



Westfield Comprehensive Plan 2045

Young Professionals Group

September 09, 2025



Meeting Agenda

1. Process Chart
2. Activities to Date
3. Vision, Values, Goals
4. Overview of Placetypes
5. Exercises for Today
6. Next Steps

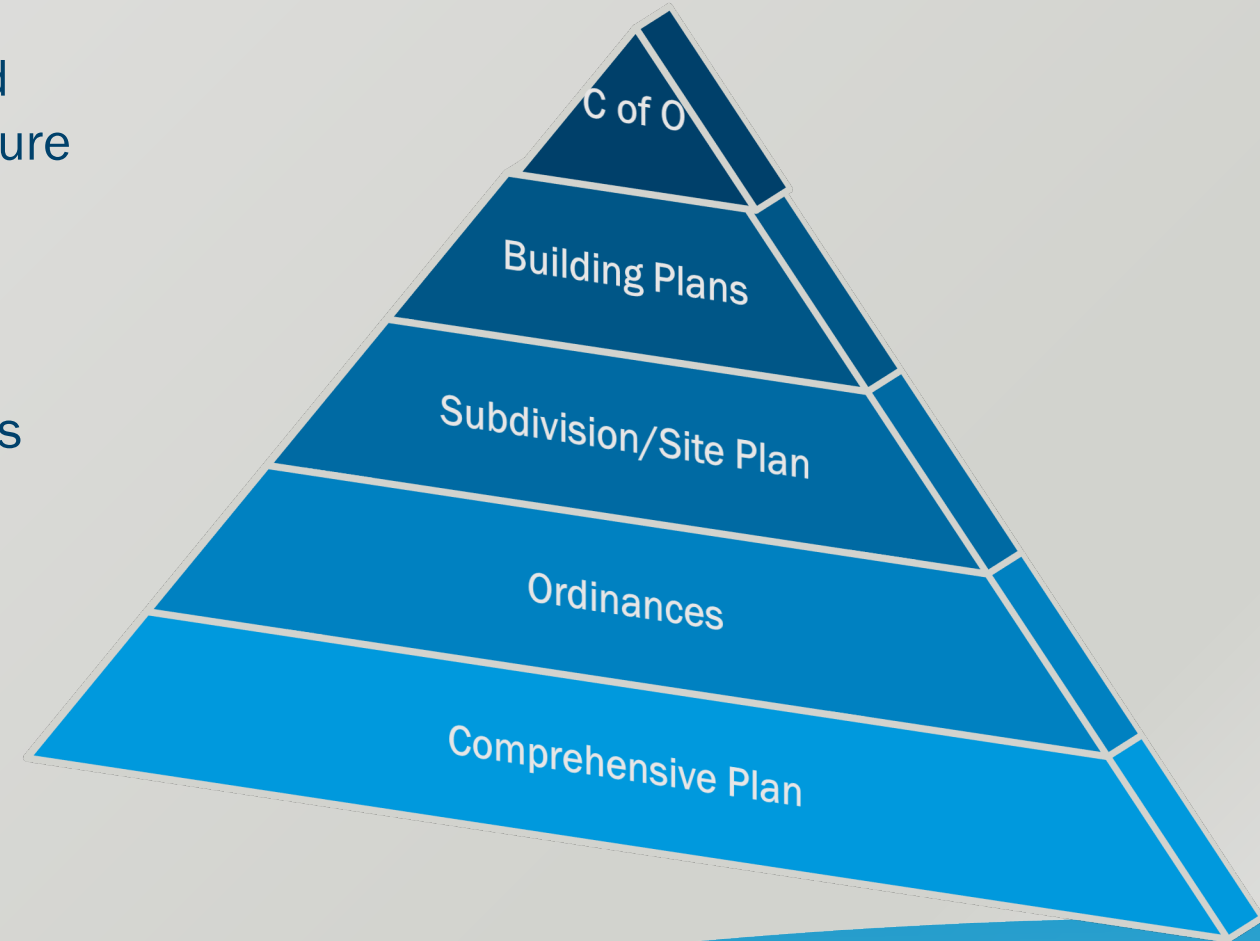
Process Chart

Steering Committee Meeting 6

August 22, 2025

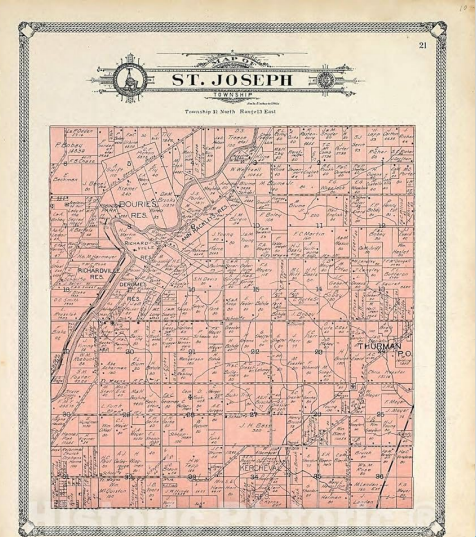
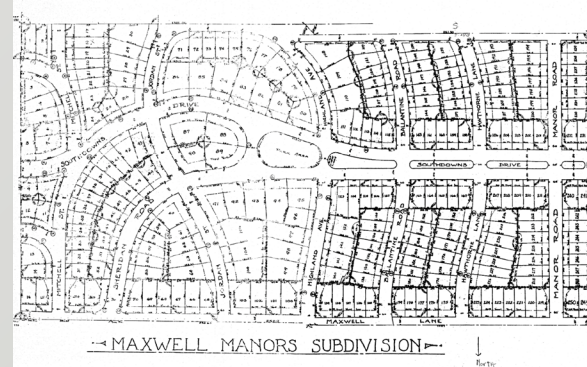
What is a Comprehensive Plan?

