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abstract.

Can a landscape promote a sense of place? Or a certain feeling one gets when they’re in a space? For years automobile drivers from around the world have spoken about the amount of respect they give the Indianapolis Motor Speedway and how much of a dream it is to race there. Does the common fan have that same amount of respect? Over the past years many renovations and restorations have been completed on the track and the areas in the infield. However little has been done to the outside of the track and to the adjacent properties. These are some of the first places that a visitor to the track will see. This sight will influence their impression of the legendary track. So why has so little been done to these areas when they hold so much opportunity for improvements? Some of these areas could be as interesting as the spaces inside and could welcome the fan to Indianapolis. These areas are primarily located along Georgetown Rd. on the west side of the track. On race weekends this area is swamped with fans from all parts of the globe, and is the perfect place to begin the “fan experience.” This area is the home to many vendors and retailers during these peak times, but is very unfriendly to the user. Rough terrain and the lack of paved sidewalks or spaces create an unsafe environment encouraging the fan to walk down Georgetown Rd. clogging the traffic pattern. By creating sidewalks, paved areas or even just reinforcing the ground surface could direct the fan into areas that are safe and enjoyable. These renovations could also make the area more appealing to year round use. They could be accommodated with more permanent structures like small restaurants, satellite museums, or more visually appealing open fields. Renovations of this area would also accommodate the other events that the speedway is home to such as, Relay for Life, The Indy Mini-Marathon and other various fundraising events. These renovations would coincide with the proposed hotel and convention center on 16th Street. This project will identify ways to improve these areas to create the total “fan experience” from the moment they arrive at the track. So that when they leave they find themselves wanting to return year after year.
introduction.

This project stemmed from my love of racing and of attending races, especially at the Indianapolis Motor Speedway. When attending races I began to understand reasons for different areas locations in the overall layout of the tracks pedestrian flows. These could be centered around an entrance or a main walkway to and from the path however the organization of these areas is the main reason I was attracted to a design problem such as this. Is there a way for both the vendors, food and merchandise, to somehow be organized in a way that adheres to the pedestrian flow while not interrupting it? Also is there any way to create more fan interaction with the race environment that they love? These in addition to several others were some of the questions that I proposed before beginning a project such as this.

The idea of fan interaction with racing is one that really lead the final design process of this project. Indianapolis prides itself on being such a haven for all forms of sports especially racing. With advancements in fan interaction in the sport of racing at other tracks across the United States helped to stimulate the idea of how something similar to FANZONE at Daytona would evolve at a track like the Indianapolis Motor Speedway.
background.

This section contains three case studies that helped to guide me in the final design process for Indianapolis Motor Speedway: Building and Experience. The studies are as follows:

- Coney Island, Brooklyn, New York
- Indianapolis Motor Speedway, Indianapolis, Indiana
- Quincy Market, Boston, Massachusetts
Coney Island has spangled on Brooklyn’s south shore for over one hundred years, undergoing several transformations. It was first developed as an upper-class tourist resort. Soon five railroads connected the area to Brooklyn, and more attractions of broader appeal were built, including horseracing tracks and arenas for boxing matches - while associated gambling dens, dance halls, and brothels brought a hint of the illicit. More middle-class attractions were also developed by concessionaires. The first visionary to arrive on the scene was George Tilyou, who, in hopes of making the island into a “family place,” built an amusement park (Steeplechase Park) that charged an entrance fee and offered exciting mechanical rides. Steeplechase Park boasted a ferris wheel similar to the one Tilyou had seen at the Chicago World’s Fair in 1893. By 1897, one guidebook said, “Coney has risen sphinx-like.” Two of Tilyou’s former employees built another park, the fantastical Luna Park, in 1903, followed in 1904 by Dreamland, which was designed in the ‘classier’ Beaux-Arts style (also inspired by the 1893 World’s Fair), but never fared as well as Tilyou’s. Attendance at Coney Island in 1904 averaged 90,000 people per day. When the subway reached Coney Island in 1920.

