Noblesville Downtown Streetscape Master Plan

Noblesville, Indiana

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Introduction

What is a Master Plan...and why do we need one?

A Master Plan casts a long-term vision and acts as a road map to aid future implementation decisions. Master plans are imperative for projects that will move through the construction process in multiple stages, or phases, or if the person or group in charge of implementation changes over time. Having the vision documented will help keep the overall project's goals, priorities, and design standards consistent throughout the multiple phases of development

Master Plans are philosophical design solutions and do not include detailed design or engineered solutions. While this Master Plan will help inform the general location and design vision for future construction projects, there is no proposed construction project included in this plan. Design development and detailed engineered solutions will be completed during the first phase of implementation.

Most master planning processes use a four-step process:

Step 1: Document the current conditions, including underutilized opportunities and issues within the existing project area and circumstances occurring within the greater community that have a direct effect on the project area.

Step 2: Seek out and listen to the community's ideas, needs, concerns, and desires for the project. Residents willing to take the time to offer their comments are fully engaged in the community and the future vision of the project needs to reflect the priorities of the community.

Step 3: Propose a future vision for the project area and establish priorities for redevelopment, renovation, and preservation based on the community's feedback and input.

Step 4: Provide implementation guidance on funding requirements, phases of construction, and a timeline to achieve the vision established during the process.

What is a "Sense of Place"?

A sense of place is defined as having a strong identity that is deeply felt by inhabitants and visitors; however, it transcends beyond the physical environment. Experiences within and knowledge of an area also play a role in developing a sense of place. Blending the physical environment with the history, art, story, and general aura of a location all contribute to creating a sense of place. People will have different reactions to an area because of their different experiences within that space.

The built environment is a key component to establishing a sense of place and the main element that can be controlled and designed. The Noblesville Downtown District is already a well-defined area because of its strong historical architecture. It is this character that is the backbone of the downtown district. Numerous public events held within downtown are also the cultural elements that develop a strong sense of place. Making sure that modifications to the built environment enhance and not distract from this culture and historical integrity is vital.

Another factor that can give the Downtown District a stronger sense of place is defining its boundaries. This is accomplished by installing gateways at main access points. Gateways can influence the ground plane, provide overhead or vertical elements, and strongly incorporate site materials that are very visible throughout, and perhaps unique to, the district. Gateways need to be responsive to their audience and surroundings. Scale is important to the specific access point. For example, a gateway along SR 32/ Connor Street near the hospital on the west side is being viewed by vehicles traveling at 45 MPH along a four and five lane highway. In contrast, SR 32/Connor Street at 11th Street on the east side is a three-lane road traveling at 30 MPH. These are two very different experiences and the scale of the gateway needs to be responsive.

Once you enter the district, other physical site elements can be enhanced to make this an identifiable place. These enhancements should be only used in this district.

Examples of these site elements include the following:

- **Street signs:** Different scale, color, fonts, and inclusion of a logo (street name signs only); different pole type (can apply to all signs)
- **Sidewalks:** Different materials, finishes, widths and jointing patterns
- **Street lights:** Different color and different style of pole or lamp; banners or flower pots added that are unique to this district
- **Site Furnishings:** Something complimentary of the light poles and signs, but representative of the character of the district
- **Street trees:** Location and spacing (NOTE: A variety of species is still needed to ensure long term health of the urban forest)

The closer you get to the center, or heart, of a district, the more intense your use of place-defining materials can get. For instance, 9th Street is closed several times during the year for special events, turning the focus of this area to pedestrians and visitors. At the heart of the Downtown District, this is an ideal block to intensely use the materials and site elements that define this area and speak to its historic character, including small gateway elements, enhanced pavements along both the sidewalk and into the street, artwork, temporary outdoor features, site furnishings. These elements, as well as, and other iconic items, can easily identify this area as the heart of the district.

What is the focus of this project?

The City of Noblesville tasked the Project Team with developing a plan that will encompass the next 10 - 15 years for the Noblesville Downtown District that is **visionary and bold**:

- **Engage** a feeling of rediscovery of the community assets and elements that are uniquely Noblesville.
- **Expand** the Downtown District to include Federal Hill Commons and engage the White River.
- **Enhance** walkability and **Strengthen** economic vitality by creating an inviting and consistent streetscape with outdoor space for businesses and dining, improved pedestrian-friendly walkways, alternative transportation opportunities, and clearly identified parking.

The City of Noblesville will be the prime entity making the goals of this master plan a reality. Because of this, the areas of the Downtown District that can be affected are within the public right-of-way (ROW) and land controlled by the City; therefore, the recommendations listed in this master plan only apply to the ROW and are not intended to direct or dictate the requirements of private business or property owners or residents of Noblesville.

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Executive Summary

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This is the essence of the Noblesville Downtown District. As one of Indiana's oldest communities, Noblesville strives to balance moving forward, while respecting and maintaining its historic charm and quality. Passionate and dedicated people make this city what it is today: a preservation of its history and heritage while embracing innovation and revitalization. The iconic Hamilton County Courthouse remains at the heart of this quaint area and is surrounded by historic structures that once fronted the Union Traction Company inter-urban line. Now home to modern, locally-owned businesses, these traditional blocks of commercial building, blend into charming residential neighborhoods, creating a cultural identity hinging on the people, places and experiences.

The community of Noblesville is very proud of its historic charm, and all input collected during this planning process supported the idea that this is one of the City's greatest assets; however, there are daily pressures from society on historic areas. Integrating modern trends and priorities can begin to dilute or degrade historical integrity: parking demands, the need to move large volumes of traffic, and removing what some may see as nonproductive uses to make way for new development. Creating a strong sense of place can help maintain a community's heritage, while opening up opportunities for new ideas, trends, and modern needs. Establishing standards for elements found within a district gives the area identity. These elements include historic-styled lighting, benches, and other streetscape furnishings; signage and gateway elements that reflect the character of the area; and human-scaled spaces to make the district inviting and comfortable to live, work, and play.

A strong impact upon Noblesville is the arts community. Local artists embrace the City's strong historic and artistic traditions, yet remain young and vibrant by creating new traditions that excite and engage residents and visitors. This is evident in the multitude of special events and community activities that take place within the Downtown District. These events bring a lot of life and vitality into the area. This ability to merge historic charm with new traditions makes Noblesville truly "Hipstoric".

Residents feel it is important to find opportunities to make historic Noblesville unique and engaging; to make it a destination. The addition of art within the community will accomplish some of this, but a strong and diverse economy is also a key component. The market analysis indicates the number of people working in downtown Noblesville is FIVE TIMES the number of people living in downtown, yet 50 percent of Noblesville residents commute to other cities for work. Part of this stems from the low density of housing within the downtown and job types available within Noblesville.

These images show the intersection of 9th and Clinton Streets. The photo on the left is from the early 1900's , showing the interurban lines, and the photo on the right shows how this corner looks today.

Executive Summary (continued)

There was a significant amount of research and public input gathered, recorded and assessed when putting together the final vision for the Downtown District. Only the design team had the ability to hear ALL of the ideas, concerns, and opinions voiced by over 10 stakeholder groups, various City departments, and the general public.

At first glance, some of the opinions and ideas voiced during the public input process were at odds with one another; however, further examination of the root of the concerns helped reveal the true problems. Individuals are not against the main ideas, but instead are not on board with how those ideas are going to be executed. Taking the specific concerns into consideration, an alternative solution could be found to still meet the overall goal while minimizing the perceived negative impacts. It should be noted that **MANY PROJECTS WILL COME OUT OF THIS MASTER PLAN. EACH PROJECT SHOULD PROVIDE SOME AMOUNT OF PUBLIC INPUT TO ENSURE THE GOALS OF THIS PLAN ARE STILL VALID AND TO IDENTIFY THE SPECIFIC ISSUES RELATED TO EACH PROJECT SO THAT THEY MAY BE ADDRESSED.**

Based on a variety of public input sessions, including online and on-site surveys, interviews, stakeholder meetings, public meetings, and follow-up conversations with the Downtown District Committee, the key components to this vision include the following:

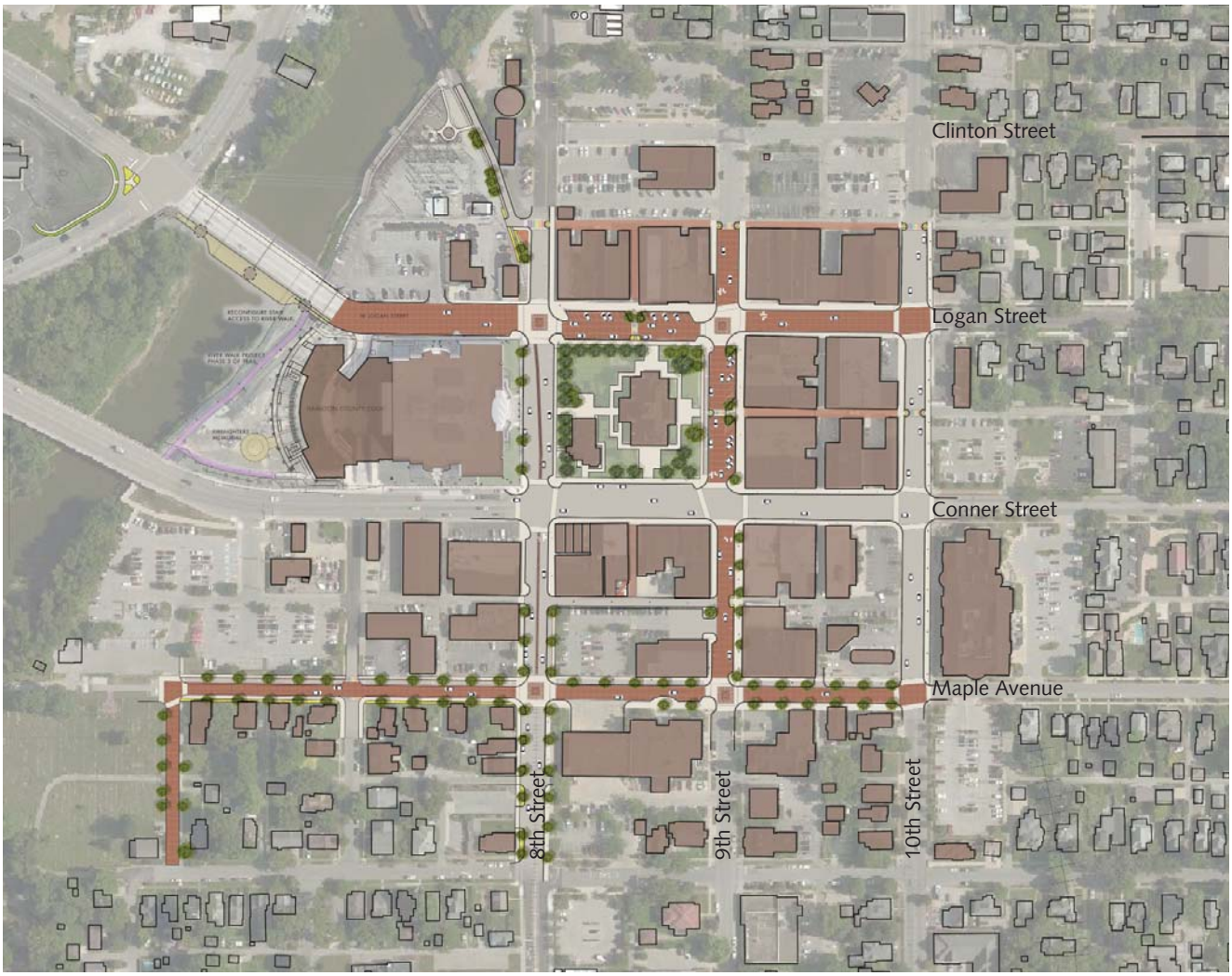
- Protect the historic character of the Downtown District; this is key to its success and longevity.
- Strengthen the district's sense of place to ensure the area has a strong identity through the use of gateways and other iconic elements.
- Provide connections into the Downtown District from the Riverwalk Greenway and other areas of the community, but do not introduce bicycles into the Courthouse Square.
- Develop a parking garage to provide ample parking for residents and businesses; prior to removing parking from the downtown area, but do not locate the parking garage in a location that negatively affects any businesses.
- Provide amenities that welcome residents and visitors to the Downtown District and make their visit more pleasant; however, don't overwhelm the streetscape with too many amenities so they block the walks and create clutter.
- Create a "wow-factor"

The vision created for the Downtown District has been developed using the community's input as the basis, and the experience of the design team to translate the ideas into viable project solutions. As with any translation, there is a margin of error that occurs. The overall vision presented here is a strong starting point. Each recommendation requires additional study and research to uncover more details and how those details will impact the Downtown District.

The final vision of the plan identifies several layers of enhancements that can be made to the Downtown District.

- **Administrative steps**, including adopting an official Downtown District Boundary, are needed to simplify the execution of projects and application of other organization's ideas.
- **Design Standards** that are strictly adhered to within the Downtown District. Site furnishings and signage are visual elements that reinforce the perception that you are in a specific place. One key component to maintaining a distinct identity for an area is by NOT using the physical site standards outside of the district.

- **Capital Improvements** are large-scale projects that create signature spaces within the Downtown District. These require significant planning and design to ensure the end product results in the enhancement of the Downtown District and not a complete change to the character and essence of the space.



This graphic shows capital improvement projects along Maple Avenue, 9th Street, Logan Street, and the intersection of SR19 and Logan Street. Each project has slightly different criteria, but the end goal is to create a cohesive Downtown District that enhances the historic integrity of Noblesville.

Goal 1

Strengthen the integrity of Noblesville's historic downtown by combining the efforts of various community groups and planning projects into a cohesive and comprehensive vision for the Downtown District.

Objectives

a. Establish a comprehensive boundary that encompasses all the goals, service areas, and interests of the various organizations and groups located within downtown Noblesville.

b. Continue the meetings of the Downtown District Committee and encourage a representative from each downtown community group to be actively involved

c. Utilize this master plan document as a guide for all future projects by various groups to ensure they work towards common goals, objectives, and overall vision of the Downtown District

Goal 2

Embrace the existing historic significance of the Downtown District by enhancing, not changing, the character of the space and reinforcing the sense of place.

Objectives

a. Consolidate, simplify, and unify the physical elements found along the current streetscape to establish a strong identity for the district.

b. Enhance pedestrian circulation, bike connectivity, and ADA accessibility within the downtown district.

c. Maintain vehicular access and parking opportunities within the commercial areas of the downtown district

d. Strengthen the physical, cultural, and visual connections throughout the district, including the White River and downtown, across the White River to Federal Hill Commons, and the Arts District to the commercial center around the Courthouse Square.

e. Develop historically sensitive, yet unique, features in order to rediscover the community assets and elements that are uniquely Noblesville

Goal 3

Identify opportunities to strengthen economic viability and diversify the commercial, service, and retail businesses of the Downtown District to better serve residents and visitors of Noblesville.

Objectives

a. Target businesses that appeal to different segments of the population at different times of the day and week to ensure an active and vibrant downtown.

b. Amplify communication between the City, businesses, building owners, potential investors, and the community at large.

c. Boost locally-owned restaurants and gathering spaces to diversify the types of experiences available in downtown.

d. Support upper floor redevelopment by providing incentives to building owners for renovations and upgrades to meet current code and accessibility requirements.

Goal 4

Utilize the findings of the planning process to update existing planning documents & Regulations that are actively used by the Noblesville Planning, Parks, Street, and Engineering Departments to guide the future development of the City and its various neighborhoods.

Objectives

a. Identify and implement Comprehensive Master Plan amendments.

b. Identify NAT Plan amendments.

c. Identify Thoroughfare Plan amendments.

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Previous Planning

Understanding the area of study is important to making design decisions that reflect and enhance the sense of place, including historical significance, previous planning projects and studies, economic characteristics, and the existing demographics. Each of these have been studied for the downtown district.

Noblesville has completed multiple planning projects/ studies over the past five years, many of which address specific areas of the downtown district. These plans have been approved by the entity that solicited the study and, in many cases, the City Council. The following elements have been gleaned from previously prepared documents and are being included in this Downtown District Streetscape Masterplan:

PLANoblesville Update (2013) Documentation of the goals for the entire city, the downtown section focuses on development for Federal Hill Commons, the pedestrian bridge over the White River and the Riverwalk projects. All of these have either been built or will soon be under construction. There will be an update to PLANoblesville in 2018.

Logan Street Pedestrian Bridge (2016) A pedestrian bridge and overlook crossing the White River along the south edge of Logan Street. This will be completely separated from traffic, creating a safe and attractive connection between Federal Hill Commons and the downtown square. Access to the Riverwalk and an improved crosswalk at SR 19 are included as part of the plan. Construction is anticipated to begin in 2018.

Alley Activation Plan (2016) Classification of existing alley system to identify different uses for each section of alley, including park alleys (no vehicles), boulevard alleys (limited vehicular access), functional alleys (vehicular access allowed, enhancements for beautification included), and beautified alleys (residential focused area for vehicles, bikes, pedestrians, and beautification enhancements).

Noblesville Alternative Transportation Plan (2015) An outline of strategies to integrate bike lanes and pedestrian space onto existing streets currently dominated by vehicular use.

Noblesville Downtown Parking Study (2016) Documentation of existing parking availability in comparison to need, determining the need for a parking structure within the downtown district. This will allow the area dedicated to public right-of-way to be focused more on pedestrian uses.

Noblesville Parks Comprehensive Master Plan 2015-2019 (2015) Documentation of goals for the next five years of the Noblesville Parks Department for the entire city. There are multiple parks and trails within the downtown district:

Riverwalk Depot Park is a pedestrian gateway into the downtown district where the White River Greenway trail, which crosses the White River, intersects with the Riverwalk.

Federal Hill Commons, constructed in 2016, is a gateway into the Downtown District, as well as a destination for regularly-scheduled and special events.

Seminary Park – Revisioning of this park has been provided because many park programs that were previously hosted at Seminary Park are now being held at Federal Hill Commons. The edge of 10th Street between Hannibal and Division Streets can serve as a southern gateway into the Downtown District.

The Riverwalk – Constructed in 2015 and 2016, the connection between Division Street and Riverwalk Depot Park provides pedestrian access under Connor and Logan Streets, as well as four points of access into the Downtown District.

Cultural Arts Strategic Blueprint (2015) Documents the groups associated with arts and culture in Noblesville and develops a comprehensive view of strategies.

Nickel Plate Arts Master Plan (2018) Outline of the goals of the Nickel Plate Arts group. This identifies Maple Avenue as an arts corridor within the Downtown District/Cultural Arts District.

Previous Planning

Plan	Year	Page	Goal/Recommendation/Action Item
NAT Plan	2015	D.8	New trail from Logan Street north along Nixon Street to the railroads, switchbacks up to RR elevations and boardwalks across into Forest Park.
NAT Plan	2015	D.8	Riverwalk Extension
NAT Plan	2015	D.8	Planned Trail along 8th Street - Railroad
NAT Plan	2015	C.7	Improved Sidewalks (6' - 9' Extra Wide Sidewalks)
NAT Plan	2015	C.8	Bike Lanes where off-street trails are not feasible. Must comply with AASHTO and INDOT standards. Typically 5' wide on outermost edge of pavement.
PLANoblesville	2016	12	Improve Riverwalk/Riverfront connectivity with downtown
PLANoblesville	2016	12	Put together a retail market assessment of what is missing in the downtown landscape to encourage diverse usage.
PLANoblesville	2016	12	Create a downtown streetscape plan for Conner Stree and 8th, 9th and 10th Streets between Maple Avenue and Logan Street.
PLANoblesville	2016	12	Create a stronger connection between downtown and the west side of the river through increased pedestrian and bicycle amenities and wayfinding and beautification program.
PLANoblesville	2016	13	Create an East Gateway Plan.
PLANoblesville	2016	13	Create a South Gateway Plan.
PLANoblesville	2016	13	Assist in supporting an arts center facility for performance, educational, and retail space for Noblesville artists.
Noblesville Downtown Parking Study	2016	22	Need for Parking Garage
Noblesville Downtown Parking Study	2016	20	Need for consistent wayfinding and parking signage
Cultural Arts Blueprint	2016	18	Complete development and construction of the Noblesville Riverwalk, including a connection the the Midland Trace Trail.
Cultural Arts Blueprint	2016	18	Improve Riverwalk/Riverfront connectivity with downtown.
Cultural Arts Blueprint	2016	18	Put together a retail market assessment of what is missing in the downtown landscape to encourage diverse usage.
Cultural Arts Blueprint	2016	18	Create a downtown streetscape plan for Conner Street and 8th, 9th, and 10th Streets between Maple Avenue and Logan Street.
Cultural Arts Blueprint	2016	18	Create a stronger connection between downtown and the west side of the river through increased pedestrian and bicycle amenities and a way-finding and beautification program.
Cultural Arts Blueprint	2016	18	Assist in supporting an arts center facility for performance, educational, and retail space for Noblesville artists.
Alley Activation Plan	2016	25	Promote the use of the alley network to provide additional pedestrian and bicycle connections to and from downtown, including connections to Federal Hill Commons, River Walk, Nickel Plate Arts campus, Logan Street, Forest Park and Maple Street.
Alley Activation Plan	2016	25	Install mid-block crossings where necessary
Alley Activation Plan	2016	25	Install removable bollards
Alley Activation Plan	2016	25	Install paint or other design features to raise awareness to drives and pedestrians of potential conflict locations at entrances and exits of alleys.
Alley Activation Plan	2016	25	Add dog-friendly elements
Alley Activation Plan	2016	27	Integrate alleys into downtown wayfinding
Downtown Strategic Development Plan	2007	40	Structured parking can be used to leverage additional deveopment, improve circulation and create a positive social and economic impact.
Downtown Strategic Development Plan	2007	35	Gateway Corridors: East - Historic residential neighborhoods and existing commercial character. South - Residential neighborhoods, retail and industrial uses. West - Flood plain, expanding health services, commercial strip developments and residential uses. Gateways are a forethought for expressing a community's pride, purpose and civic spirt.

This chart documents exactly where some of the current Streetscape recommendations originated.

Case Studies

On Wednesday, November 29th, 2017, the design team, along with several members of the Downtown District Committee, traveled to three Central Indiana communities to view different types of commercial districts. Each stop provided interesting examples of downtown settings and offered the group the opportunity to examine these communities from the perspective of what creates this area's sense of place.

Zionsville, Indiana
The first stop was Zionsville. This community has a very quaint and charming downtown. Part of that charm comes from brick pavers that make up Main Street. A dark band of pavers runs down the center of the street, representing the interurban that ran down Main Street during the early part of the 20th century.

Downtown Zionsville has embraced its history and continued to thrive with a mix of one-of-a-kind boutiques, cafes, art galleries, and numerous family-owned restaurants. A variety of mature street trees line Main Street, reinforcing the historic integrity of the area.

Speedway, Indiana
The second stop of the day was to Main Street in Speedway. Although the Town of Speedway has a very rich history and beautiful period homes, this revitalized corridor has very little historic integrity remaining. Many of the old buildings and uses along this corridor were not conducive to a downtown setting or were beyond repair. Today, Speedway's Main Street is developing into a unique mix of restaurants, shopping, and family activities, filled with elements that reflect the racing history of the area. Most of the businesses along Main Street are tied to racing in one way or another.

The east side of Main Street is still being developed. Because of this, much of the area feels very stark. The group also noted that several of the large buildings fail to engage the streetscape. However, the pavement accents, parking, and trail and streetscape furnishings have all been nicely done and really represent racing culture of the town.

Columbus, Indiana
The final stop of the day was 4th Street in Columbus. This two block corridor between Franklin Street and Jackson Street was designed as a flexible event space and is a great example of how the intentional addition of a few features can make an area stand out from its surroundings as a special place.

All of downtown Columbus is well designed with brick sidewalks, street trees, art displays, ample parking and right of way, and nicely restored historic buildings. A variety of businesses and services are present for visitors and residents, and The Commons, a destination indoor playground and conference space, sits at the south end of Washington Street

Even within a vibrant downtown, 4th Street has its own quality that is unique to the area. As a one-way street, the narrow corridor has parallel parking spaces in between trees wells. Curbs are only provided around the planting areas, allowing for event staging, activities, and pedestrians to utilize the entire corridor without any barriers. To differentiate pedestrian space from vehicular space on non-event days, permeable pavers are used for travel lanes and parking bays, while concrete is reserved for pedestrian areas.

Other amenities added along this corridor include utility connection points for water and power. These small hubs have a stainless steel cover when not in use and are non-obtrusive in the landscape. For quick traffic control, moveable arms have been provided at the intersection of Washington Street and at the ends of the corridor. The stainless steel arms have a bright acrylic banner, making this element look like a flag when in a vertical position, and it becomes a visible barrier when rotated to a horizontal position to control traffic.

In summary, all three of these commercial districts had nice features and attractive environments. The one thing that all of the Downtown District Committee Members agreed upon was that downtown Noblesville is already an attractive area with several good qualities that need to be retained. The final assessment from the group after visiting these three lovely, yet different, communities is that Noblesville has a lot of good qualities not present in other downtown areas. As this planning process continues, we need to consciously maintain the existing ambience felt in Noblesville.

Noblesville, IN

Population: 60,183 (2016 est.) 14% growth since 2010 census

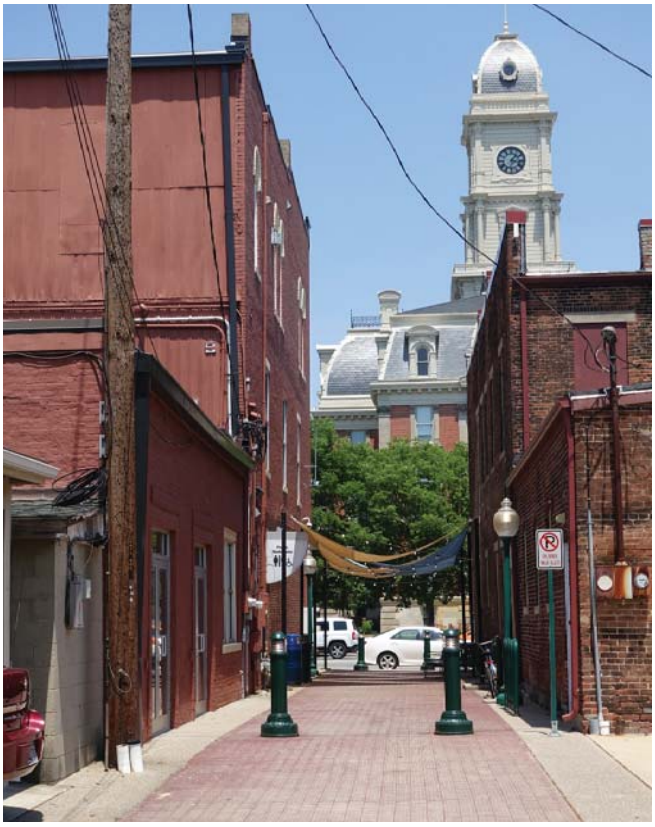
Year Established: 1818, downtown laid out in 1823

Design: Courthouse Square, downtown shops extend down side streets

Adjacent Development: highways - commercial/residential mix, local streets - residential

The sidewalks along courthouse square are home to many different site furnishings. Some areas are quite full and leave a minimal amount of space for the pedestrian.

There are residential streets within the Downtown District that still have the original brick pavers.



Many improvements have been made to the alleys around Courthouse Square. The South Alley has been transformed into a small pedestrian space and is home to a public restroom facility.

Noblesville is the county seat and home to a beautiful French Renaissance structure that sits in the middle of downtown.

Zionsville, IN

Population: 26,784 (2016 est.) 89% growth since 2010 census – fast growth

Year Established: 1852

Design: Linear Main Street for 5 blocks; downtown shopping extends down side streets

Adjacent Development: primarily residential

Interesting facts: Interurban ran through the middle of Main Street, represented by dark pavers running through the center of Main Street.

Mature trees, narrow sidewalks, and a brick street give this downtown a historic village feel.

Some sidewalks are broken up with planters causing narrow paths along Main Street.

Rain gardens have been used along Main Street to help control strormwater.

Main St. is a mixture of 2-story commercial buildings and 1-story cottage style buildings that have been converted to a commercial use.

Dark pavers represent the historic interurban that used to run along Main Street.

A downtown business provides an outdoor gathering space for customers.

The street lights are home to banners and planters.

New commercial architecture on Main street matches the historic architecture of downtown.

Directional signs hanging from street signs do not allow much clearance for pedestrians to pass beneath.

A Santa House downtown creates a destination for families during the holiday season.

Sandwich boards entice residents and visitors into the various boutique shops and restaurants found along Main Street.

Speedway, IN

Population: 12,102 (2016 est.) 2.5% growth since 2010 census – consistent population

Year Established: 1909 (track), 1912 (residential area)

Design: Linear Main Street from 10th Street to 16th Street

Adjacent Development: Residential

Interesting facts: Industrial buildings lined the east side of Main Street at the development of the downtown. Since 2010, infill of new commercial, residential, and specialty uses have revitalized downtown Speedway. This infill continues to happen along Main Street.

Brick pavers have been used to enhance some of the parking along Main Street, as well as define the amenity zone for trees, site furnishings and other amenities.

A parking lot takes up prime real estate along Main Street.

A parking lot takes up prime real estate along Main Street.

Wide sidewalks allow plenty of room for pedestrians along Main Street.

A bike trail runs along Main Street and is separated from the pedestrian zone by rain gardens.

An enhanced streetscape and trail has spurred new development along Main Street.

Decorative pavers are used for crosswalks along Main Street.

Planters throughout the downtown area have been engraved with race cars and the town name.

The racing theme is continued on bicycle racks along Main Street.

Upcoming event banners and seasonal decorations are hung on streetlights.

Branding, including utility covers, can be found all along Main Street.

Columbus, IN - 4th Street

Population: 46,850 (2016 est.) 6% growth since 2010 census – slow, consistent growth

Year Established: Founded as Tiptonia in 1820; became Columbus in 1821. Significant changes to downtown occurred during the 1970's. The latest renovations to 4th Street occurred in 2012.

Design: Downtown District, multiple blocks

Adjacent Development: Commercial with Residential and Institutional Mix.

Interesting facts: Ranked 6th in United States for innovative architecture.

Brick sidewalks add a feeling of warmth to the downtown area.

Utility stations placed throughout 4th Street provide quick and easy access to water and electricity during events.

A parking garage along 4th Street incorporates materials from surrounding buildings and activates the street with 1st floor retail space.

Destinations, such as The Commons, are easily accessible because of a pedestrian-friendly downtown.

An art installation can be found in an alley space in downtown.

This business along the event streets expands their seating area into the pedestrian zone.

4th Street was designed to be a flexible event street. It is curbless and has vertical sculptural pieces that can be lowered to close the street for special events.

Ornamental pieces have been added to streetlights for an enhanced custom look.

This alley has been enhanced into a comfortable pedestrian scale pathway.

Bike sharing is new to downtown Columbus.

C-shaped bicycle racks, both colorful and stainless, can be found throughout downtown Columbus.

Inventory and Analysis

Conducting a site inventory and analysis is one of the first steps in the master plan design process. INVENTORY is the documentation of existing conditions. ANALYSIS is critiquing those conditions. A thorough site inventory leads to a strong understanding of the project site and context, which helps inform the design team of the potential assets (opportunities) and detriments (constraints) to the project. The information is used to form an analysis of the existing project area, helping identify problems, opportunities, and future potential of the area.

Specific to this master plan process, information on the existing natural and built features within the Downtown District boundary was gathered and documented through photographs and mapping. The design team identified several elements, including destinations within the Downtown District, locations of existing street trees and light poles, routes for pedestrian circulation, vehicular traffic patterns, site uses, and parking withing the district. These elements were each documented within a series of inventory maps. Each of these maps includes the original Downtown District boundary as it was described in the project RFP.

An analysis of individual components is also provided and will describe the overall impact a specific element (i.e. benches) has on the Downtown District. Specific pros and cons will also be listed. The analysis will be the basis for recommended changes and improvements within the Downtown District .

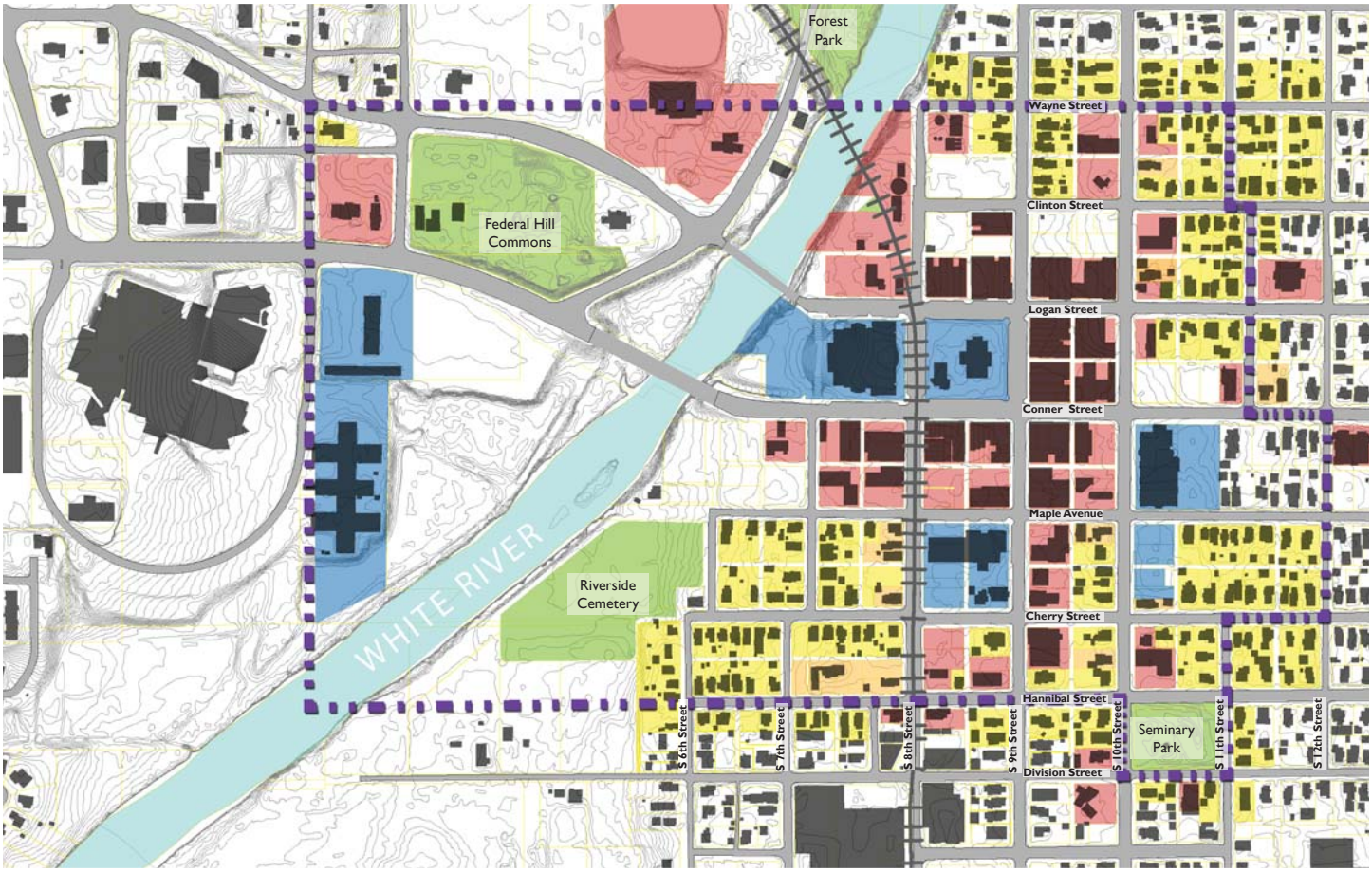
Site Aerial

A site aerial was included as part of this map series to be used for discussion during public engagement. This aerial image includes the site boundary line as well as street names, making it easy for viewers to orient themselves.

Land Uses

This Land Use map depicts the different uses within the Downtown District. The uses on this map are broken out into five different categories:

- Commerical Use
- Residential Building with Commercial Use
- Residential Use
- Institutional Use
- Parks / Cemetery



LEGEND

- Commercial Use
- Residential Bldg. with Commercial Use
- Residential Use
- Institutional Use
- Park / Cemetery

The core of downtown is heavily institutional with the historic courthouse at the center of downtown along with the Hamilton County government Center, directly to the West. The Noblesville Public Safety Building is located 2 blocks south of the courthouse and City Hall is located 2 blocks to the southeast.

Commerical uses surround Courthouse Square on three sides and are sprinkled throughout the Downtown District. The outer edges of the Downtown District are mostly residential with some commercial uses mixed in.

City Hall is just one of the institutional uses within the downtown District.

Alexander's on the Square is a popular commercial destination downtown.

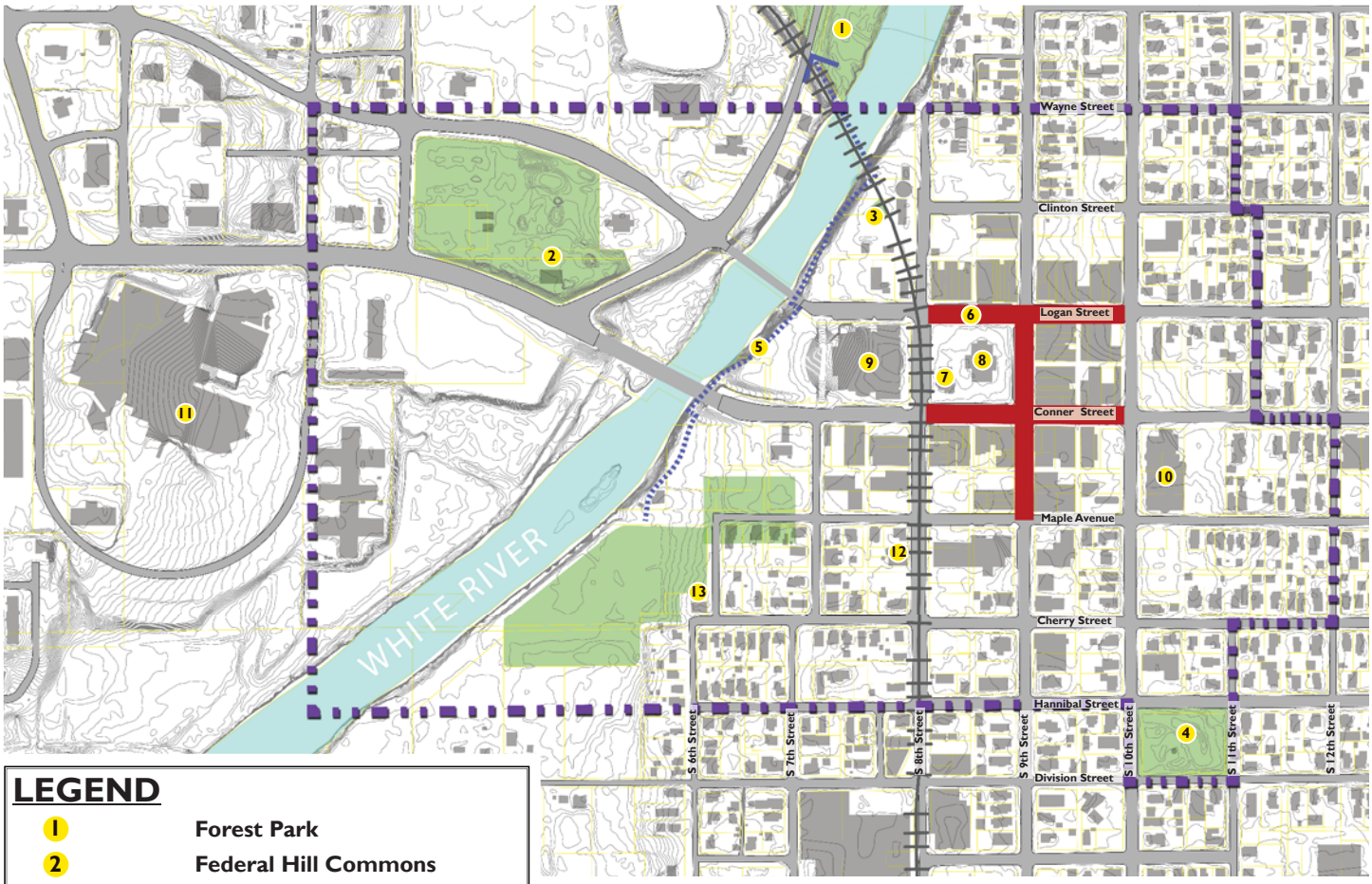
This dental clinic is an example of a commercial use within a residential building.

Federal Hill Commons is located on the west side of the river and draws crowds of people for the weekly farmers market, Food Truck Fridays, concerts, and other events.

The Downtown District is home to a variety or residential architecture.

Destinations

This map highlights a number of key destinations within, or directly adjacent to the Downtown District. The mapping of key destinations is an important part of the inventory and analysis phase and helps the design team understand what draws people and how visitors may move throughout the area.



LEGEND

1	Forest Park
2	Federal Hill Commons
3	Riverwalk Depot Pocket Park
4	Seminary Park
5	Riverwalk
6	Shopping & Dining
7	Hamilton County Museum of History
8	Hamilton County Courthouse
9	Hamilton County Government and Judicial Center
10	Noblesville City Hall
11	Riverview Health
12	Nickel Plate Arts Campus
13	Hamilton County Arts Center

Federal Hill Commons is a 6.5 acre park and sits on the northeast corner of the intersection of State Road 19 and State Road 32.

Riverwalk Depot Park serves as as a trailhead along the Riverwalk and adjacent to the Nickel Plate Railroad.

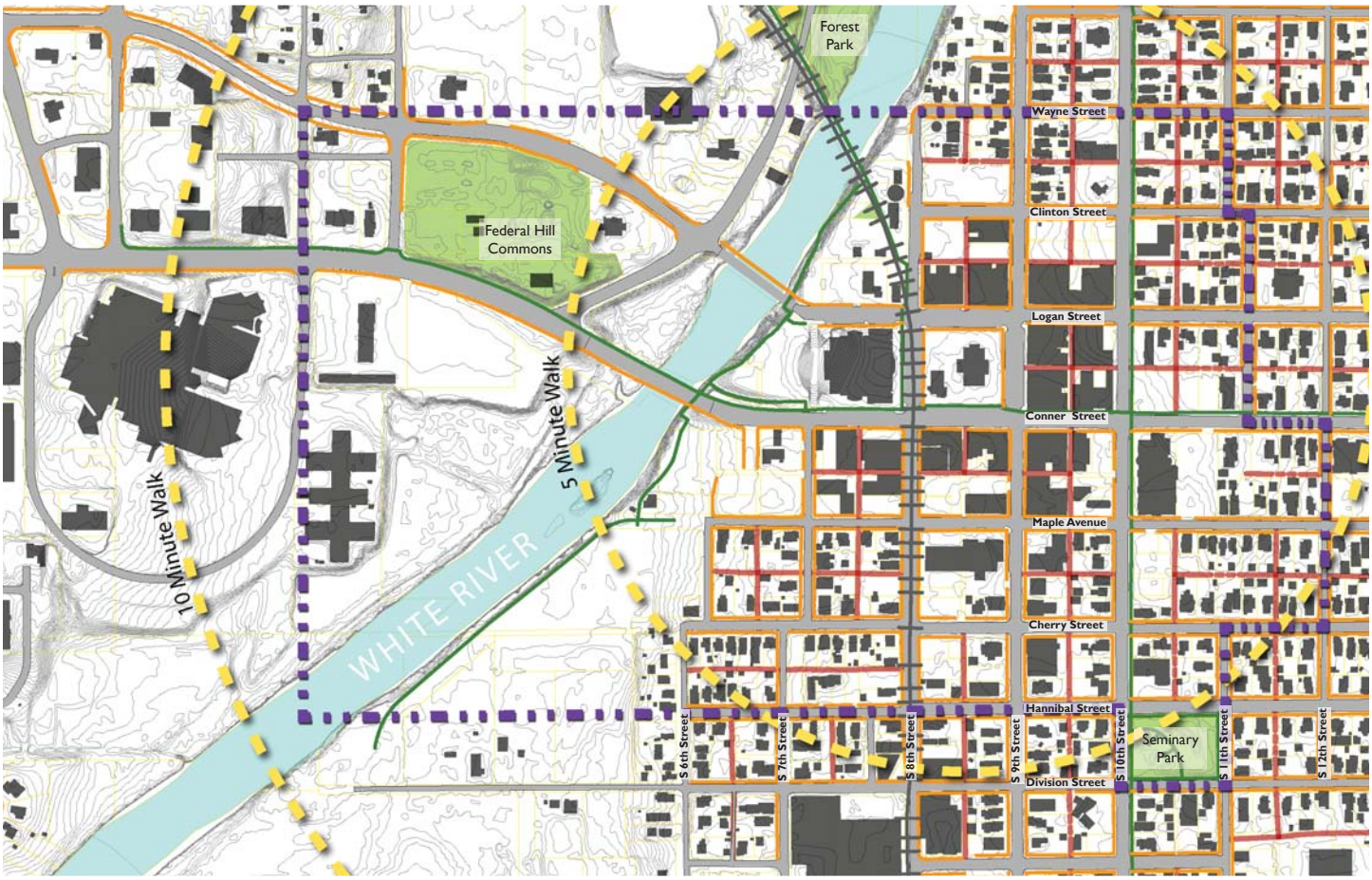
The banks of the White River have been enhanced through downtown Noblesville with the addition of a formal Riverwalk.

Several blocks of shopping and dining can be found around Courthouse Square.

The Hamilton County Courthouse was built in 1875-1876 and was listed on the National Register of Historic Places in 1978.

Pedestrian Circulation

This map highlights the pedestrian circulation within the area. During this process, the design team used the City's GIS information to map alleys, sidewalks, and trails within the Downtown District. A circle with a 1/4 mile radius and a circle with a 1/2 mile radius were then layered over the map to depict a 5 minute and 10 minute walking distance. This map highlighted the existing connections, but more importantly the lack of trail connections.

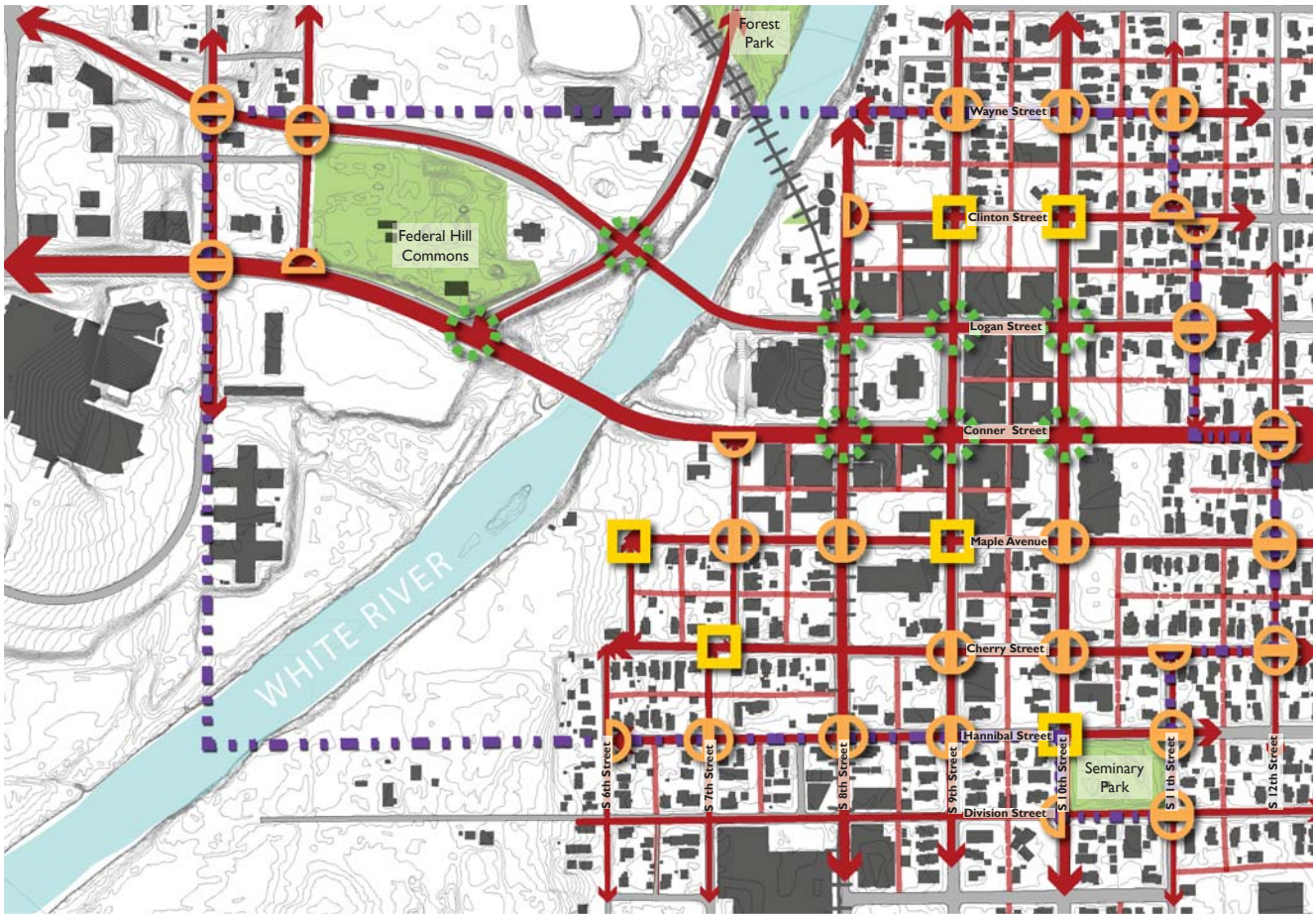


LEGEND

- 1/4 Mile Walk Radius
- Alleys
- Sidewalks
- Trails

Traffic Patterns

This map highlights all vehicular circulation within the Downtown District in red. All alleys are shown in a faded red color while roadways are shown as a dark red and varying widths. The thicker the line, the more traffic that road has. Green symbols are used to call out the intersections with traffic signals. Intersections with stop signs are also labeled as either 1-way, 2-way or 4-way stop.

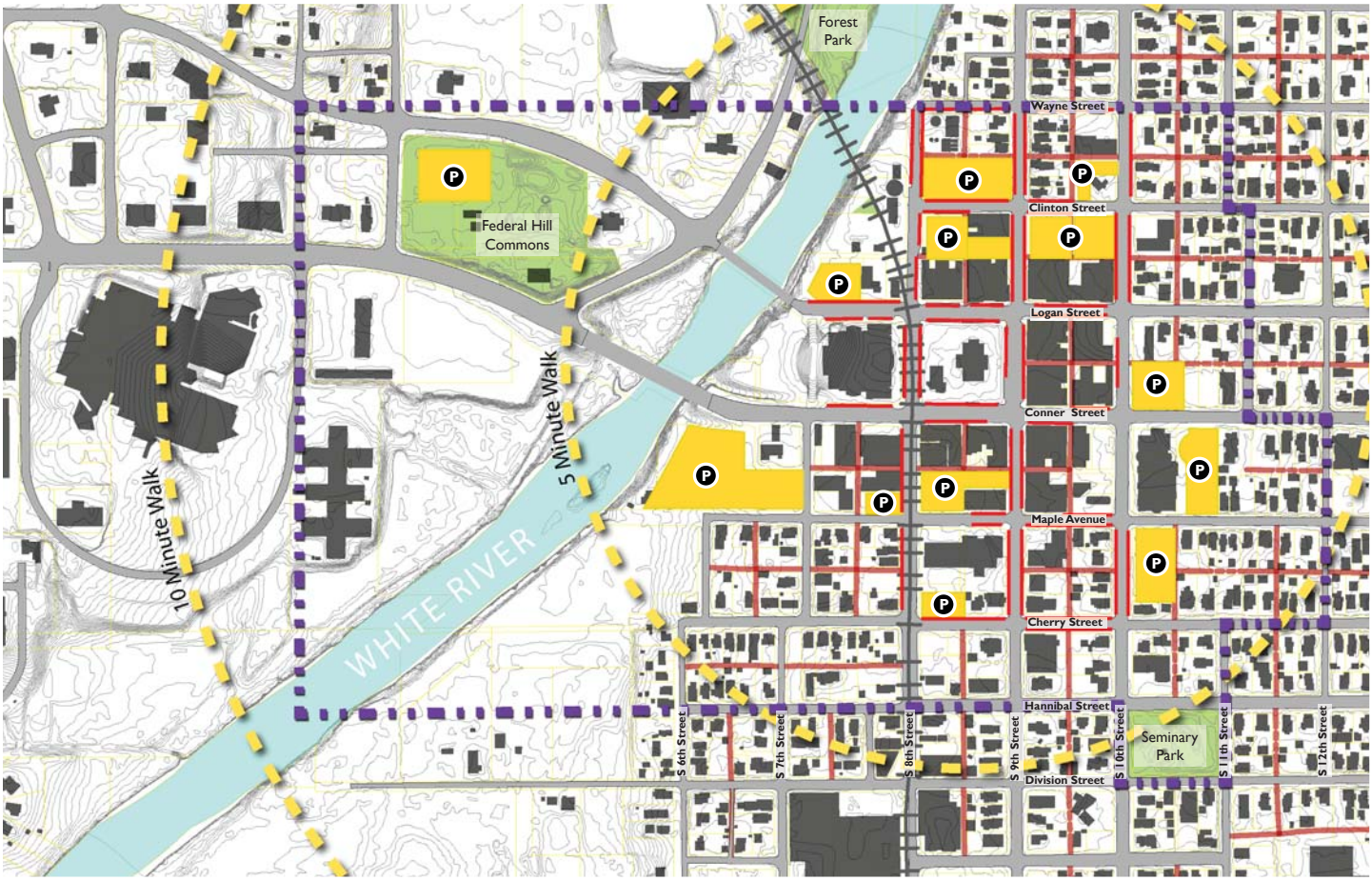


LEGEND

- Traffic Signal
- 4-Way Stop
- 1-Way / 2 Way Stop

Parking

This parking map is used to highlight the available public parking within the Downtown District. A circle with a 1/4 mile radius and a circle with a 1/2 mile radius were then layered over the map to depict a 5 minute and 10 minute walking distance. These circles are centered on Courthouse Square and show how much parking is currently available within close proximity of the downtown commercial core.

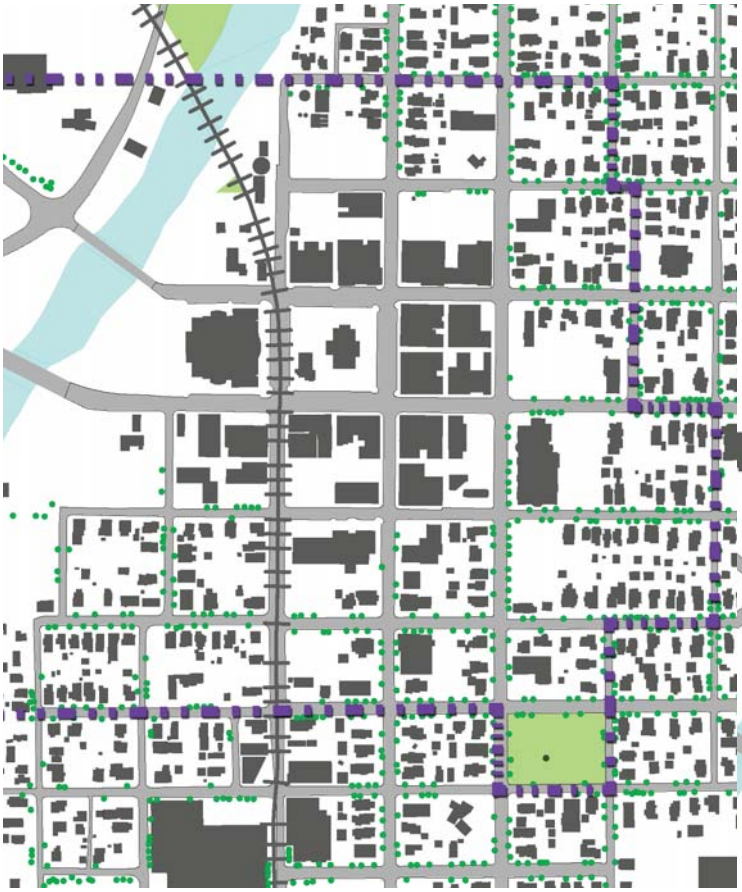


LEGEND

- 1/4 Mile Walk Radius
- On-Street Parking
- Parking Lots

Street Trees and Street Lights

Based on City GIS info, these maps depict the number and spacing of street trees and street lights throughout the Downtown District.



Street Trees

Street Lights

Site Character

An inventory of existing site features was compiled using photographs to document the variety of styles, locations, and conditions of each element. These images have been categorized as a way to visually show the collection of streetscape elements that currently exist in the Downtown District. These images aid in the discussions about what can be done to strengthen the identity of the Downtown District in order to create a well-defined sense of place. Questions that came out of the site character review are “What’s missing?”, “What elements fit best with the character of the area?”, and “Are there items that should be eliminated or changed?”

The design team found that a large variety of styles of the same type of site furnishing are present within the Downtown District. The individual elements are in good shape, located in appropriate places, and fit the overall character of the area; however, they are not contributing to the development of a strong identity for the Downtown District.

We also started to answer the questions:

What’s Missing?
There is not a strong element that helps define the boundaries of the Downtown District. For example, many residential subdivisions will literally put up a fence to clearly define an edge. This is obviously not an option for a section of a larger community and inappropriate for the context of the Downtown District. More subtle techniques need to be used. Developing gateways along main entrances leading into the district, changing paving materials or patterns of street and walks, and establishing design standards that require consistency within the district are all techniques used by communities to develop identity for a unique area within a community.

What elements fit best with the character of the area?
All of the site furnishings currently used within the Downtown District respect the historic character of the area, and they have been built to stand up to the

Courthouse Square Bicycle Rack

Bicycle Repair Station - Depot Pocket Park

Doggie Clean-up Station

intense uses within public spaces. Any of the styles and products currently found within the Downtown District could become the standard moving forward.

Are there items that should be eliminated or changed?
The City of Noblesville has facilitated multiple planning projects to address issues or components of the Downtown District (Refer to Previous Planning within this section). Many recommendations have been documented, and this planning process is assuming these recommendations will be advanced by the City of Noblesville as resources become available.

Trail Bollard

Trash Receptacle and Planter

Traffic Light Signal Box

Signage

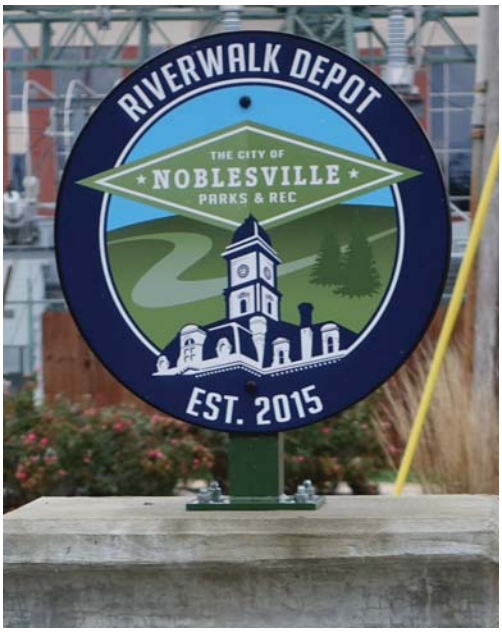
The 2015 Noblesville Downtown Historic District Design Guidelines identifies signage criteria for private businesses. The guidelines explain the importance of balancing the functionality of a sign and compatibility with the architecture. Additionally, private businesses try to set themselves apart from their competitors, resulting in a large variety of sign styles, sizes, and colors.

Public district signage, like private commercial signs, also needs to balance functionality with the overall character and culture of the district. Within Noblesville's Downtown District, there are multiple types of signs provided by many public departments and types of spaces: parks, greenways, parking, wayfinding, city properties, county properties, and streets.

Analysis:
Many of the public signs currently used with the Downtown District are effective as individual signs. Holistically, however, they do not add to the character of or create a sense-of-place for the district. The most universal feature is the use of a green pole, but the green is not a consistent color or unique to the downtown district. A few sign examples do not successfully communicate to their respective audiences. The wayfinding signs and cultural map kiosks are not scaled large enough to be legible. Light pole banners are well-done, but large flower baskets inhibit their visibility when both elements are used on the same pole.

River Walk Trailhead

Street Sign with Historical Marker



River Walk Identification

Parking Lot

On-street Parking

Downtown Map

Downtown Wayfinding

Park Sign

Courthouse Banners

Lightpole Banners

Pocket Park Sign

Decorative Pavements

The star paver is an iconic element within the downtown district. The original historic pavers can be found along the blocks surrounding the courthouse square, as well as the Riverwalk Depot pocket park. The detailed pattern and distinct coloring of these historic bricks add recognizable character to the district and greatly add to the culture to this area. These bricks are used in combination with concrete to create bands within the paving pattern. They do not overwhelm area, but instead nicely enhance the district.

The number of star pavers available for use is limited; therefore, alternative decorative pavements have been used in other parts of the downtown district:

Stamped Concrete

A stamped concrete version of the star paver has been used in several areas. This attempt to replicate the historic paver is not very effective. Because the material is concrete, joints are required, which disrupt the pattern. The color placed on top of the stamped concrete is flat, and small cracks or gouges are immediately obvious. The pattern is very detailed and difficult to replicate. Concrete inherently is not a flexible enough medium to achieve this pattern successfully.

A second pattern of stamped concrete can be found around City Hall and along 10th Street. This pavement does not try to replicate the star paver but is instead just a standard brick pattern, making it more successful in its application. Joints are thoughtfully placed to align well with the pattern. The coloring is not as flat because there is contrast between the “brick” and the “mortar” areas. The color is applied only to the surface, which results in fading and very visible cracks or gouges. While trying to be historic in nature, this pavement style does not add to the unique character of the downtown district, but it does not distract either.

Other Pavers

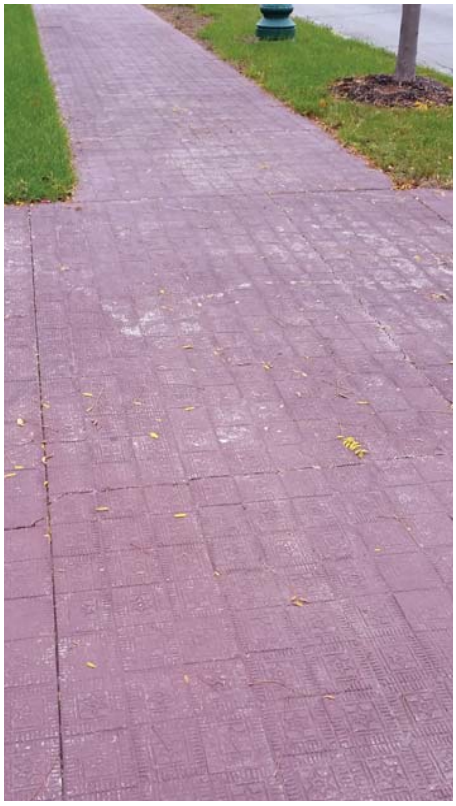
Other pavers can also be found within the downtown district. The most prominent application is along Logan Street and Clinton Street. These historic corridors have maintained brick as their primary pavement between 10th Street and 16th Street.

Residential Brick Paver Walkway

Logan Street Pavers

Star Paver Banding

Stamped Concrete - Pavers



Stamped Concrete - Star Pavers

Star Pavers

Truncated Domed Pavers - Red

Truncated Domed Metal Panels

Truncated Domed Pavers - Black

Analysis:

A variety of approaches to paving within the Downtown District is appropriate because of the variety of uses found within the area: residential, commercial; institutional. The attempt to replicate the star paver with stamped concrete should be avoided, as the end result does not have good longevity, does not improve the historical integrity of the district, and decreases the importance of the original star pavers. The use of decorative pavements (or something more than simple standard concrete) throughout the extents of the Downtown District is an excellent opportunity to help define the edges of this unique place within Noblesville. In contrast, the decorative pavements styles that will be defined for use within the district should be limited to only the boundaries of this area and should not be allowed in other sections of Noblesville. This is especially true of the star pavers.

Lights & Poles

The lighting currently found within downtown Noblesville is period lighting with an acorn fixture and a patina green fluted pole. The number of fixtures used for each pole varies and ranges from one to four. each pole has the ability to have sign banners, street signs, or flowering pots. Some poles currently contain multiple or all of these additional items.

The City is in the process of replacing all of the old period street lights with new LED fixtures. The pole, quantity of fixtures per pole and locations are remaining the same.

Other poles found throughout the Downtown District are signal poles, parking sign poles, and street sign poles. Signal poles are spun aluminum with no additional paint or powdercoat color added. Sign poles vary in style and color from standard square posts with holes to decorative fluted poles and unpainted galvanized steel to patina green color to match the light poles.

Analysis:
The biggest issue related to the light pole currently used in the Downtown District is the use of this same style of pole and fixture throughout other areas of Noblesville. This historic pole is appropriate in many parts of Noblesville, but this extensive use does not help define the Downtown District. There are a few light poles within the parks and along the White River Greenway that do not match the period poles. While this provided identity to the greenway system, it detracts from the character of the Downtown District.

As with many other elements within the project area, sign poles are not consistent. This is a small element, within the landscape but making these consistent will strengthen to historic character of the area as a whole.

Signal poles are not intended to be a dominant form in the landscape, but these are the only elements that are aluminum in color, making them stand out within the historic environment. The simple form of the arm works well.

River Walk Trail Light

Light Comparison

Street Light Pole

Site Character
Existing Lights/Poles

Street Sign Pole at Connor and 11th

Stop Sign Pole at Connor and 11th

Sign Pole on 9th Street

Single Acorn Fixture - faded

Single Acorn Fixture - Newer

Quad Acorn Fixture - New

Benches

Benches are a vital component to a welcoming streetscape. Downtown Noblesville has several benches available within the non-residential areas, providing ample opportunity to residents for rest and waiting. These existing benches have several things in common, including a historic design, backs, arm rests and slats for the seats. Despite these similarities, there is not a consistency among the benches in the Downtown District. Several benches along the court house square contain plaques in honor of people and groups.

Analysis:
The inconsistency of bench styles and colors does not help create a sense of place for the Downtown District. On 9th Street alone, there are three different types of benches provided. The use of benches for dedication is a great idea. A bench can be a very personal place to remember a person and to keep the name alive within a community. A bench is also easy to relocate if needed without loosing its integrity or intended use.

Cemetery/Veterans Plaza

City Hall

Courthouse Square w/ plaque

Downtown

Trail Pocket Park

River Walk

Analysis

During the analysis phase of this project, all of the information gathered during the research and inventory phases was sorted and evaluated. This information was compiled into an Analysis map that was used for public engagement and served as a basis for the team's planning efforts and design recommendations. The key elements of the site analysis include the following:

Downtown District boundary - After studying the Downtown district boundary that was presented in the RFP, and comparing it to boundary lines drawn in previous planning documents, it became clear that this boundary should be modified in order to simplify coordination with various organizations.

There are several opportunities within the downtown district for gateways to highlight the entrance into a place. **Gateways** placed at the boundaries along significant roads communicate to motorists that they are entering a special part of Noblesville. Smaller gateways located on the edges of courthouse square communicate to pedestrians that they are entering into the heart of historic downtown Noblesville.

Bicycle connections have been identified in the form of trails, multi-use paths, and enhanced alleyways. With the Riverwalk, White River Greenway, and new bike sharing program, it is important to create connections throughout the Downtown District.

Trail/Greenway connections are shown to link together all of the parks within the Downtown District.

Prime locations for **Event Streets** were identified during the analysis phase.

Based on previous planning studies, two locations have been identied as potential locations for a **parking structure**.

A key location has been identified for the construction of a **parklet**.

