

WESTFIELD

A VISION FOR DOWNTOWN



NOVEMBER 6, 2022

DOWNTOWN WESTFIELD is at the core of one of the state’s fastest growing communities. Along with growth comes change, added pressures, and questions about future trajectory.

This plan, prepared by MKSK through the Downtown Westfield Association, represents a vision for how Downtown Westfield could become a vibrant destination: embracing what makes existing downtown unique; fostering responsible growth that leverages Westfield’s development pressures; creating new amenities that enhance the quality of life for all residents; promoting walkability through new community linkages; and properly planning for current and future traffic congestion. The plan focuses on transportation, open space and connectivity, and development. The work was completed over 2021 and 2022 alongside a steering committee who guided work and provided invaluable insights. The resulting recommendations outline investment and infrastructure opportunities and the potential new tax increment that could be realized.

Executing on a vision that reinforces and amplifies what makes Westfield special will set this community apart from others in Hamilton County. Be bold, be Westfield!

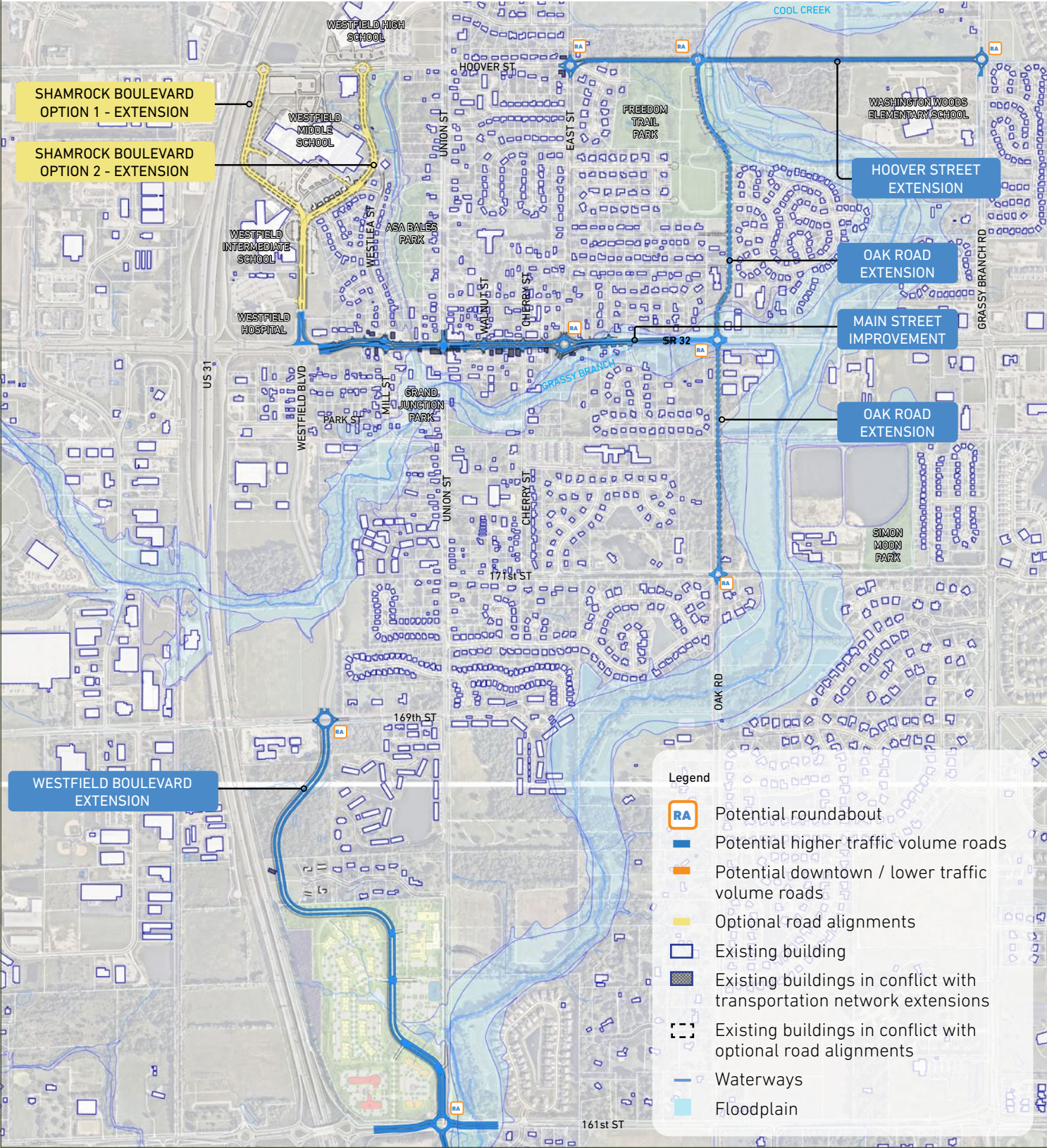
TRANSPORTATION	A network of streets throughout downtown serves local and regional travel. Various eras of development patterns have yielded a disconnected grid and, in some cases, narrow rights of way and one-way streets. As a result, it can be confusing to navigated in the downtown area. Moreover, because few north south routes connect the schools to residential areas to the east and south, there is a significant volume of traffic on Main Street at school drop-off and pick-up times. This plan envisions a number of extensions to existing roads that would distribute high traffic volumes and	ease congestion. Additionally, several lower volume roads are recommended to be extended to interconnect the grid in the core of downtown. Taken together, these improvements would improve navigation and traffic flow, reduce peak hour congestion, and support future development already occurring throughout downtown.
OPEN SPACE + CONNECTIVITY	Downtown Westfield is at the crossroads of Cool Creek and Grassy Branch as well as the Midland Trace Trail, the Grand Junction Trail, the Monon Trail, and others at Asa Bales Park and along Cool Creek. These green and blueways offer tremendous recreational potential to residents within the downtown core. This plan proposes the creation of a new downtown park, linear in format, following Grassy Branch. This new recreational amenity would link the Midland Trace	Trail, the Monon Trail, trails along the Cool Creek, and trails in Asa Bales Park, through the heart of downtown and into Grand Junction Plaza. The new city park along Grassy Branch would preserve and supplement existing trees, give pubic access to the waterway and dramatic landform, and enhance the natural character of this scenic corridor.
DEVELOPMENT	The city is experiencing development pressure in most places, including downtown. Because Westfield is in demand, developers are assembling property and bringing development proposals to the city. At the same time, there is concern that if left unchecked, development could harm the character of downtown Westfield. Though downtown includes just a handful of scattered historic structures, there is a noticeable scale, predominately one- to -three-stories that establishes an identity. A small commercial core surrounding Main	Street is bracketed by low-density residential areas. New development in downtown is envisioned to be compatible with this existing fabric. A mix of Land uses, including office, commercial, retail, food and beverage, and residential, is encouraged to support a vibrant and growing downtown. Vertically mixing these uses in modestly-scaled developments is envisioned to promote walkability and establish a downtown that is uniquely Westfield.

Assisting in creating this Vision:

- Dan Moyer, Chairperson Downtown Westfield Association
- Steve Latour, CEO Downtown Westfield Association
- Andy Cook, Mayor, City of Westfield
- Scott Willis, City Council Member District 1, City of Westfield
- Jake Gilbert, City Council Member District 2, City of Westfield
- Mike Johns, City Council Member District 5, City of Westfield
- Cindy Spoljaric, City Council Member At-Large, City of Westfield
- Kai Chuck, Director of Economic Development, City of Westfield
- Jeremy Lollar, Chief of Staff, City of Westfield
- Christopher McConnell, Parks and Recreation Superintendent, City of Westfield
- Johnathon Nail, Director of Public Works, City of Westfield
- John Rogers, Director of Enterprise Development, City of Westfield
- Kevin Todd, Director of Community Development, City of Westfield
- Robert Horkay, President of Advisory Plan Commission, City of Westfield
- Kristen Burkman, Advisory Plan Commission, City of Westfield
- Rebecca McGuckin, Old Town Companies
- Curt Whitesell, WKRP Indy Real Estate

