

East 10th Street Cultural District

WHAT WE HEARD

AT THE TOWN HALL

Thursday May 21, 2026



10TH AT ITS BEST

Question: When 10th Street is at its best, what three words describe it?

WORKING-CLASS

ACCESSIBLE

INCLUSIVE

DIVERSE

WALKABLE

COMMUNITY-CENTERED

SAFE

AFFORDABLE

LIVELY

ACTIVE

COLORFUL

SOCIAL

OUR BRAND

Question: What people, places, businesses, histories, cultures, foods, music, buildings, or everyday rituals must be reflected?

Residents want the district to reflect local businesses, family-owned shops, authentic food, music, antiques, Black history, Latino culture, rail and industrial history, places of worship, everyday neighborhood gathering, and places like the Emerson Theatre, J Clyde's, and Steer-In.

The identity should celebrate the what is already here while being “down-to-Earth.”

WE ARE NOT...

Question: What should the brand avoid so it does not feel fake, generic, exclusionary, or like gentrification?

Neighbors warned against anything too slick, cutesy, corporate, luxury, or disconnected from the area.

“IT MUST BE FEEL LIKE ALL OF US AND NOT ANY ONE OF US.”

The message was clear:

Do not make it feel like Broad Ripple, and do not create a brand that pushes out existing residents or local businesses.

WHO ARE WE?

Question: Finish this sentence: "This district should be known as the place where _____."

RESIDENTS SAID 10TH STREET SHOULD BE KNOWN AS A PLACE WHERE:

- people feel welcome
- ordinary people thrive
- families gather
- neighbors meet
- cultures mix
- one can enjoy food, music, and entertainment
- people walk safely
- local businesses are supported
- community comes together

THE SHARED VISION: A PLACE TO BELONG.

COMFORT

Question: What would make you feel comfortable walking, biking, rolling, taking the bus, or spending time here?

TOP PRIORITIES INCLUDED:

- Better lighting
- wide and clean sidewalks
- protected bike lanes
- slower traffic
- improved transit and bus shelters
- benches, shade, trees, and flowers
- more crosswalks
- street art
- outdoor seating
- housing density
- more visible community activity.

THE MESSAGE WAS CLEAR: MAKE 10TH STREET SAFER AND MORE COMFORTABLE FOR EVERYONE.

PRIORITIES

Question: What improvements should happen first, and where?

Residents prioritized safety, traffic calming, physical barriers between drivers and non-driving spaces, sidewalk maintenance, street lighting, murals in highly visible areas, partnerships with shelters, pedestrian improvements at 10th and Emerson, flooding near Sherman Drive, and attention to Linwood Square.

Many people said
safety should come first.

WHAT WORRIES YOU?

Question: What tradeoff worries you most: parking, loading, speeding, noise, safety, trash, maintenance, displacement, or something else? What would make that concern manageable?

The biggest concerns were safety, displacement, speeding, long construction, maintenance, parking and loading, trash, and the possibility of making 10th Street harder to access or drive through.

We will continue to balance the needs and desires of our many stakeholder groups alongside our research and constraints, grounding our decisions in our stated values.

WHAT CAN WE PROMISE YOU?

Question: What maintenance, ownership, or anti-displacement promise should guide the work?

Neighbors asked for community involvement, long-term maintenance, support for local ownership, trash pickup, durable infrastructure, resources for existing residents, and a clear commitment not to price people out.

WE MAKE THAT PROMISE

WHO WINS & WHO'S NEXT?

Question: Who must benefit from this project, and who still needs to be invited?

Residents said the project must benefit neighbors, renters, homeowners, business owners, walkers, bikers, bus riders, drivers, people of all ages and incomes, longtime residents, Spanish speakers, ethnic minority communities, shelters, and service providers.

In other words, **the people already here.**

NEXT STEPS

- Outreach to corporate chains for donations and coordination.
- Contact shelters, outreach services, and Keys2Work
- Talk with IMPD and neighborhood stakeholders about bringing an IMPD substation back to the area
- Outreach to Hispanic/Latino, youth, and elderly residents.
- Research programs and advocacy to support local ownership
- Get parks dept. to commit to trash can maintenance for the corridor.
- Begin working on brand kit concepts.

There is lots to do, please get involved!

STAY ENGAGED

THIS IS AN ONGOING, ITERATIVE PROCESS

Share, like, and comment!

Follow us here on Instagram

View our webpage (Link in Bio)

**Sign up for our newsletter, volunteer,
and join a paid focus group** (Link in Bio)

Show up and **meet your community!**

UPCOMING EVENTS FROM THE COMMUNITY

Live Music

Fat Daddy and K Morris Southern Soul: \$40

Love Indy Bar and Grill

Saturday, June 20th | Doors Open at 9PM

Food and Fun

Community Day: Free

Zion Unity Baptist Church

Saturday June 27th | 10am–3pm

STAY TUNED FOR MORE!

