Modern businesses demand high-speed broadband connections to corporate intranet sites, customer inventories, financial records and more. The development of sites, buildings and business parks that meet agreed-upon standards for information technology should be a goal of the Indiana Toll Road Study Group. Other standards might include such considerations as LEED Certification, and aesthetic design for parking, lighting, pedestrian traffic, wetland preservation, etc.

The Indiana Toll Road Economic Development Corridor Study Group is well positioned to coordinate such an effort with private and public development agencies and corporations across the Corridor. It will require the establishment of specific standards for high-performance buildings and high-value business sites and parks. Such an activity has greater value over a larger geographic area than one at a local level; the inventory is larger as is the opportunity for more marketing resources and, as a result, greater knowledge of the Corridor and its range of real estate offerings.

Development Standards

Similar design standards might address traffic ingress and egress, and building setback and site coverage ratios. Varying levels of certification or recognition could be developed. In developing any such standards, the Toll Road Study Group should collaborate with developers of higher-end buildings, sites and parks; with commercial real estate brokers; and with local, regional and state development organizations.

Developing, approving and recertifying as necessary such designations should be the responsibility of the Indiana Toll Road Study Group or a successor organization. The task should be assigned to a Certified Buildings and Sites committee. The standards should be published and widely distributed to developers, site location consultants, growth and technology companies, the Indiana Economic Development Corporation and other business development brokers.