



# TOWN OF ZIONSVILLE GATEWAY AREA STUDY



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SECTION I

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# EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY

## INTRODUCTION

### *What is the ZGA?*

With the demolition of the PNC bank building and locksmith shop at the northwest corner of Main and Sycamore Streets on July 28, 2020, the Town of Zionsville began the first stage of the planning for what would become known as the Zionsville Gateway Area, or the ZGA.

The ZGA represents an underutilized area of downtown Zionsville. It is the southern entry point and major gateway into the downtown area. It lacks the same sense of place as the adjacent Village. The Town recognizes the potential boon to the overall economy and understands the need to revitalize the area. Some initially understood challenges in this area are the existing traffic pattern which creates congestion, a lack of walkability, a lack of connectivity, and a lack of parking.

Including land surrounding the intersection of Sycamore Street and Main Street, the ZGA's northern boundary is loosely based on Sycamore Street. Creekside Park generally represents the boundary to the east and private property is the area's boundary to the west. Eagle Creek is the extreme southern boundary, but includes land adjacent to South Main Street on the east and west. Also included within the boundary of the ZGA is a parcel of land currently owned by The Town. North of Sycamore Street, that land is currently a surface parking lot.

The illustration to the right outlines the boundary of the ZGA we've used for the purposes of this study.



Figure 1



# EXECUTIVE SUMMARY

## INTRODUCTION

### *Purpose of the Planning Process*

**We are here to identify the highest, best, and most sustainable mix of uses within the Zionsville Gateway Area (ZGA) and to explore ideas for an economically vibrant, whole-community serving, and authentically Zionsville experience.**

This mission statement was generated by the Town of Zionsville and highlights the importance of identifying an economically vibrant outcome for the Zionsville Gateway Area (ZGA). It is the Town's goal to address the area's challenges and promote development that compliments the activity and character of the Village, especially along Main Street. To do this, the Town is looking to identify highest and best uses in a development plan for the ZGA. This plan likely includes a mix of public and private developments that brings together greenspace, parking, and a variety of commercial, residential, and mixed-use developments.



The Town engaged DELV Design (DELV) and Thomas P. Miller & Associates (TPMA) to better understand what development residents would like to see, and how these preferences could take shape. The booklet you are currently reading is the compilation of findings from that study and early thoughts about how they could shape the future of the ZGA. This study is not meant to be a fully-designed plan, but simply the beginning of a framework to guide future development design.

# EXECUTIVE SUMMARY

## MAIN OBJECTIVES

### Methodology + Key Phases

TPMA and DELV identified three main objectives to guide the Town through the redevelopment based on design thinking methodologies. The three main objectives are:

1. **Understand.** Uncovering the issues the Town believes need to be solved as part of the redevelopment is what occurs in this stage. In other words, we want to be sure we're working toward solving the right problem or problems.
2. **Explore.** Potential solutions will be viewed in multiple options during this stage. Multiple methods of solving the problem or problems uncovered in the Understand stage should be studied and discussed. Feedback will be taken and a solution will be formed that incorporates the best of all viewpoints and will serve the greatest good. In other words, we want to solve the problem or problems *the right way*.
3. **Implement.** This is a future stage of the process and involves many additional steps. More feedback will be garnered and real-world technical studies will be undertaken to develop the process, timeline, budget, financial methodologies, technical drawings, and specifications needed to make the suggestions you see here a reality.

Figure 2 graphically displays the methodology uses to understand community objectives for the development in the ZGA.

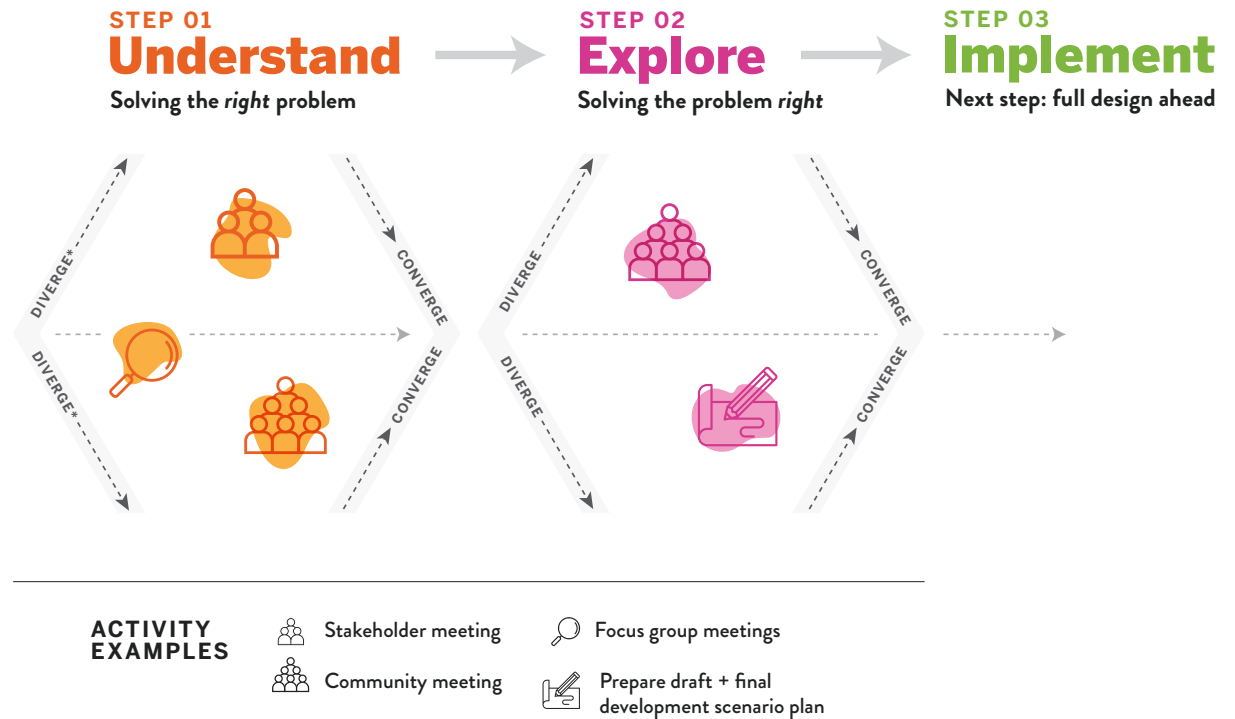


Figure 2

# EXECUTIVE SUMMARY

## MAIN OBJECTIVES

### Understanding

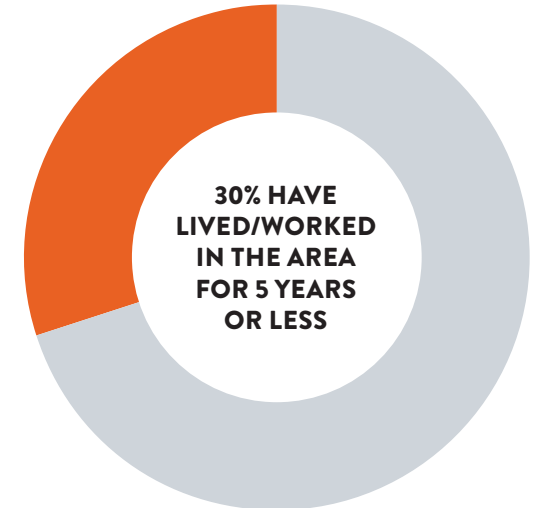
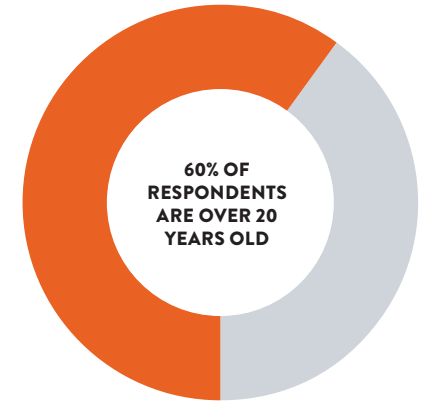
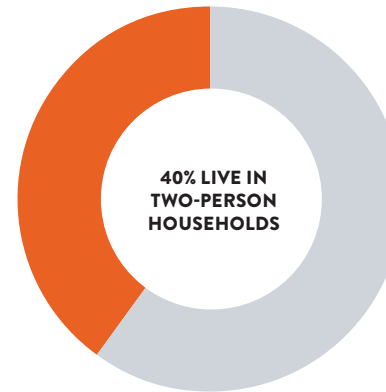
To ensure we were meeting the Town’s stated goal of creating a “whole-community serving” experience – we needed to include the community in the process. This uncovering of thoughts helped us understand what the community valued and thought necessary to create a successful extension of the downtown area. In-person listening sessions with the greater community, individual stakeholder interviews, and on-line surveys were methods used to obtain stakeholder and resident input.

Information gathered from those encounters became a baseline to which design concepts were studied and revealed the following general thoughts:

1. Traffic congestion in the area is generally considered a problem
2. Traffic speed is considered to be too high
3. Public gathering spaces in the form of greenspaces or plazas are highly desired
4. Non-vehicular connections to trails and walking paths are desired
5. Maintaining the quaint, mid-rise scale of the Village area is a priority

Along with public input about conceptual ideas and desires, we gathered data points to help us understand general trends, the makeup of residents, and market context. That data shows us the following:

1. Roughly 30% of respondents have lived and/or worked in the area for five years or less
2. Roughly 40% of respondents live in two-person households
3. 60% of respondents are over 20 years old
4. Population and household growth is strong—roughly 13% growth for both in the past five years
5. Income levels in the area are high and growth is strong—projected to be 6% in the next five years
6. The Residential market will be strong for the foreseeable future based on historic and projected population and income growth
7. The Office and Retail markets will also see increased demand based on projected growth (*Refer to Section II.d for more information*)



I.e

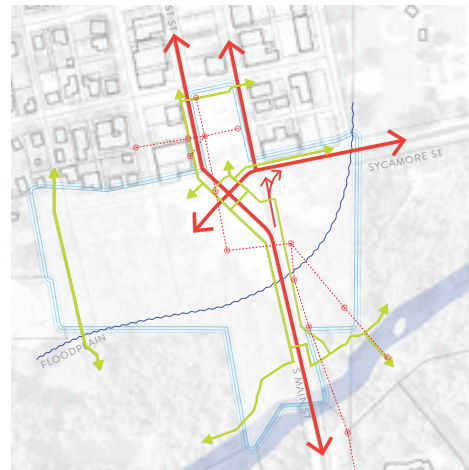
# EXECUTIVE SUMMARY

## MAIN OBJECTIVES

### Exploring

With the data and input from the Understand phase, the team created the following list of major influences and design tenets. They would be used as guideposts for design concepts related to how the ZGA could be developed. The list included:

1. Reduce traffic congestion
2. Reduce traffic speed throughout the downtown area
3. Support the creation of public plazas and greenspace
4. Support connections to adjacent trails, pedestrian paths, Eagle Creek, and the overall White River watershed
5. Support the creation of amenities such as public restrooms and multi-use structures
6. Maintain a development density and scale that is complimentary to the existing downtown and neighborhood areas
7. Work to create a connection between the existing downtown area and the Creekside Corporate Park area
8. Work to incorporate and uphold the principles of New Urbanism within the area



With the initial input and guidance from the Understand phase, three initial design concepts were created. Each concept explored a different method of reconfiguring roadways with the intent of reducing traffic congestion. Those concepts ranged from limiting reconfiguration within Town-owned parcels of land (Option 1) to the extension of 1st Street and connection to South Main Street (Options 2 and 3). Included in those concepts were several ways to reduce development density as it neared the adjacent neighborhood and methods of incorporating civic uses such as greenspace/plazas.

The first round of feedback from Town officials greatly favored the extension of 1st Street to the south and rerouting of South Main Street to the west as it crossed Eagle Creek (Option 3). More iterations of this concept were created, discussed, and modified to ultimately arrive at the development and roadway realignment concept seen here.

— TRAILS

— STREETS



I.e

# EXECUTIVE SUMMARY

## MAIN OBJECTIVES

### Exploring

The major design elements in this concept include the continuation of 1st Street south past Sycamore Street—connecting to a rerouted South Main Street that has been bent to the west as it crosses Eagle Creek. A pedestrian boulevard is then created in the original location of South Main Street south of Sycamore Street. An open public area between these elements will create a unique entry sequence and a bold statement about the high value placed on community space. We suggest it incorporates a park, a hardscape plaza, or any combination therein. Two and three-story mixed-use parcels containing retail, office, and residential components flank the north, east, and west sides of the open public area. The currently underutilized north parcel serves to dovetail new development within the Village area, while the east and west parcels define the open area within mid-rise boundaries. A residential parcel with two-story townhomes in the western section of the ZGA serves to reduce the overall scale of development and act as a transition to the existing neighborhood. Multiple greenspace buffers and trails which either connect to existing amenities or suggest the development of new pathways are also included in this concept.

The following financial and other metrics are associated with this concept and the built parcels:

GLA SF = 377,000 SF

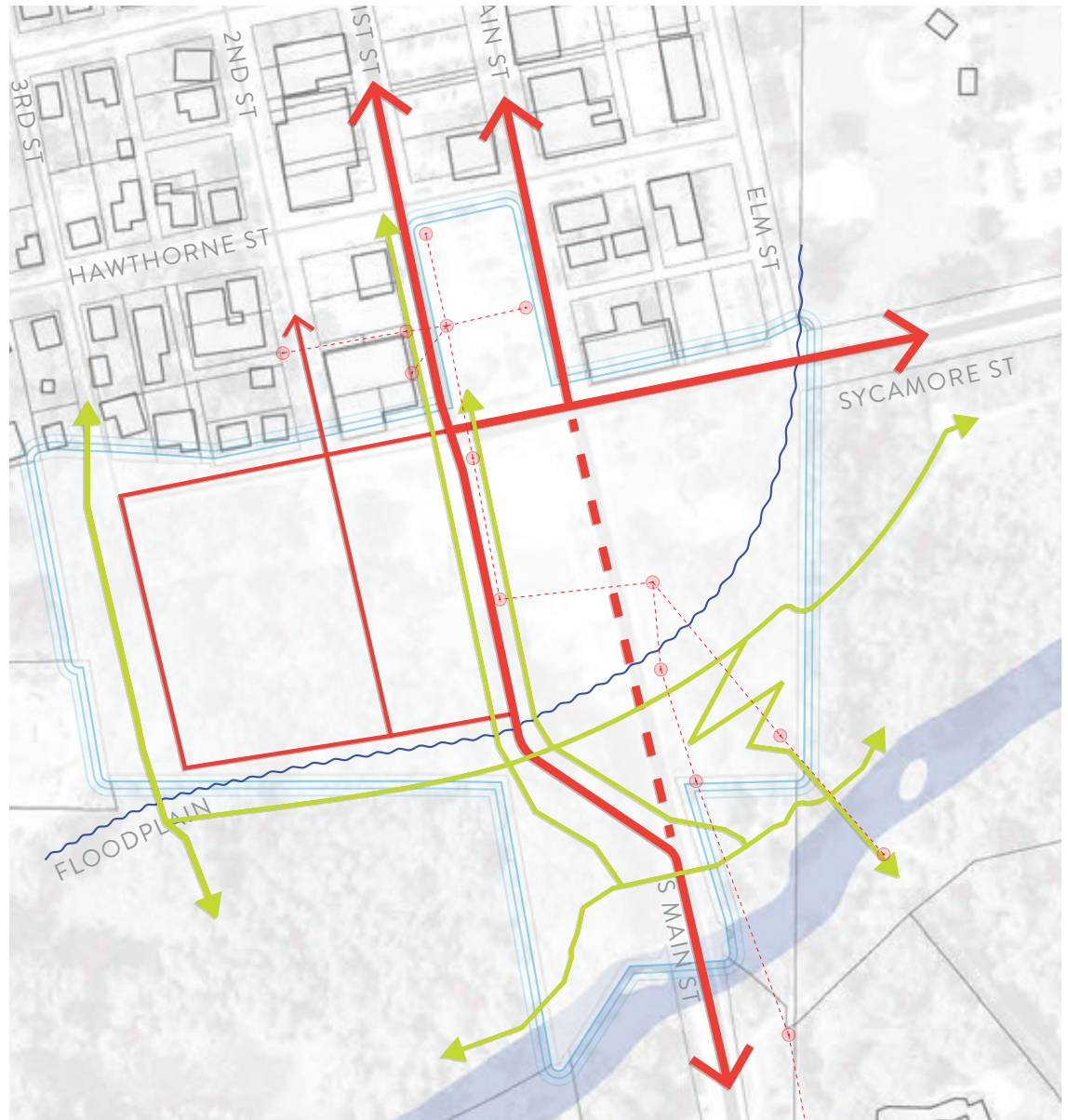
Commercial = 99,000 SF (150-300 jobs)

Residential = 278,000 SF (275 units)

412 New Residents

Est. Total Construction = \$64.1M

AV = \$38.4M



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD



# EXECUTIVE SUMMARY

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## MAIN OBJECTIVES

### *Next Steps*

We believe all of the Town's goals for the ZGA are conceptually achievable and as such, the future of the area looks very bright. This study represents the very first steps toward achieving these goals, but there are a large number of additional steps to be taken.

