

Undertake Intersection Improvements

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

Bury/Screen Utilities

The Town should work with utility companies to bury overhead utility lines. Overhead utility lines are common along many of the Town’s corridors, and burying overhead utilities is highly impactful to appearance and greatly improves the aesthetic of the Town. Although burying overhead utilities is an expensive undertaking, the Town should continue to coordinate with utility companies to include the burying of utilities into planned street or sewer work, right-of-way improvements, or other public or private construction projects. For instance, planned capital improvements to the right-of-way along Green Street allowed for the coincident removal, relocation, or undergrounding of overhead utilities along this important route. The Town should also require developers and utility companies to screen utility boxes from the street either through landscaping, fencing, or more strategic locations at the time of site development. The Town requires utilities to be buried as standard for new subdivision and should also consider requiring it as redevelopment or new development occurs.

ESTABLISHING AN IDENTITY AND BRAND

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

THE BROWNSBURG “BRAND”

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

Motorsports

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

As with streetscaping, the Ronald Reagan Parkway site offers a unique opportunity to integrate physical development character with a complementary comprehensive branding campaign. The new overpass signage along Ronald Reagan Parkway contributes greatly to this objective. Moving forward, the Town should continue to communicate with residents and businesses as the issue of branding development is further reviewed, revised, and kept current.



RESPECTING THE PAST

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

Agricultural Preservation

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

The recommendations of this Plan strive to prevent the premature conversion of agricultural land and open space and promote its continued agricultural use until farming is no longer feasible or desirable by the landowners. When this occurs the Land Use Plan presented in this section identifies the best use for these parcels. The Land Use and Development Plan includes a

growth strategy designed to limit the premature conversion of farmland, but additional steps can be taken to underscore the connection to Brownsburg's agricultural past.

Farmstead Preservation

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

Historic Downtown Brownsburg

Anchored by the Town Hall and a node of commercial businesses, Downtown is considered by many to be an area of special importance and the symbolic heart of the community. The Downtown should attract the types of commercial development desired by the community who seek a traditional pedestrian oriented downtown area. New larger-scale, mixed-use residential development along the Green Street corridor provides a residential base to support a walkable retail environment.

The cluster of mixed-use buildings fronting the northeast corner of Main and Green Streets, as well as the former library building at Main and Adams Streets, reflect the past and enduring character of downtown.

The Town should make efforts to preserve these unique and desirable features, and require compatible infill to the greatest extent possible, in terms of both scale and appearance. Given the downtown's character, importance to the Town's history, and its role in portraying a favorable identity and image for Brownsburg, a detailed Downtown Key Focus Area Plan has been created and can be found in Section 13: Key Focus Areas.

Historic Register

The Town should undertake an inventory of historic structures and sites within the community. Working with property owners, those of significance should be considered for addition to the State or National Register of Historic Places. Within the downtown, potential candidates include the former Brownsburg Public Library building which is an original Carnegie library, the Brownsburg Methodist Episcopal Church, and the Doctor John Smith House at 111 E Main Street, all of which are listed as outstanding structures in the Indiana State Historic Architectural and Archaeological Research Database's Indiana Historic Sites and Structures Inventory..

The only Brownsburg-area structure currently on the state or national register is the Walker School building. Also known as Lincoln Township School #1, this one-room school house, located on the southwest corner of CR 600 N and CR 1000 E, was built in 1895. The building is an example of late nineteenth century rural school house architecture in the Romanesque Revival style.



GATEWAYS & WAYFINDING

Gateway features announce entry into the community and instantly communicate a sense of character and identity. These are strategically located throughout the community along key corridors and at intersections in locations that function as entry points into the Town. Gateway features should include high-quality and attractive signage, landscaping, and decorative lighting. It is important that gateways be of reasonable cost for both construction and ongoing maintenance. Common design elements or “themes” (e.g. Town logo, building materials, landscaping and hardscaping) should be consistently utilized as part of gateway features throughout the community to provide a sense of identity that is easily recognizable as “Brownsburg” and creates a connection to the larger community.

Wayfinding signage should be continually updated and maintained to effectively and attractively direct motorists, cyclists, and pedestrians to nearby points of interest throughout the community, though the size and scale of the signage will vary depending on the scale of the environment and speed of travel, with smaller pedestrian-oriented signage downtown and larger auto-oriented signage in larger corridor areas.

INSTALLING NEW TOWN GATEWAYS

The Town should work with property owners to acquire necessary easements and install new Town gateway signs in the areas recommended on the Image, Identity and Community Character Plan figure. Gateways should be placed and oriented to be easily visible for both motorists and pedestrians.

Durable, high-quality materials are important to ensure an attractive appearance over time. In addition to installing new gateways, the Town should also improve existing gateways to reflect the design and character of the new gateway design motif.

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

WAYFINDING SIGNAGE

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

BUSINESS LOOP

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

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

STREET SIGNAGE

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

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

IMAGE & IDENTITY PLAN

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

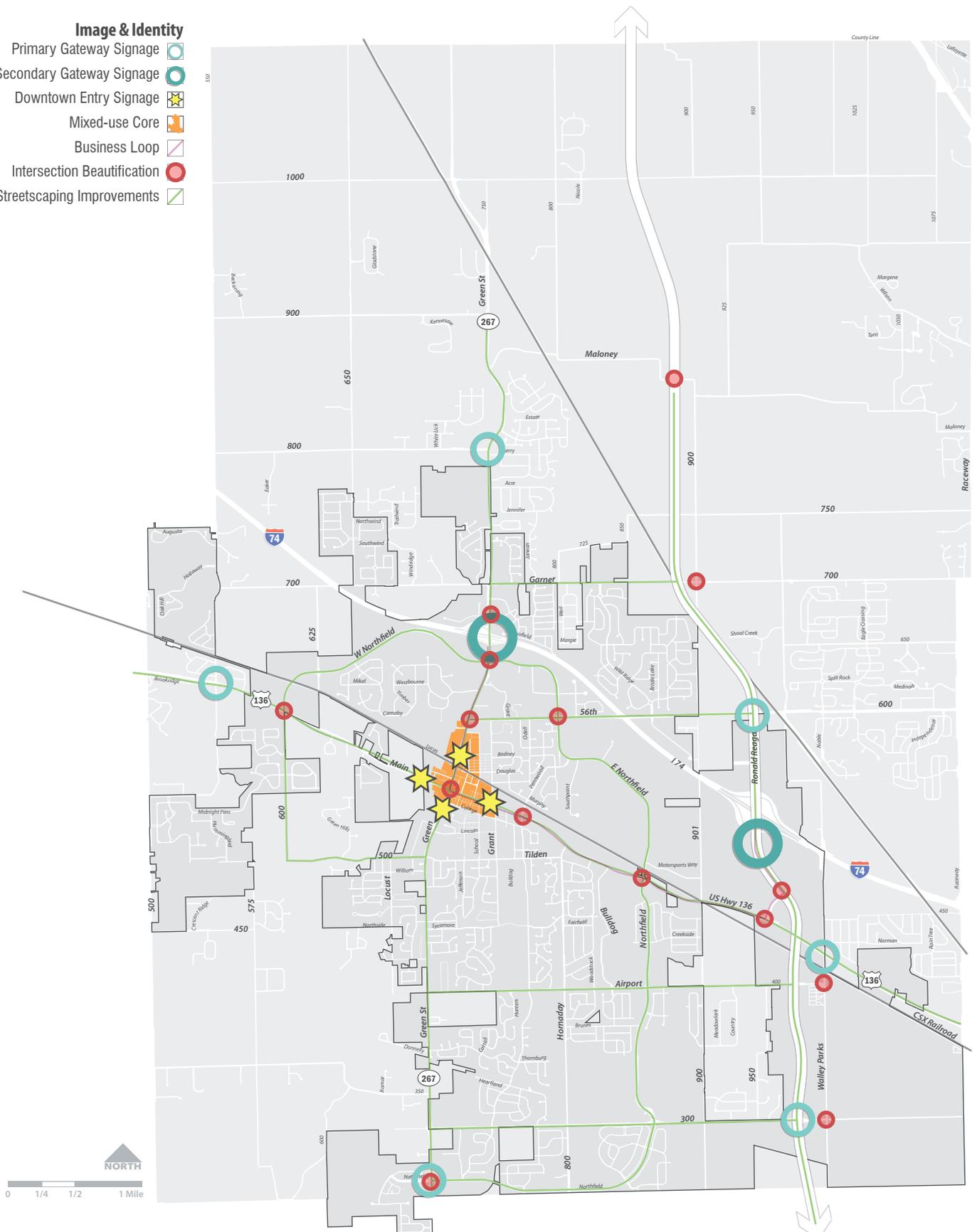


IMAGE & APPEARANCE

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

ARCHITECTURAL STANDARDS

The Town should continue to utilize architectural standards that reflect the community's preferred elements and design features. The standards are not intended to dictate building design, but rather assist the Town in encouraging and guiding high-quality design and construction for all new developments. The Town's current architecture standards are incorporated within the Unified Development Ordinance and deal with a range of topics such as façade building materials, roof pitch, garages, entryways, and architectural variation in multi-family or subdivision developments.

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

IMPROVE THE APPEARANCE OF STRUCTURES & PROPERTIES

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

FAÇADE IMPROVEMENT PROGRAM

Improving the appearance of existing buildings significantly improves the overall appearance and character of the Town. The Town should continue to support Façade Improvement Grants, which assists property owners with building and site improvements. The program is funded through Tax Increment Financing (TIF) district funds, and the Town contributes up to half of the cost, up to a defined limit, for exterior improvements to commercial buildings within or connected to a TIF District. Many existing businesses along the Town's key corridors, such as along Main Street, have successfully used the program to renovate and create a better overall appearance. Section 15: Implementation discusses other programs and strategies in greater detail.



CHAPTER 13

KEY FOCUS AREAS



KEY FOCUS AREAS



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

IDENTIFICATION OF KEY FOCUS AREAS

Many factors informed the selection of the Key Focus Areas. They are economic generators for Brownsburg and include intensely developed portions of the community, and undeveloped tracts of land now accessible via the Ronald Reagan Parkway. They include important transportation connections that link Brownsburg to the surrounding region. These areas are highly visible to passing motorists which means they contribute greatly to the perception of Brownsburg by residents as well as visitors. Finally, each area has issues which, if addressed, could significantly improve their function and aesthetics or prevent development that conflicts with community standards.

ORGANIZATION OF KEY FOCUS AREA PLANS

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

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

CATALYST SITES

EVALUATION CRITERIA

Catalyst sites are those parcels where development or redevelopment would have a multiplying impact on the surrounding area, for instance, generating public benefits, economic growth, and aesthetic improvements. In the identification of catalyst sites, certain criteria are considered.

Catalyst sites are determined based on the sites exhibiting any of the following characteristics:

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

KEY FOCUS AREAS

The Key Focus Areas in Brownsburg are as follows:

North Green Street Corridor

This area comprises the commercial areas located along Green Street between Stonybrook Drive and Arbor Springs Drive. North Green Street contains the only existing regional commercial district within the Town and represents a significant gateway into the community from I-74.

Downtown Brownsburg

Downtown generally comprises commercial, residential, office, and civic uses and is the symbolic heart of Brownsburg. The community desire to revitalize the downtown emphasizes traditional pedestrian-oriented, mixed-use development.

East Main Street Corridor

Main Street contains one of the Town's earliest commercial districts and is firmly established as an auto-oriented corridor, however walkable, mixed-use development in the Downtown area has the potential to impact how the corridor is used by community members. Main Street, also known as US 136, serves as the Town's primary east-west corridor and contains a mix of neighborhood and community-wide serving retailers and service providers.

Ronald Reagan Parkway Corridor

The Ronald Reagan Parkway Corridor exceeds 4,300 acres and is divided into three individual sections for clarity of interpretation. The parkway provides access to an undeveloped part of the community and opportunities for new residential, commercial and employment-related uses.

North Section

The North Section of the Ronald Reagan Parkway Corridor includes planned extension areas for the parkway from its current terminus at E CR 600 N. The largely undeveloped area has the potential for future development spurred by new infrastructure investments. The corridor area extends from E CR 600 N to Maloney Road. N CR 800 E forms the western boundary, and N CR 900 E forms the eastern boundary of the section. South of E CR 750 N, the boundary of the section extends east to N CR 1000 E.

