CITY OF PATASKALA
1851

2021

COMPREHENSIVE PLAN
CITY OF PATASKALA, OHIO

ACKNOWLEDGMENTS

Thank you to the steering committee members, stakeholders, community members, staff, and officials who invested their time and expertise in the creation of this plan for the future of the City of Pataskala.

Plan prepared for:

Plan prepared by:

OHM
Advancing Communities®

Plan Overview

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is the culmination of a community-driven effort to determine goals and a corresponding plan for the future, serving as a guide for policies, practices, and investments over the next 10 to 20 years. The plan provides a guide for development and land-use patterns, identifies important and potentially transformative projects, and aligns resources to address growth and improve a community's quality of life. The comprehensive plan is a document by which all future policy and budgetary decisions should be evaluated.

The comprehensive planning process involves an engaging process that brings together people from across the community to discuss their ideas and aspirations for the future. It is meant as an incremental step for residents and City leaders to assess the current state of the City and identify and prioritize what is most important to the community in order to chart a course for the future.

KEY PLAN ELEMENTS

Although the Comprehensive Plan is developed through a holistic lens of the City, there are key elements that will be integral for guiding policies, practices, and investments in the future.

- **Plan Goals** - Each section of the plan has an overarching goal, informed by the existing conditions, public engagement process, and planning team. For each goal, strategies and actions have been developed to assist in implementation of the Plan (see page 144).

- **Future Land Use Map and Character Types** - The future land use map and related character types define where and how the City should develop in the future to meet the needs and desires of the community. This map should directly inform updates and revisions to the zoning code (see page 91).

- **Parks and Open Space** - The parks and open space map identifies existing spaces and speaks to improvements to specific parks. This section also includes maps of natural areas which should be protected. (see page 60).

- **Roadway Character** - Roadways within the City have been assigned one of five roadway types based on the desired function and form of the roadway (see page 123).

- **Public Engagement** - Integrated throughout the Plan, the results of the public engagement process informed the Plan recommendations, to help ensure the Plan is rooted in the vision of the community.

PURPOSE OF THE PLAN

GUIDE...

THE COMMUNITY IN EVALUATING PROPOSED PUBLIC, PRIVATE, OR JOINT PROJECTS.

INFORM...

CURRENT AND PROSPECTIVE PROPERTY OWNERS AND DEVELOPERS ON THE CITY'S PLANS AND DESIRES FOR FUTURE GROWTH AND DEVELOPMENT.

DEVELOP...

A UNIQUE VISION FOR THE CITY BASED ON ITS OWN SET OF CHALLENGES, OPPORTUNITIES, AND DESIRES.

MEASURE...

PROGRESS AND EFFECTIVENESS OF PROJECTS IN PATASKALA TO ENSURE THEY STRENGTHEN THE COMMUNITY AS A WHOLE.

INTRODUCTION

HOW TO USE THE PLAN

The Comprehensive Plan is a broad policy document intended to guide decision making in order to manage long-term development and growth. Comprised of goals, strategies, actions, maps, and tables, the Plan guides the physical, social, and economic development of the City as well as city officials, residents, and public and private entities as they make land use and development decisions. The Plan will be implemented over time through many distinct decisions including annual budgeting, departmental work programs, re-zonings, and subdivision of land.

The Comprehensive Plan guides City staff and officials during:

- The administration of zoning and subdivision regulations;
- The location and classification of streets and thoroughfares;
- The location and construction of public and semi-public buildings and related community facilities including water, storm and sanitary sewer, and gas, among others;
- The acquisition and development of public and semi-public properties such as parks, trails, and open spaces;
- The preparation of annual work programs, budgets, capital improvement plans, and economic incentives; and
- Discussions with residents and private developers.
- From time to time unusual cases will arise and the use of flexible solutions is encouraged.

The Comprehensive Plan also guides private entities:

- As they make land use and investment decisions;
- On the long-term goals of the community as it relates to land use and development;
- On the desired character of development including businesses, neighborhoods, and thoroughfares.
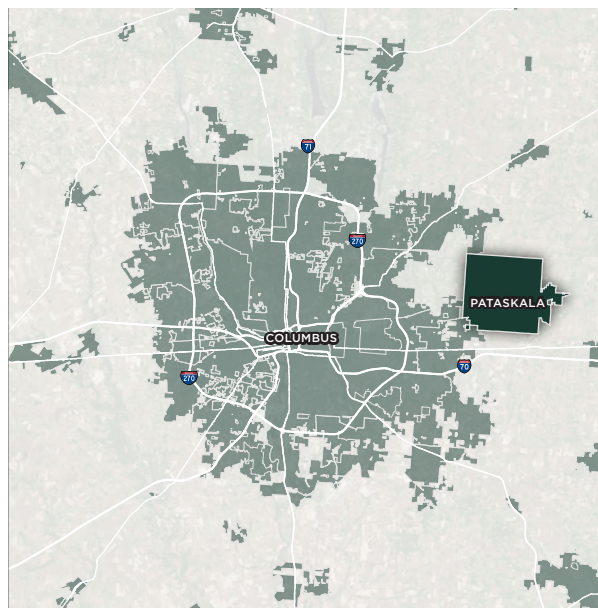
Figure A-1: Pataskala, Ohio within the Columbus Region

PLANNING IN PATASKALA

In 1996, the City of Pataskala was formed through a merger between the Village of Pataskala and Lima Township. The merger created a unique city comprised of urban and rural areas focused on the desire of residents to maintain the rural character of their community. Maintaining Pataskala's rural character remains important to residents to this day. During this time, the Central Ohio region was growing rapidly and the merger was a tool to assist the community in guiding development. To help guide this growth, the City created an Ad-hoc Comprehensive Plan Committee, in 1997. In 2006, the City adopted the Pataskala Comprehensive Plan.

The 2019 Comprehensive Plan builds on the vision and recommendations from the previous plan, but provides a fresh look at the desires and opportunities that exist within the City today. The community faces new development that must be managed in a responsible and forward-thinking manner to protect and enhance Pataskala's small town character while maintaining economic and social vitality. The Plan and process helped the community assess where they are today and where they want to be in the future. It will serve as a clear guide for residents, business owners, and City Staff, as they make decisions for the City and invest in the community.

WHO WAS INVOLVED?

LOCAL LEADERSHIP

The City of Pataskala identified a need in the community for a long-term vision for the future, and championed the creation of this plan to fulfill that need. City staff and elected officials played a critical role by providing ongoing guidance and expertise, and by gathering many of the community's best and brightest stakeholders to convene and strategize. Working together, a blueprint for the future of Pataskala was created.

STEERING COMMITTEE

A group of seven Pataskala community members, residents, and business owners in the City were assembled to guide and inform the planning process. Each Council member chose one Steering Committee representative. Ultimately, these community members will serve as ongoing stewards of the Plan.

GENERAL PUBLIC

The public was invited to two community conversations. An open house at the Pataskala Farmer's Market gathered input from dozens of residents providing ideas and insight into the needs and wants of the community. The public was invited to a second Open House in the winter to test the outcome of the planning process and to help with next steps in implementation of the plan.

Those unable to attend the public gatherings or had more to share, were encouraged to participate in the online survey that was open for six weeks and gathered input from 895 people. Throughout the process, the City website had a dedicated project page that hosted process materials and draft documents. A more detailed explanation of public meeting activities and results is outlined in Chapter 1: Plan Foundations.

SMALL GROUP MEETINGS

Through recommendation from the Steering Committee and City staff, small focus groups of residents, business owners, and non-profits were identified. These groups provided additional insight and feedback in the drafting of the Plan.


"What's most important in Pataskala?" was one question that was asked of the public at the local Farmers Market.
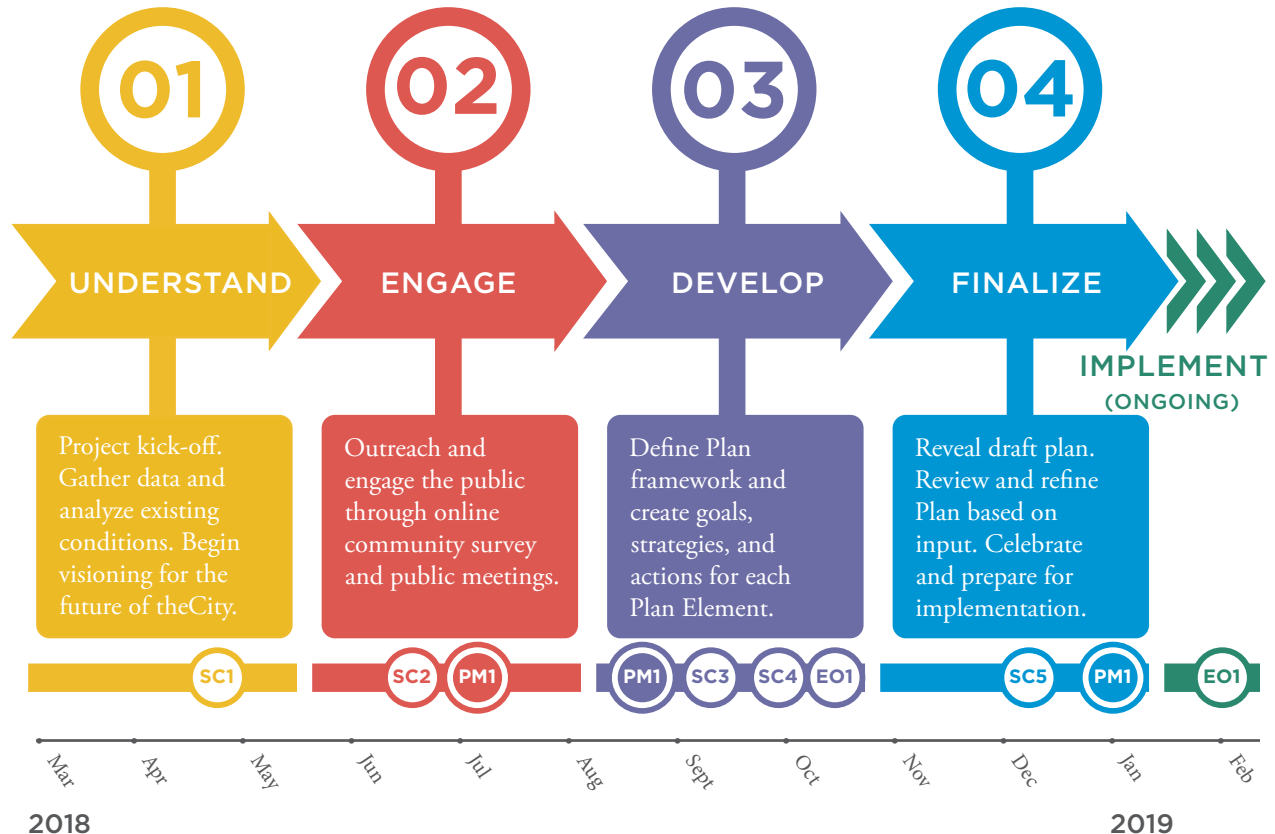
PLAN INPUTS

The Plan has been informed by a range of inputs from data collection, analysis, and best practices, and is rooted in public engagement. A robust public engagement process solicited input from the public through in-person meetings and an online survey. An existing conditions analysis was conducted through the lens of examining growth throughout the Central Ohio region--population growth will continue to have a significant impact on the City moving forward. Finally, understanding best practices in community development will help inform decision making. These three core inputs create the foundation from which the sections of the Plan were created.

EXISTING CONDITIONS

PUBLIC INPUT

BEST PRACTICES
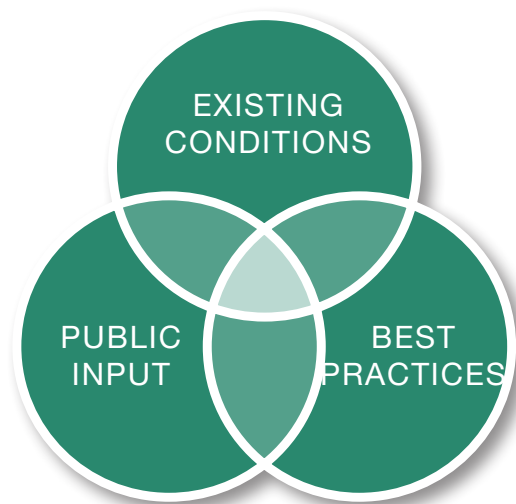
PROCESS OVERVIEW

Developing the comprehensive plan involved an 11-month process where the planning team met with the steering committee (SC), the public (PM), and with elected officials (EO) to help guide and inform the Plan. The timeline below shows the engagement of each group of stakeholders throughout the process.

01 UNDERSTAND

02 ENGAGE

03 DEVELOP

04 FINALIZE

IMPLEMENT (ONGOING)

Project kick-off. Gather data and analyze existing conditions. Begin visioning for the future of theCity.

Outreach and engage the public through online community survey and public meetings.

Define Plan framework and create goals, strategies, and actions for each Plan Element.

Reveal draft plan. Review and refine Plan based on input. Celebrate and prepare for implementation.

SC1 · SC2 PM1 · PM1 SC3 SC4 EO1 · SC5 PM1 · EO1

Mar · Apr · May · Jun · Jul · Aug · Sept · Oct · Nov · Dec · Jan · Feb

2018 · 2019

PLAN FRAMEWORK

The Plan is organized around seven sections that represent the breadth of opportunity areas within the City. Each Plan section has a goal, with corresponding strategies and actions, that were developed by the planning team with input from the public. The full implementation matrix can be viewed in Chapter 05.
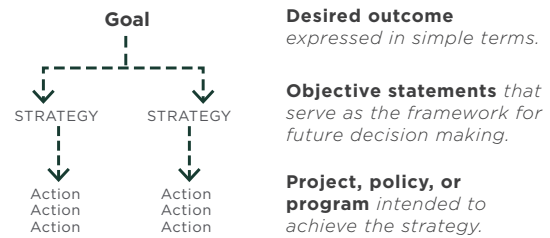
Goal
STRATEGY   STRATEGY
Action   Action
Action   Action
Action   Action

Desired outcome *expressed in simple terms.*

Objective statements *that serve as the framework for future decision making.*

Project, policy, or program *intended to achieve the strategy.*

Figure A-2: Implementation Framework

1 COMMUNITY IDENTITY

A City that embraces and connects people to small town values, open spaces, and rural lifestyles (see page 28).

2 HOUSING

A variety of housing types that diversify, expand, and strengthen the local housing market (see page 44).

3 ECONOMY

A diverse economy that plays a vital role within the region and embraces and supports local businesses (see page 52).

4 PARKS & OPEN SPACE

Enhance and expand parks, trails, and open spaces to create an interconnected park and recreation system that is easily accessible to all residents and preserves valuable natural areas (see page 60).

5 FUTURE LAND USE

A mix of land uses that balance economic prosperity, open space conservation, and a distinct community character (see page 90).
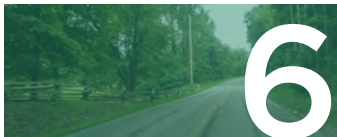
6 MOBILITY

Support a range of motorized and non-motorized transportation options (see page 116).
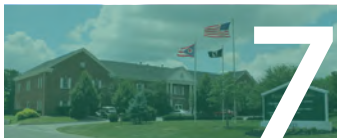
7 SERVICES

Coordinate future infrastructure investments and services with anticipated growth and development with the applicable service provider (see page 130).

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PLAN FOUNDATIONS

A. PUBLIC ENGAGEMENT

B. COMMUNITY OVERVIEW

C. FUTURE DEVELOPMENT ANALYSIS

A. Public Engagement

OVERVIEW

Outreach and engagement was integral to the planning process to ensure the Plan was rooted in the values and aspirations of the community. In total, over 1,000 people were engaged through public meetings, community events, and an online survey. A summary of outreach and engagement efforts and results can be found in this chapter, while relevant feedback is also included within each Plan Chapter.

During the planning process, there were two stages of outreach and engagement. The initial stage, *Engage and Listen*, was aimed at gathering a breadth of information from a wide cross-section of the community, to begin to understand what opportunities exist and what issues were most important. This stage included reaching people through a booth at the Pataskala Farmer's Market, a public meeting at the Central Ohio Technical College, meeting with three stakeholder groups, and an online Community Survey. Many of the activities and questions were utilized at the meetings, events, and online, so community input was built upon throughout the process.

The second stage of engagement, *Presenting the Draft Plan*, was an opportunity for the public to review and comment on the draft plan and help prioritize the goals and actions for implementation. These two stages helped ensure the public's ideas and aspirations were included in the Plan.

OUTREACH & ENGAGEMENT

A variety of outreach methods were used by City Staff and the consultants to effectively communicate updates and opportunities for the public to engage in the process. The City website had a dedicated project page for the Plan, which included meeting materials and the online survey. Updates and opportunities to engage were posted on the City website and shared through the City Facebook page. At strategic points, the City passed out project business cards and mailed postcards to registered voters about the process and the online Community Survey. These efforts helped give anyone who was interested in the process, an opportunity to engage.

1000+ PEOPLE ENGAGED

23	**STAKEHOLDERS** (JUNE 20)
40+	**FARMERS MARKET** (JUNE 22)
25	**PUBLIC MEETING** (AUGUST 8)
895	**COMMUNITY SURVEY** (JUNE 20 - AUGUST 20)
50+	**OPEN HOUSE** (JUNE 17)

ENGAGE & LISTEN

Over the course of a few months, the community had the opportunity to provide their desires and aspirations for the City, through individual and group activities. This input directly informed the goals, strategies, and actions in the Plan. The following is a summary of feedback from each activity, which was completed at the Stakeholder meetings, Farmers Market, and Public Meeting.

Dot Map Activity

Participants were asked to place a color-coded dot on the map to show areas where they thought growth should occur, preservation should occur, and the location of the Downtown or City Center. The following is a summary of the results:

Where do we grow? Growth should be focused along major corridors, including Broad Street and State Route 310, with little growth north of Broad Street.

What do we preserve? Preservation is important throughout the City, especially along more rural, north-south corridors and near parks and schools.

Downtown or City Center (existing or proposed). Mix of support for both the existing Old Village and for creating a new, central City Center along Broad.

Participants used dots to identify areas of growth, preservation, and the Downtown or City Center.

A composite map shows respondents prefer growth along major corridors with preservation north of Broad Street and in the Old Village. Along Broad Street and in the Old Village, the City Center was identified.

