

Shelby Street Corridor

14: Shelby Street will have an inviting and aesthetically pleasing appearance.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year	
14.1: Shelby Street will be a walkable corridor for individuals of all ages and abilities.					
14.1.1	Conduct infrastructure assessment along Shelby Street Corridor (including streets, sidewalks, crosswalks and streetlights)	Infrastructure assessment complete	City of Indianapolis-DPW, Connectivity Action Team, IndyGo, Bethany Village, Garfield Park Public Library, GPNA, Big Car, Reconnecting to our Waterways (ROW)	Garfield Park Neighbors Association (GPNA) - Walkability and Beautification Committee	17
14.1.2	Prioritize and advocate infrastructure and community standards for development and improvements(wider sidewalks, more signals at cross walks, lighting preferences, etc.).	List of Shelby Street infrastructure needs are prioritized and presented to South Indy City-County Councillors.	Health By Design, Ball State University College of Architecture & Planning, Connectivity Action Team, IndyGo, City of Indianapolis -DPW/DMD, GPNA, Community Health, Mayor's Neighborhood Advocates, South Indy City-County Councillors	Big Car (StreetSpark)	17, 18
14.1.3	Develop a fundraising and public relations plan to implement prioritized improvements.	Infrastructure Development plan is presented to 5 funders.	CICF, UIndy Public Relations, Polyphonic Solutions, Community Health	UIndy / Future South Indy 501c3	17, 18
14.1.4	Promote traffic calming activities or installations.	Reduce average speed from 45 miles per hour to 30 miles per hour (current speed limit) Install five - six crosswalks and lights at key intersections between Raymond St. and Troy Ave.	Green 3, ROW, Mad Lab Studio, UIndy - Art Department, IndyGo, South Indy Neighborhoods	Big Car (StreetSpark)	19, 20, 21
14.2: Beautification of Shelby Street with improved transit stops, lighting, public art and landscaping.					
14.2.1	Create Shelby Street beautification and community style guide for lighting, architecture, public art, landscaping and maintenance.	Plan is created in Year 2 and should also identify funding sources for landscaping, façade grants, and other streetscape improvements.	Ball State University College of Architecture and Planning KIB, GPNA, DPW, South Indy Neighborhoods, UIndy	Big Car	19
14.2.2	Support the installation of landscaping and maintenance of these amenities at IndyGo Red Line BRT stations and along corridor.	Locations for planters identified and installation at all four stations.	DPW, KIB, Garfield Park Conservatory, Arbor Day Association, UIndy	GPNA - Walkability and Beautification	17, 18, 19, 20, 21
14.2.3	Install unique street lighting consistent with community style guide and branding identity for Shelby Street Corridor.	Gaps in street lighting identified, 25% of corridor installed annually.	Ball State University College of Architecture , KIB, GPNA, DPW, South Indy Neighborhoods, UIndy	Big Car	19, 20, 21

14.2.4	Create banners with So Indy logo to place along the corridor.	Project is funded, banner locations are identified and installation occurs.	Area businesses (Zink Distributing, Tube Processing, Moore Restoration Company, Safeway) community groups and institutions (Garfield Park, Friends of Garfield Park, Indy Go, area churches and schools, Community Building Team, RADC	Big Car	19, 20
14.2.5	Implement public art program along Shelby Street Corridor, including programs with area businesses and anchor institutions.	1 installation annually and 1 program/event annually.	UIndy Art Department (social practice program), South Indy Neighborhoods, Garfield Park Arts Center, KIB, Eli Lilly & Co., GPNA - Economic Development Committee	Big Car	17, 18, 19, 20, 21

15.1: Promote Shelby Street as a Village Community with commercial, cultural, recreational and residential assets.

15.1.1	Coordinate with the Garfield Park Neighbors Association to identify existing business, property owners, and vacant buildings along Shelby Street from Beecher Street to Hanna Avenue.	Work with GPNA to expand existing map to include the area reaching to Hanna Ave.	Big Car, UIndy, City of Indianapolis-DMD	GPNA - Economic Development Committee	17
15.1.2	Engage the South Indy community to identify the types of desired businesses along the Shelby Street corridor.	Surveys, focus groups and other data gathered in Year 1, branding guide developed and introduced Year 2.	HUNI, Area businesses (Zink Distributing, Tube Processing, Moore Restoration, Safeway); Community Building Team, Big Car, IUPUI SPEA	GPNA - Economic Development Committee	17
15.1.3	Engage Ball State University College of Architecture and Planning and DMD to lead a transit oriented development study (TOD) of the Shelby Street corridor from Beecher Street to Hanna Avenue that focuses on creating a village community.	TOD study is completed.	GPNA - Economic Development Committee; Connectivity Team, City of Indianapolis - DMD, Ball State University College of Architecture and Planning	UIndy / Community Builder	17, 18
15.1.4	Create Shelby Street Corridor branding identity and guide, including logo, website, and related collateral like maps and brochures for use in advocating to developers, residents, visitors, and University of Indianapolis students consistent with style guide and branding.	Surveys, focus groups and other data gathered in Year 1, branding guide developed and introduced Year 2.	Area businesses (Zink Distributing, Tube Processing, Moore Restoration, Safeway) community groups and institutions (Garfield Park, Friends of Garfield Park, Indy Go, area churches and schools, Community Building Team, RADCLIFFE	Big Car	17, 18
15.1.5	Develop a Shelby Street marketing and public relations plan to attract new businesses, residents and visitors which would define partners, media plan and advertising opportunities.	A full marketing and public relations plan is created and presented to partners.	South Indy Neighborhoods, Community Building Action Team, Polyphonics Solutions	UIndy - Top Dog Marketing Program	17, 18, 19, 20, 21
15.1.6	Create Shelby Street Merchants Association (SSMA) that is inclusive of all businesses along Shelby Street Corridor from Beecher St. to Hanna Ave.	In Year 1, SSMA will create member benefit guide and recruit 10 businesses. In Year 2, SSMA will double membership and set five-year strategic goal. In Year 3, SSMA will maintain current membership of recruit 15 more members.	South Indy Neighborhoods; Area businesses (Zink Distributing, Tube Processing, Moore Restoration, Safeway) community groups and institutions (Garfield Park, Friends of Garfield Park, local churches and schools, Community Building Team, RADCLIFFE	GPNA - Economic Development Committee	17, 18, 19