I-74 Interchange Section

The I-74 Interchange Section of the Ronald Reagan Parkway Corridor is a key focal point for Brownsburg with high visibility and proximity to the interchange. The corridor area extends from E CR 400 N to E CR 600 N in the north. N CR 900 E forms the western boundary and N CR 1000 E forms the eastern boundary of the section. North of the I-74 interchange the boundary extends west to include parcels accessed by Pitt Road.

Raceway Section

The Raceway Section of the corridor includes the Lucas Oil Raceway and accessible land with opportunities for compatible development. It is bordered by the B&O Trail corridor to the south and E CR 400 N in the north. The corridor area extends farther north to include parcels accessed along US 136. The boundary roughly aligns with 950 East to the west and extends one-half mile to the east of N CR 1000 E.

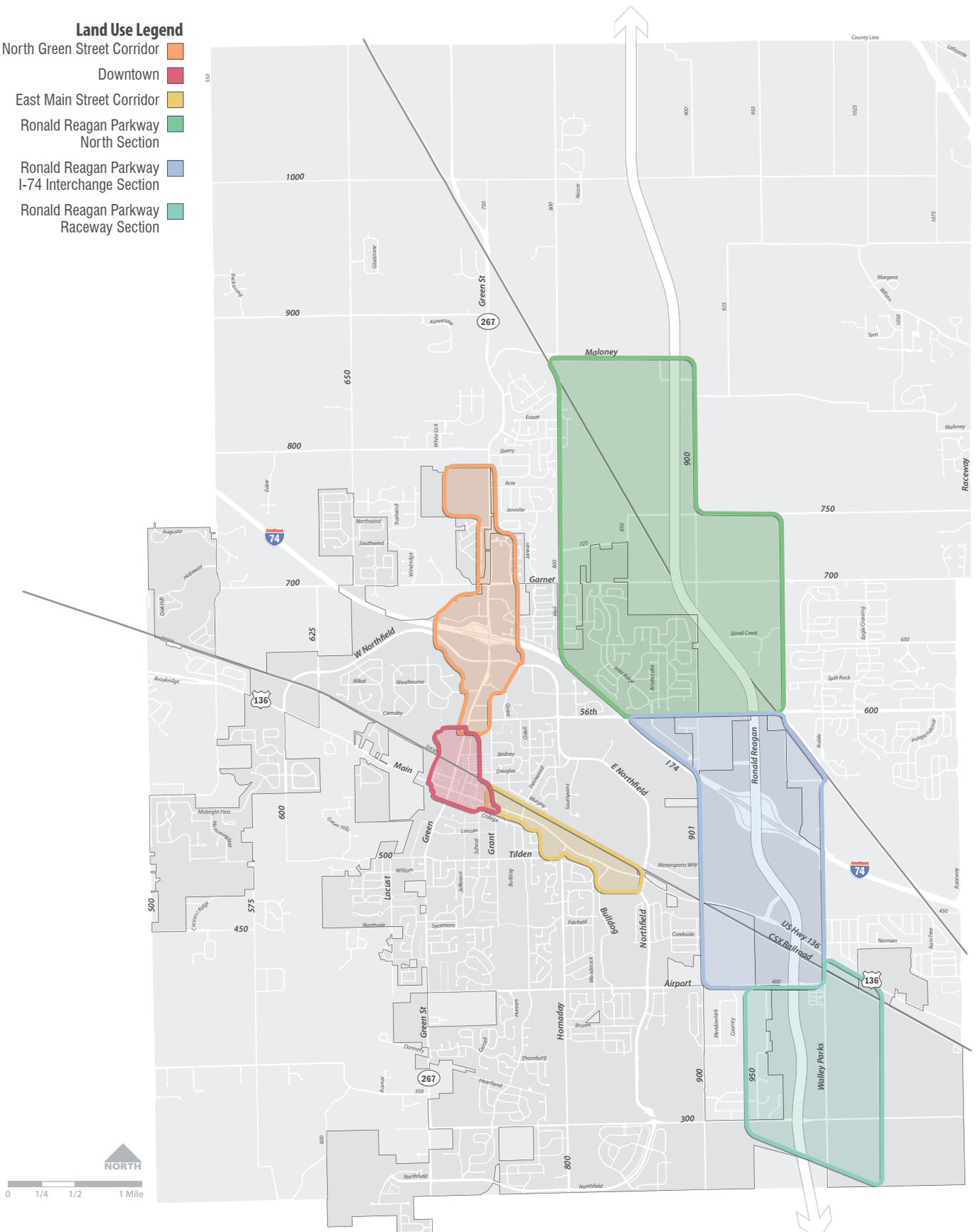
ECONOMIC DEVELOPMENT STRATEGIC PLAN

The Brownsburg Economic Development Strategic Plan contains additional detailed corridor studies including sketches, concepts, and market recommendations for strategic development or redevelopment specifically for the East Main Street and Ronald Reagan Parkway corridors. This economic development plan also identifies and illustrates how the Town's key market sectors can integrate into these areas.

KEY FOCUS AREAS

Land Use Legend

- North Green Street Corridor
- Downtown
- East Main Street Corridor
- Ronald Reagan Parkway North Section
- Ronald Reagan Parkway I-74 Interchange Section
- Ronald Reagan Parkway Raceway Section



NORTH GREEN STREET CORRIDOR

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

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

KEY FOCUS AREA PLAN FOR THE NORTH GREEN STREET CORRIDOR

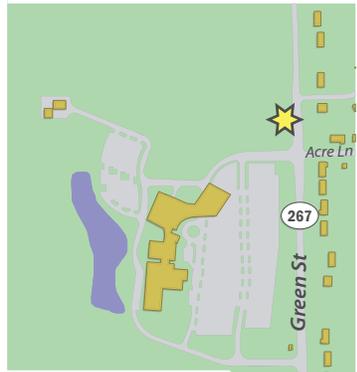
Development Concepts & Recommendations

1. Extend or establish local streets or cross access drives where appropriate to break up the large super-block development pattern to improve circulation along the corridor for both vehicles and pedestrians, and to minimize traffic congestion along Green Street.
2. Provide internal cross access wherever possible between commercial properties, connecting independent and isolated commercial uses with one another. Depending on the existing development pattern of the subject properties, cross access could occur either in the front of or at the rear of the buildings but should be focused on directly connecting adjacent parking areas which would permit customers to travel between businesses on a parallel network and eliminate unnecessary trips onto Green Street.
3. Minimize curb cuts along Green Street and promote shared driveways between business to the extent possible, to further assist with mobility and traffic flow and safety throughout the North Green Street Corridor.
4. Parking lot screening and interior landscaping should be provided around and within all surface parking lots in the corridor to improve their appearance to provide summer shade to minimize the heat island affect associated with large areas of concrete and asphalt.
5. Buffer nearby residential areas from the impacts of commercial development, such as noise, light and traffic, through berming, fencing, landscaping, and screening.
6. Preserve and incorporate environmental features in new development as site amenities, including stormwater ponds, wetlands, wooded areas, and waterways.
7. Encourage outlot development, infill, and redevelopment along the North Green Street Corridor to provide a pedestrian-friendly environment, activate underutilized parking lot areas of existing retail centers, and improve the quality of built form along the corridor.
8. Keep gateway features along the public right-of-way well-maintained, well-lit, and prominently located for those visiting the Town and shopping in the area, adding additional gateway features along the corridor, such as near Interstate off-ramps.



NORTH GREEN STREET

Concepts & Recommendations



Properties should be permitted to remain residential, with the opportunity to convert to office or commercial land uses, consolidating curb cuts and using new cross access as adjacent properties convert to commercial uses.

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

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

Extend Commerce Drive north to connect with CR 700 North/Garner Road, thus establishing a full connection between Maplehurst Drive and Whittington Drive.

The new gateway features at this location are a good example of how to do gateways at other locations in the community.

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

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

Road widening along the cemetery may require graves to be moved carefully and respectfully.

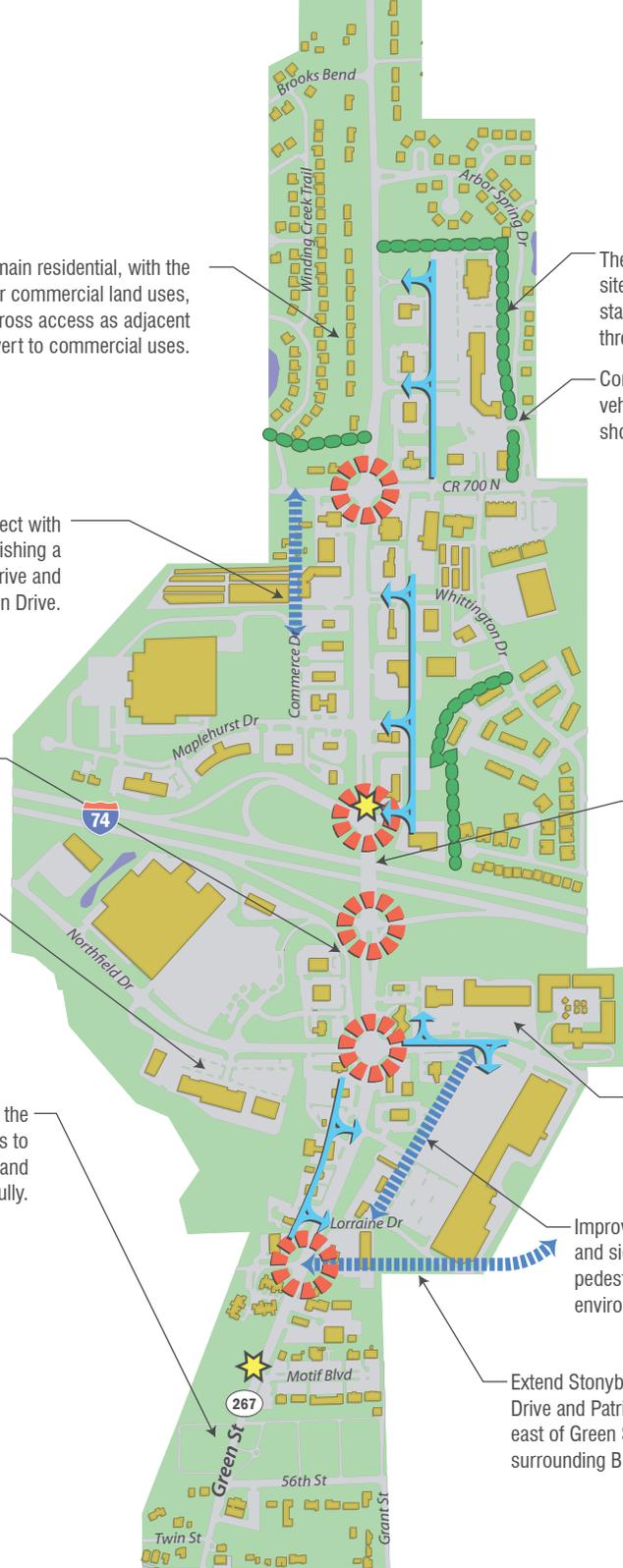
Several older commercial properties within the sub-area, such as Brownsburg Square, lack sufficient on-site landscaping and detract from the appearance of the corridor.

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

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

Concepts & Recommendations

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



9. Require an increasing scale of landscaping and streetscaping requirements based on parking lot size to prevent unnecessarily large parking lots along the corridor.

10. Fill in sidewalk connection gaps and maintain an interconnected sidewalk network along Green Street, and through parking lots, to provide a means for residents to walk along Green Street and connect them to businesses.

11. Beautify the corridor by requiring and installing parkway trees and other landscaping within publicly owned right-of-way.

12. Permit the commercial conversion of single-family homes fronting, and accessed from, North Green Street. As the Town of Brownsburg experiences northern growth and Green Street traffic increases, the quality of life of residents in these areas will diminish due to noise, light, and air pollution, and the pressure to convert these residential uses to non-residential uses will also increase. Properties in this subarea should be permitted to remain residential, with the opportunity to convert to office or commercial land uses.