First, additional work in the Understand and Explore phases is needed. A robust understanding of the engineering needed to extend 1st Street and relocate South Main Street should immediately follow the work shown here. That engineering work should include a vetting of the design concepts shown in this study, a traffic study of the suggested roadway relocations, boundary and topographical surveys of the surrounding area, construction timeline estimates, and cost estimates for the suggested and vetted design ideas. Separately, or concurrent with that engineering work, we suggest a robust master planning process to holistically look at the entirety of the downtown Zionsville area. Holistically studying the need for parking with existing and new developments in mind will be crucial to creating a well-woven fabric of amenities. It will also ensure the public remains involved in the overall vision. Included in that master plan study should be a more in-depth programming of any public open spaces with further public input. All of these next step design studies could be undertaken with the help of this team, or an RFP requesting bids for the design work could be created. Timelines would extend with this approach, but it is a viable option for getting multiple opinions.

Additionally, the area could benefit from the creation of a TIF district or other financial incentive programs. To set up the TIF district a redevelopment commission (RDC) must be established. That commission must then make a “but for” determination that a TIF is needed. The criteria to meet this determination include; the identification of the area in need of redevelopment, the conditions inhibiting development cannot be corrected by regulatory process or ordinary operations of private enterprise, and/or public health and welfare will be benefited by redevelopment of the area. After these determinations are made by the redevelopment commission, the TIF boundaries must be identified. This second step includes:

- + *Maps and plats showing TIF boundaries*
- + *Identifying location of various parcels of the area, streets, alleys, and other areas affecting redevelopment*
- + *Identification of areas devoted to public ways, levees, sewerage, parks, and other public purposes.*
- + *Lists of owners of various parcels to be acquired or affected by the redevelopment*
- + *Estimation of the redevelopment plan costs*

After completing the TIF area plan, the RDC must approve a declaratory resolution that stipulates the area needing redevelopment is a “menace” to the social and economic interests of the community. The resolution must also state it will be publicly beneficial to acquire the area and redevelop it and that the specified area is designated as a redevelopment project. Other items identified in the TIF declaratory

resolution include the established base year for the allocation area and the boundaries of the allocation area.

After completing this declaration, the redevelopment plan is submitted to the municipal fiscal body or county executive for approval. The Redevelopment commission must then conduct a public hearing on the planned TIF area before establishing the project area. After the public hearing, the redevelopment commission adopts a confirmatory resolution officially establishing the redevelopment project area.

Once the above elements, studies, or other work is complete—the Town can move on to the Implement phase. In this phase design and construction documents will need to be completed, financing will need to be secured and the work changes from paper to hard construction. The previous phases of work will help determine if construction will need to be completed in several steps or smaller projects, the timeline of those projects, and overall impact on the surrounding area.

SECTION II

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# DEVELOPMENT MARKET CONTEXT

II.a

## DEVELOPMENT MARKET CONTEXT

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### INTRODUCTION

### *History of the ZGA*

The Town of Zionsville is located northwest of Indianapolis and is known for its elegant charm and historic downtown village.

Driven by the extension of the Lafayette & Indianapolis Rail, The Town of Zionsville was platted in 1852 and is named after William Zion—a pioneer settler. Rail influenced much of the Town's development patterns and contributed to much of its growth. Passenger rail was introduced in 1910 and ran parallel to the Lafayette and Indianapolis Lines, making the Village a very narrow block with no accessible alleyways between frontages. A large floodplain exists from Eagle Creek to the south, along with numerous bridges which has contributed to the shape and size of existing development. Some of these constraints exist today and influence the current state of the ZGA.

Since its founding, the Town has grown to become one of the most desirable places to live in all of the United States. This is due to the unique small-town character it maintains, highlighted by development along its Brick Main Street, and matched with a high quality of living.



| MERRIDIAN STREET, ZIONSVILLE, IN



# DEVELOPMENT MARKET CONTEXT

## INTRODUCTION

### History of the ZGA

- + Platted in 1852, Zionsville sprang up as a small rail town along the Lafayette and Indianapolis Rail with close proximity to Eagle Creek
- + Main Street was platted as an east-west street as shown in the 1865 Map (current day Pine St), and Meridian Street was the primary north-south road
- + Meridian Street (which jogged into East Street) became Main Street following the Interurban Rail passenger line, which was introduced in 1910
- + The Interurban Rail ran parallel to Lafayette and Indianapolis Line through then Meridian Street (current day Main Street), squeezing an entire stretch of the village tightly between two rail lines with no alley access

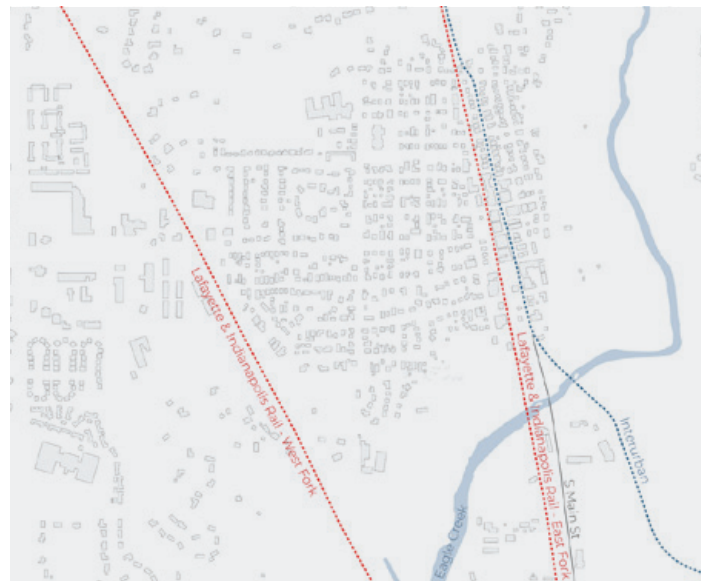
- + The large flood plain from Eagle Creek to the south, along with numerous rail and automotive bridges congesting the southern approach and historically limited development to the south
- + The Lafayette and Indianapolis Rail was removed in 1976 and paved over as 1st Street
- + The Interurban Rail was removed sometime around 1940, and dark bricks were placed over the tracks
- + Pylons for both rail bridges still exist on either side of S Main St
- + Traffic remains a challenge due to no continuous north-south or east-west routes for vehicular travel through The Village and Main Street remains too narrow for street widening efforts



MAP OF ZIONSVILLE IN THE 1865 MAP OF BOONE COUNTY



INTERURBAN ALONG MAIN STREET Photo from Remembering Zionsville



HISTORIC ROUTES OF RAIL LINES IN AND AROUND THE VILLAGE



HISTORIC INDIANA MAP SHOWING PASSENGER CONNECTIONS BETWEEN LAFAYETTE, ZIONSVILLE, AND INDIANAPOLIS. Photo courtesy of Zionsville Life

# DEVELOPMENT MARKET CONTEXT

## DEMOGRAPHIC TRENDS

### Growth

To better understand the ZGA, an analysis of socio-economic, demographic, and market trends was completed. This analysis was performed for a 1-, 2-, and 3-mile radius from the Sycamore and Main Street intersection.

Population growth has been strong since 2000 across all areas of analysis, which is likely one driver of demand for new development in the Town and the ZGA. This growth is demonstrated in figure 3. This figure also includes projections into 2025 and anticipate growth trends to continue, suggesting demand for services in and around the ZGA will be sustained.

Household growth mirrors population growth in the one-, two-, and three-mile areas of analysis. Projections to 2025 anticipate that the number of households will nearly double from 2000 levels. The increase in households suggests there is growing demand in and around Zionsville and the ZGA for residential development.

**Population trends project that the three-mile radius population will grow from between 7,500 to 9,000 persons over the next ten years.**

## POPULATION GROWTH

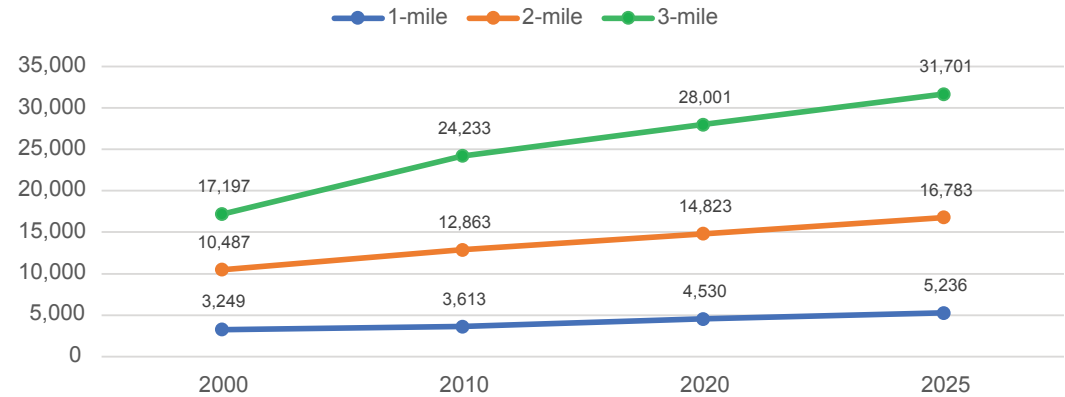


Figure 3

## HOUSEHOLD GROWTH

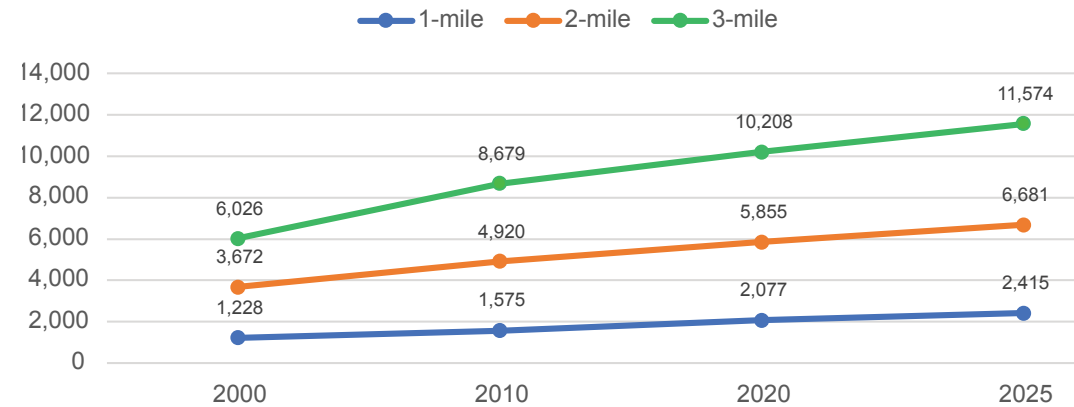


Figure 4



# DEVELOPMENT MARKET CONTEXT

## DEMOGRAPHIC TRENDS

### Income

Figure 5 demonstrates median household income for the areas of analysis in both 2020 and projected in 2025. The one-, two-, and three-mile regions of analysis all have high median household incomes which are all expected to grow to 2025. Median household income increases as the region of analysis gets larger from the ZGA. This relatively high median household income around the ZGA and in Zionsville is positive for new development as it suggests residents have disposable income to support commercial ventures in the ZGA. It also suggests that market rate and high-end residential development.

Further analysis of households by income level demonstrates there are many households with a high household income in and around the Town of Zionsville and the ZGA.

**At the three-mile radius over 6,400 households, or 63%, have an income of \$100,000 or greater.**

This reinforces that people living around the ZGA likely have more disposable income and could support more expensive residential, commercial, and mixed-use amenities.

## MEDIAN HOUSEHOLD INCOME

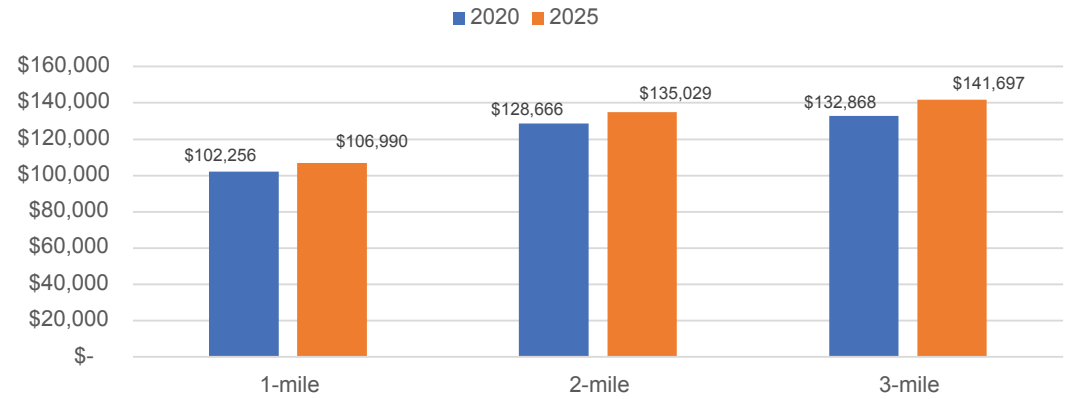


Figure 5

## 2020 HOUSEHOLDS BY INCOME LEVEL

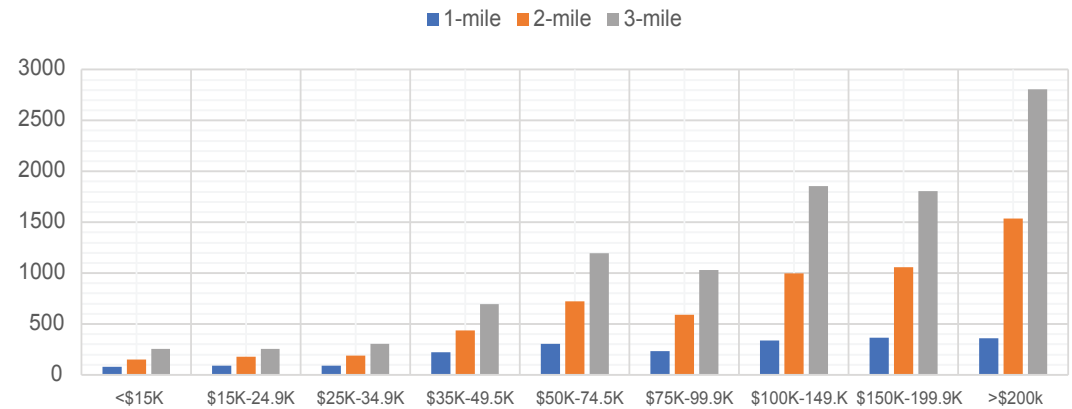


Figure 6

# DEVELOPMENT MARKET CONTEXT

## MARKET OVERVIEW

### Residential Market

The Zionsville residential market is very robust, and at this time in early 2021, there is no reason on the horizon to believe that this growth will not continue over the next 10 years. The community has an outstanding public school system and easy commutes to major professional employment clusters in and around the north side of Indianapolis and to Downtown Indianapolis. Zionsville remains the community of choice for many executives and professionals in the Indianapolis market.

Population trends project that the 3-mile radius population will grow from between 7,500 to 9,000 persons over the next ten years. This will generate an additional 3,000 to 3,500 households. This growth in households will create additional demand for housing units. If the current ratio of owner-occupied to rental occupied remains consistent over the next ten years at an existing ratio of 80% owner-occupied to 20% rental occupied in the 3-mile radius. This will generate housing demand for between 225-250 for sale units per year over the next ten years. The rental occupied demand for apartments and flats will increase by about 85-100 units per year over the 10 year period.

Currently, the Zionsville market has townhomes and condominiums ranges in price from \$300,000 to 600,000 per unit. Apartments are ranging in rent per square foot from \$1.45/SF to \$1.60/SF. In the ZGA, due to its walkability within the Zionsville Village, it is anticipated that sale prices and rental prices should realize higher values per square foot. For planning purposes, for sale product for townhomes and condos would potentially range from \$450,000 up to \$750,000 with the possibility of reaching higher values for the top one or two units within the ZGA. Luxury apartments should also capture premium rents per square foot with rents ranging upwards of \$1.60/SF to \$1.80/SF within the ZGA.

## 2025 HOUSEHOLDS BY INCOME LEVEL

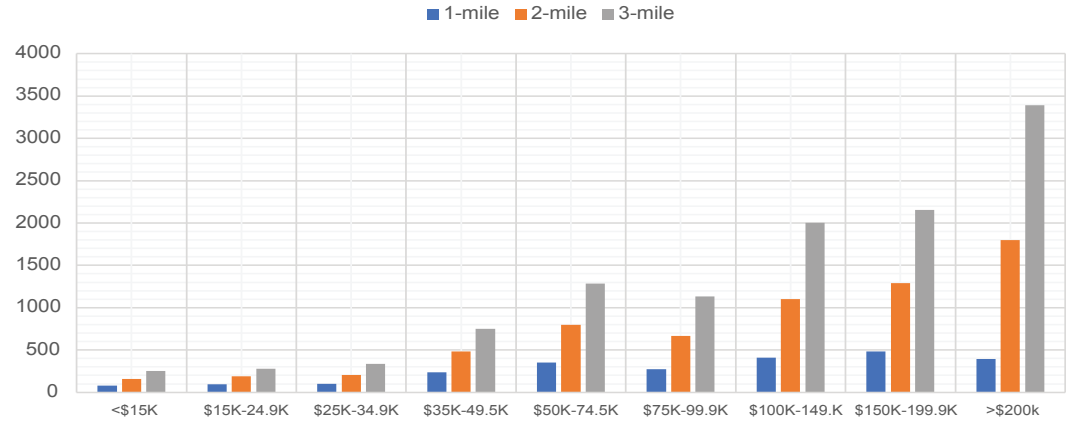


Figure 7

### Office Market

Lease rates for Class A office space in and around Zionsville is in the \$18-\$19/SF range. These tend to be smaller office space leases ranges from a few hundred square feet to several thousand (Source: loopnet.com). Therefore, it is anticipated that the Village setting offered by space in the ZGA would likely garner a slightly higher rent per square foot due to its proximity for a walkable experience within the “Village.” At this time, it would be anticipated that future rents per square foot would realize at least a \$20/SF lease rate in the ZGA space. There are few offices that feature a walkable setting in the Zionsville area. These offices may realize higher per square feet rents than \$20, but it is felt that \$20/SF is a reasonable lease rate to use for preliminary planning purposes.

