

New Partners for Smart Growth

Equitable Development Track

Workshop Session #1

Audacious Planning, Bold Designing
and Compelling Results

Thursday, February 13, 2014, 9:00am – 10:20am

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Project Abstract

Today, many cities throughout the nation are plagued by development problems brought on by urban decay. One of the most common problems is the spread of “urban prairies,” or large areas of abandoned city property, fraught with high unemployment and high crime rates. These same cities facing huge obstacles as it pertains to their redevelopment of Brownfields, Inter-City Commercial properties, Housing, and Historic Revitalization. In the past decade, cities such as Columbus, Harlem, Washington D.C. and Indianapolis have been subject to substantial efforts intent on revitalizing forgotten neighborhoods. Areas that were once characterized as “urban prairies” now are jewels of socio-economically and racially diverse residents thanks to the efforts of the city. Despite these success stories, there are many other cities in desperate need of our help. This is where urban or green redevelopment comes in.



Fall Creek Place



Fall Creek Place
1956 Aerial Photo



Fall Creek Place
1999 Aerial Photo











RECYCLING BANNER

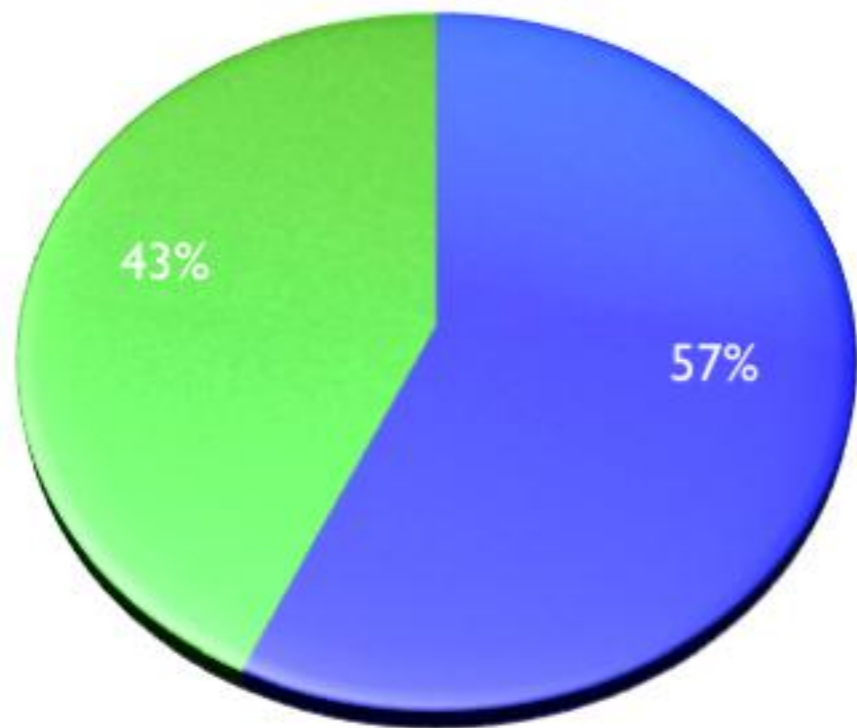
212-2000



History Landmarks
Foundation of Indiana

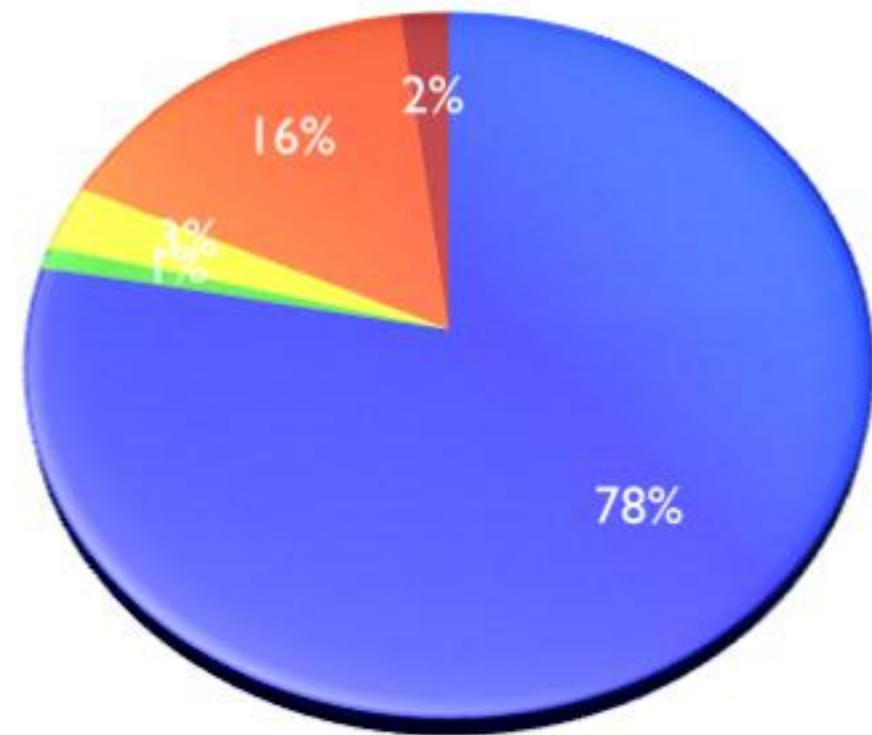
Who is buying in Fall Creek Place?

First Time Home Buyers?



