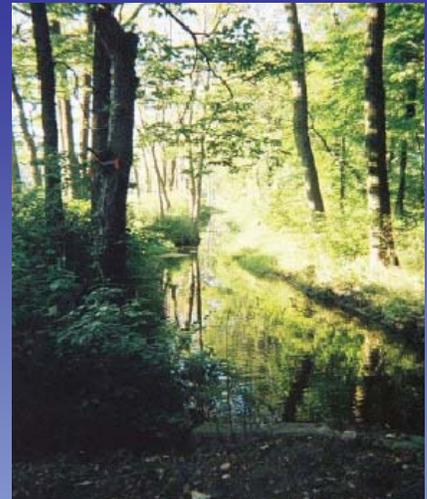


Westfield-Washington Township Comprehensive Plan



Adopted by the Westfield Town Council on February 12, 2007
Town of Westfield Resolution 07-06

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Chapter 1: Introduction

A FRAMEWORK FOR THE FUTURE

Westfield and Washington Township are committed to planning for future growth. They recognize that growth is occurring and is likely to continue in the future. Impacts of that growth are felt in many ways. Traffic increases, but so do opportunities for new families and businesses. Infrastructure is strained as new growth requires additional road, sewer, and water, but new tax revenues are enhanced. In general, new growth is seen by many as a healthy sign of progress, and is feared by others as a threat to quality of life. In any case, Westfield – Washington Township is committed to managing that growth to maximize its positive impacts and minimize its negative impacts. This plan update is an important step in this continuing effort.

The comprehensive plan is a guide to help the community achieve its vision for the future. It consists of four chapters and supporting documentation.

- Chapter 1: Introduction
- Chapter 2: Land Use Plan
- Chapter 3: Downtown
- Chapter 4: Implementation
- Appendix 1: Glossary of Terms

The maps are graphic representations that are important to the plan, particularly the Land Use Map in Chapter 2. It is important to note that this map is intentionally general in nature: it is not a zoning map and is not intended to be used as such. Rather it is designed to show overall patterns of future land use. The policies in this plan are to serve as the basis for parcel-specific land use decisions.

Figure 2: Rural Washington Township



Figure 1: Downtown Westfield



CONTEXT

This plan is an update to the Westfield 2020 Comprehensive Plan, adopted in December 1999. It involved extensive participation by the residents of Westfield – Washington Township, and it will serve as a guide for development for the next 20 years. The purpose of the plan is to shape the future of the community and establish policies for future development.

The Indiana planning enabling act states that the purpose of the comprehensive plan is “the promotion of public health, safety, morals, convenience, order, or the general welfare and for the sake of efficiency and economy in the process of development.”

The statute mandates three elements:

- A statement of objectives for the future development of the jurisdiction;
- A statement of policy for land use development of the jurisdiction; and
- A statement of policy for the development of public ways, places, lands, structures, and utilities.

After the plan is adopted, Indiana State law mandates that in land use decision making, “each governmental entity within the territorial jurisdiction where the plan is in effect shall give consideration to the general policy and pattern of development set out in the comprehensive plan”. Planning practice calls for a comprehensive plan to be updated every five years. In addition to serving as a guide for future land use decisions, this plan will serve as the basis for future development regulations such as the zoning ordinance and the subdivision control ordinance.

The Town of Westfield and the unincorporated areas of Washington Township recorded a joinder on May 11, 1977 in accordance with IC 18-7-6 (now IC 36-7-4-1200). This joinder established an advisory planning commission and made the town’s planning and zoning jurisdiction the entire township. The planning area is 56 square miles and is bounded to the west by the Hamilton–Boone county line, to the north by 216th street, to the south by 146th Street, and to the east by Gray and Moontown Roads.

Over the past 10 years, Westfield – Washington Township has seen significant growth pressures. The township population has doubled in the past five years. Currently, the town is in the process of making improvements to existing infrastructure to increase the sewer capacity in the township. This utility expansion will add to the growth pressures that the township is currently facing. Hamilton County and the town have thoroughfare plans that call for many regional road extensions and expansions that

will increase traffic in the township. There are areas of the township that are facing current and increasing growth pressures that the previous comprehensive plan did not address in text or maps. These areas are generally located in the northwestern and southwestern parts of the township. This plan update contains development policies for these areas.

This plan also takes a different approach to land use planning, in that it provides a general land use vision supplemented with critical land use policies. The previous plan contained a parcel-specific map that often created confusion for the public and for decision-makers, as the distinction between *comprehensive planning* and *zoning* was blurred. This plan is policy and concept oriented and is intended as a framework for decision-making.

PROCESS

From the outset, this process was designed to be open and citizen-driven. All meetings have been announced in the newspaper and on the town's web site and have been open to the public. In the fall of 2004 the Plan Commission appointed a 13-member steering committee to guide the process. The steering committee, along with the consultant team and the town staff, was charged with creating a plan and recommending it to the Plan Commission for adoption. In 2005, the steering committee began reviewing background information: demographic information, existing town and township plans, and external impacts (such as activities in Boone County, Sheridan, Hamilton County, Noblesville, and Carmel).

In order to increase citizen involvement and better reflect the desires of the community, the steering committee initiated a subcommittee process in the summer of 2005. The township was divided into eight geographic subcommittee areas. Each subcommittee was co-chaired by two steering committee members, and a member of the town staff served as a resource to each subcommittee. More than 125 people participated in the subcommittee process. The consulting team assigned five land use planning exercises to each subcommittee. The steering committee reviewed the input from the subcommittees and worked to resolve any policy conflicts. A map of the eight geographic subcommittees is provided on the following page.

The steering committee brought three nationally known speakers to Westfield to further the policy discussion. Randall Arendt, an urban planning consultant, discussed conservation subdivisions. Ed McMahon, from the Urban Land Institute talked about different trends in commercial development, and Jeffrey Dorfman, a professor from the University of Georgia, discussed the economic impacts of development. In June 2006,

the steering committee held two public meetings to hear the community's concerns and issues.

The consultant team used the information from the steering committee and the subcommittees to create a draft comprehensive plan and future land use map. The steering committee then worked to resolve any policy differences, and refined the consultant's draft into the current document. The steering committee invited public comment on the draft plan before formulating its final recommendation to the Plan Commission.



Figure 3: Westfield/Washington Township subcommittee meetings.

THEMES AND TRENDS

The comprehensive plan update encompasses several themes from the previous plan, including the following:

- Encourage development to occur contiguously and not “hopscotch” across the township.
- Preserve the community’s rural and small town atmosphere, even as it accommodates new growth.
- Encourage connectivity, especially on east/west thoroughfares.
- Continue to work on revitalizing downtown.
- Provide different tools and polices to manage growth.

Several additional major themes emerged from this planning process:

- Considering the fiscal implications of development when approving new projects.
- Promoting a diversity and balance of land uses.
- Creating adequate buffers and transitions between different types and intensities of land uses.
- Encouraging connectivity between neighborhoods.
- Promoting contiguity of new development to already developed areas.
- Requiring access control along the major corridors.
- Developing design standards for new residential development to encourage quality development.
- Providing adequate open space and recreation areas for all people of the township.



Figure 4: Diverse land uses in Westfield and Washington Township.

Chapter 2: Land Use Plan

LAND USE PLAN INTRODUCTION

The Town of Westfield and Washington Township are located in fast-growing Hamilton County and are experiencing growth pressures as desirable locations in the Greater Indianapolis Metropolitan Area. Citizens of the community value many aspects of life in Westfield that can be retained through careful planning. This section of the Westfield – Washington Township Comprehensive Plan is intended to establish policies that guide future land use decisions. The policies contained in this plan also will form the basis for future land use regulations.

The purpose of this element of the Comprehensive Plan is to serve as a guide for Westfield’s future development. The plan is not a regulation and should not be viewed in that context. At the same time, this plan is adopted by the Plan Commission and the Town Council, and it is the official policy of the Town of Westfield and Washington Township. Decision makers should give full weight to this plan as the agreed-upon vision for the future of the community. These policies should be clear so that they can serve as the basis for the implementing regulations that will follow adoption of the plan. The policies also should assist the Advisory Plan Commission, the Town Council, and the Board of Zoning Appeals in their decision making.

This section has two parts: overarching community development policies, and land-use specific policies. Each set of policies is accompanied by a list of implementation tools. These tools are further explained and expanded in Chapter 4 of this plan.

OVERALL COMMUNITY GOALS AND POLICIES

While Westfield – Washington Township is located in Hamilton County, the fastest growing county in the Indianapolis area, the community has a rural and small-town feel that is absent in some of the other areas that surround Indianapolis. Local residents want to preserve that character. In particular, there is a desire that Westfield retain its unique sense of identity and not become indistinguishable from any of the other communities in the metropolitan area.

While it is difficult to precisely define what makes the Westfield area unique, there are positive elements of that character that can be identified for the purpose of planning. Westfield – Washington Township has significant natural areas and open space. The area has four named villages: Eagletown, Jolietville, Hortonville and Lamong, each with a unique history. Westfield has a central downtown with locally owned businesses. The

town has a rich history that includes a role as a stop on the Underground Railroad. Citizens of Westfield value a low crime rate, easy access to public services, manageable traffic, excellent schools, and high-quality public services. It is the intent of this plan to preserve those valued characteristics and enhance them where possible.

As a starting point, certain overarching principles of growth and development are identified relating to how land uses should develop. These fundamental principles serve as a foundation for more land use specific policies that follow in this chapter. It 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. The following are the policies that embody these principles.

Land Use Diversity & Balance

Westfield desires to be a diverse rather than homogeneous community, providing a range of housing, recreational, and economic opportunities for its residents. No single socio-economic segment or housing price point should dominate the community nor be neglected.

Development Policies – Land Use Diversity and Balance

- Encourage compatible and high quality “life span” housing, including a balanced mix of homes for renters and first-time buyers, housing for first-time owners ready to move up, executive housing, and senior housing. Regardless of type of housing or its target market, all housing should be of high quality design with lasting value. A balanced range of compatible single-family detached and attached housing in a variety of price ranges is envisioned.
- Encourage diversity in lot sizes and lot layout.
- Encourage a mix of housing types and prices that meets the needs of the full range of population in Westfield – Washington Township.

Implementation Tools – Land Use Diversity and Balance

- Zoning regulations
 - Establish appropriate locations for varying housing types.
 - Development standards that establish appropriate setbacks, densities, lot sizes.
- Design standards to ensure quality development.
- Demographic studies that evaluate the market and the availability of housing stock in the various categories.



Figure 5: Allowing a variety of housing types and sizes will help promote a "lifespan" of housing opportunities.

Buffers and Transitions

Appropriate transitions between land uses are essential to the full enjoyment of property. The types of transitions that are needed will differ in different circumstances. In some cases, undisturbed open space will be used. In other areas, buffering using landscaping, fencing, or a combination of those may be in order. It is important that existing uses, especially residences, be properly buffered from new development that has a different character.

Development Policies – Buffers and Transitions

- Provide appropriate buffers between the commercial development and any adjacent non-commercial uses, particularly residential uses.
- Use landscaped building setback areas to provide buffering from roadways.

- Where appropriate, encourage transitional land uses as buffers to help mitigate negative land use impacts. For example, attached housing could be used as a transition between commercial or industrial uses and single family uses. In addition to serving as a land use buffer, such housing can contribute to the goal of providing a balanced range of land uses.



Figure 6: Certain uses, such as attached housing, can serve as a land use buffer between nonresidential uses and lower intensity detached housing.

Attached housing should be used as a transitional land use only in coordination with actual commercial or industrial development. The mere presence of land recommended or zoned for future business uses should not be used as justification for attached housing as a transitional land use. Absent any existing or pending business use, any attached housing must stand on its own merits and not be justified as a transitional land use.

- Provide appropriate transition between adjacent dissimilar residential areas.
- Ensure proper buffering between existing residences and new development of a dissimilar character.
- Develop a range of buffering requirements, to allow for different buffers in different situations.

- Combine “hardscape” buffers, such as fences and walls, with landscaping and distance for a more pleasing aesthetic effect.
- Utilize natural open space for buffering in industrial areas.
- Encourage the uses of natural buffers involving “reforestation” of natural vegetation, particularly when buffering between suburban and rural uses, and between existing uses and new development.
- Discourage the use of berms for buffering.

Implementation Tools – Buffers and Transitions

- Zoning regulations
 - Require buffering appropriate to differing situations.
 - Provide for transitional land uses.
- Landscape design manual, detailing appropriate plantings, fencing and similar features for different land use categories, with emphasis on the transitions between incompatible land uses.

Connectivity

Improved and increased vehicular and pedestrian connections between existing neighborhoods and new subdivisions within Westfield – Washington Township will reduce automobile miles, increase opportunities for social interaction and enhance the safety and vitality of the community. New development can provide opportunities for the creation of new multimodal links through sites to improve the accessibility and connectivity within neighborhoods.

Development Policies – Connectivity

- Provide pedestrian systems within open space and along roadways to connect to surrounding pedestrian and bicycle networks, particularly the Midland Trace and Monon Trails.
- Avoid fragmentation of open space into isolated, unconnected areas, except to provide passive recreation, neighborhood parks and commons.

- Link spaces within neighborhoods and between neighborhoods and the larger community through a multi-modal system of fully connected routes to all destinations.
- Include pedestrian facilities in all new developments. In particular, develop improved connections between key destinations such as between residential and commercial areas, and between residences, parks and schools.
- Participate in regional transportation efforts that promote better regional connectivity, such as the IndyGo Bus service.

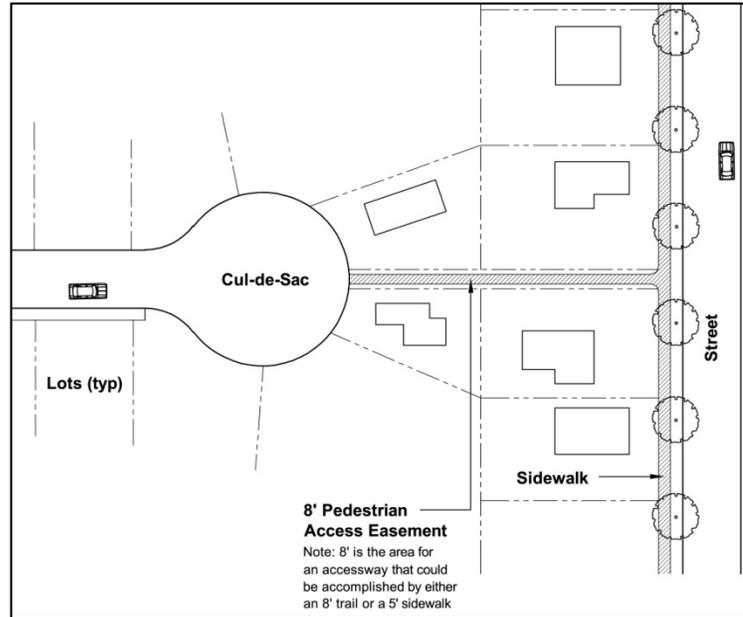


Figure 7: Pedestrian links between neighborhood developments and streets, commercial centers, or other public spaces increases overall community connectivity.

Implementation Tools – Connectivity

- Prepare and adopt a pedestrian and bicycle plan that includes a connectivity map for the township, to serve as a basis for zoning and subdivision regulations.
- Zoning regulations
 - Require pedestrian facilities in conjunction with all new development.
- Subdivision regulations
 - Require pedestrian facilities and bicycle networks in all new subdivisions.

Contiguity of Development

Development that is scattered and sprawled throughout the township rather than adjacent to existing developed areas is inefficient for provision of services and detracts from the overall sense of community. As new development occurs, it is generally more desirable for it to occur as part of a gradual radiating out from existing developed

areas which are typically better served by infrastructure, as contrasted with a less desirable “hopscotch” pattern. Developments far from the town center can diminish community character and identity by creating a sprawled development pattern, take away much-needed resources from the community core, and often bring traffic and service problems.

Development Policies – Contiguity of Development

- Encourage new development to be located contiguous to existing development. In rare circumstances, non-contiguous development may be permitted when it is vital to the economically and spatially efficient expansion and improvement of key infrastructure.
- Recognize that the promotion of efficient expansion of development relative to infrastructure and the avoidance of inefficient sprawl is a general policy; there may be occasions when non-contiguous development is still appropriate, especially when provisions are made for adequate public facilities and infrastructure not just for the development itself, but for land between the development and the existing developed and serviced area.

Implementation Tools – Contiguity of Development

- Establish a development review process for zoning map amendments, subdivisions, and site development that ensures that contiguity policies are considered. This process should focus on the following:
 - The overall pattern of development;
 - Promoting contiguity;
 - Discouraging inefficient sprawl;
 - Orderly expansion of infrastructure.
- Review this plan annually, to evaluate its relevance and effectiveness, and revise the plan regularly, at least once every five years.

Access Control

As the community grows, new driveways and traffic generators can create congestion and lengthen the time spent in the car. These effects can be reduced if traffic is managed correctly.

Development Policies – Access Control

- Require development of frontage roads in conjunction with new nonresidential development.
- Limit access points pursuant to an access management plan, particularly on arterial and collector streets, to new development to reduce the number of areas of traffic conflict and to ensure adequate sight distances.
- Utilize traffic calming techniques to control speeds in areas where lower speeds are desirable, such as in residential neighborhoods and in the pedestrian-oriented downtown.



Figure 8: A traffic-calming device.

Implementation Tools – Access Control

- Prepare and adopt an access management plan to serve as the basis for zoning, subdivision, and site plan review requirements relating to the smooth flow of traffic.
- Prepare and adopt design standards for driveways and intersections
- Zoning regulations
 - Require minimum driveway separation distances to minimize points of conflict.
 - Require minimum sight distances for driveways to ensure proper visibility for drivers.
- Subdivision regulations
 - Require minimum intersection spacing, appropriate to the street classification.

- Require design and installation of frontage roads to minimize traffic conflicts on major thoroughfares.

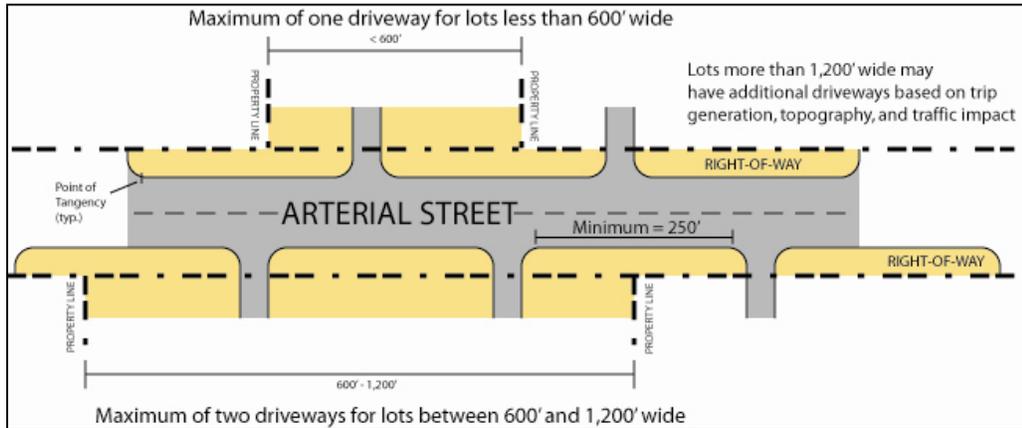


Figure 9: Regulating minimum driveway separation and sight distances will improve overall access control.

Residential Design Standards

In order for Westfield to achieve a unique and identifiable character, it must develop workable architectural and neighborhood design standards for new subdivisions. The purpose of the standards is not to increase housing prices but rather to enhance the sense of place in Westfield.

Development Policies – Residential Design Standards

- Encourage neighborhoods that do not have the appearance of “production” housing.
- Encourage variety and diversity in housing while maintaining a distinct style or character and avoiding the appearance of “cookie cutter” subdivisions.
- Where subdivisions are juxtaposed, avoid abrupt changes in housing scale, mass, and materials.
- Consider the effect of new subdivisions on the character of existing neighborhoods and mitigate adverse effects through proper design and buffering.
- Evaluate new residential development on the basis of overall density and the relationship of that density to effective and usable open space preservation, rather than on lot sizes.



Figure 10: Encouraging diverse housing styles and materials improves the overall appearance of residential developments.

Implementation Tools – Residential Design Standards

- Zoning regulations
 - Establish appropriate maximum and minimum densities for different types of neighborhoods.
 - Establish standards for infill housing, including mass, scale, height, and architectural style.
- Subdivision regulations
 - Require subdivision proposals to include transition plans, to show how the new development will complement existing adjacent development.
- Prepare and adopt a residential design manual.

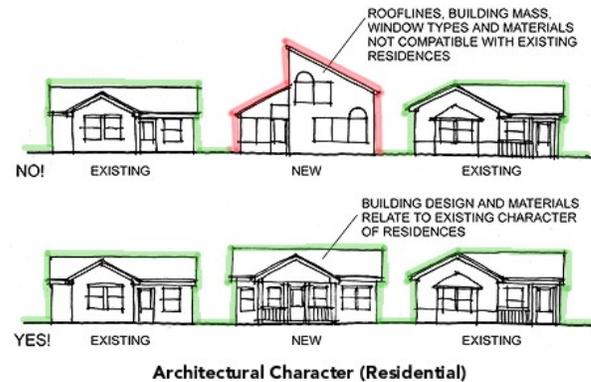


Figure 11: Standards for infill housing encourage compatibility in residential design.

Open Space and Recreation

Open fields, farms, parks, water bodies, and other open space and recreation areas, whether public or private, are important to the community character of Westfield – Washington Township. Little Eagle Creek is an especially valuable natural feature that should be protected as development takes place in the community.

Development Policies – Open Space and Recreation

- Design open space to form an interconnected network, with provisions for linkages to existing or potential open space on adjoining properties.
- Maintain stream corridors, woodlands, hedge rows, and other valuable natural and historic resources as part of the dedicated open space.
- Locate open space so as to maintain the visual character of scenic roads.
- Require open space in all new developments. Open spaces should consist of usable areas or valuable natural areas. Open space should not consist only of land that is left over in the site plan review process.
- Preserve natural features such as stands of trees, water bodies, and wetlands when land is developed.



Figure 12: Natural features such as streams and stands of trees should be preserved as open space and can be improved with picnic tables and trails to provide access to the public.

- Protect Little Eagle Creek. The installation of sewers in the township has the potential to damage this important resource. It is important that the sewer expansion be completed in an environmentally sensitive manner.
- Provide both passive and active recreation for the residents of the community.
 - See Appendix G, Family Sports Capital Addendum, for the Family Sports Capital of America initiative (October 2009).
- Provide parks and recreational facilities in new developments to accommodate the needs of the community as it grows.

- Recognize that the location and configuration of open space is of importance along with the amount of open space. The location and configuration of open space should be a primary design consideration in the development process, not an afterthought based on a determination of unusable land.
- Use open space as part of an integrated storm water management approach to maintain natural drainage patterns, attenuate water quality impacts, replenish groundwater, and incorporate detention facilities as visual and environmental amenities such as ponds.

Implementation Tools – Open Space and Recreation

- Establish a development review process for zoning map amendments, subdivisions, and site development that ensures provision of open space consistent with these policies
- Zoning regulations
 - Establish minimum percentages of open space for new development
 - Establish standards for the location and type of open space for different types of development
 - Provide protections to Little Eagle Creek, perhaps using an overlay zone.
- Subdivision regulations
 - Establish minimum requirements for dedication and development of parks in conjunction with new subdivisions
 - Establish minimum percentages of open space for new subdivisions
 - Allow density bonuses for additional permanent open space
 - Establish standards for the location and type of open spaces required for different types of subdivisions



Fiscal Considerations

Westfield can best serve its residents by remaining fiscally sound. The economic impact, positive or negative, of development on the community's physical infrastructure is a legitimate factor in development decisions. The town needs to devise a consistent strategy for considering these impacts.

Development Policies – Fiscal Considerations

- Require new development to pay its fair share of the cost of providing infrastructure needed as a result of that new growth.
- Consider the impact of growth in land use planning and decisions on public services and facilities.
- Ensure that all new development will have adequate public services and facilities.

Implementation Tools – Fiscal Considerations

- Establish minimum levels of service and infrastructure for new development.
- Establish a development review process for zoning map amendments, subdivisions, and site development that ensures provision of adequate public services and infrastructure
 - Require applicants to provide fiscal impact analyses to document impact of their proposed developments, particularly larger developments. The town should ensure that there is a consistent methodology for preparation of these analyses.
 - Require applicants to demonstrate that adequate service is available or will be available at the time of development.
 - Consider using a fiscal model to predict the costs associated with new development.



Figure 14: New development should pay its "fair share" of the cost for providing necessary infrastructure and services.

- Zoning regulations
 - Establish minimum standards for infrastructure and services for new development.
- Subdivision regulations
 - Establish minimum standards for infrastructure and services for new subdivisions.
- Adopt an impact fee ordinance that complies with Indiana statutes.
- Promote cooperation and exchange of information about the impact of new growth on public services and facilities provided by other jurisdictions, such as the school district.

LAND USE CLASSIFICATIONS AND DEVELOPMENT POLICIES

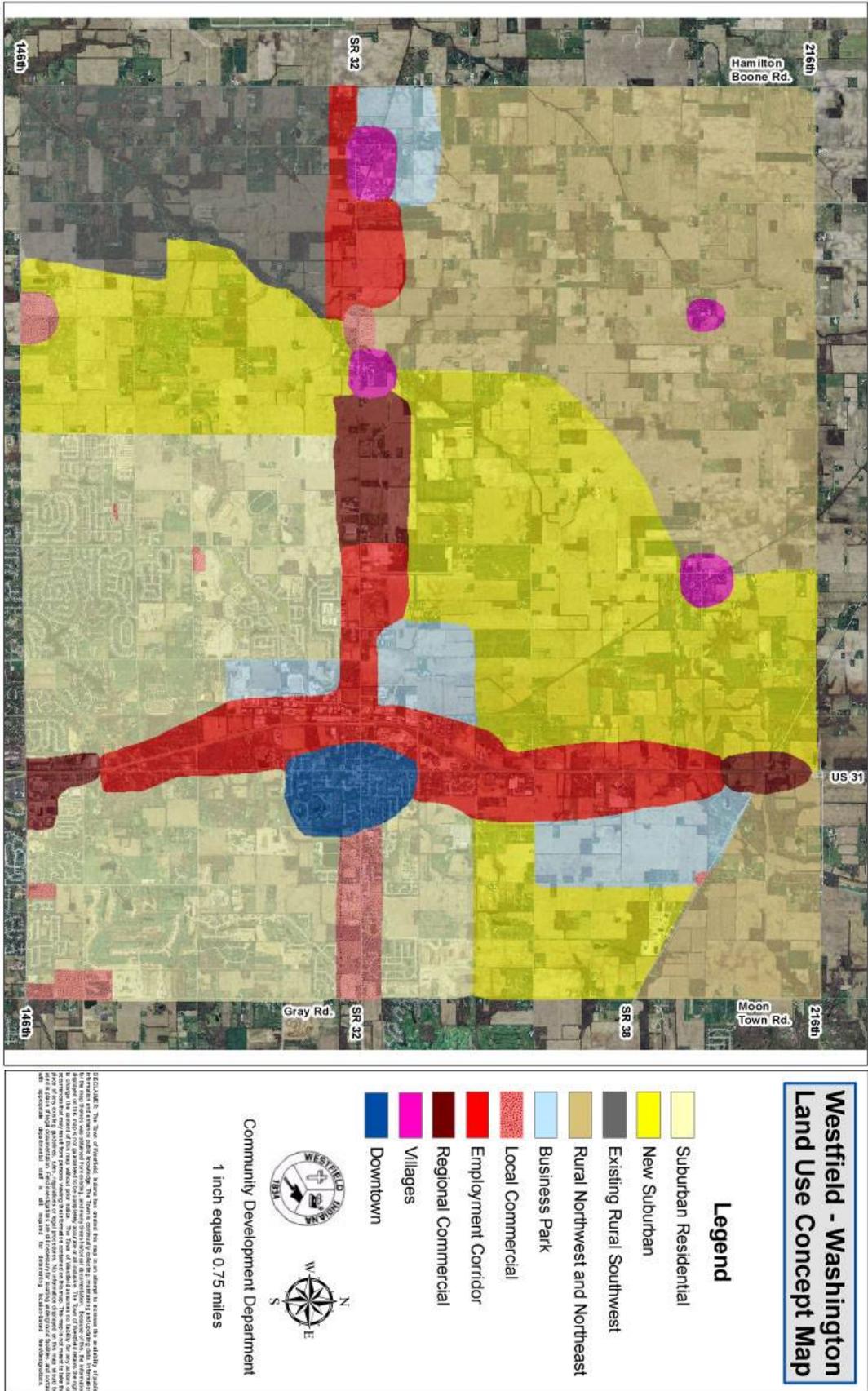
For purposes of this plan, the Town of Westfield and Washington Township are divided into the land use character areas listed below and further described in this plan:

- Rural Residential
 - Existing Southwest
 - Northwest
 - Northeast
- Suburban Residential
 - Existing
 - New
- Commercial (retail, office, service)
 - Regional
 - Local
- Highway Corridors
- Business Parks
- Villages

Because of its special character and importance to Westfield – Washington Township, the downtown is considered in a separate chapter of this plan.



Figure 15: Land uses in Westfield – Washington Township.



RURAL RESIDENTIAL

Existing Rural Southwest

Background

The Southwest Rural Residential area includes single-family residences, equestrian uses, and artisan farms in agricultural and rural areas. It also includes the Little Eagle Creek watershed, wetlands, rolling topography, and upland woods. The open nature of the area is enjoyed by many, and because open space is a valued community amenity, every effort should be made to encourage uses that preserve this open character. The envisioned long-range gross density is low: no more than one unit per three acres gross density. This area may have rural subdivisions, developed with substantial open space by using Rural or Conservation Subdivisions as described elsewhere in this plan. Higher gross densities, up to one unit per acre, may be permitted only in Conservation Subdivisions (see development policies below).

This area will continue to have rural uses and a rural feel: natural open spaces, trees, fields, and streams. The predominant land use will be low-density residential, including farmsteads, individual houses on large lots, equestrian uses, and subdivisions with a rural feel, considerable open space, and perimeter buffering. While it is expected that over time the few remaining large commodity farms in this area may be converted to residential development and smaller artisan farms, the rural character and equestrian nature should be retained. A primary component of this character is substantial natural-appearing open space.

Residents who move into rural areas should not expect the same type of environment and the same level of services as their more urban counterparts. Public water, sanitary sewer, and storm water drainage facilities may not be immediately available. Farming is a legitimate commercial land use activity that will produce noise, dust and odors, and occasionally will impede traffic.



Figure 16: Rural Washington Township.

This area is designated as Existing Rural, because it is largely already developed, and its rural character is viewed as a long-term condition: it is not intended to convert to other types of uses. Specifically, this area provides not just a rural character that is valued by the community; it provides an area where residents can live a rural lifestyle, and this plan embraces the importance of that rural lifestyle opportunity.

The western portion of this area is in close proximity to the Indianapolis Executive Airport. Special consideration was given during the planning process to incorporate the needs of the airport. Specifically, the following items were taken into account when defining the land use for the Southwest Rural Residential area:

- A review of input from the airport authority showed that multiple uses would be appropriate along Boone-Hamilton Road including parks, agriculture, and low-density residential uses. However, high density residential is not appropriate for this location. Other land uses were mentioned as well (e.g., hazardous waste recycling), however these uses were not compatible with the goals and desires of the Southwest quadrant.
- Results from a charette conducted to confirm appropriate uses for this area, which was attended by an airport representative as well as members of the Southwest Rural Residential area. The charette concluded that low-density residential and agricultural uses were compatible with the airport, and desired by the public.
- Mapping of existing development in the rural southwest indicated that the area is already 80% developed as low-density residential.
- Additional direction was provided by overlaying the Southwest quadrant with the noise sensitive area from the airport.

All of this input was considered when developing the land use for Existing Rural Southwest. Additionally, it should be noted that the airport is beginning a new master planning process. The process is anticipated to take three years, and The Westfield-Washington Township Comprehensive Plan should be reevaluated when the airport plan is complete to ensure the area continues to develop in a way that is desirable for both the Existing Rural Southwest area and the airport.

Development Policies

- View large-scale commodity farms (crops and livestock) as being subject to eventual change under growth pressure. Washington Township is in the path of growth and it is expected that the few remaining large-scale agricultural tracts will be converted to other uses.
- Encourage artisan farms and equestrian uses to maintain the rural, country-like atmosphere.
- Protect and enhance the Eagle Creek Trail as a recreational amenity.
- Allow the continuation of the historic rural patterns (single-family houses on large parcels). New residential development will be accommodated, but only on large lots consistent with existing patterns or in Rural or Conservation Subdivisions as defined in this plan.
- Promote flexible design that maximizes open space by regulating density rather than lot size. This approach will permit a wide range of lot dimensions (area, frontage, setbacks, etc.).
- Encourage open space through incentives (such as density bonuses).
- Locate roadways and house lots so as to respect natural features and to maximize exposure of lots to open space (directly abutting or across the street). “Single-loaded” streets (with homes on one side only) can be used to maximize open space visibility, thus increasing real estate values and sales, while costing no more than streets in conventional subdivisions (due to savings from narrower lot frontages).

Appropriate Land Uses in the Rural Southwest

- Single-family detached houses on large lots or in a Rural or Conservation Subdivision.
- Accessory dwellings
- Equestrian uses
- Agriculture, including artisan farms

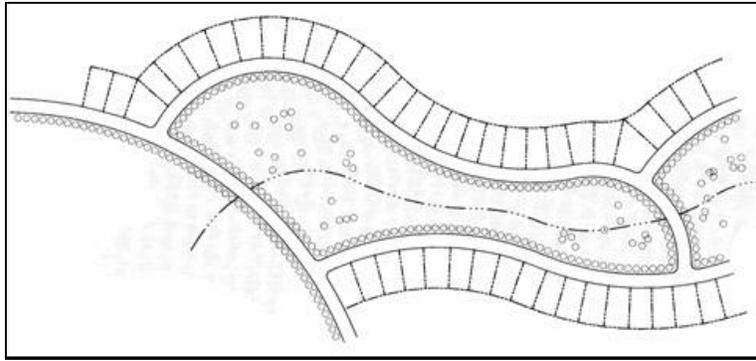


Figure 17: Open space and the preservation of natural features, such as a stream, can be incorporated into a development to maximize exposure to individual lots.

- Preserve Little Eagle Creek Ave. as a scenic by-way.
- Utilize subdivision street standards for new development that are appropriate to the rural context (open ditches, no curb and gutter).
- Preserve historically significant buildings and resources (barns, houses, etc.).
 - Recognize that the southwestern area of the township identified as rural on the map is unique relative to the other rural areas. Specifically, the character and pattern of development in this area is committed to small-scale equestrian-oriented and related rural uses, as contrasted with the large-scale agricultural patterns in the northwest. As such, the policy of this plan is that the character of the southwest rural area should remain essentially unchanged. New growth and development in this area should be reviewed with the intent of ensuring that it is compatible both from a use and density perspective, with minimal impact on the natural and visual environment.

Implementation Tools

Zoning Regulations

- Establish maximum densities aimed at retaining rural character and maintaining the existing density
- Provide for density bonuses in Conservation Subdivisions (up to 1 unit/acre gross density) only if specific standards are met with reference to the following:
 - Threshold percentages of open space
 - Location, connectivity, and suitability of open space areas
 - Minimum amount of usable open space (active and passive recreation, equestrian trails)
- Limit the land uses to those that are consistent with and contribute to the rural character
- Create design standards for new buildings to ensure consistency with the character of the area
- Establish buffering requirements for new development
- Establish a rural equestrian zoning district with standards aimed at maintaining a rural, country-like atmosphere. Housing in this district is secondary to the agricultural and equestrian uses.



Figure 18: Providing for development around the equestrian community may include special provisions for lot sizes, fencing requirements, and/or open space requirements that include riding trails.

Other Tools

- Participate in the creation of the Indianapolis Executive Airport plan. Review the plan upon completion to ensure that development is compatible with both existing southwest rural residential and the Indianapolis Executive Airport.

Subdivision Regulations

- Provide for Conservation Subdivisions that have the following characteristics:
 - Substantial open space (at least 60% of gross acreage) that is connected
 - Preserved primary conservation areas
 - Clustering of houses
 - Home sites that border open space
 - Perimeter buffering
 - Natural topography (no mass grading)
 - Rural street patterns (no curb and gutter, single-loaded streets)
 - Varying lot sizes, dimensions, and setbacks

- Provide for rural subdivisions that have the following characteristics:
 - Large lots (3-acre minimum)
 - Shared private streets or driveways
 - Natural topography (no mass grading)
 - Rural street patterns (no curb and gutter)
 - Standards for development and maintenance of common driveways



*Figure 19: Rural conservation subdivision.
Source: Randall Arendt*

Rural Northwest and Northeast

Background

The Northwest Rural Residential encompasses much of the northwestern quadrant of the township and includes single-family residences; agricultural areas, including the township's largest concentration of commodity farms; some smaller artisan farms; and some equestrian uses. There are significant natural areas, including Little Eagle Creek, wetlands, wooded areas, and much open farm ground. The named community of Lamong is located within this area; it is discussed under "Villages" in this chapter. The Rural Northeast area is smaller in

comparison to the Northwest area, being limited generally to the area to the north of SR 38 and east of US 31. The currently envisioned gross density for these areas is low: no more than one unit per three acres gross density.

The policy of this plan is that these areas will be designated as rural for the foreseeable future. In particular, the development for these areas as anything other than rural or agricultural uses in the near future would violate the contiguity policy set out in the general policies. However, when this plan is updated in five years, this policy will be reevaluated in light of any potential changes in market conditions, public service and facilities changes, local government fiscal conditions, and community attitudes and values. The town should monitor development patterns and reevaluate the development policies as the community grows and changes.

In the meantime, the Northwest and Northeast Rural Residential area will continue to have rural uses and a rural appearance: natural open spaces, trees, fields and streams. The predominant land use will be rural residential, including farmsteads and individual houses on large lots. New residential development should have a rural feel, considerable open space and perimeter buffering. While it is expected that over time, some farms in this area will be converted to residential development, the rural character should be retained. A primary component of this character is substantial natural-appearing open space. Because of its location, this area will be the last to face development pressure.

If land converts from agricultural uses, it is encouraged to develop in the form of Rural or Conservation Subdivisions, with substantial open space. Higher gross densities, up to one unit per acre, may be permitted only in Conservation Subdivisions (see development policies).



Figure 20: Rural Washington Township.

Residents who move into rural areas should not expect the same type of environment and the same level of services as their more urban counterparts. Public water, sanitary sewer, and storm water drainage facilities may not be immediately available. Farming is a legitimate commercial land use activity that will produce noise, dust and odors, and occasionally will impede traffic.

Development Policies

- Large-scale commodity farms (crops and livestock) are subject to eventual change due to growth pressure. It is expected as growth pressure moves northwest, some agricultural land will be converted to other uses, but not within the time frame of this plan.
- Allow the continuation of the historic rural patterns, including homestead farms, artisan farms, and equestrian uses. New residential development will be accommodated, but only as it fits into the agricultural life style.
- Promote flexible design that maximizes open space by regulating density rather than lot size. This approach will permit a wide range of lot dimensions (area, frontage, setbacks, etc.). Open space should be encouraged through incentives (such as density bonuses).
- Locate roadways and house lots so as to respect natural features and to maximize exposure of lots to open space (directly abutting or across the street). “Single-loaded” streets (with homes on one side only) can be used to maximize open space visibility, thus increasing real estate values and sales, while costing no more than streets in conventional subdivisions (due to savings from narrower lot frontages).
- Encourage appropriate transitions from the villages to the open agricultural land.
- Preserve historically significant buildings and resources (barns, houses, etc.)
- Encourage development of the Monon Trail
- Preserve the night sky by limiting lighting.

Appropriate Land Uses in the Rural Northwest and Northeast

- Single-family detached houses on large lots or in a Rural or Conservation Subdivision.
- Accessory dwellings
- Equestrian uses
- Agriculture, including artisan farms
- Institutional uses, such as schools, churches, public safety facilities, and similar uses

Implementation Tools

Zoning Regulations

- Establish maximum density limits aimed at retaining rural character
- Provide for density bonuses in Conservation Subdivisions (up to 1 unit/acre) only if specific standards are met with reference to the following:
 - Minimum percentage of open space
 - Location, connectivity, and suitability of open space areas
 - Minimum amount of usable open space (active and passive recreation, equestrian trails)
- Limit the land uses to those that are consistent with and contribute to the rural character
- Create design standards for new buildings to ensure consistency with the character of the area
- Establish buffering requirements for new development

Subdivision Regulations

- Provide for rural subdivisions that have the following characteristics:
 - Large lots
 - Shared private streets or driveways
 - Natural topography (no mass grading)
 - Rural street patterns (no curb and gutter)



Figure 21: Rural roadway with no curb, gutter, or sidewalk.

