

CARMEL HOME PLACE

AUGUST 2024



SoU SUMMARY OF
UNDERSTANDING



Let's build a vision
for the future of
our neighborhood!

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Distinctly Home Place,
a tightly-knit community.
Working together to improve
our community.

CARMEL COMPREHENSIVE PLAN



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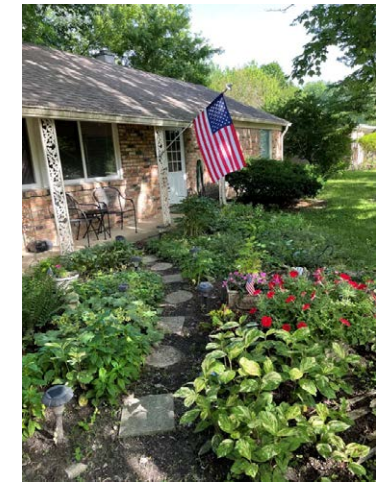
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Intro

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Intro

As part of the implementation of the Carmel Comprehensive Plan adopted in December 2022, the City of Carmel has hired Yard & Company to conduct a Home Place Subarea Plan. The planning process, which includes the creation of a neighborhood brand, has several purposes. It will establish Home Place's vision and goals for the future, lean into the community's sense of place to guide future decision-making, test ideas for improvements, and build ownership and excitement for the outcomes of the plan and neighborhood brand.



Photos: Indianapolis Star, June 14 2023, indystar.com; claytwp.org

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Who We've Engaged

2

Who We've Engaged

Walkshops

College Crossing Walkshop - 19 June 2024

Orchard Park Walkshop - 20 June 2024

Pop-Ups

Rosie's Garden Center Pop-Up - 19 June 2024

College Crossing Pop-Up - 20 June 2024

Events

Community Cookout - 19 June 2024

Focus Groups

GHPNA - 19 June 2024

Businesses - 20 June 2024

Churches - 20 June 2024



Who We've Engaged

Carmel City Council

DOCS Workshop (February 24, 2024)

Discussed purpose and timeline of the Home Place Subarea Plan

City of Carmel Engineering Depart.

Zoom Meeting (April 30, 2024)

Discussed infrastructure projects, needs, and observations

City of Carmel Community Services Dept.

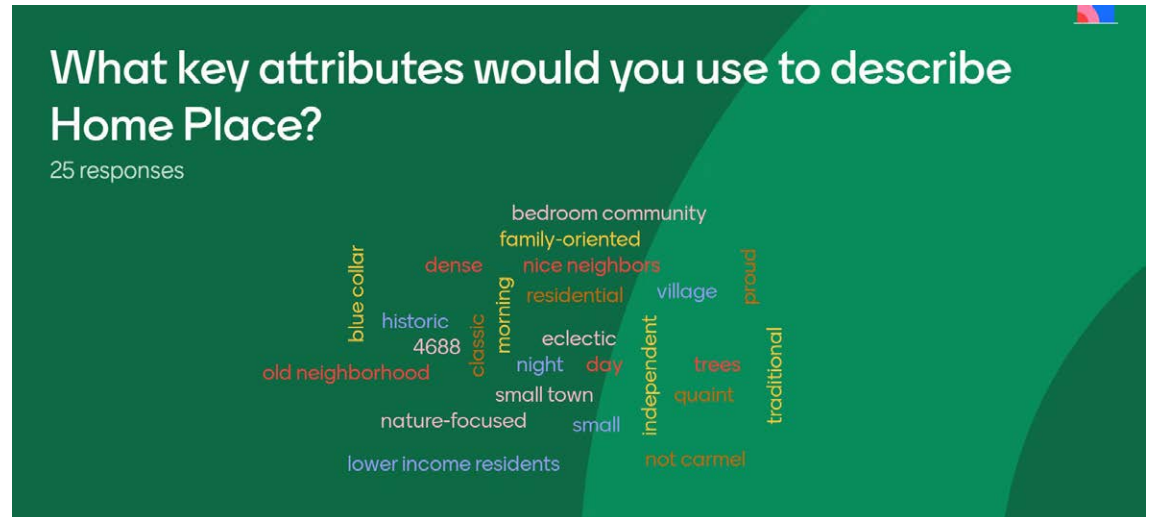
Zoom Meeting (April 30, 2024)

Discussed trends in community and developer requests in Home Place, general observations

Home Place Advisory Board

Zoom participation at regularly scheduled meeting (April 30, 2024)

Introduced plan purpose, timeline, and conducted a live, preliminary survey about Home Place



What brings community members together?

- » Ice cream social, fish fry
- » Neighborhood businesses
- » School, churches, fire station
- » History Museum
- » Central Park

What keeps people here in Home Place?

- » Affordability
- » Access to shops and amenities
- » It's not Carmel in Carmel
- » Residential community with good starter homes

What is needed?

- » More sidewalks/trails, lighting
- » Third places, dining
- » School/kids programming
- » Mindful development
- » Better drainage
- » Access to Carmel Current

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What We Heard

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What We Heard

We've been out in the community talking with residents, business owners, and other stakeholders to understand what makes Home Place special, the challenges it faces, and aspirations for the future. This section summarizes the valuable feedback we've received through surveys, interactive mapping, and community engagement events.

