Westfield-Washington Township Comprehensive Plan

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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).

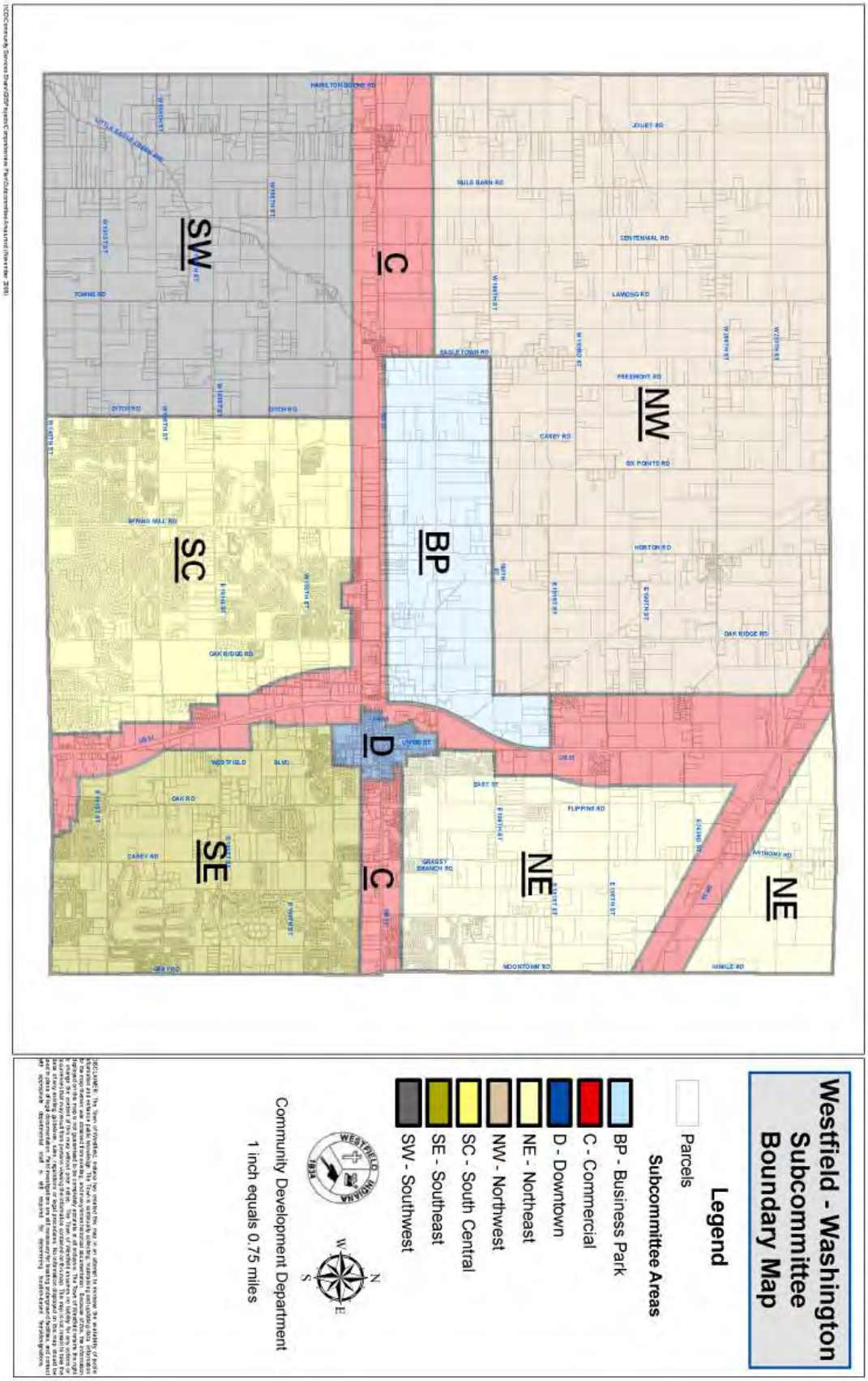
In order to increase citizen involvement and better reflect the desires of the community, the steering committee initiated a subcommittee process in the summer of 2005. The township was divided into eight geographic subcommittee areas. Each subcommittee was co-chaired by two steering committee members, 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.


Westfield - Washington
Subcommittee
Boundary Map
Legend
Parcels
Subcommittee Areas
BP - Business Park
C - Commercial
D - Downtown
NE - Northeast
NW - Northwest
SC - South Central
SE - Southeast
SW - Southwest
Community Development Department
1 inch equals 0.75 miles
NE
NE
C
C
D
BP
NW
SW
SC
SE

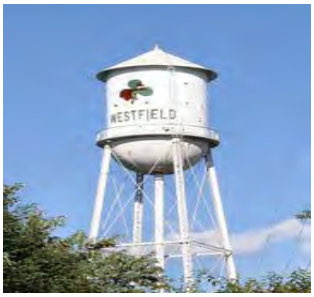
THEMES AND TRENDS

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.



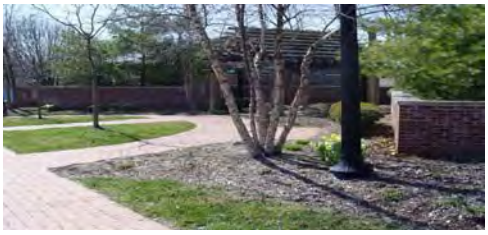


Figure 4: Diverse land uses in Westfield and Washington Township.

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. 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.

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

- 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.

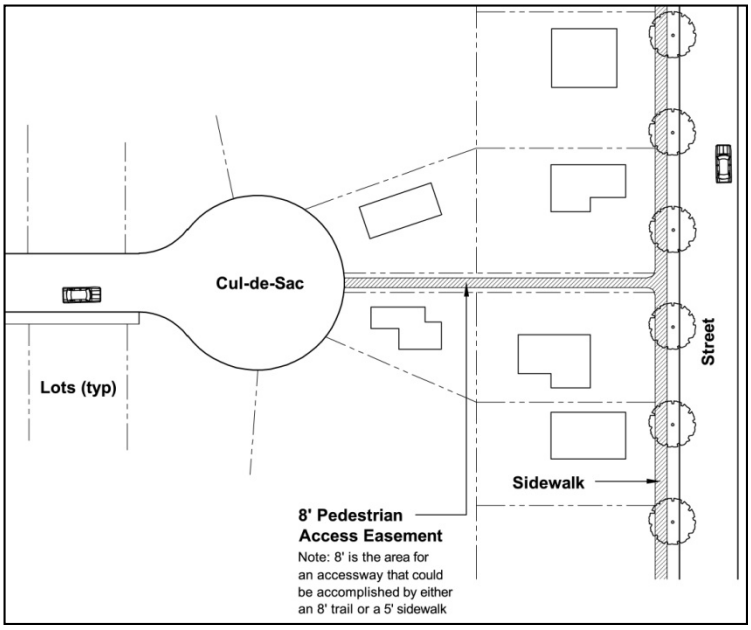


Figure 7: Pedestrian links between neighborhood developments and streets, commercial centers, or other public spaces increases overall community connectivity.

- Participate in regional transportation efforts that promote better regional connectivity, such as the IndyGo Bus service.

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.

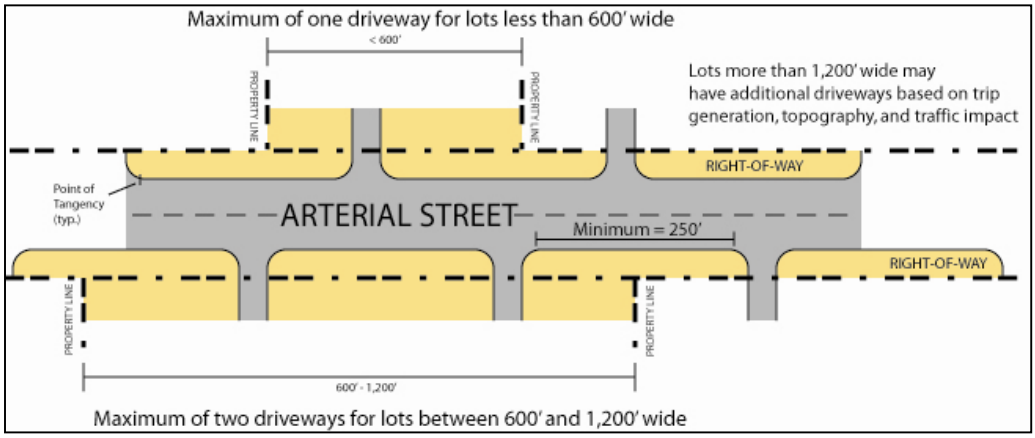


Figure 9: Regulating minimum driveway separation and sight distances will improve overall access control.

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.

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

- 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.

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.

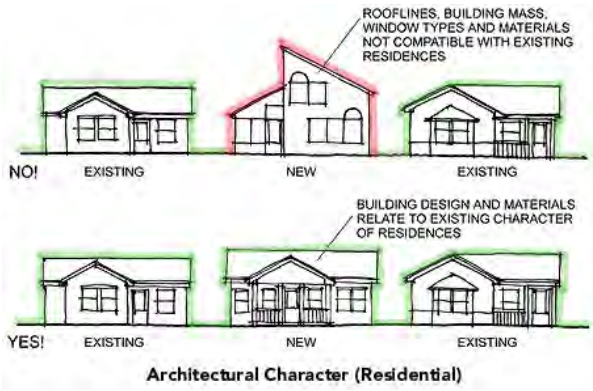


Figure 11: Standards for infill housing encourage compatibility in residential design.

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.
- 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.

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.

- 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.

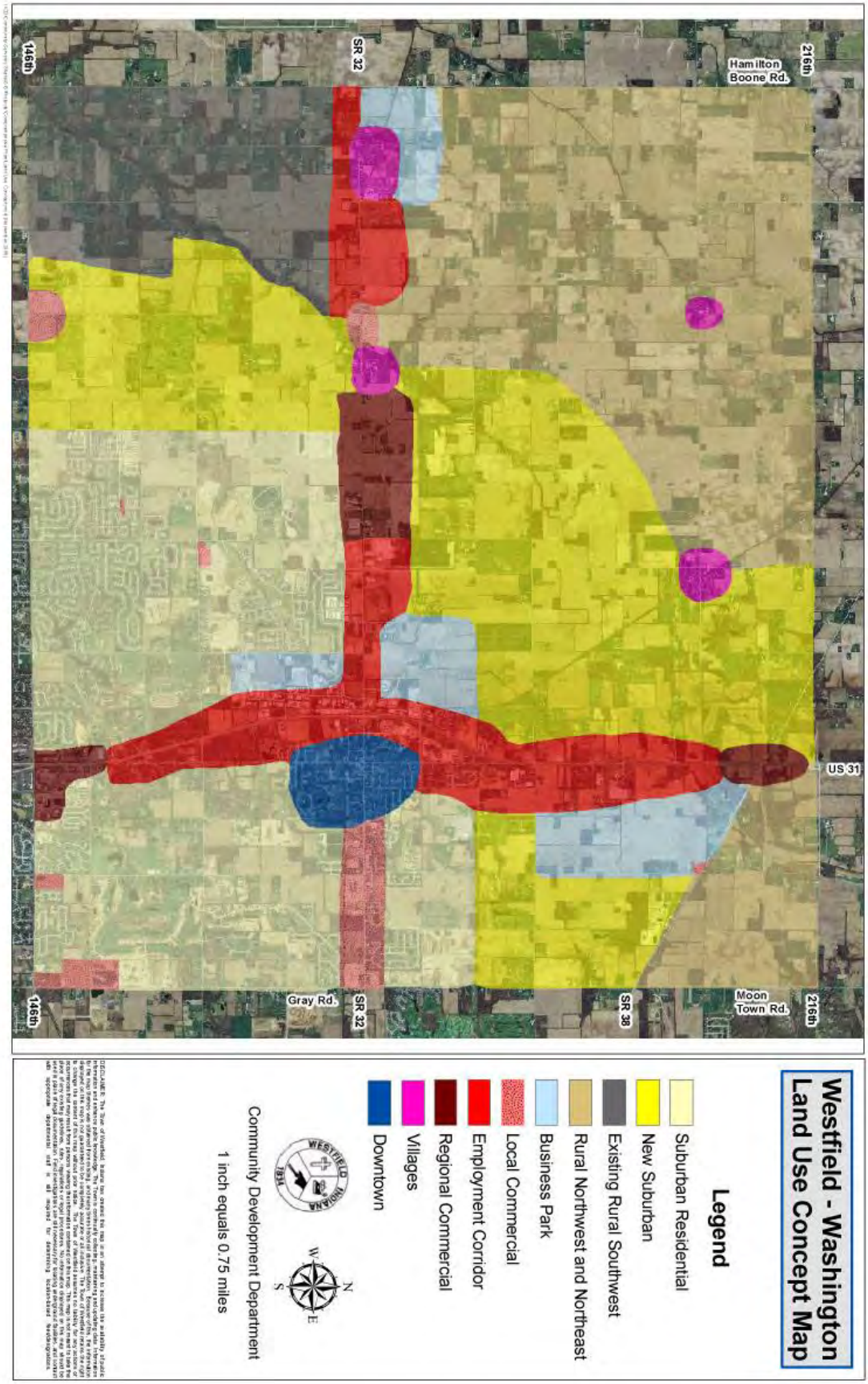
LAND USE CLASSIFICATIONS AND DEVELOPMENT POLICIES

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.


Westfield - Washington
Land Use Concept Map
Legend
Suburban Residential
New Suburban
Existing Rural Southwest
Rural Northwest and Northeast
Business Park
Local Commercial
Employment Corridor
Regional Commercial
Villages
Downtown
Community Development Department
1 inch equals 0.75 miles
216th
Hamilton Boone Rd.
US 31
Moon Town Rd.
SR 38
SR 32
Gray Rd.
146th

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.

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

- 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).

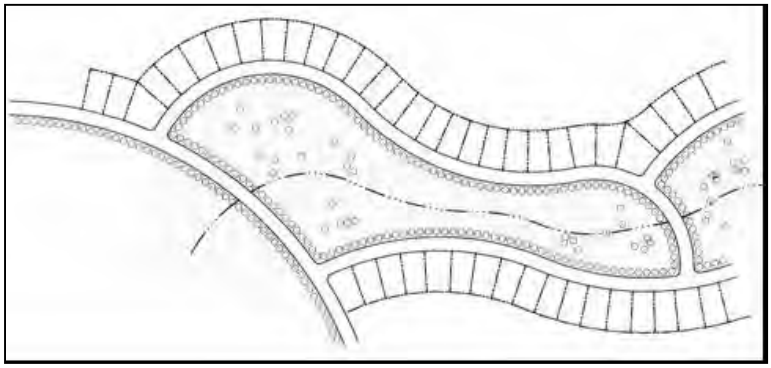


Figure 17: Open space and the preservation of natural features, such as a stream, can be incorporated into a development to maximize exposure to individual lots.

- 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

Figure 19: Rural conservation subdivision. Source: Randall Arendt

- 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

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

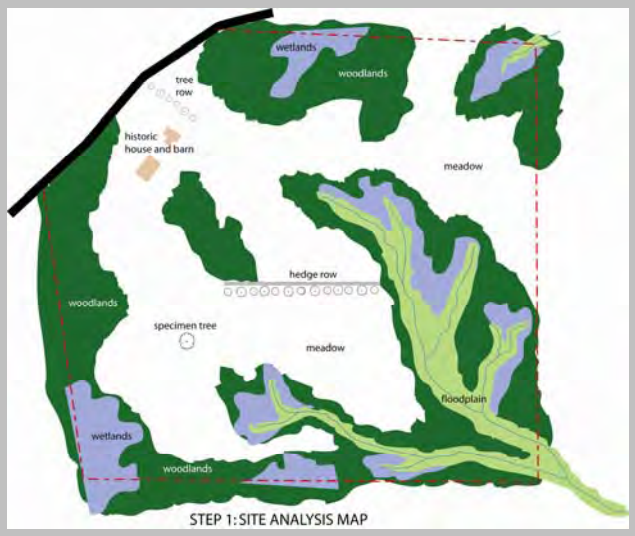
There are three common ways to permanently preserve the conserved spaces in the subdivision: an individual commonly owned lot with a conservation easement, deed restrictions or covenants, or as a part of a privately owned lot that is protected in a similar manner.

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.



STEP 1: SITE ANALYSIS MAP

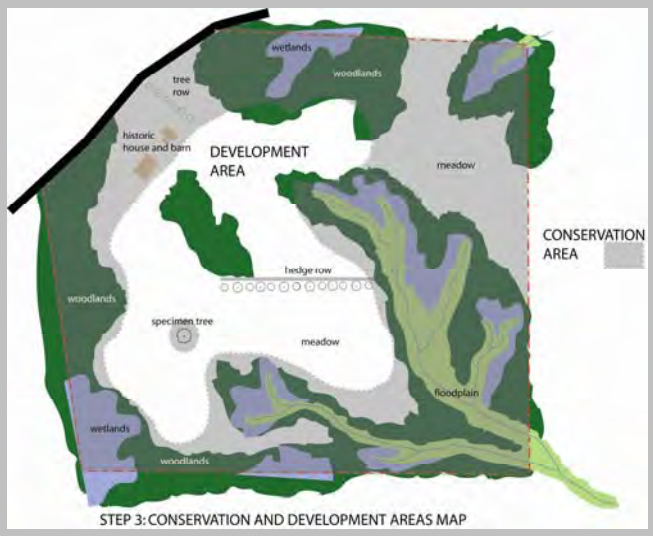
Conservation Subdivision Process Tool Box

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.



STEP 3: CONSERVATION AND DEVELOPMENT AREAS MAP

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.

Appropriate Land Uses in New Suburban

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

- 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

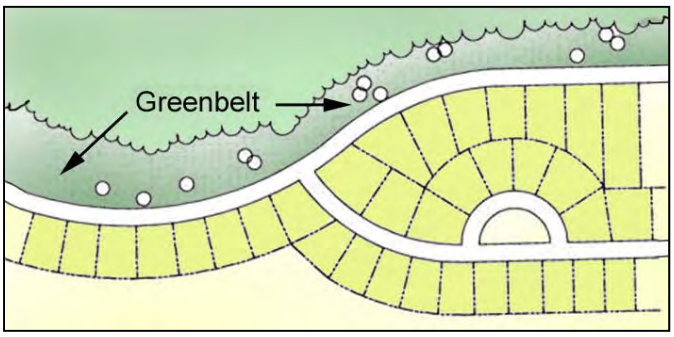


Figure 24: Greenbelts and landscaping buffers can help create a transition between uses.

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

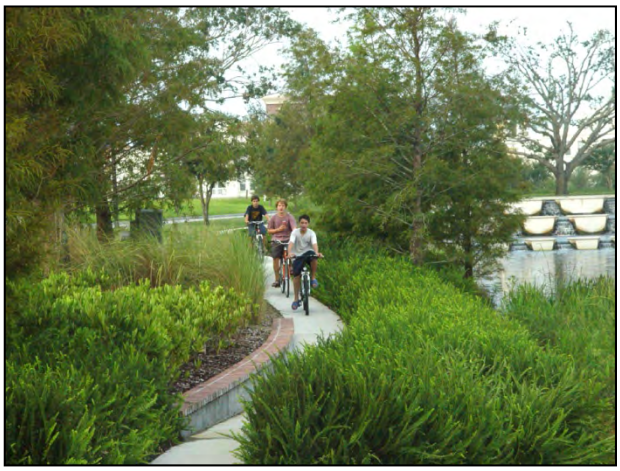


Figure 25: Bicycle and pedestrian trails increase connective and can improve the overall quality of the development.

- 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)

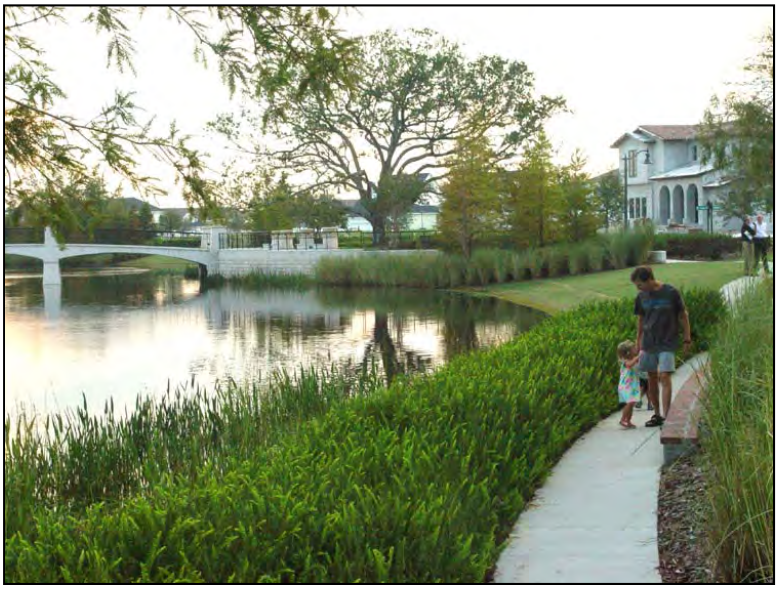


Figure 27: Photograph of a development that incorporates natural features into the common open space with pedestrian facilities.

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

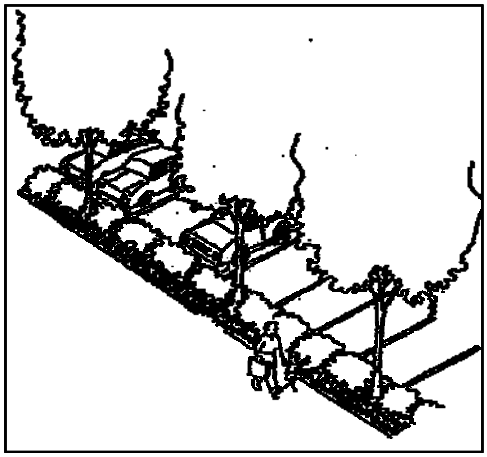
Figure 28: Local commercial scale bank.

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.

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.

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

- 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.

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.

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

- 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.

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.

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

- 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.

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.

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

- 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.

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.

Appropriate Land Uses in Jolietville

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

- 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.

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, on that will generate community support and enthusiasm and serve as a call to action for downtown improvement.

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.

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

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 Wesfield 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.

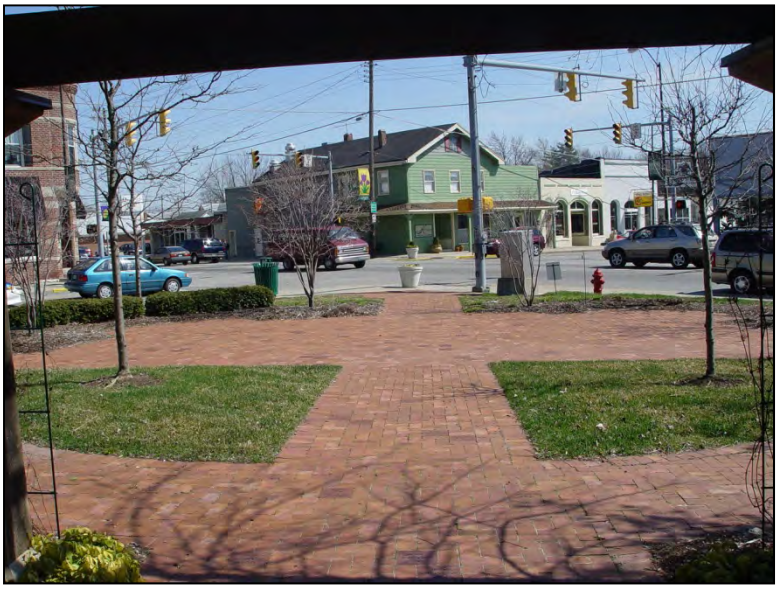


Figure 40: Downtown Westfield

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,

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 than marked the havens o n 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.

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

- 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.

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.

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

- 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.

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 Trial 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

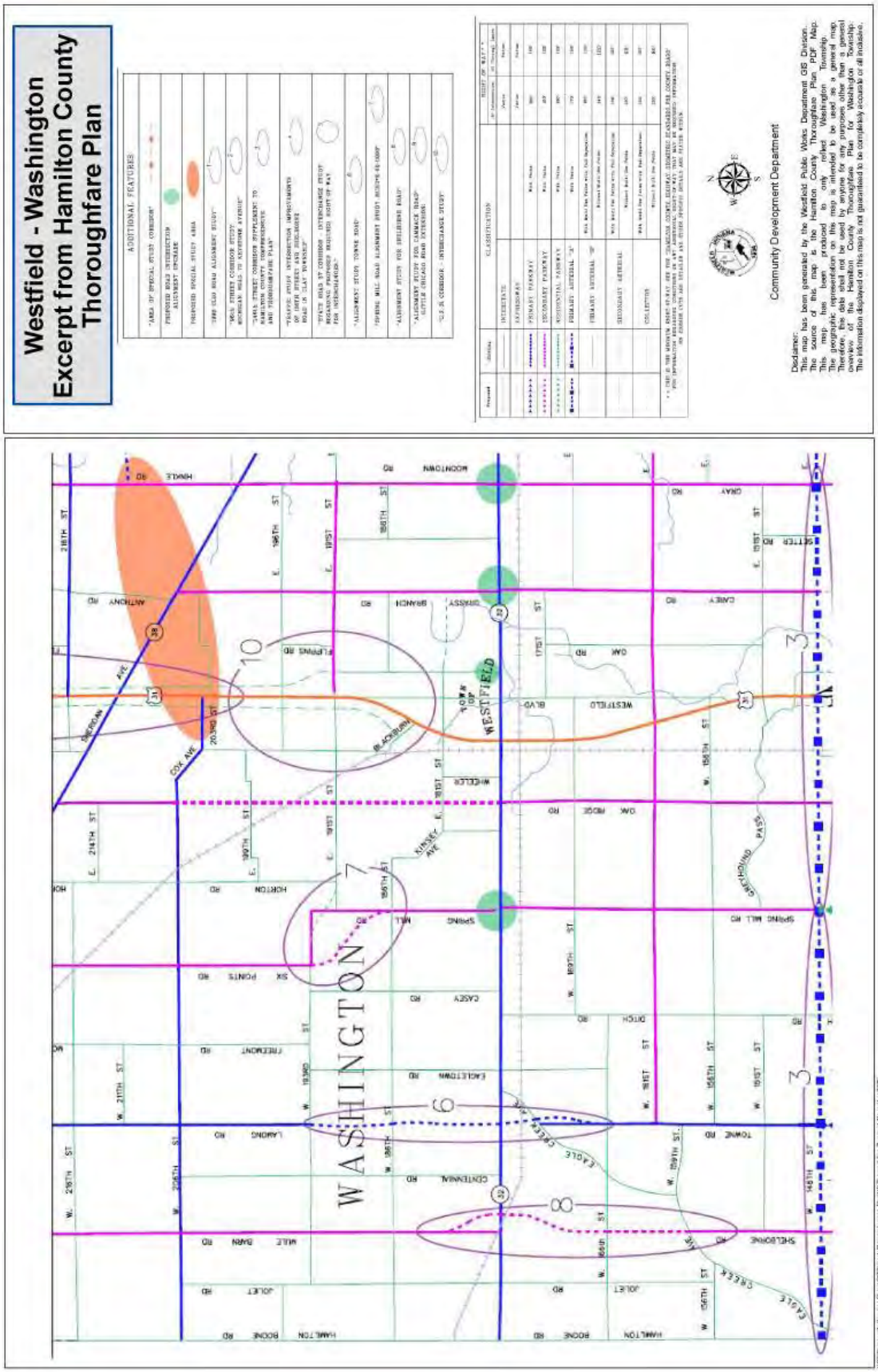
Because this plan is general in nature, it cannot address issues in detail. Additional plans that address special topics or geographic areas are needed.

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.


Westfield - Washington
Excerpt from Hamilton County
Thoroughfare Plan
ADDITIONAL FEATURES
CLASSIFICATION
Community Development Department
Disclaimer:
WASHINGTON
WESTFIELD

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.

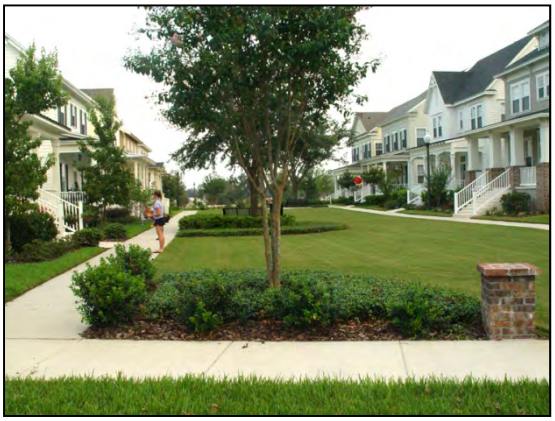
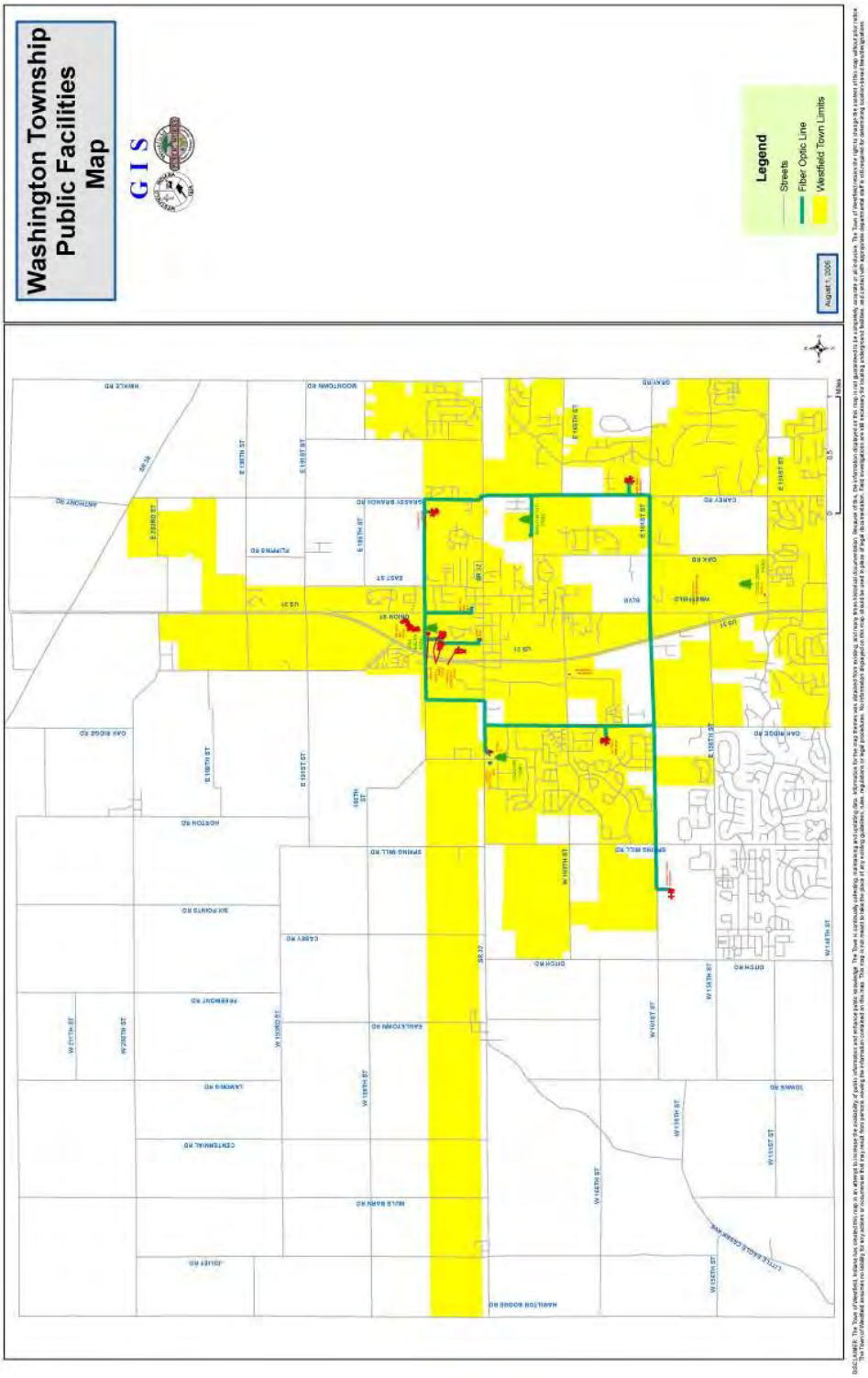


Figure 49: The city and township need to plan for an appropriate range of parks and recreational areas that may range from formal urban parks to large regional open spaces.

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.



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.

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

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.

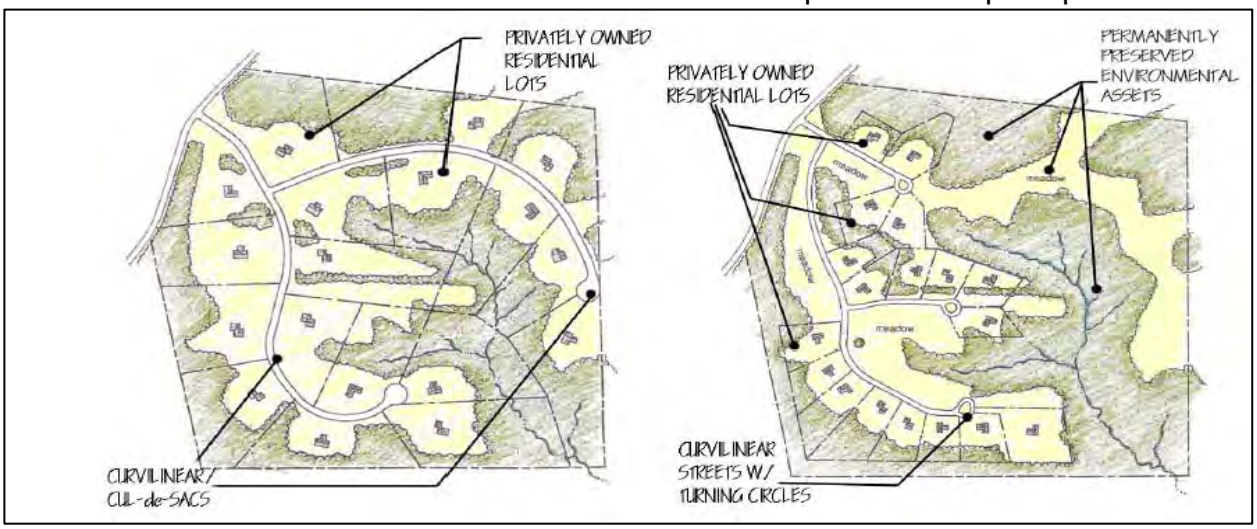


Figure 53: Illustrative example of a conservation subdivision. Source: Randall Arendt.

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

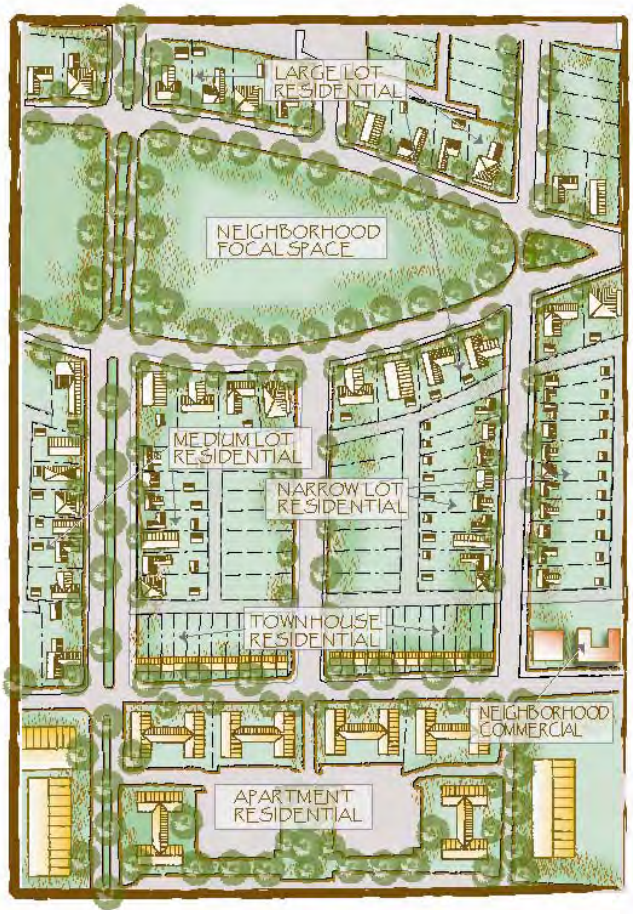


Figure 54: Illustrative examples of a TND.

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.

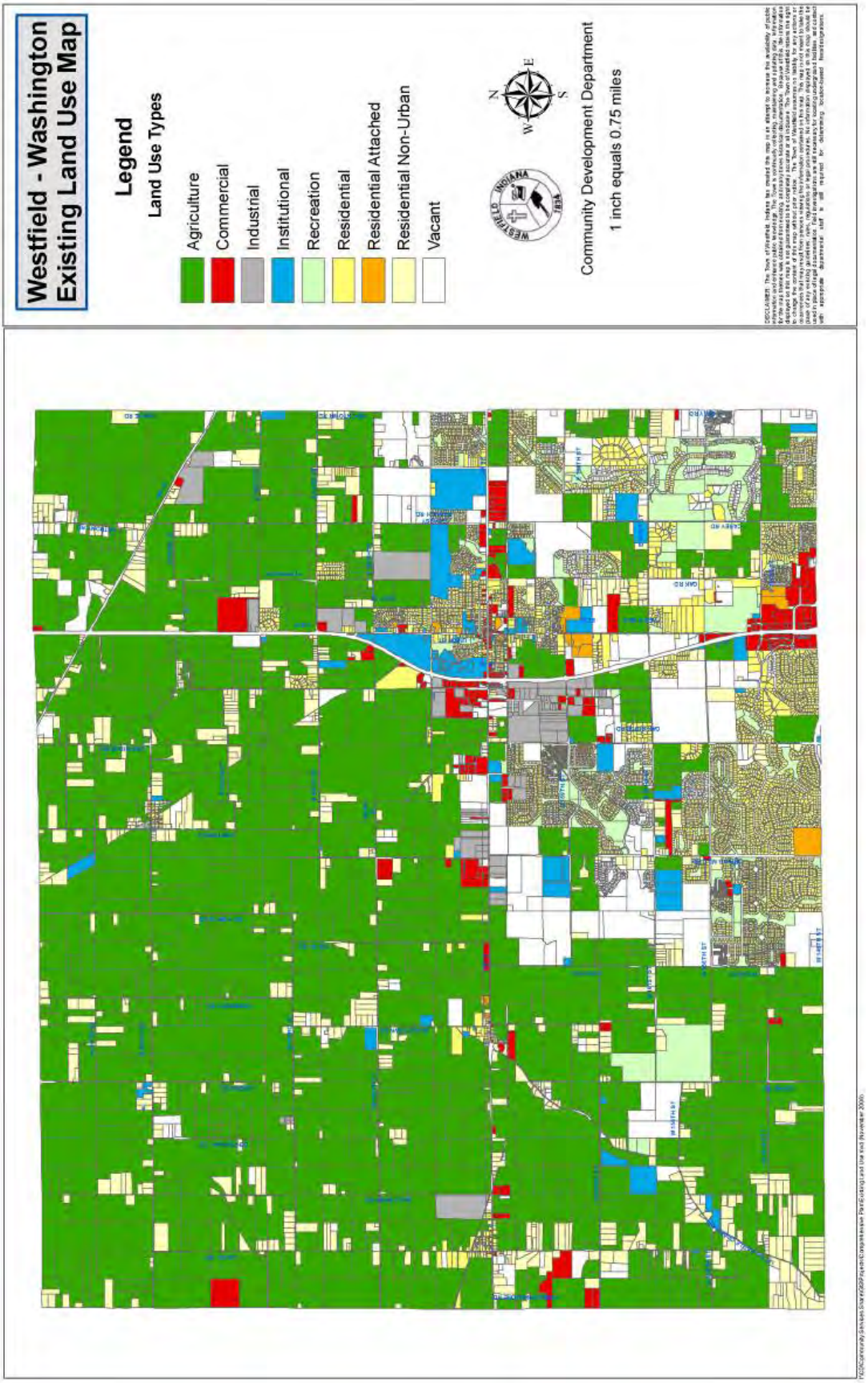
Traffic Calming: A combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for non-motorized street users.

Appendix B: Additional Mapping

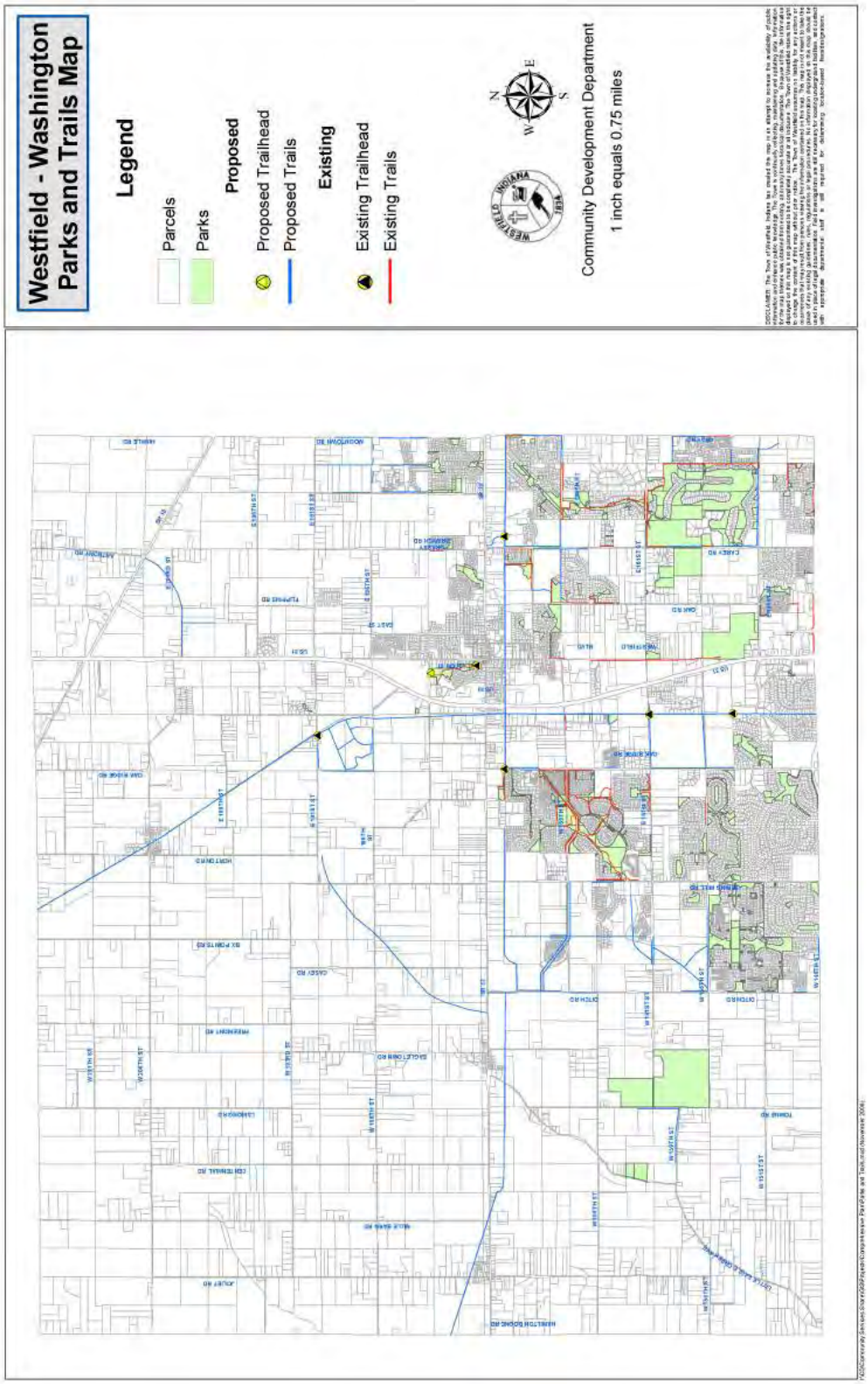
EXISTING LAND USE

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.

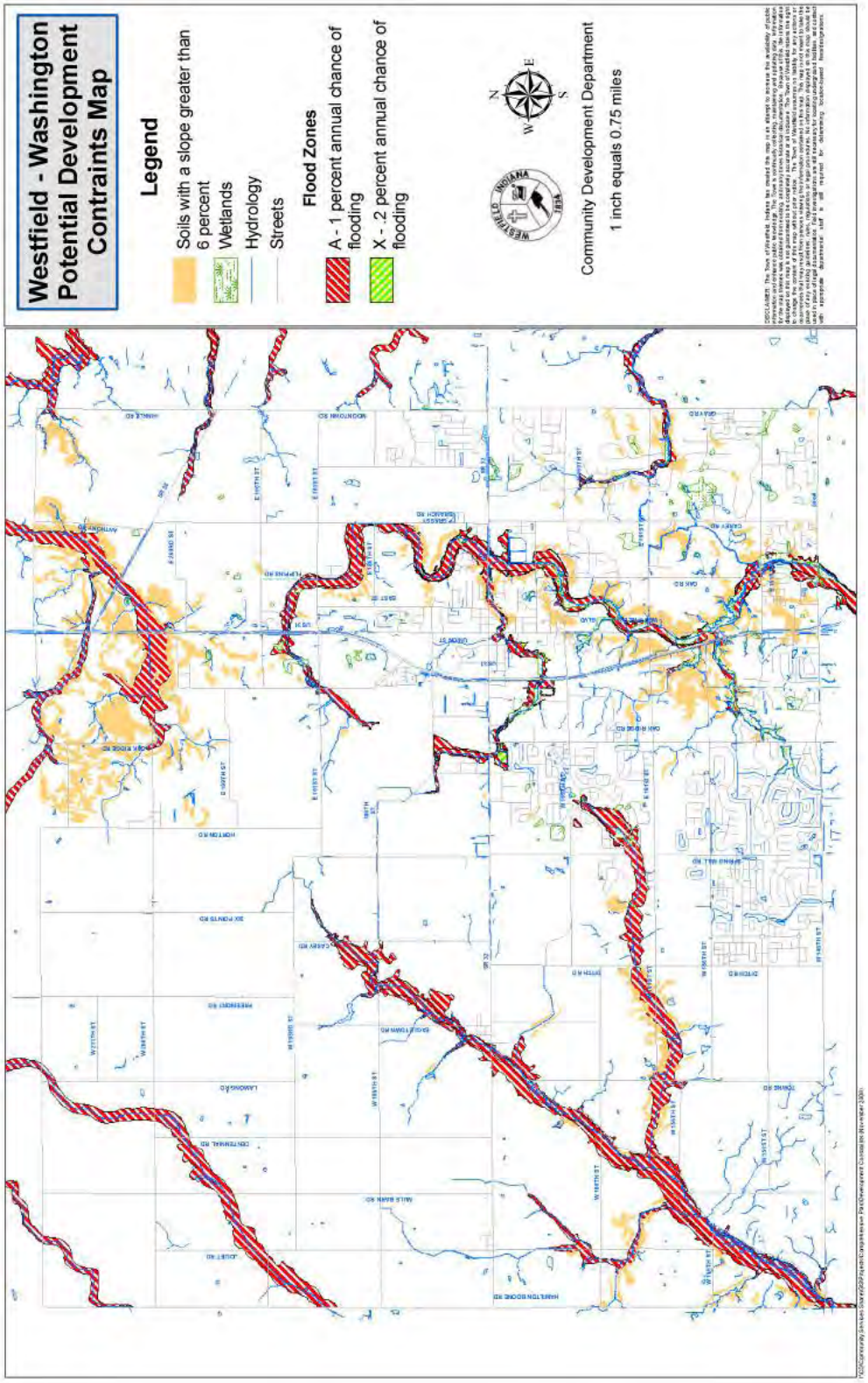
Existing Land Use		
Land Use	**Number of Parcels**	**Acres**
Agriculture	979	21,526
Commercial	323	769
Industrial	120	647
Institutional	124	830
Recreation	333	1,160
Residential	7,203	2,746
Residential Attached	410	155
Residential Non Urban	975	3,031
Vacant	1,564	3,419
Source: Town of Westfield – August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


Westfield - Washington
Existing Land Use Map
Legend
Land Use Types
Agriculture
Commercial
Industrial
Institutional
Recreation
Residential
Residential Attached
Residential Non-Urban
Vacant
Community Development Department
1 inch equals 0.75 miles

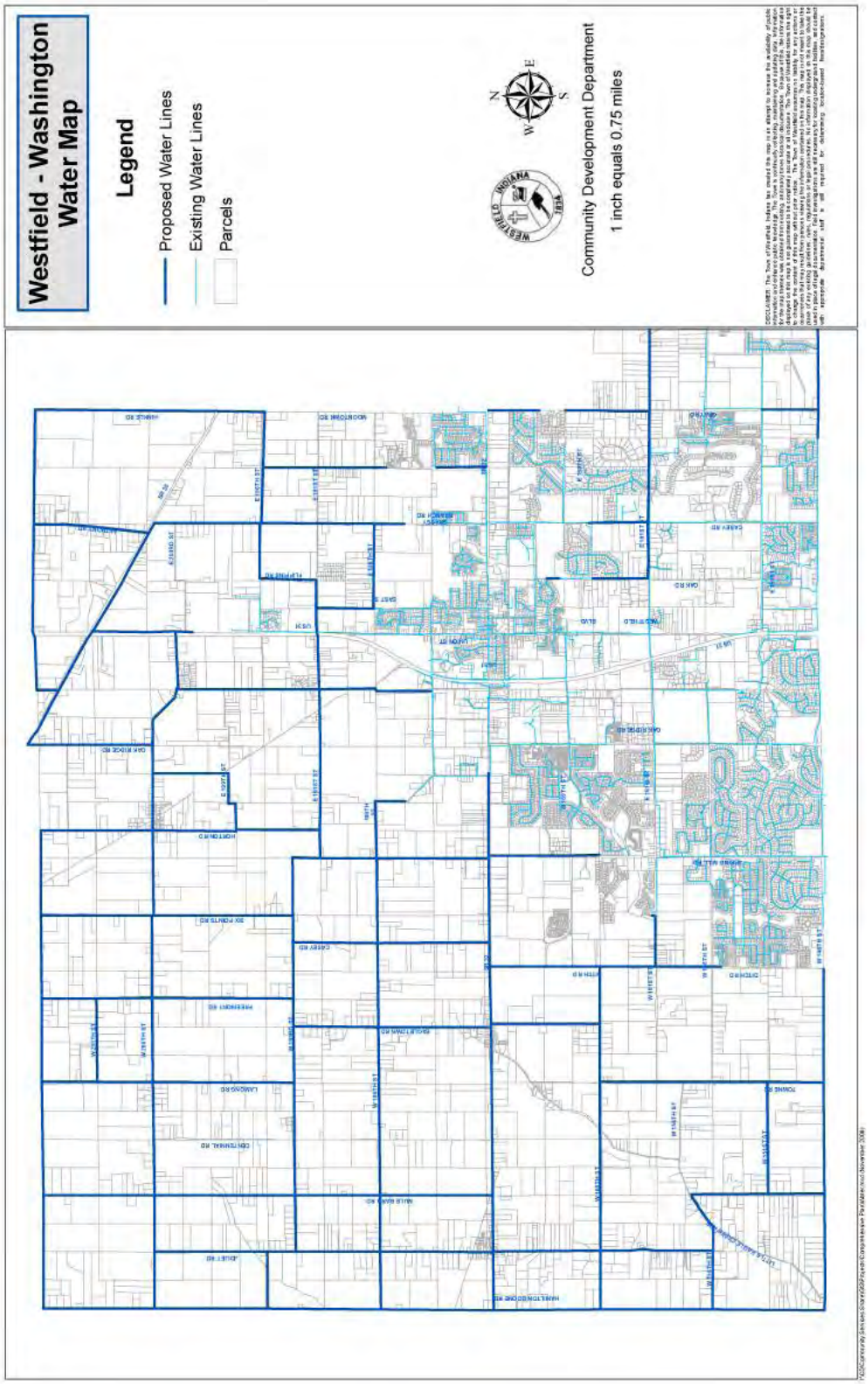
PARK AND TRAILS MAP



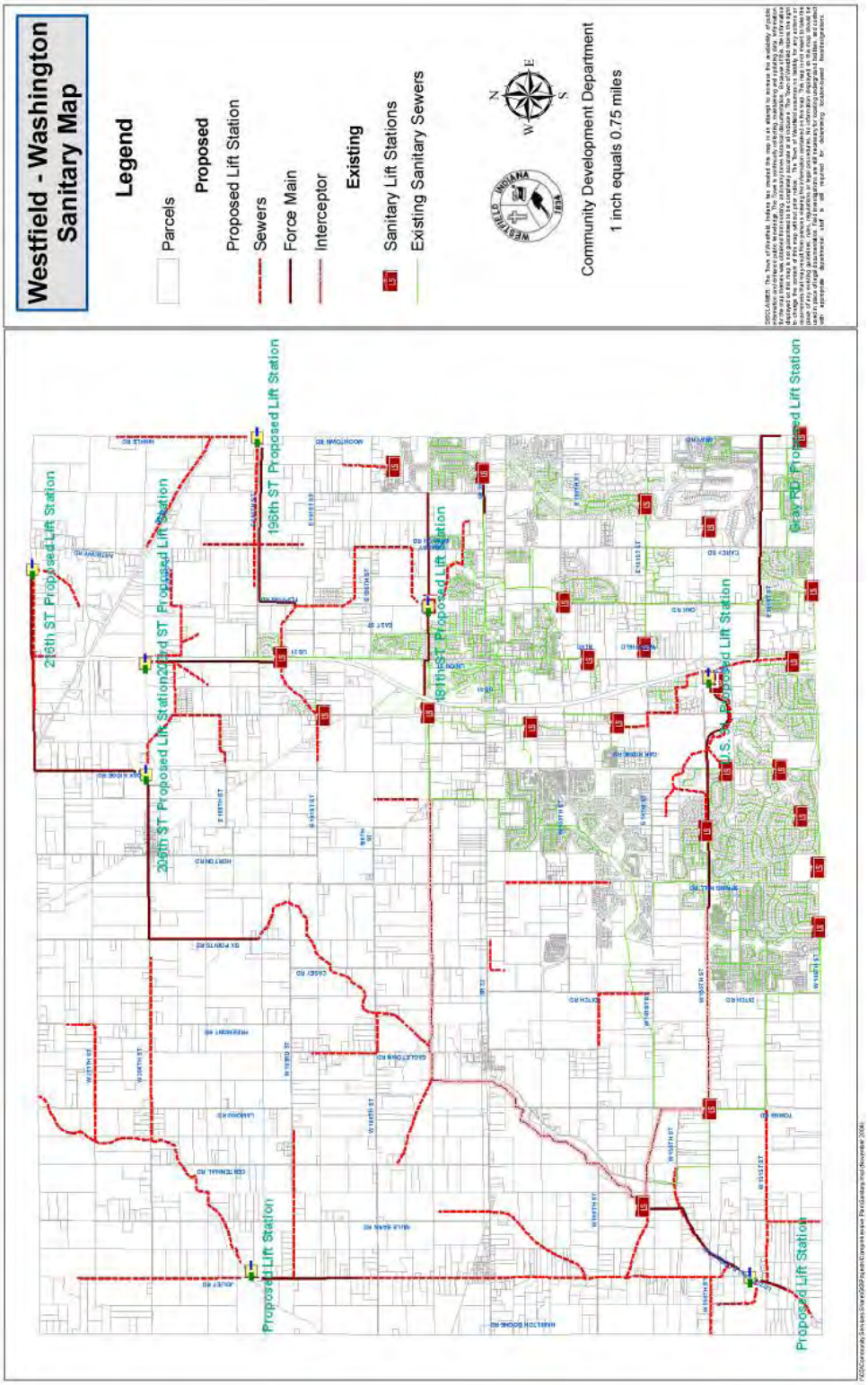
DEVELOPMENT CONSTRAINTS MAP



WATER MAP


Westfield - Washington Water Map
Legend
Proposed Water Lines
Existing Water Lines
Parcels
Community Development Department
1 inch equals 0.75 miles

SANITARY SEWER MAP



APPENDIX C – DEVELOPMENT TRENDS AND POPULATION PROJECTIONS

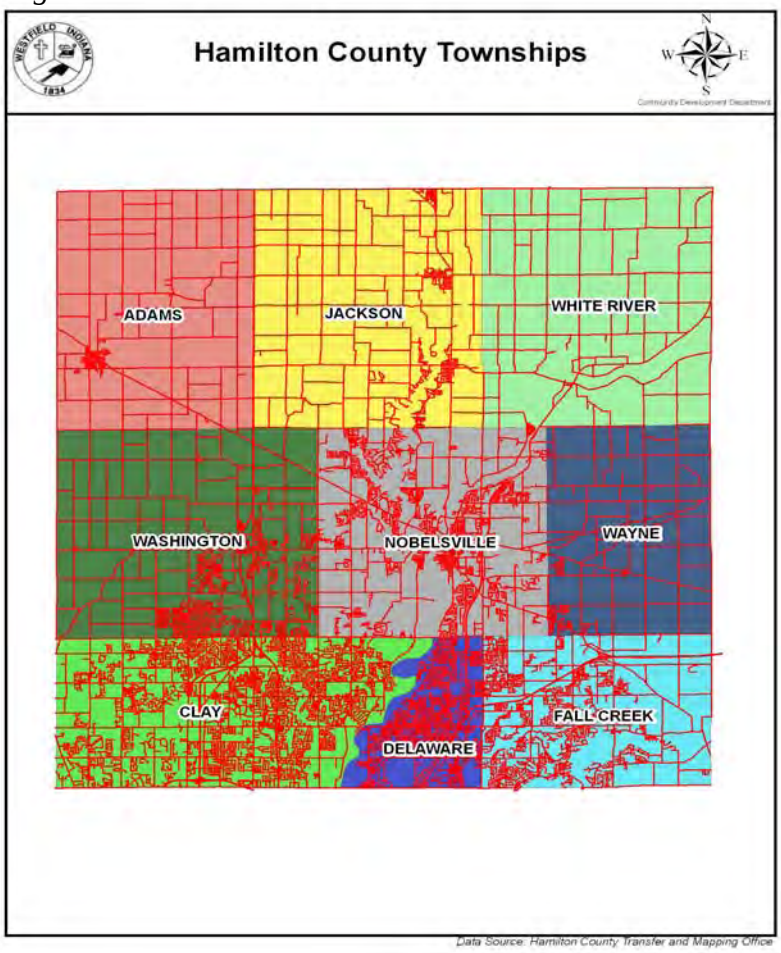
Introduction

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).

