

Noblesville Downtown District Master Plan

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



Noblesville Downtown District Master Plan

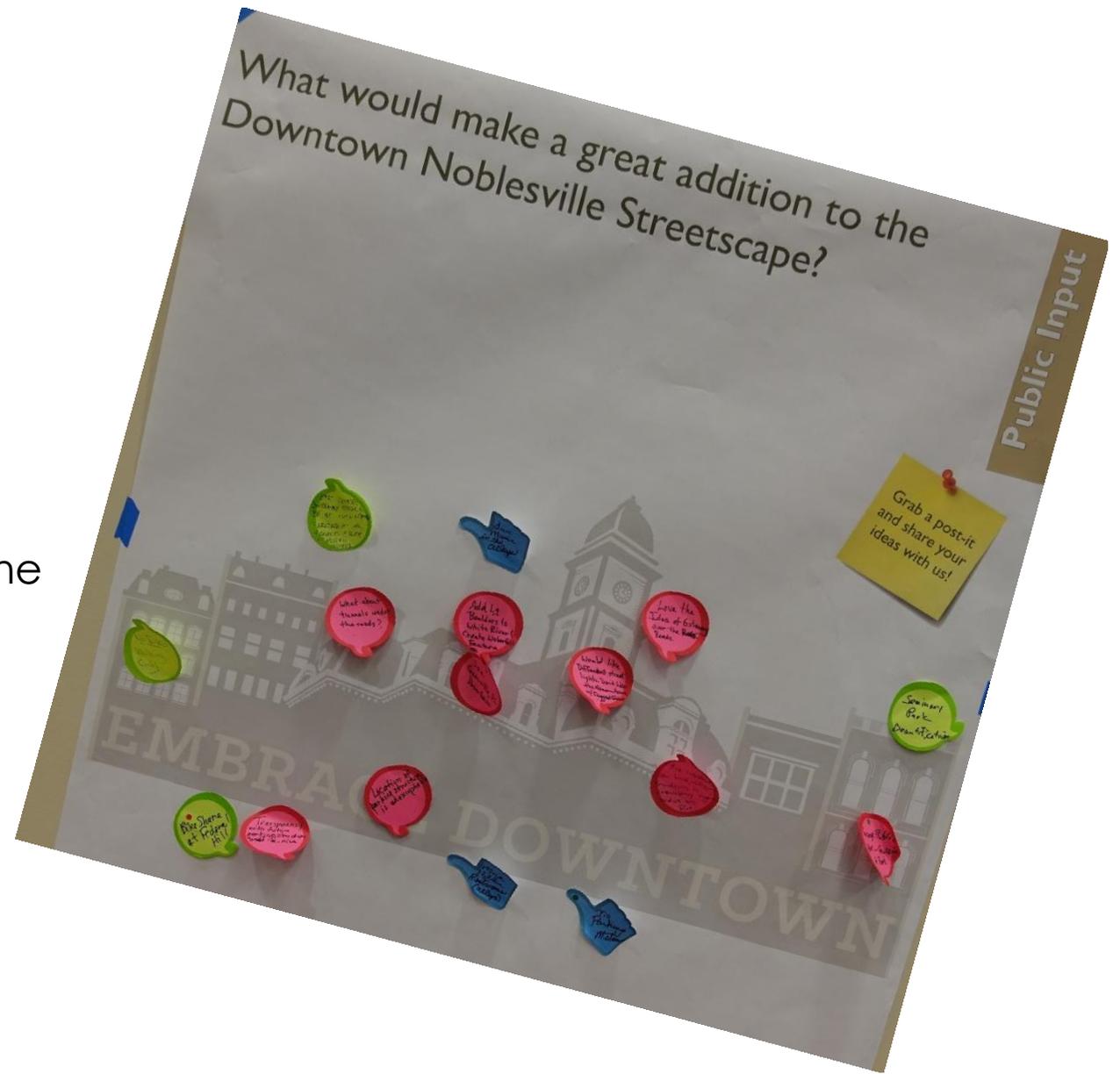


Public Meeting #1 – March 13, 2018



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)



Stakeholder Info



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:

- 25-44 years old (42.9%)
- 45-64 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