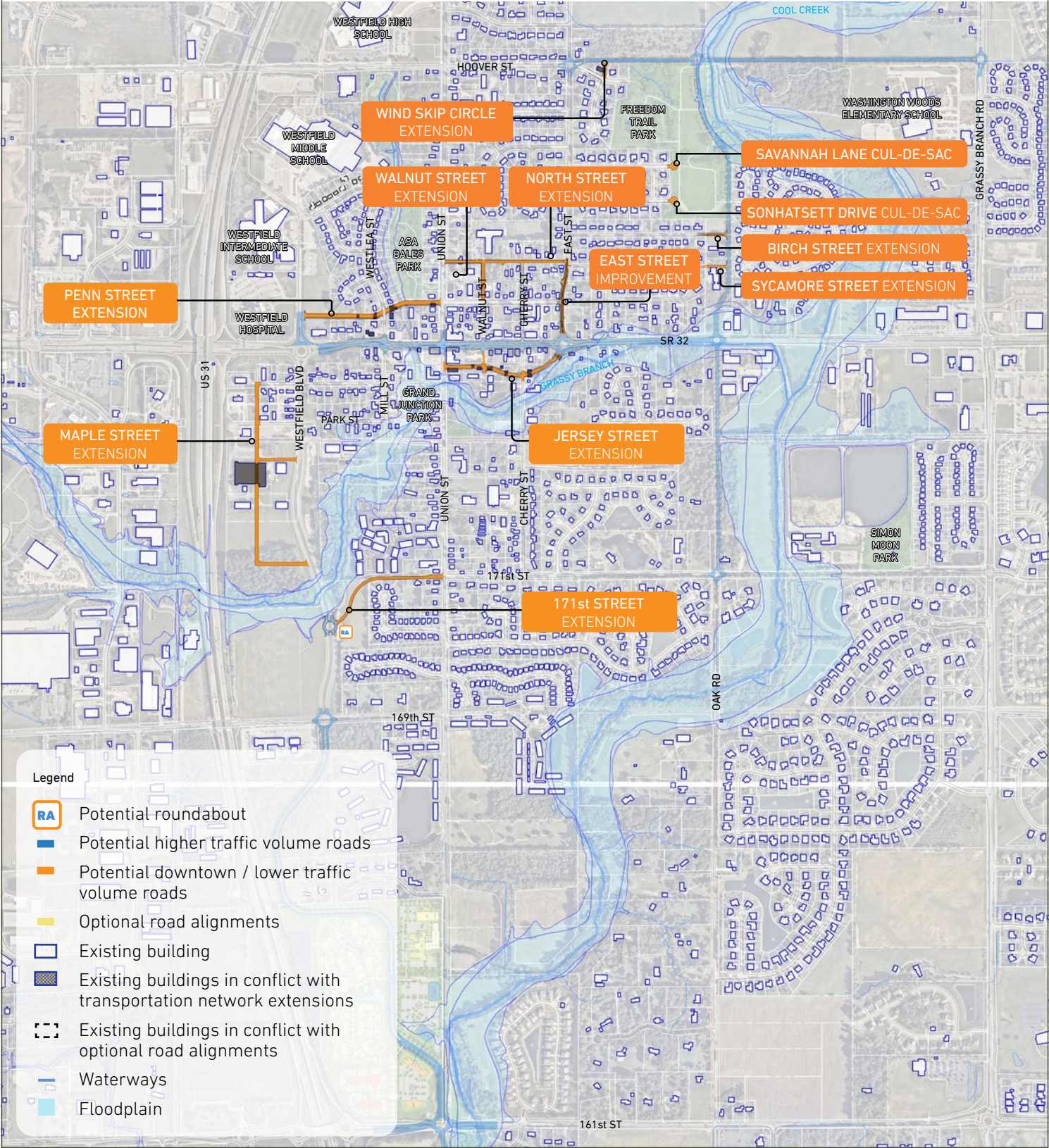
POTENTIAL IMPROVEMENTS TO HIGHER TRAFFIC VOLUME ROADS

Several road extensions and improvements are proposed to alleviate congestion on Main Street, better distribute north-south traffic, and to accommodate growth in downtown. Many of these recommendations are in the current Thoroughfare Plan. The necessity of the Shamrock Boulevard extension could be evaluated following other roadway improvements.



POTENTIAL IMPROVEMENTS TO LOWER TRAFFIC VOLUME ROADS

The downtown network of streets is disjointed. Some streets do not interconnect, others are one-way, and in some cases alleys are used as streets. Extending a handful of key streets is proposed to better connect the downtown network, distribute traffic, and to reduce navigational confusion. Streets are intended to be of a downtown scale and character.



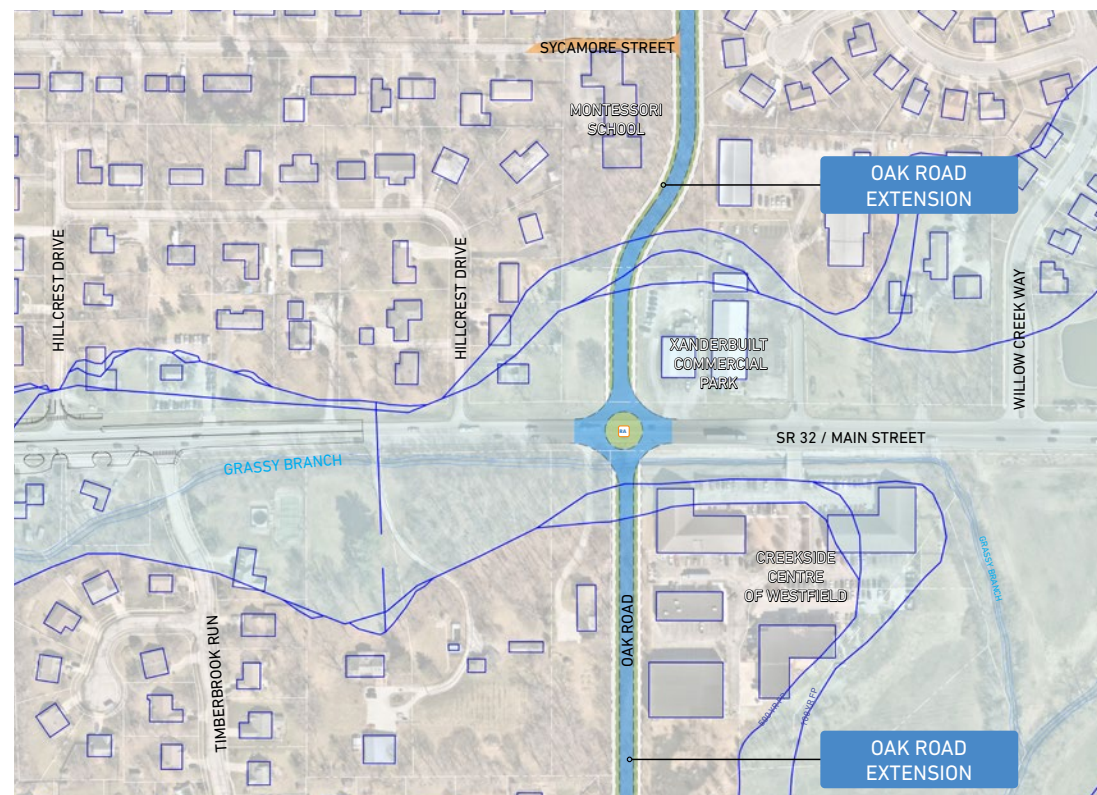
POTENTIAL OAK ROAD EXTENSION - NORTHERN SEGMENT

At its northern end, the proposed extension of Oak Road would align with the eastern edge of Freedom Trail Park, just outside of the 100-year floodplain. Today, this park is only accessible through a neighborhood. The extended Oak Road would provide public access to the park without having to navigate through the neighborhood. As a park amenity, parking could be added along the extended Oak Road. At its northern terminus, the extended Oak Road would intersect an extended Hoover Street.



POTENTIAL OAK ROAD EXTENSION - MIDDLE SEGMENT

The middle segment of Oak Road would align west of an existing neighborhood. In this location, the road would occupy a portion of the Montessori School and the Xanderbuilt Commercial Park properties before intersecting State Road 32 / Main Street. South of State Road 32 / Main Street, the extended Oak Road is aligned outside of the Creekside Centre property.



POTENTIAL OAK ROAD EXTENSION - SOUTHERN SEGMENT

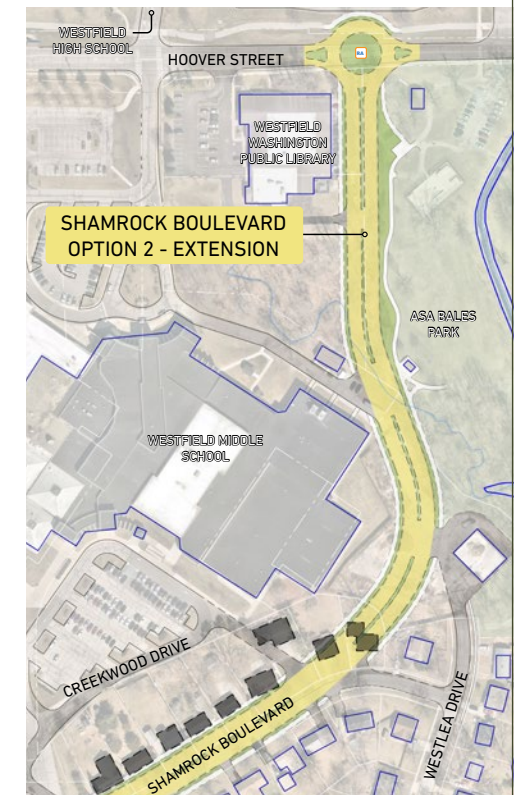
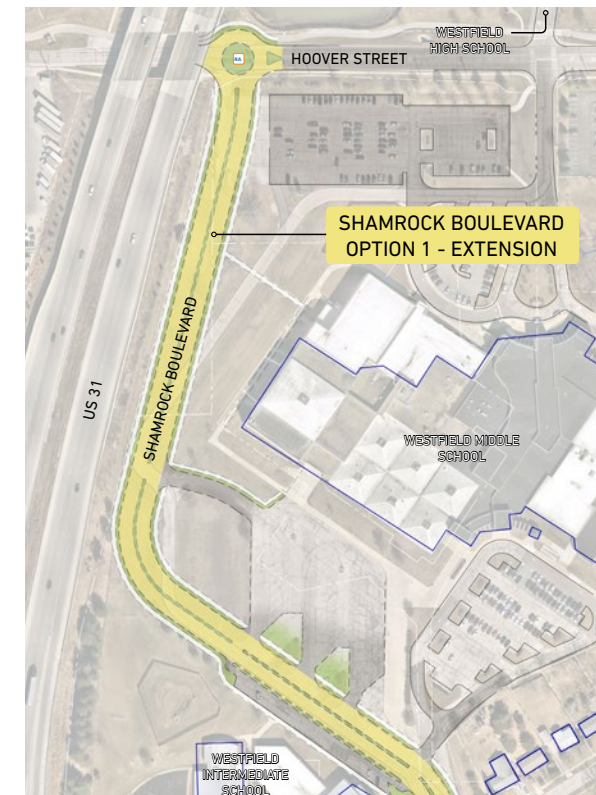
Oak Road currently terminates at 171st Street. North of this intersection, a proposed Oak Road extension would skirt the eastern edge of the 500-year floodplain and pass through largely undeveloped Land until the intersection with State Road 32 / Main Street.



