



Project
Main Street Redevelopment

Location
Speedway, Indiana

Profile
Home to the historic Indianapolis Motor Speedway, the Town of Speedway is landlocked and cannot grow through annexation or greenfield development. Therefore, the Town must turn to redevelopment as a means of ensuring its future economic viability and controlling the cost of government for its citizens. A vision for the area was established through a year-long planning process, which resulted in the Speed Zone Master Plan:

- Establishing a strong mixed-use corridor along Main Street
- Improving access with pedestrian, bicycle and vehicular transportation enhancements
- Creating new economic development through synergies between motorsports, automotive technology and clean tech
- Encouraging sustainable development that benefits businesses as well as the Speedway community as a whole
- Enhancing citizens' quality of life through new commercial services, improved amenities and new opportunities for arts and culture

Dates
2008 – present

Program
400 acres
Over 2.5 million sq. ft. of retail, entertainment, residential, office/flex, manufacturing, warehouse, education, R&D, civic, open space

Relevance
Brownfield
Redevelopment
Mixed-Use
Main Street Revitalization
Sustainability
Placemaking
Historic Preservation

Scope
Land Acquisition Strategy
Placemaking Strategy
Low Impact Development
Public/Private Financing Strategy
Product Segmentation Strategy
Project Development
Energy Master Planning

Team
Development Advisor
Greenstreet Ltd.
Mansur Real Estate Services, Inc.

Master Planner/Civil Engineer
American Structurepoint

Architect
Browning Day Mullins Dierdorf

Market Analysis
RCLCO

Role
In a joint venture with Mansur Real Estate Services, Inc., Greenstreet Ltd. is serving the Speedway Redevelopment Commission as Development Advisor for the \$500 million project. Responsibilities include an overall land acquisition strategy, and developing a complex public/private financing plan involving local, state and federal sources to catalyze new private investment. Mansur/Greenstreet is also crafting the product segmentation plan and recruiting a synergy of users and tenants to generate employment growth for Central Indiana, leverage tourism and cultural assets, and create much needed community services for the residents of Speedway. Within the first 10 years of operation, the project is estimated to generate over \$5 billion in economic impact to the Town of Speedway, Indianapolis MSA and State of Indiana.

