



# Grand Junction Master Plan Westfield, Indiana

Prepared for the Downtown Westfield Neighborhood Association  
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Grand  
Junction  
Plaza

Downtown  
Westfield



Midland Trace



Project  
Study  
Area

Monon Trail

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# Executive Summary

## Introduction

This Grand Junction Master Plan concludes a thorough and collaborative planning process. Guided by a diverse and enthusiastic group of stakeholders, the Master Plan recommendations are intended to create a unique and memorable civic heart for the City of Westfield that will endure for generations to come. These ambitions are expressed in the goal that the Grand Junction Task Group (GJTG) defined for the project:

*Over the next 25 years, create a sustainable and compelling Downtown, the “Grand Junction,” that is the unequivocal centerplace of community life in Westfield and has significant regional appeal.*

The Grand Junction is envisioned to be an integrated combination of uses and outdoor public spaces that physically express its core *brand promise*—that the Grand Junction is a *place where many kinds of connections are made*. These connections are:

- With family and friends.
- With the larger community.
- With nature.
- With great places to dine.
- With distinctive places to shop.
- With important regional trails and roadways.
- With Westfield’s historic legacy.

The Master Plan recommendations are both feasible and flexible enough to adapt to marketplace conditions as they evolve. It should be noted, however, that the while the assumptions are conservative, the challenges posed by current national, state and local financial and real estate markets cannot be underestimated. As plan implementation begins, it will be critically important to maintain experienced leadership and an advisory team in place to actively manage the process, maximize opportunities and adapt as necessary to the marketplace in a timely manner.

While tough decisions will be required, and negotiation and compromise a certainty, the consultant team believes believe the Master Plan will create a special community centerplace that enhances the residents’ quality of life and truly differentiates Westfield from other central Indiana communities.

## Long-term Vision

Among the many potential long-term public and private improvements are a number key initiatives that will drive the Grand Junction experience.

### Grand Junction Plaza

The crown jewel of the Grand Junction Master Plan is a new civic plaza in the heart of downtown that captures the essence of the Grand Junction brand. As the focal point, central gathering space and compelling backdrop for important civic institutions, the Grand Junction Plaza provides a signature location for festivals and special events and, just as importantly, a place that brings the community together on a daily basis.

Elements that facilitate this include:

- New connections to the Monon Trail and Midland Trace trail.
- A system of pedestrian-friendly streets that connect the plaza to other downtown destinations.
- A stormwater management system that reduces stormwater management costs and features a signature water element as a Grand Junction Plaza focal point and public gathering place.
- A Great Lawn gathering space.
- A highly visible gateway area along Main Street that features an enhanced J.W. Thompson Creek as a key focal point.

- A gateway area along Union Street with iconic water features that draws visitors into the Grand Junction Plaza from Union Street and provides a “postcard” backdrop for nearby commercial uses.
- A family-friendly playground that serves both local residents and regional visitors.
- A realigned, specially paved Jersey Street that can be closed to expand public space for festivals and special events.
- An enhanced intersection at Main Street and Union Street that improves the comfort and safety of pedestrians who travel between the Plaza and other downtown destinations.

### **New Landmark-quality Civic Facilities**

The Grand Junction Plaza provides a compelling backdrop for a new City Hall and a new Westfield Washington Library. These important civic facilities generate activity and strengthen downtown’s image and identity as the community centerplace.

### **Extended Trail System**

Trails are another expression of the Grand Junction brand’s focus on enhanced connectivity. The Grand Junction has tremendous opportunities to create exceptional trail connectivity between the Monon Trail and the Midland Trace trail, and other local trails, businesses, civic institutions and residential neighborhoods.

### **Extended Street Network**

In addition to new trails, improvements to the street network provide new ways to access and circulate within Downtown Westfield. These improvements include:

- A Poplar Street extension south that connects the proposed Lantern Commons commercial district to Main Street.
- A realigned and extended Jersey Street that provides a new east-west connection between Union Street and Cherry Street.
- An extension of Mill Street that adds a new connection between Main Street and Union Street.

### **Enhanced Stormwater Management Facilities**

Open space along the Anna Kendall Creek provides prospective locations for regional stormwater management facilities that help enable desired patterns of development. These regional facilities have the potential to become attractive water features and recreational gathering places that epitomize the Grand Junction brand.

### **Signature Downtown Gateway Development**

The four quadrants formed by the U.S. 31 and SR 32 interchange are highly visible downtown gateway locations. The quality of development at the interchange will have a significant impact on Downtown Westfield’s overall image and identity. Larger scale, premium office buildings that feature landmark-quality architectural design are preferred at these locations. In particular, a signature hotel and conference center facility with strong physical and visual connections to the Grand Junction Plaza is highly preferred for the southeast quadrant of the intersection.

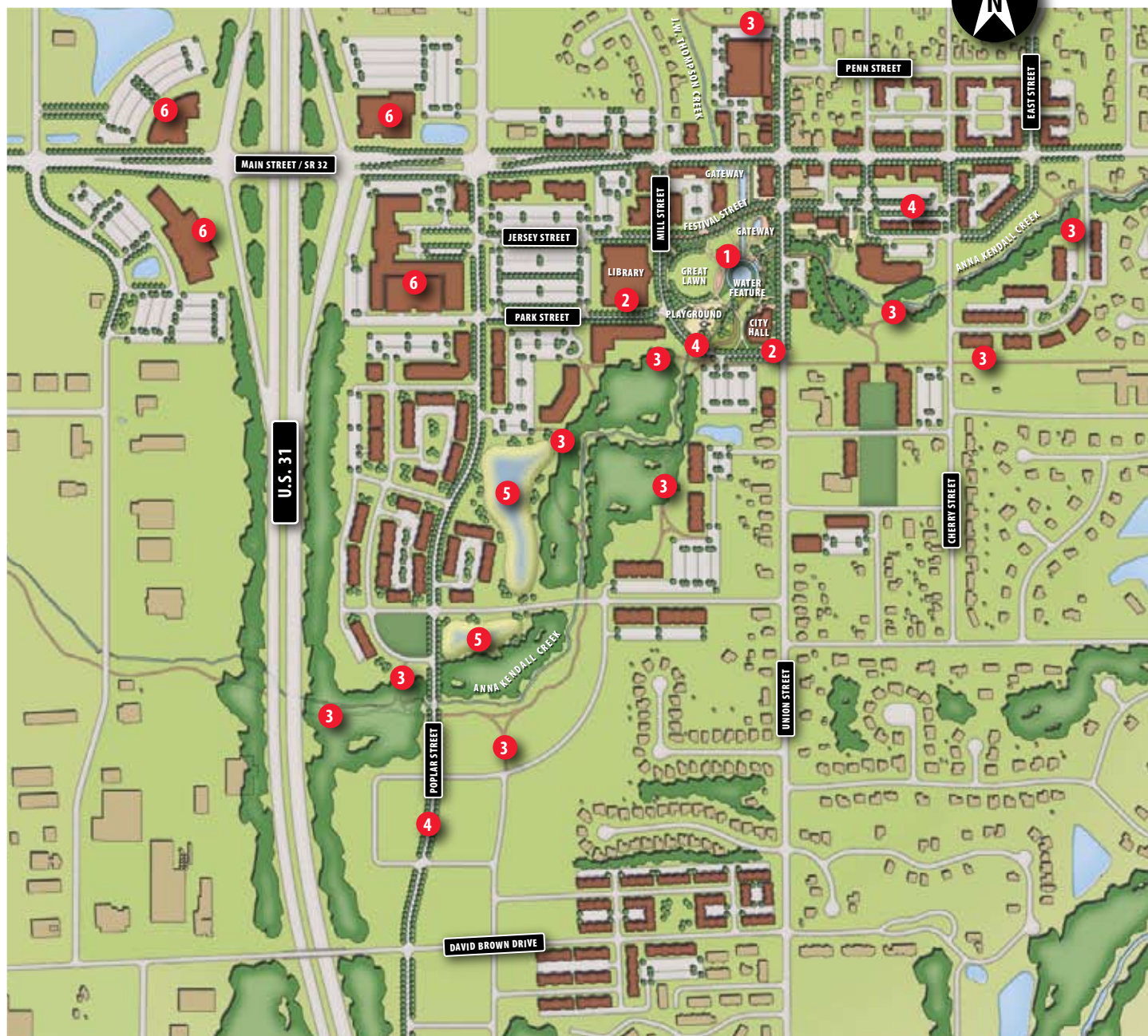
### **Sustainable Design and Development**