1,800
Website Visitors



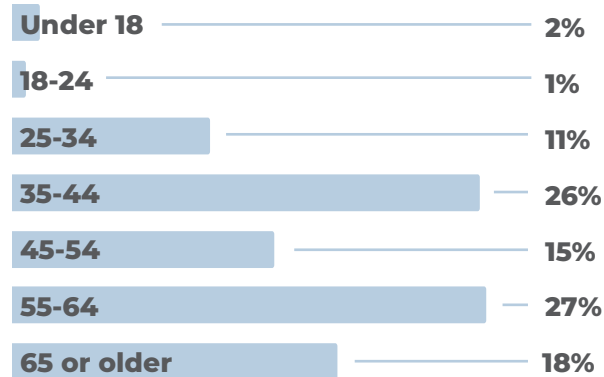
292 Surveys



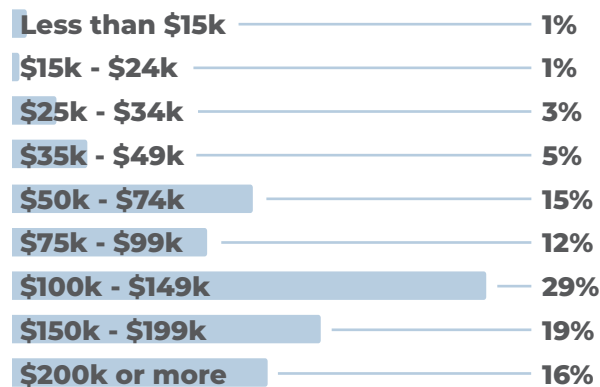
657 Map Pins

Who We Reached

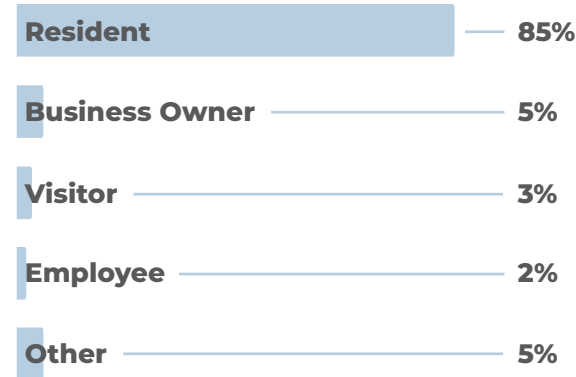
Age Range



Household Income

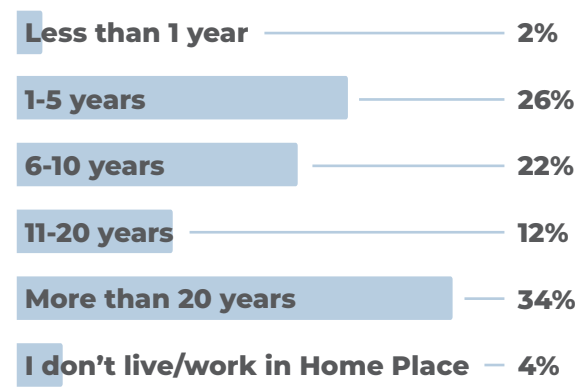


Affiliation with Home Place*

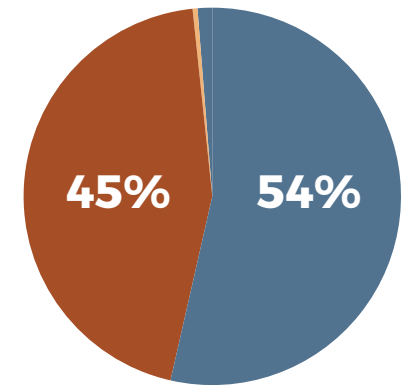
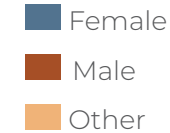


*Respondents were asked to select all answers that applied.