Figure 1



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

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

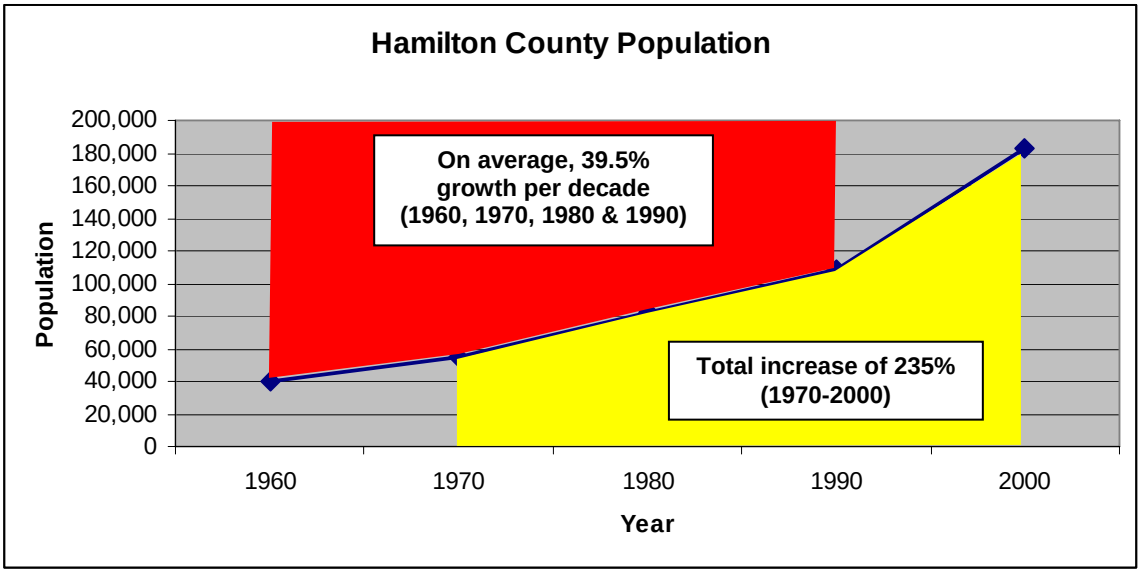


Figure 3

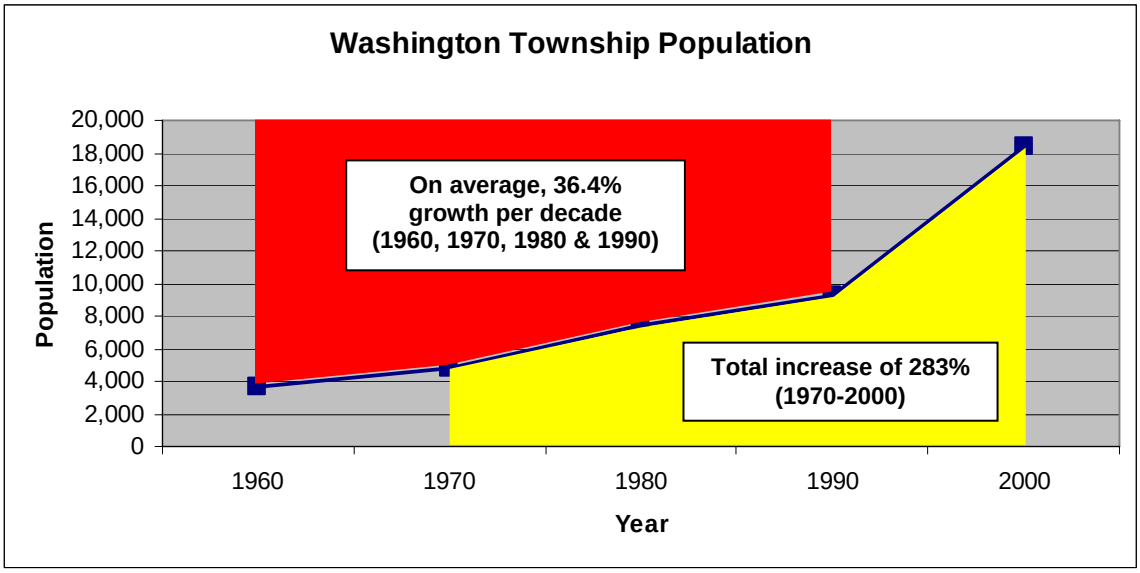
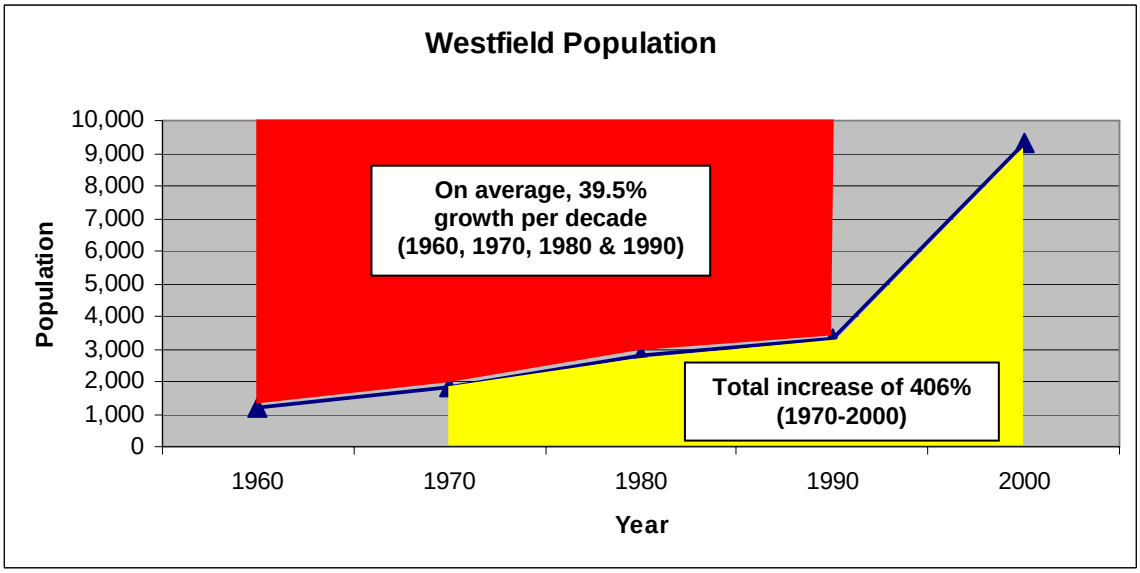


Figure 4



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.

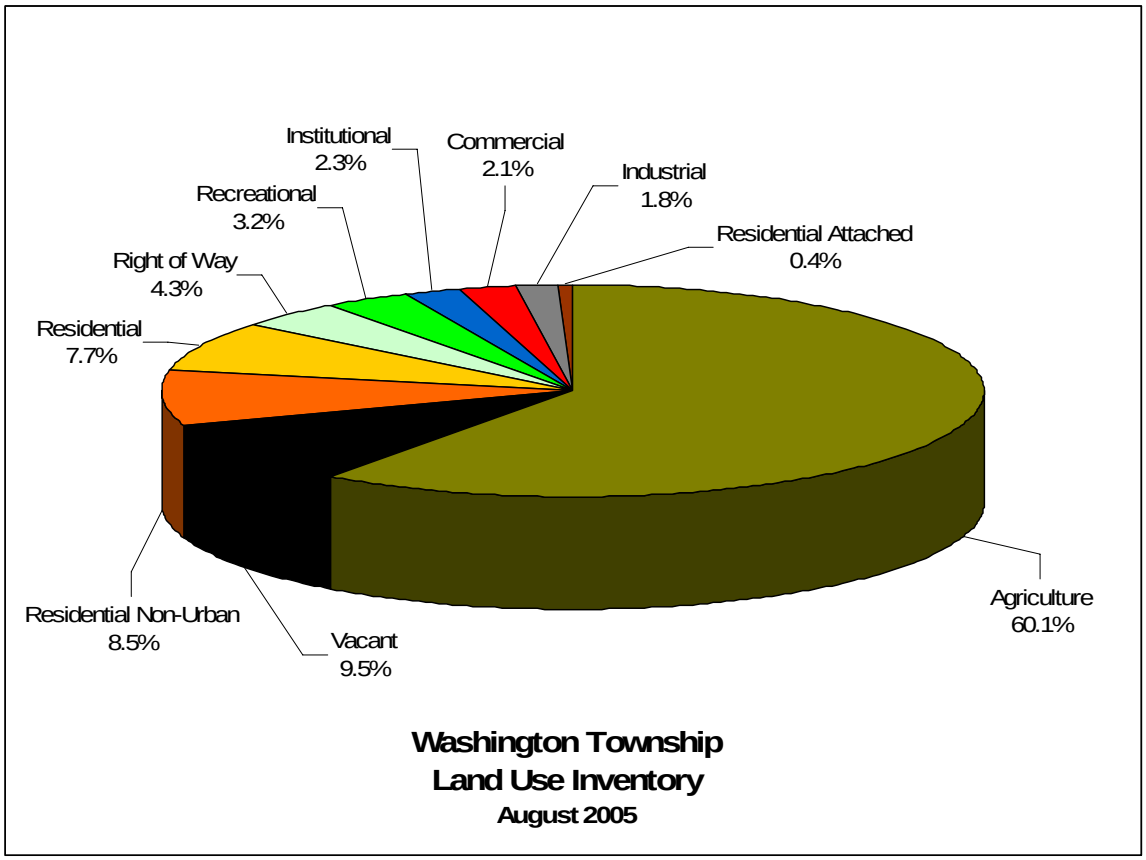
Growth and development continued to boom in the early 2000's. Since the year 2000, the Town's growth trend has been dominated by large, mixed-use developments, or Planned Unit Developments (PUDs). Primarily, the PUDs have been located in the northeast, southeast, and south-central areas of the Township. 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 polices. 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

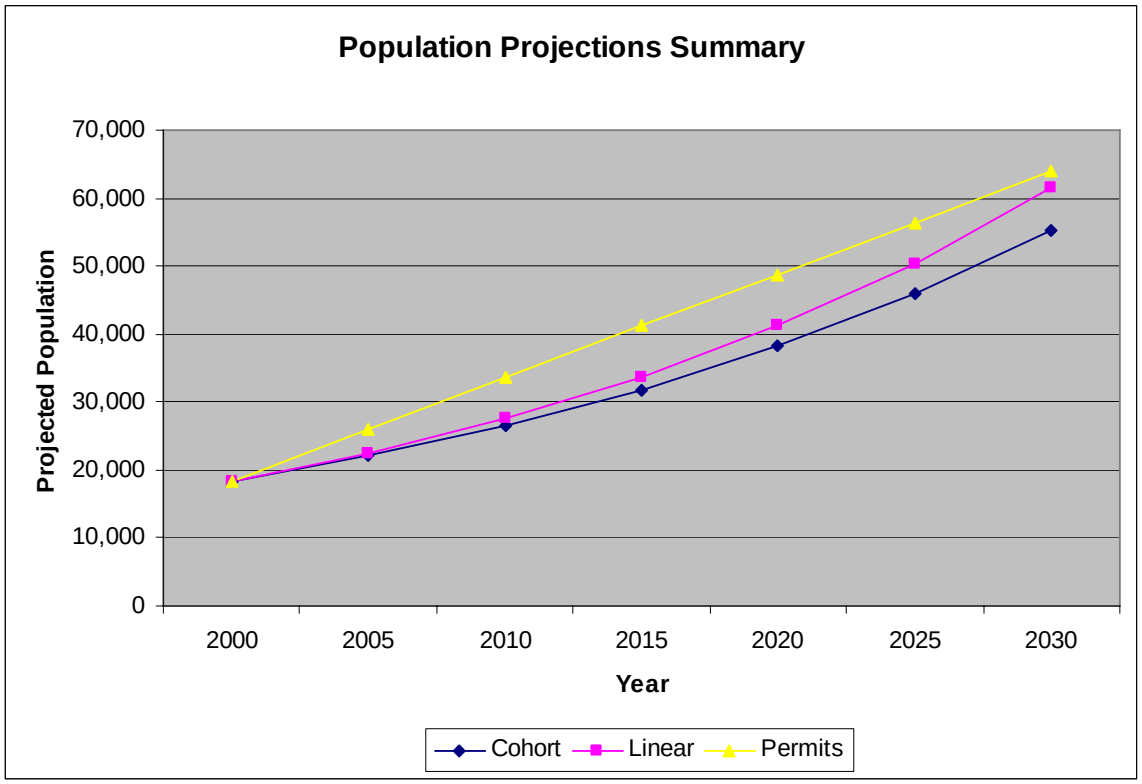


EXHIBIT 1

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	69.76%		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	24.88%	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%		3,406	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**
Percent of Total		*1.76%*		*0.51%*	

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
Indutrial	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 the 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 he 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 Wesfield 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 attracts 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 he 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 he 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.

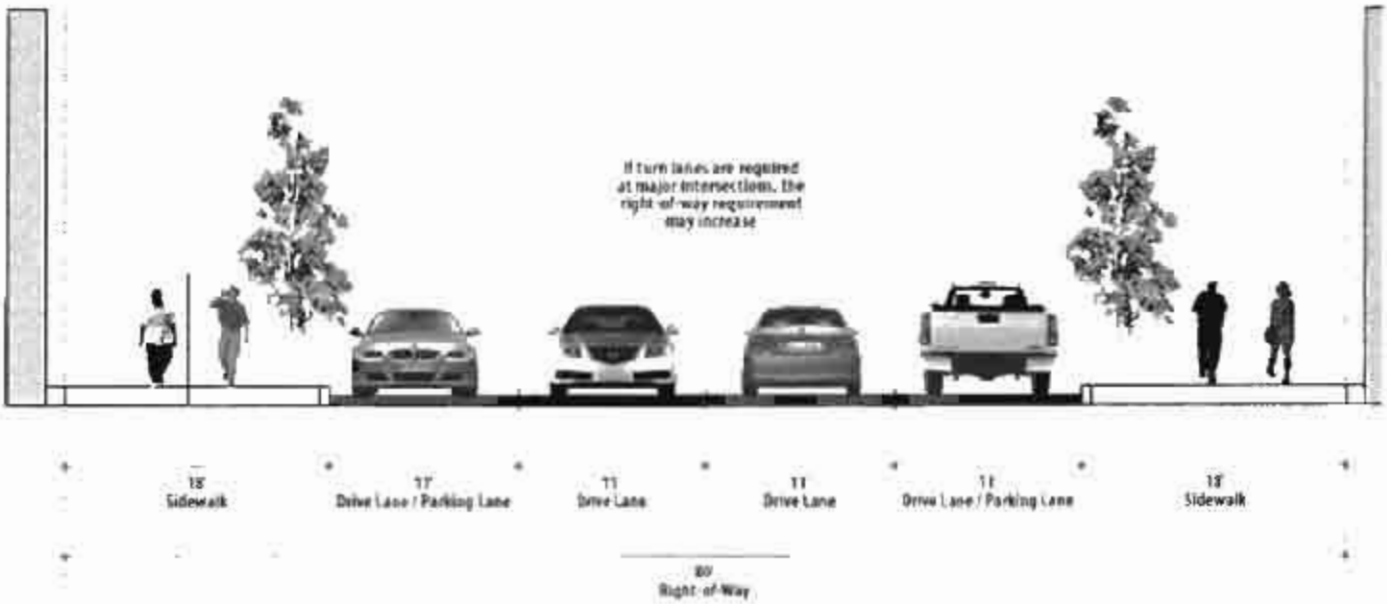
New downtown residential options also place prospective patrons closer to shops and restaurants and helps to create the vibrant, active streets to that strengthen the Grand Junction brand.

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.


If turn lanes are required at major intersections, the right-of-way requirement may increase
18'
Sidewalk
17'
Drive Lane / Parking Lane
11
Drive Lane
11
Drive Lane
11
Drive Lane / Parking Lane
18'
Sidewalk
80'
Right-of-Way

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 of 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 cam 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

WESTFIELD INDIANA

THE
FAMILY SPORTS CAPITAL
OF AMERICA

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

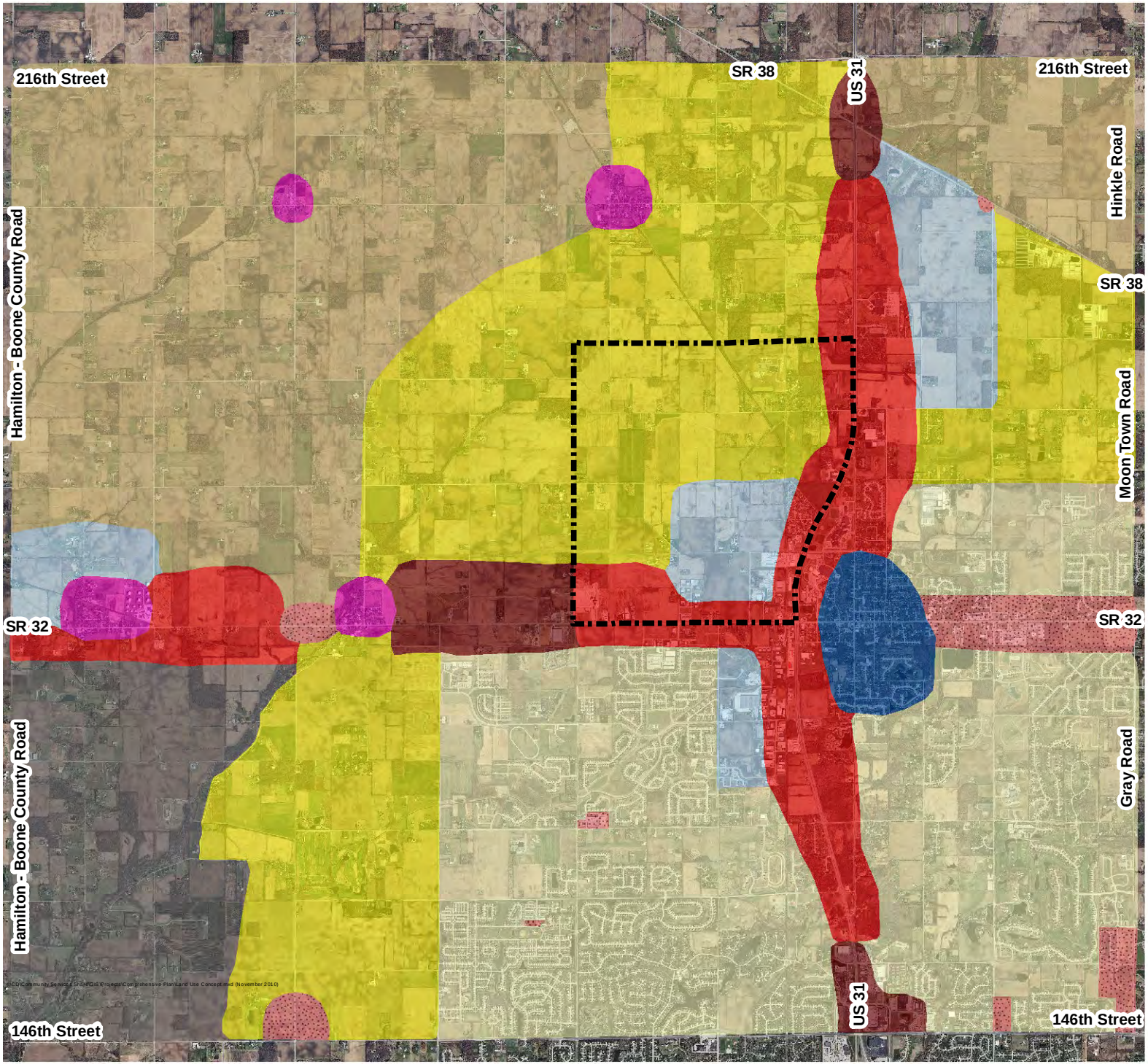
- The City has a responsibility to provide appropriate facilities for Westfield youth and family sports. Currently, several youth sports are lacking adequate facilities, either because of growth or because currently utilized facilities may not be available in the long term. The City is collaborating 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 this 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 fees/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:

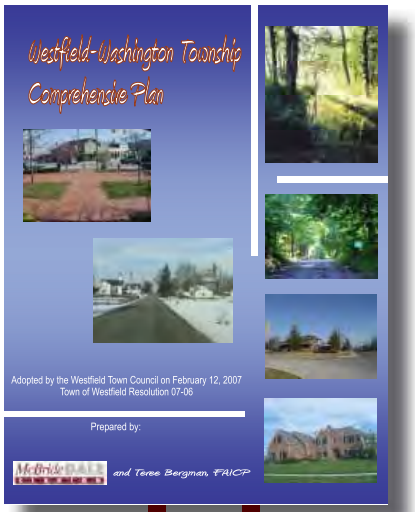
- Jim Ake — CCOR (City Council)
- Steve Hoover — CCOR (City Council), DWA (Member)
- Mic Mead — CCOR (Citizen Member), DWA (Member)
- Ken Kingshill — CCOR (Citizen Member), DWA (President)
- Chuck Watson — DWA (Member)
- Anne Poynter — DWA (Executive Director)
- Cindy Spoljaric — CCOR (City Council)
- 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

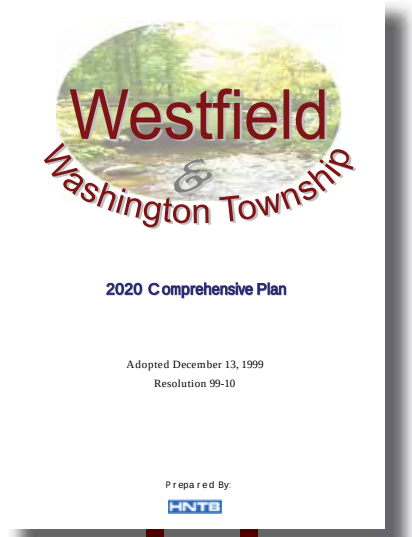
- Document – Westfield and Washington Township Planning and Design Studies
- Developed in conjunction with Ball State University's Community Based Projects Program, this study covers a wide range of topics for the Westfield community. It is one of the first documents to identify the town unification 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.

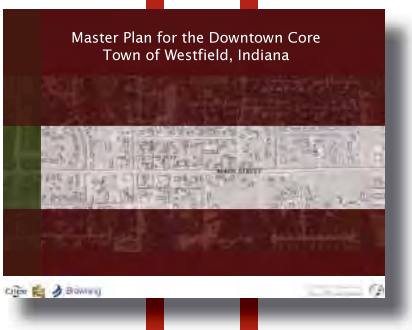
1999 - Comprehensive Plan

- 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

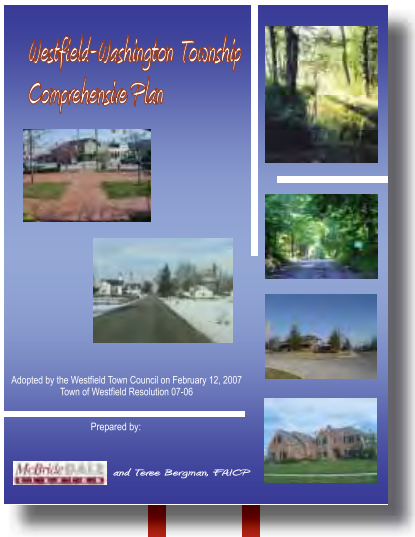
- Document – Master Plan for the Downtown Core
- The purpose of this initiative was use to provide policy direction regarding development in downtown Westfield. The boundaries identifying downtown Westfield were borrowed from the not-yet-completed 2007 Westfield-Washington Township Comprehensive Plan. 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.





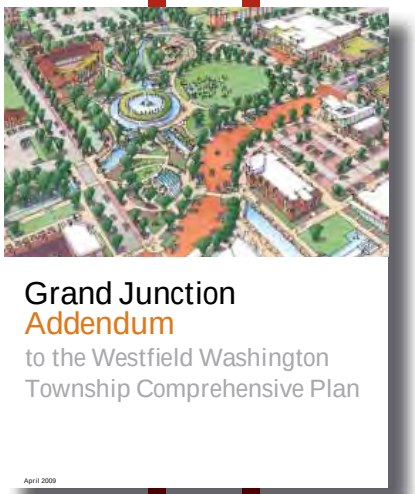
2007 - Comprehensive Plan

- 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.



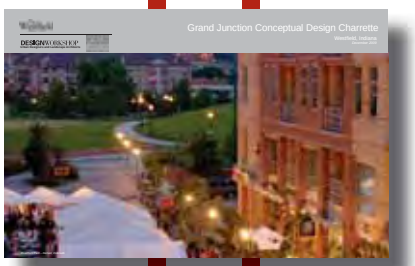
April 2009 – Grand Junction Master Plan and Addendum

- 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.



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 it's 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

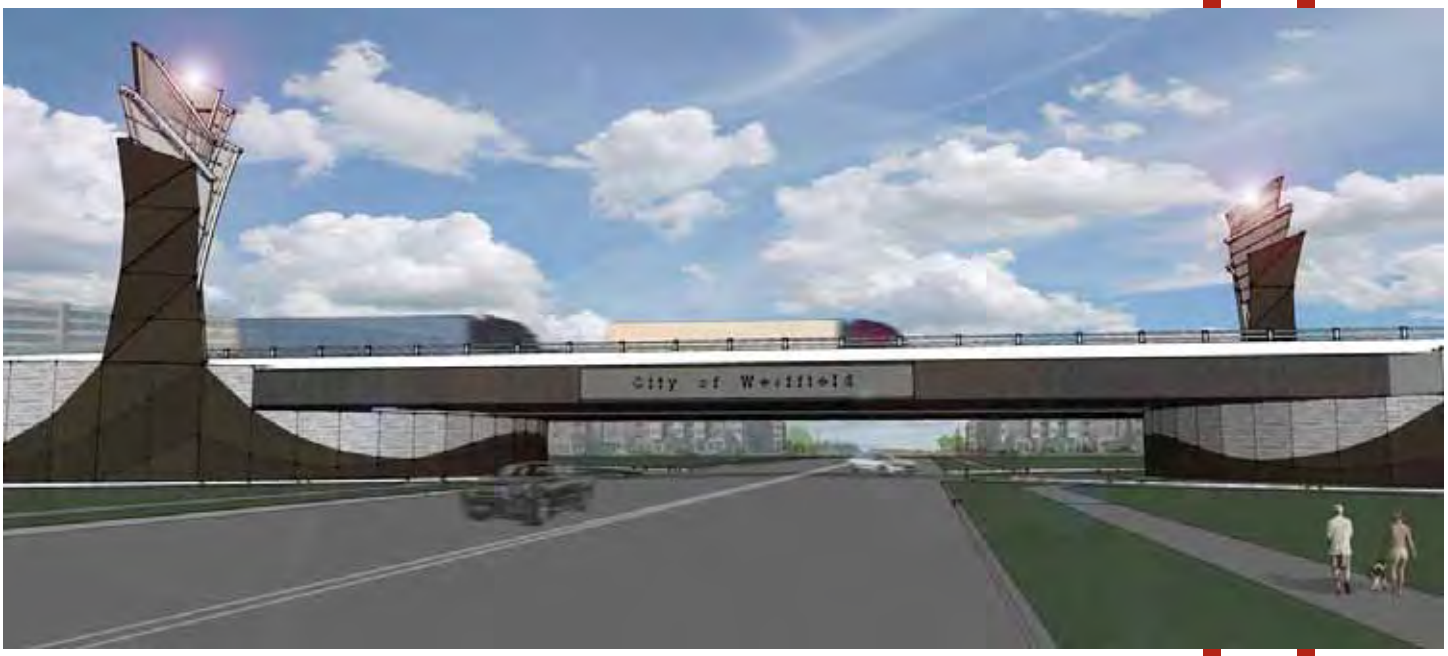
In early 2010 downtown business owners Dave and Becky Weiss advised the City of Westfield that they were interested in installing a mural on their building at 101 South Union Street. Knowing the impact it would have on the downtown landscape, they engaged the City in discussions regarding a public art 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

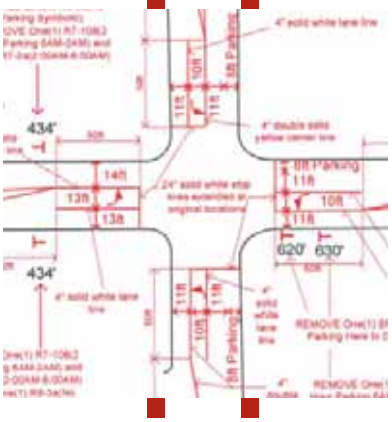
Grand Junction Properties was created as a real estate resource for businesses looking to relocate to Grand Junction. With a strong focus on downtown Westfield, the organization provides free marketing for those interested in selling or leasing their properties. Market data and demographic information 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 Reconfiguation

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

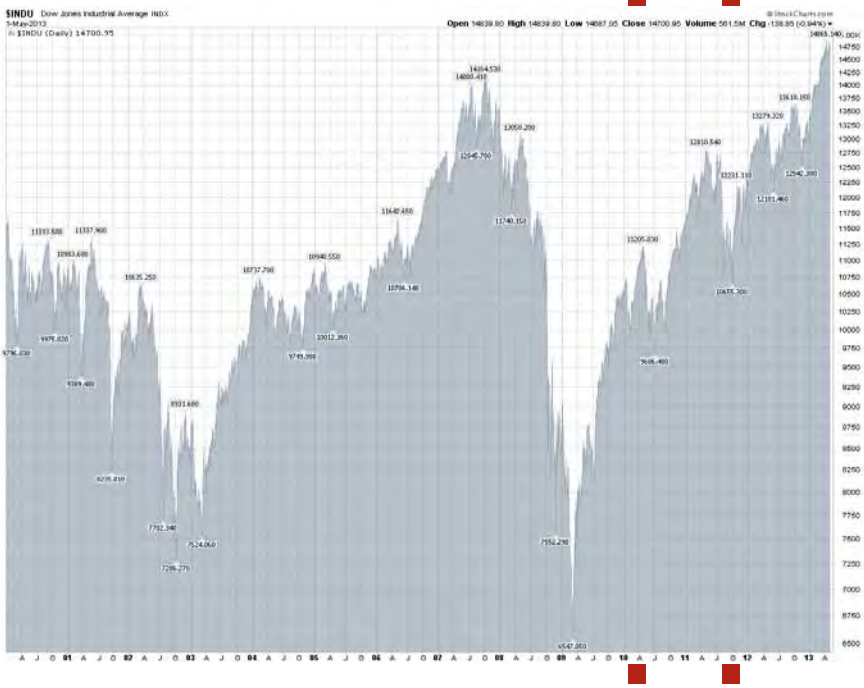
The Economy

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.

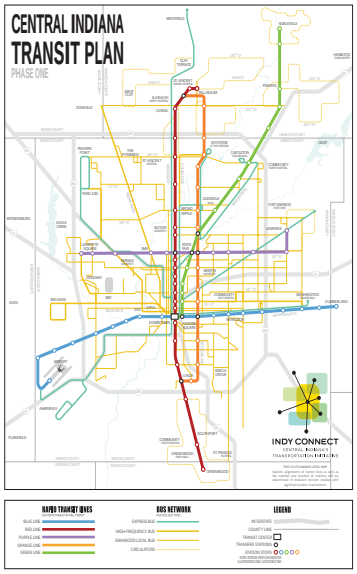


The first quarter of 2013 showed an 88 percent increase in overall building permits over the same quarter in 2012. Single-family housing starts were up 85 percent over 2012 numbers for this same period. Most notable is the $31 Million in overall improvements (land values not included) receiving permits 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

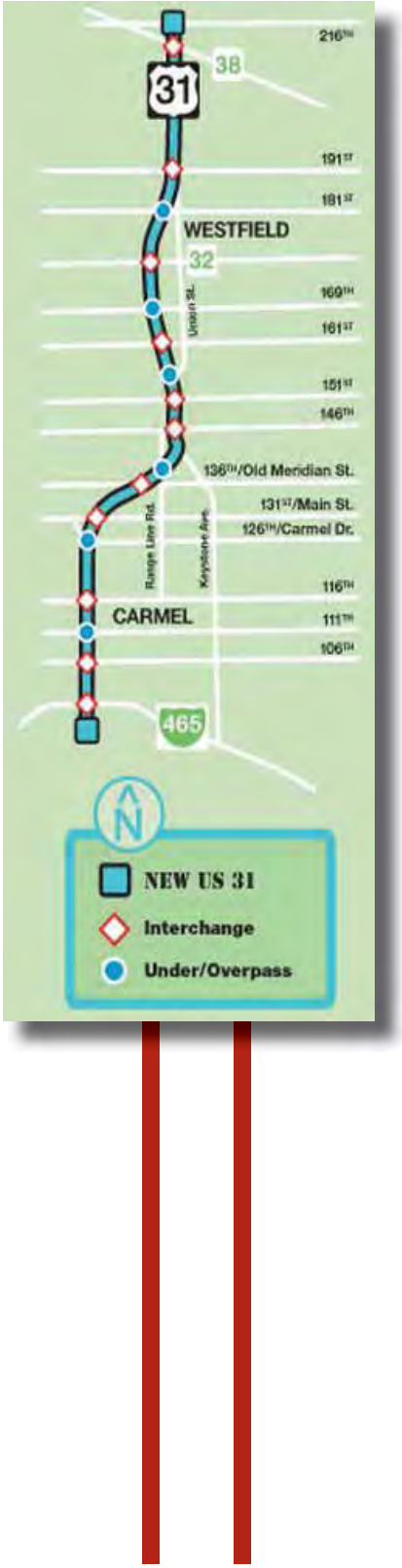
Mass transit has been an increasingly discussed topic in the Central Indiana Region. House Bill 1011 (the "Bill"), which sought legislation allowing a public referendum to permit local governments to decide how to fund mass transit in Central Indiana, was hotly debated during the 2013 legislative session. 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 in to 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.

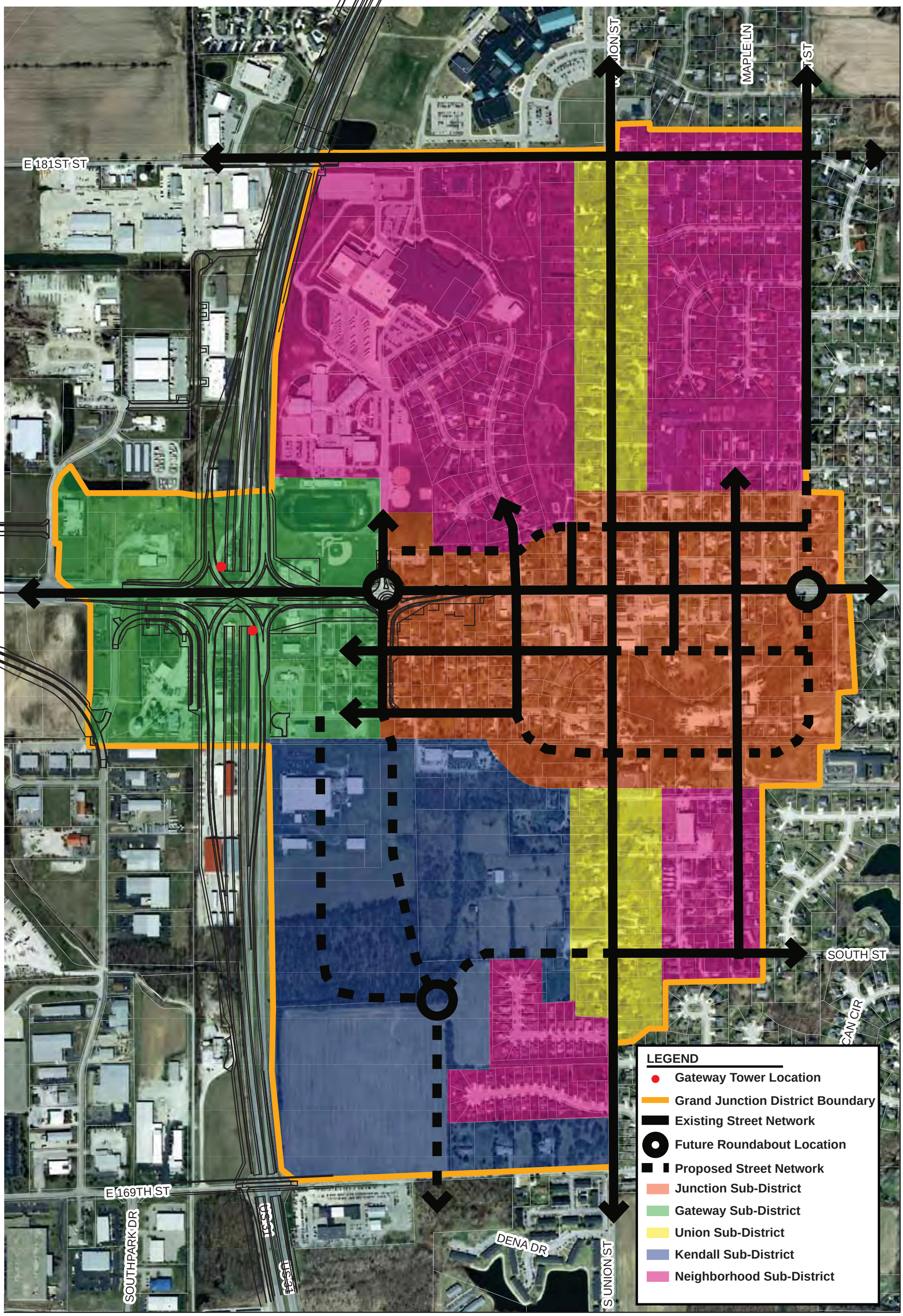
Neighborhood Sub-district (pink)

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.

Grand Junction District

2



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.

<u>History and Branding</u>

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

<u>Zoning</u>

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).

<u>Infrastructure</u>

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 the 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

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/outsiders 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 and 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 with thrive because if 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

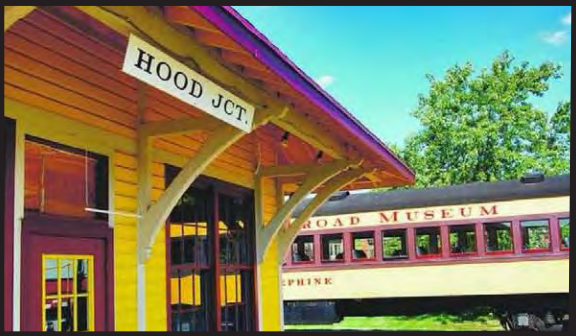
The following action items were suggested during the Advisory Plan Commission public hearing for the Grand Junction Implementation Plan 2013 on July 1, 2013. These additional comments have been incorporated as an appendix to the Implementation Plan so that they may be considered as work begins on the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

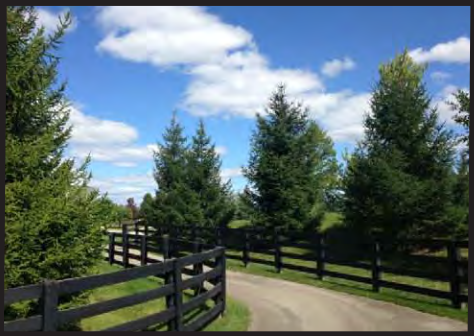
Summary of Comments:

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.

APPENDIX J – SPRINGMILL STATION PLAN 2014

SPRING MILL STATION PLAN





2014

AN ADDENDUM TO THE WESTFIELD WASHINGTON TOWNSHIP COMPREHENSIVE PLAN

V. 3/26/14

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CITY OF
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Erin Verplank, Communications

EXECUTIVE SUMMARY:

This Spring Mill Station Plan (the "Plan") is an addendum to the Westfield-Washington Township Comprehensive Plan. The Plan: (1) provides a history of past events and current activities related to the vicinity of the 161st Street and Spring Mill Road intersection (named "Spring Mill Station" in this Plan); (2) identifies the geographic area of the Spring Mill Station Study Area; and (3) sets forth several recommendations pertaining to the future development and design of private developments and public infrastructure within the Study Area that are suggested as being essential for achieving the Spring Mill Station vision described in this Plan.

The Spring Mill Station Plan process included several meetings, or charrettes, of the Spring Mill Station Study Group comprised primarily of community leaders from the various residential neighborhoods within close proximity of the Study Area. Through the process of these Study Group meetings and other input meetings with stakeholders, residents and developers, the Study Group arrived at the following policy recommendations which are discussed in further detail in this Plan:

1. ***Spring Mill Station Task Group:*** Establish the "Spring Mill Station Task Group," which is contemplated as a neighborhood land use committee that will, among other things, review proposed zoning petitions and provide recommendations regarding such projects to City representatives.
2. ***Branding:*** Further develop the Spring Mill Station "brand" and incorporate such brand into development projects and public infrastructure projects.
3. ***Land Uses:*** Develop land uses within the Study Area in a manner consistent with the concepts envisioned the Spring Mill Station Plan (e.g., a mix of complementary uses, a neighborhood "hub").
4. ***Architecture and Site Design:*** The design and quality of building architecture and site designs within the Study Area should be developed in a manner consistent with the Spring Mill Station Plan (e.g., high quality buildings, pedestrian orientation, people spaces).
5. ***Development Strategy:*** A coordinated development strategy for the Study Area should be developed (e.g., coordinated amenities, infrastructure, vehicular accesses and pedestrian trails).
6. ***Financial Strategy:*** Develop and implement a financial strategy to make desired infrastructure improvements within the Study Area.
7. ***Economic Development:*** Be proactive in attracting desirable development projects and businesses within the Study Area.

The Spring Mill Station Plan recommends that this planning process be revisited periodically, ideally every year: (1) to measure progress toward accomplishing the planning objectives included in the Plan; (2) to revise or refine the planning objectives of the Plan as needed; and (3) to aid in work planning and project prioritization in order to accomplish the Spring Mill Station vision.

CHAPTER 1: OVERVIEW

This document, the Spring Mill Station Plan (the "Spring Mill Station Plan"), is intended to be adopted as an addendum to the Westfield-Washington Township Comprehensive Plan under the IC 36-7-4-500 Series. The intent of the Spring Mill Station Plan is to clearly identify the surrounding community's vision for the future of the area in the vicinity of 161st Street and Spring Mill Road. Residents in the surrounding neighborhoods are hopeful that this plan will encourage coordination and cooperation among the development community and the neighborhoods within the vicinity of 161st Street and Spring Mill Road to ultimately achieve the Spring Mill Station vision.

The Spring Mill Station Plan: (1) identifies important historical events which have occurred over the past ten (10) years related to the 161st Street and Spring Mill Road area; (2) inventories the relative recent events, plans, nonconforming uses, development interests, and infrastructure plans for the area; (3) identifies the geographic scope of the study area to which the recommendations of the Spring Mill Station Plan apply; (4) identifies land uses, architectural styles, transitions, buffers, and circulation preferences in Spring Mill Station area; (5) summarizes feedback received from the development community and residents about the feasibility and desirability of the various Spring Mill Station elements; and (6) sets forth policy recommendations necessary to accomplish the Spring Mill Station vision.

The process of preparing the Spring Mill Station Plan involved a series of neighborhood charrettes hosted by a group of 161st Street and Spring Mill Road area HOA leaders, City Council Committee on Ordinance Revisions members, and the Superintendent of Westfield Washington Schools. Study group members include:

•Chris Bluto	Countryside Subdivision (Past President of Countryside HOA)
•Steve Hoover	City Council (Council Committee on Ord. Revision member)
•Jeff Boller	Countryside Subdivision
•Jeanine Fortier	Enclave at Maple Knoll Subdivision
•Dr. Mark Keen	School Superintendent (Westfield-Washington Township Schools)
•Jim Ake	City Council (Council Committee on Ordinance Revision member)
•Cindy Spoljaric	City Council (Council Committee on Ordinance Revision member)
•Mark Christoffersen	Mulberry Farms Subdivision
•Butch Meese	Enclave at Maple Knoll Subdivision (Maple Knoll Advisory Board)

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

CHAPTER 2: CHRONOLOGY OF RELATED EVENTS

Over the past several years, the area within the vicinity of 161st Street and Spring Mill Road has experienced a significant amount of attention from the development community, residents and the City of Westfield. This section of the Spring Mill Station Plan is intended to summarize the recent historical context of this area related to land use and development.

June 23, 2003 – A change in zoning request was introduced at the Westfield-Washington Township Advisory Plan (the "APC") Commission meeting. The request was to rezone approximately 16.8 acres of property, located at the northeast corner of 161st Street and Spring Mill Road, from SF-3 and AG-SF1 zoning classifications to the General Business zoning classification (Case No. 0306-REZ-02). The proposal, filed by Flynn and Zinkan Realty Company, LLC, was to develop a retail shopping center at this location. The proposal was forwarded to a committee for analysis against the Comprehensive Plan.

The property was not within the corporate limits of Westfield at the time, but was within Washington Township. Through a joinder agreement, the Town of Westfield was given zoning jurisdiction over all of Washington Township in the late 1970's.

August 25, 2003 – The APC held a public hearing, where 4 people spoke in favor of the project and 17 people spoke in opposition of the project. In addition to comments made at the meeting, approximately 75 pieces of written comment were received prior to the meeting, the majority of which were in opposition of the project. The Comprehensive Plan Committee of the APC recommended that the proposal receive a negative recommendation from the full APC.

The APC voted 6-1 to send a negative recommendation of Flynn and Zinkan's rezoning petition 0306-REZ-02 to the Westfield Town Council.

October 13, 2003 – The Westfield Town Council (the "Council") approved Ordinance 03-28, which changed the zoning of the 16.8 acres at the northeast corner of 161st Street and Spring Mill Road to the General Business District.

Winter 2003/Spring 2004 – The events surrounding the zoning decision at the intersection of 161st Street and Spring Mill Road caused many residents to voice their opinions and concerns with Westfield decision-makers about the Flynn and Zinkan project. At the time the area around 161st Street and Spring Mill Road was an unincorporated area of the township, and therefore, the residents in the area did not have the ability to vote for the Council members. Many residents were frustrated by this situation. Discussions between residents and the City of Carmel occurred regarding the possibility of the south-central/south-western portion of Washington Township being annexed into Carmel, instead of Westfield. Carmel put plans together to annex up to 10 square miles of Washington Township, which had long been assumed to be "Westfield's territory". Westfield leaders met with residents and ultimately convinced them that it would be in their best interest

to be annexed by Westfield instead of Carmel. A citizen group called "Citizens for Responsible Annexation" was instrumental in building support amongst the residents for incorporation into Westfield.

February 9, 2004 – Platinum Properties, LLC requested that the 24 acres located immediately north of the Flynn and Zinkan property be rezoned from SF-3 (Cluster) to Multi-Family 2 (Case No. 0312-REZ-07).

February 10, 2004 – Developer Flynn and Zinkan filed a Development Plan with the APC for a retail shopping center at the northeast corner of 161st Street and Spring Mill Road (Case No. 0402-DP-08). The shopping center was named SpringMill Commons.

March 22, 2004 – The APC was not able to obtain majority vote to either approve (3-5-1 vote) or deny (4-3-2 vote) the Development Plan for Springmill Commons. The project was continued to the April 26, 2004 APC meeting.

April 26, 2004 – Flynn and Zinkan withdrew its Development Plan item for Springmill Commons (Case No. 0402-DP-08).

June 28, 2004 – The APC voted 6-1 to send a recommendation for approval of the Platinum Properties petition 0312-REZ-07 (called "Townhomes at Countryside") to the Council.

July 12, 2004 – The Council initiated the rezoning of the property at the northeast corner of 161st Street and Springmill Road from SF-3 (Cluster) to the MF-2 District. The Council directed the APC to hold a public hearing and send the item back to the Council with a recommendation on how to act on the case.

July 12, 2004 – The Westfield City Council approved Ordinance 04-28, changing the zoning of the area for the Townhomes at Countryside from SF-3 (Cluster) to the MF-2 District.

September 27, 2004 – The APC approved the Development Plan for the Townhomes at Countryside project (Case No. 0405-DP-24).

September 27, 2004 – The APC held a public hearing on the petition sent to them from the Council to rezone the 16.8 acres located at the northeast corner of 161st Street and Spring Mill Road back to its original SF-3 and AG-SF1 zoning classifications (Case No. 0408-REZ-07). The APC voted 5-1 to send a recommendation for approval of the petition to the Council.

September 27, 2004 – Flynn and Zinkan requested that the APC suspend its rules and make a determination on the previously-withdrawn Development Plan (Case No. 0402-DP-08). The APC did not take action on this request at the September 27, 2004 meeting. This matter was never discussed again at subsequent meetings.

October 11, 2004 – Flynn and Zinkan filed a lawsuit against the Town of Westfield in Hamilton County Superior Court No. 3 (Cause No. 29D03-0410-PL-914). The lawsuit requested a judgment mandating that the Town of Westfield approve the Development Plan for Springmill Commons and issue all necessary permits for the project.

October 25, 2004 – The Council rezoned the property at the northeast corner of 161st Street and Spring Mill Road back to its original SF-3 and AG-SF1 classifications (Ordinance 04-36).

November 2, 2004 – 82 percent of Westfield voters voted to change from a Town to a City. The conversion to a City would not take effect until January 1, 2008.

August 27, 2005 – The Hamilton County Superior Court found that the Development Plan for Springmill Commons was compliant with applicable zoning regulations and ordered the Town of Westfield to approve the Development Plan (Case No. 0402-DP-08) for Springmill Commons (Cause No. 29D03-0410-PL-914).

August 31, 2005 – As ordered by the Hamilton County Superior Court, the Advisory Plan Commission approved the Development Plan for Springmill Commons (Case Nos. 0402-DP-08 and 0508-DP-32).

September 12, 2005 – The "Southwest Annexation" was approved by the Westfield Town Council (Ordinance 05-09). This was a large annexation that incorporated much of the south-central and south-western portions of Washington Township into the Town of Westfield.

November 1, 2005 – A minor amendment to the rear façade of the Kroger building in Springmill Commons was approved administratively (Case No. 04-02-DP-08). The minor amendment approved moving the truck dock forty feet towards the center of the store and adding a fourteen foot tall masonry wall to screen the trash dumpster and refrigeration equipment.

November 22, 2005 – A minor amendment to the building size, drive-thru location, and number of drive-thru lanes for the Chase Bank outlot building in Springmill Commons was approved administratively (Case No. 04-02-DP-08).

May 26, 2006 – A minor amendment to the building size of the Chase Bank outlot building in Springmill Commons was approved administratively (Case No. 0605-DP-12).

July 9, 2007 – Zinkan and Barker, successor to Flynn and Zinkan, requested that the 16.8 acres located at the northeast corner of 161st Street and Spring Mill Road (Springmill Commons plus the additional 2-acre parcel that was owned by Crossroads Church, and part of the original rezoning petition) be rezoned from SF-3 and AG-SF1 to General Business (Case No. 0707-REZ-02).

July 13, 2007 – Douglas Realty Group, LLC filed a request that the 20 acres located at the southwest corner of 161st Street and Spring Mill Road be rezoned from AG-SF1 to Local Business (Case

No. 0709-REZ-04). This rezoning request was subsequently continued until the July 7, 2008 APC meeting, in order to allow the 161st Street and Spring Mill Road Special Study to be completed.

August 1, 2007 – The City began studying the area around the intersection of 161st Street and Spring Mill Road. The study was named "161st and Spring Mill Road Special Study and Community Design Gallery Report" (the "Special Study"). The Special Study included stakeholder interviews, market analysis, capacity/demand analysis, and a community design preference survey using renderings of possible future build-out scenarios at the intersection. The Special Study also included recommendations for the area, based on information gathered at the time. The Special Study was adopted by the City Council on March 3, 2008.

August 13, 2007 – Peacock Springmill, LLC requested that the 6.9 acres located at the southeast corner of 161st Street and Spring Mill Road be rezoned from AG-SF1 to General Business (Case No. 0708-REZ-03). This rezoning request was subsequently continued until the July 7, 2008 APC meeting, in order to allow the 161st Street and Springmill Road Special Study to be completed. This case was withdrawn before the July 7, 2008 APC Meeting.

November 26, 2007 – The APC voted 6-1-1 to send a negative recommendation of Zinkan and Barker's rezoning petition (0707-REZ-02) to the Council.

December 6, 2007 – Zinkan and Barker withdrew its rezoning request, (Case No. 0707-REZ-02).

May 12, 2008 – The Special Study was presented to the Council, and the Council adopted the Special Study under Resolution 08-12.

June 9, 2008 – CrossRoads Church at Westfield, Inc. requested that approximately 2 acres located north of the Spring Mill Road entrance to Springmill Commons (the "Church Property") be rezoned from AF-SF1 to General Business (Case No. 0807-REZ-02). This property was part of the initial rezoning request by Flynn and Zinkan in 2003.

July 7, 2008 – Peacock Springmill, LLC withdrew its rezoning request, (Case No. 0708-REZ-03).

July 21, 2008 – The APC voted 9-0 to send a negative recommendation of Douglas Realty Group's rezoning petition 0709-REZ-04 to the Council.

July 21, 2008 – The APC voted 9-0 to send a negative recommendation of Cross Road Church's rezoning petition 0807-REZ-02 to the Westfield City Council. The church withdrew its petition at the APC meeting.

August 11, 2008 – The Council denied Douglas Realty Group's rezoning petition, (Ordinance 08-43).

May 9, 2011 – M & I Bank requested that the Church Property be rezoned from AF-SF1 to General

Business (Case No. 1106-REZ-02).

June 30, 2011 – M & I Bank withdrew its rezoning request, (Case No. 1106-REZ-02).

January 23, 2012 – Cross Roads Church of Westfield, Inc. requested that the Church Property be rezoned from AG-SF1 to the CrossRoads Church PUD District (Case No. 1202-PUD-01).

March 5, 2012 – The APC voted 9-0 to send a recommendation for the approval of the CrossRoads Church PUD petition (1202-PUD-01) to the Council. The PUD proposal limits the allowable uses on the site to banks and other professional office uses.

March 12, 2012 – The Council approved Ordinance 12-03, changing the zoning of the Church Property from AG-SF1 to the CrossRoads Church PUD District.

August 13, 2012 – Cooperstown Partners, LLC requested that the approximately 6.5 acres located at the southeast corner of 161st Street and Spring Mill Road be rezoned from AG-SF1 to the Springmill Corner PUD District (Case No. 1209-PUD-11).

This petition remains pending as of the writing of this plan. Several other development inquiries have been received from would-be developers regarding the status of this Spring Mill Station planning initiative by the time of this writing. This would seem to indicate a substantial amount of development interest in the Spring Mill Station area.

CHAPTER 3: RECENT EVENTS

The City of Westfield (the "City") is a dynamic development environment with several plans and projects (public and private) related to the Spring Mill Station Study Area under way. This section of the Spring Mill Station Plan is intended to provide a summary of recent activities that have occurred or that are in the process of occurring that affect (or will affect) the area in the vicinity of 161st Street and Spring Mill Road.

Spring Mill Road and 161st Street Engineering and Programing Study Summary

The Spring Mill Road and 161st Street Engineering and Programming Study was completed on April 30, 2013. The purpose of the study is to assess future traffic needs of the 161st Street and Spring Mill Road corridors to plan for future roadway improvements. A summary of the study follows:

Spring Mill Road Corridor: No additional lanes are identified as being needed through 2033. However, it is recommended that the roadway from 146th Street to 161st Street be updated by 2018 and continue to SR 32 by 2023 in accordance with the City's Complete Streets Policy (Resolution 12-114). At the time the study was completed, 161st Street was classified as a secondary arterial which contemplates one hundred and twenty (120) feet of right-of-way. Since that time, the City's Thoroughfare Plan was amended to identify 161st Street as a primary arterial which contemplates one hundred and fifty (150) feet of right-of-way (Resolution 13-115).

161st Street Corridor: It is recommended that an additional lane be added in each direction by 2028 to maintain an acceptable level of service and to implement the City's Complete Streets Policy. A roundabout is scheduled to be constructed at Oak Ridge Road and 161st Street in the fall of 2014.

Existing Conditions of the 161st Street and Spring Mill Road Intersection: The signalized intersection northbound approach includes one through lane, a 170 feet long left turn lane, and a 100 feet long right turn lane. The westbound approach includes one through lane, a 460 feet long left turn lane and a 260 feet long right turn lane. The southbound approach includes one 310 feet long left turn lane and one shared through/right turn lane. The eastbound approach includes a 150 feet long left turn land and one shared through/right turn lane.

Springmill Commons Shopping Center – Zinkan and Barker

The northeast corner of 161st Street and Spring Mill Road, named "Springmill Commons," was developed by a development firm named Flynn & Zinkan (now Zinkan & Barker) with a large grocery store anchor, with additional outlots and an in-line multi-tenant retail building in 2004. The property is presently zoned for single-family residential use. The existing commercial development constitutes a legally established nonconforming use on the property, resulting from certain legal

proceedings requiring the City's approval of the project. Any proposed changes to the existing development would require the site to be rezoned.

The Spring Mill Study Group has identified several issues associated with Springmill Commons that, if adequately addressed, would enhance the development:

1. Traffic Circulation and Parking: The traffic and pedestrian circulation patterns within the shopping center function at a suboptimal level with multiple points of conflict on the internal access ways and drive aisles in the development, leading to potentially dangerous interactions. The internal drive running north to south across the development causes confusion as stop signs control traffic movements along the access road but there are no restrictions on automobiles entering from the existing parking lot. There is no vehicular or pedestrian access planned in order to access the parcel (the "CrossRoads Church PUD" Ordinance 12-03) to the northwest of Springmill Commons from within Springmill Commons. This prohibits the shopping center and the CrossRoads Church PUD from operating as a coordinated integrated commercial center.

2. Sign Area: The sign standards applicable to Springmill Commons are lesser than what is permitted for a similar center under the present zoning ordinance. The sign standards applicable to the shopping center currently permit one (1) square foot of wall signage for each linear foot of tenant front facade while the present zoning ordinance permits two (2) square feet of signage for each linear foot of tenant front façade. Also, no sign shall be restricted to be less than twenty-five (25) square feet of sign area under the present zoning ordinance.

3. Landscaping: Compared to the normally applicable zoning standards, Springmill Commons is deficient on several landscaping standards. There is little or no landscaping along structures that exceed eighty (80) feet in length without corner breaks, which would not be permitted under current zoning requirements. Also, the site is deficient in the number of shade trees for a commercial development. Most notably the development lacks the normally applicable shade trees along the 161st Street road frontage. 161st Street also lacks the normally required buffer yard distance from the road right-of-way. As a result, the parking lot appears expansive in this area and there is insufficient landscaping to help break up the monotony of the parking lot. The interior parking lot also lacks shade trees in most parking lot islands as required by the zoning ordinance today. Such additional landscaping would greatly enhance the feel of the development. The overall development is also deficient in the number of shrubs required in buffer yards.

4. ROW Widths: 161st Street is classified as a primary arterial in the City's Thoroughfare Plan which contemplates a seventy five (75) feet wide half right-of-way. Currently, 161st Street possesses a half right-of-way of approximately forty (40') feet (which would require up to an additional thirty-five (35') feet of right-of-way in order to comply with the recommendations of the Thoroughfare Plan).

5. Architectural Standards: State Highway 32 Overlay Zone: The State Highway 32 Overlay Zone (the "32 Overlay"; WC 16.04.065) is a set of standards applicable to new developments along the State Highway 32 Corridor. The architectural standards and urban design standards included in the 32 Overlay are frequently imposed on new community development during the zoning approval process. If the Spring Mill Commons were approved today, these standards would likely apply. Compared to these standards, the strip center development does not have any building offsets for elevations that are greater than 90 feet in length. Also, the layout of the gas station would not be permitted due to location of the fuel pump canopy and the actual convenience store location under the pumps.

US 31 Major Moves Project

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, the new highway within Westfield will be accessed 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 travel on U.S. Highway 31, which extends from Michigan to Alabama.

Construction of the 161st Street bridge and interchange began in 2011 and numerous on-line and off-line improvements have been made to U.S. Highway 31 in Westfield since that time. Most notably in August 2013, a double tear drop roundabout interchange was completed at the U.S. Highway 31 and 161st Street intersection. West of the interchange, where the Monon Trail intersects with 161st Street, initial work has been completed for the Monon Trail to tunnel underneath 161st Street. The initial work included installing tunnel infrastructure under 161st Street which enables the City to extend the Monon Trail under 161st Street while keeping the road open to traffic when the rest of the tunnel project is completed. It is expected that 161st Street will be the primary east/west vehicular travel corridor for the City's existing population.

161st Street Bridge Rendering

Possible Intersection Improvements for 161st Street/Spring Mill Road

The City Engineer has indicated the following possible future improvements to the intersection of 161st Street and Spring Mill Road. The intersection of 161st Street and Spring Mill Road currently functions at an acceptable Level of Service ("LOS") for current traffic levels. 161st Street and Spring Mill Road both currently function at an A or B LOS for all four approaches to the intersection. A curb on the southeast corner of the intersection was installed in 2012 to prevent continued encroachment into the corner yard from automobiles driving through the corner of the intersection. Improvements to the intersection that may occur in the future include relocating electric lines that are installed at nearly the same height as the hanging street lights, creating visibility obstructions. The street light poles themselves might be updated to a higher quality pole than those that are currently in place. Lastly, reprogramming the traffic light to meet the demands of future traffic patterns may occur.

Spring Mill Road Programming and Engineering Draft Study

Future improvements to the 161st Street and Spring Mill Road area are recommended by the United Consulting Engineers' Spring Mill Road Programming and Engineering Study. Future improvements not included in the study may be added at a later date if needed. The study recommends that a roundabout be installed at both the intersections of 161st Street and Oak Ridge Road, as well as 156th Street and Spring Mill Road. Both roundabouts are expected to be completed by fall of 2014. It is also recommended that 161st Street be widened to include an additional lane on each side of the road to allow cycle tracks to be added to the road cross section.

Grand Park

The Grand Park Sports Campus is located approximately 2.5 miles north of the Spring Mill Station Study Area and is anticipated to generate approximately 1.5 million visitors per year. This level of tourism activity will likely generate a significant amount of consumer activity in Westfield. Spring Mill Station may experience increased demand due to its proximity to the Sports Campus. Due to

the nature of how Grand Park is expected to function, extreme traffic spikes are not expected in the Study Area; however, overall traffic levels may be greater than previously expected.

The Grand Park Sports Campus may also affect the use of the southwest corner of Spring Mill Station, where approximately fourteen (14) soccer fields are currently used by the Westfield Youth Soccer Association. The Westfield Youth Soccer Association is one of the key users expected to host activities at the Sports Campus. Demand for the fields, currently owned by the Westfield-Washington School Corporation, may be reduced if the demand for fields is otherwise met at the Sports Campus.