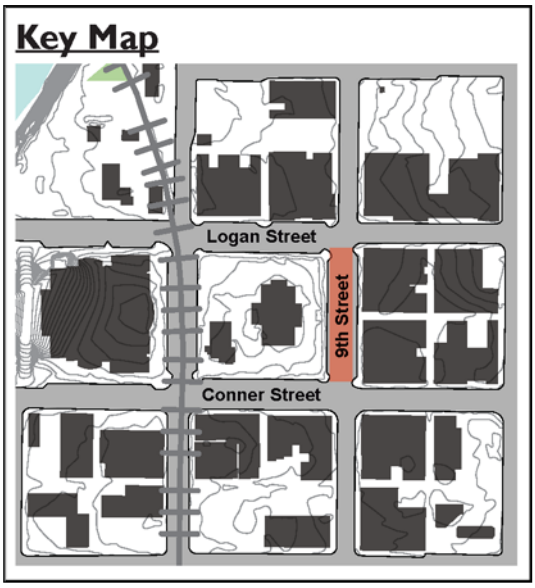
Analysis Map
Fold-out Map

EMBRACE DOWNTOWN

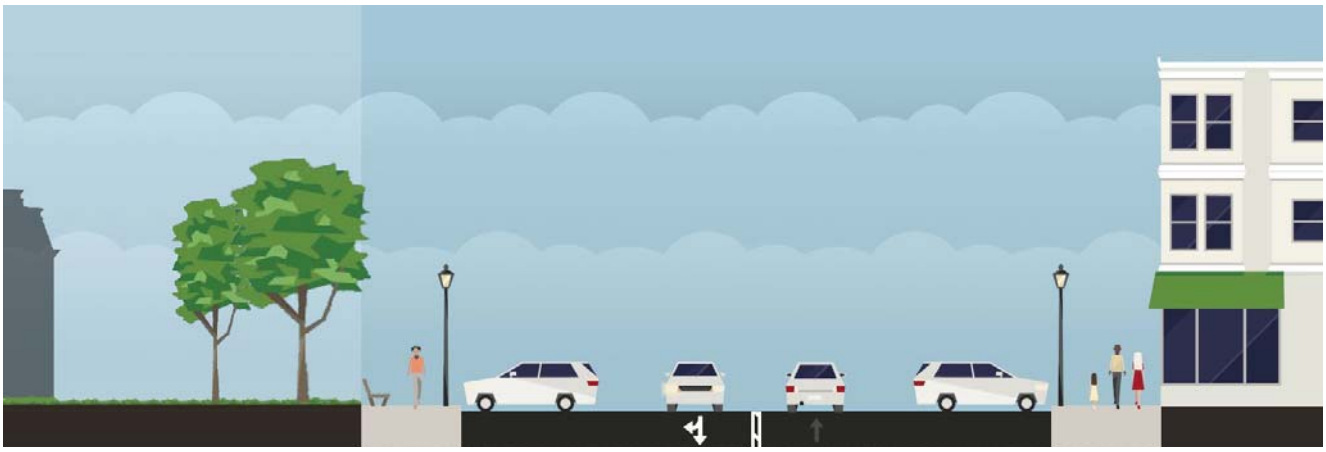
Vivid Past Vibrant Future

9th Street

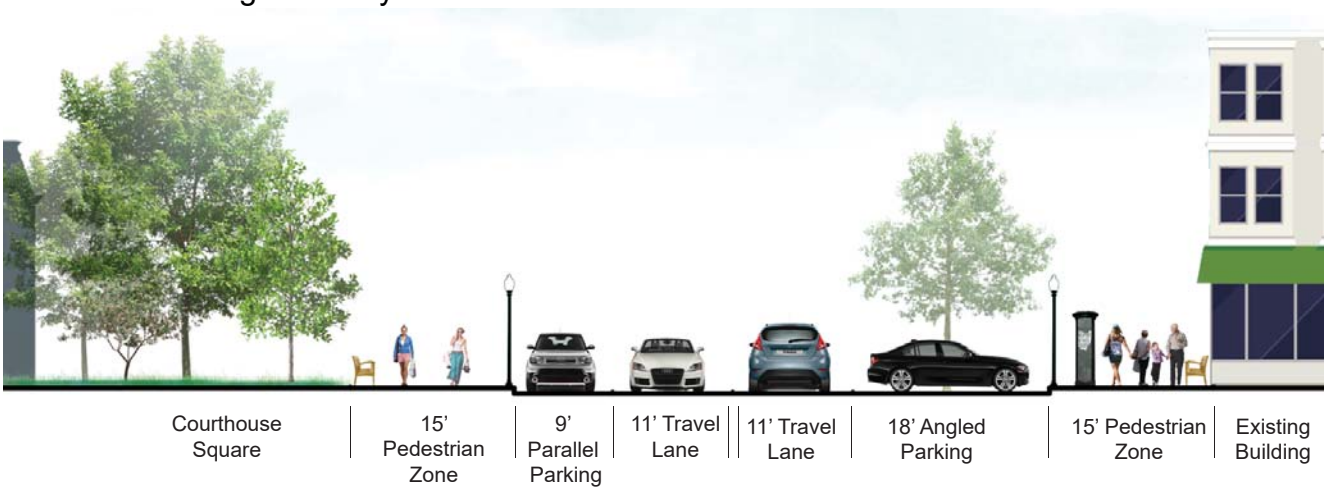
During the initial analysis of 9th Street, the design team looked at the existing right-of-way and how it is broken down between the vehicles and pedestrians. Currently, 74% of the right-of-way is devoted to cars. The sidewalk along the east side of 9th Street is very tight with all of the site furnishings in the area and needs to be increased to provide adequate space for both people and furnishings. By changing the angled parking on the west side of the street to parallel, an additional 9' of pedestrian space can be added to the 9th Street streetscape.



Existing - 80' Right-of-Way



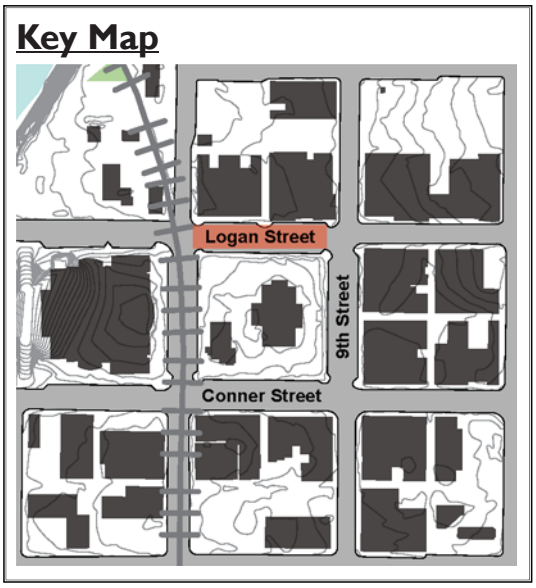
Potential - 80' Right-of-Way



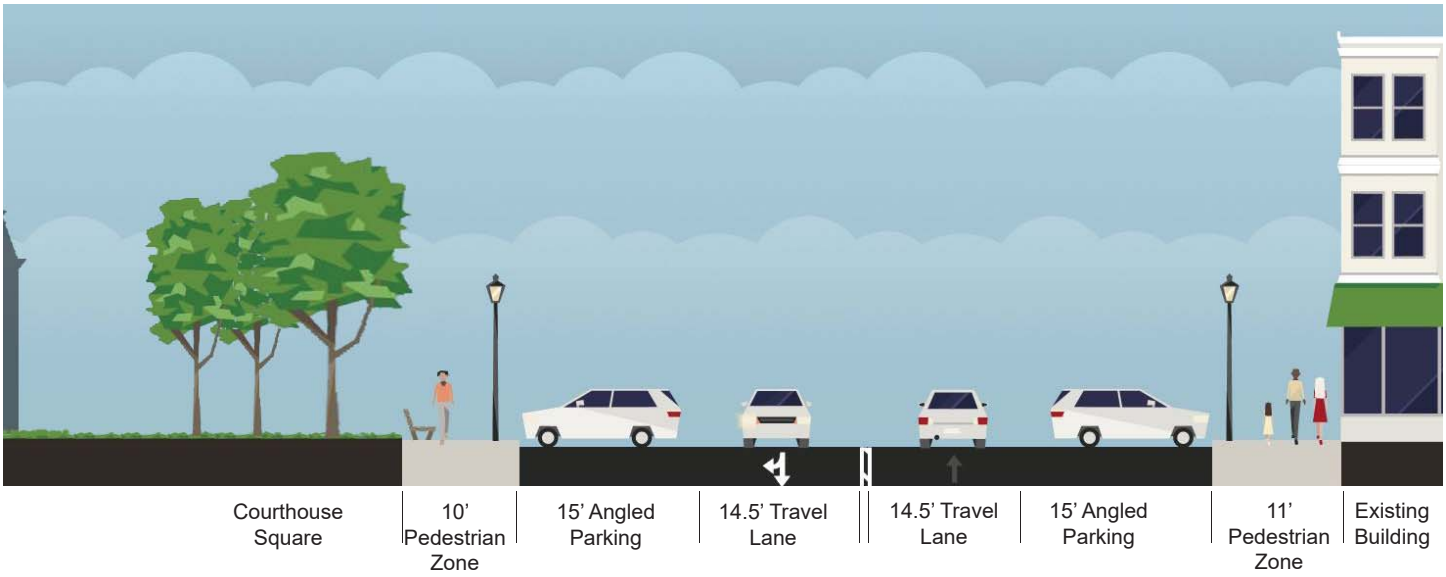
* Data taken from GIS. Actual dimensions to be verified in field.

Logan Street

The vehicle to pedestrian ratio along Logan Street is very similar to that of 9th Street. The pedestrian space is very limited. By changing the angled parking on the south side of the street to parallel, an additional 7' of pedestrian space can be added to the north side of Logan Street.



Existing - 80' Right-of-Way



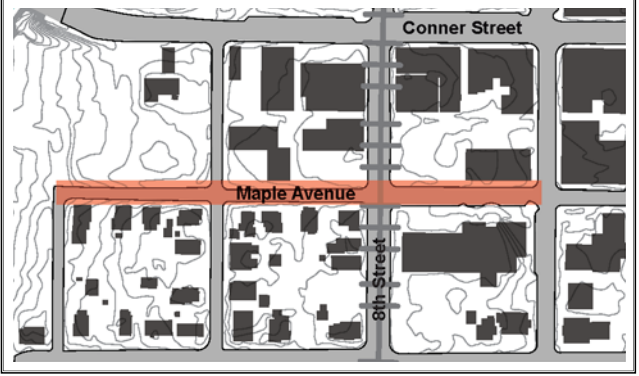
Potential - 80' Right-of-Way

* Data taken from GIS. Actual dimensions to be verified in field.

Maple Avenue

The Maple Avenue corridor was looked at as a future event street. The vehicular portion of this right-of-way is very tight and narrow sidewalks are what make up the pedestrian space. After evaluating the existing right-of-way, the design team decided to eliminate the on-street parking and planting strips to free up about 17' additional feet for pedestrian area.

Key Map



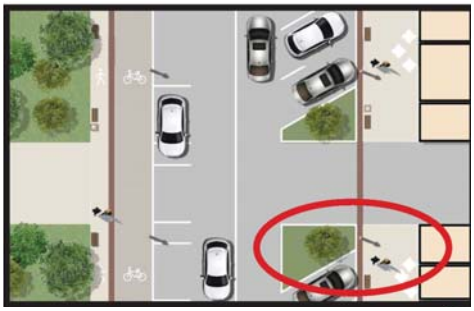
Existing - 50' Right-of-Way

Potential - 50' Right-of-Way

* Data taken from GIS. Actual dimensions to be verified in field.

9th Street

A detailed analysis was performed on the 9th Street Streetscape looking at the pros and cons of what is existing and what might be done in the future to improve the streetscape.



- Flower pot covers signage
- Annuals add color to the streetscape
- Wayfinding signage, newspaper bins, light poles, and banners
- Outdoor seating limits sidewalk space for pedestrians
- Provides a place for people to enjoy outdoor dining and visiting
- Bikes are not allowed on downtown sidewalks
- Star brick paver identifies amenities zone and reflects historic character of the area

- Streetscape amenities remain along curb
- Additional space provides a more comfortable area for pedestrians

03 Engagement & Economics

Public Input 61

Market Analysis 79

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Vivid Past Vibrant Future

Stakeholder Meetings

During the planning process, the design team took time to meet with each of the following stakeholder groups. These groups were able to share comments and suggestions on the ideas being presented and that information was incorporated into updates in the plan.

Stakeholder Groups

Noblesville Chamber of Commerce
Our Business is Your Success

Lions International

visit hamilton county indiana

Kiwanis International
Serving the Children of the World

NCAC
Noblesville Cultural Arts Commission
www.noblesvillearts.org

Noblesville Main Street

The City of Noblesville Parks

Noblesville Rotary Club

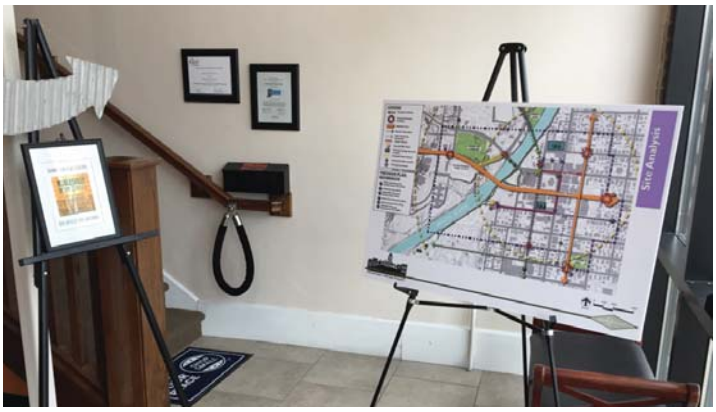
Nickel Plate Arts
Unplug & Create

Noblesville Preservation Alliance
EST. 1987

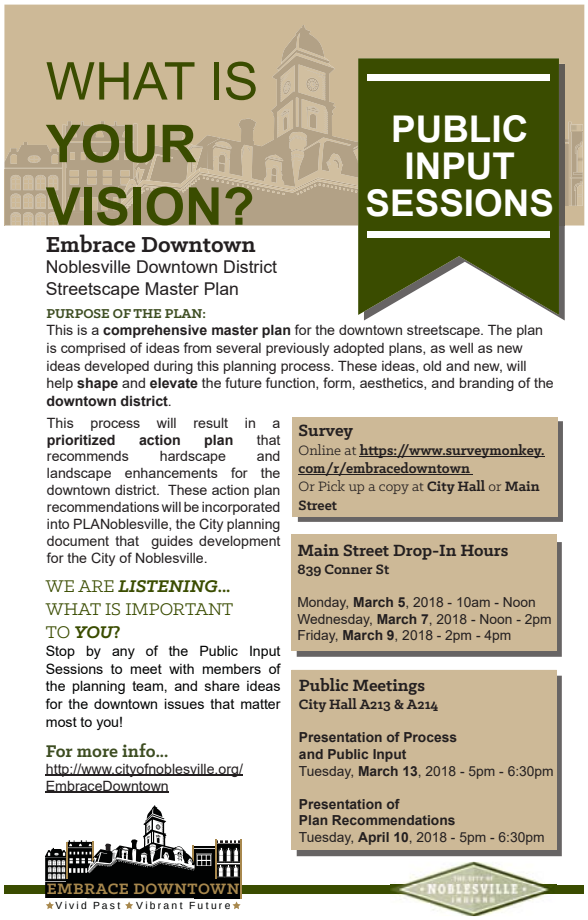
Open House

During the planning process, drop-in hours were available at three different times in the Main Street office in Downtown Noblesville. During these times, members of the community could stop by to speak with members of the design team and check out the project progress.

A handful of residents and business owners took the opportunity to stop in to ask a few questions and provide some ideas. All that dropped in were excited about the plan and ideas they had heard so far.



Inventory and analysis boards were on display in the Noblesville Main Street store front .



WHAT IS YOUR VISION?

PUBLIC INPUT SESSIONS

Embrace Downtown
Noblesville Downtown District
Streetscape Master Plan

PURPOSE OF THE PLAN:
This is a **comprehensive master plan** for the downtown streetscape. The plan is comprised of ideas from several previously adopted plans, as well as new ideas developed during this planning process. These ideas, old and new, will help **shape** and **elevate** the future function, form, aesthetics, and branding of the **downtown district**.

This process will result in a **prioritized action plan** that recommends hardscape and landscape enhancements for the downtown district. These action plan recommendations will be incorporated into PLANoblesville, the City planning document that guides development for the City of Noblesville.

WE ARE ***LISTENING...***
WHAT IS IMPORTANT TO ***YOU?***
Stop by any of the Public Input Sessions to meet with members of the planning team, and share ideas for the downtown issues that matter most to you!

For more info...
http://www.cityofnoblesville.org/EmbraceDowntown

Survey
Online at **https://www.surveymonkey.com/r/embracedowntown**
Or Pick up a copy at **City Hall** or **Main Street**

Main Street Drop-In Hours
839 Conner St

Monday, **March 5**, 2018 - 10am - Noon
Wednesday, **March 7**, 2018 - Noon - 2pm
Friday, **March 9**, 2018 - 2pm - 4pm

Public Meetings
City Hall A213 & A214

Presentation of Process and Public Input
Tuesday, **March 13**, 2018 - 5pm - 6:30pm

Presentation of Plan Recommendations
Tuesday, **April 10**, 2018 - 5pm - 6:30pm

EMBRACE DOWNTOWN
★Vivid Past★Vibrant Future★

THE CITY OF NOBLESVILLE INDIANA

This flyer, advertising all public input sessions, was posted in downtown businesses, at City Hall, and on the City's website and social media.

A design team member was available during drop-in hours to talk with visitors about the project and answer questions.

Public Meeting #1

The first public meeting was held on the evening of March 13, 2018, in Noblesville City Hall. A formal presentation about the project process, inventory, analysis, and proposed streetscape elements was followed by an open house format input session. The presentation highlighted exactly what the Noblesville Downtown Streetscape Master Plan DOES and DOES NOT do.

This Plan **DOES**:

- Pull ideas from several previously adoped plans
- Include new ideas developed during this planning process
- Lead to a prioritized action plan that recommends hardscape and landscape enhancements for the Downtown District.
- Take into consideration the comments already received from various stakeholder groups

This Plan **DOES NOT**:

- Evaluate or make recommendations for private businesses, residences or property outside the Public Right-of-Way.
- Make recommendations about the train.
- Reduce parking until there is a plan in place/ constructed to solve the parking shortage as identified by the Noblesville Downtown Parking Study.
- Make recommendations that detract or remove the existing historical quality already found in downtown.

Alyssa Prazeau with Context Design gave the formal presentation.

At the conclusion of the presentation, attendees were given red and green dots and were asked to mark potential streetscape elements that they liked and disliked. The findings from that exercise can be found on the following page. An attendance sheet and copy of the full presentation can be found in the appendix.

Mayor Ditslear welcomed those in attendance.

The group listened closely as the project process, inventory and analysis were described.

Attendees spent time asking questions and providing feedback to the ideas that were presented.

Public Input
Public Meeting #1

What we heard...

Likes

- Historic Character (10)
- Gateways (6)
- Sense of Place (5)
- Utility Module (5)
- Street Closure (5)
- Public Art (5)
- Parking Structure (5)
- Alley Activation (4)
- Sidewalks (4)
- Lights (4)
- Parklet (3)
- Bike Share (3)
- Trail System (2)
- Street Lights (2)
- Connection to White River (1)
- Site Furnishings (1)
- Café Seating (1)
- Event Street (1)

Dislikes

- Lights (1)
- Street Closure (1)
- Bike Share (1)
- Street Lights (2)
- Café Seating (3)
- Parking Structure (6)

"Love the idea of Gateway over the Roads."

"Live Music in the Alleys."

"…organic borders are fine."

"No bikes, walking only."

"Bike Share at Federal Hill."

"Would like different street lights. Don't like the green acorn with fogged globes."

On-line Survey

An on-line survey titled "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan" was distributed by the City of Noblesville from February 22 - March 16, 2018. There were a total of 801 responses. Respondents were asked to classify themselves by age group and in terms of their relationship to Noblesville. Eighty-seven percent (87%) of respondents are between 25-64 years old and are classified as residents, visitors, business owners, property owners, and employees who work in downtown Noblesville. There are several similarities between the groups in terms of what they like and dislike about the downtown area but also distinct differences.

A screen capture of the on-line survey welcome page.

801 Total Responses

Respondent Types

Respondents listed themselves as the following:
(respondents could choose more than one option)

58 Visitor to Noblesville

667 Noblesville Resident

63 Working in Noblesville, but not Resident

59 Own a Business in Noblesville

11 Own Commercial Property in Noblesville

Respondent Age Groups

The proportion of age groups generally reflected those of the City of Noblesville's population, with the majority falling in the 25-44 and 45–64 year age groups, combined. Respondents younger than 24 years old and older than 65 were under-represented.

Age Group	Survey Respondents *% of Total*	City of Noblesville *% of Total*
under 18 years	0.6%	28.6%
18-24 years	3.5%	8.6%
25-44 years	42.9%	31.2%
45-64 years	43.7%	21.0%
65 and older	9.3%	10.6%

Source: 2016 City of Noblesville Population, U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.

Survey Trends

Major Trends: Favorite and Least Favorite Things

Historic Character

All respondents, regardless of how they are classified, were asked about their favorite and least favorite things about downtown Noblesville. Respondents overwhelmingly mention its historic character as their favorite part about downtown; 72% of visitors, 75% of residents, 75% of those who work downtown, and 100% of business and property owners.

Traffic Congestion / Lack of Parking

Across the board, respondents dislike the traffic congestion and lack of parking. Multiple people commented on the traffic along Connor Street, poorly timed traffic lights, and the two-hour parking meter limit not being long enough.

Favorite Thing

Indiana Transportation Museum Included in the historic character is the Indiana Transportation Museum (ITM), which many visitors and residents cite as one of their favorite things about downtown. Visitors, however, seem to value the ITM more, 100% of visitors who wrote Other citing it as their favorite thing to do downtown and only 20% of residents doing so. It was minimally mentioned as a favorite for employees and property owners.

Least Favorite Thing

Removing the Indiana Transportation Museum - Many respondents also cite the removal of the ITM and the train rides as one of their least favorite things about downtown – 33% of visitors who responded and 22% of residents. The loss of ITM and the train is not a concern for people who only responded as employees, business owners or property owners. It is not even a concern for respondents who also identify residents and business and/or property

Individual Group Trends and Comparisons

Visitors

Visitors primarily visit downtown Noblesville for its historic charm and the experience of downtown - shopping, dining, visiting family/friends, and enjoying special events. Despite 67% of respondents citing shopping (retail and general) as their purpose for being downtown, only 11% of visitors cite it as one of their favorite things about downtown. Their favorite things about downtown primarily include the historic character, dining opportunities, and parks/trails.

Of the 64% of respondents who wrote “Other” for their reason for visiting downtown, they cite the ITM; 100% of respondents who wrote in their favorite thing about downtown cite the ITM and train rides. The fact that the ITM and train rides are gone are common “least favorite things” about downtown – 33% of respondents who wrote in responses said they missed the museum and train.

62% of visitors to the downtown area visit at least monthly (this includes those who come more than once a month, and those who come multiple times a week), with 36% only coming a few times a year.

55% of visitors live 20+ minutes away, with 32% living more than 30 minutes away. Most visitors who responded were 25-44 years old (35.7%).

Visitor trends by age group

18-24 years old: This age group makes up 7.8% of respondents who identify as a visitor.

- 44% of them visit downtown Noblesville a few times a year while
- 33% come monthly.
- 56% of respondents live more than 30 minutes away; however, the distance does not seem to affect the frequency of their visits (e.g. some who live 10-20 minutes away come a few times a year while others who live more 30 minutes away come weekly or monthly).

25-44 years old: This age group makes up 35.7% of respondents who identify as a visitor.

- 37% visit downtown Noblesville a few times a year while
- 32% come weekly
- 53% live 10-20 minutes away, and, like with the 18-24 year olds, the distance they travel does not seem to affect the frequency of their visits

45-64 years old: This age group makes up 28.6% of respondents who identify as a visitor.

- 40% of them visit downtown Noblesville weekly, with a fairly even split amongst those who visit monthly, a few times a month and a few times a year.
- 53% of respondents live 10-20 minutes away, and, unlike those who are 18-44 years old, distance traveled does appear to impact the frequency of their visits:
- 75% of those who live 10-20 minutes away visit weekly or monthly.

65+ years old: This age group makes up 17.9% of respondents who identify as a visitor. 50% visit a few times a year, with the remainder of respondents fairly evenly split on travel times. For those who do only come a few times a year, all of them have a travel time of more than 20 minutes.

Downtown Noblesville is a popular shopping destination.

Residents

The respondents who identify as a resident appear to be uniform across age groups in their likes and dislikes, and desires for the future of the downtown development.

Most respondents are homeowners who do not live in the downtown. They love the historic character of the area but dislike the lack of convenient parking. Specifically, they like the charm, dining and shopping, parks and trails, the arts district and its galleries, the walkability, and the sense of community. In contrast, they dislike Connor Street traffic, poorly-timed traffic lights, and the two-hour parking meter limit.

Artists provide unique experiences throughout the Downtown District.

Unlike visitors, who commonly cite shopping as their main reason for visiting downtown N**oblesville, residents tend to go elsewhere to shop (only 20% of residents go to downtown Noblesville to shop while 67% of visitors do)**. Many residents cite that they shop for "nearly everything" outside of downtown Noblesville: groceries, hair salons, books, men and women's clothing, electronics, entertainment, pet products, pharmacy, household items, home improvement, craft supplies, and higher-end restaurants. Some respondents mentioned that if they do shop downtown, it is for niche, eclectic or boutique items.

Unsurprisingly, **54% of respondents think that the quality of downtown shopping was either acceptable or poor, and that the diversity of the retail options were also only acceptable or poor (69%)**. They also cite the lack of variety of stores/ businesses as one of their least favorite things about downtown (31%). Even though residents commonly mention going beyond downtown for dining, 61% of them rate the quality of dining downtown either good or excellent.

Respondents do mention, however, that **if they were to shop/dine more downtown, it would be for mid-range clothing stores, family dining, breakfast/ brunch, fresh meat and cheese counters, and bakeries (each of those categories were rated at 60% or higher, with the highest being family dining and bakeries at 73% and 72%, respectively)**. Other retail options that respondents mentioned they would potentially visit in downtown Noblesville: live music, art galleries, athletic shops (e.g. biking, hiking), donut shops, and bars.

Many respondents eat out 2-3 times a week, but only 32% go downtown to dine at a good restaurant; most go elsewhere in Hamilton County (73%). Respondents mention going to Cicero, Fishers and Westfield, Carmel, Hamilton Town Center, Perkinsville, and the Ville to dine at a good restaurant. Residents are also willing to travel up to 30 minutes for a good restaurant (87%).

Respondents also cite the lack of convenient parking and traffic congestion as their least favorite things. 79% of respondents ranked parking on the lower end the rating system. Those who wrote Other mention poor stoplight timing, poorly maintained roads and sidewalks, two-hour parking being insufficient, lack of nightlife, and abundance of professional/non-retail businesses to lack of restaurants (e.g. evening dining, family restaurants). While 82% of respondents did like the walkability of downtown, only 23% of respondents believe that riding a bike downtown is easy and safe.

There appears to be little difference between people who identified themselves as residents only and those who also identified as a resident and business and/or property owner. They all cite similar favorites and least favorites. Those who classify themselves as residents and business owners make up 33% of residents, and those who classify themselves as residents and property owners make up 1% of residents; 5% classify themselves as all three.

Employees

Most respondents who work in Noblesville work in its downtown area (88%), but only 21% of respondents who work there actually live downtown; most live elsewhere in Noblesville and have a commute time of 10-30 minutes (76%).

In addition to working, employees spend their time downtown shopping, dining, and enjoying its recreational opportunities. The parks and trails were cited as one of their favorite things about downtown (33%), in addition to its historic character. Despite that employees cited frequenting shops and restaurants downtown, neither activity was among their favorite things (11% and 23%, respectively).

In addition to disliking the traffic and the lack of convenient parking, nearly 30% of respondents who wrote "Other" mention the lack of any nightlife opportunities for young adults.

Most respondents, like residents, eat out 2-3 times per week are willing to drive up to thirty minutes to get to a good restaurant, with the majority willing to drive at least 20-30 minutes (45%).

Most respondents who work downtown are between the ages of 25-44 (45%), and 32 of all respondents classify themselves as both residents and employees.

Business Owners

Most business owners own businesses located downtown and classify their businesses as mid-range retail or professional services (64%).

100% of respondents cite the historic character as their favorite thing about downtown, with lesser favorites being shopping and dining opportunities, and special events. 54% of business owners dislike the lack of parking, specifically for clients (as mentioned in their comments) and, like with residents and employees, they mention that the two-hour parking is not long enough. They also dislike the lack of variety of stores or businesses. For business owners that are residents too, their primary concerns are still business related (e.g. infrastructure, traffic, parking, and aesthetics like litter and green space), and they do not cite as many concerns as respondents who identified as residents only.

Most businesses have fewer than five employees (40%), and all respondent businesses employ fewer than 20 employees. Most of their employees live downtown. For those businesses with fewer than 5 employees, none of their employees live downtown but rather elsewhere in Noblesville, Hamilton County, or outside of Hamilton County.

Fewer than 50% of business owners make sales through e-commerce; if they do, it either makes up 10-24% or more than 50% of their total sales. Those that made more than 50% of their sales through e-commerce own the property their business is on, have their businesses open either 12 or 24 hours, sell high-end manufacturing products and professional services, and are not concerned about the lack of parking in the downtown area.

Most businesses are in a stand-alone building, multi-story building, or building adjacent to another in an urban setting; only 27% of business owners also own their property.

Property Owners

Most property owners respondents own property in downtown Noblesville (75%). The property types are the same as those for business owners, and 100% of respondents have tenants beyond their own businesses but not multiple tenants.

As with every other respondent group, the historic character of downtown is highly valued and viewed as a favorite part of downtown (100%). One respondent also mentions the Nickel Plate Rail Line as an additional favorite. 50% of respondents dislike the lack of variety of stores and businesses downtown, with Other comments citing insufficient parking for customers, and inability to get customers to southern points because of lack of public transportation.

On-line Survey Results

What is your favorite thing about Downtown Noblesville?

Historic Character (68.0% of all respondents)

Respondents overwhelmingly identified their favorite part about Downtown is its historic character. Responses came from 72.2% of visitors, 74.6% of residents, 74.5% of Downtown workers, and over half of business and property owners.

Trains and Indiana Transportation Museum

Visitors and residents answered they liked the Indiana Transportation Museum, citing it as one of their favorite things about Downtown, while some residents commented that they missed the trains. However, workers, business owners, and property owners did not comment similarly on these topics.

Other Favorites

Parks and Trails (23.2% of all respondents)

Dining Opportunities (22.4% of all respondents)

Special Events (20.3% of all respondents)

Shopping Opportunities (16.9% of all respondents)

What is your least favorite thing about Downtown Noblesville?

Lack of convenient parking (34.3% of all respondents)

Respondents commented on the two-hour parking limit is too short of a timeframe, creating burdens for residents and visitors who want more time to explore downtown without worrying about Parking Enforcement.

Too much traffic (27.7% of all respondents)

Various people unfavorably mentioned the busy traffic along Conner Street and poorly timed traffic lights.

More variety of stores or businesses desired (26.8% of all respondents)

Respondents cited a need for more diverse, unique non-chain restaurants, including more family-friendly and high-end dining options. Additionally, respondents cited a lack of entertainment options Downtown, including the need for more music/theater venues, activities for families and children, and nightlife options for adults.

Other:

Sidewalks are too crowded (1.3% of all respondents)

There are too many people (1.3% of all respondents)

Online Survey Results (continued)

Visitors - A total of 58 people filled out the survey as visitors.

The most common reason for visiting the City of Noblesville:

Dining options (49.1%)

Shopping in general (36.4%)

Special event in Downtown. (34.6%)

The Indiana Transportation Museum (ITM) was cited as a reason, under “Other” in the survey.

Visitors like Downtown

87.3% of respondents said they enjoy visiting Downtown Noblesville, with most people (72.2%) citing ‘Historic Character’ as their favorite thing about Downtown. Many listed the Indiana Train Museum and train rides, specifically.

Visitors dislike parking and traffic

Finding available parking was cited by 33.3% of visitors as one of their least favorite things, as was the amount of traffic (25.9%). A few people mentioned the train and the ITM going away as one of their least favorite things.

Residents - A total of 667 people filled out the survey as residents.

Residents like the Historic Character of downtown above all

74.6% of respondents cited the ‘Historic Character’ of Downtown as one of their favorite things. Many people cited the train and the ITM, specifically.

Walkability and overall atmosphere

In addition to the Historic Character, overall atmosphere and ease of walking Downtown were rated “good” to “excellent.” Many people also commented on walkability as one of their favorite aspects of Downtown.

Entertainment for different audiences

Half of the respondents said they would come Downtown for music and entertainment if it existed. Many people specifically mentioned live music (especially as part of a restaurant or bar), live theater, art galleries, and board game stores.

Online Survey Results (continued)

Residents (Continued)

Noblesville Residents rarely shop downtown

Respondents said they buy almost everything from stores outside of downtown or online, but shop Downtown mainly for boutique or specialty items

Downtown needs more diverse retail options

31.1% of respondents said one of their least favorite things about Downtown was lack of variety of stores or retail. 62.8% of respondents said they would potentially visit mid-range clothing stores if they existed Downtown.

People mentioned bookstores, including those paired with a coffee bar, or a place that serves beer (similar to 'Books and Brews'). Many suggested bike shops or bike rental shops, possibly combined with a coffee shop. Additionally, respondents suggested experience-based stores, such as craft stores, including yarn stores, scrapbook stores, and art supply stores.

Noblesville Residents want a variety and more restaurant options

Over 70% of respondents said they would visit family dining restaurants and bakeries, if they existed Downtown.

More than 60% of respondents said they would go Downtown to visit other diverse eating places, such as brewpubs, wine bars, bistros, breakfast and brunch restaurants, farm-to-table dining, and fresh meat and cheese counters.

Residents are willing to travel for quality restaurants

41.0% of respondents said they are willing to travel 20-30 minutes for a good restaurant. Over 70% stated that when looking for a good restaurant, they leave Noblesville for nearby cities and towns in Hamilton County. Several people specifically cited Cicero as the place they go for good restaurants. However, more people said they go out to eat in Noblesville (45.6%) and Downtown Noblesville (31.8%) than travel to Indianapolis (28.3%).

Online Survey Results (continued)

People who work, but do not live in Noblesville - A total of 63 respondents listed themselves as working in Noblesville but not as residents.

Workers dine out frequently and want more options

Most of the respondents stated they work Downtown. 86.3% of those workers said they eat at Downtown restaurants. Nearly half of the respondents said they dine out or get carry-out from non-fast food restaurants as often as two to three times a week. However, only 23.5% listed dining opportunities as one of their favorite things about Downtown, and a few people commented on the need for more restaurant options.

Workers like the Historic Character of Downtown

Workers had similar feelings about Downtown as Noblesville residents. 74.5% cited the 'Historic Character of Downtown as one of their favorite things, followed by parks and trails (33.3%).

Difficulty finding convenient parking (49.0%), too much traffic (31.4%), and not enough variety of stores or businesses (25.5%) were their least favorite things about Downtown. A few people commented on the lack of nightlife options.

Business Owners and Commercial Property Owners - A total of 59 respondents listed themselves as owning a business in Noblesville, the majority of which were also residents. A total of 11 people listed themselves as owners of commercial property in Noblesville.

Most of the respondents owned businesses or property Downtown. Businesses identified were mostly retail or professional services.

Historic Character of Downtown

More than half of business and commercial property owners cited the Historic Character of Downtown as one of their favorite things. The railroad and the 'small town feeling' were mentioned, as well.

Least Favorite Things

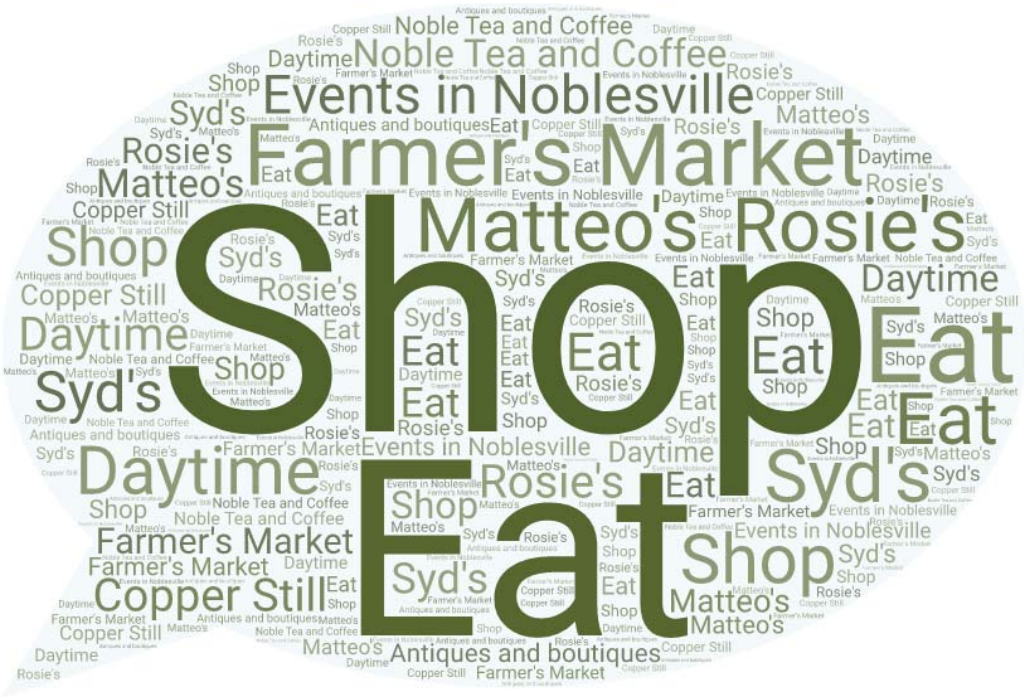
Respondents' least favorite things cited were the difficulty in finding convenient parking and not enough variety of stores or businesses. People commented on the need for more restaurants, the need for more maintenance and care in the historic assets, and infrastructure in general.

On-Site Survey

On Saturday, March 3rd, the project team and Noblesville Chamber of Commerce conducted on-site surveys with visitors to the Downtown Area. More than 40 people were interviewed on a variety of topics, including why they were visiting downtown, what do they like/dislike most about downtown, and what changes (if any) were recommended. The following pages provide a summary of the responses.

What brings you downtown today?

What do you typically do downtown?



On-site Survey Results (continued)

What do you like about downtown?

What do you not like about downtown?

What are your ideas for changes to the downtown?

Public Meeting #2

The second public meeting was held on the evening of April 10, 2018 in Noblesville City Hall. With more than 50 people in attendance, a formal presentation was given to highlight the public input received through the first public meeting and on-line survey. An overview of the market analysis was also given.

At the conclusion of the presentation, attendees were given red and green dots and were asked to mark plan recommendations that they liked and disliked. Comment cards were distributed so that people could leave any additional comments they might have.

Courtney Zaugg with The Veridus Group presents findings from the Market Analysis.

Alyssa Prazeau with Context Design gave the formal presentation, including public input received and plan recommendations.

A meeting attendee shares his concerns about parking on courthouse square.

A meeting attendee shares his concerns about parking on courthouse square.

An attendance sheet, copy of the full presentation, and comment cards can be be found in the appendix.

Key Elements

A presentation board used at the meeting to allow those who attended the option to indicate with red and green dots those proposed enhancements they liked (green dots) and those they did not want (red dots)

EMBRACE DOWNTOWN
Vivid Past Vibrant Future

April 10, 2018

Downtown Streetscape Master Plan Public Meeting

Comment Card

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Comment cards were available for residents in attendance to provide additional feedback about the ideas presented during the meeting.

Introduction

This Market Analysis evaluates key features and trends of the Noblesville Downtown Area and the greater Noblesville Area, including demographics and employment by industry. Its purpose is to inform the Noblesville Downtown Streetscape Master Plan by providing the current state of Noblesville's downtown economy, identifying prominent current businesses, and determining targets for business attraction. Data was analyzed at the NAICS 2-digit and 4-digit levels in order to provide an accurate assessment of both the broad industry sectors and their specific commercial activities for accurate economic development planning. The methodology includes evaluating the following:

- Downtown Area businesses
- Employment in the Downtown Area
- Regional Gap Analysis
- Regional Business Concentration
- National Industry Trends

Downtown Study Area

The Noblesville Downtown area ("Downtown area") is the region defined for the purposes of the Downtown Streetscape Master Plan, bordered on the north by Wayne Street, on the east by 11th Street, on the south by Hannibal Street and on the west by roughly where John Street is located. Seminary Park and Riverview Hospital were also included in the analysis.

Demographic and employment data for this region was modelled by ESRI Business Analyst, and results may have included nearby areas with high business concentrations such as the section of State Road 37 to the east.

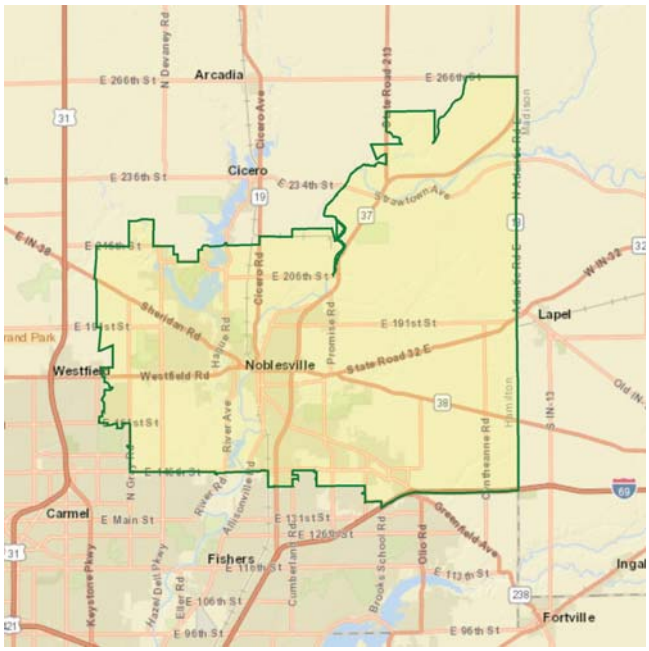
Noblesville Area

Demographic data from the U.S. Census Bureau is collected by census tract and generally follows the City of Noblesville political boundaries.

However, ESRI and EMSI data use the 46060 and 46062 Zip Code Tabulation Areas (ZCTA) to approximate industry and market data for the City of Noblesville. This area is referred to in the report as the "Noblesville Area."

The U.S. Postal Service Zip Codes are not descriptive of a specific geographic area, but instead describe collections of mail delivery routes based on individual addresses. Census blocks overlap with mail routes imperfectly, therefore, a ZCTA is created by the U.S. Census Bureau to reflect generalized representations of zip code coverage but do not reflect a well-defined geographic boundary.

Map of the Noblesville Area (46060, 46062)



Source: ESRI Business Analyst version 5.7 (2018)

SOAR: Strengths, Opportunities, Aspirations, Results

In order to help assess and organize the best ways for Downtown Noblesville to elevate its economic prosperity, the SOAR Analysis below looks at the downtown's strengths (what can we build on?), opportunities (what are our stakeholders asking for?), aspirations (what do we care deeply about?), and results (how do we know we are progressing?).

Strengths

- Historical character
- Numerous assets including Riverview Hospital, City and County government offices, SR 32
- Innovative businesses, such as Blue Sky Technology, Parker Mortgage and Media, among others
- Physical assets, such as the White River, trails, parks
- Low vacancy rate

Opportunities

- Parking garage to service downtown visitors and workers
- Communication on vacancy and rehab opportunities, especially on upper floors
- White River Master Plan with Hamilton County Tourism, Inc. and municipal partners
- Professional offices to be moved to 2nd or 3rd levels to increase retail establishments on first floor

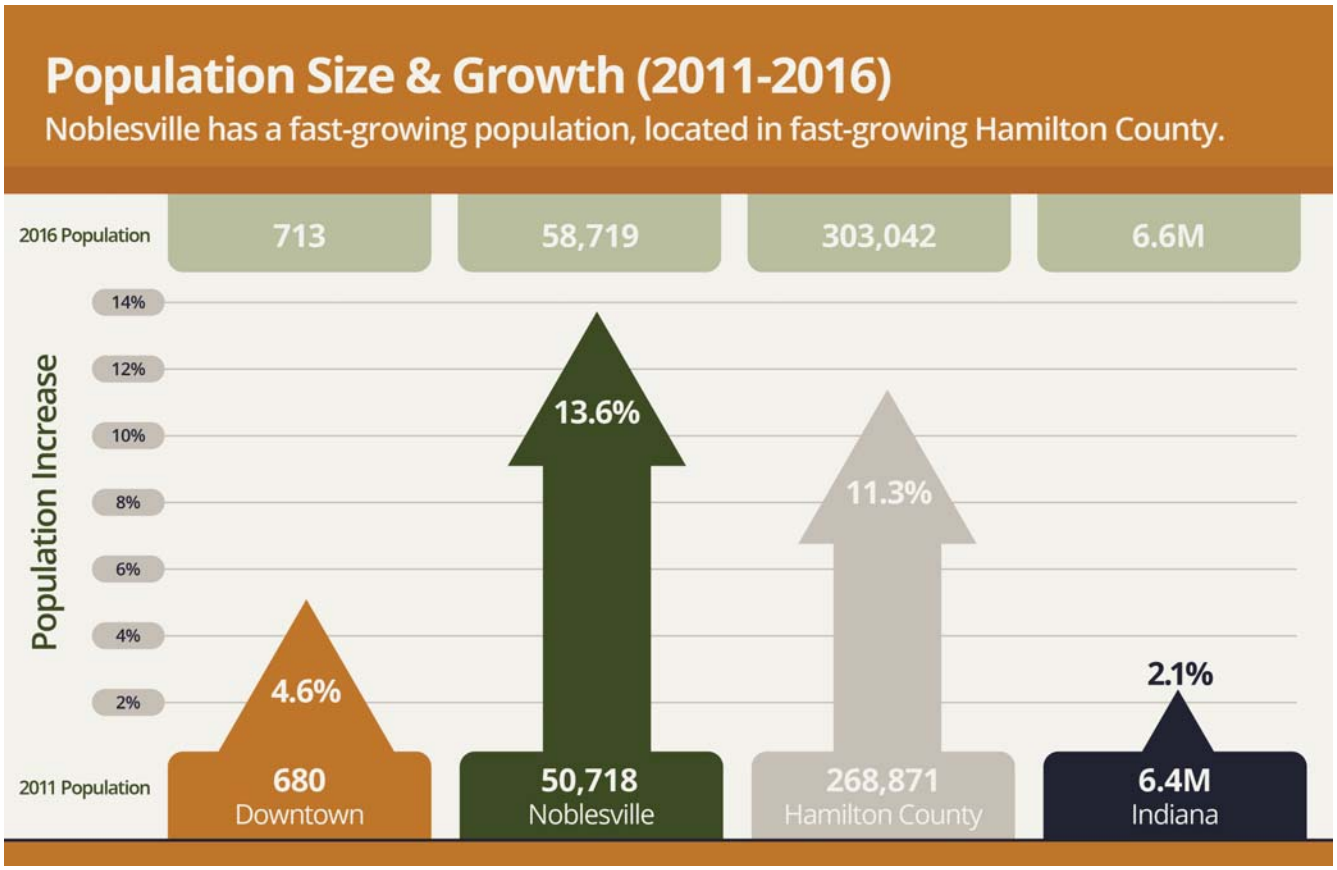
Aspirations

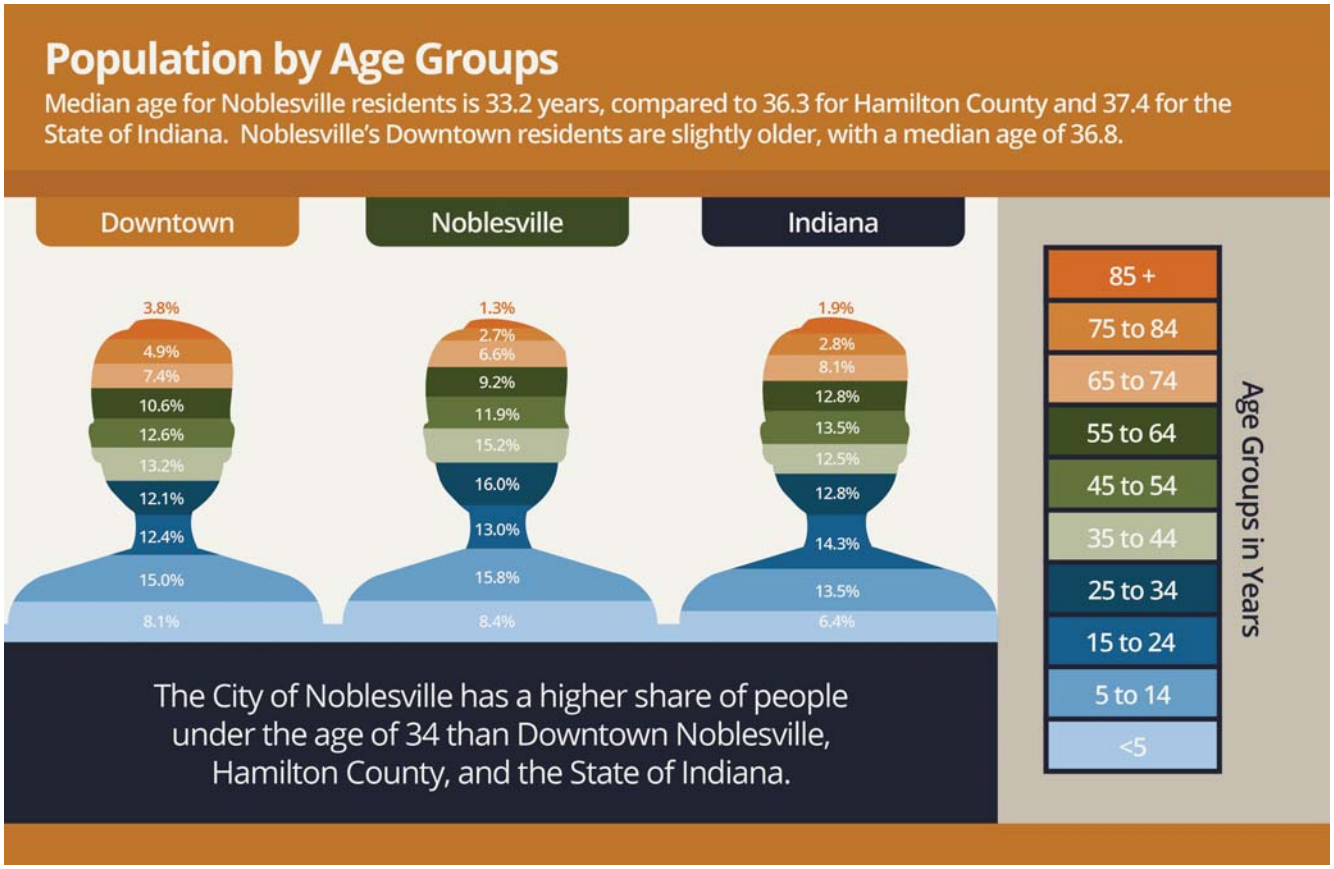
- Activation of the White River connectivity, programming, and experience
- 2nd and 3rd floor spaces renovated and functional both for residential and commercial use
- Additional variety of retail and commercial businesses that attract a variety of generations and foot traffic during different times of the day

Results

- Benchmarking investment and ownership in the Downtown Area
- Resources needed to implement recommendations
- Communication campaign specific to downtown investment and opportunities

Demographic Analysis





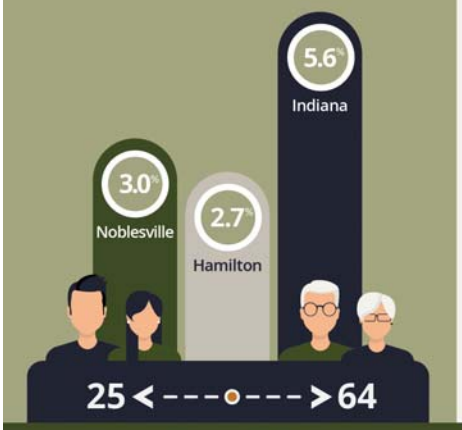
Unemployment

The City of Noblesville and Hamilton County both have low unemployment.

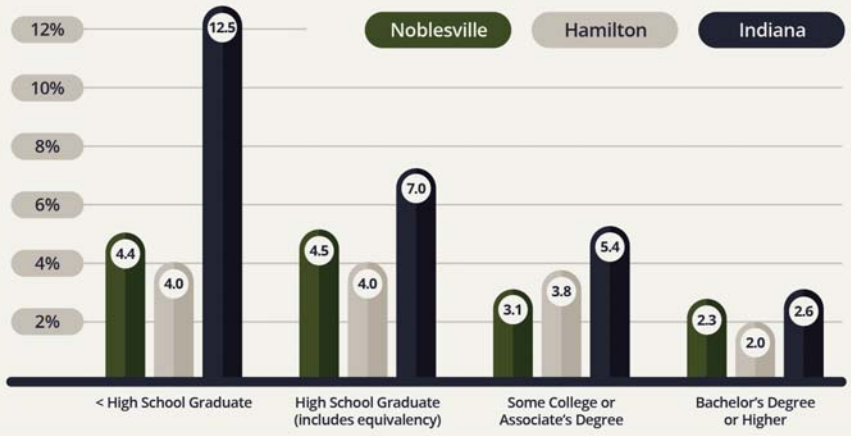
Estimated Unemployment Rates (2017):

Noblesville: 2.8% | Hamilton County: 2.7% | Indiana: 3.5%

Unemployment Rate (2016) for 25 - 64 Year Olds



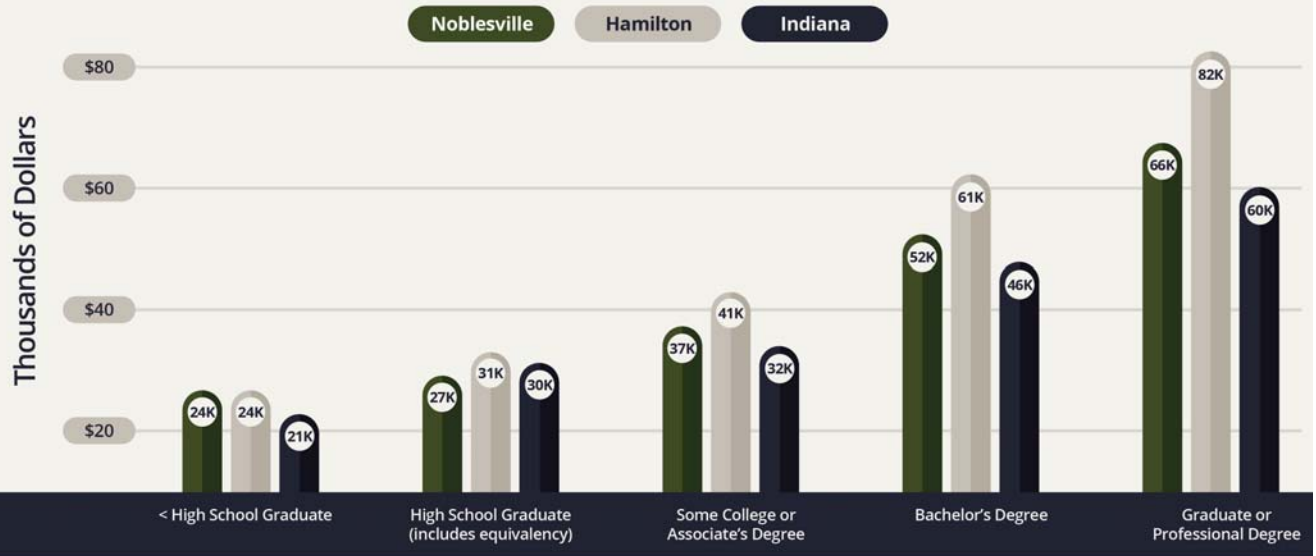
Unemployment by Education Level (2016)



Unemployment this low (3.0% and below) can be both beneficial and challenging for a community. Educated and skilled workers will generally be able to find a job in the local economy, possibly with better pay. However, employers that want to relocate to Noblesville or expand their business may need to offer better compensation to draw employees away from competing firms, or find ways to attract talent from outside Hamilton County.

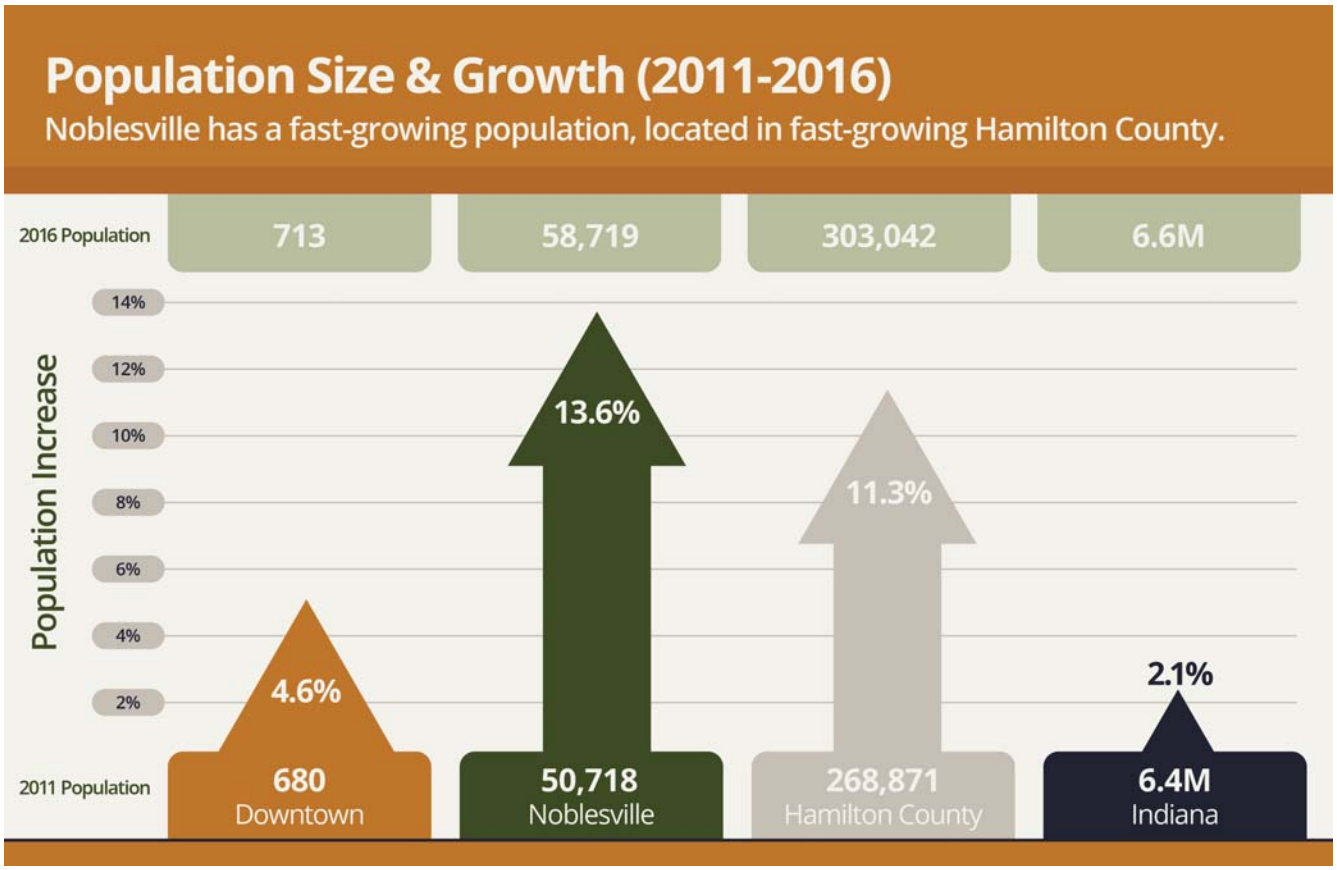
Median Earnings by Educational Attainment (2016)

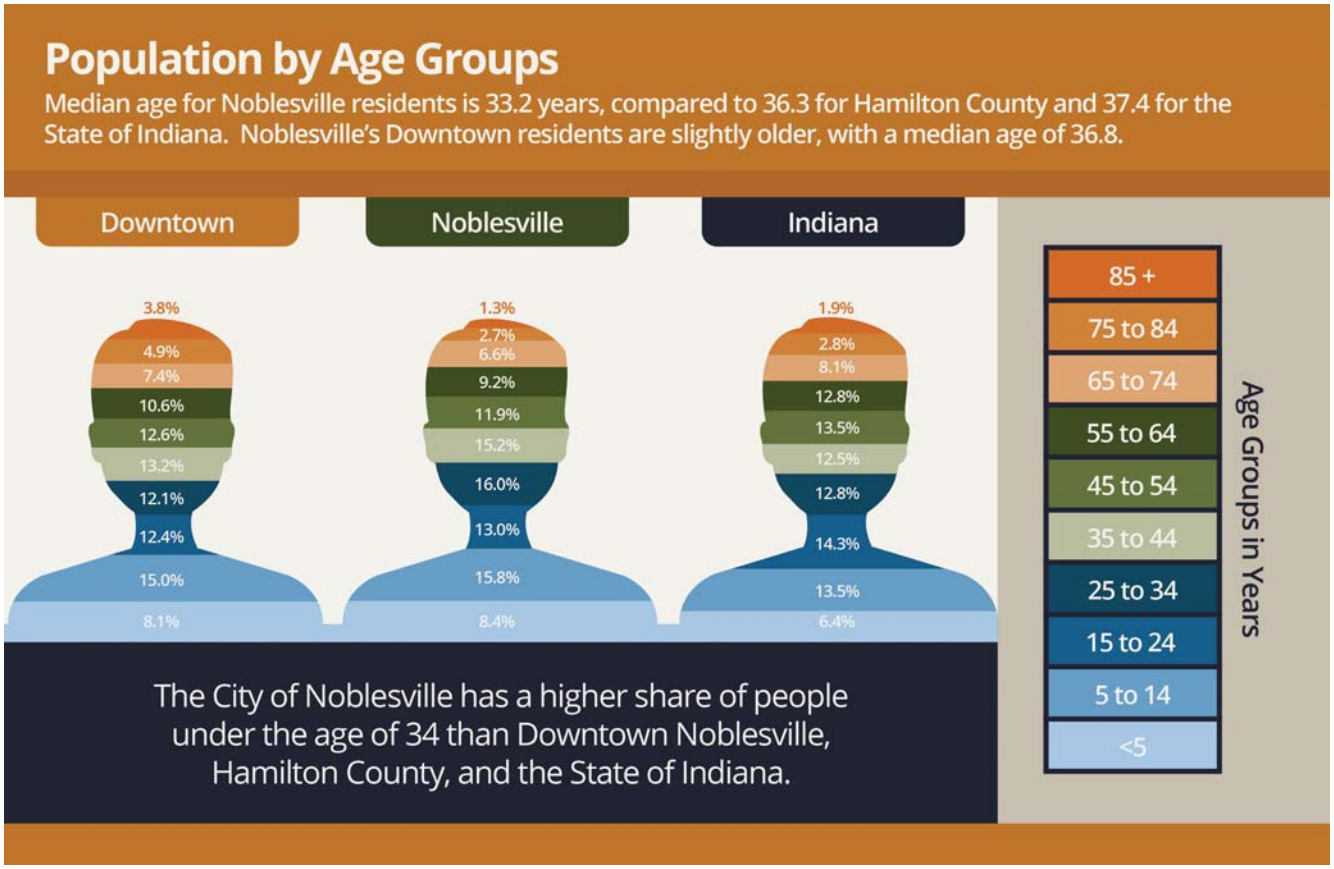
Median earnings for Noblesville were $42,321 compared to $51,859 for Hamilton County and $34,870 for Indiana.



Median earnings generally increased with educational attainment with the largest earnings increase felt by those who obtained Bachelor's Degrees and higher.

Demographic Analysis





Daytime Population (2017)

Daytime Population measures how many people are living and working in a region during typical Monday to Friday business hours. This is the customer base for businesses that depend on frequent repeat customers like restaurants, banks, and hair salons.

Downtown

During the workday, the Downtown Area population expands by over 5 times its resident population.

720 Resident Population → **3,911** Daytime Population

1/2 of the resident population commutes out.

3,529 workers commute in from elsewhere.

Large Downtown Area employers like City and County Government and Riverview Health make up the majority of the Daytime Population .

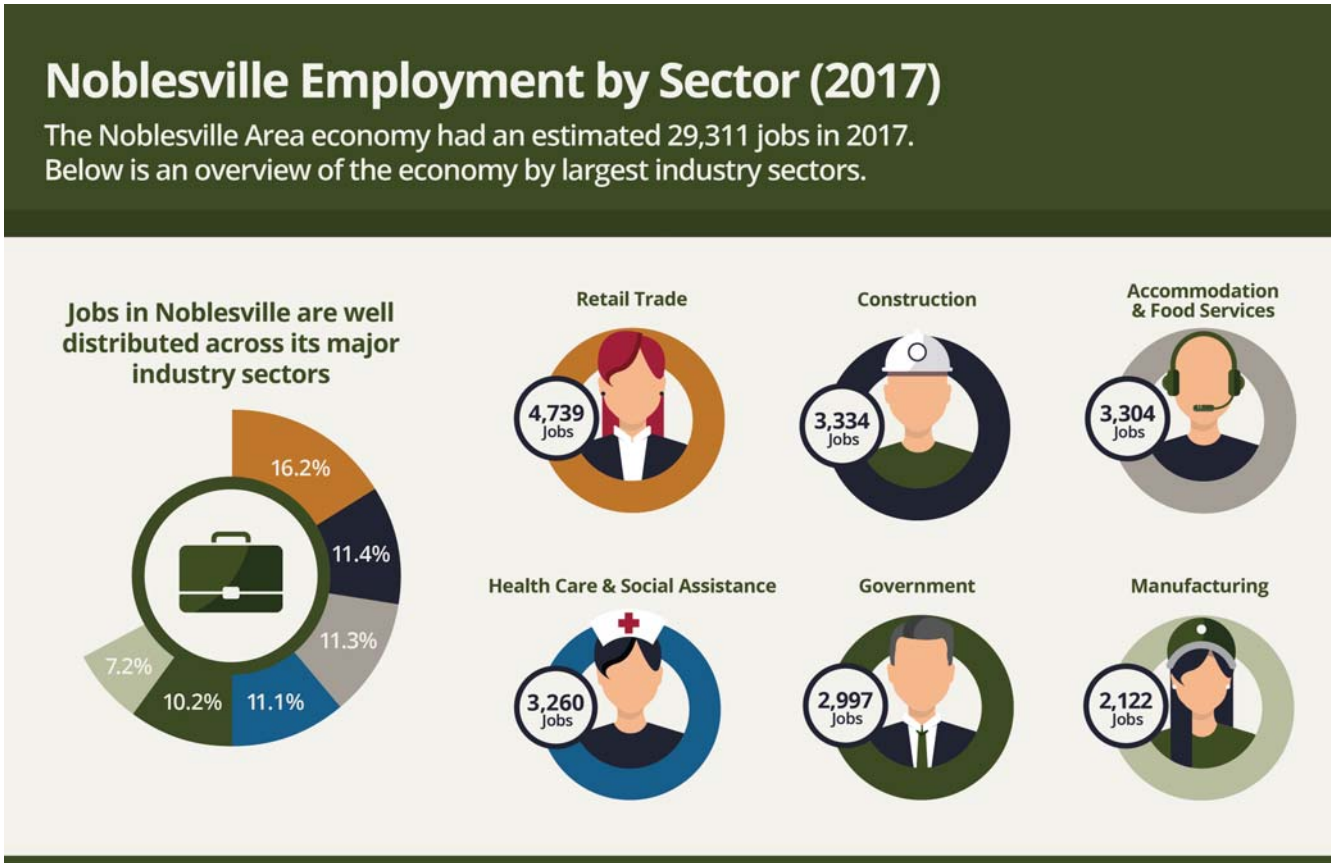
Noblesville

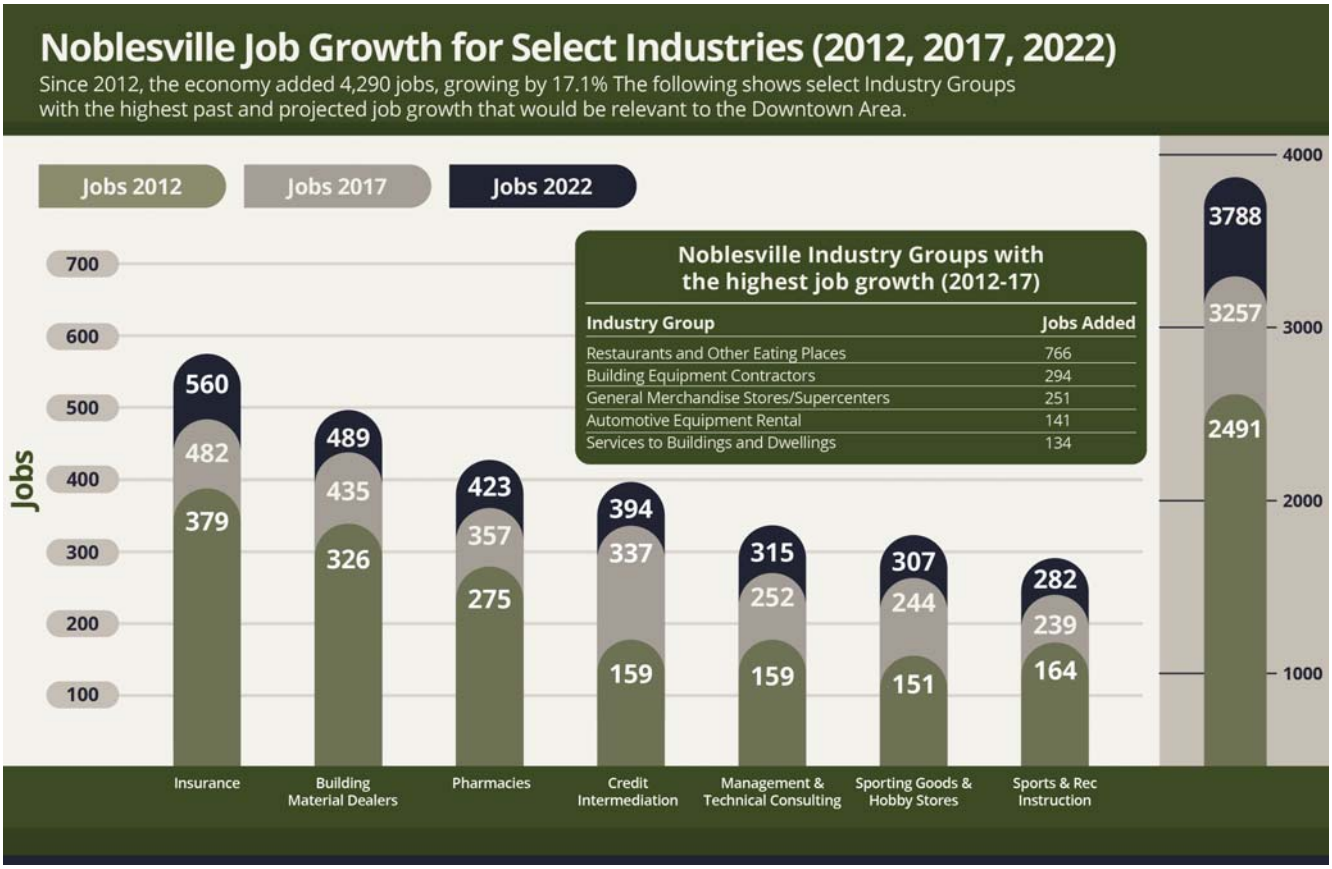
The Noblesville Area, which includes everything in the 46060 and 46062 zip codes, has the opposite experience.