Catalyst Sites

Parking Lot Between Green Street Station & Brownsburg 8

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

Whittington Drive Area

East of Green Street along Whittington Drive are three older commercial developments, including a car wash, a self-storage business, and an animal clinic, and a new office development next to these older uses is changing the context of the immediate area. With good access to Green Street, the site represents an opportunity for redevelopment for newer commercial uses.

Maplehurst Drive (West End)

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

East of Brownsburg Shoppes

The self-storage business located to the east of Brownsburg Shoppes and north of Maplehurst Bakeries represents a redevelopment opportunity with the potential to accommodate a variety of uses, including retail or hotel uses. Street improvements and connections to other retail businesses would further activate the site which exceeds 3.5 acres and is right next to White Lick Creek.

Northfield Drive/I-74 (South)

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

Brownsburg Square

Although a fully-developed shopping center, the loss of a major tenant (K-Mart) has advanced the redevelopment opportunity of the site at Brownsburg Square Shopping Center, with the potential to improve the appearance, function, and potential retail area. A new access drive or roadway improvements would create the potential for new outlot development at the north end of the site along Northfield Drive. Another development opportunity exists within the vacant site behind the shopping center, where office or commercial service uses may be more appropriate.

NORTH GREEN STREET

Catalyst Sites

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

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

Catalyst Sites

- 1** Parking Lot Between Green Street Station and Brownsburg 8
- 2** Whittington Drive Area
- 3** Maplehurst Drive (West End)
- 4** East of Brownsburg Shoppes
- 5** Northfield Drive/I-74 (South)
- 6** Brownsburg Square



DOWNTOWN BROWNSBURG

Downtown Brownsburg comprises a mix of commercial, residential, office, and civic uses and is notable as the historic center of Town and the symbolic heart of the community. With recent reinvestment in the form of residential mixed-use and commercial development, Downtown has regained its prominent status as the center of activity and civic functions. Reinvestment within the downtown with an emphasis on traditional pedestrian-oriented, mixed-use development should continue as new redevelopment opportunities become available in the core.

The boundaries of Downtown Brownsburg are difficult to define, as downtown blends into surrounding neighborhoods and adjacent commercial districts. Historically, the intersection of Main Street (US 136) and Green Street represents the center of town, although only the historic storefronts along the northeast corner remain intact. This corner essentially forms the core of existing commercial development within Downtown Brownsburg and continues to shape the community's desires and aspirations for the area, with ground-floor commercial options near or combined with residential living.

Recent large-scale residential mixed-use and commercial developments in Downtown, and infrastructure investments along the North Green Street Corridor and in new street connections, have substantially changed the context of the area. The Downtown is walkable, close to amenities, such as Arbuckle Acres park, and has evolved into a desirable place to live and work. The Town's municipal complex, including its Town Hall and Police Station, also reinforce Downtown as a community focal point. The growing and vibrant district should continue to build on these positive features, prioritizing pedestrian-oriented rather than auto-oriented development. Recommendations in this subarea plan take into consideration both the history of Downtown as well as recent developments.

KEY FOCUS AREA PLAN FOR DOWNTOWN BROWNSBURG

Development Concepts & Recommendations

1. A Downtown wayfinding system should be established, highlighting key destinations, public parking facilities, Town Hall, and Arbuckle Acres and recreation facilities. A tenant directory of Downtown retailers and service providers should also be considered.
2. Redevelopment opportunities near the existing core of downtown businesses, along both Green Street and Main Street in particular, should be a priority. Reinvestment should focus on infill development and the redevelopment of key sites in order to maximize downtown's potential while enhancing the climate for existing businesses.
3. Infill development and redevelopment should be pedestrian-oriented in order to complement the historic building pattern of Downtown and the pattern desired by the community. Architectural elements that inspire visual interest should be incorporated to encourage foot traffic, as well as engaging uses, such as retail shops with attractive display windows and restaurants with outdoor seating.
4. Prohibit new auto-oriented development, including drive-thru and service uses, within the Downtown. Efforts should also be made to relocate existing auto-oriented uses outside of Downtown to more appropriate sites within the Town.
5. Communicate with existing industrial users about the community's vision for the area and develop a long-term strategy to assist in relocating businesses to formalized industrial parks/areas where impact on adjacent non-industrial properties can be better mitigated.
6. Encourage mixed-use development within Downtown, consisting of office, commercial service and residential uses located above ground floor retailers and restaurants.
7. To maintain Downtown's unique identity and character, the Town should consider policies, programs, and tools to identify and facilitate the protection of historic buildings and sites and encourage adaptive reuse of historic structures.
8. The Town should continue its commitment to quality architecture through updated tools and guides for development that are specific to Downtown properties, such as design and development guidelines.
9. The importance of public uses (Town Hall, parks, churches, social services, etc.) cannot be overstated for the continued success of Downtown. Efforts should be made to ensure these important public uses are maintained in Downtown. Outdoor farmers' markets or craft fairs also contribute to the vibrancy of the Downtown area.
10. Surface parking lots should be consolidated and located behind buildings to facilitate a development pattern of a traditional downtown area, where buildings are located at the front property line to create a "streetwall". The streetwall is critical to creating a welcoming, interesting, and walkable pedestrian environment.
11. Within the downtown core, commercial uses should be the primary form of development with residential development discouraged for the ground floor.
12. Plan for a transit center in Downtown Brownsburg to serve as a hub for future Brownsburg regional bus or rail transit options.
13. Establish a Downtown Economic Improvement District to fund streetscaping improvements including lighting, banners, and wayfinding to improve the comfort and pedestrian experience of the downtown.
14. Beautify the Downtown by requiring and installing parkway trees and other landscaping within publicly owned right-of-way and burying overhead utilities as properties redevelop and in conjunction with public utility projects.
15. Promote a compact built form with buildings located at the front property line with parking in the rear. Incremental or comprehensive redevelopment along Main or Green Streets should form a traditional downtown streetwall.

DOWNTOWN

Concepts & Recommendations



Concepts & Recommendations

- Gateway/Wayfinding Opportunity
- Key Intersection
- Enhanced Pedestrian Connection
- Priority Streetscaping
- Comprehensive Redevelopment
- Update Sewer Mains

Catalyst Sites

Green & Railroad (West Side)

This industrial property located along Green Street, coupled with smaller residential parcels fronting on Green Street, presents a redevelopment opportunity that could foster more compatible uses with Downtown and help establish a prominent entry into this district. This opportunity site is best suited for commercial uses, but could also develop with mixed-use, single-family attached housing, or multi-family housing. The Town should work with the existing industrial owner to relocate to more appropriate areas within Brownsburg, such as the Eaglepoint Business Park and areas east towards Ronald Reagan Parkway.

North of Town Hall

The area directly north of Town Hall between Green and Jefferson Streets, and on both sides of the CSX railroad tracks, includes a variety of light industrial users or aging residential units of modest form and quality. Some of the industrial uses, such as equipment rental or auto repair, no longer complement the changing residential and commercial landscape of the Downtown. Property assembly should be encouraged to promote comprehensive redevelopment for high-quality commercial, multi-family or single-family attached, or mixed-use development that strikes a balance between new development to the north and the civic center of the Town.

College & Green (NE Corner)

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

The Town should encourage the assembly of parcels fronting Green Street along with the rear adjacent parcel to provide adequate depth to accommodate more significant development. A two- to three-story building with a high-quality of architecture would complement the scale of development on the opposite side of Green Street. Sanitary and storm sewer improvements along College Avenue would support this location as well as activate development options along Main Street in Downtown.

Main Street Parcels

The block fronting on the south side of Main Street between Adams and Jefferson Street includes contiguous parcels which should be assembled for redevelopment. The opportunity exists for residential mixed-use infill, with ground floor commercial development. Sanitary and storm sewer improvements along College Avenue would support this location as well as activate other development options along Main Street in Downtown. Efforts should be made to architecturally complement the historic structures along Main Street, to beautify the streetscape, and promote a pedestrian-friendly environment in this prominent area.



DOWNTOWN

Catalyst Sites



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

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

Catalyst Sites

- 1 Green & Railroad West
- 2 North of Town Hall
- 3 College & Green
- 4 Main Street Parcels

EAST MAIN STREET CORRIDOR

The East Main Street Corridor, which consists of the parcels fronting Main Street (US 136) between Grant Street and Northfield Drive, is an important commercial district that also functions as an eastern gateway for Brownsburg. As one of Brownsburg's first commercial districts, the area's development is characteristic of early suburban commercial corridors which prioritized the automobile over pedestrians and developed in a piecemeal fashion with little coordination and connection between adjacent uses. Some properties within this area are suffering from past planning decisions and disinvestment and a few key sites along the corridor are vacant, including the former Cowboy Bob's property.

Few adjacent properties are connected to each other through cross-access, thereby forcing customers onto Main Street to visit neighboring/adjacent commercial sites. Parcels in the western portion of the corridor are characterized by shallow lot depths and narrow widths, limiting redevelopment potential. Conversely, the eastern portion of the corridor is characterized by converted residences used as commercial businesses, some vacant sites, and older retail centers. A recent highlight of the corridor is façade reinvestment by several businesses, supported by the Town's Façade Improvement Program. Businesses including Mowery, Ace Hardware, and Wilkinson Insurance, to name a few, have improved their building exteriors, which adds a positive visual impact along Main Street.

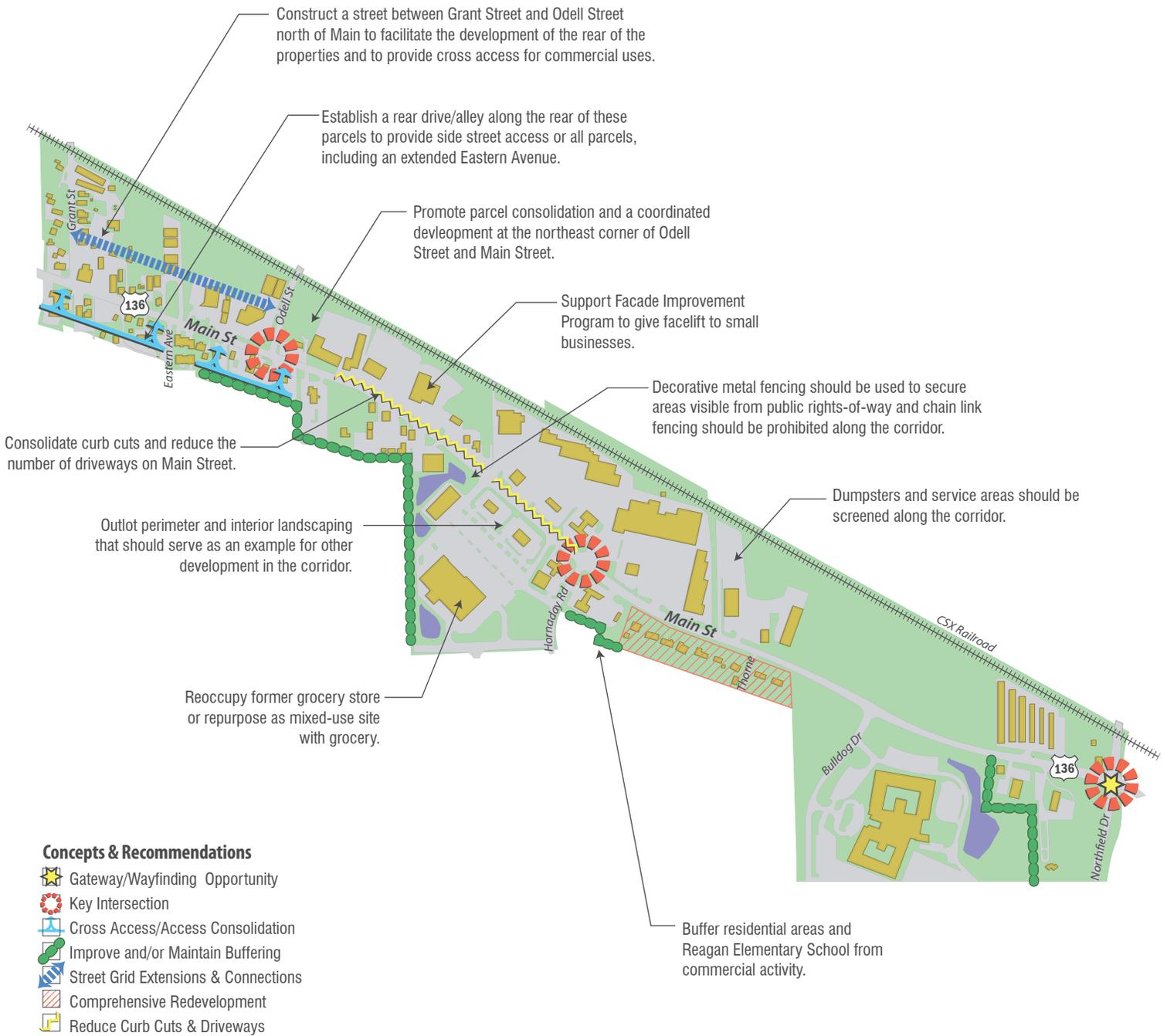
KEY FOCUS AREA PLAN FOR THE EAST MAIN STREET CORRIDOR

Development Concepts & Recommendations

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

EAST MAIN STREET CORRIDOR

Concepts & Recommendations



Catalyst Sites

Main Street & Grant Street

The block of properties on the south side of Main Street, between Grant Street and Eastern Avenue, contains roughly 2.0 acres of property with over 400 feet of frontage. Currently the properties include several homes that were converted to various commercial uses. Should adequate sewer and water capacity be established at this location, redevelopment potential of this area would be impactful. A mixed-use, ground-floor retail with pedestrian-oriented shopfronts, outdoor seating, and upper floor apartments would complement the form of development in the Downtown section of Main Street.

