

VISION PLAN

WASHINGTON SQUARE

JULY 2026

COMMUNITY MEETING
MONDAY, AUGUST 3, 2026



SCHMIDT
ASSOCIATES

CONSULTANT TEAM

SCHMIDT ASSOCIATES

Master Planning

Joseph Jarzen – Client Liaison
Stephanie Gates – Landscape Architect
Craig Flandermeyer – Landscape Architect

WINTER WHEAT

Real Estate Development & Consulting

MK Lindsey – Owner

STEERING COMMITTEE

- Ben Lipps, Town Manager – Town of Cumberland
- Councilor Michael Paul-Hart, City Councilor – City of Indianapolis
- Samantha Douglass, Far Eastside Community Coordinator – Far Eastside Quality of Life Plan
- Vincent Ash – Lauth Development
- Brandon Taylor – LISC Indianapolis
- Cheria Caldwell – Resident & Ball State University College of Architecture and Planning Student



WHAT WE HOPE TO ACCOMPLISH TONIGHT

Community Town Hall, August 3, 2026

- **Presentation – 25 minutes**
 - Background to the Study
 - Findings from the Community Outreach and Market Study
 - Project Recommendations
 - Next Steps and Why it Matters
- **Group Conversation – 20 minutes**
- **Break-out around Project Sheets – 15 minutes**



WBE

CERTIFIED WOMENS BUSINESS ENTERPRISE
51% MAJORITY WOMEN-OWNED
47% WOMEN + MINORITIES

SUSTAINABILITY

23 LEED PROJECTS
[9 GOLD, 12 SILVER, 2 CERTIFIED]

±150
EMPLOYEES



TOP 300 NATIONAL ARCHITECTURE FIRM
ARCHITECTURAL RECORD

TOP 500 NATIONAL DESIGN FIRM + TOP MIDWEST DESIGN FIRM
ENGINEERING NEWS-RECORD/ENR MIDWEST

EMERGING PROFESSIONAL (EP) FRIENDLY FIRM
AIA INDIANA

EQUITABLE FIRM AWARD
AIA KENTUCKY

SCHMIDT ASSOCIATES LEADS A TRANSFORMATIVE DESIGN PROCESS FOUNDED ON MUTUAL RESPECT AND SHARED INVESTMENT.

ARCHITECTURE • ENGINEERING • ENERGY • INTERIOR DESIGN
SITE • CONSTRUCTION ADMINISTRATION • OWNER'S REPRESENTATIVE



STUDIOS
CUMULATIVE

±17M SF
±\$986M

COMMUNITY, LIFESTYLE, WORKPLACE

±4.5M SF
±\$998M

HEALTHCARE

±13M SF
±\$758M

HIGHER ED

±55M SF
±\$3.5B

K-12



BETTER
FORESIGHT



BETTER
INSIGHT



BETTER
ON-SITE



15,000 HOURS OF
COMMUNITY INVOLVEMENT
BY OUR STAFF OVER THE
PAST 10 YEARS

SERVANT LEADERSHIP



OUR SERVANT LEADERSHIP
APPROACH SEEKS TO DEEPLY
UNDERSTAND OUR CLIENTS
AND PUT THEIR MISSION AND
GOALS ABOVE OUR OWN.

BETTER FORESIGHT. BETTER INSIGHT. BETTER ON-SITE.

BACKGROUND

Washington Square Mall

10202 E. Washington Street, Indianapolis, IN

- **For generations**, Washington Square Mall was the cultural and commercial heart of the Far Eastside — a destination for shopping, dining, entertainment, and employment.
- The **site remains open** but has experienced decades of disinvestment — deteriorated parking, poor lighting, vacant storefronts, and diminishing retail anchors.
- The community has organized through **the Far Eastside Quality of Life Plan** and sustained a persistent demand for reinvestment that reflects who the Far Eastside is today.
- ~94 acres | 20 parcels | 17 owners across 11 states
- Existing anchors Target, Kroger, and AMC Theater will remain in redevelopment plans.