Viking Meadows and Maple Knoll Subdivisions Permit Activity:

Located in close proximity to the Spring Mill Station study area are the subdivisions of Viking Meadows and Maple Knoll. The Viking Meadows Subdivision had the highest number of new single-family home starts in Westfield for 2013, accounting for twenty five (25%) percent of all permits. In 2012, Viking Meadows accounted for twenty five (25%) percent of all new single-family home starts in Westfield. The Maple Knoll subdivision located to the northwest of Spring Mill Station had the third highest number of new single-family housing starts at thirteen (13%) percent for 2013. In 2012, Maple Knoll accounted for twenty seven (27%) percent of all new single-family home starts in Westfield. These new homes located in close proximity to Spring Mill Station will likely increase the viability of and need for a neighborhood hub as contemplated in this Plan.

Townhomes at Countryside

On the northeast corner of 161st Street and Spring Mill Road and north of Springmill Commons is the Townhomes of Countryside, an owner occupied multi-family development. The development consists of nine (9) three (3) story townhome buildings with approximately forty-eight (48) units and three (3) single story buildings with nine (9) units. The development gained zoning approval in July of 2004 and development plan approval for the townhomes was granted in September of 2004. This approval occurred after the Springmill Commons project was approved.

Nine (9) of the three (3) story townhome buildings were constructed by Ryland Homes and the single story buildings were constructed by Shoopman Homes, who acquired the remaining unimproved building pads in the project. During the recent economic downturn, owner-occupied townhome buildings struggled to remain as viable as traditional single family homes. As a result, Shoopman Homes acquired the remaining building pads and began constructing single family attached units in 2010. Nine (9) separate single story units have been constructed by Shoopman Homes since that time and nine (9) building pads remain to complete the build out of the project. As indicated by Shoopman Homes, it chose this area because of the amenities in the immediate vicinity and easy road connections to the surrounding area.

Development Interest

The four corners of the 161st Street and Spring Mill intersection have seen an increased level of development interest over the past several years. Currently, one formal rezoning petition has been filed with the Advisory Planning Commission for the southeast corner of 161st Street and Spring Mill Road. The proposal would permit a variety of local business (LB) uses such as a drug stores, banks and medical offices on a seven (7) acre site. The proposed site plan illustrates four (4) structures with a drug store (approximately 15,000 square feet) on the corner of 161st and Spring Mill and three other separate buildings totaling 16,000 square feet.

CHAPTER 4: PLANNING AREA

The Spring Mill Station planning area consists of approximately ninety (90) acres around the four corners of the 161st Street and Spring Mill Road intersection. The area is approximately two (2) miles west of US Highway 31 and three (3) miles from downtown Westfield, also known as Grand Junction. The planning area is comprised of an existing shopping center to the northeast, residential lots and part of an airport runway to the southeast, a vacant field and soccer fields to the southwest, and residential lots and a large wooded estate to the northwest.

Rationale:

The planning area is identified in order to prevent commercial creep down the 161st Street and Spring Mill Road. Both corridors are zoned entirely for single-family residential use and the study area itself is envisioned as the only location non-residential activity may occur in this vicinity. It is not intended that the planning area be entirely commercial. Residential uses may occupy a significant portion of the planning area. Areas outside of the planning area are envisioned to remain as single-family homes. The planning area is designed to allow adequate space for internal buffering and transitions to the surrounding neighborhoods. Specific descriptions of the planning area as well as rationale for the inclusion of each individual corner of the planning area are included below:

Northwest Corner of 161st/Spring Mill Road

The northwest corner of the planning area includes approximately fourteen (14) acres of land, comprised of seven (7) parcels. The corner is bound by the Enclave at Maple Knoll residential development to the west and a five (5) acre residential parcel to the north. The area includes six (6) residential homes and a vacant parcel with a regulated drain (John Edwards Ditch) running through the center of the parcel. The west boundary along Maple Knoll includes a dense planting of trees.

Rationale: The northernmost parcel with the regulated drain was included for enhanced trail access from the Maple Knoll trail network to provide a connection to the extensive Countryside Subdivision trail network and also access to a planned roadside trail to be installed along Spring Mill Road. The connection point would also give residents access to the fifteen (15) acre Armstrong Park located inside the Countryside subdivision. This boundary also lines up closely with the northern property line of the CrossRoads Church Planned Unit Development and the Springmill Commons shopping center located directly east of this area.

Northeast Corner of 161/Spring Mill Road

The northeast corner of the planning area includes approximately fifteen (15) acres of land comprised of five (5) parcels. This corner of the Study Area is bound by the Townhomes at Countryside to the north and the Countryside Subdivision to the east. The area includes Spring Mill Commons, a Kroger anchored shopping center, which includes in-line B-shoppes, three outlots, and a gasoline fueling station. A vacant, dilapidated, single family home with a pole barn is also located north of the gasoline fueling station. The buffer area located north of the B-shops between the townhomes of Countryside includes a large earthen mound with evergreen and deciduous landscaping. A pedestrian trail connects the shopping center with the Countryside Subdivision to the north.

Rationale: The existing and Spring Mill Commons development was included in the study area since the existing commercial center is a large component of the functional area within the vicinity of 161st Street and Spring Mill Road. A zoning nonconformity also exists for the

shopping center as the development is zoned Single-Family 3. This study acknowledges this issue and suggests that this issue be appropriately addressed in order to accommodate the further development of future redevelopment of this property. The eastern common area is also included and may be desirable to provide a trail connection area from Countryside Subdivision to 161st Street.

Southeast Corner of 161/Spring Mill

The southeast corner includes approximately twenty-two (22) acres of land, comprised of eight (8) parcels. The area follows the same eastern boundary as Spring Mill Commons to the north. The area is bound by the Mulberry Farms Subdivision to the south and a residential home to the east. The area includes a church, five (5) residential homes, two vacant lots, and approximately half of a grass airport runway. A tree stand runs intermittently along the Mulberry Farms boundary.

Rationale: The intention for the eastern boundary is to create a seamless transition on both sides of 161st Street. Mulberry Farms Subdivision serves as a natural boundary to the south. The intention of the twenty-two (22) acre area would allow for residential and commercial development to include a large buffer and landscape area to provide transition between newly developed areas and adjacent development.

Southwest Corner of 161/Spring Mill

The southwest corner includes approximately thirty-seven (37) acres, comprised of two parcels of land. The area is bounded by the Crosswind Commons Subdivision to the south and Shamrock Springs Elementary School to the west. Both parcels are approximately eighteen (18) acres in size. The parcel located on the immediate corner of Spring Mill Road and 161st Street is undeveloped and currently farmed. The school-owned parcel currently contains fourteen (14) soccer fields.

Rationale: The thirty-seven (37) acres of the corner were included to ensure coordinated design and transitioning with surrounding neighborhoods and the rest of the planning area should any redevelopment occur. The corner is not envisioned to develop entirely as neighborhood commercial and would mostly likely include a large residential or medical component. If development occurs, special attention should be given to the soccer fields as an amenity for the planning area.

CHAPTER 5: IDENTITY– "SPRING MILL STATION"

The Spring Mill Station Study Group quickly determined that establishing a clear identity for the planning area is of critical importance to create the desired neighborhood hub. The area is intended to function as a "hub" of activity and social connections for the surrounding neighborhoods and the name "Spring Mill Station" was chosen to embody that concept. The hub concept envisions local residents using multiple modes of transportation to access the various amenities that are contemplated in this plan. The hub is intended to function as both a community gathering place as well as a neighborhood center to meet the local consumer needs of the community.

To create the desired identity and community hub of activity, "Spring Mill Station" was chosen as the name of this planning area for the following reasons:

1. "Station" continues the downtown Westfield rail road-like theme of "Grand Junction" and its relation to the abandoned rail lines in the area.

2. "Station" also relates to Westfield's involvement in the Underground Railroad and the continuation of that theme west of US 31.

3. "Spring Mill" connotes a certain community pride and identify that is easily recognizable and should be retained for this neighborhood hub area.

4. The railroad identity should be translated and emphasized throughout the architecture and design of the site.

Spring Mill Station is envisioned to be a high quality development area that has a timeless feel, a place where people feel comfortable simply spending time outdoors, a place away from home and work that one can relax and play. The quality of development contemplated in this plan is intended to focus attention on aesthetic detail and reduce the generic feel of typical strip mall shopping centers. Architectural themes that possess a long lasting appeal are recommended in order to create a timeless "feel" for this area and prevent trendier architectural themes that could be outdated in a decade.

To fulfill this vision and work within the "Spring Mill Station" name, a railroad era architectural theme was chosen to be continued throughout the planning area. The theme presents an opportunity for not only railroad era architecture, but a branding of railroad style designs all throughout Spring Mill Station. Such elements can be utilized in public rights-of-way as art pieces as well as within common areas. The history of railroads in Westfield and the United States presents design opportunities that are as timeless as any architecture we have in the country. Recreating that visual effect can further the brand of this area and create the desired space that is unique from other areas.

CHAPTER 6: LAND USES

To fulfill the vision of a neighborhood center or hub, the mix of permitted land uses is critical. The intent is to create a neighborhood center where auto and pedestrian trips are generated from a close proximity and to discourage uses that tend to generate largely auto trips from further away. The contemplated land uses for Spring Mill Station are aimed to help achieve the feel of a neighborhood center and meet the needs and desires of local residents.

Recommended land uses include eating and dining establishments, convenience retail stores, food and beverage retail stores, multi-family uses, small business offices and community facilities. All of these uses are contemplated as serving the basic needs of surrounding residential neighborhoods. Below is a list of the recommended land use categories with specific local examples identified:

A. Retail sales as envisioned by the Spring Mill Station Study Group, includes the sale or rental of common goods or services. (excluding agricultural, animal, automotive, business equipment, construction sales, gas sales, prominent drive-up orientation). Retail sales can be broken into the following groups:

1) ***Convenience retail sales:*** As envisioned by the Spring Mill Station study group this type of use includes the sale of frequent or reoccurring small personal items or services for residents located in close proximity. Typical uses include neighborhood grocery and drug stores. *Examples: Pharmacy, Small Retail Establishment*

2) ***Restaurants and Pubs:*** Establishments primarily engaged in sale of foods and beverages for on-premise consumption. Typical uses include restaurants, short order eating places or pubs. Examples: *Restaurants –Yat's, Kona Grill, Granite City Food and Brewery, Mitchell's Fish Market, Keltie's, Mama Corollas Old Italian Restaurant, Aristocrat Pub and Restaurant, Ice Cream shop, Pizza Shop, Dunkin Donuts*

Unique outdoor eating establishment

3) Food and Beverage Retail Sales: Establishments primarily engaged in the sale of food and beverages for home consumption. Typical uses include groceries or delicatessens. *Examples:, Trader Joe's, Butcher Shop, Bakery, Fresh Market*

4) General Retail Sales: Sale or rental of goods and merchandise for personal or household items but different from the uses listed above. Typical uses include boutique stores, apparel stores, paint stores, hardware stores, bike shops, hobby stores and specialty stores. *Examples: Art Gallery, Design Gallery, Music Store, Florists, Pottery, Clothing Store*. Big box retail stores are not contemplated uses in this area.

B. Administrative and Professional Services refer to businesses which typically provide professional, executive, management or administrative services. Typical uses include administrative offices, legal offices, accounting offices, and engineering or architecture firms.

C. Business and Personal Services includes the use categories of banks, financial services, medical services, and personal and repair services. Business and Personal services can be broken into the following groups:

1) Banks and Savings and Loan: Financial institutions providing on site retail services to individuals and businesses.

2) Finance, Insurance and Real Estate Services: Establishments primarily engaged in financial, insurance, real estate, or security brokerage services. Typical uses include banks, insurance agencies or real estate firms.

3) Medical Services: Personal health services for the prevention, diagnosis and treatment or rehabilitation services. Typical uses include clinics, medical specialty offices and dentist's offices.

4) Personal and Repair Services: Establishments primarily engaged in the provision of repair service to individuals and households. Typical uses include photography studios, dry cleaners, apparel repair business or musical instrument repair business.

D. Community Facilities to provide a physical meeting space for residents to hold meetings or special events/activities. (e.g. Gazebo)

E. Assisted Living Facilities to provide housing opportunities for individuals with additional needs and assistance.

F. Multi-Family housing for apartments, townhomes, and condominiums intermixed with other approved uses and as a transition from more intense uses.

G. Single Family housing as envisioned by the Spring Mill Station Study Group include village or cottage style residential development in a compact arrangement to blend in with the neighborhood hub.

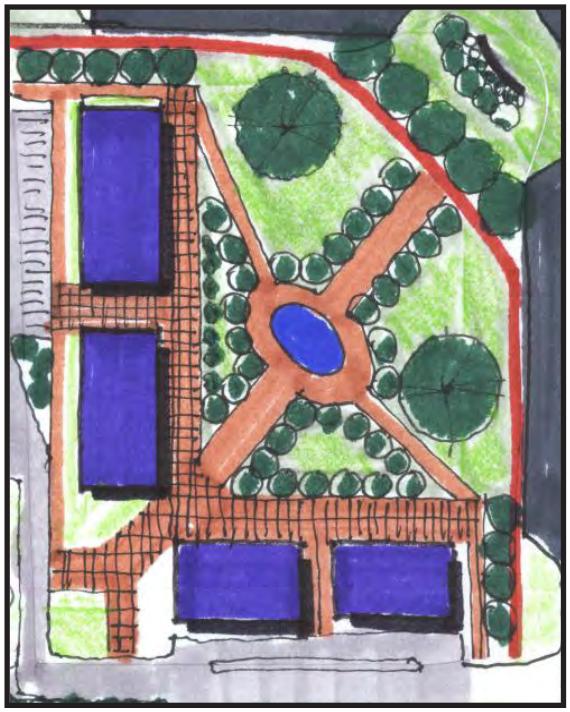
Spring Mill Station Land Use Examples:

CHAPTER 7: SITE DESIGN & ARCHITECTURE

In order to create a residential neighborhood center which blends into the surrounding single-family residential fabric of the area, specific architecture and site design concepts should be thoughtfully crafted to create the desired effect. It is envisioned that the (4) four corners of the planning area should be developed in such a manner where buildings are located up closer to the street rights-of-way on two (2) or three (3) of the four (4) hard corners of 161st Street and Spring Mill Road. It is not contemplated that building should be built right along the street rights-of-way on all four (4) corners. Buildings located along the street should range between 1.5 to 2.5 stories and promote pedestrian connectivity over vehicular access. Generous buffer areas are recommended between the edge of the developed areas of the Spring Mill Station and existing residential/institutional areas. Spring Mill Station is envisioned as including a significant residential component in addition to the various commercial uses described in this plan. It is envisioned that Spring Mill Station will be a unique and vibrant people space that features winding outdoor common areas with small parks and places for people to sit.

Village Green

A village green located near the intersection is desired by residents to provide a place to relax and socialize, and to serve as a community gathering place for the local neighborhoods. The village green is envisioned as a place including public art, outdoor seating, heavy landscaping, and mixed use buildings that front on the village green. The space is meant to be intimate and freely accessible to all while also providing a comfortable setting for restaurants or businesses to use part of the green as an amenity. Ideally the space would also include a clubhouse or community meeting room area to serve as a meeting place for the surrounding neighborhoods. The green would function to diversify the entire neighborhood center to create multiple reasons why someone might visit the area and ultimately increase impromptu interactions with others.



Thematic Design: Railroad

The Spring Mill Station study group selected a railroad style architectural theme to be carried out throughout the entire Spring Mill Station Study Area. This theme should be continued throughout the architecture of the buildings, common areas, and amenities of Spring Mill Station. This theme will help to carry a consistent vision on all four corners and create a custom feel for the area. The buildings should utilize quality building materials (e.g., brick, stone, wood) and be built at a scale that is comfortable for pedestrians using the neighborhood center. The architecture should be similar to what is described below and as illustrated in the following examples:

The following is a list of encouraged architectural designs for Spring Mill Station:

Railroad Theme Architecture: Quality and Theme

1) Verge board (gingerbread style detail)
2) Gable roofs (steep pitch)
3) Strut detail
4) Mixed colors and stacked elements
5) Windows and panes
6) Towers/cupolas
7) Variation of architecture elements
8) Arches
9) Mix of brick and wood
10) Window accents/fenestration
11) Iron work/accents
12) Undulating facades to prevent box like structures
13) Inviting entrances/covered entrances to buildings
14) Pedestrian scale: windows and building massing designed for pedestrians

The following is a list of encouraged features for public art in Spring Mill Station:

Public Art (Desired Features)

1) Water tower feature
2) Railroad style public furnishings (e.g., benches, pergolas, playscapes)
3) Use of red/black/rust colors
4) Use of old railroad track or steam engine as part of common area

Site Design Concepts

To help illustrate the concepts and objectives set forth in the Spring Mill Station Plan, two conceptual renderings were created that would both be considered consistent with the vision set forth in this document. The purpose of the illustrations is to represent two potential build out scenarios of the entire planning area that are consistent with the Spring Mill Station vision. These two illustrations are not an either/or scenario, rather two of many possible build-out scenarios that could meet the intent of the Spring Mill Station Plan. Any two building locations or land uses shown on the conceptual plans could be placed many other ways on the sites. The renderings are presented to provide additional clarity to the concepts set forth in the Spring Mill Station plan.

Conceptual Plan A

Conceptual Plan B

The Spring Mill Station Study Group acknowledges that Conceptual Plan A would take more time to accomplish and would require additional assistance from the City in order to acquire additional right-of-way and construct the necessary infrastructure to achieve the overall vision. It is acknowledged that Plan B would require less time and coordination from different stakeholders to achieve the goals of the Spring Mill Station vision.

Conceptual Plan A

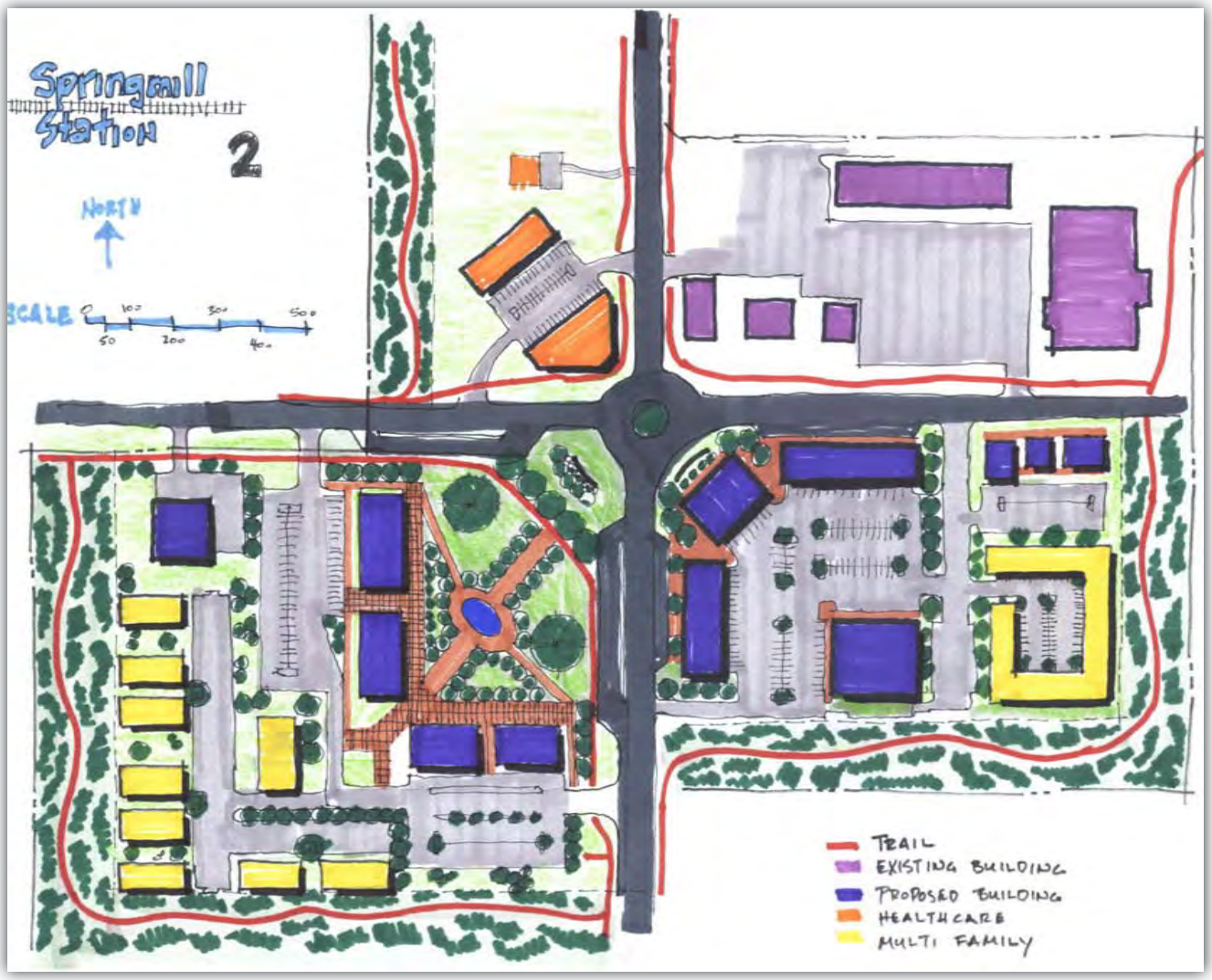
Plan A is consistent with the Spring Mill Station Plan for the following reasons:

1) A neighborhood "hub" center is located in the center of the planning area around the ponds.
2) A nontraditional street network that slows traffic traveling through the planning area to create a more pedestrian friendly environment.
3) Increased pedestrian connectivity via trails/paths connecting to both existing neighborhoods and throughout the entire planning area.
4)Building massing along the street with parking primarily along the sides and rear of buildings.
5) Large buffering areas separating existing neighborhoods but still providing pedestrian connectivity.
6) Mix of land uses spread throughout the planning area.

Conceptual Plan B

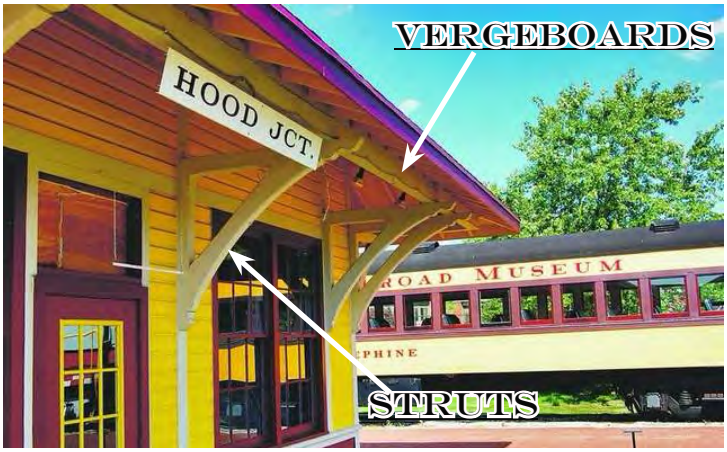
Plan B is consistent with the Spring Mill Station Plan for the following reasons:

1) A neighborhood "hub" area and village green is located on the southwest corner of the planning area.
2) Mixed use buildings are located adjacent to the village green area with common areas on the green.
3) Increased pedestrian connectivity via trails/paths connecting to both existing neighborhoods and throughout the entire planning area.
4) Building massing along the street with parking primarily along the sides and rear of buildings.
5) Large buffer areas separating existing neighborhoods but still providing for pedestrian connectivity between neighborhoods.
6) Mix of land uses spread throughout the planning area.



The following are examples of site design elements that are encouraged to be within the Spring Mill Station:

The following are examples of railroad themed architectural elements that are encouraged to be incorporated within Spring Mill Station:



HOOD JCT

CHARLEVOIX
IRON DETAIL

INVITING ENTRANCES/
COVERED ENTRANCES
CHARLEVOIX

VARIATION OF
ARCHITECTURAL
ELEMENTS
WINDOWS AND PANES

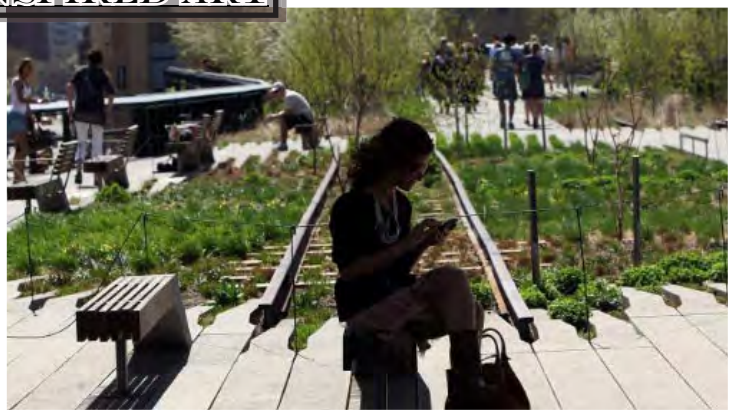
TOWER/CUPOLA

MIX OF BRICK/WOOD &
MIXED COLOR ELEMENTS

WINDOW ACCENTS

The following are examples of encouraged features for public art in Spring Mill Station:

RAILROAD INSPIRED ART



WATER TOWERS

RAILROAD BENCHES

CLOCK TOWER

Specific examples of site design and quality architecture to be emulated include the following:

1) ***Buckingham Development:*** Old Meridian Street Carmel - Potential for this style development on the two hard corners and smaller Broad Ripple scale buildings on other corners. Three story structures are not encouraged on hard corners of the intersection.
2) ***Scottsdale, Arizona:*** Architecture and quality design that tie area together.
3) ***Soulard in St. Louis:*** Residential neighborhood with many restaurants, pubs, and other businesses.
4) ***The Hill in St. Louis:*** Family area feel with active people places on sidewalks.
5) ***Breckenridge, Colorado:*** Walkable downtown with many shoppes and restaurants.
6) ***Downtown Zionsville, Indiana:*** Smaller building massing with good internal landscaping.
7) ***Manchester, Vermont:*** Old world feel
8) ***Bloomington, Indiana:*** Hodgepodge of architecture and eclectic feel.
9) ***Fountain Square, Indiana:*** Interesting mix of architecture, dining, entertainment

Massing

The buildings in Spring Mill Station should have a comfortable scale in relationship to pedestrians and should not be overwhelming.

The following is a list of encouraged massing elements:

1) Curvilinear elements
2) Broken planes
3) Staggered/varied styles/textures
4) Trees/comfort/elements that draw people to space
5) Ornamental parapets
6) Three story buildings when used in context sensitive design (i.e., layered). Closer to intersection buildings should range in size for 1.5 to 2.5 stories; however, buildings could range to 3 stories if nearer higher intensity uses and built in proportion and scale to surrounding buildings.

The following is a list of discouraged massing elements:

1) Traditional strip center style development (e.g., lack of bump out/offsets)
2) Movie set look (e.g., fake design)
3) Lack of rooftop modulation

CHAPTER 8: TRANSITIONS AND BUFFERING

Establishing appropriate transitions and buffers is paramount to reducing the possible negative impacts of development to the surrounding residential neighborhoods. The intent of the Spring Mill Study Group is to create a clearly defined boundary for the Spring Mill Station Planning Area in order to prevent higher intensity development activity from occurring outside such area. As contemplated, large buffer areas along the perimeter of the Spring Mill Station Study Area will provide opportunities for pedestrian connectivity and create good transitions to surrounding uses. Spring Mill Station is contemplated as transitioning from the highest intensity uses in the center of the Study Area to less intense uses and building sizes toward the perimeter of the Study Area. Assisted Living facilities and multi-family uses could be appropriate transitional uses from more commercial or retail uses, but special attention should be paid to building height and orientation along perimeters of the Study Area. The Study Group strongly recommends that commercial uses not be permitted outside of the Study Area.

Connected, But Protected Design

The buffer areas around the perimeter of the Study Area are intended to protect nearby uses from the impact of more intense land uses, but also to connect the surrounding neighborhoods to Spring Mill Station. The Study Group sees such connections as being critical to accomplishing the Spring Mill Station vision – creating a "hub" of activity, land uses and social interaction. Traffic calming measures are recommended in order to ensure a safe pedestrian environment. Spring Mill Station is envisioned as being a place where pedestrians can easily access all parts of Spring Mill Station without the use of a vehicle.

The Study group recommends that there be a strong focus on landscaping installations in site designs in order to create an intimate and comfortable pedestrian feel for the area. This will help to ensure the high quality and timeless character of development the Group has envisioned for this area.

(Connected pedestrian path shielded from surrounding uses)

Buffering:

The Spring Mill Station Study Group offers the following recommendation within and near to transitional buffer areas along the perimeter of the Spring Mill Station Study Area.

The following is a list of encouraged buffer standards:

1) Continuation of the "railroad theme" throughout the buffer areas.

2) Large natural buffer areas with a mix of hardscapes and mature landscaping. Brick fences with wrought iron elements are identified as desirable hardscape types. The use of long, unbroken expanses of wood fencing used as a buffer to screen from adjacent uses should be discouraged within the Study Area, unless desired by adjacent residential uses for security purposes.

3) Landscaping should be clustered in groups in order to create a natural feel instead of a regimented design. Special attention should be given to sight lines so as to visually buffer development attributes that are less slightly.

4) Evergreen trees in conjunction with deciduous trees for year round buffering should be utilized.

5) Earthen berms are encouraged to be used for buffering purposes as long as they are not regimented in appearance and they are designed so as not to prevent connectivity with surrounding neighborhoods. Undulating berms and mounds (with varying heights and widths) are preferred.

6) Native plantings should be used where appropriate.

7) Contextually sensitive design is desired. For example, berms or mounds should be designed not just to screen uses from each other, but also to enhance the pedestrian experience within transitional buffer areas. More intensive buffering should be provided nearest to more intensive uses and structures, unless such buffering would prevent a given use or building from being showcased in an aesthetically pleasing manner.

8) Special attention should be given to installing landscaping in a manner that would screen or block headlights.

9) Pedestrian pathways and/or trails should be installed within transitional buffer areas which provide connectivity within the Study Area and also to the surrounding neighborhoods.

10) Delivery trucks should not be permitted to remain idling while deliveries are being made.

11) Trash pickup should be restricted to normal waking hours.

12) Loading areas should be fully enclosed in order to shield from view and reduce noise pollution.

13) Lighting should be fully shielded from encroaching into neighboring residential areas.

Site Sensitive Buffer Areas: The following areas should be designed with a heightened sensitivity to surrounding existing residential uses.

1) The area abutting the Enclave at Maple Knoll. Special attention should be given to preserving as many of the existing mature trees as possible in this area so as to provide a visual and sound buffer. At least a 50' wide buffer is recommended if the adjacent use is of lower intensity and greater buffer width is recommended for if a higher intensity use is developed.

2) The area abutting Mulberry Farms. Maintain a 150' wide buffer area along this boundary of the Study Area.

(Earthen mound w/mix of trees and hardscapes)

(Mix of evergreen and deciduous trees w/ wrought iron fence)

3) The area abutting Crosswind Commons Subdivision. Maintain a considerable buffer between residential area and adjacent uses within the Study Area. The higher the intensity of the adjacent use developed, the greater the buffer that should be provided.

4) The border between Springmill Commons and Countryside. Further improvements should be installed to enhance the existing Countryside trail network to provide access around and through Springmill Commons as to provide a good connection to Armstrong Park (located a short distance to the north of Kroger).

CHAPTER 9: ACCESS AND CIRCULATION:

The Spring Mill Study Group envisions Spring Mill Station to be a place accessed by multiple modes of transportation, including but not limited to bicycles, pedestrians and motorized vehicles. To slow traffic speeds in the area, a roundabout is the preferred intersection type for the 161st Street and Spring Mill Road intersection. A roundabout is desired for its aesthetic appeal with possibilities for landscaping and branding in the public right-of-way as opposed to a traditional intersection with a traffic light. The Study Group also recommends that the City consider taking other appropriate steps to reduce traffic speeds in the area in order to create a safer and more desirable environment for pedestrians to cross the main thoroughfares.

The Study Group recommends site designs within the Study Area that connect all parts of Spring Mill Station to surrounding areas by coordinated street connections and pedestrian trails. Pedestrian trails should be extended throughout buffer areas and along main thoroughfares to provide connectivity. Improvements on the parcels fronting on the hard corners of 161st Street and Spring Mill Road should be designed to create a traffic calming effect in the area. Entrances to developments within the Study Area should be designed, controlled and located in a manner so as to not create conflicting traffic movements and to provide for the orderly development and build out of the Study Area.

CHAPTER 10: PUBLIC INPUT

In order to obtain feedback on the Spring Mill Station Plan, the Spring Mill Study Group met with numerous stakeholders, hosted a public open house, and met with selected developers over the course of five (5) meetings. The feedback from those groups is presented below:

1) Stakeholder Input
2) Public Open House Comments
3) Developer Input

1) Stakeholder Input:

Stakeholder Concerns:

1. Find the balance between groups desires and marketplace realities.
2. Opposed to any rerouting or recirculation of roads that will impact site lines, accessibility, parking traffic flow, and overall convenience of existing shopping center.
3. Opposed to any change of the existing alignment of 161st Street and Spring Mill Road.
    a. Time to obtain approval and agreements.
    b. Expense of relocating utilities and infrastructure, legal fees, design.
4. The cost of complying with the Spring Mill Station vision will likely increase costs for the retailer to enter the market. Retailers are now competing in a national marketplace instead of regionally. The more hurdles there are for the retailer, the less chance the retailer will enter the marketplace.
5. The conceptual plans not realistic for development on southwest corner.
    a. The site layout is too different from the national prototype plans. (e.g. access, convenience, efficiency, traffic/shopping patterns, behaviors, other factors)
6. The demand for "office" space is weak. There is potential for garden offices, but more of a long term prospect.
7. Village Green: The park on southwest corner is a nonstarter as the most valuable land is being used for a park and is not providing an economic benefit to Westfield.
8. Concept plan A (4.1) is not workable do to extraordinary infrastructure costs of installing the illustrated infrastructure. This would appear to be impractical and unachievable.
9. Concerns with Concept Plan B (4.2)
    a. Construction: Clients are not interested in the construction of buildings along the street in the configuration shown.
    b. Parking: At least two (2) rows of parking between the building and the street is a necessity. The appearance of this parking can be mitigated by landscaping and hardscapes.
    c. Drive-thrus: Prohibition of drive-thrus would be problematic as heavy demand for drive thrus with the type of uses Spring Mill Station Study Group desires.

Stakeholder Affirmations:

1. A majority of the principles of the plan as presented by the Spring Mill Station Study Group are desirable.
2. Agreement and support of the proposed areas of plan, the name of plan, the proposed development theme, the general designs illustrated, and the proposed land uses.
3. Upgraded Architectural Design: National retailers are more likely to expend resources on architectural design over other aspects such as site design.
4. Supportive of intensive and quality landscaping throughout planning area.
5. Apartments- There is significant demand for this type of use at this location.
6. Concept Plan B (4.2)
    a. Buffering: Supportive of a Unified and consistent landscape plan around entire planning area.
    b. Connectivity: Supportive of extensive pedestrian and vehicular connectivity with provision of safe access to, from, around the development. Traffic flow is beneficial for both pedestrians and automobiles.
    c. Identity and Theme: Supportive of conformity with railroad federalist architecture and the creation of marquee elements at SE corner, such as clock tower, etc.
    d. Architecture: Supportive of the use of variable and high quality materials.
    e. Road improvements: Stakeholders would consider a contribution to the roundabout construction and dedicating the required right-of-way to meet the vision of the plan.
    f. Community: Supportive of designing hardscape elements to promote quality public spaces.

2) Public Open House Comments:

1. Concerned about the noise that could be generated from store deliveries and trash pick-up.
2. Would like to see adequate tree preservation at Mulberry Farms boundary.
3. All owners should be notified of planning process before any zoning change could occur.
4. Drive-thrus should be permitted in planning area due to needs of older people and parents.
5. Building Height: Buildings over three (3) stories in height are too tall.
6. Safety: Pedestrian paths are shown too close to the roads. The village green could become a gathering place for teens.
7. The roads should be straight streets and not curved as shown on one of the concept plans.
8. Fencing should be of high quality.
9. Buffer Yard: Lack of mature vegetation in buffer yards may provide insufficient protection.
10. Water/Drainage: Water retention should be designed as “rain gardens” for enhanced mitigation.
11. Environmental Concerns: The surface color parking lots should be considered to reduce the heat island effect. Also building arrangement should be considered to no affect wind flow.
12. Concept Plan A: This concept is too costly to construct and too time consuming.
13. The CrossRoads property should not be used as gas station and a bank is an appropriate use.
14. Gas Station: If a gas station use is permitted in this area, light and noise should be adequately addressed.

15. Crime: Too many multi-family apartments are shown in the plans, which can lead to crime.
16. Will Grand Park affect this future intersection/development?
17. Gas stations should not be allowed on any corner of the planning area.
18. What type of signage will be permitted?
19. What type of lighting will be permitted?
20. The development of the study area could lead to increased traffic congestion of the commercial area.
21. Private businesses should be encouraged over national chain businesses.
22. Minimize disruption to surrounding neighborhoods during construction.
23. Pedestrian connectivity between the Enclave at Maple Knoll and Springmill Commons should be provided.
24. Auto Oriented Traffic: Increase green space in the area in order to encourage pedestrian traffic.
25. Railroad Theme: Existing businesses should also adhere to these guidelines.

3) Developer Input

Key Points:

1) Trail access that connects not only to the planning area, but to the overall trail network is a must.
2) Must strike a balance between the cost of accomplishing the thematic design objectives without overpricing the market for rent prices. Consider allowing developers more square footage in order to meet design requirements.
3) Consider adding public buildings (government buildings, etc.) throughout the planning area to increase more pedestrian traffic.
4) Having multiple land owners and multiple developers will increase the difficulty of achieving the overall vision. Need to develop a coordinated development strategy for the entire study area.
5) The land uses proposed are vehicular intensive. Careful consideration should be given to how you promote pedestrian connections.
6) For buildings constructed on hard corners of the intersections, you must strike a balance between the community's objectives and the developer's objectives by creating a unique design, but allow retailer to have a presence so community is aware of business location. The two entrance design (i.e., stores required to have public entrances on two sides, can be difficult for retailers to orient business for point-of-sale inside building.
7) Building standards and hard rules for development are helpful for developers to understand what they can and cannot build.
8) How the financing would be achieved for the village green and how costs would be shared is something important to work out. The park can add value for certain users in its proposed location on the intersection. The village green could also be located in an alternative manner to incorporate buffer areas and provide more of a linear park along the road.
9) Consider a stronger focus on integration to the existing, surrounding land uses.
10) Consider potential pedestrian bridges incorporating railroad elements for better pedestrian connectivity. Pedestrian tunnels could also be incorporated for main thoroughfares.

Quality Apartment Development in planning area:

1) Density should be encouraged in the planning area, as high as 30 units per acre.
2) An apartment community of less than 200 units is not conducive due to economies of scale.
3) Heights of buildings should be limited by number of stories, not actual height, in order to encourage flexibility in design.
4) Buildings should be allowed to be constructed on the street and have on-street parking. Parking should be hidden and out of sight as much as possible.
5) Building location should encourage informal human interaction and allow for pocket park development.
6) Pedestrian walkways should provide easy and safe access to other areas within the overall plan.

Concept A

1) Lacks a sense of arrival when driving through the planning area.
2) Visibility is poor on the intersections when inside the planning area.
3) Design is suitable for achieving many of the quality apartment design objectives.
4) Street layout allows for safer pedestrian access which will in turn help all businesses in planning area.
5) Cost of the street network would be too great for any one developer and would require additional development support from a funding source like Tax Increment Financing.

Concept B

1) Establishes a sense of arrival when driving through planning area.
2) The village green on the corner creates a non-traditional intersection that is unique.
3) Retailers will react better to this design concept over design Concept A.
4) More roundabouts could be incorporated to slow traffic thru planning area and also add more public space.
5) Additional flexibility should be considered for buffer areas. Surrounding land uses should dictate buffer distance. There could be a benefit for a reduced buffer distance to the sports fields on west side of planning area.
6) The preliminary layout of the apartment buildings is not a very creative design for achieving the critical mass of apartments that is desirable.

CHAPTER 11: PLANNING OBJECTIVES AND POLICY RECOMMENDATIONS

The Spring Mill Station Study Group has identified the following planning objectives which, if accomplished, would advance the realization of the vision established in this plan.

1) Spring Mill Station Task Group: The Study Group recommends the establishment of the "Spring Mill Station Task Group." This group of community members (contemplated as initially consisting of the Spring Mill Station Study Group citizen members) would function in a manner similar to that of the Grand Junction Task Group. The group would engage in at least the following activities: *(a)* it would review zoning petitions for potential development within the Spring Mill Station Study Area to determine consistency with the Spring Mill Station vision; *(b)* it would collaborate with would-be developers of projects in the Study Area in order to ensure consistency with the Spring Mill Station visions; *(c)* it would provide recommendations to the Westfield Advisory Plan Commission and City Council members regarding zoning petitions in the Study Area; *(d)* it would collaborate with City representatives in order to guide decisions related to public infrastructure improvements in the Study Area; and *(e)* it would engage in periodic planning activities and analysis in order to keep this Spring Mill Station Plan current and further the accomplishment of the planning objectives set forth herein.

2) Branding: The Study Group recommends further development of the Spring Mill Station "brand." Once further developed, this brand should be incorporated into the various private development projects and public infrastructure projects envisioned within the Spring Mill Station Study Area.

3) Land Uses: The Study Group recommends that land uses within the Study Area be developed in a manner consistent with the concepts envisioned this Plan. As contemplated, the Spring Mill Station Task Group will actively work with would-be developers to ensure that this occurs prior to making its recommendation to the Westfield Advisory Plan Commission and City Council members on zoning petitions.

4) Architecture and Site Design: The Study Group recommends that the design and quality of building architecture and site designs within the Study Area be developed in a manner consistent with the concepts envisioned in this Plan. As contemplated, the Spring Mill Station Task Group will actively work with would-be developers to ensure that this occurs prior to making its recommendation to the Westfield Advisory Plan Commission and City Council members on zoning petitions.

5) Development Strategy: The Study Group recommends that a coordinated strategy for development (and in some cases redevelopment) be developed for the Study Area. Specifically, the Group is concerned about the effect of ad-hoc, uncoordinated private developments occurring within the Study Area. In a perfect world, the Group believes that it would be desirable for the entire Study Area to be developed by a single developer. This would likely ensure coordination of vehicular connectivity, pedestrian connectivity, water detention facilities, open spaces, thematic architecture and site design. The Group acknowledges, however, that it is probably unrealistic to expect a single developer to develop the entire Study Area. With that in mind, the Group recommends that measures be taken to ensure this level of coordination among different (and possibly competing) developments within the Study Area. As contemplated, the Spring Mill Station Task Group will actively work with would-be developers and City officials to ensure that this occurs prior to making its recommendation to the Westfield Advisory Plan Commission and City Council members on zoning petitions. The Study Group also recommends that the City explore other possible ways to encourage or compel coordination of development within the Study Area.

6) Financial Strategy: The Study Group recommends that a financial strategy be developed and implemented that would advance the City's efforts to make infrastructure improvements within the Study Area consistent with the concepts envisioned in this Plan. The group suggested that the City explore the possibility of establishing an Economic Development Area for the Study Area that would provide the option of using Tax Increment Financing for making desired infrastructure improvements. The Study Group also recommends that the City explore other financial sources or mechanisms for making such improvements that may be available (or may become available) to the City.

7) Economic Development: The Study Group recommends that the City and the Study Group work together to be proactive in attracting quality development within the Study Area and also to attract the specific businesses and services desired by the Spring Mill Station Task Group. Rather than wait for would-be development projects to come forth on their own, the Group expressed a desire to proactively reach out to desirable developers and businesses to educate them and attract them to Spring Mill Station.

CHAPTER 12: GOING FORWARD

The Spring Mill Station Plan recommends that this planning document be revisited periodically. Ideally this activity would occur annually. This periodic exercise is recommended to include the following elements:

1) ***Measuring Progress:*** The Spring Mill Station Task Group should periodically review the progress made toward accomplishing the planning objectives identified in Chapter 11 of this Spring Mill Station Plan.

2) ***Important Factors:*** The Group should document any events or factors which have inhibited or facilitated progress toward accomplishing the planning objectives stated in this Plan.

3) ***Validation of Existing Objectives:*** Each planning objective stated in this plan should be reviewed by the Group in order to determine if it is still a priority in order to accomplish the Spring Mill Station vision.

4) ***Revising Planning Objectives:*** The Group should identify any new or refined planning objectives not previously listed in the Spring Mill Station Plan and determine if it is desirable to add such items to the list of planning objectives stated in the Plan. To the extent that any of the previously identified planning objectives are completed or substantially accomplished, the Group may choose to remove such items from the list of planning objectives stated in the Plan.

5) ***Prepare Addendum:*** A summary document, a Spring Mill Station Plan Addendum (the "Addendum"), should be prepared which explains the process and details outlined above. It is recommended that the Addendum be adopted in accordance with the 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 guiding annual work planning and budgeting for City departments and the various stakeholder organizations working to accomplish the Spring Mill Station vision. The Spring Mill Station Plan, as amended, is designed and intended to act as a living, breathing document which chronicles the Westfield community's Spring Mill Station 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 Spring Mill Station vision a reality. By engaging in this planning dialogue on a regular, recurring basis, the community will be well-positioned to reach its goal of creating the vibrant neighborhood "hub" envisioned in the Plan.

APPENDICES

Appendix A – Charrette 1: Orientation and Introduction
Appendix B – Charrette 2: Planning Area and Land Use
Appendix C – Charrette 3: Architecture and Urban Design
Appendix D – Charrette 4: Transitions and Vehicular Access
Appendix E – Charrette 5: Rail Road Era Architecture and Design
Appendix F – Charrette 6: Stakeholder Meeting Feedback
Appendix G – Charrette 7: Public Open House
Appendix H – Charrette 8: Developer Input Meeting
Appendix I – Advisory Plan Commission Public Hearing Summary (03/18/14)

Appendix A – Charrette 1: Orientation and Introduction

161st/Spring Mill Plan
Charrette #1 Summary
July 17, 2013

The meeting began with an introduction by the participants including where they reside in Westfield and why they are interested in developing a plan for the 161st and Spring Mill area. The format for the future meeting and the topics to be discussed was then explained.

A summary of the history of the 161st Street and Spring Mill Road intersection was handed out to the participants. Participants were encouraged to read through summary and provide any events they felt was absent from the document for future meetings. Participants explained why they felt the plan was important for the community moving forward.

The group then reviewed the Grand Junction Implementation Plan to show a recent work product that could be similar to the final work product for 161st/Spring Mill corner.

The group then discussed the geographic area which should be the subject of the 161st/Spring Mill Plan. Maps were distributed of the general area and the group drew boundaries for the plan. A consensus was then reached for the boundary of the study area.

Homework was passed out to the group to identify a name for the study area and list potential land uses that would be desirable for the area.

161st & Spring Mill Plan
Charrette #2 Homework Handout – Study Area & Land Use
July 31, 2013
(6:30 PM – 8:30 PM)

1. Study Area:
   a. Please spend some time thinking about your neighborhood and your local community in the vicinity of the 161st Street and Spring Mill Road intersection.
   b. Review the aerial photographs distributed to the group showing this geographic area.
   c. Ultimately the group should agree on the geographic area it will be discussing over the next several weeks.
   d. Please draw a lines on at least one of the aerial photographs showing what you believe should be the limits of the study area.
   e. Please come to the meeting scheduled for July 31, 2013 willing to share your work and the rationale behind it.

2. Develop Name/Identity (if desired):
   a. Is it important to you that the area in the vicinity of the 161st Street and Spring Mill Road intersection have an independent name or identity? Or, are the various names of the developments within the vicinity of this area adequate to establish the level of neighborhood/community identity you desire/prefer?
   b. Before the July 31, 2013 meeting, the City will do a little research into the property ownership history in the area to provide the group with interesting/important historical names relevant to the area. The group is free to determine the extent to which any of this information may be helpful (if any is desired at all) in arriving at a name.
   c. Do you have any name ideas for the vicinity (if a name is desired)?
   d. Do you have any other ideas or resources that might assist in arriving at a name (if one is desired)?

Land Uses:

   e. It is fine if you do not wish to see any change at all in the study area. This is certainly an option. If this is your mindset, please do not respond to the following questions.
   f. If you could have any new land uses located within the study area, what would they be? Why?
   g. Are there any existing land uses present in the vicinity that you wish were not present? Why?
   h. Have you visited an area that you wish could be replicated in the study area? What is it? Where is it? Why? Please provide pictures if reasonably possible.
   i. Specifically, what new stores, restaurants, services, etc. do you wish were located in the study area (that are not already present). Why? It is fine to use actual store names,

but not necessary. Please provide pictures if reasonably possible.

If possible, please provide any feedback pertaining to Item #3 (Land Uses) to Ryan Clark (rclark@westfield.in.gov) by end of day on July 24th. This will allow us an opportunity to organize/summarize the information before meeting with the study group on July 31st. If you cannot send your responses by end of day on July 24th, please send as soon as you can thereafter. We will do the best we can to incorporate for the group's discussion.

Thanks and please let us know if you have any questions or need any clarification.

(Consensus Map Area choosen)

Planning Area Boundary

N

Appendix B: - Charrette 2: Planning Area and Land Use
161st/Spring Mill Plan
Charrette #2 Summary
July 31, 2013

The meeting began by reviewing the study area boundary identified by the participants at the first charrette. The meeting area was confirmed by group with the addition of adding pedestrian connectivity along the east side of the Kroger building for a better connection with Countryside subdivision. The group then reviewed the homework exercise from Charrette #1 that asked group to identify a name/identify for the agreed upon study area as well as land uses that group felt were appropriate in that area should they desire the area to redevelop.

The group identified several names for the study area including Spring Mill Station, Mill Point, Four Points at the Mill, Spring Mill Acres, Trails at Spring Mill, and Water Tower Place. Spring Mill Station was chosen as the working name for the following reasons:

1. The group acknowledged the "Station" part of the name played well with the existing "Grand Junction" theme that Westfield is branding its own downtown.
2. Makes references to the history of the underground railroad in the area.
3. The name "Station" also functions like a meeting place and hub to which the group envisions this area becoming.
4. The group agreed that the name "Spring Mill" has a certain aura and pride for the area that is easily recognizable and should not be excluded from the name.
5. The area could be easily branded with references to the railroad.

The group then broadly discussed land uses they feel would be appropriate in the study area, what uses are missing from the current development, what specific places they would like to emulate, and what uses they would not like to see in the area.

Uses:

1. The groups discussed the Buckingham mixed use development in Carmel along old Meridian St. and the desire for some level of mixed use development that fronts on the street.

- a. The group indicated development on the street of all four corners was not desired, however, two corners would be more palatable.

2. Uses

- a. The group desired more upscale restaurants that were local or homegrown, family orientated, and had a funky or electric feel.
  - i. Restaurant examples: Yats, Kona Grill, Granite City, Mitchells, Kelties, Mama Corolas, The Aristocrat)
- b. Ice Cream
- c. Bakery
- d. Florist

e. Medical Specialty
i. Eye doctor, dentist, pediatrician, etc.
f. Apartments with first floor retail were agreed as being a desirable use.
    i. The group wants to see higher quality architecture, comparable or better in quality to surrounding area. (example. Illinois and 56th St.)
g. Insurance
h. Assisted Living
i. Art Gallery
j. Clothing Store
k. Design Gallery
l. Pizza
i. The group identified a strong need for a good sit down pizza restaurant in the area.
m. Dunkin Donuts or similar
n. Pilates
o. Music store
p. Florists
q. Beauty salon
r. Pottery
s. Rentable space for hosting
t. Butcher shop
u. Trader Joes or similar
v. GNC or supplement store
w. Upstairs office
x. Tae kwon do or similar karate venues
y. Church
z. Walk-in movie theatre

The group then discussed the neighborhood hub concept and what size the area should be to accomplish this feel.

1. The group agreed Village Park Plaza along US 31 and 146th Street is too large and intense for this area.
2. The ability to sit on one corner of the intersection and see someone you know on the other corner.
3. The group agrees the area cannot be wall to wall commercial and residential aspects will have to be part of the plan. Assisted living facilities could also be appropriate.
4. The group envisions the area to be a unique and vibrant people space that features winding outdoor common areas with small parks and places for people to sit.
5. The group gave the examples of West Clay, downtown Noblesville, and Broad ripple for offering a destination of shops, sustained property values, and mature growth that could be desirable in this area.

The group then discussed corner development examples they feel aspects of which could work well in the area:

1) The Buckingham development in Carmel on two corners and then smaller development similar to Broad Ripple on the other corners.
2) Scottsdale, Arizona
    a)Architecture and quality design that tie area together.
3) Soulard in St. Louis
4) The Hill in St. Louis
    a)Family area feel with active people spaces on sidewalks.
5) Breckenridge, Colorado
6) Zionsville, Indiana
    a)Smaller building massing and good internal landscaping
7) Manchester, Vermont
    a)Old world feel
8) Bloomington, Indiana
    a)Hodgepodge of architecture
9) Fountain Square, Indiana
    a)The group likes the notable character of the area and with its interesting mix of architecture, dining, and entertainment.

Existing preferred uses in Study Area:

The group then discussed the uses at the existing shopping center that like:
1) Bank
2) Chinese restaurant
3) Liquor store
4) The Mill
5) Kroger
6) Mexican restaurant (ability to sit outside)
7) Starbucks (ability to sit outside)
8) The convenience of having these close to homes, not the uses themselves
9) Gas Station

What about the center do you not like?

The group agreed that that they do not like strip development, the elevations of the strip center, and the vehicle focused nature of the center. Specific examples are below:

1) The group agreed the traffic flow in and around the development was subpar.
2) The aesthetic appeal of the center is poor.
3) Parking lot design and landscaping is poor.
4) No landscape buffer on south side of development between the street.

5) An overall lack of creativity in the design.

161st & Spring Mill Plan
Proposed Discussion Outline & Meeting Schedule
Last Updated – June 31, 2013

Charrette 2 – Planning Area & Land Use (July 31, 2013 – 6:30 P.M.-8:30 P.M.)
a. Identifying the Planning Area – Review Results
b. Naming the Planning Area/Community Identity
    i. Interested in naming corner?
    ii. Ideas
    iii. Selection
c. Identify/Discuss Desired Land Uses
    iv. Is change desired?
    v. Places you would like to replicate?
    vi. Existing uses you like/don't like?

Appendix C - Charrette 3: Architecture and Urban Design

161st/Spring Mill Plan
Charrette #3 Summary
August 7, 2013

The meeting began with the group discussing the history of Spring Mill Road and whether any notable historical events took place on the corner of 161st Street and Spring Mill Road. The group decided to stick with the working name of "Spring Mill Station", as it represented both a historical relevance to the Underground Railroad and Grand Junction theme of downtown, as well as maintaining the aura that Spring Mill road induces in the area.

The group then reviewed three separate handouts images of buildings pertaining to 1) massing 2) building setbacks and orientation and 3) architecture and building materials. The images were chosen from pictures submitted by group members as well images submitted by staff as a way for the group to review and discuss what they liked and disliked pertaining to the three topics. In summary, the group preferred a building massing that was staggered with broken planes and curvilinear elements had many architectural elements, and included dormers and ornamental parapets. The group decided a three story building would be too tall on the hard corners of the intersection but could possibly be blended well into the entire development. The group did want to create a typical strip mall style development.

Building setbacks and orientation were reviewed and the group discussed liking buildings designed with landscaping that doubled as protection from the street and to create a comfortable pedestrian environment. The setbacks should be large enough to have hardscape and landscape elements to create that environment.

Lastly, architecture was reviewed and the group preferred residential compatible design that focused on each building having its own architectural identify and high mix of materials. The buildings should include numerous arches and angles, as well as window fenestration, and high quality design. The group was supportive a consistent theme through the whole study area (i.e. Railroad) could provide for a coordinated design.

1) Building Massing
    a) review images
    b) Discuss
    i. The group discussed the following elements as being desirable relating to massing:

        a. Intersection of 126th and Gray
        b. Architectural Detail
        c. Iron work/accents
        d. Curvilinear elements

e. Broken planes
f. Staggered/varied styles/textures
g. The Library- use of timeless architecture, elements to draw people in
h. Dormers
i. Use of ornamental parapets
j. Trees/comfort/draw people to space
k. Entrance features/signs

ii. The group discussed the following elements as being undesirable relating to massing:

a. Strip Center development
b. Movie set look (fake)
c. Limited amount of flat rooftops

2) Building Setbacks and Orientation
a) review images
b) Discuss
1. Positive elements relating to massing:
a. hardscape and landscape elements important
b. design for protection of pedestrian space using landscaping to create a comfortable feeling
c. Three story buildings could be appropriate in some areas but would most likely be too tall on hard corners of the intersection (context sensitive).

3) Architecture and Building Materials
a) review images
b) Discuss
1) Positive elements relating to architecture and building materials
1. Heavy use of arches and angles
2. Unusual architecture that is not simply a box design
3. Need a heavy mix of materials
4. EIFS can be used as an accent material
5. Dormers to match residential character
6. Covered entrances to buildings
7. Use of window fenestration
8. Residential compatible design to blend into surrounding area
9. Use of wrought iron in building design
10. Each building to have own identity

4) The group discussed and agreed upon the idea of having a thematic consistency for the whole study area. The idea of railroad style theme that plays off the Grand Junction concept was viewed upon favorably. The group was tasked with looking more into this concept and what elements could be incorporated.

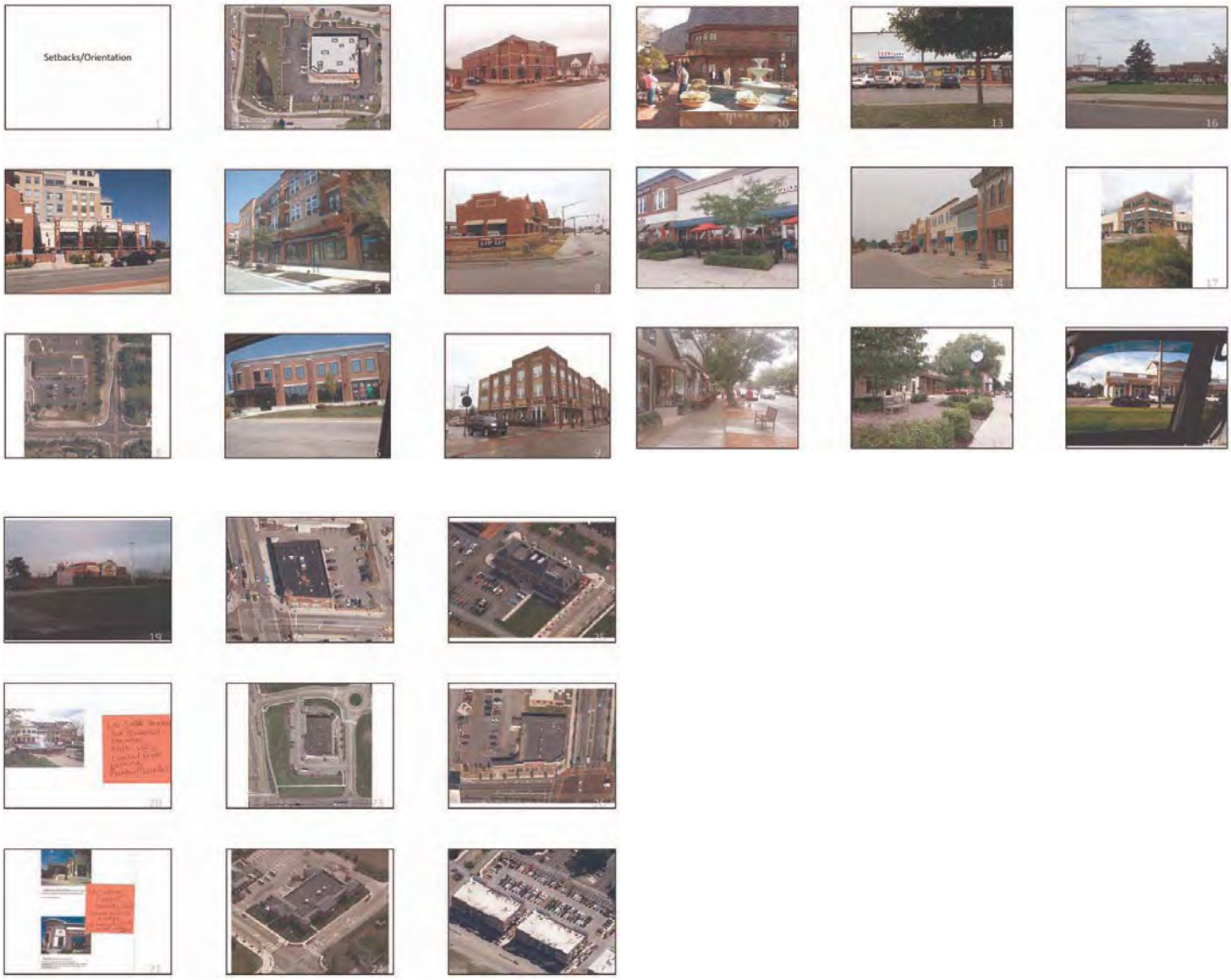
5) Lastly, the group was asked what does connected and protected mean to them? The general them was connected was being able to get from all surrounding neighborhoods and across the development in all modes of transit, while protected meant achieving that access in relative safety.

