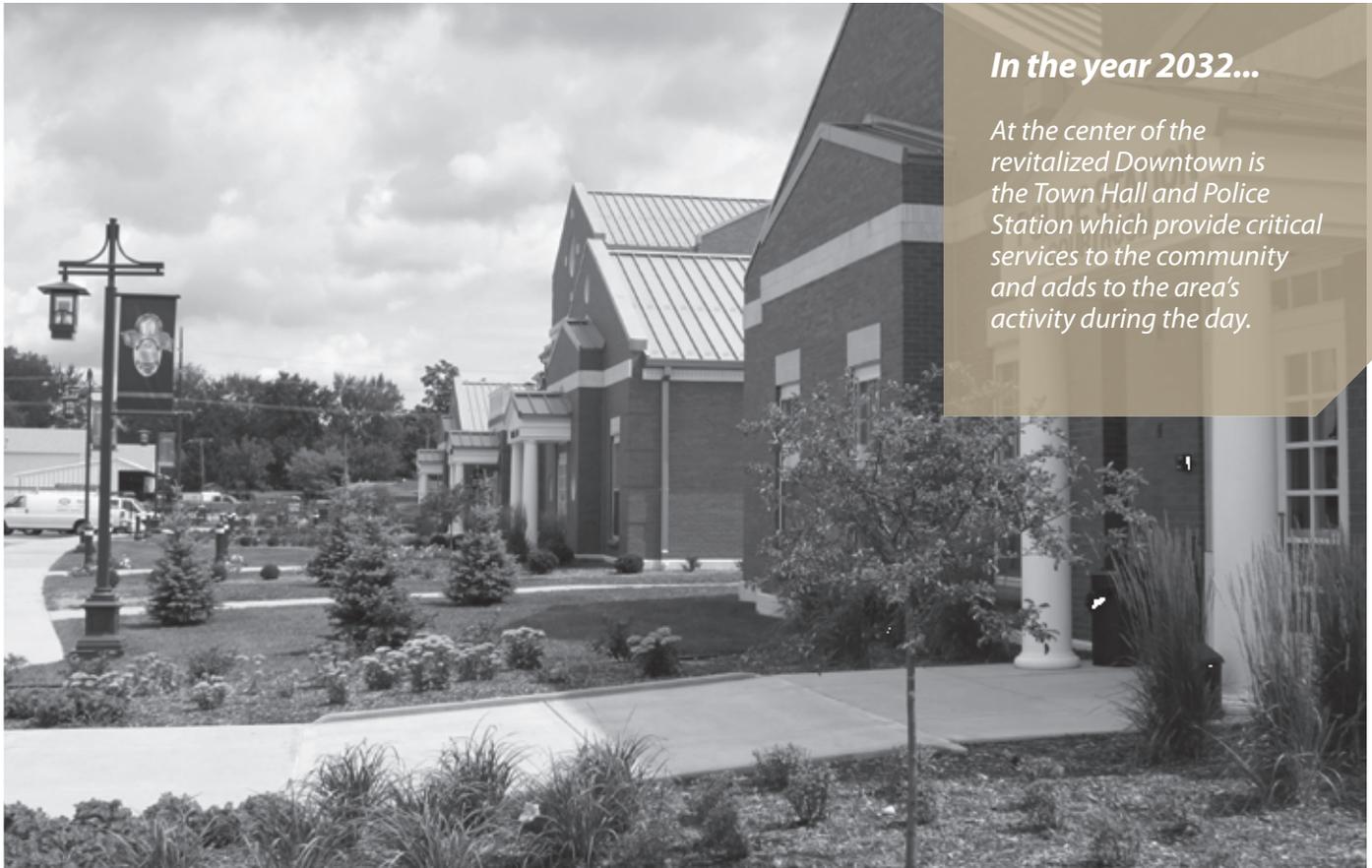


## COMMUNITY FACILITIES

At the center of the revitalized Downtown is the Town Hall and Police Station which provide critical services to the community and adds to the area's activity during the day. Brownsburg Community School Corporation continues to be a very highly-regarded school system and is still a leading reason why families choose to move to Brownsburg. The south side remains well served by nearby schools, and school expansions to serve the community's north side provide 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 Citizens Energy Group water utility, 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 to the area's activity during the day.*

An aerial, top-down view of a residential neighborhood. The houses are mostly single-story with various roof colors (blue, brown, grey). There are many green trees scattered throughout the area. A central road runs vertically through the middle. The overall style is that of a watercolor or soft-focus photograph.

# CHAPTER 4

# GOALS & OBJECTIVES



## GOALS & OBJECTIVES



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 residential development in areas with existing public infrastructure.
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 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. Renovate or redevelop aging commercial properties along the East Main Street corridor, recognizing the importance of the corridor as a gateway to Brownsburg.
5. Continue to beautify streetscaping and pedestrian amenities along busy corridors while improving access management and traffic flow, while establishing North Green Street area as a regional retail destination distinct from the area surrounding the I-74 and Ronald Reagan interchange.
6. Implement additional streetscape enhancements along major roadways to improve upon and unify the appearance of commercial areas throughout the Town.
7. Continue to support local economic development efforts of the Town of Brownsburg's Economic Development department, the Brownsburg Chamber of Commerce, and the Hendricks County Economic Development Partnership to retain and expand businesses within the community and attract new businesses to Brownsburg.
8. Capitalize on Lucas Oil Raceway as a unique asset through compatible development along the Ronald Reagan Parkway, as provided in Key Focus Area Plans.
9. 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.
10. Continue to encourage the development of transportation and warehousing uses in areas where these land-intensive employers can be appropriately accommodated.
11. 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 residents.

