

DRAFT OCTOBER 23, 2015

Village Farms Neighborhood Plan



The Village Farms



2015

an Addendum to the City of Westfield-Washington Township Comprehensive Plan

Table of Contents

OVERVIEW	4
EXECUTIVE SUMMARY	5
PURPOSE	6
HISTORY & CONTEXT	7
PLANNING PROCESS	9
RECOMMENDATIONS	17
MOVING FORWARD	18
APPENDIX	19

Acknowledgements



ADVISORY GROUP:

Doug Holtz, HOA President
Tom Frederiksen, Village Farms HOA Board of Directors
Greg Evans, Village Farms HOA Board of Directors
Larry Hutson, Village Farms HOA Board of Directors
Norman Sesi, Village Farms HOA Board of Directors



MAYOR:

J. Andrew Cook

CLERK TREASURER:

Cindy Gossard

CITY COUNCIL:

Chuck Lehman, President
Jim Ake, Vice-President
Steve Hoover
Robert L. Horkay
Bob Smith
Cindy L. Spoljaric
Robert Stokes

PLAN COMMISSION

Randell Graham, President
Andre Maue, Vice-President
Nathan Day
Steve Hoover
Robert L. Horkay
Ken Kingshill
Dave Schmitz
Robert Spraetz

DEPARTMENT HEADS

Todd Burtron, Administration
Matthew Skelton, Economic and Community
Development
Jermery Lollar, Public Works
Melody Jones, Parks and Recreation
Christopher Larsen, Informatics
Joel Rush, Chief of Police
Joe Lyons, Fire Chief
Erin Verplank, Communications

Chapter 1: OVERVIEW

the Plan; (iii) the purpose for conducting this study; (iv) a history of Village Farms and context for the Plan and collaboration with the City of Westfield (the “City”); (v) a summary of the planning process, which identifies the rationale and organization for community input; (vi) recommendations of the planning process, identifying stakeholders to participate in those recommendations moving forward; and (vii) analyses and conclusions of the Village Farms planning exercise.



Source: Department Photo

The Village Farms Plan (the “Plan”) is intended to be adopted as an addendum to the Westfield-Washington Township Comprehensive Plan (the “Comprehensive Plan”) under the IC 36-7-4-500 Series. The intent of this document is to establish a vision for the future of the Village Farms neighborhood (“Village Farms”). Village Farms, as used in this report, is defined by the geographic boundaries shown in **Figure 1.1** and includes the approximately 1,700 residents. However, the scope of this plan includes areas outside, but proximate to these boundaries. The Plan’s comprehensive look into Village Farms includes: (i) an overview; (ii) an executive summary of

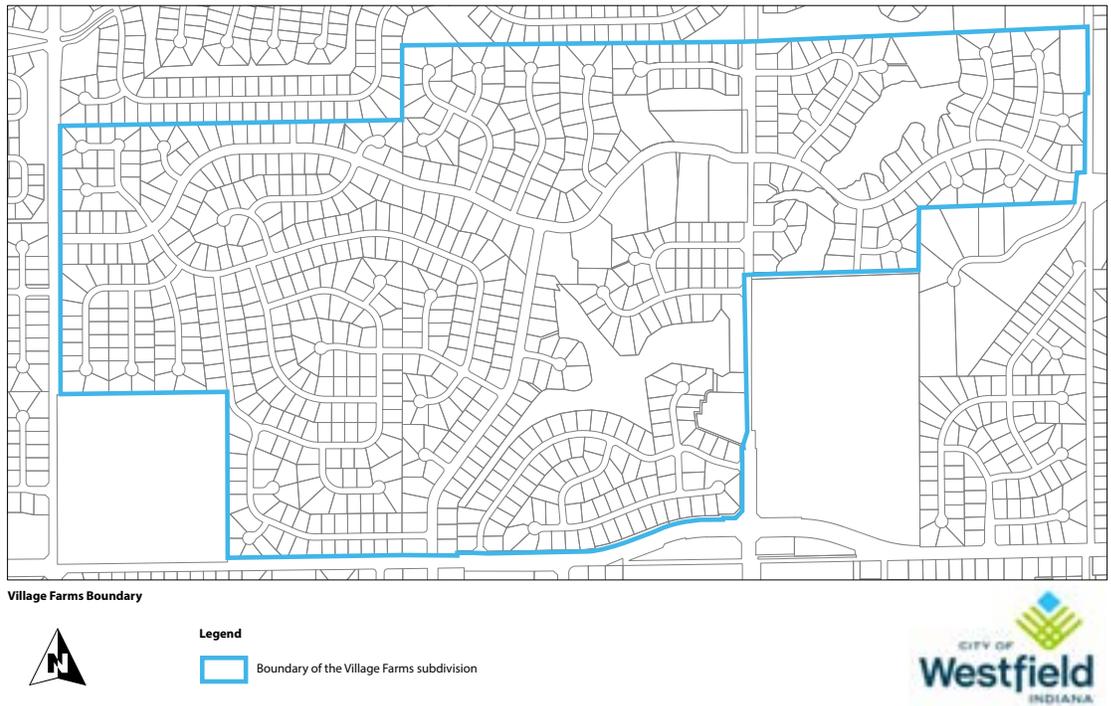


Figure 1.1: Boundaries of platted Village Farms subdivision

Chapter 2:

EXECUTIVE SUMMARY

The Village Farms planning exercise occurred over the course of six months, from March to September 2015. During that time, the Economic and Community Development Department (the “Department”) met with Village Farms residents in an open house forum to gather community input. Following the open house, the Department met frequently with representatives of the Village Farms Home Owner’s Association Board of Directors (the “Advisory Group”). After working in collaboration with the Advisory Group, the Department summarized and listed, in order of priority, the following six recommendations:

TRAFFIC:

- Study the existing conditions of road network throughout the community and future impact of automobile traffic on the Neighborhood. Study should focus on traffic volume and rate of speed.
- The traffic study should work with the Advisory Group to develop strategies for (i) intersection improvements, both within and surrounding the Neighborhood; (ii) create traffic calming to reduce automobile speed; (iii) repair/resurface roads identified by the study in poor condition.
- The study should focus on Greyhound Pass and Adios Pass; (iii) identify drainage issues and consider opportunities to reduce runoff into detention/retention ponds.

PEDESTRIAN INFRASTRUCTURE:

Study the existing conditions of pedestrian connectivity throughout Village Farms. The study should evaluate opportunities to create safer pedestrian conditions across Oak Ridge Road along Greyhound Pass. This study should be completed in conjunction with the traffic study highlighted above.

AMENITIES:

- Study existing conditions of the amenities throughout Village Farms.
- The study should focus on the detention/retention ponds and the drainage between them along Greyhound Pass and Adios Pass.
- The study should also be completed in conjunction with a pedestrian connectivity plan and should consider wayfinding and safety signage that may incorporate the Village Farms brand.

SOCIAL PROGRAMMING:

- Inventory existing social activities within Village Farms (i.e., survey community organizations and residents).
- Identify external resources for community engagement/social activities.
- Prepare a list of best practices among other neighborhoods, both in Westfield and outside.

BRANDING:

Create a revised brand and promotional strategy for Village Farms.

COMMUNITY ENGAGEMENT:

Identify opportunities for Village Farms to participate in activities with the City and Westfield-Washington School Corporation.

Chapter 3: PURPOSE

With such changes planned and/or in process, it became desirable for both Village Farms and the City to explore related opportunities and potential issues.



Image 3.1: 151st Street underpass at US Highway 31

Village Farms is one of the largest single-family residential subdivisions in the City of Westfield. It includes an area of approximately four hundred and thirty-eight (438) acres and comprises seven hundred and sixty (760) single-family homes. The neighborhood was originally platted in November 1973, with the final section (Section 19), platted in 2014 (see **Figure 4.1**). Village Farms is home to an estimated 1,748 residents. It is characterized by a strong sense of community and neighborliness. It boasts established custom homes, mature trees, diverse housing and lot types, strong community amenities, access to the Monon Trail, and close proximity to shopping and access to US Highway 31.

As the areas surrounding Village Farms began to change, particularly with single-family subdivisions, and with the, then, Town of Westfield transitioning to a City in 2008, Village Farms has begun to observe changes in how it relates and experiences the developing areas around it and to the community as a whole.

Changes continue to occur, like the US Highway 31 “Major Moves” project and other planned improvements to respond to changing traffic patterns.



Image 3.2: 151st Street and E. Greyhound Pass



Image 3.3: E. Greyhound Pass and Oak Ridge Road

Chapter 4: HISTORY & CONTEXT



Village Farms was first platted in 1973, by Ralph L. Wilfong, as a single-family subdivision. The development of the subdivision included the construction of Greyhound Pass from Spring Mill Road

to US 31. By 2000, most of Village Farms was platted, with homes under construction.

In 2005, the Town of Westfield annexed a significant portion of southwest Washington Township. This annexation included Village Farms and several surrounding subdivisions. In 2008, the Town of Westfield was incorporated as a city.

In 2011 construction began on the US Highway 31 “Major Moves” project. These improvements affected the traffic circulation patterns of the community, including Village Farms, by reducing the number of signaled intersections and access points. While 146th Street and 161st Street were improved into full interchanges, 151st Street and 156th Street were developed into underpasses, with limited or no access to US Highway 31.

In April 2014, the Spring Mill Station Comprehensive Plan addendum was adopted to provide for the long-term vision of the Spring Mill Station area, including a neighborhood commercial node and additional housing.

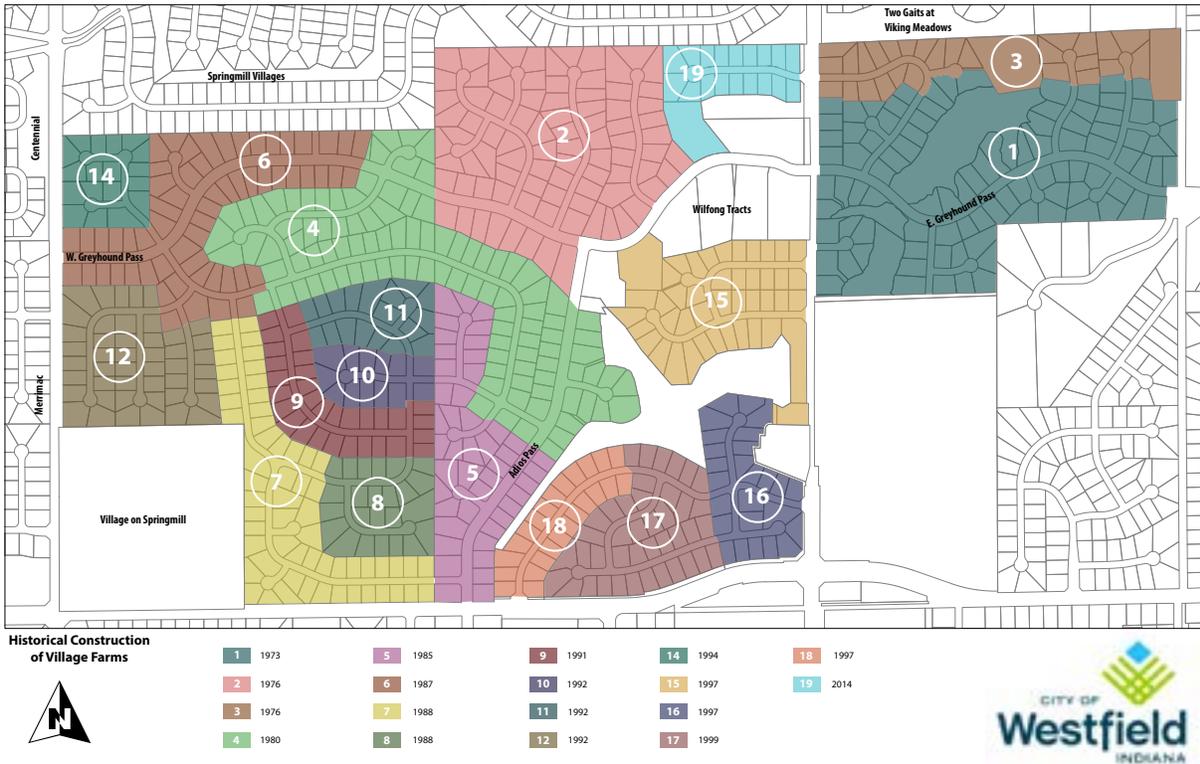


Figure 4.1: Historical construction of Village Farms

In 2014, the Village Farms Home Owners Association Board of Directors established a group, called the Long Range Planning Committee (the “LRPC”) dedicated to the long-term initiatives of Village Farms and its residents. In November 2014, Mayor J. Andrew Cook and Matt Skelton, Director of the Department, met with the LRPC to discuss their current efforts. This Plan grew from this discussion as both the LRPC and the City saw opportunity to collaborate and expand the scope of the planning effort.

