

# WHAT IS PROJECT AISLE?

## Why is it important for residents?

In the midst of a pandemic that is causing job losses and revenue shortfalls, the Town of Brownsburg has the opportunity to add potentially \$4 million annually to its tax rolls and more than 150 well-paying jobs through Project Aisle.

This economic development effort would be the first major project to be located on Ronald Reagan Parkway in Brownsburg. Project Aisle is a \$150 million clean, high-tech cold food storage automated warehouse that would be located on the corner of Ronald Reagan Parkway and CR 400 N (Airport Road). Employees would be considered high-skilled workers, who generally make 60% more than the county average salary.

Benefits of the project include bringing water and sewer service to an area not served currently by the Town. Nearby residents would have the option to hook up to these utilities, but would not be required to do so. The warehouse will be connected to water and sewer; it will not tap into a well or use a septic system. Project Aisle will have a retention pond monitored by Indiana Department of Environmental Management and/or the Department of Natural Resources and stormwater treatment equipment at the site to keep groundwater safe. The project will be highly regulated.

Other benefits include raising the value of the area by making road improvements; providing additional tax dollars to fund Town amenities like parks, sidewalks, and residential street improvements; and encouraging additional industrial businesses to consider the Ronald Reagan corridor to locate. This project will be a landmark for Brownsburg on a major corridor, showing that Brownsburg is open for business and ready to welcome business investment to our community.

We are living in very uncertain times with many economic sectors shrinking. It has been the consensus of many residents that we limit residential development, which is capped at 1% tax revenue, but increase our 3% tax base.

COVID-19 is a short-term problem, and this document is using it as validation for a long-term economic plan that will define our Brownsburg identity for decades to come. Please don't do that.

Neighbors have shared screenshots of job postings in Brownsburg for NewCold. No experience required. \$16-\$35 per hour. This does not seem to be a match for high-skilled workers. Why is this company so confident that they are already posting for jobs before any official zoning votes?

I need more information about how this project will be regulated. "And/or" plans are not acceptable when we are discussing safety. And how much will residents be charged to tie in to Brownsburg water and sewer service to have confidence in safe drinking water? Brownsburg residents that were required to do so from recent annexations reported fees ranging from \$6000-\$10,000.

Any additional tax dollars gained by this project will never be spent on the neighbors that are most affected by it. This is a very important point, so please read it again. The adjacent residential and agricultural areas directly south and west of Project Aisle are unincorporated. I do not think Brownsburg's annexed citizens will support a plan that gives them benefits by reducing the daily quality of life of their unincorporated neighbors.

I believe that I-2/High Intensity Zoning will scare away I-1/Light Industrial Zoning projects, and Project Aisle will only encourage more I-2 requests. I agree completely that this is sending a signal that "Brownsburg is open for business". Open for high intensity industrial businesses that are not permitted in other light industrial areas. "Height restrictions, who cares? Chemicals, bring them here! You want to mess with our railways and roads, no problem! Brownsburg is open for your business." I do not support this vision for the future of Brownsburg.

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This is accomplished by helping our existing companies expand and by attracting new companies to locate in Brownsburg. This project helps diversify our economy, builds the 3% tax base, and offers high-paying jobs in times of economic uncertainty. Income tax from 150–200 highly paid employees also will contribute to the tax base of the town.

Truck traffic will be from the project site to the Ronald Reagan Parkway (approximately 2/10ths of a mile). These vehicles will have no reason to travel east on CR 400 N beyond the RRP. The Town has committed to making improvements to CR 400 N in front of the project, including widening the road to three lanes, one of which will be a turn lane. The traffic light at the RRP and CR 400 N also will help to mitigate traffic issues, making CR 400 N much safer than it is now.

Residents along CR 400 N have voiced concerns over the project, citing fears that the 400,000-square-foot facility that is projected to be a minimum of 150 feet at its highest elevation will decrease property values and cause traffic congestion. Traffic, noise and property value studies are currently underway. Results of these studies are expected to be made public at the Aug. 31 Plan Commission meeting at Town Hall at 6 p.m. Due to COVID-19 restrictions, seating in the meeting room is limited so visitors should anticipate the possibility of not being able to be seated. Standing is not allowed.

