

FREQUENTLY ASKED QUESTIONS

Q What Is Carmel City Center?

A Carmel City Center is a one million square foot, \$300 million, mixed-use project in the heart of Carmel, Indiana. The project is one piece of a master planned redevelopment of downtown Carmel; inspired and led by Carmel's Mayor Jim Brainard and overseen by the Carmel Redevelopment Commission.

Carmel City Center is a planned, mixed-use development that will become Carmel's new downtown. This most extraordinary city center will offer a lifestyle that includes luxury residences, exceptional retail shops and dining, an elegant cultural village and an oasis of activity, recreation and renewal.

Q Where Is Carmel City Center?

A Carmel City Center is located in downtown Carmel, Indiana just 12 miles north of downtown Indianapolis in the state's most affluent and well-educated community.

The Carmel City Center site is a 15 acre site bounded by Rangeline Road to the east, City Center Drive to the north, Third Avenue SW to the west and Monon Green Boulevard to the south.

Q Who Is Developing Carmel City Center?

A Inspired and led by Carmel, Indiana Mayor Jim Brainard, Carmel City Center is the central piece of a multi-phased and master planned redevelopment of downtown Carmel.

Carmel City Center is a public-private partnership between the City of Carmel and Pedcor City Center Development Company with direction and oversight from the Carmel Redevelopment Commission.

Q What Will It Cost To Build Carmel City Center?

A Carmel City Center is anticipated to be about a \$300 million project with approximately \$200 million in private infrastructure and \$100 million in public infrastructure.

Q What Will Carmel City Center Be Like?

A Carmel City Center is a destination unlike any other in the Indianapolis metropolitan market. The project offers the appeal of a neighborhood with the vibrancy of a downtown location.

Carmel City Center is a mixed-use lifestyle project that combines the best of history and tradition with a modern lifestyle and convenient access to home, work, entertainment, culture and leisure.

Carmel City Center employs New Urbanism design principles to encourage integrated residential, retail, commercial and entertainment complemented by a pedestrian-friendly environment and traditional architecture.

Q What Will I Find At Carmel City Center?

- A** **Residences** – 300 luxurious penthouses, condos and apartments
Office – 170,000 square feet of premier office suites
Retail & Dining – 230,000 square feet of exceptional independent boutique retail, fine dining and exciting nightlife
Hotel – 160+ room boutique hotel with luxury suites, deluxe rooms, ballroom and meeting space
Recreation – Center Green, spa, fitness center, Monon Greenway, Central Park nearby
Culture – 1,600-seat Palladium concert hall, 500-seat Tarkington theater, 200-seat studio theater, outdoor amphitheater, public art, fountains and sculpture garden—all located near the Carmel Arts & Design District
Parking – Two multi-level garages, an underground single level garage and street and surface parking with about 2,400 spaces

Q When Will Carmel City Center Open?

- A** The residential and office space in phase I of Carmel City Center opened in summer 2010. A limited selection of retail and dining options will open in summer/fall 2011 followed by a Grand Opening when future phases are complete.

Grand Opening is planned to include:

- Residential – 114 apartments, condos and penthouses in three buildings
- Office – 46,500 square feet in two buildings
- Retail & Restaurants – up to 62,000 square feet
- Parking – two garages plus street and surface parking, approximately 1,100+ spaces
- The Palladium – 1,600-seat world class concert hall
- The Tarkington – 500-seat theater
- The Studio Theater – 200-seat theater
- Center Green – public gathering space, farmers' market, city festivals and celebrations
- Monon Greenway – widened, paved trail with lanes for bicycling, walking or running and rollerblading, a bikeport with locker room and storage facilities

Q What Market Will Carmel City Center Serve?

A Carmel City Center is being designed and developed especially for its target market which is one of the fastest growing (18th), most affluent (6th) and well-educated (13th) communities in the country. Carmel City Center's trade area today is home to 342,467 persons living in 131,744 households, and growing at a rate of 10,000 new residents each year.

Further, the trade area is projected to have average household income of nearly \$98,649 with Carmel boasting the highest income at nearly \$122,000. This area has an estimated aggregate income of almost \$13 billion.

Carmel compares favorably in income, population growth and education levels to some of the premier retail destinations in the United States like Scottsdale, Arizona; Boca Raton, Florida; Naperville, Illinois; and Reston, Virginia.

Carmel City Center will benefit from the substantial trade area daytime population of over 200,000 employees with 50,000 working in Carmel proper.

Tourism accounts for 1.7 million visits to Hamilton County alone with these numbers dwarfed by the 20 million tourist visits to the Indianapolis metropolitan area for conventions and major events.

Q What Kind Of Consumer Experience Will Carmel City Center Offer?

A Carmel City Center will offer a unique experience to consumers:

Variety – Carmel City Center will offer a marketplace of unique specialty businesses, restaurants and entertainment options specifically created for its target market.

Architectural Elegance – Designed according to the highest aesthetic standard of classical architecture, Carmel City Center represents a living metaphor for symmetry, proportion, grace and balance.

Service – Restaurants, retailers and entertainment venues provide outstanding service with extra personal touches that express friendliness, enhance visitor comfort and encourage return visits.

Convenience – Residents and business professionals need only step out of their front door to access retail, restaurants and entertainment. Visitors enjoy a full day of fun with activities and venues all within walking distance.

Authenticity – Attractive neighborhood touches such as fountains, gardens, stone sidewalks and brick paved streets lend quaintness creating a sense of place.

Symbiosis – At Carmel City Center, business owners and residents alike are connected to the commercial, civic, cultural, recreational and residential activities and energies throughout this vibrant downtown area.

Q What Lifestyle Does Carmel City Center Represent?

A The development combines luxury residential, office suites, boutique retail, arts, leisure and entertainment on a dense 15-acre urban site.

Perfectly balanced quintessential living:

300 luxury apartments, condominiums and penthouses plus a 160+ room boutique hotel and 170,000 square feet of premier office space perfectly centered in an active urban neighborhood.

Exceptional and eclectic retail shops and dining:

230,000 square feet of unique specialty retail, restaurants and entertainment venues.

An elegant cultural village:

A world-class 1,600-seat concert hall, a 500-seat proscenium theater, a 200-seat studio theater, an outdoor community amphitheater, cultural and civic programming—all showcased within a spectacular setting with fountains, gardens and public art.

Oasis of activity, recreation and renewal:

An urban, mixed-use environment that balances modern lifestyles with history and tradition at its best; with immediate access to a wellness spa, state-of-the-art fitness facility, the popular Monon Greenway, nearby Central Park and the Carmel Arts and Design District.