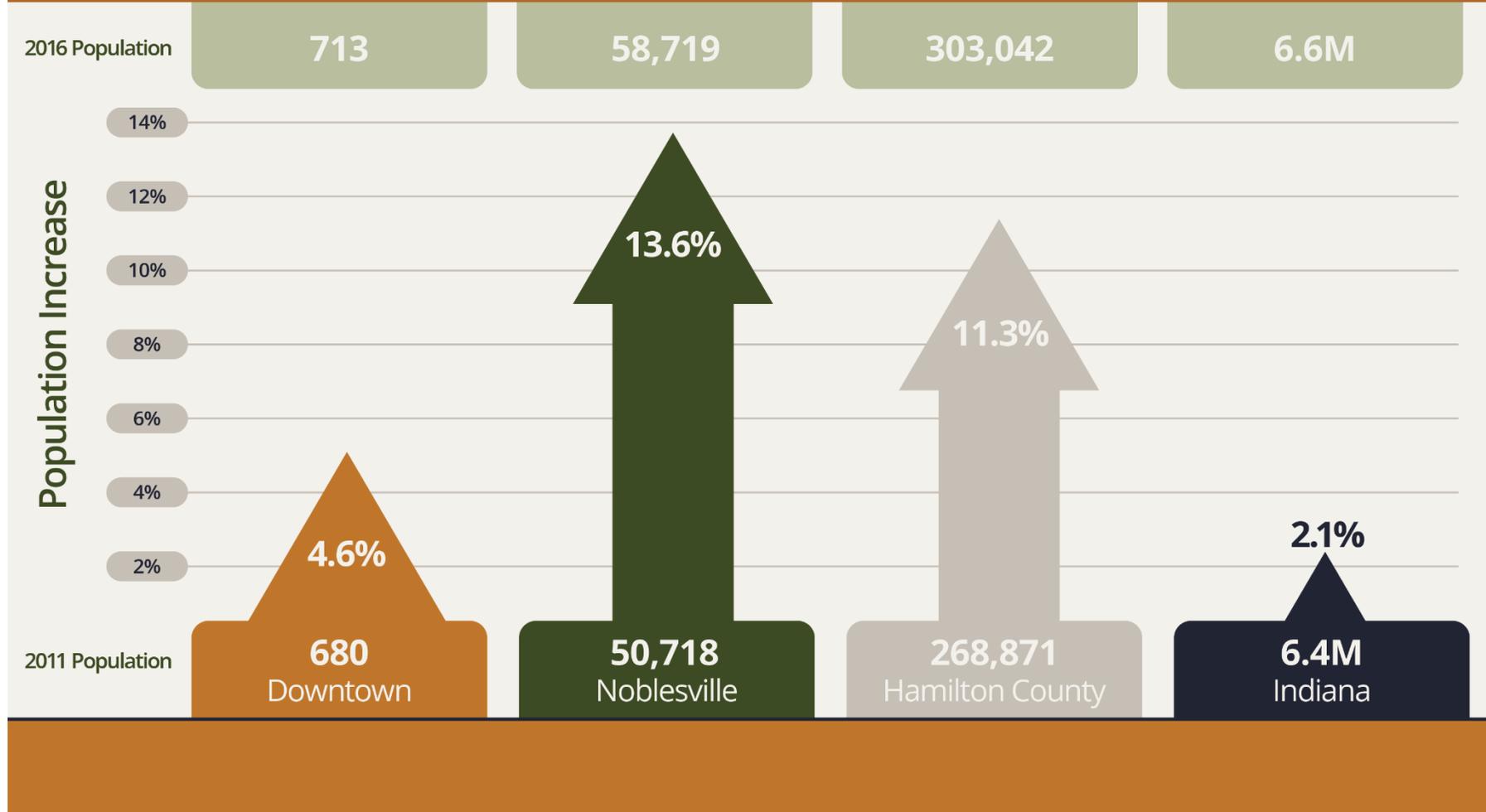
The daytime population of Downtown increases five-fold as a result of people coming in to work downtown, but who do not live there. Downtown traffic counts suggest nearly 30,000 vehicles are passing along Conner Street on a daily basis. With so many people experiencing Noblesville's Downtown Area, every 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.

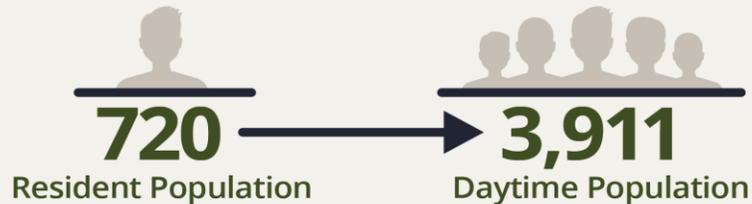


Daytime Population (2017)

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.



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.**

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:

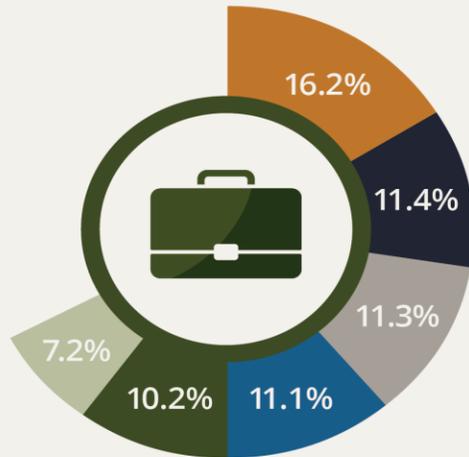
- Mortgage and Non Mortgage Loan Brokers
- Insurance Agencies
- Consulting Firms
- Event Promoters



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.

Jobs in Noblesville are well distributed across its major industry sectors



Retail Trade



Construction



Accommodation & Food Services



Health Care & Social Assistance



Government



Manufacturing



Number of Businesses in the Downtown Area (2017)