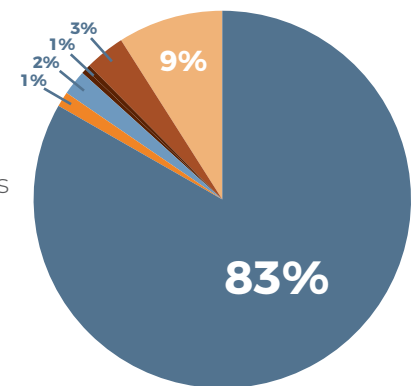
How Long Lived/Worked in Home Place



Gender

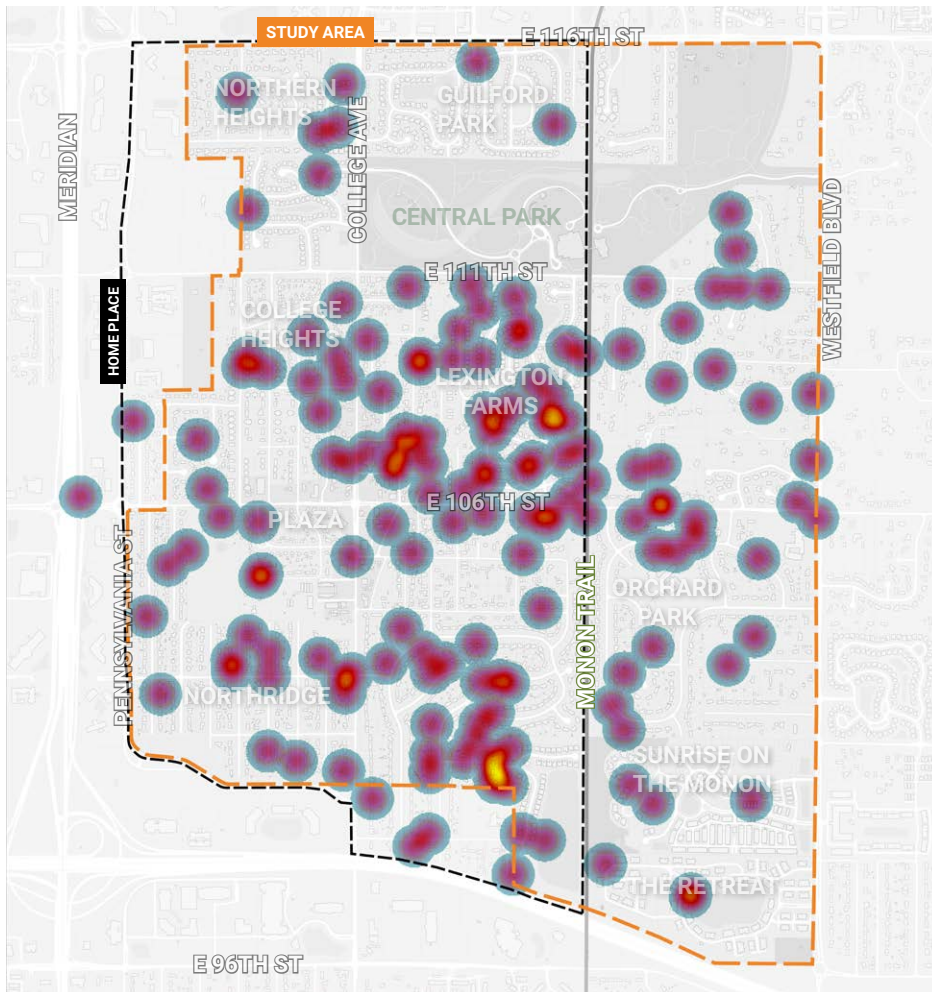


Race

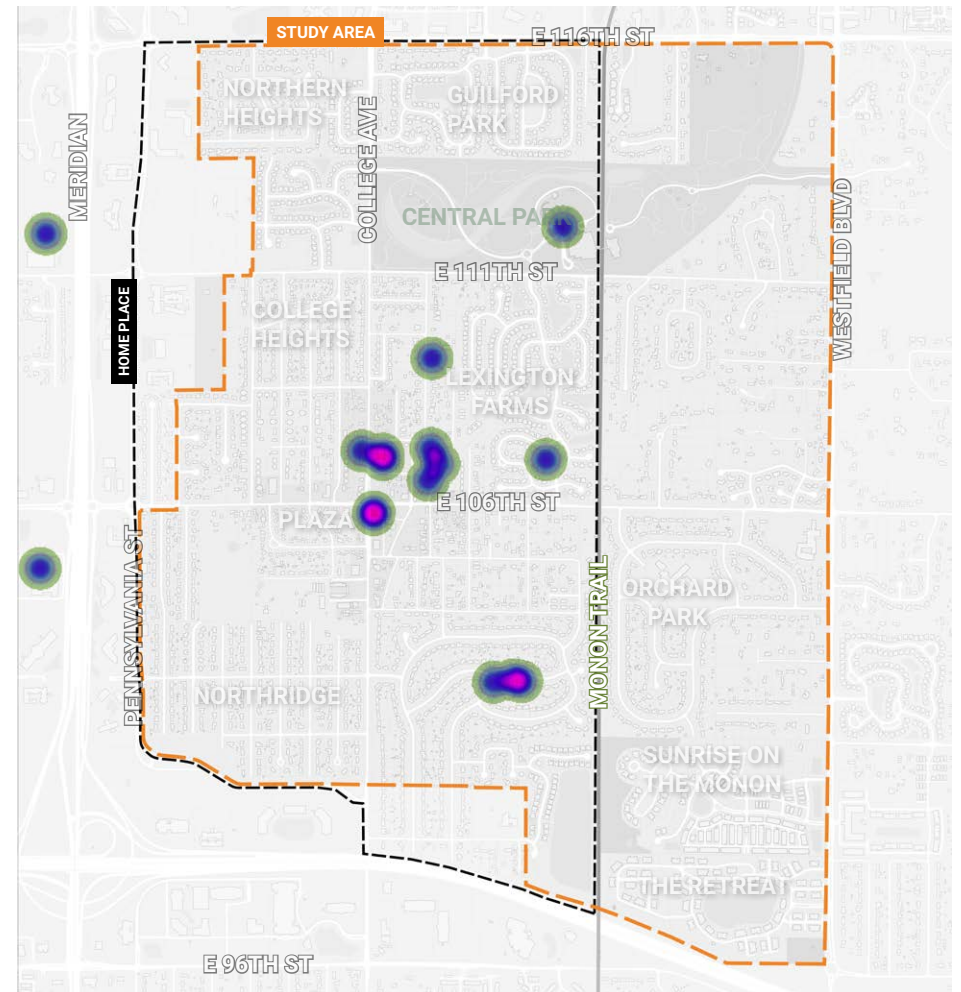


Who We Reached

Where Participants Live



Where Participants Work



What Home Place Loves

1—Most Common Sentiment Location/Convenience

Highlights the easy access to amenities, shopping, major roads, parks (like Central Park), and the Monon Trail.

2—Very Common Sentiment Quiet, Peaceful Atmosphere and Mature Trees

Focuses on the tranquil environment, mature trees, and a less hectic pace compared to other parts of Carmel.

3—Very Common Sentiment Affordability/Value

Emphasizes the more affordable housing options compared to other areas in Carmel, especially for larger lots and older homes.

4—A Significant Sentiment Community/Neighbors

Highlights the strong sense of community, friendly neighbors, and a feeling of belonging.

Location, location, location. It's hard to think about moving because everything is just so convenient.

Survey Participant

Quiet, Not over-built. Good deals in stores and real estate. Green. Close to Indy.

Survey Participant

Affordable, AMAZING location, easy access to Monon Center/park/trail. No HOA fees in the area I live.

Survey Participant

Your neighbors work together with you. The yards are large.

Survey Participant

What Home Place Wants to Change

1—By Far the Most Common Request

Sidewalks/Walkability/Pedestrian Safety

Participants want more sidewalks, especially along busy streets like College Avenue, as well as safer crossings for pedestrians and cyclists to access places like Central Park and the Monon Trail.

2—Very Common Concern

Infrastructure/Road Improvements/Drainage

Participants want better road maintenance, drainage solutions to address flooding, and in some cases, streetlights for improved visibility and safety.

3—Frequently Mentioned

Business/Retail Development/Amenities

A desire for more diverse and attractive businesses, especially around the 106th and College intersection, including restaurants, coffee shops, local shops, and more community gathering spaces.

Sidewalks! Everyone in Home Place should be able to use a sidewalk to get to Monon Trail/Center.

Survey Participant

Better streets and drainage (especially between 102nd and 103rd on Broadway).

Survey Participant

Better food options and stores at 106th and College.

Survey Participant

Some properties should be required to be cleaned up. There are some real eyesores.

Survey Participant

What Home Place Wants to Stay the Same

1—The Most Common Sentiment

Small Town Feel/Community/Character

Participants cherish the close-knit community, slower pace of life, and the unique character that sets Home Place apart from the rest of Carmel.

2—A Very Common Desire

Affordability/Affordable Housing Options

Participants want to preserve the area's affordability, especially in terms of housing, to ensure that it remains accessible to a diverse range of people and families.

3—Frequently Mentioned

Village-Scale Density

Residents strongly prefer the existing single-family homes and want to avoid high-rise apartments, condos, or dense developments that would change the neighborhood's character.

Small town feel. It is very appealing.

Survey Participant

Affordable housing! Please don't knock down all of the houses here and build heinous stone monoliths...

Survey Participant

No new apartment complexes/multi-family townhouses or large multi-use developments.

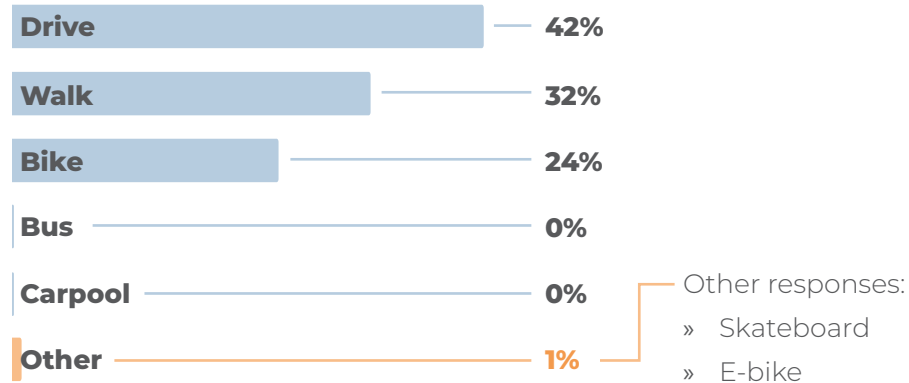
Survey Participant

The trees and green spaces. The small-town feel. The smaller family homes.