### Objectives

1. Continue to employ land use and development controls that encourage higher density, mixed-use development within the downtown.
2. Maintain a consistent street wall along the Main and Green Street corridors to help increase a sense of activity and pedestrian scale within the downtown through compatible infill and redevelopment.
3. Establish robust pedestrian connections throughout the Town and between retail areas, employment districts, residential areas, community facilities, and recreational assets.
4. Invest in streetscaping to beautify the area, establish a Downtown Brownsburg brand and identity, and strengthen the pedestrian realm.
5. Maintain gateway features along Main Street and Green Street, and Ronald Reagan Parkway, to signify entry into the Town and its 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.



## COMMUNITY 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 all 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 neighborhoods.
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 and include in wayfinding markers.



## 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. Work toward achievement of goals and objectives in the Town's Thoroughfare Plan and ensure the Thoroughfare Plan supports 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. Improve pedestrian safety for all ages and abilities, with slower vehicular speeds in Downtown Brownsburg, and pedestrian-oriented roadway and sidewalk improvements, such as speed tables, safe crosswalks, pedestrian islands, bump-outs, and curb ramps.
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.
8. Endorse the construction of new crossings over I-74 along key north-south and east-west routes in 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 segment of the Ronald Reagan Parkway to a connection with Interstate 65.
11. Establish Ronald Reagan Parkway as the preferred north-south truck route through the community and develop weight limits for other truck routes in the community.
12. Determine the preferred route for the remaining southwest segment of Northfield Drive and take steps necessary, including securing right-of-way, to preserve the route encircling the core of Brownsburg for its future completion.
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 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 parks of all sizes with a variety of amenities to serve the community both broadly and close to home.
2. Continue to improve Arbuckle Acres by creating 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 Ronald Reagan Parkway, possibly through coordination and partnership with Brown Township.
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 and greenways in established residential areas.
6. Develop new community parks and greenways in growth areas in concert with the effective use of open space requirements to incorporate parks throughout the Town's new residential neighborhoods.
7. Strive to provide parks within a maximum walking distance of 10 minutes of residential areas.
8. Integrate waterways and related natural areas as green corridors travelling within and between developed areas.
9. Build the White Lick Creek Greenway, initially connecting Arbuckle Acres Park to Northfield Commons shopping center, and ultimately connecting Brownsburg to Avon via a meandering trail along White Lick Creek.
10. 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.
11. Continue to expand the trail network throughout the community to better connect the Town's parks to one another and to the neighborhoods they serve, and grow the regional trail network, including along B&O Trail, White Lick Creek, and South Branch Creek corridors.
12. 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.
13. 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 & SERVICES

### 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 and sustainable 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 engage with the Citizens Energy Group water utility to meet the drinking water needs of current and future Brownsburg residents.
9. Continue to evaluate and implement the Stormwater Capital Improvements Plan in light of the recommendations of the Comprehensive Plan and anticipated patterns of development.
10. Continue to evaluate and implement the Sanitary Sewer Master Plan and to renovate and expand wastewater infrastructure to maintain adequate capacity to accommodate Brownsburg's growing population.



## INTERGOVERNMENTAL 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 meet and communicate with adjacent communities regarding future plans for the Town and outlying areas.
2. Work with adjacent communities to establish, maintain, or renew formal boundary agreements that will protect each community and prevent future developers from creating 'bidding wars' between neighboring communities.
3. Coordinate with Hendricks County, Brown and Lincoln Townships, and adjacent communities to assist in realizing mutual objectives and addressing shared issues such as traffic that transcend municipal boundaries.
4. Work with adjacent communities and agencies to seek grants, loans, and other sources of funding for projects that address intergovernmental issues.
5. Continue to encourage communication and collaboration among government service providers to provide the most efficient and cost-effective services possible.
6. 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.
7. Coordinate the review and input of new development proposals with all affected public agencies and utilities such as the Brownsburg Fire Territory, Brownsburg Community School Corporation, and Citizens Energy Group water utility.
8. 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.
9. 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

