

Town of Brownsburg Comprehensive Plan

Adopted July 26, 2012



June 2012
prepared by Houseal Lavigne Associates
with technical assistance provided by VS Engineering

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The Brownsburg Town Council adopted The Town of Brownsburg Comprehensive Plan June 2012 by Resolution 2012-20 on July 26, 2012 the plan became effective August 1, 2012

AMENDMENTS

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Chapter 1

Plan Introduction



Plan 1 Introduction



The Town of Brownsburg has undertaken the development of a Comprehensive Plan to plan for future development and growth within Brownsburg and surrounding Brown and Lincoln Townships. The Comprehensive Plan will set forth long-range recommendations for the maintenance and enhancement of existing neighborhoods and commercial areas and advance strategies for the sustainable development and growth of the community.

PURPOSE OF THE COMPREHENSIVE PLAN

As the Town plans for its future, the Comprehensive Plan will serve as the Town's official policy guide for physical improvement and development. The Plan is comprehensive in scale and scope, addressing a wide range of issues that impact areas throughout the Town of Brownsburg and all of Brown and Lincoln Townships. The Plan should serve as a guide to land use and development; the movement of vehicles and pedestrians; revitalization of the Downtown; the provision of parks, schools and other public facilities; and preservation of environmental features and open space.

The Plan considers not only the current needs and opportunities in Brownsburg, but also presents a plan for new improvements and developments over the next twenty years. The Plan establishes the ground rules for private improvements and developments while providing a foundation for decision-making based on community consensus and community visioning. Brownsburg's Comprehensive Plan is designed to promote the Town's unique assets and should be used to achieve the collective vision of existing residents and business owners while serving to attract new families and desirable development.

THE PLANNING PROCESS

The Town of Brownsburg's Comprehensive Plan is the product of a multi-step, community-driven planning process as illustrated in the adjacent graphic. The process was designed to produce a Comprehensive Plan that assesses and builds on existing conditions and influences, establishing a vision, and developing policies and recommendations to serve as a guide for community decision making. The planning process was built on a foundation of community input and outreach, and focused on both community-wide and area-specific recommendations.

ORGANIZATION OF THE PLAN

The Comprehensive Plan is divided into the following 14 sections:

- » **Section 1: Plan Introduction**– This first section of the Plan provides a review of the community’s existing land use and development; inventories existing transportation, community facilities and parks and open space; and summarizes demographics and market potentials, ensuring the Plan is built on a foundation of economic reality.
- » **Section 2: Community Outreach** – This section presents a summary of the outreach exercises conducted as part of the planning process, highlighting community issues and opportunities.
- » **Section 3: Vision Statement** – This section describes the community’s desired future for the Town of Brownsburg in general terms. It provides a narrative sketch of how Brownsburg will become a better place in which to live and work over the next 20 years.
- » **Section 4: Goals & Objectives** – This section presents goals and objectives that provide specific actions for the Town and its Comprehensive Plan as it strives to achieve the vision established in the previous section.
- » **Section 5: Land Use & Development Plan** – The Land Use Plan illustrates and describes in general terms the type and location of future land uses within the Town of Brownsburg and its growth areas.
- » **Section 6: Residential Areas Plan** – This section provides detailed recommendations and policies targeted at the improvement of Brownsburg’s residential areas.
- » **Section 7: Business Areas Plan** – This section provides guidance for the commercial districts and employment centers located throughout the Town.
- » **Section 8: Growth Areas Plan** – This section establishes a strategy and rationale for growth and annexation in the unincorporated areas surrounding the Town.
- » **Section 9: Transportation & Mobility Plan** – The Transportation & Mobility Plan is intended to ensure an adequate transportation network exists to accommodate the efficient movement of vehicles and pedestrians throughout the community.
- » **Section 10: Community Facilities Plan** – This section identifies the future need for community facilities and offers long-range recommendations for future facility locations and improvements to ensure that residents are adequately served by the Town and its service providers.
- » **Section 11: Parks, Open Space & Sustainability Plan** – This section provides recommendations intended to expand the park and trail system, protect and enhance Brownsburg’s natural areas, and ensure the long term stability of the Town .
- » **Section 12: Image, Identity & Community Character Plan** – This section provides a framework for improving the overall appearance and character of the Town and its neighborhoods and commercial areas.
- » **Section 13: Key Focus Areas Plan** – This section presents recommendations regarding land use, development and improvements for four key focus areas within Brownsburg and its growth areas.
- » **Section 14: Implementation** – This section presents specific actions, as well as potential funding sources, that the Town should pursue as it endeavors to implement the recommendations of the Comprehensive Plan.

COMMUNITY PROFILE

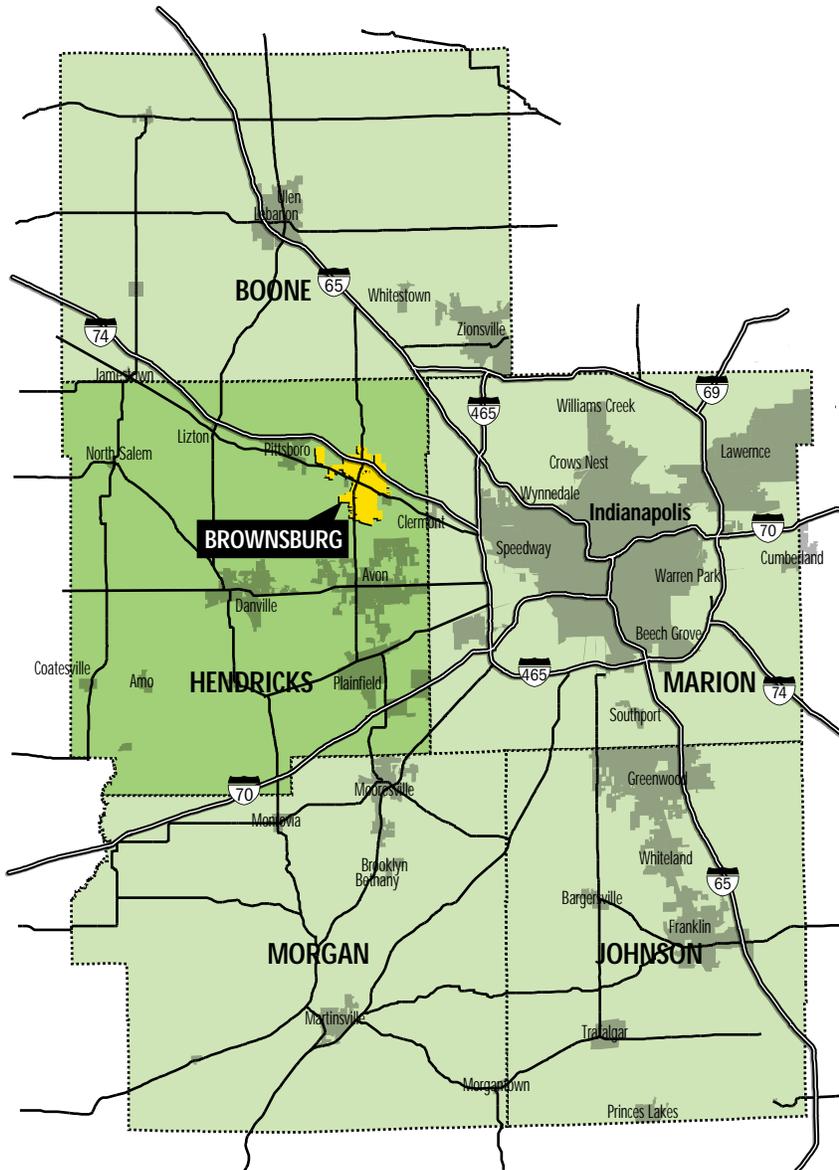
Existing conditions were inventoried and compiled to create a detailed Community Profile that establishes the basis for the Comprehensive Plan. The Community Profile is the product of community outreach and extensive data collection and analysis. It focuses on current conditions and influencing factors within the Town of Brownsburg and its planning jurisdiction is composed of Brown and Lincoln Townships.

COMMUNITY SETTING

The Town of Brownsburg is a community of more than 21,000 in Hendricks County located approximately fifteen miles northwest of Indianapolis. Brownsburg is a predominantly single family community with a healthy mix of rental and multi-family housing. The community is well known for the Lucas Oil Raceway Park as well its quality schools and housing. Brownsburg's planning area comprises the areas within the Town of Brownsburg, Brown Township and Lincoln Township.

The Town is well positioned for convenient access to and from the City of Indianapolis and the greater Indianapolis region. The Town of Brownsburg is served by three significant routes: Interstate 74, US Route 136, and State Road 267. The proposed extension of Ronald Reagan Parkway will pass through the eastern portion of Brownsburg and an interchange has been constructed at I-74. The Town also hopes to be served by a hi-speed rail system that will provide public transit service between Chicago, Lafayette, Indianapolis, Cincinnati and Louisville.

Brownsburg is located in a steadily growing area that benefits from proximity to Indianapolis. Hendricks County was one of three counties in Indiana to grow by more than 25% between the 2000 Census and 2010 Census. While more than half of Brownsburg residents work in Indianapolis, the gap between the number of jobs and homes within the Town has decreased and the character of Brownsburg has begun to shift from that of a 'bedroom community' to a commercial destination and employment center.



HISTORY OF BROWNSBURG

Named after James B. Brown, the Town of Brownsburg was first settled in the early 1800s and was first incorporated in 1848. Originally six acres in area, the Town of Brownsburg nearly tripled in size to 16 acres by 1870. Rail service began in the community in 1879, with regular commuter train service established in 1910, spurring further growth in the community. The community's first independent high school as well as the community's first public library were both built in 1917. As the community grew, so did demand for commercial development, and in the 1950s the East Main Street area emerged as an important commercial corridor.

The 1950s, wherein the Town population more than doubled to reach nearly 4,500, represented the community's first major period of development. Consistent growth and development followed throughout much of the later 20th century before Brownsburg's population again doubled in the 1990s to over 14,500. In the last decade, the Town has grown to reach a 2010 population of 21,285. Hendricks County is projected to grow by over 50,000 through the year 2040 and, given the current proportion of Hendricks County residents living in Brownsburg, the Town could grow by more than 7,500 over the same period.

DEMOGRAPHIC & MARKET OVERVIEW

Changes in population, households and demographic composition will influence future land use and development and a range of issues within Brownsburg. This section provides an overview of a market analysis that was conducted to establish a firm understanding of existing market conditions within the community and inform decision making with regard to land use and development.

DEMOGRAPHIC DATA

Demographic data related to the Town of Brownsburg was assessed independent of and in comparison to the area located within Brown and Lincoln Townships. Current estimates for 2010 (the most recent year for which data is available) were contrasted with 2015 projections to highlight anticipated demographic shifts and market trends within Brownsburg and the surrounding area. While projections can be made beyond this time frame, the degree of accuracy in which market potential can be assessed would be reduced. Market data for this analysis were obtained from ESRI Business Analyst, a nationally recognized provider of market and demographic data.

DEMOGRAPHIC OVERVIEW

The magnitude of anticipated population change between 2010 and 2015 varies by age group, but all cohorts are projected to experience some degree of growth. Patterns differ significantly between lower and middle income households, and upper income households. In addition to a net increase in population, the purchasing power of the community is expected to increase significantly as a result of decreases among lower income households and a significant increase among upper income households.

POPULATION CHANGE

Demographic projections indicate that the population and number of households within both Brownsburg and the surrounding townships will increase between 2011 and 2016. Both areas are anticipated to experience an increase in population and household income over the next five years.

- » Brownsburg's population is projected to increase by 8.6% to 23,602 in 2016. The area within Brown and Lincoln Townships is expected to grow at a slightly faster pace, increasing by 10.4% over the same period.
- » The community is projected to gain 703 households (8.7% increase) between 2011 and 2016, while the area within the townships is projected to grow by 4,043 households (9.8% increase) over the same period.

- » Between 2011 and 2016, the median age of both areas is projected to remain steady between 36 and 37 years old.
- » The average household income within Brownsburg is anticipated to increase by 10.6% between 2011 and 2016, rising from \$73,865 to \$81,707.
- » The portion of the Brown and Lincoln Township area population that is made up of residents from the Town of Brownsburg is projected to remain consistent at approximately 52% to 53% with a average household income approximately 2% lower than that of the surrounding townships.

NOTE: Data for the 'Town of Brownsburg' were collected using 2010 Census geography and do not reflect recent annexations.

AGE BY INCOME

The projected change in the number of households was analyzed with respect to the age of the head of household and household income. Changes projected to occur between 2010 and 2015 (the most recent years for which detailed age and income data are available) are shown as they pertain to each respective household age cohort in the community and larger area. For example, the dark gray columns indicate change within the Brown and Lincoln Township householder population over the age of 74. A bar for this age group is shown in each income bracket. A dark gray bar located above the zero line of the graph indicates growth, while a dark gray bar below the zero line indicates decline in this particular age cohort.

Overall, both Brownsburg and the surrounding area are experiencing decline among lower income households, stability among middle income households, and growth among upper income households. With the exception of those aged 35 to 54, shifts in household income are projected to occur relatively uniformly across all age cohorts with no single age group deviating from the larger pattern of growth or decline. As a result, the study area population is becoming more affluent on average with a slight increase in overall age within each income group.

DEMOGRAPHIC SUMMARY

TOWN OF BROWNSBURG & BROWN/LINCOLN TOWNSHIPS, 2010 - 2015

	2011		2016		Total Change 2011 - 2016	
	Town of Brownsburg	Brown/Lincoln Townships	Town of Brownsburg	Brown/Lincoln Townships	Town of Brownsburg	Brown/Lincoln Townships
Population	21,725	41,206	23,602	45,249	1,877 (8.6%)	4,043 (9.8%)
Households	8,107	14,770	8,810	16,207	703 (8.7%)	1,437 (9.7%)
Median Age	37.1	36.3	37.3	36.5	0.2 (0.5%)	0.2 (0.6%)
Median Household Income	\$59,964	\$62,039	\$69,532	\$71,891	\$9,568 (16.0%)	\$9,852 (15.9%)
Average Household Income	\$73,865	\$75,863	\$81,707	\$83,404	\$7,842 (10.6%)	\$7,541 (9.9%)
Per Capita Income	\$27,809	\$27,328	\$30,820	\$29,998	\$3,011 (10.8%)	\$2,670 (9.8%)

Source: ESRI Business Analyst; Houseal Lavigne Associates

- » Within both areas, the number of households earning less than \$50,000 is projected to decrease across all age cohorts. Projected decreases in lower income households are most significant among householders aged 35 to 54, which are expected to decline by 47.6% within Brownsburg and 45.6% within the Brown and Lincoln Townships.
- » Changes among middle income households earning between \$50,000 and \$100,000 are somewhat mixed among age cohorts. In both areas, those households in this income group and aged under 25 or 55 and older are projected to increase by between 28% and 33%. Conversely, those belonging to the same income group, but aged between 35 and 54 are projected to decrease by between 9% and 16%.

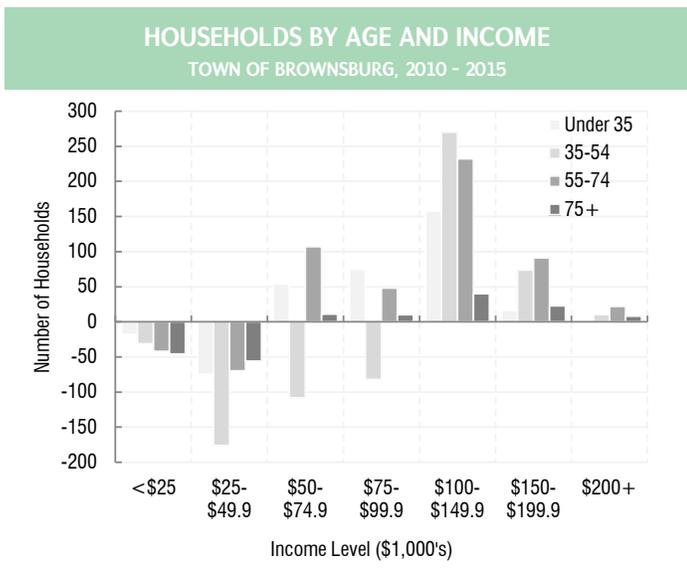
- » For both areas, the number of households earning more than \$100,000 is projected to increase across all age cohorts. Projected increases in these upper income households are most significant among householders aged 35 to 54 which are expected to grow by 27.8% within Brownsburg and 28.7% within the Brown and Lincoln Townships.

Collectively, these changes indicate that area households are becoming more affluent and older on average. These demographic shifts may be indicative of an increased demand for owner-occupied, multi-family housing including condominiums, townhomes and senior housing.

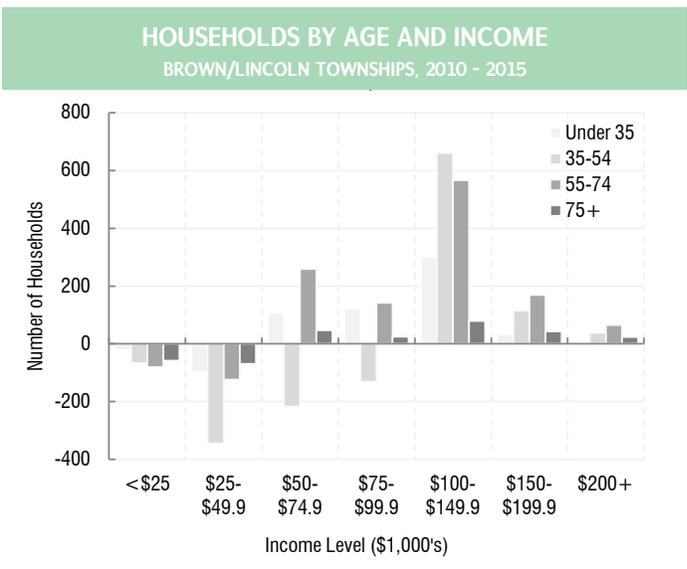
Furthermore, new households and increasing household income could create additional demand for retail goods and services. Based on average household income and household change, purchasing power within the Town of Brownsburg may increase by as much as \$120.5 million (an increase of 21%) over the next five years.

DEMOGRAPHIC IMPLICATIONS

Both Brownsburg and the surrounding townships are projected to grow over the next five years. It is anticipated that Brownsburg will experience moderate growth among youth and young adults, minimal change among middle aged population, and more significant growth among 'empty nesters' and seniors. Median household income is also projected to grow at an annual rate of approximately 3%.



Source: ESRI Business Analyst; Houseal Lavigne Associates



Source: ESRI Business Analyst; Houseal Lavigne Associates

LABOR & EMPLOYMENT

EMPLOYMENT PROJECTIONS

While detailed employment projections are not available for the Town of Brownsburg, data at the county and regional scale was assessed to identify general trends in employment growth over the next several years. The following table provides 2008 estimates and 2018 projections (the most current data available) for employment by industry within Economic Growth Region #5. This area comprises all of Boone, Hamilton, Hancock, Hendricks, Johnson, Madison, Marion, Morgan, and Shelby Counties.

- » Total employment within the region is projected to grow by nearly 110,000 jobs, or 1.1%, between 2008 and 2018
- » It is estimated that the Health and Social Assistance industry will have experienced the most growth over this period, gaining 24,937 jobs, a 22% increase.
- » It is anticipated that the Professional, Scientific and Technical Services sector and the Transportation and Warehousing sector will both grow by over 15,000 and 8,000 jobs respectively.
- » Employment within the Administrative & Waste Management Services sector is projected to grow by 23% (15,364 jobs) between 2009 and 2016. Establishments in this sector specialize in performing routine support activities for the day-to-day operations of other organizations. Activities performed by these businesses include office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, or waste disposal services.
- » Manufacturing is projected to lose 4,850 jobs, a decrease of 5%, between 2008 and 2018.

EMPLOYMENT BY INDUSTRY ECONOMIC GROWTH REGION #5¹, 2008 - 2018

Industry (NAICS Code)	2008		2018		Change		
	Jobs	Percent	Jobs	Percent	Jobs	Percent	CAGR ²
TOTAL	971,612	100.0%	1,081,206	100.0%	109,594	11.3%	1.1%
Self Employed and Unpaid Family Workers	80,843	8.3%	87,542	8.1%	6,699	8.3%	0.8%
TOTAL (Private & Government)	890,769	91.7%	993,664	91.9%	102,895	11.6%	1.1%
Health Care and Social Services	112,214	11.5%	137,151	12.7%	24,937	22.2%	2.0%
Professional, Scientific, and Technical Services	43,746	4.5%	59,165	5.5%	15,419	35.2%	3.1%
Admin. & Support & Waste Mgt. & Rem. Services	66,883	6.9%	82,247	7.6%	15,364	23.0%	2.1%
Construction	48,204	5.0%	58,687	5.4%	10,483	21.7%	2.0%
Transportation & Warehousing	46,973	4.8%	55,044	5.1%	8,071	17.2%	1.6%
Educational Services	63,517	6.5%	71,418	6.6%	7,901	12.4%	1.2%
Public Administration	59,729	6.1%	65,895	6.1%	6,166	10.3%	1.0%
Accommodation and Food Services	77,775	8.0%	83,278	7.7%	5,503	7.1%	0.7%
Retail Trade	95,663	9.8%	100,349	9.3%	4,686	4.9%	0.5%
Other Services(Except Public Administration)	28,905	3.0%	31,544	2.9%	2,639	9.1%	0.9%
Arts, Entertainment, and Recreation	14,135	1.5%	16,753	1.5%	2,618	18.5%	1.7%
Real Estate and Rental and Leasing	15,081	1.6%	16,911	1.6%	1,830	12.1%	1.2%
Finance and Insurance	43,324	4.5%	44,992	4.2%	1,668	3.9%	0.4%
Wholesale Trade	43,619	4.5%	44,124	4.1%	505	1.2%	0.1%
Information	16,451	1.7%	16,818	1.6%	367	2.2%	0.2%
Mining	746	0.1%	753	0.1%	7	0.9%	0.1%
Agriculture, Forestry, Fishing and Hunting	1,800	0.2%	1,794	0.2%	-6	-0.3%	0.0%
Management of Companies and Enterprises	11,622	1.2%	11,581	1.1%	-41	-0.4%	0.0%
Utilities	3,967	0.4%	3,595	0.3%	-372	-9.4%	-1.0%
Manufacturing	96,415	9.9%	91,565	8.5%	-4,850	-5.0%	-0.5%

¹ Economic Growth Region #5 comprises the Counties of Boone, Hamilton, Hancock, Henricks, Johnson, Madison, Marion, Morgan & Shelby.

² CAGR - Compound Annual Growth Rate

Source: Indiana Department of Workforce Development; Houseal Lavigne Associates

MOTORSPORTS

Motorsports related businesses have emerged as an increasingly important segment of Brownsburg's local economy. However, lack of detailed data on these businesses limits the potential for analysis of this industry.

The motorsports industry comprises firms from over 40 different sectors defined in the North American Industrial Classification System (NAICS). NAICS codes are based on the product or service provided by a given business; however motorsports businesses produce a wide variety of goods and services and are therefore divided among dozens of NAICS codes. As a result, employment data on motorsports businesses is not readily available and an extensive collection and analysis of primary data sources is required to estimate the size and impact of the motorsports industry in Brownsburg.

The motorsports industry should continue to be studied as the Town considers various economic development initiatives and identifies potential areas for growth. An economic impact analysis that draws from primary data sources regarding trends in output, income, employment, and wages could be undertaken to better understand the influence motorsports businesses have had and will likely have on the Brownsburg economy moving forward.

HOUSING MARKET OVERVIEW

Detached single family homes are likely to remain the predominant housing type within Brownsburg and larger planning area. On average, single family homes within Brownsburg are priced slightly higher than those in the larger market area which may reflect both the significant number of new homes built in Brownsburg's over the last decade and its location along I-74.

Demographic data and permitting activity also indicate that while multi-family housing will remain a smaller component of the local housing stock in the near future, the proportion of multi-family housing may increase over the long term.

Although owner-occupied multi-family housing is not typical within Brownsburg, growth among both young professional and empty nester households with higher incomes indicate support for this type of product in the future.

Condominiums, rowhomes and townhomes are attractive housing options to first-time home buyers looking for a more affordable means of building equity, empty nester households looking to downsize and those individuals who want to own their own home without the maintenance responsibilities. These buyers are typically aged 25 to 34 or 55 and older; age groups which are projected to be the fastest growing within Brownsburg. Senior housing options are also currently limited within Brownsburg and there will likely be increased demand for these facilities in the future.

HOUSING BY TENURE, TYPE & NUMBER OF BEDROOMS

TOWN OF BROWNSBURG, 2005 - 2009 AVERAGE ESTIMATE

Total Housing Units			Number of Bedrooms by Tenure		
	7,928	100.0%	Owner Occupied	6,023	100.0%
Owner Occupied	6,023	76.0%	Studio	0	0.0%
Renter Occupied	1,645	20.7%	One Bedroom	14	0.2%
Vacant	260	3.3%	Two Bedrooms	626	10.4%
			Three Bedrooms	3,360	55.8%
			Four Bedrooms	1,781	29.6%
			Five+ Bedrooms	242	4.0%
			Renter Occupied	1,645	100.0%
			Studio	7	0.4%
			One Bedroom	438	26.6%
			Two Bedrooms	813	49.4%
			Three Bedrooms	387	23.5%
			Four Bedrooms	0	0.0%
			Five+ Bedrooms	0	0.0%

Source: 2005-2009 Community Survey 5-Year Estimates

RETAIL MARKET OVERVIEW

Due in part to its position along I-74 and State Road 267, Brownsburg has emerged as a commercial destination for those in northeast Hendricks County. While current demand may not warrant significant retail development in the near future, the community's existing commercial areas are well positioned to take advantage of projected growth in the western Indianapolis metro area and completion of the Ronald Reagan Parkway may help further entrench commercial uses in Brownsburg. This new regional arterial may have the most significant impact on long-term commercial development within both the community and the larger area.

While projections indicate that overall demand for retail services is increasing, there are several opportunities for retail development in the current market. The West Northfield Drive corridor may be the most likely area to experience near term commercial development based on the availability of large sites and the area's beneficial location near the I-74 interchange. In addition, the Brownsburg Station development has the potential to serve as a catalyst for further development in this area.

OFFICE MARKET OVERVIEW

The office market in the western Indianapolis metro area is stable and performing better than other areas with regard to overall vacancies. The amount of available space and negative absorption occurring in the larger Indianapolis market, however, decreases the likelihood of new speculative office construction in the near- to mid-term. Any activity will likely be in the form of a build-to-suit project for a specific end user.

As with retail development, the completion of the Ronald Reagan Parkway may have the largest impact on long-term office development in Brownsburg. The area surrounding the Ronald Reagan Parkway interchange at I-74 is well situated for business park office uses that do not currently exist in the community.

Given recent trends in employment, there may be demand for office space from users in the Health and Social Assistance; Government; and Professional, Scientific and Technical Services industries. At an average of between 175 and 250 square feet of office space per worker, these three industries may combine to create additional demand in Brownsburg for between 35,000 and 50,000 square feet of office space between 2008 and 2018.

INDUSTRIAL MARKET OVERVIEW

Overall, the Brownsburg industrial market is faring better than the larger region with regard to vacancy rates and rents. It was also one of only a few submarkets to post positive absorption in 2010. While there are sites available for redevelopment within Brownsburg, it is anticipated that speculative industrial development will be minimal. As with the office market, build-to-suit projects will be the likely source of any future development in the near term.

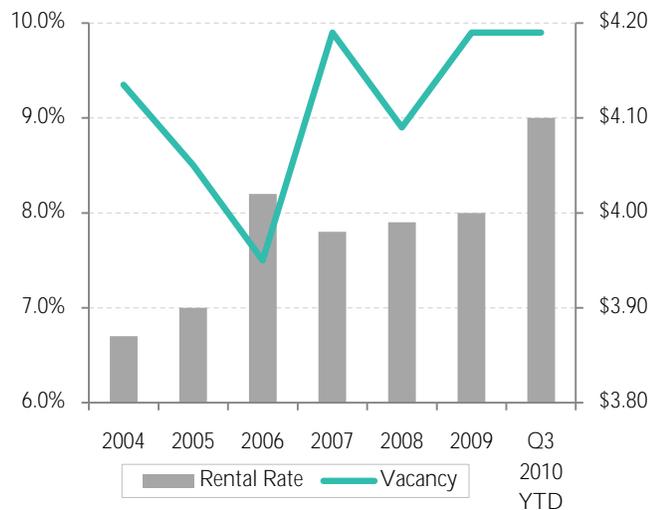
TRANSPORTATION & WAREHOUSING

Over the last decade, numerous retailers and logistics companies have chosen to locate distribution centers in the Indianapolis area to leverage its centralized location in the Midwest. As a result, Brownsburg and the larger region have experienced large growth in the transportation and warehousing sector. Within Hendricks County alone, this industry has grown by 32%, adding over 1,400 jobs between 2005 and 2009.

While industrial development in general should be encouraged as a positive contributor to the local economy, the success of Eaglepoint Business Park should be used as momentum to pursue additional development in the transportation and warehousing sector. The major tenants of this 400 acre park, with over 1.7 million square feet of industrial space, include TJX HomeGoods (805,000 square feet), Guitar Center (500,000 square feet), Sur la Table (198,000 square feet), and Snyder's of Hanover (176,000 square feet).

INDUSTRIAL MARKET STATISTICS

SUBURBAN MARKET, 2004 - 2010



Source: CBRE; Houseal Lavigne Associates

EXISTING ZONING, LAND USE & DEVELOPMENT PATTERNS

A diverse mix of land uses collectively defines the Town of Brownsburg as a desirable place to live, work and relax. Inventorying existing land uses in Brownsburg provides insight into how the Town has grown and developed over time, and provides a base of understanding for what types of development will be appropriate in the future. For example, environmentally sensitive areas or established residential neighborhoods may be desirable to preserve in the future. Underperforming commercial areas, vacant sites or agricultural land may be appropriate areas for development or redevelopment.

Retaining an appropriate mix of land uses in the community is key to ensuring that the Town grows and maintains itself in an economically and environmentally sustainable manner. Moreover, planning for land use at a local level impacts the fiscal health of both municipal and county governments and the ability to provide utilities and services in a responsive and cost effective manner.

This section of the Plan includes a review of current zoning and an inventory of the existing land uses and development patterns within the Town of Brownsburg and its planning jurisdiction. The inventory is based on reconnaissance undertaken in the spring of 2011 and includes each parcel within the planning area.

CURRENT ZONING

Following adoption of the Comprehensive Plan, the Town intends to engage in the process of rewriting and updating its zoning ordinance. The Town of Brownsburg's existing ordinance establishes 19 different zoning districts which all contribute to the regulation of both land use and development in the Town. The location and boundaries of these districts is outlined in the Town Zoning Map (2009). The districts are separated into two main zoning categories, residential and non-residential, with a number of districts within each category.

RESIDENTIAL ZONING DISTRICTS

Within the residential zoning category, there are six districts: R-1, R-2, R-3, R-4A, R-4C and PUD. The uses within the residential districts range from small-sized, single-family dwellings to multi-family dwellings including condominiums, townhouses, and large scale apartment projects. Residential districts also accommodate accessory structures and related recreational, religious, and educational facilities.

PLANNED UNIT DEVELOPMENT (PUD) DISTRICT

The purpose of a PUD is to promote the progressive development of land and construction thereon. Planned Unit Developments are large-scale developments incorporating a variety of residential uses, which may be combined with related recreational, business/commercial, or industrial uses. A PUD should be a separate entity with a distinct character in harmony with surrounding development.

CURRENT ZONING REGULATIONS

DISTRICT	PRIMARY PURPOSE/USES	MINIMUM LOT AREA (SQ. FT.)	MAXIMUM HEIGHT
Residential Districts			
R-1 Residential District	Large single-family dwellings	20,000	35'
R-2 Residential District	Medium-sized single-family dwellings	12,500	35'
R-3 Residential District	Smaller single-family lots	9,000	35'
R-4A Residential District	Multi-family dwellings; Apartments	1 acre	35' < 2 stories
R-4C Residential District	Two-family and three-family dwellings, including condominiums and townhouses	9,000 per lot, 2,000 per unit over 3 units	35' < 2 stories
PUD Planned Unit Development District	Large-scaled developments incorporating residential uses and/or related recreational, business, commercial, or industrial uses	Varies depending on uses proposed in PUD	Varies depending on uses proposed in PUD

BUSINESS ZONING DISTRICT

The B-1 Business Office District is intended for office and professional services that are relatively compatible with the adjacent residential neighborhood and closely associated uses. More restrictive requirements for light, air, buffering, and off-street parking are required than are provided for in adjacent districts. The purpose of the B-1 District is to encourage the grouping of offices for uses such as professional, executive, administrative, accounting, clerical, and other similar uses which would not create large volumes of traffic nor drastically conflict with residential uses. For this reason, the B-1 District is intended to serve as a buffer between residential districts and more intensive commercial districts.

COMMERCIAL ZONING DISTRICTS

Within commercial zoning, there are three districts: C-1, C-2 and C-3. All three districts include a wide array of uses, ranging from retail stores and restaurants to large scale, general retail business developments. The C-1 Local Commercial District is intended to accommodate retail trade and personal service enterprises that meet the regular, day-to-day needs of residents. The C-2 Highway Commercial District is intended to provide smaller scale commercial lodging, recreation, personal services, restaurants, retail stores, and general businesses designed to service the traveling public, as well as local residents, located on a major thoroughfare. Lastly, the purpose of the C-3 Regional Commercial District is to encourage the conduct of larger scale personal business services and general retail business to meet the needs of a regional market area. C-3 Districts are required to be located on a major thoroughfare or highway.

INDUSTRIAL ZONING DISTRICTS

Within industrial zoning, there are four districts: I-1, I-2, I-3, and I-4. The purpose of the I-1 Research/office Industry District is to encourage the development of research facilities, testing, laboratories, and administrative facilities that are office-like in physical appearance and service requirements. The I-2 Light Industry District encourages the development of manufacturing and wholesale business establishments which are clean, quiet, free of hazardous or objectionable elements, operated entirely within enclosed structures and general low volume industrial traffic. The I-3 Heavy Industry District encourages major manufacturing, processing and warehousing which may have extensive outdoor storage and service areas. The purpose of the I-4 Industrial Park District is to encourage the establishment of large scale, industrial uses in a well-planned industrial park or subdivision setting located along minor arterials or major collectors which are developed under a single developer.

CURRENT ZONING REGULATIONS

DISTRICT	PRIMARY PURPOSE/USES	MINIMUM LOT AREA (SQ. FT.)	MAXIMUM HEIGHT
Commercial Districts			
B-1 Business Office District	Office and professional services	None	50'
C-1 Local Commercial District	Retail trade and personal service enterprises	None	100'
C-2 Highway Commercial District	Commercial lodging, recreation, personal services, restaurants, retail stores, and general businesses	None	100'
C-3 Regional Commercial District	Personal business services and general retail business	None	100'
Industrial Districts			
I-1 Research/office	Research facilities, testing, laboratories, and administrative facilities	20,000 sq ft	100'
I-2 Light industry	Manufacturing and wholesale business establishments	20,000 sq ft	100'
I-3 Heavy industry	Major manufacturing, processing and warehousing	20,000 sq ft	100'
I-4 Industrial Park District	Large scale industrial parks and subdivisions	20,000 sq ft	100'

FH FLOOD HAZARD DISTRICT

The purpose of the Flood Hazard District is to guide development in floodplains and flood hazard areas. This overlay district shall coincide with those areas established by and under the jurisdiction of the Indiana Department of Natural Resources (IDNR). The Flood Hazard District may stand by itself or may be combined with any district which the Plan Commission deems appropriate. Generally speaking, all buildings constructed in this district shall be two feet above regulatory flood profile as established by the IDNR. Where the Flood Hazard District overlaps with any other district, the uses permitted by right or by special exception use in the other district shall be constructed to have a flood protection grade at least two feet above regulatory flood profile as established by the IDNR.

HOD HISTORIC OVERLAY DISTRICT

This overlay district promotes the general welfare, education and recreational pleasure of the public by maintaining the areas or individual structures and associated premises, which have been officially designated by the Planning Commission as having historic significance. For properties within the historic overlay district, the standards of the underlying zoning district shall apply, however certain characteristics such as lot widths, setbacks, and height can be increased/or decreased subject to approval by the Design Review Committee.

M-1 MOTOR SPORTS DISTRICT

The purpose of this district is to encourage the establishment of motor sports related businesses and their associated functions.

AG AGRICULTURAL DISTRICT

The purpose of this district is to permit the full range to agricultural activities and other uses customarily conducted in agricultural areas.

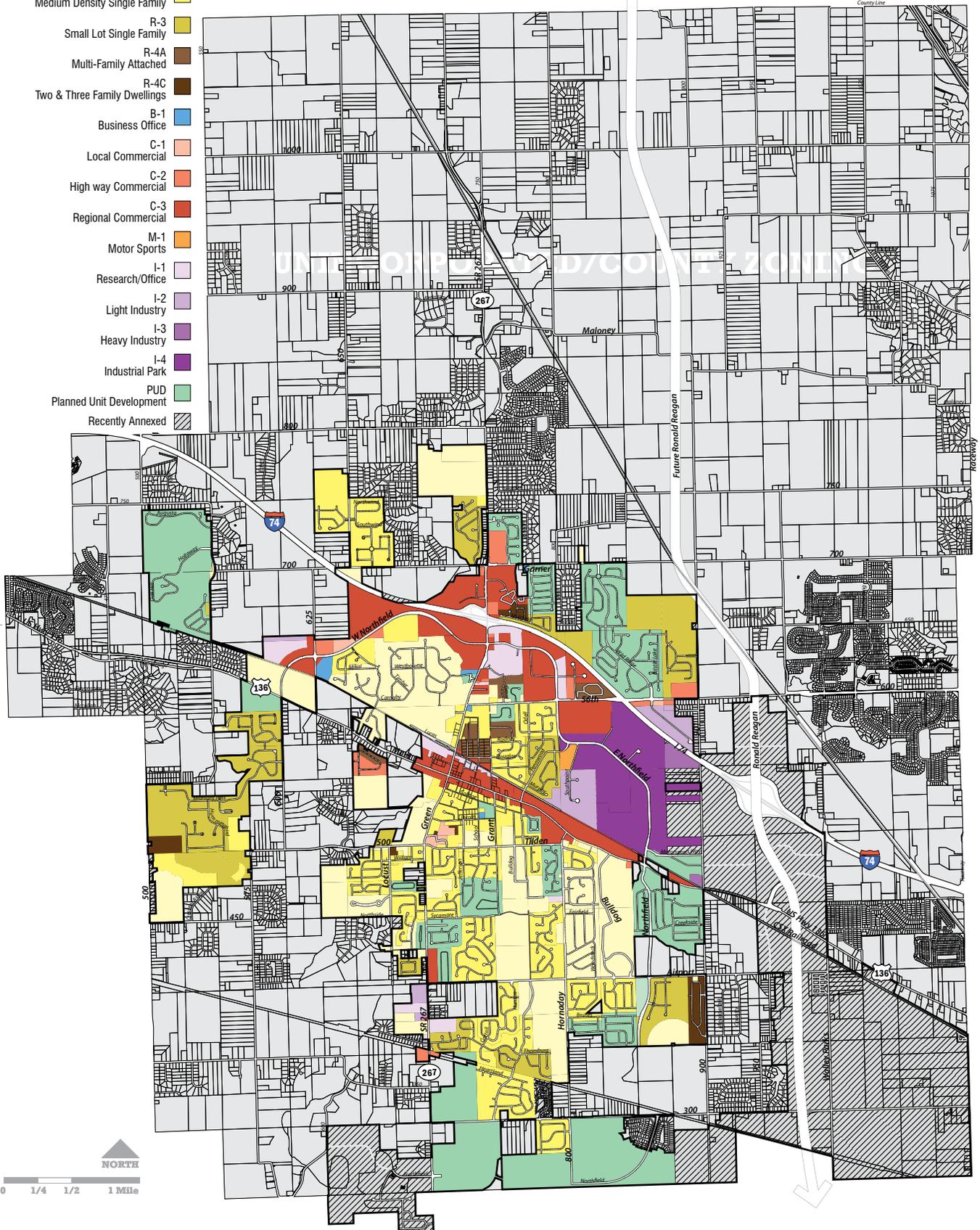
CURRENT ZONING REGULATIONS

DISTRICT	PRIMARY PURPOSE/USES	MINIMUM LOT AREA (SQ. FT.)	MAXIMUM HEIGHT
<i>Other Districts</i>			
FH Flood Hazard District	Guide development in flood plains and flood hazard areas	Varies based on underlying zoning district	Varies based on underlying zoning district
HOD Historic Overlay District	Enhance areas or structures of historic significance	None, subject to approval by the Design Review Committee	None, subject to approval by the Design Review Committee
M-1 Motor Sports District	Motor sports uses and developments in the area encompassing IRP (Indianapolis Raceway Park)	1 acre	100'
AG Agricultural District	Agricultural areas and activities	5 acres	50'

Current Zoning

Zoning Legend

- R-1 Low Density Single Family
- R-2 Medium Density Single Family
- R-3 Small Lot Single Family
- R-4A Multi-Family Attached
- R-4C Two & Three Family Dwellings
- B-1 Business Office
- C-1 Local Commercial
- C-2 High way Commercial
- C-3 Regional Commercial
- M-1 Motor Sports
- I-1 Research/Office
- I-2 Light Industry
- I-3 Heavy Industry
- I-4 Industrial Park
- PUD Planned Unit Development
- Recently Annexed



BROWN TWP
LINCOLN TWP

EXISTING LAND USE

The following table highlights the existing land uses within the Town of Brownsburg and its planning jurisdiction.

AGRICULTURE

With regard to land area, agriculture is the predominant land use comprising approximately 50 percent of the planning area. Though some tracts of agricultural land remain within the Town's limits, the majority are located in unincorporated Brown and Lincoln Townships. Given recent growth patterns, it can reasonably be expected that development pressures will continue to increase for these areas, especially along the interstate and the future Ronald Reagan Parkway corridor.

RESIDENTIAL

Occupying more than 28 percent of the planning area, residential land uses are one of the most predominate types of development within the Town of Brownsburg and its planning area. While the age, condition and style of residential neighborhoods vary, nearly two-thirds of the homes in the Town of Brownsburg were constructed over the past two decades. Residential uses include single family homes, townhomes, duplexes, condominiums and apartments.

SINGLE FAMILY RESIDENTIAL

Single-family detached homes are the predominant type of housing in the community, making up nearly 80% of all homes in Brownsburg. The Town's older neighborhoods are concentrated near the downtown and the intersection of Main and Green Streets. Newer single family residential development is occurring in an outward manner, spreading to previously undeveloped areas in all directions.

MULTI-FAMILY RESIDENTIAL

Multi-family residential land use consists of townhomes and duplexes, condominiums, and apartments. The majority of multi-family housing in Brownsburg comprises large apartment buildings located along major roadways. There are also several residential subdivisions with townhome or duplex units interspersed throughout Brownsburg's single family neighborhoods. Multi-family units near downtown consist predominantly of duplex, ranch-style homes.

MOBILE HOME PARK

There are two small mobile home parks located in the areas to the north and east of the Lucas Oil Raceway.

COMMERCIAL

Commercial land uses include businesses that sell goods or services to consumers. These types of land uses make up approximately one percent of the planning area and are generally concentrated near the I-74/State Road 267 interchange and along the State Road 267 and Main Street corridors. These areas are the most heavily travelled in the planning area, allowing businesses to capitalize on high traffic counts and convenient accessibility.

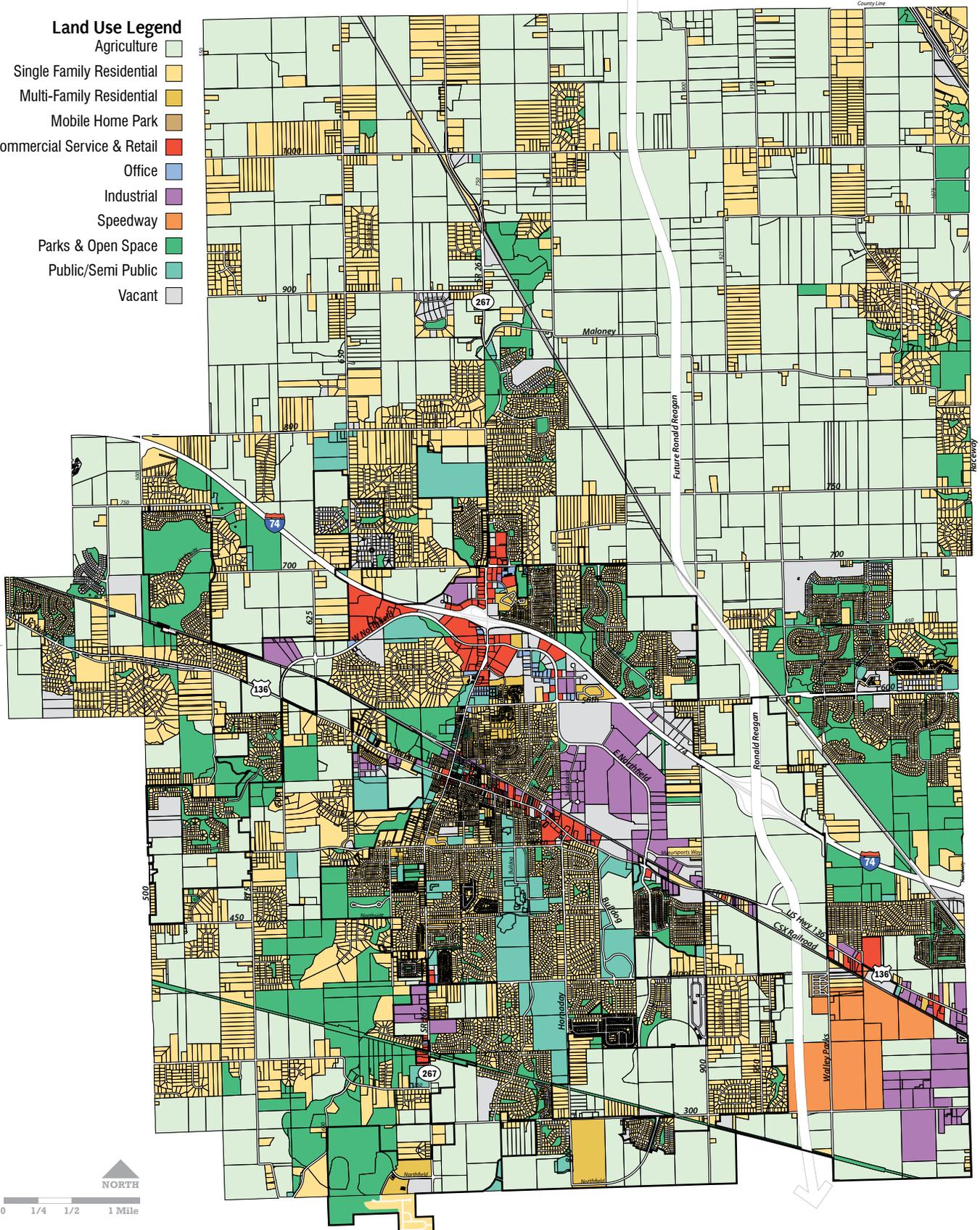
In general, commercial areas near the I-74/State Road 267 interchange are characterized by newer development with coordinated site plans, cross-access and contemporary designs. Large national and regional retailers have concentrated in this part of Brownsburg and serve both nearby residents and interstate travelers. This area, which has attracted more "destination" uses than the Town's other commercial areas, has a wide range of businesses in this area including: restaurants and breweries; lodging facilities; movie theaters; retail shops; and, service uses.

Commercial development along the Main Street corridor and portions of the Green Street (State Road 267) corridor, is more convenience-oriented than commercial development near the interstate. Though newer development exists, these areas are generally characterized by aging, auto-oriented commercial buildings that have been developed in a piecemeal, parcel-by-parcel fashion.

Downtown Brownsburg, located at the intersection of State Road 267 and Main Street, is the historic commercial core of the community. This area comprises a mix of traditional mixed-use buildings, contemporary auto-oriented commercial development, and aging commercial buildings.

Existing Land Use

- Land Use Legend**
- Agriculture
 - Single Family Residential
 - Multi-Family Residential
 - Mobile Home Park
 - Commercial Service & Retail
 - Office
 - Industrial
 - Speedway
 - Parks & Open Space
 - Public/Semi Public
 - Vacant



OFFICE

Large scale office development is not typical for the Brownsburg area. The office land use category is largely composed of single-story office suites mixed within either a small business park setting or larger retail development.

INDUSTRIAL

Industrial uses include manufacturing, storage, warehousing and distribution. Currently, the most significant concentration of industrial uses is the Eaglepoint Business Park which is the location of several large distribution facilities as well as numerous motor sports related businesses. This land use also includes large areas dedicated to industrial tank farms in the south and southeast portions of the planning area.

PARKS AND OPEN SPACE

The Brownsburg Parks and Recreation Department (BPRD), private open space, and natural areas such as waterways and wooded areas are included in this category. While the BPRD maintains a high-quality inventory of parks, there is a need for additional parkland and public open space throughout the community and the larger planning area.

RACEWAY

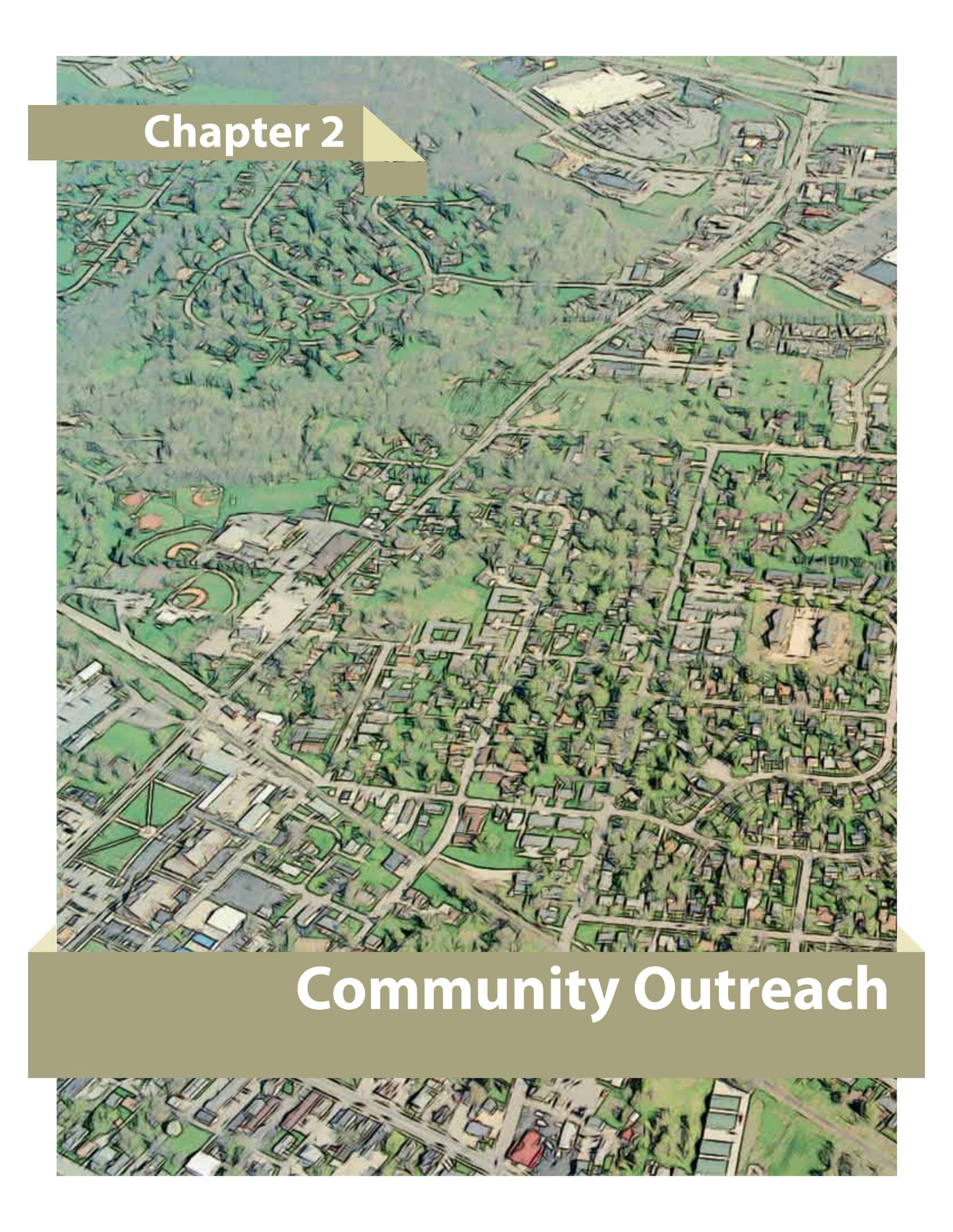
Brownsburg is home to the Lucas Oil Raceway. This regional destination and surrounding related uses form the Raceway land use category within the Town and its planning area. The park hosts a wide variety of motorsports events including the NHRA Mac Tools U.S. Nationals, NASCAR Camping World Truck Series race, a NASCAR Nationwide Series event, midget car racing events, sprint car and silver crown events, and road racing. In addition the park itself, this land use includes large areas of open space dedicated to parking and camping during the racing season.

PUBLIC/SEMI-PUBLIC

All government buildings, properties and uses that are considered public such as Town Hall, Post Office, fire stations, public library, and water treatment plants are included in this land use category. Healthcare, schools and religious institutions are also included in this land use.

VACANT

There are currently several vacant parcels of land within Brownsburg and the surrounding area. This land use comprises undeveloped portions of residential subdivisions and business and industrial parks, as well as aging commercial properties along the Main Street corridor.

An aerial photograph of a suburban neighborhood. The image shows a dense arrangement of houses with green lawns and trees. A network of roads and streets is visible, along with some larger commercial or institutional buildings. The overall scene is a typical residential area with a mix of greenery and built-up space.

