

CREATIVE ADAPTIVE REUSE CASE STUDY

THE HUB & SPOKE DESIGN CENTER
Fishers, Indiana



PROJECT OVERVIEW

The Hub & Spoke Design Center is a \$14 million, 94,000-square-foot workforce and design hub developed in Fishers, Indiana, near the Nickel Plate Trail and 106th Street. The facility integrates industry showrooms, makerspace, warehousing, event space, and coworking into a single ecosystem designed to address skilled-trade labor shortages while strengthening education-to-employment pathways for youth.

CHALLENGE

Skilled Trade Workforce Shortages

Central Indiana faces persistent shortages in plumbing, electrical, lighting, construction, and homebuilding trades due to retirements and declining youth entry into these fields, constraining housing supply, infrastructure delivery, and regional growth.

Disconnected Education and Industry

While Hamilton Southeastern (HSE) Schools and other districts offer strong career and technical education (CTE) programs, students historically lacked direct, hands-on exposure to real industry environments, tools, and professionals.

Earlier Workforce Entry With Limited Preparation

More students are entering the workforce directly from high school or with short-term credentials, increasing the need for earlier, experiential learning tied to real employers.

SOLUTION: HUB & SPOKE DESIGN CENTER

Hub & Spoke was conceived as a physical bridge between education, creativity, and industry.

Key Features

- \$14 million investment and a total of 94,000 square feet
- Showrooms, makerspace, warehouse, and event/education space
- Coworking, retail showrooms, and local makers
- On-site experts in plumbing, lighting, homebuilding, real estate, and supply industries

The center allows students to learn inside a functioning industry environment, reframing skilled trades as creative, technology-enabled, and economically viable careers.

Developers and partners recognized that workforce challenges could not be solved through classrooms alone. Hub & Spoke was designed to immerse students, educators, and professionals in a shared space where learning, making, and business activity occur simultaneously.

Students engage directly with industry professionals, observe real workflows, and gain early exposure to tools, materials, and career pathways, building both technical skills and creative problem-solving capacity.

KEY TAKEAWAY

The Hub & Spoke Design Center demonstrates how strategic investment in creative, industry-embedded workforce infrastructure can address labor shortages, modernize education-to-employment pathways, and deliver measurable economic value. By treating skilled trades as part of the creative economy, Fishers created a replicable model for talent development and regional competitiveness.

This investment in the creative economy yielded an estimated \$25.1 million in total economic output and generated an estimated \$3.3 million in total tax revenue spread across federal, state, and local governments.

SOURCES

Haven Home. (2019, February 28). *How Hub & Spoke will bridge the gap to build a better workforce.*
<https://formaindy.com/2019/02/28/hub-spoke-how-hub-spoke-will-bridge-the-gap-to-build-a-better-workforce/>

The Reporter. (2018, November 15). *Hub & Spoke Design Center Coming to Fishers.*
<https://readthereporter.com/hub-spoke-design-center-coming-to-fishers/>

You Are Current. (2018, December 4). *A New Hub Group To Build Design Center Near Nickel Plate Trail and 106th Street in Fishers.*
<https://youarecurrent.com/2018/12/04/a-new-hub-group-to-build-design-center-near-nickel-plate-trail-and-106th-street-in-fishers/>

Photo by Samantha Fortney on Unsplash