Main Street & Odell Street

The northeast corner of Main Street and Odell Street, just to the west of the American Legion includes over an acre of land, most of which is vacant, and an older automotive repair business. The site represents a redevelopment opportunity, with the potential for expanded building area, parking towards the rear, and improved visual appeal along the corridor.

Former Cowboy Bob's Property

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

700 Block of Main Street (N Side)

The 700 block on the north side of Main Street, just east of Mowery, includes three small older retail buildings and a substantial vacant tract of land extending to the rail corridor to the north. The site represents a redevelopment opportunity, that if assembled, should dramatically change the nature of the East Main Street Corridor, including building forward to the street to create a pedestrian-friendly environment, parking at rear instead of along the corridor, eliminating up to four out of five existing driveway cuts, and improving the signage and visual appeal along Main Street.

Former Marsh Property

The closure of the Marsh grocery store generates a significant void in the commercial landscape along the East Main Street Corridor, however it also presents a large tract of land for potential redevelopment, with existing stormwater retention, and high visibility along both Main Street and Hornaday Road. At present, residents in Brownsburg have expressed the need for a wider variety of grocery options. Suitable alternatives for this site include reoccupation of the existing store by a grocery store, repurposing the existing structure for another commercial use, or redeveloping the site as a mixed-use development that complements existing outlot development and increases residential uses within the corridor.

Bulldog Drive & Main (N Side)

The area to the north of Main Street from Reagan Elementary School to the intersection of Northfield Drive includes a large vacant area and a self-storage business. As the largest under-developed portion of the corridor area, this site may represent a long-term redevelopment opportunity. However, commercial redevelopment of this site would symbolize reinvestment in and revitalization of the Main Street corridor and improve the overall health and appearance of the commercial district. Development alternatives, such as flex/employment space, mixed-use or multi-family residential development, should also be considerations given the site's size, access to major roadways, proximity to community facilities and retail.

EAST MAIN STREET CORRIDOR

Catalyst Sites

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

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



Catalyst Sites

- 1 Main Street & Grant Street
- 2 Main Street & Odell Street
- 3 Former Cowboy Bob's Property
- 4 700 Block of Main Street
- 5 Former Marsh Property
- 6 Bulldog Drive & Main Street

RONALD REAGAN PARKWAY CORRIDOR

As of December 2017, the Ronald Reagan Parkway connected the Town of Brownsburg to Interstate 70, near the Indianapolis International Airport. Within the Town boundaries, the route extends north of Interstate 74 to 56th Street (E CR 600 N), and planning is currently underway for the next segment which will stretch to E CR 1000 N. The route should ultimately connect to Interstate 65 and provide Brownsburg with access to three US interstate highways, I-70, I-74, and I-65.

As a Key Focus Area, the sections along Ronald Reagan Parkway, and its expansion area, reflect the Town's strategic position to develop business and employment uses to serve the larger region and help diversify and expand the Town's tax base.

FUTURE LAND USE

Each of the three sections of the Ronald Reagan Parkway are assigned a range of land use categories by the Land Use Plan, allowing for a variety of future development options. The land use designations are intended to define the overall character of a given area and are not meant to be overly prescriptive in nature. The Key Focus Area Plan outlines the basis for land use plans for the Ronald Reagan Parkway Corridor and concepts and recommendations intended to drive future development.





North Section

The parkway along the North Section of the Ronald Reagan Parkway Corridor is yet unbuilt and is in the planning phase, however the future roadway has the potential to significantly impact and activate adjacent and nearby areas. The vision for the area is a vibrant, mixed-use district with commercial development transitioning from regional down to neighborhood scale as the Ronald Reagan Parkway extends from E CR 600 N. Multi-family and single-family attached dwellings provide workforce housing options that are well served by neighborhood services and community facilities, providing a transition between commercial areas and new or existing single-family detached developments.

Commercial Development

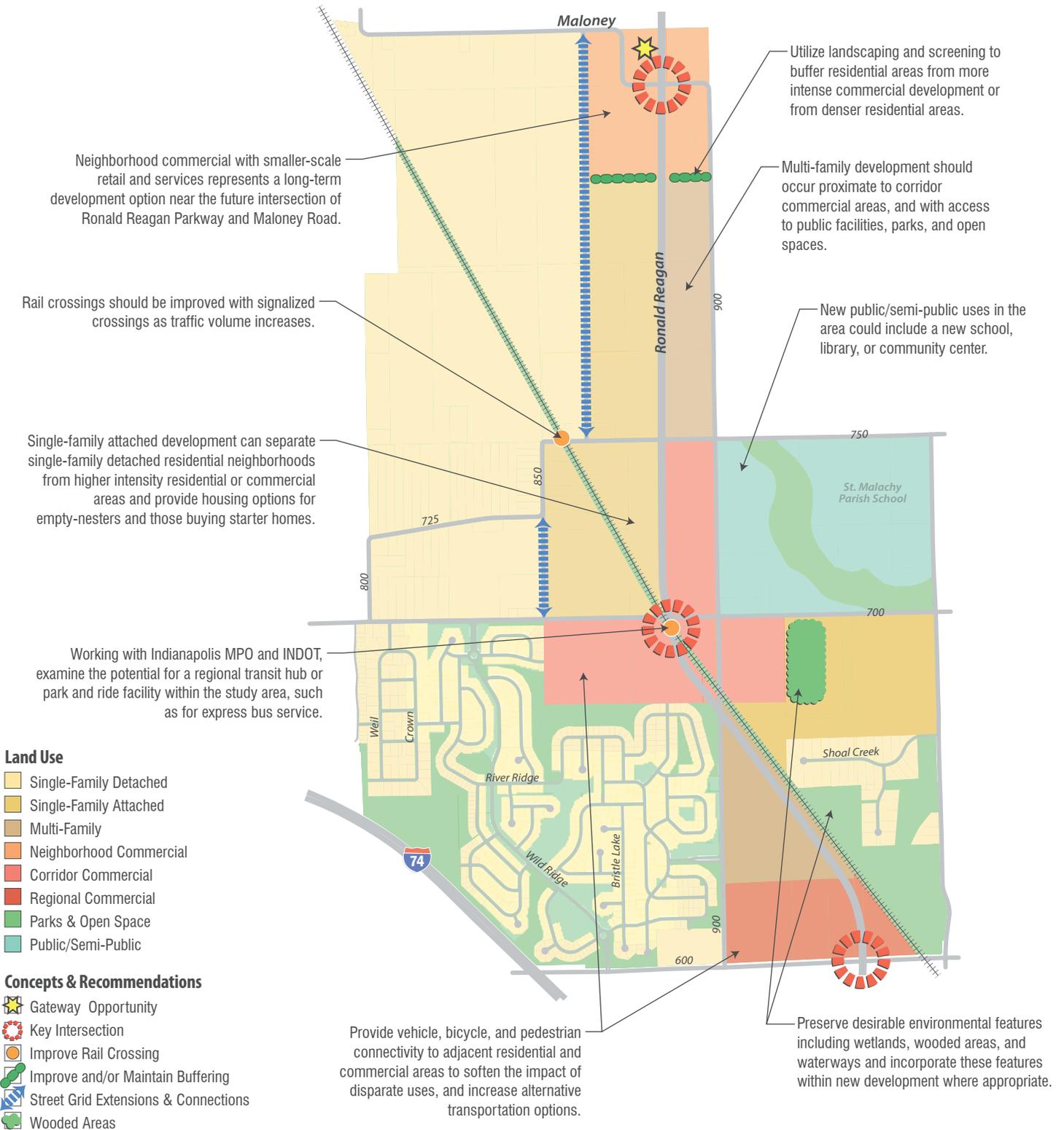
Like the areas surrounding completed segments of the parkway to the south, the north section includes land that will gain excellent access and visibility from the parkway. The Town will subsequently be able to establish new commercial areas, including *corridor commercial* development near the Ronald Reagan Parkway and 56th Street (E CR 600 N), and near Ronald Reagan Parkway, E CR 750 N and N CR 900 E. New *neighborhood commercial* development represents a long-term development option near the future intersection of Ronald Reagan Parkway and Maloney Road as surrounding areas experience residential development and demand for local goods and services grows. It is also anticipated that Maloney Road will be improved and connect the Ronald Reagan Parkway to I-65 to the east, resulting in increased traffic in the area that could benefit future commercial development.

Residential Development

The area that will be impacted by the construction of the parkway includes the future growth areas for Brownsburg. The Town can thus focus residential growth in this section to take advantage of the improved road networks, and plan infrastructure investments to the area, as appropriate. In addition to existing single-family neighborhoods to the east and west of the North Section, the areas closest to corridor commercial areas should permit *multi-family* and *single-family attached* development. The areas that are farther from the future parkway should retain their *single-family detached* designation.

RONALD REAGAN PARKWAY NORTH SECTION

Concepts & Recommendations



Land Use

- Single-Family Detached
- Single-Family Attached
- Multi-Family
- Neighborhood Commercial
- Corridor Commercial
- Regional Commercial
- Parks & Open Space
- Public/Semi-Public

Concepts & Recommendations

- Gateway Opportunity
- Key Intersection
- Improve Rail Crossing
- Improve and/or Maintain Buffering
- Street Grid Extensions & Connections
- Wooded Areas

I-74 Interchange Section

The Key Focus Area Plan for this section establishes the primary function of the I-74 Interchange Section, from 56th Street to E CR 400 N, as a regional commercial and employment center. The area surrounding the interstate interchange is ideally suited for a mixture of uses which promote job growth and provide employer, resident, and visitor amenities including large-scale general commercial, office, institutional, healthcare, light industrial, restaurants, and hospitality. New development can also benefit from proximity to the new Hendricks Regional Health Brownsburg Hospital, which opened in January 2018. As this area develops, it must be maximized as an employment and revenue generating opportunity. The Land Use Plan establishes the variety of uses in this section of the Ronald Reagan Parkway.

Corporate Campus

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

Flex/Light Industrial

Areas with frontage along N CR 900 E, adjacent to Eaglepoint Business Park, and to a limited extent along Crawfordsville Road (US 136), should focus on flex/light industrial

development, with an emphasis on research and development (R&D), light assembly, and motorsports. New development should be less visible from the parkway or interstate in comparison to corporate campus or regional commercial development. Existing industrial users, such as along US 136 should be required to improve the visual quality of development along this corridor, with smaller-scale flex development bringing new employers, workers, and entrepreneurs to this area north of Lucas Oil Raceway.