Sustainable design and development best management practices provide opportunities to project the Grand Junction brand promise in a highly visible manner. Incorporating techniques such as permeable paving, green roofs and native landscapes will help ensure that the Grand Junction is an attractive and healthy destination that compels residents and visitors to return again and again.



# Grand Junction Master Plan Vision

## Key Initiatives



- 1 Grand Junction Plaza**  
 Key features include:
  - New connections to the Monon Trail and Midland Trace trail.
  - A signature water element as a focal point.
  - A Great Lawn gathering space.
  - Highly visible gateway areas.
  - A family-friendly playground.
  - A realigned, specially paved Jersey Street.
- 2 New Landmark-quality Civic Facilities**  
 A new City Hall and a new Westfield Washington Library strengthen downtown's image and identity as the community centerplace.
- 3 Extended Trail System**  
 Creates exception connectivity between the Monon Trail and Midland Trace trail, other local trails, businesses, civic institutions and residential neighborhoods.
- 4 Extended Street Network**  
 Key features include:
  - A Poplar Street extension south to the proposed Lantern Commons.
  - A realigned and extended Jersey Street between Union Street and Cherry Street.
  - An extension of Mill Street that connects Main Street and Union Street.
- 5 Enhanced Stormwater Management Facilities**  
 Regional stormwater facilities help enable desired patterns of development, serve as attractive water features and provide convenient recreational space for nearby residents.
- 6 Signature Downtown Gateway Development**  
 A signature hotel and conference center, along with premium office buildings, create a high quality downtown gateway at the U.S. 31 and SR 32 interchange.

## Phases of Development and Returns on Investment

Master Plan implementation will be a process of continuous, incremental improvement. All recommended improvements have been carefully vetted and prioritized to maximize the return on investment of public dollars, build investor confidence and create enthusiasm within the community for continued progress towards implementation.

Recommended improvements have been organized into three timeframes that are based on current marketplace conditions, the availability of public resources, and the degree to which related projects already underway can be leveraged.

### Short-term Improvements (0-3 Years)

The first phase focuses on key infrastructure projects that will set the stage for private investment and future infrastructure improvements. These include:

- An enhanced Union Street streetscape
- Phase I of the Grand Junction Plaza
- Realignment of, and streetscape enhancements to, Jersey Street between Mill Street and Union Street
- Improvements to the parking lot south of Asa Bales Park that include a new trailhead
- A trail extension that links the Midland Trace trail to new residential development south of the trail

One of the most significant Grand Junction projects of the first implementation phase is the construction of a new Westfield Washington Public Library in the heart of downtown. The library will be a new civic landmark and signature expression of the Grand Junction brand—a *place where many kinds of connections are made*.

Support for private sector redevelopment in the area northwest of the Main Street / Union Street intersection is strongly recommended. High quality redevelopment at this location will set the standard for significant private sector investments that are anticipated during the next phases of implementation. The same is true for new residential redevelopment that is expected to occur on both sides of Anna Kendall Creek southwest of the new Grand Junction Plaza.

To support these and future public investments, a number of critical issues must be successfully addressed in the early stages of plan implementation to help ensure momentum is maintained. These include public policy, financing, land acquisition, communications, water resources and stormwater management.

The analysis estimates an incremental public investment of \$10-11 million will return approximately \$65 million in private investment and an annual tax revenue increase of \$300-400 thousand.

### Intermediate-term Improvements (3-8 Years)

The 3-8 year timeframe will be driven by a number of important infrastructure projects that will firmly establish the Grand Junction brand and its image and identity for decades to come. These include:

- Phase II of the Grand Junction Plaza
- A new City Hall on a site that helps to frame the Plaza similar to the Westfield Washington Library
- Main Street roadway improvements and streetscape enhancements
- Extensions of Mill and Jersey streets
- Extension of the Monon Trail along Anna Kendall Creek west to U.S. 31
- Streetscape enhancements to Jersey Street, Park Street, Mill Street and Poplar Street
- Significant new regional stormwater facilities west of Anna Kendall Creek
- New public parking facilities on the periphery of downtown



Improvements to U.S. 31 are also expected to be completed at this time. The SR 32 interchange is Downtown Westfield's most visible gateway and the place where many visitors will form their first impressions of the Grand Junction brand. The design of the SR 32 interchange bridge and roadway—and especially the landscaping treatments along the edge of the corridor north and south of the new interchange—are important expressions of the brand. It will be critically important to work with Indiana Department of Transportation (INDOT) to help ensure the roadway improvements align with and strengthen the image and identity to which the Grand Junction aspires.

The Grand Junction will also see significant private sector investments that define its brand promise. Among the most important are the redeveloped properties in the four quadrants of the U.S. 31 and SR 32 interchange. The southeast quadrant is an especially critical location. This site will feature a hotel and conference center of signature quality architectural design that provides a bookend to the Grand Junction Plaza and adjacent uses. In between and along the Main Street corridor, new mixed use development provides commercial space that meets the contemporary needs of the marketplace, destinations that leverage the Plaza to attract new visitors and pedestrian-friendly public spaces that support vibrant street-level activity. In addition, significant new residential and multi-use development south of Park Street will leverage regional stormwater facilities and trail amenities along Anna Kendall Creek as they come online.

It is anticipated that in this timeframe, public investment of approximately \$25 million for infrastructure and \$12 million for a new City Hall will return approximately \$515 million in private investment and increase annual tax revenues by \$3 million.

### **Long-term Improvements (8-plus Years)**

The infrastructure improvements in the previous 3-8 year timeframe set the stage for additional high-quality private market redevelopment that creates retail destinations and a variety of residential options. The focus will be the area south of Main Street and east of Union Street where a trail extension along Anna Kendall Creek provides an attractive new recreational amenity adjacent to one of the Grand Junction's most compelling natural features.

