

Population Projections

Since this comprehensive plan update covers development of Winfield through 2025, an important step was to develop a population projection for that time period. The comprehensive planning consultant looked at several different population projections as a starting point.

County Population Projections

The Indiana Business Research Center (IBRC), part of the Kelley School of Business at Indiana University, is considered the official source of population projections by most Indiana counties (projections are done at the county level). The IBRC predicts that Lake County will grow only about 1% annually until 2030. The 1-% county growth rate would not be practical to apply to the town because it does not represent the trend of Winfield Township's growth, which is the highest in the county, offsetting the population loss of the northern townships. Additionally, the IBRC's projections appear to be too conservative, even for the county. The Census Bureau's recently released 2005 Lake County population estimate was 493,297, which is 11,477 more people than was predicted by IBRC.

These traditional population projections (done only at the county level) are based on birth, death and migration. Because the town's population growth has been due largely to new residential development and the potential for expanding corporate boundaries, these issues need to be considered in the town's population projections.

Township Population Estimates

It is reasonable to assume that if Winfield continues to grow, it will be to the south, eventually annexing most of Winfield Township. According to the 2000 Decennial Census, Winfield Township's population in April of 2000 was officially 6,878, more than five times the number of people who lived in the area in 1970, well before the town was formed. The township's population was most recently estimated at 8,591. The total population of Winfield Township has grown by 1635 people over the past five years, an annual average growth rate of 4.3%.

Projections, Estimates and the Crystal Ball: First, a word of warning -- making population projections and estimates is not an exact science. The future will always be unknown. With that understanding, certain techniques and reputable sources can make some of these "guesses" more reliable than others.

A population projection is a prediction of future demographic conditions that will occur if the assumptions made as part of the projection technique prove true - these assumptions might include the continuation of a certain rate of growth, decline in number of births, etc.

Census Bureau population estimates are a prediction of current demographic conditions, created by starting with the most recent census population, and then adding or subtracting the demographic components of population change for the time period. The estimated number of births is added and the estimated number of deaths is subtracted. The result is adjusted for net migration, calculated using several components including net internal migration and net foreign-born international migration.

RECENT WINFIELD TOWNSHIP POPULATION ESTIMATES

	Winfield township, Lake County, Indiana Total Population	# change	% Change from previous
July 1, 2005	8,591	251	3.0%
July 1, 2004	8,340	462	5.9%
July 1, 2003	7,878	282	3.7%
July 1, 2002	7,596	327	4.5%
July 1, 2001	7,269	313	4.5%
July 1, 2000	6,956		

Source: US Bureau of the Census

RECENT TOWN OF WINFIELD POPULATION ESTIMATES

	Winfield, Indiana Total Population	# change	% Change from previous
July 1, 2005	3,523	198	6.0%
July 1, 2004	3,325	462	14.0%
July 1, 2003	2,917	241	9.0%
July 1, 2002	2,676	294	12.3%
July 1, 2001	2,382	283	13.5%
July 1, 2000	2,099		

Source: US Bureau of the Census

Town Special Census, Population Estimates and Projections

The Town of Winfield's population was most recently estimated at 3,523 in 2005, accounting for 41% of the township's total population, but a more accurate population count for the town will be available when the results of the Town's special census are released in September or October of 2006. The town's growth rate has out-paced the township's, with the town growing by 1424 people over the past five years, resulting in an annual average growth rate of almost 11.0%. Projecting this 11.0% average annual rate of growth out to 2025 results in a future population of 28,404, over eight times today's population, a very liberal projection.

The population estimates by the Census add an average of almost 300 people per year since 2000. If this trend of 300 additional people each year continues until 2025, the population of Winfield Township would be 9523, almost three times today's population, but still a conservative projection.

Town of Winfield Comprehensive Plan
Adopted September 19, 2006

In fact, according to town records, there are already approved residential subdivisions, which are not yet built-out, that would result in approximately 1890 additional lots, housing around 5800 additional people within the corporate limits of Winfield, matching almost exactly the above conservative estimate.

Current Developments	Total Units	# of Units Built	Buildable Units Remaining
Hidden Creek I	100	97	3
Hidden Creek II	49	0	49
Meadows	82	82	0
Trees	174	154	20
Green Tree Estates	14	0	14
Prairie Crossings	46	13	33
Deer Creek Estates	112	4	108
Country Meadows Estates	322	259	63
Doubletree Lake Estates East & West	1900	300	1600
		Total	1890

Add to that pending development town officials are aware of, representing almost 700 more lots, and an additional 2100 residents could be expected. This means at build-out, the total population within the corporate limits would be at least 11,000. With some annexations, the lowest possible population projection for 2025 would likely be 15,000. **Considering that it is better to "over plan" for a population, the population projection for Winfield for 2025 is 15,000, encompassing much of Winfield Township.**

Pending Developments	Total Units	# of Units Built	Buildable Units Remaining
Stonegate Commons	186	0	186
Stonegate	162	0	162
Wynbrook	60	0	60
Falcon Manor	41	0	41
Wyndance	213	0	213
		Total	662

III: Setting Plan Goals

This step gives direction to the Planning Process

Community Input

Community input is crucial in developing a plan for a community, otherwise it will just be a guess on the part of officials and consultants as to what the citizens want.

