
City Council Packet

Vision, Goals, & Placetypes

August 14, 2024

GREENFIELD IN GEAR



**COMPREHENSIVE PLAN:
OUR ROADMAP TO 2045**



VISION STATEMENT

The vision describes where Greenfield expects to be in the upcoming years. The vision statement informs the development of the Comprehensive Plan's objectives and recommendations, while being practical, attainable, and adaptable to changing circumstances. The vision statement is prepared as a projection to influence the plan's recommendations. The vision is vast, bold, and intricate, and achieving it through a succession of actual activities or objectives will take many years.

Our Roadmap for Greenfield 2045 envisions:

- + An authentic American city respectful of our heritage and intentional with our future,
- + A dynamic tapestry of vibrant spaces,
- + A resilient economy that supports a variety of business and employment opportunities,
- + Enhanced connectivity and mobility,
- + Diverse and multigenerational housing options,
- + A community focused on safety and well-being,
- + A flourishing arts and cultural scene,
- + Continued high-quality education opportunities for all life stages,
- + Robust civic engagement and pride,
- + And a harmonious relationship between nature and development.

PLANNING PRINCIPLES

The planning principles are foundational building blocks that, when combined, achieve the community's vision. The six planning principles were identified through data-based conversations with stakeholders, including but not limited to high school students, elected officials, city staff, arts organizations, local business owners, homeowner's associations, and rental communities. Although the principles are presented individually, they do not exist in isolation. These principles are:

- + Intentional Growth Management
- + Sustainable Economic Opportunity
- + Downtown Vibrancy
- + Attainable Housing
- + Quality Infrastructure and Services
- + Engaging Places and Programs

Each planning principle includes a definition that is uniquely Greenfield and responds to the wants and needs of stakeholders. These definitions should help guide the creation of goals that will ensure future planning efforts remain aligned with these principles and the vision for 2045.



Intentional Growth Management

Definition:

“Intentional Growth Management” is strategic and proactive planning for the allocation of land regarding the quantity, quality, and location of development with respect to fiscally responsible investments and the protection of natural features to ensure: orderly growth; the preservation and cultivation of places with quality character; appropriate infrastructure investments; sustainable and balanced land use patterns; connected communities; and optimized public services.

Example topics that could be addressed with this principle:

- + Zoning (this principle will act as a catch-all for goals regarding zoning)
- + Annexation
- + Conservation and/or Preservation
- + Future Land Use and Transportation
- + Utility Extension Policy
- + Subarea Planning
- + Trail-Oriented Development
- + Urban Growth Boundary
- + Investment Priorities
- + Floodplain Management
- + Location of Public Services and Amenities
- + Intergovernmental Agreements and Collaboration
- + Development Incentives
- + Public-Private Partnerships
- + Sustainable Development

This is not a comprehensive list!

Characteristics of Greenfield when planning efforts surrounding Intentional Growth Management have achieved the vision:

- + Strategic redevelopment and reuse of underutilized parking lots and vacant lots
- + Subarea planning
- + Collaboration with the county, the state (INDOT), and other partners on infrastructure investments, including solar fields
- + Strategic planning for neighborhood hubs and commercial nodes, which include transportation routes that encourage walking and bicycling to destinations
- + Emphasis on pedestrian and bicycle connectivity, increased density, and mixed-use growth along trails and designated economic corridors
- + Zoning regulations maintain or improve community connectivity, limit heavy industrial activities near residential areas, and encourage smart growth

- + Responsive and flexible zoning subdivision ordinances

Sustainable Economic Opportunity

Definition:

“Sustainable Economic Opportunity” is the ability for the city to retain, expand, and attract businesses and talent in order for residents to achieve stability and upward mobility, enhance their financial well-being, and find prosperity through a wide range of employment options, entrepreneurship, education and training, and access to resources by leveraging Greenfield’s unique qualities and location.

Example topics that could be addressed with this principle:

- + Intergovernmental / Regional Collaboration
- + Education and Skills Development
- + Childcare Access
- + Tax Incentives / Abatements
- + Entrepreneurship
- + Small Businesses
- + Financial Resources
- + Workforce Development
- + Access to Jobs
- + Economic Diversification
- + Public-Private Partnerships
- + A Welcoming Culture
- + Essential Infrastructure
- + Leveraging recreational and natural resources
- + Attracting complimentary businesses to existing businesses in Greenfield
- + Focused studies
- + Stable and Viable Government Finances / Budget

This is not a comprehensive list!

