

# SPRING MILL STATION SEC PUD

SOUTHEAST CORNER OF 161ST STREET AND SPRING MILL ROAD



COOPERSTOWN  
PARTNERS, LLC

PRESENTED BY  
J. MURRAY CLARK, ESQ.  
**FAEGRE BAKER  
DANIELS**

REQUEST FOR A CHANGE OF ZONING  
AUGUST 18, 2014 PLAN COMMISSION

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**SPRING MILL STATION SEC PUD**



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**TAB 1**



Cooperstown Partners, LLC (“Cooperstown”) respectfully submits its request for a change of zoning for its proposed \$11 million neighborhood center to be known as “Spring Mill Station”. The 7.654 acre site is located on the southeast corner of 161st Street and Spring Mill Road (see aerial location map at Tab 2). Cooperstown believes that the proposed redevelopment of the site provides appropriate uses at the intersection and that the high quality architecture and design proposed compliments and is compatible with the surrounding commercial and residential areas (see concept plan at Tab 3 and illustrative exhibits at Tab 4) and is consistent with the 2014 addendum to the Westfield Washington Township Comprehensive Plan entitled: Spring Mill Station Plan, described below.

Below are highlights of the community’s planning principles that support this development, a summary of neighbor involvement in finalizing the plans for Spring Mill Station, and a highlight of the development’s economic benefit to the community.

#### Westfield Washington Township Comprehensive Plan

The Westfield Washington Township Comprehensive Plan includes over one hundred pages of policies and objectives that are both community wide and use specific. In general, the Westfield Washington Township Comprehensive Plan states “[i]t is the desire of the community to see a diverse balance of land uses that proceed in an efficient and well-connected pattern with good land use transitions. The land use patterns should be fiscally sustainable, high quality, and should be accompanied by substantial and permanent open space of one form or another.” (Comprehensive Plan, p. 9)

The Spring Mill Station Plan (the “Plan”) was adopted by the Westfield City Council on April 14, 2014 as an addendum to the Westfield-Washington Township Comprehensive Plan. The Plan was the result and product of numerous meetings and discussions of community stakeholders and ultimately a group formed for the purpose of studying potential future land use development in the general area of 161st Street and Spring Mill Road (the “Spring Mill Station Study Group”). Among other items, the Plan sets forth numerous thoughtful recommendations pertaining to the nature and design of future developments in the immediate vicinity of 161st Street and Spring Mill Road comprised of approximately ninety (90) acres (the “Planning Area”). The Plan recommends the development of a mix of complementary land uses within the Planning Area that can function as, a vibrant neighborhood “hub” with quality building design and site design features that include a pedestrian orientation and people spaces.

The Spring Mill Station SEC PUD proposes the development of this 7.654 acre site into a high quality development that has a timeless feel in conformity with many of the recommendations of the Plan, including: the selection neighborhood oriented permitted uses; site design featuring pedestrian and bicycle accommodations; building massing; railroad theme architecture; landscaping and buffering; and, public space.



### Neighborhood Involvement

Over the past three (3) years since filing the initial petition in 2011, Cooperstown has met on a continuing basis with adjacent neighborhood HOA representatives, community stakeholders, local elected officials, and after its formation with the Spring Mill Station Study Group to determine the appropriate and desirable level of Local Business development at this location. The HOA representatives who participated were from Mulberry Farms, Countryside, and Maple Knoll. The PUD language, overall site plan, and elevations have been re-written and refined over the years of discussions and feedback. The meetings were in both large and small groups, and reviewed every element of the project including: allowable uses; traffic and safety; building sizes and restrictions; lighting and signage; buffering; hours of service; types of services desired; pedestrian accessibility; and the architectural look and quality of each building.

Since the adoption of the Plan earlier this year by the Westfield City Council, Cooperstown has met on several occasions with the Spring Mill Station Task Group, a group of community members created and formed conceptually in the Plan to among other things (a) review zoning petitions for potential development within the Planning Area; (b) collaborate with potential developers of projects in the Planning Area; and (c) provide recommendations to the Westfield Advisory Plan Commission and the Westfield City Council regarding zoning petitions in the Planning Area.

### Highlight of Key Economic Benefits to the Community<sup>1</sup>

- \$11 million investment (estimated benefit of \$442,000 annually in property taxes);
- \$724,000 generated annually in direct and indirect sales and income tax revenues (estimated \$44,000 generated annually in local income tax revenues);
- Generation of new fees (e.g., water, sewer, and road);
- Creation of immediate construction jobs (\$5.3 million is the total estimated construction impact of the development, including the creation of 50 jobs); and
- Creation of permanent jobs (estimated to directly create 90 jobs with a payroll of \$4.5 million - which would result in a total direct or indirect personal income generated by the development of \$6.2 million, creating the potential for local expenditures by employees and their families).

If approved, Cooperstown intends to begin construction<sup>1</sup> in the next year.

Thank you for your consideration.

<sup>1</sup> As estimated by an Economic and Revenue Impacts analysis prepared by Applied Economics.