LEGEND

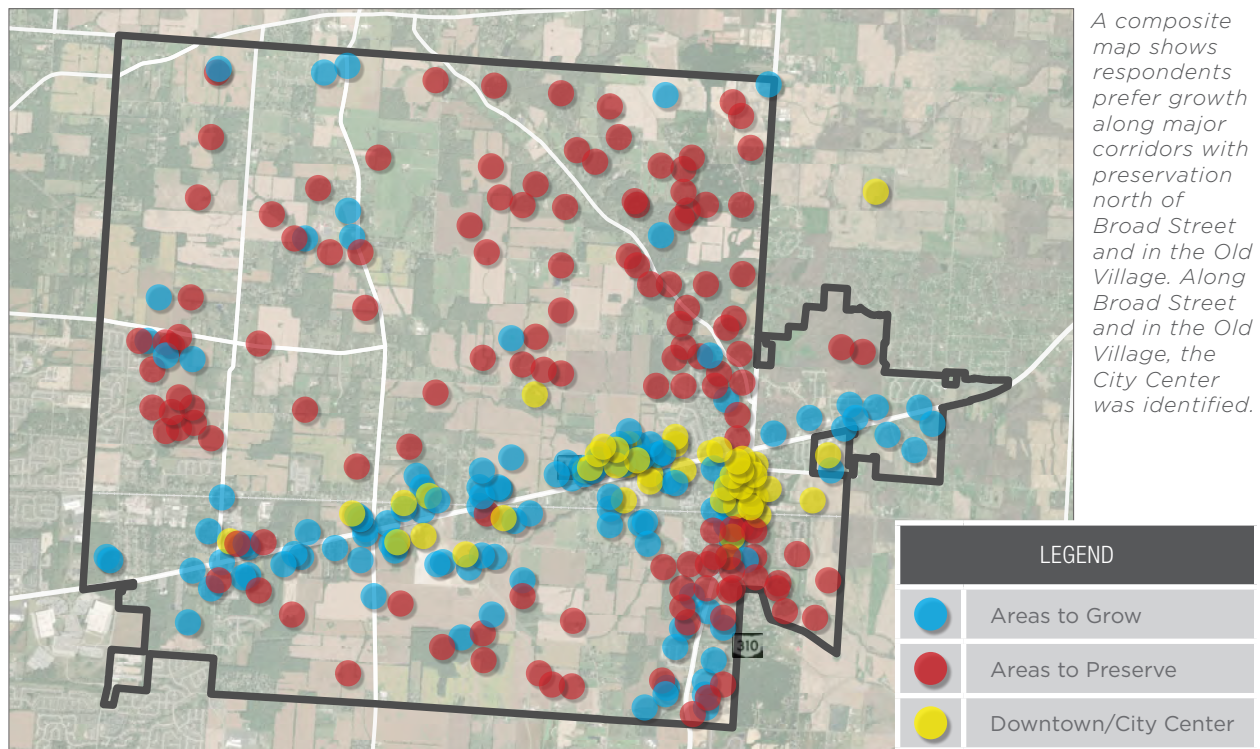🔵 Areas to Grow

🔴 Areas to Preserve

🟡 Downtown/City Center

Figure 1-1: Dot Map Activity

A. PUBLIC ENGAGEMENT

Issues and Opportunities

At the stakeholder meetings and the public meeting, participants were asked to brainstorm individually what they felt were the issues and opportunities in the City over the next 5 to 20 years. Then in small groups facilitated by the consultants, participants shared their ideas. The following is a summary of results which are further addressed in later chapters of this plans:

What are the biggest opportunities over the next 5 years? Over the next 10 to 20?

- Create a central gathering space; enhance Old Village.
- Attract visitors through new civic space, agrotourism, branding.
- Attract new businesses
- Leverage location within Columbus region
- Expand and increase parks and green space.
- Variety of development and housing types.
- Maintain a small town feel while densifying main corridors.

What are the critical issues over the next 5 years? Over the next 10 to 20?

- Lack of identity and brand.
- No central gathering space.
- Limited housing options.
- Lack of infrastructure to support growth.
- As growth occurs, potential for increased crime; pressure on City services and schools.
- Need for more entertainment options.
- Physical and community divide, including lack of connectivity.

Community Survey Questions

Building on the online community survey, participants at the in-person meetings were also asked select questions from the survey, which were incorporated into the community survey results.

At the Farmers Market (above) and Public Meeting (right), the community participated in a variety of engaging activities to provide input for the Plan.

PRESENTING THE PLAN

Open House

The Open House was an opportunity for the community to learn about the draft Plan through a presentation and summary boards, ask questions of the consultant team and City Staff, and provide comments in-person and through comment cards. After the meeting, the full draft Plan was also posted on the City's website with access to an online form to gather additional feedback on the draft Plan.

Over 30 comments were submitted on the draft Plan. Individual comments received are included in the Appendix. While residents were generally enthusiastic about the draft Plan and the City creating a forward looking guide for Pataskala, there were some concerns about specific recommendations. Comments from the community were compiled and reviewed by the planning team including City Staff and the steering committee. These comments were used to strengthen the Plan and recommendations to help ensure the Plan reflected the desires of the community.

Aerial view of the City of Pataskala.

At the Open House, community members listened to a presentation about the plan and then had an opportunity to view plan elements in an open house setting and provide comments.

A. PUBLIC ENGAGEMENT

COMMUNITY SURVEY

To provide an opportunity for input from those who were unable to attend in-person meetings, a 20-question community survey was available online and in-print for two months. The survey generated **895 responses**.

The Community Survey gauged people's thoughts and the level of importance they placed on different aspects of the City including image, housing, retail development, the downtown, growth, and conservation. Ranking questions were measured from zero (extremely unimportant) to five (extremely important) with 2.5 indicating a neutral response. A summary of respondents is below. Results from the survey questions are included in their respective section of the Plan (i.e. housing related questions are in the Housing section of the plan). Complete survey responses are located in the appendix.

Respondent Profile

Survey respondents generally aligned with City demographics. However, there was an increased rate of response from females compared to males, those with children compared to those without children, and homeowners compared to renters. These factors were taken into consideration as the public input was used to inform the Plan.

The City dispersed project business cards and mailed a postcard to registered voters within the City to encourage participation in the community survey.

Results from the engagement, including the survey, are separated into each relevant section of the Plan, with full results in the appendix.

895 RESPONSES

SURVEY AVAILABLE FOR 2 MOS.
(JUNE 20 - AUGUST 20)

Pataskala Street Fair

Q: Which quadrant of the City do you live in?

36% West

54% East
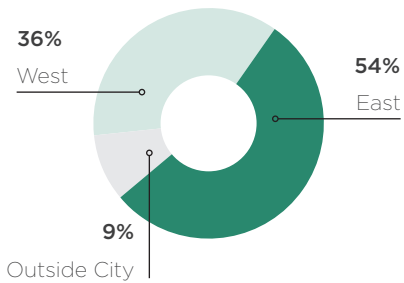
9% Outside City

Respondents who live outside the City may work, shop, own a business, or own a rental property in Pataskala, or live nearby.

Q: What is your gender?

61% Female

37% Male

2% PNTA
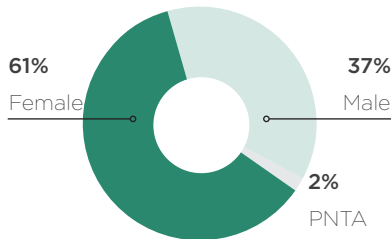
Citywide, 51% of the population is female.

Q: How old are you?

49% (35-54)

29% (55+)

21% (18-34)

0.4% (Under 18)

1.6% PNTA*
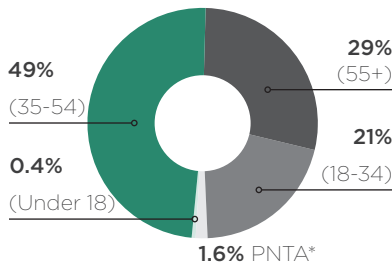
Citywide, median age is 37.5.

Q: Do you currently have children under the age of 18 living in you household?

50% Yes

48% No

2% PNTA*
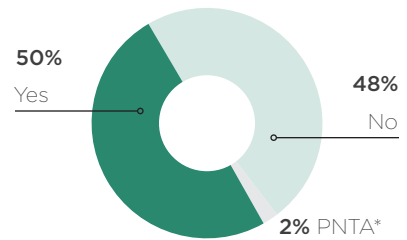
Citywide, 37% of households have people under 18 years of age.

Q: Do you own or rent a home?

92% Own

5% Rent

3% PNTA*
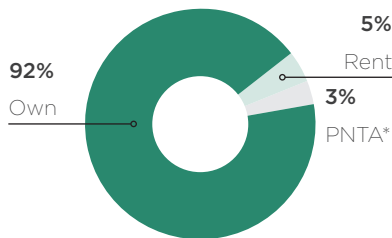
Citywide, 72% of homes are owner occupied.

Q: Do you currently work or own a business in the City?

17% Yes

83% No
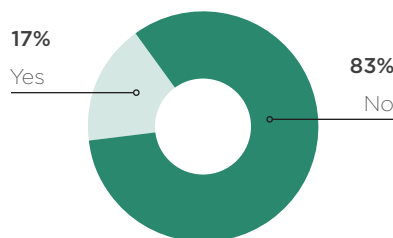
Q: Do you live with family members of than your spouse or children?

90% No

2% PNTA*

8% Yes
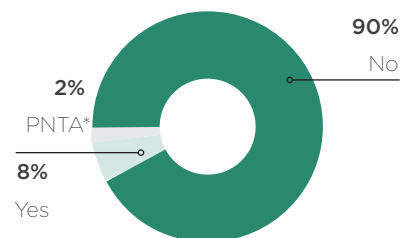
Citywide, 12% of residents are over the age of 65.

*Prefer not to answer (PNTA)

B. Community Overview

OVERVIEW

The information summarized in this section was prepared to provide insight on current demographics and projected population data for Pataskala. Further understanding of the people, which make up the community of Pataskala, is foundational in developing a plan which responds to the needs of current and future residents. The U.S. Census and American Community Survey were the main sources of data aggregated for this section.

The City of Pataskala is characterized by a growing population, highly educated and skilled residents, and changing demographics. Pataskala residents generally earn higher incomes than those in nearby communities, but many residents work outside of the City. Demographic information and the scale and manner of projected population growth for Central Ohio, which will be covered more in depth in later chapters, will likely impact housing preferences and infrastructure needs and therefore, will inform future development and land use decisions.

INSIGHTS AND ANALYSIS
GROWING POPULATION

The City of Pataskala experienced significant population growth leading up to the recession. Its current population, of approximately 15,225, is an increase of nearly 50% from 2000. Although the population growth rate slowed after the recession, Pataskala is situated within the Central Ohio region, which is expected to grow by half a million to a million people by 2050. The City can expect to capture some of this growth.

RELATIVELY YOUNGER POPULATION

The population of Pataskala is relatively younger than comparable communities. The City's median age of 37.5 is lower than the State (39.3) and
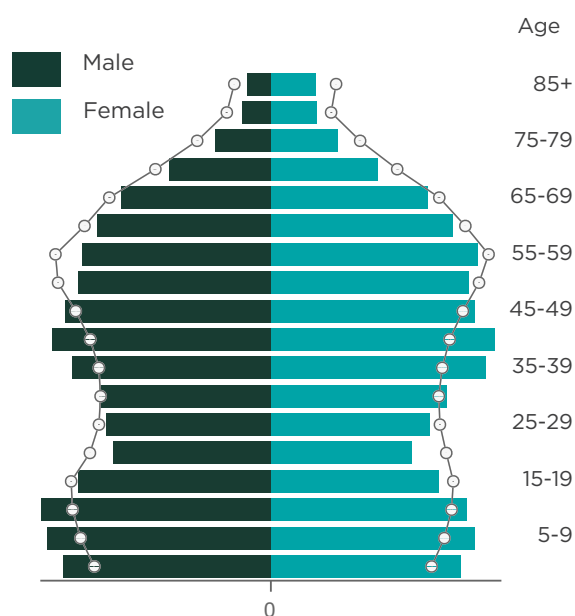
Dots represent Licking County comparison.
(ESRI Demographics, 2015)

Figure 1-2: Population Cohort

Licking County (39.8). As shown in Figure 1-2, the City has a higher proportion of children and adults ages 35-49 than the County, which shows Pataskala is a community with many families with children.

EDUCATED AND SKILLED RESIDENTS

Educational attainment in Pataskala is similar to the County and comparable communities. More than one in four residents have a bachelor's degree or higher while only 8% of the population has less than a high school diploma.

The strong educational attainment of Pataskala residents translates to a highly skilled workforce. This has equated to residents making more, on average, than households in nearby communities. Median income in the City is over $12,000 higher than the County. The population's age and education level emphasize the need to continue to support high quality schools, public services, and community character to retain those of families and those of working age.

CHANGING HOUSEHOLD STRUCTURE

The age and household size of residents is likely to change. Future growth in the Central Ohio region is estimated to be characterized by a 200% increase in the senior population, and households with children will account for less than 20% of the total growth (NRDC). On a national scale, millennials and baby boomers make-up over half of the population. As the population segments of the City change, housing preferences may include attached housing and housing on smaller lots, located in walkable, mixed-use neighborhoods.

POPULATION

15,225

(49% increase since 2000)

MEDIAN AGE

37.5

Licking County (39.8)
Heath (39.2)
Groveport (42.8)
Reynoldsburg (35.9)

BACHELOR+ ATTAINMENT

27%

Licking County (23%)
Heath (17%)
Groveport (20%)
Reynoldsburg (31%)

FUTURE GROWTH

87%

of the growth in households in the Columbus MSA between 2010-2030 **will be households without children.**

C. Future Development Analysis

OVERVIEW

The projected population growth combined with changes in household composition and housing preferences will likely shape future development needs across Central Ohio. Because much of its land is rural and undeveloped, Pataskala is uniquely positioned to respond to these changes with considerable residential development in the future. The following section provides a framework for understanding the relationship between future land use decisions, including zoning and population growth.

INSIGHTS AND ANALYSIS

DEVELOPMENT SCENARIOS

With much of the City undeveloped and zoned residential, there is potential for considerable residential development in the future. Therefore, a hypothetical analysis incorporating population growth scenarios and build-out under current zoning was performed. This population growth and build-out analysis was meant to illustrate how population growth may occur in the future under different assumptions.

Developable land in the City, shown in Figure 1-3, was determined by removing areas that are already developed or are environmentally sensitive including tree cover, wetlands, streams, and open space. Of the 18,000 acres in the City, approximately 8,540 were categorized as developable.

This developable land was overlaid with current zoning to determine residential development capacity, assuming the average American household size of 2.5 people (U.S. Census). Complete build-out of the developable land under current zoning could accommodate up to 11,342 additional residents (see Table 1-1). A more in-depth discussion on population can be found on page 24.

DISTRICT	DU/ AC	DEV. LAND* (AC)	ADDTL. UNITS	ADDTL. RES.
Rural Residential	1	1,272	1,272	3,181
Medium-Low Density Residential	1	1,223	1,223	3,058
High Density Residential	4	108	434	1,085
Agriculture	0.1	4,234	423	1,058
Planned Development District	1	373	373	934
Village Single Family Residential	6	35	211	528
Multi-family Residential	3	70	209	522
Medium Density Residential	2	100	200	501
Medium-High Density Residential	2	67	133	333
Manufactured Home Residential	4	14	57	142
TOTAL		**7,497**	**4,537**	**11,342**

Table 1-1: Additional Residents under Current Residential Zoning

* This column represents developable land which is zoned to permit residential development types.

8,540 acres of developable land*

	LEGEND				
	Tree Cover		100-Yr Floodplain (areas with a 1% annual chance of flooding)		Agricultural Easement
	Wetland		Park/Open Space		Developable Land
	Stream		Cemeteries		
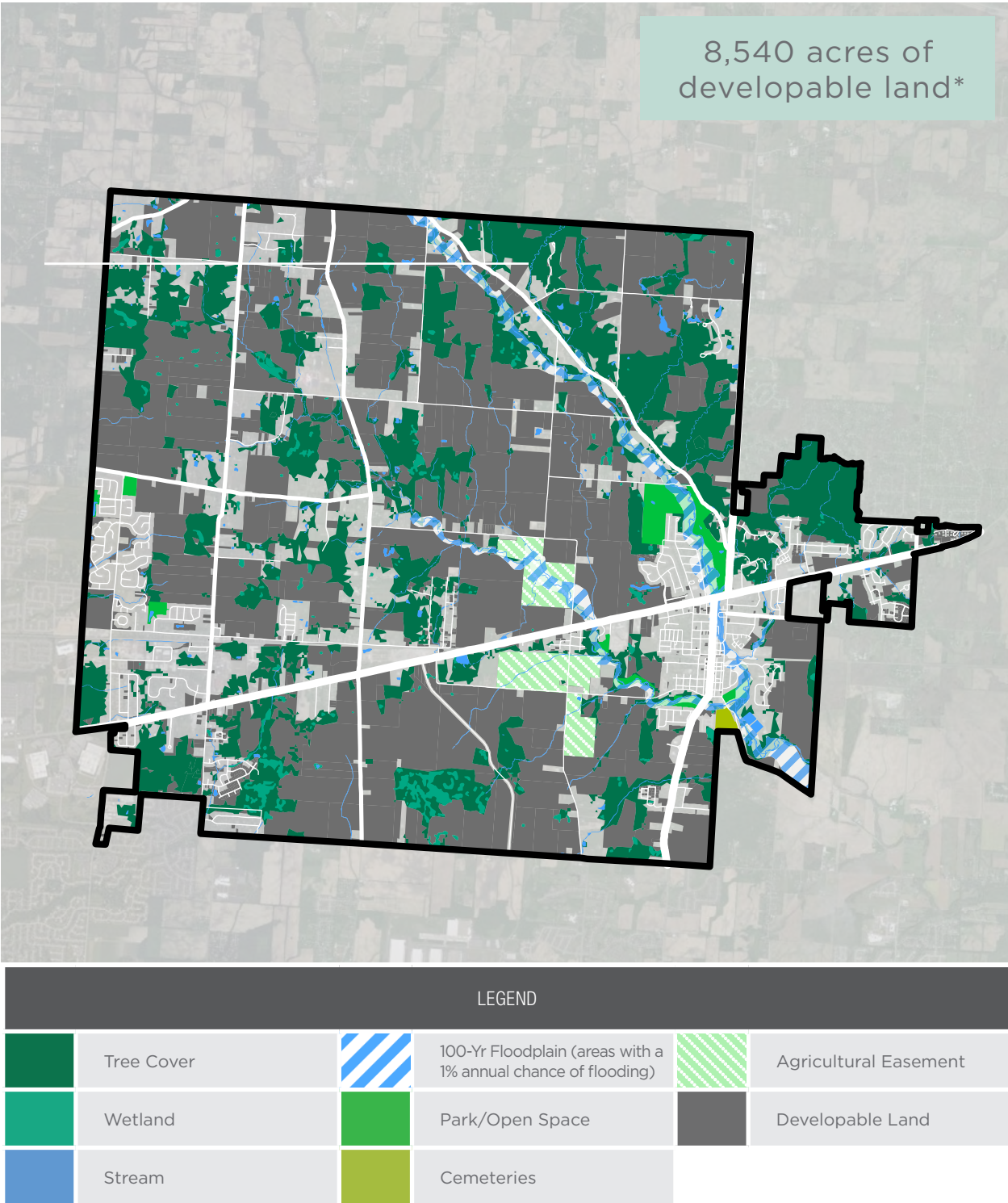
Figure 1-3: Preferred Developable Land

* Developable Land is defined in this exercise as all land not including tree cover, streams, park/open space, wetlands, 100-year flood plain or an agricultural easement. This exercise is for analysis purposes and does not represent a public taking of private property.

C. FUTURE DEVELOPMENT ANALYSIS

PROJECTED POPULATION GROWTH

In addition to considering developable land, potential population growth will also impact future development in the City. To inform the planning process, three growth scenarios were evaluated (low, moderate, and high) to compare growth rates with potential development in the City. **These growth rates are meant for planning purposes only.**

The low scenario is based on the growth rate from 2010 to 2016 and would add 100 people and 40 households per year. The high growth rate is based on the growth rate from 2000 to 2016 and would add 500 people and 200 households per year. The moderate, or in between rate, would add 300 people and 120 households per year. By 2040, the three scenarios show a potential to add 2,000 (low), 6,000 (moderate), or 11,000 (high) additional residents in Pataskala.