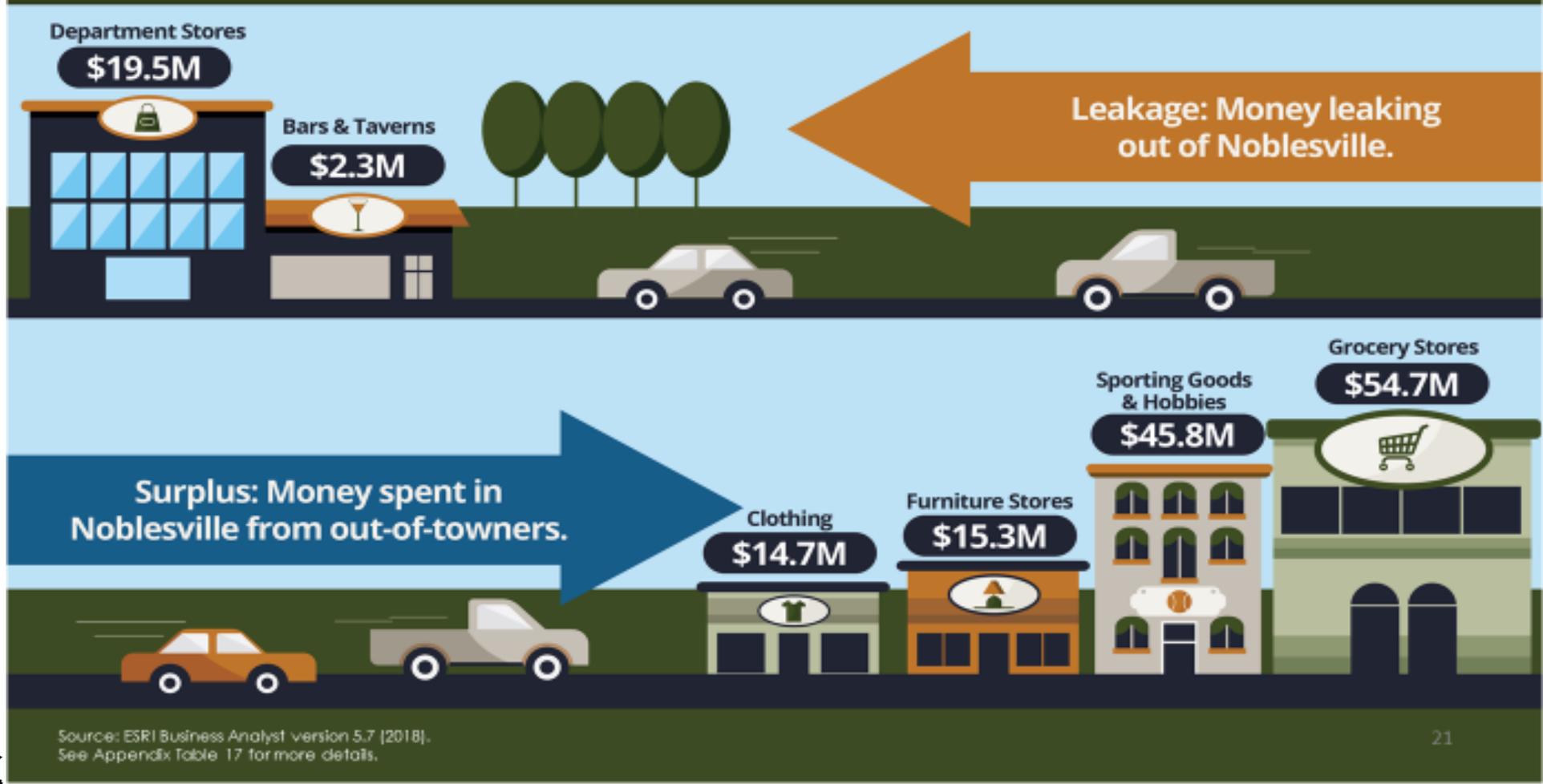


Legal Services made up 11.2% of the establishments in the Downtown Area and 3.3% of jobs.

Compiled by The Veridus Group and SLE Analytics in collaboration with the City of Noblesville.
See Appendix Table 15 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 17 for more details.

21

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

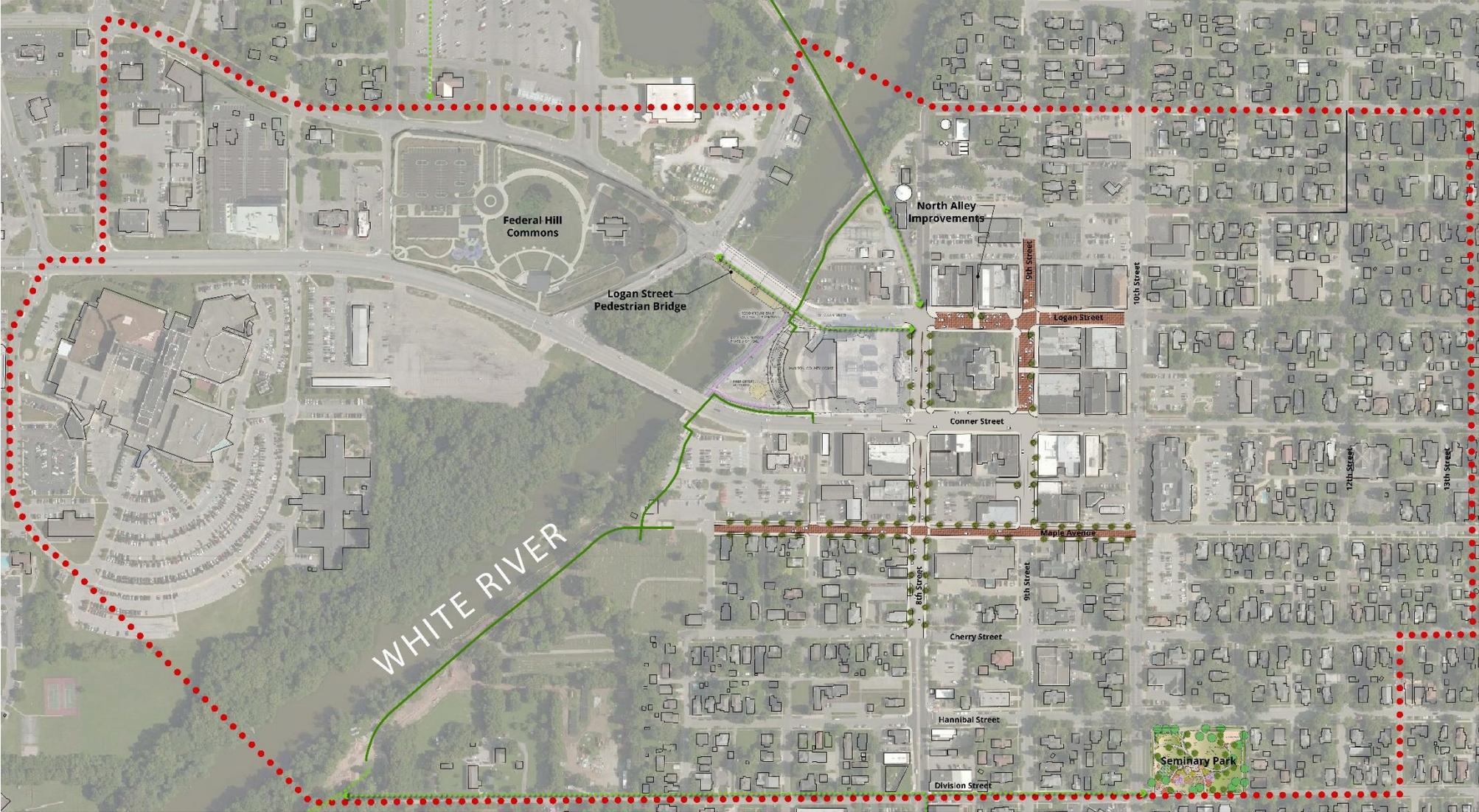
Street-Level Store Front

- 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.