### Retail Market

Like the office market, there are few retail options in Zionsville that offer a walkable experience with the exception of the Village area. Therefore, retail leases should be consistent with rents currently realized in the Village at or about \$20/SF. There is a generally robust and high disposable income per capital in the Zionsville market—making these retail spaces a strong base for consumer demand. Parking will be an important issue to solve for shoppers who are very attracted to the experience provided in the Village, but may limit their visits if parking is inconvenient.

SECTION III

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# STAKEHOLDER ENGAGEMENT

*Introduction*

# STAKEHOLDER ENGAGEMENT

## INTRODUCTION

### Purpose

Creating a vision for “an economically vibrant, whole community serving, and authentically Zionsville experience” begins by engaging Zionsville community members and residents.

Recent development ideas brought to the Town by developer/ investors didn’t benefit from community involvement early in the process and didn’t take into consideration the desires and needs of the greater community. As such, the developers did not gain the public’s support and ultimately those projects were not built. This past experience created a desire to ensure it would not happen again.

## **The Town of Zionsville vowed to involve the public in the development of a framework for future development in the ZGA.**

As part of the engagement with community members and residents (stakeholders), the project team held in-person and online listening sessions for the citizens of Zionsville to provide input on the direction of development within the area. Individual interviews were also conducted with property owners, business owners, and community-based organizations located around the ZGA. Discussions with developers that have had experience working in, or would like to work in, this area were also facilitated. Key takeaways from these community engagement discussions fill the following pages.

### Session Description

Both the in-person and virtual surveys began by developing an understanding of who the participants were and their relationship to Zionsville. Questions asked included:

- + *How long have you lived in Zionsville?*
- + *How many people live in your household?*
- + *What are the ages of people in your household?*
- + *If you work in Zionsville, for how long?*

After gleaning this data on respondents’ backgrounds, the survey examined what respondents would like to see at a high-level in terms of new development. Participants were asked to identify their top-3 high priority types of development and top-three medium priority types of development that included the following categories:

- + *Parking*
- + *Retail/Business*
- + *Public Art*
- + *Streetscapes*
- + *Residential*
- + *Parks/Plaza Spaces*
- + *Branding*
- + *Season Uses + Special Events*
- + *Trails*
- + *Markets*

Results from the in-person and virtual surveys help gauge areas of development that Zionsville residents want to see in the future. Many of the respondents placed an emphasis on public amenities, but also recognized the need for additional growth related to residential, commercial, and mixed-use development.

### Calendar:

**LISTENING SESSION #1**  
Oct 1, 2020

**LISTENING SESSION #2**  
Oct 22, 2020

**ONLINE LISTENING SESSION**  
Oct 1, 2020 – Oct 31, 2020

**STAKEHOLDER INTERVIEWS**  
Oct 9, 2020 – Jan 31, 2021

# STAKEHOLDER ENGAGEMENT

## INTRODUCTION

### Data Points

Figure 1 emphasizes that almost a third of survey respondents have lived in Zionsville for 5 years or less. Newer residents may be excited to establish their vision for future development in Zionsville and the ZGA. Another 30% of respondents have lived in Zionsville for 6 to 20 years. The final third of respondents make up those who have lived 21+ years.

Figure 2 illustrates the number of people living in each respondent's households. Most respondents indicated that they have 2 people in their household with over 40% of responses falling into this category. This could suggest many of these respondents are empty nesters, single parents, or a young couple who has yet to start a family. The second largest segment of the graph are most likely parents with young children in the house. 3-8 person households make up 55% of the graph.

**Respondents want to make sure that Zionsville is a community that their children can grow up in safely and one that is constantly making improvements to benefit them.**

YEARS LIVED IN ZIONSVILLE

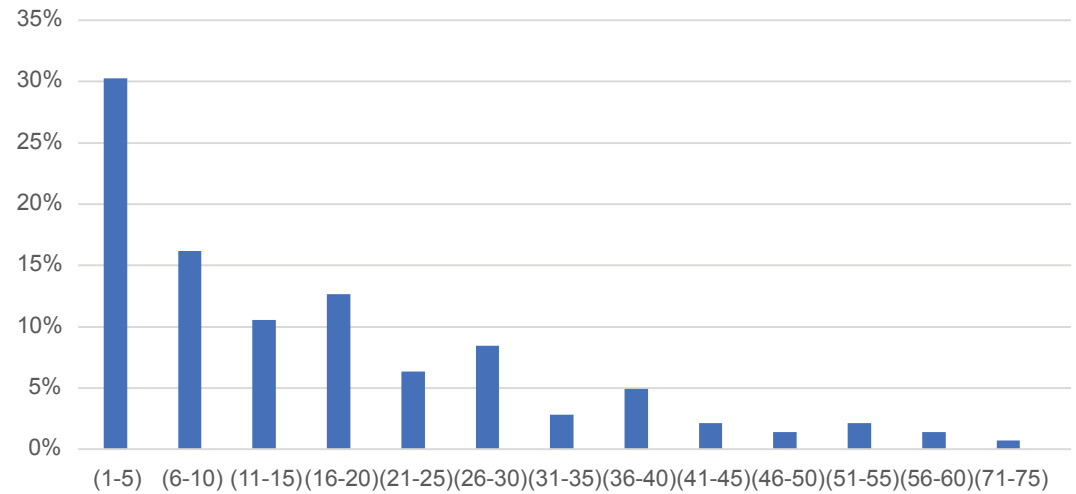


Figure 1

PEOPLE PER HOUSEHOLD

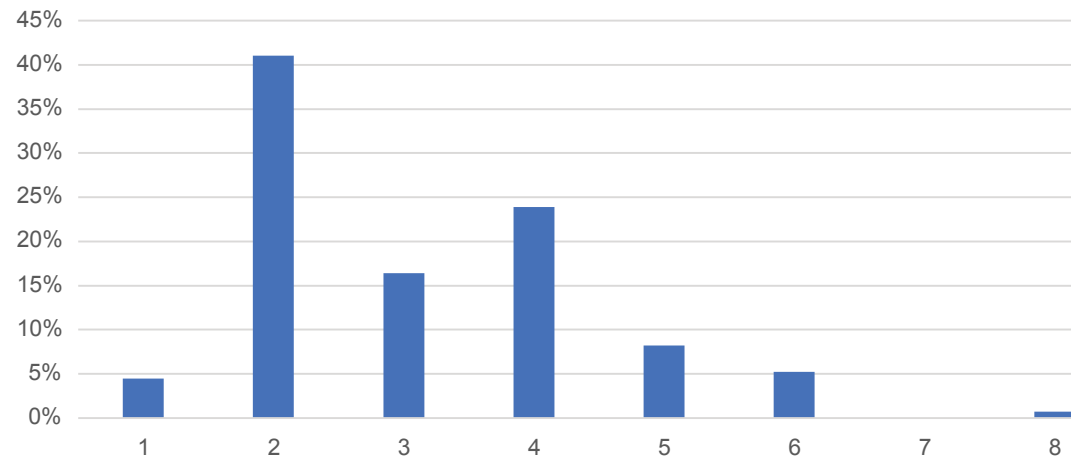


Figure 2



# STAKEHOLDER ENGAGEMENT

## INTRODUCTION

### Data Points

Figure 3 illustrates the age of people living within each respondent’s household, including themselves. Many of the people living in respondent’s homes are younger as over one-third of household members are 20 years-old or younger. This suggests that many of the respondents have children living in their homes and may represent the interests of families. Furthermore, Adults (20+) make up approximately 62% of the members of respondent’s households.

Figure 4 illustrates the number of years respondents have worked in Zionsville.

**Over one-third of respondents have worked in Zionsville for five years or less.**

These people may be newer residents, which would align with findings illustrated in Figure 1. However, this group could also include longer-time residents that have been able to work in the area more recently. Additionally, another third of respondents have worked Zionsville between 6-20 years. The final third of respondents have worked in Zionsville for 21 or more years. When examining this chart by five-year cohorts, the data tends to be skewed suggesting that most of the respondents have worked in Zionsville for a shorter period.

**HOUSEHOLD MEMBERS BY AGE GROUP**

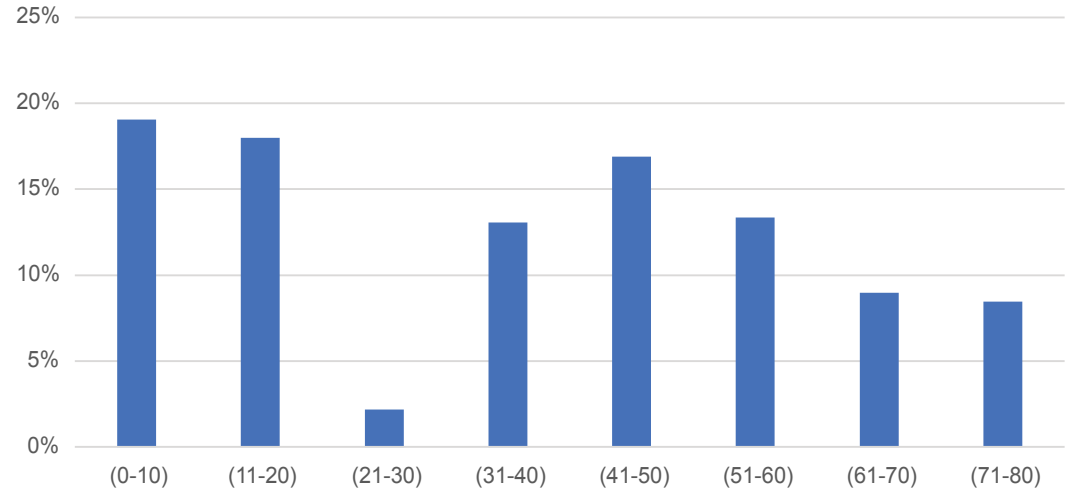


Figure 3

**YEARS WORKED IN ZIONSVILLE**

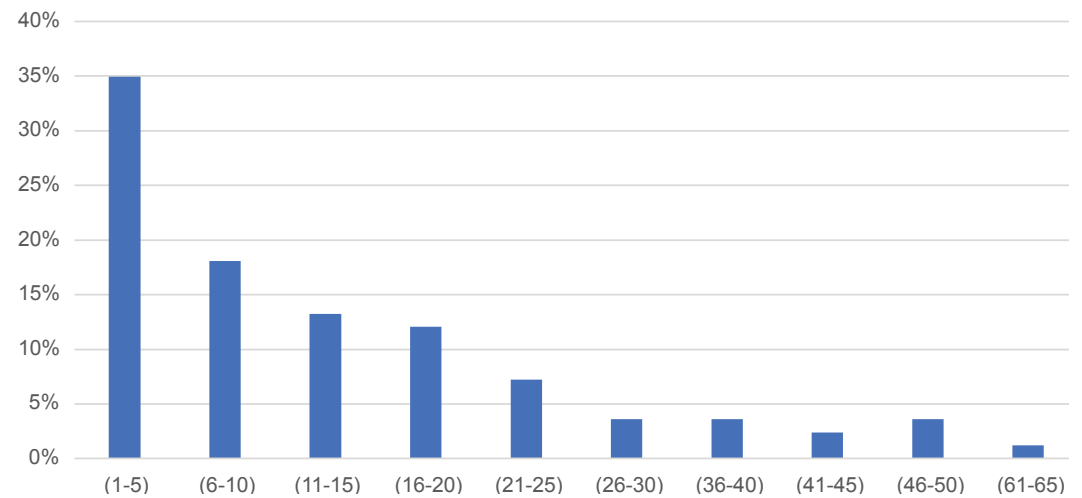


Figure 4

SECTION IV

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# STAKEHOLDER ENGAGEMENT

*Findings*

# STAKEHOLDER ENGAGEMENT LISTENING SESSIONS

## POTENTIAL AMENITY CATEGORIES

### *Introduction*

Listening Sessions occurred both in-person and online to understand the community's desires for amenities within the ZGA. Survey respondents chose six categories for inclusion in the ZGA based on the strength of their desires. Three of those choices were to be placed in a high priority group and three were to be placed in a medium priority group. For reference, the categories they chose from are listed here.

### *Parks / Plaza Spaces*

This category represents the general idea of creating a public open space that would allow various activities and/or events to occur. These events could be small concerts, farmer's markets, art fairs, etc. The space could also allow for simple gatherings and low-impact activities like playing catch, tossing a frisbee, etc.

The land could be developed in several ways. One design idea could be the development of naturally-landscaped areas with trees, planting beds, vegetation, or lawn. Another idea could be a more urban approach with plazas made of stone or brick pavers. Various areas of defined seating and raised planting beds could be incorporated into the design. Yet another development idea would be to combine natural and hardscape elements together—allowing for many vignettes and design opportunities.

### *Branding*

This category represents the idea of creating and supporting a distinct and specific name and/or feeling to the Zionsville Gateway Area. It could be in the form of signage, place markers, and/or larger elements of various sorts. It could simply be the use of graphics and other methods to create a ZGA "brand."

### *Streetscapes*

This category represents the idea of creating well-defined and aesthetically pleasing areas adjacent to roadways. Beyond simple sidewalks and lawn areas, these design ideas help soften the typically harsh line between public walkways and roadways and can serve to slow traffic. Streetscape designs can also incorporate elements of nearby plazas to help imbue an area with a holistic aesthetic. They can also incorporate elements of sustainable practices with the inclusion of raingardens or stormwater sifting beds.

### *Public Art*

This category's idea is fairly self-explanatory. It's the idea of incorporating spaces, places, or locations for the display of artworks created for public viewing. The artwork could be many different forms, from murals on walls to three-dimensional sculptures and beyond.

### *Trails*

This category represents the idea of building upon the area's robust network of walking trails. Supporting many modes of transportation, the ZGA could be a node that connects as many of the various trail systems as possible.

### *Parking*

This category represents various ideas about how parking could be incorporated into the ZGA. From a single area of structured parking or surface lots that would serve the greater area, to simple methods for making street parking more visually palatable.

### *Seasonal Uses + Special Events*

This category represents the idea of accommodating specialty uses or events—possibly tied to seasonal activities. Wide in variety, these events could include concerts, weddings, markets, celebrations, etc. Seasonal uses could be the creation of a winter farmer's market, ice skating rink, or in the warmer months, a spray plaza or splashpad.

### *Market*

This category represents the idea of creating a physical structure to house events. This idea often takes the mental form of a farmer's market, but it could also be a place for impromptu lunches, family picnics, business meetings, or other gatherings to take place. The structure could be enclosed to allow for year-round use or it could be an open air structure most suited to spring, summer, and autumn usage.

### *Retail / Business*

This category represents the idea of supporting or building up retail and/or business uses within the ZGA. This is generally thought to be of a similar scale to the existing downtown Zionsville area, but it could be discussed to allow for larger businesses to find a home in the area.

### *Residential*

This category represents the idea that residential uses could be incorporated into the ZGA. Residences could take many different forms from townhomes, apartments, condominiums, and/or single-family homes. The various types have clear implications for space needs, scale, and density.

# STAKEHOLDER ENGAGEMENT FINDINGS

## SURVEY RESULTS

### Amenity Desires

Figure 5 identifies high priority amenities that respondents would prefer to see.

### ***The most common high priority response was for parks/plaza spaces.***

20% of respondents selected that category. Similarly, trails received the third largest percentage of responses indicating respondents place significant emphasis on public outdoor amenities.

Retail/business amenities was the second largest high priority amenity identified by respondents suggesting a strong desire to promote economic vibrancy in the ZGA that could align with existing commercial development along Main Street and in the Village. Parking was also a high priority for respondents as this amenity received 11% of responses. This aligns with qualitative data attained by interviews with local stakeholder and discussions with Town leaders who indicated that there is a need for parking in downtown. Both retailers and residents see a need for more parking to promote closer access to downtown restaurants and retail and for community events.

Residential development also received a smaller percentage of high priority responses at 6%, though it was slightly more common as a medium priority amenity.

Figure 6 shows the medium priority selections. Respondents' medium priority amenities were more evenly distributed than responses on high priority amenities with only a spread of 4% points between all categories.

### AMENITIES: HIGH PRIORITY

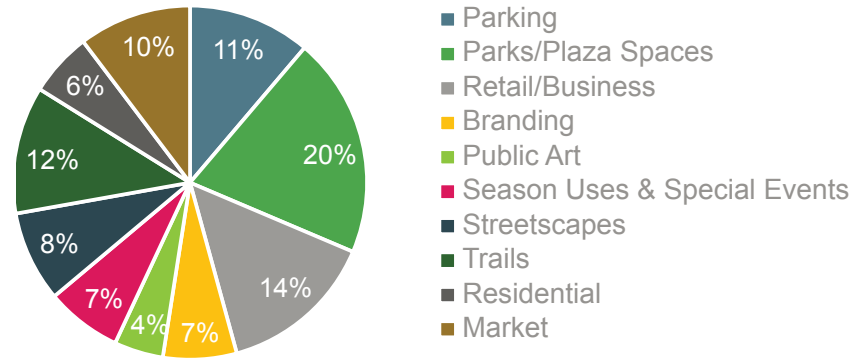


Figure 5

### AMENITIES: MEDIUM PRIORITY

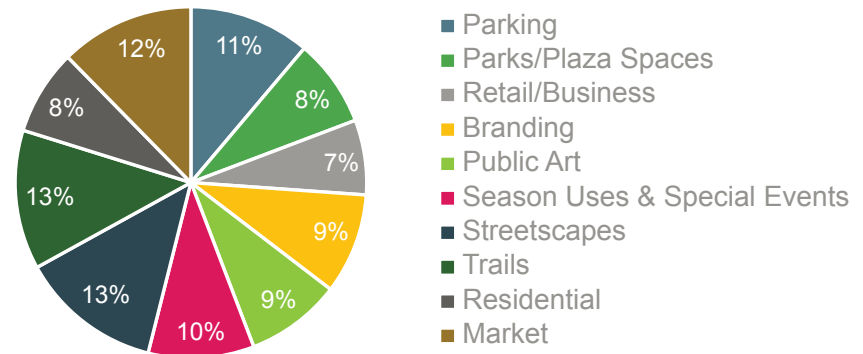


Figure 6





















V . b

## STAKEHOLDER ENGAGEMENT FINDINGS

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### SURVEY RESULTS

#### Summary

The word clouds show a common theme of improving the outdoor space for residential and pedestrian use.