In 2015, construction began to improve the Oak Ridge Road and 161st intersection with a roundabout.

Chapter 5:

PLANNING PROCESS



Image 5.1: Andrew Murray, Associate Planner, in group conversation at Village Farms Open House.

The planning process between the City and Village Farms occurred over several months. It involved close collaborative dialogue and included an open house/charrette with residents and several meetings with the Village Farms Advisory Group. The outcome of this collaborative effort is summarized herein, but can also be found elaborated in greater detail in the appendix materials.

In addition to the introductory meetings mentioned in the last section, on March 4, 2015, the Department, in consultation with the Advisory Group, hosted an open house (the “Open House”) at the Village Farms clubhouse for all Village Farms residents. The City notified all residents in Village Farms by mail (see **Appendix C**) requesting their input and briefly outlining the planning process for their benefit.

There were thirty-two (32) participants (the location of these participants can be seen in **Figure 5.1**), including some City Councilors and Plan Commissioners. The Open House was structured as a collaborative, group-based, brainstorming exercise. The participants were organized into five groups, each including a facilitator from the Department. Each group was asked to conduct

a Strengths, Weaknesses, Opportunities, and Threats (“SWOT”) analysis. Over the course of the Open House, each group completed two tasks, including individual response packets (“Individual Response”) and a group brainstorming exercise (“Group Response”). In addition, residents were asked to identify their most favorite physical location in Village Farms and their least favorite (see **Figure 5.2**)



Map of Respondents



Legend

● Parcel location of respondents

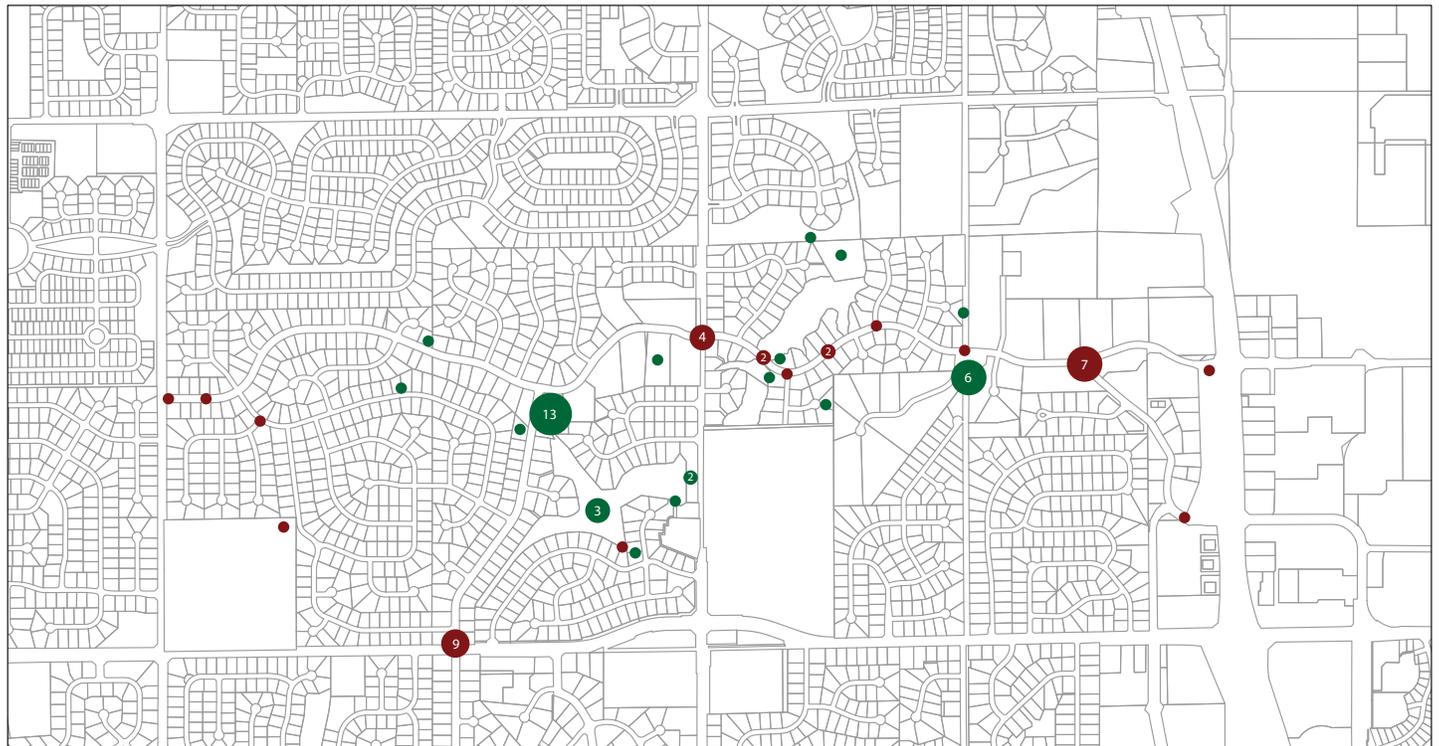


Figure 5.1: Location of respondents

5. Planning Process

At the end of the Open House, each group was asked to select from among the group responses in an effort to help reflect the priorities of the residents. Following the Open House, the Department compiled and organized the data from both the Individual and Group Responses (see **Appendix E**).

After analyzing that information the, Department consolidated the responses (see **Appendix F**). The top three responses in each category are summarized in **Figure 5.3** on the following page.:



Map of Most Favorite and Least Favorite Places



Legend

- Most Favorite
- Least Favorite



Figure 5.2: Map of most and least favorite location

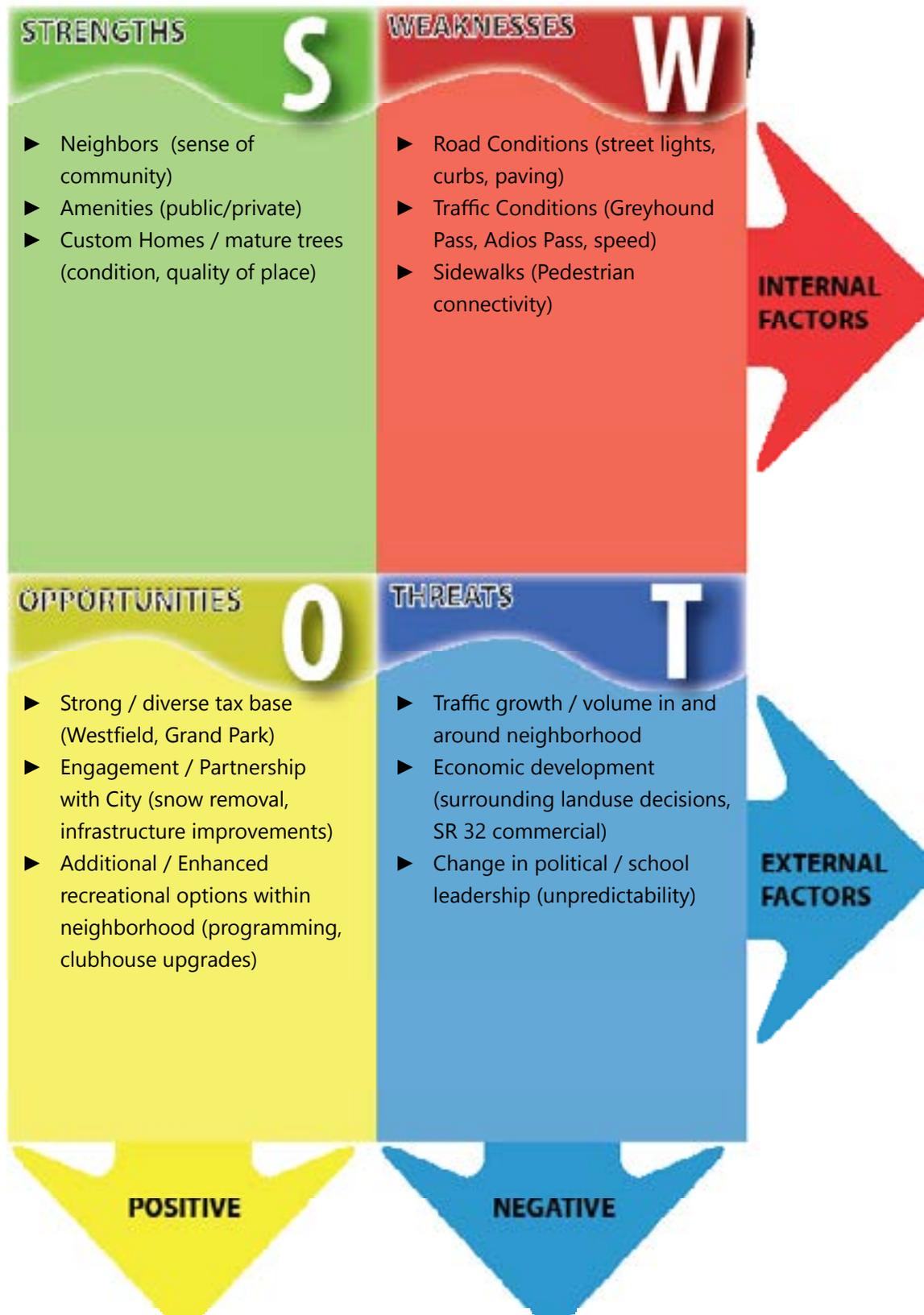


Figure 5.3: "SWOT" analysis summary



Image 5.2: Jesse Pohlman, Senior Planner, in group discussion with residents at Open House

On April 22, 2015, the Department met with the Advisory Group to discuss the results above. The Department provided each member with a handout including the raw data collected and the Department’s summary of that data (“Consolidated List”). The Department encouraged the Advisory Group to review the results and provide additional comments and insights.

On May 6 and May 27, 2015, the Advisory Group met with the Department. The Advisory Group shared their comments regarding the information organized by the City. The Department shared proposed solutions and also outlined the likely parties responsible for the work. The presentation led to a lively discussion and some debate concerning the appropriate solutions to the identified issues and the prioritization of those solutions. The Department then generated the following list (“Possible Solutions List”):

STRENGTHS:

1. Neighbors: “Neighbors” refers to the residents of Village Farms and the strong sense of community. “Neighbors” also refers to the network of personal relationships and community pride.

Possible Solutions: Solutions developed in this category are intended to create opportunities for increased

social interactions. An inventory (i.e., survey) should be conducted to understand what the residents are currently doing; however, some possible solutions are: (i) coordinate neighborhood-wide yard sales; (ii) host neighborhood parties; (iii) establish a neighborhood-wide crime watch; (iv) join and establish a presence on the “Next Door” social network; (v) organize events like camping in the common areas, kickball tournaments, youth leagues.

