

Westfield Community Values

Based on information gathered on Monday’s open house, these were the widely-shared beliefs that the community identified.



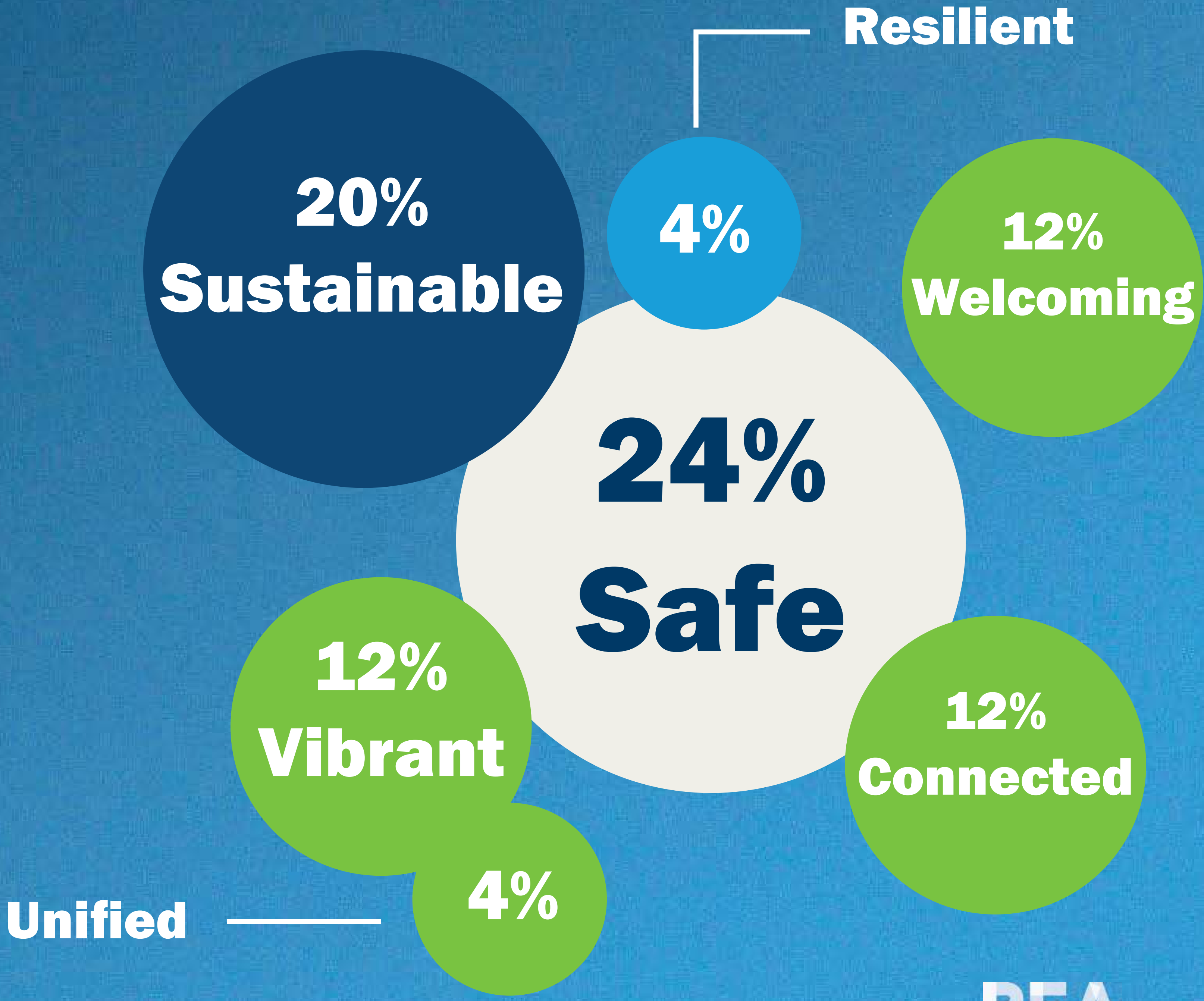
TODAY’S VALUES (2000-2025)

Family-focused, safe, rooted in tradition, growing with care..



FUTURE VALUES (2025-ONWARD)

Top ranked priorities by community votes.





Missing Uses and Amenities

Based on information gathered on Monday's open house, the uses and amenities below are what the people in the area would like to see more of in Westfield.

Mixed-use Development

Play Space

Sidewalk Cafes

Community Retail

House of Worship

Natural Environment

Duplex

Community Center

Sit-down Restaurants

Walkability

Diversified Housing Types

Townhomes

Community Gardens

Plaza

Manufacturing

Brewery

Public Art

Short-term Rentals

Entertainment

Parking Garage

Small Businesses

Office/Headquarters

Passive Greenspace

Sidewalks/Bike paths

Single-family Housing

Transportation Improvements

Based on information gathered on Monday’s open house, these were the “problem areas” the Westfield community identified in regards to pedestrian, bicycle, and street connectivity & safety.



