



SPEEDWAY

COMPREHENSIVE PLAN

**TOWN COUNCIL
TOWN OF SPEEDWAY, INDIANA**

RESOLUTION NO. 2023-05 *B*

**A RESOLUTION ADOPTING THE
COMPREHENSIVE PLAN**

WHEREAS, Indiana law provides that powers not specifically reserved for the State are delegated to the local government and may be regulated by a municipality [Home Rule], as delineated in I.C. 36-1-3; and

WHEREAS, The Town of Speedway, Indiana, (“Speedway”) is a political subdivision in a county containing consolidated city; and

WHEREAS, The Town Council for the Town of Speedway, Indiana (“Council”) is the executive and legislative body of Speedway; and

WHEREAS, The Speedway Advisory Plan Commission (“Plan Commission”) is formed and existing under I.C. 36-7-4; and

WHEREAS, Pursuant to I.C. 36-7-4-501 et seq., The Plan Commission has prepared a Comprehensive Plan for the Town of Speedway, Indiana; and

WHEREAS, The Plan Commission engaged experts in planning and zoning and the public and studied the requirements for a Comprehensive Plan as set forth in I.C. 36-7-4-502 and I.C. 36-7-4-503; and

WHEREAS, The Plan Commission conducted a public hearing on August 14th, 2023 in accordance with I.C. 36-7-4-507, at which members of the public were invited to attend and make comments on the proposed Comprehensive Plan; and

WHEREAS, at the conclusion of the public hearing, the Plan Commission adopted and certified the Comprehensive Plan to the Council in accordance with, and pursuant to I.C. 36-7-4-508; and


WHEREAS, the Council desires to adopt the Comprehensive Plan in the best interests of the residents of the Town of Speedway.

**THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL FOR THE TOWN
OF SPEEDWAY, INDIANA:**

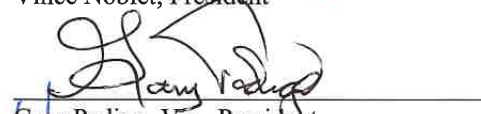
Section 1: The Town Council for the Town of Speedway, Indiana hereby adopts the Comprehensive Plan as presented to the Plan Commission on August 14, 2023, and orders it to be published and made publicly available, in accordance with Indiana law.

IT IS SO RESOLVED this 28th day of August, 2023

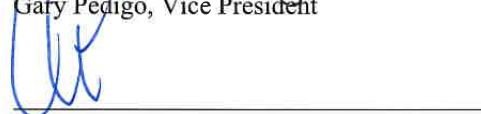
Speedway Advisory Plan Commission



Vince Noblet, President




Gary Pedigo, Vice President



Eileen Fisher



David Lindsey



Gary L. Raikes

Attest:



Philip Foust, Clerk-Treasurer

ACKNOWLEDGMENTS

SPECIAL THANKS

American Structurepoint would like to thank everyone who participated in the stakeholder focus group meetings, online surveys, and public events. The participation and feedback of Speedway's community helped make this planning process a success.

CITY COUNCIL

Vince Noblet
Gary Raikes
David Lindsey
Eileen Fisher
Gary Pedigo

REVIEW TEAM

Jacob Blasdel - Clerk Treasurer
Doug Boles - Indianapolis Motor Speedway
John Dizney - Speedway Schools
Sean Harrold - Resident
Laura Holm - Arts Commission
Grant Kleinhenz - Town of Speedway Manager
David Lindsey - Town Council
Cheryl McElroy - Town of Speedway Communications
Frank Merritt - Speedway Trails
Jennifer Miller - Speedway Redevelopment Commission
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Rhonda Schwartz - Chamber of Commerce
Eric Scroggins - Allison Transmission
Tammy Smith - Parks and Recreation
Austin Templin - Allison Transmission
Karen Welch - Realtor
Adam Young - Resident

**This project was partially funded through a grant from the Indiana Office of Community and Rural Affairs (OCRA).
Their participation was greatly appreciated.**

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	5
WHAT IS A COMPREHENSIVE PLAN?.....	6
Purpose.....	8
Oversight of the Plan Development.....	10
Planning Summary.....	12
Plan Goal Statements.....	16
GENERAL BACKGROUND.....	18
Community Profile.....	18
Regional Overview.....	20
History.....	21
Economic Base.....	22
Key Trends.....	28
Aging in Place.....	31
Industrial Built Environment.....	32
Population Projections.....	33
Past Planning Efforts.....	34
COMPREHENSIVE PLANNING COMMITTEE/ COMMUNITY ENGAGEMENT OVERVIEW.....	38
The Review Team Committee.....	39
Stakeholder Meetings.....	42
Public Engagement Events.....	43
Online Survey.....	44
COMMUNITY VISION.....	46
Vision Statement.....	46
Goals.....	46
General Strategic Themes.....	47
Objectives Statements.....	47
Strategies.....	48

ANALYSIS BY SUBJECT	49
Section 1: Land Use.....	50
Land Policy Categories.....	52
Future Land Use Design.....	54
Future Land Use Concepts.....	56
Land Use Categories.....	70
Section 2: Government and Fiscal Capacity.....	76
Section 3: Public Facilities and Services	80
Section 4: Placemaking.....	82
Section 5: Economic Development	84
Section 6: Housing.....	88
Section 7: Transportation.....	96
Section 8: Agriculture	102
Section 9: Natural Resources	104
Section 10: Parks And Recreation	106
Section 11: Broadband Access	108
Section 12: Historical And Archaeological Resources	110
Section 13: Hazard Mitigation.....	114
IMPLEMENTATION AND CRITICAL PATH STRATEGIES	118
Critical Path Strategies	119
UPDATING THE PLAN.....	141
APPENDIX.....	143
Appendix A: Existing Conditions Report	143
Appendix B: Online Survey Results	225
Appendix C: Review Team Meeting Summaries	241
Appendix D: Public Engagement Summaries	251
Appendix E: Final Online Survey Results	257

EXECUTIVE SUMMARY

This document outlines the first Comprehensive Plan document undertaken by the Town of Speedway. Up until this point in time, the Indianapolis-Marion County Department of Metropolitan Development had included the Town in its county-wide comprehensive plan, but under I.C. 36-7-4-201 et al excluded municipalities (including the Town) gained the jurisdiction to develop and adopt their own Comprehensive Plan.

The Comprehensive Plan's purpose is to guide the Town through the realization of its vision for growth and development. A comprehensive plan is a roadmap for a community's vision and growth over the next 20 years. It provides a snapshot of the current time and a vision for the future, guiding long-term investment, growth, and development.

The process of creating the Town of Speedway Comprehensive Plan began in March of 2022. A Review Team oversaw the plan development and maintained frequent contact with the project team. The process involved several public engagement opportunities in the Town of Speedway through public events, open houses, conversations with community stakeholders, and online surveys. The plan includes long/short-term recommendations that will help strengthen the future of the Town of Speedway.

Speedway is an incorporated Town in Wayne Township, Marion County, Indiana, and is the home of the Indianapolis Motor Speedway (IMS); under the "Unigov" consolidated Indianapolis-Marion County structure, Speedway is considered an "excluded" city or town, giving it certain rights and functions for governance, funding, planning, and development. Downtown Indianapolis is a 15-minute drive to the east, and other towns and cities like Plainfield and Greenwood are less than one hour away. Speedway is an enclave of Indianapolis, meaning Indianapolis surrounds Speedway entirely, giving the town no room to expand. Due to this, any new development in Speedway must be done within the existing town boundary.

WHAT IS A COMPREHENSIVE PLAN?

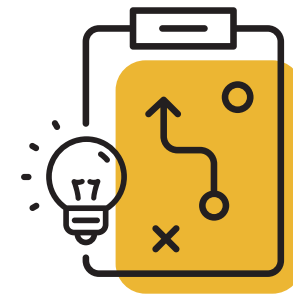
A comprehensive plan is a strategic guide containing policy statements for effective decision-making in private development projects and community initiatives for the public good.

The plan's purpose is to guide the town through the realization of its vision. A comprehensive plan is a roadmap for a community's vision and growth over the next 20 years or more. It provides a snapshot of the current time and a vision for the future, guiding long-term investment, growth, and development.

A comprehensive plan assists policy, land use, and infrastructure decisions. The planning process gathers input from various sources to build consensus around the plan and its vision for the future. To increase the chance of success, a comprehensive plan should be treated as a living document that the Town should update as changes occur in land use, transportation, infrastructure, resources, demographics, and priorities within the community.

Although the plan contains recommendations that pertain to zoning and future land use, it is not a regulatory document. Any future development ordinances within the Town must follow standard Indiana law and the Town's process for rezoning a property, updating, or amending the text of the ordinances. The plan is used as a reference when future decision-making occurs, but its contents are not binding. Recommendations within the comprehensive plan may require further, in-depth studies to provide the best possible solutions to specific issues.

What is a Comprehensive Plan?



ACTION PLAN **FOR A COMMUNITY'S VISION** **OVER THE NEXT 20 YEARS** **PEOPLE • ECONOMY • PLACE**



PURPOSE

The Town of Speedway Comprehensive Plan is designed as a long-term strategic guide to help the community manage and facilitate stable and desired economic growth to achieve the vision determined by the community. This Comprehensive Plan showcases a list of priorities, such as the existing conditions of the community, specifies the desired goals and objectives, and illustrates appropriate strategies to achieve the overall vision.

Speedway has an unusual status as an “excluded” community in Marion County—one of only four (the other three being the Cities of Beech Grove, Lawrence, and Southport). This status dates back to the consolidation of the governments of the City of Indianapolis and Marion County in 1970, a model locally referred to as “Unigov”. The Unigov administrative structure effectively turned Speedway into an enclave of Indianapolis, whereby the City of Indianapolis surrounds the Town of Speedway and cuts off any possibility of annexation.¹



¹IC 36-3-2-7 does allow for Indianapolis property owners to petition for the transfer of property from the City of Indianapolis to the Town of Speedway (and vice-versa), but it involves the simultaneous approvals of the City-County Council (of Indianapolis/Marion County) for disannexation and approval of the Speedway Town Council for annexation, and therefore seems limited in practicality and application.

SCOPE OF THE PLAN

Comprehensive planning is unique, the final document can be as detailed or as broad as the community wants or needs. After addressing the three requirements outlined in the Indiana Code 36-7-4, a comprehensive plan can take a variety of shapes and forms.

The Town of Speedway Comprehensive Plan provides guidance related to the following topics:

- Housing
- Transportation
- Land-Use
- Placemaking
- Natural Resources
- Park and Recreation
- Economic Development
- Agriculture
- Hazard Mitigation
- Broadband Access
- Public Facilities and Services
- Historic and Archeological Resources
- Government and Fiscal Capacity

The geographic scope of the Speedway Comprehensive Plan is especially for the area within its jurisdiction but recognizes how the growth and development of nearby cities could impact the Town.

DID YOU KNOW?



Communities may adopt comprehensive plans as described by Indiana Code to promote public health, safety, morals, convenience, order, or the general welfare, and for the sake of efficiency and economy in the development process.

Indiana Code 36-7-4-500 series sets forth the standards for developing and evaluating a comprehensive plan. Required elements include the following:

- A statement of objectives for the future development of the jurisdiction.
- A statement of policy for the land use development of the jurisdiction.
- A statement of policy for the development of public ways, places, lands, structures, and utilities.

OVERSIGHT OF THE PLAN DEVELOPMENT

At the beginning of the project, a Review Team was formed consisting of representatives from the Town Officials and the American Structurepoint consultant team. Members on this team were selected based on their contribution to a broad representation of diverse backgrounds and viewpoint in the community, including residents, businesses, public education, development and real estate, infrastructure and public services, and not-for-profit development services.

The Town of Speedway Comprehensive Plan was funded in part through the Office of Community and Rural Affairs (OCRA) planning grant. The Existing Condition Report was created during phase one of the planning process. The report includes community demographics, socio-economic conditions, and natural features of the Town of Speedway. The report also helps identify significant trends for the town's future development. The complete Existing Conditions Report (ECR) is included in Appendix A, with the key trends discussed in the next section.

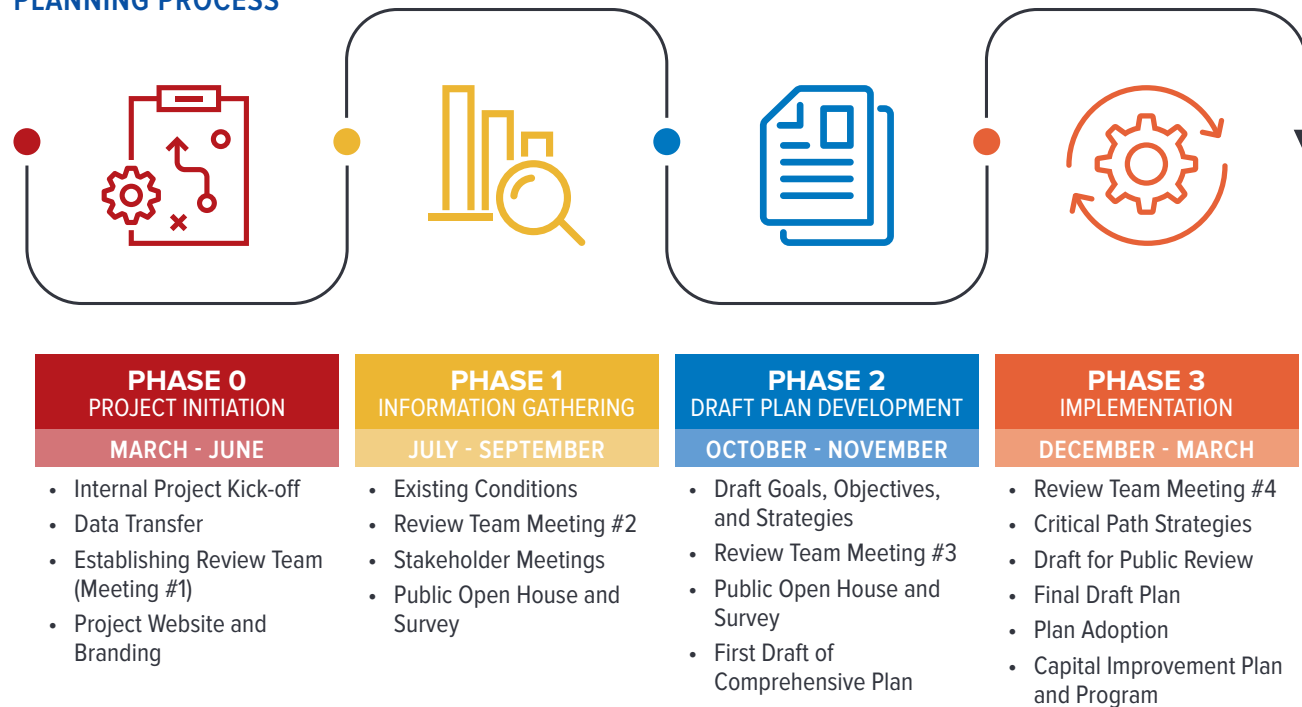
This document identifies the goals and objectives from the public input received through public and stakeholder outreach. The Community Engagement Overview chapter summarized the results of public engagement efforts for the plan. The goals, objectives, and strategies chapter describes the plan's vision statement. The vision statement acts as a guiding principle for the main goals of the Comprehensive Plan. The goals and objectives listed constitute general guidelines to achieve the community's vision.

Following the goals, objectives, and strategies chapter is the implementation section of the plan, which includes best practices, a narrative on recommendations, and critical path strategies. These identified strategies are relatively low in cost, quick to complete, or require few human resources. Critical path strategies include direct, actionable steps, an estimated timeline, and an estimated cost.

PLANNING PROCESS

The Town of Speedway Comprehensive Plan identifies and reflects the interests of its community members and is a result of an asset-based approach. This plan was completed in a 12-month planning process with three phases. Phase 1 focuses on education, information gathering on existing conditions, and public outreach. Phase 2 focuses on incorporating the information gathered in Phase 1 to format the draft goals, objectives, and strategies. Phase 3 identifies ways to implement the goals, objectives, and strategies established in the previous phase and guides the plan through adoption.

PLANNING PROCESS



PLAN SUMMARY

The Speedway Comprehensive Plan represents the first one ever developed or adopted solely by the Town. Historically, the Indianapolis-Marion County Department of Metropolitan Development has overseen the development and adoption of land use plans and development ordinances for the entire County, including the Town of Speedway. In 2021, Indiana Code was amended to allow “excluded” cities and towns in Marion County to adopt their own planning and zoning (I.C. 36-7-4-201 et al).

As a result, this comprehensive plan is an essential tool for the Town of Speedway. The comprehensive plan describes the community vision and goals, and it establishes policy for future growth and development. In addition to guiding local government officials, the plan also serves as an action plan that helps guide other non-government community organizations, leaders, and all citizens in designing the future of their community. The purpose of this plan is not only to help guide future growth but also for the Town to use as a tool to encourage favorable development practices and to prioritize capital improvements as funding becomes available.

The Town of Speedway Comprehensive Plan was funded through the Office of Community and Rural Affairs (OCRA) planning grant. The plan is organized into the following chapters to clearly address their requirements. The following statements provide a brief overview of what to expect for each chapter.

CHAPTER 1: EXECUTIVE SUMMARY

This chapter serves as an introduction to the plan by describing the purpose of a comprehensive plan. The chapter outlines the scope of the project and planning process, and summarizes Speedway's vision and goals.

CHAPTER 2: GENERAL BACKGROUND

This chapter summarizes the Existing Conditions Report by providing a collection of background data for the Town of Speedway, including community demographics, socio-economic conditions, and natural and physical infrastructure conditions.

CHAPTER 3: COMPREHENSIVE PLANNING COMMITTEE

This chapter provides a summary of the Review Team, including the list of members, their role in the planning process, and key take aways from meetings. The section also provides a summary on public engagements events and online surveys.

CHAPTER 4: ANALYSIS BY SUBJECT

This chapter is intended to identify the goals and recommendations for 13 subject matter sections. Within each subject matter section, there are five key components:

- Overview
- Relevant Comprehensive Goals
- Objective Statements – Strategies
- Implementation
- What We Heard
- Best Practices – (If applicable)

Key findings from this section include the following:

- The Town of Speedway is a landlocked community, but growth and improvements to the town can happen by addressing physical infrastructure concerns.
- Single-family housing was proposed in vacant parcels identified during the planning process.
- Future development and redevelopment were proposed in underutilized parcels located within the town.
- Strategies were created to address important traffic control and pedestrian safety issues.
- Strategies were created to develop high-quality places, businesses, and neighborhoods.

CHAPTER 5: CRITICAL PATH STRATEGIES

This chapter is intended to assist in implementing the top priority strategies; this chapter includes detailed action steps, identifies parties to involve, estimates cost, and provides a time frame for each critical path strategy.

The critical path strategies described in this section include the following:

- Maintain a database of underutilized/vacant buildings or parcels that can be used for redevelopment or infill development.
- Sponsor a building inspection program for new businesses looking to occupy existing buildings.
- Maintain and support educational and other community resources that ensure a high quality of life in Speedway. Identify opportunities for partnerships with Ivy Tech, Marian University, and Speedway Schools to create programs for young residents.
- Create a Capital Improvement Plan (CIP) to ensure critical infrastructure upgrades and expansion are accounted for annually. Explore options to improve traffic flow and reduce pedestrian-vehicle conflicts on Crawfordsville Road.
- Continue to promote business diversity, including entrepreneurs, local stores, co-working spaces, small businesses, and medium firms.
- Promote the diversity of senior housing opportunities to serve the aging population of Speedway.
- Ensure that public services and facilities will adequately serve the needs of residents and businesses within the Town of Speedway, and that such services and facilities are adaptable to future growth.
- Improve pedestrian connectivity by identifying gaps in sidewalks, bicycle infrastructure, and areas where pedestrian crossings are needed. Also, furnish current trails and parks with universal features that promote activity, safety, and unique recreational experiences.
- Gateway Implementation on 16th St.
- West Crawfordsville Road Commercial District.
- Expand the Main Street commercial district to Allison Way along the B&O Trail, encouraging mixed uses (commercial, recreational/open space, and residential) to create an inviting atmosphere.
- B&O Trail housing and park redevelopment (B&O Trail and 16th Street).
- Moller/W 26th Street. – Area Development.
- East Crawfordsville Road Commercial District (Crawfordsville/Lynhurst).





PLAN GOAL STATEMENTS

Goal statements describe what the community wants to accomplish. Each statement works to identify the desired outcome of conditions. The following table shows the Comprehensive Plan's main goals and how each relates to the OCRA-required content areas.

LONG-TERM OUTCOMES

The Town of Speedway's Comprehensive Plan outlines a future land use pattern that focuses on different land use proposals, including single-family, multi-family, general commercial, and neighborhood commercial uses in and around the existing boundaries of the Town of Speedway.

Residential growth is focused on the north side of the town, including areas in the north and southwest of the town. General and neighborhood business development is slated for key areas along Crawfordsville Road and 16th Street. The comprehensive plan also encourages mixed-use redevelopment to extend business along the B&O Trail and the future Linear Park.

In the Critical Path Strategies chapter, the comprehensive plan offers information on possible partnerships to accomplish the top priority strategies of the Town of Speedway.

OCRA GOALS													
GOALS	1: Land Use	2: Government and Fiscal Capacity	3: Public Facilities and Services	4: Placemaking	5: Economic Development	6: Housing	7: Transportation	8: Agriculture	9: Natural Resources	10: Parks and Recreation	11: Broadband Access	12: Historical and Archaeological Resources	13: Hazard Mitigation
Have an economically vibrant community where the well-being of its residents is continually improving.	●		●		●	●					●		
Offer multiple housing options that are safe, well-maintained, and economical for people of varying incomes, ages, and stages of life.	●					●				●			
Promote a harmonious relationship with the natural environment and preserve natural systems, protect waterways, protect the built environment, and conserve open space landscapes.				●				●	●	●			●
Develop high-quality places, districts, and neighborhoods that promote social interactions and display a positive identity for the town.		●	●	●	●	●				●		●	
Prepare the community for future shocks to the economic and environmental systems, mitigating future problems.		●											●
Continually advance the Town's administrative and fiscal capabilities to address current and future challenges.		●	●				●			●	●		
Continually enhance walkability throughout Speedway and maintain a safe and efficient multi-modal transportation network that enhances connectivity.			●				●						

GENERAL BACKGROUND

This chapter is home to a collection of background data for the Town of Speedway, including community demographics, socio-economic conditions, and natural/environmental conditions. The consultant team conducted a background analysis and created an ECR for the Town of Speedway. The report aimed to study and understand trends related to the town's future development. Please refer to Appendix A for more detailed information.

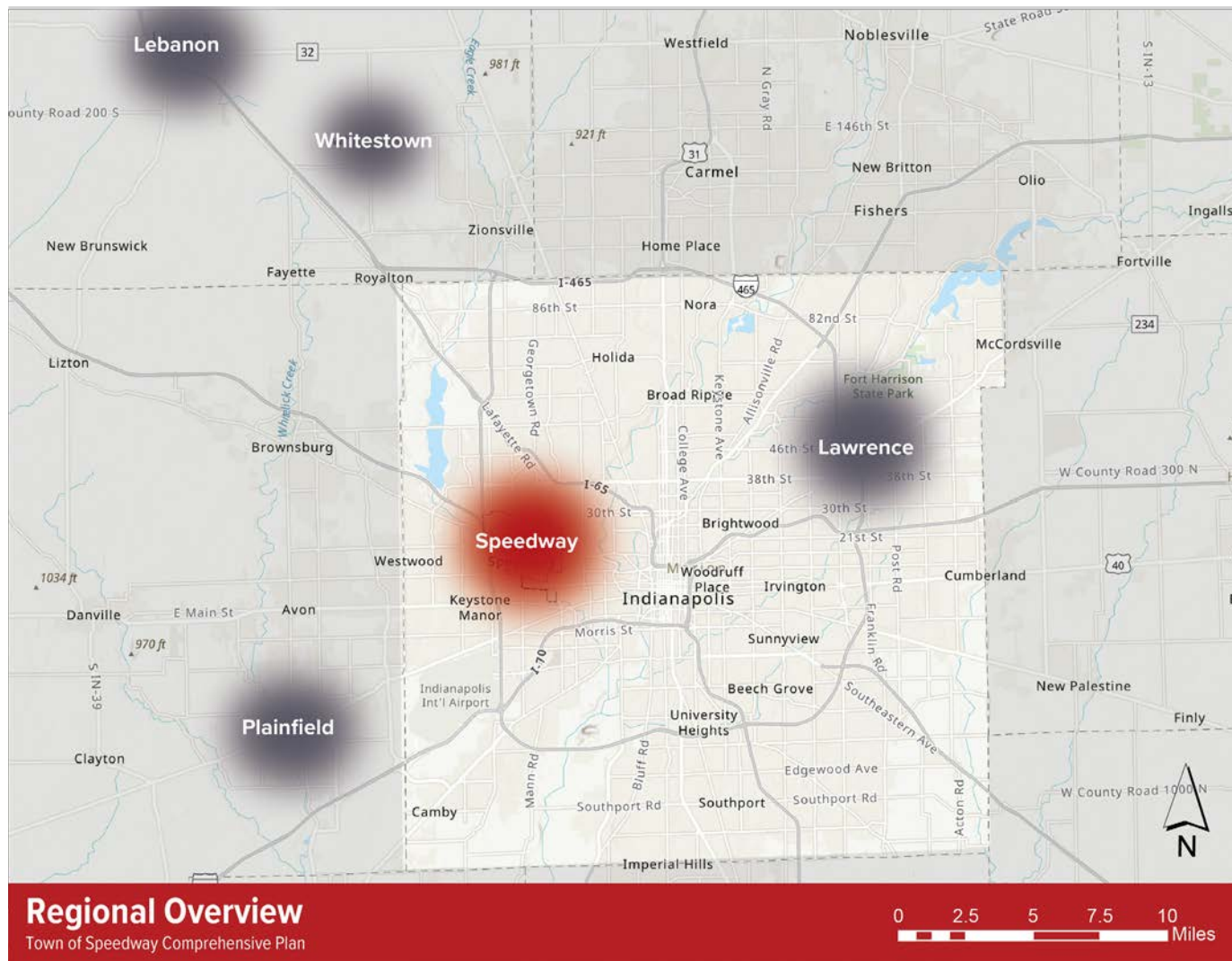
COMMUNITY PROFILE

The Community Profile overviews key trends from the Existing Conditions Report.

The Town of Speedway is part of Indianapolis, Indiana, and is the home of the IMS. This town hosts the Indianapolis 500 Mile Race annually, an event that brings visitors from all over the country to Speedway and is billed as the world's largest single-day attended sporting event. Any new development in Speedway must be done within the existing town boundary. The City of Indianapolis surrounds Speedway; therefore, the town does not have any area to expand. Despite this, the town's population continues to grow through redevelopment and infill; Speedway's population increased by about 18 percent since 2010 and is expected to continue growing throughout the next ten years. Also, the town's total number of households has increased since 2010 and is expected to continue growing.

This section was written to identify significant trends from the ECR and for the community's future development as part of the Town of Speedway's Comprehensive Plan update process. Comprehensive plans generally cover a wide range of topics. Those selected for inclusion in this report are not all of the potential issues that could affect the town's future, but they represent the ones identified as the most relevant.

Regional Overview



Location of Speedway and its relation to comparison communities used to compare demographics in the ECR.

Source: USGS, ESRI.

REGIONAL OVERVIEW

Speedway is a Town in Wayne Township, Marion County, Indiana. Downtown Indianapolis is located only 15 minutes away from Speedway, and other towns and cities like Plainfield and Greenwood are less than one hour away. Other major cities and towns around Speedway include Lawrence, Plainfield, Whitestown, and Lebanon, all located less than two hours away.

Speedway is an enclave of Indianapolis and exists as a stand-alone Town that is also part of Marion County under the “Unigov” administrative structure described in the introduction to this Plan. I-465 is nearby and is a primary access route to the town. Crawfordsville Road is another main access route to Speedway. 16th Street connects Speedway to Downtown Indianapolis and has a moderate traffic volume.

Speedway’s existing conditions were compared to several similar-sized regional communities. The comparison communities included Plainfield, Lebanon, Whitestown, and Lawrence, which all share similar characteristics. By comparing Speedway to these communities, it was simpler to separate statewide and national trends that occurred from Speedway’s actions to trends outside of the town’s control. Data was also gathered at the state and county level to compare Speedway’s demographics with larger regional and national trends.

HISTORY²

Carl G. Fishers built the Indianapolis Motor Speedway in 1909. Speedway City was established in 1912 as a suburban neighborhood of Indianapolis, and incorporated as the Town of Speedway in 1926. From the beginning, Speedway was planned to be a “horseless” town reflecting its commitment to the motor vehicle industry. Speedway faced significant growth in the 1920s and 1930s; the Speedway Historic District, which was listed on the National Register of Historic Places in 2005, encompasses these neighborhoods. The creation of Unigov in 1970 merged Marion County government with that of the City of Indianapolis, thus fixing the Town’s boundaries (as noted above), but the designation of the Town as an “excluded” Town meant that it maintained its authority.

² Historic Neighborhoods of Urban Indianapolis

ECONOMIC BASE³

The following section outlines characteristics of the labor force, employment, and commute behavior of the Town of Speedway's workforce. Unless otherwise stated, all economic base data came from ESRI Business Analysis which pulls from U.S. Census Bureau Data.

INDUSTRY

Employment was measured by comparing the percentage of employed persons aged 16 or more by industry type. Speedway's largest industries were services (45.74 percent) and manufacturing (13.74 percent). The services industry included professional, scientific, technology, administration, support, waste management, educational services, health care, and social-assistance employees.

WORKFORCE

The workforce measured the percentage of the employed population ages 16 or older by occupation. Occupations were categorized by white-collar, blue-collar, and services. Speedway's blue-collar workers made up 25.99 percent of the workforce in 2021. Blue-collar occupations included farming/forestry/fishing, construction/extraction, installation/maintenance/repair, production, and transportation/material moving. White-collar workers consisted of 58.44 percent of Speedway's population. Occupations included management/business/financial, professional, sales, and administration. Lastly, the service industry was 15.57 percent of the workforce.

³ ESRI Business Analyst

UNEMPLOYMENT

Unemployment was reported as 2.14 percent in 2021, which was higher than the State of Indiana (1.53 percent), Marion County (1.42 percent), and all other comparison communities. The Town of Speedway had a rate above the State of Indiana but below the national recommendation of 3.5 to 4.5 rate. A lower unemployment rate is good for both the community and the local economy; too little can also be a sign of economic stress. Speedway's unemployment rate was higher than the comparison communities, so more people in the town are struggling to find employment.

COMMUTER BEHAVIOR

Speedway had a very mobile workforce, with 93.3 percent of the resident workforce (6,303 residents) leaving the community for their primary source of employment and only 6.6 percent (451 residents) remaining to work within the community. However, Speedway had a demand for labor that local businesses is pulling approximately 8,320 workers from surrounding cities and counties.

ANCHOR INSTITUTIONS

The following section is an inventory of the Town of Speedway's anchor institutions. These institutions are critical to providing public services and amenities to the community. Existing emergency services, educational facilities, and civic facilities are accounted for in this section.

EMERGENCY SERVICES

POLICE AND FIRE DEPARTMENT

The Police Department is located along Crawfordsville Road. The police department serves the residents of Speedway. Some specialized units include the Honor Guard Unit, K-9 Unit, motorcycle units, SWAT Unit, DARE Unit, and bicycle units. They also have the Speedway Police Department Investigations Division, which is currently under the supervision of Lieutenant Dan Eacret and Sergeant Jim Thiele.

FIRE DEPARTMENT

There are two fire departments located in Speedway. One of the fire departments is located along North Lynhurst Drive, and the second is located on West 25th Street, behind the Public Library. The operations division is the largest department within the Speedway Fire Department (SFD); this division is responsible for emergency medical services, fire suppression, mitigation of disasters, and rescue activities. The current department chief is Bob Fishburn.

⁴Fire Department / Speedway, IN (speedwayin.gov)

EDUCATION FACILITIES

ELEMENTARY

Speedway has four elementary schools. Frank H. Wheeler Elementary School is located along Meadowood Drive, James A. Allison Elementary School along 22nd Street, Arthur C. Newby Elementary School along Crawfordsville Road, and Carl G. Fisher Elementary School along 14th Street.

MIDDLE⁵

Speedway Junior High School is in Speedway. This is located on Allison Avenue and West 14th Street. The school serves grades 7 to 8 and the approximate population is 291 students.

HIGH

Positioned along 25th Street and North Lynhurst Drive, Speedway Senior High School is the only public high school in the town. The high school has recreational facilities such as tennis courts, baseball and softball fields, soccer fields, a football field, and a track and sports field.⁶

COLLEGE/UNIVERSITY

Speedway does not have a college within the town boundaries, but some institutions are located within a ten to-15-minute drive. These institutions include Marian University's Saint Joseph's College, Ivy Tech Community College, and Indiana University-Purdue University Indiana.

VOCATIONAL

Located along 16th Street, the St. Christopher School is an educational ministry of St. Christopher parish. This institution promotes its students' spiritual, moral, intellectual, physical, and social growth.⁷

⁵Speedway Junior High School in Indiana - U.S. News Education

⁶School Town of Speedway - Home

⁷St Christopher School

CIVIC FACILITIES

SPEEDWAY PUBLIC LIBRARY

The Speedway Public Library is located on West 25th Street near the Speedway Senior High School. The library was officially opened on November 24, 1968, and until this day, the library is still open to the public. Today, the Speedway Public Library has over 90,000 items in its collection. The facility also offers programs, including reading clubs for adults and children, story time for children, summer concerts for families, etc. A calendar of events can be found on the library's website.

GOVERNMENT SERVICES

Speedway Town Hall and Speedway Municipal Center are at the corner of Crawfordsville Road and North Lynhurst Drive. The Indianapolis West Bureau of Motor Vehicles (BMV) branch is near the Marion County West Division of Family Resources along Crawfordsville Road.

POST OFFICE

United States Postal Service is located on West 25th Street within Speedway's town limits. There are about 26 locations of the US Postal Service within Marion County.⁸

SPEEDWAY HEALTHCARE FACILITIES

Dignity Home Care Services provides affordable home care services.⁹

Community Health Pavilion is located on Main Street. Community Health Pavilion offers healthcare to families in Speedway and surrounding neighborhoods on the west side of Indianapolis.¹⁰

Oak Street Health is Speedway's primary care doctor's office at the Speedway Super Center next to Speedway Fire Station 89 and Speedway Public Library. Oak Street Health accepts all Medicare Supplement plans (MediGap plans) and other insurances.¹¹

HealthNet Speedway Health and Dental Center offers health care to support healthier people, families, and communities. The facility is in the Speedway Super Center along Crawfordsville Road, offers financial services, and accepts all Medicare, Medicaid, Hoosier Healthwise, and commercial insurance plans.¹²

⁸ Post Offices - Marion County, IN (Mail Services & PO Boxes)

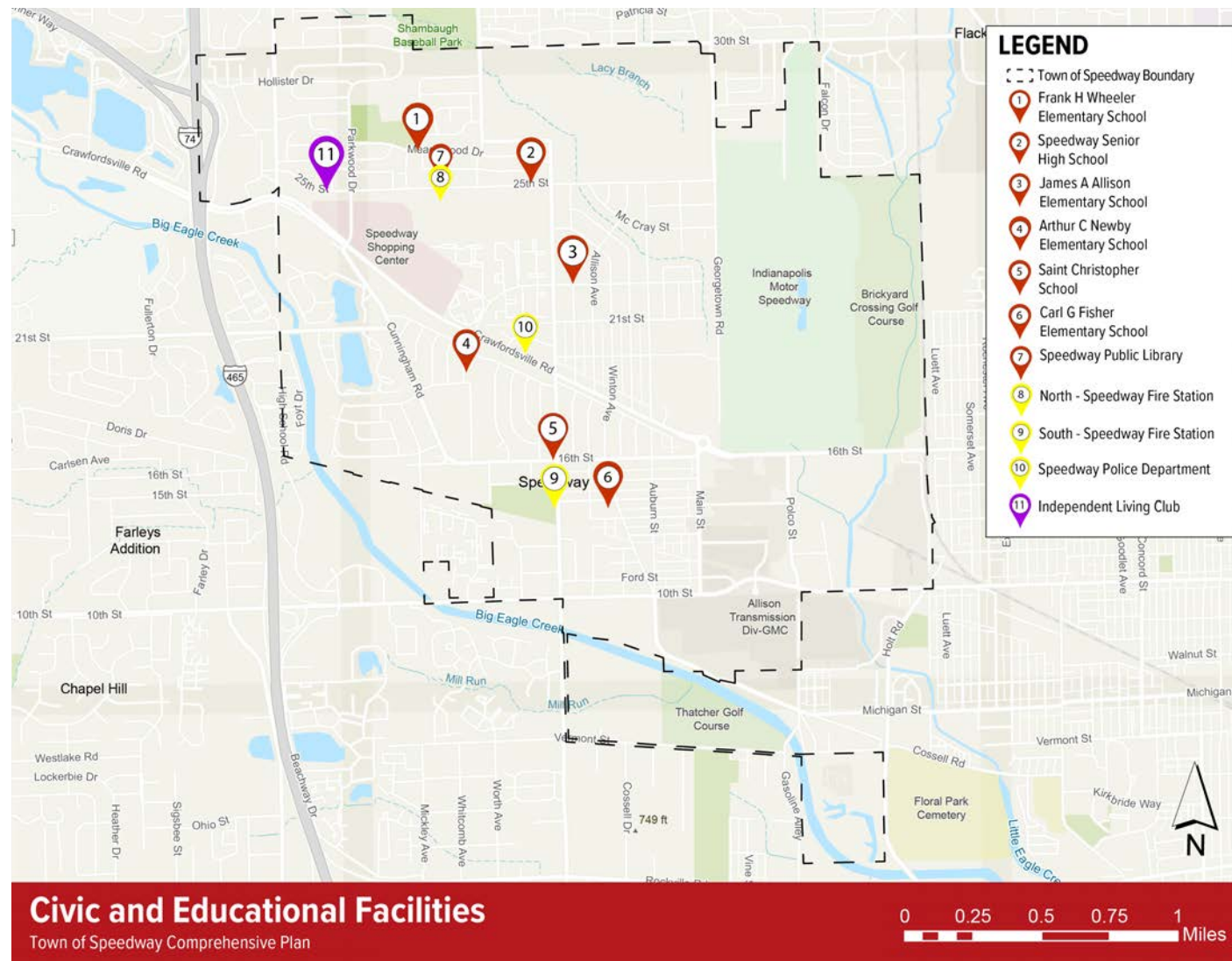
⁹ Home Care Services | Dignity Home Care Services LLC | United States

¹⁰ Community Health Pavilion Speedway | Community Health Network

¹¹ Oak Street Health Speedway Primary Care Clinic & Doctor's Office in Indianapolis, IN

¹² Speedway Health & Dental Center | HealthNet

Civic and Educational Facilities



Educational and Civic facilities located in Speedway.
Source: IndianaMAP, I.N.D.O.T. Roadway Inventory Viewer.

KEY TRENDS

Key trends were developed by connecting demographic data with trends heard through public engagement and stakeholder meetings. These key trends are listed below, and influence the strategies and recommendations mentioned later in this plan. A demographic summary table shows the primary demographics for the Town of Speedway from 2010 to 2026.

DEMOGRAPHIC SUMMARY¹³

	2010	2021	2026 PROJECTION
Population	11,874	13,041	13,517
Median Age	37.8	37	37.2
Median Household Income	\$40,890	\$44,982	\$48,907
Households	5,550	5,993	6,204
Race and Ethnicity			
White	71.03%	63.41%	--
Black/African American	19.76%	22.80 %	--
Hispanic or Latino	7.51%	--	--

¹³ ESRI Business Analyst



KEY TRENDS

The following key trends were identified in the ECR analysis:

- Speedway's population increased 18.1 percent from the 11,874 residents recorded in the 2010 census to 13,952 residents reported in 2020.
- Speedway's total households increased by 7.98 percent from the 5,550 households reported in 2010 to 5,993 households reported in 2021. The average household size increased from 2.13 in 2010 to 2.16 in 2021 and is expected to increase by 2026.
- Industrial uses are prominent land use in Speedway. It is important to note that industrial land uses were mainly located on the east side of town and were mainly parcels owned by the IMS, which is still designated as industrial use.
- Although the development of new single-family housing was brought up many times in the community engagement section, the second most common land use in Speedway is residential, occupying 23.64 percent of Speedway's land.
- Speedway's housing stock increased from 2010 to 2021 with the addition of 460 units. Housing owner-occupied housing units decreased, and renter-occupied housing increased.
- Although Speedway's poverty rate is slightly lower than Marion County's poverty rate, Speedway's poverty rate is higher than the Indiana poverty rate by 2.4 percent.
- Speedway's population is aging. The median age of Speedway was 37 years old in 2021 and is projected to increase slightly to 37.2 in 2026.





AGING IN PLACE

As with other communities across the state, Speedway's population is aging. The median age of Speedway residents is 37 years old as of 2021 and is projected to increase slightly to 37.2 years old in 2026. Regarding homeownership, Speedway residents are staying longer in their homes. Although Speedway is located alongside dense, older neighborhood in inner-city Indianapolis, it maintains its small-town feel, which invites residents to retire in their homes without the need to move to a different town or city.

This "aging-in-place" quality brings opportunities for Speedway. Since it houses the IMS, in the public survey, many people commented on the importance of being located near the "racing capital of the world." This feature makes the town desirable for residents to stay in it longer and an attractive destination for specific lifestyles.

Aging-in-place can also bring new requirements for the town. Aging-in-place communities require more services, such as senior living facilities, healthcare, and emergency facilities. New and better resources for senior residents were mentioned multiple times in survey responses. These topics will be addressed in the goals listed in a later chapter. The Town needs to continue implementing quality-of-life initiatives; this could help invite new age groups to the community, such as workers and younger residents.

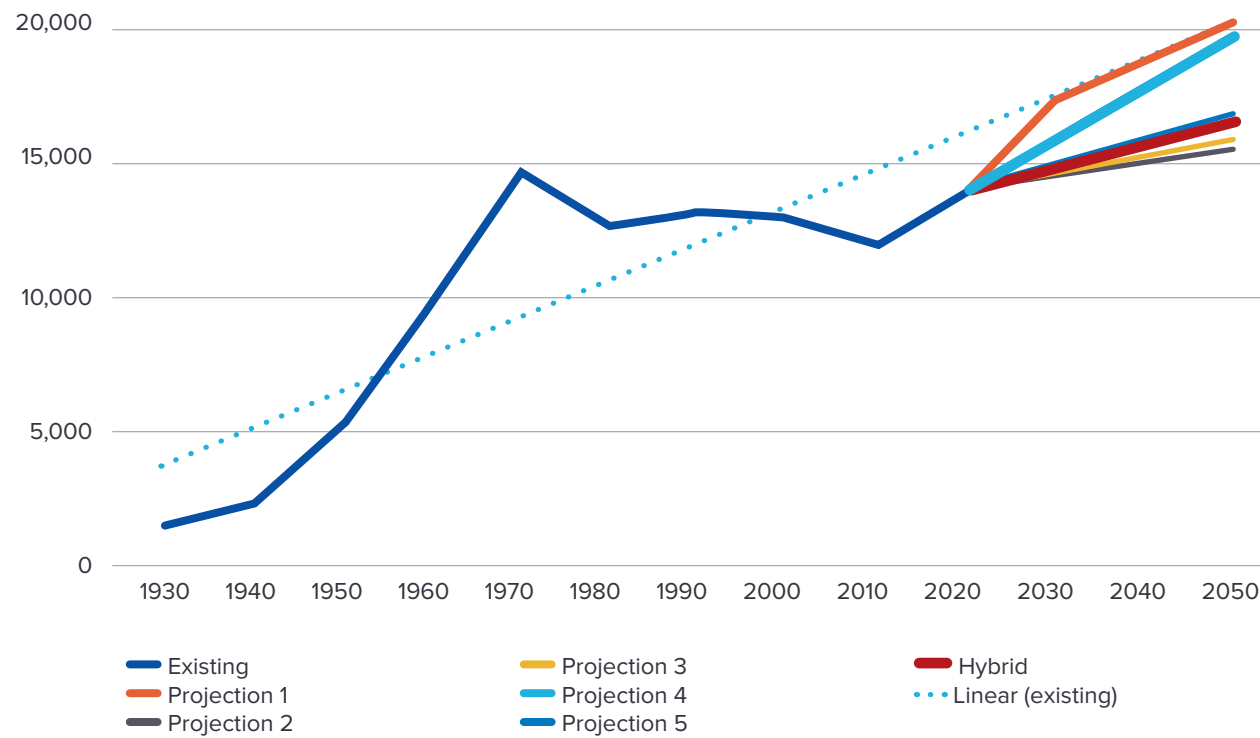
INDUSTRIAL BUILT ENVIRONMENT

As noted above, Speedway's 1912 founding reflects its industrial vision. The town is an example of a residential community planned for past and current industrial plants located in the area. Industrial land use is the most prominent land use in Speedway, comprising 50.06 percent of Speedway's land, including the IMS, which comprises 18.87 percent of the Town's area. Although Speedway is in an industrial environment, its neighborhoods maintain a small-town feel, with moderate-density single-family districts being located within walking distance of its industrial plants. In addition to manufacturing, Speedway's service-based employment, including educational services, waste management, administration, social-assistance employees, etc., has grown significantly in the past few decades. Several areas for continued residential and industrial development are noted in the land use section, below.

POPULATION PROJECTIONS

Population projections were calculated using data from the past 100 years from Woods & Poole and the US Census via [ESRI](#). Several projection methods were used to forecast Speedway's population for 2050. A hybrid projection consolidating multiple methods was eventually settled on, yielding 16,428 residents by 2050.

SPEEDWAY POPULATION PROJECTIONS



PAST PLANNING EFFORTS

Part of the planning process involves reviewing past town, county, and regional planning efforts. Past plans provide an insight into what was essential to the community and how it has changed. The goals and objectives for the Town of Speedway Comprehensive Plan were partly developed based on past goals from previous plans. Several additional plans from the City of Indianapolis were reviewed as comparisons.

Each past planning effort is unique and offers a particular perspective on the desired goals and outcomes of the town. An overview of past plans was completed to better understand their content, purpose, impact, and relevance to this plan. The plans and documents that were reviewed and their relevant goals included the following:

TOPICS	GOALS
SPEED ZONE MASTER PLAN	
TRANSPORTATION	<ul style="list-style-type: none"> • Improve regional linkages as well as internal circulation within the Speed Zone. • Improve regional north-south thoroughfares to better serve Speedway and the Speed Zone. • Ensure linkages for regional transit and alternative transportation opportunities.
ECONOMIC DEVELOPMENT	<ul style="list-style-type: none"> • Provide the tools necessary to improve the climate for retail business activities.
HISTORIC	<ul style="list-style-type: none"> • Provide the tools necessary to preserve Speedway's Main Street's architectural character and history. • Create the Speed Zone as a destination by showcasing the Speedway's history and culture.
PARK AND RECREATION	<ul style="list-style-type: none"> • Re-develop the Speed Zone to reduce environmental impacts and improve the quality of life of Speedway residents. • Develop an interpretive nature park along Little Eagle Creek to provide green space within the Speed Zone and an educational opportunity for Speedway residents.

TOPICS	GOALS
SPEEDWAY REDEVELOPMENT AREA 2 MASTER PLAN	
HOUSING	<ul style="list-style-type: none"> • Attract and develop a diversity of housing opportunities, including tiered living for Speedway's senior citizens, executive-level housing, and affordable opportunities for Speedway's up-and-comers.
ECONOMIC DEVELOPMENT	<ul style="list-style-type: none"> • Create a regional shopping destination for residents of the western Indianapolis metropolitan area.
PUBLIC FACILITIES AND SERVICES	<ul style="list-style-type: none"> • Create a safe and low-crime area for residents and visitors.
TRANSPORTATION	<ul style="list-style-type: none"> • Integrate Redevelopment Area 2 into the multi-modal regional transportation network. • Increase walkability and transportation alternatives such as bicycling and transit access within Redevelopment Area 2.
PLACEMAKING	<ul style="list-style-type: none"> • Develop a common theme for streetscapes and gateways throughout Redevelopment Area 2. • Develop areas for entertainment along the Crawfordsville Road corridor, including restaurants and venues for meetings and public gatherings

TOPICS	GOALS
INDY MOVES 2018	
TRANSPORTATION	<ul style="list-style-type: none"> • Connect and strengthen our region, city, and existing neighborhoods
INDIANAPOLIS COMPREHENSIVE PLAN	
STRENGTHENING NEIGHBORHOODS	<ul style="list-style-type: none"> • Create complete communities for residents to live authentic lives. • Invest in public assets and parks linked by trails, greenways, and waterways. • Celebrate the cultural accomplishments, values, experiences, and artistic expressions of people who live in Indianapolis. • Build social gathering places that help create shared experiences for people of all types. • Create innovation and entrepreneur districts of people and places to stimulate economic development and unleash innovation.
STRENGTHENING COMMUNITY	<ul style="list-style-type: none"> • Encourage information platforms to create participatory environments and a connected world. • Support and provide resources for the growth and prosperity of those who are already part of the business community. • Build on the geographic position as the Crossroads of America and strength as a manufacturing community. • Create a downtown central business district to enjoy events, activities, and attractions that exist only near such economic vibrancy. • Anchor neighborhoods, the local economy, and civic life on a scale possible only in a major metropolitan area. • Create civic responsibility.
STRENGTHENING FAMILIES	<ul style="list-style-type: none"> • Explore opportunities to improve and adapt skills and knowledge continually. • Define elements of what it means to enjoy authentic city life. • Offer transportation opportunities for people to get around the city. • Offer access to community schools that fit the needs of families and their unique situations.

COMPREHENSIVE PLANNING COMMITTEE AND COMMUNITY ENGAGEMENT

Community engagement is a vital part of the planning process and informs every component of the comprehensive plan.

Public involvement is essential because it helps capture the community's needs and wants at the grass-roots level, the feedback from which can enhance the town's long-term vision for growth and development. Community engagement input for the Town of Speedway Comprehensive Plan includes the following components:

- Review team meetings were scheduled throughout the planning process of the Comprehensive Plan to discuss the project's current and future phases and ensure the plan's accuracy.
- Stakeholder meetings were conducted to help the consultant understand the existing implementations and regulations tools in the town and to help understand the town's system.
- Public engagement events were scheduled to gather information from residents and visitors attending these events. The consultant team conducted public engagement at the following events:
 - Market in Meadowood and Speedway Summer Concert Series – September 1, 2022
 - Speedway Chamber Jazz Festival – September 17, 2022
 - Taste of Speedway – September 22, 2022
 - Town of Speedway Community Day and Speedway Police Department National Night Out. – September 29, 2022
- Two surveys were created on the platform Suveymonkey.com. The goal of the first survey was to collect information from the general public on their needs and wants for the Town of Speedway Comprehensive Plan, while the second survey garnered the public's reaction to proposed elements of the Comprehensive Plan.
- On February 13, 2023, an open house displaying the proposed elements of the Plan was held at the Town Hall, prior to the annual "State of the Town" community discussion.



Community engagement events. Source: American Structurepoint.



Community engagement events. Source: American Structurepoint.

THE REVIEW TEAM COMMITTEE

The project review team committee was comprised of several local volunteer leaders, organization members, business owners, and community members. The review team committee's input was critically important during the creation of the final plan. During the process, the review team committee helped identify the town's strengths, weaknesses, threats, opportunities, future vision, and community values.

MEMBERS OF THE COMMITTEE

The Review Team consisted of the following members:

- Jacob Blasdel – Clerk-Treasurer
- Doug Boles – Indianapolis Motor Speedway
- John Dizney – Speedway Schools
- Sean Harrold – Resident
- Laura Holm – Arts Commission
- Grant Kleinhenz – Town of Speedway Manager
- David Lindsey – Town Council
- Cheryl McElroy – Town of Speedway Communications
- Frank Merritt – Speedway Trails
- Jennifer Miller – Speedway Redevelopment Commission
- Gary Raikes – Town Council
- Rhonda Schwartz – Chamber of Commerce
- Eric Scroggins – Allison Transmission
- Tammy Smith – Parks and Recreation
- Austin Templin – Allison Transmission
- Karen Welch – Realtor
- Adam Young – Resident

Throughout the project, consultants scheduled several meetings with the review team to discuss critical benchmarks and review draft materials. During the process, the group challenged assumptions, ideas, and public outreach results to create the Comprehensive Plan for the Town of Speedway. The timeline below shows the meeting dates and the significant discussions at each meeting.



Review Team meeting summaries are located in Appendix C: Review Team Meeting Summaries of this plan. The meeting summaries are intended to provide users with an understanding of the purpose and primary discussion points during each meeting.



Community engagement events. Source: American Structurepoint.



Community engagement events. Source: American Structurepoint.

During the meetings, the review team committee stayed engaged by participating in asking questions or with interactive activities presented by the consultants. During the second meeting, the review team committee participated in two different activities. The team was divided into groups and participated in a roleplaying activity to collect important information to generate Comprehensive Plan's goals. The second activity's goal was to get the team to think about future infill, revitalization, and redevelopment areas within the town. A 'opportunities housing monopoly' game gained the team's input on housing development/redevelopment/infill for specific parcels in the county. All information gathered from these activities was used to create the goals and objectives and to create the future land use map.

STAKEHOLDER MEETINGS

The American Structurepoint consultant team met with stakeholder groups in October of 2022. Stakeholder meetings were scheduled virtually and in person. There were 14 attendees in total for in-person meetings, and 15 attendees total for virtual meetings. Stakeholder groups included public health, education, community organizations, government/law enforcement, industry, tourism and retail, and Marion County government.

The project manager conducted the meetings, which were initiated with a project description. The following key themes were summarized from the stakeholder meetings:

KEY THEMES

- The Town should continue to maintain a great school system. Stakeholders emphasized that the town is well-known for its school system and would like to focus on maintaining it while the town continues to grow.
- Stakeholders emphasized the importance of the town's location. Speedway is adjacent to Downtown Indianapolis and is surrounded by bigger communities such as Avon, Zionsville, Indianapolis, Plainfield, etc.
- Speedway should continue to recognize its role in being the IMS's home and maintaining that motif in its community image and branding.
- The development of the B&O Trail and associated trail network links provides great opportunities for existing and new Speedway residents.
- The Town's cultural "footprint" extends well outside its corporate boundaries, with many surrounding neighborhoods being colloquially referred to as "Speedway," even though they are in Indianapolis.
- Speedway's location, nestled between built-out areas within the City of Indianapolis, creates challenges for the town. Stakeholder mentioned that current crime in the town comes from people living outside the town's boundary, for example.
- Residents perceive a need to address traffic volumes and their relationships to pedestrian movements, especially along Crawfordsville Road.
- Respondents feel that more attention needs to be focused on town maintenance of roads and other infrastructure.
- The Town's responsibilities for roadway maintenance and improvements are complicated by Unigov, which had the City of Indianapolis/ Marion County maintaining jurisdiction on primary arterial roadways.
- Stakeholders, specifically business owners, emphasized the importance of official support and programming for local businesses. Business owners would like to be more involved in community events to better represent the town and their businesses.
- Great connectivity and good communication exist between Speedway "first responders" departments.



