

nora plaza

INDIANAPOLIS, IN



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Located along one of Indianapolis' busiest retail corridors, **Nora Plaza** is currently undergoing a transformational redevelopment that will elevate a beloved grocery-anchored shopping center to a memorable and dynamic shopping and dining community experience.



\$110,265

AVG HOUSEHOLD INCOME
(3-Mile)



28,366

HOUSEHOLDS
(3-Mile)

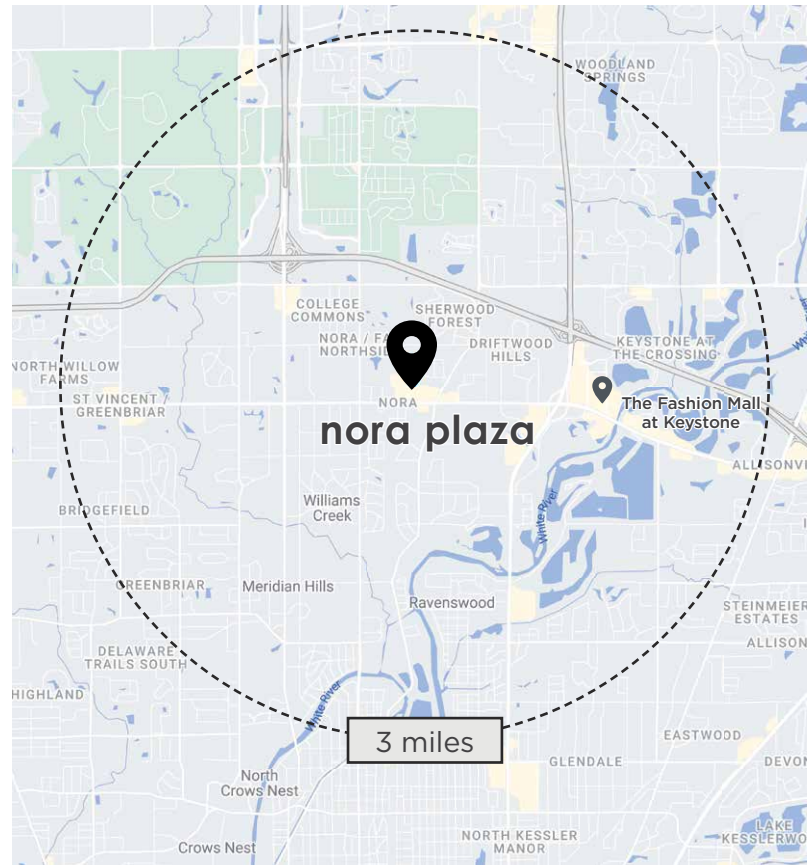


60.27%

BACHELORS DEGREE OR HIGHER
(3-Mile)