1. Intersection improvements

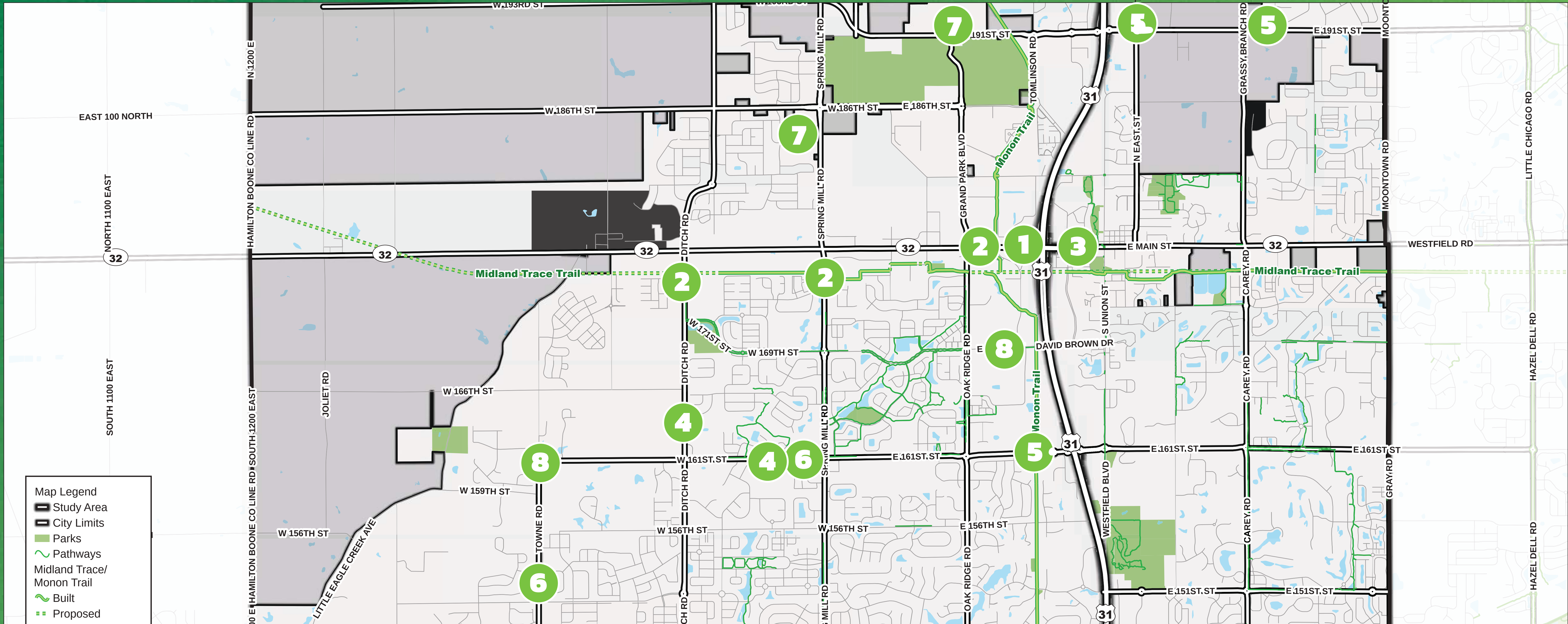
2. Road widening
3. On-street parking

4. Traffic calming measures

5. Trail connectivity
6. Sidewalk connections

7. Improved bikeability

8. Golf cart connections



Value Statements



A value statement expresses the shared beliefs and guiding principles of the community. It sets the tone for the plan and helps explain why certain goals or priorities are being pursued.

Place a dot to indicate if you agree or disagree with the statement. If you wish to alter the language of a statement but otherwise agree with it, place a sticky note with your feedback in the ‘agree but change some words’ column.

Westfield is a place where...	Agree	Agree but change some words	Disagree	Comments
1. growth is intentional, guided by thoughtful planning that enhances community identity and strengthens quality of life.				
2. Westfield continues to be desirable because of strong connections among neighbors, schools, businesses, and local institutions.				
3. residents come first, with safe neighborhoods, high quality schools, and support for every generation.				
4. housing, services, and opportunities are accessible and attainable for all residents.				

Value Statements

Place a dot to indicate if you agree or disagree with the statement. If you wish to alter the language of a statement but otherwise agree with it, place a sticky note with your feedback in the ‘agree but change some words’ column.



Westfield is a place where...	Agree	Agree but change some words	Disagree	Comments
5. trails, sidewalks, and transit connect people to daily necessities and activities without relying on a car.				
6. local businesses, entrepreneurs, and industries prosper, fueling a strong and diverse economy.				
7. leadership is transparent, collaborative, and responsive to community voices.				
8. city parks and entertainment are integral to how the community grows and builds.				
9. everyone is welcome, people of all ages, backgrounds, and income levels.				

Westfield Vision Statement

Vision is an overarching statement that paints a picture of what Westfield will look like in 20 years. It is a series of big picture statements.

Place a dot to indicate if you agree or disagree with the statement. If you wish to alter the language of a statement but otherwise agree with it, place a sticky note with your feedback in the ‘agree but change some words’ column.



Vision Statement	Agree	Agree but change some words	Disagree
A new horizon for the community, Westfield is a city with a bold vision for a place that embraces destination tourists and new residents, has a local and regional economic base, and has the quality of life that makes it desirable for generational families to prosper in the community.			

Comments:

Place sticky notes here

Goals: Transportation

Place a dot to indicate if you agree or disagree with the statement. If you wish to alter the language of a statement but otherwise agree with it, place a sticky note with your feedback in the ‘agree but change some words’ column.



Goals	Agree	Agree but change some words	Disagree	Comments
Invest in the major collector and arterial road network to modernize for current and future development patterns and modes.				
Establish trail development standards and practices that support use by pedestrians, bicycles, golf carts, and other micro mobility choices.				
Fund and build out the gaps in the named trail and perimeter trail network.				
Study a public transportation option for connecting Grand Park, downtown, and other entertainment and commercial nodes.				
Investigate an overpass/underpass for named trail crossings of SR 32, US 31, and other areas identified as safety concerns.				

