



THE NORA ALLIANCE
a 501c3 not-for-profit
community organization

August 24, 2020

Justin Furr
jfurr@crewcarwash.com
Director of Real Estate
Crew Carwash
10251 Hague Rd
Indianapolis, IN 46256

Mr. Furr,

Thank you for your proactive engagement with Nora's community leaders. We very much appreciate Crew Carwash's efforts to be a good corporate citizen. Our board president, James Williams, attended your meeting with the Nora Northside Community Council (NCC) and learned of your hopes of locating a Crew Carwash in the Nora Center area. The property in question is located at the SW corner of 86th St and Westfield Blvd (the current location of a Steak-n-Shake restaurant) – a key intersection in Nora Center where the first Nora post office was founded.

The Nora Alliance is an active and productive community partner with the City, for example participating heavily in Plan 2020 – The Bicentennial Plan for Indianapolis, Comprehensive Plan, Pedestrian Plan, local place-making, area cleanups, and pocket park development.

We have completed our review of your preliminary proposal and conclude that a car wash at this location is **inconsistent with the Nora 2021 Community Plan** and is **an excluded use under the Village Mixed-Use typology with Town Center overlay in the Marion County Land Use Plan**. Put plainly, a car wash does not fit within the planning regimes for our community. The Nora Alliance, therefore, cannot welcome the proposed development in the Nora Center area.

REVIEW

The Nora Alliance champions the vision and values articulated in the Nora 2021 Community Plan [1]: “Strong Amenities. Connected People. Vibrant Built Environment” which was written after community engagement meetings and adopted in 2015. The Plan details our benchmark for development. It establishes a pedestrian-friendly central development pattern in Nora Center that adds value to the commercial and residential areas and enhances the health and quality of life of residents. It calls on design cues for architecture and application of form-based standards for mixed-use development. Nora 2021 is consistent with the Marion County Comprehensive Land Use Plan [2], *designating Nora Center as a Village Mixed-Use land use with Town Center overlay*. The Nora Alliance is deeply committed to realizing the vision and values articulated in the Community Plan.

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In November and December 2018, the Metropolitan Development Commission adopted all 9 township-based land use plan maps as the Land Use component of the

Comprehensive Plan for the City-County. The Marion County Land Use Plan has two parts: the Pattern Book [3] and Maps [4]. We provide excerpts below:

Washington Township Map (2018)



The Land Use component of the Comprehensive Plan - Washington Township map [3]
**Extent of Nora Center designated with a Village Mixed Use land use with Town Center overlay.*

Pattern Book

VILLAGE MIXED-USE

"The Village Mixed-Use typology creates neighborhood gathering places with a wide range of small businesses, housing types, and public facilities. **This typology is intended to strengthen existing, historically small town centers as well as to promote new neighborhood centers.** Businesses found in this typology serve adjacent neighborhoods, rather than the wider community. This typology is compact and walkable, with parking at the rear of buildings.

...

Small-Scale Offices, Retailing and Personal or Professional Services

Mixed-Use structures are preferred.

Automotive uses (such as gas stations and auto repair) and uses with drive-through lanes are excluded.

Should not include outdoor display of merchandise."

TOWN CENTER (TC)

The Town Center (TC) overlay is intended for new and historic neighborhood centers. Its **purpose is to promote development with a high degree of pedestrian connectivity** that has a slightly higher density than the surrounding area.

We want to underscore ***automotive uses and uses with drive-through lanes are explicitly excluded*** in the Village Mixed-Use recommended land uses. In addition, we concur with the separate NCC Summary response to this proposal that highlights concerns regarding ingress/egress and traffic flows that substantially impact traffic congestion and pedestrian safety. Combined, these present insurmountable challenges to the pedestrian-friendly Village Mixed-Use typology and Town Center overlay of the Land Use Plan and the Nora 2021 Community Plan.

Once again, we appreciate you engaging with the Nora community early. Crew has a good reputation for corporate responsibility. Several of us are Crew Carwash customers and we feel are well-served by your four nearby locations, each of which is located about 4 miles or less from the proposed site [5].

To conclude, a car wash at this location is inconsistent with the Nora 2021 Community Plan, excluded under the Marion County Land Use Plan, and redundant as we are already well-served by your company. The Nora Alliance, therefore, cannot welcome the proposed development in the Nora Center area and will vigorously oppose any petition for variance to allow it.

Sincerely,

William Wagnon
Nora Alliance, past-president
Chair, Nora Center Workgroup

Cc:

- Larry W. Calloway, Office of Current Planning, City of Indianapolis
- Kathleen Blackham, Office of Current Planning, City of Indianapolis
- Natalie van Dongen, Mayor's Neighborhood Advocate - Area 1
- Ruth Hayes, President, Nora Northside Community Council
- Keith Potts, City-County Council 2nd District
- John Watson, Driftwood Hills Neighborhood Association
- Tim Pacey, Sherwood Forest Civic Association
- Mark Tarpey, Sunset Heights Neighborhood Association
- Matthew Pope, Windcombe Neighborhood Association
- Jon Hogge, College Commons Neighborhood Association
- Susan Wever, Nora Woods Neighborhood
- Walter Freihofer, Council President, Town of Meridian Hills
- Angela BritainSmith, Director of Operations, MSD Washington Township

[1] Nora 2021 Community Plan. Nora Center Catalytic Project: Centralized Development Pattern, p37
<https://www.noraindy.org/nora-2021/>

[2] Comprehensive Plan for Indianapolis and Marion County
<https://www.indy.gov/activity/comprehensive-plan-for-the-city-county>

[3] Marion County Land Use Plan Pattern Book, Village Mixed-Use topology p47, Town Center Overlay p52
<https://citybase-cms-prod.s3.amazonaws.com/d55349b00251489ea6744d4a06826f95.pdf>

[4] Washington Township Land Use map
<https://citybase-cms-prod.s3.amazonaws.com/79974ef7c5af446c9923e8b7497a5bab.pdf>

[5] Crew Carwash locations surrounding Nora:

- 3.5 miles to the Carmel location
- 4.5 miles to the W 86th Street location
- 3.3 miles to the Castleton location
- 3.7 miles to the N. Keystone location