In addition, new residents and visitors will help support the anticipated full build out of the Westfield Washington Library and create demand for more parking provided by a new structure south of Asa Bales Park.

The analysis estimates a public investment of \$16 million will return approximately \$95 million in private investment and increase annual tax revenues approximately \$400 thousand.

## **Conclusion**

It is important to understand that while the City of Westfield has a remarkable opportunity to transform its downtown into an exciting and memorable center place, everything cannot and should not happen at once. Many of our country's most sustainable places—environmentally, economically, socially and culturally—were built and continuously improved over many years' time.

Patience, perseverance and good communications are needed to create and sustain a program of continuous, incremental improvement. Extraordinary efforts will be required to engage stakeholders and maintain project momentum over time. The spirit of respect and cooperation that such an endeavor requires should be embraced by all. Indeed, the sense of pride and place that develops as the Master Plan is implemented can itself be transformative and energize a community for generations to come.

# About the Grand Junction Master Plan

## Approach

The Grand Junction Master Plan is a public / private partnership between the Grand Junction Task Group of the Downtown Westfield Neighborhood Association, and the City of Westfield. The project is intended to produce a unified, long-term vision for Downtown Westfield and provide guidance for future revitalization initiatives.

Hitchcock Design Group was engaged by the Downtown Westfield Neighborhood Association in June 2008 to undertake the Master Plan. The process was guided by input from the GJTG and representatives from a variety of other Downtown stakeholders that included City of Westfield staff, Hamilton County, State of Indiana, Westfield Washington schools, Westfield Washington Public Library, water resources regulatory agencies, Indiana Department of Transportation, HNTB Corporation, the real estate brokerage community, developers, Downtown residents, Downtown property owners and Downtown merchants.

The consultant team, which included EDEN Collaborative (urban planning and project coordination), Business Districts, Inc. (marketplace analysis), JFNew (water resources analysis) and Design Organization (architectural design), worked closely with the GJTG and stakeholders to produce recommendations that aligned with the community’s long-term revitalization and economic development goals for Downtown Westfield.

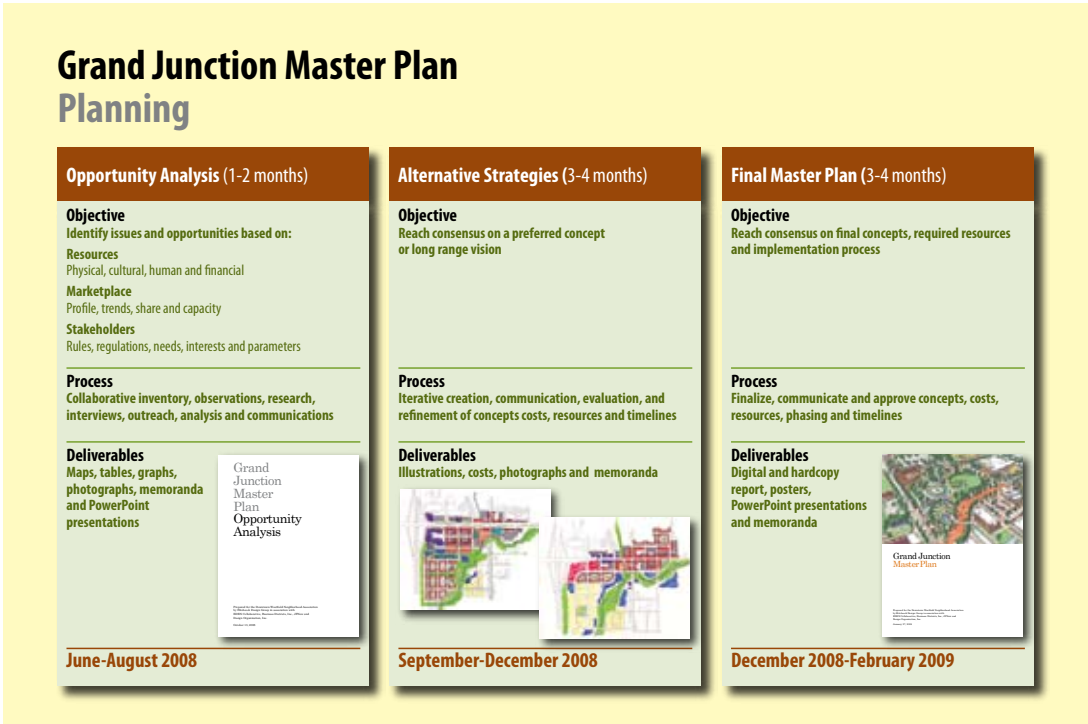
## General Scope of Work

The Grand Junction Master Plan included three phases, as illustrated in the diagram below:

The **Opportunity Analysis** examined resources, marketplace conditions and stakeholder interests, which included over 30 interviews with key constituents. At the conclusion of the first phase, a Preliminary Opportunity Analysis report was prepared and submitted to the GJTG for review and comment.

Based on a conceptual framework created from the findings of the Opportunity Analysis phase, a number of **Alternative Strategies** were developed and analyzed. These strategies were presented to the GJTG, and a preferred strategy was selected to advance and refine. A public presentation of the preferred strategy was made to the Westfield Washington Chamber of Commerce in December 2008.

Under the direction of the GJTG, the preferred strategy was refined and the final recommendations were summarized in a **Final Master Plan**, which was presented to City Council in February 2009.





# Opportunity Analysis Summary

The Opportunity Analysis identified key planning objectives and opportunities that guided the development of Alternative Strategies evaluated in the second phase of the project and, ultimately, the recommendations included in the Master Plan, as summarized below.

## Planning Objectives

### **Establish the “Grand Junction” Brand**

A brand, at its most basic, is a promise. A clearly articulated brand promise can help Westfield successfully compete for its share of business, talent, tourists, investors, respect, attention and other precious resources. Project stakeholders expressed their belief that the downtown brand should revolve around the concept of a “Grand Junction,” the place where the Monon Trail and the Midland Trace trail connect. The Grand Junction can also be defined as a place where many other kinds of connections— physical and social—are made. These include connections with family and friends, the larger community, nature, great places to dine, distinctive places to shop and important regional trails and roadways.

### **Showcase the Natural Environment**

The environmental quality and natural features of the Grand Junction area will have a significant impact on its brand promise and image. Current research and trends indicate that emphasis on quality natural features helps to attract desirable uses and build investor confidence. New trails and outdoor recreational amenities mean that the Grand Junction will be continuously exposed to a large number of people throughout the year. These include prospective residents, investors and visitors, all whom have the potential to become enthusiastic supporters of, and salespersons for, the Grand Junction experience. It is critical that stakeholders establish a leadership position around the brand building value of Westfield’s key natural resources. Doing so will help to ensure that this aspect of Grand Junction’s basic brand promise is continuously validated and strengthened.

### **Create a Downtown that is Comfortable for People**

A “pedestrian shed” is the distance that most people will walk to or between destinations. This is typically defined as a five to ten-minute walk, or a distance of one-quarter to one-half miles. A downtown core area of about 100 acres in and around the intersection of Main Street and Union Street meets this rule of thumb.