Downtown District Streetscape Master Plan



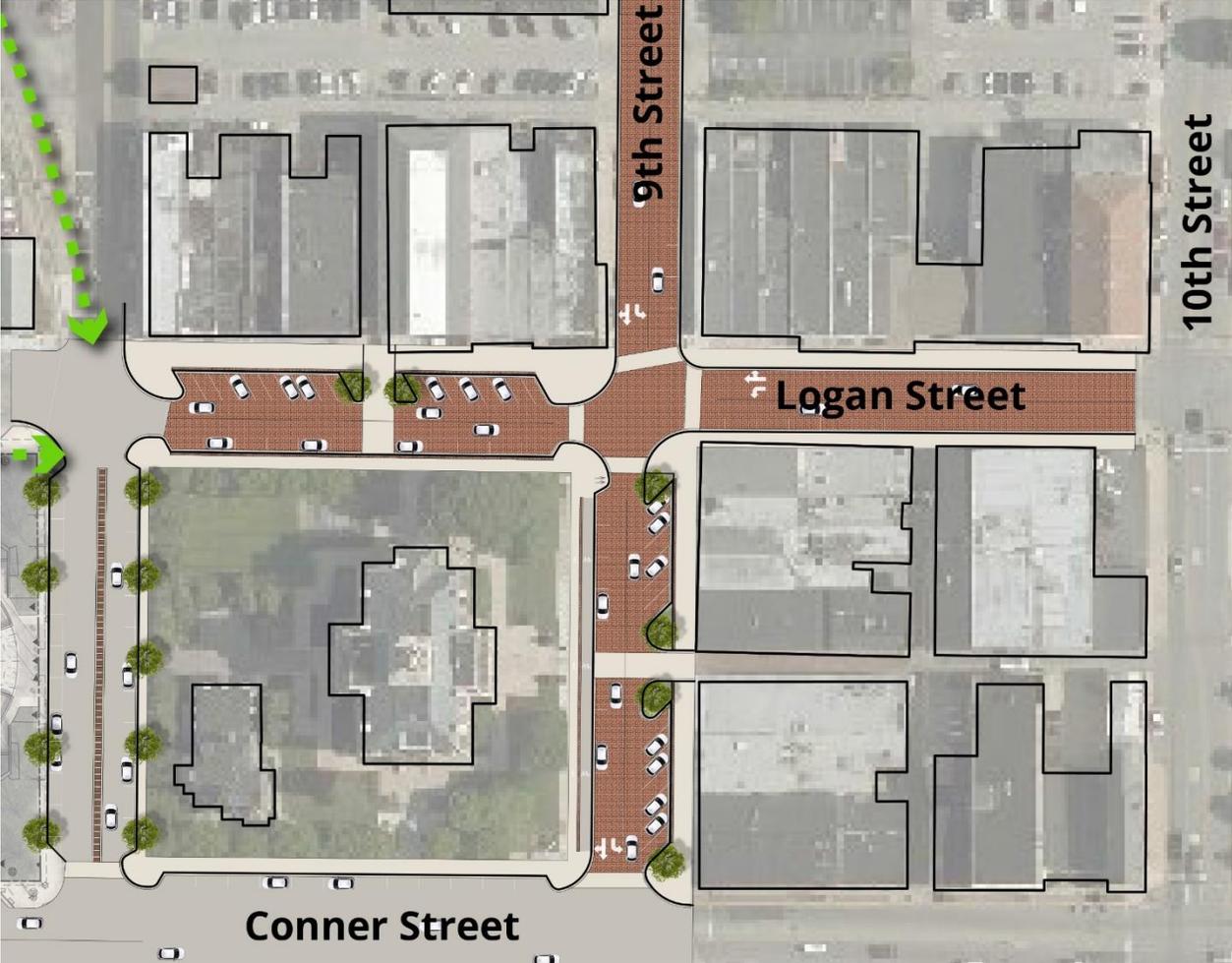
Key Elements Map

Legend

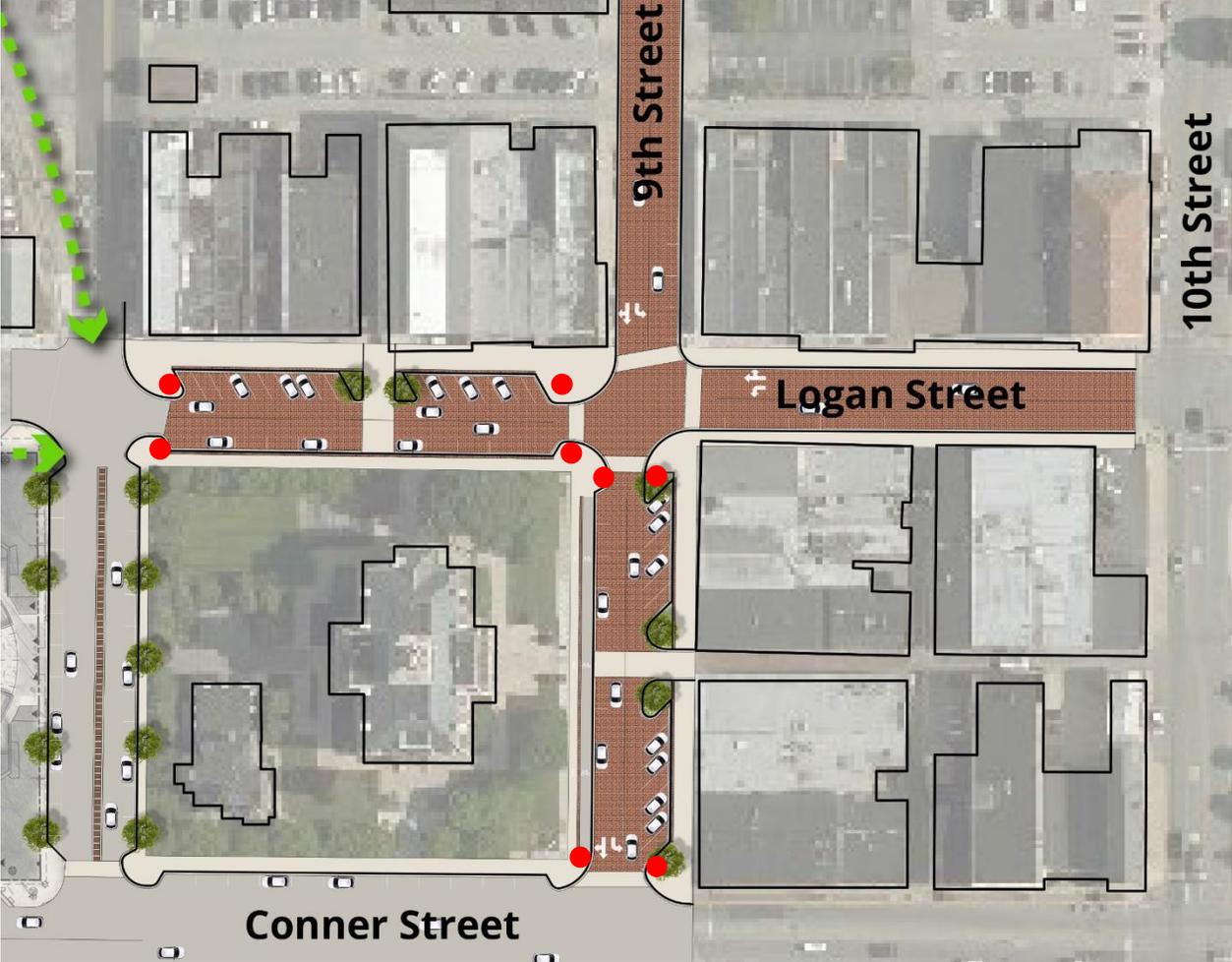
1. Downtown District Boundary
2. Gateways
3. Parklet
4. Banners
5. Signage and Wayfinding
6. Street Lights
7. Utility Nodes
8. Bollards / Street Closure Elements
9. Decorative Pavements
10. Site Furnishings
11. 9th Street Reconstruction