Goals: Housing

Place a dot to indicate if you agree or disagree with the statement. If you wish to alter the language of a statement but otherwise agree with it, place a sticky note with your feedback in the ‘agree but change some words’ column.



Goals	Agree	Agree but change some words	Disagree	Comments
Develop a pattern book of acceptable missing middle housing types and styles.				
Establish village master plans for Lamong, Eagletown, Joiletville, Hortonville, and other applicable areas, coordinating with master developers when applicable.				
Update the zoning ordinance to reflect different densities and development patterns in the residential placetypes.				
Plan for mixed-use trail-oriented development nodes along the Monon and Midland Trace Trails.				
Work with partners to establish a community land trust and related tools for attainable housing.				
Allow mixed-use development supporting housing in a variety of densities, or “complete communities”				

Goals: Economic Development

Place a dot to indicate if you agree or disagree with the statement. If you wish to alter the language of a statement but otherwise agree with it, place a sticky note with your feedback in the ‘agree but change some words’ column.



Goals	Agree	Agree but change some words	Disagree	Comments
Establish additional planned office and industrial land areas for light industrial, research and development, and headquarter operations that consider the transportation and storage needs of desired business types.				
Incentivize development that is in the city’s targeted economic sectors and pays wages that support living in Westfield.				
Support development of the destination retail, hotels, and entertainment options that support existing investments in the community.				
Establish programs or partnerships to support start-up businesses and entrepreneurs.				
Communicate and engage with local business owners about development, construction, or policy changes that affect their business.				
Market and reinforce downtown as a primary destination for local and regional residents as well as visitors/tourists.				

Goals: Quality of Place

Place a dot to indicate if you agree or disagree with the statement. If you wish to alter the language of a statement but otherwise agree with it, place a sticky note with your feedback in the ‘agree but change some words’ column.



Goals	Agree	Agree but change some words	Disagree	Comments
Continue to develop public art and placemaking initiatives including those that communicate and celebrate local history.transportation and storage needs of desired business types.				
Provide programming activities for residents in locations across the community.				
Encourage development of agri-tourism, agri-business like farm-to-table restaurants, and agri-neighborhoods and parks.				
Preserve, maintain, and enhance or establish quality tree stands and natural riparian corridors.				
Invest in local parks and recreation spaces and activities.				

Placetypes

Placetypes describe Westfield’s long-term vision for how different areas of the city should look, feel, and function. Each placetype reflects a distinct development pattern—such as a neighborhood, mixed-use district, employment center, or open space—and includes guidance on the desired mix of uses, character, design, and infrastructure.

Placetypes help shape Westfield’s identity by **creating unique experiences and a strong sense of place**. They also provide a clear framework for future development, making aligning new projects with the community’s goals easier and attracting investment that fits the vision.

ECONOMIC-ORIENTED PLACETYPES

Economic-oriented placetypes are designed to **support Westfield’s long-term economic vitality by attracting investment, growing local businesses, and creating diverse job opportunities**.

These placetypes **accommodate a variety of employment, retail, entertainment, innovation, and tourism-based uses**. They are strategically located to increase access, visibility, and infrastructure.

RESIDENTIAL-ORIENTED PLACETYPES

Residential-oriented placetypes are primarily focused on **providing a variety of housing choices that meet the needs of Westfield’s diverse population**. These placetypes range from rural homes and traditional suburban neighborhoods to high-density urban villages and master-planned communities. They **emphasize livability, neighborhood identity, and connectivity while integrating supporting uses** like parks, schools, and small-scale commercial or civic amenities. Residential placetypes are **designed to accommodate growth, foster a sense of place, and support long-term community resilience**.

OTHER PLACETYPES

This category includes **placetypes that serve specialized functions** beyond traditional residential or economic roles. These areas **support quality of life, environmental sustainability, and civic infrastructure** across the community. They include preserved open space parks, institutional facilities, and places that improve community connectivity and vitality.

Flex Industrial

Definition

The Flex Industrial placetype creates an **adaptable and efficient environment for clean, high-technology industrial activities**, supporting economic growth while balancing community needs.

These areas **house various light industrial operations, office spaces, and retail or service functions** to encourage a dynamic business environment. This placetype allows for easy design modifications to meet the changing needs of companies, whether they are startups or established companies.

Flex Industrial sites are **strategically located near major transportation routes** to enhance convenience. They should **integrate with surrounding neighborhoods, providing job opportunities and economic development** while minimizing negative impacts on residential areas.

Comments

Place sticky notes here



General Industrial

Definition

The **General Industrial** placetype supports various **processing, production, and manufacturing uses**, including light manufacturing, heavy industry, and outdoor storage.

These areas are **intended for more intensive activity and are carefully located to avoid conflict with residential and commercial uses**. Development should include strong buffers and screening to minimize visual and environmental impacts on nearby areas.

This placetype is critical to **support and diversify Westfield’s economy** by providing space for essential industrial operations and long-term employment opportunities.

Comments

Place sticky notes here

Innovation District

Definition

The **Innovation District** placetype **encourages creativity, collaboration, and entrepreneurship** in a dynamic, walkable environment designed for research, development, and idea exchange.

These areas feature a mix of **offices, co-working spaces, labs, and support facilities** such as maker spaces and incubators. Innovation Districts are often connected to educational or medical institutions, offer high-speed internet and smart infrastructure, and are supported by amenities like cafes, event spaces, housing, and green spaces to attract and retain talent.

This placetype is **located near major transportation routes and higher-density residential areas** to spark innovation while contributing to a vibrant, mixed-use setting.