2023 Demographics | Source: PopStats

LOCATION & SURROUNDING COMMUNITY

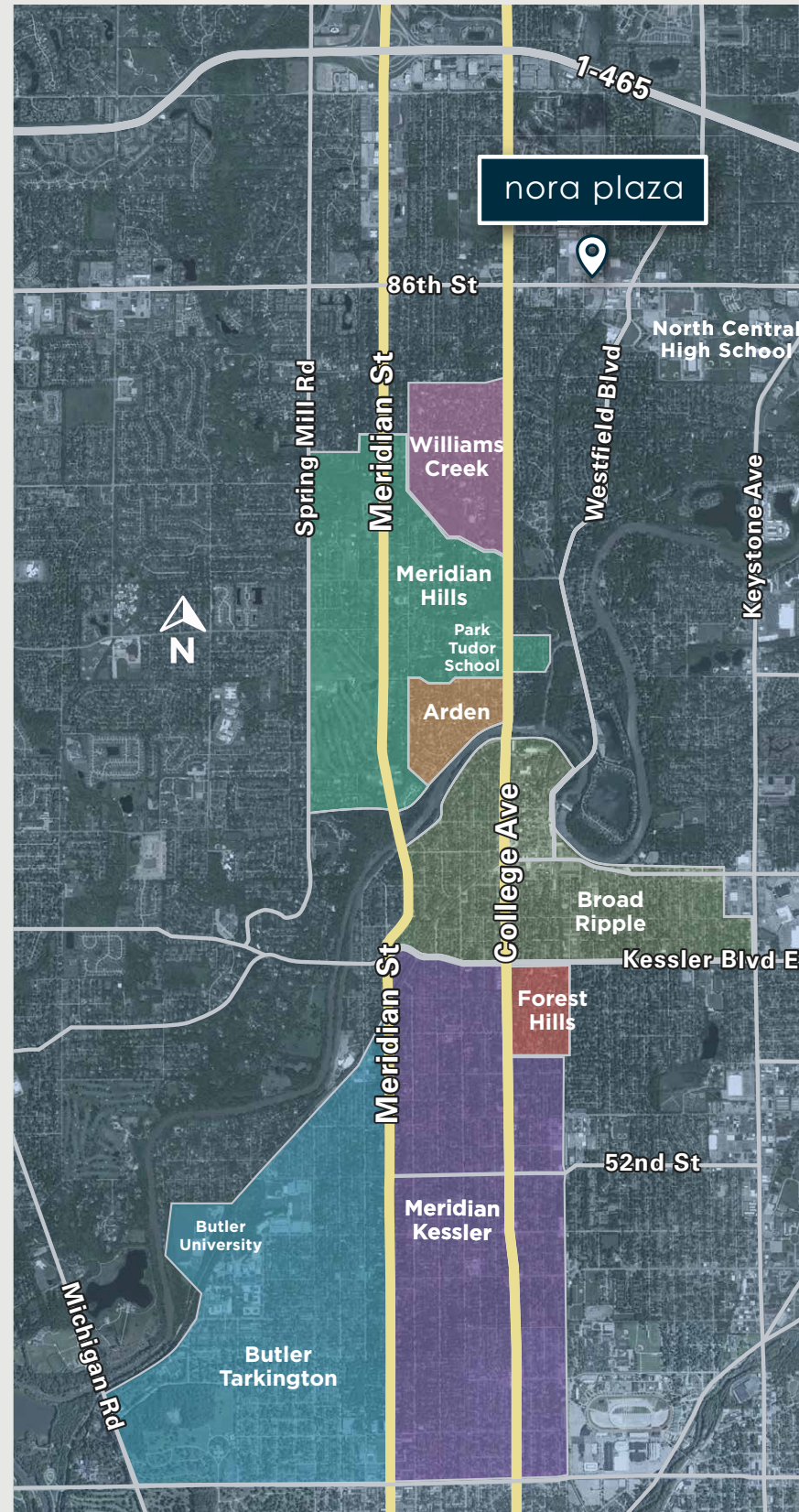


- **Nora Plaza** is located along **East 86th St. between Westfield Boulevard and College Avenue** on Indianapolis' northside.
- The center features **Whole Foods, Starbucks, and Target**, and is currently in the process of **refreshing and upgrading its tenancy**.
- The **neighborhoods** south of Nora Plaza are the **most affluent in the Indianapolis market**, including Williams Creek, Meridian Hills, and Meridian Kessler.
- Nora Plaza is situated just a mile south of Indianapolis' **premiere suburban office complex**, Parkwood Crossing. The property features **eight Class A office buildings totaling more than 1.2 million square feet**. Tenants in the complex include: **Regus, Monster, Liberty Insurance, Morgan Stanley, Availity, Bank of America Mortgage, and Merrill Lynch**.
- The center is just two blocks from North Central High School, the **second largest high school in the Indianapolis area** with a student population of 3,765.



MERIDIAN & COLLEGE WEALTH CORRIDOR

- The Nora Plaza trade area encompasses several of the most affluent neighborhoods in greater Indianapolis, including exclusive Meridian Hills and Williams Creek.
- Meridian St. and College Ave. serve as the city's main North/South arteries, connecting the suburbs and northern neighborhoods of Indianapolis to downtown.
- Nora Plaza pulls heavily from desirable neighborhoods feeding into this thoroughfare, providing quick and convenient access to the center.