Steering Committee

Under Indiana law, the plan commission is in charge of overseeing updates to a community's comprehensive plan. Winfield decided to use a special sub-committee to guide the planning process, comprised of town council members and other citizens representing the community. The steering committee met frequently with planning staff as the process began, and continued to meet once a consultant was hired. The steering committee meetings were open to the public, and were held at Town Hall. Their function was to guide the preparation of the plan, and to act as community ambassadors for the comprehensive plan.



Community Survey

The Winfield Comprehensive Plan Steering Committee designed a public opinion survey and sent it to 1147 households. The response rate was extremely high, at 24.41%. For complete details on the survey responses, see Appendix A.

A full Half of those responding had lived in Winfield 5 years or less and 3/4 of those responding had lived there 10 years or less. When asked their reason for choosing Winfield, the three most frequent responses were low taxes, location and rural atmosphere.

When asked what the primary challenges the Town of Winfield faces, the top two answers were growth and roads/traffic. The respondents were also asked to rate the following list of services and facilities as either important, not important or no opinion:

- Schools
- Library
- Police protection
- Fire protection
- Streets/roads
- Sanitary sewers
- Stormwater drainage
- Town government
- Municipal water

While fire protection, streets/roads and police protections were selected by 90%, the majority still felt like all the listed services/facilities were important. When asked if they would be willing to increase taxes to provide additional town services, the majority said, "No".

When asked how different types of growth should be handled, a majority said that single-family residential and retail/commercial should be encouraged, but that growth of multi-family and light industrial should be discouraged. When asked specifically what goals the town should pursue, the highest responses were to improving streets/roads, preserving wooded areas, requiring developers to pay fees to help provide road/park improvements and to require open space or green space as part of new developments. A majority of residents also supported the development of more recreational facilities, and the regulation of architectural design of buildings. The least amount of interest was expressed in encouraging low and medium cost housing.

Public Workshop

The Town held an open house type format workshop at Jerry Ross Elementary School on March 1, 2006. Although the event had been advertised on the community survey and was covered in the newspaper, attendance was poor. Unfortunately March 1 was a religious holiday (Ash Wednesday), which may have contributed to the poor attendance. For complete details on the survey responses, see Appendix B.

The event was held in an open house format, meaning that people could come at any time during a four hour period, and then complete a group of tasks, including topical worksheets and two activities, at their own pace. Worksheet topics included:

- Town Identity
- Jobs and Employment
- Growth
- Taxes & Services
- Infrastructure
- Housing
- Open Space and Parks

In addition to those worksheets, participants were asked to complete two other activities. Those activities included drawing their desired future land use on a map and participating in a *Strengths, Weaknesses, Opportunities, Threats* (SWOT) Brainstorming Exercise, and then being asked to vote on the most significant issues.

Because the community workshop was so poorly attended, the input was viewed primarily as reinforcement to the responses from the community survey and also served as a starting point for steering committee discussions.

Goals & Objectives

Winfield's comprehensive plan steering committee put together a set of goals and objectives to guide the development of the remaining plan elements. These goals and objectives were based on public input garnered from the Town's successful public opinion survey (see Appendix A) and from a public workshop (see Appendix B). Five themes emerged from the public input, and the goals and objectives were organized around those themes:

- Managing Growth
- Building Quality Structures
- Keeping up with Infrastructure
- Becoming a Community
- Encouraging Economic Development

The following goals were recommended for approval by Winfield Plan Commission on May 17, 2006, and were adopted by the Town Council on June 8, 2006:

What is a Goal? A concise statement that describes in general terms, a desired future condition.

What is an Objective? A statement that describes a specific measurable future condition that is to be attained during a stated period of time. Objectives are recommendations on how a goal will be accomplished; there should be at least one Objective for each goal statement.

Managing Growth

GOAL 1: Develop a plan to show where Winfield's future growth will occur.

OBJECTIVE A: Adopt an annexation plan for Winfield, to be updated annually.

OBJECTIVE B: Adopt a future land use map as part of the comprehensive plan, to be reviewed

on an annual basis by a comprehensive plan sub-committee of the plan commission.

OBJECTIVE C: Adopt a transportation plan for Winfield, to be reviewed on an annual basis by a comprehensive plan sub-committee of the plan commission.

OBJECTIVE D: Complete a Park Master Plan.

GOAL 2: Hire a full-time town planner.

OBJECTIVE A: The Town Planner shall be responsible for administering the comprehensive plan, including scheduling review on an annual basis by a comprehensive plan sub-committee of the plan commission.

OBJECTIVE B: The Town Planner shall be responsible for administering the transportation plan, including scheduling review on an annual basis by a comprehensive plan sub-committee of the plan commission.