Chapter 2

Community Outreach

Community Outreach 2



The planning process for the Brownsburg Comprehensive Plan sought input from a broad spectrum of the community including residents, business and property owners, community service providers, elected/appointed officials, and Town staff. A variety of outreach efforts were used to provide multiple avenues through which to gather feedback regarding existing conditions and local issues, needs and aspirations

Outreach efforts were also used to promote a sense of community and foster stewardship for the plan by underscoring that participants' voices have been heard and that their ideas have influenced the final decisions.

This section summarizes the community outreach efforts that were completed in the early stages of the planning process and used to document existing conditions in the community and identify issues the Comprehensive Plan is to address.

- » Project Website
- » Resident & Business Questionnaires
- » Community Issues Mapping
- » Project Initiation Meeting
- » Community Workshop
- » Key Person Interviews

STEERING COMMITTEE

A Comprehensive Plan Steering Committee was established to work with the Consultant Team throughout the course of the study. The Steering Committee consisted of Town staff, elected and appointed officials, community service providers and members of the Brownsburg community who were willing to shepherd the Comprehensive Plan on a day-to-day basis. The Steering Committee provided input throughout the planning process and served as a sounding board for the community.

PROJECT WEBSITE

To assist in community outreach and overall communication of the planning process, a project website was created and linked to the Town's website. The project website provided visitors with information on how to stay involved, announcements regarding future meetings, and posted copies of all interim planning documents that are produced for public review and comment. The Project website remained active throughout the entire planning process.

ON-LINE QUESTIONNAIRES

On-line questionnaires were posted on the project website and publicized by the Town. One questionnaire was designed to solicit input from residents, while a second was designed specifically for business owners and managers. The questionnaires were provided to supplement other face-to-face community outreach efforts and are not intended to be a scientific survey instrument. Given the central importance of community outreach in the creation of the updated Comprehensive Plan, both questionnaires remained open and available throughout the planning process.

COMMUNITY ISSUES MAPPING

An on-line community issues mapping tool was posted on the project website to provide yet another opportunity for public participation in the process. The community issues mapping tool allowed residents to identify, map, and provide comments on specific, or general, areas of concern within the Town. Using a legend with “points of interest” categories, users were able to categorize locations in the Town that they viewed to be as opportunities, threats, or assets. The “points of interest” provided included:

- » **Community Asset**
An asset to the community that should be maintained or enhanced.
- » **Development Priority Sites**
Sites that should be developed or redeveloped in the short term.
- » **Problematic Intersection**
Intersections that are a safety concern or negatively impact the smooth flow of traffic.
- » **Public Safety Concern**
Areas that pose a concern to public safety and pedestrians.
- » **Undesirable Use**
An existing use in the community that is undesirable.
- » **Key Transit Destination**
An area that should be better served by public transit.
- » **Desired Use/Development**
An area and/or use that should be developed.
- » **Poor Appearance**
Areas that are unsightly or could benefit from additional landscaping or aesthetic improvements.
- » **Other**
All other opportunities, threats or assets.

COMMUNITY ASSETS

An asset is defined as something that is useful or desirable within the community. As it pertains to the Comprehensive Plan, an asset is something the community residents, business persons, and/or elected/appointed officials desire to maintain or enhance for the Town’s long-term future. Community members identified a variety of destinations and features as assets throughout the Town. The more popular locations identified included the Town’s parks (Arbuckle Acres in particular), public safety facilities, historic portions of downtown, and town hall.



PROBLEMATIC INTERSECTION

Problematic intersections are intersections within the Town that negatively impact the smooth, continuous flow of traffic, or pose a safety concerns for area residents and visitors.

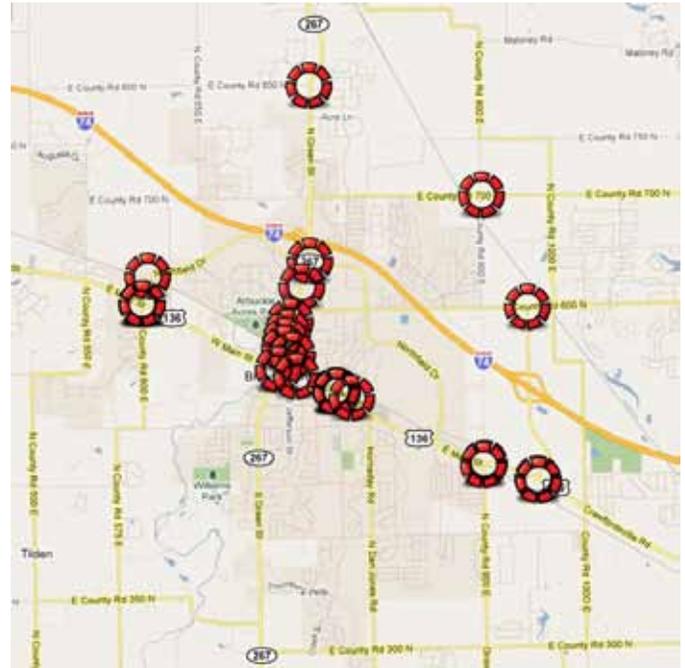
While few intersections were identified as problematic by more than one user, the majority of problematic intersections identified by the community lie within the Main Street and Green Street (SR 267) corridors. (NOTE: The following comments are based solely on community input and observations by on-line contributors, and were not independently verified.)

MAIN STREET

- » SR 267 - Turn lanes along Main Street are too short, causing backups as far east as Jefferson
- » Odell Street - Traffic signal needed; Potential realignment needed
- » West Northfield Drive - Turn lanes needed; Potential realignment needed
- » Jefferson Street - North and south segments of Jefferson need to be aligned
- » CR 900E - Traffic signal needed;
- » Connector Road - Traffic signal needed; Poor lighting a concern

GREEN STREET (SR 267)

- » Lucas Drive - Sole entrance to Arbuckle Acres, adjacent railroad tracks obscure lines of sight
- » Franklin Street - Southbound, left turns onto Franklin cause significant backups and some motorists use adjacent sidewalk to bypass turning vehicles
- » St. Malachy Entrance - Northbound, left turn traffic causes congestion
- » Northgren Parkway - Southbound, left turns onto Northgren cause significant backups; Hazardous pedestrian conditions
- » Stonybrook Drive - Misalignment with Lorraine Drive causes safety concerns with traffic turning and stopping
- » Northfield Drive - Busy intersection
- » CR 800N - Vehicles turning onto SR 267 have limited lines of sight due to the adjacent curve along SR 267

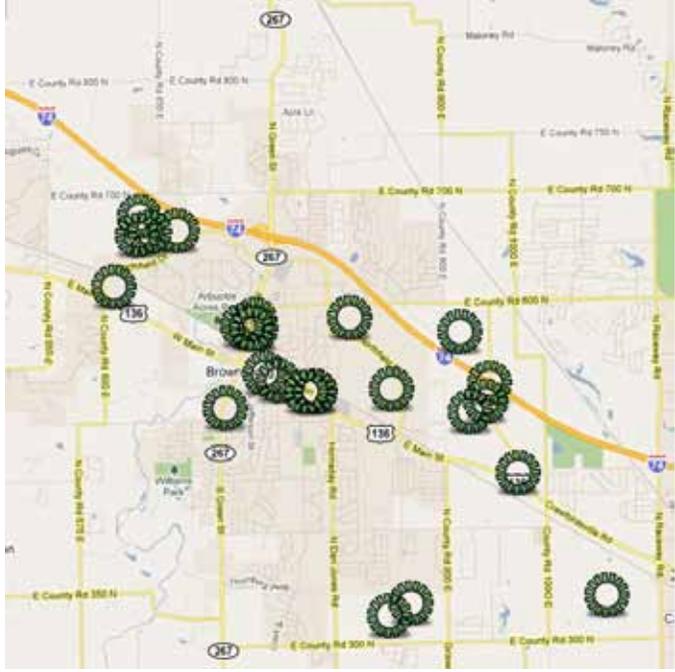


DEVELOPMENT PRIORITY SITES

A development priority site is a site that the community felt should be developed/ redeveloped in the near future, or that should take precedence over other sites in the Town and planning area. Oftentimes, these sites were identified as under utilized or in poor condition and include sites that are currently for sale, are home to incompatible and/ or undesirable uses, or consist of buildings that are dated or suffering from functional obsolescence. Still other comments highlighted future potential in undeveloped areas where new development is desired.

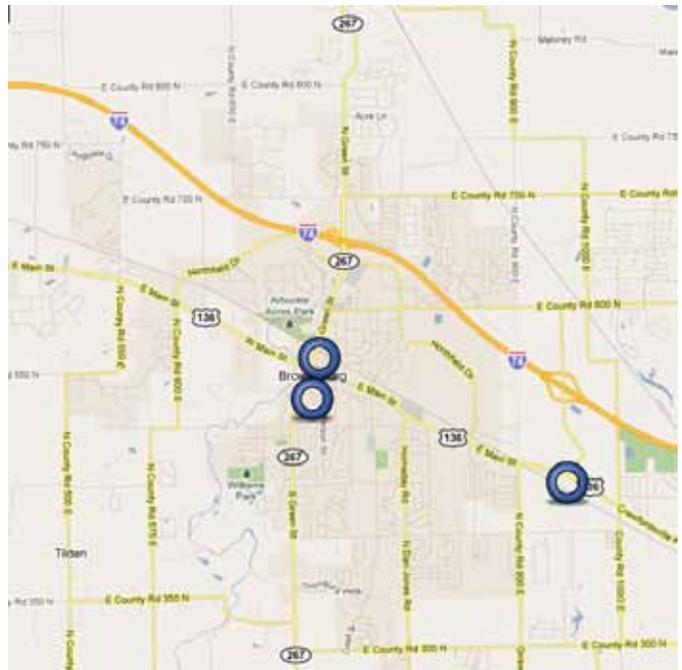
While numerous sites were identified as development priority sites, the majority of points fell within:

- » West Northfield Drive corridor and the Brownsburg Station development;
- » Former St. Malachy worship center and North Green Street Redevelopment area across the street;
- » Ronald Reagan Parkway corridor; and,
- » East Main Street corridor.



UNDESIRABLE USE

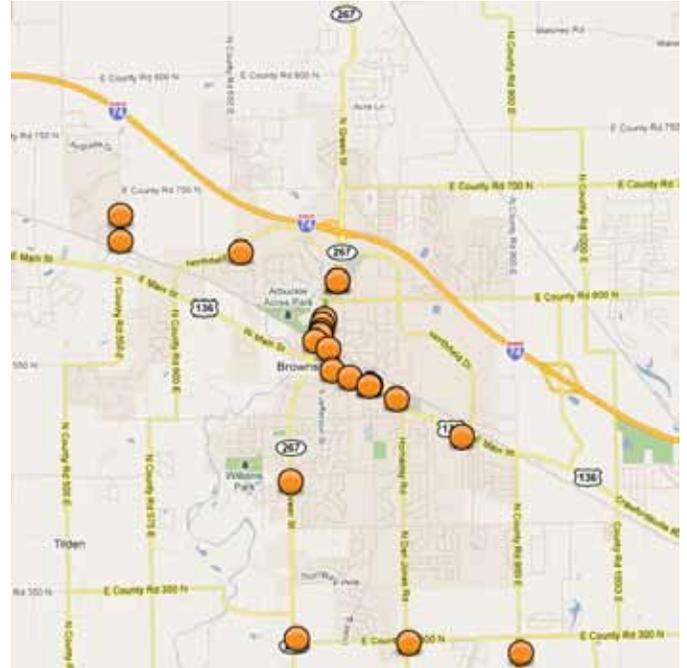
An undesirable use is a use that community members find undesirable or objectionable within Brownsburg. Three undesirable uses were identified and all relate to industrial uses in areas where there is the potential for conflict with existing or future development. These include a salvage yard in the area near the future Ronald Reagan Parkway alignment as well as an industrial user and the Town's wastewater treatment plant in the downtown.



PUBLIC SAFETY CONCERN

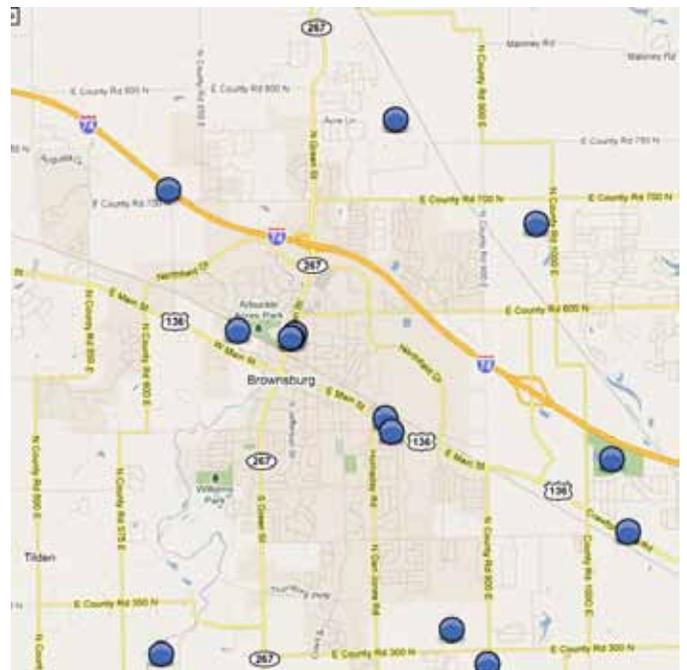
Public safety concerns are areas that pose a concern to public safety and pedestrians throughout the community. Locations where community members observed these safety concerns are located throughout the community, with dense clusters along Green Street near Downtown and throughout the Main Street corridor. Only a few locations were identified by multiple users. The majority of comments, though site specific, related to common concerns related to public safety such as:

- » Installing traffic signals at problematic intersections
- » Potentially hazardous road conditions
- » Misaligned intersection
- » Pedestrian safety crossing busy roadways
- » Lack of sidewalks in busy commercial areas and along busy roadways



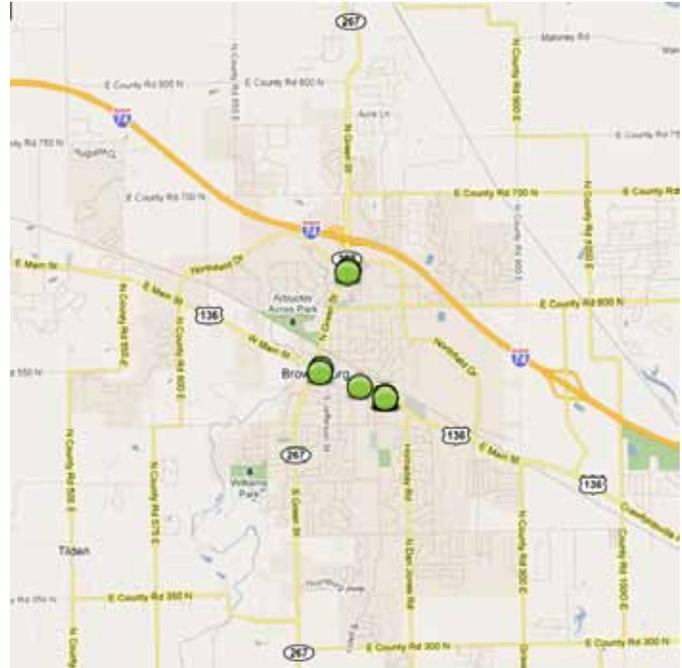
DESIRED USE/DEVELOPMENT

Desired uses /developments are areas in the community that residents felt should be developed, or targeted for a specific land use. Community members identified a variety of existing uses and development that they deemed desirable and identified several desirable uses for potential development sites. Desired uses/developments were spread throughout the community. Several comments also identified parks or trails that were desired.



POOR APPEARANCE

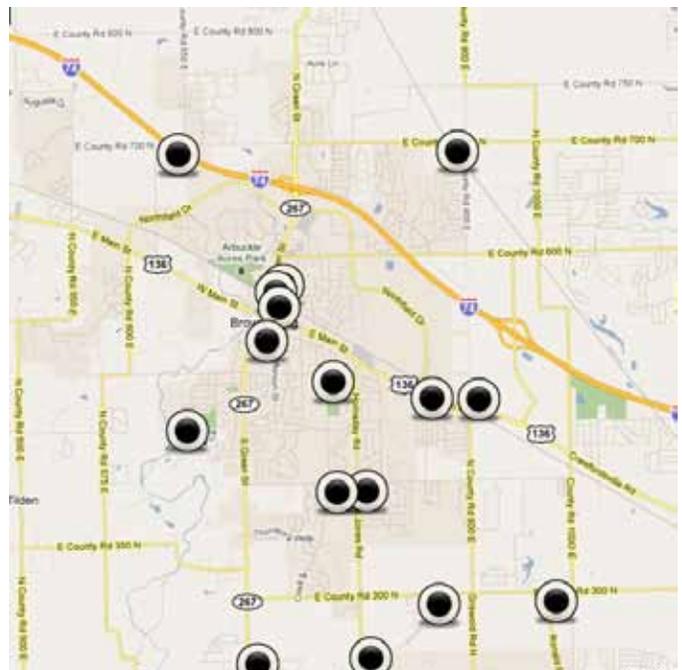
Many of the locations noted for poor appearance also appear as locations of undesirable uses or development sites. Poor appearance indicates that an area is unsightly in its current state, or that it could benefit from additional landscaping or aesthetic improvements. The most frequently identified location with a poor appearance is the former site of “Cowboy Bob’s” restaurant, which has been vacant for several years. Other areas identified include downtown in general, the intersection of Main and Green Streets, and the commercial uses to the southeast of the intersection of Northfield Drive and Green Street.



Other

Other points of interest created by participants identify a wide range of issues and potentials include:

- » The completion of the Northeast Parkway to create a circle road.
- » Expanded public parking in portions of the downtown.
- » A bridge over I-74 at CR 700 N.
- » Roundabouts at select intersections within residential neighborhoods.
- » Poor road conditions at railroad crossings.
- » Completing local segments of the Ronald Reagan Parkway.



PROJECT INITIATION MEETING

On Wednesday, January 5, 2011, a project initiation meeting was held with Town staff and the Comprehensive Plan Steering Committee at Town Hall, to set the foundation for the planning program and review and discuss the overall direction and policy issues facing the Brownsburg community. The meeting reviewed overall project objectives and concluded with a Project Initiation Workshop. The workshop solicited the views of the Steering Committee regarding their concerns and aspirations for the Town of Brownsburg and its planning area.

WORKSHOP QUESTIONNAIRE

The project initiation workshop included a four-question questionnaire that focused on issues and concerns in the Town and its planning area, as well as community strengths and assets. The following is a summary of the thoughts, comments and opinions recorded and voiced verbally during workshop dialogue.

IDENTIFY FIVE (5) ISSUES OR CONCERNS CONFRONTING THE TOWN OF BROWNSBURG.

A number of issues and concerns, covering a wide range of topics, were identified by the Steering Committee at the Project Initiation Workshop. The list of identified issues can be consolidated into the following broad categories: (a) Traffic and Circulation; (b) Community Identity and Appearance; (c) Improving Downtown; (d) Annexation; and, (e) Economic Development. A summary of issues and concerns identified and discussed is provided for each specific category below.

» **Traffic and Circulation**

The Steering Committee generally agreed that traffic and circulation issues were a primary concern to be addressed during the Comprehensive Plan planning process. Specifically, improving east-west movement through the Town, obtaining local control of State Road 267 and completing the Ronald Reagan Parkway were cited as underlying priorities.

» **Community Identity and Appearance**

The Steering Committee identified a lack of community identity as a key issue to be addressed in the Comprehensive Plan. In general, the committee felt that there is not a unified community image or a consensus for "who Brownsburg is." Additionally, there was a general consensus that the overall appearance of the Town could be improved. Identifying a way to improve the overall image and identity of the Town is a desirable component of the Plan.

» **Improving Downtown**

Improving Downtown was cited as a key issue confronting Brownsburg multiple times. The Downtown is the symbolic heart of the Brownsburg community, thus the Town has identified it as a subarea to undergo a more detailed analysis as a part of the planning process.

» **Annexation**

The Steering Committee indicated that annexation is a concern facing the community. As the Town works towards consolidating local governments and gaining better control over planning and development decisions in unincorporated areas within the Town's periphery, annexation will become increasingly important. Concerns regarding the annexation of the Ronald Reagan Parkway and stopping the encroachment of Avon into the Town's planning jurisdiction were also expressed during the workshop.

» **Economic Development**

The Steering Committee identified multiple issues and concerns that relate to economic development, including, but not limited to: strengthening and diversifying the Town's tax base; attracting more development/redevelopment; and, revitalizing the Main Street corridor/East Side Business District. Many felt that property taxes in Town are too high, and that a stronger business tax base is necessary to alleviate them.

LIST, IN ORDER OF IMPORTANCE, THE THREE (3) MOST IMPORTANT ISSUES DISCUSSED THUS FAR.

While a diverse list of issues and concerns was generated in response to question one, a general consensus indicated three specific items were considered most important (in no particular order):

- » **Completing the Ronald Reagan Parkway**
The Steering Committee indicated that the Ronald Reagan Parkway will give users an alternative route to State Road 267 and reduce traffic congestion in Town. Additionally, the parkway will create new locations for businesses and jobs within Brownsburg. Though portions of the parkway have already been constructed, it is not complete. The Steering Committee identified completion of the roadway as a priority for the community. The parkway will eventually be a key regional transportation corridor that connects interstates 70 and 74, and possibly interstate 65.
- » **State Road 267**
State Road 267 is a primary transportation route and gateway in Town and functions as a commercial corridor. The Steering Committee generally believed that the roadway should be widened to improve traffic flow through the Town; and, that acquiring local control of the route should be a priority.
- » **Economic Development**
Concerns regarding the Town's tax base and attracting additional development/redevelopment were expressed multiple times during the Steering Committee meeting. As the Town continues to grow, committee members believed that identifying ways to attract and maintain quality commercial developments that benefit both the Brownsburg community and people from the greater region should be a priority.

IDENTIFY THREE (3) SPECIFIC PROJECTS OR ACTIONS YOU WOULD LIKE TO SEE UNDERTAKEN WITHIN BROWNSBURG.

When asked to indicate specific projects or actions they would like to see undertaken within the Town, the Steering Committee generated a list of ideas. These ideas have been consolidated into the following list of projects and actions:

- » Provide quality parks and open space areas;
- » Build a sustainable economic base;
- » Develop quality, proactive policies to guide future development and redevelopment;
- » Improve communication between governmental entities and the Brownsburg community;
- » Complete the Ronald Reagan Parkway;
- » Gain control over and widen State Road 267;
- » Improve pedestrian mobility throughout Town;
- » Improve inadequate infrastructure including sewer, water, and roads;
- » Install new infrastructure to meet future development needs;
- » Prevent Avon's encroachment into Nitro Alley and complete the project;
- » Revitalize the East Side Business District and Main Street corridor;
- » Build a biotech campus;
- » Focus on economic development and attracting new businesses to the area; and
- » Create a unique image and identity for the Town.

WHAT ARE THE PRIMARY STRENGTHS AND ASSETS OF THE TOWN OF BROWNSBURG?

Although most of the workshop discussion dealt with issues and concerns that should be addressed in the Comprehensive Plan, the last question focused on the strengths and assets of the Town. The following strengths and assets of Brownsburg were mentioned by the Steering Committee:

- » Reputation as a family-friendly community;
- » Quality people and governmental leadership;
- » Financial soundness of the local government;
- » Quality school districts and an abundance of youth activities;
- » Availability of undeveloped land and an interest in expansion/growth;
- » Excellent regional location with convenient access to major transportation corridors;
- » Available "talent pool" for new and existing businesses;
- » "Small-town" community spirit and loyalty;
- » Affordable housing; and,
- » Growing business base.

COMMUNITY WORKSHOP

On Wednesday, February 9, 2011, the first Community Workshop for the Comprehensive Plan project was held with the Brownsburg community. The workshop was the first of many face-to-face community outreach events scheduled throughout the planning process. The purpose of this event was to: (1) review the purpose of the Comprehensive Plan and the planning process to be undertaken; and, (2) secure local views on problems, issues and potentials within the Town and its planning jurisdiction.

WORKSHOP QUESTIONNAIRE

The workshop included a questionnaire that solicited participants' input regarding issues and concerns in the Town, as well as within the Town's planning area. The following is a summary of the thoughts, comments and opinions obtained during the workshop.

IDENTIFY FIVE (5) ISSUES OR CONCERNS CONFRONTING THE TOWN OF BROWNSBURG.

Several issues and concerns were generated by the group, covering a wide range of topics. The list of identified issues can be grouped into the following broad categories: (a) Transportation and Circulation; (b) Smart and Sustainable Growth; (c) Community Facilities; (d) Parks and Recreational Facilities; (e) Downtown; (f) Administration and Finance; (g) Image and Identity; and, (h) Business Attraction/Economic Development.

» **Transportation and Circulation**

A number of the comments voiced and recorded during the Workshop concerned transportation and circulation issues. The majority of comments identified relate to vehicular transportation and general connectivity and traffic flow problems. Specific comments included: addressing traffic congestion on S.R. 267 between 56th Street and Tilden; having the Town take control over S.R. 267 and Main Street; completing the Ronald Reagan Parkway and Northfield Drive connection; and, improving overall traffic patterns by adding stop lights, filling potholes and constructing additional grade separated crossings over the railroad tracks. Some attendees also identified that the Town needs additional sidewalks to become more pedestrian friendly; and, that a grade separated pedestrian crossing should be incorporated S.R. 267.

» **Smart and Sustainable Growth**

Issues and concerns pertaining to the way the Town should grow were cited by workshop participants. Attendees indicated a general desire for the Town to protect open space and farmland while managing growth and ensuring that adequate utilities and infrastructure are provided. Other specific issues and concerns identified included: diversifying the Town's housing stock; stabilizing newer neighborhoods that are suffering from an abundance of foreclosures; promoting green infrastructure/green building in new growth and leveraging infrastructure improvements for new and existing land uses. Another item mentioned was consolidation with the County and the potential impacts it may have.

» **Community Facilities**

Ensuring that community facilities are maintained and improved was another common theme both for the existing Town area as well as growth areas. This included services such as fire and police as well as maintaining sufficient funding and capacity for schools as enrollment continues to grow. Infrastructure concerns were frequently mentioned including the desire for a master drainage plan, concerns about aging infrastructure, and growth in rural areas without sewer and water access.

» **Parks and Recreational Facilities**

Many comments expressed were for additional and/or enhanced park and recreational facilities. Specifically mentioned were additional parks, trails, recreational facilities and other public spaces; making parks more visible and open later; and the desire for a YMCA facility with indoor and outdoor pools.

» **Downtown**

During the workshop, Downtown was specifically cited as an area in need of attention. Desires were expressed for revitalization of Downtown; keeping Downtown safe and inviting; rehabilitation and protection of historic homes; and an enhanced identity for Downtown.

» **Administration and Finance**

Several comments can be grouped as issues of administration and financing. Concerns were expressed for lost tax revenue, funding of services and programs, and a perception of wasteful spending by the Town. Similarly, several comments expressed a desire for improved communication with Town officials. Specifically cited was communication with businesses, developers, Town residents, township residents, and communication regarding land use changes. Also mentioned were issues with zoning codes and enforcement.

» **Image and Identity**

Image and identity comments were recorded including a desire to maintain the elements which make Brownsburg special; an identity both locally and regionally; and a consistent visual appeal/architecture/design scheme.

» **Business Attraction/ Economic Development**

A desire for enhanced economic development and business attraction efforts were also frequently cited. In addition to these general desires, specific examples include tools for business start-ups and existing businesses; job growth; and industrial business attraction.

LIST, IN ORDER OF IMPORTANCE, THE THREE (3) MOST IMPORTANT ISSUES DESCRIBED THUS FAR.

Based on comments received during the interactive workshop as well as the workshop handouts, the top issues, in order of importance, were: traffic flow and control; pedestrian safety; zoning and sign enforcement; and business attraction.

IDENTIFY THREE (3) SPECIFIC PROJECTS OR ACTIONS THAT YOU WOULD LIKE TO SEE UNDERTAKEN WITHIN BROWNSBURG.

Workshop participants identified a number of specific projects and actions they would like to see undertaken in the Town. Desired projects and actions included, but are not limited to, the following:

- » Create a community center (many specifically mentioned the inclusion of a pool);
- » Improve bike and pedestrian connectivity (through trails and sidewalks);
- » Construct an overpass over the railroad tracks;
- » Hire more police; and,
- » Make improvements to 267 (including widening).

WHAT ARE THE PRIMARY STRENGTHS AND ASSETS OF THE TOWN OF BROWNSBURG?

Although most of the workshop dealt with issues and concerns to be addressed as part of the Comprehensive Plan update, the fourth and final question focused on the strengths and assets of the Town. Workshop attendees shared these views verbally and also recorded them on their workshop handout. The most frequent response was the quality of the Town's schools. Many other comments related to the small town feel, location, proximity to interstates and Indianapolis, parks and youth programs, home prices, racing community/business, reasonable taxes and the Downtown.

KEY PERSON INTERVIEWS

As a part of the Community Outreach phase of the Comprehensive Plan's planning process, confidential interviews were conducted with individuals to discuss conditions and potentials within the Brownsburg community. Individuals who possess various interests and insights into the Brownsburg community as well as the Town's growth areas were selected. Persons interviewed included local government officials, business owners, developers and residents.

KEY PERSON INTERVIEW QUESTIONNAIRES

Interviews were conducted on March 2 and March 3, 2011 and lasted approximately 30 minutes each. Each interviewee was asked a series of questions regarding the community. Overall responses to each question are summarized below.

HOW WOULD YOU DEFINE/DESCRIBE THE CHARACTER OF BROWNSBURG?

According to those interviewed Brownsburg is best described as a quiet bedroom community with a small-town feel. Amidst the path of growth, both new and old residents feel as though it may be "busting at the seams." However, some of the fears of residents are calmed by the fact that the Town is in the hands of excellent leadership (elected officials and staff) and the economic slow-down has provided an opportunity to plan for reinvestment, modernization and orderly growth.

WHAT DO YOU BELIEVE ARE THE PRIMARY ASSETS AND ADVANTAGES OF BROWNSBURG?

- » **Schools** - Almost everyone interviewed identified the schools as an asset to Brownsburg. Schools were cited as the reason families move to the community, and identified as Brownsburg's biggest community asset and advantage over nearby towns.
- » **Location** - Situated along I-74, the Town of Brownsburg is well positioned for convenient access to and from the City of Indianapolis and other Regional amenities and attractions including Indianapolis International Airport. Its location is also strategic in that it captures consumers from communities to the west that do not want to travel into Indianapolis for shopping.

- » **Small Town Feel** - Described as a blend of Zionsville and Avon, Brownsburg has shopping opportunities within close proximity to homes. A quiet and safe bedroom community for Indianapolis where "everyone seemingly knows everyone." Some validated their statements by citing Money Magazine's Best Places to Live 2009- America's Small Towns which ranked Brownsbrug #33 in the Country.
- » **Housing** - The housing within the Town of Brownsburg was described positively as being both affordable and high-quality by most of those interviewed.
- » **Favorable Market** - In spite of the national economic conditions and downturn, several interviewees maintained a positive outlook about the market conditions in Brownsburg.
- » **Motorsports** - Several people interviewed cited the attraction and presence of the motorsports industry as an asset to the community. Although some warned of the volatility of the industry and its dependency on sponsorships. There was also concern about what would happen to the industry once the tax abatements offered by the Town expire.
- » **Growth** - "Energy brings energy" one individual told us, as they described why growth was good. While the addition of new families and new households continues to threaten the Town's small town feel, the growth will bring jobs, improved shopping and diversification of the tax base.
- » **Leadership** - The Town's leadership was cited several times as an asset to Brownsburg. The new Town Manager and elected officials have been proactive in addressing Town issues, including water and wastewater; planning for growth; improved communication; and, attracting investment.

WHAT DO YOU BELIEVE ARE THE PRIMARY WEAKNESSES AND DISADVANTAGES OF BROWNSBURG?

- » **Taxes** - Almost every person interviewed cited taxes as Brownsburg's biggest disadvantage. Although the recent tax cap legislation has limited the amount the taxing bodies can levy, taxes (or perception of high taxes) continue to be a concern in the community.
- » **Economic Development** - The need to diversify the tax base and expand shopping and employment opportunities for residents was identified by most of the interviewees.
- » **Infrastructure** - The Town's water and wastewater infrastructure were identified by some as disadvantage of the community. The Town's water quality was identified as a current concern and the Town's ability to service surrounding areas was identified as an issue that could impact and limit future growth and development.
- » **Roads** - Several concerns and issues were identified by interviewees related to the roads and roadway network, specifically the condition of the streets, and the efficiency of the system. While pavement condition is always a concern after a cold and icy winter, the lack of north-south and east-west streets and peak hour congestion are more serious issues the Comprehensive Plan should address.
- » **Downtown** - Many interviewed stated that the lack of a vibrant and active town center is a drawback of the community. The loss of most of Brownsburg's original buildings at 136 & 267 (Main Street & Green Street), replaced by Walgreen's and CVS have changed the character of the area and may limit its ability to be revitalized as a pedestrian oriented areas, while some find the residential conversions and lack of coordination between operating hours confusing.
- » **Unified Leadership** - While the Town's Leadership was cited by many as a community asset, others cautioned that the Town officials are not always unified in their opinions which can compromise the confidence of the residents on their ability to guide the Town.
- » **Economy** - By no means unique to Brownsburg, the National Economy and inability or desirability for banks to lend money affects growth and economic development in Brownsburg.
- » **Paths/Sidewalks** - Much of the Town was developed with little consideration for the pedestrian, and sidewalks are lacking throughout much of the Town. Where sidewalks do exist, missing "gaps" in the network frustrate pedestrian movement. In addition, there are very few paths or trails in the community and no off-street connections to regional recreation areas.
- » **Communication** - Although Town meetings are made available on the Town's website, one interviewee still was of the opinion that communication between the Town and its residents could be improved, stating that simply meeting the legal notice requirements was not enough.
- » **Production Builders** - While the affordability was identified as an advantage of Brownsburg, some said the cheaper production built homes lacked quality and character.

WHAT DO YOU CONSIDER TO BE THE SINGLE MOST IMPORTANT ISSUE CONFRONTING THE TOWN TODAY?

- » **Ronald Reagan Parkway Development** - The area surrounding the interchange of I-74 and the Ronald Reagan Parkway presents a tremendous opportunity for the Town. Dubbed by one individual as a "once in a lifetime opportunity" nearly everyone interviewed believe the successful planning and execution of development in this area is of utmost importance to the Town.
- » **Streets and Infrastructure** - According to some, the condition of the Town's infrastructure in outlying areas is inadequate and cannot effectively accommodate new development. Furthermore some believe that over sizing infrastructure, including widening streets ahead of development may be an effective tool in attracting development.
- » **Cost of Development** - Those interviewed who were familiar with the development process identified impact fees as the most important issue facing the Town. According to these individuals, the cost of building in Brownsburg has gone up by way of increased impact fees and permit fees, and that may push the cost of homes above a value the market in Brownsburg would support.
- » **Business Community** - One individual expressed a concern that the business community Brownsburg lacks concern and understanding about the issues that affect them, citing the new zoning ordinance update as a particular concern.

WHAT ARE YOUR PRIMARY CONCERNS REGARDING THE GROWTH AND DEVELOPMENT OF THE BROWNSBURG AREA?

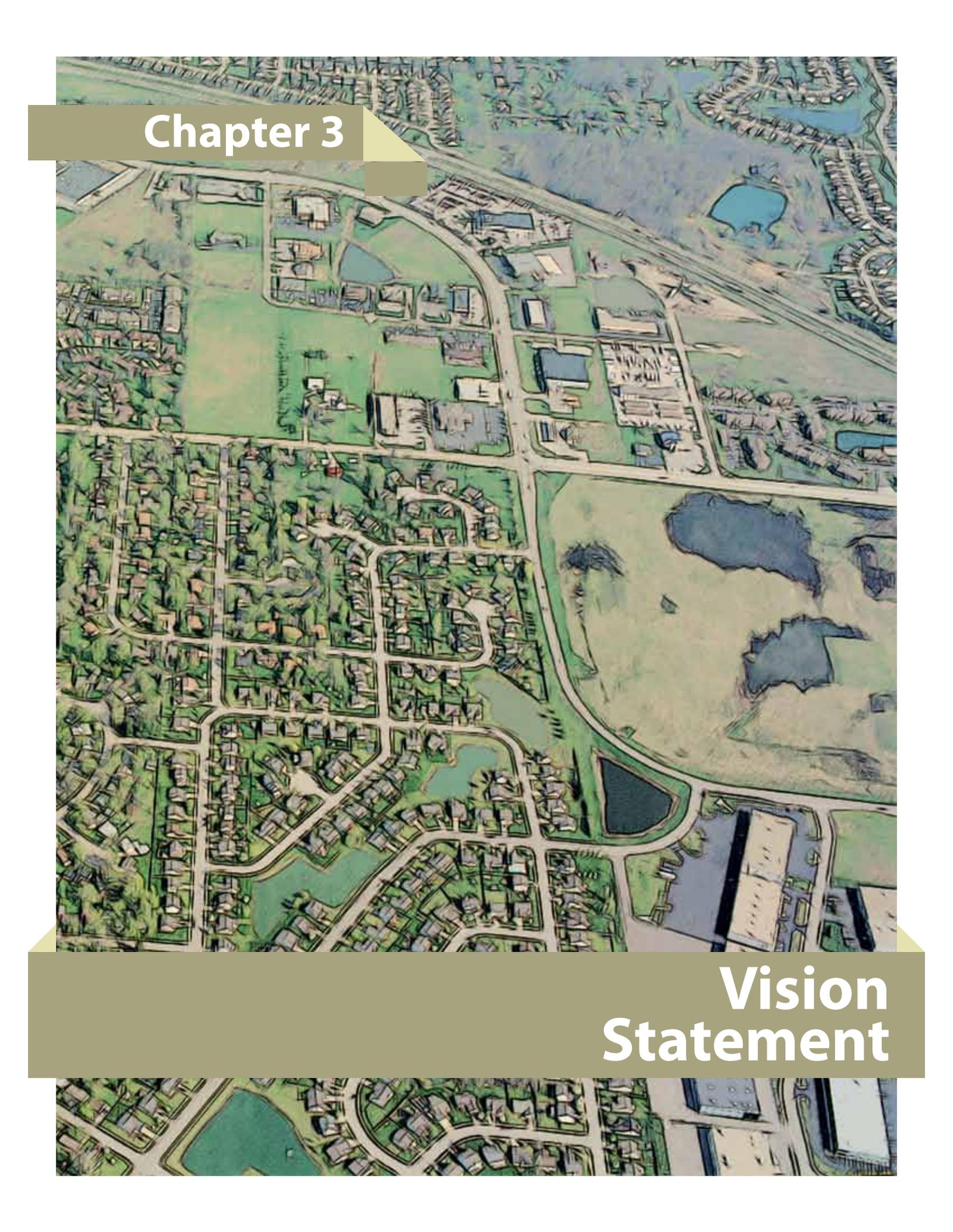
- » **State Road 267 Corridor** - The only major north-south artery through Town is State Road 267, which tapers to only two lanes at key segments. There was concern among many that the street needs to be widened to efficiently carry the volume of traffic.
- » **Character** - According to those interviewed the Town of Brownsburg lacks a defining character or identifiable community focal point.
- » **Destination** - The community lacks a unique destination – something that cannot be found in another community – that has the ability to draw visitors and people to Brownsburg.
- » **Public Safety** - There is a concern among some that the limited crossings of the railroad and I-74 may impact response times and the Town's ability to provide emergency services to its growth areas. Furthermore, the Comprehensive Plan should provide locations for new facilities, and not overlook the need for radio/communications.
- » **Recreation and Trails** - While it was acknowledged that the recreation department does a good job with the parks and budget they have, some interviewed feel that the community is underserved by trails and may be underserved by recreation and open space. The need for a community center and pool was identified by some as a concern as well.
- » **Design Guidelines** - It was stated that Brownsburg has historically been a design conscience community, paying closer attention to aesthetics and materials than other communities. Some interviewees expressed concern about requirements driving up the cost of construction (i.e. brick requirements) beyond what the market could support or a price point trying to be met.
- » **Infrastructure** - Some people interviewed questioned the Town's ability to accommodate growth and development on the basis of infrastructure capacity, including sewage and stormwater.
- » **Cost of Development** - Those interviewed who were familiar with the development process identified over increasing impact fees as concerns regarding growth and development.
- » **Northfield Drive** - While most acknowledged Northfield Drive as a well planned and much needed route around Town, there was concern about the southwest segment (where it will be and if it is needed), and the long term viability of motorsports.
- » **Schools** - Approximately half of those interviewed identified the school district's "campus-style" development as problematic and short sighted as it relates to the long-term growth of the community. Generally, these individuals identified the need for schools (or land secured for schools) north of I-74 in Brownsburg's growth areas.
- » **Balance the taxbase** - Most of the people interviewed were concerned about the Town's tax base and identified the need for Brownsburg to balance its tax base with retail and other commercial uses.
- » **Beautification** - Some of those interviewed cited a need to address the appearance of the community as it perceived from visitors and those passing through. Landscaping, gateway signage, flower beds, banners, street lights and improving the condition of the roads and curbs were listed as ways beautify Brownsburg.

DO YOU HAVE ANY OTHER COMMENTS OR SUGGESTIONS REGARDING OUR WORK ON BROWNSBURG'S COMPREHENSIVE PLAN?

In addition to the questions that guided the discussion during the interviews, participants were also given an opportunity to provide other comments or suggestions.

Listed below, in no particular order are these comments and suggestions:

- » Walgreen's and CVS are good businesses, that bring people to downtown. Perhaps in the wrong location, or more scrutiny at the time they were built.
- » Is the Town just listening because they have to? In the past we have gotten good vibrations but no follow through.
- » What is going to happen when the tax abatements run out for the motorsports?
- » Consider Northfield Drive being 5 lanes as it wraps around – with 2 lanes in each direction, center turn lane with curb and gutter.
- » The Comprehensive Plan should be working with the consolidation group since there is so much overlap.
- » The local News/Commentary Magazine does not always paint the Town in the best light and its reach beyond the Town of Brownsburg may be spreading a bad word.
- » Crawfordsville welcomed developers, Brownsburg should too.
- » Northfield Drive does not have a definitive course on the west leg, but it may not be needed. North Green Street is not necessarily threatened by the new Ronald Reagan Parkway and interchange. According to InDOTs traffic projections, the north side 267 traffic will be the busiest section of roadway in the Town.
- » The motorsports take up a lot of land and may not contribute a proportional share of jobs or assist in diversifying the tax base.
- » Financing, underwriting and lending for townhomes and condos has change and there is a lot of supply in the community (platted but unbuilt).
- » There may be a need for moderate expansion of the middle school and the high school should be able to accommodate near term growth.
- » The TIF District may help others but does not help the School District.
- » Avon encroachment was an issue, but this has been addressed.
- » The School/Town togetherness is strong evident in that the Town has taken on the School's mascot on its street signs.
- » Strong schools=strong taxes – but this is not always recognized by people.
- » The School District's tax rate is 3rd out of the 6 in the County. The concern over high taxes may be a misconception. Fire, library, Town all contribute to the taxes.
- » Arbuckle Park has only one road in and out.
- » The North Green Street/Interstate Area has improved its appearance, but the Clermont area still need improvement.
- » The Town is doing things right. Consolidation and planning.
- » Consolidation could be successful – but should draw some synergy from the Comprehensive Plan.
- » Sign ordinance is "bad" – it doesn't allow for all businesses to have signage.
- » Town has been going in the wrong direction. Most cities have a pattern of separating land uses. Brownsburg at times is the direct opposite of that.
- » Children's activities are an often overlooked selling point. Little league, soccer rugby, youth athletics.
- » Town should look to long-term bonding to build the infrastructure as opposed to putting it all on the developer.
- » County subdivision needs to be discontinued. New subdivisions need to happen inside corporate limits. County subdivisions are too small.
- » In the 1980s there was a concentrated effort for Brownsburg not to grow, and Town leaders made decisions on water, sewer, roads to keep the Town small. This means now there is a lot to do to make Brownsburg the community people want to live in.
- » People want services and amenities but they are not always willing to pay for them.
- » Police and fire department are doing a good job.
- » The 1% tax cap will hurt Brownsburg.
- » The community is becoming more diverse – schools and housing. The demographic is more diverse. Its happened with relatively little problem.

An aerial photograph of a suburban neighborhood. The image shows a grid of streets with houses, green spaces, and some larger buildings. There are several ponds or small lakes scattered throughout the area. The overall scene is a typical suburban residential development.

Chapter 3

Vision Statement

Vision Statement 3



The Vision is a retrospective narrative that chronicles the accomplishments and achievements that have occurred in the Town of Brownsburg since adopting the Comprehensive Plan in 2012. The Vision incorporates the main ideas and recurring themes discussed throughout community outreach efforts, including key person interviews, community workshops, on-line questionnaires and community issues mapping, meetings with Town staff and officials, and the visioning workshop.

The Vision provides a foundation for the goals, objectives, policies, and recommendations contained in the new Comprehensive Plan. It is written as a retrospective in the year 2032 which tells the story of how life in Brownsburg has changed and improved over the last 20 years since the Comprehensive Plan was adopted.

IN THE YEAR 2032...

The Town of Brownsburg has experienced considerable growth and reinvestment over the last two decades. Although much of this growth has consisted of new green field development in what once was considered the Town's growth areas, there has been significant improvement in Brownsburg's older areas, including a revitalized Main Street and Downtown.

The completion of the Ronald Reagan Parkway has further strengthened Brownsburg's position within the region. The Town of Brownsburg has emerged as a retail destination and employment center while maintaining its home town feel and high quality of life. The Town's first class school system, wide range of high quality housing options, and balanced network of parks and trails make Brownsburg a sought after community in which to live.

Brownsburg has also become synonymous with motorsports drawing both visitors and jobs to the area. Thanks in part to the success of the local motorsports industry, Brownsburg has also become home to a new generation of employers and has continued its transformation from a "bedroom community" to an employment hub.

RESIDENTIAL

While Brownsburg continues to be a place for families living in predominantly single family neighborhoods, the variety of housing options the community offers has continued to expand. High-quality senior housing, townhomes, and multi-family developments now allow the Town to provide housing options for all stages of life, from young professionals to seniors.

Infill development and the development of previously incomplete subdivisions have stabilized and strengthened Brownsburg's residential areas. Furthermore, the Town's new residential neighborhoods have been developed in areas already serviced by utilities and other infrastructure, or where those services could be readily extended. Development into the community's growth areas has been methodical, planned and sensitive to the existing natural environment and unincorporated county subdivisions.

Ties to the community's agricultural and rural history have also been maintained. While some farmland has been developed, Brownsburg has been able to successfully balance new growth with agricultural preservation. Historic farmsteads have been preserved within the Town's newly developed areas and several areas surrounding Brownsburg are still actively farmed.



ECONOMIC DEVELOPMENT

The Town benefits from a diverse tax base bolstered by retail, service, office and employment uses including a strong core of motorsports businesses. The fully-completed Ronald Reagan Parkway has proven to be a catalyst for development with a regional campus of offices, hotels, restaurants and shopping centered on the corridor and the results have eased the tax burden shouldered by local residents and facilitated improvements throughout the community to further enhance neighborhoods and commercial areas.

Motorsports industries represent one of the largest employment sectors in the community. While incentives were used to attract the first businesses in this unique industry cluster, the Town's location within the Indianapolis Region, close relationship with Lucas Oil Raceway, and expanding retail and housing offerings have helped maintain motorsports momentum within the community. In addition to employers, the Town has successfully branded itself as a destination for shopping, entertainment, recreation and raising families.



In the year 2032...

The Ronald Reagan Parkway has connected I-74 with other regional routes, providing a much needed north-south route of regional importance.

COMMERCIAL AREAS

Brownsburg's commercial areas are flourishing. From the smaller retail nodes that provide goods and services to Brownsburg's residential neighborhoods of the community, to the large retail centers that draw from beyond the community, the residents of Brownsburg are well served and the community's tax base is strong. The I-74 interchange areas at North Green Street and the Ronald Reagan Parkway offer an array of retail, dining, lodging and entertainment uses that attract visitors from throughout the larger region. The Ronald Reagan area has developed as a regional shopping destination – a lifestyle center with retail, entertainment and lodging. The area has been well planned and the careful scrutiny by the Town for architecture and building materials have fostered a high-quality development that has become an attractive entry to the Town.

Although smaller in size, the North Green Street and Northfield Drive area continues to serve as a commercial hub in the region and beautification efforts have enhanced the appearance of area, and it too is an attractive 'front door' for the community. Roadway improvements in the area have also enhanced circulation and access in the area for both pedestrians, bicycles, motorists and transit, and the same may be said for Downtown and East Main Street.



DOWNTOWN

Downtown Brownsburg has reemerged thanks to a dramatic transformation that reestablished the pedestrian friendly atmosphere of the area. Today, residents are proud of Downtown which functions as a unique shopping and dining destination as well as a community gathering place and focal point. New mixed-use buildings have been integrated into the older historic development along Green and Main Streets, creating a vibrant commercial district with a new group of residents and businesses that call Downtown Brownsburg home.

In addition to new development, public improvements to streetscaping, wayfinding, landscaping and parking have made Downtown Brownsburg a destination for visitors and local residents alike, rivaling other historic downtowns in the region.

MAIN STREET (US 136)

While Downtown Brownsburg has been reinvigorated, the Main Street corridor has also witnessed a renaissance. Streetscaping and other improvements that were first concentrated in Downtown Brownsburg have been carried through the rest of the Main Street corridor. A continuous sidewalk network now stretches along both sides of the corridor, transforming the once auto-oriented corridor into a commercial district that is equally accommodating to cars, pedestrians and bicycles.

New development and reinvestment has occurred throughout the Main Street corridor. Vacant sites have been redeveloped, aging commercial areas have been revitalized, and the corridor once again a source of community pride and identity that reflects a positive image to visitors as well as locals.



In the year 2032...

Downtown Brownsburg has reemerged thanks to a dramatic transformation that reestablished the pedestrian friendly atmosphere of the area.

TRANSPORTATION & TRANSIT

The Ronald Reagan Parkway has connected I-74 with other regional routes, providing a much needed north-south route of regional importance. In addition to serving as a catalyst for commercial and industrial uses, Ronald Reagan Parkway has become the preferred route for trucks travelling through Brownsburg. This new truck route, combined with other roadway improvements, has alleviated congestion in Downtown Brownsburg and along the Green Street corridor. New grade separated crossings over I-74 and the CSX railroad have also helped improve connectivity between the northern and southern portions of Brownsburg.. The majority of the Northfield Drive loop has been completed and now encircles the central portions of Brownsburg.

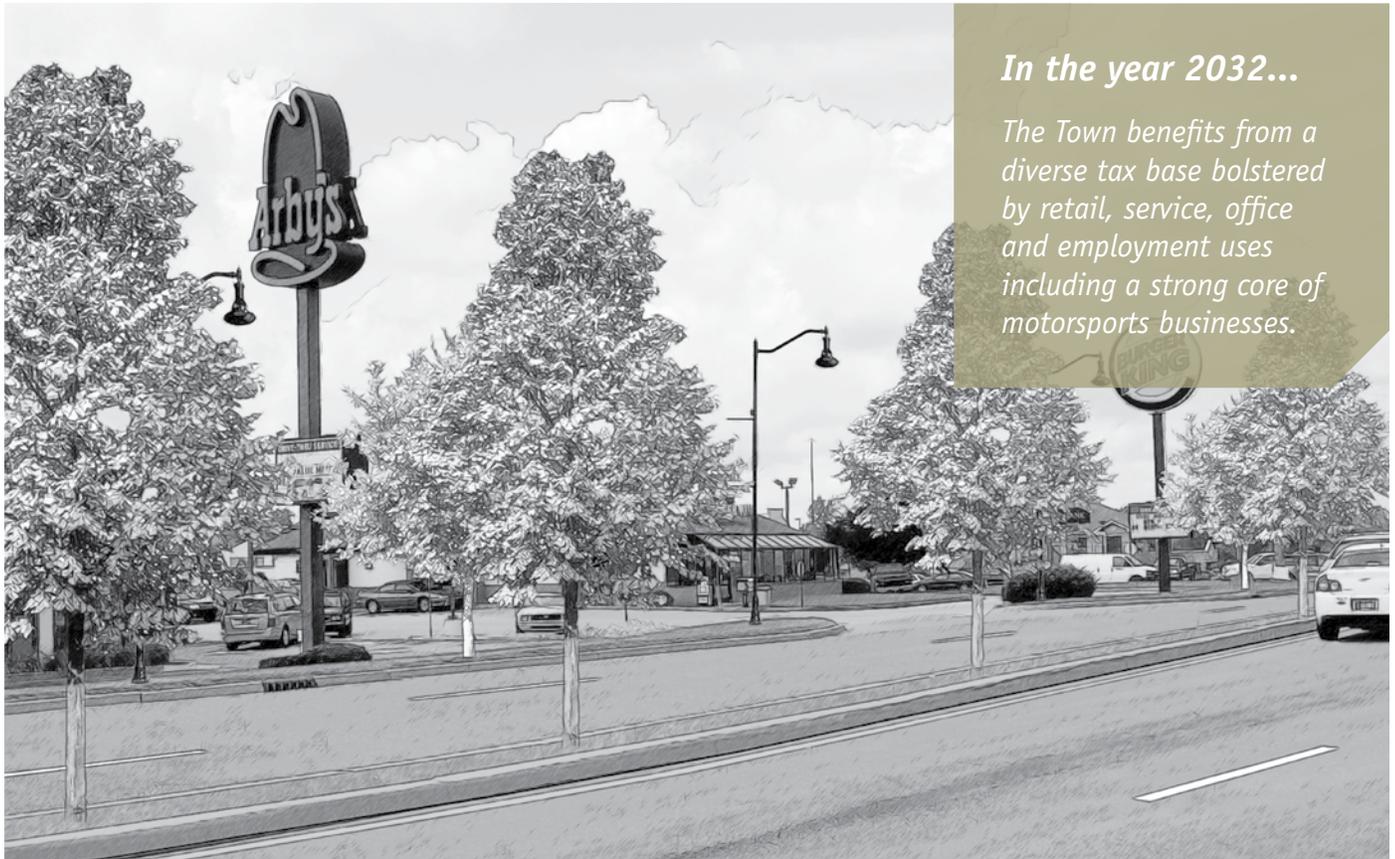
Wayfinding and roadway realignments have helped form the southwest portion of Northfield Drive from previously existing routes. The Town also continues to develop new roadway segments as areas are developed. The Town has also continually upgraded and expanded upon the sidewalk and trail networks and residents can safely travel throughout the community on foot or on bike. One of the more noteworthy accomplishments in the last 20 years has been the introduction of public transit in the community. Today, CIRTAs Indy Express Bus service provides for an easy commute into Indianapolis for Brownsburg residents, and a local bus circulator service provides routes throughout the community that provide a sensible alternative to driving. Together these improvements have helped keep Brownsburg a cohesive community for vehicles and pedestrians.