Spring Mill Station Plan
Charrette 3 Discussion Outline – Architecture & Urban Design
August 7, 2013
(6:30 PM – 8:30 PM)

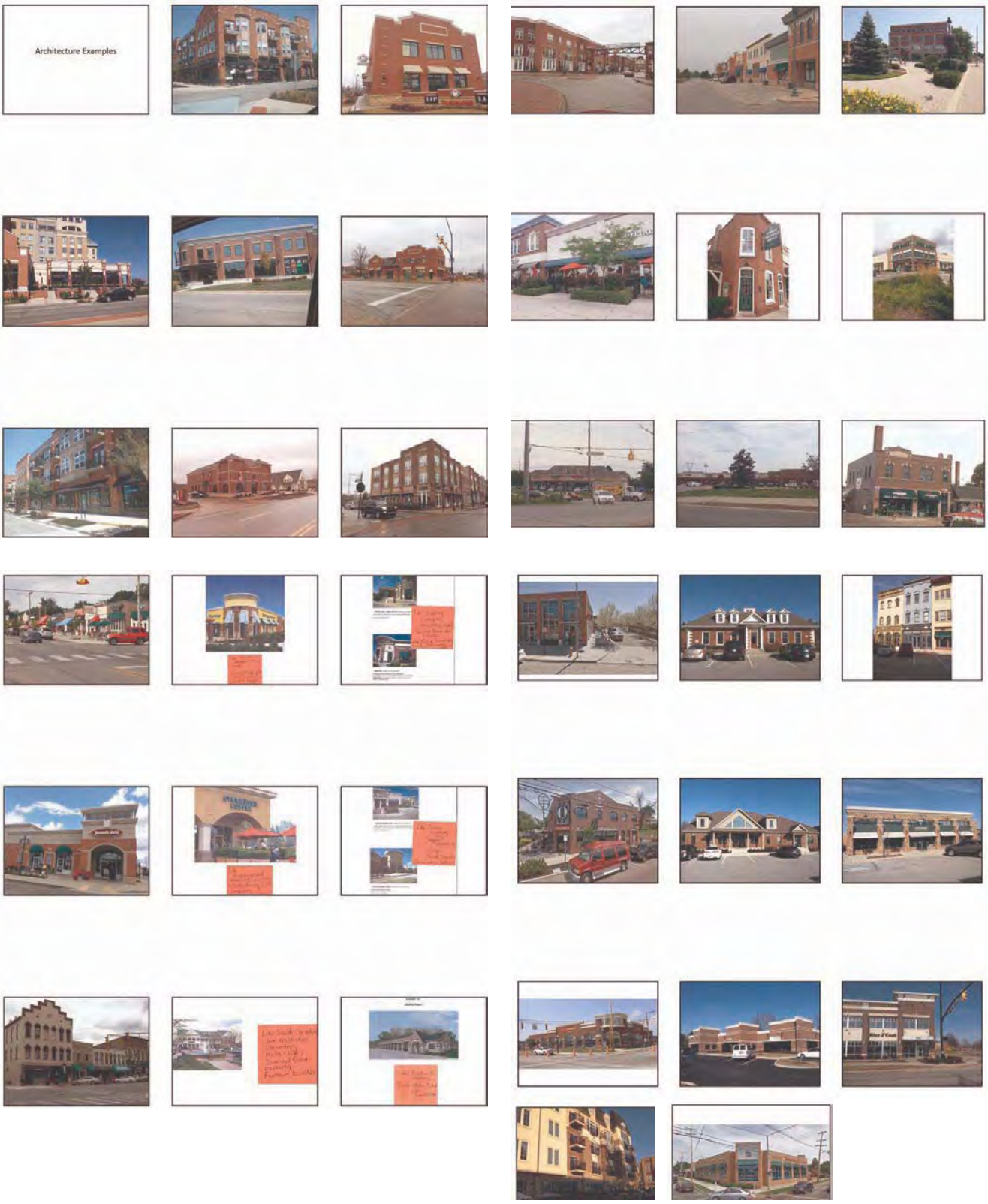
1. Building Massing: (HANDOUT #1)
a. Review Images
b. Discuss
2. Building Setbacks & Orientation: (HANDOUT #2)
a. Review Images
b. Discuss
3. Architecture & Building Materials: (HANDOUT #3)
a. Review Images
b. Discuss
4. Service Area: Confirm/Discuss
5. Connectivity: Connected/Protected

Handout 1: Massing

Handout 2: Setbacks



Handout 3: Architecture



Appendix D – Charrette 4: Transitions and Vehicular Access

161st/Spring Mill Plan
Charrette #4 Summary
August 14, 2013

The meeting began with a review of the connected vs. protected discussion regarding alternative access to the study area that was also safe. The group agreed protection was relating to preserving property values and traffic calming measures to ensure pedestrian safety and connection dealt with both getting to and from the site as well social connections that occur once on site.

Buffering/Transition Areas

The group then discussed buffering and transition methods in the study area and were handed an exhibit of aerial images depicting various Hamilton County developments for the purpose of commenting on preferences and dislikes. The group first identified three areas within the study boundary that would require special attention on buffering and transition. The first area was the northwest corner of 161st and Spring Mill on the eastern boundary of the Enclave at Maple Knoll. The group was interested in maintaining the existing tree line and keeping a 50 foot buffer in that location to aid as a sound and visual barrier. The next area was the Mulberry Farms homes that bordered the airport strip in the south east quadrant. The group was interested in maintaining a 150 foot buffer from those homes. Lastly, the area bordering Crosswinds Commons residential subdivision on the southwest quadrant was identified as a sensitive area.

Buffer Preferences/Concerns

After reviewing the aerial image exhibit, the group identified buffer preferences to prevent commercial creep in the study area. The group focused on a context sensitive design for the buffer areas meaning different areas could be more or less intense than others. The group agreed that along a residential area a solid fence as a buffer could serve well for security reason. However, a solid fence would not be appropriate when an existing residential area abuts a new residential area. The group preferred buffers that would minimize noise, provide visual screen, serve a year round function, use native landscaping when possible, and lastly have a taller buffer when abutting taller buildings. The group was concerned about flat, unbroken, monotonous fences that tend look poorly.

Site Plan Renderings

The group then reviewed several artist renderings of what the proposed development could look like based on the input from the three previous charratte meetings. The rendering were not detail oriented and intended to serve as a basis of discussion for which concepts the group liked and disliked

as well as variations in road network layout. The group reviewed a connectivity plan and reaffirmed the preference for a high level of trail connections to the site from surrounding neighborhoods. The group also expressed an interest in an alternative road network that includes a roundabout configuration located further south than the existing intersection and creating four new corners at 161st and Spring Mill. Lastly, the group reaffirmed the preference for a "village green" style park amenity with common areas and buildings front on the park and wanted to see how this design could work on other corners.

1) Transitions/Buffering
   a. Connected vs protected
      i. The group discussed the concept of protected vs connected and agreed upon the following:

         1. Protected:
            a. Preserve property value
            b. Traffic calming (bending roads etc)
         2. Connected:
            a. Social connectivity in the study area
            b. Pedestrian connectivity in the study area
            b. Blending/Transition

      ii. The group discussed the following areas as being more sensitive to buffer design:

         1. Enclave at Maple Knoll (NW quadrant-residential boundary)
            a. Preservation of trees along boundary to serve as visual and sound barrier, 50' buffer preferred (including trees)
         2. Mulberry Farms (SE quadrant residential boundary)
            a. Maintaining a 150' buffer between residential area potential com mercial area to north.
         3. Crosswind Common Subdivision (SW quadrant-residential boundary)
            a. Maintaining a considerable buffer between residential area and potential commercial area.

      iii. The group discussed the following items as being preferences for buffer areas:

         1. Elevation changes
         2. Minimizing sound impacts
         3. Creating visual screen
         4. Combination of evergreen and shade trees
         5. Year round function
         6. Strong growth rate for landscaping (trees)
         7. Taller buildings require taller buffer blocks
         8. Native plantings where appropriate.
         9. Context sensitive design (berms that have pedestrian connectivity thru

them)

iv. The group had the following concerns for buffer areas:

1. Fences that are long, unbroken, and lacking character

a. Fences of this style could be ok when serving as security bound ary along a residential area

v. The group discussed keeping the "Spring Mill Station" railroad theme even throughout the buffer transition areas when appropriate. The group agreed that thematic areas tended to develop with more mature and higher quality landscaping and hardscaping than non-themed area.

c. Site Plan Rendering

i.The group reviewed four conceptual renderings of the study area based on input from the previous charrettes.

1. The group preferred an exhibit showing an alternative road layout that installed a roundabout off center from existing intersection creating four new corners.

a. The following reasons were identified as why this approach was preferred:

i. Natural traffic calming

ii. Develop all corners to build how group would prefer

iii. Simplifies amount of landowners involved

2. The group also preferred a design showing "slip lane" parking off Spring Mill Road and 161st that fronted onto a village green concept. The group asked to see more variations of this design on other corners.

3. The group also preferred a connectivity plan that showed trails along all roads and buffer areas and included connectivity to surrounding neighbor hoods.

Spring Mill Station Plan
Charrette 4 Discussion Outline – Transitions & Vehicular Access
August 14, 2013
(6:30 PM – 8:30 PM)

1. Transitions/Buffering:
    a. Connected and Protected: Review & Discussion [HANDOUT #1]
    b. Connecting: Review and Confirmation of Strategy
    c. Protecting:

i. Blending/Transitioning
ii. Buffering/Preventing Commercial Creep
iii. Transition Methods [HANDOUT #2]
    1. Distance/Space
    2. Improvements
        a. Landscaping
        b. Mounds/Berms
        c. Hardscapes/Walls/Fences
    3. Adjacent Buildings/Design/Scale/Architecture
        2. Vehicular Access/Circulation:
        a. Quick Review
        b.Review Exhibits

i. Preliminary Draft Design [HANDOUT #3]
ii. Connectivity Plan [HANDOUT #4]
iii. Alternative Road Configuration [HANDOUT #5]
iv. Village Green Concept [HANDOUT #6]
c. Discuss Preferences/Observations

Protected vs Connected Discussion

Ability to walk to commercial areas
Can I get there safely
Synergy across the different developments
Preservation of existing mature tree in the area
Pedestrian path network
Well planned transitions between commercial and residential areas
Foot and bike connectivity

Appendix E – Charrette 5: Rail Road Era Architecture and Design

161st/Spring Mill Plan
Charrette #5 Rail Road Era Architecture and Design
September 25, 2013

The meeting began with a review of the first draft of the Spring Mill Station Plan prepared by staff. The draft was a text only version of the document and an attempt to capture the essence of the key points, ideas, and concepts of the first four planning charrettes. The group reviewed document commenting on various concepts and points that needed to be expanded or clarified upon going forward.

Next the group discussed how they would like to incorporate the railroad design concepts into the common area, public right-of-way, as well as building design and architecture. The group was given a handout of images broken into three categories being: 1) Railroad Public Art 2) Railroad Theme Architecture (elements and ornamentation) 3) Architecture Quality and Form

The group agreed nearly all the images should be included in the Spring Mill Station plan as examples of the type and quality of development they would like to see in the area. For each of the three categories, the following elements were identified as being desired in the study area:

Public Art (Desired Features)
1) Images did good job encapsulating desire and intent of public art
2) Water tower feature
3) Railroad style public furnishings (i.e., benches, pergolas, playscapes)
4) Use of red/black/rust colors
5) Use of old railroad track or steam engine as part of common area

Railroad Theme Architecture
1) Verge board (gingerbread style detail)
2) Gables roofs (steep pitch)
3) Strut detail
4) Mixed colors and stacked elements
5) Windows and panes
6) Towers/cupolas
7) Different architecture elements
8) Arches
9) Mix of brick and wood
10) Window accents

Architecture Quality and Theme

1) See pictures included in Architecture section for Railroad era design

The group then discussed the process for going forward with the plan in regards to modifications, meeting with developers, and holding a public hearing. The group decided there should be an open house for the community to discuss the plan and receive feedback. The group also decided to meet with interested developers in the future to judge feedback and make adjustments as necessary. Lastly, the group reviewed two new site plan concepts that were prepared for the group based off previous input. Going forward, the group would like to show these potential plans at the open house and with developers to judge feedback and identify preferences for the layouts. Both designs stress the importance of interconnectivity from a bike standpoint and pedestrian standpoint and address buffer concerns around the entire Spring Mill Station Planning Area.

Spring Mill Station meeting

Protected vs Connected Discussion

Connected	***Protected***
Ability to walk to commercial areas	Can I get there safely
Synergy across the different developments	Preservation of existing mature tree in the area
Pedestrian path network	Well planned transitions between commercial and residential areas
Foot and bike connectivity	

Handout # 2 Transition Methods

Transitions

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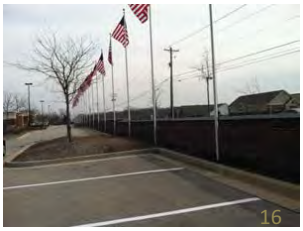

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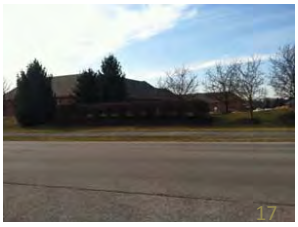
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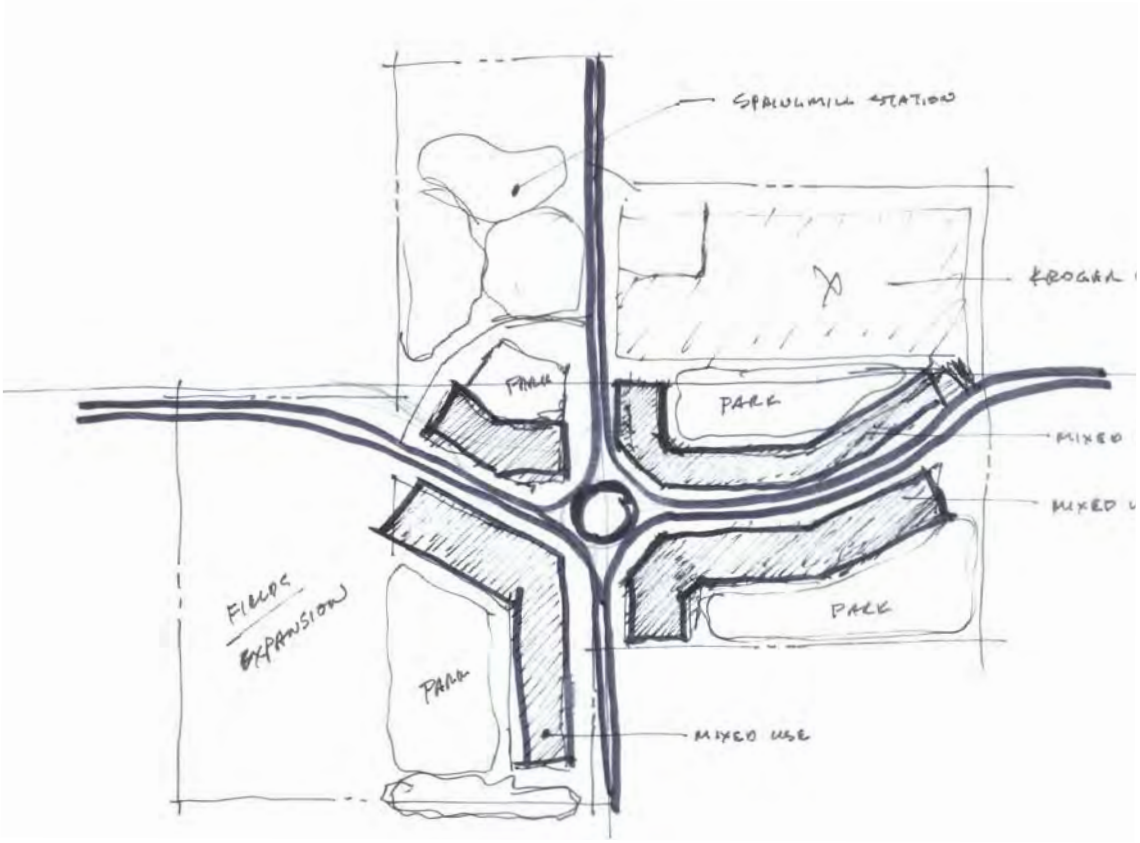
Handout # 3 Preliminary Draft Design



Handout #4 Connectivity Plan

Handout #5 Alternative Road Configuration

Handout #6 Village Green Concept

Appendix E - Charrette 5: Rail Road Era Architecture and Design

161st/Spring Mill Plan
Charrette #5 Summary
September 25, 2013

The meeting began with a review of the first draft of the Spring Mill Station Plan prepared by staff. The draft was a text only version of the document and an attempt to capture the essence of the key points, ideas, and concepts of the first four planning charrettes. The group reviewed document commenting on various concepts and points that needed to be expanded or clarified upon going forward.

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3) Railroad style public furnishings (i.e., benches, pergolas, playscapes)
4) Use of red/black/rust colors
5) Use of old railroad track or steam engine as part of common area

Railroad Theme Architecture

1) Verge board (gingerbread style detail)
2) Gables roofs (steep pitch)
3) Strut detail
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5) Windows and panes
6) Towers/cupolas
7) Different architecture elements
8) Arches
9) Mix of brick and wood
10)Window accents

Architecture Quality and Theme

1) See pictures included in Architecture section for Railroad era design

The group then discussed the process for going forward with the plan in regards to modifications, meeting with developers, and holding a public hearing. The group decided there should be an open house for the community to discuss the plan and receive feedback. The group also decided to meet with interested developers in the future to judge feedback and make adjustments as necessary. Lastly, the group reviewed two new site plan concepts that were prepared for the group based off previous input. Going forward, the group would like to show these potential plans at the open house and with developers to judge feedback and identify preferences for the layouts. Both designs stress the importance of interconnectivity from a bike standpoint and pedestrian standpoint and address buffer concerns around the entire Spring Mill Station Planning Area.

Charrette #5 Discussion Outline – Draft #1 Review
September 25, 2013
(6:30 PM – 8:30 PM)

1.Review Spring Mill Station Plan Text
- 1) Executive Summary
- 2) Overview
- 3) Chronology of Related Events
- 4) Recent Events
- 5) Planning Area
- 6) Identity – "Spring Mill Station
- 7) Land Uses
- 8) Architecture and Site Design
  - i. Discuss Railroad theme Pictures for Public Art, theme example (elements and ornamentation), arch quality and form (HANDOUT #1)
- 9) Transitions and Buffering
- 10)Access and Circulation
- 11)Stakeholder Feedback
- 12)Policy Recommendations
- 13) Going Forward
- 14) Appendices

2. Review Spring Mill Station Concept Plan
- (a) Plan A (HANDOUT #2)
- (b) Plan B (HANDOUT #3)

3. Strategy Regarding Development Input
4. Strategy Regarding Community Input
5. Process/ Timing

Handout #1 Rail Road Era public art, thematic examples and architecture quaility and form

Railroad Public Art

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Railroad Theme examples
(elements and ornamentation)

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Architecture Quality and Form

by Windows User

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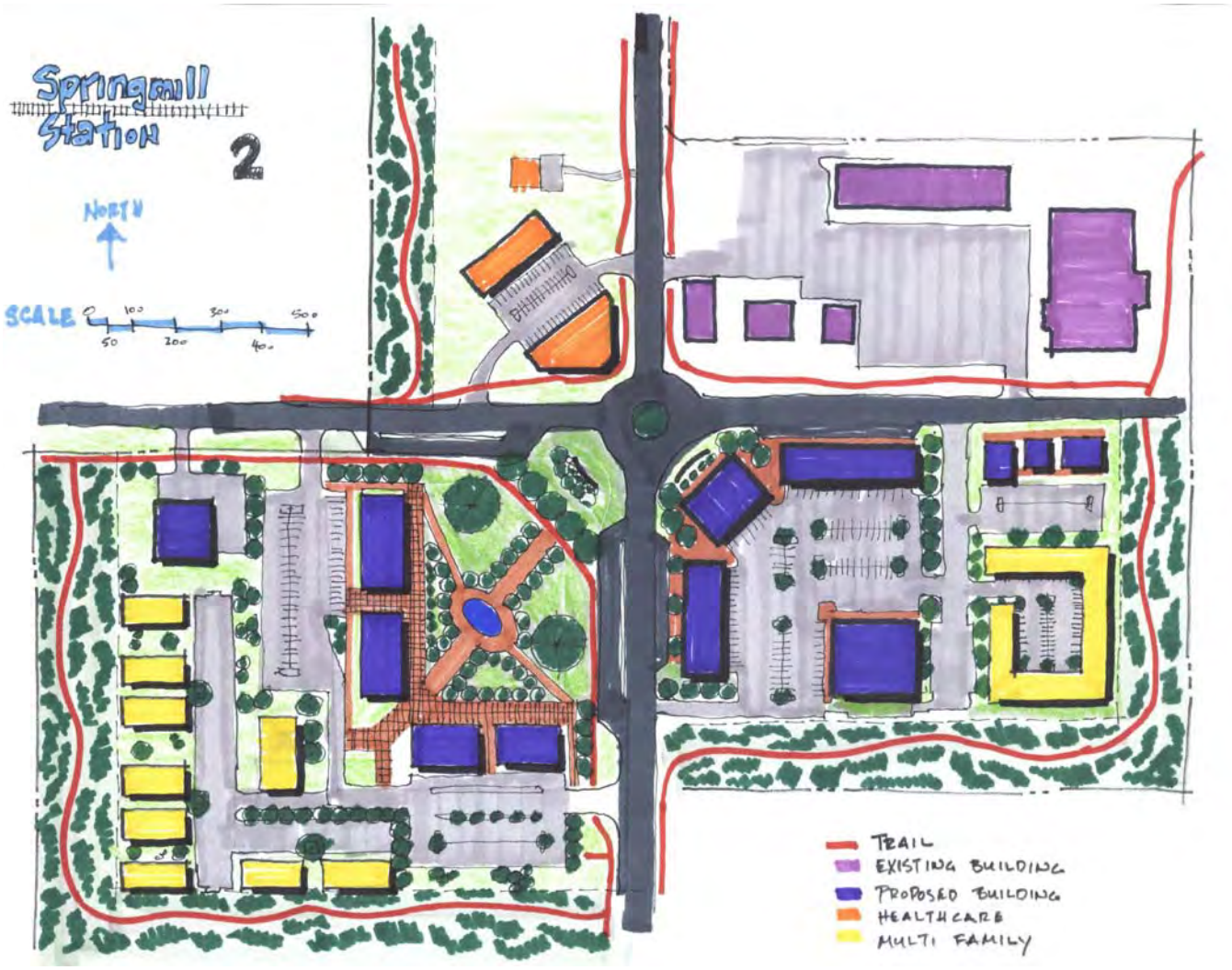
Handout #2 Spring Mill Station Concept Plan A

Handout #3 Spring Mill Station Concept Plan B



Appendix F - Charrette 6: Stakeholder Meeting Feeback

161st/Spring Mill Plan
Charrette #6 Stakeholder Meeting Feedback
October 16, 2013; October 23, 2013; November 20, 2013; January 16, 2014

Stakeholder Concerns:

1. Find the balance between groups desires/marketplace realities
2. Opposed to any rerouting or recirculation of roads that will impact site lines, accessibility, parking traffic flow, and overall convenience of existing shopping center
3. Opposed to any change of the existing 161st and Spring Mill Road
    a. Time to obtain approval and agreements
    b. Expense of relocating utilities and infrastructure, legal fees, design
4. Cost of reaching Spring Mill Station vision increase costs for the retailer to enter the market
    a. Now competing on national marketplace not regional dollars, more hurdles equals less likely to enter marketplace
5. Both conceptual plans not realistic for development on SW corner.
    a. Too different national retailers prototype plan (ex. access, convenience, efficiency, traffic/shopping patterns, behaviors, other factors)
6. Demand for "office" is weak (potential for garden offices, but more long term prospect)
7. Village Green: Park on SW corner is non starter; most valuable land used for a park, not a benefit to Westfied (economic opportunity/value)
8. Concept plan 1 (4.1) is not workable do to extraordinary infrastructure costs (question practicality, achievability)
9. Concerns with Concept Plan 4.2
    a. Construction: Clients not interested in the construction of buildings along the street (massing on street)
    b. Parking: 2 rows of parking between building is necessity (can be mitigated by landscaping and hardscapes)
    c. Drive-thrus: Prohibition would be problematic as heavy demand for the type of uses SS desires

Stakeholder Affirmations:

1. Majority of the principles of the plan
2. Agreement and support of proposed areas of plan, name of plan, theme, and general design, uses
3. Upgraded architectural design: National retailers likely to stretch in this aspect vs others.
4. Landscaping

5. Apartments- Demand for this type of use at this location
6. Concept Plan (4.2)
    a. Buffering: unified and consistent landscape plan
    b. Connectivity: extensive connectivity with provision of safe access to, from, around the development. Traffic flow beneficial to pedestrian and automobiles
    c. Identity and Theme: Conformity to railroad federalist arch; creation of marquee elements at SE corner, such as clock tower
    d. Architecture: Use of variable and high quality materials
    e. Road improvements: Contribution to roundabout construction and required ROW
    f. Community: Design of hardscape elements to promote public space

Appendix G – Charrette 7: Public Open House

161st/Spring Mill Plan
Charrette #7 Public Open House
December 11, 2014

A public open house was held for the community to review and provide comment regarding the Spring Mill Station Study Groups work to date. Over 100 individuals attended the open house and provided comment as summarized below. The attendees were presented with two (2) handouts:

1) HANDOUT #1 (Spring Mill Station Display Boards)
2) HANDOUT #2 (Spring Mill Station Narrative Description)

Public Open House Comments:

Community Residents Affirmations:

1. Whole Spring Mill Station concept and holistic planning
2. Concept Plan A (4.1)- Nice town center feel, roundabouts, unique feel, different character to area, relaxed and people friendly
3. Spring Mill Station "theme" and "architecture"
4. Pedestrian connectivity
5. Buffer areas
6. Prefer conceptual plan B (4.2)
7. Railroad thematic architecture
8. Hardware store
9. Interconnected planned areas with trails, natural boundaries
10. Walgreens has shown in other cities they will commit to arch change

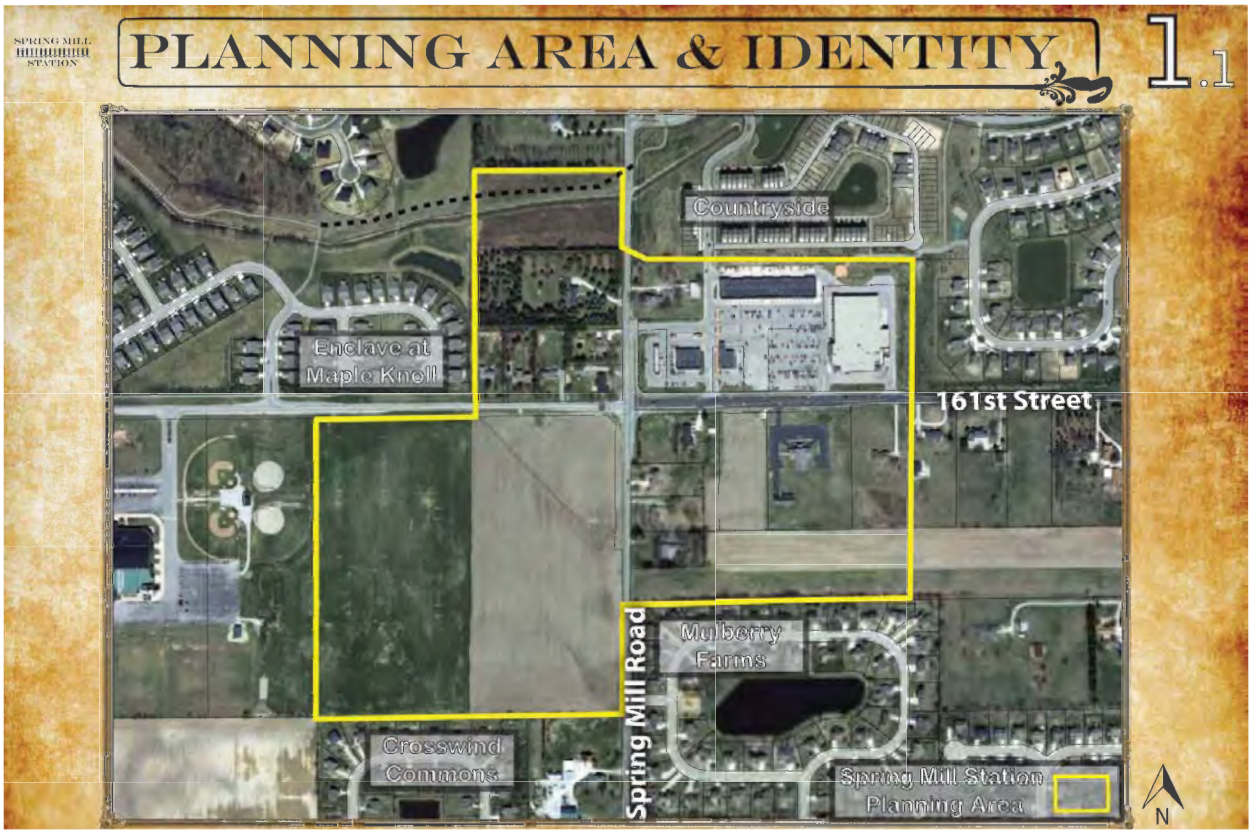
Community Residents Concerns:

1. Noise: trash pickup/delivery
2. Tree preservation at Mulberry Farms
3. All owners should be notified of planning process
4. Drive thrus- should be permitted due to needs of older people and parents
5. Building Height - 3 stories too tall for area
6. Safety: Pedestrian paths to close to roads; village green could be gathering place for teens
7. Straight streets, not curved streets
8. Fencing
9. Buffer Yard- lack of mature vegetation
10. Water/drainage- water retention should be "rain gardens" for mitigation
11. Environmental concerns-water retention "rain gardens", surface color parking lots (temp), building arrangement (wind flow)
12. Concept A- too costly and time consuming
13. CrossRoads property- should not be used as gas station (bank appropriate use)
14. Gas station: concerns of lights, noise
15. Crime: reduce number of multi-family apartments

16. Will Grand Park affect this future intersection/development?
17. Gas station: do not allow on corner
18. What type of signage permitted?
19. What type of lighting permitted?
20. Traffic Flow/congestion of commercial area
21. Prevalence of chain restaurants- Encourage private business
22. Minimize disruption to surrounding neighborhoods during construction
23. No pedestrian connectivity between Enclave at Maple Knoll and Springmill Commons
24. Auto oriented traffic: Increase green space to encourage pedestrian traffic
25. Railroad theme: Existing businesses should adhere to these guidelines as well

Open House images:

Handout #1 Spring Mill Station Display Boards



SPRING MILL STATION

LAND USE & URBAN DESIGN 2.1

Land Use

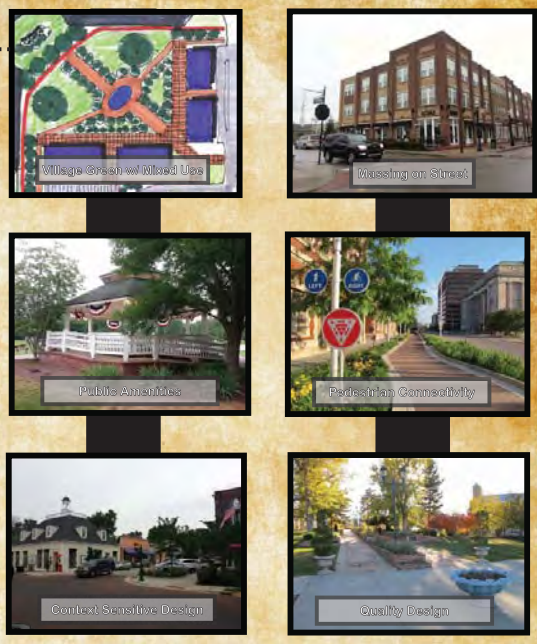
- Neighborhood Retail Sales (Pharmacy, Neighborhood Grocery, Drug Store)
- Restaurants (Restaurants (focus on original & unique), Ice Cream Shops, Pizza Shops)
- Food and Beverage Retail Sales (Groceries or Delicatessens)
- General Retail Sales (Boutique Stores, Apparel Stores, hardware Stores, Specialty Stores)
- Administrative and Professional Services (Professional, Executive, Management or Administrative Services)
- Financial, Medical, & Personal Services (Banks, Insurance Offices, Medical and Dentist Offices)
- Multi-Family housing (Apartments, Condos)
- Assisted Living Facilities
- Single Family Housing

SPRING MILL STATION

LAND USE & URBAN DESIGN 2.2

Urban Design

- Context Sensitive Design
- Neighborhood Hub Concept (Impromptu Interactions)
- Village Green
- Mixed-Use Buildings Surrounding Village Green
- Building Massing Along Street
- Heightened Pedestrian Connectivity
- Quality Design With Public Amenities
- Large Buffer Areas with Pedestrian Connectivity
- Thematic Design and Consistent Architecture



SPRING MILL STATION

THEMATIC ARCHITECTURE 3

Encouraged Architecture Standards:

- *Verge Boards*
- *Gable Roofs*
- *Strut Detail*
- *Mixed Colors*
- *Fenestration*
- *Windows and Panes*
- *Towers/Cupolas*
- *Window Accents*
- *Undulating Facades*
- *Pedestrian Scale*

Railroad Era Architecture

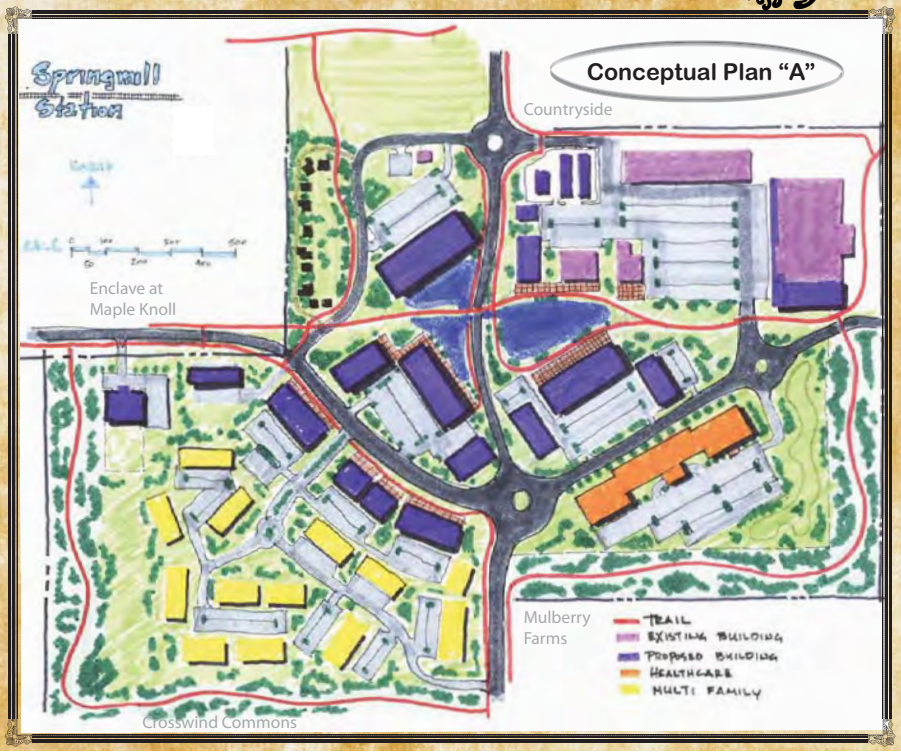
Encouraged Public Art:

- *Railroad Style Public Furnishings (benches, pergolas, playscapes)*
- *Water Tower feature*
- *Use of old railroad track as art feature*

Public Art (Desired Features)

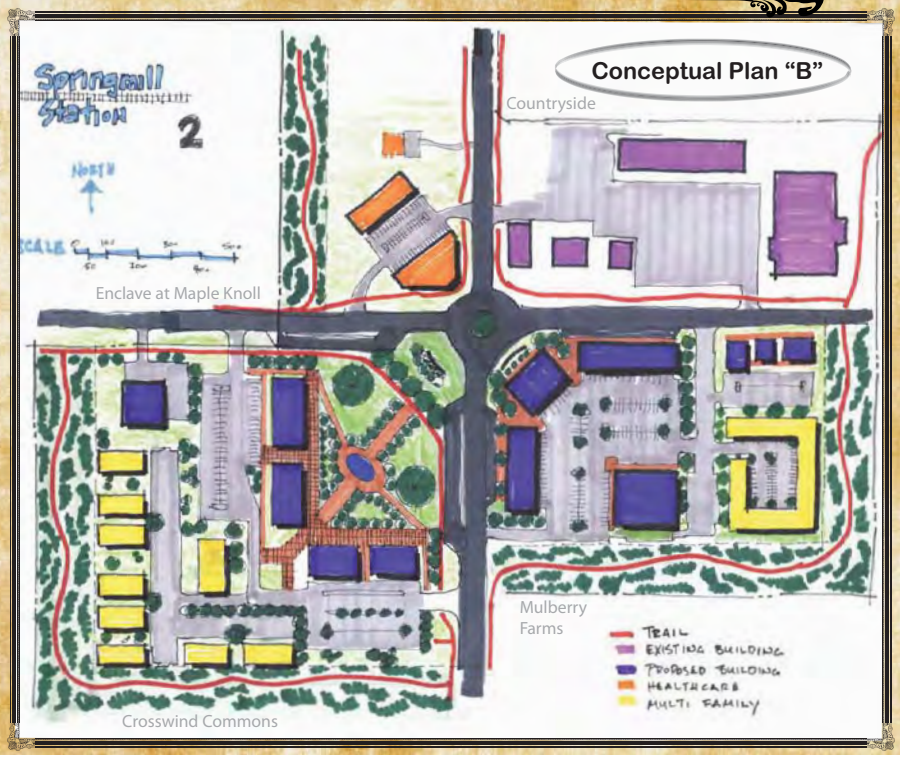
SPRING MILL STATION

CONCEPTUAL PLANS 4.1



SPRING MILL STATION

CONCEPTUAL PLANS 4.2



SPRING MILL STATION

CONNECTIVITY AND BUFFERING 4.3

Handout #2 Spring Mill Station Display Boards Narrative Description

SPRING MILL STATION
OPEN HOUSE

Display Boards
Narrative Description

Where:
Oak Trace Elementary School (16504 Oak Ridge Road)

Date:
Wednesday December 11, 2013
6:30-9:00 p.m.

Comments:
Written comments can be submitted electronically at:
Springmillstation@westfield.in.gov

Please include your name and property address with all comments.

1) Work Station #1

a. Planning Area (1.1)

i. Entire map area is currently zoned for single-family residential, the planning area shown in yellow was selected by the Spring Mill Station Study Group as potential for infill development with a mix of uses.

ii. Planning area boundary chosen by group to provide a clear border of where infill development activity shall cease in order to prevent non-residential creep along the corridors.

iii. Included northeast corner in planning area to incorporate existing commercial center into the overall vision and provide for potential future redevelopment/development.

iv. Group consists of neighborhood representatives from the surrounding neighborhoods.

v. Planning area provides adequate space for internal buffering to existing communities and allows for pedestrian connectivity.

b. Identity (1.2)

i. Group envisions and desires a "neighborhood hub" concept to link the surrounding neighborhoods both physically (trails and paths) and socially (impromptu interactions among visitors).

ii. Group seeks to brand the planning area and desires a consistent theme throughout the area.

iii. "Spring Mill Station" name chosen for the following reasons:

1. "Station" continues the Downtown Westfield theme of "Grand Junction" and acknowledges the railroad lines in the area.
2. "Station" as a reference to the history of the underground railroad in Westfield.
3. The prominence of "Spring Mill" Road in Indianapolis and there is a certain community pride associated with the road.
4. Incorporation of the neighborhood "hub" concept and the concept behind multiple routes coming together in one area.

2) Work Station #2

a. Land Use (2.1)

i. Planning area envisioned to serve the needs of the local community (not a regional draw) and reduce the need to travel across the community fulfill basic needs.

ii. Heavy preference for additional restaurants and outdoor eating areas.

iii. Heavy preference for "unique" style of stores/restaurants in the planning area.

iv. Desired uses:

1. Neighborhood Retail Sales: (for example: neighborhood grocery and drug store, restaurants, groceries/delicatessens, hardware stores, bikes shops, hobby shops)
2. Administrative and Professional Services: (for example: legal offices, engineering offices, architects office)
3. Business Services: (for example: local bank branch, finance and real estate office, medical office)
4. Personal Services: (for example: photography studio, dry cleaner)
5. Desire for community meeting facility as most of the surrounding neighborhoods do not have a facility of their own.
6. Multi-Family Living: Multi-Family could be incorporated in a context sensitive manner throughout the site (2-3 stories)
7. Assisted Living: (same as multi-family)
8. Single-Family Housing: Appropriate where supported by marketplace

b.Urban Design (2.2)

i. Context Sensitive Design: Design buildings in accordance with and of similar scale to buildings and neighborhoods in surrounding area in order to blend into the existing environment.

ii. Neighborhood "Hub" Concept: A high activity area located in the heart of Spring Mill Station that is well connected to surrounding neighborhoods, by pedestrian paths to allow for impromptu interactions between residents, featuring public amenities to enhance the area.

iii. Village Green: An amenity filled park built into the development that would be a comfortable place for visitors to congregate/relax/play, etc. The area is envisioned to be heavily landscaped and feature public art components.

iv. Mixed Use on Village Green: Buildings fronting on the village green to activate the green space and enable restaurants to have outdoor seating/patio space integrated into the overall design.

v. Building Massing on the street: The intersection of 161st Street and Spring Mill Road is envisioned to have buildings constructed along the right-of-way of the street and not to have a typical auto oriented design of a sparsely landscaped parking lot in front of the building. A small single lane of parking (slip lane) could be integrated in front of the buildings with landscaping (similar to Clay Terrace). The buildings

are envisioned to be no taller than 1.5 to 2 stories on the corner of the intersection.

vi. Heightened Pedestrian Connectivity: Strong emphasis on providing pedestrian connectivity though trails both throughout the planning area and also connecting to the existing residential neighborhoods that surround Spring Mill Station.

vii. Large Buffer Areas: Providing large buffer areas to protect surrounding neighborhoods from potential negative impacts of noise, light, traffic, smell, etc. from the use of tree plantings, berms, and length of open space.

viii. Thematic Design: Use components of railroad era design across the entire planning area.

3) Work Station #3

a. Thematic Railroad Era Architecture (2)

i. Spring Mill Station: Building off the railroad inspired name and applying a thematic railroad era design across the entire planning area to provide a consistent and timeless feel and to eliminate typical franchise architecture. Also provides for coordinated development instead of different themes for each individual project that is brought forward.

ii. Architectural Elements: Incorporate elements of railroad era architecture such as verge boards, gabled roofs, struts, use of colors, window fenestration, windows and panels, towers/cupolas, undulating facades, and built to a pedestrian scale. The architectural elements allow for easy way to make this area distinct from typical commercial/residential developments.

iii. Public Art: Provides another methods to apply consistent design across the planning area with rail inspired public art that can be used as an amenity. Examples include bench covers and bike racks, water towers, murals, clock towers, and other sculptures related to railroads.

4) Conceptual Plans

a. Overview

i. Both conceptual plans are consistent with the vision of "Spring Mill Station" and incorporate a heavy reliance on pedestrian connectivity paths, large buffering areas from existing neighborhoods, the neighborhood "hub" concept and village greens.

ii. Each conceptual plan represents ONE possible build out scenario showing how this area could potentially develop in the future. There are possibly an unlimited number of build out scenarios which, if created, would accomplish the Spring Mill Station vision.

b. Conceptual Plan "A" (4.1)

i. Incorporates a rerouting of 161st Street and Spring Mill Road that shows the neighborhood "hub" in center of the planning area.

c. Conceptual Plan "B" (4.2)

i. Incorporates a more traditional street layout and roundabout with the village

green concept on the southwest corner of the planning area. The plan also depicts buildings being constructed close to the right-of-way with a slip lane of parking.

d. Buffering and Connectivity (4.3)

i. Highlights pedestrian paths and buffer areas with image depictions of what those areas could look like.

ii. Highlights some basic concepts incorporated into both plans.

Appendix H– Charrette 8: Developer Feedback

161st/Spring Mill Plan
Charrette #8 Developer Feedback
January 16, 2014

The Spring Mill Station Group met with several developers who were not current stakeholders in the study area in order to garner feedback regarding the Spring Mill Station Plan. The developers were given the Spring Mill Station display board handout and narrative description handout (found in Appendix G) from the public open house to review prior to the meeting. Listed below is a summary of the key concepts the Spring Mill Station group received from the developers:

Key Points:

1) Trail access that connects not only to the planning area, but to the overall trail network is a must.
2) Strike a balance between the cost of reaching the thematic design concepts without overpricing the market for rental prices. Consider allowing developers more square footage in order to meet design requirements.
3) Consider adding public buildings (government buildings, etc.) throughout the planning area to increase more pedestrian traffic.
4) Having multiple land owners increase difficulty of achieving overall vision.
5) The land uses proposed are vehicular intensive, careful consideration should be given to how promote pedestrian connections.
6) For buildings constructed on hard corners of intersection, strike a balance between community and developer objectives by creating an untypical design, but allow retailer to have a presence so community is aware of business location.
    a. Two entrance design can be difficult for retailers to orient business for point-of-sale inside building.
7) Building standards and hard rules for development are helpful for developers to understand what they can/cannot build.
8) How the financing would be achieved for the village green and how costs would be shared is something important to consider. The park can add value for certain users in its proposed location on the intersection.
    a. The village green could also be located in an alternative manner to incorporate buffer areas and provide more of linear park along the road.
9) Stronger focus on integration to the existing, surrounding land uses.
10) Potential pedestrian bridge incorporating railroad elements for better pedestrian connectivity. Pedestrian tunnels could also be incorporated for main thoroughfares.

Quality Apartment Development in planning area:

1) Density should be encouraged in the planning area, as high as 30 units per acre.
2) An apartment community of less than 200 units is not conducive due to economies of scale.
3) Heights of buildings should be limited by number of stories, not actual height, in order to encourage flexibility in design.
4) Buildings should be allowed to be constructed on the street and have on-street parking. Parking should be hidden and out of sight as much as possible.
5) Building location should encourage informal human interaction and allow for pocket park development.
6) Pedestrian walkways should provide easy and safe access to other areas within the overall plan.

Concept A

1) Lacks a sense of arrival when driving through the planning area.
2) Visibility is poor on the intersections when inside the planning area.
3) Design is suitable for achieving many of the quality apartment design objectives.
4) Street layout allows for safer pedestrian access which will in turn help all businesses in planning area.
5) Cost of the street network would be too great for any one developer and would require additional development support from a funding source like Tax Increment Financing.

Concept B

1) Established a sense of arrival when driving through planning area.
2) The village green on the corner creates a non-traditional intersection that is unique.
3) Retailers will react better to this design concept over design concept A.
4) More roundabouts could be incorporated to slow traffic thru planning area and also add more public space.
5)Additional flexibility should be considered for buffer areas. Surrounding land uses should dictate buffer distance. Could be a benefit for a reduced buffer distance to the baseball fields on west side of planning area.
6) The preliminary layout of the apartment buildings are not very conducive for creative design or for achieving the critical mass of apartments that is desirable.

Appendix I– Advisory Plan Commission Public Hearing Summary (3/18/14)

Julie Sole, 125 Mill Street: I am speaking tonight on behalf of the Westfield Chamber of Commerce Board of Directors. We commend the City and its Economic and Community Development Department on the process that was implemented in the planning of area known as Spring Mill Station. We believe that by engaging the community in having a part in designing the area they call home serves both the City and its citizenry in an equitable manner. As you may recall, in October of 2012 the Chamber Board issued the following statement.

As the Board of Directors of the Westfield Chamber of Commerce, we support the targeted development of the four corners of 161st and Springmill Road. With the present development and use by the community, commercial growth is natural for these four corners and keeps the dollars spent in our community. Additional quality businesses will generate additional tax revenues and assist in lowering the tax burden for all businesses and citizens. This statement has been vetted by the chamber's bylaws and has met the criteria so it has been consented to with the appropriate abstentions.

We look forward to the quality development we trust will take place at this corner and believe it will serve the community well.

Diane Zeph, 16310 Spring Mill Road: Diane and her husband bought this land 40 years ago and have been living there all this time. She believes that your planning idea is probably a really good thing, since she has seen a lot of very bad things happening for this site. Diane wants to make sure that the developers stick to their architectural and landscaping ideals when letting this build. Don't let down on it. The one thing that she really wanted to say is that she was shocked at the open house because her property is right next to this and she would like to mention that she and her husband would be willing to talk about developing it and thinks that it would be an asset to the project (identified her home on the map). She believes that if this project and her property were combined (which most of the land south of her is a floodplain), it seems you would be able to use more land if you combined it with her property for development, it would increase your options. Her land is also across the street from the entrance to Countryside so that would give a great shot in if anyone developed it. Diane is just putting it out there for everyone to know that she and her husband would be willing to talk about it and they were just surprised that they were not included (Spring Mill Estates is the name of the parcel). She does not know why they stopped short of her land. All she is asking is to keep them in mind and she hopes that they continue with developing the area in a better fashion then it has been so far. Thank you.

Cindy Spoljaric, 16131 Chancellors Ridge Way: Having worked on this project with this group, I can't tell you how special it has been both as an urban planner, council member, and previous planning commissioner. It is not often that we get people that are this interested and will devote this

amount of time to a project like this. We are looking at a win-win situation, we have development pressure, we need economic development, and we have neighbors now who have been dealing with the uncertainty of what is going to happen in the area for so many years. So now a little bit more comfort level and security to the investors in the area who have homes and/or business interests, land holdings and also provides a lot of the architecture and buffering which are key features there. It is very important that they make it feel very unique hopefully in the future. Cindy would really like to thank the group that have been fantastic to work with and is looking forward to working with them in the future.

Leighton Drake, 15873 River Birch Road: Leighton and his family just moved from Phoenix, AZ and part of the reason they wanted to move to the Midwest was to get away from all of the sprawl in Phoenix. Lived in the same house and raised 5 kids. His small children love to play in the backyard so his main concern is that he wants his kids to be able to play in the backyard and not have the back of an office complex right behind his yard. As a resident and also as a family, that is something that they are concerned about. He understands that a lot of thought and planning has gone into this. If you are living up to the ideals that you have planned it should be ok. He had seen in Arizona the same type of thing and it never developed as planned. Influx of cheap architecture and bad landscaping that did not result in desired outcome. Understands the economics of how this would work. It sounds great but as a resident there, I would just ask that you would really ensure that there is some kind of buffer like lots of trees. If you could do that, it would be a neat place for his family to go. Would like to keep the area open and safe and not have to put in a fence.

APPENDIX K – GRAND JUNCTION SUB-DISTRICT ADDENDUM: GATEWAY SUB-DISTRICT

GRAND JUNCTION
SUB-DISTRICT ADDENDUM

2015

an Addendum to the Westfield-Washington Township Comprehensive Plan

GRAND JUNCTION SUB-DISTRICT ADDENDUM, RESOLUTION 15-119 (adopted October 12, 2015)

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MAYOR:

J Andrew Cook

CLERK TREASURER:

Cindy Gossard

CITY COUNCIL:

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Jim Ake, Vice-President

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Christopher Larson, Informatics

Joel Rush, Chief of Police

Joe Lyons, Fire Chief

Erin Verplank, Communications

SUB-DISTRICTS
EXECUTIVE SUMMARY

INTRODUCTION

This addendum to the Westfield-Washington Township Comprehensive Plan is intended to further define the vision and expectations for each of the sub-districts of the Grand Junction District, as established in the Grand Junction Implementation Plan 2013 (Resolution 13-112). This addendum will identify appropriate land use types as well as establish preferred site design and architectural expectations for each sub-district area. Figure A: Grand Junction Sub-District Map and (Figure 1.1: Gateway Sub-District (green area)) are excerpts from the 2013 Grand Junction Implementation Plan, which first established the sub-districts, and include:

- Gateway Sub-District
- Junction Sub-District
- Union Sub-District
- Kendall Sub-District
- Neighborhood Sub-District

PURPOSE

It is expected that all new (re)development projects within the Grand Junction District will be developed and designed with the details of this addendum serving as the primary guide. Further, it is anticipated the Grand Junction District will contain several new and separate Planned Unit Development ("PUD") Districts. This addendum includes a template ordinance (see "Exhibit A" on page 25). The template creates a consistent structure and format to be utilized for new projects within the Grand Junction District.

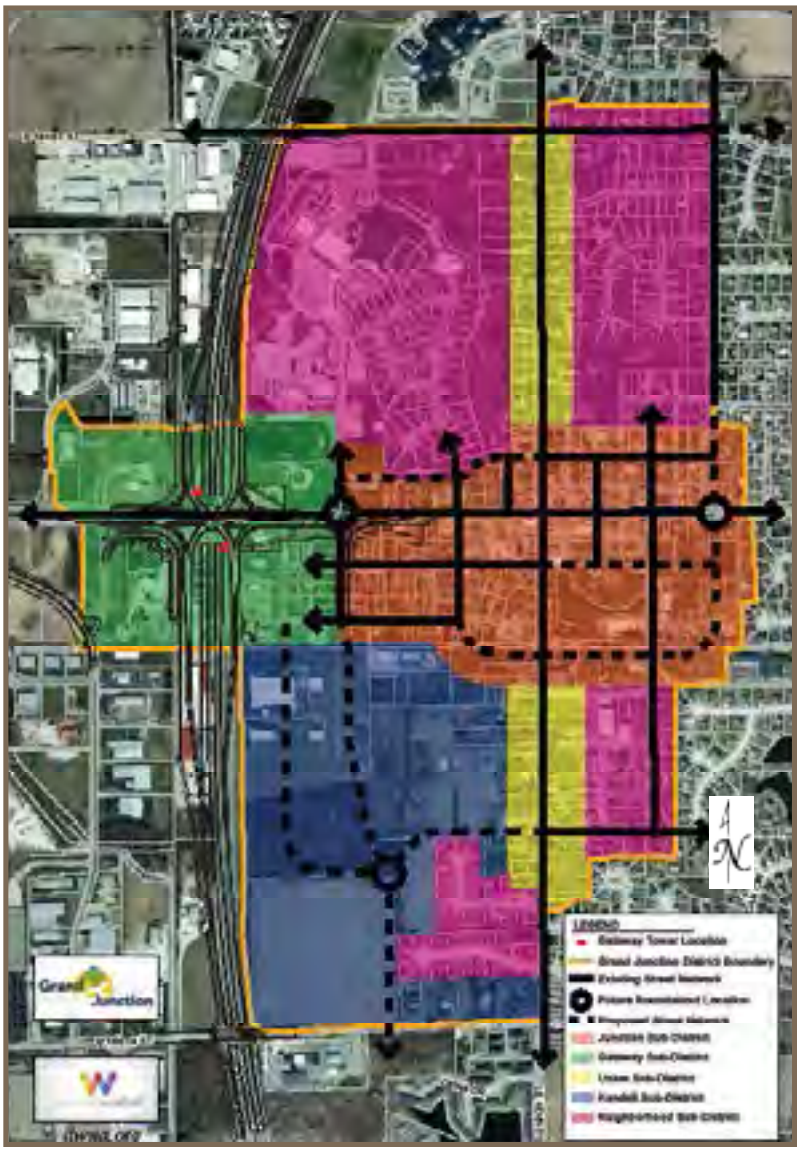
The listed land uses, site and architectural design expectations within this addendum shall serve as a guide for constructing each Grand Junction-related ordinance.

TASK GROUP REVIEW

Prior to City of Westfield approval of a project within the Grand Junction District, it is desirable that each proposed project be reviewed by the Grand Junction Task Group (or its designees, successors, or assigns).

The purpose of this review is to ensure compatibility of the project with the vision and direction of the Comprehensive Plan, specifically the Grand Junction Master Plan, the Grand Junction Implementation Plan 2013, and their subsequent amendments and addenda.

Figure A: Grand Junction Sub-District Map
(Source: Grand Junction Implementation Plan 2013)



NOTE: The identification of the "Gateway Tower Locations" (red dots) on this exhibit were only intended to identify the existing locations of two foundations constructed as part of the U.S. 31 Major Moves Project. This identification did not, and does not constitute any approval of potential towers, landmarks, or other gateway features.

CHAPTER 1:
GATEWAY SUB-DISTRICT

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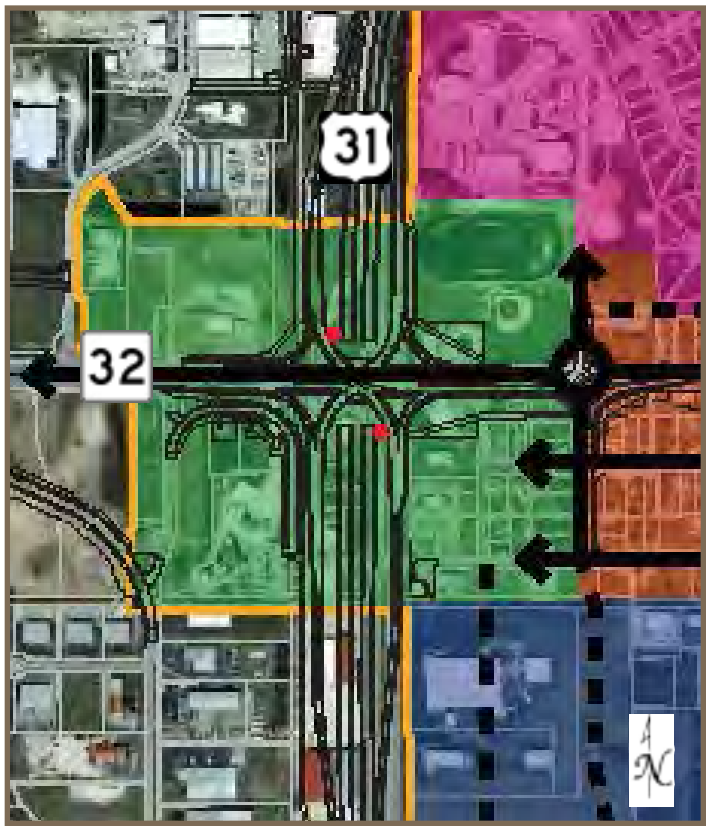
INTRODUCTION

The purpose of this Gateway Sub-District addendum (this "chapter") is to ensure high-quality development and redevelopment, preserve and enhance property values, and create a positive public perception of property near the interchange of U.S. Highway 31 and State Road 32. This chapter establishes a vision for appropriate land uses and various design and aesthetic features of development that will result in an increase in the quality of life for residents, businesses, and visitors of the City of Westfield, thus creating a credible reputation and ensuring economic success in tourism.

As shown in Figure 1.1: Gateway Sub-District (green area), this sub-district is identified as the four (4) quadrants of the interchange of U.S. Highway 31 and State Road 32. As the name implies, this highway interchange is the primary gateway into Westfield from U.S. Highway 31. Motorists on U.S. Highway 31 will be able to access both Grand Junction and Grand Park by using the State Road 32 interchange. This sub-district is the front door of Westfield and plays a critical role in the City of Westfield's economic development strategy.

Figure 1.1: Gateway Sub-District (green area)
(Source: Grand Junction Implementation Plan 2013)



The intent of this chapter to provide a detailed vision for this sub-district. It is the City's goal for each new project to implement this detailed vision. However, the City recognizes that there may be creative ideas that accomplish the overall vision, but may not meet some of the detailed criteria established in this chapter.

VISION

The vision for this sub-district is that each of the four quadrants redevelop in such a manner that provides signature, multi-story, landmark-quality buildings to Westfield's front door. The buildings and spaces should be memorable, leaving lasting and favorable impressions on those that see and use them. The massing and height of the buildings should be dynamic and define the skyline, and they should be highly visible in all directions (ideally, visible from at least a mile away). The vision is to create quality, architecturally-significant urban development at a key focal point of the community (the interchange of U.S. Highway 31 and State Road 32) which demonstrates that this is an important, interesting, and vibrant place.