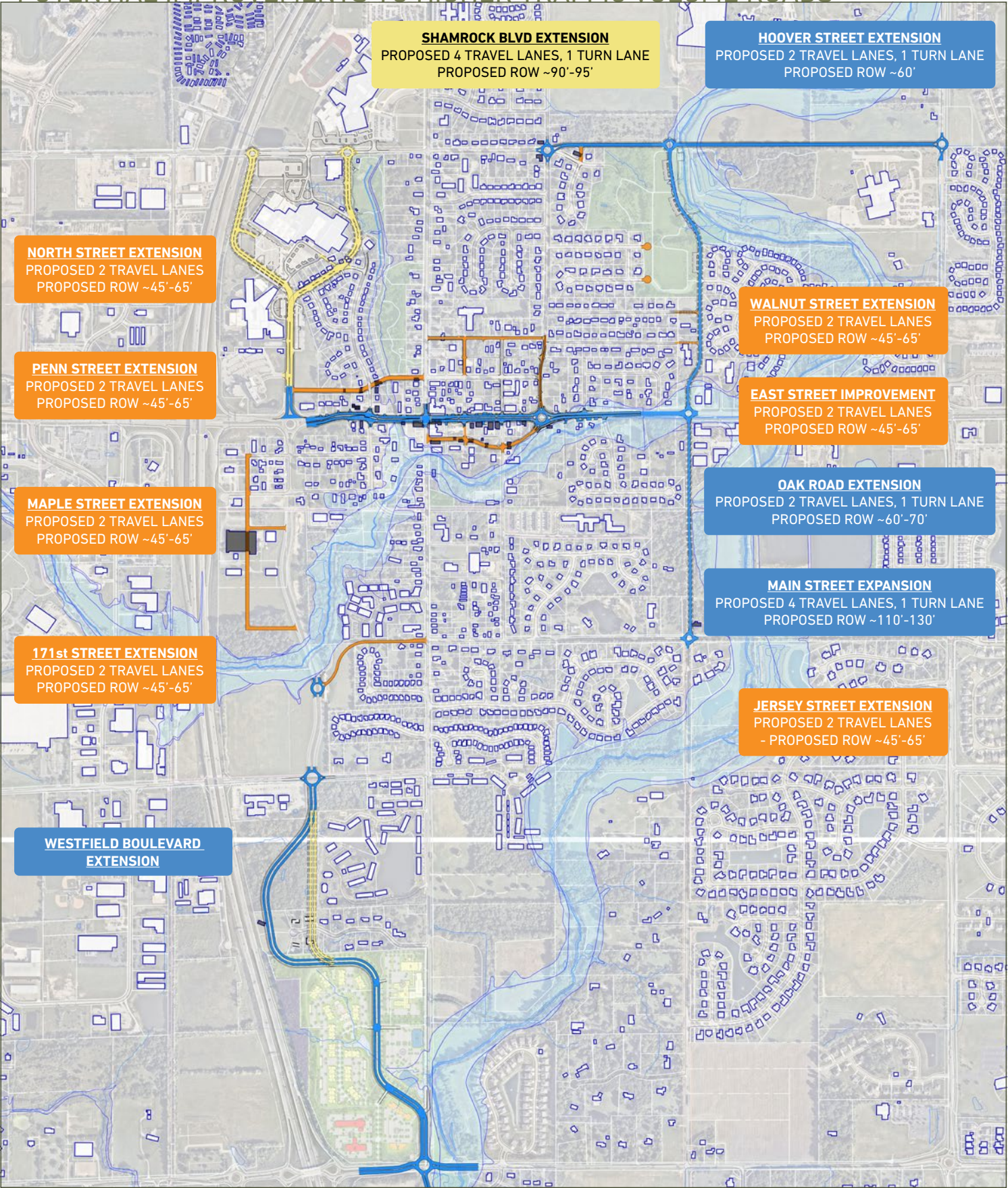
POTENTIAL SHAMROCK BOULEVARD EXTENSION OPTIONS

Today, Shamrock Boulevard ceases as an improved corridor at the intersection with Creekwood Drive, near the Westfield Intermediate School. From this point, the road winds west and north of the Westfield Middle school before intersecting with Hoover Street. The circuitous route of Shamrock Boulevard limits its opportunity to distribute the heavy traffic volumes going to and from the schools.

If Shamrock Boulevard is to be re-routed, two alternatives are proposed. Option 1 is an improved version of today's configuration. Option 2 aligns with the west edge of Asa Bales park. This option does impact several homes in the Westlea neighborhood.



POTENTIAL IMPROVEMENTS TO HIGHER TRAFFIC VOLUME ROADS



TRAFFIC ANALYSIS

Preliminary analysis shows the existing road network can accept the forecasted volumes.

Internal trips have less impact on roadway capacity. The right balance of homes, shopping, and employment can further reduce the number of vehicle trips into the area by up to 10%. If there is an over-reliance on residential or employment (not the mixed uses envisioned), there could be a need for major widenings.

The projected volumes are in a zone where widening may be needed if access to the development is not carefully designed. There are several ways to extend the capacity of the roadway system capacity.

- » Have strict access management standards along Main Street and the other major roads, preferably no access other than at the intersections (or just right turn lanes with a median)
- » Leave room for turn lanes or roundabouts at the intersections
- » A four-lane road with a median will have about 20% more capacity than a five-lane road (five lanes can handle 30,000-45,000 vehicles per day if the roads and intersections are well designed)
- » Roundabouts can increase efficiency and traffic flow by 10-30%
- » Have access to the parking structures and parking lots be from the local streets or on the edges of the district
- » Have Uber/Lyft drop offs be restricted to the side streets
- » Same with loading zones – designate them be within the block or off the side streets
- » Consider pedestrian crossings at signalized mid-block locations – so the building designs should be set up to focus on those pedestrian corridors

Note: order of magnitude analysis was performed by comparing conceptual development data against standard metrics from the Indianapolis Metropolitan Planning Organization, ITE Trip GEN V11, ESRI Business Analyst, and the Center for Neighborhood Technology. Further design and engineering refinement should include a deeper traffic analysis to determine development impacts on planned and current road level of service (LOS).

OVERALL TRAFFIC PROJECTIONS

Road	Traffic Projections	Estimated Level of Service
Main Street/SR 42	41,000 – 45,000 ADT*	D – Steady Traffic limited at high density (considered sufficient for a 5-lane urban street per INDOT standards and travel speeds)
Shamrock Boulevard	5,000 – 10,000 ADT*	C – Steady Traffic (considered sufficient for a 5-lane urban street per INDOT standards and travel speeds)
Westfield Boulevard	5,000 – 8,000 ADT*	D – Steady Traffic limited at high density (considered sufficient for a 2-lane urban street per INDOT standards and travel speeds)
East Street	4,000 – 5,000 ADT*	D– Steady Traffic limited at high density (considered sufficient for a 2-lane urban street per INDOT standards and travel speeds)
171st Street	2,500 – 5,000 ADT*	D– Steady Traffic limited at high density (considered sufficient for a 2-lane urban street per INDOT standards and travel speeds)
Oak and Hoover Streets	Minimal existing traffic counts or projections available	C – Steady Traffic (considered sufficient for a 3-lane urban street per INDOT standards and traffic speeds). It is anticipated that development will benefit from access to these secondary streets and that these streets will have ample capacity for new traffic.
Union, East, and Cherry Streets	Minimal existing traffic counts or projections available	C – Steady Traffic (considered sufficient for a 2-lane urban street per INDOT standards and traffic speeds) It is anticipated that development will benefit from access to these secondary streets and that these streets will have ample capacity for new traffic.

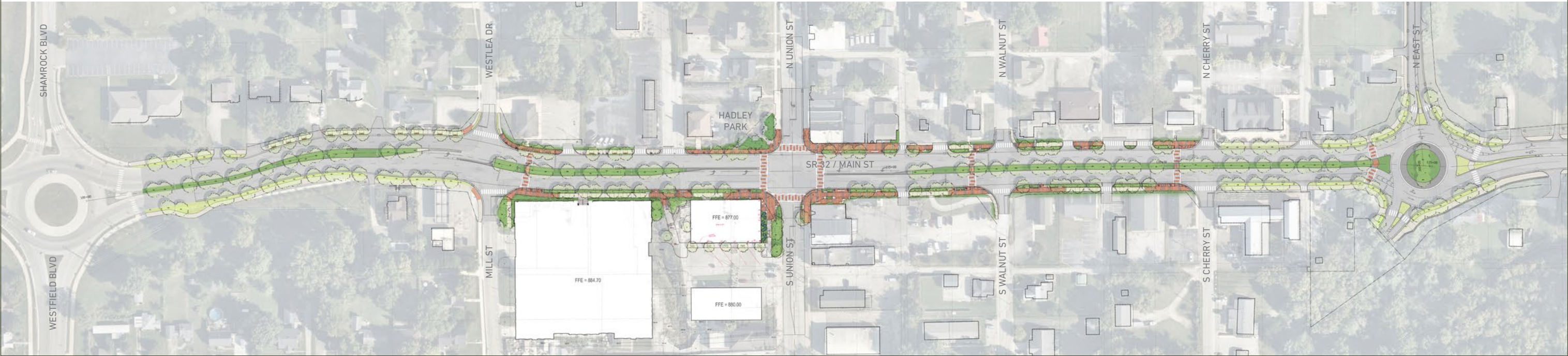
OVERALL IMPACT ANALYSIS (2040)

Potential Residents	3,600 persons (additional population growth)
Potential School Aged Children	670 persons (segment of the population under age 18)
Potential Employment	1,300 -2,700 persons (based on Land use)
Vehicle Trips	15,150 ADT (additional average daily trips)
Note: stated figures are order of magnitude estimates based on conceptual development data, current and future growth projections by others, and industry standard metrics.	