Community engagement events. Source: American Structurepoint.



Community engagement events. Source: American Structurepoint.

PUBLIC ENGAGEMENT EVENTS

A series of Public Engagement events were held in the Town of Speedway. American Structurepoint consultants attended events scheduled and organized by the Town to gather information from the community. During the events, the consultants offered a variety of interactive boards to showcase to the public at the events. Throughout the different public events, the consultant team spoke to about 100 people who shared their current and future visions for the town. The following key themes were summarized from the public engagement events:

KEY THEMES

- Residents love Main Street and the small-town feel.
- Update and maintain empty buildings.
- Improve the look and function of streetscapes.
- Emphasize neighborhood identity and placemaking.
- Create more housing opportunities for new residents.
- Create recreational centers to offer programs for all age groups in Speedway.
- Improve pedestrian safety, especially on Crawfordsville Road.
- Redevelop the Speedway Super Center area and other areas along Crawfordsville Road.
- Implement more recreational amenities such as splash pads and natural areas.
- Improve trail connectivity.

ONLINE SURVEY

The project team created an online survey to involve more people in the process of creating the Comprehensive Plan. A survey was created for residents and visitors of the town and asked 20 questions about the community's likes, dislikes, strengths, and weaknesses. Before being published, the survey was sent out to officials for approval. There were 534 responses, and the following key themes were summarized from the survey responses. Please refer to Appendix B for more information on Community Survey responses.

KEY THEMES

- Speedway's top three assets include education, quality of life, and support for local businesses.
- Speedway's top three challenges include housing supply and affordability, crime, and traffic.
- Restaurants and dining, community events, and park and recreation were listed as the most important amenities for residents.
- The small-town feel, Main Street, the school system, and the community atmosphere were how people described the town.
- Commercial development, single-family detached housing, and economic development are the type of growth residents would like to see in Speedway.
- Respondents want the Town to do the following:
 - Improve/add pedestrian-friendly street infrastructure.
 - Implement more stringent code enforcement to improve the look and safety of the town.
 - Build new housing opportunities that accommodate young and growing families.
 - Clean up Speedway Super Center located along Crawfordsville Road.
 - Improve Town Government management and organization.





COMMUNITY VISION

Following extensive discussion, the Review Team members created a community vision statement for the Comprehensive Plan. The community vision uniquely outlines the residents' personalities and aspirations.

The community vision was designed to balance embracing the past, maximizing the present, and improving the future to create a thriving community for people and businesses. The goals, objectives, and strategies identified within this plan strive to help the town achieve this community vision.

VISION STATEMENT

Known for its schools, industry, and the IMS, the Town of Speedway balances its small-town charm with the amenities of the larger Indianapolis urban region. The town will continue to secure Main Street as a regional attraction while developing additional housing and economic opportunities.

GOALS

Goals are targeted statements identified in the plan to see measurable outcomes in the community. These goals are meant to overlap plan focus areas and tie all objective statements to familiar themes. This plan seeks to enhance and propel Speedway into the next 20 years through the following goals:

- ✓ Have an economically vibrant community where the well-being of its residents is continually improving.
- ✓ Offer multiple housing options that are safe, well-maintained, and economical for people of varying incomes, ages, and stages of life.
- ✓ Promote a harmonious relationship with the natural environment and preserve natural systems, protect waterways, protect the built environment, and conserve open space landscapes.
- ✓ Develop high-quality places, districts, and neighborhoods that promote social interactions and display a positive identity for the town.
- ✓ Prepare the community for future shocks to the economic and environmental systems, mitigating future problems.
- ✓ Continually advance the Town's administrative and fiscal capabilities to address current and future challenges.
- ✓ Continually enhance walkability throughout Speedway and maintain a safe and efficient multi-modal transportation network that enhances connectivity.

GENERAL STRATEGIC THEMES

A comprehensive plan aims to outline and guide the community to achieve its fullest potential and vision. To address all future ideas, a comprehensive plan must address a wide range of topics that affect the community. These themes are high-level activities intended to achieve a common purpose. The strategic themes areas for Speedway reflect these key themes from public input:

- Maintain Speedway's small-town feel
- Encourage mix-use redevelopment
- Attract, maintain, and support existing and new business
- Increase transparency and communication between to the public.
- Maintain and extend parks and recreation facilities
- Encourage and provide safe public transportation (e.g., biking, walking, vehicular)
- Continue to maintain and preserve the Speedway Historic District in Speedway and the history and culture of the town

OBJECTIVES STATEMENTS

The objective statements are important in establishing a better understanding of the more detailed strategies mentioned later within this plan. The statements are policy objectives related to each of the previously mentioned goal topics. These statements are aspirational to guide the community toward its future goals and overall Community Vision. They were created using a variety of data, and public input as the primary sources used when crafting these statements include:

- Past planning documents from the community
- Conclusions from the Analysis Map
- Input from the Online Survey
- Input from the Review Team Members
- Input from the various Stakeholder Groups
- Input from Community Engagement Events at the Town of Speedway

STRATEGIES

Strategies are concrete initiatives intended to carry out an idea, goal, or objective identified within the plan. Each strategy will be a specific projection or program to implement. The implementation section of this plan further identifies strategies into Critical Path Strategies, which are seen as high-priority strategies that the city should implement over the next three to five years. More details about Critical Path Strategies will be discussed in the Implementation section. The strategies listed in the following sections were developed to implement the goals and objectives. Additional best practices that provide examples for the implementation of specific strategies are listed below.

As noted earlier, the Speedway Comprehensive Plan is partially funded by the Office of Rural and Community Affairs (OCRA). The plan, therefore, groups goals and objectives into the following categories:

- Land Use
- Government and Fiscal Capacity
- Public Facilities and Services
- Placemaking
- Community Wellness
- Culture
- Education
- Economic Development
- Housing
- Transportation
- Agriculture
- Natural Resources
- Parks and Recreation
- Broadband Access
- Historic and Archaeological Resources
- Hazard Mitigation





ANALYSIS BY SUBJECT

This chapter covers the 13 OCRA subject topics listed above. Each subject matter has its own section with key components, including:






- Category Overview
- Relevant comprehensive plan goals
- Objective statements
- Strategies
- What we heard
- Best practices (if applicable)

SECTION 1: LAND USE



Land use describes the type of activity that can occur on a parcel of land or in the structure located on the parcel. Land use is described in both a visual and written format, including a land use map and corresponding category description. Typical land use categories include residential, commercial, industrial, institutional, agriculture, parks and recreation, and vacant land.

Land use reflects the existing or desired type of activity in a given area. A future land use map provides guidance to decision-makers on what type of development should be encouraged for the next 10 to 20 years. That is done to achieve the visions and goals of the comprehensive plan. The map also serves as a visual representation of the town's intended future development, redevelopment, and reinvestment.

OBJECTIVE STATEMENTS

-  Improve and support the Town's existing businesses and attract new local businesses.
-  Create opportunities for long-lasting residency (young professionals, young adults, families, and seniors).
-  Encourage establishing mixed uses when in an applicable and appropriate setting.
-  Ensure various housing types are available to people of all incomes, ages, and stages of life.
-  Refer to the future land use plan when evaluating new developments, infill, or revitalization projects.

RELEVANT COMPREHENSIVE PLAN GOALS

-  Have an economically vibrant community where the well-being of its residents is continually improving.
-  Offer multiple housing options that are safe, well-maintained, and economical for people of varying incomes, ages, and stages of life.

IMPLEMENTATION

Implementation items for the Land Use section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Maintain a database of underutilized/vacant buildings or parcels that can be used for redevelopment or infill development.

STRATEGIES	PRIORITY LEVEL		
Continue the efforts of the Town's economic development staff to work with new and existing businesses for site redevelopment, financing, and incentives. (See Economic Development section below).	LOW	MEDIUM	HIGH
Write development ordinances that accommodate multiple housing types at varying densities and prices.	LOW	MEDIUM	HIGH
Identify underutilized buildings or vacant parcels that can be used for redevelopment or infill development.	LOW	MEDIUM	HIGH
Identify and apply amendments to the zoning ordinance that allow for mixed-use developments in appropriate areas of the Town.	LOW	MEDIUM	HIGH
Explore options like development incentives to continue to grow multi-family and single-family housing.	LOW	MEDIUM	HIGH
Implement consistency of the zoning ordinances and land use elements to ensure they reflect and follow the comprehensive plan's goals.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- Key themes from community engagement and stakeholder meetings included the importance of planning for more residential development, and high-quality single-family homes.
- The community has a desire for commercial redevelopment along Crawfordsville Road.
- In the survey, residents emphasized the need for more restaurants, quality shopping stores, and local businesses.
- Common responses in the survey and from the public included the importance of maintaining a small-town feel.

LAND POLICY CATEGORIES

INFILL

Infill development “refers to building within unused and underutilized lands within existing development patterns, typically but not exclusively in urban areas.”¹⁴ Infill development is an essential tool that cities can use to accommodate growth and become more environmentally and socially sustainable. Speedway stakeholders emphasized the importance of adding housing opportunities in the town. Because Speedway is landlocked, it is important to consider residential infill development to develop new housing on vacant or underutilized land.

REVITALIZATION

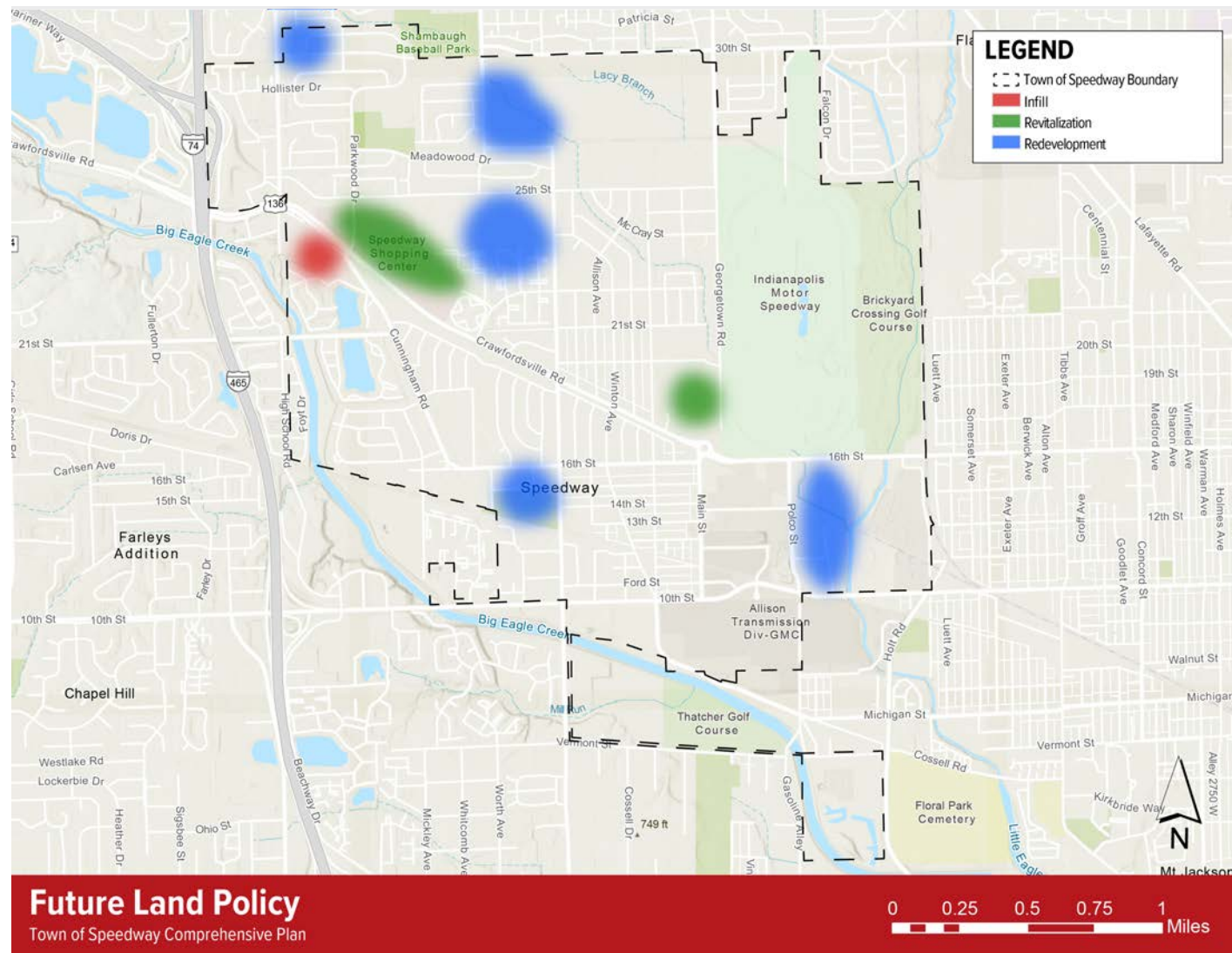
Revitalization involves taking an underutilized or “dying” area and bringing it back to life. The previous site can be modified in many cases to serve a new or similar use. Revitalization helps provide support to struggling areas and remove blight. One of the critical strengths of revitalization is the prioritization of maintaining the existing building and neighborhood character. Revitalization can occur through reusing older structures and common infrastructure investments such as streetscaping, roadway realignment, wayfinding systems, or rehabilitating parks.

REDEVELOPMENT

Redevelopment is defined as transitioning from one land use to another. Since in many cases redevelopment occurs on substandard or blighted properties, it helps improve the built environment and infrastructure of deteriorated buildings or land. Redevelopment helps provide new green space, public open spaces, community facilities, and housing.

¹⁴ Infill Development - Office of Planning and Research

Future Land Policy



The Future Land Policy Map can be used when applying new land use recommendations to specific sites or districts.
Source: American Structurepoint, IndianaMAP, ESRI.

FUTURE LAND USE DESIGN

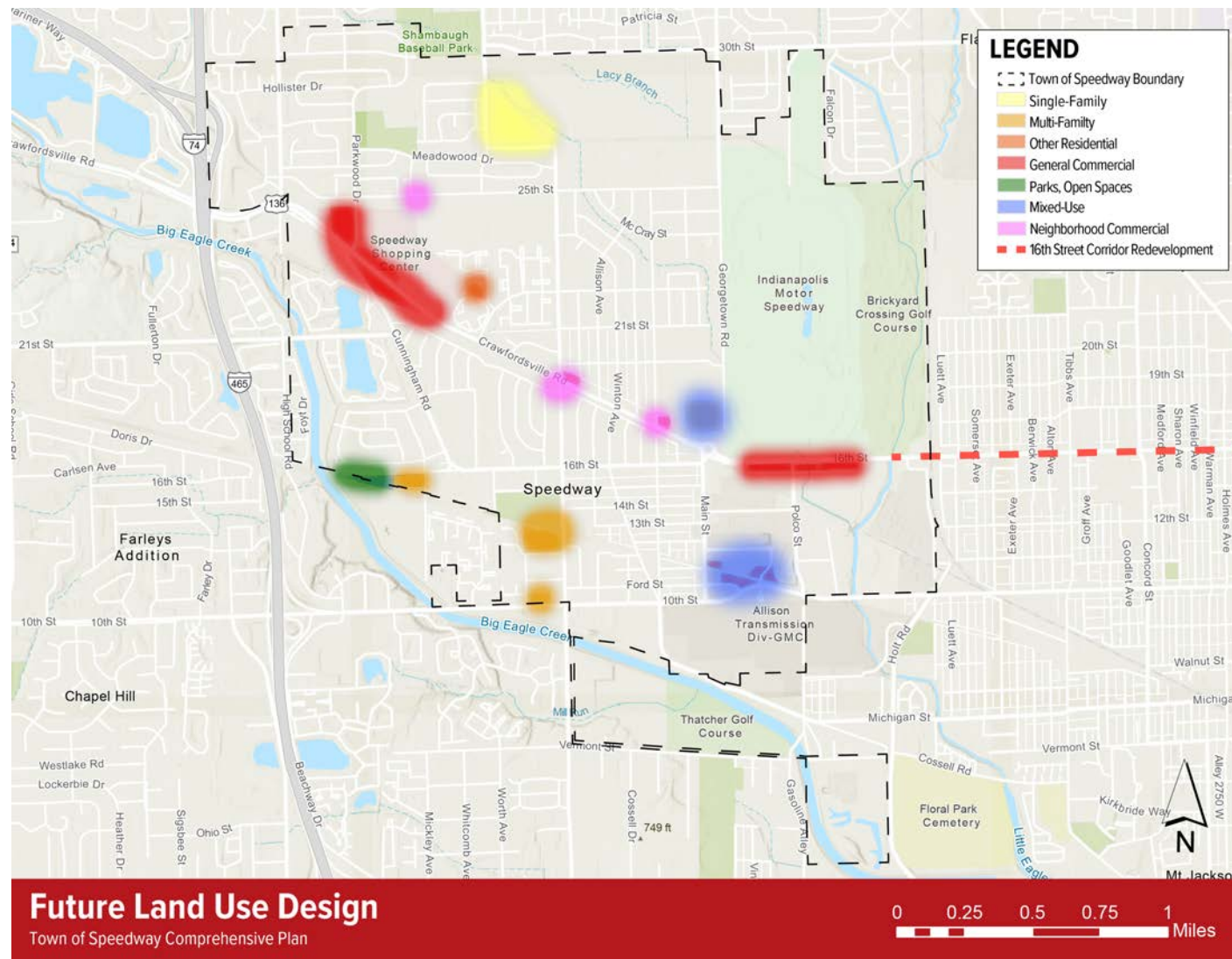
The future land use map, land use description, and associated goals and objectives serve as a policy tool for guiding actions relating to land purchases, project sitting, and redevelopment efforts. This section should be referenced each time the town council responds to a development, redevelopment, or infill request. Furthermore, the map should be used to inform any revisions or updates to the town's zoning map and ordinances.

The future land use map identifies seven land use categories ranging from single-family residential to mixed-uses. The following land use descriptions outline the general purpose of each category and then identify both primary and secondary uses. The map and category descriptions have been crafted based on existing land use, population trends, and community input. Individual concept maps were developed, including a brief description of the proposed land uses.

The Future Land Use Map highlights several sites located throughout the town. Redevelopment along Crawfordsville Road is important for residents as this is a principal thoroughfare for the town. The Review Team chose several parcels along Crawfordsville Road for future commercial redevelopment. A different land proposal includes single-family development on the north side of the town by Moller Road and W 26th Street. Multi-family residential uses were also proposed for several parcels, including a parcel located by the IMS facility. Other multi-family residential uses were decided to be located southeast of the town, mainly along the B&O Trail.

A focus on Main Street commercial expansion is shown and illustrated as a mixed-use development along the B&O Trail between Main Street and Allison Way. 16th Street is important for Speedway as this street connects the Town east to Downtown Indianapolis. The future land use plan also illustrates a 16th Street corridor development to enhance the appearance of a primary entryway into the community. Several land uses are described below that describe the future land uses of the areas.

Future Land Use Design



The Future Land Use Map can be used when applying land use recommendations to specific sites or districts. The Future Land Use Map builds upon the current development pattern within the Town of Speedway, focusing on revitalizing the downtown.

Source: American Structurepoint, IndianaMAP, ESRI.

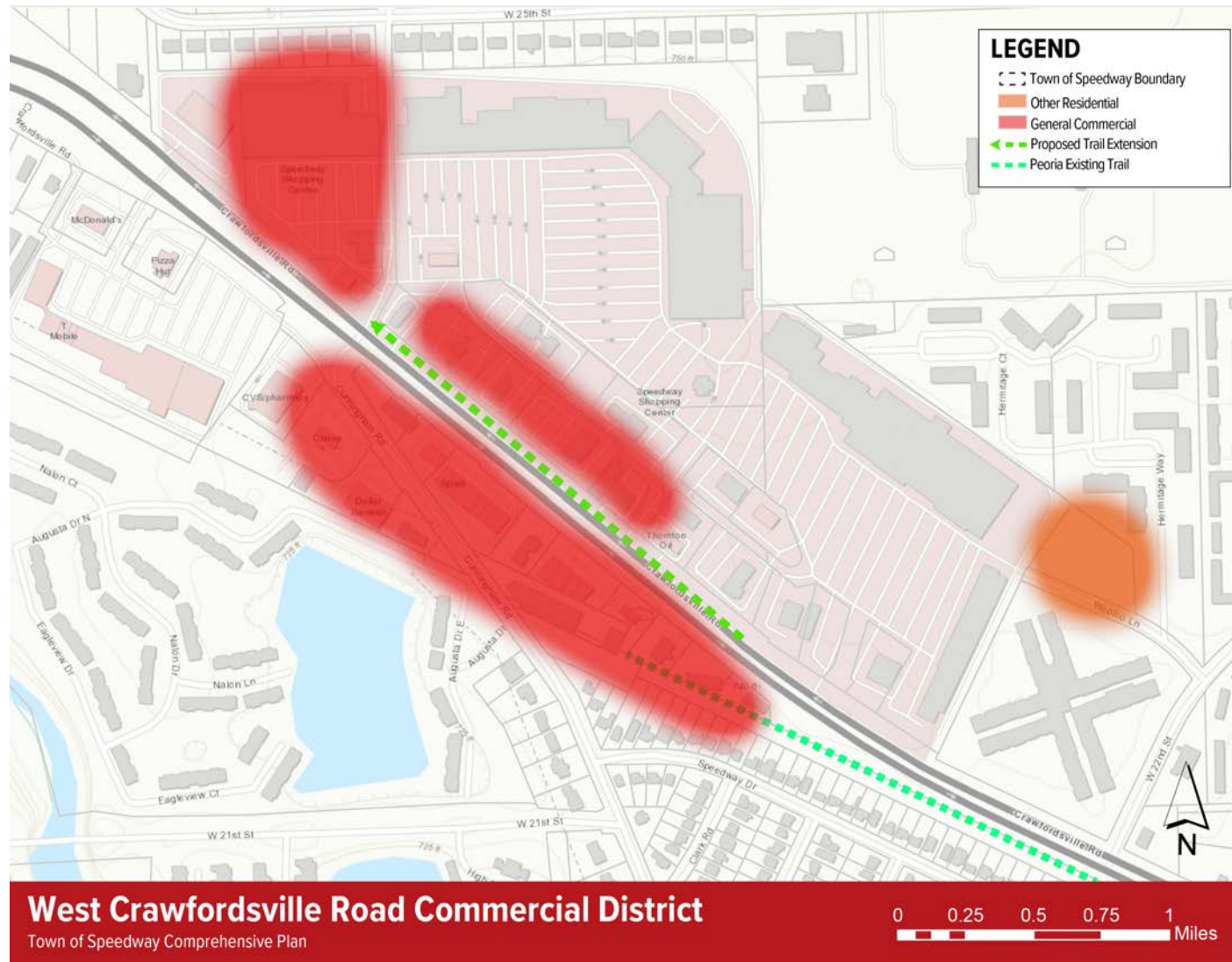
FUTURE LAND USE CONCEPTS

WEST CRAWFORDSVILLE ROAD COMMERCIAL DISTRICT

Land use for the West Crawfordsville Road Commercial District is currently commercial. The plan proposes several commercial uses to bring the site to life. Multiple people stated in the community survey the importance of redeveloping this site as it is one of the main commercial districts of the town. This concept for future land uses illustrates commercial land uses and the extension of the Peoria trail to the north side of Crawfordsville. Doing so improves the connectivity between the north and south neighborhoods and enhances walkability and pedestrian crossing safety.

Other residential land use was proposed for a parcel whose current land use is institutional. The future land use is proposed for senior housing. Aging in place was important for residents and stakeholders; the review team and consultants chose this site for potential senior housing as it is surrounded by different amenities such as restaurants, shopping centers, a public library, limited commercial development, etc.

West Crawfordsville Road Commercial District



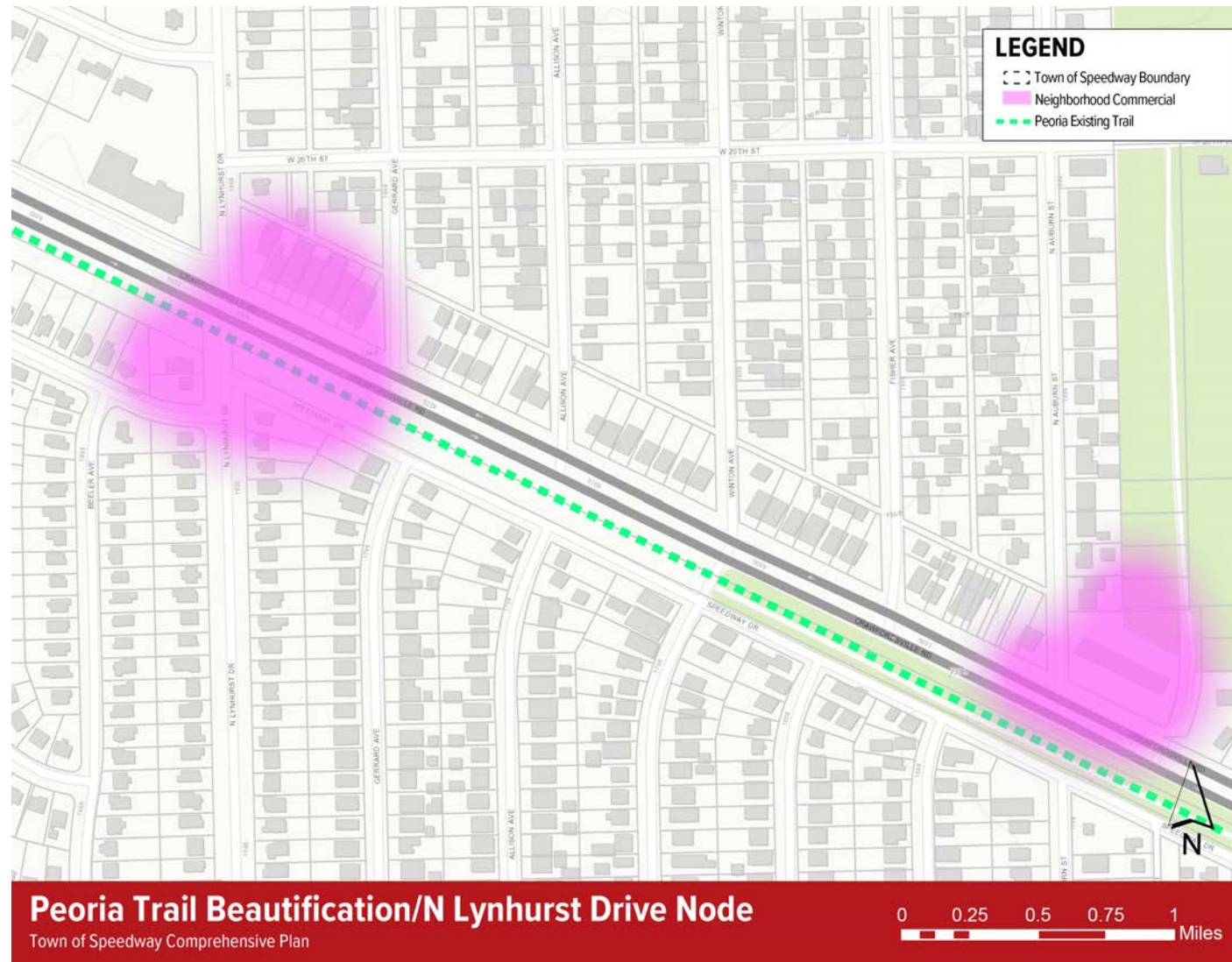
Proposed alternative land use for West Crawfordsville Road, which proposed a commercial district redevelopment.

Source: American Structurepoint, IndianaMAP, ESRI.

PEORIA TRAIL BEAUTIFICATION/N LYNHURST DRIVE NODE

Currently, the land use for the N Lynhurst node is commercial on the north side of Crawfordsville Road and residential on the south side. Speedway residents and town officials suggested commercial land uses in this area to act as a “node,” or area of interest, for the town along Crawfordsville Road. That will also act as a pedestrian crossing to increase connectivity between the north and south side of the town, as well as to enhance pedestrian crossing safety.

West Crawfordsville Road Commercial District



Proposed alternative land use for Crawfordsville Road/N Lynhurst Drive, which proposed two commercial nodes along the road.

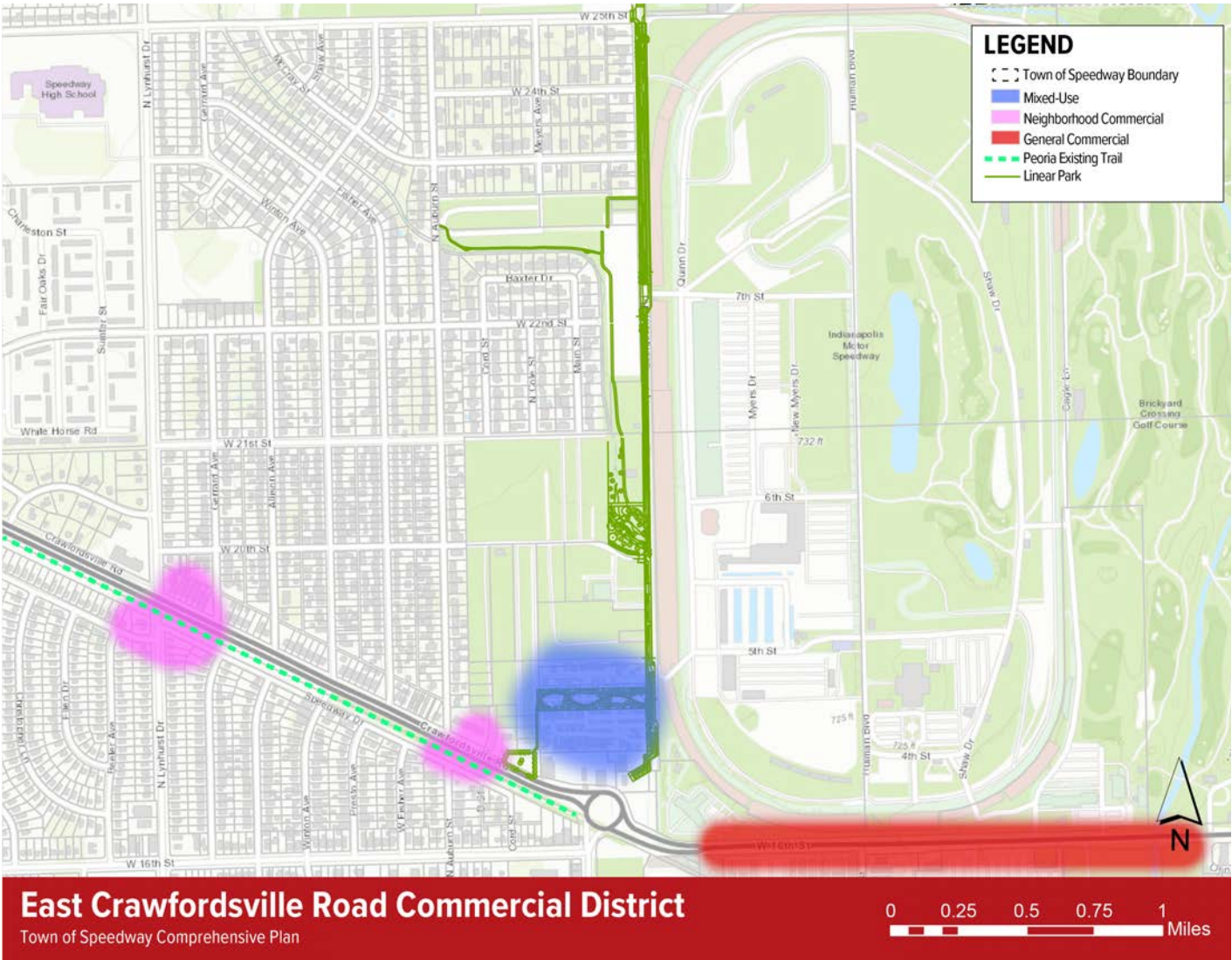
Source: American Structurepoint, IndianaMAP, ESRI.

EAST CRAWFORDSVILLE ROAD COMMERCIAL DISTRICT

Redevelopment activity is suggested for several parcels in this area. The area along 16th Street, proposed for future commercial use, is currently occupied by scattered industrial uses which land is owned by the Indianapolis Motor Speedway. Because 16th Street is a primary street in the town, the review team and consultants suggested redeveloping the area with small commercial buildings of one to two stories, with setbacks close to 16th Street and parking in the rear.

The proposed mixed-use area is currently occupied by commercial and industrial uses. Redeveloping the area with residential and commercial uses can help grow the Town's density; this also promotes a sense of place by offering housing and commercial opportunities. The nearby linear park was designed by a private firm and is illustrated in this map. The linear park includes the permanent closure of Georgetown Rd between 16th Street and 25th Street. The project enhances safe walkability for residents and visitors since this road is one of the busiest roads during the Indy500 Race. The site is north of the Main Street development, and future residents would have easy access to a trail, linear park, and multiple shops along the street.

East Crawfordsville Road Commercial District



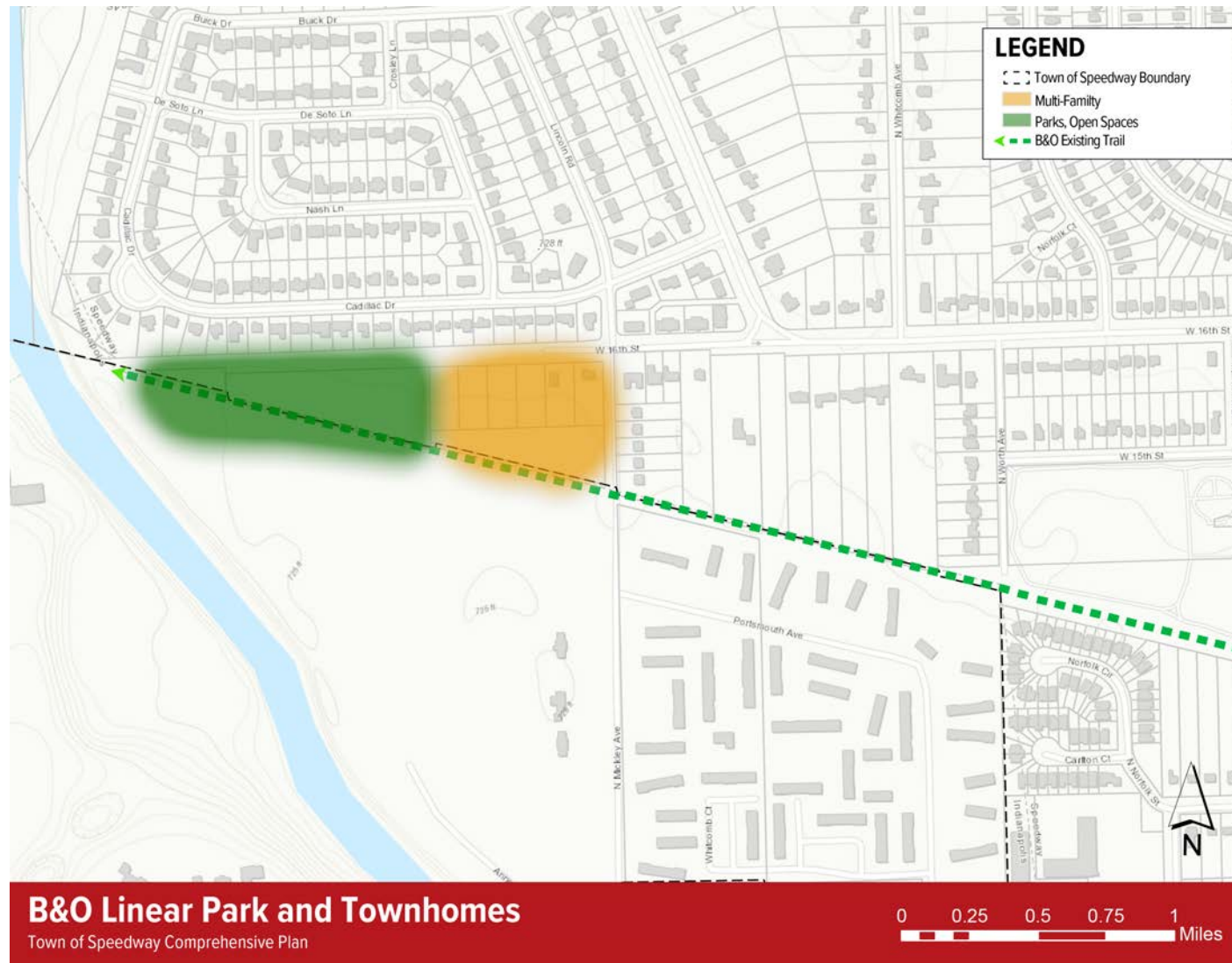
Proposed alternative land uses for the current mobile home park site and along 16th St. Mobile home park was proposed as multi-family, and 16th St development was proposed for general commercial.

Source: American Structurepoint, IndianaMAP, ESRI.

B&O LINEAR PARK AND TOWNHOMES

Industrial and single-family residential uses are proposed in other areas. The parks and open spaces' future land use was proposed to be used for a linear park/trailhead. To increase density in Speedway, residents would like to see more housing opportunities. Parcels within the area of multi-family use can be developed as townhomes. The town has great potential for multi-family development because the B&O Trail connects to Main Street and the Speedway Historic District.

B&O Linear Park and Townhomes



Proposed land uses for the area located between 16th Street and B&O trail, which proposed townhomes and a linear park.

Source: American Structurepoint, IndianaMAP, ESRI.

TOWNHOMES/CONDOS ALONG B&O TRAIL/10TH STREET

A different site along the B&O Trail was chosen for multi-family residential land uses. The site is located not only along the trail but also by Leonard Park. The current land use for this site is single-family residential and institutional. As discussed with the review team, both sites, including the one located along 10th Street, have a large potential for townhomes/condos that can help increase the town's density. A different possible future land use for the north-west corner of Lynhurst and the B&O Trail could be senior housing to address the aging-in-place trend.

Townhomes/Condos Along B&O Trail/10th Street



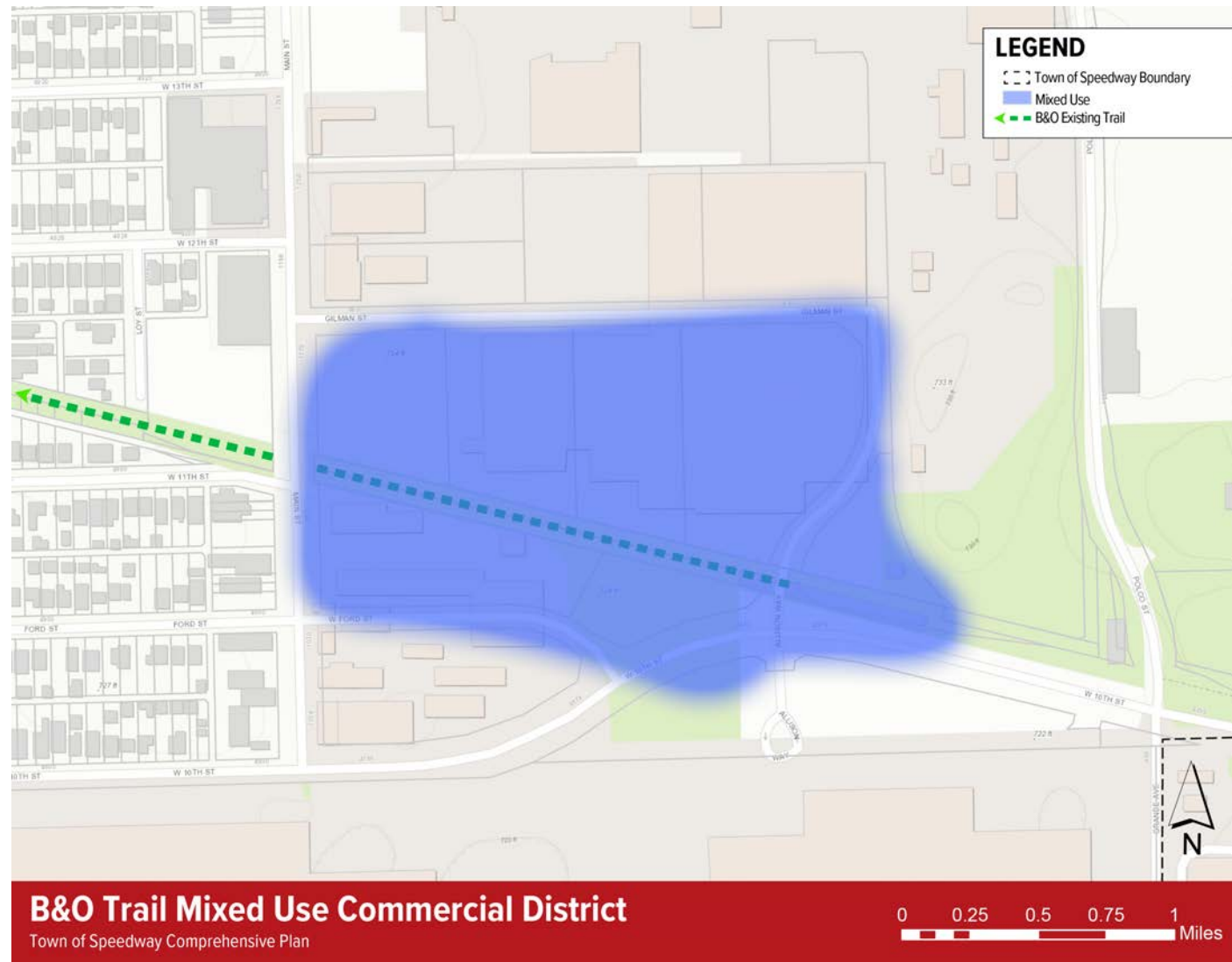
Proposed land uses for areas located along the B&O Trail and 10th Street are proposed for townhomes or condos.

Source: American Structurepoint, IndianaMAP, ESRI.

B&O TRAIL MIXED-USE COMMERCIAL DISTRICT

Vacant, commercial, and industrial uses currently occupy these sites. The review team and consultants see this area as a potential target for Main Street commercial expansion with redevelopment of the properties to mixed-use. The area can be used for small commercial spaces and open spaces along the B&O Trail. A commercial district opportunity exists centered on the B&O Trail, which connects northwest into other neighborhoods in the Town and (eventually) southeast to the City of Indianapolis.

B&O Trail Mixed Use Commercial District



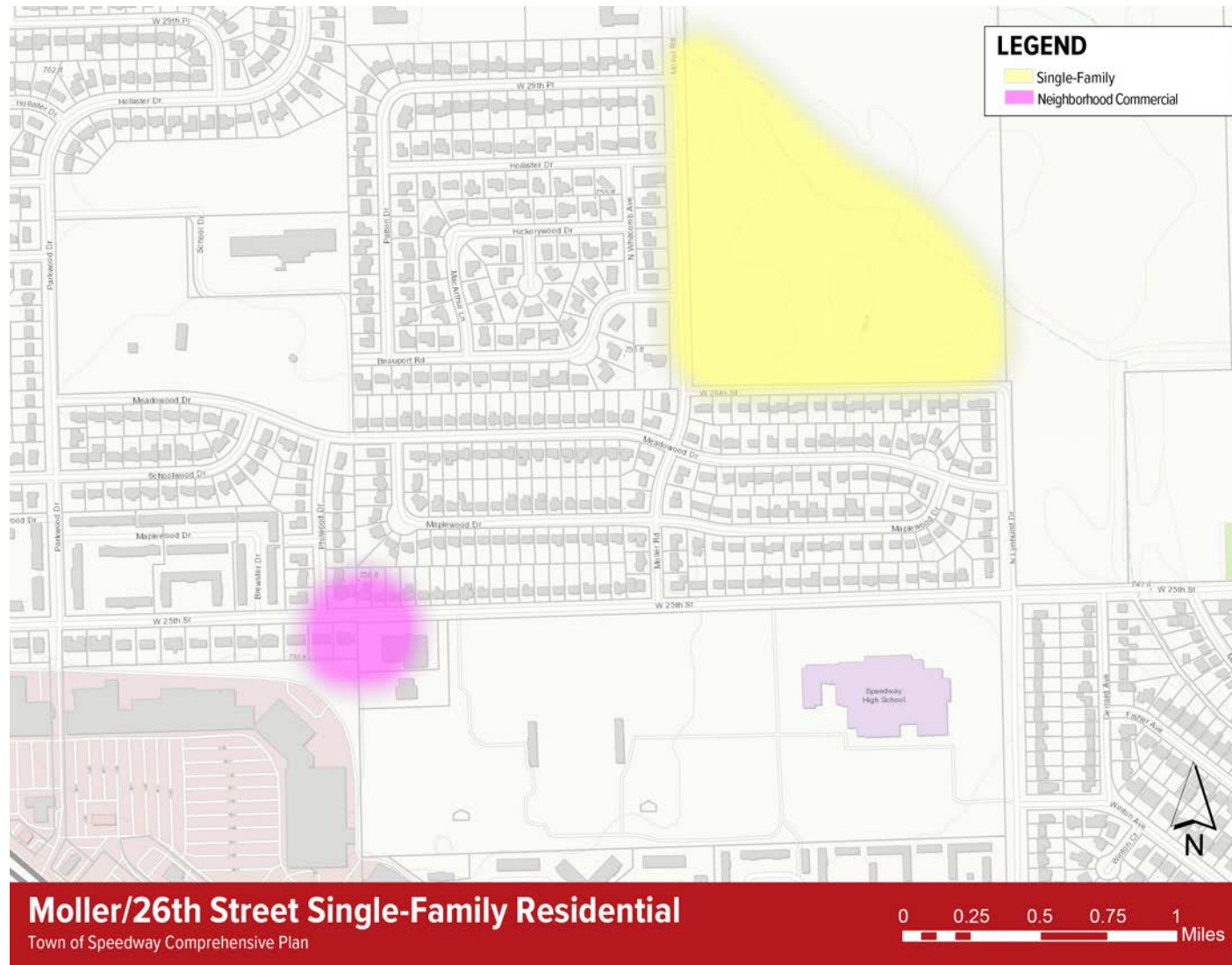
Proposed land uses for the area between Main Street and Allison Way, proposed as a mixed-use area that will incorporate small businesses and open spaces along the B&O Trail.

Source: American Structurepoint, IndianaMAP, ESRI.

MOLLER/26TH STREET SINGLE-FAMILY RESIDENTIAL

Here, a vacant area is proposed for single-family use, with a tentative node of neighborhood commercial being identified nearby. A common response in the community survey from community public engagements and stakeholders includes redeveloping areas for single-family housing. Although Speedway is landlocked, there are potential sites throughout the town that can be redeveloped for single-family housing.

Moller/26th Street Single-Family Residential



Proposed land uses for the Philwood Drive and W 25th Street area and the area between Moller Road and W 26th Street. Philwood Dr and W 25th Street is proposed as a small neighborhood commercial node, and the second area is proposed for single-family residential.

Source: American Structurepoint, IndianaMAP, ESRI.



LAND USE CATEGORIES

The following land use categories describe each designation's character, land uses, and connectivity. Land use character types have been designated based on existing land use, built form, physical characteristics and conditions, growth trends, and community input. Following the adoption of Speedway's Comprehensive Plan, the Town should regularly review the Future Land Use Map and individual character types to ensure that the land uses reflect residents' needs and goals.

SINGLE-FAMILY RESIDENTIAL

This land use category includes medium to low-density residential neighborhoods. This area could offer newer housing in the form of larger, single-family detached housing units on the lot located between Moeller Road and 26th Street. Typically, this land use is developed in larger subdivisions supported with town utilities.

Development Type

- Detached single-family residential
- Attached single-family residential
- Public facilities such as schools, fire stations, and religious institutions
- Parks and open spaces
- Small scale-commercial

Character

- Dense, walkable streets with sidewalks
- Grid-like street network
- Street-facing entrances
- Shared personal driveways or driveways via alley access
- Open spaces, street trees, and landscaping

MULTI-FAMILY RESIDENTIAL

The multifamily residential neighborhood category includes townhomes and condos. Multifamily areas should be established nearby commercial or mixed-use areas. These areas can be walkable and include community parks and services within walking distance.

Development Type

- Condos
- Townhomes

Character

- Medium to high-density residential neighborhoods
- Walkable with sidewalks or trails and access to community facilities such as parks
- Recommended height of two stories





GENERAL COMMERCIAL

The community commercial character type is primarily located along highly-traveled corridors, which serve as primary entry points to the town. The Speedway Super Center commercial district operates primarily as a shopping district for Speedway residents and visitors by providing a mix of everyday essentials and unique goods and services. The position of the commercial area serves both residents and visitors.

Development Type

- Commercial and retail stores
- Corporate and professional offices
- Higher education facilities
- Active or passive recreation

Character

- The main entrances of buildings are oriented toward the street
- Visible green spaces, street trees, and ornamental plantings
- Sidewalks, bike lanes, or multi-use paths, if applicable
- Surface parking lots screened from street view

NEIGHBORHOOD COMMERCIAL

The neighborhood commercial character type is intended to serve the day-to-day shopping needs of adjacent residents and neighborhoods. This use encourages walkable, compact, and dense development that is closely integrated with residential uses.

Development Type

- Moderate intensity business
- Limited retail uses
- Office or personal services

Character

- The main entrances of buildings are oriented toward the street
- Visible green spaces, street trees, and ornamental plantings
- Sidewalks, bike lanes, or multi-use paths, if applicable
- Open spaces with outdoor seating
- Surface lot parking screened or hidden from the street frontage





The Greene mixed-use shopping center in Beavercreek, Ohio. Source: Dayton Daily News.

MIXED-USE

The mixed-use category is primarily located in urban areas or Main Street of Speedway. This typology is the community's focal point and offers various uses to serve as a core area. As this is intended to be an extension of the Main Street commercial district along the B&O Trail, this should be a diverse area with low-scale development catered to pedestrians.

Development Type

- Low-intensive development.
- Limited retail uses.
- Open public spaces
- Commercial retail/service businesses
- Co-working spaces

Character

- The main entrances of the building are oriented toward the B&O Trail
- Small green shaded spaces
- Open spaces with outdoor dining/seating

PARKS/OPEN SPACE

The Parks/Open Space place-type should be located throughout the community and serve as a key destination and amenity to the town. This category includes land for nature preservation, protection, and passive and active recreation.

Development Type

- Public parks
- Recreational areas
- Outdoor recreational facilities
- Trailhead park
- Linear Park

Character




- Green areas should be open to the public
- The small linear park must be easily accessible to residents and visitors
- Sidewalks, bike lanes, or multi-use paths, if applicable






SECTION 2: GOVERNMENT AND FISCAL CAPACITY

The government and fiscal capacity section reflect goals and actions involving town staff and services. Focusing on Crawfordsville Road Redevelopment will bring life and the economy back to the center of Speedway. A continued focus on infill development, pedestrian-oriented commercial uses (such as restaurants and shops), and local amenities contribute to a strong community.

OBJECTIVE STATEMENTS

-  Evaluate and expand upon existing social and community services offered in the Town of Speedway to provide appropriate levels of public services.
-  Promote development that improves the fiscal basis for the Town, providing new tax revenues at minimal public cost.
-  Maintain and improve communication between Town and County administration.
-  Grow the Town's tax base in a manner that maintains long-term financial stability and growth.
-  Develop and maintain strategic partnerships within the community that serve to enhance the Department's crime-fighting and prevention strategies.
-  Improve the physical appearance of the built environment throughout the Town of Speedway.

RELEVANT COMPREHENSIVE PLAN GOALS

-  Develop high-quality places, districts, and neighborhoods that promote social interactions and display a positive identity for the Town.
-  Prepare the community for future shocks to the economic and environmental systems, mitigating future problems.
-  Continually advance the Town's administrative and fiscal capabilities to address current and future challenges.

IMPLEMENTATION

Implementation items for the Government and Fiscal Capacity section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Create a Capital Improvement Plan (CIP) to ensure critical infrastructure upgrades and expansion are accounted for annually. Explore options to improve traffic flow and reduce pedestrian-vehicle conflicts on Crawfordsville Road.

STRATEGIES	PRIORITY LEVEL		
Sponsor a meeting with social and community service agencies to identify services and areas that need additional support.	LOW	MEDIUM	HIGH
Focus the Town's new growth at strategic locations that encourage community growth and connectivity.	LOW	MEDIUM	HIGH
Organize quarterly coordination meetings with the Indianapolis Department of Public Works, Parks and Recreation, and the Department of Metropolitan Development.	LOW	MEDIUM	HIGH
Prioritize land uses for development and redevelopment that have relatively high assessed values.	LOW	MEDIUM	HIGH
Enhance participation in crime prevention and public safety by creating new events and promoting community activities, including the National Night Out.	LOW	MEDIUM	HIGH
Enforce building codes to ensure the existing physical building stock is maintained, habitable, and attractive.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- Speedway residents want better code enforcement for apartments and rental properties.
- A common response in the survey was that residents would like to see community programs, such as schools, youth programs, councils, etc., work together to improve the opportunities offered to the community.
- Speedway residents would like better school administration and more funding for school programs.

BEST PRACTICE: BUILDING PRE-INSPECTION PROGRAM

A building pre-inspection program is one way a city or town can help induce redevelopment. The pre-inspection program aims to assist new tenants about to sign a lease or anyone going to purchase a commercial or industrial space within the city or town limits. These visits help potential tenants and owners to better understand the space they are considering and its potential costs. Meetings occur at the commercial space and host building, and fire and zoning officials identify any potential code issues or expensive modifications required to occupy that building. These visits identify potential code or structural issues to tenants and establish a relationship with prospective business owners and their commercial brokers, making them an invaluable tool to help retail recruitment efforts.¹⁵

¹⁵ B.A.S.E. Visits: Building Assessment and Safety Evaluation














SECTION 3: PUBLIC FACILITIES AND SERVICES

As part of their responsibilities, local governments and agencies are required to provide certain public services for the protection of the health, safety, and welfare of the community. Public services can mean various things, but for this comprehensive plan, public services will include utilities and public safety. Additionally, several public facilities provide services to the Town of Speedway, including public schools, parks, and the Speedway Municipal Center.

OBJECTIVE STATEMENTS

-  Improve and support the Town's existing businesses and attract new local businesses (see Economic Development below).
-  Promote the movement of people through public transportation.
-  Promote efficient and safe transportation through all systems, including biking, walking, and motor vehicles.
-  Ensure there is a capacity to sustainably meet future needs for educational services as the Town continues to grow.
-  Continue providing quick and efficient emergency response and public services to all Speedway residents and businesses.

RELEVANT COMPREHENSIVE PLAN GOALS

-  Have an economically vibrant community where the well-being of its residents is continually improving.
-  Develop high-quality places, districts, and neighborhoods that promote social interactions and display a positive identity for the Town.
-  Continually advance the Town's administrative and fiscal capabilities to address current and future challenges.
-  Continually enhance walkability throughout Speedway and maintain a safe and efficient multi-modal transportation network that enhances connectivity.

IMPLEMENTATION

Implementation items for the Public Facilities and Services section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Sponsor a building inspection program for new businesses looking to occupy existing buildings.
- Maintain and support educational and other community resources that ensure a high quality of life in Speedway. Identify opportunities for partnerships with Ivy Tech, Marian University, and Speedway Schools to create programs for young residents.
- Ensure that public services and facilities will adequately serve the needs of residents and businesses within the Town of Speedway, and that such services and facilities are adaptable to future growth.