BACKGROUND



PATH TO TODAY

- 1 ELECTED + LISTENED**
Constituents raised concerns and ideas about the mall's future
- 2 INITIAL MALL REPORT**
Built an early report to organize issues, ideas, and options
- 3 TIF DISTRICT CREATED**
South Post Road TIF established; boundary can be redrawn if a project emerges
- 4 OWNER OPENNESS CONFIRMED**
Mall attorneys confirmed owners are open to offers
- 5 INVESTOR QUESTIONS**
Potential partners asked for utilities, redevelopment costs, and feasibility information
- 6 SCHMIDT ASSOCIATES STUDY + COMMUNITY INPUT**
Architecture team gathers feedback to shape a plan, prospectus, and funding package

COMMUNITY ENGAGEMENT

How We Engaged

FAR EASTSIDE RESIDENT + STAKEHOLDER SURVEY

Administered via Mentimeter during a community engagement session drawing approximately 80 participants — long-time residents, current and former business owners, HOA leaders, community organization representatives, Warren Township stakeholders, and elected officials.

BUSINESS OWNER OUTREACH

Two dedicated input sessions: one Town Hall structured event and one where the project team visited the mall and spoke directly with ~10–15 business owners at their locations.

~80

Community Survey
Participants

~15

Business Owners
Engaged

20–40+

Years Most Participants
Have Lived in the Area

3

Rounds of Community
Input & Feedback

Community engagement event held April 2026 served as a key opportunity to gather public feedback that will inform an investor prospectus and future project package.

KEY ENGAGEMENT FINDINGS

1

Deep Emotional Investment

Lifelong connections to Washington Square. This is not simply a real estate question — it is a community identity question. Residents want the site to reflect and serve the Far Eastside.

2

Physical Condition Is a Barrier

Parking lot deterioration, poor lighting, and neglect were the most commonly raised immediate concerns. Many said they would visit more often even now if conditions improved.

3

Residents Are Traveling Elsewhere

Absence of anchor retail — bulk stores, quality grocery, national restaurant chains — is pushing spending to other parts of the city. The community wants to reverse this economic leakage.



KEY ENGAGEMENT FINDINGS



4

Mixed-Use Community Vision

The community envisions a mixed-use destination with housing (especially affordable and senior), health and community services, dining, entertainment, green space, and local business incubation.

5

Multimodal Connectivity Is a Must

Pedestrian and bicycle access, connection to the Pennsy Trail, and improved transit were cited as prerequisites — not afterthoughts — regardless of development form.

6

Equity Is the Underlying Demand

A recurring theme: Far Eastside residents want the same quality of investment that Indianapolis's northern and southern suburbs have long taken for granted.

ALIGNMENT WITH FAR EASTSIDE QUALITY OF LIFE PLAN

As imagined, this development could support the following FEQOL (Far Eastside Quality of Life)

HOUSING AFFORDABILITY + EQUITABLE GROWTH

- Goal 2: Create More Affordable Options; Goal 3: Advance Equitable Development

FINANCIAL STABILITY & ECONOMIC OPPORTUNITIES

- Goal 2: Connect Residents to Good Jobs and Wealth-Building Opportunities
- Goal 3: Strengthen the Local Economy
- Goal 4: Improve Collective Impact

SAFE & HEALTH ENVIRONMENT

- Goal 1: Make It Safer and Easier to Get Around
- Goal 2: Improve Health Outcomes
- Goal 3: Improve Environmental Conditions
- Goal 4: Improve Collective Impact

MULTIGENERATIONAL POWER

- Goal 2: Equip Residents with the Support to Lead
- Goal 3: Strengthen Organized Leadership Across the Far Eastside