It is vitally important that key landmarks and uses within the downtown core area are maintained and strengthened, and that a desirable mix of new civic, commercial, residential and recreational destinations are added over time. In addition, the level of pedestrian activity on downtown streets will be a highly visible expression of a Grand Junction brand based on the theme of “many connections.” The needs of motorists and pedestrians must be carefully balanced to create comfortable walking environments that support the desired brand image of the Grand Junction.

### **Create a Mix of Engaging, Unique Destinations**

We have concluded that, because of the proximity of significant existing and planned retail development in and around the City of Westfield, Downtown Westfield will not be a major retail destination. Rather, its success will revolve around a mix of specialty retail, dining, office, residential, institutional, cultural and recreational uses that are artfully and thoughtfully organized into a compelling place and experience that cannot be found in other areas.

### **Provide Exceptional User Hospitality**

A key characteristic of successful mixed use centers is the ease with which they can be accessed and navigated by a variety of transportation modes. Although extensive trail connections are a key aspect of the Grand Junction’s brand, motorists must always be able to easily reach key destinations and park conveniently. For those who walk and ride bikes, the Grand Junction must be a safe, comfortable, attractive and highly enjoyable experience. For those without automobiles (youth, seniors, disabled), there must be provisions made for affordable and convenient public transport.

### **Maintain Financial Stability**

We know how anxious stakeholders are to see projects come out of the ground. However, the lack of predictability in the current market underscores the need for the Grand Junction Master Plan to balance plan implementation goals with the availability of capital resources. Nonetheless, strategic public infrastructure investments within the Grand Junction will be needed to build investor confidence and stimulate significant private investment.

## Opportunities

### **Create a Signature Grand Junction Public Space in the Heart of Downtown Westfield**

Westfield has a tremendous opportunity to create a compelling public space in the heart of the community that becomes the iconic expression of the Grand Junction brand. This public space, the Grand Junction Plaza, can take shape in the area southwest of the Main Street and Union Street intersection where the Anna Kendall Creek, the J.W. Thompson Creek, the Monon Trail and the Midland Trace trail converge.

The opportunity exists to leverage these natural resources and recreational amenities to create a destination that will not only draw visitors, but serve as a catalyst for private investment. What makes this opportunity unique is the convergence of not only the trails and natural features, but also heavy automobile traffic on Main Street and Union Street that can bring even larger numbers of users to the site.

### **Expedite Plans for an Extensive Local Trail System Linked to Regional Trails**

Clearly, the Monon Trail is one of the region's most popular and successful recreational amenities. That popularity can be reasonably assumed for its extension into Westfield and to other future trails. The City has positioned itself to capitalize on this trend for some time and has made extensive strides to create a network of trails within the community. An opportunity exists to expand the thinking about this trail system and start to adopt an attitude that Westfield is one of the state's premier destinations for trails and outdoor recreational activities.

### **Create a Street Network that Links the Grand Junction with Surrounding Neighborhoods, the rest of Westfield and the Region**

In concert with an extensive trail system, the Grand Junction area can also have an exceptionally attractive street network that is easy to access and navigate. The mantra cannot be just "great trails" or "great roads." It must be both, and they must be designed with all potential users in mind.

Westfield's location at the frontier of Indianapolis' suburban expansion means pressure will increase to effectively address roadway congestion. The Grand Junction represents a magnificent opportunity to create the most extensive and attractive combination of streets and trails of any community within the region.

Plans to transform U.S. 31 into a limited-access interstate-style highway are already underway. Planned improvements to SR 32 are also in progress. These roadways are the Grand Junction's two most important vehicular gateways. Their high traffic volumes provide will significant levels of exposure for Grand Junction destinations and amenities. It is extremely important that planned roadway improvements align with and strengthen the Grand Junction's brand as a place where many kinds of connections can be made.

In addition to these larger roadways, a local network of "complete streets"—streets that accommodate all potential users and not just vehicles—can be constructed in a way that enhances Grand Junction connectivity and the marketplace awareness of the Grand Junction brand.

### **Incorporate a New Westfield Washington Library and a New City Hall into the Grand Junction**

Civic buildings are classic downtown destinations that generate high levels of activity throughout the year. They are usually among a community's most significant landmarks and sources of civic pride. Due in part to its rapid rate of growth, the community of Westfield is at a point where decisions about future civic facilities have become critical.

Increased demand for services due to growth represents an opportunity that can best be described as "win-win" for both the future of the Grand Junction and the institutions themselves. In the case of the Westfield Washington Library, a downtown location will provide easy access via the City's most important roadways (U.S. 31 and SR 32) and significant exposure facilitated by a signature location within a short walking distance of other key downtown destinations.

For City Hall, relocation would place this important symbolic civic use in the heart of the community and provide space that meets the contemporary needs of a growing community. Finally, for the Grand Junction itself, these institutional uses would help bring prominence, activity and connections to other downtown uses, which will help to define and differentiate the new Grand Junction brand in the marketplace.



# The Grand Junction Vision

The Grand Junction promises to be a place *where many kinds of connections are made*, including those with family and friends, the larger community, nature, great places to dine, distinctive places to shop, important regional trails and roadways, and Westfield's historic legacy.

Illustrated on the following pages are the signature features that physically define and express the Grand Junction brand promise.





## The Grand Junction Vision: Grand Junction Plaza

The Grand Junction Plaza is the crown jewel of the Grand Junction Master Plan. As the Grand Junction's signature public space, the plaza is designed to be a regional destinations, a backdrop for new landmark-quality civic facilities and a catalyst for private sector investment. The Plaza also doubles as an important stormwater management facility.

At the heart of the Plaza is a iconic water feature at the confluence of the Anna Kendall Creek and the J.W. Thompson Creek. Adjacent to the water feature is a Great Lawn for live performances that can comfortably accommodate up to 3,000 people. South of the Great Lawn is a family-friendly destination playground with state-of-the-art equipment.

The Plaza is accessed by two key gateway areas. The first, on Main Street, is organized around a public space centered on a significantly enhanced J.W. Thompson Creek. The second gateway along Union Street also includes a public gathering space with a water feature that serves as a focal point.

The Plaza is bisected by a realigned Jersey Street, redesigned with premium pavers and streetscape amenities to emphasize its importance as a pedestrian-friendly space. The street can close for festivals and events to provide additional public space and comfortable pedestrian access to both halves of the Plaza. Mill Street has also been realigned for easy access to the plaza and municipal facilities.

The Plaza is framed by a new Westfield Washington Library and a new City Hall. Both are sited to maximize their exposure from the plaza and adjacent roadways, and to maximize the views into the plaza from the buildings' interior spaces. Shops, restaurant, pubs and coffee houses with outdoors seating will also open onto the plaza and provide classic "third place" gathering spots for Grand Junction residents and visitors.







Note: This artist's rendering is intended to illustrate only the broad, overall character of Master Plan recommendations.



## The Grand Junction Vision: Grand Junction Plaza



The Union Street gateway includes a public gathering space with ample seating and an attractive focal point water feature.

Grand Junction Plaza is a family-friendly destination where visitors enjoy direct contact with the site’s most compelling natural features.



Note: These artist renderings are intended to illustrate only the broad, overall character of Master Plan recommendations.