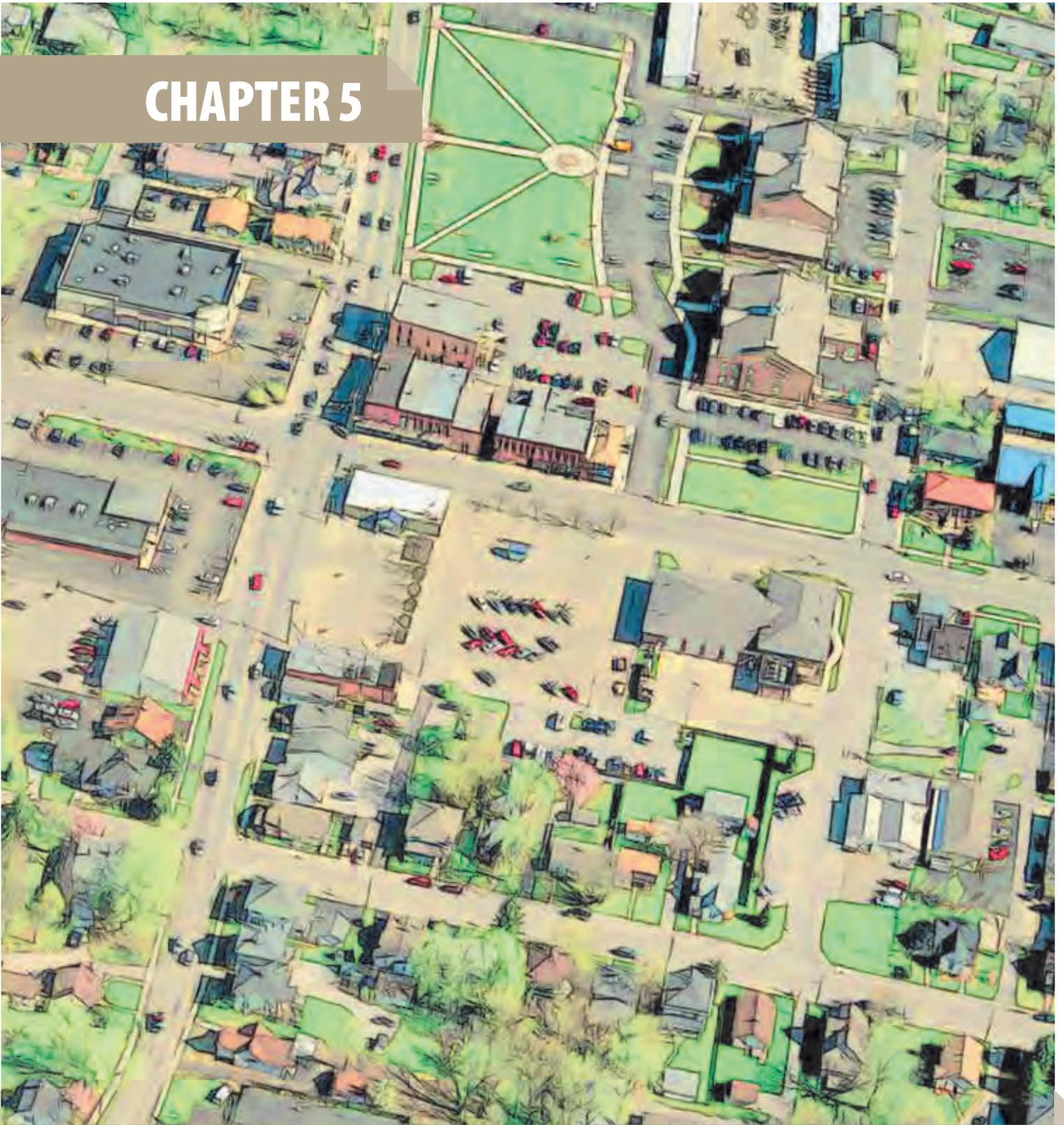
### GOAL

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

### Objectives

1. Continue to review the Comprehensive Plan on an annual 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.
2. Continue to evaluate the Unified Development Ordinance and other land use and development regulations regularly to ensure compliance with Comprehensive Plan recommendations.
3. 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).
4. Dedicate existing financial resources and/or identify new funding sources to implement the Comprehensive Plan.
5. 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.
6. Identify and engage agencies and organizations willing to share in the responsibility for active implementation of the Plan.
7. Continue to work with the Brownsburg 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.

# CHAPTER 5



# LAND USE & DEVELOPMENT





## LAND USE & DEVELOPMENT PLAN



**T**he 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 land use and development 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 has three additional sections that follow this chapter: the Residential Areas Plan; Business Areas Plan; and Growth Areas Plan. In addition, identified focus areas for 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/Agricultural
- » Single-Family Detached Residential
- » Single-Family Attached Residential
- » Multi-Family Residential
- » Neighborhood Commercial
- » Corridor Commercial
- » Regional Commercial
- » Mixed-Use Downtown
- » Flex/Light Industrial
- » 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: Estate Residential/Agricultural, Single-Family Detached, Single-Family Attached, and Multi-Family Residential. Each residential type is described below and presented in more detail in the Residential Areas section of the Comprehensive Plan.

### ESTATE RESIDENTIAL/ AGRICULTURAL

Areas identified as estate residential/agricultural 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 agricultural lands removed from existing development, 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 RESIDENTIAL

Areas designated as single-family detached provide for traditional single-family detached subdivisions with densities ranging up to 6 units per acre. Although it may be appropriate for these areas to include a small number 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 RESIDENTIAL

Areas designated for single-family attached development include 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 attached dwellings generally range from 6 to 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. Multi-family residential development can typically range on the low end from 6 to 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 housing 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.

### 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. A supermarket may be considered a typical tenant in neighborhood commercial areas. Uses should be of a scale and intensity to be considered generally compatible with adjacent and nearby residential uses. A reasonable maximum size for neighborhood commercial uses is 50,000 square feet, however, in practice, size may be dependent on the nature of a specific commercial use or location.

### 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 if they are compatible with adjacent and nearby retail and commercial shopping areas and do not 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, “tech” industries, and logistics distribution 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.

## FLEX/LIGHT INDUSTRIAL

Areas designated for flex/light industrial businesses 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. Flexibility in the design and operation of light industrial buildings permits integration of office, showroom, and industrial space all-in-one and can allow businesses to modernize operations and be more agile. 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 N County Road 900 E 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 limited neighborhood commercial development 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. A hospital/medical park is an example of a use that fits well into Brownsburg’s corporate campus area. 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 contribute positively to the character of the Town.