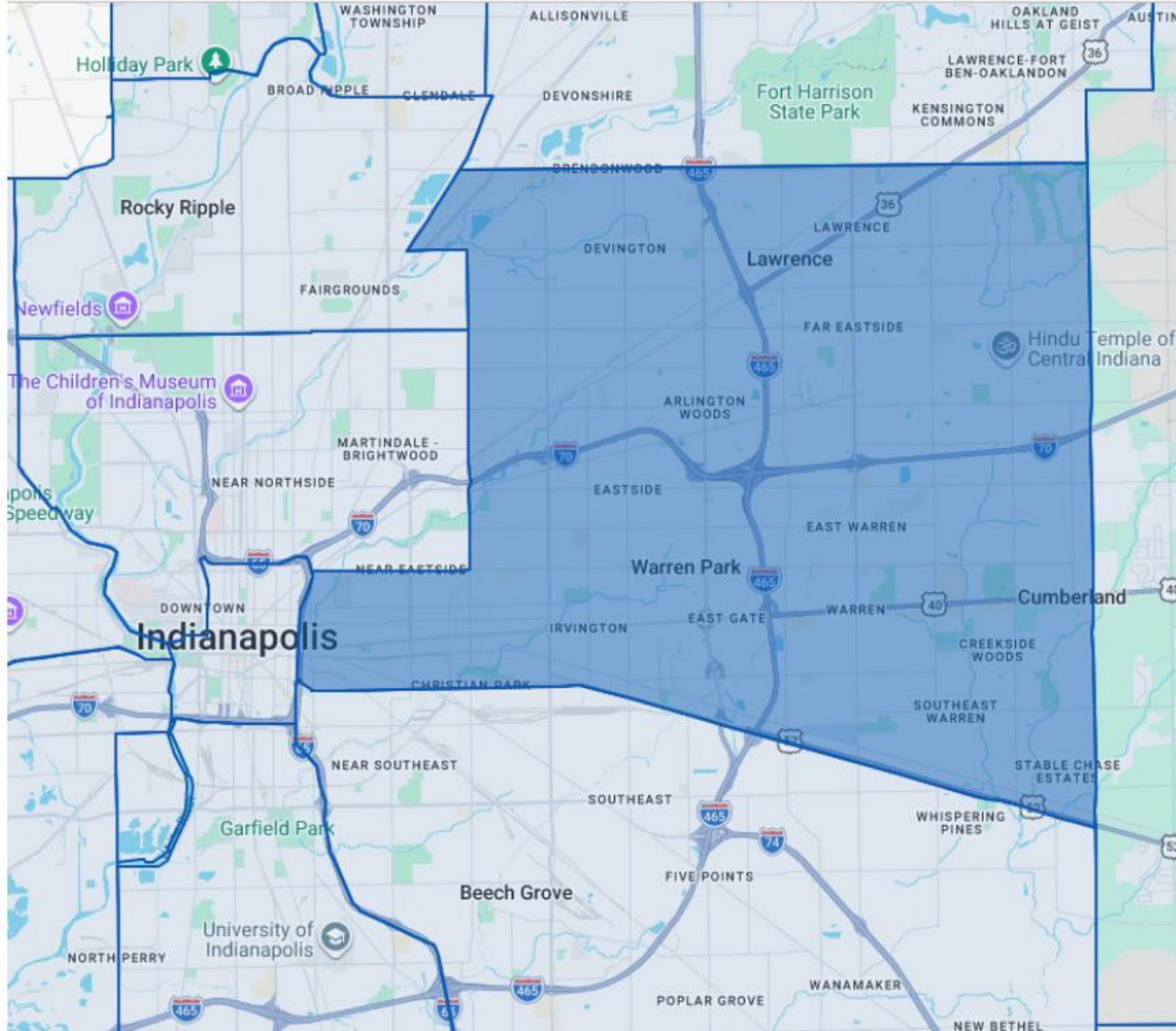
ARTS, CULTURE & BELONGING

- Goal 2: Make Culture Visible and Part of Everyday Life
- Goal 3: Support Creatives and Expand Opportunities;
- Goal 4: Build the Structure to Sustain Arts, Culture, and Belonging



EAST MARION COUNTY DEMOGRAPHIC AND CENSUS MAP

This map represents the broader Census Tract for eastern Marion County. Engagement for the project focused primarily on residents of the Far Eastside and surrounding area in Warren Township.