12. Logan Street Reconstruction
13. 8th Street and Maple Avenue 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



9th Street and Logan Street



Event Street Gateways



Parklet



Site Furnishings



Site Furnishings



Banners



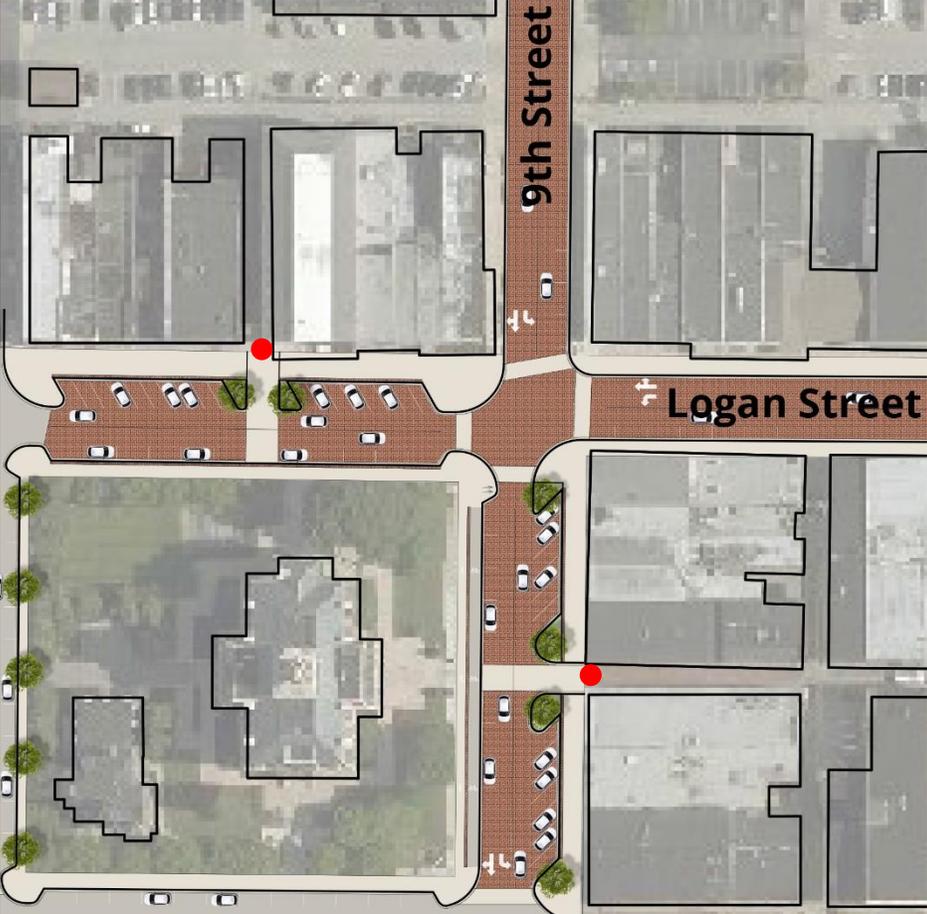
- Banner Specifications:**
- Visibility
- Durability
- Manufacturers
- Dimensions