## PARKS & 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. Recommendations for these areas and other environmental features (including wooded areas, wetlands, streams and water features) are identified and presented in more detail in Section 12: Parks, Open Space, and Sustainability Plan.

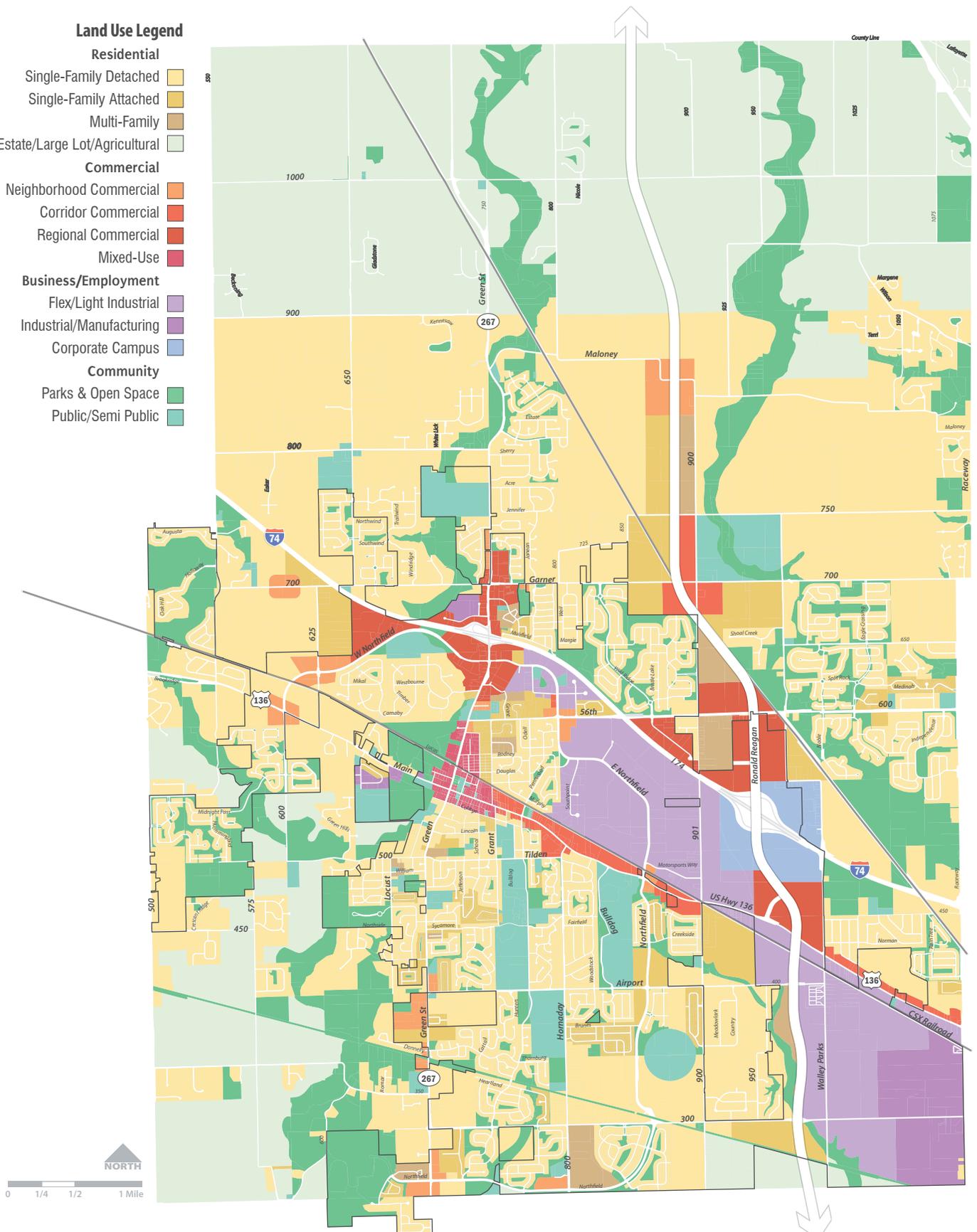
## PUBLIC/SEMI-PUBLIC

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 and are presented in more detail in Section 11: Community Facilities Plan.