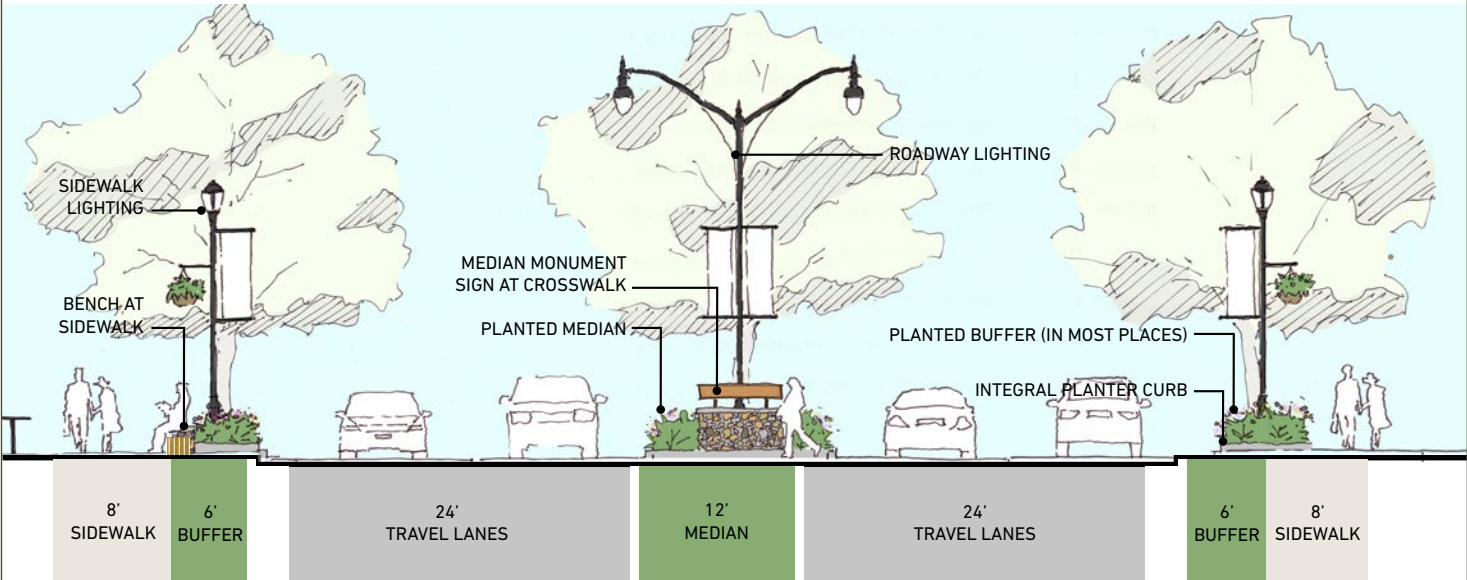
MAIN STREET | A DOWNTOWN-SUPPORTIVE STATE ROUTE

With INDOT’s pending improvements, dramatic changes are coming to State Road 32 / Main Street. Among the changes, the highway will be widened to include five lanes, access will be limited at Westlea/Mill and will be limited to right in/ right out at Walnut and Cherry. A new roundabout will be constructed at East Street. Along with these changes, will be

an enhanced streetscape that safely buffers pedestrians from highway traffic. The center median will limit downtown’s north and south connectivity to just three intersections: Westfield/Shamrock Boulevard, Union Street, and Jersey/East Street. This concentration of traffic further emphasizes the need to extend Oak Road and Shamrock Boulevard.



The newly constructed State Road 32 / Main Street is envisioned to include streetscape enhancements that support Westfield’s identity and foster a vibrant downtown environment. Enhancements include street and sidewalk lighting with banners and hanging baskets, planted buffers between travel lanes and sidewalks in high-pedestrian areas, street trees, signature crosswalks, monument signs at cross streets, seating elements, trash receptacles, and bike racks.



TYPICAL MAIN STREET CROSS SECTION

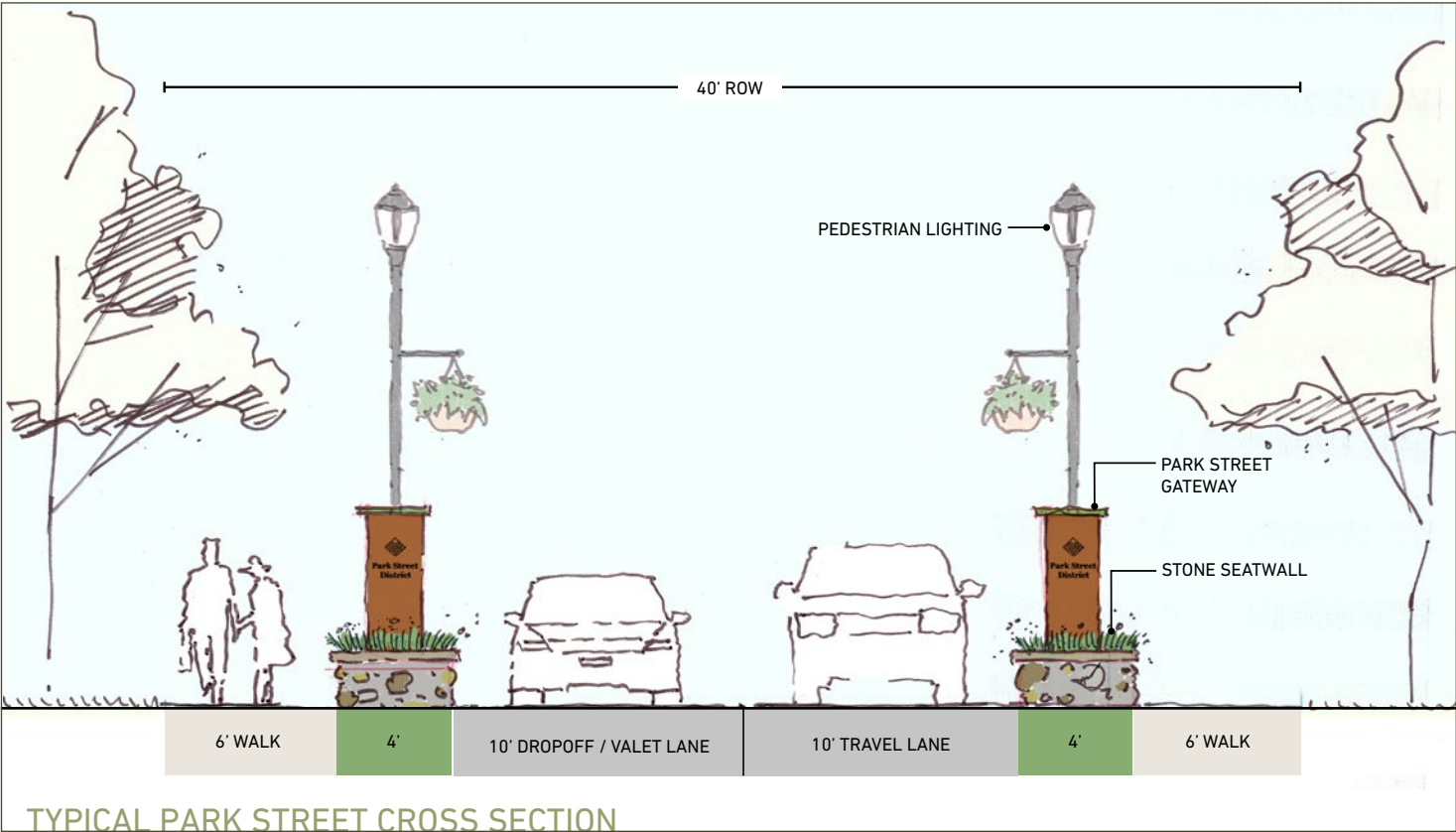
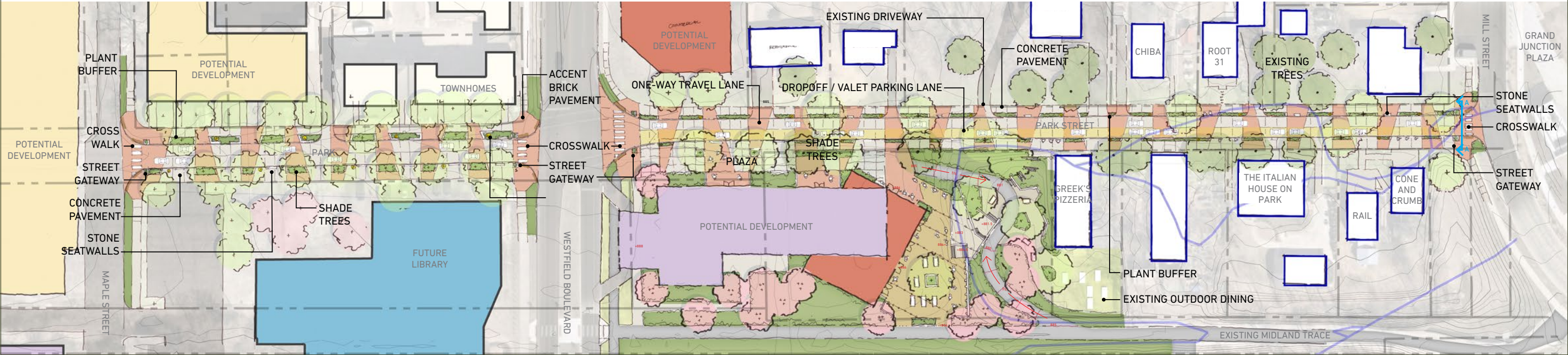


PROPOSED

PARK STREET | A UNIQUELY WESTFIELD STREET AT RESTAURANT ROW

The collection of small, eclectic houses turned restaurants along Park Street is a one-of-a-kind destination in Hamilton County. The street today is difficult to navigate. There is potential for Park Street itself to better support businesses and patrons. The plan envisions a redesigned Park Street with a dedicated valet-drop-off lane on the south side and a through

lane on the north side. Within the existing narrow right of way, enhancements are envisioned to create a 'festival street' linking Grand Junction Plaza to future development along Maple Street. Street trees, planters, gateways, lighting, seatwalls, and brick pavement are proposed to create a unique character. The street could be closed for special events.



