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# The Creek

VETERANS PARKWAY, MISHAWAKA, IN

[www.thecreek-mishawaka.com](http://www.thecreek-mishawaka.com)



# The Creek

A 300-Acre Master-Planned Mixed-Use District Anchored by the Mishawaka Fieldhouse

Where commerce, community, and experience meet.

The Creek is Northern Indiana's next-generation development, an energetic blend of retail, dining, entertainment, hospitality, medical, sports, and corporate uses, all centered around the new Mishawaka Fieldhouse, a regional draw for families, athletes, and visitors year-round.

## Why The Creek

### A Regional Power Center for Business Growth

- 300 Prime Acres along the thriving northeast Mishawaka corridor, ideal for large-format retail, pad users, multifamily, hospitality, medical, and mixed-use developments.
- Anchored by the Mishawaka Fieldhouse, a major sports, recreation, and events complex expected to attract significant weekly foot traffic from across the Midwest.
- Exceptional Visibility + Access, with proximity to major arterials connecting South Bend, Mishawaka, Elkhart, and the greater Northern Indiana / Southern Michigan region.
- Master-Planned Infrastructure, roadways, utilities, and parcelization designed to support phased development and high-volume commercial users.

### A Destination With Built-In Demand

- Located minutes from major retail corridors, healthcare systems, universities, and densely populated residential areas.
- Surrounded by strong daily traffic from commuters, families, and regional visitors.
- Ideal for hotels, restaurants, entertainment venues, health & wellness, youth sports, coworking, and neighborhood services.

*The Creek is a multi-ownership, master-planned district. Certain parcels may not be available for sale or development at this time.*



Retail Pads & Inline Space • Hotel Sites • Entertainment & Dining •  
 Medical/Healthcare • Corporate & Flex Office •  
 Multifamily & Residential • Sports, Fitness & Wellness

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**1 to 25 Acre-Lots**  
**\$250K to \$550K Per Acre**  
 Pricing varies by location, size, and use.

# Douglas Gateway District



## District Legend

- ① 1-Story Multi-Tenant Retail
- ② 4-Story Mixed Use Retail/Residential
- ③ 3-Story Multi-Tenant Offices
- ④ 3-Story High Density Multifamily
- ⑤ 2-Story Medium-Density Multifamily
- ⑥ 4-Story High Density Multifamily
- ⑦ 2-Story Townhomes
- ⑧ Family Entertainment
- ⑨ Hospitality
- ⑩ Dogleg Social
- ⑪ Fieldhouse Expansion



## Douglas Gateway District

The Douglas Gateway is the primary entrance and most visible frontage of The Creek, anchored by Dogleg Social, a premier regional entertainment destination driving consistent day-to-night traffic.

Positioned along the expanded Douglas Road corridor, this district captures strong daily traffic and provides direct access to South Bend, Mishawaka, UP Mall, and the Indiana Toll Road. As the front door to The Creek, it delivers unmatched visibility for retailers, restaurants, and commercial users.

Dogleg Social transforms the district into a true destination, generating repeat visitation and enhancing the performance of surrounding outlot parcels, ideal for restaurants, quick-service, and experiential retail seeking both pass-by and destination-driven traffic.

With premium frontage and built-in demand, Douglas Gateway offers a rare opportunity to align with a proven regional draw. This is where visibility meets energy.

# The Village at The Creek



District Legend	
①	1-Story Multi-Tenant Retail
②	4-Story Mixed Use Retail/Residential
③	3-Story Multi-Tenant Offices
④	3-Story High Density Multifamily
⑤	2-Story Medium-Density Multifamily
⑥	4-Story High Density Multifamily
⑦	2-Story Townhomes
⑧	Family Entertainment
⑨	Hospitality
⑩	Dogleg Social
⑪	Fieldhouse Expansion

## The Village at The Creek

At the center of the development, The Village at The Creek is the walkable core where community, hospitality, and daily activity come together.

Anchored by the Mishawaka Fieldhouse, the Village benefits from steady, year-round visitation driven by tournaments, leagues, and regional events. This consistent traffic supports strong demand for restaurants, hotels, and service-oriented businesses.