Comments

Place sticky notes here



Grand Park Sports Campus

Definition

The **Grand Park Sports Campus** is a **premier, championship-level destination** for year-round youth, amateur, and professional sports competitions.

The campus includes **state-of-the-art outdoor and indoor facilities** to host a range of sports, such as soccer, basketball, football, gymnastics, volleyball, and lacrosse. In addition to local programming, Grand Park attracts regional and national tournaments, **supporting tourism and economic activity** in Westfield.

This placetype has **direct access to primary arterial roads**, as noted in the Westfield Thoroughfare Plan, and trails connecting the interior and nearby ponds.

Comments

Place sticky notes here

Grand Park District

Definition

The **Grand Park District** builds on the success of the Grand Park Sports Campus. This placetype creates a **lively, walkable area focused on sports tourism, innovation, and entertainment.**

This district is designed as a compact, mixed-use park where residents and visitors can easily access shops, restaurants, offices, and recreation without needing to drive. Key anchors include a stadium, ice rink, and sports tech facilities **integrated into a connected street network and linear park system.**

The Grand Park District supports a mix of hotels, retail shops and restaurants, entertainment, healthcare and sports medicine facilities, professional offices, high-density housing, and structured parking, creating a **year-round destination for living, working, and playing.**

Comments

Place sticky notes here



Destination Retail

Definition

Destination Retail districts are experience-driven areas that **attract regional visitors for shopping, dining, entertainment, and hospitality.**

These areas **serve as major economic hubs** for Westfield, **supporting tourism, job creation, and tax revenue.** Destination Retail districts are designed to be walkable and pedestrian-friendly, including plazas, green spaces, and high-quality streetscapes with well-integrated lighting, seating, and wayfinding.

Strategic use of drive-thrus may be considered, but the focus remains on creating an engaging retail experience.

Comments

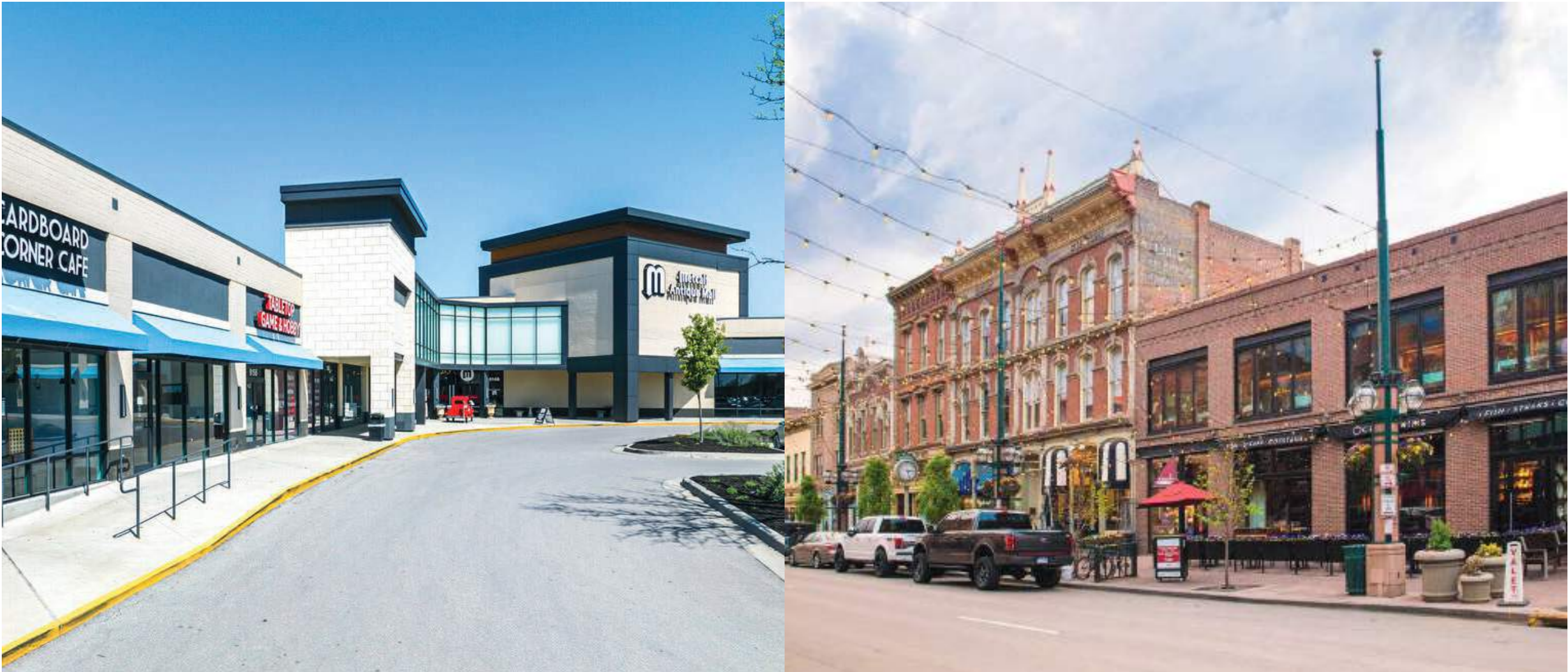
Place sticky notes here

Suburban Commercial

Definition

Suburban Commercial areas provide essential goods, services, and dining options to **meet the daily needs of nearby neighborhoods** and the broader Westfield community.

These mid-scale districts are typically **located along major corridors or intersections**. They are designed to support vehicle and pedestrian access. The Suburban Commercial placetype includes a mix of **retail, restaurants, and service-oriented businesses**, acting as local hubs for commerce and employment.