A NEW LINEAR PARK AND TRAIL THROUGH DOWNTOWN

THE PASS

"The Pass" envisions a direct, scenic connection to the Monon Trail and Westfield Boulevard development sites via the Grassy Branch Creek.

THE PARK

"The Park" envisions a lively passive open space in the heart of Westfield centered around a restored Grassy Branch Creek.

THE PROMENADE

"The Promenade" envisions an active, friendly, and refined State Route 32 streetscape complete with a naturalized Grassy Branch Creek.

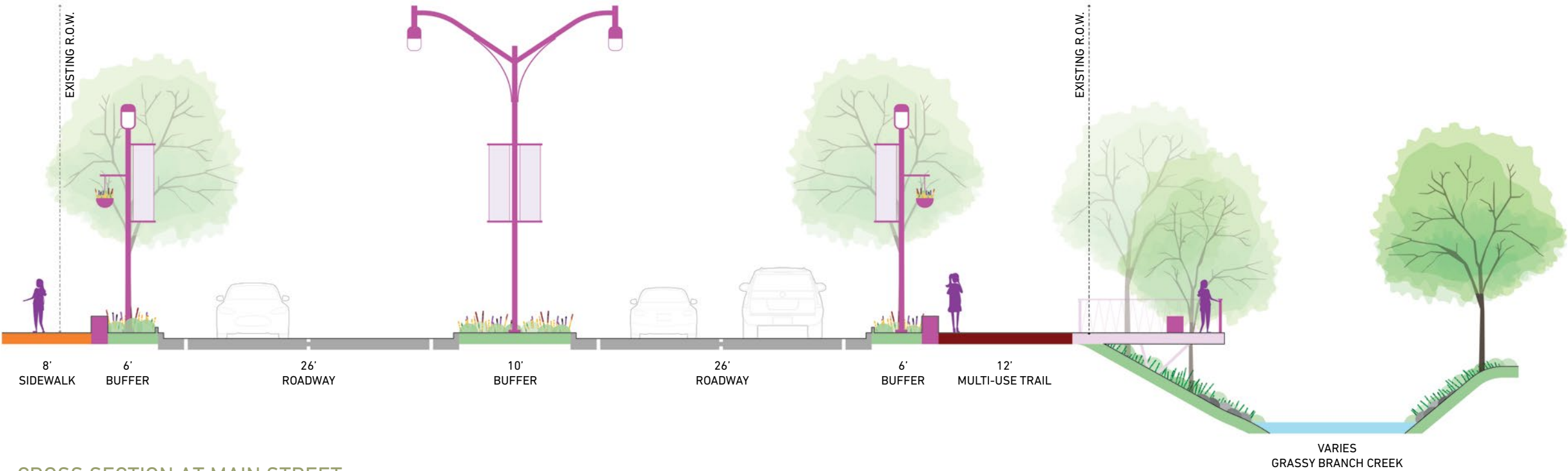
Grassy Branch passes through Grand Junction Plaza, the new jewel of the city's park system, in the heart of downtown. Surrounding downtown are key trails, the Monon west of US 31 and the Midland Trace, just south of the Plaza. North of Main Street is Asa Bales Park and its network of trails. Similarly, just east of downtown is Cool Creek and its potential for trails.

This plan envisions a new green ribbon - the Grassy Branch Park and Greenway - connecting all of these assets. This linear park would establish an identity for recreation and wellness in downtown and would physically link all trail users. The space itself is proposed to be a new city park and would include passive areas, play areas, overlooks, access to Grassy Branch, formal trails, informal/soft surface trails, seating areas, and public art.



GRASSY BRANCH PARK AND GREENWAY | THE PROMENADE

The eastern edge of the Grassy Branch Park and Greenway would coincide with Main Street, where Grassy Branch parallels the road. This portion of the park, called The Promenade, could include a planted buffer between the road and a wide, multi-use trail. In select locations, overlooks could be constructed to provide areas of respite and views of Grassy Branch overlooking the sloping terrain. Discussions between the City and INDOT are important to begin planning the intended enhancements within the future right-of-way.

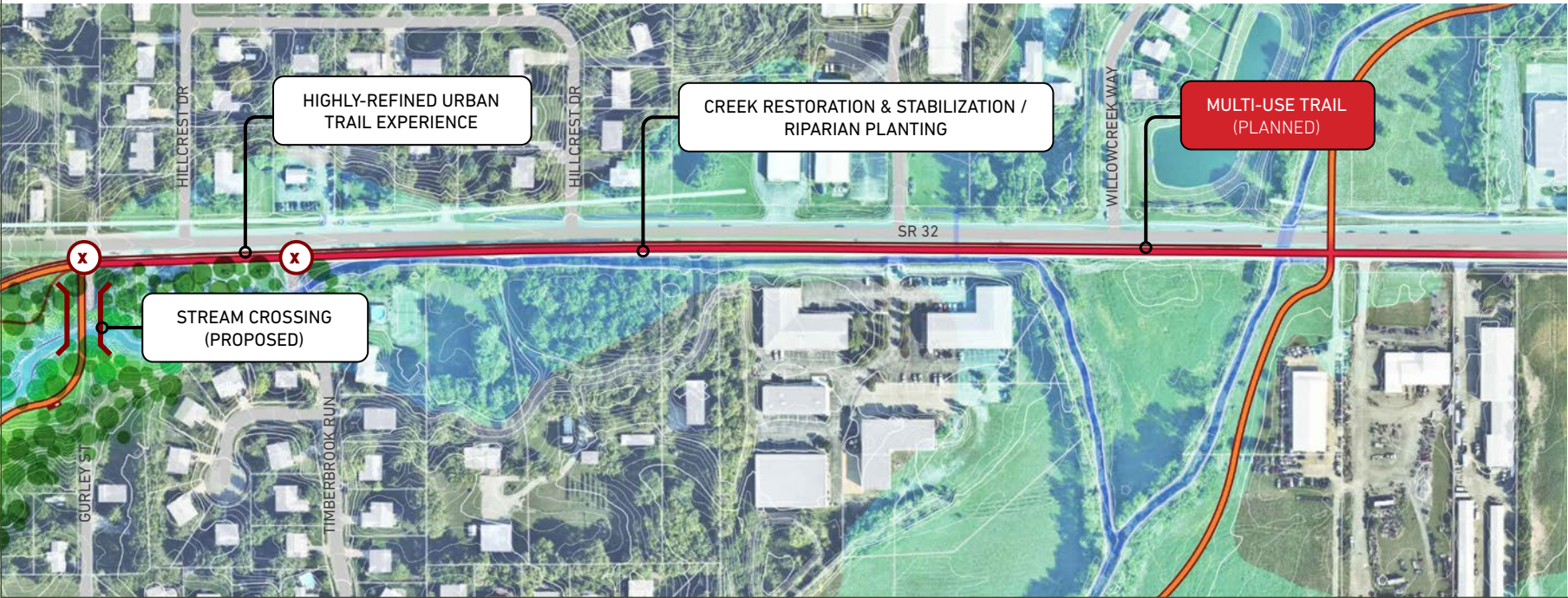


CROSS SECTION AT MAIN STREET



KEY MAP

The new multi-use trail would align the south side of State Road 32 / Main Street. Along Grassy Branch, enhancements could include slope stabilization and native plantings. Street/trail crossings would occur at Timberbrook Run and Gurley Street, where a new stream crossing is also proposed.



Pedestrian-scaled Streetscape Elements

Native-inspired Plant Palette (with Bio-retention as Needed)