Regional Commercial

Regional commercial development, including large-scale retail development, entertainment, restaurants, and hotels, should be encouraged adjacent to Ronald Reagan Parkway. Regional retail uses should be designed to maximize access from roadways with connections to Ronald Reagan Parkway (i.e. Connector Road, Motorsports Way, Pitt Road, CR 600 N). Traffic volume passing through the area, both along I-74 and Ronald Reagan Parkway, should attract large national retailers that rely on a regional customer base. Extensive streetscaping, landscaping, and pedestrian amenities should be installed within regional commercial areas to establish a sense of character and identity. Although it is anticipated that retail uses would predominate, it is important to encourage and accommodate uses that will contribute to the vibrancy of this area, including entertainment and tourism related uses, such as a movie theatre or museum. These would provide added amenities to customers of businesses in the area and could be marketed as amenities to prospective corporate campus development nearby.

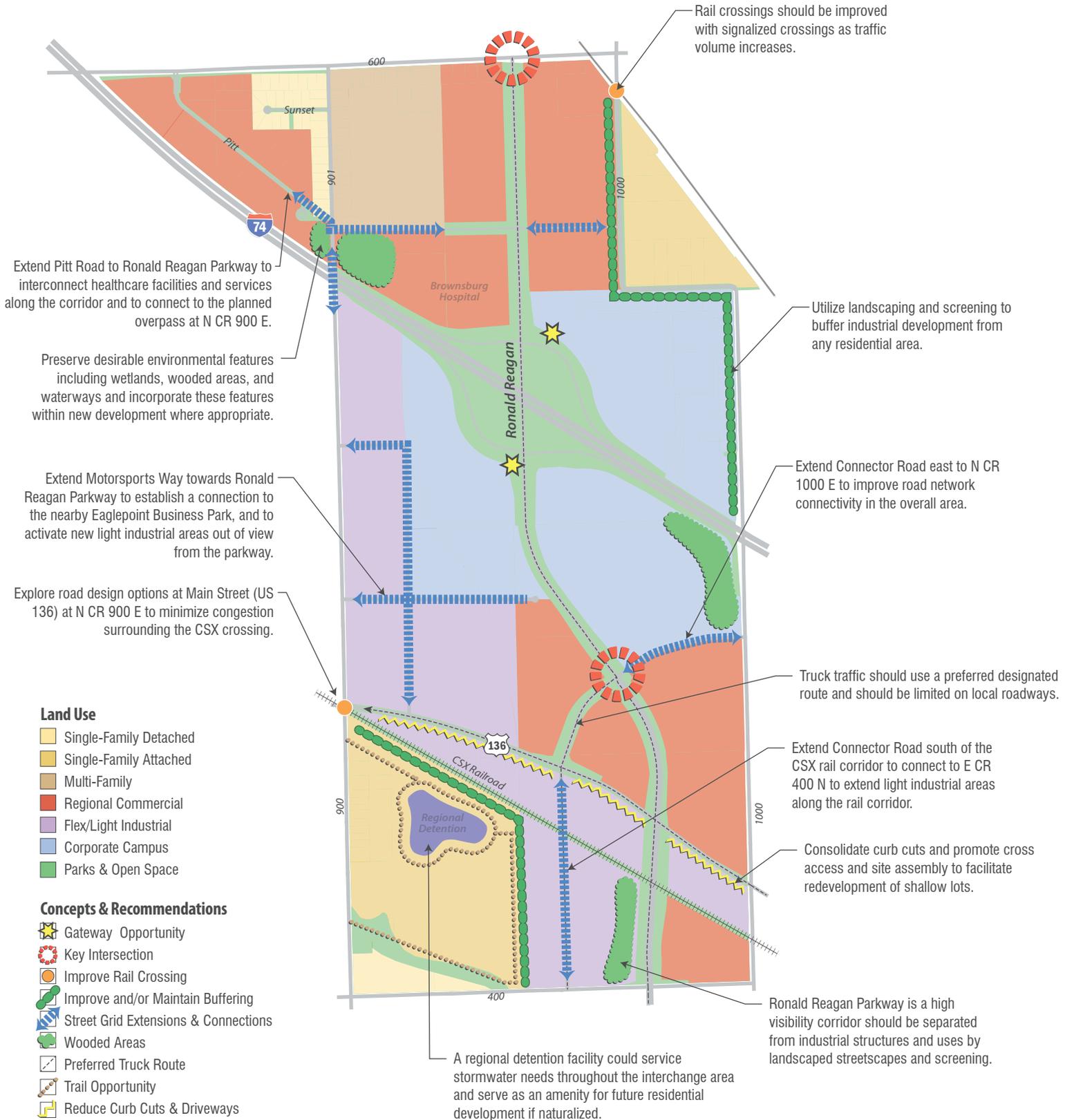
Residential Development

The I-74 Interchange Section of Ronald Reagan Parkway is very large and will likely

not develop entirely for regional commercial and employment uses. It is recommended that limited areas for *multi-family* and *single-family attached* development should be encouraged along sections of E CR 600 N, N CR 900 E, and N CR 1000 to transition toward existing residential areas. Residential areas should be well buffered and screened from adjacent non-residential uses. Residential development can also better leverage development opportunity for sites with limited or no frontage along major roadways or parcels suffering from site constraints, such as limited depth or the presence of sensitive environmental features.

RONALD REAGAN PARKWAY I-74 INTERCHANGE SECTION

Concepts & Recommendations



Raceway Section

The Raceway Section of the Ronald Reagan Parkway Corridor includes the important community asset that is the Lucas Oil Raceway. The B&O Trail runs along the southern boundary of the planned section. These two features inform the future development pattern of the area, and to the east of the raceway, the Marathon plant will continue to be a presence as an industrial/manufacturing occupant in the Town.

Much of the area adjacent the raceway is underutilized, comprising mostly unimproved parcels currently used as parking for visitors and recreational vehicles. The Town should encourage complementary development that better leverages the raceway as a regional attraction. An example of this vision may be found near the Indianapolis Motor Speedway, where the Main Street corridor, south of W 16th Street, includes new mixed-use development, restaurants, and entertainment uses. Portions of adjacent corridors along either N CR 1000 E or E CR 300 N can be designed in a similar manner that establishes a dining and entertainment district and attractions for use by raceway visitors and passing motorists. New development along the east side of Ronald Reagan Parkway may necessitate the relocation of parking areas to nearby Flex/Light Industrial land to the north or south of the raceway.

Flex/Light Industrial

The Lucas Oil Raceway and adjacent areas to the north and south are classified for flex/light industrial activity, including the long-term operation of the raceway as a sports tourism and visitor destination. The raceway has adjacent lands that may be suitable for expansion of operations, secondary uses (such as concessions, parking, and other compatible ventures). The opportunity exists for connection of the raceway, via E CR 1000 N, to the regional trail network (the B&O Trail has the objective to eventually connect into Indianapolis trail networks). Streetscape improvements, such as lighting, street trees, landscaping, and sidewalks should be priority development improvements along E CR 300 N, and E CR 1000 N near the raceway. These would improve the visual appeal of the area, which sees tens of thousands of visitors per year, and showcase the natural advantages of the Brownsburg area.

Along the properties fronting on Crawfordsville Road (US 136), flex/light industrial development, with an emphasis on research and development (R&D), light assembly, and motorsports, and should aim to improve the quality of development along this corridor.

Regional Commercial

Regional commercial development is encouraged along the east side of Ronald Reagan Parkway between E CR 300 N and Crawfordsville Road (US 136). Businesses should complement and add to the context of the adjacent Lucas Oil Raceway, such as providing additional entertainment, dining, and hotels options for visitors to the raceway. Where possible, the access for businesses along this corridor should be prioritized from E CR 1000 N to minimize driveway cuts onto the parkway. E CR 1000 N should be designed as a “main street” corridor to integrate new development with the raceway.

Residential Development

In the Raceway Section of the corridor, to the east of the parkway there are some physical limitations to development due to some existing floodplain and wooded areas. However, the proximity to community assets, like schools, the B&O Trail, and road access to the parkway, contributes an opportunity for multi-family development (near E CR 400 N) and single-family attached development (near E CR 300 N).

RONALD REAGAN PARKWAY RACEWAY SECTION

Concepts & Recommendations



Expansion of trail networks connecting into the B&O Trail can create demand for new trailheads for visitor parking and picnic areas.

Consolidate curb cuts and promote cross access and site assembly to facilitate redevelopment of shallow lots.

Flex/light industrial uses along US 136 are of high visual quality and mitigate negative impacts of industrial operations, providing landscape buffering and integrating stormwater management best practices.

Multi-family development should occur proximate to corridor commercial areas, and with access to public facilities, trails, parks, and open spaces.

Create desirable appearance from the interstate and leverage the exposure it provides to enhance the overall image of the Town.

Single-family attached development can take advantage of road access and trail network and provide workforce housing options for workers in Brownsburg.

The raceway has adjacent lands that may be suitable for expansion of operations or secondary uses, such as concessions or parking.

Require landscaping buffers for all new land uses near the B&O Trail corridor.

Preserve desirable environmental features including wetlands, wooded areas, and waterways and incorporate these features within new development where appropriate.

Improvement of access to and from the raceway should ensure that visitors to the raceway, especially during well-attended events, is on safe, well-lit roads, sidewalks, and trails.

Land Use

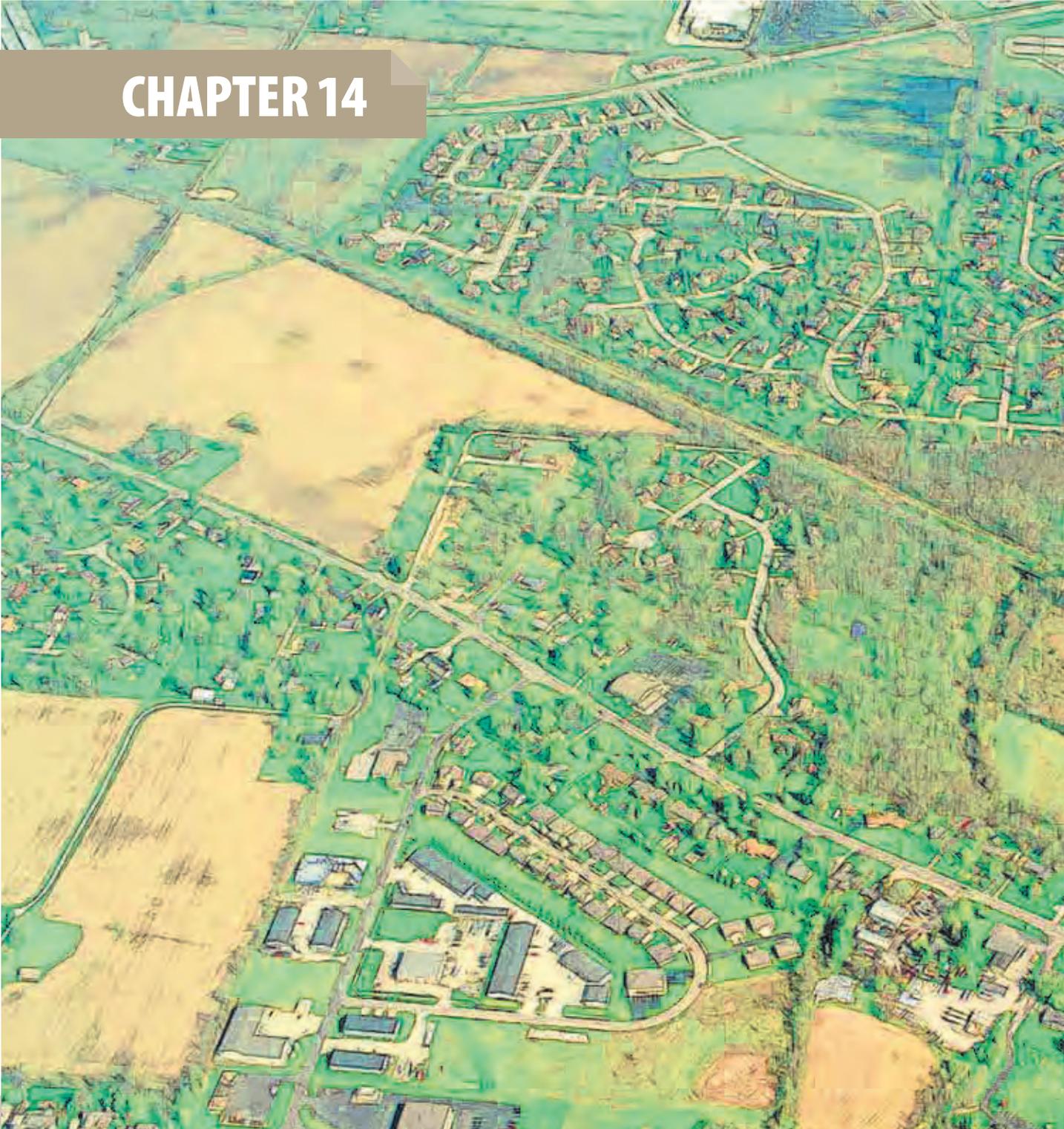
- Single-Family Detached
- Single-Family Attached
- Multi-Family
- Corridor Commercial
- Flex/Light Industrial
- Industrial/Manufacturing
- Parks & Open Space
- Public/Semi-Public