During the workday the population shrinks about **20% from 76,166 to 61,173.**

Average Daily Traffic Counts (2018)

This map of the Downtown Area shows the average number of vehicles travelling past the locations indicated on a daily basis. Vehicles were designated as either passenger or commercial.





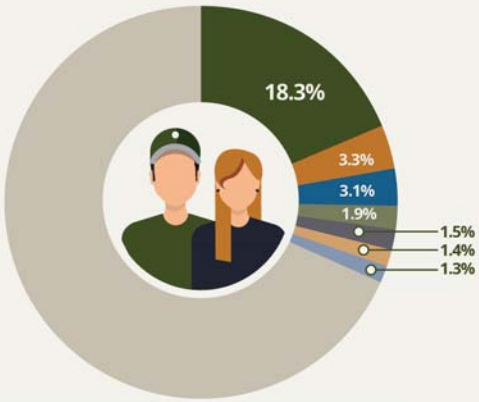
Noblesville Industry Groups with the highest job growth (2012-17)

Industry Group	Jobs Added
Restaurants and Other Eating Places	766
Building Equipment Contractors	294
General Merchandise Stores/Supercenters	251
Automotive Equipment Rental	141
Services to Buildings and Dwellings	134

Number of Businesses in the Downtown Area (2017)

Select Retail & Service Industries - Downtown Employment (2017)

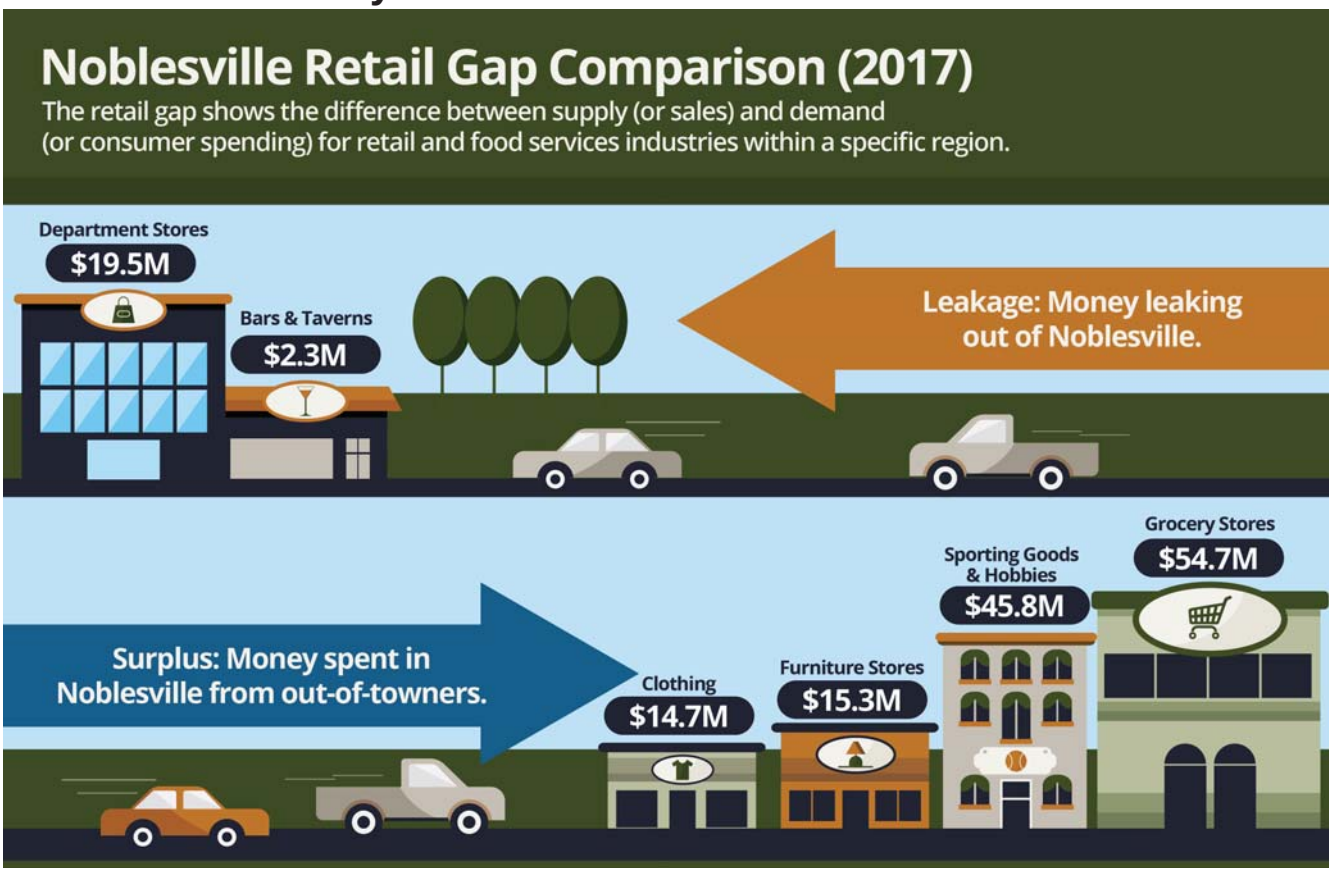
The following shows estimated employment for select Downtown retail and service industries.

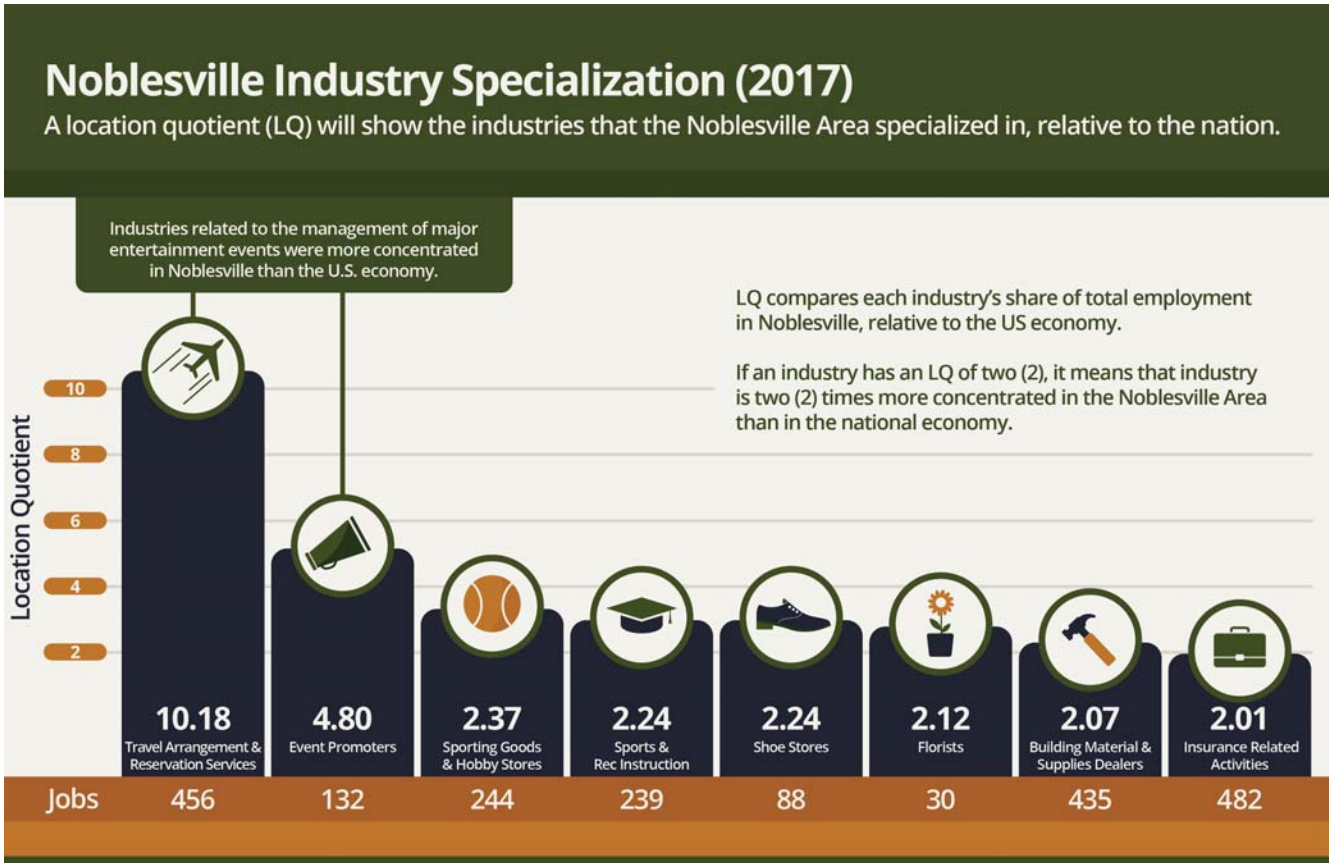


- 496 Accommodation & Food Service
- 88 Legal Services
- 84 Food & Beverage Stores
- 52 Furniture & Home Furnishings
- 41 Central Bank / Credit Intermediation & Related Activities
- 38 Misc Store Retailers
- 34 Insurance Carriers & Related Activities; Funds, Trust & Other Financial Vehicles

Not pictured are employment numbers for some industries, such as Government and Health Care and Social Assistance.

Noblesville Market Analysis





Select Noblesville Industries with High Competitive Effect (2012-2017)

The competitive effect is represented by the number of jobs added to the local economy that cannot be attributed to the expected change from national economic or industry growth trends.

	Expected Change	Competitive Effect	Total Jobs Added
Restaurant & Eating Other Places	376 Jobs added due to national trends	391 Jobs added due to local factors	766
Activities Related to Credit Intermediation	2	90	92
Motion Pictures & Video Industries	5	86	91
Sporting Goods, Hobby & Music Stores	9	85	93
Nondepository Credit Intermediation	9	77	87
Health & Personal Care Stores	17	65	82
Other Schools & Instruction	28	47	75

Recommendations

The following industries represent a "good fit" for Noblesville's Downtown Area, based on their strengths, specialization, and expected stability in the Noblesville economy, as well as local preferences.

These industries scored well on market indicators such as Jobs Growth, Competitive Effect, Location Quotient, and Industry Outlook.

Upper Level Office

- Event Promoters
- Mortgage Company
- Insurance Company
- Management, Scientific, and Technical Consulting Services

Street-Level Store Front

- Sporting Goods or Hobby Store
- Sports Instruction School Ex. Yoga, Martial Arts
- Pharmacy or Eyeglasses Store

Things to Do

Respondents to the Online Survey mentioned the need for more variety in dining and entertainment options.

- Music venues, theaters, restaurants with live music
- Unique restaurants, such as brew pubs, wine bars, family dining, and bakeries
- Gathering places, such as bookstores with cafés, craft stores that feature workshops and classes

04 Design & Development

Final Site Plan P1
Action Items P6
Checklist P18

EMBRACE DOWNTOWN
Vivid Past Vibrant Future

The last significant construction project around courthouse square occurred in the early 1990's with the addition of the judicial center and parking lot along the river. Many studies for the downtown have been completed over the past 30 years, many of which are still valid for addressing downtown Noblesville's current issues. This master plan process has taken into consideration the recommendations that have come out of those previous planning documents.

Fold-out Key Map

Fold-out Key Map

Back

Option 1 Map

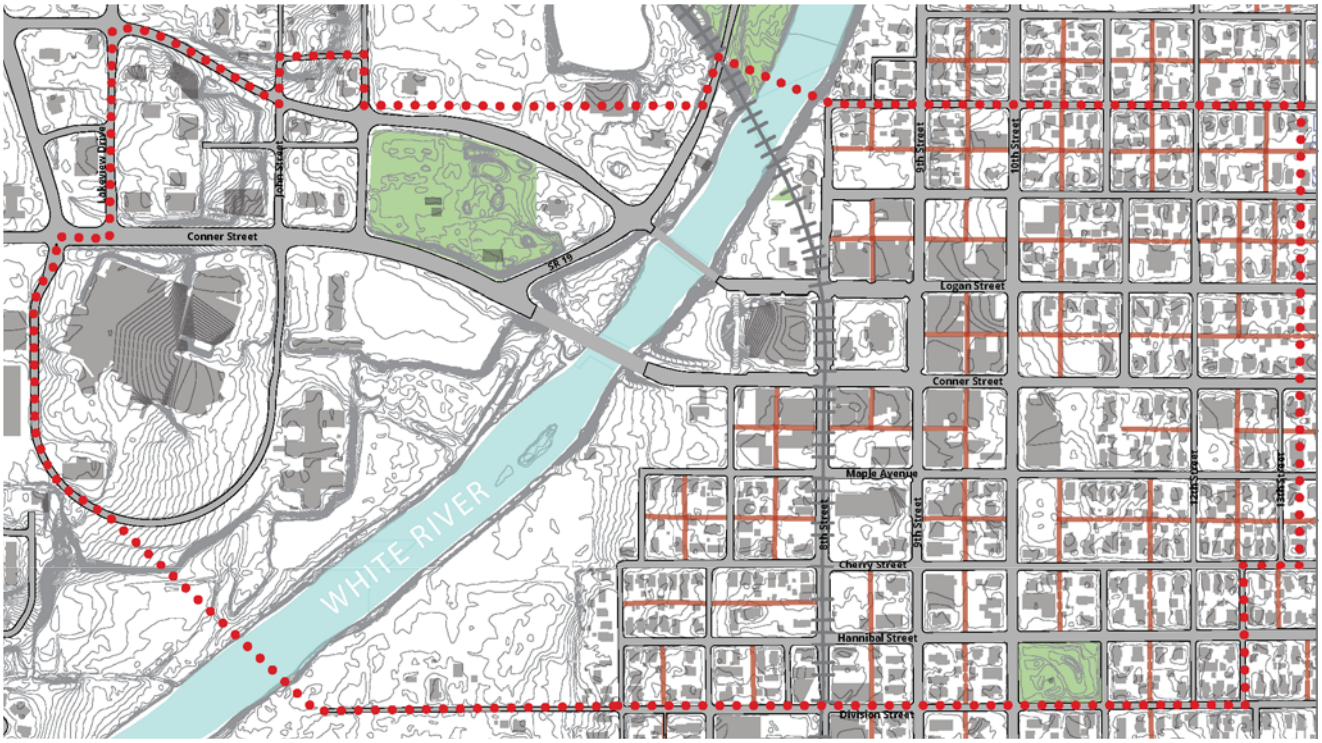
Option 2 Map

1 Downtown District Boundary

Many Noblesville clubs and groups have conducted planning processes to establish goals and for their various organizations. During these planning endeavors, each organization also identifies a new boundary. Keeping track of multiple boundaries is confusing and makes it more difficult for various organizations to work together to reach their common goals.

Yet another boundary was defined for this Downtown District project prior to the start of the design process. It was established using a variety of factors, taking into consideration zoning, the inclusion of Seminary Park, and the boundaries of other organizations. By design, this Downtown District boundary did not align with any one specific entity.

The public input process for the Downtown District project has identified several key components that, if incorporated, will strengthen the already distinct character of downtown Noblesville. Many of these components are the focus of local organizations and their expertise should be utilized by the City for Downtown District projects. These coordinated efforts involving local organizations and the City can more effectively be accomplished if a universally-accepted Downtown District Boundary is established. This coordinated boundary will simplify future projects and strengthen the identity of the Downtown District.



Recommendations

The Downtown District should be defined using multiple factors:

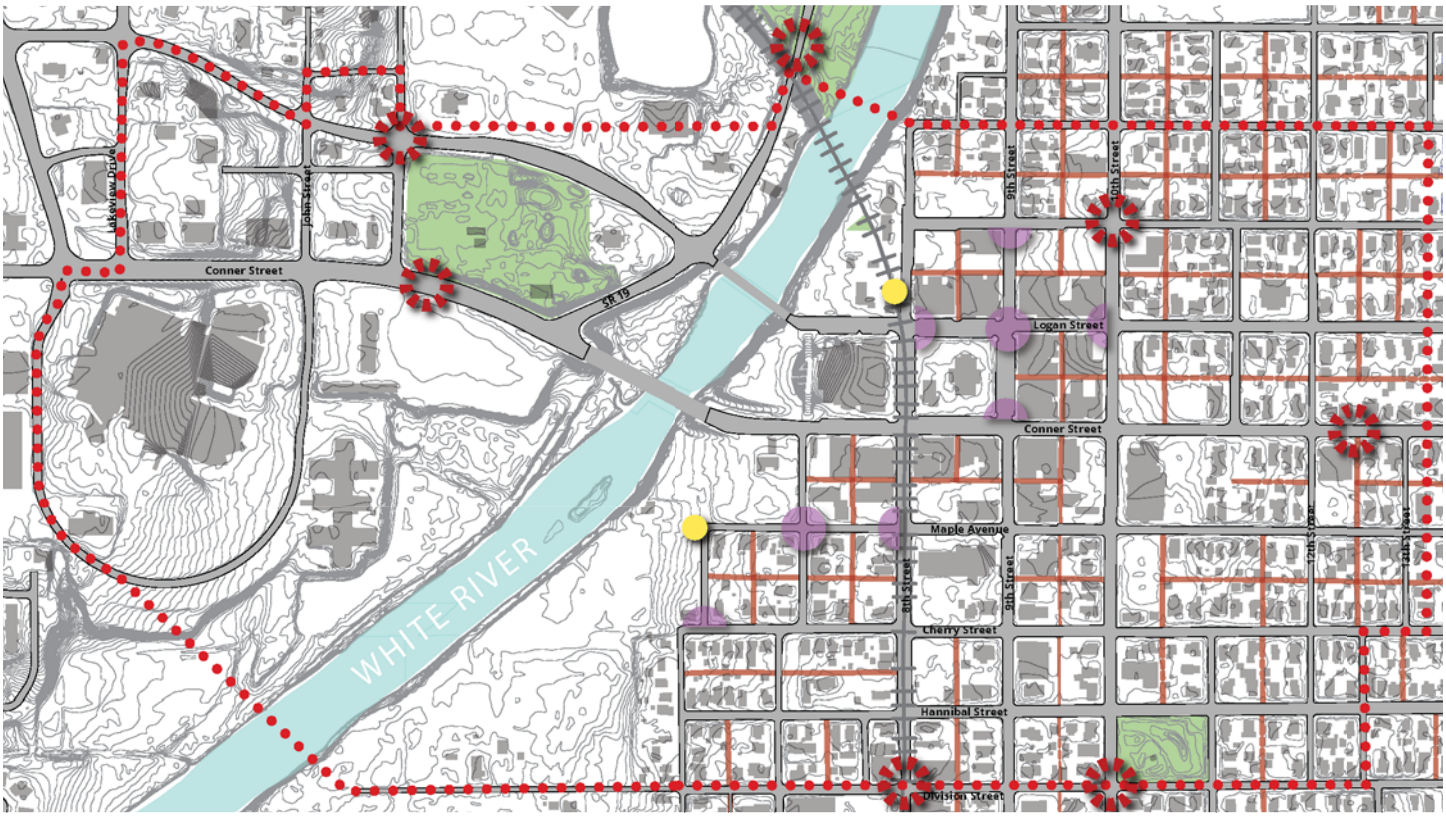
- The existing Cultural Arts District boundary
- Infill opportunities for residential and commercial development within or close to the current Downtown District boundary
- Physical and cultural boundaries, such as changes in use and architectural styles

Once defined, the boundary for this district should be strongly observed to ensure the identity and sense of place established for this district remains intact. This includes limiting the use of designated site furnishings, the star pavers, and other specific elements to this district only.

2 Gateways

Gateways define the entrance into a place. Typically, a gateway is a unique element that reflects the culture and character of its surroundings, as well as the scale of its location. For example, a gateway on Conner Street leading into the downtown area from the west will be along a five-lane road, surrounded by commercial development with vehicular traffic traveling at 40 mph. The scale of this gateway will need to be significant to have an impact within its environment. In contrast, a gateway along Conner Street coming from the east is along a three-lane road, surrounded by residential buildings with traffic traveling at 30 mph. The scale of this eastern gateway can be significantly smaller than the western gateway while still making a strong statement. These gateways, despite their size, need to highlight the culture of downtown Noblesville; therefore, both will have a commonality of materials, overall character, and potential theme.

There are several opportunities within the Downtown District for gateways to highlight the entrance into a place. Gateways placed at the boundaries along significant roads communicate to motorists that they are entering a special part of Noblesville. Smaller gateways located on the edges of Courthouse Square communicate to pedestrians that they are entering into the heart of historic downtown Noblesville.



Recommendations

Provide a series of gateways throughout the Downtown District. These gateways should provide identify, as well as functionality and/or an artistic statement.

Vehicular-oriented gateways as shown on the key plan

Pedestrian-oriented gateways as shown on the key plan

Event street gateway/barricades

Recommendations (continued)

All gateways should be designed using consistent elements, so they will contribute, as a group, to establishing a "sense of place" for the Downtown District. Common elements can include materials, theme, or color.

- Common materials found in Noblesville: limestone, brick, rails, and cast iron looking metal
- Elements that may represent downtown Noblesville: star pavers, trains, clock tower
- Color: black (recommended color for site furnishings and lamp posts), gold (school color)

Work with local art groups, such as the Nickel Plate Arts, to establish the consistent elements that will be found within all gateways.

The gateways need to be designed specifically for the sites on and around which they are to be located. Different factors to consider shall be the following:

- Audience: vehicular traffic or pedestrians
- Scale of the surrounding area (width of road, height of building, etc.)
- Speed of vehicular traffic
- Type of uses surrounding the area (commercial, residential, park land)

Determine if each gateway location needs to include some element of functionality or special artistic statement to improve the area. Gateways that emerged during this planning process to have a function or unique character include the following:

- Conner Street west: Pedestrian bridge over SR 32 to access Federal Hill Commons and the commercial businesses from the hospital campus
- 10th Street at Seminary Park: a gateway that serves both the park and the Downtown District
- Various pedestrian-scaled gateways along event streets: movable to act as road blockades for quick street closures. Refer to #8.

3 Parklet

Cities around the world have been installing parklets since 2005 when the idea was established in San Francisco. Research shows that these temporary public seating areas pay for themselves by attracting customers to local stores and restaurants. Criteria for the design of a parklet includes the following characteristics:

- Open to the general public and not only patrons of a particular business
- Creative and unique; reflective of its surroundings
- Devoid of advertising
- ADA Accessible
- Durable
- Removable
- Located on streets with 25 mph posting
- At least one spot away from street corner
- 4' setback on both ends and 3' setback along the drive aisle
- Protection from wheel stops or bollards

Many times, parklets are located in paved areas that cannot or should not be used for parking, such as in front of hydrants or at mid-block crossing locations. These locations typically become permanent installations. Temporary parklets can last as little as one day or several months of the year.

During the public input session, several residents asked why the parklet needs to be temporarily placed in a parking spot as opposed to the courthouse lawn. The main issue limiting the courthouse lawn is the historic wall that surrounds the courthouse. Portions of this wall were part of the original interurban line, and it is a significant historic element in the Downtown District. Cutting, relocating or removing the wall to allow for ADA access to the courthouse lawn is not a feasible option along Logan Street, 9th Street and the east side of Conner Street, where the wall is about 15" tall. ADA access to the courthouse lawn along 8th Street and the west half of Conner is a viable option for parklet location, but the museum takes up about half of the distance and 8th Street is not as visible/accessible from the businesses.

In Noblesville, residents express that parking is a premium, especially along the Courthouse Square. A parking study has been conducted and several recommendations have been proposed to alleviate some of the parking concerns. However, it is feasible to install a parklet for a limited time period to determine if this is something that residents will use and business owners will see economic benefits.

Recommendations (continued)

Develop a temporary parklet design that incorporates the following elements:

- Fun Seating
- Protective edges (fencing, planters, etc.) that are movable to be "opened" during special events
- Overhead canopy (shade trellis, catenary lights, etc)
- Make the parklet out of modular elements for tear down and the ability to store easily.
- Utilize one parallel parking space along Logan Street.
- Along 9th Street on the courthouse side of the street for a few weeks during the summer in year one. The striped area on the south side of this block should be utilized, as this area does not take away parking and will provide an opportunity for residents to acclimate to the idea of a parklet.
- If the first parklet was well used and enjoyed, add a second location along Logan Street. This can be located on either block of Logan Street in front of commercial businesses.
- Do NOT place a parklet along Conner Street due to the high volume and speed of traffic. Instead enhance the plaza area in front of the courthouse along Conner Street (where Santa's toy shop is set up during December) to reflect a more unique and inviting place for residents. Sign this area indicating it is for public use.

Provide parklets for a limited time the first summer to acclimate citizens to a loss of these parking spaces.

This parklet was constructed as part of the Downtown Parklet Program in Milwaukie, OR. The city has a Parklet Grant Program in place to help fund parklet construction and installation.

This spacious parklet, located outside a bakery in San Francisco, takes over three angled parking spaces and had a budget of $26,000.

This custom parklet in University City, Philadelphia, was designed as a kit of parts to allow for expansion, modification, and individuality.

4 Banners

Light pole banners are found along most streetscapes and are an effective way to add color and interest to an area. Banners advertise a variety of things from local heroes to upcoming events. If banners are going to add to the “sense of place”, they need to be legible, consistent, and maintained. There are simple guidelines that can make a banner program very effective for a community. Banners are a great way to incorporate something fun, colorful, and artistic into an area without permanently affecting any existing historic features.

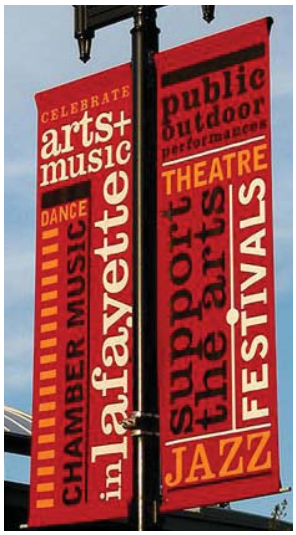
Recommendations

Repair or replace any brackets on light poles that are broken or missing

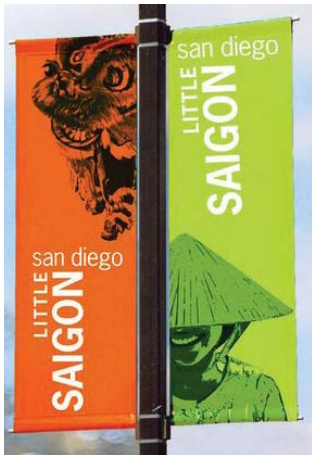
Light poles should always have a banner on them when not decorated for Christmas. If nothing is scheduled to be advertised or displayed on the light poles, utilize banners that include the Embrace Downtown logo.

Banner Guidelines:

- Flower pots are NOT to be used on poles with banners.
- Banners are to be 12” x 48” in size on all poles, no exceptions
- Banners shall advertise no more than two events in the Downtown District at any one time. Each event should use no more that three different banner designs*
- Banner designs shall use the City of Noblesville graphic standards or shall be approved by the Main Street Banner Review Board
- Banners shall be replaced when they are torn, faded, or damaged
- Banners that are advertising an event shall be removed within five (5) days after the event
- The Downtown District should always have banners on designated light poles. A few generic banner designs that reflect the character of the area should be developed and used when the light poles have not been reserved by a group.



These images shows examples of banner designs that are used throughout a city and reflect the character of the area. They do not match exactly but they are complimentary of one another.



These banners show examples of two different banner designs that compliment each other and are used to advertise the same event.

**In the event that banners are going to highlight a specific theme related to Noblesville (i.e. famous Noblesville natives, historic structures, art found throughout Noblesville, etc.), one banner of the pair on each pole shall be a consistent design, and the banner on the other side of the pole can highlight something or someone unique that is tied to the theme.*

5 Signage and Wayfinding

Signage is a significant component to an urban area. In order for signage to be effective, it needs to be scaled correctly for its intended user, provide clear and concise information, be consistent in design, and limited in quantity. The use of too many signs, or signage clutter, causes confusion and accidents. Providing different layers of signs is typically required to fully communicate everything that is happening in an urban area.

Within the Downtown District, there are multiple signs that all have pertinent information. Some of them are easy to read, while others are not visible due to poor scaling of information or being hidden among too many other things of interest. The Signage inventory in Section 2 of this document shows a sampling of the signage currently found within the Downtown District. These photos show there his not much consistency in design even though all of the signs have a common goal of trying to help residents and visitors navigate through and learn about the Downtown District.

One opportunity to declutter signage is to use modern technology. According to Pew Research, nearly 77 percent of Americans owned a smart phone by the end of 2017 (This number dropped to 46% for those over the age of 65, making physical signs just as important as digital information). With this technology comes the opportunity for immediate communication and interaction with residents and visitors.

An effective app has the following characteristics:

- Make it easy to download and log in
- Craft it to your target audience
- Focus only on what you are trying to communicate
- Keep the information current
- Develop the app to be fast and easy to navigate

An example of a standard parking sign.

Recommendations

Wayfinding signs:

- Develop pedestrian-scale and vehicular-scale sign options for Wayfinding. One sign size cannot effectively communicate to both groups.
- Provide consistent information and design between different scales of signs
- Use color coding for different destinations (i.e. green for parks, blue for parking lots, etc.)
- Design signs in a way that allows for flexibility in adding destinations
- Ensure the information being presented on the sign is for public facilities and not privately-owned businesses

The design of the existing wayfinding signage in Noblesville could be enhanced with the use of color to highlight specific types of destinations. An example of how this might look is shown above.

5 Signage and Wayfinding (continued)

Directional/Regulatory Signs:

- Use standard INDOT and MUTCO sign standards for parking and driving signs.
- Use a decorative black pole to match street signs
- Do not repeat information using a MUTCO approved sign found on wayfinding or street signs.

Street Signs:

- Develop cast bronze street signs that incorporate the courthouse as a logo and install at all intersections within the Downtown District. This will become a strong element in defining the character of this district. Ensure the final sign can incorporate the signage that is currently used to identify the historic neighborhoods within Noblesville.
- Use the decorative round pole with the topper for all signage. These poles should be painted or powder coated black to match other street furnishings.

An example of how to incorporate a logo into the design of a street sign.

An example of an embedded cast bronze street sign to be used at select intersections in the Downtown District.

An example of a decorate round pole with street signage.

- Install embedded cast bronze street signs within the sidewalks at intersections encompassing the non-residential areas of the Downtown District. These should be used on all four corners, for a total of eight sidewalk plaques per intersection. These should also be installed at the event alleys.

Technology:

- Identify elements within Noblesville that could benefit from digital communication to enhance the experience of coming to downtown Noblesville (i.e. parking, locations of historic structures, park locations and the amenities available in each space, etc.)
- Develop a general platform for an app that aligns with Noblesville standards. The basis of design should be starting point for all City of Noblesville apps to ensure consistency and recognition.
- Develop separate apps for different topics.

6 Streetlights

Lighting is a very dominant element within a streetscape and is a key component in defining a district. Consistency in light pole and fixture style is paramount in establishing the identify of a district and enhancing the character of the area. Noblesville currently uses a historic pole and fixture, and the City is in the process of replacing old poles with new, as well as transitioning to LED bulbs. The current Noblesville standard is a patina green pole and a frosted lens. These fixtures are found throughout the downtown area and extend beyond the boundary of the Downtown District.

Another component of lighting within the Downtown District is the uplights on the Courthouse. This soft and elegant lighting highlights the building and detail of the building, especially the clock tower. During the public input process, it was mentioned that uplighting some of the old trees surrounding the courthouse should be considered.

Recommendations

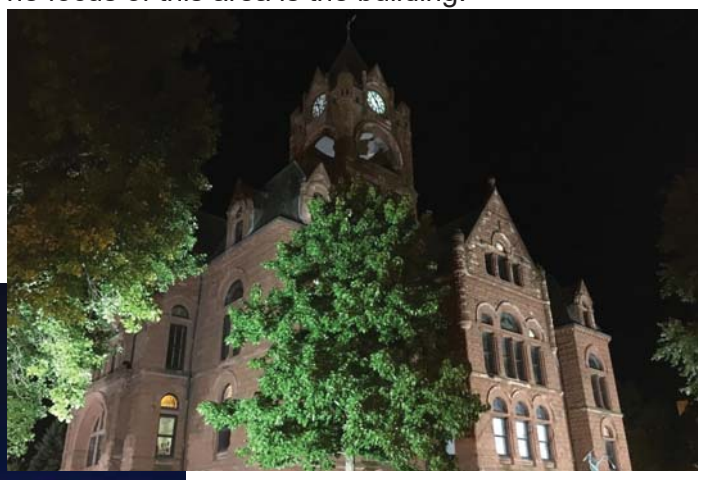
The existing style of lighting is appropriate for the historic downtown setting and should continue to be used. Older fixtures should continue to be upgraded to LED.

In order to make the Downtown District differentiated from the other areas of Noblesville, the poles should be powder coated or ordered as glossy black. This same style of fixture is being used in other areas of Noblesville,

and they are also the patina green color poles. The use of patina green should continue in areas not within the Downtown District boundary. The color change from patina green to black will be the biggest differentiator while maintaining the use of the pole and lens style for all historic areas of the City.

Any light poles within the Downtown District that are not this style should be replaced, including those along greenways and within parks.

Adding ambient light to Courthouse Square trees should be studied in detail and avoided if it competes with or washes out the effect of the uplights of the courthouse. The focus of this area is the building.



ABOVE: The Laporte County Courthouse has a lot of ambient light that emphasizes the whole area but distracts from the building.

LEFT: The Noblesville County Courthouse at night. Uplighting highlights the detail of the building, especially the clock tower.

7 Utility Nodes

The number of special events hosted in downtown Noblesville is significant and is a vital part of making this district a vibrant place. A big part of every special event is the amount of time it takes to set up for and tear down after the event. For many events, this means either closing streets a few days before the event, which causes traffic backups, or working through the night, which triggers overtime pay and expense to the City. There are a few elements that can be incorporated along event streets to simplify the setup process. One of these elements is a utility hub. This hub would contain multiple connections for water and power, allow vendors to plug in quickly and eliminate the need for generators and hoses strung across the road.

The location of these utility nodes will be key to making them successful. Ideally, they are located within a planting bed or off the edge of the walk. When in use, all of the cords and hoses should not be consolidated in a walking area. When not in use, these elements should blend into the landscape by matching the character of other site furnishings. Some amount of customization is appropriate to ensure they appear as simple bollards or decor and not a utility.

Recommendations

- Provide utility nodes along the back of wall of the Courthouse Square.
- Install in curb extensions at the mid-block alley crossings of Logan and 9th Streets.
- Design the cover to match the historic character of the area but allow this node to disappear into the background

This simple utility hub used along 4th Street in Columbus, Indiana has a lockable cover that is clean and simple. This same idea could be used in Noblesville with a slight change to make it fit the historic character of the Downtown District.

8 Bollards/Street Arm Closures

Bollards

The existing lit bollards found within the alleys are very decorative and match the historic integrity of the area. They are the same green color as the other site furnishings found within the south alley, including light poles, bike racks, benches and trash receptacles. The green color used for these site furnishings does not align with other site furnishings within the district (refer to #10, Site Furnishings). These bollards are also not removable.

The recommended locations of new bollards will require that they are removable; therefore, a different type of bollard style will need to be selected.

This lit bollard is current used within the Downtown District.

Street Arm Closures

Because of the large number of special events and popularity of weekend car cruises, there is high demand to shut down the streets around the Courthouse Square (event streets). Currently, the Noblesville Street Department has to set up white and orange barricades, which requires a lot of personnel time and coordination. In addition, these standard barricades are not attractive and don't provide crash protection from an on-coming car. For large events, the Street Department provides concrete barricades to ensure the safety of event attendees, which entails added time and coordination.

Street closure arms are more attractive options that also simplify the process for closing event streets. When not in use, the arms are raised to a vertical position and provide an artistic element at the intersections. When a street needs to be closed, the vertical arm is lowered to a horizontal position to control traffic. Because many of the intersections in Noblesville are three lanes wide, a removable bollard will be needed in the center of the intersection to help support the arm. This will also assist in creating a crash-resistant barrier. Each of these street closure arms can be their own unique artistic expression that represents the historical integrity of downtown Noblesville.

These street closure arms are used along 4th Street in Columbus.

Recommendations

Bollards

- Install removable bollards at the entrance to event alleys. In order to maintain these as removable elements, they should be kept simple, light weight, and non-lit. The color should be black to match other site furnishings within the Downtown District.
- Ensure a minimum of four feet and no more than seven feet is left between bollards and the next immovable object to allow for ADA access and to keep vehicular traffic out of the space.
- Removable bollards should not become artistic elements within the landscape to ensure their ease of removal. Instead, allow them to disappear into the backdrop, allowing a more obvious and flexible canvas for art to be highly visible.
- Refer to Appendix B for details related to removable bollards

Street Arm Closures

- Install street arm closures on both sides of the following streets:
    - 9th Street, north of Conner Street
    - 9th Street and Logan Street all four corners
    - 9th Street, south of Clinton Street
    - Logan Street, west of 10th Street
    - Logan Street, east of 8th Street
    - Maple Avenue, west of 8th Street
    - Maple Street at 6th Street
    - 5th Street, north of Cherry Street
- Design the basic framework, including foundation and moving components, with the assistance of a structural engineer, landscape architect and metal fabricator. This framework will be the starting point for the artist's canvas. Having a consistent framework will ensure each arm closure works in the same manner, provides equal crash resistance, and is more easily maintained.

9 Decorative Pavements

There are several types of decorative pavements used throughout the Downtown District. (Refer to Section 2, of this document for an inventory of existing pavements). All of the styles used provide enhancement of this historic area; however, the sheer quantity of decorative pavements makes the district feel disjointed, lessening the aesthetic effect of each style.

All of these styles have pros and cons:

Stamped Concrete:

Stamped Concrete is a cost-effective way to produce a higher-end pavement, and there are some very good examples of well-executed stamped concrete within the Downtown District. The key to creating stamped concrete that will look good for several years is the way in which color is added to the concrete mix, the pattern selected for the stamping process, and the size of the area to receive the stamped concrete. If the decorative color is only added to the top of the poured concrete and not through the entire thickness of the concrete walk, fading and chipping will age the pavement in just a few short years. If the pattern of the stamp is complicated, intricate, or does not have straight lines, the resulting pavement contains joints bisecting the pattern (because even stamped concrete is to crack) and a muddy or blurry appearance of the pattern. If the area is larger than an eight-foot wide linear walk, the jointing required for concrete will again bisect the stamp pattern.

Concrete Unit Pavers

Concrete Unit Pavers are more historically accurate than stamped concrete, and they do not require jointing that disrupts the paving pattern. The color is integral throughout the paver unit, and a variety of colors, shapes, and sizes are readily available. Concrete pavers, however, are much more expensive than concrete. Installation of pavers is more time intensive, and for long-term durability, there is typically a concrete pad used underneath the pavers. If a concrete base is not used, the stability of the pavement section fails, causing a lot of uneven surfaces, making travel difficult for both vehicles and pedestrians. Also, the use of heavy amounts of salt for snow removal on concrete of any kind causes spalling and crumbling, and this is true for concrete unit pavers, as well.

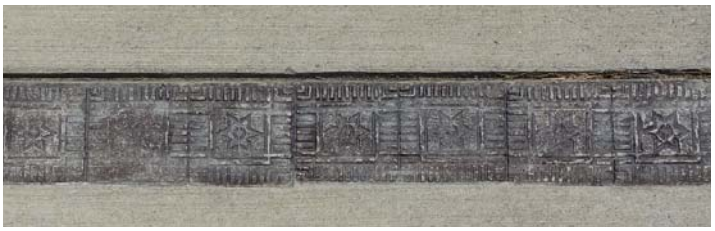
This brick pattern stamped concrete can be found on the sidewalk along 10th Street.

This star paver pattern stamped concrete is currently used around City Hall.

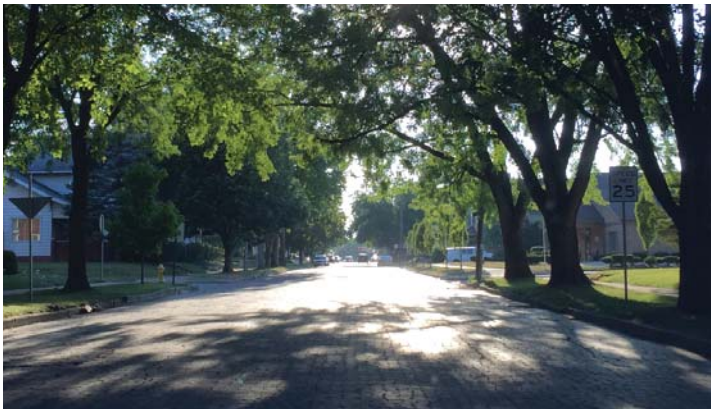
9 Decorative Pavements (continued)

Clay Pavers

Clay Pavers are found throughout the Downtown District of Noblesville in a couple of different forms. The pavers located on Logan Street and Clinton Street are the original clay street pavers. The historic integrity of these streets is unparalleled; however, the stability of the pavement section and paving pattern to handle large amounts or heavy truck traffic is limited. Because these are residential neighborhoods, the bumpy conditions help keep traffic speed down, while enhancing the historic character of the area. The Star Paver is a Noblesville icon and unique to this region. This paver is truly historic and only limited quantities are available for reuse. An opportunity for reproduction of this clay paver is possible; however, it will be an expensive endeavor and impossible to match to the aged beauty of the originals.



Star pavers are currently used throughout the Downtown District as highlights of the overall paving pattern.



The original clay pavers shown along a residential portion of Logan Street, east of downtown.

Truncated Domes

Truncated Domes are pavers or panels used on ramps at street crossings. These are required at the bottom two feet of ramps per the American's with Disabilities Act (ADA). There are several different materials used within the Downtown District to meet the ADA requirements, including red pavers, black pavers, and iron plates. All of these are acceptable paving materials; however, using multiple styles and colors does not create a comprehensive look for the district.

Examples of two different types of truncated domes currently used within the district.

Recommendations:

Stamped Concrete

- Do not install new stamped concrete pavement, regardless of pattern, within the right-of-way or publicly-owned land within the downtown district.
- Replace, when needed, old stamped concrete with one of the acceptable paving styles for the downtown district depending on the location within the district.
- Replace areas of stamped concrete star pavers with either standard unit pavers (larger areas) or original star pavers (smaller, significant areas). Refer to Appendix B for a detail of this condition for both standard and right of way applications.

(Concrete) Unit Pavers/Clay Pavers

- Use unit pavers for event streets to enhance the historic integrity of downtown and provide visual cues to the significance of the area. Refer to Options 1 and 2 for the extents of unit paver use.
- Evaluate the use of asphalt unit pavers as an alternative to concrete unit pavers for long term durability and maintenance.

Example of why a flush concrete band is needed between asphalt and pavers.

- Establish a fund for alternative maintenance and replacement of unit pavers that receive significant wear.
- Use a one-foot wide flush concrete band between asphalt and pavers to provide a clean edge. This applies to both new and existing paver conditions. Refer to Appendix B for a detail of this condition.

Historic Clay Pavers

- Do not replace the clay pavers along Logan and Clinton Street, with the exception of utility and other repairs required by the City.
- Clean up the transition from historic clay pavers to asphalt with the installation of a concrete band (Refer to Appendix B for a detail of this condition).

Star Paver

- Limit the use of the star pavers to locations within the Downtown District.
- Use the star paver as a highlight element and not as the main paving material in all conditions.
- Do not use the star paver in areas that receive vehicular traffic.
- Incorporate the star paver in the sidewalk paving pattern more consistently throughout the Downtown District using one of the following forms:

o single paver band perpendicular to traffic: This treatment should be used around the courthouse side of the square (refer to master plan graphic), as well as in front of other institution buildings and entrances into the downtown district that contain gateways.

o 5-paver wide band parallel to traffic: this treatment should be contained to the urban storefront commercial areas of the downtown district.

o star paver emblem: This emblem should be used along residential streets and placed in front of historically significant homes and parkland, as well as at regular intervals along routes between different types of uses.

Truncated Domes

- Utilize truncated domed black pavers for ramps and other conditions requiring this treatment.
- Replace all existing truncated domed red pavers and metal plate with truncated domed black pavers.

10 Site Furnishings

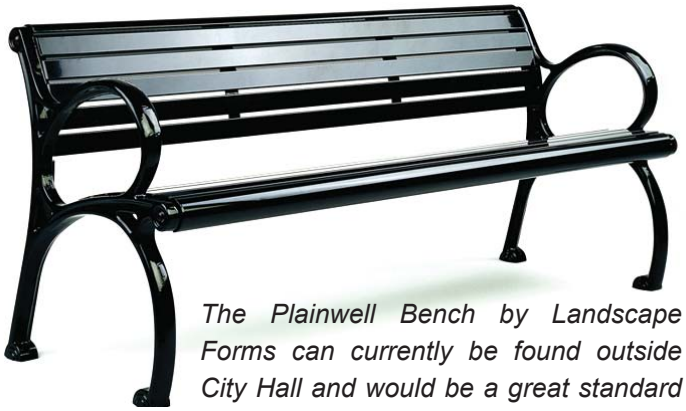
The site furnishings found within the Downtown District are all appropriate to the historic character of the area (Refer to Section 2 of this document for an inventory of existing furnishings); however, as with many elements within the Downtown District, the large variety of styles and colors is not contributing to defining a strong sense of place. Within the right of way and all public land, the site furnishings, including benches, bike racks, litter receptacles, planters, bollards, outdoor dining partitions, and poles, need to be consistent in style and color. The only exceptions to this should be the bike share program racks and any custom pieces that have been developed as art pieces, such as the bike rack at Riverwalk Depot Park. These Downtown District standards for site furnishings should be applied to parks, county property, and all other furnishings placed on public areas within the Downtown District.

Recommendations:

- Identify standard commercial grade products for the following site furnishings, all of which should have a black finish and be surface mounted (unless otherwise noted):

  o **Benches** should be historic in in design with a back, soft lines, curving arms and legs, and details that relate to a historic area.

  o **Litter Receptacles** should exhibit similar characteristics as the benches (same family of site furnishings).



The Plainwell Bench by Landscape Forms can currently be found outside City Hall and would be a great standard for the Downtown District.

  o **Recycling Receptacles** should be the exact same style as the litter receptacles with the option to change one feature, such as the top style or color of one portion of the unit, or the ability to add a label.

The Plainwell Litter Receptacle by Landscape Forms provides a few options of design and all would fit in well with the historic integrity of downtown Noblesville.

  o **Bike Racks** should be simple in form with the opportunity to provide an artistic rhythm when placed in larger quantities. Individual units should be used for ultimate flexibility when placing them in various locations around the Downtown District in small groups of two or larger groups of 10+. Bike racks should not be placed in locations that will interrupt pedestrian circulation or within direct access to vehicles.

The Bike Garden by Forms+Surfaces is simple in form with an artistic flare, creating an opportunity to develop "hipstoric" bike parking areas within the Downtown District.

10 Site Furnishings (continued)

o **Planters** are shown in two different locations. At street corners, additional pedestrian space will be available with the street reconstruction projects. At that time, large round planters that make a big impact can be provided. Planters used mid-block should be linear in form to maintain as much clear space on pedestrian walks as possible while having strong impact with color and greenery. Planters should be maintained with at least three seasons of color and preferably four seasons of color for year-round interest.

An example of a planter that is linear in form.

These large round planters will add significant green and color; however, they would not be added to the streetscape until the right-of-way is reconfigured due to their size.

o **Bollards** need to be versatile to accommodate surface mount and removable installations, as well as an option for light.

These bollards are a similar style to what is currently found in Noblesville in both lit and unlit options, as well having the ability to be embedded, surface mounted, or removable.

o **Outdoor Dining Partitions** should be standardized if the right of way is going to be used for outdoor dining. This type of activity adds a lot of impact and life to a streetscape, and it should not be discouraged. This use of the ROW should be limited to taking no more than 7 feet of the available pedestrian walk and all other site furnishings (with the exceptions of light poles) should be relocated along the same linear area to keep a minimum 5' clear area. Partitions should be between 36" and 42" tall. The partitions parallel to the street should be thin to maximize available open space. The partitions along the sides can be the same thin barrier or can be a planter-style partition to add color and dimension to the space. Both types of barriers shall be temporary and should be removed within three days of outside dining being done for the season.

These partitions can be stored in a minimal amount of space when not in use.

o Poles within the Downtown District, from sign posts to traffic signal lights, should be painted black. These elements are not meant to be highly visible and should disappear into the background.

- Install all site furnishings using a surface-mount anchor (unless otherwise noted) to account for long-term projects that might require relocation.

- Relocate all existing site furnishings that are in good condition to other locations around Noblesville that are outside of the Downtown District, including parks, pedestrian trails, libraries, bus stops, and schools.

- Encourage unique art sculptures that can double as site furnishings, especially within the event alleys or in areas with ample circulation space. The number of art pieces used to replace site furnishings should be limited to not only ensure a consistent look is maintained through the district, but also to keep these works of art unique and highly visible within the streetscape.

The train engine at Riverwalk Depot Park is a very fun and artistic element of this pocket park, but it also double as a bike rack.

11 9th Street Reconstruction

Currently, the block of 9th Street between Logan and Conner Streets hosts over 30 events each year, as well as being a Noblesville destination for boutique stores, family-owned restaurants, and specialty cafés. This east edge of Courthouse Square provides many of the amenities found along well-developed commercial streets, including site furnishings, outdoor dining, signage, seasonal displays, sandwich boards, light poles, and various other street elements. Each streetscape element adds life and vitality to the area, but this also limits the width for pedestrian circulation, making it difficult to navigate the corridor.

The width of the right-of-way (ROW) cannot be widened. Along the east side of the road are nicely restored and occupied historic buildings, which date back to the late 1800's. The east edge of the ROW is defined by a stone retaining wall that was constructed for the interurban line in 1903. The cost to relocate these elements is too high in both dollars and loss of historical integrity to the district. Reallocating how the ROW is used is the only option for improving the pedestrian experience along this stretch of 9th Street.

Currently, 9th Street has an 80-foot right-of-way, and only 21 feet, or 26 percent, of this width is dedicated to pedestrian circulation (10 feet along the Courthouse Square and 11 feet along the commercial side of the street). This imbalance and focus on vehicles may maximize parking, but it is discouraging customers from walking to a variety of retail businesses when they are downtown. Rotating parking along the courthouse side of the street from angled to parallel parking can open up eight feet of right-of-way width, making it available for pedestrian use. It should be noted for 9th Street, the eight feet of sidewalk cannot all be placed on the courthouse side of the street. The intersection across Conner Street has a chicane, or slight curve, through the intersection that already forces cars slightly west when traveling north. If the commercial sidewalk were widened by all eight feet, the Conner Street intersection would become very difficult to navigate.

11 9th Street Reconstruction (continued)

The Alley Activation Plan calls for the east alley to become a Type 2 Boulevard Alley. This designation calls for "active bicycle and pedestrian corridors, with vehicles permitted only at certain designated times." This stretch of alley is already used regularly as a direct route between the Judicial Center and the restaurants on 10th Street. The current parking configuration along 9th Street acknowledges the street crossing and alley only on the east side of the street. On the west side, pedestrians are walking between cars, which limits their visibility to drivers.

Of the 32 parking spaces along this block of 9th Street, two of them are designated as ADA accessible. Appropriate striping and signage is provided to meet the requirements of ADA. The path of travel to access the ramp up to the sidewalk takes the disabled persons along the edge of the vehicular path of travel. This still meets the intent of ADA, but it is not an ideal situation. The existing curb locations for bump outs are in the same location as they were in the 1940's when the interurban line was removed. At that time, the road was restriped from parallel parking to angled parking. This makes the distance to cross the street several feet longer than necessary and reduces the area of the corner walk to accommodate site amenities and pedestrians.

Recommendations

Reallocate Right of Way Width - THIS SHOULD NOT BE DONE UNTIL ADDITIONAL PARKING IS PROVIDED DOWNTOWN IN THE FORM OF A PARKING STRUCTURE OR ENLARGED PARKING LOT.

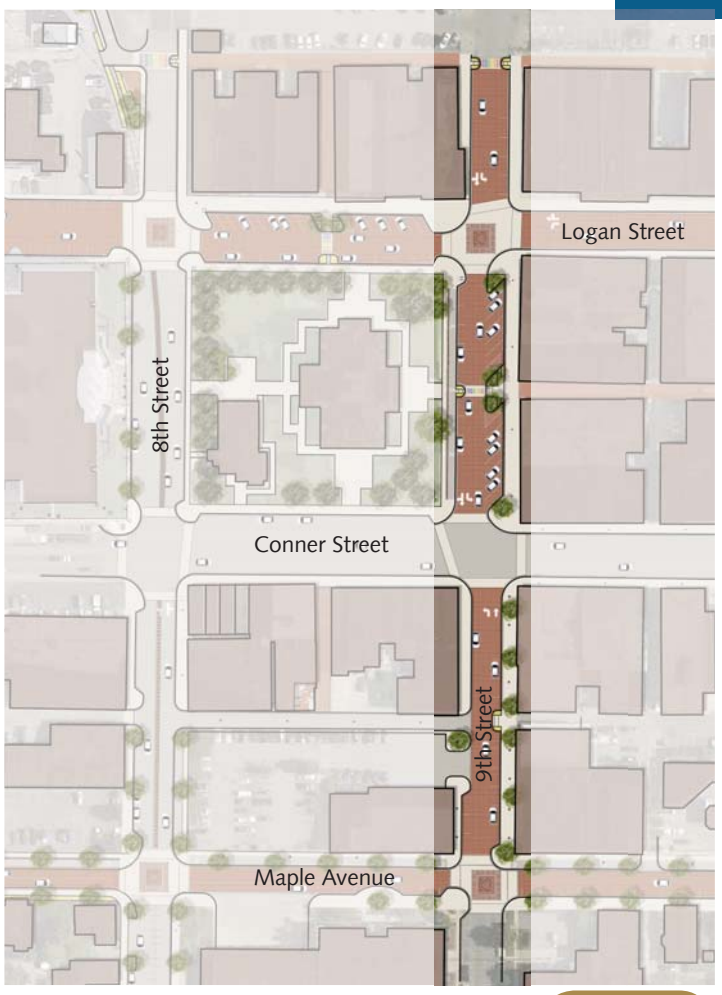
- Change the angled parking along the courthouse edge to 10' parallel parking spaces.
- Widen the commercial side sidewalk by 4' for a total width of 15 feet; reinstall 5-brick wide parallel star paver band at back of curb.
- Widen the courthouse side walk by 4'; install 1 brick-wide star paver bands perpendicular to curb per graphic plan. This widened sidewalk can accommodate vendor tents and trailers during special events, leaving the entire street for pedestrian circulation.
- Restripe parking on 9th Street south of Conner Street to be on the east side of the road to accommodate the shift in drive lanes.

Enhance the streetscape between Logan Street and Maple Avenue - Refer to Graphic plans, option 1 and Option 2.

Option 1: Install unit pavers with 1-foot concrete band at asphalt condition.

o north of Conner Street through the Logan Street intersection to the alley crossing.

o south of Conner Street through the Maple Avenue intersection.



9th Street Option 1

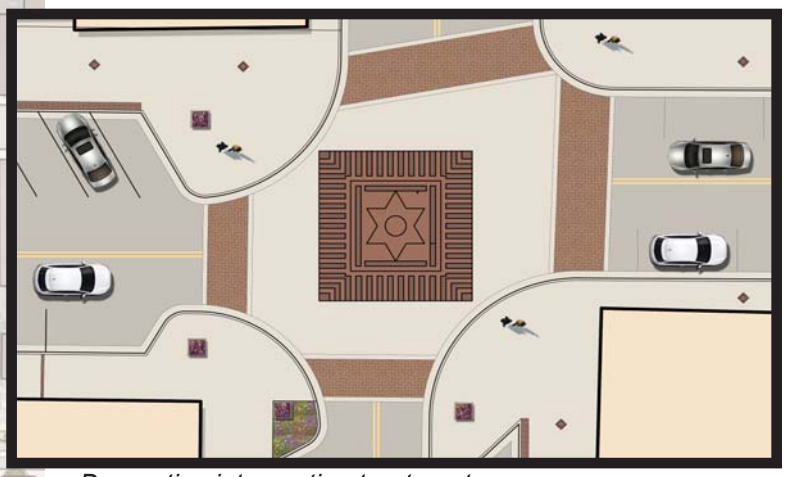
11 9th Street Reconstruction (continued)

Option 2: Install unit pavers at crosswalks at Logan Street, Conner Street, and Maple Avenue

The following enhancements would be applied to both **Option 1 and 2:**

- Install decorative intersection design at Logan Street and Maple Avenue
- Incorporate artistic traffic control arms north of Conner Street, both sides of the street. Refer to #8 Bollards/Street Arm Closures
- Install cast bronze street signs embedded in the sidewalk at all four corners of Conner Street, Logan Street, and Maple Avenue; provide cast bronze street signs on signal pole where street sign is currently located. Refer to #5 Signage and Wayfinding
- Place light poles and site furnishings along the curb and at the intersections. Refer to #6 Street lights and #10 Site Furnishings.
- Highlight mid-block crossing at the alley with enhanced paving, crosswalk canvases, and curb extensions to shorten the crossing distance. Refer to #9 Decorative Pavements
- Provide street trees on commercial side of street at alley crossing and the corners. Street trees should only be used when site triangles can be maintained, the soil capacity exceeds 200 square feet per tree, and there is 20' between the building façade and trunk of tree.
- Provide Utility Nodes along the courthouse side and at the alley entrances. Refer to #7 Utility Nodes
- Locate two ADA spaces at the mid-block alley crossing island, keeping accessible routes away for traffic flow.

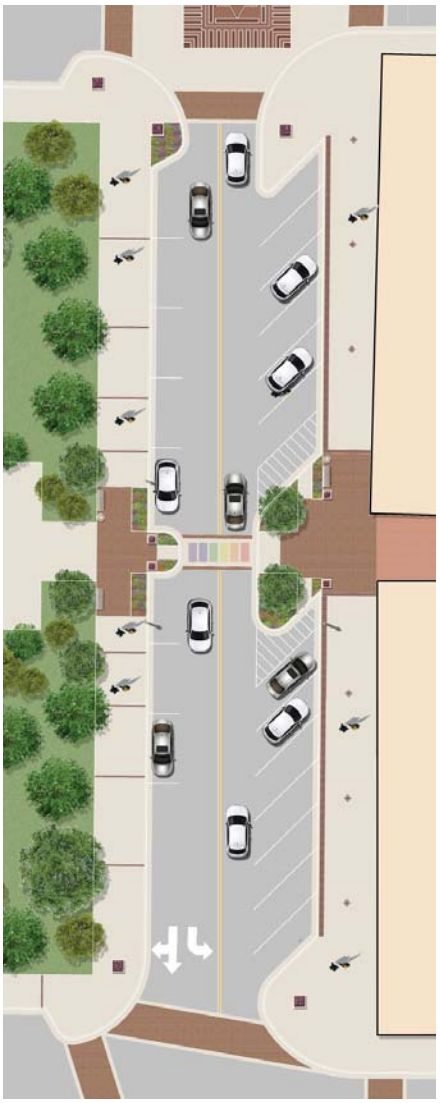
9th Street Option 2



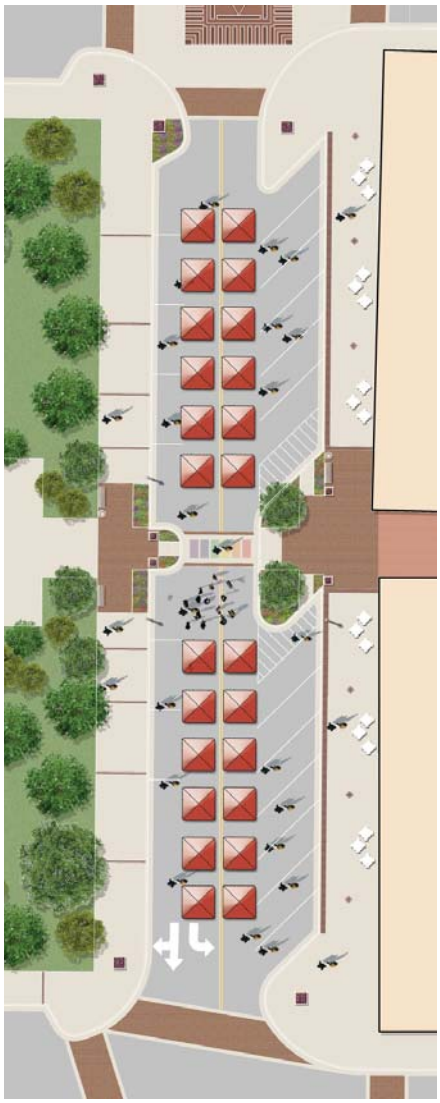
Decorative intersection treatment.

11 9th Street Reconstruction (continued)

9th Street - Enhancements

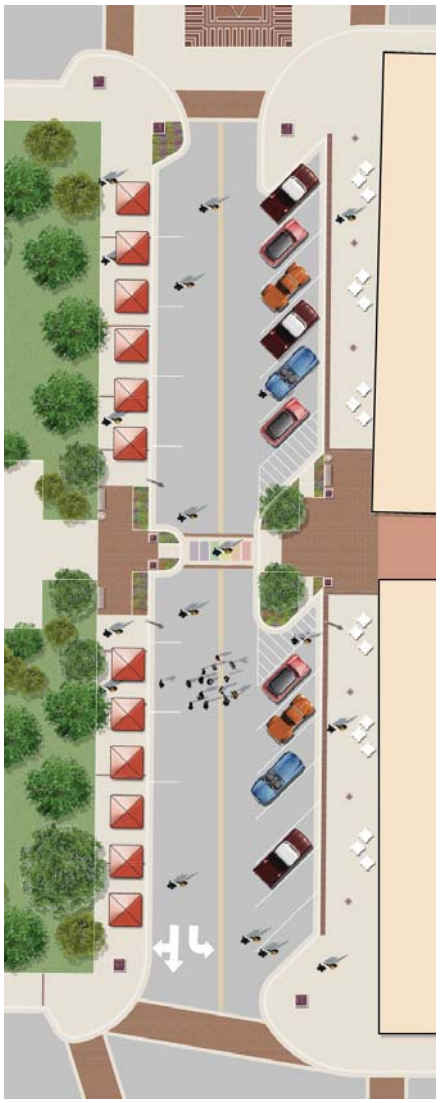


9th Street - Large Event



During a large event, 9th Street can be closed down completely, allowing for tents to be set-up down the center of the street with pedestrian circulation around them.

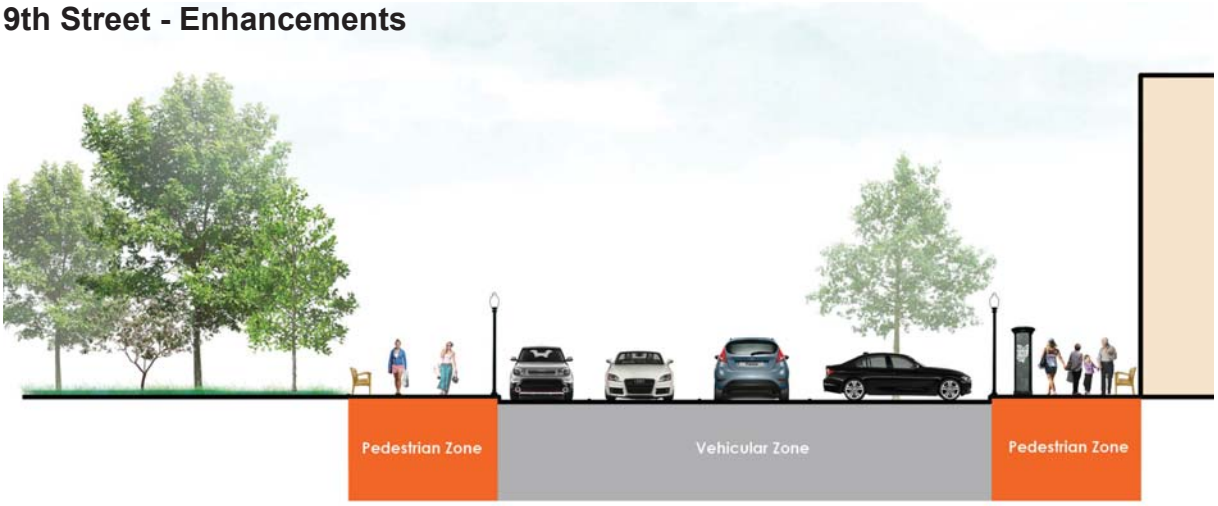
9th Street - Small Event / Classic Cars



The reconstruction of 9th Street allows for flexibility in the size of events that can be held. During a small event or car show, vendor tents can be set up along the sidewalk on the west side of the street allowing for angled parking along the east side of the street.

11 9th Street Reconstruction (continued)

9th Street - Enhancements



9th Street - Large Event

9th Street - Small Event / Classic Cars

11 Logan Street Reconstruction

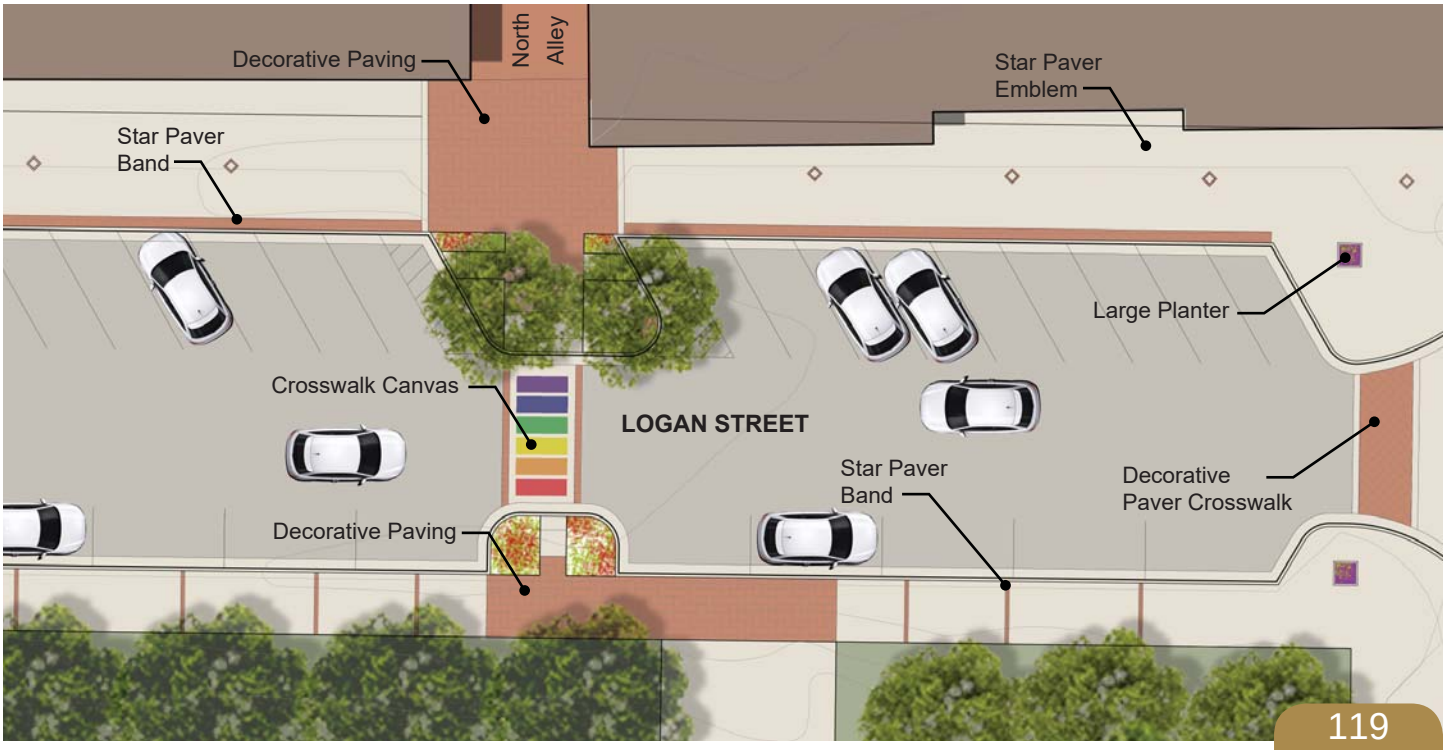
Logan Street forms the north side of the courthouse square and provides the same impact as 9th Street. Noblesville icons along this corridor include Syd's and Kirk's Hardware, just to name a few. Similar to 9th Street, furnishings line the sidewalks, providing amenities for store patrons, but they cause tight walking spaces for pedestrians to pass. The 80-foot right-of-way is dominated by vehicular traffic and parking. Realigning parking along the courthouse square from angled to parallel parking could open up eight feet of right-of-way for pedestrian circulation.