Creek Restoration & Enhancements

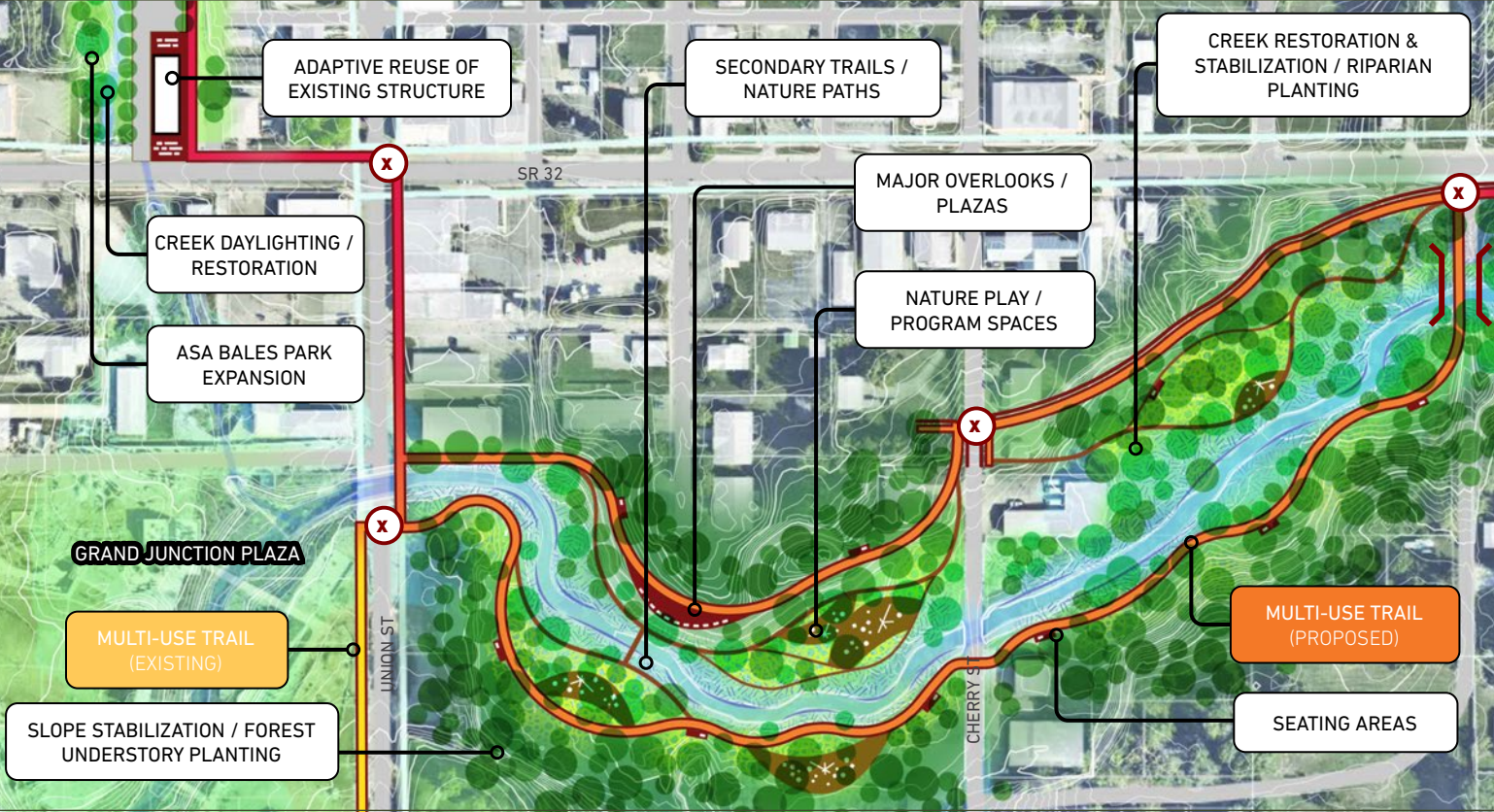
Highly-Refined Urban Trail Experience

Places for Rest, Relaxation, & Interpretation

Legend:

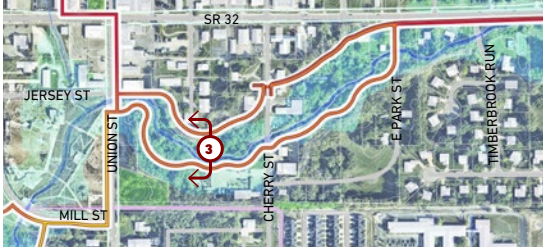
- Trail Crossing: Existing (Yellow X)
- Trail Crossing: Proposed (Red X)
- Multi-use Trail: Existing (Yellow line)
- Multi-use Trail: Planned (Red line)
- Multi-use Trail: Proposed (Orange line)
- Hydrology (Blue line)
- Floodplain (Light blue area)

GRASSY BRANCH PARK AND GREENWAY | THE PARK



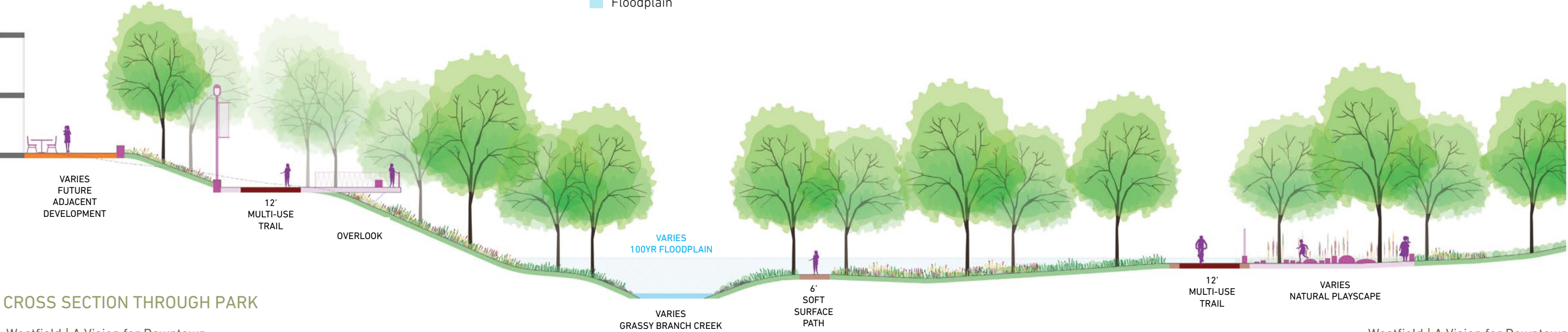
Through the heart of downtown, between Union Street and Gurley Street, Grassy Branch winds its way through dramatically sloping landform and areas of heavy tree canopy. In this portion of Grassy Branch Park and Greenway, numerous opportunities exist to engage the creek in different ways, including paved trails at higher elevations and soft surface trails at lower elevations and near the water's edge. Layers of recreation are proposed, including seating areas, natural play

- Trail Crossing: Existing
- Trail Crossing: Proposed
- Multi-use Trail: Existing
- Multi-use Trail: Planned
- Multi-use Trail: Proposed
- Hydrology
- Floodplain



KEY MAP

and education spaces, public art, interpretive elements, and passive gathering spaces. Within this space, habitat stewardship can be supported through streambank stabilization and restoration, native-inspired plantings and pollinator gardens, and tree management.



CROSS SECTION THROUGH PARK

GRASSY BRANCH PARK AND GREENWAY | THE PASS

South and west of Grand Junction Plaza, the Grassy Branch Park and Greenway navigates sloping and wider floodplain areas. Passive spaces could include nature play, overlooks, and seating areas. In the Grand Millennium area, future development could be positioned to offer seating areas and vantage points to the new park space.

Similar to other segments habitat stewardship along this portion of the Grassy Branch Park and Greenway can be supported through streambank stabilization and restoration, native-inspired plantings and pollinator gardens, and tree management.



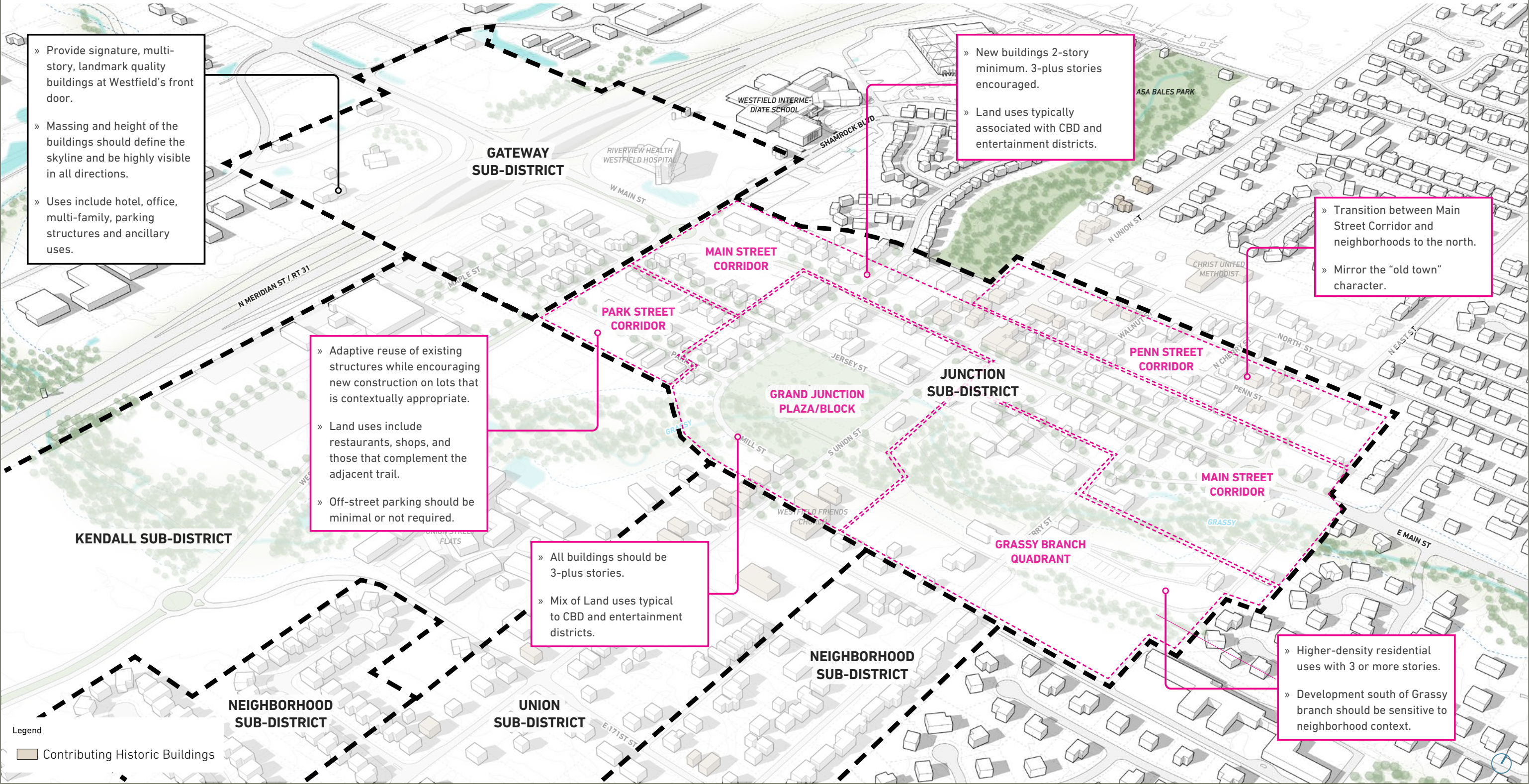
CROSS SECTION AT ADJACENT DEVELOPMENT



DOWNTOWN SUB-DISTRICTS

The Westfield Comprehensive Plan was amended in 2016 to include to provide development direction for different sub-districts within the downtown area, Included in this were recommendations for the Junction Sub-District to accommodate future mixed-use development and redevelopment within the core of downtown by balancing the historic charm and