I-1 Zoning and Commercial Retail will also capture the 3% tax base. I believe that Brownsburg's efforts should be focused on attracting these markets.

Thanks for offering to improve the road directly in front of the facility for the semi-trucks. I expect more solutions for the efficient flow of RESIDENTIAL traffic. The traffic light at RRP & E CR 400 N only solves traffic problems that Brownsburg citizens have been enduring for years in this area... not the future traffic problems that this facility will bring. At the very minimum, I expect Brownsburg to work with Hendricks County on a full improvement plan for the E CR 400 N.

Yes, we have voiced our concerns, and the authors of this document are not listening. Many items in the FAQ section are misleading and show a lack of understanding and empathy to the immediately-affected residents. This very document was produced by an unknown department/committee and promoted under the Town of Brownsburg logo. It makes me doubt that the public servants voting on these topics have the ability to remain unbiased. The corporation behind Project Aisle should be the primary one advocating on their own behalf, not our civil servants.

My message to Brownsburg: I am asking you to present your studies as soon as they are available. I am asking you to show transparency on this and all future projects. I am asking you to do better.

The last two sentences of this paragraph do need more development. It could seem like the authors are discouraging participation in the democratic process for this zoning decision. Please include more information on the availability of overflow rooms, how citizens can speak and then yield their chair to neighbors waiting outside, how citizens can email their thoughts to be included in the meeting packet, how technology can be used to increase active participation (not just passive viewing), etc. I do appreciate the COVID safety procedures, but the Town of Brownsburg is also promoting a public concert and barbeque just 12 days later.

# FREQUENTLY ASKED QUESTIONS ABOUT PROJECT AISLE

## Q: What is Project Aisle?

A: An economic development opportunity to add potentially \$4 million annually to the Town's tax rolls and 150-200 well-paying jobs at a \$150 million cold food storage automated warehouse to be located at the corner of Ronald Reagan Parkway and CR 400 N (Airport Road).

## Q: How much would employees be paid?

A: While we can't give a specific figure at this time, employees would be considered high- skilled workers, who generally make 60% more than the county average salary.

## Q: How would the Town benefit from this project?

A: Potentially, the Town would receive approximately \$4 million annually in taxes. We would add good-paying jobs to the labor market. Road improvements at the facility site would raise the value of the area. Water and sewage lines would be built, allowing nearby residents on well water and septic tanks who choose to do so to hook up to these utilities. Taxpayers throughout Brownsburg would benefit from money being available to improve roads, add sidewalks and enhance public spaces like parks.

## Q: How was the location for this development chosen, as there are homes nearby?

A: Encouraging the addition of light industrial businesses to Brownsburg is outlined in the Town's Comprehensive Plan 2019 (Chapter 5, Land Use and Development, p. 59) and in the Ronald Reagan Corridor Master Plan (Land Use Planning, Section 2, page 2-3). The Ronald Reagan Parkway is considered a Regional Commercial Corridor, which is intended to accommodate larger commercial developments that serve a regional function. Access to I-74, I-70 and I-65 are all important factors in businesses selecting where they want to locate.

## Q: Why doesn't the Town just tell the developer to go to another site in Brownsburg?

A: There is a misconception that towns get to "tell" developers where to locate. This is wrong. Developers choose sites that fit their specific business needs based on a number of factors, from accessibility to the site all the way to ability to find workers in the local job market. The Town of Brownsburg shares available sites with developers who then select a location based on the site meeting their needs.

This information was released 11 days AFTER the first BZA meeting and vote on this topic. I expect more transparency from our Town officials for such a large-scale project.

