

# nora plaza

A **KITE**® CENTER






# nora plaza

Located along one of Indianapolis’ busiest retail corridors, Nora Plaza just completed a transformational redevelopment that elevates a beloved grocery-anchored shopping center to a memorable and dynamic shopping and dining community experience.



**\$128,769**  
AVG HOUSEHOLD INCOME



**28,411**  
HOUSEHOLDS



**60.83%**  
BACHELORS DEGREE OR HIGHER

2024, 3 MILE DEMOGRAPHIC SOURCE: POPSTATS



TRANSFORMATIONAL REDEVELOPMENT

WHOLE FOODS MARKET   TARGET   Marshalls

EXCITING NEW TRAFFIC DRIVERS

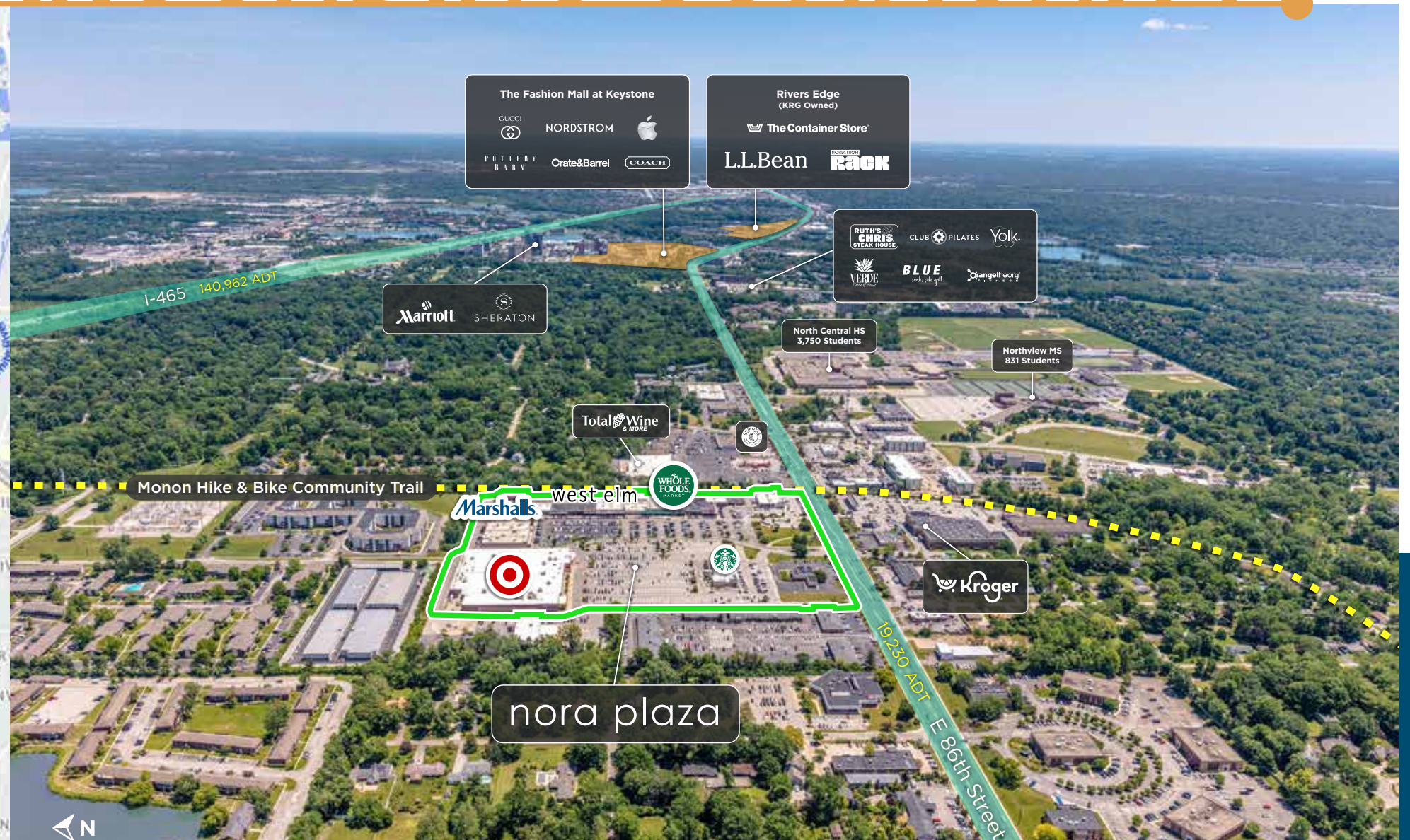
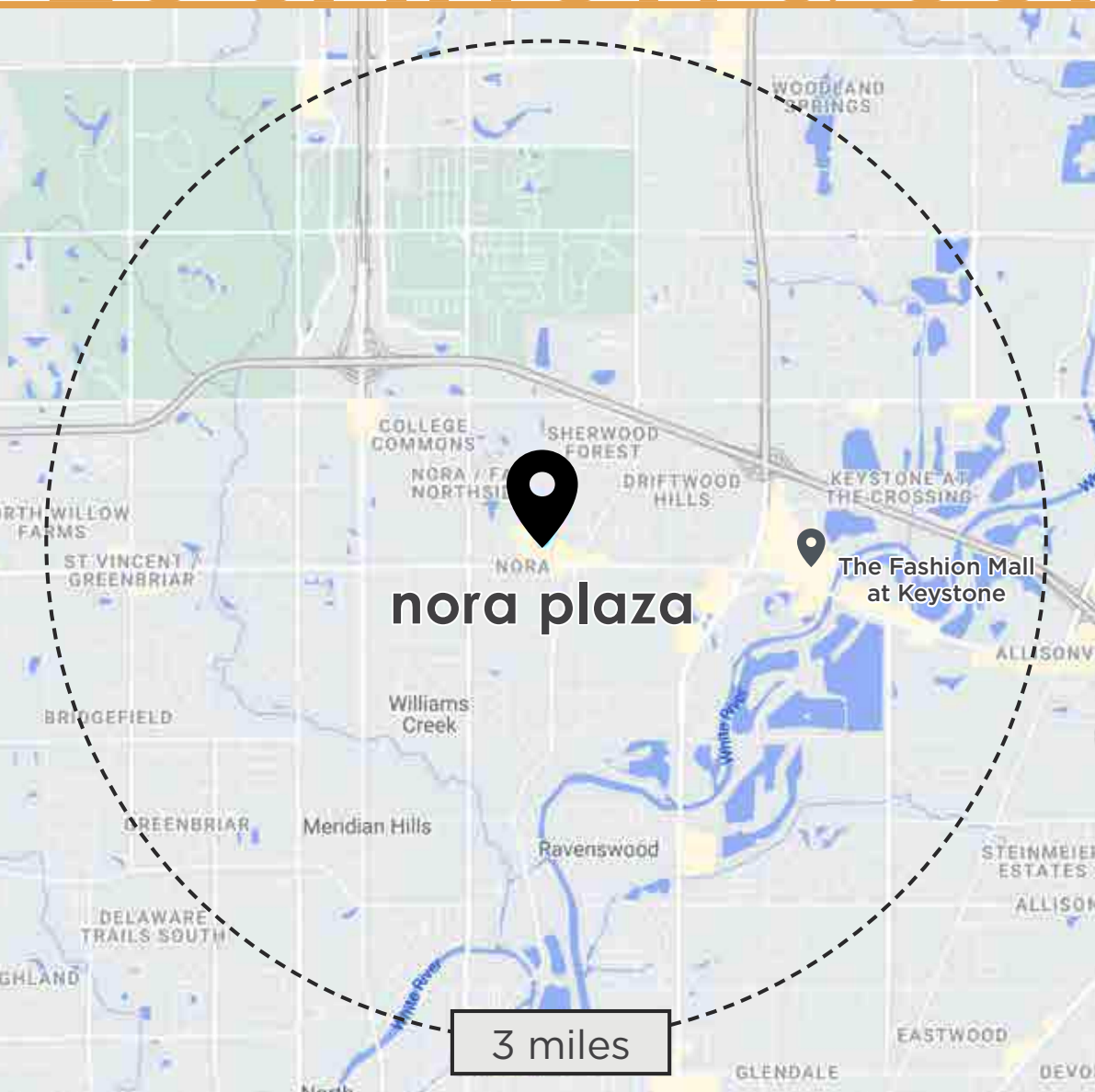
west elm   WILLIAMS-SONOMA

FIRST TO MARKET PEDIGREE

bluemercury   CULINARY DROPOUT   FLOWER CHILD  
makeup • skincare • spa   HEALTHY FOOD FOR A HAPPY WORLD



# 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, West Elm, Williams Sonoma, Starbucks, and Target**, and is home

to first-to-market tenants: **Culinary Dropout, Flower Child, and Bluemercury.**

- The **neighborhoods** south of Nora Plaza are the **most affluent in the market**, including Williams Creek, Meridian Hills, and Meridian Kessler.