PARKS, RECREATION & OPEN SPACE

The residents of Brownsburg enjoy safe and easy access to an expanded and balanced park system that is interconnected by an extensive trail network. Trails have been created throughout the community, paralleling natural corridors like White Lick Creek and roadways like Northfield Drive. The B&O Trail also connects Brownsburg residents to other communities and natural areas throughout the region. Arbuckle Acres is the “crown jewel” of the park system. Over the past twenty years the park has been enlarged and expanded to include a recreation center and more recreation facilities.

Another community park has been built to provide for athletic leagues and other recreational opportunities to Brownsburg’s growing population to the north of I-74. Providing local, “walk-to” recreational opportunities are several new neighborhood parks secured through developer donation, along with smaller neighborhood and pocket parks that been located throughout Brownsburg’s previously underserved neighborhoods. Today, almost every Brownsburg household within short walking distance of parks and recreation amenities.



In the year 2032...

The Town benefits from a diverse tax base bolstered by retail, service, office and employment uses including a strong core of motorsports businesses.

COMMUNITY FACILITIES

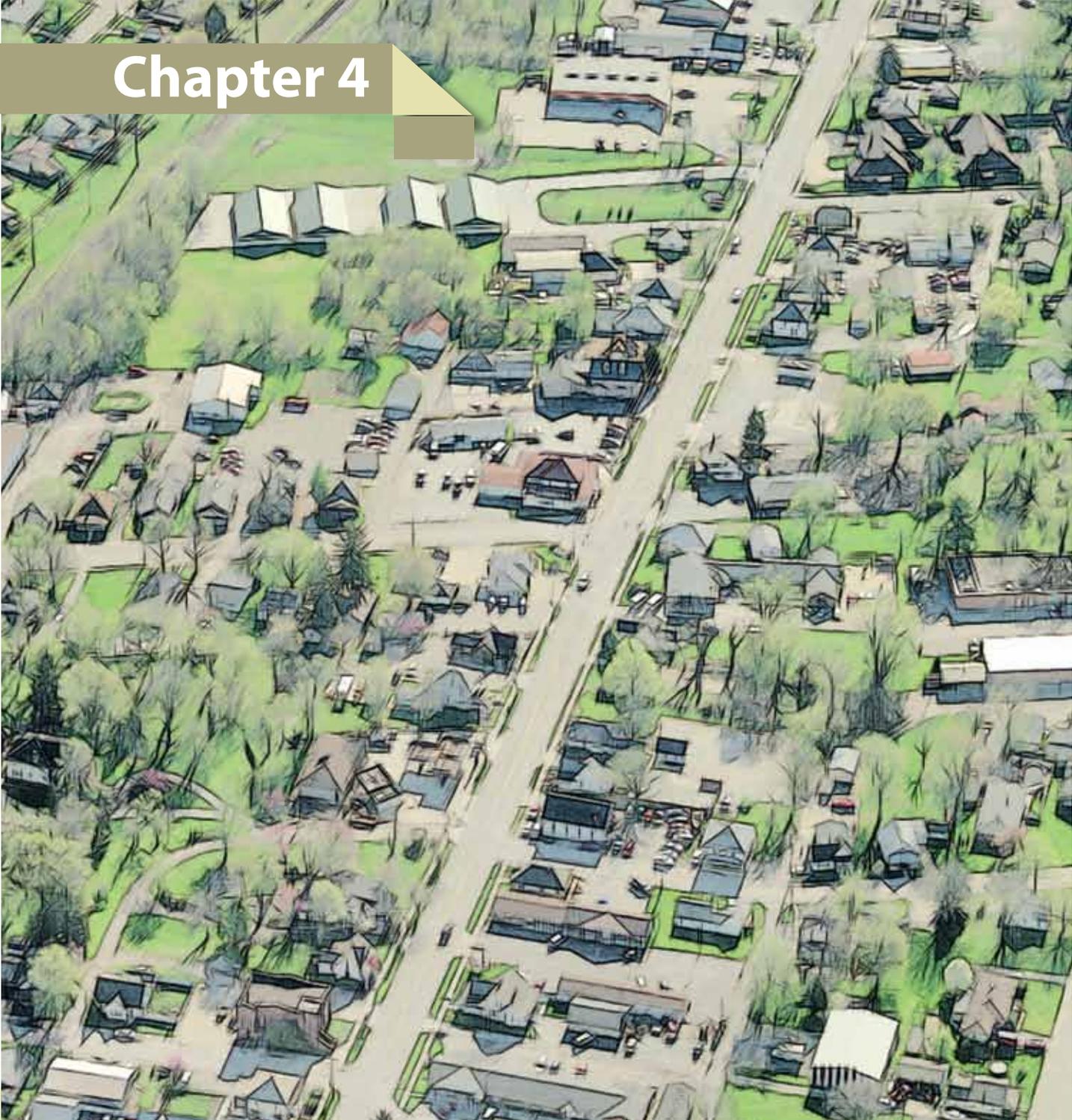
At the center of the revitalized Downtown is the Town Hall and Police Station which provide critical services to the community and adds the area's activity during the day. Brownsburg Community Schools, continue to be a highly regarded school system and is still a leading reason why families choose to move to Brownsburg. The south side remains well served by clustering of schools, and a new school campus has been built on the community's north side, providing needed education and recreation facilities to the growing population located north of I-74. New fire and police facilities and the addition of new crossings over I-74 have helped maintain excellent emergency response times throughout the community including Brownsburg's growth areas.

The Town's investment in detention areas and improving development practices has minimized flooding issues throughout the community, particularly in the previously flood-prone areas of south-central Brownsburg. The Town of Brownsburg, in conjunction with the Indianapolis Water Company (IWC), has also continued to invest in its water treatment and distribution facilities and should have ample capacity to accommodate the community's needs for generations to come. Improvements to the Town's wastewater treatment plant have also been tied to growth and expansion within the Town, ensuring adequate levels of service throughout the community.



In the year 2032...

At the center of the revitalized Downtown is the Town Hall and Police Station which provide critical services to the community and adds the area's activity during the day.



Chapter 4

Goals & Objectives



Goals & Objectives 4



The future described in the Vision Statement can only be achieved through the implementation of specific guidelines and recommendations within the Comprehensive Plan. The goals and objectives contained in this section bridge the gap between vision and policy. They provide the genesis for recommendations contained in the community-wide plans and key focus area plans and form the basis for future action.

Each planning goal and corresponding objective has a unique purpose within the Comprehensive Plan.

- » **Goals** describe desired outcomes toward which planning efforts should aspire to achieve.
- » **Objectives** describe the specific actions that need to be undertaken to advance larger planning goals. Objectives provide more precise and measurable guidelines for planning efforts and future policy and action.

Goals and objectives express many ideas and concepts that cannot be shown on maps or depicted in other sections of the plan. Together with the Vision Statement, the goals and objectives paint a picture of what the community desires to accomplish with its Comprehensive Plan and other development tools and ordinances.

The goals and objectives presented here are based on input received from Brownsburg residents, Brownsburg businesses, Town Staff, the Comprehensive Plan Steering Committee and community leaders as well as a detailed analysis of the existing demographic, market and physical conditions of the community.

Goals and Objectives have been established for the following areas:

- » Residential Neighborhoods;
- » Commercial Areas;
- » Downtown;
- » Community Image & Identity;
- » Transportation & Circulation;
- » Parks & Recreation
- » Community Facilities & Services;
- » Intergovernmental Coordination; and,
- » Plan Implementation.



RESIDENTIAL NEIGHBORHOODS

GOAL:

Provide a wide variety of high-quality housing options to accommodate a wide range of ages and incomes and continue to attract families to the Brownsburg community.

OBJECTIVES:

1. Promote the flexible application of Land Use Plan, accommodating a variety of residential development that is consistent with the Plan but mindful of housing market demands, existing inventory and larger residential trends.
2. Continue to encourage a mix of housing including owner- and renter-occupied single family detached homes, single family attached homes, and multi-family development.
3. Preserve sound existing housing through consistent, active code enforcement and preventative maintenance programs.
4. Consider the implementation of a residential improvement program to encourage upkeep and appearance of existing residential areas.
5. Protect residential areas from any potentially negative impacts of incompatible and more intense uses such as commercial and industrial uses.
6. Prioritize the completion of incomplete subdivisions over new green field development.
7. Promote context sensitive infill development that reflects the scale and character of surrounding neighborhoods.
8. Ensure that the extension of Town services and infrastructure improvements and expansion are fully paid for by new residential development.
9. Continue to be design conscious and elevate the quality of Brownsburg's local housing stock through the use of architectural and design standards.
10. Continue to utilize multi-family design standards that require variation of building type and housing model variety within a single development.
11. Promote the development of senior housing to expand housing options and encourage older Brownsburg residents to age in place.
12. Promote multi-family residential units as a component of mixed-use development within Downtown.



COMMERCIAL AREAS

GOAL:

Establish vibrant commercial areas that showcase Brownsburg as a regional shopping, dining and entertainment destination while providing a well-balanced and diverse range of goods and services to meet the daily needs of local residents.

OBJECTIVES:

1. Enhance the appearance of the Town's commercial districts through a combination of public improvements and private investment.
2. Make improvements to vehicular and pedestrian connectivity between commercial areas and residential neighborhoods to enhance local access to goods and services while taking steps to minimize cut-through traffic.
3. Expand retail, dining and lodging offerings along the Ronald Reagan Parkway, particularly surrounding the I-74 interchange.
4. Implement additional streetscape enhancements along major roadways to improve upon and unify the appearance of commercial areas throughout the Town.
5. Conduct an economic impact analysis of motorsports in the Brownsburg area and use this report as a resource in formalizing business attraction and retention strategies, and marketing the Town to motorsports businesses.
6. Continue to support local economic development efforts of the Brownsburg Chamber of Commerce and Hendricks County Economic Development Partnership to retain and expand businesses within the community and attract new businesses to Brownsburg.
7. Capitalize on Lucas Oil Raceway as a unique asset through enhancements to the Main Street corridor and development of the Nitro Alley area as a unique entertainment, retail and dining destination.
8. Consider the use of incentives such as property and sales tax rebates, tax increment finance and economic improvement district funds to facilitate desired commercial development within Downtown, East Main Street, and other priority areas of the community.
9. Continue to encourage the development of transportation and warehousing uses in areas where these land intensive employers can be appropriately accommodated.
10. Continue to promote office and employment uses in areas along Northfield Drive and the Ronald Reagan Parkway corridors.



DOWNTOWN

GOAL:

Foster redevelopment of a pedestrian-friendly, multi-functional downtown that serves as a public gathering place, retail and dining destination, and home to local residents.

OBJECTIVES:

1. Establish land use and development controls that encourage higher density, mixed-use development within the downtown.
2. Re-establish the street wall along the Main and Green Street corridors to help increase a sense of activity and pedestrian scale within the downtown.
3. Enhance pedestrian connections between retail areas and community assets such as the Town Hall, the Public Library, and Arbuckle Acres.
4. Invest in streetscaping to beautify the area, establish a Downtown Brownsburg brand and identity, and strengthen the pedestrian realm.
5. Establish gateway features along Main and Green Streets to signify entry into the unique downtown district.
6. Establish a site improvement fund to assist in improvements to aging commercial properties that the community desires to preserve.
7. Promote the comprehensive redevelopment of significant properties within the downtown and assist with property assembly where necessary and appropriate.
8. Establish a wayfinding program to direct pedestrians and vehicles to retail areas, public parking, parks, the public library, and other community assets within the downtown area.
9. Encourage historic preservation within Downtown Brownsburg and adjacent areas and promote development that reflects the historic character of the area.



IMAGE & IDENTITY

GOAL:

Strengthen the image of Brownsburg as a regional shopping destination and employment center with high quality residential neighborhoods and community facilities.

OBJECTIVES:

1. Install gateway features at key points of entry to the community including signage, landscaping and hardscape features that communicate a desired Brownsburg 'brand' to visitors.
2. Encourage subdivision and business park monument signs to include the Town of Brownsburg's name and/or logo to promote the Town's identity.
3. Continue to upgrade major roadways with cost-effective, yet attractive streetscaping including lighting, landscaping, signage, and pedestrian amenities, to create a unified appearance and image throughout the community .
4. Maintain and enhance Town-owned parks and create additional parks that contribute to quality of life in Brownsburg's residential neighborhood
5. Continue to support and promote community events and festivals within Downtown Brownsburg and areas surrounding Lucas Oil Raceway.
6. Develop a marketing campaign to develop and promote a 'brand' for the Town of Brownsburg that highlights the benefits of living, working, and playing in Brownsburg and strengthens the link to motorsports as a source of entertainment and employment within the community.
7. Continue to promote desirable, high-quality development through the use of design and development guidelines.
8. Review and revise development controls to ensure that appropriate landscaping, parking, screening and signage requirements are in place.
9. Work with INDOT and the business community to establish a Business Loop along Green and Main Streets between the Town's two I-74 interchanges.



TRANSPORTATION & CIRCULATION

GOAL:

Provide a balanced transportation network that accommodates the safe and efficient circulation of vehicles, public transit, bicycles and pedestrians throughout the community.

OBJECTIVES:

1. Continue to work toward achievement of the goals and objectives established in the 2020 Thoroughfare Plan and review and revise that plan's recommendations to reflect the future land use recommendations of the Comprehensive Plan.
2. Promote the development of a regional transit hub within Brownsburg and work to establish local transit service that connects residential neighborhoods with commercial areas and community assets.
3. Continue to implement the recommendations of the Greenways Master Plan and establish safe links for bicyclists and pedestrians between parks, schools and other community assets.
4. Improve access management along major corridors, namely the Green and Main Street corridors, and require new commercial and multi-family development to provide shared access points and cross access between adjacent properties.
5. Promote a "complete streets" approach to roadway design that accommodates a range of users including vehicular traffic, bicycles, pedestrians and potential future transit.
6. Require slower vehicular speeds in Downtown Brownsburg and install roadway elements, such as chokers, pedestrian islands and speed tables that promote a safer pedestrian environment.
7. Work with INDOT to improve traffic flow and safety along state routes travelling through Brownsburg including the support of intersection improvements, the widening of existing routes, and creation of new routes such as Ronald Reagan Parkway.
8. Explore the feasibility of creating new crossings over I-74 along key north-south and east-west routes through the community including CR 700 N and CR 900 E.
9. Enhance existing railroad crossings and explore the feasibility of new grade separated crossings over the CSX railroad at strategic points within the previously developed core of Brownsburg as well as within the community's growth areas.
10. Continue to support the completion of the remaining segments of the Ronald Reagan Parkway including those within and outside of Brownsburg.
11. Establish Ronald Reagan Parkway as the preferred north-south truck route through the community.
12. Determine the preferred route for the remaining segments of Northfield Drive and take steps necessary, including securing right-of-way, to complete the route encircling the core of Brownsburg.
13. Create strategic connections between existing segments of the transportation network and establish new routes where appropriate to enhance connectivity between and amongst the Town's established areas and growth areas.
14. Work with CIRT and other appropriate agencies to establish Express Indy Bus Service between Brownsburg and Indianapolis and a bus circulator throughout the Town connecting the Town's residential neighborhoods to community destinations.



PARKS, RECREATION & OPEN SPACE

GOAL:

Improve local residents' access to an expanding system of quality parks and recreation areas while protecting and enhancing the Town's environmental features.

OBJECTIVES:

1. Develop a well balanced park system that consists of both neighborhood parks and community parks.
2. Expand Arbuckle Acres to increase frontage along Green Street and create a recreation center at the park, further entrenching Arbuckle Acres as a destination within the community and serving as an anchor to the north side of Downtown Brownsburg.
3. Improve access to parks for residents in the growth areas to the north of I-74 by creating a new community park in the area near CR 700 N and CR 900 E with proximity to a potential future school campus site and Ronald Reagan Parkway.
4. Strengthen links to Eagle Creek Park as a regional asset including the establishment of connections to trails along Maloney Road and 62nd Street (CR 700 N) and 56th Street (CR 600 N).
5. Identify underserved neighborhoods and strategies to acquire land and develop new neighborhood parks in established residential areas.
6. Develop new community parks in growth areas in concert with the effective use of open space requirements to incorporate parks throughout the Town's new residential neighborhoods.
7. Integrate waterways and related natural areas as green corridors travelling within and between developed areas.
8. Continue to partner with the Public Library, Brownsburg Fire Territory and Brownsburg Community School Corporation to provide high quality recreation programming to Brownsburg residents of all ages.
9. Continue to expand the trail network throughout the community to better connect the Town's parks to one another, the regional trail network including the B&O Trail, and the neighborhoods they serve.
10. Pursue the development of extensive trail corridors along White Lick Creek, South Branch Creek, and their tributaries.
11. Promote the use of low-impact development (LID) practices and green infrastructure (GI) components to help protect and restore water quality and reduce the quantity of stormwater run-off throughout the Town.
12. Continue to identify grants and secure alternative funding for the acquisition and development of parks, open space, trail segments, trail connections, and other recreation amenities in the community.



COMMUNITY FACILITIES

GOAL:

Provide adequate community facilities and effective and efficient Town services that add contribute to a high quality of life and enhance the Town's desirability as a place to live, work and relax.

OBJECTIVES:

1. Ensure adequate levels of fire and police protection throughout the Town and work with the police department and Brownsburg Fire Territory to ensure that emergency vehicles can effectively serve areas to the north and south of I-74 and the CSX railroad, exploring potential new station locations if necessary in the future.
2. Coordinate plans for annexation and development with community service and facility providers to ensure adequate levels of service throughout the Town and its growth areas.
3. Maintain adequate sites for Town facilities; constructing, renovating, and relocating facilities when necessary and appropriate.
4. Consider pursuing LEED certification, or similar, for new or renovated Town facilities.
5. Work with the Brownsburg Community School Corporation to ensure proper buffering surrounding school facilities and to provide appropriate parking, ingress and egress, and safe and adequate access to all school sites.
6. Increase efforts to identify alternative sources of financing, such as grants or loans, to fund a wide range of public projects including, but not limited to Town facilities, parks and recreation enhancements, transportation improvements, economic development related projects, and other services.
7. Work with the Public Library to modernize and expand facilities within Downtown Brownsburg and establish satellite branches within the Town's growth areas as needed and appropriate.
8. Continue implementation of the Town's Wellhead Protection Plan to protect local water sources and work with the Indianapolis Water Company (IWC) to meet the drinking water needs of current and future Brownsburg residents.
9. Continue to evaluate and implement the Stormwater Conceptual Capital Improvements Plan in light of the recommendations of the Comprehensive Plan and anticipated patterns of development.
10. Continue to renovate and expand wastewater infrastructure to maintain adequate capacity to accommodate Brownsburg's growing population



INTER-GOVERNMENTAL COORDINATION

GOAL:

Continue to work with adjacent communities, Brown and Lincoln Townships, Hendricks County, and other groups and agencies to implement the goals and recommendations of the Comprehensive Plan.

Objectives:

1. Continue to evaluate the costs and benefits of consolidating local government and merging the Town with Brown and Lincoln Townships, and put the issue to voter referendum if supported by Town Council.
2. Continue to meet and communicate with adjacent communities regarding future plans for the Town and outlying areas.
3. Work with adjacent communities to establish formal boundary agreements that will protect each community and prevent future developers from creating 'bidding wars' between neighboring communities.
4. Coordinate with Hendricks County, Brown and Lincoln Townships, and adjacent communities to assist in realizing mutual objectives and addressing issues such as traffic that transcend municipal boundaries.
5. Work with adjacent communities and agencies to seek grants, loans, and other sources of funding for projects that address intergovernmental issues.
6. Continue to encourage communication and collaboration among service providers to provide the most efficient and cost effective services possible.
7. Maintain a positive channel of communication with agencies such as the Indianapolis MPO, Hendricks County, Indiana Department of Transportation (INDOT) and others for better coordination regarding projects on their properties or within their jurisdiction.
8. Coordinate the review and input of new development proposals with all affected public agencies and departments such as the Brownsburg Fire Territory, Brownsburg Community School Corporation, and Indianapolis Water Company (IWC).
9. Work with the Brownsburg Chamber of Commerce, Hendricks County Economic Development Partnership, and other economic development organizations to promote and market the Town of Brownsburg, retain existing businesses, and attract new businesses.
10. Maintain and enhance the Town's relationship with the Lucas Oil Raceway regarding on-going operations and development of the areas surrounding the raceway.



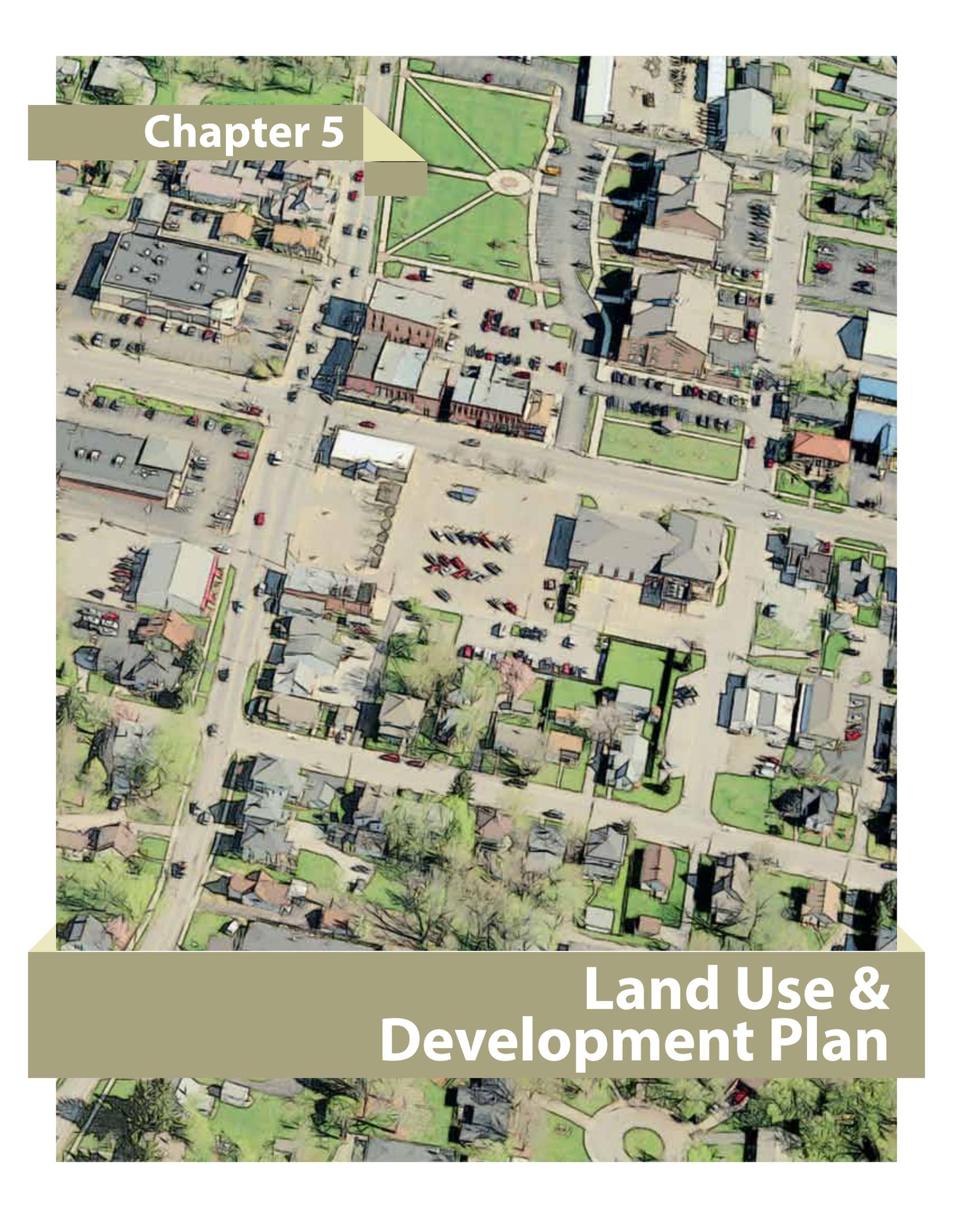
PLAN IMPLEMENTATION

GOAL:

Effective implementation of the Comprehensive Plan, including regular efforts to monitor progress and update Town policies.

OBJECTIVES:

1. Update the Zoning ordinance and other land use and development regulations to ensure compliance with Comprehensive Plan recommendations.
2. Develop a process for the regular review and update of the Comprehensive Plan and zoning ordinance to appropriately meet the changing needs of the community.
3. Evaluate design and development guidelines and revise where appropriate to allow for greater flexibility while maintaining high quality standards for new development.
4. Review and revise the Town's landscape requirements to ensure adequate screening and buffering of non-residential uses and enhance the appearance of new development while promoting the use of Best Management Practices (BMPs).
5. Establish and maintain a five-year action agenda regarding Comprehensive Plan implementation to prioritize objectives, list accomplishments of proceeding years, and incorporate within the Town's Capital Improvements Plan (CIP).
6. Dedicate existing financial resources and/or identify new funding sources to implement the Comprehensive Plan.
7. Review the Comprehensive Plan on a regular basis and amend as needed, based on input and involvement of the Town Council, Advisory Plan Commission, Board of Zoning Appeals, various other commission and committees, local organizations, and individuals.
8. Conduct regular workshops with Town's officials, staff, boards and commissions to ensure that the Comprehensive Plan is routinely utilized as a resource in decision making.
9. Identify and engage agencies and organizations willing to share in the responsibility for active implementation of the Plan.
10. Work with the economic development commission to prioritize economic development opportunities and evaluate strategies and funding mechanisms to foster redevelopment, recruit new businesses, and retain, enhance and expand existing businesses.

An aerial photograph of a town, showing a central green park area with a circular feature in the middle. The park is surrounded by residential and commercial buildings, streets, and parking lots. The image is used as a background for the chapter title.

Chapter 5

Land Use & Development Plan

Land Use & Development Plan 5



The Land Use and Development Plan is based on several factors and influences, including the Vision, Goals and Objectives identified for the Brownsburg community; market and demographic analysis; and an assessment of existing conditions including the established developed areas and infrastructure of the Town and its planning jurisdiction. The Plan provides a general guide to the land use and development assessment needed to meet the needs of the community over the long-term.

The Land Use and Development Plan builds upon the existing land use pattern in the Town and its larger planning area. In general, the plan strives to promote a compatible land use pattern that prevents the premature conversion of agricultural land and open space, while focusing upon infill and redevelopment opportunities. The Plan also emphasizes the protection of residential neighborhoods, the provision of community facilities, the enhancement of existing commercial corridors, and the expansion of commercial and jobs-related development that leverages Brownsburg's regional position.

A goal of the Land Use and Development Plan is to assist elected and appointed officials, Town staff, residents, and businesses in making future land use and development related policy decisions. While the Land Use and Development Plan is specific enough to provide guidance on land use decisions, it is also flexible enough to allow for individual negotiations and the consideration of creative approaches to land development that are consistent with the overall policies and guidelines included in the Comprehensive Plan.

The Land Use and Development Plan is broken into three different sections – Residential Areas Plan; Business Areas Plan; and Growth Areas Plan. In addition, four key focus areas of the Town and its future growth areas are further explored in Section 13 Key Focus Area Plans. Subsequent sections of the Plan will address land uses related to community facilities, parks and open space, and specific sub-areas of the community. In total, thirteen (13) distinct land use classifications have been established, including:

- » Estate Residential/Growth Area
- » Single-Family Detached Residential (Low Density)
- » Single-Family Attached/Small Lot Residential (Medium Density)
- » Multi-Family Residential (High Density)
- » Neighborhood Commercial
- » Corridor Commercial
- » Regional Commercial
- » Mixed-Use Downtown
- » Research & Development/Motorsports
- » Manufacturing
- » Corporate Campus
- » Parks and Open Space
- » Public/Semi-Public

RESIDENTIAL

Four types of residential land uses are classified on the Land Use and Development Plan: Single-Family Detached, Single-Family Attached, Multi-Family, and Mixed-Use Downtown. Each residential type is described below and presented in more detail in the next section of the Comprehensive Plan.

ESTATE/GROWTH AREA RESIDENTIAL

Areas identified as Estate/Growth Area Residential areas provide for low-density residential development that should strive to maintain the rural atmosphere that currently exists within the outlying areas of Brownsburg. Development in these areas should preserve open space and natural resources where possible, including existing wooded areas, waterways and wetlands, natural topography, wildlife habitat/corridors, and view sheds. The clustering of homes should be promoted in areas where it can be used as a method of preserving environmental features and natural resources.

SINGLE-FAMILY DETACHED (LOW DENSITY)

Areas designated as Single Family Detached provide for traditional single-family detached subdivisions with densities ranging from 2 or 3 units per acre up to 5 units per acre. Although it may be appropriate for these areas to include a small amounts of duplexes or other single-family attached dwelling as a component of a larger development, single-family detached dwellings should be the predominant housing type of these areas of the Town.

SINGLE-FAMILY ATTACHED / SMALL LOT RESIDENTIAL

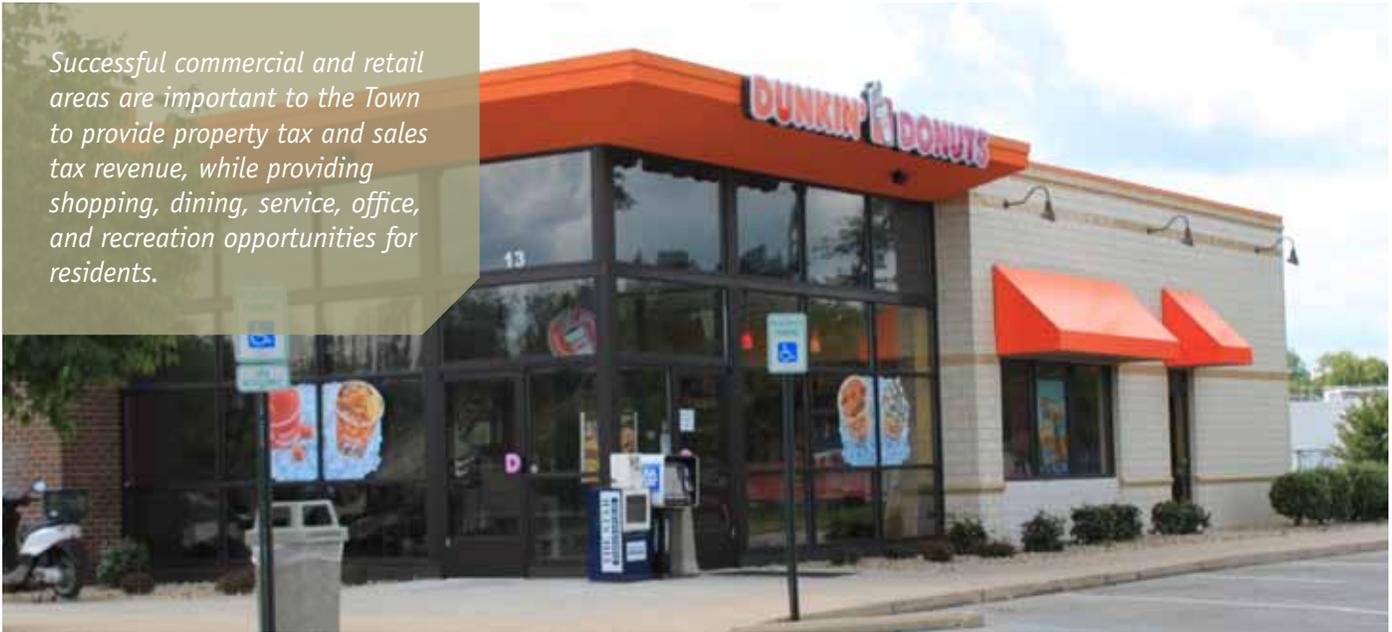
Areas designated for single-family attached / small lot residential development include compact single family home development on small lots, duplexes, townhomes and rowhomes. Attached dwelling types provide direct access to each unit and generally lack common interior spaces such as lobbies or shared hallways. Densities for single-family /small lot residential development generally range from 7-12 dwelling units per acre.

MULTI-FAMILY RESIDENTIAL

Areas designated for multi-family residential development consist primarily of apartments and condominiums. The majority of multi-family residential areas in the Land Use and Development Plan reflect existing developments and infill opportunity sites in primarily developed areas of the Town. Only a few areas designated for multi-family exist within the designated growth areas. Multi-family residential development can typically range on the low end from 7-12 units per acre, but can often include development of even higher densities. Areas designated for multi-family residential development can easily accommodate a variety of dwelling types, including senior and affordable housing.



Successful commercial and retail areas are important to the Town to provide property tax and sales tax revenue, while providing shopping, dining, service, office, and recreation opportunities for residents.



COMMERCIAL

Successful commercial and retail areas are important to the Town to provide property tax and sales tax revenue, while providing shopping, dining, service, office, and recreation opportunities for residents. The Land Use and Development Plan designates four types of commercial land uses: Neighborhood Commercial; Corridor Commercial; Regional Commercial; and Mixed-Use Downtown.

NEIGHBORHOOD COMMERCIAL

Areas designated as neighborhood commercial are intended for smaller-scale retail and services commercial areas geared toward providing for the daily shopping, service, and convenience needs of surrounding neighborhoods. Uses in the neighborhood commercial areas should be of a scale and intensity to be considered generally compatible with adjacent and nearby residential uses.

CORRIDOR COMMERCIAL

Corridor commercial land uses are typically organized in a linear fashion and include a blend of neighborhood-oriented commercial retail, offices, smaller regional commercial retail (such as auto dealers), service uses and multi-family uses. The Land Use and Development Plan identifies areas appropriate for corridor commercial uses including areas along East Main Street and North Green Street.

REGIONAL COMMERCIAL

Areas designated as regional commercial are intended to accommodate larger commercial shopping centers and developments that serve a more regional function, drawing on a customer base that extends beyond the Town limits. These areas often have a mix of "big box" stores, national retailers, and a "critical mass" of multiple stores and large shared parking areas. Areas designated for regional commercial are typically located in larger consolidated areas along major traffic corridors and intersections. Commercial service uses can also have an appropriate place in regional commercial areas, but must be compatible with adjacent and nearby retail and commercial shopping areas and be located so as not to occupy prime retail locations.

MIXED-USE

Areas designated as mixed-use should primarily consist of commercial/retail uses on the ground floor with residential and/or office uses located on the upper floors. The primary objective is to provide an appropriate mix of uses by locating retail and restaurant uses on the ground floor to create a more interesting and engaging pedestrian experience, while accommodating service-oriented uses on upper floors. These areas should be characterized by uses and development patterns that provide a vibrant, safe, attractive, and "walkable" pedestrian environment.

INDUSTRIAL/ EMPLOYMENT

Having industrial/corporate campus/employment uses in a community is a tremendous asset. As a distinct land use, these areas can provide significant employment opportunities, tax revenue generation, and if developed correctly, can help establish a positive community image. Gone are the days when “industrial” automatically conjured images of smoke belching factories. Instead, industrial and business park areas are increasingly populated with research and office uses, light assembly and “tech” industries, and distribution and storage businesses. Although they typically require larger land areas, convenient transportation system access, and separation from residential areas, industrial/business park uses play a strong role in the Town. Logistics and motorsports related uses are also important employers in the Town and should continue to be accommodated within the community with appropriate buffers in place.

RESEARCH & DEVELOPMENT/ MOTORSPORTS

Areas designated for light industrial/business park are intended to accommodate a variety of uses ranging from light assembly, distribution facilities, low intensity fabrication operations, research and “tech” industry applications, intense commercial service uses, and more. These areas are generally located along or near arterial roadways and exist primarily in the eastern areas of the Town, with new areas designated along portions of the Ronald Reagan Parkway and Northfield Drive.

MANUFACTURING

Manufacturing areas are major, regional employment areas of concentrated manufacturing and industrial land uses which cannot be easily mixed with other types of uses. Areas identified as manufacturing should be reserved for industry and related uses. The provision of adequate public facilities and services, including sufficient access to the region’s transportation system is critical to the success of manufacturing/industrial centers. Light industrial, business parks, offices, retail uses should be discouraged within these areas, however neighborhood commercial uses providing convenient uses to employment centers may be appropriate in some locations.

CORPORATE CAMPUS

These areas are intended to provide for larger-scale office uses, which could include “stand alone” office buildings and complexes or several buildings incorporated into a “campus like” setting. The Land Use and Development Plan identifies corporate campus uses in areas near the Ronald Reagan Parkway and I-74 interchange to maximize visibility and minimize potentially negative impacts on established residential areas. It is envisioned that these uses will play an increasingly important role within the Brownsburg economy in the future. As prominent features along major regional roadways, corporate campus developments should be of high quality and positively reflect the character of the Town.

PARKS AND OPEN SPACE

Parks, open space and environmental features contribute significantly to the community’s overall quality of life and character. The Parks and Open Space designation in the Land Use and Development Plan includes parks, golf courses, natural areas and other areas of open space. These areas along with environmental features (including wooded areas, wetlands, streams and water features) recommendations are identified and presented in more detail in Section 12: Parks, Open Space and Environmental Features Plan.

PUBLIC/ SEMI-PUBLIC

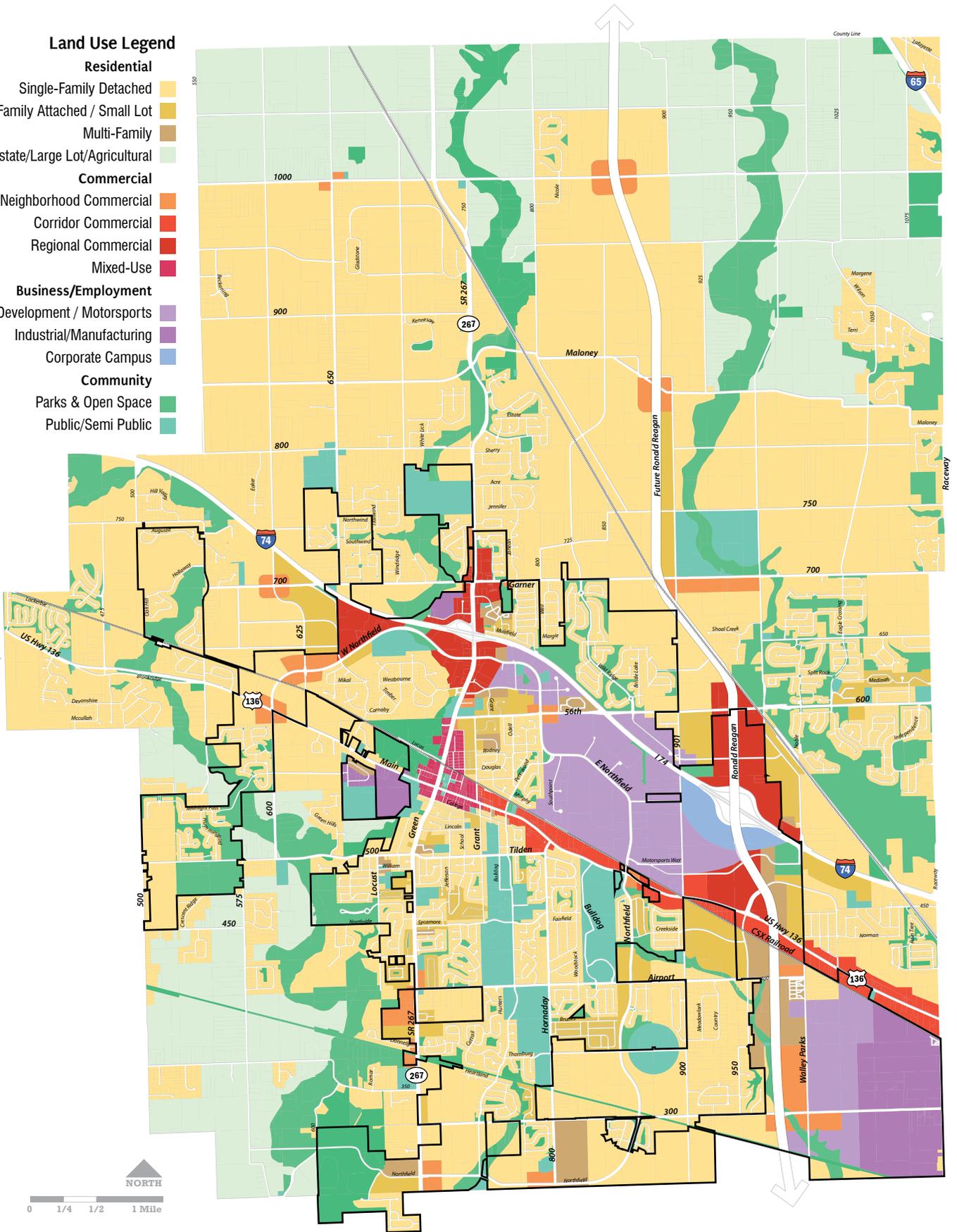
This land use designation includes a variety of uses that are typically classified as public or semi-public and include municipal facilities, other government facilities, schools, religious institutions, and more. These uses provide essential facilities and services to the community and are scattered throughout the Town. Many public and semi-public uses are compatible with residential areas, but some are more intense (such as a wastewater treatment plant) and may require location within or adjacent to commercial or industrial areas. These uses are generally shown on the Land Use and Development Plan, but are presented in more detail in Section 11: Community Facilities Plan.



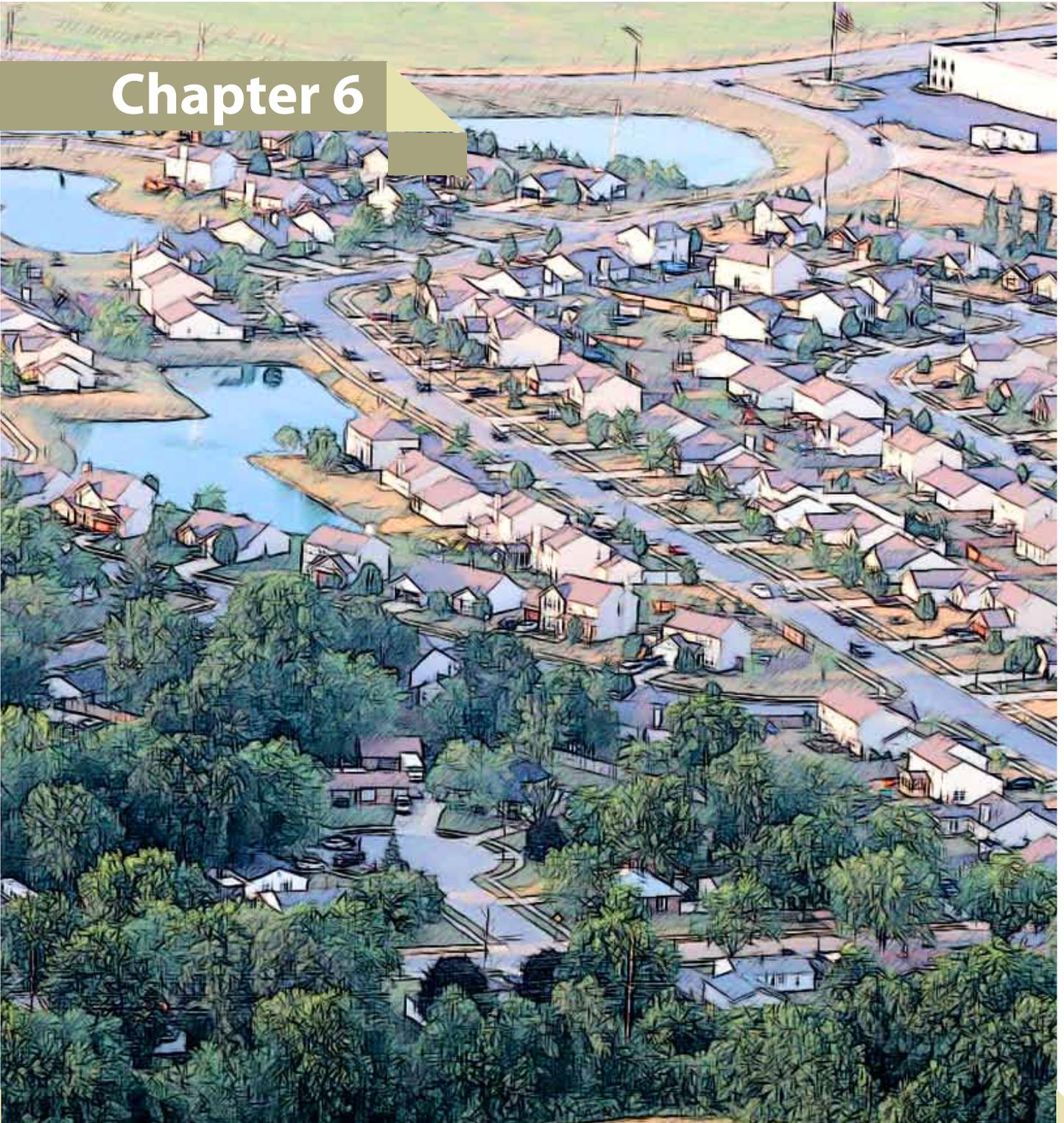
Land Use Plan

Land Use Legend

- Residential**
 - Single-Family Detached
 - Single-Family Attached / Small Lot
 - Multi-Family
 - Estate/Large Lot/Agricultural
- Commercial**
 - Neighborhood Commercial
 - Corridor Commercial
 - Regional Commercial
 - Mixed-Use
- Business/Employment**
 - Research & Development / Motorsports
 - Industrial/Manufacturing
 - Corporate Campus
- Community**
 - Parks & Open Space
 - Public/Semi Public



Chapter 6



Residential Areas Plan



Residential Areas Plan 6



The Residential Areas Plan builds upon the existing residential pattern of the community. An overall objective of the Plan is to provide a variety of quality housing options that serve residents in all stages of life. Brownsburg's residential areas are composed of primarily single-family neighborhoods, but also include a variety of single-family attached and multi-family residential developments. The Residential Areas Plan strives to support existing residential neighborhoods while providing new housing options within the community.

RESIDENTIAL LAND USE & DEVELOPMENT POLICIES

The Residential Land Use Policies focus on enhancing the Town's overall residential character by improving existing residential areas and promoting new high-quality residential development in appropriate locations. The following policies will assist the Town in future decision making regarding residential land use throughout the Town.

- » Preserve the character of the Town's single-family residential neighborhoods.
- » Locate new multi-family residential developments in appropriate locations within the Town, including mixed-use and transitional areas between single-family and business land uses.
- » Seek opportunities to provide senior housing in appropriate locations that provide proximity and easy access to Town amenities as well as essential goods and services.
- » Require the provision of basic neighborhood infrastructure, such as sidewalks, lighting, crosswalks and street trees.
- » Consider the potential impacts of new residential development on service providers and municipal infrastructure
- » Ensure that new neighborhood parks are a component of larger residential developments within the Town's growth areas.
- » Ensure that an interconnected sidewalk and multi-use trail system is incorporated into new residential development within the Town's growth areas.
- » Encourage connectivity to surrounding neighborhoods through street, sidewalk and trail networks.
- » Require the design of new residential development to appropriately incorporate existing high-quality/valued environmental areas and features
- » Prohibit monotonous housing development that provides no variation or local character.
- » Integrate where appropriate and/or necessary non-residential uses, such as local commercial, small office and services, and community facilities.
- » Encourage a mix of housing types within individual subdivisions that maximize access to parks and open space and provide variations in character and form.
- » Preserve the character of existing neighborhoods by requiring infill development that is context-sensitive in terms of lot size, scale, setback, and basic massing elements.
- » Promote mixed-use development, including multi-family residences, in Downtown Brownsburg.
- » Employ traffic calming measures to discourage "cut-through" traffic in residential neighborhoods as necessary.
- » Enforce property maintenance codes in residential areas.
- » Ensure residential areas are adequately screened/buffered from adjacent non-residential uses and activity.

SINGLE-FAMILY

Brownsburg's single-family neighborhoods are a large component of its overall development pattern and character. As additional growth occurs, it is anticipated that this use will create the bulk of the demand for land. It is therefore important to establish strategies that guide overall land use decisions, such as under what conditions new subdivisions should be permitted, and development-specific requirements, such as neighborhood design and character.

NEIGHBORHOOD CONNECTIVITY

All single-family neighborhoods, existing and future, should be held to the same expectations in terms of; connectivity to surrounding neighborhoods and vital commercial and employment areas; comprehensive sidewalk systems, street lighting, and street trees; and localized parks that provide bike and pedestrian access to neighborhood residents and reduce traffic impacts related to access to centralized open space.

NEW SUBDIVISIONS

New subdivisions should be subject to development policies that:

- » Encourage stabilization and build-out of incomplete subdivisions prior to the platting and service provisions to new growth areas;
- » Encourage a variety of housing types that meet broader market demand and create variations in character and design;
- » Prohibit monotonous development that lacks a character representative of the Brownsburg community; and,
- » Provide the flexibility to respond to local site conditions and integrate non-residential land uses into a development plan.

For example, clustering housing units on one portion of a site in order to preserve a stream corridor both creates a local character and makes the natural feature an amenity for residents. Similarly, since the Comprehensive Plan does not aim to predict exact patterns of development and transportation, areas that are currently planned for residential development may actually be appropriate locations for retail, office, or community uses. Subdivision policy should recognize this and allow for the appropriate integration of these uses so that all residents are granted close access to basic goods and services.

SINGLE-FAMILY DETACHED RESIDENTIAL

An important objective of the Plan is to continue to protect and enhance the Town's single-family residential neighborhoods. Future development should be respectful and sensitive to the existing homes while allowing reinvestment in the form of rehabilitation, additions, and new construction in existing neighborhoods. Wherever possible, single-family neighborhoods should be buffered and protected from adjacent incompatible uses. In single-family detached areas, the scattered development of attached residential dwellings (e.g. townhomes or duplexes) may occur on a limited scale, but the overall single-family character should be retained.

Infill development within existing neighborhoods and the completion of unfinished residential subdivisions should be prioritized over expansion into the Town's growth areas. In areas where future single-family residential neighborhoods are designated, necessary community facilities such as schools, parks and open space should be incorporated where appropriate. Infrastructure and basic services should be extended in a logical and cost efficient manner, so as to accommodate growth while preventing leap frog development and the premature conversion of farmland.

Single-family residential densities vary from a range of 2-3 dwelling units per acre on the low side to 5 units per acre on the high side. These density ranges are not exact and exceptions can occur with particular lots; however, these density ranges provide a sound characterization for the types of lot sizes anticipated throughout the Town and its growth areas. The residential densities are generally consistent with the established densities of developed areas.

SINGLE-FAMILY ATTACHED / SMALL LOT RESIDENTIAL

This land use consists of small lot single family homes, townhomes, rowhomes, and duplexes and provides additional housing options within the community. Small lot single-family and single-family attached residences are typically used as a buffer between lower density single-family detached residential areas and more intense land use areas such as commercial, industrial, multi-family residential, or as a buffer along the frontage of major traffic corridors. The Land Use and Development Plan supports existing and approved townhome and duplex developments already established within the Town and identifies transition areas surrounding more intense uses within Brownsburg's growth areas.

MULTI-FAMILY

Although the Plan designates the majority of residential uses in the Town as single-family, the Plan also recognizes the importance of providing multi-family developments in key locations. Multi-family residential typically includes condominium and apartments uses, but can contain components of townhomes, duplexes, and rowhomes. Multi-family developments are often designated for transitional areas that may serve to buffer single-family residential areas from non-residential uses such as proposed commercial areas or areas generally fronting arterial streets. The Town's continued use of tools such as design standards is encouraged to ensure multi-family residential areas in the Town are well-maintained and attractive, reflecting of the Town's overall desired character.

Although mixed-use development is preferred within the Downtown area, "stand alone" multi-family development can also be appropriate, provided the residential development is not located on a prime commercial/retail location and the design of the residential development is consistent with and contributes to the overall mixed-use character and function of the area.

RESIDENTIAL VISUAL PREFERENCE SURVEY

A Visual Preference Survey was conducted to solicit input from residents regarding residential development. The results of this survey and the desires of the community are reflected in the goals and objectives of the Plan. The top ranking images shown here highlight desired types of development, unit density, architectural details, landscaping quality, and other elements. These images serve as recommendations in and of themselves and should be used to provide direction to the development community.

DESIRABLE



ESTATE RESIDENTIAL

The Land Use and Development Plan designates agricultural and undeveloped properties that would be suitable for new estate residential development in the future. These areas can generally be described as the areas along or near the environmental corridors that are recommended for preservation and those agricultural areas far removed from existing development.

More specifically, estate Residential is proposed for in the northern and northwestern portions of Brown Township and the western portion of Lincoln Township, where protecting and preserving School Branch and White Lick Creek and associated wooded areas have been identified as community priorities. Estate residential areas should develop at an overall gross density of 1 dwelling unit, or fewer, per acre. Gross density calculations include the entire land area for a development, including open space requirements and right-of-way.

While it is ideal to have one estate residential unit per acre, this may not always be possible due to open space requirements, environmental features, and site constraints. As a result, the precise size of lots, along with the development character, will be subject to review by the Town. The Town should consider open space requirements, the size and character of nearby existing and planned residential developments, and environmental conditions in the area in determining appropriate lot sizes that are proposed to be less than the desired 1 acre size.