Plan Update

- Reassess the rural policies as part of a five-year update to the plan in light of any changes in circumstances.

Conservation Subdivision Process Tool Box

Conservation Subdivisions

One of the best ways to achieve quality residential development in the rural areas while preserving rural character is to develop as conservation subdivisions. These subdivision forms allow development of detached single-family homes clustered on smaller lots than generally permitted in the underlying zoning district, but at the same gross density, while preserving large areas of open space or historic features.

Conservation subdivisions allow the location of buildings on land best suited for construction, while permanently preserving valuable resources without changing the gross density permitted on the development site. This creative and flexible subdivision approach encourages building sites with attractive views, both from off-site roads and on-site buildings; encourages efficiency in the development of roads and utilities (shorter roads because there is less frontage per unit); and contributes to the variety of housing choices in the town and township.

Other Considerations

There are other issues which must be considered in the design of a cluster or conservation subdivision. The following highlights the primary issues:

Location of Sewer Treatment Facilities

Dwelling units in a cluster subdivision can typically be served by private on-site well and septic systems.

Ultimate Use of Open Space

There are several ways to use the conserved open space: maintain it in its natural state, use it as pasture or cropland, or provide passive or active recreation.

Permanent Protection of Common Spaces

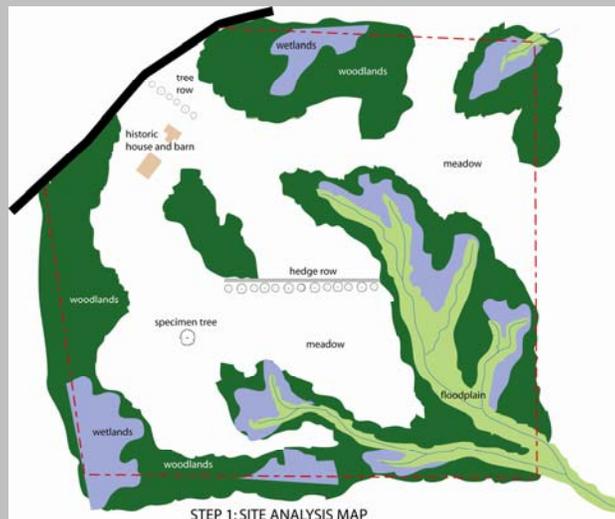
There are three common ways to permanently preserve the conserved spaces in the subdivision: an individual commonly owned lot with a conservation easement, deed restrictions or covenants, or as a part of a privately owned lot that is protected in a similar manner.

Step 1: Site Analysis Map

A map of potential conservation areas should begin with the information available from the town's mapping services, and from this plan. The maps and aerial photos should be used to identify the primary and secondary conservation areas on the site and the features on surrounding properties. The primary conservation areas should include the most severely constrained lands, where development would typically be restricted under current codes, such as wetlands and floodplains. Secondary conservation areas should include locally significant features of the existing landscape. These secondary areas may include the following features:

- Mature woodlands
- Hedgerows, freestanding trees or tree groups
- Wildlife habitats and travel corridors
- Prime farmland
- Groundwater recharge areas
- Greenways and trails
- River and stream corridors
- Historic site and buildings
- Scenic view sheds

This information should be combined to identify the areas on the site that are the best candidates for preservation/conservation. While it is not an exact process, this step allows the town and developer to identify the areas with the most potential to contribute to the rural character of the area.



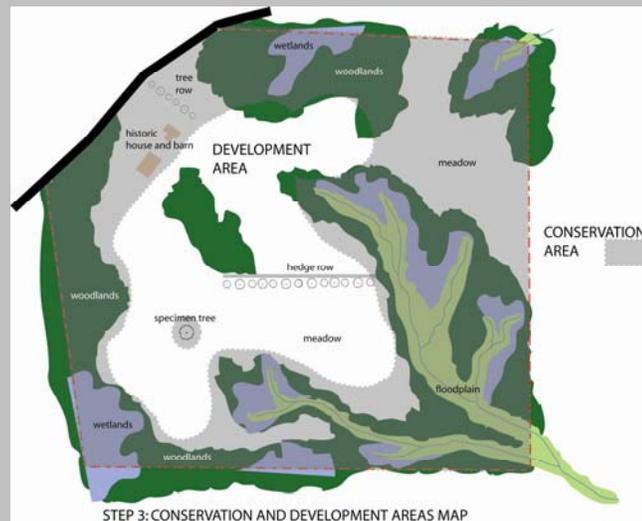
Conservation Subdivision Process Tool Box

Step 2: Site Inspection

After the mapping analysis of the site, the applicant and town staff should conduct a site inspection to confirm the site analysis map and identify additional unmapped features that may be present. This step is especially important for identifying scenic view sheds.

Step 3: Conservation and Development Areas Map

Once the mapping and visual inventory of resources have been completed, the applicant should provide a map illustrating the areas to be conserved (Conservation Areas) and the land area available for building sites (Development Areas) should be created. This map will serve as the basis for the final site plan. This map should designate at least 60% of the site area for conservation.



Conservation Subdivision Process Tool Box

Step 4: Conservation Plan

Finally, the applicant should prepare a conservation plan. Because the conservation plan is not driven by a prescribed lot size, the most efficient and rural design can be accomplished by first locating the houses to capitalize on the best views and buffering from the off-site roads. Then the house sites should be connected with roads and trails, which minimize the amount of roads to be developed while still safely providing access to each building. Finally, the lot lines should be drawn.



Figure 22: Photos of conservation subdivisions.

SUBURBAN RESIDENTIAL

Background

Suburban Residential includes residential development with a variety of housing types, including subdivisions, at a variety of densities, along with recreational uses.

For the purpose of this plan, two different categories of Suburban Residential are identified on the map: Existing and New Suburban areas. The Existing Suburban Residential area is generally located in the southeastern quadrant of the planning area. As its name implies, it is the area where most of the existing suburban residential pattern has taken place. The basic policy of this plan for this area is fairly simple: preserve and protect the stability and integrity of the area as it fills in. This area consists primarily of single-family residences. Retail uses have not been part of Westfield's plan for this area, and development of such uses would change the character of the area.

The New Suburban Residential area depicts the future residential growth of the community, generally to the west and north of the Existing area. Its location is a function of its proximity to the existing growth area as well as the planned availability of sanitary sewer service.

The New Suburban Residential area will be predominately residential, including a variety of housing types to serve different family sizes and life situations from entry level to retirement. Subdivisions at a variety of densities and a broad range of housing types will continue to be the prevalent development form. The New Suburban Residential has three areas: Southwest, Northwest, and Northeast. These have somewhat different character, but the same development policies and implementation tools apply to all three.



Figure 23: Suburban residential development in Westfield/Washington Township.

Existing Suburban

Development Policies

- Promote the protection of the existing suburban character of the area.
- Encourage only compatible infill development on vacant parcels in existing neighborhoods as a means of avoiding sprawl.
- New development should be permitted only upon a demonstration that it will not alter the character of the area, and will not generate negative land use impacts.
- Ensure that infill development is compatible in mass, scale, density, materials, and architectural style to existing development.
- Ensure that new development adjacent to existing suburban is properly buffered.
- New retail uses should not be permitted in the Existing Suburban areas. The Existing Suburban Areas were planned and have developed primarily for residential uses, and attempting to introduce retail uses into those areas will change the residential character of the area. These should be located in those areas that are planned for retail expansion.

Appropriate Land Uses in Existing Suburban

- Detached dwellings
- Attached dwellings
- Institutional uses
- Recreational uses

New Suburban

New Suburban Southwest Background

The Southwest New Suburban area includes a diverse mix of uses: a town park, a golf course, open farmland, residential development, and a central core of large-lot residential and rural properties, equestrian uses and artisan farms. It is adjacent to the Village of Eagletown, and two highways: SR 32 and 146th Street. There also are institutional uses, including a school and a school transportation center.

While it is expected that over time, the few remaining large agricultural tracts in this area will be converted to residential development or other uses, this development should be context-sensitive. As development moves south from SR 32, north from 146th Street, and west from Ditch Road, the density should decrease and open space should increase. Within the Southwest New Suburban area, there is land that is not suitable for dense development because of steep slopes or other natural features. These lands should be developed according to rural standards.

The key for this area will be land use transitions and buffers that accommodate suburban development in such a way that negative land use impacts on existing and stable rural uses are mitigated so as not to negatively affect the quality of life of long term rural residents.

New Suburban Northwest and Northeast Background

The Northwest and Northeast Suburban Residential area contains single-family residences, open farmland, artisan farms and some businesses, especially agribusiness and rural-related businesses. Because of the natural topography, streams, hedgerows, and wooded areas, this area has a rural feel and character. Farmhouses are included, as well as houses in rural non-farm environments, where people may have a limited number of animals such as horses or 4-H animals.

This area will continue to have rural uses and a rural feel into the immediate future: natural open spaces, trees, fields, and streams. However, the town's long-range plan is to provide sanitary sewers in the entire township, which will have the effect of creating pressure for more dense development in this area. It is expected that over time the large commodity farms in this area will be converted to residential development, and this area is identified to absorb future suburban density and type of development. While the development of this area for suburban uses is envisioned in the long term, it is also important to keep the overall policy of contiguity in mind: development is encouraged to occur in a way that it is contiguous with existing development, meaning that new growth should radiate out from existing suburban areas, and should not sprawl piecemeal throughout the new suburban areas.

Development Policies (applies to all New Suburban)

- Ensure that new development occurs in a way that it is contiguous with existing development.
- Require all development to have public sewer and water, paved streets, curbs, gutters, and sidewalks.
- Design developments such that back yards are not adjacent to collector or arterial streets unless uniform attractive screening is provided.
- Prevent monotony of design and color. Recognize that quality in design applies not just to individual homes, but to the collective impact of an entire development. For example, many homes that might be “high quality” may not achieve a high-quality development if they are all the same and are not part of a sensitive and quality overall design.
- Encourage a diverse range of home styles in individual subdivisions, using innovative architecture of a character appropriate to Westfield.
- Encourage compatible and high quality “life span” housing in furtherance of the overall policy of this plan.
- Emphasize connectivity between subdivisions, and avoid creating isolated islands of development.
- Ensure proper land use transitions between dissimilar types of residential development.
- Ensure appropriate transitions from businesses located along US 31, SR 32, and SR 38 and from adjoining large subdivisions.
- Use open space, parks, and less-intensive land uses as buffers in

Appropriate Land Uses in New Suburban

- Detached dwellings
- Attached dwellings
- Institutional uses,
- Recreational uses
- Artisan farms
- Equestrian uses

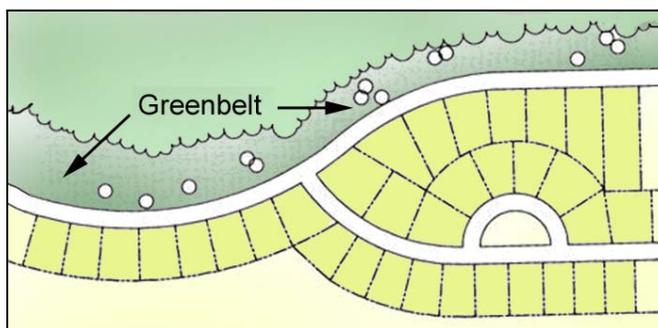


Figure 24: Greenbelts and landscaping buffers can help create a transition between uses.

appropriate circumstances.

- Preserve existing older structures when possible.
- Permit new development only where the transportation network is sufficient for the added traffic volumes. Based upon traffic studies, developers should make appropriate improvements to mitigate traffic impacts resulting from the new development.
- Promote flexible design that maximizes open space preservation by regulating density rather than lot size. This approach permits a wide range of lot dimensions (area, frontage, setbacks, etc.) and a variety of housing types (detached, semi-detached, attached) to serve multiple markets (traditional families, single-parent households, empty-nesters, etc.).
- Encourage quality and useable open space through incentives (density bonuses) based upon density rather than minimum lot sizes and widths.

- Encourage development of bicycle and pedestrian facilities (sidewalks, trails, paths or any combination thereof designed to accommodate pedestrians) in new development. These facilities should be designed to improve connectivity. In particular, promote



connections to new regional trails such as the Monon and Midland Trace Trails

Figure 25: Bicycle and pedestrian trails increase connective and can improve the overall quality of the development.

- Land that is characterized by steep slopes or other natural limitations on development should be left natural or developed at rural, rather than suburban densities.
- Promote innovative development, such as Conservation Subdivisions and traditional neighborhood design.
- Require appropriate transitions and buffers between neighborhoods, particularly those of differing character or density. At interfaces between large lot residential property and new suburban development, baseline buffering requirements should be used to preserve the rural environment

of those larger parcels (preferably through the use of reforestation to achieve natural conditions).

- Locate roadways and house lots so as to respect natural features and to maximize exposure of lots to open space (directly abutting or across the street). “Single-loaded” streets (with homes on one side only) can be used to maximize open space visibility, thus increasing real estate values and sales, while costing no more than streets in conventional subdivisions (due to savings from narrower lot frontages).
- Encourage attractive streetscapes that minimize front-loading garages, provide garage setbacks from front facades of houses, minimize design and material repetition, and avoid house orientations where the back sides face the public right of way.
- Encourage roadway improvements that promote safety but do not increase speed.

Implementation Tools

Zoning Regulations

- Establish appropriate locations for varying housing types
- Development standards that establish appropriate setbacks, densities, lot sizes
- Emphasize density, rather than lot size
- Require that new development have all necessary services and infrastructure
- Buffering, including reforestation buffers
- Transitions between developments
 - Between new suburban and more rural neighborhoods, use larger lots and increased open space
 - Cluster higher-density development in areas that abut industrial, commercial, or other higher-density areas.
- Landscape standards (these should discourage berms and fencing in favor of more natural-appearing buffers, using native plants)
- Create a Traditional Neighborhood Design District that provides for the following:

- Garages that are behind the front line of the dwelling or are side-loaded
- Front porches
- Smaller front setbacks



Figure 26: A development that incorporates elements of traditional neighborhood design increases connectivity and provides for a diverse mix of housing types.

Subdivision Regulations

- Provide for Conservation Subdivisions that have the following characteristics:
 - Substantial open space (at least 60% of gross acreage) that is connected
 - Preserved primary conservation areas
 - Clustering of houses
 - Home sites that border open space
 - Perimeter buffering
 - Natural topography (no mass grading)
 - Rural street patterns (no curb and gutter, single-loaded streets)
 - Varying lot sizes, dimensions, and setbacks
- Preserve natural topography
- Adequate streets
- Connectivity
- Pedestrian facilities
- Recreational facilities
- Common open space
- Mechanisms to ensure maintenance of common facilities
- Proper drainage
- Green space between sidewalk and curb
- Open space standards (location, size, type)

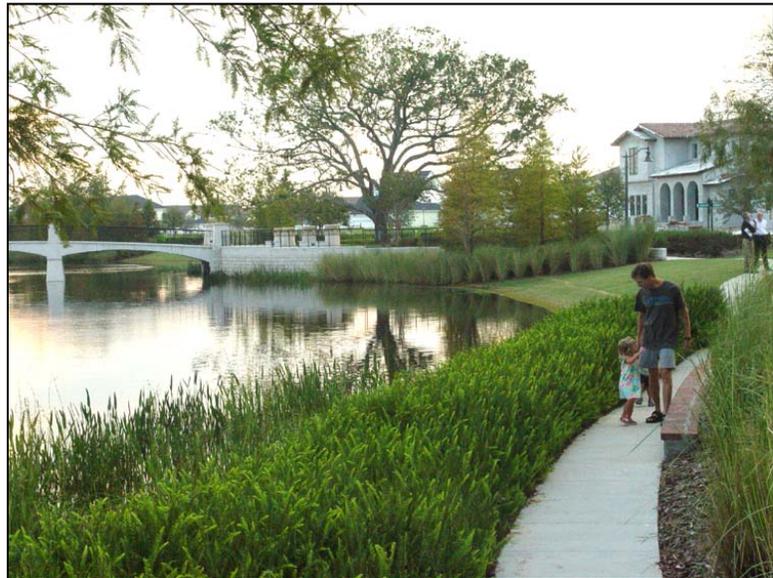


Figure 27: Photograph of a development that incorporates natural features into the common open space with pedestrian facilities.

Other Tools

- Design standards that ensure quality development.
- Establish a development review process that ensures developments that comply with the standards and with the comprehensive plan

- Adopt an updated Thoroughfare Plan that establishes future street patterns and appropriate cross sections
- Prepare and adopt a parks, recreation, and open space plan to serve as a basis for zoning, subdivision, and site design requirements
- Prepare and adopt a circulation and trail plan
- Prepare and adopt an access management plan

COMMERCIAL

Local Commercial

Background

Local businesses are intended to provide goods and services used by nearby residents on a day-to-day basis, as opposed to attracting customers or clients from a large geographic area. Examples include but are not limited to banks, beauty salons, drug stores, convenience stores, automobile service stations, video stores, dry cleaners, restaurants, and supermarkets. Local examples include Westfield Commons, Westfield Marketplace, Carey Shoppes, Springmill Commons and Bridgewater Marketplace. Shopping centers typically have at least one anchor business.

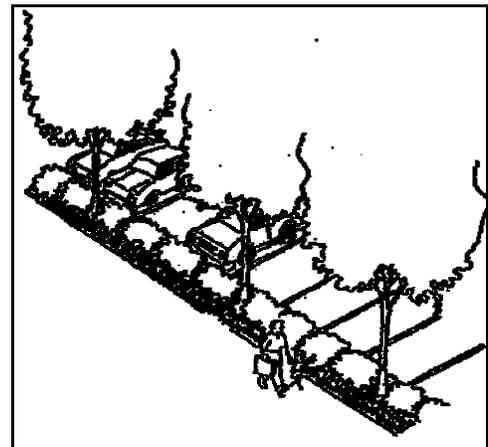
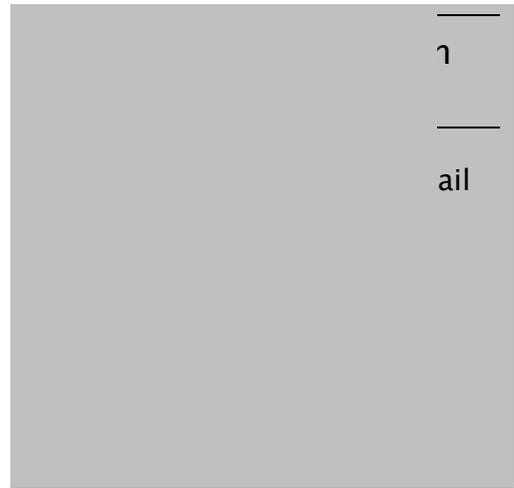


Figure 28: Local commercial scale bank.

Local commercial development is characterized by architecture having a residential or suburban feel, attractive signs, extensive landscaping, and ample off-street parking. Most local business is located in commercial centers, typically having at least one anchor business and several smaller businesses, some of which are on outlots.

Development Policies

- Locate local commercial development only in planned centers and only on streets classified as arterials or on frontage roads as depicted on the Land Use Concept Map.
- Require commercial uses to be dispersed, but also to be focused on key nodes, avoiding strip patterns, which are inefficient from an access standpoint.
- Require the size, materials, color, and design of buildings to be unique to Westfield. “Franchise” architecture that represents no effort to create a unique design that fits Westfield – Washington Township is not acceptable.
- Discourage masses of asphalt. Parking areas should be broken up by landscaping or by being located on more than one side of the buildings.
- Require all parking areas to have interior landscaping as well as landscaping along the street.
- Require all lighting to be shielded and directed downward.
- Encourage signs that are easy to locate and read, sized and designed in relation to the buildings and the traffic conditions in which they are viewed.
- Require loading and service areas to be screened and to be located so as not to be a nuisance to neighboring properties.
- Encourage internal connectivity between adjacent commercial developments.
- Encourage pedestrian connections between local commercial areas and adjacent residential areas.
- Use attached residential, offices, and similar uses as transitions between more intensive and less intensive uses.



- Require effective buffering between commercial uses and adjacent residential uses.
- Prevent commercial uses from encroaching into residential areas.
- Encourage the use of frontage roads to minimize traffic conflicts.

Implementation Tools

Zoning Regulations

- Establish a planned commercial district with strong development standards, including landscaping and lighting.
- Establish a site plan review process for commercial development.
- Require traffic studies and traffic management plans for new commercial development.
- Buffering requirements, including transitional land uses
- Design standards to ensure quality development.
- Thoroughfare plan that provides for frontage roads.
- Access management plan to control curb cuts, which is a plan for promoting smooth traffic flow by establishing standards for access to property. This plan would address issues such as driveway locations and separation distances, frontage roads, passing blisters, left turn lanes, and traffic signals.

Subdivision Regulations

- Establish standards for commercial subdivisions

Regional Commercial

Background

Regional Commercial includes a broad range of goods and services available to residents in a large geographic area. These uses are generally located on large parcels. These areas include big-box-type retail, with one or more large anchor stores.

The character of these areas will include large, suburban-style buildings, usually in commercial centers that depend upon high traffic volumes.

Regional retail should be limited to those areas designated on the Land Use Concept map at the north and south ends of US 31 and on SR 32 near Eagletown.

Development Policies

- Reserve these areas exclusively for regional commercial development. These areas are intended to benefit the economic health of the community and uses that do not contribute to that economic health should not be allowed.
- Permit regional commercial only on arterial streets that are designed to carry large traffic volumes, or on frontage roads accessible from arterials.
- Permit regional commercial uses only in planned centers with consistent design and architectural style for each center. In areas not already commercial, adjacent commercial areas should have consistent style and building materials.

Appropriate Land Uses in Regional Commercial

- Regional retail
- Office
- Attached residential dwellings

- Require that buildings be designed to enhance the community character.
- Discourage masses of asphalt. Parking areas should be broken up by landscaping or by being located on more than one side of the buildings.
- Require parking areas to have internal landscaping as well as landscaping along the street.
- Require the size, materials, color, and design of buildings to be unique to Westfield. “Franchise” architecture that represents no effort to create a unique design that fits Westfield – Washington Township is not acceptable.
- Require appropriately scaled transitional uses, such as office or attached residential between regional commercial uses and single-family residential.
- Permit attached residential within a regional commercial development only when it is clearly subordinate to the commercial component.
- Develop alternative transportation to regional facilities. These should include but are not limited to multi-use trails, bicycle lanes, and public transportation.



Figure 30: Commercial development standards should be developed to ensure that the appearance is unique to Westfield.

Implementation Tools

Zoning Regulations

- Establish a planned commercial district with strong development standards, including landscaping and lighting.



Figure 31: Strong landscaping requirements ensure appropriate transitions between land uses (left) and in vehicular use areas (right).

- Establish a site plan review process for commercial development.
- Require traffic studies and traffic management plans for new commercial development.
- Buffering requirements, including transitional land uses

Subdivision Regulations

- Establish standards for commercial subdivisions

Other Tools

- Design standards to ensure quality development.
- Thoroughfare plan that provides for frontage roads.
- Access management plan to control curb cuts.

HIGHWAY CORRIDORS

Background

Major highway corridors have an enormous impact on the community's appearance, economic vitality, and convenience. Poorly planned corridors with excessive numbers of curb cuts disrupt traffic flow and create congestion. A well-designed corridor, with attractive businesses and extensive landscaping help create a community identity.

Westfield has several major corridors that offer opportunities for economic activity and aesthetic value. The Meridian Corridor is perhaps the most important. Along this corridor, attractive office and institutional uses have been established south of Westfield, and similar uses of a similar character should be continued as the corridor develops. The corridors need to be carefully planned so that they will serve as assets to the community.

Development Policies

- Reserve employment corridors for employment-generating uses and related supporting service uses.
- Limit industrial uses that are visible from either US 31 or SR 32 to those that do not have negative land use impacts.
- Prohibit outdoor storage and outdoor operations.
- Promote large-scale employment-intensive office uses on the US 31 – Meridian Corridor.
- Promote smaller scale local office and service uses along SR 32. Such uses should generally take place along the north side of SR 32, with business uses on the south side of US 32 allowed only where it is demonstrated that they will not negatively impact residential neighborhoods or uses.

Appropriate Land Uses in Highway Corridors

- Office and service uses
- Research and Development
- Retail and institutional uses that are subordinate to and supportive of the office and service uses.

- Permit retail or residential development only in designated village or downtown locations on US 31, SR 32, SR 38, and 146th St. at Towne Rd. Strip commercial development is not desired.
- Encourage building materials and colors that are appropriate to the setting. Metal buildings should be enhanced with other building materials, such as stone or brick, to improve their appearance.
- Locate loading docks appropriately, generally at the sides or backs of buildings. Screening should be provided where it is needed to hide unattractive views.
- Require sufficient off-street parking.
- Require parking areas to have interior landscaping and landscaping along street frontages. Large expanses of asphalt are discouraged.
- Encourage building design, height, scale, and mass that is appropriate to the surrounding area.
- Maintain attractive highway corridors and appealing business and industrial areas through landscaping, setbacks, and building design.
- Encourage signs that are attractive and sized and designed in relation to the buildings and to the traffic conditions in which they are seen.
- Work with officials of the Indianapolis Executive Airport to ensure that development on SR 32 near the airport is compatible with the airport plan.
- Develop alternative transportation to regional facilities. These should include but are not limited to multi-use trails, bicycle lanes, and public transportation.



Figure 32: Encourage high quality design as well as a scale appropriate to the surroundings.

Implementation Tools

Zoning Regulations

- Establish corridor overlay districts for major arterial streets

Subdivision Regulations

- Establish standards for subdivisions along the corridors.

Other Tools

- Design standards to ensure quality development, with enhanced architectural and materials standards.
- Thoroughfare plan that provides for frontage roads.
- Access management plan to control curb cuts.
- Prepare and adopt a corridor plan to serve as a basis for development standards relating to development along the major corridors.



Figure 33: Develop design standards for both the design of the building and the design of the lot.

BUSINESS PARKS

Business parks will accommodate manufacturing, research and development, processing activities, office and service uses that provide jobs and a tax base for the community. A strong and diverse tax base will help the community be fiscally sustainable, which refers to the ability of a community to maintain a high level of public services and infrastructure while keeping property tax rates manageable.

For the most part, new employment activities will be located in planned business parks with a campus atmosphere, attractive buildings, and extensive landscaping, or on large parcels (at least 5 acres) with access to arterial streets only from frontage roads.

Development Policies

- Reserve the Business Parks for employment-generating uses and related supporting service uses.
- Locate industrial uses in those areas designated for Business Parks on the Land Use Concept map.
- Designated Business Parks should be reserved as industrial areas - only uses that are clearly subordinate to and supportive of the industrial uses should be permitted in areas set aside for industrial development.
- Promote development of the business parks as campus-like settings.
- Industrial uses that include outdoor storage or that generate other external impacts should be limited to the interior of business parks.
- Locate industrial uses in areas that are removed from residential neighborhoods and other uses that would be detrimentally affected.
- Permit land uses other than industrial in designated Business Parks only when they are offices or service businesses that are subordinate or related to the industrial development, such as restaurants, automobile service stations, and day care centers.

Appropriate Land Uses in Business Parks

- Manufacturing
- Subordinate office, retail, and services
- Research and Development
- Warehousing

- Require industrial uses to be located on paved roads with pavement design sufficient to handle the loads associated with the use.
- Encourage building materials and colors that are appropriate to the setting. Metal buildings should be enhanced with other building materials, such as stone or brick, to improve their appearance.
- Locate loading docks appropriately, generally at the sides or backs of buildings. Screening should be provided where it is needed to hide unattractive views.
- Require sufficient off-street parking.
- Require parking areas to have interior landscaping and landscaping along street frontages. Large expanses of asphalt are discouraged.
- Require industrial uses to meet or exceed all federal, state, and local environmental standards.
- Require new industrial uses to demonstrate that they will not negatively impact well field protection areas.
- Encourage new industrial uses to have convenient access to major highway corridors.
- Maintain attractive and appealing business and industrial areas through landscaping, setbacks, and building design.
- Encourage signs that are attractive and sized and designed in relation to the buildings and to the traffic conditions in which they are seen.
- Require industrial sites to be designed so that truck maneuvering associated with an individual use will take place on-site and not on the street.
- Develop alternative transportation to regional facilities. These should include but are not limited to multi-use trails, bicycle lanes, and public transportation.



Figure 34: Business parks such as this can accommodate a range of uses and buildings while incorporating open space and attractive

Implementation Tools

Zoning Regulations

- Establish a business and industrial park district
- Establish performance standards for industries. These standards include but are not limited to noise, glare, vibration, air quality, appearance, odor, and hours of operation.

Subdivision Regulations

- Adopt standards for industrial subdivisions

Other Tools

- Design standards to ensure quality development, with enhanced architectural and materials standards.
- Thoroughfare plan that provides for frontage roads.
- Access management plan to control curb cuts.
- Prepare and adopt specific plans for the areas designated for industrial and business parks.
- Prepare and adopt an economic development plan and strategy for the township.

VILLAGES

Background

Villages provide a unique form of land use in Washington Township. The four existing villages (Eagletown, Jolietville, Lamong, and Hortonville) are communities with a small residential population and housing stock that typically dates to the early 20th Century. These villages are important in that they provide small but historic focal points within the landscape, and they offer the opportunity to continue as focal points for new compatible mixed use development. Because of their small size and limited development, these villages should be viewed not as historic preservation sites but rather as nodes where future new village-scale development is appropriate.

The Villages typically have a historic place name and were often home to small businesses such as small grocery stores, feed stores and institutions such as churches, post offices, and other rural institutions. As villages are renovated or expanded in the future, they will require greater density to allow the development of shops, restaurants, office and commercial space. While villages can be expected to accommodate only a minor share of the forecasted growth in Washington Township, they are desirable land use patterns that complement the rural areas and serve as nodes of mixed-use activity. Transitions from the mixed use village to multifamily, attached single-family, detached single-family, and rural environments need to be provided.

While the villages may retain a historical flavor and be expanded to accommodate pedestrian traffic and traditional neighborhoods, it may be difficult to respect the scale, configuration, building orientation, and building relationship to the street of the existing villages. Major thoroughfares such as SR 32, 206th Street, Lamong Road, Horton Road, and Mule Barn Road are scheduled for improvement, but they currently have no curbs, gutters, sidewalks, or street trees to make pedestrian travel safe.

The four named villages are significantly different from one another: they have different characteristics, histories and growth pressures, and therefore, each should have its own development policies.

Development Policies

- Encourage each village to develop a distinct image.
- Require that new development in villages be “pedestrian friendly”.
- Continue historical street patterns, such as a grid system, as villages are expanded or redeveloped. The curvilinear pattern of suburban streets should be avoided.
- Preserve significant historic buildings and cemeteries.
- Promote new village-scale institutional uses such as schools, churches, post offices, libraries, fire stations, and other government offices to locate in the villages by collaborating with local institutions to remove or mitigate barriers that might impede location in villages, such as parcel configuration, parking and loading needs, and access.
- Require that off-street parking for uses other than single-family residential be behind the building. Appropriately designed on-street parking in front of commercial uses may be used.

Eagletown

Unique Characteristics

Eagletown is located on SR 32, west of the Town of Westfield. The planned widening of SR 32 may require demolition of the houses that front on that road. The only remaining historic land uses are the Journey Church and an old cemetery. The proposed Midland Trace and Eagle Creek trails will benefit this area, as does Little



Figure 35: Aerial photograph of Eagletown.

Eagle Creek, a natural feature that delineates the western edge of the Village. Sanitary sewer and water are planned in the near future, creating immediate development pressure on the north, east, and south sides.

Development Policies

- Preserve the remaining historic church and cemetery.
- Encourage design continuity on the north and south sides of SR 32.
- Encourage ground-floor retail with offices and apartment on the second floor.
- Require new development to be pedestrian friendly.
- Continue and build on historic street patterns where feasible.
- Promote new structures to establish a street presence by building at or near the frontage where feasible; discourage deep setbacks with large parking areas in fronts of buildings.

Appropriate Land Uses in Eagletown

- Food and entertainment
- Attached dwellings
- Detached dwellings
- Commercial, including retail and services
- Offices
- Institutional Uses

Implementation Tools

Zoning Regulations

- Establish an overlay district to enhance the character of the Village as redevelopment takes place.

Thoroughfare Plan

- Consider development of a median on SR 32 between the future expansion of Towne and Ditch Roads.
- Limit driveway cuts on SR 32 to minimize traffic conflicts in the village.

Jolietville

Unique Characteristics

SR 32 passes through Jolietville, and the planned widening of that road may require demolition of houses on both sides of the road. This Village also may see impacts from the Mule Barn/Shelbourne Road extension. The Midland Trace trail bisects this Village, and a small creek traverses it. There is a grouping of small residential lots along Joliet Road. It will be some time before public sewers and water will be available to Jolietville, so there is no immediate growth pressure.



Figure 36: Aerial photograph of Jolietville.

Development Policies

- Recognize that Jolietville has unique planning issues associated with the nearby Indianapolis Executive Airport. Specifically, any proposed residential uses should be reviewed in light of potential impacts associated with the airport. The airport authority should be consulted prior to any residential uses being approved around Jolietville. Nonresidential village uses that are not impacted by potential noise associated with the airport should still be considered. Finally, nothing in this policy should be construed as recommending industrial uses in Jolietville that would be contrary to the small scale village character envisioned in these policies.
- Promote employment-intensive airport-related business uses.
- Create a transition area between this Village and the nonresidential uses adjacent to the Indianapolis Executive Airport.
- Use transitional land uses as buffers between the Village and rural residential development to the north and south.
- Continue and build on historic street patterns where feasible.

Appropriate Land Uses in Jolietville

- Food and entertainment
- Attached dwellings
- Detached dwellings
- Warehousing
- Commercial, including retail and services
- Offices
- Institutional Uses



Figure 37: With its proximity to the Indianapolis Executive Airport, special review should be given to new residential development in Jolietville.

Implementation Tools

Zoning Ordinance

- Establish an overlay district to enhance the character of the Village.

Thoroughfare Plan

- Include an internal street in Jolietville and limit driveway cuts on SR 32 to minimize traffic conflicts in the village.

Hortonville

Unique Characteristics

Hortonville has a primary asset in the trail system: it is located on the future extension of the Monon Trail, and the proposed Little Eagle Creek Trail will connect to the Midland Trace and Monon Trails. It also has two active churches and a grain elevator. 206th Street connects Hortonville to Lamong. Sewer and water services are at a considerable distance from Hortonville, so there is no

immediate growth pressure.



Figure 38: Aerial photograph of Hortonville.

Development Policies

- Encourage Hortonville to develop as a center for agricultural-related uses
- Ensure that the developing grid pattern on the west side of the Village is consistent with the existing grid on the eastern side
- Preserve the historic churches
- Continue and build on historic street patterns where feasible.

Appropriate Land Uses in Hortonville

- Food and entertainment
- Attached dwellings
- Detached dwellings
- Commercial, including retail and services
- Offices
- Institutional Uses

Implementation Tools

Zoning Regulations

- Establish an overlay district to enhance the character of the Village.

Thoroughfare Plan

- Establish an east-west bypass around Hortonville.

Lamong

Unique Characteristics

Lamong is essentially a crossroads, located on 206th Street, equidistant between Sheridan and Eagletown. Lamong is located on the future Towne/Lamong Road extension, and it will be impacted by this extension. It has little existing development and is expected to be the last of the villages to develop, as it will be the last to receive sewer and water services. A creek marks the west side of the Village, which has generally flat topography. Gas lines pass through the Village.



Figure 39: Aerial photograph of Lamong.

Development Policies

- Preserve the existing structures
- Promote businesses that support agriculture-related uses and services.

Implementation Tools

Thoroughfare Plan

- Establish a bypass around Lamong to preserve the existing structures

Appropriate Land Uses in Lamong

- Food and entertainment
- Attached dwellings
- Detached dwellings
- Commercial, including retail and services
- Offices
- Institutional Uses

Chapter 3: Downtown

DOWNTOWN INTRODUCTION

Founded in 1834 by Quakers, Westfield holds a special place in Indiana history. Westfield was a stop on the famed Underground Railroad and was a focal point of anti-slavery activity. Westfield's downtown is the historical center of the community, and it contains buildings representing the various stages in the town's growth and development. This chapter is intended as a starting point for downtown planning. As noted in the implementation section of this plan, the town needs a visionary plan for downtown, one that will generate community support and enthusiasm and serve as a call to action for downtown improvement.

The downtown is the key to community identity for Westfield - Washington

Township. As the community continues to grow with modern residential and commercial uses, it becomes more and more important to maintain a viable, healthy, and attractive historic downtown. A historic downtown provides an emerging suburban community with a sense of history and focus - it contributes greatly to community character. While Westfield - Washington Township may be moving beyond "small town" status from a numerical standpoint, having a healthy downtown can help to preserve that elusive "small town feel". A healthy downtown promotes a sense of place, and is embraced as a central part of the community vision.

LOCATION

The downtown is bounded by Hoover Street on the north, South Street on the south, Maple Street on the west, and Gurley Street on the east.

PREVIOUS PLANS

Several previous planning efforts have focused on Downtown Westfield. In 1977, James Associates completed a detailed analysis of the structures in the downtown and made

VISION

The community's vision for the downtown is as follows:

Downtown Westfield is a village destination with community pride, unique businesses, outside eateries, busy with pedestrian traffic and families. It has an identity based on its Quaker roots and Underground Railroad heritage.

specific recommendations for improvement and renovation of individual structures. A key finding of the study is that the downtown is rich in buildings of architectural importance and that the area is of significant historical value.

The Westfield 2020 plan, prepared by HNTB in 1999, recommended a special downtown study to chart a course for revitalization. This study was begun but not completed. During the 1999 planning process, citizen input at public meetings listed the historic downtown as one of the top four features to preserve and protect in Westfield. Downtown improvements ranked among the top five issues for future consideration.

EXISTING CONDITIONS

Land Use Condition

Downtown Westfield contains a mix of uses: government and other institutional uses, retail, restaurants, and residential. The businesses typically are small and serve a small area. There are several two-story buildings focused at the intersection of Union Street and SR 32. Conversions of residences to businesses are common. Institutional uses include the Town Hall, the library, the Union Bible College, a nursing home, the Westfield High, Middle, and Intermediate schools, the Chamber of Commerce, and several churches. Residences include single-family dwellings mixed with duplexes and apartments, many constructed from the 1930s to the 1950s. There also is a residential subdivision, Westlea, within the downtown. Downtown's traditional role as the focal point of the community and its collection of historic buildings are primary assets.

There are several natural features and recreational amenities that enhance the downtown. The Midland Trace Trail runs south of SR 32 through the downtown area. The Natalie Wheeler Trail connects the downtown to Cool Creek Park along South Union Street. Asa Bales Park is located downtown adjacent to the historic Quaker cemetery. The Anna Kendall Drain runs through Asa Bales Park, crosses Main Street, and runs through the Midland Trace Trail. On the northwest corner of Union St. and SR 32 is Hadley Park, a passive park. Cool Creek is located on the south side of SR 32,

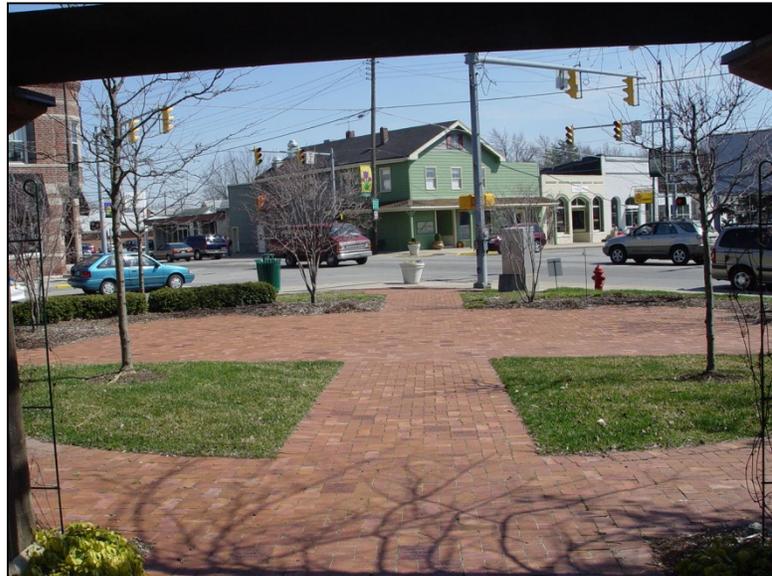


Figure 40: Downtown Westfield

Traffic Flow

SR 32, a major thoroughfare, is Main Street in downtown Westfield. As a state highway, this road carries high volumes of traffic, including heavy trucks. There is a possibility

that the state will widen SR 32 to four lanes, an action that would have an enormous effect on downtown and threaten its long-term survival. Traffic backups at the SR 32/Union Street intersection are common. There also are downtown traffic backups when school is in session. Union Street currently dead ends to the north and south at US 31. The town's thoroughfare plan calls for Union Street to connect with East Street. This connection is a response to the proposed interchange at SR 32 and US 31, which will greatly affect downtown and will be a major intersection from the US 31 urban expressway. Right-of-way needs and the traffic in downtown, as well as truck traffic needs to be addressed. Frontage roads along US 31 will be extremely important to diverting truck traffic from the downtown area.

