



Project
Saint Clair Place Revitalization Game Plan

Location
Indianapolis, Indiana

Profile
As a part of the City of Indianapolis' bid to host the NFL's 2012 Super Bowl, the City committed to create a 'Legacy Project', with a neighborhood revitalization of Saint Clair Place on the City's Near Eastside. Like many turn-of-the-last-century urban neighborhoods, Saint Clair Place had languished: 105 vacant lots, 164 vacant houses and only 35 percent homeownership among the occupied homes. Working with master planner EDEN Collaborative and a multi-disciplinary team, Greenstreet Ltd. helped build a resident and stakeholder consensus vision and a detailed implementation strategy that was sensitive to existing residents, the urban fabric of the neighborhood, and the current realities of launching the project in the midst of a national economic recession. The Game Plan proposes a dense, urban neighborhood with the integration of energy-efficient rehabilitated homes and new homes affordable to a variety of households. Recommendations include reserving space for a series of parks and urban farms, linked by pedestrian trails. The Game Plan also outlines ideas for incorporating sustainable stormwater infrastructure in refurbished streets and alleyways and identifies opportunities to enhance the character of East 10th Street as a commercial corridor, and with a new Community Recreation Center, building on the strong foundation of the John H. Boner Center as a hub of community social services.

Dates
2009 – 2010

Program
155 acres
240 mixed-income homes

Relevance
Neighborhood Revitalization
Mixed-Income Housing
Public/Private Partnership
Green Infrastructure
Sustainability

Scope
Market Research
Residential Demand Analysis
Product Program
Sales and Marketing Strategy

Team
Community Development Corporation
Indy-east Asset Development

Market Research
Greenstreet Ltd.

Master Planner
EDEN Collaborative

Development Advisor
Mansur Real Estate Services, Inc.
The Re-Development Group

Civil Engineer
Elements Engineering

Role
With a dual focus of leveraging the 2012 Super Bowl Legacy Project and a sustained community revitalization effort, Greenstreet analyzed demographics, supply and demand drivers to forecast target market, product, sales price and absorption assumptions to inform the business plan. In addition, Greenstreet provided recommendations for project marketing and sales strategies and tactics.