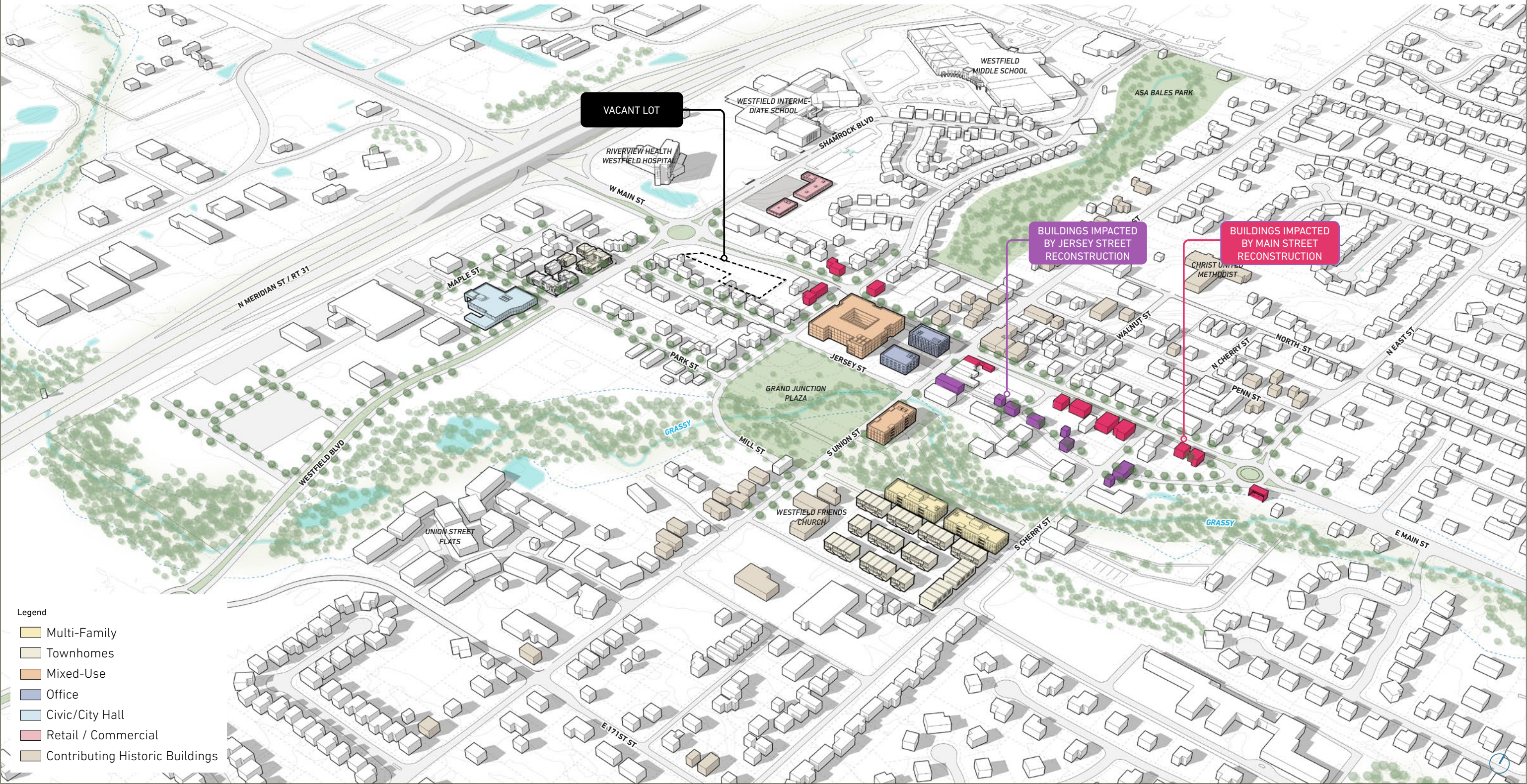
character with contemporary, new places for visitors and residents to connect, shop, eat, live, work and be entertained. The key takeaways from that amendment are documented, below. The development potential in this vision plan is aligned with the Junction Sub-District amendment.



DOWNTOWN SUB-DISTRICTS

Downtown Westfield is rapidly changing. INDOT's widening of State Road 32 will impact several properties along the route. In these areas, structures will be removed, creating redevelopment sites. Similarly, the Jersey Street extension from Union Street to East Street will impact a number of properties. Taken together, full or partial blocks will be available for

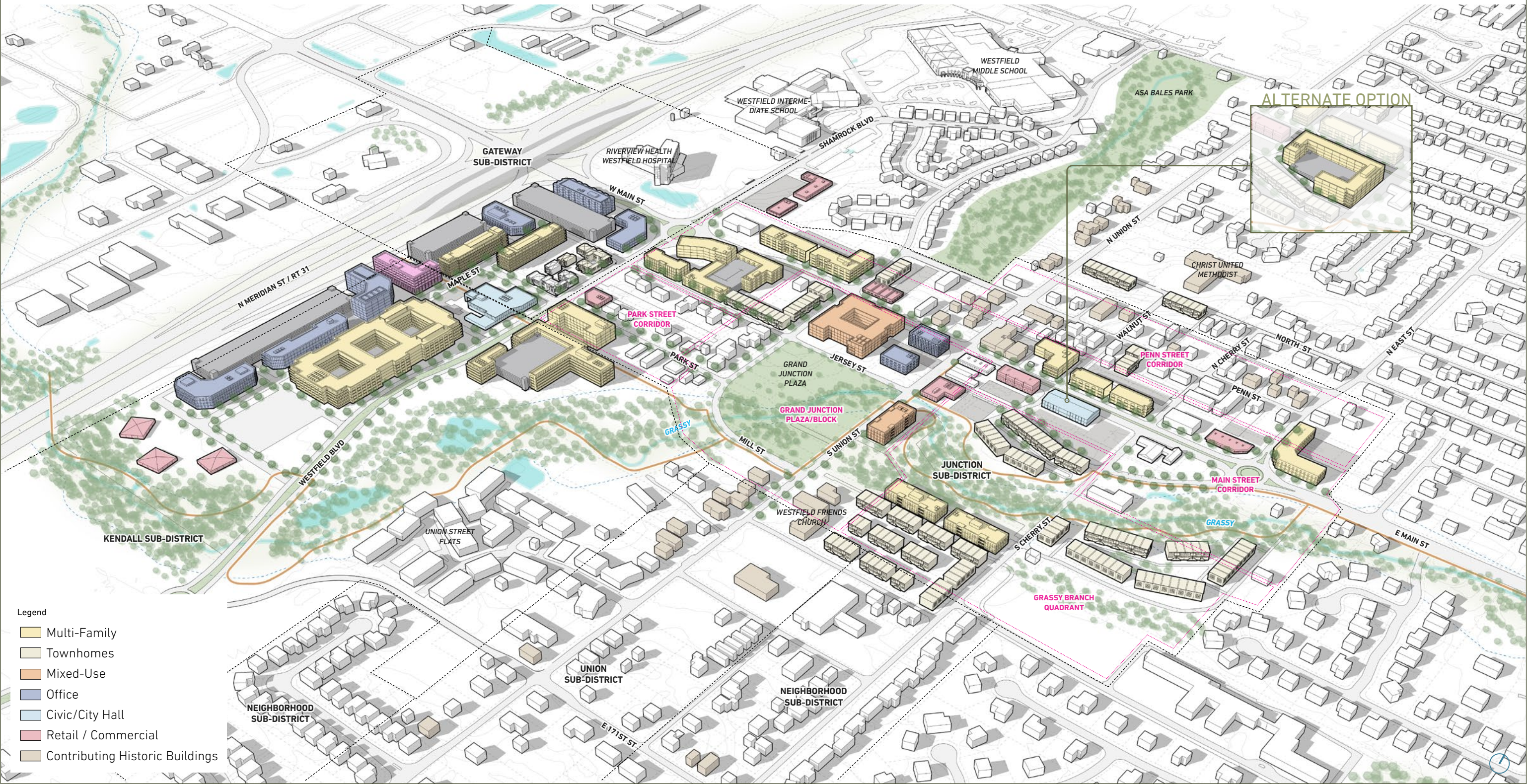
redevelopment on the south side of Main Street between Union and East Streets. Elsewhere, development is underway, including Union Square between Mill and Union Streets, the new library west of Westfield Boulevard, and several townhome and multi-family developments east of Union Street. At the southeast corner of the Main Street/Westfield Boulevard intersection is a key vacant lot.



DOWNTOWN SUB-DISTRICTS

The vision for development in downtown Westfield recognizes the opportunity for higher density along the US 31 and Main Street corridors. Moving away from these corridors, the development intensity dissipates to be more compatible with existing residential areas. Similarly, the proposed Land uses are more commercial-oriented along these main

corridors and more residential-oriented in other areas. The resulting mix of uses and densities is intentionally eclectic, in acknowledgement of the current downtown charm. Throughout, development is envisioned to support live, work, play, eat, and stay activities in a compact, walkable format.