Concepts & Recommendations

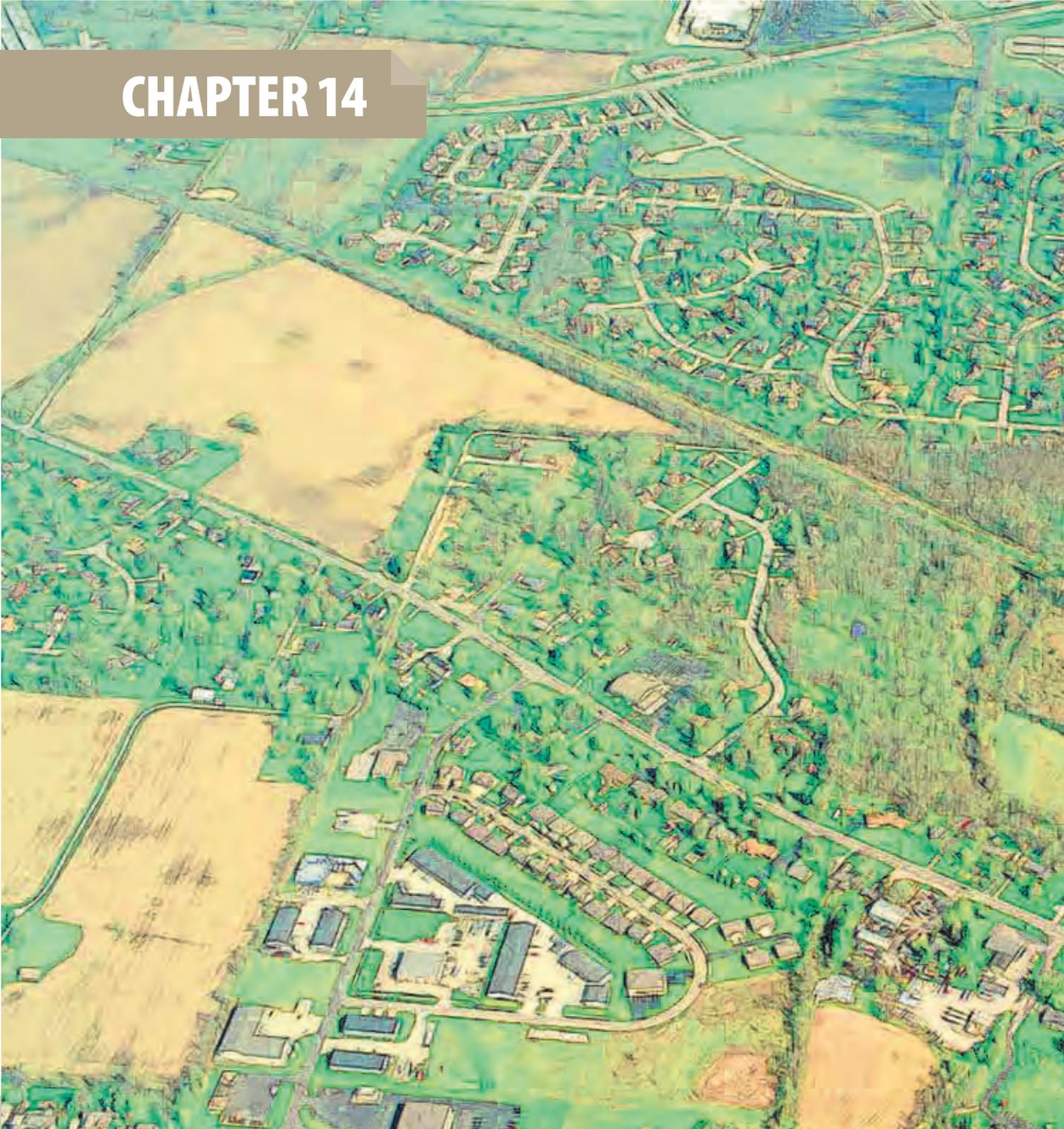
- Key Intersection
- Improve Rail Crossing
- Improve and/or Maintain Buffering
- Wooded Areas
- Trail Opportunity
- Trail Head
- Reduce Curb Cuts & Driveways
- Street Grid Extensions & Connections

DEVELOPMENT CONCEPTS & RECOMMENDATIONS

1. Development near the interchange should capitalize on exposure to I-74 and serve as an attractive entry to the Town of Brownsburg, enticing visitors from the expressway and into the Town via Ronald Reagan Parkway.
2. Areas consisting of different land uses should have an integrated function and appearance, including a unified streetscape and high development quality resulting in a unified character of development for the area and encourage innovative building design.
3. Assess the Town's design standards regularly to ensure that new development incorporates modern, high-quality, innovative, and diverse architecture and building materials.
4. This is a large area that will likely take many years to develop. The Town should be mindful of the desires of the residents of this area, but also consider development costs, feasibility and absorption, being careful to balance long-term potential and current market conditions.
5. Promote the development of the area in a manner consistent with the Land Use Plan while maintaining flexibility to accommodate proposals that deviate from the Plan. Development should still be consistent with the larger community vision and broader goals and objectives given the geographic size of the area, the changing conditions of the market, and the development concepts and recommendations of this Plan for the area.
6. New development should provide for internal circulation through cross access to provide connectivity between adjacent developments and adjacent portions of the community. Final determination of the location and construction of access points will be evaluated at the time a development plan is proposed to the Town as part of its required development plan review process, using the Ronald Reagan Parkway Corridor Key Focus Area Plan as a general guide for future desired connections to surrounding areas.
7. Consider preservation and maintenance of extensive wooded areas including wood lots and creek corridors in the context of responsible development to serve as natural buffers between land uses, provide relief from the urban environment and preserve the Town's character.
8. Parking lot screening and interior landscaping should be provided around and within all surface parking lots in the corridor to improve their appearance to provide summer shade to minimize the heat island effect associated with large areas of concrete and asphalt.
9. Working with INDOT, the Town should evaluate improvements to the N CR 900 E crossing at the CSX railroad and US 136 intersection, such as a dual roundabout design, and prioritize this project due to public safety. All rail crossings in the Ronald Reagan Parkway Corridor should be evaluated and improved as traffic volume increases warrant new signalized crossings.
10. Truck traffic should be limited to a define truck routes through Town, and cut through traffic from Ronald Reagan Parkway should be discouraged. Connector Road and US 136 should be utilized as the preferred truck route to the Eaglepoint Business Park from Ronald Reagan Parkway.
11. Encourage development and redevelopment of the parcels located along Crawfordsville Road, and promote site assembly and comprehensive redevelopment to mitigate issues related to shallow lot depth. Smaller commercial properties along the Main Street Corridor should be considered for consolidation and comprehensive redevelopment, given the appropriate opportunity.
12. Install gateway features including signage and attractive landscaping at off-ramps and key intersections to "announce" entry into Brownsburg.
13. Promote research and development uses along the N CR 900 E corridor north of Crawfordsville Road (US 136), and along Crawfordsville Road.
14. Minimize the impacts of commercial development (such as noise, light and traffic) on nearby residential areas using buffering and screening.
15. The area to the south of the CSX railroad and southwest of the intersection of Main Street and N CR 900 E should be considered for the location of a regional detention facility that would serve development throughout the interchange area. Such a facility would eliminate or reduce the need for on-site stormwater detention and help maximize buildable area near the interchange. Regional stormwater detention facility could also be designed to serve as a parks and open space amenity and connect into the regional trail network.

An aerial photograph of a residential development. The image shows a mix of green trees and yellowish-brown fields. A large, irregularly shaped yellow field is prominent on the left side. The residential area consists of numerous small, dark-roofed houses and buildings, some of which are arranged in a curved pattern. A network of roads and paths is visible throughout the development. The overall scene is a mix of natural and built environments.

CHAPTER 14

An aerial photograph of a residential development, similar to the one above. It shows a mix of green trees and yellowish-brown fields. A large, irregularly shaped yellow field is prominent on the left side. The residential area consists of numerous small, dark-roofed houses and buildings, some of which are arranged in a curved pattern. A network of roads and paths is visible throughout the development. The overall scene is a mix of natural and built environments.

IMPLEMENTATION STRATEGY

IMPLEMENTATION STRATEGY



The Comprehensive Plan sets forth an agreed-upon “road map” to guide growth and development within the Town of Brownsburg. It represents considerable effort on the part of the Town Council, the Comprehensive Plan Steering Committee, Town staff, the Plan Commission, and the Brownsburg community.

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

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

USE THE PLAN ON A DAY-TO-DAY BASIS

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

EVALUATE THE UNIFIED DEVELOPMENT ORDINANCE

Zoning is an important regulatory tool for implementing planning policy. It establishes the types of uses to be allowed on specific properties and prescribes the overall character and intensity of permitted development, to guide the growth and development of the Town. An evaluation and update of the Town's Unified Development Ordinance and other related codes and ordinances should be conducted to ensure that all are consistent with and complement the Comprehensive Plan. The Comprehensive Plan sets forth objectives and policies regarding future land use and development, and policy for the development of public infrastructure and services within the Town, which informs any subsequent changes to zoning and development code regulations to reflect the unique needs and aspirations of the Brownsburg community.

CAPITAL IMPROVEMENTS PROGRAM (CIP)

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

The Capital Improvements Program typically schedules the implementation of a range of specific projects related to the Comprehensive Plan, particularly the restoration and upgrading of existing utilities and infrastructure facilities. Expansion or improvement of Town facilities would also be included in the Capital Improvements Program. The Capital Improvements Program would allow the Town of Brownsburg to provide the most desirable public improvements yet stay within the constraints of the Town budget.

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

PROMOTE COOPERATION & PARTICIPATION

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

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

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

- » Other governmental and service districts, such as the Brownsburg Community School Corporation, the Brownsburg Fire Territory, Hendricks County, the Indiana Department of Transportation (INDOT), Brownsburg Parks, etc.;

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

CONTINUE TO WORK WITH NEIGHBORING COMMUNITIES

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

PREPARE AN IMPLEMENTATION ACTION AGENDA

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

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

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

ENHANCE PUBLIC COMMUNICATION

The process undertaken to create the Comprehensive Plan and the subsequent 2019 update, represents an important step in educating the community about the relevance of planning and the Town's role in defining its future. Through the Comprehensive Plan Steering Committee, Plan update kickoff, community workshops, resident and business questionnaires, and interactive web-based engagement, the planning process creates positive momentum in the community. In order to build on this foundation, the Town should ensure that the Plan's major recommendations and "vision" for the future are conveyed to the entire community.

The Town should also consider additional techniques for responding quickly to public questions and concerns regarding planning and development. For example, the Town might prepare an interactive website on how to apply for zoning, building, subdivision, and respond to frequently raised questions and concerns regarding ongoing development projects and petitions.

UPDATE THE PLAN ON A REGULAR BASIS

It is important to emphasize that the Comprehensive Plan is not a static document. If community attitudes change or new issues arise which are beyond the scope of the current Plan, the Plan should be revised and updated accordingly, such as during the 2019 Plan update.