**TAB 2**

AERIAL LOCATION EXHIBIT

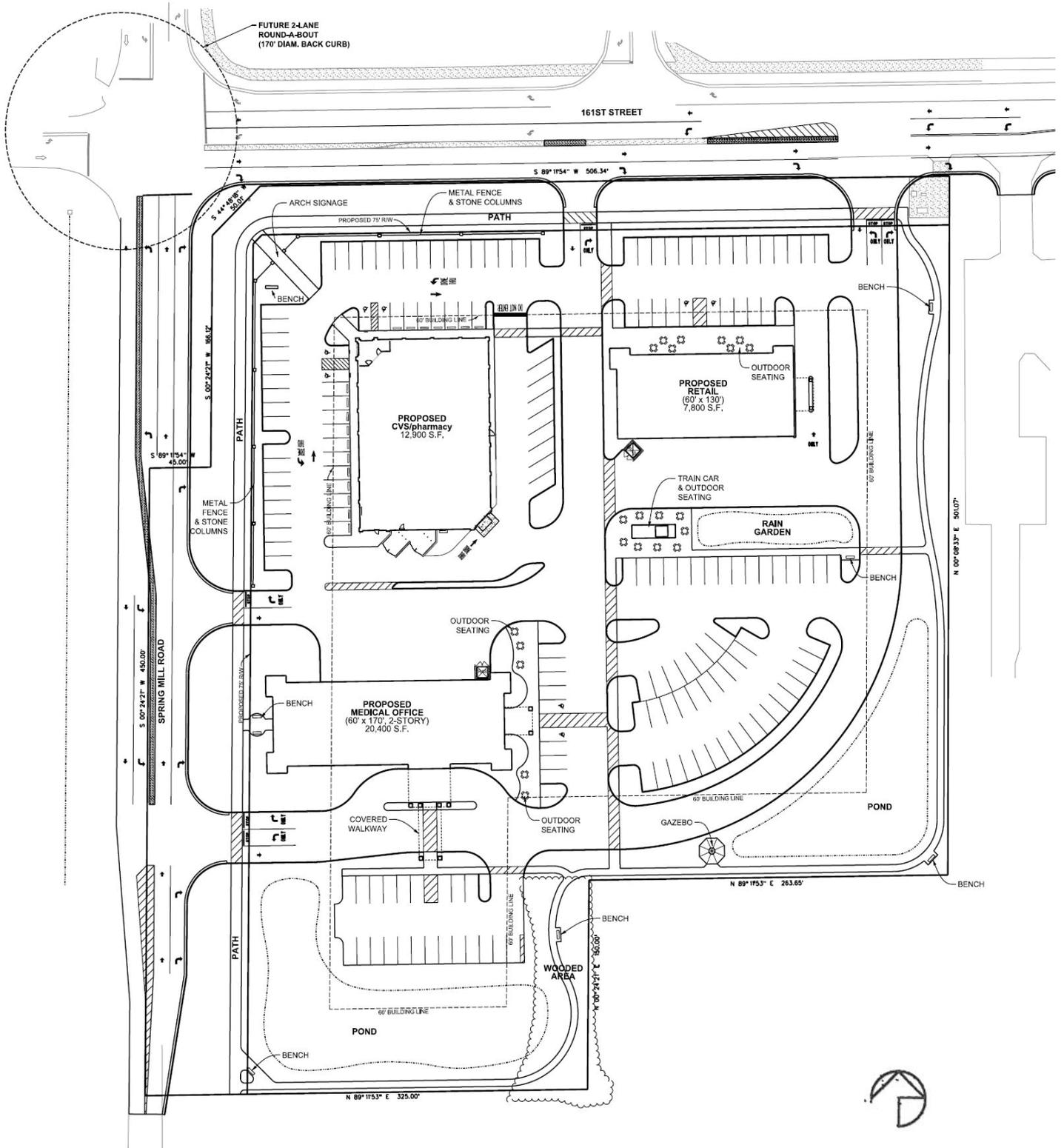
SPRING MILL STATION SEC PUD



**TAB 3**

# CONCEPTUAL SITE PLAN

## SPRING MILL STATION SEC PUD



**TAB 4**

CONCEPTUAL RENDERING

SPRING MILL STATION SEC PUD



ILLUSTRATIVE ELEVATIONS

SPRING MILL STATION SEC PUD



161TH STREET - NORTH ELEVATION



SOUTH ELEVATION

ILLUSTRATIVE ELEVATIONS

SPRING MILL STATION SEC PUD



SPRING MILL ROAD - WEST ELEVATION



EAST ELEVATION

**TAB 5**

**ORDINANCE NUMBER \_\_\_\_ - \_\_\_\_\_**

**AN ORDINANCE OF THE CITY OF WESTFIELD AND WASHINGTON  
TOWNSHIP, HAMILTON COUNTY, INDIANA CONCERNING AMENDMENT TO  
TITLE 16 – LAND USE CONTROLS**

This is a Planned Unit Development District Ordinance to amend the Westfield-Washington Zoning Ordinance of the City of Westfield and Washington Township, Hamilton County, Indiana (the “Zoning Ordinance”), enacted by the City of Westfield pursuant to its authority under the laws of the State of Indiana, Ind. Code § 36-7-4 *et seq.*, as amended.

**WHEREAS**, the City of Westfield, Indiana (the “City”) and the Township of Washington, both of Hamilton County, Indiana are subject to the Zoning Ordinance;

**WHEREAS**, the Westfield-Washington Advisory Plan Commission (the “Commission”) considered a petition (Docket 1209-PUD-11), filed with the Commission requesting an amendment to the Zoning Ordinance and to the Zoning Map;

**WHEREAS**, the Commission forwarded Docket 1209-PUD-11 to the Common Council of the City of Westfield, Hamilton County, Indiana (the "Common Council") with a \_\_\_\_\_ recommendation in accordance with Indiana Code § 36-7-4-608, as required by Indiana Code § 36-7-4-1505;

**WHEREAS**, the Secretary of the Commission certified the action of the Commission to the Common Council on \_\_\_\_\_, 2014; and,

**WHEREAS**, the Common Council is subject to the provisions of the Indiana Code §36-7-4-1507 and Indiana Code § 36-7-4-1512 concerning any action on this request.

**NOW, THEREFORE, BE IT ORDAINED** by the Common Council of the City of Westfield, Hamilton County, Indiana, meeting in regular session, that the Zoning Ordinance and Zoning Map are hereby amended as follows:

**Section 1. Applicability of Ordinance.**

- 1.1 This PUD District Ordinance (this "Ordinance") applies to the subject real estate more particularly described in **Exhibit A** attached hereto (the “Real Estate”) and shall hereafter be referred to as the "Spring Mill Station SEC PUD".
- 1.2 Development of the Real Estate shall be governed by the provisions of the Zoning Ordinance unless specifically modified by the terms of this Ordinance. All provisions and representations of the Zoning Ordinance that conflict with the provisions of this Ordinance are hereby rescinded as applied to the Real Estate and shall be superseded by the terms of this Ordinance.

- 1.3 The underlying zoning district shall be the **LB – Local and Neighborhood Business District** (the "Underlying Zoning District"). Except as modified, revised, supplemented or expressly made inapplicable by this Ordinance, the standards of the Zoning Ordinance applicable to the Underlying Zoning District shall apply.
- 1.4 Section ("WC §") cross-references of this Ordinance shall hereafter refer to the Section as specified and referenced in the Zoning Ordinance.

**Section 2. Definitions.** Capitalized terms not otherwise defined in this Ordinance shall have the meanings ascribed to them in the Zoning Ordinance.

- 2.1 **Concept Plan:** The plan attached hereto and incorporated herein by reference as **Exhibit B.** Exhibit B is a general plan for the development of the Real Estate.
- 2.2 **Illustrative Character Exhibit.** A general representation of the intended architecture and character for the proposed development of the Real Estate attached hereto as **Exhibit C.**

**Section 3. Permitted Uses.**

- 3.1 All uses permitted in the Underlying Zoning District shall be permitted; in addition, a Health, Fitness, and Exercise Center shall also be permitted.
- 3.2 **Prohibited Uses.** The following uses shall specifically be prohibited (these uses would otherwise be permitted by the Underlying Zoning District): amphitheater, car wash, public commercial parking lots and structures, gasoline service station, post offices, radio and TV service, semi-automatic car wash, boarding and lodging houses, fraternities, lodges, private clubs, and Trade Schools (Family Schools shall be permitted).
- 3.3 **Service Hours.** Trash removal, compaction, service vehicles, deliveries, etc. (with the exception of snow removal) shall not be permitted between the hours of 11:00 p.m. and 5:00 a.m.

**Section 4. Development Standards.**

- 4.1 **General Regulations.** While the regulations of *WC § 16.04.050 Business Districts* applicable to the Underlying Zoning District shall apply except as modified herein below, due consideration shall be given to the Site Design & Architecture recommendations of the Spring Mill Station Plan:
  - A. **Use of Required Yards.** Required front, side and rear yards may include driveways and parking areas, as depicted on the Concept Plan, provided that (i) no portion of the parking area may be located closer than four (4) feet to any right-of-way line or the Real Estate's perimeter property line; and (ii) the remainder of said required yard shall be maintained as green space free from buildings or structures.