● Yes ● No

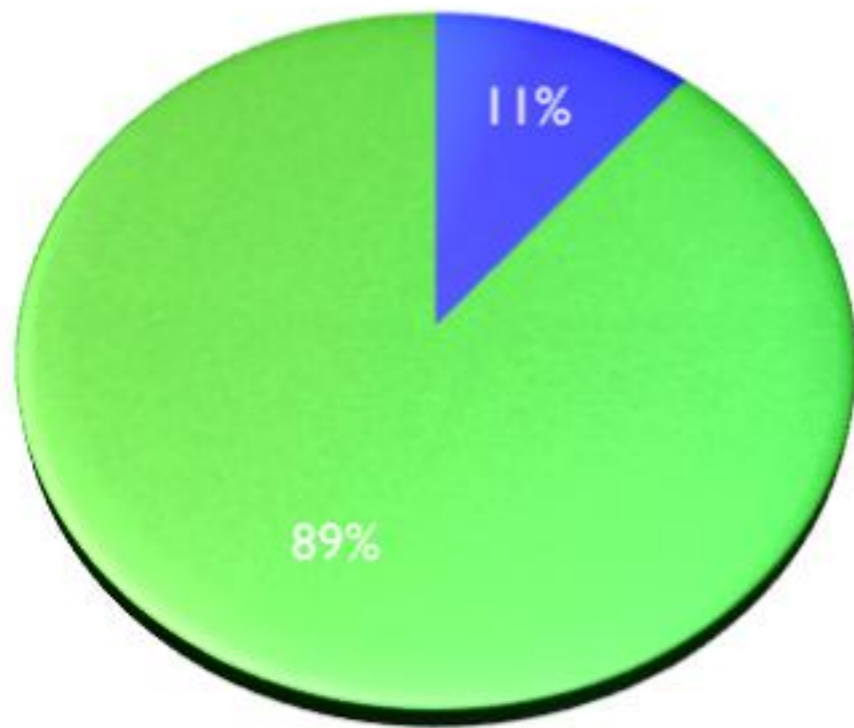
Race / Ethnicity



● Caucasian ● African American ● Asian ● Mixed Couple ● Hispanic

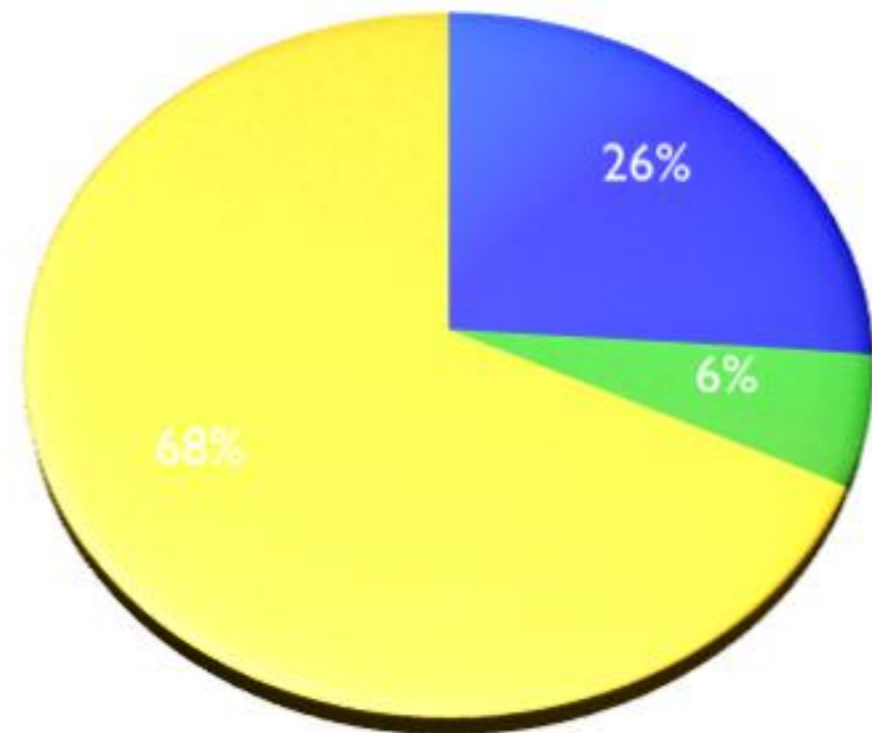
Who is buying in Fall Creek Place?

Households with Children



● Yes ● No

Household Size



● Two People ● More Than Two People ● One Person

Project Overview

- A public/private partnership encompassing approximately 42 blocks north of downtown Indianapolis
- Primary Goal: Transform a blighted inner-city area into a thriving and safe neighborhood
- Create over 350 new homeownership opportunities
- Provide 51% of homes to low-moderate income households
- Rehabilitate at least 46 existing homes
- Provide necessary commercial support services
- Improve area infrastructure and streetscape
- Create a balanced, mixed-income, and diverse community
- Federal Funding to establish a Home Ownership Zone

Project Challenges

- Existing infrastructure conditions
- Negative perceptions: housing fabric and traffic patterns
- High incidence of drug trafficking in some areas
- Financial incentives for buyer and builder
- Land assembly
- Balancing new development with existing development
- Balancing affordability with quality design
- Market strength and market acceptance
- Generation of “Critical Mass” to help project marketability
- Allow for rental options within Fall Creek Place Home Ownership Zone