WEST AND EAST SIDES OF U.S. HIGHWAY 31

Within this sub-district, the east and west sides of U.S. Highway 31 are inherently different from one another. Both areas serve as gateways to Westfield from U.S. Highway 31: the west side welcomes people to Grand Park, while the east side welcomes people to Downtown Westfield (a.k.a., Grand Junction).

A. **West Side:** The west side of U.S. Highway 31 is more auto-oriented than the east side. Visitors to Grand Park will exit U.S. Highway 31 at the State Road 32 interchange and be in need of places to eat, get gas, stay the night, and find entertainment. The traditional uses that are found along interstate interchanges throughout the country (such as hotels, fast food, and gas stations) are expected to locate along both sides of State Road 32, from Wheeler Road to Springmill Road.

It is expected that the form of development along State Road 32 on the west side of U.S. Highway 31 will be of high-quality, while being friendly for both vehicular and pedestrian users alike. The form, function, and uses of the west side of this sub-district should complement the anticipated hospitality uses to its west.

This side of this sub-district serves an important role: 1) it will be part of the City's skyline and have identifiable, landmark-quality buildings; 2) it will be the front door to Westfield and Grand Park for many visitors, so it will need to a place that they will find welcoming, safe, and comfortable.

This gateway area will be the place where many first impressions of Westfield are made. The area needs to be impressive and easy to navigate. This part of this sub-district should be considered for Grand Park-related theming and branding.

B. **East Side:** As the gateway to Grand Junction, the east side of U.S. Highway 31 should be very friendly to pedestrians. Like their counterparts on the west side of U.S. Highway 31, the buildings in this part of this sub-district will be part of Westfield's skyline, and will also need to be landmark-quality buildings.

It is anticipated that buildings in these quadrants will be located closer to the streets and sidewalks and will cater heavily to pedestrian users. The east side of this sub-district should be fully integrated into the rest of the downtown's branding, themes, and programming. Likewise, it should be fully integrated into the plans for vehicular and pedestrian circulation and parking within Grand Junction. The buildings may be taller and the list of appropriate uses may be fewer, but this area should look, feel, and function like a part of the Grand Junction District. The buildings and public spaces that are created need to be impressive.

Outside of Grand Park and the hospitality areas around Grand Park, Grand Junction is likely to be one of the first places tourists will visit in Westfield. A dynamic first-impression as people enter into Downtown Westfield is important to the sustained economic success of Westfield as a tourism destination. The east side of this sub-district needs to be welcoming, safe, comfortable, and vibrant with activity.

LAND USES

As the primary gateway into Westfield, the City has a high interest in limiting the land uses that are allowed within this sub-district. Land use can dictate the form of development, which is why it is important to focus on allowing certain uses that can help achieve the overall vision of this sub-district.

A. **Hotels:** As the southern gateway entrance to Grand Park and western gateway to Grand Junction, hotels and hotels with conference centers are critical to the overall success of this sub-district. It is especially desirable and encouraged that the southeastern quadrant contain a large, signature hotel with a conference center. The southeastern quadrant is desirable for a significant hotel with a conference center because of its close proximity to the easily-accessible Grand Junction Plaza. Further, a hotel in this quadrant would anchor this area of the Grand Junction District.

B. **Office:** Professional, medical, or general office uses (including a visitor's center) are also desirable within this sub-district. These could be developed as stand-alone buildings or as part of a multi-story, mixed-use building.

C. Multi-family Residential: Multi-family uses are also desirable within this sub-district as long as the street-level of the building is dedicated to non-residential and non-parking uses (i.e., multi-family is only allowed on the second-floor or higher; and any integrated parking structures would not have a visible presence on the building's first floor, aside from access points). It is desirable for the street-level of all buildings within this sub-district be welcoming to visitors and patrons of the City.

D. Parking Structures: Multi-Story parking structures are going to be needed within the Grand Junction District. They may be located within this sub-district as long as they are architecturally consistent and compatible with nearby and adjacent buildings; and as long as the street-level does not contain visible parking areas (aside from access points), security grills, or other parking security methods. It is strongly encouraged that non-parking uses (i.e. any of the other listed commercial land uses in this chapter) are visible and have a street-level presence on multi-story parking structures. Parking structures may be incorporated into hotel, office, or multi-family buildings or they may be stand-alone buildings as long as the street-level expectations are met.

Figure 1.2: Parking Garage Massing, Design & Architecture

Figure 1.2.A (Source: Department Photo)

Figure 1.2B (Source: www.timhaahs.com)

Figure 1.2.C (Source: www.butlercollegian.com)

Figure 1.2.D (Source: www.watry.com)

E. Ancillary Uses: Ancillary retail, restaurant, cultural, institutional, entertainment, or recreational use (as defined by the City's Unified Development Ordinance) would be welcomed if incorporated within a mixed-use building, located on the first floor of a multi-family building, and/or located on the first floor of a multi-story parking structure. Stand-alone uses in this land use category are not envisioned, but may be considered on a case-by-case basis. Gasoline service stations and any business with a drive-thru window should not be allowed in this sub-district.

DESIGN REQUIREMENTS

All designs should pay special attention to the street-level of the building by providing elements that are pedestrian-scaled. Building details, transparent windows, awnings, benches, outdoor cafes, planters, pedestrian-scale signage, streetlights, fountains, and street trees are examples of urban design details that can help make a development friendly and inviting for pedestrians. See

"Figure 1.3: Building Massing, Design & Architecture" on page 9, for examples of the vision stated herein.

A. Minimum Tract Size: The City's strong preference is that each quadrant be master planned and developed in its entirety. However, it is acknowledged that all land necessary to complete a quadrant may not be able to be reasonably assembled. In those instances, the developed area(s) should be planned in a way that is consistent with this Comprehensive Plan Addendum and provide ways for the remainder of the quadrant to connect to and feel like a part of the overall quadrant development when they redevelop in the future.

B. Building Height: As stated in the vision section herein, the massing and height of the buildings within this sub-district should define the Westfield skyline, and as such should offer significant height.

1. **All Quadrants - Buildings Adjacent to U.S. Highway 31:** It is strongly encouraged and desirable that buildings closest to U.S. Highway 31 have a minimum height of seventy-five (75) feet and have at least five (5) stories[1]. It is highly desirable that at least one (1) signature building within each quadrant meet this height expectation. A maximum building height requirement should not be established for these buildings.

   Buildings shorter than what is described above will be considered on a case-by-case basis, but only if significant attention and detail is given to the following:

   - Increased and enhanced building entrance design and detail;
   - Increased and enhanced architectural details;
   - Increased and enhanced architectural features (i.e., columns, ornamental brackets, ribs, piers, pilasters, quoins, colonnades; cornices; cresting; turrets; and /or tourelles);
   - Increased and enhanced window treatment, as appropriate for the architectural style of the building (i.e., shutters, corbels, keystones, lintels, masonry arches, awnings, decorative stone frames, masonry rowlock frames, or other such trim or design element); and/or
   - Significant, decorative public spaces which are highly visible from U.S. Highway 31 and/or State Road 32 and include the use of public seating elements, decorative fountain(s), public art, and/or enhanced, manicured landscaping treatment.

   Because U.S. Highway 31 is elevated to nearly thirty (30) feet above State Road 32 in this area, under no circumstance should a building adjacent to U.S. Highway 31 be shorter than forty (40) feet in height. The City's desire is for motorists on U.S. Highway 31 to see the facades of these buildings, not the tops of their roofs and associated mechanical equipment.

2. **Eastern Quadrants - Buildings Adjacent to State Road 32:** For buildings on the east side of U.S. Highway 31 that have frontage on State Road 32 but do not have frontage on U.S. Highway 31, the desirable minimum building height is twenty-eight (28) feet. This preferred minimum building height is consistent with traditional Midwestern downtown development. When placed properly next to the street, buildings that are at least two-stories in height help create the desirable effect for a comfortable pedestrian-friendly downtown street. Because of the pedestrian-friendly, pedestrian-scale nature of these buildings, a maximum building height of fifty (50) feet is appropriate for buildings on these lots.

3. **All Quadrants - Buildings Adjacent to Existing Single-Family Residential Uses:** In order to protect existing single-family homes from being overcome by tall buildings, new buildings in this sub-district which are adjacent to single-family residential buildings should not exceed forty (40) feet in height.

[1] The top floor of buildings five (5) stories or shorter should substantially have the same footprint/square-footage as that of the first floor. Buildings taller than five (5) stories are encouraged to step-back the façade on the higher stories in order to: create visual and architectural interest in the building; keep the street-view of the building at a pedestrian-scale; and maintain access to natural light for pedestrians at the street-level.

4. **All Quadrants - Minimum Building Height for all other Lots:** Because the vision of this sub-district is to create a cluster of significant, landmark-quality buildings that will define Westfield's skyline, all new buildings in this area should be at least twenty-eight (28) feet in height – or at least have the appearance of a two-story building, in which case only the first floor would be required to be useable. A maximum building height should not be established for these lots. Single-story buildings should not be allowed in this sub-district.

Figure 1.3: Building Massing, Design & Architecture

Figure 1.3.A (Source: www.buffalonews.com)

Figure 1.3.B (Source: www.tkhinc.com)

Figure 1.3.C (Source: Department Photo)

Figure 1.3.D (Source: www.bizjournals.com)

Figure 1.3.E (Source: www.nreionline.com)

Figure 1.3.F (Source: www.arkansasbusiness.com)

C. **Building Size:** In order to achieve a certain massing of buildings, it is desirable for each building within this sub-district to have a minimum building footprint of 10,000 square feet. It is anticipated that some buildings, especially those nearest to U.S. Highway 31 will be taller than they are wide.

Figure 1.3.G (Source: www.mede8.com)

D. Building Setbacks:

1. **Western Quadrants:** It anticipated that buildings on the west-side of U.S. Highway 31 will follow the same setback requirements that are found in Article 5.3 (G) (State Highway 32 Overlay District) of the Unified Development Ordinance, with the requirements also applying in the same way to lots abutting U.S. Highway 31.

2. **Eastern Quadrants:** It anticipated that buildings on the east-side of U.S. Highway 31 will be set on or very close to the right-of-way/property lines – the exception being that buildings adjacent to U.S. Highway 31 may use similar setbacks to those found in Article 5.3 (G) (State Highway 32 Overlay District) of the Unified Development Ordinance. Additionally, buildings in the eastern quadrants may have a slight setback away from the right-of-way line/property line in order to allow for an outdoor public space.

   In order to accommodate structures being located closer to the street, certain design criteria may need to be modified through the zoning process and/or by the Westfield Public Works Department (or other applicable utility companies or agencies). The design criteria to review include (but are not limited to) the following: Vision Clearance Standards (found in Article 6.19 of the Unified Development Ordinance and in the Westfield Construction Standards); driveway separation from intersection requirements (found in the Westfield Construction Standards); and easement requirements (found in Article 8.3 of the Unified Development Ordinance).

3. **All Quadrants – Buildings Adjacent to Existing Single-Family Residential Uses:** Buildings adjacent to existing single-family residential uses should be setback a reasonable and respectful distance from the residential use. In these circumstances, it is suggested that similar setback requirements to those found in Article 4.16 (E) (GB: General Business District) of the Unified Development Ordinance be considered.

4. **Accessory Structures:** No accessory structure should be erected between the U.S. Highway 31 or State Road 32 rights-of-way lines and the established building setback. Structures associated with a public space should not be considered as an accessory structure for the purpose of this design concept.

E. Landscaping:

It is anticipated that some of the City's suburban-based Landscaping Standards will not work very well in an urban setting, especially in the eastern quadrants. Depending on the uses and design of each quadrant, some of the following Landscaping Standards will likely need to be altered.

1. **Detention and Retention Areas:** Depending on the location, use, and full functionality of a detention or retention area within this sub-district, a meandering design of the pond and natural planting scheme may or may not be a reasonable requirement. This topic should be reviewed on a case-by-case basis for each project within this sub-district. It is anticipated that much of the storm water storage systems for developments in this sub-district will be underground.

2. **Street Trees:** Street trees are a desirable part of creating a pedestrian-friendly urban environment. Developments in each quadrant should include street trees in their design, where physically possible.

3. **Minimum Lot Landscaping Requirements:** The requirements for Business Uses and Multi-Family Residential uses, especially, may be excessive in an urban environment like this sub-district. These requirements may need to be reduced, depending on the site layout.

4. **Foundation Plantings:** The Foundation Planting requirements for all uses may be excessive or impractical for urban development within this sub-district. These requirements may need to be reduced, depending on the site layout. Planter boxes may be considered as an alternative method of achieving the goal of foundation plantings.

5. **External Street Frontage Landscaping Requirements:** The External Street Frontage Landscaping requirements may not be appropriate within this sub-district. Within this area, all U.S. Highway 31, State Road 32, and Poplar Street frontages would typically require the external street frontage landscaping treatment. These requirements may need to be reduced or eliminated, depending on the site layout.

6. **Buffer Yards:** The buffer yard requirements should only apply to appropriate places around the perimeter of this sub-district as a whole. There should not be a need for any buffer yard applications internal to this sub-district. Where buffer yards would normally apply, however, the required yard width, planting counts, and mounding requirements may be excessive in an urban environment. At the least, reducing all Gateway Sub-District Buffer Yard requirements to comply with the "Buffer A" (as outlined in Article 6.8(N)(4) of the Unified Development Ordinance) may be appropriate – and even further reducing the "Buffer A" requirements may also be appropriate, depending on the site layout and adjacent uses. This topic should be reviewed on a case-by-case basis for each project within this sub-district.

7. **Interior Parking Area Landscaping:** All surface parking lots within this sub-district should be able to comply with the existing Interior Parking Area Landscaping requirements. These requirements, however, should not apply to multi-story parking structures.

8. **Perimeter Parking Area Landscaping:** Depending on the site layout, the Perimeter Parking Area Landscaping requirements may be excessive for an urban environment. It is suggested that the planting requirements either be reduced or supplemented with the option of allowing certain hardscape (i.e. decorative fencing or masonry walls) in addition to or in lieu of plants. This topic should be reviewed on a case-by-case basis for each project within this sub-district.

F. Signage: The City's Sign Standards address signage for multi-story buildings and other commercial centers. It is believed that with the few exceptions listed below, the existing Sign Standards adequately satisfy the vision for signage in this sub-district. The exceptions include the following: prohibit Monument Signs in this sub-district; increase (i.e., double) the minimum size for Entrance Signs; reduce (to a 1:1 ratio instead of the current 2:1 ratio) the front façade wall sign area calculation for ground-floor tenants; and prohibit panel signs. Reverse-channel letters and channel letters are strongly preferred, in that order.

In addition to auto-oriented signage that is addressed by the City's Sign Standards, pedestrian-scale signage (for both, building-mounted and ground-mounted) is very important at the street-level of an urban area. Allocation for street-level, pedestrian-scale signage should be considered.

G. Lighting: It is strongly encouraged that decorative lighting fixtures be used throughout Gateway Sub-District. It is also anticipated that all light fixtures and poles will be consistent in style, color, size, height and design throughout a given quadrant. Light fixtures should be compatible with the architectural style of the area in which they are located.

H. Off-Street Parking & Loading: Surface parking is discouraged and should be minimized within this sub-district – especially in the eastern quadrants. If surface parking is provided, then it should not be allowed to be located between a structure and the U.S. 31 right-of-way. It should also not be allowed to be located between a structure and the State Road

32 right-of-way. Sites should be designed in a way that minimizes or eliminates visibility of surface parking lots from both, the U.S. 31 and State Road 32 highways. All surface parking lots should be paved or equivalent (e.g. porous pavers).

Each Principal Building within the sub-district should include a minimum of ten (10) bicycle parking spaces/ racks in order to accommodate and encourage bicycle use within the Grand Junction District.

Loading berths should be oriented in a manner so that they are not visible from either U.S. Highway 31 or State Road 32. Materials such as opaque walls or fences should be consistent with the architecture and materials of the associated building, and they should be used to screen loading berths from view and minimize their visibility from all rights-of-way and adjacent properties. If appropriate to the context of the site, landscaping should be considered to help soften the visual impact of a screen wall or fence.

I. **Outdoor Storage and Display:** It is expected that there will not be any outdoor storage and/or display of equipment, merchandise, inventory, etc. within this sub-district. Exceptions may be considered for temporary sidewalk sales and other similar events.

J. **Dumpsters:** It is expected that the City's standards for screening garbage containers, trash receptacles, pallet storage areas, trash compactors, recycling areas and other similar facilities (Article 6.1 (H) of the Unified Development Ordinance) be followed within this sub-district. In addition, a roof which is architecturally-consistent with the architecture of the associated building should be required for all such structures/areas.

Figure 1.4: Architecturally-Consistent Dumpsters
Figure 1.4.A (Source: www.thebuildingcodeforum.com)

Figure 1.4.B (Source: www.securetechfence.com)

Figure 1.4.C (Source: www.a-gradeps.com)

AMENITIES

A. **Outdoor Public Space:** Successful pedestrian-friendly urban areas are full of comfortable, usable outdoor public and semi-public spaces ("Public Spaces"). Public Spaces help give a community its identity. They help bring a downtown area to life. There are economic, social, cultural, and environmental benefits to having great places for people 'to see and be seen'. Great public spaces enhance the health of a community. The City is investing in the Grand Junction Plaza for this very reason. But a successful Downtown Westfield will need more Public Spaces than Grand Junction Plaza alone. Businesses, institutions, multi-family developers, and civic uses should also consider creating their own areas for public engagement, gathering, and recreation. The spaces do not have to the very large to be successful. Examples of Public Spaces include but are not limited to: courtyards, plazas, gardens, public squares, fountains, marketplaces, public commons, or promenades. Public Spaces, such as lobbies, concourses, or lounges could even be located indoors as long as they were truly open to the public.

According to the American Planning Association, there are eight (8) characteristics of a great Public Space (source: www.planning.org):

- Promotes human contact and social activities;
- Safe, welcoming, and accommodating for all users;
- Has design and architectural features that are visually interesting;

- Promotes community involvement;
- Reflects the local culture or history;
- Relates well to bordering uses;
- Well maintained; and
- Unique or special character.

It is highly desirable that each quadrant of this sub-district be designed with at least one great public space and include as many characteristics listed above as possible.

B. Public Art: Much like Public Spaces, public art helps form the identity and culture of a community. There are also demonstrated economic, social, and cultural benefits to places that have great public art. Downtown Westfield already has a few pieces of public art, but it is highly desirable for the list to expand. Public art may be located within a Public Space, though it is not required.

Each quadrant of this sub-district is encouraged to include at least one (1) sizable piece of public art. Ideally, the art would be visually accessible to the public from either U.S. Highway 31 or State Road 32 and located within a Public Space. However, if it makes more sense for the piece to be someplace that is not visible from either highway, that would be acceptable as well. Connecting to the City's past is also important, so it is encouraged that some of the art pieces within this sub-district include references to Westfield's history. All public art pieces should be coordinated with the Westfield Arts Council.

Figure 1.5: Public Art Examples

Figure 1.5.A (Sources: Department Photos)

Figure 1.5.B (Source: Department Photo)

Figure 1.5.C (Source: Department Photo)

Figure 1.5.D (Sources: Department Photos)

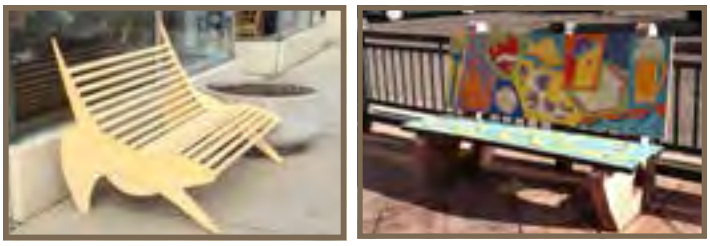


Figure 1.5.E (Sources: Department Photos)

SITE ACCESS & CIRCULATION

A. Vehicular Access: Direct vehicular access from State Road 32 will not be allowed. Access to Gateway Sub-District developments should come from the following intersecting streets: Sun Park Drive (NW Quadrant); Shamrock Boulevard (NE Quadrant); Westfield Business Park Court (SW Quadrant); and Poplar Street (potentially renamed "Westfield Boulevard" in the future) (SE Quadrant). All street design shall be in accordance with the Westfield Construction Standards.

B. Parallel Access Roads:

1. **Western Quadrants:** Depending on the users and ultimate site layout, it may be desirable for the State Highway Access Road Requirements, as described in Article 5.3(F) of the Unified Development Ordinance, to be included in developments in the western quadrants of this sub-district.

2. **Eastern Quadrants:** It is not desirable for the State Highway 32 Access Road Requirements, as described in Article 5.3(F) of the Unified Development Ordinance, to be extended into the eastern quadrants of this sub-district.

C. Existing Right-of-Way and Alleys: If necessary, the City will entertain vacating existing rights-of-way or alleys (especially in the SE Quadrant) in order to make a proposed project design viable. Otherwise, it is anticipated that all road rights-of-way will be dedicated to the City pursuant to the Westfield Thoroughfare Plan.

D. Pedestrian Connectivity: Safe and efficient pedestrian connectivity into and within a Gateway Sub-District site is very important. Perimeter pathways or sidewalks along Sun Park Drive, Shamrock Boulevard, Westfield Business Park Court, and Poplar/Westfield Boulevard are expected to comply with the Westfield Construction Standards. Pathway and sidewalk widths should match what is used in the Junction Sub-District to the east.

Internal sidewalk connections between perimeter pathways/sidewalks, parking areas, Public Spaces, buildings, and other areas needing pedestrian access are strongly encouraged. All pedestrian pathways that cross vehicular ways (i.e. drive lanes and parking lots) should be delineated and distinguished from driving surfaces through a change of color or material.

E. State Highway 32 Trail Corridor:

1. **Western Quadrants:** It is desirable for the State Highway 32 Trail Corridor, as described in Article 5.3(L) of the Unified Development Ordinance, to be included in developments in the western quadrants of this sub-district.

2. **Eastern Quadrants:** It is not desirable for the State Highway 32 Trail Corridor, as described in Article 5.3(L) of the Unified Development Ordinance, to be extended into the eastern quadrants of this sub-district.

ARCHITECTURAL DESIGN

As mentioned in the vision statement herein, the buildings in this sub-district need to be designed and finished in a manner that is of the highest quality and visual appeal. These buildings will be landmarks in Westfield and should be given special care and attention when being designed. The buildings need to be impressive. It is anticipated that desirable buildings would utilize multiple materials, textures, colors, and architectural breaks. Symmetrical architecture may not be the most desirable design approach. Box-shaped buildings are not desirable. Architectural variation is strongly encouraged, and franchise or formula business architecture is not welcome within this sub-district. With that in mind, the following architectural guidelines establish the City's expectations and design parameters, while maintaining flexibility for creativity and uniqueness.

A. General Architectural Design: It is anticipated that each building will have a defined base, middle, and top element, which are typically defined by a change of building material or texture. Creative building designs which do not include these three elements may be considered, but should have increased architectural features and/or ornamentation.

All buildings should be designed so that the same degree of building materials, architectural details, and architectural treatments are maintained on all sides of the structure. Building facades visible from

U.S. Highway 31 and State Road 32 should receive increased and enhanced use of architectural features.

All building facades should incorporate offsets (projections or recessions) in a manner that creates architectural interest and visual appeal.

B. Building Orientation:

1. **Eastern Quadrants:** The City desires each building that fronts State Highway 32 to have at least one (1) public entrance that faces State Highway 32.

C. Building Materials: It is expected that high-quality materials will be used on all buildings within this sub-district. The primary building material(s) used on any façade should be the substantial majority of all external material(s) used on the building. Appropriate primary materials in this sub-district include brick, stone, pre-cast or architectural concrete that simulates brick or stone, architectural metal panels, or glass (if used, reflective glass should only be allowed on the second story or higher). Secondary building materials could include materials such as stucco, EIFS, wood siding, fiber cement siding, and ornamental metal. Vinyl siding, aluminum/metal siding, and concrete masonry units/split-face block should not be allowed in this sub-district.

D. Building Entrances: All main building entrances should be clearly defined and articulated by using multiple architectural elements such as additional associated windows, lintels, pediments, pilasters, columns, awnings, porticos, or stairs leading to the entrance.

E. Windows: Windows and other openings (such as doors, loading berths, faux windows, etc.) should be organized in a manner that align horizontally and vertically. They should also be arranged in a balanced, relatively uniform fashion. An exception would be to arrange windows and other openings in an aesthetically-pleasing manner that is artistically and architecturally-compatible with the character and style of the building.

Window grids and trim elements such as shutters, corbels, keystones, lintels, masonry arches, awnings, decorative stone frames, masonry rowlock frames, or other such trim or design elements are expected on all windows, when architecturally appropriate.

In order to create a more pedestrian-friendly streetscape, transparent windows are encouraged on the first floor of pedestrian-scaled buildings.

F. Roofs: Landmark-quality rooflines are strongly encouraged because the buildings in this sub-district will establish the City's new skyline, creative, unique. Roofs should be architecturally compatible with the rest of the building design. Box-shaped buildings are strongly discouraged. If a building's roof is pitched, there should be multiple roof lines in order to create architectural interest. If a roof is flat, it should be edged by a three-dimensional, articulated parapet wall that is fully integrated into the architectural design of the building. A building with a flat roof should also include multiple modulations of the roof line. Under no circumstance should the top of any flat roof be visible from any part of the elevated U.S. Highway 31 and associated ramps.

1. **Mechanical Equipment:** All roof-mounted mechanical equipment, satellite dishes, and other similar improvements should be fully and permanently screened from all rights-of-way (including the elevated U.S. Highway 31 and associated ramps).

G. Walls and Fencing: Walls or fencing being used for screening, landscaping hardscapes, or other purposes should be decorative and consistent with the architectural style and materials of the associated building. Chain-link fences and other non-decorative fences should not be allowed in this sub-district.

H. Accessory Buildings: Accessory buildings should be architecturally compatible with the principal building with which they are associated.

ALTERNATIVE TRANSPORTATION

As of the publishing of this chapter, Indy Connect (a partnership between the Indianapolis Metropolitan Planning Organization, Central Indiana Regional Transportation Authority, and IndyGo) is in the process of designing a Bus Rapid Transit route (called the Red Line)

that will run from Westfield to Greenwood, connecting key destinations such as: Grand Park, Grand Junction, Carmel, Broad Ripple, Butler University, the Children's Museum of Indianapolis, the IU Health Hospital Complex, Eli Lilly, the University of Indianapolis, and Greenwood.

A Bus Rapid Transit station is currently being contemplated within the southeastern quadrant of this sub-district. The redevelopment of this quadrant should incorporate design concepts that embrace and a Bus Rapid Transit station in this area. The area will need to be well-lit, appropriately-signed, and welcoming to visitors. Ideally, special attractions such as a hotel with a conference center, high-quality restaurants, and unique shopping opportunities will locate near this transit stop.

TEMPLATE ORDINANCE

The template PUD District Ordinance found in "Exhibit A" on page 25 should be used for all new PUD District Ordinances.

A. **PUD Naming Convention:** Because there will likely be multiple PUD District Ordinances created for projects within this sub-district, it is highly desirable that a common and consistent naming convention be used for all projects within this sub-district. The following naming convention is suggested: "Gateway (Insert geographic quadrant name) PUD District". For example, the PUD district in the southeast quadrant could be called the "Gateway Southeast PUD District".

B. **Underlying Zoning:** As is true with every Planned Unit Development ("PUD") ordinance in the City of Westfield, any new PUD Ordinance within this sub-district will need to establish a base, underlying zoning district to serve as the foundation of the ordinance. Unless otherwise listed in the PUD Ordinance, the standards in a PUD District default to the Unified Development Ordinance. It is suggested that PUDs within this sub-district use the GB: General Business District (Article 4.16) as their underlying zoning district.

C. **State Highway 32 Overlay District:** It is suggested that the State Highway 32 Overlay District regulations apply to the Gateway quadrants on the west side of U.S. 31 and not apply to the Gateway quadrants on the east side of U.S. 31. The contents of this Comprehensive Plan Addendum are intended to address all important Gateway Sub-District-related issues that are regulated by the State Highway 32 Overlay District.

D. **U.S. Highway 31 Overlay District:** It is suggested that the U.S. Highway 31 Overlay District regulations that are in place at the time of the adoption of this chapter not apply to any project within this sub-district. The contents of this Comprehensive Plan Addendum are intended to address all important Gateway Sub-District-related issues that are regulated by the U.S. Highway 31 Overlay District. When the U.S. Highway 31 Overlay District standards are updated in the future, it may be appropriate for the City to re-visit this section of this Comprehensive Plan addendum.

CHAPTER 2:
JUNCTION SUB-DISTRICT

RESERVED FOR FUTURE USE

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CHAPTER 3:
UNION SUB-DISTRICT

RESERVED FOR FUTURE USE

CHAPTER 4:
KENDALL SUB-DISTRICT

RESERVED FOR FUTURE USE

[PAGE INTENTIONALLY LEFT BLANK.]

CHAPTER 5:
NEIGHBORHOOD SUB-DISTRICT

RESERVED FOR FUTURE USE

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EXHIBIT A

TEMPLATE PUD DISTRICT ORDINANCE

SEE FOLLOWING PAGES.

APPENDIX L – GRAND JUNCTION SUB-DISTRICT ADDENDUM: JUNCTION SUB-DISTRICT

GRAND JUNCTION ADDENDUM

SUB-DISTRICTS OF THE GRAND JUNCTION

2016

an Addendum to the Westfield-Washington Township Comprehensive Plan

GRAND JUNCTION SUB-DISTRICT ADDENDUM, RESOLUTION 15-119 (EXECUTIVE SUMMARY, GATEWAY SUB-DISTRICT, ADOPTED OCTOBER 12, 2015), RESOLUTION 16-106 (JUNCTION SUB-DISTRICT, ADOPTED MAY 9, 2016).

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MAYOR:

J Andrew Cook

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CHAPTER 2:
JUNCTION SUB-DISTRICT

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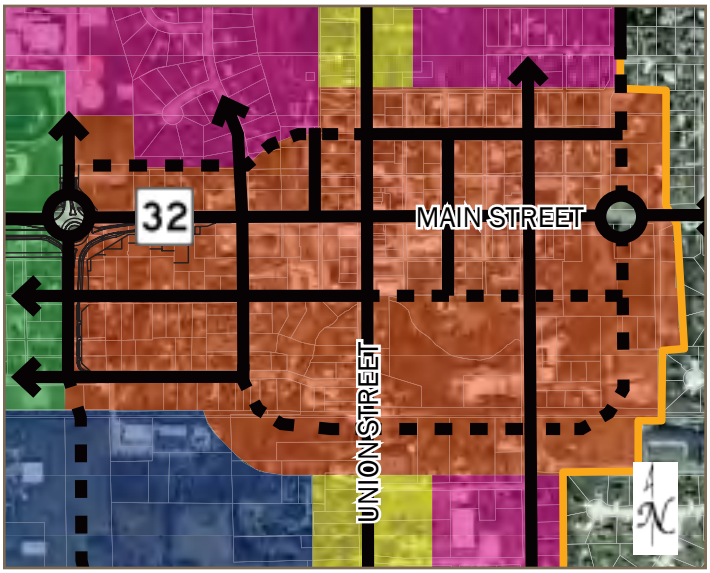
Figure 2.1: Junction Sub-District (orange area)
(Source: Grand Junction Implementation Plan 2013)



INTRODUCTION

The purpose of this Junction Sub-District addendum (this "chapter") is to ensure quality development and redevelopment, preserve and enhance property values, and create a positive public perception of property within the core of downtown Westfield.

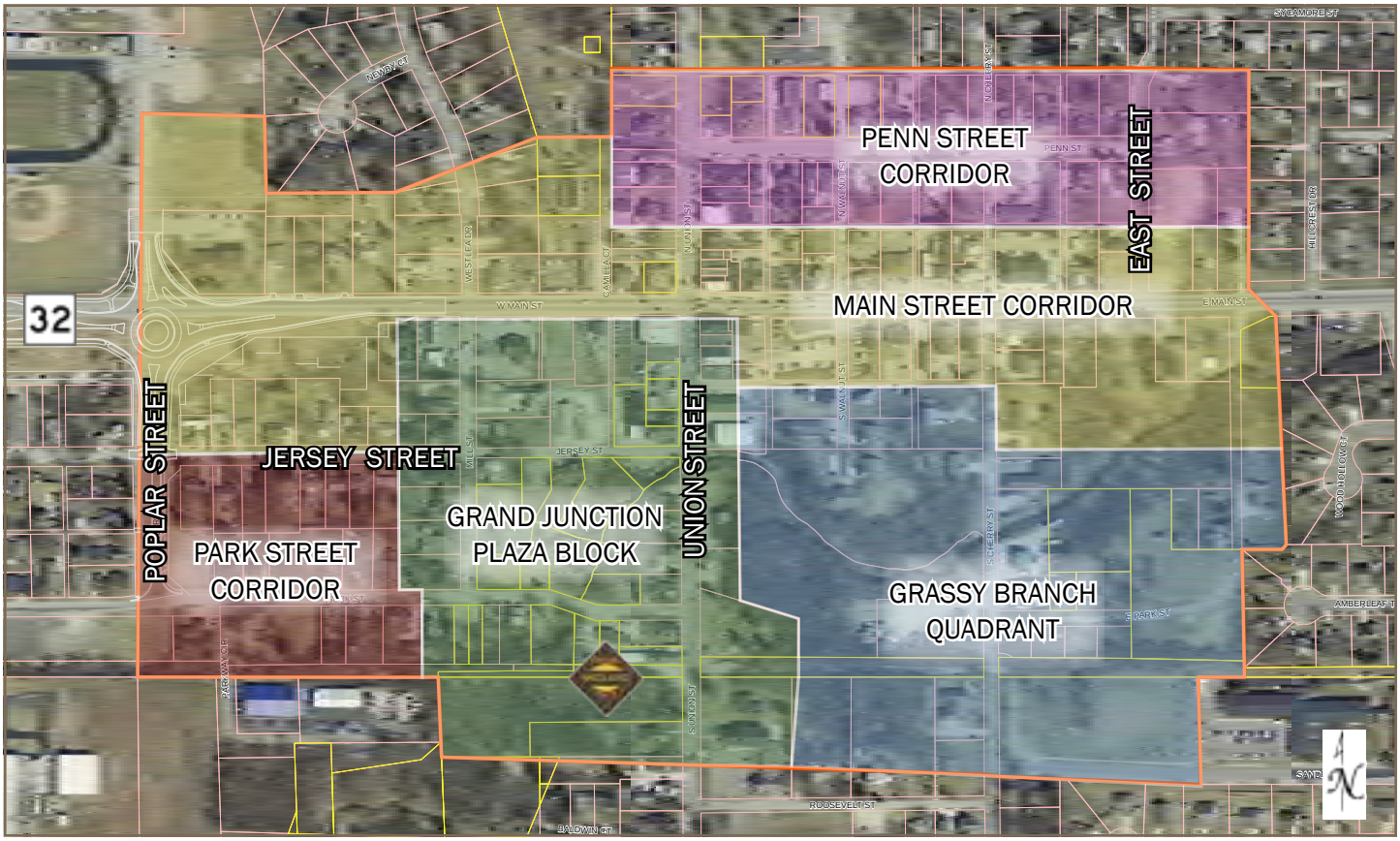
The intent of this chapter is to provide a detailed vision for the Junction Sub-District to serve as a guide for each new development, new use or reuse, or redevelopment as it pertains to changes of zoning, development plans, and/or variance considerations. The City recognizes that there may be creative ideas that accomplish the overall vision, but may not meet some of the detailed criteria established in this chapter.

As shown in Figure 2.1: Junction Sub-District (orange area), the Junction Sub-District centers on Union Street and Main Street. The sub-district extends from just north of Penn Street to just south of the future Mill Street extension and Midland Trace Trail; and then extends from Poplar Street/Shamrock Boulevard to just east of East Street.

SUB-DISTRICT VISION

The vision for the Junction Sub-District (this "sub-district") is to accommodate future mixed-use development and redevelopment within the core of downtown by balancing the historic charm and character with contemporary, new

Figure 2.2: Junction Sub-District Sub-Areas



places for visitors and residents to connect, shop, eat, live, work and be entertained, as contemplated in the 2009 Grand Junction Addendum of the Westfield-Washington Township Comprehensive Plan. The Junction Sub-District is intended to serve as a focal point for the community, and is where a complete range of goods, services, and entertainment are located.

The regulating of land uses and various design and aesthetic features of development will influence growth and investment in downtown that will increase the quality of life for residents, visitors, and businesses.

SUB-AREA VISION

Within the Junction Sub-District, there are inherently different sub-areas that currently do and will continue to vary from each other both in form and function. This section outlines the basic vision for each sub-area, whereas the specific development and design criteria are further outlined throughout this chapter. Figure 2.2: Junction Sub-District Sub-Areas depicts the sub-areas within the Junction Sub-District.

Subject to available land and market conditions, it is recognized that the Main Street Corridor may overlap to the south into the Park Street Corridor and/or the Grassy Branch Quadrant.

A. Park Street Corridor (red sub-area): The Park Street Corridor extends from the Gateway Sub-District at Poplar Street east to the Grand Junction Plaza Block. The south edge of the corridor includes the Midland Trace Trail. As a result, this corridor provides a unique opportunity to connect and enhance visitor and resident experiences.

Due to its separation from Main Street (SR32), this corridor is anticipated to have less vehicular traffic than Jersey Street to the north, which lends itself to a more pedestrian-oriented design and streetscape that embraces the Midland Trace Trail and related land uses.

The overarching vision for this sub-area is a village character that includes the adaptive reuse of existing structures (see Figure 2.3: Existing Adaptively Reused Buildings) while encouraging new construction on individual lots that is contextually appropriate.

Figure 2.3: Existing Adaptively Reused Buildings
Figure 2.3.A (Source: Department Photo)

Figure 2.3.B (Source: www.railepicureanmarket.com)

Figure 2.3.C (Source: Department Photo)

Appropriate land uses primarily include restaurants, specialty shops, and uses that otherwise complement the Midland Trace Trail. Sites should be designed to provide opportunities for outdoor experiences that connect with the public realm of the Park Street streetscape and/or that embrace and are aesthetically sensitive to the Midland Trace Trail.

The village character includes smaller lots, minimal building setbacks, one or two story eclectic buildings, and front porches and entryways that are oriented towards the street. The north edge of the corridor near Jersey Street and the Main Street Corridor may provide for shared parking opportunities for uses within this sub-area.

B. Main Street Corridor (yellow sub-area):

With the exception of the Grand Junction Plaza Block sub-area, the Main Street Corridor generally includes a block north and a block south of State Highway 32 extending from Poplar Street to east of East Street.

Main Street serves as the backbone through Grand Junction and should focus on form over function. New buildings should be located along a build-to-line on the adjacent right-of-way line to frame the public space. New buildings shall be a minimum of two usable stories, with three plus stories encouraged. First floor building facades should be designed for a pedestrian-scale and contribute to the public realm to which it abuts.

Land uses are encouraged to be a mix of uses typically associated with central business and entertainment districts. Residential uses should generally be restricted from the first floor within this sub-area.

Figure 2.4: Existing Main Street Buildings
Figure 2.4.A (Source: Department Photo)

Figure 2.4.B (Source: Department Photo)

C. Penn Street Corridor (purple sub-area):

The Penn Street Corridor extends a half block north and south of Penn Street, bound on the west by Asa Bales Park and extending to a block east of East Street. This corridor includes the existing City Hall and predominantly structures that were originally built as single-family homes. Many of these structures have since been converted to low intensity non-residential uses. This area of the Junction Sub-District could be identified as most closely resembling Westfield's "old town".

Figure 2.5: Existing Penn Street Corridor Examples

Figure 2.5.A (Source: Department Photo)

Figure 2.5.B (Source: Department Photo)

Figure 2.5.C (Source: Department Photo)

The overarching vision for this corridor is a transition area between the Main Street Corridor to its south and the predominantly residential areas to the north. The built environment should continue to mirror the "old town" character that includes: small lots and house sizes; narrow two-story house fronts; detached or rear load garages; access from alleys; front porches; and minimum setbacks.

Special attention and consideration should be given to the intersection of Union Street and Penn Street to preserve and enhance the character that currently exists on the west and southeast corners for all four corners (see Figure 2.6: Union & Penn Intersection).

Figure 2.6: Union & Penn Intersection

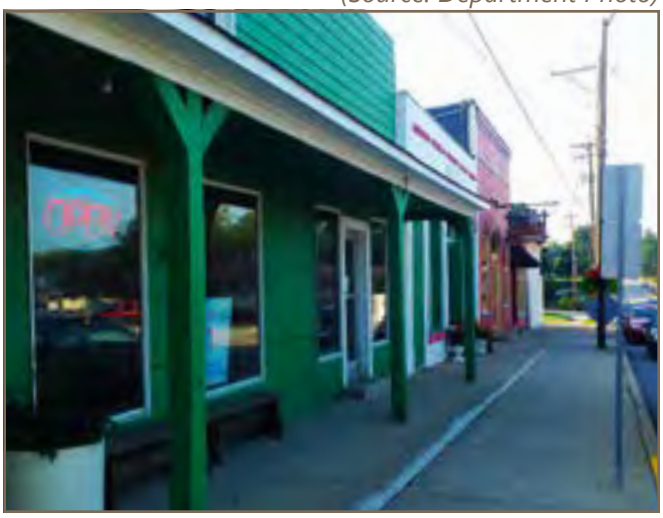
Figure 2.6.A (Source: Department Photo)

Figure 2.6.B (Source: Department Photo)

Figure 2.6.C (Source: Department Photo)

Appropriate land uses primarily include residential and low intensity non-residential uses such as office or bed and breakfast uses. The expectation is for non-residential buildings to look and feel from the exterior of an old town single family dwelling (see also Figure 2.13: Example Detached Residential). Some on-site parking is anticipated for individual uses; however, this corridor may also provide for central parking opportunities for uses on the north side of Main Street.

Figure 2.8: Existing Union Street Buildings (Source: Department Photo)



D. Grand Junction Plaza Block (green sub-area): Grand Junction Plaza is located in the heart of Grand Junction and the Junction Sub-District. Grand Junction Plaza, as illustrated in Land Collective's Design (see Figure 2.9: Plaza Perspective Exhibit and Figure 2.16: Grand Junction Plaza), not only represents the geographic center of downtown, but also the activity center of downtown.

The plaza provides key connections with intersecting trail systems and is designed to engage within the plaza while also embracing its surroundings (see Figure 2.7: Plaza Site Framework). As a result, the block surrounding the plaza warrants special attention to ensure the redeveloped built environment is done in harmony with the plaza.

Even though this sub-area may overlap other sub-areas, the Grand Junction Plaza Block takes precedence and should have a more urban form than the village or old town form of other sub-areas.

All buildings should be a minimum of three stories in height, with three to six stories encouraged. First floor facades should be designed for a pedestrian-scale and contribute to the public realm to which it abuts. The public realm between buildings and the plaza should engage the plaza with: pedestrian scale details (furniture, signs, awnings); outdoor dining areas; front doors open towards the plaza; transparent storefront glass for most of the first floor; and, parking in the rear or sides of buildings.

Land uses are encouraged to be a mix of uses typically associated with central business and entertainment districts. Residential uses should be restricted from the first floor within this sub-area.

Figure 2.7: Plaza Site Framework (Source: Land Collective)

Figure 2.9: Plaza Perspective Exhibit (Source: Land Collective)

E. Grassy Branch Quadrant (blue sub-area): The Grassy Branch Quadrant includes the southeast quadrant of the Junction Sub-District and is traversed through the center by the Anna Kendall drain / Grassy Branch Creek and anchored along the south edge by the Midland Trace Trail. A large portion of this sub-area is floodplain and contains mature vegetation.

Figure 2.10: Grassy Branch Creek at Cherry Street (Source: Department Photo)

The overarching vision for this sub-area is a desire to preserve the riparian corridor as an amenity greenway with trails that connect new development opportunities along its banks. As such, development should be aesthetically sensitive through building and site design to the Anna Kendall drain / Grassy Branch Creek and the Midland Trace Trail.

Appropriate land uses throughout this sub-area primarily include higher density residential uses (e.g., apartments, townhouses) with three or more stories in height, and the potential for municipal uses.

The north side of the Grassy Branch Creek is a transitional area that could also blend with and be influenced by the Main Street Corridor by including retail or restaurant uses, as supported by the market.

Development south of the Grassy Branch Creek should be sensitive to the existing single-family neighborhood to the east (Timberbrook Run) with respect to buffering and transitioning (e.g., uses, design).

LAND USES

As the heart and soul of Westfield, this sub-district should include an eclectic mix of uses to accommodate both the community's residents and visitors. A primary goal of this sub-district is to attract people. The description of the sub-areas briefly summarize the intended character of the sub-area and the intended uses. The following is a broader focus on specific uses that can help achieve the overall vision for the Junction Sub-District.

A balanced mix of land uses within the sub-district will contribute to a more vibrant, diverse and sustainable downtown, both socially and economically.

A. Office Uses: Professional, medical, or general office uses (including a visitor's center) are desirable throughout the sub-district and are primarily anticipated along Main Street, Poplar Street and Jersey Street within mixed-use or multi-tenant buildings. Office uses that fit the intended character in the Penn Street Corridor are also appropriate.

B. Trail-Oriented Uses: Grand Junction Plaza provides key connections with intersecting trail systems that include the Midland Trace Trail on the sub-districts southern boundary. Land uses that complement the trail and are trail-oriented (e.g., bike shop, coffee shop), both in site design and targeted market, are encouraged throughout the sub-district, especially within proximity of the Midland Trace Trail.

C. Neighborhood Uses: The sub-district is intended to serve both residents and visitors. The sub-district and surrounding sub-districts will also include a concentration of residential uses. As a result, neighborhood uses (e.g., market, dry cleaner, coffee shop, beauty salon) that cater to both the visitor and resident of the community is encouraged throughout the sub-district where retail and service uses are otherwise appropriate.

D. Cultural and Entertainment Uses: Retail (e.g., specialty or boutique shops), restaurants, cultural, institutional, entertainment, or recreational uses (as defined by the City's Unified Development Ordinance) are anticipated throughout the sub-district as stand alone uses, or within larger mixed-use buildings.

E. Residential: Higher-density housing of all types is encouraged throughout the sub-district, subject to the vision established for the form within each sub-area. Residential uses are important to support a vibrant downtown for live, work and play opportunities.

1. **Multi-Family:** Multi-family residential uses are desirable on the second floor and above in the Main Street Corridor and the Grand Junction Plaza Block (see Figure 2.11: Example Mixed-Use with Residential). The street-level for buildings with multi-family uses in these sub-areas should be dedicated to non-residential and non-parking uses. Any integrated parking structures would not have a visible presence on the building's first floor, aside from access points.

Figure 2.11: Example Mixed-Use with Residential
(Source: Department Photo)

Figure 2.12: Example Attached Residential
Figure 2.12.A (Source: Department Photo)

Within the Grassy Branch Quadrant, multi-family uses could be stand alone uses that may include apartments, townhouses or condominiums. This sub-area provides opportunities adjacent to trails and natural features where units could overlook and embrace unique site characteristics. Multi-family uses in this sub-area could also serve as a buffer from the downtown business area to the surrounding neighborhoods.

Figure 2.12.B
(Source: www.mycobblecreekapartments.com)

2. **Single-Family Detached:** Single-family detached residential uses are encouraged within the Penn Street Corridor (see Figure 2.13: Example Detached Residential). This sub-area is starting to experience some redevelopment of new housing stock. The built environment should continue to mirror the "old town" character that includes: small lots and house sizes; narrow two-story house fronts; detached or rear load garages; access from alleys; front porches; and minimal setbacks.

Figure 2.13: Example Detached Residential
Figure 2.13.A (Source: www.funcityfinder.com)

Figure 2.13.B (Source: Department Photo)

Figure 2.13.C (Source: Department Photo)

Figure 2.13.D (Source: Department Photo)

Figure 2.13.E (Source: Department Photo)

Figure 2.13.F (Source: Department Photo)

Figure 2.13.G (Source: Department Photo)

Duplexes would also be permitted, but only in instances where the development was consistent in architecture to the surrounding single family homes and with the "old town" character.

F. <u>Municipal Complex:</u> One of the opportunities identified in the 2009 Grand Junction Addendum was to incorporate a new City Hall and Library into Grand Junction, which went on to further state:

> 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.

In an effort to combine and reduce the amount of non-taxable property downtown, this opportunity should be broadened to potentially include a larger municipal complex. This complex could also include school administration offices and other civic or not-for-profit uses currently located in or near downtown.

Figure 2.14: Existing City Hall (Source: Department Photo)

As a result, the City should initiate a study to develop a long term facilities plan to identify: (i) interested parties and partners; (ii) scope of community needs for such facilities; (iii) design (and cost estimates) of such facilities; and (iv) potential alternative locations for such facilities, particularly whether potential locations are appropriate in this sub-district.

G. Parking: Parking in the sub-district will be provided with a combination of on and off-street parking areas that include both surface and structure parking (see page 44). The design parameters for surface and parking structures are further detailed in this chapter.

H. Automobile-Oriented Uses: New auto-dominated uses such as gasoline service stations, automobile service stations, businesses with a drive-through window (e.g., fast food) are incompatible with the vision of the sub-district and should not be permitted. Special consideration could be given for financial institutions or pharmacies if the drive-through is: (i) integrated into a multi-story structure; (ii) not otherwise visible from the street; and, (iii) designed to minimize any negative impact on vehicular and pedestrian circulation.

AMENITIES

A. Public Spaces: The built environment in the various sub-areas will range in character from "village" to "old town" to "urban". Although the sub-areas are slightly different in character, a constant is an enhanced focus on the pedestrian scale and pedestrian experience, with the goal of attracting people. Successful pedestrian-friendly areas are full of comfortable, usable outdoor public and semi-public spaces ("Public Spaces").

Public Spaces contribute to the identity of a community. They help bring a downtown area to life. There are economic, social, cultural, and environmental benefits to having great places for people 'to see and be seen'. Great Public Spaces enhance the health of a community. The City is investing in the Grand Junction Plaza (see page 29) for this very reason, but a successful downtown will need more Public Spaces than Grand Junction Plaza alone.

Businesses, institutions, multi-family developers, and civic uses should consider creating their own areas for public engagement, gathering, and recreation. The spaces do not have to be large to be successful. Examples of Public Spaces (see Figure 2.15: Example Public Spaces) include but are not limited to: courtyards, plazas, gardens, public squares, fountains, marketplaces, public commons, or promenades. Public Spaces, such as lobbies, concourses, or lounges could even be located indoors as long as they were truly open to the public.

According to the American Planning Association, there are eight (8) characteristics of a great Public Space (source: www.planning.org):

- Promotes human contact and social activities;
- Safe, welcoming, and accommodating for all users;
- Has design and architectural features that are visually interesting;
- Promotes community involvement;
- Reflects the local culture or history;
- Relates well to bordering uses;
- Well maintained; and
- Unique or special character.

Figure 2.15: Example Public Spaces

Figure 2.15.A (Source: Department Photo)

Figure 2.15.B (Source: Department Photo)

Figure 2.15.C (Source: Department Photo)

Figure 2.15.D (Source: Department Photo)

Figure 2.15.E (Source: Department Photo)

Figure 2.16: Grand Junction Plaza
(Source: Land Collective)

Figure 2.16.A: Site Plan

Figure 2.16.B: Wetland Amphitheater

Figure 2.16.C: Aerial View Looking Northwest

Each development in this sub-district should be designed to embrace Public Spaces, and incorporate design aspects (e.g., building treatment, street furniture, plazas, promenades, landscaping) and uses (e.g., outdoor dining, parks, display areas, courtyards), where appropriate, that complement the Public Space and attracts people.

B. Grand Junction Plaza: Grand Junction Plaza encompasses approximately eight (8) acres bound by Jersey Street, Mill Street (as extended), and Union Street. The design for the plaza is depicted in Figure 2.16: Grand Junction Plaza.

Figure 2.16.C: Jersey Street + Plaza

Grand Junction Plaza is planned to include: an amphitheater and lawn gathering place for festivals, concerts and special events; a water feature; an arts garden; a full size ice skating rink in the winter months; a hardscape festival boulevard; and a play in nature area. The plaza will provide programmable space throughout all seasons and will be the connecting point of the Grassy Branch and Midland Trace Trails, allowing for access to Westfield's complete trail system and other points of interest throughout the community. Surrounding pedestrian-friendly streets will invite visitors and residents alike to explore both the plaza and area restaurants and shops.

As of the adoption of this chapter, the phasing for the construction of the plaza had not been determined. The improvement and restoration of the riparian corridor through the plaza from Union Street to the newly extended Mill Street will be completed as part of the first phase of the City's larger detention improvements (see Figure 2.21: Detention Area & Phasing).

C. Public Art: In addition to the demonstrated economic and social benefits, public art will be an important component to identify and share the culture of our community and shape the built environment of this sub-district.

Public art integrated into public and private spaces will create a distinct and unique character that is welcoming and safe for pedestrians, including residents and first time visitors of our community. Additionally, public art encourages pedestrians to explore the downtown environment. The theme for public art should be modern, yet historic, by offering educational and story-telling opportunities.

Figure 2.17: Example Public Art

Figure 2.17.A (Source: Department Photo)

Figure 2.17.B (Source: Department Photo)

Although no specific requirement for public art is identified herein, public art should be incorporated throughout the sub-district to create focal points, places to gather and character. Public art could be simple, yet understated, recognizing that several little pieces of pocket art have a collective impact on the character of the sub-district. Signature or more significant pieces of public art should be provided at nodes or specific focal or gathering points.

Figure 2.17.C (Source: Department Photo)

Figure 2.17.D (Source: Department Photo)

Opportunities for public art to be incorporated as street furniture or public realm improvements (e.g., planters, bicycle racks, seating, lighting, trash cans) or into public infrastructure (e.g., manhole covers) are encouraged (see Figure 2.18: Public Infrastructure Examples).

Figure 2.18: Public Infrastructure Examples

Figure 2.18.A (Source: Department Photo)

Figure 2.18.B (Source: Department Photo)

The Westfield Arts Alliance, a working committee of the Downtown Westfield Association, has created a plan to begin engaging with the community to develop arts as a community place-maker.

The goals of this plan are to:

- Develop a vibrant arts culture by establishing a supportive environment for awareness of the arts.
- Encourage community connections through all forms of art.
- Use the arts as an economic driver by establishing standards and purpose.
- Develop sustainable practices designed to increase participation in arts programming.

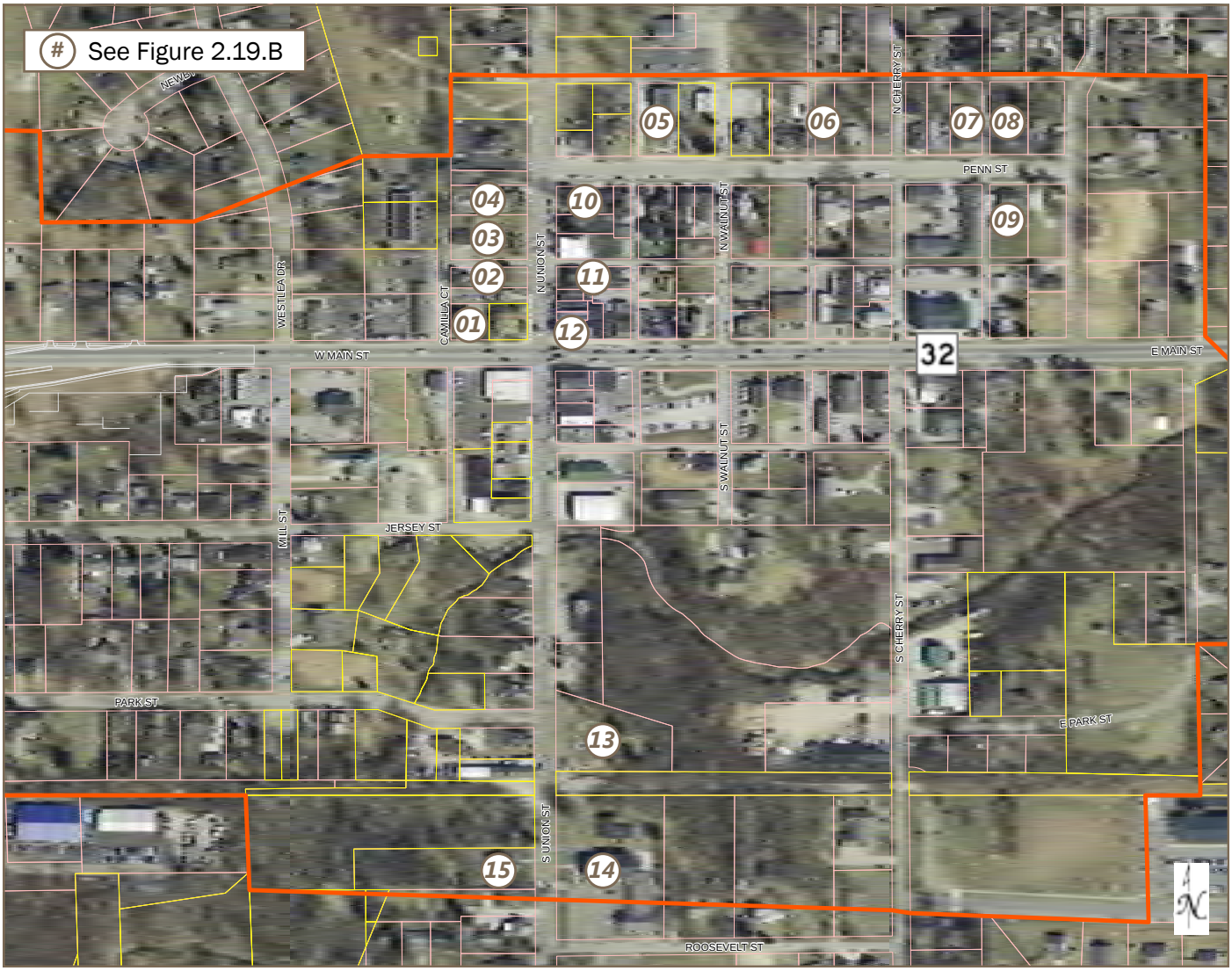
All public art pieces should be coordinated with the Westfield Arts Alliance.

D. Historical Assets: Much of the community's existing architecture is modest, reflecting our strong Quaker heritage. As such, new development and adaptive re-use of existing structures should bridge the gap for future development with the community's history.

As further detailed herein, several sub-areas of this sub-district emphasize the community's "village" or "old town" areas. Even if buildings don't have a historical significance, in the traditional sense, a priority should still be given to emphasize that new and maintained existing buildings are authentic to the intended architectural style and are eclectic. Furthermore, in some instances it may be appropriate to preserve a building's facade rather than preserving the building itself.

Several smaller blocks are noted within this addendum as a priority to maintain the existing character (e.g., north side of Main Street, east of Union Street). In addition, the Hamilton County Interim Report, as amended, published March 1992 by the Historic Landmarks Foundation of Indiana, provides an

Figure 2.19: Existing Interim Report Properties within Sub-District
Figure 2.19.A: Map of Interim Report Properties



inventory of buildings and sites that were surveyed in Hamilton County. The survey and subsequent report was intended as a resource for governmental agencies and organizations in evaluating the potential historical significance in planning and development efforts, as well as serve to boost citizen-awareness of the cultural heritage of a community. A list of the existing buildings and sites that were inventoried and within this sub-district are depicted in Figure 2.19: Existing Interim Report Properties within Sub-District (an "Interim Report Building").

Most of the buildings surveyed were rated as "contributing", which was given to buildings meeting the basic criteria of being pre-1940, but that are not necessarily important enough to stand on their own as individually significant; rather, such buildings generally contribute to the larger density or continuity of the area's historic fabric. Two (2) structures were rated as "notable", meaning further research may reveal that the property could be eligible for National Register listing.

This addendum recommends the development of review criteria to be applied to any potential demolition activities of an Interim Report Building. The intent of this review criteria would be to determine what, if any, level of preservation may be desirable with respect to that building. Such review criteria may include coordination with the Indiana Historical Society or other organizations to further determine the historical significance of the building.