Residential land in Pataskala would be essentially built-out by 2040, if the high growth rate occurred under current zoning. This could have consequences for the character of the community, if development is not properly planned for to reflect the desires of residents. Furthermore, population growth could be even higher than under the high scenario because the City is situated in a growing region and has ample developable land.

> Residential land in Pataskala would essentially be built-out by 2040, if the high growth rate occurred under current zoning.
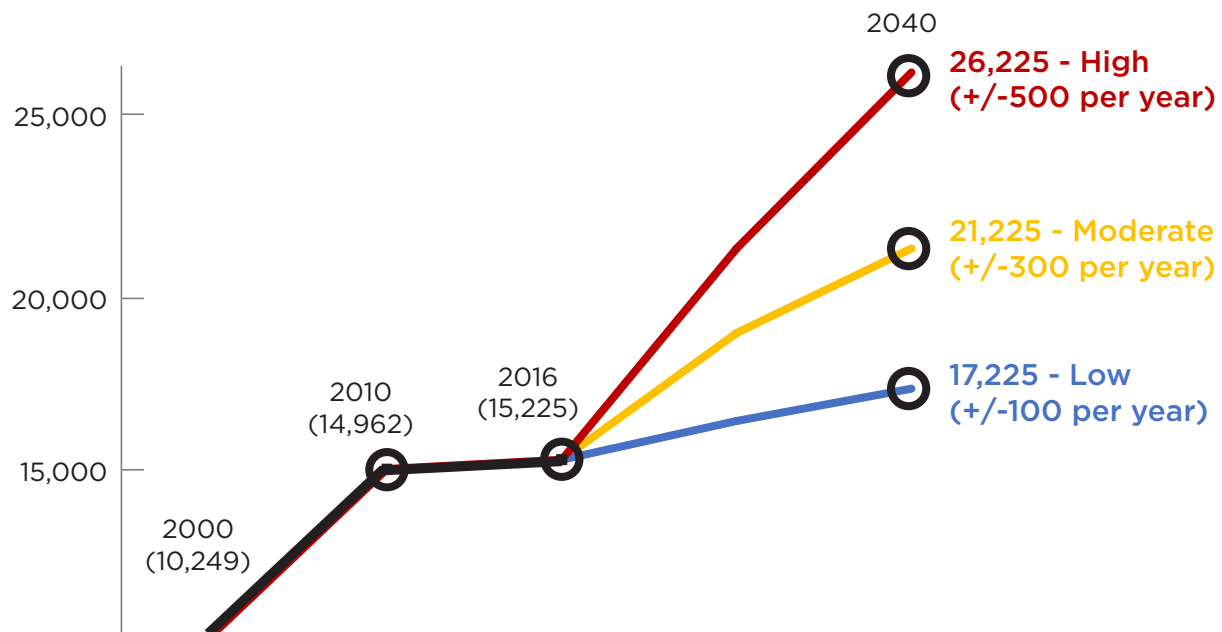
Figure 1-4: Growth Scenarios: Population by 2040

Low Growth Scenario
(+/-100 per year)

By 2030:

1,200
ADDITIONAL PEOPLE BY 2030

480
NEW HOUSEHOLDS BY 2030

By 2040:

2,000
ADDTL. PEOPLE BY 2040

800
NEW HOUSEHOLDS BY 2040

Moderate Growth Scenario
(+/-300 per year)

By 2030:

3,600
ADDITIONAL PEOPLE BY 2030

1,440
NEW HOUSEHOLDS BY 2030

By 2040:

6,000
ADDTL. PEOPLE BY 2040

2,640
NEW HOUSEHOLDS BY 2040

High Growth Scenario
(+/-500 per year)

By 2030:

6,000
ADDITIONAL PEOPLE BY 2030

2,400
NEW HOUSEHOLDS BY 2030

By 2040:

11,000
ADDTL. PEOPLE BY 2040

4,400
NEW HOUSEHOLDS BY 2040

Figure 1-5: Growth Scenarios: Residents by Decade

02

COMMUNITY IDENTITY

Community Identity

OVERVIEW

A city's identity expresses the overall impression, culture, and feel of a community. It reflects its values and encompasses almost every aspect of a city. How well-maintained is a city? Does it offer places to gather publicly? Are its streets invested in? The City's identity serves as a promise to residents and visitors to deliver the long-term vision for the community as defined throughout this Plan.

The identity of a city is more than a logo or banner: it leverages the best qualities of a place to tell a compelling story to targeted audiences and consistently delivers on its brand promises. This identity can be cultivated through both branding and marketing and through the physical realm including signage, streetscape design, or public spaces. The following chapter includes insights and analysis on Pataskala's current identity and recommendations for supporting that image through branding and physical improvements. These deliberate and targeted actions can help unite the City in a common vision for its future while securing a self-defined perception and sense of place.

INSIGHTS AND ANALYSIS

Insights and Analysis on Future Land Use were gathered through the public engagement process and an assessment of existing conditions, trends, and best practices. The key findings from this analysis directly informed the recommendations in this section.

PUBLIC INPUT

The survey indicated residents are highly satisfied with living in Pataskala; however, residents have mixed feelings on the identity of the City. Those who felt the City had an identity tended to cite Pataskala as a small town, rural community that is located within a major metropolitan area. Those who felt the City did not have an identity were unsure of the identity or felt that it was small, quaint, and family oriented with access to many amenities. These sentiments help inform the image and brand residents desire in their community.

According to the survey, the majority of respondents cited the Downtown or City Center as Pataskala's Old Village. However, many did not believe there was currently a downtown. Creating a downtown was highly rated, at a 3.4 in level of importance on a scale of 5. Furthermore, Figure 2-1 shows where public meeting participants identified the downtown or city center. While some identified the Old Village, many others identified locations along Broad Street. This suggests there is support for having multiple signature places within the City that have the qualities of a central gathering space.
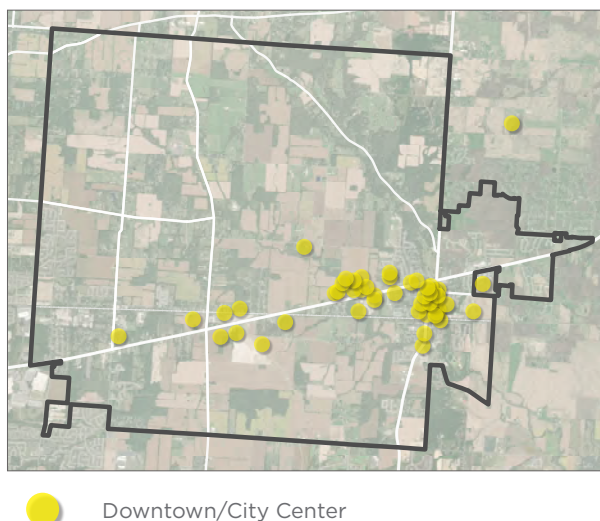
● Downtown/City Center
(Public Meetings)

Figure 2-1: Public Input - Where is the Downtown or City Center?

The following responses are related to the City's community identity. Rating questions are based on a 0 to 5 scale and may not include all potential responses, if they do not relate to the section. Full public engagement results can be viewed in the appendix.

Q: Do you see yourself remaining in Pataskala in the next five years?

92% Yes · 8% No
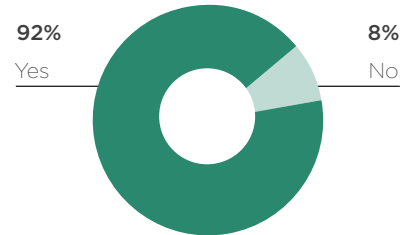
Q: Do you believe the City has a distinct identity? What do you think it is or should be?
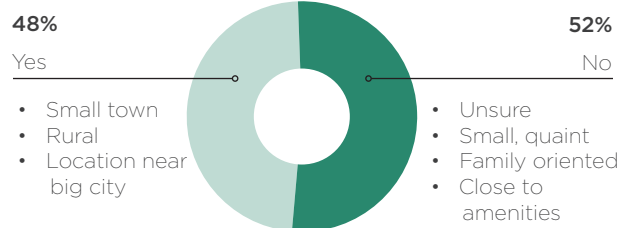
48% Yes · 52% No

- Small town
- Rural
- Location near big city

- Unsure
- Small, quaint
- Family oriented
- Close to amenities

Q: On a scale of 0 to 5, how important is each factor for the City to consider over the next 20 years? *(Showing 1 of 8 total factors)*

Rank 4. Create a Downtown or "City Center"

3.4 ONLINE · 4.2 PUBLIC MEETINGS

Q: Where is the Downtown or "City Center"

60% Old Village · 18% No Downtown · 6% City Hall · 6% Multiple · 5% Summit Rd · 4% Other
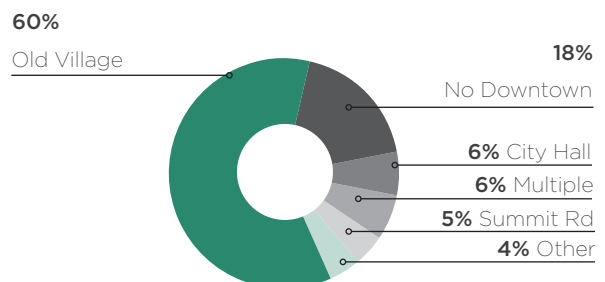
(Community Survey)

Figure 2-2: Community Survey - Community Identity

IDENTITY

The City's identity can be supported and promoted through a clear vision for the community and strategic efforts to re-enforce the identity. Pataskla's vision is a small town with rural character with the opportunity of being located near a large metropolitan area.

A City Divided

Although others in the Central Ohio region may view Pataskala as one City, internally, the community still experiences a divide from the merge of the Village of Pataskala and Lima Township in 1996. These internally distinct communities, generally attend different school districts, may live different lifestyles (suburban versus rural), and visit different areas for shopping and entertainment. Although these separate identities represent the history of the community, coming together as one community will strengthen resident's pride in the place they live. In turn, this will create a stronger connection to the city and may encourage them to continue to live in the City and shop at local businesses.

Small Town, Rural Charm

Both internally and externally, Pataskala has retained its identity as having a small town feel and rural charm, with close proximity to the state capital and the Columbus region. This lifestyle balance is unique within the region, as it allows people access to open spaces and rural lifestyles as well as big-city opportunities for work and entertainment. Fostering this identity may help retain and attract residents, visitors, and businesses to the area, improving the local economy.

Food and Farms

Another unique aspect of Pataskala's identity is the proximity to agricultural based businesses and farms. Pataskala is unique in its ability to connect people, both residents and visitors, to food and farms. Connecting people in this way will not only grow the community within Pataskala, but may also spur economic activity.

Data from the Bureau of Economic Analysis shows national spending on travel, recreation, and eating

Defining Rural Character

The planning process revealed a desire to preserve the rural look and feel of Pataskala. Though rural charm may include agricultural elements, the terms are not synonymous. Rural character can be supported through emphasis on the natural and serene beauty of Pataskala, as well rural-style design features. Landscape elements, such as agrarian fences, large setbacks, pond/stream enhancements and buffers, open space and rural structures at entrances can help project rural character. Reduction of light pollution through lighting choices and management plans can help preserve the dark skies. When possible, preservation of rustic architecture, such as barns or silos, may also help reflect an identity of a small town with rural charm. Design standards which protect natural spaces and complement Pataskala's countryside, woods, and meadows should be encouraged. All of these elements can help retain the rural character within the City.

Agrarian fencing provides an opportunity to improve the safety and function of roadways while promoting a rural identity.

Building and zoning codes should provide guidance for agricultural style of architecture and design.

out has steadily increased over the last decade while spending on household goods, clothing, and other goods has steadily dropped. Similarly, according to research by Eventbrite, nearly 80% of Millennials say they would choose to spend money on an experience or event as opposed to an item or good. Supporting this increase for experience can be seen in the success of Lynd Fruit Farm, situated just northeast of Pataskala. This farm offers a variety of produce available for customers to pick themselves or purchase at its market, offering local vegetables and food-related goods. Expanding upon existing agro-tourism opportunities like Lynd Fruit Farm, Mink Street Market, and Pataskala Meats may help establish Pataskala as a destination location for experiences tied to rural lifestyles and farming. Examples may include cooking classes or recreation activities.

Farmer's markets, while serving as important gathering spaces within local communities, allow local business owners and farmers to promote their products at a local, more intimate scale. The farmers market can continue to highlight its rural image while attracting people to particular places in the City. Food co-ops, maker spaces, and food incubators present other opportunities to embrace trends within the food and farming industries to help create Pataskala's identity within the region. While the belief that a farm-to-table is present and welcome, the City should identify another signature industry to be known for.

The City's Brand

The majority of participants in the Community Survey (52%), responded they do not think the

View of Paraskala Meats located on Broad Street.

City has a distinct identity. This is an issue because if the City is not actively defining and promoting its brand, people will create their own perceptions, positive or negative. This is especially true for attracting and retaining businesses, as appropriate branding can help shape the understanding of what investors are "buying into," when they consider Pataskala. Strategic branding efforts, along with public realm improvements, are critical in shaping and communicating the feelings and attitudes that people have of a community. This would require the City to enact a deliberate process to work with the public to identify and build the brand.

Marketing Pataskala

Pataskala has many pieces of a brand strategy, but it is not a cohesive, concerted effort, rooted in the values and aspirations of its residents. The following strategic elements have an impact on the City's image and brand:

- **Funding and personnel.** The responsibility for delivering a brand strategy is shared by many individuals and organizations in Pataskala.

- **Online.** The City's online presence is the first "gateway" for prospective residents and business owners and impacts how those within the community feel about the City. Currently, Pataskala has a relatively informative and easy to navigate website and social media pages that provide updates on a regular basis. However, the online presence could continue to be graphically improved, ensuring content is easy to locate and up-to-date.

- **Logo and colors.** The City's logo and colors are reflective of the area's Native American history. Although this is an important piece of Pataskala's history and namesake, the logo and colors may not be rooted in the identity of the community today.

Pataskala, comes from the Native American word for the Licking River. This Native American tie is reflected in the City's logo that includes a feather and a stone tool.

COMMUNITY IDENTITY

SIGNATURE PLACES

Signature places, such as parks, public plazas, or mixed-use developments, can be used to define and project a city's identity. As key examples to the character and long-term vision of a community, signature places help establish a sense of place for residents and visitors. In Pataskala, signature places may serve to unite the community through shared gathering spaces and enhance its ability to attract commercial activity and future investment.

Historic Old Village

As mentioned previously, the public engagement process did not result in clear consensus on what area constitutes downtown Pataskala and suggested the need for new signature places. The establishment of new places should be complimented with the preservation of older spaces. The Old Village is a historic neighborhood within the City of Pataskala which provides unique architecture, small commercial uses, walkable streets, and places of historical significance. It maintains much of the rural and small town charm admired by Pataskala residents with a denser footprint than the rest of the City.

The Old Village will always be an important historic neighborhood within the City. Its assets should be preserved and maintained in the future. This may include creating incentives for historic preservation, overlay design guidelines, or public improvement projects within the area. However, there may be opportunity to create additional signature places within the community that the entire community identifies with.

Creating a Community Gathering Space

In order to preserve Old Village while meeting the needs for vibrant, signature gathering spaces, a new community gathering space may be envisioned. Strategically located along the main corridor and close to city amenities, a new community gathering space on Broad Street can strengthen

Downtown Worthington

Cities are increasingly identified by their downtown. Focusing improvements on existing and planned city centers can help create an image of Pataskala across the region.

Old Village home

In lieu of new construction in the area, preservation and enhancements can strengthen the existing image of Old Village Pataskala.

Licking County Courthouse, Downtown Newark

Historic preservation can increase property values, spur private investment, and tell the story of a community's identity.

Pataskala's economic opportunities in addition to helping establish a community image and brand. Intensifying the uses at a central location on Broad Street may help bridge the physical divide within the City by uniting residents through space for commercial and leisure activities whether one lives on the east or west side. A new community gathering space may also provide flexible space for community events such as festivals, markets, holiday celebrations, or educational programming. By thoughtfully designing a new community gathering space for the future, the City is not bound by existing infrastructure or building footprints and can ensure that land use, zoning, and development decisions are aligned with the needs of this signature place.

Rose Run - New Albany

Signature places may host community events, support commercial uses, provide housing, or offer green and open space.

Summit Station

With such a large city area, an additional commercial and public gathering space at Summit Station can add to the vibrancy of this area. Future development of the Summit Station area may support commercial activity to meet the needs of nearby residents. This could translate to added retail, restaurants, services, or office space to serve the growing population. Summit Station may also serve to diversify the land uses along Broad Street in order to support additional employment and tax revenues for the City. Additionally, its location near the western edge of the City provides Summit Station an opportunity to greet residents and visitors entering Pataskala with a welcoming image that reflects the community's values. Likely smaller and less dense than a new town center, Summit Station improvements would compliment the efforts to design other signature places and may help ensure that residents across the City have close access to public space and commercial amenities.

For specific information on land use for these signature places, see Chapter 03: Land use (Village Mixed Use, Medium Density Mixed Use, and Neighborhood Commercial)

PHYSICAL REALM

While some recommendations of this Plan are targeted to specific signature places in Pataskala, the following physical realm elements should be applied not only in the signature places, but citywide.

Streetscape

Pataskala's streets make-up a significant portion of the City's public realm. Therefore, their quality, upkeep, and appearance impact the perception of the City as a whole and the viability of the businesses and residences that inhabit a particular street. There are many elements that can be incorporated into an attractive and functional streetscape. This includes physical aspects like materials, landscaping, signage, street "furniture" (benches, trash receptacles, etc.), sidewalks, and stormwater infrastructure, as well as intangible elements such as safety, comfort, and sustainability.

Currently, Pataskala's streetscapes vary widely. In Old Village, new street trees and improved sidewalks, along with consistent lighting and banners, create a more walkable, aesthetically pleasing environment. Major commercial corridors such as Broad Street, do not have as many intentional streetscape elements. There is no consistent landscaping and lighting, multi-modal pathways are almost non-existent, and signage style lacks cohesion. Pataskala's more scenic or rural roadways have a unique and natural beauty but some areas are in need of maintenance. As development occurs, it will be important to maintain the function and natural beauty of these roadways.

Westerville Road before and after streetscape improvements.

Site Design and Architecture

Throughout the City, site design of developments and the architecture of buildings have an impact on people's experiences within the City and can make them feel more connected to the place they live. Certain design principles and elements may help increase the quality of place. This includes orienting buildings towards the street with architecture that is four sided and includes ample window area, especially when looking onto the street. When buildings are set back from the street, landscaping should be used to define the street and internal parking should be organized with large landscaped islands and trees. The use of high quality materials will improve aesthetics and make spaces easier to maintain.

In some areas of Pataskala, these principles are already evident. Along S.R. 310 in the Old Village, the residences and businesses incorporate many of these traditional design principles, creating a sense of place. Farther south on S.R. 310, the Emswiler Way development is a more recently constructed example of some of these design principles, where buildings are oriented towards the street, parking is located behind buildings or somewhat screened from view using landscaping, and buildings are constructed of high quality materials such as brick and stone. However, along Broad Street, there are many examples where these design principles were not used, and it detracts from the overall environment and may deter future investment. The Dollar General, at Summit Ridge and Broad Street, is a relatively new build that incorporated natural materials and landscaping into the site. However the building is not oriented towards the street and there are no windows facing the street, breaking the fabric of the street. The Kroger complex on Broad Street, although oriented towards the street, lacks landscaping within the parking lot and between the parking lot and street. This creates a space that does not adequately define the street and break-up large swaths of pavement.