# FUTURE LAND USE

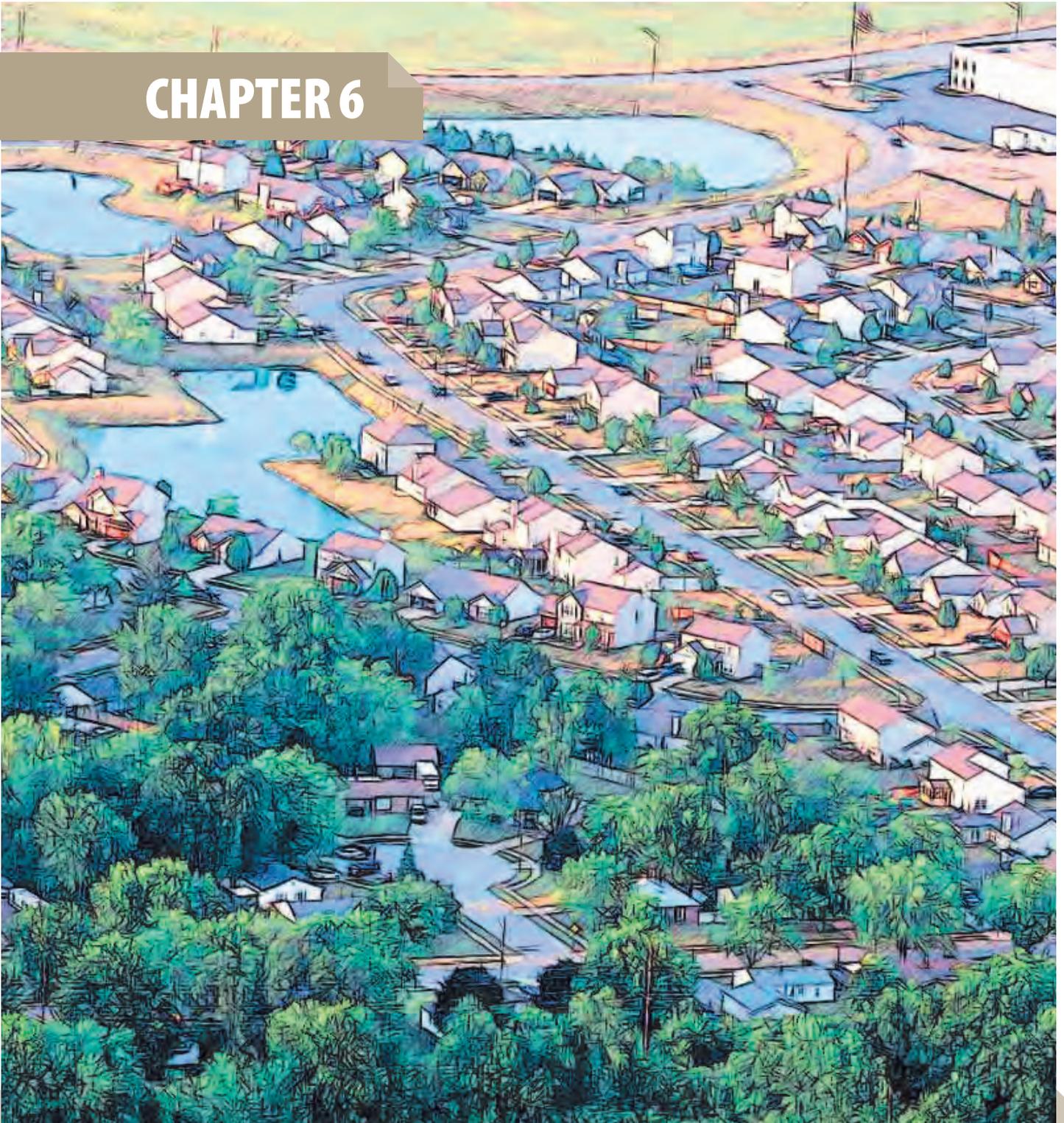
## Land Use Legend

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





# CHAPTER 6



# RESIDENTIAL AREAS PLAN





## RESIDENTIAL AREAS PLAN



**T**he 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 high-quality 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, street trees, and localized parks that provide bike and pedestrian access to neighborhood residents and reduce traffic impacts related to parks access.

## NEW SUBDIVISIONS

New subdivisions should be subject to development policies that:

- » Encourage stabilization and build-out of incomplete subdivisions prior to the platting and provision of services 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 neighborhood-serving 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 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 to accommodate growth while preventing leap frog development and the premature conversion of farmland.

Single-family detached residential densities can approach up to 6 dwelling units per acre, ranging from medium- to small-lot development patterns. These density ranges are not exact, and exceptions can occur with unique areas or 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 densities of new residential development in Brownsburg in recent years..

## SINGLE-FAMILY ATTACHED RESIDENTIAL

This land use consists of townhomes, rowhomes, and duplexes, and is intended to provide additional housing options within the community in a range of 6 to 12 dwelling units per acre. 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 areas 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" multifamily development can also be appropriate, provided that 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.

## ESTATE RESIDENTIAL/ AGRICULTURAL

The Land Use and Development Plan designates agricultural and undeveloped properties as suitable for new large-lot 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. These areas are often outside of the primary growth area for the Town.

## 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.



More specifically, estate residential areas are 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 more, per acre. Gross density calculations include the entire land area for a development, including open space requirements and adjacent right-of-way.

## CONSERVATION DESIGN

While it is ideal to have 1 estate residential dwelling unit per acre, this may not always be possible due to open space requirements, environmental features, and site constraints. Conservation design is an approach to residential development that preserves contiguous areas of open space and natural areas by clustering smaller residential parcels on select areas of the site. The overall housing density remains the same, but the site design allows for larger areas of common open space that can be used as neighborhood or community parkland. This approach to development also provides for naturalized stormwater management while minimizing the amount of roadway and utility infrastructure needed to serve a given development.

Conservation design should be strongly encouraged within Brownsburg's estate residential areas to maximize open space and preserve natural areas as development occurs. Where appropriate, sensitive natural areas should be integrated within the development and the existing topography should be used to dictate the design of new development, preserving large tree stands, riparian corridors, and natural areas. 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

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 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 provided services or amenities to support future residents. 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.