2. Amenities: “Amenities” refers to both internal and external community assets. This includes, but is not limited to: (i) the lakes; (ii) clubhouse; (iii) park open space (by the poolhouse); (iv) the dam; (v) the quality / protection of the lakes (water quality, pollution); (vi) the proximity of surrounding shopping and quality of life assets (e.g., the Monon Trail). The Advisory Group prioritized the need for increasing safe access to the amenity areas throughout the community.

Possible Solutions: Conduct an inventory to catalogue and study existing community spaces/gathering places. The results of this study would identify weaknesses and opportunities as well as offer recommendations to either modify the space physically, in order to optimize their use, or offer recommendations to (re)program the spaces to encourage/attract further use/activity. Erect new way finding and identification signage in order to visually mark and attract residents to internal neighborhood amenities and toward external community assets safely and efficiently. If desired, this creates the opportunity to establish unique signage for Village Farms that further distinguishes its neighborhood amenities and promote its brand.

3. Custom Homes / Mature Trees: “Custom Homes / Mature Trees” refers to the quality, style, age and maintenance for the homes and “softscape” of the neighborhood. These are things Village Farms would like to protect. The lack of a “cookie-cutter” appearance of Village Farms were features seen as attractive in the housing market, thus a positive effect on property values. This could dovetail with the Village Farms branding and promotion efforts (see Opportunities).

Possible Solutions: Alternatives developed in this category are intended to promote the existing



Image 5.3: Monon crossing at E. Greyhound Pass

character of Village Farms: (i) consider changes to existing covenants, conditions and restrictions (the “Covenants”) in order to provide both education of the Covenants and encourage further enforcement. This may serve to protect existing community amenities and future ones from issues including, but not limited to: encroachment issues, tree preservation, and use of lakes and common areas; (ii) create and offer a “Best Landscaping or Garden” award to encourage a high level of maintenance and “curb appeal” for existing residents. This award competition would require nominations from others, which would not only encourage increased social interaction among neighbors, but create further emphasis on the appearance and maintenance of homes; (iii) track the number of tear downs/rebuilds, additions, remodels, pools, and accessory structures throughout Village Farms. This will provide an inventory highlighting the value reinvested in Village Farms.

WEAKNESSES:

1. Road Conditions: “Road Conditions” refers to the overall automobile environment throughout Village Farms. Residents referred to street lights, curbs and the condition of paving when discussing road conditions. Additional information is needed in order

to determine whether concerns about road conditions refers to a lack of street lights and curbs throughout Village Farms or in certain locations (i.e., intersections or mid-block level). However, residents did express concerns regarding the condition of the pavement surface due to cracking and pot holes.

Possible Solutions: Alternatives developed in this category are intended to clarify the issues and identify areas for improvement: Study existing infrastructure. This exercise should confirm the desires of the neighborhood residents, determine opportunities for improvement (i.e., re-paving, re-stripping, new street lights, new yard lights, etc.). This study may culminate in a capital improvement plan for Village Farms.

2. Traffic Conditions: “Traffic Conditions” primarily refers to the automobile traffic throughout Village Farms. Greyhound Pass has been a thoroughfare for the community, between Spring Mill Road and US Highway 31. Due to the improvements to US Highway 31, residents have observed increased traffic volumes and rates of speed on Greyhound Pass and Adios Pass. The Advisory Group was clear that any solutions to address the issues identified as weaknesses must provide for safety, reduce, divert, or calm traffic within the community, while not precluding pedestrian connectivity. Drainage and existing road quality should inform the strategic implementation of any improvements to the road network. The Advisory Group also prioritized a solution to the Greyhound Pass and Oak Ridge Road intersection.

Possible Solutions: Study traffic impacts within and around Village Farms. Due to the improvements to US Highway 31 (and other surrounding thoroughfares) residents have observed an increase in traffic both internal to the neighborhood and external along perimeter thoroughfares. A study of traffic conditions would help determine the traffic volume and average rates of speed. This study should identify problem areas and make recommendations to calm or reduce traffic (e.g., speed bumps, increased signage, improved intersections, narrower streets or increased/consistent enforcement, etc.). The study should also identify the potential for intersection improvements. It should develop multiple alternatives and work in collaboration

with the Advisory Group to evaluate those alternatives to determine the long-term viability of this traffic node in the neighborhood. A proposal for intersection improvement at Greyhound Pass and 151st Street should develop a strategy for “cut-through” traffic, as well as, pedestrian connectivity in the absence of sidewalks.

3. Sidewalks: “Sidewalks” refers to overall pedestrian connectivity throughout the neighborhood. Additional information is needed in order to determine whether resident’s concerns regarding sidewalks refers to the lack of sidewalks throughout the entire community or just along Greyhound Pass and Adios Pass. Residents also referred to sidewalks as connections to surrounding amenities, including the Monon Trail nearby.

Possible Solutions: Study existing conditions of Village Farms’ pedestrian network. The results of this study should confirm the desires of Village Farms (i.e., where to add sidewalks, what kind of sidewalks, trails vs. sidewalks, and connections to internal and external assets), identify opportunities to improve existing right-of-ways with sidewalks, especially if roadways are narrowed in order to address traffic volume and rates of speed. The recommendations of this study may be incorporated as part of a wider capital improvement plan for Village Farms.

OPPORTUNITIES:

1. Strong / Diverse Tax Base: “Strong / Diverse Tax Base” refers to the City of Westfield’s fast-paced growth as an opportunity which Village Farms may utilize as a resource now and in the future. The surrounding economic development may provide opportunities to offer additional services for Village Farms residents and may increase home values.

Possible Solutions: Given the strong growth throughout the community it would be beneficial to identify financial and professional resources that may benefit the Village Farms planning process and implementation in the future.

2. Engagement / Partnership with City: “Engagement / Partnership with City” refers to opportunities for collaboration between Village Farms and the City. This may refer to opportunities for snow removal, infrastructure improvements and strategic code enforcement. These opportunities may reveal themselves as this planning project with Village Farms matures.

Possible Solutions: Identify and coordinate partnership opportunities between Village Farms and the City. As the Village Farms planning process matures, partnership opportunities will likely emerge for the provision of professional services, financial assistance and/or continued community services. These could include, but are not limited to: increased snow removal services (either through private contracts or city service), programs to support the rehabilitation of community amenities such as the poolhouse and establishment of a neighborhood crime watch in consultation with the City of Westfield Police Department.

3. Social Programming: “Social Programming” refers to opportunities for increased recreation and activities. Many residents mentioned opportunities to have additional programming for adults (i.e., yoga or social clubs/activities) and upgrades to the clubhouse.

Possible Solutions: Inventory and study the existing social activities. The results of this study should identify gaps in existing programming and provide recommendations for Village Farms to consider. This study should identify opportunities and constraints associated with existing venues in Village Farms.

4. Branding & Marketing: “Branding and Marketing” refers to the promotion of a neighborhood “brand,” which may include modernizing an existing logo or establishing a new one, as well as, developing a marketing strategy which may be both internal to the neighborhood and external to the wider housing market. Once a “brand” has been established and promoted, there are opportunities to emphasize that brand throughout Village Farms. The Advisory Group

identified engagement with the City as an opportunity to make strategic improvements to the physical environment of the Neighborhood. The Advisory Group expressed that the greatest priority among the identified opportunities was researching and potentially creating a branding/promotional strategy for the Neighborhood.

Possible Solutions: A clear and concise brand is desired. Study existing market material and strategies (print material, industry/trade outreach, social media, etc.). The study should compare these efforts with other neighborhoods of a similar size and identify opportunities. It should outline a process for the Advisory Group to engage residents to re-brand, update and modernize the existing brand or establish a new brand. Once that brand has been established, it can be reinforced in the community by erecting uniform gateways, entrances or lighting features that incorporate a consistent motif, color or theme throughout Village Farms.

THREATS:

1. Traffic Growth / Volume in and around Neighborhood: “Traffic Growth / Volume in and around Neighborhood” refers the automobile traffic conditions throughout Village Farms. Greyhound Pass is identified as a thoroughfare (classified as a “Collector”) in the Westfield-Washington Township Thoroughfare Plan (the “Thoroughfare Plan”), between Spring Mill Road and US Highway 31. Due to the improvements to US Highway 31, many residents have observed that Greyhound Pass and Adios Pass have increased in traffic volume and rate of speed. These surrounding improvements have effectively made Greyhound Pass a “cut-through” for traffic between Spring Mill Road and US Highway 31. Additionally, Oak Ridge Road, which bisects Village Farms raised concerns about increased traffic volumes. The Advisory Group found that the greatest threats to the Neighborhood are changes to the road network and internal and external traffic circulation patterns. The Advisory Group found that

an expanded traffic study could address some of these issues, if it encompassed some of the surrounding intersections (i.e., 156th Street & Spring Mill; Oak Ridge Road & 161st Street; Greyhound Pass & Oak Ridge Road; etc.).

Possible Solutions: (i) Re-evaluate roadway classifications set forth in the Thoroughfare Plan as related to Village Farms; (ii) study the Greyhound Pass and Oak Ridge Road intersection. This study should make recommendations to improve the intersection commensurate with resident’s desire to not preclude pedestrian connectivity across Oak Ridge Road and the community’s desire to relieve congestion.

2. Economic Development: “Economic Development” refers to the fast-paced growth in the City. The continued addition of new housing developments throughout the community is perceived as a possible threat, because of the contrast between an “old” community against an otherwise “new” background with new amenities and the ability for prospective homeowners to build what they want. This dovetails with the Advisory Group’s desire to brand and promote Village Farms (see opportunities).

Possible Solutions: (i) Encourage reinvestment. Residents have expressed concerns about the possibility of Village Farms becoming somewhat marginalized by incoming developments that boast new home products and modern amenities. Residents identified an opportunity to create a regulatory environment that encourages reinvestment. This might be achieved by reducing the number of required permits, expediting the approval process or reducing the cost of the required permits and inspections; (ii) Study/facilitate opportunities to further promote the existing brand internally, throughout the community and to the wider housing market. During meetings with the Advisory Group, residents identified a desire to increase the profile of the neighborhood in the community; Additional information is needed in order to determine whether this is most effectively achieved through a re-branding process or a more robust marketing strategy.

3. Change in Political, School, or HOA Leadership:

“Change in Political, School, or HOA Leadership” refers to the potentially shifting tide of political and/or leadership priorities. Residents desire to preserve the wishes and/or objectives of the community regardless of any change in community leadership. This may require formal approval/adoption of this plan as a addendum to the Westfield-Washington Township Comprehensive Plan (the “Comprehensive Plan”).

Possible Solutions: (i) Engage closely with school administration to understand future plans (re-districting, class size, etc.). This may be achieved by organizing an open house with various school administrators, a meet-and-greet with the School Board or the superintendent; (ii) organize meet-and-greet (coffee, breakfast, open house, etc.) with the City Council and Plan Commission members and directors of the various Departments.

CHAPTER 6: RECOMMENDATIONS



The Village Farms planning exercise occurred over the course of six months, from March to September 2015. After close collaboration with the residents of Village Farms and the Advisory Group, as outlined above in Chapter 5, the Department summarized and listed, in order of priority, the following six recommendations:

TRAFFIC:

- Study the existing conditions of the road network throughout the community and future impact of automobile traffic on the Neighborhood. Study should focus on traffic volume and rate of speed.
- The traffic study should work with the Advisory Group to develop strategies for (i) intersection improvements, both within and surrounding the Neighborhood; (ii) create traffic calming to reducing automobile speed; (iii) repair/resurface roads in poor condition, as identified by the study.
- The study should focus on Greyhound Pass and Adios Pass; (iii) identify drainage issues and consider opportunities to reduce runoff into detention/retention ponds.

