



PUBLIC MEETING PACKET

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WORKING DRAFT (09/09/25)

Placetypes

Placetypes are a detailed, visual description of the characteristics of development patterns that contribute to the unique make-up of the community. They are determined through the public visioning process and evaluation of existing conditions. Placetypes are a way to plan for experiences, character, and sense of place. Placetypes guide the look and feel of future development. They consider the activities or experiences in an area and then build out the development pattern, transportation pattern, design characteristics, public spaces and art, and activities that fit that experience. Placetypes allow the unique qualities of places to be accurately reflected in the built environment.

How do Placetypes differ from existing and future land uses?

Future land use maps traditionally focus on use-driven guidance for future development. Since the future land use map acts as the foundation for development regulation such as zoning and subdivision, the result can be new development that doesn't reflect the true character of an area but only focuses on restricting use by location. Using Placetypes to guide how a place develops allows the unique qualities of places and spaces to be accurately reflected in the built environment.

Placetype Framework

The framework for planning the future of the City Westfield is based on the character of its existing landscapes, community centers and neighborhoods and the introduction of desirable forms of new and redevelopment that may not currently exist or be encouraged or supported through current land use regulations. This approach differs from the conventional use-based approach to future land use mapping that has been used for decades, and which underlies the current planning assumptions in the growth policy. In contrast, Placetypes inspire a more comprehensive, sensitive, and effective place-based approach to future growth in the city.

The application of Westfield's Placetypes is intended to facilitate the development and redevelopment of a durable, attractive, resource-efficient and well-designed city. The Placetypes are arranged along a continuum of development patterns ranging from farmsteads to the urban core downtown. The following pages present the Placetypes developed specifically for Westfield. Placetype details include a description of existing conditions and opportunities as well as guidance on future development and mobility characteristics for Westfield to aspire to.

The Relationship between Placetypes & Brand Identity

Placetypes play a pivotal role in shaping the identity and brand of a community in multiple ways:

- **Creating Unique Experiences:** Each placetype has its own distinctive characteristics and atmosphere. For example, a “Historic Main Street” placetype exudes charm and nostalgia, while a “Transit-Oriented Development” placetype emphasizes connectivity and accessibility. These unique experiences contribute to the overall identity of a community and while they could have a similar mix of housing and commercial, their overall character, identity, and architecture would be very different.
- **Fostering a Sense of Place:** Placetypes also help create a sense of place by emphasizing the features that make an area special. When those elements and characteristics that create a sense of place are identified, it makes implementation easier to ensure future development projects are inline and contributing to that overall placetype. Whether it’s the adaptive reuse of a once-industrial area or the more open green spaces these designations help residents and visitors connect with the environment on a deeper level. Both provide similar gathering areas for residents but have a very different feeling and identity.
- **Economic Development and Tourism:** A well-defined placetype can attract investment and tourism by offering a distinct appeal and casting a common vision for an area. It is easier for a developer or visitor to see where they fit in and decide if it’s a fit for them if a place has a strong identity. Areas with generic identities will attract generic development. A “Cultural Arts District” placetype will draw artists, galleries, and cultural events, bolstering the community’s identity as a hub of creativity and culture while a “Technology Innovation Zone,” can attract tech startups and entrepreneurs, solidifying the community’s brand as a center for innovation.

Placetype Definitions

Placetypes describe the long-term vision and characterize specific areas based on different places in Westfield including neighborhoods, recreation/parks, mixed-use areas, employment and industry hubs, and open spaces. Westfield’s placetypes are a high-level guide for the desired mix of uses, defining the character, scale, form, and function of these places as well as addressing infrastructure needs. The placetype descriptions are transformed into a physical two-dimensional map identifying the location of the placetypes

within the community, as well as precedent imagery that invokes the type of well-defined, unique, and desirable places Westfield wants to see occur in each placetype. Identifying these placetypes will involve, in some cases, redevelopment or improvements to existing places, or development of entirely new places. Overall placetypes help to articulate desired physical characteristics with context sensitive applications across the city, while helping to prioritize trade-offs associated with stated goals.