OBJECTIVE C: The Town Planner shall be responsible for preparing a recommendation for each plan commission and board of zoning appeals request, that addresses whether required criteria for approval of that request have been met.

OBJECTIVE D: The Town Planner shall be responsible for compiling an annual report giving an overview of all of the planning requests, projects, etc. and presenting it to the plan commission and town council.

***What is a Planner?** A professional planner takes and passes the national exam administered by the American Institute of Certified Planners and is allowed to use the initials "AICP" after his/her name. A Planner is a generalist, who has to know a little bit about a lot of different things. The following outline explains the mix of questions included on the American Institute of Certified Planners Exam:*

- *History, Theory and Law [15%] -- History of planning (including legal decisions), Theory of planning and Patterns of human settlement*
- *Emerging Issues and Trends [10%] -- Impacts of social, economic, demographic, and technological changes and Current topics (i.e., smart growth, neo-traditional, sustainable development)*
- *Plan Making (methods, strategies & techniques) [20%] -- Strategic planning/visioning, Goal setting, Research methods and techniques, Collecting data, Techniques for organizing information, Analysis of information, Demographics, GIS Information systems, Fiscal impact analysis*
- *Functional Topics [20%] -- Natural resources and environmental quality, Land use, Infrastructure, Energy, Public services, Transportation, Recreation, Economic development and revitalization plans, Historic preservation, Urban design, Housing, Neighborhood issues, Rural and small town planning*
- *Plan Implementation [20%] -- Land use regulations, Application of legal principles, Environmental impact analysis, Growth management techniques, Budgets, Development project review (including maps, site plans, and design review), Program evaluation, Communications skills, including public presentations, Intergovernmental relations, Project and program management*
- *Code of Ethics, Public Interest, and Social Justice [15%] -- AICP Code of Ethics, Multi-cultural and gender issues, Public participation, Negotiation and coalition building*

GOAL 3: Control growth to maintain a small town and rural atmosphere.

OBJECTIVE A: Ensure that streets are tree-lined, by both planting new trees and by discouraging clearing or thinning of exiting trees.



What are some benefits of trees?

Trees supply character to a landscape, create a sense-of-place, provide a habitat for plants and animals, promote interacting within the community, temper local climate, reduce stormwater runoff/erosion, diminish building lines, conceal unsightly views, provide solitude, assist in conserving energy, and increase property values.

OBJECTIVE B: Promote open space by ensuring that new developments have open space components, that non-subdivision residential development occurs on large lots and by preserving key areas of open space.

OBJECTIVE C: Promote the preservation of old growth trees.

OBJECTIVE D: Create sign regulations that are compatible with the town's rural character and image.

OBJECTIVE E: Adopt requirements for landscaping of all new development.

Why are sign regulations so important? *Signs are one of the most noticeable visual impressions people receive of a community. From the aesthetic viewpoint, signs are usually closer to the road than buildings and are also often dominant in height. Signs, along with overhead utility lines, contribute to a sense of visual clutter experienced by drivers.*

Building Quality Structures

GOAL 4: Ensure that homes in residential neighborhoods are attractive and individual.

OBJECTIVE A: Develop architectural standards that include *anti-monotony provisions* and discourage tract housing.

OBJECTIVE B: Adopt landscape standards for residential subdivisions, including tree preservation requirements.

OBJECTIVE C: Assure that subdivisions and planned developments are attractive by adopting landscape buffer and screening requirements, tree preservation guidelines and design standards, including building orientation guidelines.

What are anti-monotony provisions?
Anti-monotony provisions discourage the construction of very similar houses near each other, including across the street or adjacent. In determining whether houses are different, communities often consider:

- *housing type (e.g., single-family detached versus single-family attached)*
- *number of full stories*
- *type of garage (e.g., front-load, side-load or rear-load garage or a detached garage)*
- *building material*
- *placement of the home on the site (e.g., 90° versus 60°)*
- *variation in the articulation of the front façade*
- *architectural style*
- *roof type*

GOAL 5: Require commercial and industrial development to be attractive.

OBJECTIVE A: Develop architectural standards.

OBJECTIVE B: Review sign ordinance standards.

OBJECTIVE C: Adopt landscape standards.

GOAL 6: Review and amend existing ordinances, when necessary, to ensure that they will implement the comprehensive plan.

OBJECTIVE A: Update the zoning ordinance after adoption of the plan.

OBJECTIVE B: Update the subdivision ordinance after adoption of the plan.

OBJECTIVE C: Enforce building codes and local ordinances.

OBJECTIVE D: Continue to improve the inspection process.

GOAL 7: Provide a variety of housing choices so residents do not have to move to another community to find housing.

OBJECTIVE A: Allow a variety of senior citizen housing types, such as assisted living facilities, nursing homes, senior citizen apartments, accessory apartments, etc.

OBJECTIVE B: Allow some upscale mid-density development that has single-family type scale restrictions, in addition to architectural and landscape standards: duplexes, townhouses, low-density condos and multi-family.