Figure 2.19.B: Photos of Interim Report Buildings (Source: Department Photos, 2015-2016)

(01) Westfield Carnegie Library (Notable), 104 W Main Street. *Craftsman, 1910/1918; Architecture, Social History (Interim Report No. 024).*

(02) House (Contributing), 115 N Union Street. *I-house, c. 1870; Vernacular/Construction (Interim Report No. 020).*

(03) House (Contributing), 119-123 N Union Street. *I-house, c. 1855/c. 1880; Vernacular/Construction (Interim Report No. 019).*

(04) House (Contributing), 135 N Union Street. *Free Classic, c. 1910; Architecture (Interim Report No. 009).*

(05) Congregational Church (Contributing), 132 Penn Street. *Gable-front/Greek Revival, 1861; Architecture, Religion, Vernacular/Construction (Interim Report No. 010).*

(06) House (Contributing), 216 Penn Street. *Hall-and-parlor, c. 1845; Vernacular/Construction (Interim Report No. 011).*

(07) House (Notable), 312-314 Penn Street. *Double-pen/Greek Revival, c. 1845; Architecture, Vernacular/Construction (Interim Report No. 012).*

(08) House (Contributing), 320 Penn Street. *Central-passage/ Greek Revival, 1845; Architecture, Vernacular/Construction (Interim Report No. 013).*

(09) House (Contributing), Penn Street. *Double-pen, c. 1863; Vernacular/Construction (Interim Report No. 016).*

(10) Oscar Brown House (Contributing), 136 N Union Street. *Italianate, c. 1879; Architecture (Interim Report No. 018).*

(11) House (Contributing), 116 N Union Street. *Gable-front/ Greek Revival, c. 1855; Architecture, Vernacular/Construction (Interim Report No. 021).*

(12) State Bank of Westfield (Contributing), 100 N Union Street. *Commercial Vernacular, 1899; Vernacular/Construction (Interim Report No. 022).*

(13) Cemetery (Contributing), S Union Street. *c. 1851-c. 1872; Exploration/Settlement, Religion (Interim Report No. 023).*

(14) Westfield Friends Meetinghouse (Contributing), 322 S Union Street. *Gable-front, 1888; Religion, Vernacular/ Construction Architecture, Education, Religion (Interim Report No. 029).*

(15) House (Contributing), 323 S Union Street. *Gable-front/ Gothic Revival, c. 1860; Architecture, Vernacular/Construction (Interim Report No. 028).*

In order to encourage preservation, the Council established The Westfield Facade Improvement Grant Program in 2011. The program is designed to enhance the development of downtown and increase economic development by assisting owners in making quality real estate improvements fostering a sense of place. The program is intended to increase the overall beauty of downtown by:

- Increasing pedestrian traffic;
- Increasing tourism;
- Promoting an attractive environment for new investment and business activity;
- Preserving and increasing the quality of life of Westfield residents and visitors; and
- Providing Downtown businesses and property owners with a higher return on their investment.

Where appropriate in the various sub-areas, adaptive re-use of existing buildings is encouraged and new buildings should be contextually sensitive.

The community's history is as much about Westfield's role in history as it is in the community's existing buildings. As such, a priority is placed on public art that is educational and provides story-telling opportunities of our history (see Figure 2.20: Historical Story-Telling Examples). This type of public art engages residents and visitors and provides a complementary historical asset differently than preserved buildings.

Figure 2.20: Historical Story-Telling Examples
Figure 2.20.A (Source: Department Photo)

Figure 2.20.B (Source: www.associationforpublicart.org)

E. Detention Design and Planning: A significant amount of land within the downtown area, particularly with the Grand Junction Plaza and the Grassy Branch Quadrant, falls within the floodplain of the Grassy Branch Creek and Thompson waterways. Additionally, storm water detention requirements make development challenging on small parcels of land which primarily exist within the Grand Junction.

In an effort to free up land for development and address existing drainage issues, the City has started work on a larger detention system that impacts the Junction Sub-District west of Union Street and south of Main Street. Figure 2.21: Detention Area & Phasing depicts the geographic extent of the larger detention area and phasing. Upon completion of the detention improvements, the City anticipates submitting a Letter of Map Revision (LOMR) to reflect the modified floodplain as a result of these improvements.

In addition, the improvements will position for the corridor to be enhanced pursuant to the City's Parks and Recreation Master Plan with the Monon/Midland Loop and Grassy Branch Trails, which furthers the goals of the Grand Junction Implementation Plan.

1. **Phase One (blue):** Phase one has been designed and received regulatory approval. This phase will be constructed with the extension of Mill Street (yellow), which is anticipated to start in Spring 2016 and completed in Fall 2016. Phase One includes a pedestrian tunnel/culvert under Mill Street for pedestrian connectivity of the Midland Trace Trail and plaza. Phase

one will accommodate drainage for property encompassed by Jersey Street, Union Street and Mill Street.

2. Phase Two (red): Phase two will accommodate drainage within the Junction Sub-District for property west of Mill Street and south of Main Street. Phase two will potentially be constructed as part of the southern extension of Poplar Street, which is currently anticipated for Spring 2018. The extent and location of phase two will be determined at the time of design.

Figure 2.21: Detention Area & Phasing

Drainage in other areas of the sub-district are expected to be managed with on-site or coordinated at a larger scale, if appropriate or necessary, to increase the capacity of existing drainage infrastructure.

F. Trails & Greenways:

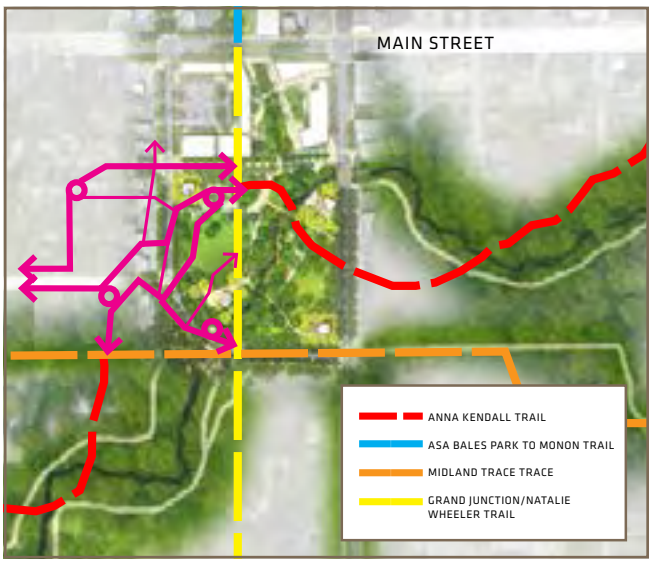
As depicted in Figure 2.22: Trails & Greenways Exhibit and the City's Parks and Recreation Master Plan, several trail systems intersect within the Junction Sub-District including the Natalie Wheeler Trail/Grand Junction Trail, Midland Trace Trail, Grassy Branch Trail, and Monon/Midland Loop. The vision established by this chapter is intended to draw on and enhance these trail systems.

An objective of the Grand Junction Implementation Plan 2013 was to "connect Grand Junction Trail to Asa Bales Park by installing a tunnel under State Highway 32." After further consideration of the existing conditions at the potential tunnel crossing and anticipated improvements, it has been determined a more likely route to connect Grand Junction Trail to Asa Bales Park is to route the Grand Junction Trail along the west side of Union Street and cross State Road 32 at grade with an enhanced pedestrian crossing. The trail would then extend north to the entrance of Asa Bales Park (see page 42 for further details).

Figure 2.22: Trails & Greenways Exhibit
Figure 2.22.A: Midland Trace Trail
(Source: dwna.org)

Figure 2.22.B: Grand Junction Trail
(Source: Department Photo)

Figure 2.22.C: Trail Connections (Source: Land Collective)



ACCESS & CIRCULATION

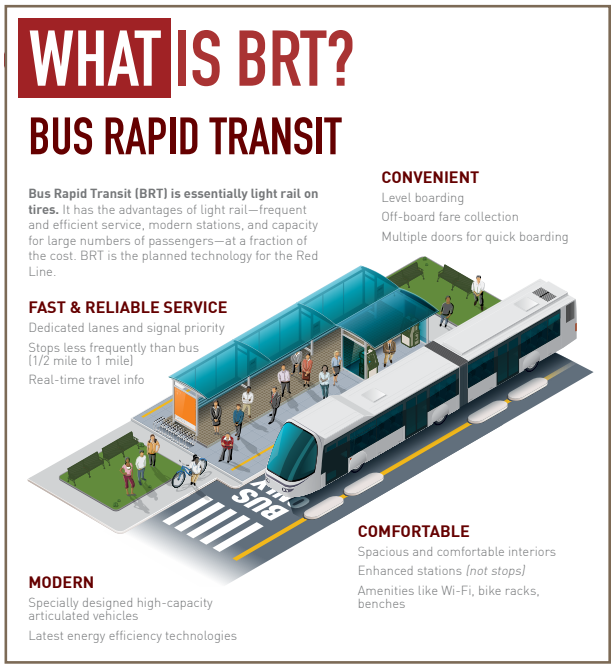
A. Mass Transit

1. Indy Connect: Since the adoption of the Grand Junction Implementation Plan in 2013, Westfield has cooperatively worked with Indy Connect (www.indyconnect.org) regarding the initial bus rapid transit plan for the "Red Line". In 2014, refinements were made to the plan that result in the proposed north terminus for the Red Line at or near Grand Park (see Figure 2.24: Indy Connect Red Line Recommendations).

   As shown, there are locations that have been preliminarily identified as possible stations for the Red Line within Westfield. Due to available land and routing efficiencies, the station that impacts the Junction Sub-District in downtown is anticipated to be located near the intersection of Poplar Street and Main Street (SR32).

   As a result, development around the station will need to incorporate transit oriented design elements including walkability; parking; high density and high quality development within a ten (10) minute walk of the station; mixed land uses (residential, office, retail, government, and other employers); potential bike sharing station(s); and, other infrastructure related to a bus rapid transit station.

Figure 2.23: Bus Rapid Transit (Source: IndyConnect)



To the extent possible, the City encourages the consideration of a route stop within a parking garage to increase infrastructure efficiencies and maximize the investment while furthering the design goals and objectives of this chapter.

As of the adoption of this chapter, the Red Line is currently in the Project Development and Preliminary Engineering Phase. This continues to prepare the region to apply for Federal funding to construct the project through the Federal Transit Administration at the appropriate time.

2. Hamilton County Transit Forum: In addition to the Indianapolis metropolitan area's transit efforts, leaders within Hamilton County have initiated the Hamilton County Transit Forum. The Hamilton County Transit Forum is a group consisting of business partners, nonprofit and local government staff, and elected officials that is planning for Indy Connect's Central Indiana's Transportation Initiative and the possibility of enhanced local bus service.

   Enhanced local bus service includes the possibility of routing local bus service throughout the County that would complement the Red Line. Local bus service could potentially include multiple routes and stops within the Junction Sub-District.

Figure 2.24: Indy Connect Red Line Recommendations (July 2015)(Source: IndyConnect)

Figure 2.25: Examples of Local Bus Service

Although the potential for local bus service is still in early analysis and planning stages, the purpose of identifying its potential in this chapter is to ensure that as development occurs within the sub-district, consideration should be given to where and how that development embraces these potential bus stops in the future. Bus stops could be enhanced or incorporated within the public and private streetscape. Potential stops or stations should receive special consideration to the public spaces surrounding it and pedestrian safety.

B. Rights-of-Way & Alleys:

1. Alleys: If necessary, the City will entertain vacating existing alleys in order to make a proposed project design viable; however, it is anticipated that existing alleys will need to be enhanced and new alleys will be proposed.

   Alleys should primarily function as service corridors for abutting development (e.g., employee activity, deliveries, dumpster and trash service, mechanical equipment); however, enhanced alley ways for pedestrian corridors should also be considered as opportunities for mid-block connections as well as a human-scaled place for temporary special events.

Figure 2.26: Street Cross-Sections

Figure 2.26.A: Right-of-Way with Minimum Build-to-Line (e.g., Jersey Street, Walnut Street)

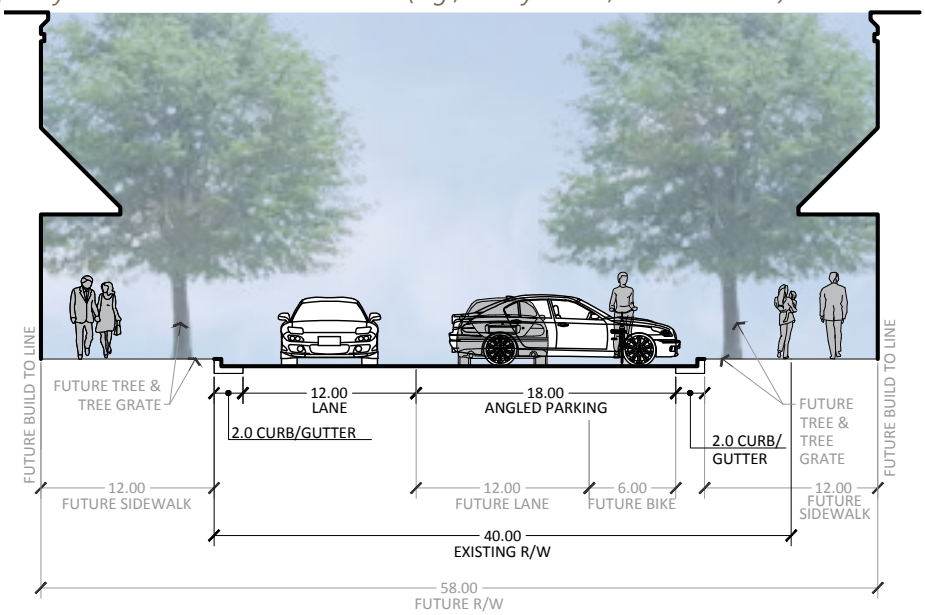


Figure 2.26.B: Right-of-Way with Existing Structures Setback (e.g., Park Street, Penn Street)

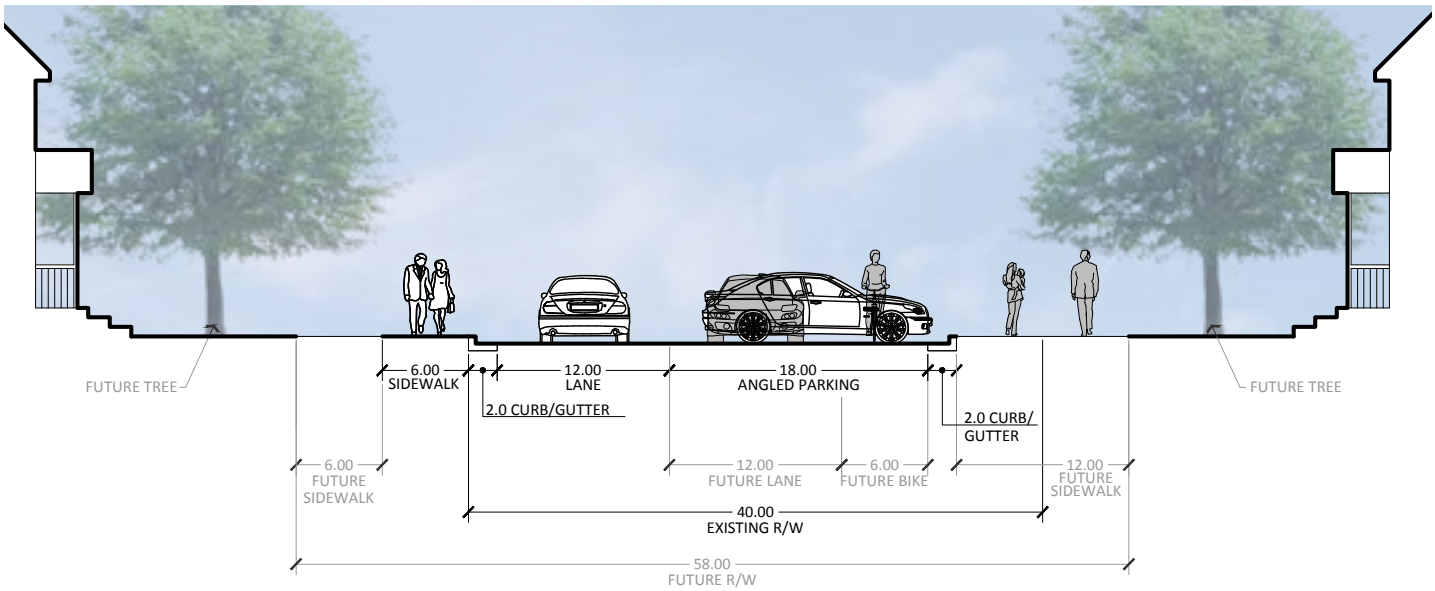


Figure 2.26.C: Jersey Street Right-of-Way Abutting Grand Junction Plaza

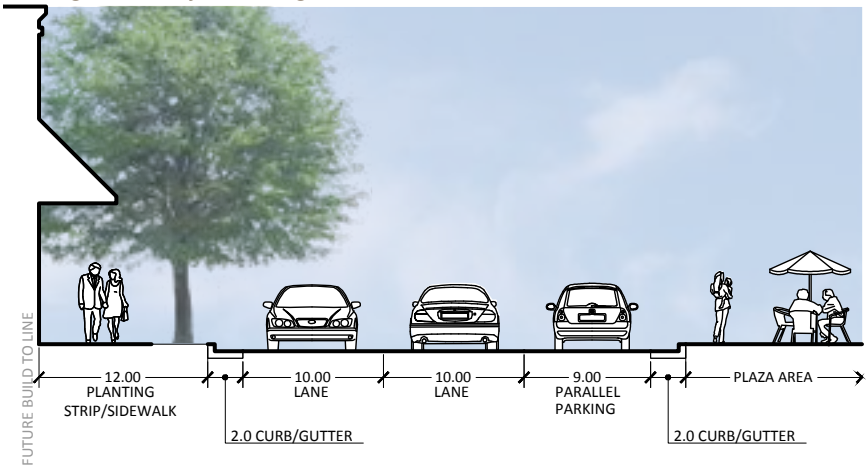
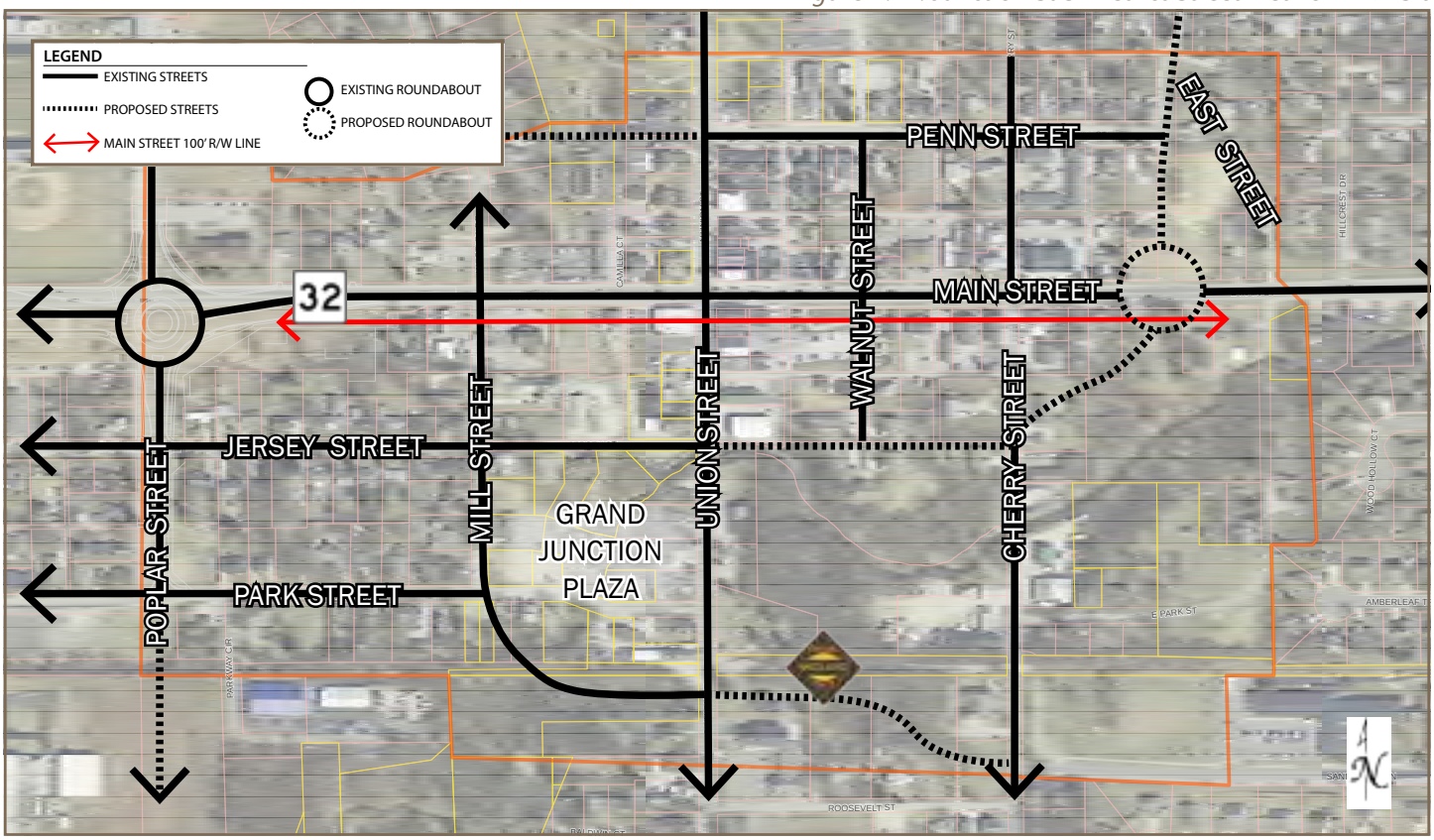


Figure 2.27: Junction Sub-District Street Network Exhibit



Alley cross-section designs will vary on a case-by-case basis; however, alleys are not intended to be designed or used to provide fire access.

2. Existing Streets: If necessary, the City will entertain vacating existing streets in order to make a proposed project design viable.

As the sub-district continues to transform, existing street rights-of-way will need to be enhanced to: (i) accommodate an increase in vehicular and pedestrian traffic; (ii) provide for on-street parking, as appropriate; and (iii) improve circulation and safety for both vehicles and pedestrians.

Improvements within the rights-of-way may be short or long term and the specific improvements for existing streets within the sub-district will vary in order to serve the needs of the community at that time. For example, on-street parking should be given a priority until more long term parking solutions become available. As a result, it is possible some existing rights-of-way may need to become one-way traffic only in order to facilitate angled or parallel on-street parking.

Pedestrian facilities are also a priority within the street right-of-way where they do not currently exist, and such pedestrian facilities should be wider in accordance with this chapter.

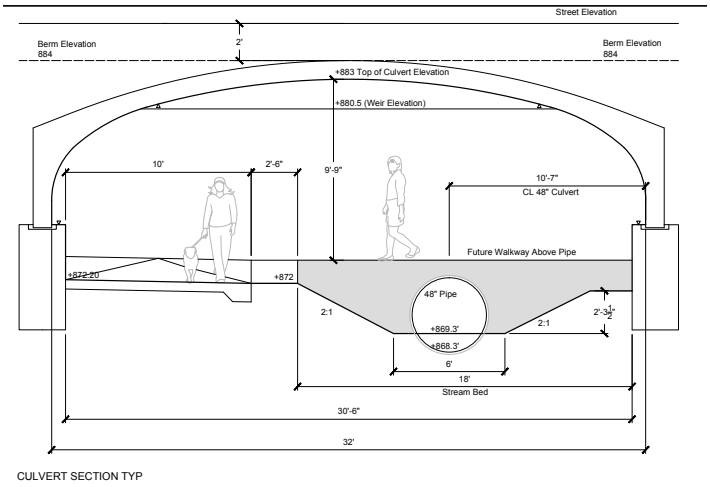
Figure 2.26: Street Cross-Sections is a series of cross-section scenarios that are appropriate for streets within this sub-district based on right-of-way widths that currently exist and that may need to be expanded.

2. New Streets: The Grand Junction Implementation Plan identified the existing and proposed street network within Grand Junction. With the exception of Mill Street, as summarized herein, the construction of new streets will be largely dependent on development in those areas. For purposes of this chapter, the proposed streets have been refined as depicted in Figure 2.27: Junction Sub-District Street Network Exhibit.

All street rights-of-way shall be dedicated to the City pursuant to the Westfield Thoroughfare Plan and this addendum.

3. **Mill Street:** As noted elsewhere in this chapter (see page 35), the Mill Street extension from Park Street to Union Street is anticipated to start Spring 2015 and be completed Fall 2016. The extension (see Figure 2.28 Mill Street Pedestrian Tunnel) includes the construction of the pedestrian tunnel/culvert under Mill Street for the Grassy Branch Trail and Midland Trace Trail (see Figure 2.29: Mill Street Cross-Section).

Figure 2.28 Mill Street Pedestrian Tunnel



C. Pedestrian Connectivity:

A priority within this sub-district is compactness, connectivity, and walkability with the intent to attract people. As a result, typical suburban prototypes of new buildings and site designs should not be permitted. Rather, features such as adjacent surface parking, drive-through lanes, lack of sidewalks, front entrances from parking areas rather than public realms, and the like are strongly discouraged.

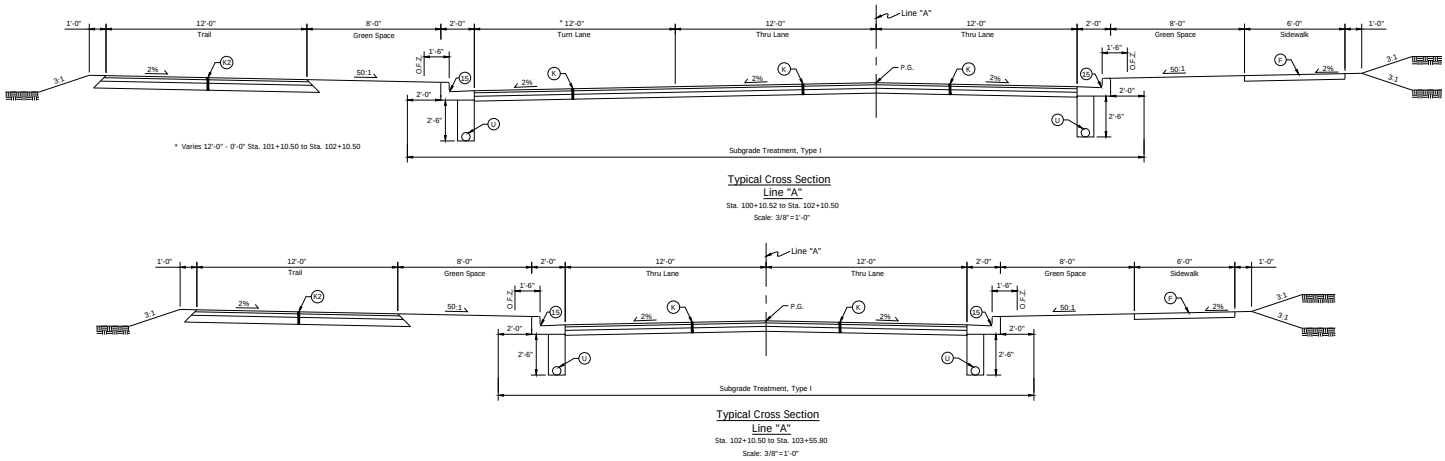
Pedestrian connectivity includes increased pedestrian accessibility through the implementation of wider sidewalks, mid-block pedestrian crossings, intersection sidewalk bulb-outs, table speed bumps (where appropriate), bicycle parking amenities, shorter blocks and accessible ramps at crossings (see Figure 2.30: Example Pedestrian Connectivity Amenities).

Figure 2.30: Example Pedestrian Connectivity Amenities

Figure 2.30.A (Source: Department Photo)

Figure 2.30.B (Source: www.nacto.org)

Figure 2.29: Mill Street Cross-Section



Pedestrian pathways and crossings, whether public or private, shall be delineated (e.g., pavers, striping, edging, material) and distinguished from vehicular surfaces (see Figure 2.31: Delineated Pedestrian / Raised Crossing).

Additionally where appropriate, landscaping, street furniture, planters, walls, etc. should be used to further separate pedestrian spaces from vehicular spaces to create a safe environment for pedestrians.

Figure 2.31: Delineated Pedestrian / Raised Crossing

Figure 2.31.A (Source: www.nacto.org)

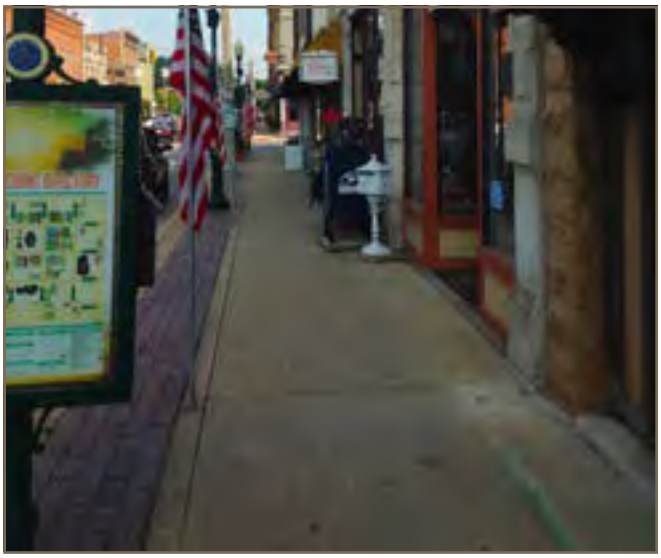
Figure 2.31.B (Source: Department Photo)

Public Spaces between buildings and the curb should generally include a wider pedestrian sidewalk (e.g., up to fifteen (15) feet wide on primary pedestrian streets and ten (10) feet wide on secondary pedestrian streets) that can accommodate: (i) a five (5) to six (6) foot wide unobstructed walking area; (ii) a two (2) to three (3) foot wide area for related street furniture and amenities (e.g., display space, outdoor dining) abutting the building; and (iii) a two (2) to three (3) foot area abutting the curb for trash, street lights, signs, and then street trees where sidewalk widens (see Figure 2.32: Example Public Sidewalk Space and also Figure 2.26: Street Cross-Sections).

Figure 2.32: Example Public Sidewalk Space

Figure 2.32.A (Source: Department Photo)

Figure 2.32.B (Source: Department Photo)



D. State Highway 32 Corridor: A priority action item of the Grand Junction Implementation Plan is to formalize a position with the Indiana Department of Transportation (INDOT) regarding a potential State Highway 32 expansion through Grand Junction. In addition to providing guidance to INDOT for the community's desired design, formalizing a position as a policy further provides guidance for future development that abuts the Main Street corridor (e.g., setbacks, design, building orientation). The following is intended to establish the community's position with regard to the State Highway 32 expansion through downtown.

1. **Preferred Alternative:** As summarized in the Grand Junction Implementation Plan, a Main Street Corridor Study was completed by American Structurepoint, Inc. in 2010, which recognized the required balance for Main Street to serve both regional and local needs. The vision of the community is a Grand Junction District that is a vibrant, walkable, mixed-use district where people can live, work, and shop, with much of the redevelopment effort anticipated to be concentrated along the Main Street corridor. As an integral part of the Grand Junction District, the Main Street corridor will have direct impacts on the success of this vision.

   The purpose of the study was to identify and evaluate transportation improvement alternatives for the corridor as a regional thoroughfare, while also supporting the local redevelopment efforts, and the study concluded with a preferred alternative.

   It is hereby established that the policy of the City is to generally adopt the recommended preferred alternative as depicted in Figure 2.34: Preferred Alternative. Where possible, limiting left turns is desirable to increase efficiency of traffic moving through downtown, while also minimizing potential conflict points with pedestrians. In addition, a priority in the design of this corridor and other rights-of-way is for utility lines to be buried.

2. **Width and Location:** The preferred cross-section requires a right-of-way width of one hundred (100) feet (see Figure 2.35: Preferred Alternative Cross-Sections). The existing right-of-way width is approximately seventy (70) feet. As a result, consistent with the historic asset and character provisions herein, the recommendation is for the right-of-way to be expanded to the south, maintaining the existing north right-of-way line of Main Street. As such, new (re)development should dedicate this additional right-of-way and design building setbacks and public right-of-way improvements (sidewalks, lighting, street furniture) accordingly.

3. **On-Street Parking:** In addition, an emphasis that needs to be taken into consideration at the time of the final design and construction is for on-street parking and safe pedestrian crossings. On-street parking should be permitted on Main Street, even if only permitted during non-peak hours.

4. **Pedestrian Crossings:** Safe pedestrian crossings, particularly during community events and peak tourism seasons, is mandatory to ensure safe pedestrian crossing between the north and south sides of Main Street. Crossings should not only meet safety design criteria, but care should be given in the final design to ensure the crossing provides a welcome and aesthetically-sensitive environment (see Figure 2.36: Enhanced Pedestrian Crossings). Options to better facilitate pedestrian crossing could include increased pedestrian cycles, scramble (Barnes Dance) lights, or split phase.

   The primary pedestrian crossing that has been identified is the crossing of a realigned Grand Junction Trail at Union Street (see page 35). As a result, pedestrian traffic should be channeled and re-directed to Union Street with a wider, at grade crossing.

5. **Curb Cuts:** No new curb cuts onto Main Street should be permitted. Existing curb cuts should be removed upon redevelopment with vehicular access to properties via other streets or alleys.

Figure 2.34: Preferred Alternative
(Source: Main Street Corridor Study)

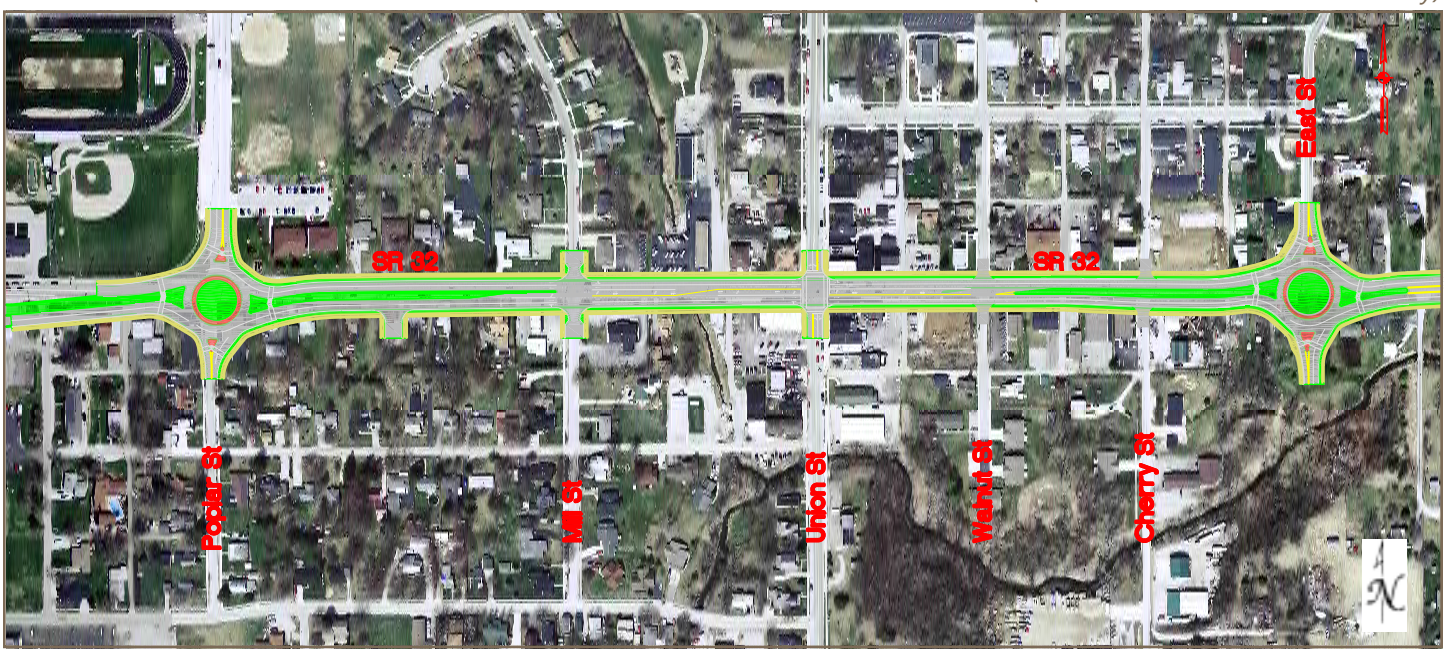


Figure 2.35: Preferred Alternative Cross-Sections
Figure 2.35.A: Cross-Section with Median

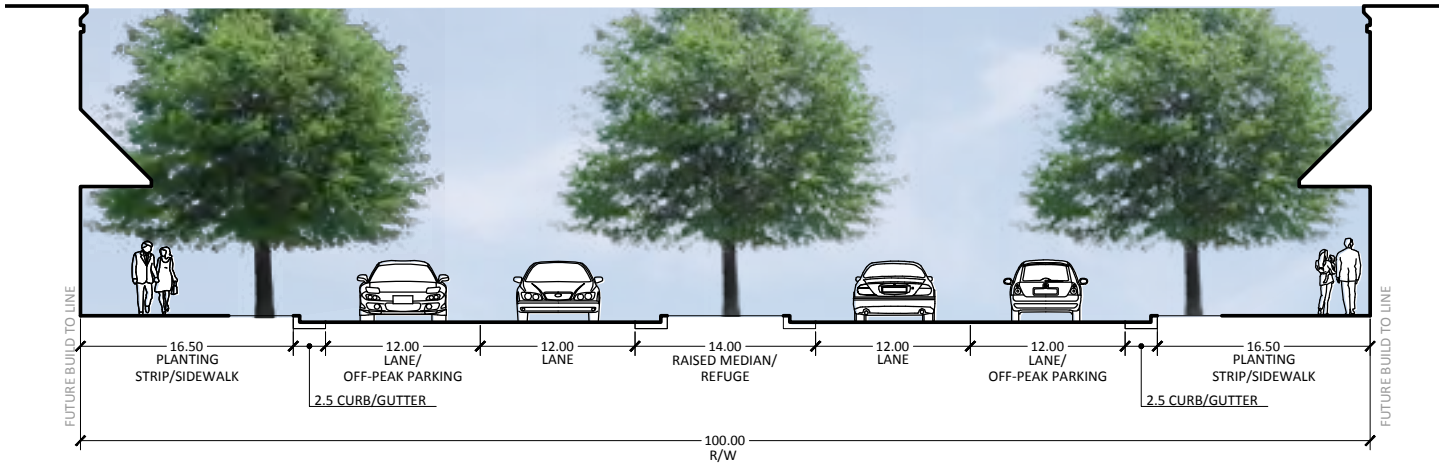


Figure 2.35.B: Cross-Section with Turn Lane

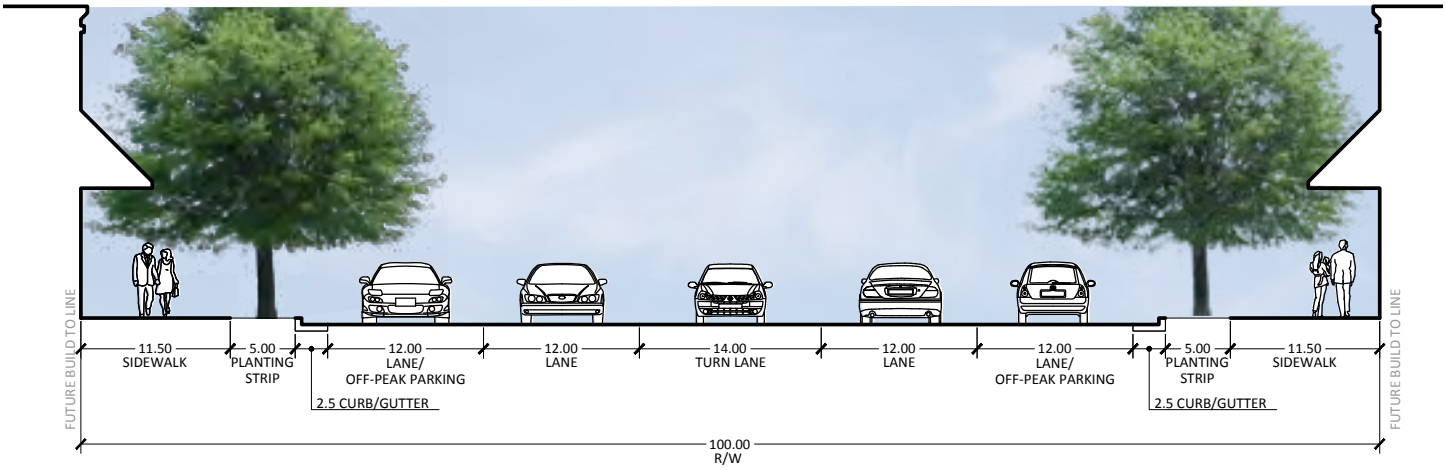


Figure 2.36: Enhanced Pedestrian Crossings
Figure 2.36.A (Source: www.nacto.org)

Figure 2.36.B (Source: www.urbanindy.com)

PARKING

The City's existing parking requirements are conventional for a suburban community and don't necessarily fit the needs of downtown. On-street parking is generally encouraged within the public right-of-way, while flexibility for off-street parking requirements within this sub-district should be provided. Parking requirements should be flexible, respond to market conditions, and address the intended mix of land uses, both short and long term, as development occurs within the sub-district.

In the more dense sub-areas (e.g., Main Street Corridor and Grand Junction Plaza Block) and in close proximity to public transportation hubs, on-site parking and parking structures should be required. In other sub-areas, parking requirements could allow for the ability to be waived or modified as parking is otherwise being provided within proximity of the site (e.g., parking located within four hundred (400) feet for patrons and seven hundred (700) feet for employees).

A. Overarching Parking Policies: The overarching parking policies for this sub-district include:

1. **Sharing Parking:** Minimize exclusive-use parking so that the value of public and private investment in surface and structure parking can be maximized.
2. **Convenient:** Ensure parking is conveniently located and accessible to encourage visitors and residents to be able to park once in downtown and be to walk to multiple destinations.
3. **Accessible:** Provide parking throughout the sub-district that supports mass transit and enhances pedestrian circulation.

B. Basic Parking Policies: The following sets forth the basic policies that should be considered as development and redevelopment is proposed within the sub-district:

1. **Park Street Corridor:** Off-street parking requirements should not be required, or at least should be minimal, for uses within this sub-area.
2. **Penn Street Corridor:** Some, but minimal, off-street parking should be required for uses within this sub-area.
3. **Other Sub-areas:** Off-street parking should be required within all other sub-areas. Off-street parking should be located to the rear and/or interior of buildings with minimal frontage along public streets; however, parking should be readily signed for ease of access and circulation.
4. **On-Street Parking:** On-street parking should not be counted toward individual site parking requirements, rather on-street parking is intended to supply needs for normal residential and visitor use while also offsetting lower parking standards for surrounding uses.
5. **Shared Parking:** On-site surface parking with more than ten (10) parking spaces should remain open for use of the public, as non-exclusive, at least during non-peak hours of the use.
6. **Structured Parking:** Structured parking may be available for exclusive or non-exclusive use.

C. Parking Strategy: In order to develop a broader parking plan for the sub-district, the City engaged a parking consultant in September 2015 to perform a parking study of the sub-district area to assist and complement the City's planning efforts. As of the adoption of this chapter, that study was in progress; however, the scope of the study set forth its completion in a phased approach as follows:

1. **Phase One:** This phase is the initial parking supply and demand analysis, as well as shared parking analysis. The parking supply/demand inventory and analysis will be conducted, in addition to measuring the overall parking supply and occupancy during a typical day.

   Potential shared-use opportunities will be identified and incorporated into the analysis. Current and future conditions will be projected which will pinpoint the actual parking issues and where potential issues will occur in the future as proposed future developments are brought on-line.

   This analysis will provide the starting point and baseline from which to develop solutions for mitigating current and future parking issues.

2. **Phase Two:** This phase will be an analysis of alternatives that will build upon the knowledge developed in the first phase and include management strategies. This includes actual current parking conditions as well as projected future parking conditions.

   Alternative solutions for mitigating current and future parking issues will be developed. The potential solutions will be evaluated and ranked using a weighted-value matrix that will be created mutually with the client. This way, the final selections of preferred alternatives will reflect community parking-related values.

3. **Phase Three:** This phase would be outside of the initial analysis, but is the next step to preliminarily plan for potential new parking facilities that would include potential sites, qualitative criteria, phasing, costs and funding mechanisms (such as development impact fee assessed on vehicle trips or a parking in lieu fee).

D. Parking Design: The design of parking areas is critical to the success of the sub-district, both for aesthetics and functionality. The parameters below are intended to promote efficient use of limited parking supply while ensuring that parking does not dominate or detract from the public spaces and is appropriately designed for pedestrian circulation.

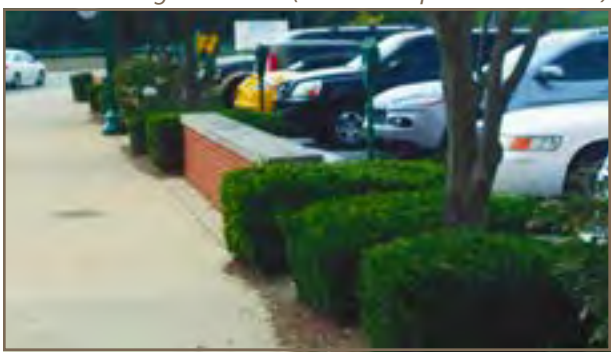
1. **Parking Structures:** In general, multi-story, above ground parking structures should have a retail and service industry presence at the street level. Parking structures may be incorporated into mixed use buildings or they may be stand-alone buildings as long as the street-level expectations are met. Structures should be architecturally consistent and compatible with nearby and adjacent buildings and should not contain visible parking areas (aside from access points), security grills, or other parking security methods.

2. **Surface Parking:** Surface parking areas may provide for short or long term parking solutions; however, long term surface parking areas will require greater sensitivity to location (limited street frontage); design (softened with landscaping, walls and fences); and, separation from pedestrian activity (see Figure 2.37: Surface Parking Treatment).

Figure 2.37: Surface Parking Treatment

Figure 2.37.A (Source: Department Photo)

Figure 2.37.B (Source: Department Photo)



Surface parking areas should not be allowed to be located between a structure and the Main Street right-of-way nor between a structure and any right-of-way abutting Grand Junction Plaza.

All surface parking areas, even if temporary, should be paved or equivalent (e.g., porous pavers) and landscaped. Larger parking areas should be broken up into smaller areas to reduce the overall area of paving and promote a friendlier pedestrian environment.

3. **Bicycle Parking:** Each principal building within the sub-district should include bicycle parking spaces/racks in order to accommodate and encourage bicycle use within the Grand Junction District. To the extent reasonable, consideration should be given to incorporate creative bicycle racks to function as public art, or as part of public infrastructure improvements.

Figure 2.38: Bicycle Rack Examples

Figure 2.38.A (Source: Department Photo)

Figure 2.38.B (Source: columbusparksfoundation.org)

Figure 2.38.C (Source: Land Collective)

E. Service and Loading Areas: Service and loading berths should be oriented in a manner so that they are not visible from streets or trails (hereinafter, "rights-of-way"), but rather from interior loading areas or alleys.

1. **Screening:** Screening should include opaque walls or fences and should be consistent with the architecture and materials of the associated building. Screening should be used to minimize visibility from all rights-of-way and adjacent properties. If appropriate to the context of the site, then landscaping should be considered to help soften the visual impact of a screen wall or fence.

   Elements such as meter boxes, utility conduits, roof projections such as vent and exhaust pipes, and basement window enclosures should be designed and located so as to minimize their visibility and visual impact.

2. **Dumpster Enclosures:** The City's zoning standards for screening trash receptacles and compactors, pallet storage and recycling areas, and other similar facilities should be applied within this sub-district. In addition, a roof which is architecturally-consistent with the architecture of the associated building should be considered when abutting structures in excess of two-stories (see Figure 1.4: Architecturally-Consistent Dumpsters).

   Exceptions for dumpsters and other similar containers (e.g., walk-in freezers) may be appropriate if not visible from rights-of-way (e.g., located along alleys and/or within building recesses) (see Figure 2.39 Example Alley).

Figure 2.39 Example Alley

(Source: Department Photo)

OUTDOOR STORAGE, DISPLAY AND DINING

A. Outdoor Storage: The City's zoning standards for outdoor storage (Article 6.12 of the Unified Development Ordinance) should be applied within this sub-district. The temporary storage of material inherent to serving the business's needs of products and deliveries (e.g., pallets) should be restricted to within buildings or screened from adjacent properties (e.g., within an enclosure for dumpsters or other similar receptacles).

B. Outdoor Displays: Outdoor displays in the downtown can create an interesting shopping environment that engages pedestrians and supports the business. As summarized herein (see page 26), outdoor displays enhance Public Spaces and attract people; however, outdoor displays can also result in a cluttered and unattractive appearance and create obstructions for pedestrians. If deemed appropriate, then a permitting process should be considered to effectively regulate outdoor displays.

The following provides guidance for outdoor displays within this sub-district, which are encouraged and supported if the following criteria are implemented (see also Figure 2.32: Example Public Sidewalk Space):

- Items displayed are limited to the merchandise sold by the business.
- Displays are located within the business's frontage and immediately adjacent to the building.
- Displays located adjacent to or in a right-of-way should maintain a minimum unobstructed sidewalk width of five (5) to six (6) feet and be a maximum depth of two (2) feet. Display would be subject to the appropriate encroachment permits if located within the right-of-way.
- Unobstructed access shall be provided to all building entrances, curb ramps, and fire access, including at least a two-foot linear clearance on each side of a building entrance.
- Materials and colors used for shelves, racks, easels and similar supports for displayed items shall complement the architectural style and colors used on the adjacent building façade.
- Displays must be maintained in an orderly appearance and displayed only during hours of operation for the associated business and shall be removed at the close of each business day.
- Outdoor displays shall be secured to prevent movement. However, they may not be permanently anchored to the right-of-way nor attached or affixed to any public tree, sign or similar fixture.
- In no case shall the location of the display occur within an area required for vehicular circulation, parking or loading, or emergency vehicle access.
- Maximum display area restrictions should be implemented based on a ratio of the business's street frontage.

Figure 2.40 Outdoor Display

Figure 2.40.A (Source: onemorefoldedsunset.com)

Figure 2.40.B (Source: Department Photo)

C. Outdoor Dining: As summarized herein (see page 26), outdoor dining spaces enhance Public Spaces and attract people. The City's zoning standards for Outdoor Cafe and Eating Areas (Article 6.13 of the Unified Development Ordinance) should be applied within this sub-district.

Figure 2.41 Outdoor Dining Spaces

Figure 2.41.A (Source: Department Photo)

Figure 2.41.B (Source: Department Photo)

Figure 2.41.C (Source: Department Photo)

In addition, the following guidelines should be considered:

- Outdoor dining areas abutting non-restaurant uses should consider barriers or screening to minimize the impact on adjoining properties.
- Furniture and fixtures relating to the outdoor dining area may not be stored on the public right of way and must be removed from the sidewalk when the restaurant is closed to the public every day and/or night.
- Outdoor dining areas permitted within the right-of-way are subject to the provisions herein (see also Article 6.13 of the Unified Development Ordinance), and would be subject to the appropriate encroachment permits.
- Outdoor dining areas located adjacent to or in a right-of-way should maintain a minimum unobstructed sidewalk width of five (5) to six (6) feet. Furniture and barriers should not be secured to trees, lamp posts, street signs, hydrants or any other right-of-way infrastructure.

LANDSCAPING STANDARDS

The City's existing landscaping standards are conventional for a suburban community and don't necessarily fit the needs of downtown. As downtown becomes more impervious, the "urban forest" becomes more important.

A. Purpose: According to the United States Department of Agriculture's "Sustaining America's Urban Trees and Forests" report (June 2010), urban forests enhance the physical, ecological, and cultural aspects of a community, including:

1. **Environmental:** Trees and landscaping make important contributions by reducing air pollution, ameliorating heat islands, improving hydrological conditions, sequestering carbon, and contributing to wildlife habitat. Use of drought-tolerant trees and landscaping can aide in water conservation.
2. **Economic:** Trees and landscaping can increase property values, increase commercial spending, and reduce maintenance costs of other streetscape elements.

3. **Aesthetic:** The visual characteristics of street trees and landscaping (form, color, texture) add greatly to the aesthetics of streets and can enhance the civic qualities of the public environment.

4. **Psychological:** People derive psychological benefits from symbolic and physical contact with nature provided by a green environment. A planted streetscape provides relief from an otherwise built out environment.

5. **Social:** Opportunities for new social contacts, community identity, and the opportunity to contribute to the establishment and care of a community feature are afforded by the presence of street trees and planting.

6. **Safety:** Consistent tree plantings along a street narrow the perceived width of a street, encouraging decreased vehicular speed and increased awareness of pedestrians.

B. Street Trees: Street trees are a critical element of the streetscape environment. Appropriate tree species selection, location and design will ensure the health of trees, enhance the character of the streetscape, and maximize public and private investment.

Street trees typically include trees planted within the public right-of-way; however, street trees could include trees planted in the front yard in corridors where space within the right-of-way is limited and building setbacks are greater (e.g., Jersey Street, Park Street). Street trees in rights-of-way should be planted in sidewalks with tree grates (minimum size of four (4) feet by (4) four feet) or other treatment, or between sidewalks and streets where planting strips of sufficient width exists.

Figure 2.42: Street Tree Streetscape Examples

Figure 2.42.A (Source: a2dda.org)

Figure 2.42.B (Source: permatill.com)

Figure 2.42.C (Source: www.terrafirmalandarch.com)

When designing a new or renovating an existing street, utilities and other elements should be relocated where feasible to establish regular tree spacing.

C. Abutting Street / Public Spaces: This landscaping area generally includes a space measured from the public right-of-way to the building facade. This area could include spaces identified as public spaces (see Figure 2.15: Example Public Spaces). General standards for lot or foundation plantings, as currently established by the City's zoning ordinance, do not address the nature of development envisioned in this sub-district (with the exception of single-family detached uses in the Penn Street Corridor).

The lack of yards and increase in impervious surfaces requires the primary focus for landscaping to be within the area immediately abutting the street, where the highest pedestrian activity will occur. This area should be landscaped with vegetation and/or hardscaped. If hardscaped, then window or ground planters should be considered to enhance the building's facade and soften the streetscape. The density of trees and flowers or shrubs will depend on the setback of the building from the street, as generally illustrated in the following exhibits.

Figure 2.43: Example Landscaping for Buildings less than 10′ from Right-of-Way
Figure 2.43.A (Source: destinationmainstreet.com)

Figure 2.43.B (Source: Department Photo)

Figure 2.43.C (Source: lotsafunmaps.com)

Figure 2.44: Example Landscaping for Buildings 10′ to 20′ from Right-of-Way
Figure 2.44.A (Source: Department Photo)

Figure 2.44.B (Source: Department Photo)

Figure 2.45: Example Landscaping for Buildings Greater than 20′ from Right-of-Way
Figure 2.45.A (Source: Department Photo)

Figure 2.45.B (Source: Department Photo)

In general, these spaces abutting the right-of-way should be enhanced with natural vegetation to the reasonable extent possible to ensure best practices for the plantings health, while also maximizing the "curb appeal" and streetscape character of the various sub-areas. The building placement will dictate whether a lawn or hardscape is more appropriate.

D. Off-Street Parking: Surface parking areas require greater sensitivity when located along streets to aesthetically soften and to separate from pedestrian activity (see also Figure 2.37: Surface Parking Treatment).

Figure 2.46: Additional Surface Parking Treatment

Figure 2.46.A (Source: phila.gov)

Figure 2.46.B (Source: Department Photo)

The City's existing perimeter and interior parking area landscaping requirements should be applied. It may be appropriate to reduce interior parking area landscaping requirements for parking areas surrounded by buildings. It is also appropriate for perimeter parking area plantings to be enhanced and supplemented with fences or walls.

E. Landscape Buffers: In general, landscape buffers should not be required in this sub-district due to the nature of the intended mix of uses. There may, however, be instances were buffering is appropriate adjacent to existing neighborhoods (e.g., Grassy Branch Quadrant). Additionally, there may be instances where more intense aspects of a use (e.g., outdoor dining) may require screening (e.g., walls, fences, landscaping) to minimize its impact on adjacent uses.

F. Stormwater Management: The design of landscaped areas should consider including appropriate conditions for improved stormwater detention and infiltration and low impact development opportunities (see Figure 2.47: Example Low Impact Design).

Figure 2.47: Example Low Impact Design

Figure 2.47.A (Source: urbanlandscapes.info)

Figure 2.47.B (Source: Department Photo)

Figure 2.47.C (Source: www.seattle.gov)

Figure 2.47.D (Source: Department Photo)

SIGNAGE STANDARDS

The City's existing sign ordinance is generally conventional for a suburban community. The existing sign standards allow wall signs and ground signs in this sub-district (if the ground sign is located a minimum of five (5) feet from the right-of-way and setback the applicable zoning district's setback for the side and rear lot lines). In addition, the existing sign ordinance permits projecting signs in some areas of the sub-district.

The existing zoning ordinance sign standards for multi-story, mixed use or multi-tenant buildings primarily anticipate these buildings in corporate or business parks and shopping centers, not necessarily in downtown. In addition, the existing design standards in the zoning ordinance are not as restrictive as may be desired (e.g., lighting, materials) and the standards are primarily intended for vehicular traffic without an emphasis on pedestrian traffic (e.g., size and location restrictions).

This sub-district is intended to be an area of high pedestrian activity with buildings of pedestrian scale and architectural interest. This intent is important when considering the use of signs, both permanent and temporary, to ensure the pedestrian experience is enhanced and the need to identify a use is balanced with the character of the building's architecture and streetscape.

Signs that are uniquely designed and placed with respect to the pedestrian-orientation and building's architecture can positively contribute to the character of the streetscape and the pedestrian's experience in this sub-district.

As a result, the following should be considered when alternative sign standards are proposed (e.g., variance, PUD District) within this sub-district:

A. General Guidelines:

1. Signs should be primarily oriented and scaled to the pedestrian.
2. Sign colors, materials and lighting should be restrained and harmonious with the building architecture.
3. Signs should be compatible with adjacent signs and should not compete for attention (such as using excessively bright colors or disproportionately sized letters).
4. Businesses located in alleys, courtyards or arcades, and without a primary customer entrance from the street, should be permitted to be identified from the street.
5. Signs should be durable, well-designed and act as unique expressions of the business.
6. Street numbers should be prominently displayed at the main entrance to every business, and be clearly visible from the street or alley.
7. Electronic signs should be prohibited.

B. Wall Signs:

1. Due to the pedestrian nature, projecting raceways or pins that cause a wall sign to protrude from the wall should not be permitted. Channel letters may be flush-mounted to the building.
2. Wall sign sizes should be limited to allow for the permitted sign area to be distributed for awning or projecting/blade signs.
3. Sign heights and sign area should be limited to a pedestrian scale (e.g., 18" or 24").
4. Internally illuminated signs are not preferred; but rather externally lit with decorative (e.g., gooseneck) light fixtures.

Figure 2.48: Example Wall / Blade / Awning Signs
Figure 2.48.A (Source: hammerworks.com)

Figure 2.48.B (Source: Department Photo)

Figure 2.48.C (Source: Department Photo)

Figure 2.48.D (Source: viewpointsign.com)

Figure 2.48.E (Source: redirectionsigndesign.com)

C. Ground Signs: Ground signs should not be permitted within the Main Street Corridor or the Grand Junction Plaza Block. Ground signs within other sub-areas are not preferred, but should only be permitted with the following guidelines:

1. Ground signs should only be permitted for single-tenant buildings with a front yard setback in excess of twenty (20) feet.
2. The design of ground signs should be unique to the business and match the style and materials of the corresponding building.
3. Other alternative types of signs do not provide adequate identification from the street.
4. The scale and location of ground sign complements the building and adjacent properties.
5. Landscaping is integrated with the sign to soften its appearance and not create a site or visual obstruction.
6. Ground signs should not be internally illuminated or back lit.

Figure 2.49: Example Ground Signs

Figure 2.49.A (Source: Department Photos)

Figure 2.49.B (Source: Department Photos)

Figure 2.49.C (Source: Department Photo (left))

(Source: architectural-lighting-and-sign-ideas.blogspot.com (right))

D. Projecting Signs: Projecting or blade signs is the preferred sign type for this sub-district. Projecting signs should be positioned along the first floor level of the facade. Projecting signs may take on their own special shape, or create their own symbol within the overall facade design.

Figure 2.50: Example Projecting Signs (Source: Department Photo)

E. Window Signs / Displays: Window signs and displays are an important aspect to engaging pedestrians along the streetscape; however, if done poorly can negatively contribute to the intended character. The following should apply.