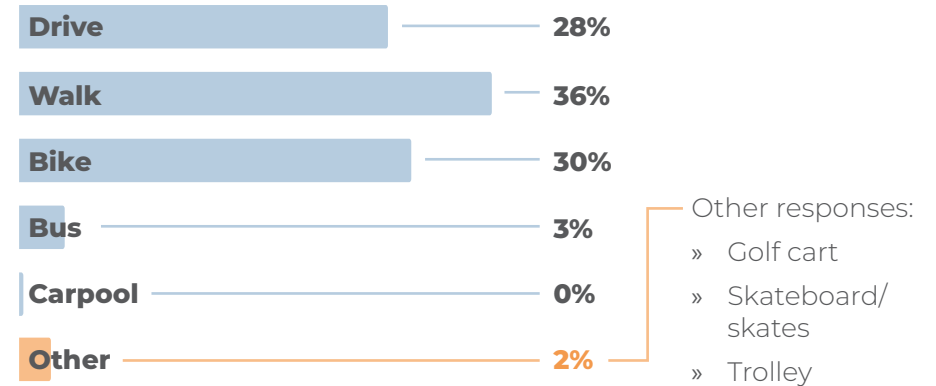
Survey Participant

What Home Place Wants

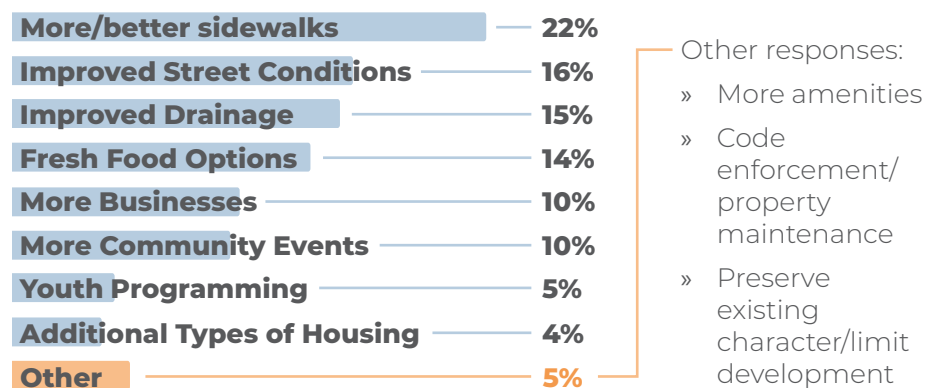
How Participants Get Around Today



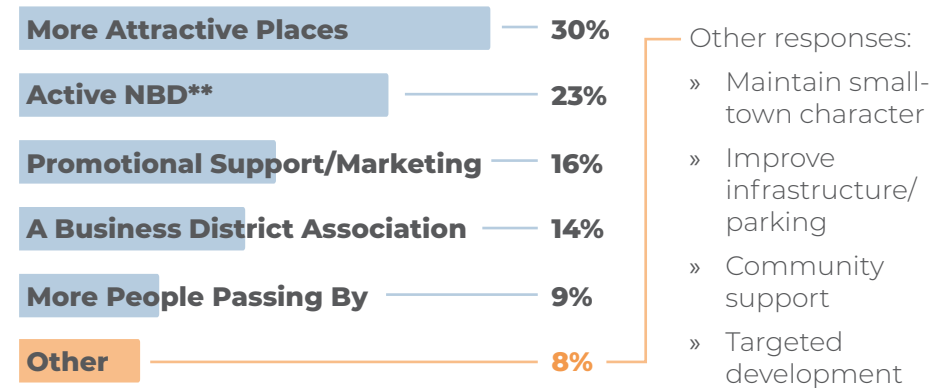
How Participants Want to Get Around in the Future



How Home Place Wants to Help Residents



How Home Place Wants to Help Business Owners



*For all questions, respondents were asked to select all answers that applied. **Neighborhood Business District

Where Home Place Loves

1—The Most Mentioned Place

Monon Trail

A beloved resource for walking, running, biking, and enjoying nature. It's highlighted as a significant reason why people love the area.

2—Very Popular

Central Park

Residents love Central Park for its green space, trails, playground, and splash pad. It's a central gathering point for families and outdoor enthusiasts.