AREA DEMOGRAPHICS: POPULATION AND GROWTH

EAST COUNTY SUBMARKET

POPULATION AND GROWTH (1-MILE-RADIUS HIGHLIGHTS)

Age

- Median Age: 36.5
- Median Male Age: 33.5
- Median Female Age: 39
- 28.2% of population is under 19
- 16.3% of population is 65+

Household Size

- Average Household Size: 2.5 people
- 60% of households are 1 to 2 people
- 15% of households are 3 people
- 13% of households are 4 people
- 12% of households are 5+ people

2025 POPULATION			
POPULATION	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
2030 Projection	5,236	58,842	148,457
2025 Estimate	5,218	58,116	145,881
2020 Census	5,377	58,992	144,946
Growth 2025-2030	0.34%	1.25%	1.77%
Growth 2020-2025	-2.96%	-1.48%	0.65%

POPULATION BY RACE	1-MILE RADIUS		3-MILE RADIUS		5-MILE RADIUS	
White	2,245	43.02%	26,052	44.83%	62,687	42.97%
Black	2,086	39.98%	21,893	37.67%	53,337	36.56%
American Indian and Alaskan	14	0.27%	292	0.50%	1,149	0.79%
Asian	72	1.38%	714	1.23%	1,562	1.07%
Hawaiian and Pacific Island	3	0.06%	28	0.05%	50	0.03%
Other	798	15.29%	9,138	15.72%	27,096	18.57%
Total	5,218		58,116		145,881	

POPULATION BY HISPANIC ORIGIN	1-MILE RADIUS		3-MILE RADIUS		5-MILE RADIUS	
Non-Hispanic Origin	4,666	89.42%	51,018	87.79%	122,365	83.88%
Hispanic Origin	552	10.58%	7,099	12.22%	23,516	16.12%
Total	5,218		58,116		145,881	

AREA DEMOGRAPHICS: CONSUMER SPENDING

EAST COUNTY SUBMARKET

\$55 MILLION IN ANNUAL CONSUMER SPENDING BY RESIDENTS LIVING 1 MILE FROM SITE

Top Five Spending Categories

- Food and Alcohol: 27.5%
 - » Eating Out: 10.0%
- Transportation: 25.5%
- Housing: 16.2%
- Entertainment & Hobbies: 14.8%
- Apparel: 5.6%

Area shows robust demand for dining, specialty retail, and entertainment spending.

Increased public transit and walkability could reduce the currently high transportation cost burden to residents.

2025 ANNUAL SPENDING			
	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Total Specified Consumer Spending	\$54,979,000	\$611,924,000	\$1,456,866,000
APPAREL	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Women's Apparel	\$1,175,000	\$13,109,000	\$31,581,000
Men's Apparel	\$599,000	\$6,711,000	\$16,320,000
Girl's Apparel	\$241,000	\$2,676,000	\$6,781,000
Boy's Apparel	\$187,000	\$2,059,000	\$5,199,000
Infant Apparel	\$160,000	\$1,845,000	\$4,638,000
Footwear	\$754,000	\$8,311,000	\$20,678,000
Total	\$3,116,000	\$34,711,000	\$85,198,000
ENTERTAINMENT + HOBBIES	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Entertainment	\$844,000	\$9,526,000	\$23,585,000
Audio + Visual Equipment/Service	\$1,945,000	\$21,636,000	\$52,056,000
Reading Materials	\$119,000	\$1,314,000	\$2,969,000
Pets, Toys, + Hobbies	\$1,335,000	\$15,003,000	\$35,624,000
Personal Items	\$3,892,000	\$42,827,000	\$101,560,000
Total	\$8,136,000	\$90,306,000	\$215,795,000
FOOD + ALCOHOL	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Food at Home	\$8,356,000	\$93,484,000	\$228,728,000
Food Away From Home	\$5,854,000	\$66,381,000	\$157,952,000
Alcoholic Beverages	\$943,000	\$10,493,000	\$25,011,000
Total	\$15,153,000	\$170,358,000	\$411,691,000