Characteristics of Greenfield when planning efforts surrounding Sustainable Economic Opportunity have achieved the vision:

- + Enhanced job market with a focus on high-paying positions and opportunities for younger workers
- + Provide high-end housing to broaden local housing market options for professionals



- + Reduction of distressed properties while fostering a diverse restaurant scene and supporting small businesses
- + Reduced barriers to employment through workforce development, upskilling, and access to childcare and afterschool services for working families
- + Promotion of economic growth through trail connectivity and recreational amenities while also enabling better access to jobs and public services,
- + Access to daycare services
- + Promote entrepreneurship and reduce barriers to business development by encouraging start-up spaces and innovation
- + Strategic initiatives to attract and retain tech, biomedical, and research industries through streamlined development processes
- + Strong economic partnerships between governments and organizations, especially Hancock County, IMPO, and the chamber.

Downtown Vibrancy

Definition:

“Downtown Vibrancy” is the infusion of new development into downtown Greenfield, so it continues to be the economic, social, and cultural center of the city and county, characterized by a diversity of living and employment options, consistent pedestrian and bicyclist traffic, a wide range of activities available all day, and the preservation of local history and small-town charm through architectural enhancement and a celebration of the arts.

Example topics that could be addressed with this principle:

- + Land Use
- + Development Incentives
- + Small Businesses
- + Historic Preservation
- + Public Art
- + Transportation Improvements
- + Streetscape Design
- + Vacant Buildings and Lots
- + Redevelopment
- + Parking Inventory and Assessment

This is not a comprehensive list!

Characteristics of Greenfield when planning efforts surrounding Downtown Vibrancy have achieved the vision:

- + Downtown living options
- + Access to a wide range of employment, shopping, and services
- + Comfortable and safe environment (for example, decreased noise and truck traffic congestion)
- + Attractive and active sidewalk spaces
- + More pedestrians and bicyclists
- + Multi-functional spaces for events, activities, markets, and more
- + Diverse array of activities throughout the day and evening, including events, entertainment, and retail stores
- + Focus on historic preservation, façade improvements, sidewalk activity, and public art to enhance community vibrancy

Attainable Housing

Definition:

“Attainable Housing” is the availability of a wide range of housing and living options tailored to a variety of socioeconomic and age groups, reflected by well-kept properties, with access to high-quality amenities and opportunities like parks, trails, transportation, shopping centers, and jobs.

Example topics that could be addressed with this principle:

- + Senior Housing
- + Missing Middle Housing
- + Access to Amenities: more about connecting to amenities, trail connections from housing areas to shopping centers, amenities, other trails, etc.
- + Subdivision Regulations: development configurations: cluster, condominium, conventional, compact, conservation, infill assemblage, multi-complex, cottage court, detached housing conversion (converting a single home unit into multiple units), traditional district (alleys and small lots)
- + Neighborhood Design
- + Homeownership
- + Safe Neighborhoods
- + Homelessness

This is not a comprehensive list!

Characteristics of Greenfield when planning efforts surrounding Attainable Housing have achieved the vision:

- + Affordable housing options for all ages, especially recent college graduates
- + Well-maintained properties
- + Responsive and flexible zoning subdivision ordinances for increased housing options



- + Elements of traditional neighborhood design
- + Rehabilitation of vacant lots and dilapidated buildings
- + Variety of housing types including small lot sizes and missing middle homes
- + Emphasis on community connectivity, sidewalks, trails, and access to parks

Quality Infrastructure and Services

Definition:

“Quality Infrastructure and Services” is the city’s ability to provide and proactively expand essential physical, governmental, and social support systems that are crucial for a high quality of life, health, safety, the fostering of economic development, and sustainable growth.

Example topics that could be addressed with this principle:

- + Shared Mobility Services
- + Transportation networks, utilities, communications, healthcare, education, childcare, emergency response teams, and other public services
- + Sidewalks
- + Proactive Growth of Civic Services and Civil Servant Employment
- + Possible bus route along SR 9/ US 40
- + Police / Fire / EMS Facilities
- + Utilities
 - + Water and Sewer
 - + Electric
 - + Broadband
 - + Etc.
- + Intergovernmental Coordination
- + Public-Private Partnerships
- + Sustainability
- + Resource Allocation
- + Community Services

This is not a comprehensive list!