1. Window graphics and displays should be tasteful and minimal, and designed to be pedestrian friendly.
2. Window graphics should use high quality, durable materials to prevent flaking and fading.
3. Window graphics should reinforce the identification of the store, and not compete with wall signs or distract from the business.
4. Illuminated window signs are discouraged. Signs such as "open" that are less than four (4) square feet in sign area are appropriate to allow.
5. Window graphics and displays should create an open and inviting appearance and express the nature or "personality" of the business without obscuring visibility.
6. Merchandise may be displayed but should not be stacked in the windows for storage, resulting in visual clutter.
7. Flashing or moving signs visible from the street through or on windows should not be permitted.

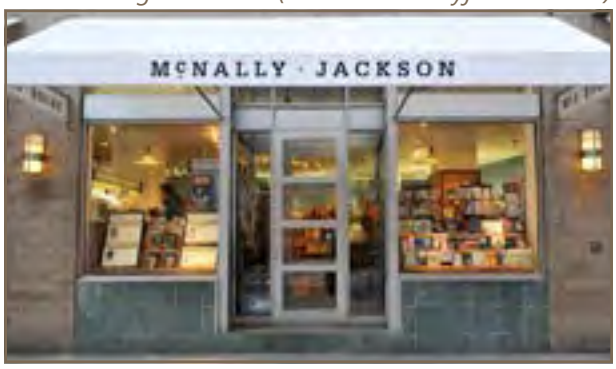
Figure 2.51: Example Window Signs / Displays

Figure 2.51.A (Source: archinect.net)

Figure 2.51.B (Source: shelf-awareness.com)

Figure 2.51.C (Source: designsalononline.com)

Figure 2.51.D (Source: mcnallyjackson.com)



LIGHTING STANDARDS

The City's zoning standards for lighting (Article 6.9 of the Unified Development Ordinance) should generally be applied within this sub-district, except as noted below.

Street lighting should be provided as part of all projects, on both sides of the street when possible, and spaced approximately one hundred (100) feet apart, and be of a decorative design as established by the City. Light poles should not obstruct pedestrian circulation.

Figure 2.52: Example Street Lights
Figure 2.52.A (Source: panaramio.com)(left)
(Source: valmontstructures.com)(right)

Lighting of the building or site should be designed so that light is not directed off the site and the light source is shielded from direct offsite viewing. It is anticipated that exterior lighting will overflow to adjacent properties and rights-of-way; however, for any use abutting single-family residential uses, illumination levels should not exceed 0.5 foot candles at the property line (in accordance with the Unified Development Ordinance). The minimum amount of light possible for lighting sidewalks should be used to not wash out building facades but sill maintain a safe environment.

Decorative exterior lighting is encouraged, but fixtures should be architecturally integrated with the building style, material and color. Fixtures should not obscure any building ornamentation. Rooftop lighting should be prohibited. All exterior architectural, display, decorative and sign lighting should be generated from concealed, low level fixtures.

Figure 2.52.B (Source: Department Photo)

The maximum height of light poles in parking areas should not exceed twenty-five (25) feet, in accordance with the Unified Development Ordinance; however, when light poles abut or are within ninety (90) feet of single family residential uses, then the height should not exceed fifteen (15) feet.

Figure 2.53: Example Decorative Fixtures
Figure 2.53.A (Source: kiterealty.com)

Figure 2.53.B (Source: cornerbakerycafe.com)

GENERAL DESIGN REQUIREMENTS

The following guidelines apply to all Sub-District Sub-Areas.

A. Franchise and Prototype Architecture:

Buildings that are stylized in an attempt to use the building itself as advertising or is contractually required as a standardized or prototype building by a use as a formula from or for another location should be prohibited, particularly where the proposed architecture is the result of corporate or franchise architecture.

B. General Architecture:

1. **Street Level Architecture:** The street level of a building should be designed with architecture that engages the street/sidewalk in a contextually appropriate manner, and integrates the building and landscape architecture.

2. **Pedestrian Scale:**

   a. Pedestrian scale detailing should be incorporated on the front facade of all buildings.

   b. Particularly, the street level of building facades should incorporate a higher level of visual interest and richer architectural detailing.

   c. Overall façade composition should break the building down into smaller distinct portions to provide a small-scale impression.

3. **Building Composition:**

   a. Building design elements should include an expression of a building base, a middle, and a top with articulated elements at the top of the first floor and the top of the building, as further described herein.

   b. The composition of all floors should be coordinated, which will usually be indicated by the alignment of upper floor windows and other features with openings and features of the first floor.

4. **Mechanical and Electrical Elements:** Elements such as meter boxes, utility conduits, transformers, roof projections such as vent and exhaust pipes, basement window enclosures, and other mechanical systems should be designed and located so as to minimize their visibility and visual impact from rights-of-way and important view corridors.

C. Building Materials:

1. **Existing Buildings:** Existing buildings include a variety of shake shingles, clapboard siding, vinyl siding, brick and stone. Renovations of existing buildings should include materials that include and complement the existing building.

2. **Permitted Materials:** New buildings should be faced with authentic natural materials such as wood, brick, and stone. Highly reflective materials, exterior insulation finishing systems (EIFS), vinyl siding, and concrete block should not be permitted. Precast is not preferred, though with attention to finishes and jointing, it could be considered appropriate.

3. **Alternate Materials:** The limited use of alternate materials (e.g., synthetic materials, fiber cement siding, vinyl siding, or other modern materials) as a secondary exterior building material may be appropriate on a case by case basis if used in the same way as traditional materials, and is consistent with an intended historical architectural style (e.g., shape, size, profile, texture matching the historical practice when these elements were used).

4. **Durability:** Building materials should be selected for longterm durability and minimal maintenance requirements, particularly at pedestrian levels. Less durable materials (e.g., stucco, fiber cement siding) should only be used above the first story.

5. **Material Variation:** The building material selection for all building facades should be supplemented with multiple colors and multiple textures (e.g., rough, smooth, striated, etc.).

6. **Material Transitions:** If material changes are proposed, then they should generally occur

at corners, changes of exterior planes, or be delineated by a specific horizontal transitional detail such as pronounced belt course or substantial reveal. The heavier material should always be placed beneath the lighter material.

7. Trim Details: Close attention should be paid to trim details such as corner beads, window and door trim, soffits and eaves, and accent surfaces to ensure a correct match to traditional wood.

D. Four-sided Architecture:

All building facades should be constructed with the same building material quality and level of architectural detail (e.g., window number, type, and placement; trim; ornamentation) on all building facades (e.g., 360 degree architecture). Exemptions could be considered for facades along alleys or when zero-lot lines exist.

E. Building Orientation:

1. All principal buildings should face a street, with a primary entrance readily apparent as a prominent architectural feature visible from the street.

2. The front facade should provide relief for windows and surrounds, storefronts, doors and features such as coursing, pilasters and lintels.

3. When applicable, retail storefronts should be oriented along the street facade of the first floor, except for pedestrian entrances to parking areas or trails, or small entrance lobbies for upper floors.

4. Buildings should be sited so that service activities (i.e. loading docks, garages and dumpster enclosures) are not adjacent to the street or a trail. When a lot configuration requires such activities from a street, these components should be architecturally integrated into the design of the façade and screened.

F. Building Entrances:

1. Entrances should include a functional overhead weather protection such as porches, awnings or building recesses.

2. Awnings should complement the building's architectural style, material, colors and details, and be of a non-reflective material (metal or aluminum awnings should be prohibited). Awnings should not be internally illuminated.

3. Doors and entryways should follow a traditional storefront design (usually recessed) and should be compatible with the architectural style of the structure. Other traditional elements include bulkheads, window displays and transom windows.

4. Entrances should be defined and articulated by architectural elements such as lintels, pediments, pilasters, columns, and other design elements appropriate to the architectural style and details of the building as a whole.

5. Building entrances should be transparent and well lit at night for the pedestrian.

G. Foundations:

Exposed foundations should be covered with masonry materials (e.g., limestone, granite, fieldstone) or architectural concrete that matches a color and texture that is historically consistent with the building's architectural style.

H. Windows:

1. General Design:

   a. All window designs should be compatible with the style, materials, color, details and proportion of the building and desired pedestrian scale.

   b. The number of window panes, the number of window openings, window trim and other architectural design elements designed to accent the windows should be consistent with and complementary to the architectural style of the building.

   c. When a window design has been selected for a building, then the same design should be used on all facades. Use of other window designs as accents may be appropriate if consistent with the architectural style of the building.

2. Window Trim: Window trim and other architectural design elements designed to accent the windows should be on all windows (e.g.,

shutters, keystones, masonry arches, awnings, decorative stone frames, masonry row-lock frames, or other such trim).

3. **Shutters:** When shutters are used, they do not necessarily need to be used on all elevations. Shutters should be solid-paneled or louvered and they should be sized and mounted in a way that gives the appearance of operability and full coverage of the window.

4. **Window Materials:** Window frames should be made of wood and may have either vinyl or aluminum cladding on the exterior.

I. Roof Design:

1. **Pitched Roofs:** Pitched roofs should have:

   a. Minimum pitch of 5 (vertical units): 12 (horizontal units).

   b. Three (3) or more roof slope planes.

   c. High quality roofing materials such as natural clay tiles, slate, concrete tiles (with natural texture and color), wood shakes or shingles (with adequate fire protection), three-dimensional asphalt or fiberglass shingles.

2. **Flat Roofs:** Flat roofs should be:

   a. Edged by a parapet wall with a distinct, three-dimensional cornice or molding.

   b. Fully integrated into the architectural design of the building both below and above the roofline to create a seamless design transition (e.g., it should not be readily evident what portion of the wall extends above the roof line).

   c. The rear of parapet walls should not be visible from the street level and should be designed with color, material and/or onamentation that matches the front elevation.

3. **Pedestrian Weather Protection:** Roof design should incorporate measures to prevent falling snow or ice onto pedestrian areas.

J. Gutters and Downspouts:

Should be visually integrated with the architectural style of the structure. The color of gutters and downspouts should be selected to complement or to be consistent with the building materials.

K. Highly-Visible Buildings:

1. Corner buildings should have a strong corner presence by defining the street intersection with distinctive architectural features such as tower elements, rounded walls, recessed entries or other design features.

2. Building corners should be treated with distinct massing and materials to heighten the sense of pedestrian visual interest.

3. Entrances, large windows with transparency, balconies, terraces and special rooms should be incorporated to take advantage of the important corner views.

4. Buildings located at visual focal points should demonstrate a higher degree of architectural strength to emphasize their location and important view corridors.

L. Walls and Fences:

1. The design of fencing, sound walls, trash enclosures and similar site elements should replicate the architecture of the primary building in construction material and detailing.

2. Low, wrought iron fences and stone or brick walls no taller than thirty (30) inches should be permitted in the established front yard to further define the streetscape.

3. Wrought iron, shadow box wood fences, or other approved fence, or brick or stone walls up to six (6) feet tall should only be permitted in side and rear yards.

4. Chain link fencing should not be permitted.

M. Accessory Buildings:

If accessory buildings are necessary, then they should be architecturally compatible with the principal building and otherwise comply with the Unified Development Ordinance.

N. Adaptive Reuse:

1. **General:** The conversion of a building to a new use that is different from that which its original design reflects should be done in a way that enhances the existing building while minimizing the negative changes to the building's features.

2. **General Site Improvements:** A property proposed to be adaptively reused should be improved to ensure that any facade and/or yard that abuts a right-of-way enhances the streetscape and engages the pedestrian from the street. Such improvements should include, but are not limited to: installing a sidewalk; creating a prominent entrance; incorporating landscaping and hardscaped areas.

3. **Access:** No new driveways or curb cuts onto streets should be permitted. Driveways or curb cuts onto streets are deemed undesirable because driveways:

   - Increase the likelihood of pedestrian and bicycle accidents with automobiles.
   - Interrupt the continuity-frontage of buildings.
   - Decrease the ability to provide desired on-street parking.
   - Decrease the ability to provide desired streetscaping (e.g., sidewalks, landscaping, furniture).

   In general, access to private property should be via an alley as opposed to a private curb cut. As properties are redeveloped, curb cuts should be eliminated unless otherwise deemed appropriate for vehicular circulation (e.g., access, parking, deliveries).

4. **Rehabilitations / Additions:**

   a. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize an existing structure should be preserved, enhanced and replicated as appropriate.

   b. Additions should be compatible in scale, materials, and character with the main building.

   c. Additions should not damage or obscure architectural details and materials of the main building.

   d. Alterations that remove porches, original windows or doors, or other notable features should be avoided.

5. **Yards:** Existing yards and setbacks which do not meet the current zoning requirements or the guidelines of this addendum should continue to be permitted, provided any proposed improvements do not further encroach into the regulated yards.

6. **Development Plan Review:** An administrative development plan review process should be required and implemented when residential structures are converted to non-residential uses to ensure compatibility and compliance with applicable standards.

O. Minimum Living Area:

Except as otherwise set forth herein, a general guideline for the minimum living area (as defined by the Unified Development Ordinance) of a residential dwelling unit within this sub-district should be seven hundred (700) square feet per dwelling unit.

PARK STREET CORRIDOR DESIGN REQUIREMENTS

A. Development Standards:

1. Frontage: No minimum or maximum.
2. Lot Size: No minimum or maximum.
3. Building Height: Minimum of two stories. Maximum of three stories.
4. Building Size: No minimum or maximum size; however, to maintain and enhance the desired character of the corridor, a single use or tenant should not exceed two (2) tenants or five thousand (5,000) square feet per building.
5. Front Setback / Build-to Line: Minimum of twenty (20) feet, subject to recorded easements. Maximum of forty (40) feet. New buildings should be sited in consideration to adjacent lots.
6. Side & Rear Setbacks: Minimum building separation of twenty (20) feet. Minimum rear yard setback of ten (10) feet. Minimum twenty-five (25) feet abutting Midland Trace Trail.

B. Architectural Design:

1. Roofs: Flat roofs should not be permitted. Pitched, flat, gambrel or mansard roof are appropriate.
2. Alternate Materials: The use of alternate materials (i.e. synthetic materials, fiber cement siding, or other modern materials) is appropriate in this sub-area if consistent with existing buildings.
3. Architectural Theme:
   a. The design of a new infill building or renovation/addition of an existing building should be designed to look appropriate and compatible with surrounding buildings.
   b. Sensitivity should be given to the character of the building in relation to the corridor and adjacent buildings.

PENN STREET CORRIDOR DESIGN REQUIREMENTS

A. Development Standards:

1. Frontage: Minimum lot frontage of forty (40) feet, or fifty (50) feet for corner lots.
2. Lot Size: Minimum four thousand (4,000) square feet.
3. Building Height: Minimum of two stories. Maximum of three stories.
4. Building Size: Buildings should have a minimum first floor footprint of one thousand (1,000) square feet. No maximum.
5. Minimum Living Area: One thousand and five hundred (1,500) square feet.
6. Front Setback / Build-to Line: Minimum of ten (10) feet, subject to recorded easements. Maximum of twenty (20) feet. New buildings should be sited in consideration to adjacent lots using the average of adjacent buildings. Porches may encroach into this setback, subject to recorded easements.
7. Side & Rear Setbacks: Minimum side yard setback of eight (8) feet. Minimum rear yard setback of ten (10) feet.

B. Architectural Design:

1. Building Entrances:
   a. The front door of the main unit should face Penn Street with the front facade of the building parallel to Penn Street.
   b. All buildings should incorporate a prominent front porch with a minimum depth of four (4) feet and size of thirty-six (36) square feet.
   c. Porches on homes on corner lots should wrap around the corner facing the intersecting street and should extend a minimum of six (6) feet facing the intersecting street.

2. Roofs:

   a. Flat roofs should not be permitted. Pitched, flat, gambrel or mansard roof are appropriate.

   b. Minimum roof overhangs should be twelve (12) inches.

   c. Minimum roof pitch of the main roof structure of the primary building should be 7:12.

3. Driveways & Garages: Driveways and garages should be rear loaded (e.g., accessed from an alley) and should not be permitted to be located directly on or visible from Penn Street. If a lot is not accessible by an alley, then a front load garage may be appropriate if setback a minimum of twenty (20) feet behind the primary front elevation.

4. Preferred Materials: New buildings should primarily be faced with brick, stone or fiber cement siding and trimmed in stone, contrasting brick, stucco, wood, or wood composite. Exposed surfaces of chimneys should be masonry.

5. Alternate Materials: The use of alternate materials (i.e. synthetic materials, fiber cement siding, or other modern materials) is appropriate in this sub-area if consistent with existing buildings.

6. Windows: Each building should have a minimum of two (2) windows per floor per facade. Where architecturally appropriate, buildings should incorporate dormers, bay windows, or palladian or venetian style windows.

7. Example Character: Figure 2.5: Existing Penn Street Corridor Examples and Figure 2.13: Example Detached Residential includes examples of buildings that illustratively represent the intended quality and character of this sub-area.

MAIN STREET CORRIDOR DESIGN REQUIREMENTS

A. Development Standards:

1. Building Frontage: A building should occupy a minimum of seventy percent (70%) of the lot's frontage. Exceptions may be appropriate for buildings on lots with one hundred and twenty (120) feet or less of frontage provided the building still occupies the maximum frontage possible exclusive of driveways, sidewalks and landscape areas.

2. Lot Size: No minimum or maximum; however, traditional suburban outlots (e.g., single use lot, single story structure, parking area between street and building) should not be permitted.

3. Building Height: The minimum building height should generally be three (3) stories in this sub-area. It is expected that buildings near the intersection of Main Street and Union Street or in the Grand Junction Plaza Block (collectively, the "core") will be a minimum of three (3) to six (6) stories. A minimum building height of two (2) usable stories and thirty-four (34) feet is appropriate for buildings away from the core or for secondary or tiered sections of a taller building.

4. Minimum Ground Floor Height: Minimum of sixteen (16) feet ground floor-to-second floor height at the sidewalk level in order to allow conversions of commercial, retail, or other active uses. Adequate ventilation, mechanical and electrical equipment should be provided, or allowance for future conversion/expansion to a variety of tenant uses, such as a retail store or restaurant.

5. Minimum Ground Floor Building Depth: Along streets where retail is permitted, a minimum building depth of fifty (50) feet (from storefront to back of tenant space) should be provided for commercial tenant space to ensure functional viability.

6. Building Size: Minimum building footprint should be eight thousand (8,000) square feet.

The third and higher floor(s) should be at least fifty percent (50%) the size of the building footprint and oriented to the front of the building such that its front facade is equal to that of the first floor.

7. **Front Setback / Build-to Line:** The minimum should be zero (0) feet, subject to recorded easements. The maximum should be ten (10) feet; however, up to seventy-percent (70%) of the front façade may be recessed for entrances and outdoor seating; however, no entrance should be recessed more than ten (10) feet.

8. **Side & Rear Setbacks:** There should be no minimum side or rear setbacks; however, walkways to rear parking should be a minimum of six (6) feet wide.

B. Architectural Design:

It is not the intent of this addendum to encourage one specific architectural theme or limit architectural styles. Variations in architectural designs, materials and textures are encouraged. As a result, other well executed quality materials and architectural styles that are not otherwise supported by this addendum may be considered.

1. **Preferred Materials:** New buildings should primarily be faced with brick or stone and trimmed (consisting of less than fifteen percent (15%) of the facade) in contrasting stone, brick, stucco, wood, metal, or precast concrete.

2. **Building Facades:** Building façades should provide relief by windows and surrounds, storefronts, doors, and features such as special brick coursing, pilasters and lintels.

3. **Building Massing:** Buildings in this sub-area are anticipated to occur in continuous rows, sharing party walls and with a continuous sequence of storefronts along the sidewalk; however, large massed blocks should be visually "broken up" into a series of smaller masses appropriate for the pedestrian-scale.

   In general, continuous front façades more than fifty (50) feet in length should be designed with vertical offsets at intervals which evenly divide the façade into halves, thirds, or quarters, etc., or designed at intervals not less than fifty (50) feet. Smaller massing could be accomplished with projections, recessions, or changes in building material or detailing.

4. **Pedestrian Passage:** Buildings with front facades, or facades that include multiple components sharing a common wall that create a single facade, greater than two hundred (200) feet in length should provide a pedestrian passage through the building with a minimum width of ten (10) feet.

5. **Building Base Design:** The base building facade is generally, depending on the overall height of the building, the lower facade from the ground to the beginning of the second story. It is approximately the lower twenty percent (20%) of the facade.

   a. This portion of the facade is the most important part of the building as this is the facade that pedestrians will interact with at the ground level. As a result, this portion of building facade should be designed with architecture that engages the street/sidewalk in a contextually appropriate manner.

   b. Pedestrian scale detailing should be incorporated along this portion of the facade by incorporating a higher level of visual interest and richer architectural detailing.

   c. Overall façade composition should break the building down into smaller distinct portions to provide a small-scale impression.

   d. The overall fenestration pattern should be vertically proportioned with columns or window mullions creating a rhythm. Window frames should be recessed or not otherwise flush with the exterior wall.

   e. Overall window glazing of this portion of the facade should be a minimum of fifty percent (50%) consisting of non-reflective glass. Window displays, as addressed elsewhere herein, are encouraged.

f. Retail, service, and other active uses that face a street or public space should have a minimum of sixty percent (60%) of the first floor facade (between three and eight feet above grade) consisting of non-reflective glass.

6. Building Middle Design: The middle building facade is the main mid-section of the facade, situated between the top building facade and base building facade.

   a. Fenestration should be organized to create a rhythmic pattern for the streetscape.

   b. Window frames should be recessed or not otherwise flush with the exterior wall.

   c. Overall window glazing should comprise a minimum of thirty percent (30%) of the facade but should not exceed seventy-five percent (75%).

   d. For buildings with residential uses, the window patterns should be generally vertical in proportion. Continuous horizontal strip windows should not be permitted.

   e. This portion of the facade may be flush with the base building facade or could be stepped back to provide a clear definition along the street.

   f. The massing, materials and colors of this portion of the facade should vary from the base building facade to create visual interest.

   g. Projections like balconies, bay windows, and horizontal or vertical shading devices should be incorporated to provide visual interest.

7. Building Top Design: The top, or upper building facade, includes approximately the top twenty percent (20%) of the facade.

   a. This portion of the facade could be flush with the middle portion of the building or could have discretionary setbacks to provide distinct definition along the street at the upper levels.

   b. Overall window glazing should comprise a minimum of thirty percent (30%) of the facade but should not exceed seventy-five percent (75%).

   c. This portion of the facade provides the opportunity for building identity and visual interest against the sky with a distinct profile, materials and/or colors.

   d. Roof elements, such as pergolas or penthouse balconies should be integrated into the design.

   e. The roof line should be distinguished, as further described herein, with a cornice/parapet design and/or roof elements to create interest.

   f. Elements like terraces, balconies and pergolas, should be used to create interesting massing and relief from the building's facade.

8. Windows: Every facade with frontage on a street should have openings for windows in a pattern that suggests habitation, generally with a minimum of one (1) window per structural bay per floor. Blank, windowless walls should not be permitted.

GRAND JUNCTION PLAZA BLOCK DESIGN REQUIREMENTS

The design requirements of the Main Street Corridor shall also apply to this sub-area.

GRASSY BRANCH QUADRANT DESIGN REQUIREMENTS

This chapter (see page 23) establishes that land uses within this sub-area could include: higher density residential uses (e.g., apartments, townhouses); potential municipal uses; and, transitional uses that could include a blend of retail or restaurant uses, as supported by the market.

As a result, the design requirements for this sub-area should vary depending on the use, but in general, the following should apply:

A. **Multi-family Uses:** The Unified Development Ordinance standards (development and architectural) applicable to multi-family uses should generally apply.

B. **Mixed-Use Buildings:** The guidelines applicable to the Main Street Corridor should generally apply to mixed-use buildings or non-residential buildings with multiple stories or multiple tenants.

C. **Retail/Restaurant Uses:** The guidelines applicable to the Park Street corridor generally apply for single or two story buildings with single tenants.

TEMPLATE ORDINANCE

The template PUD District Ordinance found in "Exhibit A" on page 71 should be used for all new PUD District Ordinances.

A. **PUD Naming Convention:** Because there will likely be multiple PUD District Ordinances created for projects within this sub-district, it is highly desirable that a common and consistent naming convention be used for all projects within this sub-district. The following naming convention is suggested: "[Project Name] in the Junction PUD District".

B. **Underlying Zoning:** As is true with every Planned Unit Development ("PUD") District ordinance in the City of Westfield, any new PUD Ordinance within this sub-district will need to establish a base, underlying zoning district to serve as the foundation of the ordinance. Unless otherwise listed in the PUD Ordinance, the standards in a PUD District default to the Unified Development Ordinance. It is suggested that PUDs within this sub-district use the GB: General Business District (Article 4.16) as the underlying zoning district.

C. **State Highway 32 Overlay District:** The State Highway 32 Overlay District regulations of the UDO do not currently apply to downtown. Although many of the architectural standards of the overlay may be appropriate for consideration, this chapter incorporates all important Junction Sub-District-related issues that are regulated by the State Highway 32 Overlay District. As such, the State Highway 32 Overlay District regulations should not apply to this sub-district.

APPENDIX M – VILLAGE FARMS NEIGHBORHOOD PLAN

VILLAGE FARMS NEIGHBORHOOD PLAN

an Addendum to the Westfield-Washington Township Comprehensive Plan

The Village Farms

2016

THE VILLAGE FARMS NEIGHBORHOOD PLAN

Village Farms Homeowners' Association Board of Directors (adopted February 16, 2016)
Council Resolution 16-105 (adopted April 11, 2016)

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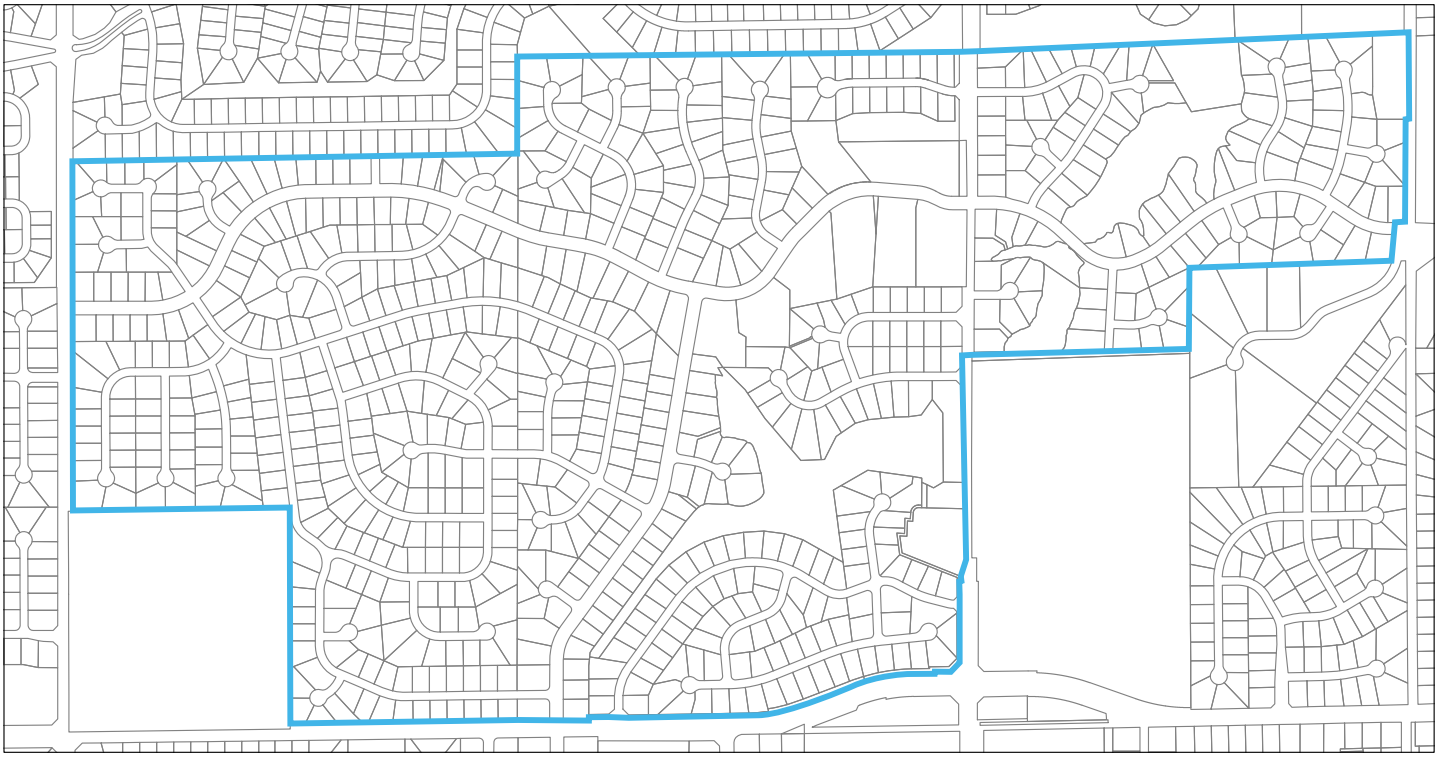
Chapter 1: **OVERVIEW**

Source: Department Photo

The Village Farms Neighborhood 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 plan is to establish a vision for the future of the Village Farms neighborhood ("Village Farms"). Village Farms, as used in this plan, is defined by the geographic boundaries shown in **Figure 1.1** and includes approximately 1,700 residents. However, the scope of this plan includes areas outside and adjacent to Village Farms. The Plan's comprehensive look at Village Farms includes: (i) an overview; (ii) an executive summary of the Plan; (iii) the purpose for conducting this study; (iv) a history of Village Farms and general 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 effort.

Figure 1.1: Boundary of the Village Farms subdivision



Village Farms Boundary

Legend

Boundary of the Village Farms subdivision

Chapter 2: EXECUTIVE SUMMARY

The Village Farms planning process occurred over the course of six months, from March to September 2015. During that time, the City's Economic and Community Development Department (the "Department") hosted Village Farms residents in an open house forum (the "Open House") to gather community input. Following the Open House, the Department met frequently with representatives of the Village Farms Homeowner'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 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 to: (i) improve existing intersections, especially Greyhound Pass and Oak Ridge Road; (ii) calm traffic and reduce automobile speed; (iii) repair and/or resurface interior roads identified by the study in poor or deteriorating condition.

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 way-finding 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 and outside Westfield.

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

Image 3.1: 151st Street underpass at US Highway 31

Image 3.2: 151st Street and E. Greyhound Pass

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. Village Farms 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 areas surrounding Village Farms began to develop as single-family subdivisions and the Town of Westfield transitioned to a City in 2008, Village Farms observed 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 (see **Image 3.1**) and other planned improvements to respond to changing traffic patterns. 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 3.3: E. Greyhound Pass and Oak Ridge Road

Chapter 4:

HISTORY & CONTEXT

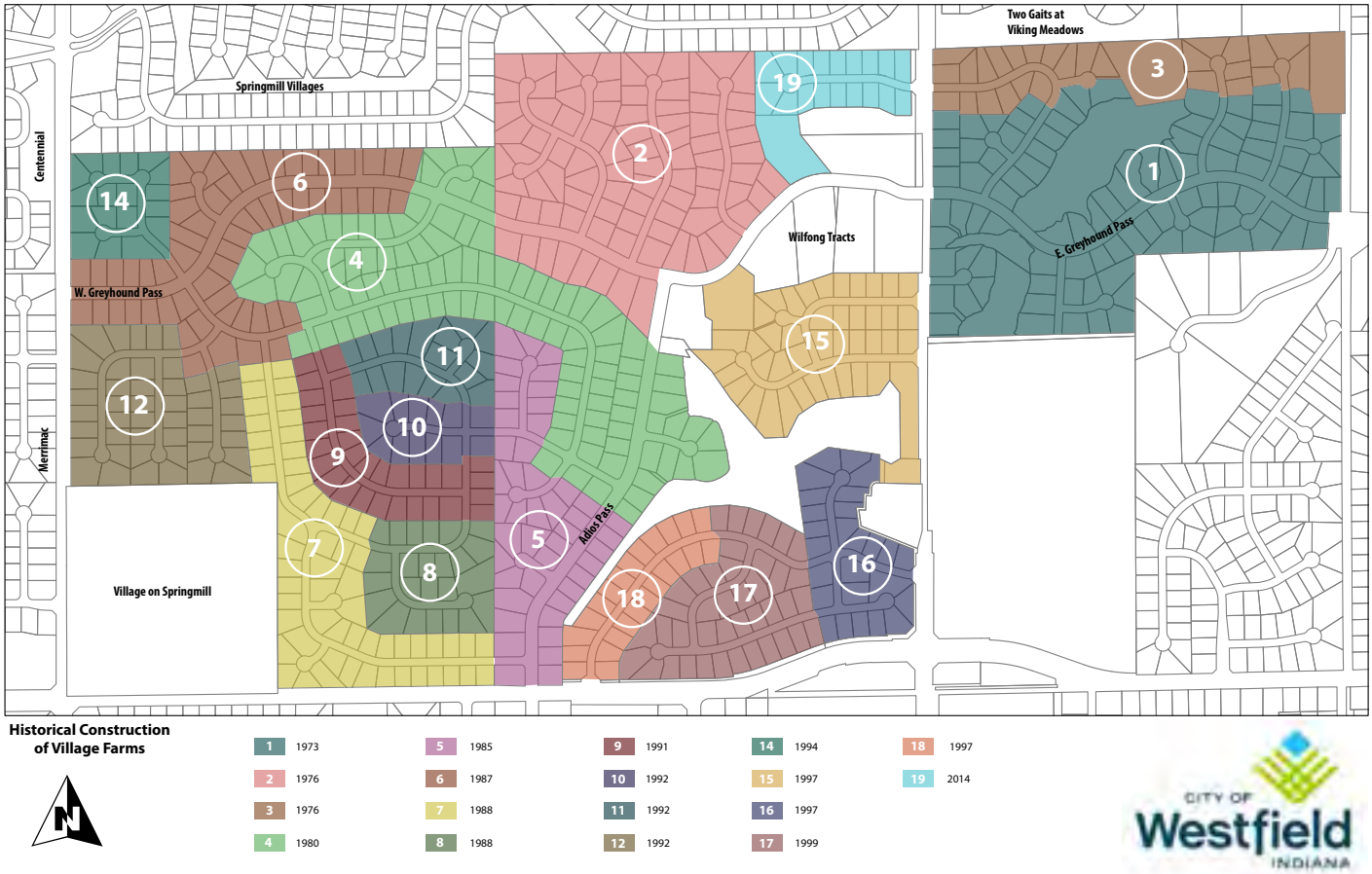
Image 4.1: Village Farms Lakes

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 Highway 31. By 2000, most of Village Farms was platted, with homes under construction. Historical aerials are included at Appendix C, which show the development of the neighborhood from 1941 to 2015.

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 (see **Figure 3.1**). 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

Figure 4.1: Historical construction of Village Farms



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.

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 Mathew S. 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 an 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, Senior 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 on March 4, 2015, the Department and 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 Commission members. 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**)

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 complied and organized the data from both the Individual responses and Group Responses (see **Appendix E**).

The Department, after analyzing this information, consolidated the responses (see **Appendix F**). The top three responses in each category are summarized in **Figure 5.3**.

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.

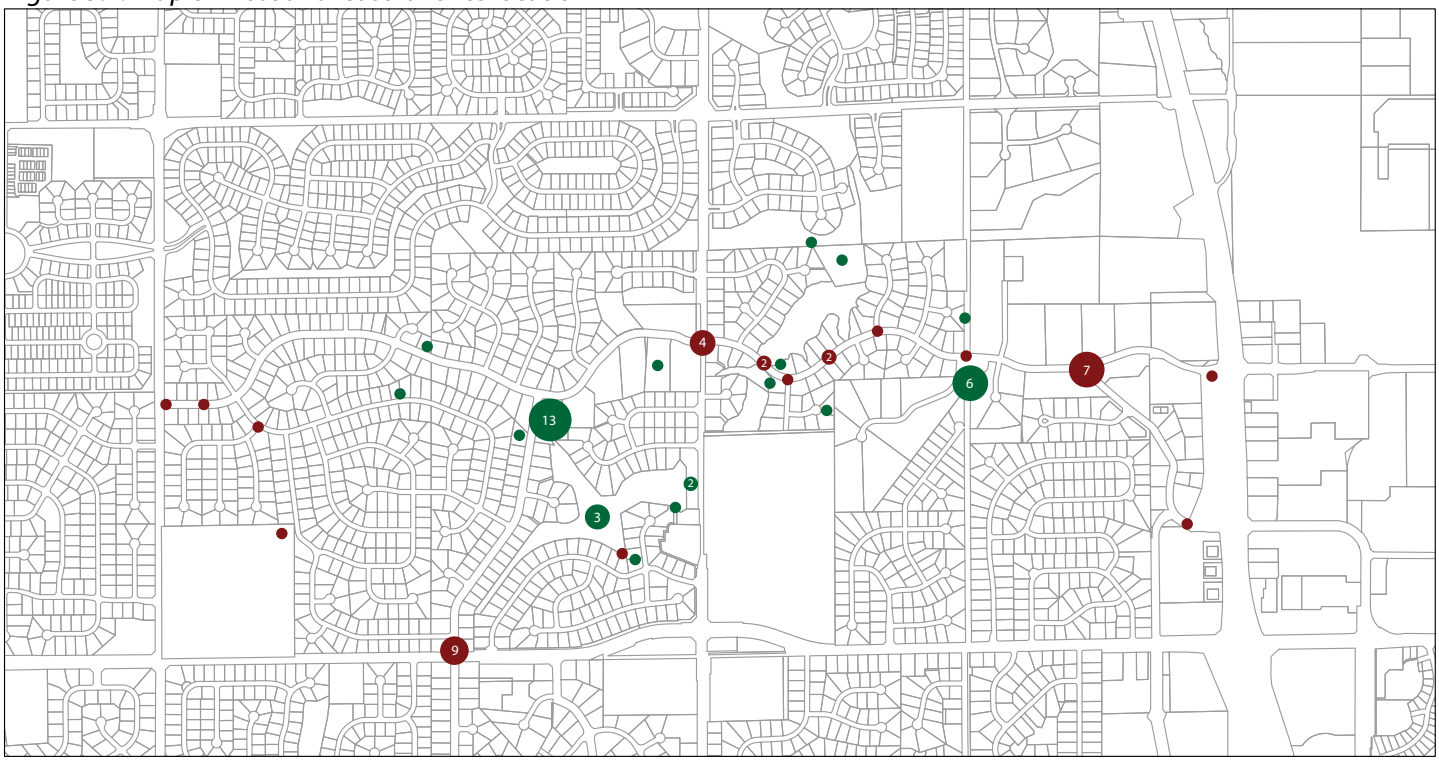
Figure 5.1: Map of respondents

Map of Respondents

Legend

- Parcel location of respondents

Figure 5.2: Map of most and least favorite location



Map of Most Favorite and Least Favorite Places

Legend

- Most Favorite
- Least Favorite

Figure 5.3: "SWOT" analysis summary

On May 6, 2015 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"):

Image 5.3: Monon crossing at E. Greyhound Pass

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 are not limited to: (i) the lakes; (ii) clubhouse; (iii) park open space (by the pool house); (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 the neighborhood amenities and promotes the brand.

3. **Custom Homes / Mature Trees:** "Custom Homes / Mature Trees" refers to the quality, style, age and maintenance for the homes and "soft scape" 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 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 Village Farms, 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 and pedestrian connectivity, in the absence of sidewalks.

3. **Sidewalks:** "Sidewalks" refers to the overall pedestrian connectivity throughout Village Farms. Additional information is needed in order to determine whether residents' 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's 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) and 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.

   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 pool house; 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 and/or developing a marketing strategy which may be both internal to the neighborhood and external to the wider housing market. There are opportunities to emphasize that brand throughout Village Farms, once a "brand" has been established. The Advisory Group identified engagement with the City as an opportunity to make strategic improvements to the physical environment of Village Farms. The Advisory Group expressed the greatest priority among the identified opportunities was researching and potentially creating a branding/promotional strategy for Village Farms.

   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. Once that brand has been established, then it can be reinforced in Village Farms by erecting uniform gateways, entrances or lighting features that incorporate a consistent motif, color or theme.

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 encompasses surrounding intersections (e.g., 156th Street & Spring Mill; Oak Ridge Road & 161st Street; Greyhound Pass & Oak Ridge Road).

   Possible Solutions: (i) Re-evaluate roadway classifications set forth in the Thoroughfare Plan as it relates to Village Farms; (ii) study the Greyhound Pass and Oak Ridge Road intersection. This study should make recommendations to improve the intersection commensurate with residents' 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 addition of new housing developments surrounding Village Farms is perceived as a threat, because of the contrast between an "old" community against a "new" backdrop with new amenities. This dovetails with the Advisory Group's desire to brand and promote Village Farms (see opportunities).

   Possible Solutions: 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: (i) reducing the number of required permits, expediting the approval process or reducing permit fees; (ii) study/facilitate opportunities to further promote the existing brand internally, throughout Westfield and to the wider housing market. During meetings with the Advisory Group, residents identified a desire to increase the profile of Village Farms throughout Westfield. 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 includes the formal approval/adoption of this Plan as an addendum to 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 City's 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 to: (i) improve existing intersections, especially Greyhound Pass and Oak Ridge Road; (ii) calm traffic and reduce automobile speed; (iii) repair and/or resurface interior roads identified by the study in poor or deteriorating condition.

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 way-finding 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: **Historic aerials**

Appendix D: **Open house invitation letter**

Appendix E: **Planning process outline**

Appendix F: **Group SWOT analysis**

Appendix G: **Aggregate SWOT data**

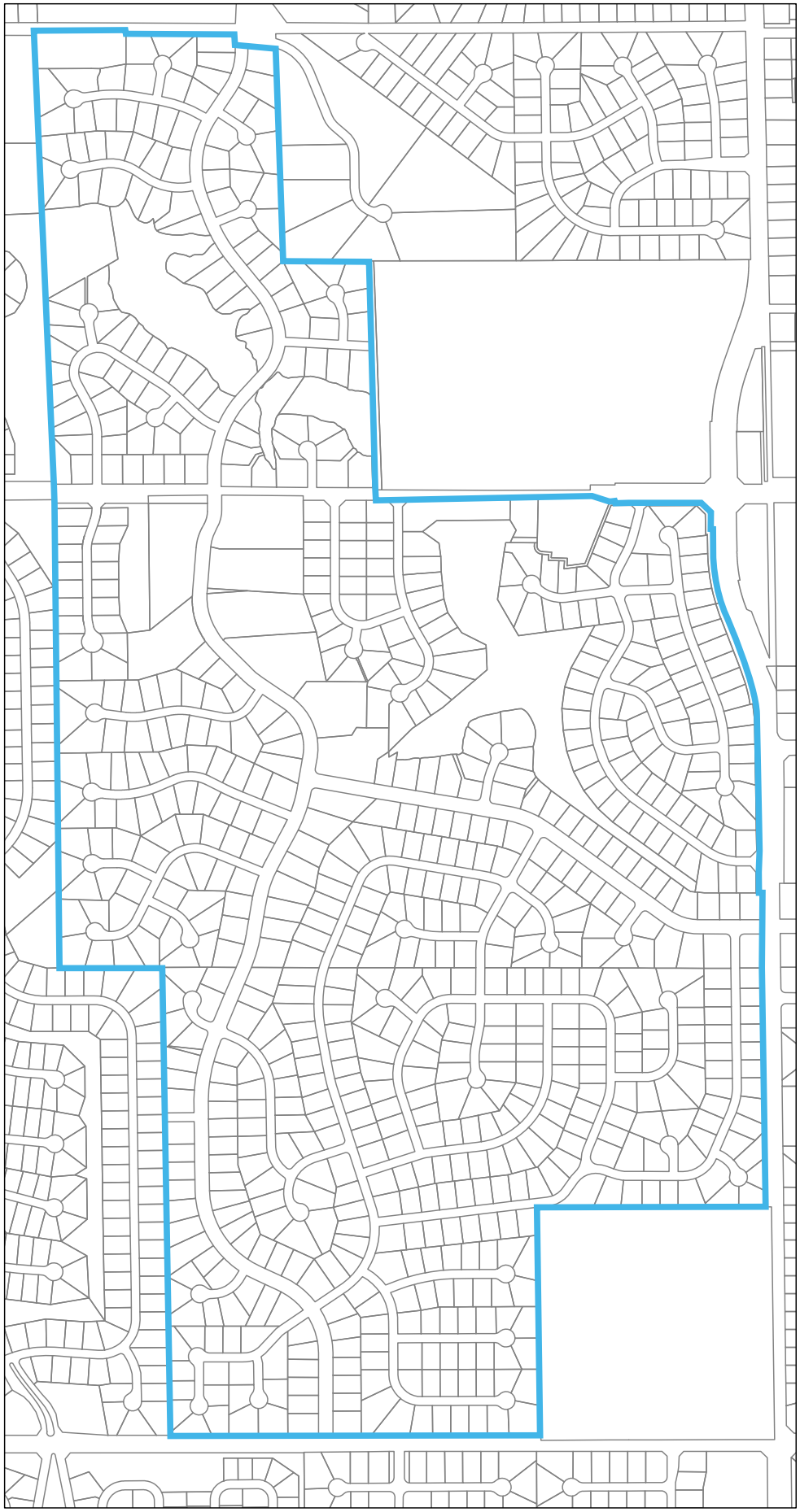
Appendix H: **Likes/dislikes maps**

Appendix I: **Map of respondents**

Appendix J: **Alternatives analysis**

Appendix K: **Open house story boards**

APPENDIX A: BOUNDARY MAP

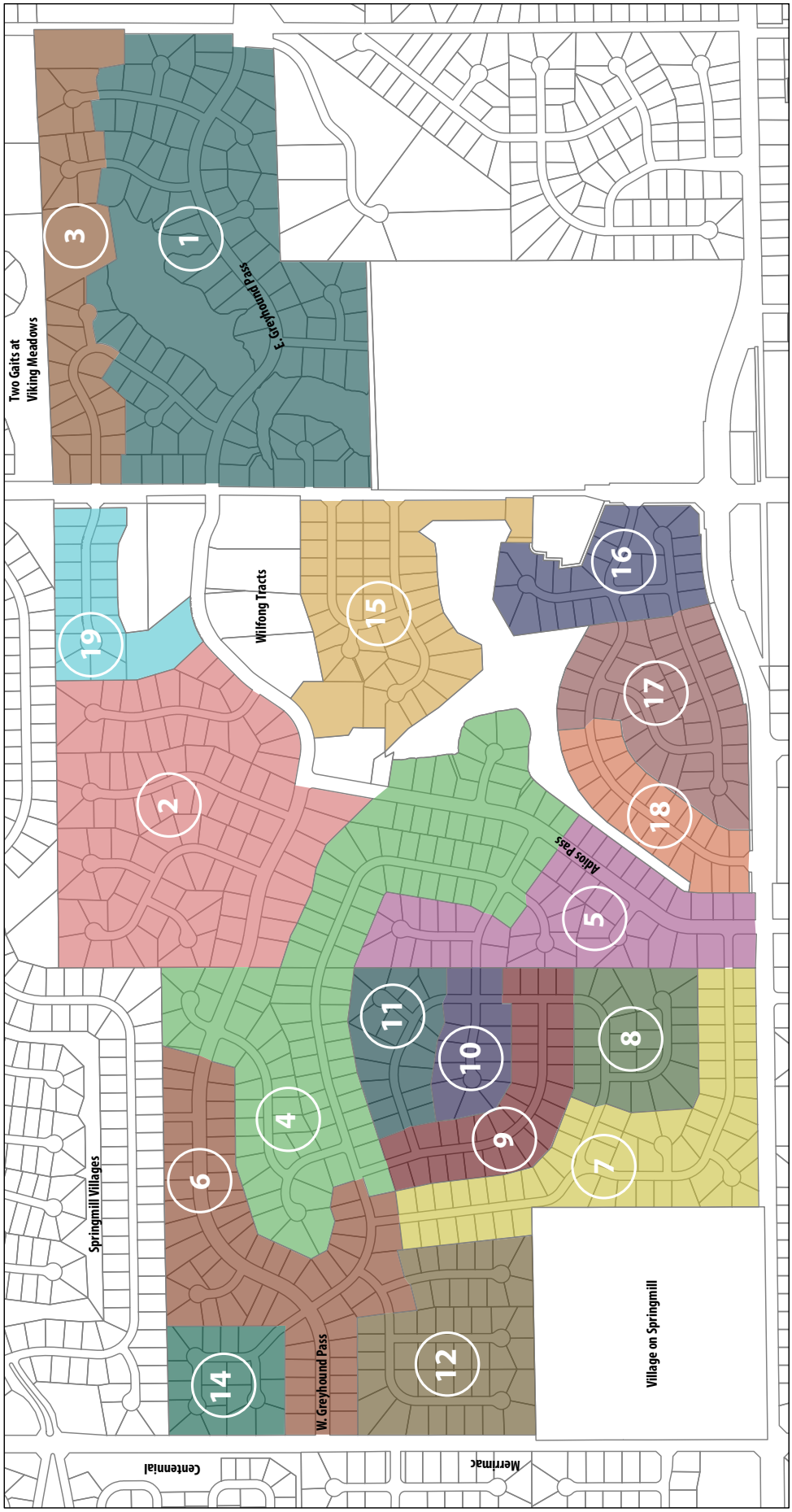


Village Farms Boundary

Legend

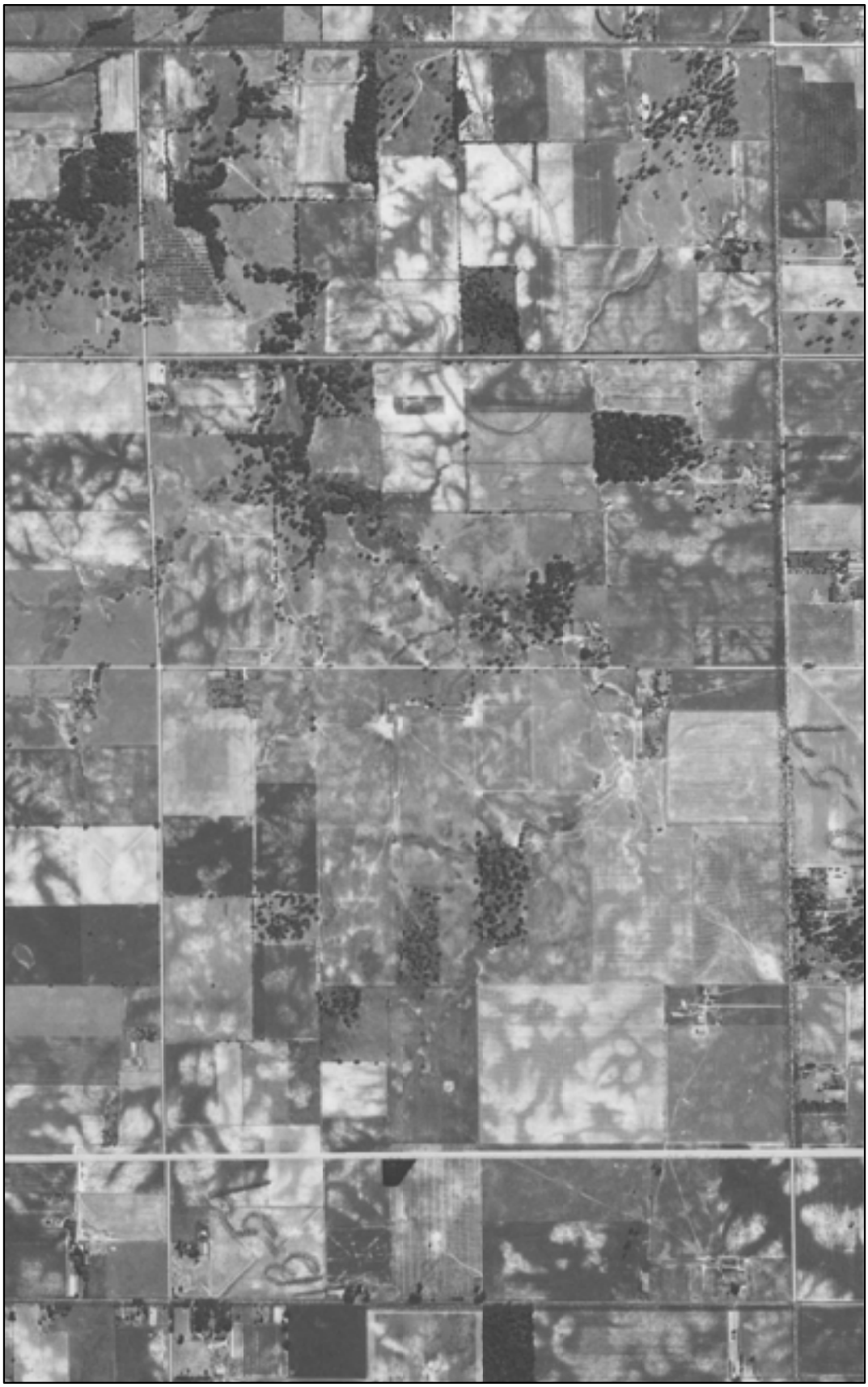
Boundary of the Village Farms subdivision

APPENDIX B: HISTORICAL CONSTRUCTION MAP



APPENDIX C: HISTORIC AERIALS

Village Farms 1941



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Basemap information here

Village Farms 1956

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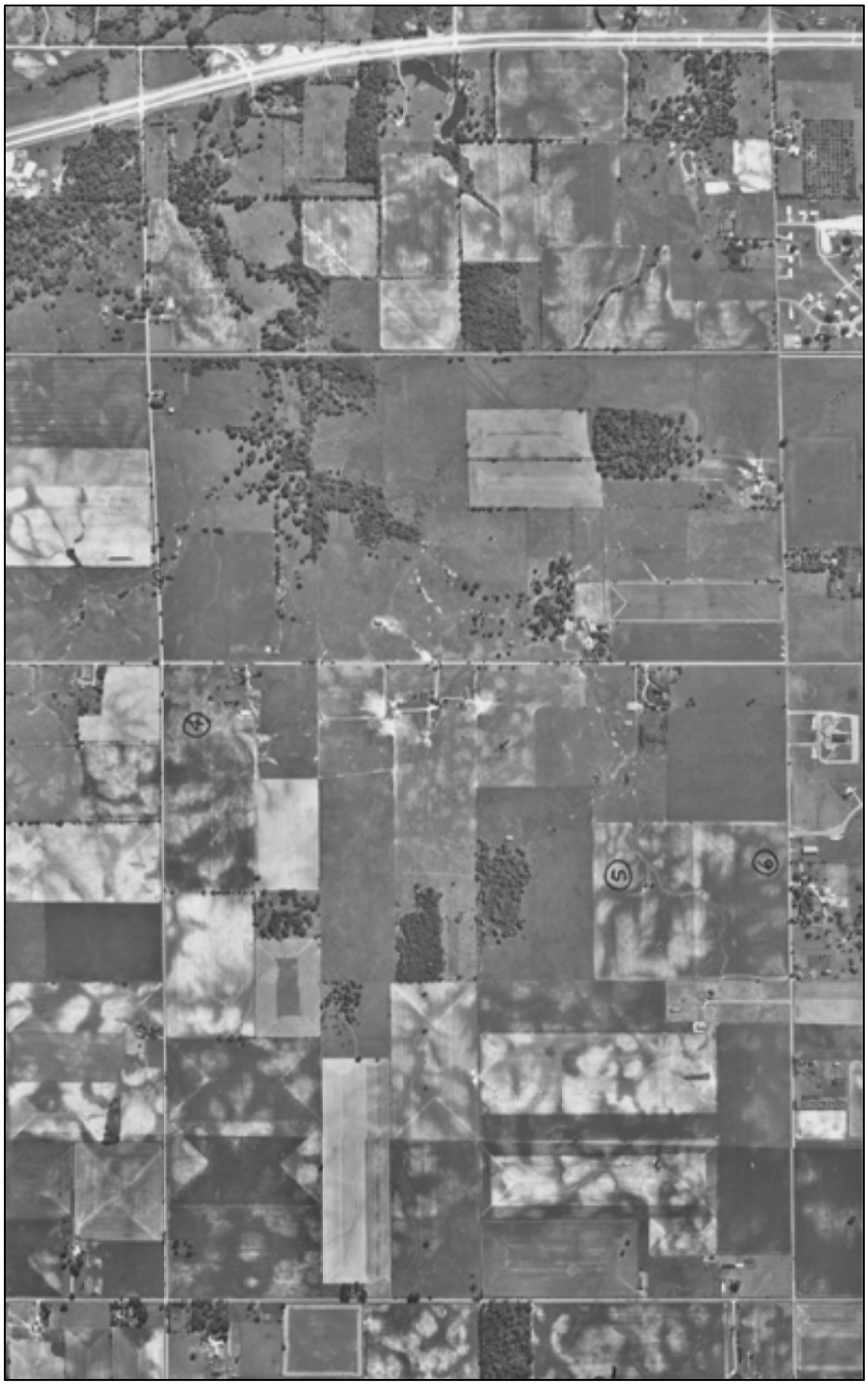
Village Farms 1962



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Village Farms 1974

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November 6, 2015

Village Farms 1976

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Village Farms 1985

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November 6, 2015

Village Farms 1994

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November 6, 2015

Village Farms 1996

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November 6, 2015

Village Farms 1998

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November 6, 2015

Village Farms 2000

November 6, 2015

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Village Farms 2001

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November 6, 2015

Village Farms 2004

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November 6, 2015

Village Farms 2005

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November 6, 2015

Village Farms 2006

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November 6, 2015

Village Farms 2007

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November 6, 2015

Village Farms 2008

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November 6, 2015

Village Farms 2009

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November 6, 2015

Village Farms 2010

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November 6, 2015

Village Farms 2011

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November 6, 2015

Village Farms 2012

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November 6, 2015

Village Farms 2013

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November 6, 2015

Village Farms 2014

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November 6, 2015

Village Farms 2015

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Basemap information here

November 6, 2015

APPENDIX D: 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 E: PLANNING PROCESS OUTLINE

Village Farms Neighborhood Plan Process

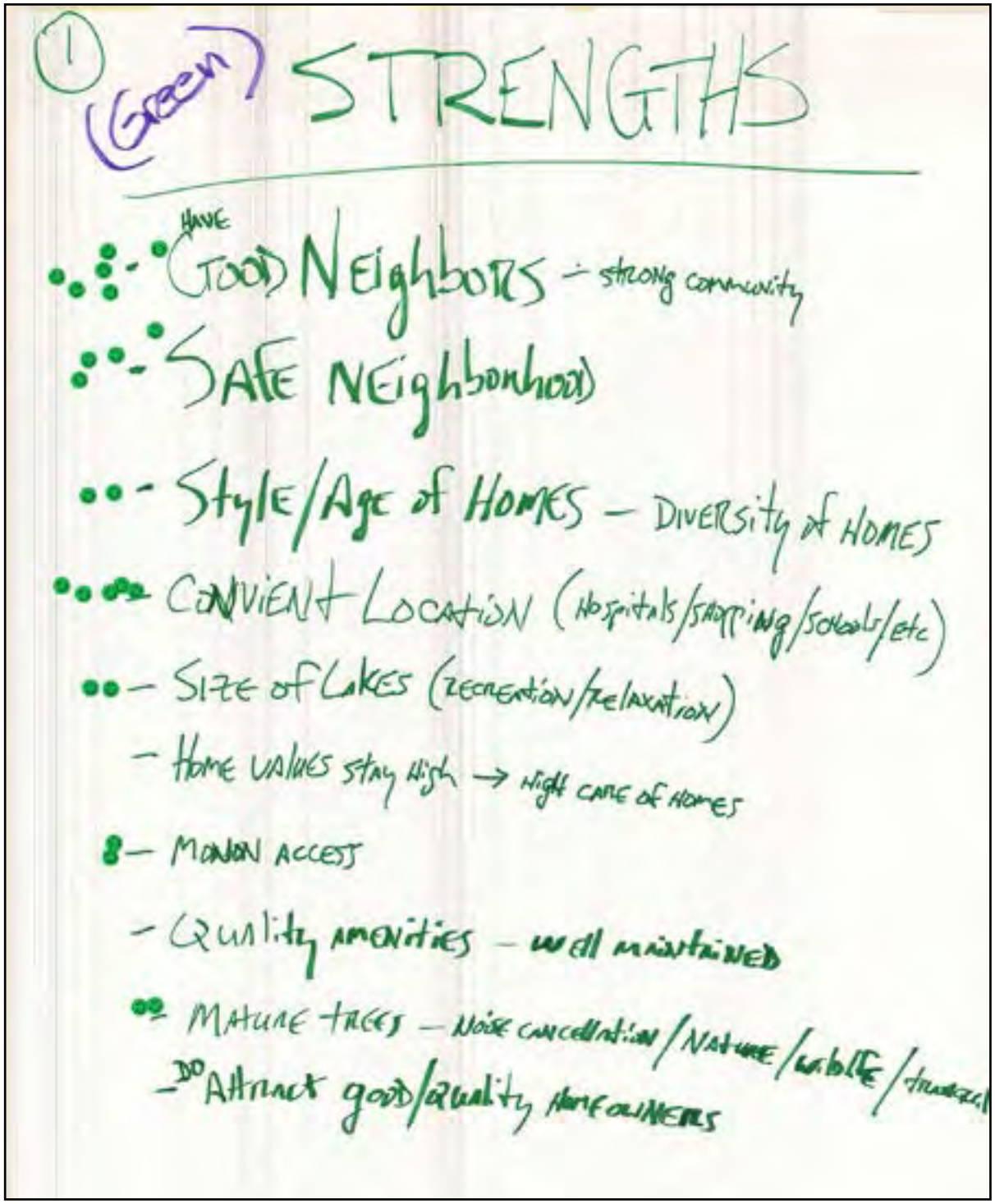
1. Identify Opportunities (Public Meeting)
   a. Village Farms HOA to host public open house
   b. Facilitation by ECD staff
   c. Input recorded/notes taken by ECD staff.
2. Develop Alternative Solutions for Working Committee Discussion
   a. Information to be organized by ECD staff
   b. Alternatives presented by ECD staff
3. Working Committee to Review Input and Evaluate Alternatives
   a. Consensus working committee (likely HOA Board supported by Council Committee on Ordinance Revision).
   b. Additional research/analysis (if needed) to be performed by ECD staff
   c. Committee to select alternatives/generate plan recommendations.
4. Organize Committee Recommendations/Prepare Plan Proposal
   a. ECD staff to organize recommendations and generate plan proposal
   b. ECD staff to disseminate plan proposal to working committee to review.
5. Working Committee to Review Plan Proposal
   a. Working committee meets 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 F: GROUP SWOT ANALYSIS