Street Lights



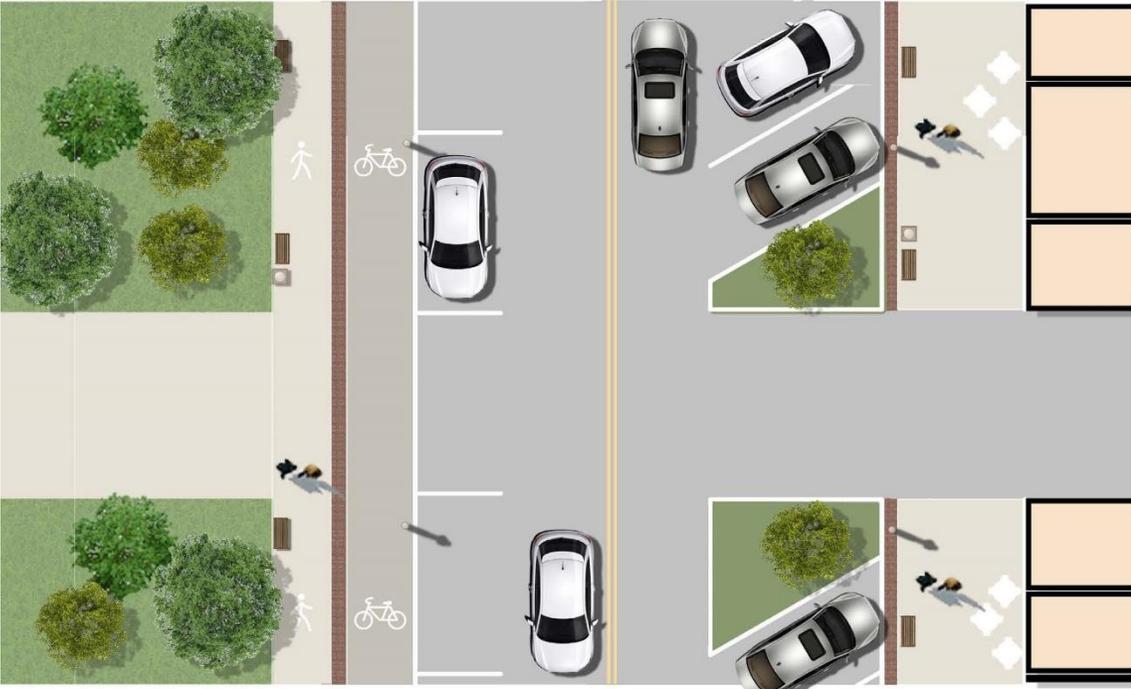
Utility Node



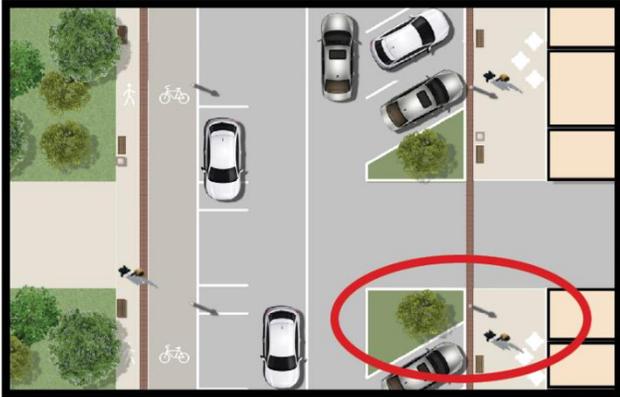
9th Street



Courthouse Square	15' Multiuse Trail	9' Parallel Parking	11' Travel Lane	11' Travel Lane	18' Angled Parking	15' Pedestrian Zone	Existing Building
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9th Street



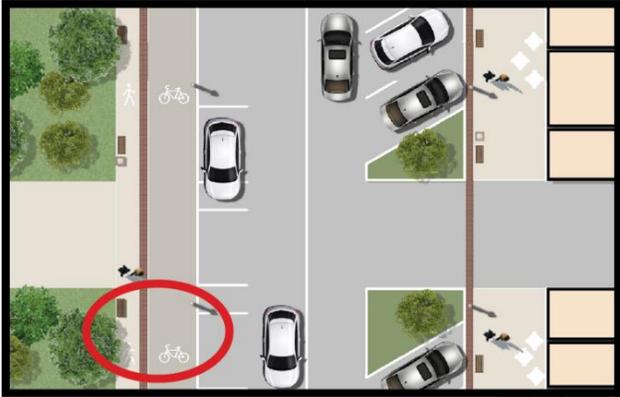
Streetscape amenities remain along curb

Additional space provides a more comfortable area for pedestrians



15' Pedestrian Zone

9th Street



Parallel parking makes it possible to add an additional 5' to the pedestrian zone