***The words greenspace, trails, plazas, and outdoor seating all suggest the importance of public spaces and non-vehicular connectivity within any new development.***

Other focus is placed on walkability and parking in the Village. Keeping with the parking theme, respondents seem to prefer that any new parking be either hidden or underground so that the character of the downtown is not adversely affected by a parking structure.

If there is going to be new housing in Zionsville, mixed-use, townhomes, condominiums, or single-family styles are preferred. It should also be noted that retail or commercial development that complements existing downtown businesses would be welcomed and may be the most agreeable type of economic development among all stakeholders.



SECTION V

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# STAKEHOLDER ENGAGEMENT

*Interviews*

## STAKEHOLDER INTERVIEWS

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### LISTENING SESSIONS

#### *Additional Engagement*

In addition to the community listening session, the project team completed interviews with community organizations, business owners, property owners, and developers that live or work in the ZGA. Interviews addressed the type of development that stakeholders with a vested interest in the site would find appropriate and to understand historic challenges to development in the past.

#### ***Take-aways from stakeholder interviews predominantly aligned with—and reinforced—findings from the listening sessions.***

Most interviewees were supportive of development that improves the vibrancy of the ZGA but does not change or harm the character of the downtown area. Stakeholders noted that new buildings should be no more than three stories but would prefer two story buildings.

Most stakeholders indicated they would accept new residential development but had mixed feelings about the type of residential development that was most appropriate. All agreed that development like Sycamore Flats was un-welcomed in the ZGA. Instead, single-family, townhomes, or upscale condos were mentioned as the most appropriate types of residential development. Most stakeholders were also supportive of new commercial development that complements exiting Main Street businesses and helps draw additional foot traffic downtown.

#### *Community Organizations*

Interviews were conducted with representatives from many community organizations. Priorities were placed on green space, restaurants, a welcome center, restrooms, small business development, and unique residential options that fit within the context of Zionsville. Challenges identified in the ZGA area related to traffic flow, parking, and lack of public bathrooms. Issues associated with Sycamore Flats were also common among this stakeholder groups noting that the development was opposed because it would have severely clashed with the character of downtown.

Many community organizations indicate a preference toward greenspace, some even aspired to see Zionsville as a town within a park. Similarly, additional outdoor event space was also a priority among community groups though the need for indoor event space was also noted as a need. It was noted that the town currently has limited indoor space for large gatherings or celebrations like weddings. Specific event spaces mentioned include expanding the farmers' market, a pop-up space for events, and an indoor event venue.

Many stakeholders representing community organizations noted that they did not want to be like Carmel and do not want to become just another suburb. To maintain Zionsville's character, it was recommended that new development in the ZGA showcase historical significance and integrity and build on the established aesthetic of Zionsville. Stakeholders noted that the town should embrace what makes it unique and different including expanding on the bricks of Main Street visually and experientially.

In terms of housing, community organization stakeholders were not favorable of high-density development because of

the impact it could have on the community both in terms of services and aesthetics. Community groups noted that they would like to better understand positive impacts of denser housing and the impact it could have on the foot-traffic for businesses and taxes.

#### ***Overall, a resounding theme from interviews is that new development is welcomed if it matches existing development in the Village.***

Scale of residential development was stressed, and it was clear that there is a preference for two story development. Incorporating mixed-use development with commercial lower levels and upper story residential units was also welcome.

Overall, key takeaways from interviews with community organization representative include maintaining the town's small-town charm building up public and business-oriented spaces that could promote attraction of new shops and restaurants downtown. Parking is also a need, though opinions were mixed on how to best accommodate this as some did not like the thought of a parking structure, though many others were supportive if it could be hidden.



# STAKEHOLDER INTERVIEWS

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## LISTENING SESSIONS

### *Developers*

Developers were interviewed that had previously attempted to develop in the ZGA or that have an interest in developing in the ZGA. Developers were primarily focused on the southwestern corner of the Sycamore and Main Street intersection, where Sycamore Flats had been proposed.

Developers were primarily concerned with the scale and type of development that could fit on this site. Developers were primarily focused on residential uses, but also were open to mixed-use concepts that incorporate commercial development. Scale was a significant point noted by developers who suggested that development on this site may need to be larger to ensure the project is financially feasible. One developer noted that the site has challenges with its grade and would require a significant amount of soil to fill and raise the ground to allow it to accommodate enough scale to make the project work financially. Developers are primarily focused on apartment style development though understand that it needs to be on a smaller scale than had been proposed with Sycamore Flats.

One potential style of development suggested included office suites that allow professionals to reside in upper stories and have office space on the first floor. This style of development could be favorable as it would only be two stories and would promote mixed-use development, while not creating too much density.

### *Business and Property Owners*

Business and property owners within the ZGA boundaries were interviewed to understand their feelings on new development. These individuals often had close ties to the area and were located at or near the intersection of Sycamore and Main Street. Business and property owners tended to place a focus on commercial development, parking, and building on Zionsville's character and charm. As with other stakeholder groups and the listening session, Sycamore flats and large-scale multi-family housing was described negatively. However, smaller scale residential development was generally welcomed.

Business and property owners described parking as a need in downtown Zionsville and felt new development in the ZGA could accommodate additional parking space. Business owners noted that parking is scarce and that presents challenges for their businesses. Challenges exist with finding adequate spaces in proximity to downtown businesses for both employees and patrons. It was indicated that Old National Bank could be made available to accommodate redevelopment which could provide space for unique parking options, though it could also support other commercial or mixed-use development. Business and property owner stakeholder noted that they would prefer parking structures to be hidden through unique design options. This could include wrapping the structure with retail or commercial space.

Commercial development was generally welcomed by business and property owners in the area if it fits with the character of Zionsville. This includes development that is two-stories and supports commercial establishments that complement existing downtown businesses and are not aligned with national chains. Many stakeholders felt commercial development is important for promoting economic vibrancy in the ZGA. Mixed-use development was also generally welcomed.

Property and business owners were generally supportive of residential development but had a variety of opinions on scale that was most appropriate. Almost all stakeholders noted that a large, multi-family development like Sycamore Flats was not welcome, though some said they would be supportive of smaller scale apartments. High-end condominiums or even single family residential was also seen as an agreeable residential development type. All stakeholders felt that residential development should be no more than two to three stories. It should be noted that some property owners were more open to larger scale residential development than others which predominantly included property owners on the southwestern side of the Sycamore and Main Street intersection.



# STAKEHOLDER INTERVIEWS

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## *Stakeholder List:*

The following organizations and people were interviewed as part of the community engagement activities:

- + Zionsville Cultural District
- + Zionsville Village Residents Association
- + Zionsville Chamber of Commerce
- + Zionsville Lions Club
- + Old National Bank—Vice President Peggy Rohrman
- + Town Council—President Josh Garrett
- + Redevelopment Commission—Sanjay Patel
- + Glenn Hoge—Developer
- + Barbara Hanson Slaff (Former Calico Corners)
- + Ryan Gallmeyer (Buckingham—Contract Purchaser of Former Citgo)
- + Clay Bowden (Century 21 (ITV LLC))
- + Jim and Joan Voyles (South of Sycamore, East Side)
- + Harris FLP (South of Sycamore, East + West Side)
- + Top Properties LLC (North of Sycamore, East Side)

## *Calendar:*

**LISTENING SESSION #1**  
Oct 1, 2020

**LISTENING SESSION #2**  
Oct 22, 2020

**ONLINE LISTENING SESSION**  
Oct 1, 2020 – Oct 31, 2020

**STAKEHOLDER INTERVIEWS**  
Oct 9, 2020 – Jan 31, 2021

SECTION VI

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# ROADWAY + DEVELOPMENT STUDY

VII. a

## ROADWAY + DEVELOPMENT STUDY

### INTRODUCTION

#### *Major Influences + Design Tenets*

As heard during the Listening Sessions, the traffic flow at Sycamore, 1st Street, and Main Street is a major concern. The conceptual ideas shown on the next several pages are possibilities for roadway realignments. They are a first step towards understanding the development possibilities that could accompany the reinvigoration of the ZGA.

Each of the following options have been influenced by comments from the Volunteer Listening Sessions and should do the following:

- + *Reduce traffic congestion*
- + *Reduce traffic speed through the downtown area*
- + *Support the creation of public plazas and greenspace*
- + *Support connections to adjacent trails and other pedestrian paths*
- + *Support the creation of amenities such as public restrooms and multi-use structures*
- + *Maintain a development density and scale that is complimentary to the existing downtown and neighborhood areas*
- + *Work to create a connection between the existing downtown area and the Creekside Corporate Park area*



| EXISTING ROADWAY ALIGNMENT

VII. b

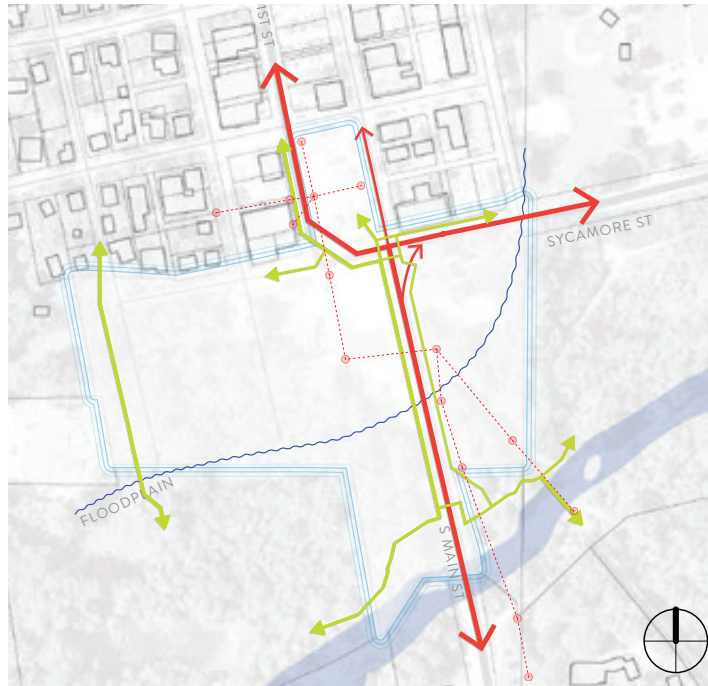
# ROADWAY + DEVELOPMENT OPTIONS

## INITIAL REALIGNMENT OPTION 1

### *Town-Owned Parcel*

This main goal of this option is to provide the least-intrusive road alignment that will still allow for redevelopment of adjacent properties. This option aims to use only publicly-owned property and not infringe on privately-owned parcels. It removes the intersection of 1st Street and Sycamore and replaces it with an angled road to allow continuous traffic flow.

Along South Main Street, a combination of mixed-use and retail buildings could work to extend the much desired retail further south and closer to Eagle Creek. Greenspace and plazas could occupy the city-owned parcel to the north and provide for a plethora of community uses, including but not limited to: public restrooms, band shells, farmers market pavilion, etc. Additional greenspace to the south and along the western edge could provide water-fronting access points as well as a separation between the low density of the existing neighborhoods and possible higher density of the new development areas.



| ROADWAY REALIGNMENT POSSIBILITY



| DEVELOPMENT POSSIBILITY

- TRAILS
- STREETS
- RESIDENTIAL
- MIXED-USE
- PUBLIC PLAZA
- RETAIL
- PARKING GARAGE



VII. b

## ROADWAY + DEVELOPMENT OPTIONS

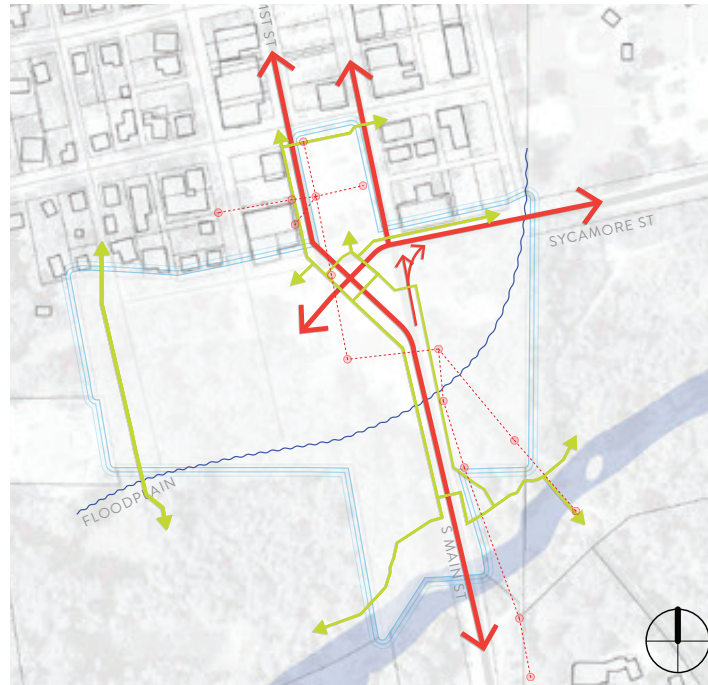
### INITIAL REALIGNMENT OPTION 2

#### *Single Light with Right Turn Lane*

This option looks at the possibility of pulling Sycamore Street through the parcels to the west to provide better access for quality development. Bending Sycamore Street south and T-ing into an extended section of 1st Street would allow for ample new development along all adjacent properties. Reducing this interchange down to a single traffic stop with the ability to turn right from 1st Street to Sycamore Street will improve traffic flow.

Blocks fronting South Main Street could include 2-3 story mixed-use buildings or retail. Residential blocks to the west could scale down to townhouses or walk-up apartments to fit the residential neighborhood context to the west.

Greenspace could be provided at a few spaces in Option 2, included the triangular wedge of land between Sycamore St, 1st Street, and the right-turn lane. Other locations could include the smaller, adjacent block to the west, a space fronting Eagle Creek to the south, and a green buffer which would provide pedestrian access to the neighborhoods to the west.



| ROADWAY REALIGNMENT POSSIBILITY



| DEVELOPMENT POSSIBILITY

- TRAILS
- STREETS
- RESIDENTIAL
- MIXED-USE
- PUBLIC PLAZA
- RETAIL
- PARKING GARAGE
- CIVIC



VII. b

# ROADWAY + DEVELOPMENT OPTIONS

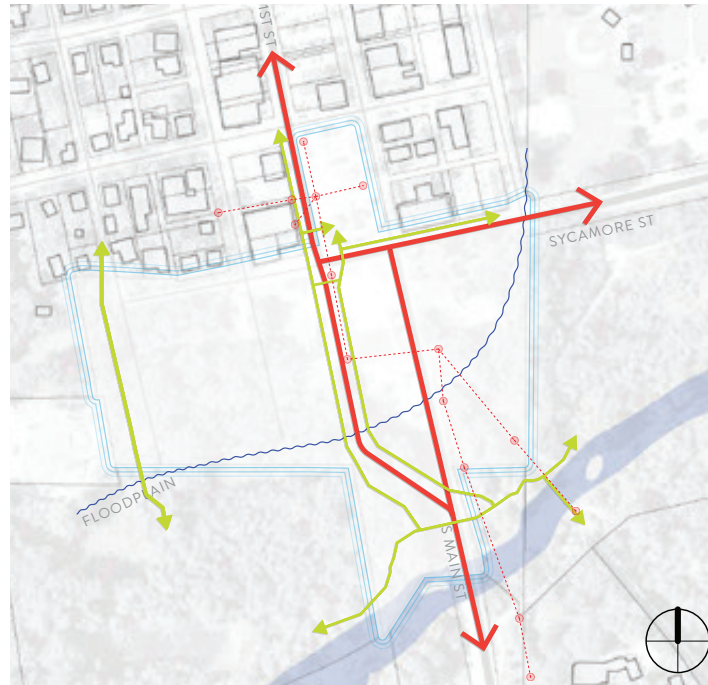
## INITIAL REALIGNMENT OPTION 3

### *Extended 1st Street*

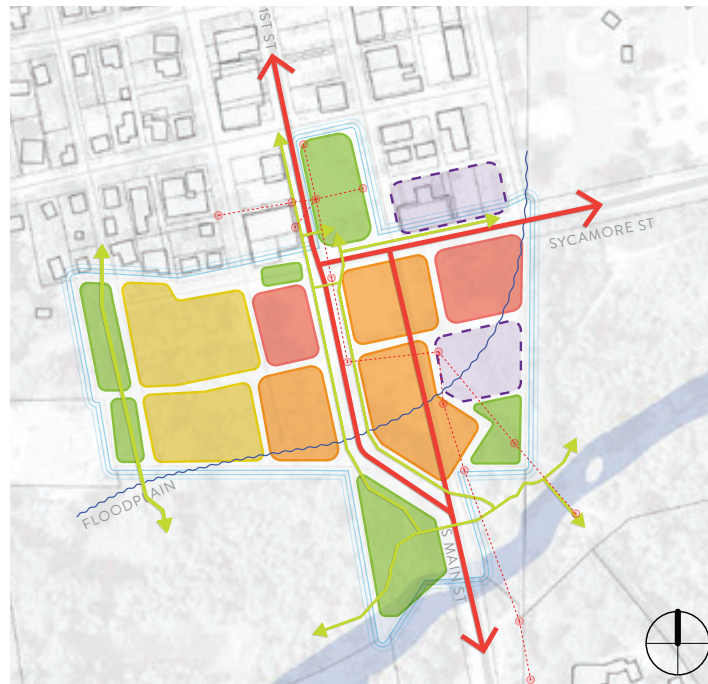
This option looks to continue 1st Street south and bend South Main Street west into 1st Street just north of Eagle Creek. This option would provide a large area for redevelopment along in the eastern portion, and a good amount along the western side of the road.