Parking

Parking is limited and in some cases poorly identified. The town has completed a study of existing downtown parking that documented a total of 733 spaces. The town is in the process of marking these for easier identification. There are two parking lots: one on Penn Street (across from Town Hall for employee parking), and a public parking lot at Asa Bales park. Common problems in Midwestern downtowns are that the parking does not provide easy access to businesses, the public perceives parking to be inconvenient, and parking is not well-marked. With the trend toward malls and shopping centers, drivers have become accustomed to clearly visible parking areas from which the businesses are visible. In many cases, downtown parking spaces are closer than the outlying spaces in huge shopping center parking lots, but people still perceive the parking to be less convenient.

Infrastructure and Streetscape

Westfield has many attractive buildings, but the public streetscape is not inviting. The area lacks street trees, benches, and lighting. Sidewalks do not meet current state and federal accessibility standards, and some are in poor repair. Street pavement is patched on a rotating basis, and is often in need of repair. Utility lines are above-ground, and the downtown lacks wayfinding signage. The creek creates some floodplain issues for downtown. There is a need for stormwater management and detention.



Figure 41: Aerial photograph of downtown Westfield.

PLANNING PRINCIPLES

Establish Identity

A current trend in establishing downtown identity is “branding”: choosing a theme and symbol that are unique to the area. Westfield can use its Quaker roots and Underground Railroad heritage to create this identity. A symbol, such as the lantern that marked the havens on the Underground Railroad, can be used to mark the downtown as a special destination.

Figure 42: Using a piece of history, such as this lantern, as a theme will help create a unique identity for downtown Westfield.



Improve the Appearance

Westfield's downtown can be a more attractive and inviting place than it is now. Streetscape and aesthetic improvements would greatly increase the appeal of downtown. Visual elements include the following:

- Attractive and effective street lighting. Lighting should be oriented toward pedestrian safety.
- Landscaping. Street trees and seasonal flowers are appealing to downtown visitors.
- Street furniture. Benches and attractive trash receptacles would enhance the downtown.
- Sidewalks and trails. Widening sidewalks, complying with ADA requirements, and choosing interesting paving materials improves pedestrian accessibility. A safe pedestrian crossing across SR 32 is needed. In Westfield, the downtown should be connected to the Midland Trace and other trails that are important community assets.
- Signs. Businesses should be encouraged to have attractive and effective signs.
- Architecture. Building design is critical to the identity and attractiveness of downtown. Appropriate standards must be developed and implemented in order to achieve the desired identity for Westfield.
- Underground utilities. While placing electric and telephone lines underground is costly, it greatly improves the appearance of a downtown.



Figure 43: Quality design of architecture, streetscaping, and landscaping can all help maintain a vibrant downtown.

Improve Traffic Flow

SR 32 is both an asset and a liability to downtown. It brings traffic to the area, and traffic represents potential visitors to downtown. Because this thoroughfare is primarily oriented to through traffic, most vehicles simply traverse the downtown without stopping. The town needs to engage in traffic planning to encourage the downtown as a destination and as a safe place for pedestrians. Other communities, such as Noblesville, with similar highway issues have successful downtowns. The town needs

to work with the Indiana Department of Transportation to seek cooperative planning efforts for this area. One goal of this coordination would be to reduce truck traffic in the downtown.

Improve Parking

Parking is critical to the success of downtown. People will not visit places where parking is difficult. A challenge for downtowns is that there often is a perception that parking is unavailable, because parking locations are less visible and obvious than they are in shopping malls and strip centers. The town needs to ensure that parking is plentiful, attractive, and easy to find. Parking areas should be carefully designed so that they enhance rather than discourage pedestrian activity in downtown. Off-street parking areas should not be located directly on Union Street or State Road 32. Surface parking should not interrupt the line of businesses along downtown streets. Effective wayfinding programs can direct traffic to parking areas that are off of the main streets.

Promote Pedestrian Friendliness

The most successful downtowns are filled with pedestrians; they are “walkable.” Westfield’s plan for downtown should pay special attention to providing a safe, inviting atmosphere for pedestrians.

Promote Activity

A key to making downtown a destination is activity that attracts people to the area. Festivals and events help build identity and bring people to the area. The plan for downtown should include a community gathering space such as a park or plaza where downtown events can take place. Elements that build on the town’s history, such as an Underground Railroad museum, could help make the downtown a destination for tourists. Kiosks and self-guided tours could be used to inform visitors of Westfield’s rich history.



Figure 44: Pedestrian friendliness and activities that attract people downtown are key planning principles.

Downtown businesses are the primary source of activity. Interesting shops and restaurants, entertainment and public buildings all attract people to the area. The

downtown plan and the community economic development plan should contain strategies for business development and retention.

Realize Redevelopment Opportunities

There are several sites in the downtown that have potential for redevelopment for uses that would help revitalize the area and attract visitors to downtown. These sites include but are not limited to the following:

- Heffern Auto site
- Park Street area: vacant houses with potential to be converted to townhomes or other uses
- Union and SR 32: Potential to convert existing residences to business and office uses
- SR 32 (south side): the possible expansion of the highway may produce opportunities to redevelop property farther back from the road.
- Town Hall block: potential to be redeveloped as Town Hall expands or rebuilds
- Residences around Union Bible College could be redeveloped over time for businesses or residences that would better complement the downtown.



Figure 45: Potential redevelopment opportunities exist throughout downtown including the area around Union Street and State Road 32.

DEVELOPMENT POLICIES

The following development policies will guide the town in future planning efforts.

- Provide adequate public parking as new uses are developed and reuse takes place.
- Relocate employee parking away from the store fronts.

- Encourage new development to be urban in form, with the buildings located close to the street.
- Promote downtown as a growth area and a destination.
- Develop a unique image for downtown Westfield.
- Encourage traffic that provides multiple opportunities for making the area a destination.
- Encourage downtown development that will complement the visual and aesthetic value of the entire town.
- Encourage landscaped open space in downtown.
- Encourage development of the Midland Trace Trail and the junction with the Monon Trail in the downtown.

LAND USE

The downtown needs a healthy and appropriate mix of land uses to create vitality and activity. Downtowns have unique considerations for land use: in other areas, any of a range of uses may be permissible, while in the downtown, a healthy mix of uses is critical to success. For example, the downtown is traditionally the seat of government, and maintaining this role enhances community identity and brings people to the downtown. Similarly, it is important that there be downtown residents to bring activity outside of working hours and create liveliness in the area. Public spaces, such as plazas and parks, are needed to accommodate downtown activities. Desired land uses for the downtown include the following:

- Commercial
- Offices
- Retail
- Residential (especially traditional neighborhood development)
- High density residential
- Cottage Industries
- Institutional
- Entertainment
- Parks, plazas, or other open spaces



Figure 46: Denser housing in a traditional neighborhood design should be encouraged in the downtown area.

DOWNTOWN IMPLEMENTATION TOOLS

➤ Downtown Plan

- Prepare and adopt a detailed plan for downtown development and redevelopment, including an urban design component and market study. This plan should be a specific action plan for downtown, identifying specific projects and containing timetables for their completion.



Figure 47: Downtown nonresidential uses may include office or commercial uses.

- See Appendix F, Grand Junction Addendum, for the Downtown Plan (February 2009).

➤ Zoning Ordinance

- Create a downtown district with standards for parking, setbacks, landscaping, lighting, building scale and mass that are appropriate to the area.
- Establish design standards for downtown development.
- Develop a sign code that will create a unique downtown identity.
- Establish standards for conversions of residences to other uses.
- Create and implement a review process for considering changes and improvements in downtown.



Figure 48: Downtown development standards may include special standards for building design, signage, colors, and/or lighting.

- Prepare and adopt a parking plan for downtown.
- Prepare and adopt a traffic management plan for downtown; partner with INDOT as necessary. This plan should include policies aimed at reducing truck traffic in the downtown.
- Prepare and adopt a pedestrian circulation plan for downtown.
- Establish “branding” for downtown.
- Establish a public/private partnership to enhance the downtown. Investigate funding sources and mechanisms for downtown improvements.
- Establish a capital improvement program aimed at enhancing the downtown.
- Consider forming a redevelopment commission to spearhead downtown improvements.
- Create a downtown stormwater detention area to encourage more downtown development.

Chapter 4: Implementation

IMPLEMENTATION INTRODUCTION

Effective comprehensive plans are both visionary, as well as being practical guides to future development. A plan that is impossible to implement is not a useful guide for decision-making. This plan attempts to provide a vision, balanced with the ability to achieve that vision.

This chapter describes tools that Westfield can use to make its plan a reality. Many of these are related and mutually supportive. In the short- and mid-term, it is important that some of these plans and ordinances techniques be adopted to accomplish high priority plan objectives.

Communities differ greatly in their commitment to planning and adherence to adopted plans. Balancing community interests with individual property rights can be tricky. Some communities opt for strict regulation and a variety of regulatory tools to implement their plans. Others rely more on incentive approaches, while still others foster voluntary compliance with the policies in the comprehensive plan. Westfield must choose the tools most adapted to its citizens, taking into account the degree of commitment to the planning process and local tolerance for land use regulation.

The land use chapter of this plan lists potential implementation tools for the various categories of land use. This chapter expands upon those tools and explains them in more detail. It also contains a strategic implementation plan that assesses the importance of the tool and the time frame for its completion.

This chapter organizes implementation approaches into three broad categories: special plans that should be prepared for specific purposes, land use regulations that should be modified or adopted, and procedures that should be instituted or improved.

SPECIAL PLANS

Because this plan is general in nature, it cannot address issues in detail. Additional plans that address special topics or geographic areas are needed.

Thoroughfare Plan

The town's Thoroughfare Plan should be continually re-evaluated and updated relative to land use trends and plans. This plan should be as detailed and specific as possible, showing street classifications for all streets in the town and township, locations of future arterial and collector streets, and any proposed realignments of existing streets. The plan should contain clearly drawn typical cross sections for each classification of street. It also should include policies relating to vehicular circulation. It is particularly important that future major road corridors be identified, with policies put into place to reserve adequate rights-of-way. This plan also should contain policies for development of trails and other pedestrian facilities and bicycle lanes.

The town can determine when and where to extend and improve streets and can require that the street system be adequate to support new development. It can require developers to improve streets. The town also has authority over the design of new streets & intersections. New development must have a means of connecting to the existing street system. By deciding where intersections are permitted, the town can control the location of new subdivisions.

Because roads do not dead-end at jurisdictional boundaries, the town and township should work cooperatively with Hamilton County in planning for the future. There should be an overall plan for streets and highways, as well as trails and bicycle lanes, together with agreements on maintenance of these facilities.

Access Management Plan

Smooth traffic flow is affected by many factors. An important element is how access to individual properties is managed. Driveway spacing, combined access, medians, left turn lanes, passing blisters, and frontage roads all are used to allow adequate access to properties while maintaining efficient traffic flow. Traffic control devices such as traffic signals also can be included. The town would benefit from preparing and adopting an access management plan to serve as the basis for related regulations in the zoning and subdivision control ordinance and as guidance for site plan review. The benefit of good access management, in addition to improved safety and convenience, is that it can maximize the capacity of roads.

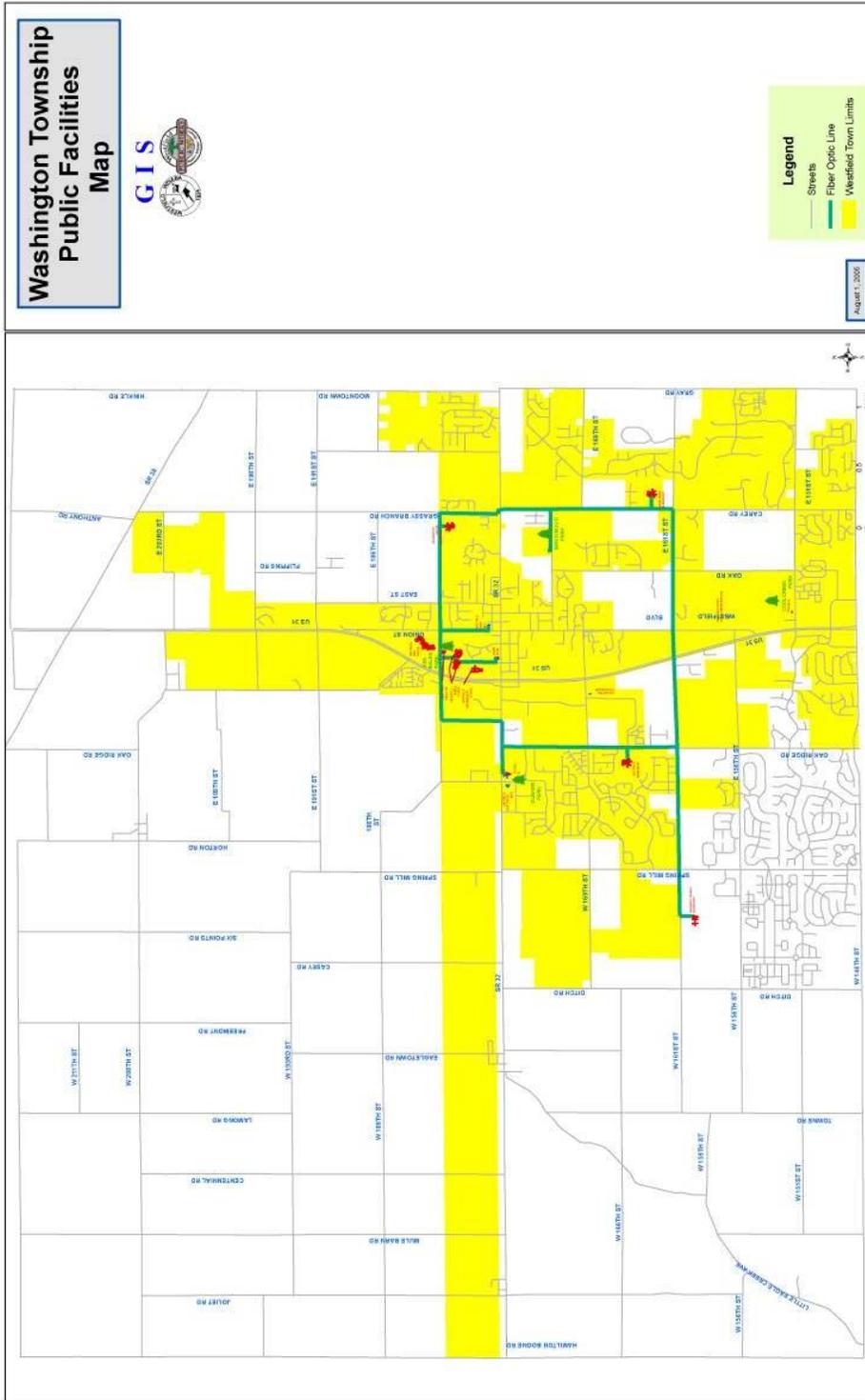
Parks and Recreation Plan

Most Indiana communities adopt park plans that meet the minimum requirements to retain eligibility for state funding for park projects. Often these plans do not have the breadth nor the level of detail needed to provide effective guidance for future development. This plan should contain an inventory of recreational facilities and an analysis of future recreational needs. There should be policies regarding the provision of future recreational facilities. These should address such issues as the types of facilities needed to support population growth, locational criteria, the means of acquiring land and funding for recreational facilities, ownership of the facilities (public or private), and responsibility for long-term maintenance of recreational facilities. The park and recreation plan will serve as the basis for future requirements for dedication of parkland in conjunction with new development, contributions to the development costs for these facilities, and homeowner responsibility (if any) for maintenance.

One issue to be addressed in this plan is multi-jurisdictional planning with including the town and the township. A combined parks and recreation department should be explored.



Figure 49: The city and township need to plan for an appropriate range of parks and recreational areas that may range from formal urban parks to large regional open spaces.



Utility Plan

Westfield does long-range planning for the extension of sewer and water services. Development is greatly affected by the availability of utilities, and utility planning should be coordinated with land use planning to the extent possible. As a minimum, the two documents should be reviewed for consistency and updated regularly. Development should not be permitted where adequate utilities are unavailable, and development should be timed to coincide with utility extensions.

City policies determine the circumstances under which connections may be made to existing sewer and water systems and the costs for those connections. Policies regarding these connections should be formulated or reviewed in relation to this comprehensive plan.

Understanding the impacts of new development on the existing infrastructure can be costly. Many communities require developers to pay for the studies necessary to determine these impacts. Some allow developers to hire consultants to do the necessary studies, while other cities hire the experts themselves and require the developers to pay for the studies. The second approach is intended to provide more objective reports.

Pedestrian and Bicycle Circulation and Trail Plan

One of Westfield's unique assets is the trail system. The Monon Trail, the Midland Trace Trail, and other trails within the town and township provide the basis for connecting recreational, residential, and civic areas in the community. The town should have an overall trail and circulation plan for bicycles, walkers, and equestrians. This plan will be used as a

basis for regulations relating to preserving the trail rights-of-way and payment for trail development. This plan should include a connectivity map that shows existing connections and gaps and provides for future connections.



Figure 50: Improved pedestrian/bicycle trail.

Economic Development Plan

Westfield residents are interested in promoting economic development to broaden the tax base and provide employment opportunities. Effective economic development requires a carefully conceived strategy. The town needs to determine the types of businesses it wants to attract and the appropriate locations for those businesses. Some communities find it necessary or at least desirable to develop business park infrastructure such as roads and utilities. The town should prepare a strategic plan for this purpose. It is important that the plan be realistic in its assessment of the businesses that are likely to be attracted to Westfield. The plan also should detail the infrastructure needed to support its desired economic activities, and the plan should include a means of building and paying for that infrastructure. See Appendix F, Grand Junction Addendum, for the Downtown Plan (February 2009) and see Appendix G, Family Sports Capital Addendum, for the Family Sports Capital of America initiative (October 2009).

Corridor and Other Special Area Plans

A key element of these plans is the enhancement of the major highway corridors that serve Westfield. The town needs to prepare corridor plans and other special area plans as called for in Chapter 2 that identify each corridor or area and establish the design principles that apply to each one. These plans should address landscaping, building setbacks, building heights, building materials, building design, and site design. They should be coordinated with the access management plan.

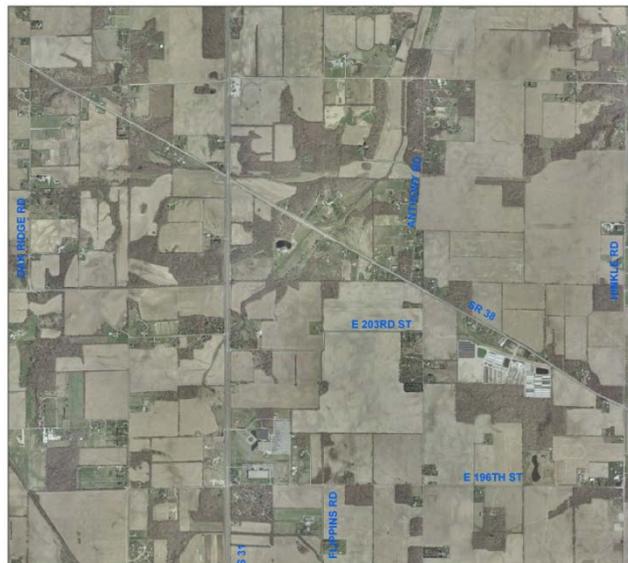


Figure 51: State Road 38 Corridor.

Downtown Plan

Westfield's downtown occupants are actively involved in thinking about the future look of the downtown. This plan contains some general development guidelines and policies, but a more detailed specific plan for downtown is needed as further detailed in Chapter 3. This plan should address infrastructure, building design and maintenance, land use, and streetscape. The town may wish to consider the resources available from the Indiana Main Street Program in this planning effort.

This plan should be as specific and detailed as possible, listing projects to be undertaken, assigning responsibility for their completion, and identifying funding sources. Ideas such as the lantern as a symbol, the Underground Railroad museum, and downtown tours should be spelled out in detail. It should detail the streetscape plan: trees, street furniture, flowers, and lighting should be clearly shown. The plan should be visionary and graphic. It should generate community enthusiasm to tackle the projects necessary to make the vision a reality.

See Appendix F, Grand Junction Addendum, for the Downtown Plan (February 2009).

ORDINANCES

Zoning

The zoning ordinance is the primary tool for implementing land use policy. The first zoning ordinance in the U.S. was adopted by New York City in 1906, and it was largely designed to decrease fire hazards by limiting building heights and providing more space between buildings. Zoning ordinances can be simple or complex, and they can achieve a variety of goals. Early zoning ordinances set forth lists of permitted and prohibited uses. Usually the uses permitted were set forth in pyramid fashion; that is, a use allowed in a C-1 commercial zone is also allowed in C-2, and those allowed in C-2 are allowed in C-3 and so forth. Many were pyramidal even between categories: residential uses were allowed in commercial districts, while both residential and commercial uses were allowed in industrial districts. During the 1950s and 1960s, many communities shifted to a strict separation of land uses, a practice that more recently has been criticized for creating sterile, inconvenient environments.

Throughout this planning process, a frequent criticism of the town is that it failed to prepare and adopt implementing ordinances for the 1999 plan. The current ordinance is in many cases a deterrent rather than a help in achieving desired development patterns. The town needs to place a high priority on the timely development of a new zoning ordinance that is aimed at implementing this plan and achieving community goals. Among the topics this ordinance should address are the following:

Topics the zoning ordinance should address:

- Lot sizes and densities, including density bonuses (in Conservation Subdivisions)
- Housing types
- Site design standards
- Architectural standards
- Impact assessments, including fiscal analyses, traffic studies, and effect on existing levels of service
- Appropriate land uses and contiguity of development
- Connectivity
- Signs
- Lighting
- Landscaping
- Park, open space and recreational facilities
- Pedestrian circulation and trails
- Infill development
- Conversions
- Infrastructure and services
- Traditional neighborhood development
- Buffering & Transitions
- Farmland protection
- Natural resource protection
- Village development
- Business and industrial parks
- Commercial centers
- Overlay districts for special uses (such as corridors)

The town should incorporate more modern, innovative zoning tools into its new ordinance, to better meet the needs of the community. Examples of tools that the town should consider are:

- Performance-based zoning. Requirements based upon the characteristics of a use, rather than on the category of use. A conventional zoning ordinance might list a printing plant as a permitted use in a particular district, thus treating a quick-print franchise in the same manner as a large commercial printing facility. Under performance-based zoning, the ordinance would instead regulate the size of the building, the amount of traffic it could generate, the types of vehicles making pick-ups and deliveries, and so forth.
- Planned Unit Development. Some zoning tools, such as planned unit development provisions, promote flexibility. Planned unit developments typically are intended for large parcels where mixed-use developments are proposed. These require up-front planning and design.
- Density standards. These apply primarily to residential development. For example, rather than requiring each lot to contain at least 10,000 square feet, density controls would set a maximum density of four units per acre. Individual lots could be smaller, provided that the overall density of a development does not exceed this maximum. Several types of density controls are used. Note that density standards can be used to regulate either maximum or minimum density.
 - Maximum density requirements. These are designed to offer design flexibility and preserve open space while controlling the number of units that can be built.
 - Minimum density requirements. A recent planning trend is to create closer-knit neighborhoods by reducing lot sizes and increasing density. These requirements also conserve land.
 - Density bonuses. These are used as an incentive for more creative design. A base density is established, along with a maximum density. The maximum is available only if creative design principals are employed. Many developers use the simplest possible means of designing subdivision layout, which often means straight roads with lots of identical size and shape along these roads. Density bonuses can be used to encourage more creative design.
- Design and architectural controls. Design controls can be used to help create community character. In recent years, cities such as Seaside, Florida, have been developed according to zoning codes based primarily upon design standards. These ordinances often contain more illustrations than words, and they are

intended to achieve a certain community character. Traditional Neighborhood Development zones and Historic Districts are examples of design and architectural controls. Some cities have architectural standards which are applied to all new construction. These can be aimed at creating preserving a certain style or conversely, toward prohibiting a monotonous appearance. Others are used to promote consistency within neighborhoods. Typically these include regulations on building style, facade appearance, rooflines, size and scale. An older neighborhood with small-scale buildings can be destroyed by construction of a big-box discount store. These regulations prevent that type of development.

There are many possible components of this type of regulation. For example, in a downtown setting, where buildings are close to the street, the town might adopt a “build-to” regulation rather than a “setback” regulation, requiring all buildings to be a maximum distance from the street. Sign controls and landscaping requirements often fall into this category, although they have multiple purposes (traffic safety, environmental benefits, etc.). These are used to create or protect a certain neighborhood character such as a downtown. They also can be used to ensure compatibility of new neighborhoods with old ones.

Subdivision Control

Participants in the planning process want Westfield’s future neighborhoods and nonresidential developments to create and enhance a unique character for the community. The patterns of development are largely determined by the manner in which land is subdivided for future development. The town needs to place a high priority on preparation and adoption of a new subdivision control ordinance that embodies the development principles contained in this plan for both residential and nonresidential areas. Among the items this ordinance should address are the following:

- Lot layout
- Location, type and amount of open space
- Compatibility of new and existing development
- Infrastructure requirements (streets, traffic capacity, sewer and water)
- Connectivity
- Traffic calming

- Conservation subdivisions
- Rural subdivisions
- Availability of public services
- Provision of parks and open spaces
- Pedestrian circulation and trails
- Protection of natural topography and natural features
- Protection of historic structures and sites
- Drainage and stormwater management
- Fiscal impact of development

The town has expressed particular interest in innovative subdivision controls that will produce less sterile, more creative neighborhood designs. The concept of Conservation Subdivisions, pioneered by Randall Arendt, should be incorporated into the new ordinance. Key components of these developments are the following:

- Desirable building locations are selected before the street layout is determined. This practice results in varied lot layouts and building setbacks, as well as open space orientation for each house,
- Substantial open space
- Single-loaded streets
- Clustering of houses
- Preserved natural resources and topography
- Perimeter buffering
- Rural street patterns

Land Purchase

The most effective way to control the use and development of land is to purchase it. Some communities have active land purchase programs, with parcels of critical importance identified and scheduled for public purchase. These lands can be held by the town as open space, they can be leased to other users, or they can be sold with restrictions.

Impact Fee Ordinance

Westfield assesses fees for new development. Indiana law authorizes communities to use impact fees for specified costs, including the following:

- Directly related costs of construction or expansion of infrastructure (including parks) that is necessary to serve the new development, including reasonable design, survey, engineering, environmental, and other professional fees that are directly related to the construction or expansion.
- Directly related land acquisition costs, including costs incurred for the following:
 - Purchases of interests in land.
 - Court awards or settlements.
 - Reasonable appraisal, relocation service, negotiation service, title insurance, expert witness, attorney, and other professional fees that are directly related to the land acquisition.
- Directly related debt service, subject to Section 1330 of the Indiana Code.
- Directly related expenses incurred in preparing or updating the comprehensive plan or zone improvement plan, including all administrative, consulting, attorney, and other professional fees, as limited by Section 1330 of the Indiana Code.

Indiana statutes require complex and detailed plans before impact fees can be assessed. The impact zone must be defined, along with existing levels of service. The fees can be used only to maintain the level of service, not to improve it.

PROCEDURAL TOOLS

The town needs to institute processes and procedures that will assist in achieving the type of development that is desired. These include the following:

Development Review

As the town considers future requests for rezonings, subdivisions and possibly amendments to this plan, there should be a development review process that considers the key issues in the context of this plan:

- The overall pattern of development;
- Promoting contiguity;
- Discouraging inefficient sprawl;
- Orderly expansion of infrastructure

Design Review

Many of the policies in this plan relate to quality design: variety in lot layout and building location, appropriate buffering, proper relationships between buildings and between buildings and the street, etc. The town needs a review process to ensure that adopted standards are met.

Design Manual

This manual would serve as a visually oriented guide to building and site planning. Its purpose is to supplement the policies with photographs and drawings that illustrate the planning principles and types of development that the town desires. This manual would be a formally adopted policy document, referenced in the zoning ordinance.

Landscape Design Manual

This manual could be a separate document or it could be included as part of the design manual. It would illustrate types of landscaping appropriate to accomplish different purposes (buffering, lessening the visual impact of parking lots, softening the streetscape, etc.). It might also include recommended and prohibited plant lists, minimum standards for plant sizes, and planting and pruning information. As with the

design manual, the town would establish a formal process for adopting and amending this document.

Fiscal Impact Methodology

The Town needs to adopt a consistent methodology for determining the fiscal impact of new development. The policies call for new development to pay its own way, rather than place extra financial burdens on taxpayers. In order to ensure that the burdens placed on new development are fair and consistent, there must be a uniform means of calculating the impact of growth. The town should investigate the possibility of using a fiscal impact model to accomplish this purpose.

Intergovernmental Coordination

The town and township are separate legal entities, but their interests are intertwined, and development in one affects the other. Similarly, actions of neighboring municipalities and of the State of Indiana have dramatic impact on Westfield. The town should take the lead in promoting dialogue and cooperation among these jurisdictions.

Similarly, the town is affected by actions of the State of Indiana, Hamilton County, the City of Indianapolis, and the Airport Authority. The town should foster cooperative efforts to plan for thoroughfares, trails, bicycle paths, parks and recreational opportunities, corridor development, and airport-related development.



Figure 52: Dialogue, such as that which took place amongst residents during the comprehensive planning process, should be expanded to incorporate dialogue between jurisdictions.

IMPLEMENTATION SCHEDULE

The table below lists the action items needed to implement this plan and assigns a general time frame to each item. For each task, a “lead agency” is listed. This agency may not actually perform the work; some work will be done by outside consultants, some by other town departments and agencies. It is important, however, to assign responsibility for each item to a full-time department or employee of the town.

Activity	Lead Agency	Tasks to be completed:			Ongoing
		Short-Term (1-2 Years)	Medium-Term (2-3 Years)	Long-Term (3 Years or More)	
Thoroughfare Plan	Planning and Public Works Departments				X
Access Management Plan	Planning and Public Works Departments		X		
Parks, Open Space, and Recreation Plan	Planning and Parks Departments	X			
Utility Plan	Planning and Public Works Departments				X
Pedestrian Circulation and Trail Plan	Planning, Parks, and Public Works Departments				X
Economic Development Plan	Town Manager	X			
Corridor Plan	Planning and Public Works Departments			X	
Downtown Plan	Planning Department and Downtown	X			

	Committee				
Zoning Ordinance	Planning Department	X			
Subdivision Control Ordinance	Planning Department	X			
Development Review Process	Planning Department	X			
Design Review Process	Planning Department		X		
Design Manual	Planning Department		X		
Intergovernmental Cooperation	Town Council, Township Board				X
Fiscal Model	Planning Department		X		

Appendix A: Glossary

DEFINITIONS

Access Management Plan: A plan for promoting smooth traffic flow by establishing standards for access to property. This plan would address issues such as driveway locations and separation distances, frontage roads, passing blisters, left turn lanes, and traffic signals.

Artisan Farm: A small farm with owners living on site that produces goods or services for the local table market (not the commodity market). This term includes but is not limited to orchards, tree nurseries, hay, vegetables, and the raising of limited numbers of animals such as horses, llamas, alpacas, sheep, goats, and chickens.

Commodity Farm: Large-scale commercial farming producing goods for large markets, rather than small local markets, such as farmers markets or local food stores.

Conservation Subdivision: A residential development designed to maximize open space conservation and create an interconnected network of permanent open space.

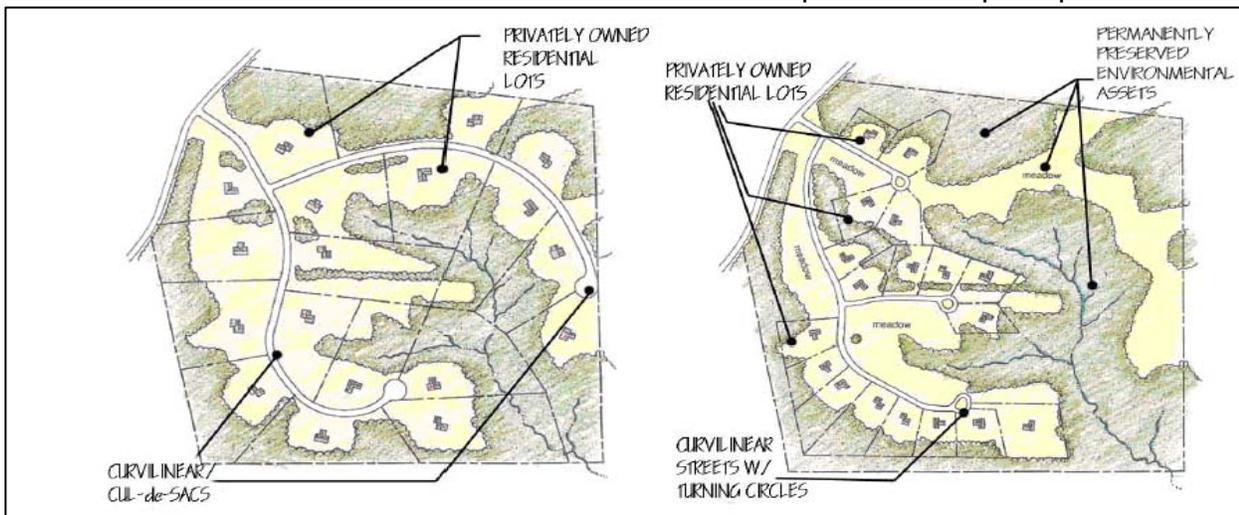


Figure 53: Illustrative example of a conservation subdivision. Source: Randall Arendt.

Design Manual: A booklet containing text and drawings and/or photographs to illustrate the types of building design and site layout the town desires. The booklet is descriptive, but not prescriptive.

Fiscal Sustainability: The ability of a community to maintain a high level of public services and infrastructure while keeping property tax rates manageable.

Infill Development: The development of vacant parcels of land, and the demolition, reconstruction, or substantial renovation of buildings or underutilized sites that may have been previously developed.

Pedestrian Facilities: Sidewalks, trails, paths or any combination thereof designed to accommodate pedestrians.

Primary Conservation or Natural Area: An area consisting of any of the following:

- Wetlands
- Upland Woods
- Orchards
- Steep Slopes (>12%)
- Streams, creeks
- Pastures
- Prairies

Reforestation Buffer: A buffer, typically 100 feet or more in width, that is planted in native trees, shrubs, and grasses that provide privacy and serve as animal habitats. Reforestation buffers typically are low- or no-maintenance areas containing a mix of species providing a natural look to the landscape.

Rural: Pertaining to the country or country life, typically characterized by agriculture and natural open space.

Rural Subdivision: A large-lot subdivision, on parcels no larger than 20 acres with no lot smaller than 3 acres, sharing a common private drive

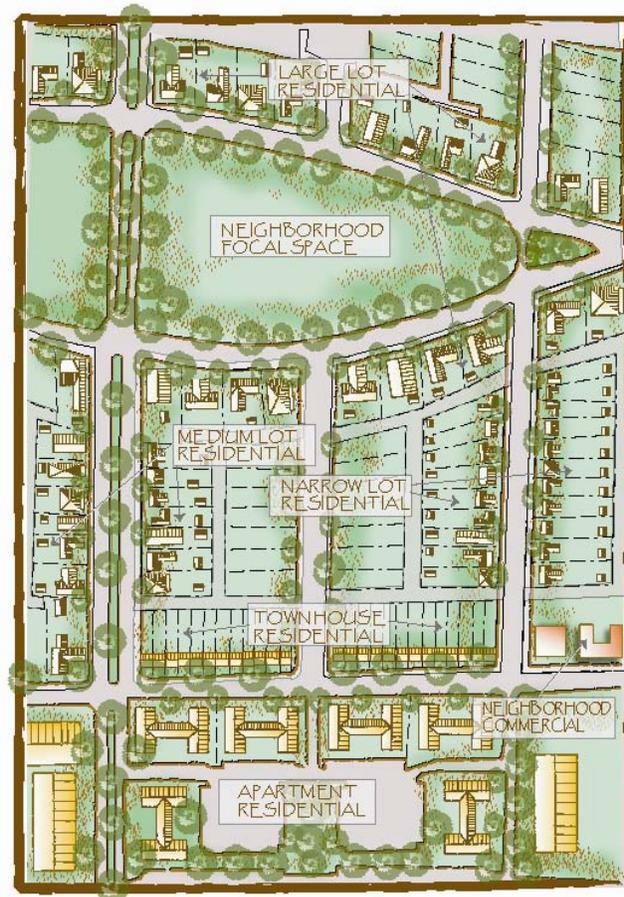


Figure 54: Illustrative examples of a TND.

or street.

Traditional Neighborhood Development (TND): Development that creates compact mixed use neighborhoods where residential, commercial and civic buildings are within close proximity to each other.

Traffic Calming: A combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for non-motorized street users.

Appendix B: Additional Mapping

EXISTING LAND USE

The following is a summary of the existing use of land in Westfield–Washington Township as illustrating in the Existing Land Use Map on the following page.

Existing Land Use		
Land Use	Number of Parcels	Acres
Agriculture	979	21,526
Commercial	323	769
Industrial	120	647
Institutional	124	830
Recreation	333	1,160
Residential	7,203	2,746
Residential Attached	410	155
Residential Non Urban	975	3,031
Vacant	1,564	3,419
Source: Town of Westfield – August 2005		

APPENDIX C – DEVELOPMENT TRENDS AND POPULATION PROJECTIONS

Introduction

When the Town of Westfield is making policy and long-range planning decisions, it is valuable to have an understanding of the current physical and demographic characteristics of the community. It is important to understand how the community arrived at its current state and to have a vision for the future. The purpose of this appendix is to provide an overview of the historical trends that impacted development and growth in the community, a snapshot of the current characteristics of the community, and a population projection tool that can be used as an aid in future decision-making. All background information can be found in *Exhibit 1* through *Exhibit 5* at the end of this appendix.

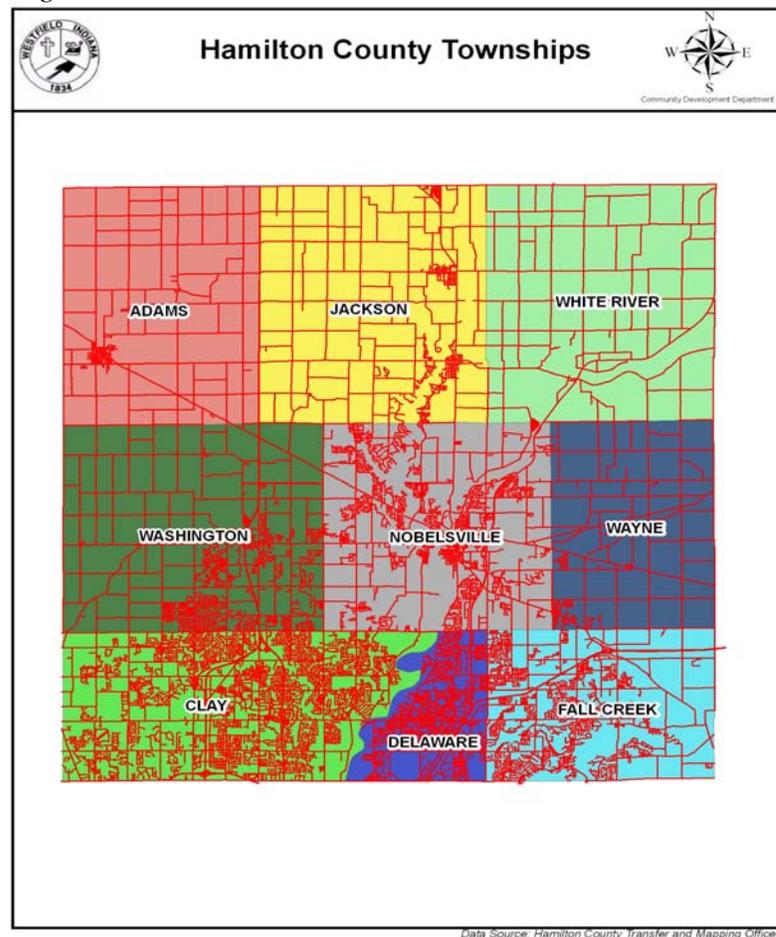
Development Trends

In terms of population growth, Hamilton County has been the fastest-growing county in the State of Indiana since 1990 – it also ranks among the fastest-growing counties in the United States.