PEDESTRIAN INFRASTRUCTURE:

Study the existing conditions of pedestrian connectivity throughout Village Farms. The study should evaluate opportunities to create safer pedestrian conditions across Oak Ridge Road along Greyhound Pass. This study should be completed in conjunction with the traffic study highlighted above.

AMENITIES:

- Study existing conditions of the amenities throughout Village Farms.
- The study should focus on the detention/retention ponds and the drainage between them along Greyhound Pass.
- The study should also be completed in conjunction with a pedestrian connectivity plan and should consider wayfinding and safety signage that may incorporate the Village Farms brand.

SOCIAL PROGRAMMING:

- Inventory existing social activities within Village Farms (i.e., survey community organizations and residents).
- Identify external resources for community engagement/social activities.
- Prepare a list of best practices among other neighborhoods, both in Westfield and outside.

BRANDING:

Create a revised brand and a promotional strategy for Village Farms.

COMMUNITY ENGAGEMENT:

Identify opportunities for Village Farms to participate in activities with the City and Westfield-Washington School Corporation.

CHAPTER 7: MOVING FORWARD



The Plan recommends that this planning document be revisited periodically. Ideally such an exercise would occur annually and is recommended to include the following elements:

ADDITIONAL INPUT:

Although the Plan placed strong emphasis on input from residents, the Advisory Group identified a desire for additional and ongoing input from the Village Farms neighborhood. Periodically revisiting the recommendations outlined in this Plan will help facilitate future neighborhood input.

MEASURING PROGRESS:

The Advisory Group should periodically review progress made toward accomplishing the recommendations identified in Chapter 6 of this Plan.

IMPORTANT FACTORS:

The Advisory Group should document any events or factors which have inhibited or facilitated progress toward accomplishing the recommendations stated in Chapter 6 of this Plan.

VALIDATION OF EXISTING OBJECTIVES:

Each recommendation stated in this Plan should be reviewed by the Advisory Group in order to determine if it is still a priority in order to accomplish the Plan's vision.

REVISING RECOMMENDATIONS:

The Advisory Group should identify any new or refined planning objectives not previously listed in the Plan and determine if it is desirable to add such items to the list of recommendations stated in the Plan. To the extent that any of the previously identified planning objectives are completed or substantially accomplished, the Advisory Group may choose to remove such items from the list of recommendation state in the Plan.

APPROVAL PROCESS:

It is recommended that the Village Farms Neighborhood Plan Addendum (the "Addendum") be adopted in accordance with the process for a comprehensive plan amendment as contemplated in the 500 series of Indiana Code 36-7-4.

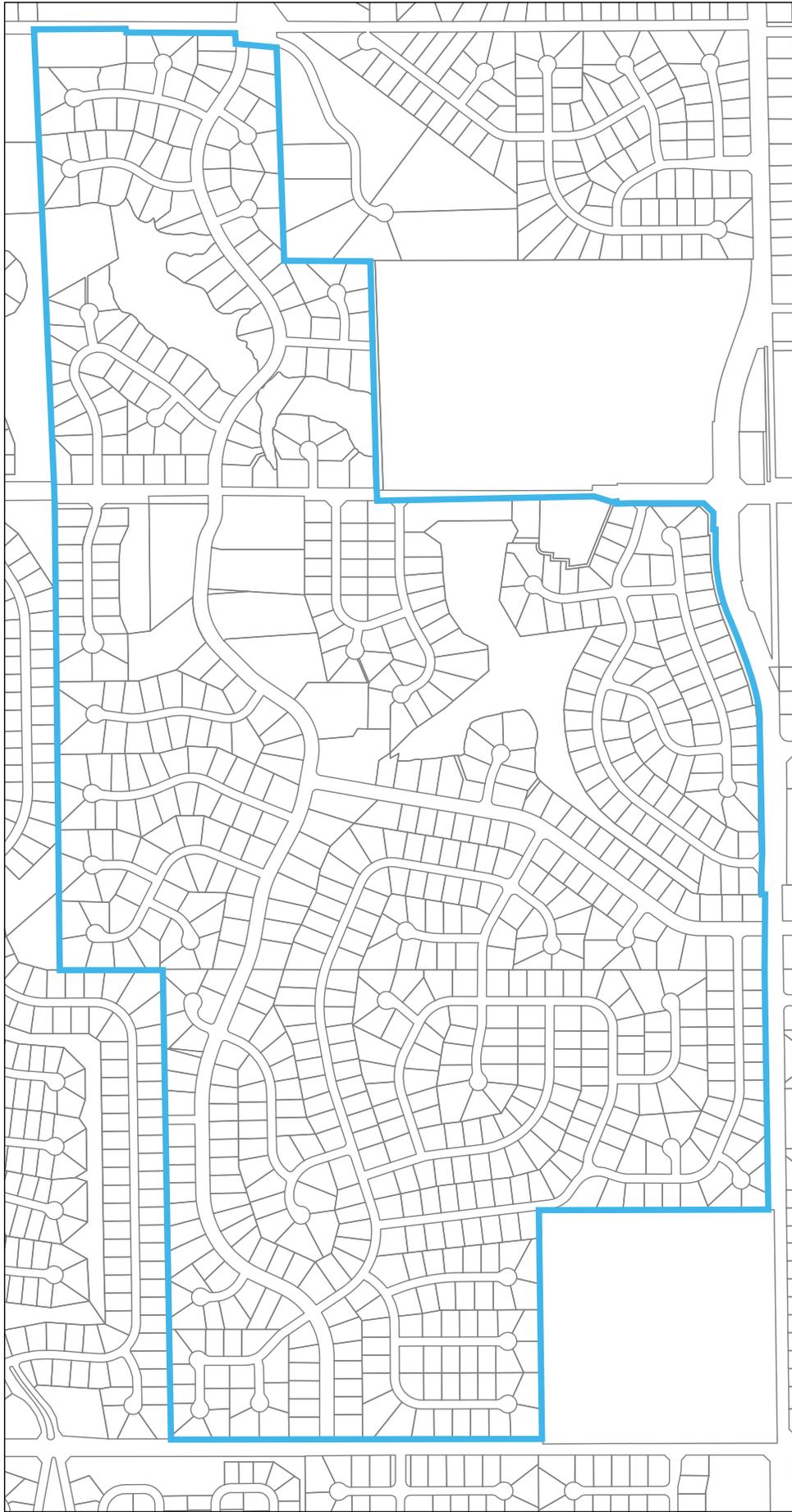
Prior to the adoption of the Addendum, as outlined above, it should be approved by the Village Farms Board of Directors and recommended for approval by the City.

The Plan, as amended, is intended to act as a living, breathing document that chronicles Village Farms' accomplishments, charts a course through the often complicated process of neighborhood planning, and helps to coordinate the efforts and energies of stakeholders actively working to make the Plan a reality. By engaging in this planning exercise and dialogue on a regular basis, the Village Farms neighborhood, will be well-positioned to reach its goal of creating and maintaining the vibrant neighborhood envisioned in the Plan.

CHAPTER 8: APPENDIX

- Appendix A: Boundary map**
- Appendix B: Historical construction map**
- Appendix C: Open house invitation letter**
- Appendix D: Planning process outline**
- Appendix E: Group SWOT analysis**
- Appendix F: Aggregate SWOT data**
- Appendix G: Likes/Dislikes maps**
- Appendix H: Location of Respondents**
- Appendix I: Alternatives Analysis**

APPENDIX A: BOUNDARY MAP



Village Farms Boundary



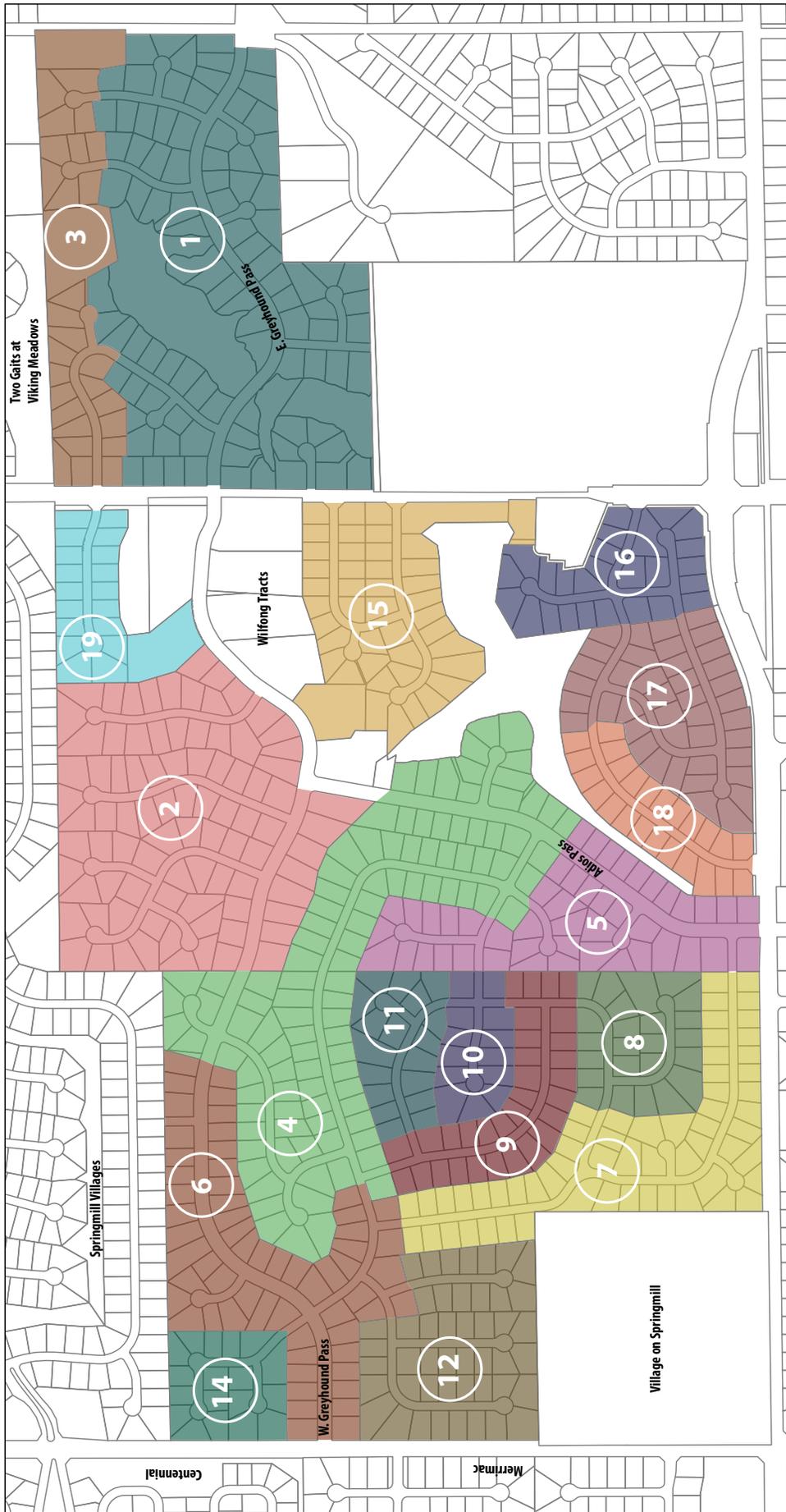
Legend



Boundary of the Village Farms subdivision



APPENDIX B: HISTORICAL CONSTRUCTION MAP



Historical Construction of Village Farms

1	1973	5	1985	9	1991	14	1994	18	1997
2	1976	6	1987	10	1992	15	1997	19	2014
3	1976	7	1988	11	1992	16	1997		
4	1980	8	1988	12	1992	17	1999		



APPENDIX C: MARCH 4, 2015 OPEN HOUSE INVITATION

Village Farms, Inc.
P.O. Box 717
Westfield, IN 46074
Office: (317) 816-7010
bod@thevillagefarms.com
www.thevillagefarms.com



FEBRUARY 6, 2015

Dear Village Farms Homeowner,

The Village Farms Homeowners Association would like to invite you to participate in a neighborhood planning session on March 4, 2015 at 7:00 PM in the upper level of the clubhouse. The Association has been working with the City of Westfield to explore opportunities to enhance and improve the Village Farms neighborhood. We would like to welcome residents of Village Farms to share their insights and comments with us as we plan for our neighborhood's future.