Characteristics of Greenfield when planning efforts surrounding Quality Infrastructure and Services have achieved the vision:

- + Retain essential services like Hancock County Regional Hospital and maintain or improve level of service as the community grows

- + Proactive planning efforts, including land purchases, capital improvement plans, and maintaining connectivity of new development to infrastructure and services
- + A complete and comprehensive trail network
- + Enhanced childcare availability and quality
- + Ensure adequate and high-quality fire and police service, ambulance coverage, and infrastructure for sanitation and stormwater management
- + Develop fiscally responsible plans for sewer and stormwater infrastructure, along with evaluating citywide trash services and revitalizing alleyways
- + Address transportation challenges by improving roadways, increasing multimodal options, and reducing congestion
- + Improved internet connectivity / broadband access
- + Improved safety and mobility options, such as public transportation, trails, roundabouts, and truck bypass routes

Engaging Places and Programs

Definition:

“Engaging Places and Programs” is a city that has a connected system of attractive and vibrant gathering spaces that offer a consistent and diverse array of programs and events accessible for all which foster well-being, belonging, civic pride, and a sense of identity.

Example topics that could be addressed with this principle:

- + Health and Heritage
 - + Places that are innately healthy and with recreational opportunities
- + Civic Engagement
- + Amenities
- + Programming
- + Coordination of Events
- + Park Improvements



- + Historic Preservation
- + Redevelopment
- + Art, Murals, Landmarks, Sculptures, etc.
- + Aesthetic Improvements
- + Zoning Reforms
- + Tourism

This is not a comprehensive list!

Characteristics of Greenfield when planning efforts surrounding Engaging Places and Programs have achieved the vision:

- + Foster a vibrant community with more ‘third places,’ such as parks, breweries, and coffee shops
- + A diverse range of events and programming for all ages and throughout all seasons
- + More entertainment options, festivals, and local arts and culture
- + Placemaking efforts are supported, such as revitalizing Riley Park, investing in Main Street, and cultivating an art district
- + Enhance and expand outdoor and indoor recreational spaces such as an indoor sports complexes and more public gathering spaces
- + Strengthen community relationships through more consistent and better marketing, outreach campaigns both in-person (such as billboard advertising along I-70) and online (such as social media), and collaboration with other organizations
- + Continued work with and strengthening of the local network of nonprofits
- + More interconnectedness with the school district and community pride in youth sports
- + Improved accessibility and wayfinding of the city and its amenities and services

GOALS

The goals are the details in how to implement the vision. Goals target specific issues and opportunities within each of the planning principles. The goals are a desired result that the City wishes to achieve in the future. They will help guide government officials and the various boards when making decisions about future development and changes across the City.

Intentional Growth Management

“Intentional Growth Management” is strategic and proactive planning for the allocation of land regarding the quantity, quality, and location of development with respect to fiscally responsible investments and the protection of natural features to ensure orderly growth; the preservation and cultivation of places with quality character; appropriate infrastructure investments; sustainable and balanced land use patterns; connected communities; and optimized public services.

- + Direct development to priority development areas
- + Ensure compact, pedestrian-oriented, and connected development patterns
- + Embrace natural and sensitive environmental features, such as floodplains or wetlands, through design.
- + Align development and subdivision regulations based on the future, holistic vision for the community
- + Encourage and incorporate multiple types of transportation, such as walking, bicycling, and driving.
- + Plan for annexation
- + Budget for necessary investments that support population growth
- + Target development to areas well-served by utilities

Sustainable Economic Opportunity

“Sustainable Economic Opportunity” is the ability for the city to retain, expand, and attract businesses and talent so that residents can achieve stability and upward mobility, enhance their financial well-being, and find prosperity through a wide range of employment options, entrepreneurship, education and training, and access to resources by leveraging Greenfield’s unique qualities and location.