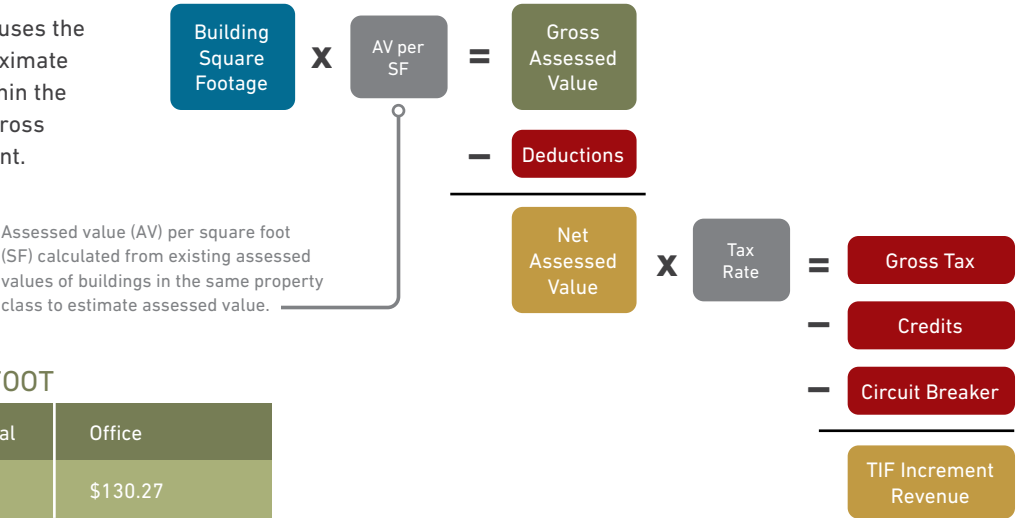


REVENUE ESTIMATION METHODOLOGY

This analysis evaluates the TIF increment potential of retail/commercial, office, and multi-family residential development. Development for the Westfield Downtown Plan has been divided into four sub-areas, outlined here. Each sub-area contains a mix of residential, retail, civic, office, and mixed-use development.

Assessed Value Comparables Approach

The comparables valuation approach uses the assessed value per square foot of proximate structures constructed after 2010 within the same property class to estimate the gross assessed value of a future development.



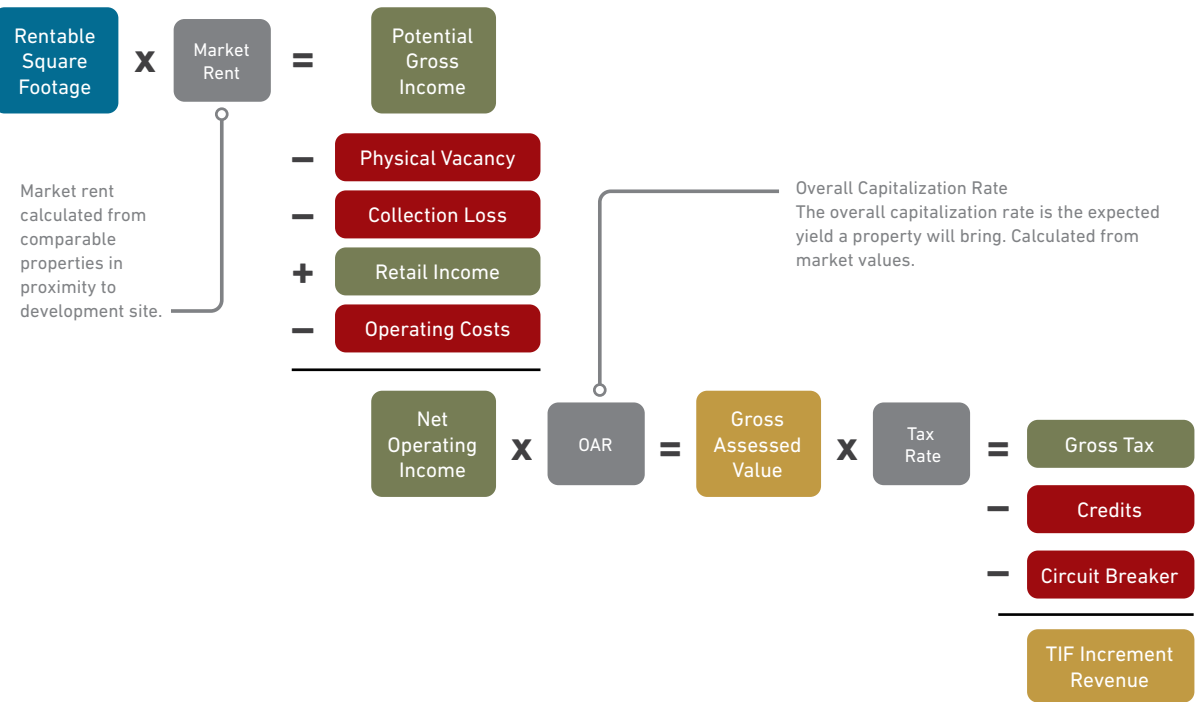
ASSESSED VALUE/SQUARE FOOT

Multi-family	Retail / Commercial	Office
\$155.53	\$177.31	\$130.27

Income Approach

The income approach uses market rent and market capitalization rates for multi-family dwellings to determine the assessed value of planned development based on the potential yield from tenants. Non-residential property is valued using the comparables approach.

- » Market rent in Westfield, IN in 2022 is \$1.49 per square foot.
- » The market capitalization rate in Westfield, IN in 2022, is 5.5%.

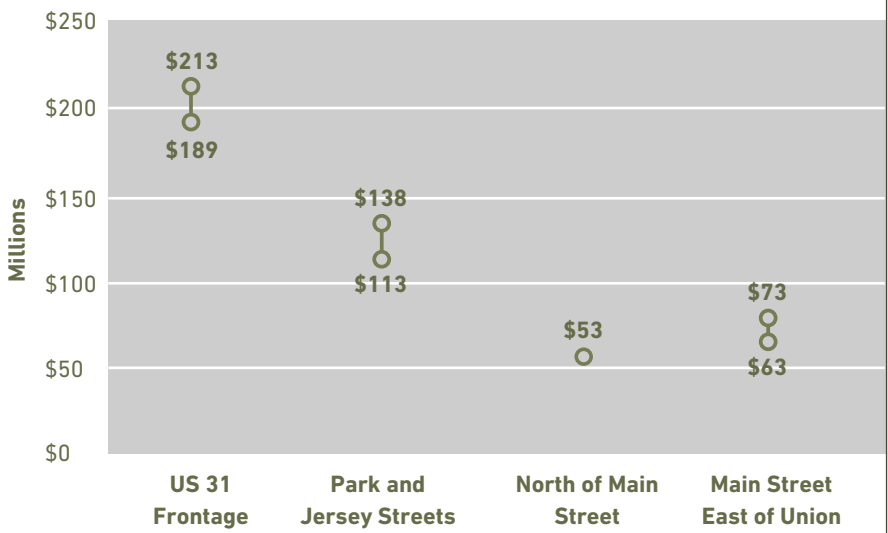


GROSS ASSESSED VALUE - ESTIMATED RANGE

Lower bound estimates are calculated through the assessed value comparable approach. Upper bound estimates are calculated through the income approach.

Upon completion of construction, estimated assessed value for the whole site is between \$418 and \$477 million.

Office space in US 31 Frontage contributes to the higher assessed value range.

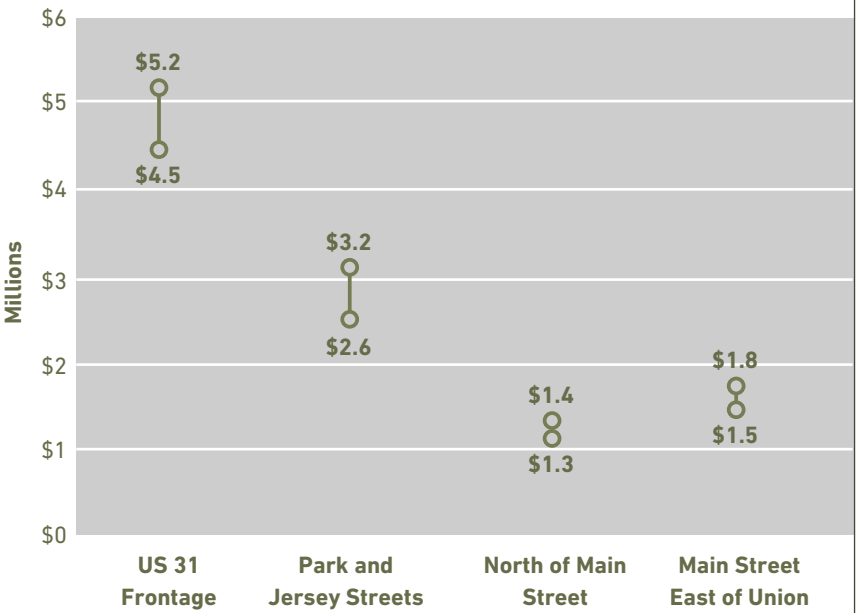


ANNUAL INCREMENTAL PROPERTY TAX REVENUE - ESTIMATED RANGE

Total annual incremental property tax revenues for the entire site are estimated to be between \$10 and \$12 million.

US 31 Frontage contributes almost 50% of total composite site revenues.

Incremental revenues are sensitive to the amount of single-family residential units included in the planning.



REVENUE CAPACITY PROJECTION SUMMARY

	US 31 Frontage	Park and Jersey Streets	North of Main Street	Main Street East of Union	TOTAL
Lower Bound Assessed Value	\$189M	\$113M	\$53M	\$63M	\$418M
Upper Bound Assessed Value	\$213M	\$138M	\$53M	\$73M	\$477M
Lower Bound TIF Increment Revenue	\$4.5M	\$2.6M	\$1.3M	\$1.5M	\$9.9M
Upper Bound TIF Increment Revenue	\$5.2M	\$3.2M	\$1.4M	\$1.8M	\$11.6M



downtownwestfield
association

MKSK