Washington Township, including but not limited to the Town of Westfield, has contributed to the County's overall growth and development (see *Figure 1*). From 1970 to 2000, Hamilton County experienced a 235% increase in population – Washington Township and the Town of Westfield experienced a 283% and 406% increase in population, respectively, during the same timeframe (see *Figure 2* – *Figure 4* below).

Numerous factors have contributed to the consistent, rapid growth of Hamilton County communities over the past several decades. The Indianapolis metropolitan area has followed the national post-World War II trend of decentralization of people and businesses. After the War, many American cities and metro areas began to swell their boundaries

Figure 1



by developing and building into what were previously the rural areas. As a neighbor to the north of Indianapolis, Hamilton County experienced the effects of decentralization and suburbanization. Generally, Hamilton County's growth pressure began in the southern communities in Clay, Delaware, and Fall Creek Townships and moved northward. As Clay Township began to build out, Washington Township began to experience similar growth pressure. In the same way that the County as a whole has been developing from south to north, Washington Township has been following a similar growth pattern.

Population growth in Washington Township was steady from 1960 to 1990, averaging approximately a 36% growth rate per decade. During the 1990's, the Township's population nearly doubled, growing by approximately 98% (see *Figure 3*). Within Washington Township, the Town of Westfield experienced a similar growth pattern, averaging approximately a 40% growth rate per decade and nearly tripling in size during the 1990's, growing by approximately 181% (see *Figure 4*).

Figure 2

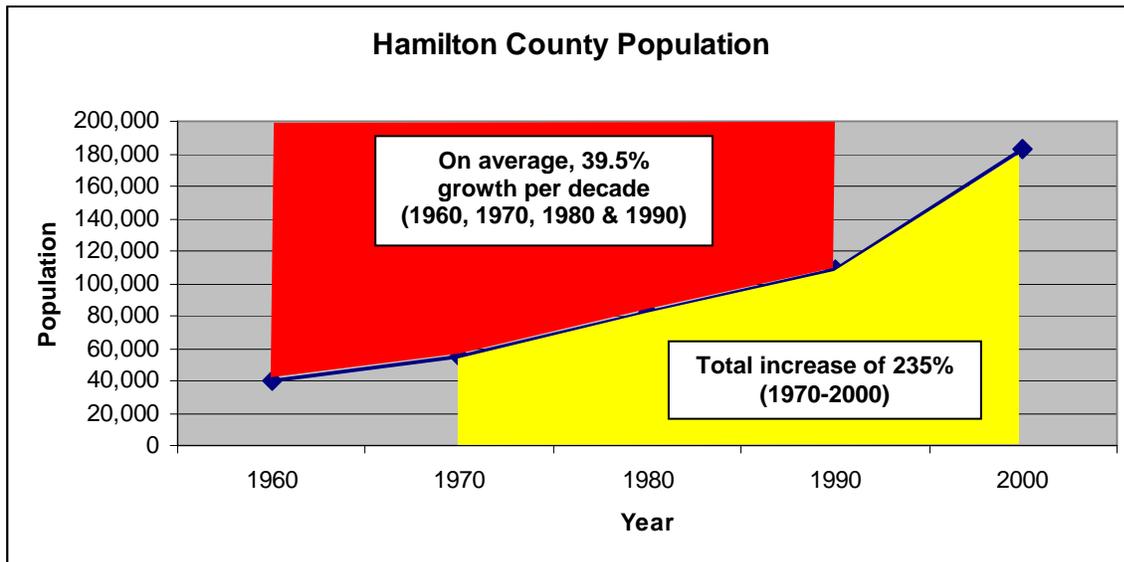


Figure 3

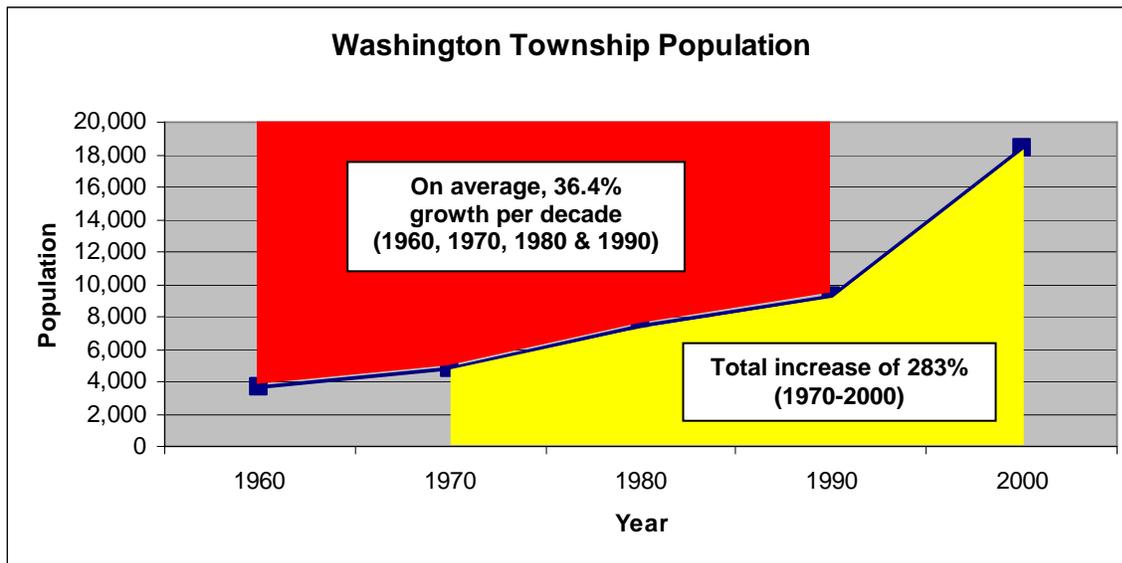
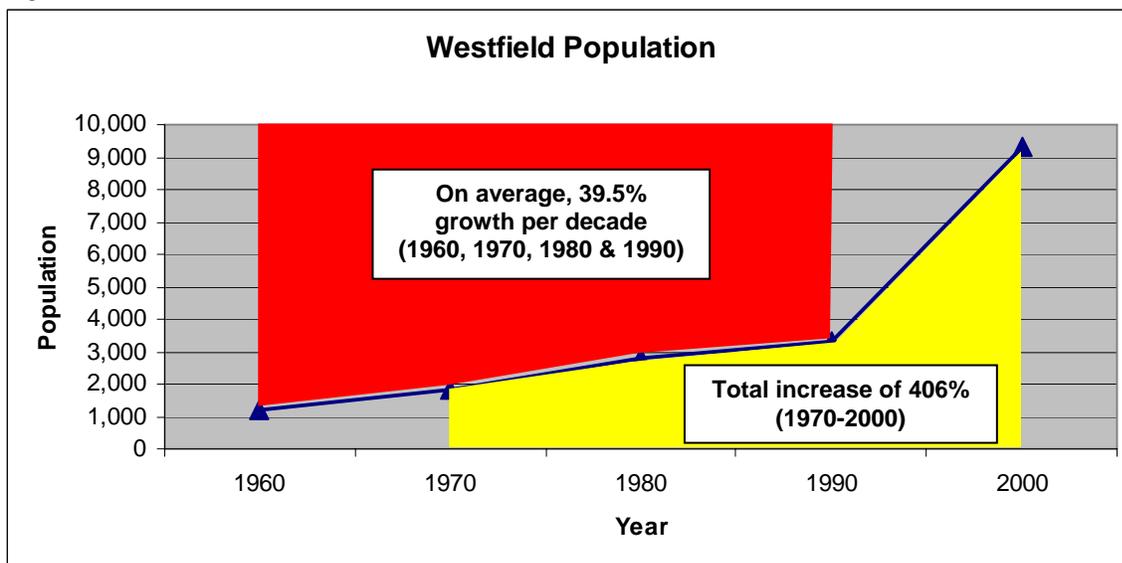


Figure 4



In 1990, the majority of the residents of Washington Township lived outside of the town limits of Westfield – nearly two out of every three people lived out of town. That phenomenon began to reverse over the next decade. During the population boom of the 1990's, Washington Township grew by 9,086 people. Of that new population, 5,989 lived within the Town of Westfield – approximately 66% (or 2/3) of the Township's new growth. In the year 2000, the Town of Westfield accounted for approximately 51% of the Township's total population.

During the 1990's, Westfield developed and built moderately-scaled and large-scaled residential subdivisions, which were primarily located south of State Highway 32 and east of Spring Mill

Road. The number of housing units in the Town increased approximately 175% from 1990 to 2000. During the same timeframe, the Town began to diversify its tax-base by building commercial and industrial centers along the United States Highway 31 and State Road 32 corridors. A regional commercial center was constructed on the south side of town, and a few industrial parks were built on the west side of town.

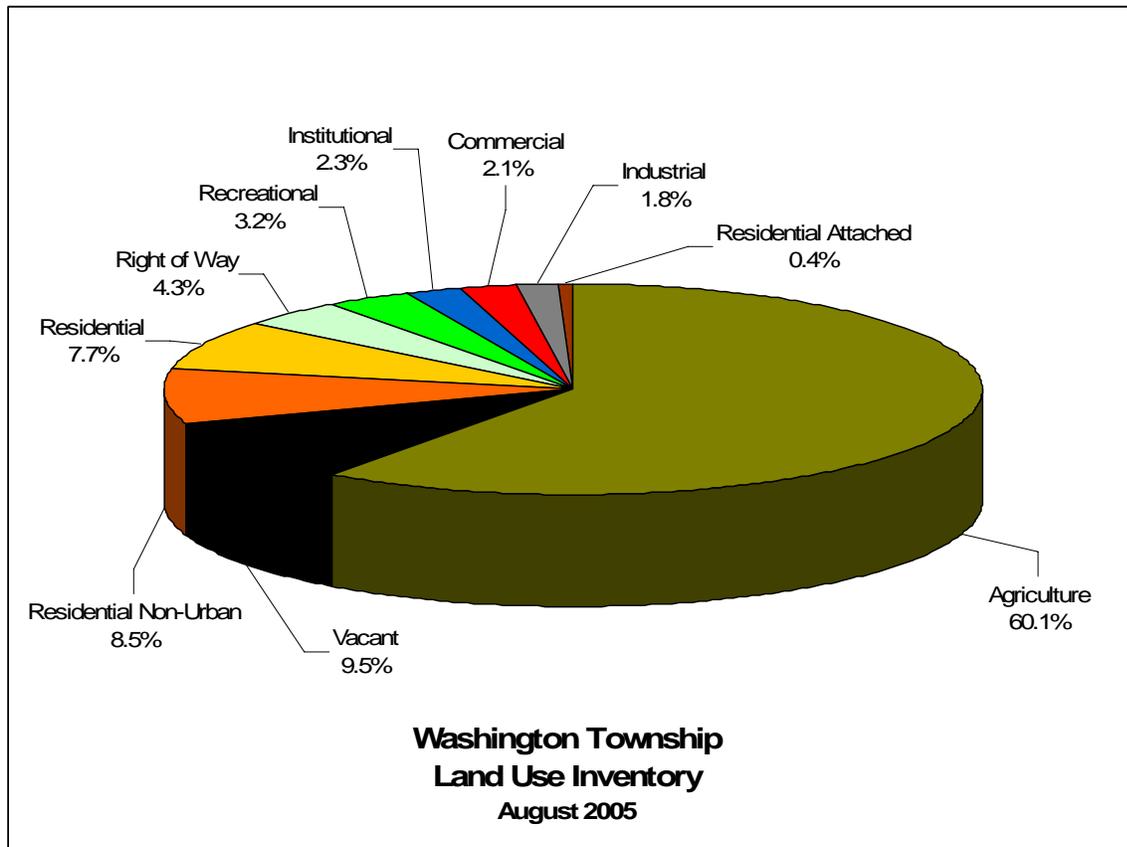
Growth and development continued to boom in the early 2000's. Since the year 2000, the Town's growth trend has been dominated by large, mixed-use developments, or Planned Unit Developments (PUDs). Primarily, the PUDs have been located in the northeast, southeast, and south-central areas of the Township. In terms of land usage, most PUDs were largely residential with a small percentage of the land reserved for non-residential uses. Many of the mixed-use projects included attached residential units, such as townhomes, condominiums, and four-family and two-family buildings.

Prior to 2000, the Town's growth-management policy did not require annexation, and new growth in the Township was not necessarily incorporated into Westfield's town limits. Developments received community services from both public and private providers. As a result, some large residential subdivisions were approved and constructed outside of the Town's corporate boundaries. However, since the policy direction for growth-management was defined in the 1999 Comprehensive Plan update, new development has occurred under the policy of contiguous growth at the Town's boundaries and subsequent annexation into the Town upon plan approval.

In 2005, the Town of Westfield annexed approximately nine square miles of the south-central and southwestern portions of Washington Township. The annexation encompassed several large, developed neighborhoods. As a result, a Special Census of the newly annexed area identified that the Town's population more than doubled.

The land use makeup of the Township, according to the August 2005 Land Use Inventory, identified approximately 60% of the township as active agricultural land (see *Figure 5*). Approximately 17% of the entire township was used for residential purposes (this includes 'Residential,' 'Residential Non Urban,' and 'Residential Attached'). Approximately 4% of the township was being used for commercial and industrial purposes. The August 2005 Land Use Inventory identified sections of PUDs that had been approved, but not yet constructed, as 'Vacant'. Once those developments are built and occupied, the residential, commercial, and industrial acreage in the Township will increase. In March 2007, the total approved acreage for all PUDs was approximately 13% of the entire township.

Figure 5



Population Projections

When looking at population projections, it is important to understand that no single method is infallible, and each model is framed by a unique set of assumptions. While no projection is completely accurate, the collective range created by the three models in this section will be used as a guide for decision-making in the Town of Westfield. It is not the intent that any single model be used individually, but rather that the three be used together as one tool that projects a range of future populations based on different assumptions.

This section includes three different population projection models for the future of Washington Township. While each model will generate a different projection, together the three models create a range for potential future population growth. For the purposes of these models, the base population of Washington Township at the 2000 U.S. Census (18,358 residents) was used as a starting point. The Township's population was used instead of the Town's population, because it was assumed that the entire township will remain under the Town's planning and zoning jurisdiction, and will ultimately become incorporated into the Town's corporate limits. The models in this section begin projecting from 2000 and end at 2030. The projections found in this section are based on historical, empirical data as well as assumptions based on historical trends. The remainder of this section will outline the methodologies and assumptions associated with each projection model used in this appendix.

Cohort-Component Model

The Cohort-Component Model considers growth based on fertility rates, mortality rates, and migration rates. For this projection model, 2000 Hamilton County birth and death data was collected and used to determine fertility and mortality rates for that year. An assumption was made that the same rates would be used in projecting future population counts for Washington Township. The number of births minus the number of deaths is called the “natural increase.”

The migration rate was calculated by first determining the difference between the 2000 and 1990 population counts for Hamilton County – the difference was 73,804 people. This projection assumes that any population increase not related to the natural increase is part of the migration trend number. Therefore, the natural increase had to be calculated for the decade of the 1990’s. In order to calculate the natural increase for the 1990’s, an assumption was made to use the 2000 fertility and mortality rates and project them backwards in time. Once the natural increase was calculated for the decade, that figure was subtracted from the 73,804 difference in population from 1990 to 2000. The difference is equal to total migration in the ten-year timeframe. Once the total migration was calculated, a migration rate for the decade and an average annual migration rate could be calculated.

The growth projection calculates the natural increase plus migration. This model assumes the Hamilton County ratios for fertility, mortality, and migration onto Washington Township. As a component of the County, the Township’s actual rates may be higher or lower than the County’s as a whole. This model also assumes that the 2000 rates for fertility and mortality can be projected into the past and into the future. Generally, these rates are fairly consistent and do not vary much from year to year. Another assumption is that the migration rate in the future decades is the same as it was from 1990 to 2000. Migration trends are influenced by the local, regional, and national economies, transportation accessibility, and local development policies. Migration rates are likely to change. See *Figure 6* for projections.

Figure 6

COHORT-COMPONENT MODEL POPULATION PROJECTION	
Year	Population
2000	18,358
2005	22,058
2010	26,503
2015	31,843
2020	38,260
2025	45,971
2030	55,235

Linear Model

This model assumes a linear projection of the average growth rate over a specified timeframe. For this projection model, the average growth rate of Washington Township from 1960 to 2000 was calculated and projected for the next three decades. The average growth rate per decade was approximately 50% (approximately 2.5% annually, on average).

This model assumes that the average rate of growth during the previous four decades will continue over the next three decades. The rate of growth year-to-year can vary depending on market forces, land costs and availability, housing costs and availability, quality of life, accessibility to employment centers, accessibility to transportation systems, and other factors. See *Figure 7* for projections.

Figure 7

LINEAR MODEL POPULATION PROJECTION	
Year	Population
2000	18,358
2005	22,464
2010	27,490
2015	33,639
2020	41,163
2025	50,371
2030	61,638

Building Permits Model

The building permit projection model assumes a linear projection, using an average number of residential building permits issued annually over a specified timeframe and an average household size multiplier. For this projection model, 1,522 residents are added annually to the Township’s population. The additional annual population increase was calculated by multiplying a six-year (2001-2006) average of 536 residential building permits per year in Washington Township by the year 2000 Persons-per-Household value in Washington Township of 2.84.

This model assumes that the average annual number of residential building permits will remain constant and that those new buildings will be occupied. It also assumes that the average household size will not change either. Both are likely to be fluid. The annual number of residential building permits could be higher or lower, depending on the housing market at the time. The Persons per Household value has been slightly decreasing over the past several decades, so it is possible for that trend to continue in the future. See *Figure 8* for projections.

Figure 8

BUILDING PERMIT MODEL POPULATION PROJECTION	
Year	Population
2000	18,358
2005	25,969
2010	33,580
2015	41,192
2020	48,803
2025	56,414
2030	64,025

Projection Summary

According to the three projection models used in this section, the population for Washington Township could range between 55,235 and 64,024 people in 2030 (see *Figure 9* and *Figure 10*). The Cohort-Component Model yielded the lowest projections, and the Building Permits Model returned the highest projections. As previously mentioned, no single method is completely accurate and dependable. However, as a collective group, the population projections will serve as a tool in guiding future land use and growth policy decisions in the Town of Westfield.

Figure 9

WASHINGTON TOWNSHIP POPULATION PROJECTION SUMMARY			
Year	Cohort	Linear	Permits
2000	18,358	18,358	18,358
2005	22,058	22,464	25,969
2010	26,503	27,490	33,580
2015	31,843	33,639	41,192
2020	38,260	41,163	48,803
2025	45,971	50,371	56,414
2030	55,235	61,638	64,025

Figure 10

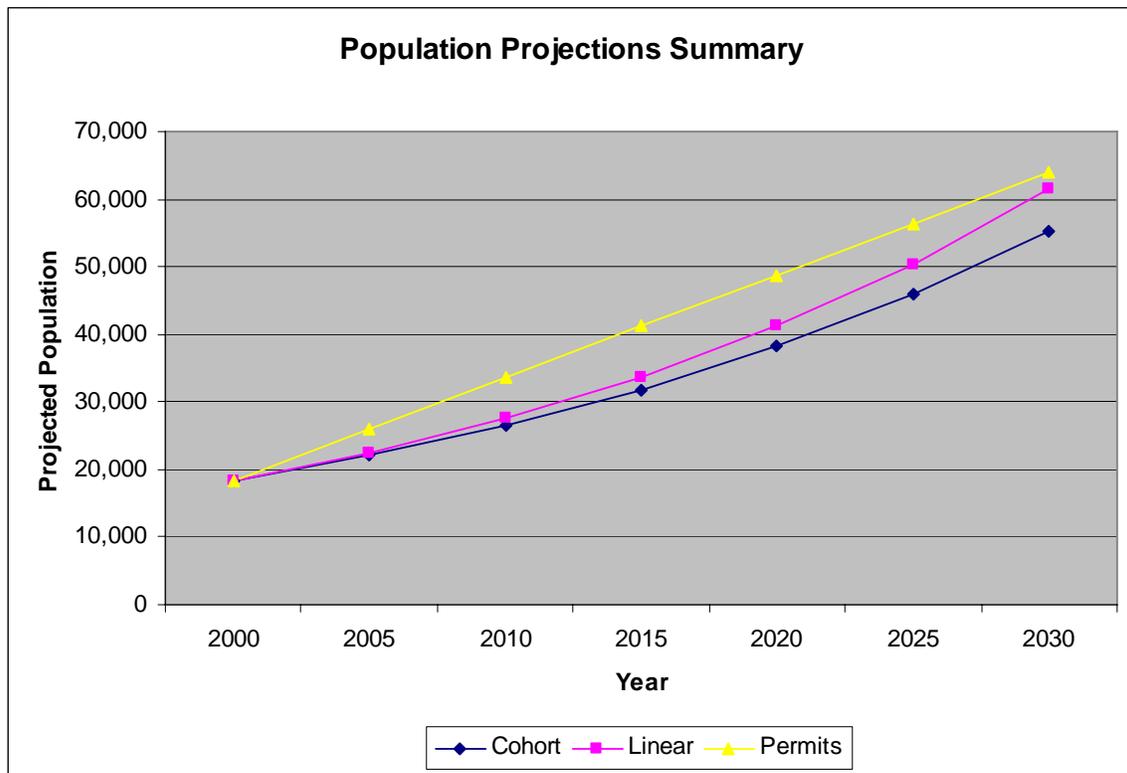


EXHIBIT 1

POPULATION AND HOUSING																						
	1960				1970				1980				1990				2000				Overall	
	Population	Population	Percent Change (1960-1970)	Growth Ratio (1960-1970)	Population	Percent Change (1970-1980)	Growth Ratio (1970-1980)	Population	Percent Change (1980-1990)	Growth Ratio (1980-1990)	Population	Percent Change (1990-2000)	Growth Ratio (1990-2000)	Percent Change (1970-2000)	Geometric Mean (1960-1990)	Geometric Mean (1960-2000)						
Hamilton County																						
Population	40,132	54,532	35.88%	1.3588	82,027	50.42%	1.5042	108,936	32.81%	1.3281	182,740	67.75%	1.6775	235.11%	1.3950	1.4608						
Total Persons In Households		54,195			81,241	49.90%		106,022	32.96%		181,123	67.67%		234.21%								
Households		16,453			27,263	65.70%		38,834	42.44%		65,933	69.78%		300.74%								
Persons per Household		3.29			2.98	-9.42%		2.78	-6.71%		2.75	-1.08%		-16.41%								
Housing Units		17,321			29,071	67.84%		41,074	41.29%		69,478	69.15%		301.12%								
Washington Township																						
Population	3,651	4,789	31.17%	1.3117	7,425	55.04%	1.5504	9,272	24.86%	1.2488	18,358	97.99%	1.9799	283.34%	1.3643	1.4975						
Total Persons In Households		5,829			7,352	26.13%		9,232	25.57%		18,275	97.95%		213.52%								
Households		1,666			2,447	46.88%		3,255	33.02%		6,441	97.88%		286.61%								
Persons per Household		3.50			3.00	-14.29%		2.84	-5.33%		2.84	0.00%		-18.86%								
Housing Units		1,492			2,750	84.32%		3,405	23.85%		6,831	100.56%		357.84%								
Westfield																						
Population	1,217	1,837	50.94%	1.5094	2,783	51.50%	1.5150	3,304	18.72%	1.1872	9,293	181.27%	2.8127	405.88%	1.3950	1.6192						
Total Persons In Households		1,801			2,710	50.47%		3,264	20.44%		9,210	182.17%		411.38%								
Households		538			972	80.67%		1,254	29.01%		3,386	170.02%		529.37%								
Persons per Household		3.35			2.79	-16.72%		2.60	-6.81%		2.72	4.62%		-18.81%								
Housing Units		555			1,154	107.93%		1,312	13.69%		3,606	174.85%		549.73%								

Householders
 Head of Household
 Year-Round Housing Units

U.S. Census Definitions:

"Household" includes all the people who occupy a housing unit as their usual place of residency

"Housing Unit" is a house, an apartment, a mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters, or if vacant, intended for occupancy as separate living quarters.

Separate living quarters are those in which the occupants live separately from any other individuals in the building and which have direct access from outside the building or through a common hall.

For vacant units, the criteria of separateness and direct access are applied to the intended occupants whenever possible.

Source: U.S. Department of Commerce, U.S. Census Bureau

EXHIBIT 2

WASHINGTON TOWNSHIP LAND USE INVENTORY August 2005		
Land Use	Acres	Percent
Agriculture	21,526	60.06%
Vacant	3,419	9.54%
Residential Non-Urban	3,031	8.46%
Residential	2,746	7.66%
Right of Way	1,557	4.34%
Recreational	1,160	3.24%
Institutional	830	2.32%
Commercial	769	2.15%
Industrial	647	1.81%
Residential Attached	155	0.43%
Total	35,840	100%
Residential Land Uses		
Residential	2,746	
Residential Non-Urban	3,031	
Residential Attached	155	
Subtotal	5,932	16.55%
PUDs -- March 2007		
PUDs	4,480	12.50%

Source: Westfield Community Development
Department

EXHIBIT 3

COHORT-COMPONENT MODEL

HAMILTON COUNTY (2000)					
Age Cohorts	Population	Births	Fertility Rate/1000	Deaths	Natural Increase
Under 5 years	16,578				
5 to 9 years	16,704				
10 to 14 years	15,007	1	0.07		
15 to 19 years	11,297	109	9.65		
20 to 24 years	6,950	370	53.24		
25 to 34 years	27,801	2,085	75.00		
35 to 44 years	35,996	643	17.86		
45 to 54 years	25,476	2	0.47		
55 to 59 years	7,951				
60 to 64 years	5,321				
65 to 74 years	7,749				
75 to 84 years	4,484				
85 years and over	1,426				
Total	182,740	3,210	156.29	926	2,284
<i>Percent of Total</i>		<i>1.76%</i>		<i>0.51%</i>	

Sources: U.S. Department of Commerce, U.S Census Bureau (Population data) & Indiana Department of Health (Birth & Death data)

HAMILTON COUNTY MIGRATION (1990-2000)	
2000 Population	182,740
1990 Population	108,936
Difference	73,804
Natural Increase x 10 years	22,840
Migration/10 years	50,964
Avg. Migration/year	5,096
Migration rate/10 years	27.89%
Avg. Migration rate/year	2.49%

COHORT-COMPONENT MODEL POPULATION PROJECTION	
Assumptions	
HC Annual Fertility Rate (2000)	1.76%
HC Annual Mortality Rate (2000)	0.51%
HC Annual Migration Rate (1990-2000)	2.49%
Projections	
Year	Population
2000	18,358
2001	19,045
2002	19,757
2003	20,496
2004	21,262
2005	22,058
2006	22,882
2007	23,738
2008	24,626
2009	25,547
2010	26,503
2011	27,494
2012	28,522
2013	29,589
2014	30,695
2015	31,843
2016	33,034
2017	34,270
2018	35,551
2019	36,881
2020	38,260
2021	39,691
2022	41,176
2023	42,716
2024	44,313
2025	45,971
2026	47,690
2027	49,474
2028	51,324
2029	53,243
2030	55,235

EXHIBIT 4

LINEAR MODEL

LINEAR MODEL POPULATION PROJECTION		
Assumptions		
WT Average Growth Rate/Decade (1960-2000)		49.75%
WT Average Growth Rate/Year		4.12%
Projections		
	Year	Population
	2000	18,358
	2001	19,114
	2002	19,902
	2003	20,722
	2004	21,576
	2005	22,464
	2006	23,390
	2007	24,354
	2008	25,357
	2009	26,402
	2010	27,490
	2011	28,622
	2012	29,801
	2013	31,029
	2014	32,308
	2015	33,639
	2016	35,024
	2017	36,468
	2018	37,970
	2019	39,534
	2020	41,163
	2021	42,859
	2022	44,625
	2023	46,463
	2024	48,378
	2025	50,371
	2026	52,446
	2027	54,607
	2028	56,857
	2029	59,199
	2030	61,638

EXHIBIT 5

BUILDING PERMITS MODEL

WASHINGTON TOWNSHIP							
	2001	2002	2003	2004	2005	2006	Average
Residential Permits							
Single Family	616	580	519	458	479	407	510
Multi Family	30	28	14	14	42	27	26
Subtotal	646	608	533	472	521	434	536
Non-residential Permits							
Commercial	7	5	5	5	14	25	10
Industrial	6	4	3	3	3	1	3
Subtotal	13	9	8	8	17	26	14
Total	659	617	541	480	538	460	549

Source: Westfield Community Development Department

BUILDING PERMITS MODEL POPULATION PROJECTION	
Assumptions	
Average Residential Permits per Year	536
WT Persons per Household (2000)	2.84
New Residents per Year	1,522
Projections	
Year	Population
2000	18,358
2001	19,880
2002	21,402
2003	22,925
2004	24,447
2005	25,969
2006	27,491
2007	29,014
2008	30,536
2009	32,058
2010	33,580
2011	35,103
2012	36,625
2013	38,147
2014	39,669
2015	41,192
2016	42,714
2017	44,236
2018	45,758
2019	47,281
2020	48,803
2021	50,325
2022	51,847
2023	53,370
2024	54,892
2025	56,414
2026	57,936
2027	59,458
2028	60,981
2029	62,503
2030	64,025

APPENDIX D – PARKS PLAN REFERENCE

WESTFIELD PARKS AND RECREATION MASTER PLAN

The Westfield Parks and Recreation Master Plan (the “Parks Master Plan”) (Resolution 04-27, passed 09-13-04), and any amendments thereto, are hereby adopted by reference and incorporated herein as a part of this Comprehensive Plan (Resolution 07-06, passed 02-12-07).

Two (2) copies of the Parks Master Plan are on file in the Community Development Department’s office, for use and examination by the public.

APPENDIX E – THOROUGHFARE PLAN REFERENCE

WESTFIELD THOROUGHFARE PLAN

The Westfield Thoroughfare Plan (the “Thoroughfare Plan”) (Resolution 07-05, passed 02-12-07, amended on 04-09-07), and any amendments thereto, are hereby adopted by reference and incorporated herein as a part of this Comprehensive Plan (Resolution 07-06, passed 02-12-07).

Two (2) copies of the Thoroughfare Plan are on file in the Community Development Department’s office, for use and examination by the public.

APPENDIX F – GRAND JUNCTION ADDENDUM



Grand Junction Addendum to the Westfield Washington Township Comprehensive Plan

April 2009

Executive Summary

Goal

Over the next 25 years, create a sustainable and compelling Downtown, the “Grand Junction,” that is the unequivocal centerplace of community life in Westfield and has significant regional appeal.

The Grand Junction is envisioned to be an integrated combination of uses and outdoor public spaces that physically express its core *brand promise*—that the Grand Junction is *a place where many kinds of connections are made*. These connections are:

- With family and friends.
- With the larger community.
- With nature.
- With great places to dine.
- With distinctive places to shop.
- With important regional trails and roadways.
- With Westfield’s historic legacy.

This Addendum is both feasible and flexible enough to adapt to marketplace conditions as they evolve. It should be noted, however, that while the assumptions are conservative, the challenges posed by current national, state and local financial and real estate markets cannot be underestimated. As plan implementation begins, it will be critically important to maintain experienced leadership and an advisory team in place to actively manage the process, maximize opportunities and adapt as necessary to the marketplace in a timely manner.

In addition, to the extent that the Grand Junction Master Plan conflicts with the recommendations in the downtown chapter of the Comprehensive Plan, the Grand Junction Master shall supersede the Comprehensive Plan.

Long-term Vision

Grand Junction Plaza

The crown jewel of the Grand Junction Addendum is a new civic plaza in the heart of downtown that captures the essence of the Grand Junction brand. As the focal point, central gathering space and compelling backdrop for important civic institutions, the Grand Junction Plaza provides a signature location for festivals and special events and, just as importantly, a place that brings the community together on a daily basis.

New Landmark-quality Civic Facilities

The Grand Junction Plaza provides a compelling backdrop for a new City Hall and a new Westfield Washington Library. These important civic facilities generate activity and strengthen downtown’s image and identity as the community centerplace.

Extended Trail System

Trails are another expression of the Grand Junction brand’s focus on enhanced connectivity. The Grand Junction has tremendous opportunities to create exceptional trail connectivity between the Monon Trail and the Midland Trace trail, and other local trails, businesses, civic institutions and residential neighborhoods.

Extended Street Network

In addition to new trails, improvements to the street network provide new ways to access and circulate within Downtown Westfield. These improvements include:

- A Poplar Street extension south that connects the proposed Lantern Commons commercial district to Main Street.
- A realigned and extended Jersey Street that provides a new east-west connection between Union Street and Cherry Street.
- An extension of Mill Street that adds a new connection between Main Street and Union Street.

Enhanced Stormwater Management Facilities

Open space along the Anna Kendall Creek provides prospective locations for regional stormwater management facilities that help enable desired patterns of development. These regional facilities have the potential to become attractive water features and recreational gathering places that epitomize the Grand Junction brand.

Signature Downtown Gateway Development

The four quadrants formed by the U.S. 31 and SR 32 interchange are highly visible downtown gateway locations. The quality of development at the interchange will have a significant impact on Downtown Westfield's overall image and identity. Larger scale, premium office buildings that feature landmark-quality architectural design are preferred at these locations. In particular, a signature hotel and conference center facility with strong physical and visual connections to the Grand Junction Plaza is highly preferred for the southeast quadrant of the intersection.

Sustainable Design and Development

Sustainable design and development best management practices provide opportunities to project the Grand Junction brand promise in a highly visible manner. Incorporating techniques such as permeable paving, green roofs and native landscapes will help ensure that the Grand Junction is an attractive and healthy destination that compels residents and visitors to return again and again.

Phases of Development and Returns on Investment

The Grand Junction Vision implementation will be a process of continuous, incremental improvement. All recommended improvements have been carefully vetted and prioritized to maximize the return on investment of public dollars, build investor confidence and create enthusiasm within the community for continued progress towards implementation.

Recommended improvements have been organized into three timeframes that are based on current marketplace conditions, the availability of public resources, and the degree to which related projects already underway can be leveraged.

Short-term Improvements

The first phase focuses on key infrastructure projects that will set the stage for private investment and future infrastructure improvements. These include:

- An enhanced Union Street streetscape
- Phase I of the Grand Junction Plaza
- Realignment of, and streetscape enhancements to, Jersey Street between Mill Street and Union Street
- Improvements to the parking lot south of Asa Bales Park that include a new trailhead
- A trail extension that links the Midland Trace trail to new residential development south of the trail

One of the most significant Grand Junction projects is the construction of a new Westfield Washington Public Library in the heart of downtown. The library will be a new civic landmark and signature expression of the Grand Junction brand—a *place where many kinds of connections are made*.

Support for private sector redevelopment is strongly recommended. High quality redevelopment in the area northwest of the Main Street / Union Street intersection will set the standard for significant private sector investments that are anticipated during the next phases of implementation. The same is true for new residential redevelopment that is expected to occur on both sides of Anna Kendall Creek southwest of the new Grand Junction Plaza.

A number of critical issues must be successfully addressed in the early stages of plan implementation to help ensure momentum is maintained. These include public policy, financing, land acquisition, communications, water resources and stormwater management.

Intermediate-term Improvements

This phase will be driven by a number of important infrastructure projects that will firmly establish the Grand Junction brand and its image and identity for decades to come. These include:

- Phase II of the Grand Junction Plaza
- A new City Hall on a site that helps to frame the Plaza similar to the Westfield Washington Library
- Main Street roadway improvements and streetscape enhancements
- Extensions of Mill and Jersey streets
- Extension of the Monon Trail along Anna Kendall Creek west to U.S. 31
- Streetscape enhancements to Jersey Street, Park Street, Mill Street and Poplar Street
- Significant new regional stormwater facilities west of Anna Kendall Creek
- New public parking facilities on the periphery of downtown

Improvements to U.S. 31 are also expected to be completed at this time. The SR 32 interchange is Downtown Westfield's most visible gateway and the place where many visitors will form their first impressions of the Grand Junction brand. The design of the SR 32 interchange bridge and roadway—and especially the landscaping treatments along the edge of the corridor north and south of the new interchange—are important expressions of the brand. It will be critically important to work with Indiana Department of Transportation (INDOT) to help ensure the roadway improvements align with and strengthen the image and identity to which the Grand Junction aspires.

The Grand Junction will also see significant private sector investments that define its brand promise. Among the most important are the redeveloped properties in the four quadrants of the U.S. 31 and SR 32 interchange. The southeast quadrant is an especially critical location. This site will feature a hotel and conference center of signature quality architectural design that provides a bookend to the Grand Junction Plaza and adjacent uses. In between and along the Main Street corridor, new mixed use development provides commercial space that meets the contemporary needs of the marketplace, destinations that leverage the Plaza to attract new visitors and pedestrian-friendly public spaces that support vibrant street-level activity. In addition, significant new residential and multi-use development south of Park Street will leverage regional stormwater facilities and trail amenities along Anna Kendall Creek as they come online.

Long-term Improvements

The infrastructure improvements in the previous phase set the stage for additional high-quality private market redevelopment that creates retail destinations and a variety of residential options. The focus will be the area south of Main Street and east of Union Street where a trail extension along Anna Kendall Creek provides an attractive new recreational amenity adjacent to one of the Grand Junction's most compelling natural features.

In addition, new residents and visitors will help support the anticipated full build out of the Westfield Washington Library and create demand for more parking provided by a new structure south of Asa Bales Park.

Conclusion

The City of Westfield has a remarkable opportunity to transform its downtown into an exciting and memorable center place; however, everything cannot and should not happen at once. Many of our country's most sustainable places—environmentally, economically, socially and culturally—were built and continuously improved over many years' time.

Patience, perseverance and good communications are needed to create and sustain a program of continuous, incremental improvement. Extraordinary efforts will be required to engage stakeholders and maintain project momentum over time. The spirit of respect and cooperation that such an endeavor requires should be embraced by all. The Grand Junction can itself be transformative and energize a community for generations to come.

Opportunity Analysis Summary

Planning Objectives

Establish the “Grand Junction” Brand

A brand, at its most basic, is a promise. A clearly articulated brand promise can help Westfield successfully compete for its share of business, talent, tourists, investors, respect, attention and other precious resources. Project stakeholders expressed their belief that the downtown brand should revolve around the concept of a “Grand Junction,” the place where the Monon Trail and the Midland Trace trail connect. The Grand Junction can also be defined as a place where many other kinds of connections— physical and social—are made. These include connections with family and friends, the larger community, nature, great places to dine, distinctive places to shop and important regional trails and roadways.

Showcase the Natural Environment

The environmental quality and natural features of the Grand Junction area will have a significant impact on its brand promise and image. Current research and trends indicate that emphasis on quality natural features helps to attract desirable uses and build investor confidence. New trails and outdoor recreational amenities mean that the Grand Junction will be continuously exposed to a large number of people throughout the year. These include prospective residents, investors and visitors, all whom have the potential to become enthusiastic supporters of, and salespersons for, the Grand Junction experience. It is critical that stakeholders establish a leadership position around the brand building value of Westfield’s key natural resources. Doing so will help to ensure that this aspect of Grand Junction’s basic brand promise is continuously validated and strengthened.

Create a Downtown that is Comfortable for People

A “pedestrian shed” is the distance that most people will walk to or between destinations. This is typically defined as a five to ten-minute walk, or a distance of one-quarter to one-half miles. A downtown core area of about 100 acres in and around the intersection of Main Street and Union Street meets this rule of thumb.

It is vitally important that key landmarks and uses within the downtown core area are maintained and strengthened, and that a desirable mix of new civic, commercial, residential and recreational destinations are added over time. In addition, the level of pedestrian activity on downtown streets will be a highly visible expression of a Grand Junction brand based on the theme of “many connections.” The needs of motorists and pedestrians must be carefully balanced to create comfortable walking environments that support the desired brand image of the Grand Junction.

Create a Mix of Engaging, Unique Destinations

We have concluded that, because of the proximity of significant existing and planned retail development in and around the City of Westfield, Downtown Westfield will not be a major retail destination. Rather, its success will revolve around a mix of specialty retail, dining, office, residential, institutional, cultural and recreational uses that are artfully and thoughtfully organized into a compelling place and experience that cannot be found in other areas.