Decorative star pavers separate bikes from walkers on multi-use trail

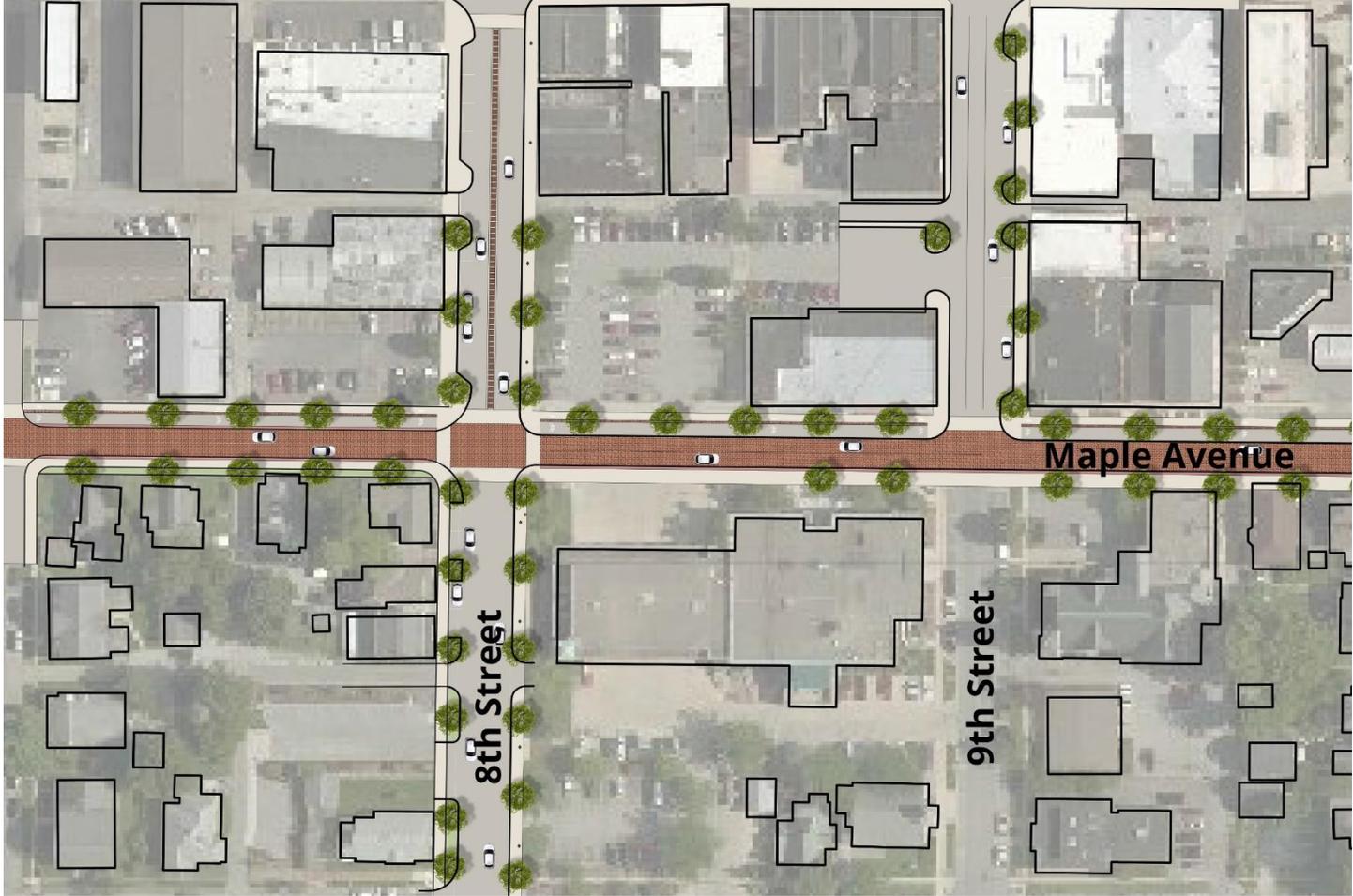


15' Pedestrian Zone

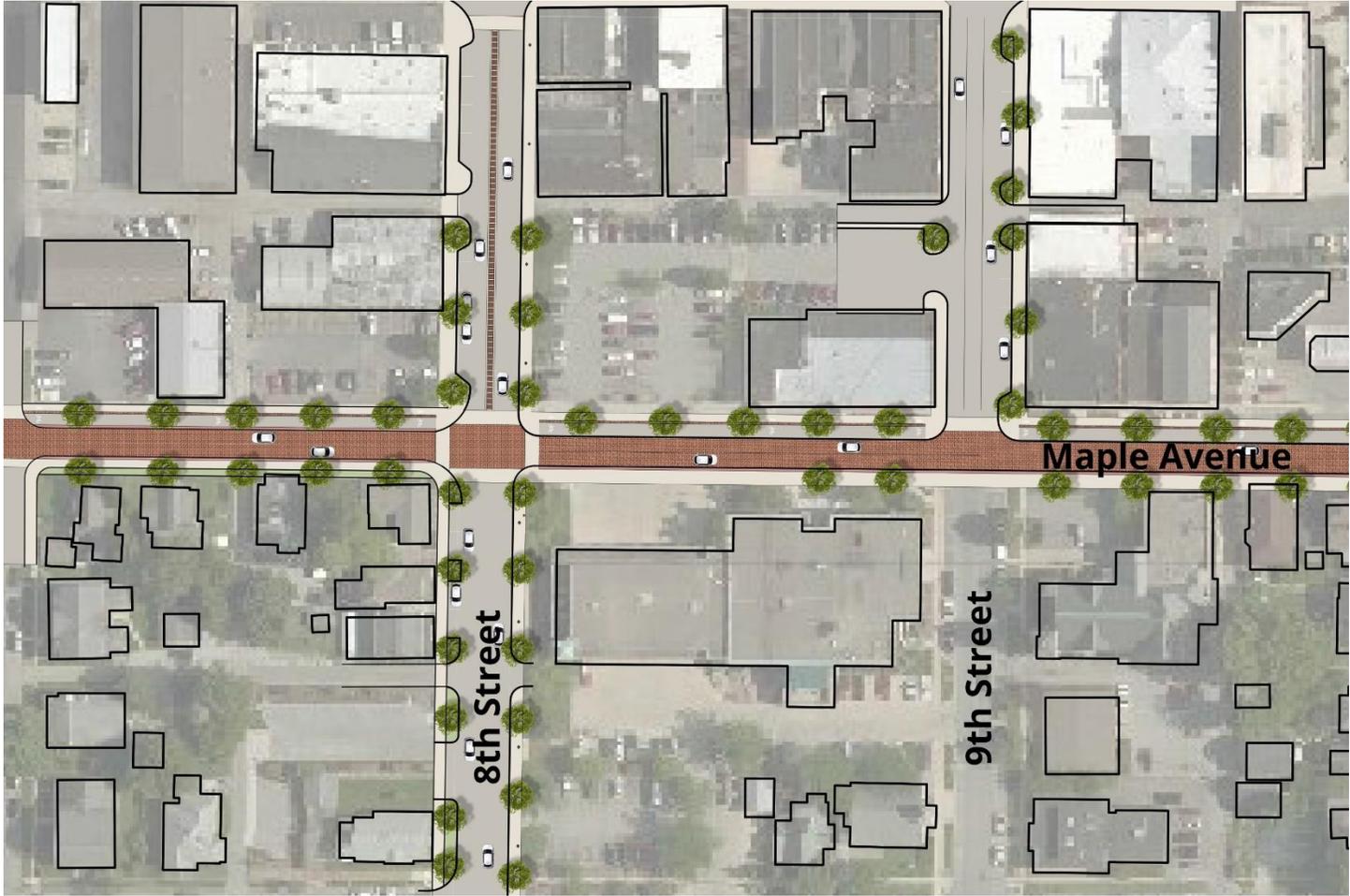