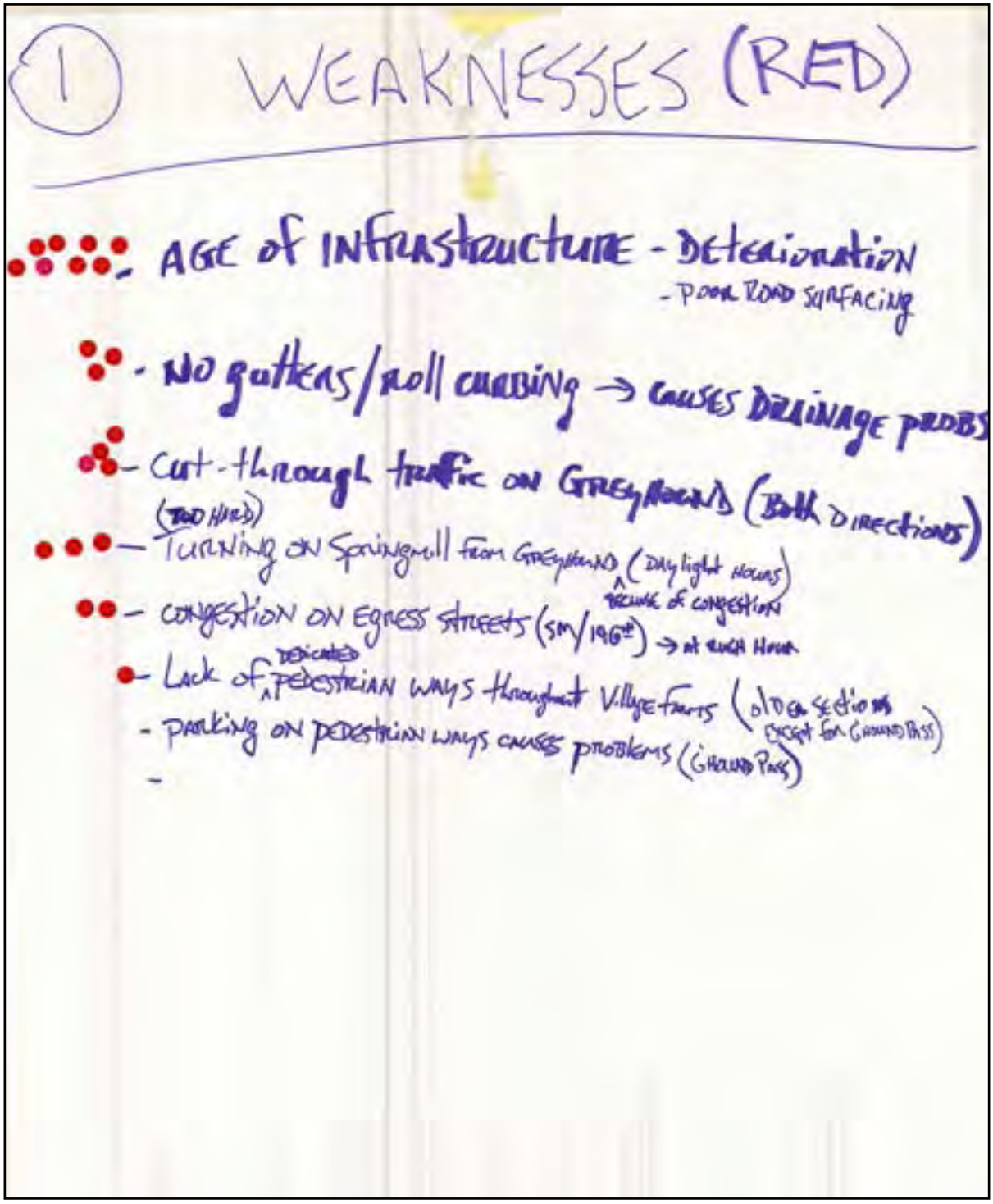
During the March 4, 2015 Open House, Village Farms residents participated in one of five workstations. Each workstation addressed the Strengths, Weaknesses, Opportunities and Threats of the group and recorded the information on large document pads supported by easels. These SWOTs of each group where 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 G: GROUP SWOT ANALYSIS

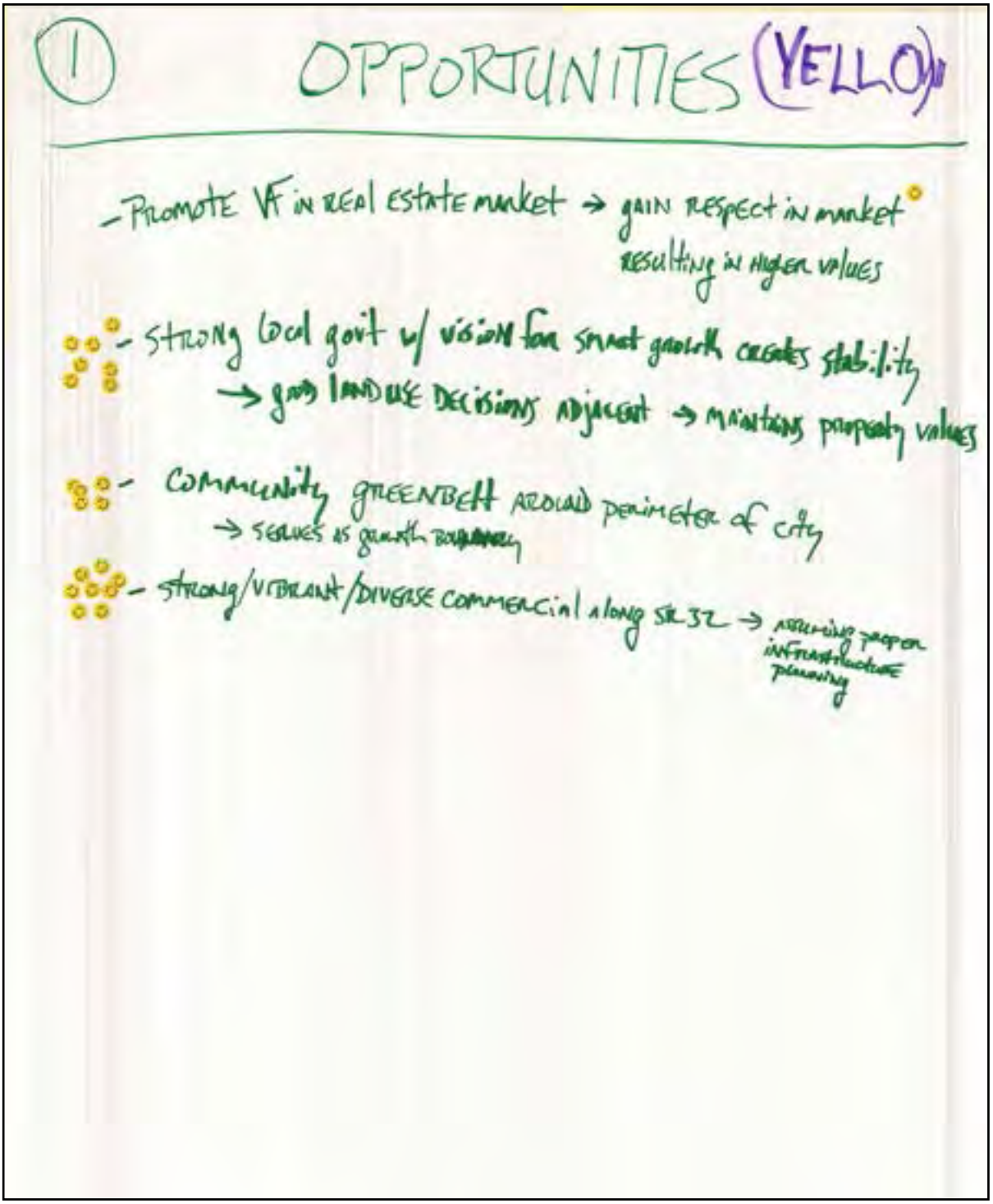
GROUP 1: STRENGTHS



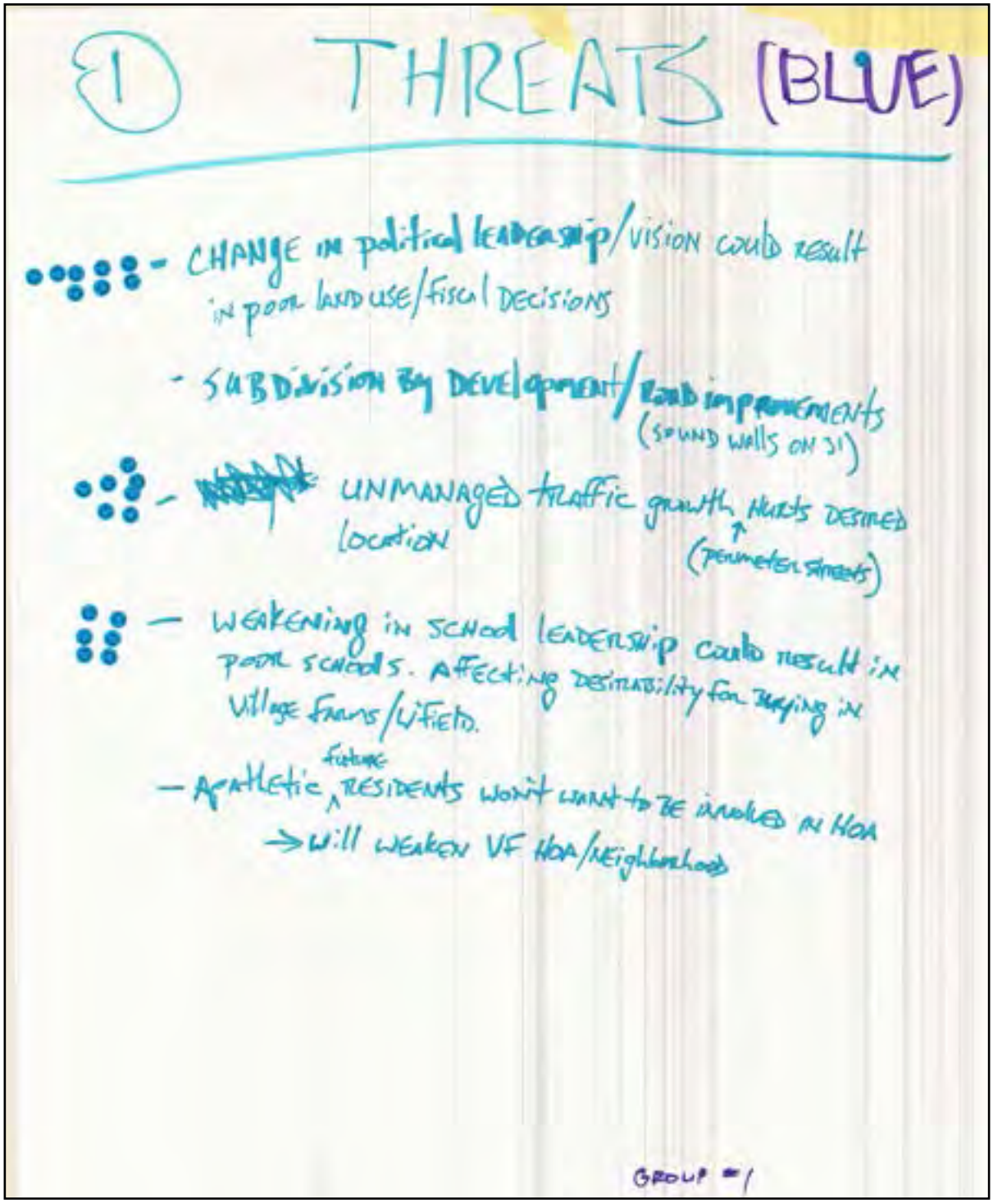
GROUP 1: WEAKNESSES



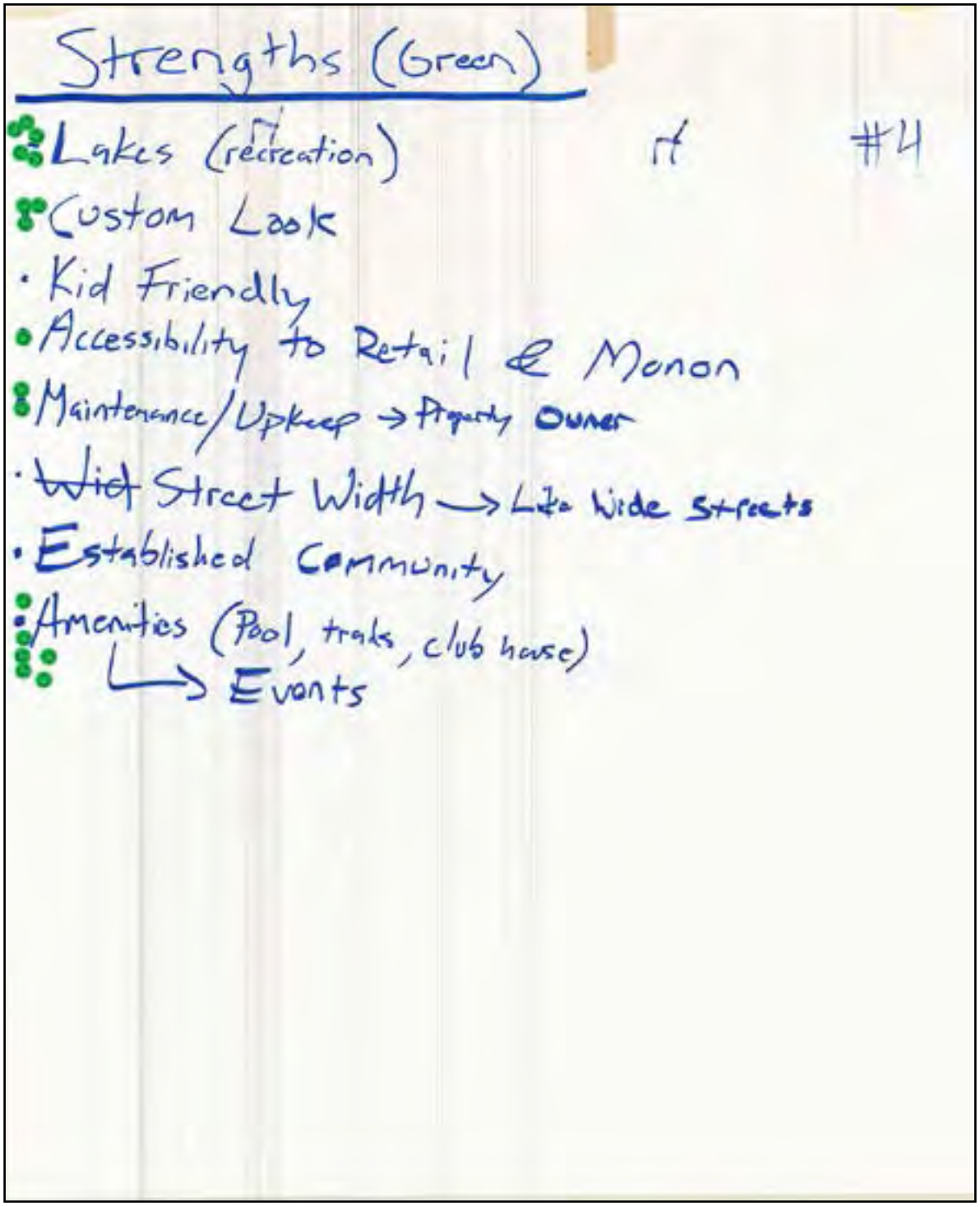
GROUP 1: OPPORTUNITIES



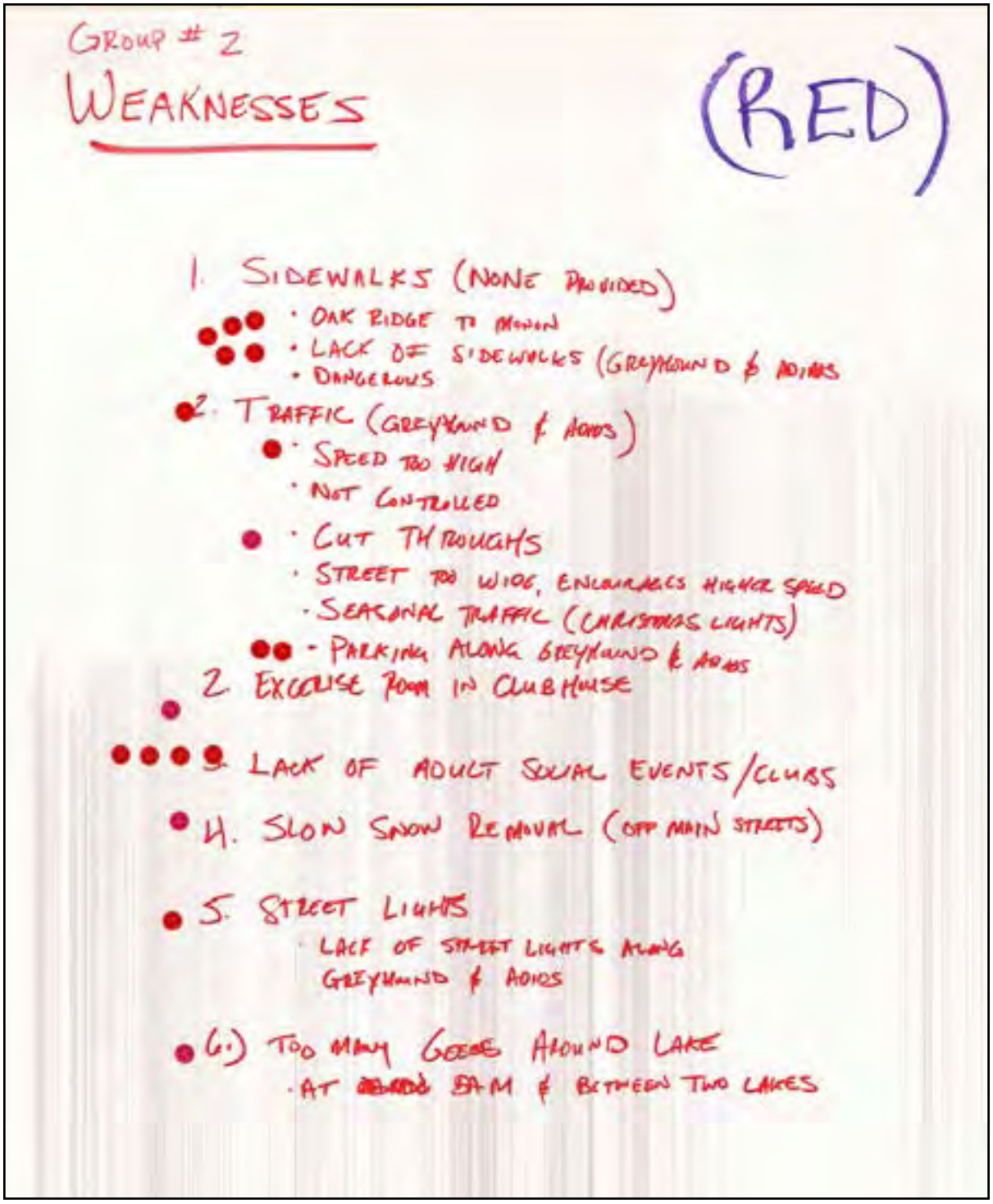
GROUP 1: THREATS



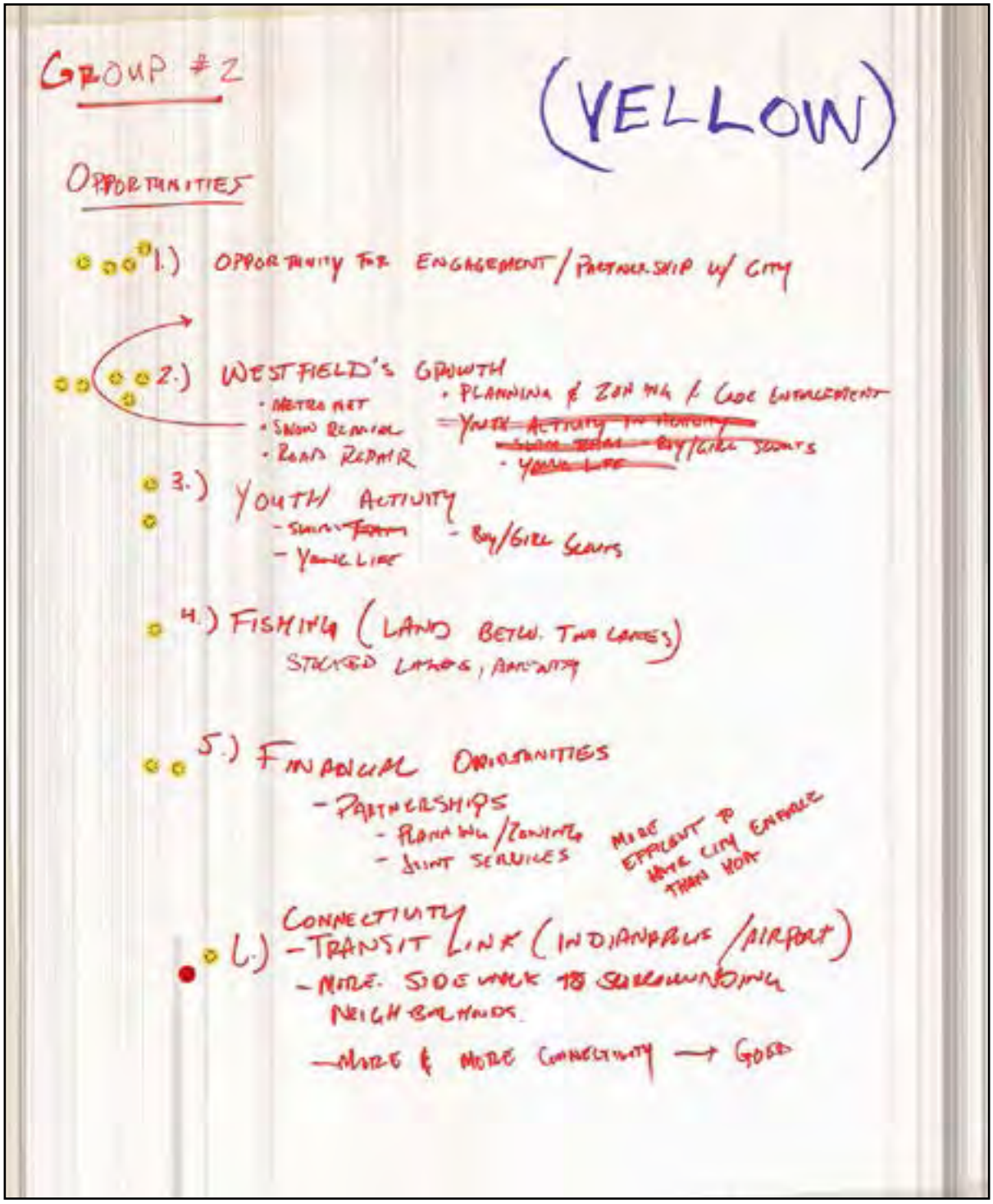
GROUP 2: STRENGTHS



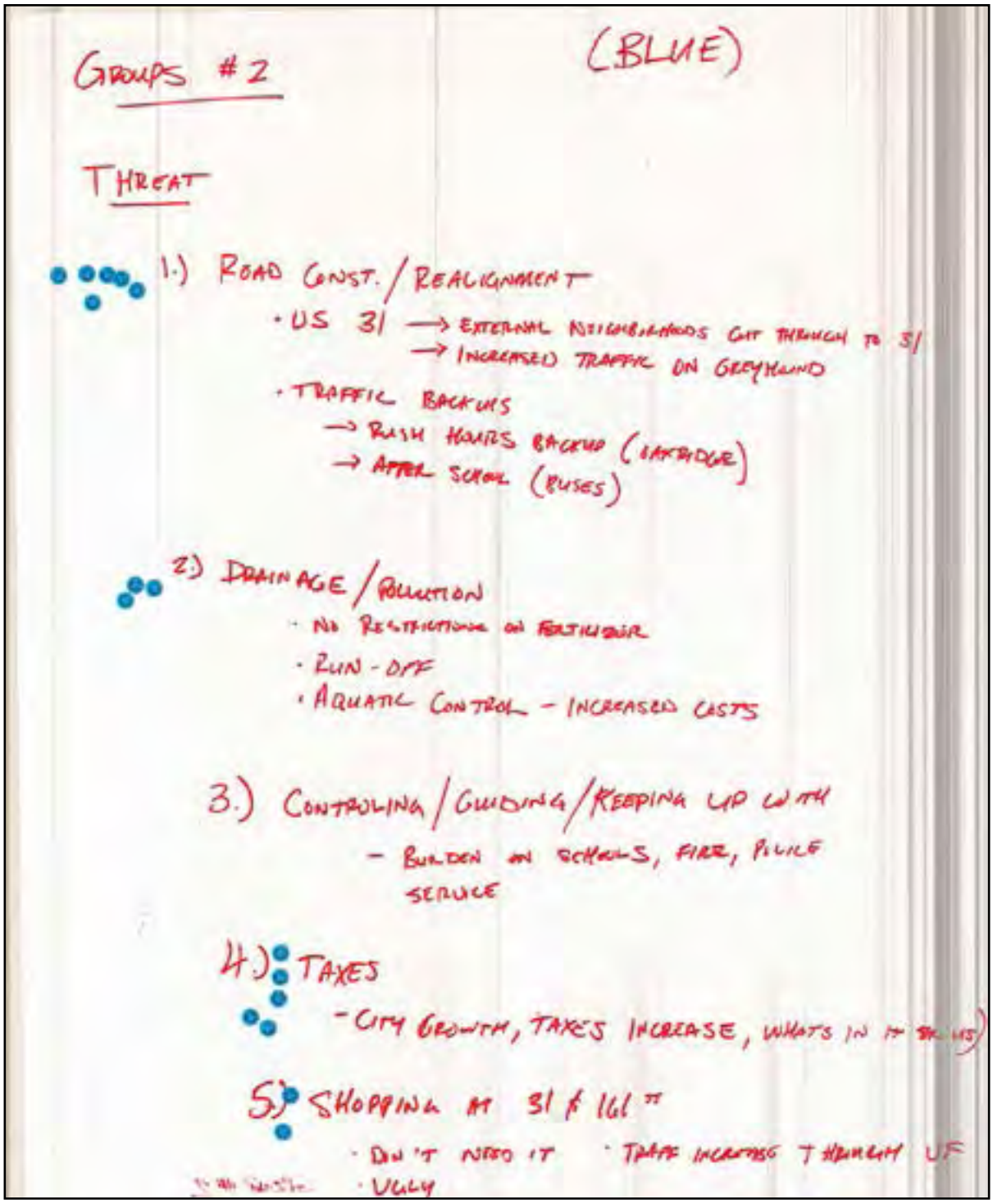
GROUP 2: WEAKNESSES



GROUP 2: OPPORTUNITIES



GROUP 2: THREATS



GROUPS #2 (BLUE)

THREAT

1.) ROAD CONST. / REALIGNMENT
- US 31 → EXTERNAL NEIGHBORHOODS CUT THROUGH TO 31
  → INCREASED TRAFFIC ON GREYHOUND
- TRAFFIC BACKUPS
  → RUSH HOURS BACKUP (EXPRESS)
  → AFTER SCHOOL (BUSES)

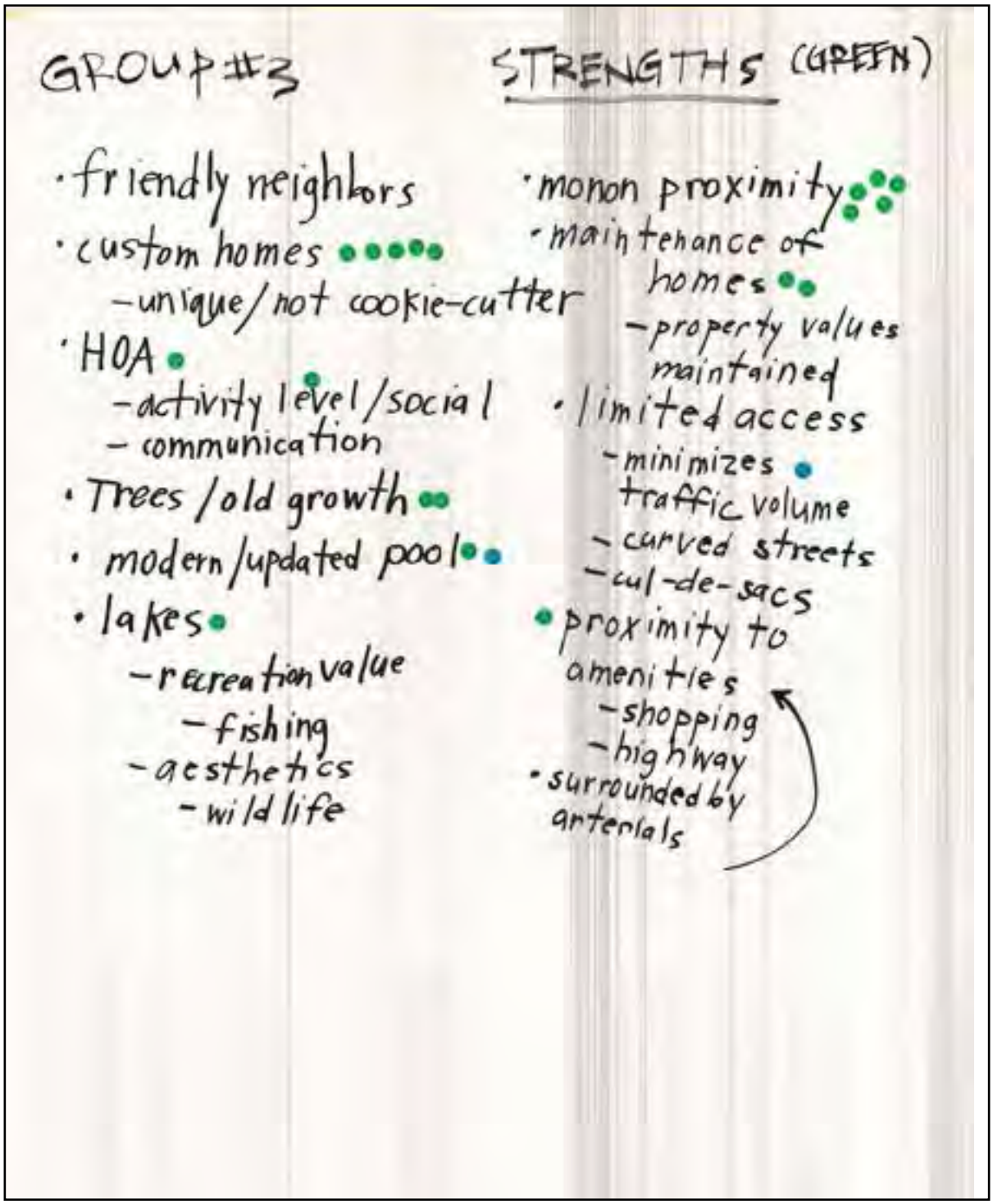
2.) DRAINAGE / POLLUTION
- NO RESTRICTIONS ON FERTILIZER
- RUN-OFF
- AQUATIC CONTROL - INCREASED COSTS

3.) CONTROLING / GUIDING / KEEPING UP WITH
- BURDEN ON SCHOOLS, FIRE, POLICE SERVICE

4.) TAXES
- CITY GROWTH, TAXES INCREASE, WHATS IN IT FOR US

5.) SHOPPING AT 31 & 161ST
- DON'T NEED IT
- TRAFF INCREASES THROUGH UF
- UGLY

GROUP 3: STRENGTHS



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

● ● ●

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

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 ●●●●

GROUP 4: STRENGTHS

Strengths (Green)

- Lakes (recreation) rf #4
- Custom Look
- Kid Friendly
- Accessibility to Retail & Manon
- Maintenance/Upkeep → Property Owner
- ~~Wid~~ Street Width → Like Wide Streets
- Established Community
- Amenities (Pool, trails, club house)
  - → Events

GROUP 4: WEAKNESSES

Weakness (Red)

- Cut-through traffic — too much #4
  - ↳ Greyhound Pass
- Covenant Enforcement (not enough)
  - ↳ Mailbox
  - ↳ Sheds
  - ↳ Siding
- Lack of sidewalks
- Speed Limits Enforcement
- Stop Sign Enforcement

  > Not enough
- Street Striping ← Adios Pass (6th P + 146th St) Lacking
- Too many Stop Signs (Internal Streets, Cul-de-sac)
- Dated Entrances (Signage, Landscaping)
- Improvement to Oak Ridge Rd

  would divide community.

GROUP 4: OPPORTUNITIES

**Opportunities (Yellow)

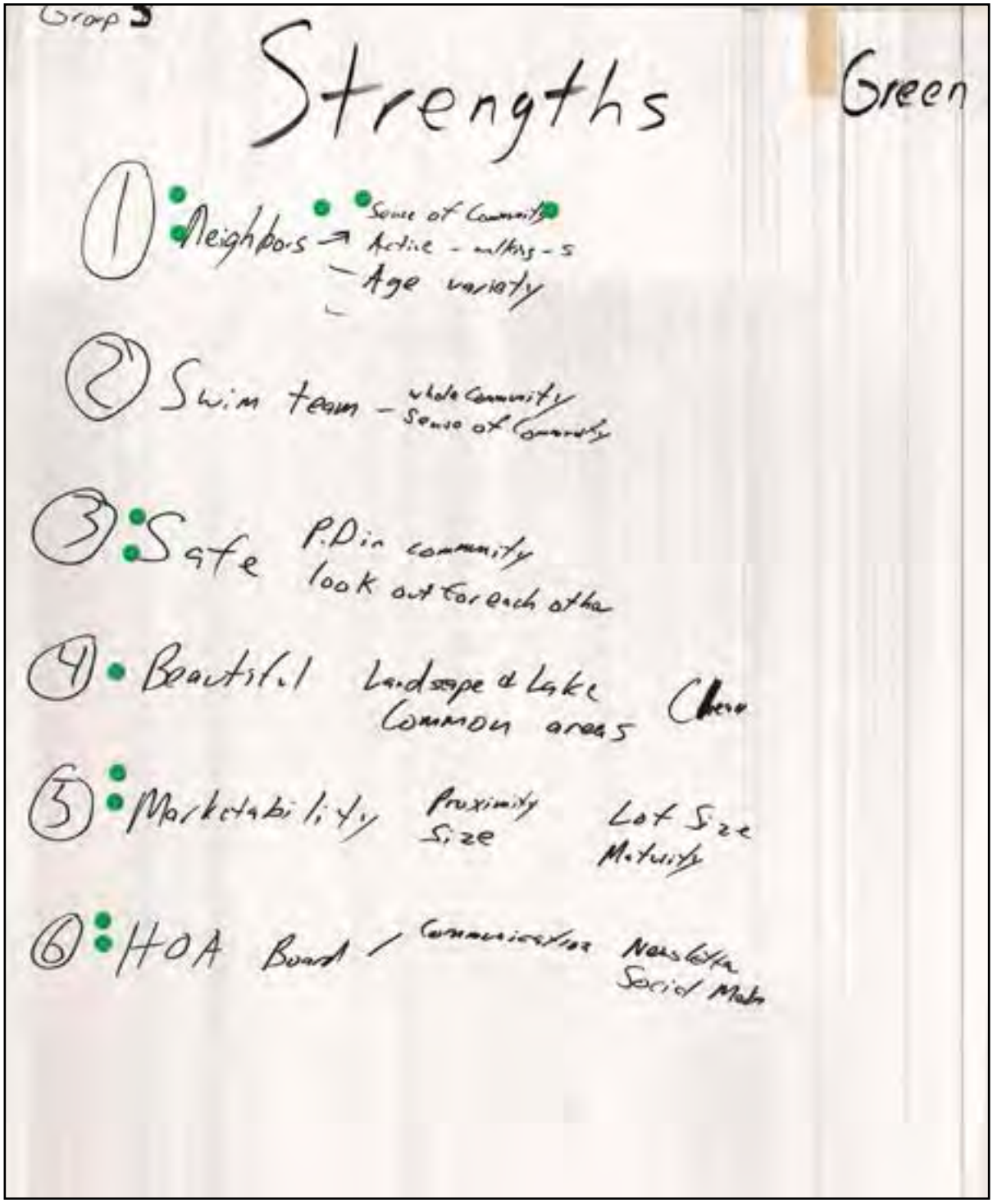
- Convert Dam (Along Oak Ridge & NE Corner) Areas to Wildflower area. → Cost Reduction
  → Carbon Footprint Reduction
- Stable Property Values
  ↳ Variety of Architecture
  ↳ Good Investment
- Recreation Options associated w/ Lake
- More ↳ Access to all owners
- Pedestrian Connectivity
  ↳ Easements,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

GROUP 4: THREATS

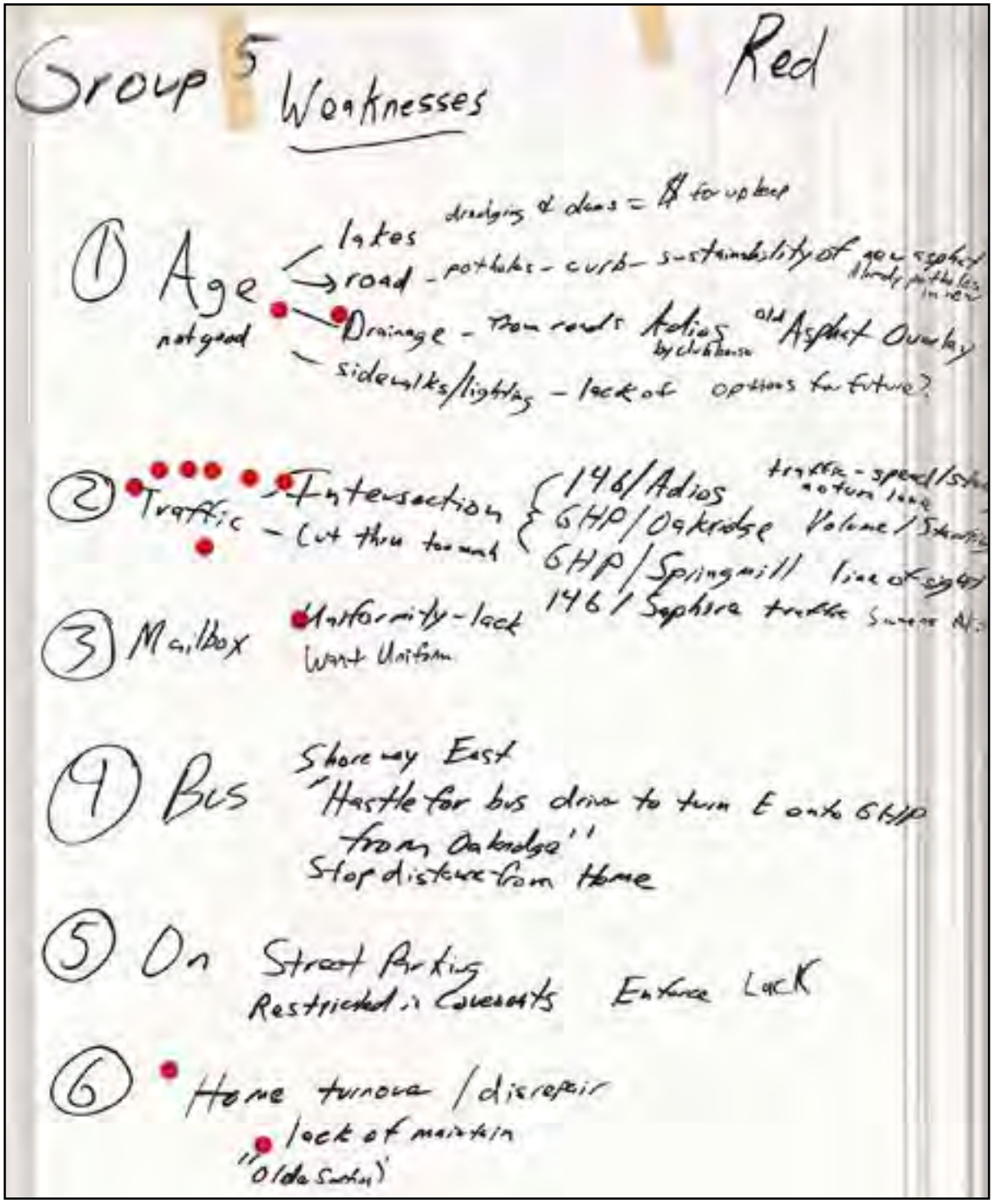
Threats (Blue) #4

- Gas Line Infrastructure Improvement delaying this Plan.
- Overloaded School System prohibit relocation to VF.
- Crime Creeping North
- ~~Ex~~ Enviranmental 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

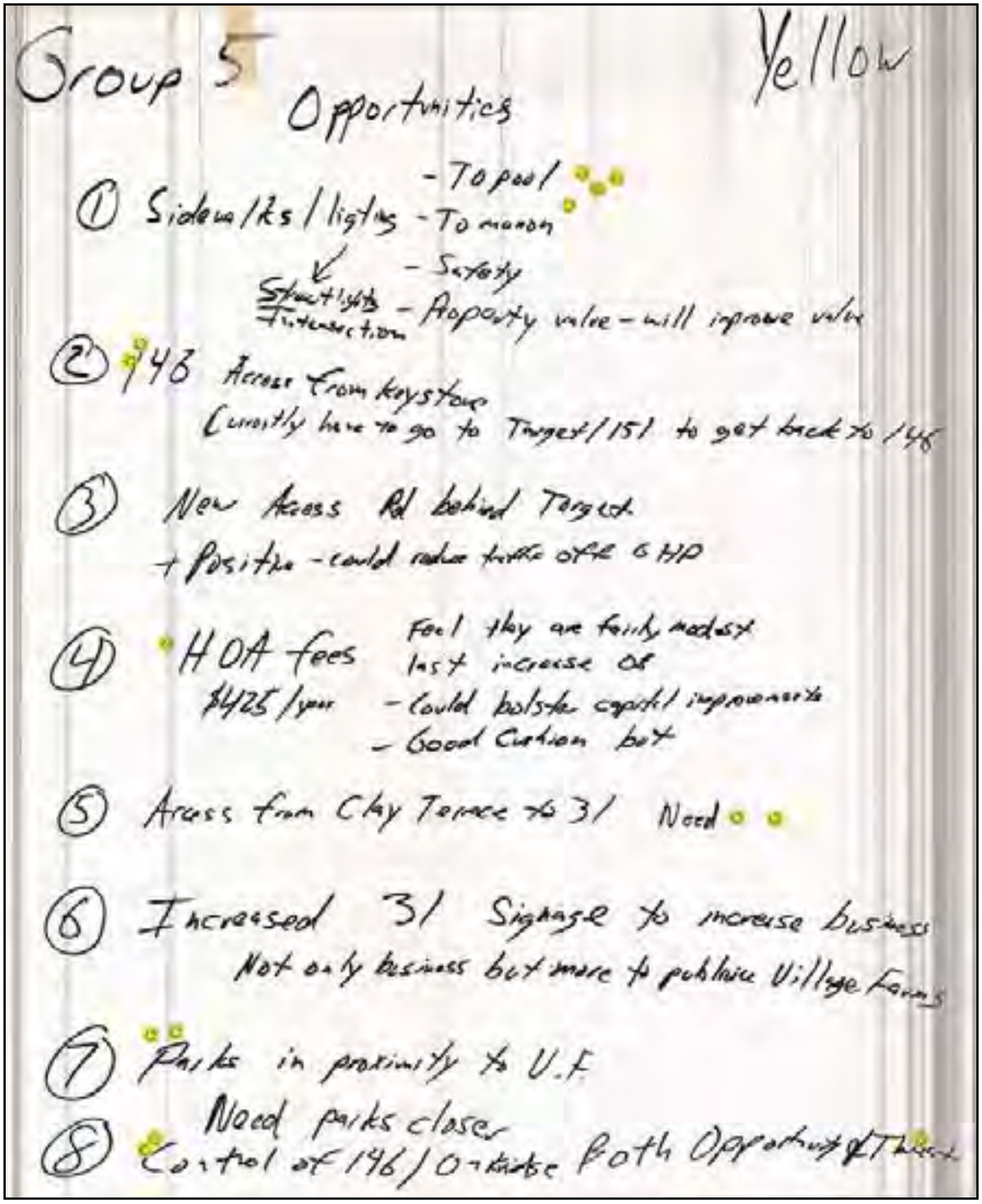
GROUP 5: STRENGTHS



GROUP 2: WEAKNESSES



GROUP 5: OPPORTUNITIES



Group 5 Yellow

Opportunities

① Sidewalks / lighting
- To pool
- To manor
- Safety
- Spotlights / Intersection
- Property value – will improve value

② 146 Across from Keystone
Currently have to go to Target / 151 to get back to 146

③ New Access Rd behind Target
+ Positive – could reduce traffic off 6 HP

④ HOA fees $425 / year
Feel they are fairly modest
last increase 08
- Could bolster capital improvements
- Good Cushion but

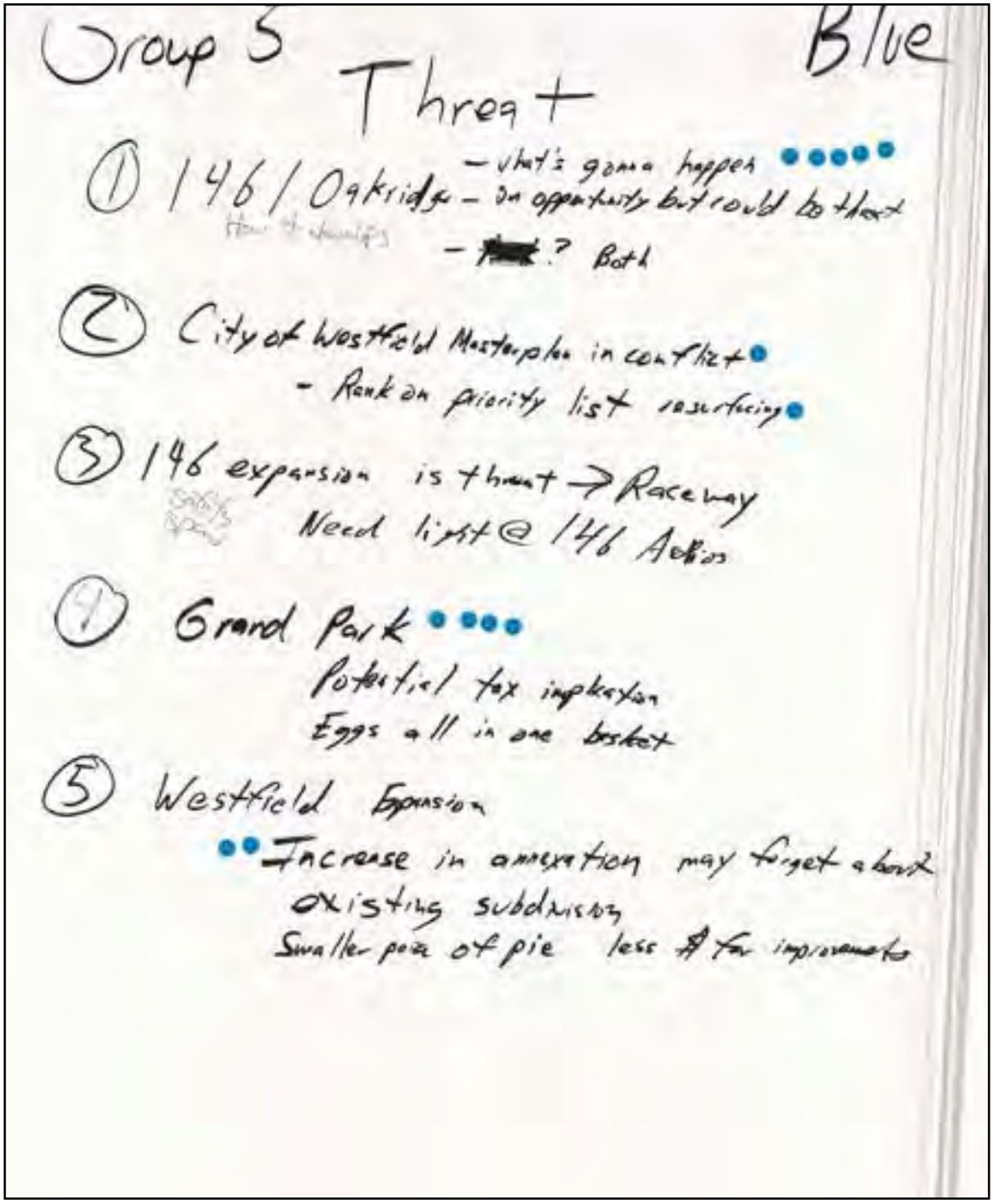
⑤ Access from Clay Terrace to 31 Need

⑥ Increased 31 Signage to increase business
Not only business but more to public Village Farms

⑦ Parks in proximity to V.F.
Need parks closer

⑧ Control of 146 / O-Hatke Both Opportunity & Threat

GROUP 5: THREATS



Group 5 Blue

Threat

① 146 / Oakridge – what's gonna happen ●●●●●
– an opportunity but could be threat
– [redacted]? Both

② City of Westfield Master plan in conflict ●
– Rank on priority list resurfacing ●

③ 146 expansion is threat → Raceway
Need light @ 146 Action

④ Grand Park ●●●●
Potential tax implication
Eggs all in one basket

⑤ Westfield Expansion
●● Increase in annexation may forget about existing subdivision
Smaller piece of pie less $ for improvements

APPENDIX H: 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.

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		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)	
	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'hound Pass)	1				
	Monon access	2	Parking on pedestrian ways causes problems (G'hound Pass)					
	Quality amenities/well maintained Mature trees/noise cancellation/nature/wildlife/tranquil Do attract good/quality homeowners	2						
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(none 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, run-off, 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						

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 sidewalks	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: Easments, hrse 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 eduction -awarness of covenants	
	Amenities/Events (pool, trails, clubhouse)	6	Improvement to Oak Ridge Rd would divide community.					

Group 5 Responses

	STRENGTH	PRIORITY	WEAKNESSES	PRIORITY	OPPORTUNITIES	PRIORITY	THREATS	PRIORITY
Group # 5 RESPONSES	Neighbors: Sense of community, active-walking, age variety	5	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	2	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	1	Bus: Shoreway East, hastle 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	2	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	2	Home turnover: Disrepair, lack of maintain olde section	2	Increased 31 signage to increase business/not only business but more to publicise			
					Parks in proximaty to VF/need parks closer: Control of 146/Oakridge both opportunity & threat	2		

APPENDIX I: 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.

Group 1

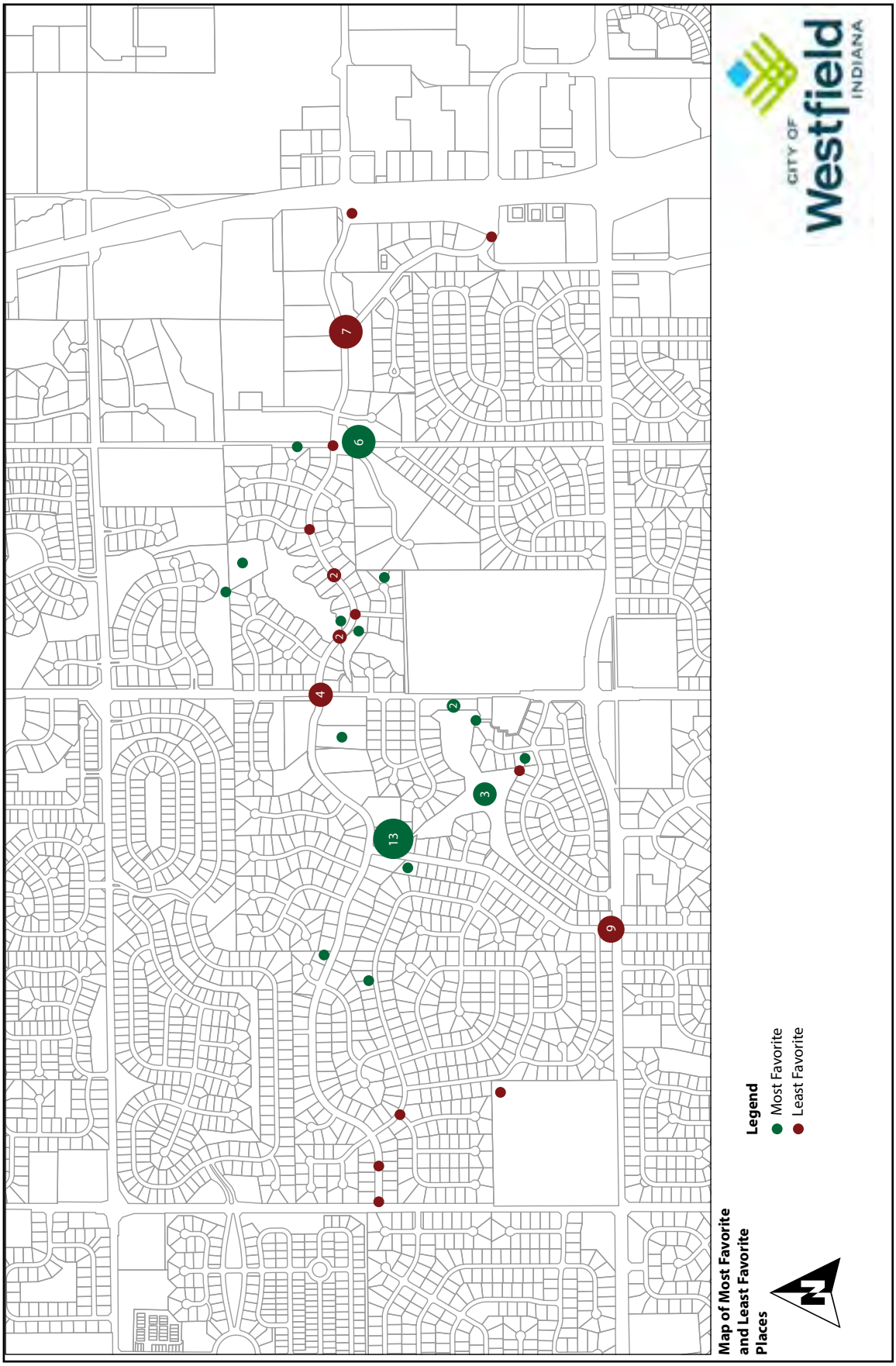
Group 2

Group 3

Group 4
Group 4
Village Farms
1 inch = 350 feet

Group 5
Group 5
Village Farms
1 inch = 350 feet

APPENDIX H: MAP OF RESPONDENTS



Map of Most Favorite and Least Favorite Places

APPENDIX J: ALTERNATIVES ANALYSIS

Page 1

VILLAGE FARMS NEIGHBORHOOD PLANNING EXERCISE

Developing Alternatives

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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

1

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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.

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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 furthered 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

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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

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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

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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

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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.

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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.

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APPENDIX K: OPEN HOUSE STORY BOARDS

WORKSTATIONS

TRAFFIC & PEDESTRIAN INFRASTRUCTURE

AMENITIES & SOCIAL PROGRAMMING

BRANDING

COMMUNITY ENGAGEMENT

TRAFFIC & PEDESTRIAN INFRASTRUCTURE

WHAT WE HEARD FROM RESIDENTS

- Residents have observed aging and deteriorating infrastructure.
- Desire for additional pedestrian ways/sidewalks throughout Village Farms, especially along Greyhound Pass and Adios Pass.
- Residents have observed increased speed of traffic on Greyhound Pass and Adios Pass.
- Residents have observed increased volume of traffic on Oak Ridge Road and "cut-through" traffic on Greyhound Pass.
- Opportunities to create safer pedestrian connections to neighborhood pool and Monon Trail.

POSSIBLE SOLUTIONS

- Study the traffic and pedestrian infrastructure to inventory existing conditions, focusing on impact of US 31 improvements, traffic volume and rates of speed through neighborhood.
- Study should confirm desires of the neighborhood, identify opportunities for improvement, and make recommendations to calm or reduce traffic (i.e. speed bumbs, increased signage, narrower streets).

PLAN RECOMMENDATIONS

- Study the existing conditions of the road network throughout the neighborhood and future impact of automobile traffic. Study should focus on traffic volume and rate of speed.
- Advisory Group to develop strategies for: (i) intersection improvements, both within and surrounding the neighborhood; (ii) traffic calming to reduce automobile speed; (iii) repair/resurface roads in poor condition, as identified by the study.
- The study should focus on Greyhound Pass and Adios Pass, identify drainage issues, and consider opportunities to reduce runoff into detention/ retention ponds.
- Study should: (i) identify existing conditions of pedestrian connectivity throughout the neighborhood. The study should (ii) evaluate opportunities to create safer pedestrian conditions across Oak Ridge Road along Greyhound Pass. This study should (iii) be completed in conjunction with the traffic study highlighted above.

VILLAGE FARMS NEIGHBORHOOD PLAN 2015

AMENITIES & SOCIAL PROGRAMMING

WHAT WE HEARD FROM RESIDENTS

- Desire more opportunities for youth and adult activities (i.e. swim team, Boy and Girl Scouts).
- Residents enjoy close proximity to shopping and Monon Trail.
- Desire to maintain quality of lakes for recreation, fishing and wildlife.
- Desire more recreation options associated with lakes, allowing access for all owners.

POSSIBLE SOLUTIONS

- Conduct a programming analysis of existing activities and the capacity of existing venues/recreational spaces.
- This analysis should identify opportunities to provide additional social programming in amenity areas. Proposed social programming should remain age appropriate.

PLAN RECOMMENDATIONS

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

VILLAGE FARMS NEIGHBORHOOD PLAN 2015

BRANDING

WHAT WE HEARD FROM RESIDENTS

- Promote Village Farms in residential real estate market.
- Desire to remain relevant and competitive with surrounding subdivisions that are newer and offer different amenities.
- Desire to maintain property values and the neighborhood's custom and unique character.
- Opportunity to establish and emphasize Village Farms brand throughout the neighborhood.
- Create wayfinding signage to ensure pedestrian safety and enhance access to amenity areas.

POSSIBLE SOLUTIONS

- Study and compare current marketing efforts with neighborhoods of a similar size. Identify opportunities to further promote the revised brand.
- The study should outline a process to engage residents in re-branding exercise that would include proposals for print material and social media campaigns.
- The study should develop a process to engage neighborhood residents and real estate professionals.

PLAN RECOMMENDATION

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

VILLAGE FARMS NEIGHBORHOOD PLAN 2015

COMMUNITY ENGAGEMENT

WHAT WE HEARD FROM RESIDENTS

- Identify opportunities for engagement and partnership within the Westfield community.
- Change in political leadership/vision could result in poor land use/fiscal decisions.
- What benefits will residents of Village Farms see from continuing city growth and increased taxes?

POSSIBLE SOLUTIONS

- Partnership opportunities and professional relationships will likely emerge in which the City may provide professional services, financial assistance and/or continued community services, including snow removal services, facade grants, and further neighborhood crime watch.
- Engage closely with school administration and elected officials.

PLAN RECOMMENDATION

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

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