

MIDTOWN will be Destination Connected.

- Midtown was created before cars dominated how we go places. Midtown will be a place where cars do not dominate how we go places.
- A non-automobile transportation system will exist to link major destinations when walking is not a feasible or desirable option.
- Mass Transit will be a utility that will reduce the demand for the use of land for parking and will increase property values.

MIDTOWN will be an Exceptional Outdoor Experience.

- If you live and work in Midtown, you will never be more than a 10 minute walk to a park, trail or natural area.
- From children to seniors, walking in Midtown will be a clear option and a safe thing to do.
- Midtown will have a compelling canal-front and riverfront experience for residents and visitors.
- The White River will be a premiere urban recreational amenity in Indianapolis and the region.

MIDTOWN will be a Place of Investment.

- Midtown will embrace change and manage it to meet the values of its residents.
- Existing businesses and property owners will invest in themselves through various Economic Improvement Districts.
- Currently under-utilized properties will be tomorrow's heavily utilized sites.
- Real estate development opportunities will exist for smaller owners as well as larger owners.
- If you live and work in Midtown, in less than 10 minutes you will be able walk to get something to eat and drink.

MIDTOWN will be an Employment Generator.

- Because of its culture and brand, employers will want to locate their offices and facilities in Midtown.
- Midtown will accommodate excellent options for how you work including telecommuting, home office, live/work, traditional office, classrooms, studios and performance space.
- You will be able to walk or bike to work if you live in Midtown.

MIDTOWN will be a Public Policy Collaborator.

- Midtown will be a place where declining neighborhoods are improved before re-investment is not feasible.
- Organizations in Midtown will collaborate on public policy decisions with community leaders including land use and zoning, public infrastructure, schools, resource and funding allocations, public safety, marketing and economic development.
- Public policies in Midtown will be a reflection of the value of Midtown to the overall Indianapolis community.

MIDTOWN will be an Identifiable Place.

- Currently successful individual neighborhoods will now be seen as a complete district or "part of town" that promises something special and unique.
- What the public once saw as individual "institutions" they will now see as places that are even better because they are a part of Midtown.
- When you hear about Midtown you'll be intrigued. When you come to Midtown, you'll want to stay.

Because of this, MIDTOWN will be The Place to Live!

- Everything that Midtown is and will be, compels existing residents to stay and re-invest and motivates new residents to relocate.
- If I want to live in Midtown, I will be able to choose from a variety of housing options including condos, apartments, live/work arrangements and single family homes for multiple children families.
- Midtown will be a safe place to raise a family because your neighbors will be as committed to you as you are to them.
- Schools and Places of Worship will be pillars of the neighborhood and centers of learning and understanding.