STRATEGIES	PRIORITY LEVEL		
Improve existing businesses' physical infrastructure, including, but not limited to, utilities, streets, and alternative transportation.	LOW	MEDIUM	HIGH
Coordinate with The Indianapolis Public Transportation Corporation (IndyGo) to identify improvements to existing routes and potential future routes to improve connectivity between the Town and surrounding communities.	LOW	MEDIUM	HIGH
Determine the best intersection infrastructure design to handle existing and growing traffic demands.	LOW	MEDIUM	HIGH
Maintain and support educational and other community resources that ensure a high quality of life in Speedway.	LOW	MEDIUM	HIGH
Explore methods to form partnerships to promote community involvement in educational opportunities.	LOW	MEDIUM	HIGH
Evaluate current community services (e.g., fire, police, EMS) by completing an inventory of necessary improvements, needed equipment, or additional staffing.	LOW	MEDIUM	HIGH
Explore partnerships with surrounding jurisdictions.	LOW	MEDIUM	HIGH



WHAT WE HEARD





- Residents and stakeholders emphasized that Speedway has a great school system with community support.
- Education was ranked as Speedway's greatest asset in the survey.
- Community emphasized Speedway's good sense of community.
- Speedway residents would like to see the police presence in the town increase.
- Crime was ranked as Speedway's top three challenges in the survey.

SECTION 4: PLACEMAKING



Placemaking involves strengthening the connection between people and the places they jointly inhabit. The process is used to engage the community and inspire residents to reimagine the use of their spaces. Placemaking focuses on creating spaces that are the heart of the community by focusing on people and their interactions with the everyday environment. Placemaking involves urban design, streetscaping, beautification, and branding to create unique, safe, and welcoming environments.

Placemaking can directly assist in creating a sense of place and/or enhance community identity. That can be possible by implementing small projects such as using public art and unique street lights with banners to activate the street (as some are currently located along Crawfordsville Road). A different way to achieve this can be by converting an unused parking space to a public pocket park or using this for outdoor events. For this reason, branding and marketing efforts such as gateways and wayfinding in Speedway can support placemaking efforts.

OBJECTIVE STATEMENTS

-  Promote beautification by focusing on landscaping efforts, wildlife preservation, and preserving unique assets such as the town's history.
-  Maintain a small-town feel for Speedway.
-  Improve the physical appearance of the built environment throughout the Town of Speedway.
-  Support commercial development and redevelopment in established commercial districts.

RELEVANT COMPREHENSIVE PLAN GOALS

-  Promote a harmonious relationship with the natural environment and preserve natural systems, protect waterways, protect the built environment, and conserve open space landscapes.
-  Develop high-quality places, districts, and neighborhoods that promote social interactions and display a positive identity for the Town.

IMPLEMENTATION

Implementation items for the Placemaking section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Maintain and support educational and other community resources that ensure a high quality of life in Speedway. Identify opportunities for partnerships with Ivy Tech, Marian University, and Speedway Schools to create programs for young residents.
- Continue to promote business diversity, including entrepreneurs, local stores, co-working spaces, small businesses, and medium firms.
- Gateway Implementation on 16th St.
- West Crawfordsville Road Commercial District.
- Expand the Main Street commercial district to Allison Way along the B&O Trail, encouraging mixed uses (commercial, recreational/open space, and residential) to create an inviting atmosphere.

STRATEGIES	PRIORITY LEVEL		
Require landscaping in appropriate areas in the Town's ordinances to enhance the development's visual appearance.	LOW	MEDIUM	HIGH
Explore development standards that meet and exceed ILP requirements.	LOW	MEDIUM	HIGH
Apply the branding elements for the Town that have already been developed to promote a small-town atmosphere.	LOW	MEDIUM	HIGH
Ensure that infrastructure is maintained and repaired in a timely matter.	LOW	MEDIUM	HIGH
Create a Capital Improvements Plan (CIP) to ensure critical infrastructure upgrades and expansion are accounted for annually.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- Speedway has a unique atmosphere and small-town feel.
- Dining, shopping, and attending community events were ranked as the top three activities why residents visit Main Street.
- Many comments from the survey indicated that residents enjoy the small-town environment and proximity to a large city.
- "Great neighborhoods, location near the track, and the feeling of community" was a common response in the survey when asked, "what is your favorite thing about living in Speedway?"



SECTION 5: ECONOMIC DEVELOPMENT

One of the most significant drivers of population growth is the availability of high-quality jobs. While jobs can bring people to an area, providing for the safety and comfort of residents and populations keeps people interested in a community. Growing Speedway's commercial and residential diversity will go hand-in-hand with developing the town's workforce and population. Businesses and people are attracted to great places with various amenities, housing choices, rewarding compensation, and a reliable infrastructure network. Vibrant communities where people want to live, play, and work are communities that create a strong and resilient economy. Also, for great economic development is important to have an adequate infrastructure base. An adequate infrastructure base (sewer, transportation, water, and broadband) is needed to address the needs of both existing and future residents and businesses.

OBJECTIVE STATEMENTS

-  Make Speedway's public image attractive to new businesses and industries.
-  Support and maintain Main Street as a regional destination for shopping, dining, and recreation opportunities.
-  Attract, develop, and maintain a talented workforce through development programs, lifelong learning opportunities, and youth retention.

RELEVANT COMPREHENSIVE PLAN GOALS

-  Have an economically vibrant community where the well-being of its residents is continually improving.
-  Develop high-quality places, districts, and neighborhoods that promote social interactions and display a positive identity for the Town.

IMPLEMENTATION

Implementation items for the Economic Development section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Maintain a database of underutilized/vacant buildings or parcels that can be used for redevelopment or infill development.
- Sponsor a building inspection program for new businesses looking to occupy existing buildings.
- Maintain and support educational and other community resources that ensure a high quality of life in Speedway. Identify opportunities for partnerships with Ivy Tech, Marian University, and Speedway Schools to create programs for young residents.
- Continue to promote business diversity, including entrepreneurs, local stores, co-working spaces, small businesses, and medium firms.
- Ensure that public services and facilities will adequately serve the needs of residents and businesses within the Town of Speedway, and that such services and facilities are adaptable to future growth.
- West Crawfordsville Road Commercial District.
- Expand the Main Street commercial district to Allison Way along the B&O Trail, encouraging mixed uses (commercial, recreational/open space, and residential) to create an inviting atmosphere.
- B&O Trail housing and park redevelopment (B&O Trail and 16th Street).
- Moller / W 26th Street. – Area Development.
- East Crawfordsville Road Commercial District (Crawfordsville/Lynhurst).

STRATEGIES	PRIORITY LEVEL		
Encourage site redevelopment for current blighted businesses or sites.	LOW	MEDIUM	HIGH
Promote business diversity, including entrepreneurs, local stores, small businesses, and medium firms.	LOW	MEDIUM	HIGH
Encourage innovative events that support restaurants, dining, and recreational opportunities, such as the Taste of Speedway and the local farmer's market.	LOW	MEDIUM	HIGH
Identify opportunities for partnerships with Ivy Tech, Marian University, IUPUI and Speedway Schools to create programs for young residents.	LOW	MEDIUM	HIGH
Identify key properties on Main Street for redevelopment.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- The community stated the importance of seeing the empty storefronts being filled out by new businesses.
- A key theme from stakeholders and public engagement included Speedway Super Center redevelopment. The current conditions of this site bring a bad public image to the community.
- The residents ranked restaurants and other businesses as important amenities in the survey.
- Commercial development, economic development, and single-family detached housing were ranked top three of Speedway's top three types of growth needed.
- Small businesses and entertainment were ranked as the type of businesses Speedway needs.

BEST PRACTICE: ENTREPRENEURIAL ECONOMY

Entrepreneurs are often the heart of a downtown. Local businesses give consumers diverse shopping options and the feeling of supporting a local business owner directly, but are also excellent sources of community development. A healthy local business often has a ripple effect on other businesses. Consumers visiting one shop or eating out at one local restaurant will likely take time to see another business use nearby while they are there, and local businesses tend to source their materials from nearby. The e-commerce effect discussed in the retail gap section has changed how consumers shop for goods. A local good or service can provide consumers with a unique experience of finding a product that would not be offered online and supporting a business owner within the community.

Local businesses and entrepreneurs also provide a unique opportunity to fill underserved retail NAICS market areas. Local businesses often serve a niche for the community or the retail environment that big box stores cannot. Based on stakeholder discussions and the retail gap analysis, consumers want more local restaurants and boutiques—both optimal opportunities for entrepreneurs to take on. Being an entrepreneur is difficult—having an established local business often takes time, money, and hard work. The town should establish incentives to encourage business development on Main Street to mitigate the entrepreneur’s risks. Incentives could include sponsoring an infrastructure improvement plan to update and make Main Street buildings more attractive to building owners. The town should continue utilizing and providing more opportunities such as workshops, networking events, and entrepreneurship classes in this space. One of the easiest ways to diversify businesses is by promoting business types such as food trucks, test kitchens, maker’s spaces, co-working spaces, and pop-up shops. Sponsoring a “food-truck Friday” or weekend pop-up show is a relatively low-cost, low-effort effective way to promote diverse businesses throughout the community and give residents a chance to experience new retail opportunities.







SECTION 6: HOUSING




Housing and neighborhoods are the fabric of a place. Speedway's neighborhoods offer a unique and diverse sense of place. Speedway neighborhoods are more than a place to live; they are a mark on the town's historical timeline. Because of Speedway's small-town characteristics, existing and future housing development opportunities are crucial to understanding and planning for future growth.

The community survey confirmed that many residents choose to live in Speedway because of its small-town feel, quality of life, and quality of people. Providing quality, affordable, and diverse housing options is one approach to attracting and retaining new residents.

OBJECTIVE STATEMENTS

-  Ensure various quality housing types are available to people of all incomes, ages, backgrounds, and stages of life.
-  Encourage housing designed for residents to age in place in areas with convenient access to services and transportation

RELEVANT COMPREHENSIVE PLAN GOALS

-  Have an economically vibrant community where the well-being of its residents is continually improving.
-  Offer multiple housing options that are safe, well-maintained, and economical for people of varying incomes, ages, and stages of life.
-  Develop high-quality places, districts, and neighborhoods that promote social interactions and display a positive identity for the Town.

IMPLEMENTATION

Implementation items for the Housing section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Promote the diversity of senior housing opportunities to serve the aging population of Speedway.
- B&O Trail housing and park redevelopment (B&O Trail and 16th Street).
- Moller / W 26th Street. – Area Development.
- East Crawfordsville Road Commercial District (Crawfordsville/Lynhurst).

STRATEGIES	PRIORITY LEVEL		
Allow an assortment of housing options in development ordinances to allow potential residents a large degree of choice.	LOW	MEDIUM	HIGH
Enforce building and use ordinances to maintain high property values.	LOW	MEDIUM	HIGH
Promote the diversity of senior housing opportunities to serve the aging population of Speedway.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- Key themes from community engagement events and stakeholder meetings included promoting the expansion of middle-housing income stock, promoting and supporting affordable, safe, and well-maintained affordable housing options, and proposing senior housing to serve the aging population of Speedway. Residents stated the need for various housing choices, such as condos, duplexes, townhomes, or other multi-family housing options at various price levels.
- Supply and housing affordability were ranked Speedway's top challenges in the survey.
- Commercial development, economic development, and single-family detached housing were ranked top three of Speedway's top three types of growth needed.



BEST PRACTICE: AGING IN PLACE^{16,17}

Aging in place is when residents can live and age in the community of choice for as long as possible, ideally staying active for as long as possible. According to a national survey on housing and home modifications issues, 82 percent of respondents would prefer to stay at their residence as long as possible.¹⁸ However, many communities have had difficulty creating livable communities for all ages. Physical and non-physical barriers may make staying at home a poor option or even impossible. Municipalities need to minimize or eliminate these barriers and create housing options that enable citizens to be independent and thrive at all ages. If residents can age in place, it benefits not only them but also the social and economic fabric of the community.

Housing issues are interdependent with neighborhood and community design, access to food and transportation, affordability, and safety. Housing is a variable in social interaction. It is a multifaceted issue that requires interdisciplinary approaches to create successful solutions. Solutions to consider are “universal design,” the design of neighborhoods, social support, affordability, and safety.

¹⁶Aging in Place: Tools to Advance Resilience

¹⁷Aging in Place: Housing, Supports, Safety

¹⁸Fixing to Stay: A National Survey on Housing and Home Modification Issues

UNIVERSAL DESIGN

“The design of produces and environments is to be usable by all people, to the greatest extent possible, without needing adaptation or specialized design”

- Ron Mace, one of the founders of Universal Design.

Homes designed according to the principles of Universal Design (also known as barrier-free design) meet the behavioral needs of the majority of the population across a range of ages and abilities. Current standards generally do not include a broad range of ages, abilities, heights, and people’s senses, resulting in spaces that unnecessarily disable residents.

Housing not designed for any age and ability increases the risk of accidents because of the gap between the built environment’s demands and a resident’s abilities. For example, falls are the leading cause of injury and death for older adults and have a direct cost to society of over \$30 billion annually. Falls and other safety concerns can be addressed by available design features such as a zero-step entry into the home, a zero-step shower, non-skid flooring, high lighting with low glare, grab bars, and a clear and accessible path. Other human-made barriers are narrower doorways for wheelchairs, walkers, and bathrooms accessed only by stairs.

Universal Design features have been formalized in ordinances and policies that promote housing features such as no-threshold showers, a bathroom on the first floor, and 36-inch wide doorways. These solutions have been successfully built in all housing types in every climate in the US and, therefore, could be implemented in Speedway’s housing stock.

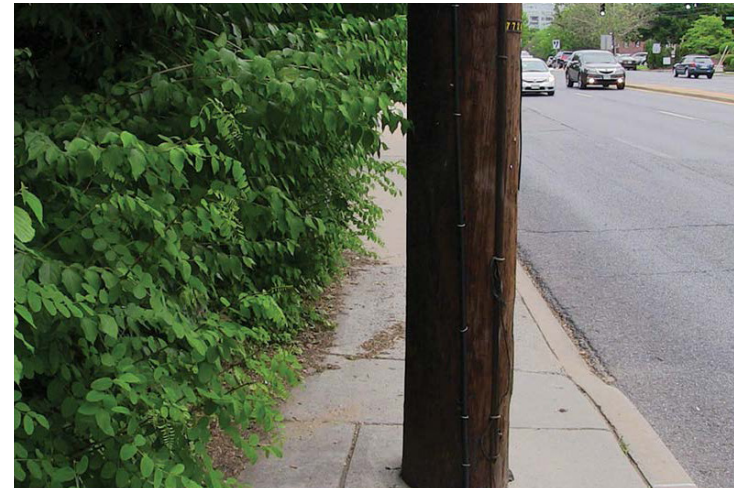
NEIGHBORHOOD DESIGN

Universal design also applies to neighborhoods. Universal Design is designing an environment to be used and understood “to the greatest extent possible by all people regardless of age, size, ability or disability.” Suppose every environment is designed to meet the needs of all people who wish to use it. In that case, everyone can benefit from that design and not just a minority of the population because “if an environment is accessible, usable, convenient and a pleasure to use, everyone benefits.”

Considering a large diversity of needs and abilities throughout the design process leads to the most significant number of users possible. Universal design is good design. When Speedway adds new or renovates public infrastructure, building universal design considerations into every process step is a great way to maximize the number of future users. Universal Design works best when applied at the beginning of the design process and not seen as an “add-on” to the process. Reaching out to the disabled community in the area and involving them in planning decisions from the beginning is also vital for designing genuinely inclusive spaces.

The National Disability Authority notes that “Universal Design is not only applicable to the needs of people with disabilities but to everyone, regardless of age, size, ability or disability. Secondly, Universal Design is not a list of specifications; it is an approach to design that considers the varied abilities of users.” The term “Universal Design” is different from compliance with the ADA standards. ADA prohibits discrimination based on disability, while Universal Design standards include the ADA’s requirements but go beyond them to make the built environment accessible to even more users.

One example of a universal design improvement is building or repairing the ends of driveways to meet the street with as little slope as possible. Many drivers have experienced “bottoming out” their car at the end of a driveway. Those situations can be precarious for people with limited mobility and wheelchair users. By addressing where the driveways meet the street in a more universally designed way, residents who use wheelchairs can more safely roll onto the road. It also makes things easier for other pedestrians and drivers.



Poorly designed sidewalk and crosswalk infrastructure make it more difficult for people with limited mobility. For example, a utility pole blocking the middle of a narrow sidewalk might not pose an issue for a non-disabled person. Still, a wheelchair user, a person with a walker, or someone pushing a stroller would have to find another route or walk in the street to get around the pole.

Source: planning.org.



Likewise, a pedestrian activation button on a raised sidewalk out of the ADA-accessible part of a curb ramp makes it nearly impossible for a wheelchair user to cross under the safety of the “walk” light.

Source: planning.org.

SOCIAL SUPPORT SYSTEMS

While aging in place and community may have the advantages of familiarity and maintaining one's connections, it may also set older adults and disabled persons up for social isolation, particularly if they have limited mobility or access to other people. Social isolation and loneliness have been shown to affect health and well-being negatively. Density does not automatically ensure social interaction. Can residents get to a senior center or other places for interaction? Get to medical services? Can an aide take a bus to serve a senior at home? Understanding transportation issues from varied perspectives will assist Speedway with addressing these and creating housing options that work for residents' needs. Barriers to accessing support services are created when one can no longer drive to a location or afford to own a vehicle. This barrier may also be an obstacle to receiving services at home, regardless of whether one rents or owns.¹⁹

SAFETY

At the scale of a neighborhood, safety includes:

- benches to enable walking
- shade and shelter for refuge from the weather
- smooth and well-maintained sidewalks year-round
- good lighting
- orientations that encourage informal surveillance and social interactions
- human-scale design
- layers of public versus private space that support territoriality
- a lack of dark nooks to give shelter from possible predators

¹⁹ Ball, M.S. (2014.) "Aging in Place: A Toolkit for Local Governments."

POTENTIAL FUNDING SOURCES FOR HOME IMPROVEMENTS

Fannie Mae and the Federal Housing Administration (FHA) FHA renovation loans for homeowners and buyers are not explicitly designed for borrowers with disabilities but can be used for necessary adaptations. Fannie Mae's HomeStyle program is available for buyers who want money to buy and renovate a home in one loan or those who wish to refinance their home loans and get cash for renovations. The FHA's 203(k) renovation loan is similar to Fannie's but has more flexible qualification requirements. To qualify, you'll need to gather the necessary documents and information on your assets, credit, and debt to apply for an FHA loan.

REFINANCING

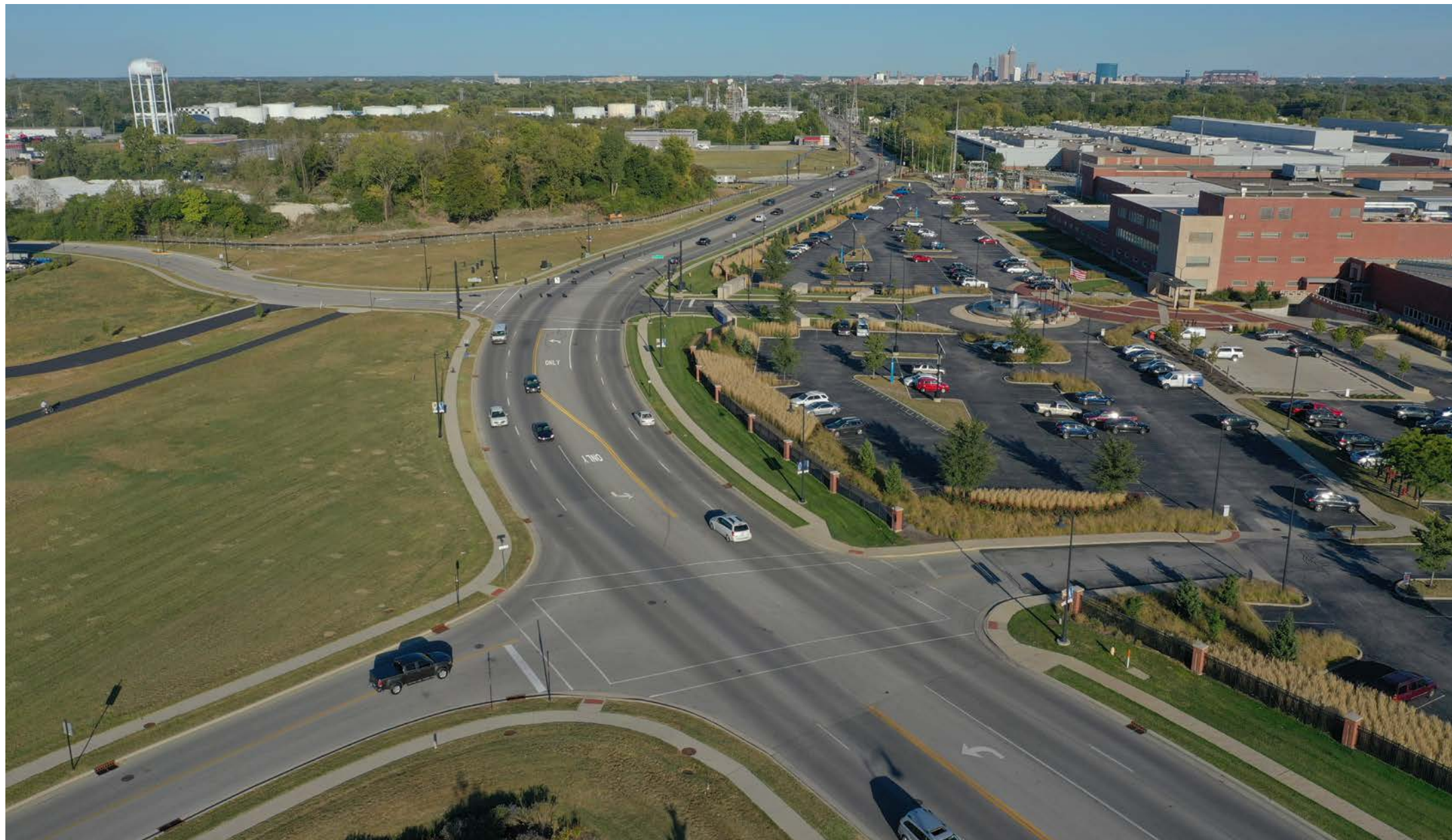
Refinancing when interest rates are low is an excellent way to use a home's equity to pay for projects like a home renovation. First, contact several different lenders to see who offers the best rate, then secure a preliminary mortgage approval, and finally, choose your lender.

GETTING HELP FROM NON-PROFIT ORGANIZATIONS²⁰

Non-profits can be a source to choose which home repairs are needed and how to pay for them, and some include:

- **Rebuilding Together** works with dozens of affiliated organizations nationwide to complete some 10,000 projects a year. They help low-income homeowners, requiring applicants to fall under income guidelines, which vary depending on location.
- **The National Resource Center on Supportive Housing and Home**
 - **Modification:** Headquartered at the University of Southern California, the center aims to encourage aging in place and promote home modifications. The National Resource Center provides training, education, technical help, and an information clearinghouse.
 - **Local Independent Living Center Affiliates:** This is a directory of independent living centers compiled by the Independent Living Research Utilization Program, a non-profit organization. The guide lists centers that train people with disabilities to live independently, where 51% of the staff and the board of directors have disabilities.
 - **Local Easter Seals chapters:** Easter Seals and real estate brokerage Century 21 launched the Easy Access for Easier Living Program, which includes educational brochures, resources, and tips for making a home accessible.

²⁰Money Geek



SECTION 7: TRANSPORTATION

Transportation and connectivity include all forms of travel that move a person from one space to another. The future transportation component of the plan focuses on enhancing the connections throughout the town for pedestrians, cyclists, motorists, public transportation, and other forms of travel. Transportation is vital for daily life and essential for future growth, environmentalism, and resiliency.

OBJECTIVE STATEMENTS



Maintain and improve communication between Town and County administration.



Promote an efficient and safe multi-model transportation system throughout the Town that prioritizes connectivity through walkability and cycling.

RELEVANT COMPREHENSIVE PLAN GOALS

- ✓ Continually advance the Town's administrative and fiscal capabilities to address current and future challenges.
- ✓ Continually enhance walkability throughout Speedway and maintain a safe and efficient multi-modal transportation network that enhances connectivity.

IMPLEMENTATION

Implementation items for the Transportation section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Create a Capital Improvement Plan (CIP) to ensure critical infrastructure upgrades and expansion are accounted for annually. Explore options to improve traffic flow and reduce pedestrian-vehicle conflicts on Crawfordsville Road.
- Improve pedestrian connectivity by identifying gaps in sidewalks, bicycle infrastructure, and areas where pedestrian crossings are needed. Also, furnish current trails and parks with universal features that promote activity, safety, and unique recreational experiences.
- Gateway Implementation on 16th St.
- West Crawfordsville Road Commercial District.
- East Crawfordsville Road Commercial District (Crawfordsville/Lynhurst).

STRATEGIES	PRIORITY LEVEL		
Continue to have active communication with the Indianapolis MPO and the Indianapolis Department of Public Works.	LOW	MEDIUM	HIGH
Explore options to improve traffic flow and reduce pedestrian-vehicle conflicts on Crawfordsville Road.	LOW	MEDIUM	HIGH
Improve connectivity by identifying gaps in sidewalks, bicycle infrastructure, and areas where pedestrian crossings are needed.	LOW	MEDIUM	HIGH
Implement calming elements along main roadways, for example, Crawfordsville Road.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- 38% of respondents marked traffic as one of the main challenges in Speedway in the survey.
- In the survey, residents responded that they would like traffic to decrease throughout the town, including Crawfordsville Road.
- Traffic was ranked Speedway's top three challenges in the Survey.

BEST PRACTICE: TRAFFIC CALMING

Speed is a key risk factor and often the main result of traffic injuries, impacting the increased probability of a crash and the severity of the injuries. The higher the speed limit, the shorter the time the driver has to react to stop and avoid conflict. Some of the factors that affect a driver's choice to speed include driver factors such as age, gender, alcohol, drug consumption, and the number of passengers. Also, road layouts, surface quality, maximum speed, and traffic conditions such as traffic density, travel speed, and weather conditions are factors.²¹

When speed limits are first imposed, motorist behavior is often the only consideration. Because of this, many speed limits do not match the road's character they are meant to enforce. Roads with high speeds are often wider, with more than one travel lane in each direction. However, streets with low-speed limits are the same width as their higher-speed counterparts in many American cities. For many drivers, a sign with lower speed limits is not enough to slow them down.²²

Drivers are more likely to slow down when they are more aware of their surroundings. That can be achieved by narrowing roadways and planting trees closer to the edge of the street or adding flashing speed measurement signs. Instead of only considering motorists when designing speed limits, the context and character in the street should be an implemental part of its design.²³

²¹World Health Organization. "Road Safety Speed Facts." World Health Organization, 2004.

²²Accidents on main rural highways related to speed, driver, and vehicle.

²³Marohn, Charles. "Understanding the 85th Percentile Speed." Strong Towns, July 27, 2020.





Traffic calming is a term used to describe the placement of physical infrastructure and other measures on existing roadways to reduce vehicle speeds and provide increased safety for bicyclists and pedestrians. Traffic calming involves implementing speed enforcement infrastructure such as speed bumps, raised intersections, curb extensions, median barriers, and roadway narrowing. These measures not only reduce vehicular speeds along corridors but can also limit cut-through traffic.²⁴

Traffic calming measures have been widely effective in reducing crash frequency in many countries. Traffic calming measures are particularly effective and useful in areas where enforcing the speed limits is still ineffective. Many tools to implicate calming traffic measures exist and can also be implemented at several locations such as intersections, streets, neighborhoods, or city-wide.^{25,26}

²⁴Traffic Calming to Slow Speeds

²⁵World Health Organization. "Road Safety Speed Facts." World Health Organization, 2004.

²⁶Traffic Calming to Slow Speeds

EXAMPLES OF CALMING TRAFFIC MEASURES ACROSS THE ROADWAY

Lateral Shift

Road lateral shifts are realignments of an otherwise straight street that cause travel lanes to shift in at least one direction. Lateral shifts are appropriate for local, collectors, or arterial roadways and for one-way and two-way streets. Lateral shifts are also appropriate on roads with or without dedicated bicycle facilities and long bus transit routes.²⁷

Crossing Median Islands

Median Islands are typically raised islands along the street centerline that narrows the travel lanes at that location. These islands are typically installed on a closed-section roadway (curb and gutters) and can be placed mid-block or on the approach to an intersection. Potential impacts of a median island include improving safety without substantially increasing delay, and it helps shorten pedestrian crossing distances.²⁸

Corner Extension/Bulb-Out

A corner extension is a horizontal extension of the sidewalk into the street, resulting in a narrower roadway section. If this is located at a mid-block location, it is typically called a “choker.” A corner extension can be combined with on-street parking, protecting parking bays. Corner extensions help narrow pedestrian crossing distances and increase pedestrian visibility. This design can be used on one-way and two-way streets and can only be installed on closed-section roads (curbs and gutters). This can achieve greater speed reduction if combined with vertical deflection.²⁹

Road Diets

Road diets are a revision of lane use or widths to result in one travel per direction with minimum practical width to reduce cross-section. Road diets can also involve the narrowing of existing travel lanes. Alternate cross-section uses can include dedicated bicycle lanes, pedestrian crossings, turning lanes, on-street parking, raised medians, sidewalks, etc. This design can be applied in urban, suburban, and rural settings.³⁰

High-Intensity Activated Crosswalk Beacon (HAWK)

HAWK beacon signal is a tool that helps make it easier and safer for pedestrians to cross busy streets without impeding traffic. This type of signal can be installed on streets with regular traffic signals as part of the town’s coordinated signal system. HAWK signals operate in a yellow-red-flashing red sequence to alert motorists that pedestrians are crossing the road. The primary purpose of this system is to allow protected pedestrian crossings by stopping vehicular traffic only as needed.³¹

²⁷Traffic Calming Fact Sheets - Lateral Shift.

²⁸Traffic Calming Fact Sheets - Median Island.

²⁹Traffic Calming Fact Sheets - Corner Extension/Bulb-Out.

³⁰Traffic Calming Fact Sheets - Road Diet.

³¹Street Transportation HAWK Pedestrian Beacon Information.

How to use the HAWK High Intensity Activated CrossWalk

PEDESTRIANS	
SEE THIS	DO THIS
	PUSH THE BUTTON
	STOP & WAIT FOR THE WALK SIGNAL.
	START CROSSING ALWAYS WATCH FOR CARS.
	FINISH CROSSING

DRIVERS	
SEE THIS	DO THIS
	DRIVE ALWAYS LOOK FOR PEOPLE WHO PLAN TO CROSS.
 FLASHING	SLOW DOWN A PERSON HAS ACTIVATED THE PUSH BUTTON.
	PREPARE TO STOP
	STOP FOR PEDESTRIAN. (As with any signal RED means STOP)
 FLASHING	STOP FIRST PROCEED WITH CAUTION IF NO PEOPLE ARE PRESENT.

City of Phoenix – HAWK Pedestrian Signals

Source: <https://www.phoenix.gov/streets/safety-topics/hawk-pedestrian-beacon-information>

SECTION 8: AGRICULTURE

Although Speedway does not have agricultural land uses, it is important to analyze any future impacts, opportunities, or challenges that this might imply. This section will focus on explaining ways how to preserve natural features. Also, it will focus on explaining ways how to create healthier lifestyles.

OBJECTIVE STATEMENTS



Support the natural environment and agriculture's vital role in human and economic health by preserving natural corridors and undeveloped areas of prime farmland.

RELEVANT COMPREHENSIVE PLAN GOALS



Promote a harmonious relationship with the natural environment and preserve natural systems, protect waterways, protect the built environment, and conserve open space landscapes.

IMPLEMENTATION

Since Speedway is a built-out community in the middle of a dense, mature urban area, with little to no agricultural or even predominately vacant uses, at the present time no implementation strategies for agriculture are anticipated.

STRATEGIES	PRIORITY LEVEL		
Identify areas of agricultural use that should be preserved and protected from encroaching development.	LOW	MEDIUM	HIGH
Explore community gardening programs to promote healthier lifestyles and build stronger communities.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- Residents understand that the community is located in an urban area and that agriculture can not be practiced within the Town of Speedway.
- Residents suggested community gardens around the town.

SECTION 9: NATURAL RESOURCES

Natural resources can be defined in various ways, but generally, they are materials or substances that occur in nature and can be used for economic gain. Natural resources include minerals, forests, water, fertile land, and more. These features have significant ecological, environmental, and recreational benefits.

OBJECTIVE STATEMENTS



Promote areas of natural landscaping and wildlife throughout the community by focusing on beautification and landscaping and preserving natural resources.



Promote healthy lifestyles for all ages and ability levels.



Connect Speedway residents to diverse and safe recreation opportunities.



Secure and protect the natural environment of Dry Run Creek.

RELEVANT COMPREHENSIVE PLAN GOALS



Promote a harmonious relationship with the natural environment and preserve natural systems, protect waterways, protect the built environment, and conserve open space landscapes.

IMPLEMENTATION

Implementation items for the Natural Resources section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Improve pedestrian connectivity by identifying gaps in sidewalks, bicycle infrastructure, and areas where pedestrian crossings are needed. Also, furnish current trails and parks with universal features that promote activity, safety, and unique recreational experiences.

STRATEGIES	PRIORITY LEVEL		
Use local trails and greenways as an opportunity to install vegetation and natural features.	LOW	MEDIUM	HIGH
Furnish current and future trails with universal design features that promote activity, security, and unique recreational experiences.	LOW	MEDIUM	HIGH
Encourage the use of native species in Town ordinances and projects.	LOW	MEDIUM	HIGH
Create a recreational connection and opportunities to current and future trails.	LOW	MEDIUM	HIGH
Encourage beautification in plantings and streetscaping.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- Residents ranked trails and biking infrastructure as important amenities in the survey.
- 30% of responses from the survey responded, “It would help a great deal” to the question, Do you think it would benefit the town to expand bicycle trails and sidewalks?

SECTION 10: PARKS AND RECREATION

The Speedway's Parks and Recreation Department manages two public parks that provide community spaces to play and gather. A successful parks and recreation system offers residents and visitors both active and passive uses, public and private spaces, and be accessible in both rural and urban settings. Not only do parks and recreation impact quality of life, but there also are several other benefits, including:

- Economic benefits associated with the promotion of tourism are increased property values, the attraction of businesses and industries, and reinvestment in property.
- Health benefits such as increased physical activity can improve mood, lower blood pressure, decrease stress, and lower total cholesterol levels.
- Environmental benefits from open space and vegetation include improved air quality, recharging of aquifers, prevention of pollution of surface and groundwater, and maintenance of wildlife habits and natural systems.

OBJECTIVE STATEMENTS



Maintain and improve communication between Town and County administration.



Support the development of the Marion County trails system.



Improve the Town's capacity to maintain and provide adequate public parks and recreational areas.

RELEVANT COMPREHENSIVE PLAN GOALS

- ✓ Offer multiple housing options that are safe, well-maintained, and economical for people of varying incomes, ages, and stages of life.
- ✓ Promote a harmonious relationship with the natural environment and preserve natural systems, protect waterways, protect the built environment, and conserve open space landscapes.
- ✓ Develop high-quality places, districts, and neighborhoods that promote social interactions and display a positive identity for the Town.
- ✓ Continually advance the Town's administrative and fiscal capabilities to address current and future challenges.

IMPLEMENTATION

Implementation items for the Parks and Recreation section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Create a Capital Improvement Plan (CIP) to ensure critical infrastructure upgrades and expansion are accounted for annually. Explore options to improve traffic flow and reduce pedestrian-vehicle conflicts on Crawfordsville Road.
- Improve pedestrian connectivity by identifying gaps in sidewalks, bicycle infrastructure, and areas where pedestrian crossings are needed. Also, furnish current trails and parks with universal features that promote activity, safety, and unique recreational experiences.
- Expand the Main Street commercial district to Allison Way along the B&O Trail, encouraging mixed uses (commercial, recreational/open space, and residential) to create an inviting atmosphere.
- B&O Trail housing and park redevelopment (B&O Trail and 16th Street).

STRATEGIES	PRIORITY LEVEL		
Organize quarterly coordination meetings with the Indianapolis Department of Public Works, Parks and Recreation, and the Department of Metropolitan Development.	LOW	MEDIUM	HIGH
Identify ways of connectivity between the Town and current natural features, including water features such as the White River, Dry Run Ditch, and Eagle Creek, located right outside the town's boundaries.	LOW	MEDIUM	HIGH
Secure funding and program partners to increase public art and events in parks and public spaces through the collaboration of ideas and resources.	LOW	MEDIUM	HIGH
Develop and maintain high-quality recreational programs that meet the evolving interests and needs of the community.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- Speedway residents enjoy the trails and would like to see them expand.
- Speedway residents would like to see the parks upgraded.
- Speedway residents emphasized the need for recreation spaces, including art and indoor sport community centers.
- Speedway residents emphasized the need for recreational facilities in abandoned buildings or sites. They would especially like to see recreational spaces for the youth.
- Park and recreation facilities, community events, and festivals were considered important amenities to residents in the survey.

SECTION 11: BROADBAND ACCESS

Broadband services are essential, especially in rural communities. These services are critical for a functioning 21st-century economy. That is because most activities, such as education, work, shopping, entertainment, and so on, are becoming more web-dependent. The Covid-19 pandemic proved the need for broadband in rural communities. While the level of necessity varies by location, each business and household must h

The Federal Communications Commission National Broadband Map showed that most of the Town of Speedway limits were between 80 to 100 percent covered by internet speeds of 25/3 Mbps or greater. However, some gaps within the broadband network in the Coca-Cola Bottling Company and the Indianapolis Motor Speedway grounds have zero percent internet coverage. Broadband providers within the town include AT&T Inc., Comcast Corporation, Hughes Network System, LLC., Space Exploration Holdings, LLC., and T-Mobile USA, LLC. -

OBJECTIVE STATEMENTS



Maintain and expand infrastructure to serve the needs of all current and future residents while also ensuring systems resistance to external shocks.

RELEVANT COMPREHENSIVE PLAN GOALS

- ✓ Have an economically vibrant community where the well-being of its residents is continually improving.
- ✓ Continually advance the Town's administrative and fiscal capabilities to address current and future challenges.

IMPLEMENTATION

Since Speedway is in the middle of a dense, mature urban area, with broadband access being provided at the County and even at the metropolitan level, at the present time no implementation strategies for broadband are anticipated.

STRATEGIES	PRIORITY LEVEL		
Explore options and places for public wifi spots around the town.	LOW	MEDIUM	HIGH
Expand broadband infrastructure to better serve all areas of the community.	LOW	MEDIUM	HIGH



WHAT WE HEARD




- Several comments from the survey stated the need for more businesses for employment in the town.
- A different common response includes the need for a community center that could offer different services for the community.

SECTION 12: HISTORICAL AND ARCHAEOLOGICAL RESOURCES


The Speedway Historic District is located between 16th Street to 10th Street and Main Street to Winton Avenue; this Historic District is now part of the National Historic Registry.

As the Historic District in Speedway, other important structures or areas from the community's history become valuable assets to a community. Different preservation tools can help maintain the quality and characteristics of historic structures. Governing bodies can identify and document historical, architectural, and culturally significant resources by designating them as historical sites.

OBJECTIVE STATEMENTS

-  Preserve the character and identity of the Town of Speedway's physical assets of its neighborhoods and Main Street.
-  Establish the Town of Speedway as a historical and cultural destination.
-  Preserve historic areas in Speedway, in specific preserving the Speedway Historic District located just west of Speedway's Main Street, as shown at <https://huniindy.org/index.php/old-speedway/old-speedway-activities-and-contact/>

RELEVANT COMPREHENSIVE PLAN GOALS

-  Develop high-quality places, districts, and neighborhoods that promote social interactions and display a positive identity for the Town.

IMPLEMENTATION

Implementation items for the Historical and Archaeological section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Maintain a database of underutilized/vacant buildings or parcels that can be used for redevelopment or infill development.

STRATEGIES	PRIORITY LEVEL		
Explore the potential application of form-based code to Main Street and its immediate environs.	LOW	MEDIUM	HIGH
Develop programs and activities to celebrate and promote the Town's history.	LOW	MEDIUM	HIGH
Maintain the historic district designation and promote the district as an asset for tourism.	LOW	MEDIUM	HIGH
Support initiatives adopted by the Old Speedway City Neighborhood Association (OSCNA) and ensure they are met and followed by the community.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- Residents in the survey highly mentioned enjoying Speedway's history and the town's appearance.
- The small community town feels and residents highly mentioned community spirit in the survey and community engagement events.
- Dining, shopping, and attending community events were ranked as the top three reasons residents visit Main Street.

BEST PRACTICE: FORM-BASED CODE

Form-based code is an approach to zoning that differs substantially from traditional “Euclidean” (use-based) zoning, emphasizing built form over land use. Form-based code has recently been implemented in hundreds of cities and counties to create and protect pedestrian-oriented development. The most crucial distinction between traditional and form-based zoning is that form-based codes use zoning districts to establish or reinforce physical development patterns. Zoning districts reflect transects, are tied to street types, and are based on a character typology determined by the view from the street level. The land use portion of this plan incorporates character-typology into its land use categories to help encourage form-based design within the town. Many form-based codes do not replace a traditional zoning code completely. Still, they can be used supplementally as district overlays in areas such as Main Street or along Crawfordsville Road.^{3v2}

³² Form-Based Zoning





SECTION 13: HAZARD MITIGATION

With increased natural disasters and global pandemics, hazard mitigation and emergency planning are more important than ever. The hazard mitigation section strives and proposes solutions to prevent or lessen future damage caused by natural hazards through mitigation, preparedness, and recovery planning.

OBJECTIVE STATEMENTS



Evaluate and expand upon existing social and community services offered in the Town of Speedway to provide more public services.

RELEVANT COMPREHENSIVE PLAN GOALS

- ✓ Promote a harmonious relationship with the natural environment and preserve natural systems, protect waterways, protect the built environment, and conserve open space landscapes.
- ✓ Prepare the community for future shocks to the economic and environmental systems, mitigating future problems.

IMPLEMENTATION

Implementation items for the Hazard Mitigation section include the following projects and are developed more fully in the Critical Path Strategies chapter of this document.

- Create a Capital Improvement Plan (CIP) to ensure critical infrastructure upgrades and expansion are accounted for annually. Explore options to improve traffic flow and reduce pedestrian-vehicle conflicts on Crawfordsville Road.
- Ensure that public services and facilities will adequately serve the needs of residents and businesses within the Town of Speedway, and that such services and facilities are adaptable to future growth.

STRATEGIES	PRIORITY LEVEL		
Maintain an Emergency Operational Plan for the Town of Speedway to help coordinate high-level emergency responses.	LOW	MEDIUM	HIGH
Explore options to decrease flooding and keep new development out of floodplain zones.	LOW	MEDIUM	HIGH



WHAT WE HEARD

- A common response from survey responders included keeping areas in the town clean to encourage safety.
- Cleaning up the Speedway Super Center and Kroger was a common response in the survey and from community engagement events.
- Addressing pedestrian safety by fixing sidewalks and addressing the issue between pedestrians and high-speed drivers.

BEST PRACTICE: GREEN INFRASTRUCTURE

“Green infrastructure” is stormwater management systems that preserve, emulate, or restore a site’s natural hydrology. It is sometimes called “urban stormwater control” or “low-impact development.” It has become a popular way to manage stormwater runoff as it is less expensive than traditional “grey” infrastructure (i.e., vast systems of pipes and sewer lines).

By using green infrastructure, regulators can encourage more stormwater to infiltrate into soils, to help refill aquifers, or be taken up by plants and filtered for pollutants. Additionally, it is more beautiful because it uses plants instead of pipes (see Figure 1). Using those same plants can benefit the local ecosystem by providing food and habitat for wildlife and pollinators. Green infrastructure reduces the flow and pollution in a water body during rainstorms or snowmelt. Snowmelt runoff has the potential for higher pollutant loadings to waterways because of the sudden release of pollutants trapped in the snow. It may also become a more significant water-quality threat as climate change increases the number of freeze-thaw cycles during increasingly warmer winters.

Stormwater runoff contributions to urban streams increase with the amount of impervious surface in a watershed (see Figure 2). For example, the Center for Watershed Protection found that stream quality is affected when only 10 percent of an urbanized watershed consists of impervious surfaces, such as roofs and paving. Also, streams become severely polluted when impervious surfaces in a watershed exceed 25 percent.



Figure 1. Green infrastructure captures stormwater runoff in Seattle, WA.
Source: wikipedia.org.

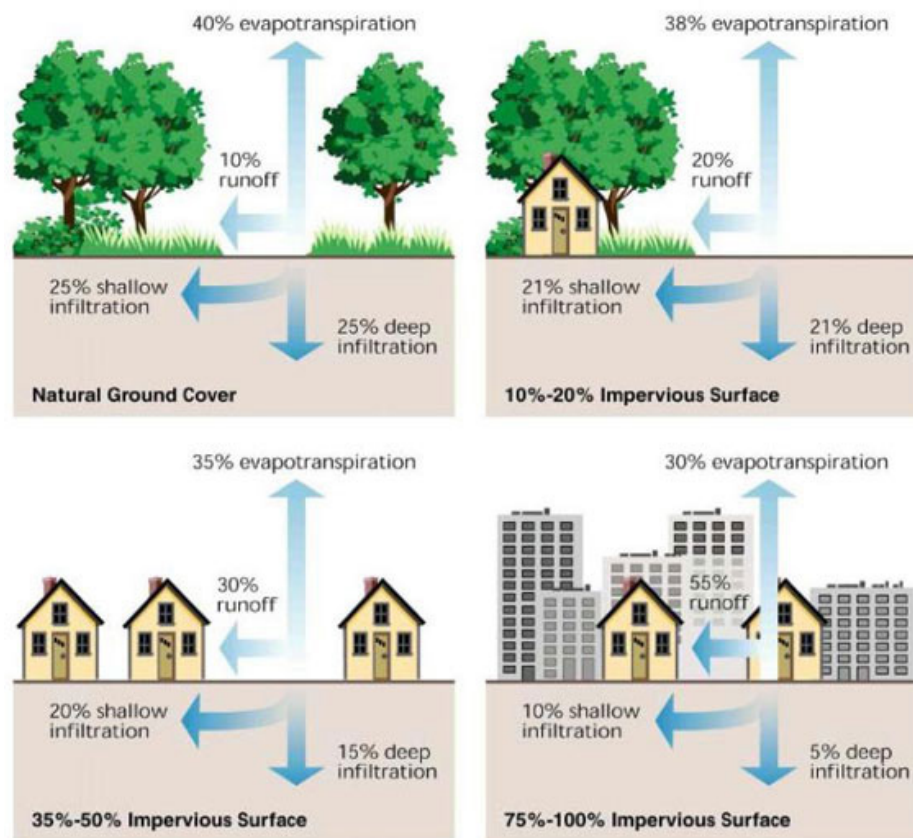


Figure 2. Changes in hydrology from the increased impervious surface.
Source: planning.org.

The US Environmental Protection Agency has been championing green infrastructure as part of its Municipal Separate Stormwater Sewer System (MS4) permit program. Smart Growth advocates have also promoted these practices as their low-impact development initiatives. Local regulators need to know how to evaluate green infrastructure when it is proposed to replace conventional infrastructure in a new development or when it is intended to retrofit existing stormwater management systems to address existing water pollution and flood-hazard risks.

Castle Rock, Colorado, is one of the fastest-growing communities in the United States. In 2006, the City planning department and the local water utility partnered to address how to conserve water best while still accommodating growth. As part of their plan, the City set up financial incentives, regulatory changes, and behavioral service strategies to utilize water more efficiently. For example, the City gave financial incentives to developers in exchange for the developers being required to meet professional certification requirements for water efficiency.

There are many methods for tackling water conservation on the American Planning Association's website, planning.org. Some ideas include requiring only plants native to Indiana to be planted in new developments and upgrading aging stormwater management infrastructure with green infrastructure. Although the law does not mandate all water-related planning, residents and utilities can still find ways to collaborate. More specific local plans can include water supply and wastewater infrastructure plans; hazard mitigation and resilience plans, like floodplain and stormwater management; demand management; watershed processes and health; and interagency coordination and collaboration plans. Speedway can look to peer communities for best practices if those variables feel overwhelming. Although every city and town is different, no one needs to reinvent the wheel.



IMPLEMENTATION AND CRITICAL PATH STRATEGIES

The Chapter Analysis by Subject Matter outlines the list of objectives and strategy recommendations for the Town of Speedway. This chapter provides specificity to the strategies identified as a top priority. These projects or programs are known as critical path strategies.

There are 14 critical path strategies for Speedway's Comprehensive Plan. Each strategy has a full page dedicated to outlining the work plan. To assist in implementation, the work plan identifies related goals, parties to involve, action steps, the timeframe of competition, and estimated project cost.

CRITICAL PATH STRATEGIES

The goals and objective statements are created to guide the community's vision through recommendations; the strategies are straightforward guidelines to implement those recommendations. All listed strategies are important, but the critical path strategies are actions that should be completed first as top priorities. The priorities are a combination of short-term, affordable projects that can create near-term progress for the community of Speedway. In contrast, other priorities are long-term that might require an extended timeframe and budget.

Critical Path Strategies are the key to the implementation of this plan. Each Critical Path Strategy has a complete page outlying the work plan. This portion of the plan is intended to assist in implementation, and related goals, outline action items, list people or organizations who should be involved, and suggest an estimated timeline and cost for each project.

HOW TO USE THE CRITICAL PATH STRATEGIES

The following pages guide the Town of Speedway and community partners in implementing the identified Critical Path Strategies. Each program's dedicated work plan will have an included timeframe that will be no longer than five years and an estimated cost.

PUBLIC OUTREACH AND AWARENESS

Some proposed projects and programs will incorporate public outreach and engagement activities in their planning process. To provide transparency to the decision-making and implementation process, responsible parties must keep the public informed of the changes and progress occurring because of the implementation of this plan. All identified Critical Path Strategies will benefit from informing the public of potential changes, anticipated impacts and benefits, and when the community can expect to see those changes implemented. Public outreach will give businesses and residents time to prepare for the changes, become educated about and aware, and potentially reduce adverse public reactions.

STRATEGY 1

Maintain a database of underutilized/vacant buildings or parcels that can be used for redevelopment or infill development.

ACTION STEPS

- Work with the Chamber of Commerce to explore the possibility of forming a Main Street merchant's association.
- Secure potential funding sources locally and statewide.
- Determine eligibility requirements and activities which could include but are not limited to:
 - Repair to building exterior façade.
 - Cleaning and repair or repainting of building exteriors.
 - Façade renovation.
 - Other improvements to the aesthetic quality of the building.
- Offer grants to downtown businesses in need of exterior renovations.

PARTIES TO INVOLVE

- Main Street business owners
- Chamber of Commerce
- Town of Speedway
 - Speedway Economic Development
 - Speedway Redevelopment Commission

RELATED GOAL CATEGORIES

- Land Use
- Economic Development
- Historic and Archeological Resources

TIMEFRAME

Median Term

ESTIMATED COST

\$250K in initial seed funding from the State of Indiana; administrative costs will be incurred over time.

INFILL DEVELOPMENT³³

Infill development involves revitalizing underutilized buildings and vacant lots to align with community needs. Underutilized sites include uses such as surface parking lots in urban or downtown areas, grayfield, brownfield, or empty greenfield lots. Identifying new uses for underutilized land helps provide opportunities for more uses that will create health, social, economic, and environmental benefits. When implemented strategically, infill development can increase access to local destinations, expand economic development opportunities, and ensure that the built environment remains connected and addresses community needs. Incentives can be used in the zoning ordinance to encourage developers to invest in new infill developments. Regulations and incentives can also prevent new underutilized lots by removing parking requirements and increasing mixed-use buildings.

LAND BANKS³⁴

“Land Banks are public authorities or non-profit organizations created to acquire, hold, manage, and sometimes redevelop the property to return these properties to productive use to meet community goals, such as increasing affordable housing or stabilizing property values. Land banks can play a number of different roles depending on a community’s development goals, including (a) providing a mechanism for assembling parcels of tax-delinquent or abandoned properties for redevelopment; (b) acquiring and holding strategically valuable properties until the community can develop them as affordable housing, and; c) acquiring properties to convert to other uses such as retail, parks, or open space for flood mitigation. In addition to acquiring and holding land, land banks can maintain, rehabilitate, demolish, and lease or sell a property.”

³³ Infill Development Supports Community Connectivity.

³⁴ Land banks - Local Housing Solutions.

STRATEGY 2

Sponsor a building inspection program for new businesses looking to occupy existing buildings.

ACTION STEPS

- Create a database of vacant properties that developers can easily access.
- Coordinate between building, fire, and zoning officials to identify potential code issues or modifications required to occupy the building.
- Advertise the building inspection program on the town's website.

PARTIES TO INVOLVE

- Town of Speedway
 - Speedway Economic Development
 - Speedway Building Inspector
 - Speedway Communications Director
 - Speedway Redevelopment Commission

RELATED GOAL CATEGORIES

- Economic Development
- Public Facilities and Services

TIMEFRAME

1 year

ESTIMATED COST

Administrative costs only



THINK
ST. CHARLES

Home Why St. Charles Resources Projects Available Sites News Contact Us

B.A.S.E. Visits

Building Assessment and Safety Evaluation

Schedule your B.A.S.E. Visit today!

[Call Us](#) [Email Us](#)

What is a B.A.S.E. Visit?
The City of St. Charles offers B.A.S.E. Visits as a courtesy service to anyone looking to open a new business in St. Charles. These visits help identify potential zoning, building, or fire code violations that may need to be remedied before the new business occupies the space.

You may consider scheduling a B.A.S.E. visit if:

- there is a change in use from one commercial use to another (like turning a former retail store into a restaurant).
- renovations are needed but you are unsure of permit requirements.
- this is your first business and you are unsure what to look for in a space.

When should the visit be scheduled?
Ideally, the visit should be scheduled before signing a lease or purchasing a property. Why? Because the B.A.S.E. visit could reveal costly code requirements that need to be remedied (like adding a new sprinkler system or elevator) before occupancy can be granted.

Who attends the B.A.S.E. Visit?
Generally, City Staff (including someone from the Community Development, Building and Code Enforcement and Fire Prevention) will meet the applicant at the site. The property owner or real estate agent may also be present to give the B.A.S.E. team access to the property.

Building and Code Enforcement Manager, Allen Pasculli and Fire Prevention Lieutenant, Michael Maurer, filling out a B.A.S.E. Report on a site visit.

[Download a sample B.A.S.E. Report to see what information is typically included](#)

Schedule your B.A.S.E. Visit today!

[Call Us](#) [Email Us](#)

Think St. Charles

Source: <https://www.thinkstcharles.com/b-a-s-e-visits>

CASE STUDY: ST. CHARLES, IL PRE-INSPECTION PROGRAM

St. Charles, IL, has created a program to assist new tenants about to sign a lease or anyone going to purchase a commercial/industrial space within their city limits. These visits help potential tenants/owners better understand the space they are considering and its potential costs. These complementary meetings are called Building Assessment, and Safety Evaluation (BASE) visits. Meetings occur at the commercial space and host building, and fire and zoning officials to identify any potential code issues or expensive modifications required to occupy that building. BASE visits are an invaluable tool to help retail recruitment efforts. Not only do they identify potential code or structural issues to tenants, but they also establish a relationship with prospective business owners and their commercial brokers. This program provides “goodwill” to the retailer and insights into their business and why they are considering Rensselaer for their location.