HOUSEHOLD	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
House Maintenance + Repair	\$2,213,000	\$23,570,000	\$54,014,000
Household Equipment + Furnishings	\$3,387,000	\$37,352,000	\$88,717,000
Household Operations	\$2,459,000	\$26,932,000	\$63,748,000
Housing Costs	\$863,000	\$9,163,000	\$21,125,000
Total	\$8,922,000	\$97,017,000	\$227,604,000
TRANSPORTATION + MAINTENANCE	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Vehicle Purchases	\$7,022,000	\$80,904,000	\$189,145,000
Gasoline	\$3,866,000	\$43,477,000	\$104,685,000
Vehicle Expenses	\$319,000	\$3,020,000	\$7,296,000
Transportation	\$1,128,000	\$12,225,000	\$28,215,000
Automotive Repair + Maintenance	\$1,683,000	\$18,886,000	\$44,855,000
Total	\$14,018,000	\$158,513,000	\$374,196,000
HEALTHCARE	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Medical Services	\$1,549,000	\$17,183,000	\$40,612,000
Prescription Drugs	\$798,000	\$8,874,000	\$20,873,000
Medical Supplies	\$294,000	\$3,303,000	\$7,707,000
Total	\$2,641,000	\$29,359,000	\$69,191,000
EDUCATION + DAYCARE	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
Education	\$1,931,000	\$20,379,000	\$47,106,000
Fees + Admissions	\$1,062,000	\$11,281,000	\$26,085,000
Total	\$2,993,000	\$31,660,000	\$73,192,000

AREA DEMOGRAPHICS: EXISTING BUSINESS INVENTORY

EAST COUNTY SUBMARKET

- 659 Total Businesses
- 4,774 Total Employees
- Top Occupation of Residents:
 - » 22% Professional + Management
 - » 13.5% Sales
 - » 13% Production
 - » 13% Retail
 - » 11% Education + Health

Employee population provides additional demand to site and does not overlap strongly with resident population.

Many residents are currently commuting outside the neighborhood to their jobs.
59% commute less than 30 minutes;
35% 30-60 minutes; 6% 60+ minutes.

TOP TEN MOST NUMEROUS AREA BUSINESSES BY TYPE (1-MILE RADIUS)		
	NO. OF BUSINESSES	NO. OF EMPLOYEES
Healthcare + Social Assistance	301	923
Retail + Wholesale Trade	98	1,593
Other Services	59	268
Hospitality + Food Service	51	1,147
Finance + Insurance	34	145
Scientific + Technology Services	31	171
Real Estate, Renting, Leasing	17	113
Utilities + Waste Management	14	39
Arts, Entertainment, + Recreation	12	47
Construction	11	113

COMMERCIAL MARKET

The Lawrence/East County retail submarket is tightening, with steady absorption over the last 12 months. The submarket has the **highest inventory of retail in the metro area** with 1,238 buildings and 12.6M SF. However, the **average rent sits at \$14.12/SF, the second lowest rental rate of Indianapolis's 27 submarkets** (North Shadeland: \$19.18; Uptown: \$21.02; Midtown: \$21.98; CBD: \$24.60).

KEY RECOMMENDED USES

Retail Suites

500–3,500 SF co-located "market style" with shared circulation space. Small, local businesses including small entertainment uses (mini-golf, arcade, etc.)

Dining

Local, ethnic/multicultural, healthy concepts with outdoor seating. QSR ~2,500 SF (Panda Express-type); Sit-down casual 4,000–7,000 SF (Chili's, On the Border, Buffalo Wild Wings); Coffee shop 1,000–3,000 SF.

Family/Youth Indoor Sports + Recreation

50,000–60,000 SF full indoor complex with all-ages programming. Filling the gap left by the Ransburg YMCA closure.



Muncie, Indiana



Indianapolis, Indiana

KEY RECOMMENDED USES

Adult Education / Workforce Training

5,000–20,000 SF. Requires institutional partner. Supports community access to better-paying employment.

Housing (Phase 2)

~250 multifamily units and/or build-to-rent townhomes (~16 units/acre). Senior/55+ with activity center. Contingent on Phase 1 performance.

Site Identity + Connectivity

Green space, lighting, signage/wayfinding, public art, gathering areas, and improved pedestrian/transit/bike access throughout the campus.