ECONOMIC ORIENTED PLACETYPES

Flex Industrial



Figure 1: Nature Conservancy Headquarters, Indianapolis, IN



Figure 2: Gateway Park, Jacksonville, FL

This placetype is designed to create an adaptable, dynamic, and efficient environment for clean industrial and high-tech innovation activities to support the economic growth of Westfield. The Flex Industrial placetype are areas that are designed for a business park or single sites for flexible industrial activities that include a mix of light industrial operations, high tech manufacturing, information technology, health care, office spaces, and supply chain and support retail or service functions. The design of these spaces allows for easy modifications to meet the changing needs of businesses, whether they are startups or established companies. Flex Industrial areas are strategically located near major transportation routes. These districts provide high quality job opportunities, spur other economic development and business growth while minimizing land use impacts, such as light pollution, truck traffic, and character.

General Industrial



Figure 3: Schmolz Industrial Park, Indianapolis, IN



Figure 4: Former Cristal Metals, Ottwa, IL

This placetype supports a variety of processing, production, and manufacturing uses. Unlike the Flex Industrial and the Innovation Districts, General Industrial includes manufacturing, heavy industrial production, and outside storage. This placetype needs good transportation connectivity due to truck access to facility. This district's location should be limited and heavily buffered from any adjacent less intense uses to mitigate incompatible impacts such as light, noise, and traffic.

Innovation District



Figure 5: Pearl Street Infill, Boulder, CO



Figure 6: NJ Center of Excellence, Bridgewater, NJ

This placetype contains predominately office, and other flex space designed to foster creativity, collaboration, and the development of new ideas, products, or services. These areas in this placetype typically encourage interdisciplinary cooperation and provide the infrastructure and support necessary for entrepreneurship, research and development, and technological advancements. Areas in this placetype may include shared workspaces, incubators, accelerators, labs, makers spaces, and offices designed to promote interaction and creativity as well as access to mentors, investors, or experts. These areas often have multi-modal transportation choices, partnerships with educational institutions, and are designed in the context of an urbanized, walkable area adjacent to higher density residential. This placetype needs infrastructure integration including high-speed internet, smart technologies, and data-sharing capabilities. This placetype encourages an integral mix of horizontal and vertical uses and amenities including cafes, event spaces, green areas, and housing to attract and retain talent.

Grand Park Sports Campus



Figure 7: Grand Park Sports Complex, Westfield, IN

The Grand Park Sports Campus is a national championship sports complex that supports Westfield and national youth and family sports, but also professional and semi-professional teams. The campus can host championship level youth and amateur sports tournaments outdoors and indoors at the event center. The complex is designed to accommodate field sports such as soccer, lacrosse, rugby, and baseball and indoor winter sports including basketball, volleyball, and gymnastics for year-round activation. The Grand Park Sports Campus has access to primary arterials as noted in the Westfield Thoroughfare Plan.

Grand Park District



Figure 8: MKSK Visionary Concept of Grand Park District, Westfield, IN

The Grand Park District expands upon the sports tourism destination and operational success of Grand Park itself to extend into an area that supports development that is designed to be compact, mixed use, and walkable. The development is a park-like environment that frees residents and visitors from driving between different activities. This means the creation of a safe, comfortable, and engaging environment. The focus of the placetype is on the development of sports tech innovation and entertainment uses along with a stadium and ice rink facility that are integrated with a complete street network and a linear park. Other uses include hotels, restaurants, healthcare and sports medicine facilities, professional offices, retail uses, higher density residential uses, parking structures, and other supporting commercial uses.

Destination Development



Figure 9: One Cardinal Way, St. Louis, MO



Figure 10: The Island, Pigeon Forge, TN

The Destination Development placetype is a specialized placetype designed to attract shoppers and visitors from a broad geographic area by offering a diverse, high-quality, and an experiential-driven environment. This district serves as a major economic anchor within Westfield and functions as a significant contributor to local tax revenue, job creation, and tourism. The Destination Development placetype combines retail offerings with entertainment, dining, hospitality, and experiential attractions to create vibrant and engaging consumer destinations. These areas are well designed, walkable, urban areas with pedestrian-friendly streetscapes, plazas, and green spaces and include well-integrated wayfinding, lighting, and aesthetic features that enhance the shopping experience. Mixed-use apartments and condos could support retail where appropriate.