STRATEGY 3

Maintain and support educational and other community resources that ensure a high quality of life in Speedway. Identify opportunities for partnerships with Ivy Tech, Marian University, and Speedway Schools to create programs for young residents.

ACTION STEPS

- Meet with Speedway employers to determine skillset needs.
- Work with Speedway Schools to explore the implementation of programs that can benefit students' careers.
- Form partnerships between Speedway Schools and IUPUI, Ivy Tech Community College, Marian University, and other public higher-level schools to enroll in associate degree programs.
- Explore online resources to learn about programs other schools have provided to their students for virtual learning.
- Explore options for school funding through state programs

PARTIES TO INVOLVE

- Speedway Departments
- Speedway Schools
- Public higher-level schools
- Town of Speedway
 - Speedway Economic Development

RELATED GOAL CATEGORIES

- Public Facilities and Services
- Economic Development
- Placemaking

TIMEFRAME

Short-term

ESTIMATED COST

Administrative only.



STRATEGY 4

Create a Capital Improvement Plan (CIP) to ensure critical infrastructure upgrades and expansion are accounted for annually. Explore options to improve traffic flow and reduce pedestrian-vehicle conflicts on Crawfordsville Road.

ACTION STEPS

- Work with INDOT, IMPO, and other local transportation partners to identify and prioritize areas to improve traffic flow and improve pedestrian safety through a Capital Improvement Plan.
- Prioritize pedestrian-vehicle conflicts throughout the town but especially on Crawfordsville Road.
- Identify gaps in sidewalks, bike lanes, and areas where pedestrian crossings are needed.
- Establish a process to review the CIP annually with the Town Council as part of the Town's budget process to ensure all priorities are met and to account for any unexpected changes in priorities.

PARTIES TO INVOLVE

- Marion County
- INDOT
- IMPO
- Town of Speedway
 - Town Manager
 - Sewer/Water Departments
 - Town Engineer
 - Other departments as necessary

RELATED GOAL CATEGORIES

- Transportation
- Hazard Mitigation
- Parks and Recreation
- Government and Fiscal Capacity

TIMEFRAME

Short-term

ESTIMATED COST

\$25,000

WHAT IS A CAPITAL IMPROVEMENT PLAN AND PROGRAM (CIPP)?

A Capital Improvement Plan and Program (CIPP) ensures that public funds are strategically invested in infrastructure to provide the most significant benefit to the public. The CIPP prioritizes transportation projects for local funds and helps ensure eligibility for state and federal grant programs. Projects can include intersection improvements, road widening, beautification, and new construction or reconstruction of roads and trails.

STRATEGY 5

Continue to promote business diversity, including entrepreneurs, local stores, co-working spaces, small businesses, and medium firms.

ACTION STEPS

- Concentrate on economic development efforts related to Main Street and West of Crawfordsville Road.
- Conduct a survey of Speedway business owners to determine the role of the public sector in revitalization efforts from their perspective and prioritize capital improvement accordingly

PARTIES TO INVOLVE

- Chamber of Commerce
- Main Street Association
- Town of Speedway
 - Speedway Economic Development
 - Speedway Redevelopment Commission

RELATED GOAL CATEGORIES

- Economic Development
- Placemaking

TIMEFRAME

Short-term

ESTIMATED COST

Administrative only

FOOD HALL CASE STUDY: FISHERS TEST KITCHEN, FISHERS, INDIANA.³⁵

The Fishers Test Kitchen hosts three culinary entrepreneurs launching their restaurant concepts in the completely built-out test kitchen. The chefs remain in the test kitchen for a year to test ideas and build their menus. The time in the food hall also gives them time to gain a following from local diners. The test kitchen also partners with Sun King Brewery in Carmel to provide diverse local dining options from test kitchen chefs. Chefs rotate every few years, with the goal being that once chefs have gained enough following, built their menu, and learned how to run a kitchen, they can start their restaurant in the community after their time in the test kitchen. The test kitchen supports local culinary entrepreneurs while creating a more vibrant and exciting local food culture for the district to enjoy.



Fishers Test Kitchen, Fishers, Indiana.

Source: <https://delvdesign.com/project/sun-king-fishers-fishers-test-kitchen/>

³⁵ Opening weekend brings diners, lessons for Fishers Test Kitchen Chefs - Fishers Test Kitchen

STRATEGY 6

Promote the diversity of senior housing opportunities to serve the aging population of Speedway.

ACTION STEPS

- Identify potential assemblages of sites that would be sufficient to support a small- to medium-size supportive care center (~5 acres).
- Host a meeting of supportive housing providers to gauge interest in the local development of senior housing opportunities.

PARTIES TO INVOLVE

- Town of Speedway
 - Speedway Economic Development
 - Town Manager

RELATED GOAL CATEGORIES

- Housing

TIMEFRAME

Medium-term

ESTIMATED COST

Administrative only

STRATEGY 7

Ensure that public services and facilities will adequately serve the needs of residents and businesses within the Town of Speedway, and that such services and facilities are adaptable to future growth.

ACTION STEPS

- Ensure that first responders' level of service is adequate for current residents.
- Define standards for adequate service level for public services, parks, recreational facilities, schools, police and fire protection, utilities/infrastructure, and solid waste management.
- Continue to participate in National Night Out for crime prevention.

PARTIES TO INVOLVE

- Town of Speedway
 - Speedway Communications Director
 - Public Safety Departments
 - Town Manager

RELATED GOAL CATEGORIES

- Public Facilities and Services
- Economic Development
- Hazard and Mitigation

TIMEFRAME

Medium-term

ESTIMATED COST

Administrative only

STRATEGY 8

Improve pedestrian connectivity by identifying gaps in sidewalks, bicycle infrastructure, and areas where pedestrian crossings are needed. Also, furnish current trails and parks with universal features that promote activity, safety, and unique recreational experiences.

ACTION STEPS

- Hire a professional consultant to conduct a study the conditions, gap locations, and recreational locations that require accessibility upgrades.
- Apply for park and trail partnership grants for trail beautification projects to enhance pedestrian walkability and safety.

PARTIES TO INVOLVE

- Indiana Department of Health
- Town of Speedway
 - Town Manager
 - Parks Manager

RELATED GOAL CATEGORIES

- Transportation
- Natural Resources
- Parks and Recreation

TIMEFRAME

Short-term

ESTIMATED COST

\$40,000; grants available from Indiana Department of Health

STRATEGY 9

Gateway Implementation on 16th St

ACTION STEPS

- Hire a company to design a gateway that defines the Town of Speedway and helps welcome visitors through a well-designed east entrance to the town.
- Coordinate with Indianapolis DPW and DMD to discuss corridor planning for 16th Street from Speedway east to the 16 Tech district off of Indiana Avenue.
- Secure private, local, federal, and state funding for the implementation of the gateway.

PARTIES TO INVOLVE

- City of Indianapolis
- IMS
- Speedway Chamber of Commerce
- Speedway Downtown Association
- Town of Speedway
 - Town Manager
 - Parks Manager

RELATED GOAL CATEGORIES

- Transportation
- Placemaking

TIMEFRAME

Long-term

ESTIMATED COST

\$100,000

STRATEGY 10

West Crawfordsville Road Commercial District

ACTION STEPS

- Prepare a concept plan for redevelopment of the commercial areas along this corridor that promotes the placement of uses closer to Crawfordsville Road.
- Convene a meeting of pertinent property owners to discuss long-term plans for the piecemeal redevelopment of the area.
- Coordinate with DPW on pedestrian crossings and traffic calming on pertinent sections of Crawfordsville Road to enhance pedestrian safety.
- Connect future development/redevelopment to the local pedestrian system to ensure the area is safely assessable by pedestrians.
- Develop a form-based code for the district that ensures new buildings are of appropriate size, bulk, and placement.

PARTIES TO INVOLVE

- Indianapolis DPW
- Property Owners
- Town of Speedway
 - Town Manager
 - Town Council

RELATED GOAL CATEGORIES

- Economic Development
- Transportation
- Placemaking

TIMEFRAME

Long-term

ESTIMATED COST

\$150,000 for study

CARMEL CITY CENTER, CARMEL, INDIANA³⁶

Carmel City Center is a dining and shopping destination that offers a variety of stores, including boutiques, small shops, and restaurants. The Carmel City Center is located near other important locations in Carmel, including the Center of the Performing Arts, the Carmel Farmers' Market, and the Monon Trail. The Carmel City Center provides on-street parking and parking garages for easy access to the amenities. The Town of Speedway can use this as a case study for future commercial districts. Both the West and East sides of the town would benefit from a commercial district, and enhancing this type of commercial development could help the town connect Speedway Main Street with new commercial districts/corridors.

³⁶ Carmel City Center | Visit Hamilton County Indiana

STRATEGY 11

Expand the Main Street commercial district to Allison Way along the B&O Trail, encouraging mixed uses (commercial, recreational/open space, and residential) to create an inviting atmosphere.

ACTION STEPS

- Convene a meeting of pertinent property owners to discuss the potential vision for the area and current development initiatives that are planned or underway.
- Based on feedback from property owners, retain a design consultant to come up with visions for the development of the district.
- Explore creating an Economic Improvement District to fund supplemental public services for the Main Street area, including public art, additional security, and cleanup for public events, etc.

PARTIES TO INVOLVE

- IMS
- Chamber of Commerce
- Downtown Association
- Town of Speedway
 - Speedway Economic Development
 - Speedway Redevelopment Commission
 - Town Manager
 - Parks Manager

RELATED GOAL CATEGORIES

- Economic Development
- Parks and Recreation
- Placemaking

TIMEFRAME

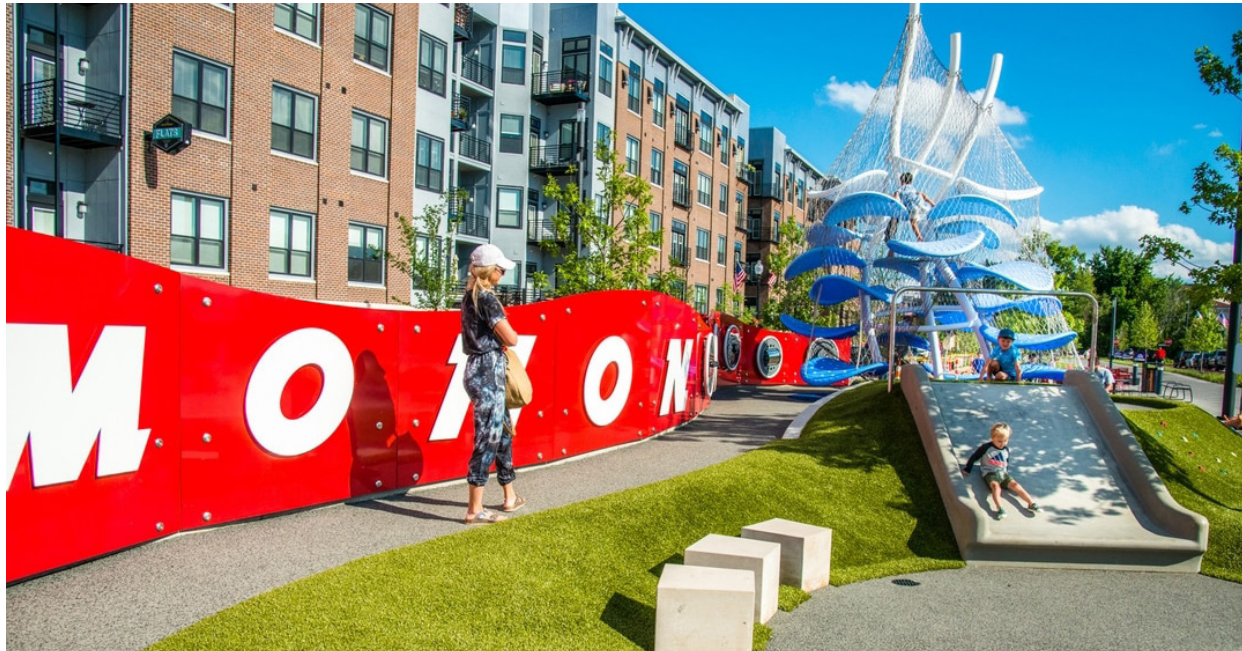
Medium-term

ESTIMATED COST

\$50,000 (for consultant)

MONON BOULEVARD & MIDTOWN PLAZA

The Monon Greenway was designed as an urban trail corridor that links the city's arts and cultural destinations, enhances the community's connectivity and walkability, provides economic development opportunities and provides recreational amenities. Monon Boulevard includes green spaces, lounge areas, game courts, shade structures, and food kiosks and cafes. Also, Midtown Plaza offers performances, movies, festivals, and other public events. This is something that the Town of Speedway can look into as a case study for the B&O Trail section between Main Street and Allison Way. The advantage of this section is the location, as the B&O Trail runs through Speedway's Main Street commercial district.



Monon Boulevard and Midtown Plaza, Carmel, Indiana.
Source: <https://www.reasite.com/projects/monon-blvd-midtown-plaza>

STRATEGY 12

B&O Trail housing and park redevelopment (B&O Trail and 16th Street)

ACTION STEPS

- Identify sites and develop concepts for linear park on the western portion of the district in areas that would otherwise be unusable for housing.
- Convene a meeting of pertinent property owners to discuss plans and identify current initiatives for additional housing development.

PARTIES TO INVOLVE

- Current and surrounding property owners
- Town of Speedway
 - Speedway Economic Development
 - Speedway Redevelopment Commission
 - Town Manager
 - Parks Manager

RELATED GOAL CATEGORIES

- Parks and Recreation
- Economic Development
- Housing

TIMEFRAME

Medium-term

ESTIMATED COST

Administrative only

STRATEGY 13

Moller / W 26th Street. – Area Development

ACTION STEPS

- Identify feasible property assemblages in the district for a reasonably-scaled townhome or condominium development.
- Convene a meeting of potential developers to gauge interest in the sites and discuss needed public contributions to facilitate the site's redevelopment.

PARTIES TO INVOLVE

- Current and surrounding property owners
- Town of Speedway
 - Speedway Economic Development
 - Town Manager
 - Town Engineer
 - Other departments as necessary

RELATED GOAL CATEGORIES

- Housing
- Economic Development

TIMEFRAME

Medium-term

ESTIMATED COST

Administrative Only

STRATEGY 14

East Crawfordsville Road Commercial District (Crawfordsville/Lynhurst)

ACTION STEPS

- Retain a consultant to develop an intersection redevelopment plan that prioritizes pedestrian movements and commercial redevelopment on the northeast, southeast, and southwest corners of the intersection.
- Coordinate with DPW on calming traffic measures on Crawfordsville Road in the vicinity of the intersection.
- Meet with pertinent property owners to discuss possible improvements.

PARTIES TO INVOLVE

- Indianapolis DPW
- Town of Speedway
 - Speedway Communications Director
 - Public Safety Departments
 - Town Manager
 - Town Engineer
 - Other departments as necessary

RELATED GOAL CATEGORIES

- Housing
- Economic Development
- Transportation

TIMEFRAME

Long-term

ESTIMATED COST

\$50,000 (for consultant)

UPDATING THE PLAN

The following measures should be taken to ensure that the recommended strategies and action steps continue to move the community toward its vision and that the plan accurately reflects its collective vision and values over time.

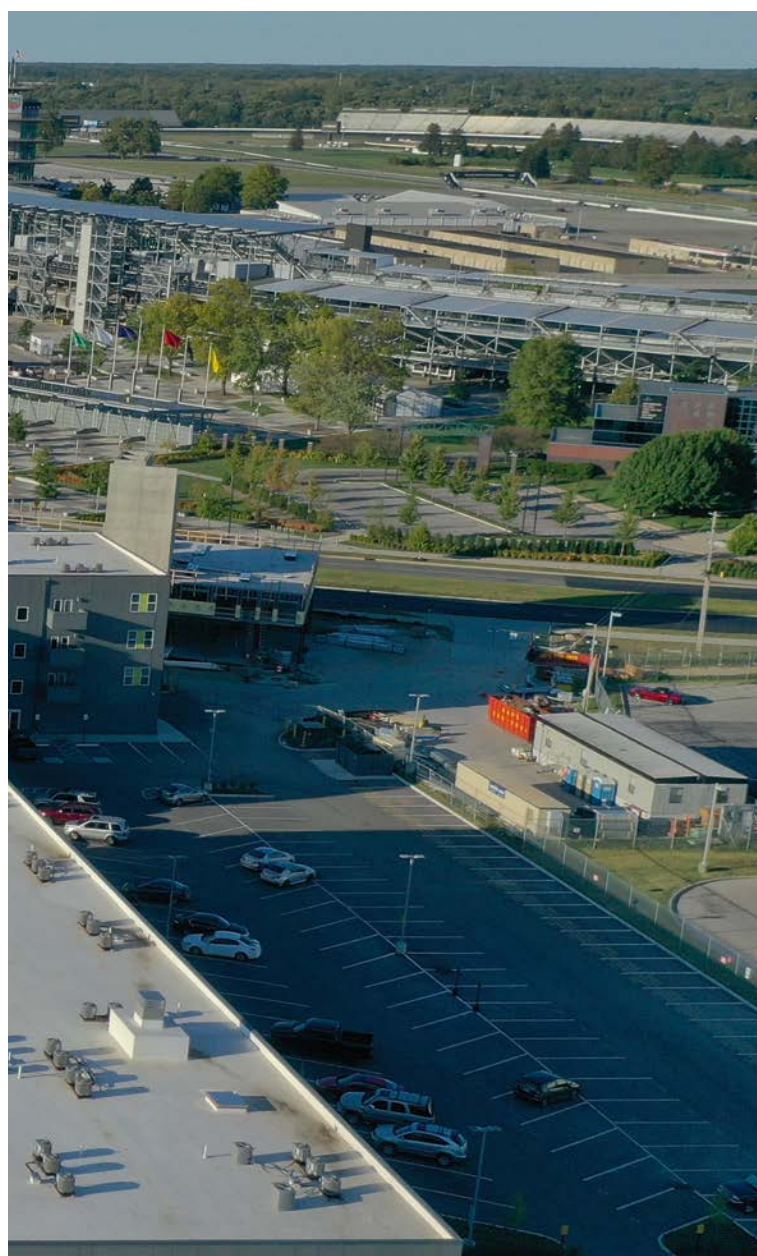
- Prepare an annual report highlighting how the plan was used and the effectiveness of the contents. Pay particular attention to the implications of how one part of the plan affects or otherwise relates to another.
- Establish a five-year review and update process to regularly examine and revise the plan's contents. Items of particular importance to examine are:
 - Updates to sociodemographic information.
 - Relevancy of identified policy objectives.
 - Advancement in best practice in land use, transportation, or zoning.
 - Changes to the local regulatory environment.
- Convene a community engagement process with inter-local cooperation to complete the first two measures.



APPENDIX A

EXISTING CONDITIONS REPORT





EXECUTIVE SUMMARY

The Town of Speedway is located in Marion County and is the home of the Indianapolis Motor Speedway.

This town hosts the Indianapolis 500 Mile Race annually, an event that brings visitors from all over the country to Speedway. The current population of Speedway has increased since 2010 and is expected to continue growing throughout the next ten years.

Indianapolis surrounds Speedway: due to this, the town does not have a planning area for it to expand. Any new development in Speedway can be done within the existing town boundary. Despite this, the town's total amount of households in 2021 increased since 2010 and is expected to continue growing.

There is a significant amount of commuting in and out of the community, perhaps due to the presence of major employers on both sides of the Town's corporate boundary. There is a near-complete turnover of the daytime working population, with the vast majority of the workforce working elsewhere, and the vast majority of employees living elsewhere.

The town of Speedway appears to be a regional destination for automobile dealers and automobile parts and accessories stores, as well as food services and drinking places (including restaurants, bars, cafeterias, snacks, and non-alcoholic bars). It is important to note that the Town of Speedway is the home of the Indianapolis Motor Speedway, which could influence the retail gap analysis. Speedway has tourists that visit the Indianapolis Motor Speedway all year long, especially during the Indianapolis 500 Race.

Residents largely travel elsewhere in the county or nearby townships for food and beverage stores (including grocery stores, convenience stores, supermarkets, etc.), health and personal care stores, and clothing accessories stores. These categories could be potential target markets for the Town of Speedway.

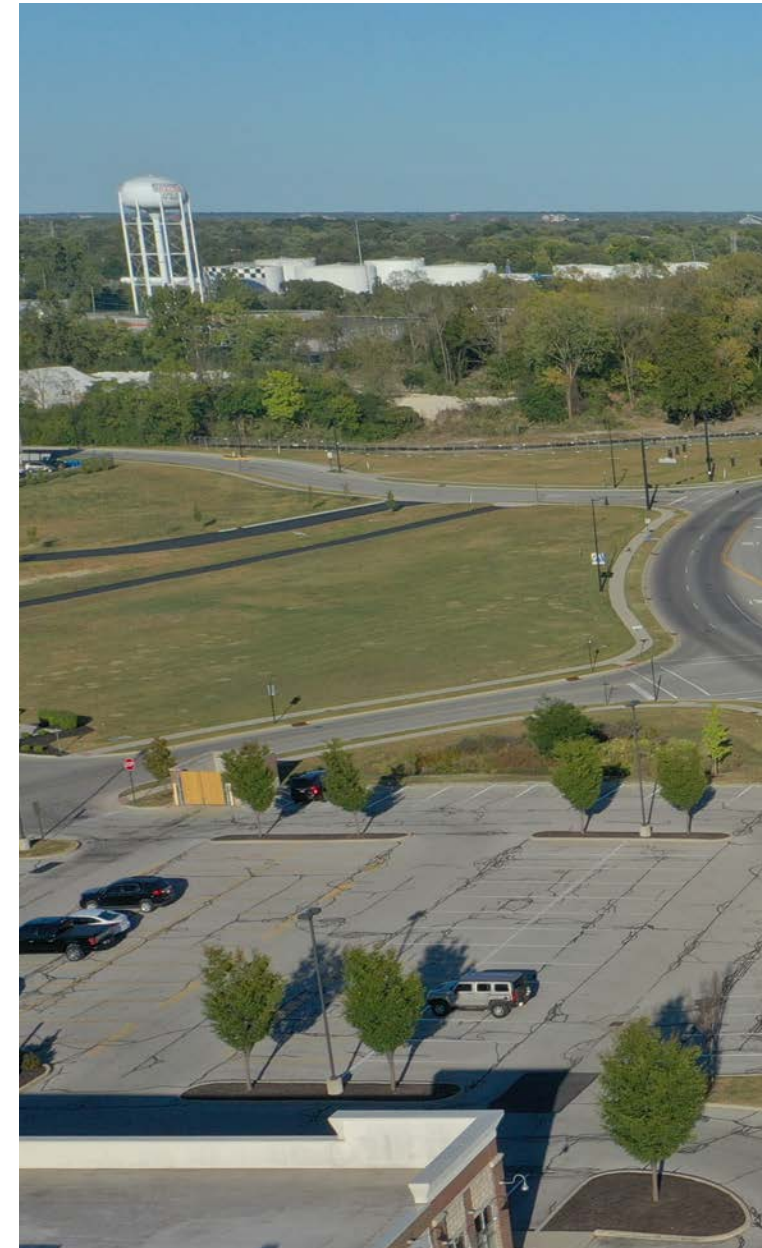
INTRODUCTION

As part of the update process for the Town of Speedway's Comprehensive Plan, this Existing Conditions Report was written to identify significant trends for the community's future development.

Comprehensive plans generally cover a wide range of topics; those selected for inclusion in this report are not all of the potential issues that could affect the town's future, but they represent the ones identified as the most relevant. The main sources for the topic areas are general professional planning practice, best practices in Indiana comprehensive planning, and the identification of local concerns.

The term "local concerns" means the issues brought to the attention of the process through the plan's community outreach program. This topic is primarily addressed in a separate report. Still, it includes public meetings, stakeholder focus groups, a community survey, and input from a Review Team assembled by the town to oversee the planning process. The connection between these outreach initiatives and the description of existing conditions will be identified where pertinent.

The report divides the "environment" of the Town of Speedway into five main categories: encompassing regionalism, sociodemographic matters, the built environment, natural features, and governance and regulations.





THE REGIONAL ENVIRONMENT

Cities and towns do not exist in isolation but as parts of larger regional systems interconnected into state, sub-national, national, and even global units. People, information, and goods flow from smaller units to larger ones and vice-versa. The following is an examination of the larger regional connections in which the Town of Speedway is located.

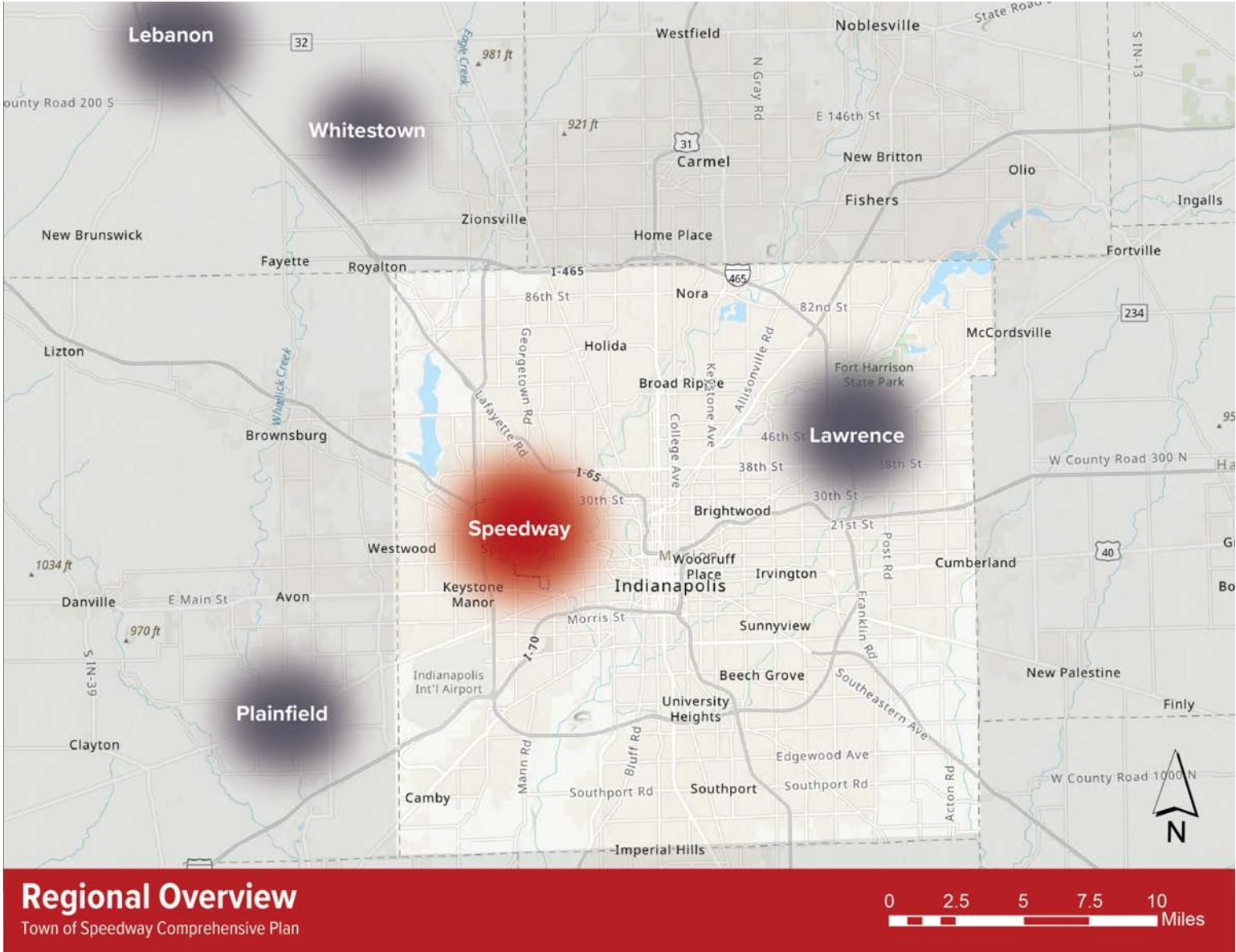
Speedway is a town in Wayne Township, Marion County, Indiana. Downtown Indianapolis is located only 15 minutes away from Speedway, and other towns and cities like the Town of Plainfield and Greenwood are less than one hour away. Other major cities and towns around Speedway include Lawrence, Plainfield, Whitestown, and Lebanon, which are located less than two hours away.

Speedway is an enclave of Indianapolis, Indiana, meaning Speedway is completely surrounded by Indianapolis with no place to expand. It exists as a stand-alone town that is also part of Indianapolis. I-465 is nearby and is the primary access to the town. Crawfordsville Road is another main access to Speedway; this road easily connects Speedway to Downtown Indianapolis and has a moderate volume of traffic. Speedway is the home of Indianapolis Motor Speedway, where the Indianapolis 500-Mile-Race takes place every year.

COMPARISON COMMUNITIES

Speedway's existing conditions were compared to several similar-sized regional communities. The comparison communities included Plainfield, Lebanon, Whitestown, and Lawrence, which all share similar characteristics. By comparing Speedway to these communities, it was simpler to separate statewide and national trends that occurred from Speedway's actions to trends outside of the town's control. Data was also gathered at the state and county level to compare Speedway's demographics with larger regional and national trends.

Location of Speedway and its Relation to Compared Cities



Source: USGS, ESRI

THE SOCIAL ENVIRONMENT

While comprehensive plans typically focus on local policy and regulatory actions, ultimately, these actions will aid residents, employees, and visitors. To benefit the social environment, the planning process will consider the characteristics of the population and employment base, as well as understand economic patterns and local institutions.

Data used in this analysis was pulled primarily from the US Census Bureau via the following sources:

2020 American Community Survey, 2010 US Census

In addition to the decennial census (2010), the US Census Bureau continually conducts dozens of other censuses and surveys, including the American Community Survey. The American Community Survey is an ongoing effort that gathers information from a community through a small sample rather than the extensive 10-year survey with which most people are familiar.

ESRI. Business Analyst

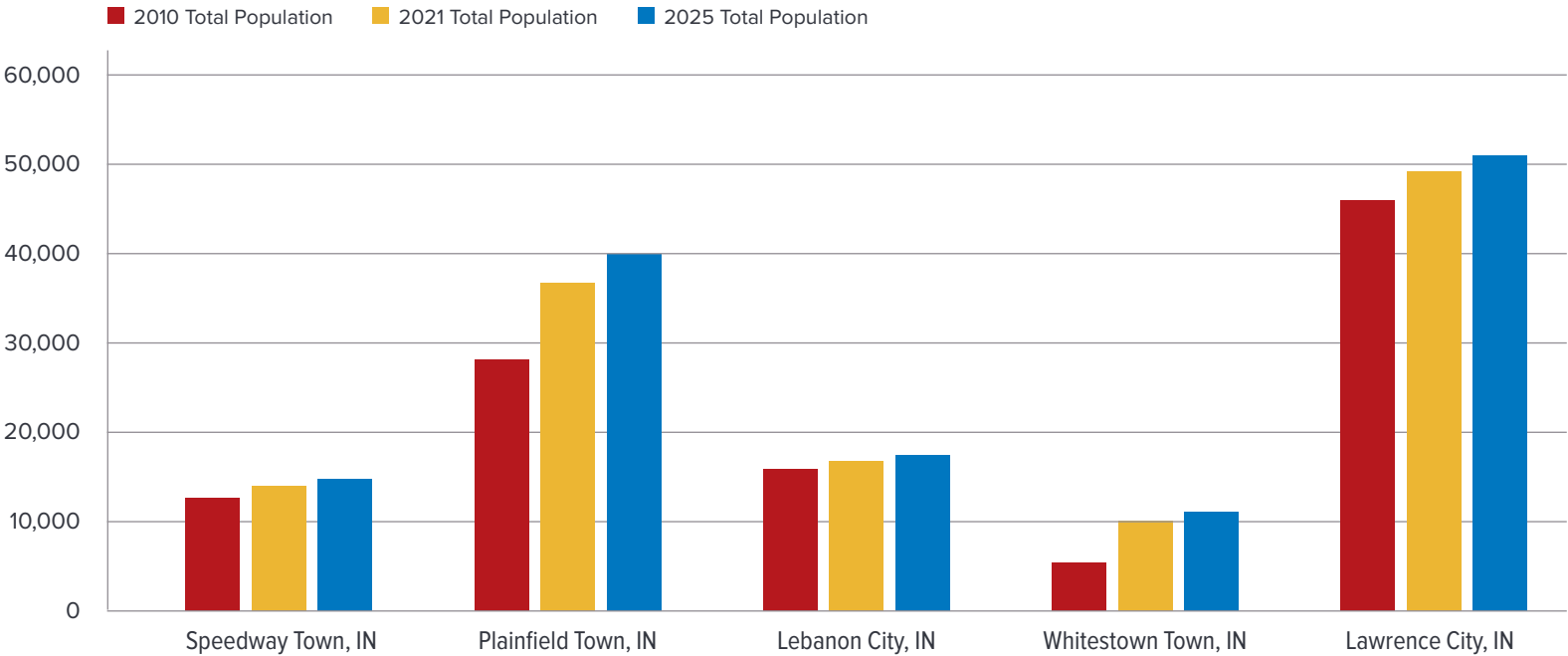
ESRI Business Analyst is a powerful tool for analyzing data within a specific geographic location. That allows data to be observed at a very local level and compared with surrounding groups.

Data was used from the US 2010 Census, 2020 American Community Surveys (ACS), and ESRI-derived projections for 2025.

DEMOGRAPHIC TRENDS
POPULATION

As of 2021, the Town of Speedway had an estimated population of 13,041 residents within the town limits, which is almost half of Plainfield’s total population (36,444 residents). Speedway’s population increased 9.8 percent from the 11,874 residents recorded in the 2010 census. This growth rate is expected to continue, with the local population reaching 13,517 residents by 2025.

Total Population from 2010 to 2025

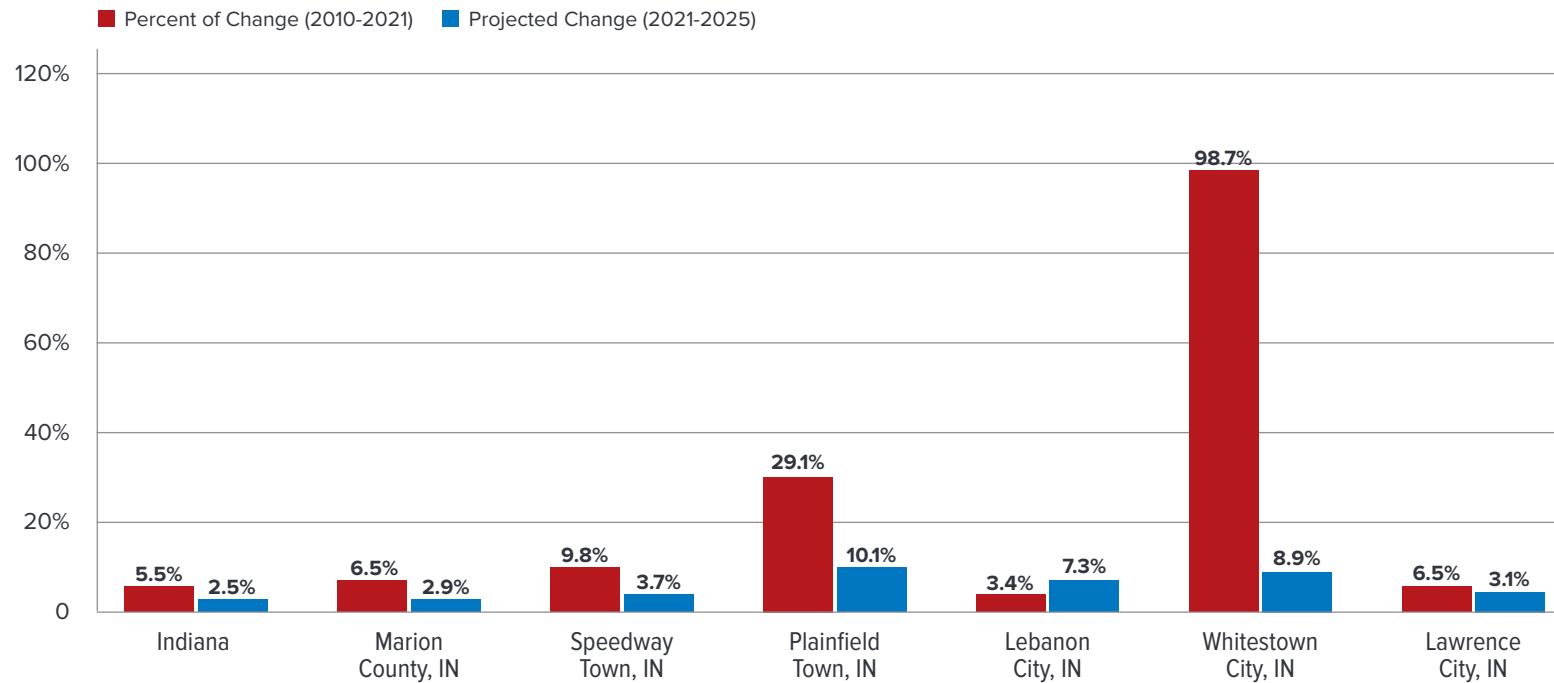


Source: ESRI Business Analyst

HISTORICAL CHANGE AND PROJECTED GROWTH

The population growth of Marion County (6.5 percent) remained positive over the last decade and was expected to remain steady (2.87 percent) until at least 2025. Much of this growth could be attributed to increased economic growth and vitality around Speedway, as other communities in the nearby region (Plainfield 10.09 percent, Lebanon 7.28 percent, Whitestown 8.98 percent, and Lawrence 3.07 percent) were expected to increase at a faster rate.

Total Population Change Percentages from 2010-2021 and Projected Population Change from 2020-2025

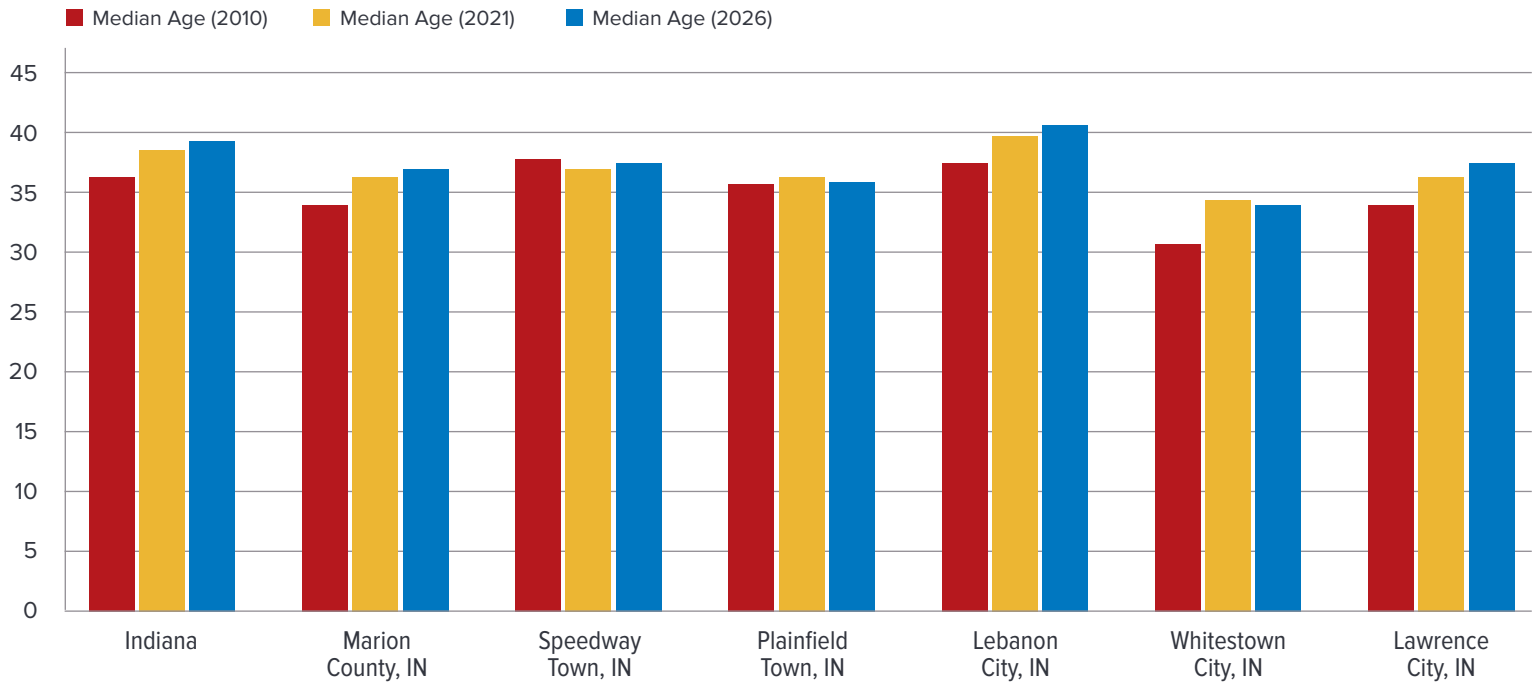


Source: ESRI Business Analyst

MEDIAN AGE

As with other communities across the state, Speedway’s population is aging. The median age of Speedway residents was 37 years old, older than the surrounding Marion County, which was 36.1 years old. Plainfield’s median age was 36.7 years, Whitestown 34.5 years, Lawrence 36.6 years, and Lebanon 39.8 years old. The median age for the town was projected to increase slightly to 37.2 years old in 2025.

Median Age from 2010-2026

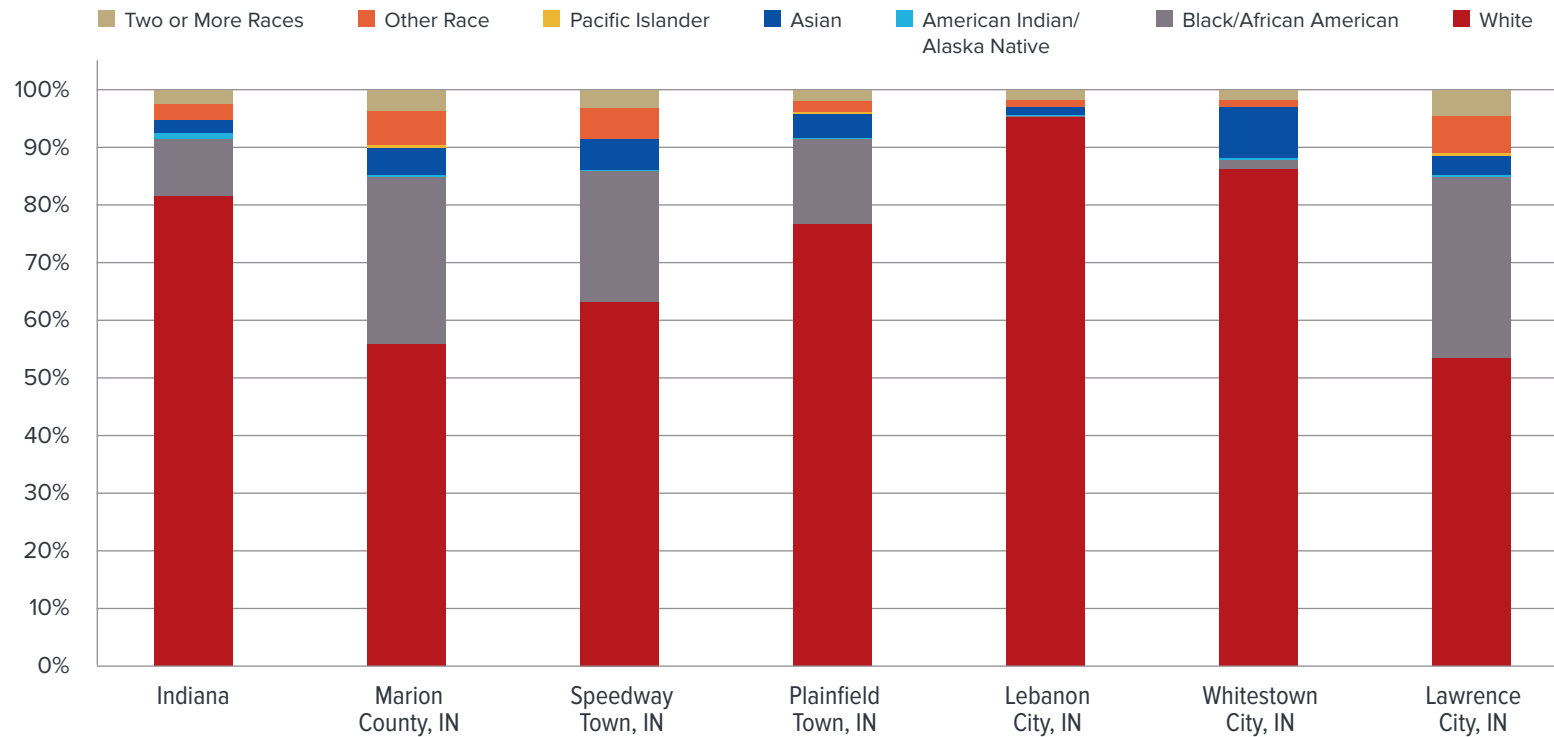


Source: ESRI Business Analyst

RACE AND ETHNICITY

Between 2010 and 2021, Speedway's race and ethnic makeup remained homogeneous. In 2021, 63.4 percent of Speedway residents identified as white. Speedway's second largest population was identified as African American (22.8 percent), followed by Asian (4.6 percent).

Speedway's 2021 Race and Ethnicity

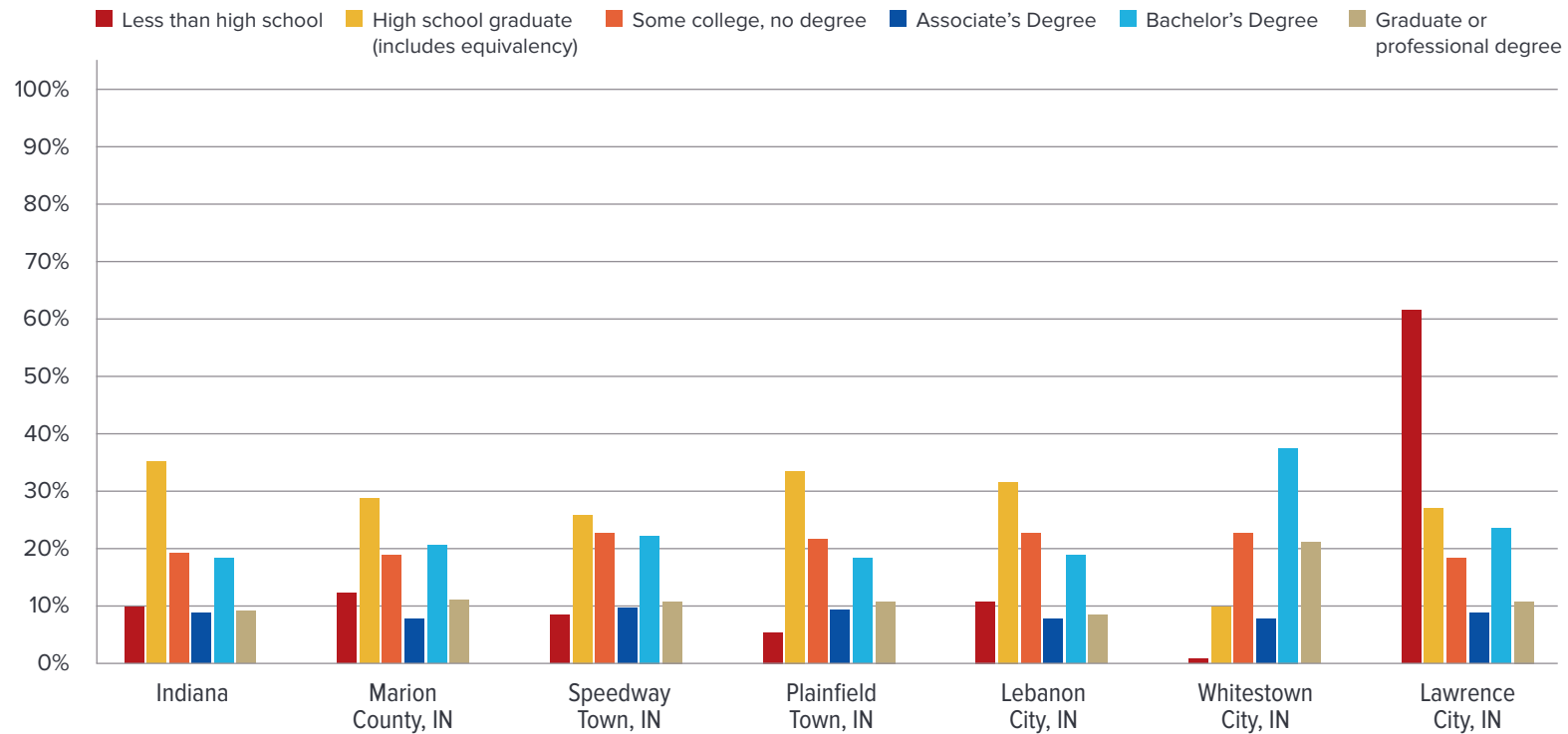


Source: ESRI Business Analyst

EDUCATION

Speedway had a high achievement rate among residents obtaining a high school degree or equivalent (26.01 percent). Another 22.8 percent attended some college but did not obtain a degree, 23.4 percent obtained a bachelor's degree, and 10.5 percent earned a graduate or professional degree. However, compared to other communities, Speedway had a higher amount of people who's highest level of education was an associate's degree.

Percentages of Speedway 'Residents' Education by Degree Category

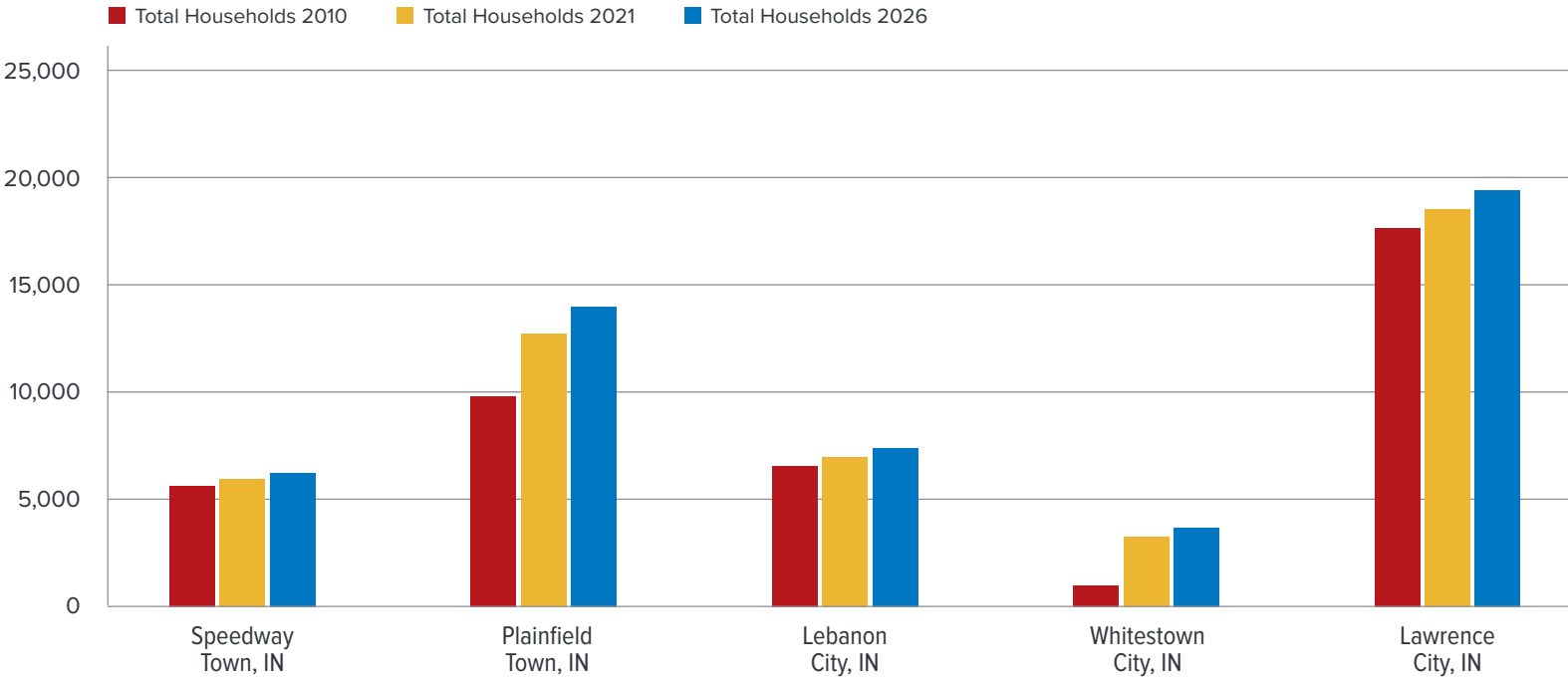


Source: ESRI Business Analyst

HOUSEHOLDS

Despite the relatively stable number of residents in the Town of Speedway, the total number of households in 2021 (5,993) increased by 7.98 percent since 2010. Households were expected to continue to increase, with the community reaching 6,204 households moving into 2026. The average household size increased since 2010 (1.41 percent) and is likely to continue increasing into 2026 by 0.46 percent.

