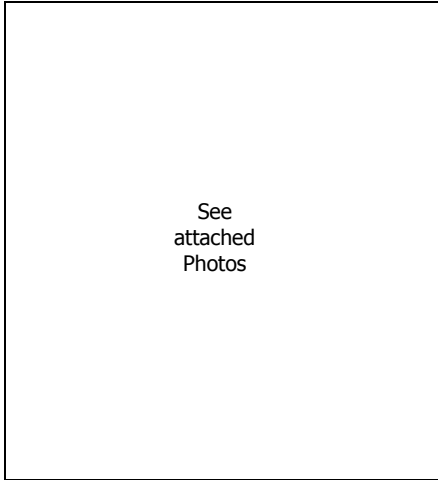


# GATEWAY IDENTIFICATION FORM

(Additional Pages May Be Attached If Needed)

**Sector:** NW  
(Please list as two digit abbreviation, e.g. RC = Regional Center)

**Proposal Number:** \_\_\_\_\_  
(Please use the naming convention –Sector identifier plus an ascending numeral.)



**Location Of The Proposed Gateway Project:**

The location of the Lafayette Road Gateway is a 16-block stretch of Lafayette Rd. from 30<sup>th</sup> St. on the south end to I-65 on the north end.

**Significance/Rationale For The Gateway (Why Is This A Good Location? What Is Important About This Location?)**

The goal of the gateway project is to enhance Indianapolis' "front doors" by not only improving areas seen by a large number of people, but by doing so in a way that provides a unique identity and sense of place for each location and the City. The Lafayette Road corridor is currently a blighted area and proposes many

challenges. The area is in need of revitalization efforts and we believe a gateway designation would have a positive impact and would help create a sense of place.

**Critical Issues (Adverse Or Positive Impacts To Infrastructure, Commercial Businesses, Neighbors, Future Development, Etc.)**

A positive aspect of this gateway is the surrounding roadways that provide heavy traffic flow on a daily basis as well as connectivity and easy access to the area. These roadways include I-65, 16<sup>th</sup> St., Georgetown Rd. and 38<sup>th</sup> St. In addition, the City has plans to begin road improvements on 38<sup>th</sup> St., Georgetown Rd. and Lafayette Rd. in 2005.

Another positive aspect of this gateway is the pursuance of a CRED designation for the area by the City of Indianapolis. CRED stands for Community Revitalization & Enhancement District and provide opportunities for incremental revenue and income tax credits, increased opportunities for economic recovery and other incentives. The City is currently in the process of presenting CRED information to the State Budget Agency and expects to have a final designation decision in the very near future.

There are also negative critical issues that must be addressed in this gateway. While many parts of the gateway epitomize typical suburban retail development, it also suffers from the difficulties of urban development – disinvestment, a perception of being unsafe and the cessation of growth.

Following World War II, the development of suburban commercial areas was a result of an urban planning approach that placed private single family homes in idyllic green settings – i.e. the subdivision – where commerce did not belong. Instead, development along highways and thoroughfares was considered the appropriate location for retail development. By such reasoning, the Lafayette Square Area was developed as an appropriate location for commerce. In 1968, the Edward J. DeBartolo Corporation constructed Lafayette Square Mall as the first enclosed shopping center in Indianapolis. This interior focus was a break with other Indianapolis shopping centers of the time, which were collections of retail outlets with storefronts oriented

toward a central plaza. As Lafayette Square Mall matured it brought significant investment to the westside community by providing shopping and jobs to nearby residents. Similarly, the area surrounding the Lafayette Square Mall transitioned from greenfield and open space to a regional retail center focus. Once a booming retail area with a variety of offerings, the Lafayette Square area has seen a continued decline in retail development. Many stores sit vacant throughout the area and the high number of strip malls along Lafayette Rd. also continues to decline.

Another negative aspect of the Lafayette Road gateway is the perception that there is a high amount of crime in the area. A non-scientific study that was conducted a couple years ago, in fact, showed a crime rate that was equal to other similar parts of Indianapolis. By focusing on revitalization efforts and beautification projects, we believe the perception of a high crime rate will be decreased.

A third and final negative aspect that needs to be addressed along the Lafayette Road Gateway is the lack of pedestrian-friendly accessibility. There is a lack of sidewalks or bike paths that allow for any non-vehicular traffic.

**Concept Or Theme Of The Proposed Gateway Project (Optional):**

The planning and redevelopment strategy for the Lafayette Square Area is to improve the visual character of the area and reduce the major reliance on retail development by promoting a connected mixed-use community that knits together the business district and surrounding neighborhoods. Research demonstrates that customers will more frequently patronize an area where they feel safe, the area is well maintained and is visually appealing. Therefore, maintaining or creating a high aesthetic appearance is imperative in competitive markets.

**Current Site Ownership (Does Site Need To Be Acquired?):**

There is nothing along the proposed gateway area that needs to be acquired.

**Audience (To Whom Will The Gateway Appeal?):**

**Please List Interested Groups/Agencies (Public And Private) And Describe Neighborhood Support/Buy-In:**

Simon Malls  
Lafayette Square Area Business Alliance  
Indy Parks  
Local retailers  
Keep Indianapolis Beautiful

**Please Describe The Gateway's Relationship To Other Community Plans And Initiatives:**

The City of Indianapolis is currently pursuing a CRED designation for the area. This has the ability to create a tremendous impetus to economic development in this area.

In March 1999, the Department of Metropolitan Development completed the Lafayette Square Area Plan which would "chart a course of action for the community and for the City of Indianapolis to improve the viability and competitiveness of the area around the Lafayette Square Mall." The plan further addressed the issues of community development that integrate economic, physical and human development to achieve the area's successful revitalization. The plan outlined strategies to promote business retention, minimize criminal activity, reduce the perception of crime, enhance infrastructure and services, beautify the commercial district and

provide for flexibility in the land use and zoning guidelines and protect adjacent neighborhoods from commercial encroachment.

**Please Outline An Implementation Strategy And Describe The Next Steps (What Needs To Occur In Order To Implement The Project?):**

The acceptance of this gateway by the Rotary Club and City of Indianapolis is the next step. Following that, affected and interested parties should be identified and contacted. In addition, there would need to be an education and orientation for community residents and property owners, with adequate opportunity for input opportunity. Concurrently, funding options should be identified and sought out.

**Likely Funding Sources And Other Items Not Covered Elsewhere:**