The reallocation of these eight feet can be a little different along Logan Street than 9th Street because the existing intersections are better aligned. This means all eight feet can be added to the commercial side of the street. This can open up significant opportunities for sidewalk displays, outdoor seating and other amenities to enhance businesses.

The Alley Activation Plan calls for the North Alley to be a Type 1 Park Alley, and the plan provided a concept that identifies significant enhancements to the area, including art features, seating, overhead structures, planters, and a gateway. As a park alley, truck traffic would not be allowed in this space. The alley to the north of Logan will become more important, serving as the main delivery route, as well as the main bicycle connector along the north side of the Downtown District [Refer to #17 Bicycle Connections (Alley)].

The block of Logan between 9th Street and 10th Street is just as significant a commercial destination as the area along the courthouse square. All of these buildings have been renovated over the past decade and the beautiful, historical store fronts house unique and quaint businesses. The two-lane section of Logan Street already uses parallel parking in order to maximize the amount of area for walks.

Along these two blocks of Logan Street, there are 57 parking spaces with one space being signed and marked as ADA accessible. Also included at the corners are bike racks. These elements are located on the edge of the asphalt pavement within striped parking areas. There is ample room for bikes, but there is nothing blocking a car from hitting a bike. These elements would also be in the way of snow plows. These locations also fail to enforce the idea that bicycles are not allowed on sidewalks within Noblesville.



12 Logan Street Reconstruction (continued)

Recommendations

Reallocate Right of Way Width - THIS SHOULD NOT BE DONE UNTIL ADDITONAL PARKING IS PROVIDED DOWNTOWN IN THE FORM OF A PARKING STRUCTURE OR ENLARGED PARKING LOT.

- Change the angled parking along the courthouse edge to 10' parallel parking spaces.
- Widen the commercial side sidewalk by 8' for a total width of 15 feet; reinstall 5-brick wide parallel star paver band at back of curb.
- Remove 5-brick wide paver bans and install 1 brick-wide star paver bands perpendicular to curb per graphic plan. Install Utility nodes along the back of wall. Refer to #7 Utility Nodes.
- Incorporate new bike rack standard to non-vehicular areas of the streetscape. Ensure bikes are provided a minimum of 6' clear from the racks. Refer to #10 Site furnishings.

Enhance the streetscape - Refer to Graphic plans, Option 1 and Option 2.

- **Option 1:** Install unit pavers with 1-foot concrete band at asphalt condition.

Note: Provide 1-foot wide concrete bands at existing paver conditions along the entire length of Logan Street and Clinton Street.

- **Option 2:** Install unit pavers at crosswalks at 8th Street, 9th Street, and 10th Street.

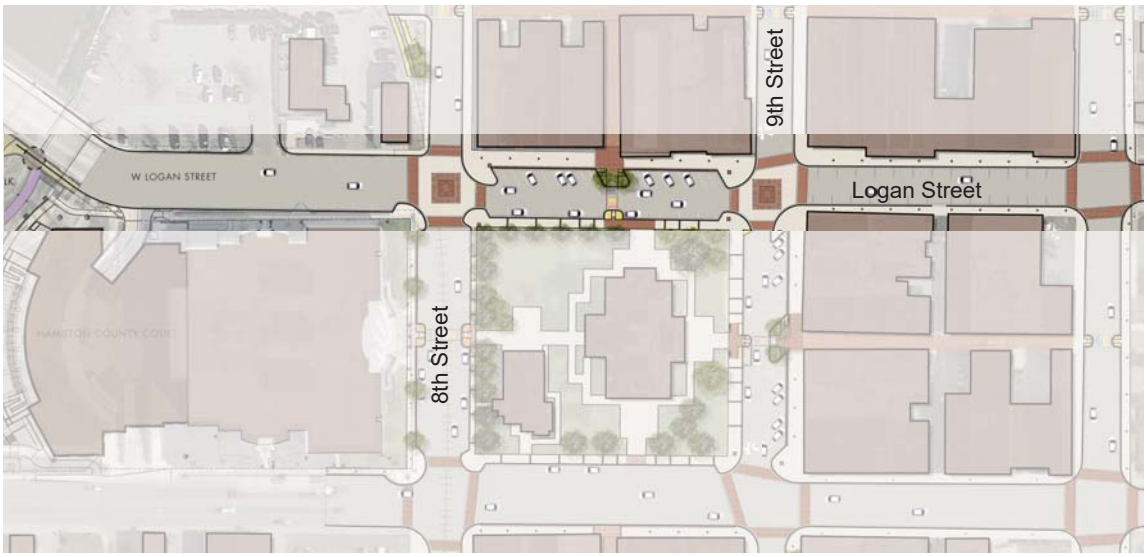
The following enhancements would be applied to both

Option 1 and 2:

- Install decorative intersection design at 8th Street, and Maple Avenue.
- Incorporate street arm closures east of 8th street, on all corners of 9th Street and west side of the 10th Street. Refer to #8 Bollards/Street Arm Closures.
- Install cast bronze street signs embedded in the sidewalk at east side of SR 19 and all four corners of 8th Street through 12th Street; provide cast bronze street signs on signal pole where street sign is currently located. Refer to #5 Signage and Wayfinding.
- Place light poles and site furnishings along the curb and at the intersections. Refer to #6 Street lights and #10 Site Furnishings.
- Highlight mid-block crossing at the North Alley with enhanced paving, crosswalk canvases, and curb extensions to shorten the crossing distance. Refer to #9 Decorative Pavements.
- Provide street trees on commercial side of street at alley crossing and the corners. Street trees should only be used when site triangles can be maintained, the soil capacity exceeds 200 square feet per tree, and there is at least 20' between the building façade and trunk of tree.
- Provide Utility Nodes along the courthouse side and at the alley entrances. Refer to #7 Utility Nodes.
- Locate 2 ADA spaces at the midblock alley crossing islands, keeping accessible routes away for traffic flow.

12 Logan Street Reconstruction (continued)

Logan Street Option 1



Logan Street Option 2

Perspective view from intersection of Logan Street and 9th Street

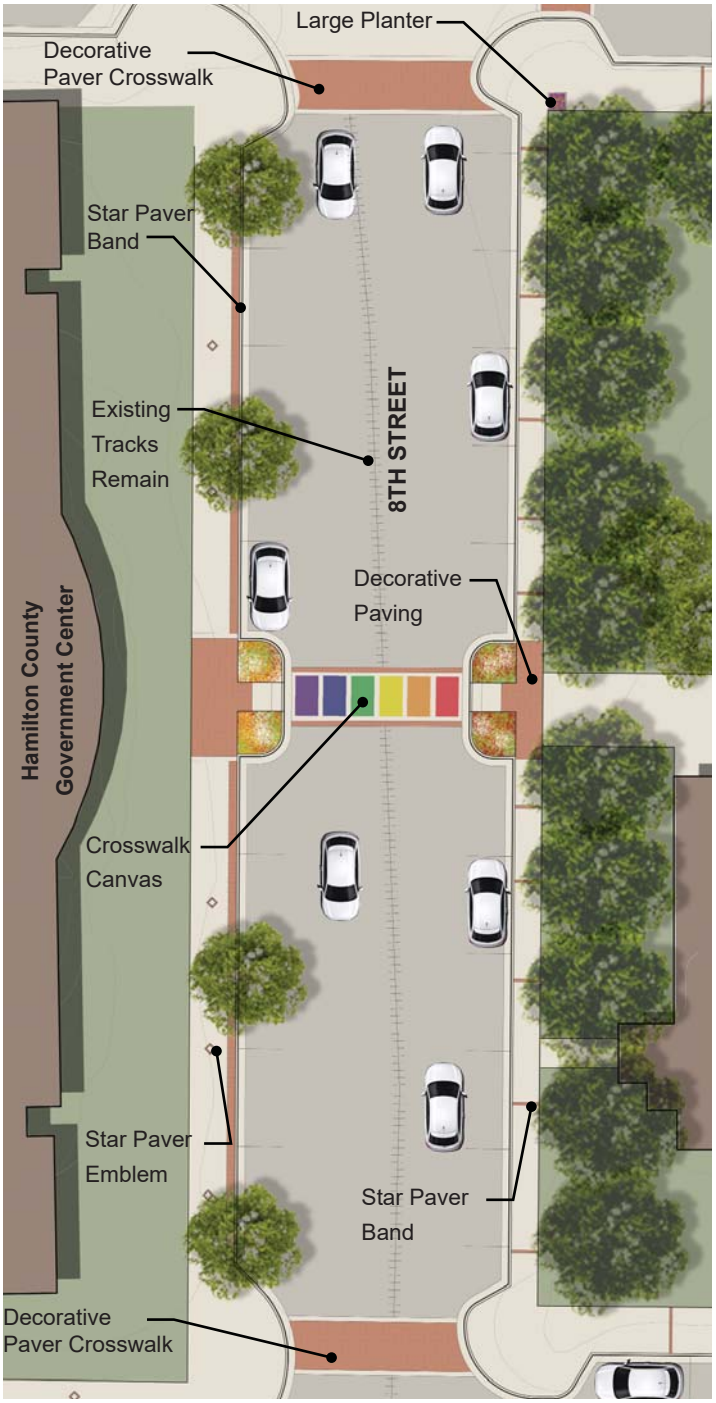
13 8th Street Reconstruction

During this design process, many comments related to “Save the Train” were voiced. The comments were documented, heard, and passed on to the correct group of people; however, that specific topic is not something we are attempting to address with this public input process. The ideas provided in respect to the 8th Street corridor are responding to the recommendations provided in the Nickel Plate Trail Study, as well as follow-up discussions.

In May of 2018, the federal Surface Transportation Board gave approval to convert the Nickel Plate railroad to a greenway using the rail banking process. The approval encompasses a 9-mile stretch of the corridor from 96th Street in Fishers to Pleasant Street in Noblesville. The agreement allows that the trail can be converted back for train, light rail, or bus transportation as future needs for alternate transportation arise. In Noblesville, the Nickel Plate Trail can interconnect with the Midland Trace Trail and the Riverwalk Trail, which connects into Forest Park, Federal Hill Commons (with the future Logan Street Pedestrian Bridge) and downtown Noblesville.

As evidenced by the comments provided during this design process, there was a lot of discord over the appropriate use for this corridor. Up until two years ago, the Indiana Transportation Museum, located in Noblesville at the time, provided a train ride for two weeks out of the year to the State Fair. In 2016, the Hoosier Heritage Port Authority halted this operation due to unsafe track conditions. An excursion train will continue to run between Noblesville and Tipton.

The stretch of 8th Street within our project boundary (Division Street to SR 19) will become a transition between the greenway trail and the Nickel Plate rail line. There are several ways this transition can develop and a combination of these approaches me be used:



8th Street Option A

13 8th Street Reconstruction (continued)

Option A: Leave the tracks in place, especially when located down the center of 8th Street to preserve the history of this corridor.

Option B1: Replace the tracks from Pleasant Street to Division Street with a paving pattern that accurately represents where the lines once ran. This would provide a walkway along the east side of 8th Street where one does not currently exist. The addition of interpretive signs could provide pedestrians with the opportunity to truly know this history of the Nickel Plate railroad and what a significant impact this corridor had on the City of Noblesville.

Option B2: Similar to Option B1, with the option to replace the tracks found in the center of 8th Street (as shown north of Maple) with a paving pattern that accurately represents the locations of the old rails.

Option C: Remove the rails through 8th Street and repave 8th Street between Logan Street and Maple Avenue to match the other blocks along the Courthouse Square. This would be a similar situation and approach to when the interurban lines were removed in the 1940's.

Regardless of which approach is used for 8th Street, there are specific areas that need enhancements to improve safety along this corridor today.

- The intersection of Maple Avenue is a very pedestrian-oriented corner because of Nickel Plate Arts and the surrounding parking lots. This intersection should be reconfigured to incorporate traffic calming elements, such as a curb extension added to the northwest corner (this has already been added on the southwest corner), highly visible crosswalks for all four paths of travel, improved street lighting, enhanced pavements, flashing lights indicating a pedestrian crossing, and signage indicating traffic shall yield to pedestrians with strict enforcement of this regulation.
- The Logan Street intersection is the first encounter pedestrians have with vehicles when entering the downtown from the Riverwalk greenway and Forest Park. The safest crossing location is along the north because of much lower traffic volumes, and this should be encouraged with directional signage and crosswalk enhancements. However, all crossings need to be safe for pedestrians. Curb extensions should be added on the northwest corner while maintaining the integrity of the rails. When Logan Street is redeveloped, the entire intersection should receive enhanced pavement.

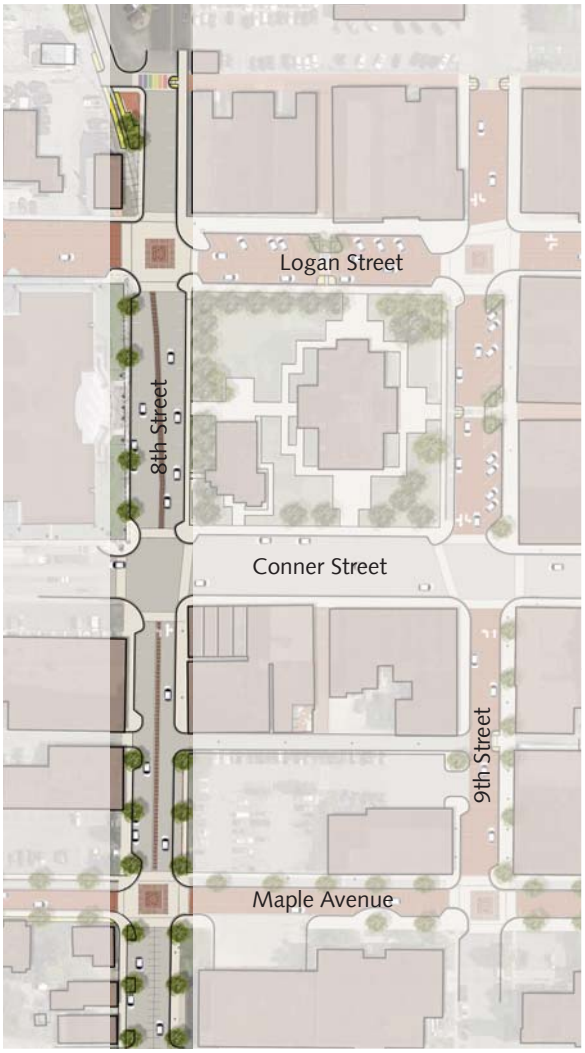
8th Street Option A

13 8th Street Reconstruction (continued)

- The alley crossing north of Logan is designated by the Alley Activation Plan as a Type 2 Boulevard Alley. Because of its close proximity to the Riverwalk Greenway, this crossing at 8th Street should be enhanced with signage and a concrete canvas crosswalk. Signage should be provided for cyclists to communicate the correct route for them to take into downtown, as well as for vehicles to alert them to a mid-block pedestrian crossing. Refer to Section 17 Bicycle Connections (Alley) for additional recommendations.

Recommendations:

- Enhance the intersection at Maple Avenue to increase safety of pedestrians when crossing the street.
- Provide a canvas crosswalk and curb extension at the alley north of Logan Street to provide safe pedestrian crossings.
- Conduct a planning process for the enhancement of the 8th Street corridor between Pleasant Street and the Riverwalk Greenway. This process should include a series of meetings with various community groups and City Departments to identify the issues, opinions, and variables related to the preferred way to treat the railroad tracks within the project. Ensure the recommendations of this plan for all areas of focus are incorporated into the final project.



8th Street Option B

14 Maple Avenue Reconstruction

Today, Maple Avenue from 5th Street to 8th Street is a residential corridor with parallel parking, sidewalks, street trees in a tree lawn, and two-way traffic lanes that are too narrow to allow vehicles to pass when a car is parked. This quiet stretch of road provides access to the home of Nickel Plate Arts, Hamilton County Artist's Association (at 5th and Cherry), the Riverwalk trailhead, Riverside Cemetery, and the Veterans Memorial. Between 8th and 10th Streets, Maple Avenue gets a little bit wider and retains the parallel parking on both sides of the street. The types of uses turn to institutional and commercial, including the Noblesville Fire Department, Noblesville Police Department, and City Hall.

These existing uses along the corridor are key components to the City of Noblesville, and they need to be incorporated very strongly into the heart of the Downtown District. In addition, the Hamilton County arts community is very active and becoming very organized with the development of the Arts Council and the Cultural Arts Blueprint. The number and size of their activities, events and exhibits will continue to expand and the Downtown District is an ideal place for these activities to take place. Providing a venue is also a boon for economic development. Facilities such as a theater and arts corridor were mentioned during the public input process.

Maple Avenue from 8th Street to 5th Street would make an excellent venue to create a pedestrian-oriented corridor that is focused on the arts. This connection accomplishes several items listed within the Cultural Arts Blueprint, as well as ideas voiced during the public input session:

- Connect significant Hamilton County art establishments with a venue to accommodate special events and outdoor festivals.
- Improve Riverwalk connectivity to downtown.
- Increase recreation along the riverfront.
- Promote connectivity with arts and business.
- Increase community awareness and appreciation of the arts.

The physical manifestation of this venue includes the use of specialty pavements and incorporating other event street elements such as street closure arms, site furnishings, and utility hubs. During the public input session, it was mentioned that making this arts corridor a continual and level hard surface would better serve its use for special events and outdoor festivals that will need the entire width of the corridor. Keeping the tree lawns would limit the flexibility of setting up an event and these grass areas would most likely be trampled and damaged during an event. It was identified that

14 Maple Avenue Reconstruction (continued)

keeping the existing street trees would be important to providing shade.

Creating a strong connection to the White River and Riverwalk Greenway requires the widening of one sidewalk along Maple Avenue to a trail width for use by both bicycles and pedestrians. This enlarged sidewalk, or multimodal route, needs to extend beyond 8th Street in order to create a wholistic loop into and through the Downtown District. Extending the enhanced pavement scheme and trail corridor along Maple Avenue up to 10th Street can create a physical trail connection that leads into downtown, as well as a visual connection of the institutional uses found on Maple Avenue to the Downtown District.

Because of the limited width available along Maple Avenue, removing parking along these few blocks may be necessary. This will allow for two-way traffic to pass safely, as well as getting bikes out of the flow of traffic as they head to and from the trailhead. Removal of parking, however, should not occur until the parking issues identified in the parking study for the entire downtown area are addressed.

Recommendations:

Reallocate Right of Way Width - THIS SHOULD NOT BE DONE UNTIL ADDITONAL PARKING IS PROVIDED DOWNTOWN IN THE FORM OF A PARKING STRUCTURE OR ENLARGED PARKING LOT.

- Remove parallel parking between 5th Street and 10th Street to accommodate a minimum 12-foot wide trail along the north side of the corridor.
- Incorporate new bike rack locations along the trail to encourage riders to walk the short distance into the downtown commercial area. Refer to #10 Site furnishings.
- Remove tree lawn areas between 5th and 8th Street. Maintain Street trees in tree wells and provide a level paved area across the entire profile of the corridor. Separation between pedestrian and vehicular areas should be designated with a minimum 2-foot wide change in pavement texture.

Enhance the streetscape - Refer to Graphic plans, Option 1 and Option 2.

Option 1: Install unit pavers with 1-foot concrete band at asphalt condition, along the entire length of Maple Avenue between 5th and 10th Street and along 5th Street down to the Hamilton County Artist's Association.

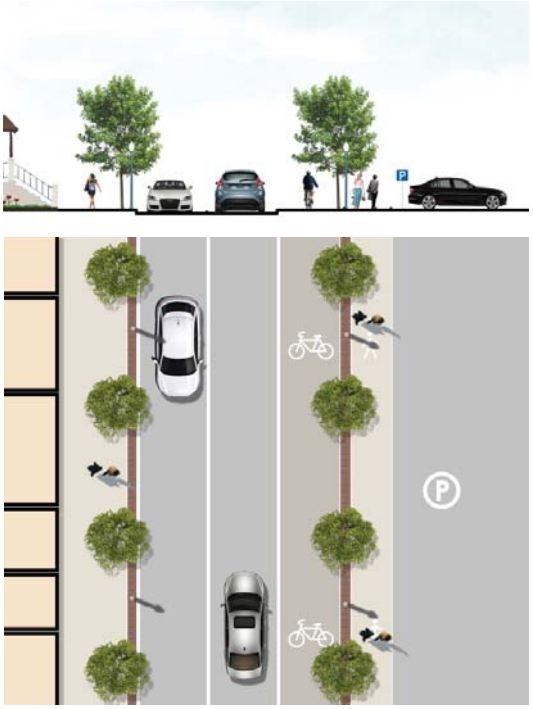
Option 2: Install unit pavers at crosswalks at 5th Street, 8th Street, 9th Street, and 10th Street.

14 Maple Avenue Reconstruction (continued)

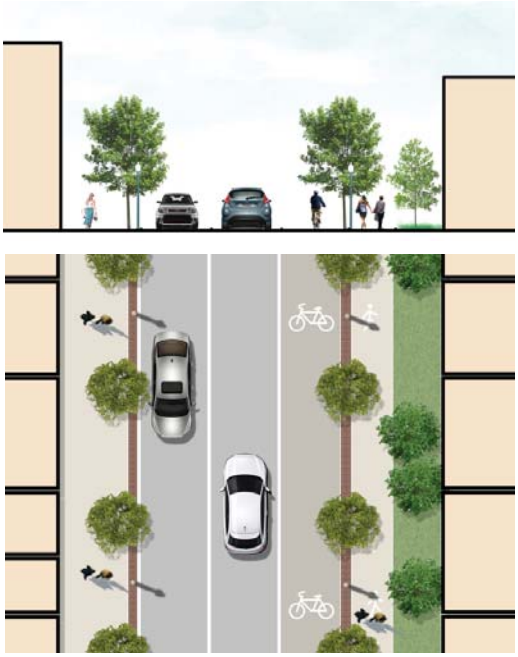
The following enhancements would be applied to both

Option 1 and 2:

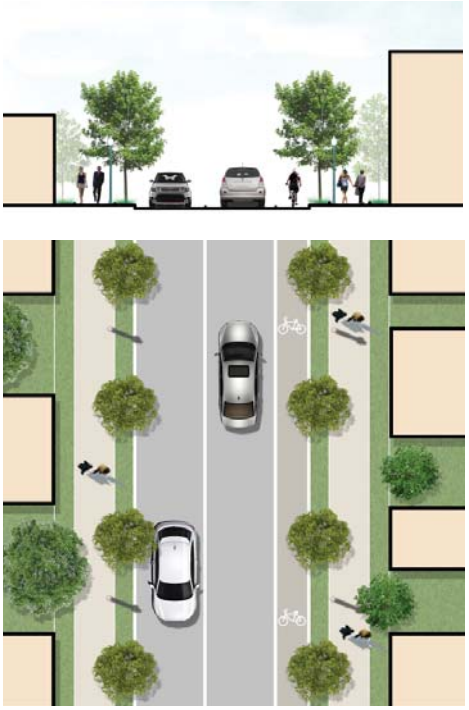
- Install decorative intersection design at 8th Street and 9th Street
- Incorporate artistic traffic control arms east of 8th street and on the north side of 5th Street at Cherry Street. Refer to # 8 Bollards/Street Arm Closures.
- Install cast bronze street signs embedded in the sidewalk at all four corners of Maple Avenue through 12th Street; provide cast bronze street signs on signal pole where street sign is currently located. Refer to Section 5 Signage and Wayfinding.
- Place light poles and site furnishings along the corridor at regular intervals. Refer to #6 Street lights and #10 Site Furnishings.
- Provide street trees on both side of the corridor. Street trees should only be used when site triangles can be maintained and the soil capacity exceeds 200 square feet per tree.
- Provide Utility Nodes along back of curb between 5th Street and 8th Street. Refer to #7 Utility Nodes.



Maple Avenue between 8th Street and 10th Street



Maple Avenue between 5th Street and 8th Street



Maple Avenue from 10th Street to the East

15 Arts Venue

Layered on top of the Downtown District is the Noblesville Cultural Arts District. This area was designated in 2015 by the Noblesville Cultural Arts Commission. This commission is a partnership of many arts organizations, local artists, business and government leaders, and organizations for tourism and education.

One organization that is integrally involved with the Noblesville Cultural Arts Commission is the Nickel Plate Arts. This multi-community group provides arts experiences along the 30-mile historic Nickel Plate Railroad route from Fishers to Tipton. They recently finished a strategic plan to guide their organization for the next five years. Within that plan, they have identified a need for an arts venue within Noblesville that will provide visual and ideally physical access to the White River. The location for this venue is slated for the end of Maple Avenue. This venue will pair nicely with the recommendation to turn Maple Avenue into an Arts Event Street (Refer to #14, Maple Avenue Reconstruction)

Recommendations

- Work with Nickel Plate Arts to facilitate the design and construction of the Arts Venue to support the reconstruction on Maple Avenue; coordinating both of these projects will be important to ensure rework or tearing up of new construction does not occur.

16 Greenway Connections

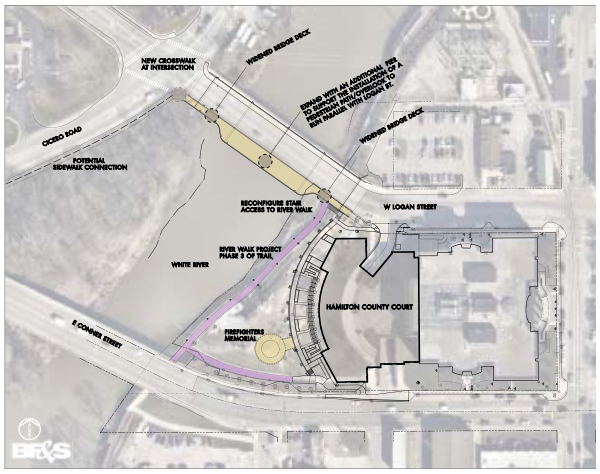
The Riverwalk Greenway is a tremendous asset to Noblesville. As this system continues to grow to the south and begins to interconnect with other trail systems, the opportunity to safely access the Downtown District using alternative transportation options significantly improves for many more Noblesville residents. This creates excellent opportunities for downtown businesses, special events, and other destinations within the downtown. It is imperative that this plan accounts for the current and future opportunities this trail network can create.

Currently, the Downtown District does not have a clear access route from the Riverwalk Greenway into the commercial blocks of downtown. There are four access points from the trail towards the downtown: Maple Avenue, Conner Street, Logan Street (not ADA accesible or bike friendly), and the Riverwalk Depot Park. Sidewalks lead into the downtown commercial area, but bike riders are forced to ride on the streets because it is illegal and unsafe to ride on the sidewalks. Parked cars, heavy vehicular traffic, unawareness of drivers, and limited room for bikes makes riding on the street a precarious option even for the most skilled riders.

The addition of the Logan Street Pedestrian bridge will be a key element in connecting the historic commercial blocks of downtown across the White River to Federal Hill Park and the surrounding development. However, the plan for the bridge only develops the actual bridge, not how to cross SR 19 into the park or to make your way up Logan Street into the historic downtown. Finishing these connections to provide a strong connection to businesses and downtown destinations will provide a complete connection of the Downtown District.

Recommendations

- Provide trail extensions from the Riverwalk Greenway down Maple Avenue to 10th Street (Refer to #14 Maple Avenue Reconstruction). Identify locations for bike racks along this route or provide direction for where to find bike parking off of the trail, to allow riders to walk into Courthouse Square.
- More clearly designate/develop a shared/multi-use trail or bike lanes (as defined by the Alternative Transportation Plan) along 10th Street from Maple Avenue to the alley north of Logan Street. The Alternative Transportation Plan from 2015 indicated there is an existing trail along this section of 10th Street; however, if this is going to be the main connection route for bike traffic through the Downtown District, this route needs to be well defined for both pedestrians and vehicles.
- Refer to #19 and #20 for improvements to SR 19 and Riverwalk Depot Park Connection, respectively.



Proposed Logan Street Pedestrian Bridge

Artist's rendering of Proposed Logan Street Pedestrian Bridge Credit: Butler Fairman & Seufert, Inc.

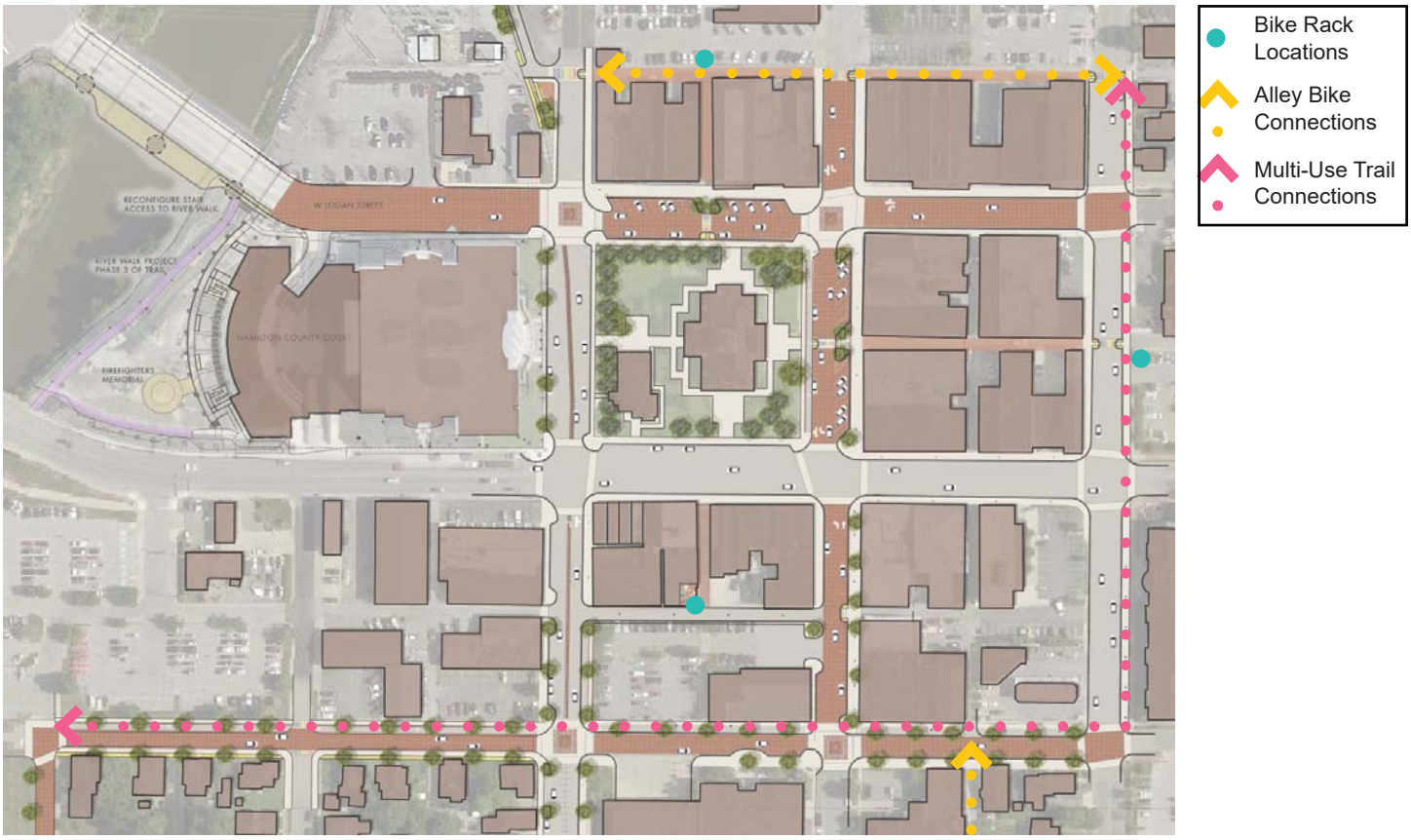
17 Bicycle Connections (Alley)

The Alley Activation Plan identified several alleys that should be used for bike routes through downtown Noblesville. The findings of this master plan process confirm that using alleys as bike routes is a viable option, with one big exception. Routes leading to and over Conner Street should not be encouraged nor provided. Crossing a heavily travelled, multi-lane street with parked cars that block visibility is not a safe situation for pedestrians and this should only be done at signalized intersections. Guiding pedestrians along a path to this scenario is not advisable.

One alley that should be enhanced to receive bike traffic is located one-half block north of Logan Street. This alley will be the main connection for greenway cyclists who are entering the downtown area. Providing signage will direct riders to their destinations, and bike racks will encourage riders to park their bikes and walk into downtown. Strengthening the parking edge with vegetation and other enhancements, while maintaining adequate width for delivery trucks, would greatly improve this corridor for pedestrians. Currently the adjacent parking lots have access drives onto the alleys in both the 8th and 9th street blocks. These connections should be closed off, as they are not needed to make parking lot circulation work smoothly.

Recommendations

- Clearly mark alleys than can be used for bike traffic.
- Clearly mark the South Alley that leads towards Conner Street as No Bikes Allowed. Provide bike racks at the south end of the South Alley for trail users needing to use the public restrooms.
- Clearly mark other alley sections that end at Conner Street as No Bikes Allowed.
- Enhance the alley north of Logan Street between 8th and 10th Street with new asphalt, directional signage, enhanced canvas crosswalks, pedestrian crossing warning signs, bike racks, lane closures to parking lots, and vegetation.

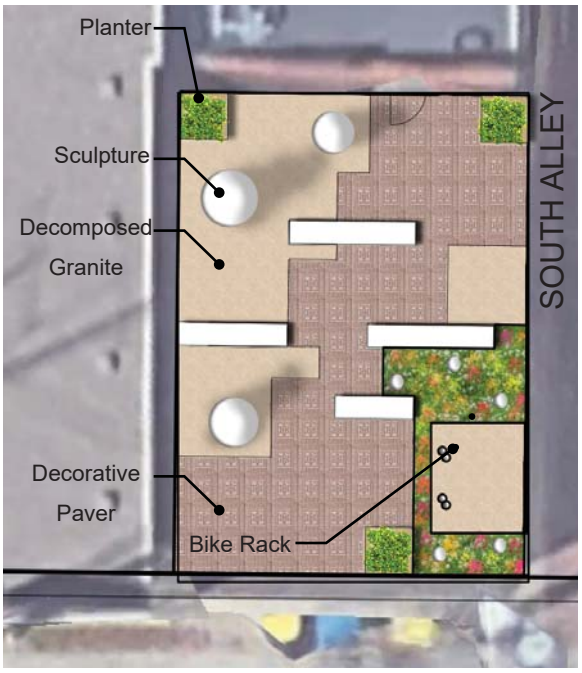


18 Alleys

Downtown Noblesville has an extensive alley system that interconnects several blocks of commercial and residential areas. Within the residential neighborhoods, most of the alley system is oriented in a north/south direction, but east of 10th and north of Cherry Street, this orientation changes to east/west. Within the downtown commercial district, each block is serviced with two alleys in all cardinal directions. This double alley access to back-of-house commercial areas is of great benefit because deliveries and services can still be housed in the back while making room for reinvented alleys that serve pedestrians.

The Alley Activation Plan makes recommendations related to multiple physical elements: paving, lighting, landscaping, furnishings, wayfinding, gateways, highlighted entrances, crosswalks, signage, art, infrastructure, and shade structures. All of these elements are viable additions to alleys, as long as the corridor does not require vehicular access.

The commentary provided in the Alley Activation Plan about paving does not coincide with the recommendations of this plan. The Alley plan implies that the star paver might be used in large quantities in the alleys. This would not be appropriate given the limited number of pavers and the intent to use them throughout the Downtown District. However, using the star pavers at key locations in the alleys would be encouraged. Currently the alleys are paved in stamped concrete using the star paver pattern, which is also not recommended.



The South Alley already contains seating, lighting, and other enhancements. The south end of this alley is a covered parking area. This is not the most effective use of this space. Removing the lean-to off the back of the Main Street Building could open up an opportunity for a pocket park. This small area can bring opportunity for more seating, offer bike rack locations, improve visibility at the alley intersection and provide more sunlight into the space.

Recommendations

- Conduct a topo survey of each alley to ensure ownership and utilities are fully identified.
- Coordinate plans for the alley with the adjacent shop owners to ensure good relations are maintained.
- Avoid conflicts with sidewalk circulation by keeping all vertical alley additions behind the building façade. Pavement pattern or other ground plain elements may extend beyond.
- Introduce greenery and plantings into the alley design. Select species that can tolerate significant shady and windy conditions. Ensure soil quality and drainage is achieved to avoid damage to building foundations. Ensure a minimum of five feet clear area is maintained for ADA Accessibility.

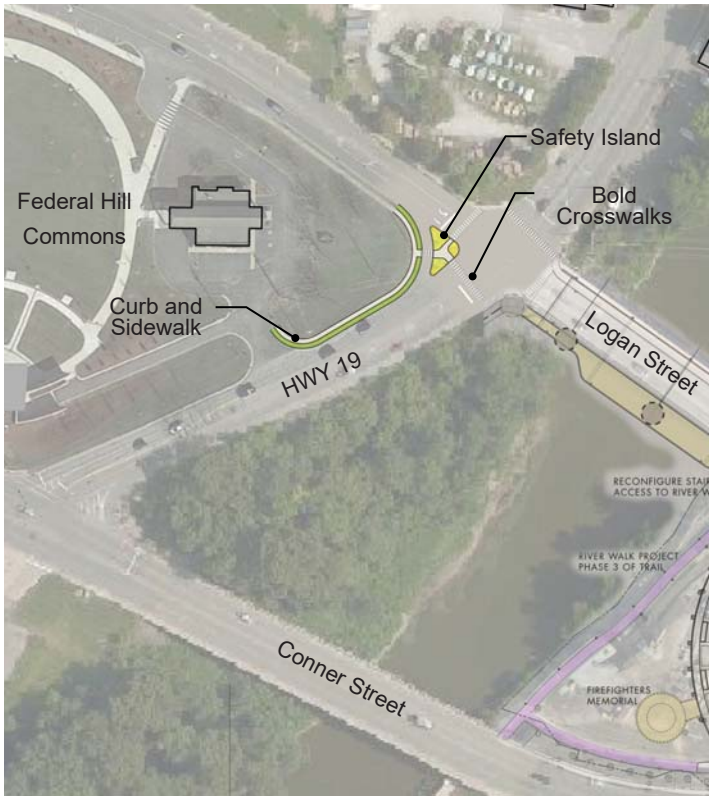
19 Highway 19 Pedestrian Improvements

With the construction of the Logan Street Pedestrian Bridge, pedestrians will have access across with White River to Federal Hill Commons in a relaxed and enjoyable environment. However, the safe feeling may end as soon as they reach SR19. This signaled intersection is only three lanes wide, but a significant radius on the southwest corner is required to accommodate semi-truck circulation. This makes the pedestrian crossing length nearly 75 feet in length.

According to the National Association of City Transportation Officials, intersections should be designed to offer as much comfort to pedestrians as possible. The speed of traffic on SR 19 coming from the south is artificially slow because of the short distance from Conner Street. Unfortunately, this short stretch of road does not provide a lot of stacking space for cars and trucks waiting for pedestrians to cross SR 19. This shorter stacking distance necessitates that the signal cycle is minimized, which means the length of the cross walk needs to be reduced as much as possible. Crossing distances can be shortened by adding curb extensions and medians/safety islands. Safety islands should be used when three or more lanes of traffic are present. Other ways to minimize conflicts between vehicles and pedestrians at intersections is to prohibit right turns on red and the use of bold striping in the crosswalks. The striping width should be wider than the adjacent walkway to accommodate two-way pedestrian traffic.

Recommendations

- Provide a safety island on the southwest corner of the intersection to shorten the length of the pedestrian crossing.
- Add pavement, curb and walk to the west side of SR 19 to create two lanes
- Add bold strips for all crosswalks on all four corners
- Remove guardrail on the southeast corner and add staging area for people waiting to cross SR 19.



20 Connection to Riverwalk Depot Park

Riverwalk Depot is a gem of a space for the downtown. This pocket park serves as a unique and engaging trail head for the greenway and is an attractive gateway for trail users coming from Forest Park into the downtown. The biggest issue is the walk between the park and 8th street becomes no-man's land. There is not a defined walk or edge because of the access drives to the substation, Nickel Plate rail line and Bolden's Dry Cleaners loading dock access drive. Extending the pocket park/trail head paving patterns and materials vocabulary through this area until it reaches 8th Street will strengthen this connection. Clearly defining a separation between vehicular routes and pedestrian walks will make this transition a much safer and more inviting corridor.

Recommendations

- Coordinate with local business owners to understand their loading and parking requirements. Limited vehicular access on the trail may be needed.
- Develop the triangular area between 8th Street and the Nickel Plate rail line into a small seating area with decorative pavement and plantings that match the Riverwalk Depot Park. Provide directional signage at this location that will guide trail users into and through the downtown area, and bike racks to allow cyclists the opportunity to secure their bikes and walk.

21 Public Art

Many of the recommendations in this master plan call for adjustments within the public realm to be simplified, consistent, and reflective of the historic character of the Downtown District. Conservative site furnishings and paving patterns will develop attractive streetscapes for a historic district. However, one of the more unique aspects of Noblesville is the community's push to be "Hipstoric". This fun play-on-words accurately reflects the need to respect the historic integrity while adding in new and hip elements to the landscape.

Incorporating artistic expression into this historic district can be accomplished using a variety of media, scales and canvases. Permanent art sculpture at key locations provides a unique quality to the downtown area and begins to meet the values and goals of the Noblesville Arts Council and the Arts District. However, there are endless opportunities to incorporate artistic expressions throughout the district, which can add the "hipstoric" feel to the area, as well. Some of these opportunities include the following:

Recommendations

- Canvas Crossings: Incorporating graphics within Courthouse Square at the mid-block alley crossings adds a bit of fun, as well as tying in art throughout the Downtown District. These would be like the crossings currently painted along 8th Street at Maple Avenue.
- Light Pole Banners: Although these are temporary elements, they add a lot of color and fun in the downtown. AS with the canvas crosswalks, Arts Commission could host a competition each year to find a new and creative design for the banners that represent Noblesville. Refer to # 4, Banners.
- Type 1 Park Alleys and Type 2 Boulevard Alleys: Taking recommendations from the Alley Activation Plan developed in 2016, the alleys just off of Courthouse Square are designated to become spaces dedicated to pedestrians and artistic expression. This plan supports this idea. These alleys now become a pleasant surprise for visitors because of the unexpected discovery of a bright colorful living art walk found within a traditional and historic downtown setting. The contrast between the two types of spaces will have a big impact.
- Bike Racks: The bike racks identified as one option look like blades of grass or flower stems. These elements serve a very pragmatic purpose, but they also have the opportunity to make some interesting pockets of fun. The ability to arrange the racks in different configurations, make each section of the bike rack a different color, and use them as part of a bigger scene are all intriguing ideas. For instance, you could get the bike racks colored in greens and browns, arrange each pair of in a different configuration, then add sculptures of frogs, butterflies and dragonflies to the area. Then plan some ornamental grasses around the whole setting and you have a fun wetland scene in the heart of your downtown.
- Traffic control arms: Similar to the bike racks, the traffic control arms serve a very pragmatic purpose, but these are excellent platforms to create vertical artwork statements.
- Large round planters located at the street corners (of the reconstructed streets) can make a great platform for temporary art displays during special events or the winter months when vegetation is difficult to grow.

1 Downtown District Boundary

Timing	Action	Cost
Year 1	Evaluate and coordinate the proposed boundary with the Cultural Arts District, Noblesville Economic Development, and other viable community partners to determine its viability for use as a coordinated Downtown District Boundary.	na
Year 1	Officially adopt a resolution identifying the final Downtown District boundary; include in the resolution the exclusive use of the star paver and black light poles in the Downtown District.	na

2 Gateways

Timing	Action	Cost
Year 1	Work with the Arts Council to define the theme/consistent elements to be utilized in each gateway; begin to define the scale that is appropriate for each gateway location.	na
2-5 Years	Identify specific right-of-way parcels, publicly owned land, or easements that can be used as locations for stand alone gateways. Get utility locations and, if needed, a topographic land survey for each location.	$ 20,000
2-5 Years	Conduct an arts competition for stand alone gateways.	na
2-5 Years	Contract with the winning artists, as well as a support design team (structural engineer, landscape architect, and/or civil engineer) to develop a final design for each gateway and the surrounding site.	
	10th Street north	$ 20,000
	Conner Street east	$ 20,000
	SR 19 at the greenway bridge overpass	$ 40,000
	8th and Division	$ 20,000
	Conner Street west	$ 150,000
6-10 Years	Develop remaining gateways as part of large capital improvement projects.	na

3 Parklet

Timing	Action	Cost
Year 1	Design and install a temporary parklet. This may or may not get reused, so work with the Street Department to understand storage, set up and teardown requirements.	$ 3,500
Year 1	Publish news articles and utilize social media to advertise the benefits and details of the parklet prior to its installation.	na
2-5 Years	Design and install a more substantially-built parklet along 9th Street. Leave in place for 6-8 weeks, ideally to be used during several special events in the summer.	$ 10,000
2-5 Years	Conduct a survey of residents to verify if they use and approve of the parklets.	na
2-5 Years	If positive feedback is provided, reinstall the parklet the following year for a longer time frame, and consider adding a second parklet along Logan Street.	$ 10,000

4 Banners

Timing	Action	Cost
Year 1	Officially adopt the Banner Guidelines and adhere to them.	na
Year 1	Identify which light poless are to receive banners and which are to hold flower baskets within the district to meet new guidelines.	na
Year 1	Install Banner arms on light poles within the Downtown District that have been identified to receive banners	$ 6,250
Year 1	Design and print general district banners for use when light poles are not reserved.	na

5 Signage and Wayfinding

Timing	Action	Cost
Year 1	Replace all street signs and poles with historic cast Aluminum blades and round decorative poles.	$ 40,500
Year 1	Install blue MUTCO standard parking signs with directional arrows at high traffic volume intersections.	$ 6,950
2-5 Years	Install embedded sidewalk signs within the commercial areas of the Downtown District.	$ 41,400
2-5 Years	Replace galvanized poles for all stop, speed limit, and parking signs with decorative poles.	$ 32,500
2-5 Years	Revamp vehicular oriented wayfinding signs.	$ 57,000
2-5 Years	Recolor existing Wayfinding signs and add new signs for pedestrian use.	$ 13,500

6 Street Lights

Timing	Action	Cost
2-5 Years	Apply black powdercoat or electrostatic paint finish to all new green poles within the Downtown District Boundary.	$ 35,000
2-5 Years	Order new poles for the Downtown District in black instead of patina green as part of the street light replacement process currenlty underway.	na

7 Utility Nodes

Timing	Action	Cost
Year 1	Research power requirements and develop the design for the utility node to be used for Noblesville. These should be consistent throughout the district.	na
Year 1	Work with the Street and Parks Departments to understand the number of connections needed to meet the demands of specific special events.	na
2-5 Years	Install one utility node at the entrance to each alley off of the Courthouse Square to provide.	$ 31,590
6-10 Years	Install utility nodes along the back of the Courthouse Square walk with the renovation of 8th, 9th, and Logan Streets.	$ 165,130

8 Bollards/Street Arm Closures

Timing	Action	Cost
Year 1	Work with the Noblesville Arts Council to define the theme/consistent elements to be utilized in each Street Closure element; this should coincide with the gateway criteria development process.	na
Year 1	Contract with an artist and structural engineer to develop the base framework for the Street Closure arms, including crash prevention ratings.	$ 25,000
Year 1	Identify the standard bollard that should be used throughout the Downtown District. Select a style that can be lighted, removable, embedded and surface mounted for flexibility.	na
2-5 Years	Install the initial pair of street arm closures on the south side of Clinton Street and 9th Street. Review their effectiveness and longevity to modify future installations.	$ 133,500
6-10 Years	Install additional pairs of street closure arms with other capital improvement projects.	$ 133,500
6-10 Years	Replace existing lit bollards within South Alley as they become worn or damaged.	$ 500

9 Decorative Pavements

Timing	Action	Cost
Year 1	Investigate the option of creating new clay star pavers through the custom shop of Whitacre Greer or similar.	na
2-5 Years	Provide concrete header at locations where historic clay pavers meet asphalt along Clinton Street in the Downtown District.	$ 13,400
2-5 Years	Provide concrete header at locations where historic clay pavers meet asphalt along Clinton Street in the Downtown District.	$ 14,260
2-5 Years	Replace red truncated domed pavers with black pavers.	$ 75
2-5 Years	Install star emblem throughout the residential street and side commercial streets of the Downtown District.	$ 45,000
2-5 Years	Replace stamped star paver pavement - City Hall	$ 104,400
6-10 Years	Replace metal plate truncated domes with black pavers	$ 942
6-10 Years	Replace stamped star paver pavement - East Alley	$ 24,920
6-10 Years	Repace stamped star paver pavement - North Alley	$ 24,920
11+ Years	Replace stamped star paver pavement - South Alley	$ 24,920

10 Site Furnishings

Timing	Action	Cost
Year 1	Officially adopt to site furnishings to be used in the Downtown District.	na
2-5 Years	Replace existing street furnishings with new standard style.	
	Benches	$ 120,000
	Litter receptacles	$ 30,000
	Café dividers	$ 1,200
2-5 Years	Relocate existing site furnishings to other public areas outside of the Downtown District.	na
2-5 Years	Develop new bike parking area.	
	north of North Alley	$ 4,180
	south of South Alley	$ 4,180
	10th Street	$ 4,180
6-10 Years	Replace bollards in south alley to match standards.	$ 2,000
6-10 Years	Add Downtown District street furnishing standards as new capital improvement projects are constructed.	

11 9th Street Reconstruction

Timing	Action	Cost
2-5 Years	Address parking issues within the Downtown District.	priceless
2-5 Years	Install Enhanced mid-block crossing.	$ 37,500
6-10 Years	Engage a Surveyor for a topo survey for 9th Street and Conner Street corridors between alley north of Logan Street and Maple Avenue.	$ 25,000
6-10 Years	Conduct a full planning process, including the gathering of public input, that will result in a set of construction documents.	$ 180,000
6-10 Years	Reconstruct 9th Street.	$ 2,083,185
6-10 Years	Extend walk enhancements down Conner Street to City Hall and 8th Street.	$ 55,760
6-10 Years	Install Wayfinding and Directional Signs.	$ 6,125

12 Logan Street Reconstruction

Timing	Action	Cost
2-5 Years	Address parking issues within the Downtown District.	priceless
2-5 Years	Install Enhanced mid-block crossing at North Alley, 8th Street, 9th Street and 10th Street north of Logan Street.	$ 138,550
6-10 Years	Engage a Surveyor for a topo survey of the Logan Street corridor from White River Bridge to 10th Street.	$ 30,000
6-10 Years	Conduct a full planning process with an assessment of 9th Street final results assessment.	$ 270,000
6-10 Years	Reconstruct Logan Street.	$ 3,868,898
6-10 Years	Install Wayfinding and Directional Signs.	$ 18,950

13 8th Street Reconstruction

Timing	Action	Cost
2-5 Years	Design and Print Interpretive graphics boards.	$ 30,400
2-5 Years	Engage a Surveyor for a topo survey of the 8th Street corridor from Division Street to Riverwalk Depot Park.	$ 35,000
2-5 Years	Improve safety of pedestrian crossing at Maple Avenue.	$ 9,300
6-10 Years	Conduct a full planning process with an extensive public planning process to develop Construction Documents.	$ 117,000
6-10 Years	**Option:** Replace rail corridor with pavers.	$ 1,377,000
6-10 Years	Install Wayfinding and Directional Signs.	$ 29,200
11+ Years	Install star paver emblems within sidewalk.	$ 13,600

14 Maple Avenue Reconstruction

Timing	Action	Cost
6-10 Years	Engage a Surveyor for a topo survey of the Maple Avenue and 5th Street corridors from 10th Street to 5th Street, then south to Cherry Street.	$ 35,000
6-10 Years	Conduct a full planning process with an extensive public planning process to develop Construction Documents.	$ 250,000
11+ Years	Reconstruct Maple Avenue.	$ 3,417,255
11+ Years	Install Wayfinding and Directional Signs.	$ 9,900

15 Arts Venue

Timing	Action	Cost
11+ Years	No known expenses at this time.	

16 Greenway Connection

Timing	Action	Cost
2-5 Years	Improve pedestrian crossing of SR 19 from Logan Street Pedestrian Bridge to Federal Hill Commons - Costs included as part of the SR 19 project.	na
6-10 Years	More clearly designate a multiuse path down 10th Street between Maple Avenue and the alley north of Logan Street.	$ 168,731
11+ Years	Provide Trail extensions from the Riverwalk Greenway - costs included as part of the Maple Avenue project.	na

17 Bicycle Connections (Alley)

Timing	Action	Cost
2-5 Years	Provide directional signage indiating bike use in alleys.	$ 12,600
2-5 Years	Improve the east/west alley north of Logan Street between 8th Street and 10th Street.	$ 62,475

18 Alleys

Timing	Action	Cost
2-5 Years	Engage a Surveyor for a topo survey for the North, East and South Alley projects.	$ 15,000
2-5 Years	Improve the east/west alley north of Logan Street between 8th Street and 10th Street.	na
2-5 Years	Design and construct a pocket park in the South Gateway.	$ 58,825

19 Highway 19 Pedestrian Improvements

Timing	Action	Cost
Year 1	Engage a Surveyor for a topo survey for SR 19 between Logan Street and Conner Street.	$ 9,000
2-5 Years	Design an INDOT compliant set of documents showing pedestrian and lane improvements at the intersection of SR 19 and Logan Street.	na
2-5 Years	Construct pedestrian improvements at SR 19 to accommodate the Logan Street Pedestrian Bridge project completion.	$ 156,625

20 Connection to Riverwalk Depot Park

Timing	Action	Cost
2-5 Years	Engage a Surveyor for a topo survey for 8th Street - cost included under 8th Street.	na
2-5 Years	Design and construct a pedestrian gateway between Riverview Depot Park and Courthouse Square.	$ 78,675
2-5 Years	Install Wayfinding and Directional Signs.	$ 1,000

21 Public Art

Timing	Action	Cost
Year 1	No known expenses at this time.	na

Year 1

- [x] Evaluate and coordinate the proposed boundary with the Cultural Arts District, Noblesville Economic Development, and other viable community partners to determine its viability for use as a coordinated Downtown District Boundary.
- [ ] Officially adopt a resolution identifying the final Downtown District boundary; include in the resolution the exclusive use of the star paver an black light poles in the Downtown District.
- [ ] Work with the Arts Council to define the theme/consistent elements to be utilized in each gateway; begin to define the scale that is appropriate for each gateway location.
- [ ] Design and install a temporary parklet. This may or may not get reused, so work with the Street Department to understand storage, set up and teardown requirements.
- [ ] Publish news articles and utilize social media to advertise the benefits and details of the parklet prior to its installation.
- [ ] Officially adopt the Banner Guidelines and adhere to them.
- [ ] Identify which light poless are to receive banners and which are to hold flower baskets within the district to meet new guidelines.
- [ ] Install Banner arms on light poles within the Downtown District that have been identified to receive banners.
- [ ] Design and print general district banners for use when light poles are not reserved.
- [ ] Replace all street signs and poles with historic cast Aluminum blades and round decorative poles.
- [ ] Install blue MUTCO standard parking signs with directional arrows at high traffic volume intersections.
- [ ] Research power requirements and develop the design for the utility node to be used for Noblesville. These should be consistent throughout the district.
- [ ] Work with the Street and Parks Departments to understand the number of connections needed to meet the demands of specific special events.
- [ ] Work with the Noblesville Arts Council to define the theme/consistent elements to be utilized in each Street Closure element; this should coincide with the gateway criteria development process.
- [ ] Contract with an artist and structural engineer to develop the base framework for the Street Closure arms, including crash prevention ratings.
- [ ] Identify the standard bollard that should be used throughout the Downtown District. Select a style that can be lighted, removable, embedded and surface mounted for flexibility.
- [ ] Investigate the option of creating new clay star pavers through the custom shop of Whitacre Greer or similar.
- [ ] Officially adopt to site furnishings to be used in the Downtown District.

  Engage a Surveyor for a topo survey for SR 19 between Logan Street and Conner Street.
- [ ] No known expenses at this time.

2-5 Years

Checklist

- [ ] Conduct an arts competition for stand alone gateways.
- [ ] Contract with the winning artists, as well as a support design team (structural engineer, landscape architect, and/or civil engineer) to develop a final design for each gateway and the surrounding site.
  - [ ] 10th Street north
  - [ ] Conner Street east
  - [ ] SR 19 at the greenway bridge overpass
  - [ ] 8th and Division
  - [ ] Conner Street west
- [ ] Design and install a more substantially-built parklet along 9th Street. Leave in place for 6-8 weeks, ideally to be used during several special events in the summer.
- [ ] Conduct a survey of residents to verify if they use and approve of the parklets.
- [ ] If positive feedback is provided, reinstall the parklet the following year for a longer time frame, and consider adding a second parklet along Logan Street.
- [ ] Install embedded sidewalk signs within the commercial areas of the Downtown District.
- [ ] Replace galvanized poles for all stop, speed limit, and parking signs with decorative poles.
- [ ] Revamp vehicular oriented wayfinding signs.
- [ ] Recolor existing Wayfinding signs and add new signs for pedestrian use.
- [ ] Apply black powdercoat or electrostatic paint finish to all new green poles within the Downtown District Boundary.
- [ ] Order new poles for the Downtown District in black instead of patina green as part of the street light replacement process currenlty underway.
- [ ] Install one utility node at the entrance to each alley off of the Courthouse Square to provide.
- [ ] Install the initial pair of street arm closures on the south side of Clinton Street and 9th Street. Review their effectiveness and longevity to modify future installations.
- [ ] Provide concrete header at locations where historic clay pavers meet asphalt along Clinton Street in the Downtown District.
- [ ] Provide concrete header at locations where historic clay pavers meet asphalt along Clinton Street in the Downtown District.
- [ ] Replace red truncated domed pavers with black pavers.
- [ ] Install star emblem throughout the residential street and side commercial streets of the Downtown District.
- [ ] Replace stamped star paver pavement - City Hall.
- [ ] Replace existing street furnishings with new standard style.
  - [ ] Benches
  - [ ] Litter receptacles
  - [ ] Café dividers
- [ ] Relocate existing site furnishings to other public areas outside of the Downtown District.
- [ ] Develop new bike parking area.
  - [ ] north of North Alley
  - [ ] south of South Alley
  - [ ] 10th Street
- [ ] Address parking issues within the Downtown District - 9th Street.
- [ ] Install Enhanced mid-block crossing.
- [ ] Address parking issues within the Downtown District - Logan Street.

2-5 Years

- [ ] Install Enhanced mid-block crossing at North Alley, 8th Street, 9th Street and 10th Street north of Logan Street.
- [ ] Design and Print Interpretive graphics boards.
- [ ] Engage a Surveyor for a topo survey of the 8th Street corridor from Division Street to Riverwalk Depot Park.
- [ ] Improve safety of pedestrian crossing at Maple Avenue.
- [ ] Improve pedestrian crossing of SR 19 from Logan Street Pedestrian Bridge to Federal Hill Commons - Costs included as part of the SR 19 project.
- [ ] Provide directional signage indiating bike use in alleys.
- [ ] Improve the east/west alley north of Logan Street between 8th Street and 10th Street.
- [ ] Engage a Surveyor for a topo survey for the North, East and South Alley projects.
- [ ] Improve the east/west alley north of Logan Street between 8th Street and 10th Street.
- [ ] Design and construct a pocket park in the South Gateway.
- [ ] Design an INDOT compliant set of documents showing pedestrian and lane improvements at the intersection of SR 19 and Logan Street.
- [ ] Construct pedestrian improvements at SR 19 to accommodate the Logan Street Pedestrian Bridge project completion.
- [ ] Engage a Surveyor for a topo survey for 8th Street - cost included under 8th Street.
- [ ] Design and construct a pedestrian gateway between Riverview Depot Park and Courthouse Square.
- [ ] Install Wayfinding and Directional Signs.

6-10 Years

- [ ] Develop remaining gateways as part of large capital improvement projects.
- [ ] Install utility nodes along the back of the Courthouse Square walk with the renovation of 8th, 9th, and Logan Streets.
- [ ] Install additional pairs of street closure arms with other capital improvement projects.
- [ ] Replace existing lit bollards within South Alley as they become worn or damaged.
- [ ] Replace metal plate truncated domes with black pavers.
- [ ] Replace stamped star paver pavement - East Alley.
- [ ] Repace stamped star paver pavement - North Alley.
- [ ] Replace bollards in south alley to match standards.
- [ ] Add Downtown District street furnishing standards as new capital improvement projects are constructed.
- [ ] Engage a Surveyor for a topo survey for 9th Street and Conner Street corridors between alley north of Logan Street and Maple Avenue.
- [ ] Conduct a full planning process, including the gathering of public input, that will result in a set of construction documents.
- [ ] Reconstruct 9th Street.
- [ ] Extend walk enhancements down Conner Street to City Hall and 8th Street.
- [ ] Install Wayfinding and Directional Signs.

6-10 Years

- [ ] Engage a Surveyor for a topo survey of the Logan Street corridor from White River. Bridge to 10th Street.
- [ ] Conduct a full planning process with an assessment of 9th Street final results assessment.
- [ ] Reconstruct Logan Street.
- [ ] Install Wayfinding and Directional Signs.
- [ ] Conduct a full planning process with an extensive public planning process to develop Construction Documents.
- [ ] **Option:** Replace rail corridor with pavers.

  Install Wayfinding and Directional Signs.
- [ ] Engage a Surveyor for a topo survey of the Maple Avenue and 5th Street corridors from 10th Street to 5th Street, then south to Cherry Street.
- [ ] Conduct a full planning process with an extensive public planning process to develop Construction Documents.
- [ ] More clearly designate a multiuse path down 10th Street between Maple Avenue and the alley north of Logan Street.

11+ Years

- [ ] Replace stamped star paver pavement - South Alley.
- [ ] Install star paver emblems within sidewalk.
- [ ] Reconstruct Maple Avenue.
- [ ] Install Wayfinding and Directional Signs.
- [ ] No known expenses at this time.
- [ ] Provide Trail extensions from the Riverwalk Greenway - costs included as part of the Maple Avenue project.

05 Appendix

A: Mtg. Attendance

B: Mtg. Presentations

C: Design Support

D: Market Analysis

EMBRACE DOWNTOWN

★Vivid Past ★Vibrant Future★

Sign-in Sheet

9/28/17

Name	Email
Alyssa Prazeau, Context	aprazeau@context-design.com
Liz Mooney, Context	lmooney@context-design.com
Dan Stevens	dan.stevens@hamilton county.in.gov
MATTEO DI ROSA	DAMATTEO@SSGLOBAL.NET
MARY SUE ROWLAND	marysuerowland@gmail.com
CRAIG CROSSER	DOUBLECROSSER@MAC.COM
Megan Wiles	mwiles@noblesville.in.US
RICK TAYLOR	RK_TAYLOR_777@COMCAST.NET
Caleb Gutshall	cgutshall@noblesville.in.us
Jacque Thompson	jnthompson@noblesville.in.us
KIRK STALEY	KSTALEY@NOBLESVILLE.IN.US
Aili McGill, Nickel Plate Arts	amcgill@nickelplatearts.org
Steve Cooke, City	scooke@noblesville.in.US
BRIAN AYER	BRIANA2662@AOL.COM
Daniel Peterson AIA	dpeterson@petersonarchitecture.com
Courtney Zaugg	czaugg@meridusgroup.com
Bryan Sheward	Bryan.Sheward@kimley-horn.com

Appendix A
Meeting Attendance - Sign-in Sheets

IMAGINE DOWNTOWN
★ Vivid Past ★ Vibrant Future ★

January 30, 2018

City Update

SIGN IN SHEET

Name	email address	phone number
1. Bill Buck		
2. Liz Mooney		
3. Ed Klaunig	ed.klaunig@steamlight.com	
4. Courtney Zangg	czangg@theveridusgroup.com	
5. John Beery	jbeery@noblesville.in.us	
6. Sarah Reed	sreed@noblesville.in.us	
7. Judi Johnson		
8. Patty Johnson	pjohnson@noblesville	
9. Robert Herrington	rherrington@noblesville.in.us	
10. Steve Cooke	scooke@noblesville.in.us	
11. Caleb Stutsman	cstutsman@noblesville.in.us	
12. Hailey Woods	hwoods@structurepoint.com	
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THE CITY OF ★ NOBLESVILLE ★ INDIANA

January 9, 2018

NOBLESVILLE CHAMBER OF COMMERCE

★ Vivid Past ★ Vibrant Future ★

SIGN IN SHEET

Name	email address	phone number
1. Christi Crosser - Nova 29		
Beth Niedermeyer – Noblesville Schools		
2. Leslie Herderzahs - Church. Church. Hittle, + Antrim		
Curt Osweiller – Express Employment		
3. Lisa Hudson The Growth Coach		
Bryan Glover – Mr. G's Liquors		
4. Tracey Sheehan		
Larry Riggs- First Merchants		
5. Dan Clark Ivy Tech		
Angie Sutton - State Farm Insurance		
6. Angela Acrey Helmer Scientific		
7. Brenda Parker Snyder Noble Industries		
8. Thorpe Miller Indiana Members Credit Union		
9. Esther Lakes Smith Jewelers		
10. Brenda Baker Riverview North		
11. Laurie Dyer T+T Promotions		
12. Michael Jaensson – Blue Sky Technology		

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January 9, 2018

NOBLESVILLE PRESERVATION ALLIANCE

SIGN IN SHEET

Name	email address	phone number
1. Brian Landress	Brian.Landress@gmail.com	317-760-7324
2. Jeanne Clark	jennet_of_lincoln@yahoo.com	317-773-1907
3. Sandy Stewart	mikeandsandyare@comcast.net	317-696-4535
4. JEFF MCCARTY	JEFF@JEFFMCCARTY.com	317-894-8018
5. Nancy Hebel	knhebel@comcast.net	317-937-0463
6. TRENNA S PARKER	tsp@tsplawoffice.com	317-446-1445
7. Mary Dillon	marycatherinemills@gmail.com	2525605199
8. Jeanette Craw	jeanettecraw@att.net	317-370-7524
9. Karla Coltrain	coltrain.karla@yahoo.com	317-600-1480
MIKE CORBETT	mcorbett@hamiltoncountybusiness.com	317-774-7747
Aaron Head	ahead@noblesville.in.us	317-201-7347
Anita Handress	Anita.handress@gmail.com	980-253-8575

THE CITY OF NOBLESVILLE INDIANA

January 10, 2018

NOBLESVILLE PARKS BOARD

IMAGINE DOWNTOWN
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SIGN IN SHEET

Name	email address	phone number
1. Brandon Bennett	bbennett@noblesville.in.us	317-776-6350
2. Scott Noel	snoel@SagamoreReadyMix.com	317-727-5843
3. Laurie Dyer	lauriedyer@gmail.com	317-432-6701
4. Todd Thurston	tthurston@hareauto.com	
5. Nichole Haber	nhaberlin@noblesville.in.us	
6. Bryan Shewared	BRYAN.SHEWARD@KIMLEY-HORN	317-218-956
7. Norman Williams	norm@noblesvilleunited.com	317-698-7274
8. CARL JOHNSON	cjohnson@bsals.com	317.509.3310
9.		
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IMAGINE DOWNTOWN
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January 17, 2018

NOBLESVILLE KIWANIS CLUB

SIGN IN SHEET

Name	email address	phone number
1. Jason Harrmann	jwharrmann3@gmail.com	
2. Jude Byanski	jbyanski@bhclegal.com	
3. Becky Terry	bterry@bgcni.org	
4. TJ Houghtalen	TJ.HOUGHTALEN@GMAIL.COM	
5. David Burns	daburns0@yahoo.com	
6. JOE ARROWOOD	Joearrowood1@gmail.com	
7. JAKE DOLL	JAKEGDOLL@GMAIL.COM	
8. Bob Chance / Carmel Golden K		
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EMBRACE DOWNTOWN
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March 13, 2018

Downtown Streetscape Master Plan Public Meeting

SIGN IN SHEET

Name	email address	phone number
1. Jeff Horstien	Old Picket Fence	317-578-8585
2. Renie Horstien	Old Picket Fence	317-774-1800
3. Jack Raglard	JACKR@COMPLANNINGSTRATEGIES.COM	317-402 8726
4. Andrew Livingston	LIVINGSANDREW@GMAIL.COM	317.361.0979
5. Kurt Meyer	Resident & Realtor	317-847-9258
6. Emily DiRosa	damatteo@sfcglobal	317 523 7708
7. Jennifer Miller	jennifer@handincorporated.org	317 674 8108
8. Anita Landress	Anita.Landress@gmail.com	980-253-8575
9. David Heighway		
10. Otto Mandelin		317 489 7300
11. Thane + Tara Bushong	Bushong@PLMBinc.com	
12. Dennis Grimes	dkgrimes7@yahoo.com	317 385 4083
13. Greg O'Connor	gpoconnor@att.net	317 418 7598
14. Ken Hebel	knhebel@comcast.net	317-219-5265
15. Nancy Hebel	knhebel@comcast.net	317 937 0463
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THE CITY OF NOBLESVILLE INDIANA

EMBRACE DOWNTOWN
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April 10, 2018

Downtown Streetscape Master Plan Public Meeting

SIGN IN SHEET

Name	email address	phone number
1. Shannon Loomis	shannon@kilncreations.biz	317 774 8986
2. Betsy Reason	betsy.reason@gmail.com	317-460-3752
3. Charlie McMillan	mcmillan1963@gmail.com	317-557-1965
4. Julie Kozicki	julie@kozicki.org	317 877 5294
5. Carmen Bromley	bbromley@comcast.net	317-773-5632
6. Caleb Gutshall	cgutshall@noblesville.in.us	
7. Anita Landress	Anita.landress@gmail.com	980-253-8575
8. Brenda Myers	bmyers@hamiltoncountytourism.com	317-997-8172
9. Bob DeBoer	bob@noblesvillechamber.com	317-773-0086
10. Sarah Reed	sreed@noblesville.in.us	317.750.3429
11. Elizabeth Boase	mscheesey1@gmail.com	317-410-3977
12. Gary Bartunek	seven-y7@sbcglobal.net	317-902-2940
13. Amy Shankland	amy.shankland@hotmail.com	317-750-1204
14. Mike Vick	yeshuamyking7@gmail.com	415-309-2847
15. Kitty O'Doherty	kittyodoherty923@gmail.com	317-457-9550
16. Bill Jamieson	miniatonasbill@gmail.com	317-773-0294
17. Debbie Jamieson	jamiesod@prodigy.net	615-598-8468
18. Doug Robinson	MDouglasRobinson@Gmail.com	317.439.6810
19. ~~[illegible]~~		
20.		