Designed with pedestrian-friendly streets, landscaped corridors, and gathering spaces, the Village encourages visitors to stay longer, explore, and return. Its central location allows businesses to capture sustained foot traffic from both event-driven visitors and surrounding residential density.

The Village serves as the connective hub of The Creek, where visitors engage, spend time, and create repeat visits. While Douglas Gateway drives traffic, The Village turns it into lasting activity.

The Cleveland Connector District

Slated to open in 2027 the new 72-acre Gurley Leep Auto Mall will be built directly north of The Creek, at the northwest corner of Capital Avenue and Cleveland Road, and will consolidate eight existing Gurley-Leep dealerships into one central campus.



Nature Trails

Proposed Pond

Proposed Pond

Proposed Pond Expansion

Card Fieldhouse

District Legend

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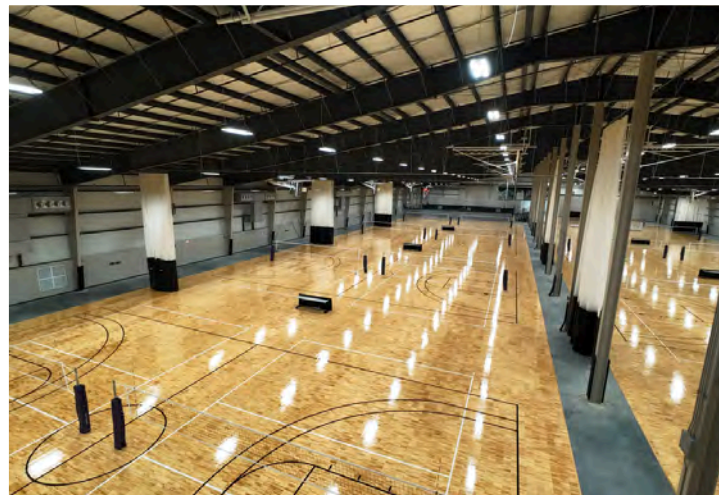
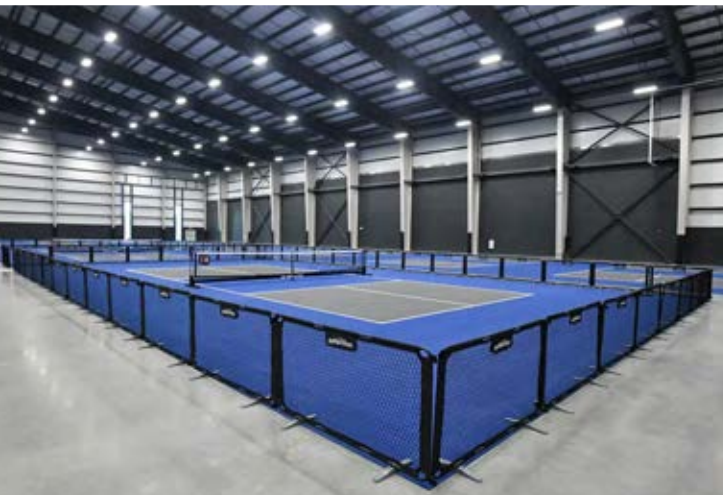
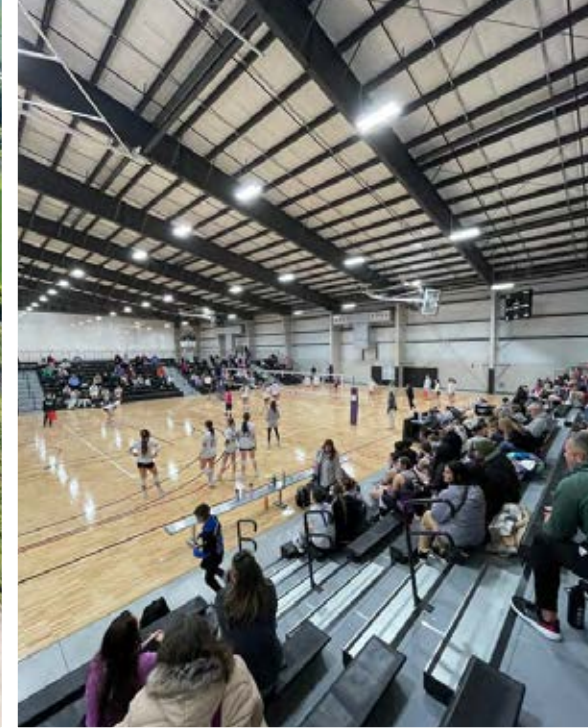
The Cleveland Connector District

The Cleveland Connector District occupies the northern edge of The Creek and functions as a highly efficient secondary access point and outbound connection to the broader region. Positioned along Cleveland Road, this district provides quick and convenient access to Capital Avenue, U.S. 20, and the Indiana Toll Road, making it an ideal exit route for visitors and commuters.