Why It Works:

This urban destination has a panoramic range of activities for all ages, many of which originated at Coney Island - such as hotdogs. While the island is easily accessible from all parts of the city, it feels far removed, given its unique spirit and location on the water. Contributing to the festive atmosphere and unique skyline are the famous Cyclone roller coaster, a Ferris wheel, and many other rides and structures, some remnants of amusement parks now closed. During the summer months, the beach, boardwalk, and amusements are jammed with people who arrive on any one of the four city subway lines that terminate there. Participating in the world-famous action seems to make visitors feel that a bit of the area’s character and vitality is rubbing off onto them.

Significance:

As stated before this case study is relevant to the Georgetown corridor because of Coney Island’s amount of diverse activities and opportunities. This helps people want to be a part of the crowd and forget about the amount of people around them and focus on one event or activity. An opportunity for something similar to this to occur would be in the vending area. During the weekend of the Brickyard 400 there are already some activities for fans to participate, but they are the same as every other track. If there were an experience that was unique to Indianapolis, I believe the fan participation would be something to build on and if it changed yearly the participation could be unique to that year or race. Different areas could also be designed for different age groups and/or participation levels.

Ways to Accomplish:

Meet and Greet Events, Virtual Racing Events, Pit Crew Challenges, other events such as speakers from Pit Crews, Officials, Drivers or Owners. These are just some of the ways that could get the fans that will be attending the races involved. It could also be used as incentive to arrive earlier on race day or to attend the other racing events around that time (practice, qualifications).
Case Study: Indianapolis Motor Speedway
Designed: 1906
Renovated: 1946
Designer: Various

Brief History:
The Indianapolis Motor Speedway was founded by Carl Fisher in 1906, and the first Indianapolis 500 Mile Race was held in 1911. Following several lean years, and the suspension of racing during World War II, the track was sold to Anton Hulman Jr. in 1945. Hulman spent millions of dollars improving the facility and turned the Indianapolis 500 into the “Greatest Spectacle in Racing.” Despite rain delays, deaths, and a power struggle in auto racing circles, there has been an Indianapolis 500 each year since 1946. In the 1990s, the Indy 500 lost some of its prestige when a rift among racing teams led to a competing race the same day in Michigan. But during the same period, the Speedway introduced two new events which were immediately popular. NASCAR’s Brickyard 400 debuted at the track in August 1994 and the first United States Grand Prix Formula One race was held Sept. 24, 2000. By 2001, the feud within IndyCar circles seemed to be healing and the Indianapolis 500 was regaining its luster. (http://www.indystar.com/library/factfiles/sports/autoracing/indy500.html)

Significance: Some of the subtle design cues for the Georgetown Corridor project, will come from some of the recent renovations that have been made to the Indianapolis Motor Speedway. These design cues could range from brick paving patterns to design styles that mimic the pagoda or a recognizable part of gasoline alley. By making simple connections like this will help the project to feel like part of the speedway more and could even reflect looks or styles of the past, present or future. Implementing design cues like these will also help the design to be more visually entertaining. Most users of the site will pick up on these subtleties and be more intrigued by the site than someone who doesn’t. These designs could also be a way to involve that fans in some sort of scavenger hunt or activity while at the speedway.

Ways to Accomplish:
Some ways to accomplish these subtle design cues include:

- Entrance Gates
- Pedestrian Bridges
- Traffic Claming Features
- Planters
- Interactive Displays
- Paving Patterns
- Trash Cans
- Lamp Posts
- Built Structures (Pavilions, Small Vendors, etc.)
- Bus Stops
Case Study: Faneuil Hall/Quincy Market  
Designed: 1742  
Renovated: Mid 1970’s  
Designer: Peter Faneuil