GROWTH AREA RESIDENTIAL

Substantial residential development in the unincorporated growth areas should be discouraged until vacant and/or under utilized residential properties are developed within the Town's existing boundary. When residential development does occur in the unincorporated growth areas, it should occur in areas immediately adjacent to existing developed areas so as to prevent "leap frog" development, the premature conversion of agricultural areas, and the resulting costs and burdens of unnecessarily extending infrastructure systems in an inefficient manner.

The growth area, as represented by the shaded areas within the Residential Areas Plan, should be developed to include a mix of estate residential, single-family detached residential and other uses that support future residents including high-quality multi-family and commercial uses. These areas should also be planned in a manner that utilizes context sensitive design practices that incorporate and protect natural open space and environmental features where appropriate. New development within the growth area should also be designed to provide necessary community facilities (including parks, schools, fire stations, police stations, infrastructure, well sites, etc.). Further discussion of growth area residential development can be found in Section 9: Growth Areas Plan.

COMPREHENSIVE PLAN REASSESSMENT

The growth area designation identified in the Residential Areas Plan primarily represents Brownsburg's existing agricultural areas are not likely to experience development pressure over the expected life of the Comprehensive Plan. Today, many of these areas consist of farms, farmsteads, and single family homes on large lots that utilize well and septic systems and are not serviced by the Town. While the potential may exist for new growth to occur in these more remote areas of the Town its planning area, growth should first occur in areas already within the Town limits or immediately adjacent to it.

Given current economic conditions and the large amount of undeveloped land within the Town, continued agricultural use within the Town's growth areas should be promoted. If development pressures begin to influence these remote outlying areas it may serve as an indication for the Town to reassess and update its Comprehensive Plan. While it is recommended that these areas develop as predominantly residential, with commercial nodes at key intersections, there will be a need for additional schools, parks, fire stations, and other community infrastructure that should be well planned and better coordinated with the growth and development that has occurred since the adoption of this Plan.

SENIOR HOUSING

As shown in the Residential Areas Plan figure, the Town has several senior housing communities scattered throughout the community. Senior Housing is to become an essential component of the Town's residential offerings and should be appropriately accommodated in select locations. The notion of "aging in place" is important, as it allows residents to remain in the Town as they progress through the different stages of life. The Plan underscores the importance of developing additional senior housing within the community to accommodate the Town's existing and future senior population.

In general, senior housing can be accommodated in various types of residential development including single-family detached, attached, or multi-family dwellings. As locations are considered for accommodating senior housing, preference should be given to proximity of community services and amenities, transit, good, and services. The ability to walk to restaurants, shops, transit, entertainment, and facilities is often important to seniors as it reduces their dependence on the automobile for daily needs.

Residential Areas Plan

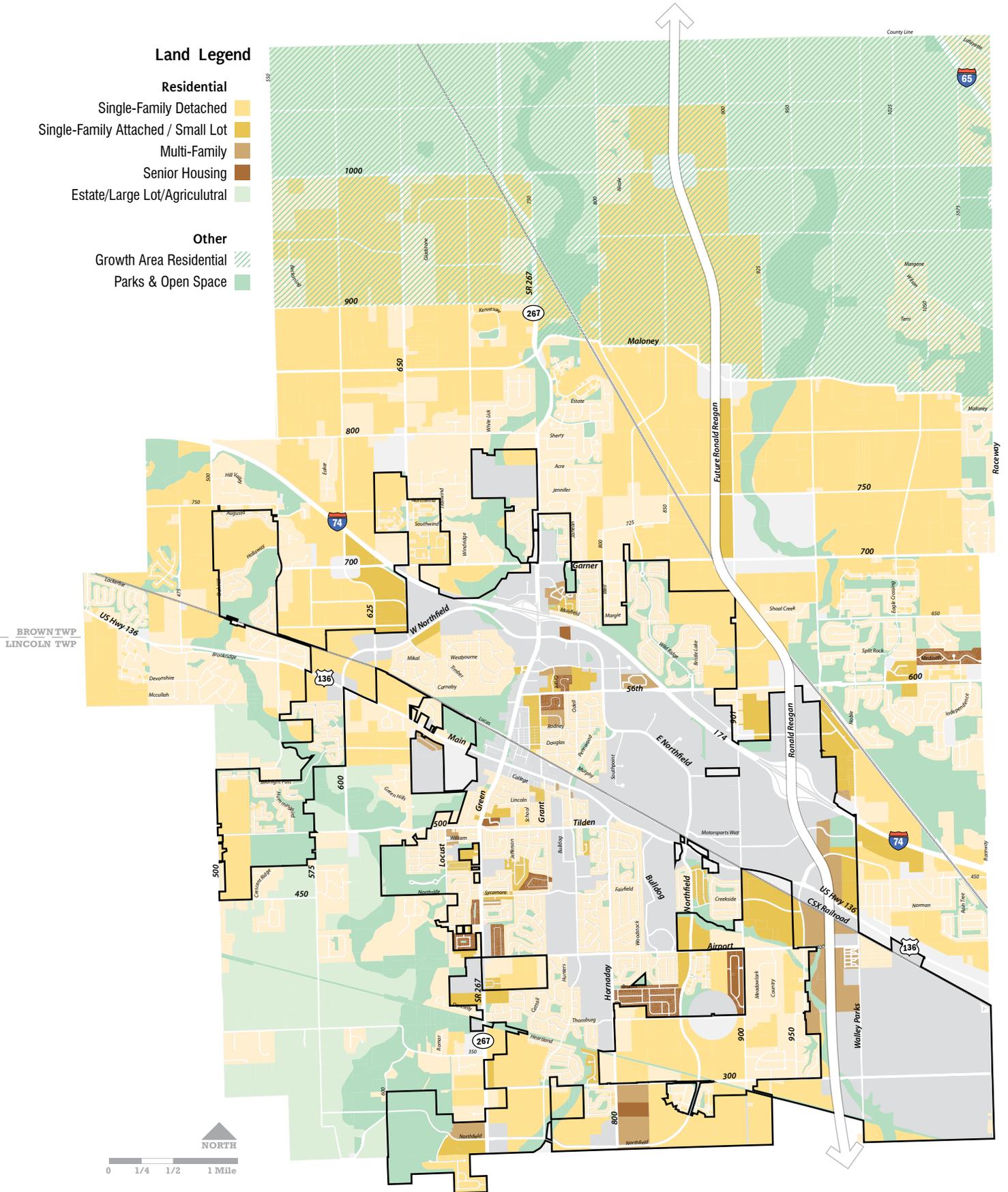
Land Legend

Residential

- Single-Family Detached
- Single-Family Attached / Small Lot
- Multi-Family
- Senior Housing
- Estate/Large Lot/Agricultural

Other

- Growth Area Residential
- Parks & Open Space



Chapter 7



Business Areas Plan

Business Areas Plan 7



The Business Areas Plan provides guidance for the commercial districts and employment centers located throughout the Town. The Plan strives to designate the appropriate commercial types and activity levels needed to provide a range of commercial goods and services to Brownsburg residents and surrounding areas, improve the overall character of the Town and its commercial areas, diversify and expand the Town's tax base, and strengthen the local employment base.

COMMERCIAL AREAS PLAN AND POLICIES

A wide range of commercial uses exist in the Town, providing a variety of goods and services, and contributing significantly to the overall character, image and appearance of the Town. Generally speaking, some commercial areas are newer, well maintained and well occupied, providing for an attractive shopping environment and desirable mix of uses. Other commercial areas and shopping centers are older and dated in appearance, suffer from deferred maintenance and obsolescence, and offer a less desirable mix of uses accompanied by higher vacancy rates.

An overall goal of the Comprehensive Plan is to improve the appearance and function of the existing commercial areas and attract new commercial development to under-performing or under utilized "opportunity" sites. The Plan also identifies areas where new commercial development will be appropriate in the future. These opportunity areas represent high-profile properties that are capable of attracting visitors to the area, and therefore, could play a significant role in defining the image of the community. Each new commercial development should be considered an opportunity to incrementally improve upon the appearance and character of the community, ensuring that new development provides an overall high-quality design and appearance. New commercial development should incorporate quality building materials and provide attractive architecture as viewed from all sides, and should be well-landscaped and integrate appropriate pedestrian amenities.

The Land Use and Development Plan designates four commercial land use categories: Neighborhood Commercial, Corridor Commercial, Regional Commercial, and Mixed-Use Downtown.

The following policies will assist the Town in future decision making regarding commercial land use areas throughout the Town:

- » Promote the appropriate mix and intensity of commercial uses in the various districts throughout the Town.
- » Strengthen the role, function, and “uniqueness” of each commercial district to maximize its competitive edge and market viability.
- » Utilize a commercial “node” approach to locating commercial uses within the Town and its growth areas, rather than simply maintaining or creating linear commercial development along the major corridors.
- » Connect commercial areas to surrounding residential neighborhoods via adequate roadway linkages, pedestrian circulation, and sufficient and conveniently located parking.
- » Work with existing property owners and businesses to improve the appearance of their building façades and sites.

- » Strive to create safe and attractive pedestrian environments on all commercial sites.
- » Encourage mixed-use commercial developments in the Downtown mixed-use area.
- » Leverage Lucas Oil Raceway as a regional attraction and anchor for tourism and commercial development in Brownsburg.
- » Establish a regional commercial district along with lodging and entertainment uses in the area surrounding the Ronald Reagan Parkway interchange.
- » Include landscaped islands, trees, pedestrian walkways, and perimeter landscaping and screening in all commercial parking areas.
- » Encourage the use of cross-access and development of shared parking areas between adjacent commercial uses.
- » Buffer and screen commercial uses from adjacent residential areas.
- » Encourage larger commercial developments to incorporate “green building” techniques and the use of best management practices.

NEIGHBORHOOD COMMERCIAL

Neighborhood commercial uses should be located along major corridors and at key intersections, along the edges of residential neighborhoods. Neighborhood commercial uses are limited within the Town and the Land Use and Development Plan designates new neighborhood commercial nodes within areas currently underserved by retail as well as future growth area commercial nodes. Because neighborhood commercial areas are typically located adjacent to residential areas, buffering, screening, and setbacks should be used to protect nearby residential neighborhoods. Hours of operation and intensity of use may also become an important issue in some neighborhood commercial areas.

Neighborhood commercial areas are intended for smaller-scale retail and service commercial areas geared toward meeting the daily shopping, service, and convenience needs of surrounding neighborhoods.

While they may attract customers from outside the Town, they are intended to provide residents with convenient access to goods and services. Appropriate uses for neighborhood commercial nodes include gasoline service stations, pharmacies, branch banks, small office uses, small restaurants and other convenience uses. A larger neighborhood commercial node could develop more intensely, with a grocery store, other specialty retailers, and more intense office uses, but should still be cognizant of its impact on nearby residences.

Commercial service uses can also have an appropriate place in this land use designation by providing necessary services for nearby residents. Commercial service uses within the neighborhood commercial areas must be compatible with adjacent and nearby residential areas and be located so as not to occupy prime retail locations. Any outdoor activity or outdoor storage associated with commercial service uses must be appropriately screened and buffered, so as to provide an attractive site and mitigate any negative impact on surrounding uses.



CORRIDOR COMMERCIAL

Corridor commercial areas within Brownsburg are characterized by a mix of standalone development and community-scale retail centers that are typically auto-oriented with limited pedestrian amenities and uncoordinated access. Corridor commercial properties also often have relatively shallow lots that back up to residential uses and present challenges for redevelopment with regard to layout and intensity. Within existing corridor commercial areas, adjacent smaller commercial properties should be considered for consolidation and comprehensive redevelopment, given the appropriate opportunity. Shared parking, unified/coordinated ingress and egress, and internal cross-access of adjacent properties is recommended.

The majority of Brownsburg's corridor commercial properties are located along the East Main Street corridor which has several vacant or under utilized properties. Section 13: Key Focus Areas of the Comprehensive Plan discusses the East Main Street corridor in greater detail and provides recommendations for better access control and management, site improvements and beautification, and redevelopment scenarios.

It is important that the Town maintain flexibility when considering redevelopment proposals for the western portion of the East Main Street, adjacent to the downtown. Although designated as Corridor Commercial, its compatibility with adjacent uses is important. There are different land uses and development types that could be considered appropriate and complementary to surrounding development such as retail, office, commercial service, multi-family or attached single-family residential. The importance should be placed on built form and not necessarily land-use. Ideally, redevelopment in this part of the corridor will be compatible, coordinated, high-quality.

COMMERCIAL VISUAL PREFERENCE SURVEY

A Visual Preference Survey was conducted to solicit input from residents regarding desirable commercial development. The results of this survey have been used to inform land use and development recommendations where appropriate. The top ranking images shown here highlight desired types of development, bulk and scale, architectural details, landscaping quality, and other elements. These images serve as recommendations in and of themselves and should be used to provide direction to the development community.

DESIRABLE



REGIONAL COMMERCIAL

Areas designated as regional commercial are intended to accommodate larger commercial shopping centers and developments that serve a more regional function, drawing on a customer base that extends beyond the Town limits. As a result, these commercial/retail areas need to be located on major streets with good visibility. The Land Use and Development Plan designates three primary nodes for these larger commercial development areas: (1) the North Green Street corridor; (2) the West Northfield Drive area; and (3) the area near the Ronald Reagan Parkway interchange.

NORTH GREEN STREET

While portions of the North Green Street corridor function well, other areas lack coordination among adjacent commercial properties and there is a general need for improvement and/or redevelopment of some of the aging commercial uses. Opportunities for outlot development exist in the areas surrounding the corridor's two main shopping centers (Brownsburg Square and Green Street Station). Redevelopment of underutilized sites along the Green Street corridor is also to be encouraged so as to better leverage the area's potential for regional commercial development near the I-74 interchange.

As redevelopment occurs, coordination with the existing shopping centers is essential and issues such as circulation and access, design cues, and complementary uses should be considered. This area is examined in greater detail in Section 13: Key Focus Areas of the Comprehensive Plan. The North Green Street key focus area plan deals with issues related to circulation, access control, redevelopment opportunities, wayfinding, and more.

RONALD REAGAN PARKWAY INTERCHANGE

The area surrounding the Ronald Reagan Parkway interchange is ideally suited for a large scale commercial/retail development. Proximity to I-74 and access and visibility from both I-74 and Ronald Reagan Parkway make this location ideal for a more regional commercial draw. The interchange and planned extension of Ronald Reagan Parkway will result in a significant amount of traffic volume passing through the area that could benefit a large regional commercial development. As this area develops, it must be maximized as a revenue generating development opportunity.

It is also important to recognize the importance of establishing a development at this location that serves as an attractive gateway into the Town and represents the desired quality and character. Other potential uses suitable for the large area surrounding the interchange could include hotels, a conference center, restaurants and entertainment uses. Office and employment uses are also desired in this area as discussed in the Industrial Areas Plan. For additional discussion of the Ronald Reagan Parkway area, refer to Section 13: Key Focus Areas of the Comprehensive Plan.

NORTHFIELD DRIVE

The West Northfield Drive area, which includes Brownsburg Station, Northfield Commons and the Walmart Supercenter, is representative of more attractive commercial/retail development area. The Brownsburg Station and Northfield Commons shopping centers were built using updated design standards that ensure development contributes positively to the Town's character. New access routes and streetscaping have also improved the appearance and function of the Walmart Supercenter. While additional landscaping and pedestrian improvements are desired, overall this area espouses the quality and character of development desired of regional commercial areas.

WEST NORTHFIELD DRIVE SMALL AREA PLAN

The Town adopted the West Northfield Drive Small Area Plan in 2009 which includes recommendations regarding access, development, and open space. While the general spirit and planning principles guiding the small area plan still hold true, detailed land use recommendations for the West Northfield Drive Small Area Plan should be considered with respect to the land use and development recommendations contained in the Comprehensive Plan.

Land Use

With the exception of a mixed-use designation for areas along Northfield Drive, the land use recommendations contained within the West Northfield Drive Small Area plan are reflected in the Comprehensive Plan. As shown in the accompanying figure, key land use components within the study area include:

- » Small lot residential along the I-74 corridor;
- » Neighborhood commercial clustered at the intersection of CR 700 N and a new north-south route; and,
- » Single family residential development in the western portion of the study area.

Village mixed-use

The small area plan identifies the area surrounding the intersection of CR 625 E and Northfield Drive as a "Village mixed-use" area. As outlined in the small area plan, the Village mixed-use area should be developed with project-oriented mixed-use development that allows ground floor commercial retail or office uses with office or residential uses on the upper floors.

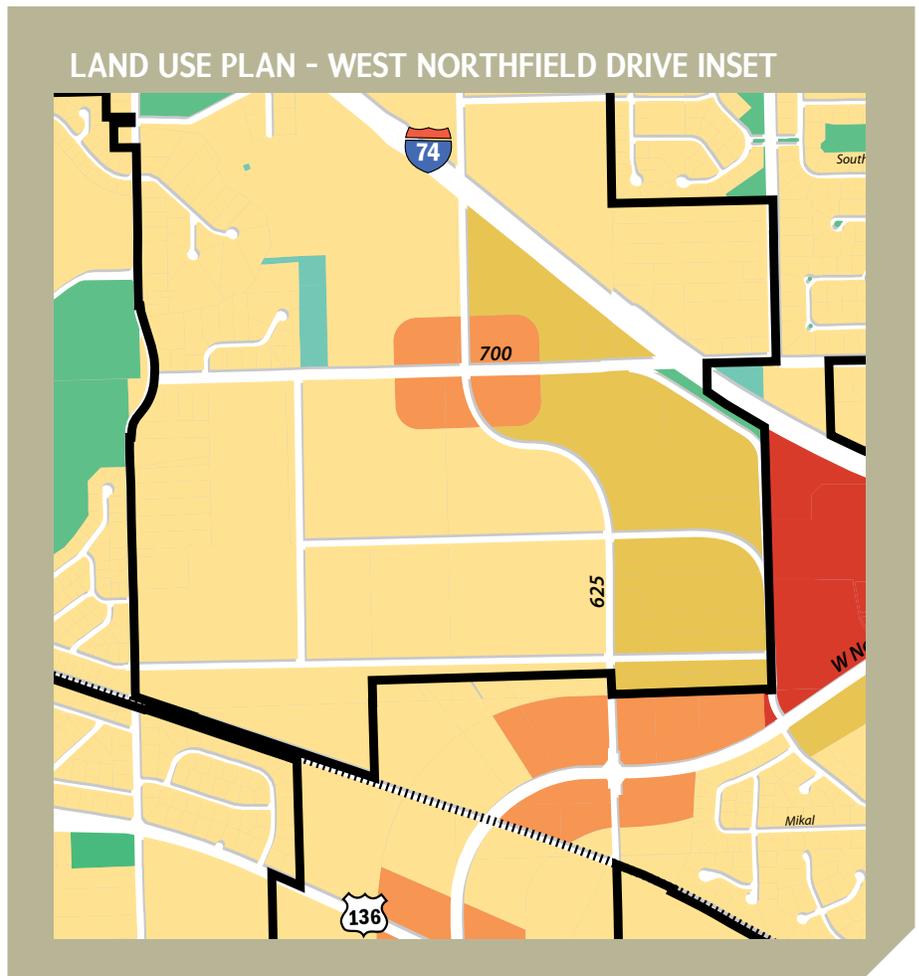
Given the rural nature of the West Northfield Drive area and the area's remote location, Comprehensive Plan recommendations focus on enhancing this portion of the Northfield Drive corridor as a neighborhood commercial district serving a mix of single family detached and single family attached residential uses to the north. While mixed-use development should not be discouraged in the West Northfield Drive area, this type of development is more appropriate for Downtown Brownsburg where a compact development pattern featuring mixed-use buildings is already established.

Access & Circulation

The Transportation component of the Comprehensive Plan (Section 9) reflects the roadway configuration and access plan outlined in the small area plan. The Comprehensive Plan reinforces the importance of the small area plan's recommendation to establish a north-south crossing over I-74 in the vicinity of CR 700 N. The crossing facilitates connectivity between residential areas to the north of I-74 and regional commercial development along W Northfield Drive. CR 700 N is also proposed to extend to the southwest, forming a new intersection with Morningside Drive and W Northfield Drive.

Streetscape

The West Northfield Drive Small Area Plan also includes extensive discussion of desired streetscape treatments for local roadways. As with the Comprehensive Plan, the small area plan highlights the potential for streetscape and signage enhancements to help foster a sense of place.



DOWNTOWN VISUAL PREFERENCE SURVEY

A visual preference survey was conducted to solicit community feedback regarding the desired character for Downtown Brownsburg and gauge appropriateness of various development types, streetscape, and pedestrian realm amenities. The high ranking images shown here should provide guidance to the Town and the development community regarding future downtown initiatives and development projects.

DESIRABLE



MIXED-USE COMMERCIAL

The Town should encourage and support mixed-use developments with commercial uses on the ground floor in the Downtown area. Locating commercial uses within mixed-use developments in the Downtown area is an important goal of redeveloping the area and establishing a sense of activity within the district. Mixed-use developments in the Downtown area should be located at, or near, the front property lines fronting the street to create a “street wall” that encourages walkability, helps to establish a safe and attractive pedestrian environment. More detailed recommendations for commercial components of desired mixed-use development are provided in the Downtown Key Focus Area Plan (Section 13: Key Focus Area Plans).

COMMERCIAL SERVICE USES

Although the primary purpose of the regional commercial areas is to provide for larger retail shopping uses and destinations, commercial service uses can also have an appropriate place in this land use designation. Commercial service uses within the regional commercial areas must be compatible with adjacent and nearby retail and commercial shopping areas and be located so not to occupy prime retail locations, particularly those sites with prime visibility and frontage along major roadways and intersections. Any outdoor activity or outdoor storage associated with commercial service uses must be appropriately screened and buffered, so as to provide an attractive site and to mitigate any negative impact on surrounding uses. More intense, and less customer-oriented, commercial service uses should be located in more compatible areas such as those designated for light industrial.



OFFICE

Office uses can be a complementary component of any neighborhood, corridor or regional commercial area. When office uses are incorporated within a larger development such as a retail center, the character and scale of office development should mimic that of the surrounding commercial district. For example, office suite development along the North Green Street and East Main Street corridors should consist of one- and two-story structures organized around well-landscaped, shared parking areas. Conversely, within the downtown, office uses should occupy the upper floors of mixed-use buildings or single-story structures with limited setback.

LUCAS OIL RACEWAY

Lucas Oil Raceway is an important regional attraction within Brownsburg and the Town should continue to work with its operators to expand events offered at the raceway. Activity in the area surrounding the raceway is sporadic and corresponds to the schedule of events at the raceway, which limits the near term potential for development in the area. The completion of the Ronald Reagan Parkway will improve access to the larger region, making it easier for visitors to travel to the raceway and adjacent development. Potential also exists for motorsports related business park development and expanded manufacturing uses to the east which will help establish a larger daytime population in the area. Employment-related development, in concert with expanded event offerings, may be capable of generating more consistent activity within the area and sufficient demand to support larger scale retail and entertainment uses such as restaurants, hotels and retail.

NITRO ALLEY

The Nitro Alley area is situated on the community's southeastern edge, directly south of Lucas Oil Raceway. The area is undeveloped and is bisected north-south by a segment of the Ronald Reagan Parkway and the B&O trail project. The trail, anticipated Ronald Reagan Parkway, and increasingly active Lucas Oil Raceway are three significant factors that are positively affecting the local market potential for the undeveloped area. As it exists, the area is well suited for a variety of land uses, including residential uses connected to the regional trail network; corporate campuses and office uses benefiting from access and exposure from the highway; and commercial uses and lodging complementary to the adjacent racetrack.

Comprehensive Plan Reassessment

As with the Town's remote residential areas, should development pressures begin to influence this area, it may serve as an indication for the Town to reassess and update its Comprehensive Plan. As development in the surrounding area takes shape, the Town should establish a more detailed subarea plan to provide the necessary framework and recommendations to guide appropriate growth and development and maximize the potential of the area.

INDUSTRIAL/ EMPLOYMENT AREAS PLAN

The Industrial Areas Plan strives to ensure a variety of light industrial and business park uses within the Town that can provide employment opportunities and needed goods and services. These areas are not intended to accommodate heavy manufacturing or intense/"dirty" industrial users. Rather, these areas within the Town are intended to accommodate research and office uses, light assembly and "tech" industries, distribution and storage businesses, commercial service uses, and other "employment use" opportunities in the Town. An overall goal is to support existing industrial/employment areas while locating additional areas in strategic locations.

These areas should be developed as a mix of light industrial, business, commercial service, and office uses. The following are the policies of the Industrial Areas Plan:

- » Strengthen and promote light industrial, business park, and other employment generating uses in designated areas.

- » Relocate existing industrial uses from key opportunity sites in commercial areas into designated industrial/employment areas elsewhere in the community when opportunities arise.
- » To the extent possible, mitigate the negative effects of industrial uses on adjacent and nearby residential properties through use of setbacks, screening, buffers, orientation of activity, roadway and circulation improvements, and more.
- » Improve infrastructure, such as water, electric, and telecommunications services, in designated industrial/employment areas to attract further private investment and ensure adequate capacity.
- » Utilize development and improvement opportunities within the industrial/employment areas to strengthen and better establish a positive corporate/business image and identity for the Town. Attractive and prominent business park gateway signage and identification is encouraged.



RESEARCH & DEVELOPMENT/ MOTORSPORTS

Areas designated for Research & Development/Motorsports are intended to accommodate a variety of uses ranging from light assembly and distribution facilities, low intensity fabrication operations, research and "tech" industry applications, intense commercial service uses, and more. These areas are generally located along or near arterial roadways and exist primarily in the eastern areas of the Town, with new areas designated along portions of the Ronald Reagan Parkway and Northfield Drive.

As indicated on the Industrial/Employment Areas Plan, the Research & Development/Motorsports land uses are designated primarily in the: (1) existing light industrial areas located along Northfield Drive and in the Eaglepoint Business Park, (2) newly designated areas near the Ronald Reagan Parkway interchange and along the corridor, and (3) areas adjacent the Lucas Oil Raceway.

Economic development efforts within the existing areas along Northfield Drive should focus on infrastructure improvements, image and signage, attracting appropriate uses, development of vacant sites, re-use and upgrade of existing facilities, and redevelopment of select sites.

The larger industrial areas in and around Eaglepoint Business Park should be preserved for targeted employment uses such as motorsports or logistics/warehousing, and should not be converted to athletic, institutional, or other non-employment, non-tax generating uses. Over time, the intrusion of non-industrial/employment uses can reduce the desirability of an area as a new potential location or target for development. These other non-industrial/employment uses can have a home in some commercial areas, like those along the southern and western portions of the Northfield Drive corridor.

MOTORSPORTS

Motorsports related businesses have emerged as an increasingly important segment of Brownsburg's local economy; however, lack of detailed data on these businesses limits the potential for analysis of this industry. The motorsports industry comprises firms from over 40 different sectors defined in the North American Industrial Classification System (NAICS). NAICS codes are based on the product or service provided by a given business; however motorsports businesses produce a wide variety of goods and services and are therefore divided among dozens of NAICS codes. As a result, employment data on motorsports businesses is not readily available and an extensive collection and analysis of primary data sources is required to estimate the size and impact of the motorsports industry in Brownsburg.

Working with the Hendricks County Economic Development Partnership, the motorsports industry should continue to be studied as the Town considers various economic development initiatives and identifies potential areas for growth. An economic impact analysis that draws from primary data sources regarding trends in output, income, employment, and wages should be undertaken to better understand the influence motorsports businesses have had and will likely have on the Brownsburg economy moving forward. The Comprehensive Plan should be updated to reflect the recommendations of such a study, emphasizing motorsports-related development where appropriate.

MANUFACTURING

The Industrial/Employment Areas Plan designates new areas for manufacturing uses in the areas along the Ronald Reagan Parkway corridor along with the existing manufacturing uses and heavier industrial uses including Maplehurst Bakeries and Marathon Petroleum near Lucas Oil Raceway. Manufacturing areas are major, regional employment areas of intense, concentrated manufacturing and industrial land uses which cannot be easily mixed with other types of uses. Areas identified as Heavy Industrial should be reserved for manufacturing, industry and related uses. Light industrial, business parks, offices, retail uses should be discouraged within these areas, however neighborhood commercial uses providing convenient uses to employment centers may be appropriate in some locations.

The provision of adequate services and proximity and access to regional routes, such as I-74 and Ronald Reagan Parkway, is a significant asset to potential industrial users, but visibility from these routes is not necessary for most industrial uses. More land intensive uses, including larger logistics and warehousing, may be more appropriately located farther removed from major roadways, but still within easy drive of these routes. The Town should discourage industrial uses from occupying highly visible and accessible sites in prime commercial areas adjacent to major roadways, reserving these areas for uses that need or require access; can contribute positively to the community's appearance; and/or generate sales tax and revenue for the Town .

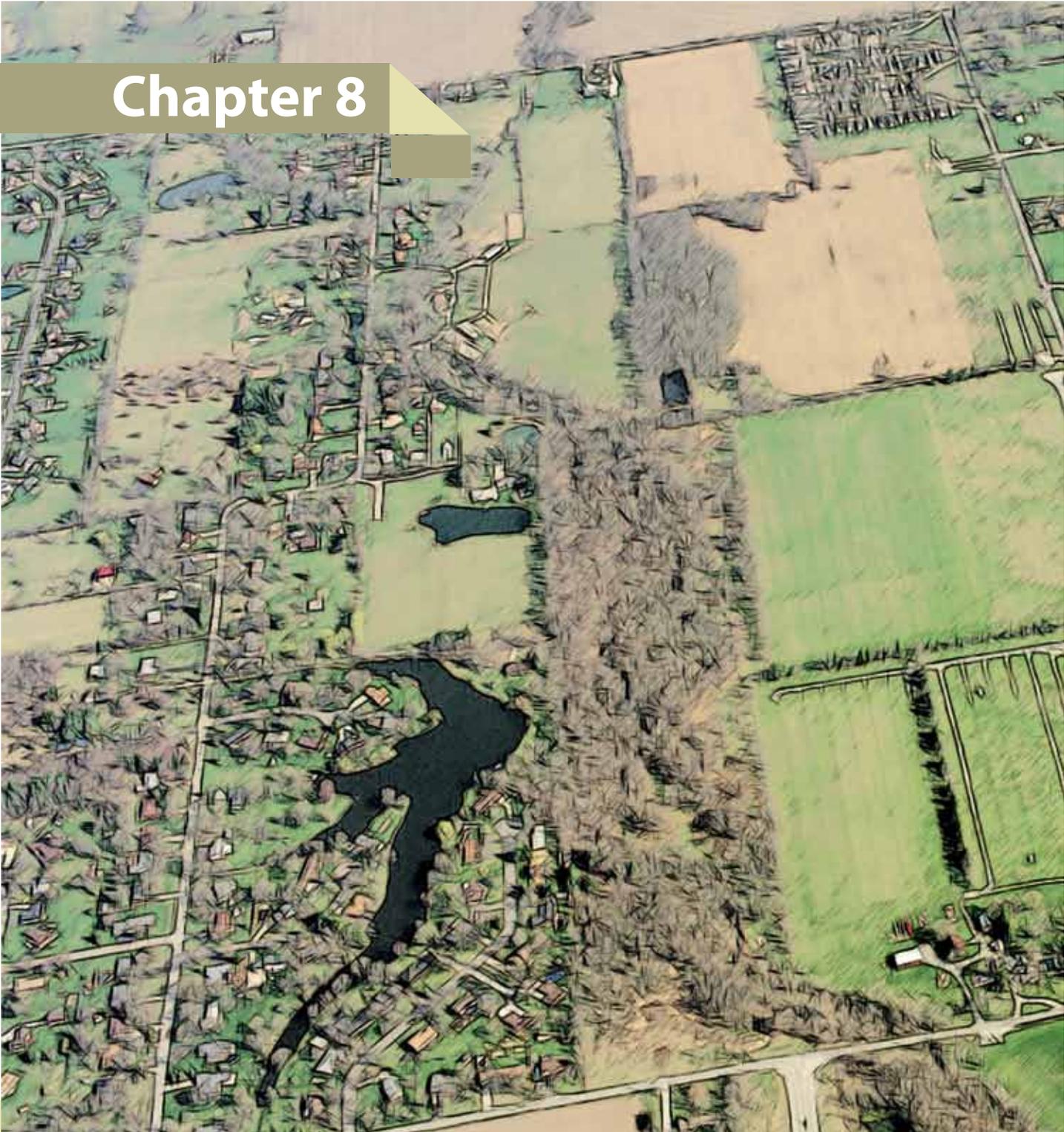
CORPORATE CAMPUS

As with retail development, the completion of the Ronald Reagan Parkway may have the largest impact on long-term office/research development in Brownsburg. The area surrounding the Ronald Reagan Parkway interchange at I-74 is well situated for corporate campus uses that do not currently exist in the community. Compatible corporate campus, office, research and business uses would increase employment opportunities and enhance the local tax base.

Newly designated areas for corporate campus uses include the areas surrounding the Ronald Reagan Parkway interchange. While these areas can accommodate a wide variety of commercial and industrial/employment uses, preference should be given to establishing the area for high-quality research/business park uses in a campus like setting. This area will be highly visible and has the opportunity to serve as an important gateway and employment base for the Town.

It is recommended that the Town promote development of portions of the Ronald Reagan Parkway corridor, generally areas near the interchange, as planned corporate campus uses, characterized by generous setbacks, well-landscaped sites, and prominent exposure onto the adjacent expressway. Corporate campus developments should be guided by an overall site development plan to ensure the coordination of building sites, traffic access and circulation, and open space amenities. The corporate campuses should be screened and buffered from nearby neighborhoods, and should be attractive when viewed from adjacent streets. The environmental corridors, wooded areas, and other natural features shown on the Land Use and development Plan should be preserved and protected as the corporate campus areas are developed in the future.

Chapter 8



Growth Areas Plan

Growth Areas Plan 8



The Town is surrounded to the north, east and west by unincorporated portions of Brown and Lincoln Townships that represent possible areas for growth and development. While these areas predominantly consist of undeveloped agricultural land that could accommodate future development, the Town should be mindful of the potential costs associated with annexing and servicing these areas. The Town's ability to provide infrastructure and other municipal facilities in a cost efficient manner should be carefully studied before land is annexed and developments are approved.

The Growth Areas Plan provides additional considerations and recommendations and promotes a long-range plan for orderly growth and development. The Plan builds upon community input, existing and proposed land use and development patterns, and anticipated future needs of various Town services and departments and community service providers. To this end, it is recommended that the Town promote strategic and appropriate growth and development within Brownsburg's growth areas as the Town expands beyond its current borders, discouraging leap-frog development and the premature conversion of farmland and being mindful of the cost of extending utilities and infrastructure and providing necessary community services.

GROWTH STRATEGY

As growth and development occurs, it should be well controlled and take place in an orderly fashion, expanding into areas where adequate public facilities and services already exist, or can be provided in the most cost effective manner. This growth strategy provides policy recommendations that should be used as a general guide to assist the Town in planning and directing future growth and negotiating potential annexations and development proposals. Brownsburg's growth strategy can be characterized by three types or locations of development: Infill, Primary Growth Area, and Secondary Growth Area. Each is described below.

INFILL

Before growth occurs within the agricultural areas of Brownsburg's periphery, new growth should be focused within vacant and under utilized parcels within the Town's current limits. The majority of infill development will consist of the redevelopment of older under utilized properties and the completion of partially completed subdivisions and commercial centers. Infill development should be encouraged in specific areas such as Downtown and the Town's commercial corridors. Infill development should be less of a burden on community services and benefit from proximity to existing development and municipal infrastructure.

PRIMARY GROWTH AREA

Within areas identified as Brownsburg's Primary Growth Area, the Town should encourage and promote adjacency and concurrency – meaning that the Town should grow outward from its existing corporate limits, and discourage “leap-frog” development. Leap frog development occurs when development jumps to outlying and isolated areas, bypassing areas adjacent to public facilities and services. Typically this occurs because the land is less expensive; however the infrastructure costs (i.e. more streets and arterials, more pipe for sewer and water, etc.) and social costs (i.e. commuting times, school services, etc.) are much greater to serve the disconnected development.

The Growth Areas Plan strives to support balanced growth that incorporates a variety of land uses within the Primary Growth Area. Although single-family detached residential uses are recommended as the predominant use, other land uses are appropriate in the growth areas, including neighborhood commercial, parks and open space, and community services and facilities such as schools, lift stations, fire stations, etc. Single-family attached development, such as townhomes and rowhomes should be considered appropriate as a transitional land use between single-family neighborhoods and non-residential uses.

ANNEXATIONS

Annexations will be necessary for the Town to expand into the primary growth area. The Town should carefully consider each annexation, being mindful of costs associated with servicing the development. An analysis should be undertaken to provide an understanding of expected infrastructure costs, impact on municipal services and taxing districts, and location and proximity to adjacent communities.

COMMUNITY FACILITIES

Community facilities include a range of land uses that provide residents and visitors with a variety of services such as schools, Town facilities, and utilities including cellular towers. Although it is difficult to identify specific locations where utilities and public infrastructure will be needed, the Town should continue to work with other agencies and utility companies to ensure that necessary services can be provided in the community's growth areas.

A vital component of establishing community facilities such as schools, parks and emergency response facilities will be ensuring that land for future facilities is acquired and/or dedicated. Future community facilities should be located along arterials and collector streets. Wherever possible, pedestrian connections (sidewalks and/or trails) should connect residential areas with community facilities.

PARKS AND ENVIRONMENTAL FEATURES

The Brownsburg Parks and Recreation Department should work with other Town departments and agencies to plan for and acquire parks and open space within the growth areas. New parks and open space should be acquired through developer dedications and developed as needed. Ideally neighborhood parks should be centrally located and within a half-mile walk of all homes.

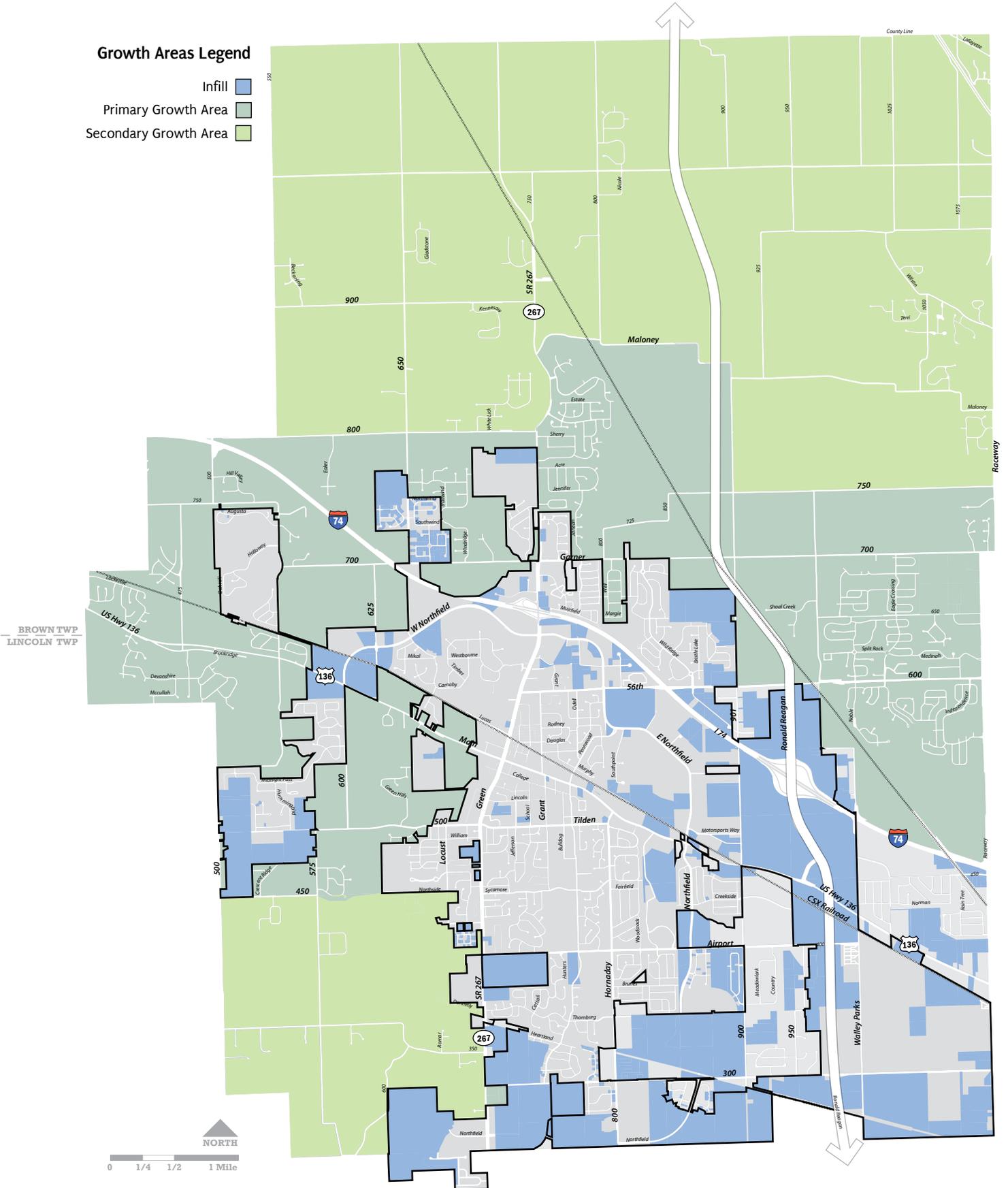
If needed, larger community parks should be located along arterials and collectors with pedestrian linkages. In addition to public parks and open space, existing environmental features should be preserved. Large wooded areas, creeks, and properties within floodplains should be preserved wherever feasible. Refer to Section 12: Parks and Open Space Plan for additional discussion on park land acquisition.



Growth Areas Plan

Growth Areas Legend

- Infill
- Primary Growth Area
- Secondary Growth Area





SECONDARY GROWTH AREA

The secondary growth area consists of the area located within Brown and Lincoln Townships, but beyond the primary growth area. Much of this area comprises active agricultural fields and the community has expressed difficulties in envisioning long-term development for this area. Given the secondary growth area's distant location relative to near term development opportunities, development in this area should be encouraged only after the infill and primary growth areas are substantially developed. This will discourage leap-frog development and reduce unnecessary Town infrastructure and service costs.

The secondary growth area should be developed similar to the primary growth area and include primarily single-family detached homes with commercial uses and community facilities that are necessary to support new residents and businesses in the area. As recommended in the primary growth area, careful analysis will also need to be undertaken to determine the costs and benefits of annexation. Growth in the secondary growth area may also be subject to potential annexation boundary agreements with neighboring municipalities.

The precise locations of collector and arterial streets within this area are somewhat flexible; however, as development projects are presented, Town staff should ensure that an interconnected street system is constructed. In addition to vehicular improvements, future multi-use trails should be planned for and constructed throughout this area.

CONTEXT SENSITIVE DEVELOPMENT

While the majority of the Town's growth areas consist of undeveloped farmland, there are several residential subdivisions located within unincorporated Brown and Lincoln Townships. Many of these residential neighborhoods can be characterized by large lot, estate residential development. As the Town expands and growth occurs in these areas, new development must be sensitive to the quality of life that residents living in these established rural neighborhoods have come to value.

MATCHING LOT LINES

Where higher density development is planned or permitted adjacent to larger lot subdivision, consideration should be given to requiring the lot dimensions of new residential development to match the dimensions of adjacent existing residential neighborhoods for lots sharing a rear property line. This technique will assist in transitioning density from new adjoining development that is denser and less rural in character.

BUFFERING AND SCREENING

Screening and buffering is also an effective method to be sensitive to existing development. Within rural areas, areas of open space should be used to establish a buffer and horizontal separation between existing residential neighborhoods and new residential or commercial development. Landscaping elements can also be used to screen more intense residential and commercial uses from rural residential uses.

SENSITIVE NATURAL AREAS

In areas located along or near sensitive environmental features, such as the White Lick Creek corridor, the Town should promote the use of conservation design techniques, including clustering and naturalized drainage, to maintain and preserve wetlands, floodplain, large wooded areas, or other natural resources. These techniques will reduce the minimum lot areas, but should not reduce the gross density of a development. These techniques will allow new development to minimize the impact on quality natural areas, preserving them for public enjoyment while maintaining the rural character of the Town's growth areas.

BOUNDARY AGREEMENTS

Boundary and annexation agreements are important for municipal planning purposes and they inform private development entities of the local controls. When not in place, developers can create “bidding” wars between communities, souring relationships and often resulting in lower quality and higher density development.

The Town has a formal boundary agreement with the neighboring Town of Avon to the south which establishes a boundary along the Lincoln-Washington Township line between N 500 County Road E and Raceway Road. The Town also has an agreement with the Town of Pittsboro. Each community may annex any portion of the area on their respective side of the boundary.

The areas to the north and east that lie within Brownsburg’s planning jurisdiction area do not overlap with the planning jurisdiction of any other community. The Town should continue to monitor development activity in the areas within proximity of agreed boundaries and maintain dialogue with neighboring communities. Boundary agreements should be revisited and renewed prior to their potential expiration.

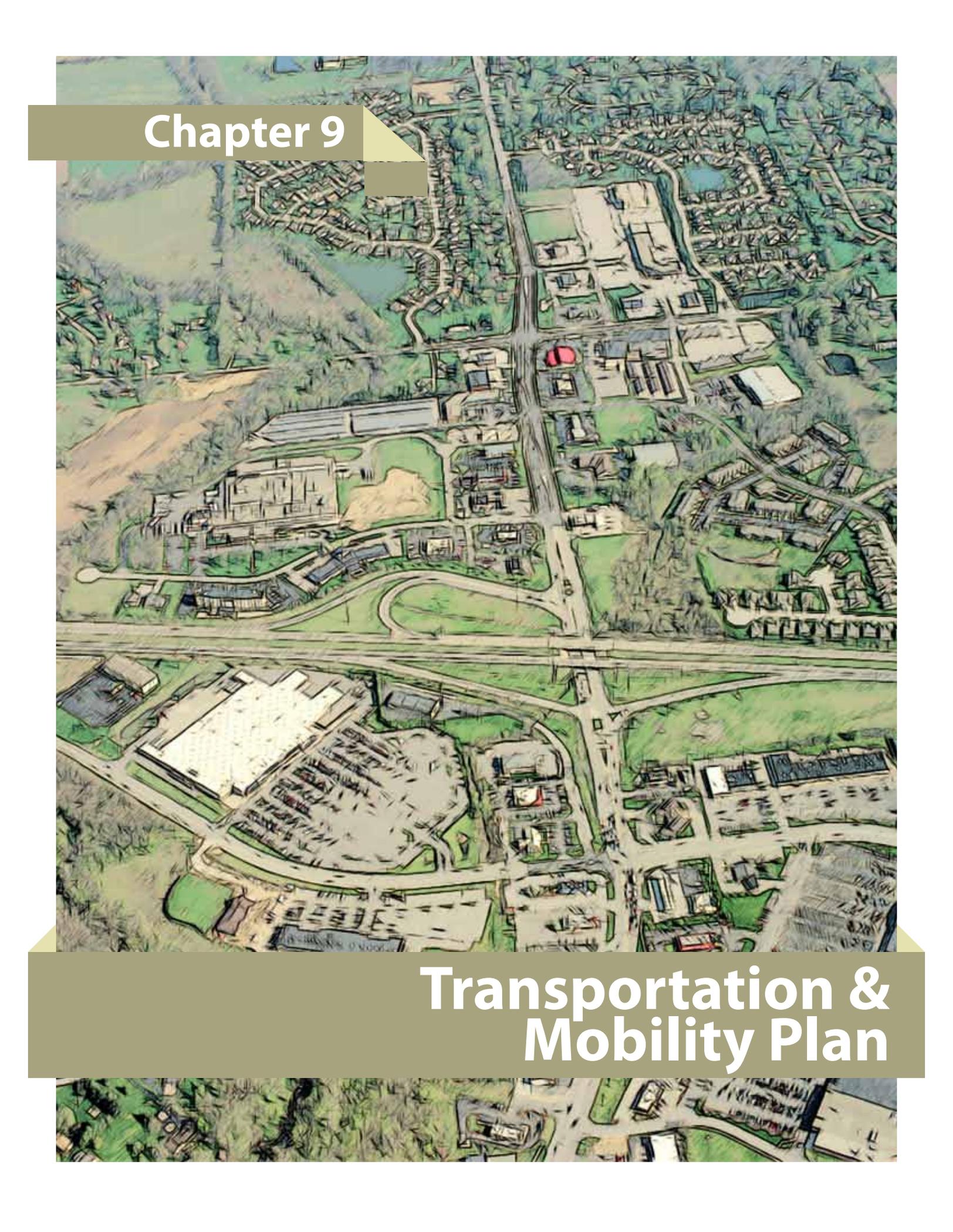
TRANSPORTATION PLAN

The Growth Areas Plan promotes a well-balanced transportation system that connects to existing roads which provide the key framework. The Town should improve its growth areas with a hierarchical system of arterials, collectors, and local roads that organizes the Town’s transportation system. A logical and organized system of roadways ensures that traffic is balanced among multiple streets and avoids concentrating a larger percentage of area traffic on a few key roadways. The combination of several road types will encourage the separation of through traffic from local roadways and minimize the need for large multi-lane intersections that divide neighborhoods.

Local Street Systems

Future development should also encourage neighborhood design that allows for a higher number of access points to the local roadway network. A more grid-like pattern, as opposed to more conventional curvilinear subdivision design, will organize land uses more efficiently, minimize the use of cul-de-sacs, and promote cross-access and pedestrian activity between commercial developments and residential neighborhoods.



An aerial photograph of a campus or town center. A red circle highlights a specific intersection in the upper-middle part of the image. The scene includes various buildings, parking lots, roads, and green spaces. The image is framed by a dark green banner at the top and bottom.

Chapter 9

Transportation & Mobility Plan



The existing roadway system within the Town is well established, but strategic improvements can improve overall circulation and connectivity within Brownsburg. The Transportation and Mobility Plan focuses on the coordination and optimization of all modes of travel within the Town, including vehicular, bicycle, walking and transit. The Transportation and Mobility Plan includes specific recommendations for motorized and non-motorized travel, circulation and linkages between key areas of the community.

There are many opportunities to improve Brownsburg's transportation infrastructure in the coming years with careful investments in roadway, pedestrian and bicycle facilities.

In addition to improving pedestrian and bicycle access throughout the community, traffic congestion along Brownsburg's two main thoroughfares – Green Street (SR 267) and Main Street (US 136) – is also a primary issue. Planned improvements including the completion of the Ronald Reagan Parkway and extension of Northfield Drive will have a positive impact on traffic circulation throughout the community, but anticipated reductions in traffic volume will not be significant enough to alleviate congestion elsewhere in Brownsburg. Managing congestion is key to maintaining the quality of life for Brownsburg residents and promoting economic development within the Town.

TRANSPORTATION AND MOBILITY RECOMMENDATIONS

Transportation and mobility throughout the Town of Brownsburg will be enhanced over the long-term through proper planning and engineering. The following recommendations will assist the Town in managing future growth and improving the overall quality of life of the Brownsburg community that utilizes the transportation network every day.

» Continue to utilize federally funded programs such as Safe Routes to School (SRTS), the Highway Safety Improvement Program (HSIP), Congestion Mitigation and Air Quality (CMAQ) and Transportation Enhancement (TE) to maximize future investments in roadways and pedestrian/bicycle facilities within the Town.

- » The Complete Streets Concept is currently included as part of INDOT's draft 2035 Long Range Transportation Plan and the Town should consider development of their own policy. The goal of a Complete Streets Policy is to promote planning, engineering and transportation standards that provide a safer road network for all users, including motorists, pedestrians, bicyclists or transit users.
- » Plan for long-term transportation solutions including all options for improving traffic flow, such as added travel lanes, signalization, roundabouts, etc.
- » Development and implementation of an ADA Transition Plan will enhance walkability and bikeability throughout Brownsburg and access to facilities within the Town.



- » Develop an Access Management Plan to assist in managing expectations of the Town, developers and general public in regards to achieving a balance between safe traffic operations on Brownsburg’s roadways and adequate access of adjacent facilities. Areas where the Town has recently implemented access management techniques, such as West Northfield Drive near SR 267, have resulted in drastic improvements in traffic operations.
- » At a minimum, monitor existing and future traffic volumes and patterns in areas anticipating higher growth, such as the Ronald Reagan Parkway interchange and West Northfield Drive. An overall traffic data collection program would enable the Town to monitor and plan for growth throughout all portions of the community.
- » Consider the implementation of mass transit facilities in key areas throughout the Town as development and redevelopment occurs – specifically in the area of the Ronald Reagan Parkway and the intersection of US 136 and SR 267.
- » Focus on enhanced connectivity with each development or redevelopment project. Traffic congestion on the Town’s roadways can be managed through strategic improvements such as the use of cross-access between businesses and the addition of north-south, grade-separated crossings, such as CR 700 North over I-74.

TOWN OF BROWNSBURG 2020 THOROUGHFARE PLAN

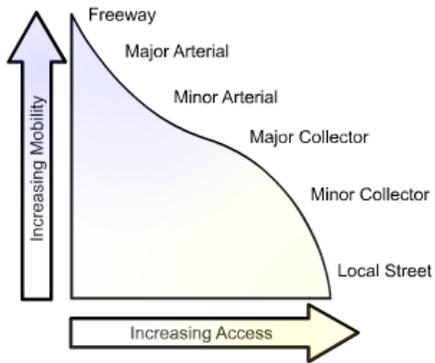
A thoroughfare plan is an important planning tool that outlines how short and long-term improvements to the transportation system will best support a community’s needs in the future. The Town of Brownsburg completed their 2020 Thoroughfare Plan in November of 2009. The plan was developed with five key goals in mind for the Town:

- » Goal 1: Improving safety for motorized and non-motorized traffic
- » Goal 2: Improving capacity and congestion on the Town’s roadways
- » Goal 3: Improving connectivity of the Town’s street network
- » Goal 4: Promote both motorized and non-motorized modes of travel
- » Goal 5: Support a strong, healthy economy

FUNCTIONAL CLASSIFICATION SYSTEM

The 2020 Thoroughfare Plan classified all of the streets within the Town of Brownsburg and its growth areas according to a hierarchical system that is based on elements such as the number of travel lanes, traffic volumes and the level of access. The functional classifications used included Primary Arterials, Secondary Arterials, Collectors, and Neighborhood Collectors.