GOAL 8: Discourage additional housing that is not needed to serve Winfield citizens.

OBJECTIVE A: Prohibit placement of mobile homes outside of mobile home parks.

Mobile Homes and Manufactured Homes are two different things:

What is a mobile home? According to Indiana Code 16-41-27-4, mobile home means a dwelling, including the equipment sold as a part of the dwelling, that:
(1) is factory assembled;
(2) is transportable;
(3) is intended for year-round occupancy;
(4) is designed for transportation on its own chassis; and
(5) was manufactured before the effective date of the federal Manufactured Housing Construction and Safety Standards Law of 1974 (42 U.S.C. 5401 et seq.).

What is a manufactured home? According to Indiana Code 36-7-4-1106, manufactured home means a dwelling unit, designed and built in a factory, which bears a seal certifying that it was built in compliance with the federal Manufactured Housing Construction and Safety Standards Law of 1974 (42 U.S.C. 5401 et seq.).

Where can they go? While mobile homes can be restricted to mobile home parks, this section of Indiana Code further states that local comprehensive plans and ordinances may not subject manufactured homes to any standards or requirements that other dwelling units are not subjected to. Indiana Code goes on to say that comprehensive plans and ordinances may not preclude manufactured homes constructed after January 1, 1981, that exceed nine hundred fifty (950) square feet from being installed as permanent residences on any lot on which any other type of dwelling unit may be placed.

What can Winfield do? In order to ensure that manufactured homes visually fit into neighborhoods of "stick-built" homes, many communities set standards for permanent foundations, roof pitch and roofing and siding materials that apply to all dwelling units. Winfield can revise its zoning ordinance to address this issue.

Keeping up with Infrastructure

GOAL 9: Provide a variety of recreation choices for Winfield's citizens.

OBJECTIVE A: Establish a Park Board for the town.

OBJECTIVE B: Plan and develop a trail system for the community that links important local nodes (schools, etc.) and links to other area trail systems.

OBJECTIVE C: Maintain and upgrade the existing tot parks.

OBJECTIVE D: Create at least one town park that includes athletic fields and other recreational facilities.

OBJECTIVE E: Make it easier for the private sector and not-for-profits to provide recreation, including golf courses and athletic fields, by simplifying the development approval process.

GOAL 10: Preserve and enhance green space in the community.

OBJECTIVE A: Identify and acquire strategic land for parks.

OBJECTIVE B: Encourage preservation of existing wetlands and floodplains from development through the use of zoning, voluntary easements and land acquisition.

OBJECTIVE C: Develop a street tree installation policy for the community.

OBJECTIVE D: Create a conservation subdivision district for the zoning ordinance.

OBJECTIVE E: Develop a tree preservation policy for new development.

GOAL 11: Provide adequate funding for town services.

OBJECTIVE A: Create a capital budget plan for Winfield, to encourage planning for large capital expenditures.

OBJECTIVE B: Review all possible funding methods available to the town, in order to increase available income.

OBJECTIVE C: Review fees and fines so they recover the town's costs.

OBJECTIVE D: Assign the town planner to seek out and apply for grants for park funding and for street tree planting.

GOAL 12: Explore long-term financing for strategic parks and recreation expenses.

OBJECTIVE A: Consider using bonds for acquisition of parkland for future development.

OBJECTIVE B: Establish a Park and Recreation Foundation for Winfield.

OBJECTIVE C: Use park development fees as an alternative to provision of open space within new development.

GOAL 13: Maintain or improve the Town's existing services.

OBJECTIVE A: Provide a higher level of service for zoning, subdivision and code enforcement through the adoption of ticketing.

OBJECTIVE B: Develop a town park system.

OBJECTIVE C: Maintain service levels for snow removal and fire protection.

OBJECTIVE D: Adopt a plan to provide local police service in Winfield.

OBJECTIVE E: Improve service levels for building permits & inspections, road improvements, planning services and zoning enforcement.

OBJECTIVE F: Adopt and maintain a strict sidewalk installation policy for new development.

OBJECTIVE G: Educate local officials (Town Council, Plan Commission and BZA) on how legally to make a decision on development applications.

OBJECTIVE H: Present orientation for new town officials (Town Council, Plan Commission and BZA) to explain their duties, the development process and the comprehensive plan.

GOAL 14: Provide quality water and sewer services to town residents and businesses.

OBJECTIVE A: Attempt to provide municipal water service to subdivisions that are on septic systems.

OBJECTIVE B: Adopt a Sanitary Sewer Limited Scope Master Plan for Winfield, to be reviewed on an annual basis by the sanitary board.

GOAL 15: Maintain or improve Winfield's existing roads.

OBJECTIVE A: Establish an actual *level of service (LOS)* for all of Winfield's arterial and collector roads.

OBJECTIVE B: Concentrate on improving roads that receive a LOS of D, E or F.

OBJECTIVE C: Maintain LOS on roads that receive a rating of A, B or C.