- B. Maximum Building Height. The maximum height of any building or structure shall be forty-five (45) feet above grade.
  - C. Pedestrian Accessibility. The following shall be required in order to encourage pedestrian connectivity with surrounding developments and enhance pedestrian connectivity internal to the Real Estate:
    - (i) In accordance with *WC § 16.04.050(D)(15(a))*, *WC § 16.04.240(G)*, and the City's Thoroughfare Plan, an eight (8) foot wide path shall be provided along the Real Estate's 161<sup>st</sup> Street and Spring Mill Road frontages.
    - (ii) Continuous pedestrian walkways, a minimum of five (5) feet wide, shall be provided from the 161<sup>st</sup> Street and Spring Mill Road paths to the primary customer entrances of all structures on the Real Estate.
    - (iii) All walkways internal to the Real Estate that cross vehicular ways (e.g., drive lanes, parking lots) shall be delineated and distinguished from driving surfaces through the use of durable, low maintenance surface materials such as integrated concrete pavers, scored or textured concrete, or brick.
    - (iv) Sidewalks, no less than six (6) feet wide, shall be provided along the full length of a building façade featuring a customer entrance, and along any façade abutting a public parking area.
    - (v) A pedestrian walkway shall be provided from the 161<sup>st</sup> Street and Spring Mill Road paths to the caboose / gathering space. Such walkway may meander through the wooded area along the south property line and may encroach into the south and/or east property line buffer yards described in Sections 4.3, B., and C., below.
    - (vi) Bike parking shall be provided for each building.
  - D. Trash Enclosures. Trash containers shall: (i) be screened on all sides with a solid walled or fenced enclosure not less than six (6) feet in height above grade and equipped with wood covered gates; (ii) not be located between the front line of the primary building and the front lot line; and, (iii) not be located in any required yard.
- 4.2 Off-Street Loading and Parking. Shall be provided in accordance with the provisions of the Zoning Ordinance (*WC § 16.04.120*).
- 4.3 Landscaping and Screening. Shall be provided in accordance with the provisions of the Zoning Ordinance (*WC § 16.06*) and the design shall be guided by the Transitions and Buffering recommendations of the Spring Mill Station Plan; however, the Real Estate's minimum buffer yards shall be as follows:

- A. 161<sup>st</sup> Street and Spring Mill Road. The Real Estate's north and west property line buffer shall comply with the street frontage landscaping requirements of the Zoning Ordinance (*WC § 16.06.050*).
  - B. East Property Line. The Real Estate's east property line shall consist of a minimum ten (10) foot wide buffer yard. The buffer yard plantings shall consist of those required pursuant to the Zoning Ordinance (*WC § 16.06.060*).
  - C. South Property Line. The Real Estate's south property line shall consist of a minimum ten (10) foot wide buffer yard. The buffer yard plantings shall consist of those required pursuant to the Zoning Ordinance (*WC § 16.06.060*). Existing vegetation within the buffer yard shall be preserved where possible and credited towards required buffer yard plantings pursuant to the Zoning Ordinance (*WC § 16.06.020*).
  - D. Perimeter parking lot landscaping may occupy the same space as required buffer yard areas; provided, however, that in such instances, the required number of plantings for both perimeter parking lot and buffer yard areas shall be provided.
- 4.4 Sign Standards. Shall be provided in accordance with the provisions of the Zoning Ordinance (*WC § 16.08*). The following additional restrictions shall apply:
- A. All wall and ground identification signs shall be either (i) reverse channel letter, in accordance with *WC § 16.08.010(E)(14)*; (ii) externally lit with gooseneck light fixtures; or, (iii) raceway channel lettering.
  - B. Ground identification signs shall be architecturally compatible with the architecture of the Real Estate's buildings.
  - C. No internally illuminated identification wall sign shall be permitted to face or be oriented towards the Real Estate's south property line. Backlighting, goose-neck lighting, and the like, shall be permitted.
  - D. Canopy or building mounted drive-thru, open/closed, or other directional signs may be internally illuminated.
- 4.5 Lighting. Shall be provided in accordance with the provisions of the Zoning Ordinance (*WC § 16.07.010*) and guided by the recommendations of the Spring Mill Station Plan. The following additional restrictions shall apply:
- A. Uniformity. All lighting fixtures and poles shall be consistent in style, color, size, height and design and shall be compatible with the architecture of the overall Spring Mill Station Plan.

- B. Decorative Fixtures. Decorative light fixtures shall be provided along the Real Estate's entrance drives, public rights-of-way, building and pedestrian walkways as part of the site's overall architectural design.
- C. Full Cut-Off Fixtures. With the exception of low intensity architectural lighting and internally-illuminated signage, all exterior wall mounted lights and pole mounted lights shall utilize full cut-off fixtures that direct light downward.
- D. Light Levels. No wall or pole mounted lights shall cause light levels along the south property line to exceed 0.1 foot candles.
- E. Light Poles. In order to enhance the Real Estate's pedestrian-scale design emphasis, pole mounted lights shall not exceed twenty (20) feet in height, including the base.
- F. Neon Lights. Neon lighting shall not be permitted (i) on the exterior of or (ii) outside any building.

**Section 5.** **Architectural and Design Standards.** The regulations of *WC § 16.04.165 Development Plan Review* applicable to the Underlying Zoning District shall apply except for those sections modified and/or enhanced below by this Ordinance.

- 5.1 Drive-Thru Regulations. Drive-thru facilities shall only be permitted for the following uses: Bank; Drug Store; or, an end cap tenant space of a multi-tenant building.
- 5.2 Illustrative Character Exhibit. The Illustrative Character Exhibit is hereby incorporated to demonstrate the character of the corner building and the final design of the corner building shall be substantially consistent with the building shown in the Illustrative Character Exhibit. Development of additional buildings on the Real Estate shall be guided by the Railroad Theme Architecture recommendations of the Spring Mill Station Plan. Additional building embellishments may be proposed by the developer which may include windows, faux windows, murals or other decorative design features as presented to and approved by the Plan Commission during the detailed plan approval process.

ALL OF WHICH IS HEREBY ADOPTED BY THE CITY COUNCIL OF WESTFIELD, HAMILTON COUNTY, INDIANA THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2014.

WESTFIELD COMMON COUNCIL  
HAMILTON COUNTY, INDIANA

Voting For

Voting Against

Abstain

\_\_\_\_\_  
Jim Ake

\_\_\_\_\_  
Jim Ake

\_\_\_\_\_  
Jim Ake

\_\_\_\_\_  
Steven Hoover

\_\_\_\_\_  
Steven Hoover

\_\_\_\_\_  
Steven Hoover

\_\_\_\_\_  
Robert L. Horkay

\_\_\_\_\_  
Robert L. Horkay

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Robert L. Horkay

\_\_\_\_\_  
Chuck Lehman

\_\_\_\_\_  
Chuck Lehman

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Chuck Lehman

\_\_\_\_\_  
Robert J. Smith

\_\_\_\_\_  
Robert J. Smith

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Robert J. Smith

\_\_\_\_\_  
Cindy L. Spoljaric

\_\_\_\_\_  
Cindy L. Spoljaric

\_\_\_\_\_  
Cindy L. Spoljaric

\_\_\_\_\_  
Robert W. Stokes

\_\_\_\_\_  
Robert W. Stokes

\_\_\_\_\_  
Robert W. Stokes

ATTEST:

\_\_\_\_\_  
Cindy J. Gossard, Clerk-Treasurer

I affirm, under the penalties for perjury, that I have taken reasonable care to redact each Social Security Number in this document, unless required by law: Eugene Valanzano.

This Instrument prepared by: J. Murray Clark, Esq., Attorney at Law, and Eugene Valanzano, Sr. Land Use Consultant, Faegre Baker Daniels, LLP. 600 East 96<sup>th</sup> Street, Suite 600, Indianapolis, Indiana 46240.

I hereby certify **ORDINANCE** \_\_\_\_-\_\_\_\_ was delivered to the Mayor of Westfield on the \_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
Cindy J. Gossard, Clerk Treasurer

I hereby APPROVE ORDINANCE \_\_\_\_ - \_\_\_\_\_  
this \_\_\_\_ day of \_\_\_\_\_, 2014.