- A long-range vision that guides elected and appointed official's decision-making for future development and infrastructure.
- Tells a community the type, location, and quality of future development.
- Contains goals and objectives which directs how the community moves towards that vision.
- Guides community investments.
- Provides legal basis for ordinances.
- Used by staff to evaluate development petitions.
- Strong implementation component to implement various elements of the plan

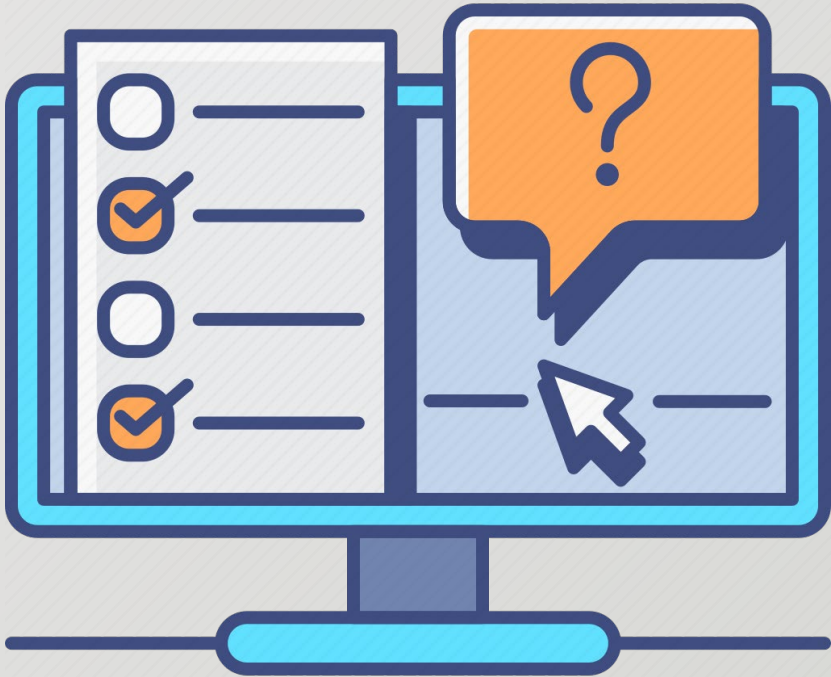


Why Plan?

- ALL DEVELOPMENT IS PLANNED
- THE QUESTION IS:
 - **WHO IS DOING THE PLANNING?**
 - Industries were built by rivers for access and electricity
 - County seats were put in the center of the county so everyone could easily access them
 - Developers convert farmland to housing and employment/retail uses
 - Developers are driven by cost & profits
 - Homeowners split parcels to develop
 - For children or elderly parents
 - For retirement
 - Have gravel driveways instead of paved driveways



What are We Producing?



- Long range planning document for the City of Westfield (20+ years)
- It contains text, pictures, maps, charts, & tables that tell the story of the future of Westfield
- Has a vision statement, goals, & recommendations
- Sets a general direction as a guide but doesn't determine it
- Will help the staff update the UDO
- Prioritizes where investment should be made