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April 10, 2018

Downtown Streetscape Master Plan Public Meeting

SIGN IN SHEET

Name	email address	phone number
1. Toby Fulks	FulksTobyEMAIL.com	317-773-2611
2. Dave Shanik		317-432-3089
3. Larry Gongs		317-710-2585
4. Allison Beller		317-750-8087
5. Alaina Shonkwiler		317-750-3768
6. Seth Warren	swarren@riverview.org	317-776-7106
7. Joanie Drizin		317 490 1980
8. Josh Drizin	josh@bromouse.com	317 417 4246
9. Rick Heflin	NEWMETALART@YAHOO.com	317 445 7157
10. Mike Partin	MPartin@FinanceofAmerica.com	765.717.3979
11. Tawni Partin	tawnipartin@gmail.com	317.385-5830
12. Jeff Hoistein	—	—
13. Rosie Hoistein	oldpicketfence46060@yahoo.com	
14. Jack Ragland	JACKR@CorePlanningStrategies.com	
15. Marysue Rowland	@gmail.com	317-840 4303
16. Jayne Scott	jscott1947@sbcglobal.net	317.727.8128
17. Raymond Howell	RJHOWELL9149@COMCAST.NET	317-403-9096
18. Judy Nichols	NICHOLSONJTH@comcast.net	317-776-8023
19. MIKE CORBETT	mcorbett@hamiltoncounty business.com	317-774-7747
20. Robert Herrington	rherrington@noblesville.in.us	

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April 10, 2018

Downtown Streetscape Master Plan Public Meeting

SIGN IN SHEET

Name	email address	phone number
1. Mike + Cindi Nemeth	cnemeth6@comcast.net	317-773-5754
2. Stan Haas	haasstan@hotmail.com	773-357[illegible]
3. ERIC DODANE	RDodane@aol.com	317-702-3613
4. Jeanne Clark	jennet-of-lincoln@yahoo.com	317-773-1907
5. Penny Conner	RPConn@Comcast.net	317-872-2680
6. Jim Anderson	janderson@thesandsgroup.com	317 439-9836
7. Rori Anderson	info@linden-treegifts.com	317 417-1744
8. Emily DiRosa	damatteo@sbcglobal.net	317 5237708
9. SUSAN MILLER	SKMILLER@GMAIL.COM	317-219-9337
10. Kay Richards	KSR41@aol.com	317-439-3159
11. Beth Forst	bethhteb122@gmail.com	317.695.7747
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Appendix B
Meeting Presentations

Noblesville Downtown District Master Plan

In Collaboration with
The Downtown District Committee
and the
City of Noblesville

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Noblesville Downtown District Master Plan

context DESIGN Kimley»Horn VERIDUS GROUP peterson ARCHITECTURE

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Downtown District Boundary

This Plan DOES...

- Pull ideas from several previously adopted plans
  - Noblesville Alternative Transportation Plan (2015)
  - PLANoblesville (2016)
  - Noblesville Downtown Parking Study (2016)
  - Cultural Arts Blueprint (2016)
  - Alley Activation Plan (2016)
  - Downtown Strategic Development Plan (2007)
- Include new ideas developed during this planning process
- Lead to a prioritized action plan that recommends hardscape and landscape enhancements for the downtown district.
- Take into consideration the comments already received from various stakeholder groups

This Plan DOES NOT…

- Evaluate or make recommendations for private businesses, residences or property outside the Public Right-of-Way
- Make recommendations about the train
- Reduce parking until there is a plan in place / constructed to solve the parking shortage as identified by the Noblesville Downtown Parking Study
- Make recommendations that detract or remove the existing historical quality already found in downtown

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Work Completed to Date:

- Committee Member Fieldtrip
  - Zionsville, IN
  - Speedway, IN
  - Columbus, IN
- Groups we have met with:
  - Noblesville Chamber of Commerce
  - Hamilton County Tourism Board
  - Noblesville Arts Commission
  - Noblesville Parks and Recreation Board
  - Rotary – morning and noon
  - Lions Club
  - Kiwanis – morning and noon
  - Noblesville Main Street
  - Noblesville Preservation Alliance
  - Nickel Plate Arts Board
- Main Street Open House – Week of March 5th
- In-Person Surveys – Saturday, March 3rd
- Online Survey (767 responses as of 3/12)…WOW!

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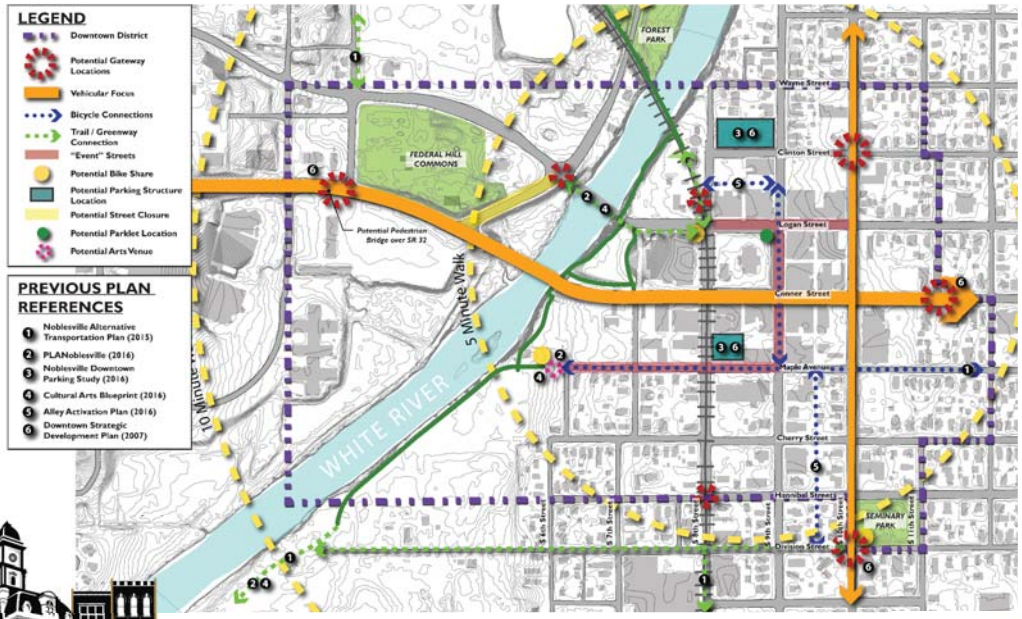
Analysis



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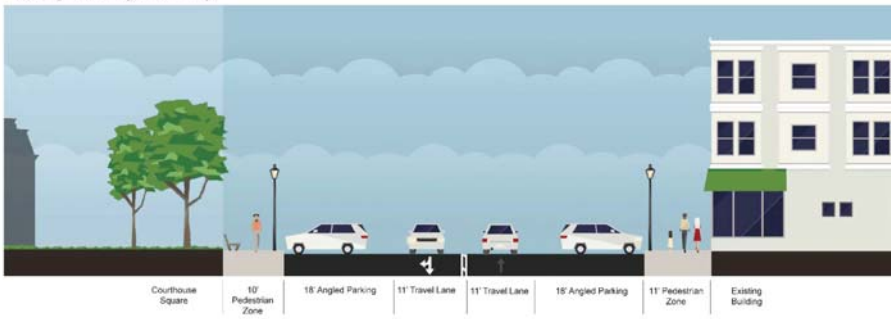
9th Street – Existing Condition

Existing - 80' Right-of-Way



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9th Street – Streetscape Analysis

- (−) Flower pot covers signage
- (+) Annuals add color to the streetscape
- (+) Wayfinding signage, newspaper bins, light poles, and banners
- (−) Outdoor seating limits sidewalk space for pedestrians
- (+) Provides a place for people to enjoy outdoor dining and visiting
- (−) Bikes are not allowed on downtown sidewalks
- (+) Star brick paver identifies amenities zone and reflects historic character of the area

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9th Street – Potential Improvements

- Streetscape amenities remain along curb
- Additional space provides a more comfortable area for pedestrians

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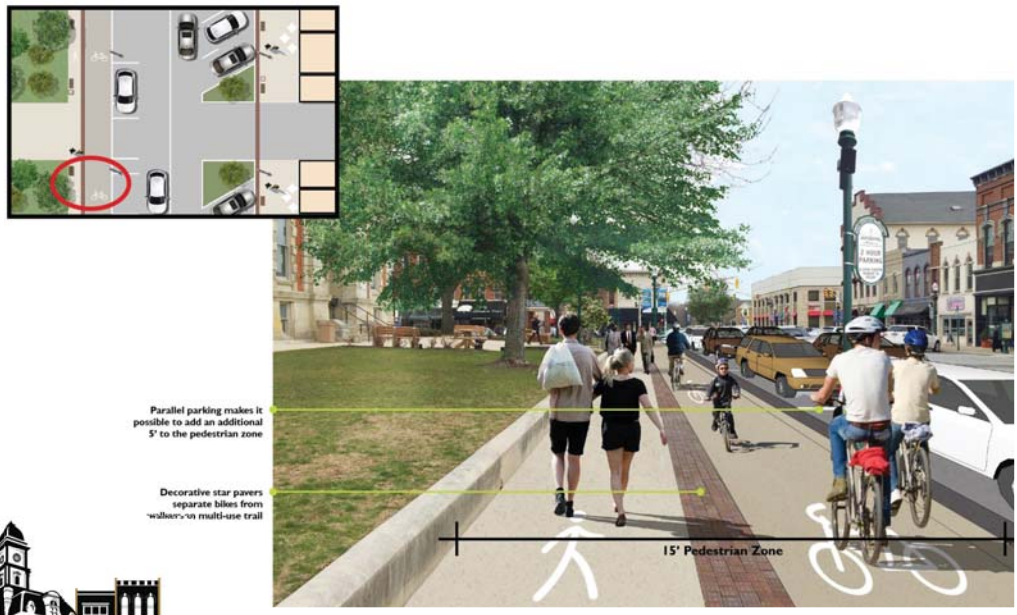
9th Street – Potential Improvements



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9th Street – Potential Improvements

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Streetscape Elements - Sidewalks

- **Wide sidewalks provide space for pedestrian activity and streetscape amenities.**

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Streetscape Elements - Gateways

- **Gateways help to define the edges and key locations within a district. They serve as a visual cue for people when they enter an area. The size of the gateway needs to reflect its surroundings.**

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Streetscape Elements - Lights

- **Catenary, or overhead string lights strung across a street or alley create a unique look and pedestrian-scaled feel to a space.**

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Streetscape Elements - Parklet

- **A temporary outdoor seating area that is setup during warmer months (in place of a parking space or two) when walking a little farther is pleasant. In the winter, this temporary element is removed to provide parking closer to the storefronts. A parklet is not designated to a specific business or retailer. It is intended to be public.**

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Streetscape Elements – Sense of Place

- **A strong identity that is deeply felt by inhabitants and visitors.**

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Streetscape Elements – Bump-outs

- **Bump-outs decrease traffic speed and provide locations for street trees that are further away from buildings and store front signage.**

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Streetscape Elements – Parking Structure

- A parking structure in a downtown area helps to alleviate parking issues and can be combined with a mixed-use development to keep businesses on the ground floor. The architectural character of the structure should match its surroundings

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Streetscape Elements – Public Art

- Incorporating public art into the streetscape creates a unique and memorable place and gives local artists a place to display their work.

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Streetscape Elements – Alley Activation

- **Activation of public spaces happens when a community decides to actively use the space for things such as community events, dining, public art displays, recreation, walking, and biking.**

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Streetscape Elements – Street Closure

- **An artistic vertical element that doubles as a street closure barricade for special events. The street department currently spends many hours closing down streets for more than 30 special events annually.**

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Streetscape Elements – Utility Module

- A permanent location for utility hook-ups such as power and water. The hub helps with the logistics of special events and make things easier for the street department and local vendors.

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Streetscape Elements – Event Street

- A street with a special treatment, sometimes curbless, that allows for a seamless transition when closed down for special events.

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Streetscape Elements – Trail System

- **A system of paths that provide opportunities for recreation, as well as an alternate means of transportation to various destinations and locations throughout the City.**

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Streetscape Elements – Historic Character

- **A significant component that is the basis for creating a strong sense of place. Historic character is already existing within downtown Noblesville and should be maintained.**

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Streetscape Elements – Bike Share

- **Rental bikes provided for public use within Noblesville.**

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Streetscape Elements – Connection to White River

- **The development of parks and other public spaces along the rivers edge, as well as locations to physically access and engage these areas.**

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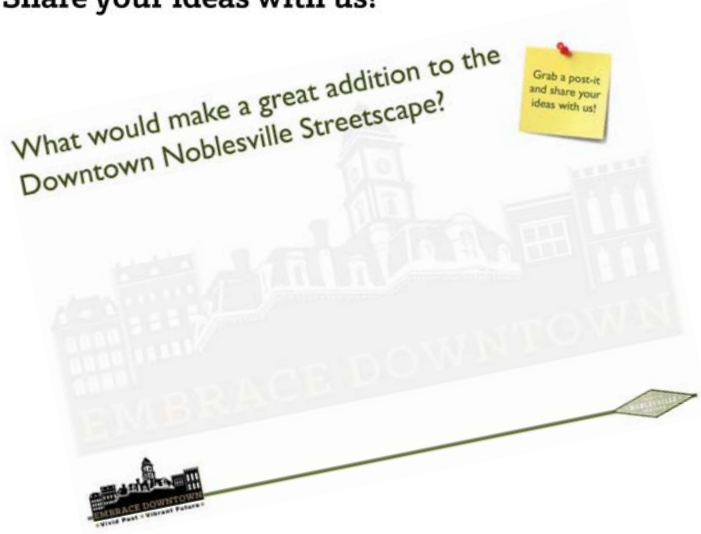
Streetscape Elements – Street Lights

- **An important element in the streetscape to provide security, identify with the character of the area, and create a strong visual element for defining the district.**

Streetscape Elements – Site Furnishings

- **Street furnishings, such as litter receptacles, planters, benches, bollards, and bike racks that strengthen the existing character and definition of the district, and provide amenities for pedestrian comfort.**

Share your ideas with us!



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What is next?

Please come and give your feedback on the next layer of ideas!

Presentation of Draft Plan
Tuesday, April 10th, 2018 – 5:00 pm

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THE CITY OF NOBLESVILLE INDIANA

Noblesville Downtown District Master Plan

In Collaboration with
The Downtown District Committee
and the
City of Noblesville

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Noblesville Downtown District Master Plan

context DESIGN
Kimley»Horn
VERIDUS GROUP
peterson ARCHITECTURE

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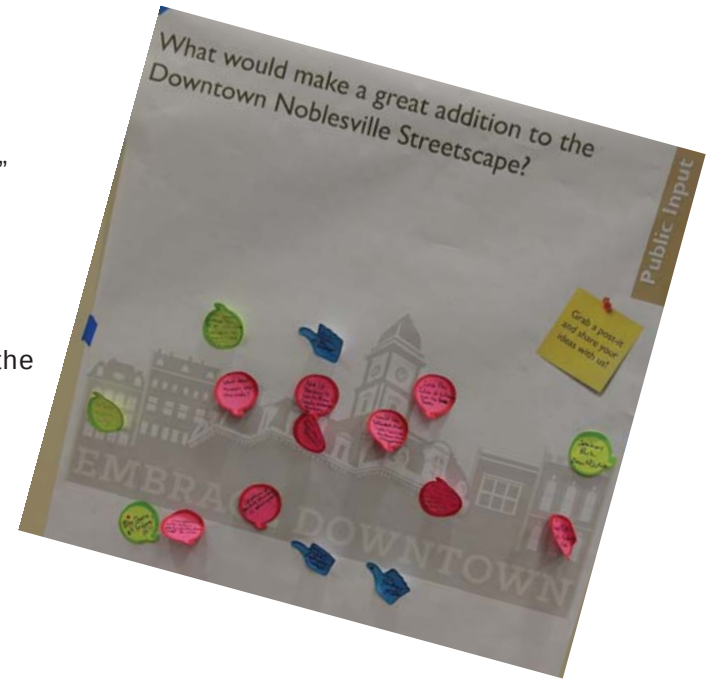
Public Meeting #1 – March 13, 2018

Public Meeting #1 – What we heard…

- "Love the idea of Gateway over the Roads."
- "Live Music in the Alleys."
- "…organic borders are fine."
- "Would like different street lights. Don't like the green acorn with fogged globes."
- "Bike Share at Federal Hill."
- "No bikes, walking only."



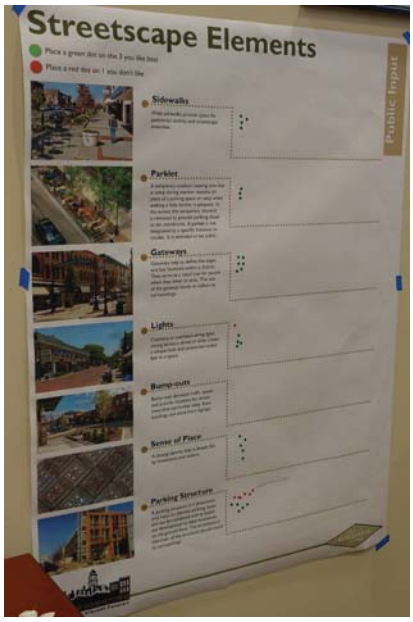
Public Meeting #1 – What we heard…

Likes

- Historic Character (10)
- Gateways (6)
- Sense of Place (5)
- Utility Module (5)
- Street Closure (5)
- Public Art (5)
- Parking Structure (5)
- Alley Activation (4)
- Sidewalks (4)
- Lights (4)
- Parklet (3)
- Bike Share (3)
- Trail System (2)
- Street Lights (2)
- Connection to White River (1)
- Site Furnishings (1)
- Café Seating (1)
- Event Street (1)

Dislikes

- Lights (1)
- Street Closure (1)
- Bike Share (1)
- Street Lights (2)
- Café Seating (3)
- Parking Structure (6)



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Stakeholder Info

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Online Survey

801 responses

Respondents listed themselves as the following:

- Visitors to Noblesville
- Noblesville Residents
- Working in Noblesville, but not Residents
- Owning a Business in Noblesville
- Owning Commercial Property in Noblesville

Age ranges of respondents:

- 18-24 years old (42.9%)
- 25-44 years old (43.7%)

On-Site Survey

42 participants (residents and visitors)

- **Likes: Shopping, dining, charming, retro, walkability**
- **Desires: entertainment options, night-time activities/events, places for youth, variety of shopping/dining options**

What is your favorite thing about Downtown Noblesville?

Historic Character (68.0% of all respondents)

Respondents overwhelmingly identified their favorite part about Downtown is its historic character. Responses came from 72.2% of visitors, 74.6% of residents, 74.5% of Downtown workers, and over half of business and property owners.

Trains and Indiana Transportation Museum

Visitors and residents answered they liked the Indiana Transportation Museum, citing it as one of their favorite things about Downtown, while some residents commented that they missed the trains. However, workers, business owners, and property owners did not comment similarly on these topics.

Other Favorites

Parks and Trails (23.2% of all respondents)
Dining Opportunities (22.4% of all respondents)
Special Events (20.3% of all respondents)
Shopping Opportunities (16.9% of all respondents)

What is your least favorite thing about Downtown?

Lack of convenient parking (34.3% of all respondents)
Respondents commented on the two-hour parking limit is too short of a timeframe, creating burdens for residents and visitors who want more time to explore downtown without worrying about Parking Enforcement.

Too much traffic (27.7% of all respondents)
Various people unfavorably mentioned the busy traffic along Conner Street and poorly timed traffic lights.

More variety of stores or businesses desired (26.8% of all respondents)
Respondents cited a need for more diverse, unique non-chain restaurants, including more family-friendly and high-end dining options.

Additionally, respondents cited a lack of entertainment options Downtown, including the need for more music/theater venues, activities for families and children, and nightlife options for adults.

Recommendations

Based on anecdotal evidence from key stakeholders, including City staff, public officials, investors, and business leaders, Veridus recommends the following:

Amplify communication regarding Downtown
Increase staff and/or contractors to assist in the external communication regarding Downtown Area infill opportunities, events, activities, etc.

Improve entertainment options
Stakeholders are thirsty for entertainment options of all ranges, including family-friendly activities/places, night-life, and more

Boost locally-owned restaurants/gathering places
Residents and visitors alike desire a more variety of restaurants, bars, and experiential-dining in the Downtown Area

Demographic Analysis

Demographic Findings and Recommendations:

1. Adapt Downtown for Young Professionals and Retired Seniors

Noblesville's population growth has been focused on young adults (20's and early 30's) and people around retirement age (65-74 years). These two age groups have similar preferences for low maintenance, multi-unit, or small detached housing. These options are worth exploring to add housing diversity and availability to downtown.

2. Low Unemployment: Challenges for Employers and City Government

Businesses planning to expand or relocate to Noblesville will be competing against other employers to draw talented people from existing jobs or recruit new talent to the region. Because of these factors, companies may have to offer higher pay and better benefits. The City of Noblesville will need to continue to invest in quality of life and quality of place features that will make Noblesville stand out as an attractive place to work and live.

3. Determine how young adults feel about Downtown

The greater Noblesville Area has a higher proportion of people in their mid-20s' and early 30's than in the Downtown Area. Typical millennial preferences for urban living, walkability, less reliance on cars, and proximity to jobs should make living downtown ideal for this demographic group. It is worth determining what factors, including housing preference, availability and price, are preventing millennials from moving Downtown.

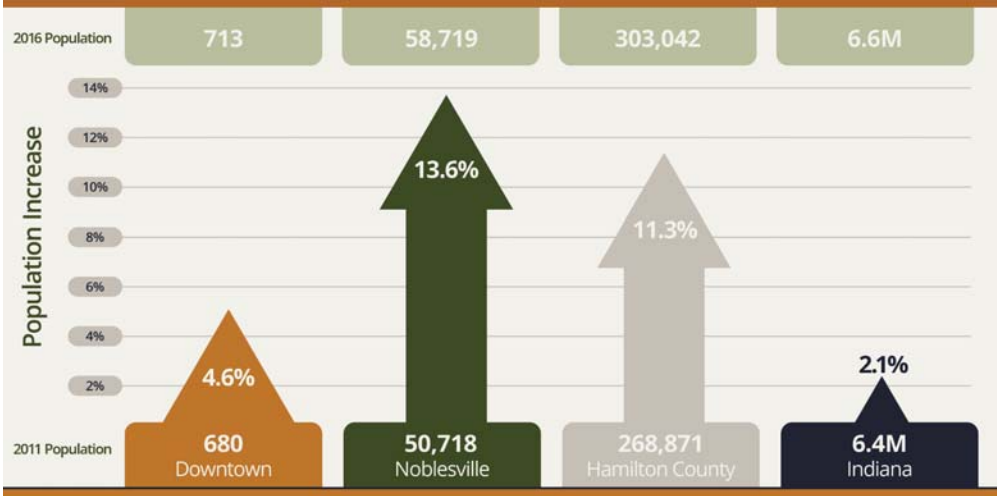
4. Lots of people "experience" Downtown on a daily basis

The daytime population of Downtown increases five-fold as a result of people coming in to work downtown, but who do not live there. Downtown traffic counts suggest nearly 30,000 vehicles are passing along Conner Street on a daily basis. With so many people experiencing Noblesville's Downtown Area, every day is an opportunity to make that experience a memorable one, that will have people talking and recommending it to friends and family.

Note: Some of these recommendations build off of the finding from "Noblesville Residential Market Analysis - Housing Analysis: Trends, Factors, and Strategies," prepared by Greenstreet Ltd. October 31, 2016

Population Size & Growth (2011-2016)

Noblesville has a fast-growing population, located in fast-growing Hamilton County.



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Daytime Population (2017)

Daytime Population measures how many people are living and working in a region during typical Monday to Friday business hours. This is the customer base for businesses that depend on frequent repeat customers like restaurants, banks, and hair salons.

Downtown

During the workday, the Downtown Area population expands by over 5 times its resident population.

720 Resident Population → **3,911** Daytime Population

1/2 of the resident population commutes out.

3,529 workers commute in from elsewhere.

Large Downtown Area employers like City and County Government and Riverview Health make up the majority of the Daytime Population .

Noblesville

The Noblesville Area, which includes everything in the 46060 and 46062 zip codes, has the opposite experience.

During the workday the population shrinks about **20% from 76,166 to 61,173.**

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Market Analysis

Market Analysis Findings and Recommendations:

The following are recommended businesses to attract or retain in the Downtown Area based on strong economic indicators.
Some of these businesses appeal to different segments of the population at different times of the day and week, thus ensuring an active and vibrant downtown.

Pharmacies and Eyeglasses Stores

Pharmacies function as general retail stores, ensuring steady customer traffic from a broad consumer base all week, day and night. Eyeglasses Stores can provide diversity to the Downtown Area's retail options, appealing to consumers across all age groups, but with higher demand from people over the age of 50.

Sporting Goods and Hobby/Craft Stores

Specialized Sporting Goods Stores, Hobby and Craft Stores can appeal to enthusiasts and casual browsers alike. Sporting Goods Stores primarily attract health conscious adults and families with school-age children. Hobby and craft stores are popular with Millennials, as well as aging Baby Boomers who are finding more time on their hands.

Sports Instruction School

Popular due to rising health consciousness among consumers, these businesses can appeal to a broad base of consumers based on classes offered. Examples include: yoga, Pilates, martial arts, and dance studios.

Professional Businesses

Office space on the upper floors of downtown building is ideal of stable white collar businesses that attract low to moderate customer traffic during typical Monday-Friday 9am- 5pm business hours. These include:

- Mortgage and Non Mortgage Loan Brokers
- Insurance Agencies
- Consulting Firms
- Event Promoters

Noblesville Employment by Sector (2017)

The Noblesville Area economy had an estimated 29,311 jobs in 2017.
Below is an overview of the economy by largest industry sectors.

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Number of Businesses in the Downtown Area (2017)

Legal Services made up 11.2% of the establishments in the Downtown Area and 3.3% of jobs.

Compiled by The Verdus Group and SLE Analytics in collaboration with the City of Noblesville.
See Appendix Table 15 for more details.

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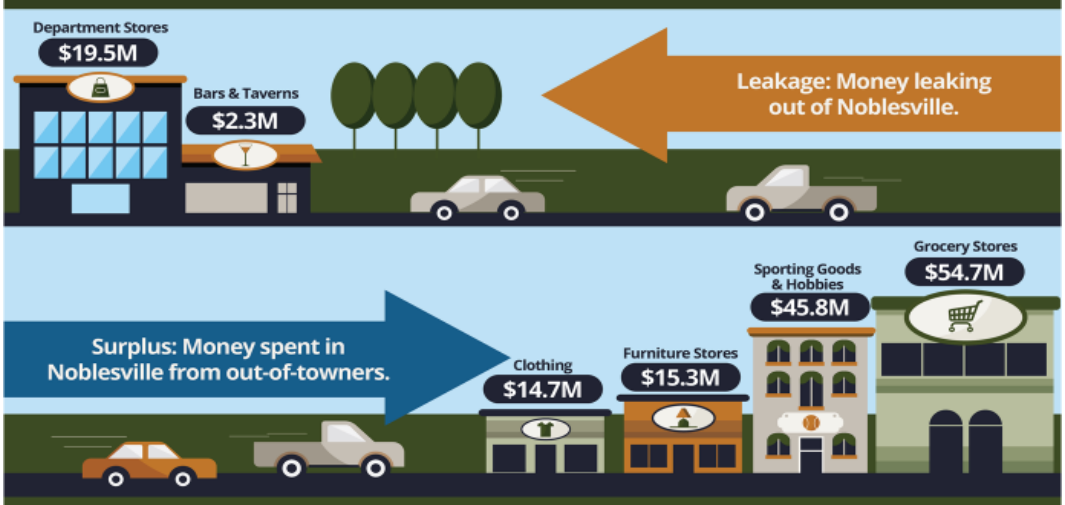
Noblesville Retail Gap Comparison (2017)

The retail gap shows the difference between supply (or sales) and demand (or consumer spending) for retail and food services industries within a specific region.



Source: ESRI Business Analyst version 5.7 (2018).
See Appendix Table 17 for more details.

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Recommendations

The following industries represent a "good fit" for Noblesville's Downtown Area, based on their strengths, specialization, and expected stability in the Noblesville economy. These industries scored well on market indicators such as Jobs Growth (2012-17), Competitive Effect (2012-17) Location Quotient, and Industry Outlook (2017-22).

Upper Level Office

- Event Promoters
- Mortgage Company
- Insurance Company
- Management, Scientific, and Technical Consulting Services

Street-Level Store Front

- Sporting Goods or Hobby Store
- Sports Instruction School
- Pharmacy or Eyeglasses Store

Based on qualitative data received from the online survey and individual interviews, other recommendations include adding restaurants/bars that are locally-owned, as well as entertainment options for a variety of age groups including youth.

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Downtown District Streetscape Master Plan

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Key Elements Map

Legend

1. Downtown District Boundary
2. Gateways
3. Parklet
4. Banners
5. Signage and Wayfinding
6. Street Lights
7. Utility Nodes
8. Bollards / Street Closure Elements
9. Decorative Pavements
10. Site Furnishings
11. 9th Street Reconstruction
12. Logan Street Reconstruction
13. 8th Street and Maple Avenue Intersection
14. Maple Avenue Reconstruction
15. Arts Venue
16. Greenway Connections
17. Bicycle Connections (Alley)
18. Alleys
19. HWY 9 Pedestrian Improvements
20. Parking
21. Public Art
22. Catenary Lights
23. Connection to Depot Park

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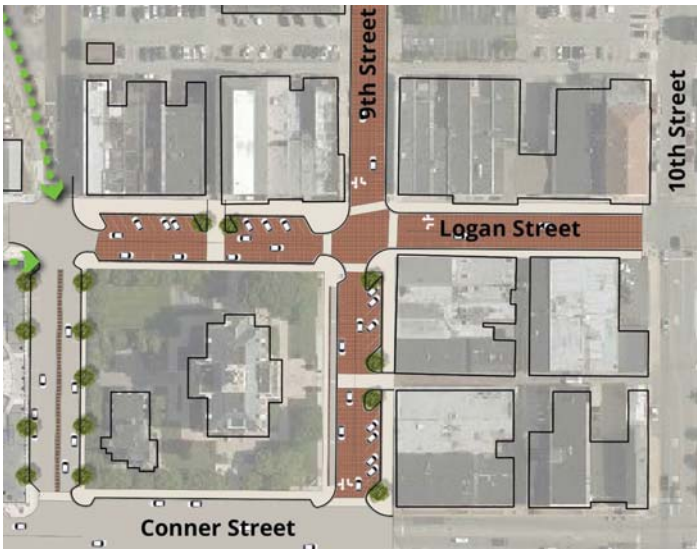
9th Street and Logan Street



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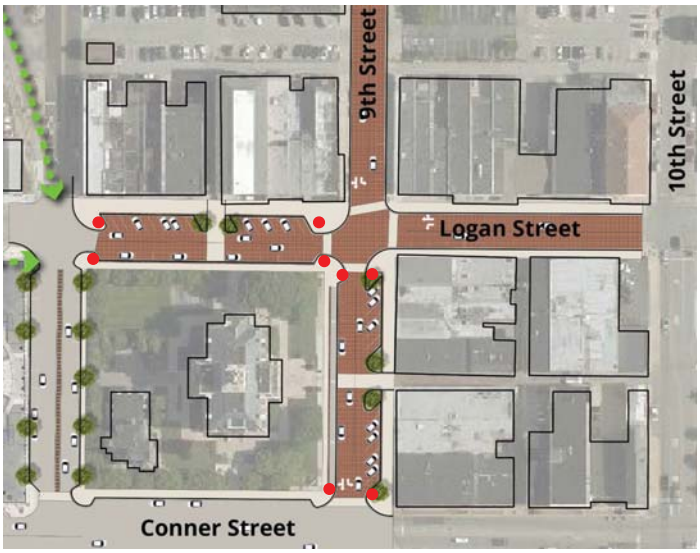
Event Street Gateways



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Parklet

Site Furnishings

Site Furnishings

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Banners

Banner Specifications:
Visibility
Durability
Manufacturers
Dimensions

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Street Lights

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Utility Node

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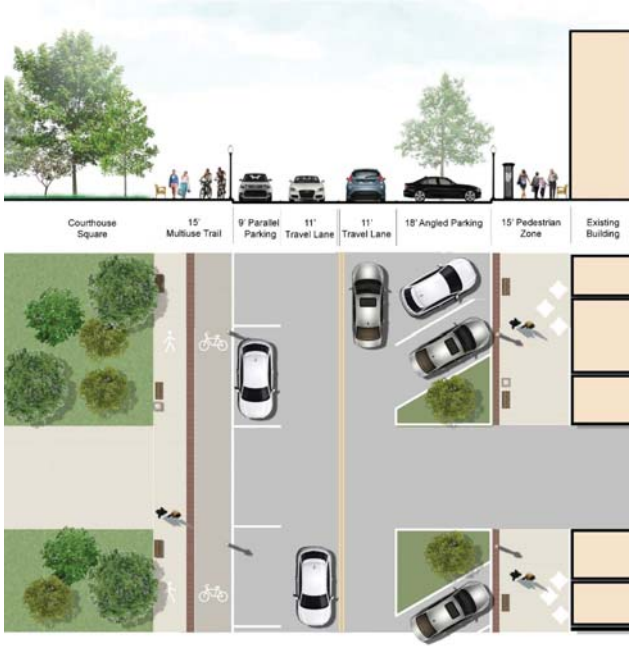
9th Street



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9th Street

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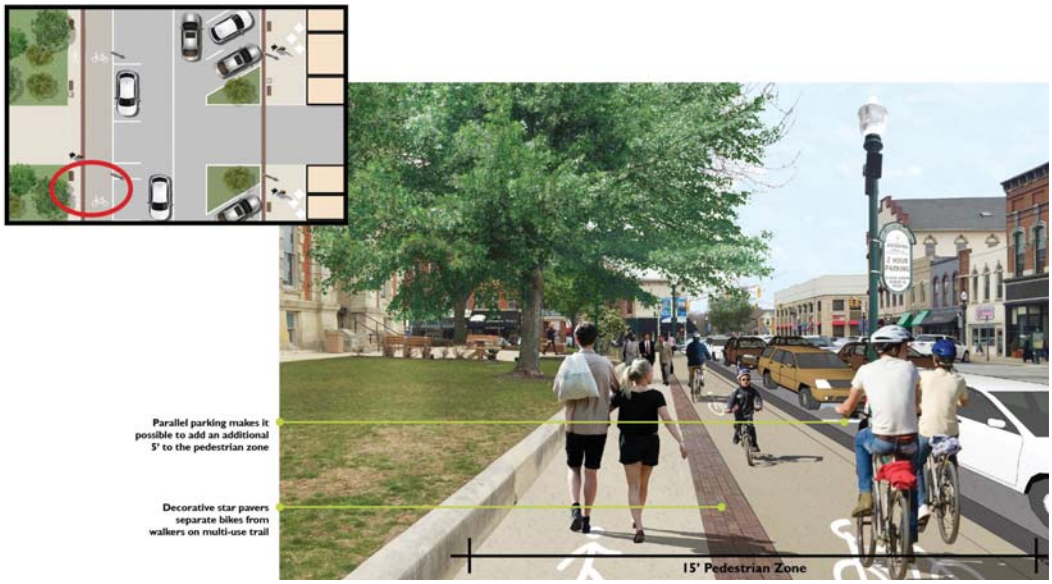
9th Street



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9TH and Logan Perspective

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8th and Maple

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Decorative Paving

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Downtown District Streetscape Master Plan

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Questions?

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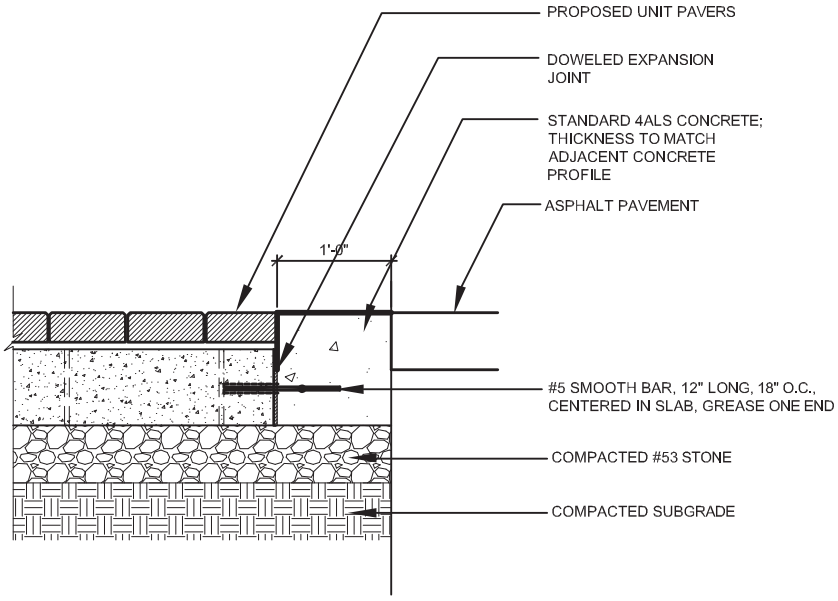
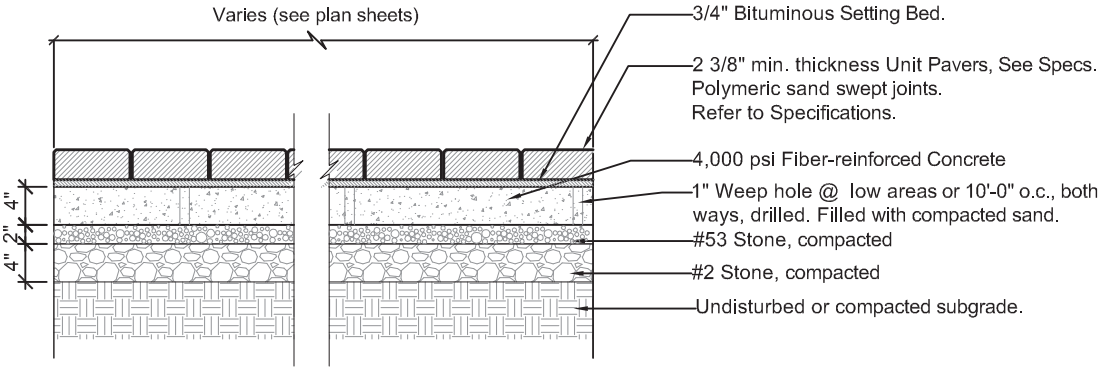


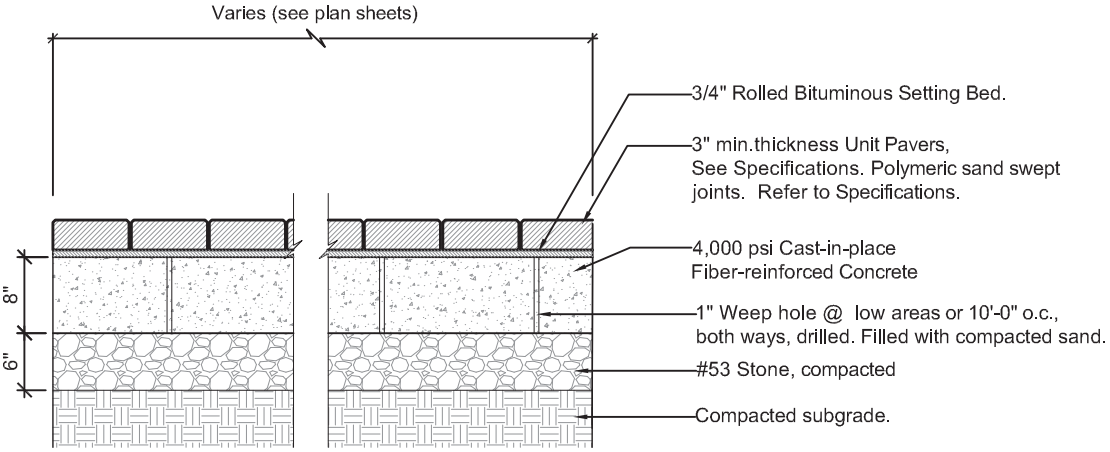
FLUSH CONCRETE CURB

Scale: 3/4"=1'0"



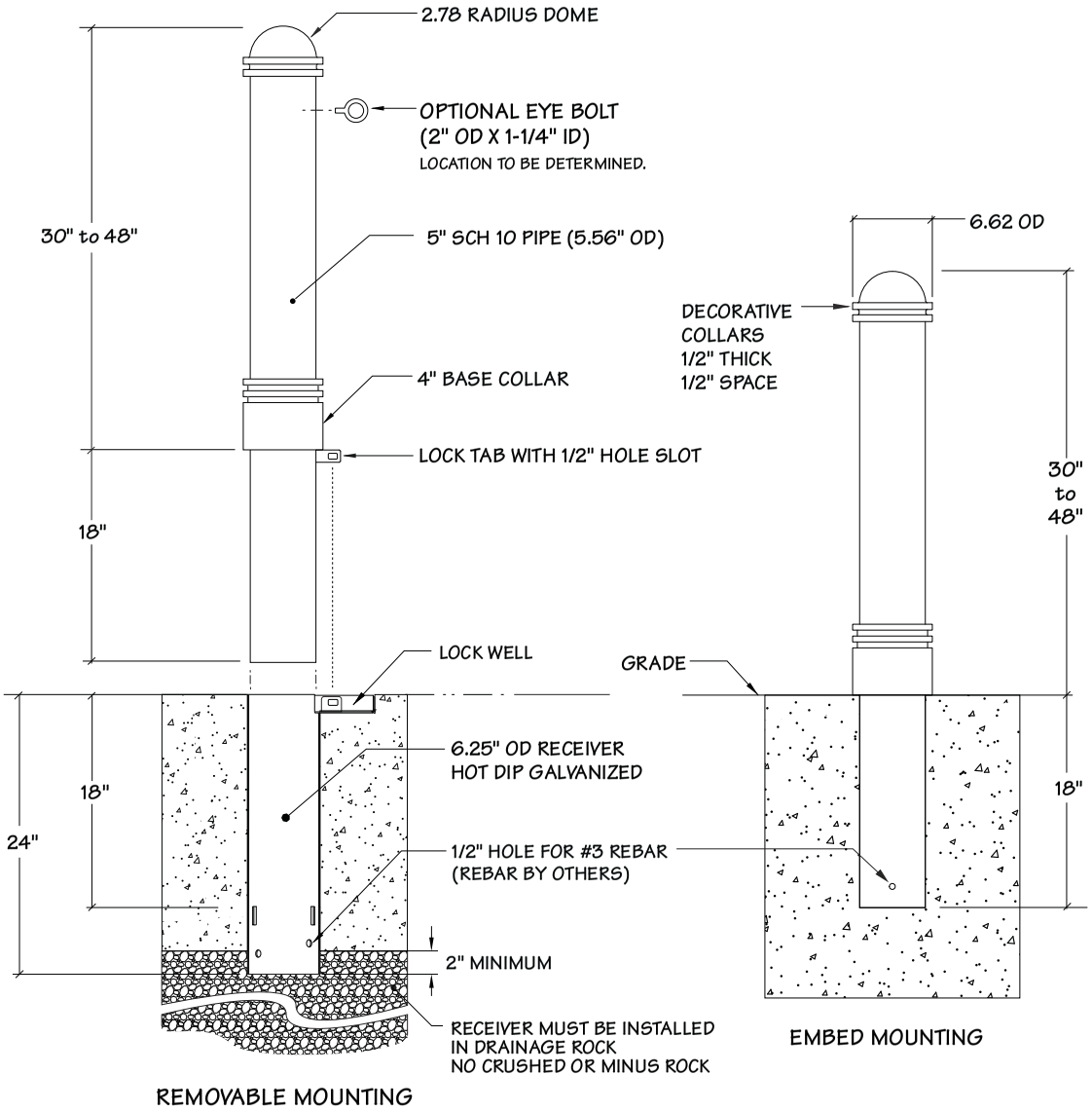
STANDARD UNIT PAVERS

Scale: 3/4" = 1'-0"



UNIT PAVERS WITHIN ROW

Scale: 3/4" = 1'-0"



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SPECIFICATIONS

MATERIAL

The B-3, 6" bollard shall be fabricated with 5" sch. 10 steel pipe (5.56" OD), welded to a cast steel sphere with two 1/2" collars and to a cast steel base with one 4" collar and two 1/2" collars. Steel pipe shall conform to ASTM A53.

The in ground receiver, for **removable bollard only** shall be fabricated with 6.25" OD steel sleeve welded to a 3" x 5" lockwell.

PROTECTIVE COATINGS

Powder Coating: Following fabrication bollards shall be cleaned and treated with an iron phosphate process prior to the coating application. The protective coatings shall be either polyester or polyester TGIC powder. Following application the parts shall be baked until properly cured. The coating shall be a minimum of 4 mils thick on all surfaces.
Options for finish: Corrosion resistant undercoat, strongly recommended
Hot Dip Galvanizing on Receivers: Following fabrication, the receivers shall be hot dip galvanized to standard ASTM A123, 3 to 4 mils thick.

Note: Unless otherwise specified, bollards shall be powder coated a standard FairWeather color.

Options: Sch 40 or Sch 80 pipe, eye bolts, rivets
On removable bollards: receiver cover, lock well cover and padlock.
Mounting: Surface, removable or embed

NOTE:
1. Depth and diameter of installation hole may vary with soil conditions. Consult project engineer for correct dimensions.
2. **REMOVABLE BOLLARDS ONLY: Receiver must be installed in drainage rock. No crushed or minus rock**
Due to soil conditions the amount of drainage needed could vary from as little as 8 inches to 2 feet or more.
Improper installation will void the warranty

Model B-3, 6" Bollards

FairWeather Site Furnishings
360-895-2626 or Toll Free 800-323-1798
Port Orchard, Washington
©1999-2013 Leader International Corporation, FairWeather Site Furnishings division
Notice: These products are proprietary. Numerous designs are patented or patent pending under Leader Manufacturing, Inc.

Street Trees - Large

BOTANICAL NAME:
Ginkgo biloba 'Autumn Gold'
COMMON NAME:
Autumn Gold Ginkgo
SIZE:
45' tall x 25' wide
NOTE:
Use make species only to avoid fruit

BOTANICAL NAME:
Gleditsia triacanthos var. inermis 'Shademaster'
COMMON NAME:
Shademaster Thornless Honeylocust
SIZE:
50' tall x 35' wide
NOTE:
small leaf litter

BOTANICAL NAME:
Taxodium distichum
COMMON NAME:
Bald Cypress
SIZE:
50' tall x 30' wide
NOTE:
needle like leaves; deciduous tree; can tolerate wet conditions

BOTANICAL NAME:
Tilia tomentosa 'Sterling'
COMMON NAME:
Sterling Silver Linden
SIZE:
50' tall x 30' wide
NOTE:
leaves are silver on the underside

BOTANICAL NAME:
Ulmux americana 'Princeton'
COMMON NAME:
Princeton Elm
SIZE:
50' tall x 30' wide
NOTE:
multiple elm cultivars available

BOTANICAL NAME:
Zelkova serrata 'Green Vase'
COMMON NAME:
Green Vase Japanese Zelkova
SIZE:
45' tall x 35' wide
NOTE:
upright form

Street Trees - Small and Medium

BOTANICAL NAME:
Acer grisium
COMMON NAME:
Paperbark Maple
SIZE:
20’ tall x 15’ wide
NOTE:
Peeling bark is very attractive in winter

BOTANICAL NAME:
Carpinus Betulus ‘Fastigiata’
COMMON NAME:
Columnar European Hornbeam
SIZE:
35’ tall x 25’ wide
NOTE:
upright form, naturally lower branches, but can be pruned

BOTANICAL NAME:
Ginkgo biloba ‘Princeton Sentry’
COMMON NAME:
Princeton Sentry Ginkgo
SIZE:
50’ tall x 20’ wide
NOTE:
columnar form; use male species only

BOTANICAL NAME:
Gleditsia triacanthos var. inermis ‘Draves’
COMMON NAME:
Streetkeeper Thornless Honeylocust
SIZE:
20’ wide x 40’ tall
NOTE:
upright form; no thorns

BOTANICAL NAME:
Ostrya virginiana
COMMON NAME:
Ironwood; Eastern Hop Hornbeam
SIZE:
25’ tall x 20’ wide
NOTE:
very hard and dense wood

BOTANICAL NAME:
Syringa reticulata ‘Ivory Silk’
COMMON NAME:
Japanese Tree Lilac
SIZE:
20’ tall x 15’ wide
NOTE:
upright form

Appendix D

Market Analysis

Downtown Noblesville

Demographic and Market Analysis 2018

VERIDUS GROUP

SLE ANALYTICS

NOBLESVILLE INDIANA

Infographics Designed by Chris M Brock

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Slide 7 Key Findings and Recommendations

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Introduction

Introduction

Acknowledgements
This Market Analysis is the result of a collaboration among City staff, public officials, stakeholders, and business leaders. The Veridus Group and SLE Analytics acknowledges the leadership and feedback provided by the City of Noblesville and the numerous individuals who shared their time and perspectives during in-person interviews and online surveys. The Veridus Group would also like to thank the city's leaders and staff, particularly the Downtown Committee, who provided pertinent and strategic guidance and leadership for this project.

Introduction
This Demographic and Market Analysis evaluates key features and trends of the Noblesville Downtown Area and the greater Noblesville Area, including demographics and employment by industry. Its purpose is to inform the Noblesville Downtown Streetscape Master Plan by providing the current state of Noblesville's downtown economy, identifying prominent current businesses, and determining targets for business attraction. Data was analyzed at the NAICS 2-digit and 4-digit levels in order to provide an accurate assessment of both the broad industry sectors and their specific commercial activities for accurate economic development planning. The methodology includes evaluating the following:

- Downtown Area businesses
- Employment in the Downtown Area
- Regional Gap Analysis
- Regional business concentration
- National industry trends

Downtown Study Area for Streetscape Master Plan

The two primary regions analyzed in this report are Noblesville's Downtown Area and the City of Noblesville Area.

Downtown Area

The Noblesville Downtown area ("Downtown area") is the region defined for the purposes of the Downtown Streetscape Master Plan, bordered on the north by Wayne Street, on the east by 11th Street, on the south by Hannibal Street and on the west by roughly where John Street is located. Seminary Park and Riverview Hospital were also included in the analysis.

Demographic and employment data for this region was modelled by ESRI Business Analyst, and results may have included nearby areas with high business concentrations such as the section of State Road 37 to the east.

Source: Context Design

Region of Analysis - Noblesville

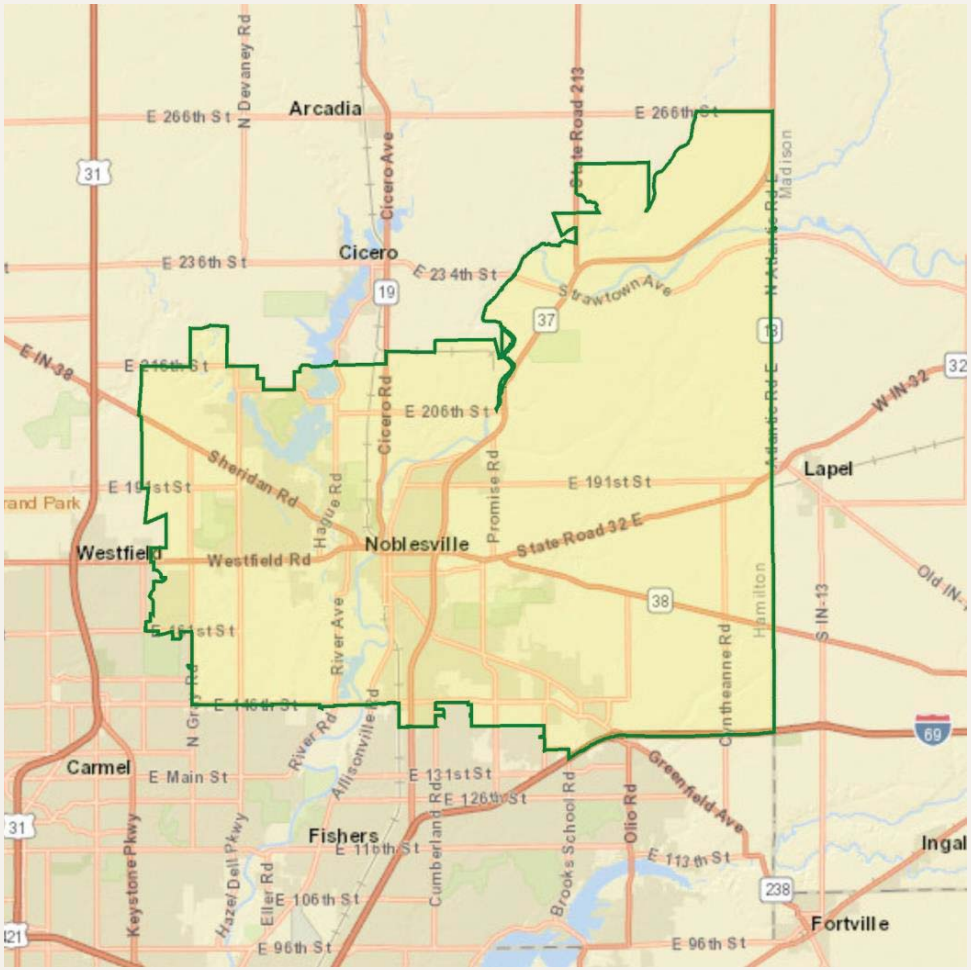
Noblesville Area

Demographic data from the U.S. Census Bureau is collected by census tract and generally follows the City of Noblesville political boundaries.

However, ESRI and EMSI data use the 46060 and 46062 Zip Code Tabulation Areas (ZCTA) to approximate industry and market data for the City of Noblesville. This area is referred to in the report as the "Noblesville Area."

The U.S. Postal Service Zip Codes are not descriptive of a specific geographic area, but instead describe collections of mail delivery routes based on individual addresses. Census blocks overlap with mail routes imperfectly, therefore, a ZCTA is created by the U.S. Census Bureau to reflect generalized representations of zip code coverage, but do not reflect a well-defined geographic boundary.

Map of the Noblesville Area (46060, 46062)



Source: ESRI Business Analyst version 5.7 (2018)

Key Findings and Recommendations

Demographic Findings and Recommendations:

Adapt Downtown for Young Professionals and Retired Seniors
Noblesville's population growth has been focused on young adults (20's and early 30's) and people around retirement age (65-74 years). These two age groups have similar preferences for low maintenance, multi-unit, or small detached housing. These options are worth exploring to add housing diversity and availability to downtown.

Low Unemployment: Challenges for Employers and City Government
Businesses planning to expand or relocate to Noblesville will be competing against other employers to draw talented people from existing jobs or recruit new talent to the region. Because of these factors, companies may have to offer higher pay and better benefits. The City of Noblesville will need to continue to invest in quality of life and quality of place features that will make Noblesville stand out as an attractive place to work and live.

Determine how young adults feel about Downtown
The greater Noblesville Area has a higher proportion of people in their mid-20s' and early 30's than in the Downtown Area. Typical millennial preferences for urban living, walkability, less reliance on cars, and proximity to jobs should make living downtown ideal for this demographic group. It is worth determining what factors, including housing preference, availability and price, are preventing millennials from moving Downtown.

Many people "experience" Downtown on a daily basis
The daytime population of Downtown increases five-fold as a result of people coming in to work downtown, but who do not live there. Downtown traffic counts suggest nearly 30,000 vehicles are passing along Conner Street on a daily basis. With so many people experiencing Noblesville's Downtown Area, every day is an opportunity to make that experience a memorable one, that will have people talking and recommending it to friends and family.

Note: Some of these recommendations build off of the finding from "Noblesville Residential Market Analysis - Housing Analysis: Trends, Factors, and Strategies," prepared by Greenstreet Ltd. October 31, 2016

Key Findings and Recommendations

Market Analysis Findings and Recommendations:

The following are recommended businesses to attract or retain in the Downtown Area based on strong economic indicators. Some of these businesses appeal to different segments of the population at different times of the day and week, thus ensuring an active and vibrant downtown.

Professional Services Businesses
Office space on the upper floors of downtown building is ideal of stable white collar businesses that attract low to moderate customer traffic during typical Monday-Friday 9am- 5pm business hours. These include:

- Mortgage and Non Mortgage Loan Brokers
- Insurance Agencies
- Consulting Firms
- Event Promoters

Pharmacies and Eyeglasses Stores
Pharmacies function as general retail stores, ensuring steady customer traffic from a broad consumer base all week, day and night. Eyeglasses Stores can provide diversity to the Downtown Area's retail options, appealing to consumers across all age groups, but with higher demand from people over the age of 50.

Sporting Goods and Hobby/Craft Stores
Specialized Sporting Goods Stores, Hobby and Craft Stores can appeal to enthusiasts and casual browsers alike. Sporting Goods Stores primarily attract health conscious adults and families with school-age children. Hobby and craft stores are popular with Millennials, as well as aging Baby Boomers who are finding more time on their hands.

Sports Instruction School
Popular due to rising health consciousness among consumers, these businesses can appeal to a broad base of consumers based on classes offered. Examples include: yoga, Pilates, martial arts, and dance studios.

Key Findings and Recommendations

Qualitative Analysis Findings and Recommendations:

Based on anecdotal evidence from individual interviews and the online survey of community stakeholders, City staff, businesses, investors, and civic leaders, the Veridus team offers the following recommendations to enhance business investment into the downtown area.

Amplified Communication
The community and City staff distinctly identified a need of increased communication on the Downtown vacancies, business/investor opportunities, and overall business climate. Current communications staff provide excellent notices on a variety of topics. However, peer cities in Hamilton County have additional staff—typically three staff members—to help amplify messaging and connect with audiences across a variety of demographics and markets. Strong competition in economic development necessitates increased communication efforts, including potentially adding additional staff and/or increasing marketing and communication partnerships with organizations across the community.

Support Upper Floor Redevelopment
As with most historical downtowns, buildings on and near the downtown square are generally not ADA accessible. Furthermore, attracting business and residents to historical buildings can be challenging without elevator access. Currently, there are nine buildings in the downtown area that have working elevators, with only 3 of those available for small business and/or residences. While installing elevators might increase investment into the downtown, the cost is considerable. The City of Noblesville and its partners should consider creative incentives for upper floor redevelopment when buildings become vacant.

Improve entertainment options
Stakeholders crave entertainment options of all ranges, including family-friendly activities/places, night-life, and more. A mix of entertainment venues and initiatives will enhance the downtown atmosphere, attracting locals and visitors.

Boost locally-owned restaurants/gathering places
Residents and visitors alike desire a greater variety of restaurants, bars, and experiential-dining in the Downtown Area. While many surveyed appreciate and enjoy existing restaurants, there is demand for increased experiential venues.

Key Findings and Recommendations

Update Data Annually, including:

Vacancy Rate Calculations
By definition, the vacancy rate is one of the most important measures for determining market conditions. Typically, vacancy rates will change before rents or sales prices, providing a good indicator of real estate conditions. The City can work with real estate partners, property owners, and Noblesville Main Street to annually evaluate the downtown commercial and residential vacancy rate.

Property Owner and Market Research
In order to more effectively track market trends, City staff and Noblesville Main Street can collaboratively update property owner data including . While some property owner data was collected anonymously via an online survey, Noblesville Main Street

Stakeholder and Visitor Input
To ensure City and partner organizations' policies and initiates align with stakeholder and community demands, Veridus recommends surveying stakeholders, business leaders, and the community at large about the types of activities, businesses, and retail options desired and/or needed. This data will help inform real estate developers, policymakers, and business owners arrange their projects accordingly.

SOAR: Strengths, Opportunities, Aspirations, Results

In order to help assess and organize the best ways for Downtown Noblesville's to elevate its economic prosperity. The SOAR Analysis below looks at the downtown's strengths (what can we build on?), opportunities (what are our stakeholders asking for?), aspirations (what do we care deeply about?), and results (how do we know we are progressing?).

Strengths
- Historical character
- Numerous assets including Riverview Hospital, City and County government offices, SR 32
- Innovative businesses, such as Blue Sky Technology, Parker Mortgage and Media, among others
- Physical assets, such as the White River, trails, parks
- Low vacancy rate

Opportunities
- Parking garage to service downtown visitors and workers
- Communication on vacancy and rehab opportunities, especially on upper floors
- White River Master Plan with Hamilton County Tourism, Inc. and municipal partners
- Professional offices to be moved to 2nd or 3rd levels to increase retail establishments on first floor

Aspirations
- Activation of the White River connectivity, programming, and experience
- 2nd and 3rd floor spaces renovated and functional both for residential and commercial use
- Additional variety of retail and commercial businesses that attract a variety of generations and foot traffic during different times of the day

Results
- Benchmarking investment and ownership in the Downtown Area
- Resources needed to implement recommendations
- Communication campaign specific to downtown investment and opportunities

Upper Floor Opportunities

Veridus gathered abundant anecdotal evidence from City staff, property owners, and community leaders indicating a desire and potential need for increased upper-floor commercial and residential rehabilitation. Objectively, stakeholders desire to have full utilization of Downtown buildings, reduce vacancy (although current vacancy rates are low), and address barriers associated with the reuse of older buildings, preserve and maintain buildings located in the Downtown Area, and to encourage continued growth of businesses and residences. In the past few years, there have been compelling examples of private investors and business owners renovating historical buildings – formerly warehousing -- to commercial and/or residential use exist. The Parker Mortgage and Media building is a great example of this rehabilitation, including a mix of retail and a brewery on the first floor with office space on the second and third stories.

Regarding vacancy, in 2018 the City Economic Development Department estimates the vacancy rate to be 1% for space actively listed for lease or sale within one block of the Downtown Square. Currently, there are a few spaces not actively listed for lease or sale, but do not have a current tenant. They are awaiting interior improvements prior to be listed on the market. Furthermore, there is no current vacancy data for second and third floor space or individual suites within a building that do not have a storefront. The City is actively working on collecting and analyzing this data in 2018 and beyond.

Downtown Investment

Since 2011, the City of Noblesville has tracked investment in the downtown based on the allocation of public funding for façade grants. The table below shows how public dollars have been used to leverage provide investment and outside grant funding for improvements to the Downtown district.

Year	City Funds	State Funds	Misc Funds	Total
2011	$102,637	$0	$168,646	$271,283
2012	$440,894	$0	$5,642,905	$6,083,799
2013	$1,110,218	$50,000	$379,645	$1,539,863
2014	$949,801	$537,500	$376,188	$1,863,489
2015	$217,104	$0	$114,250	$331,353
2016	$955,262	$1,535,000	$3,000	$2,493,262
2017	$275,501	$0	$65,751	$341,252
Total	**$4,051,416**	**$2,122,500**	**$6,750,385**	**$12,924,302**

Source: City of Noblesville Economic Development, Engineering, and Street Departments
Note: Project costs not directly attributed to City funds are based on project estimates and are not "as--built" figures.
Misc. Funds are denoted as grants or private investment dollars and are estimated from the involved entities.
See Appendix Table A1 for more details.

Online Survey Summary

Introduction

An online survey titled **"Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan"** was distributed by the City of Noblesville from February 22 - March 16, 2018. There were a total of 801 responses. Respondents were asked to classify themselves by age group and in terms of their relationship to Noblesville.

Respondent Types

Respondents listed themselves as the following: (respondents could choose more than one option)

- 58 Visitors to Noblesville
- 667 Noblesville Residents
- 63 Working in Noblesville, but not Residents
- 59 Owning a Business in Noblesville
- 11 Owning Commercial Property in Noblesville

Respondent Age Groups

The proportion of age groups generally reflected those of the City of Noblesville's population, with the majority falling in the 25-44 and 45–64 year age groups, combined. Respondents younger than 24 years old and older than 65 were under-represented.

Age Group	Survey Respondents *% of Total*	City of Noblesville *% of Total*
under 18 years	0.6%	28.6%
18-24 years	3.5%	8.6%
25-44 years	42.9%	31.2%
45-64 years	43.7%	21.0%
65 and older	9.3%	10.6%

Source: 2016 City of Noblesville Population, U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.

For more details on survey results, see Appendix Tables B1 – B13.

What is your *favorite* thing about Downtown Noblesville?

Historic Character (68.0% of all respondents)
Respondents overwhelmingly identified their favorite part about Downtown is its historic character. Responses came from 72.2% of visitors, 74.6% of residents, 74.5% of Downtown workers, and over half of business and property owners.

Trains and Indiana Transportation Museum
Visitors and residents answered they liked the Indiana Transportation Museum, citing it as one of their favorite things about Downtown, while some residents commented that they missed the trains. However, workers, business owners, and property owners did not comment similarly on these topics.

Other Favorites
Parks and Trails (23.2% of all respondents)

Dining Opportunities (22.4% of all respondents)

Special Events (20.3% of all respondents)

Shopping Opportunities (16.9% of all respondents)

What is your *least* favorite thing about Downtown?

Lack of convenient parking (34.3% of all respondents)
Respondents commented on the two-hour parking limit is too short of a timeframe, creating burdens for residents and visitors who want more time to explore downtown without worrying about Parking Enforcement.

Too much traffic (27.7% of all respondents)
Various people unfavorably mentioned the busy traffic along Conner Street and poorly timed traffic lights.

More variety of stores or businesses desired (26.8% of all respondents)
Respondents cited a need for more diverse, unique non-chain restaurants, including more family-friendly and high-end dining options.
Additionally, respondents cited a lack of entertainment options Downtown, including the need for more music/theater venues, activities for families and children, and nightlife options for adults.

Other:
Sidewalks are too crowded (1.3% of all respondents)

There are too many people (1.3% of all respondents)

Visitors

A total of 58 people filled out the survey as Visitors.

The most common reason for visiting the City of Noblesville:

- Dining options (49.1%)
- Shopping in general (36.4%)
- Special event in Downtown. (34.6%)

The Indiana Transportation Museum (ITM) was cited as a reason, under "Other" in the survey.

Visitors like Downtown

87.3% of respondents said they enjoy visiting Downtown Noblesville, with most people (72.2%) citing 'Historic Character' as their favorite thing about Downtown. Many listed the Indiana Train Museum and train rides, specifically.

Visitors dislike parking and traffic

Finding available parking was cited by 33.3% of visitors as one of their least favorite things, as was the amount of traffic (25.9%). A few people mentioned the train and the ITM going away as one of their least favorite things.

Residents

A total of 667 people filled out the survey as Residents.

Residents like the Historic Character of Downtown above all
74.6% of respondents cited the 'Historic Character' of Downtown as one of their favorite things. Many people cited the train and the ITM, specifically.