Provide Exceptional User Hospitality

A key characteristic of successful mixed use centers is the ease with which they can be accessed and navigated by a variety of transportation modes. Although extensive trail connections are a key aspect of the Grand Junction’s brand, motorists must always be able to easily reach key destinations and park conveniently. For those who walk and ride bikes, the Grand Junction must be a safe, comfortable, attractive and highly enjoyable experience. For those without automobiles (youth, seniors, disabled), there must be provisions made for affordable and convenient public transport.

Maintain Financial Stability

Strategic public infrastructure investments within the Grand Junction will be needed to build investor confidence and stimulate significant private investment. The lack of predictability in the current market underscores the need for the Grand Junction Vision to balance implementation goals with the availability of capital resources.

Opportunities

Create a Signature Grand Junction Public Space in the Heart of Downtown Westfield

Westfield has a tremendous opportunity to create a compelling public space in the heart of the community that becomes the iconic expression of the Grand Junction brand. This public space, the Grand Junction Plaza, can take shape in the area southwest of the Main Street and Union Street intersection where the Anna Kendall Creek, the J.W. Thompson Creek, the Monon Trail and the Midland Trace trail converge.

The opportunity exists to leverage these natural resources and recreational amenities to create a destination that will not only draw visitors, but serve as a catalyst for private investment. What makes this opportunity unique is the convergence of not only the trails and natural features, but also heavy automobile traffic on Main Street and Union Street that can bring even larger numbers of users to the site.

Expedite Plans for an Extensive Local Trail System Linked to Regional Trails

The Monon Trail is one of the region's most popular and successful recreational amenities. That popularity can be reasonably assumed for its extension into Westfield and to other future trails. The City has positioned itself to capitalize on this trend for some time and has made extensive strides to create a network of trails within the community. An opportunity exists to expand the thinking about this trail system and start to adopt an attitude that Westfield is one of the state's premier destinations for trails and outdoor recreational activities.

Create a Street Network that Links the Grand Junction with Surrounding Neighborhoods, the rest of Westfield and the Region

In concert with an extensive trail system, the Grand Junction area can also have an exceptionally attractive street network that is easy to access and navigate. The mantra cannot be just "great trails" or "great roads." It must be both, and they must be designed with all potential users in mind.

Westfield's location at the frontier of Indianapolis' suburban expansion means pressure will increase to effectively address roadway congestion. The Grand Junction represents a magnificent opportunity to create the most extensive and attractive combination of streets and trails of any community within the region.

Plans to transform U.S. 31 into a limited-access interstate-style highway are already underway. Planned improvements to SR 32 are also in progress. These roadways are the Grand Junction's two most important vehicular gateways. Their high traffic volumes provide will significant levels of exposure for Grand Junction destinations and amenities. It is extremely important that planned roadway improvements align with and strengthen the Grand Junction's brand as a place where many kinds of connections can be made.

In addition to these larger roadways, a local network of "complete streets"—streets that accommodate all potential users and not just vehicles—can be constructed in a way that enhances Grand Junction connectivity and the marketplace awareness of the Grand Junction brand.

Incorporate a New Westfield Washington Library and a New City Hall into the Grand Junction

Civic buildings are classic downtown destinations that generate high levels of activity throughout the year. They are usually among a community's most significant landmarks and sources of civic pride. Due in part to its rapid rate of growth, the community of Westfield is at a point where decisions about future civic facilities have become critical.

Increased demand for services due to growth represents an opportunity that can best be described as "win-win" for both the future of the Grand Junction and the institutions themselves. In the case of the Westfield Washington Library, a downtown location will provide easy access via the City's most important roadways (U.S. 31 and SR 32) and significant exposure facilitated by a signature location within a short walking distance of other key downtown destinations.

For City Hall, relocation would place this important symbolic civic use in the heart of the community and provide space that meets the contemporary needs of a growing community. Finally, for the Grand Junction itself, these institutional uses would help bring prominence, activity and connections to other downtown uses, which will help to define and differentiate the new Grand Junction brand in the marketplace.

Grand Junction Master Plan Vision

Key Initiatives



1 Grand Junction Plaza

- Key features include:
- New connections to the Monon Trail and Midland Trace trail.
 - A signature water element as a focal point.
 - A Great Lawn gathering space.
 - Highly visible gateway areas.
 - A family-friendly playground.
 - A realigned, specially paved Jersey Street.

2 New Landmark-quality Civic Facilities

A new City Hall and a new Westfield Washington Library strengthen downtown's image and identity as the community centerplace.

3 Extended Trail System

Creates exception connectivity between the Monon Trail and Midland Trace trail, other local trails, businesses, civic institutions and residential neighborhoods.

4 Extended Street Network

- Key features include:
- A Poplar Street extension south to the proposed Lantern Commons.
 - A realigned and extended Jersey Street between Union Street and Cherry Street.
 - An extension of Mill Street that connects Main Street and Union Street.

5 Enhanced Stormwater Management Facilities

Regional stormwater facilities help enable desired patterns of development, serve as attractive water features and provide convenient recreational space for nearby residents.

6 Signature Downtown Gateway Development

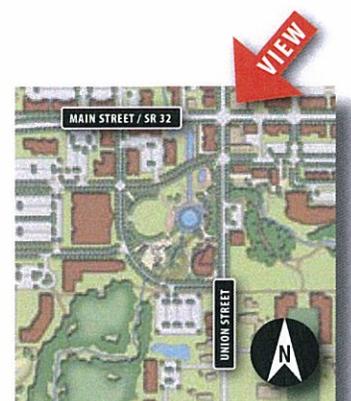
A signature hotel and conference center, along with premium office buildings, create a high quality downtown gateway at the U.S. 31 and SR 32 interchange.

The Grand Junction Vision: Grand Junction Plaza

The Grand Junction Plaza is the crown jewel of the Grand Junction Vision. As the Grand Junction's signature public space, the plaza is designed to be a regional destinations, a backdrop for new landmark-quality civic facilities and a catalyst for private sector investment. The Plaza also doubles as an important stormwater management facility.



Note: This artist's rendering is intended to illustrate only the broad, overall character of Master Plan recommendations.



The Grand Junction Vision: Downtown Westfield

In the first two phases of implementation, significant public and private sector improvements in the area between Union Street and U.S. 31 will establish and solidify the Grand Junction brand image and experience. Included are mixed use and commercial redevelopment on both sides of Main Street in the first two blocks east of Union Street, the result of opportunities created by right-of-way property acquisitions necessary to enable Main Street / SR 32 roadway improvements.

In the third phase of implementation, the attention is expected to focus more fully on commercial and residential development opportunities to the east of Union Street. This is especially true of residential development, where marketplace demand for a variety of high quality products is expected to because of the close proximity of shops, restaurants and signature Grand Junction recreational amenities.

Ultimately, Downtown Westfield will be a mix of older commercial structures with historic charm and character, and newer structures that provide space that meets the contemporary marketplace needs of retailers and restaurants. Close by, a similar mix of older homes and a variety of newer residences, are within easy walking distance of downtown's core area. A significant aspect of these new residential opportunities is that longtime Westfield residents who currently reside in single family homes will have the ability to stay close to family and friends as they as they enjoy their retirement years.

New downtown residential options also place prospective patrons closer to shops and restaurants and helps to create the vibrant, active streets to that strengthen the Grand Junction brand.

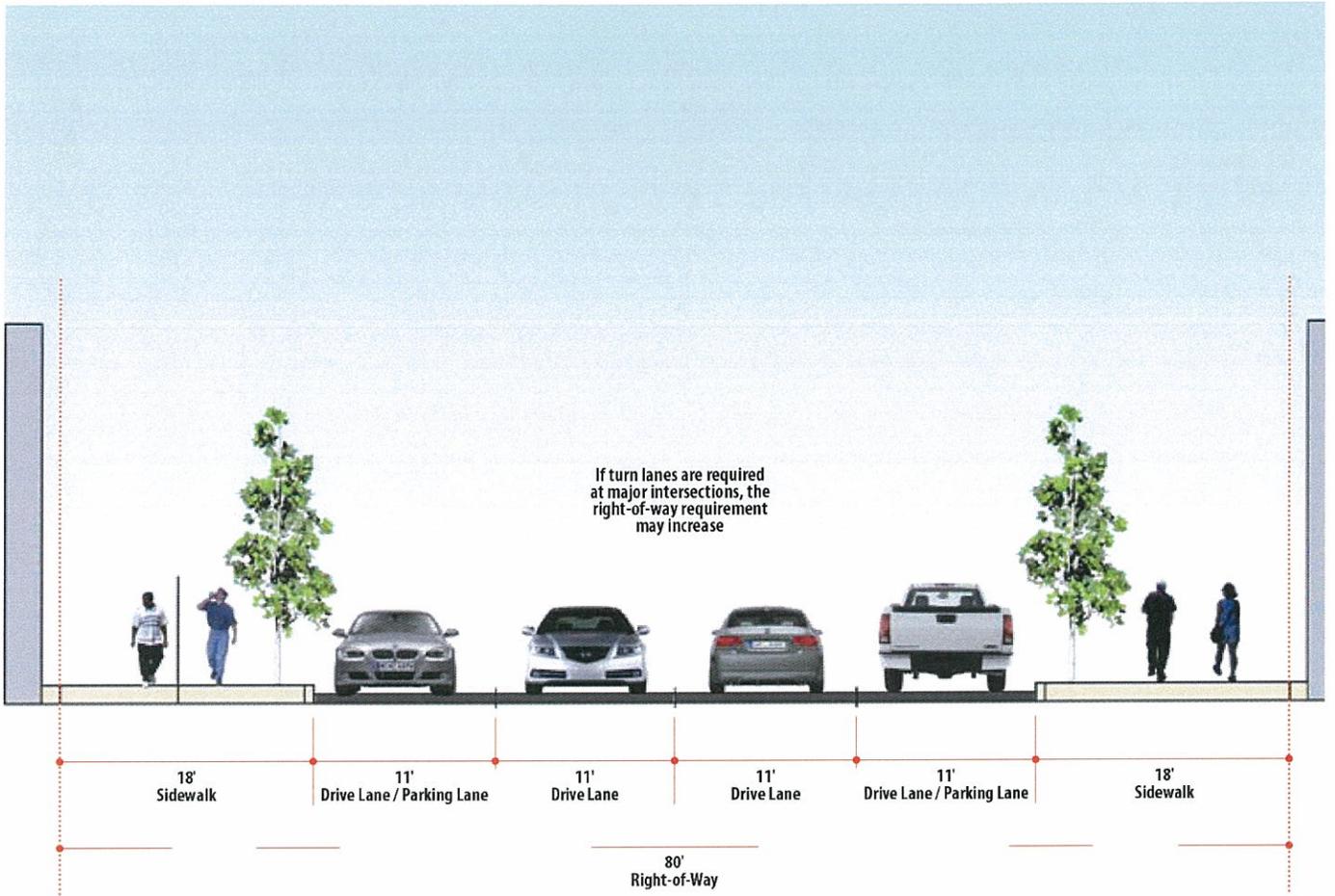
The Grand Junction Vision: Main Street / SR 32 Improvements

Planned roadway improvements to Main Street / SR 32 will have a significant impact on the character of Downtown Westfield. It is vitally important that these improvements help to create a downtown core area that is comfortable for people and one that provides exceptional user hospitality. Both are principle objectives of the Master Plan and cornerstones of the brand promise—that the Grand Junction is *a place where many kinds of connections are made*.

To facilitate the movement of pedestrians and trail users across Main Street, it is strongly recommended that the overall roadway cross-section remain as narrow as possible between Mill Street and East Street. This will likely reduce right-of-way acquisition costs and provide more space for sidewalks and streetscape elements. In addition, the narrower roadway cross-section will allow for wider sidewalks. The wider sidewalks will provide the space for streetscape enhancements such as parkway trees, curbed landscape planters, benches and other streetscape enhancements that will help to create the pedestrian-friendly environment envisioned by the Master Plan.

The diagram at right illustrates how an 80' right-of-way provides sufficient space for 18' sidewalks and four 11' drive lanes. A turn lane at major intersections adds an additional lane. Note that the outer lanes are identified as both drive lanes and parking lanes. This approach allows for four drive lanes with restricted turn movements during peak travel times, and two drive lanes with merchant-friendly, on-street parking during non-peak travel times.





The Grand Junction Vision: Streetscape Enhancements

In addition to the Main Street / SR 32 improvements, premium streetscape enhancements are also needed for other downtown streets to create the pedestrian-friendly Grand Junction brand experience envisioned by the Master Plan

This especially true of the streets that encircle and / or provide direct connections to the Grand Junction Plan, including Union Street, Mill Street and Park Street. Jersey Street, realigned to bisect the plaza, is to include high-quality paving treatment so that it can be closed and used as expanded plaza space during festivals and special events.

The Grand Junction's image and identity will also be highly influenced by the appearance of the U.S. 31 / SR 32 interchange. Planned intersection improvements provide the opportunity to create an iconic and memorable gateway experience that strengthens the Grand Junction brand in the marketplace.



▲ View South of Union Street South of Jersey Street

The streets that encircle and / or lead directly to the Grand Junction Plaza will include premium streetscape features.

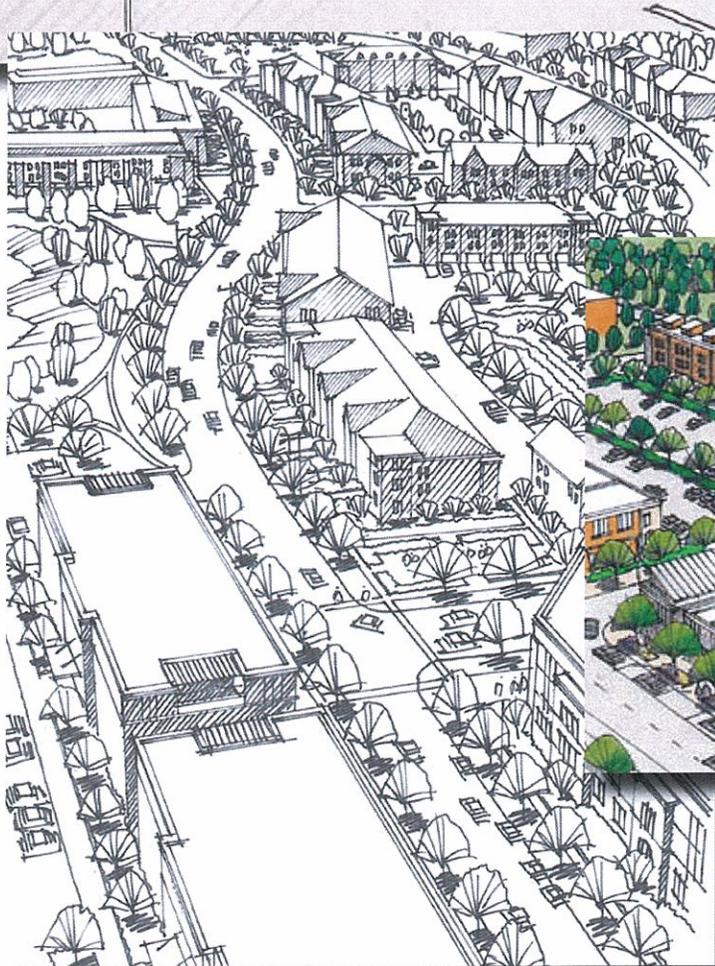
▶ View Southwest of the SR 32 / Union Street Intersection Towards the Grand Junction Plaza

A significant amount of the Grand Junction brand experience will occur in public spaces. The bird's eye at right perspective captures the premium streetscapes envisioned by the Master Plan for the streets around the Grand Junction Plaza.





▲ **View North Towards the U.S. 31 / SR 32 Interchange**
 Planned interchange improvements provide the opportunity to create a memorable gateway to the Grand Junction.



▲ **View southeast from the SR 32 / Union Street Intersection**
 New development, including parking lots, provides opportunities to incorporate sustainable design elements such as native landscaping, bioswales, permeable pavers and dark-sky lighting.

▲ **View South of Poplar Street South of Main Street / SR 32**
 Premium streetscape enhancements to Poplar Street, extended south to David Brown Drive, will help to bring the Grand Junction brand experience into the neighborhoods that surround downtown.

The Grand Junction Vision: Signage and Wayfinding

Hospitality has a tremendous impact on the impressions that visitors form about a given place. The ease with which pedestrians and motorists can find and comfortably reach desired destinations informs perceptions of quality. A thoughtful signage and wayfinding system is one of the most important aspects of hospitality, especially for environments that expect to attract many new visitors on a regular basis. Signage is also one of the most visible applications of an identity system that aligns with and supports a brand's strategic goals.

Similarly, signage and wayfinding should enhance Grand Junction visitor hospitality and reinforce the core brand promise that revolves around the concept of connectedness. In practical terms, this means sufficient signage should be provided to enhance visitors' ability to comfortably navigate the Grand Junction. High production values will help to ensure the signs convey the message of quality. Perhaps, most importantly, the graphics should be not only legible, but also convey the message that the Grand Junction is an inviting place with urban amenities surrounded by an attractive natural environment.

APPENDIX G – FAMILY SPORTS CAPITAL ADDENDUM



Family Sports Capital

Addendum

to the Westfield Washington
Township Comprehensive Plan

August 2009

City of
Westfield

Indiana 1834

"Old Town Charm, New City Style"

Executive Summary

Introduction

This addendum (the “Addendum”) to the Westfield-Washington Township Comprehensive Plan (the “Comprehensive Plan”) is designed to support and facilitate implementation of the recommendations of the Westfield Sports Complex Commission (the “Sports Commission”). The Commission was appointed by Mayor J. Andrew Cook for the purpose of exploring the viability of a regional/national intergenerational sports facility within the City of Westfield. To the extent that the policies and recommendations set forth in this Addendum conflicts with the recommendations of the Westfield-Washington Township Comprehensive Plan, this Addendum shall supersede the Comprehensive Plan.

Goals

The Sports Commission, in its report to the Mayor titled “Westfield Family Sports Complex, Phase 1 Report”, July 24, 2009 (the “Report”), identifies the following goals for the Westfield community

- **Provide** intergenerational health, recreation and sporting opportunities within the City of Westfield (the “City”) and **provide** facilities for state, regional and national tournaments;
- **Cooperate** with the Hamilton County Convention and Visitor’s Bureau (“HCCVB”) to **make** Westfield the “Family Sports Capital of America” – a regional and national destination for sporting events and tournaments for all ages; and
- **Pursue** economic development opportunities to **capitalize** on Westfield’s already-developing intergenerational sports niche. Examples include: (1) multiple championship quality sports facilities; (2) complementary health, recreation and technology related land uses; (3) supporting entertainment, dining and lodging land uses; and (4) other uses which would support and compliment the Westfield intergenerational sports initiative.

Conclusions of Sports Commission

As the Sports Commission concludes in its Report, creation and development of a family sports complex (the “Complex”) is a viable endeavor for the Westfield community. The Sports Commission recommends that the City of Westfield and HCCVB move forward with planning efforts for such facilities. The Sports Commission will be performing additional analyses as directed by the City to further this effort as well.

Sports Commission Findings

- The City has a responsibility to provide appropriate facilities for Westfield youth and family sports. Currently, several youth sports are lacking adequate facilities, either because of growth or because currently utilized facilities may not be available in the long term. The City should consider collaborating with these youth programs to provide needed facilities.
- There is a market demand for championship level facilities to host amateur tournaments and championships and the Complex can serve as a family sports destination. These tournaments and related revenue can help the City and Hamilton County to fund youth sports in the community. If done in a fiscally responsible way, the City has an opportunity to turn what is traditionally regarded as a fixed City cost (youth sports facilities) into a revenue-generating economic development initiative.
- The City's central geographic location (accessibility by visitors), availability of land and existing athletics and sports focus complement the City's intergenerational sports concept. This concept aligns well with the economic development goals and objectives of the City.
- The City could generate additional revenue to fund the Complex if it cooperates with professional or semi-professional sports teams. The City should evaluate whether any additional costs required to host such professional teams would be offset by additional revenues that would be generated from such an investment.

The Sports Capital of America Vision

The City wishes to provide for the development of a regional/national championship quality sports facility within the Westfield community with and intergenerational focus. As a result, the City desires to amend its comprehensive plan to include guidance, as included below, when considering possible locations for the Complex and proposals for the development of Complex components.

- The Complex should be designed to at least support Westfield youth and family sports.
- The Complex should be designed to accommodate at least the following: (1) field sports (including, but not limited to, soccer, lacrosse and rugby); (2) baseball; and (3) and indoor winter sports facility (including, but not limited to, basketball, volleyball and gymnastics).
- The Complex likely may include facilities to support the hosting of championship level youth and amateur sports tournaments. Championship tournament facilities for the sport segments listed in the paragraph above are contemplated and encouraged, but not required.
- Facilities to accommodate professional or semi-professional sports teams are also contemplated in the City's long-term vision for the Complex and such proposals would be positively received if determined to be fiscally viable by the City.

- It is contemplated that the Complex will ultimately consist of and include at least two hundred (200) acres of land and that it would not likely exceed a land area more than five hundred (500) acres in size initially.
- The site should be located in a manner that provides direct access or close proximity to a Primary Arterial as defined in the Westfield-Washington Township Thoroughfare Plan.
- In addition to the sports-related uses within the Complex, it is anticipated that other related and supporting land uses will be located within, adjacent to and nearby the Complex. Such land uses will likely include hotels, restaurants, healthcare and sports medicine facilities, professional offices, retail uses, higher density residential uses and other supporting commercial uses. It is contemplated that such other uses will be proposed and approved either in conjunction with the Complex or after development of the Complex has been initiated. The total additional land area to be utilized for such purposes is expected to exceed the size of the Complex and may likely include a land area many times the size of the Complex.

APPENDIX H – FAMILY SPORTS CAPITAL ADDENDUM II

WESTFIELD INDIANA

THE
FAMILY SPORTS CAPITAL
OF AMERICA

**Family Sports Capital
Addendum II
to the Westfield – Washington
Township Comprehensive Plan**

December 2010

City of
Westfield
Indiana 1834
Old Town Charm, New City Style

Introduction

This addendum (the “Addendum”) to the Westfield-Washington Township Comprehensive Plan (the “Comprehensive Plan”) is designed to support and facilitate implementation of the recommendations of the Westfield Sports Commission (the “Sports Commission”). The Commission has extensively studied possible locations for a regional/national intergenerational sports facility within the City of Westfield. The Commission has completed its analysis and recommends the location identified in Exhibit A. To the extent that the policies and recommendations set forth in this Addendum conflict with the recommendations of the Comprehensive Plan, this Addendum shall supersede the Comprehensive Plan and previously adopted addenda.

The Family Sports Capital of America Vision

The City of Westfield (the “City”) wishes to provide for the development of a regional/national championship quality sports facility within the Westfield community with a multigenerational focus. As a result, the City desires to amend its comprehensive plan to include guidance, as included below, for the Sports Campus.

- The Sports Campus should be designed to at least support Westfield youth and family sports
- The Sports Campus should be designed to accommodate at least the following: (1) field sports (including, but not limited to, soccer, lacrosse and rugby); (2) diamond sports (including, but not limited to, baseball and softball); and (3) and indoor winter sports facility (including, but not limited to, basketball, volleyball and gymnastics).
- The Sports Campus should include facilities to support the hosting of championship level amateur sports tournaments.
- In addition to the sports-related uses within the Sports Campus, it is anticipated that other related and supporting land uses will be located within, adjacent to and nearby the Sports Campus. Such land uses will likely include hotels, restaurants, healthcare and sports medicine facilities, professional offices, retail uses, higher density residential uses and other supporting commercial uses. It is contemplated that such other uses will be proposed and approved either in conjunction with the Sports Campus or after development of the Sports Campus has been initiated. The total additional land area to be utilized for such purposes will be many times the size of the Sports Campus as shown in Exhibit A attached hereto and made a part hereof. This area shall be referred to as the Family Sports Capital of America (the “Sports Capital”).

The Family Sports Capital of America Goals

The Sports Commission, in its report to the Mayor titled “Westfield Family Sports Complex, Phase I Report,” July 24, 2009 (the “Report I”), identifies the following goals for the Westfield community:

- Provide intergenerational health, recreation and sporting opportunities within the City and provide facilities for state, regional and national tournaments;
- Cooperate with the Hamilton County Convention and Visitor's Bureau (the "HCCVB") to make Westfield the "Family Sports Capital of America" – a regional and national destination for sporting events and tournaments for all ages; and
- Pursue economic development opportunities to capitalize on Westfield's already-developing intergenerational sports niche. Examples include: (1) multiple championship quality sports facilities; (2) complementary health, recreation and technology related land uses; (3) supporting entertainment, dining, lodging land uses; and (4) other uses which would support and compliment the Westfield intergenerational sports initiative.

Sports Commission Phase I Report

As the Sports Commission concludes in its Report I, creation and development of the Sports Campus is a viable endeavor for the City. The Sports Commission recommends that the City and HCCVB continue with planning efforts for such facilities. The Sports Commission plans to perform additional analyses as prompted by the City to further this effort as well.

Sports Commission Findings

- The City has a responsibility to provide appropriate facilities for Westfield youth and family sports. Currently, several youth sports are lacking adequate facilities, either because of growth or because currently utilized facilities may not be available in the long term. The City is collaborating with these youth programs to provide needed facilities.
- There is a market demand for championship level facilities to host amateur tournaments and championships and the Sports Campus can serve as a family sports destination. These tournaments and related revenue can help the City and Hamilton County fund youth sports in the community. If done in a fiscally responsible way, the City has an opportunity to turn what is traditionally regarded as a fixed City cost (youth sports facilities) into a revenue-generating economic development initiative.
- The City's central geographic location (accessibility by visitors), availability of land and existing athletics and sports focus complement the City's multigenerational sports concept. This concept aligns well with the economic development goals and objectives of the City as well.

Sports Commission Phase II Report

The Sports Commission, in its report titled “Westfield Family Sports Complex, Phase II Report,” September 28, 2010 (the “Report II”), further defines the scope of initial sports to be offered at the Sports Campus, and identifies the Commission’s preferred location for the Sports Capital.

Sports Commission Findings

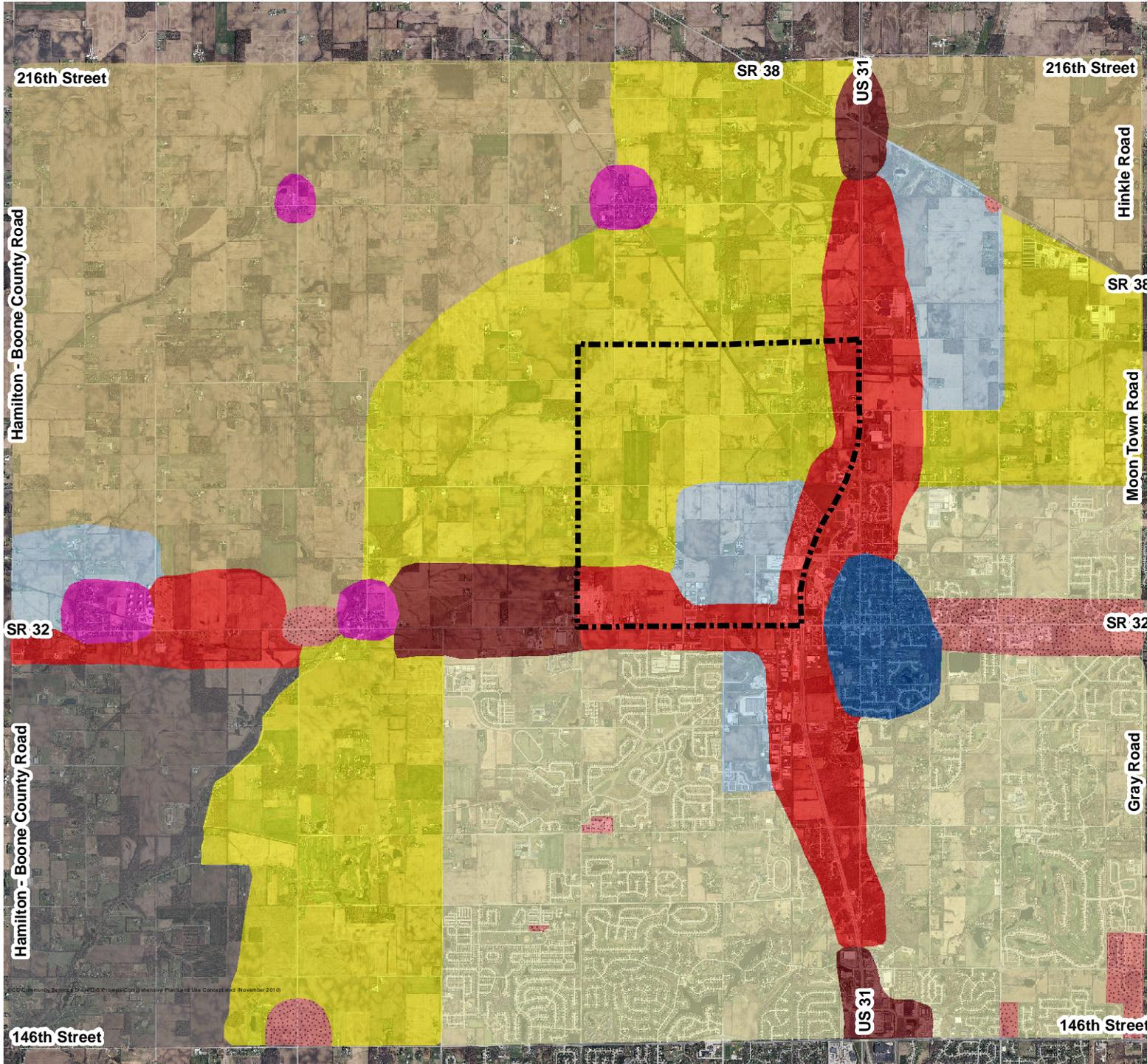
- The Scope of Sports Subcommittee of the Sports Commission determined that the sports to be initially offered within the Sports Campus should be selected based on demand, mission, stakeholders, cost and the ability of the Sports Campus to conduct multiple sports on fields designed to accommodate a variety of sport uses.
- The Sports Commission identified that the following field sports meet the requirements identified in the paragraph above soccer, football, lacrosse, rugby, field hockey, baseball, and softball; and, the following indoor training facility sports: all field and diamond sports with an emphasis on soccer, baseball and soccer league, travel and personal training use.
- The Location Subcommittee of the Sports Commission met with and exchanged information with developers several times during the Sports Capital siting process. The following primary criteria were used to identify the most appropriate location:
 - Site Access;
 - Suitability for contemplated sports;
 - Proximity to other city investment; and
 - Potential for economic development.
- The Sports Commission has recommended, unanimously, that the area identified in Exhibit A should be selected for the Sports Capital. This area is generally described as the land south of 196th Street, east of Spring Mill Road, north of State Road 32 and west of US Highway 31

Westfield - Washington Land Use Concept Map

Exhibit A

Legend

-  Suburban Residential
-  New Suburban
-  Existing Rural Southwest
-  Rural Northwest and Northeast
-  Business Park
-  Local Commercial
-  Employment Corridor
-  Regional Commercial
-  Villages
-  Downtown
-  Family Sports Capital of America



Community Development Department

1 inch = 1 mile

DISCLAIMER: The Town of Westfield, Indiana has created this map in an attempt to increase the availability of public information and enhance public knowledge. The Town is continually collecting, maintaining and updating data. Information for the map themes was obtained from existing, and many times historical documentation. Because of this, the information displayed on this map is not guaranteed to be completely accurate or all inclusive. The Town of Westfield retains the right to change the content of this map without prior notice. The Town of Westfield assumes no liability for any actions or occurrences that may result from persons viewing the information contained on this map. This map is not meant to take the place of any existing guidelines, rules, regulations or legal procedures. No information displayed on the map should be used in place of legal documentation. Field investigations are still necessary for locating underground facilities, and contact with appropriate departmental staff is still required for determining location-based fee designations.

APPENDIX I – GRAND JUNCTION IMPLEMENTATION PLAN 2013

GRAND JUNCTION IMPLEMENTATION PLAN 2013



an Addendum to the
Westfield-Washington Township Comprehensive Plan



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Adopted on August 12, 2013 by Resolution 13-112

Prepared by the City of Westfield, Economic and Community Development Department



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EXECUTIVE SUMMARY

This Grand Junction Implementation Plan 2013 (the “Implementation Plan”) is an addendum to the Westfield-Washington Township Comprehensive Plan. The Implementation Plan: (1) provides a summary of past planning activities related to what is now known as The Grand Junction, Westfield’s historic downtown area; (2) organizes and clarifies the various objectives identified in these planning exercises; (3) identifies the geographic area of the Grand Junction District; and (4) sets forth and prioritizes specific action items or projects necessary to accomplish the Grand Junction vision.

After reviewing and analyzing the twelve +/- planning documents (authored from 1993 to present) related to the Grand Junction and the meeting summaries from the Implementation Plan Charrettes, fifty-two (52) distinct planning objectives were identified. The Implementation Plan process included prioritizing these planning objectives. The top ten of the fifty-two objectives are set forth below (not in any particular order). This list comes forward as a recommended work strategy for 2013.

1. **BRANDING.** Create a brand for the Grand Junction area.
2. **GATEWAY SUB-DISTRICT STANDARDS.** Develop zoning standards (and possibly other standards) for the Gateway Sub-district of Grand Junction (the area immediately surrounding the interchange to be constructed at State Highway 32 and U.S. Highway 31).
3. **JUNCTION SUB-DISTRICT STANDARDS.** Develop zoning standards (and possibly other standards) for the Junction Sub-district of Grand Junction (the area constituting the Westfield downtown mixed-use urban core).
4. **TRANSIT.** Develop a transit circulation plan to accommodate movement of residents, employees and visitors among destinations in the Westfield community (e.g., Grand Park and Grand Junction), which may ultimately connect to a larger transit system between the Westfield community and Indianapolis.
5. **REGIONAL DETENTION.** Develop the Grand Junction regional detention facilities designed to enhance the amount of useable land in Grand Junction as publicly accessible amenities and greenways.
6. **STREETSCAPE.** Develop plans for and install streetscape amenities within Grand Junction (e.g., benches, trash cans, planters, hanging baskets, bike racks and ornamental street lights).
7. **THE PLAZA.** Develop and construct the public park facility that has come to be known as Grand Junction Plaza.
8. **HOUSEHOLD ATTRACTION.** Develop plans to attract as many households within walking distance of Grand Junction as possible, as soon as possible. This plan would likely involve taking an inventory of developable property within Grand Junction and crafting policies to encourage or at least accommodate the building of new households in this area.
9. **LAND ASSEMBLY.** Develop strategies and policies to assemble land for development or redevelopment within the Grand Junction District. The development community has identified the uncertainties and expenses associated with land assembly as the biggest obstacles to development/redevelopment within Grand Junction.
10. **PARKING.** Develop strategies and policies to ensure adequate parking within the Grand Junction area. This plan would likely involve taking an inventory of parking spaces within Grand Junction and developing policies for providing or enhancing parking facilities in this area.

The Implementation Plan recommends that this planning process be revisited every year toward the end of the year: (1) to measure progress toward accomplishing the top ten planning objectives included in the plan; (2) to determine if some items have been completed so that others may be added to the list; (3) to determine whether the items that have not been completed are still top priorities; and (4) to aid in work planning for the following year which should assist in annual budgeting processes.

CHAPTER 1: OVERVIEW

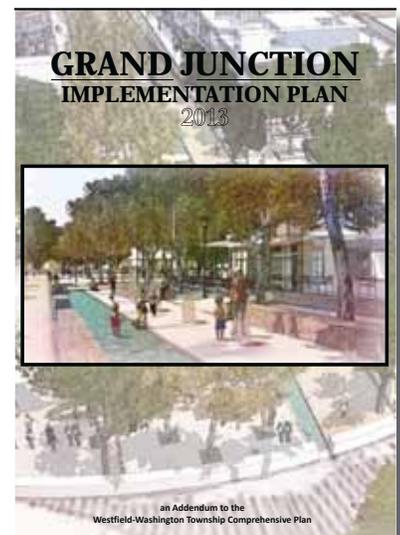
This document, the Grand Junction Implementation Plan 2013 (the “Implementation Plan”), is intended to update, supplement and refine the work completed in preparing the February 2008 Grand Junction Master Plan (the “Grand Junction Master Plan”) to the Westfield-Washington Township Comprehensive Plan (the “Comprehensive Plan”). This Implementation Plan is intended to be reviewed and adopted as an addendum to the Comprehensive Plan under the IC 36-7-4-500 Series. The intent of the Implementation Plan is to facilitate and encourage coordination and cooperation among the various groups and organizations working diligently to achieve the Grand Junction vision.

The Implementation Plan: (1) highlights and recapitulates the major objectives recommended in the Grand Junction Master Plan; (2) inventories the numerous planning activities, initiatives, development projects and other notable events that have occurred since adoption of the Grand Junction Master Plan Addendum; (3) takes note of the progress that has been made toward the Grand Junction Master Plan objectives; (4) identifies the geographic boundaries of the area to which the recommendations contained in the Implementation Plan apply; (5) identifies additional objectives and refines and/or re-emphasizes other previously-identified Grand Junction Master Plan objectives necessary to accomplish the community’s vision for Grand Junction; (6) sets forth recommended action items to accomplish those objectives; and (7) prioritizes the recommended action items.

The process of preparing this Implementation Plan involved a series of planning charrettes hosted by the Westfield City Council’s Committee on Ordinance Revision (“CCOR”) and the Downtown Westfield Association (“DWA”), which now includes the Grand Junction Task Group within its organization. Charrette participants include:

- Jim Ake CCOR (City Council)
- Steve Hoover CCOR (City Council), DWA (Member)
- Mic Mead CCOR (Citizen Member), DWA (Member)
- Ken Kingshill CCOR (Citizen Member), DWA (President)
- Chuck Watson DWA (Member)
- Anne Poynter DWA (Executive Director)
- Cindy Spoljaric CCOR (City Council)
- Matthew Skelton Economic and Community Development (Director)
- Kevin Todd Economic and Community Development (Senior Planner)

The work product of the planning charrettes is included in this Implementation Plan. Each of the planning charrettes is described in much more detail within the appendices to this Implementation Plan. Copies of materials discussed in the planning charrettes are also included or at least described within the appendices.



“The intent of the Implementation Plan is to facilitate and encourage coordination and cooperation among the various groups and organizations working diligently to achieve the Grand Junction vision”

CHAPTER 2: COMPREHENSIVE PLAN SUMMARY

This Chapter summarizes the planning objectives most directly related to what is now known as “Grand Junction” contained in the 2007 Westfield-Washington Township Comprehensive Plan, the 2008-2009 Grand Junction Master Plan and Addendum and the 2009 Grand Junction Conceptual Design Charrette.

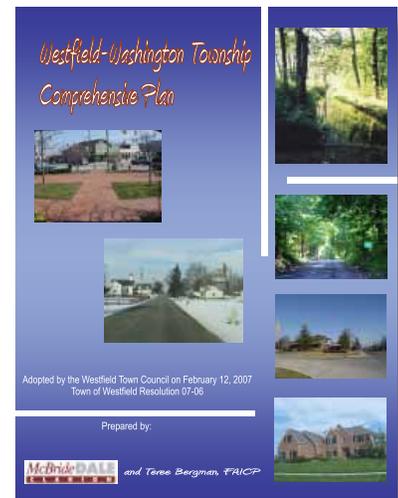
The Westfield-Washington Township Comprehensive Plan

The Westfield-Washington Township Comprehensive Plan was adopted in February of 2007. The Comprehensive Plan includes several recommendations related to Westfield’s historic downtown area (now referred to as “The Grand Junction”) summarized here:

1. Appropriately plan for and provide adequate parking in the downtown area (for customers, clients and employees).
2. Encourage new development to be constructed in a way that resembles and complements the building aesthetics existing in the downtown area (e.g., require buildings to be constructed close to the street).
3. Promote downtown as a growth center and a destination place.
4. Develop a unique image for the downtown area.
5. Encourage landscaped open spaces in the downtown area.
6. Encourage the development of pedestrian trails within and connecting to the downtown area.
7. Encourage the following general types of land uses: commercial, offices, retail, residential (especially new homes that resemble existing older home styles), high density residential, cottage industries, institutional, entertainment, parks, plazas and other open spaces.
8. Prepare and adopt detailed plans for downtown development and redevelopment. Plans should include an urban design component, market study and Implementation Plan.
9. Implement appropriate regulatory changes to address: parking, building setbacks, landscaping, lighting, building scale and mass, design standards, signage, reuse of existing structures, traffic management, pedestrian trails, branding of the downtown, storm water detention, land use, infrastructure improvements, streetscape improvements (e.g., trees, street furniture, flowers and lighting) and maintenance standards.
10. Develop partnerships and encourage formation/enhancement of appropriate organizations to support the downtown development and redevelopment initiative.
11. Develop a capital improvement program for the downtown area.