## The Grand Junction Vision: Union Street

Union Street streetscape enhancements are among the first public improvements planned for the short-term phase of plan implementation. Included is a new trail that links the Midland Trace trail with Asa Bales Park.







Note: This artist's rendering is intended to illustrate only the broad, overall character of Master Plan recommendations.



## The Grand Junction Vision: Downtown Westfield

In the first two phases of implementation, significant public and private sector improvements in the area between Union Street and U.S. 31 will establish and solidify the Grand Junction brand image and experience. Included are mixed use and commercial redevelopment on both sides of Main Street in the first two blocks east of Union Street, the result of opportunities created by right-of-way property acquisitions necessary to enable Main Street / SR 32 roadway improvements.

In the third phase of implementation (8-plus years), the attention is expected to focus more fully on commercial and residential development opportunities to the east of Union Street. This is especially true of residential development, where marketplace demand for a variety of high quality products is expected to because of the close proximity of shops, restaurants and signature Grand Junction recreational amenities.

Ultimately, Downtown Westfield will be a mix of older commercial structures with historic charm and character, and newer structures that provide space that meets the contemporary marketplace needs of retailers and restaurants. Close by, a similar mix of older homes and a variety of newer residences, are within easy walking distance of downtown's core area. A significant aspect of these new residential opportunities is that longtime Westfield residents who currently reside in single family homes will have the ability to stay close to family and friends as they as they enjoy their retirement years.

New downtown residential options also place prospective patrons closer to shops and restaurants and helps to create the vibrant, active streets to that strengthen the Grand Junction brand.







Note: This artist's rendering is intended to illustrate only the broad, overall character of Master Plan recommendations.

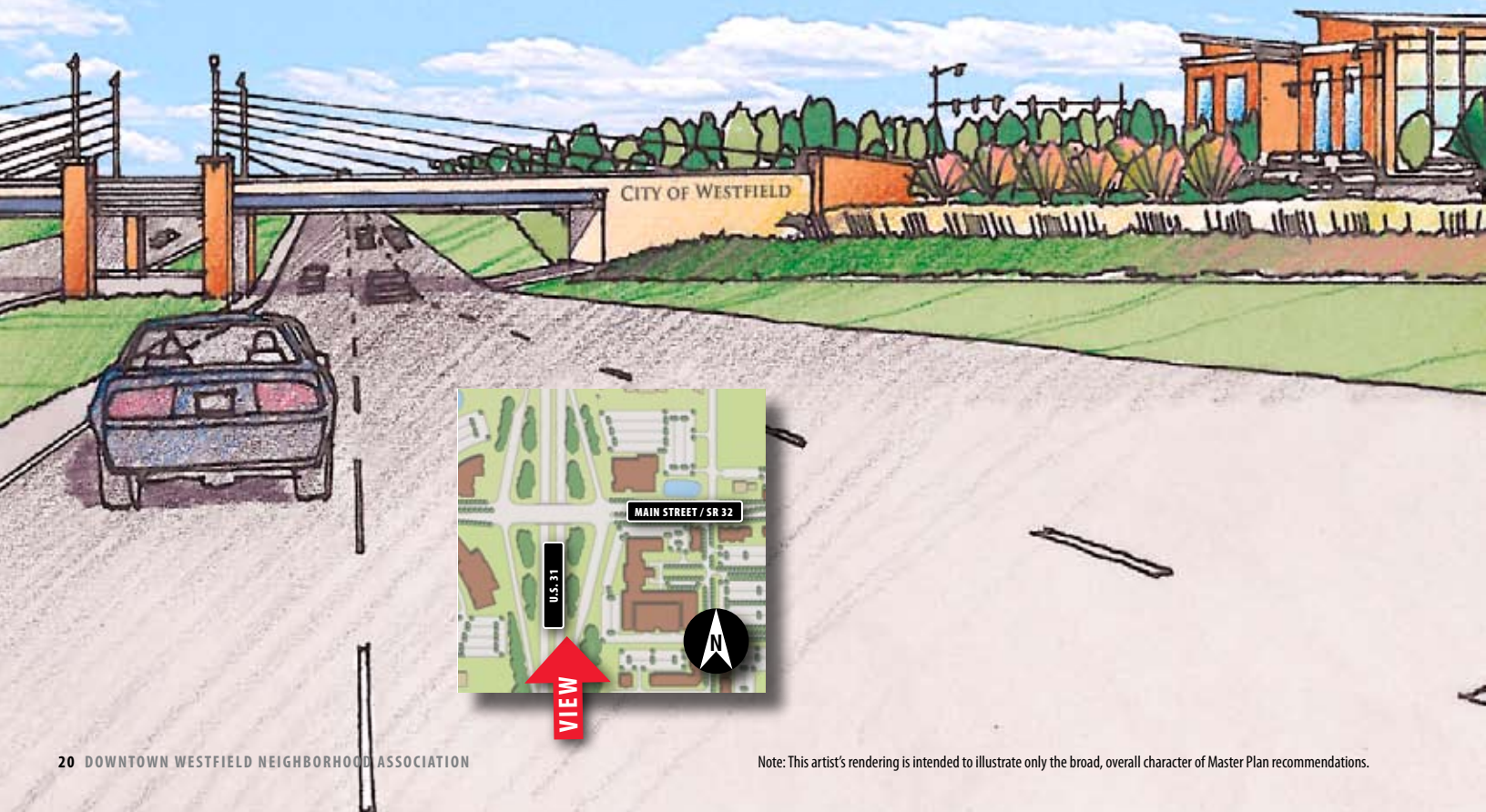


## The Grand Junction Vision: U.S. 31 / SR 32 Interchange

Perceptions of the Grand Junction image and identity will be formed most frequently in the locations where traffic volumes are the highest. The planned improvements to U.S. 31 and the SR 32 interchange provide a unique opportunity to align the Grand Junction's most important vehicular gateway with the brand promise and image to which it aspires.

A hotel and conference center of landmark-quality architectural design is strongly preferred for the southeast quadrant of the interchange. Other new, high quality redevelopment around the interchange is expected to focus on office uses that place employees within a short distance of Grand Junction destinations and amenities.

U.S. 31 corridor infrastructure and landscape design are also highly visible expressions of the Grand Junction brand. The signature bridge design illustrated below demonstrates how the structure can convey the message to visitors that they have arrived at a unique and compelling destination. Premium landscape treatments serve to emphasize the Grand Junction's image as a place where meaningful connections to nature can be made and sustained.







## The Grand Junction Vision: Poplar Street Extension

An extended street network is a key objective of the Grand Junction vision and a very tangible expression of the “connectedness” concept that is at the core of the brand promise.

The extension of Poplar Street south from Park Street, as illustrated at right, is an important infrastructure improvement that creates a new connection between Main Street, David Brown Drive and destinations beyond. The extended street also creates opportunities for new links to Union Street and facilitates access to the Midland Trace trail.

Designed with premium streetscape features, the Popular Street extension is expected to help enable new residential development south of Park Street. Poplar Street will also be the principle access route for future multi-use development south of Anna Kendall Creek.

New trail connections to the Midland Trace trail from these developments will provide residents and employees with alternative, non-vehicular routes to the Grand Junction and other downtown destinations. Nearby regional stormwater facilities also provide opportunities for easily accessible recreational amenities that serve as catalysts for new development.