With the proposed extension of 1st Street south, the blocks due east would have ample depth for a few mixed-use buildings which could front the new street and provide additional retail for The Village. Furthermore, a large three-bay parking garage could easily sit behind these outer structures and provide a short-walk into South Main Street and the rest of The Village. Residential townhomes would scale development downwards as it reaches the western neighborhoods.

Greenspace could occupy the northern block between 1st St and South Main Street as well as some additional locations fronting Eagle Creek. A buffer of trails at the western edge of the ZGA could give pedestrian access to the western portion of The Village and Eagle Creek.



| ROADWAY REALIGNMENT POSSIBILITY



| DEVELOPMENT POSSIBILITY

- TRAILS
- STREETS
- RESIDENTIAL
- MIXED-USE
- PUBLIC PLAZA
- RETAIL
- PARKING GARAGE

## ROADWAY + DEVELOPMENT OPTIONS

### REALIGNMENT OPTION EVOLUTION #1

#### *New Thoughts*

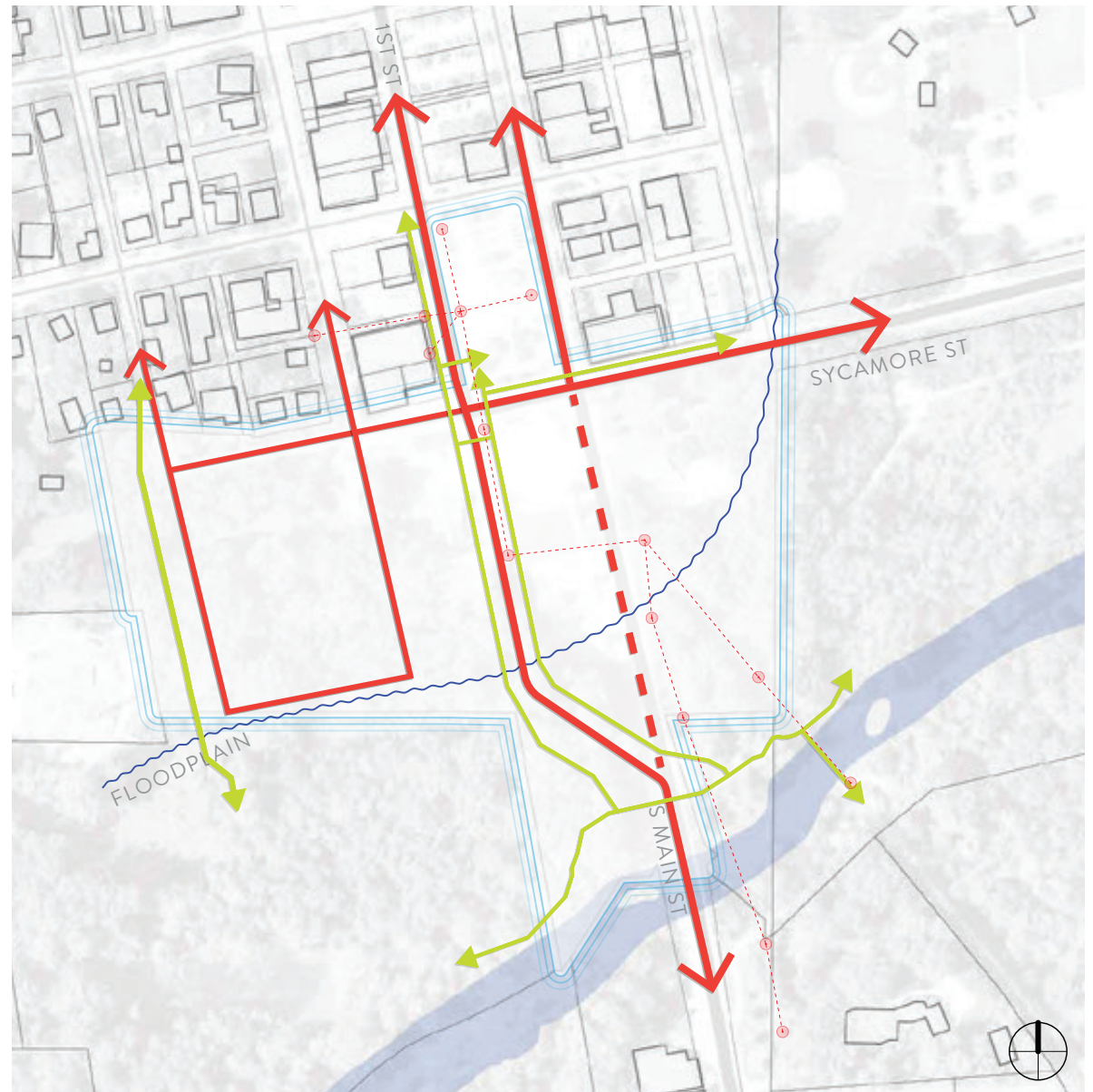
Option 3 accomplished the main goals of the project most efficiently and feedback suggested it should be studied in more detail. The following thoughts and options were created based on that direction.

The new bend in South Main Street is maintained—reducing the turning movements currently causing issues in the area. It also provides a large area for redevelopment to the east while maintaining ample development area to the west. Areas within the floodplain and floodway remain as green spaces in this option. One new idea from the previous iteration is the modification of an existing section of South Main Street into a pedestrian-only walkway south of Sycamore Street. This design element would be unique to the area and could be a very successful draw for business and visitors.

The new layout also maintains a transition to the existing neighborhoods by reducing the density and scale of any adjacent construction. This is shown in each of the following concept evolutions as residential uses, either townhomes or single-family homes. A greenspace buffer has also been added.

The areas east of South Main Street are still shown as mixed-use developments per previous concepts.

The central block between the new South Main Street and the existing pedestrian-only South Main Street could be used in several ways. Mixed-use office/retail/residential in many forms could be used; or open green space and public plaza another. Underground parking is possible, but not ideal given the narrow width of land.



| EXTENDED 1ST STREET REALIGNMENT

- TRAILS
- STREETS
- - - PEDESTRIAN BLVD



# ROADWAY + DEVELOPMENT OPTIONS

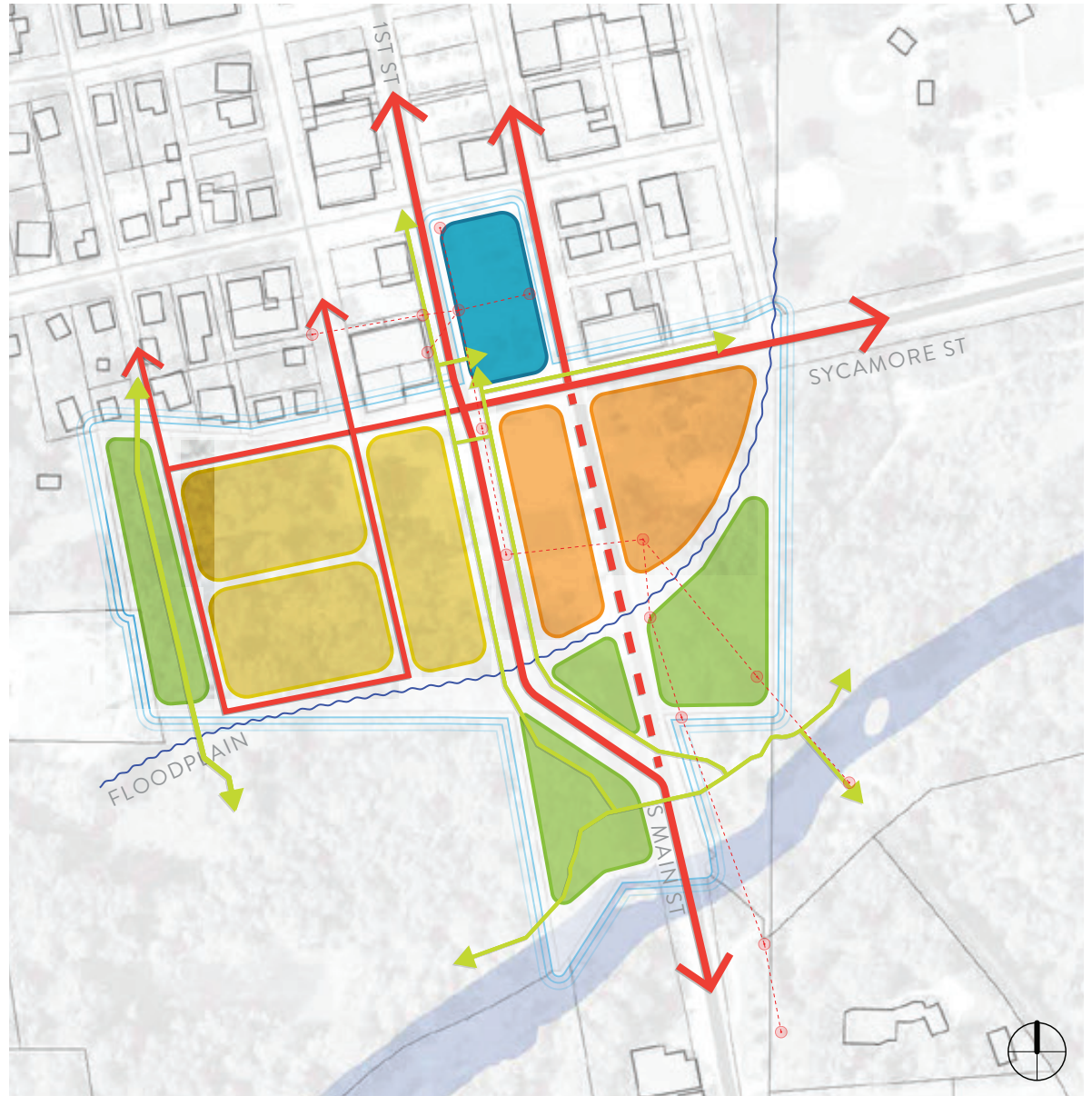
## EXTENDED 1ST STREET

### Option 1

This option looks at using the central block for a mixed-use structure. The development has the ability to front both the pedestrian walkway and the relocated South Main Street as well as serve as an architecturally significant element to help define the aesthetics of the area. The adjacent plot of land to the south could be used for public gathering space, a mini-park, or as an area for area branding by way of a large sculpture or signage—furthering the significance of the central block as building by way of forming a backdrop.

As in the previous iteration of this general concept, the areas to the west of the new South Main Street are suggested to become lower-height residential uses to better transition to the existing neighborhoods. Areas to the east of South Main Street remain mixed-use in nature.

In this option the Town-Owned Parcel north of Sycamore Street is suggested to be a public park or plaza space. It would be a centrally-located gathering area that could help tie the existing commercial district with the new development area. Much like a town square, the space would be bound on all sides by buildings and could have multiple public amenities within it.



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE
- PUBLIC PLAZA

# ROADWAY + DEVELOPMENT OPTIONS

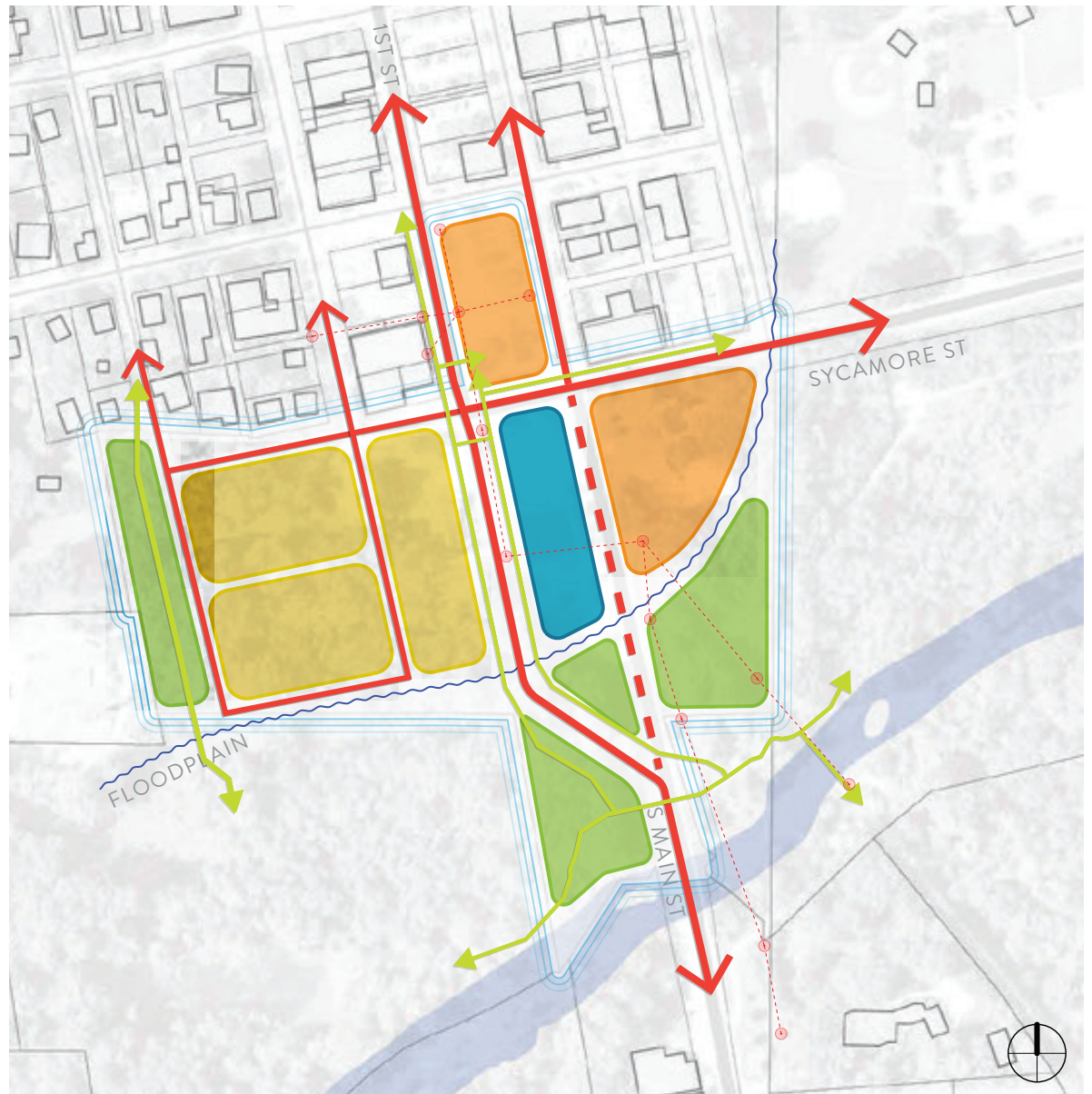
## EXTENDED 1ST STREET

### Option 2

This option creates a long central public area between the new South Main Street and the existing pedestrian-only South Main Street. This public area could be a park, a hardscape plaza, or any combination therein and there would be ample space for public amenities such as a Farmers Market or public restrooms. The open area creates a dramatic urban statement and entry sequence when traveling north along the new entry corridor. Opportunities abound for public art or area branding within this open corridor and businesses to the east along the pedestrian-only walkway would have great views to the space.

As in the previous option, the areas to the west of the new South Main Street are suggested lower-height residential uses and mixed-use to the east of the pedestrian-only walkway.

The Town-Owned Parcel in this option is suggested to be mixed-use. A building in this area could act as metaphorical stitching that aesthetically blends into the existing commercial area. This parcel would also act as a significant backdrop to the central public area and could have elements of public art incorporated into its façade.