Signage

Signage can influence the visual aesthetics of a community and can also have an impact on wayfinding and the success of local businesses. Signs that are too large, have overwhelming or unattractive color or materials, or do not reflect the surrounding context, may detract from the public realm. For businesses, signage can direct customers, reinforce a company's brand, improve customer experience, and communicate information. According to the Sign Research Foundation, 34% of North American shoppers associate sign quality with store and product quality. Therefore, signs should support strong design while also being easily readable for all passerby (automobile, bicycle, pedestrian, etc.).

As Pataskala continues to grow, properly regulating and locating signage so it positively supports the aesthetics and wayfinding of the community will be especially important along major commercial corridors such as Broad Street and S.R. 310. Common elements that greatly impact signage aesthetics include location, scale, materials, color, lighting, and signage type such as whether a sign is mounded or sits on pole.

Throughout the City, signage in Pataskala should:

- **Reflect** the desired image of Pataskala
- **Attract** to future residents, visitors, and businesses to Pataskala
- **Guide** visitors to destinations within Pataskala
- **Show** when visitors have arrived at a final destination

Encouraging quality site design is an important element to community identity in the public realm.

To improve streetscapes, parking may be screened, located to the rear or side of the building, and have landscaping.

Signage should be high quality and reflect the identity of the community.
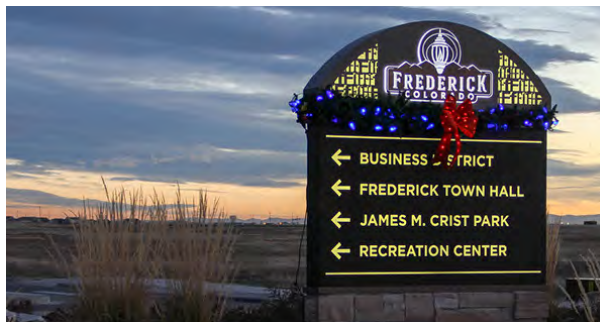
Signage can be both functional by directing to a destination and symbolic by reflecting a community's identity.

Consistent identity can be carried across the City, even as appropriate size, style, or material of signage varies.

COMMUNITY IDENTITY

Gateways

Primary gateways are the entryways into a city and act as a first impression, signifying to travelers that they have arrived at a destination. Currently, Pataskala does have existing gateway signage along Broad Street and S.R. 310. Although this signage reflects the City's colors, signage is relatively small for fast moving traffic to view and materials and landscaping do not reflect the unique image and brand of the City. As the City grows, there may also be opportunities to expand signage to additional gateways along heavily traveled corridors such as Mink Street.

There is also an opportunity to identify secondary gateways within the City, signifying signature places such as the Old Village or future town centers. Creating a recognizable and cohesive branding at all gateways can help establish a sense of place and reinforce the community's vision for the future.

❊ Existing Primary Gateway

❊ Potential Future Gateway

◎ Potential Secondary Gateway

Figure 2-3: Existing and Future Gateways

Existing signage is difficult to see from the roadway and does little to reflect the City's identity.

Primary gateway signage should be recognizable, well-maintained, and draw the attention of those passing by.

Secondary gateways can help define signature places such as downtown or commercial districts.

KEY FINDINGS

DEFINE AND SHEPHERD THE COMMUNITY IDENTITY

The public identified division within the City and a lack of a distinct community image and identity. A City-driven marketing and branding strategy can help unify the community under one identity.

CREATE CENTRAL GATHERING SPACES

Community members did not identify one agreed-upon downtown within Pataskala. Creating nodes for commercial and social activity can help reduce the City's division and contribute to a cohesive identity.

IMPROVE THE PUBLIC REALM

Streetscape, site design, signage, and gateway improvements across Pataskala can be improved to reinforce a desired identity for the community.

EMBRACE AGRICULTURAL ASSETS

A unique cultural amenity of Pataskala is its connection to farming and food which may be celebrated and enhanced as a core element to the community's identity.

GROW STRATEGICALLY

As the City prepares for future development, stakeholders and the public emphasized a need to carefully balance growth with conservation.

RECOMMENDATIONS

The following recommendations include a goal with related strategies and actions to support the desired community identity for the City.

GOAL 1 - COMMUNITY IDENTITY

A City that embraces and connects people to small town values, open spaces, and rural lifestyles.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 1.1: Create a marketing and branding plan that identifies Pataskala's brand and communication strategy.		
Action 1.1.1: *Identify a key stakeholder group to manage the process.*	Medium	M CC CA
Action 1.1.2: *Issue a Request for Proposal to a consultant for a marketing and branding plan. Engage the consultant to create branding concepts for the City.*	Medium	M CC CA
Action 1.1.3: *Identify and engage a variety of stakeholders including business owners, residents, employees, and those who do not live in Pataskala to provide feedback.*	Medium	M CC CA LO
Action 1.1.4: *Promote Pataskala's history, rural heritage lifestyle as part of current and future branding.*	Medium	M CC CA LO
STRATEGY 1.2: Define and promote a consistent brand message, internally and externally.		
Action 1.2.1: *Identify a City Staff member to be responsible for communicating the City's messaging, programming, and project updates to the community.*	Ongoing	CA

(Note: "PRIORITY" label appears vertically next to Strategy 1.1)

Symbol	Meaning		Symbol	Meaning
M	Mayor		PR	Parks & Recreation
CA	City Administration		EP	Emergency Personnel
PZ	Planning/Zoning			
CC	City Council		U	Utilities
PS	Public Service		LO	Local Organizations
E	City Engineer			

	TIMEFRAME	RESPONSIBLE PARTIES
Action 1.2.2: *Ensure the brand message is consistent across all mediums, including online, social media, and events and programming.*	Ongoing	CA
Action 1.2.3: *Collaborate with regional groups such as GROW Licking County and Explore Licking County, to market the City.*	Ongoing	PZ CC M LO CA
Action 1.2.4: *Collaborate with existing businesses and civic organizations to improve the identity and marketability of the City.*	Ongoing	CC M CA LO

STRATEGY 1.3: Define and apply brand elements to the public realm.

	TIMEFRAME	RESPONSIBLE PARTIES
Action 1.3.1: *Enhance gateways at key locations into and throughout the City with traditional rural materials and native plantings (e.g. split rail fence with wildflower mix).*	Medium	PS CC PZ CA
Action 1.3.2: *Enhance the design and aesthetic of major thoroughfares with traditional rural materials and native plantings (e.g. split rail fence with wildflower mix).*	Medium	PS CC PZ CA
Action 1.3.3: *As part of the marketing and branding plan, create and develop a "signage package" so that updated signage and brand elements are consistent throughout the City.*	Long	PZ CA PS M CC
Action 1.3.4: *Update the City's website to make it more user friendly.*	Short	CA

STRATEGY 1.4: Update standards that guide the design and aesthetic of private investment along major thoroughfares.

	TIMEFRAME	RESPONSIBLE PARTIES
Action 1.4.1: *During zoning code review, ensure that site design and landscape standards are strengthened to reflect the community's image and brand.*	Medium	PZ CC
Action 1.4.2: *Create design guidelines along major thoroughfares and for important districts within the City, including architecture, signage, materials, lighting, parking, and site design.*	Medium	PZ CC
Action 1.4.3: *Update the zoning code to enhance the City's rural character including landscape elements, such as agarian fences, large setbacks, pond/stream enhancements and buffers, open spaces, and rural structures at entrances*	Short	PZ

PRIORITY

GOAL 2 - SIGNATURE PLACES

A City that has signature development areas that serve as economic centers, central gathering places, and that unite the community while enhancing the community's image and brand.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 2.1: Plan for and create a new, vibrant mixed use district (Village Mixed Use).		
Action 2.1.1: *Create a detailed area plan for the district.*	Long	M CA PS E U CC PZ PR
Action 2.1.2: *Establish code and standards including site design, architecture, and materials.*	Long	PZ PS E PR CC
Action 2.1.3: *Update the City's zoning code to guide and control the quality and character of future development within the district.*	Long	PZ PS E PR CC
Action 2.1.4: *Identify benchmarks in other communities to determine and create economic development incentives to advance the development of the district.*	Long	M CA CC PZ
Action 2.1.5: *Create a marketing and communication plan to promote the development opportunity.*	Long	CA CC PZ M
Action 2.1.6: *Prioritize future public improvements within the district that complement and grow the vision for the district and drive future investment.*	Long	E PS U CC

M	Mayor	CA	City Administration	PZ	Planning/ Zoning
PR	Parks & Recreation	EP	Emergency Personnel		
CC	City Council	PS	Public Service	E	City Engineer
U	Utilities	LO	Local Organizations		

	TIMEFRAME	RESPONSIBLE PARTIES
Action 2.1.7: *Promote the district as community gathering space for multiple demographics throughout the City and create programming and events to encourage residents to visit.*	Long	M CA CC PR PS E U PZ

STRATEGY 2.2: Grow the area around the intersection of Summit and Broad as a unique neighborhood center (Neighborhood Commercial).

	TIMEFRAME	RESPONSIBLE PARTIES
Action 2.2.1: *Create a unique set of zoning and design standards that will allow and ensure the area develops as a neighborhood center and prohibit variances that would detract from achieving this action.*	Medium	PZ PS
Action 2.2.2: *Establish the area as a primary showplace for the City through public and private improvements.*	Medium	LO CA CC E PS PZ PR

STRATEGY 2.3: Promote the Old Village as a significant historic neighborhood within the community (Village Mixed Use).

	TIMEFRAME	RESPONSIBLE PARTIES
Action 2.3.1: *Maintain and enhance the aesthetics of Old Village including the public and private realm.*	Ongoing	CA CC
Action 2.3.2: *Explore the idea of creating a historic district to promote preservation and open access to additional funding opportunities.*	Medium	CA CC PZ
Action 2.3.3: *Consider the creation of a design review board and design guidelines for the district to protect and enhance historic structures and places within the district.*	Long	CC PZ
Action 2.3.4: *Explore economic development incentives such as a downtown redevelopment district, special improvement district, tax increment financing (TIF), or the community reinvestment act (CRA) to help fund projects within the Old Village.*	Ongoing	CA CC LO

03

LAND USE

A. HOUSING
B. ECONOMY
C. PARKS & OPEN SPACE
D. FUTURE LAND USE

A. Housing

OVERVIEW

In 2020 the City passed Residential Appearance Standards for all new residential subdivision to ensure that future developments are high quality, aesthetically pleasing, and will allow neighborhoods to ensure and mature for future generations. Residential land uses constitute roughly one-fourth of the land in Pataskala. Homes within the City are primarily single-family, detached homes of suburban development character. Looking to the future, Pataskala may need to expand the housing stock to provide a greater variety in housing to meet the needs of future population growth. Current projected population trends indicate there may be additional need for age-friendly homes with smaller footprints. As future development occurs, it will also be important to ensure neighborhoods retain a strong character with high quality materials and design with access to recreational and rural features.

INSIGHTS AND ANALYSIS

Insights and Analysis on Housing were gathered through the public engagement process and an assessment of existing conditions and trends at the time.

PUBLIC INPUT

The public is supportive of some growth in the City, although a balance of growth and conservation is important. When ranking the importance of additional housing for the community, respondents gave a moderate 2.5 out of 5 ranking, showing additional housing may be needed but it is not necessarily a priority. While the public tended to prioritize development of commercial uses and community gathering spaces, housing growth is likely to occur as the region's population increases.

In planning for this new housing, the public was most concerned with a strong neighborhood character and high quality material and design. Proximity to trails and parks and housing which promotes a rural lifestyle also received fairly high ratings. This preference for housing which is near recreational and rural amenities aligns with the public's support for a balance of conservation and development.

Expanding housing options within Pataskala was an opportunity cited by participants at the public meetings and through the survey. Expanded options may mean a greater variety in lot sizes, housing types (single-family attached, quadplex, etc.), or amenities offered. Housing options for all stages of life including independent and/or assisted living options, were ranked as moderately important from survey respondents. As the population ages, this may be a growing concern.

The following responses are related to the City's housing. Rating questions are based on a 0 to 5 scale and may not include all potential responses, if they do not relate to the section. Full public engagement results can be viewed in the appendix.

Q: On a scale of 0 to 5, how important is each factor for the City to consider over the next 20 years? *(Showing 3 of 8 total factors)*

Rank 1. Balance of conservation and development

3.9	4.4
ONLINE	PUBLIC MEETINGS

Rank 7. Add new housing

| 2.5 | 2.7 |

Rank 8. No growth or development

| 1.8 | 1.5 |

(Community Survey and Public Meetings)

Figure 3-1: Community Survey - Housing

Q: On a scale of 0 to 5, how important are the following housing characteristics when thinking about future residential growth and development? *(Showing 10 of 10 total factors)*

1. Strong neighborhood character

4.1

2. High quality material and design

4.0

3. Close to biking and walking trails

3.9

4. Rural lifestyle

3.8

5. Close to parks

3.7
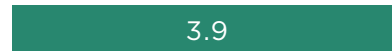
6. Range of housing options for all life stages

3.3

6. Close to schools

3.3

8. Independent and/or assisted living options for seniors

3.2

9. Close to commercial amenities

3.0

10. Close to adjacent, undeveloped farmland

2.8

(Community Survey)

A. HOUSING

HOUSING CONDITION

The condition of housing in a community has important implications on its livability, quality of life, and fiscal health. The following section provides an analysis of the existing housing stock within the community in relation to future market demands and resident needs. Understanding the current state of housing in Pataskala ensures that the Plan may be responsive to present community housing needs while preparing for appropriate land use and planning decisions in the future.

Newer Housing Stock

With 55% of Pataskala's housing built between 1990 and 2010, the housing stock is relatively new. Licking County and nearby comparable communities, have housing with an average year built in the late 1970's and early 1980's while Pataskala's median year built is 1993. This newer housing stock presents advantages because it is likely in better condition, requires less maintenance, and may be likely to offer the amenities that modern buyers are seeking. However, it does limit the opportunities for redevelopment and, with a majority of the housing stock built within a 20 year time period, this may lead to homogeneous architecture and character within the City.

Predominantly Single-Family Homes

Pataskala's housing stock is predominantly single-family detached homes (73%). Although this is common within the Columbus region, the City's housing stock is less diverse than surrounding communities (see Figure 3-2). Pataskala has a lower percentage of multi-unit buildings. This lack in diversity may present many challenges in the coming decades. Growth within the region is expected to come from mostly families without children, including retirees[1]. Although single-family housing will continue to be an important asset to families in the City, diversifying housing options may help Pataskala better accommodate population growth in the future.

[1] - MORPC, Insight 2050

MEDIAN YEAR BUILT

1993

Licking County (1976)
Heath (1979)
Reynoldsburg (1983)
Groveport (1977)

**HOUSING BUILT BETWEEN
1990-2010**

55%

(33% in Licking County)

1 Unit, detached
1 Unit, attached
2 Units
3-4 Units

5-9 Units
10-19 Units
20+ Units
Mobile home
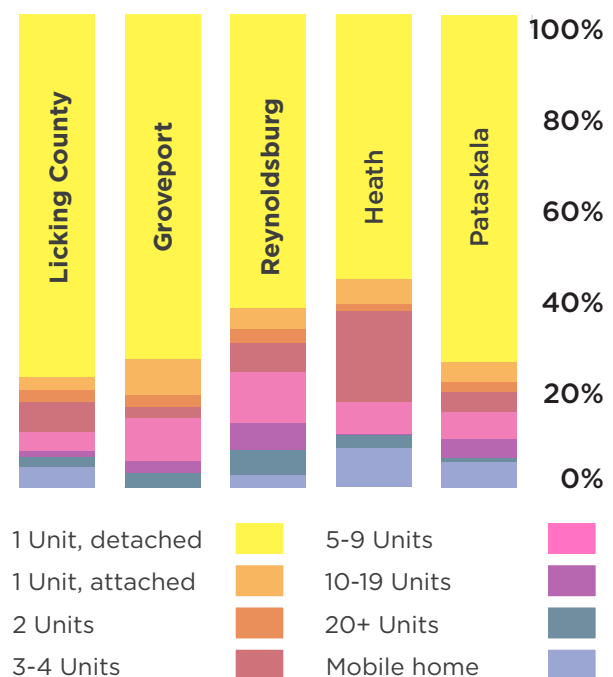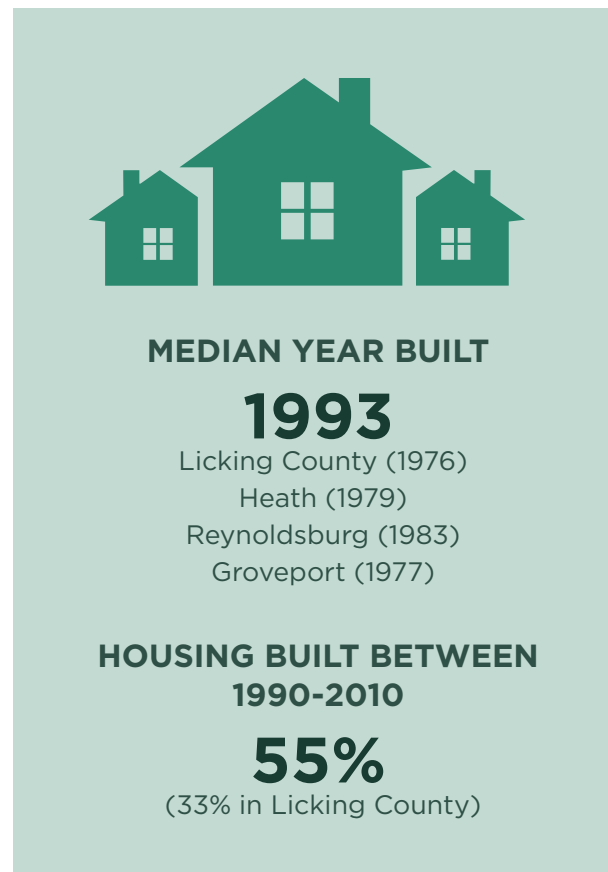
Figure 3-2: Housing Type Comparison

Future residential development in the City can conserve farmland by integrating within existing operations.

Working farms, community gardens, and farmers markets located within residential neighborhoods, create access to local foods and open space for residents.

See the Parks & Open Space section within this chapter for additional recommendations for incorporating green space and trails into residential development.

FOOD-CENTRIC RESIDENTIAL DEVELOPMENT

With its rural heritage and proximity to farmland and agriculture, Pataskala is uniquely positioned to connect people to food. One way this can be accomplished is through future housing developments within Pataskala.

Access to local food has become increasingly popular in recent years and people are interested in growing or purchasing food close to home. Approximately 35% of households in the U.S. grow food at home or in a community garden and the prevalence of farmers markets has grown five fold from 1994 to 2016 to a total of 8,669 markets nationwide. Small farms make-up 88% of all farms in the U.S. (Urban Land Institute).

This presents an opportunity for housing developments in Pataskala to incorporate farming as an amenity for residents. Food-centric residential developments are developments built around a working farm, community gardens, or local restaurants. These type of developments can give people easier access to fresh, local foods, which is an added amenity for residents and can improve overall community and environmental health. These amenities can also lead to an increase in property values. Studies find as much as 15-30% increase in the value of properties located next to parks and open space, including community gardens and farms (Urban Land Institute).

