



Vision Statements

Our Town - Speedway's Vision Defined!

HOUSING

(A traditional family oriented community)

Speedway's housing resurgence, which paralleled its redevelopment effort, changed the demographics with regard to the residential makeup of the town. Speedway is now primarily a low density, single family, residential community. Industrial, commercial, and residential areas are isolated from one another according to the founding fathers' original town plan. Residential retirement areas and services are located within easy walking distance of shopping, banking, and transit services. The community has low home turnover with a high owner-to-tenant ratio. Speedway neighborhoods maintain a "pride of community" as evidenced by its well maintained homes, unbroken sidewalks, and well groomed lawns and landscape. Speedway has continually improved its environment to provide appropriate green space, beautiful local parks, and excellent schools. The town infrastructure encourages new young families by providing wireless connectivity and other services at the lead end of technology. Incentives created by town leaders to replace or renovate older homes through organizations, such as community development corporations, have dramatically increased property values throughout the town. Through these coordinated efforts, Speedway has continued to maintain its individual identity, differentiating itself from surrounding urban areas within Indianapolis, while still providing quick access to downtown.

SERVICES

(Well balanced, well used, and well maintained parks)

Speedway's development of the "Speedway 500" pedestrian bike path was the key to the reemergence of a healthy, active, neighborly community. The "Speedway 500" pedestrian bike path's interconnectivity with both Speedway parks has transformed those locations into a common meeting point for all its citizens. Whereas in the past, people drove to youth sporting events with little or no contact with one's neighbors, it is now common for families to walk or bike together to the park to enjoy youth sport activities, whether it is for baseball, football, or soccer. Because of the interconnectivity of the "Speedway 500" trail to other bike trails, it is also not uncommon to see visitors from other nearby communities ride to Speedway to enjoy afternoon and evening concerts at the Meadowood Gazebo. The park system, in collaboration with local youth sports organizers and the school system, communicate effectively to maximize the use of the multifunctional park facilities. The most

recent addition of the Speedway Community “Splash Park” and Community Center has also attracted new young professional couples to Speedway.

(Streets, Water, Sewer, and Technology)

Speedway looked ahead when the decision was made to adopt two key provisions for economic redevelopment. The first provision was the development of a “state of the art” broadband infrastructure platform for any critical redevelopment area. Speedway developers knew that the availability of broadband or wireless broadband was a key driver for economic growth. The second key provision employed by the town was critical planning to insure the infrastructure (streets, parking, water, and sewer) located within these development areas met the needs of new and relocating businesses capitalizing on Speedway’s unique town. With the use of comprehensive planning models, consultation with city planners, and common sense guidelines, Speedway’s critical water, sewer, technology, street, parking, and power needs were addressed well before those assets became scarce or under resourced. Speedway’s planning process included models which kept citizens informed of ordinance and zoning issues through the use of the town’s website, community newspaper, community cable television programming, and notices sent through city wide mailings. The town also continued to look at ways of maintaining and improving those infrastructure areas within the town itself.

Speedway also adopted a premise of maintaining the historic heritage of the “Old Main Street” when it adopted new or expanded building codes assuring that any development in that historic district maintained the look and feel of Speedway Main Street at the time the town was founded and originally designed. The town made provisions in all budgeting decisions to keep those attractions well maintained to continue bringing visitors and shoppers to this historic district.

Town officials also implemented green space planning in all redevelopment areas which insured a pleasing view of those newly developed locations which occurred during that critical time in the town’s history.

(Well planned, functional, and affordable transportation system)

One of Speedway’s first decisions in the redevelopment process was the establishment of the “Speedway 500” pedestrian bike circuit that connected the entire town. The affordable, well designed path linked schools, parks, retail centers, industry, and most importantly, the north and south sides of Crawfordsville Rd. The path, developed mostly on unused parcels and old railroad right of ways, was a key in the economic growth of the town. Housing along the path saw an increase in value, as young professional couples sought out those homes as a place to begin raising their families.

Town officials became more active in coordinating Speedway’s development with township, city, and county planning boards and lobbied for active board memberships where statutes allowed. Speedway’s Transportation Board communicated with city planners to maximize bus routes connecting downtown hotels, Speedway Main Street, the Indianapolis Motor

Speedway, and local museums, thus bringing thousands of visitors to the town on a regular basis. The town used its website, community newspaper, town mailings, and community television to effectively communicate the positions and issues addressed by these boards. This active participation in long range planning and board memberships were all critical in developing and addressing long range transportation issues regarding I-70/Holt Rd, better access to Main Street via Crawfordsville Rd., and the redesign of the “Speedway” exit from Interstate 465. Speedway’s superb location makes it a convenient point, whether traveling to or from downtown Indianapolis, the airport, or other points to the north and west.

