role as hub of the county!

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7. Local & Regional Connectivity



Implement Midland Trace and other trails

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7. Local & Regional Connectivity Local Connectivity ... parking is important to sustaining connection with market

Position parking to enhance retail traffic within Historic CBD



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7. Local & Regional Connectivity
Parking



Before



After

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Results

Closing

Multifaceted & Sustainable Downtown Market



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NEXT STEPS ...

- Provide coordinated leadership
- Organize resources
- Set the table for development

NEXT STEPS ...

- Provide coordinated leadership
 - Public in Public/Private Partnership
 - Identify and recruit developers/investors
 - Facilitate communication
 - Plan stewardship

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Strategic Development Plan

2007 Agenda

DRAFT

NEXT STEPS ...

- Organize resources
 - Public investment
 - Property ownership
 - Local partnerships

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2007 Agenda

DRAFT

NEXT STEPS ...

- Set the table for development
 - Sustain the plan's vision
 - Define the process
 - Target early success

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Thank You



Changing our view of the future!

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Thank You



Changing our view of the future!

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