9TH and Logan Perspective



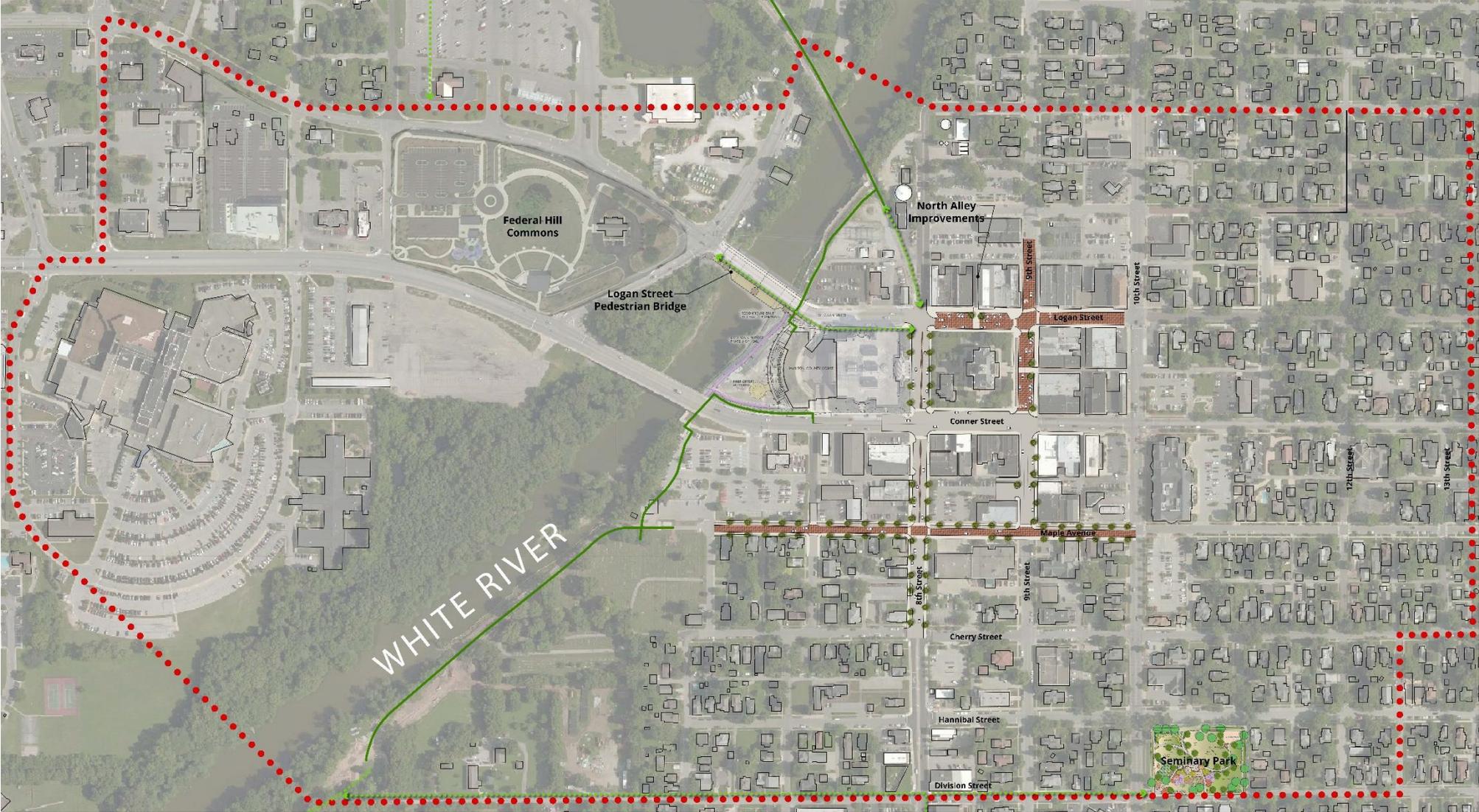
8th and Maple



Decorative Paving



Downtown District Streetscape Master Plan



Questions?