The Transportation & Mobility Plan figure presented in this section includes the future roadways classifications identified in the Thoroughfare Plan as well as additional linkages identified to support future growth in the community and improve overall traffic flow. Roadway hierarchy and placement has been modified in some areas to reflect the recommendations of more recent planning efforts including the land use and development recommendations of the Comprehensive Plan.



ACCESS AND CONTROL

Access management can be defined as the planning, design and implementation of land use and transportation strategies that maintain a safe flow of traffic while accommodating the access needs of adjacent development. The goal is to achieve a balance between access and mobility. As The Town of Brownsburg continues to grow, traffic congestion will continue to increase. This will require proper planning and access management during times of new development and redevelopment in order to effectively reduce congestion and accidents, improve travel times and preserve roadway capacity while supporting economic activity.

INDOT GUIDE

INDOT has developed a guide that outlines access management benefits, design criteria and techniques to be implemented along state routes such as SR 267 and US 136 within the Town of Brownsburg. Both of these roadways have a series of closely spaced drives, with many operating as full-access. In some instances, multiple drives serve individual parcels where existing traffic volumes would not require more than one access point.

During times of planning for new development, redevelopment and/or future roadway improvements, it is critical that access points along these two routes as well as others throughout the Town be properly evaluated with respect to access management guidelines and traffic operations.

SR 267 & US 136

Although SR 267 is controlled by INDOT, Brownsburg previously studied the section of roadway between Northfield Drive and Stonybrook Drive in regard to traffic operations and the potential for restricting turn movements at various drives and intersections to enhance operations and public safety.

The study considered the realignment of several drives and/or intersections with considerations for a future signal at Stonybrook Drive to accommodate addition traffic growth.

Additionally, the Town completed a corridor study for West Northfield Drive from SR 267 to US 136 in order to monitor and control future access points as the area continues to develop. Access management and operational studies such as these are important to identifying improvements necessary to alleviate traffic congestion, maintain traffic flow and reduce crash rates on the Town's road network.



TOWN ACCESS MANAGEMENT GUIDE

Brownsburg currently has a Traffic Study Process in place to evaluate existing operational problems on the Town's roadways along with the impact any new developments or redevelopments will have on existing traffic flow and capacity. The Town would further benefit by having an Access Management Guide developed that would address items such as the following:

- » Purpose of the Access Management Guide
- » Benefits of Access Management
- » Basic Access Management Principles and Features
- » Intersection spacing & locations (Signalized and Unsignalized)
- » Driveway spacing & locations
- » Corner clearance requirements
- » Minimum sight distance requirements
- » Number of access points
- » Cross Access & On-site Circulation
- » Turn lane warrants and design

EMERGENCY RESPONSE

The Town of Brownsburg is currently taking action to improve safety for emergency response personnel and the traveling public. In 2011, the Town applied for Highway Safety Improvement Funding (HSIP) for the installation of emergency preemption equipment at traffic signals within Brownsburg, including outfitting approximately 60 police department vehicles with preemption emitters. As a result, Brownsburg was successfully awarded funding in excess of \$200,000 for design and construction of the safety improvements.

The addition of traffic signal emergency preemption equipment will minimize delay due to conflicting traffic signal indications by yielding the right-of-way to emergency vehicles, improve emergency vehicle response times, and maximize safety for all vehicles as the emergency vehicles pass through the affected intersections.

The Town of Brownsburg intends to install the emergency preemption equipment at all of the existing signals within the Town limits, which include the following:

- CR 700N at SR 267
 - » I-74 Westbound On/Off-ramps at SR 267
 - » I-74 Eastbound On/Off-ramps at SR 267
 - » Northfield Drive at SR 267
 - » 56th Street at SR 267

- » 56th Street at Ronald Reagan Parkway
- » US 136 at SR 267
- » US 136 at Ronald Reagan Parkway Connector Road
- » US 136 at N. CR 1000 East
- » Tilden Road at SR 267
- » W. Northfield Drive at US 136
- » Grant Street at US 136
- » Hornaday Road at US 136
- » E. Northfield Drive at US 136
- » E. Northfield Drive at 56th Street
- » W. Northfield Drive at Brownsburg Station
- » W. Northfield Drive at McNeese Way (Walmart/Northfield Commons Main Entrance)

It should be noted that twelve (12) of the seventeen (17) signalized intersections listed above are along SR 267 or US 136, and subsequently are under INDOT's jurisdiction. However, through an agreement with INDOT, the Town of Brownsburg will still be able to install emergency preemption at these remaining locations.



IMPROVING INTERSECTIONS

NEW SIGNALS

Locations for new traffic signals are determined through the Town's current Traffic Study Process. Traffic operational studies and signal warrant analyses are completed as necessary to identify if a signal is warranted based on the appropriate INDOT and Manual on Uniform Traffic Control (MUTCD) Standards. Potential locations for future traffic signals as currently identified by the SR 267/Lorraine Drive Traffic Operational Analysis and the West Northfield Drive Small Area Plan include the following:

- » SR 267 at Stonybrook Drive
- » West Northfield Drive at Morningside Drive
- » West Northfield Drive at North CR 625 E
- » US 136 at North CR 550 East

O'DELL STREET

The Town of Brownsburg has a new signal already scheduled for construction in 2012 at US 136 and O'Dell Street as part of an intersection improvement project. Additionally, the project will provide better alignment of the north and south approaches of O'Dell Street at the intersection.

CR 900 E

INDOT expressed interest in working with the Town of Brownsburg to address safety issues and access at the intersection of US 136 and CR 900 East, where the CSX railroad passes through the intersection as well.

As shown in the Transportation Plan figure, it is recommended that the Town consider realigning CR 900 E (south of US 136). The proposed realignment travels along the rear of residential parcels paralleling US 136 before turning north into a 90 degree intersection with US 136 approximately 0.2 miles west of its current alignment. It is also proposed that CR 900 E to the north of US 136 become a dead end.

Timing

These improvements would eliminate a CR 900 E crossing at the CSX railroad and improve traffic flow between CR 900 E and US 136. The proposed realignment should not be implemented until Connector Road has been extended south to intersect with either CR 900 E or Airport Road. Likewise, the proposed dead-end should be implemented until Motorsports Way has been extended east to Ronald Reagan Parkway.

Detailed Analysis

The proposed realignment and any other options for realignment and/or rerouting of traffic patterns on CR 900 E would need to be evaluated through a more detailed traffic analysis and discussions with INDOT.

ROUNDBOUT FIRST

INDOT has indicated that when considering signal upgrades at intersections, that a "roundabout first" methodology will be implemented. Mainly, operations at an intersection will be evaluated to determine if a roundabout is the best long-term solution as the first option. The installation of signals and added turn or travel lanes where necessary will be the second option if roundabouts are not considered optimal based on geometric or operational conditions. INDOT is currently considering replacing the existing traffic signal at US 136 and the Ronald Reagan Parkway Connector Road with a roundabout.

The Town of Brownsburg, through the Traffic Study Process, should evaluate the potential for roundabouts to improve operations at intersections with existing capacity issues and in areas of new development to maintain traffic flow as volumes continue to increase. When designing a roundabout, particularly at a major intersection such as US 136 and the Ronald Reagan Parkway Connector Road, emphasis should be placed on slowing traffic and ensuring traffic safety. Additionally, education of motorists on how to maneuver through roundabouts is critical as municipalities begin the transition from improving signalized intersections to constructing roundabouts.



LINKAGES AND CONNECTIVITY

Brownsburg has a few connectivity issues, particularly in the commercial centers along US 136 and the various self-contained subdivisions within and on the outskirts of the Town. Along US 136 (and scattered throughout the Town) are a number of adjacent parking lots without available cross access. In these instances, providing a way for cars to drive between retail sites without needing to return to the main road helps to relieve traffic congestion and makes moving between businesses for shopping easy.

Additionally, many of the suburban residential neighborhoods in Brownsburg suffer from a lack of connectivity to the surrounding street grid, which creates unnecessary driving and also eliminates alternative routes through the community should one route become blocked or congested. Disconnected grids can also serve to increase emergency response times both due to longer routes and a confusing street network.

NORTHFIELD DRIVE

In addition to the Town's plans for widening West Northfield Drive, improvements to East Northfield Drive from 56th Street to US 136 are also under design. This section of roadway which passes through the Town's industrial corridor will be widened from a 2-lane section to a 5-lane section. Ongoing improvements to existing Northfield Drive, as well as increased connectivity due to construction of future sections of the Northfield Drive loop based on the Town's Thoroughfare Plan, will enhance overall traffic flow and accessibility in Brownsburg.

RONALD REAGAN PARKWAY

Ronald Reagan Parkway is a north-south corridor that will eventually connect I-70 (just west of the Indianapolis International Airport) to I-74 and potentially even extend further north to I-65 in Boone County. The Town's 2020 Thoroughfare Plan identifies the segments of Ronald Reagan Parkway from 56th Street north to CR 700 North and from the US 136 connector road south to CR 300 North as high priority projects to be constructed.

Once complete, Ronald Reagan Parkway will serve as a regional north-south corridor by providing connectivity between Plainfield, Avon and Brownsburg. Within the Brownsburg area, the parkway will provide opportunities for multi-modal travel and alternative access to the Town from I-74. Without a second option for interstate access, traffic on Green Street (SR 267) near the I-74 interchange has grown significantly.

As an alternative north-south route with access to I-74, the Ronald Reagan Parkway will alleviate some congestion along the Green Street and Main Street (US 136) corridors, but its exact level of impact is not known. As the remaining portions of the parkway are completed, the City should monitor traffic volumes on SR 267, US 136, the Ronald Reagan connector road and other key routes to assist in better determining exactly how travel patterns are impacted in critical areas throughout Brownsburg.

Planning for additional connector roads as new development occurs around the Ronald Reagan Parkway interchange will also be important to ensure generated traffic can be accommodated in both the near future and long-term.



BUSINESS LOOP

With the opening of the Ronald Reagan Parkway interchange, the Town now has two prominent interchanges along I-74. Green Street and Main Street provide a continuous roadway connection between Brownsburg's two interchanges, related regional commercial areas, and Downtown Brownsburg. While this route possesses the potential to become a formal business loop within Brownsburg, linking the Town's important commercial areas, congestion along Main and Green currently slow traffic. Transportation improvements and signage enhancements are needed to establish a seamless route between Brownsburg's commercial areas, helping to draw traffic from the Town's interchange areas and through the community to the benefit of local businesses. Improvements to traffic flow would also enhance emergency response times. The Town should work with INDOT to identify improvements necessary to establish a business loop.

GRADE-SEPARATED CROSSINGS

The Town is bisected by the CSX Railroad as well as I-74, constraining the local roadway network and segmenting the community. While it is necessary to limit the number of at-grade crossings for safety reasons, there may be opportunities to create additional grade separated crossings in select areas.

I-74

The Town currently has four grade-separated crossings to provide connectivity over I-74, which include the SR 267/I-74 interchange, the new Ronald Reagan Parkway interchange at I-74, and 56th Street and CR 1000E over I-74.

Ronald Reagan Parkway

Currently the parkway extends north from the I-74 interchange to 56th Street and south to US 136 in the Brownsburg area. Future phases of the parkway will include a grade-separated crossing at US 136 and the adjacent CSX railroad.

CR 700 North

The Indianapolis MPO includes a new grade-separated crossing over I-74 at East CR 700 North in its current Transportation Improvement Plan. This crossing would provide improved connectivity on the west side of Brownsburg. This connection, in conjunction with future development along West Northfield Drive, will increase the need for improvements to the existing local roads in this area or construction of new roads as necessary.

Additionally, some relief would be provided to traffic volumes on SR 267 at both the I-74 interchange ramps and Northfield Drive intersection, as those wishing to access the West Northfield Drive commercial/retail area from north of I-74 would have an alternate route to select.

It should be noted that the widening of West Northfield Drive from a 2-lane section to a 5-lane section is currently under design as part of the Town's plans to accommodate future development and traffic growth in this area.

CSX RAILROAD

The Town of Brownsburg is divided by two segments of the CSX railroad. One segment travels in a northwesterly direction, bisecting the eastern and northern portions of the Town and its planning area. The other segment runs east-west through the core of the community, paralleling US 136 (Main Street) to the north.

North-South Connectivity

While there are numerous at-grade crossings within Brownsburg, the railroad segment that bisects the central portion of the community limits north-south connectivity.

East-West Connectivity

Given the limited population in the Town's agricultural areas, connectivity issues caused by the northwesterly segment are not as significant as in central Brownsburg. However, as development occurs, establishing east-west connections across this railroad will be an important consideration.

Additional opportunities for future connectivity are outlined in the Town's Thoroughfare Plan, however further studies may be necessary to define the optimum alignments, access points and overall traffic impacts on the Town's existing road network.



EXISTING & FUTURE TRAFFIC VOLUMES

Monitoring existing and historical traffic count data can provide insight regarding areas experiencing growth in volumes and, subsequently, identify improvements necessary to accommodate such growth. The Town of Brownsburg does not have a traffic data collection program in place at this time. Daily traffic counts were most recently taken in year 2008 when the Town's Thoroughfare Plan was updated. Additional counts are taken as needed when traffic impact studies are completed for new developments within the Town or for isolated analyses on existing traffic operations. INDOT's traffic data collection program updates average daily traffic counts along SR 267 and US 136 every 2-3 years.

Brownsburg would benefit from having a similar traffic count program in place. At a minimum, a program should be established to monitor volumes on roadways near areas of future development such as Ronald Reagan Parkway and West Northfield Drive. Counts obtained would begin to serve as a basis for estimating traffic growth rates and developing future projections as additional development or redevelopment occurs. This will allow the Town to identify areas of elevated traffic growth or changing traffic patterns in time to plan future roadway improvements accordingly.

PUBLIC TRANSPORTATION

Although there are not any public transportation services currently within Brownsburg, there will likely be a higher demand for such services as the Town continues to grow. Indy Connect, a central Indiana transportation initiative of which the Indianapolis MPO is a partner, has identified the intersection of US 136 and SR 267 as a potential area for a regional transit hub. A circulator bus service has also been proposed for Brownsburg. The Downtown Key Focus Area Plan contained within Section 13: Key Focus Area Plans features additional discussion regarding these recommendations.

In addition to Indy Connect long range plans, the new Ronald Reagan interchange at I-74 would also present an opportunity to incorporate public transportation services. During times of development or redevelopment of these areas, mass transit facilities such as bus stops, bus pull-offs, parking, etc. should be considered at the planning and design stages.

The Trails and Transit Generators figure identifies various community facilities and popular destinations throughout the Town that are potential generators for transit ridership and should be taken into consideration when evaluating future transit service routes and scheduling.

BIKE AND PEDESTRIAN FACILITIES

Bike and pedestrian facilities are important components of a vibrant community. Active modes of transportation such as walking and biking can help to promote healthy habits, reduce automobile congestion, and mitigate pollution levels. A healthy pedestrian environment is also an important component in place-making strategies. People attract people, and a welcoming street environment is a critical component in attracting those initial users and activating what would otherwise be a place reserved for cars and trucks.

There are a number of strategies a community can use to improve the existing bicycle and pedestrian facilities. Certainly sidewalks are a prerequisite to any pedestrian realm, as are bike lanes, off street trails, frequent and highly visible crosswalks, and other pedestrian amenities. Section 12: Identity, and Community Character as well as the following Complete Streets section, gives more specific guidance on streetscape elements that can be integrated to create a pleasant pedestrian experience.

Transportation Plan

Transportation Legend

- Roadway Hierarchy**
- Interstate
 - Existing Primary Arterial
 - Proposed Primary Arterial
 - Existing Secondary Arterial
 - Proposed Secondary Arterial
 - Existing Collector Street
 - Proposed Collector Street
- Other**
- Proposed Signal
 - Existing Signal
 - Roundabout
 - Business Loop
 - Transit Hub
 - Railroad
 - Dead End



SIDEWALKS & ADA TRANSITION

The Town of Brownsburg does not currently have an annual sidewalk replacement program and improvements are made as necessary when deficiencies are identified. However, in accordance with Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990, the Town is currently developing an ADA Transition Plan.

The major steps to being in compliance with regards to accessibility of facilities within the public right-of-way include:

- » Designation of an ADA Coordinator
- » Establishment of a Grievance Procedure
- » Development internal design standards, specifications, and details
- » Assignment of personnel responsible for the development and implementation of a Transition Plan
- » Approval of a schedule and budget for the Transition Plan
- » Monitoring the progress on the implementation of the Transition Plan on an annual basis

With an ADA Transition Plan in place, the Town of Brownsburg will be able to identify and prioritize improvements necessary to enhance accessibility and ensure compliance with all federal regulations.

SAFE ROUTES TO SCHOOL

Brownsburg is also taking advantage of other federally funded programs, such as Safe Routes to School (SRTS), to improve sidewalk conditions and connectivity near its schools. The Town is currently utilizing SRTS funding for the design and construction of the Tilden Road Trail Project. The proposed 4,860-foot multi-use trail will begin at the Brownsburg Public Library on Jefferson Street and proceed south to Tilden Road, at which point it will continue east along the north side of the roadway past Brown Elementary School to O'Dell Street.

The trail will then jog to the south and parallel the west side of O'Dell Street extending past Brownsburg High School to Sycamore Street. SRTS funding for projects like this can be useful in replacing existing sidewalks, constructing ADA compliant curb ramps or new sections of sidewalk, enhancing crosswalks, adding signage or pedestrian signals, etc.



COMPLETE STREETS

Complete streets are designed to enable safe access for all users including pedestrians, bicyclists, motorists, and transit users of all ages and abilities. Complete streets are also designed and operated to allow safe movement along and across its right-of-way.

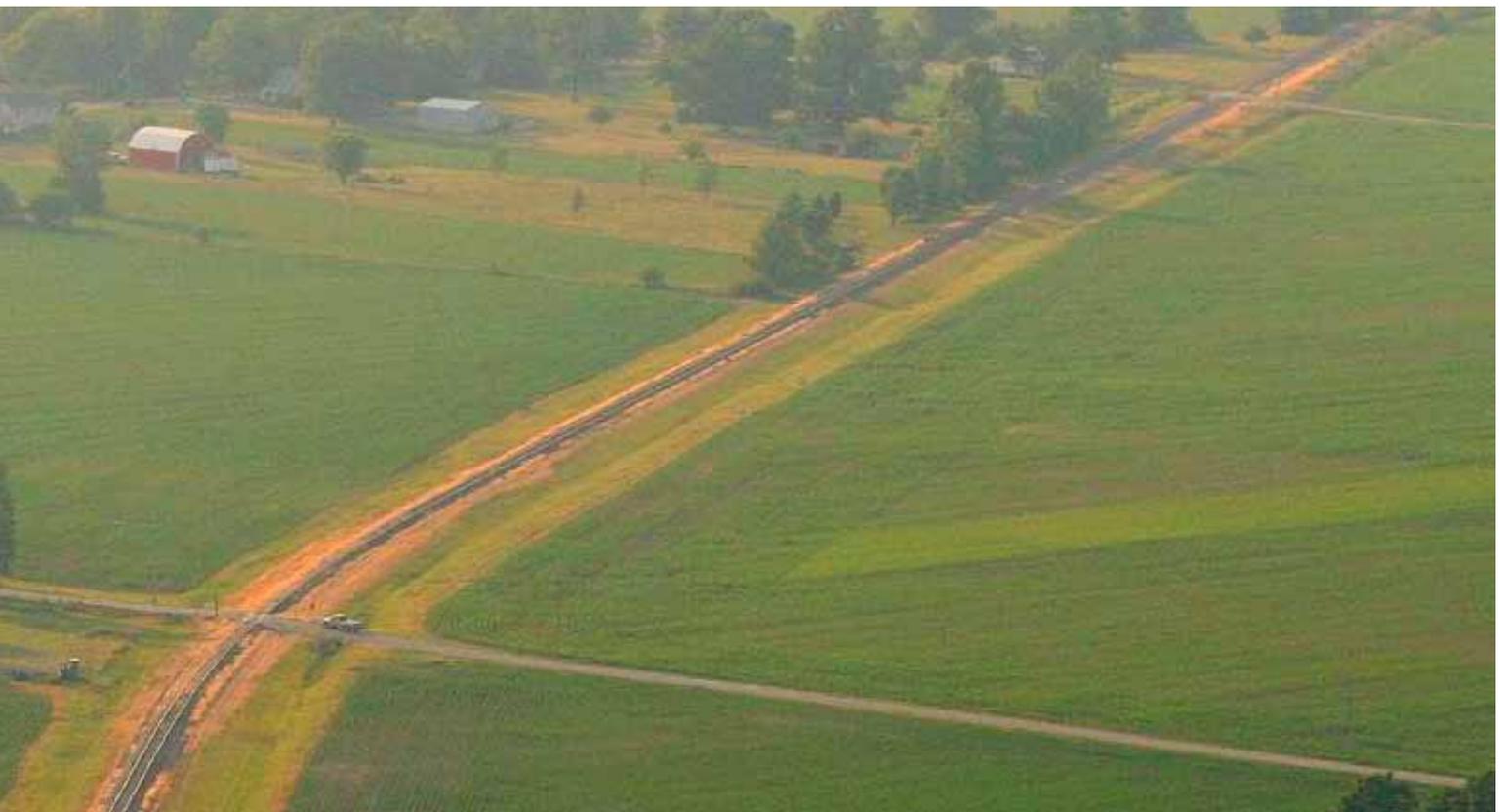
There is no one design prescription for complete streets, but common components of a complete street include: sidewalks, bike lanes (or wide paved shoulders), frequent crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and more. A complete street in a rural area will look quite different from a complete street in a highly urban area, but both are designed to balance safety and convenience for everyone using the road.

ADOPT COMPLETE STREETS POLICY

The Town should adopt a complete streets policy as a formal recognition of Brownsburg's commitment to incorporating all transportation modes in the development of infrastructure. Regardless of a policy's form, the National Complete Streets Coalition has identified the following ten elements of a comprehensive complete streets policy.

- » States a vision for how and why the community wants complete streets.
- » States that "all users" includes all modes of travel including pedestrians, bicyclists, vehicles, public transit users of all ages and abilities.
- » Includes a statement that street connectivity aims to create a comprehensive, integrated network for all modes.

- » Is adoptable by all agencies to cover all roads in the community (i.e. Village, County, State).
- » States that the policy applies to both new and retrofit projects.
- » Makes any exceptions clear and specific and sets an easy to follow procedure for approval of any exceptions.
- » Directs the use of the most current design criteria and guidelines while recognizing the need for flexibility.
- » States that complete streets solutions will complement the context of the community.
- » Establishes performance standards with measurable outcomes.
- » Provides specific steps for implementing the complete streets policy.



TRAILS

Trails and greenways are important components of a parks and recreation system, providing valuable connections between park sites, community assets and natural areas. Prior to completion of this Comprehensive Plan, the Town has already invested significant resources in planning for and constructing trail and greenway segments throughout the Town and its planning area. This section of the Comprehensive Plan presents an overview of recent planning efforts and underscores the need to continue to implement previous recommendations.

GREENWAYS MASTER PLAN

In 2008, the Town completed a Greenways Master Plan which inventoried the potential trail corridors and opportunity for connections of the network throughout the community. This plan will be updated as a component of the BPRD's forthcoming Parks and Greenways Master Plan.

Included in the inventory were natural corridors, transportation corridors (primary and secondary), civic and cultural connections and historical areas of interest. The study outlined various challenges and unique opportunities with regards to expansion of the Town's existing trail network that have implications for land use and development recommendations contained within the Comprehensive Plan.

- » As high volume thoroughfares within Town, such as SR 267 and US 136, are improved to accommodate additional vehicular capacity, multi-use trails should be incorporated into the design.
- » The CSX railroad presents challenges as the line bisects the Town and only a limited number of crossings are permitted due to safety concerns with at-grade crossings.

- » White Lick Creek, South Branch Creek and their respective tributaries provide natural corridors to support greenway trail development and should be preserved.
- » An emphasis should be placed on connecting parks, schools, commercial areas, and community facilities such as the library to encourage use of the trail system.

The Trails and Transit Generators figure includes the routes of proposed greenway trails, multi-use trails, and urban trail corridors as presented in the Town's Greenways Master Plan. As outlined in the Greenways Master Plan, each of these trail types has a unique set of design considerations that should be taken into account as the Town implements plan recommendations and constructs various trail segments. Ideally, multi-use trails and bike paths can be incorporated into the construction and expansion of roadways.

BROWNSBURG TRAIL STUDY

Following the Greenways Master Plan, the Town created the Brownsburg Trail Study which established a seven-phase construction plan for a trail system that will link various parks, schools, and the public library to one another and the regional B&O Greenway Trail. The BPRD has been successful in securing funding through the Indiana Department of Transportation's Safe Routes to School (SRTS) program to construct the two northernmost phases of the trail network. These early phases of the trail system connect Eagle Elementary, Brownsburg High School, and Brown Elementary with the public library, via O'Dell, Tilden and Jefferson Streets.

TRAIL FUNDING

The Town should continue to identify funding sources to implement the recommendations of the Greenways Master Plan and Brownsburg Trail Study. Outside grants, such as the SRTS program, are desirable funding sources that limit the burden on local residents to pay for trail amenities, but the future availability of such programs is uncertain. Many trail grants are funded through Federal programs that may or may not be renewed in coming years. The Town should also evaluate alternative funding sources and agencies such as state or regional agencies and potential partner organizations such as the Indiana DNR, Indianapolis MPO, and Hoosier Mountain Bike Association (HMBA) Trail Fund.

Traffic Generators Key

■ Parks

- 1 - Arbuckle Acres Park
- 2 - Stephens Park
- 3 - Veterans Memorial Park
- 4 - Williams Park
- 5 - Cardinal Property (Future Park Site)

■ Retail Areas

- 6 - Brownsburg Station
- 7 - Walmart Supercenter
- 8 - Brownsburg Square
- 9 - Green Street Station
- 10 - Brownsburg Shopping Center
- 11 - Marsh Shopping Center
- 12 - Downtown

■ Senior Housing

- 13 - Club Roland Manor
- 14 - Brownsburg Meadows

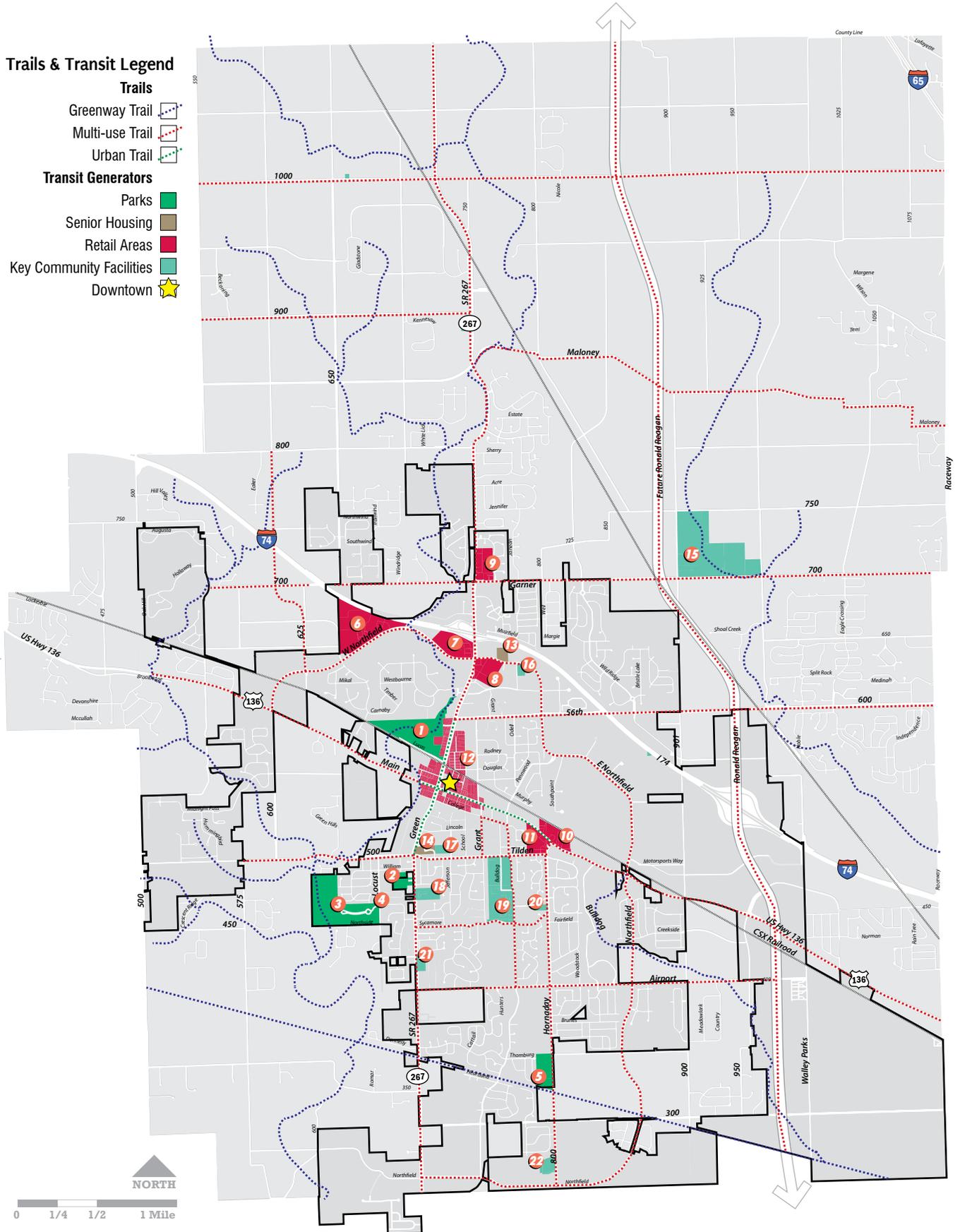
■ Key Community Facilities

- 15 - Brownsburg Community School Corporation (Future School Campus)
- 16 - US Post Office
- 17 - Brownsburg Public Library
- 18 - Challenger Learning Center
- 19 - Brownsburg High School
- 20 - Brownsburg Health Care Center
- 21 - Hendricks Regional Health Center
- 22 - Indiana Orthopaedic Hospital West

Trails & Transit Plan

Trails & Transit Legend

- Trails**
- Greenway Trail
 - Multi-use Trail
 - Urban Trail
- Transit Generators**
- Parks
 - Senior Housing
 - Retail Areas
 - Key Community Facilities
 - Downtown



OTHER JURISDICTIONAL TRANSPORTATION EFFORTS

There are a number of projects that are either currently in the process of being completed or are slated to begin over the next few years. These projects have been split up into their relevant jurisdictional entities. A brief description of these projects can be found below.

INDIANA DEPARTMENT OF TRANSPORTATION (INDOT)

INDOT administers programs such as Transportation Enhancement (TE) and Congestion Mitigation and Air Quality (CMAQ) which contribute funds to roadway improvements and bicycle/pedestrian facility projects throughout the state. INDOT also recently implemented the Safe Routes to School Program which provides funding for educational projects for schools as well as infrastructure related improvement projects aimed at increasing walkability and bikeability to and from schools.

In addition to these programs, INDOT identifies future projects as part of the Indiana Statewide Transportation Improvement Program. The current Statewide Transportation Improvement Program outlines projects scheduled from year 2012 through year 2015. INDOT currently has programmed preventative maintenance resurfacing for approximately 1.5 miles south of US 136 to Northfield Drive in year 2012. No other projects are planned for the near term within the Town of Brownsburg.

INDOT Roadways

The Town's most important thoroughfares are under INDOT jurisdiction. The Town should maintain active lines of communication with INDOT to ensure roadway improvements are coordinated with the growth and development of the community. Town staff and officials must make INDOT aware of the community's vision for the areas surrounding INDOT roadways and keep INDOT informed of new development that will have an impact on roadway service levels. While the Town does not desire to widen or expand roadways prematurely and contribute to sprawl, it is important that roadway capacity is expanded in a timely manner to minimize congestion as the Town's resident and day time populations increase.

INDIANAPOLIS METROPOLITAN PLANNING ORGANIZATION

The Indianapolis Metropolitan Planning Organization's (MPO) role is to assist local governments in creating a cohesive, coordinated transportation network within the regional planning area.

Short Term Improvement (2012-2015)

The following projects are identified in the 2012-2015 Indianapolis Regional Transportation Improvement Program (IRTIP), which serves as a schedule for implementing improvement projects, for the Town of Brownsburg.

- » West Northfield Drive from Brownsburg Station west to US 136 – Road widening from 2-4 lanes
- » East Northfield Drive from 56th Street southeast to US 136 – Roadway capacity improvement
- » Traffic Signal Emergency Preemption at Various Intersection
- » Eagle and Brown Elementary Schools - Pedestrian Enhancement Project on O'Dell, Sycamore, Tilden and Jefferson Streets
- » Hornaday Road Trail – 1.1 mile of 12' wide trail connecting a park, 2 schools and neighborhoods to the B&O Trail

Long Term Planning

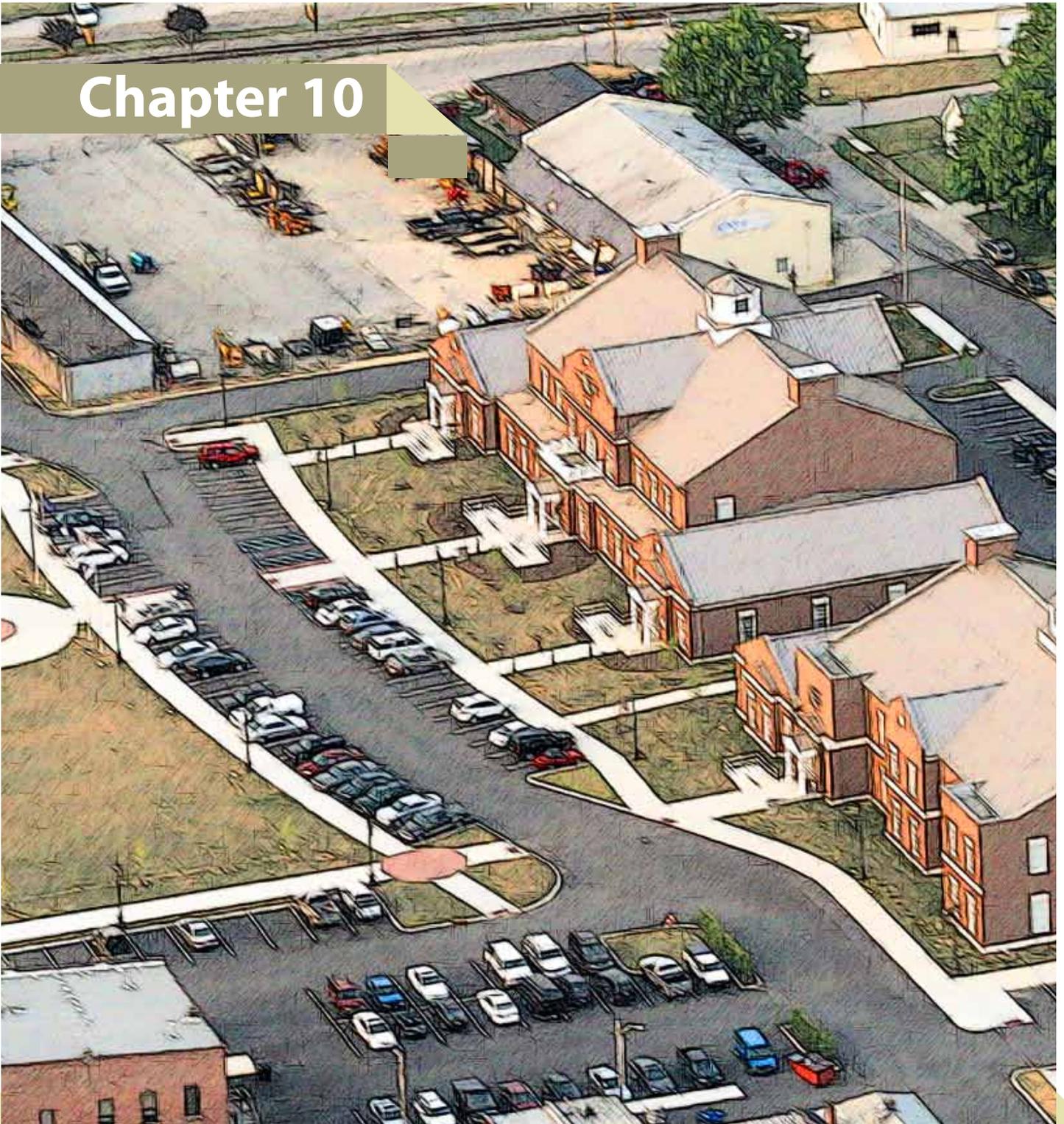
It is important that over the long-term, the Indianapolis MPO and Brownsburg continue to work together along with other adjacent communities and agencies within the planning area to ensure future transportation projects are effectively coordinated. The construction of the Ronald Reagan Parkway is the most significant project that requires such coordination.

Brownsburg improvements within the MPO's long term plans include a:

- » North-south I-74 overpass at CR 700 N, and
- » Completion of segments of Northfield Drive between CR 300 N and CR 400 N.

Chapter 10

Community Facilities Plan





The Town of Brownsburg has a number of departments, organizations and agencies that provide community services and facilities to residents and businesses. These community facilities and services are an essential piece to the overall quality of life for Brownsburg residents and the local business climate. This section of the Comprehensive Plan highlights key community facilities in the community and provides recommendations to ensure the community is and illustrates their location in the Town. Community facilities and services include those “public” uses provided by the municipality, other governmental agencies and districts, organizations, and religious institutions. While some recommendations for new facilities and improvements are provided, much of this section reflects existing facilities.

TOWN OF BROWNSBURG FACILITIES AND SERVICES

BROWNSBURG WATER DEPARTMENT

The Brownsburg Water Department repairs, maintains and builds water lines, flushes fire hydrants, maintains and operates two water plants, tests water quality and installs water meters as some of its primary functions.

WATER TREATMENT PLANT

The Town of Brownsburg currently operates two (2) water treatment plants to treat and disinfect drinking water prior to distribution to customers. Water Treatment Plant No. 1 was constructed in 1968 and Water Treatment Plant No. 2 was built in 1987.

Preliminary Engineering Report completed in 2010 concluded that Water Treatment Plant No. 1 does not have adequate capacity to properly treat water for the existing demands of its service area and will continue to be deficient in the future. In response to the findings, the Town has secured construction bids for its expansion.

FUTURE NEEDS

Based on a 20-year projected service area that anticipates development north of I-74 and in the area surrounding the new Ronald Reagan Parkway interchange, it is estimated that a new 2.88 million gallon per day (MGD) pressure filtration water treatment plant will be necessary to accommodate current and future demands. The Town is in the planning stages of replacing Water Treatment Plant No. 1 with a new plant to be constructed in Arbuckle Acres Park, just west of the existing plant.

The Town should continue to regularly monitor its water treatment capacity and reevaluate its needs as development occurs within the Town and its growth areas. Moreover, while the Town will have sufficient capacity to service existing demand once Water Treatment Plan No. 1 has been replaced, the Town should continue to maintain a positive relationship with Indianapolis Water in the event that local treatment capacity reemerges as an issue in Brownsburg.

WATER DISTRIBUTION

As more growth occurs in the future, the availability of a sufficient water supply source will be the most critical component of Brownsburg's water distribution system. The Town currently purchases water from the Indianapolis Water Company (IWC) and is dependent upon IWC to provide up to 1.0 million gallons of water per day. The remaining water demand within the Town is served by groundwater wells ; however, several wells are near their production limit. To ensure that local ground water supplies can be utilized to their full potential, it is vital that the Town take steps to minimize the impacts of development on the recharging of local aquifers.

PROTECTING WATER QUALITY

In addition to protecting the future availability of groundwater, these efforts would also help maintain the health of streams, rivers, and wetlands which can also be threatened as groundwater sources are depleted. Given the regional nature of water resources, the Town should work with other entities, such as Hendricks County and neighboring communities, to evaluate area-wide policies to land use and development that protect groundwater resources.

Policies could address a wide range of issues including aquifer recharge area protection, zoning controls in sensitive natural areas, wellhead siting and protection, graywater reuse, and water conservation. The Town should also continue to implement its Wellhead Protection Plan, approved by the Indiana Department of Environmental Management in 2002.

BROWNSBURG WASTEWATER DEPARTMENT

WASTEWATER PLANT EXPANSION

The Department has indicated that the next expansion of the plant it operates at 225 S. Mardale, depends on the type of growth Brownsburg experiences. As growth occurs within the Town, the department should continue to monitor the intensities and types of land uses that develop to determine what level of wastewater service is needed. Infrastructure should be sized sufficiently and at the appropriate depths to allow for continued future growth.

STORM SEWER IMPROVEMENTS

Improvements have recently been made to sanitary sewer lines from 56th Street to Tilden Avenue along State Road 267 , and installation of stormlines along Tilden Avenue from State Road 267 east to Jefferson Street and west to White Lick Creek is expected to be completed within the next 2 years. In the next three to ten years, the department has plans to install a regional lift station in the vicinity of State Road 267 and County Road 700N, expand the treatment plant, and change to an ultraviolet disinfection process.





STORMWATER LIMITATIONS

In recent years, substantial and frequent rainfall events have brought attention to the capacity limitations of several tributaries on the south side of Town. Recent projects focused mainly on stormwater quantity deficiencies, but also included some sewer separation projects to further reduce stormwater impacts on the combined sewer system. Several of these projects included improvements to other Town utilities and/or the roadways system.

In addition to plant expansion, the Town should consider the installation of regionalized detention facilities near the southern Town limit to improve the drainage capabilities of areas in south-central Brownsburg. Consolidated and appropriately sited detention facilities are typically more efficient from a land use perspective than distributed facilities installed as individual projects are developed. A community-wide study should be undertaken to assess the need, possible location, and potential benefit of such a facility as a means of better managing stormwater in areas prone to flooding.

BROWNSBURG STREET DEPARTMENT

The Town of Brownsburg currently completes patching, crack filling and resurfacing projects as necessary and budget permitting. The Town should continue to evaluate, on a regular basis, the use of lower-cost, well-performing products to extend the life of the Town's roadways. In addition, the Town should establish a method for prioritizing future roadway projects to better estimate costs for budgetary purposes and maximize the benefit of tax dollars spent on roadway maintenance and other capital improvements. Other area communities have developed a Maintenance Improvement Plan (MIP) are maintaining and extending the life of their roadway infrastructure at much lower costs than ever before. The Town should implement a MIP to rate existing roadway infrastructure conditions and assign priorities to future roadway improvements in Brownsburg.

POLICE DEPARTMENT

The Brownsburg Police Department operates a police station adjacent to the Town Hall as well as a training facility at 75 Whittington Drive. While there are no new facilities planned, but as with the Brownsburg Fire Territory, it is important that long term growth and development policies ensure quality police protection services throughout all areas of the Town and its planning area.

When examining potential sites for new facilities within the Town's growth areas, the police department and fire territory should consider the benefits of establishing a joint public safety facility that houses members from both departments. Assuming a mutually beneficial site could be identified and secured, a joint facility would be an efficient and cost-effective approach when compared to renovating or constructing two separate facilities. A location near Lucas Oil Raceway could provide for service in Brownsburg's existing areas and planned development and assist in supporting events at the raceway.

BROWNSBURG FIRE TERRITORY

The Brownsburg Fire Territory provides Fire, Rescue, and EMS response to residents and visitors within the Town of Brownsburg, Brown Township, and Lincoln Township. The Town should continue to work with the fire territory to implement plans to integrate emergency vehicle preemption (EVP) systems within all or most of the Town planning area's traffic signals, providing a green light for emergency vehicles and clearing intersections during emergency responses.

The Town's land use and development recommendations should include considerations regarding public safety response and ensure proper emergency vehicle access and water supply. As the community experiences growth and redevelopment, it is also important that potential impacts on staffing and equipment needs are considered. Providing emergency service to anticipated development along the Ronald Reagan corridor and in areas near the Town's northern limits are two areas that the Town and Brownsburg Fire Territory should work together to address.

RONALD REAGAN CORRIDOR

As the Ronald Reagan corridor experiences commercial and industrial development, the Town should work with the Brownsburg Fire Territory to identify potential sites for a future station in the area of County Road 300 N and County Road 900 E. In addition to improving response times to the area surrounding the Ronald Reagan Parkway and nearby Lucas Oil Raceway, this future station would also improve service to the expanding commercial and residential development occurring along the Northfield Drive corridor.

FIRE STATION #132

Fire territory officials have indicated that Fire Station #132 (7455 E County Road 1000 N) is currently located 1.5 to 2 miles too far north to be effective as a first line response facility. Growth is to be encouraged in areas to the Town's current limits and development near Fire Station #132 may be limited over the mid to long term. The Town should work with the fire territory in identifying sites closer to County Road 700 N. In addition to improving response times to portions of Brownsburg to the north of I-74, a station located in this area could also utilize the proposed crossing over I-74 at County Road 700 E to improve response times to western Lincoln Township.

Public/Semi-Public Key

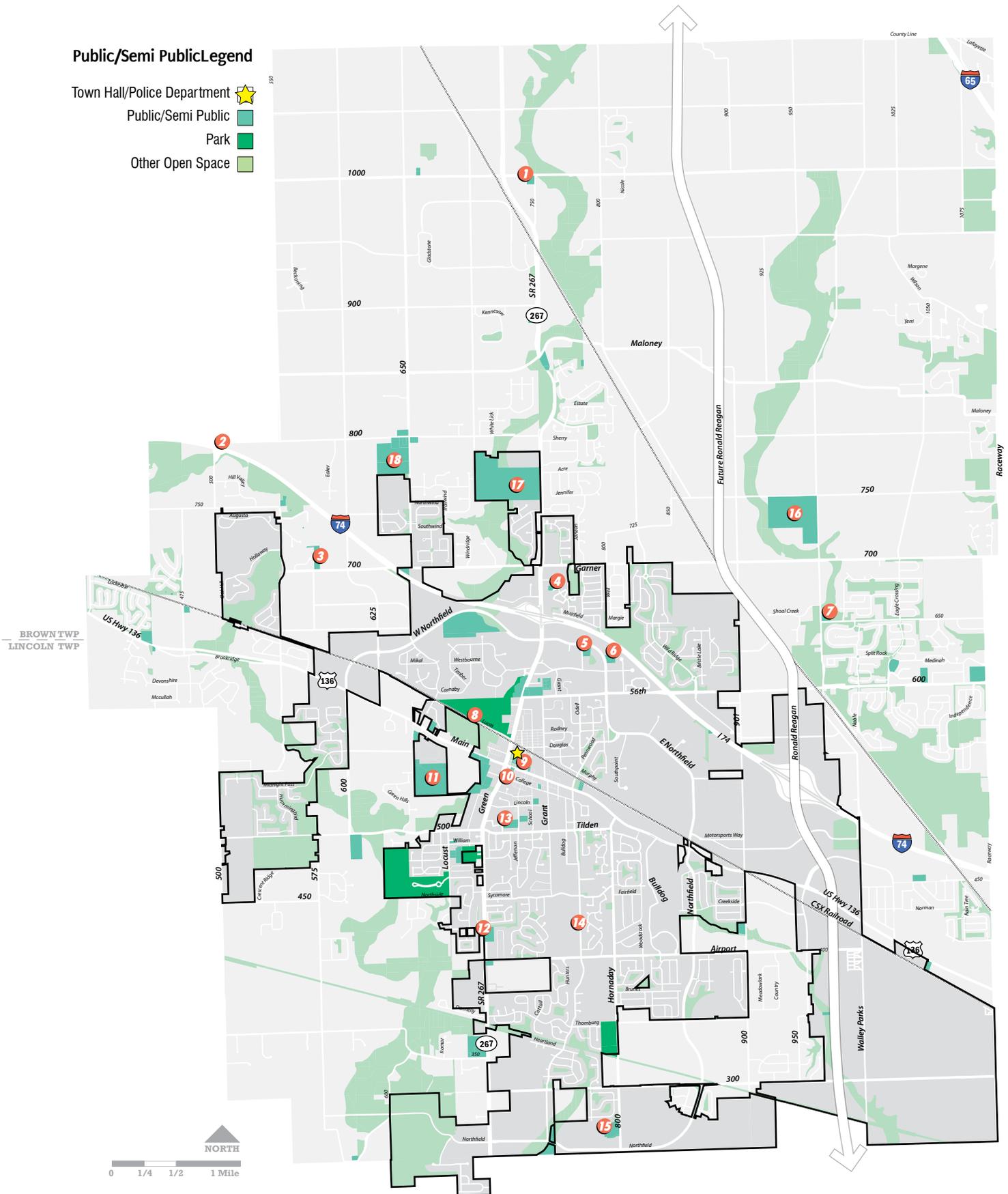
- 1 - Fire Station #132
- 2 - Water Tower (North Tank)
- 3 - Water Treatment Plant #2
- 4 - Police Training Facility
- 5 - US Post Office
- 6 - Brownsburg Fire Territory Headquarters
- 7 - Fire Station #133
- 8 - Water Treatment Plant #1
- 9 - Brownsburg Chamber of Commerce
- 10 - Fire Station #131
- 11 - Wastewater Treatment Plant
- 12 - Hendricks Regional Health
- 13 - Brownsburg Public Library
- 14 - Water Tower (South Tank)
- 15 - Indiana Orthopaedic Hospital West
- 16 - St. Malachy Parish & Future School Site
- 17 - Connection Pointe Church & Christian School
- 18 - Bethesda Baptist Church & Christian School



Community Facilities: Public/Semi-Public

Public/Semi Public Legend

- Town Hall/Police Department 
- Public/Semi Public 
- Park 
- Other Open Space 





BROWNSBURG COMMUNITY SCHOOL CORPORATION

The Brownsburg Community School Corporation (BCSC) currently operates fifteen facilities within the Town and believes that the schools are at capacity. In general, while school officials believe the locations of the schools are excellent, the facilities are in need of some improvements. The BCSC has plans to renovate inadequate facilities, but specific facilities are yet to be determined. A new elementary school is planned adjacent to Reagan Elementary School. The Brownsburg Community School Corporation is also considering adding a Transportation Center within the community.

The BCSC has indicated that there will be a need for additional Kindergarten through eighth grade space in the near future. As the Brownsburg community experiences growth and redevelopment, there will be additional impacts on school facilities and their staffing. The Town should continue to work with the BCSC as growth occurs to ensure that land can be acquired and properly serviced as the school district expands and determines that new school sites are necessary.

GROWTH AREA SCHOOL CAMPUS

The Brownsburg Community School Corporation owns property in the area to the northeast of the intersection of County Road 700 N and County Road 900 E. While plans for the site have not been formalized, it is anticipated that this area would eventually accommodate a school campus with multiple grade levels from elementary to high school.

While this site will play a key role in serving Brownsburg's population to the north of I-74, it is also located approximately one-quarter to one-half a mile east of the proposed route the Ronald Reagan Parkway corridor.

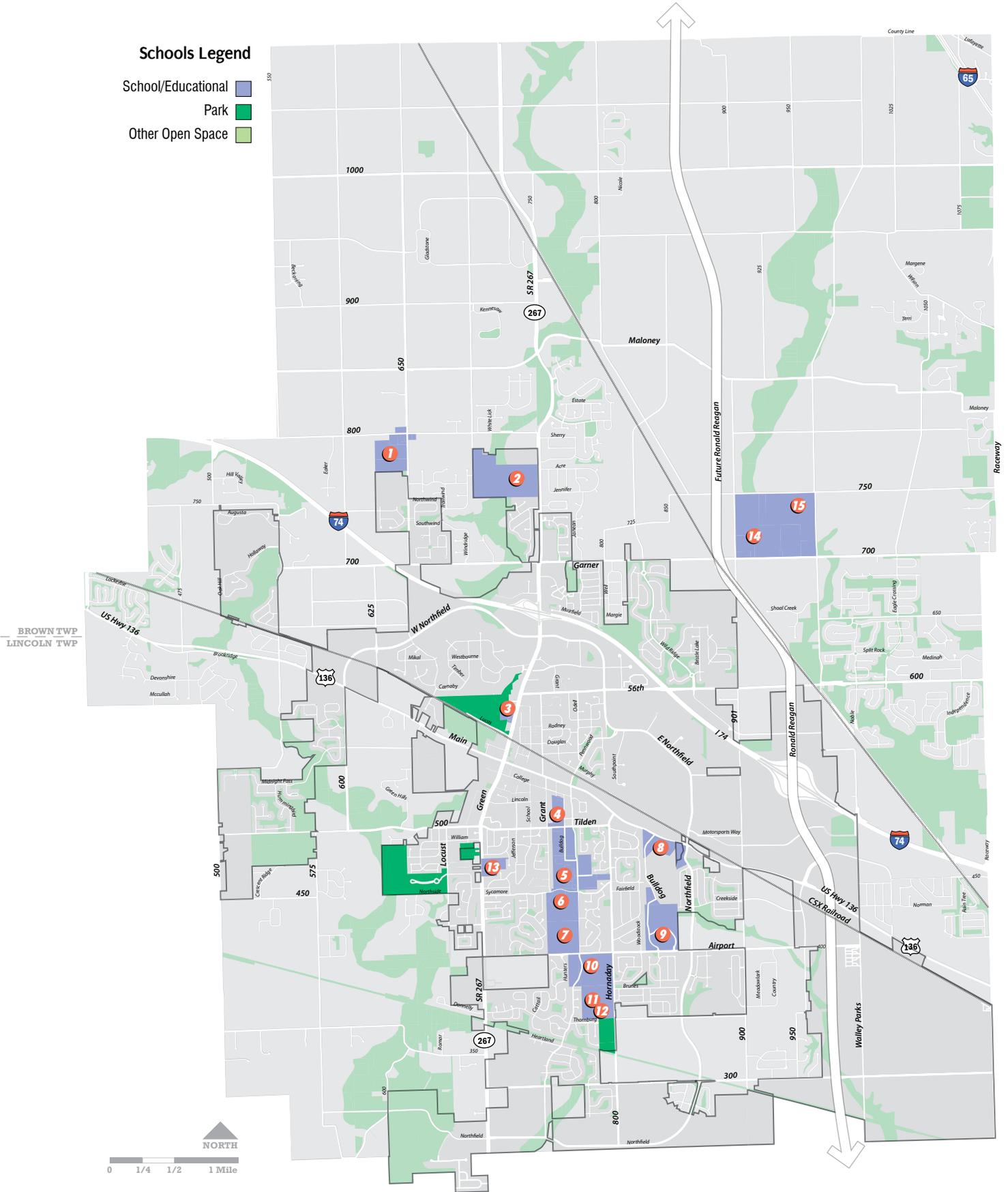
As such, commercial or industrial/employment uses may locate near the school site along the Ronald Reagan Parkway corridor, creating the potential for traffic congestion in the area. While development of this final phase of the Ronald Reagan Parkway is likely more than 10 to 15 years away from completion, it is important that the Town work with BCSC to ensure that appropriate roadway and access improvements are in place to mitigate potential transportation conflicts with future uses in the area.