Comments

Place sticky notes here

Downtown

Definition

Downtown is the heart of Westfield, offering a walkable area that blends **historic charm and modern amenities, including shops, offices, dine-in restaurants, and a variety of housing options.**

Mixed-use buildings with ground-floor retail and upper-level residences and office buildings create a compact, urban environment. Tree-lined sidewalks, multi-use paths for walking, biking, and golf carts, green spaces, plazas, and enhanced creek corridors **create a balanced connection between nature and city life.**

Shared structured parking is encouraged to help minimize the visual impact of surface lots, reduce large areas of impervious surfaces, and allow residents and visitors to easily access shops, services, and gathering spaces on foot.

Comments

Place sticky notes here

Village Center

Definition

The **Village Center** placetype **supports small-scale shops, services, and neighborhood community spaces**. This placetype is designed to meet daily needs within a short walk or bike ride from home.

These centers feature local businesses like **markets, coffee shops, personal services, and small offices**, often in low-rise mixed-use buildings with ground-floor activity and homes above. Development is compact and walkable, avoiding large-format retail and drive-thrus to maintain a neighborhood-friendly scale.

Thoughtful building placement, gathering spaces, street trees, and human-scaled architecture help **create a strong sense of place and neighborhood activity**.

Comments

Place sticky notes here



Rural Residential

Definition

Rural Residential placetypes consist of farmland, open fields, woodlands, and large-lot homes that **reflect Westfield's agricultural roots and natural landscape**.

These areas include **single-family homes, farms of all sizes, and accessory structures** like barns or sheds. Homes are typically accessed by curving or grid-like roads that follow topography and natural features such as streams or woodlands.

While the **primary character is low-density**, context-sensitive clustered subdivisions may be considered if thoughtfully designed to preserve open space and rural character.

Comments

Place sticky notes here

Agrihood

Definition

The **Agrihood** placetype is a thoughtfully planned **residential community centered around a working farm or community garden**. Agrihood development offers access to fresh food, open space, and hands-on agricultural experiences.

These **neighborhoods blend homes with preserved rural character and shared green spaces**, encouraging walkable and bikeable connections. Educational programs, social events, and farming activities foster community engagement.

Select **Agrihoods may include a Village Mixed Use placetype** to provide convenient access to everyday goods and services.

Comments

Place sticky notes here



Traditional Suburban Neighborhood

Definition

Traditional Suburban Neighborhoods include **established and new neighborhoods characterized by low to moderate residential intensity**, primarily composed of single-family homes. These neighborhoods **support large-scale, conventional development patterns** emphasizing walkability and strong connections to surrounding transportation networks.

These areas are **well-connected internally and externally** to promote neighborhood cohesion. Zoning in these neighborhoods should help preserve their character by discouraging inconsistent infill, such as the re-subdivision of lots in a way that disrupts the existing intensity.

Smaller infill sites should be adaptive and sensitive to the surrounding context, **allowing for incremental growth that maintains character**.

Comments

Place sticky notes here

Suburban Village Neighborhood

Definition

The **Suburban Village Neighborhood** placetype blends a **variety of residential types with supporting commercial and retail uses** in a walkable environment. Residential development occurs at a slightly higher density than Traditional Suburban Neighborhoods, creating a more compact and interconnected neighborhood form.

Non-residential uses, such as small shops, cafes, and service-oriented businesses, are strategically located at key intersections or edges of neighborhoods to serve as local hubs that support daily needs. These **amenities are typically within a 15-minute walk from all residential areas**.

A well-connected transportation network prioritizes safe and convenient travel for pedestrians, cyclists, and golf carts, improving neighborhood mobility while promoting active lifestyles.

Comments

Place sticky notes here



Urban Village Neighborhood

Definition

Urban Village Neighborhoods support **higher-density residential development** in areas with the infrastructure and context to accommodate more urban living. These neighborhoods **feature diverse housing types at moderate to high intensities**, including single-family homes, duplexes, townhomes, and smaller-scale multi-unit buildings. Higher-density homes are typically located along main corridors and transitions between placetypes.

The Urban Village Neighborhood is designed for walkability and connectivity. They are typically organized around a grid street network that connects residents to major employment centers, Downtown Westfield, and other placetypes.

Civic uses, such as schools, churches, and community facilities, **are incorporated to support daily life and neighborhood identity**.

Comments

Place sticky notes here

Master Planned Suburban Residential

Definition

Master Planned Suburban Residential large-scale developments are **designed under a single, unified vision**. These communities offer a variety of housing types, such as single-family homes, townhomes, and apartments, and are integrated with coordinated infrastructure (e.g., roads, utilities, stormwater systems), internal street, sidewalk, and trail networks, and shared amenities like clubhouses, pools, parks, fitness centers, and recreational spaces.

These neighborhoods are **typically built in phases over time and are guided by long-term land use and transportation planning principles** that ensure strong connections to surrounding areas and a balanced, complete community feel.

Comments

Place sticky notes here



Neighborhood Transition Area

Definition

Neighborhood Transition Areas are **older residential neighborhoods** located along major corridors or at the edges of downtown and commercial districts that are **gradually shifting toward mixed-use or nonresidential uses**.

This placetype **supports adaptive reuse and sensitive redevelopment** while preserving the residential character and serving as a buffer between more intense development and surrounding neighborhoods.