The district is well suited for complementary retail, service-oriented uses, and mixed-use development that benefits from strong traffic flow and regional connectivity. Its location across from established commercial activity, including the Gurley Leep Auto Mall, further strengthens its role as a functional and high-visibility corridor.

Integrated trails, green buffers, and water features enhance the district's character while maintaining smooth vehicular movement and access. The Cleveland Connector District supports The Creek's overall circulation strategy by balancing efficient regional access with a cohesive, well-planned development framework.

# The Mishawaka Fieldhouse Advantage



The Mishawaka Fieldhouse is the economic and experiential engine of The Creek, now fully operational and drawing athletes and visitors from across the Midwest.

Weekend tournaments generate significant traffic, bringing in teams and families for multi-day events that drive demand for hotels, restaurants, and entertainment. During the week, partnerships with NIVA Volleyball, Canes Baseball/Softball, Five Star Basketball, and Parisi Speed School create consistent daily activity through practices, training, and skill development.

This blend of high-impact weekends and steady weekday programming delivers year-round traffic, supporting strong, reliable demand for businesses throughout The Creek.



The Creek is designed around connectivity, between uses, districts, and the surrounding region. Walkable streets, pedestrian trails, and green corridors link The Gateway District, The Village at The Creek, and The Douglas District into a seamless experience.

This integrated approach encourages cross-traffic between districts, increases dwell time, and supports a dynamic environment where commerce, recreation, and daily life intersect.





<b>RADIUS</b>	<b>1 MILE</b>	<b>3 MILE</b>	<b>5 MILE</b>	<b>10 MILE</b>
<b>POPULATION</b>	3,619	42,523	139,100	320,574
<b>AVERAGE AGE</b>	34	38	35	37
<b>NUMBER OF HOUSEHOLDS</b>	1,766	18,726	54,170	124,356
<b>MEDIAN HOUSEHOLD INCOME</b>	\$95,909	\$84,250	\$87,403	\$78,485
<b>LABOR FORCE</b>	3,070	34,748	111,974	252,751

The Creek is surrounded by a strong and growing population base, supported by rising household incomes, a deep labor pool, and a diverse mix of residents and visitors. Within a 10-mile radius, the project benefits from more than 320,000 residents and a highly educated workforce driven by regional universities and healthcare institutions.

These demographics support sustained demand for retail, dining, housing, hospitality, and services, making The Creek well-positioned for long-term success.