Marian University

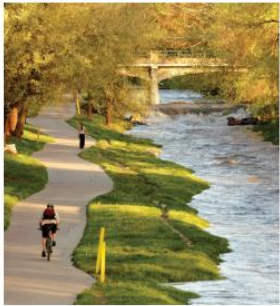


Lafayette Square



Far Eastside, CAFE

PRECEDENT IMAGES



PHASED DEVELOPMENT RECOMMENDATIONS

IMMEDIATE

- Immediate repairs: deteriorated parking lot, inadequate exterior lighting, non-functioning sprinkler system
- These signal genuine investment and are prerequisites for safety and tenant confidence

PHASE 1

Retail + Dining Village & Recreation Facility

- Destination retail village: 500–3,500 SF co-located suites for local/small businesses with shared circulation
- Dining: QSR (~2,500 SF), casual sit-down (4,000–7,000 SF), coffee shop (1,000–3,000 SF); ethnic/multicultural priority
- Multigenerational indoor recreation: 50,000–60,000 SF — filling the Ransburg YMCA gap
- Workforce development + small business incubator: 5,000–20,000 SF with institutional partner

PHASE 2

Housing + Expanded Retail (Contingent on Phase 1)

- One multifamily building (~250 units) primarily 1–2 BR; 12–14 month lease-up; requires tax abatements/credits
- Build-to-rent townhomes (~16 units/acre); senior/55+ with dedicated activity center
- Expanded retail: TJ Maxx, Kohl's, Costco; dining chains like Chipotle and Portillo's — only after Phase 1 proves traffic
- Pedestrian/bike connections to Pennsy Trail; safe Washington St. crossing; improved transit throughout

MARKET FEASIBILITY OF COMMUNITY-DESIRED USES

	MARKET SUPPORTED TODAY	POTENTIALLY SUPPORTED AFTER PHASE 1/SITE STABILIZATION/WITH RIGHT SITE CONTROL OPTIONS	NOT MARKET SUPPORTED/FEASIBLE
DINING	Sit-down casual, QSRs, ethnic/multicultural, national chains (Buffalo Wild Wings, Chili's, On The Border, Panda Express), healthy options, open-air and indoor/outdoor	National chains like Chipotle, Portillo's, Panera Bread	Sit-down upscale; national chains like Cheesecake Factory
RETAIL + COMMERCIAL	Small and local businesses adjacent to each other in small- to medium-sized suites. Mid-range national box retailers such as Ross, Burlington, or PetSmart	TJ Maxx/HomeGoods, Kohl's, reinvested/upgraded Target, upgraded/reinvested AMC Theater, Costco/Sam's, Macy's Victoria's Secret, Bath & Body Works, Gap, Nordstrom Rack, co-working style office/business incubation	Trader Joe's, "Super Kroger," traditional office
FAMILY-FRIENDLY ENTERTAINMENT + RECREATION	Indoor recreation/fitness, particularly with family programming focus (YMCA). Small arcades or mini-golf type concepts by local operators.	Outdoor concepts like velodrome, pickleball	Top Golf, water park
COMMUNITY + OUTDOOR SPACES	Walking trails and green space, public art and cultural programming, community gathering areas, space for local vendors, improved multimodal/transit access	Community event space, live performance area	Community spaces without an operations/maintenance funding plan
HOUSING	Limited mixed-income or market rate for-rent housing.	Mixed-use housing, senior/55+ housing	Extensive dense housing
OTHER SERVICES	Healthcare/medical office, childcare, workforce development/adult ed, youth programming	Higher end and/or larger format medical office	Library, hospital