3—Frequently Mentioned

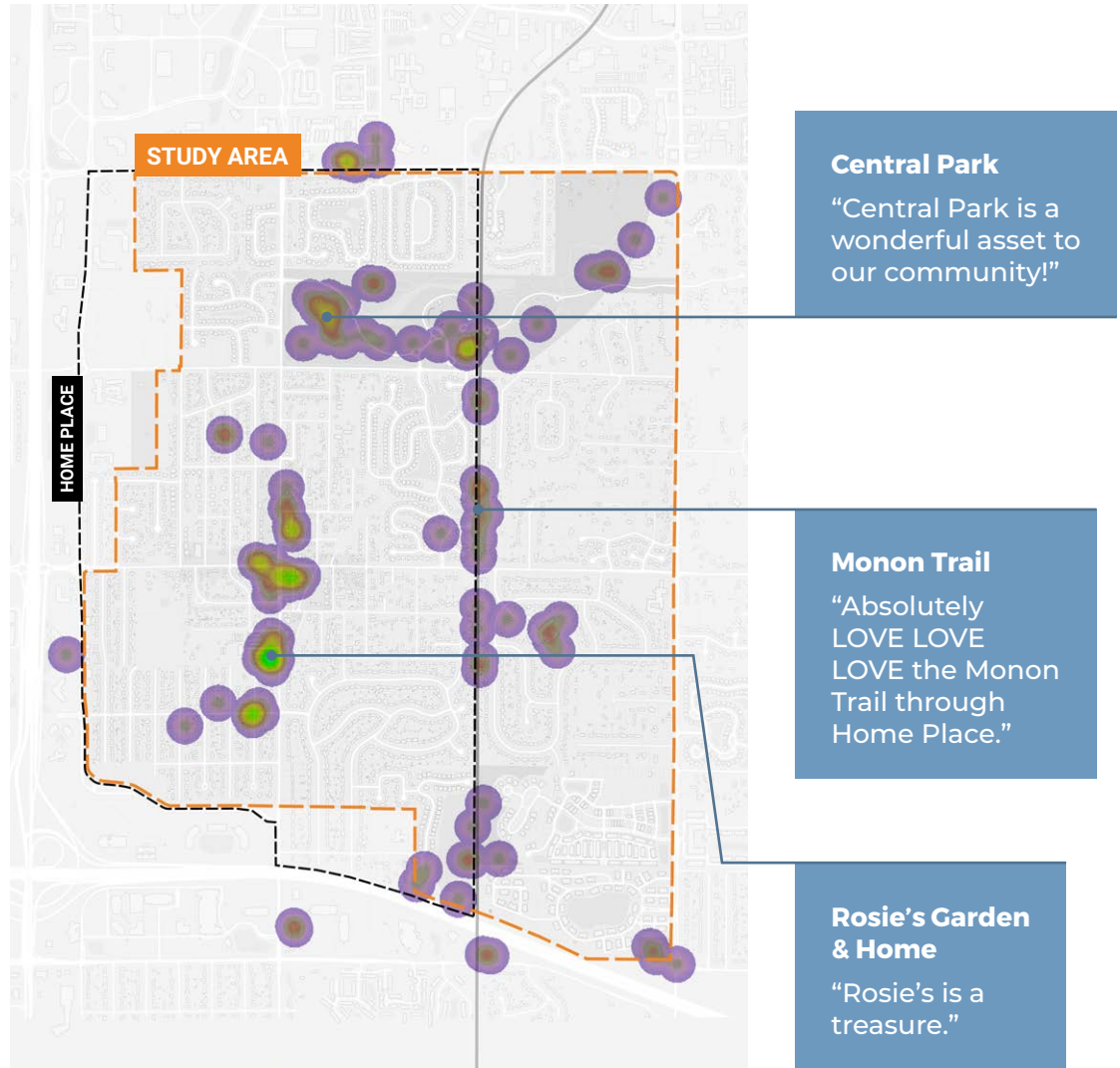
Rosie's Garden & Home

This local business is highly-valued for its unique offerings, friendly service, and role as a community landmark.

4—Mentioned Several Times

Upland Brewing Company

This local brewery is a popular spot for residents to enjoy craft beer and a casual atmosphere.



Where Home Place **Spends Free Time**

1—The Most Common Response **Monon Trail/Central Park**

The Monon Trail and Central Park are highly valued for walking, running, biking, playing with children, and enjoying nature. Residents appreciate the scenic wooded areas and trails.

2—Very Common **Home**

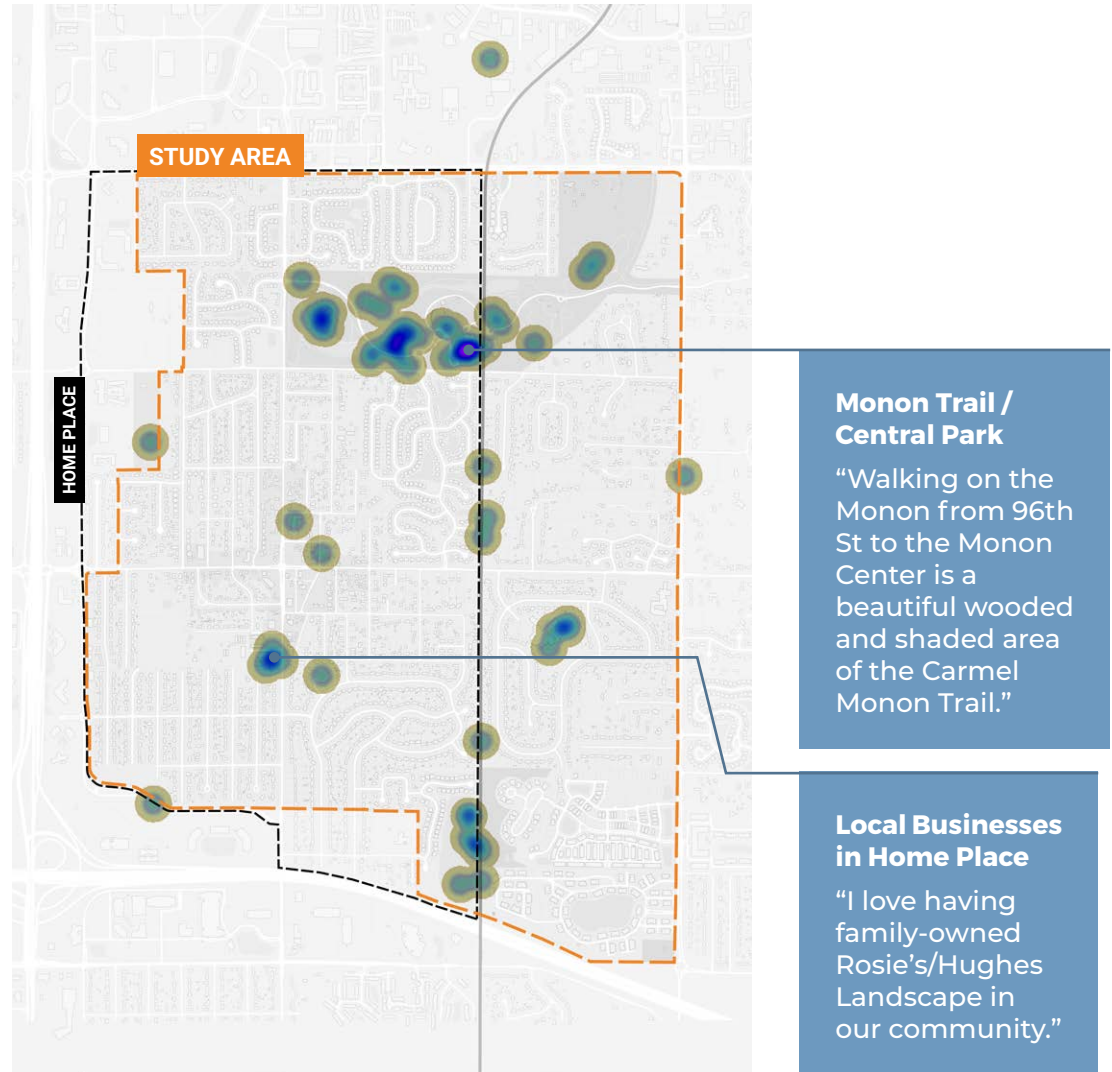
Many residents enjoy spending their free time at home, relaxing, gardening, or spending time with family.

3—Frequently Mentioned **Midtown Carmel**

Midtown Carmel is a popular destination for restaurants, shops, and entertainment.

4—Mentioned by Some **Local Businesses in Home Place**

Residents support local businesses like Rosie's Landscaping and Hughes Landscape.



