

AESTHETICS

1. The Mid-North area will have an appearance that reflects the spirit, history, and culture of the community, and will provide access to art, nature, beauty and recreation for everyone, every day.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year
1.1 Develop a brand identity for the Mid-North area which can be applied in areas of marketing and communications, aesthetics and business development.				
1.1.1 Conduct branding exploration, including an audit of current marketing efforts in the neighborhood. Coordinate community conversations towards the development, launch and implementation of a comprehensive branding strategy.	Create a Branding Taskforce; Establish a process for branding; Produce a report documenting results of branding.	Citizens Energy Group, Crown Hill Neighborhood Association, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Indianapolis Neighborhood Housing Partnership, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, Near North Development Corporation, The Children’s Museum of Indianapolis, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Development Corporation	12 13
1.2 Improve conditions of infrastructure elements of the Mid-North area.				
1.2.1 Improve conditions of infrastructure elements by conducting and producing an infrastructure analysis survey, conducting a community project prioritization process based on the results of the infrastructure survey, and advocating for infrastructure improvements.	Document presence and condition of pavement, sidewalks, public street lighting, and street trees. Produce report documenting presence and condition of pavement, sidewalks, and street trees.	AARP, Crown Hill Neighborhood Association, Department of Metropolitan Development, Department of Public Works, Highland Vicinity Neighborhood Association, Indianapolis Power and Light, IndyGo, Keep Indianapolis Beautiful, Mapleton-Fall Creek Development Corporation, Mapleton-Fall Creek Neighborhood Association, Mayor’s Office, Meridian Highland Neighborhood Association, The Children’s Museum of Indianapolis, Watson-McCord Neighborhood Association	Near North Development Corporation	12 13
1.2.2 Advocate for improved parking lot aesthetics, improving traffic flow and safety, and integrating principles of complete streets and accessibility into infrastructure repair work in order to enhance the safety, identity and experience of neighborhood streets.	Streetscape enhancements of one primary corridor by 2015.	Crown Hill Neighborhood Association, Department of Metropolitan Development, Department of Public Works, Highland Vicinity Neighborhood Association, IndyGo, Keep Indianapolis Beautiful, Mapleton-Fall Creek Development Corporation, Mapleton-Fall Creek Neighborhood Association, Mayor’s Office, Meridian Highland Neighborhood Association, The Children’s Museum of Indianapolis, Watson-McCord Neighborhood Association	Near North Development Corporation	13 14 15
1.3 Increase access to greenspace and recreation, including community gardens, parks and raingardens.				
1.3.1 Increase access and provide development support to current and planned greenspaces and recreation areas, including, targeted pocket parks, Fall Creek Gardens, the site of the former Winona Memorial Hospital, other established community gardens and playground spaces across the Mid-North area.	Create or enhance three additional pocket parks in an underserved areas of the neighborhood by 2015 Increase the number of residents accessing a neighborhood greenspace or garden by 10% Provide connectivity trails between all Mid-North greenspaces by 2015.	Broadway Community Garden, Broadway United Methodist Church, Central Indiana Community Foundation, Citizens Energy Group, Coppin Chapel, Crown Hill Neighborhood Association, Fall Creek Gardens, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Indy Tilth, Keep Indianapolis Beautiful, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, Near North Development Corporation, People for Urban Progress, Rundell Ernstberger and Associates, Schmidt Associates, SustainIndy, The Children’s Museum of Indianapolis, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Development Corporation	12 13 14 15 16
1.3.2 Advocate for improvements and increased connectivity along Fall Creek Trail.	Completion of the Fall-Creek Trail through the Mid-North area Creation of a Destination Fall Creek Taskforce to advocate for progress along Fall Creek Trail.	Central Indiana Community Foundation, Crown Hill Neighborhood Association, Highland Vicinity Neighborhood Association, Indy Parks, Ivy Tech, Keep Indianapolis Beautiful, Mapleton-Fall Creek Neighborhood Association, Mayor’s Office, Meridian Highland Neighborhood Association, SustainIndy, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	12 13 14 15 16
1.3.3 Provide support in the planning and development of neighborhood and residential rain gardens in the Mid-North area, including current rain gardens located at Double 8 on Fairfield Avenue, Fall Creek Gardens and other Mid-North planned projects.	Further develop online resources available for all Mid-North residents Make printed copies available in addition to web-based information.	Crown Hill Neighborhood Association, Department of Public Works, Fall Creek Gardens, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Indy Parks, Ivy Tech, Keep Indianapolis Beautiful, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, Watson-McCord Neighborhood Association	Near North Development Corporation	12 13 14 15 16

Action steps for this result are continued on the next page.