Schools Key

- 1 - Bethesda Baptist Church & Christian School
- 2 - Connection Pointe Church & Christian School
- 3 - St. Malachy School
- 4 - Brown Elementary School/Central Office
- 5 - Brownsburg High School
- 6 - Eagle Elementary School
- 7 - White Lick Elementary School
- 8 - Reagan Elementary School
- 9 - East Middle School
- 10 - West Middle School
- 11 - Delaware Trail Elementary School
- 12 - Cardinal Elementary School
- 13 - Challenger Learning Center
- 14 - Brownsburg Community School Corporation (Future School Campus)
- 15 - St. Malachy Parish & Future School Site

Community Facilities: Schools

- Schools Legend**
- School/Educational
 - Park
 - Other Open Space



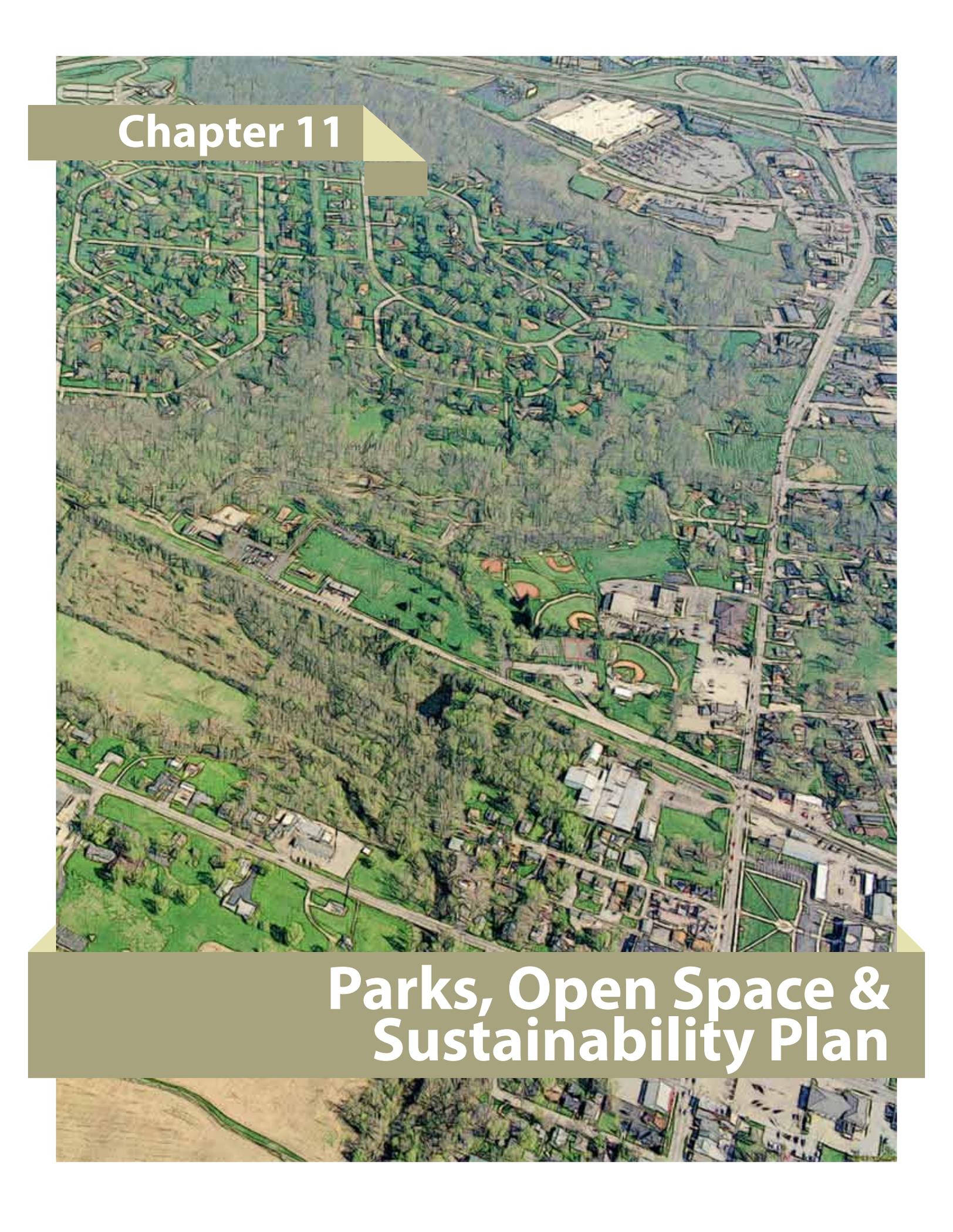
BROWNSBURG PUBLIC LIBRARY

The need for library services within Brownsburg has expanded as the community has experienced growth and redevelopment. In addition to demand on materials in circulation, the increasing popularity of Adult Education classes, English as a Second Language (ESL) classes, and computer training for senior citizens have also increased demands for meeting rooms and community rooms. The library has no current plans for expansion or renovation, but over the long term, plans include a renovation of the current facility to restructure its spaces and create more meeting room space.

RELIGIOUS INSTITUTIONS

There are numerous religious institutions and denominations located throughout the Town of Brownsburg. Religious institutions are a valued component of the Town's land use and development that contribute positively to the community's character. The uncoordinated development of such uses can cause issues such as problematic parking and traffic within residential neighborhoods or the use of potentially significant commercial sites by a tax-exempt entity. The Town should work with new or existing institutions to ensure that any proposals are appropriate and to minimize potentially negative impacts of their growth and expansion.



An aerial photograph of a suburban neighborhood. The image shows a mix of green spaces, including parks and open fields, interspersed with residential buildings and streets. A prominent road runs diagonally across the middle of the frame. The overall scene is a typical suburban landscape with a focus on greenery and open space.

Chapter 11

Parks, Open Space & Sustainability Plan



Parks, areas of open space, and environmental features are all important components of the Town and contribute significantly to overall quality of life for Brownsburg residents. This Plan recognizes the value of these areas and seeks to protect and enhance them as vital community assets. In addition, the Plan addresses the issue of community sustainability and outlines a strategic recommendations designed to ensure the long-term stability of the Town.

PARKS & RECREATION

BROWNSBURG PARKS AND RECREATION DEPARTMENT

The Town of Brownsburg's Parks and Recreation Department is the primarily responsible for the provision of parks and recreation in the Town. The Town of Brownsburg Parks and Recreation Department's (BPRD) stated mission is to:

"Serve Brownsburg's citizens by providing quality parks, recreation facilities and programs thereby ensuring that the Town continues to be a livable place where all citizens can enjoy a wide range of leisure and recreation activities."

The BPRD owns and maintains five park sites and facilities located in the central portion of Brownsburg. In addition to operating these facilities, the Parks and Recreation Department runs a number of community events and recreation programs in cooperation with partner organizations.

Parks and recreation are important contributors to the quality of life enjoyed by residents. This section of the Comprehensive Plan outline various guiding principles to parks and recreation development that should serve as a general guide, however it is strongly recommended that more detailed planning efforts be conducted by the Brownsburg Parks and Recreation Department.

PARKS & GREENWAYS MASTER PLAN

The BPRD is in the process of preparing a parks and greenways master plan. The Parks, Open Space and Environmental Features Plan contained in this Comprehensive Plan should be used to assist the BPRD in its planning efforts. In turn, once the new Parks and Greenways Master Plan is adopted, the Comprehensive Plan should be updated to reflect the goals, objectives and recommendations of the plan.

PARK AND RECREATION STANDARDS

For decades, the agreed upon standards for park and recreation facilities have been those established by the National Recreation and Park Association (NRPA). The NRPA recognized the importance of establishing and using park and recreation standards, particularly to provide a community with a recommended minimum number of facilities and land requirements for parks based upon population and geographic area. For simplicity and ease of use across the country, the accepted open space standard is 10-acres of parkland for every 1,000 people.

PARK LAND ACQUISITION

With approximately 150 acres of parkland and just over 21,000 residents as of 2010, a standards analysis would suggest the Town of Brownsburg has a parkland shortage of approximately 60 acres. Supporting this observation is the fact that, during the outreach process for the Comprehensive Plan, it was noted that while the recreation department performs well given its budget and the number of parks it oversees, some feel that the community is underserved by recreation, trails and open space.

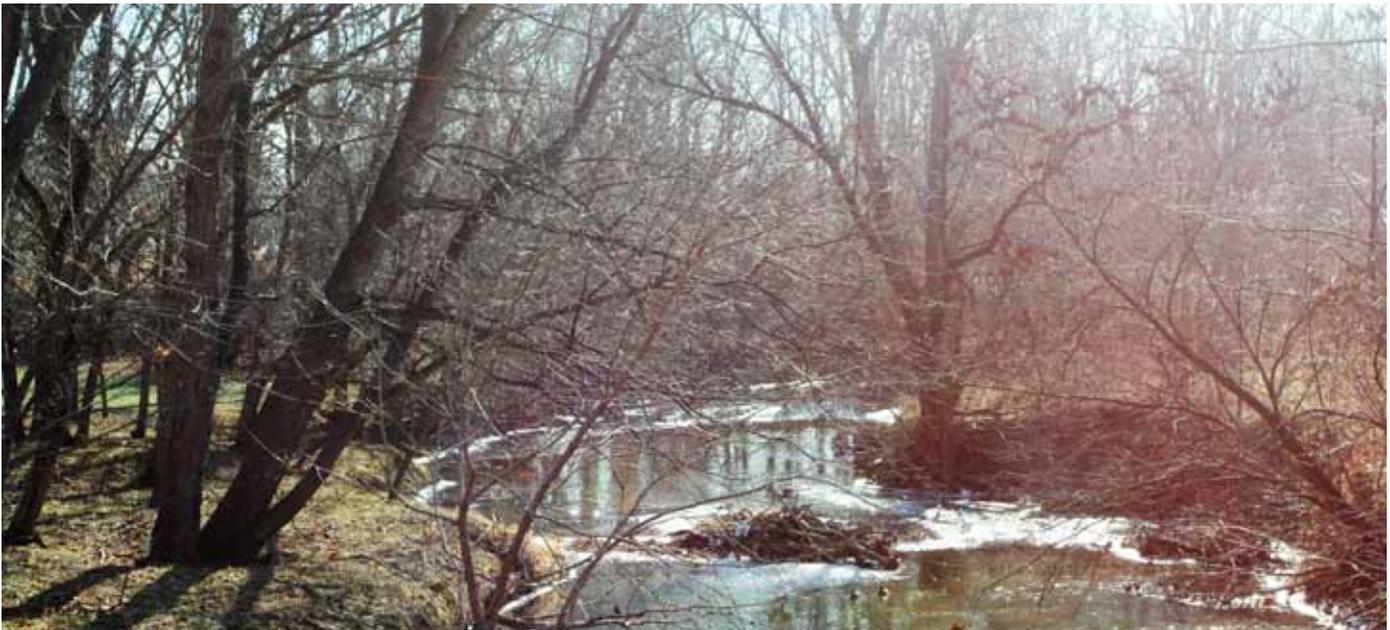
Much of Brownsburg's existing park land is concentrated in Arbuckle Acres (77 acres) and Williams Park (67 acres), and few neighborhood parks (either publicly or privately owned) exist. It is recommended that the Town promote the importance of parks and recreation, improve service in existing neighborhoods, and provide policies to ensure new growth areas are well served, which could require an evaluation of its subdivision ordinance and impact fee ordinance to ensure the adequate provision of park land and funds necessary to build and maintain parks and recreation infrastructure throughout the community.

Subdivision Ordinance

The Town's subdivision ordinance contains open space requirements for residential developments that are greater than five acres and located within certain residential zoning districts (R1, R2, R3, R4A and R4C). Under the ordinance, open space is to be used for either passive or active recreational purposes and the Town Parks and Recreation Board may purchase or accept dedication of any portion of the required areas of open space. The subdivision ordinance requirements are a key component to the future expansion of parks and open space in the undeveloped portions of Brownsburg and surrounding Brown and Lincoln Townships and should be periodically reviewed to ensure they are effective in assisting the Town in acquiring open space to meet the recreational needs of the community.

Impact Fee Ordinance

The Town has adopted a park and recreation impact fee that requires a per-dwelling unit fee be paid for all residential development requiring a building permit within the Town limits. In addition to the larger park sites dedicated through the subdivision ordinance, the impact fee allows the Parks and Recreation Department to plan for and develop smaller scale park sites throughout the Town. The impact fee ordinance is due to expire in January of 2014 unless action is taken to extend it. While amendments to the ordinance may be required to better meet the needs of the community, the Town should evaluate the impact fee ordinance, alter it where appropriate, and extend the ordinance prior to its expiration.





UNDERSERVED NEIGHBORHOODS

In addition to facilitating park development in future neighborhoods, the Town should continue to strive to ensure that all existing residential areas have safe and convenient access to parks. The Town should identify and prioritize opportunities to purchase land in underserved areas of the community and develop small neighborhood “pocket parks” and “tot lots” in areas identified to have the greatest need for new park space. Neighborhood parks should be centrally located within residential neighborhoods, ideally within a half-mile walk of all homes. If needed, larger community parks should be located along arterials and collectors with pedestrian linkages.

Future Park Sites

While unique opportunities for park land acquisition will present themselves as subdivision development occurs and individual properties become available for purchase, the Parks and Open Space Plan figure identifies underserved residential areas where new park land would be desirable. The areas highlighted in blue in the figure indicate the service areas for the Town’s existing neighborhood parks, community parks and school sites with outdoor recreational facilities.

Future School Campus Site

The Brownsburg Community School Corporation owns property in the area to the northeast of the intersection of CR 700 N and CR 900 E, which is within the Town’s growth area. While plans for the site have not been formalized, it is anticipated that this area would eventually accommodate a school campus including outdoor recreation facilities. As residential development occurs in this area, the Town should work with the school corporation to identify opportunities for pedestrian and bicycle linkages to planned recreation facilities that could be utilized by the public. Moreover, the BPRD should take into consideration proximity to any parks and recreation amenities provided at the school site when identifying the location of future park sites.

ENHANCING EXISTING PARKS

While the creation of new parks is desired to better meet the needs of underserved areas of the community, opportunities to enhance or expand existing park properties should also be pursued.

Cardinal-Delaware Property

This property is located to the south of Cardinal & Delaware Trails Elementary Schools and was acquired through a land swap with the Brownsburg Community School Corporation for the Vic Overman Sportsfield Park in 2007. As a component of the forthcoming Parks and Greenways Master Plan, the BPRD intends to develop conceptual designs for this site as well as Stephens Park. These designs should demonstrate the potential each site contains for desired parks and recreation amenities. They should also identify connections to adjacent residential areas and the elementary school properties to the north, and potential access to the nearby B & O Trail.

Arbuckle Acres Park Expansion

Arbuckle Acres is a 67-acre park located west of Green Street at Park Road which has been the principal facility of the park system since 1958. The park has many amenities and is the location of several heavily attended community events throughout the year, serving as an important destination within downtown Brownsburg. Many have called for the park's expansion which could provide opportunities for improved access and the creation of additional recreation amenities such as a community/recreation center for which the community has expressed a desire.

Such an amenity would help establish the park as a destination throughout the week that could benefit nearby downtown businesses. In addition to pursuing expansion opportunities for Arbuckle Acres, the Town should also seek to strengthen pedestrian connections to the park and future facilities to maximize potential spill over between the downtown and park.

St. Malachy School

The St. Malachy School, which fronts on Green Street adjacent to Arbuckle Acres, has indicated a desire to relocate its facilities to the area adjacent the recently relocated St. Malachy Parish at County Road 750 N and County Road 1000 E. The St. Malachy School properties at Green Street represent an opportunity to expand Arbuckle Acres and improve access to the large community park, which is currently restricted to single entrance/exit at Lucas Drive. The Town should evaluate the potential purchase of these properties as it seeks to identify opportunities to expand and enhance its existing park properties.

Aquatic Center

In a Parks and Recreation Needs Assessment Survey conducted by the Town in the spring of 2010, the creation of a new aquatic center/outdoor swimming pool was the most frequently cited number one priority. The BPRD currently offers aquatics programs in cooperation with the Brownsburg School Corporation at the Bulldog Aquatic Center facility at Brownsburg High School. The Town should consider including the development of a public aquatic center in its expansion plans for Arbuckle Acres.

Turn Lanes

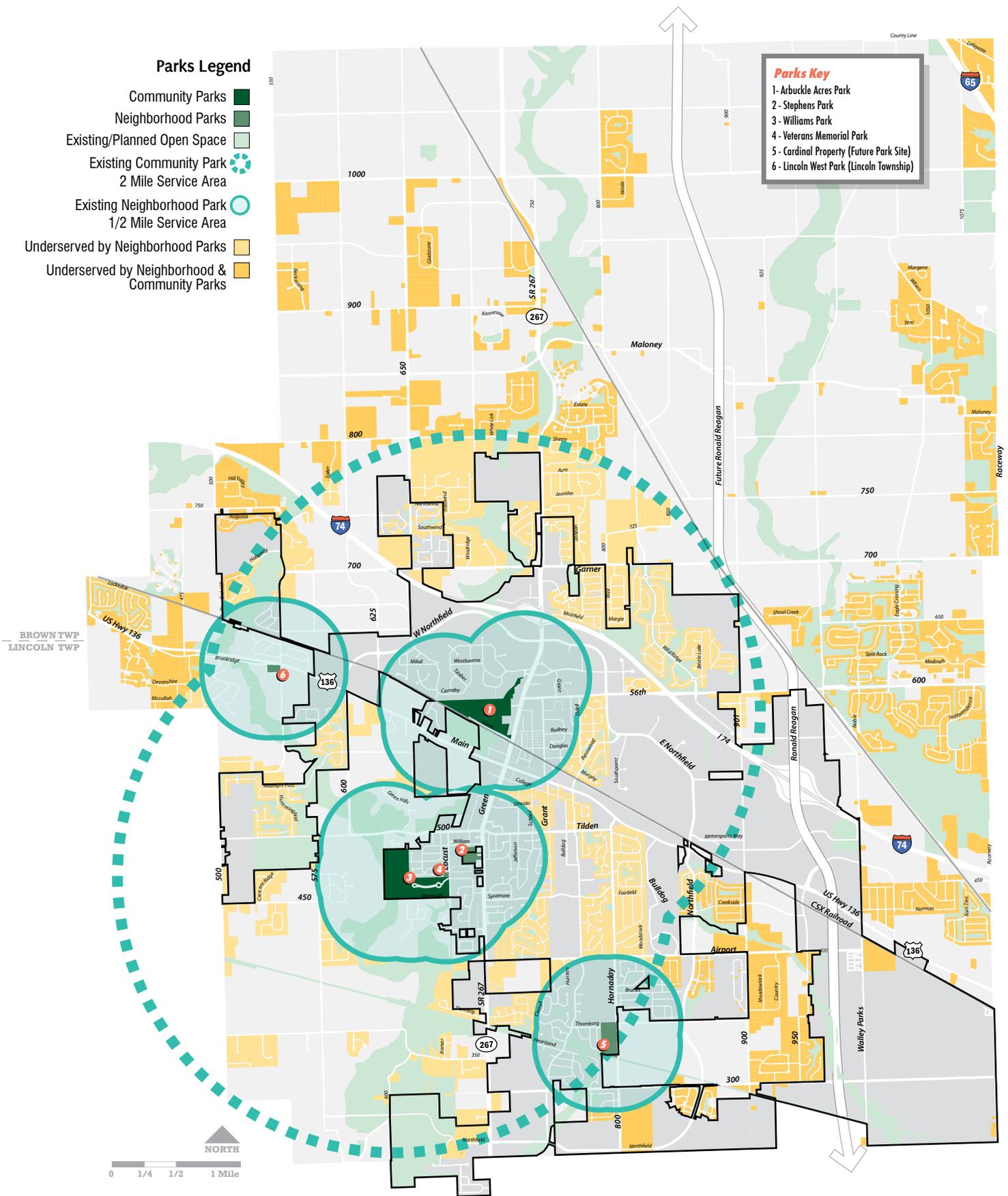
Should additional frontage be acquired along Green Street adjacent to Arbuckle Acres, the Town should consider installing turn lanes to minimize congestion related to traffic entering the park. While public right-of-way is narrow along this section of Green Street, Town-owned land adjacent the park could be used to accommodate a wider roadway width and turn lanes.

PROGRAMMING & PARTNERSHIPS

The BPRD coordinates its programming with several different municipal departments and service providers including but not limited to the Public Library, Brownsburg Fire Territory, and the Brownsburg Community School Corporation. For example, the BPRD utilizes Eagle Elementary as a base of operations for its Tiny Tot Camp and Adventure Camp summer camp programs. The Brownsburg High School Aquatics Center is also the location of the BPRD's Learn to Swim program. The Town should continue to partner with these and other agencies to provide high quality recreation programming to Brownsburg residents of all ages.



Parks & Open Space Plan



Parks Legend

- Community Parks ■
- Neighborhood Parks ■
- Existing/Planned Open Space ■
- Existing Community Park 2 Mile Service Area ⊙
- Existing Neighborhood Park 1/2 Mile Service Area ⊙
- Underserved by Neighborhood Parks ■
- Underserved by Neighborhood & Community Parks ■

- Parks Key**

 - 1- Arbuckle Acres Park
 - 2- Stephens Park
 - 3- Williams Park
 - 4- Veterans Memorial Park
 - 5- Cardinal Property (Future Park Site)
 - 6- Lincoln West Park (Lincoln Township)

EAGLE CREEK PARK

Eagle Creek Park is a 5,200 acre park (including 1,300 acres of water) that is owned and maintained by the City of Indianapolis. While this large park is not within the Town's planning jurisdiction, it borders the eastern edge of Brown and Lincoln Townships and is a significant regional asset within close proximity to Brownsburg.

Areas adjacent to the Town of Brownsburg's planning area include:

- » Eagle Creek Golf Course, a 27-hole course that features a driving range and training facility;
- » A large natural area composed of a mix of open space (former farm land) and forested areas; and,
- » Two retreats (Eagle's Hideaway and Eagle's Crest), that are used to host large groups and social events, can be accessed via Raceway Road and Fishback Road.

Eagle Creek Park is easily accessible via automobile, but pedestrian and bicycle linkages between Brownsburg and the park are limited. As proposed in the Town's Greenways Master Plan, trails should be established along the Maloney Road, 62nd Street (CR 700 N) and 56th Street (CR 600 N) corridors.

The Town should consider prioritizing the development of the 56th Street trail as entrances to many of the park's amenities are located along 56th Street which is a primary east-west corridor passing through some of the Town's most populated areas. A greenway trail should also be established along the South Branch of Eagle Creek, providing a scenic corridor between residential areas in the eastern portion of the Town's planning area and the southern portion of the Eagle Creek Reservoir.

PRIVATE OPEN SPACE

In addition to public parks and open space, private open space exists within the Town. Primarily, private open space is provided by private golf courses, private and public schools, homeowners associations, religious institutions and private clubs such as the Brownsburg Conservation Club.

ENVIRONMENTAL FEATURES

Wooded areas, rolling terrain, and streams and creeks characterize much of the undeveloped land in the Town's unincorporated growth areas. Local waterways such as White Lick Creek, the East and West Forks of White Lick Creek, the South Branch of Eagle Creek, related floodplains and wetlands, and other environmental features provide a scenic setting in the Town's environs that could be threatened by future growth and development.

WOODED AREAS

Several mature wooded areas are located throughout the Town and its planning area on both developed and undeveloped land. In some instances, the wooded areas are owned by public agencies such as the Brownsburg Parks and Recreation Department; however, the majority of the wooded areas are located throughout residential neighborhoods and within the more rural portions of unincorporated Brown and Lincoln Townships. White Lick Creek and the School Branch of Eagle Creek form continuous wooded corridors within the central and eastern portions of the planning area.

FLOODPLAINS & WETLANDS

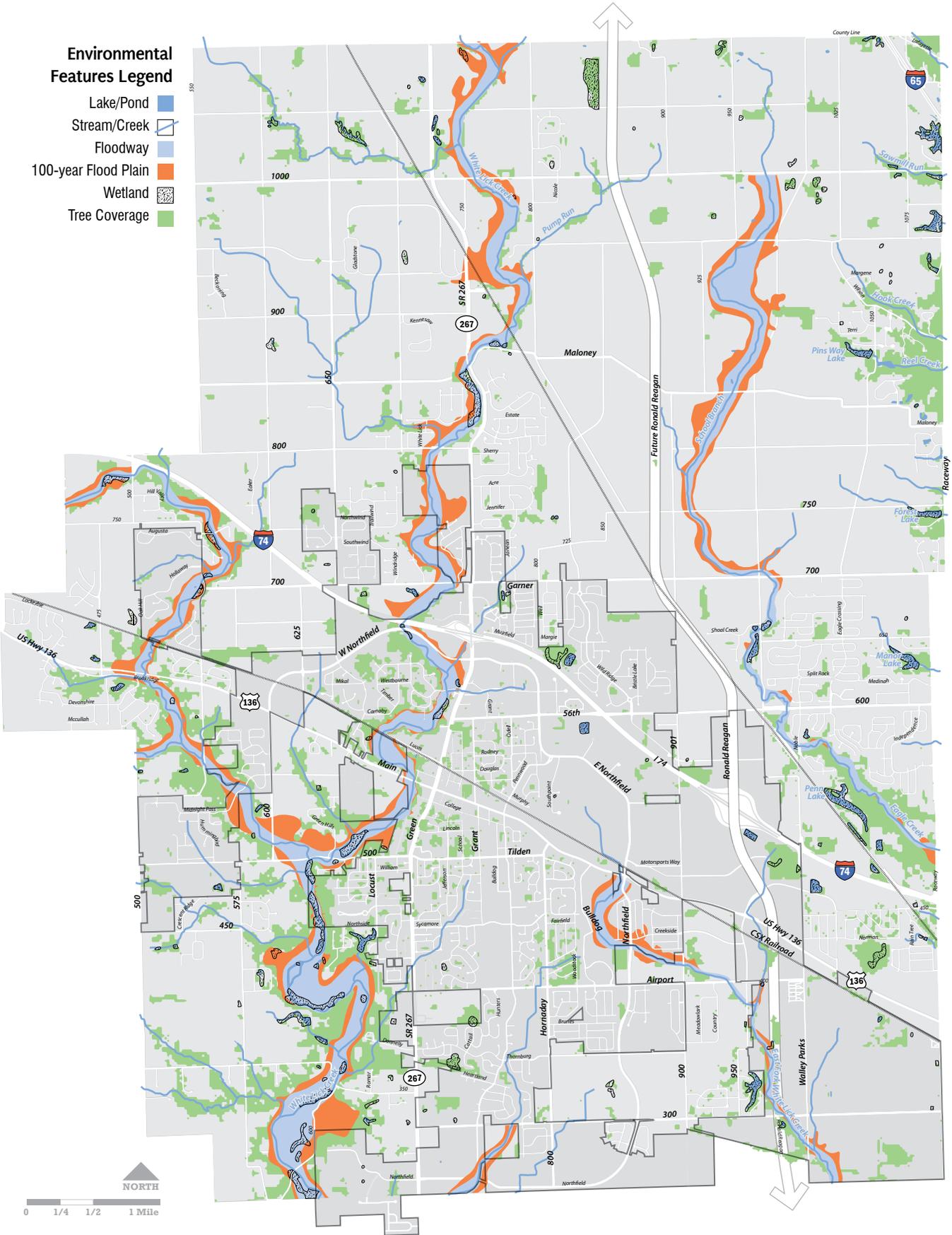
The White Lick Creek corridor is the predominant natural feature within Brownsburg and the planning area. There are also several other creeks, tributaries and related wetland areas and small lakes throughout Brown and Lincoln Townships. In addition to these sensitive natural areas, the Environmental Features figure illustrates FEMA designated floodways and areas within the 100-year floodplain that are to remain free of development.

The Indiana Department of Environmental Management (IDEM) does not include any local waterways or lakes within its 303(d) list of impaired waters. The Town should continue to preserve, protect, and improve streams, wetlands, lakes and water bodies within the community and ensure the health of its local waterways. Future developments should protect these environmental features, and wherever feasible, these features should be included in the overall design of the project.

Where wooded areas adjacent to waterways cannot be preserved, vegetated buffers should be established to protect local waterways from unmitigated stormwater run-off and the potentially damaging pollutants and erosion associated with run-off. Trail amenities should also be established within these greenway corridors to serve as an amenity to local residents while protecting local waterways.

Environmental Features

- Environmental Features Legend**
- Lake/Pond 
 - Stream/Creek 
 - Floodway 
 - 100-year Flood Plain 
 - Wetland 
 - Tree Coverage 



SUSTAINABILITY FRAMEWORK PLAN

The Sustainability Framework Plan strives to strengthen the Town as a sustainable community by emphasizing the three “pillars” of sustainability:

- » Environmental sustainability
- » Economic sustainability
- » Social sustainability

These pillars are not mutually exclusive, but rather mutually reinforcing. As development proposals are brought to the Town for consideration, decision-makers should identify how the proposed project is expected to affect these three pillars. The Town should work with the applicant to ensure that the project is environmentally, socially, and economically sustainable. The Sustainability Plan provides an overall approach for the Town’s sustainability efforts and initiatives.

ENVIRONMENTAL

PROTECT ENVIRONMENTAL FEATURES

The Town of Brownsburg and Brown and Lincoln Townships have several significant environmental features, including creek corridors, related floodplains and wetlands, small lakes, and heavily wooded areas, that add significantly to the character of the community. The Town should work to preserve these areas and to improve them through ongoing maintenance programs. New developments along or within these areas should also incorporate the environmental features into their design whenever feasible. As new developments occur in the potential growth areas, future developments should be designed to incorporate existing environmental features such as wooded areas and greenways into their site design.

WATER CONSERVATION/REUSE

The Town should promote development practices or techniques that lessen the amount of water used and wastewater generated by the community. The Town can take a leadership role in this effort by working with residents, businesses, and public agencies to design and implement programs and policies that reduce initial water use and encourage water reuse.

The Town should also continue to be proactive in addressing local stormwater quality and quantity issues through targeted stormwater infrastructure improvements and the incorporation of low-impact development (LID) and green infrastructure (GI) components into Town projects, such as the construction of new Town facilities. In addition to Town-led projects, the Town should also update its development regulations and controls to encourage the use of LID practices throughout the Town and Brown and Lincoln Townships. This topic is discussed further in smart growth technologies section of this plan.





ENERGY

SUPPORT ENERGY EFFICIENCY

The Town and partner agencies are in the position to lead by example, using public buildings to showcase sustainable development techniques and best practices including energy and resource saving construction, energy efficient design, and the integration of renewable energy sources. The construction of new community facilities and the renovation and expansion of existing structures provide an opportunity to promote the use of sustainable development practices.

For example, the Town might consider pursuing Leadership in Energy and Environmental Design (LEED) certification from the U.S. Green Building Council (USGBC) for a new project.

The Town should also consider the creation of an environmental policy which deals specifically with energy-efficient building design and construction. Such a policy should outline the need to upgrade the energy efficiency of existing buildings and assure energy efficiency in new construction.

RENEWABLE ENERGY

The Town should encourage residents and businesses to use renewable energy sources, such as solar, wind and geothermal energy. To encourage alternative energy use, the Town should work with partner agencies, such as the Brownsburg Community School Corporation, to educate the public regarding the benefits of alternative energy and work with the development community to incorporate renewable energy technologies into future projects. The Town's development regulations could also be revised to accommodate renewable energy technologies and infrastructure. The following are examples of how the Town could utilize renewable energy for municipal services and equipment.

HYBRID VEHICLES

The Town could purchase hybrid and/or electric vehicles to replace the fleet vehicles of various departments. Hybrid and electric vehicles have greater fuel economy and generate fewer air polluting emissions than vehicles powered by conventional gas engines. As the Town's fleet is expanded or existing vehicles need to be replaced, the Town could initiate a pilot program to evaluate the potential cost savings hybrid or electric vehicles offer the Town.

SOLAR POWERED TRAFFIC CONTROL SIGNS

The Town could upgrade traffic control signs throughout its jurisdiction to solar powered traffic control signs. Solar powered systems are clean, silent and more cost-effective to operate than traditional signals. Solar powered pedestrian and bike crossing signals could also be installed at previously unsignalized intersections and crossings where traditional electricity infrastructure may be absent.

LED SIGNALIZED INTERSECTIONS

The Town could upgrade its traffic signals to use light emitting diode (LED) technology. LED arrays are more energy-efficient and have a longer life than traditional light bulbs. In addition to upgrading local roadways, the Town should work with INDOT to convert all signalized intersections to LED arrays along state routes. The Town should be aware that these lights require snow removal since they do not produce as much heat as the traditional bulbs.



SUPPORT PUBLIC TRANSPORTATION

The Town of Brownsburg should continue to work with Indianapolis MPO and INDOT to promote public transit within the community. Although there are not any public transportation services currently within Brownsburg, the community has expressed an interest in creating transit service in the area and there will likely be a higher demand for such services as the Town continues to grow. The Indianapolis MPO has identified the intersection of Main Street (US 136) and Green Street (SR 267) in Downtown Brownsburg as a potential area for a regional transit hub.

Additionally, the area surrounding the Ronald Reagan Parkway interchange at I-74 represents an opportunity to incorporate public transportation infrastructure within an area of emerging regional importance. As the downtown, Ronald Reagan Parkway area and other significant districts are developed or redeveloped, mass transit infrastructure, technologies and facilities, such as bus stops, bus pull-offs, transit signal priority and commuter parking should be considered at the design stage.

MONITOR AND UPDATE DEVELOPMENT PRACTICES

UPDATE ORDINANCES AND DEVELOPMENT CONTROLS

Town ordinances and development controls are important tools to promote sustainable development practices in the community. As the Town continues to update codes, ordinances and other development controls, it should strive to ensure that “green building” and sustainable site design techniques are supported.

The Town should continuously monitor its ordinances and development controls to ensure they include and support the most up-to-date techniques. If not updated appropriately, traditional zoning ordinances and development controls can serve as barriers to sustainable development practices. For example, a local zoning ordinance may:

- » Require large lot sizes and setbacks that prevent a compact development pattern.
- » Have minimum parking ratios and site access management requirements that exacerbate the footprint of commercial development.

- » Include building code standards that disallow the reuse of graywater (wastewater from showers, sinks and washing machines) for landscape irrigation.
- » Prohibit renewable energy technologies as either a component of a primary or accessory structure.
- » Exclude on-site stormwater management features such as bioswales (a vegetated, shallow stormwater channel) from a list of acceptable landscape and open space components needed to meet minimum requirements.
- » Exclude a vertical mix of uses (i.e. a mixed use building) within a defined list of permitted uses.



PROMOTE SMART GROWTH

As new development proposals are brought forward, the Town should encourage developers and public agencies to follow the principles of smart growth which are to:

- » Create a range of housing opportunities and choices.
- » Create walkable neighborhoods.
- » Encourage community and stakeholder collaboration.
- » Foster distinctive, attractive communities with a strong sense of place.
- » Make development decisions predictable, fair and cost effective.
- » Mix land uses.
- » Preserve open space, farmland, natural beauty and critical environmental areas.
- » Provide a variety of transportation choices.
- » Strengthen and direct development towards existing communities.
- » Take advantage of compact building design.

(Source: Smart Growth Network)

SMART GROWTH TECHNOLOGIES

The Town should encourage developers to use smart growth technologies and best management practices. These development practices will preserve the watershed area and reduce runoff and soil erosion. The following are smart growth strategies that should be encouraged by the Town as new development occurs. The Town should also “lead by example” and utilize these technologies when renovating, adding to, or constructing new municipal facilities.

USE BEST MANAGEMENT PRACTICES & LOW IMPACT DEVELOPMENT

The Town should encourage developers to use Best Management Practices (BMPs). BMPs aim to address two key challenges the Town is facing: 1) erosion and capacity issues related to increasing volumes of stormwater runoff, and 2) water quality issues related to pollutants contained in stormwater runoff. BMPs are a combination of conservation measures and management practices designed to minimize negative impacts on surface and groundwater flow and serve to minimize adverse impacts on neighboring land or water systems.

In encouraging the use BMPs, the Town should consider a low impact development (LID) approach to stormwater management. Simply put, the goal of LID is to make a developed site (complete with buildings, sidewalks, parking lots and driveways) function like the natural environment by using low-cost, simple techniques to contain and use stormwater close to where it falls and allow the ground to absorb water and filter pollution as it would before development occurred.

Rather than disposing of stormwater by funneling it off site, LID advances the principle that stormwater is a natural resource that should be used to recharge natural systems at the site level. Allowing the natural processes of infiltration, filtering, storage and evaporation to occur onsite can reduce or eliminate the need for stormwater detention areas and drainage piping while improving overall water quality.

Examples of LID include the use of:

- » Pervious pavers and rain gardens that allow rainwater to infiltrate the ground surface;
- » Native plantings and vegetated buffers that minimize runoff and prevent erosion along waterways; and,
- » Bioswales that convey water to a naturalized channel where it can be partially treated and allowed to infiltrate the ground surface.

Collectively, BMPs and LID policies can help address stormwater management and quality to minimize stress on municipal infrastructure (e.g. treatment facilities or regionalized detention), mitigate damage related to erosion, flooding and water pollution, and maintain healthy natural groundwater resources.



ENCOURAGE LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN (LEED)

In addition to encouraging developers to pursue LEED accreditation for their projects at the site level, the Town can also have an influence on the overall design and construction of larger districts and neighborhoods. LEED for Neighborhood Development (LEED-ND) is a USGBC system that integrates principles from traditional planning practices, new urbanism, smart growth, conservation design, green building technology, and other LEED rating systems into the first national standard for neighborhood design. The following credit categories are included in the LEED-ND rating system:

- » Smart Location and Linkage encourages communities to consider location, transportation alternatives, and preservation of sensitive lands while also discouraging sprawl.
- » Neighborhood Pattern and Design emphasizes vibrant, equitable communities that are healthy, walkable, and mixed-use.
- » Green Infrastructure and Buildings promotes the design and construction of buildings and infrastructure that reduce energy and water use, while promoting more sustainable use of materials, reuse of existing and historic structures, and other sustainable best practices.

- » Innovation and Design Process recognizes exemplary and innovative performance reaching beyond the existing credits in the rating system, as well as the value of including an accredited professional on the design team.
- » Regional Priority Credit encourages projects to focus on earning credits of significance to the project's local environment.

(Source: U.S. Green Building Council)

SUPPORT RECYCLING

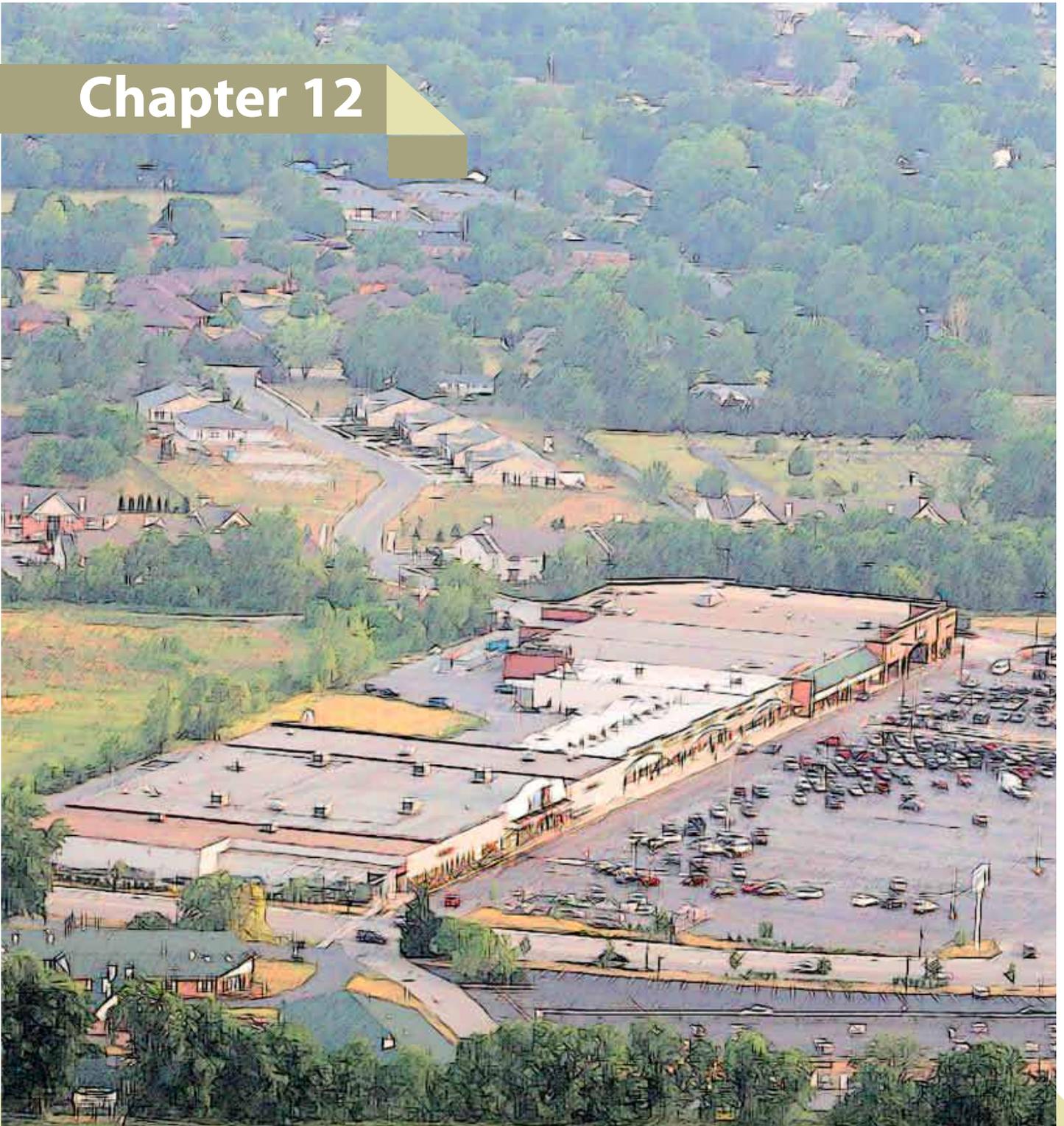
The Town should work to increase recycling opportunities for residents and businesses to lessen the amount of recyclable materials that go to landfills. In partnership with Disposal Alternatives Organization (DAO), the Town of Brownsburg hosts a recycling event every spring and fall, providing residents and businesses with an opportunity to drop off appliances, electronics, and other hard to recycle items at the town's fleet maintenance facility. Curbside recycling is provided throughout the Town via private contractors. The Town should continue to explore opportunities to partner with recycling service providers to expand recycling participation throughout the community. The Town should also work with the school system to ensure that the benefits of recycling are taught to students.

The Town should promote the economic benefits of recycling to the business community who can reduce their overall use of materials while increasing their reliance on recycled materials. Commercial, office and industrial buildings could also be encouraged to provide an easily accessible area that serves the entire building and is dedicated to the collection and storage of non-hazardous materials for recycling.

EDUCATE

The Town should take a leadership role in coordinating educational opportunities for the public, as well as elected and appointed officials about the importance of sustainability. In addition to working with partner organizations, such as the Brownsburg Community School Corporation, the Town has numerous tools at its disposal with which to educate the community. For example, the Town's website could be used to highlight sustainable practices (e.g. how to build a rain garden) and community-led efforts to improve the environment. The Town could also host educational sessions such as training seminars or workshops, and provide educational materials. Keeping the public and officials current on the latest techniques being used to create sustainability communities will assist the Town in future decision making.

Chapter 12



Image, Identity & Community Character Plan





The Image, Identity, and Community Character Plan recognizes that the identity, appearance, and character of the Town of Brownsburg has far-reaching implications for the way in which the community is perceived by potential residents, businesses, patrons and developers. Brownsburg can, through the implementation of a comprehensive Image, Identity, and Community Character Plan, create a unique brand for the Town which will help it attract new investment, tourism, employers and residents.

While elements such as a logo and a town slogan can be important components of the Town's identity, physical elements such as streetscaping, pedestrian amenities, and overall appearance and attractiveness can speak louder than a symbolic brand or logo. This section serves as a foundation for the continued development of Brownsburg's unique identity through physical improvements as well as conventional branding efforts. This section provides steps that can be taken to craft an image for Brownsburg that sets it apart in the region and lays a foundation for healthy growth and a high quality of life for residents.

COMMUNITY CHARACTER AND IMAGE

Brownsburg ranked #33 in the nation among Money Magazine's Best Places to Live 2009 - America's Small Towns. Despite its positive attributes, including quality housing and neighborhoods, desirable schools and proximity to Indianapolis, some feel that there is a lack of community identity and that, in general, there is no unifying community image or consensus for "who Brownsburg is." This section of the Plan aims to assist the Town in fostering that unique sense of character and identity and to better define what makes Brownsburg, "Brownsburg".

The Image, Identity and Community Character Plan is organized under the following categories: (1) streetscaping, (2) establishing an image and identity, (3) gateways and wayfinding, and (4) image and appearance.

STREETSCAPING

An attractive streetscape can have a tremendous impact on the overall character, image, and identity of a community and how the Town is viewed by visitors. The Town of Brownsburg should develop and implement a detailed streetscape plan that delineates such elements as street and sidewalk dimensions, uniformly-designed and adequately deployed street furniture, trash receptacles, lamp posts, railings, and street trees in sufficient bulk and quantity to provide shade on hot summer days.

The type and intensity of streetscape improvements will vary considerably from one portion of the community to the next, with the most frequented areas, such as the downtown, receiving the most streetscape attention. Greenfield development sites, such as the area surrounding the I-74 interchange at Ronald Reagan or portions of the Northfield Drive corridor, represent unique opportunities to integrate streetscaping elements into initial construction and establish a cohesive design that is not possible in previously developed areas where piecemeal streetscape implementation is required.

DOWNTOWN STREETScape

In addition to the community's appearance, some feel that Brownsburg lacks a defining character or identifiable community focal point. The Downtown Subarea Plan, which is included in Section 13: Key Focus Area Plans, can help address this concern. As the historic core of Brownsburg, it is important that the downtown serve as unique community focal point and district with an identifiable character that can help shape positive perceptions of the Town as a whole.

The Downtown streetscape should be focused on a pedestrian scale, while also creating an attractive atmosphere for passing automobiles. Streetscape elements such as benches, bicycle racks, trash receptacles, planters, wayfinding and more should be placed throughout the downtown to serve as amenities to pedestrians visiting the district. These elements should also be designed to complement one another and create a consistent aesthetic within the downtown.

SENSE OF ENCLOSURE

Downtown Brownsburg has a small section of zero-lot-line, mixed use buildings that form a streetwall along the northeast corner of the intersection of Main and Green Streets. When buildings form a streetwall along both sides of a street, a sense of enclosure is created that makes a downtown area more inviting to pedestrians and yields a more friendly and intimate downtown experience. In Downtown Brownsburg, however, a streetwall only exists along one side of the street and any sense of enclosure is absent.

While redevelopment of some areas of the downtown is desirable and could occur over the long term, in the interim, streetscaping elements including street trees could be used to "fill in" the other sides of the Main and Green Street corridors. Trees can be planted in a manner that mimics a street wall and provides a sense of enclosure otherwise absent in the downtown.





PEDESTRIAN TRAFFIC

Sidewalks within a downtown should foster a sense of safety and protection from passing traffic and allow visitors to walk comfortably side-by-side. Streetscaping elements such as planters can be used to buffer pedestrians from adjacent travel lanes, but should not obstruct pedestrian flow. While not always possible, lane narrowing and sidewalk widening in a downtown area can slow traffic, increase safety, and encourage people to walk.

On-street parking offers a substantial buffer to traffic, in addition to the functional benefits it provides to downtown patrons and business owners. Where possible, on-street parking should be preserved. Continued maintenance of crosswalks, including the restriping of worn down or erased markers, can yield significant returns with regard to pedestrian safety.

These simple enhancements serve as a reminder to automobiles that pedestrians are present and/or might be attempting to cross. In addition to enhancing pedestrian safety, crosswalk treatments such as lighted bollards or paving materials that contrast with the roadway, can also provide a visual element that adds to the character of the downtown as a unique district.

STREET LIGHTING

Pedestrian scaled lighting should be installed to illuminate downtown sidewalks and public areas. Lampposts can serve a dual function of lighting both the roadway as well as pedestrian ways, but pedestrian lamps should be located at 10 to 12 feet in height. Streetlights should also be attractive in style and design so as to serve both a functional and aesthetic purpose.

The streetlights located along Northfield Drive to the east of Green Street are a positive example of ornamental, pedestrian scaled lighting that complements the overall streetscape aesthetic of the corridor, however they do not deliver enough light for the roadway and are scheduled to be replaced with the lighting from the western portion of Northfield Drive is auto-oriented in scale. Combination light standards (pedestrian and vehicular) may be the solution to best address street lighting along the Town's key commercial corridors. Banners that announce events or the change of seasons could also be incorporated into the lampposts.

RONALD REAGAN PARKWAY INTERCHANGE AREA STREETScape

The area surrounding the Ronald Reagan Parkway represents an opportunity to implement a comprehensive streetscape treatment that welcomes visitors and local residents as they enter the community. To the extent possible, major commercial developments should incorporate on-site streetscape elements that complement the overall character of the community. Commercial development sites should also create a welcoming pedestrian environment. As development within this area may include housing and a local resident population, it is especially important that streets be designed to accommodate automobile, bicycle and pedestrian traffic.

As a predominantly commercial area with a regional focus, the Ronald Reagan Parkway area may not require the same level of streetscape intensity as the other areas such as the downtown. For example, benches or trash receptacles might be less frequently spaced and pedestrian wayfinding may not be necessary due to commercial signage associated with development. The pedestrian environment should be comfortable and safe, with adequate lighting, shade trees, pavement treatments, crosswalks, plazas, and other pedestrian-scaled elements.

CORRIDOR STREETSCAPE

It is important that key corridors leading into and through the Town be improved with streetscaping to better reflect the desired image and character of the Town. For many traveling through the community, these corridors may be a person's only impression of the Town. Enhancements should include "complete streets" elements, such as sidewalks or multi-use trails, transit facilities, vehicular and pedestrian scaled lighting, street trees, wayfinding signage, landscaped medians, and attractive and welcoming building facades, wherever feasible.

Although streetscapes along major corridors require a scale that is different from areas in pedestrian areas such as downtown, similar designs and themed components should be utilized wherever possible. This consistency in design is important and will help achieve a more unified character and identity across all areas of the Town. Working cooperatively with INDOT is essential when considering streetscaping enhancements along INDOT roadways.

UNDERTAKE INTERSECTION IMPROVEMENTS

The Town should identify key intersections in the community for streetscaping improvements. Many of these enhancements will require working with INDOT, utility companies, or current property owners and businesses. Potential improvements include additional landscaping, the burying of overhead utilities, repositioning/screening utility boxes, creating easily identifiable pedestrian crossings and holding areas, and installing bollard lighting to identify pedestrian areas and crossings. In addition to being safer for pedestrians, capturing these locations as visual enhancement opportunities can significantly improve the image of a community to passing motorists. Prominent intersections register more easily with motorists as they drive through an area, serving as a visual "landmark."

BURY/SCREEN UTILITIES

The Town should work with utility companies to bury overhead utility lines. Overhead utility lines are common along many of the Town's corridors, most notably the Main and Green Street corridors, and burying these utilities would greatly improve the appearance of the Town. Although burying overhead utilities is an expensive undertaking, the Town should coordinate with utility companies to include the burying of utilities into planned street resurfacing, right-of-way improvements, or other capital improvement projects. The Town should also require developers and utility companies to screen utility boxes from the street either through landscaping, fencing, or more strategic locations at the time of site development. The Town should also consider requiring utilities to be buried as redevelopment or new development occurs.





ESTABLISHING AN IDENTITY AND BRAND

Establishing an identity and brand for a community can be challenging. While residents are proud to call Brownsburg their home, the Town's brand or identity could be improved upon beyond its borders. Branding and signage are powerful tools in helping establish a stronger identity within the region. A branding strategy should draw on the history and character of the area and pull visual elements from the Town's well-known institutions such as the Town Hall or Lucas Oil Raceway. The brand should be integrated into gateways and wayfinding and should announce to visitors and residents alike what makes Brownsburg great.

THE BROWNSBURG "BRAND"

The Town recently revised its logo and website, but more needs to be done to the physical environment to create a cohesive experience for residents and visitors. At a minimum, the image and identity strategy must include incorporation of the Town's logo into banners, ads, events, signage, advertising, and other marketing efforts. Though there is no one project, item, or action that will singly establish an identity or brand for the Town. Instead, it will require the combination of the elements discussed in this section to create an identity that is uniquely Brownsburg. After these elements are put into place, a marketing campaign should be undertaken to help improve business attraction and retention, attract new residents and families to the area, and enhance the overall presence of the Town within the region.

MOTORSPORTS

The motorsports industry, as both a tourism draw and growing employment generator, has been recognized by Town staff, officials and residents as a compelling anchor for Brownsburg's shifting identity. The Town can use a number of strategies for crafting and bolstering this 'motorsports' identity. In addition to proximity to nearby Indianapolis and the presence of Lucas Oil Raceway, phrases often used by community members to describe Brownsburg like "small town character" and "friendly people" represent complementary themes. The Eaglepoint Business Park, which is a significant logistics hub and employer, is another potential component of a branding strategy.