What is a Level of Service (LOS)? Level of Service is a rating system used by traffic engineers to describe operational conditions along a segment of road. It is generally associated with a road's ability to provide adequate capacity for the number of vehicles using the road. The six levels are:

A- Excellent traffic flow, with free flowing traffic.

B- Very good traffic flow, stable flow, presence of other drivers is noticeable.

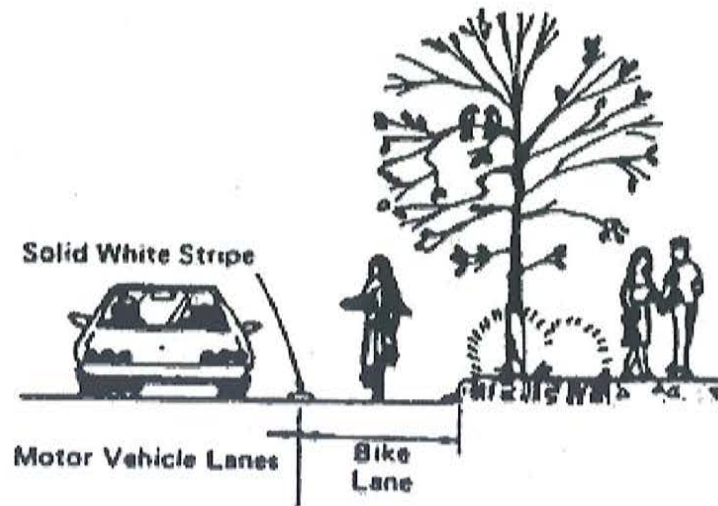
C- Traffic flow is still good, stable flow, drivers significantly affected by other drivers

D- Congestion becomes noticeable, speed and the ability to maneuver are severely restricted. Drivers experience a generally poor level of comfort.

E - Operating conditions are at or near capacity. Speeds are reduced to a low but uniform volume. Driver frustration is generally high.

F- Traffic volume exceeds existing capacity. Traffic lines form; traffic is stop-and-go.

OBJECTIVE D: Identify appropriate roads for the addition of bike lanes with future improvements.



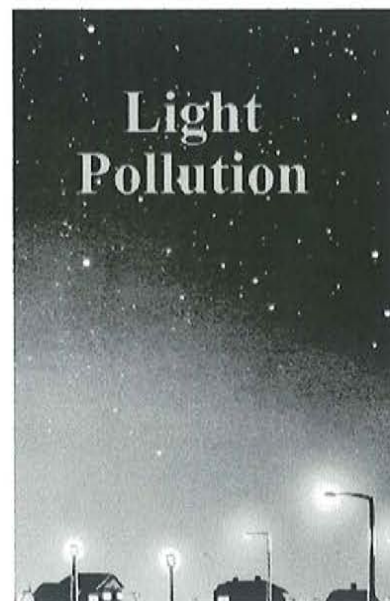
OBJECTIVE E: Make sure road improvements, including those to State Highways, include pedestrian accommodations, such as sidewalks.

OBJECTIVE F: Include a bicycle and pedestrian component in the town's transportation plan.

OBJECTIVE G: Develop a driveway permit process and standards for the town.

OBJECTIVE H: Adopt street lighting standards for the subdivision ordinance, which include consideration of dark sky standards.

What are Dark Sky Standards? Dark sky standards are standards that have been developed by the International Dark-Sky Association to fight light pollution. Light pollution is defined as, "Any adverse effect of artificial light including sky glow, glare, light trespass, light clutter, decreased visibility at night, and energy waste." For more information, including a new model ordinance, see www.darksky.org



Becoming a Community

GOAL 16: Maintain a small-town, family-friendly atmosphere.

OBJECTIVE A: Allow the development of parks, churches and schools as permitted uses within residential zoning districts.

OBJECTIVE B: Encourage private developers to provide development amenities, including neighborhood playgrounds, parks and public art, through the use of development bonuses (e.g., density).

GOAL 17: Make it clear that Winfield is an individual community.

OBJECTIVE A: Enhance and maintain *gateways* at major entry points so people know when they are entering Winfield.



Traditionally gateways were actual gates leading into a community -- today's definition is broader and often includes signage and landscaping, without actual gates.

What are gateways?
According to the American Planning Association, a gateway is an urban design term that describes an entrance corridor that heralds the approach of a new landscape and defines the arrival of a point as a destination. Gateways are usually found at the main entrance into a town or city.

OBJECTIVE B: Implement urban design standards, including landscaping for public improvements to establish a thematic, unified look for Winfield.

OBJECTIVE C: Complete a special town center study for the Randolph Street and 109th Avenue corridor areas.

GOAL 18: Promote events in the town that bring citizens of Winfield together.



Why encourage a farmers market? An important part of establishing a sense of community is providing opportunities for citizens to come together.

Local government, as a way to encourage residents to meet their fellow citizens often sponsors farmers markets, fairs, concerts, festivals and other celebratory events.

OBJECTIVE A: Sponsor a farmers market.