Planning Process

WESTFIELD COMPREHENSIVE PLAN PROCESS



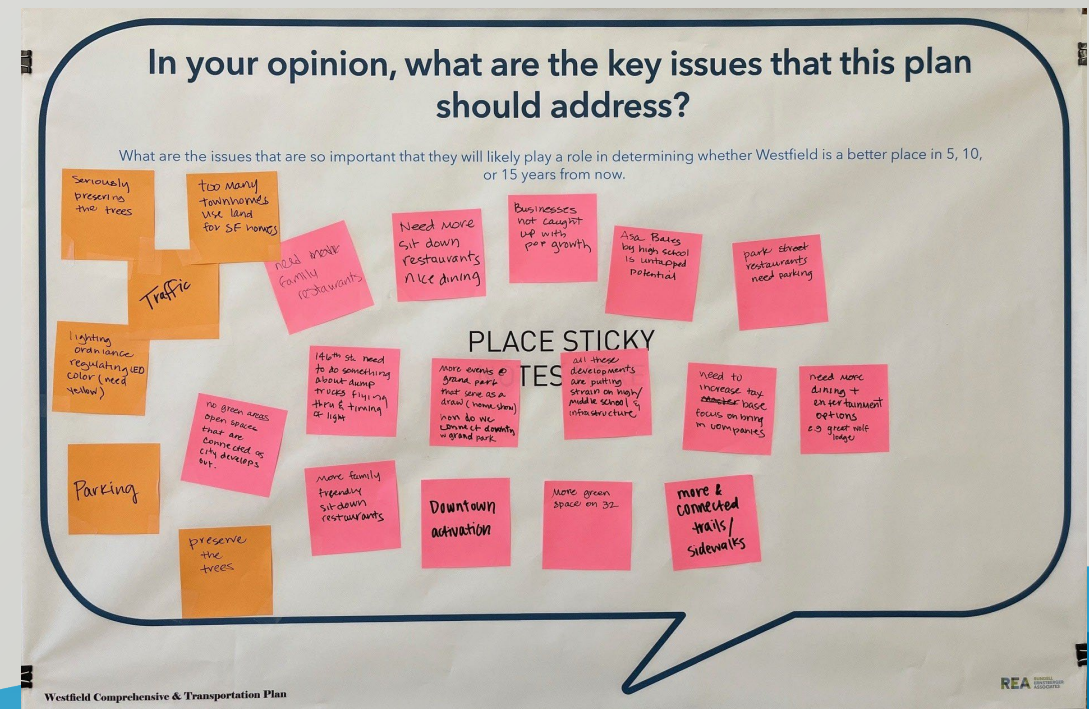
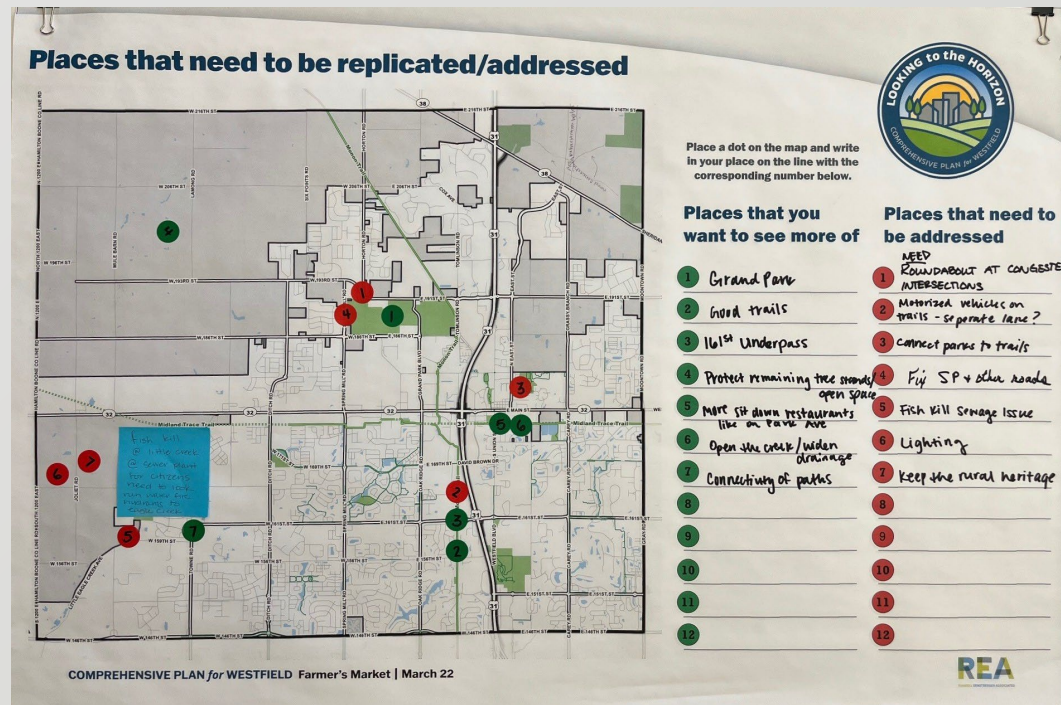
Activities to Date

Young Professionals Group

September 09, 2025

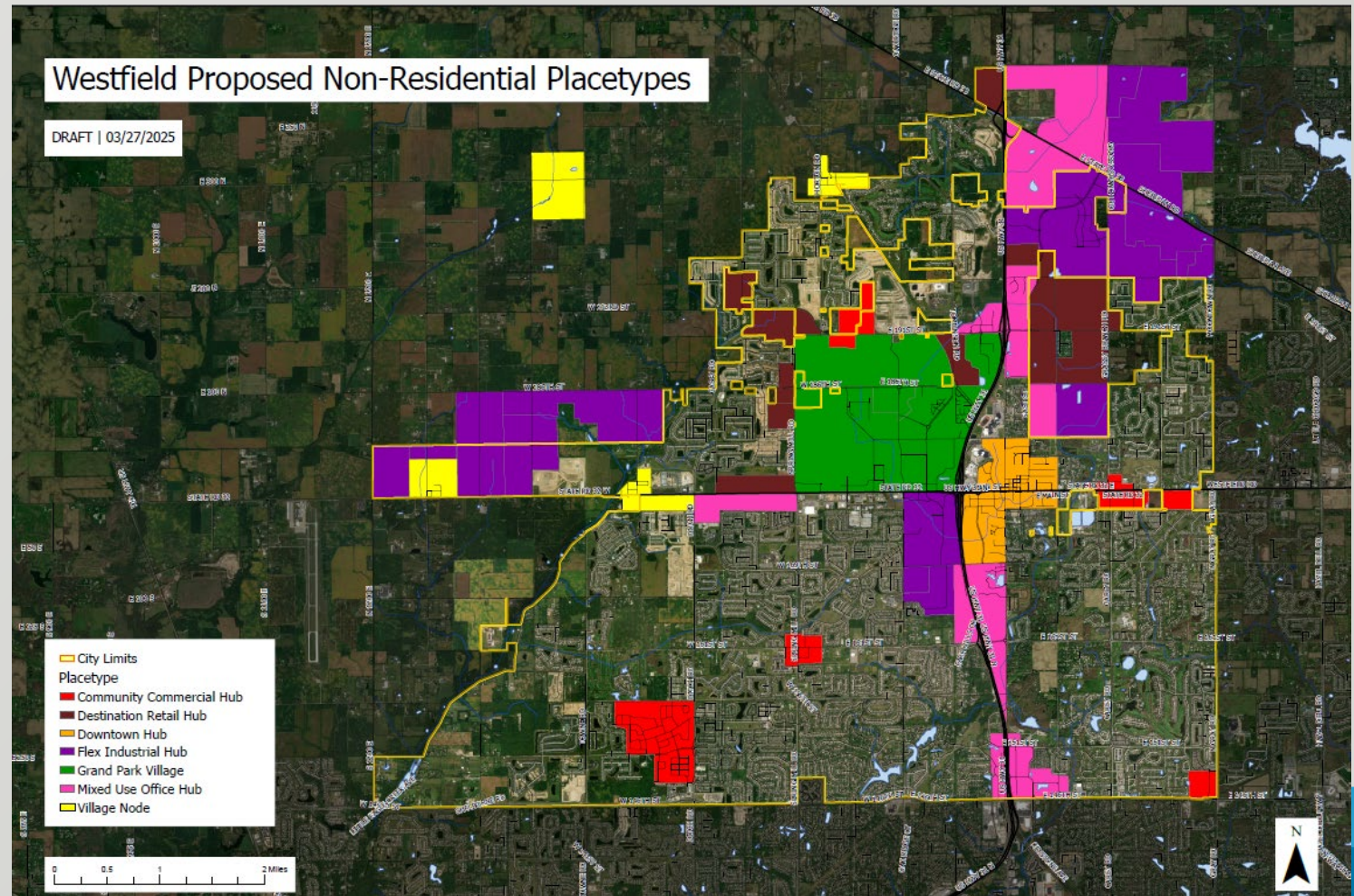
Farmers Market – Feb. 8, Mar. 22, & June 26