I hereby VETO ORDINANCE \_\_\_\_ - \_\_\_\_\_  
this \_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
J. Andrew Cook, Mayor

\_\_\_\_\_  
J. Andrew Cook, Mayor

ATTEST:

\_\_\_\_\_  
Cindy J. Gossard, Clerk Treasurer

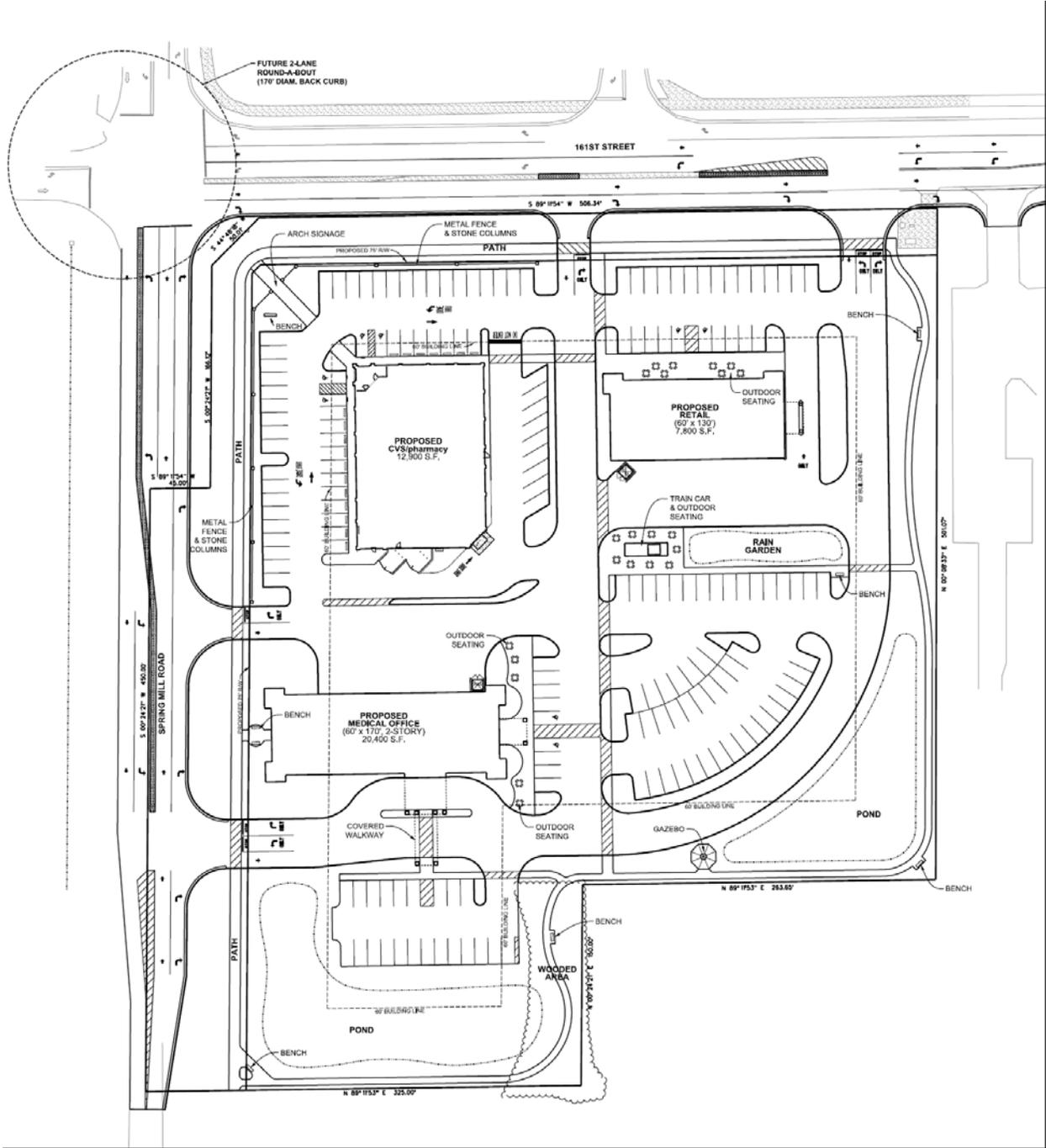
**EXHIBIT A**  
**REAL ESTATE**

That portion of the Southwest Quarter of Section 11, Township 18 North, Range 3 East of the Second Principal Meridian, Washington Township, Hamilton County, Indiana, described as follows:

Considering the east line of said Southwest Quarter as South 00 degrees 24 minutes 21 seconds West (assumed bearing) and all bearing contained within being relative thereto.

Commencing at a mag nail with "BANNING ENG FIRM #0060" tag set (herein referred to as "mag nail") marking the northwest corner of said Quarter Section; thence South 00 degrees 24 minutes 21 seconds West along the west line thereof 241.12 feet to the POINT OF BEGINNING, said point being the southwest corner of the land of the Board of Commissioners of Hamilton County as described in Instrument Number 9418999 in the Office of the Recorder of said county; thence continue South 00 degrees 24 minutes 21 seconds West along said west line 450.00 feet; thence North 89 degrees 11 minutes 54 seconds East parallel with the north line of said Southwest Quarter 325.00 feet; thence North 00 degrees 24 minutes 21 seconds East parallel with said west line 150.00 feet; thence North 89 degrees 11 minutes 54 seconds East parallel with said north line 263.65 feet; thence North 00 degrees 08 minutes 33 seconds East 501.07 feet to the southeast corner of the land of the Board of Commissioners of Hamilton County as described in Instrument Number 9419001 in said county records; thence along the south line thereof and the south line of said Board per Instrument Numbers 9419000 and 9418999 in said county records, being parallel with said north line of the Quarter Section South 89 degrees 11 minutes 54 seconds West 506.34 feet (the remaining courses are along the south and east lines of said land of the Board per Instrument Number 9418999); thence South 44 degrees 48 minutes 18 seconds West 50.01 feet; thence South 00 degrees 24 minutes 21 seconds West parallel with said west line 166.12 feet; thence South 89 degrees 11 minutes 54 seconds West parallel with said north line 45.00 feet to the POINT OF BEGINNING, containing 7.654 acres, more or less.

# EXHIBIT B CONCEPT PLAN



**EXHIBIT C**  
**ILLUSTRATIVE CHARACTER EXHIBITS**



SPRING MILL STREET - WEST ELEVATION



EAST ELEVATION



161TH STREET - NORTH ELEVATION



SOUTH ELEVATION

**TAB 6**

**WILLIAM J. FEHRIBACH, P.E.**  
OF COUNCIL

**STEVEN J. FEHRIBACH, P.E.**  
PRESIDENT

**JOSEPH T. RENGEL, P.E.**  
VICE PRESIDENT

**R. MATTHEW BROWN, P.E.**  
VICE PRESIDENT

**RICHARD J. KELLY, P.E.**  
VICE PRESIDENT

REGISTRATION  
INDIANA  
ILLINOIS  
IOWA  
KENTUCKY  
MICHIGAN  
OHIO  
MISSOURI  
FLORIDA

## Traffic Impact Analysis Summary

### Southeast corner of 161<sup>st</sup> Street & Springmill Road

A&F Engineering conducted a Traffic Impact Analysis, on behalf of Peacock Companies, for a proposed commercial development, Springmill Corner, to be located on the southeast corner of the intersection of 161<sup>st</sup> Street and Springmill Road in Westfield, Indiana. The study investigated the existing conditions of the study area and how the existing roadway system in the study area will be impacted by the traffic generated from the proposed development.