OBJECTIVE B: Develop a ***town center*** area around town hall that serves as "everybody's neighborhood" in the absence of a traditional downtown setting.

What is a town center? A town center is typically a location in the community that contains a mix of land uses that meet the daily needs of residents, including retail, government facilities, educational facilities and places of worship. Many new communities establish a town center because they do not have a traditional downtown.

OBJECTIVE C: Implement neighborhood watch programs throughout Winfield.

GOAL 19: Foster quality schools.

OBJECTIVE A: Explore agreements with the Crown Point School Corporation to use school facilities for recreation and community meetings.

OBJECTIVE B: Coordinate with schools on all planning efforts for both the Town and the School Corporations.

OBJECTIVE C: Consult with the school corporation on large development projects.

OBJECTIVE D: Formally consider the impact of all development requests on the applicable school corporation.

How does development impact schools? Crown Point School Corporation is no different from other school corporations. Student increases resulting from rapid growth can manifest themselves into over-crowding of existing facilities and the use of modular buildings for classrooms. Many people think those circumstances impact the quality of education children receive.

Encouraging Economic Development

GOAL 20: Identify and recruit desirable commercial development.

OBJECTIVE A: Develop a strategy to recruit office/corporate jobs.

OBJECTIVE B: Encourage limited neighborhood commercial uses in residential areas.

OBJECTIVE C: Develop a set of design standards in the zoning ordinance for neighborhood commercial, addressing such issues as scale, setbacks, signage, buffers, etc.

OBJECTIVE D: Consider a commercial park.

OBJECTIVE E: Review the zoning ordinance for appropriate permitted land uses in each zoning district, making sure that desirable uses are clearly allowed by right, and amend the regulations to discourage certain uses (i.e., sexually oriented businesses), by making them special exceptions or moving them to a different zoning district.

OBJECTIVE F: Study the potential impacts and prepare for the proposed 109th Avenue interchange at I-65.

GOAL 21: Identify and recruit desirable light industrial/office & research development.

OBJECTIVE A: Develop a strategy to recruit research & development/hi-tech jobs.

OBJECTIVE B: Keep up with the latest economic development tools.

OBJECTIVE C: Identify and develop additional public incentives that are both attractive to developers and acceptable to the Town (e.g. TIF, etc.).

OBJECTIVE D: Identify large sites that are appropriate for commercial or industrial development.

OBJECTIVE E: Consider development of an industrial park.

OBJECTIVE F: Review the permitted land uses in each zoning district, making sure that desirable uses are clearly allowed by right (i.e., research and development), and amend the regulations to discourage certain uses, by making them special exceptions or moving them to a different zoning district.

GOAL 22: Expand support programs for new businesses.

OBJECTIVE A: Secure updated telecommunications for Winfield, including high-speed Internet throughout the town, the installation of fiber optic conduits in new development, the establishment of a fiber optic backbone throughout the town, and the provision of free "hot spots" throughout the town for high speed internet connection.

OBJECTIVE B: Work with the telephone service providers to make calls within all parts of Winfield local, instead of long distance.

GOAL 23: Consider a full range of economic development tools to attract desirable growth.

OBJECTIVE A: Establish *tax increment financing* (TIF) districts to encourage growth in certain areas.

What is tax increment financing? *Tax increment financing is a tool used by local government to finance development costs. Under a TIF, the town would capture the additional property taxes generated by new development within a certain area over a certain period of time, and spend those tax dollars on infrastructure improvements to that area.*

OBJECTIVE B: Consider tax abatements for new commercial and industrial development.

GOAL 24: Adopt an Infrastructure Policy for the Town

OBJECTIVE A: Explore the use of impact fees for roads and parks.

GOAL 25: Develop a marketable identity for Winfield.

OBJECTIVE A: Develop a "brand" for Winfield.



OBJECTIVE B: Market Winfield's assets (low crime, proximity to Chicago, and a family-friendly community) in order to establish a reputation for the town.

OBJECTIVE C: Promote town attractions through the creation of a Town Website.

What is branding? A brand is shorthand for a product, something that is now being done for communities. Town branding examines strengths and weaknesses, and seeks to uncover the "true essence" — what it is and what it wants to be known as, which is also an essential part of the planning process.

A community's reputation used to be forged over decades or centuries, but today they can get their name out instantly. Branding will become even more important in the future, says Lowell Catlett, a professor at New Mexico State University. "It will be critical for cities of the future to have a brand identity — something that sets them apart from the rest," he says. With rising cybercommuting, he believes branding will increasingly influence residential location decisions. Communities that have successfully branded themselves as being cutting edge with technology, or family-friendly or a great place for singles will attract these 21st century nomads.

IV: Existing Land Use Considerations

In this step, it is important to find out what you are starting with...

Existing Land Use

It is important to know what existing land uses are currently on the ground before planning for the future, because it is necessary to have a good understanding of what land is available for development. For the purposes of this comprehensive plan, steering committee members and town officials created an existing land use map in early 2006, which was considered as the starting point for future land use planning.