Residents shared a vision for Westfield centered on family-friendly growth, unique local dining, environmental sustainability, and diverse housing options.



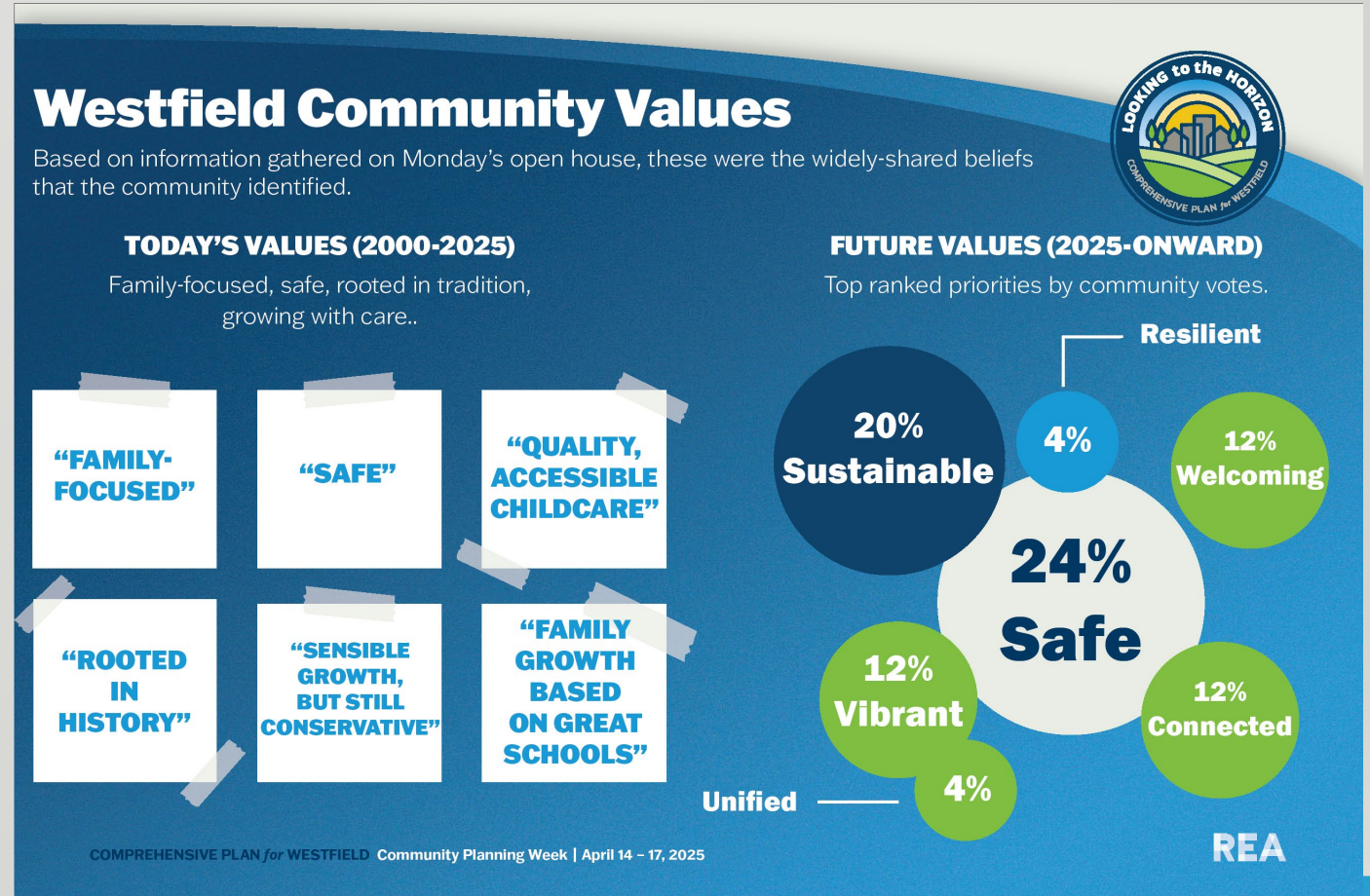
Elected Officials Workshop – Mar. 31 & Apr. 21

Discussion of concerns from the public regarding the comprehensive plan. The goals and process of the plan, **data insights**, and placetype discussion as well as an exercise focused on **economic development placetypes**. Gave feedback on vision, value, and goal statements as well as **placetype definitions and locations**.