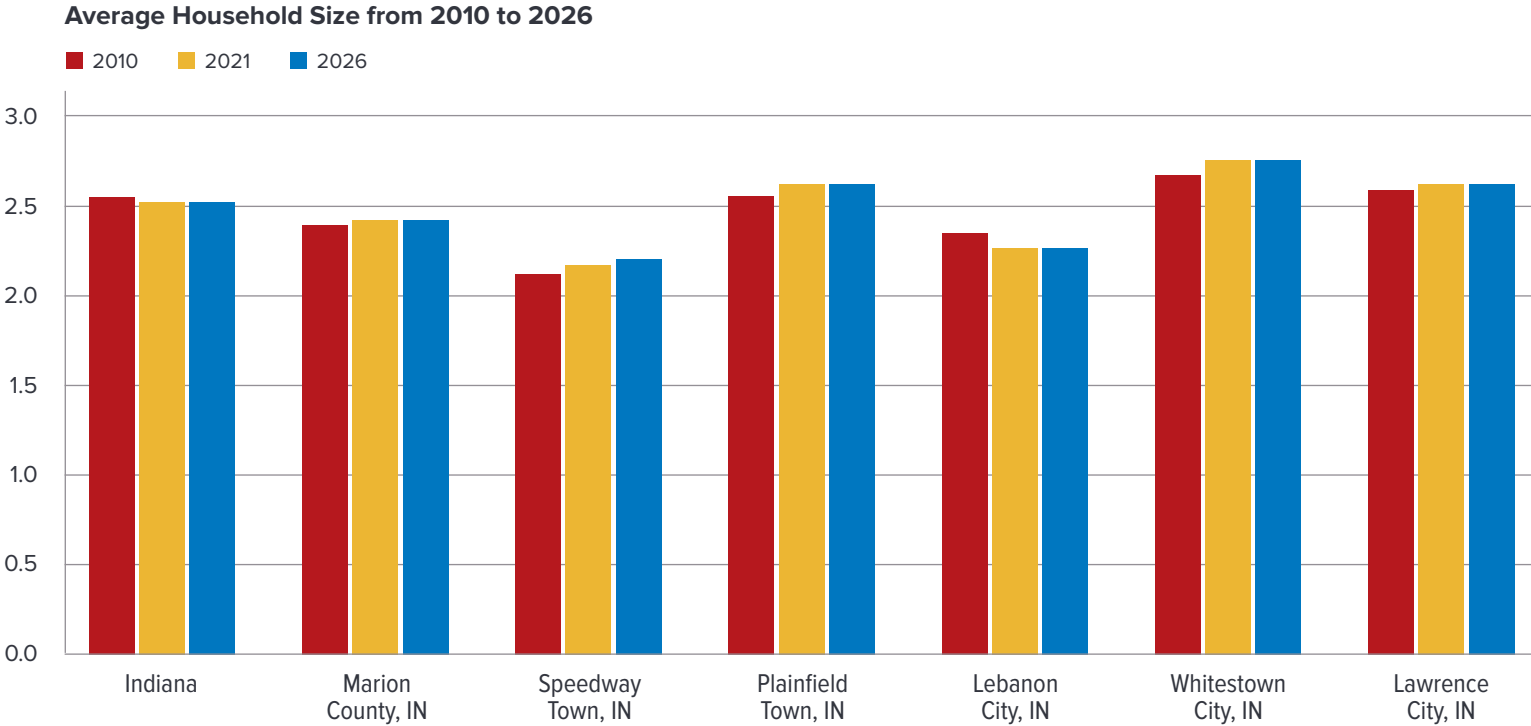
Total Households from 2010 to 2025



Source: ESRI Business Analyst

AVERAGE HOUSEHOLD SIZE

Speedway's household size slightly increased in 2010, 2021, and 2026. From 2010 the household size increased to 2.18 persons. The household size and household numbers increased with the increase in population. By 2026 the household size is expected to increase slightly.

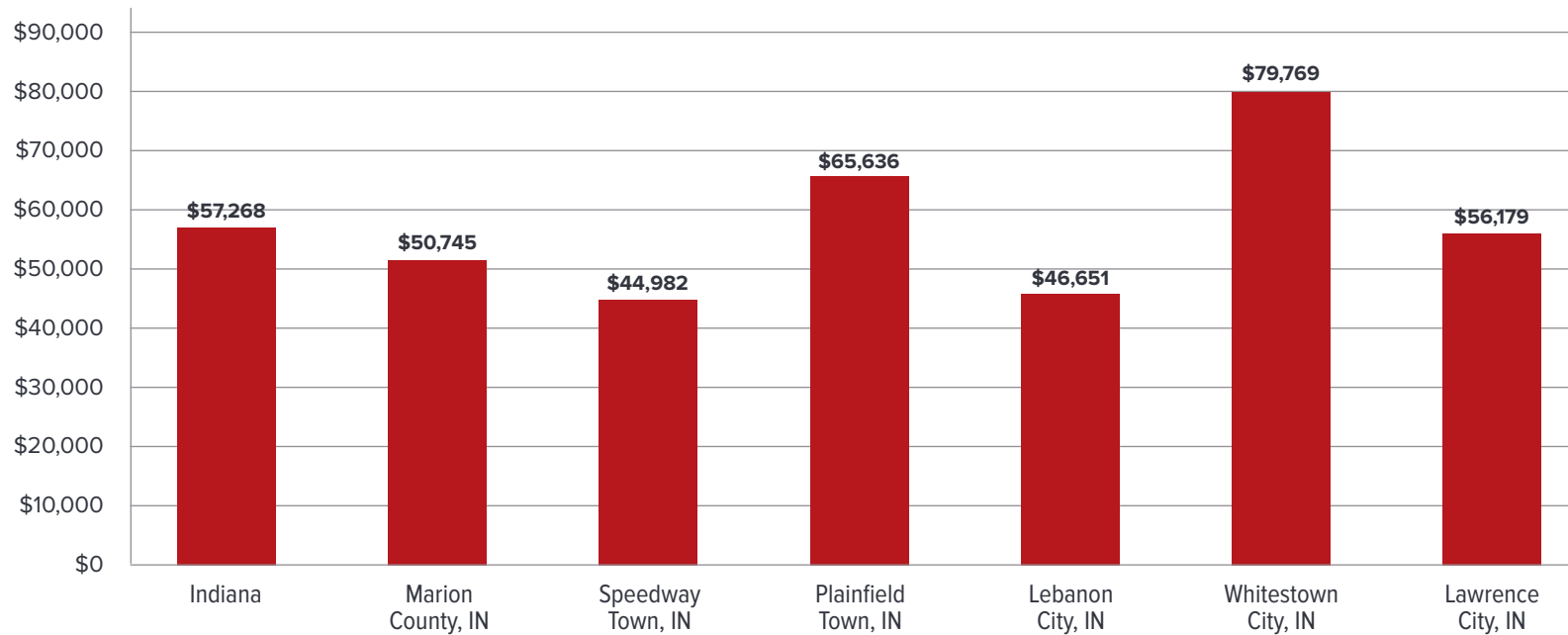


Source: ESRI Business Analyst

MEDIAN HOUSEHOLD INCOME

In 2021, the median household income in Speedway was \$44,982, which was lower than all the compared communities; Marion County (\$50,745), Plainfield (\$65,636), Lebanon (\$46,651), Whitestown (\$79,769), and Lawrence (\$56,179), and the State of Indiana (\$57,268). The median household income in Speedway was projected to reach \$48,907 in 2026. Speedway had a lower per household income than adjacent communities.

2021 Median Household Income

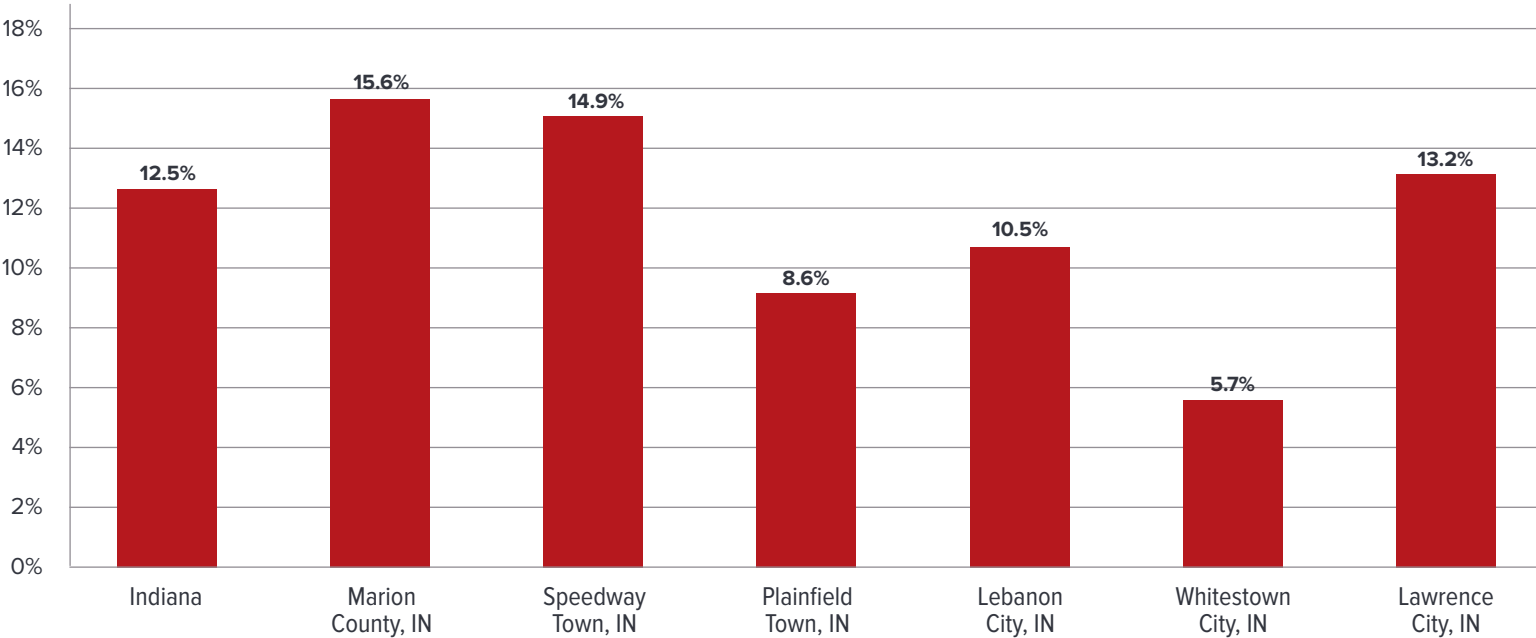


Source: ESRI Business Analyst

POVERTY RATE

In 2021, the poverty rate in Speedway was 14.85 percent, which was similar to Marion County (15.65 percent). The poverty rate for the comparable communities was lower in Lawrence (13.18 percent), Lebanon (10.48 percent), Plainfield (8.63 percent), and Whitestown (5.65 percent).

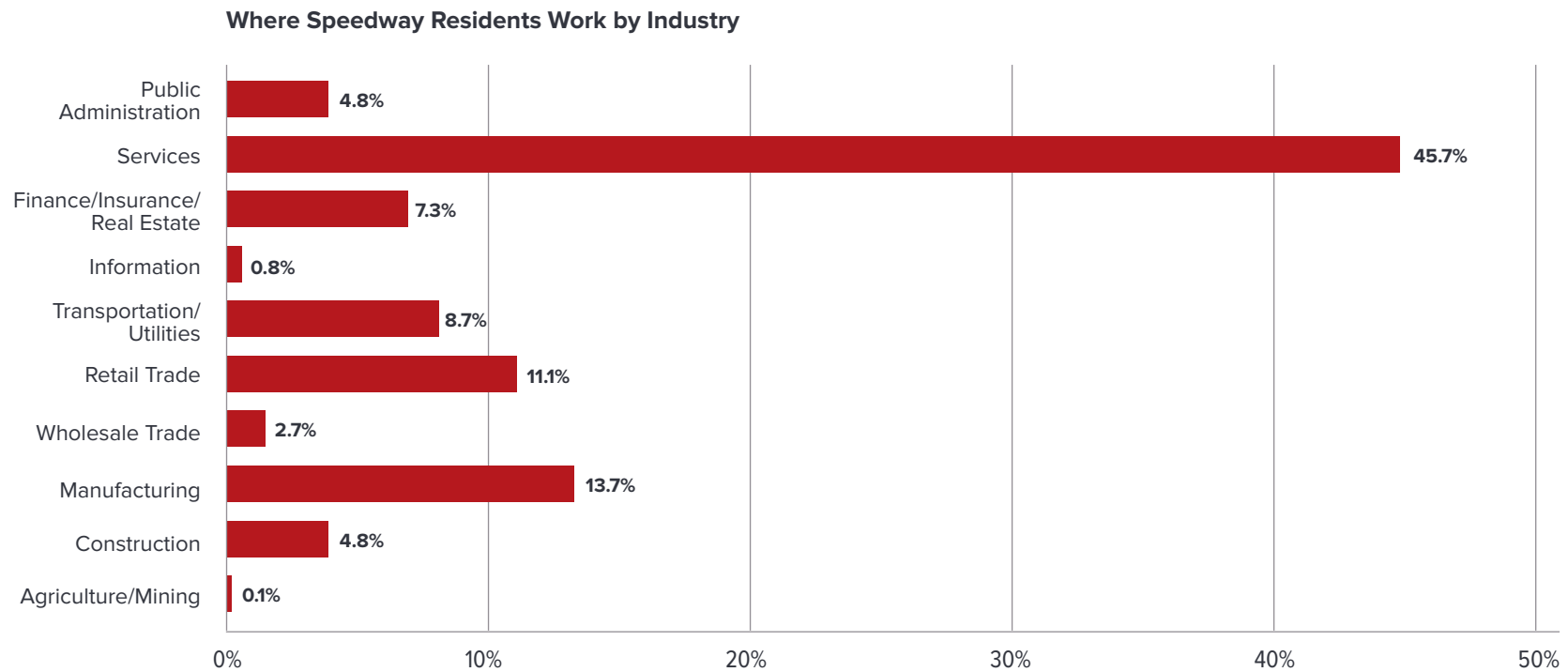
Describes the Poverty Rate for Speedway



Source: ESRI Business Analyst

EMPLOYMENT INDUSTRY

Employment was measured by comparing the percentage of employed persons aged 16 or more by industry type. Speedway's largest industries were services (45.74 percent) and manufacturing (13.74 percent). The services industry included professional, scientific, technology, administration, support, waste management, educational services, health care, and social-assistance employees.

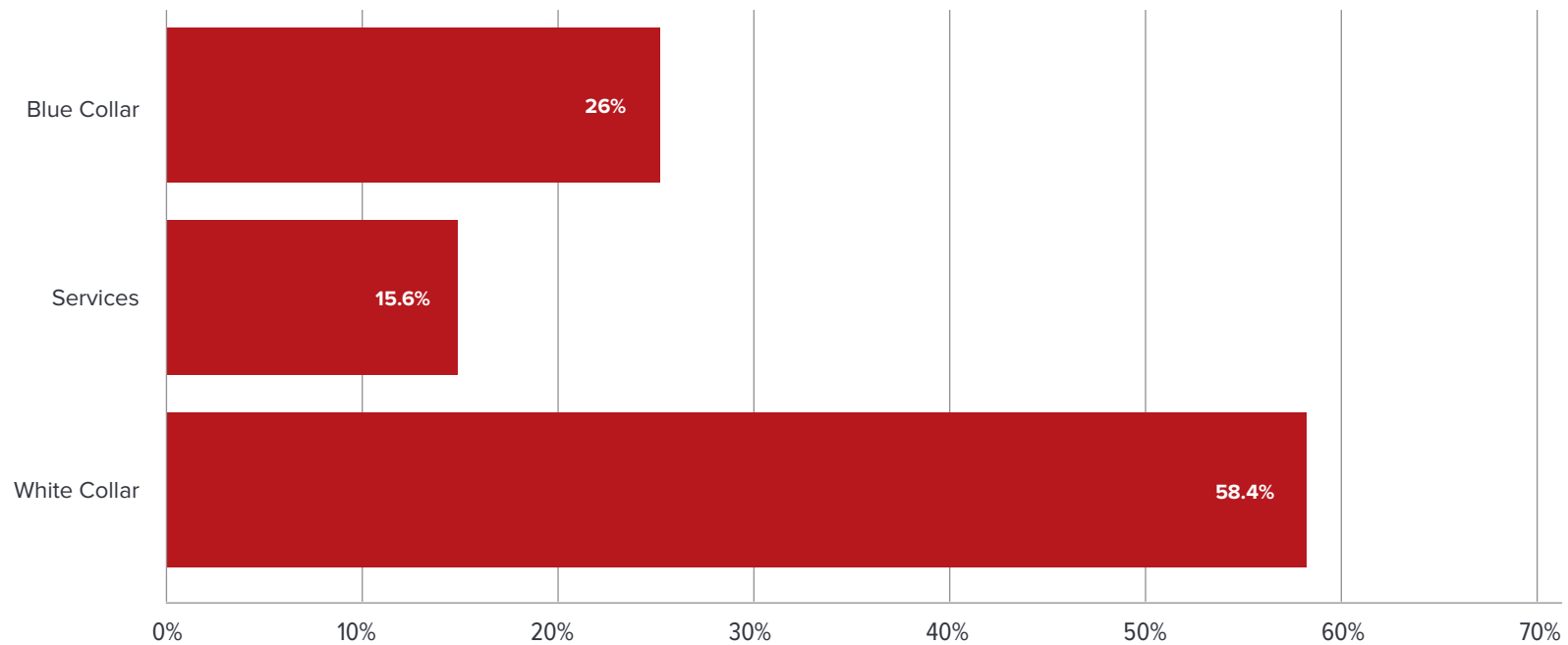


Source: ESRI Business Analyst

WORKFORCE

The workforce measured the percentage of the employed population ages 16 or older by occupation. Occupations were categorized by white-collar, blue-collar, and services. Speedway's blue-collar workers made up 25.99 percent of the workforce in 2021. Blue-collar occupations included farming/forestry/fishing, construction/extraction, installation/maintenance/repair, production, and transportation/material moving. White-collar workers consisted of 58.44 percent of Speedway's population. Occupations included management/business/financial, professional, sales, and administration. Lastly, the service industry was 15.57 percent of the workforce.

Percentage of Speedway Residents Working in Blue-Collar, Service, and White-Collar Jobs

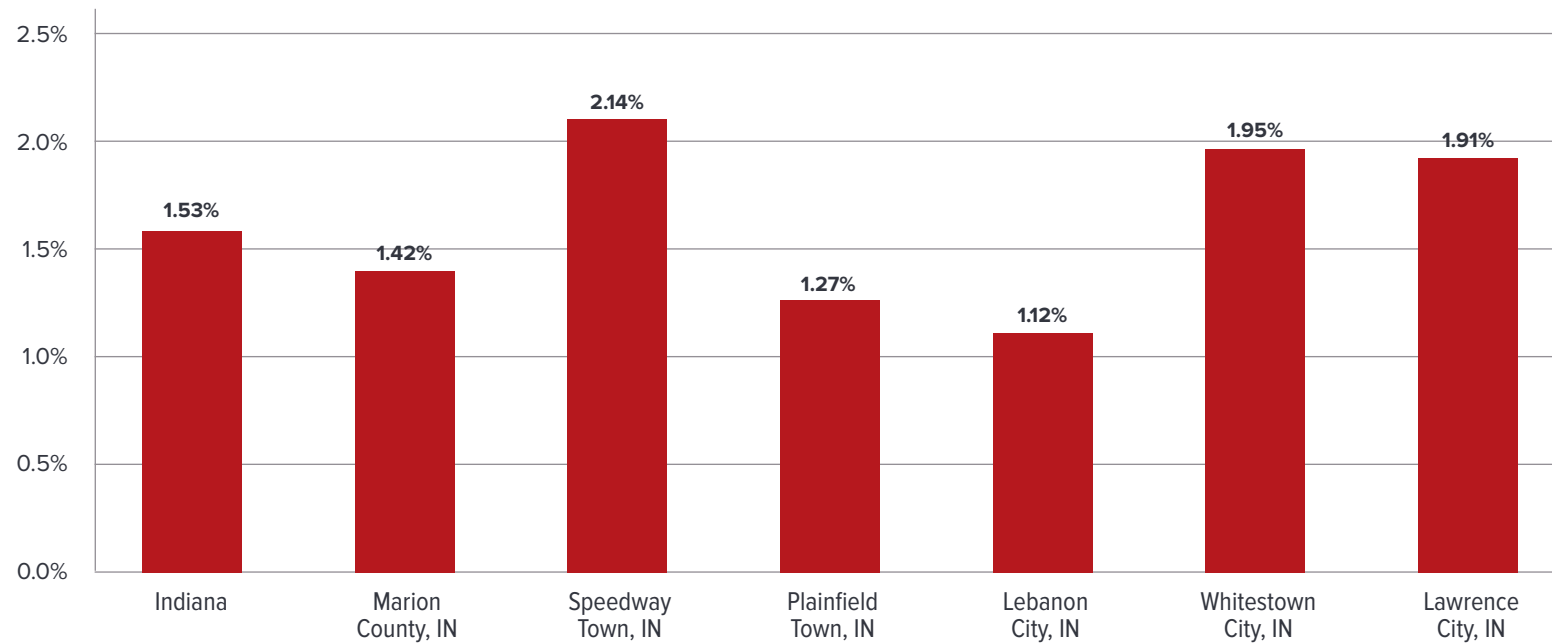


Source: ESRI Business Analyst

UNEMPLOYMENT

Unemployment was reported as 2.14 percent in 2021, which was higher than the State of Indiana (1.53 percent), Marion County (1.42 percent), and all other comparison communities.

Unemployment in Speedway and Comparison Communities

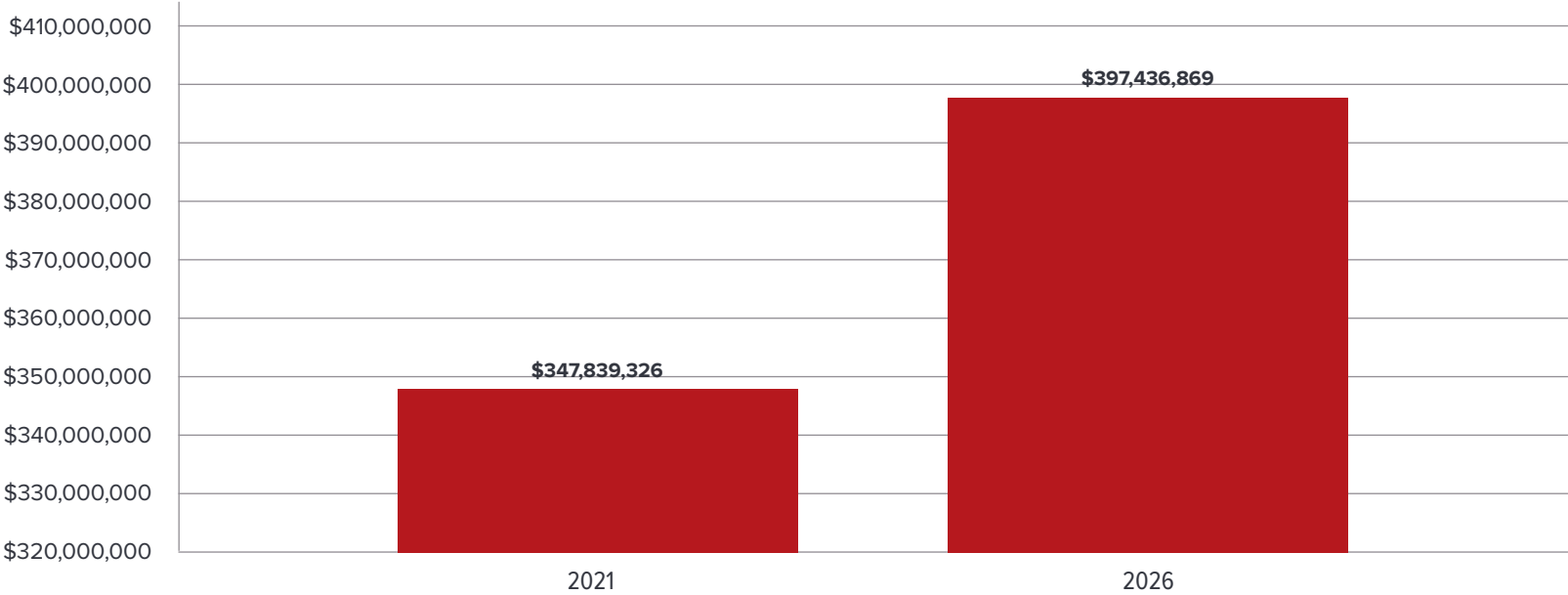


Source: ESRI Business Analyst

PROJECTED GROWTH
AGGREGATE EARNINGS

Aggregate earnings reflect the total income earned by all people, businesses, and governments in a geographical region.¹ Between 2021 and 2026, Speedway's is expected to increase from \$347,839,326 to \$397,436,869.

Aggregate Earnings of Speedway Residents over Time Adjusted for Inflation.



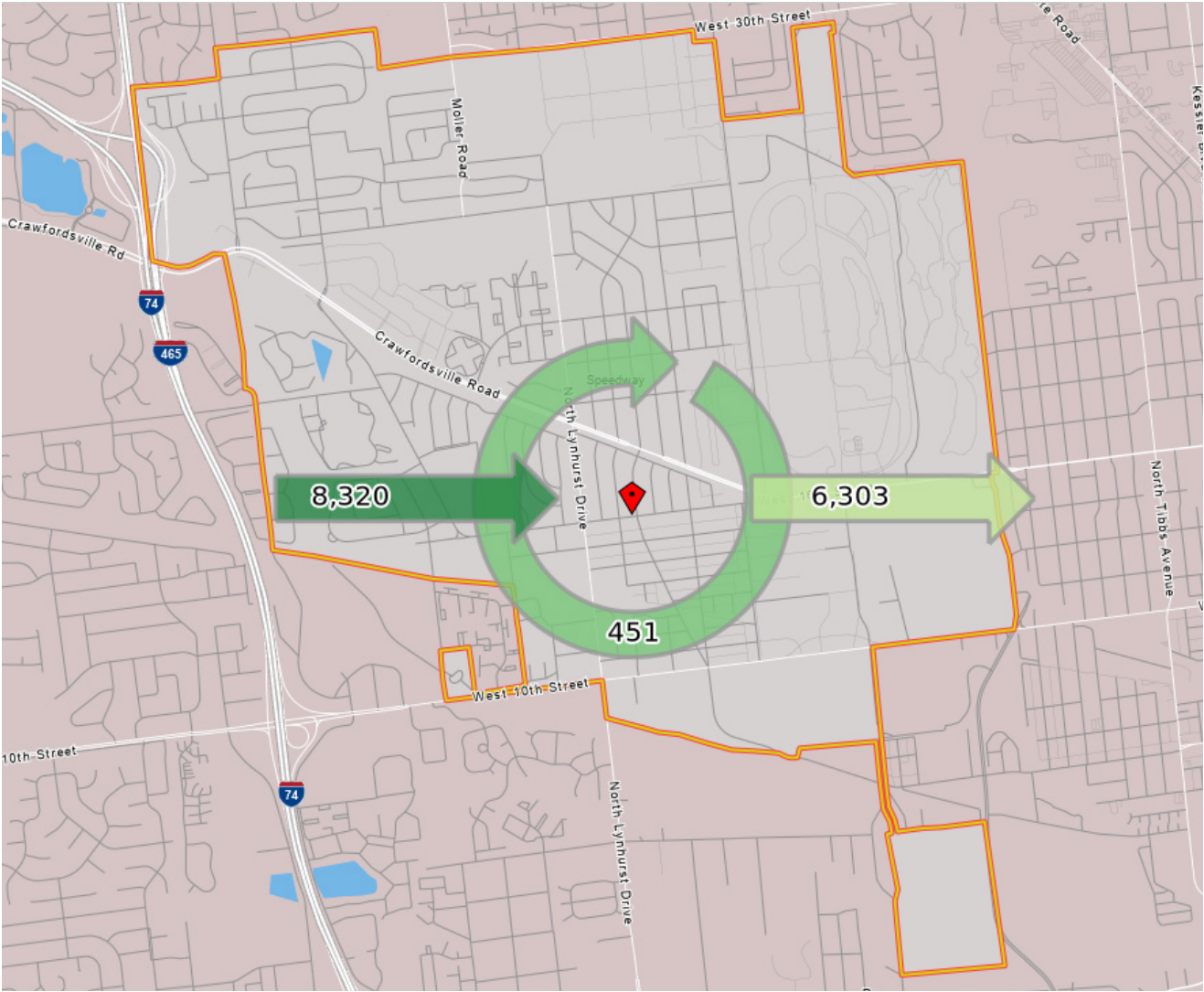
Source: ESRI Business Analyst. 2021 and 2026 ACS 5-Year Estimates.

¹Aggregate Income: Definition & Formula

COMMUTER BEHAVIOR

Speedway had a very mobile workforce, with 93.3 percent of the resident workforce (6,303 residents) leaving the community for their primary source of employment and only 6.6 percent (451 residents) remaining to work within the community. However, Speedway had a demand for labor that local business is pulling approximately 8,320 workers from surrounding cities and counties.

Speedway Commuting Workforce



Source: Census on The Map

MARKET CONDITIONS

RETAIL GAP ANALYSIS

A retail gap analysis shows how much money is spent locally compared to how much money “should” be spent based on the local population’s income. A retail gap analysis helps to:

- Uncover unmet demand and possible opportunities.
- Understand the strengths and weaknesses of the local market area.
- Measure the difference between actual and potential retail sales.

“Leakage” and “surplus” are the two categories used in a retail gap analysis:

- **Leakage:** In a local market means that people living in the trade area are spending money outside of the trade area. A leakage indicates the amount of additional disposable income could be captured in the trade area but is being lost or “leaking” to shopping areas outside.
- **Surplus:** In a local market means more money is being spent at local businesses than the trade area’s population “should be” spending. A surplus can have multiple meanings:
 - Too many businesses exist in the trade area without enough disposable income to support them all.
 - The trade area is attracting spending from additional shoppers beyond the local residents’ spending power.

SPEEDWAYS' TRADE AREAS

An analysis of Speedway's population trends, commuter patterns, daytime population, and public input revealed two distinct trade areas. The two trade areas identified were:

Primary Trade Area (10-Minute Drive)

The primary trade area was defined by a 10-minute drive time from Main Street. The 10-minute drive time captured the Town of Speedway boundary limits and residents and employees that work and are likely to shop at a local business in Speedway multiple times per week.

Extended Trade Area (30-Minute Drive)

The extended trade area was defined as a 30-minute drive from Main Street and captured potential shopper who may frequent Speedway's business once or twice a month. Townships captured in this range include Marion County (Wayne, Pike, Center, and Decatur townships) and Hendricks County (Lincoln, Washington, and Guilford townships).

Comparative Retail Gap Analysis of Speedway and Extended Trade Areas

CATEGORY	PRIMARY TRADE AREA (\$)	EXTENDED TRADE AREA (\$)
Motor Vehicle and Parts Dealers	-169,174,091	435,260,293
Furniture and Home Furnishing Stores	14,038,309	142,841,610
Electronic and Appliance Stores	-7,091,316	-62,781,117
Building Material and Garden Equipment and Supplies Dealers	-3,695,581	9,622,339
Food and Beverage Stores	-22,878,895	348,544,686
Health and Personal Care Stores	1,156,014	77,709,831
Gasoline Stations	13,156,279	127,426,471
Clothing and Clothing Accessories Stores	26,260,944	269,711,440
Sporting Goods, Hobby, Musical Instrument, and Book Stores	12,620,939	104,216,496
General Merchandise Stores	-34,298,030	-42,442,018
Miscellaneous Store Retailers	10,084,787	77,553,989
Food Services and Drinking Places	-67,920,130	229,885,853
TOTAL	-406,465,370	-3,478,046,865

Source: Retail Market Power Opportunity Gap by Retail Store Types 2022; Claritas

PRIMARY TRADE AREA

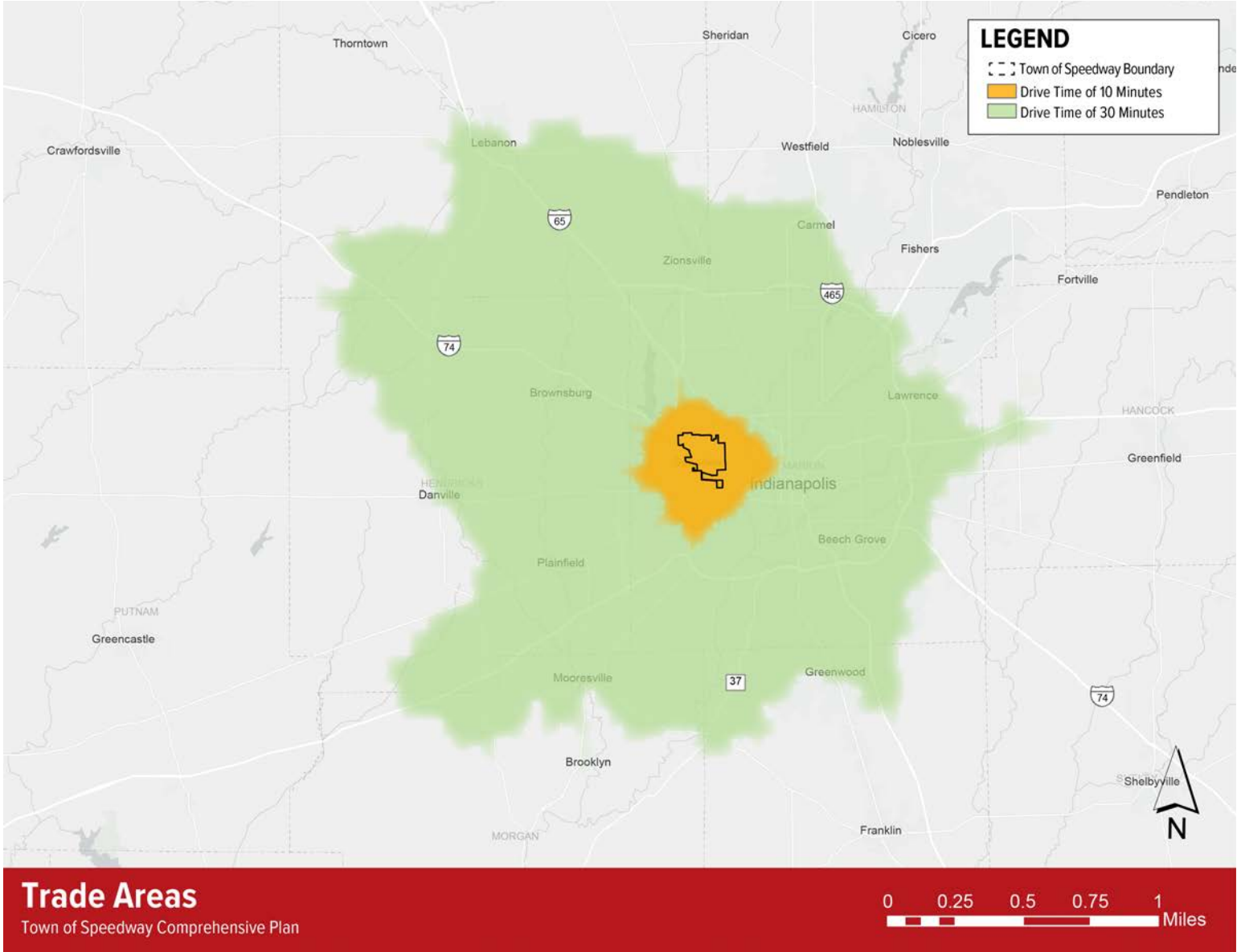
The Retail Gap of Primary Trade Area compared to Extended Trade Area chart shows the reported gap analysis for each major category in the primary and extended trade area with surpluses shown in red and leakages shown in green. Speedway's primary trade area had a total surplus of \$406,465,370 for all retail trade including food and drink. The largest reported surplus within the primary trade area was in Motor and Vehicle and Parts and Dealers at \$169,174,091. A surplus can indicate that too many businesses exist in the trade area without enough disposable income to support them all or that the trade area is attracting spending from additional shoppers beyond the local residents' power. The large surplus in motor vehicles and parts dealers indicates that many people come to Speedway to purchase a car or other auto parts or auto services. The primary trade area also had surpluses in the following categories:

- Electronic and Appliance Stores (\$7,091,316)
- Building Material and Garden Equipment and Supplies Dealers (\$3,695,581)
- Food and Beverage Stores (including grocery stores) (\$22,878,895)
- General Merchandise Stores (including department stores and big box stores such as Walmart and Big Lots) (\$34,298,030)
- Food Services and Drinking Places (Including restaurants, full service and take-out, and bars) (\$67,920,130)

A leakage shows where residents inside the trade area are spending money outside of the trade area. A leakage indicates the opportunity to capture the disposable income spent outside the trade area. Speedway's primary trade area showed leakages in the following categories:

- Furniture and Home Furnishing Stores (\$14,038,309)
- Health and Personal Care Stores (\$1,156,014)
- Gasoline Stations (\$13,156,279)
- Clothing and Clothing Accessories Stores (\$26,260,944)
- Sporting Goods, Hobby, Musical Instrument, and Book Stores (\$12,620,939)
- Miscellaneous Store Retailers (\$10,084,787)

Retail Analysis Primary and Extended Trade Areas



Source: ESRI Business Analyst

EXTENDED TRADE AREA

The extended trade area captured spending occurring within a 30-minute drive time from Main Street. The extended trade area had a total surplus of \$3,478,046,865. In this case, the highest surplus was reported in the Food Services and Drinking Places, with a surplus of \$229,885,853. Electronics and Appliance Stores reported a much higher surplus than the primary trade area at \$62,781,117. The extended trade area also had a surplus in General Merchandise Stores (including big box stores such as Walmart and Big Lots) at \$42,442,018.

On the other hand, the extended area reported more leakages than surpluses. While in Motor Vehicle and Parts Dealer category, the primary trade area reported a surplus of \$169,174,091, the extended area reported leakage of \$435,260,293. Another drastic change from the primary trade area to the extended trade area was reported in the Food and Beverage Stores category, which had a surplus of \$22,878,895 in the primary area and a leakage of \$348,544,686 in the extended area. The following remaining categories also experienced an increase in leakage from the primary trade area to the extended trade area:

- Furniture and Home Furnishing Stores (\$142,841,610)
- Building Material and Garden Equipment and Supplies Dealers (\$9,622,339)
- Health and Personal Care Stores (\$77,709,831)
- Gasoline Stations (\$127,426,471)
- Clothing and Clothing Accessories Stores (\$269,711,440)
- Sporting Goods, Hobby, Musical Instrument, and Book Stores (\$104,216,496)
- Miscellaneous Store Retailers (\$77,553,989)





THE BUILT ENVIRONMENT

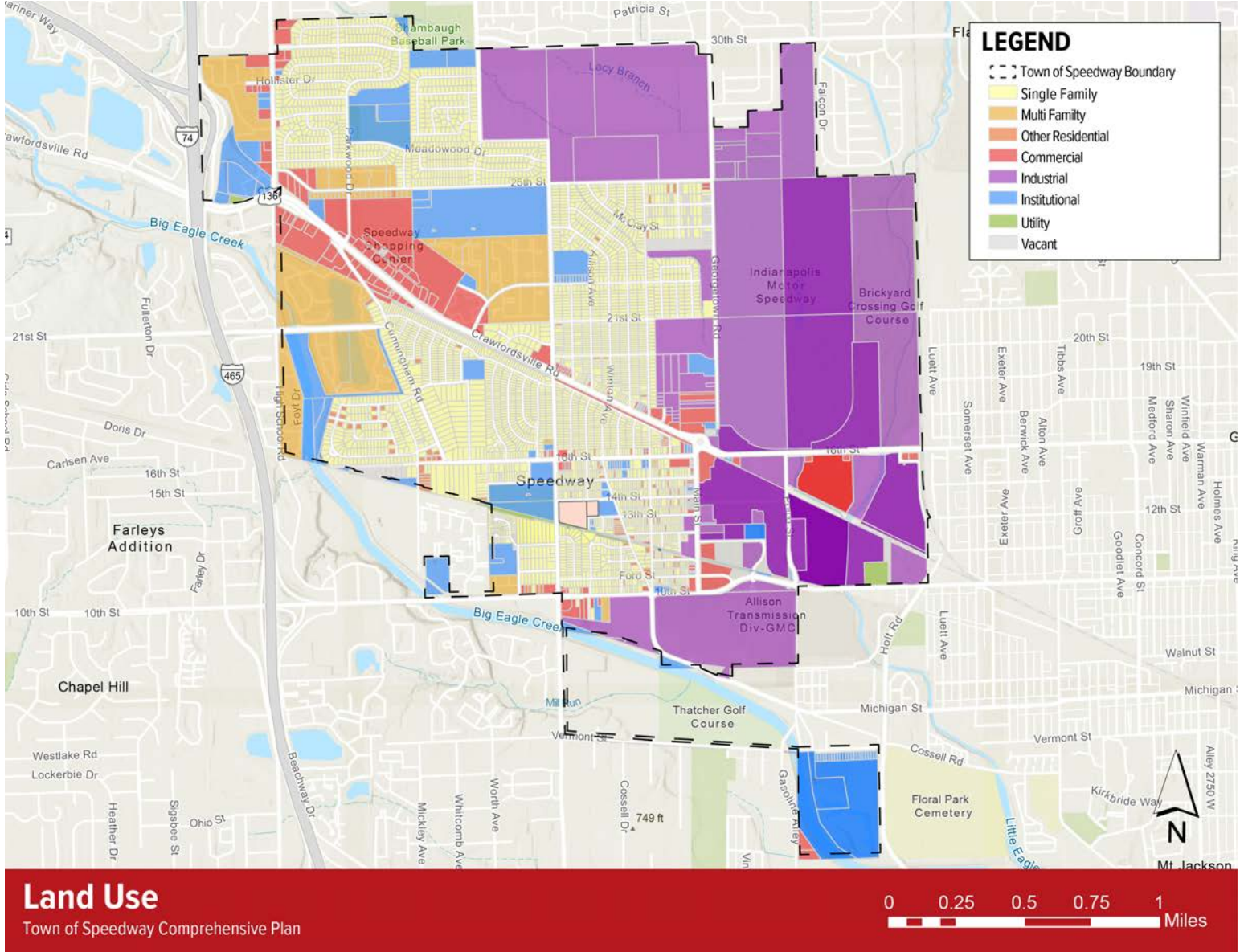
Existing development, land uses, and infrastructure tend to persist for long periods, and the built environment changes incrementally. Therefore, the character of the current built environment influences the types of development that can be expected in the future. In this section, the main characteristics of the built environment are explored.

EXISTING LAND USE AND DEVELOPMENT LAND USE

Industrial was the most prominent land use in Speedway, comprising 50.06 percent. Single-family residential was the second most common land use at 23.64 percent. Industrial was mainly located on the east side of the town, and most of this is occupied by the Indianapolis Motor Speedway. Single-family residential parcels are clustered around most of the town, and institutional facilities are located throughout the town. The total commercial percentage was 7.55 percent, and the vacant total was 1.19 percent.

TOWN OF SPEEDWAY EXISTING LAND USE CATEGORY	CITY	
	ACRES	% OF TOTAL
Agriculture	0	0.00%
Commercial	224	7.55%
Industrial	1486	50.06%
Institutional	367	12.36%
Multi-family Residential	120	4.03%
Other Residential	21	0.69%
Single-Family Residential	702	23.64%
Utilities	14.50	0.488%
Vacant	35	1.19%
TOTAL	2968	100%

Land Use in Speedway



DENSITY

A total of 4,058 parcels were within or directly adjacent to the town limits. Overall, the parcels comprised 2,968 acres in or directly adjacent to the town limits.

Households per acre

The total residential parcels (3,462) divided by the total residential acreage (842 acres) determined that the residential density within the town was 4.11 households per acre.

HOUSING

Speedway's housing stock increased since 2010, with 460 units added from 2010 to 2021. Of this, the owner-occupied housing units decreased, and the renter-occupied units increased, leaving the vacant housing units primarily unchanged.

TYPE

Single-Family Units

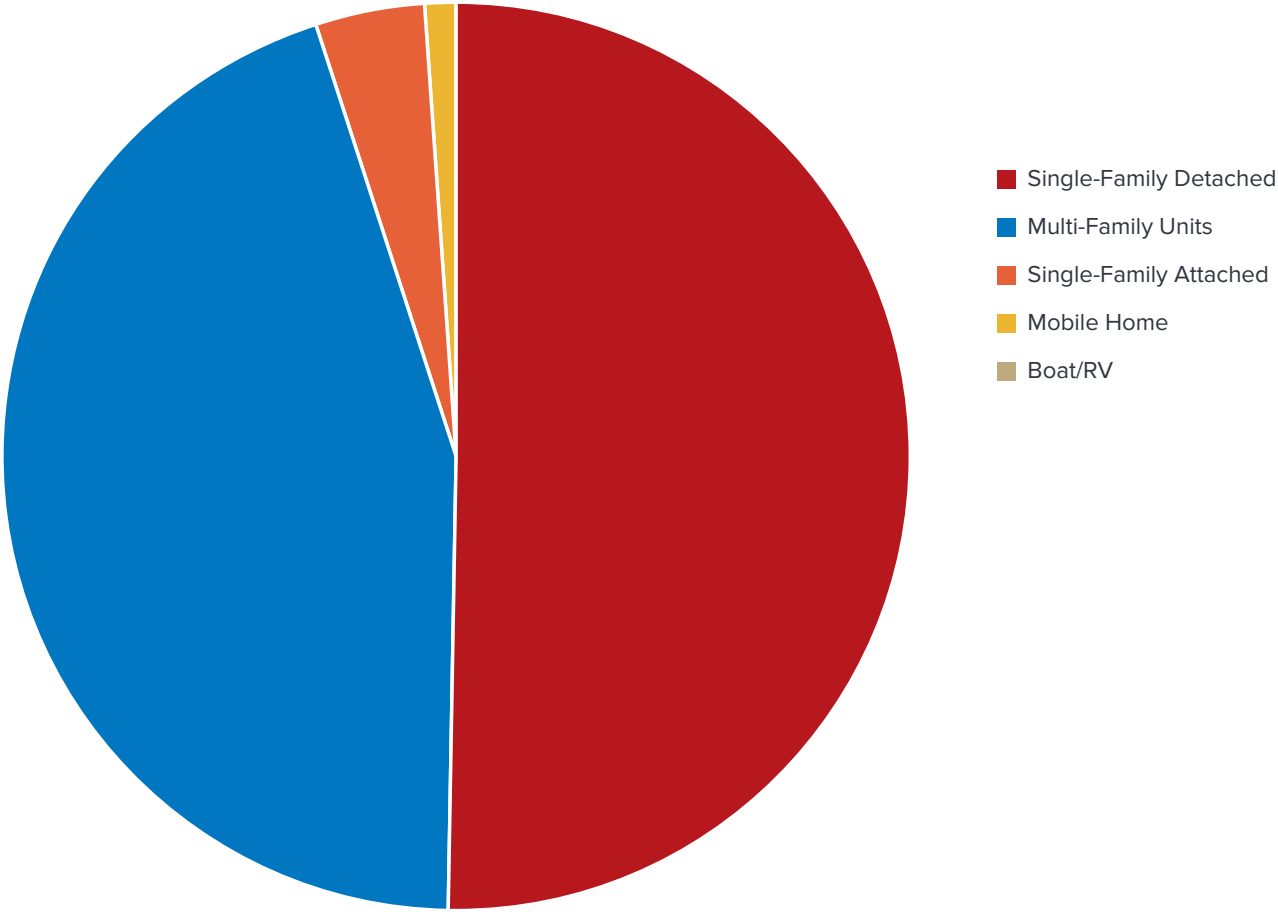
Single-family housing is characterized by a stand-alone residential home typically occupied by just one household or family. The physical structure is by itself on the property and does not share any walls or structural elements with other homes (i.e., "detached").

Speedway's housing types remained consistent from 2010 to 2020. Most of the housing units (51 percent) were detached single-family homes in 2020.

Multi-family units

Speedway's second most prominent housing type was multi-family units (45 percent). Multi-family units consist of but are not limited to duplexes, townhomes, cottage homes, condominiums, and apartment complexes. The percentage of multi-family units in Speedway increased by about 4 percent from 2010 to 2021.

Housing Types Available in Speedway (2021)

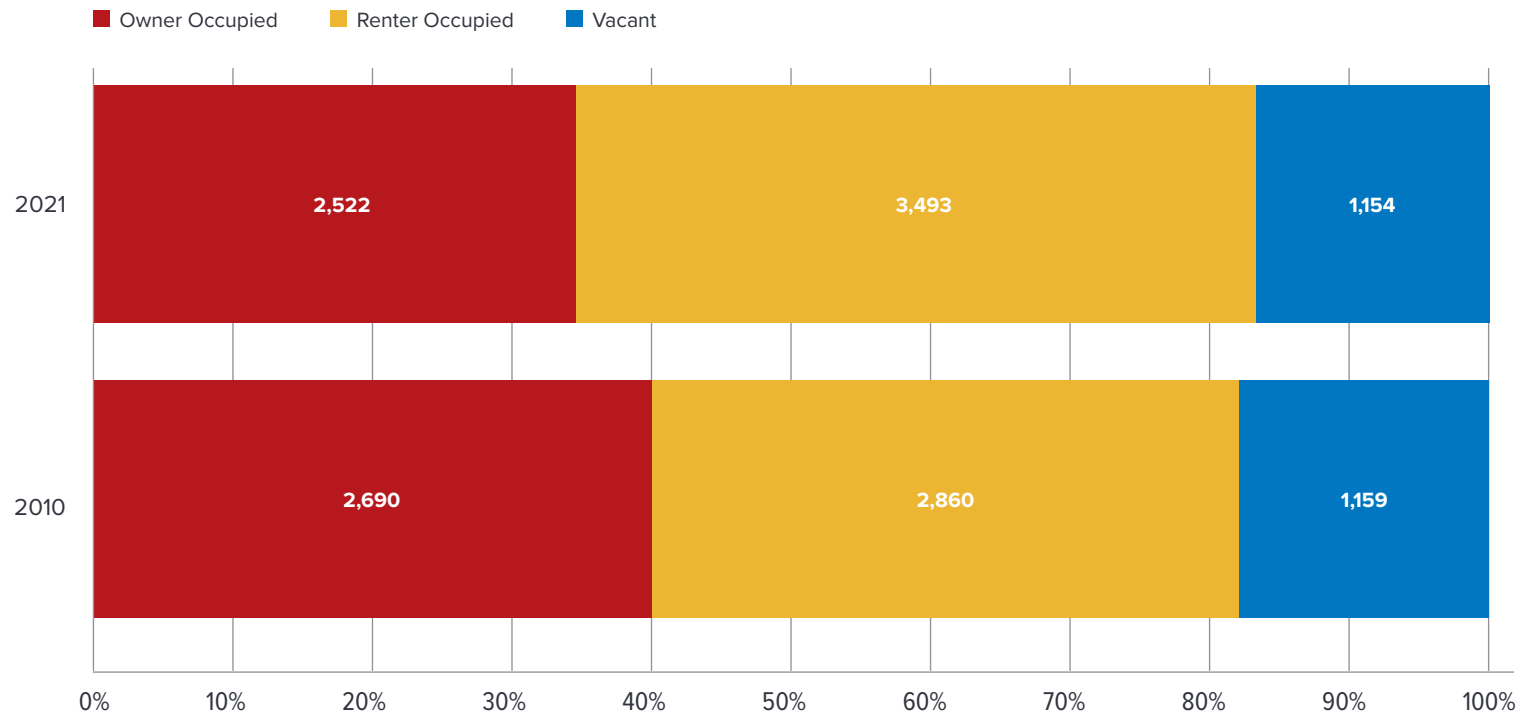


Source: ESRI Business Analyst

TENURE

Speedway's homeownership trend slightly decreased from 2010 to 2021. In 2021, 2,522 homes were owner-occupied compared to 3,493 rented and 1,154 homes vacant.

Total Housing Units Summary, 2010 and 2021

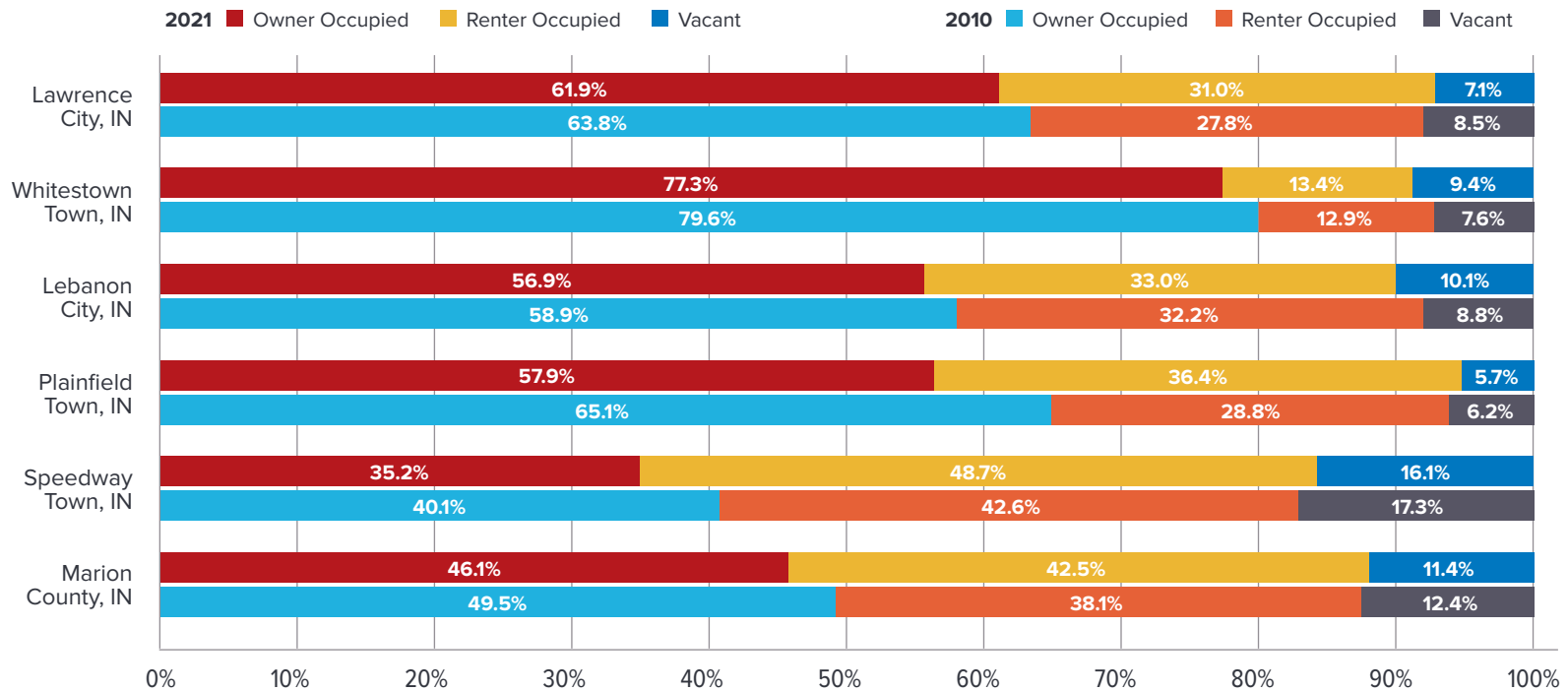


Source: ESRI Business Analyst

OCCUPANCY

There was a total of 7,169 housing units in Speedway in 2021. Speedway had a lower ratio of owner-occupied compared to other communities. Of those household units, 2,522 units (35.18 percent) were owner-occupied units, 3,493 units (48.72 percent) were rental occupied, and 1,154 units (16.10 percent) were vacant units. The occupancy rates in Speedway changed from 2010, when the owner-occupied percentage was 40.10 percent, rental occupied was 42.63 percent, and vacant units were at 17.328 percent.