Some residents have already responded to requests for input into the long-range plan (see President's Message section of the July through October 2014 Village Farms newsletter). The March 4th opportunity identification session is part of a more formal process (see outline of process on the next page) that will be facilitated by the Economic and Community Development (ECD) staff of the City of Westfield.

This planning exercise will begin promptly at 7:00 PM and is planned to end at 9:00 PM. Your input is very important to the success of this process. Please plan to attend. We look forward to seeing you on March 4th.

Sincerely,

Norm Sesi
President
On Behalf of the Village Farms Board of Directors

APPENDIX D: PLANNING PROCESS OUTLINE

Village Farms Neighborhood Plan Process

1. **Identify Opportunities (Public Meeting)**
 - a. Village Farms HOA to host public open house
 - b. Facilitation by ECH staff
 - c. Information sources/notes taken by ECH staff
2. **Develop Alternative Solutions for Working Committee Discussion**
 - a. Information to be organized by ECH staff
 - b. Alternatives presented by HOA staff
3. **Working Committee to Review Input and Evaluate Alternatives**
 - a. Convene working committee (likely HOA Board augmented by Council Formation or Ordinance Revision)
 - b. Additional research/analysis (if needed) to be performed by ECH staff
 - c. Committee to select alternatives/generate preliminary communications
4. **Organize Committee for communications/Prepare Plan Proposal**
 - a. ECH staff to organize communications and generate plan proposal
 - b. ECH staff to disseminate plan proposal to working committee to review
5. **Working Committee to Review Plan Proposal**
 - a. Working committee meeting to discuss plan proposal
 - b. Working committee to agree on strategy for plan approval process
 - i. Open House?
 - ii. Committee representative participation in process?
 - iii. Other?
6. **Plan Approval Process**
7. **Implement Plan Recommendations**
8. **Monitor Plan Performance & Make Adjustments**

APPENDIX E: GROUP SWOT ANALYSIS

During the March 4, 2015 Open House, Village Farms residents participated in one of five workstations. Each workstation addressed the Strengths, Weaknesses, Opportunities and Threats of the group and recorded the information on large document pads supported by easels. These SWOTs of each group were then prioritized by using colored dots placed next to issues identified on the pad. The following Appendix includes the original pads for each group.

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 1: STRENGTHS

① (Green) STRENGTHS

- ^{HAVE} (GOOD) NEIGHBORS - strong community
- SAFE NEIGHBORHOOD
- STYLE/AGE OF HOMES - DIVERSITY OF HOMES
- CONVENIENT LOCATION (HOSPITALS/SHOPPING/SCHOOLS/ETC)
- SIZE OF LAKES (RECREATION/RELAXATION)
 - HOME VALUES STAY HIGH → HIGH CARE OF HOMES
- MONON ACCESS
 - QUALITY AMENITIES - WELL MAINTAINED
- MATURE TREES - NOISE CANCELLATION / NATURE / WILDLIFE / TRANQUILITY
 - DO ATTRACT GOOD/QUALITY HOMEOWNERS

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 1: WEAKNESSES

① WEAKNESSES (RED)

- AGE OF INFRASTRUCTURE - DETERIORATION
 - POOR ROAD SURFACING
- NO GUTTERS/ROLL CURBING → CAUSES DRAINAGE PROBS
- CUT-THROUGH TRAFFIC ON GREYSTONE (BOTH DIRECTIONS)
 - (TOO HARD)
- TURNING ON Springwell from Greystone (daylight hours)
 - BECAUSE OF CONGESTION
- CONGESTION ON EGRESS STREETS (SMY/196th) → at each hour
- LACK OF ^{DEDICATED} PEDESTRIAN WAYS THROUGHOUT Village Farms (older sections EXCEPT FOR Grounds)
- PARKING ON PEDESTRIAN WAYS CAUSES PROBLEMS (GROUND PASS)
-

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 1: OPPORTUNITIES

① OPPORTUNITIES (YELLOW)

- PROMOTE VF in REAL ESTATE MARKET → GAIN RESPECT in MARKET
resulting in HIGHER VALUES
- - STRONG local govt w/ vision for smart growth creates stability
→ good LAND USE DECISIONS adjacent → maintains property values
- - COMMUNITY GREENBELT AROUND PERIMETER of CITY
→ serves as growth BARRIER
- - STRONG/VIBRANT/DIVERSE COMMERCIAL along SR 32 → ASSUMING proper
INFRASTRUCTURE
planning

APPENDIX E: GROUP SWOT ANALYSIS GROUP 1: THREATS

① **THREATS (BLUE)**

- - CHANGE in political leadership/vision could result in poor land use/fiscal decisions
- SUBDIVISION by development/land improvements (sound walls on 31)
- - ~~UNMANAGED~~ UNMANAGED traffic growth hurts desired location (perimeter streets)
- - WEAKENING in school leadership could result in poor schools. AFFECTING desirability for buying in Village Farms/WFields.
- Apathetic ^{future} RESIDENTS won't want to be involved in HOA
→ will WEAKEN VF HOA/neighborhood

GROUP #1

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 2: STRENGTHS

Strengths (Green)

Lakes (recreation) it #4

Custom Look

- Kid Friendly
- Accessibility to Retail & Monon
- Maintenance/Upkeep → Property Owner
- ~~Wide~~ Street Width → Like Wide Streets
- Established Community
- Amenities (Pool, trails, club house)
 - ↳ Events

APPENDIX E: GROUP SWOT ANALYSIS GROUP 2: WEAKNESSES

GROUP # 2

WEAKNESSES

(RED)

1. SIDEWALKS (NONE PROVIDED)
 - OAK RIDGE TO MONON
 - LACK OF SIDEWALKS (GREYHOUND & AODS)
 - DANGEROUS
2. TRAFFIC (GREYHOUND & AODS)
 - SPEED TOO HIGH
 - NOT CONTROLLED
 - CUT THROUGHTS
 - STREET TOO WIDE, ENCOURAGES HIGHER SPEED
 - SEASONAL TRAFFIC (CHRISTMAS LIGHTS)
 - PARKING ALONG GREYHOUND & AODS
2. EXERCISE ROOM IN CLUBHOUSE
3. LACK OF ADULT SOCIAL EVENTS/CLUBS
4. SLOW SNOW REMOVAL (OFF MAIN STREETS)
5. STREET LIGHTS
 - LACK OF STREET LIGHTS ALONG GREYHOUND & AODS
6. TOO MANY GEESSE AROUND LAKE
 - AT ~~AROUND~~ STAM & BETWEEN TWO LAKES

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 2: OPPORTUNITIES

GROUP #2 (YELLOW)

OPPORTUNITIES

- 1.) OPPORTUNITY FOR ENGAGEMENT / PARTNERSHIP w/ CITY
- 2.) WESTFIELD'S GROWTH
 - METRO NET
 - SNOW REMOVAL
 - ROAD REPAIR
 - PLANNING & ZONING / LOC ENGAGEMENT
 - ~~YOUTH ACTIVITY~~ ~~IN-HOUSE~~
 - ~~SWIM TEAM~~ ~~BOY/GIRL SCOUTS~~
 - ~~YOUTH LEAGUE~~
- 3.) YOUTH ACTIVITY
 - SWIM TEAM
 - BOY/GIRL SCOUTS
 - YOUTH LEAGUE
- 4.) FISHING (LAND BETW. TWO LAKES)
STOCKED LAKES, AMENITY
- 5.) FINANCIAL OPPORTUNITIES
 - PARTNERSHIPS
 - PLANNING / ZONING
 - JOINT SERVICES
 - MORE EFFICIENT TO HAVE CITY ENTRANCE THAN NOT
- 6.) CONNECTIVITY
 - TRANSIT LINK (INDIANAPOLIS / AIRPORT)
 - MORE SIDEWALK TO SURROUNDING NEIGHBORHOODS
 - MORE & MORE CONNECTIVITY → GOOD

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 2: THREATS

GROUPS # 2 (BLUE)

THREAT

1.) ROAD CONST. / REALIGNMENT

- US 31 → EXTERNAL NEIGHBORHOODS GET THROUGH TO 31
- INCREASED TRAFFIC ON GREYHOUND
- TRAFFIC BACKUPS
- RUSH HOURS BACKUP (LAKESIDE)
- AFTER SCHOOL (BUSES)

2.) DRAINAGE / POLLUTION

- NO RESTRICTIONS ON FERTILIZER
- RUN-OFF
- AQUATIC CONTROL - INCREASED COSTS

3.) CONTROLLING / GUIDING / KEEPING UP WITH

- BURDEN on SCHOOLS, FIRE, POLICE SERVICE

4.) TAXES

- CITY GROWTH, TAXES INCREASE, WHATS IN IN BR US)

5.) SHOPPING AT 31 & 161ST

- DON'T NEED IT
- TRAFFIC INCREASES THROUGH UP
- UGLY

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 3: STRENGTHS

GROUP #3

STRENGTHS (GREEN)

- friendly neighbors
- custom homes ●●●●●
 - unique/not cookie-cutter
- HOA ●
 - activity level/social
 - communication
- Trees/old growth ●●
- modern/updated pool ●●
- lakes ●
 - recreation value
 - fishing
 - aesthetics
 - wildlife
- monon proximity ●●●●
- maintenance of homes ●●
 - property values maintained
- limited access
 - minimizes ●
 - traffic volume
 - curved streets
 - cul-de-sacs
- proximity to amenities
 - shopping
 - highway
- surrounded by arterials

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 3: WEAKNESSES

GROUP #3 WEAKNESSES (RED)

- Greyhound Pass ●●●●●●●●●●
 - volume / US31 → other neighborhoods use
 - Fire Dept. route
 - int. w/ 151st → accidents/safety
- Traffic through neighborhood ●
 - north to south / surrounded by arterials ●
 - new developments to amenities / commuting
- Oak Ridge Road volume ●●●
 - can't get in/out
 - pedestrian can't cross
- Greyhound Pass
 - lack of traffic calming ●
- lack of street lights
 - walking in streets
- lack of sidewalks
- Monon Trail yield/safety ●
 - needs to be stop sign?
 - lack of education → traffic laws
- lack of golf cart + policing
- coyotes → pets/safety ●●●

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 3: OPPORTUNITIES

GROUP #3 OPPORTUNITIES (YELLOW)

- enhance Oak Ridge / Greyhound Pass
- lower taxes / business development +
→ property values
- embrace home stock / variety to continue
to differentiate from surrounding neighborhoods
→ property maintenance
- lake → neighborhood amenity
→ enhance / embrace