Community Planning Week – Apr. 14 - 17

Open House 1 – April 14 and Open House 2 – April 17 asked questions about **what values Westfield represents** currently and what it should represent in the future, **favorite locations, areas needing attention** and other community issues such as **housing preferences** and **transportation feedback**.



Steering Committee 1 - 3 – Feb. 10, Mar. 3, & Apr. 17

Discussion of the current state of Westfield and vision for the future. Committee members discussed the **strengths, weaknesses, opportunities, and barriers** in Westfield, and drafted value statements.

What values does Westfield want to have? (Next 20 years)

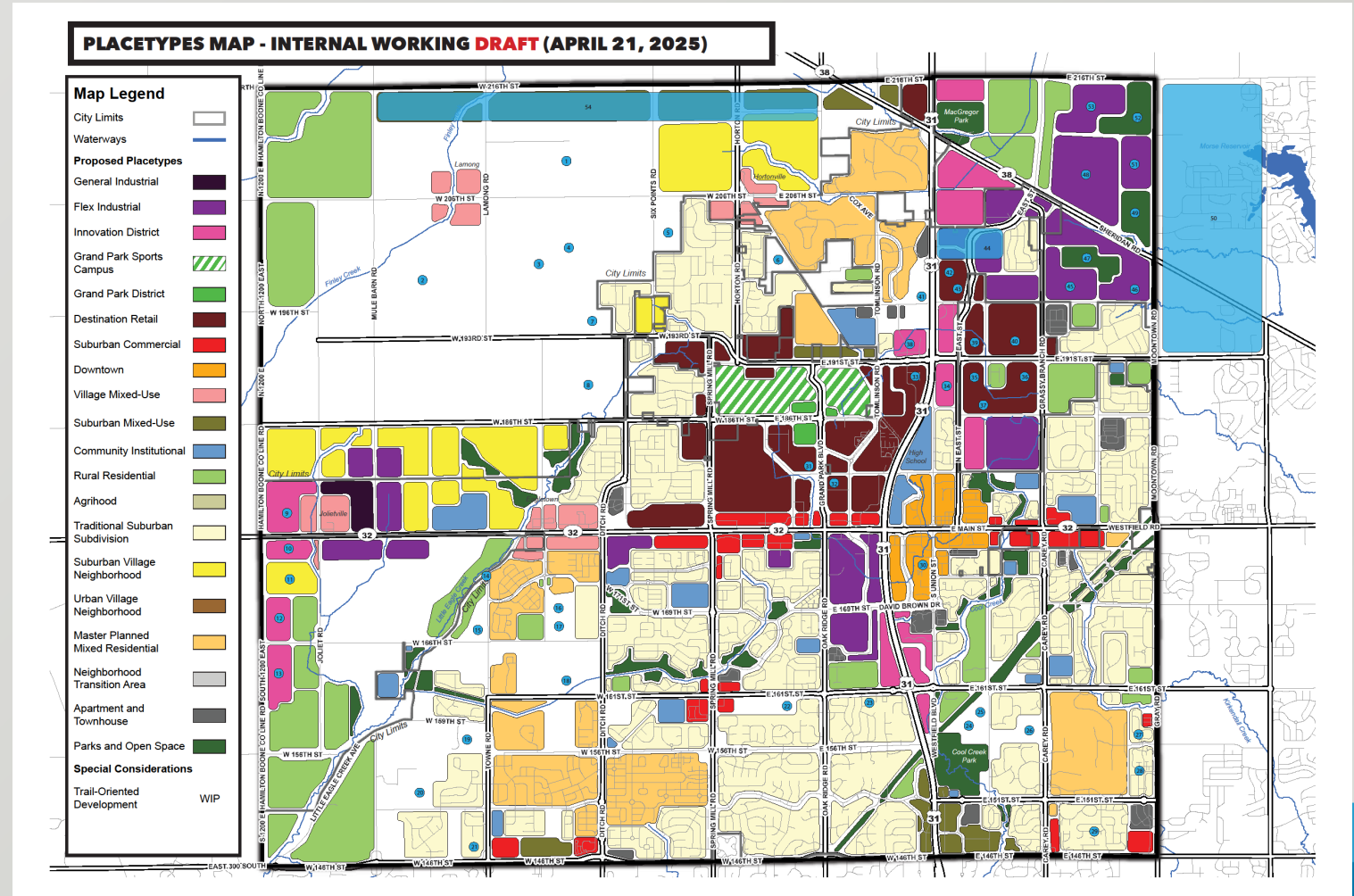
- Balanced
- Sustainable
- Diverse
- Safe
- Connected
- Economic vitality
- Welcoming
- Service
- Strong schools
- Vibrant
- Traditional
- Shamrocks
- Unified
- Pride
- Inclusive
- Events

What's something you like about living here?

- Close-knit community
- High Quality School system
- Trails & Ammunities
- Lots of potential / opportunities
- Busy, lots of things to do
- Proximity
- Sense of community
- Hometown
- Quality of Life
- Bringing new companies here
- Commitment to recreational growth from city
- A want to improve the city (ex: Grand Park)
- Learning about the area & what it has to offer

Steering Committee 3 - 5 – Apr. 17, May 9, & June 5

Presented and discussed vision and value statements and feedback from community planning week. Discussed goals for quality of place, transportation, housing and economic development. Discussed and gave feedback on placetype locations and descriptions.