- TRAILS
- STREETS
- - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE
- PUBLIC PLAZA

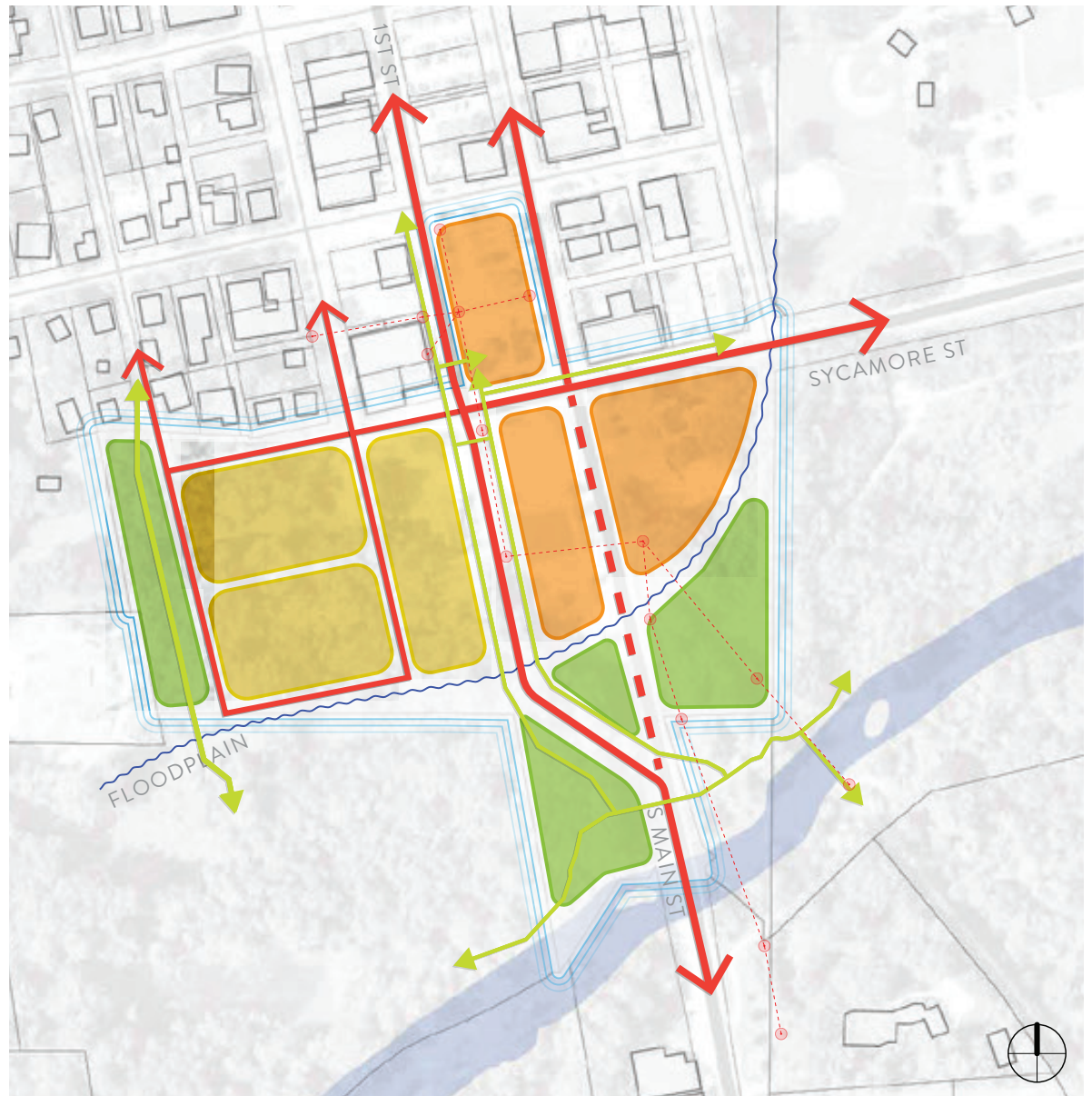


# ROADWAY + DEVELOPMENT OPTIONS

## EXTENDED 1ST STREET

### Option 3

This option uses all newly created parcels of land for building development, foregoing large public gathering and amenity areas in the desire to bring the highest number of new business to the area. Elements of thought, development, and opportunities present in the previous two options remain in this option with the exception of the public open areas.



- TRAILS
- STREETS
- - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE



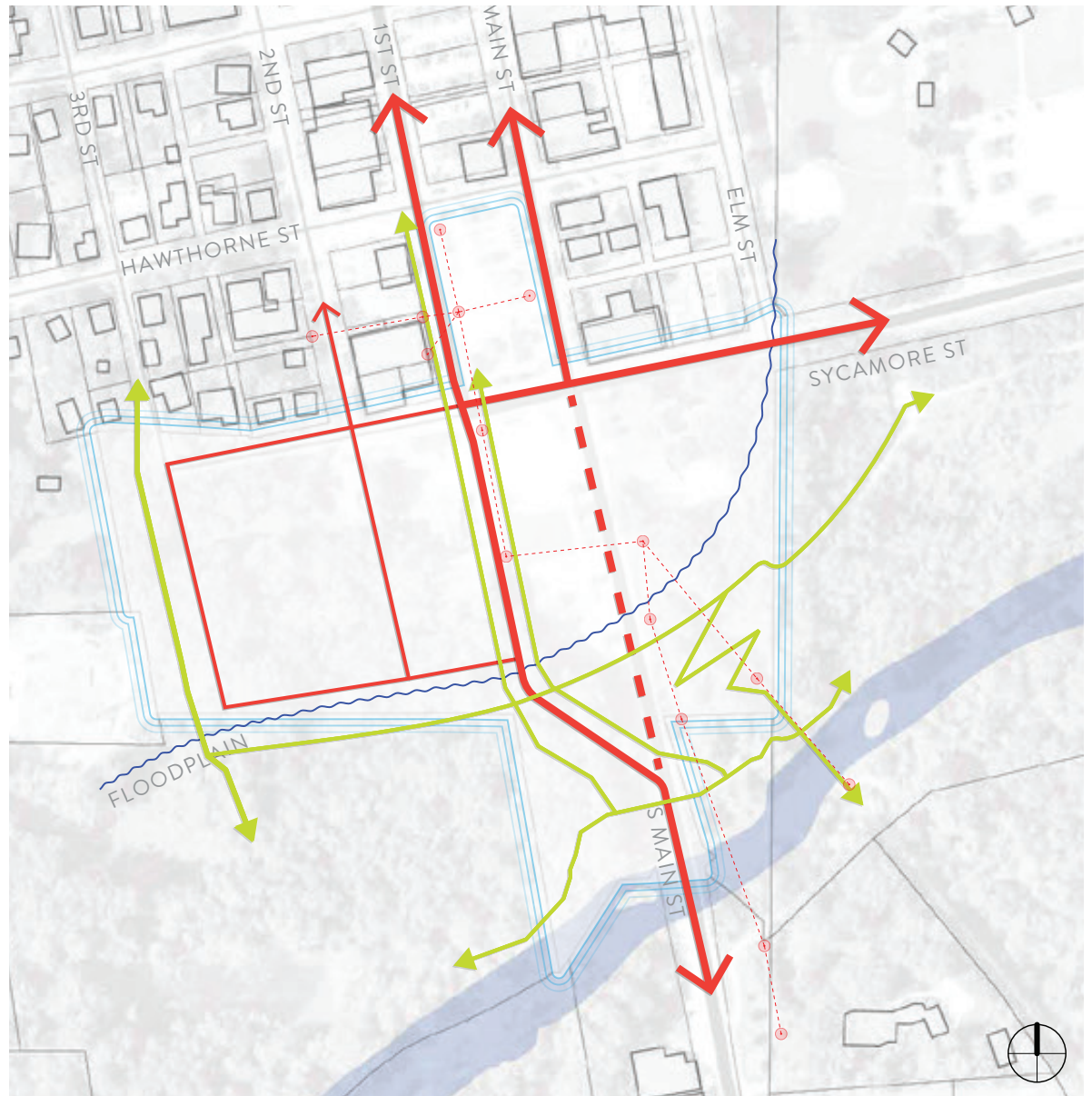
VII.d

## ROADWAY + DEVELOPMENT OPTIONS

REALIGNMENT OPTION EVOLUTION #2

### *New Thoughts*

Reactions and feedback from the previous round were generally positive and the major elements of each concept remain. A few minor tweaks to greenspace and trail connections were suggested—extending both to connect the eastern and western areas. Trails are now suggested to allow movement from the western residential neighborhood to the east and down to Eagle Creek. Also requested was a modification to the western parcels—allowing some mixed use commercial/retail/restaurant spaces facing south to take advantage of views to the creek and the connections to the trails.



| EXTENDED 1ST STREET REALIGNMENT

- TRAILS
- STREETS
- - - PEDESTRIAN BLVD

VII.d

## ROADWAY + DEVELOPMENT OPTIONS

### EXTENDED 1ST STREET

#### Option 1

This option maintains the mixed-use structures in the central and eastern parcels, the public gathering space in the Town-Owned Parcel, and the general nature of residential usage in the eastern parcels. The modification from the previous iteration is a mixed-use area along the new southern trail connections. This mixed use area would help promote active lifestyles through trail usage and it would have great views to Eagle Creek.



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE
- PUBLIC PLAZA



# ROADWAY + DEVELOPMENT OPTIONS

## EXTENDED 1ST STREET

### Option 2

This option maintains the mixed-use structures in the Town-Owned and eastern parcels, the public gathering space in the central parcel, and the general nature of residential usage in the eastern parcels. The modification from the previous iteration is a mixed-use area along the new southern trail connections. This mixed use area would help promote active lifestyles through trail usage and it would have great views to Eagle Creek.



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE
- PUBLIC PLAZA

VII.d

## ROADWAY + DEVELOPMENT OPTIONS

### EXTENDED 1ST STREET

#### Option 3

This option continues with the idea of maintaining maximum density of built structures in all newly created parcels. The modification from the previous iteration is a mixed-use area along the new southern trail connections. This mixed use area would help promote active lifestyles through trail usage and it would have great views to Eagle Creek.



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE

SECTION VII

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# ECONOMIC + FINANCIAL IMPACT



# ECONOMIC + FINANCIAL IMPACT

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## DEVELOPMENT SUGGESTIONS

### Introduction

The ZGA has been divided into developable parcels based on discussions with the general public and stakeholders. The parcels prioritized development areas while preserving significant amounts of non-developable land for greenway trails and conservation along Eagle Creek. These developable parcels are shown as orange and yellow with the orange representing mixed use development sites and the yellow illustrating two-story townhome type for sale housing. The figures in the exhibit represent the square footage of these development sites for planning purposes.

To illustrate the economic benefits and fiscal impacts for each site certain assumptions have been made regarding the scale of the potential development in terms of height with the mixed-use sites not exceeding three-stories. Other assumptions are that the parking on site would be underneath the mixed-use development to minimize the amount of surface parking while optimizing the topographical grade change especially along those sites adjacent to Eagle Creek that would potentially allow parking underneath structures by using a deck parking structure at a lower cost than a full underground garage. This is not the case for the town owned site located on the northwest corner of South Main Street and Sycamore Streets.

For ease of illustration and understanding of the economic benefits and fiscal impacts associated with the different developable sites, the following metrics were used.

### Calculation Metrics:

Each development parcel will be evaluated for overall economic benefits and fiscal impact, then each of the three options will be evaluated on their total economic and fiscal impacts.

#### ESTIMATED CONSTRUCTION COSTS:

Townhomes	\$150/sqft
Mixed-Use	\$175/sqft

#### UNIT SIZES:

Townhomes	2,000sqft
Rental/condo	1,100sqft

#### HOUSEHOLD SIZE:

Townhome/ Rental/Condo	1.5 Persons Per Unit
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#### JOB CREATION:

0.5 to 1 Job	1,000sqft
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VIII.a

## ECONOMIC + FINANCIAL IMPACT

### DEVELOPMENT SUGGESTIONS

#### Parcel A (Town-Owned Parcel)

#### MIXED-USE CONSTRUCTION COST @ \$175/SF

3-Flrs, GLA SF = 69,000 SF

Commercial = 23,000 SF (40-70 Jobs)

Residential = 46,000 SF (38 Units)

\$1.80/SF or Condos Between  
\$500k-\$750k

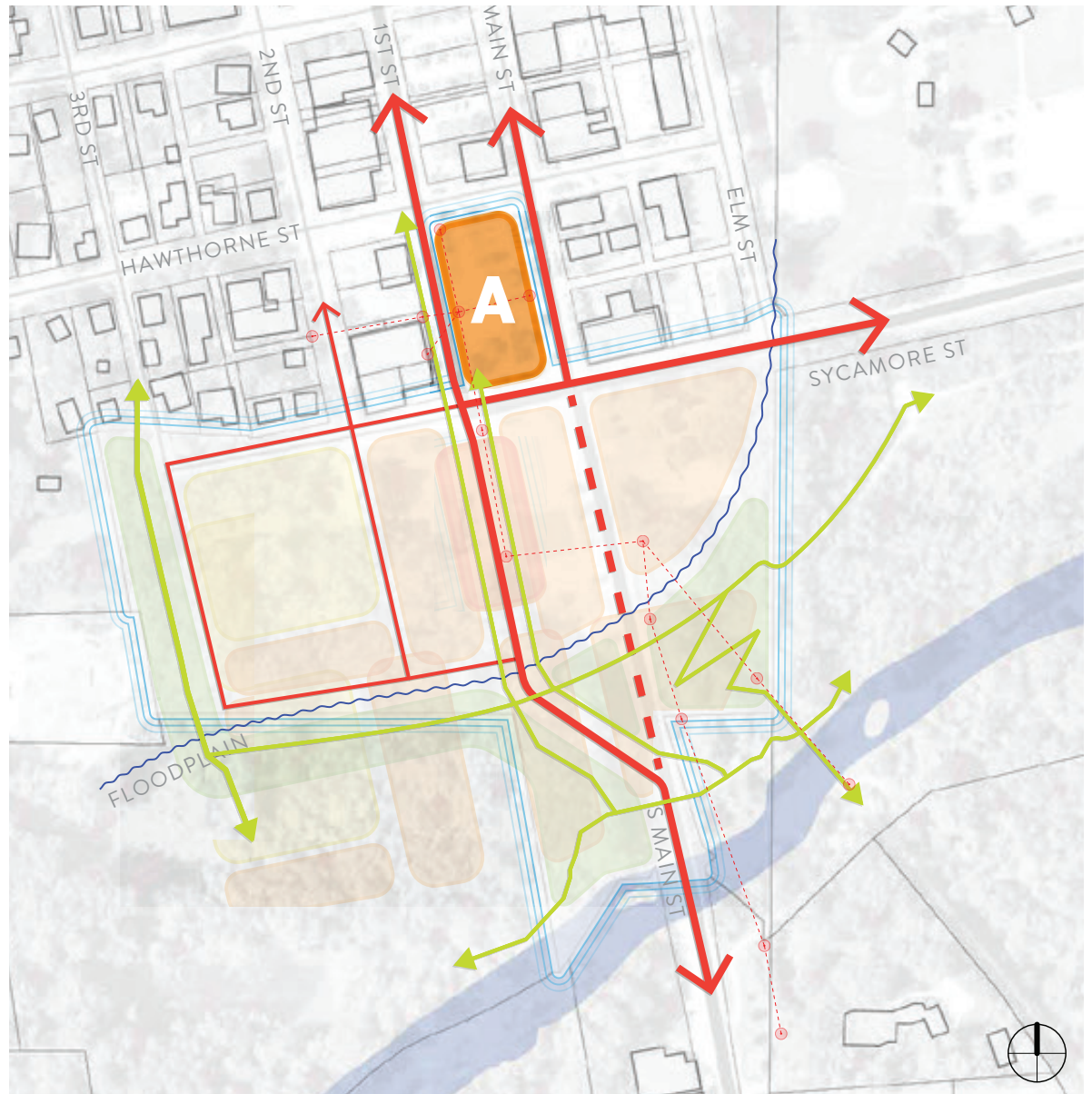
1,100 SF/Unit

57 New Residents

Est. Total Construction = \$12M

AV = \$7.3M

Structured Parking (Not Factored into  
Construction Cost)



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD

- RESIDENTIAL
- MIXED-USE
- GREENSPACE

VIII.a

# ECONOMIC + FINANCIAL IMPACT

## DEVELOPMENT SUGGESTIONS

### Parcel B (Townhomes)

#### RESIDENTIAL-USE CONSTRUCTION COST @ \$150/SF

2-Flrs, GLA SF = 32,000 SF

Commercial = 0

Residential = 32,000 SF (16 Units)