The existing land use study revealed that the majority of the developed land within the town is currently developed as single family residential. Other developed land contains commercial uses. Undeveloped land may already have been approved for development (i.e., subdivision plat has been completed), but no development is yet underway.

For most communities, the desire is to preserve legal existing land uses means the planning occurs primarily for undeveloped land. Since Indiana, unlike almost all other states, does not have a state law on amortization, a community may only force redevelopment of an existing land use if it was not developed legally at the time or if an area is designated for redevelopment.



Existing Zoning

Existing land use and zoning don't always match. This is especially true in older communities, where land uses may predate zoning. This potential conflict between zoning and actual use was not an issue for the Town of Winfield, since it is such a new community.

Winfield currently has the following zoning districts:

- FP: Floodplain
- AG: Agricultural
- AG-B: Agricultural Business
- R-1: Low Density Residential
- R-2: Medium Density Residential
- R-3: High Density Residential
- R-4: Residential
- MF: Multi-Family Residential
- PD: Planned Development
- C-1: Neighborhood Commercial
- C-2: Office Commercial
- C-3: General Commercial
- M-1: Light Manufacturing

Why have more than one agricultural district? There are many different kinds of farming, and their impacts are quite different. Confined feeding of livestock has different impacts than row crops or forestry does, so it makes sense for different kinds of farming to have different standards. Farming today is nothing like the farming our grandparents did. In fact, because agricultural technology and practice has been changing so rapidly, it makes sense for Winfield to review their Agricultural District standards after the adoption of this plan.

Since most of Winfield's existing land use is residential, it is not surprising that there are more residential districts than non-residential. By Indiana standards, Winfield might be considered progressive among other cities and towns by having not just one, but two different agricultural districts. This may be because the area was primarily agricultural before the town was formed, and the previous comprehensive plan recommended preserving as much of that agricultural use as possible.

There is also a basic "set" of commercial districts and one manufacturing district. The basic zoning districts should continue to serve Winfield if the standards, which date from almost 10 years ago, are updated.

V: Future Land Use Considerations

This is what most people think of when they hear "comprehensive plan"

Future Land Use

Future land use is the heart of the comprehensive plan, and selecting the desired future land uses is one of the most important tasks of a comprehensive plan. It is the process of looking at the development pattern of a community and the restraints of the land, then articulating a vision of how future growth can best be accommodated.

Winfield will grow more predictably with a future land use map. Development will be encouraged where the existing infrastructure and land can best accommodate growth. Rural parts of undeveloped Winfield Township can better maintain that character, while economic development is steered to the most appropriate locations in a predictable pattern of growth.



Future Land Use Projections

Formal future land use projections were not called for under the scope of this plan. Because Winfield is part of a much larger region, the ability to make reasonably accurate land use projections for a very small part of that region (the town) is difficult.

It was clear from both public input and steering committee discussion that single-family residential should remain the primary land use. However, there was much support to devote a more land to commercial uses, with an understanding that there should be an effort to include some multi-family residential and some light industrial.

Interpreting the Future Land Use Map

The future land use map is meant to apply to undeveloped land within Winfield Township. Therefore, the existing legal land use for developed properties is accepted as also being their desired future land use, unless designated differently on the future land use map. The future land use map is general in nature, not parcel specific. For example, unless surrounding land uses or physical features vary greatly, it may not matter whether a commercial node occurs on the northeast corner or the southwest corner of an intersection. This approach allows more development flexibility, but also requires more careful interpretation; therefore it is important to confirm the interpretation of the future land use map with town planning officials.

Future Land Use Mapping Process

The steering committee developed possible future land use maps early in the process, before the planning consultant was hired. Future land use map development was then put on the "back burner" until goals and objectives were developed, so that there would be a better understanding of what direction the future land use should take.

The consultant conducted a work session with steering committee members to review their previous mapping efforts and to consider efforts of the public from the community workshop. After reviewing the proposed future land use maps prepared by citizens at the community workshop, the following trends were observed:

- Annexation south to Highway 231
- Light Industrial shown on most plans
- 109th and Randolph reserved for Office and Commercial uses
- Open Space very important, whether shown as agricultural or parks
- Not much multi-family

The steering committee and other citizens in attendance were divided into two groups and asked to develop a "consensus" future land use map. Each group then presented their proposals and this served as a starting point for a future land use discussion. Differences between the two alternatives included:

- One proposal did not show any new multi-family
- One proposal showed much more non-residential land

The consultant then created a draft future land use map for steering committee review, based on steering committee input. The steering committee made further refinements, resulting in a proposed future land use map that was part of the draft plan. After a public hearing, the plan commission voted to recommend approval of the comprehensive plan to the Town Council. The recommended future land use map was omitted when the Town Council adopted the comprehensive plan on September 19, 2006. Council members cited concerns about the proposed multi-family and commercial shown on the future land use map.

Town officials asked the consultant to facilitate a future land use plan workshop on December 9, 2006. Town council members, plan commission members, steering committee members and Winfield citizens attended the workshop, which resulted in a new future land use map that all participants agreed to support.