A. HOUSING

REGIONAL & NATIONAL TRENDS

As Pataskala's population continues to grow and the City develops, there are national and regional trends that will inevitably have an affect on the demographics of the population and the types of communities people prefer to live. These trends may require the City to plan for different age groups and housing preferences than what currently exists in Pataskala. By incorporating these expected trends into planning efforts, the City can sustain or increase its competitiveness in the housing and commercial market and prepare for the correct amount of city services, including schools, senior services, utilities, and parks, among others.

Growing Millennial and Baby Boomer Populations

A recent study by the Mid-Ohio Regional Planning Commission, Insight 2050, shows that the Central Ohio region is projected to increase by a half million to a million people by 2050. With this growth, the senior population is expected to double, and households with children will account for less than 20% of the total growth (Insight 2050).

On a national scale, the millennial and Baby Boomer populations make-up over half of the national population. Additionally, families without children have increased from 55% in 1970 to an expected 73% in 2030 (U.S. Census). With a growing regional population, Pataskala should prepare for

population growth within the City and for changing demographics.

Changing Housing Preference

Millennials and Baby Boomers tend to show a similar preference for smaller houses and lots, which will likely result in a decline in demand for large-lot housing and increased demand for small-lot detached homes, attached townhomes, and multi-unit developments. These two age groups also show a preference for walkable neighborhoods with 56% of millennials and 46% of Baby Boomers preferring a walkable, mixed-use neighborhood (APA). In order to attract and retain residents, incorporating these characteristics into neighborhoods is important.
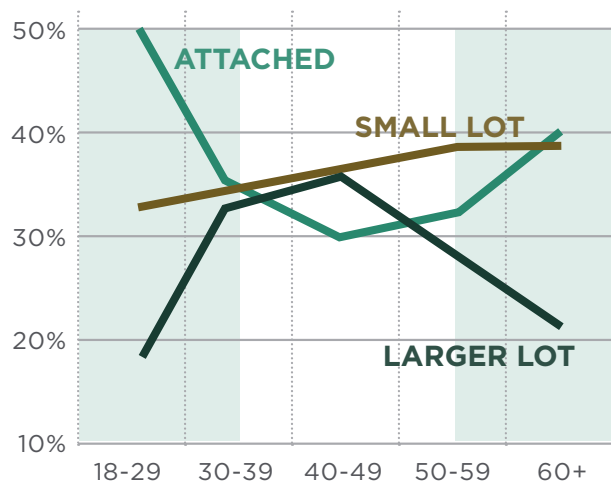
(National Association of Realtors)

Figure 3-3: Housing Preference by Age

87% *of Central Ohio growth in households will be in households w/o children*

73% *of Pataskala's housing units are single-family detached homes*

(MORPC, Insight 2050; American Community Survey)
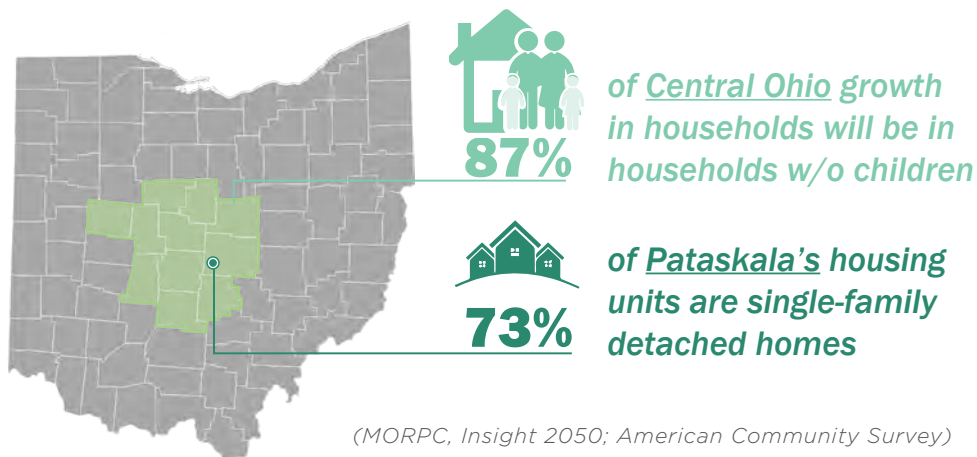
KEY FINDINGS

SUPPORT HIGH QUALITY HOUSING WITH CHARACTER

Housing with strong character and high quality materials and design were highly important to the public. There are many strategies the City can utilize to ensure housing if of a high standard and quality.

CREATE ACCESS TO OPEN SPACE

Balancing conservation and development and housing with access to parks and open space were high priorities for the public. This can be achieved through integrating working farms and community gardens as well as parks and trails into developments.

ENCOURAGE HOUSING DIVERSITY

Pataskala's housing stock is relatively homogeneous, with the majority consisting of single-family, detached homes. As demographics change, a variety of housing types will support all families including retirees and those without children. Generally, the public showed support for increasing housing options for all ages.

RECOMMENDATIONS

The following recommendations have been developed to support the desired housing type and character evidenced through the insights and analysis of the Plan.

GOAL 3 - HOUSING

A variety of housing types that diversify, expand, and strengthen the local housing market.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 3.1: Promote a mix of housing options to serve current and future residents and provide balance to the housing market.		
Action 3.1.1: *Support housing for seniors and "step-up, step-down" housing for those new to the community or undergoing a lifestyle change.*	Ongoing	PZ CC
Action 3.1.2: *Update the zoning code to create flexibility for mixed use developments such as areas identified as Village Mixed Use and Medium Mixed Use on the Future Land Use Map.*	Medium	PZ PS CC PR
Action 3.1.3: *Consider expanding multifamily options within identified signature development areas.*	Medium	PZ CC
STRATEGY 3.2: Create conservation zoning districts that encourage cluster development to preserve natural features and provide access to open space for residents.		
Action 3.2.1: *During the development review process, ensure development is located to best preserve natural features and connect open space throughout the City.*	Ongoing	PZ
Action 3.2.2: *Allow for smaller lot development within conservation areas with the goal of protecting and preserving open spaces and environmentally sensitive areas.*	Ongoing	PZ

M Mayor	**CA** City Administration	**PZ** Planning/ Zoning	**PR** Parks & Recreation	**EP** Emergency Personnel
CC City Council	**PS** Public Service	**E** City Engineer	**U** Utilities	**LO** Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 3.3: Ensure all housing developments incorporate high quality materials and design.		
Action 3.3.1: Create design standards for multifamily residential development that regulate design and materials.	Medium	PZ CC
Action 3.3.2: Establish specific subdivision standards for areas along the right-of-way that will create and elevate a consistent brand and image.	Short	PZ CC PS
STRATEGY 3.4: Continue to promote housing options that allow for an agricultural lifestyle.		
Action 3.4.1: Ensure zoning and development standards allow for agricultural residential developments.	Medium	PZ
Action 3.4.2: Encourage developers to incorporate food-based amenities into residential developments, such as community gardens or working farms, and utilize these amenities as a marketing tool.	Short	PZ
Action 3.4.3: Work with the Licking Land Trust to conserve and protect valuable agricultural lands.	Long	PZ

B. Economy

OVERVIEW

Understanding and planning for economic activity within the City will support not only the needs of residents but potentially create financial revenue for the City, supporting the services the City provides. Currently, there is relatively little land that is being utilized for retail, office, and industrial purposes. Pataskala is mostly a residential community where people commute outside the City for work.

Although this may be the lifestyle many residents are seeking, it does create issues for access to work, shopping, and entertainment. Looking to the future, the City may consider expanding opportunities for commercial and industrial businesses in order to create easier access to these amenities for residents and build its tax base. This should be accomplished in a way which recognizes future trends in retail and supports Pataskala's small-town lifestyle. Additionally, as adjacent cities like New Albany, Reynoldsburg, and Heath continue to develop, Pataskala should be identifying those industries and aim to capaitalize on development supporting industries to ensure Western Licking County is successful.

INSIGHTS AND ANALYSIS

Insights and Analysis on economy were gathered through the public engagement process and an assessment of existing conditions, trends, and best practices. Generally, Pataskala's residents experience low unemployment and high incomes. However, there is a lack of commercial activity and amenities that some residents desire.

PUBLIC INPUT

Questions and concerns about Pataskala's economy were considered throughout the planning process. At the public meetings, residents expressed that adding commercial, retail, office, and a new city center are important factors for the City in the next 20 years. This is not

surprising given the dominance of residential use within Pataskala.

However, the public provided a sense of willingness to shed the bedroom community identity of Pataskala by increasing its commercial activity. Public meeting participants and stakeholder group attendees generally said that Pataskala has the opportunity to attract new businesses and grow existing businesses in the future.

Similar sentiments about economic opportunities for the future of Pataskala were shared in the community survey. As shown in Figure 3-5, when asked to rate the importance of factors for the City to consider, survey respondents rated "add new commercial, retail, and office" as the third most important factor (out of eight). The type of

The following responses are related to the City's Economy. Rating questions are based on a 0 to 5 scale and may not include all potential responses, if they do not relate to the section. Full public engagement results can be viewed in the appendix.

Q: On a scale of 0 to 5, rate the type of retail development you would like in Pataskala. *(Showing 4 of 4 factors)*

Rank 1. Smaller, neighborhood retail

4.2

Rank 2. Redevelopment in existing corridors

3.7

Rank 3. Mixed use (retail/office/residential)

2.9

Rank 4. Big-box retail centers

1.7

See the Future Land Use section for additional recommendations for commercial and industrial land uses within the City.

commercial activity preferred by survey respondents was also collected. The public generally expressed support for smaller, neighborhood options as opposed to big-box or large office and industrial parks. This preference is shown in Figure 3-5 and supported by the desire for a downtown or city center.

Downtowns provide a centralized space for small-scale services and retail operations for local residents. The lack of a robust downtown was consistently raised throughout the public engagement activities as a missed opportunity for community gathering, identity, and local dining and retail. The greater density afforded in a downtown or city center district allows for a variety of uses and the ability to utilize smaller footprints which may cater to the type of neighborhood retail the community desires.

Q: On a scale of 0 to 5, how important is each factor for the City to consider over the next 20 years? *(Showing 5 of 8 factors)*

Rank 2. Redevelop existing properties

3.7	3.7
ONLINE	PUBLIC MEETINGS

Rank 3. Add new commercial, retail, and office

3.4	3.9

Rank 5. Expand new mixed use

2.9	3.8

Rank 6. Expand new industrial and manufacturing

2.6	3.4

Rank 8. No growth or development

1.8	1.5

Figure 3-5: Community Survey - Economy

B. ECONOMY

WORKFORCE

The lack of commercial land uses in Pataskala translates to a lack of employment opportunities for residents within the City. As shown in the Community Overview, Pataskala residents are educated, in-demand workers who receive higher incomes compared to nearby communities. Median income in the City is over $12,000 higher than Licking County. Additionally, the City's unemployment rate is only 4% while the County experiences a higher rate of 7%.

However, the City is losing out on this potential tax base as most workers commute outside the City for work. Of its working residents, the City experiences an outflow of 86%, resulting in increased traffic and travel times for workers. This commuting pattern also impacts the City budget. Generally, cities generate most of their income from income tax, while the majority of property taxes fund the education system. With a 1% income tax on employees in Pataskala and residents who work outside Pataskala, generating revenues to cover City costs is difficult.

Residents may be commuting outside of the City for work because there is a lack of occupations that match residents' experience and education level inside the City. Currently, top industries in the City include: Retail Trade (15.9%); Educational Services (15.4%), Accommodation & Food Service (12.7%), and Health Care & Social Assistance (11.1%). The revenue implications for the City from the limited supply of high paying, high-quality jobs is not only a lower income tax revenue from workers, but also potentially lower payroll taxes, property taxes, and businesses licenses and fees from employers.

$$$

MEDIAN INCOME

$69,574

Licking County ($57,571)
Heath ($44,656)
Reynoldsburg ($61,648)
Groveport ($ 56,750)

TOTAL JOBS

3,179

86%

of working Pataskala residents work outside of the City

TOP INDUSTRIES

1	Retail trade	**15.9%**
2	Educational services	**15.4%**
3	Accomm. & food services	**12.7%**
4	Health care & social assistance	**11.1%**

(American Community Survey, 2016; Work Area Profile Report, 2015)

EXISTING COMMERCIAL

Approximately 3% of land use within the City is in retail, office, or industrial use. This correlates with sentiments heard in the public engagement process where there was support for increased commercial activity. Residents want better access to shopping and entertainment within the City. Intensifying the commercial activity in existing commercial areas, as well as expanding entertainment, employment, and retail options in signature areas may be considered in order to meet future demand.

As shown in Figure 3-6, retail, office, and industrial space is concentrated along main corridors. The concentration of commercial activity along Broad Street and S.R. 310 may be responsive to Pataskala's location within the region. The City does not have direct access to highways. For some companies,

This major shopping center is located on the east side of the City, along Broad Street.

this may be a deterrent as it increases travel times and does not offer visibility from a major highway. However, I-70, a heavily traveled interstate highway, and S.R. 161, are within 1.5-2 miles from the City limits. This access, coupled with the abundance of available land and employable workforce, still make Pataskala desirable for some businesses.
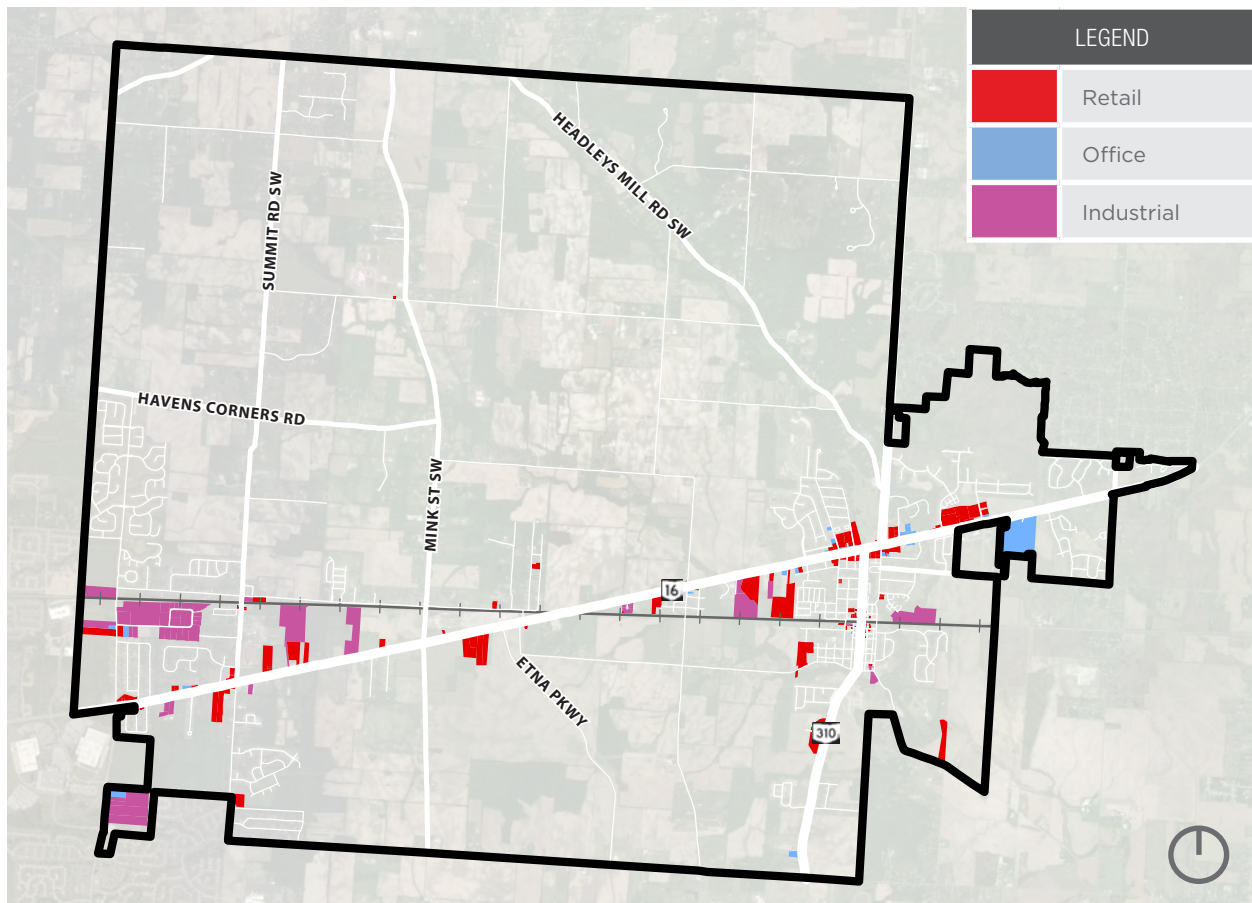
Figure 3-6: Existing Commercial and Industrial Land Uses

B. ECONOMY

RETAIL TRENDS

Consumer Preferences

While community members expressed a desire for more retail and jobs, the need to balance development with conservation and preservation of Pataskala's rural character was paramount. In line with this, community members desired neighborhood focused retail and not big-box stores or large regional shopping centers.

This sentiment generally aligns with national trends in retail. Data from the Bureau of Economic Analysis shows spending on travel, recreation, and eating out has steadily increased over the last decade while spending on household goods, clothing, and other goods has steadily dropped. Similarly, according to research by Eventbrite, nearly 80% of millennial's say they would choose to spend money on an experience or event as opposed to an item or good. Regionally and nationally, retail stores manage to stay competitive within this experience-based market by locating in experiential or destination locations (e.g. the Easton Town Center and Polaris). Some of these retailers now offer cooking or fitness classes, community gathering spaces, restaurants, and service amenities, beyond traditional shopping.

Experience-Based in Pataskala

Pataskala can help create these experience-based environments through the creation of signature places. These signature places, as identified within Chapter 2: Community Identity, may act as destinations for those within the community for gathering, work, shopping, and entertainment. These places can help the City surpass traditional big-box retail environments and create a dynamic center where residents can access the shopping and entertainment they desire.

Just north of the City at Lynd Fruit Farm, the success of experienced-based retail in relation to food and agriculture can be seen. Lynd Fruit Farm offers a variety of produce available for customers to pick themselves or purchase at its market, offering local vegetables and food-related goods. Expanding upon existing local food-based businesses, like Lynd Fruit Farm, Mink Street Market, and Pataskala

Mink Street Market in Pataskala.

Meats, are another opportunities for Pataskala to support experience-based retail tied to rural lifestyles, farming, and small-town living.

A Shift to Online Shopping

In addition to a preference for experience-based spending, online shopping is also shifting the physical shape of retail. According to the Pew Research Center, only 22% of Americans had made any online purchase in the year 2000, compared to 2015, when 45% reported shopping online at least a few times a month. This increase in e-commerce has brought competition to the brick-and-mortar retail market not anchored in an experience. Although e-commerce will likely continue to grow, supporting healthy brick and mortar retail will remain valuable to the local economy.

INDUSTRY IN THE CITY

Pataskala does not currently have a large amount of industrial uses in the City, but has large tracts of land appropriate for industrial activity. The Pataskala Corporate Park, a 520-acre site off of Broad Street, has undergone extensive improvements to provide utilities and easier access to I-70. The Ohio Department of Development recognized a 300-acre portion of the Park as a Job Ready Site, indicating that it was ideal for manufacturing operations.