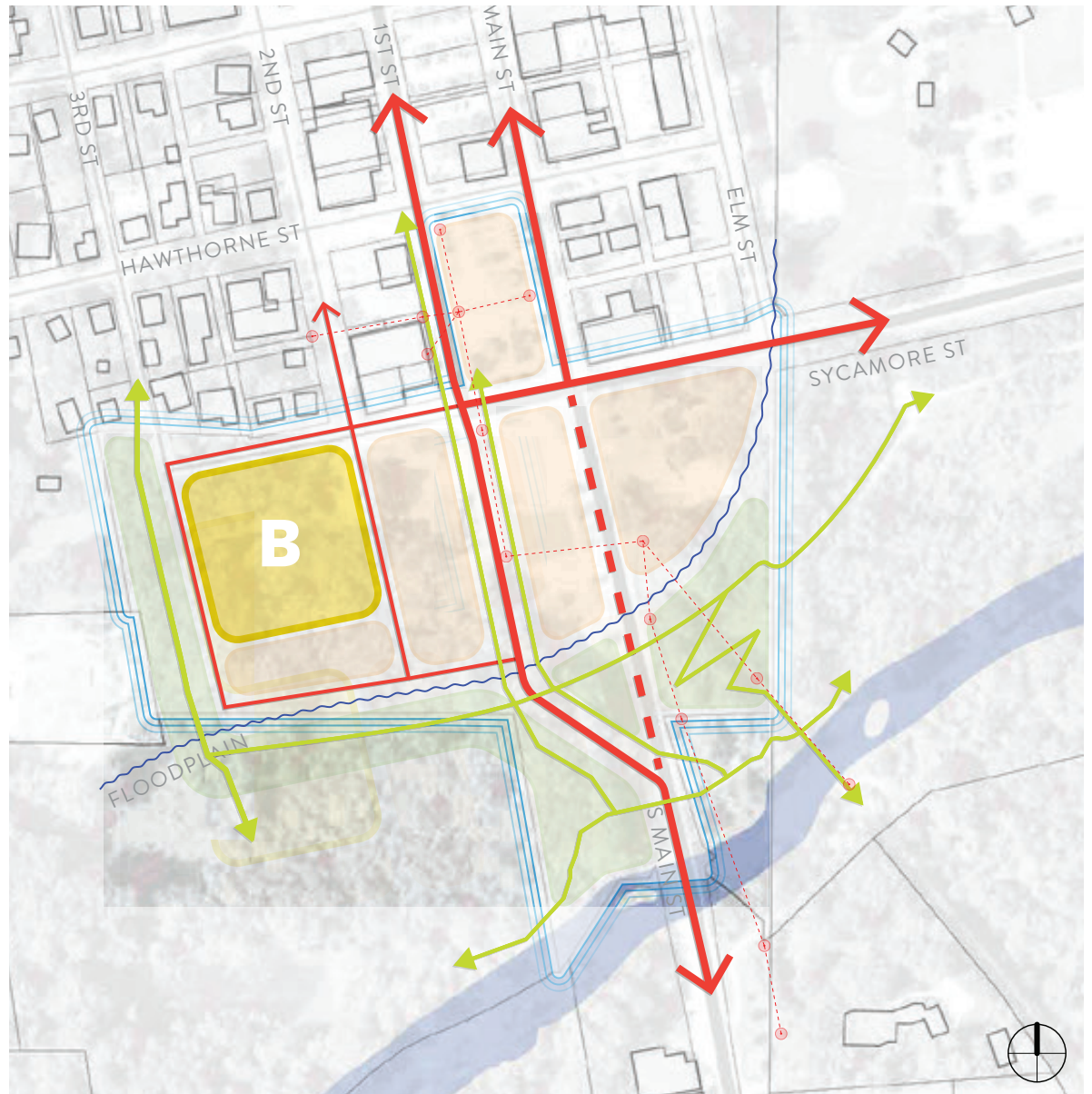
For Sale \$500,000 to \$750,000

2,000 SF/Unit

24 New Residents

Est. Total Construction = \$4.8M

AV = \$2.9M



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE



VIII.a

## ECONOMIC + FINANCIAL IMPACT

### DEVELOPMENT SUGGESTIONS

#### *Parcel C (Apartments/Condos)*

#### RESIDENTIAL-USE CONSTRUCTION COST @ \$150/SF

2-Flrs, GLA SF = 46,000 SF

Commercial = 0

Residential = 46,500 SF (42 Units)

\$1.80/SF Rent or For Sale Condos from \$500K Up

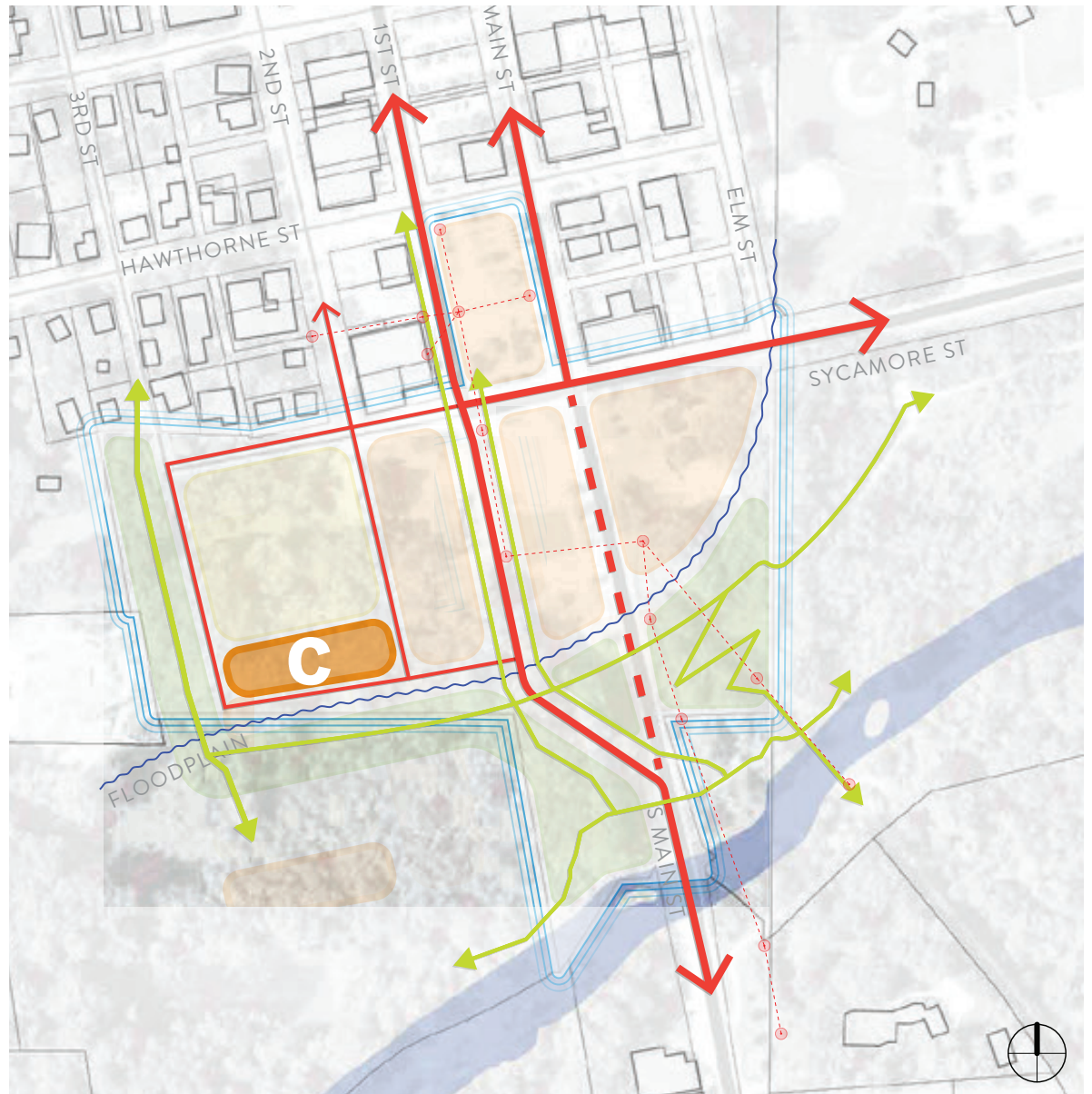
1,100 SF/Unit

64 New Residents

Est. Total Construction = \$7.0M

AV = \$4.1M

Structured Parking (Not Factored into Construction Cost)



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE

VIII.a

# ECONOMIC + FINANCIAL IMPACT

## DEVELOPMENT SUGGESTIONS

### Parcel D (Mixed-Use)

#### MIXED-USE CONSTRUCTION COST @ \$175/SF

3-Flrs, GLA SF = 81,000 SF

Commercial = 27,000 SF (40-80 Jobs)

Residential = 54,000 SF (74 Units)

\$1.80/SF

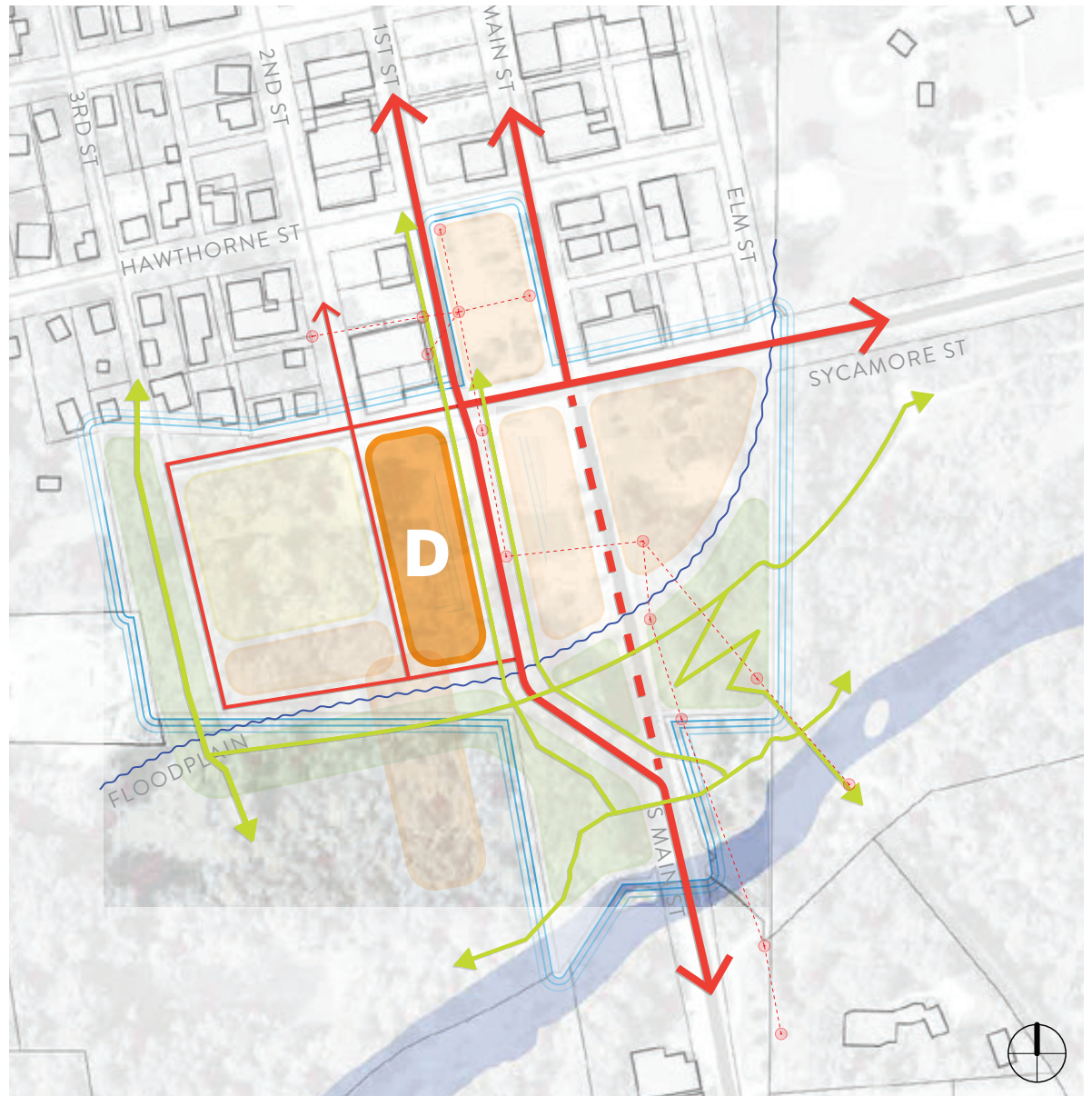
1,100 SF/Unit

111 New Residents

Est. Total Construction = \$14.2M

AV = \$8.5M

Structured Parking (Not Factored into Construction Cost)



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE



VIII.a

## ECONOMIC + FINANCIAL IMPACT

### DEVELOPMENT SUGGESTIONS

#### *Parcel E (Mixed-Use)*

#### MIXED-USE CONSTRUCTION COST @ \$175/SF

3-Flrs, GLA SF = 64,000 SF

Commercial = 21,000 SF (30-60 Jobs)

Residential = 43,000 SF (59 Units)

\$1.80/SF Rent or For Sale Condos

\$500K and Up

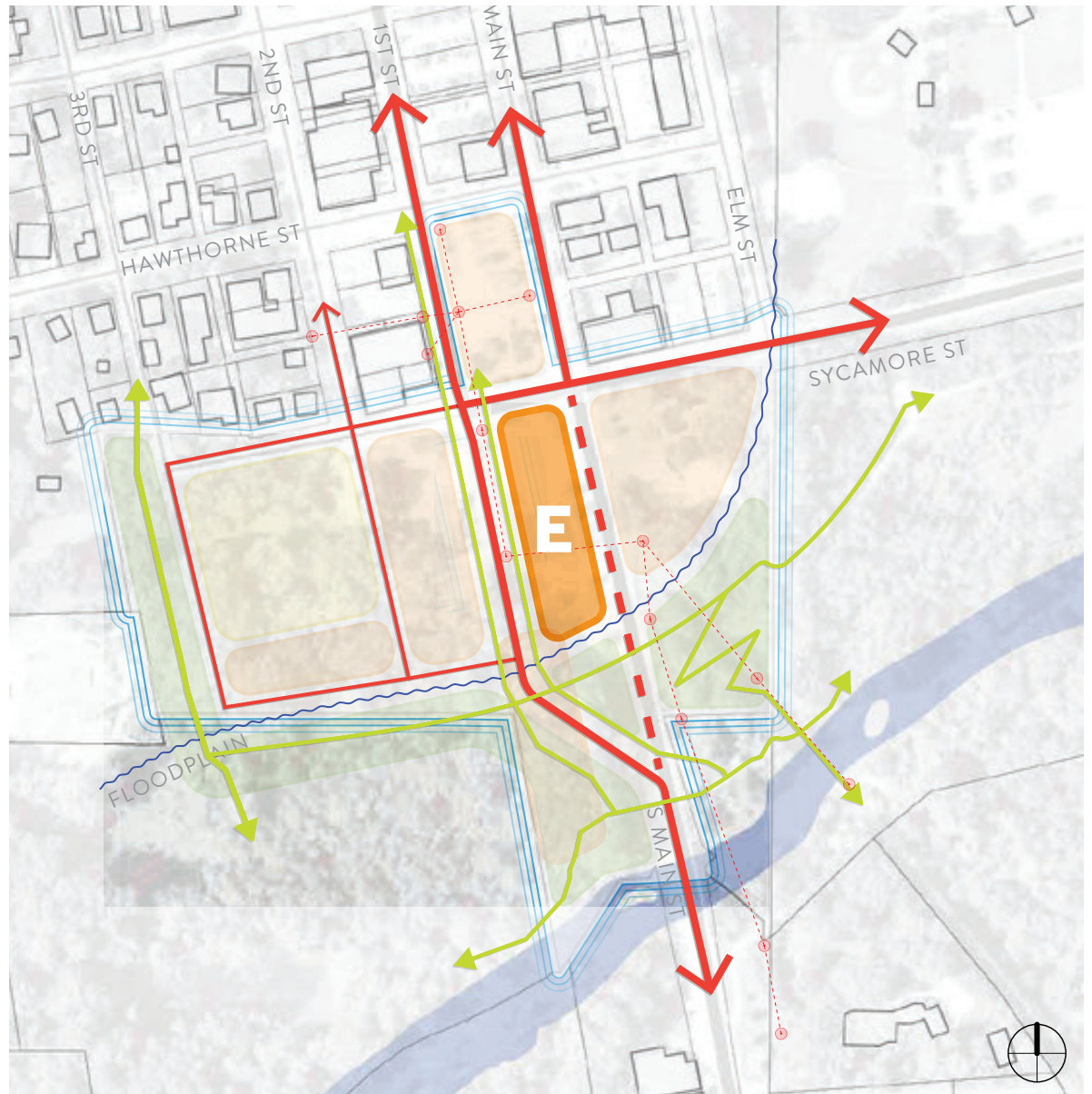
1,100 SF/Unit

89 New Residents

Est. Total Construction = \$11.3M

AV = \$6.8M

Structured Parking (Not Factored into Construction Cost)



— TRAILS

— STREETS

- - - PEDESTRIAN BLVD

■ RESIDENTIAL

■ MIXED-USE

■ GREENSPACE

VIII.a

## ECONOMIC + FINANCIAL IMPACT

### DEVELOPMENT SUGGESTIONS

#### *Parcel F (Mixed-Use)*

#### MIXED-USE CONSTRUCTION COST @ \$175/SF

3-Flrs, GLA SF = 82,000 SF

Commercial = 27,000 SF (82 Jobs)

Residential = 55,000 SF (45 Units)