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 3: THREATS

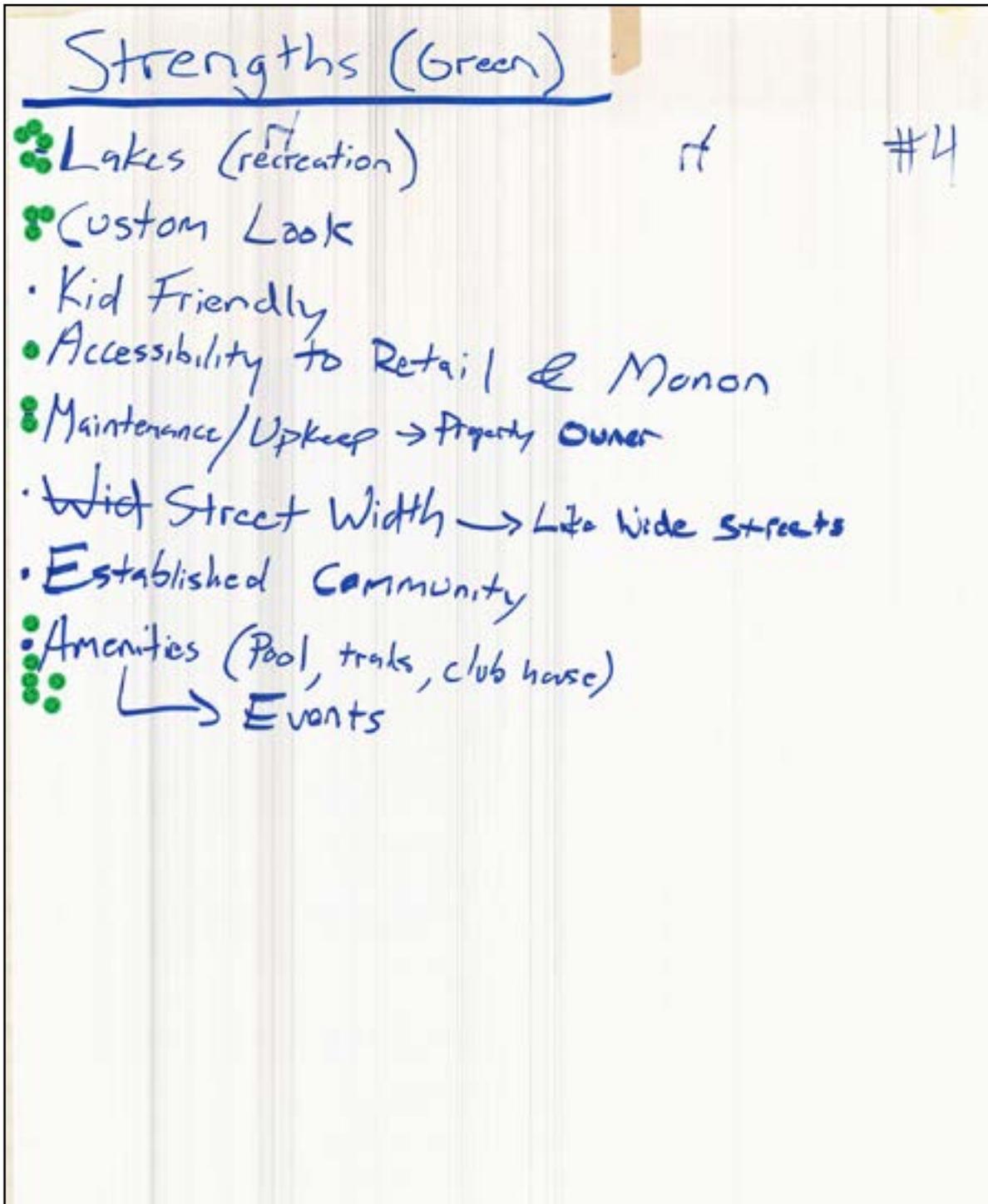
GROUP #3

THREATS (BLUE)

- lack of young families/maturing families ●●
- lack of high school access (v. pre-us31 upgrade) ●
- more comm./res. development = more traffic ●●●●●
- potential empty big box (e.g., Target)
- strain on school district (increase pop./demand)
- traffic volume increase ●●●●

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 4: STRENGTHS



APPENDIX E: GROUP SWOT ANALYSIS
GROUP 4: WEAKNESSES

Weakness (Red)

- Cut-through traffic - too much
↳ Graywood Pass #4
- Covenant Enforcement (not enough)
 - ↳ Mailbox
 - ↳ Sheds
 - ↳ Siding
- Lack of sidewalks
- Speed Limits Enforcement > Not enough
- Stop Sign Enforcement >
- Street Striping ← Adios Pass (GHP + 14th St) Lacking
- Too many Stop Signs (Internal Streets, Cul-de-sac)
- Dated Entrances (Signage, Landscaping)
- Improvement to Oak Ridge Rd
would divide community.

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 4: OPPORTUNITIES

Opportunities (Yellow)

- Convert Dam (Along Oak Ridge & NE Corner) Areas to Wildflower area. → Cost Reduction
- Stable Property Values → Carbon Footprint Reduction
 - ↳ Variety of Architecture
 - ↳ Good Investment
- Recreation Options associated w/ Lake
 - ↳ More Access to all owners
- Pedestrian Connectivity
 - ↳ Esplanade, horse trails, GHP, A/dios
- Self-Maintained Entrance
 - ↳ Landscaping
- Clubhouse Accessibility/Events
- Storm Sewer Upgrade

APPENDIX E: GROUP SWOT ANALYSIS
GROUP 4: THREATS

Threats (Blue) #4

- Gas Line Infrastructure Improvement delaying this Plan.
- Overloaded School System prohibit relocation to VF.
- Crime Creeping North
- ~~Environmental~~ Environmental Damage to Lakes
 - ↳ Drainage
 - ↳ No BMP
- Oak Ridge Expansion → Divide Community
- Traffic (Quantity, Speed, Enforcement) due to increased development
- Lack of Education / Awareness of Covenants

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 5: STRENGTHS

Group 5

Strengths

Green

- ① Neighbors → Sense of Community
Active - miking - s
- Age variety
- ② Swim team - whole Community
Sense of Community
- ③ Safe P.D in community
look out for each other
- ④ Beautiful Landscape & Lake
Common areas *Chero*
- ⑤ Marketability Proximity Lot Size
Size Maturity
- ⑥ HOA Board / Communication Newsletter
Social Media

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 2: WEAKNESSES

Group 5 Weaknesses Red

- ① Age
 - Lakes drudging & deas = \$ for upkeep
 - road - potholes - curb - sustainability of new asphalt Already potholes in new
 - Drainage - from roads old Asphalt Overlay
 - sidewalks/lighting - lack of options for future?
- ② Traffic
 - Intersection {
 - 146/Adios traffic - speed/stops action lane
 - 6HP/Oakridge Volume/Stop
 - 6HP/Springmill line of sight
 - 146/Sophora traffic Sunset Adios
 - Cut thru tunnel
- ③ Mailbox
 - Uniformity - lack
 - Want Uniform
- ④ Bus
 - Shoreway East
 - "Hassle for bus driver to turn E onto 6HP from Oakridge"
 - Stop distance from home
- ⑤ On Street Parking
 - Restricted in Covenants
 - Enforce Lack
- ⑥ Home turnover / disrepair
 - lack of maintain
 - "Older Surtin"

APPENDIX E: GROUP SWOT ANALYSIS

GROUP 5: OPPORTUNITIES

Group 5 Opportunities Yellow

- ① Sidewalks / lighting - To pool
- To monitor
- Safety
Struct. / Int. - Property value - will improve value
- ② 148 Access from Keystone
Currently have to go to Target / 151 to get back to 148
- ③ New Access Rd behind Target
+ Positive - could reduce traffic off GHP
- ④ HOA fees Feel they are fairly modest
last increase of \$425/year - could bolster capital improvements
- Good cushion but
- ⑤ Access from Clay Terrace to 31 Need
- ⑥ Increased 31 Signage to increase business
Not only business but more to publicize Village Farms
- ⑦ Parks in proximity to U.F.
Need parks closer
- ⑧ Control of 146 / 10 - take Both Opportunity & Threat

APPENDIX E: GROUP SWOT ANALYSIS
GROUP 5: THREATS

Group 5 Threat Blue

- ① 146 / Oakridge - what's gonna happen
- an opportunity but could be threat
how it develops - ~~that~~? Both
- ② City of Westfield Masterplan in conflict •
- Rank on priority list resurfacing •
- ③ 146 expansion is threat → Raceway
safety speed Need light @ 146 Action
- ④ Grand Park • • • •
Potential tax impaction
Eggs all in one basket
- ⑤ Westfield Expansion
• • Increase in annexation may forget about
existing subdivisions
Smaller piece of pie less \$ for improvements

APPENDIX F: AGGREGATE SWOT ANALYSIS

Following the March 4, 2015 Open House, the Department entered the information from each group into a digital form, including the priority of each issue, as voted on by the residents who participated in that workstation. The following appendix is that digital Excel spreadsheet.

APPENDIX F: AGGREGATE SWOT ANALYSIS Group 1 and Group 2 Responses

	STRENGTH	PRIORITY	WEAKNESSES	PRIORITY	OPPORTUNITIES	PRIORITY	THREATS	PRIORITY
Group # 1 RESPONSES	Have good neighbors/strong community	6	Age of infrastructure/deterioration/poor road surfacing	8	Promote VF in real estate market: Gain respect in market resulting in higher values	8	Change in political leadership/vision could result in poor land use/fiscal decisions	8
	Safe neighborhood	4	No gutters/roll curbing: Causes drainage probs	3	Strong local gov't w/vision for smart growth creates stability: Good land use decisions adjacent, maintains property values	7	Subdivision by development/road improvements (sound walls on 31)	7
	Style/age of homes/diversity of homes	2	Cut-through traffic on Greyhound (both directions)	4	Community greenbelt around perimeter of city: Serves as growth boundary	5	Unmanaged traffic growth (perimeter streets) hurts desired location	7
	Convenient location (hospitals/shopping/schools/etc.)	5	(too hard) turning on Springmill from Greyhound because of congestion (daylight hours)	3	Strong/vibrant/diverse commercial along SR 32: Assuring proper infrastructure planning	8	Weakening in school leadership could result in poor schools. Affecting desirability for buying in Village Farms/W/field.	6
	Size of lakes (recreation/relaxation)	2	Congestion on egress streets (sm/146th): At rush hour	2			Apathetic future residents won't want to be involved in HOA	
	Home values stay high-high care of homes		Lack of dedicated pedestrian ways throughout Village Farms (older sections except for G'ound Pass)	1				
	Monon access	2	Parking on pedestrian ways causes problems (G'ound Pass)					
	Quality amenities/well maintained	2						
	Mature trees/noise cancellation/nature/wildlife/tranquil							
	Do attract good/quality homeowners							
Group # 2 RESPONSES	Older homes: Room sizes, more character	1	Connectivity: Transit link (Indianapolis/Airport, more sidewalk to surrounding neighborhoods, more & more connectivity-good	1	Opportunity for engagement/partnership w/City (snow removal)	4	Road const./realignment: US31-external neighbors cut through to 31, increased traffic on Greyhound: Traffic backups-rush hours backup (Oakridge), after school (buses)	6
	History (horse farms')		Sidewalks(home provided): Oak Ridge to Monon, lack of sidewalks (Greyhound & Adios), dangerous	5	Westfield's growth: Metronet, road repair, planning & zoning & code enforcement	5	Drainage/Pollution: No restrictions on fertilizer, runoff, aquatic control-increased costs	3
	Mature trees	3	Traffic (Greyhound & Adios): Speed too high, not controlled, cut throughs, street too wide, encourages higher speed, seasonal traffic (Christmas lights), parking along Greyhound & Adios	5	Youth activity: Swim team, young life, boy/girl scouts	2	Controlling/guiding/keeping up with: Burden on schools, fire, police service	
	Quite neighborhood	2	Exercise Room in Clubhouse	1	Fishing (land between two lakes), stocked lakes, amenity	1	Taxes: City growth, taxes increase, whats in it for us	5
	Bigger lots	1	Lack of adult social events/clubs	4	Financial opportunities: Partnerships-Planning/Zoning/Joint services: More efficient to have City enforce than HOA	2	Shopping at 31 & 161st: Don't need it, traffic increase through VF ugly	2
	No cookie-cutter	2	Slow snow removal (off main streets)	1	Connectivity: Transit link (Indianapolis/Airport, more sidewalk to surrounding neighborhoods, more & more connectivity-good	1	Bigger lots	1
	Pool & Amenities: Lake, trails, clubhouse	4	Street lights: Lack of street lights along Greyhound & Adios	1			Pool & Amenities: Lake, trails, clubhouse	1
	Proximity to shopping		Too many geese around lake at dam & between two lakes	1			Neighborhood Association: Resident run, good organization, well represented	1
	Neighborhood Association: Resident run, good organization, well represented	3						