- Nora Plaza is situated just a mile south of Indianapolis' premiere office park, **Carmel Gateway**. The property features **six Class A office buildings totaling more than 1.2 million square feet**. Tenants in the complex include: **Katz Sapper & Miller LLP, Merrill Lynch Wealth Management,**

**CBIZ Inc., Morgan Stanley Wealth Management, and Liberty Mutual.**

- The center is just two blocks from North Central High School, **one of the largest high schools in the state with a student population of 3,750.**



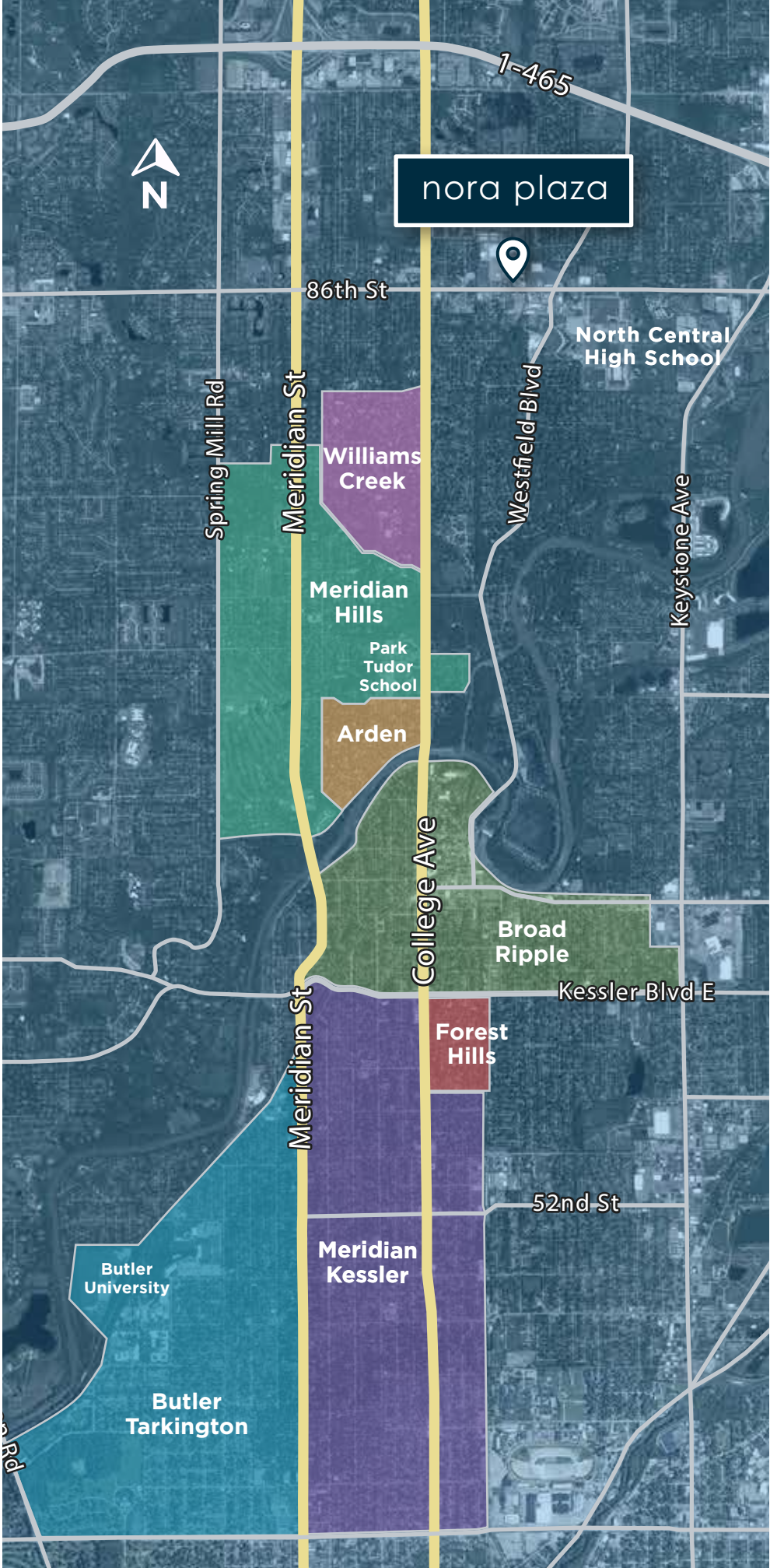
# CORRIDOR NEIGHBORHOOD DEMOGRAPHICS

	Population	Median Age	Households	Avg HH Income	Bachelors Degree +
Corridor Neighborhoods	30,194	38	12,559	\$214,570	73.93%
Arden	397	36	222	\$172,114	76.23%
Broad Ripple	6,319	35	3,410	\$139,902	74.04%
Butler Tarkington	8,639	25	2,729	\$153,653	63.12%
Forest Hills	915	40	388	\$216,068	77.70%
Meridian Hills	1,610	47	613	\$319,509	76.33%
Meridian Kessler	11,851	38	5,035	\$169,271	70.96%
Williams Creek	463	46	162	\$331,417	79.11%

© 2024, Trade Area Systems / Demographic Source: Synergos Technologies, Inc. (PopStats)



corridor neighborhood homes



## MERIDIAN & COLLEGE WEALTH CORRIDOR

Nora Plaza customers live in some of the most exclusive neighborhoods on Indianapolis’ Near North Side. This includes Meridian Hills and Williams Creek.

Nora Plaza is just minutes from both Meridian Street and College Ave. These are two of the city’s most critical North/South travel arteries connecting Downtown to the city’s affluent northern suburbs.

These neighborhoods boast commanding demographics and the center benefits from limited competition and formidable restrictions to new development.