## SENIOR HOUSING

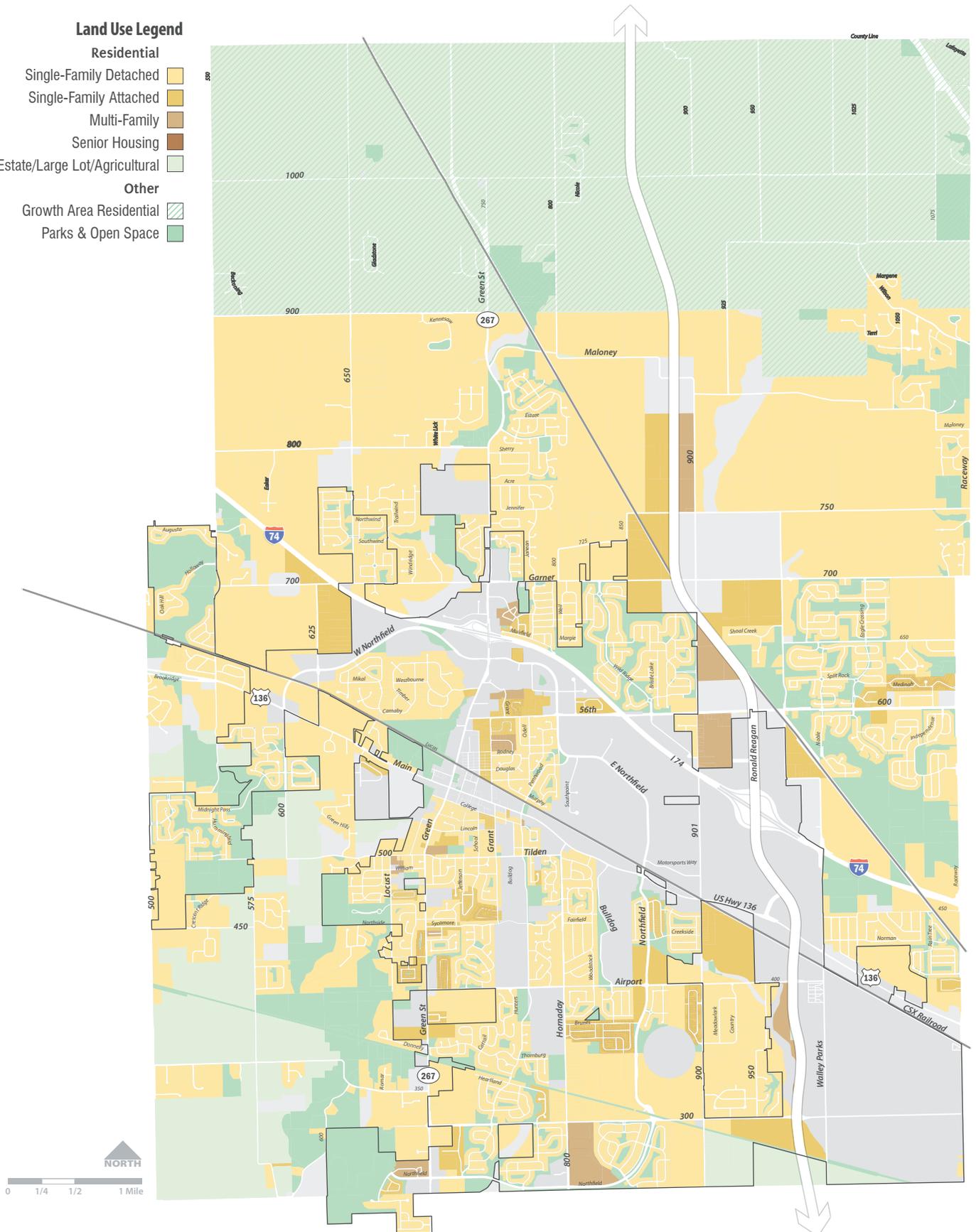
As shown in the Residential Areas Plan figure, the Town has several senior housing communities scattered throughout the community. Senior Housing is set to become an essential component of the Town's residential offerings and should be appropriately accommodated in select locations. The notion of "aging 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, goods, 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 Use Legend

- Residential**
- Single-Family Detached
- Single-Family Attached
- Multi-Family
- Senior Housing
- Estate/Large Lot/Agricultural
- Other**
- Growth Area Residential
- Parks & Open Space





# CHAPTER 7



# BUSINESS AREAS PLAN





## BUSINESS AREAS PLAN



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, to improve the overall character of the Town and its commercial areas, to diversify and expand the Town's tax base, and to strengthen the local employment base.

### COMMERCIAL AREAS PLAN & 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. Some commercial areas in Brownsburg 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, provide attractive architecture as viewed from all sides, 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 Commercial.

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 appropriate areas of Downtown Brownsburg.
- » 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 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. Emphasis should be placed on built form and not necessarily on land-use. Ideally, redevelopment in this part of the corridor will be compatible, coordinated, and 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.



## 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 locations for these larger commercial development areas: (1) the North Green Street corridor; (2) areas along the Ronald Reagan Parkway; and (3) the West Northfield Drive area.

### North Green Street

While portions of the North Green Street corridor function well, other areas lack coordination between adjacent commercial properties, and there is a general need for improvement and/or redevelopment of some of the aging commercial uses and vacant big-box structures. Opportunities for outlot development exist in the areas surrounding the corridor's two main shopping centers (Brownsburg Square and Green Street Station). Redevelopment of under-utilized sites along the Green Street corridor is also to be encouraged 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, and more.