As with streetscaping, the Ronald Reagan Parkway site offers a unique opportunity to integrate physical development character with a complementary comprehensive branding campaign. The concept of branding this area with a raceway theme was proposed during the public outreach process for the Plan. Moving forward, the Town should continue to communicate with local residents and businesses as the issue of branding development is further pursued.

RESPECTING THE PAST

While the primary focus of the Comprehensive Plan is to look toward the future, the community has stressed the importance of remembering Brownsburg's past. The Town's should identify strategies for maintaining its ties to agriculture and preserving historic structures and elements that contribute positively to the Town's image and identity.

AGRICULTURAL PRESERVATION

While the agricultural areas surrounding Brownsburg represent the Town's future growth areas, they also symbolize part of the Town's past. Like much of the State and Midwest, the Town of Brownsburg and its environs have a long agricultural history. Although agricultural preservation, which is a community priority, may appear to be a competing objective to that of growth and development, many communities throughout the country have successfully balanced these issues. As Brownsburg continues to experience growth pressure, there soon will come a time where farm implements can no longer safely travel on busy streets, and conflicts often will arise between farms and adjacent residential areas.

The recommendations of this Plan strive to prevent the premature conversion of agricultural land and open space, and promote its continued agricultural use until farming is no longer feasible or desirable by the landowners. When this occurs the Land Use Plan presented in this section identifies the best use for these parcels. The Land Use and Development Plan includes a growth strategy designed to limit the premature conversion of farmland, but additional steps can be taken to underscore the connection to Brownsburg's agricultural past.

FARMSTEAD PRESERVATION

The Town should encourage developers to preserve existing structures that reflect the rural history and heritage of Brownsburg when planning and designing new residential subdivisions. The Town should identify initiatives, such as incentives or development bonuses, which encourage the preservation of farmsteads, barns, homes and sites of unique character or historical significance.

HISTORIC DOWNTOWN BROWNSBURG

Anchored by the Town Hall and a node of commercial businesses, Downtown is considered by many to be an area of special importance and the symbolic heart of the community. Although the CVS and Walgreens represent recent development, they are not representative of the types of commercial development desired by the community who seek a traditional pedestrian oriented downtown area.

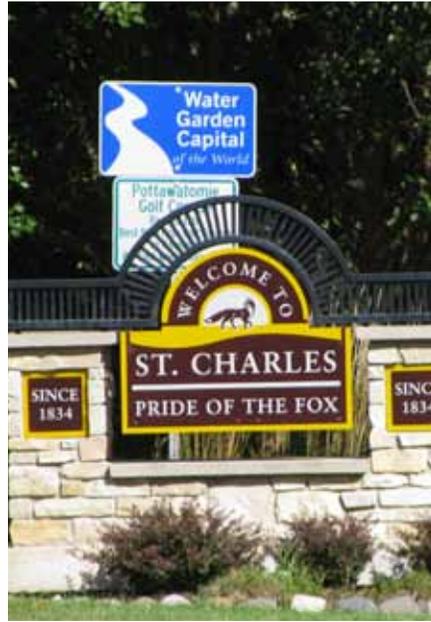
The cluster of mixed use buildings fronting the northeast corner of Main and Green Streets, as well as the former library building at Main and Adams Streets, reflect the character of downtown development desired by the community. The Town should make efforts to preserve these unique and desirable features. Given the downtown's character, importance to the Town's history, and its role in portraying a favorable identity and image for Brownsburg, a detailed Downtown Key Focus Area Plan has been created and can be found in Section 13: Key Focus Areas.

Historic Register

The Town should undertake an inventory of historic structures and sites within the community. Working with property owners, those of particular significance should be considered for addition to the State or National Register of Historic Places. Within the downtown, potential candidates might include the former Brownsburg Public Library building and the original St. Malachy Church building.

The only Brownsburg-area structure currently on the state or national register is the Walker School building. This one-room school house, located on the southwest corner of CR 600 N and CR 1000 E, was built in 1891.





GATEWAYS AND WAYFINDING

Gateway features announce entry into the community and instantly communicate a sense of character and identity. They should be strategically located throughout the community along key corridors and at intersections in locations that function as entry points into the Town. Gateway features should include high-quality and attractive signage, landscaping, and decorative lighting. It is important that gateways be of reasonable cost for both construction and ongoing maintenance.

Common design elements or “themes” (e.g. Town logo, building materials, landscaping and hardscaping) should be consistently utilized as part of gateway features throughout the community to provide a sense of identity that is easily recognizable as “Brownsburg” and creates a connection to the larger community. The Town should consider updating its existing gateway signage to include masonry, stone, architectural features, and other elements that create a more pronounced entry into the community.

Similar to and in conjunction with gateways, the Town should design and install wayfinding signage that is attractive and conveys the visual brand of Brownsburg. This signage can include the Town’s logo, a color palette that is matched to other town marketing materials, the Town Hall image, or other components that are easily recognizable as “Brownsburg”. The wayfinding signage must effectively and attractively direct motorists, cyclists, and pedestrians to nearby points of interest throughout the community, though the size and scale of the signage will vary depending on the scale of the environment and speed of travel, with smaller pedestrian-oriented signage downtown and larger auto-oriented signage in larger corridor areas.

INSTALLING NEW TOWN GATEWAYS

The Town should work with property owners to acquire necessary easements and install new Town gateway signs in the areas recommended on the Image, Identity and Community Character Plan figure. Gateways should be placed and oriented to be easily visible for both motorists and pedestrians. Durable, high-quality materials are important to ensure an attractive appearance over time. In addition to installing new gateways, the Town should also improve existing gateways to reflect the design and character of the new gateway design motif.

The plan identifies general areas where gateway signage would be desirable based on several factors including proximity to community assets and retail districts, adjacency to major roadways, and more. Additional discussion pertaining to specific gateway sign location can also be found in Section 13: Key Focus Areas Plans.

WAYFINDING SIGNAGE

In addition to gateway features that “announce” arrival into the Town and Downtown, wayfinding signage should also be installed to guide motorists and pedestrians to key destinations such as parks, event areas, the Town Hall, and other municipal facilities. These signs will help improve wayfinding and add to the community’s “sense of place”. Wayfinding signage is an essential component of an effective streetscape program and, if incorporated effectively, will significantly reinforce “community branding”.

BUSINESS LOOP

With the completion the Ronald Reagan Parkway interchange, Brownsburg has two prominent interchanges along I-74. This is an opportunity to establish a business loop (or commercial loop) that guides traffic from one interchange to the other via Main and Green Streets. While physical improvements to these INDOT controlled roadways will be needed to fully implement the commercial loop concept, wayfinding signage is a significant component of this strategy.

Wayfinding signage should be installed at both interchanges indicating the presence of the commercial loop. Signage along the commercial loop route and at the intersection Main and Green Streets would also be needed. In addition to directional signage, wayfinding signage could include indicators for key businesses or shopping centers and community assets along the route.

STREET SIGNAGE

Place names are an important component of establishing a sense of place and community identity and the most common type of place name can be found on the street signs of local roadways. As the Town has expanded into previously unincorporated and less densely occupied portions of Brown and Lincoln Townships, the County road naming system has remained intact. While local roads often have local names, it is common for major roadways to be known only by their numeric address range (e.g. County Road 700 N).

The Town should initiate a roadway name dedication effort to rename county roads in honor of local figures, prominent geographic features, nearby communities, or other place-specific features that foster a sense of place. To assist with navigation for those unfamiliar with the local roads, and maintain references to local address ranges, the county road numbering system should remain in a less prominent position on the sign.



Image & Identity Plan

Image & Identity Legend

- Primary Gateway Signage 
- Secondary Gateway Signage 
- Downtown Entry Signage 
- Mixed-use Core 
- Business Loop 
- Intersection Beautification 
- Streetscaping Improvements 

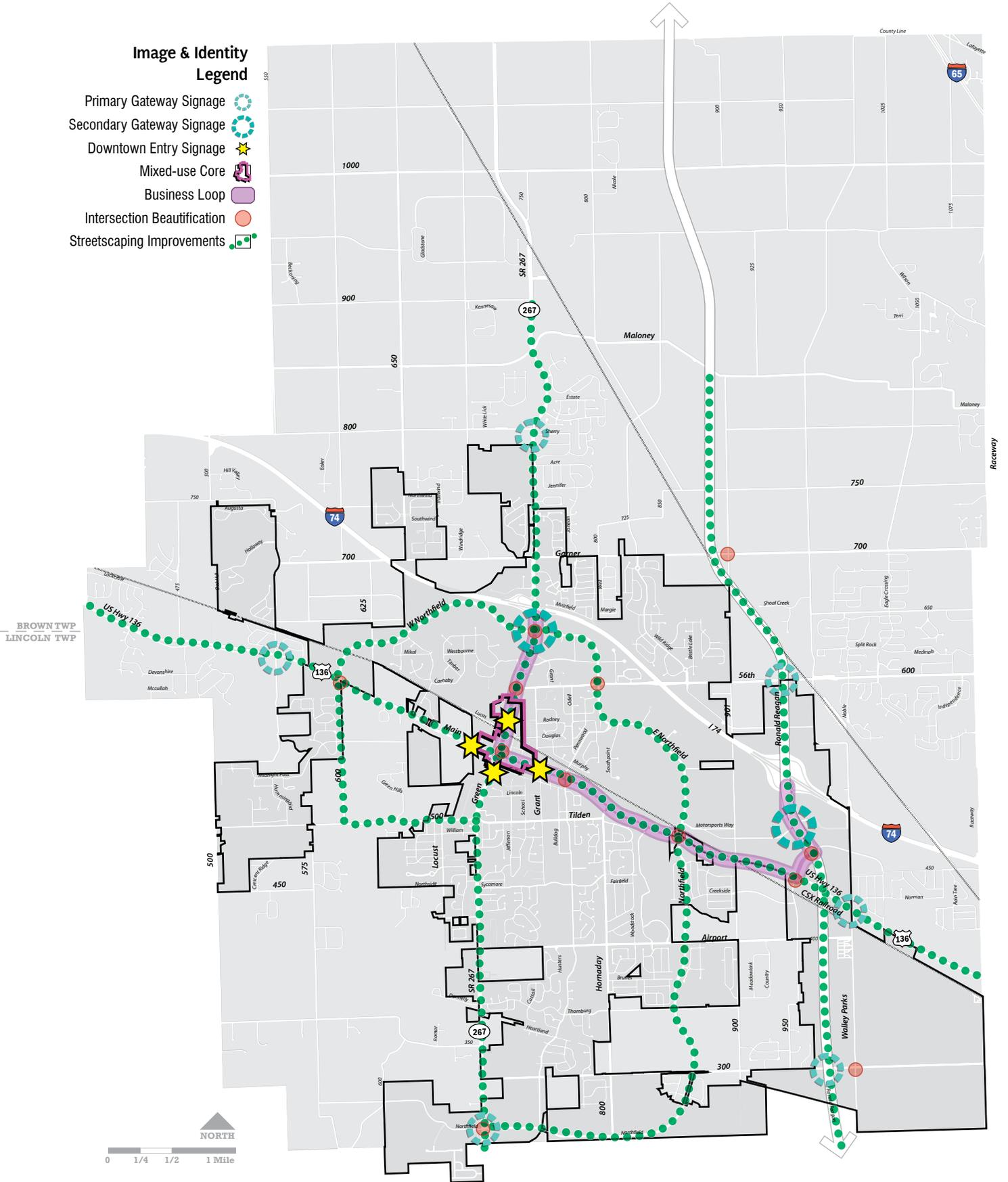




IMAGE AND APPEARANCE

The physical appearance of development has a significant impact on the outer image of a community within the larger region. The use of various design guidelines and standards, as implemented through piecemeal redevelopment requirements and community-wide incentive programs, will be an effective means of improving the physical appearance and related image of the Town.

ARCHITECTURAL STANDARDS

The Town should continue to utilize architectural standards that reflect the community's preferred elements and design features. The standards are not intended to dictate building design, but rather assist the Town in encouraging and guiding high-quality design and construction for all new developments. The Town's current architecture standards are incorporated within the zoning ordinance and deal with a range of topics such as landscaping, building orientation and articulation, massing and scale, roof treatments and façade articulation.

In addition to these Town-wide standards, the use of additional requirements in targeted areas could help establish a unique sense of character and identity within special districts such as the downtown or Ronald Reagan Parkway corridor. For example, specific architectural elements could be required or prohibited, helping to establish a common theme and sense of unification.

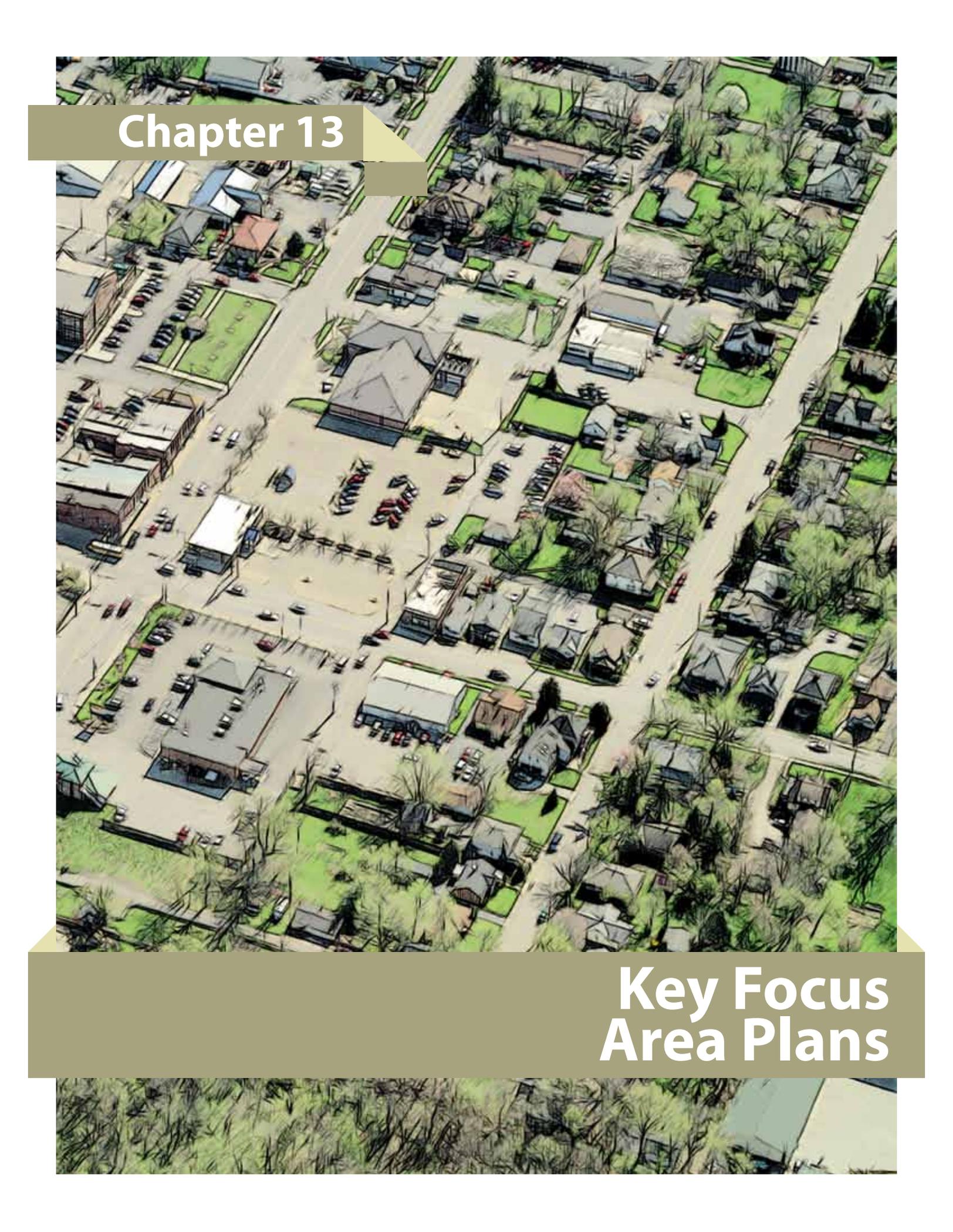
IMPROVE THE APPEARANCE OF STRUCTURES AND PROPERTIES

The Town should work with property owners along primary corridors to improve the appearance of buildings and properties. The overall image and appearance of the community will be elevated by combining public sector improvements within the public right-of-way, with private sector improvements for properties fronting these corridors. For many commercial and industrial businesses in the community, opportunities exist for additional parking lot landscaping, site landscaping, on-site pedestrian amenities, signage, and dumpster/loading area screening. In addition to assisting existing businesses, as new developments are presented to the Town for review, staff should work with petitioners to ensure that projects include high-quality construction materials and appropriate and attractive landscaping.

FAÇADE IMPROVEMENT PROGRAM

Improving the appearance of existing buildings would significantly improve the overall appearance and character of the Town. The Town should explore the establishment and implementation of a Façade Improvement Program to assist property owners with building and site improvements. Many existing businesses along the Town's key corridors are suffering from neglected exteriors and are in need of façade improvements.

There are several program models for façade improvement assistance, including zero interest loans, matching grants and rebate programs. Different communities utilize different methods of financing improvements, such as Tax Increment Finance (TIF) or Business Improvement Districts (BIDs), and Brownsburg should examine different programs that may be locally viable. Section 15: Implementation Strategy discusses some of these programs and strategies in greater detail.

An aerial photograph of a residential neighborhood. The image shows a grid of streets with houses, lawns, and trees. There are several parking lots with cars. The overall scene is a typical suburban or urban residential area.

Chapter 13

Key Focus Area Plans

Key Focus Areas Plans 13



This section presents recommendations regarding land use, development and improvements for four key focus areas within Brownsburg and its growth areas. The Key Focus Area Plans build upon the generalized recommendations established in the Land Use and Development Plan and provide more detailed and site-specific recommendations for these unique and important parts of the Town.

IDENTIFICATION OF KEY FOCUS AREAS

Many factors entered into the selection of the Key Focus Areas. They are economic generators for Brownsburg and are among the most intensely developed portions of the community. They include important transportation connections that link Brownsburg to the surrounding region. These areas are highly visible to passing motorists which means they contribute greatly to the perception of Brownsburg by residents as well as visitors. Finally, each area has issues which, if addressed, could significantly improve their function and aesthetics.

ORGANIZATION OF THE KEY FOCUS AREA PLANS SECTION

Each of the five Key Focus Areas is discussed in detail on the following pages including:

- » Identification of planning influences and existing conditions;
- » Key concepts for improvement and redevelopment;
- » Identification of catalyst redevelopment sites; and
- » Land use recommendations.

CATALYST SITES: EVALUATION CRITERIA

Catalyst sites are those parcels where redevelopment would have a positive catalytic impact on the surrounding area. In the identification of catalyst sites, certain criteria are considered. Catalyst sites are determined based on the sites exhibiting some or all of the following characteristics:

- » Under utilized buildings or land
- » Vacant buildings or land
- » Structural soundness of buildings
- » Size of property
- » Ownership (e.g., unified private ownership or Town-owned)
- » Visibility and access
- » Current zoning and adjacent zoning
- » Surrounding land uses

THE KEY FOCUS AREAS INCLUDE:

- » **North Green Street Corridor**, comprises the commercial areas located along Green Street between Stonybrook Drive and Arbor Springs Drive. This area is the only existing regional commercial district within the Town and represents a significant gateway into the community from I-74.
- » **Downtown**, which generally comprises commercial, residential, office and civic uses and is the symbolic heart of Brownsburg. The community desires to revitalize the downtown with an emphasis on traditional pedestrian-oriented, mixed-use development.
- » **East Main Street Corridor**, is one of the Town's earliest commercial districts and is firmly established as an auto-oriented corridor with regard to building design and scale, development pattern, and land use. Main Street is the Town's primary east-west corridor and contains a mix of neighborhood and community-wide serving retailers and service providers.
- » **Ronald Reagan Parkway & I-74 Area**, which is generally bound by County Road 600 N on the north, County Road 1000 on the east, County Road 400 N on the south, and County Road 900 E on the west. Once completed, the Ronald Reagan Parkway will have a significant impact on the Brownsburg community, providing tremendous access to an undeveloped part of the community and opportunities for new residential, commercial and employment-related uses.



NORTH GREEN STREET CORRIDOR

Green Street is the key north-south route through central Brownsburg and the corridor's I-74 interchange serves as a primary gateway to the community. The Green Street corridor is a densely developed commercial corridor that has capitalized on its strategic location adjacent I-74, catering to both the day-to-day needs of Brownsburg residents and the commercial demands of the larger region. While, as a whole, the corridor is a healthy commercial district, strategic improvements could enhance the function of existing development and better guide future development.

Opportunities exist throughout the corridor for future development including undeveloped outlots, under utilized sites and parking areas, and incompatible/outmoded land uses that should be transitioned to commercial development. Some existing centers can be improved or redeveloped to better leverage the area's potential for regional commercial development, provide a more attractive "front door" to the Brownsburg community, and most importantly, ensure long term health and vitality of this commercial district.

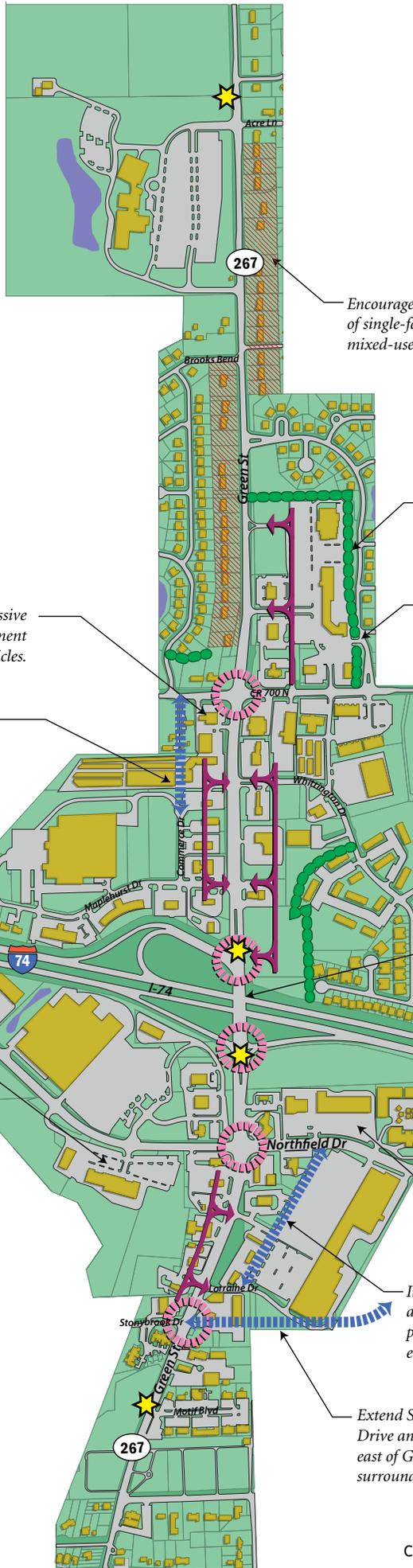


KEY CONCEPTS & RECOMMENDATIONS FOR THE NORTH GREEN STREET CORRIDOR

1. Extend or establish local streets where appropriate to break up the large super-block development pattern to improve circulation along the corridor for both vehicles and pedestrians and minimize traffic travelling along Green Street.
2. Provide internal cross access wherever possible between commercial properties, connecting independent and isolated commercial uses with one another. Depending on the existing development pattern of the subject properties, cross access could occur either in the front of or at the rear of the buildings, but should be focused on directly connecting adjacent parking areas which would permit customers to travel between businesses on a parallel network and eliminate unnecessary trips onto Green Street.
3. Minimize curb cuts along Green Street and promote shared driveways between business to the extent possible, to further assist with mobility and traffic flow and safety throughout the Green Street corridor.
4. Parking lot screening and interior landscaping should be provided around and within all surface parking lots in the corridor to improve their appearance to provide summer shade to minimize the heat island affect associated with large areas of concrete and asphalt.
5. Buffer nearby residential areas from the impacts of commercial development, such as noise, light and traffic, through the use of berming, fencing, landscaping and screening.
6. Preserve and incorporate environmental features in new development as site amenities, including stormwater ponds, wetlands, wooded areas and waterways.
7. Encourage outlot development along the Green Street corridor to provide a more pedestrian scale on the street and in under utilized parking lot areas of existing retail centers.
8. Relocate the gateway feature to the public right-of-way in the area immediately northwest of the intersection of Green Street and Northfield Drive. This location is more prominently situated within corridor district and presents an opportunity for signage to be easily viewed by those visiting the Town and shopping in the area.
9. Consider the use of “parking maximums” instead of the traditional parking minimums to prevent retailers from building unnecessarily large parking lots along the corridor.
10. Establish a fully connected sidewalk network along Green Street and through parking lots to provide a means for residents to walk along Green Street and connect them to businesses.
11. Beautify the corridor by requiring and installing parkway trees and other landscaping within publicly owned right-of-way.
12. Permit the commercial conversion of single-family homes fronting, and accessed from, North Green Street. As the Town of Brownsburg experiences northern growth and Green Street traffic increases, the quality of life of residents in these areas will diminish due to reduced safety, and noise, light and air pollution and pressure to convert these residential uses to non-residential uses will also increase. Properties in this subarea should be permitted to remain residential, with the opportunity to convert to office or commercial land uses.



NORTH GREEN STREET CONCEPTS & RECOMMENDATIONS



Encourage the comprehensive redevelopment of single-family lots to commercial or mixed-use development.

The screening and buffering at the rear of this site is excellent and should serve as the standard to address other land use conflicts throughout the Town.

Consider eliminating this access point for vehicles but maintain pedestrian access to the shopping center.

This site suffers from poorly maintained/excessive landscaping that obscures commercial development from passing vehicles.

Extend Commerce Drive north to connect with Whittington Drive, thus establishing a full connection between Maplehurst Drive and Whittington Drive.

Explore utilizing the overpass as a gateway feature for the Town of Brownsburg and/or the North Green Street Corridor.

This site provides an example of appropriate and attractive landscaping that should be replicated elsewhere in the corridor.

Several older commercial properties within the sub-area, such as Brownsburg Square, lack sufficient on-site landscaping and detract from the appearance of the corridor.

Improve this access drive with parkway landscaping and sidewalks, thus improving appearance and pedestrian circulation, and enhancing the environment for outlot development.

Extend Stonybrook Drive east to intersect with Lorraine Drive and Patricks Drive, improving circulation to the east of Green Street and facilitating future development surrounding Brownsburg Square.

Map Legend

- Gateway Opportunity 
- Key Intersection 
- Cross Access/Access Consolidation 
- Improve and/or Maintain Buffering 
- Street Grid Extensions & Connections 

CATALYST SITES

GREEN STREET STATION

The vacant land fronting Green Street at the northern entry to Green Street Station shopping center represents immediate opportunities for the development of retail or restaurant outlots. New development should have setbacks consistent with existing outlots, have attractive and detailed architecture on all sides, and be appropriate at both the pedestrian and vehicular scale.

PARKING LOT BETWEEN GREEN STREET STATION & BROWNSBURG 8

The parking lot situated between the two existing buildings represents a unique infill opportunity that could connect the two buildings and move commercial activity away from the neighborhood to the east. Development should try to create synergies between the movie theater and the existing center, such as restaurants or cafes.

GREEN STREET & COUNTY ROAD 700 N

The properties at the northwest corner of Green Street and County Road 700 N, if assembled, provide an opportunity for development at a key intersection. The visibility and prominent location at this corner make the property well suited for retail uses. Any development of the site should be used as an opportunity to establish a visual gateway into Brownsburg and the Green Street shopping area by providing a well designed and attractive building situated on a well landscaped site.

WHITTINGTON DRIVE AREA

East of Green Street along Whittington Drive is a large undeveloped site. area that is undeveloped and largely wooded. Also within this area is a Town-owned police training facility and a small convenience store located on Green Street. In total, this opportunity represents a large opportunity for redevelopment – some areas more easily than others. A vacant site along Whittington Drive east of Brownsburg Bowl and some of the frontage sites along Green Street are likely the easiest pieces to develop for new commercial uses. Some of the wooded areas, while potential candidates for redevelopment, should continue to be used in part to provide buffering for the residential and office uses to the east.

MAPLEHURST DRIVE (WEST END)

At the west end of Maplehurst Drive a vacant triangular parcel could be assembled to accommodate a new development. Given its location and retail would likely not be financially sustainable, however a hotel, similar to those on adjacent properties, could be well suited for the site. Development on this site would need to appropriately accommodate the creek and wooded areas to the extent possible and appropriate.

MAPLEHURST DRIVE & COMMERCE DRIVE

A development opportunity site exists along Maplehurst Drive, immediately to the east of the Maplehurst Bakery, fronting the north side of Maplehurst Drive. This site should be considered appropriate for restaurant or other commercial/retail uses, given its proximity to existing uses and its location.

BROWNSBURG SQUARE

Although a fully developed shopping center, opportunities exist to improve the appearance, function, and potential of the Brownsburg Square Shopping Center. A new access drive and/or roadway improvements would create the potential for new outlot development at the north end of the site along Northfield Drive. Another development opportunity exists within the vacant site behind the shopping center, where office or commercial service uses may be more appropriate.

NORTHFIELD DRIVE/I-74 (SOUTH)

The vacant parcel along the south side of I-74 on the east side of Green Street is highly visible and has the potential to accommodate a variety of uses, including retail, commercial service, hotel, and more. If this vacant area can be assembled with the aging commercial development to the south, which fronts Northfield Drive, the development potential of the area significantly increases due to the larger parcel size, improved access, and increased visibility.

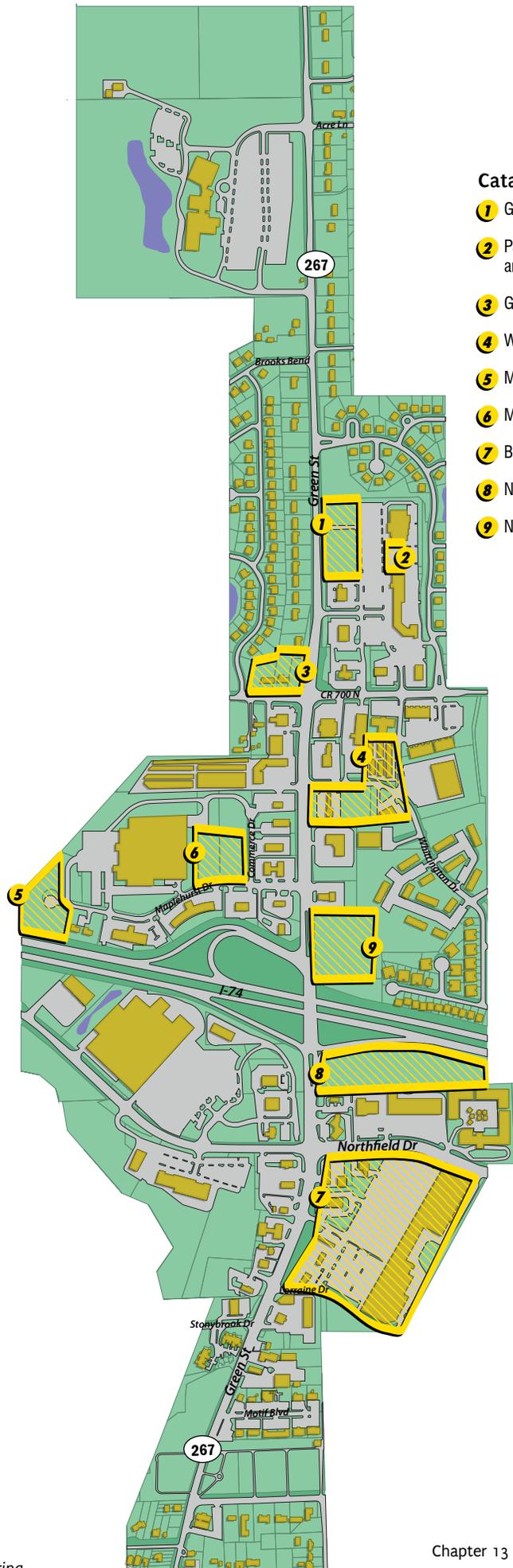
NORTHFIELD DRIVE/I-74 (NORTH)

A vacant parcel along the north side of I-74 on the east side of Green Street. The site is highly visible and serves as a terminal vista for westbound traffic existing I-74. Access to the site could be provided at the existing signal providing. The site has the potential to accommodate a variety of uses, including retail, commercial service, hotel, and more, but must remain sensitive to the residential development to the east.

NORTH GREEN STREET CATALYST SITES

Catalyst sites are those parcels where redevelopment would have a positive catalytic impact on the surrounding area. In the identification of catalyst sites, certain criteria are considered. Catalyst sites are determined based on the sites exhibiting some or all of the following characteristics:

- » Under utilized buildings or land
- » Vacant buildings or land
- » Structural soundness of buildings
- » Size of property
- » Ownership (e.g., unified private ownership or Town-owned)
- » Visibility and access
- » Current zoning and adjacent zoning
- » Surrounding land uses



Catalyst Sites

- 1** Green Street Station
- 2** Parking Lot Between Green Street Station and Brownsburg 8
- 3** Green Street & County Rd 700 N
- 4** Whittington Drive Area
- 5** Maplehurst Drive (West End)
- 6** Maplehurst Dr & Commerce Ave
- 7** Brownsburg Square
- 8** Northfield Drive/I-74 (South)
- 9** Northfield Drive/I-74 (North)

DOWNTOWN

Downtown Brownsburg generally comprises a mix of commercial, residential, office and civic uses and is notable as the historic center of Town and the symbolic heart of the community. While no longer the primary economic engine for Brownsburg, the downtown continues to play an important civic function for the Town and was consistently identified as a priority by the community which desires to see reinvestment within the downtown with an emphasis on traditional pedestrian-oriented, mixed-use development.

The boundaries of Downtown Brownsburg are difficult to define, as downtown blends into surrounding neighborhoods and adjacent commercial districts.

Generally speaking however, the intersection of Main Street and Green Street (136 & 267) is intersection that was historically the town center, although only the northeast corner remains intact. This corner essentially forms the core of existing commercial development within Downtown Brownsburg, and continues to shape the community's desires and aspirations for the area.

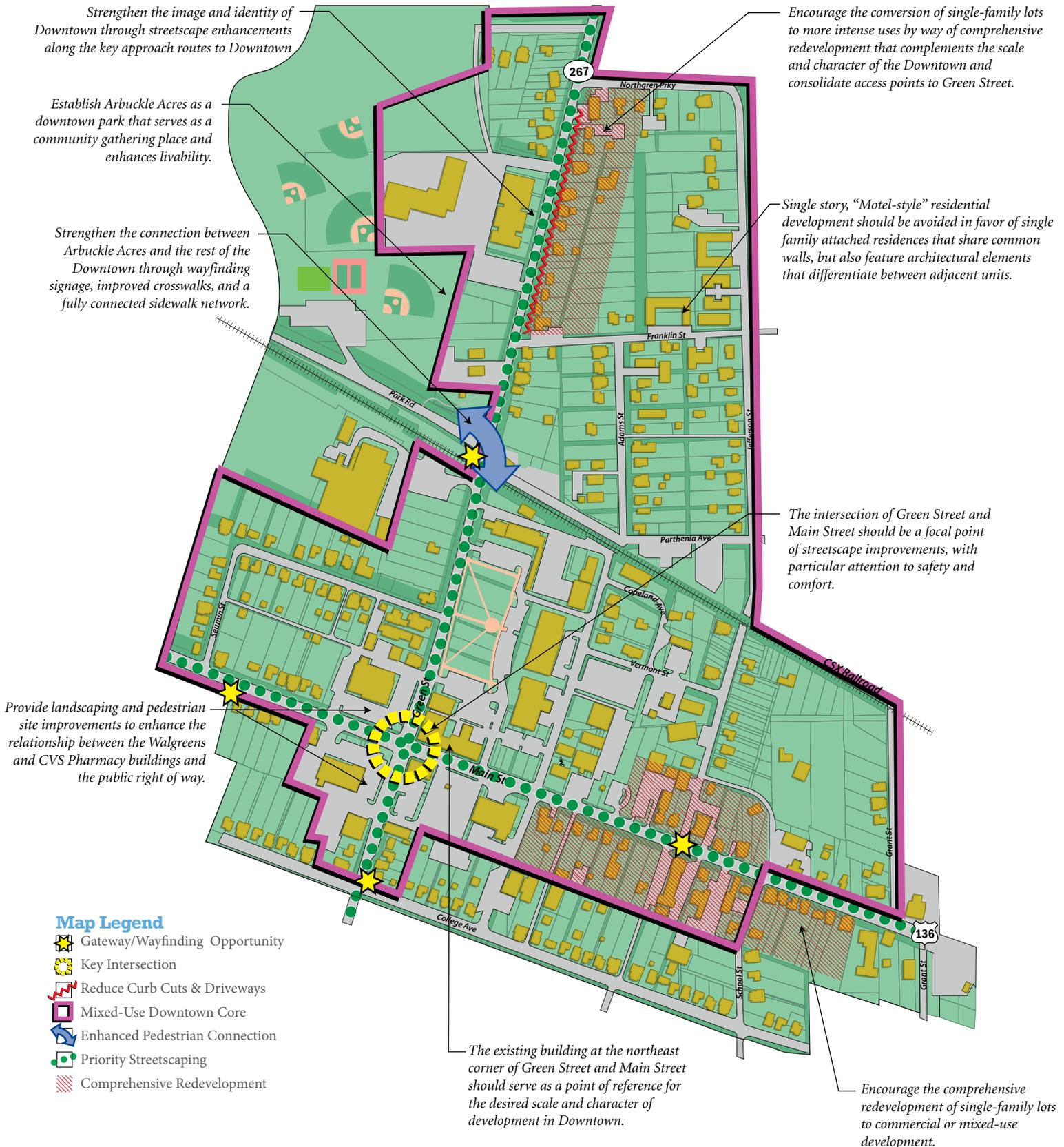
Recent development in Downtown has taken two forms: desirable and undesirable. The Town's municipal complex, including its Town Hall and Police Station, were built in Downtown and help reinforce Downtown as a community focal point. However a CVS and Walgreens were recently constructed on two important commercial sites in a manner that is more typical of an auto-oriented commercial district rather than the vibrant pedestrian-oriented district desired by the community. Recommendations in this subarea plan take into consideration both the history of Downtown as well as these recent developments.



KEY CONCEPTS & RECOMMENDATIONS FOR DOWNTOWN

1. A Downtown wayfinding system should be established, highlighting key destinations, public parking facilities, Town Hall, and Arbuckle Acres and recreation facilities. A tenant directory of downtown retailers and service providers should also be considered.
2. Redevelopment opportunities near the existing core of downtown businesses should be a priority. Reinvestment should focus on infill development and the redevelopment of key sites in order to maximize downtown's potential while enhancing the climate for existing businesses.
3. Infill development and redevelopment should be pedestrian-oriented in order to complement the historic building pattern of Downtown and the pattern desired by the community. Development and uses that maintain visual interest and generates foot traffic should be encouraged such as retail shops with attractive display windows and restaurants with sidewalk cafes.
4. Prohibit new auto-oriented development, including drive-thru and service uses, within the Downtown. Efforts should also be made to relocate existing auto-oriented uses outside of Downtown to more appropriate sites within the Town.
5. Communicate with existing industrial users about the community's vision for the area and develop a long-term strategy to assist in relocating businesses to formalized industrial parks/areas where impact on adjacent non-industrial properties can be better mitigated.
6. Encourage mixed-use development within Downtown, consisting of office, commercial service and residential uses located above ground floor retailers and restaurants.
7. To maintain Downtown's unique identity and character, the Town should consider policies, programs and tools to identify and facilitate the protection of historic buildings and sites and encourage adaptive reuse of historic structures.
8. The Town should maintain a commitment to quality architecture through the development of tools and guides specific to Downtown properties, such as design and development guidelines.
9. The importance of public uses (Town Hall, parks, churches, social services, etc.) cannot be overstated for the continued success of Downtown. Efforts should be made to ensure these important public uses are maintained in Downtown.
10. Surface parking lots should be consolidated and located behind buildings to facilitate a development pattern of a traditional downtown area, where buildings are located at the front property line to create a "street-wall". The streetwall is critical to creating a welcoming, interesting, and walkable pedestrian environment.
11. Within the downtown core, commercial uses should be the primary form of development with residential development prohibited on the ground floor.
12. Building on this subarea plan and Comprehensive Plan and Process, consider a more detailed plan for Downtown Brownsburg to better address all aspects of the community's vision for Downtown.
13. Plan for a transit center in Downtown Brownsburg to serve as a hub for a future Brownsburg circulator and as a connecting transfer station for express bus service into Indianapolis as identified in Indy Connect, a long-range transportation plan for Central Indiana.
14. Establish a Downtown Economic Improvement District to fund streetscaping improvements including lighting, banners, and wayfinding to improve the comfort and pedestrian experience of the downtown.
15. Promote a compact built form with buildings located at the front property line with parking in the rear. Incremental or comprehensive redevelopment along Main or Green Streets should form a traditional downtown streetwall.

DOWNTOWN CONCEPTS & RECOMMENDATIONS



Map Legend

- Gateway/Wayfinding Opportunity
- Key Intersection
- Reduce Curb Cuts & Driveways
- Mixed-Use Downtown Core
- Enhanced Pedestrian Connection
- Priority Streetscaping
- Comprehensive Redevelopment

CATALYST SITES

GREEN & MAIN (SE CORNER)

A small, single-story bank and its neighboring parking lots are under unified ownership and provide a redevelopment opportunity at a key intersection in Downtown. New development should form a stronger relationship to the historic building pattern of Downtown. Ideally, it would consist of a multi-story building oriented toward Main Street and Green Street, that would spur downtown revitalization east along Main Street. The building should maintain the streetwall and assist in providing a comfortable pedestrian environment. Parking should be provided in the rear of the building, and accessed through the existing public alley.

COLLEGE & GREEN (NE CORNER)

This area comprises a mix of single family homes (some of which have been converted to commercial use) and other small commercial buildings. Given its location at the southern gateway into downtown, commercial redevelopment should be encouraged that maximizes the area's potential.

The town should encourage the assembly of parcels fronting Green Street along with the rear adjacent parcel to provide adequate depth to accommodate more significant development. A two- to three-story building with a high-quality of architecture would complement the scale of development on the opposite side of Green Street.

GREEN & RAILROAD (WEST SIDE)

This industrial property located along Green Street presents a redevelopment opportunity that could foster more compatible uses with Downtown and help establish a prominent entry into this district. This opportunity site is best suited for commercial uses, but could also develop with mixed-use, single-family attached housing or multi-family housing. To avoid closing a viable business, the Town should work with the existing industrial owner to relocate to more appropriate areas within Brownsburg such as the Mardale Drive area adjacent the Brownsburg Waste Treatment Facility or the Eaglepoint Business Park.

ST. MALACHY PROPERTIES

St. Malachy Parish owns these parcels fronting Green Street. While private development would be appropriate, these properties are strategically located adjacent to Arbuckle Acres park, which the community and Town have expressed an interest in expanding. The St. Malachy properties could provide an additional access to Arbuckle Acres from Green Street and allow the park to accommodate additional recreation amenities desired by the community.

NORTH GREEN STREET

This area is currently the site of a development proposal for a mixed-use development. While mixed-use development may be appropriate for this site over the long term, single family attached and multi-family residential development would also be appropriate. The Town should maintain flexibility with regard to desired land use and development in this area. Regardless of use, development should be of high quality and reflect the scale and character of the downtown.



DOWNTOWN CATALYST SITES

CATALYST SITES

- 1 Green & Main
- 2 College & Green
- 3 Green & Railroad
- 4 St. Malachy Properties
- 5 North Green Street

Catalyst sites are those parcels where redevelopment would have a positive catalytic impact on the surrounding area. In the identification of catalyst sites, certain criteria are considered. Catalyst sites are determined based on the sites exhibiting some or all of the following characteristics:

- » Under utilized buildings or land
- » Vacant buildings or land
- » Structural soundness of buildings
- » Size of property
- » Ownership (e.g., unified private ownership or Town-owned)
- » Visibility and access
- » Current zoning and adjacent zoning
- » Surrounding land uses



EAST MAIN STREET CORRIDOR

The East Main Street corridor, which consists of the parcels fronting Main Street between Grant Street and Northfield Drive, is an important commercial district that also functions as an eastern gateway for Brownsburg. As one of Brownsburg's first commercial districts, the area's development is characteristic of early suburban commercial corridors which prioritized the automobile over pedestrians, and developed in a piece-meal fashion with little coordination and connection between adjacent uses. Some properties within this area are suffering from past planning decisions and disinvestment and several key sites are vacant, including the former Chevrolet dealership and former Cowboy Bob's property.

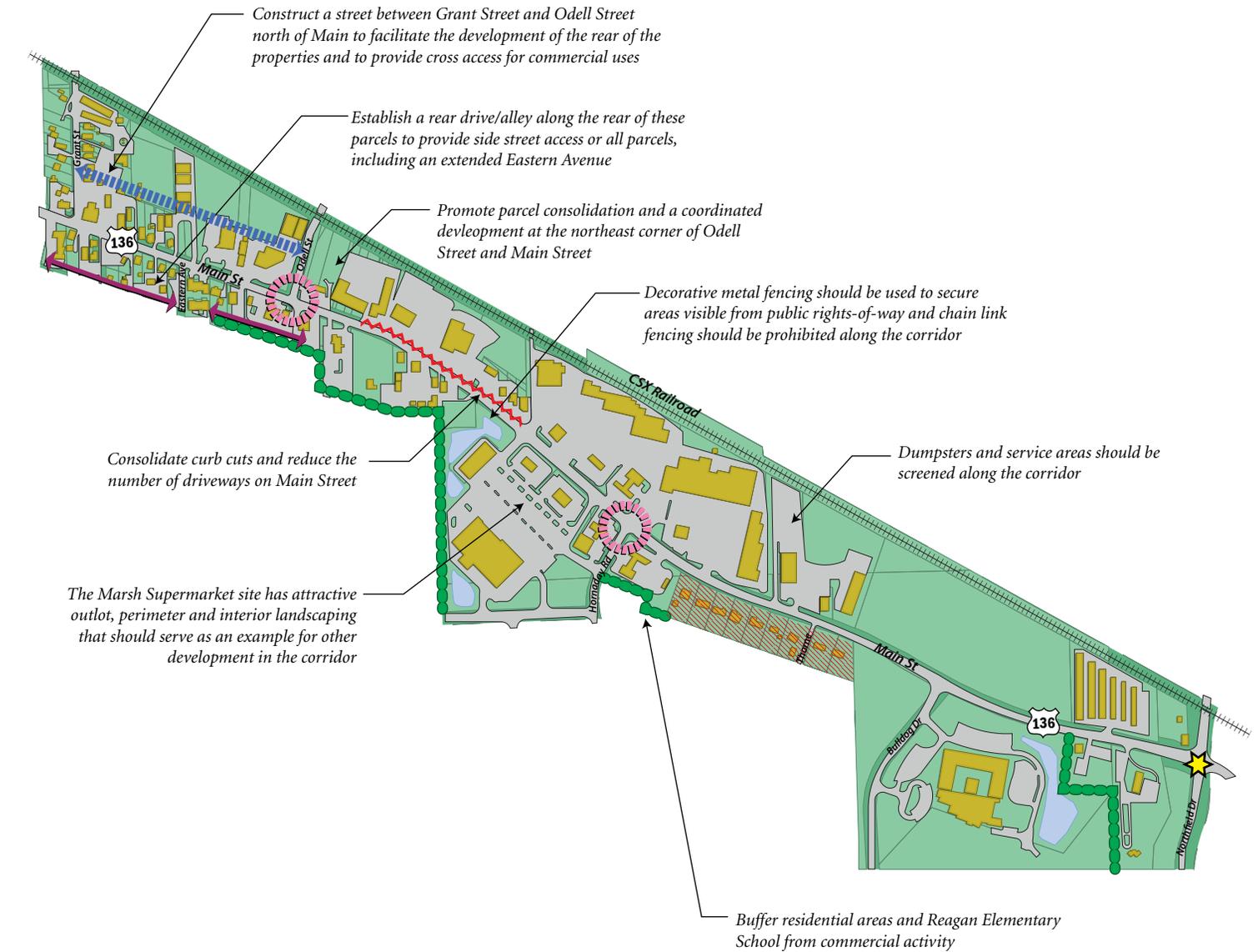
Few adjacent properties are connected to each other through cross-access, thereby forcing customers onto Main Street to visit neighboring/adjacent commercial sites. Parcels in the western portion of the corridor are characterized by shallow lot depths and narrow widths, limiting redevelopment potential. Conversely, the eastern portion of the corridor is characterized by large, under utilized or vacant parcels and aging retail centers.



KEY CONCEPTS & RECOMMENDATIONS FOR THE EAST MAIN STREET CORRIDOR

1. Provide internal cross access wherever possible between commercial properties, connecting independent and isolated commercial uses with one another. Depending on the existing development pattern of the subject properties, cross access could occur either in the front of or at the rear of the buildings, but should be focused on directly connecting adjacent parking areas which would permit customers to travel between businesses on a parallel network and eliminate unnecessary trips onto Main Street.
2. Minimize curb cuts along Main Street and promote shared driveways between business to the extent possible, to further assist with mobility and traffic flow and safety throughout the Main Street corridor.
3. Parking lot screening and interior landscaping should be provided around and within all surface parking lots in the corridor to improve their appearance to provide summer shade to minimize the heat island affect associated with large areas of concrete and asphalt.
4. Minimize the impacts of commercial development (such as noise, light and traffic) on nearby residential areas through the use of buffering and screening.
5. Smaller commercial properties should be considered for consolidation and comprehensive redevelopment, given the appropriate opportunity.
6. Install gateway features such as signage and landscaping at key intersections (Main and Northfield) to “announce” entry into Brownsburg.
7. Require the screening of dumpsters, service areas and other unsightly uses and enand service area screening should be required and enforced consistently.
8. Consider an overlay district that enacts special design standards including maximum front yard setback, minimum lot size for auto-dealerships and repair centers, and maximum parking standards for the Main Street Corridor.
9. Establish a fully connected sidewalk network along Main Street and through parking lots to provide a means for residents to walk along Main Street and connect them to businesses.
10. Further improve pedestrian mobility by connecting nearby residential areas to shopping and services by providing pedestrian and bicycle access along the corridor.
11. Incrementally acquire additional right-of-way as properties redevelop to accommodate additional traffic lanes, turn lanes, pedestrian amenities and corridor beautification.
12. Ensure adequate setback and corner visual clearance to mitigate potentially hazardous turning movements on to major roadways.
13. Beautify the corridor by requiring and installing parkway trees and other landscaping within publicly owned right-of-way, and incrementally burying overhead utilities as properties redevelop.
14. Develop an amortization strategy to remove non-conforming business signage over a reasonable time period to reduce the visual clutter in the corridor.

EAST MAIN STREET CORRIDOR CONCEPTS & RECOMMENDATIONS



Map Legend

- Gateway Opportunity 
- Key Intersection 
- Cross Access/Access Consolidation 
- Improve and/or Maintain Buffering 
- Street Grid Extensions & Connections 
- Commercial Conversion of Residential Properties 
- Reduce Curb Cuts & Driveways 

CATALYST SITES

FORMER CHEVROLET DEALERSHIP

While the current use of this property (service center and used car dealership) may be an appropriate use in the corridor, this large site is not being used to its fullest potential. When combined with adjacent vacant or poorly maintained sites fronting Main Street, this opportunity site has a lack of activity along Main Street and is detrimental to the overall character and health of the corridor as a commercial district. Properties within this site should be assembled and comprehensively redeveloped. An assembled site could accommodate a large neighborhood retail center and should be developed with a focus on quality architecture and establishing a sense of activity along the Main Street frontage.

FORMER THRIFTY SUPPLY PROPERTY

This site was recently vacated when the Thrifty Supply store moved into an anchor tenant space in a nearby retail center. Standalone, big box retail or a small retail center are potential uses, but either should be designed to complement the function of neighboring development to the east. The site's adjacency to the former Chevrolet dealership property, and several smaller properties fronting Main Street, also creates the potential for site assembly and more comprehensive redevelopment. The width of the access drive should be reduced and attractive signage and landscaping elements should be installed along the site's narrow Main Street frontage to draw visitors into the site while creating a sense of activity along the corridor.

FORMER COWBOY BOB'S PROPERTY

This area consists of a 1.5-acre vacant site and an adjacent single family home which has been converted into an office with vehicle storage for a towing service. If redeveloped, the combined depth and size (2.25 acres) of this site is sufficient to accommodate a standalone retailer or neighborhood retail center of approximately 20,000 square feet in size. Cross access should be established with adjacent restaurant uses to the east and west and new development should be appropriately buffered from residential uses to the south.

BULLDOG DRIVE & MAIN (N SIDE)

The area to the north of Main Street from Reagan Elementary School is currently vacant. Although this site may represent a long term redevelopment opportunity, it should remain vacant until other commercial infill opportunities located near the intersection of Main and Hornaday can be pursued. As existing retailer centers are improved and nearby opportunity sites are redeveloped, only then should the development of more remote opportunity sites such as this area be encouraged. This will help concentrate reinvestment along the Main Street corridor and improve the overall health and appearance of the commercial district. As an alternative to delaying redevelopment at this site, multi-family or single family, attached residential development would be an appropriate use over the near to mid-term given the site's size, access to major roadways, proximity to community facilities and retail.

EAST MAIN STREET CORRIDOR CATALYST SITES

Catalyst sites are those parcels where redevelopment would have a positive catalytic impact on the surrounding area. In the identification of catalyst sites, certain criteria are considered. Catalyst sites are determined based on the sites exhibiting some or all of the characteristics on the right.