Located in the middle of Boston, the four buildings collectively known as Faneuil Hall Marketplace -- Faneuil Hall, Quincy Market, North Market and South Market -- hum with the activity of shoppers, diners and sightseers day and night, attracting millions of visitors a year. The structures are grouped around a cobblestone promenade where jugglers, magicians, mimes and bands continually entertain a constant influx of passersby. Faneuil Hall: Built in 1742 and given to the town of Boston by French Huguenot merchant Peter Faneuil, the Hall of the same name was a central marketplace offering an open food market on the first floor and a space for open meetings on the second. A fire in 1761 destroyed the original Faneuil Hall, but the building was reconstructed in time to host Samuel Adams and his compatriots as they planned Boston's revolutionary activity; the political maneuverings here earned Faneuil Hall its long-standing nickname, “Cradle of Liberty.” By 1805, the Hall had become too small to serve the needs of the city, and Charles Bullfinch, one of America’s foremost architects, was commissioned to design the expanded structure that remains virtually unaltered. Though an 1822 city charter ended government by town meeting, Faneuil Hall remained the center of Boston political debate until well into the 1900s. During the 1970s, the building underwent a major internal renovation in order to serve the city as it does today. Quincy Market: The 170-year-old Quincy Market, located directly behind Faneuil Hall, served as Boston’s wholesale food distribution center until the 1960s. Today, the food stalls inside this stately granite building offer culinary delights to thousands of visitors a day, selling everything from calzones to gourmet soup to frozen yogurt. (http://www.theinsider.com/Boston/attractions/2faneuil.htm)

Significance:
This project represents how successful a farmers market can be. Although many other big name stores and outlets have located themselves near the Quincy Market area, they did so because of the success of the market in an urban environment. Quincy Market attracts thousands of visitors a day and provides a variety of different attractions for the users and serves an outdoor mall environment. The plazas that surround the market are also home to various street performers and entertainers. This is another way for it to be applied to the site on Georgetown Rd. primarily to during race weekends the west side of Georgetown is a draw for many of the visitors because many of the vendors and souvenir shops are set up along the street. If the vendors were set up in an interesting manner or attracted the patrons in exciting ways, it could create a very entertaining environment.

Ways to Accomplish:
Create ways to create a festival environment that makes the space exciting to be in. For the Georgetown corridor, by creating this environment it could build on the “fan experience” by creating visually interesting spaces and also creating an interactive environment for the users. During the off season the large unused parking and vending areas could serve as a community festival area for special events or as a weekend farmers market or arts area where local farmers and artists or other small vendors could bring their goods for distribution.
goals & objectives

1. A pedestrian safe environment

- Currently the speedway property along Georgetown Rd. lacks any form of a buffer between the pedestrians and the automobiles that are passing by creating an unsafe feeling while at the site. There are also patches without a sidewalk of any kind which hinders the accessibility and usability of the site.

2. A design that relates to the speedway theme.

- As it is now the outside parts of the track in no way relate to what's happening on the inside. The recent redesign of the pagoda and gasoline alley in a way that reflects the tracks heritage and future. If the outside mimicked these same design standards it could help to begin the “fan experience” before one enters the track.

3. Activities that involve the user.

- These could just be small group meetings or could be large scale events such as meet and greets or public speakers. This could also just be spaces that involve the user and make it enjoyable.

4. Interactive Displays.

- These could be structure with screens on them that could display information or events that the users of the site might be interested in. They could be moveable or permanent structure with removable screens to protect them from theft and the elements.
5. Large gathering areas for vendors and fans.

-These could be located in the same proximity of the current locations for these events. This area could be a user oriented area with restrooms and areas to sit, eat, or watch some of the other events that could be occurring in this area.

6. Large areas for residents of the surrounding neighborhoods to come and walk a dog, run, or picnic.

-These could be a second use for the large grass parking lots that sit empty and unused for a majority of the year.

7. Permanent outdoor meeting structures or coverings.

-Design informative structures that discuss the history of the site or other important events of the past. They could also be utilized by the town of Speedway for events or announcements.