### Ronald Reagan Parkway Interchange

The area surrounding the Ronald Reagan Parkway interchange, and other key locations along the Ronald Reagan Parkway corridor, are ideally suited for a large-scale commercial/retail development. Proximity to I-74, access and visibility from I-74 and the parkway, and new connections to communities to the south, make these locations ideal for a more regional commercial draw. The 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 near the interchange 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 Wal-mart Supercenter, is representative of newer, 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.

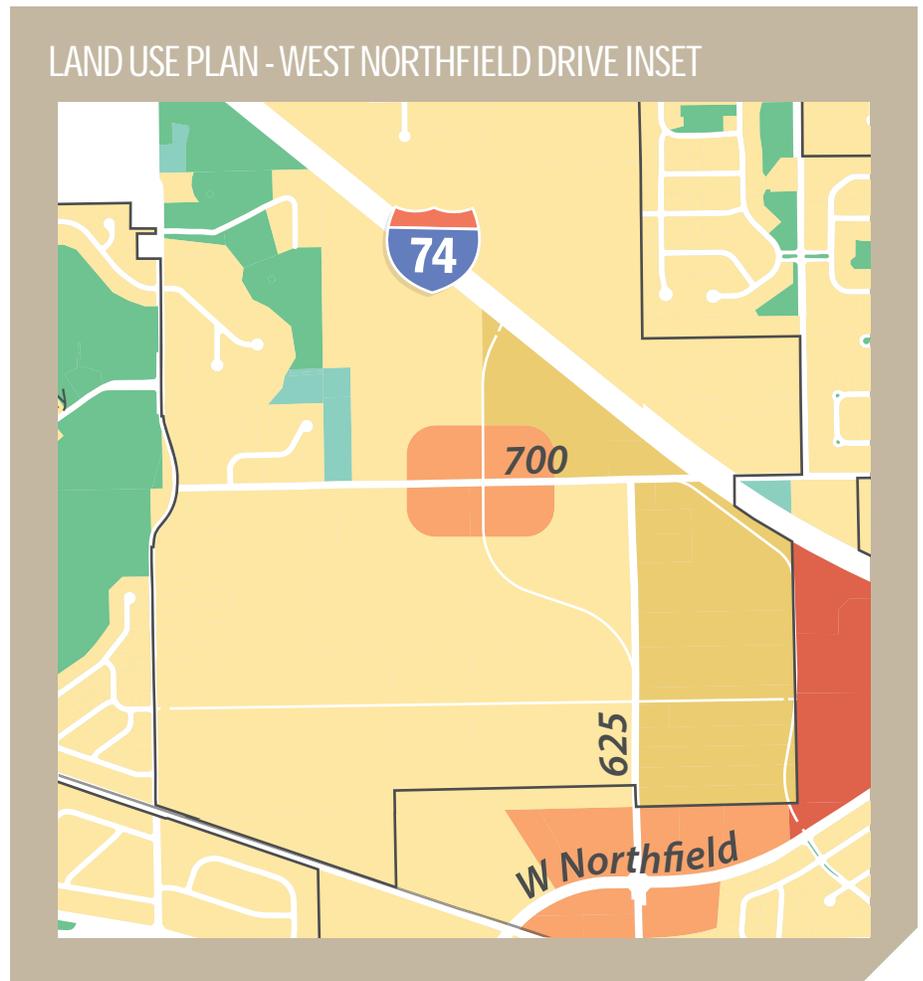
Given the rural nature of the West Northfield Drive area and the area's remote location, Comprehensive Plan recommendations focus on enhancing this portion of the Northfield Drive corridor as a neighborhood commercial district serving a mix of single-family detached and single-family attached residential 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 and growing.

**Access & Circulation**

The Transportation chapter of the Comprehensive Plan 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/CR 625 E, a project that is now recommended by the Indianapolis MPO 2045 Long Range Transportation Plan (LRTP). The crossing facilitates connectivity between residential areas to the north of I-74 and regional commercial development along W Northfield Drive. CR 700 N should also 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.



## 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.

## 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 is an important goal for continued redevelopment of 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 and 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).



## 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, logistics distribution 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 expansion 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.

## FLEX/LIGHT INDUSTRIAL

Areas designated for flex/light industrial are intended to accommodate a variety of uses ranging from light assembly and logistics 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 N CR 900 E and Northfield Drive.

As indicated on the Industrial/Employment Areas Plan, the flex/light industrial 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, accessed via N CR 900 E, 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 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 are an important segment of Brownsburg's local economy. Motorsports businesses come from many sectors, from retail sales of motorsports products to racing teams and mechanics. The form of development may be suited to a commercial retail space, an office, or require large flex spaces that may feature loading docks or vehicle bays. These may be suited in either commercial or industrial/employment areas.

Working with the Hendricks County Economic Development Partnership, the motorsports industry should continue to be targeted as a growth sector as the Town builds upon their economic development initiatives

## INDUSTRIAL/MANUFACTURING

The Industrial/Employment Areas Plan designates areas for manufacturing uses in the areas near 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 Industrial/Manufacturing should be reserved for manufacturing, industry, and related uses. Light industrial, business parks, offices, retail uses should be discouraged within these areas.

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.

Areas designated corporate campus use 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 as a high-quality research/business park uses in a campus like setting. This area will be highly visible to passersby and can 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.