APPENDIX F: AGGREGATE SWOT ANALYSIS

Group 3 and Group 4 Responses

	STRENGTH	PRIORITY	WEAKNESSES	PRIORITY	OPPORTUNITIES	PRIORITY	THREATS	PRIORITY
Group # 3 RESPONSES	Friendly neighbors		Greyhound Pass: volume/US 31-other neighborhoods use, Fire Dept. route, int vs /151st-accidents/safety	10	Enhance Oak Ridge/Greyhound Pass	7	Lack of young families/maturing families	2
	Custom homes: unique/not cookie-cutter	5	Traffic through neighborhood: north to south/surrounded by arterials, new developments to amenities/commuting	3	Lower taxes/business development: property values	8	Lack of high school access (v.pre-US31 upgrade)	1
	HOA: Activity level/social, communication	2	Oak Ridge Road volume: Can't get in/out, pedestrian can't cross	3	Embrace home stock/variety to continue to differentiate from surrounding neighborhoods: property maintenance	4	More comm./res. Development=more traffic	5
	Trees/old growth	2	Greyhound Pass: lack of traffic calming, lack of street lights/walking in streets, lack of side-walks	1	Lake: neighborhood amenity, enhance/embrace	2	Potential empty big box (e.g., Target)	4
	Modern/updated pool	2	Monon Trail yield/safety: Needs to be stop sign?, lack of education-traffic laws, lack of golf cart policing, coyotes-pets/safety	4			Strain on school district (increase pop./demand)	1
	Lakes: Recreation value, fishing, aesthetics, wild life	1					Traffic volume increase	8
	Monon proximity	5						
	Maintenance of homes: Property values maintained	2						
	Limited access: Minimizes traffic volume, carved streets, cul-de-sacs	1						
	Surrounded by arterials							
Amenities: Shopping, highway	1							
Group # 4 RESPONSES	Lakes (recreation)	5	Cut-through Greyhound Pass traffic-too much	7	Convert dam (along Oak Ridge & NE corner) areas to wildflower area: Cost reduction, carbon footprint reduction	2	Gas line infrastructure improvement delaying this plan	
	Custom look	3	Covenant enforcement-not enough: Mailbox, sheds, siding		Stable property values: Variety of architecture, good investment	3	Overloaded school system prohibit relocation to VF	1
	Kid Friendly		Speed limits enforcement-not enough	1	More recreation options associated w/lake: Access to all owners	6	Crime creeping north	1
	Accessibility to retail & Monon	1	Stop sign enforcement -not enough		Pedestrian connectivity: Easements, horse trails, GHP, Adios	2	Environmental damage to lakes: Drainage, no BMP	5
	Maintenance/upkeep: Property owner	2	Street stripping Adios Pass (GHP & 146th St.) lacking	4	Self-maintained entrance: Landscaping	3	Oak Ridge expansion: Divide community	5
	Street width: Like wide streets		Too many stop signs (internal streets, Cul-de-sac)		Clubhouse accessibility/events	1	Traffic (quantity, speed, enforcement) due to increased development	6
	Established community		Dated entrances (signage, landscaping)	3	Storm Sewer upgrade	1	Lack of education -awareness of covenants	
	Amenities/Events (pool, trails, clubhouse)	6	Improvement to Oak Ridge Rd would divide community.					

APPENDIX F: AGGREGATE SWOT ANALYSIS Group 5 Responses

STRENGTH	PRIORITY	WEAKNESSES	PRIORITY	OPPORTUNITIES	PRIORITY	THREATS	PRIORITY
Group # 5 RESPONSES	Neighbors: Sense of community, active-walking, age variety	Age not good: Lakes-dredging the dam for upkeep, road-potholes (curb)/sustainability of new asphalt already potholes in new, drainage from roads: Adios by clubhouse, old asphalt overlay, sidewalks/lighting-lack of options for future?	2	Sidewalks/lighting/street lights/intersection: To pool, to Monon, safety	4	1461 Oakridge: What's gonna happen, on opportunity but could be threat, how it develops-both	5
	Swim team: Whole community, sense of community	Traffic: Intersection-146-Adios/GHP-Oakridge/GHP-Springmill/146-Saphire(traffic same as Adios), traffic-speed/stack up no turn lane, volume/stacking, line of sight, cut thru too much	7	146 access from Keystone: Currently have to go to Target/151 to get back to 146	2	City of Westfield Masterplan in conflict: Rank on priority list resurfacing	2
	Safe: PD in community, look out for each other	Mailbox: Uniformity/lack, want uniform	1	New access rd behind Target, positive could reduce traffic off GHP		146th expansion is threat-Raceway: Need light @ 146-Adios, safety, speed	
	Beautiful: Landscape & lake, common areas, clean	Bus: Shoreway East, hassle for bus driver to turn E onto GHP from Oakridge Dr, stop distance from home		HOA fees/\$425/year: Feel they are fairly modest last increase 08, could bolster capital improvements, good cushion but	1	Grand Park: Potential tax implication, eggs all in one basket	4
	Marketability: Proximity, size, lot size, maturity	On street parking restricted/covenants enforce lack		Access from Clay Terrace to 31 need	2	Westfield Expansion: Increase in annexation may forget about existing subdivision, smaller piece of pie-less \$- for improvements	2
	HOA Board: Communication, newsletter, social media	Home turnover: Disrepair, lack of maintain older section	2	Increased 31 signage to increase business/not only business but more to publicise			
				Parks in proximity to VF/need parks closer: Control of 146/Oakridge both opportunity & threat	2		

APPENDIX G: LIKES/DISLIKES MAP

During the March 4, 2015 Open House, Village Farms residents participated in one of five workstations. Each workstation was asked to identify their most favorite and least favorite physical place within the Village Farms neighborhood. The following appendix material are the original maps upon which each workstation identified these locations. Red dots identify the least favorite location and green dots identify the most favorite location.

APPENDIX G: LIKES/DISLIKES MAP
Group 1



APPENDIX G: LIKES/DISLIKES MAP
Group 2



APPENDIX G: LIKES/DISLIKES MAP
Group 3



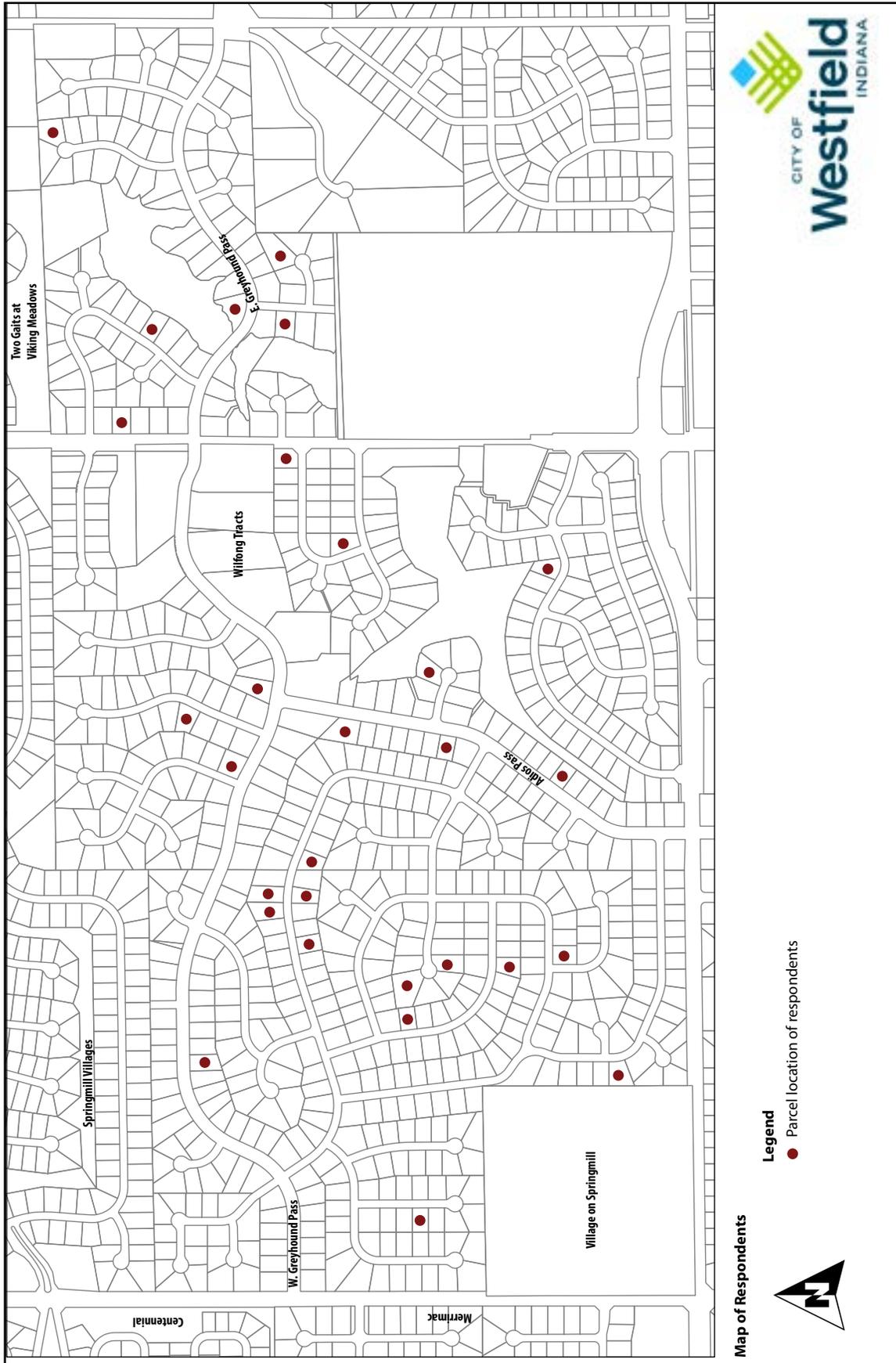
APPENDIX G: LIKES/DISLIKES MAP
Group 4



APPENDIX G: LIKES/DISLIKES MAP
Group 5



APPENDIX H: MAP OF RESPONDENTS



APPENDIX I: ALTERNATIVES ANALYSIS

Page 1

VILLAGE FARMS NEIGHBORHOOD PLANNING EXERCISE Developing Alternatives

1. STRENGTHS

▪ Neighbors

“Neighbors” refers to the residents of Village Farms and the strong sense of community among neighbors and across the neighborhood through the Village Farms Home Owners Association. “Neighbors” also refers to the network of personal relationships and community pride.

Alternatives:

Alternatives developed in this category are intended to create opportunities for increased social interactions. First, an inventory should be conducted to understand what the neighborhood HOA and residents are already doing; however, some possible alternatives are:

1. Coordinate neighborhood-wide yard sales
2. Host neighborhood parties
3. Establish a neighborhood-wide crime watch
4. Join and establish a presence on the “Next Door” social network
5. Organize events like camping in the common areas, kickball tournaments, youth leagues

▪ Amenities

“Amenities” refers to both the internal and external community assets. This includes, but is not limited to: (i) the lakes; (ii) clubhouse; (iii) park open space (by the poolhouse); (iv) the dam; (v) the quality / protection of the lakes (water quality, pollution); (vi) the proximity of surrounding shopping and quality of life assets.