I have already shared that the revenue gained through these taxes will never benefit the neighbors that are directly impacted by this project. But I also advocate for a position that ALL Brownsburg residents will suffer from this plan. This facility will be centered on the horizon line as people travel west on I-74 from I-465. This giant facility will become the identifying marker for Brownsburg as it greets you from every direction. The revenue that Brownsburg gains from this facility will have to be used on Public Relations campaigns to show that we are more than just this facility. How about we just not build it? Brownsburg is being forced into a plan that doesn't serve its citizens. Please see beyond the revenue numbers.

We love the plans for Brownsburg, and that is why we all choose to live here every day. All of these documents reference I-1 Zoning that is well buffered from residential areas only. Allow me to pull a few examples from these great references:

Categories listed under Industrial/Employment Land Use include Flex/Light Industrial, Manufacturing and Corporate Campus. I can't seem to find any references to High Intensity Industrial. This Land Use application is not approved.

Goal for Land Use Planning: "Preserve, protect, and enhance the character of the corridor, adjacent property values, and the economic viability along the corridor by managing future growth and development."

Project Aisle is in direct opposition to the Comprehensive Plan and the Ronald Reagan Parkway Master Plan. Do not rezone this property.

Why doesn't the Town just tell the developer to go to Lebanon? There is an appropriate site in an industrial park with full support waiting for them. While I know that our Town of Brownsburg officials do not get a vote on what corporations will choose, I do expect them to "opt out" of bad planning decisions that do not serve its citizens, stand up to pressure from external sources and not allow revenue numbers to supersede their duties.

# FREQUENTLY ASKED QUESTIONS ABOUT PROJECT AISLE

**Q: I live on CR 400 N. What will be the impact on my property value?**

A: A property value study is underway and will be made public at the Aug. 31 Plan Commission meeting at Town Hall at 6 p.m.

**Q: Will there be noise pollution?**

A: A noise study is being completed and will be available to the public at the Aug. 31 Plan Commission meeting at Town Hall at 6 p.m. While some in the community claim there will be excessive noise from the building, the design of this facility will not include large air handlers on top of the building.

**Q: How does the height of this facility compare to other large sites in town?**

A: The highest point of elevation for this facility would be approximately 50 feet higher than the water tower at the high school.

**Q: There aren't enough jobs being offered to make this facility worthwhile.**

A: During COVID-19, the addition of any jobs to the local economy is a huge benefit to the Town. Having 150-200 highly skilled workers impacts hundreds of residents (workers, spouses and children) and improves their quality of life.

**Q: Many of our homes are on well water. How will you keep our water safe?**

A: Project Aisle will have a retention pond monitored by Indiana Department of Environmental Management and/or the Department of Natural Resources and stormwater treatment equipment at their site to keep groundwater safe.

This property value study was not available for the 8/10/2020 BZA Meeting. I ask that Brownsburg publish this study as soon as it is available since it is such a pertinent document.

It is also important to note that Project Aisle does not only threaten home values, it threatens homes. Many neighbors in this area have reported that they will move due to the incompatibility of heavy industrial and residential borders. We have humbly accepted the increased traffic and road noise from Ronald Reagan and continued developments in this area, but this is just too much.

The noise concerns are coming from the synergy of truck noise, dock noise, backup generators and refrigeration equipment from the facility that operates 24 hours a day, 7 days a week. Please include all these factors in the noise study, not just one part of the physical building.

... for a grand total of 150 feet! The highest current I-1 or I-2 height in the industrial complex in Brownsburg is 35 feet from what I can see. I appreciate the 10' decrease from the original request of 160 feet, but we have not found common ground here yet.

Just... wow...

This is not the best use for this property. Find a smaller building that hires more people (so they can improve the quality of life for more spouses and more children!). Find a facility that can be recycled for other uses if companies should vacate. We know how valuable these transportation routes will be, especially with the continued expansion of the Ronald Reagan Parkway.

This is a basic safety plan for any property with a retention pond. I expect more safety provisions for such a large and specialized facility. I do not feel safe yet.

*Amy McNeely*

Amy McNeely  
Brownsburg Citizen