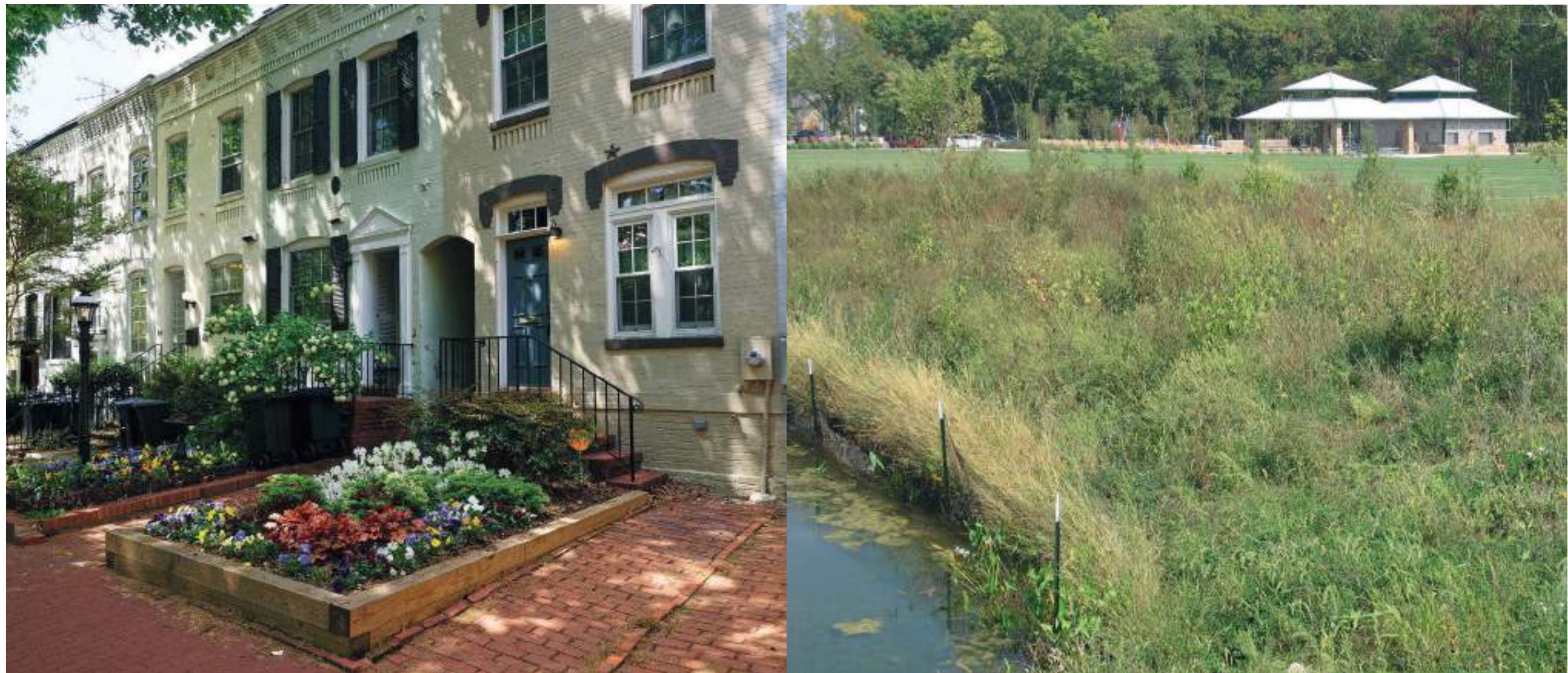
Comments

Place sticky notes here

Multi-Unit Neighborhoods

Definition

Multi-Unit Neighborhoods are **higher-intensity residential areas that accommodate existing or future multi-dwelling buildings**. These areas support a range of housing types like townhomes, rowhouses, triplexes, quadplexes, courtyard apartments, and small- to large-scale apartment buildings. This placetype is **often located on infill sites or within walkable, well-connected corridors**.



Comments

Place sticky notes here

Natural Areas / Parks and Open Space

Definition

The **Natural Areas / Parks and Open Space** placetype includes areas with minimal to no development. It **intends to preserve natural landscapes and provide educational and recreational opportunities**.

This placetype features greenways, floodplains, community and neighborhood parks, linear parks, and trails. **These spaces are protected to maintain their natural character while offering accessible, regionally significant opportunities for leisure, wellness, and outdoor enjoyment.**