Walkability and overall atmosphere
In addition to the Historic Character, overall atmosphere and ease of walking Downtown were rated "good" to "excellent." Many people also commented on walkability as one of their favorite aspects of Downtown.

Entertainment for different audiences
Half of the respondents said they would come Downtown for music and entertainment if it existed. Many people specifically mentioned live music (especially as part of a restaurant or bar), live theater, art galleries, and board game stores.

Residents (continued)

Noblesville Residents rarely shop Downtown
Respondents said they buy almost everything from stores outside of downtown or online, but shop Downtown mainly for boutique or specialty items.

Downtown needs more diverse retail options
31.1% of respondents said one of their least favorite things about Downtown was lack of variety of stores or retail. 62.8% of respondents said they would potentially visit mid-range clothing stores if they existed Downtown.

People mentioned bookstores, including those paired with a coffee bar, or a place that serves beer (similar to 'Books and Brews'). Many suggested bike shops or bike rental shops, possibly combined with a coffee shop. Additionally, respondents suggested experience-based stores, such as craft stores, including yarn stores, scrapbook stores, and art supply stores.

Residents (continued)

Noblesville residents want a variety and more restaurant options
Over 70% of respondents said they would visit family dining restaurants and bakeries, if they existed Downtown.

More than 60% of respondents said they would go Downtown to visit other diverse eating places, such as brewpubs, wine bars, bistros, breakfast and brunch restaurants, farm-to-table dining, and fresh meat and cheese counters.

Residents are willing to travel for quality restaurants
41.0% of respondents said they are willing to travel 20-30 minutes for a good restaurant. Over 70% stated that when looking for a good restaurant, they leave Noblesville for nearby cities and towns in Hamilton County. Several people specifically cited Cicero as the place they go for good restaurants. However, more people said they go out to eat in Noblesville (45.6%) and Downtown Noblesville (31.8%) than travel to Indianapolis (28.3%).

People who work, but do not live in Noblesville

A total of 63 respondents listed themselves as working in Noblesville, but not as residents.

Workers dine out frequently and want more options
Most of the respondents stated they work Downtown. 86.3% of those workers said they eat at Downtown restaurants. Nearly half of the respondents said they dine out or get carry-out from non-fast food restaurants as often as two to three times a week. However, only 23.5% listed dining opportunities as one of their favorite things about Downtown, and a few people commented on the need for more restaurant options.

Workers like the Historic Character of Downtown
Workers had similar feelings about Downtown as Noblesville residents. 74.5% cited the 'Historic Character of Downtown as one of their favorite things, followed by parks and trails (33.3%).

Difficulty finding convenient parking (49.0%), too much traffic (31.4%), and not enough variety of stores or businesses (25.5%) were their least favorite things about Downtown. A few people commented on the lack of nightlife options.

Business Owners and Commercial Property Owners

A total of 59 respondents listed themselves as owning a business in Noblesville, the majority of which were also residents. A total of 11 people listed themselves as owners of commercial property in Noblesville.

Most of the respondents owned businesses or property Downtown. Businesses identified were mostly retail or professional services.

Historic Character of Downtown

More than half of business and commercial property owners cited the Historic Character of Downtown as one of their favorite things. The railroad and the 'small town feeling' were mentioned, as well.

Least Favorite Things

Respondents' least favorite things cited were the difficulty in finding convenient parking and not enough variety of stores or businesses. People commented on the need for more restaurants, the need for more maintenance and care in the historic assets, and infrastructure in general.

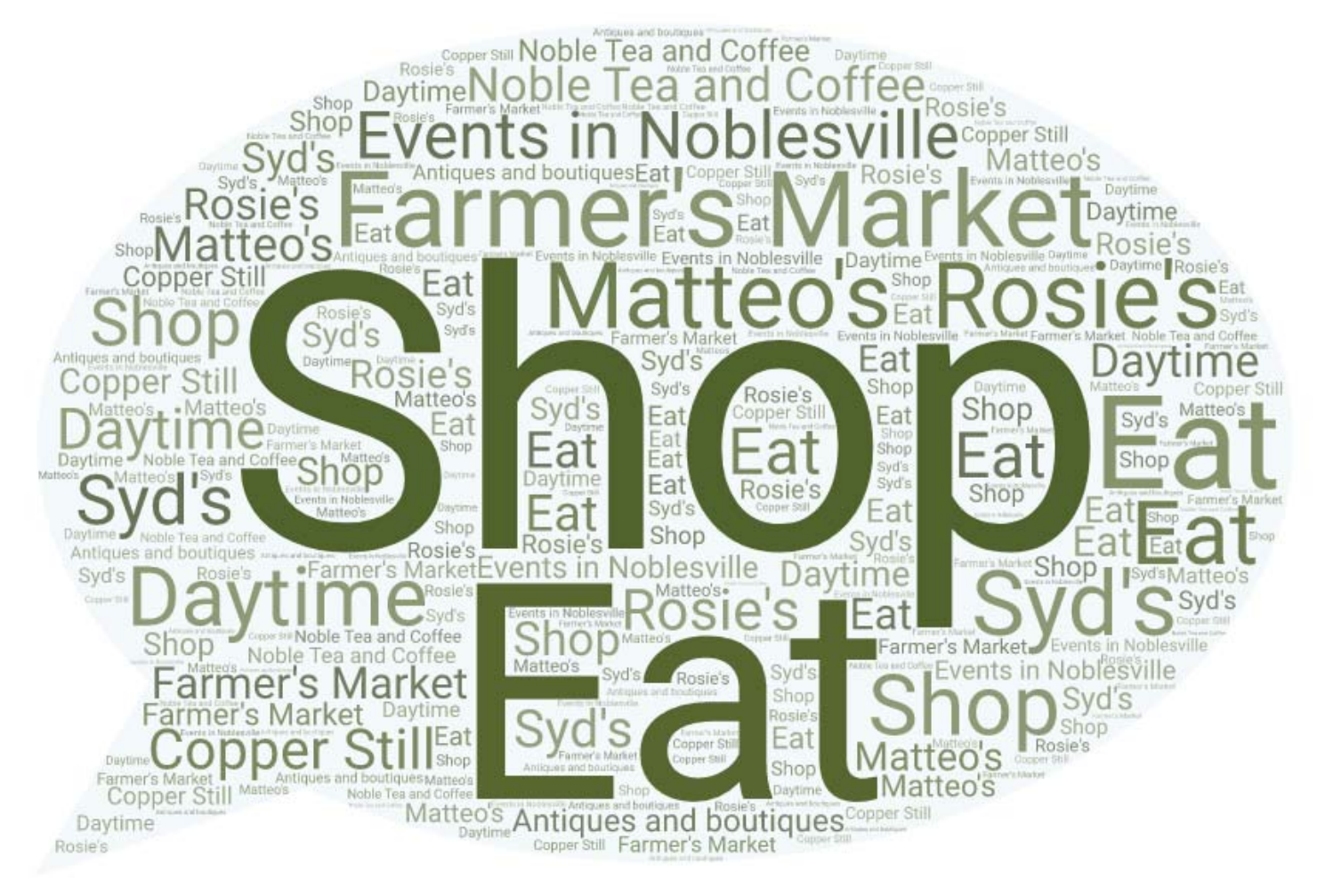
On-Site Survey Summary

Introduction

On Saturday, March 3rd, the Veridus team and Noblesville Chamber of Commerce conducted on-site surveys with visitors to the Downtown Area. More than 40 people were interviewed on a variety of topics, including why they were visiting downtown, what do they like/dislike most about downtown, and what changes (if any) were recommended. The following slides provide a summary of the responses.

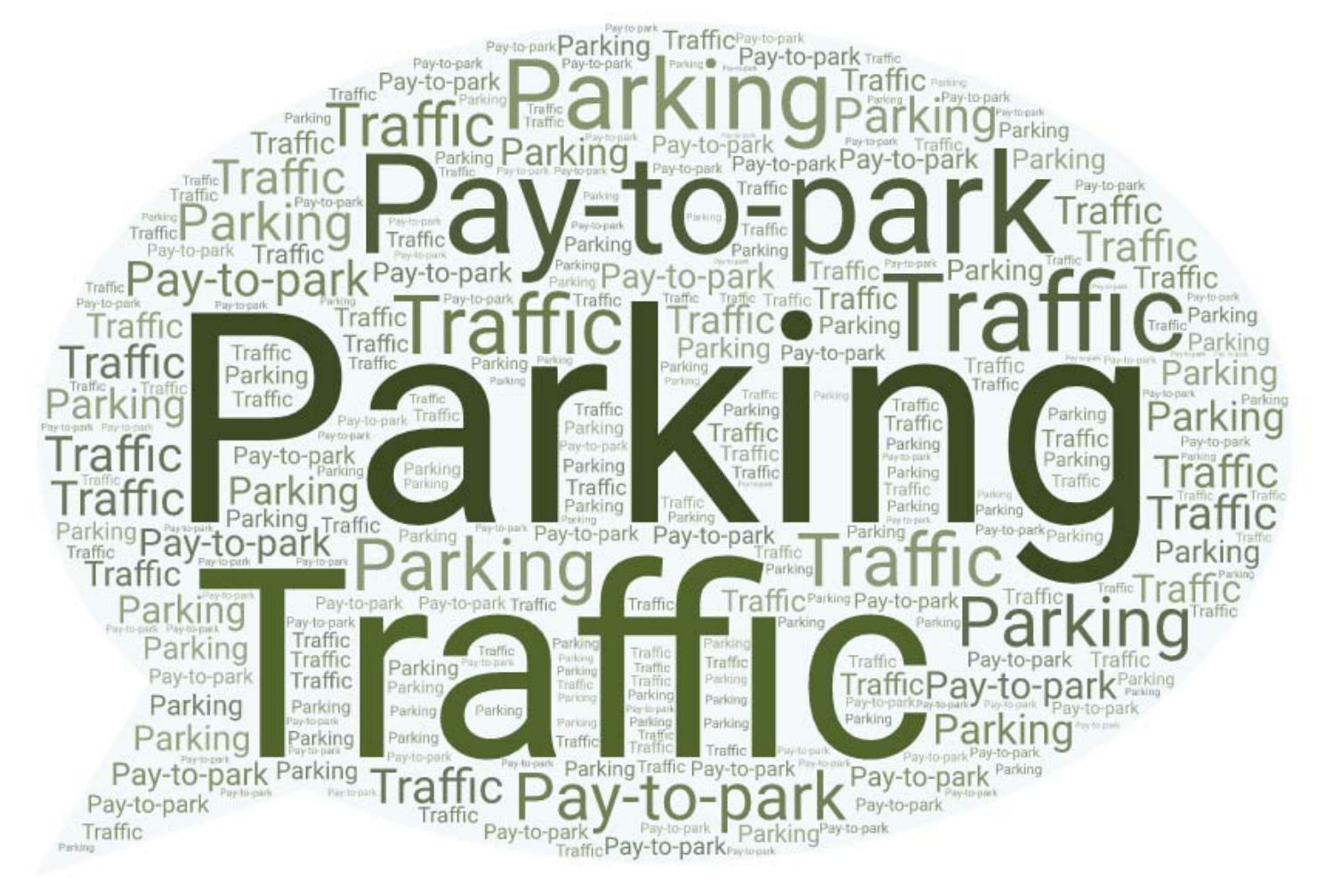
What brings you downtown today?

What do you typically do downtown?



What do you like about downtown?

What do you not like about downtown?

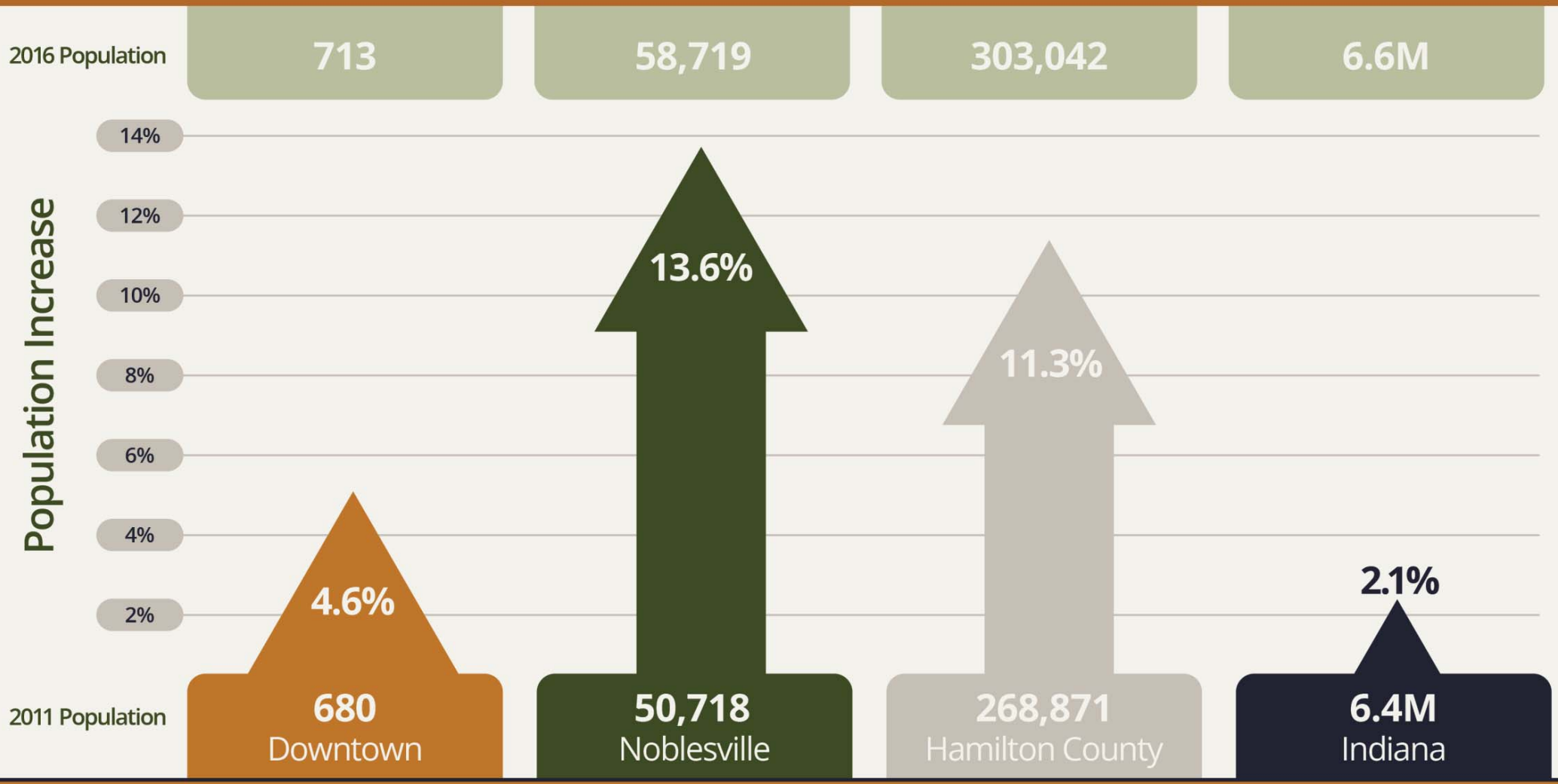


What are your ideas for changes to the downtown?

Demographic Analysis

Population Size & Growth (2011-2016)

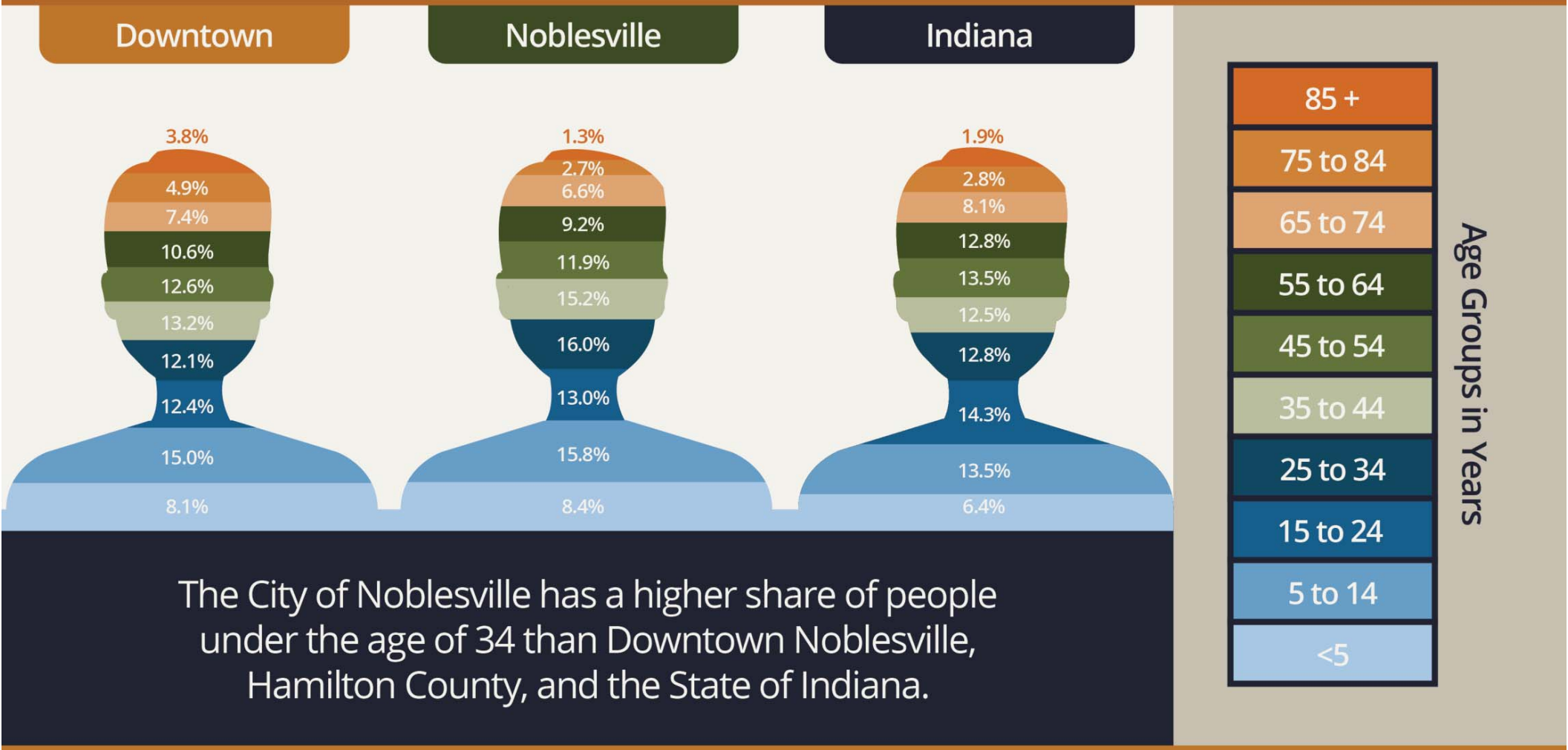
Noblesville has a fast-growing population, located in fast-growing Hamilton County.



Sources:
Noblesville, Hamilton County, and Indiana data: U.S. Census Bureau, 2007-2011 and 2012-2016 American Community Survey 5-Year Estimates.
Downtown Noblesville data: ESRI Business Analyst version 5.7 (2018), calculated from 2010-2017 estimates.
See Appendix Table C1 for more details.

Population by Age Groups

Median age for Noblesville residents is 33.2 years, compared to 36.3 for Hamilton County and 37.4 for the State of Indiana. Noblesville's Downtown residents are slightly older, with a median age of 36.8.



The City of Noblesville has a higher share of people under the age of 34 than Downtown Noblesville, Hamilton County, and the State of Indiana.

Sources:
2016 estimates for Noblesville, Hamilton County, and Indiana data: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.
2017 estimates for Downtown Noblesville: ESRI Business Analyst version 5.7 (2018).
See Appendix Table C2 for more details.

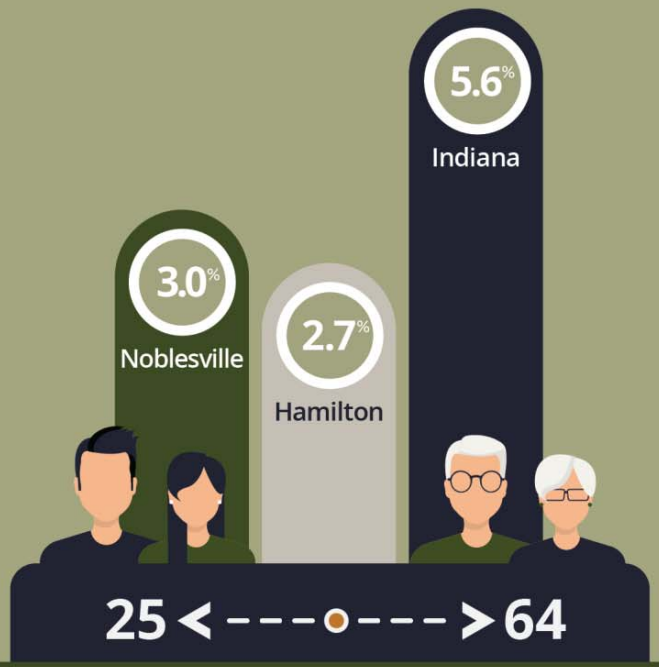
Unemployment

The City of Noblesville and Hamilton County both have low unemployment.

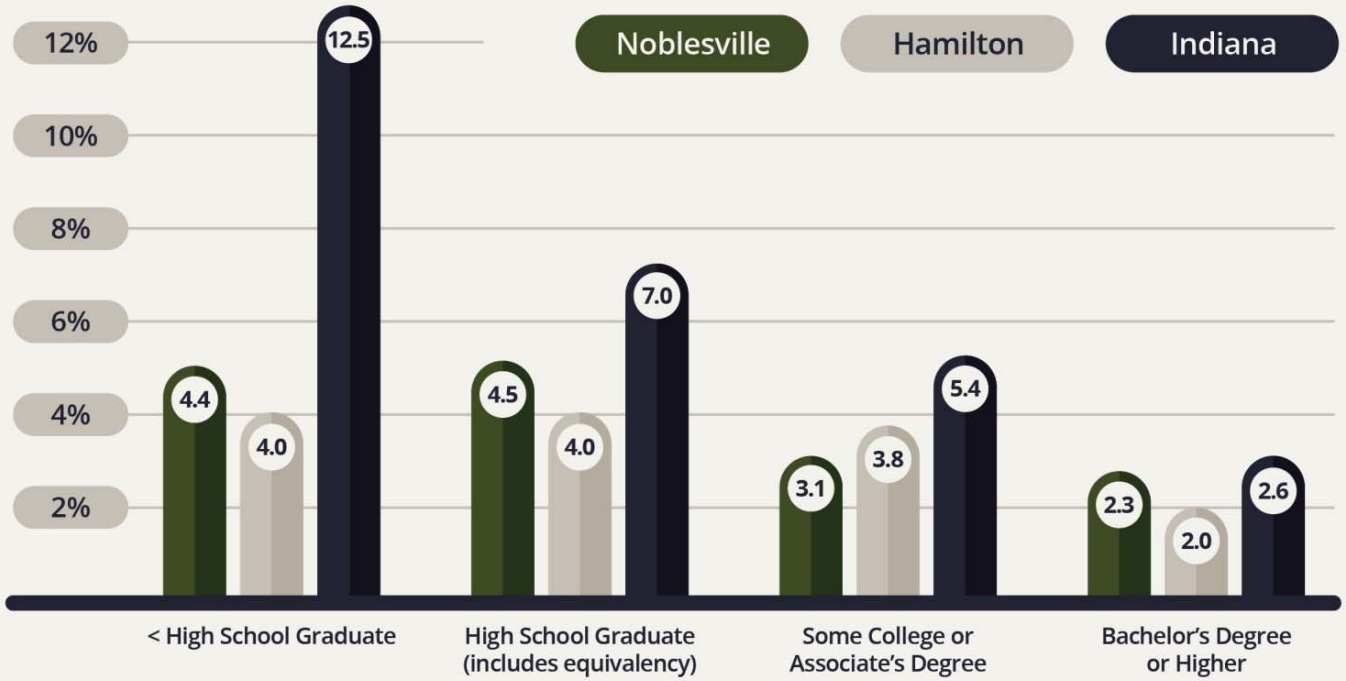
Estimated Unemployment Rates (2017):

Noblesville: 2.8% | Hamilton County: 2.7% | Indiana: 3.5%

Unemployment Rate (2016) for 25 - 64 Year Olds



Unemployment by Education Level (2016)

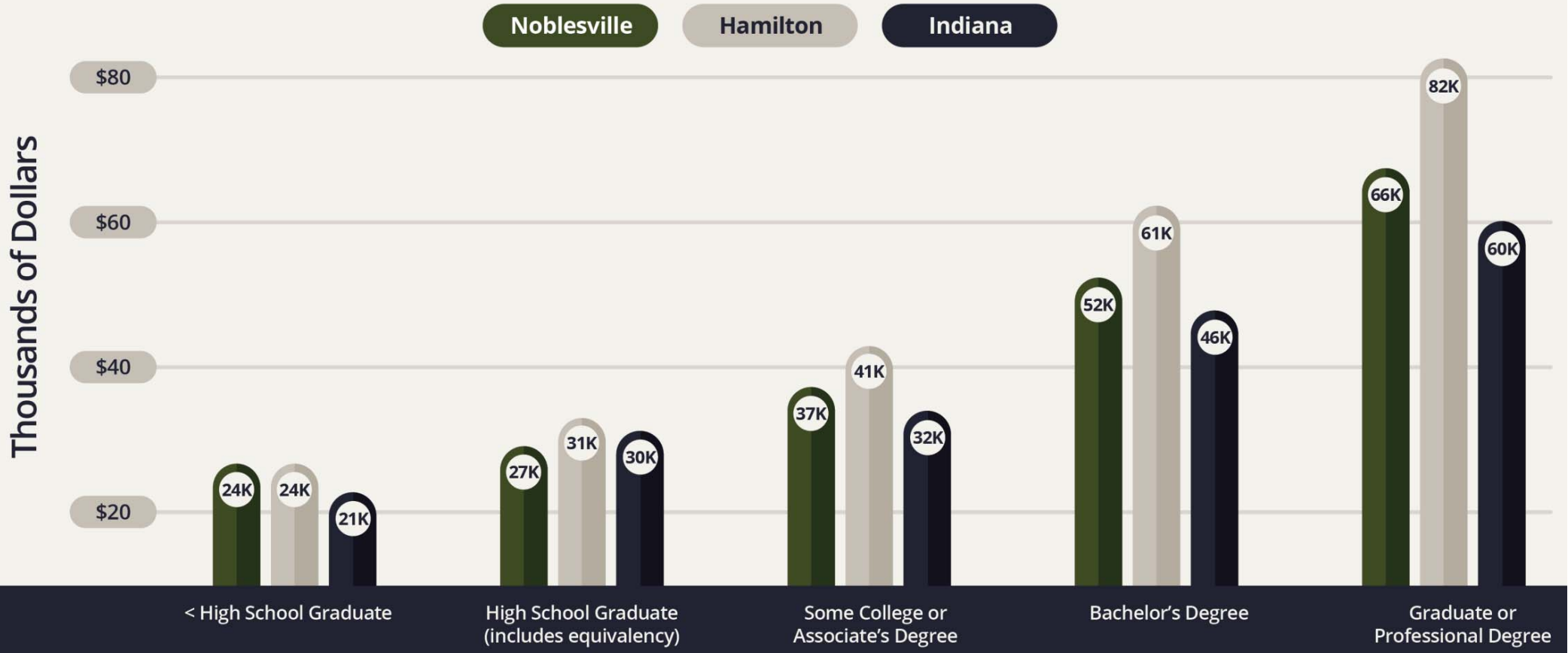


Unemployment this low (3.0% and below) can be both beneficial and challenging for a community. Educated and skilled workers will generally be able to find a job in the local economy, possibly with better pay. However, employers that want to relocate to Noblesville or expand their business may need to offer better compensation to draw employees away from competing firms, or find ways to attract talent from outside Hamilton County.

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, 2017
Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.
See Appendix Table C4 for more details.

Median Earnings by Educational Attainment (2016)

Median earnings for Noblesville were $42,321 compared to $51,859 for Hamilton County and $34,870 for Indiana.



Median earnings generally increased with educational attainment with the largest earnings increase felt by those who obtained Bachelor's Degrees and higher.

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.
See Appendix Tables C5 and C6 for more details.

Daytime Population (2017)

Daytime Population measures how many people are living and working in a region during typical Monday to Friday business hours. This is the customer base for businesses that depend on frequent repeat customers like restaurants, banks, and hair salons.

Downtown

During the workday, the Downtown Area population expands by over 5 times its resident population.

720 Resident Population → **3,911** Daytime Population

1/2 of the resident population commutes out.

3,529 workers commute in from elsewhere.

Large Downtown Area employers like City and County Government and Riverview Health make up the majority of the Daytime Population .

Noblesville

The Noblesville Area, which includes everything in the 46060 and 46062 zip codes, has the opposite experience.

During the workday the population shrinks about **20% from 76,166 to 61,173.**

Source: ESRI Business Analyst version 5.7 (2018).
See Appendix Table C9 for more details.

Average Daily Traffic Counts (2018)

This map of the Downtown Area shows the average number of vehicles travelling past the locations indicated on a daily basis. Vehicles were designated as either passenger or commercial.

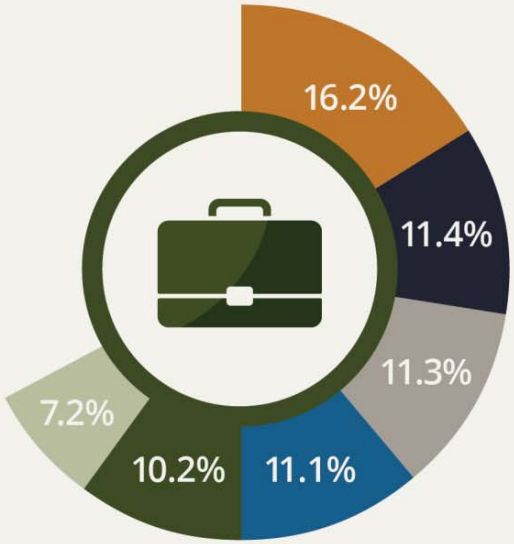
Source: City of Noblesville

Market Analysis

Noblesville Employment by Sector (2017)

The Noblesville Area economy had an estimated 29,311 jobs in 2017. Below is an overview of the economy by largest industry sectors.

Jobs in Noblesville are well distributed across its major industry sectors



Retail Trade

Construction

Accommodation & Food Services

Health Care & Social Assistance

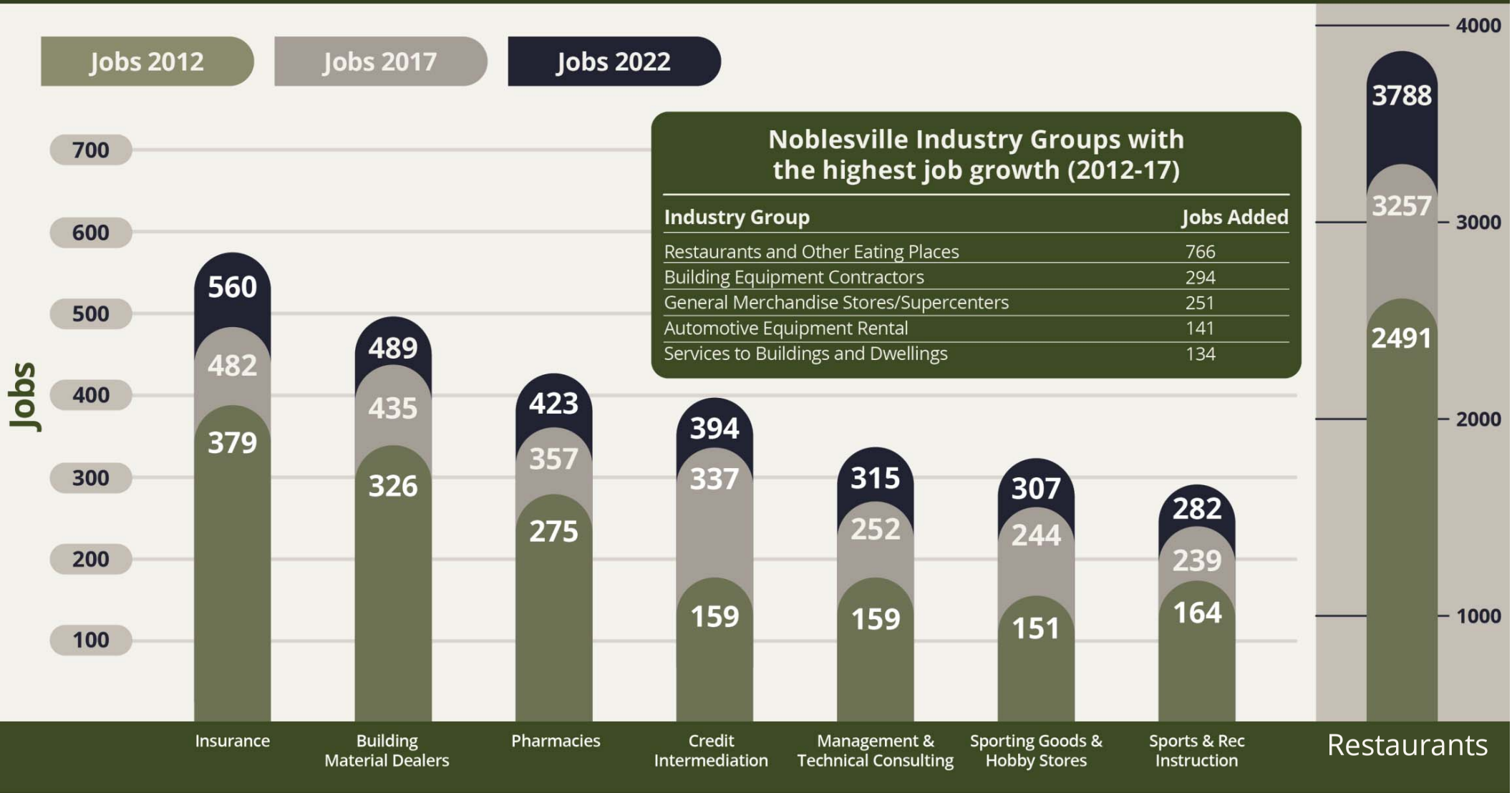
Government

Manufacturing

Source: EMSI 2017.4
See Appendix Table C10 for more details.

Noblesville Job Growth for Select Industries (2012, 2017, 2022)

Since 2012, the economy added 4,290 jobs, growing by 17.1% The following shows select Industry Groups with the highest past and projected job growth that would be relevant to the Downtown Area.



Noblesville Industry Groups with the highest job growth (2012-17)

Industry Group	Jobs Added
Restaurants and Other Eating Places	766
Building Equipment Contractors	294
General Merchandise Stores/Supercenters	251
Automotive Equipment Rental	141
Services to Buildings and Dwellings	134

Source: EMSI 2017.4
Note: This graph uses abbreviated names for NAICS Industry Groups. "Credit Intermediation" is the combination of "Activities Related to Credit Intermediation" and "Nondepository Credit Intermediation". See Appendix Table C12 for more details.

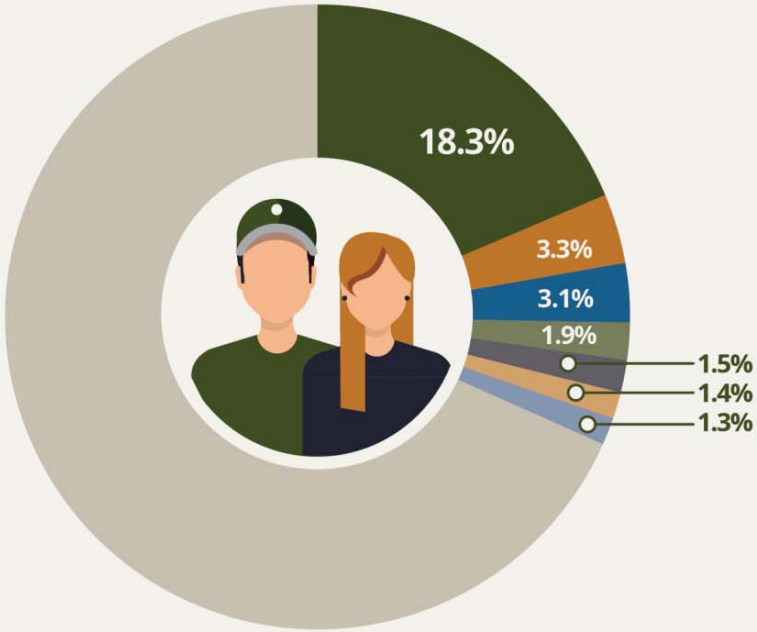
Number of Businesses in the Downtown Area (2017)

Legal Services made up 11.2% of the establishments in the Downtown Area and 3.3% of jobs.

Compiled by The Veridus Group and SLE Analytics in collaboration with the City of Noblesville.
See Appendix Table C15 for more details.

Select Retail & Service Industries - Downtown Employment (2017)

The following shows estimated employment for select Downtown retail and service industries.



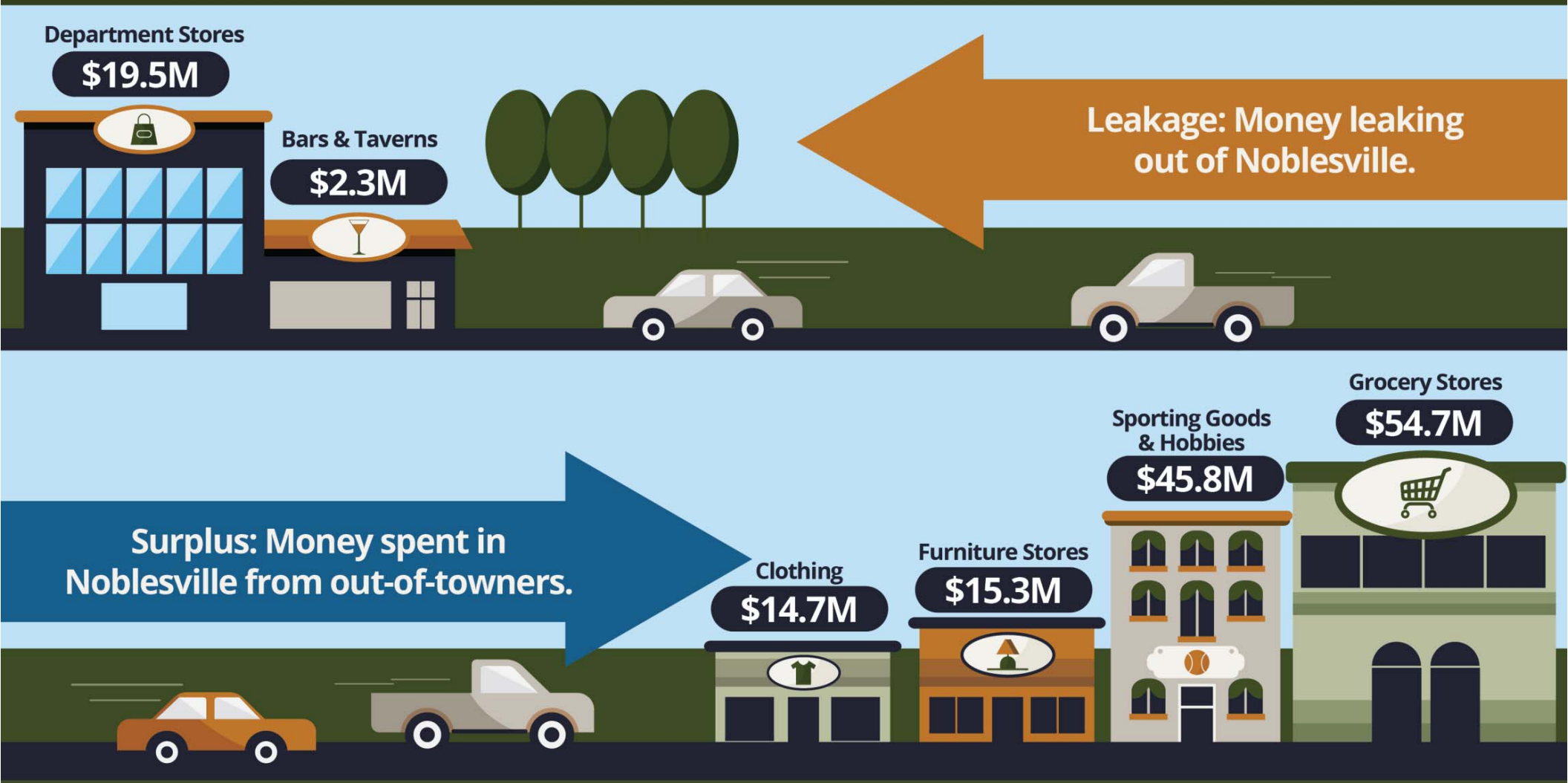
- **496** Accommodation & Food Service
- **88** Legal Services
- **84** Food & Beverage Stores
- **52** Furniture & Home Furnishings
- **41** Central Bank / Credit Intermediation & Related Activities
- **38** Misc Store Retailers
- **34** Insurance Carriers & Related Activities; Funds, Trust & Other Financial Vehicles

Not pictured are employment numbers for some industries, such as Government and Health Care and Social Assistance.

Source: ESRI Business Analyst version 5.7 (2018).
See Appendix Table C16 for more details.

Noblesville Retail Gap Comparison (2017)

The retail gap shows the difference between supply (or sales) and demand (or consumer spending) for retail and food services industries within a specific region.



Source: ESRI Business Analyst version 5.7 (2018).
See Appendix Table C17 for more details.

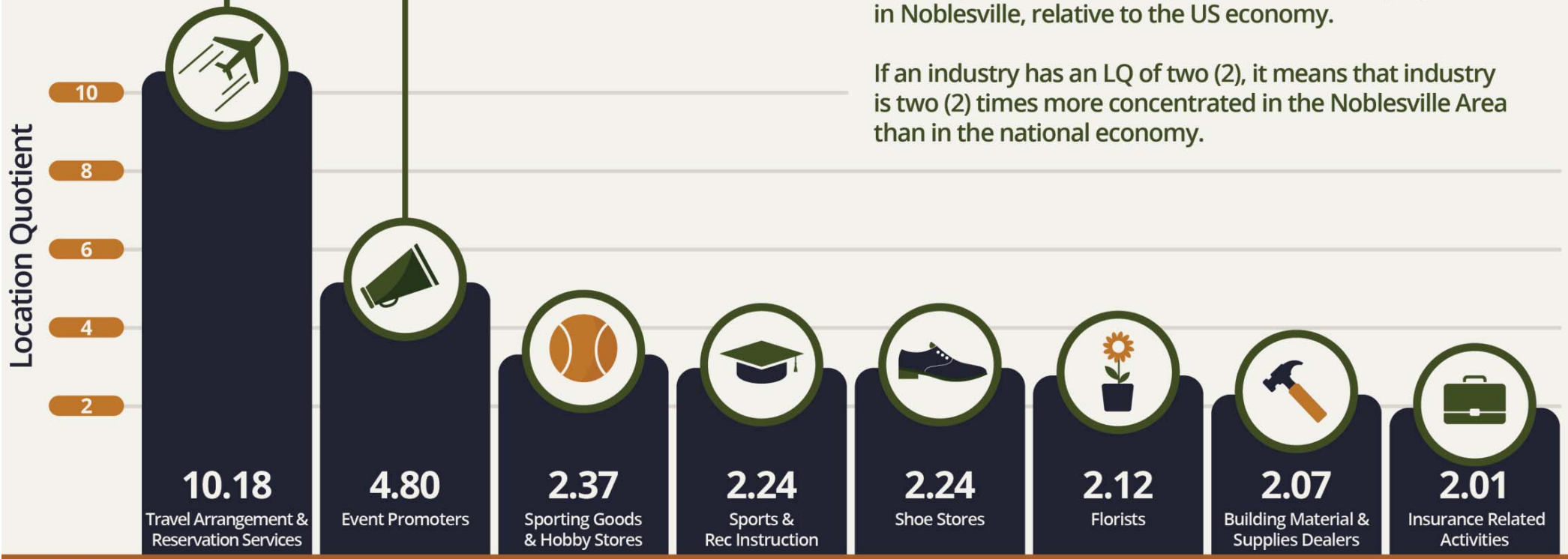
Noblesville Industry Specialization (2017)

A location quotient (LQ) will show the industries that the Noblesville Area specialized in, relative to the nation.

Industries related to the management of major entertainment events were more concentrated in Noblesville than the U.S. economy.

LQ compares each industry's share of total employment in Noblesville, relative to the US economy.

If an industry has an LQ of two (2), it means that industry is two (2) times more concentrated in the Noblesville Area than in the national economy.



Jobs	456	132	244	239	88	30	435	482

Source: EMSI 2017.4
See Appendix Table C18 for more details.

Select Noblesville Industries with High Competitive Effect (2012-2017)

The competitive effect is represented by the number of jobs added to the local economy that cannot be attributed to the expected change from national economic or industry growth trends.

	Expected Change	Competitive Effect	Total Jobs Added
Restaurant & Eating Other Places	376 Jobs added due to national trends	391 Jobs added due to local factors	766
Activities Related to Credit Intermediation	2	90	92
Motion Pictures & Video Industries	5	86	91
Sporting Goods, Hobby & Music Stores	9	85	93
Nondepository Credit Intermediation	9	77	87
Health & Personal Care Stores	17	65	82
Other Schools & Instruction	28	47	75

Source: EMSI 2017.4
See Appendix Table C20 for more details.

Recommendations

The following industries represent a "good fit" for Noblesville's Downtown Area, based on their strengths, specialization, and expected stability in the Noblesville economy, as well as local preferences.

These industries scored well on market indicators such as Jobs Growth, Competitive Effect, Location Quotient, and Industry Outlook.

Upper Level Office

- Event Promoters
- Mortgage Company
- Insurance Company
- Management, Scientific, and Technical Consulting Services

Street-Level Store Front

- Sporting Goods or Hobby Store
- Sports Instruction School
  Ex. Yoga, Martial Arts
- Pharmacy or Eyeglasses Store

Things to Do

Respondents to the Online Survey mentioned the need for more variety in dining and entertainment options.

- Music venues, theaters, restaurants with live music
- Unique restaurants, such as brew pubs, wine bars, family dining, and bakeries
- Gathering places, such as bookstores with cafés, craft stores that feature workshops and classes

Appendix

Table A1. Noblesville Central Business District Capital Expenditures and Investments (2011-2018) (1 of 4)

2011 Expenditures				
Project	**City Funds**	**State Funds**	**Misc. Funds**	**Total**
City Façade Grant Program	$ 74,585.15		$ 168,646.13	$ 243,231.28
Downtown Flower Baskets	$ 2,272.00			$ 2,272.00
Muzak - Downtown Music/Speakers	$ 780.00			$ 780.00
Street Rehabilitation				$ -
Noblesville Main Street	$ 25,000.00			$ 25,000.00
TOTAL	***$ 102,637.15***	***$ -***	***$ 168,646.13***	***$ 271,283.28***

2012 Expenditures				
Project	**City Funds**	**State Funds**	**Misc. Funds**	**Total**
City Façade Grant Program	$ 42,842.14		$ 43,405.07	$ 86,247.21
Downtown Flower Baskets	$ 2,272.00			$ 2,272.00
Muzak - Downtown Music/Speakers	$ 780.00			$ 780.00
Noblesville Main Street	$ 25,000.00			$ 25,000.00
HAND Housing Redevelopment			$ 49,500.00	$ 49,500.00
Heavenly Sweets Complex			$ 150,000.00	$ 150,000.00
IDI Remodel			$ 4,200,000.00	$ 4,200,000.00
8th Street Revitalization	$ 370,000.00		$ 1,200,000.00	$ 1,570,000.00
TOTAL	***$ 440,894.14***	***$ -***	***$ 5,642,905.07***	***$ 6,083,799.21***

2013 Expenditures				
Project	**City Funds**	**State Funds**	**Misc. Funds**	**Total**
City Façade Grant Program	$ 59,165.50	$ 50,000.00	$ 99,645.44	$ 208,810.94
Downtown Flower Baskets	$ 2,272.00			$ 2,272.00
Muzak - Downtown Music/Speakers	$ 780.00			$ 780.00
Riverwalk Trail/Boardwalk	$ 435,000.00			$ 435,000.00
Street Rehabilitation	$ 583,000.00			$ 583,000.00
Duke Energy Transformer Upgrade			$ 280,000.00	$ 280,000.00
Noblesville Main Street	$ 25,000.00			$ 25,000.00
Nickel Plate Arts	$ 5,000.00			$ 5,000.00
TOTAL	***$ 1,110,217.50***	***$ 50,000.00***	***$ 379,645.44***	***$ 1,539,862.94***

Table A1. Noblesville Central Business District Capital Expenditures and Investments (2011-2018) (2 of 4)

2014 Expenditures				
Project	**City Funds**	**State Funds**	**Misc. Funds**	**Total**
Street Rehabilitation	$ 253,099.00		$ 79,192.00	$ 332,291.00
8th Street Resurfacing	$ 261,500.00			$ 261,500.00
8th Street Railroad	$ 158,000.00	$ 150,000.00	$ 50,000.00	$ 358,000.00
Conner Street Sidewalk			$ 80,000.00	$ 80,000.00
SR 32/38 Resurfacing		$ 387,500.00		$ 387,500.00
City Hall Landscaping	$ 92,000.00			$ 92,000.00
City Façade Grant Program	$ 117,949.92		$ 155,996.08	$ 273,946.00
Downtown Flower Baskets	$ 2,272.00			$ 2,272.00
SW Quad Revitalization & Analysis	$ 22,000.00			$ 22,000.00
Muzak - Downtown Music/Speakers	$ 780.00			$ 780.00
Riverwalk Depot Pocket Park	$ 4,000.00		$ 9,000.00	$ 13,000.00
Noblesville Main Street	$ 25,000.00			$ 25,000.00
Nickel Plate Arts	$ 5,000.00			$ 5,000.00
Downtown Destination Marketing	$ 8,200.00		$ 2,000.00	$ 10,200.00
TOTAL	***$ 949,800.92***	***$ 537,500.00***	***$ 376,188.08***	***$ 1,863,489.00***

2015 Expenditures				
Project	**City Funds**	**State Funds**	**Misc. Funds**	**Total**
Street Rehabilitation	$ 34,073.00			$ 34,073.00
Downtown Street Pole Painting	$ 10,900.00			$ 10,900.00
City Façade Grant Program	$ 59,942.00		$ 62,699.56	$ 122,641.56
Downtown Flower Baskets	$ 27,200.00			$ 27,200.00
Muzak - Downtown Music/Speakers	$ 780.00			$ 780.00
Riverwalk Depot Pocket Park	$ 6,618.65		$ 46,050.00	$ 52,668.65
Downtown Bench Re-Powder Coating	$ 3,900.00			$ 3,900.00
Downtown Wooden Bench Repairs/Painting				$ -
Noblesville Main Street	$ 27,500.00			$ 27,500.00
Nickel Plate Arts	$ 5,000.00			$ 5,000.00
Downtown Destination Marketing	$ 41,190.00		$ 5,500.00	$ 46,690.00
TOTAL	***$ 217,103.65***	***$ -***	***$ 114,249.56***	***$ 331,353.21***

Table A1. Noblesville Central Business District Capital Expenditures and Investments (2011-2018) (3 of 4)

2016 Expenditures					
Project	**City Funds**	**State Funds**	**Misc. Funds**	**Total**	
Street Rehabilitation	$ 312,572.00			$ 312,572.00	
Downtown Signals and Lighting	$ 332,918.00			$ 332,918.00	
City Façade Grant Program	$ -			$ -	*No façade grant applications in 2016*
Downtown Flower Baskets	$ 2,272.00			$ 2,272.00	
Riverwalk Depot Pocket Park				$ -	
Riverwalk	$ 265,000.00	$ 1,535,000.00		$ 1,800,000.00	
Noblesville Main Street	$ 27,500.00			$ 27,500.00	
Nickel Plate Arts	$ 5,000.00			$ 5,000.00	
Downtown Alley Activation Plan			$ 3,000.00	$ 3,000.00	
Downtown Destination Marketing	$ 10,000.00			$ 10,000.00	
TOTAL	***$ 955,262.00***	***$ 1,535,000.00***	***$ 3,000.00***	***$ 2,493,262.00***	

2017 Expenditures				
Project	**City Funds**	**State Funds**	**Misc. Funds**	**Total**
Street Rehabilitation	$ 147,180.00			$ 147,180.00
Lighting & Sign Install	$ 26,340.00			$ 26,340.00
City Façade Grant Program	$ 60,821.02		$ 65,751.12	$ 126,572.14
Downtown Flower Baskets	$ 2,899.68			$ 2,899.68
Noblesville Main Street	$ 27,500.00			$ 27,500.00
Nickel Plate Arts	$ 5,000.00			$ 5,000.00
Muzak - Downtown Music	$ 817.08			$ 817.08
Downtown Alley Activation Plan	$ 4,943.00			$ 4,943.00
Downtown Destination Marketing				$ -
TOTAL	***$ 275,500.78***	***$ -***	***$ 65,751.12***	***$ 341,251.90***

Table A1. Noblesville Central Business District Capital Expenditures and Investments (2011-2018) (4 of 4)

2018 Expenditures (as of 3.21.18)					
Project	**City Funds**	**State Funds**	**Misc. Funds**	**Total**	
Street Rehabilitation				$ -	*2018 Projections not yet available*
City Façade Grant Program	$ 75,000.00			$ 75,000.00	
Downtown Flower Baskets	$ 3,828.00			$ 3,828.00	
Noblesville Main Street	$ 27,500.00			$ 27,500.00	
Nickel Plate Arts	$ 50,000.00			$ 50,000.00	
Downtown Music	$ 1,721.61			$ 1,721.61	
Downtown Alley Activation Plan	$ 10,000.00			$ 10,000.00	
Downtown Bikeshare Program	$ 9,000.00			$ 9,000.00	
Downtown Destination Marketing				$ -	
TOTAL	***$ 177,049.61***	***$ -***	***$ -***	***$ 177,049.61***	

Source: City of Noblesville Economic Development, Engineering, and Street Departments
Note: Project costs not directly attributed to City funds are based on project estimates and are not "as--built" figures. Misc. Funds are denoted as grants or private investment dollars and are estimated from the involved entities.

Staff Hours are not listed in expenditures, but it must be noted that the Street Department dedicates man hours specifically for downtown maintenance as well as dedicated 319 man hours for the construction of the Riverwalk Depot Pocket park in 2015. The Parks Department has two part-time staff members dedicated to maintaining the flower baskets and planters in downtown, as well as snow removal of downtown corners. The Economic Development Department has a full time staff person dedicated to the continued renewal of the Central Business District and the implementation of the goals listed in the Economic Development Strategic Plan and the Noblesville Comprehensive Master Plan.

Table B1. Online Survey: Visitor Answers

Respondents who categorized themselves as "Visitor" were asked the following questions.

How often do you visit Noblesville?

Answer	Responses	
This is my first time visiting	1.8%	1
A few times a year	36.4%	20
As little as possible	0.0%	0
Monthly	16.4%	9
A few times a month	16.4%	9
Weekly	29.1%	16
Total Respondents Answered		**55**

Do you enjoy visiting downtown Noblesville?

Answer	Responses	
Yes	87.3%	48
No	10.9%	6
I have never been to the downtown	1.8%	1
Total Respondents Answered		**55**

How long does it take you get to Noblesville from home? (please assume normal traffic patterns)

Answer	Responses	
10 - 20 minutes	45.5%	25
20 - 30 minutes	21.8%	12
30 - 45 minutes	14.6%	8
more than 45 minutes	18.2%	10
Total Respondents Answered		**55**

Why do you come to Noblesville? (Multiple Selection)

Answer	Responses	
Dining options	49.1%	27
Shopping, general	36.4%	20
Special events in downtown	34.6%	19
Shopping in downtown	30.9%	17
Visit family/firends	30.9%	17
Business	25.5%	14
Other	25.5%	14
Extracurricular activities	20.0%	11
Entertainment but not a special event	20.0%	11
School events	5.5%	3
Total Respondents Answered		**55**

Write-In Answers:

Why do you come to Noblesville?

1. I go to see the transportation museum.
2. Family and I grew up in noblesville
3. The Inbdiana Transportation Meusem
4. The Indiana Transportation Museum
5. Train museum
6. RECYCLING
7. Train Rides????????
8. Visit city hall
9. Parks
10. Indiana Transportation Museum
11. ITM support a ver important organization
12. If I came to Noblesville, it would be to visit the Indiana Transportation Museum
13. I ride the train in Forest Park
14. Paint at the Kiln.

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B2. Online Survey: Residents Answers (1 of 3)

Respondents who categorized themselves as "I am a resident of Noblesville" were asked the following questions.

Are you a homeowner or renter?

Answer	Responses	
Homeowner	94.5%	580
Renter	4.6%	28
Other (please specify)	1.0%	6
Total Respondents Answered		**614**

Where in Noblesville do you live?

Answer	Responses	
In the downtown district	16.0%	98
Noblesville, but not in downtown	79.2%	486
Hamilton County, but not within the City limits	4.9%	30
Total Respondents Answered		**614**

How many people are in your household?

Answer	Responses	
1	7.4%	45
2	28.6%	175
3	22.1%	135
4	24.0%	147
5	13.4%	82
6	4.1%	25
7+	0.5%	3
Total Respondents Answered		**612**

Please rate the following items found in downtown:

Answer	Poor = 1		Acceptable = 2		Good = 3		Excellent = 4		N/A		Total	Average
HIstoric character	1.1%	7	4.1%	25	33.0%	202	61.3%	375	0.5%	3	612	3.55
Overall atmosphere	2.3%	14	12.3%	75	50.5%	308	34.9%	213	0.0%	0	610	3.18
Ease of walking	2.6%	16	15.7%	96	42.3%	259	39.3%	241	0.2%	1	613	3.18
Diversity of special events	5.9%	36	26.8%	164	45.8%	280	18.5%	113	3.1%	19	612	2.79
Quality of dining options	11.5%	70	27.7%	169	44.4%	271	16.0%	98	0.5%	3	611	2.65
Quality of shopping options	16.2%	99	38.2%	234	37.9%	232	6.7%	41	1.0%	6	612	2.35
Ease of driving	20.2%	124	39.3%	241	31.6%	194	8.5%	52	0.5%	3	614	2.28
Ease of riding a bike	22.6%	138	20.5%	125	18.0%	110	5.9%	36	33.1%	202	611	2.11
Diversity of retail	27.4%	167	41.2%	251	26.9%	164	2.8%	17	1.8%	11	610	2.05
Ease of parking	38.2%	234	40.9%	250	16.7%	102	3.4%	21	0.8%	5	612	1.85
Total Respondents Answered												**614**

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B2. Online Survey: Residents Answers (2 of 3)

Respondents who categorized themselves as “I am a resident of Noblesville" were asked the following questions.

As a consumer, what types of retail stores would you potentially visit in downtown Noblesville?

Answer	Responses	
Family dining	73.2%	448
Bakery	72.1%	441
Brewpub/Wine bar/Bistro	66.0%	404
Breakfast/Brunch restaurant	62.9%	385
Mid-range clothing stores	62.8%	384
Farm-to-table dining	62.6%	383
Fresh meat and cheese counter	61.0%	373
Deli/Sandwich shop	59.3%	363
International/Ethnic dining	52.3%	320
Music/Entertainment	50.5%	309
Fruit and vegetable store	50.5%	309
Mid-range supermarket	43.1%	264
High-end dining	37.8%	231
Organic foods store	31.1%	190
Take-out restaurants	29.9%	183
High-end grocery store	26.5%	162
Discount clothing stores	26.0%	159
International/Ethnic grocery	19.6%	120
Fast food restaurant	14.7%	90
Discount store	14.1%	86
High-end clothing stores	13.4%	82
Other (please specify)	12.1%	74
Bulk Foods	11.1%	68
Kosher/Halal store	6.1%	37
Total Respondents Answered		**612**

Write-In Answers from respondents who answered "Other":

A good coffee shop would be great. ● a GOOD hardware store ● art gallery ● Art supplies to feed the Nickel Plate Arts Center ● art/specialty shops ● ASIAN GROCERY ● Bars ● beer garden, acoustic music ● Bicycle Shop ● bike shop- especially if part of brewpub or coffee shop ● Bike Shop/ Cycling rental ● Board game store ● Book and toys ● Book store ● Book store ● book store with coffee bar ● Books, music ● bookstore ● Boutique housewares ● A decent sports bar would be great (i would only consider Wings as a sports bar currently) ● A store for gamers (Good Games or something similar,) Books & Brews, entertainment like Bad Ax Throwing, Escape Room, Billiards Hall- some kind of indoor entertainment during winter months. ● Again.....a poor question. Noblesville residents would enjoy any variety of store or restaurant. ● depends on what it is and what company does it. i cannot think of anything i would want or need there. ● Downtown is lacking places to grab a quick lunch such as a deli or sandwich shop. We only have sit down places outside of subway. ● Hardware, home goods, mens shop, kitchen gadgets, drug store, paint store, barber, ● I believe an improved nightlife would be great. Noblesville’s future lies in the youth. And the youth want to be able to spend a night on the town in the town they live in. ● I love the Cicero meat market and Harbor Market meats. ● I prefer downtown Noblesville's niche businesses and think that fast food, chain stores, and retailers that I can find in strip malls would dilute the character of our down town area. ● I really really want to have a butcher shop like Joe's Butcher Shop in Carmel ● It is not and will not be a major shopping area that will attract a great number of people ● Locally made, Hoosier, Hamilton County items; Old-Spaghetti Factory style eatery, traditional family steakhouse ● Loved The Wild, children's bookstore, sad to see that gone. We like Kiln Creations a lot. We love Alexanders. ● One that sells hiking, walking supplies, bookstore, music store ● Other health-conscious eateries: juice bar, farm market, etc ● sliced gourmet pizza, coffee/bistro, live theater, live music bar, upscale bar ● The entire space where Dollar General and Long John Silvers is located should be completely redone. It is a complete waste of space and stores like Dollar General, Big Lots etc just bring down the appeal of the whole downtown scene. ● Butcher shop! ● coin store ● craft shop ● dining over looking the white river ● Dog bakery ● Donut shop ● Donut Shop! ● Donut store specifically ● drug store ● Entertainment venue ● Gift stores, boutiques ● Hardware, Sporting Goods, Movie Theater ● Ice cream ● Irish store ● Kitchen/cooking accessories ● maybe a dog/animal related store ● Men's clothing store ● more antique and craft/artisian stores ● More galleries! ● More live music and dining ● Must be competitively priced. ● None until traffic is re-routed. ● One with a drive-thru, use an alley way ● outdoor dining, beer garden ● Pet food & supplies ● Record Store, Bike Shop, Shoe Store ● Scrapbook Store ● Several of these could be combined. ● small shops, antique shops ● Target ● Titus bakery and deli ● Too much hassle w/parking to shop downtown. ● We need a bakery ● We need a donut shop! ● Whole Foods or any other trendy store ● wine tasting room ● Yarn store ●

Source: “Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan.” Online Survey. February and March 2018.

Table B2. Online Survey: Residents Answers (3 of 3)

Respondents who categorized themselves as "I am a resident of Noblesville" were asked the following questions.

What services and products do you shop for outside of downtown Noblesville (please include online purchases)

Top Answers	Responses	
Groceries	35.9%	188
Clothes	27.9%	146
All	19.8%	104
Household Items	6.1%	32
Books	5.2%	27
Shoes	4.2%	22
Restaurant	4.0%	21
Home Improve Items	3.4%	18
Hardware	3.1%	16
Pet Supplies	3.1%	16
Sporting Goods	2.9%	15
Electronics	2.5%	13
Amazon	1.7%	9
Dining	1.7%	9
Craft Supplies	1.5%	8
Total Respondents Answered		**614**

Note: For the above question, all answers were written-in. This table provides a summary of the types of answers.

Where do you go to dine at a good restaurant?

Answer	Responses	
Downtown Noblesville	31.8%	195
Noblesville, but not in downtown	45.6%	280
Hamilton County (Westfield, Carmel, Fishers, Cicero, Sheridan, etc)	72.8%	447
Indianapolis	28.3%	174
Other (please specify)	4.1%	25
Total Respondents Answered		**614**

How many times per week do you go out to eat or get take-out? (excluding fast food)

Answer	Responses	
I rarely go out to eat	4.9%	30
1 time/week	32.0%	196
2 -3 times/week	46.3%	284
3+ times/week	16.8%	103
Total Respondents Answered		**613**

What length to time are you willing to drive to get to a good restaurant?

Answer	Responses	
less than 10 minutes	4.2%	26
10 - 20 minutes	41.9%	257
20 - 30 minutes	41.0%	251
30- 45 minutes	10.8%	66
more than 45 minutes	2.1%	13
Total Respondents Answered		**613**

Where do you go to dine at a good restaurant? Write-In Answers from respondents who answered "Other".

a place that is not a chain restaurant with good quality ● We love Asian Grille! ● All of the above ● Cicero ● perkinsville ● Noblesville has very little to offer as far as decent food and I do not see that changing ● Cicero 10 West ● Matteo's is the only good restaurant downtown. ● A restaurant as great as The Hamilton with good baked goods. ● Fine dining is not in my budget, but I do regularly eat at Rosie's and visit others on the square a few times a year. ● If there were more options would rather go downtown Noblesville ● just depends on what I want ● Chicago ● Until parking is resolved, then additional restaurants? Why ● I would like to see an area of restaurants, bars and entertainment both inside/rooftop and outside for adults to spend time together nearby on the weekend. Westfield has renovated homes into a stretch of great restaurants, so surely some old storefronts could be retained and transformed. ● fishers and westfield ● Cicero ● Various … simply depends on where we are! ● Mostly Carmel ● Hamilton Town Center ● x ● We prefer downtown Noblesville, but like to mix it up as well ● sometimes downtown but not during the business day; there is too much traffic and parking is difficult compared to other restaurants ● Not so much now without the Hamilton and the Ville ● Hamilton Town Center Area ●

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B3. Online Survey: Worker Answers

Respondents who categorized themselves as "I work in Noblesville" but not "I am a resident" were asked the following questions.

Do you work in or very near downtown Noblesville? (refer to map)

Answer	Responses	
Yes	88.2%	45
No	11.8%	6
I have never been to the downtown	0.0%	0
Total Respondents Answered		**51**

On average, what is the typical one-way drive time of your commute into work?

Answer	Responses	
less than 10 minutes	8.0%	4
10 - 20 minutes	44.0%	22
20 - 30 minutes	32.0%	16
30 - 45 minutes	14.0%	7
more than 45 minutes	2.0%	1
I walk or ride my bike to work	0.0%	0

Time or distance of walk or bike ride	**Responses**
	17 min drive
	0-min bike ride
	19 miles
	35-40
Total Respondents Answered	**50**

What other activities or events do you attend to in downtown Noblesville other than work? (Multiple Selection)

Answer	Responses	
Shopping	58.8%	30
Dining	86.3%	44
Entertainment	41.2%	21
Recreation	49.0%	25
Personal business	25.5%	13
I don't go into downtown Noblesville	5.9%	3
Other (please specify)	*5.9%*	*3*
		haircut
		Athletics
		Rental properties
Total Respondents Answered		**51**

What length to time are you willing to drive to get to a good restaurant?

Answer	Responses	
less than 10 minutes	5.9%	3
10 - 20 minutes	31.4%	16
20 - 30 minutes	45.1%	23
30- 45 minutes	17.7%	9
more than 45 minutes	0.0%	0
Total Respondents Answered		**51**

How many times per week do you go out to eat or get take-out?

Answer	Responses	
I rarely go out to eat	5.9%	3
1 time/week	29.4%	15
2 -3 times/week	45.1%	23
3+ times/week	19.6%	10
Total Respondents Answered		**51**

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B4. Online Survey: Business Owners (1 of 2)

Respondents who categorized themselves as "I own a business in Noblesville" but not "I am a resident" or "I work in Noblesville" were asked the following questions.

Where is (are) your business(es) located with Noblesville?

Answer	Responses	
Downtown Noblesville	90.9%	10
Noblesville, but not in downtown	9.1%	1
Hamilton County, but not in the City LImits	0.0%	0
Other (please specify)	*9.1%*	*1*
I am a vendor in one of the downtown shops		
Total Respondents Answered		**11**

How would you describe the quality of your products or services?

Answer	Responses	
High end	18.2%	2
Mid-range	81.8%	9
Discount/resale	0.0%	0
Total Respondents Answered		**11**

What percentage of your total 2017 sales were made through e-commerce?

Answer	Responses	
I do not sell or serve through e-commerce	54.6%	6
less than 10%	9.1%	1
10 - 24%	18.2%	2
25 - 50%	0.0%	0
more than 50%	18.2%	2
Total Respondents Answered		**11**

What type of business(es) do you own?

Answer	Responses	
Restaurant or cafe'	0.0%	0
Bar, winery, or brewery	0.0%	0
Retail, clothing	0.0%	0
Retail, general store	27.3%	3
Professional service	36.4%	4
Grocery	0.0%	0
Commercial sales	0.0%	0
Manufacturing	9.1%	1
Other (please specify)	*27.3%*	*3*
restyled furniture, original art, home decor		
Florist		
Antique Store		
Total Respondents Answered		**11**

What are your typical hours of operation?