8. Permanent race oriented shops or satellite museums.

-These could be small race oriented shops or small museums that could change with the race of that part of the year. This would help to keep the area active throughout the entire year with race oriented activities.


-This could be the race themed restaurant that IMS had proposed downtown. This could utilize the outdoor spaces that remain unused a majority of the year.
site.selection

When choosing a site to develop in detail I looked at where the most opportunities for development were and built off of that. The site is situated around the three way intersection of Crawfordsville Rd., Georgetown Rd., and 16th Street. I chose this site because already the amounts of opportunities are numerous. During race weeks this area is swamped with visitors to the site and is already the location of a majority of the vendors. That is why this area would be the most successful location for the “fan experience” to begin. Many of the fans attending the race visit or spend a majority of the their time at the track in this area so this area must focus on the fan and make their visit unique to Indianapolis.

site.analysis

current.conditions

Currently the uses on the site are minimal during the off-season. Primarily these areas are only used for parking and vending on race weekends and sit vacant for the rest of the year. The exterior of the speedway itself is not what it could be for being the racing capitol of the world; the speedway has turned its back to its surrounding neighbors by not having addressed them at all. The site itself is bordered by residential and commercial giving the site itself numerous opportunities for development of the relationship between them.

The residential is located just west of Georgetown Rd. and the vacant parking lots, with a few homes located directly on Georgetown. The commercial is perfect for opportunistic development, as many of the lots are currently unused and could hold significant market value if developed correctly. Some traffic calming techniques could be implemented on Georgetown Rd. making it safer for pedestrians and motorists alike. Some of the elements that could make this site unique are the elks club located on Georgetown Rd. and the proposed convention center and hotel that will be located on 16th street in the near future. Utilizing these elements will help to provide a year round draw for the site and will also bring people in larger numbers. The main under utilized spot on the site is the current mobile home park. If this site were moved to a different location or the home owners to be compensated for their homes this area could be developed with the “fan experience” in mind and would be more appealing for visitors to the speedway.
Indianapolis, Indiana site

Site: 137 acres

Georgetown Rd.

Crawfordsville Rd.

16th street

Indianapolis Motor Speedway

[pros]

- relationship with main entrance
- ability to give new face to speedway
- site will have a relationship with three major roads
- current location of merchandise and food vendors during races
- not within speedway grounds

[cons]

- close to dangerous three way intersection
- only related to one major entrance
- separated from speedway itself by Georgetown Rd.
- not within speedway grounds
- mobile home park, American Legion, & current commercial sites break up the site
existing speedway american legion post

existing parking lot

view looking south at mobile home lots
assumptions.

. that the proposed Indianapolis Motor Speedway hotel and convention center will be located within my site and that it will house a school of racing.

. that the existing mobile home park that is located on the site will be relocated to a more suitable location off site

. that the existing American legion post that is within the site boundaries will be relocated to a more suitable location

. that the Indianapolis Motor Speedway has proposed an interactive expansion or the race track grounds
The Indianapolis Motor Speedway has requested a plan for the site that will serve as an area for the fans to gather before and after races. This area will be home to many interactive areas that will help the fans learn more about the sport of racing. The programming for this area will be careful not to take any events from some of the spaces already set up inside of the track, but will in fact serve as a supplemental area to them. This site will also create a more attractive main entrance to the track and will also serve as year round usability to the spaces outside of the track. The individual elements of this area will be set fourth in the project program.
Prior to development the committee for the Indianapolis Motor Speedway had certain design elements to be included in the final design. These design elements can be broken into *race weekends, daily use*, and *general needs*. The speedway is allocating 30 acres for development, some of the design elements will include relocating a mobile home development, elks club, and possibly two commercial sites, all of these elements will be relocated to a more suitable location. Other design elements will include realignment of Georgetown Rd. if necessary and the reconfiguring of the parking that will be affected by the realignment and relocation processes.