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

The Town should continue to:

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

EXPLORE FUNDING SOURCES & IMPLEMENTATION TECHNIQUES

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

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

POTENTIAL FUNDING SOURCES

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

Tax Increment Financing (TIF)

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

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

North Beltway Economic Development Area

Tax increment finance is a powerful tool that the Town has utilized to fund right-of-way improvements to the Northfield Drive corridor. The TIF district was expanded at the end of 2010 to include rights-of-way along Northfield Drive, 56th Street, Tilden Road, Green Street, and Main Street (US 136), and again in 2012 to include 2,143 acres annexed into the Town along Ronald Reagan Parkway. Development in the expansion area will largely be driven by funding and construction of new infrastructure along the parkway. It is estimated that the TIF will generate close to \$2 million in revenues per year which the Town plans to use for capital infrastructure investment.

Potential Applications

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

- » Facilitate site assembly of catalyst sites;
- » Implement further streetscape enhancements in the downtown;
- » Construct new trails and recreational amenities; or
- » Fund a site improvement grant to encourage landscaping and screening improvements.

Business Improvement District

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

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

Economic Improvement District

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

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

Community Development Corporations

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

Chamber of Commerce

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

CDC Loan Program

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

INCENTIVES

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

While this list of possible incentive programs is not exhaustive, it is representative of the range of options that are available to help the town achieve its objectives. The Town of Brownsburg Economic Development Department should serve as a repository for information on incentive programming, including those contain herein and more. The Town's Economic Development Incentive Policy, last updated in 2016, contains available economic development incentives to qualified businesses seeking to start, relocate, and expand their business operations within the corporate limits of the Town.

Facade Improvement Grants

Brownsburg's Façade Improvement Grant program is funded through Tax Increment Financing (TIF) district funds. The Town will participate in up to half of the cost, up to a defined limit, for improving the exterior of commercial buildings within or connected to a TIF District. Improvements to the façade must also meet general requirements including adherence to the Town's Design Guidelines, with regards to appearance. Existing businesses have applied for and used the grant program with great results along the Main Street corridor. While the store owner certainly benefits from a façade improvement program, the Town benefits from economic stability in the community, and residents benefit as well, since a shopping district with an attractive appearance helps create a positive image for the community as a place to live, work, and shop.

Impact Fees

Impact fees are imposed on new development to offset the capital costs of maintenance, construction, or expansion of infrastructure such as roads, parks, sewers, etc. needed to serve development. Impact fees provide additional funds for capital improvements rather than imposing new taxes in an area. This is especially beneficial in growing communities. According to Indiana State Law, municipalities can enforce an impact fee on developers during the development approval process by adopting an Impact Fee Ordinance. An impact fee ordinance must include a schedule stipulating the amount of fees that may be imposed for each type of infrastructure and a formula stating how these fees are derived. The Town currently has an impact fee ordinance established to fund the acquisition and improvement of parkland throughout the community. The impact fee is beneficial because future residents pay for the increased demand on parks services, and current residents do not end up bearing the burden of expansion due to population growth. The Town should continue to evaluate the impact fee ordinance, alter it where appropriate, and extend the ordinance prior to its expiration. During this process, the Town should consider other improvements that could be funded through the impact fee ordinance.

Tax Abatement

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

Payment in Lieu Of Taxes (PILOT)

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

Site Certified Program

The Indiana Office of Community and Rural Affairs' (OCRA) Site Certified Program is structured to reduce the potential costs of site development for businesses and enhance the marketability of designated sites.

The Site Certified Program certifies sites that are ready for economic development. Communities of any size can apply for designation of Silver, Gold, or Prime tiers of readiness, based on specific site criteria such as acreage, location, and utility capacity. The Indiana Site Certified Program has three main goals:

- » To mitigate risks;
- » To provide a marketing tool for sites; and
- » To illustrate the community's commitment to economic development.

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

Industrial Revenue Bonds

Industrial Revenue Bonds and Economic Development Bonds provide a financing method for economic development projects. Bonds can be issued by a Town and with proceeds loaned to a private company. The company then issues a promissory note and the bonds are payable from the payment on the note. A key aspect of Industrial Revenue Bonds is that the Town does not have any liability. The Town of Brownsburg's Business Loan Program can issue direct loans to users or developers for the cost of acquisition, construction, or installation of facilities, including land, machinery, or equipment with loans secured by bonds or other secured or unsecured debt obligations of the developers.

Industrial Development Grant Fund

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

OTHER PROGRAMS

Incubator Programs

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

OCRA Planning Grant

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

Main Street Revitalization Program

The goal of the Main Street Revitalization Program (MSRP), a grant program administered by OCRA, is to encourage communities to focus on long-term community development within the downtown area. A variety of projects are eligible to receive MSRP funding, but these grants are typically used to pay for downtown infrastructure, streetscape and façade improvements, promotional campaigns, program branding and other initiatives related to improving a downtown. As of 2019, a maximum grant award of \$600,000 is in effect for all Main Street Revitalization projects with a local match requirement of 20%.

Foundation & Specialized Grants

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

Industry Specific Programs

There are several state programs that can be used to incentivize development or relocation of business and industry within Brownsburg. A taxpayer is typically not eligible for more than one tax credit for the same project.

Among these programs are:

- » Economic Development for a Growing Economy (EDGE);
- » Certified Technology Parks;
- » Broadband Ready Communities;
- » Community Revitalization Enhancement District Tax Credit (CReED);
- » Industrial Recovery Tax Credit (DINO);
- » Hoosier Business Investment Tax Credit (HBI);
- » Enterprise Zone Investment Cost Credit; and
- » Venture Capital Investment Tax Credit (VCI).

TRANSPORTATION FUNDING SOURCES

Transportation Alternatives Program (TAP)

The Fixing America's Surface Transportation Act or FAST Act, enacted in 2015, combines Transportation Enhancements, Safe Routes to School, and the Recreational Trails Program (previously eligible under the expired Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)) under a new program entitled Transportation Alternatives

The Moving Ahead for Progress in the 21st Century Act (MAP-21), enacted in 2012, included provisions to address challenges facing the U.S. transportation system, including improving safety, maintaining infrastructure condition, reducing traffic congestion, improving efficiency of the system and freight movement, protecting the environment, and reducing delays in project delivery.. The FAST Act builds on changes made by MAP-21.

TAP funding primarily serves to fund non-motorized transportation modes. Project examples include:

- » Sidewalks;
- » On-street or off-street bicycle infrastructure;
- » Pedestrian and bicycle signals;
- » Maintenance or construction of recreational trail or trailhead facilities;
- » Traffic calming techniques;
- » Lighting and other infrastructure that improves bicycle and pedestrian safety; or
- » Safe Routes to School programming (Education, Encouragement, Enforcement, Evaluation).

Congestion Mitigation & Air Quality Improvement Program (CMAQ)

The CMAQ program focuses on projects that provide solutions to regional congestion and air quality problems. Eligible project types include transit improvements, bus purchases, traffic flow improvements like roundabouts, commuter parking lots, trails, bicycle/pedestrian projects, and projects that result in emissions reductions. The Federal share for most CMAQ projects, generally, has been 80 percent of project costs.

Surface Transportation Block Grant (STBG)

Formerly known as the Surface Transportation Program (STP), STBG funds can be used by states and localities for any type of transportation project to preserve and improve the conditions and performance on any Federal-aid highway, bridge and tunnel projects on any public road, pedestrian and bicycle infrastructure, and transit capital projects.

Highway Safety Improvement Program (HSIP)

HSIP funds can only be used for projects and plans that improve the safety of the transportation network, including roundabouts, signage projects, and safety studies.

PARKS & OPEN SPACE FUNDING SOURCES

Recreational Trails Program (RTP)

The FAST Act reauthorized the Recreational Trails Program (RTP), and each state administers its own RTP. This program provides funding assistance for acquisition, development, rehabilitation, and maintenance of both motorized and non-motorized recreation trails, including hiking, bicycling, equestrian use, off-road motorcycling, all-terrain vehicle riding, four-wheel driving, and more. Directed by the Indiana Department of Natural Resources (IDNR), the RTP will provide 80% matching reimbursement assistance for eligible projects, which receive grant amounts ranging from a minimum of \$10,000 up to a maximum of \$200,000. Eligible applicants include all units of government and agencies incorporated as not-for-profit corporations.

Land & Water Conservation Fund (LWCF)

Land and Water Conservation Fund grants are available through IDNR to park and recreation boards with a current 5-year master plan for parks on file. Projects require a 50% match. All funded projects are taken under perpetuity by the National Park Service and must only be used for outdoor recreational purposes. Examples of types of projects include:

- » Acquiring park or natural area;
- » Picnic areas;
- » Sports and playfields, such as playgrounds, ballfields, court facilities and golf courses;
- » Water oriented facilities for boating, swimming, and access to lakes, rivers and streams;
- » Natural areas and interpretive facilities;
- » Campgrounds;
- » Fishing and hunting areas;
- » Winter sports facilities;
- » Amphitheaters and bandstands;
- » Trails;
- » Outdoor natural habitat zoo facilities;
- » Roads, restrooms, utilities, park maintenance buildings; or
- » Nature centers.

ACTION AGENDA

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

POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS

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

TIME FRAME

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

- » 'S' = Short Term (1-2 years)
- » 'M' = Mid-Term (3-5 years)
- » 'L' = Long Term (5+ years)

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

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Residential Areas			
Enhance the character of existing residential areas and promote high-quality residential development in appropriate locations.	Consider the creation of a Residential Improvement Program to assist with improvements to housing structures.	S	Home Owners Associations, Local landlords/leasing agencies
	Review existing property maintenance codes and procedures to ensure consistent and active code enforcement.	S	Home Owners Associations, Development Community
	Continue to evaluate the Unified Development Ordinance and other land use and development regulations regularly to ensure alignment with Comprehensive Plan recommendations.	S-L	Home Owners Associations, Development Community
	Continue to encourage the development of a variety of housing types including non-single family development.	S-L	Home Owners Associations, Development Community
	Encourage conservation design within Brownsburg's estate residential areas to maximize open space and preserve natural areas as development occurs.	S-L	Development Community
Commercial Areas			
Expand and diversify the employment base through business attraction/retention efforts.	Use the Brownsburg Economic Development Strategic Plan as a resource for economic development policies and attraction/retention of key industries and businesses. Regularly identify key sectors using the latest market data .	S-L	Outside Consultant, Hendricks County Economic Development Partnership
	Inventory and market available commercial properties based on their unique characteristics and appeal to key sectors.	S-L	Brownsburg Chamber of Commerce, Hendricks County Economic Development Partnership, Outside Consultant
Enhance overall appearance and function of Brownsburg's existing commercial districts.	Evaluate the costs/benefits of establishing a TIF/EID for the Downtown and/or East Main Street corridor.	S	Brownsburg Chamber of Commerce, Outside Consultant
	Adopt an amortization schedule to eliminate nonconforming signs within commercial districts.	S	Business Community, Property Owners
	Pursue Main Street designation for Downtown Brownsburg and seek to procure related downtown enhancement grants.	S	Brownsburg Chamber of Commerce
	Working with the Town's Economic Development Commission, continue to evaluate various economic development incentives, updating the Economic Development Incentive Policy as required.	S-L	Property Owners, Business Community, Development Community
	Establish a City-wide streetscape program to improve key corridors and create a unified image and identity.	S-L	Property Owners, Business Community, Development Community
	Promote the façade improvement program to the owners of prominent commercial buildings that are in need of exterior renovation or rehabilitation.	S	Property Owners, Business Community, Development Community
	Evaluate the potential for forming a CDC to lead economic development efforts in the community.	M	Brownsburg Chamber of Commerce
	Relocate industrial uses in important commercial areas to other designated areas of the Town.	M-L	Business Community, Property Owners
Growth & Annexation			
Promote the controlled and orderly growth and development of the Town.	Establish incentives, such as expedited permitting, to encourage redevelopment of under-utilized parcels, infill, and revitalization of commercial centers.	S	Property Owners, Business Community, Development Community
	Inventory and market available redevelopment properties within already developed areas served by local infrastructure and services.	S-L	Property Owners, Business Community, Development Community
	Revise the zoning map as needed to reflect the updated land use designations in the Land Use Plan.	S-M	
	Establish a capital improvement program that prioritizes investment in redevelopment and infill projects, and in primary growth areas.	S-M	
	Adopt impact fees for new development based not only on the intensity of the development, but also the distance from existing infrastructure.	M	Property Owners, Business Community, Development Community