## 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 setbacks.

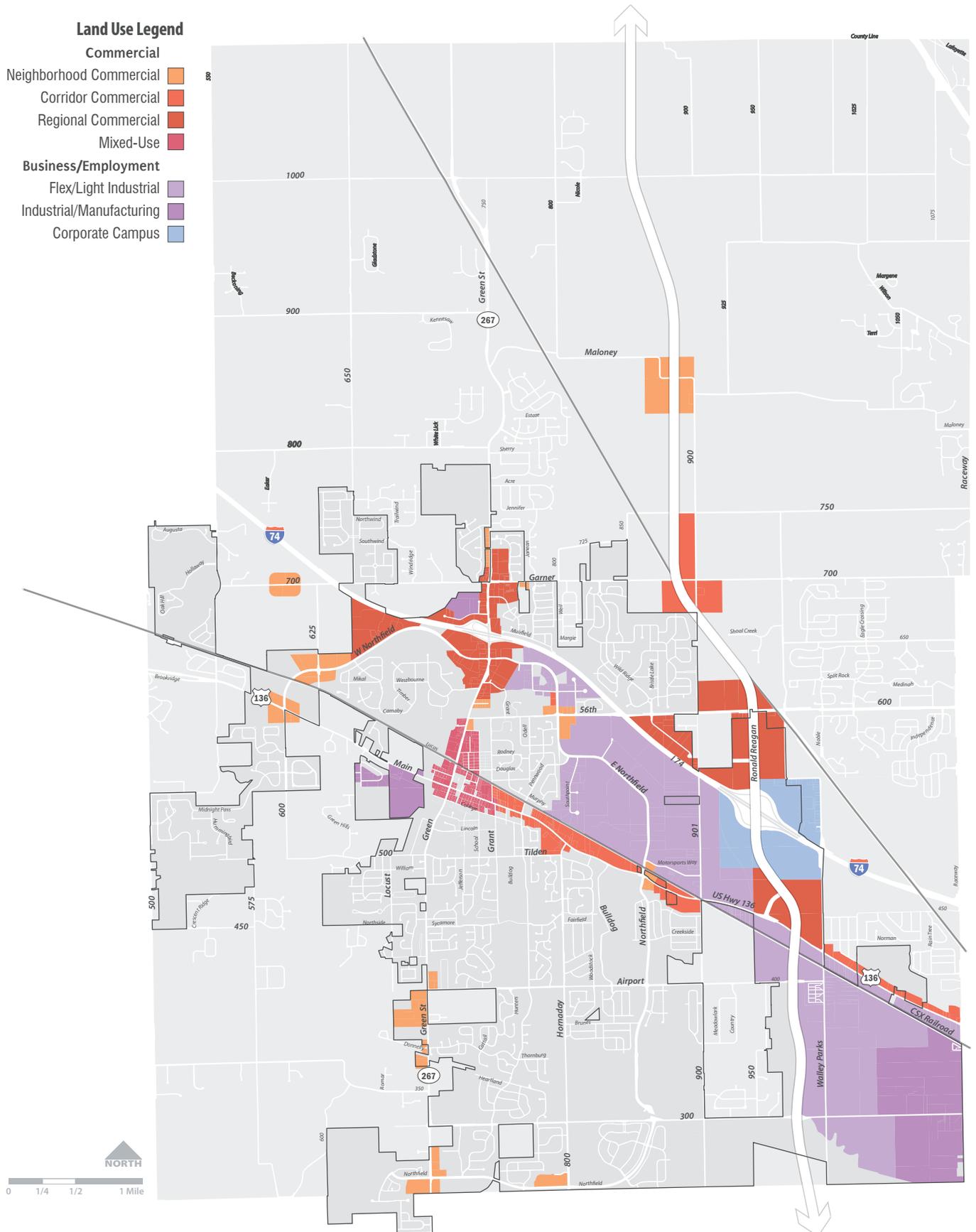
## LUCAS OIL RACEWAY

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. However, completion of the Ronald Reagan Parkway has improved access to the larger region, making it easier for visitors to travel to the raceway and adjacent development. Potential also exists regional commercial development, and multi-family residential development along the parkway which will help establish a larger daytime population in the area. Nearby residential development, and employment-generating corporate campus and light industrial expansions, in concert with expanded event offerings at Lucas Oil Raceway, and access to the B&O Trail, may be capable of generating more consistent activity within the area and sufficient demand to support regional commercial uses such as restaurants, hotels, and retail. Additional discussion of the Lucas Oil Raceway area and nearby portion of the Ronald Reagan Parkway corridor is located in Chapter 13: Key Focus Area Plans.

# BUSINESS AREAS PLAN

## Land Use Legend

- Commercial**
- Neighborhood Commercial ■
- Corridor Commercial ■
- Regional Commercial ■
- Mixed-Use ■
- Business/Employment**
- Flex/Light Industrial ■
- Industrial/Manufacturing ■
- Corporate Campus ■







# CHAPTER 8

# GROWTH AREAS PLAN





## GROWTH AREAS PLAN



**T**he 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 underutilized parcels within the Town’s current limits. The majority of infill development will consist of the redevelopment of older underutilized properties and the completion of any 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 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 these disconnected developments.

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 wireless communications towers. Although it may be difficult to foresee 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

Brownsburg Parks 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 Parks acquisitions or developer dedications and developed as needed. Ideally 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.

## SECONDARY GROWTH AREA

The secondary growth area consists of the area located within Brown and Lincoln Townships, but extends 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, such as the agreements with Avon or Pittsboro.

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.