Redevelopment Timeline

- \$4 million HUD Homeownership Grant in 1998
- Corridor / Existing Infrastructure Studies performed by City of Indianapolis in 1998
- Master Urban Design Plan and Market Study in 1999
- Land Acquisition and Demolition begins in 1999
- Rehabilitation Activity begins in 2000
- Master Designer selected in July 2000
- Master Developer in August 2000
- Implementation Strategy completed in early 2001
- Model Homes start construction in August 2001
- First new homebuyer moves in Spring 2002

City Commitments

- Property Acquisition (HOZ grant)
- Infrastructure Improvements (TIF bond)
- Down payment Assistance (CDBG/HOME)
- Debris Removal
- Demolition and Relocation
- Property Tax Abatement



Brownfield Incentives

- Stipulated Site Assessment Grants
- Stipulated Remediation Grants
- Federal Matching Grants
- Low-Interest Loans
- Supplemental Environmental Projects
- Trails and Parks Initiative
- Petroleum Remediation Grants

Project Partners

- City of Indianapolis
- Mansur
- King Park Area Development Corporation
- Historic Landmarks Foundation
- Habitat for Humanity
- Citizens Gas & Coke
- Banking Institutions



Planning Process

- City Studies
- Consultant Studies
- Constituent Studies
- Team Member Development and Interaction
- Builder's Guidelines
- Rehabilitation Guidelines
- Master Plan