Alternatives:

Alternatives developed in this category are intended to protect and enhance amenities throughout the neighborhood.

1. Conduct an inventory to catalogue and study existing community spaces/gathering places. The results of this study would identify weaknesses and opportunities as well as offer recommendations to either modify the space physically, in order to optimize their use, or offer recommendations to (re)program the spaces to encourage/attract further use/activity.
2. Erect new way finding and identification signage in order to visually mark and attract residents to internal neighborhood amenities and toward external community assets safely and

APPENDIX I: ALTERNATIVES ANALYSIS

Page 2

VILLAGE FARMS NEIGHBORHOOD PLANNING EXERCISE Developing Alternatives

efficiently. If desired, this creates the opportunity to establish unique signage to Village Farms that further distinguishes its neighborhood amenities and promote its brand.

- **Custom Homes / Mature Trees**

“Custom Homes / Mature Trees” refers to the quality, style, age and maintenance for the homes and “softscape” of the neighborhood. These were things to be protected. The quite, natural and not “cookie-cutter” appearance or experience of the neighborhood were features seen as attractive in the housing market, thus a positive effect on property values. This could dovetail with neighborhood branding and promotion (see opportunities).

Alternatives:

Alternatives developed in this category are intended to promote the existing character of Village Farms:

1. Review / modernize the existing covenants, conditions and restrictions (the “Covenants”) in order to provide both education of the Covenants and encourage further enforcement. This will also serve to protect existing community amenities and future ones from issues including, but not limited to: encroachment, tree preservation, use of lakes and common areas.
2. Create and offer a “Best Landscaping or Garden” award to encourage a high level of maintenance and “curb appeal” for existing residents. This award competition would require nominations from others, which would not only encourage increased social interaction among neighbors, but create further emphasis on the appearance and maintenance of homes.
3. Research the number of tear downs/rebuilds, additions, remodels, pools, accessory structures throughout the neighborhood. This should result in an inventory that could highlight the amount of dollars reinvested back into the neighborhood.

APPENDIX I: ALTERNATIVES ANALYSIS

Page 3

VILLAGE FARMS NEIGHBORHOOD PLANNING EXERCISE Developing Alternatives

2. WEAKNESSES

- **Road Conditions**

“Road Conditions” refers to the overall automobile environment throughout the neighborhood. Residents referred to street lights, curbs and paving or the condition of the paving. Following our meetings, it remains unknown as to whether concerns about the road conditions refers to a lack of street lights and curbs throughout the entire neighborhood, if desired throughout the entire community or only in certain locations (i.e., intersections or mid-block level). Additionally, it is unclear whether it refers to paving due to cracking or pot holes.

Alternatives:

Alternatives developed in this category are intended to clarify the issues and identify areas for intervention: Study existing infrastructure. Given the unknowns regarding the potential improvement of the automobile environment, it is necessary to inventory the existing conditions. The results of this study should confirm the desires of the neighborhood residents, determine opportunities for improvement (i.e., re-paving, re-stripping, new street lights, new yard lights, etc.). This study would culminate in a Capital Improvement Plan (this will be further discussed at our meeting).

- **Traffic Conditions**

“Traffic Conditions” primarily refers to the automobile traffic situation throughout the neighborhood. Greyhound Pass has been a thoroughfare for the community, between Springmill Road and US Highway 31. Due to the improvements to US Highway 31, many residents believe Greyhound Pass and Adios Pass have increased in traffic volume and rate of speed, creating potentially dangerous situations.

Alternatives:

Alternatives developed in this category are intended to address the traffic issues throughout the neighborhood: Study the traffic impacts on the neighborhood. Due to the improvements to US Highway 31 (and other surrounding thoroughfares) residents have observed an increase in traffic both internal to the neighborhood and external along perimeter thoroughfares. A study of the existing traffic conditions would determine the traffic volume and average rates of speed. This

APPENDIX I: ALTERNATIVES ANALYSIS

Page 4

VILLAGE FARMS NEIGHBORHOOD PLANNING EXERCISE Developing Alternatives

study should identify problem areas and make recommendations to calm or reduce traffic (e.g., speed bumps, increased signage, improved intersections, narrower streets and increased/consistent enforcement, etc.).

- **Sidewalks**

“Sidewalks” refers to the overall pedestrian environment throughout the neighborhood. Following meetings with the Village Farms advisory committee and the City staff it remains unknown as to whether this refers to the lack of sidewalks throughout the entire community or just along Greyhound Pass and Adios Pass. Additionally, residents also referred to sidewalks as connections to surrounding amenities, including the Monon Trail, which crosses the community to the east.

Alternatives:

Alternatives developed in this category are intended to clarify the issues and identify areas for intervention: Study existing conditions of the pedestrian environment. The results of this study should confirm the desires of the community (i.e., where to add sidewalks, what kind of sidewalks, trails vs. sidewalks, and connections to internal and external assets), identify opportunities to improve existing right-of-ways with sidewalks, especially if roadways are narrowed in order to address traffic volume and rates of speed. The culmination of this study may be incorporated as part of a wider Capital Improvement Plan (will be discussed further at our next meeting).

3. OPPORTUNITIES

- **Strong / Diverse Tax Base**

“Strong / Diverse Tax Base” refers to the City of Westfield’s fast-paced growth as an opportunity which Village Farms may utilize as a resource now and in the future. The surrounding economic development may provide an opportunity to offer additional services for Village Farms residents and may increase home values.

Alternatives:

Alternatives developed in this category are intended to identify potential community-wide resources: Given the strong growth throughout the community it would be beneficial to identify financial and professional

APPENDIX I: ALTERNATIVES ANALYSIS

Page 5

VILLAGE FARMS NEIGHBORHOOD PLANNING EXERCISE Developing Alternatives

resources to support the Village Farms Planning process and implementation in the future.

- **Engagement / Partnership with City**

“Engagement / Partnership with City” refers to opportunities for collaboration between Village Farms (i.e., the Home Owners Association) and the City of Westfield. This may refer to opportunities for snow removal, infrastructure improvements and joint code enforcement. These opportunities with the City may reveal themselves as this special planning project with Village Farms continues to mature.

Alternatives:

Alternatives developed in this category are intended to identify partnership opportunities to support / promote the Village Farms Plan:

1. Identify and coordinate partnership opportunities between Village Farms (Advisory Committee) and City of Westfield. As the Village Farms planning process matures further, partnership opportunities will likely emerge in which the City may provide professional services, financial assistance and/or continued community services. These could include, but are not limited to: increased snow removal services (either through private contracts or city service), façade grants to support the rehabilitation of community amenities such as the poolhouse, or facilitate/promote the establishment of a neighborhood crime watch in consultation with the City of Westfield Police Department.

- **Social Programming**

“Social Programming” refers to internal opportunities for increased recreation or activities. Many residents mentioned opportunities to have additional programming for adults (i.e., yoga or social clubs/activities) and upgrades to the clubhouse.

Alternatives:

Alternatives developed in this category are intended to identify opportunities to enhance existing recreational amenities and provide for future amenities: Programming analysis (existing activities, venue opportunities). First, it is important to inventory and study the existing social activities. The results of this study should conclude opportunity gaps in existing programming, especially remaining age conscious, and

APPENDIX I: ALTERNATIVES ANALYSIS

Page 6

VILLAGE FARMS NEIGHBORHOOD PLANNING EXERCISE Developing Alternatives

provide recommendations for the Advisory Committee, HOA and neighborhood to consider. This study should also focus on the existing opportunities or constraints of the existing venues within the community.

- **Branding & Marketing**

“Branding and Marketing” refers to the promotion of a neighborhood “brand,” which may include modernizing an existing logo or establishing a new one, as well as, developing a marketing strategy which may be both internal to the neighborhood and external to the wider housing market, specifically targeting prospective buyers. However, once a “brand” has been established and promoted, there are numerous opportunities to emphasize that brand internally and throughout the community.

Alternatives:

Alternatives developed in this category are intended to encourage Village Farms to consider developing a marketing strategy. After meeting with the Advisory Committee it was obvious that a clear and concise brand is desired: Studying existing market material and strategies (print material, industry/trade outreach, social media, etc.). The results of this study should compare these efforts with other neighborhoods of a similar size and conclude opportunity gaps. It should provide a process for the Village Farms Advisory Committee to engage residents to re-brand, update/modernize the existing logo or establish a new brand. Once that brand has been established, this can be reinforced in the community by erecting uniform gateways, entrances or lighting features that establishes a consistent and uniform motif of color or logo throughout the neighborhood.

4. THREATS

- **Traffic Growth / Volume in and around Neighborhood**

“Traffic Growth / Volume in and around Neighborhood” refers the automobile traffic situation throughout the neighborhood. Greyhound Pass has been a thoroughfare (classified as a “Collector”) for the community, between Springmill Road and US Highway 31. Due to the improvements to US Highway 31, many residents believe Greyhound Pass and Adios Pass have

APPENDIX I: ALTERNATIVES ANALYSIS

Page 7

VILLAGE FARMS NEIGHBORHOOD PLANNING EXERCISE Developing Alternatives

increased in traffic volume and rate of speed. Additionally, Oak Ridge Road, which bisects the community, and 146th Street, which serves as its western boundary, have raised concern about continued traffic volumes due to surrounding improvements.

Alternatives:

Alternatives developed in this category are intended to understand the traffic volume throughout the community, both existing and potential:

1. Review the City of Westfield-Washington Township Thoroughfare Plan to address the classifications of roadways internal to Village Farms and those adjacent.
2. Study the Greyhound Pass and Oak Ridge intersection. The results of this study should make recommendations to improve the intersection commensurate with resident's desire to not preclude pedestrian connectivity across Oak Ridge, but also the community's desire to relieve congestion.

▪ Economic Development

"Economic Development," although broad, refers to the fast-paced growth in the City of Westfield. The continued addition of new housing developments throughout the community is perceived as a threat, because of the contrast between an "old" community against an otherwise "new" background with new amenities and the ability for prospective homeowners to build what they want. This dovetails with residents' and the HOA's desire to brand and promote Village Farms (see opportunities).

Alternatives:

Alternatives developed in this category are intended to address the surrounding economic development threats:

1. Encourage reinvestment. Neighborhood residents have expressed a concern about Village Farms becoming marginalized by incoming developments that boast new home products and amenities. Given this concern there is an opportunity to create a regulatory environment that encourages reinvestment. This could be achieved by reducing the number of required permits, expediting the approval process or reducing the cost of the required permits and inspections.

APPENDIX I: ALTERNATIVES ANALYSIS

Page 8

VILLAGE FARMS NEIGHBORHOOD PLANNING EXERCISE Developing Alternatives

-
2. Study/facilitate opportunities to re-brand the Village Farms neighborhood or further promote the existing logo internally, throughout the community and to the wider housing market. During planning meetings with the Village Farms advisory committee, it was clear that increasing the profile of the neighborhood is a high priority; however, it is unclear as to whether this is most effectively achieved through a re-branding process or a more robust marketing strategy.

- **Change in Political, School, or HOA Leadership**

“Change in Political, School, or HOA Board Leadership” refers to the potentially shifting tide of political direction. Many residents expressed a desire to preserve the wishes and/or objectives of the community regardless of any change in leadership. This may require formal approval/adoption of the plan (i.e., the results of this special planning exercise).

Alternatives:

Alternatives developed in this category are intended to strengthen the link between Westfield’s political and school leadership and the Village Farms residents:

1. Engage closely with school administration to understand future plans (re-districting, class size, etc.). This could be achieved by organizing an informal open house with various school administrators, a meet-and-greet with the School Board or the superintendent.
2. Organize an informal meet-and-greet (coffee, breakfast, open house, etc.) with City Councilors, Plan Commissioners, Board of Zoning Appeals members and Department Directors.