

Business Unification

New Development Coming to Hendricks County

By Tim Norton

During the past couple of decades, developers of new suburban and rehabbed urban neighborhoods responded to changing lifestyles by creating lifestyle centers. These one-stop shopping, entertainment, dining and leisure destinations allowed residents to enjoy a wide range of amenities without venturing too far from their neighborhoods.

Now a development taking shape in a fast-growing Indianapolis suburb promises to offer a twist on this concept that meets a new lifestyle trend: the trend toward healthier, more active lives. Enter the wellness-lifestyle center.

Imagine one concentrated area in which you could visit your doctor for a check-up, walk around the corner for lab tests, get in a quick health club workout, watch your kid's soccer game and grab a healthy dinner. That's the concept behind Satori Pointe in Avon.

Campus atmosphere

A unique commercial project being developed primarily with health care and wellness services, Satori Pointe will be a 72-acre campus pulling into one location businesses, services and amenities ranging from physician practices and medical services to fitness-apparel retailers, natural and organic grocers, and healthy restaurants.

Satori Pointe recognizes a key tension many of us experience these days: We want to be healthier and more fit, but our busy lives too often get in the way. With a name that comes from the Japanese Buddhist term for enlightenment, Satori Pointe is designed to help residents address a wide range of health needs all in one place. Satori Pointe will complement those health-and-wellness-focused amenities with other daily destinations, such as banks and grocery stores. Finally, Satori Pointe also will offer multi-family housing and senior living options.

In other words, just about everything you might want to support a healthy lifestyle, all along a short boulevard leading from bustling U.S. 36 to another groundbreaking concept, the 122,000-square-foot Hendricks Regional Health YMCA.

Adding to the Y

A collaboration between Hendricks Regional Health and the YMCA, the Hendricks Regional Health YMCA is slated to open in the second quarter of 2011. In a one-of-a-kind combination, it will offer physician and outpatient services as well as sports medicine, rehabilitation, therapy, lab and X-ray

facilities alongside fitness amenities that include indoor aquatics centers and a gymnasium. The facility will be surrounded by green spaces, an outdoor education center and sports fields.

Hendricks Regional Health Vice President of Medical Affairs Dr. John Sparzo believes Satori Pointe will be a future model for health and wellness developments. Mary Beth Carmichael of the YMCA of Greater Indianapolis says the project enhances the original vision for the Hendricks YMCA.

Structured in five parcels, Satori Pointe will include office spaces, medical offices, professional services, retail and multi-family/senior housing.

The parcels range in size from roughly four to nine acres. Developers are eyeing this project with targeted potential end-users in mind including medical imaging groups, orthopedic groups and doctors' offices, as well as healthy food stores and sports equipment outlets. Two parcels that front U.S. 36 are set aside for retail, and there's been strong interest in the largest site from independent living/senior living developers.

While similar projects have cropped up in other areas, Satori Pointe is one of the first to pioneer the truly ground-up wellness-lifestyle center. Others have worked to add fitness options to medical centers or tried to complement fitness amenities with medical resources, but lifestyle centers such as Satori Pointe promise to offer a more holistic and complete opportunity to meet health and fitness needs in a convenient setting. And because Satori Pointe has been envisioned as a wellness-lifestyle facility since day one, the layout, roads and infrastructure all are designed with this single focus in mind.



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INFORMATION LINK

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