COMMERCE

(Vibrant, well balanced, self directed -- a local, national and global leader)

Speedway is a unique leader in all areas of Business and Commercial Industries. The Auto Racing Heritage started in the Town of Speedway in the early 1900’s has been a key factor that has enabled overall success within the town itself. Even more, it has fueled success for the surrounding city of Indianapolis and Marion County, as well as surrounding communities such as Brownsburg, Avon and Plainfield. Community leaders were successful in maximizing a very limited amount of real estate during its development and redevelopment efforts. There is a unique and effective balance of high density commercial and housing locations which serves both the residents and the many types of businesses people in and outside its boundaries. The redevelopment of Downtown Speedway located near Main Street to the east, and a newly focused Hulman Business Center to the west, has spurred tremendous support for retailers and eateries all over town. Thousands of Speedway business people who live inside and outside of Speedway frequent local businesses before, during and after their workday. There is an unusual loyalty between the residents and local workers who choose to patron and support businesses inside the Town of Speedway. Even more, thousands of people who border Speedway choose to frequent businesses within Speedway. The town leaders were successful in creating a high tech community where every resident and business owner has highly affordable access to wireless and other high technologies that enable higher quality living. Speedway has overcome the urban sprawl trend, and now finds many successful business executives and managers choosing to live and work in its town because of the many conveniences and benefits to them, their businesses, and families. As a result of the many town successes, the social economic levels of its residents and businesses have grown to levels well above regional and national averages.

(Main Street Speedway – an attractive place for business or pleasure)

Main Street Speedway is the place to be throughout the year. The “Old Speedway Heritage” and feeling is seen and experienced in “Downtown Speedway”. Nearby roads and streets have been improved to allow cars and trucks to flow easily and conveniently in and around the area. Residents often walk or ride their bikes to Main Street on safe and easy to use pathways. The dozens of retail shops and boutiques, plus many eateries provide excellent places for residents, visitors and local workers to frequent every day of the week and evenings too. Parking lots and spaces have been strategically and appropriately placed so that patrons and residents of the area find it easy to enjoy their time on Main Street. The Town

has located some of the local government offices and town owned facilities on Main Street. Many residents choose to live on the second and third floor condominiums all along Main Street. Corporate business travelers and other visitors stay in the quaint Main Street Bed & Breakfast or at the newly constructed Downtown Speedway Hotel & Conference Center.

(Racing – capitalizing on the tradition of the “Racing Capital of the World”)

Speedway, Indiana is the true Racing Capital of the World. It is the one place on earth that is home to racing teams and related businesses and associations from all the major racing series and leagues. Speedway aggressively targeted and won the confidence of major racing teams and related businesses to locate their headquarters in the Racing Center located adjacent to the Indianapolis Motor Speedway where there are national and international racing events and meetings on a regular basis. The townspeople truly “throw out the welcome mat” for the visitors attending the multiple races that occur at the Indianapolis Motor Speedway and Indianapolis Raceway Park. Those visitors, as well as the millions of visitors attending the many conventions, international meetings, and city events will all enjoy the friendliness of the true “Racing Capital of the World.” The town of Speedway has once again become the center of all racing activity that has allowed surrounding communities to also benefit by housing a significant overflow of racing companies and fans.

(Retail – thriving restaurants, hotels, and local entertainment)

The thriving retail, restaurant and hotel industry within Speedway serves many different needs throughout the town. The town residents naturally frequent these businesses because of their commitment and loyalty toward keeping their town successful and thriving. Thousands of Speedway’s corporate and professional business employees are served daily by the retailers, restaurants and service businesses located on the east and west sides of town. The racing industry invites many national and international visitors to be in our town daily, so the diversity of eateries and shops caters to any and everyone. The new hotels, located near Main Street and I-465, make Speedway a great place to spend the night for all visitors to the area.

EDUCATION

(A system designed and developed to maximize student success while incorporating community partnerships)

Speedway Schools have planned well in advance to address the needs of its system. The non-bussed, neighborhood schools remain committed to the same high standards that have always been a benchmark for academic excellence. Facilities for all day kindergarten students are available to all eligible citizens. In support of the school system and its limited resources, enrolling students must register at the Town Hall to receive proof of residency before entering the school system. There is a designated facility for non-English speaking students to hone their skills before entering into the school system. Cultural and community college courses are offered for students and citizens that wish to participate in the arts and improve life-skills. There are strong partnerships between local businesses and our schools that

encourage new citizenry. An example of that business – school partnership is the college scholarship foundation, funded through private business interests, that offers scholarship opportunities to citizen students who meet the pre-established parameters. Our schools are neighborhood centers, providing meeting space for community gatherings, recreational events, and other functions. The school system and the town actively market community pride by public displays of school and town loyalty. One shining example of that community pride was renaming Speedway’s 25th Street to Sparkplug Parkway as a show of support of Speedway Schools and its students.

PUBLIC SAFETY

(An independent public safety division that incorporates aggressive patrol and strong code enforcement while maintaining compassion, caring, and a service attitude towards its law abiding citizens)

Speedway resisted efforts by the City of Indianapolis to merge the Speedway Police and Fire Departments into a metro public safety entity. Town officials understood that an independent public safety division working to satisfy the needs of Speedway was in the best interest of its citizens with regard to crime prevention and fire safety. Leaders knew that the problems associated with a large urban city, effectively surrounding the town, required the best, brightest, and most highly motivated officers to “protect and serve” the town. In that regard, the town recognized those selfless individuals, who put their lives on the line every day, with compensation and benefits equal to or better than the departments surrounding the town. Training and college tuition incentives were offered to every public safety officer. Both the Speedway Police and Fire Departments were known for their aggressive patrol and code enforcement, thereby insuring a safer, more crime free community. Public Safety formed partnerships with local businesses, community groups, neighborhood crime watch programs, and local schools to effectively communicate problems and solutions, all of which reduced crime and made Speedway one of the most desirable places to live in Marion County. Because Speedway was such a desirable place to live, many officers chose to live in the town. Their involvement in the community increased their perception of town ownership and fostered even better lines of community policing.