The Grand Junction Master Plan and Addendum

The Grand Junction Master Plan work was completed in February 2008. An addendum to the Westfield-Washington Township Comprehensive Plan, The Grand Junction Master Plan Addendum, was later adopted by the City Council in February of 2009, which summarizes and highlights the work completed during the Grand Junction Master Plan process.



The plan describes the Westfield community’s vision for the future of its historic downtown area, identifies policy objectives to guide public decisions related to the historic downtown area, and identifies opportunities for investment (mostly public projects) that provide the greatest opportunity for reaching those objectives.

The plan describes the community’s vision for Grand Junction as an integrated combination of uses and outdoor public spaces...where many kinds of connections are made: connections with family and friends, the larger community, nature, great places to dine, distinctive places to shop, important regional trails and roadways, and Westfield’s historic legacy.

“an integrated combination of uses and outdoor public spaces... where many kinds of connections are made.”

OBJECTIVES: The broader policy objectives identified in the plan include:

1. Establishing a “Grand Junction” brand;
2. Showcasing the natural environment within Grand Junction;
3. Creating a comfortable downtown for people;
4. Creating a unique mix of destinations for people;
5. Multi-modal accessibility; and
6. Financial stability.

OPPORTUNITIES: The public investment opportunities identified in the plan include:

1. Grand Junction Plaza: The Grand Junction Plaza is designed to be public gathering place in the heart of downtown Westfield. Key features of the Grand Junction Plaza include: new connections to the Monon Trail and Midland Trace Trail; a signature water element as a focal point; a Great Lawn gathering space; highly visible gateway areas; a family-friendly playground; and a realigned, specially paved Jersey Street.
2. City Hall/Library Project: A new City Hall and a new Westfield Washington Library would strengthen downtown’s image and identity as the community center place.
3. Extended Trail System: Extending the downtown trail system would create exceptional connectivity between the Monon Trail, Midland Trace Trail, other local trails, businesses, civic institutions and residential neighborhoods.
4. Extended Street Network: Key features of the extended street network would include: a Poplar Street extension south to the proposed Lantern Commons project (to be located on the northeast corner of U.S. Highway 31 and 161st Street); a realigned and extended Jersey Street between Union Street and Cherry Street; and an extension of Mill Street that connects Main Street and Union Street.
5. Regional Storm Water Detention: Regional storm water facilities would help enable desired patterns of development, serve as attractive water features and provide convenient recreational space for nearby residents.
6. Gateway Development: A signature downtown development including a hotel, conference center and premium office buildings would create a high quality downtown gateway at the U.S. Highway 31 interchange to be constructed at State Highway 32 (Main Street).



Grand Junction Conceptual Design Charrette

In the last half of 2009, the City and the Grand Junction Task Group engaged in the Grand Junction Conceptual Design Charrette exercise in order to help inform its decisions about how and where to invest its available resources to advance the community's vision for the Grand Junction. Specifically, the group identified the following priorities: (1) enhance the South Union Street streetscape; (2) complete a portion of the Grand Junction Plaza; (3) improve and enhance Jersey Street between Mill Street and South Union Street; and (4) provide trail head and parking lot improvements for Asa Bales Park. As part of this exercise, members of the development community participated in planning sessions where they were asked to identify the City's greatest challenges to reaching the Grand Junction vision. Although never formally memorialized in a comprehensive plan amendment, the following three challenges have been important in shaping the City's investment strategies since the exercise and they continue to influence the community's thought processes today:

1. Rooftops: In order for the downtown area to become the destination place envisioned in the Grand Junction Master Plan, the City should work to attract as many new households within walking distance of the downtown area as possible, as soon as possible.
2. Land Assembly: The risks and uncertainties associated with land assembly represents a significant obstacle for developers desiring to develop or redevelop land in Grand Junction. Anything the City is able to do to facilitate or simplify this activity would likely expedite redevelopment.
3. Access to Capital: It is difficult for developers to obtain capital for redevelopment projects like the ones desired within Grand Junction. Part of this has to do with the current lending environment and part of this has to do with the many additional contingencies associated with redevelopment projects (contingencies that are not as prevalent in greenfield development projects).

Grand Junction Plaza Map



LEGEND

1. Great Lawn
2. Play Lawn
3. Thompson Canal
4. Performance Venue
5. Bocce/Vendor Area
6. Nature Play Area
7. Loading/Service Area
8. Water Play
9. Arts Garden
10. Grand Junction Plaza
11. Wetlands
12. Thompson Plaza
13. Boulder Wall
14. Sled Hill
15. Anna Kendall Trail
16. Anna Kendall Creek
17. Midland Trace Trail
18. Asa Bales Trail
19. Parcel East Redevelopment
20. Parcel West Redevelopment
21. Existing Homes/Adaptive Reuse
22. Union Street Bridge & Overlook
23. Existing Railroad Embankment

CHAPTER 3: SUMMARY OF ACCOMPLISHMENTS

1993 - Ball State University Study

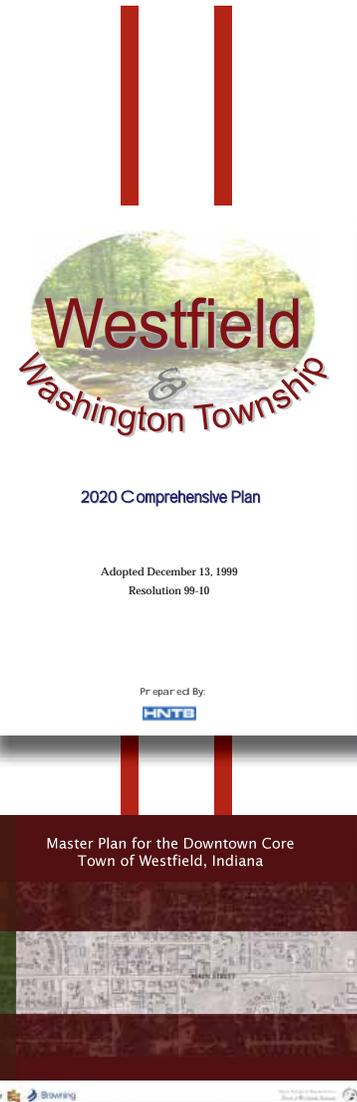
- Document – Westfield and Washington Township Planning and Design Studies
- Developed in conjunction with Ball State University’s Community Based Projects Program, this study covers a wide range of topics for the Westfield community. It is one of the first documents to identify the town unification with the township and subsequent conversion to a city as a means of managing growth, maintaining Westfield’s small town identity and enhancing economic development and public services. As specifically related to the downtown area of Westfield, the plan identifies a need to create a park-like community gathering space and a new government center. Concerns were also raised in the plan related to traffic, overhead power lines as well as a need for enhanced design guidelines and a historic preservation plan.

1999 - Comprehensive Plan

- Document – Westfield and Washington Township 2020 Comprehensive Plan (the “1999 Comprehensive Plan”). This document represents the first comprehensive plan completed for Westfield as contemplated in IC 36-7-4.
- This plan was assembled to provide a strategy for the management of growth and represented the community’s interest in how Westfield would develop. The plan addresses five key issues: 1) preservation of community character; 2) desire for more parks and other recreational facilities; 3) developing strategies for growth management; 4) revitalization of downtown; and 5) creating solutions for east-west traffic flow within the community. This plan notes a need for a special study of the downtown area that would focus on economic development, residential development, historic preservation and parking needs.

2006 - Cripe Plan

- Document – Master Plan for the Downtown Core
- The purpose of this initiative was use to provide policy direction regarding development in downtown Westfield. The boundaries identifying downtown Westfield were borrowed from the not-yet-completed 2007 Westfield-Washington Township Comprehensive Plan. Ultimately three future land use maps were proposed as well as architectural objectives and economic analyses. The plan recommends using development incentives and marketing downtown amenities in an effort to encourage more development in the area.



2007 - Comprehensive Plan

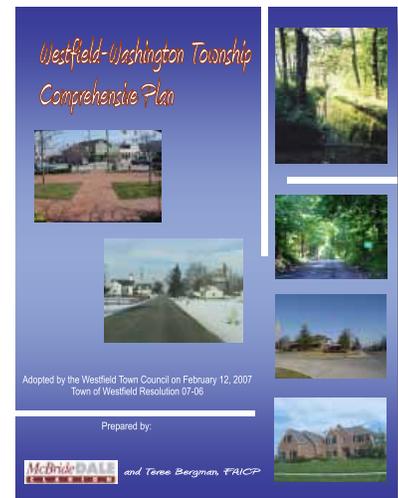
- Document – Westfield-Washington Township Comprehensive Plan created to update and replace the 1999 Comprehensive Plan.
- In ten years' time, the City of Westfield saw its population double and with it a need to revise its Comprehensive Plan. With extensive community input, the City prepared and adopted the Westfield-Washington Township Comprehensive Plan in early 2007. This plan identified the downtown area as a special study area. It noted many assets within the downtown area, including: Midland Trace Trail, Natalie Wheeler Trail, Asa Bales Park and a collection of historic buildings. The plan also identified challenges for the downtown area: truck traffic on State Highway 32, perceived lack of parking, aging infrastructure and an unattractive streetscape. Recommendations of the plan include improving the appearance of downtown, traffic flow, parking, and way-finding; as well as promoting pedestrian friendliness and activity.

April 2009 – Grand Junction Master Plan and Addendum

- Document – Grand Junction Master Plan and Addendum
- A special study of downtown Westfield was conducted in 2008 after the formation of the Grand Junction Task Group. The plan identifies a long term vision as well as land use and financial investment goals for the intermediate and short terms. The centerpiece of the plan includes creating a public gathering space in the form of Grand Junction Plaza, west of Union Street between Mill Street, Park Street and Jersey Street (*see Grand Junction Plaza Map on Page 9*). Key public investment opportunities are also identified including: Grand Junction Plaza, new civic facilities, extended trail system and street network, enhanced stormwater management, and signature gateway developments. A summary of this plan was adopted in the form of an addendum to the City's 2007 Westfield-Washington Township Comprehensive Plan in April of 2009.

December 2009 – Grand Junction Conceptual Design Charrette

- Document – Browning Day Mullins Dierdorf/Design Workshop Grand Junction Conceptual Design Charrette Report
- The Grand Junction Conceptual Design Charrette Report (the "Charrette Report") was undertaken to refine the recommendations for the Grand Junction Plaza design as well as the adjacent city streets and development areas. City consultants Design Workshop and Brown Day Mullins Dierdorf hosted a three-day charrette, inviting stakeholders from the community to provide input. Once completed, the City consultants validated the designs with local developers and assembled the Charrette Report to document the completed work.



Grand Junction Addendum
to the Westfield Washington Township Comprehensive Plan

April 2009



June 2010 – Grand Junction Master Plan Review

- Document – Grand Junction Master Plan Review
- The Grand Junction Master Plan Review (the “Review”) was an audit of the City’s progress since the Grand Junction Master Plan was created. Interviews were completed with various stakeholders, including Mayor Andy Cook, Deputy Mayor Bruce Hauk, City Councilor Ken Kingshill, Executive Director of the Downtown Westfield Association Anne Poynter, and members of the Grand Junction Task Group. The Review examined physical improvements and land development, finances, as well as public policy and outreach. Overall, the Review was complimentary of the City’s progress and included some minor recommendations for moving forward.

Summer 2010 – Westfield Thoroughfare Plan Addendum

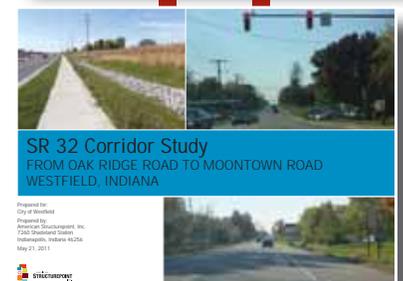
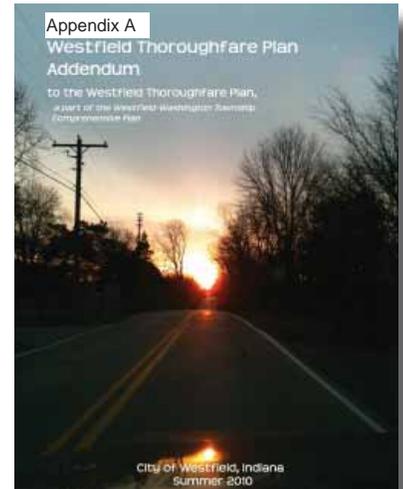
- Document – Westfield Thoroughfare Plan Addendum – Appendix A
- There are three goals identified in the Westfield Thoroughfare Plan Addendum (the “Thoroughfare Addendum”): improve connectivity in Grand Junction; provide solutions for navigating around the U.S. Highway 31 improvements; and to enhance the City’s alternative transportation network. These goals are identified to improve the pedestrian and road networks in downtown Westfield. In the downtown area, the plan recommends that T-intersections be removed and dead end streets be connected to the greater road network. The Alternative Transportation Plan map is updated to include trail crossings of U.S. Highway 31, State Highway 32 and identifies new trails, including Little Eagle Creek Trail, Cool Creek Trail and the Anna Kendall Trail.

Summer/Fall 2010 – South Union Street and Grand Junction Trail Project

Per the newly adopted addendum to the Thoroughfare Addendum, funds were allocated for the construction of the trail connection between the Natalie Wheeler Trail and the planned Grand Junction Plaza. The project includes trails, benches and rain gardens as a means of also improving the southern gateway to downtown Westfield. This streetscape enhancement work was completed in the fall of 2010.

October 2010 – Main Street Corridor Study

- Document – State Road 32 Corridor Study: From Oak Ridge Road to Moontown Road
- Completed by American Structurepoint, the State Road 32 Corridor Study examined Main Street (State Highway 32) from Oak Ridge Road to Moontown/Gray Road. Rapid growth and U. S. Highway 31 improvements have created a considerable strain on the State Highway 32 corridor. The purpose of this plan is to identify and evaluate State Highway 32 transportation improvement alternatives while keeping in mind downtown Westfield redevelopment opportunities. A recommendation for a four lane divided roadway is made based on an evaluation of traffic operations, safety, community impact, right-of-way acquisition and construction costs. This proposal also includes roundabouts at Shamrock Drive/Poplar Street and East Street.



February 2011 – facade Improvement Program

The Facade Improvement Program was established by the City Council in February of 2011. Ordinance 10-22 created the program which offers downtown business owners and residents a matching reimbursement grant of up to \$5,000 on projects that improve the facades of buildings. The City Council allocated \$50,000 to initially fund the grant program. Two years into the program, six grants were awarded totaling a \$25,000 investment from the City which generated over \$58,000 in new private investment in aesthetic improvements downtown.

Spring 2011 – Midland Trace Trail paved between Union Street and Carey Road

This section of the Midland Trace Trail connects downtown Westfield to the Westfield Marketplace retail center, Simon Moon Park and the Westfield City Services Building. In order to make the crossing at Cool Creek, the Bridgewater Club donated a damaged golf cart bridge that was restored, installed and painted according to the colors of the Midland Trace.

April 2011 – Old Friends Cemetery Park rededicated

Formally known as the Martha Doan Memorial Garden, the rededication of Old Friends Cemetery Park followed an extensive renovation of the historic cemetery grounds. Serving as the final resting place for many founders of the City, Old Friends Cemetery Park was in the care of the Westfield Woman’s Club (the “Woman’s Club”) during its time as the Martha Doan Memorial Garden. Plans from the 1965 Woman’s Club renovation inspired City Consultants Browning Day Mullins Dierdorf to design a park setting that honored the rich history of the City and to create a trail head for the Midland Trace Trail.

June 2011 – Grand Junction Plaza Schematic Design

- Document – Grand Junction Plaza Schematic Design
- A draft set of plans were developed for the Grand Junction Plaza. Areas within the Plaza are designed to accommodate a variety of activities including a farmer’s market, community festivals, amphitheater, ice skating/water fountain, and play ground as well as open areas for more passive park uses. Plans include integrating Grand Junction Plaza with Asa Bales Park by way of a pedestrian crossing along the Thompson Canal under State Highway 32. Five residential structures along South Union Street are identified for preservation.



July 2011 – Westfield Blossoms

In early 2010 downtown business owners Dave and Becky Weiss advised the City of Westfield that they were interested in installing a mural on their building at 101 South Union Street. Knowing the impact it would have on the downtown landscape, they engaged the City in discussions regarding a public art piece that would highlight the history of the community. Both parties agreed to install a removable sculptural mural so that the pieces can be removed when State Highway 32 is expanded. Blice Edwards of Indianapolis was contracted to complete the unique project after being selected through a design competition judged by the Grand Junction Task Group. The mural was unveiled during Westfield Rocks the 4th in July of 2011.



Spring 2012 – Property acquisition begins for Grand Junction Plaza

- Document – Grand Junction Plaza Affected Parcels Map
- Property acquisition began in the spring of 2012. By the close of the year five properties had been purchased and two others had closings scheduled in 2013. The City continues to reach out to property owners interested in selling their homes in the area identified for Grand Junction Plaza development.

March 2012 – The Towers at U.S. Highway 31/State Highway 32

- Document – US 31/SR 32 bridge design plans
- Recognizing the importance of the State Highway 32 and U.S. Highway 31 interchange to the community, the Grand Junction Task Group met with representatives from RQAW to assist in the design of a signature bridge structure. The interchange itself will serve as a gateway to the Westfield community and downtown Westfield, specifically. Since the bridge will span State Highway 32 it is important that bridge enhancements be visible from U.S. Highway 31. It is contemplated that large towers, resembling torches, will anchor at least two of the corners of the bridge (*see below and the Grand Junction District Map on Page 24 for Gateway Tower Locations*). It is contemplated that each tower will be lit internally and externally to give the design depth at night. Construction on the interchange is expected to begin in 2014 with completion in 2015. The towers will each be completed as funds allow.



Summer 2012 – Grand Junction Properties

Grand Junction Properties was created as a real estate resource for businesses looking to relocate to Grand Junction. With a strong focus on downtown Westfield, the organization provides free marketing for those interested in selling or leasing their properties. Market data and demographic information are available through this organization. Grand Junction Properties also serves as an information resource for downtown developments including the Grand Junction Plaza.



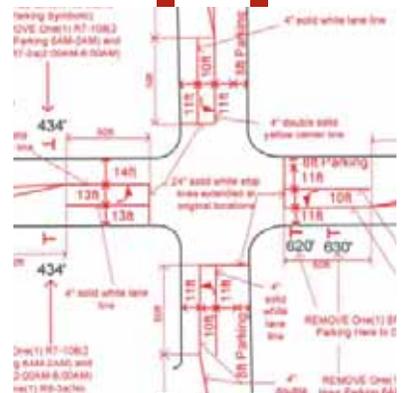
July 2012 – Asa Bales Park East Entrance Enhancements

Becoming something of a tradition, the 2012 Westfield Rocks the 4th festival brought about another unveiling of public art. Working with the Herron School of Art and Design, and artist Katey Bonar, “Passaggio” (pictured right) was presented to the City of Westfield and a special “Meet the Artist” event was held later in the month. Three thirteen-foot columns comprise the main sculpture with a set of concentric steel rings suspended inside the columns at the top. The sculpture is completed with two other sets of rings grouped in the adjacent sidewalk. The name “Passaggio” means passageway or turning point in a journey. While Passaggio functions much like an entry way into Asa Bales Park, the artist hopes people see the symbolic meaning. “I feel like opening an art piece like this in Westfield gives an opportunity for residents to reflect on the past, as well as to examine where they are now and where they want to be in the future, both collectively and personally.” –Katey Bonar



October 2012 – Main Street and Union Street Reconfiguration

In an effort to improve traffic flow in downtown Westfield, the City worked with INDOT to restripe the Main Street and Union Street intersection. The project included the removal of twenty (20) on-street parking spaces which allowed for the addition of dedicated left turn lanes on both Main Street and Union Street.



Regional Detention Design and Planning

- Document – Regional Detention PowerPoint
- A significant amount of land in the downtown area of Westfield falls within the floodplain of the Anna Kendall and Thompson waterways. Additionally, storm water detention requirements make development challenging on small parcels of land like many of those located in Grand Junction. In an effort to free up more land for development in the downtown area, the City has started work on a regional detention system.



CHAPTER 4: RECENT EVENTS AFFECTING GRAND JUNCTION INITIATIVES

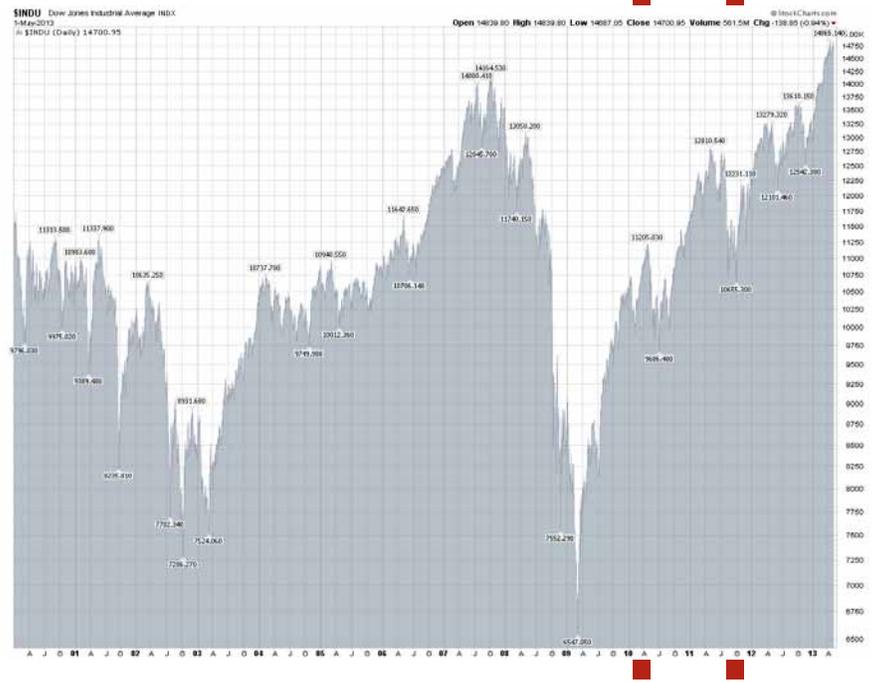
The Economy

The recession of the mid-2000's is attributable to a sharp increase in sub-prime mortgages, a decline of securities backed by said mortgages and the collapse of several major financial institutions which led to a disruption of the flow of credit to businesses and consumers on a global level. Between 2004 and 2006, the use of sub-prime mortgages increased from approximately 8 percent of the market to 20 percent (and higher in some parts of the U.S.), most of which were adjustable rate mortgages. Additionally, American households saw significant increases in the debt to disposable income ratio: 77 percent in 1990 to 127 percent in 2007. The increase is attributed to higher mortgage levels. As homeowners saw sharp declines in home prices, refinancing became difficult. Global investors cut back on purchases of mortgage-backed debt and other securities.

As a result of the recession, the U.S. lost nearly 9 million jobs (6 percent of the workforce), and housing prices fell 30 percent on average. The U.S. stock market fell approximately 50 percent by 2009. While the stock market has recovered, housing prices are still recovering and unemployment is still high.

There were two federal acts that were aimed at improving the economy. In 2008 President Bush signed into law a \$168 Billion stimulus package that took the form of income tax rebate checks mailed to tax payers. In 2009, President Obama signed the American Resource and Recovery Act (\$ 787 Billion) another stimulus package this time taking the form of both spending programs and tax cuts. Approximately \$75 Billion was specifically set aside to assist struggling homeowners and is referred to as the Homeowner Affordability and Stability Plan. Post crisis, the national debt has risen from approximately \$10 Trillion in 2008 to over \$16 Trillion in 2012.

In looking at the condition of the economy in 2013, unemployment is down and locally we see increases in the number of building permits and the value of the real estate. According to the Bureau of Labor Statistics, the National Unemployment Rate was 7.6 percent in March of 2013. The State of Indiana was over 8.7 percent in the same month, a .5 percent increase over March of 2012. However, Hamilton County has experienced a much lower unemployment rate at 6.4 percent (March of 2013) according to Stats Indiana. The City of Westfield saw even lower unemployment rates of 5.7 percent in March of 2013, up from 5.1 percent in March of 2012.



The first quarter of 2013 showed an 88 percent increase in overall building permits over the same quarter in 2012. Single-family housing starts were up 85 percent over 2012 numbers for this same period. Most notable is the \$31 Million in overall improvements (land values not included) receiving permits in the first quarter of 2013 which is one-third of the total of all improvements from 2012. Directly impacting Grand Junction, Union Street Flats was issued six permits in the first quarter of 2013 with an estimated \$6.9 Million in improvements. The total value of this project is expected to be between \$18 million and \$23 million.

Grand Park (<http://www.grandpark.org/>)

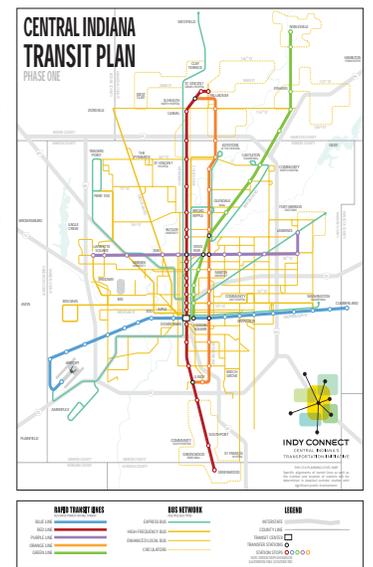
Located in the northwest quadrant of U.S. Highway 31 and State Highway 32, Grand Park is the economic development area surrounding the Grand Park Sports Campus. With a development focus on tourism, hospitality, life science, research and development, and distribution, there is expected to be a significant amount of growth in this area over the next five years. It is anticipated that the majority of the tourism and hospitality businesses will be national or regional chains, easily recognizable for the estimated 1.5 million visitors per year at the Grand Park Sports Campus.

With such a significant number of visitors expected at the Grand Park Sports Campus, plans include developing the Grand Junction area and Grand Junction Plaza of downtown Westfield in a way that provides non-sports themed entertainment; thus, giving guests to the City an opportunity to escape the sports environment to Hoosier hospitality. Grand Park Sports Campus visitors, City residents, and the City’s business community will be able to enjoy outdoor concerts, farmer’s markets, and other unique opportunities to meet and gather. Guests will be able to enjoy local restaurants and boutique shopping in the heart of downtown Westfield.

Mass Transit

Mass transit has been an increasingly discussed topic in the Central Indiana Region. House Bill 1011 (the “Bill”), which sought legislation allowing a public referendum to permit local governments to decide how to fund mass transit in Central Indiana, was hotly debated during the 2013 legislative session. The Bill was passed by the House, but sent to summer study committee in the Senate. The next legislative session should give rise to additional discussion.

As proposed by Indy Connect (<http://www.indyconnect.org>), a bus rapid transit system would serve from Carmel, extending south to Greenwood through Indianapolis. Preliminary maps indicate the route would terminate at the Palladium in Carmel’s City Center. Representatives from Westfield have indicated a desire to work with Indy Connect to revise the initial plan and extend the bus route to downtown Westfield or Grand Park.



US 31 Major Moves (<http://us31hamiltoncounty.in.gov/>)

The U.S. Highway 31 Major Moves project will upgrade U.S. Highway 31 through Hamilton County to freeway standards from I-465 to State Highway 38. Once complete, access to the new highway within Westfield will be via interchanges located at 146th/151st Streets, 161st Street, State Highway 32, 191st Street and at State Highway 38. The intent of the project is to reduce congestion, improve safety and provide continuity for commerce and travels on U.S. Highway 31 which extends from Michigan to Alabama.

Construction of the project began in 2011 and immediately impacted downtown Westfield. To provide immediate safety improvements, cross access at Park Street south of U.S. Highway 31 was eliminated, a traffic signal was added at 169th Street, and turning options were limited on State Highway 32 immediately west of U.S. Highway 31. In late 2012, offline construction started for the State Highway 32 interchange leading to the relocation of several businesses and demolition of several structures has occurred in 2013.

Utility Transfer

A combination of property tax caps, high growth projections and the possibility of increased debt associated with the City’s water and sanitary sewer utilities led to the decision to leverage these assets. The City examined two options: 1) liquidation, and 2) an outright sale. Ultimately deciding on an outright sale, eight (8) firms considered this opportunity, but ultimately, three (3) submitted bids in May of 2012.

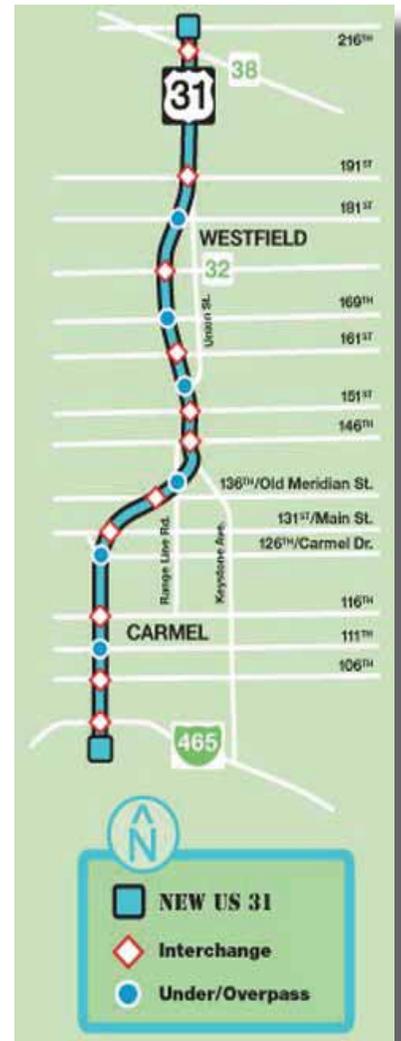
Once all the bids were reviewed, the winning bid by Citizens Energy was accepted. A public information campaign began in October of 2012 and in the following November an application was made to the Indiana Utility Regulatory Commission (the “IURC”) to permit this transaction. The City and Citizens Energy entered the discovery and testimony phase of the transfer in January of 2013. This will be followed by hearings with the IURC in June, 2013.

Upon completion of the utility transfer, the City would be able to retire approximately \$45 Million in utility debt. This will cut the City’s overall debt in half and provide funds for other public projects focused on economic growth and development.

Grand Junction EDA

The Grand Junction Economic Development Area (the “TIF District”) was established in August of 2009. In 2011 the TIF District was expanded to include the Grand Park area. In February of 2013, the TIF District was amended to remove parcels that were included in the U.S. Highway 31 Major Moves project.

The TIF District has been targeted for economic development. Presently two major projects are underway: Wellbrooke (a.k.a., Mainstreet Property Group, LLC, a 24-hour skilled nursing facility) and Union Street Flats (a high-end 237-unit apartment community being constructed by J. C. Hart Company, Inc.). These two projects are expected to start generating significant tax increment by 2014.



CHAPTER 5: GRAND JUNCTION DISTRICT

Grand Junction District Boundaries

The Grand Junction District (the “District”) is generally bound by Hoover Street to the north, East Street to the east, and U.S. Highway 31 to the west (the exception being that the immediate parcels on the west side of the U.S. Highway 31 and State Highway 32 interchange are also included in the District). The southern boundary varies on each side of Union Street. On the west side of Union Street, the District’s boundary follows 169th Street (David Brown Drive); on the east side of Union Street, the District is generally bound by the edges of the Coverdale, Emerald Place, and Pheasant Run subdivisions (see *Grand Junction District Map on Page 24, the “District Map”*). This geographic area represents the land area to which the recommendations of this Implementation Plan apply.

The District is divided into five (5) Sub-districts: the Junction Sub-district (indicated in orange on the District Map); the Gateway Sub-district (indicated in green on the District Map); the Union Sub-district (indicated in yellow on the District Map); the Kendall Sub-district (indicated in blue on the District Map); and the Neighborhood Sub-district (indicated in pink on the Grand Junction District Map). Each of these Sub-districts is discussed in more detail in the paragraphs that follow.

Junction Sub-district (orange)

The Junction Sub-district includes the core of Westfield’s downtown area. It is the central business district of Westfield. The Junction Sub-district centers on Union Street and Main Street. It extends to properties just north of Penn Street, to the north; properties just east of East Street, to the east; properties just south of the future Mill Street/East Street extension, to the south; and Poplar Street, to the west.

The area included in the Junction Sub-district contains the basic grid street network that is part of a typical, traditional downtown. The street network is planned to be extended in strategic locations to enhance circulation. This Sub-district is anticipated to redevelop in a form that is compatible with traditional downtown development.

Preserving Westfield’s heritage is important, and a list of downtown buildings that need to be preserved should be developed and maintained. As the rest of the Sub-district redevelops, it is anticipated that buildings will be positioned near the street and they will be designed using timeless and eclectic architecture. Quality materials and design should be used. Faux facade treatment is not desirable in this area. The Sub-district should maintain a distinct character that is unique to Westfield, and it should be welcoming and safe for pedestrians and first-time visitors. Public art should be integrated into the area, and public/semi-public spaces should be incorporated into the Sub-district’s design and enhanced as the area develops and redevelops. Uses and events that create activity and interest in the downtown should be encouraged.

Gateway Sub-district (green)

The Gateway Sub-district is the area immediately surrounding the interchange to be constructed at U.S. Highway 31 and State Highway 32. It is bound by Sun Park Drive on the west; Poplar Street on the east; the former Central Indiana railroad right-of-way to the south, the north side of the school's existing football stadium to the north.

This area is an important gateway area for the City of Westfield's economic development strategy. Visitors traveling on U.S. Highway 31 will be able to access both Grand Junction and Grand Park by using the State Highway 32 interchange (*see the Grand Junction District Map on Page 24 for the Gateway Tower Locations*). High-quality architecture on all sides of the structures at this location is critical to the success of this area. Business signage should not be identical in appearance, but should consist of a common pallet of materials. Buildings should be designed so that the tops of roofs cannot be seen from the elevated U.S. Highway 31. Hotels, hotel/conference centers, apartments, and office buildings are uses that should be encouraged within the Gateway Sub-district.

Union Sub-district (yellow)

The Union Sub-district includes portions of the Union Street corridor within Grand Junction located outside of the Junction Sub-district. The Sub-district extends approximately 300 feet on either side of Union Street.

The Union Sub-district possesses distinctive characteristics that are desired to be preserved and enhanced. The Sub-district contains: mature trees; residential character; older homes with distinctive, historical architecture; and an "old town feel." The policy objectives of the Union Sub-district are to preserve the residential character; limit commercial uses and signage; preserve the existing density along the street; preserve the existing structures (when appropriate); preserve the existing mature trees; and encourage the enhancement of existing structures and properties.

As areas along Union Street redevelop, special attention should be given to the architectural, landscaping, lighting, fencing, and building setback standards so that the existing character of the street is preserved. Also, policies should be developed for addressing the renovation, alteration, addition, reconstruction, demolition, or redevelopment of existing structures.

Kendall Sub-district (blue)

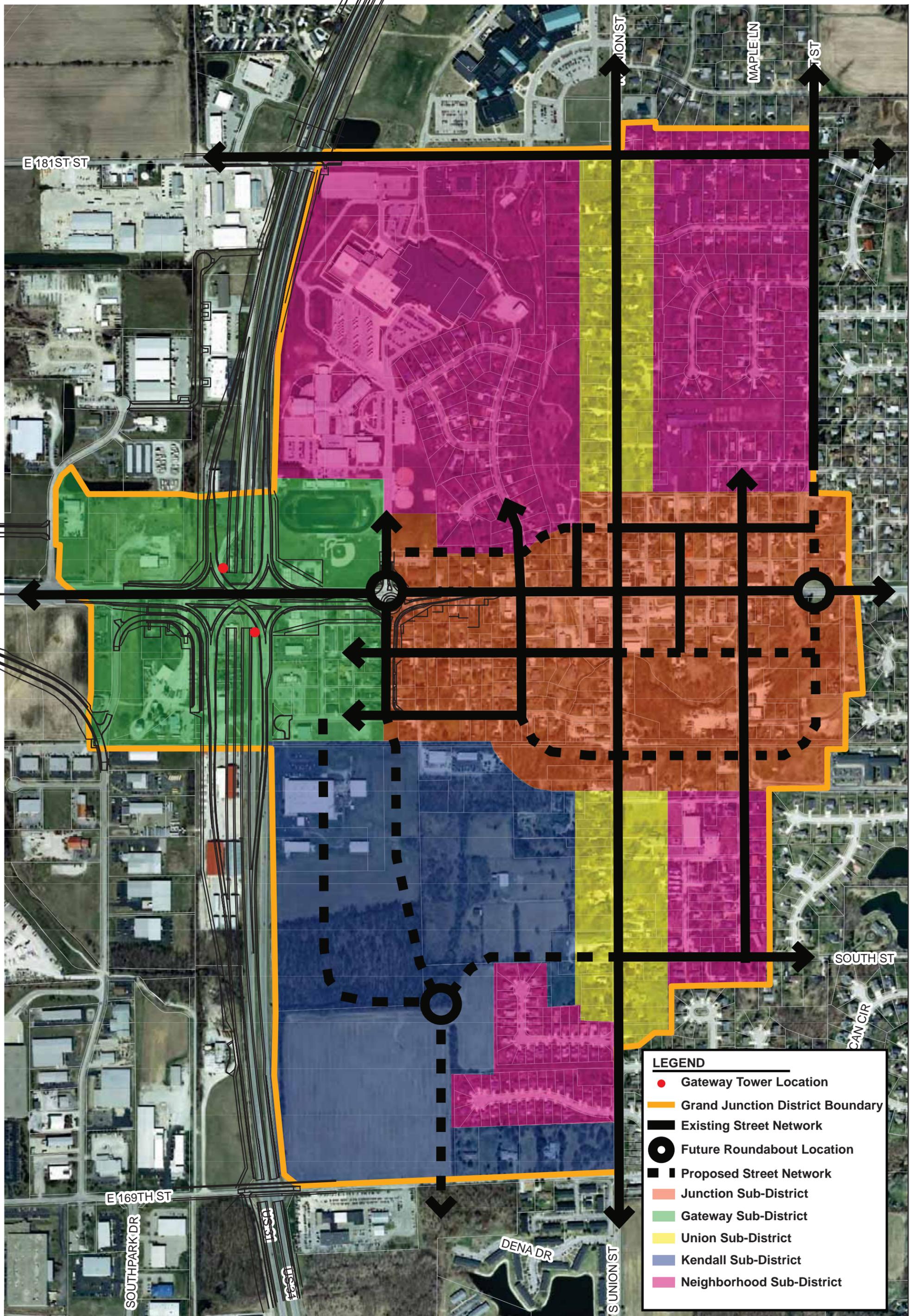
The Kendall Sub-district is largely undeveloped property. Its boundaries are the former Midland Trace railroad right-of-way to the north; U.S. Highway 31 to the west; Union Street to the east; and 169th Street (David Brown Drive) to the south. The Sub-district is named for the Anna Kendall Legal Drain, which bisects the Sub-district. Property near the Anna Kendall Drain has been identified as a potential location for a regional detention basin that will serve much of the Grand Junction District. When developing the detention system, designing the area as a park-like amenity should be encouraged.

The Sub-district has U.S. Highway 31 frontage and is expected to attract prominent buildings in the Westfield skyline. Taller buildings and attractive landscaping between the buildings and U.S. Highway 31 should be encouraged. Medical/office uses with ancillary retail should be encouraged. Single-family housing and independent retail uses should be discouraged.

Neighborhood Sub-district (pink)

The Neighborhood Sub-district includes several existing neighborhoods and residential subdivisions that are near to the downtown core (e.g., Newby's Westfield Heights; North Union Heights; Sleepy Hollow; Pine Hollow; John Kerr Subdivision; Kenyon Subdivision; Southridge Subdivision; and Cherry Wood Estates Subdivision). The Sub-district also includes the Westfield Intermediate School campus; the Westfield Middle School campus; the Christ United Methodist campus; and the Union Bible College campus.

These areas are included in the Neighborhood Sub-district because they are the residential and institutional properties which populate and serve the Grand Junction area. It is unlikely that these areas will redevelop in the near future; however, the potential for future redevelopment does exist, and for this reason, a clear vision for the redevelopment of the downtown neighborhoods should be developed.