Note: This artist's rendering is intended to illustrate only the broad, overall character of Master Plan recommendations.

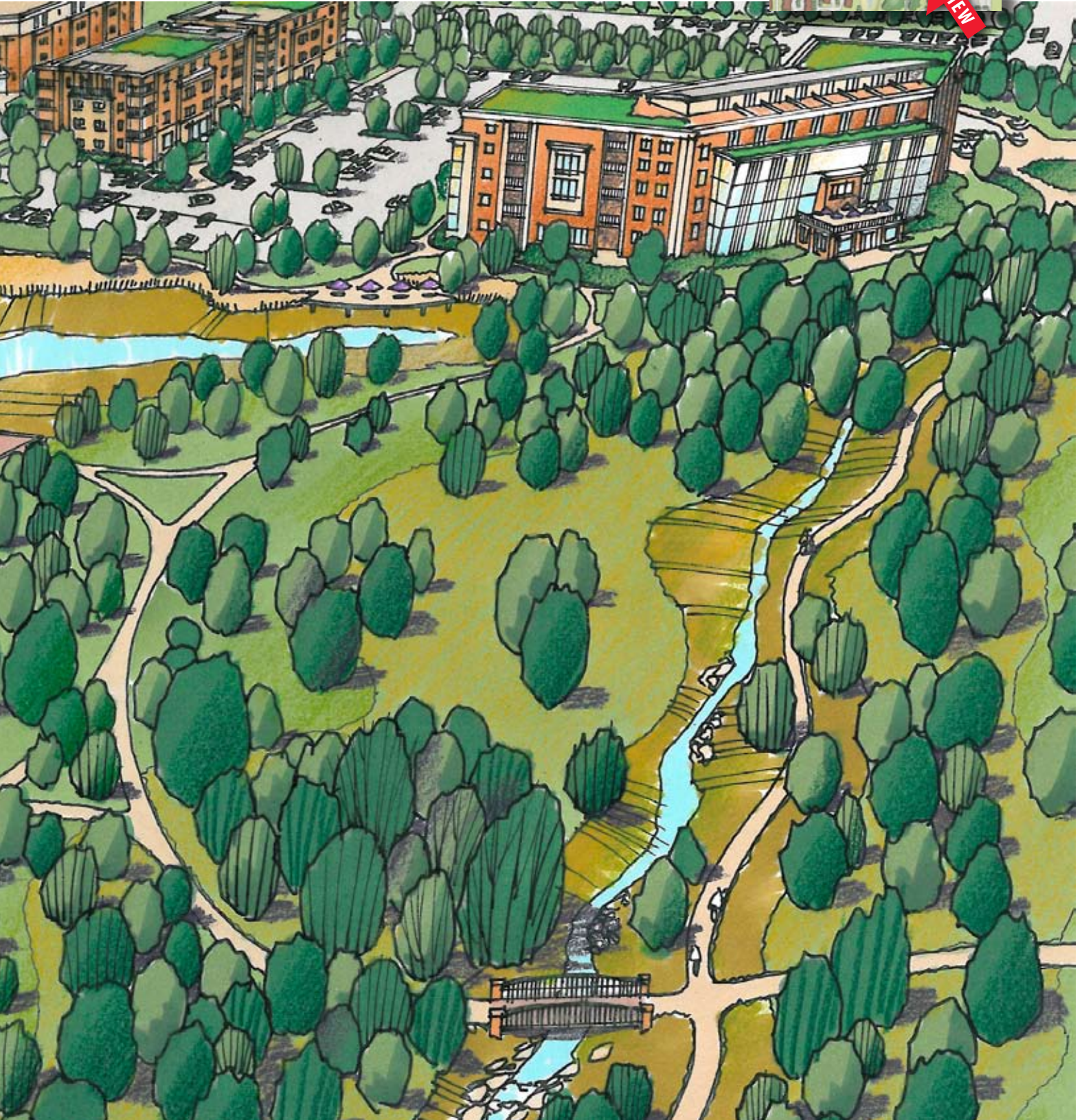
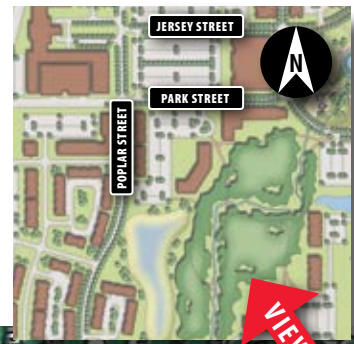


## The Grand Junction Vision: Regional Stormwater Management Facilities

Regional stormwater management facilities help enable desired patterns of development and provide attractive recreational space close to new residences and offices.







Note: This artist's rendering is intended to illustrate only the broad, overall character of Master Plan recommendations.

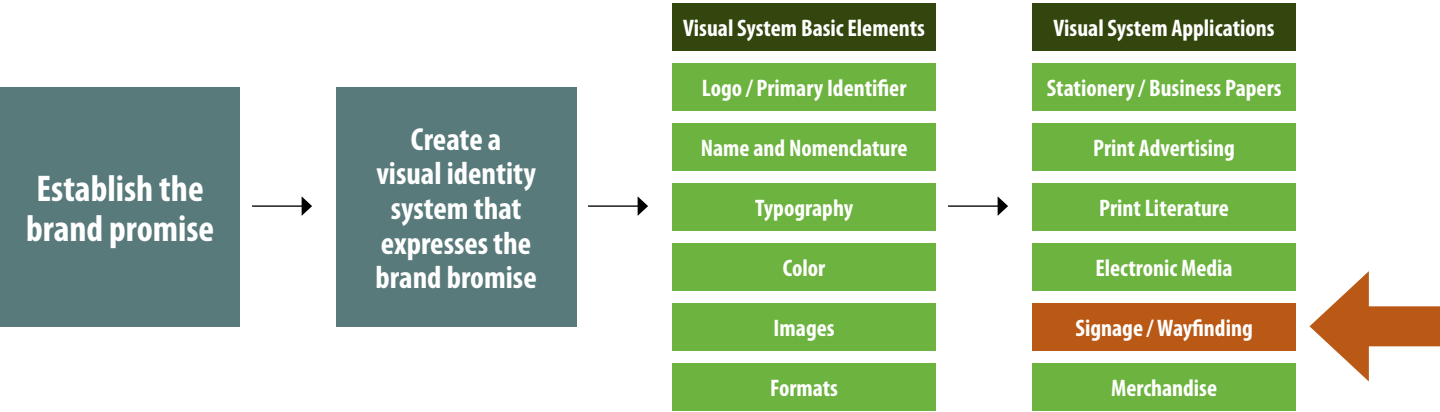


# The Grand Junction Vision:

## Signage and Wayfinding

Hospitality has a tremendous impact on the impressions that visitors form about a given place. The ease with which pedestrians and motorists can find and comfortably reach desired destinations informs perceptions of quality. A thoughtful signage and wayfinding system is one of the most important aspects of hospitality, especially for environments that expect to attract many new visitors on a regular basis. Signage is also one of the most visible applications of an identity system that aligns with and supports a brand’s strategic goals.