Suburban Commercial



Figure 11: Commercial Area, Lancaster, PA



Figure 12: Shops at Valley Square, Warrington, PA

This placetype is a mid-scale and service-oriented commercial area that serves the daily and weekly needs of nearby neighborhoods and the broader community. This placetype has a diverse mix of retail, dining, and essential services in a format that supports both motorized and non-motorized multi-modal access. This placetype is typically located along key corridors, at major intersections, or within mixed-use centers, acting as a hub for commerce and employment.

Downtown



Figure 13: Downtown, Bedford, OH



Figure 14: Larimer Square, Denver, CO

The Downtown features a dense characterized by a fusion of historic charm, modern appeal, convenience, and interconnected public green spaces and plazas. The downtown features small-scale mixed-use buildings that contain retail shops, offices, and small restaurants without drive-thru's that complement the adjacent neighborhoods. Urban living spaces include ground-floor retail with residential apartments above and shared structured parking. Small-scale multi-family buildings and single-family homes, both attached and detached, offer supplementary housing options and make a complementary transition to the adjacent neighborhoods. Anchor office buildings with distinctive architecture serve as community centerpieces, grounded in memorable public plazas and community gathering spaces that foster social interactions and events. Tree-lined sidewalks and multi-use trails, accommodating walking, biking, and golf carts, providing interconnectivity between existing trails and parks throughout the city. Urban woodland creek enhancements, including walking trails, overlooks, and urban plazas, complement the downtown area, creating a dynamic balance between nature and urban life.

Village Center



Figure 15: Carson City, NV



Figure 16: Villages of West Clay, Carmel, IN

The Village Center placetype is intended to support the development of small-scale commercial, office, service, retail, and civic uses at the heart of the Village Neighborhoods that are strategically located within residential areas to provide essential goods, services, and gathering spaces for nearby residents. Designed to be accessible predominantly by foot and bike, these Village Centers support daily needs while fostering a sense of neighborhood identity. These nodes have a compact development pattern that is within a 5-to-15-minute walking distance from home. These areas feature small businesses, local markets, coffee shops, pharmacies, convenience stores, personal services, and small-scale offices. These uses are found in low-rise mixed-use buildings with retail or office on the ground floor and residential units above. Development is scaled to fit the character of the surrounding neighborhood, avoiding large-format retail, drive-thru's, or auto-centric designs. This placetype incorporates thoughtful building placement, street trees, and human scaled architecture.

RESIDENTIAL ORIENTED PLACETYPES

Rural Residential



Figure 17: Jamesville, VA



Figure 18: Stock Photo; Adobe

This placetype generally consists of farmland, farms, and large lot estate residential dwelling units. This placetype includes open fields, hedgerows, woodlands, and streams, farms of all sizes, single dwelling units, as well as accessory buildings, such as barns. Single dwelling units must have access to roadways which may be grid-based or curvilinear due to sensitivity to topography and other natural features such as stream corridors and wooded lots. Context sensitive clustered subdivisions could be considered in these areas if well-designed.

Agrihood



Figure 19: Serenbe, GA

The Agrihood placetype is a well-planned residential community that integrates residential with a working farm or agricultural space, which provides residents with access to fresh food, open space, and opportunities for engagement through farming-related activities. This placetype has a working farm or community garden as the focal point of the neighborhood, there is educational and social programming, preserved open space and rural character, contains walkable and bikeable connections. The Agrihood placetype may include a Village Center Placetype to provide everyday goods and services to the surrounding residents.

Traditional Suburban Neighborhood



Figure 20: Sunrise on the Monon, Carmel, IN



Figure 21: Stock Photo: Shutterstock

The Traditional Suburban Neighborhood placetype identifies existing neighborhoods and new neighborhoods that are at a low to moderate residential intensity. This placetype is intended to facilitate the development of large scale “conventional” single dwelling unit neighborhoods. While not urban in nature, these neighborhoods are walkable and provide a high degree of connectivity both between individual neighborhoods and surrounding transportation networks. Where applied to existing conventional single dwelling residential neighborhoods, the associated zoning regulations should provide a degree of protection from the practice of re-subdividing existing lots in a manner that creates inconsistently higher intensity parcels within a lower intensity neighborhood. These areas may include smaller infill sites which are often difficult to develop, require flexibility in design, change incrementally, and should generally maintain the existing development fabric.