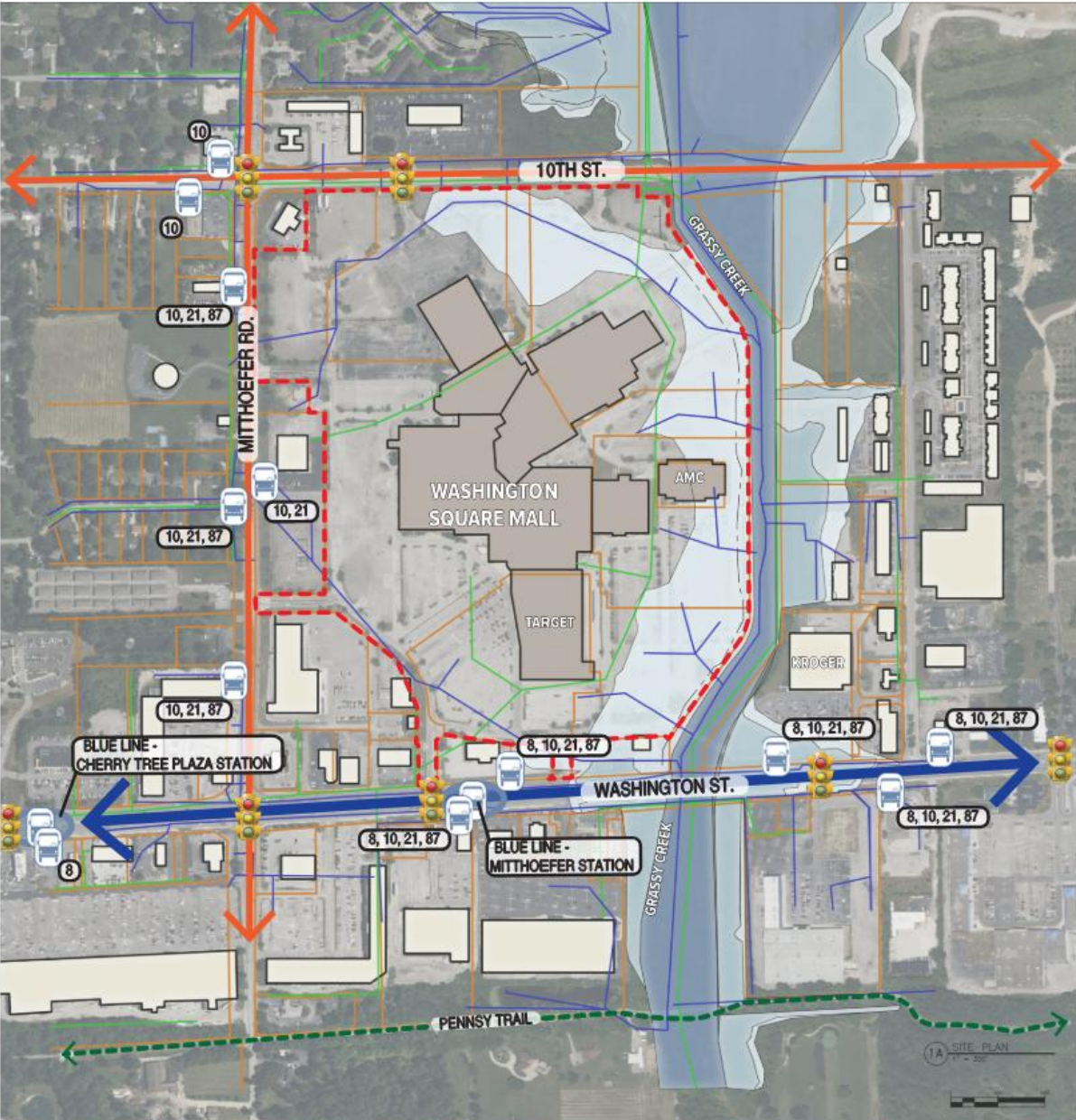
DEVELOPMENT PLANS — INFRASTRUCTURE

LAND USE LEGEND

- SECONDARY ARTERIAL STREET
- PRIMARY ARTERIAL STREET
- POTENTIAL DEVELOPMENT AREA
- PEDESTRIAN TRAIL
- SANITARY LINES
- STORM LINES
- PARCELS
- INTERSECTION WITH TRAFFIC LIGHT
- BUS STOP
- BLUE LINE BUS STOP