Analysis results show that the proposed development will have very little impact on the intersection of 161<sup>st</sup> Street and Springmill Road. This intersection currently operates at level of service (LOS) B during both the AM and PM Peak Hour and will remain at LOS B during both the AM and PM Peak Hour when traffic from the proposed development is added to the intersection. When compared to the existing conditions, the traffic added to this intersection from the proposed development increases the delay by less than one (1) second per vehicle. The development traffic added to this intersection increases the total volume of traffic entering the intersection by approximately 3% during both the AM and PM Peak Hour. Based on the results from the analysis, no major geometric improvements at the intersection of 161<sup>st</sup> Street and Springmill Road are necessary to mitigate the incremental increase in traffic due to the proposed development.

In order to serve the site, a proposed right-in/right-out access drive and a proposed full access drive will be located on 161<sup>st</sup> Street, approximately 285 feet and 515 feet, respectively, east of Springmill Road. These access drives will be stop controlled intersections, with the access drives stopping for 161<sup>st</sup> Street. It is recommended that an eastbound right-turn lane be constructed along 161<sup>st</sup> Street, extending west from the proposed full access drive to the intersection of 161<sup>st</sup> Street and Springmill Road. It is recommended that the non-mountable median barrier along the westbound approach to the intersection of 161<sup>st</sup> Street and Springmill Road be extended approximately 95 feet to prevent drivers from making illegal left-turns into and out of the proposed right-in/right-out access drive on 161<sup>st</sup> Street. In addition, a back-to-back left-turn lane should be constructed along 161<sup>st</sup> Street by splitting the existing eastbound left-turn lane serving the commercial center to the north to provide at least 50 feet of storage for

the eastbound left-turn lane and at least 40 feet of storage for the westbound left-turn lane to the proposed development.

Additionally, a proposed right-in/right-out access drive and a proposed full access drive will be located on Springmill Road, approximately 260 feet and 450 feet, respectively, south of 161<sup>st</sup> Street. These access drives will be stop controlled intersections, with the access drives stopping for Springmill Road. It is recommended that the existing northbound right-turn lane to the intersection of 161<sup>st</sup> Street and Springmill Road be extended to the south along Springmill Road to just south of the proposed full access drive. It is also recommended that a back-to-back left-turn lane be constructed along Springmill Road that maintains at least 170 feet of storage for the existing northbound left-turn lane at 161<sup>st</sup> Street and provides at least 50 feet of storage for the southbound left-turn lane to the proposed full access drive.

In summary, there are no improvements required at the intersection of 161<sup>st</sup> Street and Springmill Road. The recommended improvements along 161<sup>st</sup> Street and Springmill Road to serve the access drives will allow vehicles to enter the proposed development site safely and efficiently without impeding through traffic.

**TAB 7**



**ECONOMIC AND REVENUE IMPACTS  
OF 161<sup>ST</sup> AND SPRING MILL SEC DEVELOPMENT  
ON THE CITY OF WESTFIELD**

**PREPARED FOR:**

**PEACOCK PROPERTIES  
836 E. 64<sup>TH</sup> STREET  
INDIANAPOLIS, IN 46220**

**APRIL 2012**

## 1.0 INTRODUCTION

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Applied Economics was retained by the Peacock Companies to perform an economic impact analysis of the 161<sup>st</sup> and Spring Mill SEC development, a proposed commercial project in Westfield, Indiana. This analysis is intended to provide a framework for understanding the economic and revenue impacts the project would generate during construction and on an on-going basis.

### 1.1 Project Description

The development, located on a 7 acre site at the southeast corner of 161<sup>st</sup> Street and Spring Mill Road, would include a 14,175 square foot drug store, two banks totaling 9,000 square feet and 7,200 square feet of medical office space (Figure 1). The businesses in the development would employ an estimated 90 people with a payroll of \$4.4 million, assuming a long term occupancy rate of 95 percent for medical office tenants and 100 percent for the drug store and banks. Construction costs, including site work, are estimated at \$3.9 million, plus land costs of approximately \$2.5 million. This development is an excellent use for this key commercial corner and provides retail and services to an area that is currently underserved.

**FIGURE 1**  
**DEVELOPMENT ASSUMPTIONS**

<u>Assumptions</u>	<u>Square Feet</u>	<u>Estimated Employment</u>	<u>Occupancy</u>	<u>Taxable Sales PSF</u>
Medical Office	7,200	29	95%	\$0
Banks	9,000	26	100%	\$0
Drug Store	14,175	38	100%	\$400

Sources: Peacock Companies; Institute of Transportation Engineers Trip Generation Standards (employment density).

## 2.0 IMPACT SUMMARY

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The construction of this commercial center in Westfield would provide sizeable economic and revenue benefits to the City, as described below. These benefits are supported by the mix of uses that have been proposed, including not only retail but also office and services, allowing this site to develop to its full potential.

- About 35 direct construction jobs and 15 additional indirect jobs would be supported in the City of Westfield during the construction phase, based on construction expenditures of \$3.9 million. The total construction impact is estimated at \$5.3 million.
- Once completed, the project would generate an annual economic impact of \$18.9 million locally.
- The drug store, banks and office space in the development would directly employ about 90 people. The development could also support an additional 44 indirect jobs at *other local businesses* in Westfield. These indirect jobs are the result of business to business purchases made by the tenants, as well as local spending by employees.
- About \$4.5 million in direct personal income, or payroll, and \$6.2 million in total direct and indirect personal income would be generated by the development, creating the potential for local expenditures by employees and their families.
- In terms of local tax revenues, 161<sup>st</sup> and Spring Mill SEC development would directly and indirect generate approximately \$422,000 in annual property tax revenues and \$44,000 in local income tax revenues. Indirect revenues to the city include taxes paid by employees and other supported local businesses. In addition to local revenues, the project would also generate \$724,000 per year in direct and indirect sales and income tax revenues to the state.

The 161<sup>st</sup> and Spring Mill SEC development would create new revenues for the City, as well as approximately 140 new jobs, and provide additional services for local residents. Other local businesses could benefit as well from the economic multiplier effects. This development is an effective use of this site for commercial development that will not only serve the community but also support the local economy.

### 3.0 ECONOMIC IMPACT ANALYSIS

The economic benefits resulting from 161<sup>st</sup> and Spring Mill SEC Development in the City of Westfield include both the one-time construction impacts and on-going operations impacts. These impacts are quantified in terms of direct and indirect jobs, personal income and business activity, or output that would be generated by the project. Indirect impacts are the result of the multiplier effect and capture supported supplier and consumer businesses and employees in the City of Westfield that would benefit from the new development. There are additional positive impacts that would occur in other parts of the county and metro area that are not captured here.

#### 3.1 Construction Impacts

Total personal income, or earnings, from construction and the total increase in economic activity from new construction expenditures are shown in Figure 2. These impacts are projected to occur during the construction phase of the project. The project itself would result in direct construction expenditures, excluding land costs, of about \$3.9 million. The multiplier effects of this construction spending on the City would result in a total increase in economic activity of about \$5.3 million. The approximately 50 direct and indirect jobs created by this construction project would result in more than \$2.1 million in personal income in the City of Westfield during the next year.