\$1.80/SF Rent or For Sale Condos

\$500K and Up

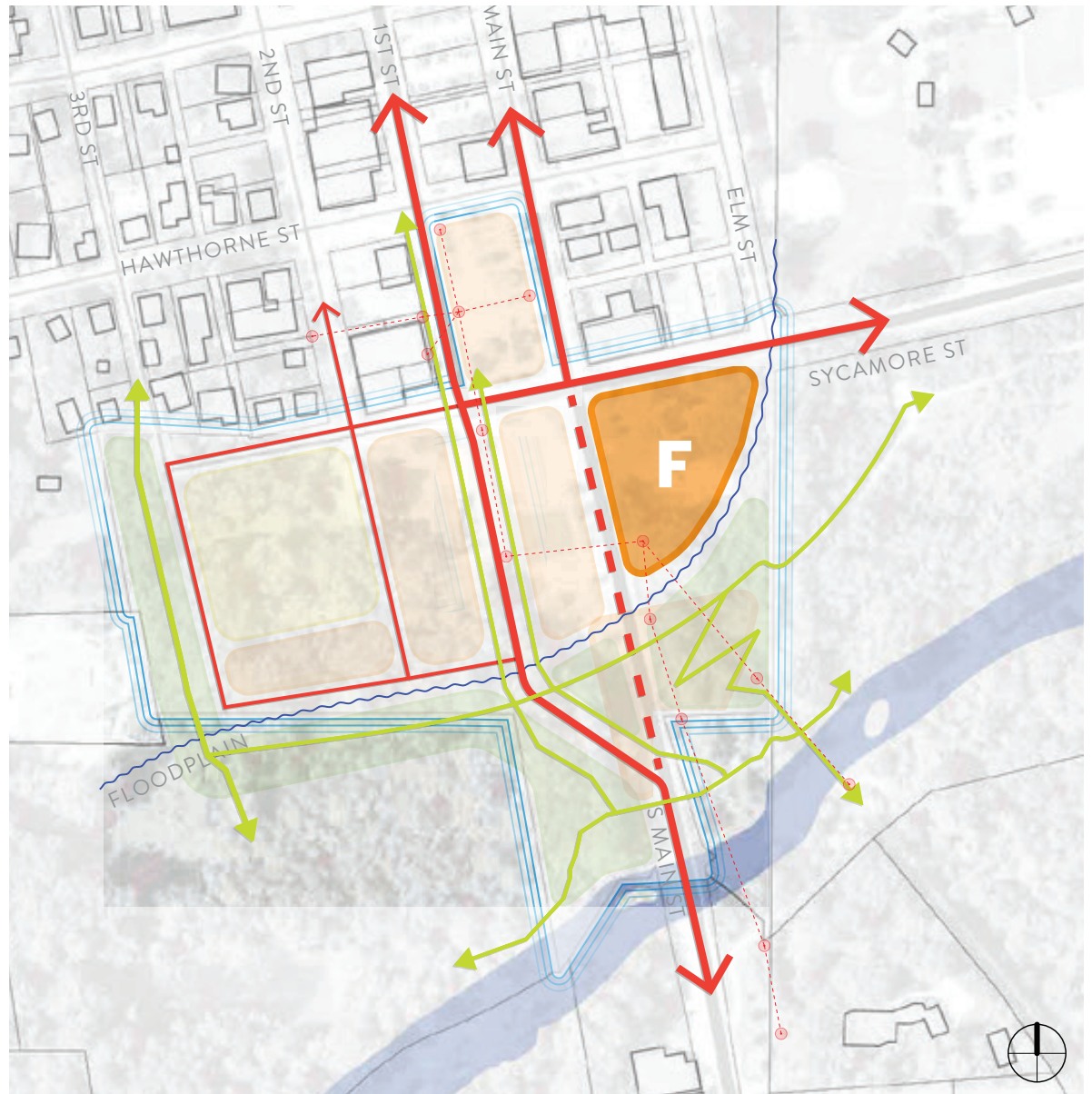
1,100 SF/Unit

67 New Residents

Est. Total Construction = \$14.3M

AV = \$8.6M

Structured Parking (Not Factored into Construction Cost)



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE

SECTION VIII

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# DEVELOPMENT SUGGESTIONS



IX.a

## DEVELOPMENT SUGGESTIONS

### EXTENDED 1ST STREET

#### Scenario 1

Scenario 1 aligns with the Option 1 concept shown in a previous section of this booklet.

### SCENARIO 1 – TOTALS

GLA SF = 307,000 SF

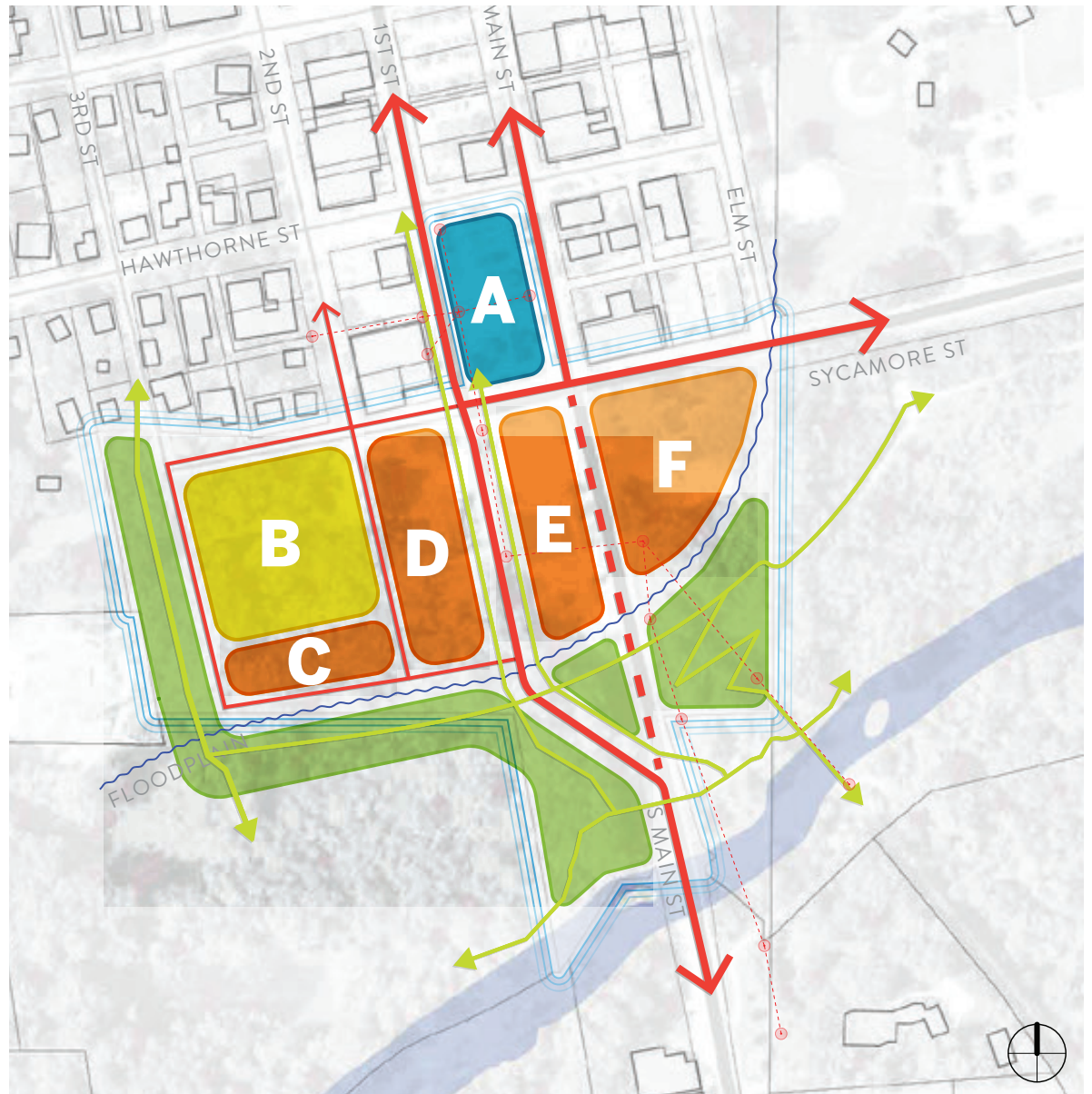
Commercial = 76,000 SF (100-200 jobs)

Residential = 231,000 SF (237 units)

355 New Residents

Est. Total Construction = \$51.2M

AV = \$31.1M



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD
- RESIDENTIAL
- MIXED-USE
- GREENSPACE
- PUBLIC PLAZA

IX.a

## DEVELOPMENT SUGGESTIONS

EXTENDED 1ST STREET

### Scenario 2

Scenario 2 aligns with the Option 2 concept shown in a previous section of this booklet.

#### SCENARIO 2 – TOTALS

GLA SF = 312,000 SF

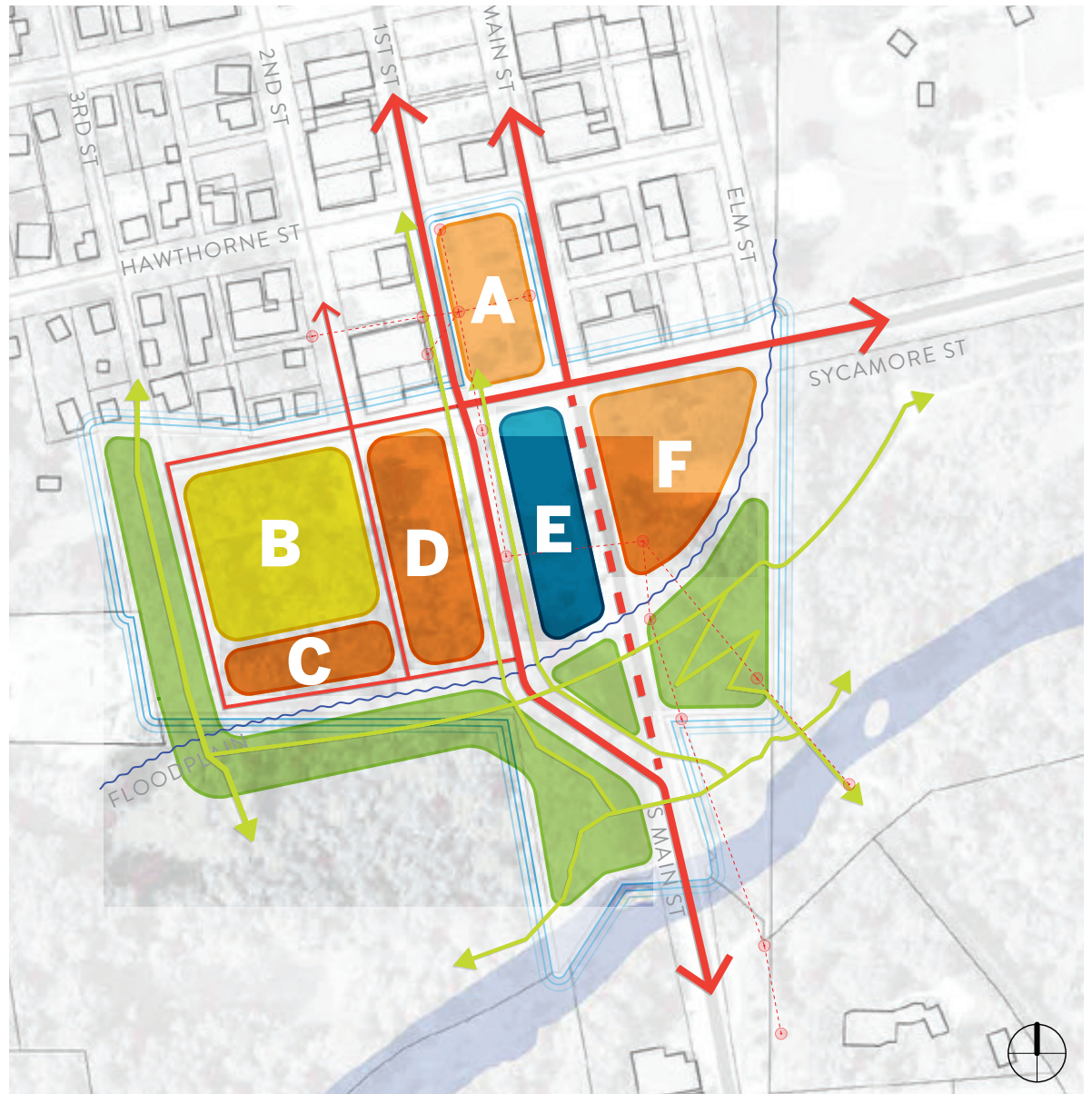
Commercial = 78,000 SF (100 -200 jobs)

Residential = 234,000 SF (216 units)

323 New Residents

Est. Total Construction = \$52.7M

AV = \$31.6M



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD

- RESIDENTIAL
- MIXED-USE
- GREENSPACE
- PUBLIC PLAZA



IX.a

## DEVELOPMENT SUGGESTIONS

EXTENDED 1ST STREET

### Scenario 3

Scenario 3 aligns with the Option 3 concept shown in a previous section of this booklet.

#### SCENARIO 3 – TOTALS

GLA SF = 377,000 SF

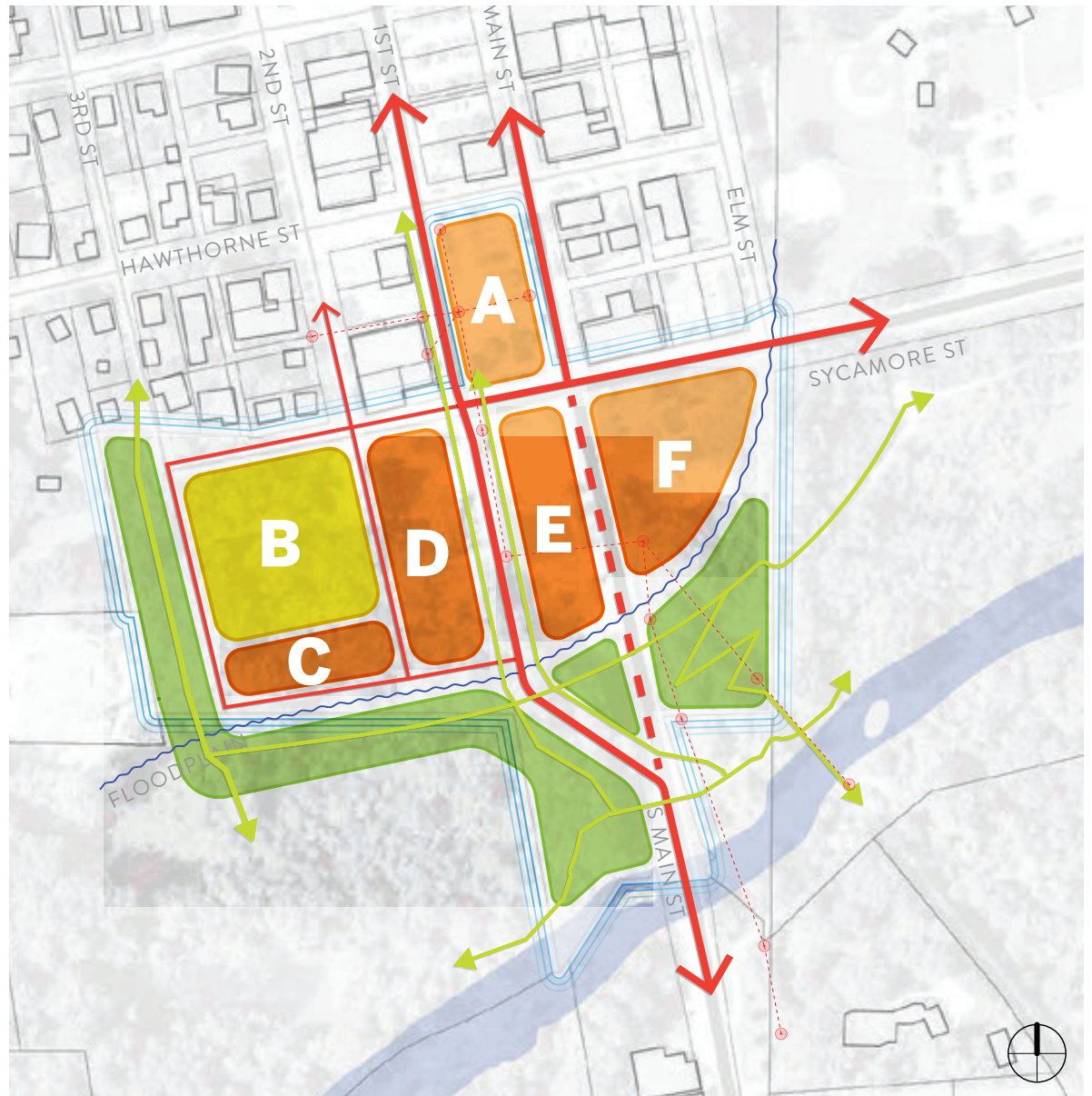
Commercial = 99,000 SF (150-300 jobs)

Residential = 278,000 SF (275 units)

412 New Residents

Est. Total Construction = \$64.1M

AV = \$38.4M



- TRAILS
- STREETS
- - - PEDESTRIAN BLVD

- RESIDENTIAL
- MIXED-USE
- GREENSPACE

## DEVELOPMENT SUGGESTIONS

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### ADDITIONAL THOUGHTS

#### *Residential*

The townhomes in the ZGA are meant to be a buffer between the larger mixed-use buildings to the east and the existing neighborhood to the west and north. It is suggested that they be no more than two to three stories in height and of an architectural style that blends within the existing context, but does not try to replicate a historic style. Future designs could include traditional forms with modern materials and detailing or more modern forms with traditional materials. Either could feel at home in the ZGA. Both connected townhomes with modern detailing and detached style single-family homes with traditional styling are welcome in the ZGA.

#### *Public Space*

A more detailed programming and design study of the public areas within the ZGA will be warranted once a basic area direction has been chosen and more existing conditions data has been gathered. That said, we know from the Listening Sessions that Zionsville stakeholders would like to see a mix of hardscape/plaza spaces and landscaped beds/lawn areas. Those spaces could incorporate amenities such as public restroom facilities, seasonal or special uses, and a myriad of other programmatic elements. Small-scale structures within the public area could house functions such as restrooms, stage areas, and farmers markets. All these amenity offerings were discussed and generally desired by stakeholders in the Listening Sessions.

#### *Mixed-Use Development*

As each parcel is developed either separately by individual owners/developers or as a larger more encompassing endeavor, the materiality and style of the buildings will take on a life of their own. That said, they will need to compliment and fold into the fabric of the existing downtown area. Two and three-story development with modern and traditional elements will compliment the scale and style of the adjacent Village area. Traditional forms and modern materials are welcomed, as are more modern forms and traditional materials. In any case, the design of the new structures should not try to emulate or replicate a historic style.

Outdoor activation of both the street and roof levels is highly desired, especially when fronting on the new pedestrian section of Main Street. Buildings along that walkway have a unique opportunity to emulate and/or influence the quality, feeling, and attitude of the entire ZGA.

**DELV**  
DESIGN