- + Retain and expand existing local businesses when appropriate
- + Support education and workforce development
- + Attract new businesses that align with the community’s goals
- + Build a resilient local economy
- + Attract a range of talent to meet local economic needs
- + Encourage entrepreneurship

Downtown Vibrancy

“Downtown Vibrancy” is the infusion of new development into downtown Greenfield, so it continues to be the economic, social, and cultural center of the city and county, characterized by a diversity of living and employment options, safe and enjoyable pedestrian and bicyclist traffic, a wide range of activities available all day, and the preservation of local history and small-town charm through architectural enhancement and a celebration of the arts.

- + Support new quality development and redevelopment
- + Encourage the development of mixed-use buildings and housing options
- + Expand and diversify employment options downtown
- + Establish a pedestrian- and bicycle-friendly downtown.
- + Support a wide range of activities and amenities
- + Encourage preservation and enhancement of architecturally significant buildings and spaces
- + Celebrate and feature the arts throughout downtown as the cultural heart of the community
- + Analyze downtown parking and establish parking standards that align with community goals



Attainable Housing

“Attainable Housing” is the availability of a wide range of housing and living options tailored to a variety of socioeconomic and age groups, reflected by well-kept properties, with access to high-quality amenities and opportunities like parks, trails, transportation, shopping centers, and jobs.

- + Support a variety of housing and living options
- + Increase the amount of housing to match the current and future demand for various types of housing
- + Identify the barriers to housing and the gaps in available housing for varying socioeconomic and age groups
- + Encourage and enforce, when possible, maintenance of residential properties
- + Continue to require transportation connections for residential developments, specifically connections for pedestrians and bicyclists
- + Prioritize housing in locations with pedestrian and bicycle access to local destinations
- + Prepare to reuse senior housing facilities

Quality Infrastructure and Services

“Quality Infrastructure and Services” is the city’s ability to provide and proactively expand essential and desirable physical, governmental, and social support systems that are crucial for a high quality of life, health, safety, the fostering of economic development, and sustainable growth.

- + Construct an accessible and safe transportation network for multiple types of transportation such as walking, bicycling, and driving.
- + Invest in the resiliency of public infrastructure
- + Maintain strong intra- and inter-governmental collaboration
- + Ensure adequate staffing of civil servants and public services
- + Promote healthcare and educational facilities
- + Plan and fund infrastructure maintenance and expansion
- + Support community safety and security

Engaging Places and Programs

“Engaging Places and Programs” is a connected system of attractive and vibrant gathering spaces that offer a consistent and diverse array of programs and events accessible for all which foster well-being, belonging, civic pride, and a sense of identity.

- + Foster accessible, unique, and attractive public spaces, businesses, and activities.
- + Activate gathering spaces with an array of events
- + Support more options for arts, entertainment, and recreation
- + Design places to support health and well-being
- + Support unique community characteristics
- + Strengthen civic pride and engagement

WHAT IS PLACETYPING

- + A detailed, visual description of the characteristics of development patterns that contribute to the unique make-up of the community
- + Determined through the public visioning process and evaluation of existing conditions
- + Describes district and building characteristics for future development
- + Guides the look and feel of future development
- + Allows the unique qualities of places to be accurately reflected in the built environment

NATURAL AREAS, PARKS, & OPEN SPACE

- + Places that have experienced minimal disturbance: Stream corridors, Wetlands, Floodplains
- + Characterized by sensitive topography, hydrology, vegetation, wildlife, or other natural environments
- + Minimal building/development
- + Both active and passive recreation may be supported
- + May include parks and open space areas to serve specific recreational needs
- + Development in parks and open spaces support the areas' specific function along with other civic buildings



SUBURBAN NEIGHBORHOODS

- + Provides transition from the least dense natural and working lands environment to the denser urban environment
- + Incorporates natural features into their design
- + Provides formal open spaces
- + Often characterized by curvilinear streets, common areas, and parks
- + Supported by civic and institutional uses
- + Streetscapes and landscapes include tree-lined streets



MIXED RESIDENTIAL & INFILL NEIGHBORHOODS

- + Tend to be positioned in the interior of the community in long-established residential areas
- + Offer far greater housing diversity and unit density than in suburban neighborhoods
- + Often in areas experiencing transition or redevelopment
 - + Secondary uses include institutions and assembly
 - + Some limited commercial activity may be present