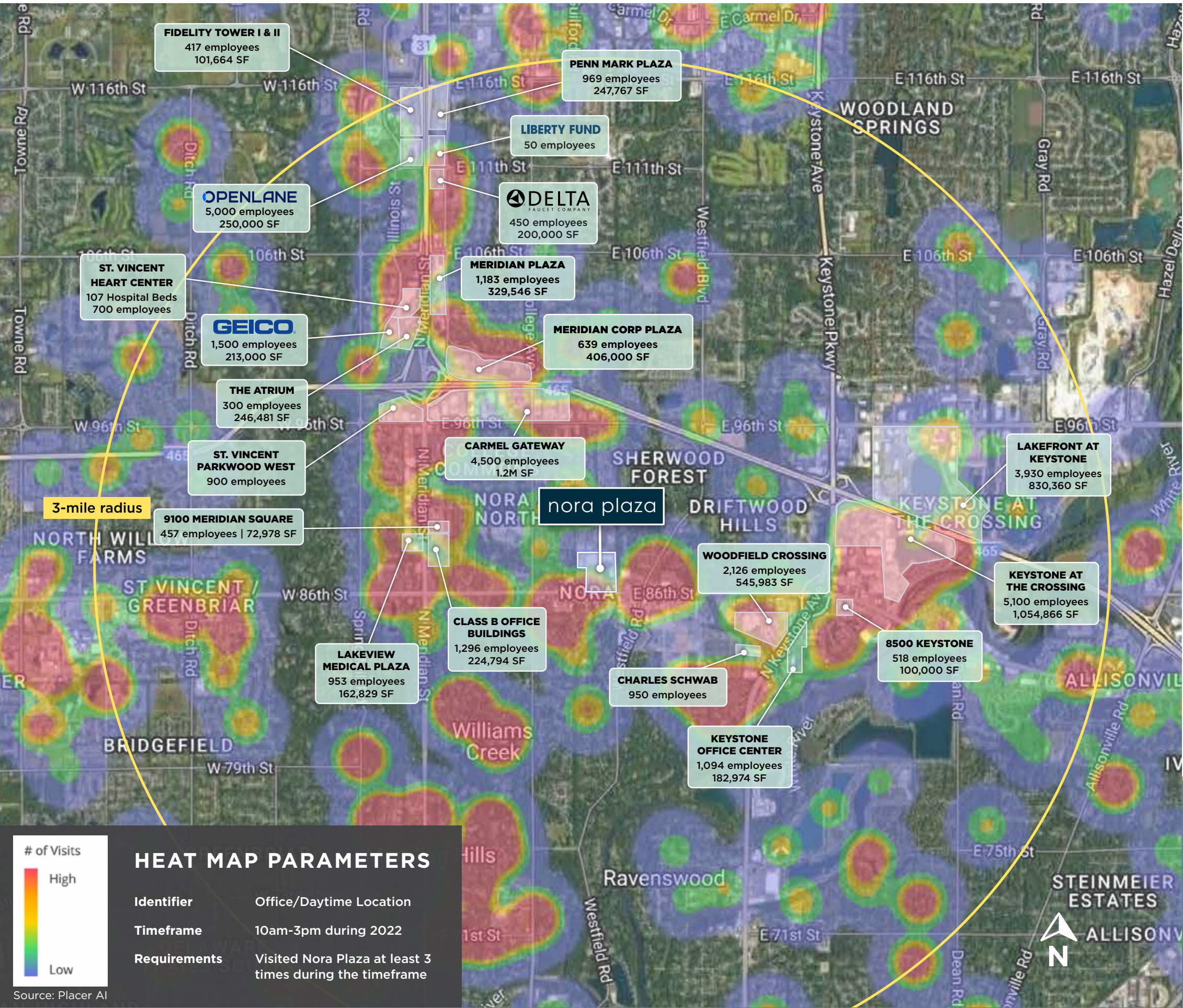
# nora plaza

## 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.**

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.



58,168

DAYTIME  
POPULATION  
(3-Mile)

8,608

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



# TENANT MIX

WHOLE FOODS  
MARKET

TARGET

Marshalls

bluemercury®  
makeup • skincare • spa

athletic annex

WILLIAMS-SONOMA

west elm

Hollywood  
Feed

POTBELLY  
SANDWICH SHOP

CULINARY  
DROPOUT

greenleaf  
juicing company

FLOWER CHILD  
HEALTHY FOOD FOR A HAPPY WORLD

BAGEL FAIR  
EST. 1975

Starbucks

PANDA EXPRESS

PANDA  
EXPRESS







BEFORE

AFTER

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 committed to redeveloping Nora Plaza into a memorable experience reflective of the immediate community.

The redevelopment included improving

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 was given to merchandising key food and

beverage, fashion, hard goods and national high-end service.

Nora Plaza is now the premier daily use experience in greater Indianapolis.