Similarly, signage and wayfinding should enhance Grand Junction visitor hospitality and reinforce the core brand promise that revolves around the concept of connectedness. In practical terms, this means sufficient signage should be provided to enhance visitors’ ability to comfortably navigate the Grand Junction. High production values will help to ensure the signs convey the message of quality. Perhaps, most importantly, the graphics should be not only legible, but also convey the message that the Grand Junction is an inviting place with urban amenities surrounded by an attractive natural environment.



A comprehensive visual identity system helps to ensure that a brand is expressed in a unified manner across a wide range of potential applications.



The examples below illustrate how the consistent use of visual identity system elements unifies the appearance of signage



Facility identification sign



Directional sign



Street sign



Parking identification sign





# Master Plan Implementation

# Master Plan Implementation

The Grand Junction Master Plan describes and illustrates an exciting and ambitious vision for Downtown Westfield. Plan implementation strategies, as directed by the GJTG, are no less ambitious and intend to leverage projects already underway (Midland Trace trail construction) or planned (roadway improvements, new Westfield Washington Library, private sector development) to maximize Grand Junction brand building opportunities as quickly as possible.

Despite these opportunities, it is easy to become overwhelmed by the degree of change envisioned, the scale of the study area and the complexity of the tasks at hand, especially those that involve multiple regulatory agencies. However, the consultant team believes the long-term goals and objectives of the Grand Junction Master Plan can be achieved through patience, perseverance, and a program of continuous and incremental change.

## Key Strategies

It is critical that the “institutional infrastructure” is established to guide and support long-term plan implementation objectives. Key topics to successfully address and manage include:

### Public Policy

Public policies that protect the public interest and facilitate development entitlement should be continuously modified to meet national benchmark standards. Doing so will help to minimize conflicts and misunderstandings and strengthen the Grand Junction’s reputation within the development community.

### Organization

The roles of public and private sector stakeholders must be continuously evaluated to ensure that important implementation and management responsibilities such as business retention and development, event management and Grand Junction marketing are clearly defined and thoughtfully executed.

### Land Acquisition

Acquisition of key properties enables many of the significant public and private sector investments envisioned by the Grand Junction Master Plan. Productive dialogue must be established and maintained with property owners to ensure that acquisition opportunities are prioritized and accomplished in the most timely and cost effective manner possible.

### Public Infrastructure Improvements

Key public improvements will help to establish and express the Grand Junction brand promise in highly tangible ways which, in turn, is intended to build the confidence of those who make long-term investments in the Grand Junction. This includes both existing property owners and business owners as well as prospective private market developers. Recommended public improvements must therefore be continuously evaluated to help ensure they continue to meet Master Plan goals and objectives over time.

### New Development and Redevelopment

A program to systematically evaluate property acquisition targets, engage property owners, retain existing businesses and recruit new ones is needed to attain Master Plan goals.

### Communications

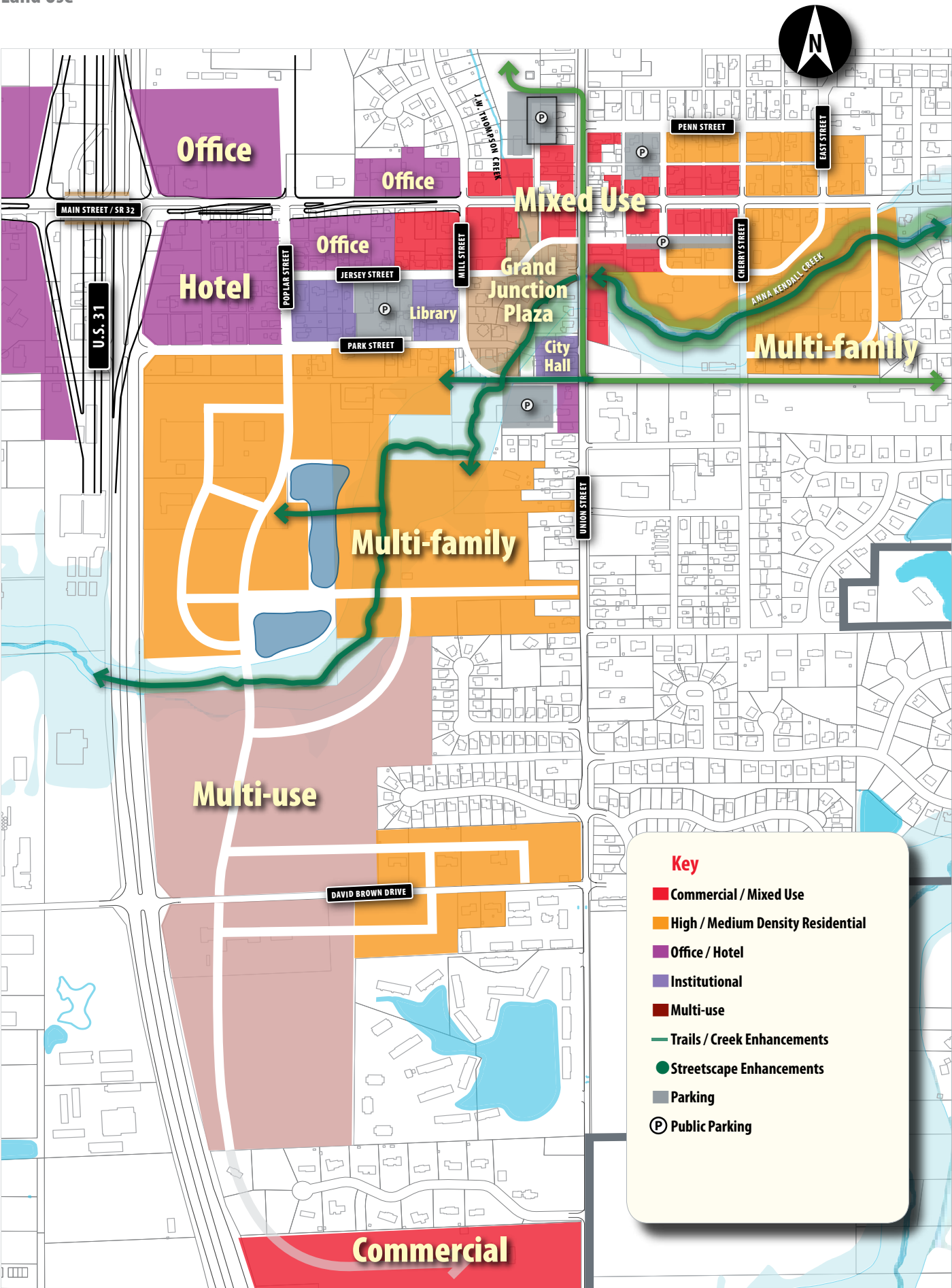
Effective communications between leadership, the public and the private sector creates and sustains the momentum needed for successful plan implementation.

### Financing

Resources, public improvements and other private sector incentives must be economically sustainable over the long term. Master Plan implementation recommendations focus on public improvements that serve as catalysts for private sector investment which, in turn, create revenues to fund additional public improvements. Financial resources must be carefully balanced to maximize the potential benefits of this approach.



Grand Junction Master Plan Vision  
Land Use



## Master Plan Implementation

### Short-term (0-3 Years)

Key infrastructure projects are the focus of the first implementation phase. Three public improvements are especially important because they are first significant expressions of the emerging Grand Junction brand.