FLOOD ZONE

- FLOODPLAIN
- 100-YEAR FLOOD ZONE
- 500-YEAR FLOOD ZONE



DEVELOPMENT PLANS — OVERALL SITE



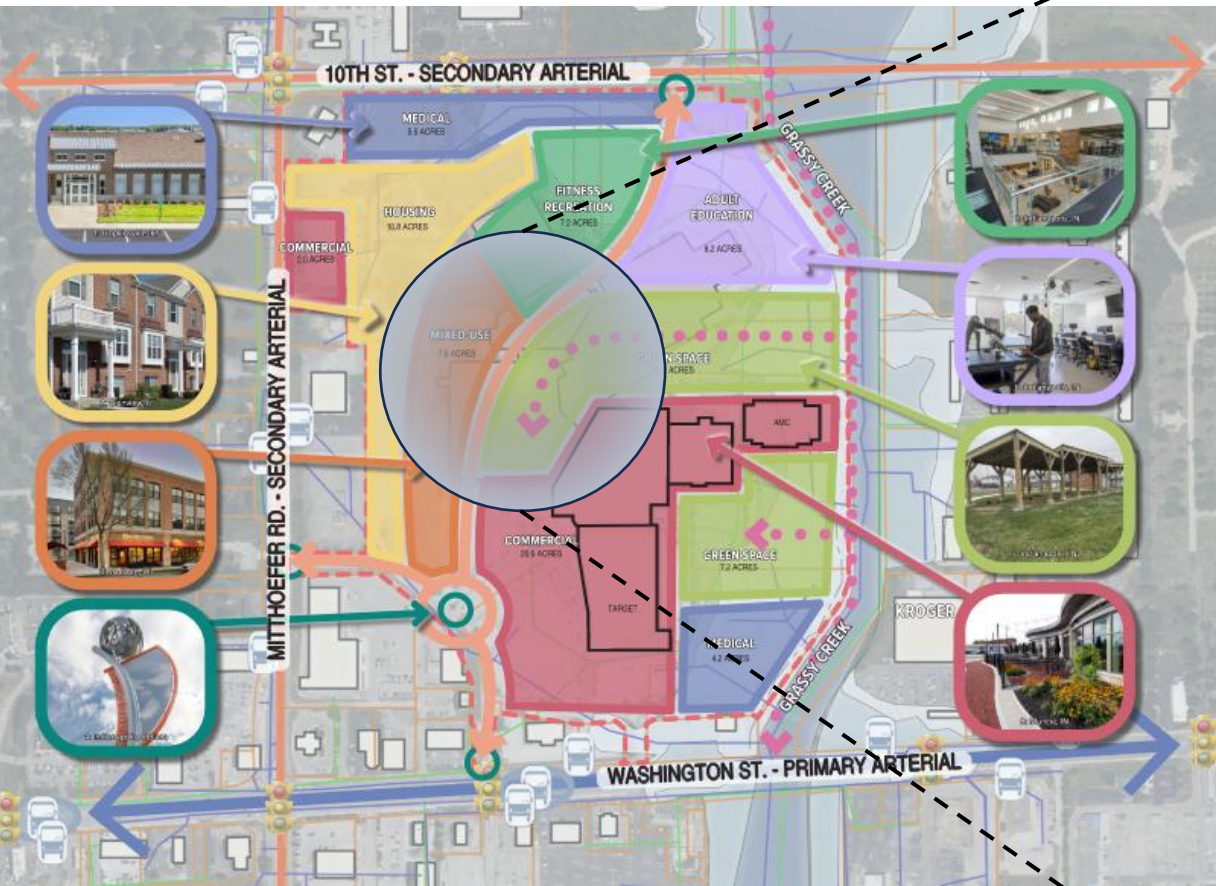
LAND USE LEGEND

- HOUSING
- FITNESS RECREATION
- MEDICAL
- MIXED-USE
- GREEN SPACE
- COMMERCIAL
- ADULT EDUCATION
- VEHICULAR DRIVE
- PEDESTRIAN PATH
- IDENTITY NODE

FLOOD ZONE

- 500-YEAR FLOOD ZONE
- 100-YEAR FLOOD ZONE
- FLOODPLAIN

DEVELOPMENT PLANS — PHASE 1 SITE PLAN



Washington Square

Vision Plan

Questions & Discussion

What questions do you have about the community engagement findings?

Are there aspects to the proposed recommendations that concern you?

What excites you the most about envisioning the new era of Washington Square?