Future Land Use Map

The Future Land Use Map is an indispensable tool for all sectors of the community and all levels of government. The town can invest public infrastructure dollars more wisely if the location and magnitude of anticipated growth is identified. The Future Land Use Map will also enable individual citizens to be more aware of how Winfield will develop, assisting them in making more informed decisions about where to live and even where to work. The private sector benefits also, since businesses can use the map to make more accurate growth projections and better position themselves to meet the needs of the future population. The Future Land Use Map will provide developers and landowners with a clear idea of the location and type of development desired by the community, saving them resources of both time and money in assembling development plans. Highlights of the Future Land Use Map include:

Agricultural -- One of the predominant future land uses, the agricultural area lies south of the proposed Winfield Corridor Trail. This agricultural land is meant for traditional farming uses, including row crops and pasture. Residential uses, in the form of farm homesteads or clustered single-family (i.e., conservation subdivisions) is also appropriate. More intensive agricultural uses, including confined animal feeding operations (CAFOs) are not considered desirable because of the likelihood of their impacts conflicting with expected future development of the town.

Residential -- There are two categories of residential land on the future land use map, single family and multi-family. Single-family is one of the two predominant future land uses, in addition to agricultural. Non-subdivision single-family development is allowed, but should occur only on large lots. Tract housing is highly discouraged.

Landscaping for both single-family and multi-family development should include tree preservation, landscape buffers and screening. New residential neighborhoods should include open space, which may be privately owned by the neighborhood association or dedicated to the town for public use. All residential developments should follow

architectural standards, including anti-monotony provisions for single-family. Architectural standards may be adopted by the Town as part of the zoning ordinance or proposed by the developer as part of a planned development ordinance.

There are 3 new multi-family sites on the future land use plan. For the purposes of the comprehensive plan, multi-family is applied broadly, and includes uses such as assisted living facilities, nursing homes, duplexes, townhouses, low-density condos and apartments. All multi-family is intended to be upscale mid-density development, with single-family type scale restrictions. Mobile homes parks may be considered multi-family; however, mobile homes are prohibited outside mobile home parks.

Commercial -- There are two levels of commercial use shown on the future land use map, neighborhood commercial nodes and regular commercial. Neighborhood commercial nodes are small commercial areas providing limited retail goods and services, such as groceries and dry-cleaning for nearby residential areas. Neighborhood commercial uses generally do not include service stations or businesses featuring drive-thrus. Neighborhood commercial development is intended to follow special standards for scale, setbacks, signage, buffers, etc. These standards may be adopted by the Town of Winfield as part of the zoning ordinance, or proposed by a developer as part of a planned development.

All commercial development should follow architectural, landscaping and sign standards. Landscaping should include tree preservation, landscape buffers and screening. Architectural and landscape standards may be adopted by the Town as part of the zoning ordinance or proposed by the developer as part of a planned development ordinance.

Business/High-Tech -- This category does not include intense industrial development, but is targeted to office or high-tech uses, including those in a campus or business park setting. Business/high-tech land is located along Highway 231 and on Colorado, south of 101st Avenue. High-tech uses include research, development and testing laboratories that do not involve mass manufacture, fabrication, processing or sale of products. The town intends that business and high-tech uses follow architectural and landscaping and sign standards. Landscaping should include tree preservation, landscape buffers and screening. Architectural and landscape standards may be adopted by the Town as part of the zoning ordinance or proposed by the developer as part of a planned development ordinance.

Parks & Trails -- The land shown on the future land use plan for parks and trails is intended to be publicly owned and managed. There are two new park sites shown, in addition to the existing Stoney Run County Park. One of the new parks is meant to be a large town park that includes athletic fields and other recreational facilities. New trails will need to be developed in cooperation with other entities.

Other Features -- Other features proposed on the future land use map include new roads, a town center and annexation areas. Since a separate thoroughfare plan was not developed as part of the comprehensive plan, the future land use plan includes important new road connections. The town center is intended to be developed to serve as the "downtown" that Winfield does not have, and should be the subject of a special study.

VI: Growth Management

This step can actually be considered part of the implementation step

All municipal development has certain needs such as roads, school bus service, and police and fire protection. The more spread out land uses are within a city or town, the more costly providing the services becomes, and those costs are typically passed on to all taxpayers. Concentrated development makes it easier to anticipate and plan for impacts to infrastructure and services. Scattered development also leads to other costs, like longer response times for emergency services and increased costs and riding times for busing students to schools.

Concentrating development makes our communities more walkable. As obesity, heart disease, and diabetes continue to rise among Americans, communities need to begin looking at how their growth and development can make it easier to live more healthy lifestyles. According to an article published by the US News and World Report, "many studies [have] clearly shown that walking--the cheapest, easiest, and most common physical activity for most Americans--reduces risk for many of these deadly diseases."¹

A community can manage its growth in the following ways:

- Location of Growth
- Type of Growth
- Amount of Growth
- Quality of Growth