Joint Focus Group Meetings – Apr. 24 & July 9

Review and give feedback on the vision and value statements, goal statements for transportation, housing, economic development, and quality of place, placetype descriptions and example imagery, and a draft placetypes map in small groups.

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
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.		

Sticky notes on the 'Value Statements' page:

- Neighborhoods @ public planning need complete plans
- connected has to include walking not needs density & walkability in some class etc.
- more chances of entertainment for all ages
- don't think of entertainment as Westfield's auto center but more that should be in 2025
- people will prioritize residents come first
- as some people are important the collective
- For all residents throughout the town needs change
- should not wait today not willing to make the changes to make that happen

COMPREHENSIVE PLAN for WESTFIELD Joint Focus Group Meeting | April 24, 2025

REA

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
1. 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.			
2. Incentivize development that is in the city's targeted economic sectors and pays wages that support living in Westfield.			
3. Support development of the destination retail, hotels, and entertainment options that support existing investments in the community.			
4. Establish programs or partnerships to support start-up businesses and entrepreneurs.			
5. Communicate and engage with local business owners about development, construction, or policy changes that affect their business.			
6. Market and reinforce downtown as a primary destination for local and regional residents as well as visitors/tourists.			

Sticky notes on the 'Goals: Economic Development' page:

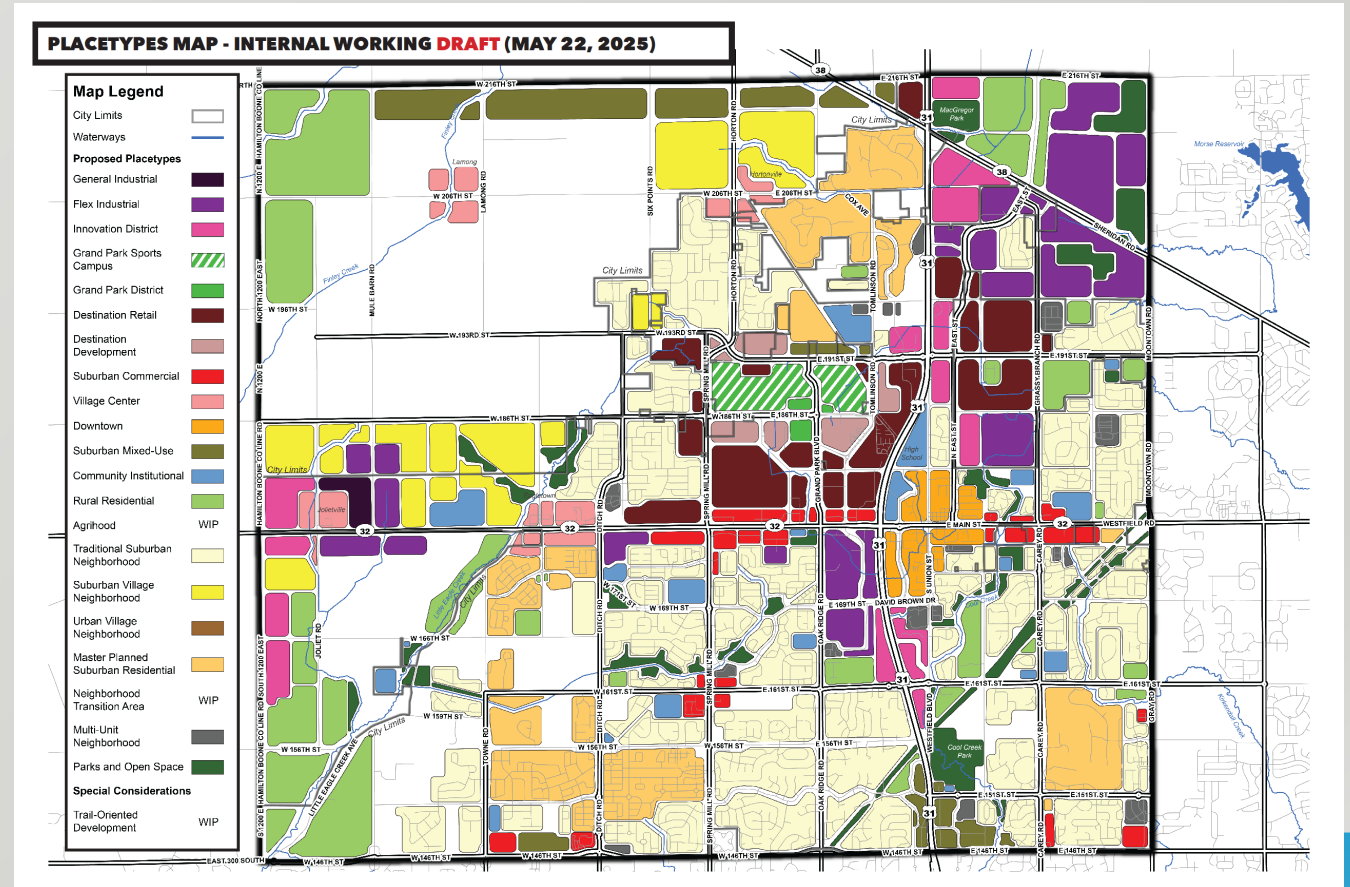
- need this best area in the town to get it done (existing residents)
- I agree with on the 32 manufacturing use 32 offices local employment
- not there before occur so
- 2nd the "not for" is they need it higher income and opp/cor could happen
- emphasize history quality surroundings etc
- philosophy needs to be clear here, stay here, spend here, embrace local identity
- to down side what was the mechanism?