CORRIDOR NEIGHBORHOOD DEMOGRAPHICS

| | Population | Median Age | Households | Avg HH Income | Bachelors Degree + |
|-------------------------------|---------------|------------|---------------|------------------|--------------------|
| Corridor Neighborhoods | 30,257 | 38 | 12,586 | \$182,191 | 73.52% |
| Arden | 403 | 36 | 226 | \$143,557 | 79.74% |
| Broad Ripple | 6,331 | 35 | 3,414 | \$121,489 | 73.51% |
| Butler Tarkington | 8,710 | 25 | 2,758 | \$129,076 | 58.86% |
| Forest Hills | 926 | 40 | 393 | \$174,914 | 77.40% |
| Meridian Hills | 1,604 | 46 | 611 | \$258,709 | 78.05% |
| Meridian Kessler | 11,822 | 38 | 5,022 | \$140,771 | 67.01% |
| Williams Creek | 461 | 46 | 162 | \$306,818 | 80.05% |

© 2023, Trade Area Systems / Demographic Source: Synergos Technologies, Inc. (PopStats)

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OFFICE/DAYTIME VISITORS HEAT MAP

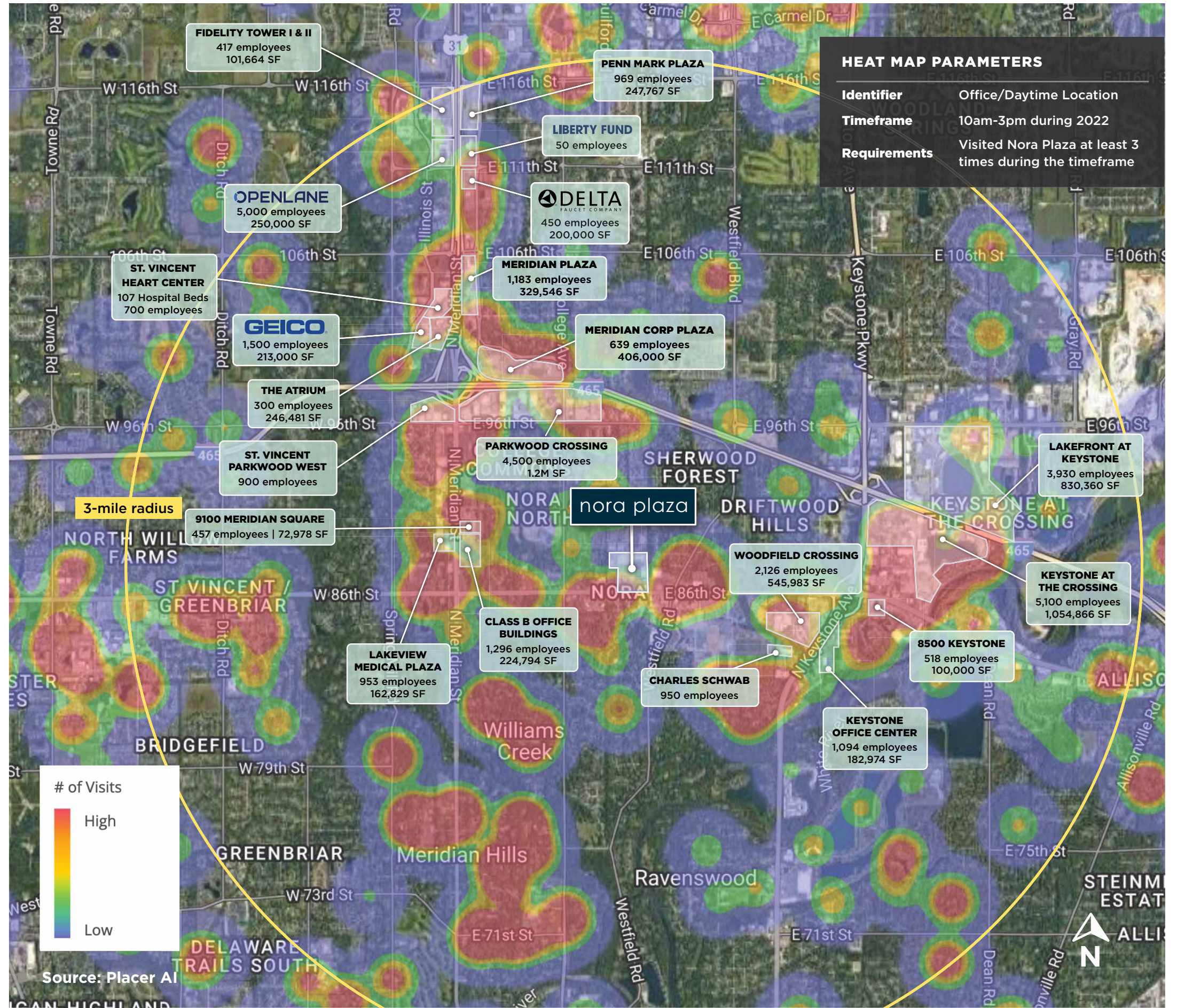
- The illustrated heat map shows the **office/daytime location** of people who **visited Nora Plaza at least 3 times during the hours of 10AM to 3PM in 2022.**
- The red shading in the heat map shows the highest density of these daytime visitors to Nora Plaza.
- Most of the red areas correlate with locations of key office parks in the area, **demonstrating that local office workers already make trips to Nora Plaza during the lunch hour** and would be even more enticed to do so for a premier restaurant offering.