LEGEND

- Gateway Tower Location
- Grand Junction District Boundary
- Existing Street Network
- Future Roundabout Location
- Proposed Street Network
- Junction Sub-District
- Gateway Sub-District
- Union Sub-District
- Kendall Sub-District
- Neighborhood Sub-District

CHAPTER 6: IMPLEMENTATION PLAN OBJECTIVES AND ACTION ITEMS - FULL LIST

Since 1993, there have been at least twelve planning exercises completed which are somehow related to the Grand Junction District. After reviewing and analyzing the products of these exercises, fifty-two (52) distinct planning objectives were identified. The Implementation Plan process included an evaluation and discussion of these planning objectives or “action items” (which were then prioritized as discussed in Chapter 7 of the Implementation Plan). The action items were organized into seven (7) basic categories to facilitate discussion: History and Branding; Decorations; Special Events; Zoning; Infrastructure; Public Spaces; and Economic Development. The full list of action items is included in this document on the pages that follow in order to provide context and background for future prioritization activities as the list of Top 10 Action Items in this Implementation Plan is reviewed and revised over time.

Over-arching Objectives

- Provide places for people to live within, or within walking distance of, downtown.
- Assemble land for redevelopment opportunities.
- Access the capital needed to fund projects downtown.

History and Branding

- Create/Clearly Establish the Grand Junction Brand/Design a Grand Junction logo/bug/mark/Develop a slogan for Grand Junction.

Decorations

- Create opportunities for over-street banners to promote Grand Junction events.
- Improve/enhance/expand use of hanging basket planters and the cross-arms used to hang them within Grand Junction.
- Purchase and install new and enhanced landscaping planters in Grand Junction (provide more of them and provide for public seating).
- Install new decorative light poles.
- Install attractive street furniture.
- Provide more and improved seasonal decorations within Grand Junction.

Special Events

- Recruit more involvement/volunteering from residents within Grand Junction and throughout the community.
- Recruit more organizations than just DWA and the City to host community events in Grand Junction.
- Develop better coordination with other community organizations (schools, local sports groups, etc.) regarding event scheduling/timing conflicts.
- Host at least one special event in Grand Junction every month of the year.
- Focus on improving the public events that are already hosted in Grand Junction.
- Develop a stronger partnership with the schools in hosting/promoting public events.

Zoning

- GATEWAY SUBDISTRICT (Green)
 - Develop architectural and development standards for the Gateway Subdistrict.
 - Develop strategy for attracting/encouraging the following land uses within the Gateway Subdistrict: hotel; hotel/conference center; apartments; and offices.
 - Develop DWA review process for the Gateway Subdistrict.
 - Develop commercial sign standards for the Gateway Subdistrict.
- JUNCTION SUBDISTRICT (Orange)
 - Develop architectural and development standards for the Junction Subdistrict.
 - Formalize a position with INDOT regarding State Highway 32 expansion through Grand Junction
 - Develop standards to address modifications to existing structures.
 - Develop DWA review process for the Junction Subdistrict.
 - Develop strategy for attracting/encouraging the following land uses within the Junction Subdistrict: trail-oriented businesses (i.e., bike shop, coffee shop); dry cleaner; market; coffee shop; specialty shops; night-time gathering places; restaurants; offices (not at street level).
- UNION SUBDISTRICT (Yellow)
 - Develop standards to address modifications to existing structures.
 - Develop standards for new development (setbacks, architecture, etc.) in the Union Subdistrict.
 - Develop standards/strategy to encourage property enhancements on Union Street.
 - Develop standards for mature tree preservation on Union Street parcels.
 - Develop fence standards applicable to Union Street parcels.
 - Develop enhanced lighting standards for Union Street parcels.
 - Develop grass lawn/vegetation requirements for Union Street parcels.
 - Develop right-of-way access control standards along Union Street.
- NEIGHBORHOOD SUBDISTRICT (Pink)
 - Develop vision and standards for future redevelopment of the Neighborhood Subdistrict.
 - Develop standards for existing structures in the Neighborhood Subdistrict.
- KENDALL SUBDISTRICT (Blue)
 - Develop strategy for attracting/encouraging medical/office commercial uses in the Kendall Subdistrict.
 - Implement standards that would prevent/discourage stand-alone retail within the Kendall Subdistrict.
 - Implement standards that would prevent/discourage single-family residential uses in the Kendall Subdistrict.
 - Develop standards/policies that would encourage vertical buildings in the Kendall Subdistrict.
 - Develop architectural standards for the Kendall Subdistrict.
 - Develop landscaping standards for the area between future buildings and U.S. Highway 31.
 - Determine the extent to which the U.S. Highway 31 Overlay Zone is appropriate to apply to the Kendall Subdistrict.

Infrastructure

- Bury power lines.
- Develop policy for disposition/repurposing of existing alley property (where appropriate).
- Develop transit circulation plan as related to Grand Junction and how it connects to the system beyond.
- Develop standards to encourage transit-oriented development.
- Continue to expand/enhance the trail network within the Grand Junction.
- Create pedestrian connections between the Gateway Subdistrict and the Grand Junction Plaza.
- Install same South Union streetscape treatment in future sidewalk/curb/roadside trail projects on North Union Street and other strategic places within Grand Junction.
- Design drainage/floodplain areas as amenities and natural areas. Develop the regional detention area south of the Midland Trace Trail corridor as a downtown amenity.
- Develop plan and install new streetscape amenities including but not limited to benches, trash cans, planters, hanging baskets, bike racks, street lights (including irrigation and speakers where appropriate).
- Develop plan and install unique public signage/design theme for Grand Junction (as opposed to the rest of the City).
- Install planned new roads within the Junction and Kendall Subdistricts (*see Grand Junction District Map on Page 24*).

Public Spaces

- Review/revise trail names within Grand Junction to help with marketing/wayfinding (needs to be visitor-friendly).
- Develop strategy for reuse/repurposing of Hadley Park.
- Connect Grand Junction Trail to Asa Bales Park by installing a tunnel under State Highway 32.
- Develop and implement a plan for a dedicated trail connection between Grand Junction and Grand Park for motorized (non-car) vehicles.
- Develop centralized municipal building near Grand Junction Plaza.
- Develop redevelopment plan for existing City Hall property and other adjacent City-owned property.
- Establish a staggered (staggered in age/maturity) tree growth/planting program within Grand Junction public places.
- Build Grand Junction Plaza.
- Develop a plan for the function (seasonal uses) of the Grand Junction Plaza.
- Formalize a plan to provide for public art improvements throughout Grand Junction.
- Develop and implement a plan to convert certain public infrastructure (manhole covers, sewer grates, fire hydrants, bridges, sidewalks, intersections, etc.) into pieces of public art.

Economic Development

- Develop strategy and policies to attract as many households to locate within walking distance of downtown.
- Continue City land assembly activities to facilitate development and redevelopment in Grand Junction.
- Develop/refine strategy for business retention, expansion and development in Grand Junction.
- Develop Grand Junction parking plan.
- Amend/Revise Grand Junction Economic Development Area (TIF District) to include some missing properties and remove land acquired by State.
- Invite developer proposals for the redevelopment of parcels north of Grand Junction Plaza.
- Develop and implement a plan for promotion/marketing of Grand Junction.
- Continue (and consider expanding) the City's Facade Improvement Program.
- Consider/explore concept of creating an Economic Improvement District.

CHAPTER 7: IDENTIFYING PRIORITIES - TOP TEN ACTION ITEMS

After reviewing and analyzing the products of the various planning exercises related to Grand Junction, fifty-two (52) distinct planning objectives were identified. The Implementation Plan process included an evaluation and discussion of these planning objectives or “action items.” After identifying these action items, they were then prioritized in order to develop a coherent and targeted strategy for accomplishing the Grand Junction vision.

The priorities identified by the Implementation Plan participants have been assembled into a recommendation to the City leadership (in the form of a comprehensive plan addendum, the “Grand Junction Implementation Plan, 2013”) for its consideration and approval. Specifically, the Top 10 Action Items list included on the following pages of this Chapter recommend the top 10 priorities identified by the group of participants as being necessary to accomplish the Grand Junction vision. The product of this work is intended to provide guidance to the various decision-makers and stakeholder organizations in their respective and combined efforts to accomplish the Grand Junction vision.

History and Branding

1. Create/clearly establish the Grand Junction brand/design a Grand Junction logo/bug/mark. Develop a slogan for Grand Junction.

Zoning

2. GATEWAY SUBDISTRICT (green)
 - Develop architectural and development standards for the Gateway Subdistrict.
 - Develop strategy for attracting/encouraging the following land uses within the Gateway Subdistrict: hotel; hotel/conference center; apartments; and offices.
 - Develop DWA review process for the Gateway Subdistrict.
 - Develop commercial sign standards for the Gateway Subdistrict.
3. JUNCTION SUBDISTRICT (orange)
 - Develop architectural and development standards for the Junction Subdistrict.
 - Formalize a position with INDOT regarding State Highway 32 expansion through Grand Junction
 - Develop standards to address modifications to existing structures.
 - Develop DWA review process for the Junction Subdistrict.
 - Develop strategy for attracting/encouraging the following land uses within the Junction Subdistrict: trail-oriented businesses (i.e., bike shop, coffee shop); dry cleaner; market; coffee shop; specialty shops; night-time gathering places; restaurants; offices (not at street level).

Infrastructure

4. Develop transit circulation plan as related to Grand Junction and how it connects to the system beyond. Continue to expand/enhance the trail network within the Grand Junction. Create pedestrian connections between the Gateway Subdistrict and the Grand Junction Plaza. Develop and implement a plan for a dedicated trail connection between Grand Junction and Grand Park for motorized (non-car) vehicles.
5. Design drainage/floodplain areas as amenities and natural areas. Develop the regional detention area south of the Midland Trace Trail corridor as a downtown amenity.
6. Develop plan and install new streetscape amenities including but not limited to benches, trash cans, planters, hanging baskets, bike racks, street lights (including irrigation and speakers where appropriate).

Public Spaces

7. Build Grand Junction Plaza.

Economic Development

8. Develop strategy and policies to attract as many households to locate within walking distance of downtown.
9. Continue City land assembly activities to facilitate development and redevelopment in Grand Junction.
10. Develop Grand Junction parking plan.

CHAPTER 8: GOING FORWARD

The Grand Junction Implementation Plan recommends that the implementation planning process be revisited annually. Ideally this activity would occur sometime in the last quarter of each year. This annual activity is recommended to include the following:

MEASURING PROGRESS: An action-item-by action-item accounting of the progress made toward completing such action items.

IMPORTANT FACTORS: A description of events or factors which have inhibited or facilitated progress or completion of each action item.

VALIDATION OF EXISTING ITEMS: An analysis of each uninitiated or uncompleted action item to determine if such action item (a) is still a top ten priority, and (b) should remain on the top ten list.

IDENTIFYING NEW ITEMS: Identification of any new action items which were not previously identified in the Grand Junction Implementation Plan.

REVISING THE LIST: To the extent that any of the previously identified action items are completed or eliminated from the top ten list, additional action items from the previous year's list or newly identified action items should be inserted in the top ten list.

PREPARE ADDENDUM: A summary document, a Grand Junction Implementation Plan Addendum (the "Addendum"), should be prepared which explains the details outlined above. The Addendum should be adopted in accordance with the normal process for a comprehensive plan amendment as contemplated in the 500 Series of Ind. Code 36-7-4.

If completed in a timely manner, this document is easily useable for the purpose of annual work planning and budgeting for City departments and the various stakeholder organizations working to accomplish the Grand Junction vision.

The Grand Junction Implementation Plan, as amended, is designed and intended to act as a living, breathing document which chronicles the Westfield community's Grand Junction accomplishments, charts a course through the often complicated process of placemaking, and acknowledges and coordinates the efforts and energies of the stakeholders actively working to make the Grand Junction vision a reality. By engaging in this implementation planning dialogue on a regular, recurring basis, the Westfield community will be well-positioned to reach its goal of creating a vibrant and attractive downtown village destination.

APPENDICES

Appendix A – Charrette 1: Orientation

Appendix B – Charrette 2: Overview and Grand Junction District

Appendix C – Charrette 3: History, Branding, Decorations and Special Events

Appendix D – Charrette 4: Zoning

Appendix E – Charrette 5: Infrastructure

Appendix F – Charrette 6: Public Spaces and Economic Development

Appendix G – Charrette 7: Review and Top Ten Priorities

Appendix H – Suggested Action Items from Advisory Plan Commission Public Hearing

Appendix A – Charrette 1: Orientation (October 9, 2012)

Meeting Summary:

Before the meeting, the participants were asked to identify the top five things related to Grand Junction they like the most and the top five things they like the least. The participants began by reviewing and discussing the lists.

The group then reviewed the basic planning objectives identified in the 2009 Grand Junction Master Plan and some of the obstacles and opportunities identified during that planning process.

The group then discussed the geographic area which should be the subject of the Grand Junction Master Implementation Plan. A preliminary version of a map identifying the proposed planning area was distributed to participants for discussion and consideration.

Participants reviewed a proposed outline of discussion topics to be covered during the Grand Junction Implementation Plan process.

Grand Junction Discussion Outline/Items:

1. Top 5 Lists
2. Recap Master Plan
 - a. Initiatives
 - i. Grand Junction Plaza
 - ii. City Hall/Library
 - iii. Trail Network
 - iv. Street Network
 - v. Regional Storm Water
 - vi. U.S. Highway 31/State Highway 32 Interchange
 - b. Objectives
 - i. GJ Brand (Wayfinding?)
 - ii. Natural Environment
 - iii. Comfortable Downtown
 - iv. Mix of Destinations
 - v. Hospitality (Wayfinding?)
 - vi. Financial Stability
3. Review Events Since Master Plan
 - a. Review List
 - b. Other Items?
4. Obstacles/Priorities (from charrette)
 - a. Rooftops
 - b. Land Assembly
 - c. Access to Capital
5. Outline of Discussion Items (Consensus on Outline)
 - a. GJ Boundary
 - i. Review Map
 - ii. Modifications?
 - b. Land Uses
 - i. Encourage
 - ii. Discourage
 - iii. Priorities
 - c. Urban Form
 - i. Public Space Development Standards
 - (a) Streetscape
 - (b) Parking
 - (c) Connectivity
 - (d) Vehicular Access
 - (e) Complete Streets
 - (f) Signage
 - (g) Lighting
 - (h) Landscaping
 - (i) Public Spaces
 - (j) Public Art
 - (k) Other
 - ii. Private Space Development Standards
 - (a) Architecture/Style
 - (b) Development Standards

- (c) Lighting
- (d) Signage
- (e) Sales Displays
- (f) Colors
- (g) Landscaping
- (h) Existing Buildings
 - (1) Reconstruction
 - (2) Renovation
 - (3) Alterations
 - (4) Additions
 - (5) Demolition
 - (6) Other?

Grand Junction Top 5 Lists:

Participants were asked to list their Top 5 FAVORITE aspects, elements, places, and/or characteristics of the existing downtown area. Below is a compilation of the lists:

- 401 and 415 Union Street brick homes are quaint and interesting.
- Insurance office facade improvement- 104 Union Street and it looks great.
- Brick and stone sidewalks on west side of S. Union are most attractive.
- Old Bank Building.
- Carnegie Library and Hadley Park.
- White Brick turn of the Century Gas Station must be re-purposed.
- The Farmers Market Grass and Tree area which are reminiscent of a New England Town Green on N. Union. Post Card scene was created at last year's Christmas In Lights area glowed with warm, welcoming fires.
- Old Friends Cemetery and interpretive signage.
- Water filtrating beds with benches on west side of S. Union are attractive now that they have matured.
- GJ Park plan.
- Trails.
- Connectivity yet separation from U.S. Highway 31/State Highway 32.
- Hometown atmosphere.
- Historic buildings.
- Small town feel.
- Old Friends Cemetery Park.
- New and renovated homes and businesses.
- Downtown events (Westfield Rocks the 4th, GJ Function, Farmers Market, etc.).
- Midland Trace Trail wooded section east of Union.
- Asa Bales Park – middle section away from playgrounds.
- Old stand of historic buildings at Main and Union.
- Variety of architecture and feel of North Union Street.
- Streetscape improvements along South Union.
- Events give me reason to go.
- A few buildings have decent architecture or historical value.
- Farmers market.
- On the Midland (but can't get to Midland).
- Location has potential.
- Downtown parks (Asa, Hadley).
- Banners/Flowers.
- Downtown Events (Westfield Rocks the 4th, Westfield in Lights, Grand Junction Derby, etc.).
- North Union Street houses/buildings.
- Bank building (architecture, style).
- Red Man sculpture.
- N. Union Street both sides; (Main to Hoover Streets, some not-so-good within).
- S. Union Street; (Park to 161st Streets, particularly west side).
- North side of Main Street (East Street east to west end of CVS strip center).
- Wall mural on Flower/Drug Store (@ Main and Union).

- Old Friends Cemetery Park.
- Potential.
- Trees.
- Diversity of architectural style/not homogenous.
- Simplicity.
- Trails and waterways.
- Unique character and history.
- Quaint, small, intimate.
- Local business owners.
- Neighborhood.
- North Union/Asa Bales – pretty.
- Creek.
- Trails.
- Parks.

Participants were asked to list their Top 5 LEAST FAVORITE aspects, elements, places, and/or characteristics of the existing downtown area. Below is a compilation of the lists:

- There is a disparity between east and west side of S. Union Street regarding landscaping. The west side with the water filtering plantings is very attractive. The east side is not.
- Above ground utilities on east side of S. Union are ugly.
- State Highway 32 through downtown, Streetscape is cluttered at intervals specifically Legacy windows, store next to Marlow's Café, and the new business across from Krohn's.
- Abandoned and empty structures like The Cottage or the Dentist's office on N. Union that is for sale.
- Very minimal landscaping in front of Westfield Friends Church parking lot on S. Union Street does not provide an attractive entrance into our downtown.
- There is no nice place in downtown that serves dinner with alcohol now that Keltie's is closed.
- Low rent business that demands parking.
- Noise in Hadley park.
- Lack of a real plan including zoning to give developers.
- Lack of Westfield's Meridian Corridor overlay.
- Poorly maintained buildings.
- Used car lots.
- Too many rental homes, rather than owner occupied.
- Businesses struggle to stay open.
- No "plan" to preserve historic buildings.
- Overhead power lines.
- Lots of junky looking poorly maintained homes.
- Unmaintained ditches/creeks running through downtown.
- Lack of a nice watering hole downtown.
- No streetscape improvements along State Highway 32 (Main Street) through downtown.
- Need more buildings that resemble the old town look/feel/charm.
- Used car lots, other business types that don't seem to fit in or look like they belong.

- Utility poles.
- No real reason to go(business types).
- Not very big(goes back to offerings).
- No unique or defining element or upscale options really-no reason to take family/friends there.
- Overhead power lines.
- Lack of traditional downtown building stock (multi-story, multi-use).
- No grocery/convenience store.
- No night life.
- Many single-tenant buildings.
- South side of Main Street (between Cherry and Timberbrook).
- Penn Street (Union to East Street except new house constructed and City Hall).
- East Street, both sides (Main Street to Hickory Alley).
- North side of Main Street (1st lot east of WWS admin bldg. to Camilla Street).
- Area within Grand Junction plan (bordered by Main/Park/Union/Mill Streets).
- Mufflers and More.
- Overhead power lines.
- Small/minimal/not much there.
- Apathetic business base.
- No “wow” factor yet.
- At least one bad looking strip mall building (one-level brick buildings east of Walnut).
- Curbs/sidewalks broken.
- Horrible signage.
- Street lights ugly.
- Power lines.
- Under utilized creek.
- Run down homes - Fish House.
- Lack of business.
- Too much City owned property.
- Red Man Park needs to be developed.
- Too many empty lots State Highway 32 = Dangerous.

Appendix B – Charrette 2: Overview and Grand Junction District (October 17, 2012)

Meeting Summary:

The meeting began with a review of the comprehensive planning process and the purpose of the Grand Junction Implementation Plan process specifically. The product of this process will result in an amendment to the City's comprehensive plan. The amendment will not be limited to just land use issues. Instead, it will likely include several other policy recommendations in addition to the normal land use items traditionally included in comprehensive plans (most of which were identified through the "top five" exercise from Charrette #1. Those items are summarized below. It is anticipated that a similar Implementation Plan update exercise will be conducted every year as the community moves toward accomplishing the Grand Junction vision.

The group reviewed a revised Grand Junction study area map distributed to participants. Revisions were made based on input received and analysis conducted since Charrette #1. The group agreed to move forward in the Implementation Plan exercise with the revised map. The revised map also includes the downtown thoroughfare plan illustrated on the exhibit.

The group then reviewed a detailed outline including the planning objectives established in previous planning exercises (the 2007 Comprehensive Plan, the 2009 Grand Junction Master Plan, and the 2009 Grand Junction Design Charrette) and the categories of items identified by participants in the "top five" exercise in Charrette #1. Participants agreed that these items fall into the following basic categories for discussion: History and Branding, Zoning, Infrastructure, Public Spaces, Decorations, Special Events and Economic Development. The group agreed that the following three over-arching principles are important throughout the Grand Junction Implementation Plan process: financial sustainability; supporting and promoting new and existing organizations involved in Grand Junction; and public involvement.

Grand Junction Discussion Outline/Items:

1. Overview (refresher)
 - a. Comp. Plan Check-up (a monitoring function)
 - i. What did we set out to accomplish?
 - ii. What have we accomplished?
 - iii. How far have we come?
 - iv. How far do we have to go?
 - b. Refinements – Are we still headed to the same place?
 - i. Confirm existing objectives
 - ii. Broader Approach
 - (a) Geography
 - (b) Subject Matter
2. Grand Junction District
 - a. Comp. Plan Boundary (see Color Aerial Handouts)
 - b. Sub-districts
3. Discussion Outline
 - a. Introduction
 - i. Top 5 Lists Outline – (see Top 5 Lists – SUMMARY, Page 40)
 - ii. Previous Comp. Plan Objectives (see Summary of Comprehensive Plan Recommendations, Page 4)
 - (a) Comp. Plan 2007
 - (b) GJ Master Plan 2009
 - (c) GJ Conceptual Design Charrette 2009
 - b. Over-arching Principles
 - i. Be Financially Smart
 - ii. Support/Promote Organizations
 - iii. Public Involvement
 - c. Discussion Subject Areas (see Detailed Discussion Outline, Page 43)
 - i. History/Branding
 - ii. Zoning
 - iii. Infrastructure
 - iv. Public Spaces
 - v. Decorations
 - vi. Special Events
 - vii. Economic Development

Grand Junction Top 5 Lists Summary:

1. Favorites
 - a. Private Space
 - i. Architectural Design – Homes, Commercial Uses
 - ii. Historic Feel/Old Town Charm/Neighborhood Feel
 - iii. New and Renovated Homes
 - iv. Variety in Architecture
 - v. Simplicity in Design

- b. Public Space
 - i. Public Open Space and Parks
 - ii. Sidewalks – Newer, Enhanced
 - iii. Signage
 - iv. Plantings
 - v. Masonry – Construction Elements, Sidewalks
 - vi. Trails
 - vii. Natural Areas
 - viii. Street Banners and Flowers
 - ix. Waterways
 - x. Public Art
- c. Other
 - i. Special Events/Festivals
 - ii. Good Location
 - iii. Mature Trees
 - iv. Existing Local Businesses (businesses, not structures)

2. Least Favorites

- a. Private Space
 - i. Aesthetically Unpleasing Outdoor Sales Displays
 - ii. Vacant Commercial Structures
 - iii. Poor Parking Lot Landscaping
 - iv. No Watering Hole/Night Life
 - v. Poorly Maintained Structures
 - vi. Not Enough Old Historic (Looking) Buildings
 - vii. Not Enough Destinations
 - viii. Not Enough Multi-Story Mixed-Use Buildings
 - ix. No Grocery/Convenience Store
 - x. Aesthetically Unpleasing Signage
 - xi. Incompatible Land Uses
- b. Public Space
 - i. Above Ground Utility Lines and Poles
 - ii. Traffic Noise
 - iii. Unmaintained Ditches and Creeks
 - iv. Poor State Highway 32 Corridor Streetscape
 - v. Older Curbs and Sidewalks
 - vi. Aesthetically Unpleasing Signage
 - vii. Aesthetically Unpleasing Street Lights
 - viii. Vacant Lots
- c. Other
 - i. Not Enough Consumers
 - ii. Business Community Not Enough Engaged
 - iii. No “Wow” Factor – Need to Build Destination
 - iv. Aesthetically Unpleasing Strip Center on State Highway 32 (Donut Shop)

Summary of Comprehensive Plan Recommendations:

Comprehensive Plan (February 2007)

1. Parking Plan
2. Architectural Standards
3. Promote Downtown as Destination
4. Create Image/Branding
5. Develop Open Spaces
6. Trails/Connections
7. Land Use Plan
8. Development Standards
9. Traffic Management
10. Storm Water Plan
11. Infrastructure Plan

Grand Junction Master Plan (February 2008)

1. Branding
2. Natural Environment
3. Create Comfortable Downtown
4. Create Mix of Destinations
5. Multi-modal Accessibility
6. Financial Stability
7. Grand Junction Plaza
8. City Hall/Library
9. Extended Trail System
10. Extended Street Network
11. Regional Storm Water Detention
12. Gateway Development

Grand Junction Conceptual Design Charrette (December 2009)

1. Schematic Design of Plaza
2. Design Standards (Architecture, Development Standards)
3. Approval Processes
4. Marketing Campaign
5. Management/Maintenance Plan
6. Financial Plan
7. Land Use Plan
8. Public Involvement

Appendix C – Charrette 3: History, Branding, Decorations & Special Events (October 24, 2012)

Meeting Summary:

The first three subject areas to be discussed by the group include: History and Branding, Decorations and Special Events. A summary of these discussions and associated recommendations are included below:

1. History and Branding:
 - a. General Comments:
 - i. It is important to the participants that a coherent brand be developed Grand Junction.
 - ii. The group supports the incorporation of Westfield history into the development of a brand for Grand Junction.
 - iii. The group was very supportive of DWA (with the Grand Junction Task Group now fully incorporated into the organization) taking the lead on selecting the brand for Grand Junction.
 - b. The Brand: The participants had the following suggestions/comments for DWA as it engages in the development of the Grand Junction brand:
 - i. The brand should create an image of Grand Junction as a central gathering place.
 - ii. The group suggests that a slogan be developed (e.g., Downtown should be everybody's backyard).
 - iii. The group suggests that DWA develop a bug/mark/logo for Grand Junction.
 - iv. The group suggests that the brand should project an organic, natural image. This may be accomplished by using earthy, subtle colors, natural colors, natural shapes. The group suggests using the seven Quaker colors (see Old Friends cemetery Park sign). The Quaker colors incorporate Westfield history. The colors are associated with words used to communicate Quaker beliefs.
 - v. The group suggests that the Quaker color palette may be appropriate for dressing up important street intersections within Grand Junction. Maybe a different color scheme for each intersection.
 - vi. The group recommends that the Grand Junction brand not create a "Disney-like" image. The projected image should not be "flashy."
 - vii. Recommended key words for consideration in Grand Junction brand development: connections, central gathering place, fun, destination.
 - viii. The convergence of many pedestrian trails is very important to the Grand Junction image.
 - ix. The brand should project an atmosphere of unique local flavor, local feel, local businesses (but not exclusively), local customers, hopefully attracting Grand Park visitor traffic.
 - c. Grand Junction Image: Descriptions of the Grand Junction image for use in the branding exercise:
 - i. A place with a sense of community, a sense of place;
 - ii. A concentration of privately owned restaurants;
 - iii. An emphasis on hospitality, welcoming visitors, promoting community identity;
 - iv. An eclectic blend of old and new (downtown Bloomington, Indiana was offered as an example);
 - v. Use strategic, organized approach to Grand Junction business recruitment and attraction;
 - vi. A mix of uses/businesses;
 - vii. The old bank building image is important to the Grand Junction image;
 - viii. An emphasis on economic sustainability (the group wishes to avoid the bad press Carmel has been receiving in relation to its downtown redevelopment efforts);

- ix. The “ideal customer” of Grand Junction is the trail user demographic, the young at heart;
- x. A hangout spot with fun restaurants and meeting places; and
- xi. A place with unique public signage.
- d. Not the Grand Junction Image: The following are images that do not accurately represent the Grand Junction image:
 - i. Where only visitors/outsideers congregate to the exclusion of local residents;
 - ii. A place where national/regional franchises dominate (although the group agreed that such franchises could be incorporated at a certain level and with a “local” feel so as to avoid the national chain appearance and proliferation in Grand Junction);
 - iii. “Big box” stores; and
 - iv. A tourist trap (Nashville, Indiana was offered as an example).

2. Decorations

- a. Likes: The participants identified the types of decorations that they like as identified below.
 - i. Over-Street Banners: The group was supportive of the use of over-street banners, if done well, if maintained well, if installed well so as not to allow tearing and sagging. The group expressed that it believes such signs are a very effective means of communicating to a wide audience about Grand Junction events.
 - ii. Hanging Baskets: The group likes the efforts the City has made at decorating the utility poles nearest to the old downtown core with hanging baskets. However, the group recommends expanding and enhancing the use of such baskets. The group also suggests that the City consider installing some form of more ornamental cross-arms on the utility poles from which to hang the baskets.
 - iii. Planters: The group suggests that enhanced street planters be used to replace the existing planters. The existing planters were characterized as being “tired.” The group suggests installing street planters near public seating areas or that include ledges that can be used for public seating.
 - iv. Light Poles/Utility Poles: The group suggests replacing or improving the appearance of existing light and utility poles. New poles, if designed properly, would allow additional opportunities for decorations in Grand Junction. The group prefers a consistent treatment for these poles throughout Grand Junction to provide a sense of branding for the area.
 - v. Street Furniture: The group prefers a uniform approach for providing street furniture (e.g., benches, trash receptacles, etc.) throughout Grand Junction at appropriate locations. The group acknowledged that it likes the green metal benches that have been installed in some of the City’s parks.
 - vi. Seasonal Decorations: The group is very supportive of using seasonal street decorations within Grand Junction to brand the area and to create visual excitement and interest. The group recommends extensive use of Fourth of July flags and red-white-and-blue decorations during appropriate times of the year. The group is interested in “going all out” with Christmas/Holiday decorations to create a significant visual impact in Grand Junction. The group suggests making enhancements to the annual tree lighting presentation/event. The group recommends frequent seasonal and holiday changes to maintain a vibrant, changing and exciting visual effect in Grand Junction. The group recommended that the Downtown Westfield Association play a much greater role in choosing seasonal decorations installed in Grand Junction.
- b. Recommended Locations for Decorations:
 - i. The group recommends that the community focus on doing what it does in the way of providing street decorations very well. The group suggests focusing on quality first, then

quantity. The group suggests that the community keep doing what it is doing now, but enhance it and expand it.

- ii. Initially, the group prefers to see street decorations prominently displayed at least two blocks on each side of the streets radiating out from the intersection of Main Street (State Highway 32) and Union Street. It is recommended that this enhanced “treatment” include all of the types of “decorations” listed above.
- iii. The group also recommends that Grand Junction Plaza incorporate this same decoration treatment.
- c. Possible Community Projects: During the discussion of street decorations, group members also identified a couple possible community projects that might create some visual interest in Grand Junction without requiring the use of significant resources.
 - i. Paint Bridge: The group suggested allowing the Downtown Westfield Association or other members of the community to paint the South Union Street Bridge in vibrant colors.
 - ii. Paint Concrete Blocks: The group also suggested allowing the Downtown Westfield Association or other members of the community to paint the large concrete blocks and pieces strewn along the Kendall Creek with vibrant colors.
 - iii. The group suggested that Quaker words could be written on these items and the associated Quaker colors could be used.

3. Special Events:

- a. The group began its discussion of this item by identifying the most noteworthy community events occurring in or near Grand Junction.
 - i. Westfield in Bloom - (City)
 - ii. Westfield Rocks the Fourth - (City/DWA)
 - iii. Grand Junction Funktion - (DWA)
 - iv. Westfield Farmers Market - (City/DWA)
 - v. Westfield Tree Lighting - (DWA)
 - vi. Underground Railroad Run
 - vii. Old Fashioned Days
 - viii. Voices of the Past - (City)
 - ix. Lions Club Fish Fry - (Lions Club)
 - x. Homecoming - (WWS)
- b. The group identified what the community does well:
 - i. Westfield Rocks the Fourth is probably the City’s strongest event.
 - (a) The proximity to Grand Junction and the location of the event are good.
 - (b) This is a free event – no entrance fee.
 - (c) Access to adequate parking is good.
 - (d) The event caters to a diverse audience.
 - (e) The fireworks are good.
 - (f) The quality of the musical acts could be better.
 - ii. The holiday Tree Lighting event is family friendly. We do family-friendly events well.
 - iii. The level of community participation from certain organizations in hosting these events is strong (e.g., boy scouts, girl scouts).
- c. The group identified what the community could improve upon:
 - i. The community could benefit greatly by fostering additional volunteerism from other groups and financial support from non-public sources.
 - ii. It has been a challenge to engage individual residents living within Grand Junction.
 - iii. The Grand Junction business community continues to get more and more involved.

- iv. Grand Junction special events would likely be significantly enhanced by fostering better coordination and cooperation with the schools.
 - v. None of the Grand Junction events are what the group would characterize as “stellar.” The group agreed that all current events are “good,” but getting better.
 - vi. The group suggested that the community to greatly benefit by attracting more organizations (besides just the City and the Downtown Westfield Association) to host events.
 - vii. The group suggested that the community should do a better job at coordinating events with other community organizations (e.g., Westfield Washington Schools, local sports organizations). Often these organizations host events that draw families away from other community events.
 - viii. The group suggested that at least one event per month should be hosted in the Grand Junction area. This is a recommended goal.
4. The group agreed to discuss the Grand Junction Sub-district map at the next meeting.

Grand Junction Discussion Outline/Items:

1. History and Branding

- a. Confirm that group agrees a brand needs to be developed/established.
- b. What does having a brand mean to GJ (i.e., how will the brand be used)?
 - i. logo? (trademark)
 - ii. architectural theme/shape?
 - iii. color(s)? (good/bad)
 - iv. signs?
 - v. infrastructure?
 - vi. website?
 - vii. landscaping treatment?
 - viii. decorations?
 - ix. lights?
 - x. other?
- c. Basic brand-related questions:
 - i. What is GJ? (connections, destination, history, etc.)
 - ii. What isn't GJ? (fast food, strip centers, etc.)
 - iii. Why is GJ different from other places?
 - iv. What is the competition?
 - v. How do we want GJ to be perceived?
 - vi. Who are ideal customers? (what kind of visitors, businesses, residents)
 - vii. What do they want? Why would they come to GJ?
 - viii. Is there a unique story to tell?
 - ix. Are there any inspiring visuals that tell the GJ story?
 - x. How can brand display the goals/initiatives of the GJ Plan?
- d. Recommendation that DWA be deeply involved in determining the brand.
- e. Recommendation that the GJ "logo" found on Page 27 of the GJ Master Plan be considered as a starting point for a logo/mark

2. Decorations

- a. Confirm: Use the brand/colors in decorations?
- b. Existing Program:
 - i. Likes?
 - ii. Dislikes?
 - iii. Quantity? Adequate?
 - iv. Quality? Adequate?
 - v. Locations? What kind and where?
- c. What are the opportunities for decorative elements:
 - i. Hanging baskets
 - ii. Light poles banners
 - iii. Street furniture (benches, trash cans, bike racks, other?)
 - iv. Christmas/Festival/Seasonal lighting
 - v. Planters
 - vi. Art?
- d. Who participates in decoration decisions? Parks, WPWD, DWA?
- e. Who should be participating?

3. Special Events

- a. Confirm: Use the brand/colors in special events?
- b. Existing Program:

- i. Likes? What do we do well?
 - ii. Dislikes? What could we do better? What should we stop doing?
 - iii. Quantity? Adequate?
 - iv. Quality? Adequate?
 - v. Locations/timing (what kind, when, where?)
 - c. Anything missing?
 - d. Support organizations (and creation of organizations)
4. Grand Junction District – Sub-district Discussion (if time allows)

Appendix D – Charrette 4: Zoning (November 1, 2012 and November 15, 2012)

Meeting Summary:

1. Grand Junction Sub-district Map: The group began by reviewing and discussing the details of the proposed Grand Junction Sub-district Map. The discussion associated with each Sub-district is summarized below:
 - a. GATEWAY Sub-district:
 - i. McClure Oil Site: The group discussed the current status of the property owned by McClure Oil (the old truck stop located on the northwest corner of the State Highway 32 and U.S. Highway 31 intersection).
 - (a) The old oil tanks have been removed and it is believed any contamination has been remediated.
 - (b) The group expressed concern about the site being redeveloped as a gas station. It was suggested that a gas station would not possess the desired mass and scale of the types of structures envisioned at this intersection. Some of these massing and scale issues are addressed in the State Highway 32 Overlay Zone.
 - (c) The group suggested that convenient stores encourage people get off of interstates. This effect was acknowledged as a good thing.
 - (d) The group acknowledged that the primary focus within this Sub-district should be on urban form, not so much on land use. However, some requirement pertaining to urban form may have the effect of excluding certain land uses (e.g., it is difficult to imagine a 5-story gas station).
 - ii. General Zoning/Architectural Considerations: The group then expanded its discussion to zoning consideration more broadly associated with all four corners of the intersection of State Highway 32 and U.S. Highway 31:
 - (a) Ideally this interchange would include high quality and quantity of landscaping, trail connections, possibly water fountains, and “magnificent” buildings.
 - (b) The group agreed that all building in this area should include four-sided architecture.
 - (c) Buildings in this Sub-district (especially those in closest proximity to and most visible from the new interchange being constructed at State Highway 32 and U.S. Highway 31 should have massing that appropriately addresses the new freeway.
 - (d) The group expressed an interest in not wanting to see the roofs of buildings from the newly elevated highway.
 - (e) The group wants to see high quality building architecture. The architectural standards developed for this Sub-district should be of an even higher quality than those contained in the State Highway 32 Overlay Zone.
 - iii. Land Uses: The group was interested in encouraging the following land uses within this Sub-district:
 - (a) Hotels
 - (b) Hotel/Conference Center(s):
 - (1) The group would prefer that this use be located on east side of U.S. Highway 31, but would not rule out the idea of one being constructed on the west side of U.S. Highway 31.
 - (2) (In a perfect world, this facility (or at least the first of such facilities) would be constructed on the southeast corner of the new interchange.
 - (c) Apartments: Apartments would be welcome in this Sub-district as well.
 - (1) Part of the mixed use objectives of Grand Junction.
 - (2) Also acts to attract households (consumers) to support downtown businesses.
 - (3) Needs to include high-quality architecture and massing of buildings.
 - (d) Offices: Office uses were identified as being desirable within this Sub-district; however, the group acknowledged that there is already a large amount of available

office space within the U.S. Highway 31 corridor located between Westfield and the north side of Indianapolis and that general real estate trends in our local economy may not support the construction of an office building in this area for many years.

- iv. Zoning Approval Process:
 - (a) The group recommended that the Downtown Westfield Association (most likely represented by the Grand Junction Task Group) should ultimately function as the land use committee of the Association (organized much like the Land use Committee of the Broad Ripple neighborhood Association).
 - (b) The Association could serve as an architectural review committee and provide recommendations on zoning and development petitions to the Advisory Plan Commission and the City Council.
- v. Branding/Signage (commercial/business signage):
 - (a) The group expressed an interest in requiring some level of “uniformity” and “consistency” for commercial signage through the use of materials and architectural elements.
 - (b) The use of electronic message boards should be considered:
 - (1) If used in appropriate locations;
 - (2) In an appropriate manner; and
 - (3) For appropriate purposes (e.g., to functionally weave downtown activities and events into the activities and events at Grand Park).
 - (4) Such message boards, if used, should be pedestrian oriented, not automobile oriented.
- vi. Monument Signs:
 - (a) The group suggested that when developing standards for monument signs in this Sub-district that the City study other communities to see what they have implemented. This work might provide a workable example for monument sign standards.
 - (b) The group suggested avoiding the phenomenon where the community ends up with lots of very similar monument signs, just differentiated by different words appearing on the signs.
 - (c) The group expressed a preference for having buildings include wall signs, not individual monument signs or tower signs.
 - (d) The group suggested that the current zoning restrictions on monument sign height do not appear to work too well. Shrubs planted in front of and around monument signs tend to grow up and obscure the sign faces.
- b. JUNCTION Sub-district:
 - i. State Highway 32 (Main Street) Expansion: The group began this discussion item talking about INDOT’s eventual expansion (widening and reconfiguration) of State Highway 32 (Main Street) through Grand Junction.
 - (a) The group suggested that the City (working in cooperation with other stakeholders) should to take a more formal position with INDOT to implement the preferences on the Westfield community.
 - (b) The group explained that the Grand Junction Task Group has discussed this matter at length and has, for the most part, identified its Main Street design preferences.
 - (1) The group supports the idea of formalizing the community’s design preferences through a Council resolution.
 - (2) The group identified that if State Highway 32 is narrowed, the corridor may not be able to easily accommodate the inclusion of the community’s Complete Streets program (designed to appropriately accommodate all modes of transportation, including cycle tracks and transit vehicles).