The City has additional opportunities for new industry related to the growth in warehouse and data center facilities. Just north of Pataskala in New Albany, Facebook recently began construction of a new $750 million data center. The clustering of warehouse jobs may result in new industrial and manufacturing uses in the areas of Pataskala which border these uses currently. Additionally, state and neighboring municipality planned roadway improvements are likely to increase the accessibility and attractiveness of these districts for future warehouse and data center use.

KEY FINDINGS

ADAPT TO CHANGING RETAIL TRENDS
The retail market is undergoing significant changes with a changing preference for experiences over goods and with the increase of online shopping. As commercial activity develops in Pataskala, the City should encourage development in-line with these trends.

GROW EMPLOYMENT CENTERS
With Pataskala's abundant land resources and high quality workforce, the City should pro-actively support growth within designated areas.

SUPPORT NEIGHBORHOOD SCALE COMMERCIAL
The public expressed a desire for additional shopping and entertainment within the City at a neighborhood scale. This is in-line with current regional and national retail trends.

WORK WITH ADJACENT COMMUNITIES
Pataskala should capitalize on establishing supporting industries to those in adjacent communities.

RECOMMENDATIONS

The following recommendations have been developed to increase economic activity within the City. These recommendations are meant to support new and existing businesses and supply commercial amenities that reflect the desired character of the community.

GOAL 4 - ECONOMY

A diverse economy that plays a vital role within the region and embraces and supports local businesses.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 4.1: Create neighborhood commercial centers at strategic locations along major thoroughfares.		
Action 4.1.1: *Encourage small-scale retail developments to locate in designated areas.*	Short	PZ
Action 4.1.2: *Update the zoning code to support small-format retail centers and discourage large-format retail.*	Medium	PZ PS CC
Action 4.1.3: *Target public improvements in areas identified as commercial centers to attract office and retail uses.*	Medium	PS CC
STRATEGY 4.2: Grow and expand industrial and innovation centers at strategic locations.		
Action 4.2.1: *Continue to market and explore opportunities for the Pataskala Corporate Park.*	Ongoing	PZ CA
Action 4.2.2: *Continue to market and explore opportunities for the northern innovation district.*	Short	PZ CA
Action 4.2.3: *Collaborate with adjoining jurisdictions on opportunities for the industrial and innovation districts.*	Short	PZ CA CC
Action 4.2.4: *Continue to utilize and begin to explore new economic incentives to attract new businesses and types.*	Ongoing	CA CC LO

M	Mayor	CA	City Administration	PZ	Planning/ Zoning	PR	Parks & Recreation	EP	Emergency Personnel
CC	City Council	PS	Public Service	E	City Engineer	U	Utilities	LO	Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 4.3: Support and promote small, locally owned businesses throughout the City.		
Action 4.3.1: Encourage adaptive reuse of existing buildings to provide affordable yet updated space for small businesses.	Ongoing	PZ
Action 4.3.2: Support construction of 10,000-20,000 square foot commercial buildings that provide flexible office space.	Ongoing	PZ
Action 4.3.3: Collaborate with regional organizations, including the Pataskala Area Chamber of Commerce and Licking County Chamber of Commerce to support and attract local businesses.	Ongoing	LO CA PZ M
STRATEGY 4.4: Support the agricultural culture and economy in Pataskala.		
Action 4.4.1: Continue to support Current Agricultural Use Value (CAUV) as a tool to help agricultural operations in the City.	Ongoing	PZ CC
Action 4.4.2: Create new and unique destinations in the identified mixed use areas within the City to host the farmers market and local agricultural activities and festivals.	Medium	PZ PR CC PS
Action 4.4.3: Create a "Grown in Pataskala" program that highlights and promotes businesses that source locally grown food and goods. Collaborate with the Center for Innovative Food Technologies.	Long	PR PZ CC LO
STRATEGY 4.5: Partner with the County and adjoining communities to strengthen the area and regional economy.		
Action 4.5.1: Coordinate with neighboring jurisdictions on economic development programs and policies.	Ongoing	CA PZ
Action 4.5.2: Collaborate with regional organizations, including the Pataskala Area Chamber of Commerce and Licking County Chamber of Commerce to market, promote, and attract businesses to the City.	Ongoing	M LO CA PZ
Action 4.5.3: Consider establishing business incubators for initial startup discussions and insights	Short	CA CC LO
Action 4.5.4: Collaborate with a developer to form a Community Improvement Corporation for the construction of speculative buildings.	Ongoing	CA CC LO

C. Parks & Open Space

OVERVIEW

Access to parks and open spaces can improve people's mental and physical health, create spaces for the community to gather, and make Pataskala a desirable place to live and visit. Organizations such as Smart Growth America have conducted research which has shown that parks and open space have a positive effect by increasing property values and revenue for local businesses. Currently, residents and visitors have access to several parks and open spaces that include recreational fields, trails, playgrounds, a municipal pool, and golf courses, among other amenities. However, there is opportunity to expand and improve the park system by building additional neighborhood and citywide parks, updating existing spaces, and increasing connectivity through greenways and trails.

INSIGHTS AND ANALYSIS

Insights and Analysis on Parks & Open Space were gathered through the public engagement process and an assessment of existing conditions and trends at the time. The key findings from this analysis directly informed the recommendations in this section.

PUBLIC INPUT

A preference for balancing conservation and development was communicated throughout the process. Residents ranked this balance as the most important factor to consider over the next 20 years in both the Community Survey and Public Meetings. When asked what percentage of undeveloped land in the City should be conserved or protected, the majority of respondents indicated a preference of at least 50%, indicating the desire for conservation. At the same time, "no growth or development" was not highly ranked, indicating some growth is preferred, but it must be balanced with conservation (See Figure 3-7).

Foundation Park is home to Pataskala's annual Fourth of July celebration, where attendees can enjoy fireworks in the park (The Newark Advocate).

In relation to housing characteristics, access to recreational amenities such as biking and walking trails and being close to parks was seen as desirable. The Taylor Road trail is already a successful example of this. Encouraging developers to engage in cooperative trail development is an expected future activity. Respondents also indicated somewhat of a preference for a rural lifestyle. Therefore, as housing is developed, it will be important to incorporate access to these recreational amenities and open spaces.

The following responses are related to the City's parks and open space. Rating questions are based on a 0 to 5 scale and may not include all potential responses, if they do not relate to the section. Full public engagement results can be viewed in the appendix.

Q: On a scale of 0 to 5, how important is each factor for the City to consider over the next 20 years? *(Showing 2 of 8 characteristics)*

Rank 1. Balance of conservation and development

3.9	4.4
ONLINE	PUBLIC MEETINGS

Rank 8. No growth or development

1.8	1.5

(Community Survey and Public Meetings)

Q: On a scale of 0 to 5, how important are the following housing characteristics when thinking about future residential growth and development? *(Showing 3 of 8 characteristics)*

Rank 3. Close to biking and walking trails

3.9

Rank 4. Rural lifestyle

3.8

Rank 5. Close to parks

3.7

(Community Survey)

Q: What percentage of undeveloped land should be conserved or protected for agricultural use and/or open space?

10%	33%	30%	26%
0-25%	25-50%	50-75%	75-100%
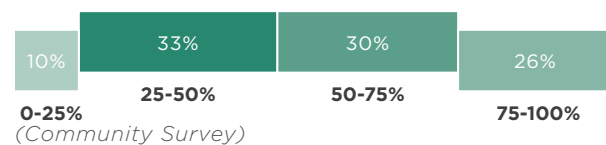
(Community Survey)

Figure 3-7: Community Survey - Parks & Open Space

C. PARKS & OPEN SPACE

PARKLAND

Parks and open space are important to the quality of life of residents and can be a local economic driver. Many studies find as much as a 15-30% increase in the value of properties adjacent to parks and open space (Urban Land Institute).

Pataskala has 151 acres of parkland (approximately 10 acres per 1,000 residents) and with seven parks in the City, there are 2,175 residents per park. This aligns with typical park and recreation agencies which have, on average, 10.1 acres of parkland per 1,000 residents and one park for every 2,114 residents (National Recreation and Park Association). At the same time, because of Pataskala's large geographic area, these metrics do not show potential issues with location and access. Neighborhood and citywide-serving parks should be located to benefit the most residents and linked through a network of greenways, including public and semi-public open space. Strategic renovation and expansion of amenities within parks can improve service.

OPEN SPACE

In addition to designated park spaces, there are other areas that act as additional open space for the community and should be considered part of the network. This includes publicly owned school grounds and the library where residents have relatively open access. Other areas to consider include private or semi-privately owned properties like the YMCA or golf courses. However, all residents may not be able to physically or financially access these locations.
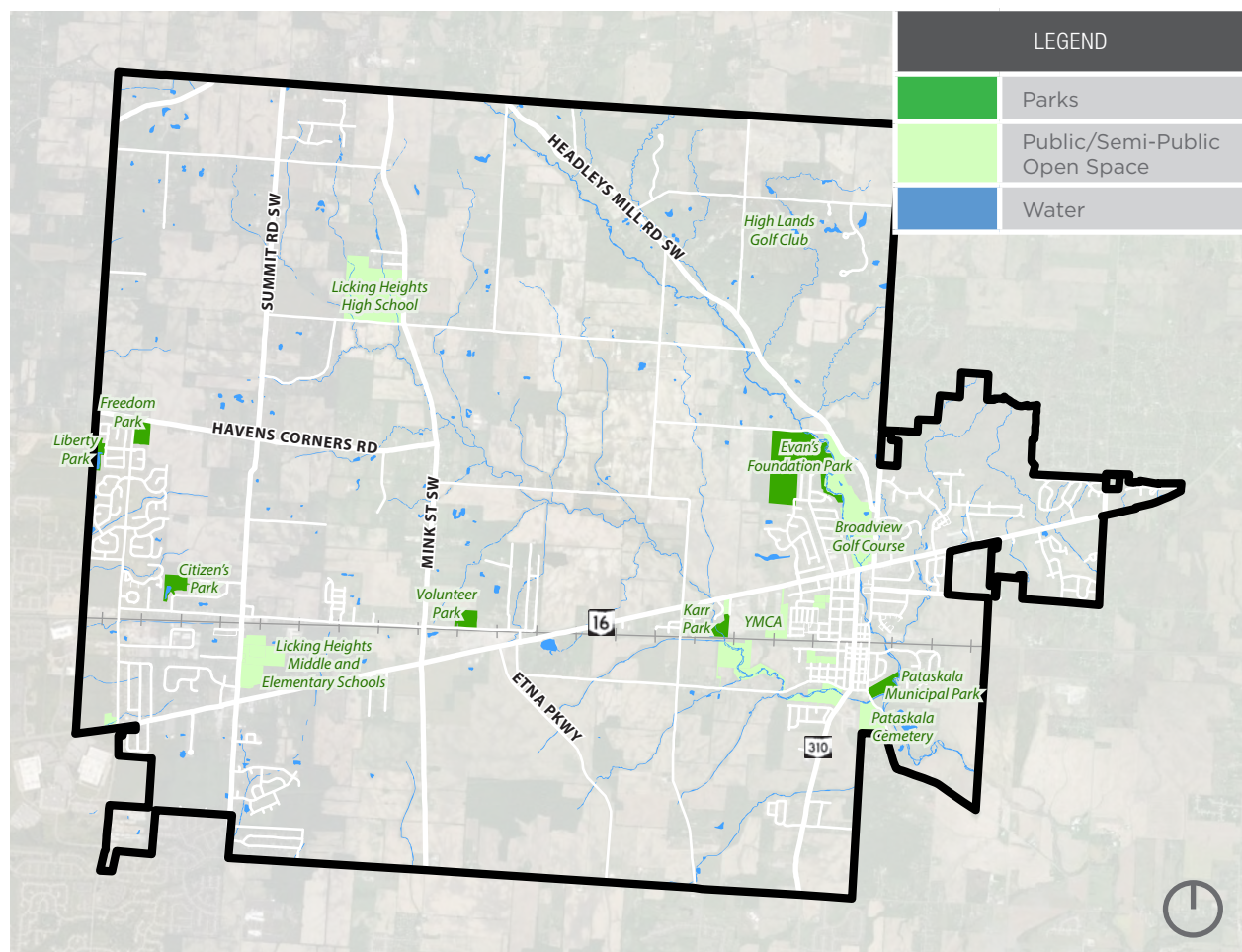
Figure 3-8: Parks and Open Spaces

NATURAL AREAS

With such a large area of undeveloped land, there are still numerous environmental features that add to the beauty, health, and resiliency of the City. In addition to their environmental benefits, natural resources can improve aesthetics and quality of life as well as contribute to a sense of place. As development occurs, conserving and protecting these resources are important to the public and the overall sustainability of the City. Areas of poor soils, tree cover, and wetlands offer an ideal opportunity to include recreational areas adjacent to developable land. Developers are encouraged to identify and utilize these areas for recreation. Figure 3-11 on page 83 shows the location and prevalence of Pataskala's natural features.

Surface Water and Floodplains

Surface waters are areas of streams, rivers, and lakes. These water bodies often have adjacent floodplains, that can become inundated by water. The Federal Emergency Management Agency (FEMA) defines floodplains as 100-year or 500-year, meaning on average, there is a 1% or 0.2% chance, respectively, that the area will be inundated each year. These natural features provide numerous societal benefits including improving water quality, reducing flooding, and recharging groundwater, as well as recreational opportunities. Developing within these areas can degrade the natural resource and can be costly and increase flooding and erosion.

Source: Federal Emergency Management Agency (FEMA), 2015
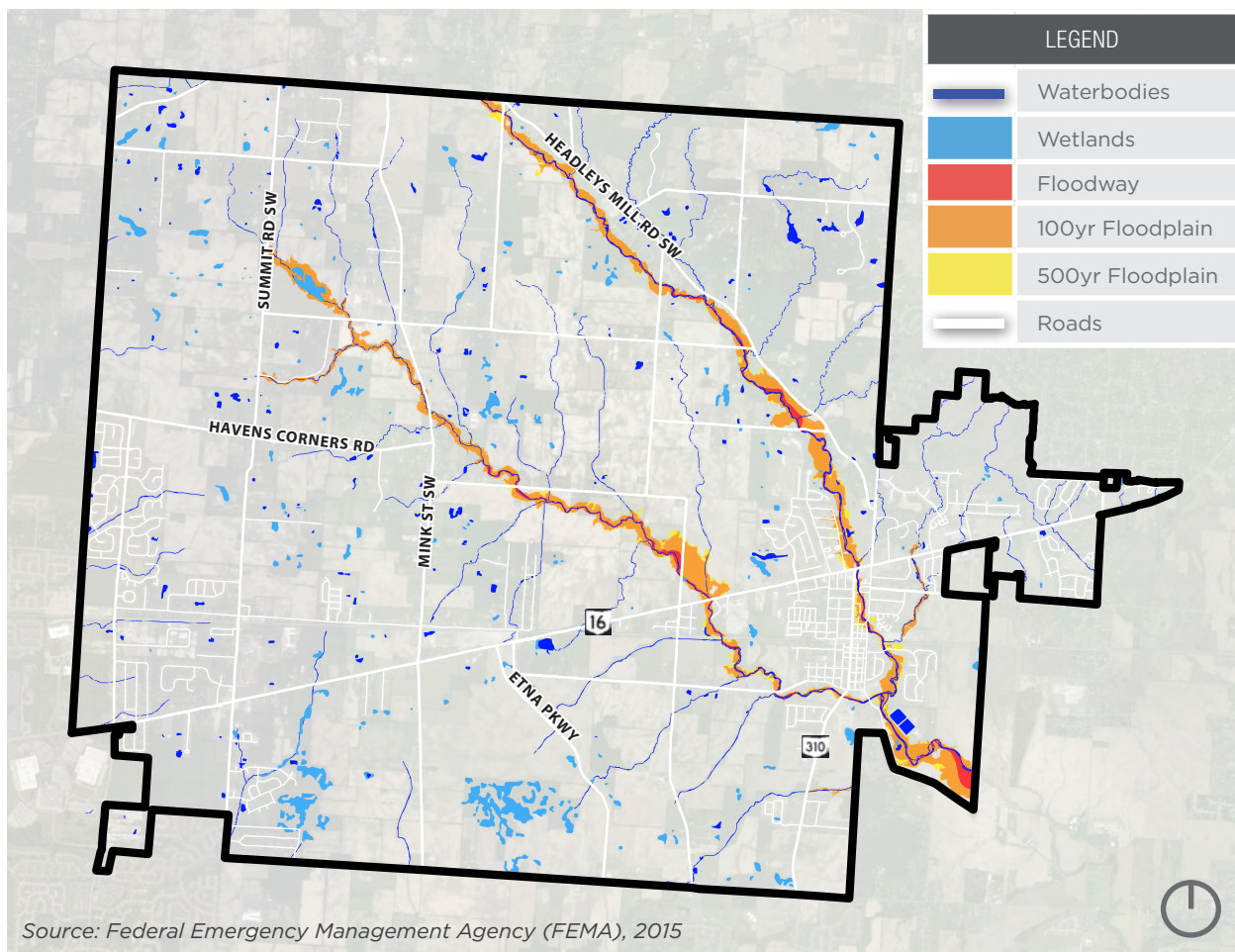
Figure 3-9: Wetlands, Floodplains, and Floodways

C. PARKS & OPEN SPACE

Wetlands

Wetlands are areas where water is present at or below the surface year round or seasonally. They can be identified by the presence of water, hydric soils, and vegetation that is adapted for wet conditions. Wetlands are highly protected because of the wide range of benefits they provide including pollution control, flood protection, wildlife habitat, and recreational purposes. Approximately 90% of Ohio's wetlands have been destroyed or degraded since the late 18th century (Ohio EPA). In Pataskala, wetlands are dispersed throughout the City but can mostly be found near streams and tree cover. Developing within these areas can degrade the natural resource and be costly.

Tree cover

In Pataskala, there are large areas of tree cover, especially near streams and floodplains. Trees can be an important asset to communities, as they create an aesthetically pleasing environment and provide environmental benefits such as improving air quality and providing shade, reducing the heat island effect. A study of the economic value of trees in the City of Columbus, indicated trees were worth $8.6 million to the City in savings related to health, infrastructure, and energy, among other areas (Ohio State University).

Throughout the rural areas of Pataskala, large tree stands are still present.

Soils

Soils in Pataskala play an important role in maintaining the agriculture economy and informing development decisions. Figure 3-10 shows the soil mapping for the City. The majority of the City falls into the C/D soil type group which consists of various forms of loam and clay soils, specifically clay loam, silty clay loam, sandy clay, and silty clay. Other soil group types present within the City are B, B/D, and C soil groups.