# CENTER REDESIGN





## 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.



## POPULATION



3 MILE  
**59,684**  
5 MILE  
**188,498**

## MEDIAN AGE



3 MILE  
**41**  
5 MILE  
**39**

## AVG HH INCOME



● 3 MILE ● 5 MILE

**\$128,769**

**\$123,503**

## BACHELORS DEGREE OR HIGHER

## HOUSEHOLDS



3 MILE  
**28,411**  
5 MILE  
**86,029**



● 3 MILE  
**60.83%**  
● 5 MILE  
**59.42%**

# NORA PLAZA DEMOGRAPHICS

2024 DEMOGRAPHICS | SOURCE: POPSTATS

**2.7M**

TOTAL CUSTOMER  
VISITS IN 2024

**1.1M**

VISITS TO  
TARGET IN 2024

**5.07**

AVERAGE VISIT  
FREQUENCY  
PER CUSTOMER

**473,300**

VISITS TO WHOLE  
FOODS IN 2024

DATA PROVIDED BY PLACER.AI



SITE DATA

Marshalls 29,593 SF

Whole Foods 33,778 SF

West Elm 11,500 SF

Williams Sonoma 5,515 SF

Retail 89,938 SF

TOTAL GLA: 170,324 SF







**KRG**  
**LISTED**  
**NYSE**

**888 577 5600**  
**kiterealty.com**

30 S Meridian St, Suite 1100  
Indianapolis, IN 46204

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LEASING CONTACT:

**BLAKE BEAVER**  
bbeaver@kiterealty.com  
317 713 5640

nora plaza

1340 E. 86th Street, Indianapolis, IN 46240