Where Home Place is Comfortable

1—The Most Common Response Monon Trail/Central Park

Participants specifically mention the trails, wooded areas, and playground as comfortable places for walking, enjoying nature, and spending time with family.

2—Mentioned Multiple Times Monon Community Center

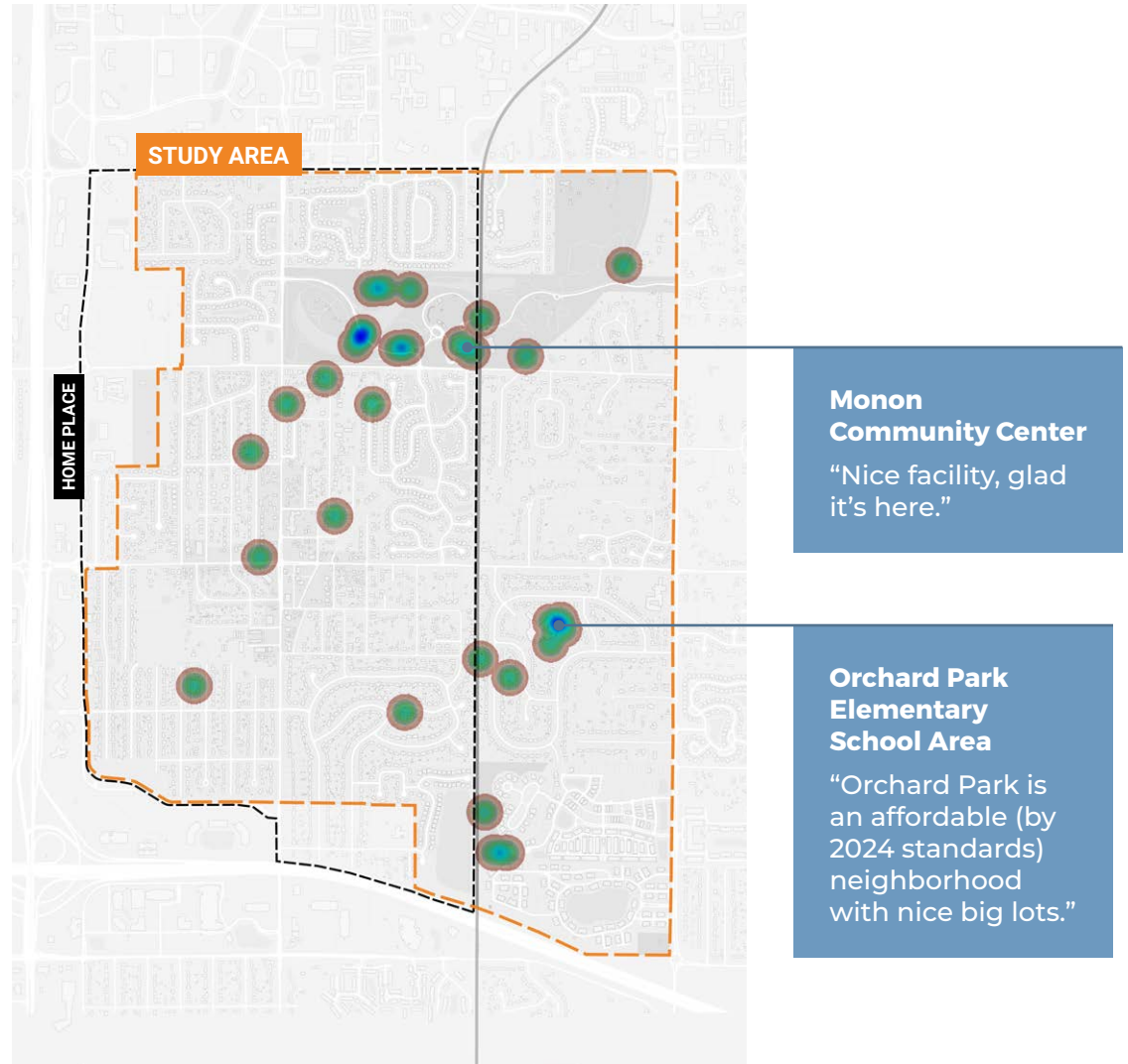
The Monon Community Center is appreciated for its facilities, programs, and overall positive atmosphere.

3—Frequently Mentioned Neighborhoods/Residential Areas

Several respondents mentioned their own neighborhoods or specific streets as comfortable places, highlighting the quiet, safe, and family-friendly environment.

4—Mentioned a Few Times Orchard Park Elementary School Area

While the school is closed, respondents mention enjoying the surrounding area, including the playground and the sense of community associated with it.