Notes on different Hydrologic Soil Groups:

A Group: sand, loamy sand or sandy loam types of soils
B: Group: silt loam or loam
C Group: soils are sandy clay loam
D Group: clay loam, silty clay loam, sandy clay, silty clay or clay

A/D: high runoff potential unless drained (>90% sand and <10% clay)
B: moderately low runoff potential (50-90% sand and 10-20% clay)
B/D: high runoff potential unless drained (50-90% sand and 10-20% clay) C: moderately high runoff potential (<50% sand and 20-40% clay)
C/D: high runoff potential unless drained (<50% sand and 20-40% clay)

Source: US Department of Agriculture, Natural Resources Conservation Service, 2020
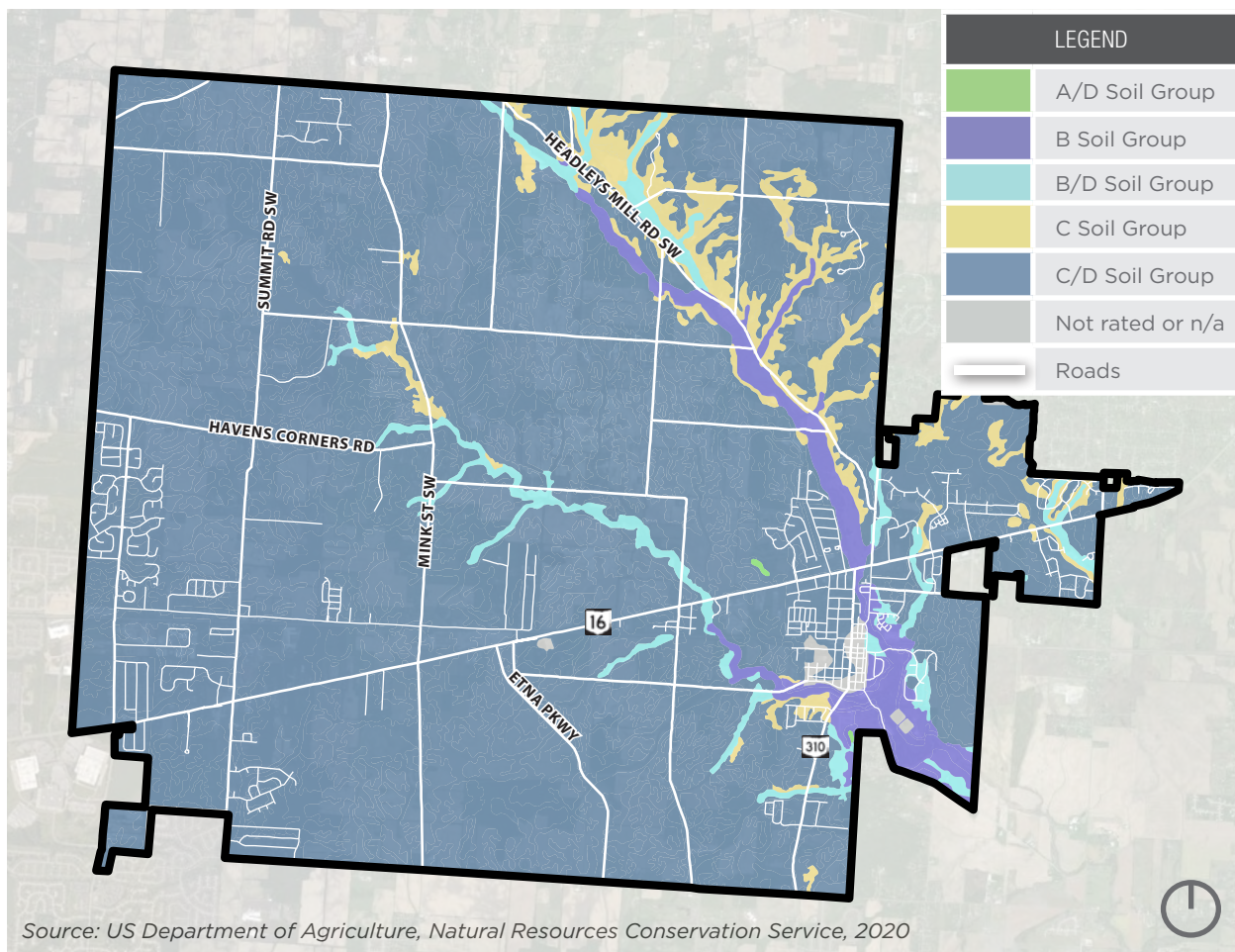
Figure 3-10: Soils Map

PATASKALA PARKS AND RECREATION

Adding Value

In recent years, Pataskala Parks and Recreation has forged an expanded partnerships to provide amenities and programs that add value to the park visitor experience, as well as broaden outreach beyond the park boundaries. By utilizing social media surveys and personal outreach platforms, the parks department seeks out to understand and capture the needs of the community.

The Pataskala Parks and Recreation Association (PRA) has been instrumental in keeping the city pool open, providing volunteer and technical expertise for park and pool operations, as well as funding and support toward specific and broad based park needs. 2020 saw the official completion of PRA's renovation and dedication of Volunteer Park.

Additional partners and sponsors including Ace Archers Central Ohio Technical College, Licking County Master Gardeners Licking Memorial Health Systems Licking County Soil and Water Conservation District, Licking Parks District, Ohio Department of Natural Resources (ODNR), Pataskala Rotary Club, YMCA Western Branch, and The Works.

These partnerships and sponsorships not only allow the parks department to stretch precious budget dollars, they also give community members a sense of ownership and pride in their park system.

Recreational Programs

Recreational leagues and programs are a primary motivator for regular park visitation, and provide children and adults the means to establish and maintain a healthy active lifestyle. Each year, several hundred area youngsters from preschool though high school participate in the youth soccer program. The parks and recreation soccer league is fun and inclusive, and it provides players with age appropriate skills for casual and competitive play. In 2018, there were 822 registrations for the spring and fall seasons. The adult softball league is also popular, with 14 softball teams competing in spring and fall play.

The City swimming pool located at Municipal Park hosts the Pataskala Porpoises swim team. The team draws from local schools, none of which offer swimming facilities, and provides over 200 local youth with the instruction and opportunity to swim competitively.

Health and fitness are the focus of collaborative programs with the YMCA, such as the annual Healthy Kids Day, and the Active Fit program for adults.

Conservation Programs

Along with health and wellness and social equity, conservation is a pillar of parks and recreation. Conservation programs help nurture an appreciation for the natural world in addition to protecting resources. For the past few years the parks have offered the Passport to Fishing program with grant funding from ODNR Division of Wildlife. This family oriented program provides basic instruction and gear so that parents can engage with their children in wholesome outdoor activity.

Community Events and Programs

By partnering with local nonprofit and service organizations, annual events in each season, including the Easter egg hunt, Independence Day fireworks, Movie Nights, Antique Power Show and Cookie Walk bring thousands of area residents together at our parks, building a sense of community and excitement with fun things to see and do alongside friends and neighbors. The Kroger Community Rewards program allows residents to make a small donation every time they shop for groceries. Although the proceeds from this program are modest the sense of giving back is important for cementing the community's relationship with their parks.

With assistance with the Licking County Master Gardeners, a new community garden has been established at Karr Park adjacent to a neighborhood of senior citizens. The garden has tremendous potential to teach and promote gardening as a healthy outdoor activity, and to provide nutritious food for residents in need through the LEADS food pantry. The Master Gardeners also provide a series f gardening workshops in collaboration with the parks department to encourage and assist all who are interested in gardening in their own backyards.

Park Improvements

Since 2018, the parks department has been awarded two Nature Works grants through ODNR, providing state funding for major improvements to the walking path and multi generational fitness area at Karr Park, and all new amenities at Liberty Park including a walking path, shelter house and woodland playground. With funding assistance from the Licking Parks District and Thomas J. Evans Foundation, a walking path is being developed along the perimeter of Foundation Park.

Recent Eagle Scout projects include a pedestrian bridge at Liberty Park, a paved walkway, storage building, signage and Gaga Pit at Volunteer Park, and a Veteran's Memorial area at Freedom Park. Girl Scouts provide Little Libraries at Municipal Park and Freedom Park.

New Initiatives

Initiatives in the pipeline include a partnership with the YMCA and Tech R2 to bring Esports to Pataskala residents, partnerships with the Southwest Licking and Licking Heights school districts to develop recreational programs and share facilities to enhance and expand the schools' athletic programs, proposed development of a disc gold course in coordination with local disc golf enthusiasts, and coordination of additional adult recreational leagues for sports such as lag football and basketball.

RECOMMENDATIONS

The following recommendations were developed to improve the parks and open space system within Pataskala. In addition to citywide recommendations, there are also park-specific recommendations that have been developed with direction from the public and City Staff. Each recommendation lists opportunity areas and character images to outline and show the intended vision for the park recommendations.

THOMAS J. EVANS FOUNDATION PARK

2020 marked 22 years that Foundation Park has been part of Pataskala, made possible by the Thomas J. Evans Foundation. At nearly 78 acres, Foundation Park is the City's largest park and hosts major city events such as the Tractor Show, Fireworks, Easter Egg Hunt in addition to Pataskala's soccer program. Amenities at the park include recreational fields and courts for softball, soccer, basketball, and volleyball and a walking trail. Foundation Park is located in the eastern part of the City adjacent to the South Fork of the Licking River.

Opportunity Areas

- Space for additional active sports fields and better organization of existing sports fields.

- Pave the existing mulch path to provide for handicap accessibility and bicycles.

- Partner with local organizations and businesses to construct an indoor dome facility to support year-round programming.

- Potential to host sports tournaments including soccer and baseball/softball.

- Additional shelter houses could be placed in the park.

- Potential to add additional trails within Conway's Trail.

- Addition of a splash pad feature for summer play.

PARK DATA
Area: 78 acres
Service Area: Citywide
Amenities: Recreational fields, walking path, wooded area, shelter house, concession stands
Access: Automobile access; connected to neighboring subdivision; planned bikeway along South Fork Licking River

Foundation Park Plan Concept

LEGEND:

A Existing Soccer Fields (Typ.)	**F** Fitness Equipment (Typ.)	**K** Small Overlook	**P** Existing Playground
B Gravel Parking Lot (Typ.)	**G** Existing Structure (Typ.)	**L** Volleyball Court	**Q** Indoor Soccer Field, Basketball Courts, & Office
C Tot Lot Playground	**H** Proposed Shade Structure	**M** Tennis Courts	**R** Batting Cages
D Shade Sails	**I** Entry Plaza	**N** Basketball Courts (1 additional)	**S** Enhanced Softball Field
E Perimeter Mulch Fitness Trail	**J** Pond Edge Plantings	**O** Mowed Prairie Trail	

Potential Character

Paving and extending existing paths allows for greater access and connectivity to the City's largest park. With enhancements, the sports fields can serve a variety of functions and attract visitors from across the region.

C. PARKS & OPEN SPACE

PATASKALA MUNICIPAL PARK

Prior to 1998, Municipal Park was the only park located in the City and hosted most community events such as fireworks and Christmas light ceremonies. Located just east of Main Street in the Old Village, Municipal Park houses the City's pool and includes softball and soccer fields, basketball and volleyball courts, a playground, and a shelter house. The park is linked to adjacent neighborhoods via a multi-purpose trail that runs along the South Fork Licking River that is popular with many residents enjoying a walk or a run.
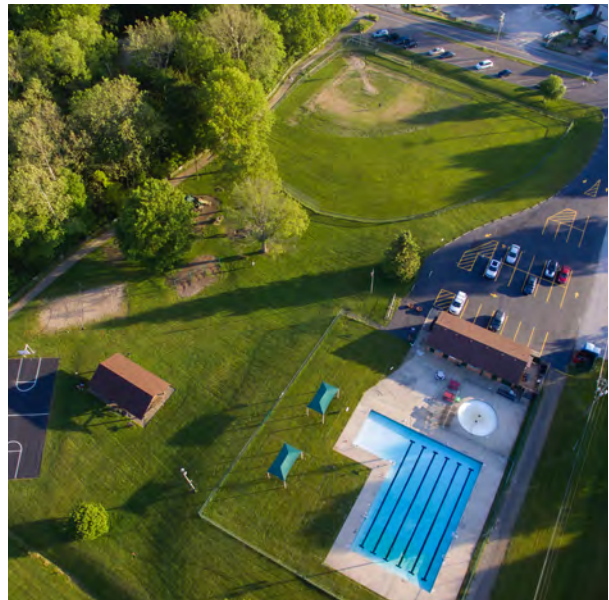
Opportunity Areas

- The existing playground could be updated to improve user experience and attract additional people to the park.

- The addition of shade structures including pavilions and/or shelters would make the park more usable during warmer months and provide space for events such as picnics.

- Improving programming at the pool facility could increase attendance and improve user experience.

- Potential to add a dog park and associated facilities to the eastern side of the park.

- Possibility of adding a multi-generational fitness area.

- Improvements could be added to the existing baseball field including a taller fence adjacent to the parking lot.

PARK DATA
Area: 15 acres
Service Area: Citywide
Amenities: Pool, recreational fields and courts, walking path, shelter house, multi-purpose path
Access: Automobile access; bikeway (planned expansion of path)
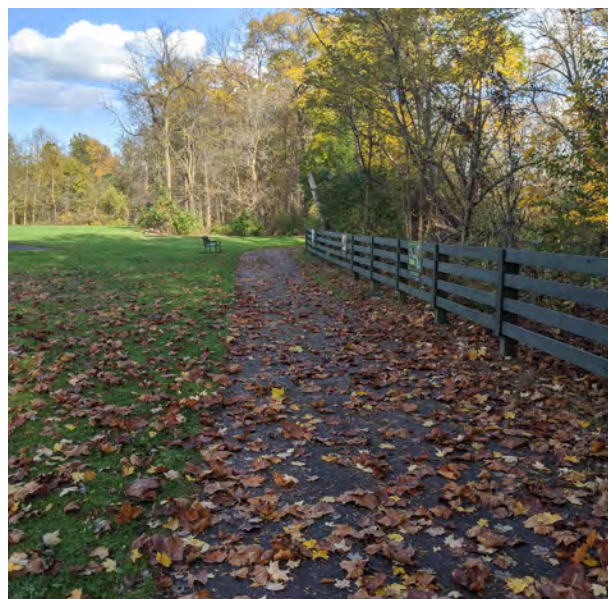
Municipal Park Plan Concept

LEGEND:

A Expanded Parking Lot

B Existing Baseball Field

C 14'-0" Outfield Fence

D Existing Pool

E Splash pad

F Proposed Shade Structure

G Existing Shade Structure

H Asphalt or Gravel Paths

I Small Dog Park

J Large Dog Park

K Dog Agility Course

L Senior Exercise Equipment

M Secluded Stream Overlook

N Existing Playground

O Refurbished Volleyball

P Refurbished Basketball Courts

Q Additional Screening

R Shade Trees (Typ.)

S Ornamental Plants

T Lawn

Potential Character

Additional gathering areas and improved play structures enforce the park's character as a family-friendly, neighborhood park.

C. PARKS & OPEN SPACE

WILLIAM V. KARR PARK

Karr Park is located behind the City Administration building and Police Station off of Broad Street. This 9-acre park includes shelter houses, playground equipment, and a volleyball court. The existing community garden is used for teaching residents interested in gardening. As a result of receiving an ODNR NatureWorks grant, the City is planning significant updates to the park in the future including multi-generational fitness equipment and the addition of paved paths connecting amenities to the park.

Opportunity Areas

- There is an opportunity to connect Karr Park, the Police Station, and the City Administration building to the Old Village through a trailhead connection.
- The community gardens located at this park could be further activated and expanded.
- Potential to partner with ODNR to make Karr Park a Wild School site to provide residents with outdoor education.
- The existing volleyball court could be improved.
- Native trees could be added to improve comfort and aesthetics of the park.
- A small entry plaza could be installed adjacent to the parking lot.
- The existing playground has the potential to be expanded.

PARK DATA
Area: 9 acres
Service Area: Citywide
Amenities: Shelter houses, playground, volleyball court
Access: Automobile access; planned future bikeway

Karr Park Plan Concept

LEGEND:

A Proposed Asphalt Path

B Expanded Playground

C Enhanced Volleyball Court

D Small Entry Plaza

E Park Sign

F Directional Wayfinding Sign

G Shade Trees (Typ.)

H Additional Screening

I Field Game Zone

J Mulch/Gravel Path

K Dog Park

L Connection to Community

M Physical Fitness Zone

N Community Garden

Potential Character

A bike path would connect civic uses surrounding Karr Park with Old Village, while expanding the community garden provides additional non-leisure activities for nearby residents.

C. PARKS & OPEN SPACE

VOLUNTEER PARK

Volunteer Park is centrally located within the City on a property owned by the Thomas J. Evans Foundation. The parks name is derived from the volunteers who spent countless hours bringing the park to life. The official completion of the PRA's renovation and dedication of Volunteer Park occurred in 2020. The park contains recreational fields and a basketball court and soon will be home to youth baseball/softball, basketball, and soccer. The adjacent Pataskala LEADS Center offers many services including a food pantry and clothing.

Opportunity Areas

- There is space and need to expand the additional parking area.

- Improvements to the baseball/softball facilities including dugouts.

- Potential to improve soccer facilities.

- Construction of a multi--use walking path.

- Installation of a garden can supplement the adjacent Pataskala LEADS Center Food Pantry.

- There is an opportunity to expand the existing park area, which would be idea due to its central location within the City.

PARK DATA
Area: 11.6 acres
Service Area: Citywide
Amenities: Recreational fields and courts
Access: Automobile access

Potential Character

Improvements to the parking lot, basketball court, and sports fields would help the park serve its function as an active recreational park for the community.

C. PARKS & OPEN SPACE

FREEDOM PARK

Located on the west side of the City, this 8-acre park has a shelter house, playground, athletic fields, and is home to a Military Flag Display constructed as part of an Eagle Scout project. The park is accessible by roadway and a newly constructed Taylor Road walking path which spans approximately 1.3 miles from Cleveland Road to Freedom Park. The Taylor Road path assist in linking pedestrians and bicyclists to Freedom Park, Liberty Park, and Citizens Park as well as to surrounding areas.

Opportunity Areas

- Constructing a multipurpose path could provide access to nearby parks and to the regional network.

- The addition of shade structures or trees could improve comfort and aesthetics within the park.

- The existing playground could be upgraded to improve the user experience by improving drainage.

- To better utilize the fields, the fields could be programmed to accommodate a variety of soccer games at different ages and abilities.

- The installation of caged basketball courts adjacent to the parking lot.

- An expanded parking would allow more residents to utilize the park who do not live nearby.

PARK DATA

Area: 8 acres
Service Area: Neighborhood
Amenities: Shelter, playground, recreational fields
Access: Automobile access; bikeway

Freedom Park Plan Concept

LEGEND:

A Proposed Asphalt or Gravel Path

B Expanded Playground

C Caged Basketball Courts

D Sand Volleyball Courts

E Shade Trees (Typ.)

F Additional Screening

G Ornamental Plant Material (Typ.)

H Proposed Shade Structure

I Existing Shade Structure

J Wildflower Habitat & Paths

K Existing Memorial

L Expanded Parking Lot

M Open Space (70'x135' multi-use fields with underdrains)

N Lawn

O Existing Play

P Expanded Grill Area

Potential Character

A new multi-use path, shade structures, and shelters improve the comfort of the park and allow for a more diverse range of activities.

C. PARKS & OPEN SPACE

LIBERTY PARK

This 8-acre park is located near Freedom Park in the Taylor Glen subdivision. The main features of the park are the pond and wooded areas. In 2020, there are plans to enhance the park with a multi-use walking path, a nature play area within the wooded area and a stocked pond.

Opportunity Areas

- Constructing a multipurpose path could add a recreational opportunity and better connect the park to nearby parks.

- The addition of shade structures or trees could improve comfort and aesthetics within the park.

- With a relatively large pond, the addition of a fishing dock could be an added amenity for the neighborhood.

- Extend the existing asphalt walking path around the pond.

- Potential to add a shelter with outdoor grills.