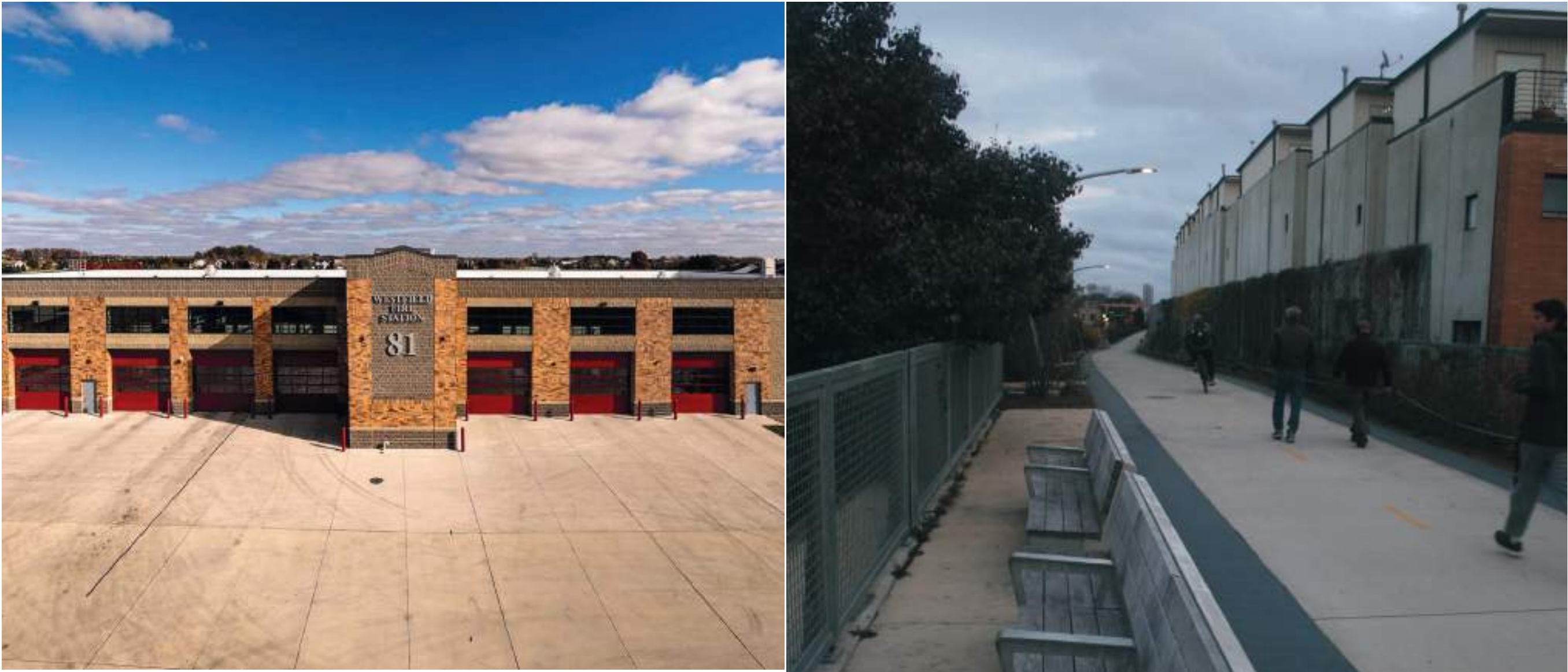
Comments

Place sticky notes here

Community Institutional

Definition

The **Community Institutional** placetype contains many **public and private facilities that serve essential educational, recreational, cultural, and civic functions**. It includes schools, athletic complexes, public recreation centers, places of worship, libraries, emergency services, golf courses, country clubs, and large private open spaces. These areas play an essential role in **supporting community life and well-being**.



Comments

Place sticky notes here

Trail-Oriented Development

Definition

Trail-Oriented Development capitalizes on Westfield's extensive trail network, particularly the Monon and Midland Trace trails. This placetype concentrates a mix of medium- to high-intensity uses around key trail nodes.

These areas support a variety of uses, such as live/work buildings, townhomes, small-scale apartments, offices, retail, and professional services. Development should be carefully scaled, with higher-intensity uses limited to specific nodes and thoughtfully integrated with **direct trail access to promote walkability, wellness, recreation, and alternative transportation**.

Comments

Place sticky notes here

Street Types

Urban Village Neighborhood / Village / Downtown Street Typology



These streets are designed for vibrant, walkable environments typically found in historic downtowns, village centers, and urban neighborhoods. They support a mix of residential, commercial, and civic uses within close proximity, encouraging walking, biking, and transit. Key features include wide sidewalks, on-street parking, street trees, pedestrian-scaled lighting, and protected bike lanes or shared facilities. Speeds are intentionally low to create a safe, people-centered environment that supports street-level activity and economic vitality.

What do you think of this street type?



Place sticky
notes here

Street Types

Suburban Commercial / Destination Retail Street Typology



These roadways serve major commercial and retail centers, often designed around high volumes of vehicular traffic. They are typically wide, multi-lane corridors with medians, turning lanes, and signalized intersections to manage large flows of customers and deliveries. While their primary design focus is on vehicle throughput and access, these streets increasingly need to balance multimodal demands by incorporating safer crossings, sidewalks, transit stops, and bicycle access. Enhancements like landscaped medians and pedestrian refuge islands can help create a more comfortable and accessible corridor.

What do you think of this street type?



Place sticky
notes here

Street Types

Industrial Street Typology



This street type serves as the backbone for employment, logistics, industrial, and innovation campus areas. It supports a broad range of users, including high-volume freight and truck traffic, employees, transit riders, cyclists, and pedestrians. The typology balances operational efficiency for industrial and distribution activities with the connectivity, walkability, and placemaking goals of modern innovation and mixed-use employment hubs.

What do you think of this street type?



**Place sticky
notes here**

Street Types

Rural / Agricultural Street Typology



Serving the agricultural and low-density rural areas of the community, these roads prioritize access for farm equipment, local traffic, and long-distance travel between outlying areas. They generally have minimal infrastructure—such as shoulders instead of curbs—and few pedestrian or bicycle facilities. Design speeds tend to be higher, and development is sparse along the corridor. As development pressure grows at rural edges, these roads may need targeted improvements to safely accommodate a wider range of users, including transitions into suburban or urban street types.

What do you think of this street type?



**Place sticky
notes here**

Street Types

Grand Park Sports Campus / Grand Park District / Special Event Hub Street Typology



These streets are built to accommodate large volumes of traffic, pedestrians, and event-goers during peak times at major regional destinations like Grand Park. They must be highly flexible, supporting daily circulation as well as crowd management, temporary closures, or shuttle operations during events. Key features may include wide sidewalks, multi-use paths, drop-off and pick-up zones, and special signage or wayfinding. Because of their unique function, these streets must blend safety, access, and operational performance with placemaking and community branding.

What do you think of this street type?