Percentage of Owner-Occupied, Renter-Occupied, and Vacant Housing Units in Speedway and Surrounding Communities

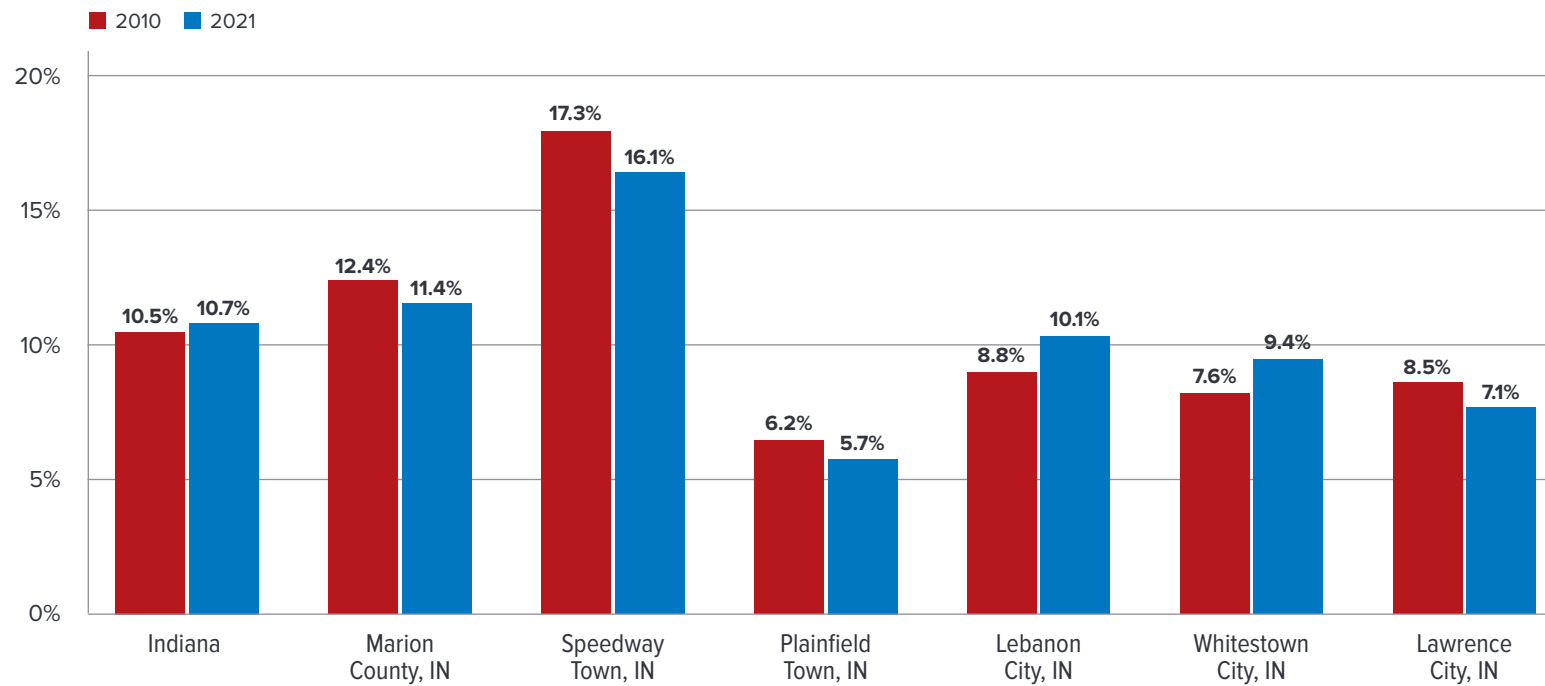


Source: ESRI Business Analyst

VACANCY

Vacancy rates in Speedway declined by 1.2 percent between 2010 and 2020. However, in 2020, Speedway's vacancy was higher than Marion County (11.4 percent), Plainfield (5.7 percent), Lebanon (10.06 percent), and Lawrence (7.11 percent).

Percentage of Vacancy Rates in Speedway and Surrounding Communities

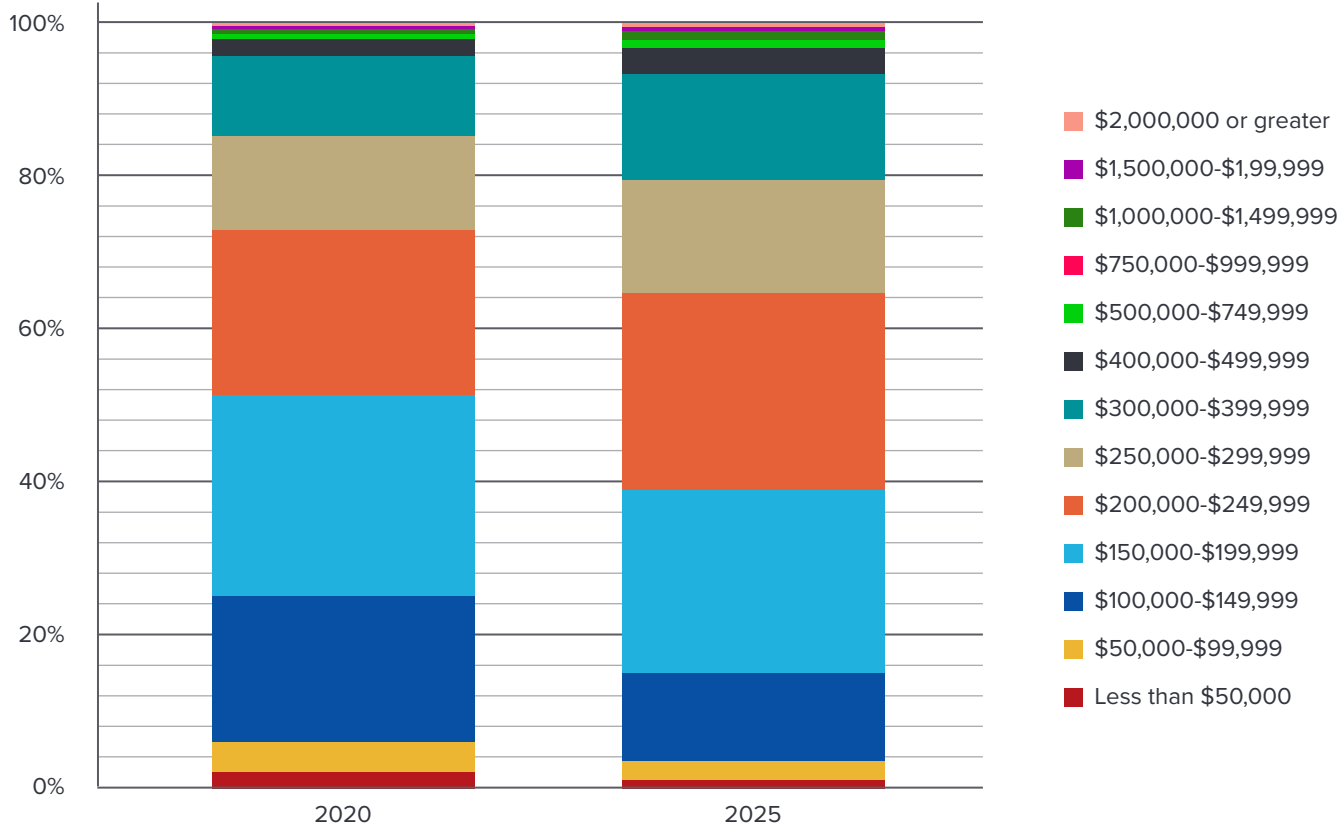


Source: ESRI Business Analyst

TRENDS

The median home value in Speedway was \$141,475 in 2021, which was lower than Marion County (\$173,582), Plainfield (\$197,344), Lebanon (\$144,670), Whitestown (\$253,059), and Lawrence (\$175,136). The median home value was projected to reach \$181,984 in 2026. Most homes (49.94 percent) in Speedway were valued between \$100,000 to \$149,999. Houses valued between \$150,000 to \$199,999 were the second most common (22.55 percent).

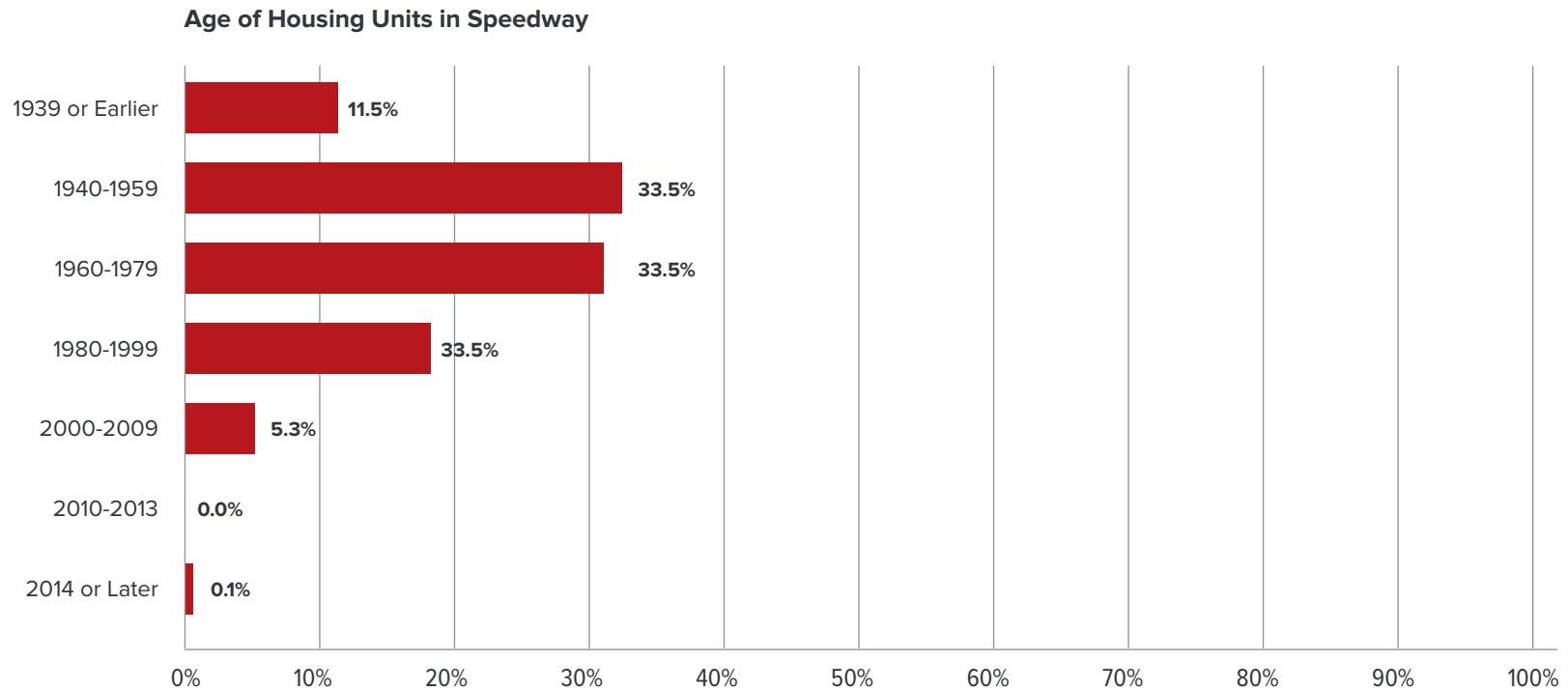
Homes Values in Speedway in 2021 and 2025 Projections



Source: ESRI Business Analyst

HOUSING AGE

Speedway's housing stock is aging. Only 0.1 percent of housing units were constructed in 2014 or later. Most housing units (33.5 percent) were constructed between 1940 and 1959. New construction decreased between 1960 and 2013. Because Speedway is a landlocked community, opportunities for new construction and housing development are somewhat limited.

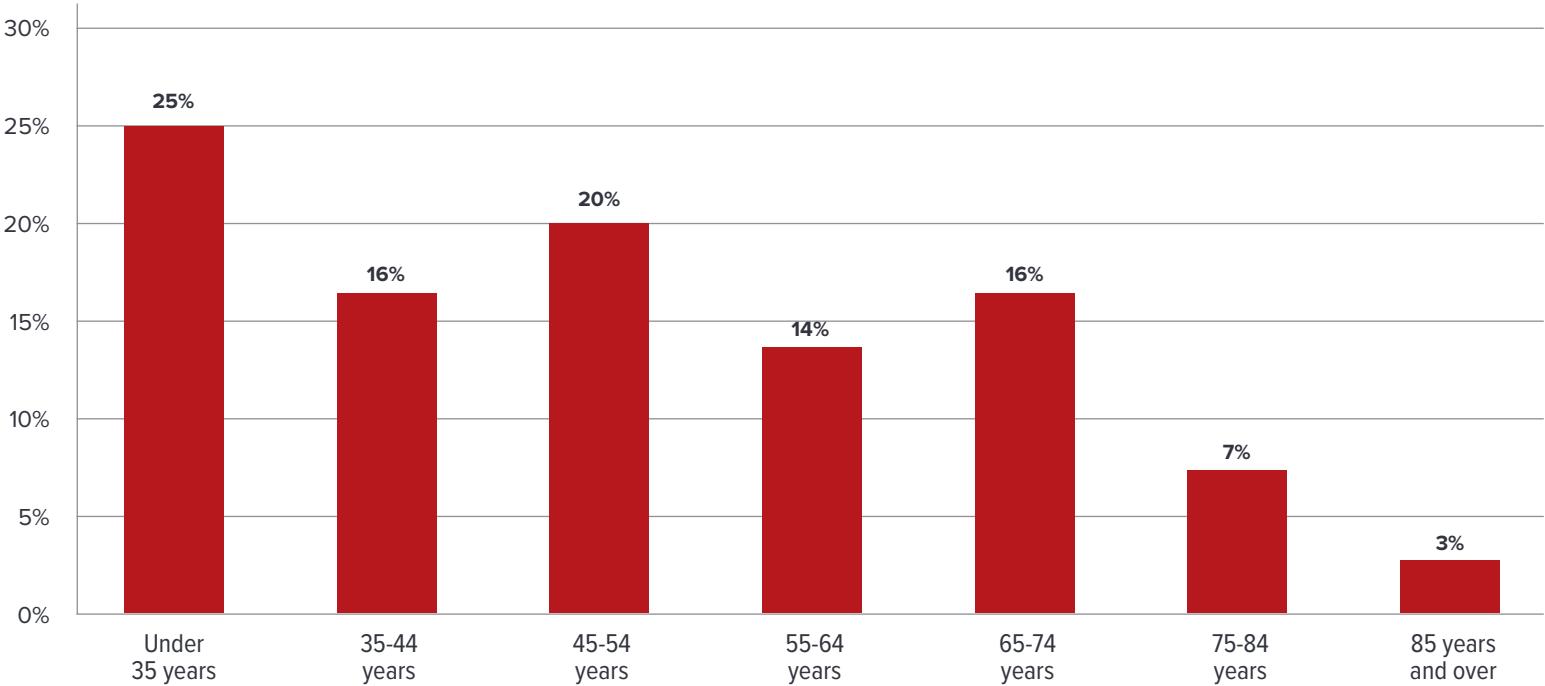


Source: 2020 A.C.S. 5-Year Estimates Comparison Profiles

HOUSEHOLDERS

The highest percentage of householders per age group in Speedway were under 35 years of age (25 percent). The next highest was 45 to 54 years of age, at 20 percent.

Unemployment in Speedway and Comparison Communities



Source: ESRI Business Analyst

URBAN DESIGN AND CHARACTER

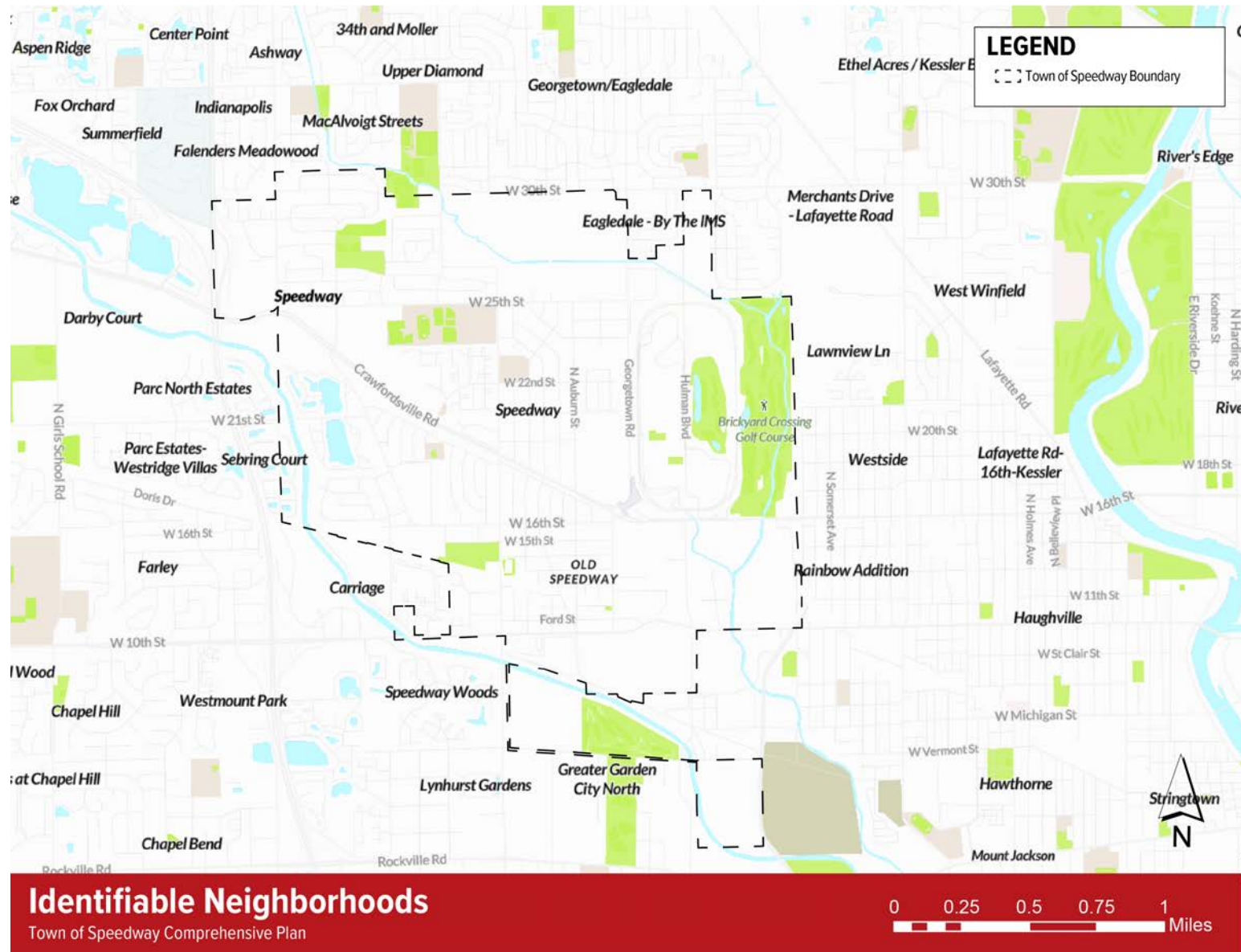
GATEWAYS

Several gateways exist in the town. A gateway is located at the intersection of Main Street and Ford Street. Also, along Main Street (one of the prominent commercial strips) to Crawfordsville Road are signs with the IMS's logo. These steel signposts are also located along Crawfordsville Road from the Main Street intersection to I-465 interstate. Lynhurst Drive is one of the major arterials according to the transportation data, but there are currently no gateways along this road. No gateways exist to distinguish districts and neighborhoods. There is a Speedway mural located on Main Street, this mural can be seen as a gateway but is not specific to define Main Street. The mural defines the Town as "the racing capital of the world."

IDENTIFIABLE NEIGHBORHOODS

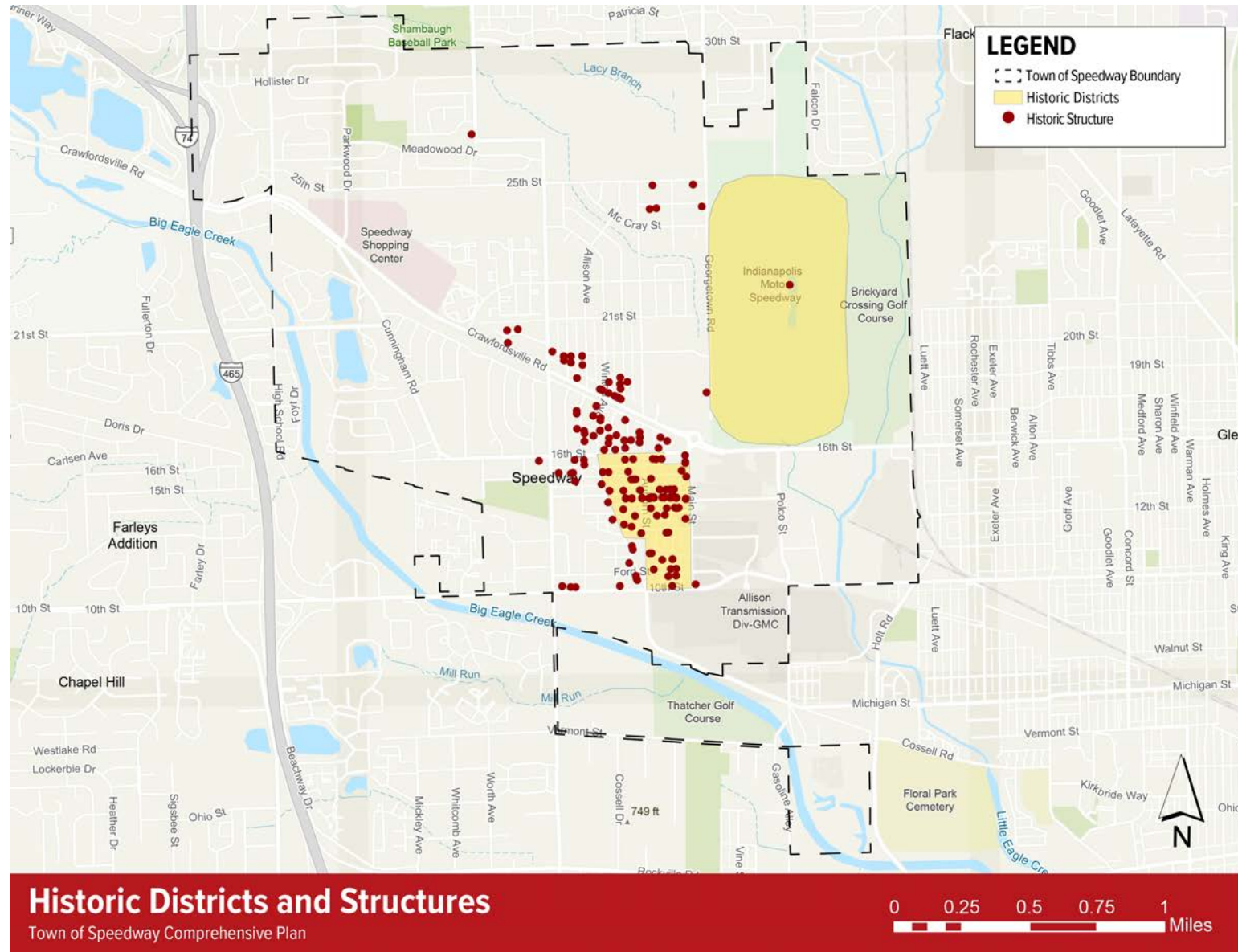
Identifiable neighborhoods in Speedway include Meadowood, Parkview Estates, Parkview Place, and Schloss Home Place.

Neighborhoods in Speedway



Source: NextDoor

Historic Districts and Structures in Speedway



PARKING

Parking in Speedway is offered both on the street and in surface lots. Many commercial areas, which contain big box retail stores, have abundant parking spaces to serve retail shoppers. The IMS is a primary destination for many people who visit Speedway, especially during the Indy 500 race. Around IMS, multiple surface lots are available for visitors. Also, there are some places to eat and shop nearby, including surface parking spots and diagonal on-street parking along both sides of North Main Street.

OTHER PUBLIC SPACES

The IMS Museum is located inside the world-famous racetrack's "oval." The museum offers events such as the Indianapolis Motor Speedway Museum Cars and Coffee, "An Evening With?", and the Indianapolis Historic Racing Exhibition. Access to the museum parking area is free except during events.

DISTRICTS

Speedway's historic districts include the IMS and Speedway historic neighborhoods. Also, it has about 140 structures classified as historic structure sites; this includes homes, commercial buildings, elementary schools, and a church.

TRANSECTS

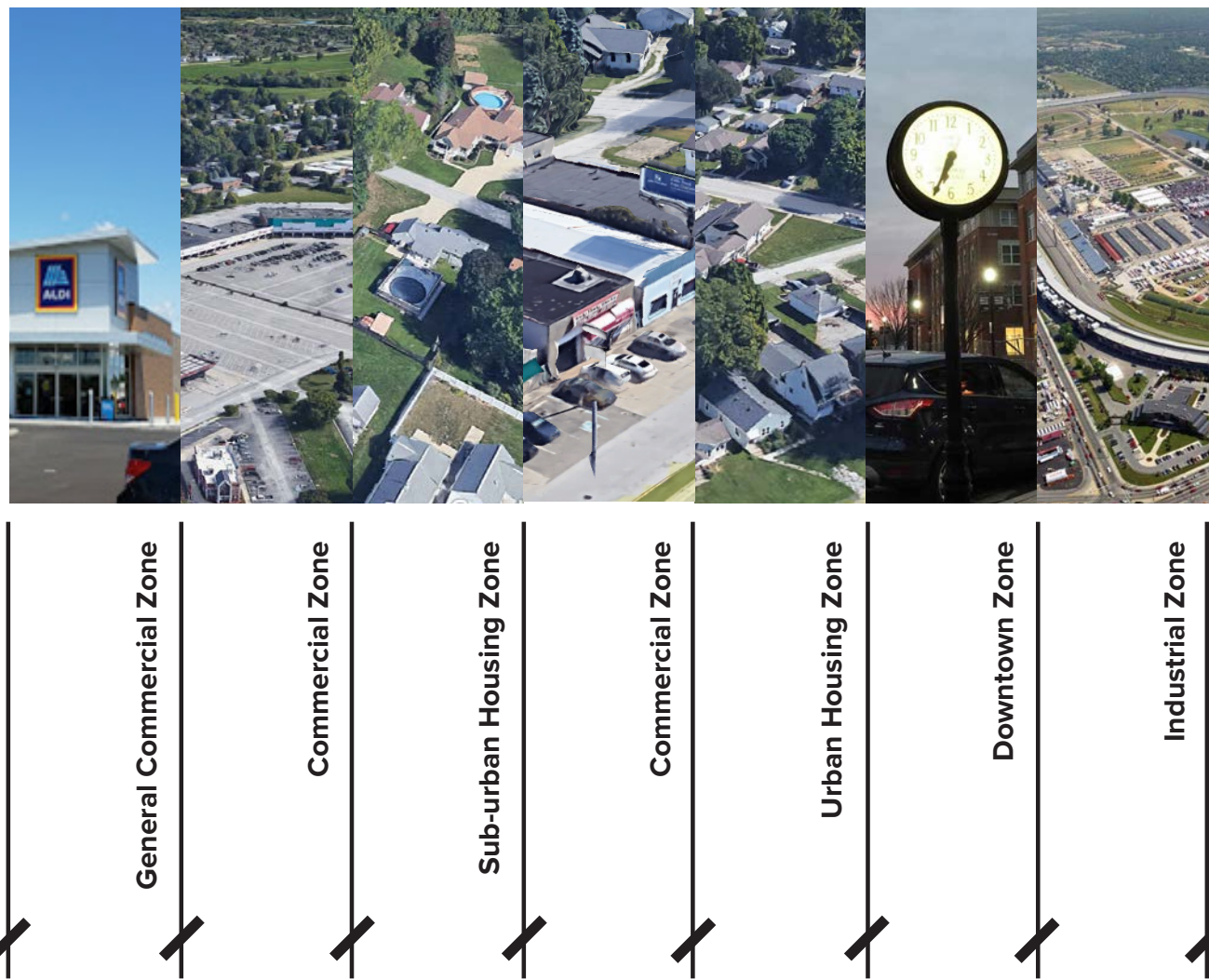
A transect is a horizontal “cut” through the environment that shows a range of land uses. Transects are used to observe how land uses and character change along a specific corridor. Transects can also draw attention to areas where land use does not match zoning.²

From northwest along Crawfordsville Road, the predominant land use is commercial, and the zones are general commercial and commercial. Driving past the commercial zone, there is single-family residential, and that section was classified as sub-urban and urban housing zones. A different commercial zone is located at Crawfordsville Road and Lynhurst Drive. After leaving this zone, the land transitions to single-family residential in the urban housing zone. Main Street intersects with Crawfordsville Road, and this intersection was classified as a downtown zone since local restaurants are on this corner. After the downtown zone, there is industrial land use and the Indianapolis Motor Speedway (IMS), which is classified as an industrial zone.

From east to west along 10th Street, the land use is industrial and is classified as an industrial zone. Moving forward, Main Street intersects with 10th Street, a commercial zone. Next is single-family residential classified under the urban housing zone. The Allison Innovation Center is located on this road, and its area was classified as an industrial zone. Commercial areas and big box retail stores are another predominant land use when traveling east-west into Speedway.

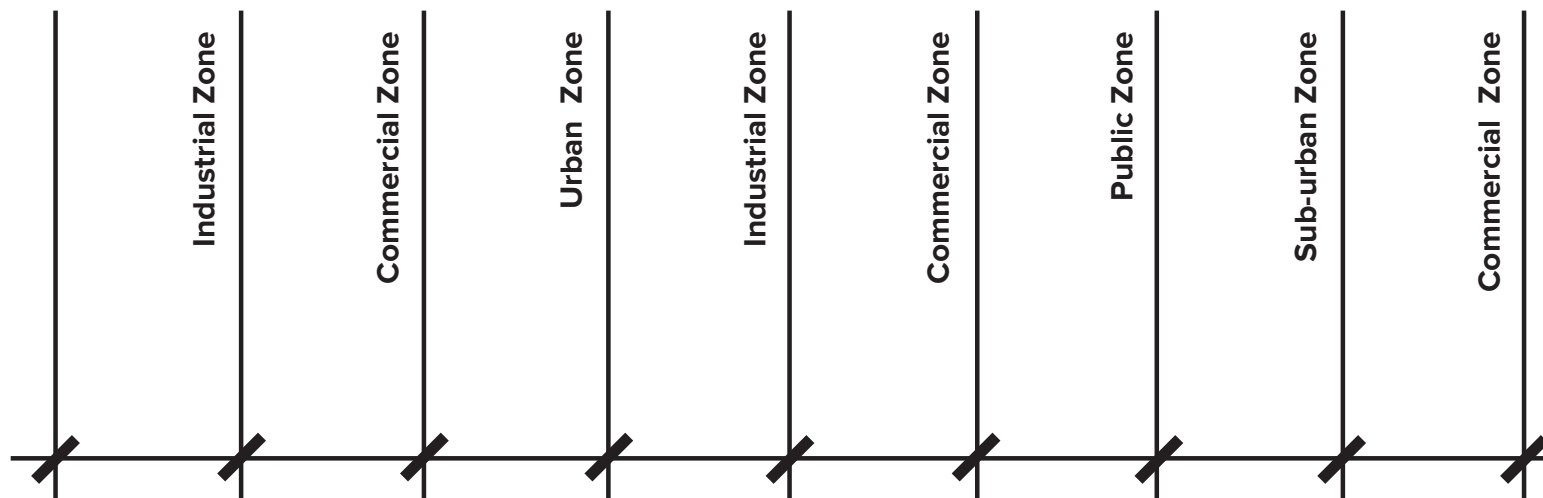
²Transect Studies

Transect of Crawfordsville Road from I-465 to 16th Street - Northwest to Southeast through Speedway



Source: Google Earth, Town-Data

Transect of 10th Street from Hold Road to I-465 - East to West through Speedway.



Source: Google Earth, Town-Data



TRANSPORTATION AND MOVEMENT

MOTORIZED TRANSPORTATION

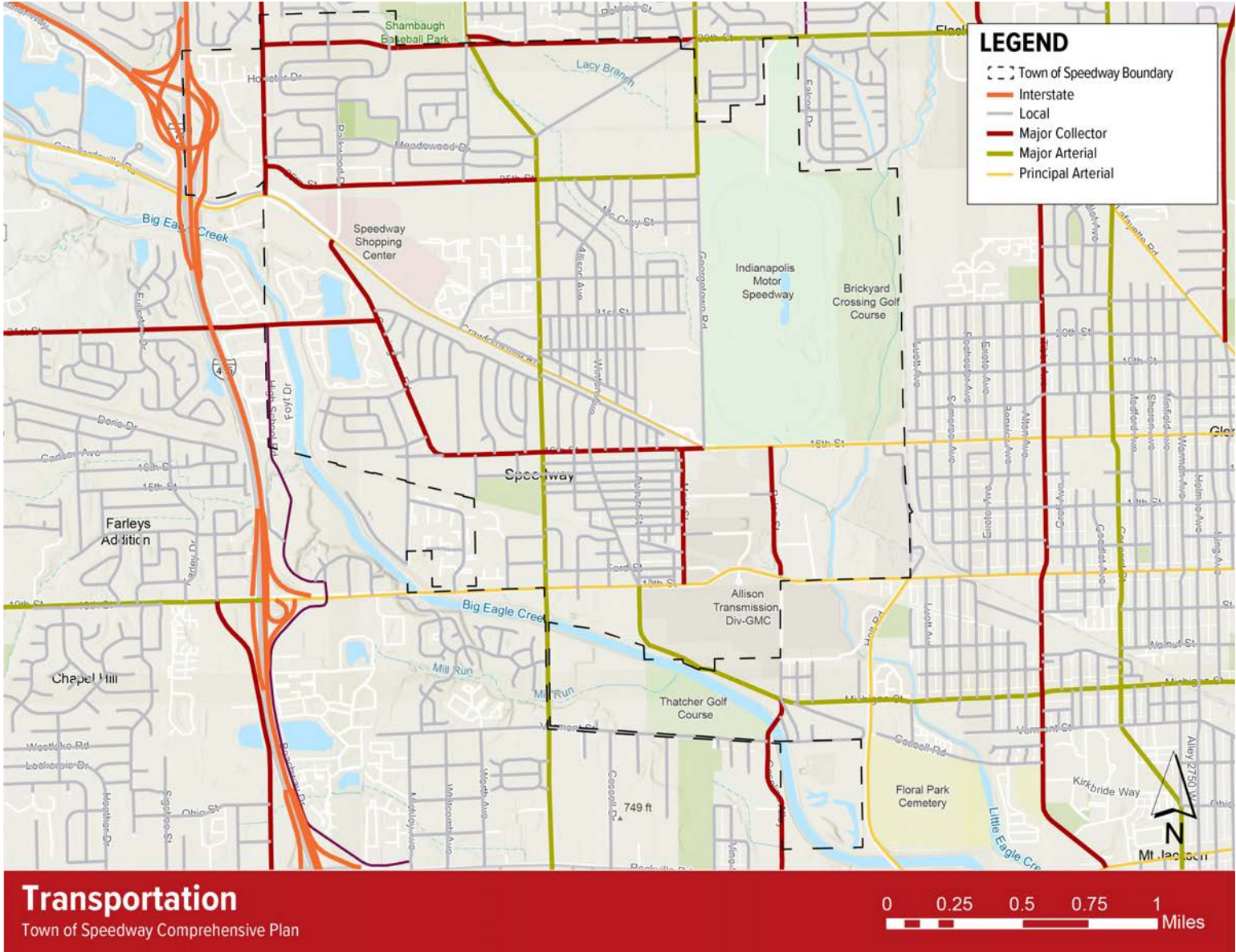
Vehicular transportation and pedestrian movement are both considered forms of transportation available within the town. Transportation in Speedway is primarily by car, similar to other communities of its size.

ROADWAY CLASSIFICATION

Roadway classifications define roads into categories such as interstates, principal arterials, minor arterials, major collectors, minor collectors, and local roadways. Arterial roadways cater to a large traffic volume and serve cross-community travel. Collectors distribute high traffic volume from arterial roadways to local streets. Local streets are intended for property access.

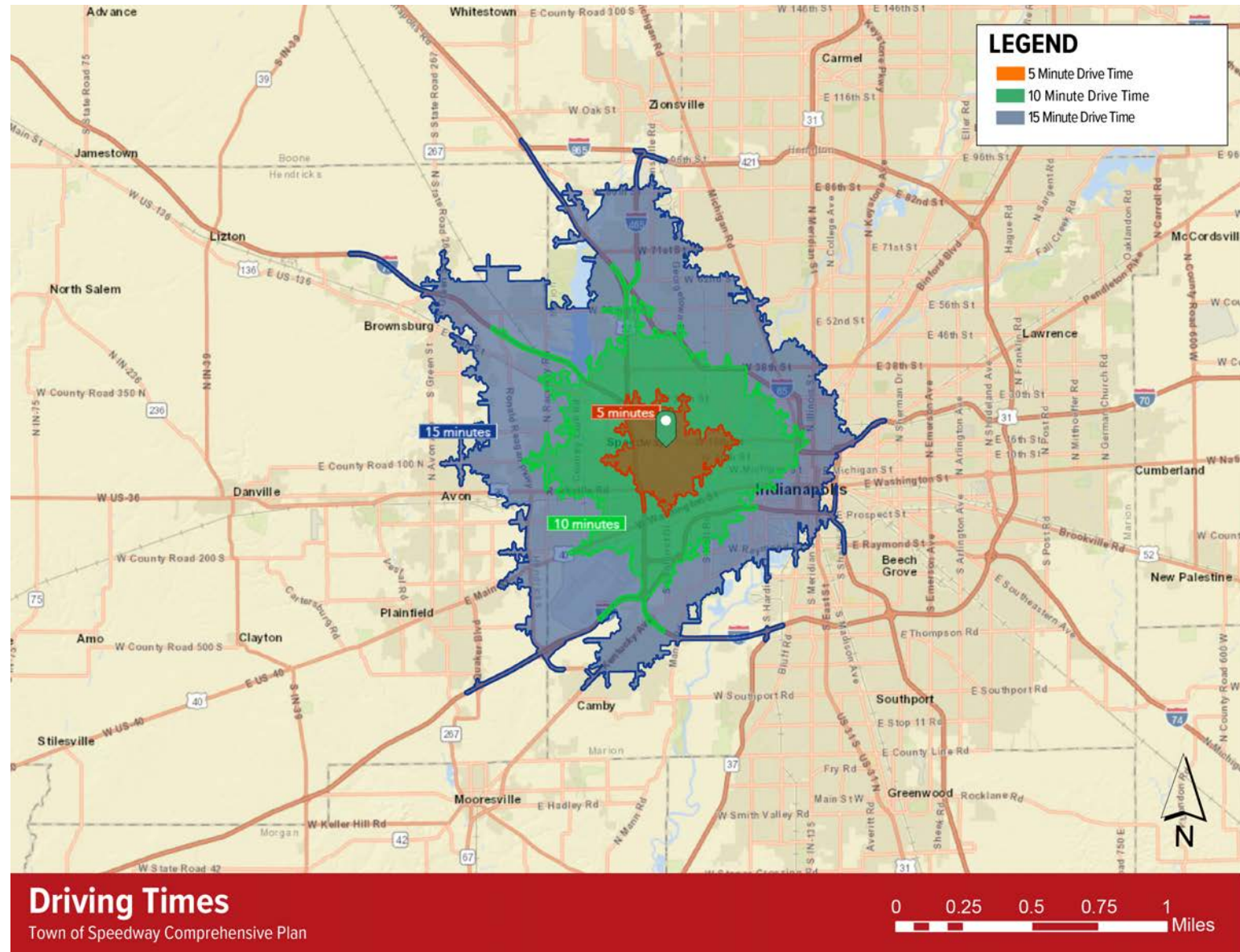
I-465 travels south to north through Speedway and is classified as an interstate. Access to I-465 connects travelers to further destinations such as Zionsville and the Indianapolis International Airport. Crawfordsville Road, 16th Street, 10th Street, and Hold Road are the town's primary arterial roadways. Road I-40 is also one of the primary arterials, and it runs right outside the south boundary of Speedway. Crawfordsville Road connects to US Highway 1-36 and travels northwest to Brownsburg, Indiana. Also, Crawfordsville Road connects to 16th Street and travels to the far east of Indianapolis. Major collectors in the town include North Tibbs Avenue, Cunningham Road, and 21st Street. Major arterial roads include North Lynhurst Drive. The remaining roadways within the town are local streets.

Roadway Classifications and Transportation in Speedway



Source: Marion County GIS/IndianaMAP/INDOT Roadway Inventory Viewer

Travel Times from Speedway in Increments of 5, 10, and 15 Minutes of Drive Time



Source: ESRI Business Analyst

CONDITIONS

Roadway characteristics vary by classification. Crawfordsville Road travels through the town boundary, with four lanes (two each in both directions) of travel from southeast to northwest before making connections with US Highway 1-36 and 16th street. North Main Street has two lanes of two-way traffic (north to south), and both sides have on-street parking.

TRAVEL TIMES

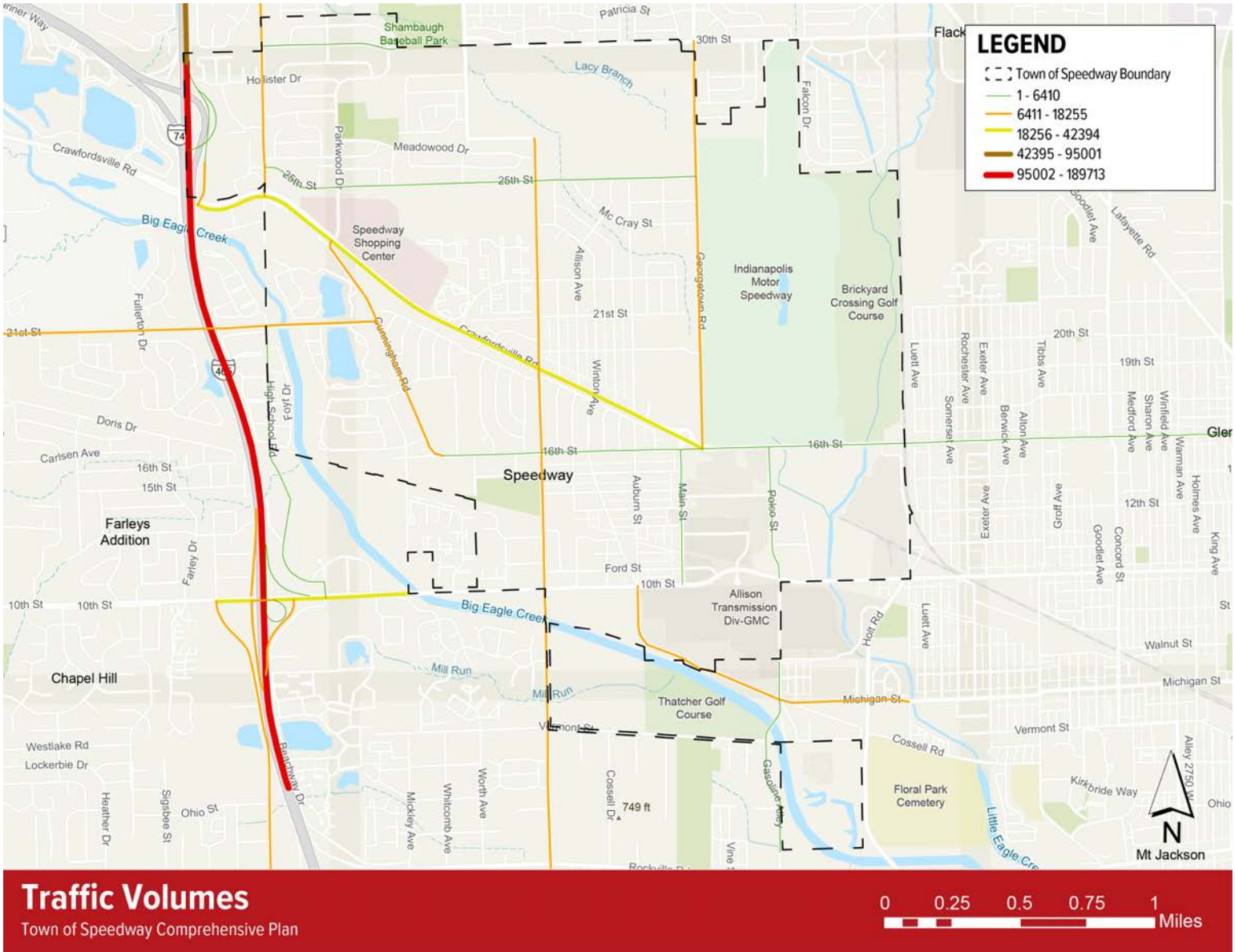
Travel times in increments of 5, 10, and 15 minutes were used to determine the distance that could be reached while driving. Within five minutes, a driver could travel from the center of Speedway and reach most of the town. A driver would be able to reach the I-465 interstate within a five-minute drive. Within 10 minutes, a driver can access to I-70, IN-40, and I-65. Within 15 minutes, most of Wayne Township. Drivers could reach Downtown Indianapolis, Plainfield, Avon, and the Indianapolis International Airport within 15 minutes.

TRAFFIC VOLUMES

Traffic volumes were measured by annual average daily traffic counts (AADT), obtained from INDOT.³ Roads with the lowest traffic volumes included 16th Street, Main Street, Polco Street, and 25th Street, with a low AADT between 1 and 6,410. Georgetown Road, a section of 21st Street, Cunningham Road, and Michigan Street, had a moderate AADT between 6411 to 18255. The interstate I-465 had the highest AADT, ranging from 95,002 to 189,713.

³INDOT Roadway Inventory Viewer

Traffic Volumes Measured by Annual Average Daily Traffic Counts (AADT) in Speedway



ANTICIPATED IMPROVEMENT PROJECTS ^{4,5}

This section includes any future projects that are occurring in the Town of Speedway. The projects are mostly transit projects such as road improvements, traffic implementations, and the addition of roundabouts to control traffic. INDOT is responsible for these projects as well as the Indianapolis Metropolitan Transportation Plan.

PROJECT TYPE	DESCRIPTION
2022-2020 Pedestrian Enhancement - Crawfordsville Road Access Improvements	Improve multimodal access along Crawfordsville Road between High School Road and 22nd Street. Proposed improvements include new multi-use paths on both sides of Crawfordsville Road with connection to the P & E Trail and to Cunningham Road; pedestrian crossings with hybrid beacons (HAWK signals) of Cunningham Road and Crawfordsville Road; addition of median curbing to prevent dangerous crossing movements at unsignalized approaches; and signalization of major commercial intersection to reduce driver delay and crash risk of making left turns to enter Crawfordsville Road.
2050 M.P.T. Projects	16th Street/Crawfordsville Road/Holt Road reconfiguration/roundabout

PROJECT TYPE	DESCRIPTION
2020-2023 INDOT Plans	
Bicycle and Pedestrian	Bike/Pedestrian Facilities on 106th St to Fishers Pointe Boulevard through Cheeney Creek Park.
Road and Highway	Realignment of 10th Street.
Road and Highway	Roundabout, 2.25 miles from I-465 on 16th Street.
Road and Highway	Intersect. Improv. With New Signals on West 16th Street and Lynhurst Drive

⁴INDOT Major Projects

⁵Central Indiana 2050 - Metropolitan Transportation Plan



Source: IndyGo Long-Term Ridership

PUBLIC TRANSPORTATION

The IndyGo is the largest public transportation provider in the state of Indiana. Routes that run through Speedway include routes 25, 10, 15, and three.

Route 25 connects the Indiana Motor Speedway and Speedway Shopping Center to Northwest High School, a couple of grocery stores, the Methodist Hospital, and other services such as UPS.

Route 10 connects Speedway Shopping Center to Ben Davis High School, Community Hospital East, Washington Square Mall, Riley Hospital, and Eskenazi Health Campus.

Route 15 connects Speedway to Eagledale Plaza, Riverside Park, and Marian University.

Route three slightly crosses the Speedway town boundary, and it connects to Indiana University – Purdue University Indianapolis (IUPUI), Irvington, Ellenberger Park, Arlington High School, and Massachusetts Avenue.

NON-MOTORIZED TRANSPORTATION

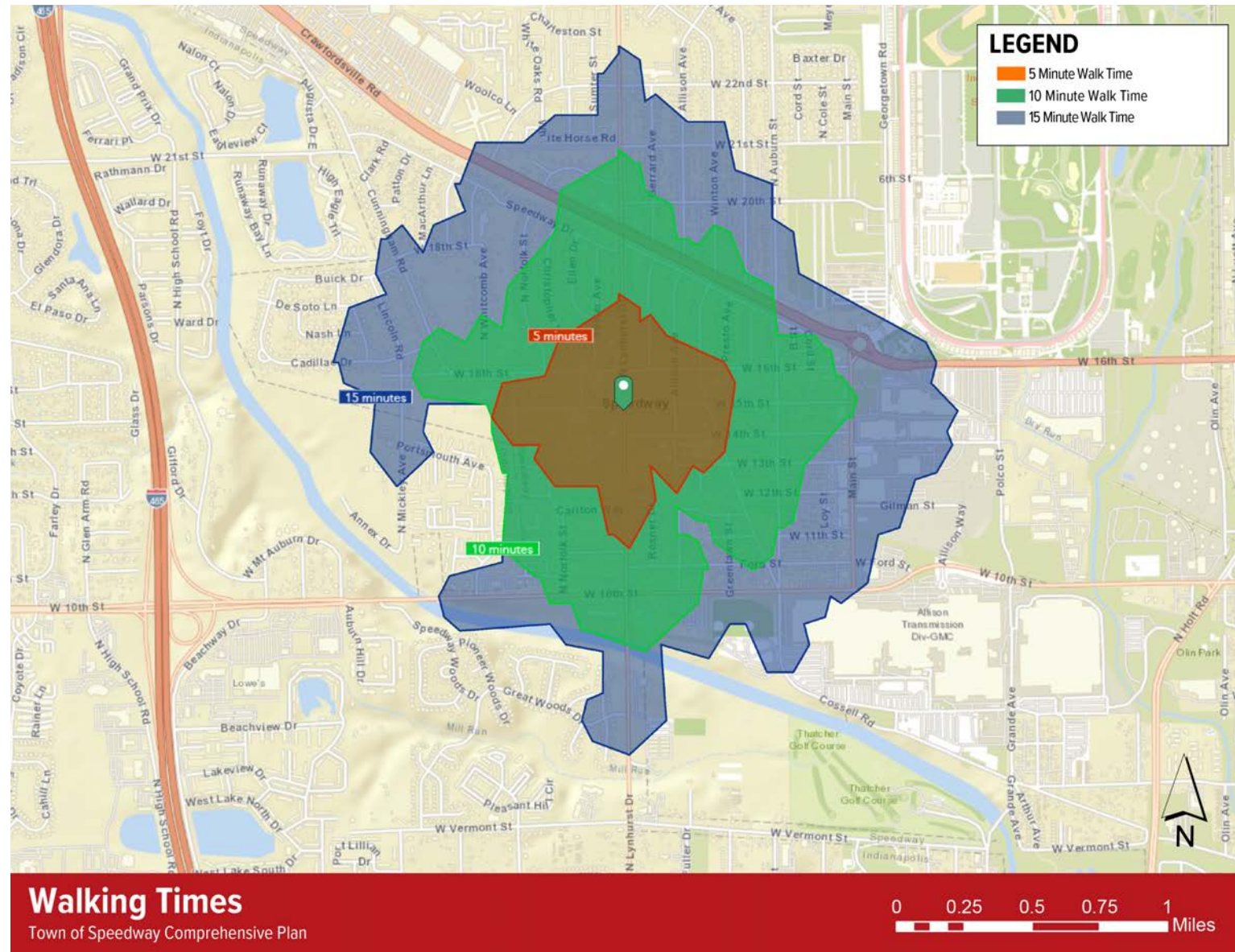
TRAILS AND WALKWAYS

Speedway's bicycle and pedestrian facilities include trails, multi-use paths, and sidewalks. Existing trails include the B & O Trail, which connects Leonard Park and IMS Hall of Fame. Trails planned include expanding the current B & O Trail to connect to the Eagle Creek Greenway.

Current Open, Planned, and Under Development Trails and Parks/Recreations in Speedway



Travel Times from Speedway in Increments of 5, 10, and 15 Minutes of Walking Time



WALKING TRAVEL TIMES

Travel times in increments of five, ten, and 15 minutes were used to determine the distance that could be covered while walking. Within five minutes, a person could travel from the center of Speedway and reach most of the local restaurants located along Main Street. Within ten minutes, a person had access to several public transportation bus stops. From the center of Speedway, people can walk to the Indianapolis Motor Speedway within 15 minutes.



UTILITIES⁶

WATER & SEWER

The town's Drinking Water Department produces about 2.25 million gallons daily, serving 6,600 residential, commercial, and industrial customers in and around Speedway. The water, from both ground (wells) and surface sources (Eagle Creek), is treated for various quality, clarity, and health parameters. In addition to treatment, the department oversees the drinking water's conveyance, storage, metering, and processing.

On March 15, 2022, the Speedway Town Council approved an increase in water and wastewater rates to fund much-needed capital improvements to its aging water and wastewater infrastructure. The increased rate amounts to an additional \$14.30 per month for Speedway residents who use 4,000 gallons of water or less monthly.

⁶Speedway Water-Wastewater Capital Improvement Plan

SOLID WASTE DISPOSAL⁷

Yard waste is picked up by the Speedway Street Department on a seasonal basis, April through November. Yard waste consists of grass, twigs, leaves, brush and tree limbs, and other organic yard and garden waste. Yard waste is collected on the same day as the regular household trash.

Household trash is picked up weekly for Tuesday, Wednesday, and Thursday Zones.

Curbside recycling is available to the residents of the town. It is picked up every other week, depending on where residents live. The Commingle Recycling Dumpster that was previously located behind Town Hall has been moved to the Street Department building at 1390 North Lynhurst Drive.

Speedway residents are allowed one “heavy trash” item per month. Heavy items include but are not limited to stoves, washers, dryers, furniture, and other items with weights or volumes greater than those allowed for by approved containers. “Heavy trash” also includes items that previously contained refrigerants, such as refrigerators, air conditioners, freezers, and dehumidifiers, as long as the resident can provide Ray’s Trash Services with appropriate documentation showing that the CFCs or HCFCs have been properly removed by a licensed technician. Residents can contact Ray’s Trash Services by calling (317) 539-2024 or by visiting their website <http://raystrash.com>.

⁷Speedway Recycles!

THE NATURAL ENVIRONMENT

Existing and future development should complement local natural resources and vice-versa. Most of the community's stormwater drainage occurs through natural streambeds, and wetlands help to slow storm runoff to allow water to percolate into the soil without causing undue erosion. Some of the pertinent characteristics of the natural environment are explored in this section.

PARK FACILITIES

Parks located within the Town of Speedway boundary include Meadowood Park, Leonard Park, and Brickyard Crossing Golf Course. Meadowood is located on the North side of town and next to Wheeler Elementary School. This is a 12.7-acre park; some of its amenities include two playgrounds, an interactive climbing rock area, three shelter pavilions, sand volleyball courts, baseball/softball diamonds, and a 0.75-mile walking trail. Leonard Park is located on the south side of town and behind Town Hall. This is a 14.5-acre park; some of its amenities include tennis courts, sand volleyball, baseball/softball diamonds, playground areas, and a 0.5-mile walking trail. Both parks host different events and programs throughout the year. Meadowood Park hosts the Speedway Summer Concerts every year, and Leonard Park the annual Relay for the Life Fundraiser.

NATURAL FEATURES

LAKES

Several ponds are within the town limits and Big Eagle Creek runs right along the Speedway's town limits.

