

Madison Avenue Corridor

13: Madison Avenue will be a vital central business corridor broadening job opportunities and community partnerships.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year	
13.1: Demonstrate the business viability of the Madison Avenue Corridor by identifying assets and opportunities and maintaining existing and creating quality jobs.					
13.1.1	Working with community stakeholders and partners, complete a market study for regional commercial development.	A commercial development plan for Madison Avenue Corridor is complete which includes demographics, market trends, community needs, property value assessments and local employment opportunities.	UIndy - Engineering, Arts, Ball State University College of Architecture and Planning, Connectivity Action Team, South Indy Neighborhood Associations, LISC, City of Indianapolis DMD/MPO	Gateway Community Alliance	17
13.1.2	Inventory abandoned and vacant properties which will identify ownership history, brownfield history, code enforcement violations, delinquent tax history and remediation efforts.	A usable master database is completed and presented to Mayor's Neighborhood Advocates City County Counselors, Mayor, other city officials and area stakeholders.	UIndy - Engineering, Arts, Ball State College of Architecture & Planning, Connectivity Action Team, City of Indianapolis - DMD	Gateway Community Alliance	17
13.1.3	Work with City of Indianapolis-DMD to produce a land use plan for the Madison Avenue commercial corridor.	Madison Avenue Land Use Plan is created by DMD for entire corridor within South Indy Quality of Life catchment area.	City of Indianapolis - DMD, UIndy - Engineering; Planning; Arts, Ball State University College of Architecture and Planning	Gateway Community Alliance	17, 18
13.1.4	Engage City of Indianapolis-DMD in conjunction with a Commercial Real Estate Broker for market analysis and strategy plan guidance and partnership.	Contact from DMD is identified, Commercial Real Estate Broker is secured, and market analysis and strategy plan is created with the support of DMD.	UIndy - Engineering, Arts, Ball State School of Architecture and Planning, Connectivity Action Team, Garfield Park Neighbors Association, City of Indianapolis - DMD, LISC	Gateway Community Alliance	17
13.1.5	Engage Madison Avenue commercial corridor residents and commercial property owners for needs assessment and desired commercial amenities that attract regional development (hotels, big-box stores) and create job opportunities.	Host a Madison Avenue Kick Off Meeting to engage commercial property owners, business owners and residents. With public forum and meetings and survey, objective is a completed commitment of 50 stakeholders of needs and wants of Madison Avenue Corridor.	UIndy, South Indy Neighborhood Associations, Old Southside Neighborhood Association, Hannah House	Gateway Community Alliance	17, 18

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year	
13.3: Beautification standards are developed for Madison Avenue that focus on improved connectivity, transit stops, streetscapes and public art.					
13.3.1	Research city and community streetscape plans for best practices and consult with industry experts.	Industry experts are identified and streetscape plan best practices are written in document form and are shared with South Indy QoL leadership and neighborhood associations.	Arts Council of Indianapolis, Broad Ripple, UIndy Arts, Emerich Manual High School, Christel House Academy, Engledow, City of Indianapolis Department of Public Works (DPW), MPO	Gateway Community Alliance	17, 18
13.3.2	Engage residents and businesses for feedback (preferences, priority locations, etc).	Survey to identify community stakeholder beautification priorities is created and implemented and 60% response rate is achieved.	Arts Council of Indianapolis, Broad Ripple, UIndy Arts, Manual H.S, Christel House Academy, Engledow, City of Indianapolis DPW, MPO, Hannah House	Gateway Community Alliance	17
13.3.3	Coordinate with Connectivity and Shelby Street Action Teams to develop plans for improved curbs and sidewalks.	Prioritized plan is created in collaboration with the South Indy Connectivity Master Plan with identified curbs and sidewalks improved in 5 years.	Arts Development Group, Broad Ripple, UIndy Arts, Manual H.S, Christel House Academy, Engledow, City of Indianapolis DPW / MPO	Gateway Community Alliance	17, 18, 19, 20, 21
13.3.4	Develop a Madison Avenue beautification plan which includes maintenance, cost estimates, potential funders and partners.	Beautification Plan is completed and presented at South Indy community gathering at The Tube.	Keep Indianapolis Beautiful (KIB), Reconnecting to our Waterways, UIndy, City of Indianapolis - DPW	Gateway Community Alliance	17, 18
13.3.5	Identify potential funders.	3 funders are identified with 1 of 3 acting as fiscal agent for beautification plan. Funders are aware of 5-10-year commitment to maintain completed beautification plan.	UIndy	Gateway Community Alliance	17, 18
13.3.6	Partner with schools, businesses and neighborhoods to adopt medians.	One median is adopted annually for maintaining.	Mayor's Neighborhood Advocates, South Indy Neighborhood Associations, KIB, UIndy	Gateway Community Alliance	17, 18, 19, 20, 21
13.3.7	Re-introduce native plantings along Madison Avenue focus area.	5 year staged plan is created, implemented and maintained in partnership with KIB and INPAWS and ongoing maintenance partners are identified and assigned.	KIB, City of Indianapolis - DPW, UIndy	Gateway Community Alliance	17, 18, 19, 20, 21

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year	
13.3.8	Promote locations along Madison Avenue for installation of permanent and temporary public art.	Locations are secured with signed commitments of property owners and 2 permanent pieces and 5 temporary pieces are installed.	Arts Council of Indianapolis, KIB, Big Car, Schools, Lilly Foundation, CICF	Gateway Community Alliance	19, 20, 21
13.3.9	Façade grant opportunities will be identified and promoted for businesses in the Madison Avenue Focus Area.	One Façade grant is secured annually.	LISC, UIndy, RADC	Gateway Community Alliance	17, 18, 19, 20, 21
13.3.10	Advocate for bike share stations at corner of Southern Avenue and Madison Avenue with a sister station at Shelby St. and Southern Avenue	Bike Share Station is installed and utilized at both intersections.	Indiana Pacers Bike Share, CICF, UIndy	Gateway Community Alliance	19, 20, 21

13.4: Madison Avenue is promoted as a vital business corridor to potential developers, funders and other interested community members through the support of civic and community partners.

13.4.1	Engage with business owners and community stakeholders to participate in the marketing of Madison Avenue corridor.	Monthly project focused meetings are scheduled.	UIndy, PNC, Fifth Thid, Indiana Credit Union, local churches	Gateway Community Alliance	17, 18, 19, 20, 21
13.4.2	Package the plan with maps, reports, conceptual designs, etc.	Promotional plan is created and visible through community presentations, social media, and networking events with commercial brokers, interested stakeholders, developers and investors.	Fifth Third, PNC, Indiana Credit Union, Churches, South Indy Neighborhood Associations, Direct Connect Printing	Gateway Community Alliance	18, 19, 20, 21
13.4.3	Develop an active PR plan to promote the Madison Avenue commercial corridor, including a subcommittee or group responsible for advocating the area to city departments, organizations, businesses, and developers.	Subcommittee is created and presentations are scheduled with interested stakeholders.	UIndy, Fifth Third, PNC, Indiana Credit Union, local churches, South Indy Neighborhood Associations, Direct Connect Printing	Gateway Community Alliance	17, 18, 19, 20, 21
13.4.4	Host a Madison Avenue event, with a tour, to promote the opportunities and work of the Madison Avenue Action Team.	Madison Avenue Corridor showcase event is scheduled and executed twice.	UIndy, Mayor's Neighborhood Advocates, South Indy Neighborhood Associations, Fifth Third, PNC, Indiana Credit Union	Gateway Community Alliance	17, 18, 19, 20, 21