SUBURBAN COMMERCIAL CENTERS

- + Accommodate large footprint commercial uses and serve as shopping destinations
- + Retail uses are often low-rise buildings, while office and lodging uses may be mid-rise buildings
- + Residential development is limited to higher density building types that are integrated into the development
- + Suburban Centers are automobile-oriented; however, buildings should be arranged to create a street wall for safe walking and cycling.
- + Parking should be behind or beside buildings



CONNECTING CORRIDORS

- + Consist of complete streets accommodating a variety of uses and travel modes, including pedestrians, transit and bicyclists
- + Serve as major transportation routes linking neighborhoods and providing quick and easy access to other major community destinations
- + Include a mix of commercial, light industrial and multi-dwelling housing
- + Provide opportunities for the development of larger scale retail uses such as grocery stores and retailers
- + Multi-story structures are in a compact development pattern, placed close to the street to create a street enclosure and enhanced pedestrian environment



DOWNTOWN MIXED-USE

- + The traditional heart of Greenfield; embodies the community symbolically, culturally, and historically
- + Pedestrian-oriented with buildings placed close to the street and constructed at smaller scales
- + Within walking distance of surrounding neighborhoods
- + Places for people to shop, eat, socialize and take care of daily activities
- + Infill development opportunities may exist that would help add to the character of the City
- + Residential and office uses should be integrated to diversify the mix of development
- + Abundant streetscape furnishings and pedestrian amenities reflecting local history and culture
- + Vehicular traffic is secondary to the fundamental pedestrian and human scale of the area



GATEWAYS

- + Key access and entry points into Greenfield.
- + create a sense of arrival to a distinctive and quality city
- + create a sense of anticipation and arrival as one enters the gateway
- + serve as a threshold to a different area of the City.



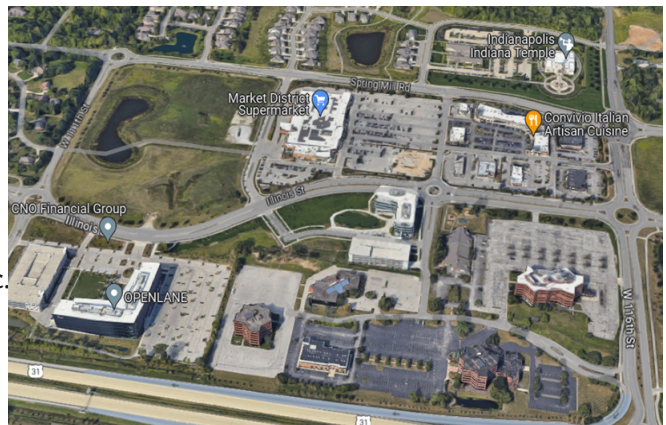
NEIGHBORHOOD CENTER

- + A node of activity, often at key intersections
- + Provides goods and services to surrounding neighborhoods
- + Sustains a variety of residential, commercial and institutional activities
- + Single-dwelling homes may be present if located behind or adjacent to the node
- + Incorporates mixed commercial uses to encourage efficient use of infrastructure, allow for smaller lot development, and provide proximity to other public uses (may locate near the center)
- + Dwellings are placed above the first floor of multistory buildings, ground floors are reserved for commercial and other non-residential activity
- + Connected by pedestrian and cycling facilities



EMPLOYMENT HUB

- + Land use is dominated by commercial, office, or industrial activities.
- + Provides opportunities for employment at a regional scale, which also means most people traveling to land uses within the placetype are commuters
- + Should be near interstate exits or major roads that can accommodate large volumes of commuter and/or truck traffic.
- + Retail and other shopping should not be encouraged here.
- + Restaurants, however, should be encouraged and can be located within or interspersed between larger structures.



Their primary customer base is the large concentration of employees nearby, reducing the need for employees to drive to get lunch. However, these restaurants should also be easily accessible to Greenfield residents and open after the workday ends to improve their financial feasibility. This means they should be very visible to people on the frontage street, and not tucked away from the street view within a larger structure.

- + All land uses should be connected by a safe and accessible network of sidewalks and trails.
- + May include mixed use developments as long as the employment portion of the development does not interfere with the enjoyability of the residential portion.