**race_weekend.**
- organized gathering/vending areas
- spaces for eating, sitting conversing
- digital portable and permanent signage for information about events of that day, news, weather, etc. [# as necessary]
- a design that carries on the theme set by the pagoda, offices/main entrance, and HNTB icons or the race or that time of year [Indianapolis 500, Brickyard 400, U.S. Grand Prix]
- staging areas for events to take place on the site [meet and greets, pit challenges, speakers]
- design that will be accessible from various sites and will make linkages to proposed hotel and convention center
- road barricades that match theme as necessary
daily_use
. design that would be appealing in use and not
. gathering spaces for community events
. digital portable and permanent signage for community events and gatherings

general_requirements
. restrooms
. lighting systems to match theme as necessary
. trash receptacles to match theme as necessary
. integrated sound and video system
. icon or focal element to be determined
. themed signage marking entrance/exit points
concept a_
pedestrian corridor
The main idea driving this concept is to use georgetown rd. as a pedestrian corridor during race weekends or other large events. This will allow the speedway to set up vendors and events to take place on this now large pedestrian area. This corridor will also allow for large numbers of fans to gather in this area before and after race events. This concept still holds fan interaction with the sport of racing as a key to its design as well. By locating a large virtual experience near some of the main pedestrian paths and points of interaction. The merchandise and food vendors are also located in close proximity with the main pedestrian paths and the proposed virtual experience. The media experience area, that will serve as a pre race & post race exhibition area to get fan reactions will also be located along the proposed pedestrian corridor.

**[pros]**

- makes vendors accessible from various locations
- centralizes the virtual/ interactive portion of the experience
- locates two food courts in high traffic areas
- design more linear to accommodate a pedestrian corridor along Georgetown rd.

**[cons]**

- Georgetown rd. separates experience from track
- pedestrian corridor doesn't feel well defined
- concept feels to spread out to get full experience
concept b_
georgetown re.routed
This concept differs from the first by re-routing the existing Georgetown Rd. out and away from the speedway. This adds property to the speedway grounds and also helps to take some of the traffic away from the dangerous intersection at the south side of the site. By moving Georgetown Rd. it allows the design to work with the current speedway grounds and adding additional space to develop as the IMS Experience. One can see that the pedestrian and vehicular traffic is separated by having pedestrian tunnels run under Georgetown Rd. These tunnels then lead the pedestrian into the vendor area this will allow them to purchase goods as they are coming and going. Directly south of that is the virtual experience area this area is where the fans will get a in depth look into the world of racing. The food court is located near this area for convenience of the users. The media area is once again located along the main pedestrian corridor on the site.

**[pros]**

- locates vendors near entrances
- groups virtual/interactive areas in close proximity
- begins to define entrances and a pedestrian spine
- separates vehicular and pedestrian traffic with tunnels

**[cons]**

- feeling of separation throughout concept
- media is located at one end, not centralized
- food court is on a edge and not near the stands
- commercial gives of a separate feeling from experience site
how do you recreate the excitement and history of INDIANAPOLIS?
The schematic design for the **IMS Experience** derives many of the subtle design cues already in place at the Indianapolis Motor Speedway. First of all the map in the upper left had corner shows the location of the proposed hotel and convention center. This building will also house a beginning racing school. This school will help to provide an additional use for the site in the off season. The contextual photos above display some of the subtle design elements already in place at the track. These elements will enhance the space and affect how one perceives his/her experience. For the **IMS Experience** additional iconic elements (lower left) will be positioned to enhance the experience one has while visiting the site.
mass crosswalks

These crosswalks were designed to be an icon for the area, be easy to locate, and to help slow traffic. By raising the brick paving surface of these circle crosswalks will help make them viewable from a further distance while also acting as a speed bump for passing traffic. When looking at the plan to the left one can see that these crosswalks appear at all of the major intersections on the site, identifying these spaces as pedestrian areas. These crosswalks will also help to direct large groups of people on race day.
victory lane shops