**FIGURE 2  
CONSTRUCTION IMPACTS**

	Direct Impacts			Total Impacts		
	Expenditures	Jobs	Personal Income	Output	Jobs	Personal Income
Site Work	\$1,606,500	12	\$631,607	\$2,120,848	17	\$810,545
Building Costs	\$1,282,500	10	\$504,224	\$1,693,114	13	\$647,074
Soft Costs	\$1,060,350	13	\$510,141	\$1,491,018	17	\$662,217
<b>Total</b>	<b>\$3,949,350</b>	<b>35</b>	<b>\$1,645,972</b>	<b>\$5,304,980</b>	<b>47</b>	<b>\$2,119,836</b>

#### 3.2 Operations Impacts

The total increase in economic activity from on-going operations of the businesses in the 161<sup>st</sup> and Spring Mill SEC Development are shown in Figure 3. These impacts are projected to occur on an annual basis once the development is complete. The development will directly support about 90 jobs. This translates into about \$4.5 million in direct personal income, or payroll, and \$13.6 million in increased direct output or business activity from the development each year. On average, the income from these jobs is estimated at about \$49,200 per employee. Wages from retail jobs tend to be lower, but banking and medical office uses tend to generate higher wage jobs.

**FIGURE 3  
ANNUAL ECONOMIC IMPACTS BY COMPONENT**

Year	Direct			Total		
	Output	Jobs	Pers Income	Output	Jobs	Pers Income
Medical Office	\$3,253,555	29	\$1,958,278	\$4,506,924	40	\$2,378,582
Banks	\$7,655,467	26	\$1,177,511	\$10,708,983	50	\$2,105,808
Drug Store	\$2,693,205	38	\$1,401,481	\$3,654,293	46	\$1,711,304
<b>Total</b>	<b>\$13,602,227</b>	<b>92</b>	<b>\$4,537,271</b>	<b>\$18,870,200</b>	<b>137</b>	<b>\$6,195,693</b>

The multiplier effect of this increase in business activity in the City will result in a total annual output impact of \$18.9 million at build out. The approximately 140 direct and indirect jobs supported by the development will result in about \$6.2 million in personal income in Westfield each year.

The new jobs generated by this project would also support a total local population of about 230 people in Hamilton County, and 70 people in Westfield specifically, based on local commuting patterns. Some of these workers and their families will be new to the area. Supported population includes families of direct employees, as well as families of employees at related supplier and consumer businesses. This estimate assumes that about 66 percent of the employees will live and work in Hamilton County and 21 percent will live and work in Westfield, based on local commuting data.

The differences between direct and total impacts are called multiplier effects. Multiplier effects are a way of representing the larger economic effects on the local economy. The multiplier effects translate an increase in output or business sales/production into a corresponding increase in jobs and personal income. The total increase in output includes the impacts on other local supplier and consumer businesses. In essence, the multiplier effect represents the recycling of local spending. This process creates new business opportunities.

The multipliers used in this analysis are from IMPLAN, a national vendor of economic impact software, and are specific to the City of Westfield. Industry specific multipliers were used for the three types of businesses in the development and for commercial construction. The average output multiplier for this commercial development is 1.39. This means that for every \$1 million of annual output created by the drug store, bank and office tenants, an additional \$390,000 in economic activity and 4 local jobs are supported at other local businesses. On average, the income from these indirect jobs is estimated at about \$37,500 per employee. Additional indirect jobs and payroll would be supported outside the City.

### 3.3 Revenue Impacts

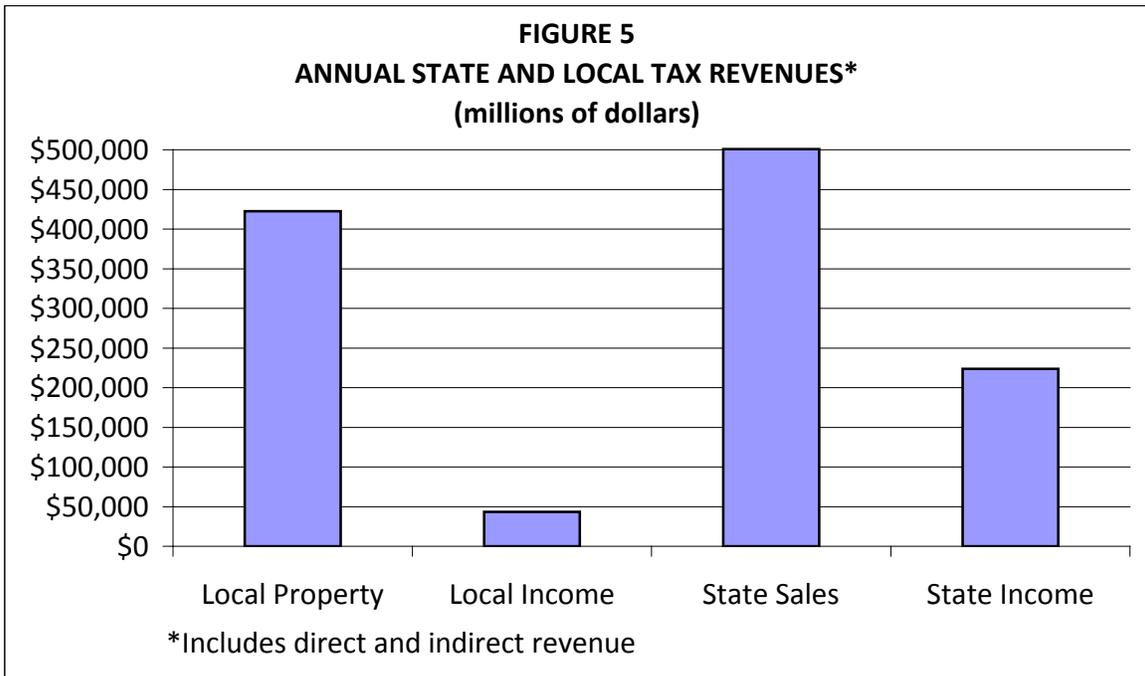
In addition to supporting jobs, income and output at related businesses in the area through multiplier effects, the project would also generate local tax revenues (Figure 4 and 5). All total, the project could generate about \$466,000 in new direct and indirect local tax revenues to the City of Westfield, Washington Township and Hamilton County.

Increases in direct property tax revenues generated by the development are estimated at \$193,000 per year. This includes local property tax revenues to the city, township and school district. Direct property tax revenues are based on the value of new construction as well as the land value. There would also be state sales taxes generated by retail sales from the drug store that are estimated at \$397,000 per year.

**FIGURE 4  
ANNUAL STATE AND LOCAL REVENUE IMPACTS**

	Local Taxes		State Taxes	
	Property	COIT	Sales	Personal Income
Direct Revenues	\$192,884	na	\$396,900	na
Indirect Revenues	\$229,614	\$43,523	\$104,010	\$223,497
Total	\$422,498	\$43,523	\$500,910	\$223,497

**FIGURE 5  
ANNUAL STATE AND LOCAL TAX REVENUES\*  
(millions of dollars)**



Along with the direct taxes generated by the development, there would also be indirect taxes generated by supported employees and their families living in the county. Using the results from the economic impact analysis, it is possible to estimate indirect tax impacts. Indirect local income tax revenues of \$44,000 per year include local income taxes from direct employees and indirect employees at supported local businesses. Indirect income taxes are calculated by multiplying total personal income times a 66 percent local residency rate times the one percent local income tax rate. There would be additional personal income taxes to the state that are estimated at \$223,000 per year.

Indirect property tax revenues were based on assessed value per capita of residential property in Hamilton County times the supported population living in the county, times the local property tax rate. Altogether, indirect property taxes are estimated at about \$230,000 per year.

There would also be indirect state sales tax revenues based on household spending by supported employees. Indirect state sales taxes are estimated at \$104,000 per year and are based on total personal income from the economic impact times 31 percent (the share of household expenditures on items subject to sales tax based on the Census Consumer Expenditure Survey) times the state sales tax rate.