Design Approach & Product

- Address large scale Historic Structures with new designs
- Strategize Land/Parcel Development
- Blend Existing structures with new
- Establish “Design Review Committee” to guide character of new construction
- Develop and engage existing owners/partners in development of new building product
- Coordinate with area Community Development Corporation (CDC)
- Allow/Plan for future redevelopment opportunities
- Develop building prototypes



Fall Creek Master Plan





Phase 1

Phase 2

Phase 3

Phase 4

MERIDIAN ST

DELAWARE ST

WASHINGTON BL

28TH ST

FALL CREEK PKWY NDR

SUTHERLAND AVE

28TH ST

27TH ST

FALL CREEK PKWY NDR

FALL CREEK PKWY SDR

27TH ST

FALL CREEK PKWY SDR

ALABAMA ST

NEW JERSEY ST

SUTHERLAND AVE

TALBOTT ST

DELAWARE ST

CITIZENS PL

CENTRAL AVE

PARK AVE

BROADWAY ST

COLLEGE AVE

CARROLLTON AVE

25TH ST

25TH ST

Phase 1

Phase 2

Phase 3

Phase 4

24TH ST

24TH ST

23RD ST

23RD ST

MERIDIAN ST

PENNSYLVANIA ST

TALBOTT ST

DELAWARE ST

ALABAMA ST

NEW JERSEY ST

CENTRAL AVE

PARK AVE

BROADWAY ST

COLLEGE AVE

22ND ST

22ND ST

Builder's Program

- Eight builders (four WBE, one MBE)
- Model home program
- Construction lending
- Joint marketing program
- Lot subordination program
- “Level playing field” — small vs. large builders



Affordability Impact

	Normal	Fall Creek Place
Mortgage Amount	\$97,000.00	\$122,200.00
Interest Rate	7.5%	6.5%
Down payment	\$3,000.00	\$24,000.00
Closing Costs	\$1,200.00	Rolled into Loan
Mortgage PMT	\$678.24	\$772.39
PMI PMT	\$44.46	\$0.00
Property Taxes	\$165.00	\$96.25
Homeowner's Insurance	\$33.00	\$48.33
MONTHLY PITI	\$929.36	\$925.30
HOME PRICE	\$100,000.00	\$145,000.00

















Douglas Pointe Lofts



A live/work for-sale condominium project with nine (9) units.
brownfield site, design concerns, codes and zoning issues







Current Status

Statistics

- 60 rehabilitations completed, more in progress or for sale.
- 368 completed new homes, and more currently under construction.
- Over 390 total executed contracts.
- Over \$13 million of public infrastructure improvements completed.
- Median sales price of all new homes is \$145,020, with 51% of all home sales to date to low/moderate income households.
- New Homes sales from \$115,000 to \$350,000.
- New Commercial Tenants have moved into Douglas Pointe Lofts



Lessons Learned

Ten Lessons Learned

1. Address the inherent problems with urban redevelopment early in the process.
2. Community support is essential prior to implementation.
3. Private sector development expertise is a must have.
4. A clearly defined structure is needed for the role of the builder(s), contractor(s), and master developer.
5. Larger and smaller builders can be involved and be successful.
6. Adequate marketing dollars must be in place, particularly at the front end.
7. The target market will be broad and difficult to define.
8. Mixed income developments must not sacrifice design quality.
9. Financial incentives are needed for mixed income initiatives.
10. The greatest marketing tool is always visual.

Recognition

Urban Land Institute (ULI) Awards for Excellence: 2004 Winner

Professional Builder and National Association of Home Builders (NAHB):
2004 Best of American Living Award – Best Smart Growth Community

American Planning Association (APA) 2003 National Current Topic Award –
Implementing Smart Growth

U.S. Department of Housing and Urban Development (HUD): 2003
Homeownership Zone Award

Indiana Chapter of American Institute of Architects (AIA): 2002 Citation
Award for Outstanding Residential Architecture

Indiana Association of Cities and Towns (IACT): 2002 Community
Achievement Award

Fall Creek Place has been featured in seven national publications



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