Write-In Answers
24-7
6 am to 6 pm
7-7
8-5
M-F 9-6
retail hours
9-5
10 - 5
10 - 5
10am-6pm. Open late 1st Fridays/Events
12 pm-8pm
Total Respondents Answered **11**

How many employees work for you?

Answer	Responses	
I am a sole proprietor	20.0%	2
less than 5 employees	40.0%	4
5 - 10 employees	20.0%	2
11 - 20 employees	20.0%	2
21 - 50 employees	0.0%	0
more than 50 employees	0.0%	0
Total Respondents Answered		**10**

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B4. Online Survey: Business Owners (2 of 2)

Respondents who categorized themselves as "I own a business in Noblesville" but not "I am a resident" or "I work in Noblesville" were asked the following questions.

How many of your employees: (Multiple Selection)

	Respondent #							
Answer	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
live in the downtown district of Noblesville?	4	4				All		
live in Noblesville, but not in the downtown district?		2			4			20
live in Hamilton County, but not in Noblesville?	2	6	2	1				20
live outside of Hamilton County?	1	3		3			1	

Which item below best describes the type of structure in which your business is located?

Answer	Responses	
Stand alone building	27.3%	3
A multi-story building	36.4%	4
A one story structure or smaller	0.0%	0
A building with in an urban setting adjacent to other structures	36.4%	4
A residential home zoned for a commercial use	0.0%	0
I work out of my home/no physical commercial space	0.0%	0
Total Respondents Answered		**11**

Do you own the property in which your business is located?

Answer	Responses	
Yes	27.3%	3
No	72.7%	8
Total Respondents Answered		**11**

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B5. Online Survey: Commercial Property Owners

Respondents who categorized themselves as "I own commercial property in Noblesville" but not "I am a resident", "I work in Noblesville", or "I own a business in Noblesville" were asked the following questions.

Where is (are) your commercial property(ies) located within Noblesville?

Answer	Responses	
Downtown Noblesville	75.0%	3
Noblesville, but not in downtown	25.0%	1
Hamilton County, but not in the City limits	0.0%	0
Other (please specify)	0.0%	0
Total Respondents Answered		**4**

In your building(s), do you have:

Answer	Responses	
available square footage?	No	2
	Yes	1
If yes, how much?		1,500
What types of businesses/uses can be accommodated?	0.0%	0
Total Respondents Answered		**3**

What item(s) below best describe(s) the type(s) of structure(s) located on your property?

Answer	Responses	
Stand-along building	50.0%	2
Building within an urban setting adjacent to other structures	25.0%	1
Multi-story building	25.0%	1
One story structure or smaller	0.0%	0
A residential home that is zoned for commercial use	0.0%	0
Other (please specify)	0.0%	0
Total Respondents Answered		**4**

In your building(s), do you have:

Answer	Responses	
tenants beyond your own business(es)?	No	3
	Yes	0
If yes, what types of tenants? (residential, commercial, etc.)	0.0%	0
Do you have multiple tenants?	0.0%	0
On average, how long have your tenants occupied these rented spaces?	0.0%	0
What is the typical duration of a lease agreement? (number of years)	0.0%	0
Total Respondents Answered		**3**

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B6. Online Survey Respondents by Age Group

Survey respondents by age group and type. Respondents could be more than one type (ex. Resident and Own a Business).

Age Group	All Respondents		Visitor		Resident		Work in Noblesville		Work but Do Not Live in Noblesville		Own a Business in Noblesville		Own Commercial Property in	
under 18 years	5	0.6%	2	3.4%	3	0.5%	1	0.4%	0	0.0%	0	0.0%	0	0.0%
18-24 years	28	3.5%	10	17.2%	14	2.1%	6	2.3%	4	6.3%	0	0.0%	0	0.0%
25-44 years	342	42.9%	20	34.5%	289	43.5%	120	45.8%	31	49.2%	22	37.3%	5	33.3%
45-64 years	349	43.7%	16	27.6%	301	45.3%	122	46.6%	25	39.7%	26	44.1%	6	40.0%
65 and older	74	9.3%	10	17.2%	57	8.6%	13	5.0%	3	4.8%	11	18.6%	4	26.7%
Total	**798**		**58**		**664**		**262**		**63**		**59**		**15**	

Note: Not all respondents answered this question.

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B7. Favorite Things about Downtown, by Age Group (2018)

Respondents could choose more than one option.

Age Group	The historic character of the area		The shopping opportunities		The dining opportunities		The special events		The parks and trails	
under 18 years	3	60.0%	1	20.0%	2	40.0%	2	40.0%	1	20.0%
18-24 years	17	60.7%	5	17.9%	6	21.4%	3	10.7%	4	14.3%
25-44 years	223	65.2%	61	17.8%	97	28.4%	82	24.0%	101	29.5%
45-64 years	245	70.2%	59	16.9%	67	19.2%	63	18.1%	73	20.9%
65 and older	55	74.3%	9	12.2%	7	9.5%	12	16.2%	6	8.1%
Total	**543**	**68.0%**	**135**	**16.9%**	**179**	**22.4%**	**162**	**20.3%**	**185**	**23.2%**

Table B8. Least Favorite Things about Downtown, by Age Group (2018)

Respondents could choose more than one option.

Age Group	I cannot find convenient parking		There is too much traffic		The sidewalks are too crowded		There are too many people		There is not enough variety of stores or businesses	
under 18 years	1	20.0%	1	20.0%	1	20.0%	0	0.0%	1	20.0%
18-24 years	9	32.1%	6	21.4%	0	0.0%	0	0.0%	7	25.0%
25-44 years	114	33.3%	98	28.7%	6	1.8%	5	1.5%	116	33.9%
45-64 years	121	34.7%	94	26.9%	3	0.9%	5	1.4%	80	22.9%
65 and older	29	39.2%	22	29.7%	0	0.0%	0	0.0%	10	13.5%
Total	**274**	**34.3%**	**221**	**27.7%**	**10**	**1.3%**	**10**	**1.3%**	**214**	**26.8%**

Note: Not all respondents answered these questions.
Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B9. Favorite Things about Downtown, by Respondent Type (2018)

Respondents could choose more than one option.

Age Group	The historic character of the area		The shopping opportunities		The dining opportunities		The special events		The parks and trails		Other		Total Respondents
Visitor	39	72.2%	6	11.1%	13	24.1%	6	11.1%	12	22.2%	8	14.8%	54
Resident	457	74.6%	121	19.7%	153	25.0%	150	24.5%	157	25.6%	49	8.0%	613
Work in Noblesville	38	74.5%	6	11.8%	12	23.5%	5	9.8%	17	33.3%	2	3.9%	51
Own Business in Noblesville	11	100.0%	2	18.2%	1	9.1%	1	9.1%	0	0.0%	0	0.0%	11
Own Commercial Property in Noblesville	4	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	25.0%	4
Total	**549**	**74.9%**	**135**	**18.4%**	**179**	**24.4%**	**162**	**22.1%**	**186**	**25.4%**	**60**	**8.2%**	**733**

Table B10. Least Favorite Things about Downtown, by Respondent Type (2018)

Respondents could choose more than one option.

Respondent Type	I cannot find convenient parking		There is too much traffic		The sidewalks are too crowded		There are too many people		There is not enough variety of stores or businesses		Other		Total Respondents
Visitor	18	33.3%	14	25.9%	1	1.9%	1	1.9%	9	16.7%	15	27.8%	58
Resident	226	37.2%	193	31.8%	8	1.3%	8	1.3%	189	31.1%	141	23.2%	607
Work in Noblesville	25	49.0%	16	31.4%	1	2.0%	1	2.0%	13	25.5%	7	13.7%	51
Own Business in Noblesville	6	54.6%	0	0.0%	0	0.0%	0	0.0%	3	27.3%	4	36.4%	11
Own Commercial Property in Noblesville	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	50.0%	2	50.0%	4
Total	**275**	**37.6%**	**223**	**30.5%**	**10**	**1.4%**	**10**	**1.4%**	**216**	**29.5%**	**169**	**23.1%**	**731**

Note: Not all respondents answered these questions.
Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B11. Favorite Things about Downtown, Write-in Answers

Respondents could choose "other" and write-in their answer.

Visitors: The ITM ● Itm ● Train Musuem ● Indiana Transportation Museum and Train riding!!!?????? ● The courthouse square, the train coming thru downtown, the ole cars on Saturday. ● Having ITM there to teach my kid what life was like ● The Indiana Transportation Museum and Nickel Plate 2-8-2 steam locomotive #587 ● The real train rides through downtown Noblesville

Workers: I enjoy the feeling of being in a place that is vibrant and active yet open and free. ● Indiana Transportation Museum

Residents: nothing and that is fine ● The arts district. ● Old cars at courthouse on Saturday nights. ● It's not Carmel or Fishers ● syds ● The whole City... ● The square area ● small town but close to Indy ● There really isn't. We occasionally eat downtown, but there isn't anything that brings us downtown. And trails? Seriously? Trails? There is one short trail along the river and then into Forest Park. ● All the features combined make it a nice place to live. ● the small town charm, but the lack of merchant selections force me to go elsewhere. ● all of the above ● Historic character and Dining ● The community spaces where people can gather--noble coffee, nickel plate, plus special events ● All of the above ● Love the character and the mix of eateries, bars and stores. Really says local business. ● Art galleries ● All of the above however the traffic increase has had a negative impact of the ability to partake in activities. ● Wish it had more local restaurants in Noblesville and not so many chain restaurants. ● Walkability, charm, shops, proximity to schools ● Keep the Railroad -- part of our historic charm ● all of the above with perhaps less emphasis on dining ● city offices ● density of everything, walkable to everything ● The walkability of all these things is the real draw ● All of the above ● The railroad and the many excursions offered by the Indiana Transportation Museum (ITM) ● Variety of things to do within walking distance ● small town atmosphere ● small town vibe ● the sense of community ● ITM ● The potential to connect with downtown Indy and beyond via rail ● The polar bear express ● Location and amenities ● My neighborhood and my access to a trail ● the city character added by the TRAIN ● All of the above ● The community feeling ● Nothing there isn't a lot to do ● The beautiful historic train running through downtown ● ITM ● The Indiana transportation museum ● The Indiana Transportation Museum ● We love our train! ● Ability to walk to dining/entertainment ● I don't really like downtown noblesville ● The growing arts community ● I don't I don't

Business Owners: *no write-in answers*

Commercial Property Owners: **Th**e Nickel Plate Rail Line

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B12. Least Favorite Things about Downtown, Write-in Answers (1 of 3)

Respondents could choose "other" and write-in their answer.

Visitors: no more trains ● The junk yard of trains in forest park ● Railroads in the middle of the road are not cycling friendly ● There isnt anything I don't like. ● Politics taking our train away!!! ● No performing arts center ● The removal of the Passenger Train ● The lack of historic charm ● Abc ● Miss the train, but doesn't have to be ITM ● Nothing I like everything about downtown Noblesville ● The town officials are trying to turn it into Fishers ● The possibility of the railroad being replaced by a trail due to bias. ● Nothing! ● Very dark at night

Workers: Better dining options. BRU and some other developments in progress are a big upgrade! :) ● Wish there were more benches ● More restaurant choices would be good. and I know that is happening more. ● Needs a nonkid friendly nighttime activities ● Not enough nightlife. ● The mix of stores and overall feel favors the 60-80 age group... need to be relevant to the 20-50 age group as well... sorry to say, but we are not "Hipstoric", but it would be nice if we were. ● The corruption of politics

Business Owners: Insufficient parking for my clients. ● do not eliminate the "slant" drive in parking for parallel.....it will destroy the " inadequate" parking there is currently ● Parking ● 2 Hour parking not long enough

Commercial Property Owners: Insufficient parking for my patients. ● With no rail service, can't get customers to points south..

Residents: We need more dining options. Less boutique shops. ● dining variety ● Would like more kid friendly places and adult places (wine shop, brewery) ● looks worn out ● Idk ● No substantial multi-family opportunities ● The time limit for parking during the week! I don't like the pressure of time restraints. ● A more mature, vibrant night life. Variety of entertainment would be nice. Maybe a music venue. ● Lack of infrastructure investment ● Not enough restaurants ● A need for a more comprehensive plan including all the above ● truck traffic ● The area is not very pedestrian friendly ● Need signage or an online interactive map showing which businesses are located where ● Length of time allowed to park at a meter. I woukd spend hours antiquing and lunching if I didn't need to move my vehicle. ● Restaurant options ● Not enough parking ● No nightlife ● There is a lot of traffic AND drivers do not look out for pedestrians ● Need more restaurants ● Not enough outdoor dining ● Pedestrian safety-especially crossing streets and accessing parks on foot or bike ● too many homes in old town are becoming rentals, and not maintained well ● Downtown looks old and broke down. I'm tired of the surrounding cities out doing/ out classing Noblesville. ● not enough cool restaurants ● The politicians ● No parking garage. ● The downtown Christmas decorations are often such a mismatch they detract from the Celebration. I wish we invested in a cohesive theme that was well thought out and lovely even if it cost more money. ● The trains are gone! ● Business enchroachment into residential neighborhoods ● Not a great restaurant—really good casual food and drink ● Don't have one ● I would like more restaurants ● unfriendly to both pedestrians and bicyclists ● looking for more dining options ● Taxes being spent on wasteful things and city blocking out residents opinions so Noblesville can push their own agenda. ● Not TOO much traffic, but traffic flow is a real challenge. ● For us, it is great! Very much like Seal Beach, CA, a few miles from where we lived prior to our move to the Indianapolis area. We chose Noblesville for this reason, and HOPE NOTHING CHANGES. ● Lack of connected trails through the downtown, the inability to easily cross the river to the west side. More additions and building up of west side of the river. ● Driving through the square ● Snow removal during winter is spotty. ● I live on the west side. No good way to get to the high school quickly. With 4 kids I will be making lots of trips. ● a chore to go to Post Office. ● Need to be more connections to the parks and trails

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B12. Least Favorite Things about Downtown, Write-in Answers (2 of 3)

Respondents could choose "other" and write-in their answer.

Residents (Continued): Not enough bike trails or sidewalks ● It would be nice if there were more everyday businesses, too, like pharmacies, food markets, etc. ● Need of good restaurants! ● TRUCKS. Get them out of downtown. ● We are losing the ITM and train ● The 2-hr parking limit ● The major and deputy mayor are doing everything they can to destroy the historic significance in our city. It is a disgrace how they have handled themselves the past 2 years. ● Wish there was more of an emphasis on keeping the historic character - which includes brick sidewalks, the train, anything that is irreplaceable ● The downtown & river are neglected in capitalizing on making Noblesville uniquely better. ● I'm afraid that politicians are removing its historical value. ● Buildings look crappy ● Wheelchair Accessible Parking problems ● It could be a little bigger ● I don't have a least favorite thing. ● The sewer odor at nearly every corner. ● The timing of the lights are off ● Litter ● Nothing ● It is losing some of its historic significance ● elected officials ignoring the residents ● I am worried that my children will not be able to enjoy the train ● Getting Rid of ITM / Not listening to the NEW ITM Board who have a GREAT plan for a NEW experience and benefit to the entire community ● There seems to be little credence paid to the type of business encouraged to locate on the square. ● "Hipstoric", not enough restaurant options (need more variety of environment and pricing) ● Need more restaurants asian grill prices ● On 32 ● The quality of businesses and facilities downtown is lacking. ● cannot ride bikes on sidewalks & need more housing options ● Need more dining options ● lack of green space, landscaping, trees, art displayed ● The loss of ITM running the railroad tracks ● the trailer parks and low income housing surrounding the area plus how run down storefronts, parking lots, and local businesses look. Buildings look old and dirty. ● It's building up on the outskirts to where it looks like a cheap imitation of Carmel. ● Lack of diversity ● Lack of nightlife or dining options ● Better paved sidewalks for strollers and bikes ● I don't have a favorite thing. I have lived in Old Town all my life. ● areas with visual polution bus. with trailers and trucks ● Not enough outside dining (wider sidewalks would allow for this) ● Need more restaurants ● Very little music ● I don't really have any complaints. ● Poor management of stoplight timing. Suggest one way on Connor and one way (opposite directions) on Logan in the downtown. Rush hour traffic is a joke clear out to Hague Rd. ● Lack of maintained roads, storm drains, and sidewalks ● Some buildings are poorly maintained/not attractive. ● Two hour parking and patroling and ticketing give an unwelcome impression of our city ● City isn't doing anything to retain the historical charm of Noblesville. ● Ability to walk from the Wellington's neighborhoods to down town ● need more restaurants open in the evening ● Fear of change by residents to upgrade ● There are only sit down restaurants. No place to grab a sandwich or counter type service for lunch or with the family. The type of foot traffic downtown is screaming for a place that doesnt take an hour or tipping a waiter/ress to eat a meal ● ADA accessability. Keeps me away from some places/events. ● Maybe better nightlife? Can't really think of anything. ● No trail. Sidewalks are trashed. Too many low rent renters ● Not clean ● Not enough bars and restaurants. ● Only 1 good option for dining downtown for dinner. No decent places to get a drink, either. ● Too many law, insurance offices where there should be stores, shops and eateries ● nothing there to attract anyone to downtown ● I think because of the high volume of traffic there aren't as many people there as you would expect. I want it to be a busy pedestrian area. ● Too much traffic on Conner St. only ● Lack of safe walkways to Federal Hill Commons ● It is where businesses go to die honestly ● we need a rock climbing place, a comic book store, and more Asian places to eat, and AN ASIAN GROCERY ● Parking tickets. All the time ● Lack of interesting evening dining ● Trying to turn left if your going east on Connor. There should be left turn signal lights. ● family friendly restaurants ● I would like to see the riverwalk project finished and functional. ● Not enough shops or dining choices. We love to eat local but when the choices in downtown are few, we end up going to Carmel of Fishers. We are not interested in chains such as Applebees, etc. ● Not enough bike/walking trails. The new park doesn't have secure bike racks. ● Again, there just isn't much that brings us downtown. And when you look at the downtown district is there really ANYTHING outside of the square? ● Facades need to be more like Carmel ● Nothing

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B12. Least Favorite Things about Downtown, Write-in Answers (3 of 3)

Respondents could choose "other" and write-in their answer.

Residents (continued): I feel we need atlas another quality restaurant! ● Nothing, traffic is heavy at times but I appreciate the historic charm of the town and it's uniqueness more than having wider street style or more parking. ● Traffic Lights ● The amount of traffic on Conner Street makes it unsafe to walk around downtown. ● There is no comprehensive effort to preserve and protect the historic nature of the downtown other than the Main Street program. ● Would like a theater downtown ● The green trash cans should be black, classier looking than green. :) ● That I have to go thru downtown to cross the river. ● Too many non-retail businesses located on the square. Need to get rid of that eyesore auto repair shop by the river. ● need more food choices ● its changing from its historical character to accomadate a big city mentality and not the quaint small town family community that attracted most people to move here originally ● Teens are left with very little to do here. Younger kids are served well, as are 25+ group. More needs to be offered for the teens ● Parking time restrictions are horrible. No time to explore. ● The ugly judicial center ● not enough resturants open in the evening to many lawyer offices should set a limit on how many can be downtown ● The rampant development of strip malls and subdivisions ● 2 hour parking limits during the weekdays while I'm supporting local businesses is unfortunate ● it looks old and run down. even with the storefront facelifts, the sidewalks, lightposts, bridges, all look and feel old. there is no freshness when you drive through our downtown. ● Heavy truck traffic in downtown ● restriction on parking with a 2 hour limit ● Connor street during rush hour ● Federal Hill and The apparent desire of city government to run people away from downtown, Federal Hill ● not enough dining choices, but think clancy's will help.

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B13. Additional Comments (1 of 11)

Respondents could write-in additional comments at the end of the survey.

Please leave the historic train downtown. It adds so much character to our city. Also don't think about doing something to the brick streets, leave them and take care of them. ● Hope historical facades and historical features are retained on all older structures. Also don't like to see a residence become a business. ● housing in downtown area needs to be newer and there needs to be a restriction against businesses with trucks and trailers parked and operating by the river and downtown area it really needs to be regulated ● Please DON'T replace any warm-hued light bulbs with bright whites in any of our lampposts. Would like to see lampposts installed on Logan St. Better signage to point people to our trails. Make a pedestrian path to Federal Hill Commons. Better signage to welcome people to downtown Noblesville. More free parking options. ● We moved here about a year ago. We moved here versus other locales in Hamilton County because of the small town feel, historical properties, and the wide variety of old/new. Coming from Indianapolis, I like the wide open green areas, trails (would like to see more connectivity), farmers markets, and focus on health in general. Hopefully, when decisions are made, the Noblesville we know will be integrated in the plan. ● Please continue to help with local businesses in downtown. I have heard of some businesses fearing of being pushed out due to rent increases. It would be great to see places for local teen activities to emerge. Please be mindful about our overgrowth in population. No more apartments in Noblesville please. Thank you for all you're doing for our city! ● Widen sidewalks for outside dining, more restaurants, add trees to sidewalks anywhere that there is a blank ugly space (like the side of the jewelry store), riverfront dining/tables (like Milwaukee or Chicago), take advantage of being on the river (could be a unique and beautiful feature), get rid of power sub-station eyesore, better connectivity to Fed Hill park (bridge/crossing), keep night lighting from being too harsh (unlike Carmel downtown), more attractive connection to White River Greenway, beautify entries into city with more trees facad grants (from 37 to the east, River road to the west and Greenfield Ave to the south) ● Some type of walking only bridge or sidewalk to get over the river from Federal Hill Commons would be a HUGE help in visiting downtown restaurants and stores. ● Live music adds ambiance and attracts visitors. I would love to see more of it along with Live Music Venue signs such as those seen in Nashville. ● The Train should never left. Very sad!!! We will just see how the next election goes!!! ● I love downtown Noblesville, but the traffic & sometimes prevent me from shopping downtown. ● Please, please, please quit redoing concrete on the same sidewalks everytime. Redo the sidewalks outside of the square. We have to walk down the road to push a stroller anywhere ● Please keep the quaint angled parking. ● Noblesville should 'own' an urban, city center with historic charm. Carmel and Fishers are both building it. But we already have it. I live within 10 min walking distance of the courthouse square and see the value of that as an anchor for the city and a differentiator. But we have to attract businesses that enliven the downtown, especially on weekends and evenings - and that means quality food and drink. What is there is good, but we need more - if the market can bear it, of course. ● This did not have anything to do with the proposed downtown plan. It did not address the parking sitation, did not address the fact that parking spaces are being decresed and reconfigured, did not address the need for a parking garage, did not address bike trails running through the downtown area. I think there are issues more important than what variety of restaurants I want to go to. ● Downtown needs to have storefronts painted, sidewalk benches updated, love the pocket parks, Seminary Park should remain and updated, houses that are empty/foreclosed offered at decent prices so potential homeowners can afford to make exterior improvements that would reflect Old Town feel. ● We need more parking that is accessible. there are times when I would frequent stores on the square but I get frustrated by the lack of parking spaces. We need a better Marketing plan to create more awareness of events. Our little Noblesville Times paper could be an avenue to create more awareness. For example, the ice sculpture thing was something that we didnt know about, but were driving to the cleaners and saw it.... More flyers in local businesses would be great.! ● Can anything be done to improve the South entrance to Noblesville on 10th st., Allisonville Rd. from Carbon St to Christian? It's an embarrassing zoning mess. ● I love the square and would like to see vacancies filled with things that nurture and support the charm of the area. The train might benefit with a downtown presence or shop. Kayak and/or tubes availability coupled with hiking supplies for our trails. Art supplies for Nickel Plate. Farm to food store to compliment the farmers market. Things that strengthen and compliment the wonderful place Noblesville is. =) ● We love living downtown and walking to events, dining and shopping. We would support anything new downtown. ● I love downtown Noblesville and appreciate all Main street does. I do feel like we have many okay restaurants and only 2-3 that are really good. Shopping could be more varied and I really miss having a bookstore. ● We can embrace the authenticity and history of Noblesville AND develop a better connected, walkable, bikeable trail system between the south (Wellington neighborhoods) and downtown. Noblesville needs this to be a viable option for young people and healthy older ones to fully embrace our community

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B13. Additional Comments (2 of 11)

Respondents could write-in additional comments at the end of the survey.

I would love to see more diversity of dining options come to downtown Noblesville--both high-end and reasonably priced, places where I can bring my family or meet friends close to home. I occasionally shot at local retailers, but feel dining is missing. I currently drive to Broad Ripple, Zionsville, Carmel often but would MUCH prefer to do that locally. There is a plenty of development in the Hamilton Town Center area, but I would like to see more in the historic downtown area. Even if I could park in a central location and walk to many shops and dining options, that would be preferable to driving. I am a big supporter of the trail and in an ideal world, would like historic downtown Noblesville to be a dining and recreation district within walkable/biking distance from my home (in the Wellingtons). ● With a better long term plan and community leaders/groups who are invested in the future while not losing site of the historic nature of the downtown area Noblesville would be able to grow while keeping its charm. Right now there are too many people worried about keeping Noblesville like it was when they were a kid/teenager in the 80's. We don't have to be Fishers, but we can get much much better at who we are and where we are going. We also need to start planning to use the river to our advantage, the trail is a nice start but its literally the least that can be done with our biggest resource in the downtown district. ● Would love a target in the area ! And pls fix roads . ● I live on the edge of Noblesville/Westfield right off 32, and work on the west side of town. It would be nice to have more restaurants on the west side of Noblesville. ● We live here because of the downtown atmosphere. We want to see it thrive and often visit the shops and dining. Thank you city officials for keeping it strong and looking nice. The historic feel with the modern shops/eats makes it a great place to visit. I came from a town that didn’t support its downtown and now it’s ugly empty buildings. It changed the character of the entire town. Keep finding ways to draw people downtown and keep local business strong. ● The renters need to keep their property clean or fine the landlord. Renters are ruining noblesville. ● Clean up downtown and fix Old Town streets, sidewalks, or LACK OF, trash and LANDSCAPING , fix fence behind Boldens paint pots in pocket park,fix dog fountain in park, paint railing on both bridges, CLEAN STREETS when there are no cars, and more often etc.!!! Can't we do better! Downtown does fine, TAKE CARE OF OLD TOWN ● We need a historically appropriate looking parking structure and an theater downtown. Sad part is we had one and tore it down...caution don't tear out or down what makes our town historic..lile the train tracks. ● Fix parking first. However you do it, but that has to happen - if some historic, yet crappy buildings have to be sacrificed, then so be it. ● There are many sidewalks that require improvement. Enforcement of rules, such as not parking on sidewalks would dramatically improve walkability. Safety at crosswalks downtown is also a concern. Transforming our downtown to a destination and not somewhere to speed through will help this. We need a pizza place! A deli! A bakery! And something more international!
Access down to the river would bring a place to rest and relax which would make our downtown unique. Access to the river is a must. ● Please consider adding a good community theatre that will attract great actors ● leave the downtown alone. do not try and float millions of dollars of bonds to try and be carmel or westfield. be unique, be original and don't try and be them. ● Conner St is dissecting the square and the traffic is so bad that you can smell the exhaust. Big trucks are going through too. Nobody wants to walk around a bunch of traffic. It would be great if portions of the square were pedestrian only and have outdoor cafes and music. Make it like the European model where they preserve their historic areas and beautify and make them accessible to people. Downtown Noblesville is so much more interesting and beautiful than any other city in Hamilton County, mostly because it is original and not post-modern. It has character and we need to attract more people there. ● Keep historical theme! It is irreplaceable. ● Please don’t mess up downtown Noblesville. I love its charm. I moved out of Carmel after living there for 18 years in their art and design district because it is a jacked up, congested mess full of yuppies that didn’t respect those of us that lived there. ● Need better pedestrian and traffic management for Federal Hill Commons events. ● Visit Rockford, Michigan. See their river/downtown area. Beautiful. ● It would be so nice if the traffic could be diverted in Noblesville to give a better flow getting in and out but also inviting at the same time with walking only in the center of downtown and convenient parking at the outer edges, either through a garage and/or some through streets that are taken above the current streets. ● Do not try to be Carmel or Fishers and attempt to develop some massive downtown and float bond after bond attempting to pay for it. Be unique and come up with some unique ideas that can turn Noblesville. But, again, please do not try to be other cities close by. ● Many people walk their dogs along the trails. There are not enough "doggie poo" pick-up stations or waste cans around. And as it gets busier with more people walking in out-of-the-way places, there is a cause for future safety concerns. Will you have a visible public safety presence and a plan that includes video cameras and "Police call boxes" like the ones on most College campuses? ● Save The Train! ● More restaurants options are needed for sure. ● I live in Cicero but work in downtown Noblesville. Noblesville is a great city in general. Downtown is great because it is so quaint. Off of 37 has all we need but obviously is very commercial.

Source: “Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan.” Online Survey. February and March 2018.

Table B13. Additional Comments (3 of 11)

Respondents could write-in additional comments at the end of the survey.

The traffic heading west on 32 from Westfield to 37 is congested. The traffic heading north into Noblesville on 37 is congested. I would love more sidewalks and biking/hiking trails to extend past the city limits. ● I do live close to downtown, just outside the lines of the map given here. ● Housing near downtown Noblesville needs to improve - too many rundown houses - not enough young professionals to drive a vibrant downtown atmosphere. Renovate existing housing near downtown and the demand for shopping/dining will explode. ● Noblesville has a great selection of restaurants, boutique shops and some of the best parks in the area. ● I personally love the feel and atmosphere of downtown but the major deterrent is the amount of through traffic. The amount of lights are too close together to have such a high volume of vehicles pass through every day. If commuters simply passing through had an alternative route it would make downtown Noblesville much more appealing to walkers and bicyclists. ● I love Noblesville and downtown Noblesville. ● It would be so nice to have a restaurant (wine bistro!) with a patio for outdoor seating. The atmosphere downtown is so wonderful during the summer and it'd be wonderful to dine outside. Also, it would be great to have a butcher/cheese shop downtown with organic and farm-raised fare. ● Pros-I love our historic charm in Noblesville. I feel that our downtown is quaint and I love it. There are a lot of fun things to do with my family (eat, walk, shop...we love Alexanders!). It feels safe. Cons-I feel that the area south of the courthouse near the railroad tracks is run down. I do not feel safe in this area and would not take my family here. ● We have lived in downtown Noblesville (12th and Maple) for 1 year. We enjoy the ease of walking to the square and have visited many of the restaurants and shops. First Fridays are enjoyable as well. We really like the "Upstairs, Downtown" night. Keep doing what you're doing! We're proud to live in Noblesville! ● We have searched for good rental housing within walking distance to downtown for 3 years and have not been successful. please consider this in your master plan. ● I love the addition of Federal Commons and the opportunities it brings! ● Noblesville is a wonderful city! However, as Carmel and Fishers continue to add wonderful dining, shopping and entertainment options, I vsit them more often. Additionally, Noblesville lacks new housing options downtown such as lofts, condos, townhomes or multi-use developments. I feel as if city officials are not willing to branch out and find ways to not only keep the charm but add new opportunities for Noblesville to grow. ● We need a parking garage! Old mill land maybe??? And better sound blockers at federal hill!!!! Also buy that eye sore of a house behind wendys and turn it into parking for events. Downtown needs a 10 west style restaurant and more dinner options ● I come from a large city - Washington DC - and I truly appreciate the "small town" feel of Noblesville. I feel there is great variety and I feel very safe walking the streets w/ my daughter when we shop. I would hate to see the small town environment disrupted. Thank you. ● Would love to see some things along the lines of downtown Fishers and Carmel Arts District. Need the free parking garage like they have too! ● Right now the retail is geared mostly toward the older generation. Look into wooing someplace like Bushel and a Peck or, once again a store for gamers. There is no game store north of 86th St and gaming (table-top gaming) is HUGE. ● Keep the Indiana Transportation Museum where it is. They have so much equipment and have nowhere to take it. They have a steam locomotive to restore, and forcing them to leave would likely end the project, leaving history in pieces. ● I hope to see more high end dining and dinner options return to the square! We love to bring out of towners to enjoy Noblesville. ● Would love to see a walk in movie theater back on the square ● I would love to see some sort of multipurpose theatre on the square, or an upscale cigar lounge. Much like Franklin, TN. ● Need to find ways to use the riverfront which is severely underutilized. Riverfront restaurants, bars and entertainment venues should be priority. Need downtown apartments. City needs to buy vacant properties and build a parking garage in return for a developer building apartments above with street level restaurants. City needs a progressive vision!!! Carmel and Fishers are leaving us behind. Downtown and the riverfront can be much nicer than it is. It's old and tired with lots of antique stores that smell like mold when you go inside. ● As the businesses in downtown Noblesville are expanding beyond the square it would be nice to have signage to show side street shopping opportunities ● There are, what, 3-4 bars downtown? I'm including Syd's and Copper Still. But they're all kind of the same. And when you're downtown at night, say 8:00, unless there is a special event the downtown area is dead. There's zero nightlife. My scores on this survey are pretty low. I do like living here, but when my kids graduate from high school I don't know that I have a reason to stay. Roads and infrastructure are poor and the way the city drags its feet on improving those is astonishing. All one has to do is look at the five points intersection and how long that took to get done, how far behind we are on the 37 project, and how long it is taking to do something about Pleasant Street. The historic nature of downtown is nice, but it seems to me that while Noblesville has spent so much time trying to stay a small town we have lost initiative, forward thinking, and progress. We don't need to be Carmel or Fishers. I think we can keep the old, historic nature while still being a modern city. But, Noblesville just isnt a small town anymore and we need to quit acting like it.

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B13. Additional Comments (4 of 11)

Respondents could write-in additional comments at the end of the survey.

Work on updating building facades. Use Carmel requirements with the use of limestone and brick. Also work to increase trash pick up and downtown Noblesville needs a major landscaping boost. ● Extend pretty walking path ● 2 hour parking should be restricted to only the square if you want people to eat and shop in Noblesville. I have friends and family who have visited from out of town and are very put off by the parking restrictions. ● If the goal for downtown Noblesville is to make it more like the commercial areas is Fishers and Carmel, I'd be very disappointed. Fishers used to have a nice, small-town, family feel, but now it is so commercial and I hate it. I go to Fishers and Carmel as infrequently as possible. I love the Noblesville square, and anything that I need in terms of shopping is either available in Noblesville on 37 or on Amazon. Don't make Noblesville like Fishers and Carmel! ● I appreciate the charm of downtown and after losing the train, if downtown was modernized like Fishers it would make me seriously consider moving out of Noblesville. ● Traffic is horrible in the downtown area. ● More restaurants would be nice, but filling the Marsh building with a like-quality or better grocery (Market District, Fresh Market, Trader Joe's) would be awesome. ● For all involved, thank you for all of your efforts and work maintaining and improving Noblesville. It's a great place to live! ● PLEASE plant small trees along the sidewalks to add charm (see Carmel or Lafayette). Get rid of the square plastic flower containers; they are cheap-looking. Attract quaint retail/home decor shops. Places like the WE BUY GOLD shop are tacky. ● I feel we need to go bring back some of the historic flair by bringing back the bricked section of Logan street and redoing this section. I also feel Noblesville needs to return to the original miller man for pride and tradition. ● Rebrick Logan Street! (But don't ever get rid of the brick road! It's bad enough the non-Noblesville people at Noblesville Schools got rid of the Miller Man's baker hat! The brick road and the Miller Man are who we are! ● That service station is an eyesore. It would be great to see it purchased by the city or taken by imminent domain. It would be nice to see Kroger move to the old Marsh store, the strip mall leveled and retail, housing and parking added. BlueSky & Bru Burger are/will be great for the western part of downtown. As a near-west sider, it would be great to see more retail and restaurants on the west side. ● The grain elevator that was torn down on (9th street ?) could be a parking lot with trolly service to and from the downtown area and to events at Federal Hill Commons... It seems to me that its a matter of time before someone gets hurt or worse trying to cross the street on 32 and also Logan while trying to go to Federal Hill events. The money generated for parking tickets with the 2 hour time limit downtown could go paying for the trolly service! ● We need a parking garage. Towns like us (Frederick, MD and Leesburg, VA both have parking garages (free of charge, too.).Also, I do like the diagonal parking. ● keep noblesville a small quaint town. with a focus on family and community. quality events at a low cost. i realize that is a challenge. a lot of us work extremely hard and dont have a lot of extra cash to enjoy our community. that doesnt mean we dont love it. its our town. even as a transplant to here. its my home. my town ● Conner and 8th Street intersection is the most problematic for traffic as well as pedestrians (cars turning south on to 8th fail to yield to pedestrians) ● I am wondering if there is possibility for improved signage to highlight where the shopping/retail locations are that are off of the square. As Noblesville retail expands to include retail south of the square (Caravan classes, Little Gypsie, Across the Pond) customers often do not realize they are there) ● I avoid driving through Noblesville whenever possible. Lived here 25 years and very little has been done to improve traffic flow and parking. So frustrating. ● Please don't mess with the square too much. The style of shops there now suit the feel of the area. There are already so many shopping areas very close by. No need to for more of the same here. ● Parking code enforcement is a huge turn-off for visitors. This is hurting Noblesville downtown, and Noblesville in general. "Let's visit downtown Noblesville to eat and shop and get a ticket because we parked over 2 hours." ● Would love to see the train remain a viable option for getaways. Definitely needed for future growth as a light rail option to Indy. Think Europe. Old towns, modern transportation. It works. ● The quality of upkeep of the residential neighborhoods surrounding the square are equal to the square itself. One thing supports the other. ● 2 years ago there was discussions and surveys done about parking in downtown most people wanted to be able to park for 3 hour instead of 2 but nothing was done about it . It would be nice if you actually listened to the people this time. ● The amount and type of traffic (trucks) is horrendous. There must be a way to have the larger trucks as well as traffic in general to be given a more viable option rather than sending all directly through downtown and getting stuck in stagnant bumper to bumper or standstill traffic. It discourages those of us to opt to go west of Noblesville to shop and eat or just hang out. ● More restaurants and local stores would be a great addition to the downtown area, my husband and I are always talking about how we wish there were more local options rather than chains. Carmel and Fishers are making big strides in bringing in more local vendors and wish and hope that Noblesville starts to play catch up to provide a great city for it's residents. ● Old Town needs more housing!! We would love to transition from our 130 year old home into a condo-style home in old town. Also, our son could not find an apartment in Old Town, so he moved 15 minutes away.

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Table B13. Additional Comments (5 of 11)

Respondents could write-in additional comments at the end of the survey.

I would like the master plan to include a lot of green space. I specifically would like to see the city use plants and trees native to Indiana for landscape use. ● We've lived here almost 20 years. Noblesville has changed a great deal in that 20 years. The quality of the citizenry has declined significantly. The level of TRAFFIC has multiplied at least three-fold. Therefore, we are actively seeking to move not only out of Noblesville but out of Hamilton County. At this point in time, we would NOT recommend Noblesville to anyone. When city government seeks to satisfy their own wants/needs/desires and stops listening to their constituents, the future looks quite uncertain. ● I think one of the biggest constraints is the parking-NOT NEOUGH PARKING in the downtaown area. Need to better capitalize on the walking trails also ● SAVE THE TRAIN!!!!!! ● Would love to see more concerts and family events at Federal Hill ● I would like to see binford Blvd/fall Creek Ave traffic control lanes happen to Connor street in Noblesville between 37 and 10th ● Save the train! The train is self funded and a great opportunity for downtown Indy excursions as well as many other things! The city has always hampered it's use. Keep the rails and learn to partner with them verses spending taxpayer dollars on something not utilized. Federal Hill is a huge disappointment in my opinion. Not walkable, dangerous to those of us with kids.....farmers market we no longer attend due to location. ● Downtown Noblesville has great character & good bones - the potential here is huge! Look to other towns that have maintained the character but upgraded the lifestyle: Hinsdale, Lake Forest, Winnetka, Evanston, Villa Park, Elmhurst, Naperville, Glen Ellyn,IL; Las Olas (Ft Lauderdale), Boca Raton, Coral Gables, FL; Charlotte, NC to name a few. Whatever is planned/done it will only be successful if the neighborhoods surrounding (and in) the downtown district are held to a high standard of maintenance - streets & sidewalks in good repair, lawns maintained, derelict vehicles gone, no sofas on the front porch or lawn, well lighted streets, etc... These neighborhoods should be held to at least the same standards that are imposed on the suburban developments, if not higher because of their visibility. Call for no street parking between 2am and 6am - easier for police patrols to see yards at night and allows for street cleaning without interference. Or no street parking on north or west side of street on Tues from 8am to 2pm and south and east on Thursdays same time for street cleaning. Better maintenance/standards leads to higher values which provides more tax revenue. ● I strongly feel that Noblesville one ups our neighboring cities w/ our historical charm -- really wish we could see our way to preserve the train -- especially for events (State Fair) in Indy. Certainly is a keeper and wish the powers that be could see their way to keeping it. Every OTHER city has a trail -- totally unnecessary. ● I live in Old Town and w love the walk-ability of the square. We really need more dining options. That is the one thing I would improve if I could. thanks! ● There are a few intersections that are hard to cross when you are walking(which I do daily) I have witnessed cars swerving toward bike riders, cars speed up when pedestrians are present and a car not paying attention turned left at a light and almost ran me and my son down. I know downtown is an important through way but less traffic would make downtown so much nicer. ● there needs to be parking somewhere for more than 2 hours. You cannot eat and shop in that time. ● I moved here from Lafayette 18 months ago specifically because I love the downtown area. It is like stepping back to a simpler time and I hope that feel can be maintained, while blending in a contemporary vibe. Good luck! ● I love the downtown area and appreciate that this conversation is happening. It is an underutilized gem! Please be visionary and make this a destination!!! ● I really question zoning ordinances in Noblesville. A used car lot in the middle of residential; junk in yards; properties that need to be renovated. Access to city going from almost any direction is beyond unattractive ● Would like to see better foot & bike connectivity from downtown district to ALL residential neighborhoods built in the last 50 years. ● Very short sighted by the city's "leaders" to destroy the southern portion of the Nickel Plate rail line..If this comes to pass, we will close our business in Noblesville, and relocate to a community that has no corruption within the city government/ mayors offices. ● I think the streets that bring visitors to the Downtown area should have signage welcoming or designating the Downtown Area. I like the signage over the streets in Carmel marking the Arts District. ● I would love to shop some of the shops more but during the week I feel too much pressure for watching my time because of the 2 hr. parking restrictions. When we have company come into town, we wait until the weekend when there is not that time crunch. This time limit and the little guy driving around is a ridiculous policy that needs major correction. That keeps people away....not welcoming. ● We miss The Hamlton, Eddie's Cafe, One-Step Deli, places that people gather and see your neighbors and friends. Hopefully, some new places will come that people can make memories and enjoy good food. ● U need more input from existing committees on downtown improvements. ● The downtown needs to embrace the river more. Even though we have a river walk, we need to do more with the vital asset that we have access to. ● Would love to see more walkable paths between the downtown and federal hill/farmers market. Would like to see parking utilization in the lots across from Federal hill rather than a vacant gravel lot. ● Downtown is bigger than the boundary you have shown

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Table B13. Additional Comments (6 of 11)

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Living in the downtown district I would always choose to walk into town for shopping or dining over driving anywhere but my family and I need more options! No more antiques or burger places, please! ● It would add to the historic charm if you added signs (possibly with photos) teaching people about the history. For example, at the clock shop a sign would explain that it used to be the Grand Hotel. ● I feel it's important to retain the historic look and feel in future building in and around downtown Noblesville, and keep as many trees as possible. ● Looking forward to the positive changes! ● It would be nice to push the connection of the Midland Trail to downtown. The traffic is a nightmare and connecting the Midland would allow more downtown pedestrian/bike traffic. The Midland should have been completed years ago! ● I love the historic look and feel of downtown. Right now, there is not much to do other than passing through. There are so many stores and restaurants, along with wasted space that are either an eye sore or not worth checking out. Every other neighboring city has a more vibrant scene. I would love to stay close to home and have friends willing to drive to our side of town to enjoy a night out. We just need an area to park and multiple dining and entertainment options that could make for a one stop area for residents and visitors to spend their time and money. ● I would come to Noblesville more often if the ITM was still open and the train still in operation. ● Love Noblesville! Small town charm with many amenities. It would be nice to see some of the heavy traffic flow diverted. Love the new summer music venue in front of Kroger's. Advertise it better! Many I've mentioned it to had no idea it was there. Keep up the good work! ● Would like to see a roller skating rink in Noblesville. ● Your support for ITM is the BEST thing the city can do for its residence! Help them to achieve their goals! Do so will guarantee limited to zero tax dollars are spent on the train AND we will have an increase tourism dollars/publicity brought to our city! ● Bring back the train. It's okay to have a trail to fishers, just leave the tracks. It would be really nice to commute on the train to downtown Indianapolis one day. ● Do not build a multilevel parking garage north of the fire station. Tax dollars lining pockets. ● That museum/junk yard kn forest park is an eye sore and must go! ● I think there are too many "flea market" type stores, but they do draw tourist shopping. I will definitely eat at the new Grinstone's when it arrives. Walking is difficult for me, so it is much easier to go to stores on the east side and get most of what I want in one place rather than park and walk from store to store. The public parking lots are too far away for those with mobility issues, and there are far too few handicapped parking spaces around the square. ● When planning, plan for everyone. Not all families have six figure incomes and can afford to take their families out to high end dinners, and then an activity. Just going out for ice cream can cost a family of four $20. Have affordable activities for families and those living on a budget. ● It is important to keep retail/restaurants on the first floor in downtown and businesses upstairs. The commercial area of historic downtown needs to expand even if it means turning houses into commercial locations. Bring in more restaurants and efficiency living spaces on the west side of the river or east side if there is space. ● Something needs to be done for bicycles downtown. There are signs that bikes cannot be ridden on the sidewalks, but it is unsafe for children to be on Logan or Conner, we would use the river walk, but some entrances to and from the walk are stairs only making it inconvienant. I miss hearing the train. ● The square is historic and needs preserved, but the west side of the river needs more. The Blue Sky building looks great. More development like that is needed. Develop quality. Don't put up a new building at the old grain elevator and turn it over to low income housing. Yes, as a city those are needs but if you want to attract quality jobs and invest in the future, those types of development do not help. ● I grew up in Noblesville in the 90s and 2000s, graduated from NHS in 04. I enjoyed coming home from college and seeing what new stuff was open and up and coming. I think Noblesville has done a great job keeping up with its population growth (education, choices of housing, etc). It's time to turn that old Marsh building into something worth while! I grew up just down the street from both Marsh buildings, even the old-old one I remember. My parents really enjoyed having a grocery within walking distance and when we were sick for the pharmacy. I attended Forest Hill Elementary. I was sad to see it go but I'm glad the building is still being used as a school. Keep up the work of using existing space. The historical aspects of downtown Noblesville are what make the city different from the surrounding. Although I may live in Carmel now, Noblesville will always be my heart. Keep taking good care of it! ● Please don't eliminate the historic nature of our downtown. There's a way to bring new and still preserve the old. Losing the train was such a disappointment. Losing more of our history would be a crime. ● This does not relate to your survey, but many people find it hard to see the painted road lanes. Route 32, Hazel Dell and roads entering downtown are so faded. At night time it makes it difficult to drive into town. Young and old eyes have the same problem. If these roads could be remarked, this would be wonderful. ● I go to Carmel because there is a variety of shops and restaurants to shop/eat at. Very rarely do I go to DT Noblesville, nothing draws me there. ● Have the Country move ALL of their offices and courts out by Home Depot and the Health Department. Boom! Parking and traffic solved. Sell new courthouse for upscale condo, apts. Rent old courthouse to cute shops, office space

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Table B13. Additional Comments (7 of 11)

Respondents could write-in additional comments at the end of the survey.

the growth coming to downtown area is not well received by many of us who own homes here - increase in homes not occupied by owners, once Ivy Tech is here that will increase with the college kids - stop bringing business to downtown Noblesville, keep it small, maintain the small town that makes us proud ● Why is Fishers and Carmel making Noblesville look like a dingy old hole in a wall town. We are the county seat, we need to step up and act like it. ● I would really like to see the ITM stay along with creating a combined rail and trail system. The ITM and the trains they own are extraordinary assets to the city and if given the ability to continue running under the new leadership would draw both families and train enthusiasts from around the world. There is such a great opportunity to do amazing things and the return on this type of investment is substantial economic impact to both our city and county. It would be the best of both worlds. Additionally, a functioning rail corridor might just be the one thing that makes the difference to Amazon in choosing Indianapolis for the second HQ. Just imagine the economic impact having Amazon would make for our county and city with the growth we would see because of it. ● would love to see the river utilized more. would specifically like to see it get built up for shops, restaurants, housing etc. and a river walk, like the canal in indy or the riverwalk in Austin. the river is such a great resource ● it would be nice to integrate the river into a dining experience and other similar things... more than just a trail... the trail is very nice and a good start but would be nice to have more experiences (dining etc...) ● Our family of 4 enjoys the outdoors and want the trail to happen as soon as possible between Noblesville and Fishers. ● We live in a democratic republic. Do the will of the people ● The manner in which the Railroad corridor and the Indiana Transportation Museum was handled was both despicable and the worst form of malfeasance. The local governments should ashamed of how this happened. ● I would love to see some more options for late night socializing whether that be a bar, brewery, winery, etc. Syd's is great, but that is really the only option. ● One of the best things about Noblesville was always the trains. I miss them so much! You've taken away a piece of my childhood! ● You map has problems. A commercial map has been worked on by Msin Street and NPA and does not include going to 11th Street. Only properties facing 10th between Hannibal and Wayne should be business. This has been the city's functional policy for 30 years. Allowing otherwise is a breach of trust with old town families. ● Looking forward to see how Grindstone Public House shapes up. Would love to be able to get fresh grocery goods or interesting food in a fun, family-friendly atmosphere downtown. Like a Local, Chatham Tap or Pizzology type restaurant. ● Love all of the events downtown! Need more variety in local dining, not chains. ● After paying taxes on my building for 28 years, why do I have to subsidize the Downtown Facade Grant program? ● I love the uniqueness of the shops in downtown Noblesville. But with the exception of a few, some shops are just too expensive for me. I wonder if that has anything to do with the cost of renting the space? I wish I understood why many items in these shops, especially clothing, are so over priced. I would love to shop local all the time, but cannot afford it. As well, I would love to see more diversity come into the heart of Noblesville. ● I'd love to see mass transit to and from Indy. Cooking classes somewhere downtown would be fun. Can't wait til the Midland Trace is complete. ● Downtown Noblesville needs MORE unique (not fast food) dining options, especially brew pub type restaurants. They also need to fix the neighborhood sidewalks and drainage system. ● I love Federal Commons. I would like to see a priority placed on the levy trail on Hague Rd. so I can safely get to all the other trails being built around town. The Morse Lake area is blocked from getting to the other trails by a dangerous Hague Rd. ● N/A ● Great questions! ● We LOVE living in Noblesville and the downtown atmosphere is what appeals to us the most. What we would MOST like to see are additional stores at/near downtown. When we park, we would like to make the most of our experience. At most, we visit 2-3 places when we visit downtown. We would like to see 6-8 places that we would go shop or see. I would like to see less offices and more shops/stores. ● The more parks/trails, the better! Something specific to special needs children would be great, too. ● Open your ears and listen to the public.... ● Would love to see interesting options for night time dining and cocktails that would appeal to young professionals. ● It is very sad to think there may be possible commercial growth within Downtown Noblesville, as this town is one of the rare spots. Fishers is probably one of the worst towns, in Indiana ... frankly, there aren't many locations within Southern CA that have been put together in such a sloppy format. It would be a terrible loss for many of us, if the Noblesville government feels major modernization should be made. ● I'm sure you hear a lot about the challenging traffic flow. There are times during the day when I just do not travel across town from NW Noblesville to the east side of town. ● Downtown Noblesville needs a nice bar/brewery, donut shop and a good pizza place. ● Please consider the potential of the rail line to serve both north AND south of Noblesville and the negative impact of it's removal. People will NOT walk here from Fishers or Atlanta. ● The train could add so much to downtown and preserve history and transportation. It would be nice to have it functional and is something different that surrounding communities don't have. I would hate a trail in it's place

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B13. Additional Comments (8 of 11)

Respondents could write-in additional comments at the end of the survey.

Oppose the public funded, with association with someone on council doing business on it. Loss the trsin, lise my vote. ● I would like to think that the downtown stores would so much more profitable if parking was fixed, created, important and made a priority. ● I would like to see a better quality of architecture/landscaping with the new businesses being built. Also - no more car dealerships!! ● Please avoid chain restaurants in downtown to keep interest and charm ● Connect one side of the city to the other better. ● Forget round-a-bouts, parks & etc. For 23-30 years we have put up with long lanes of traffic thru Noblesville. Put money on a way to get from one side of town to the other. ● There is a desperate need for a fresh food grocery store ● Noblesville downtown totally ignores the main aspect that make it unique. The river has no development along it. The jogging/biking trail is a nice start, but what about apartments and restaurants along the river. Instead we treat the river as an obstacle and place parking lots next to it. ● Two things I do not/did not care for. I live in a residential area of homes not far from downtown. When the train was in operation we could hear the whistle early and late on weekends. Also, now that outdoor music is provided in the park near Kroger I can hear it in my home with the windows closed. Maybe the noise level could be brought down a bit ● I love downtown Noblesville. Please keep the historic character and don't allow chain stores unless they adhere to historic design and minimal signage. Make it easier to walk and bike from the suburban neighborhoods. Add those food and entertainment venues. Maybe develop the apartments above the buildings better so that they are desirable places to live. More outdoor dining places where traffic doesn't spoil the experience. ● Would love to see a Pizzology or similar pizza restaurant downtown! ● Our family would embrace and use the new trail from Fishers to Noblesville. This will be a great amenity and much better use of the space. It will be nice to have the piles of rails and ties along this route removed as well. ● We are behind the times!!! With all our growth, why can't we attract more shopping and dining options? Parking has always been an issue... ● Save the train and rails. ● City/County should convert Couny park lots at both SE & NE corners of 8th & Clinton St. Into 3 lvl Park Garage w/ some Retail or prof office on St level. People will walk 1 block to DT Square or HC Offices, But not more. - Tracy Stepp 1368 Clinton St. ● The train is the best part of Noblesville. I want the train to run from Indios fiat grounds to far north as it used to. ● Please keep the train!! Give the new itm board a chance!! We ● Please drain the swamp and nepotism in our city officials. ● Noblesville is a great place to live and a big part of why we love it is because of the downtown area. I would love for some restaurants to build along the river. ● With Marsh closing we need a high end grorcery store! ● I am so proud of our downtown! But of course, it can always be better. I know some elements of the strategic plan from 2007 have happened, which is exciting. Federal Hill is a welcome addition! ● Build a parking garage.....SAVE THE TRAIN!!! ● Please, please, please save our train. We CHOSE this town and have invested so much here because of the charm. The train is a huge part of what we love ● Would love to see the train stay and have the HHPA work on getting the train setup to take people to downtown Indy ● Need to keep the train. It is historic to Noblesville. Don't need more walking paths ● Free parking with unlimited time allowed is necessary to create a working environment for residents and visitors. It is imperative that a solution is found for government and store employees to park without locking up access for those who might spend money in downtown Noblesville and who seek to appreciate our historic charm. Repair of the train tracks between Conner and Division, such as was done a short time ago between Conner and Logan, is also badly needed. ● None ● Parking is an issue. If I want to spend time, >2 hrs (after hair appointment or eating no time left to shop), in Downtown Noblesville it is off-putting and inconvenient to re-park blocks away in residential areas. An am sure residents don't care for me parking there as well. I mindfully try to support local. Need one mindfully located and designed parking garage to meet those who wish to park for extended periods IMHO. Also, very concerned about safety and possibility of lawsuit against city, accessing Federal Hill Park from overage parking due South of Riverview Hospital. Every farmer's market Saturday. Watch kids nearly dart out into oncoming 32 traffic. INHO just a matter of time until some kid is hit. Need a Pedestrian bridge...especially with further development of River. ● Election time is coming soon!!! Make the best choice keep the Train and tracks!!!???????? ● I really hope that excursion train services come back. I especially hope Noblesville reverses its decision to remove part of the railroad. It's a complete history rape. Especially when there's several other currently unfinished trail projects within the county. I was also severely disappointed when the new government building across the street from the courthouse was built because several old buildings were removed. Noblesville's politicians have absolutely no regard for their city's historical value. ● I am concerned that Noblesville's elected leaders are working to drive the not-for-profit and not-tax-payer-funded Indiana Transportation Museum out of the city, and replace it with a for-profit train supported by taxpayer dollars. I find this action to be contrary to conservatism, and I will be voting against these elected leaders. ● Fix the buildings looking all old and run down. Tear down and build fresh if that's a better option. ● Need greater numbers wheelchair accessible parking

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B13. Additional Comments (9 of 11)

Respondents could write-in additional comments at the end of the survey.

I love the historic look of Noblesville, but I believe that the city does not appreciate all of its history appropriately. Ripping out the train and tracks will do nothing but destroy history. There are already trails, and I don't believe anyone will utilize that trail because it would run through congested, unappealing areas. Riding a train is an experience. I would rather ride a train through areas. I also wish there were less attorneys on the Square, but that will not change. ● A train station for The Nickel Plate Express would be amazing! ● I would love to see better efforts for collaboration with historic preservation. Part of Noblesville's charm is it's history. By removing integral parts of Noblesville's past, you remove the city's roots. Modern amenities such as trails can exist alongside the train, it is done in many cities. It is foolish to ignore what the train can do for the city economically. Pair the train with trails and our downtown could be booming! But not in an obnoxious, overcrowded way! I am all for progress, but please keep and recognize what is so wonderful and charming about this great city that my family and I have been proud to call home! ● A bypass is going to be needed to alleviate the traffic for both 32/38. We have so much transient traffic due to Judicial Center with non-residents, traffic from Anderson to Westfield direction, and 146th street is becoming increasingly overcrowded but for the time, bearable. I feel the City does a good job in looking at these matters, and would like to have more insight as to items that are being considered via social media (FB, etc.) on a more frequent and detailed basis. ● I love some of the restaurants we have in Downtown but a few of them could really improve. Such as the CopperStill their drink menu is great but their food is not very appetizing. It’s our last choice anytime we go out. I’d also say the food and drinks are poor at Barley Island. There is too much traffic downtown but at the sometime don’t wreck a historic neighborhood to divert traffic. There are other places to fix this problem. Also work on making it safe for people to cross 32 I order to get to Federal Hill Commons-it’s really not safe to walk there. And that being said why would you build a park with such a small parking area? You should also monitor where people are parking-like keeping park goers out of the Kroger lot and such. Also LEAVE OIR BEAUTIFUL HISTORIC TRAIN ALONE!! ● Please build the trail. We would love to ride or walk to downtown from the south side of Noblesville. A restaurant with outdoor dining would be great. Maybe one with outdoor entertainment when weather permits. ● I think it is awful that the city was sneaky and plans to get rid of the train. ● I love having the train in downtown and support a non public financed train. It’s part of our history and culture. I don’t find it an eye sore in Forest Park but would be fine with an alternate home outside the park. ● Way too many attorney's offices and insurance agents in downtown on the square. Let them set up offices in second floor spaces or off the square. Leave first floor for retail. ● Do not get rid of the train!!!! It is a huge part of this cities history. Quit ignoring the Pleasant St project!! Most of the residence that will be affected are older, on fixed incomes, and retired, or low income families. They have the right to know if they will have a home. We are tired of hearing it's still in the planning process. How much of the tax payers money has been spent on "research/planning"? Pleasant St and 3rd, what a joke looks horrible. This is city property if it was anywhere else other than on the Southside it would be kept up!! ● Love Noblesville. Parking is the biggest challenge. ● A classy historical train ride with dining options would be cool. As long as it was nicer than the current train place. It was supposed to be historical and just felt old. I'm only interested in a ride that has historical cars that look like they did in 1930. ● It would b great if downtown could capiltize more on its historic character. Many buildings are still in disrepair. It would be great if more work could be done to make it a destination location. Having lived in Florida I’ve seen communities gain great insight for look and feel of their city from Disney Imagineers. Would this be possible? Noblesville has such great potential. Also, it feels as if there should be a more intentional approach to scheduling special events at the new Federal Hill Park. Events there are lacking draw power. Could there be higher end talent brought in? ● Rails and trails can be a sucessfull and safe combination. ● The politicians of Noblesville dont care about the people that elected them. They are out for their own personal agenda. They continue to lie to the community and don’t listen to anyone. They care nothing about to preserving the history or heritage of Noblesville. ● Look at what Carmel is doing with there downtown area and do exactly the same thing. They are doing a good job ● When you destroy ITM I will be moving from Noblesville. I moved to this community for my family to participate it’s not happening now because of what you people did to ITM and when it doesn’t come back I will leave ● Don’t evict the Indiana transportation museum ● Save The Train! ● Please do not get rid of our historic train. ● Ron Paul 2004 ● Dont kick out the Indiana transportation museum if you want to preserve your historic district or else take that out of this survey ● Miss the excursion train, but not necessarily ITM. ● sidewalks are not up to par for family bike rides ● Please keep the ITM!!!

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Table B13. Additional Comments (10 of 11)

Respondents could write-in additional comments at the end of the survey.

Loosing an organization like ITM would be the worst mistake the town has ever done for economics and for history of the town growing up on the outskirts of town I always enjoyed going to town and visiting ITM then would be downtown spending money on food and local shops then going back home. Some one should travel to Owisao, Michigan ware two towns have imbraced a steam engine numbered 1225 and the tens of thousands that come to Santa train and many other excursions. The town would be foolish to louse such a treasure. Did I mention it's a free money maker for the city. ● Keep the current ITM in Forest Park and see how they can benefit the town. ● keep the nonprofit itm and the tracks to the south. ● Please do not let itm have the rails. They have miss manage funds in the past. The old treasure is now the President. At least the new operator would do their best to operate. As it is a business ● Removing the train tracks and creating a walking trail would take away from Noblesville's charm. The Monon is successful because if it's location and surrounding businesses. The proposed trail has too many high traffic areas that are not pedestrian friendly and would not attract the types of businesses that people who may utilize the trail would want to frequent. I don't want to use a trail that ripped out historic tracks to find a subway as a dining option along the route. ● If the trail thing is still on, please do rails with trails since it has proven beneficial with communities such as the Cuyahoga Valley and Oaks Amusement Park. The Indiana Transportation Museum is a part of history and by kicking them out, it would be like you are closing the trail that you would build. Don't be history killers and give this museum a chance. Besides the museum has something this trail doesn't, a Nickel Plate 2-8-2 Mikado. This locomotive (587) is hoped to return to service this year. Steam locomotives make great PR. Can you get that with a bike trail? ● Please save our train! ● Don't kick out the train museum. My kids love going to see all the cars and go on rides through downtown Noblesville ● I would like to see more high end restaurants ● Please allow ITM to return. It's silly to replace a not for profit, SELF Funded train, that will travel over a 100 miles of track all over Indiana but here soon with a for profit, PUBLIC funded train on 6 miles of track. Let's use some common sense. ALLOW the NEW Board to PROVE they can build the best, highest income generator in Hamilton County. The Old Board is gone - that fight is over. ● Love Noblesville. Have no idea how traffic could be routed but something needs to be done to take through traffic off 32. It is discouraging for visitors to our city. ● The time limits on parking during the week make it very difficult to enjoy the square and shopping. ● Food shoping would mean alot ● I see progress in Westfield, Fishers, undoubtedly Carmel. However, Noblesville seems caught in the past. We desperately need to update traffic flow, restaurant choices, retail shopping to compete. The bypass is a must relieving downtown from truck traffic and excessive pass through vehicular traffic. This would make it more accessible to those wishing to shop. We need a variety of GOOD restaurants please! The Midland Trace Trail, once complete will bring foot and bicycle traffic with people seeking places to eat and enjoy amenities. Progress in what downtown offers must be made to take advantage of pedestrian traffic. ● How many mediocre boutiques selling junk do we really need in town? Also, can we knock it off with piping in music into the square? The musical selections are bad and it's really not welcoming to be aurally assaulted while walking down the street. ● Don't change Noblesville too much into Carmel or Fishers! ● Problems with parking are not just docs but the 2 hr limit. I have heard manny people visiting downtown that this is not enough time to eat and show . Police don't crest an inviting environment because they are quick to ticket. Need longer parking ● I was born and raised in Noblesville, now I just work here. I think the biggest problem I find is the traffic and parking spots. Way too much traffic, and the stop lights are not in sync so it takes 15 minutes just to get around the square. VERY FRUSTRATING! ● I would love to see a continued focus on facade and interior renovation downtown, outdoor shared community spaces like landscaped fire pit areas and an enhancement of historic lighting, signage and brick streets. People should come into downtown Noblesville and immediately think it looks cute and special like Zionsville ● I believe we desperately need market rate apartments in order to establish more shopping and dining options. ● The lack of parking for over a 2 hr period of time really hampers the atmosphere to go out and enjoy a nice lunch and shopping downtown for many people. ● Since the railroad tracks are out of service downtown and along 146th street I would like to see a "tracks out of service" sign installed so busses won't have to stop and will keep traffic flowing. ● The best thing you could do for DT Noblesville is to divert traffic that has no business in DT. I heard of a proposal to extend Pleasant St west to SR32. That would be a great idea or something similar. Get started now. ● Love Noblesville, whatever we do, let's keep its charm. Progress is wonderful. ● The parking isn't as bad as the time limits. I end up leaving the downtown area because of my 2 hours being up. ● I would like to see the street lights repaired...30 percent of them are not working. Sends a poor message to everyone that things are not kept up. ● I would love to see the dining options increase. I feel like I visit the same places repeatedly because there aren't very many options with the atmosphere I desire. ● Love walking to things downtown. Would like more "adult" events to complement events like street fair, duck race,

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table B13. Additional Comments (11 of 11)

Respondents could write-in additional comments at the end of the survey.

I like downtown Noblesville a lot, but it looks old, not historic. It is a historic place and the facelifts in recent years have improved things a lot but our sidewalks and lightposts seem dirty and not well kept. The buildings/facades are only part of the charm. ● The number of traffic lights in "downtown" along with a few blocks in every direction is insane. 16 stoplights between south harbour and LA Fitness. 6 mile drive. Takes 17-20 minutes. We can get to grand park and downtown westfield in 15 minutes or less and 20 minutes to almost anywhere in Carmel. Buildings look nice, area is clean, there is parking, and prices, selection, value, and variety, roads, traffic, cleanliness, etc are all better and and more convenient than anything in downtown noblesville. The silver dollar???? Are you kidding me with that place? Barley Island could be great, but instead it's gross and off-putting. Copper Still has a rude owner, bad staff, and is still overpriced. Syd's is run-down and has the worst bathroom in hamilton county, and is by far the best of the bunch, but still a dive bar. As long as you have low-income housing surrounding the downtown area, you will have low-income patrons. ● My family was disappointed that the Train stopped running in Noblesville. Driving north is not the point . ● Improvements to Riverside Cemetery would be greatly beneficial to the overall historic sense of our great downtown. ● Would love to see a fire pit area, a community garden, more general hang out areas. Outdoor restaurant seating would be amazing. Thanks so much! ● I'd love it if there were more wayfinding from the square. For example, pedestrian signage to Forest Park, Nickel Plate Arts, Federal Hill Commons and other attractions. ● Quit trying to imitate Carmel, Westfield and Fishers. Keep us unique and historical. Stop destroying greenspace for unneeded buildings and only a few use. Don't put in so many trails that only a chosen few use. There are plenty already. Don't destroy the history that Noblesville has. That's why I moved here, for the quiet small town atmosphere. Quit naming everything Nickel Plate. Stay unique, a place that people want to come to. No one I know from outside counties will come to Noblesville because it's getting to be just like Carmel, Westfield and Fishers. Give us more things for the young people to do, they are good kids and deserve it. ● More parking needed. No more trails. Less emphasis on new "ideas", embrace historic Noblesville because THAT is what makes us special. Fix existing sidewalks, finish unconnected sidewalks. Bring back the train. ● Please pull up the old train tracks and put in a trail ● Don't, in the process of "upgrading" downtown, lose sight of the historic charm and character that makes Noblesville unique. ● Too many businesses downtown keep odd hours (close early). The businesses seem to target primarily old women that like to shop in antique stores and boutiques before 3pm. There's little reason for young families to spend time downtown outside of select special events. ● More nightlife in downtown Noblesville, or at least some type of bars that is not Syds. ● There is a huge need for another grocery store in Noblesville! Please consider this as a priority. Too many people all trying to go to Kroger and Meijer! ● Noblesville needs a donut shop. There is nothing here like Longs Bakery or Dunkin Donuts. ● Would love to have the train back! We would patronize any and all events offered on the train and would love to be able to include our grandchildren and friends from out of town. ● We purchased some furniture downtown about $800 worth and went out to lunch and got a ticket for parking just over the two hour limit, we payed the ticket and swore never to make a big purchase in downtown Noblesville again, you obviously do not want our business. We eat lunch and buy goods in Zionsville now since they have free parking. ● I know free parking is available - but it is not clearly marked and I often drive around and around to find parking. ●

Source: "Embrace Downtown: A Noblesville Downtown District Streetscape Masterplan." Online Survey. February and March 2018.