### **3.4 Summary**

The proposed mix of uses for the 161<sup>st</sup> and Spring Mill SEC Development as described in this analysis could create both revenue and economic benefits for the City of Westfield. Although this is not a large project, the economic benefits are significant in proportion to the size of the development. The economic benefits include the impacts of the construction phase and the on-going impacts of operations. The development would create local jobs and payroll in Westfield and it would create additional demand at other local businesses based on supplier purchases and employee spending. It would also provide new services to local residents in an underserved area of the city.

**TAB 8**

## Commercial Businesses

Type of Business	<b>Local Business</b>	General Business	Enclosed Industrial	Open Industrial
Advertising and Business Signs, Fabrication		X	X	X
<del>Amphitheaters</del>	<del>X</del>	<del>X</del>		
Antiques	X	X		
Apartment-Hotels, Motels, Hotels		X		
Art School	X	X		
Artisan School	X	X	X	
Assembly Halls	X	X		
Auction Rooms		X	X	
Auditoriums		X		
Auto Parts Sales		X	X	
Auto Rental		X	X	
Auto Repair Garages			X	
Auto Rustproofing			X	
Auto Storage			X	
Auto Sales, New or Used, Service and Repair		X		
Bakeries	X	X	XP	
Banks and Savings & Loan Assn.	X	X		
<del>Barber and Beauty Schools</del>	<del>X</del>	<del>X</del>		
Barber and Beauty Shops	X	X		
Bicycle Sales, Rental & Service	X	X		
Billiard Parlor		X		
Blueprinting, Photocopying Job Printing		X	X	
Boat and Trailer Sales & Service		SP. EX.		X
Book Stores	X	X		
Bowling Alley		X		
Business and Clerical Schools		X		
Bus Stations		X	X	
Camera Stores	X	X		
<del>Car Wash (Indoor)</del>	<del>SP. EX</del>	<del>X</del>		
Caskets and Casket Supplies (Mortuary)		X	X	
Cemetery Monument Sales		X	X	X
Cemetery Monuments & Tombstones Manufacture (Including Engraving)			X	X
Charitable Donation Pick-Up Station	X	X		
Charitable Institutions		X		
China and Glassware Shops	X	X		
Churches	X	X		
Civic Centers	X	X		
Civic Clubs	X	X		
Coin Shops	X	X		
<del>Commercial Parking Lots and Structures, Public</del>	<del>X</del>	<del>X</del>	X	

WESTFIELD-WASHINGTON TOWNSHIP ZONING ORDINANCE

Type of Business	Local Business	General Business	Enclosed Industrial	Open Industrial
Commissary, Food Catering Serv.		X	X	
Concrete Contractors - Heavy Commercial			X	X
Consumer Service Offices	X	X		
Crating and Packaging Service			X	
Credit Union Offices	X	X		
Custard Stands	X	X		
Dancing Schools	X	X		
Delicatessen	X	X		
Dentists	X	X		
Department Stores - Under 10,000 Sq. Ft.	X	X		
Department Stores - Over 10,000 Sq. Ft.		X		
Discount Stores - Under 10,000 Sq. Ft.	X	X		
Discount Stores - Over 10,000 Sq. Ft.		X		
Distributors - Inside Storage			X	
Distributors - Outside Storage				X
Drive-In Food and Beverage		X		
Drug Stores	X	X		
Dry Cleaning & Laundry Pickup	X	X		
Educational Institutions Public and Private	X	X		
Electrical Contractors, Heavy Commercial			X	X
Electrical Supply Store		X	X	
Embalming School		X	X	
Employment Agencies	X	X	XP	
Exhibition Halls	X	X		
Exterminators		X	X	
Fabric Shops	X	X		
Farm Implement Sales & Service		X	X	X
Feed Stores		X	X	
Fire Stations	X	X	X	X
Floor Coverings	X	X		
Florists	X	X		
Frozen Food Stores & Lockers		X	X	
Fruit Stands, Permanent	X	X		
Fruit Stands, Temporary	SP.EX.	X		
Furniture Stores	X	X		
Furrier Shops	X	X		
Galleries	X	X		
Garden and Lawn Materials and Supply Stores	X	X	X	
<del>Gasoline Service Station</del>	<del>SP.EX.</del>	<del>SP.EX.</del>		
General Construction Company		SP.EX.	X	X
Gift Shops	X	X		
Glass Fabrication & Installation			X	
Government Offices-Universities	X	X	XP	
Greenhouses, Retail		X		

WESTFIELD-WASHINGTON TOWNSHIP ZONING ORDINANCE

Type of Business	Local Business	General Business	Enclosed Industrial	Open Industrial
Grocery Stores	X	X		
Health, Fitness, and Exercise Center		X		
Hardware Stores	X	X		
Hobby Shops	X	X		
Home Remodeling Company		X	X	
Home Remodeling Supplies and Materials		X	X	
Hospitals (Minor), Medical and Dental Clinics and Labs	X	X	X	
Industrial Laundry and Dry Cleaning Plants			X	
Insurance Companies	X	X		
Interior Decorating	X	X		
Jewelry Stores	X	X		
Language Schools	X	X		
Laundromats and Self-Service Dry Cleaning	X	X		
Lawyers	X	X		
Libraries	X	X		
Liquor Stores	SP.EX.	X		
Loan Offices	X	X		
Locksmith Shops	X	X	SP. EX.	
Luggage Stores	X	X		
Lumber Yards - Including Millwork				X
Mail Order Store	X	X		
Major Appliance Store		X		
Millinery	X	X		
Miniature Golf, Archery, Driving Range, Trampoline Centers		X		
Mobile Home Sales			X	
Model Display Homes & Garages			X	
Mortuaries		X		
Motorcycle Sales, Service, Repair and Outdoor Display		X		
Museums	X	X		
Music, Records, Instruments	X	X		
Music Schools	X	X		
Newspaper Distribution Station		X	X	
Newspaper Publishing		X	X	
Nursery - Plants, Retail	X	X		
Optometrists	X	X		
Paint and Wallpaper Stores	X	X		
Painting and Decorating Contractors-Heavy Commercial			X	X
Pet Grooming	X	X		
Pet Obedience Schools		X		
Pet Shops	X	X		

WESTFIELD-WASHINGTON TOWNSHIP ZONING ORDINANCE

Type of Business	Local Business	General Business	Enclosed Industrial	Open Industrial
Philanthropic Institutions	X	X		
Photography School	X	X		
Photography Studio	X	X		
Photography Supplies	X	X		
Physicians	X	X		
Picture Framing	X	X		
Plumbing Contractors - Heavy Commercial			X	X
Plumbing Showrooms and Shop		X	X	
Police Stations	X	X	X	X
<del>Post Offices</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>
Printing and Photocopying, Small Jobs	X	X		
Professional & Technical Schools		X	X	
<del>Radio and TV Service</del>	<del>X</del>	<del>X</del>	<del>X</del>	
Real Estate Offices	X	X		
Recycling Collection Systems				X
Restaurants and Cafeterias Having More Than 50% of Gross Sales Derived From Food Sales Excluding Drive-Ins	X	X		
Restaurants and Cafeterias Having Less Than 50% of Gross Sales Derived From Food Sales Excluding Drive-Ins	SP. EX.	X		
Restaurants With Live Entertainment		X		
Roller & Ice Skating Rinks		X		
Roofing Contractors - Heavy Commercial			X	X
Root Beer Stands		X		
Self-Service Car Wash		X		
<del>Semi-Automatic Car Wash</del>	<del>SP.EX.</del>	<del>X</del>		
Septic System Contractors			X	X
Sewing Machine Sales & Service	X	X		
Sheet Metal Contractors - Heavy Commercial			X	X
Shoe Repair	X	X		
Shoe Stores	X	X		
Sporting Goods	X	X		
Stationery Stores	X	X		
Storage and Transfer (Household Goods)			X	X
Storm Doors, Windows, Awnings, Siding Contractors - Manufacture			X	X
Taylor or Seamstress	X	X		
Taxidermist			X	
Tennis Facilities		X		
Testing Laboratories			X	
Theaters - Indoor		X		
Tire and Auto Service Center		X	X	
Tire Recapping			X	