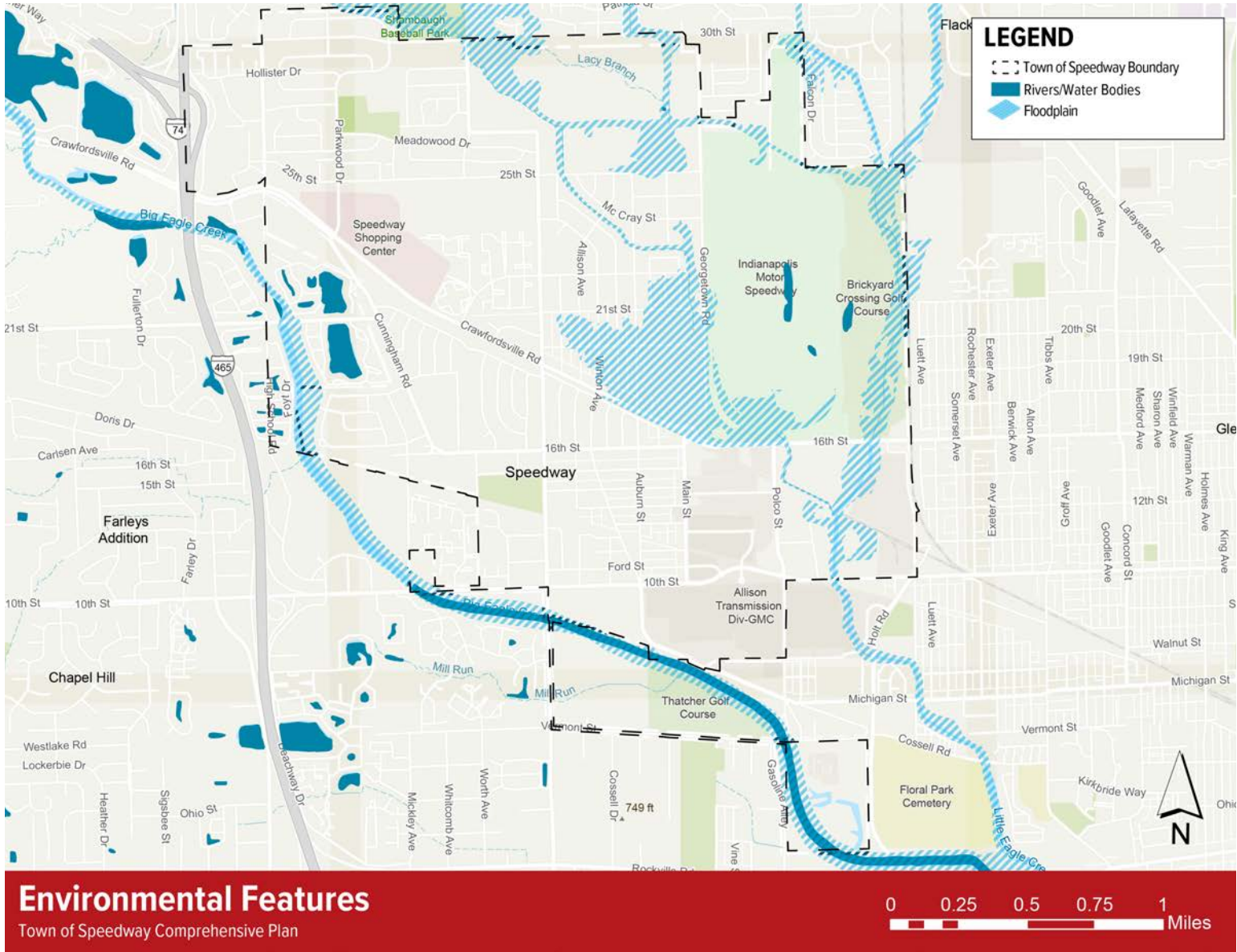
RIVERS

No rivers within the Speedway's town limits, but Speedway is located near the White River, which flows through Indianapolis.

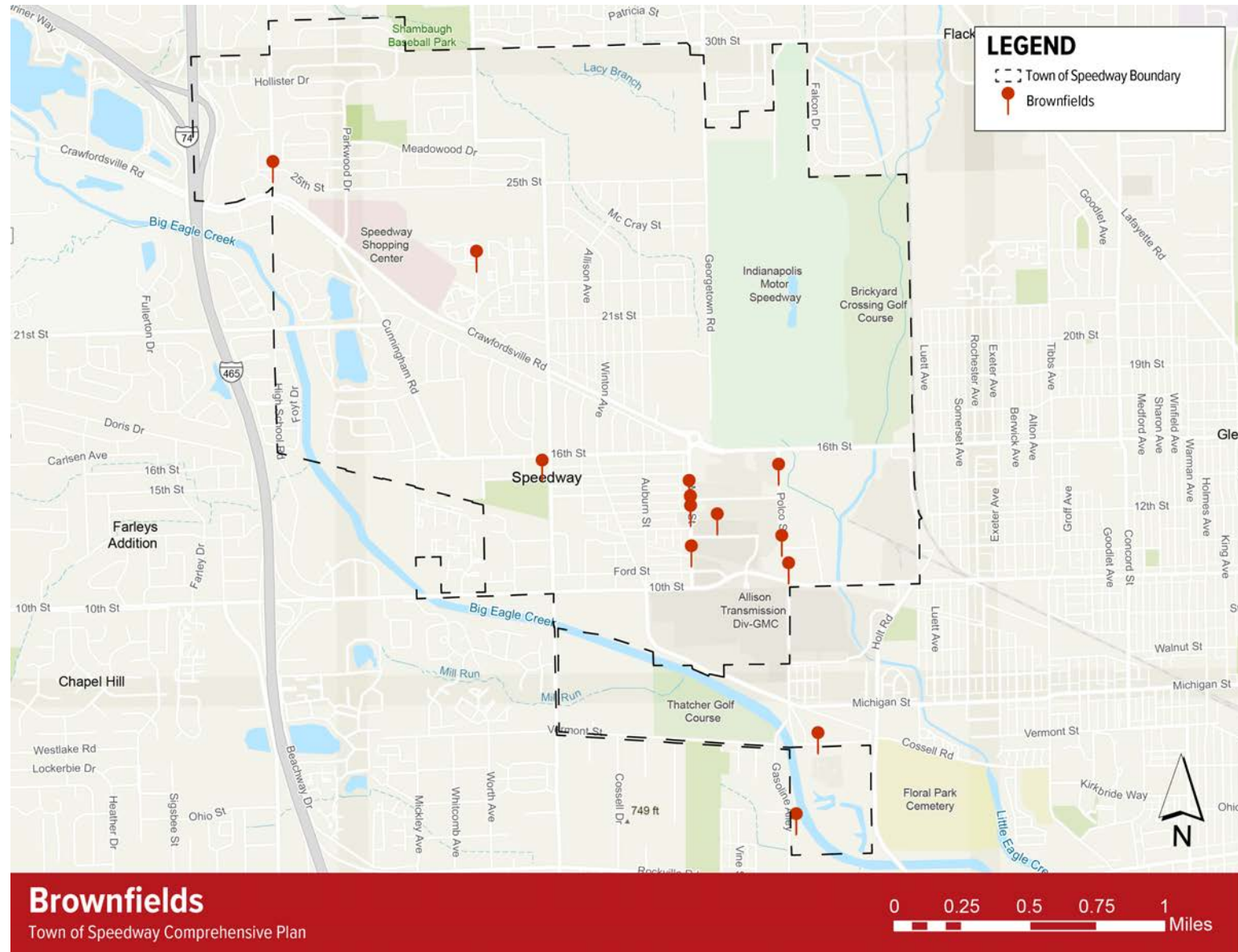
WETLANDS AND FLOODPLAIN

Flood type AE is found along the floodplain in Speedway. AE areas have a 1.0 percent annual chance of a flood event occurring. Big Eagle Creek and Little Eagle Creek's floodplain extends into Speedway traveling northwest and south. Major flood areas affected include the south side of the Indianapolis Motor Speedway and a section of the property's parking lot. The flood area also expands into a residential zone between Crawfordsville Road and 21st Street.

Environmental Features in Floodplain and Wetlands Areas in Speedway



Sites Classified as Brownfields in Speedway



CONTAMINATION CONCERNS

BROWNFIELDS

Speedway has a couple of sites that are classified as brownfields. Some include the Allison Plant along Gilman Street, P & J cleaners, Prest-O-Lite, Electric Steel Castings Facility, and Esterline Angus Company along Main Street, Praxair Surface Technologies Incorporated, Praxair Lime Neutralization Pond, and Railroad Right of Way Parcels located along Grande Avenue.

SUPERFUND SITES

No superfund sites were present in Speedway.

SOILS⁸

Two main soil types exist within Speedway: Miami-Crosby-Treaty (In040) and Fox-Ockley-Westland (In026).

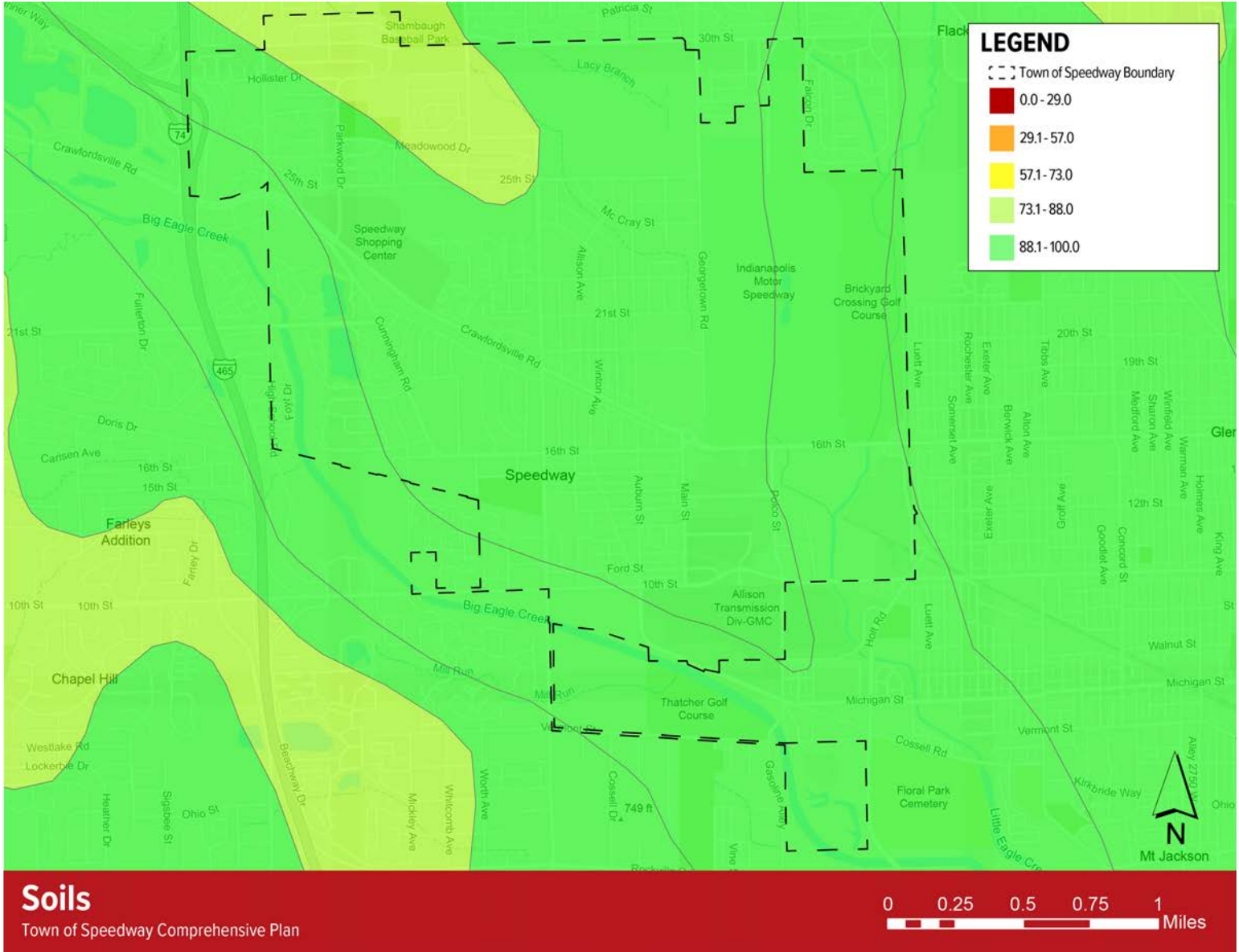
- Miami soils series consist of very deep, moderately well-drained soils from moderately deep to dense till.
- Crosby soils series consist of very deep, somewhat poorly drained soils that are moderately deep to dense till.
- Treaty soils series consist of deep, poorly drained soils formed in loess and in the underlying loamy till.
- Fox series soils consist of very deep, well-drained soils, which are moderately deep to stratified calcareous sandy outwash.
- Ockley soils series consist of deep, well-drained soils that are deep or very deep to calcareous, stratified sandy, and gravelly outwash.
- Westland soils series consist of deep, poorly drained, and very poorly drained soils that are deep to calcareous, stratified gravelly, and sandy outwash.

This combination of soils is commonly found in the Midwest and are make incredibly productive farmland. This soil typology can hinder development due to its high-water table depth and could require underground structures additional regulations to keep water out.⁹

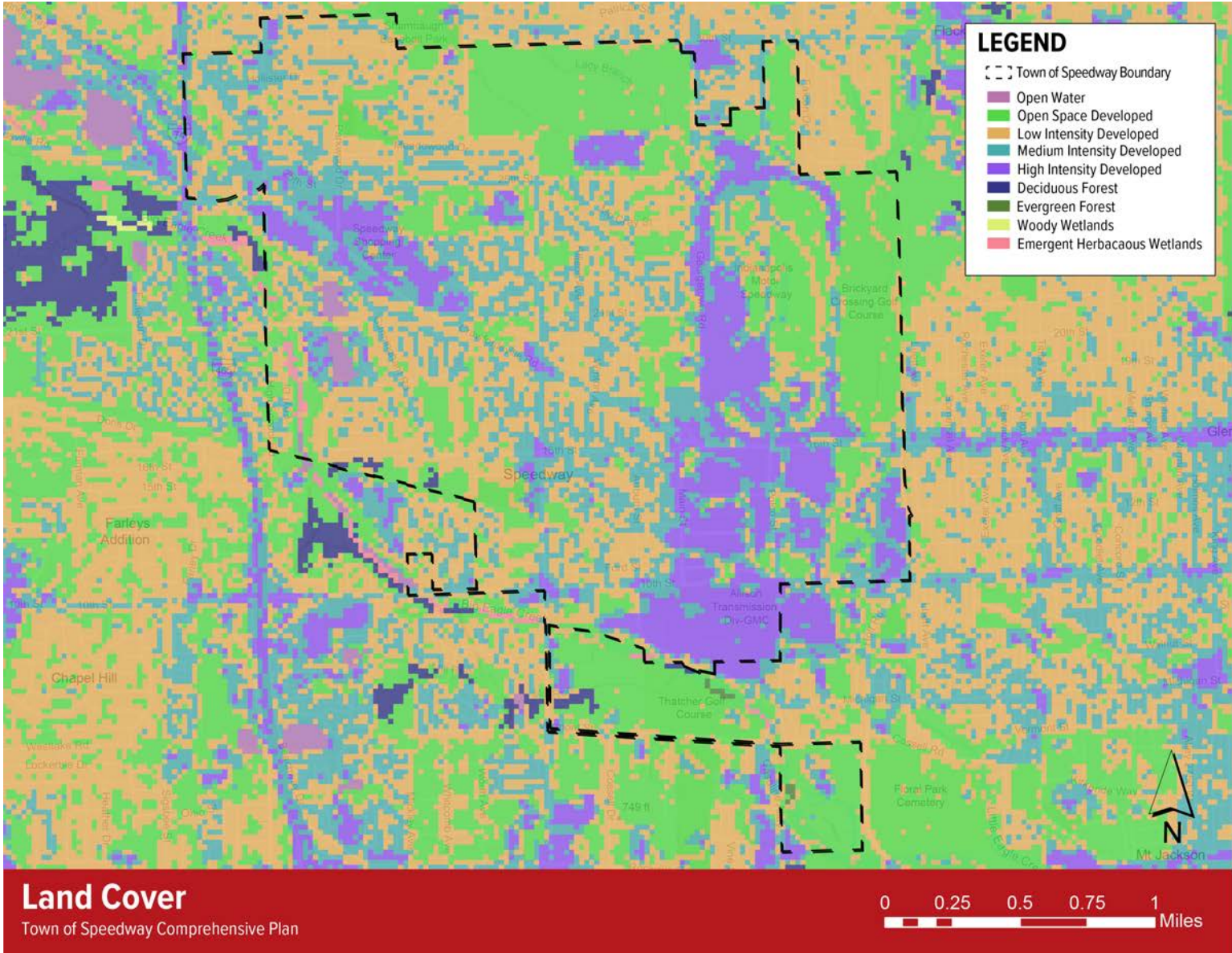
⁸ USDA-NRCS Official Soil Series Description View By List

⁹ Miami Indiana State Soil

The Two Soil Types in Speedway



Speedway Land Cover



LAND COVER

Land cover is the type of features on the surface such as development, open water, forest, wetlands, crops, etc. Land covers in Speedway are spread out mostly evenly in between open space development, low intensity development, and high intensity development. Medium intensity development is also spread out throughout Speedway town limits.

THE ADMINISTRATIVE AND REGULATORY ENVIRONMENT

Speedway is a Town incorporated under Indiana state law, with a Town Council serving both as legislative and, through the election of a Council President, executive functions. A separately elected Clerk-Treasurer manages the community's fiscal matters. Unusually, Speedway is classified as an "excluded community" in the Indianapolis Class I consolidated City-County organizational structure, one of only four communities in Marion County (and the State) to have this designation (the others being the Cities of Beech Grove, Lawrence, and Southport), and the only one classified as a Town. Functionally, this means that the City of Indianapolis serves as the County Government within which Speedway is nested, and technically all of the areas not included in the corporate boundaries are considered part of Indianapolis. This structure has been in place since 1970.

From a practical standpoint, Indianapolis has been serving several public service functions for Speedway, including the operations and oversight for its major roadways, as well as its planning and zoning functions. Recently, a change in State Law (citation?) allowed excluded communities to establish their own planning and zoning functions; the Town is developing this Comprehensive Plan as the first step in its new planning functions, while a final decision on assuming zoning and subdivision review functions is forthcoming.

EMERGENCY SERVICES¹⁰

POLICE AND FIRE DEPARTMENT

The Police Department is located along North Lynhurst Drive. The police department serves the residents of Speedway. Some specialized units include the Honor Guard Unit, K-9 Unit, motorcycle units, SWAT Unit, DARE Unit, and bicycle units. They also have the Speedway Police Department Investigations Division, which is currently under the supervision of Lieutenant Dan Eacret and Sergeant Jim Thiele.

FIRE DEPARTMENT

The Fire Department is located along North Lynhurst Drive. The operations division is the largest department within the Speedway Fire Department (SFD); this division is responsible for emergency medical services, fire suppression, mitigation of disasters, and rescue activities. The current department chief is Bob Fishburn.

The SFD provides career opportunities, fire station tours, and youth firestop programs.

The Operations Division is responsible for emergency medical services, fire suppression, mitigation of disasters, and rescue activities. This division is comprised of one battalion staffing two districts within the Town of Speedway. These firefighters work an alternating schedule of 24-hour shifts. The firefighters provide emergency medical services and perform non-emergency calls, such as assisting with flooded buildings and homes. They also provide stand-by emergency and medical support at large public events and work with the community to educate and raise general awareness of life safety issues.

¹⁰ Fire Department / Speedway, IN



EMERGENCY MANAGEMENT SERVICES RESPONDERS¹¹

Marion County Emergency Services refers to a government agency at the federal, state, county, or local level that is the lead agency for emergencies, including preparation, response, and recovery services. The types of emergencies that fall within the Marion County Emergency Management Agency's jurisdiction include natural disasters, severe weather incidents, civil unrest, and other events that pose a major threat to public safety or significant disruption to civil society.

You may contact Emergency Services for questions about:

- Marion County emergency preparedness
- Emergency management services
- Emergency first response services
- Natural disasters
- Emergency Management Office jobs and employment

EMERGENCY SHARED SERVICES¹²

The Indianapolis Emergency Medical Services (IEMS) is a division of Health and Hospital Corporation with Eskenazi Health. It provides emergency and non-emergency medical transport services for residents in Speedway and visitors of Marion County, Indiana, including transfers between medical facilities.

IEMS is the largest emergency pre-hospital medical care provider in Indiana, responding to more than 100,000 911 calls annually. IEMS serves the community through emergency care, unique outreach programs, and educational opportunities.

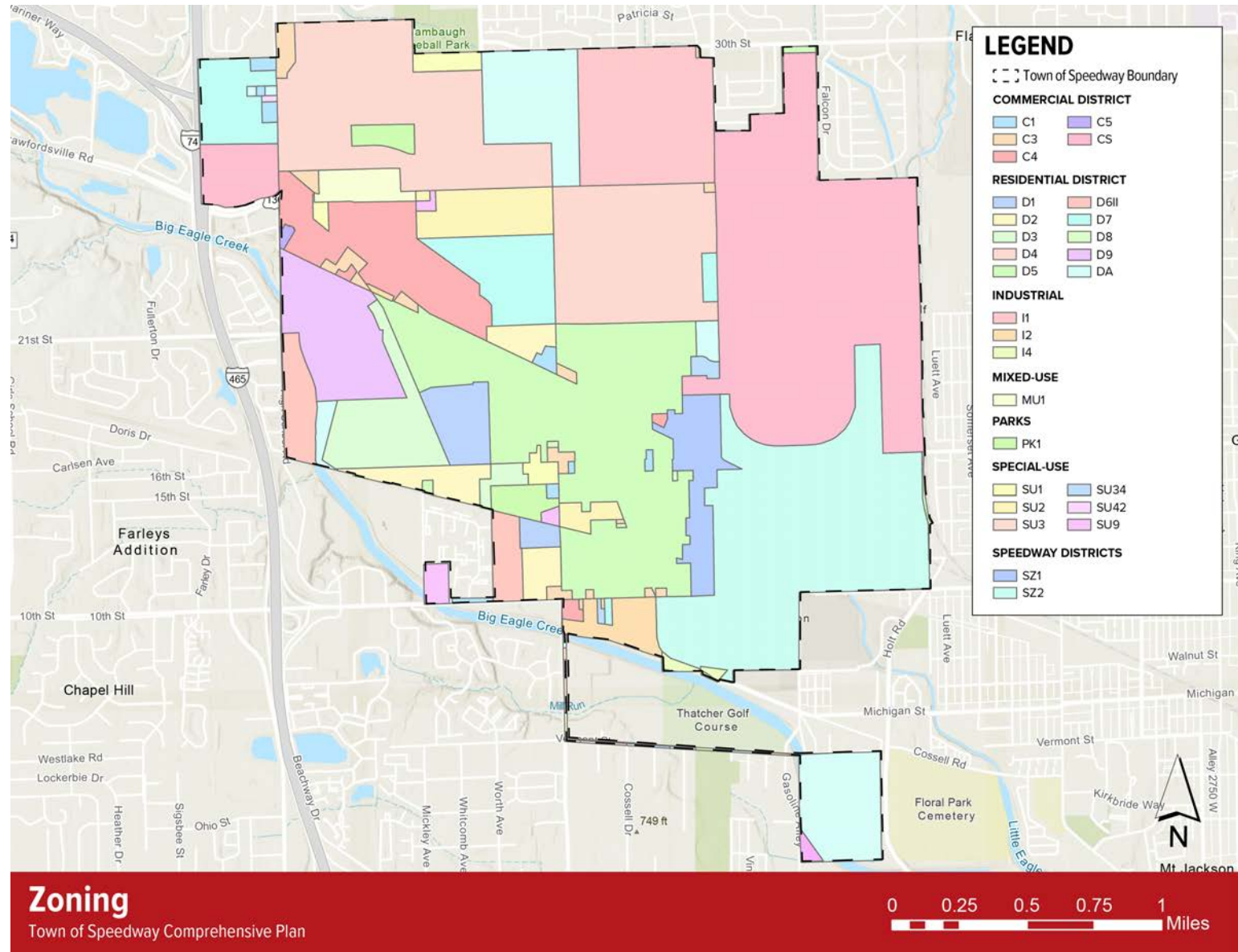
¹¹ Emergency Services Offices - Marion County, IN.

¹² About – Indianapolis EMS





Zoning Districts in Speedway



ZONING

The Town of Speedway is located within Marion County and is governed by Indianapolis/Marion County zoning ordinances.

RESIDENTIAL

Residential zones in Speedway were classified into nine dwelling districts: one, two, three, four, five, six-two, seven, eight, and agriculture districts. Dwelling district four was the most prevalent residential zone, comprising 25.78 percent of the town. Dwelling district four is intended for low or medium-intensity single-family and two-family residential development. Dwelling district five consists of 11.10 percent of the town. The combined zoning coverage of both districts is more than a quarter of the town's zoning coverage area.

COMMERCIAL

Commercial zones included office-buffer, neighborhood commercial, community regional, general commercial, and commercial-special districts. The commercial-special district was the most prevalent commercial zone, consisting of 18.07 percent of the town. One of the two commercial-special districts was located at the Indiana State Motor Speedway, and the second was located by 1-465 and West 21st Street. The community regional district occupied 3.73 percent of Speedway's zoning area; the district is mainly located along Crawfordsville Road and is intended for home improvement stores, department stores, theatres, and commercial centers.





INDUSTRIAL

The industrial zone in Speedway was divided into three zoning districts: restricted industrial, light industrial, and heavy industrial. The restricted industrial district occupied 4.56 percent and was located on West 30th Street and Georgetown Road; this is the Indianapolis Motor Speedway Lot 1B. Light industrial was located by Big Eagle Creek and West 10th Street.

MIXED-USE

Another zone district within Speedway includes a mixed-use district. That occupied 0.71 percent of the town and is located between West 25th Street, Crawfordsville Road, and Parkway Drive. The mixed-use one district intends to develop intermixed high-rise office uses and apartments.

PARK DISTRICT

Park district one is located within Speedway, occupying 0.81 percent of the town. Park district one includes public, institutional, religious, and civic uses and commercial and industrial uses for wireless communication facilities.



SPECIAL-USE DISTRICTS

Special-use zones in Speedway were classified into seven districts: religious use, indoor or outdoor entertainment or recreation, school, golf course, club room or ballroom, gas utility, and government building or grounds. Schools occupied 1.88 percent of the land uses. These districts included Speedway Senior High School and Carl G. Fisher Elementary School.

SPEEDWAY DISTRICTS

Speedway districts included Speedway Main Street district and Speedway industrial district. These two combined occupied 12.9 percent of the town. Some permitted uses for Speedway main street district include residential, public, institutional, religious, and civic uses, as well as agricultural, animal-related, food production, commercial, and industrial uses. For Speedway, industrial uses include:

- Public, institutional, religious, and civic uses
- Agricultural, animal-related, food production
- Commercial
- Industrial uses

Acres and Percentage of Zoning Districts in Speedway

TOWN ZONING	SPEEDWAY TOWN, IN	
	Acres	% Of Total
C1: Office-Buffer District	13.471	0.39%
C3: Neighborhood Commercial District	29.359	0.84%
C4: Community-Regional District	129.511	3.73%
C5: General Commercial District	2.076	0.06%
CS: Commercial-Special District	627.755	18.07%
D1: Dwelling District One	47.202	1.36%
D2: Dwelling District Two	59.74	1.72%
D3: Dwelling District Three	83.581	2.41%
D4: Dwelling District Four	895.868	25.78%
D5: Dwelling District Five	385.82	11.10%
D6II: Dwelling District Six-Two	22.181	0.64%
D7: Dwelling District Seven	124.722	3.59%
D8: Dwelling District Eight	1.371	0.04%
DA: Dwelling Agriculture District	245.336	7.06%
I1: Restricted Industrial District	158.391	4.56%
I2: Light Industrial District	37.825	1.09%
I4: Heavy Industrial District	1.654	0.05%
MU1: Mixed-Use One District	24.587	0.71%
PK1: Park District One	28.167	0.81%
SU1: Religious Use	22.108	0.64%
SU2: School	65.324	1.88%
SU34: Club Room or Ballroom	5.866	0.17%
SU42: Gas Utility	0.815	0.02%
SU9: Government Buildings or Grounds	13.549	0.39%
SZ1: Speedway Main Street District	59.572	1.71%
SZ2: Speedway Industrial District	388.889	11.19%
TOTAL	3474.74	

Source: Marion County GIS, Town of Speedway Zoning Map 2014.

VARIANCES

Variances are required when a property owner wants to use or build on a property in a manner that is not permitted in the city or town's corresponding zoning district. Variance trends can indicate a problem with the zoning code or an area in the town that strays from the zoning district. According to 2022 enforcement cases from the town's database, 10 cases were approved as variance development, and four were approved as variance uses.

FORM-BASED CODE/DESIGN STANDARDS/HISTORIC PRESERVATION REQUIREMENTS

The zoning code includes historic preservation requirements for buildings in the historic district. The Indianapolis Historic Preservation Commission may consider and act upon any proposed use and site and development plans, approve them in whole or in part, and impose additional development standards. Historic preservation district design standards include but are not limited to setback lines and minimum yards: front, side, and rear, maximum height, low coverage, open space, off-street parking, and signs.¹⁴

REQUIREMENTS – HIGH LEVEL

Requirements vary between zoning districts. High-level requirements usually include elements such as setback, lot size, max height, max area, and specific uses allowed in each district.

TIF DISTRICTS

There are two TIF districts in the Town of Speedway. The Speedway Allocation Area is right off I-465 and long Crawfordsville Road. The second is Speedway Redevelopment Area and South Indianapolis Motor Speedway.

¹³ Open Indy Data Portal

¹⁴ Indianapolis, IN/Consolidated Zoning/Subdivision Ordinance

COMMUNITY FACILITIES

EDUCATION FACILITIES

Elementary

Speedway has four elementary schools. Frank H. Wheeler Elementary School is located along Meadowood Drive, James A. Allison Elementary School along 22nd Street, Arthur C. Newby Elementary School along Crawfordsville Road, and Carl G. Fisher Elementary School along 14th Street.

Middle ¹⁵

Speedway Junior High School is in Speedway. This is located on Allison Avenue and West 14th Street. The school serves grades 7 to 8 and the approximate population is 291 students.

High

Positioned along 25th Street and North Lynhurst Drive, Speedway Senior High School is the only public high school in the town. The high school has recreational facilities such as tennis courts, baseball and softball fields, soccer fields, a football field, and a track and sports field.¹⁶

College/University

Speedway does not have a college within the town boundaries, but some institutions are located within a ten to-15-minute drive. These institutions include Marian University's Saint Joseph's College, Ivy Tech Community College, and Indiana University-Purdue University Indiana.

Vocational

Located along 16th Street, the St. Christopher School is an educational ministry of St. Christopher parish. This institution promotes its students' spiritual, moral, intellectual, physical, and social growth.¹⁷

¹⁵ Speedway Junior High School

¹⁶ School Town of Speedway

¹⁷ St Christopher School





CIVIC FACILITIES

Government Services

Speedway Town Hall and Speedway Municipal Center are at the corner of Crawfordsville Road and North Lynhurst Drive. Indianapolis West Bureau of Motor Vehicles (BMV) branch is located near the Marion County West Division of Family Resources, along Crawfordsville Road.

Post Office

United States Postal Service is located on West 25th Street within Speedway's town limits. There are about 26 locations of the US Postal Service within Marion County.¹⁸

Healthcare Facilities

Dignity Home Care Services provides affordable home care services.¹⁹

Sidney and Lois Eskenazi Hospital is located about four miles east of the center of Speedway. This hospital offers health care to Marion County and Central Indiana residents, providing treatment and services to more than one million outpatient visits annually.²⁰

Riley Children's Health is located about four miles east of the center of Speedway. This hospital is the most extensive and skilled pediatric system, providing kids with primary and specialty care services.²¹

IU Health Home Care Indianapolis is located about six miles east of the center of Speedway. Indiana University Health is the largest network of physicians in the state of Indiana.²²

Community Health Pavilion is located on Main Street. Community Health Pavilion offers healthcare to families in Speedway and surrounding neighborhoods on the west side of Indianapolis.²³

Oak Street Health is Speedway's primary care doctor's office at the Speedway Super Center next to Speedway Fire Station 89 and Speedway Public Library. Oak Street Health accepts all Medicare Supplement plans (MediGap plans) and other insurances.²⁴

HealthNet Speedway Health and Dental Center offers health care to support healthier people, families, and communities. The facility is in the Speedway Super Center along Crawfordsville Road, offers financial services, and accepts all Medicare, Medicaid, Hoosier Healthwise, and commercial insurance plans.²⁵

¹⁸ Post Offices - Marion County, IN

¹⁹ Dignity Home Care Services

²⁰ Eskenazi Health

²¹ Riley Children's Health

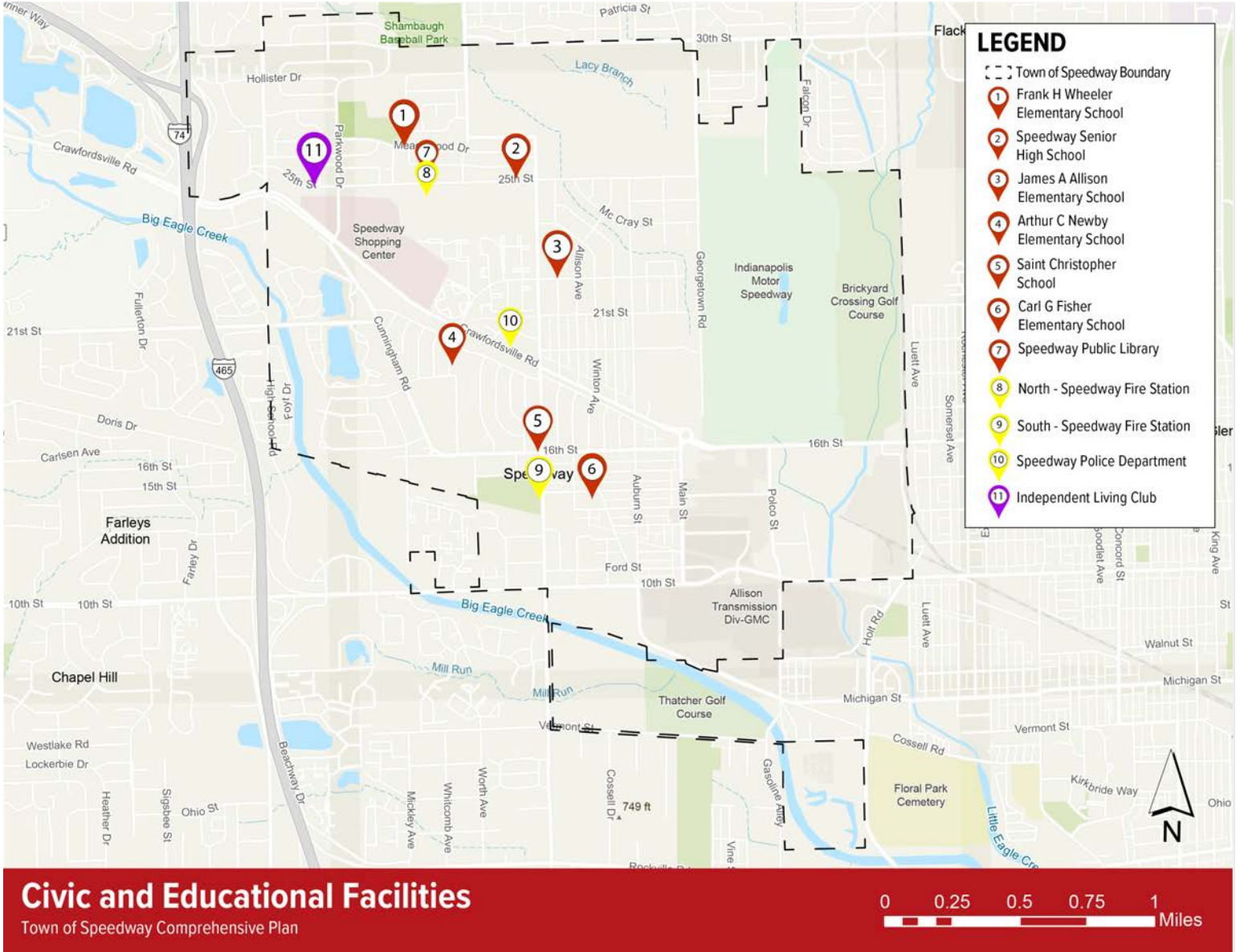
²² Indiana University Health

²³ Community Health Pavilion Speedway | Community Health Network

²⁴ Oak Street Health Speedway Primary Care Clinic & Doctor's Office in Indianapolis, IN

²⁵ Speedway Health & Dental Center | HealthNet

Educational and Civic Facilities Located in Speedway



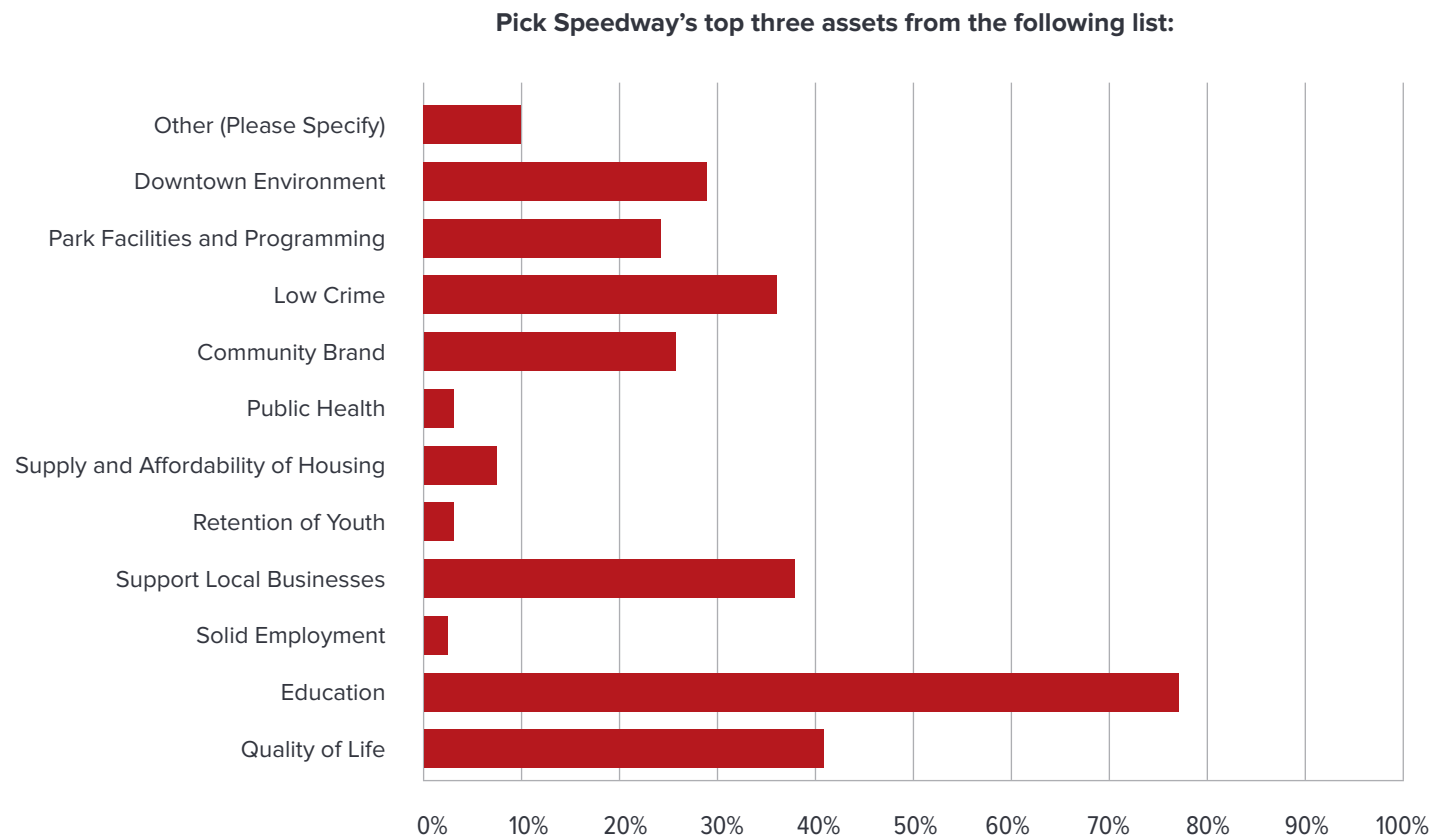


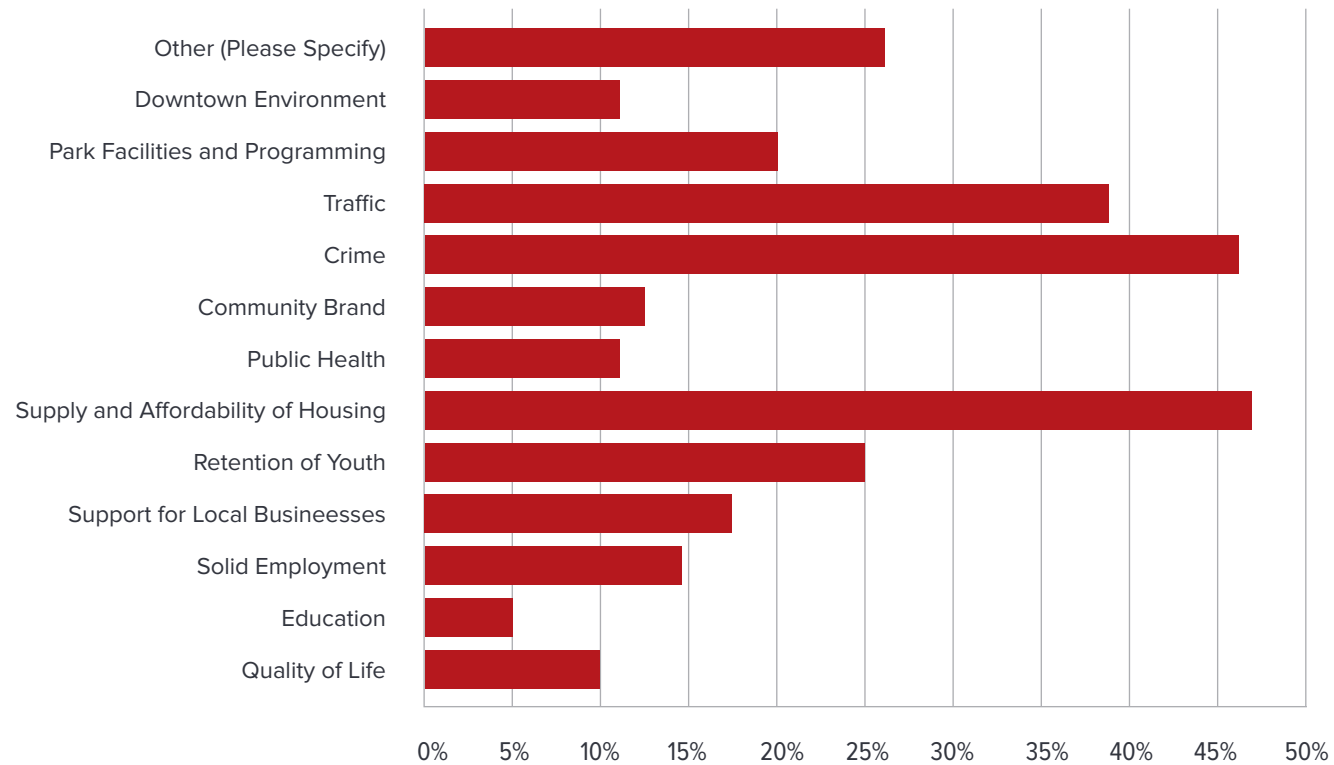
APPENDIX B

ONLINE SURVEY RESULTS

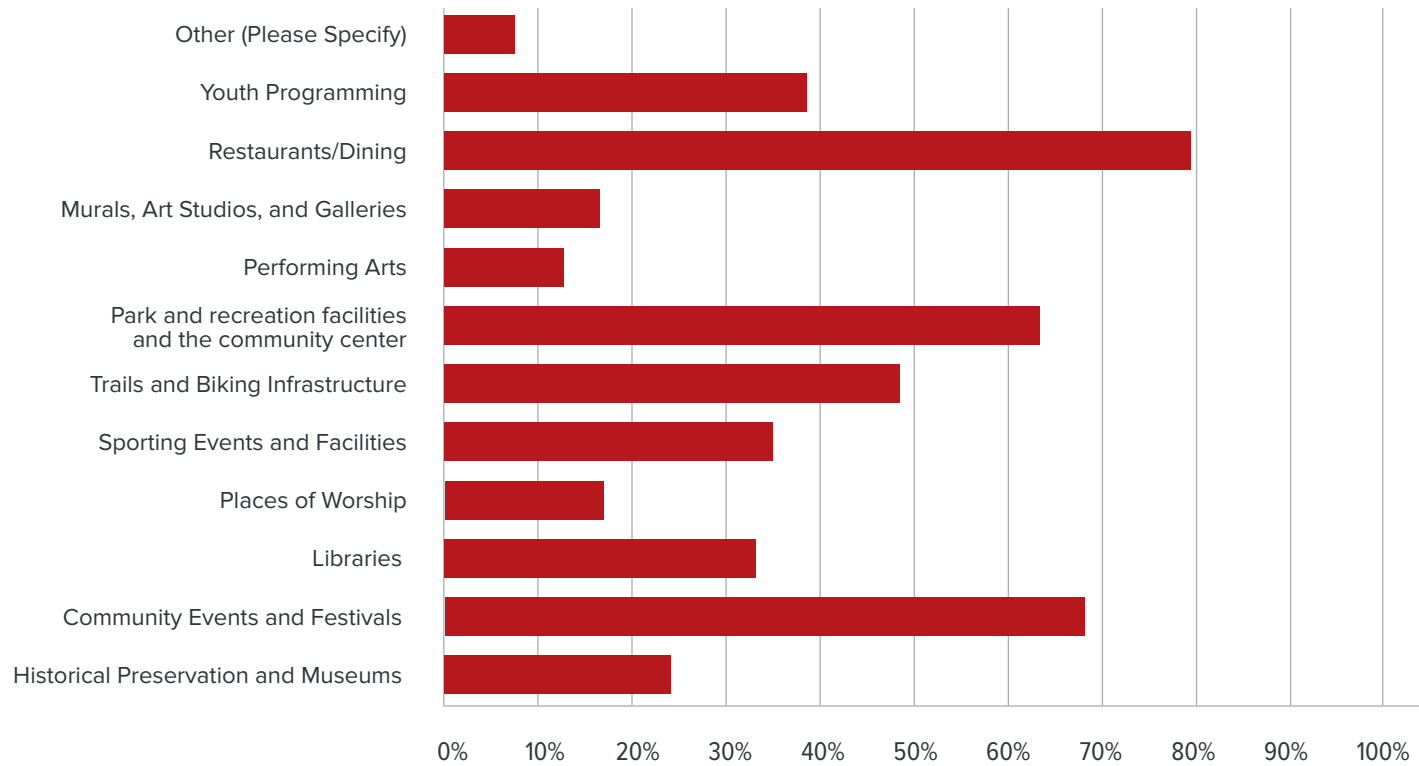
APPENDIX B: ONLINE SURVEY RESULTS

The survey was available for two months and was advertised by the Town. Project team members also heavily advertised the survey at all the public events and were available to answer additional questions or comments about the project. Overall, the survey received 534 responses.

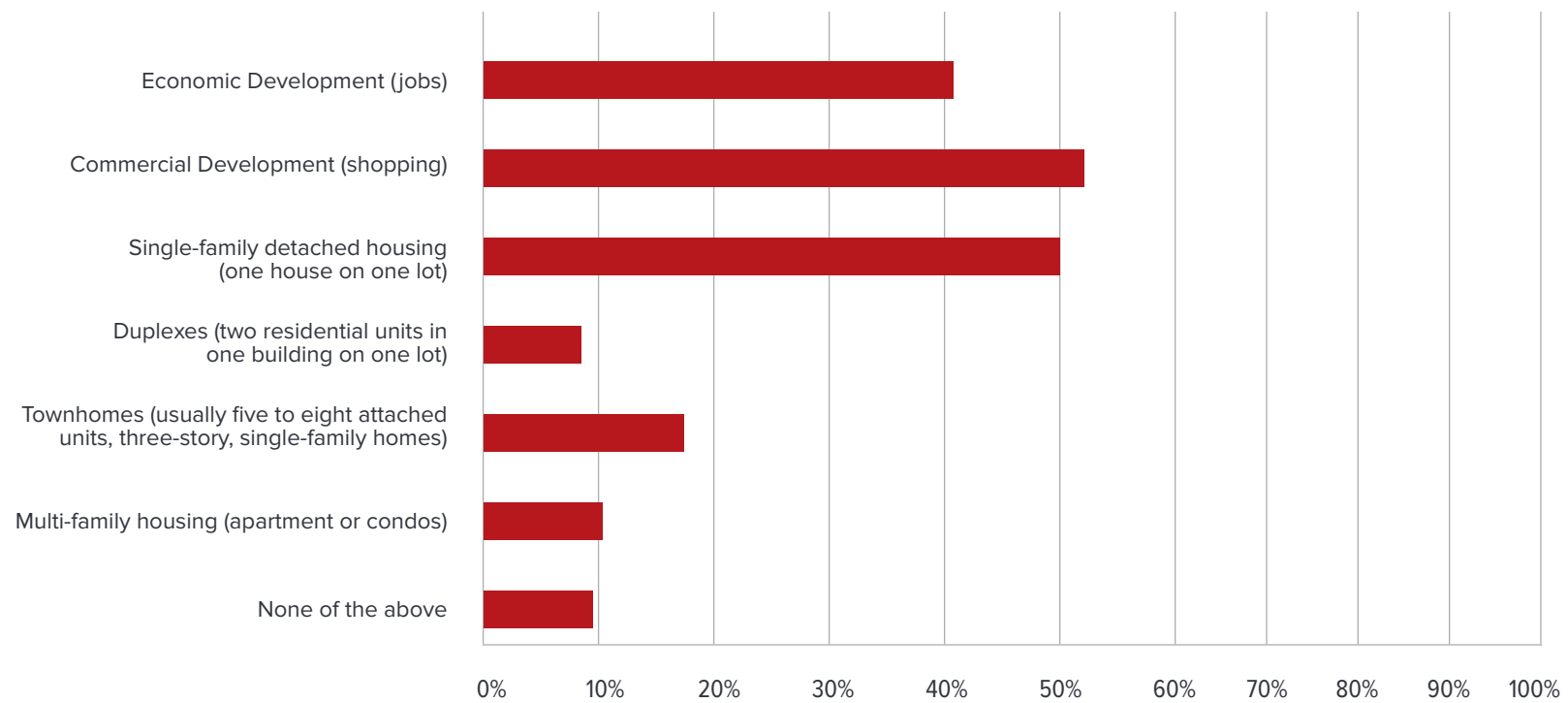


Pick Speedway's top three challenges from the following list:

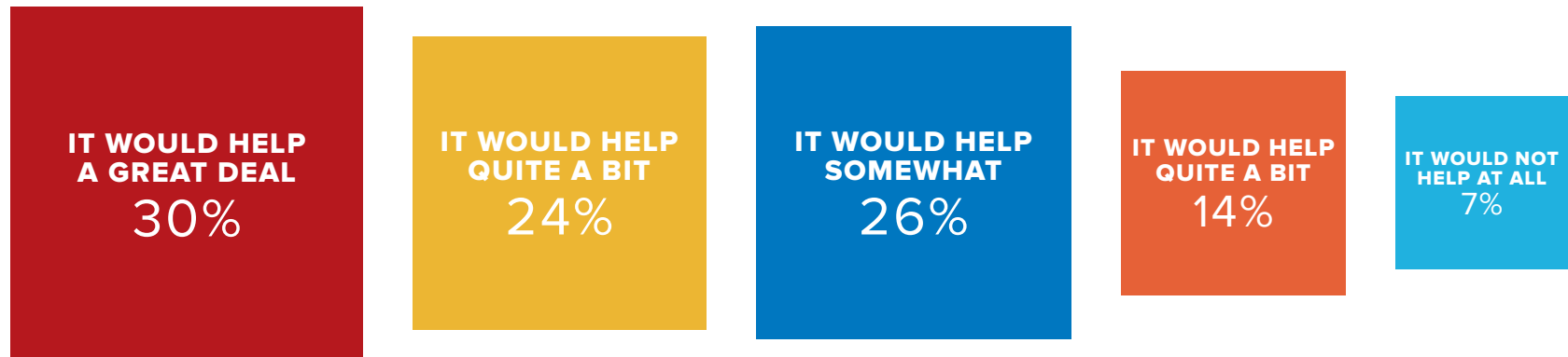
How important are the following amenities to you? Choose up to five?



