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Contact

Scott Harris, Speedway Redevelopment Commission
317.695.9161 or KENSHARRIS@aol.com

Speedway Redevelopment Commission unveils Speed Zone Master Plan – A Bold Vision Then... A Bold Vision Now.

SPEEDWAY, Ind.— The Speedway Redevelopment Commission unveiled the plan last night for The Speed Zone, a 400-acre area bordered by Main, 10th and 16th streets and Olin Avenue. During the unveiling, the Commission revealed the Speed Zone master plan, the culmination of more than a year’s worth of planning, with significant input from Speedway residents, business owners and other stakeholders.

The Speed Zone master plan is a challenging yet pragmatic strategy for the redevelopment of the 400 acres south of the Indianapolis Motor Speedway, an area that includes Main Street. The plan calls for mixed-use development, an emphasis on the retention of Speedway’s largest employers and establishing this area as the true heart of the racing industry.

Highlights of the plan include:

- Establishing a strong retail/commercial corridor along Main Street, with condominium development on the upper floors of Main Street’s buildings.
- Improving access for businesses and industry with improved traffic flow.
- Improving pedestrian safety and accessibility while also opening the area for alternative transportation opportunities such as walking and cycling.
- Creating a year-around destination for race fans and motorsports enthusiasts.
- Encouraging environmentally sustainable development that benefits businesses as well as the community as a whole.
- Enhancing citizens’ quality of life through top-notch development, improved public amenities and new opportunities for arts and culture.

“The Town of Speedway was founded at the turn of the 20th century by individuals following their vision,” said Scott Harris, Speedway Redevelopment Commission president. “With the Speed Zone master plan, The Town of Speedway is casting a bold vision for the next 100 years, aiming to attract business and tourists year round and improve the quality of life for Speedway residents.”

Held at the Speedway High School auditorium, the event was led by Scott Harris, president of the Speedway Redevelopment Commission, and Shane Burkhardt, planning director and project manager with American Structurepoint. The event also featured addresses from Joie Chitwood, president and CEO of the Indianapolis Motor Speedway; Andy Ordning, president of Zipp Speed Weaponry; and Larry Dewey, president of Allison Transmission, General Motors Corporation.

About the Speedway Redevelopment Commission

The Speedway Redevelopment Commission is a five-member board of volunteers appointed by the Speedway Town Council. Faced with the task of bringing economic growth to the Town of Speedway, the commission is responsible for redevelopment within the Town of Speedway and has established two redevelopment areas including the Speed Zone and Redevelopment Area No. 2 along Crawfordsville Road. The plan will be the first step toward building Speedway's bright future. For more information visit www.redevelopspeedway.com.

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