At the head of the list is the first phase of what will become the Grand Junction's crown jewel—the Grand Junction Plaza. The Plaza, which also functions as an important stormwater management facility, includes prominent gateways and public gathering spaces along both Main Street and Union Street. The first phase of construction also includes enhancements to the J.W. Thompson Creek that will transform the creek into an attractive and highly visible water feature. At the same time, Jersey Street is realigned and redesigned with premium paving and streetscape elements so that the street can be closed during festivals and special events to provide additional plaza space.

The new Westfield Washington Library is another major public improvement that will help define the Grand Junction brand in the early stages of plan implementation. A landmark-quality site that enhances awareness of the new library and that helps to frame and delineate the Grand Junction Plaza will maximize the brand building capabilities of this important civic institution.

The third public project includes improvements to Union Street. In addition to premium streetscape enhancements, the improvements include a trail extension that links the Midland Trace trail with Asa Bales Park.

As market conditions improve, these public improvements will help to stimulate private market investment that includes mixed use redevelopment with ground-level retail at the northwest corner of the Main Street / Union Street intersection—another highly visible downtown location—and new, high-quality residential development on both sides of Anna Kendall Creek southwest of Downtown.

Strategies that help create the “institutional infrastructure” needed for successful plan implementation must also be addressed. These strategies focus on public policies such as zoning and land use, land acquisition, organization, development and new development, communications and financing.





## Master Plan Implementation

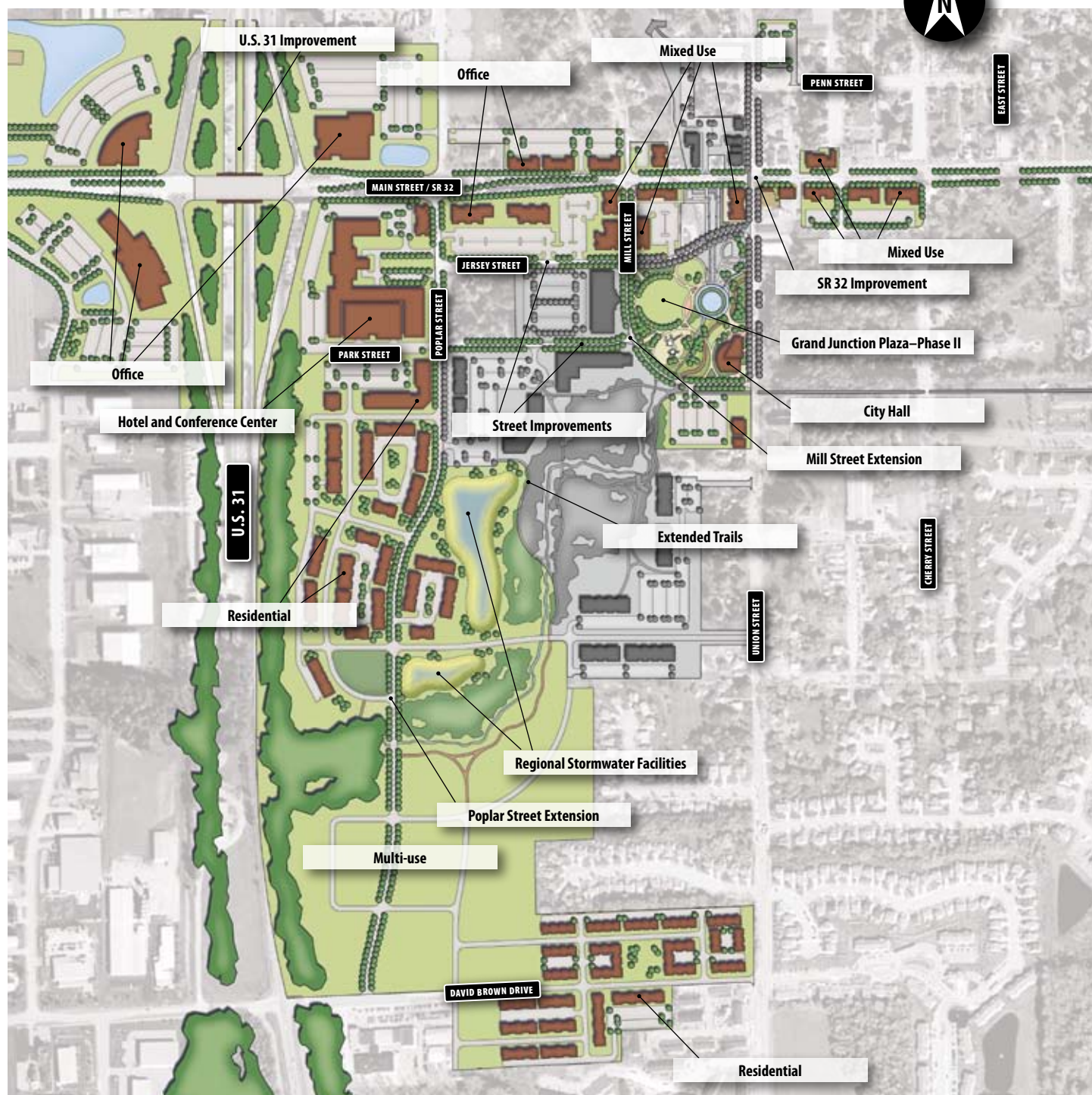
### Intermediate-term (3-8 Years)

The intermediate phase of implementation is the Grand Junction's most dynamic and transformative, one in which the concept of "connectedness" will be dramatically realized.

Key infrastructure enhancements include the second phase of the Grand Junction Plaza that features a number of unique public gathering spaces. The plaza is highlighted by a Great Lawn for live performances, iconic water features and family-friendly recreational facilities. The full build out of the Plaza provides a compelling backdrop for a new City Hall that solidifies the Grand Junction as Westfield's true civic heart. Roadway improvements, new streets and new trails create a system of attractive, multi-modal pathways that connect key Grand Junction destinations to each other, to the surrounding neighborhoods and to the regions beyond.

New private sector investments such as office, retail and mixed use development along the Main Street and Poplar Street corridors leverage and complement the new public amenities. A hotel and conference center in the southeast quadrant of the U.S. 31 / SR 32 interchange serves as a signature gateway for the Grand Junction. High quality residential development in and near the Plaza provides a variety of contemporary residential options in the heart of the Grand Junction. New mixed use with ground level retail helps transform Main Street into a vibrant, pedestrian-friendly environment.





## Master Plan Implementation

### Long-term (8-plus Years)

Short- and intermediate-term public improvements are expected to create demand for new mixed use and residential development that is located within easy walking distance of Grand Junction destinations and amenities.

A new trail along the Anna Kendall Creek east of Union Street provides a new multi-modal connection to the Grand Junction Plaza. Expansion of the Westfield Washington Library enhances the services provided by this invaluable community resource. Construction of parking deck helps retailers and restaurants meet the parking requirements of the contemporary marketplace at an off-site location. The centralized parking provided by a deck also allows businesses to create larger and more profitable commercial spaces on their properties, an especially critical issue for businesses located on smaller parcels.



