



## North Pointe Plaza Redevelopment

*Elkhart, Indiana*

Elkhart, Indiana is in the midst of redevelop efforts to enhance the North Pointe Plaza area. The community is interested in determining what uses, commercial or public in nature, that can create a compelling and quality long-term gateway for Exit 92. HSP investigated what uses and developments worked in other areas, as well as strategies to enhance the quality of development and minimize lower-quality hotel and other products.

HSP profiled the existing uses, land owners, challenges and opportunities in the North Point area, including immediate surrounding areas. HSP discussed strengths and weaknesses of the area, recent changes to land use, and new proposed developments to provide a baseline of understanding of the development area. By the end of the analysis, HSP showed the ownership of various parcels and suggested which showed opportunities for redevelopment by the public or private sector.

One of the challenges that North Point faces is the highway-oriented clustering of limited and select service hotels that serve the market but lack a true plan to create a gateway or demand-generating area of hospitality. Such an area could include public meeting spaces, restaurants, entertainment venues, etc.

HSP profiled other areas that successfully developed a sense of place from a cluster of highway-oriented hotels. The comparable developments included cohesive streetscaping, landscaping and accessibility plans. Other development options included meeting facilities, sports and recreation facilities, public plazas, restaurant districts, entertainment venues, waterpark hotels and other options.

**Client:** City of Elkhart

**Time Period:** 2015 - 2016