N Ironwood Rd

**UNIVERSITY PARK MALL**

● sunglasses hot   **claire's**   **LOFT**   **COACH**

**GNC** LIVE WELL   **SEPHORA**   **HOLLISTER** CALIF.   **CHAMPS** SPORTS

**Bath & Body Works**   **Jcpenny**   **Buckle**   **AMERICAN EAGLE** OUTFITTERS

**Foot Locker**   **Apple Store**

★ **macy's**   **FIVE GUYS**   **BARNES & NOBLE**

**3**

**EST. 1988**

**Starbucks** COFFEE   **Martin's** Count On Us!   **Villa Maeri**   **J.Jill**

**TREK**   **VANILLA BEAN** CREAMERY   **LOCKER** HATCART

**Orangetheory** FITNESS   **SMOOTHIE KING**   **STRETCH LAB**

**CVS pharmacy**   **Hampton Inn & Suites** BY HILTON   **H**   **Holiday Inn Express**   **S**

**indiana TOLL ROAD**

**Exit 83**

**Michaels**   **BEST BUY**   **Olive Garden** ITALIAN RESTAURANT

**DAVID'S** BRIDAL   **LONGHORN** STEAKHOUSE   **WINGS**

**FIVE BELOW**   **ROSS** DRESS FOR LESS

**Target**   **MILAN**   **BOOP BARN**   **DOLLAR TREE**   **sleep & number.**

**SportClips** HAIRCUTS   **metro** driver   **COSTCO** WHOLESALE

**RALLY HOUSE** LOCAL STORE   **FedEx Office** Print & Ship Services   **petco**

**HomeGoods**   **HOBBY LOBBY**

**TJ-maxx**   **Gabe's**   **popshelf**

**MCALISTER'S** DELI   **HACIENDA**   **DSW**

**ULTA** BEAUTY   **SKY ZONE**

**MENARDS**

**Walmart** ✨

**sam's club** ◊

**JUDAY CREEK**

**GOLF COURSE & EVENT FACILITIES**

**The CREEK**

**Papa John's** ITALIAN KITCHEN   **meijer**

**POTBELLY** SANDWICH WORKS   **PANDA EXPRESS** CHINESE TAKE-OUT

**H**

**SAINT JOSEPH HEALTH SYSTEM**

A Member of Trinity Health

**CANDLEWOOD SUITES** AN IHG HOTEL

**Holiday Inn**

**LOWE'S**

**Gordon** FOOD SERVICE   **Chick-fil-*e***   **Krispy Kreme**

**ALDI**   **Starbucks** COFFEE   **THE FLAVOR FACTORY**   **CHIPOTLE** MEXICAN GRILL   **Arby's**

**Canes**   **Portillo's** HONEY BUTTER BREAD SLIMS   **Calverton's**   **Domino's**

**CARRABBA'S** ITALIAN GRILL   **J.CREW** FACTORY   **PETSMART**

**KOHL'S**   **Logan's ROADHOUSE**   **Marshalls**

**BUFFALO WILD WINGS**   **OLD NAVY**

**SHOE CARNIVAL**   **WHOLE FOODS MARKET**   **DICK'S** SPORTING GOODS

**ihop**   **golden corral**   **Red Robin** FRESH STEAKBURGERS   **Watson Residence Inn**   **HOME2** SUITES BY HILTON   **Hooters**

**AT&T**   **Salsa's** MEXICAN GRILL   **B** BASNEY HONDA   **Red Lobster**   **HYATT PLACE**   **Guirley**   **Loop**

Located minutes from University Park Mall, major employment centers, and key highway interchanges, The Creek enjoys unmatched regional accessibility. Its position along Veterans Parkway and proximity to U.S. 20 and the Indiana Toll Road place it within easy reach of Chicago and the broader Great Lakes market.



# SOUTH BEND – MISHAWAKA: POSITIONED FOR OPPORTUNITY

**324k+**  
**Residents**

A stable, growing regional population means abundant customers, employees, and long-term demand.

*Data USA*

**132k+**  
**Local Workforce**

A large, skilled labor pool supports employers across manufacturing, healthcare, retail, logistics, and tech.

*Indiana Government*

**\$65k**  
**Median Household Income**

Household incomes rising annually, supporting discretionary spending, retail demand, and housing growth.

*Data USA*

**23k+**  
**Students**

A steady stream of educated talent and consumers from Notre Dame, Saint Mary's, Bethel and IUSB helps fuel demand for housing services, retail, and recreation.

*South Bend Regional Chamber, IUSB*

## Thriving Regional Economy

Home to a growing mix of education, healthcare, manufacturing, and tech employers, driving steady population and income growth across St. Joseph County.

## Major Talent Pipeline

Powered by universities like Notre Dame, IUSB, Saint Mary's and Bethel, the region delivers a deep, diverse workforce and consistent demand for housing, retail, and recreation

## Unmatched Connectivity

Direct access to U.S. 20, the Indiana Toll Road (I-80/90), and the South Bend International Airport positions businesses within 90 minutes of Chicago and the broader Great Lakes market.

## High Quality of Life & Momentum

Vibrant downtown districts, expanding retail and dining scenes, top-tier youth sports tourism, and ongoing public/private investment make the region one of Indiana's fastest-transforming markets.

## Major Economic Engine

University of Notre Dame and its football program inject tremendous value into the region – home-game weekends alone generate roughly \$36 million in economic activity for the South Bend/Mishawaka area.



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