These shops were designed to provide a pre/post race gathering area and to bring in additional income for the speedway during the off season. This space will overlook the proposed IMS Experience. The space will be designed with the same iconic elements as the rest of the Experience. The commercial shops will revolve around the world of motorsports and will house restaurants, commercial space and some office space. The buildings will front both the proposed Victory Lane and Crawfordsville road. The entrance to the parking will be on Victory Lane this will eliminate any traffic problems that may occur on Crawfordsville road.
On many race days the temperature soars to the upper 80’s and many of the fans have trouble keeping cool. This fountain will not only provide the speedway with an interactive iconic feature but also a way for fans to keep cool. The main feature of the fountain is a race car from each of the main three races that are driven at the track. This fountain will be viewable from Crawfordsville rd., Victory Lane, and 16th Street. It will help to identify the area and will also be an interactive space in the racing off season.
The **IMS Experience** has five main entrances. Two secondary entrances and three main entrances. The two secondary entrances will service the parking areas to the northwest these are identified on the map to the far left. The main entrances identified on the map to the direct left. These entrances will be discussed on the following pages.
The two detail plans to the left show two of the main entrances. The perspective above shows the main entrance into the **IMS Experience**. When someone enters the site one is greeted by a large screen, that displays images from past races or this year's current races. The section below diagrams how the two uses of vehicular and pedestrian pathways are separated. This will allow both uses to continue at the same time creating a more functional space.
This wall of champions will memorialize all of the past winners of all three races. This memorial will serve as a gathering area for fans before and after races. The walls will be laid out in an abstracted view of the track. The walls themselves will be frosted glass to allow for a stunning night display. This memorial will added to as additional wall space is needed.
This is the most vital part of the design. This area will allow the fans to experience first hand the world of racing. The anchor of the area will be the virtual racing center (pictured above). This area will allow one to compete against other fans in a virtual event where they are in the drivers seat. Another aspect of this area will be the mock garages. These will allow fans to explore a race garage with display cars and actual crew members to give seminars and answer any questions about the world of racing. Drivers will also be on hand in this area for meet and greet autograph sessions. The red area on the map to the left will be the flexible display space that will allow vendors to set up and exhibit. This area can also allow automobile manufacturers to bring in and display new models or concept cars of the future. The virtual experience will also have space for merchandise vendors to set up and sell their goods.
This area will be primarily used as a pre and post race gathering area for fans to watch some of their favorite broadcasts. This area will also allow the media to get first hand reactions from the fans themselves, by putting them right in the middle of all of the action.
This food court will house many different food vendors. The space itself will be located close to the stands to allow fans to come during the race and enjoy some of their favorite snacks. The food court will provide many spaces to sit and enjoy the food or just the race environment itself.
This is a way for some of the unused parking space to be used in the off season, while also giving the speedway a chance to give back to the Town of Speedway. This community center could become home to the American Legion post that was on the site or various other activities. It will be available for any resident to rent or use whenever they please and will be ran separately from the track grounds.
This parking lot has 2114 spaces and 42 handicapped spaces. It will be accessed from two entrances located along Georgetown Rd. This space will allow for future development of the IMS Experience in future years.
perspective of main entrance gate
perspective.of.be.more.than.a.fan.virtual.racing.experience
Perspective of the pit stop food court.
conclusion

The IMS Experience was a very fun project to work on. I feel that I have learned about how to design for 300,000+ pedestrians. Also how to keep them actively involved in the site. I feel that in the coming years Indianapolis will have to design something similar to the IMS Experience in order to keep up with other tracks. Fan involvement in sports is a growing desire of many types of venues. Some of the aspects of the IMS Experience could be implemented at various different sporting events not just racing. One of my favorite aspects of this design is the virtual area and the surrounding activities. This area was also the most fun to design because I could integrate some of the things that I feel would draw attention from fans of different ages. All in all the IMS experience is a project that I would love to see get built after further design development. I feel that it would benefit the speedway in the long run and would allow for a versatile space that could be changed year after year, to make fans want to return to the birthplace of modern racing.