58,704

DAYTIME POPULATION
(3-Mile)

8,608

DAYTIME WORK-FROM-HOME
WORKERS ESTIMATE
(3-Mile)



DELIVERING A NEW ENERGY THROUGH REDEVELOPMENT

We are committed to enhancing our customer experience and portfolio quality. Our self-funded redevelopment platform was created to focus on community improvement, tenant and customer satisfaction, and raising the value of our properties.

Nora Plaza is an excellent, but underutilized, asset that has not been used to its full potential. Our enthusiasm for acquiring Nora Plaza in 2019 was fueled by our long-term vision of creating a compelling, convenient, and premium center experience.

BEFORE



AFTER



CENTER DESIGN CONCEPTS



Nora Plaza has traditionally succeeded as a rare blend of regional accessibility while also being one of the most visited high-end daily use centers in Indianapolis. In response to significant interest by national and category leading retail brands, **Kite Realty Group has committed to redevelop Nora Plaza into a memorable experience reflective of the immediate community.**

Redevelopment plans include improved landscaping, sidewalks, facades and monument sign while addressing a new front door to the center with the construction of a signature restaurant opportunity. Special attention will be given to merchandising key food and beverage, fashion, hard goods and national high-end service.

When complete, **we intend to have Nora Plaza serve as the premier daily use experience in greater Indianapolis.**

MONON COMMUNITY TRAIL CONNECTION AT NORA PLAZA






- The Monon Community Trail provides 24 miles of enjoyment to area residents - running north from downtown Indianapolis through the desirable suburb of Carmel, and beyond.
- The trail is used by more than 1.3 million people annually.
- Nora Plaza sits on the Monon Trail and the renovation will create a premium trail head to invite the community into the center



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DEMOGRAPHICS

2023 DEMOGRAPHICS | SOURCE: POPSTATS

| | 3-MILE | 5-MILE |
|---|-----------|-----------|
|  POPULATION | 59,567 | 187,600 |
|  MEDIAN AGE | 40 | 38 |
|  AVG HH INCOME | \$110,265 | \$103,880 |
|  HOUSEHOLDS | 28,366 | 85,597 |
|  BACHELORS DEGREE OR HIGHER | 60.27% | 58.45% |



NORA PLAZA HIGHLIGHTS

2.1 Million
TOTAL CUSTOMER VISITS
IN 2023

4.09
AVERAGE VISIT FREQUENCY
PER CUSTOMER

941,700
VISITS TO TARGET IN 2023

404,200
VISITS TO WHOLE FOODS IN
2023 (FIRST IN MARKET)

LEASING PLAN

SITE DATA

| | |
|------------------|-------------------|
| Marshalls | 29,593 SF |
| Whole Foods | 33,778 SF |
| West Elm | 11,500 SF± |
| Retail | 95,512 SF |
| Total GLA | 170,383 SF |





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