COMPREHENSIVE PLAN for WESTFIELD Joint Focus Group Meeting | April 24, 2025

REA

Other Engagement

- Pastry with a Planner (March 18 & April 23)
- Online Open House (April – May)
– over 200 responses
- Meeting in a Box (Month of April)
- High School Students (May 5)
- Staff Workshops (5)



Vision, Values, and Goals

Young Professionals Group

September 09, 2025

Vision Statement

Westfield is a welcoming, connected, and resilient community that appreciates its past while purposefully directing its future. Innovative growth, defined neighborhoods, dynamic public spaces, flourishing businesses, and a strong economy support residents of all ages and backgrounds. Using strategic planning and investment, Westfield remains a leader in livability, with excellent schools, walkable districts, preserved green spaces, and a deep sense of civic pride.

Value Statements

Westfield is a place where...

- Thoughtful planning guides intentional growth, preserves community identity, and enhances quality of life.
- Community thrives with strong social connections among residents, schools, businesses, local institutions, and government.
- Residents are at the heart of everything we do, ensuring safety, quality of education, access to health care, and support of every stage of life.
- Attainable housing and services are available at a variety of price points to support a high quality of life for residents of all ages, abilities, and interests.
- Trails, sidewalks, and transit connect people to daily necessities and activities.
- Local, national, and global businesses, entrepreneurs, and other industries are growing, fueling a strong and diverse economy.
- Recreation and entertainment amenities and programming are integral to health, wellness, and social interaction of the community.
- Everyone is welcome.

Goals

Economic Development: Position Westfield as a dynamic and resilient economic hub by fostering a diversified business base, cultivating innovation and entrepreneurship, strengthening workforce talent, and leveraging strategic investments in infrastructure, quality of place, and partnerships — ensuring the city's sustained competitiveness, prosperity, and leadership within the regional economy.

- Create a robust, diversified economic base that can withstand market fluctuations and provide sustainable growth opportunities.
- Cultivate a thriving innovative ecosystem that supports startup creation, business scaling, and technology adoption across all sectors.
- Build a skilled, adaptable workforce that meets current and future business needs while attracting and retaining top talent.
- Create world-class infrastructure and quality of place amenities that support business operations and attract residents and visitors.
- Maximize economic development impact through strategic partnerships, regional collaboration, and multi-sector engagement.

Goals

Quality of Place: People recognize the quality of place in Westfield and make it a choice community. It is a community where the local history is ingrained through public art and initiatives. The natural features of the community are valued assets on their own and as they contribute to recreation opportunities and programming. Recreation for people of all ages is a focus of the Westfield community.

- Communities and celebrate local history by continually developing public, art and placemaking initiatives.
- Invest in local recreation facilities and programming for residents of all ages, abilities, and interests.
- Encourage developments and industries that integrate agriculture, including agri-tourism, and agri-neighborhoods and parks.
- Establish quality tree standards and natural riparian corridors to preserve, maintain, and enhance the natural environment.
- Maintain and improve passive green space that provide valuable connections to nature.

Goals

Housing: Westfield will be a model community that provides diverse and accessible housing opportunities for residents across all income levels, life stages, and household compositions, while maintaining it's distinctive character and quality of life through innovative planning, strategic partnerships, and equitable development practices that support long-term economic vitality and environmental stewardship.

- Focus on regulatory and zoning modernization to provide housing opportunities in Westfield
- Develop village master plans for Lamong, Eagletown, Jolietville, Hortonville, and other applicable neighborhoods.
- Align the placetypes map with regulatory standards to reflect the development patterns in the residential placetypes.
- Plan for mixed-use trail-oriented development (TrOD) nodes along the Monon and Midland Trace Trails
- Support a community land trust and related tools to increase the housing supply
- Support diversification of the housing types and integration of neighborhood supporting uses into neighborhoods.

Goals

Transportation: Westfield's transportation strategy focuses on the modernization of the street network, ensuring the safe and efficient flow of traffic for all modes, reducing car dependency and supporting higher density housing types through improved pedestrian and bicycle infrastructure, enhanced transit service, and mixed-use development patterns that integrate with housing, employment, retail, and service opportunities.

- Maintain and modernize the street network to provide for current and future transportation needs that ensure safety for all modes of transportation.
- Establish street design standards including traffic calming tools, landscaping, and lighting standards to enhance safety and the user experience.
- Create a comprehensive trails plan for trail development and design.
- Provide public transportation between important entertainment and commercial destination,

Placetypes

Steering Committee Meeting 6

August 22, 2025

Map Legend

Trails legend on right side →

Waterways

Proposed Place Types

General Industrial

Flex Industrial

Innovation District

Downtown

Community Institutional

Grand Park Sports
Campus

Grand Park District

Destination
Development

Destination Retail

Suburban Mixed-Use

Suburban Commercial

Village Center

Urban Village
Neighborhood

Multi-Unit
Neighborhood

Suburban Village
Neighborhood

Master Planned
Suburban Residential

Traditional Suburban
Neighborhood

Agrihood

Rural Residential

Parks and Open Space

Neighborhood
Transition Area

WIP

Special Considerations

Trail-Oriented
Development

WIP

Named Trails Legend

Solid line = constructed

Dotted line = proposed

Cool Creek

Grassy Branch

Little Eagle Creek

Midland Trace

Natalie Wheeler

Monon

DRAFT

Economic Oriented Placetypes

FLEX INDUSTRIAL: Adaptable business parks with light industrial, tech, and office uses, designed for minimal impact and easy modification.