Where Home Place is Uncomfortable

1—The Most Common Response Busy Streets/Intersections

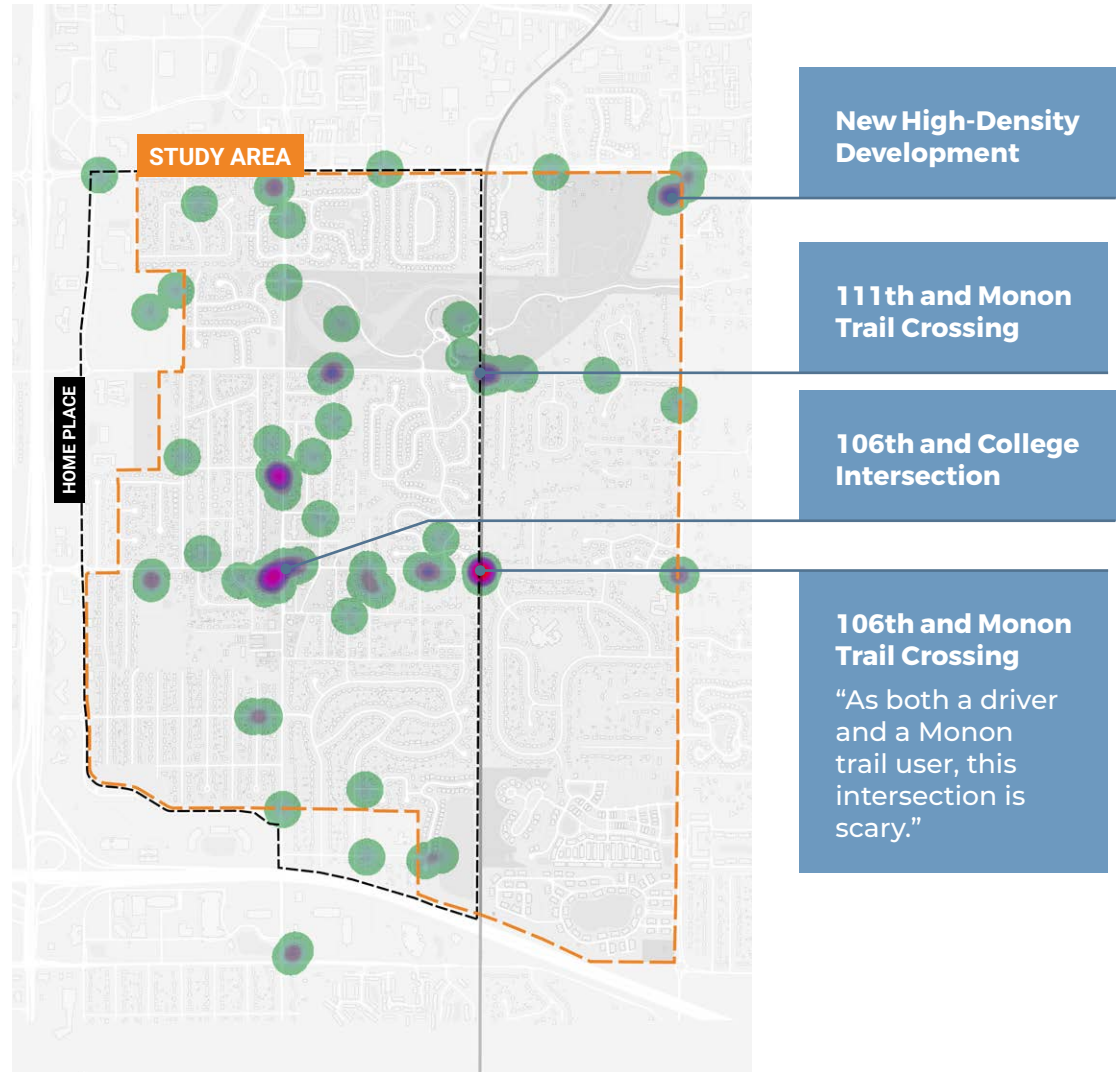
Residents mention several streets and intersections, like 106th and College, 111th Street, and 101st Street, as uncomfortable due to fast-moving traffic, lack of sidewalks, and dangerous crossings, especially for pedestrians, cyclists, and children.

2—A Significant Concern Monon Trail Crossings

The Monon Trail crossings, particularly at 106th Street, are perceived as unsafe due to fast traffic and lack of clear right-of-way, posing risks for both trail users and drivers.

3—Frequently Mentioned Poorly Maintained Properties

Specific properties, including abandoned rental homes and businesses, are described as eyesores due to trash, overgrown vegetation, and broken-down vehicles.



Where Home Place Wants to Grow

1—The Most Common Area Mentioned 106th and College Intersection

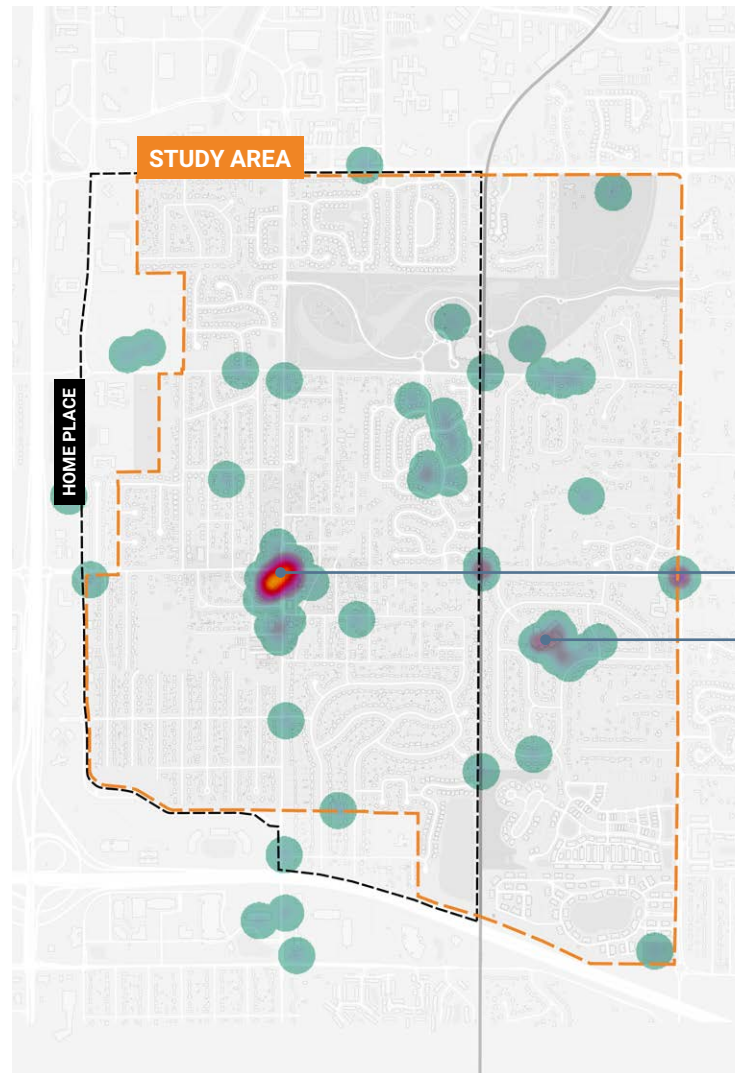
This intersection is seen as a major opportunity for revitalization, with residents desiring a walkable, community-oriented hub with local shops, restaurants, cafes, and gathering spaces.

2—A Very Common Theme Sidewalks/Walkability

The need for more sidewalks and pedestrian-friendly connections, especially along major roads like 111th Street and College Avenue, is a recurring theme. This would improve safety, encourage walking and biking, and enhance the overall appeal of Home Place.

3—Frequently Mentioned Improved Parks and Green Spaces

Residents desire better-maintained parks with more amenities, like playgrounds, sports facilities, and community gardens. There's a strong sentiment to preserve existing green spaces and potentially add new ones.



