



Project Data

Key Scope Items:

- Tenant Analysis
- Key Expense Mitigation
- Analysis of Potential Redevelopment Options

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 1996 – 1998

Indianapolis Union Station Redevelopment Strategy

Indianapolis, Indiana

Mr. Hunden, while at Indianapolis Bond Bank, was engaged by Mayor Stephen Goldsmith to coordinate the redevelopment strategy for Union Station. The facility, the oldest Union Station in the U.S., had been redeveloped to much fanfare in 1987 as a festival marketplace and helped the tourism revival of downtown Indianapolis. The complex includes a Crowne Plaza Hotel with actual passenger car rooms. However, due to difficult physical characteristics of the building and a tenant mix including many souvenir shops that did not engender return visits, the retail portion of the development failed financially by the mid-1990s. The City took control of this portion of building and closed it in 1997.

There were a variety of options for the building and it was at this time that Mr. Hunden coordinated a variety of stakeholder groups to work through a developer RFP process for revitalization. A new strategy was put in place to re-tenant the building. The first phase was a redevelopment of the building's head house into a large luxury banquet facility.

Union Station now houses the Grand Hall and Conference Center at the Crowne Plaza Hotel located in the majestic red brick and granite head house, recognized as one of the memorable Romanesque Revival-style structures in America. Renovated at a cost of \$1 million, the Grand Hall and Conference Center consists of more than 30,000 square feet of meeting, banquet and exhibit space. Union Station also houses the Pacers Academy, Bands of America, Consulate of Mexico, Indiana Museum of African American History and the Japan-America Society of America.