Action Steps	Performance Measures	Collaborating Partners	Lead Partner	Year
1.4 Improve aesthetics of neighborhood through nature, beauty and art.				
1.4.1 Utilize data and implement a street tree planting program that prioritizes plantings in areas that demonstrate the most need and also incorporates a long-term maintenance plan.	Plant 50 trees annually.	Crown Hill Neighborhood Association, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Indy Parks, Ivy Tech, Keep Indianapolis Beautiful, Mapleton-Fall Creek Development Corporation, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, The Children's Museum of Indianapolis, Watson-McCord Neighborhood Association	Near North Development Corporation	12 13 14 15 16
1.4.2 Install trash receptacles at key locations throughout the Mid-North area.	Gateways and public spaces will be equipped with trash receptacles by 2015.	Crown Hill Neighborhood Association, Department of Public Works, Highland Vicinity Neighborhood Association, Ivy Tech, Keep Indianapolis Beautiful, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, Near North Development Corporation, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Development Corporation	12 13 14 15 16
1.4.3 Identify and develop new and current gateways into the Mid-North area.	Enhance current gateway with plantings, signage and public art by 2015 Develop one new gateway with plantings, signage and public art by 2015.	Arts Council of Indianapolis, Crown Hill Neighborhood Association, Department of Public Works, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Ivy Tech, Keep Indianapolis Beautiful, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, The Children's Museum of Indianapolis, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Development Corporation, Near North Development Corporation	12 13 14 15 16
1.4.4 Continue to build out information, resources, guidelines and workshops regarding "good neighbor" exterior maintenance and issues such as illegal dumping.	Further develop online resources available for all Mid-North residents Make printed copies available in addition to web-based information.	City of Indianapolis, Crown Hill Neighborhood Association, Fall Creek Gardens, Health and Hospital Corporation, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Indianapolis Neighborhood Housing Partnership, Local Initiatives Support Corporation, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, Near North Development Corporation, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Development Corporation	13 14 15
1.4.5 Improve Mid-North conditions through neighborhood cleanups while building community and raising awareness among residents.	Organize one Fall Creek cleanup event and support one cleanup in each neighborhood annually.	Crown Hill Neighborhood Association, Department of Public Works, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Indy Parks, Ivy Tech, Keep Indianapolis Beautiful, Mapleton-Fall Creek Development Corporation, Meridian Highland Neighborhood Association, Near North Development Corporation, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Neighborhood Association	12 13 14 15 16
1.4.6 Increase Adopt a block programs across the Mid-North area.	Each neighborhood Association will have increased Adopt a Block participation by 100%.	Crown Hill Neighborhood Association, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Keep Indianapolis Beautiful, Mapleton-Fall Creek Development Corporation, Meridian Highland Neighborhood Association, Near North Development Corporation, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Neighborhood Association	12 13 14 15 16
1.4.7 Encourage and support the production, placement and creation of art in public spaces, including landscape, painting, and sculpture.	Neighborhood will add public art annually.	City of Indianapolis, Crown Hill Neighborhood Association, Health and Hospital Corporation, Highland Vicinity Neighborhood Association, Historic Meridian Park Neighborhood Association, Local Initiatives Support Corporation, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, Watson-McCord Neighborhood Association	Mapleton-Fall-Creek Development Corporation, Near North Development Corporation	12 13 14 15 16
1.5 Advocate for improved connections to current and future transit.				
1.5.1 Provide Mid-North representation at city-wide transit meetings; Host a Mid-North resident and stakeholder meeting about transit options.	Host at least one city transit meeting annually.	Crown Hill Neighborhood Association, Highland Vicinity Neighborhood Association, IndyGo, Local Initiatives Support Corporation, Mapleton-Fall Creek Neighborhood Association, Meridian Highland Neighborhood Association, Near North Development Corporation, The Children's Museum of Indianapolis, Watson-McCord Neighborhood Association	Mapleton-Fall Creek Development Corporation	12 13 14 15 16