- (3) The group suggested that refining the community's design preferences may be something that the Metropolitan Planning Organization may be able to help fund, to the extent there are any drawings or engineering needed.
- ii. Existing Buildings:
- (a) The group suggested that a list of specific buildings or building façades be developed for saving or preservation. The group was open to the idea of simply saving façades instead of entire building and noted that some of the most attractive older structures in Grand Junction are probably not internally designed in a manner that allows them to be easily used for modern commercial activities.
 - (b) The group explained that although important to the community, history is not the only important thing in Grand Junction.
- iii. Downtown Vision: The group was asked to respond to the following question: When you walk through Grand Junction, what do you want to see?
- (a) A homey feeling.
 - (b) Building and streets with character. This is an important item that requires additional discussion. This concept came up several times during the group's discussion.
 - (c) Structures that are unique, modern, eclectic, lots of variety in architecture.
 - (d) Not all brick, but brick is certainly an acceptable building material to use, among other things. The group desires to preserve history while encouraging modern architecture.
 - (e) A pedestrian friendly environment.
 - (f) A safe, welcoming environment, easy to get around for a first-time visitor; no (or minimal) one-way streets.
 - (g) Timeless architecture.
 - (h) Buildings constructed with quality materials and quality design. This is an important item that requires additional discussion. This concept came up several times during the group's discussion.
 - (i) Good wayfinding signs (to accommodate visitors and trail users).
 - (j) The group expressed a preference for construction of real storefronts (as distinguished from the faux storefront look of Pebble Brook Village, the in-line commercial building located near the northwest corner of State Highway 32 and Little Chicago Road).
 - (k) The group agreed that the recently completed facade replacement on the Hobson Insurance Building (104 N. Union Street) in Grand Junction was a good example of the high quality of architecture and materials the groups would like to encourage.
 - (l) A place that includes visually stimulating public art.
 - (m) A place where people can and do stop, sit, talk, people watch. A place where there is a "buzz" like you feel at Bub's, located in Carmel, Indiana at 210 West Main Street.
 - (n) A place containing land uses that create the appearance of activity downtown ("stuff going on").
 - (o) Buildings that touch each other or located very close to each other. Where buildings are pulled up close to the street, like a traditional downtown street.
- iv. Land Uses: The following list of land uses are those identified by the group as desirable for downtown. They are uses that are either not yet present that the group desires to attract or uses that exist but should be expanded or increased.
- (a) Trail-oriented businesses (e.g., bike shops, coffee shops)
 - (b) Dry cleaners
 - (c) Market
 - (d) Coffee shop

- (e) Specialty shops
- (f) “Watering holes”/gathering places
- (g) Restaurants
- (h) Office Uses (encouraged to be on upper stories)
- c. UNION Sub-district:
 - i. Residential Character:
 - (a) The group expressed an interest in preserving the residential character in this Sub-district.
 - (b) The group was open to the idea of permitting limited commercial or business uses in this area, as long as such uses would not have a detrimental impact on the residential character the group desires to preserve.
 - (c) The group was not interested in seeing significant redevelopment for commercial purposes in this Sub-district.
 - ii. Special Characteristics of Union Street:
 - (a) Older homes (19th century/early 20th century)
 - (b) Mature trees, tree-lined street
 - (c) Consistent variety in architecture
 - (d) Quality, timeless architecture
 - (e) Historic, old-town feel
 - (f) Residential character
 - (g) Use of brick and fieldstone
 - iii. Policy Objectives:
 - (a) Preserve Residential Character:
 - (1) Preserve residential character, especially on North Union Street, north of Penn Street.
 - (2) Allow limited commercial and business uses, if done in a manner so as not to detract from residential character.
 - (i) The group recommends that standards be developed to provide guidance.
 - (ii) Limited or no signage should be permitted for such commercial or business uses. Those signs that are permitted should be non-uniform in nature.
 - (b) Preservation and Enhancement of Existing Conditions:
 - (1) Encourage preservation when and where appropriate.
 - (i) More discussion is needed on this item when developing a more detailed preservation and enhancement plan/strategy.
 - (ii) These standards would apply to existing structures. Different standards would likely apply to the following activities:
 - 1. Reconstruction
 - 2. Renovation
 - 3. Alteration
 - 4. Addition
 - 5. Demolition
 - 6. Redevelopment
 - (iii) Need to determine standards, when they should apply, where they should apply and to what extent they should apply.
 - (2) The group suggests that enhancement of existing structures should be encouraged when appropriate.
 - (3) Preserve mature trees when and where appropriate.

- (4) Encourage preservation of existing setbacks when and where appropriate.
- (5) Develop architectural standards for this Sub-district.
- (6) Develop standards for fences within Grand Junction, generally, and especially within this Sub-district.
 - (i) The group suggests that the use of fences to delineate property lines and to create outdoor spaces should be permitted.
 - (ii) Standards for such fences to require ornamental fences to be used.
 - (iii) Chain link and wire fencing should be discouraged or prohibited.
- iv. Lighting Standards:
 - (a) The group suggested that this Sub-district include special lighting standards?
 - (b) The lantern concept was suggested as an option or example for lighting fixture type. This would be consistent with some of the early lighting design discussions of the Grand Junction Task Group.
- v. Front Yards: The group suggests that parcels fronting Union Street should be required to maintain grass lawns or some other form(s) of vegetation. There was a desire to avoid the use of concrete or stone as a permitted ground cover in these areas.
- vi. Other Discussion Topics:
 - (a) Access Control: The group expressed a desire to control additional direct access points along Union Street. This item will be discussed under the “Infrastructure” discussion session.
 - (b) Economic Improvement District: The group suggested that some research be completed to determine the propriety of using an Economic Development District (see IC 36-7-22). As discussed by the group, this statute permits the establishment of, for lack of a better description, an after-the-fact property owners association of already existing areas and neighborhoods.
 - (c) Demographic Trends in Our Economy: A significant number of people who are members of the “creative class” (the youngest and the brightest, and the oldest and the wisest) are renters by choice. They tend to have a preference for lifestyle and mobility over ownership and investment. They demand high services and quality of life amenities. These groups are contributing to the expected significant decline in the proportion of buyers emerging in the marketplace. By creating a vibrant downtown district, Westfield will be well positioned to attract the creative class which should bolster the local economy and help protect property values against the decrease in demand for owner-occupied housing. The group recommended creating more opportunities for multi-family rental communities within Grand Junction to provide living opportunities for the creative class.
- d. NEIGHBORHOOD Sub-district:
 - i. General Characteristics: The group identified the following general characteristics of this Sub-district:
 - (a) Newer buildings constructed in the late 20th century.
 - (b) Several existing platted residential subdivisions.
 - ii. Policy Objectives: The group identified the following policy objectives for this Sub-district:
 - (a) Existing developments within this Sub-district should be permitted to remain.
 - (b) If the areas within this Sub-district are ever redeveloped, the City should have in place standards that would apply to such redevelopment that would be consistent with the Grand Junction vision.
 - (c) If redeveloped, such areas should be encouraged for higher density housing?
 - (1) Multi-family uses should be encouraged where appropriate.
 - (2) Multi-family should be consistent with the quality and contextual sensitivity used

in J.C. Hart's Union Street Flats project located at 441 S. Union Street, Westfield, Indiana.

- (d) There was some discussion about whether access to the Neighborhood Sub-district should be permitted from Union Street. The group explained that such access does not seem desirable in the abstract, but that there may be situation where this makes sense. This item may require additional discussion going forward.
- iii. Existing Structures: The group suggested that standards be developed pertaining to the following items.
 - (a) Reconstruction: When can/should structures in this Sub-district be permitted to be reconstructed.
 - (b) Additions: When can/should additions to structures in this Sub-district be permitted to be constructed. The group identified the example of a significant addition made to the home located at 120 Mill Street, Westfield, Indiana. Although this home is located in a different Sub-district, the group expressed an interest in making sure the City takes appropriate measures to avoid increasing land assembly costs for areas where it wishes to encourage redevelopment.
 - (c) Redevelopment: When can/should areas in this Sub-district be permitted to or encouraged to redevelop.
- e. KENDALL Sub-district:
 - i. General Characteristics:
 - (a) This area will ultimately include a significant portion of the City's regional storm water detention system (designed to more efficiently detain storm water in a manner that will reduce the amount of land areas in Grand Junction consumed by numerous individual on-site storm water detention facilities).
 - (b) This Sub-district is largely undeveloped.
 - (c) Much of the developable area within this Sub-district possesses U.S. Highway 31 frontage.
 - (d) Portions of this Sub-district are located with the City's East Side TIF district. This TIF district is currently generating a significant amount of increment.
 - ii. Policy Objectives:
 - (a) The group acknowledged that there is a general expectation that with Sub-district will develop with commercial uses.
 - (1) The group would like to see medical/office uses, including ancillary retail uses.
 - (2) The group would like to discourage stand-alone retail uses.
 - (b) The group suggests that this is not an appropriate location for single-family housing, but there be some limited exceptions.
 - (c) The group expects that this Sub-district will contain more vertical buildings, with massing that addresses the U.S. Highway 31 corridor.
 - (d) The recommends high quality architecture and development standards be enacted for this area.
 - (e) The group desires to see the regional detention area developed as a publicly accessible amenity.
 - (f) The group recommend the installation of attractive landscaping between future buildings and the U.S. Highway 31 right-of-way.
 - (g) The group discussed whether this Sub-district should be governed by the U.S. Highway 31 Overlay Zone. The group recommended that this issue be thoroughly vetted at the time zoning regulations for this area are generated.

Grand Junction Discussion Outline/Items:

1. Quick review of Grand Junction Sub-district Map (*see Grand Junction District Map on Page 24*)
2. Sub-district Policy Objectives
 - a. GATEWAY SUBDISTRICT (GREEN)
 - i. U.S. Highway 31/Timing update
 - ii. Interchange Design --> most-recent info re: tower at U.S. Highway 31/State Highway 32
 - iii. McClure Oil update
 - iv. School property update
 - v. Hotel/Conference (update?) --> which corner(s)?
 - vi. Uses (types, examples) --> encouraged/discouraged?
 - vii. Massing (stories, size)
 - viii. Architecture
 - ix. Mass transit
 - x. Visitor Center
 - xi. Branding/Signage --> compliment to intersection design? infrastructure?
 - xii. Approval processes?
 - b. JUNCTION SUBDISTRICT (ORANGE)
 - i. Existing structures (reconstruction/renovation/alterations/additions/demolition/redevelopment)
 - ii. Preservation?
 - iii. Architecture
 - iv. Land Use/Mix
 - v. T-fare planned roads
 - vi. Trails?
 - vii. Downtown expansion
 - viii. Flood plain
 - ix. Development Standard
 - (a) Height
 - (b) Setbacks
 - x. Parking?
 - xi. State Highway 32 expansion
 - xii. Approval process?
 - xiii. Branding/signage
 - xiv. New build/re-build to bury power lines
 - c. UNION SUBDISTRICT (YELLOW)
 - i. Existing structures --> (reconstruction / renovation / alterations / additions / demolition / redevelopment)
 - ii. Preservation?
 - iii. Land Use
 - iv. Downtown expansion
 - v. Architecture

- vi. Development Standards
 - (a) Height
 - (b) Setbacks
- vii. Branding/Signage
- viii. History/Visceral appeal
- ix. Preserve mature trees
- x. New build/re-build to bury power lines
- xi. Distinct from Junction District?
- d. KENDALL SUBDISTRICT (BLUE)
 - i. Some existing development
 - ii. Commercial opportunity? Employment Area?
 - iii. How to deal with existing development?
 - iv. How does this area relate to GJ?
 - v. Are architectural standards and development standards important here?
 - vi. Existing Zoning
 - vii. U.S. Highway 31 Overlay Zone
- e. NEIGHBORHOOD SUBDISTRICT (PINK)
 - i. Existing Development
 - ii. Cause redevelopment?
 - iii. Or just provide a backup in case redevelopment occurs?
 - iv. Are existing land uses OK?
 - (a) Schools
 - (b) Churches
 - (c) Single-family
 - (d) Multi-family??
 - (e) Library
 - v. Are architectural standards and development standards important here?
 - vi. Existing Zoning
 - vii. U.S. Highway 31 Overlay Zone

Appendix E – Charrette 5: Infrastructure (November 20, 2012)

Meeting Summary:

1. General Comment: The group agreed that the design elements of the South Union Street streetscape project was supposed to set the tone for all of the infrastructure improvements within Grand Junction.
2. Power Lines:
 - a. The group suggests that all existing overhead power lines within Grand Junction need to be buried or go away somehow.
 - b. The group agreed that all new installations should be required to be buried.
 - c. The group suggests that this matter be studied carefully:
 - i. What would be the cost of such a venture?
 - ii. How much time will it take to make this happen?
 - iii. Who has the power to force this/make this happen?
 - d. The group believes that there is a lot of existing old junk/dead lines in the air on existing poles that should be removed.
 - e. The group identified the Sub-districts, in order of priority, in which power lines should be buried:
 - i. Junction Sub-district (orange);
 - ii. Union Sub-district (yellow);
 - iii. Gateway Sub-district (green, likely inevitable with redevelopment);
 - iv. Neighborhood Sub-district (pink); and
 - v. Kendall Sub-district (blue, likely inevitable with new development).
3. Streets:
 - a. Alleys:
 - i. The group suggests maintaining existing alleys until there is a good reason to vacate them for redevelopment (public or private) or other appropriate purpose, as long as they are not needed for access or traffic circulation.
 - ii. The group suggests that these areas could also be converted to public spaces for pedestrians or gathering places.
 - b. Transit: Transit in the City of Westfield will likely serve to basic purposes.
 - i. Local Circulation:
 - (a) The group suggests locating a bus stop (or stops) in Grand Junction (or maybe a transit hub facility in the future).
 - (b) Such a system would provide transportation opportunities for employers and employees.
 - (c) This could help the community greatly from an economic development standpoint.
 - ii. Inter-community Circulation:
 - (a) The group agreed that it may make more sense to locate the transit hub outside of Grand Junction where there is more developable land area, like in the Grand Park area or near the Indianapolis Executive Airport (near the western boundary of the City of Westfield on State Highway 32).
 - (b) This item should be studied in much greater detail:
 - (1) What effects would result from a transit hub being constructed near the Grand Park economic development area?
 - (2) What is the best strategy for stops and routes?
 - (3) There may be opportunities for transit oriented development.
 - (4) The community should plan for a transit hub. Adequate parking will be needed. This could be a land intensive venture.

4. Trails, Sidewalks and Amenities:
 - a. The group agreed that the City has a pretty good trail plan. The group just desires this effort to continue full speed ahead.
 - b. Grand Junction trail priorities should include:
 - i. Make improvements consistent with the South Union streetscape project within the Junction Sub-district (orange) and the Union Sub-district (yellow).
 - ii. Make improvements consistent with the South Union streetscape project to connect the Gateway Sub-district (green) to the Grand Junction Plaza.
 - c. Sidewalks and curbs within the Grand Junction District should be replaced to eliminate cracked and crumbling sections.
 - d. A systematic plan should be implemented to re-design all of the streetscapes in Grand Junction to be consistent with the improvements made with the South Union streetscape project.
 - e. The group agreed that it would like to see the same treatment along North Union Street that was used on the South Union Street project.
 - f. The group would like to see nicer planters and seating areas installed within the Grand Junction District where appropriate.
5. Main Street (State Highway 32): The group agreed that resolution needs to be obtained regarding the ultimate design and timeline of construction for the State Highway 32 widening through Grand Junction. This matter will require further discussion with INDOT and City leadership.
6. Regional Detention Facilities: The group desires to preserve, to the extent possible, the vegetation in these areas and encourages them to be designed as natural publicly-accessible amenity areas.
7. Speakers/Music: The group encourages the City to spend the extra money within the Junction Sub-district (where appropriate) and possibly the Gateway Sub-district (where appropriate) to provide speakers for music on the light poles it purchases for future street projects in the area. The group suggests the same ornamental light poles in the Union Sub-district, but without the speakers (this area is more residential in nature).
8. Landscaping:
 - a. The group explained that the South Union Street streetscape improvements are intended to serve as a guide for making additional streetscape improvements throughout Grand Junction.
 - b. The group explained that it has already provided the City with recommendations regarding landscaping within medians on Main Street and landscaping within Grand Junction Plaza.
9. Streetscape: The group explained that it has already provided the City with recommendations regarding the types of benches, trash cans, planters and bike racks (can also double as art, can be unique, not necessarily a uniform bike rack throughout all of Grand Junction) to be used within Grand Junction.
10. Public Art:
 - a. The group sees public art as another form of public infrastructure.
 - b. The group indicated that it envisions non-governmental organization heading up the public art initiative within Grand Junction. The group's preference is for the Downtown Westfield Association to play the lead role in this initiative (e.g., by forming an arts committee) with the support of the City.
11. Signage:
 - a. The group envisions some form of gateway feature, arch, or some other structure being constructed over Jersey Street at the entrance to Grand Junction Plaza.

- b. The group also desires to see gateway features or monuments installed at the entrances to the Grand Junction District on North Union Street, South Union Street, east State Highway 32 and west State Highway 32.
- c. The group would also like to see repeated elements or monuments (a common branded theme) installed throughout Grand Junction. The group desires a unique design theme for Grand Junction (as opposed to the rest of the City), but prefers a consistent design theme and elements throughout Grand Junction (the South Union Street streetscape improvements should be used as the model for these improvements).
- d. The group suggested the possibility of mimicking the architectural lines of the Grand Junction Plaza stage somehow in the architectural themes, monuments and branding elements used in the Grand Junction District.

12. Traffic Management:

- a. The group agreed that traffic management within Grand Junction is worthy of further study and research.
- b. The group prioritized certain new road construction/reconstruction projects within Grand Junction:
 - i. Mill Street along Grand Junction Plaza;
 - ii. Poplar Street extension, south of Park Street;
 - iii. Jersey Street, adjacent to Grand Junction Plaza; and
 - iv. Mill Street connection to East Street, east of South Union Street.

Grand Junction Discussion Outline/Items:

1. INFRASTRUCTURE

- a. Power Lines
- b. Streets
 - i. Alleys?
 - ii. Complete Streets?
 - iii. Transit
- c. Trails
- d. Water Detention/Drainage
- e. Sidewalks
- f. Speakers (music)
- g. Lighting
- h. Irrigation
- i. Landscaping
- j. Art
 - i. Intersections
 - ii. Hydrants
 - iii. Drains
 - iv. Other?
- k. Streetscape
 - i. Benches
 - ii. Trash Cans
 - iii. Planters
 - iv. Other?
- l. Signs
 - i. Street Signs
 - ii. Thematic Monuments
 - iii. Wayfinding
 - iv. Other?
- m. Traffic Management
- n. Fiber-optics

2. PUBLIC SPACES

- a. Parks/Park Facilities
 - i. Amount
 - ii. Proximity
 - iii. Facilities/Improvements
 - iv. Encourage/Discourage
- b. Trails/Streets
- c. Other Public Facilities (Schools, City Hall, Library)
- d. Trees
 - i. Preserve

- ii. Plant New
- e. Flood Plain/Regional Detention
- f. Grand Junction Plaza
- g. Natural areas
- h. Public Art

Appendix F – Charrette 6: Public Spaces and Economic Development (November 27, 2012)

Meeting Summary:

1. PUBLIC SPACES:

- a. Parks/Public Facilities: The group began by briefly identifying and discussing the various public spaces located within Grand Junction for orientation purposes.
 - i. Old Friends Cemetery;
 - ii. Asa Bales Park;
 - iii. Natalie Wheeler/Grand Junction Trail (part of the “Midland-Monon Loop”);
 - iv. Freedom Trail Park;
 - v. Midland Trace Trail (Noblesville is starting to pave from Gray eastward);
 - vi. School Properties (several school facilities);
 - vii. Grand Junction Plaza (not yet developed);
 - viii. Hadley Park; and
 - ix. Simon Moon Park/Sledding Hill (in close proximity to Grand Junction).
- b. Policy Objectives:
 - i. Some members of the group suggested that the City consider promoting and/or re-naming trails to “Monon Loop” or similar. There is a perception among some of the group members that there are too many trail names, which might be confusing to visitors.
 - ii. The group recommends using the planned regional detention basin (natural areas that aren’t developable) as public park space. It is recommended that the City acquire title to as much of the detention facility land as possible for this use.
 - iii. The group is supportive of moving Hadley Park to another location so that the land can be creatively re-purposed for some productive development purpose.
 - iv. The group re-confirmed its interest in connecting the south and north sides of the Grand Junction Trail via a tunnel under State Highway 32.
 - v. The group believes that the amount of parks and public spaces we have/we have planned within the Grand Junction District is enough.
 - vi. The group believes that the location and proximity of parks and public spaces within the Grand Junction District are good.
- c. Function
 - i. Grand Junction Plaza function: There has already been a bit of work done by the Downtown Westfield Association in cooperation with the City to outline potential seasonal uses in the Plaza.
 - ii. The group recommends that the floodplain within the regional detention facility area be preserved or maintained as natural publicly accessible open space.
- d. Trails/Streets: The group recommends an additional dedicated trail connection from Grand Junction to Grand Park (for motorized vehicles, but not cars, desire some kind of transit connecting Grand Junction to Grand Park).
- e. Other Public Facilities:
 - i. The group expressed a desire to eventually construct a signature Municipal Building (City Hall/Library/Post Office/School Offices/Other?) near Grand Junction Plaza.
 - ii. The group identified that the existing City Hall property would be a valuable option to attract new development to downtown.
- f. Trees:
 - i. The group expressed that it believes the City’s existing tree planting and preservation efforts are good.

- ii. The group supports a policy of staggered tree growth/planting so that public trees are not all planted at the same time.
- g. Public Art:
 - i. The group suggests that public art is important in Grand Junction. It creates visual interest, which is good for economic development and placemaking.
 - ii. The group recommends that an arts committee (ideally within the Downtown Westfield Association) be established to guide the City's public art initiatives. It is recommended that this committee include a broad spectrum of people, including artists, historians and others).
 - iii. The group suggests that public art should be funded by both public and private sources of capital.
 - iv. The group suggests that public art should:
 - (a) Reflect Westfield history (but maybe not always);
 - (b) Support local artists;
 - (c) Show that Grand Junction is "alive;" and
 - (d) Be ever-changing.
 - v. The group briefly identified examples of existing art located in Grand Junction at the time of this plan:
 - (a) Red Man (paid for by DWA);
 - (b) Asa Bales entrance sculpture (paid for by City);
 - (c) Pharmacy mural (paid for by City); and
 - (d) Anderson Corporation sculpture (paid for by the Anderson Corporation).

2. ECONOMIC DEVELOPMENT:

- a. Overarching Priorities: The group identified the three overarching priorities/obstacles related to Grand Junction as identified in a previous developer input charrette:
 - i. Attract as many new households within walking distance of downtown as soon as possible.
 - ii. Land assembly represents a significant obstacle, unknown, risk for developers desiring to develop or redevelop land in Grand Junction.
 - iii. It is difficult to developers to obtain capital for redevelopment project like the ones desired within Grand Junction. Part of this has to do with the current lending environment and part of it has to do with the many additional contingencies associated with redevelopment project that are often not as pronounce in greenfield development projects.
- b. Economic Development Functions: The group briefly reviewed the primary economic development functions for orientation purposes.
 - i. Business Retention:
 - (a) As related to Grand Junction, this would involve efforts to retain existing commercial enterprises in Grand Junction.
 - (b) This would also likely involve working with existing building owners and business owners to make sure Grand Junction remains an attractive destination for downtown businesses to thrive.
 - (c) For instance, the adequate availability of parking was identified by the group as an issue that should be studied in more detail to ensure that downtown customers have good parking opportunities (especially in the northeast quadrant of State Highway 32 and Union Street). There is at least a perception that there is not adequate parking available. The group suggested that a parking study should be completed.

- ii. New Development Attraction: As related Grand Junction, new development attraction would likely take the form of developing strategies and implementing plans for attraction of:
 - (a) New single-family residential developments/lots;
 - (b) New multi-family developments/units; and
 - (c) New commercial/office/business/retail uses/structures.
- iii. Business Expansion: This concept involves working with existing local businesses to determine ways to encourage or incentivize business development and expansion. Generally speaking, most new jobs are generated from these efforts in a growing local economy. This activity is sometime referred to as economic gardening.
- c. Incentives:
 - i. TIF District: Much of the Grand Junction district is located within the Grand Junction TIF District. The City is in the process of re-evaluating its TIF districts to ensure that they appropriately include parcels that will ultimately be developed for non-residential or multi-family purposes. There are numerous downtown public infrastructure projects and land acquisitions needed for which TIF revenues can be used. As more development occurs within the Grand Junction TIF District, there will be greater opportunities for public improvements.
 - ii. Tax Abatements: Abatements should be used sparingly within TIF districts, because every dollar abated is a dollar that will not be captured as increment. This undermines the purpose of establishing a TIF district. However, in certain instances, it may sense to provide abatements within a TIF district, especially if by doing so, an element of the Grand Junction vision is substantially advanced.
 - iii. Impact Fees: The group discussed the possibility of reducing impact fees within the Grand Junction District as an incentive to encourage development and redevelopment in downtown. As discussed this could include road impact fees, park impact fees, water and sanitary sewer connection and availability fees (technically, these water and sewer fees are not impact fees, but they are similar and for that reason they were included for the purpose of this discussion).
 - (a) Water and Sewer Fees: The group noted that, provided the City's water and sewer utilities are successfully transferred to Citizens Energy Group (in process at the time of this plan preparation), water and sewer development fees will likely be greatly reduced or eliminated by the end of 2013.
 - (b) Road and Park Impact Fees: The group suggested that additional impact fees might not be needed as much in the Grand Junction area because most of the parks in the area have already been developed and so has most of the road infrastructure. However, the group noted that in response to the growth the Grand Junction initiative is designed to create, it is expected that additional park and road improvements will be needed. These fees are an essential component of how the City of Westfield financially responds to the impact of new development and the increased demands created by such new development.
- d. Economic Development Strategy Going Forward: The group suggests that the following items should be the top economic development priorities in Grand Junction:
 - i. Attract New Households: Identify development/redevelopment opportunities that will provide additional households within walking distance of downtown. This was identified as one of the top priorities in an earlier planning exercise and continues to be very important and desirable for the success of the Grand Junction vision.
 - ii. Build Grand Junction Plaza. The group feels that this is essential for the success of the Grand Junction District. The group believes that downtown Westfield needs a central public gathering/hosting space to attract economic development in downtown

Westfield. This will be especially important for attracting visitors to Grand Junction, many of whom are expected with the opening of the Grand Park sports tournament/tourism venue.

- e. Redevelopment of Southwest Corner of State Highway 32 and Union Street:
 - i. This area has been heavily discussed over the last three or four years as the Grand Junction Task Group (now incorporated within the Downtown Westfield Association) developed schematic plans with the City's support for the Grand Junction Plaza (the "Plaza"), including certain improvements/buildings to be located along the south side of State Highway 32 and west of South Union Street (the "Plaza Buildings").
 - ii. The group believes that the businesses in the Plaza Buildings will thrive because of their proximity to the Plaza. The group also suggests that the Plaza will thrive because of its proximity to the Plaza Buildings and the businesses therein.
 - iii. Members of the group have independently explored the concept of attracting a "master developer" to construct the Plaza Buildings and possibly participate in or facilitate the construction of the Plaza.
- f. Promotion/Marketing of Grand Junction:
 - i. To date, the promotion and marketing of the Grand Junction area has been a collaborative effort between the City, the Downtown Westfield Association (and its individual members) and the Chamber of Commerce.
 - ii. The group recommends that Grand Junction branding needs to be completed and such themes/elements should be included in promotion and marketing of downtown Westfield.
 - iii. The group feels strongly that the community needs to get the word out that Grand Junction is open for business. The group noted a good example of this type of activity with the formation of Grand Junction Properties, a real estate group formed by Curt Whitesell with a focus on Grand Junction real estate and business real estate needs.
- g. Facade Improvement: The group identified the Facade Improvement Program, created by the Westfield City Council in 2010, as a useful tool to incentivize aesthetic improvement of the Grand Junction area. Essentially, the program is a 50/50 matching grant for external building and property improvement within the Grand Junction area. The maximum allowable match per year is \$5,000.
 - i. The group acknowledged that this tool has been a very effective one at improving the appearance of downtown.
 - ii. The group suggested that the program be reviewed to determine whether the award criteria provide enough opportunities to incentivize improvement and to ensure that the program is adequately funded to maximize meaningful aesthetic improvements downtown.
 - iii. The group also suggested that the boundaries establishing geographic eligibility for the facade program be reviewed to determine if it makes sense for it to relate more to the Sub-district boundaries contemplated in this plan.
 - iv. The group suggested that more can be done to promote the facade grant program.

Grand Junction Discussion Outline/Items:

1. PUBLIC SPACES

- a. Parks/Park Facilities
 - i. Existing and Planned
 - (a) Old Friends Cemetery Park
 - (b) Asa Bales Park
 - (c) Natalie Wheeler/Grand Junction Trail
 - (d) Freedom Trail Park
 - (e) Midland Trace Trail
 - (f) School Properties
 - (g) Grand Junction Plaza
 - (h) Fish Property?
 - ii. Amount
 - iii. Proximity
 - iv. Function
 - v. Facilities/Improvements
 - vi. Encourage/Discourage
- b. Trails/Streets
- c. Other Public Facilities (Schools, City Hall, Library)
- d. Trees
 - i. Preserve
 - ii. Plant New
- e. Flood Plain/Regional Detention
- f. Grand Junction Plaza
- g. Natural areas
- h. Public Art

2. ECONOMIC DEVELOPMENT

- a. Previously Identified Priorities (Developer Charrette)
 - i. New households within walking distance
 - ii. Land assembly
 - iii. Access to capital
- b. Economic Development Functions
 - i. New Development
 - (a) Residential SF (no comps)
 - (b) Residential MF
 - (c) Commercial
 - ii. Business Retention
 - iii. Business Expansion (Economic Gardening)
- c. Discussion Topics
 - i. DWA/City Roles
 - ii. Incentives
 - iii. Strategy
 - iv. RFP
 - v. Promotion/Marketing
 - vi. Facade Improvement Program
 - vii. Leased City-Owned Properties

Appendix G – Charrette 7: Review and Top Ten Priorities (December 18, 2012)

Meeting Summary:

In preparation for this charrette the Economic and Community Development Department prepared a consolidated list of all planning objectives identified in previous planning works related to Grand Junction and throughout the six preceding Grand Junction Implementation Plan Charrettes. The primary purpose of Charrette #7 is to review the various Grand Junction planning objectives and to prioritize them in order to develop a coherent and targeted strategy for accomplishing the Grand Junction vision.

The priorities identified by the group will be assembled into a recommendation to the City leadership (in the form of a comprehensive plan amendment, the “Grand Junction Implementation Plan, 2013”) for its consideration and approval. The product of this work is intended to provide guidance to the various decision-makers and stakeholder organizations in their efforts to accomplish the Grand Junction vision.

As contemplated by the group, this planning exercise would be initiated again in the fourth quarter of 2013. During this process, this plan is intended to be reviewed, accomplishments should be measured, remaining goals/objectives should be evaluated and new goals/objectives may be identified for 2014. It is anticipated that the product of future planning activities related to updating this Implementation Plan would also take the form of comprehensive plan amendments.

Grand Junction Discussion Outline/Items:

History and Branding

- Create/Clearly Establish the Grand Junction Brand.
- Design a Grand Junction logo/bug/mark.
- Develop a slogan for Grand Junction.

Decorations

- Create opportunities for over-street banners to promote Grand Junction events.
- Improve/enhance/expand use of hanging basket planters and the cross-arms used to hang them within Grand Junction.
- Purchase and install new and enhanced landscaping planters in Grand Junction (provide more of them and provide for public seating).
- Install new decorative light poles.
- Install attractive street furniture.
- Provide more and improved seasonal decorations within Grand Junction.

Special Events

- Recruit more involvement/volunteering from residents within Grand Junction and throughout the community.
- Recruit more organizations than just DWA and the City to host community events in Grand Junction.
- Develop better coordination with other community organizations (Schools, local sports groups, etc.) regarding event scheduling/timing conflicts.
- Host at least one special event in Grand Junction every month of the year.
- Focus on improving the public events that are already hosted in Grand Junction.
- Develop a stronger partnership with the schools in hosting/promoting public events.

Zoning

- GATEWAY SUBDISTRICT (Green)
 - Develop architectural and development standards for the Gateway Subdistrict.
 - Develop strategy for attracting/encouraging the following land uses within the Gateway Subdistrict: hotel; hotel/conference center; apartments; and offices.
 - Develop DWA review process for the Gateway Subdistrict.
 - Develop commercial sign standards for the Gateway Subdistrict.
- JUNCTION SUBDISTRICT (Orange)
 - Develop architectural and development standards for the Junction Subdistrict.
 - Formalize a position with INDOT regarding State Highway 32 expansion through Grand Junction
 - Develop standards to address modifications to existing structures.
 - Develop DWA review process for the Junction Subdistrict.
 - Develop strategy for attracting/encouraging the following land uses within the Junction Subdistrict: trail-oriented businesses (i.e., bike shop, coffee shop); dry cleaner; market; coffee shop; specialty shops; night-time gathering places; restaurants; offices (not at street level).
- UNION SUBDISTRICT (Yellow)
 - Develop standards to address modifications to existing structures.
 - Develop standards for new development (setbacks, architecture, etc.) in the Union Subdistrict.
 - Develop standards/strategy to encourage property enhancements on Union Street.
 - Develop standards for mature tree preservation on Union Street parcels.
 - Develop fence standards applicable to Union Street parcels.
 - Develop enhanced lighting standards for Union Street parcels.
 - Develop grass lawn/vegetation requirements for Union Street parcels.
 - Develop right-of-way access control standards along Union Street.
- NEIGHBORHOOD SUBDISTRICT (Pink)
 - Develop vision and standards for future redevelopment of the Neighborhood Subdistrict.
 - Develop standards for existing structures in the Neighborhood Subdistrict.
- KENDALL SUBDISTRICT (Blue)
 - Develop strategy for attracting/encouraging medical/office commercial uses in the Kendall Subdistrict.
 - Implement standards that would prevent/discourage stand-alone retail within the Kendall Subdistrict.
 - Implement standards that would prevent/discourage single-family residential uses in the Kendall Subdistrict.
 - Develop standards/policies that would encourage vertical buildings in the Kendall Subdistrict.
 - Develop architectural standards for the Kendall Subdistrict.
 - Develop landscaping standards for the area between future buildings and U.S. Highway 31.
 - Determine the extent to which the U.S. Highway 31 Overlay Zone is appropriate to apply to the Kendall Subdistrict.

Infrastructure

- Bury power lines.
- Develop policy for disposition/repurposing of existing alley property (where appropriate).
- Develop transit circulation plan as related to Grand Junction and how it connects to the system beyond.
- Develop standards to encourage transit-oriented development.
- Continue to expand/enhance the trail network within the Grand Junction.
- Create pedestrian connections between the Gateway Subdistrict and the Grand Junction Plaza.
- Install same South Union streetscape treatment in future sidewalk/curb/roadside trail projects on North Union Street and other strategic places within Grand Junction.
- Design drainage/floodplain areas as amenities and natural areas. Develop the regional detention area south of the Midland Trace Trail corridor as a downtown amenity.
- Develop plan and install new streetscape amenities including but not limited to benches, trash cans, planters, hanging baskets, bike racks, street lights (including irrigation and speakers where appropriate).
- Develop plan and install unique public signage/design theme for Grand Junction (as opposed to the rest of the City).
- Install planned new roads within the Junction and Kendall Subdistricts (*see Grand Junction District Map on Page 24*).

Public Spaces

- Review/revise trail names within Grand Junction to help with marketing/wayfinding (needs to be visitor-friendly).
- Develop strategy for reuse/repurposing of Hadley Park.
- Connect Grand Junction Trail to Asa Bales Park by installing a tunnel under State Highway 32.
- Develop and implement a plan for a dedicated trail connection between Grand Junction and Grand Park for motorized (non-car) vehicles.
- Develop centralized municipal building near Grand Junction Plaza.
- Develop redevelopment plan for existing City Hall property and other adjacent City-owned property.
- Establish a staggered (staggered in age/maturity) tree growth/planting program within Grand Junction public places.
- Build Grand Junction Plaza.
- Develop a plan for the function (seasonal uses) of the Grand Junction Plaza.
- Formalize strategy, plan and organization to provide for public art improvements throughout Grand Junction.
- Develop and implement a plan to convert certain public infrastructure (manhole covers, sewer grates, fire hydrants, bridges, sidewalks, intersections, etc.) into pieces of public art.

Economic Development

- Develop strategy and policies to attract as many households to locate within walking distance of downtown.
- Continue City land assembly activities to facilitate development and redevelopment in Grand Junction.
- Develop/refine strategy for business retention, expansion and development in Grand Junction.
- Develop Grand Junction parking plan.
- Amend/Revise Grand Junction Economic Development Area (TIF District) to include some missing properties and remove land acquired by State.
- Invite developer proposals for the redevelopment of parcels north of Grand Junction Plaza.
- Develop and implement a plan for promotion/marketing of Grand Junction.
- Continue (and consider expanding) the City's Facade Improvement Program.
- Consider/explore concept of creating an Economic Improvement District.

Grand Junction Implementation Plan - Top 10 Priorities:

History and Branding

1. Create/Clearly Establish the Grand Junction Brand. Design a Grand Junction logo/bug/mark. Develop a slogan for Grand Junction.

Zoning

2. Gateway Sub-district (green)
 - Develop architectural and development standards for the Gateway Subdistrict.
 - Develop strategy for attracting/encouraging the following land uses within the Gateway Subdistrict: hotel; hotel/conference center; apartments; and offices.
 - Develop DWA review process for the Gateway Subdistrict.
 - Develop commercial sign standards for the Gateway Subdistrict.
3. Junction Sub-district (orange)
 - Develop architectural and development standards for the Junction Subdistrict.
 - Formalize a position with INDOT regarding State Highway 32 expansion through Grand Junction
 - Develop standards to address modifications to existing structures.
 - Develop DWA review process for the Junction Subdistrict.
 - Develop strategy for attracting/encouraging the following land uses within the Junction Subdistrict: trail-oriented businesses (i.e., bike shop, coffee shop); dry cleaner; market; coffee shop; specialty shops; night-time gathering places; restaurants; offices (not at street level).

Infrastructure

4. Develop transit circulation plan as related to Grand Junction and how it connects to the system beyond. Continue to expand/enhance the trail network within the Grand Junction. Create pedestrian connections between the Gateway Subdistrict and the Grand Junction Plaza. Develop and implement a plan for a dedicated trail connection between Grand Junction and Grand Park for motorized (non-car) vehicles.
5. Design drainage/floodplain areas as amenities and natural areas. Develop the regional detention area south of the Midland Trace Trail corridor as a downtown amenity.
6. Develop plan and install new streetscape amenities including but not limited to benches, trash cans, planters, hanging baskets, bike racks, street lights (including irrigation and speakers where appropriate).

Public Spaces

7. Build Grand Junction Plaza.

Economic Development

8. Develop strategy and policies to attract as many households to locate within walking distance of downtown.
9. Continue City land assembly activities to facilitate development and redevelopment in Grand Junction.
10. Develop Grand Junction parking plan.

Appendix H – Suggested Action Items from Advisory Plan Commission Public Hearing

The following action items were suggested during the Advisory Plan Commission public hearing for the Grand Junction Implementation Plan 2013 on July 1, 2013. These additional comments have been incorporated as an appendix to the Implementation Plan so that they may be considered as work begins on the Grand Junction Implementation Plan 2014 in the fall of 2013.

Summary of Comments:

1. Consider creating an advisory group or commission made up of people from the community to provide oversight on historic and cultural preservation.
2. As work continues on the Grand Junction initiative, continue treating citizens and history with respect. Consider better methods of communication among the different groups involved in and affected by the initiative.
3. Consider incorporating (or clarifying) the following themes in Grand Junction initiatives going forward: pride, charm and respect for our history.