

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

Year	Action Step	Performance Measure	Collaborating Partners	Lead Partner
Strategy 14.1: Shelby Street will be a walkable corridor for individuals of all ages and abilities.				
19, 20	14.1.1. Conduct infrastructure assessment along Shelby Street Corridor (including streets, sidewalks, crosswalks and streetlights)	Infrastructure assessment complete	City of Indpls-DPW, Connectivity Action Team, IndyGo, GPNA, Reconnecting to our Waterways (ROW)	Big Car
19, 20, 21	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.	ROW, DPW, UIndy - Art Department, IndyGo, South Indy Neighborhoods	Big Car
20, 21	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
20, 21	14.1.3. Collaborate with the Solndy Advisory Board to develop a fundraising and public relations plan to implement prioritized improvements .	Infrastructure Development plan is presented to five funders.	Big Car, CICF, UIndy Top Dog Communications	South Indy Advisory Board
Strategy 14.2: Beautification of Shelby Street with improved transit stops, lighting, public art and landscaping.				
17, 18, 19, 20, 21	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, GPNA - Economic Development Committee, Indy Do Day	Big Car
18, 19, 20	14.2.4. Create banners with So Indy logo to place along the corridor.	Project is funded, banner locations are identified and installation occurs.	ICBI, IPL, Solndy Neighbors	Big Car
18, 19, 20, 21	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 & Beautification, Solndy Neighborhoods, IndyGo	Big Car
19	14.2.1. Create Shelby Street beautification and community pattern book for lighting, architecture, public art, landscaping and maintenance.	Plan is created and identifies funding sources for landscaping, façade grants, and other streetscape improvements.	Ball State university College of Architecture and Planning, KIB, DPW, South Indy Neighborhoods, UIndy	Big Car

19, 20, 21	14.2.3. Install decorative IPL 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 , DPW, South Indy Neighborhoods, Uindy, IPL	Big Car
Strategy 15.1: Promote Shelby Street as a Village Community with commercial, cultural, recreational and residential assets.				
17, 18	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 action team, City of Indianapolis - DMD, Ball State University College of Architecture and Planning	Uindy
17, 18, 19	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, Solndy neighborhoods along corridor	GPNA
17, 18, 19	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, branding guide developed and introduced.	HUNI, area businesses, community building action team, Big Car, IUPUI SPEA, UIndy	GPNA
17, 18, 19, 20	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, branding guide developed and introduced.	UIndy Top Dog Communications, area businesses, community groups and institutions community building action team	Big Car
19, 20, 21	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	UIndy
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, community groups and institutions, community building action team	GPNA