Table C1. Population Size and Growth (2011-2016)

Estimates for the Noblesville Downtown Area, the City of Noblesville, Hamilton County, and the State of Indiana.

	Population		Growth	
Region	**2011**	**2016**	**2011-2016**	
Noblesville Downtown	680	713	33	4.6%
Noblesville	50,718	58,719	8,001	13.6%
Hamilton County	268,871	303,042	34,171	11.3%
Indiana	6,454,254	6,589,578	135,324	2.1%

Sources:
Noblesville, Hamilton County, and Indiana data: U.S. Census Bureau, 2007-2011 and 2012-2016 American Community Survey 5-Year Estimates.
Downtown Noblesville data: ESRI Business Analyst version 5.7 (2018), calculated from 2010-2017 estimates.

Table C2. Population by Age Group (2016/17)

Estimates for the Noblesville Downtown Area, the City of Noblesville, Hamilton County, and the State of Indiana.

	% of Population			
Age Group	**Downtown**	**Noblesville**	**Hamilton**	**Indiana**
Under 5 years	8.1%	8.4%	7.0%	6.4%
5 to 14 years	15.0%	15.8%	16.7%	13.5%
15 to 24 years	12.4%	13.0%	11.9%	14.3%
25 to 34 years	12.1%	16.0%	12.3%	12.8%
35 to 44 years	13.2%	15.2%	15.5%	12.5%
45 to 54 years	12.6%	11.9%	15.1%	13.5%
55 to 64 years	10.6%	9.2%	11.0%	12.8%
65 to 74 years	7.4%	6.6%	6.4%	8.1%
75 to 84 years	4.9%	2.7%	2.8%	4.3%
85 years and over	3.8%	1.3%	1.3%	1.9%
Median Age	36.8	33.2	36.3	37.4

Sources:
2016 estimates for Noblesville, Hamilton County, and Indiana data: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.
2017 estimates for Downtown Noblesville: ESRI Business Analyst version 5.7 (2018).

Table C3. Noblesville Population Growth by Age Group (2011 - 2016)

Estimates for the City of Noblesville.

	Population		Growth	
Age Group	**2011**	**2016**	**2011-2016**	
Under 5 years	4,280	4,912	632	14.8%
5 to 9 years	4,659	4,734	75	1.6%
10 to 14 years	4,223	4,522	299	7.1%
15 to 19 years	3,434	3,944	510	14.9%
20 to 24 years	2,149	3,711	1,562	72.7%
25 to 34 years	8,500	9,389	889	10.5%
35 to 44 years	8,633	8,923	290	3.4%
45 to 54 years	6,115	6,990	875	14.3%
55 to 59 years	2,337	2,864	527	22.6%
60 to 64 years	2,055	2,498	443	21.6%
65 to 74 years	2,424	3,852	1,428	58.9%
75 to 84 years	1,316	1,613	297	22.6%
85 years and over	593	767	174	29.3%

Source: U.S. Census Bureau, 2007-2011 and 2012-2016 American Community Survey 5-Year Estimates.

Table C4. Employment Status by Age and Education (2016)

Employment and unemployment for the City of Noblesville, Hamilton County, and the State of Indiana.

	Employment to Population Ratio			Unemployment Rate		
Age Group	**Noblesville**	**Hamilton**	**Indiana**	**Noblesville**	**Hamilton**	**Indiana**
Population 16 years and Over	71.0%	70.7%	59.5%	3.2%	3.5%	6.9%
16 to 19 years	50.8%	41.2%	33.4%	0.8%	10.8%	20.2%
20 to 24 years	85.5%	79.0%	66.2%	4.9%	8.5%	12.1%
25 to 29 years	84.2%	84.9%	76.0%	2.9%	3.2%	8.1%
30 to 34 years	81.6%	85.1%	76.6%	3.5%	1.7%	6.8%
35 to 44 years	85.3%	83.6%	77.9%	1.7%	2.7%	5.7%
45 to 54 years	83.5%	85.7%	76.7%	4.3%	2.9%	5.0%
55 to 59 years	81.9%	78.9%	70.0%	2.6%	2.6%	4.1%
60 to 64 years	57.4%	65.3%	53.8%	3.3%	3.6%	3.9%
65 to 74 years	29.5%	30.1%	23.7%	5.3%	2.9%	3.8%
75 years and over	3.5%	9.4%	6.1%	0.0%	0.0%	3.2%
Educational Attainment						
Population 25 to 64 years	81.5%	82.3%	73.3%	3.0%	2.7%	5.6%
Less than high school graduate	66.7%	60.6%	50.0%	4.4%	4.0%	12.5%
High school graduate/equivalency	71.3%	75.3%	68.6%	4.5%	4.0%	7.0%
Some college or associate's degree	80.5%	80.0%	76.3%	3.1%	3.8%	5.4%
Bachelor's degree or higher	87.8%	85.9%	85.0%	2.3%	2.0%	2.6%

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.

Terms

Employment to Population Ratio
The number of employed people as a percent of the civilian noninstitutional population 16 years old and over.

Unemployment Rate
The number of unemployed people (those without jobs who are actively looking for work and are available for work) as a percentage of the labor force (the number of people working or actively seeking work).

Table C5. Median Earnings by Educational Attainment (2016)

Estimates for the population 25 years old and older in the City of Noblesville, Hamilton County, and the State of Indiana.

	Median Earnings		
Educational Attainment	**Noblesville**	**Hamilton**	**Indiana**
Less than high school graduate	$24,170	$24,254	$21,314
High school graduate (includes equivalency)	$27,430	$30,829	$29,793
Some college or associate's degree	$37,482	$41,155	$32,469
Bachelor's degree	$52,425	$61,262	$46,344
Graduate or professional degree	$66,165	$81,919	$60,266
Population 25 years and over with earnings	$42,321	$51,859	$34,870

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.

Table C6. Percent Increase in Earnings by Educational Attainment (2016)

Median earnings estimates for the population 25 years old and older in the City of Noblesville, Hamilton County, and the State of Indiana.

Increase in Educational Attainment		Percent Earnings Increase		
From	**To**	**Noblesville**	**Hamilton**	**Indiana**
Less than high school graduate	High school graduate/equivalency	13.5%	27.1%	39.8%
High school graduate/equivalency	Some college or associate's degree	36.6%	33.5%	9.0%
Some college or associate's degree	Bachelor's degree	39.9%	48.9%	42.7%
Bachelor's degree	Graduate or professional degree	26.2%	33.7%	30.0%

Source: Calculation based on data from U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.

Table C7. Educational Attainment (2016/17)

Estimates for the population 25 years old and older in the City of Noblesville, Hamilton County, and the State of Indiana.

	Percent of Population			
Education Level	**Downtown**	**Noblesville**	**Hamilton**	**Indiana**
Less than 9th grade	3.2%	1.6%	1.1%	3.9%
9th to 12th grade, no diploma	8.2%	4.3%	2.9%	8.0%
High school graduate (includes equivalency)	28.7%	21.6%	15.7%	34.2%
Some college or associate's degree	32.3%	28.2%	23.9%	29.2%
Bachelor's degree	17.9%	30.8%	35.8%	15.7%
Graduate or professional degree	9.7%	13.4%	20.5%	8.9%

Sources:
2016 estimates for Noblesville, Hamilton County, and Indiana data: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.
2017 estimates for Downtown Noblesville: ESRI Business Analyst version 5.7 (2018).

Table C8. Household Income (2016/17)

Household income over a 12 month period for Noblesville Downtown Area, City of Noblesville, Hamilton County, and the State of Indiana.

Household Income	Downtown	Noblesville	Hamilton	Indiana
Less than $15,000	12.7%	6.4%	4.3%	12.1%
$15,000 to $24,999	10.5%	7.4%	5.5%	11.2%
$25,000 to $34,999	11.4%	7.3%	6.1%	11.1%
$35,000 to $49,999	17.9%	12.3%	10.2%	15.1%
$50,000 to $74,999	20.1%	20.1%	16.1%	19.4%
$75,000 to $99,999	11.8%	16.9%	14.6%	12.6%
$100,000 to $149,999	8.3%	17.6%	21.0%	11.8%
$150,000 to $199,999	5.7%	6.5%	10.2%	3.6%
$200,000 or more	1.7%	5.7%	12.1%	3.0%
Median household income	$47,325	$70,276	$87,782	$50,433
Mean household income	$62,268	$86,207	$114,397	$66,480

Sources:
2016 estimates for Noblesville, Hamilton County, and Indiana data: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.
2017 estimates for Downtown Noblesville: ESRI Business Analyst version 5.7 (2018).

Table C9. Daytime Population (2017)

Estimates for the number of people living and working during daytime business hours in the Noblesville Downtown Area and the Noblesville Zip Code Tabulation Areas (46060, 46062).

	Downtown	Noblesville
Daytime Workers	3,529	25,041
Daytime Residents	382	36,132
Total Daytime Population	3,911	61,173
Total Population	720	76,166
Net Commuters	(3,191)	14,993

Source: ESRI Business Analyst version 5.7 (2018)

Table C10. Noblesville Employment and Growth by Sector (2012 - 2017)

Using 2-digit North American Industry Classification System (NAICS) codes for the Noblesville Zip Code Tabulation Areas (46060, 46061, 46062).

		2012		2017		Job Growth	
NAICS	Industry Sector	Jobs	% of Jobs	Jobs	% of Jobs	Jobs Added	% Growth
44	Retail Trade	4,221	16.9%	4,739	16.2%	518	12.3%
23	Construction	2,667	10.7%	3,334	11.4%	667	25.0%
72	Accommodation and Food Services	2,541	10.2%	3,304	11.3%	764	30.1%
62	Health Care and Social Assistance	2,942	11.8%	3,260	11.1%	319	10.8%
90	Government	2,819	11.3%	2,997	10.2%	179	6.3%
31	Manufacturing	1,975	7.9%	2,122	7.2%	146	7.4%
56	Administrative and Support and Waste Management and Remediation Services	1,491	6.0%	1,671	5.7%	180	12.1%
81	Other Services (except Public Administration)	1,421	5.7%	1,664	5.7%	243	17.1%
54	Professional, Scientific, and Technical Services	1,020	4.1%	1,243	4.2%	223	21.8%
52	Finance and Insurance	805	3.2%	1,134	3.9%	330	40.9%
42	Wholesale Trade	945	3.8%	982	3.4%	37	3.9%
61	Educational Services	430	1.7%	578	2.0%	149	34.6%
71	Arts, Entertainment, and Recreation	516	2.1%	566	1.9%	51	9.8%
53	Real Estate and Rental and Leasing	249	1.0%	480	1.6%	230	92.4%
48	Transportation and Warehousing	245	1.0%	299	1.0%	54	22.2%
11	Agriculture, Forestry, Fishing and Hunting	231	0.9%	277	0.9%	46	19.9%
51	Information	187	0.7%	261	0.9%	74	39.8%
21	Mining, Quarrying, and Oil and Gas Extraction	179	0.7%	199	0.7%	20	11.0%
55	Management of Companies and Enterprises	86	0.3%	110	0.4%	24	28.5%
22	Utilities	53	0.2%	89	0.3%	36	68.2%
	Total	**25,021**		**29,311**		**4,290**	**17.1%**

Source: EMSI 2017.4

Table C11. Noblesville Employment by Industry Groups (2012- 2017)

Top 25 largest industry groups in terms of employment, using 4-digit North American Industry Classification System (NAICS) codes for the Noblesville Zip Code Tabulation Areas (46060, 46061, 46062).

		2012		2017	
NAICS	Industry Group	Jobs	% of Jobs	Jobs	% of Jobs
7225	Restaurants and Other Eating Places	2,491	10.0%	3,257	11.1%
9036	Education (Local Government)	1,459	5.8%	1,551	5.3%
6221	General Medical and Surgical Hospitals, Including Government	1,435	5.7%	1,548	5.3%
9039	Local Government, Excluding Education and Hospitals	1,038	4.1%	1,110	3.8%
2382	Building Equipment Contractors	703	2.8%	997	3.4%
4523	General Merchandise Stores, incl. Warehouse Clubs and Supercenters	609	2.4%	860	2.9%
3391	Medical Equipment and Supplies Manufacturing	625	2.5%	725	2.5%
8131	Religious Organizations	577	2.3%	636	2.2%
4411	Automobile Dealers	493	2.0%	622	2.1%
2389	Other Specialty Trade Contractors	479	1.9%	543	1.9%
2383	Building Finishing Contractors	456	1.8%	502	1.7%
2371	Utility System Construction	400	1.6%	491	1.7%
5617	Services to Buildings and Dwellings	353	1.4%	487	1.7%
5242	Agencies, Brokerages, and Other Insurance Related Activities	379	1.5%	482	1.6%
4451	Grocery Stores	406	1.6%	464	1.6%
5615	Travel Arrangement and Reservation Services	410	1.6%	456	1.6%
6231	Nursing Care Facilities (Skilled Nursing Facilities)	337	1.3%	442	1.5%
4441	Building Material and Supplies Dealers	326	1.3%	435	1.5%
5613	Employment Services	408	1.6%	428	1.5%
2361	Residential Building Construction	300	1.2%	395	1.3%
4481	Clothing Stores	390	1.6%	363	1.2%
7139	Other Amusement and Recreation Industries	393	1.6%	358	1.2%
6244	Child Day Care Services	294	1.2%	357	1.2%
4461	Health and Personal Care Stores	275	1.1%	357	1.2%
3261	Plastics Product Manufacturing	266	1.1%	285	1.0%

Source: EMSI 2017.4

Table C12. Noblesville Job Growth by Industry Groups (2012, 2017, 2022)

Top industry groups in terms of most jobs added from 2012 to 2017 and projected growth through 2022 using 4-digit North American Industry Classification System (NAICS) codes for the Noblesville Zip Code Tabulation Areas (46060, 46061, 46062).

		Jobs			Growth 2012-17		Growth 2017-22	
NAICS	Industry Group	2012	2017	2022	Jobs Added	% Growth	Jobs Added	% Growth
7225	Restaurants and Other Eating Places	2,491	3,257	3,788	766	30.8%	531	16.3%
2382	Building Equipment Contractors	703	997	1,164	294	41.8%	166	16.7%
4523	General Merchandise Stores, including Warehouse Clubs and Supercenters	609	860	1,014	251	41.2%	154	17.9%
5321	Automotive Equipment Rental and Leasing	9	150	194	141	1566.0%	44	29.3%
5617	Services to Buildings and Dwellings	353	487	569	134	38.0%	82	16.8%
4411	Automobile Dealers	493	622	717	129	26.1%	95	15.3%
6241	Individual and Family Services	90	209	263	119	132.3%	54	25.8%
6221	General Medical and Surgical Hospitals, Including Government	1,435	1,548	1,747	113	7.9%	199	12.9%
4441	Building Material and Supplies Dealers	326	435	489	109	33.5%	54	12.4%
6231	Nursing Care Facilities (Skilled Nursing Facilities)	337	442	536	105	31.2%	94	21.3%
5242	Agencies, Brokerages, and Other Insurance Related Activities	379	482	560	102	27.0%	78	16.2%
3391	Medical Equipment and Supplies Manufacturing	625	725	780	100	15.9%	55	7.6%
2361	Residential Building Construction	300	395	418	95	31.5%	23	5.8%
5416	Management, Scientific, and Technical Consulting Services	159	252	315	94	59.1%	63	25.0%
4511	Sporting Goods, Hobby, and Musical Instrument Stores	151	244	307	93	61.7%	63	25.8%
9036	Education (Local Government)	1,459	1,551	1,689	92	6.3%	138	8.9%
5223	Activities Related to Credit Intermediation	19	111	165	92	495.5%	54	48.6%
2371	Utility System Construction	400	491	572	91	22.8%	81	16.5%
5121	Motion Picture and Video Industries	27	118	167	91	336.4%	49	41.5%
8111	Automotive Repair and Maintenance	188	276	343	88	46.8%	67	24.3%
5222	Nondepository Credit Intermediation	140	226	229	87	62.1%	3	1.3%
4461	Health and Personal Care Stores	275	357	423	82	29.8%	66	18.5%
6116	Other Schools and Instruction	164	239	282	75	45.4%	43	18.0%
2373	Highway, Street, and Bridge Construction	38	111	159	73	193.0%	48	43.2%
9039	Local Government, Excluding Education and Hospitals	1,038	1,110	1,201	72	7.0%	91	8.2%
2389	Other Specialty Trade Contractors	479	543	596	65	13.5%	53	9.8%
6244	Child Day Care Services	294	357	394	64	21.7%	37	10.4%
7113	Promoters of Performing Arts, Sports, and Similar Events	70	132	157	61	87.2%	25	18.9%

Source: EMSI 2017.4

Table C13. Negative Job Growth by Industry Groups (2012, 2017, 2022)

The 20 industry groups with the highest job losses from 2012 to 2017 using 4-digit North American Industry Classification System (NAICS) codes for the Noblesville Zip Code Tabulation Areas (46060, 46061, 46062).

		Jobs			Growth 2012-17		Growth 2017-22 (projected)	
NAICS	Industry Group	2012	2017	2022	Jobs Added	% Growth	Jobs Added	% Growth
4522	Department Stores	469	274	228	-195	-41.5%	-46	-16.8%
4239	Miscellaneous Durable Goods Merchant Wholesalers	134	54	42	-79	-59.4%	-12	-22.2%
3334	HVAC and Commercial Refrigeration Equipment Manufacturing	162	84	54	-78	-48.2%	-30	-35.7%
5616	Investigation and Security Services	66	16	14	-50	-76.0%	-2	-12.5%
4452	Specialty Food Stores	76	29	23	-47	-61.8%	-6	-20.7%
7139	Other Amusement and Recreation Industries	393	358	361	-35	-8.9%	3	0.8%
2381	Foundation, Structure, and Building Exterior Contractors	209	174	155	-35	-16.5%	-19	-10.9%
6211	Offices of Physicians	102	69	76	-34	-32.8%	7	10.1%
4431	Electronics and Appliance Stores	151	119	112	-33	-21.5%	-7	-5.9%
4481	Clothing Stores	390	363	395	-27	-6.8%	32	8.8%
3329	Other Fabricated Metal Product Manufacturing	124	98	139	-26	-21.3%	41	41.8%
5173	Wired and Wireless Telecommunications Carriers	132	108	92	-24	-18.1%	-16	-14.8%
4532	Office Supplies, Stationery, and Gift Stores	83	59	40	-24	-28.5%	-19	-32.2%
3359	Other Electrical Equipment and Component Manufacturing	37	13	14	-24	-63.6%	1	7.7%
4243	Apparel, Piece Goods, and Notions Merchant Wholesalers	31	10	9	-21	-67.3%	-1	-12.3%
3113	Sugar and Confectionery Product Manufacturing	79	59	63	-21	-26.0%	4	6.8%
6216	Home Health Care Services	88	70	76	-18	-20.7%	6	8.6%
6232	Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	31	13	9	-18	-58.3%	-4	-30.3%
7224	Drinking Places (Alcoholic Beverages)	25	16	17	-9	-34.5%	1	6.3%
3273	Cement and Concrete Product Manufacturing	56	47	24	-8	-15.2%	-23	-48.9%

Source: EMSI 2017.4

Table C14. Downtown Businesses by Sector (2017)

Inventory of businesses establishments using 2-digit North American Industry Classification System (NAICS) codes for the Noblesville Downtown area.

		Establishments	
NAICS	Sector	Number	Percent
44-45	Retail Trade	35	21.7%
54	Professional, Scientific, and Technical Services	23	14.3%
52	Finance and Insurance	22	13.7%
72	Accommodation and Food Services	18	11.2%
81	Other Services (except Public Administration)	18	11.2%
62	Health Care and Social Assistance	14	8.7%
92	Public Administration	5	3.1%
31-33	Manufacturing	5	3.1%
61	Educational Services	5	3.1%
53	Real Estate and Rental and Leasing	5	3.1%
51	Information	4	2.5%
23	Construction	3	1.9%
56	Administrative and Support and Waste Management and Remediation Services	2	1.2%
42	Wholesale Trade	1	0.6%
71	Arts, Entertainment, and Recreation	1	0.6%
	Total	**161**	

Compiled by The Veridus Group and SLE Analytics in collaboration with the City of Noblesville.

Table C15. Downtown Businesses by Industry Group (2017)

This is an inventory of industry groups with more than one business establishment in the Noblesville Downtown Area, using 4-digit North American Industry Classification System (NAICS) codes.

		Establishments	
NAICS	Industry Groups	Number	Percent
5411	Legal Services	18	11.2%
7225	Restaurants and Other Eating Places	16	9.9%
4481	Clothing Stores	8	5.0%
4533	Used Merchandise Stores	7	4.3%
8121	Personal Care Services	7	4.3%
5241	Insurance Carriers	6	3.7%
5221	Depository Credit Intermediation	6	3.7%
6213	Offices of Other Health Practitioners	6	3.7%
4539	Other Miscellaneous Store Retailers	6	3.7%
9039	Local Government, Excluding Education and Hospitals	5	3.1%
6241	Individual and Family Services	5	3.1%
6116	Other Schools and Instruction	5	3.1%
5239	Other Financial Investment Activities	5	3.1%
8111	Automotive Repair and Maintenance	4	2.5%
5222	Nondepository Credit Intermediation	3	1.9%
4511	Sporting Goods, Hobby, and Musical Instrument Stores	3	1.9%
5313	Activities Related to Real Estate	3	1.9%
5419	Other Professional, Scientific, and Technical Services	3	1.9%
8129	Other Personal Services	3	1.9%
2361	Residential Building Construction	3	1.9%
3118	Bakeries and Tortilla Manufacturing	2	1.2%
8134	Civic and Social Organizations	2	1.2%
4413	Automotive Parts, Accessories, and Tire Stores	2	1.2%
4532	Office Supplies, Stationery, and Gift Stores	2	1.2%
4471	Gasoline Stations	2	1.2%
5614	Business Support Services	2	1.2%
5121	Motion Picture and Video Industries	2	1.2%

Compiled by The Veridus Group and SLE Analytics in collaboration with the City of Noblesville.

Table C16. Downtown Employment by Select Industries (2017)

Employment estimates for select retail and service industries, using 3-digit and 4-digit North American Industry Classification System (NAICS) codes for the Noblesville Downtown area.

		Employees	
NAICS	Industry	Number	Percent
722	Food Services & Drinking Places	366	13.5%
721	Accommodation	130	4.8%
5411	Legal Services	88	3.3%
445	Food & Beverage Stores	84	3.1%
442	Furniture & Home Furnishings Stores	52	1.9%
521-522	Central Bank/Credit Intermediation & Related Activities	41	1.5%
453	Miscellaneous Store Retailers	38	1.4%
524-525	Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	34	1.3%
8111	Automotive Repair & Maintenance	28	1.0%
446	Health & Personal Care Stores	27	1.0%
441	Motor Vehicle & Parts Dealers	25	0.9%
452	General Merchandise Stores	20	0.7%
523	Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	17	0.6%
448	Clothing & Clothing Accessories Stores	14	0.5%
444	Bldg Material & Garden Equipment & Supplies Dealers	9	0.3%
451	Sport Goods, Hobby, Book, & Music Stores	6	0.2%
443	Electronics & Appliance Stores	3	0.1%
447	Gasoline Stations	3	0.1%

Source: ESRI Business Analyst version 5.7 (2018)

Table C17. Noblesville and Downtown Retail Gap Comparison (2017)

Leakage and surplus for retail and food service industries using 4-digit North American Industry Classification System (NAICS) codes for the Noblesville Downtown Area and the Noblesville Zip Code Tabulation Areas (46060, 46062).

		Retail Gap Leakage (+) and Surplus (-)	
NAICS	Industry Group	Downtown	Noblesville
4411	Automobile Dealers	$356,790	$92,798,887
4471	Gasoline Stations	-$3,308,315	$52,532,146
4529	Other General Merchandise Stores	-$2,758,490	$33,387,231
4539	Other Miscellaneous Store Retailers	-$698,516	$20,144,830
4521	Department Stores Excluding Leased Depts.	$819,554	$19,541,273
4412	Other Motor Vehicle Dealers	$163,410	$18,120,561
4541	Electronic Shopping & Mail-Order Houses	$102,945	$17,978,976
7225	Restaurants/Other Eating Places	-$13,143,955	$15,731,743
4461	Health & Personal Care Stores	-$4,887,296	$11,147,293
4413	Auto Parts, Accessories & Tire Stores	-$2,737,563	$10,157,551
4453	Beer, Wine & Liquor Stores	-$933,493	$7,530,658
4452	Specialty Food Stores	$51,551	$6,509,496
4532	Office Supplies, Stationery & Gift Stores	-$148,065	$4,493,227
4483	Jewelry, Luggage & Leather Goods Stores	-$1,889,478	$4,482,017
4543	Direct Selling Establishments	$19,943	$2,382,021
7223	Special Food Services	-$232,544	$2,351,872
7224	Drinking Places - Alcoholic Beverages	$24,168	$2,326,110
4533	Used Merchandise Stores	-$1,549,431	$1,674,622
4531	Florists	-$397,028	$1,444,193
4512	Book, Periodical & Music Stores	-$196,197	$773,546
4542	Vending Machine Operators	$7,307	$669,016
4482	Shoe Stores	$51,295	-$313,937
4442	Lawn & Garden Equip & Supply Stores	$26,555	-$568,951
4422	Home Furnishings Stores	-$2,567,886	-$5,539,412
4441	Bldg Material & Supplies Dealers	-$621,558	-$11,361,496
4481	Clothing Stores	-$40,010	-$14,679,664
4421	Furniture Stores	-$8,183,774	-$15,299,613
4511	Sporting Goods/Hobby/Musical Instr Stores	-$563,458	-$45,804,660
4451	Grocery Stores	-$12,618,368	-$54,678,164

Source: ESRI Business Analyst version 5.7 (2018)

Terms

1. Leakage - A region has retail leakage when regional consumer spending (demand) for a given industry is greater than regional sales (supply). This means that consumers, and their dollars, are leaving the region to spend money elsewhere.

2. Surplus - A region has retail surplus when regional sales (supply) for a given industry are greater than regional consumer spending (demand). This means that consumers are travelling to the region to spend money.

3. Retail Gap - The difference between consumer spending (demand) and sales (supply). Leakage is represented as a positive value, while Surplus is represented as a negative value.

How to read this table:

Retail and food service industries with the highest positive numbers (leakage) represent industries with high demand that is not being met locally, either due to supply or consumer preferences. These are industries the region may want to attract, in order to keep local consumers spending money in the region.

Industries with the highest negative numbers (surplus) are those that are attracting consumer spending from outside the region. This may be due to consumer preference, a lack of options in neighboring regions, insufficient local demand, or some combination of all three.

Table C18. Noblesville Industry Concentration (2017)

Top industry groups by location quotient, using 4-digit North American Industry Classification System (NAICS) codes for the Noblesville Zip Code Tabulation Areas (46060, 46061, 46062).

	Location Quotient		Employment (2017)		Job Growth (2012-17)	
NAICS Industry Group	2012	2017	Jobs	% of Jobs	Jobs Added	% Growth
3391 Medical Equipment and Supplies Manufacturing	11.67	12.44	725	2.5%	100	15.93%
5615 Travel Arrangement and Reservation Services	11.48	10.18	456	1.6%	46	11.11%
3272 Glass and Glass Product Manufacturing	11.42	10.10	166	0.6%	7	4.34%
2123 Nonmetallic Mineral Mining and Quarrying	10.39	10.03	171	0.6%	15	9.54%
3351 Electric Lighting Equipment Manufacturing	5.94	6.60	60	0.2%	13	28.73%
4242 Drugs and Druggists' Sundries Merchant Wholesalers	6.91	6.25	236	0.8%	15	6.56%
2371 Utility System Construction	5.35	5.27	491	1.7%	91	22.77%
7113 Promoters of Performing Arts, Sports, and Similar Events	3.61	4.80	132	0.5%	61	87.23%
3113 Sugar and Confectionery Product Manufacturing	6.83	4.33	59	0.2%	-21	-26.02%
6114 Business Schools and Computer and Management Training	0.84	4.03	54	0.2%	44	421.72%
5321 Automotive Equipment Rental and Leasing	0.33	3.85	150	0.5%	141	1565.99%
5619 Other Support Services	4.03	3.83	224	0.8%	22	10.69%
3334 HVAC and Commercial Refrigeration Equipment Manufacturing	7.55	3.50	84	0.3%	-78	-48.20%
3314 Nonferrous Metal (except Aluminum) Production and Processing	1.04	3.22	36	0.1%	25	225.77%
3149 Other Textile Product Mills	4.14	3.11	40	0.1%	-7	-14.78%
2389 Other Specialty Trade Contractors	3.09	2.94	543	1.9%	65	13.49%
5323 General Rental Centers	0.16	2.80	20	0.1%	11	126.33%
3261 Plastics Product Manufacturing	3.05	2.70	285	1.0%	18	6.94%
4411 Automobile Dealers	2.58	2.56	622	2.1%	129	26.15%
4511 Sporting Goods, Hobby, and Musical Instrument Stores	1.69	2.37	244	0.8%	93	61.72%
2382 Building Equipment Contractors	2.16	2.37	997	3.4%	294	41.81%
4523 General Merchandise Stores, incl. Warehouse Clubs and Supercenters	2.12	2.33	860	2.9%	251	41.22%
6116 Other Schools and Instruction	1.96	2.24	239	0.8%	75	45.44%
4482 Shoe Stores	2.26	2.24	88	0.3%	15	20.42%
3399 Other Miscellaneous Manufacturing	1.77	2.21	130	0.4%	41	45.12%
2383 Building Finishing Contractors	2.45	2.19	502	1.7%	46	10.04%
4531 Florists	2.05	2.12	30	0.1%	1	3.30%
4441 Building Material and Supplies Dealers	1.85	2.07	435	1.5%	109	33.52%
5242 Agencies, Brokerages, and Other Insurance Related Activities	2.03	2.01	482	1.6%	102	26.98%
8131 Religious Organizations	2.02	2.00	636	2.2%	59	10.25%

Source: EMSI 2017.4

Terms

Location Quotient (LQ) compares each industry's share of total employment in the local area (Noblesville), relative to the US economy.

For example, if an industry has an LQ of 3, then that industry represents a percentage of the local economy 3 times larger than its percentage of the U.S. economy.

How to read this table:

High LQs industries make the local economy unique. These industries may be export-oriented, meaning they bring money into the local economy.

High LQ industries that represent a large share of local jobs are important to the region's economic base. However, if they also have declining LQs or low/negative job growth, they could pose a threat to the local economy.

High LQ industries with a small share of local jobs are not considered vital to the local economy. However, if they have rising LQs and high job growth, they could emerge as important industries.

Table C19. Highest Growing Concentration (2012 - 2017)

Industry groups with a large change in location quotient from 2012 to 2017, using 4-digit North American Industry Classification System (NAICS) codes for the Noblesville Zip Code Tabulation Areas (46060, 46061, 46062).

		Location Quotient			Employment (2017)		Job Growth (2012-17)	
NAICS	Industry Group	2012	2017	Change	Jobs	% of Jobs	Jobs Added	% Growth
5321	Automotive Equipment Rental and Leasing	0.33	3.85	3.52	150	0.5%	141	1566.0%
6114	Business Schools and Computer and Management Training	0.84	4.03	3.19	54	0.2%	44	421.7%
5323	General Rental Centers	0.16	2.80	2.64	20	0.1%	11	126.3%
3314	Nonferrous Metal (except Aluminum) Production and Processing	1.04	3.22	2.19	36	0.1%	25	225.8%
5223	Activities Related to Credit Intermediation	0.39	1.95	1.55	111	0.4%	92	495.5%
7113	Promoters of Performing Arts, Sports, and Similar Events	3.61	4.80	1.19	132	0.5%	61	87.2%
3331	Agriculture, Construction, and Mining Machinery Manufacturing	0.21	1.37	1.16	51	0.2%	42	464.2%
2373	Highway, Street, and Bridge Construction	0.74	1.82	1.08	111	0.4%	73	193.0%
5121	Motion Picture and Video Industries	0.39	1.30	0.92	118	0.4%	91	336.4%
5322	Consumer Goods Rental	1.02	1.83	0.81	55	0.2%	26	88.6%
3391	Medical Equipment and Supplies Manufacturing	11.67	12.44	0.77	725	2.5%	100	15.9%
6115	Technical and Trade Schools	0.69	1.43	0.74	31	0.1%	16	107.2%
4511	Sporting Goods, Hobby, and Musical Instrument Stores	1.69	2.37	0.68	244	0.8%	93	61.7%
3353	Electrical Equipment Manufacturing	0.26	0.93	0.67	24	0.1%	15	162.5%
3351	Electric Lighting Equipment Manufacturing	5.94	6.60	0.66	60	0.2%	13	28.7%
4233	Lumber and Other Construction Materials Merchant Wholesalers	0.98	1.57	0.59	64	0.2%	33	107.7%
5222	Nondepository Credit Intermediation	1.41	1.97	0.55	226	0.8%	87	62.1%
4859	Other Transit and Ground Passenger Transportation	0.05	0.60	0.55	12	0.0%	3	35.7%
2211	Electric Power Generation, Transmission and Distribution	0.13	0.66	0.53	48	0.2%	39	436.8%
3169	Other Leather and Allied Product Manufacturing	0.29	0.80	0.51	9	0.0%	0	0.0%
3399	Other Miscellaneous Manufacturing	1.77	2.21	0.44	130	0.4%	41	45.1%
4453	Beer, Wine, and Liquor Stores	0.59	1.02	0.43	31	0.1%	16	106.4%
8141	Private Households	0.68	1.10	0.43	182	0.6%	33	22.5%
6219	Other Ambulatory Health Care Services	0.89	1.31	0.42	79	0.3%	33	72.8%
4422	Home Furnishings Stores	1.38	1.79	0.41	87	0.3%	30	51.9%

Source: EMSI 2017.4

Terms

Location Quotient (LQ) compares each industry's share of total employment in the local area (Noblesville), relative to the US economy.

How to read this table: Industries with growing LQ and high job growth are represent potentially emerging industries.

Table C20. Noblesville's Most Competitive Industry Groups (2012 - 2017)

Industry groups that grew faster in Noblesville than national economic and industry trends would predict, using 4-digit North American Industry Classification System (NAICS) codes for the Noblesville Zip Code Tabulation Areas (46060, 46061, 46062).

NAICS	Industry Group	Nat'l Growth Effect	Industry Mix Effect	Expected Change	Job Growth (Actual Change)	Competitive Effect
7225	Restaurants and Other Eating Places	180	196	376	766	391
2382	Building Equipment Contractors	51	77	128	294	166
4523	General Merchandise Stores incl Warehouse Clubs and Supercenters	44	62	106	251	145
5321	Automotive Equipment Rental and Leasing	1	1	2	141	138
6231	Nursing Care Facilities (Skilled Nursing Facilities)	24	-29	-5	105	110
3391	Medical Equipment and Supplies Manufacturing	45	-48	-3	100	102
5617	Services to Buildings and Dwellings	26	12	38	134	96
5223	Activities Related to Credit Intermediation	1	1	2	92	90
5121	Motion Picture and Video Industries	2	3	5	91	86
4511	Sporting Goods, Hobby, and Musical Instrument Stores	11	-2	9	93	85
6244	Child Day Care Services	21	-41	-20	64	84
4441	Building Material and Supplies Dealers	24	6	30	109	80
8141	Private Households	11	-57	-46	33	80
5222	Nondepository Credit Intermediation	10	-1	9	87	77
6241	Individual and Family Services	6	36	42	119	76
8111	Automotive Repair and Maintenance	14	2	16	88	73
2373	Highway, Street, and Bridge Construction	3	1	4	73	70
9036	Education (Local Government)	105	-82	24	92	68
4461	Health and Personal Care Stores	20	-3	17	82	65
5416	Management, Scientific, and Technical Consulting Services	11	22	33	94	61
6221	General Medical and Surgical Hospitals, Including Government	104	-47	56	113	57
2361	Residential Building Construction	22	24	46	95	49
4411	Automobile Dealers	36	44	80	129	49
6116	Other Schools and Instruction	12	16	28	75	47
8131	Religious Organizations	42	-29	13	59	47
9039	Local Government, Excluding Education and Hospitals	75	-48	27	72	45
6114	Business Schools and Computer and Management Training	1	-1	0	44	44
3331	Agriculture, Construction, and Mining Machinery Manufacturing	1	-2	-1	42	44
1110	Crop Production	16	-14	2	45	44
7113	Promoters of Performing Arts, Sports, and Similar Events	5	15	20	61	41

Source: EMSI 2017.4

Terms

1. National Growth Effect - Job growth explained by growth in the national economy.

2. Industry Mix Effect – Job growth explained by growth in the specific industry, nationwide.

3. Expected Change – The sum of the National Growth Effect and the Industry Mix Effect.

4. Job Growth – Actual job growth that occurred in local (Noblesville) industry employment.

5. Competitive Effect – The difference between Job Growth and Expected Change. This is job growth explained by factors in the regional economy.

How to read this table:

Industries with a high competitive effect are the industries in which Noblesville has a competitive advantage, compared to the nation as a whole.

However, competitive effect is measured by the number of jobs added, so each industry's competitiveness should be viewed in consideration with that industry's local level of employment.

Table C21. Noblesville's Least Competitive Industry Groups (2012 - 2017)

Industry groups that grew slower in Noblesville than national economic and industry trends would predict, using 4-digit North American Industry Classification System (NAICS) codes for the Noblesville Zip Code Tabulation Areas (46060, 46061, 46062).

NAICS	Industry Group	Nat'l Growth Effect	Industry Mix Effect	Job Growth Expected Change	Job Growth (Actual Change)	Competitive Effect
4522	Department Stores	34	-99	-65	-195	-129
6243	Vocational Rehabilitation Services	9	-26	-17	-122	-113
7139	Other Amusement and Recreation Industries	28	32	60	-35	-95
3334	HVAC and Commercial Refrigeration Equipment Manufacturing	12	-8	4	-78	-82
2381	Foundation, Structure, and Building Exterior Contractors	15	23	38	-35	-73
4239	Miscellaneous Durable Goods Merchant Wholesalers	10	-18	-8	-79	-71
5616	Investigation and Security Services	5	2	7	-50	-57
4452	Specialty Food Stores	5	-2	3	-47	-50
6211	Offices of Physicians	7	-2	5	-34	-39
4431	Electronics and Appliance Stores	11	-10	1	-33	-33
5613	Employment Services	29	22	51	20	-31
6216	Home Health Care Services	6	6	12	-18	-31
3113	Sugar and Confectionery Product Manufacturing	6	0	6	-21	-26
3329	Other Fabricated Metal Product Manufacturing	9	-9	0	-26	-26
3359	Other Electrical Equipment and Component Manufacturing	3	-1	2	-24	-25
4243	Apparel, Piece Goods, and Notions Merchant Wholesalers	2	-1	1	-21	-23
3364	Aerospace Product and Parts Manufacturing	2	-2	0	-18	-22
6111	Elementary and Secondary Schools	17	18	35	14	-21
5173	Wired and Wireless Telecommunications Carriers	10	-12	-2	-24	-21
6232	Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	2	0	2	-18	-20
3273	Cement and Concrete Product Manufacturing	4	5	9	-8	-17
5615	Travel Arrangement and Reservation Services	30	30	60	46	-14
5419	Other Professional, Scientific, and Technical Services	9	8	17	3	-14
4532	Office Supplies, Stationery, and Gift Stores	6	-16	-10	-24	-13
8132	Grantmaking and Giving Services	1	1	2	-3	-12
2383	Building Finishing Contractors	33	24	57	46	-11
7224	Drinking Places (Alcoholic Beverages)	2	0	2	-9	-10
3261	Plastics Product Manufacturing	19	9	28	18	-10
5414	Specialized Design Services	5	3	8	-1	-10
3149	Other Textile Product Mills	3	-2	1	-7	-9

Source: EMSI 2017.4

Terms

1. National Growth Effect - Job growth explained by growth in the national economy.

2. Industry Mix Effect – Job growth explained by growth in the specific industry, nationwide.

3. Expected Change – The sum of the National Growth Effect and the Industry Mix Effect.

4. Job Growth – Actual job growth that occurred in local (Noblesville) industry employment.

5. Competitive Effect – The difference between Job Growth and Expected Change. This is job growth explained by factors in the regional economy.

How to read this table:

Industries with a negative competitive effect are industry that are doing worse in Noblesville than in the U.S. as a whole. In many of these industries, some positive growth was expected due to the national economy or industry trends, but low or negative job growth resulted from regional economic factors.

Table C22. Downtown Businesses (2017)

The following is a list of businesses in the Downtown Area compiled by SLE Analytics, The Veridus Group and The City of Noblesville , with NAICS Industry Codes applied by SLE Analytics.

No.	Business Name	Address	Industry Group (4-digit NAICS)	Detailed Industry (6-digit NAICS)
1	1 of One Art Gallery / RC Metal Works	942 Maple Ave	4539 Other Miscellaneous Store Retailers	453920 Art Dealers
2	A Corner Cottage on The Square	17 S 9th St	4481 Clothing Stores	448120 Women's Clothing Stores
3	Across the Pond	98 S 9th St.	4481 Clothing Stores	448120 Women's Clothing Stores
4	Adler Tesnar & Whalin	136 S 9th St #400	5411 Legal Services	541110 Offices of Lawyers
5	Alexander's Auto Repair	820 Hannibal St	8111 Automotive Repair and Maintenance	811111 General Automotive Repair
6	Alexander's On the Square	864 Logan St	7225 Restaurants and Other Eating Places	722515 Snack and Nonalcoholic Beverage Bars
7	Allied Home Mortgage	835 Conner St	5223 Activities Related to Credit Intermediation	522310 Mortgage and Nonmortgage Loan Brokers
8	Allstate	828 Logan St	5241 Insurance Carriers	524113 Direct Life Insurance Carriers
9	American Legion	1094 Conner St	8134 Civic and Social Organizations	813410 Civic and Social Organizations
10	American United Appraisal Company	10 S. 9th St	5313 Activities Related to Real Estate	531320 Offices of Real Estate Appraisers
11	Amerifirst	56 S 9th St.	5222 Nondepository Credit Intermediation	522292 Real Estate Credit
12	Asian Grill	74 N 9th St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
13	Ayers Real Estate	77 S 9th St	5312 Offices of Real Estate Agents and Brokers	531210 Offices of Real Estate Agents and Brokers
14	Baker, Hancock & Cohron	198 S 9th St.	5411 Legal Services	541110 Offices of Lawyers
15	Barley Island Brewing Pub and Eatery	639 Conner St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
16	Bash Boutique	884 Logan St	4481 Clothing Stores	448120 Women's Clothing Stores
17	B'Dazzled Boutique	950 Logan St	4481 Clothing Stores	448120 Women's Clothing Stores
18	Blue Door Builders	68 N 9th Street Suite B	2361 Residential Building Construction	236118 Residential Remodelers
19	BMO Harris Bank	395 Westfield Rd	5221 Depository Credit Intermediation	522110 Commercial Banking
20	Bolden Dry Cleaning	151 N 8th St	8123 Drycleaning and Laundry Services	812320 Drycleaning and Laundry Services (except Coin-Operated)
21	Bradburn Law Firm	52 S 9th St. #10	5411 Legal Services	541110 Offices of Lawyers
22	Brugh CPA Group	45 N 10th St	5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services	541211 Offices of Certified Public Accountants
23	Bucks Barber Shop	29 S 9th St	8121 Personal Care Services	812111 Barber Shops
24	Cambell, Kyle, Proffitt	198 S 9th St.	5411 Legal Services	541110 Offices of Lawyers
25	Caravan Classes Studio	92 S 9th St.	6116 Other Schools and Instruction	611610 Fine Arts Schools

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No.	Business Name	Address	Industry Group (4-digit NAICS)	Detailed Industry (6-digit NAICS)
26	Carmack's Cigar Shop	822 Logan St	4539 Other Miscellaneous Store Retailers	453991 Tobacco Stores
27	Chase Bank	198 Logan St	5221 Depository Credit Intermediation	522110 Commercial Banking
28	Cherish	493 Westfield Rd, Suite C	6241 Individual and Family Services	624110 Child and Youth Services
29	Cheryl Thomas, DDS	835 Conner Street #A	6212 Offices of Dentists	621210 Offices of Dentists
30	Church, Church, Hittle and Antrim	2 N 9th St	5411 Legal Services	541110 Offices of Lawyers
31	City of Noblesville	16 S. 10th St	9211 Executive, Legislative, and Other General Government Support	921140 Executive and Legislative Offices, Combined
32	Classy Cuts Hair Salon	198 S 10th St	8121 Personal Care Services	812112 Beauty Salons
33	Cook and Cook - Attorneys at Law	955 Logan St	5411 Legal Services	541110 Offices of Lawyers
34	Copperstill Kitchen and Bar	917 Conner St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
35	Courtney's Kitchen	654 Logan St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
36	Creative Health Care Management	10 S. 9th St	6213 Offices of Other Health Practitioners	621340 Offices of Physical, Occupational and Speech Therapists, and Audiologists
37	Decorating Den Interiors	10 S. 9th St	5414 Specialized Design Services	541410 Interior Design Services
38	Deliberate Media	139 8th St.	5121 Motion Picture and Video Industries	512110 Motion Picture and Video Production
39	Delks Antiques and Collectibles	84 S 9th St	4533 Used Merchandise Stores	453310 Used Merchandise Stores
40	Edward Jones	24 S 8th St	5239 Other Financial Investment Activities	523930 Investment Advice
41	Elks	35 S 9th St	8134 Civic and Social Organizations	813410 Civic and Social Organizations
42	Exon	952 Maple Ave	4471 Gasoline Stations	447110 Gasoline Stations with Convenience Stores
43	Finance of America Mortgage	960 Logan St #200	5222 Nondepository Credit Intermediation	522292 Real Estate Credit
44	Firestone Complete Auto Care	249 N 10th St	4413 Automotive Parts, Accessories, and Tire Stores	441320 Tire Dealers
45	First Merchants Bank	107 W. Logan St	5221 Depository Credit Intermediation	522110 Commercial Banking
46	Fitness on the Square	173 N 9th St	7139 Other Amusement and Recreation Industries	713940 Fitness and Recreational Sports Centers
47	Godby Home Furnishings	130 Logan St	4421 Furniture Stores	442110 Furniture Stores
48	Greene Florist	1091 Conner St	4539 Other Miscellaneous Store Retailers	453998 All Other Miscellaneous Store Retailers (except Tobacco Stores)
49	Griffard Insurance	1100 S 9th St	5241 Insurance Carriers	524113 Direct Life Insurance Carriers
50	Grindstone Public House	101 N. 10th St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants

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No.	Business Name	Address	Industry Group (4-digit NAICS)	Detailed Industry (6-digit NAICS)
51	Hair Design by William & Co	72 S 9th St	8121 Personal Care Services	812112 Beauty Salons
52	Hamilton Auto & Tire Services	298 N 10th St	8111 Automotive Repair and Maintenance	811111 General Automotive Repair
53	Hamilton County Art Center	195 S. 5th St	4539 Other Miscellaneous Store Retailers	453920 Art Dealers
54	Hamilton County Recorder's Office	33 N 9th St #309	9211 Executive, Legislative, and Other General Government Support	921190 Other General Government Support
55	HAND, inc.	388 S. 8th St.	9211 Executive, Legislative, and Other General Government Support	921190 Other General Government Support
56	Heavenly Sweets	293 8th St.	3118 Bakeries and Tortilla Manufacturing	311811 Retail Bakeries
57	HG Studios	930 Logan St	8121 Personal Care Services	812112 Beauty Salons
58	HMC Screen Printing	954 Conner St	3133 Textile and Fabric Finishing and Fabric Coating Mills	313310 Textile and Fabric Finishing Mills
59	Holt Legal Group	83 S 9th St	5411 Legal Services	541110 Offices of Lawyers
60	Honeycomb Salon w Sam Hall	23 S 8th St	8121 Personal Care Services	812112 Beauty Salons
61	Hoosier Armory	98 N 10th	4511 Sporting Goods, Hobby, and Musical Instrument Stores	451110 Sporting Goods Stores
62	Hopes Road Counseling Services	44 N 9th St. #201	6241 Individual and Family Services	624190 Other Individual and Family Services
63	Horizon Bank	44 S 8th St	5221 Depository Credit Intermediation	522110 Commercial Banking
64	Howard & Associates	694 Logan St	5411 Legal Services	541110 Offices of Lawyers
65	Huntington Bank	949 Conner St	5221 Depository Credit Intermediation	522110 Commercial Banking
66	Image Builders: Rowland printing	199 N 9th St	3231 Printing and Related Support Activities	323111 Commercial Printing (except Screen and Books)
67	Indiana Hearing Aid at Noblesville	160 N 10th St	6213 Offices of Other Health Practitioners	621340 Offices of Physical, Occupational and Speech Therapists, and Audiologists
68	Indiana Kitchen Company	925 Conner St	2361 Residential Building Construction	236118 Residential Remodelers
69	Indiana Taekwondo Academy	939 Conner St	6116 Other Schools and Instruction	611620 Sports and Recreation Instruction
70	Irving Family Therapy	10 S. 9th St	6241 Individual and Family Services	624190 Other Individual and Family Services

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No.	Business Name	Address	Industry Group (4-digit NAICS)	Detailed Industry (6-digit NAICS)
71	Jennifer Van Elk	44 S 8th St	5419 Other Professional, Scientific, and Technical Services	541921 Photography Studios, Portrait
72	Joe Reel Construction Services	307 N 9th St	2361 Residential Building Construction	236118 Residential Remodelers
73	John Brown Bankruptcy Law Office	23 8th St.	5411 Legal Services	541110 Offices of Lawyers
74	Johnston & Co	105 S 10th	5239 Other Financial Investment Activities	523930 Investment Advice
75	Karisma	859 Conner St	4481 Clothing Stores	448120 Women's Clothing Stores
76	Kenmar Distributors	1008 Logan St	4539 Other Miscellaneous Store Retailers	453998 All Other Miscellaneous Store Retailers (except Tobacco Stores)
77	Key Bank	110 N 9th St	5221 Depository Credit Intermediation	522110 Commercial Banking
78	Kiln Creations	60 N 9th St	4511 Sporting Goods, Hobby, and Musical Instrument Stores	451120 Hobby, Toy, and Game Stores
79	Kincaid and Kincaid PC	54 N 9th St	5411 Legal Services	541110 Offices of Lawyers
80	Kirks Hardware	848 Logan St	4441 Building Material and Supplies Dealers	444130 Hardware Stores
81	Kitterman Machine Co.	87 S 8th St	3327 Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	332710 Machine Shops
82	Kroger Fuel Center	140 Logan St	4471 Gasoline Stations	447110 Gasoline Stations with Convenience Stores
83	La Salle St. Securities LLC	978 Conner St	5231 Securities and Commodity Contracts Intermediation and Brokerage	523120 Securities Brokerage
84	Las Palmas Mexican Restaurant	250 Conner St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
85	Lil' Bloomers Boutique	982 Logan St	4481 Clothing Stores	448130 Children's and Infants' Clothing Stores
86	Lincoln Aquatics	984 Logan St #7	4539 Other Miscellaneous Store Retailers	453998 All Other Miscellaneous Store Retailers (except Tobacco Stores)
87	Linden Tree Gifts	856 Logan St	4532 Office Supplies, Stationery, and Gift Stores	453220 Gift, Novelty, and Souvenir Stores
88	Little Gypsie Boutique	84 S 9th St.	4481 Clothing Stores	448120 Women's Clothing Stores
89	Logan Village Mall	977 Logan St	4533 Used Merchandise Stores	453310 Used Merchandise Stores
90	Love's Hangover Creations	159 N. 9th	4481 Clothing Stores	448120 Women's Clothing Stores

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No.	Business Name	Address	Industry Group (4-digit NAICS)	Detailed Industry (6-digit NAICS)
91	Main Street Motors	1008 Logan St	4411 Automobile Dealers	441120 Used Car Dealers
92	Majestic Massage	23 S 8th St	6213 Offices of Other Health Practitioners	621399 Offices of All Other Miscellaneous Health Practitioners
93	Martha Gaschow - Attorney	841 Conner St	5411 Legal Services	541110 Offices of Lawyers
94	Martin and Martin Insurance	62 S 9th St	5241 Insurance Carriers	524113 Direct Life Insurance Carriers
95	Matteo's Ristorante Italiano	40 N 9th St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
96	McMillans Auto Care and Towing	599 Conner St	8111 Automotive Repair and Maintenance	811111 General Automotive Repair
97	Metzger Rosta, LLP	34 S 9th St	5411 Legal Services	541110 Offices of Lawyers
98	Michaelangelo's Italian Bistro	550 Westfield Rd	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
99	Midwest-IX	863 Conner St	5171 Wired Telecommunications Carriers	517110 Wired Telecommunications Carriers
100	Miller Land Surveyors	948 Conner St	5419 Other Professional, Scientific, and Technical Services	541990 All Other Professional, Scientific, and Technical Services
101	Miracle & Associates	978 Conner St	5239 Other Financial Investment Activities	523930 Investment Advice
102	Molex Inc	10 S. 9th St	4236 Household Appliances and Electrical and Electronic Goods Merchant Wholesalers	423690 Other Electronic Parts and Equipment Merchant Wholesalers
103	Myart Noblesville Art School	39 N 10th St	6116 Other Schools and Instruction	611610 Fine Arts Schools
104	Mystic Images Tattoo	240 N 10th St	8121 Personal Care Services	812199 Other Personal Care Services
105	Nameless Catering	56 S 9th St.	7223 Special Food Services	722320 Caterers
106	NAPA Auto Parts	56 S 6th St	4413 Automotive Parts, Accessories, and Tire Stores	441310 Automotive Parts and Accessories Stores
107	Nationwide Insurance	817 Conner St	5241 Insurance Carriers	524113 Direct Life Insurance Carriers
108	Nickle Plate Arts	107 S. 8th St.	6116 Other Schools and Instruction	611610 Fine Arts Schools
109	Noble Coffee & Tea	933 Logan St	7225 Restaurants and Other Eating Places	722515 Snack and Nonalcoholic Beverage Bars
110	Noblesville Antique Mall	20 N 9th St	4533 Used Merchandise Stores	453310 Used Merchandise Stores

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Table C22. Downtown Businesses (2017)

The following is a list of businesses in the Downtown Area compiled by SLE Analytics, The Veridus Group and The City of Noblesville , with NAICS Industry Codes applied by SLE Analytics.

No.	Business Name	Address	Industry Group (4-digit NAICS)	Detailed Industry (6-digit NAICS)
111	Noblesville Box Pack & Ship - FedEx	197 N 9th St	5614 Business Support Services	561439 Other Business Service Centers (including Copy Shops)
112	Noblesville City Court	135 S 9th	9221 Justice, Public Order, and Safety Activities	922110 Courts
113	Noblesville Clock Company	996 Conner St	4533 Used Merchandise Stores	453310 Used Merchandise Stores
114	Noblesville Counseling Center	984 Logan St	6241 Individual and Family Services	624190 Other Individual and Family Services
115	Noblesville Family Chiropractic	953 Maple Ave	6213 Offices of Other Health Practitioners	621310 Offices of Chiropractors
116	Noblesville Main Street	839 Conner St	8139 Business, Professional, Labor, Political, and Similar Organizations	813910 Business Associations
117	Noblesville Podiatrist - Dr. Scott R. Kilberg	325 Westfield Rd	6213 Offices of Other Health Practitioners	621391 Offices of Podiatrists
118	Noblesville Township Community Center	372 8th St.	9211 Executive, Legislative, and Other General Government Support	921190 Other General Government Support
119	Nova 29	970 Logan St	5313 Activities Related to Real Estate	531311 Residential Property Managers
120	Old Picket Fence	894 Logan St	4533 Used Merchandise Stores	453310 Used Merchandise Stores
121	On-Ramp Indiana	859 Conner St	5182 Data Processing, Hosting, and Related Services	518210 Data Processing, Hosting, and Related Services
122	Pam's Tea Shoppe	159 N. 9th	4452 Specialty Food Stores	445299 All Other Specialty Food Stores
123	Parker Mortgage 2nd Floor	960 Logan St #200	5222 Nondepository Credit Intermediation	522292 Real Estate Credit
124	Petry Wealth Management	408 S 9th St	5239 Other Financial Investment Activities	523930 Investment Advice
125	Pinnacle Land Title Co.	54 S 9th St	5411 Legal Services	541191 Title Abstract and Settlement Offices
126	Private Capital Management Group	835 Conner St	5239 Other Financial Investment Activities	523930 Investment Advice
127	Prizm Video Productions	864 Logan St	5121 Motion Picture and Video Industries	512110 Motion Picture and Video Production
128	R. L. Wilson House	273 S. 8th St	8129 Other Personal Services	812990 All Other Personal Services
129	Randy's Toy Shop	165 N 9th St	4533 Used Merchandise Stores	453310 Used Merchandise Stores
130	RC Fine Portraits	44 N 9th St	5419 Other Professional, Scientific, and Technical Services	541921 Photography Studios, Portrait

Disclaimer: This list was compiled for the purpose of understanding the general business environment of the Downtown Area. Business information is based on previously compiled inventories, desktop research, and City of Noblesville staff knowledge. Some minor errors and omissions are anticipated.

Table C22. Downtown Businesses (2017)

The following is a list of businesses in the Downtown Area compiled by SLE Analytics, The Veridus Group and The City of Noblesville , with NAICS Industry Codes applied by SLE Analytics.

No.	Business Name	Address	Industry Group (4-digit NAICS)	Detailed Industry (6-digit NAICS)
131	Remedy Road	23 S 8th St	6241 Individual and Family Services	624190 Other Individual and Family Services
132	Riverview Health	395 Westfield Rd	6221 General Medical and Surgical Hospitals	622110 General Medical and Surgical Hospitals
133	Riverwalk Village	295 Westfield Rd	6233 Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	623312 Assisted Living Facilities for the Elderly
134	Rosie's Place	68 N 9th St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
135	Sauce and Tardy Attorneys	829 Conner St	5411 Legal Services	541110 Offices of Lawyers
136	Schwartz's Bait & Tackle	118 Cicero Rd	4511 Sporting Goods, Hobby, and Musical Instrument Stores	451110 Sporting Goods Stores
137	Shawn Blumenthall Attoney at Law	920 Logan St	5411 Legal Services	541110 Offices of Lawyers
138	Shepherd Insurance Co.	601 Conner St	5241 Insurance Carriers	524113 Direct Life Insurance Carriers
139	Silver Dollar	26 S 8th St	7224 Drinking Places (Alcoholic Beverages)	722410 Drinking Places (Alcoholic Beverages)
140	Smith and Wade - Attorneys at Law	30 S 9th St.	5411 Legal Services	541110 Offices of Lawyers
141	Smith Jewelers	98 N 9th St	4483 Jewelry, Luggage, and Leather Goods Stores	448310 Jewelry Stores
142	Smith Reporting	136 S 9th St	5614 Business Support Services	561492 Court Reporting and Stenotype Services
143	SmithHouse	444 Lafayette Rd	8129 Other Personal Services	812990 All Other Personal Services
144	Son-Shine Services	122 Cicero Rd	8111 Automotive Repair and Maintenance	811111 General Automotive Repair
145	State Farm	51 N 10th St	5241 Insurance Carriers	524113 Direct Life Insurance Carriers
146	Subway	98 N 10th St	7225 Restaurants and Other Eating Places	722513 Limited-Service Restaurants
147	Sunrise Cafe at Uptown (Uptown Café)	809 Conner St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
148	Sweet Home Cupcakes	937 Logan St	3118 Bakeries and Tortilla Manufacturing	311811 Retail Bakeries
149	Syd's Bar & Grill	808 Logan St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
150	T&E Tutoring	1047 Maple Ave	6116 Other Schools and Instruction	611691 Exam Preparation and Tutoring

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Table C22. Downtown Businesses (2017)

The following is a list of businesses in the Downtown Area compiled by SLE Analytics, The Veridus Group and The City of Noblesville , with NAICS Industry Codes applied by SLE Analytics.

No.	Business Name	Address	Industry Group (4-digit NAICS)	Detailed Industry (6-digit NAICS)
151	Tanglez Hair Studio	823 Conner St	8121 Personal Care Services	812112 Beauty Salons
152	The Criminal Defence Team	23 S 8th St	5411 Legal Services	541110 Offices of Lawyers
153	The Gentleman Soldier	876 Logan St	4533 Used Merchandise Stores	453310 Used Merchandise Stores
154	The Hamilton Retaurant	933 Conner St	7225 Restaurants and Other Eating Places	722511 Full-Service Restaurants
155	Timberline Properties	835 Conner Street	5313 Activities Related to Real Estate	531312 Nonresidential Property Managers
156	Uptown Bail Bonds	654 Logan St	8129 Other Personal Services	812990 All Other Personal Services
157	Wendy's	230 Conner St	7225 Restaurants and Other Eating Places	722513 Limited-Service Restaurants
158	Whimzy	940 Logan St	4532 Office Supplies, Stationery, and Gift Stores	453220 Gift, Novelty, and Souvenir Stores
159	Woloshin Chiropractic office	303 8th St.	6213 Offices of Other Health Practitioners	621310 Offices of Chiropractors
160	Yeager Office Suits of Noblesville	23 S 8th St	5311 Lessors of Real Estate	531120 Lessors of Nonresidential Buildings (except Miniwarehouses)
161	Ziliak Law Office	44 N 9th St.	5411 Legal Services	541110 Offices of Lawyers

Disclaimer: This list was compiled for the purpose of understanding the general business environment of the Downtown Area. Business information is based on previously compiled inventories, desktop research, and City of Noblesville staff knowledge. Some minor errors and omissions are anticipated.

Exhibit C23. National Industry Outlook for Select Downtown Industries

The following are brief summaries of national industry trends for select industries that showed positive economic indicators in the Noblesville Area Economy and were considered relevant to the Downtown Area.

4461 Health and Personal Care Stores
The Pharmacy industry is expected to grow over the next 5 years as the number of adults 65 and older increases, number of people with private health insurance increases, and as disposable incomes rise.
Eye Glasses Stores are expected to perform well over the next 5 years. Demand for eyeglasses is projected to grow as the population over 50 increases. Demand for high-quality, brand name frames is expected to grow with rising disposable incomes.

4511 Sporting Goods, Hobby, and Musical Instrument Stores
Sporting Goods Stores are expected to experience growth over the next five years, due to rising disposable incomes and continued growth of health conscious consumer behavior and sports participation. However, this industry typically sees competition from online retailers, department stores and large general merchandise stores like Walmart and Meijer.
Hobby and Craft Stores are expected to grow with rising disposable incomes. An interest in do-it-yourself (DIY) projects among millennials has fueled growth over the past five years, which is expected to continue.

5121 Motion Picture and Video Industries
Movie Theaters are expected to experience moderate growth over the next 5 years as a result of rising per capita income. However, competition from online streaming services like Netflix, Hulu, and Amazon will continue to pose a threat to this industry.
The Video Postproduction Services industry is expected to grow over the next 5 years. The increasing prominence of the internet as a media outlet is expected to drive increasing demand for postproduction services. Threats to this industry will come from companies that offer in-house services.

5222/5223 Nondepository Credit Intermediation/Activities Related to Credit Intermediation
The Real Estate Loan industry is expected to see moderate growth over the next 5 years as housing prices stabilize.
Demand for both Mortgage and Non Mortgage Loan Brokerage services is expected to increase as 30-year conventional mortgage rates fall, consumer confidence levels rise, and per capita disposable incomes rise.
Growth for Auto Loan and Leasing services will be driven by consumer demand, which is generally expected to increase. However, automobile price increases which may result from proposed aluminum tariffs may have an offsetting effect.

Source: IBISWorld.

Exhibit C23. National Industry Outlook for Select Downtown Industries, continued

The following are brief summaries of national industry trends for select industries that showed positive economic indicators in the Noblesville Area Economy and were considered relevant to the Downtown Area.

5242 Agencies, Brokerages, and Other Insurance Related Activities
Insurance Brokers and Agencies are expected to experience growth over the next 5 years, due mainly to rising per capita disposable income and an increase in the number of people with private insurance. Homeownership rates are expected to decrease, which poses a potential threat to this industry.

5416 Management, Scientific, and Technical Consulting Services
Demand is expected to increase for consulting in the following subject areas: Management, HR, Environmental, Scientific and Economic. This is based largely on anticipated improvements in national economic conditions.

6116 Other Schools and Instruction
Demand for Sports Coaching and Instruction is expected to steadily increase over the next 5 years as per capita disposable income and participation in sports are both expect to rise.

7113 Promoters of Performing Arts, Sports, and Similar Event
The Concert and Event Promotion industry is expected to experience steady growth over the next 5 years as disposable incomes rise. Growth in corporate profits are expected to contribute to industry growth, as large companies are more willing to spend money on premium seating to entertain clients and advertising budgets can be allocated more towards sponsorship and advertisement at events.

7225 Restaurants and Other Eating Places
The Full Service Restaurant industry is expected to grow over the next 5 years. Key drivers include increases in consumer confidence and consumer spending.

Source: IBISWorld.

Notes on Data

Notes on Data Analysis

Unless otherwise notes, all data and statistics used in this report are the latest available data from 2016 and 2017. Sources include the U.S. Census Bureau and the Bureau of Labor Statistics and incorporate data derived from Economic Modeling Specialists, Inc. (EMSI) version 2017.4 and Environmental Systems Research Institute (ESRI) Business Analyst version 5.7.

Precise data on industries, population, and employment is not available for any region smaller than a county (or, in some cases, a state). For this reason, all employment and industry data are based on models that strive to fill in gaps for unavailable data. All data should be treated as estimates meant to provide indications of general proportions and trends to guide strategic planning.

Additionally, while this report contains data from publicly available and proprietary datasets, it is important to validate growth projections and substantiate talent challenges by following up with regional employers to gain real-time information. Often, government data may underestimate the true magnitude of real-time hiring needs, since changes in the private sector can occur more rapidly than public sector data can track. Veridus recommends Noblesville conduct employer outreach to ask for industry and occupation-specific hiring projections and the reasons behind those projections (i.e. turnover, retirement, new job creation, etc.)

Notes on EMSI Employment Estimates

EMSI uses two primary data sets to build industry and occupation data at the zip code level. The Bureau of Labor Statistics (BLS) provides the most reliable employment and wage data at the county level. However, to break out county level data into zip codes, EMSI assigns employment percentages to each zip code. EMSI primarily relies on the US Census Bureau's Zip Code Business Pattern (ZBP) dataset to determine percent of employment in each industry by each zip code in the county. If ZBP data is not available, EMSI uses US Postal Service business address counts to determine percentages.

Notes on ESRI Retail Gap Estimates

ESRI estimates retail potential (demand) and retail sales based on data available from the US Census Bureau's 2012 Census of Retail Trade (CRT), Monthly Retail Trade surveys (MRT), and the BLS's Consumer Expenditure Survey (CE). The CRT and MRTs show sales figures of retail industries in the United States, while the Consumer Expenditure Survey collect data on the characteristics and buying habits of consumers. Most of this data is available at the state or national level, so ESRI uses local demographic and business estimates to model consumer spending and retail sales at the local level.

Notes on Data (continued)

Notes on Industry NAICS Codes and Business Establishments
North American Industry Classification System (NAICS) codes are the standard used by federal statistical agencies (such as the U.S. Census Bureau and the Bureau of Labor Statistics) to classify establishments. An establishment is a physical economic unit (such as a store, an office or a factory) that produces goods or services. A single corporation can be made up of lots of establishments performing different economic activities at different locations. NAICS codes classify establishments by the primary type of economic activity they produce. However, establishments choose how to classify themselves by NAICS codes, which can lead to inconsistencies and errors with the data. When Emsi and U.S. Census Bureau employment data is reported by NAICS code, it is reported based on the physical location of the establishment within a state or county, and not necessarily where the corporation has its headquarters. Generally, employment data should reflect the physical location where paid employees work. However, this data can be unreported or otherwise distorted if an establishment relies on a third party professional employer organization (PEO) such as a Payroll Services establishment (NAICS 541214) to handle payment for employees.

NAICS codes are hierarchical, represented by 6-digits. The first two digits represent the largest industry category, the Sector. The third digit represents the Sub-Sector. The fourth digit indicates the Industry Group. The fifth digit represents the NAICS Industry. And the sixth digit indicates the National Industry. Example:
Sector: 720000 Accommodation and Food Services
Sub-Sector 722000 Food Services and Drinking Places
Industry Group: 722500 Restaurants and Other Eating Places
NAICS Industry: 722510 Restaurants and Other Eating Places
National Industry: 722514 Cafeterias, Grill Buffets, and Buffets

This report primarily looks at 2-digit Sectors and 4-digit Industry Groups using the 2012 NAICS classification (with some modifications from EMSI its data).

Notes on Data (continued)

Sources
Information was compiled from EMSI Knowledge Base articles, ESRI Methodology Statements, the Bureau of Labor Statistics Handbook of Methods, the 2017 NAICS Manual, as well as the following sites:

https://www.census.gov/programs-surveys/cbp/technical-documentation/methodology.html
https://www.bls.gov/opub/hom/cew/home.htm
https://www.bls.gov/opub/hom/pdf/homch2.pdf
https://www.census.gov/eos/www/naics/
http://www.esri.com/data/esri_data/methodology-statements

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