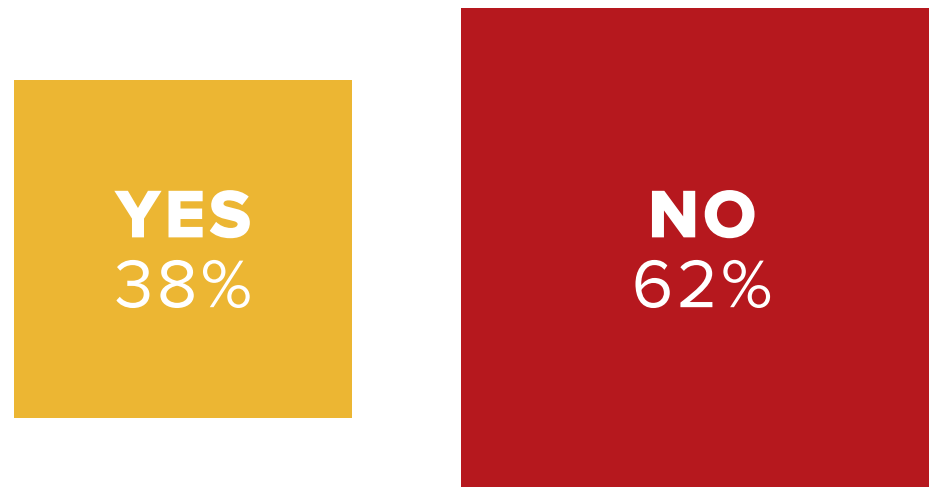
**What type of growth does Speedway need more of?
Choose any that you would like to see.**

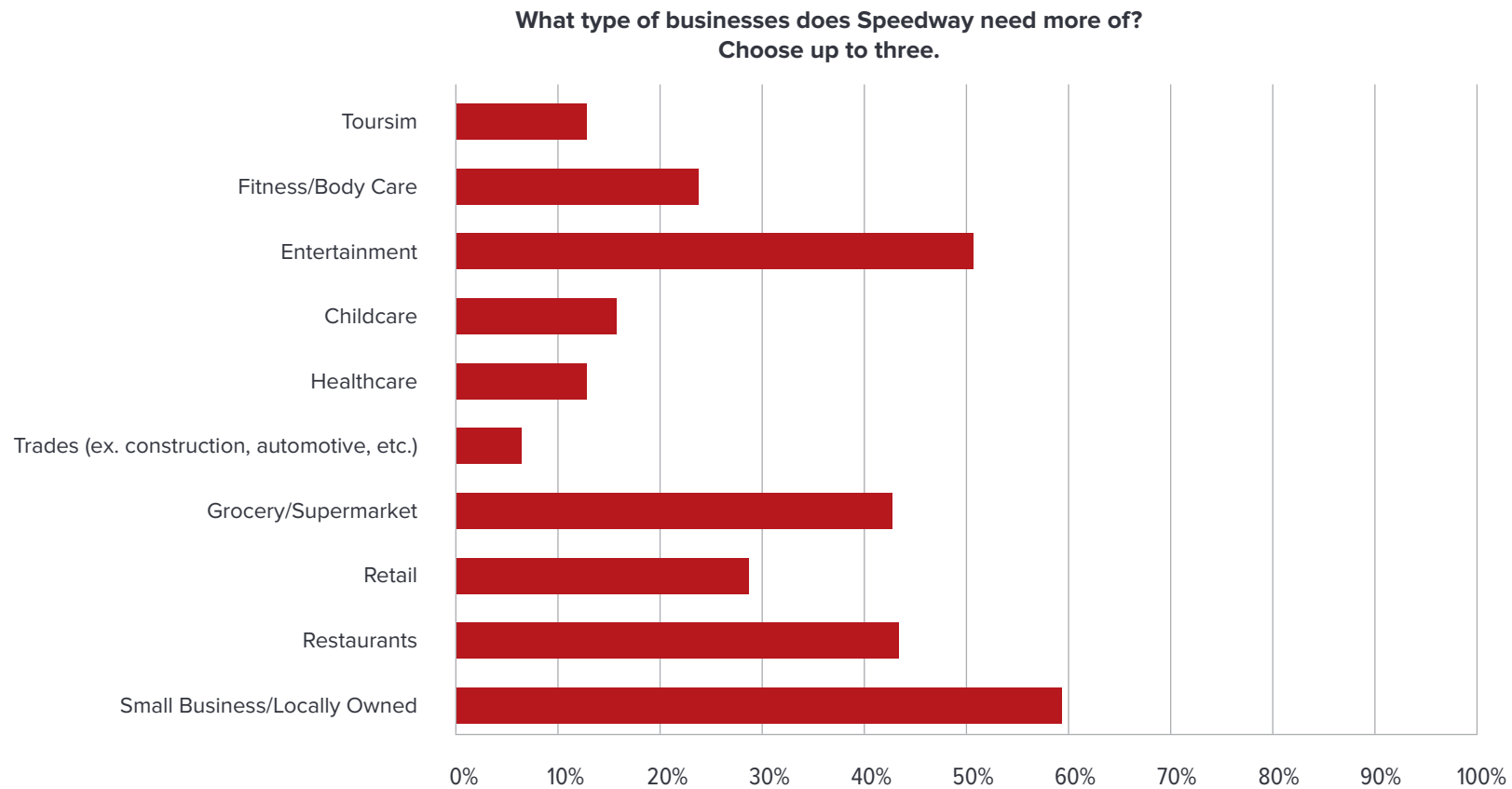


So you think it would benefit the town to expand
bicycle trails and sidewalks?

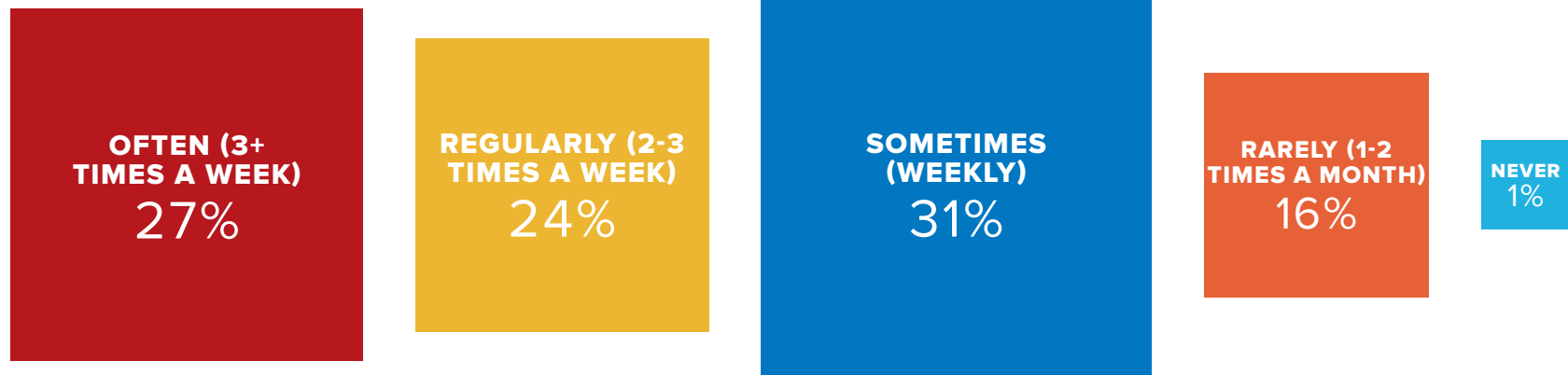


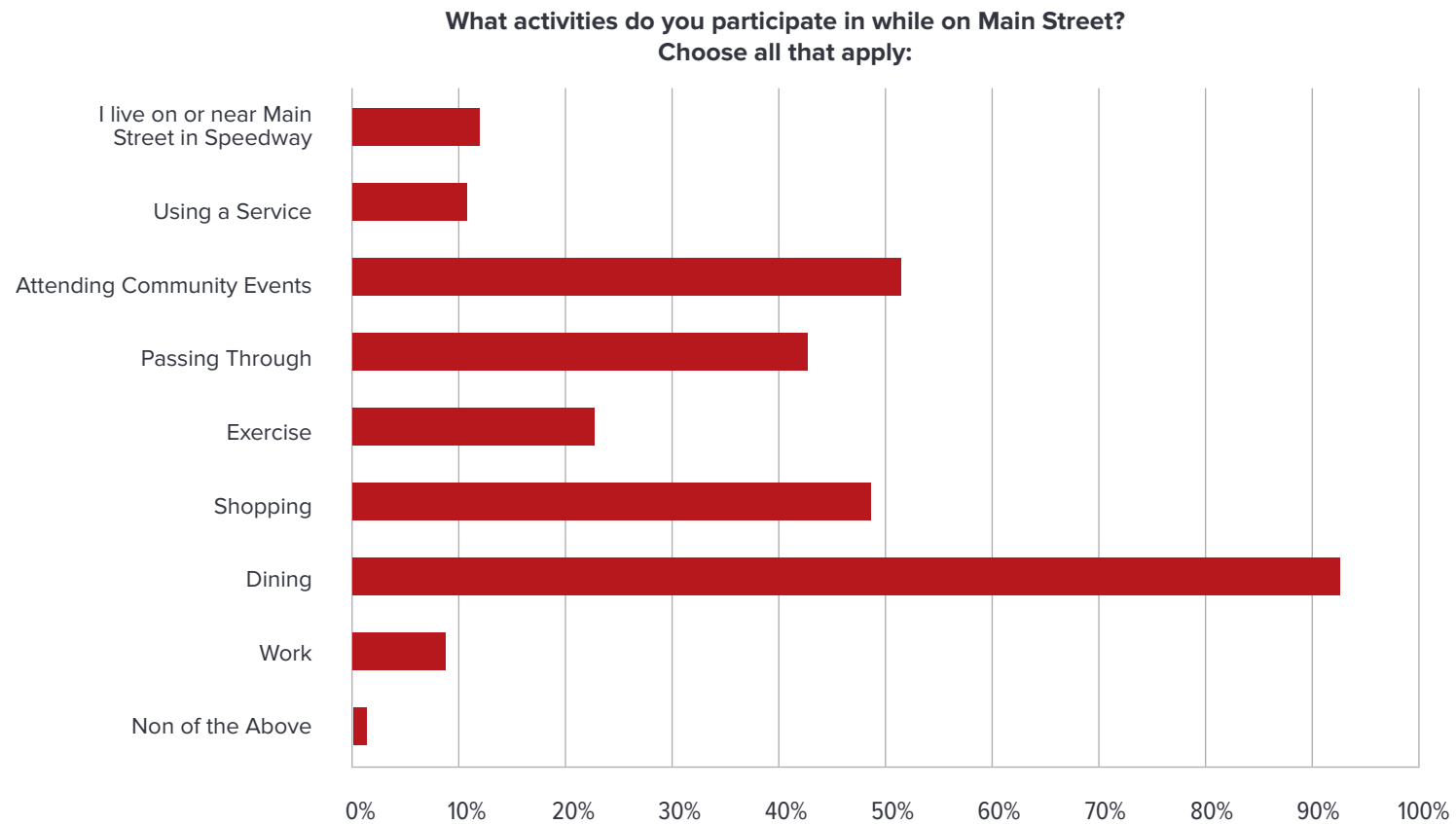
Would you like to see public transit (bus) in Speedway?





How often do you visit Main Street in Speedway?

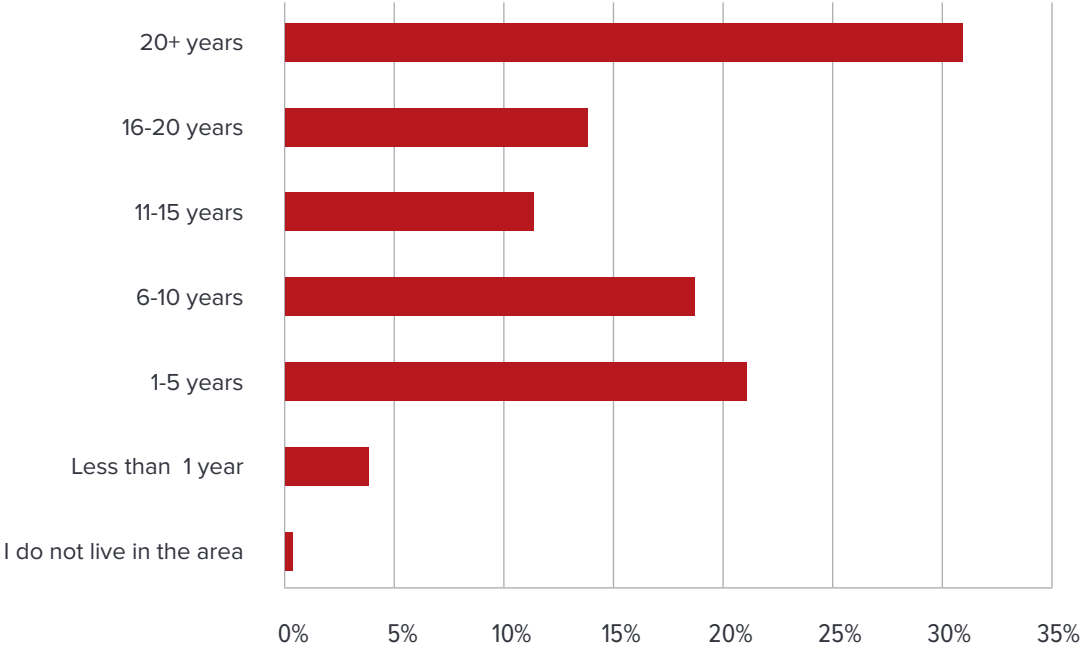


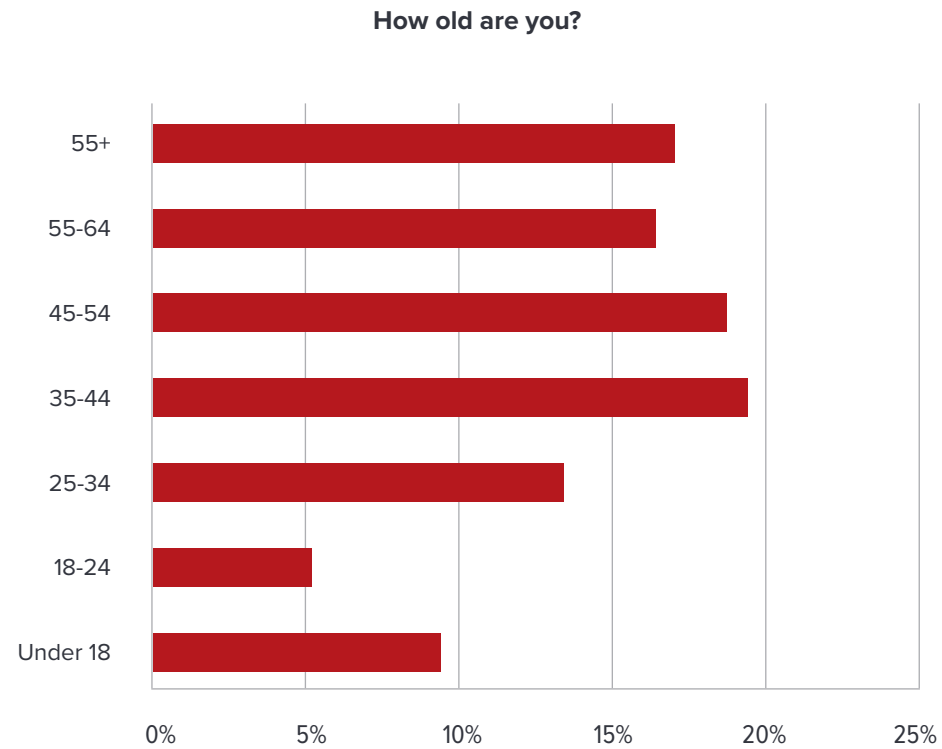


How often do you visit parks in Speedway?



How long have you lived at your primary residence?





Is your workplace in Speedway?







APPENDIX C

REVIEW TEAM MEETING SUMMARIES



**Town of Speedway Comprehensive Plan
Review Team Meeting #2
October 20, 2022, | 4:30 PM
In-Person Meeting**

MEETING NOTES:

Attendees:

Tammy Smith	Adam Young	Natalie Kroger – ASI
John Dizney	Karen Welch	Philip Roth – ASI
Cheryl McElroy	Austin Templin	Patty Salgado – ASI
Rhonda Schwartz	Jennifer Miller	
Gary Raikes	Sean Harrold	
Todd Cook	David Lindsey	

12 out of 15 in attendance.

On October 20, 2022, we conducted our second Review Team Meeting at the Speedway Municipal Center. Phil began the presentation by introducing a roleplaying exercise to the Review Team.

The goal of the roleplaying exercise was to get all team members to discuss important topics that emerged from public engagement and stakeholder meetings. For this activity, the committee was divided into four groups, the residents, employees/job-seekers, visitors, and the town officials. During the exercise, all groups were asked a series of questions and statements that were discussed internally and shared with all other groups at the end for discussion.

The questions asked in the activity include:

1. What does it mean that our school system is well-regarded?
2. We are a small town sitting in a larger urban environment.
3. Once or twice a year, we are the center of worldwide attention.
4. Speedway has a lot of large employees and small businesses.

Below is a summary of what the teams shared with us regarding their opinions on the questions asked.

Residents (existing and potential):

1. It is important because children get a good education. At Speedway, our children get a private education at a public school cost.

2. Speedway is a small town that offers big city amenities but still maintains the small-town feel. The Town has easily accessible jobs and the most benefits of city government.
3. During this time, the Town welcomes many visitors from around the world, which is good for the Town's economy. Residents either embrace it or dislike it.
4. Speedway has a variety of job opportunities and the large business help with the tax liability. Having a combination of large and small businesses helps balance the economy. Also, the Town is very accessible and is a walkable and bikeable town.

Town Officials

1. Although growth can be good and bad, having an excellent school system is good for Speedway because it means growth for the Town. Also, we are a walking community, and because of the Town's size, students can walk to the schools.
2. Crime statistics have increased, but crime is not coming from current residents but from outsiders. Also, we have easy access to jobs and public transit thanks to the Town's location.
3. During the Indianapolis 500 race, we have all hands on deck! This is a great time to spread our brand and for the Town to get brand recognition. During this time, code enforcement is implemented the most; our Town officials collaborate with other city officials to ensure the safety of the residents and visitors.
4. All our businesses are supporters of events. For example, for the Taste of Speedway event, we had a lot of local restaurants and businesses attend the event. Also, having a variety of businesses help with the diversity of the tax base.

Employees

1. It is important to note that our school's employees get great benefits and pay. Also, our schools offer a supportive administration to employees to focus on great results.

Also, having a good school system is important because people move to locations with good schools, lower tax rates, and small classrooms for a better education. Schools are a good steward of town money. Also, the location and size of the Town are important in this case because our students have a minimum commute time.

2. Once again, location is important. We are located right by the City of Indianapolis, which gives us a lot of benefits. We are a small town with big city benefits. We have easy access to the shopping areas or event easy access to the Indianapolis Airport.
3. The Indianapolis 500 race is important for the Town because is a great way to advertise our Town. This event also brings job opportunities and fundraising opportunities. During this time, different part-time jobs are created to help with the event.
4. We have large employers that offer career growth. We also have a lot of opportunities for people to open a local small business in the Town.

Visitors

1. We believe that having a good school system in the Town is not very important for visitors.
2. Because we are a small town sitting in a large urban area, people come to our Town instead of going to the big city. For example, during conferences in Downtown Indianapolis, some visitors choose to stay in our Town instead of renting hotels in the city.

3. The Town gets multiple visitors all year round. Sure, during the Indianapolis 500 race, the Town becomes the center of attention, but there are other interesting things on why people visit the Town other times during the year. For example, the museum attracts visitors, which means that it brings money all year.
4. Large employees host Corp events in Town, which help showcase the Town. Small business help bring visitors to the Town.

After the exercise once was completed, Phil started the PowerPoint presentation:

The PowerPoint covered the following topics:

5. Introduction
6. Current Progress
 - a. What we have done so far
 - b. Existing Conditions – Key Trends
7. Engagement Methods
 - c. What we have heard so far from stakeholders
 - d. Key Themes from Public Engagement Events
8. Community Discussion
 - e. Goals and Objectives Discussion
 - i. Goal Types
 1. Good Planning Practices – National trends and best practices in the planning industry.
 2. Legacy Goals – Goals from past planning documents in the region.
 3. Needs Goals - based on growth, development, and population projections.
 4. Mandated Goals – Goals required by state law.
 5. Aspirational Goals – key trends heard from public engagement, things the public would like to see.
 - ii. Land Policy Exercise

Land Policy Exercise

For this activity, the committee was divided into two groups. Each group was given a base map of the Town. The participants had the opportunity to mark areas where they would like to see infill, revitalization, or redevelopment within the Town.

Topics to follow up:

- o The Review Team members were asked to start thinking about goals and objectives that the Town should focus on for this Comprehensive Plan.
- o The Review Team members will share their thoughts on goals and objectives at our next meeting.
- o We will start drafting the goals and objectives and vision statement.



**Town of Speedway Comprehensive Plan
Review Team Meeting #3
December 6, 2022, | 4:30 PM
In-Person Meeting**

MEETING NOTES:

Attendees:

Tammy Smith	Adam Young	Natalie Kroger – ASI
John Dizney	Karen Welch	Philip Roth – ASI
Cheryl McElroy	Austin Templin	Patty Salgado – ASI
Rhonda Schwartz	Grant Kleinheinz	
Gary Raikes	Sean Harrold	
Todd Cook	David Lindsey	

12 of 15

On December 6, 2022, we conducted our third Review Team Meeting at the Speedway Municipal Center. Phil began the presentation by introducing the draft goals and objectives. The team was then led through a land use exercise using monopoly style cards. The items discussed in the powerpoint included:

1. Introduction
2. Current Progress
 - a. What we have done so far
3. Goals and Objectives
 - a. Discuss the goals and objectives drafted
 - b. Discuss strategies and critical path strategies for the plan
4. Land Use Scenarios
 - a. Land use exercise
5. Next Steps
 - a. Final land use plan
 - b. Strategies
 - c. Critical Path Strategies

The goal of the monopoly exercise was to get all team members to discuss housing and land use types in potentially identified areas for redevelopment. For this activity, the committee was divided into two

separate groups. During the exercise, all groups were asked a series of questions and statements that were discussed internally and shared with all other groups at the end for discussion.

Below is a summary of the discussion that occurred during the monopoly exercise.

1. The area to the north, referred to locally as the “Coke lot” due to its location to the Coke Plant, was discussed as an ideal location for the development of single family homes.
2. The shopping center should be redeveloped, some of this could include mixed use.
3. The vacant area just outside of the shopping center could be used for other residential types such as duplexes.
4. The vacant area to the town’s southwestern boundary near the B&O trail could include some type of multifamily development such as townhomes or condos.
5. The area near the junior high school could be redeveloped to accommodate townhomes or condos along the B&O trail.
6. Mixed use development should continue to occur on Main Street and near the IMS.

Topics to follow up:

- o The Review Team members will share any remaining thoughts on goals and objectives at our next meeting.
- o We start drafting the future land use plan and selecting critical path strategies for implementation.



**Town of Speedway Comprehensive Plan
Review Team Meeting #4
January 9, 2023 | 4:30 PM
In-Person Meeting**

MEETING NOTES:

Attendees:

Tammy Smith	Adam Young	Natalie Kroger – ASI
John Dizney	Karen Welch	Philip Roth – ASI
Cheryl McElroy	Austin Templin	Patty Salgado – ASI
Rhonda Schwartz	Jennifer Miller	
Gary Raikes	Sean Harrold	
Todd Cook	David Lindsey	

12 of 15

On January 9, 2023, we conducted our fourth Review Team Meeting at the Speedway Municipal Center. Phil began the presentation by reviewing the goals and objectives. The land use recommendations and critical path strategies were then presented to the team for discussion. The items discussed in the powerpoint included:

1. Introduction
2. Revised - Goals and Objectives
 - a. Discuss the goals and objectives
 - b. Discuss strategies and critical path strategies for the plan
3. Land Use Recommendations
4. Critical Path Strategies
5. Next Steps
 - a. Final land use plan
 - b. Strategies
 - c. Critical Path Strategies

Below is a summary of the discussion that occurred during the meeting.

1. Bicycling should be included in the goals relating to transportation and connectivity.
2. The land use map should be more conceptual instead of specific identified parcels.
3. Room does not exist on the eastern portion of Crawfordsville Road for streetside development between the trail and road.

- a. However, node enhancements and crossings would be beneficial.
- 4. West Crawfordsville road on the south side has potential for redevelopment and intersection realignment.
 - a. Traffic calming and pedestrian crossings would enhance safety here.
- 5. The area near 26th street could present opportunity for another node and potentially some mixed use development.
 - a. The north side does not have as many destinations.

Topics to follow up:

- o The Review Team will share any remaining thoughts about the goals and objectives, future land use map, and critical path strategies with the project team.
- o The project team will provide the final draft of the plan.
- o The second round of public involvement will be scheduled.





APPENDIX D

PUBLIC ENGAGEMENT SUMMARIES

APPENDIX D: PUBLIC ENGAGEMENT SUMMARIES



Town of Speedway Comprehensive Plan Market at Meadowood and Speedway Summer Concert Series September 1, 2022 Public Outreach

MEETING NOTES:

On September 1, 2022, ASI staff attended the Market at Meadowood Park and Speedway Summer Concert Series. Town staff assisted with marketing the event and the opportunity for the public to provide input. Along with the opportunity to provide public input in person, ASI and town staff also advertised a public survey online and handed out QR codes to the public and vendors at the event. In addition to the town's promotion of the event and survey, the local news also recorded a segment and advertised the public outreach opportunities in time for the 5 o'clock segment. ASI staffed arrived for the farmer's market and then stayed for the evening concert. Roughly 100 people attended the event, and many approached ASI staff at the booth to discuss the barriers and opportunities for the town. Many also voiced they had heard about the event from the town's social media or had seen the survey advertised online.

Findings included:

- Traffic at several intersections along Crawfordsville Road.
- The need for more pedestrian crossings, specifically on Crawfordsville Road.
- Redevelopment of the shopping center on Crawfordsville Road.
- Improved trail connectivity.
- Increased housing stock.



**Town of Speedway Comprehensive Plan
Speedway Chamber Jazz Festival
September 17, 2022
Public Outreach**

MEETING NOTES:

On September 17, 2022, ASI staff attended the Jazz Festival at Main Street. The event is an annual festival organized by the Speedway Chamber of Commerce. The event was an opportunity given to the public to provide public input in person; ASI and town staff also advertised a public survey online and handed out QR codes to the public at the event. The Jazz Festival event was highly advertised in the community, and about 200 people attended to the event. ASI was able to educate the community about the Town of Speedway's Comprehensive Plan and to gather the community's thoughts on the town's future. Many people said they had heard about the event from the town's social media or seen the survey advertised online.

Findings included:

- Improving trail connections.
- Sidewalks improvements.
- Addition of new playground.
- Improvement for traffic control and pedestrian safety.
- Single-family development.
- Businesses restorations.



**Town of Speedway Comprehensive Plan
Taste of Speedway
September 22, 2022
Public Outreach**

MEETING NOTES:

On September 22, 2022, ASI staff attended the Taste of Speedway event. Town staff assisted with marketing the event and the sharing the opportunity for the public to provide input. As previously mentioned, ASI staff also advertised a public survey online and handed out QR codes to the public at the event. This event was highly advertised in the community and involved booths with local restaurants sampling food. Roughly 200 people attended the event, and many approached ASI staff at the booth to discuss the barriers and opportunities for the town. Many also voiced they had heard about the event from the town's social media, had seen the survey advertised online, or had encountered staff at an earlier public event.

Findings included:

- Traffic at several intersections along Crawfordsville Road.
- The need for more pedestrian crossings, specifically on Crawfordsville Road.
- Redevelopment of the shopping center on Crawfordsville Road.
- Improved trail connectivity.
- Increased housing stock.
- Main Street was seen as a key asset to the town and residents would like to see it continued.
- Emphasize the town's boundaries to differentiate between Speedway and Indianapolis.



**Town of Speedway Comprehensive Plan
Town of Speedway Community Day and Speedway Police Department National Night Out.
September 29, 2022
Public Outreach**

MEETING NOTES:

On September 29, 2022, ASI staff attended the Town of Speedway Community Day and Speedway Police Department National Night Out. Town staff assisted with marketing the event and the sharing the opportunity for the public to provide input. Along with the opportunity to provide public input in person, ASI and town staff also advertised a public survey online and handed out QR codes to the public at the event. This event was highly advertised by the town and this event and all other events were advertised in the projects website. Roughly 350 people attended the event, and many approached ASI staff at the booth to discuss the barriers and opportunities for the town. Many also voiced they had heard about the event from the town's social media, had seen the survey advertised online, or had encountered staff at an earlier public event.

Findings included:

- Improving sidewalks in residential areas.
- Improve traffic along Crawfordsville Road.
- Improve pedestrian safety in the round about located On amin Street and Crawfordsville Road.
- The need small shops and restaurants.
- Improve the Speedway Shopping Center and Kroger.
- The need for a community center.



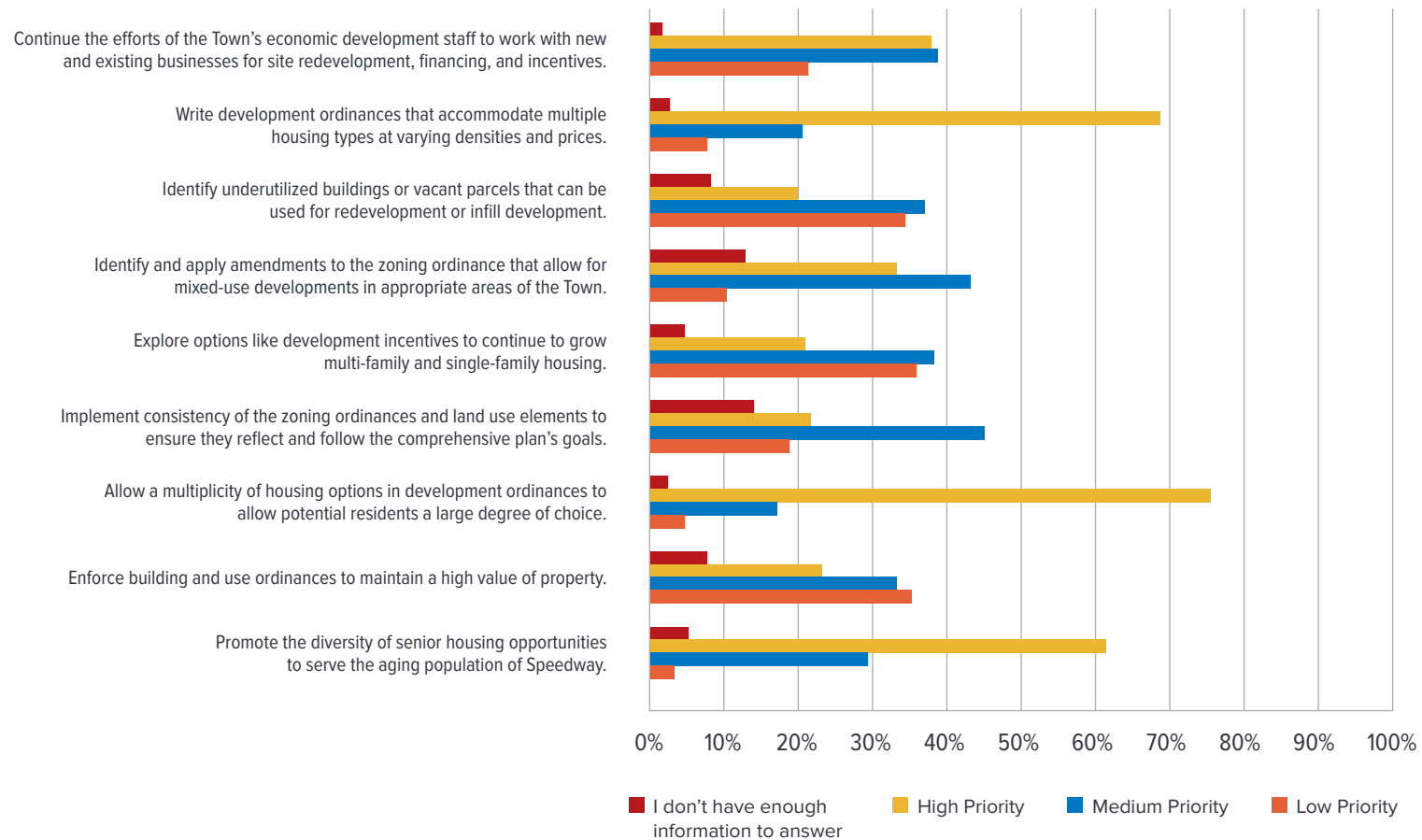
APPENDIX E

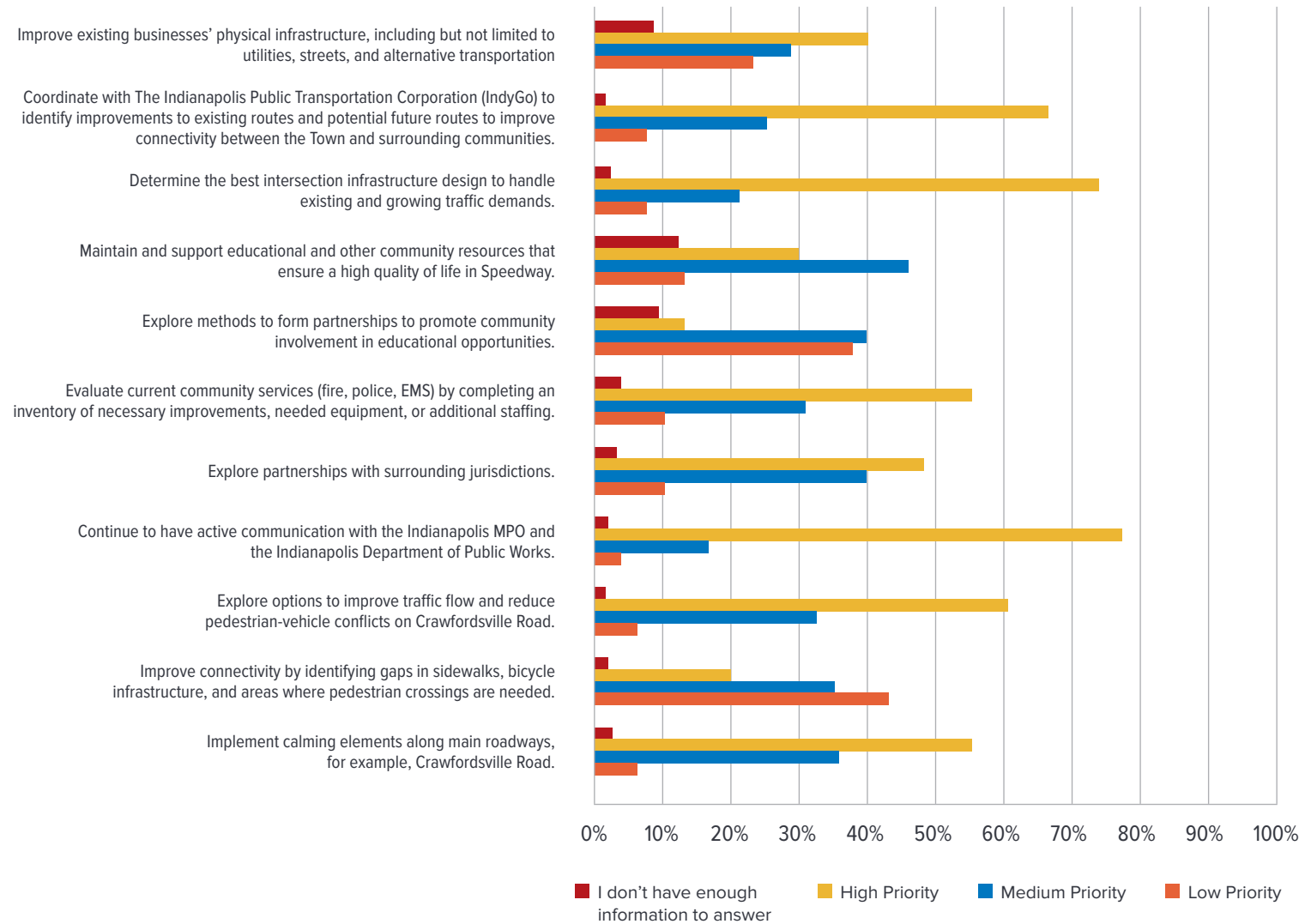
FINAL ONLINE SURVEY RESULTS

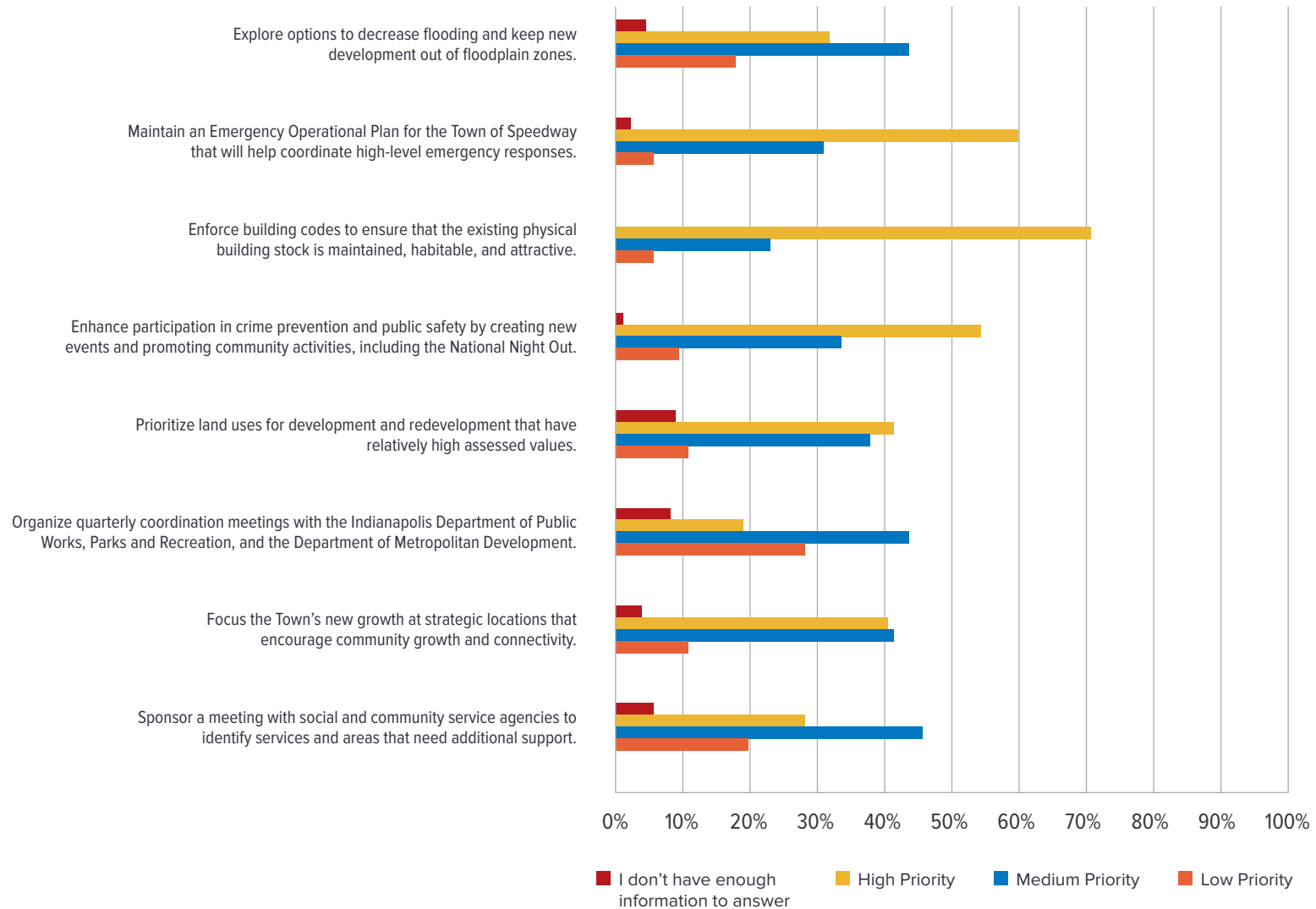
APPENDIX E: FINAL ONLINE SURVEY RESULTS

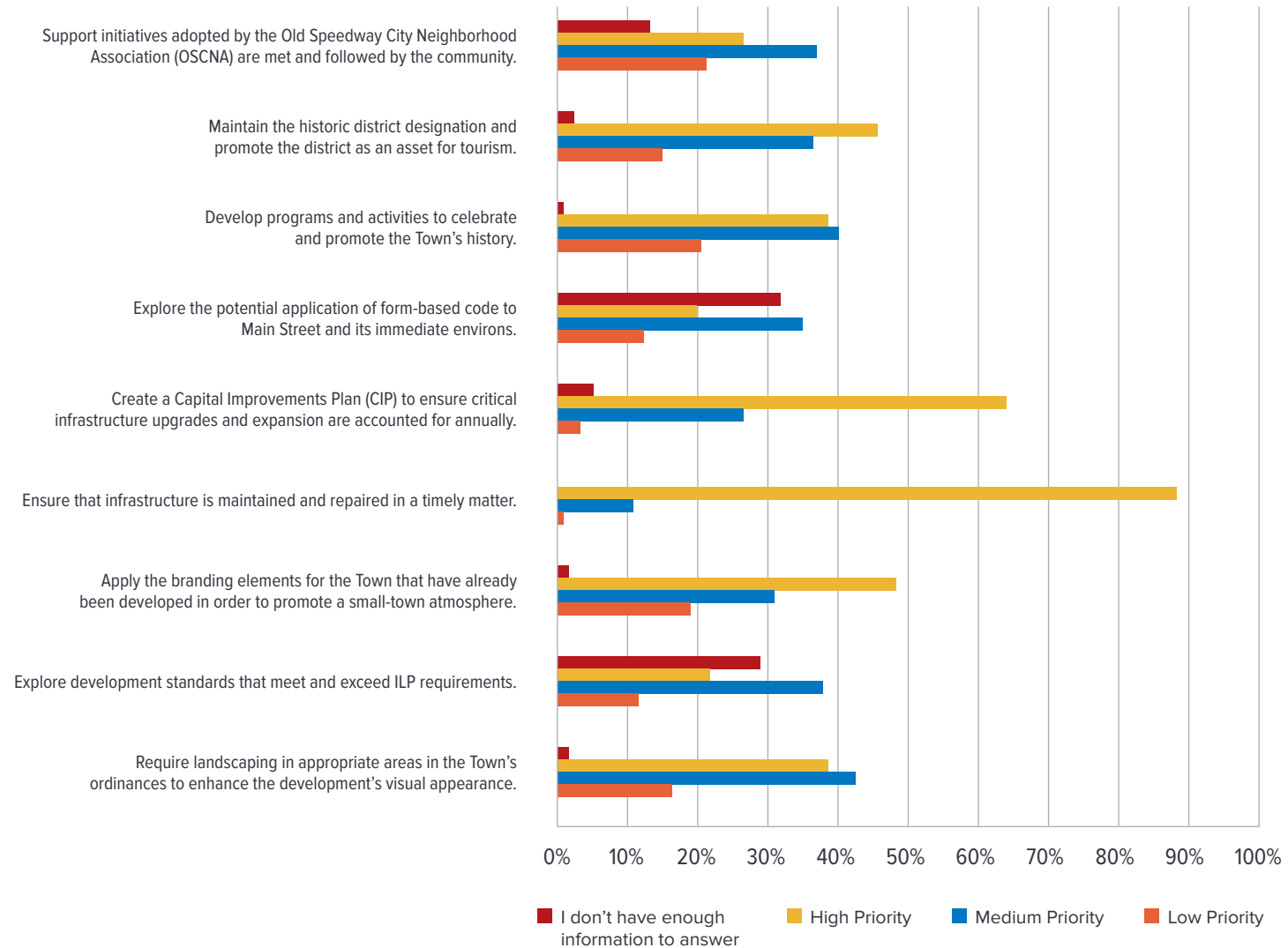
The survey was available for two months and was advertised by the Town. Project team members also heavily advertised the survey at all the public events and were available to answer additional questions or comments about the project. Overall, the survey received 408 responses.

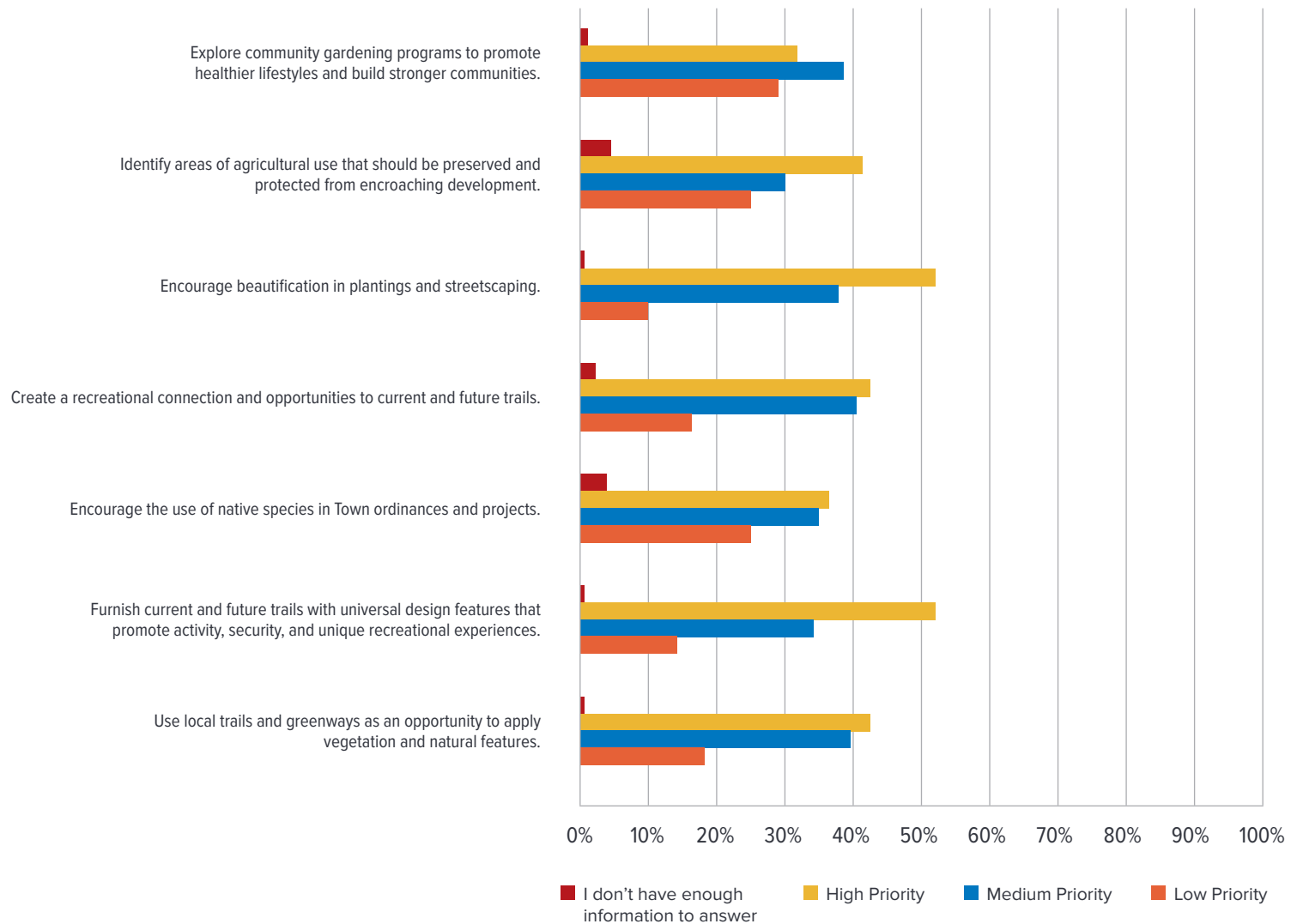
STRATEGIES: HELP US PRIORITIZE THE STRATEGY BY MARKING IT A LOW, MEDIUM, OR HIGH PRIORITY.

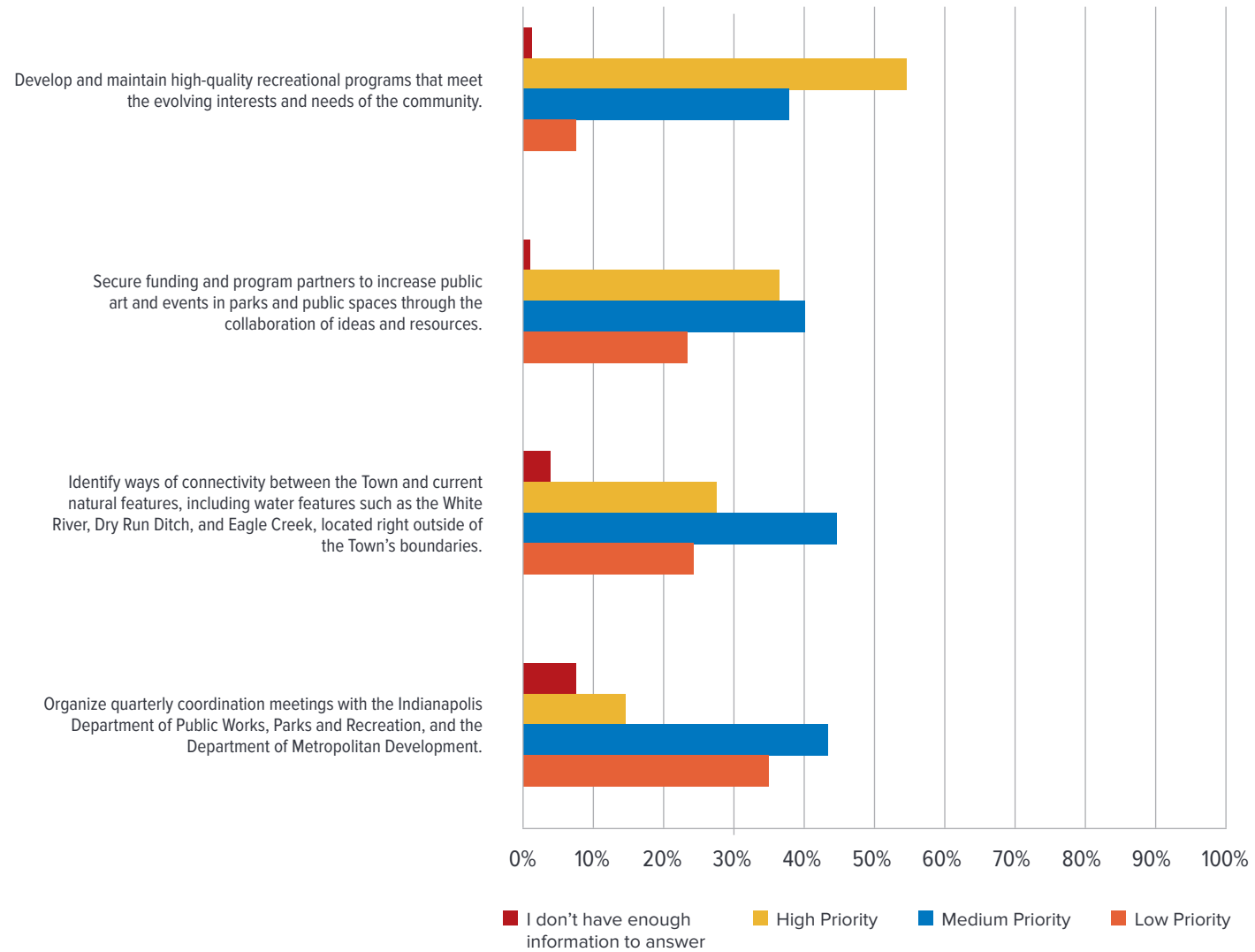


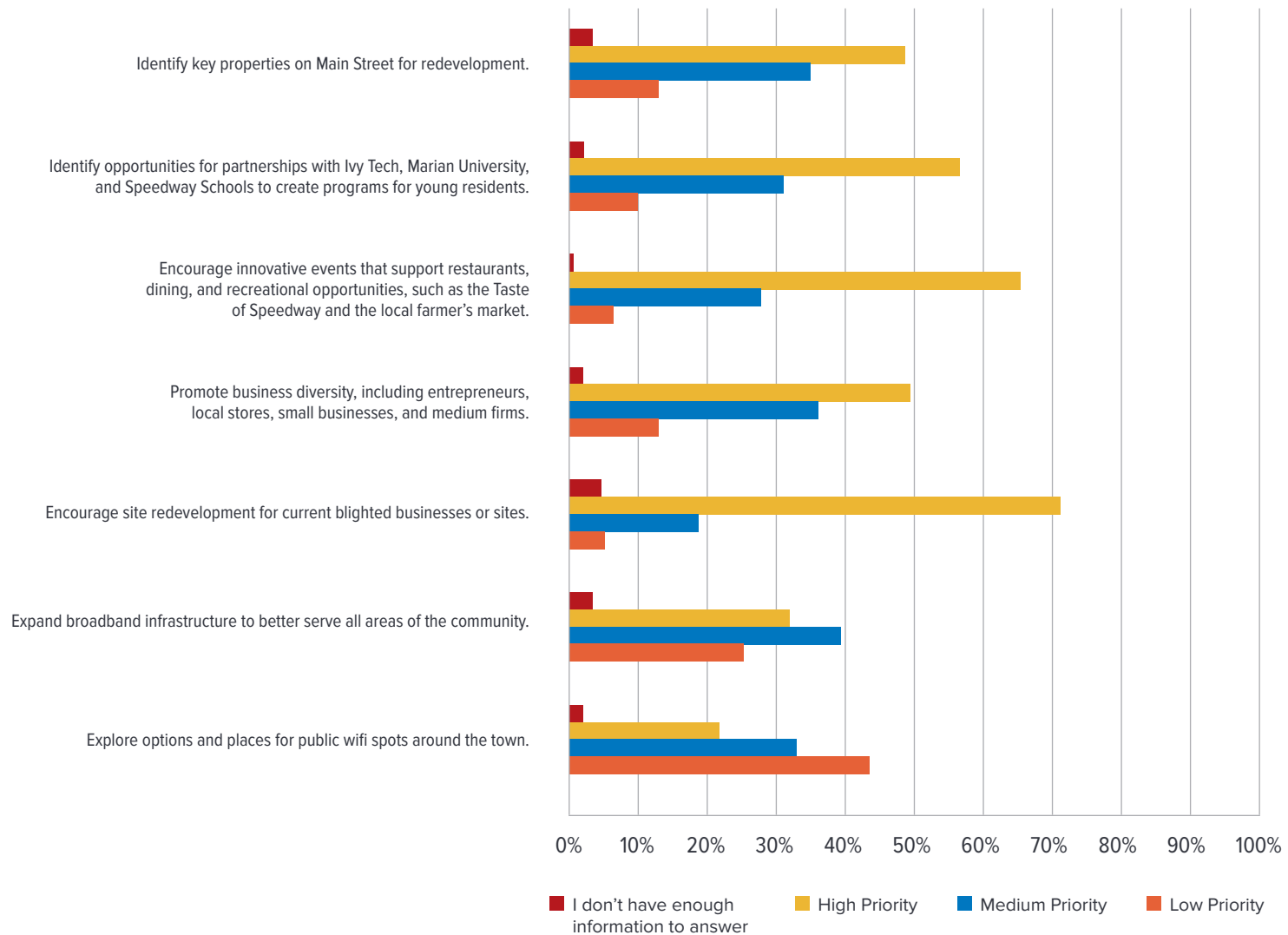




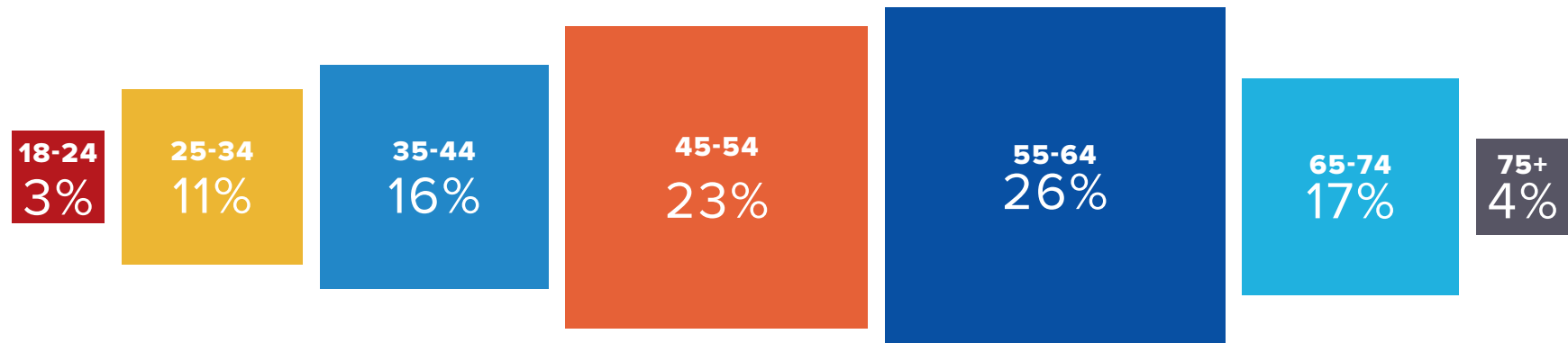








What is your age?



How long have you lived in this town?