Place sticky
notes here

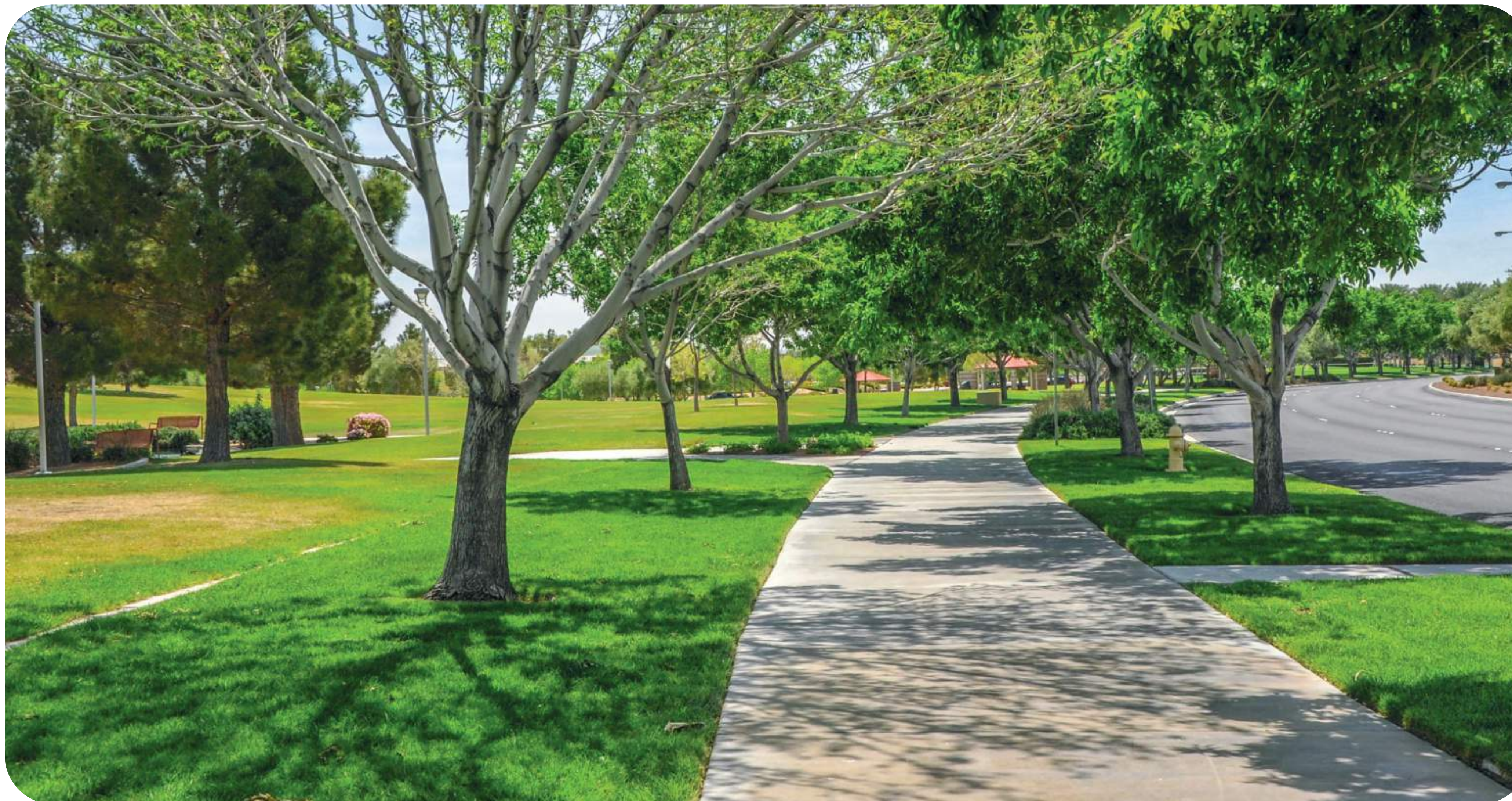
Street Types

Natural Areas / Parks and Parkway Typology



Found near open spaces, natural preserves, or major parks, these streets prioritize scenic quality, environmental preservation, and access to recreational amenities. Travel speeds are typically slower, and designs often include landscaping, soft shoulders, and trail connections. These roads are also used for park circulation and may feature parking pull-offs, rest areas, and interpretive signage. The emphasis is on enhancing the visitor experience and integrating transportation with natural surroundings in a sensitive and aesthetically pleasing way.

What do you think of this street type?



**Place sticky
notes here**

Street Types

Suburban Village Neighborhood / Multi-Unit Buildings Street Typology



These streets are typically found within higher-density residential neighborhoods that include townhomes, apartments, and smaller lot single-family homes. The design balances auto access with pedestrian comfort and connectivity, using features like sidewalks on both sides, tree lawns, and short blocks. Parking may be on-street or in shared lots. These streets contribute to a cohesive neighborhood identity and often connect directly to trails, parks, and schools to support active living.

What do you think of this street type?



**Place sticky
notes here**



Traditional Residential Suburban / Master Planned Suburban Residential Street Typology

Serving master-planned neighborhoods and traditional subdivisions, these streets prioritize low-speed, low-volume travel in a quiet residential setting. They often feature curvilinear layouts, cul-de-sacs, and loop streets, with sidewalks on at least one side, basic street lighting, and limited access points. While vehicle access is primary, many newer developments also include trail connections or shared-use paths to improve walkability. These streets aim to provide a safe, comfortable environment for families, pets, and neighborhood interaction.

What do you think of this street type?



**Place sticky
notes here**