GENERAL INDUSTRIAL: Areas for heavier manufacturing and production with outdoor storage, requiring strong transportation buffers from less intense uses.

INNOVATION DISTRICT: Mixed-use, walkable areas focused on research, entrepreneurship, and tech development, with shared spaces and strong infrastructure.



Nature Conservancy Headquarters,
Indianapolis, IN



Schmoll Industrial Park, Indianapolis, IN



NJ Center of Excellence, Bridgewater, NJ

Economic Oriented Placetypes

GRAND PARK SPORTS CAMPUS: A national-level youth and amateur sports complex designed for year-round events and tournaments.

GRAND PARK DISTRICT: A compact, walkable mixed-use district expanding Grand Park's success with entertainment, sports tech, hotels, offices, and higher-density housing.

DESTINATION DEVELOPMENT: A retail and entertainment hub designed to draw regional visitors, with walkable streets, public spaces, and potential residential above retail.



Grand Park Sports Complex, Westfield, IN



MKSK Visionary Concept of Grand Park District, Westfield, IN



One Cardinal Way, St. Louis, MO.

Mixed-Use and Community-Oriented Placetypes

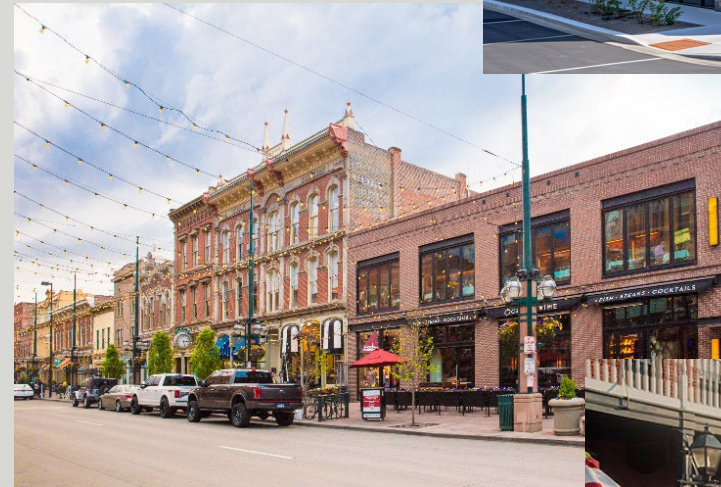
SUBURBAN COMMERCIAL: Mid-scale shopping and service centers located along corridors or intersections, serving **neighborhood and community needs**.

DOWNTOWN: A dense, **historic and modern mixed-use core** with shops, offices, residences, plazas, and multimodal trails, designed for walkability and gathering.

VILLAGE CENTER: Small, neighborhood-scale **mixed-use nodes** offering shops, services, and community spaces **within walking distance** of nearby homes.



Lancaster, PA



Larimer Square, Denver, CO



Carson City, NV

Residential-Oriented Placetypes

RURAL RESIDENTIAL: Low-density areas with farms, estates, and large lots, often with natural features like woodlands or streams.

AGRIHOOD: A residential community centered around a working farm or garden, offering food access, education, and open space.

TRADITIONAL SUBURBAN NEIGHBORHOOD: Low- to moderate-density single-family neighborhoods, walkable but primarily residential in nature.



Jamesville, VA



Serenbe, GA



Sunrise on the Monon, Carmel, IN

Residential-Oriented Placetypes

SUBURBAN VILLAGE NEIGHBORHOOD:

Higher-density neighborhoods with nearby commercial services, **designed for biking, walking, and short trips.**

URBAN VILLAGE NEIGHBORHOOD:

Dense, **walkable neighborhoods** with a **mix of housing types**, civic uses, and good connectivity to employment and green spaces.

MASTER PLANNED RESIDENTIAL:

Large-scale developments with a mix of housing types, **cohesive design**, amenities, and **infrastructure phased over time.**



Lancaster, PA



Carmel, IN



Odessa, FL

Residential-Oriented Placetypes

NEIGHBORHOOD TRANSITION AREA:

Older residential areas in transition to mixed-use, acting as buffers while maintaining some residential character.



Indianapolis, IN

MULTI-UNIT: Areas for multi-family housing types such as apartments, townhomes, triplexes, and quadplexes, suitable for higher-intensity living.



Franklin, TN

Other Placetypes

NATURAL AREAS / OPEN SPACE:

Protected areas for parks, greenways, and floodplains, offering recreation and buffers from development.

COMMUNITY INSTITUTIONAL: Public and private facilities like schools, churches, emergency services, and civic buildings.

TRAIL-ORIENTED DEVELOPMENT (OVERLAY): Compact, higher-density mixed-use development clustered along trails like the Monon and Midland, promoting walkability and access.



Westfield, IN



Carmel, IN

Next Steps

Steering Committee Meeting 6

August 22, 2025

Next Steps



1. Complete paper survey
2. Complete online survey – QR Code on ½ page hand out
3. Public Workshop – tonight from 6pm–8pm at the Westfield-Washington Township Public Library.
4. Incorporate public input into the placetypes map and policies
5. Work on creating draft document

Stay Informed | Engage

- Project webpage: Westfieldhorizon.com
 - Key Dates
 - Contact Us
 - Timeline
 - Online survey
 - Mapping Exercise
- Email: planning@reasite.com

Thank You

Cynthia Bowen, FAICP

REA, Partner / Project Manager

cbowen@reasite.com

Remy Locke

Project Planner

rlocke@reasite.com