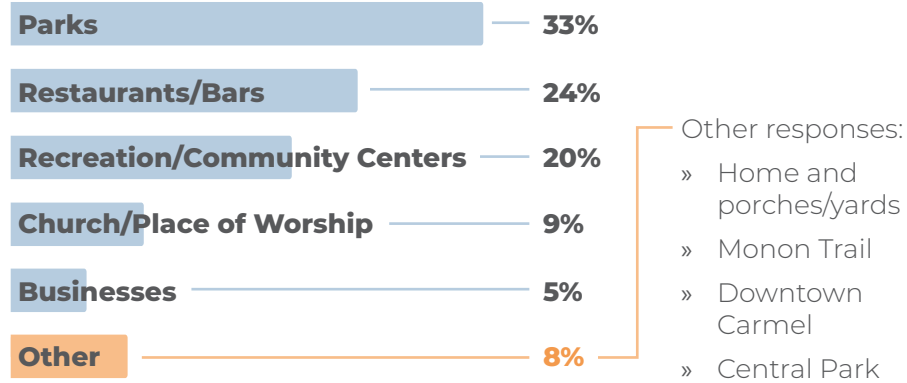
106th and College Intersection

“Huge opportunity to improve all 4 sides of this intersection with a true walkable gathering place - coffee shop, bakery, small grocery, unique shops, outdoor dining.”

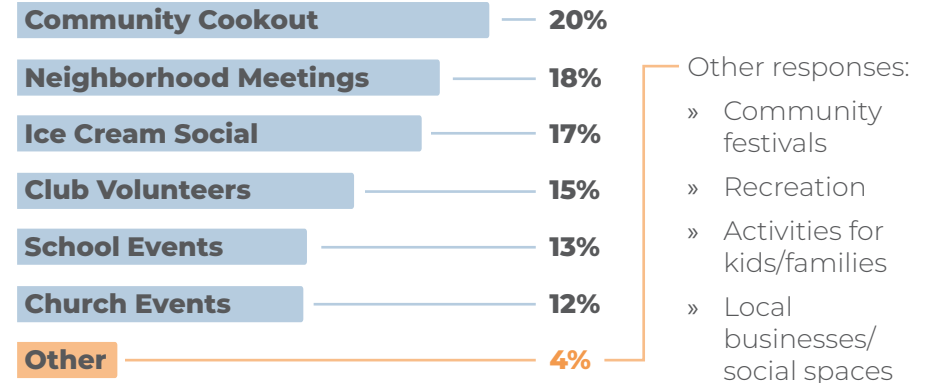
Orchard Park Elementary School Area

How to Reach Home Place

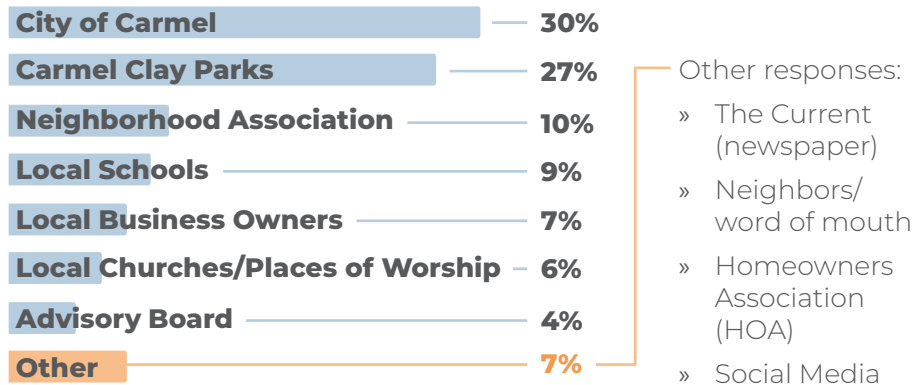
Where Participants Enjoy Spending Free Time



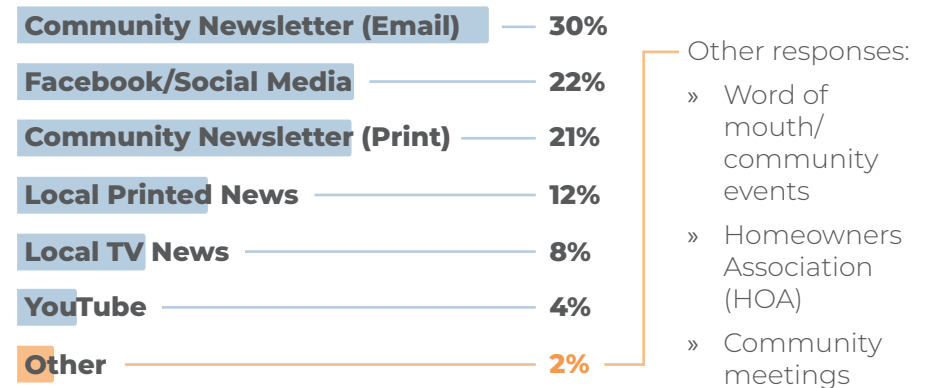
Activities to Bring Community Members Together



Where Home Place Currently Receives Info



Where Home Place Prefers to Receive Info



*For all questions, respondents were asked to select all answers that applied.

4

Emerging Themes



WELCOME TO HOME PLACE

AREA SETTLED 1832

We've been fractured, but not lost.

Home Place has a historically strong identity and an immutable sense of independence. But of late that has been put under stress by the loss of our school, the recent departure of Jimmy B's, new infrastructure, and new development at our edges. A full suite of branded elements can help promote our business district, bring community members together, those new and long-standing, and be an expression of who we are and what we value to Carmel and the region.



Embrace village life.

Inseparable from our identity is our village scale. In Home Place, neighbors know and look after one another. We have incredible first responders. Right out our doorsteps are some of our region's best amenities by foot, bike, or a short drive. Our village core is made up of small businesses that have anchored us for generations.

While we are not interested in changing who we are, we intend to grow and build on our terms. We have the opportunity to double down on our village lifestyle by influencing redevelopment of key sites, attracting more third places to meet up at, shared spaces to bump into friends, and streets that allow us to wave at more neighbors.



Make many small improvements in the business district.

Improving our village life does not require seismic change. We have made our fair share of large improvements: big developments, big roads, a big park, and a big trail. But now we have the opportunity to get a lot of the little things right, starting with our business district. This plan can lay out incremental changes to storefronts, activities and programs, landscaping, patios, lighting, signage, porches, parking, and how we handle storm water.



The time to get organized is now.

Thoughtful change requires thoughtful organizations. Working with existing organizations, we have the opportunity to usher in a new generation of collaboration and structure in our business community, social organizations, and advisory groups. This elevated level of organization can spark even greater levels of local engagement and forge productive relationships with other Carmel organizations such as its Department of Community Services, the Marketing and Community Relations Department, and the Carmel Current. These relationships can pave the way for more regular local community events, communications, village-scaled investments, and advocacy.



Next Steps

- » Broaden the awareness and participation of Home Place residents and community members in this planning effort
- » Work with community leaders to conduct grassroots community organizing
- » Collaborate with community on strategic actions to go into a Home Place Community Plan



by YARD & CO.