Suburban Village Neighborhood



Figure 22: Legends Park Apartments, Memphis, TN



Figure 23: Franklin, TN

The Suburban Village Neighborhood placetype contains a variety of residential, commercial, and retail uses. This placetype includes a mix of residential uses at a higher density than the Traditional Suburban Subdivision placetypes. Non-residential uses are typically located at key intersections adjacent to neighborhoods, considered support to the neighborhood, and located no more than a 15-minute walking distance of all residential uses. Transportation infrastructure should support and encourage connectivity, safe walking, biking, and golf carts.

Urban Village Neighborhood



Figure 25: Sunrise on the Monon, Carmel, IN



Figure 24: Stock Photo, Adobe

The Urban Village Neighborhood placetype is designed to facilitate higher density residential neighborhoods in areas where infrastructure and other physical conditions can support more intensive urban development. The development pattern consists of a mixture of residential types at a moderate to high intensity single unit residential blocks, with inclusion of multi-unit residential development interspersed along main corridors. The Urban Village Neighborhood is also appropriate for smaller scale multi-unit housing, such as duplexes and accessory dwelling units, as well as community gathering spaces, churches, schools, and similar civic uses. Urban Village Neighborhoods are walkable and are typically developed on a grid street network that provides a high degree of mobility and interconnection with the surrounding transportation network that links them to nearby Village Mixed Use areas, in addition to green spaces, the downtown, and employment centers.

Master Planned Suburban Residential



Figure 26: Pecan Square, Pulte Homes, Northlake, TX



Figure 27: Starkey Ranch, Odessa, FL

The Master Planned Residential placetype is a residential development designed under a single, unified plan that includes a variety of housing types (such as single-family homes, townhomes, apartments), coordinated infrastructure (roads, utilities, stormwater systems), and integrated amenities (clubhouse pool, passive open space, active recreational areas, public spaces, fountains, walking trails, gazebos, fitness centers, etc.) to create a complete, balanced community. This placetype has cohesive design standards, internal street, and path networks, access to shared amenities, is integrated with its surroundings, and is a phased development built in stages over several years with long-term land use and transportation planning as the focus.

Neighborhood Transition Area



Figure 28: Providence, RI



Figure 29: Coffee Shop, Indianapolis, IN

The Residential Transition Area placetype is applied to legacy residential neighborhoods that lie along primary transportation routes, at the edge of downtown, and similar suburban commercial districts that are in transition. Typically characterized by the presence of older residential structures that have outlived their original purpose as dwelling, these areas are transitioning to mixed use or nonresidential uses. The purpose of this placetype is to facilitate the transition while preserving the overall residential character of these areas or corridors as a buffer to incompatible development encroaching into adjoining residential areas.

Multi-Unit Placetype



Figure 30: Franklin, TN



Figure 31: Stock Photo; Shutterstock

The Multi-Unit placetype is primarily for higher intensity residential areas that include existing and future multi-dwelling units or future infill sites suitable for multiple buildings. These buildings are typically small to large scale apartment buildings, rowhouses, triplexes, quadplexes, townhouses, and others.

OTHER

Natural Areas / Open Space



Figure 32: Stock Photo, Adobe

Natural Areas and Open Space have little or no development within them. These areas are designated for major public open space preservation, greenways, floodplain, community and linear parks, and trails. These third spaces are intended to retain their character to provide a respite from everyday life and recreation and leisure opportunities. The Natural Areas and Open Space placetype should be accessible from neighborhoods and not require a vehicle to access. The uses in this placetype are often used as buffers between more intense uses.

Community Institutional



Figure 33: Westfield, IN

The Community Institutional placetype includes a wide range of public and private uses such as public and private schools, athletic complexes, public recreational facilities, places of worship, civic facilities, police/fire/EMS services, libraries, golf courses, country clubs, and large private open spaces.

Trail Oriented Development (OVERLAY)



Figure 34: Monon Boulevard, Carmel, IN

The Trail-Oriented Development placetype builds upon the established network of trails and pathways throughout Westfield and the region. A mix of medium to high intensity uses are concentrated around the existing trails (Monon and Midland Trace). The predominant land uses can vary significantly depending on the trail node, but could include, ranging live/work units, small scale apartments, townhouses, commercial, retail, office, professional services, etc. Higher-intensity development should be limited to select nodes along the trail and development should be well connected to these facilities.