WESTFIELD-WASHINGTON TOWNSHIP ZONING ORDINANCE

Type of Business	Local Business	General Business	Enclosed Industrial	Open Industrial
Tobacco Shops	X	X		
Tool and Light Equipment Rental		X	X	
Toy Stores	X	X		
Trailer Rentals		SP.EX.		X
Travel Bureaus	X	X		
Travel Trailer Sales & Rentals		SP.EX.		X
Truck Cleaning, Service, Rental and Repair			X	X
Trucking Companies			X	X
Typewriter Sales, Rental and Service	X	X		
Upholsters	X	X	XP	
Veterinarians - Small Animals, No Outdoor Runs	X	X		
Warehouses - Inside Storage			X	X
Wearing Apparel & Accessory Shops	X			
Wholesalers - Inside Storage			X	X

**Industrial Businesses**

<b>Type of Business</b>	<b>Local Business</b>	<b>General Business</b>	<b>Enclosed Industrial</b>	<b>Open Industrial</b>
Assembly Operations of Pre-Manufactured Parts, Components			X	X
Assembly, Repair & Manufacture of Light Component Parts			X	X
Bottling of Alcoholic and Non-Alcoholic Beverages			X	X
Bulk Storage, Petroleum Prod.				X
Canning, Bottling, Processing & Packaging of Food				X
Coffee Roasting			X	X
Concrete Mixing - Permanent				X
Data Processing		X	X	X
Engineering and Research Labs			X	X
Granaries, Grain Processing, Starch Manufacturing				X
Industrial Schools & Training Facilities		X	X	X
Leather Products Manufacturing From Finished Leather			X	X
Machine, Welding, Tool and Die Shops			X	X
Mfg. & Assembly of Communication Equipment			X	X
Mfg. & Assembly of Major Household Appliances			X	X
Mfg. & Assembly of Marine Equipment			X	X
Mfg. & Assembly of Office Equipment			X	X
Mfg. of Boiler Tanks				X
Mfg. of Cabinets			X	X
Mfg. of Cans and Containers			X	X
Mfg. of Cement				X
Mfg. of Cloth Products from Finished Cloth			X	X
Mfg. of Detergents & Soaps				X
Mfg. of Furniture			X	X
Mfg. of Glass & Glass Products			X	X
Mfg. of Jewelry, with Retail	X	X		
Mfg. of Jewelry, without Retail			X	X
Mfg. of Musical Instruments			X	X
Mfg. of Non-Alcoholic Beverages			X	X

WESTFIELD-WASHINGTON TOWNSHIP ZONING ORDINANCE

Type of Business	Local Business	General Business	Enclosed Industrial	Open Industrial
Mfg. of Office Machinery			X	X
Mfg. of Optical Goods			X	X
Mfg. of Paper Boxes and Paper Products From Finished Paper			X	X
Mfg. of Portable Household Appliances, Electric Hand Tools, etc.			X	X
Mfg. of Railroad Equipment, Repair and Service				X
Mfg. of Recording Instruments, Phonograph Records, etc.			X	X
Mfg. Tools, Implements, Machinery			X	X
Mattress Mfg. & Upholstering			X	X
Milk Processing, Bottling & Mfg. of Milk Products			X	X
Motor Truck Terminals				X
Outdoor Advertising Signs, Mfg. and Construction				X
Pharmaceutical, Medicine, & Cosmetic Mfg.			X	X
Production of Concrete Blocks, Shapes, Cinder Blocks, etc.				X
Secondary Food Processing and Packaging & (Initially Processed off the Premises)			X	X
Stamping & Fabricating Metal Shops			X	X
Structural Steel Fabricating				X
Warehousing & Distribution Operations (Outside Storage)				X
Well Drilling				X

**Miscellaneous Businesses**

Type of Business	Local Business	General Business	Enclosed Industrial	Open Industrial	AG – SF1	Multi-Family
Airports & Landing Fields					SP.EX	
Amusement Parks		SP.EX.			SP.EX	
<del>Boarding &amp; Lodging Houses</del>	<del>X</del>	<del>X</del>				MF 1-2
Book Stores, Adult				X		
Cemeteries					X	
Cemeteries - Pet					X	
Christmas Tree Sales	X	X			SP.EX.	SP.EX. ALL MF
Convents, Monasteries, Theological Schools, Rectories, Parishes	SP.EX.	SP.EX.			SP.EX.	SP.EX. ALL MF
<del>Fraternities, Lodges</del>	<del>X</del>	<del>X</del>				
Day Care Centers	X	X				MF 1-2
Golf Courses - Country Clubs					SP.EX. SF 1-2	
Heliports		X	X	X	SP.EX. SF 1	
Hospitals, Major		X				
Kennels - Including Outdoor Runs			SP.EX.		SF 1 SP.EX.	
Livestock Auction Sale Barns					SP.EX. SF 1	
Large Animal Hospital					SP.EX. SF 1	
Mobile Home Parks						SP.EX.
Multi-Family Housing						X
Nursing Homes		SP EX				MF 2
Office Buildings - General Purpose	X	X	X			
Private and Public Schools with Dorms					SP.EX. SF 1	SP.EX. MF 1-2
<del>Private Clubs, Lodges</del>	<del>X</del>	<del>X</del>			<del>SP.EX. SF 1</del>	
Public & Private Camps					SF 1	
Raising Small			X		SP.EX.	

WESTFIELD-WASHINGTON TOWNSHIP ZONING ORDINANCE

Type of Business	Local Business	General Business	Enclosed Industrial	Open Industrial	AG – SF1	Multi-Family
Animals for Biological Purposes					SF 1	
Raising Animals for Furs or Pets			X		SP.EX. SF 1	
Riding Academies					SP.EX. SF 1	
Riding Stables					SP.EX. SF 1	
Sanitariums		X				MF 2
Schools and Kindergartens	X	X			X	X
Stockyards - Shipping, Holding & Sale of Animals					SP.EX.	
Tennis & Swim Clubs		X			SP.EX. SF 1-2	
Utilities-Regulated by Indiana Utility Regulatory Commission	SP.EX. - All Areas					
Utilities - Not Regulated by Indiana Utility Regulatory Commission	Permitted All Areas					
Wireless Communication Service Facilities (including Cell Towers)			SP.EX.	SP.EX.		

P = Eligible in Planned Business Development

NOTE: General Purpose Office Buildings are also Eligible to be Located in LB-H, SB-PD

NOTE: Where this table conflicts with other sections of the zoning ordinance that address “permitted uses” or “special exception uses” in the various zoning districts, then this table shall supercede those other sections.

NOTE: Land uses not listed on Figure 2 or in other sections of the zoning ordinance that address “permitted uses” or “special exception uses” in the various zoning districts shall be prohibited.

(As amended by Ordinance 01-05 on July 9, 2001)