- » Under utilized buildings or land
- » Vacant buildings or land
- » Structural soundness of buildings
- » Size of property
- » Ownership (e.g., unified private ownership or Town-owned)
- » Visibility and access
- » Current zoning and adjacent zoning
- » Surrounding land uses



Catalyst Sites

- 1 Former Chevrolet Dealership
- 2 Former Thrifty Supply Property
- 3 Former Cowboy Bob's Property
- 4 Bulldog Drive & Main Street

RONALD REAGAN PARKWAY & I-74 AREA

It is envisioned that the Ronald Reagan Parkway will eventually connect I-70 (just west of the Indianapolis International Airport) to I-74, and potentially even extend further north to I-65 in Boone County. Once complete, Ronald Reagan Parkway will serve as a regional north-south corridor, providing a direct route between Plainfield, Avon and Brownsburg. The newly constructed interchange at Ronald Reagan Parkway and I-74 has drawn attention to this focus area's strategic position to develop with intense business uses to serve the larger region and help diversify and expand the Town's tax base.

This focus area has excellent access and visibility from both I-74 and Ronald Reagan Parkway, which helps establish its potential as a regional commercial and employment center. The area surrounding the interchange is ideally suited for a mixture of uses which promote job growth and provide employer, resident and visitor amenities including large-scale rental development, general commercial, office, institutional, light industrial, restaurants and hospitality. As this area develops, it must be maximized as an employment and revenue generating opportunity.

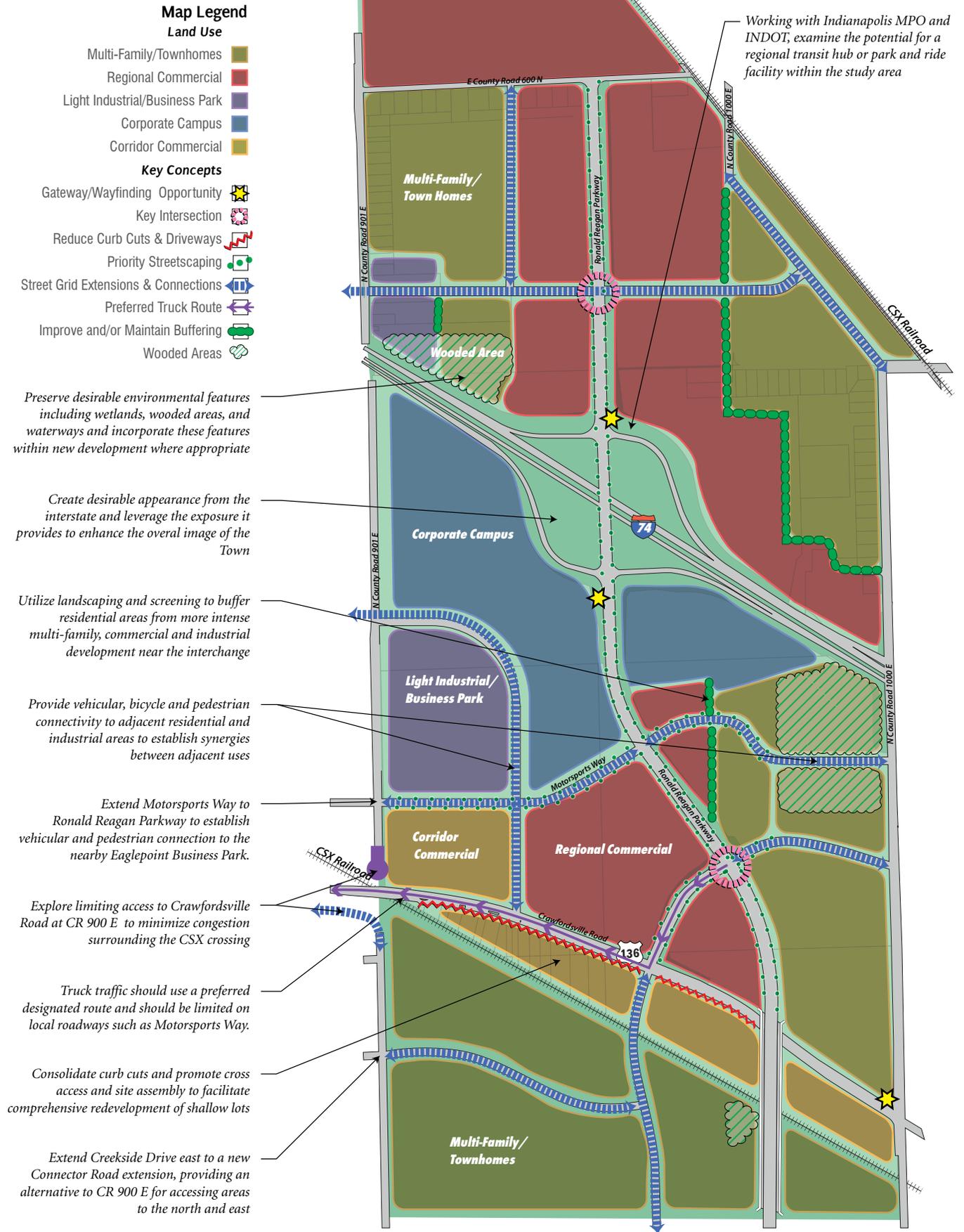
It is also important to recognize the importance of establishing a development at this location that serves as an attractive gateway into the Town and represents the desired quality and character. As an area of more than 800 acres largely composed of undeveloped farmland, the Ronald Reagan Parkway area represents a large catalyst site in and of itself. The focus area plan outlines the primary components of the land use and development for the Ronald Reagan Parkway area and the key concepts intended to drive their future development.



KEY CONCEPTS & RECOMMENDATIONS FOR THE RONALD REAGAN PARKWAY & I-74 AREA

1. Development near the interchange should capitalize on exposure to I-74 and serve as an attractive entry to the Town of Brownsburg, pulling visitors from the expressway and into the Town via Ronald Reagan Parkway.
2. Areas consisting of different land uses should have an integrated function and appearance, including a unified streetscape and high development quality resulting in a unified character of development for the area and encourage innovative building design.
3. Consider an overlay district that enacts design standards and architectural review to ensure that new development incorporates high-quality, innovative and diverse architecture and building materials.
4. This is a large area that will take many years to develop. The Town should be mindful of the desires of the residents of this area, but also consider development costs, feasibility and absorption, being careful to balance long-term potential and current market conditions.
5. Promote the development of the area in a manner consistent with the Land Use Plan while maintaining flexibility to accommodate proposals that deviate from the Plan. Development should still be consistent with the larger community vision and broader goals and objectives given the geographic size of the area, the changing conditions of the market, and the key concepts and recommendations of this Plan for the area.
6. Two traffic signal locations along the Ronald Reagan Parkway have been established and INDOT will determine the location for future signalized access to Ronald Reagan Parkway.
7. New development should provide for internal circulation through cross access and streets to provide connectivity between adjacent developments and adjacent portions of the community. Final determination of the location and construction of access points will be evaluated at the time a development plan is proposed to the Town as part of its required development plan review process, using the Ronald Reagan Parkway & I-74 key focus area plan as a general guide for future desired connections to surrounding areas.
8. Consider preservation and maintenance of extensive wooded areas including wood lots and creek corridors in the context of responsible development to serve as natural buffers between land uses, provide relief from the urban environment and preserve the Town's character.
9. Parking lot screening and interior landscaping should be provided around and within all surface parking lots in the corridor to improve their appearance to provide summer shade to minimize the heat island effect associated with large areas of concrete and asphalt.
10. Working with INDOT, explore the feasibility of installing a roundabout at Connector Road and Crawfordsville Road to provide a unique gateway feature for the community.
11. Evaluate improvements to eliminate a CR 900 E crossing at the CSX railroad and US 136 intersection. Working with INDOT, the Town should consider the realignment of CR Road 900 E (south of US 136) and relocation of its intersection further east away from the existing railroad crossing. The Town should also consider creating a dead-end along CR 900 E as it approaches US 136, however this improvement should only be implemented after Motorsports Way has been extended east to Ronald Reagan Parkway.
12. While additional bicycle and pedestrian amenities could be incorporated within the Motorsports Way extension, the vehicular lane widths should be similar to that of the existing Motorsports Ways to the west of CR 900 E. Truck traffic should be limited along Motorsports Way and cut through traffic from Ronald Reagan Parkway should be prohibited. Connector Road and US 136 should be utilized as the preferred truck route to the Eaglepoint Business Park from Ronald Reagan Parkway.
13. Encourage development and redevelopment of the parcels located along Crawfordsville Road, and promote site assembly and comprehensive redevelopment to mitigate issues related to shallow lot depth. Smaller commercial properties along the Main Street corridor should be considered for consolidation and comprehensive redevelopment, given the appropriate opportunity.
14. Install gateway features including signage and attractive landscaping at off-ramps and key intersections to "announce" entry into Brownsburg.
15. Promote research and development uses along the County Road 900 E corridor north of Crawfordsville Road.
16. Minimize the impacts of commercial development (such as noise, light and traffic) on nearby residential areas through the use of buffering and screening.
17. The area to the south of the CSX railroad and west of Connector Road should be considered for the location of a regional detention facility that would serve development throughout the interchange area. Such a facility would eliminate or reduce the need for on-site stormwater detention and help maximize buildable area near the interchange. Regional stormwater detention facility could also be designed to serve as a parks and open space amenity.

RONALD REAGAN PARKWAY & I-74 AREA CONCEPTS & RECOMMENDATIONS



FUTURE USES

The Land Use Plan assigns a range of land use categories to the focus area, allowing for a variety of development and establishing the area as a regional commercial, retail and employment center. These land use designations are intended to define the overall character of a given area and are not meant to be overly prescriptive

RESEARCH & DEVELOPMENT / MOTORSPORTS

The areas along the eastern edge of the Ronald Reagan Parkway area should be developed as an industrial park with an emphasis on research and development (R&D) and motorsports to expand and complement existing business parks along Motorsports Way and Pitt Road. These two existing streets within the Town should serve as the locus for two clusters of R&D/Motorsports development which should strive to develop similarly. New development should complement the scale and character of the planned retail and corporate campus uses to the east. More land intensive uses such as logistics or less attractive uses such as manufacturing should be discouraged from locating in this area.

CORPORATE CAMPUS

Corporate campus uses should be encouraged in the areas adjacent to the Interstate. The proximity, access, and visibility to the Interstate provides a setting desired by corporate users and employers looking to locate or expand within the Indianapolis Region. The height, scale and intensity of office development should be most significant adjacent to the Interstate, decreasing moving away from the Interstate toward commercial and residential areas.

Although corporate campus areas can accommodate a wide variety of commercial and industrial/employment uses, preference should be given to establishing the area for high-quality research/business park uses in a campus like setting. Individual uses may vary, but corporate campus development should be guided by an overall site development plan to ensure the coordination of building sites, traffic access and circulation, and open space amenities. Pedestrian and vehicular connections should also be provided to nearby regional commercial areas to promote use by the area's working population.

REGIONAL COMMERCIAL & ENTERTAINMENT

Large scale retail, entertainment and lodging development, including restaurants and hotels, should be encouraged within this part of Town in areas adjacent to Ronald Reagan Parkway. The interchange and planned extension of Ronald Reagan Parkway will result in a significant amount of traffic volume passing through the area that would likely be desirable to large national retailers that rely on a more regional customer base. Regional retail uses should be designed to maximize access from roadways with connections to Ronald Reagan Parkway (i.e. Connector Road, Motorsports Way, Pitt Road, CR 600 N).

Extensive streetscaping, landscaping and pedestrian amenities should be installed within regional commercial areas to establish a sense of character and identity. Although it is anticipated that retail uses would predominate, it is important to encourage and accommodate other uses that will contribute to the vibrancy of this area, including hotels, entertainment and tourism related uses, such as a movie theatre or museum. Such uses would provide added amenities to those shopping in the area and could be used market the area to prospective corporate users.

RESIDENTIAL

The Ronald Reagan Parkway area represents a strategic opportunity that could serve as a catalyst for significant growth and development. Commercial and industrial uses within this area will serve to diversify the Town's tax-base and assist financially in supporting Town services and funding capital projects. The Ronald Reagan Parkway as defined in this plan however, is very large and will likely not development entirely for commercial uses. It is recommended that single-family attached and multi-family development be encouraged within the eastern portion of the focus area, on both the north and south sides off the interstate to transition toward existing and planned single-family areas.

Existing roadway configurations and proposed traffic flow improvements, including a Ronald Reagan Parkway overpass over Crawfordville Road, will limit the appeal of these areas to commercial development, however proximity to the Interstate, several main thoroughfares and future retail development make these areas ideal for more intense residential development. Commercial uses would also be appropriate in these residential areas provided the development fronts area roadways and it is appropriately scaled so as to complement adjacent residential development.

An aerial photograph of a residential and commercial development. A wide river flows through the center of the image. On the left side, there are large, flat, brownish fields. On the right side, there is a dense residential area with many houses and winding streets. In the foreground, there is a commercial or industrial area with several large buildings and parking lots. The overall scene shows a mix of natural and developed land.

Chapter 14

Implementation Strategy

Implementation Strategy 14



The Comprehensive Plan sets forth an agreed-upon “road map” for growth and development within the Town of Brownsburg during the next fifteen years. It represents considerable effort on the part of the Town Council, the Comprehensive Plan Steering Committee, Town staff, the Plan Commission, and the Brownsburg community. However, in many ways the planning process in Brownsburg has just begun. Completion of the new Comprehensive Plan is only the first step, not the last.

This section briefly highlights the next steps that should be undertaken to begin the process of plan implementation. These include:

- » Use the Comprehensive Plan on a day-to-day basis to guide Town policies and decision-making
- » Review and update the Zoning Ordinance and other development controls to reflect policies presented in the Comprehensive Plan
- » Develop and utilize a Capital Improvements Program (CIP) to plan for recommended improvements
- » Promote cooperation and participation among various agencies, organizations, community groups and individuals
- » Prepare a 5-year action plan to prioritize objectives and list accomplishments of preceding years on an annual basis
- » Explore possible funding sources and implementation techniques
- » Enhance public communication about plans and decision-making
- » Update the Comprehensive Plan at regular intervals.

USE THE PLAN ON A DAY-TO-DAY BASIS

The Comprehensive Plan is Brownsburg’s official policy guide for improvement and development. It is essential that the Plan be used on a regular basis by Town staff, boards and commissions to review and evaluate all proposals for improvement and development within the community, prioritize public expenditures and encourage private sector investment. Specifically, agencies and service providers should reference the Plan when assessing investment in new facilities, infrastructure, or programming. The Plan Commission and Town Council should refer to the Plan for guidance in making regulatory recommendations and actions that impact development.

REVIEW THE ZONING ORDINANCE AND OTHER DEVELOPMENT CODES

Zoning is an important regulatory tool for implementing planning policy. It establishes the types of uses to be allowed on specific properties, and prescribes the overall character and intensity of permitted development.

A review and update of the Town's various development controls including zoning, subdivision regulations, property maintenance and other related codes and ordinances should be conducted to ensure that all are consistent with and complement the Comprehensive Plan.

The Comprehensive Plan sets forth policies regarding the use of land within the Town and establishes guidelines for the quality, character and intensity of development. The Plan's policies and guidelines should greatly assist the Town in formulating and revising zoning and development code regulations that better reflect the unique needs and aspirations of the Brownsburg community.

CAPITAL IMPROVEMENTS PROGRAM (CIP)

As a critical tool for implementing the recommendations of the Comprehensive Plan, the Town should establish a Capital Improvements Program (CIP). A CIP is a comprehensive schedule of prioritized public improvement projects, typically extending over a five-year period. In creating a CIP, the Town first prepares a list of all public improvements that will be required in the next five years. Then all projects are reviewed, priorities are assigned, cost estimates are prepared, and potential funding sources are identified.

The Capital Improvements Program typically schedules the implementation of a range of specific projects related to the Comprehensive Plan, particularly the restoration and upgrading of existing utilities and infrastructure facilities. Expansion or improvement of Town facilities would also be included in the Capital Improvements Program.

Brownsburg's financial resources will always be limited and public dollars must be spent wisely. The Capital Improvements Program would allow the Town of Brownsburg to provide the most desirable public improvements, yet stay within budget constraints.

Non-governmental entities frequently use a Capital Improvement Program to map out growth and investment in facilities and infrastructure. As the Town develops and monitors its own Capital Improvement Program, Town staff should coordinate with other community facilities providers to ensure that investment is occurring in a logical manner and synergies can be created between public, quasi-public, and private improvements.

PROMOTE COOPERATION & PARTICIPATION

The Town of Brownsburg should assume the leadership role in implementing the Comprehensive Plan. In addition to carrying out the administrative actions and many of the public improvement projects called for in the Plan, the Town may choose to administer a variety of programs available to local residents, businesses and property owners.

However, in order for the Comprehensive Plan to be successful, it must be based on a strong partnership between the Town, other public agencies, various neighborhood groups and organizations, the local business community, and the private sector.

The Town should be the leader in promoting the cooperation and collaboration needed to implement the Comprehensive Plan. The Town's partners should include:

- » Other governmental and service districts, such as the Brownsburg Community School Corporation, the Brownsburg Fire Territory, Hendricks County, the Indiana Department of Transportation (INDOT), Brownsburg Parks and Recreation Department, etc.
- » Private and not-for-profit service providers, such as Hendricks Regional Health or private education entities, who are not directly under the purview of local government but provide critical community-based services and amenities.
- » The Development community, which should be encouraged to undertake improvements and new construction that conforms to the Plan and enhances the overall quality and character of the community; and
- » The Brownsburg community. All residents and neighborhood groups should be encouraged to participate in the on-going planning process, and all should be given the opportunity to voice their opinions on improvement and development decisions within the Town.

CONTINUE TO WORK WITH NEIGHBORING COMMUNITIES

The Town's recent establishment of a boundary agreement with Avon is a positive step in ensuring expectations relating to future development and planning for both communities. Brownsburg and Avon officials agree that continued growth of neighboring municipalities presents a unique set of challenges to overcome, and ongoing communication regarding those challenges and deliberate planning is mutually beneficial. The Town should continue to maintain open dialogue with neighboring communities and regional agencies with regard to future growth and development.

PREPARE AN IMPLEMENTATION ACTION AGENDA

The Town should prepare an implementation "action agenda" which highlights improvement and development projects or activities to be undertaken during the next few years. For example, the "action agenda" might consist of:

- » A detailed description of the projects and activities to be undertaken;
- » The priority of each project or activity;
- » An indication of the public and private sector responsibilities for initiating and participating in each activity; and
- » A suggestion of the funding sources and assistance programs that might potentially be available for implementing each project or activity.

The Capital Improvement Program described earlier is one component of the Implementation Action Agenda. However, the "action agenda" must go beyond the Town's investments in capital in order to address programs or policies that may require the efforts of several stakeholders, including Town staff, local interests, or citizens of Brownsburg. In order to remain current, the agenda should be reviewed and updated regularly.

ENHANCE PUBLIC COMMUNICATION

The process undertaken to create the Comprehensive Plan was, in and of itself, an important step in educating the community about the relevance of planning and the Town's role in defining its future. Through the Comprehensive Plan Steering Committee, community workshops, resident and business questionnaires, and interactive web-based engagement, much positive momentum has been forged. In order to build on this foundation the Town should ensure that the Plan's major recommendations and "vision" for the future are conveyed to the entire community.

The Town should also consider additional techniques for responding quickly to public questions and concerns regarding planning and development. For example, the Town might prepare a new informational brochure and online information on how to apply for zoning, building, subdivision and other development related permits and approvals. It might also consider special newsletter and/or webpage features that focus on frequently raised questions and concerns regarding planning and development.

UPDATE THE PLAN ON A REGULAR BASIS

It is important to emphasize that the Comprehensive Plan is not a static document. If community attitudes change or new issues arise which are beyond the scope of the current Plan, the Plan should be revised and updated accordingly.

Although a proposal to amend the Plan can be brought forth by petition at any time, the Town should regularly undertake a systematic review of the Plan. Although an annual review is desirable, the Town should initiate review of the Plan at least every two to three years. Ideally, this review should coincide with the preparation of the annual budget and capital improvement program. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the upcoming commitments for the fiscal year. In turn, development regulations may need to be amended to most accurately reflect the intent of any modifications to the Comprehensive Plan. Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations.

The Town should:

- » Make the plan available online for free, provide hard copies at the Town Hall available for purchase and have a copy on file at the public library for reference;
- » Provide assistance to the public in explaining the Plan and its relationship to private and public development projects and other proposals, as appropriate;
- » Assist the Town Council in the day-to-day administration, interpretation and application of the Plan;
- » Maintain a list of current possible amendments, issues or needs which may be a subject of change, addition or deletion from the Comprehensive Plan; and
- » Coordinate with, and assist the Plan Commission and Town Council in the Plan amendment process.

EXPLORE FUNDING SOURCES & IMPLEMENTATION TECHNIQUES

Many of the projects and improvements called for in the Comprehensive Plan can be implemented through administrative and policy decisions or traditionally funded municipal programs. However, other projects may require special technical and/or financial assistance.

The Town should continue to explore and consider the wide range of local, state, and federal resources and programs that may be available to assist in the implementation of planning recommendations. For example, initiatives related to economic development, neighborhood stabilization and housing, or sustainability and environment can receive assistance from grant programs established for specific categories of actions or projects.

POTENTIAL FUNDING SOURCES

A description of potential funding sources currently available is summarized below. It is important to note that the Town should continue to research and monitor grants, funding agencies and programs to identify new opportunities as they become available.

GENERAL FUNDING SOURCES

TAX INCREMENT FINANCING (TIF)

Tax Increment Finance (TIF) utilizes future property tax revenues generated within a designated area or district to pay for improvements and incentivize further reinvestment. As the Equalized Assessed Value (EAV) of properties within a TIF District increases, the incremental growth in property tax over the base year that the TIF was established is invested in the area. Local officials may then issue bonds or undertake other financial obligations based on the growth in new tax revenue within the district.

The maximum life of a TIF district in the State of Indiana is 30 years. Over the life of a TIF district, the taxing bodies present within the district receive the same amount of tax revenue that was generated in the base year in which the TIF was established. There are provisions that allow for schools to receive additional revenue. In Indiana TIF Districts can be designated as either redevelopment areas or economic development areas, depending on factors related to alleviating blight or creating jobs and new investment.

NORTH BELTWAY ECONOMIC DEVELOPMENT AREA

Tax increment finance is a powerful tool that the Town has utilized to fund right-of-way improvements to the Northfield Drive corridor. The TIF district was expanded at the end of 2010 to include rights-of-way along Northfield Drive, 56th Street, Tilden Road, Green Street/State Road 267, and Main Street/US 136. It is estimated that the TIF will generate an estimated \$2 million in revenues per year which the Town plans to use to rehabilitate local roadways and make drainage and signal improvements.

POTENTIAL APPLICATIONS

As an economic development tool, TIF is well-suited to fund efforts to enhance the Downtown Brownsburg and reinvigorate the Main Street Corridor. TIF funds can be used for infrastructure, public improvements, land assemblage and in offsetting the cost of development – including but not limited to engineering, storm-water management and other site related issues. Several of the Comprehensive Plan's recommendations could be funded through TIF. For example, the Town of Brownsburg could utilize TIF district funds to:

- » Facilitate site assembly of catalyst sites.
- » Implement streetscape enhancements in the downtown.
- » Construct, repair and enhance sidewalks, crosswalks and other pedestrian amenities
- » Fund a signage and façade program to enhance existing businesses
- » Fund a site improvement grant to encourage landscaping and screening improvements

BUSINESS IMPROVEMENT DISTRICT

A municipality may designate, after public hearings, an area of the municipality as a Business Improvement District (BID). While business district designation does not provide a funding source, it empowers a municipality to carry out a business district development or redevelopment plan through the following actions:

- » Approve all development and redevelopment proposals;
- » Acquire, manage, convey or otherwise dispose of real and personal property acquired pursuant to the provisions of a development or redevelopment plan;
- » Apply for and accept capital grants and loans for business district development and redevelopment; Borrow funds as it may be deemed necessary for the purpose of business district development and redevelopment;
- » Sell, lease, trade or improve property that may be acquired in connection with business district development and redevelopment plans;
- » Expend public funds as may be necessary for the planning, execution and implementation of the business district plans;
- » Establish by ordinance or resolution procedures for the planning, execution and implementation of business district plans;
- » Create a Business District Development and Redevelopment Commission to act as an agent for the municipality for the purposes of business district development and redevelopment.

ECONOMIC IMPROVEMENT DISTRICT

An Economic Improvement District (EID) is designed to allow property owners in a given area to collect a fee, pool that money, and then use it to fund programs that might otherwise not happen through local government action. Because the fees in an EID are assessed equally and in a formal process, the possibility that some businesses will carry more financial burden for improvements than others is eliminated. The Town should consider establishing a Downtown Brownsburg EID to facilitate various improvements to the district such as:

- » Capital improvements for streetscaping and other physical improvements like lighting, street furniture, and landscape installation and maintenance.
- » A Downtown marketing and branding campaign.
- » Economic development activities that assist new and existing local businesses in a manner that is beneficial to the larger downtown district.
- » Joint maintenance services such as street and sidewalk maintenance, snow removal, trash collection, and other services.
- » Parking management and wayfinding program.
- » On-site security where necessary.

COMMUNITY DEVELOPMENT CORPORATIONS

Many communities use Tax Increment Financing (as appropriate) to fund the start up and/or operation of a Community Development Corporation (CDC) that oversees a range of redevelopment activities for a specific geographic area, particularly commercial areas and central business districts. CDCs are often funded through public-private partnerships with financial commitments from local financial institutions or businesses and a public funding source such as TIF to provide for both operating expenses and programs.

CHAMBER OF COMMERCE

CDCs may undertake traditional roles such as marketing, promotion, workforce development, information management, and technical assistance to small businesses, but may also administer loan programs or acquire and redevelop property in the community. Many communities create CDCs under the umbrella structure of an established chamber of commerce in the community so that missions are complementary and do not overlap. The Town should work with the Brownsburg Chamber of Commerce to evaluate the potential for a CDC within Brownsburg.

CDC LOAN PROGRAM

An example of a distinctive CDC activity is the facilitation or administration of a revolving loan fund or a community lending pool capitalized by commitments from local financial institutions to provide low-interest/low-cost loans. Such funds typically target both new and expanding businesses for such redevelopment activities as interior improvements, façade and exterior enhancements, building additions, site improvements, etc. Some state and federal small business assistance programs are also structured to work in combination with CDC-administered loan programs.

INCENTIVES

The Town can use a variety of incentive programs to help the community achieve its goals. These incentives can be used to help attract new development to the area, to help improve existing development, and to encourage business owners to stay in the community and continue to impact the community in a positive way.

While this list of possible incentive programs is not exhaustive, it is representative of the range of options that are available and will provide a good starting point for the creation of a comprehensive incentive program that will help the town achieve its objectives.

FACADE & SITE IMPROVEMENT PROGRAMS

Facade and Site Improvement Programs can be used to help improve and retain existing businesses by offering low interest loans, grants, or rebates earmarked for improving the exterior appearance of designated properties. In addition to existing businesses within the Town's downtown area, this program should also be considered for businesses in other areas of the Town including the East Main Street corridor.

Facade Improvement Programs can cover things such as improved signage, windows, painting, shutters and awnings, stairs and porches, walls, cornices, and other exterior components and details. While a property owner typically applies for such programs, in many cases, a business that leases space can also apply for such programs.

While the store owner certainly benefits from a facade improvement program, the community as a whole benefits as well since a shopping district with an attractive appearance will bring in more shoppers and will help create a positive image for the community as a place to live, work, and shop.

IMPACT FEES

Impact fees are imposed on new development to offset the capital costs of maintenance, construction or expansion of infrastructure such as roads, parks, sewers, etc. needed to serve the development. Impact fees provide additional funds for capital improvements rather than imposing new taxes in an area. This is especially beneficial in growing communities. According to Indiana State Law, municipalities can enforce an impact fee on developers during the development approval process by adopting an Impact Fee Ordinance. An impact fee ordinance must include a schedule stipulating the amount of fees that may be imposed for each type of infrastructure and a formula stating how these fees are derived. The Town currently has an impact fee ordinance established to fund the acquisition and improvement of parkland throughout the community. This ordinance will expire in 2014 if not extended. The Town should evaluate the current impact fee ordinance, amend as appropriate, and extend it. During this process, the Town should consider other improvements that could be funded through the impact fee ordinance.

PAYMENT IN LIEU OF TAXES (PILOT)

Payment in Lieu of Taxes (PILOT) is a similar tool to tax abatement. The Town can use PILOTs to reduce the property tax burden of a desired business for a predetermined period. In this instance, a local taxing body and a property owner will agree to the annual payment of a set fee in place of the property taxes. Payments are typically made in the form of a fixed sum, but they may also be paid as a percentage of the income generated by a property. In addition, PILOT can also be a means of reducing the fiscal impact on the Town, of a nonprofit, institutional use or other non taxpaying entity locating to a key site. While such uses can be desirable as activity generators, they can also negatively impact municipal services. Provisions can be made to offset that negative impact by allowing the Town to be compensated for at least a portion of the revenue that would otherwise be collected in the form of property tax.

TAX ABATEMENT

Tax abatement is a tool used by municipalities to attract private investment and job creation by exempting taxes on all or a portion of the increased assessed value resulting from new investment. Tax abatement can be granted on either real or personal property for a period of 1 to 10 years. Unlike TIF, tax abatement is granted on a sliding scale so at least some level of new assessed value is added to the tax role as soon as the second year of the abatement period. Tax abatement is based on an applicant's ability to achieve development goals such as jobs and new investment. Tax abatement is one of the most commonly used local financial incentives in Indiana.

SHOVEL READY PROGRAM

The Indiana Economic Development Corporation's (IEDC) Shovel Ready Program is structured to reduce the potential costs of site development for businesses and enhance the marketability of designated sites.

The Shovel Ready Program assists in:

- » Marketing certified sites and existing buildings to facilitate business development;
- » Identifying and preparing sites for economic development purposes; and
- » Identifying and fast tracking state and local permits necessary to develop a site for targeted uses.

The Town should utilize the Shovel Ready Program in marketing sites available for industrial development and other employment-related uses such as corporate campus and research and development parks.

INDUSTRIAL REVENUE BONDS

Industrial Revenue Bonds and Economic Development Bonds provide a financing method for economic development projects. Bonds can be issued by a Town and with proceeds loaned to a private company. The company then issues a promissory note and the bonds are payable from the payment on the note. A key aspect of Industrial Revenue Bonds is that the Town does not have any liability.

INDUSTRIAL DEVELOPMENT GRANT FUND

The Indiana Economic Development Corporation (IEDC) provides financial support for infrastructure improvements for projects creating jobs and generating capital investment in Indiana. This grant provides money to local governments for infrastructure projects associated with an expansion of an existing Indiana company or the location of a new facility in Indiana. State funding through the IDGF program must be matched by a combination of local government and company financial support. Approval is based on the number and quality of jobs being created, the community's economic need, a local match of funding, and capital investment being made by the company. Typically this grant does not exceed 50 percent of project costs. This may include: construction of airports, airport facilities and tourist attractions, construction, extension or completion of sanitary sewer lines, storm sewers and other related drainage facilities, waterlines, roads and streets, sidewalks, rail spurs and sidings, Information and high technology infrastructure, leasing, purchase, construction, repair and rehabilitation of property, both real and personal, and the preparation of surveys, plans and specifications for the construction of publicly owned and operated facilities, utilities and services.

OTHER PROGRAMS

INCUBATOR PROGRAMS

Business incubators provide low-cost space and specialized support services to small companies. Such services might include administrative consulting, access to office equipment and training, and assistance in accessing credit. Incubators are typically owned by public entities such as municipalities or economic development agencies who then subsidize rents and services with grants. In addition to job creation and generating activity, the goal is to have startup businesses grow and relocate to larger spaces within the Town.

OCRA PLANNING GRANT

The State of Indiana Office of Community and Rural Affairs (OCRA) division provides planning grants to aid communities to shape their vision for economic development and encourage planning for long-term community development. Planning Grants are funded with Federal Community Development Block Grant (CDBG) dollars from the U.S. Department of Housing and Urban Development (HUD).

MAIN STREET REVITALIZATION PROGRAM

The goal of the Main Street Revitalization Program (MSRP), a grant program administered by OCRA, is to encourage communities to focus on long-term community development within the downtown area. A variety of projects are eligible to receive MSRP funding, but these grants are typically used to pay for downtown infrastructure, streetscape and façade improvements, promotional campaigns, program branding and other initiatives related to improving a downtown. As of 2012, there is approximately \$1 million available each year through this program with a maximum award amount of \$250,000 and a local match requirement of 20%.

FOUNDATION AND SPECIALIZED GRANTS

The successful implementation of the Plan requires realization of projects that range in scale and scope. One type of funding source that becomes increasingly significant when issue-specific projects or programs (tourism, performing arts, historic preservation, small business assistance, etc.) are considered is foundation grants. The Town should continue to dedicate resources to monitoring and exploring the foundation grant as a funding tool.

INDUSTRY SPECIFIC PROGRAMS

There are several state programs that can be used to incentivize development or relocation of business and industry within Brownsburg. Among these programs are:

- » The Economic Development for a Growing Economy (EDGE) Program
- » Venture Capital Investment Credit
- » Loan Guaranty Program
- » Certified Technology Parks
- » Indiana 21st Century Research and Technology Fund

TRANSPORTATION FUNDING SOURCES

SAFETEA-LU

In September 2011, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) was extended through March 2012. Although a longer-term extension or replacement program has not been established, SAFETEA-LU has been renewed several times since it was first established in 2005.

The SAFETEA-LU umbrella addresses the many challenges facing our transportation system today including improving safety, reducing traffic congestion, improving efficiency in freight movement, increasing intermodal connectivity, and protecting the environment. SAFETEA-LU promotes more efficient and effective Federal surface transportation programs by focusing on transportation issues of national significance, while giving State and local transportation decision makers more flexibility for solving transportation problems in their communities.

SAFE ROUTES TO SCHOOL (SRTS)

SAFETEA-LU specifies that eligible infrastructure-related projects include the planning, design, and construction of infrastructure-related projects that will substantially improve the ability of students to walk and bicycle to school, including:

- » Sidewalk improvements,
- » Traffic calming and speed reduction improvements,
- » Pedestrian and bicycle crossing improvements,
- » On-street bicycle facilities,
- » Off-street bicycle and pedestrian facilities,
- » Secure bicycle parking facilities, and
- » Traffic diversion improvements in the vicinity of schools.

The Town has been successful in securing SRTS funding in the past, allowing for the construction of multiple phases of the Town-wide trail network identified in the Brownsburg Trail Study. The Town should continue to pursue SRTS grants for the completion of additional phases of the trail network in areas near existing and future school sites.

CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT PROGRAM (CMAQ)

The CMAQ program is also part of SAFETEA-LU, and focuses on projects that provide solutions to regional congestion and air quality problems. Eligible project types include transit improvements, commuter parking lots, traffic flow improvements, bicycle/pedestrian projects and projects that result in emissions reductions. These projects are also federally funded at 80 percent of project costs.

SURFACE TRANSPORTATION PROGRAM (STP)

These funds are allocated to coordinating regional councils to be used for all roadway and roadway related items. Projects in this funding category must have a local sponsor and are selected based on, among other factors, a ranking scale that takes into account the regional benefits provided by the project. STP funds are allocated among the following programs:

- » Demonstration projects,
- » Enhancement,
- » Hazard elimination, and
- » Urban funds.

PARKS AND OPEN SPACE FUNDING SOURCES

RECREATIONAL TRAILS PROGRAM

The federal "Recreational Trails Program" (RTP), was created through the National Recreational Trail Fund Act (NRTFA) as part of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and reauthorized by the SAFETEA-LU. This program provides funding assistance for acquisition, development, rehabilitation and maintenance of both motorized and non-motorized recreation trails. By law, 30% of each States' RTP funding must be earmarked for motorized trail projects, 30% for non-motorized trail projects and the remaining 40% for multi-use (diversified) motorized and non-motorized trails or a combination of either. The RTP program can provide up to 80% federal funding on approved projects and requires a minimum 20% non-federal funding match. Eligible applicants include municipalities and counties, schools, and private, non-profit and for-profit businesses.

LAND AND WATER CONSERVATION FUND (LWCF)

Land and Water Conservation Fund grants are available to cities, counties and school districts to be used for outdoor recreation projects. Projects require a 55% match. All funded projects are taken under perpetuity by the National Park Service and must only be used for outdoor recreational purposes. Development and renovation projects must be maintained for a period of 25 years or the life of the manufactured goods.

ACTION AGENDA

The following Action Agenda presents a summary specific strategies and related actions necessary to implement the recommendations of the Comprehensive Plan. The Action Agenda also identifies potential participants in implementation and assigns a priority level to each item.

POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS

With regard to citing those entities responsible for implementation, it should be noted that is anticipated that, from a policy standpoint, the Town Council and Town Manager will be involved in the majority of these actions. The list of potential participants and partner organizations is not intended to be exhaustive, but rather serves as a starting point from which the Town can build. Action Agenda items, such as recommended technical studies and analyses, that would likely benefit from outside expertise have also been highlighted.

TIME FRAME

Each action agenda item has been assigned a value of 'S', 'M', or 'L' which indicates the time frame within which that item should be achieved. These values are defined as follows:

'S' = Short Term (1-2 years)

'M' = Mid-Term (3-5 years)

'L' = Long Term (5+ years)

Where projects are likely to span several years, a time frame range (e.g. S-M) has been provided. Those items which represent a long term policy stance or require immediate action with an on-going effort, such as the continued implementation of existing plans, have been assigned a value of 'S-L'.

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Residential Areas			
<i>Enhance the character of existing residential areas and promote high-quality residential development in appropriate locations.</i>	Consider the creation of a Residential Improvement Program to assist with improvements to housing structures.	S	Residents, Home Owners Associations
	Review existing property maintenance codes and procedures to ensure consistent and active code enforcement.	S	Residents, Home Owners Associations, Development Community
	Review and revise the Zoning Ordinance and Subdivision Ordinance to require and establish standards for the provision of basic neighborhood infrastructure, such as sidewalks, lighting, crosswalks and street trees.	S-M	Residents, Home Owners Associations, Development Community
	Continue to encourage the development of a variety of housing types including non-single family development.	S-L	Residents, Home Owners Associations, Development Community

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Commercials Areas			
<i>Expand and diversify the employment base through business attraction/retention efforts.</i>	Conduct a hotel demand analysis to explore potential for additional lodging in Brownsburg.	S	Outside Consultant, Hendricks County Economic Development Partnership
	Conduct a Motorsports Economic Impact Analysis to inform related business development initiatives and branding/marketing efforts.	S	Outside Consultant, Hendricks County Economic Development Partnership
	Inventory and market available commercial properties based on their unique characteristics and appeal to target industries.	S-L	Brownsburg Chamber of Commerce, Hendricks County Economic Development Partnership, Outside Consultant
<i>Enhance overall appearance and function of Brownsburg's existing commercial districts.</i>	Evaluate the costs/benefits of establishing a TIF/EID for the Downtown and/or East Main Street corridor.	S	Brownsburg Chamber of Commerce, Outside Consultant
	Adopt an amortization schedule to eliminate nonconforming signs within commercial districts.	S	Business Community, Property Owners
	Pursue Main Street designation for Downtown Brownsburg and seek to procure related downtown enhancement grants.	S	Brownsburg Chamber of Commerce
	Working with the Town's Economic Development Commission, evaluate and prioritize various economic development strategies and funding mechanisms.	S-M	Residents, Property Owners, Business Community, Development Community
	Establish a City-wide streetscape program to improve key corridors and create a unified image and identity.	S-L	Residents, Property Owners, Business Community, Development Community
	Establish a façade improvement program to assist in renovating or rehabilitating prominent commercial buildings.	M	Property Owners, Business Community, Development Community
	Evaluate the potential for forming a CDC to lead economic development efforts in the community.	M	Brownsburg Chamber of Commerce
	Relocate industrial uses in important commercial areas to other designated areas of the Town.	M-L	Business Community, Property Owners

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Growth & Annexation			
<i>Promote the controlled and orderly growth and development of the Town.</i>	Establish incentives, such as tax abatements or expedited permitting, to encourage the completion of incomplete subdivisions and commercial centers.	S	Residents, Home Owners Associations, Development Community
	Inventory and market available redevelopment properties within already developed areas served by local infrastructure and services.	S-L	Residents, Property Owners, Business Community, Development Community
	Revise the zoning map to reflect the land use designations of the Comprehensive Land Use Plan.	S-M	Residents, Home Owners Associations, Development Community
	Establish a capital improvement program that prioritizes investment in redevelopment, infill, or primary growth areas.	S-M	
	Adopt impact fees for new development based not only on the intensity of the development, but also the distance from existing infrastructure.	M	Residents, Property Owners, Business Community, Development Community
<i>Coordinate growth and development with adjacent communities.</i>	Maintain formal boundary agreements with the Towns of Avon and Pittsboro.	S-L	Town of Pittsboro
	Establish a regional action plan and improvement program with municipalities and Hendricks County to collectively address issues such as transportation, water quality and stormwater management.	M	Hendricks County, Adjacent Municipalities
<i>Ensure the timely and efficient provision of community facilities.</i>	Establish a protocol for communication between the Town and INDOT to better plan for the expansion and enhancement of state routes in conjunction with the Town's general planning or during the review and permitting process for specific developments.	S	INDOT
	Continue to require developers to set aside areas of open space for passive and active recreation.	S	Development Community
	Continue the use of development impact fees as a means for funding incremental capital improvements or services.	S-L	
	Work with partner agencies to identify sites and plan for new facilities within the Town's growth areas.	M	Brownsburg Public Library; Brownsburg Community School Corporation (BCSC), Brownsburg Fire Territory, Indianapolis Water Company (IWC)
	Establish thresholds and standards for the provision of new services and facilities based on anticipated growth in specific geographic areas.	M	
	Partner with other service providers to coordinate the location and sizing of basic infrastructure with the long-term plans for new growth and development, allowing for incremental or phased improvements.	L	Hendricks County, INDOT, Indianapolis Water Company (IWC)

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Transportation			
<i>Promote an integrated and balanced transportation network that accommodates motorists, bicyclists, pedestrians and transit.</i>	Adopt a 'Complete Streets' policy that emphasizes an integrated multi-modal roadway network.	S	INDOT, Indianapolis MPO
	Identify and pursue grants, such as Safe Routes to Schools, to fund the installation of trail segments throughout the Town.	S-L	INDOT, IDNR, Hoosier Mountain Bike Association (HMBA) Trail Fund
	Continue to implement the recommendations of the Greenways Master Plan and Brownsburg Trail Study.	S-L	INDOT, IDNR
	Continue to implement the recommendations of the 2020 Thoroughfare Plan.	S-L	INDOT, Indianapolis MPO
	Identify the location of a potential transit station in Downtown Brownsburg to serve as a hub for Express Indy Bus Service to Indianapolis and a circulator route throughout the community.	M-L	INDOT, Indianapolis MPO
<i>Manage congestion on local roadways through strategic investments in roadway, pedestrian and bicycle facilities.</i>	Consider a comprehensive traffic data collection program to anticipate traffic needs and areas of growth.	S	Outside Consultant
	Complete the installation of Emergency Vehicle Preemption (EVP) technology at all signals within Brown and Lincoln Townships.	S	INDOT, Hendricks County
	Implement Business Loop along North Green/East Main Street route, including any necessary traffic engineering improvements.	S	INDOT, Indianapolis MPO, Business Community
	In conjunction with INDOT, evaluate the potential for a roundabout at Ronald Reagan Parkway and Connector Road.	S	INDOT
	Adopt an Access Management Plan and standards to address traffic circulation issues along the primary corridors.	S-M	Outside Consultant, Business Community
	Identify and pursue state and federal funding through programs, such as Highway Safety Improvement Program (HSIP), Transportation Enhancement (TE) and Congestion Mitigation and Air Quality (CMAQ) grants, to implement the recommendations of the Transportation & Mobility Plan.	S-L	INDOT, Indianapolis MPO
	Install a north-south grade-separated crossing over I-74 near CR 700 N.	M-L	INDOT, Indianapolis MPO
	<i>Enhance the existing road network and establish new linkages to improve connectivity throughout the Town.</i>	Develop and implement an ADA Transition Plan to enhance accessibility and ensure compliance with federal regulations.	S
Require new development to appropriately connect to the existing road network and dedicate rights-of-way that can sufficiently accommodate planned streets.		S-L	Development Community
Work with INDOT to plan for additional connector roads along the Ronald Reagan Parkway.		S-L	INDOT, Indianapolis MPO
Evaluate the realignment and/or rerouting of CR 900 E surrounding CSX railroad and Crawfordsville Road intersection.		M-L	INDOT, CSX

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Community Facilities			
<i>Ensure that the community is adequately serviced by water, stormwater, and wastewater infrastructure.</i>	Continue monitoring water treatment capacity and coordinated with the Town's capital improvement plan for the replacement/ expansion of Water Treatment Plant No. 1 when appropriate.	S	
	Develop an equivalent residential unit (ERU) system to monitor wastewater plant capacity, align anticipated growth and development with related wastewater service needs, and develop a plan for wastewater plant upgrades and expansion as needed.	S	
	Evaluate and implement alternative technologies, such as an ultraviolet water disinfection process, that can deliver cost savings to the Town while maintaining or improving upon quality.	S	
	Maintain Indianapolis Water Company (IWC) as a partner in addressing potential future service shortfalls if local water treatment capacity reemerges as an issues.	S-L	Indianapolis Water Company (IWC)
	Continue to implement the Town's Wellhead Protection Plan.	S-L	
	Conduct a community-wide study to assess the need, possible location, and potential benefit of a regional detention facility as a means of better managing stormwater in areas prone to flooding, particularly within southern Lincoln Township.	M-L	Outside consultant
<i>Continue to provide high-quality community services and adequate facilities to Brownsburg residents and businesses.</i>	Work with BCSC to establish standards related to, and plan for, new school facilities to ensure appropriate transportation access, infrastructure, and connectivity to surrounding development.	S	Brownsburg Community School Corporation
	Regularly coordinate with various religious institutions/schools to discuss potential expansion needs based on anticipated social and demographic trends.	S	
	Regularly evaluate public safety staffing, equipment and facilities needs to ensure adequate emergency services are provided throughout the Town.	S-L	Brownsburg Fire Territory, Brownsburg Police Department
	Monitor the needs and capacity of the Brownsburg Public Library and identify opportunities to expand facilities as needed and appropriate.	S-L	Brownsburg Public Library
	Identify and secure a site near the intersection of CR 300 N and Ronald Reagan Parkway for a future fire station and evaluate the potential for a joint public safety facility that would also include police department facilities.	M-L	Town of Brownsburg Police Department; Brownsburg Fire Territory; Adjacent public safety jurisdictions
	Evaluate the costs and benefits of relocating Fire Station #132 further south near CR 700 N.	M-L	Brownsburg Fire Territory

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Parks, Open Space & Sustainability			
<i>Provide adequate parks and recreation amenities to the community.</i>	Adopt a Parks and Greenways Master Plan to guide the on-going development of the Town's open space and recreational system.	S	Residents, Property Owners, Development Community
	Review and revise the current parks and recreation impact fee ordinance where appropriate and renew the ordinance prior to its scheduled expiration of January 2014.	S	Residents, Property Owners, Development Community
	Develop a conceptual site plan for the Cardinal-Delaware property and Stephens Park.	S	Residents, Brownsburg Community School Corporation
	Continue to partner with other service providers and agencies to provide a range of high quality recreation programming to residents of all ages.	S	Brownsburg Public Library; Brownsburg Community School Corporation; Brownsburg Fire Territory
	Review and revise the subdivision ordinance as needed to ensure open space requirements provide sufficient assistance to the Town in acquiring parkland and meeting the recreational needs of the community.	S-M	Residents, Property Owners, Development Community
	Evaluate potential opportunities for the expansion of Arbuckle Acres and develop a conceptual site plan for the new park facilities.	S-M	Property Owners, St. Malachy Parish
	Identify and monitor the availability of potential new neighborhood park sites in underserved areas of the community.	M-L	Residents, Property Owners, Development Community
	Identify the alignment and facility type for a greenway connection between the Town's core and Eagle Creek Park.	M-L	Residents, Property Owners
<i>Protect and enhance sensitive natural features including wooded areas, floodplains and wetlands, streams and water bodies.</i>	Review and revise the zoning ordinance and subdivision ordinance to permit clustered development and other patterns that preserve natural space but allow profitable development.	S	Residents, Development Community
	Adopts requirements for new development to mitigate impacts on highly sensitive environmental features and appropriately integrate them into site design.	S	Residents, Development Community
	Reassess the Comprehensive Plan should infill and primary growth area opportunities become exhausted and extensive development begins to occur within the Town's secondary growth area, which includes several potentially significant natural features.	L	

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Parks, Open Space & Sustainability (Cont'd)			
<i>Promote sustainable development practices and the use of green technologies.</i>	Where possible, amend development regulations and public works standards to reflect Smart Growth principles and standards discussed in Section 11: Parks, Open Space, and Sustainability Plan.	S	Property Owners, Development Community
	When considering neighborhood- or district-scale development, provide incentives for petitioners to follow the principles of LEED-ND and potentially pursue LEED-ND certification.	S	Development Community
	Expand recycling programs and facilities in order to boost participation throughout the community.	S	Disposal Alternatives Organization (DAO)
	In conjunction with other service providers and agencies, implement a comprehensive public education program to ensure that the community is educated on the benefits and importance of sustainability.	S	Brownsburg Community School Corporation, Brownsburg Public Library
	Revise the existing zoning ordinance and building code to permit and encourage the use of renewable energy technologies.	S-M	Property Owners, Development Community
	Revise zoning ordinance, subdivision ordinance and building code to permit and encourage the use of LID and Green Infrastructure (GI) practices.	S-M	Property Owners, Development Community
	Revise the building code to encourage the use of green building technologies and energy-efficient design and construction.	S-M	Property Owners, Development Community
	Adopt Low Impact Development (LID) design standards for new commercial/institutional development.	M	Property Owners, Development Community
	Evaluate the use of hybrid or electric vehicles in the Town's fleet.	M	
	Perform an audit of and amend existing development regulations to remove potential barriers to sustainable development practices.	M	Property Owners, Development Community
	Upgrade traffic control signs and signals with solar power and LED technology where appropriate.	M-L	INDOT
	Pursue LEED certification for Town-led projects.	L	

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Image & Identity			
<i>Establish a distinct image and identity for Brownsburg that reflects the Town's unique character and community strengths.</i>	Engage the local business community and residents to gain input regarding Brownsburg's brand development.	S-M	Residents, Business Community
	Execute a branding and marketing campaign to enhance the Town's image within the region and serve as a central component of business recruitment and tourism efforts.	S-M	Outside Consultant, Brownsburg Chamber of Commerce, Hendricks County Economic Development Partnership, Hendricks County
	Incorporate the Town logo and related branding elements into a Town-wide streetscaping program that includes banner signs, directional signage, gateway features, etc.	M-L	Outside Consultant
<i>Utilize streetscape improvements to enhance the overall appearance of the Town's key corridors and related commercial districts.</i>	Adopt Downtown Design Guidelines that implement the community's desire to establish the downtown as a unique, pedestrian-friendly district.	S-M	Residents, Property Owners, Business Community, Development Community
	Establish a Town-wide streetscape design and funding program to identify and improve key corridors and create a unified image and identity.	M-L	Outside Consultant, Residents, Business Community
	Install downtown streetscaping with a focus on pedestrian amenities and creating a sense of enclosure.	M-L	Outside Consultant, Residents, Business Community
	Design and integrate into development a comprehensive streetscape treatment within the Ronald Reagan Parkway Interchange Area to ensure a welcoming environment to visitors of this important district.	M-L	Outside Consultant, Residents, Business Community, Development Community
	Install streetscaping enhancements at key intersections to maximize impact on passing motorists.	M-L	
<i>Utilize Town gateways and signage to create a positive, first impression to visitors.</i>	Require corner easements at key entry intersections to accommodate Town gateway features and signage.	S	Property Owners, Business Community
	Design and implement a 'Business Loop' signage program to direct motorists from interchanges at I-74 to the Main and Green Street corridors.	S	Outside Consultant, Business Community, INDOT
	Initiate a roadway name dedication program to rename county roads with local place names.	S	Residents, Business Community, Hendricks County
	Design and install gateway features including signage, landscaping, lighting and streetscaping elements at key points of entry to the Town.	M-L	Outside Consultant, Property Owners, Business Community
	Update existing gateway features/signage to be consistent with new gateway design features.	M-L	Property Owners, Business Community
	Install wayfinding signage consistent with the appearance of gateway features to direct visitors to key destinations throughout the Town.	M-L	Property Owners, Business Community

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Image & Identity (Cont'd)			
<i>Establish design and development regulations to improve the overall appearance and function of development throughout the community.</i>	Continue to utilize Town-wide architectural standards to encourage high-quality design and construction, and explore creation of additional standards for specific target areas such as the downtown and Ronald Reagan Parkway interchange.	S	Residents, Business Community, Development Community
	Adopt regulations that require dumpsters and loading areas to be screened from adjacent properties and public rights-of-way using fencing and landscaping.	S	Property Owners, Business Community, Development Community
	Adopt regulations that require surface parking lots to include perimeter landscaping, to be maintained between 24" and 36" in height, and interior landscaping including landscaped islands, shade trees and decorative ground cover.	S	Property Owners, Business Community, Development Community
	Adopt regulations that require developers and utility companies to screen utility boxes from public rights-of-way using a combination of landscaping or fencing or by more appropriately locating utility boxes in less visible areas to the extent possible.	S	Private Utility Companies, Development Community, Property Owners
	Create incentives to encourage the preservation of farmsteads and the integration of existing structures into new development.	S	Development Community
	Adopt an ordinance establishing a Design Review Commission charged with determining conformance with qualitative design requirements, and identifying how their review is integrated into the development approval and permitting process.	S	Residents, Property Owners, Business Community, Development Community
	Coordinate with utility companies in burying utility lines during street resurfacing, right-of-way improvements, and other significant capital improvements projects.	S-L	Private Utility Companies, Development Community, Property Owners, INDOT, Hendricks County