



Urban Times

FROM: APRIL 2009

# ARCHIVES

## Campaign to sing about 'Unsung' neighborhoods

SOME INDY NEIGHBORHOODS sell themselves, owning the sort of cachet associated with Lockerbie Square or the Old Northside or Woodruff Place. Say their name, and most locals will paint a mental picture of urban comfort and historical splendor.

Some other neighborhoods, not so much. Some are – to use the keyword of a new promotional campaign – unsung.

To be launched April 1, the Unsung Indy campaign will initially focus on five unique, Indianapolis neighborhoods: Irvington, Holy Cross, Ransom Place, West Indianapolis and Watson-McCord. The awareness campaign will seek to highlight the many benefits and advantages to living in the city's diverse mix of up-and-coming urban communities.

The Unsung Indy campaign is designed to drive traffic to a website – [unsungindy.org](http://unsungindy.org). The site is intended to make the case for urban living in a fun, interactive way, and point visitors in the direction of five urban neighborhoods they may not have heard about. In this way, the campaign aims to compete with commercial developers for homebuyers, organizers said.

UnsungIndy.org will feature a rotating series of articles, an interactive feature that lets people calculate the "walk score" of the neighborhood and "a neighborhood columnist" who will offer his spirited 'two cents' on anything and everything pertaining to city life. The website will feature practical information about each of the five neighborhoods, such as school district information and median house prices.

The website will also help organizers gather information from other city neighborhoods which might be involved in the pro-



▲ Holy Cross, one of five neighborhoods featured in the Unsung Indy campaign, is located just east of Downtown across Interstates 65/70, south of Cottage Home.

### Say Hey, Ransom Place!

You're an urban enclave. You're an academic oasis. You're three-square blocks of endless possibilities. Open to anything. Adjacent to everything. Your cottages are quaint, and your residents are legendary. The Ridleys. The Theadfords. The Johnsons. The Hughes. You're at the heart of the city, and you never miss a beat.

*Undy Indy description*

gram in the future, pending additional funding.

Organizers said the Unsung Indy campaign will feature a variety of promotional advertising, along with non-traditional neighborhood signage – everything designed to identify and draw attention to up-and-coming urban neighborhoods located outside the city's downtown mile square.

"The goal of Unsung Indy is to align potential urban dwellers with 'unsung' neighborhoods in Indianapolis," said Andy Fraizer, executive director of the Indiana Association for Community Economic Development, which is leading the campaign. "Home-builders and others do an excellent job of promoting the benefits of living in the surrounding counties. This effort is designed to highlight the distinct advantages that many Indianapolis neighborhoods have to offer."

Those positives, Fraizer said, include:

❑ **Real estate value:** Generously sized and centrally located properties can be had for considerably less in any of the five Unsung Indy neighborhoods.

❑ **Recession busting:** With the country fighting its biggest economic downturn since the Great Depression, people are revisiting how they live. For many, that means relocating closer to work. Any of the five Unsung Indy neighborhoods offers plenty of affordable choices.

❑ **Suburban flight:** Surveys by the American Association of Retired Persons show that an increasing number of empty-nesters are abandoning the suburbs in favor of pedestrian-friendly, near-in urban neighborhoods.

## Here's to you, Holy Cross

You're a 'hood loaded with high points. (And we're not just talking about Highland Park.) Small in scale. Large in spirit. Super before the Super Bowl. Livable. Loveable. Historic, too. You're just one slice of the city, but it wouldn't be the same city without you.

*Unsung Indy description*

❑ **Old home / healthy living:** Researchers from the University of Utah recently released a study showing that historic, pedestrian-oriented neighborhoods promote healthier lifestyles than suburban neighborhoods designed primarily to facilitate car travel.

❑ **Do-it-yourself paradise:** The price is right. The porch needs work. Urban neighborhoods are chockablock with great opportunities for do-it-yourselfers.

❑ **People power:** People simply won't find a more interesting or committed network of neighbors than in the five Unsung Indy communities. They bring the cohesiveness and shared commitment of a small town to the heart of the city.

These are just a few of the many Unsung Indy stories that campaign organizers think deserve to be told. For more information, contact Fraizer at 920-2300. ■

## An Unsung Indy message: Recycling where we live

*This press release is typical of the 'Unsung Indy' promotions being disseminated through the program developed by the Indiana Association for Community Economic Development and funded by the Local Initiatives Support Corp.*

**W**E RECYCLE PAPER, PLASTIC AND ALUMINUM. WE RECYCLE glass, steel, and rubber. We recycle our cars, our furniture and our personal computers.

What if we could recycle an entire neighborhood?

Each of the five communities featured in the 2009-10 Unsung Indy awareness campaign is historic. The lived-in feel of a century-old neighborhood is part of each community's inherent charm.

Residents of these neighborhoods aren't just following in the footsteps of earlier generations of city dwellers, however. They are, quite literally, recycling neighborhoods that have served as residential living spaces for generations.

And recycling, as we know, is the right thing to do for the environment. In the case of urban planning, it helps take pressure off outlying areas.

A new study by Harvard University economics professor Dr. Edward Glaeser and UCLA economics professor Matthew Kahn, suggests that Americans who choose to settle in the suburbs run the risk of leaving a significantly deeper carbon footprint than Americans who live in higher-density urban centers.

---

## About Unsung Indy

**U**NSUNG INDY IS A PILOT INITIATIVE led by the Indiana Association for Community Economic Development and funded by the Local Initiatives Support Corp. The program seeks to support community revitalization by celebrating undiscovered, near-in urban neighborhoods. Founded in 1986, IACED and its member organizations are dedicated to improving lives through community economic development. The organization works to strengthen both the industry and local organizations through capacity building, advocating for effective public policy, forming beneficial partnerships among members and delivering quality professional development services. For more information about Unsung Indy, contact Andy Fraizer at 920-2300.

---

“If you want to be good to the environment, you stay away from it,” says Dr. Glaeser.

The study, covered in the Winter 2009 edition of the online publication City Journal, finds that households in dense urban areas have significantly lower carbon emissions than households in the suburbs.

Glaeser and Kahn began by estimating the amount of carbon dioxide that an average household would emit if it settled in each of the 66 major metropolitan areas in the U.S. Then they calculated, for 48 of those areas, the difference between what the average household would emit if it settled in the central city and what it would emit in the suburbs. (The remaining 18 areas had too little data for their calculations.)

Carbon emissions were calculated from four different sources: home heating (fuel oil and natural gas), electricity, driving and public transportation.

The study found that in almost every metropolitan area, carbon emissions are significantly lower for people who live in central cities than for people who live in suburbs.

It’s about land-use. It’s about smart growth. It’s about recycling great urban neighborhoods like the five Unsung Indy neighborhoods being profiled this April. ■