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Coordinate growth and development with adjacent communities.	Continue to revisit and renew formal boundary agreements with the Towns of Avon and Pittsboro prior to their expiration.	S-L	Neighboring Communities
	Establish a regional action plan and improvement program with municipalities and Hendricks County to collectively address issues such as transportation, water quality, and stormwater management.	M	Hendricks County, Adjacent Municipalities
Ensure the timely and efficient provision of community facilities.	Establish a formal protocol for communication between the Town and INDOT to better plan for the expansion and enhancement of state routes in conjunction with the Town's general planning or during the review and permitting process for specific developments.	S	INDOT
	Continue to require developers to set aside areas of open space for passive and active recreation.	S	Development Community
	Continue the use of development impact fees as a means for funding incremental capital improvements or services.	S-L	
	Work with partner agencies to identify sites and plan for new facilities within the Town's growth areas.	M	Brownsburg Public Library, Brownsburg Community School Corporation (BCSC), Brownsburg Fire Territory, Citizens Water
	Establish thresholds and standards for the provision of new services and facilities based on anticipated growth in specific geographic areas, and use these to inform the prioritization of projects in a Capital Improvement Program.	M	
	Partner with other service providers to coordinate the location and sizing of basic infrastructure with the long-term plans for new growth and development, allowing for incremental or phased improvements.	L	Hendricks County, INDOT, Citizens Water
Transportation			
Promote an integrated and balanced transportation network that accommodates motorists, bicyclists, pedestrians and transit.	Adhere to a Complete Streets policy in order to qualify for Surface Transportation Block Grant (STBG) or Transportation Alternatives Program (TAP) project funding for future investments in the transportation network	S	INDOT, Indianapolis MPO
	Identify and pursue grants through transportation funding sources to facilitate the installation of trail segments throughout the Town.	S-L	INDOT, IDNR, Hoosier Mountain Bike Association (HMBA) Trail Fund
	Implement the recommendations of the Brownsburg Parks Strategic Master Plan and the Brownsburg Active Transportation Plan with regards to trails and multi-modal transportation options.	S-L	INDOT, IDNR
	Continue to implement the recommendations of the Town of Brownsburg Thoroughfare Plan, and its updates.	S-L	INDOT, Indianapolis MPO
	Identify the location of a potential transit station in Downtown Brownsburg to serve as a hub for Express Indy Bus Service to Indianapolis and a circulator route throughout the community.	M-L	INDOT, Indianapolis MPO
	Manage congestion on local roadways through strategic investments in roadway, pedestrian and bicycle facilities.	Consider a comprehensive traffic data collection program to anticipate traffic needs and areas of growth.	S
Continue to require engineered Traffic Impact Studies for proposed development when traffic generation has the potential to impact capacity.		S	Development Community, INDOT
Adopt an Access Management Plan and standards to address traffic circulation issues along the primary corridors.		S-M	Outside Consultant, Business Community
Identify and pursue state and federal funding through programs, such as Highway Safety Improvement Program (HSIP), Transportation Alternatives Program (TAP), and Congestion Mitigation and Air Quality (CMAQ) grants, to implement the recommendations of the Transportation & Mobility Plan.		S-L	INDOT, Indianapolis MPO
Continue to work with the Indianapolis MPO, along with other adjacent communities, to ensure future transportation projects are effectively coordinated.		S-L	INDOT, Indianapolis MPO, Neighboring Communities

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Enhance the existing road network and establish new linkages to improve connectivity throughout the Town.	The ADA Transition Plan should be updated regularly to enhance accessibility and ensure compliance with federal regulations.	S-L	Outside Consultant
	Continue to require new development to appropriately connect to the existing road network and dedicate rights-of-way that can sufficiently accommodate planned streets.	S-L	Development Community
	Work with INDOT to plan for the northern extension of the Ronald Reagan Parkway and its connections into Brownsburg rights-of-way.	S-L	INDOT, Indianapolis MPO
	Continue to work with INDOT to implement intersection improvements for CR 900 E at the CSX railroad and Crawfordsville Road (US 136) intersection.	S-M	INDOT, CSX
Community Facilities			
Ensure that the community is adequately serviced by water, stormwater, and wastewater infrastructure.	Continue to regularly monitor its water treatment capacity and reevaluate its Capital Implementation Program as development occurs within the Town and its growth areas, especially north of I-74, where both water and sewer infrastructure investment has the potential to limit or free up large areas of developable land.	S-L	
	Maintain Citizens Water as a partner in addressing potential future service or treatment shortfalls if local water treatment capacity reemerges as an issue.	S-L	Citizens Water
	Develop an equivalent residential unit (ERU) system to monitor wastewater plant capacity, align anticipated growth and development with related wastewater service needs, and update plans for wastewater plant upgrades and expansion as needed.	S	
	Continue to monitor potential impacts of new industrial expansion on the sewer system, implementing a separated sanitary and storm water sewer system in new development.	S	
	Conduct a community-wide study to assess the need, possible location, and potential benefit of a regional detention facility as a means of better managing stormwater in areas prone to flooding, particularly within southern Lincoln Township.	M-L	Outside consultant
	Continue to provide high-quality community services and adequate facilities to Brownsburg residents and businesses.	Ensure new roads projects comply with Brownsburg Construction Standards Specifications and Details	S
Regularly evaluate public safety staffing, equipment and facilities needs to ensure adequate emergency services are provided throughout the Town.		S-L	Brownsburg Fire Territory, Brownsburg Police Department
Identify and secure a site for a future fire station near the Ronald Reagan Parkway/E CR 300 N intersection and evaluate the potential for a joint public safety facility that would also include police department facilities.		M-L	Brownsburg Police Department, Brownsburg Fire Territory, Adjacent public safety jurisdictions
Evaluate the costs and benefits of relocating Fire Station #132 further south near E CR 700 N.		M-L	Brownsburg Fire Territory
Work with BCSC to establish standards related to, and plan for, new school facilities to ensure appropriate transportation access, infrastructure, and connectivity to surrounding development.		S	Brownsburg Community School Corporation (BCSC)
Regularly coordinate with various religious institutions/schools to discuss potential expansion needs based on anticipated social and demographic trends.		S	
Monitor the needs and capacity of the Brownsburg Public Library and identify opportunities to expand facilities as needed and appropriate.		S-L	Brownsburg Public Library

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Parks, Open Space, & Sustainability			
Provide adequate parks and recreation amenities to the community.	Use the Brownsburg Parks Strategic Master Plan, and its updates, to guide the on-going development of the Town's open space and recreational system.	S	Property Owners, Development Community
	Continue to collect impact fees to create funding for additional parkland, trails, playgrounds, shelters, public restrooms, and recreational facilities.	S	Property Owners, Development Community
	Pursue opportunities to enhance or expand existing park properties, such as the Cardinal-Delaware Property, Arbuckle Acres Park Expansion, Trailhead Property, and Tague Property.	S-L	
	Continue to partner with other service providers and agencies to provide a range of high quality recreation programming to residents of all ages.	S	Brownsburg Public Library, Brownsburg Community School Corporation (BCSC), Brownsburg Fire Territory
	Identify and monitor the availability of potential new neighborhood park sites in underserved areas of the community.	M-L	Property Owners, Development Community
	Identify the alignment and facility type for a greenway connection between the Town's core, Ronald Reagan Parkway corridor area, and Eagle Creek Park.	M-L	Property Owners
Protect and enhance sensitive natural features including wooded areas, floodplains, and wetlands, streams and water bodies.	Develop a Natural Resources Management Plan that will link the Town's urban forestry management plan with the protection of the natural environment.	S	
	Adopt requirements for new development to mitigate impacts on highly sensitive environmental features and appropriately integrate them into site design.	S	Development Community
	Reassess the Comprehensive Plan should infill and primary growth area opportunities become exhausted and extensive development begins to occur within the Town's secondary growth area, which includes several potentially significant natural features.	L	
Promote sustainable development practices and the use of green technologies.	Develop a Natural Resources Management Plan that includes energy-efficiency standards for Town-owned assets.	S-M	
	When considering neighborhood- or district-scale development, provide incentives for petitioners to follow the principles of LEED-ND and potentially pursue LEED-ND certification.	S	Development Community
	Expand recycling programs and facilities in order to boost participation throughout the community.	S	Disposal Alternatives Organization (DAO)
	In conjunction with other service providers and agencies, implement a comprehensive public education program to ensure that the community is educated on the benefits and importance of sustainability.	S	Brownsburg Community School Corporation (BCSC), Brownsburg Public Library
	Revise the existing development ordinance and building code to permit and encourage the use of renewable energy technologies, green building technologies, and energy-efficient design and construction.	S-M	Property Owners, Development Community
	Initiate a pilot program to replace the Town's fleet with hybrid or electric vehicles as vehicles age out.	M	
	Pursue LEED certification for Town-led projects.	L	

STRATEGY	ACTION	TIME FRAME	POTENTIAL PARTICIPANTS & PARTNER ORGANIZATIONS
Image & Identity			
	Establish a distinct image and identity for Brownsburg that reflects the Town's unique character and community strengths.	Execute a branding and marketing campaign to enhance the Town's image within the region and serve as a central component of business recruitment and tourism efforts.	S-M
	Incorporate the Town logo and related branding elements into a Town-wide streetscaping program that includes banner signs, directional signage, gateway features, etc.	M-L	Outside Consultant
Utilize streetscape improvements to enhance the overall appearance of the Town's key corridors and related commercial districts.	Adopt Downtown Design Guidelines that implement the community's desire to establish the downtown as a unique, pedestrian-friendly district.	S-M	Property Owners, Business Community, Development Community
	Establish a Town-wide streetscape design and funding program to identify and improve key corridors and create a unified image and identity.	M-L	Outside Consultant, Business Community
	Install downtown streetscaping with a focus on pedestrian amenities and creating a sense of enclosure.	M-L	Outside Consultant, Business Community
	Design and integrate into development a comprehensive streetscape treatment within the Ronald Reagan Parkway Interchange Area to ensure a welcoming environment to visitors of this important district.	M-L	Outside Consultant, Business Community, Development Community
	Install streetscaping enhancements at key intersections to maximize impact on passing motorists.	M-L	
Utilize Town gateways and signage to create a positive, first impression to visitors.	Require corner easements at key entry intersections to accommodate Town gateway features and signage.	S	Property Owners, Business Community
	Design and implement a 'Business Loop' signage program to direct motorists from interchanges at I-74 to the Main and Green Street corridors.	S	Outside Consultant, Business Community, INDOT
	Initiate a roadway name dedication program to rename county roads with local place names.	S	Business Community, Hendricks County
	Design and install gateway features including signage, landscaping, lighting and streetscaping elements at key points of entry to the Town.	M-L	Outside Consultant, Property Owners, Business Community
	Install wayfinding signage consistent with the appearance of gateway features to direct visitors to key destinations throughout the Town.	M-L	Property Owners, Business Community
Establish design and development regulations to improve the overall appearance and function of development throughout the community.	Continue to utilize Town-wide architectural standards to encourage high-quality design and construction, and explore creation of additional standards for specific target areas such as the downtown and Ronald Reagan Parkway interchange.	S	Business Community, Development Community
	Adopt regulations that require developers and utility companies to screen utility boxes from public rights-of-way using a combination of landscaping or fencing or by locating utility boxes in less visible areas.	S	Private Utility Companies, Development Community, Property Owners
	Create incentives to encourage the preservation of farmsteads and the integration of existing structures into new development.	S	Development Community
	Adopt an ordinance establishing a Design Review Commission charged with determining conformance with qualitative design requirements, and identifying how their review is integrated into the development approval and permitting process.	S	Property Owners, Business Community, Development Community
	Coordinate with utility companies in burying utility lines during street resurfacing, right-of-way improvements, and other significant capital improvements projects.	S-L	Private Utility Companies, Citizens Water, INDOT, Hendricks County