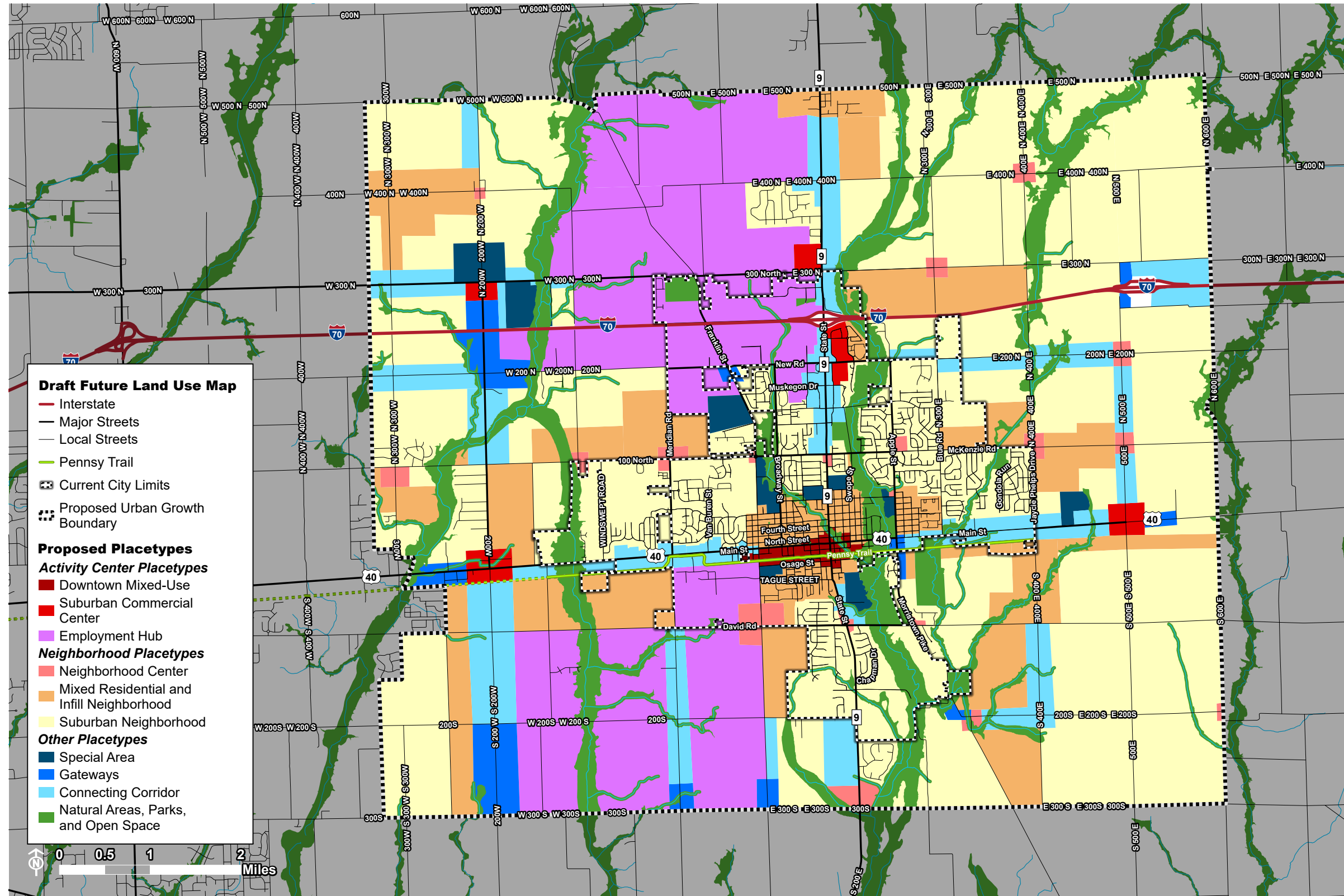


SPECIAL AREAS

- + Special Areas may include Institutional Uses, Employment Areas, or other Specific Areas/Features
- + Institutional areas are typically designed around schools, healthcare, transportation hubs, or other large-scale amenities
- + Employment Areas are intended to support large-scale employment uses.
- + Are typically along primary transportation corridors and hubs.
- + Typical uses are commercial, light, and heavy industrial.



PLACETYPE MAP



PLACETYPE MAP: URBAN CORE DETAIL