PARK DATA

Area: 8 acres
Service Area: Neighborhood
Amenities: Open space, wooded area, pond
Access: Automobile access; sidewalks

Liberty Park Plan Concept

LEGEND:

A Asphalt/Gravel Path

B Gaga Ball

C Shelter/Outdoor Grills

D Nature Play

E Existing Parking Extension

F Existing Wooded Area

G Landscape Green

H Fishing Deck

I Water Aerator

J Small Boulder Overlook

K Existing Bridge

L Existing Mulch Path

M Open Lawn

Potential Character

Improved access through a path and dock enhance the pond's function as a main feature of the park.
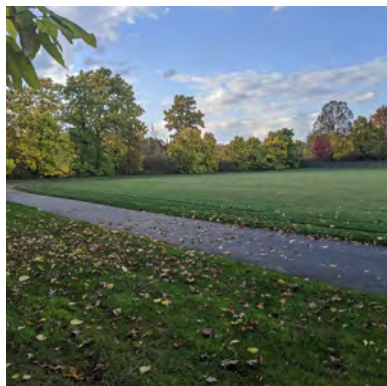
C. PARKS & OPEN SPACE

CITIZENS PARK

This 9-acre passive park is located in the Glenbrooke subdivision on the west side of Pataskala. It features a playground, pond and passive open space. Recently the pond was stocked with fish as part of a Parks and Recreation initiated fishing program. This park is an amenity for the nearby neighborhoods but has the opportunity to be linked into a larger parks and open space network.

PARK DATA
 Area: 8 acres
 Service Area: Neighborhood
 Amenities: Pond, open space, playground
 Access: Automobile access; sidewalks

Opportunity Areas

- The existing playground could be upgraded to improve user experience, including improving drainage.

- The addition of shade structures or trees could improve comfort and aesthetics within the park.

- Improve and expand existing parking area. Improvement to or expansion of the parking area could provide an enhanced user experience.

- There is space within the park for the installation of multi-generational fitness equipment and a basketball court.

- The construction of a perimeter asphalt walking path would link the amenities of the park.

- The open space could be enhanced to multi-use athletic fields to host such activities as flag football.

Citizens Park Plan Concept

LEGEND:

A Dog Park

B Lawn/Fields

C Playground

D Future Playground Expansion

E Parking Lot

F Pond Edge Plantings

G Community Garden

H Basketball Courts

I Perimeter Asphalt/Gravel Path

J Screening

K Shade Trees (Typ.)

L Ornamental Trees (Typ.)

Potential Character

Improved parking allows for greater access to the site, while additional shade structures and upgraded play equipment make the park a destination-location for local residents.

C. PARKS & OPEN SPACE

GREENWAYS OF OPEN AND NATURAL SPACE

Greenways are corridors of open or natural space that can connect across developments to create a cohesive greenway network. Usually located along environmentally sensitive areas or areas with significant resources such as streams, wetlands, woods, hedgerows, and areas of steep elevation, greenways and the linkages they create support preservation of important natural features, protect water and land resources, and support habitat for native plant and animal species.

If undeveloped land is developed, greenways can also help retain the rural character (as described on page 30) and open expansive feel of Pataskala, a feature that is important to many in the community. This is achieved by setting aside areas for open and natural space in a cohesively planned network across developments. As a general guide, Figure 3-11 shows the environmental sensitive areas within the City. If land is developed, this map can be used as a guide with the main focus being to preserve areas within a new development that have significant natural features and connecting across separate developments. This will help provide the community with the long-term environmental benefits, support the rural character, and potentially increase property values by creating a unique natural amenity for nearby residents.

If undeveloped land is developed, open space and areas that are environmentally sensitive should be set aside to create a greenway of open and natural space. These greenways should be cohesively planned across developments to create linkages of natural and open space for the environmental benefits and to preserve the rural character of Pataskala.

Greenways can consist of natural features such as woods and wetlands or open space.

Houses are clustered within a larger site so natural areas of woods or open space can be retained.

Source: Federal Emergency Management Agency (FEMA), 2015 & City of Pataskala, 2020
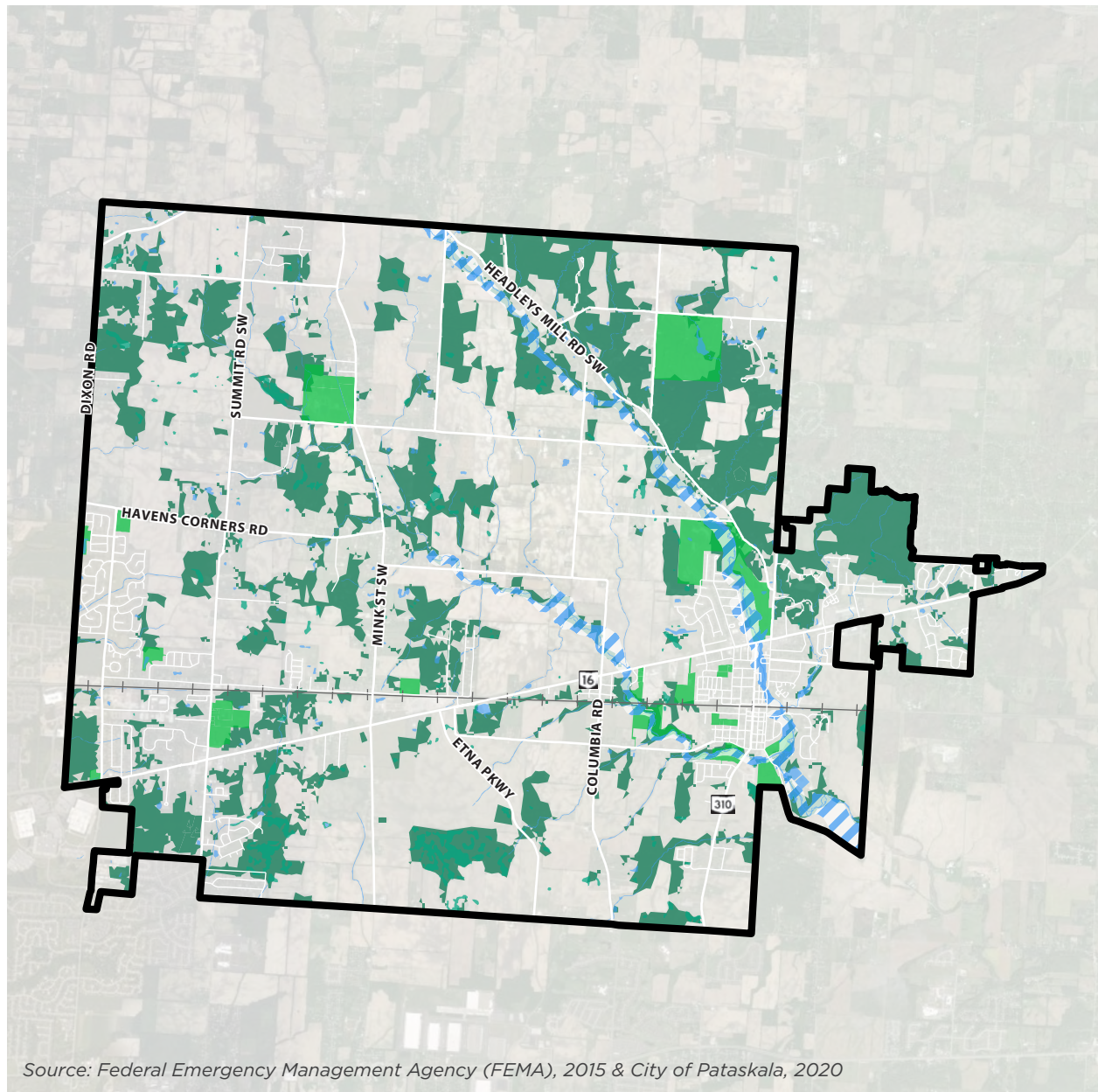
LEGEND		
Park/Open Space	Floodplain 100-year	Wetlands
Surface Water	Tree Cover	

Figure 3-11: Environmentally Sensitive Areas

KEY FINDINGS

BALANCE CONSERVATION AND DEVELOPMENT
The public strongly supported conservation of open space and agricultural lands as well as well-planned for growth.

PROTECT NATURAL FEATURES
The City has a lot of undeveloped land which has helped protect natural features like streams, wetlands, and tree cover. These natural features have economic, environmental, and social benefits.

IMPROVE ACCESS TO PARKS AND RECREATION
Housing with nearby access to biking and walking paths and parks was viewed as a desirable amenity. Currently, park space and amenities are not adequately dispersed to accommodate Pataskala's population.

ENHANCE AND MAINTAIN PARK AMENITIES
The City's parks are in need of expansion and maintenance. Upgrading existing park facilities and expanding amenities and programming can improve resident experience.

GOAL 5 - PARKS & OPEN SPACE

Enhance and expand parks, trails, and open spaces to create a park and recreation system that is easily accessible to all residents and preserves natural areas.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 5.1: Create an open space network throughout the community that is linked and cohesively planned.		
Action 5.1.1: *Link conservation areas through planned developments.*	Ongoing	PZ PR
Action 5.1.2: *Define future trail network, set priorities, and encourage developers to engage in cooperative trail development.*	Medium	PZ PR PS
Action 5.1.3: *Partner with Licking County Park District to support and potentially expand parks and recreation in the City.*	Short	PR
Action 5.1.4: *Partner with non-profits and foundations to support and potentially expand parks and recreation in the City.*	Short	PR
STRATEGY 5.2: Increase the quality and quantity of park space with the goal of serving residents in all areas of the community.		
Action 5.2.1: *Promote and enforce parkland dedication provisions.*	Short	PZ PR

M Mayor	**CA** City Administration	**PZ** Planning/ Zoning	**PR** Parks & Recreation	**EP** Emergency Personnel
CC City Council	**PS** Public Service	**E** City Engineer	**U** Utilities	**LO** Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES
Action 5.2.2: *Link existing and future parks through existing and planned greenways.*	Medium	PR PZ
Action 5.2.3: *Expand regional and neighborhood biking and walking networks.*	Medium	PR PZ
Action 5.2.4: *Review current staffing needs for permanent and seasonal parks and recreation employees and hire additional staff if needed.*	Short	PR CC
Action 5.2.5: *Create and expand programming and events that capitalize on the amenities of the park space.*	Ongoing	PR LO

PRIORITY

STRATEGY 5.3: Improve existing parks through planned maintenance and capital improvement plans.

	TIMEFRAME	RESPONSIBLE PARTIES
Action 5.3.1: Foundation Park: *•Increase capacity and organization of existing active sports fields. •Pave existing mulch path.*	Long	PR
Action 5.3.2: Municipal Park: *•Update existing playground. •Add shade structures. •Add additional pavilions and/or shelters.*	Medium	PR
Action 5.3.3: Karr Park: *•Add a trail head. •Activate and expand the community garden.*	Medium	PR
Action 5.3.4: Liberty Park: *•Add a multipurpose path. •Add shade structures and/or shade trees. •Construct a fishing dock.*	Short	PR
Action 5.3.5: Freedom Park: *•Add a multipurpose path. •Add shade structures and/or shade trees. •Construct shelters. •Upgrade existing playground and improve drainage. •Program multipurpose field to accommodate soccer programs.*	Medium	PR PS E
Action 5.3.6: Citizens Park: *•Upgrade existing playground and improve drainage. •Add shade structures and/or shade trees. •Improve and expand existing parking area.*	Long	PR PS E

C. PARKS & OPEN SPACE

	TIMEFRAME	RESPONSIBLE PARTIES
Action 5.3.7: YMCA: •*Work with the YMCA to add bicycle/pedestrian connection for the neighborhood to the facility. •Create a connection from the YMCA to Karr Park.*	Medium	PR LO
STRATEGY 5.4: Embrace and promote open spaces and programs that elevate the agricultural culture.		
Action 5.4.1: *Program food-related events within the parks system.*	Short	PR
Action 5.4.2: *Create additional opportunities for community gardens within existing parks and in new public spaces.*	Short	PR
Action 5.4.3: *Create a public or public-private park space or community amenity that connects people to a working farm.*	Medium	PR LO
STRATEGY 5.5: Educate the public on the significance of natural resource conservation.		
Action 5.5.1: *Partner with the Ohio Department of Natural Resources, the Licking County Soil and Water Conservation District, and the Licking County Agricultural Department, among others, to provide additional educational programming on natural resources for the community.*	Short	PR LO
Action 5.5.2: *Engage the Licking County Park District to offer educational programming within Pataskala's park system.*	Short	PR LO

M	Mayor	**CA**	City Administration	**PZ**	Planning/ Zoning	**PR**	Parks & Recreation	**EP**	Emergency Personnel
CC	City Council	**PS**	Public Service	**E**	City Engineer	**U**	Utilities	**LO**	Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 5.6: Protect and conserve natural resources and environmentally sensitive areas within Pataskala.		
Action 5.6.1: *Support local organizations, like Licking County River Round Up, that provide volunteer services to clean-up and protect natural resources.*	Ongoing	PR PS
Action 5.6.2: *Encourage property owners to properly manage streams and floodplains on private property to reduce erosion, contamination of waterways, flooding, and habitat degradation.*	Ongoing	PZ PS
Action 5.6.3: *On properties where streams are present, ensure there is an adequate vegetated buffer between streams/floodplains and built structures to protect property and reduce erosion.*	Ongoing	PZ
Action 5.6.4: *When developing properties with existing tree cover, encourage conservation of existing mature trees by incorporating them into site design and landscaping plans.*	Ongoing	PZ
Action 5.6.5: *Encourage developers to incorporate native vegetation into landscape plans to create natural habitat and reduce invasive species within the City.*	Ongoing	PZ
Action 5.6.6: *When developing properties with existing wetlands, discourage draining, filling, or modifying a natural wetland to preserve the wide array of benefits wetlands provide the community.*	Ongoing	PZ

D. Future Land Use

OVERVIEW

The Central Ohio region is expected to grow by up to one million people by 2050 (MORPC, Insight 2050). Pataskala has a significant amount of land that could potentially be developed to accommodate this growth in the coming decades. The Future Land Use map is meant to guide the pattern and character of future growth in Pataskala, so growth is financially and environmentally sustainable and aligns with the aspirations of the community. Developed in concert with the insights, analysis, and recommendations of each element of the Plan, the Future Land Use Map (Figure 3-12) is designed to complement the recommendations of each section. Implementation of the Future Land Use Map in the coming decades, will be integral in achieving the goals and recommendations of this Plan.

USING THE FUTURE LAND USE MAP

Within the Future Land Use Map, areas are categorized by land use types. The land use type descriptions on the following pages include detail to provide direction for future land use decisions, while remaining simple enough to be flexible and serve as a guide. As future land use changes are made, both the map and descriptions should be referenced to ensure land use decisions are in alignment with the intent of this Plan. If land use changes are proposed that are not in alignment, careful consideration should be given to whether that change meets the spirit and objectives of this Plan. See Appendix for a large-scale Future Land Use Map.

INSIGHTS AND ANALYSIS

Insights and Analysis on Future Land Use were gathered through the public engagement process and an assessment of existing conditions, trends, and best practices. The key findings from this analysis directly informed the recommendations in this section.

See pages 100-110 for detailed land use type descriptions and the appendix for an enlarged Future Land Use Map.

HEADLEYS MILL RD SW

SUMMIT RD SW

HAVENS CORNERS RD

MINK ST SW

ETNA PKWY

16

310

LEGEND					
	Conservation Rural		Village Mixed Use		Innovation
	Conservation Suburban		Neighborhood Commercial		Public, Parks, Open Space
	Medium Density Residential		Community Commercial		Agricultural Easement
	Medium Density Mixed Use		Flex Industrial		Schools
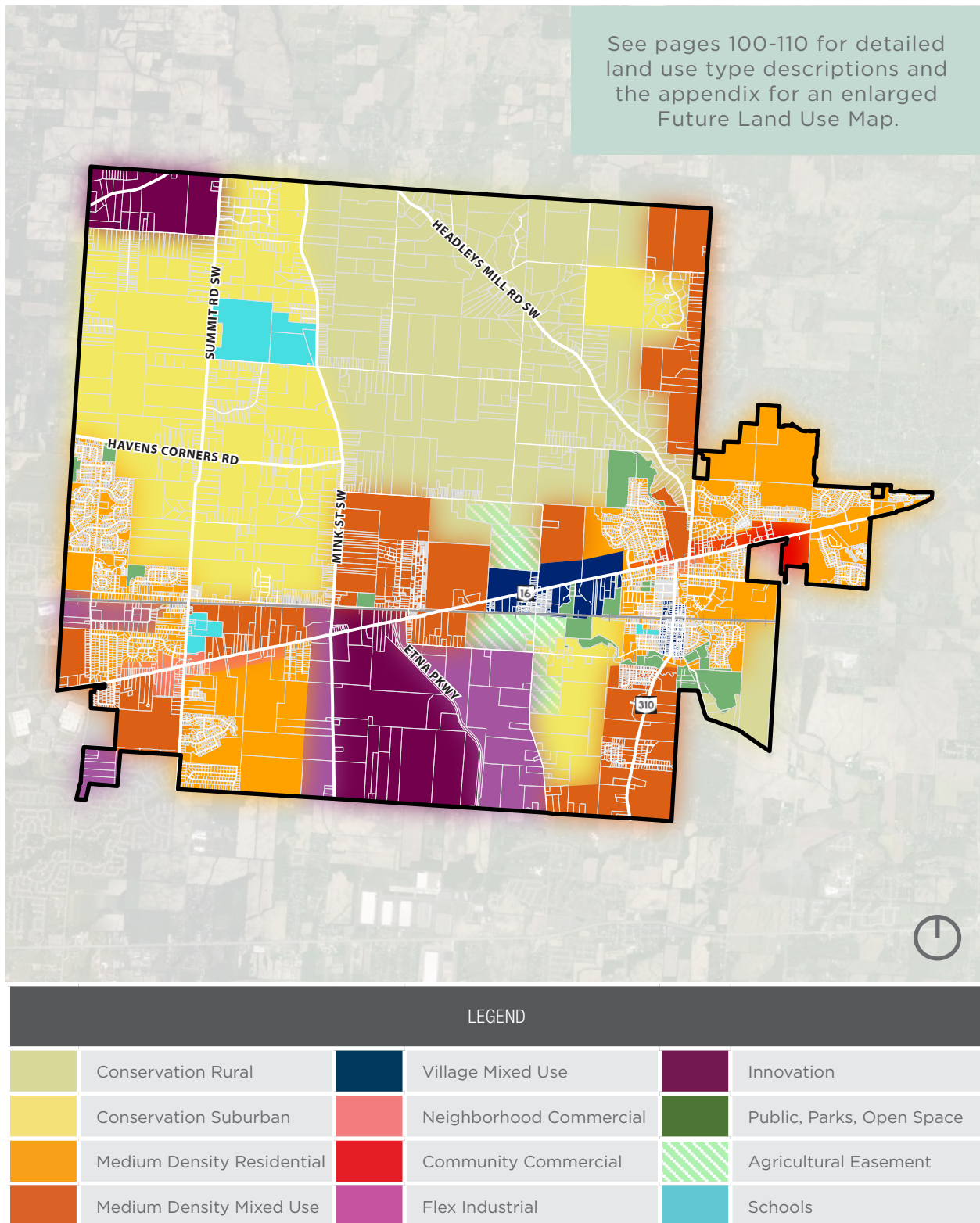
Figure 3-12: Future Land Use Map

The land use descriptions on the Future Land Use Map provide information regarding preference for future land use decisions and is flexible so as to serve as a guide.

D. FUTURE LAND USE

PUBLIC INPUT

Future Land Use is inherently impacted by all sections of this Plan. Therefore, the public input received in all areas influenced the creation of the Future Land Use Map and related land use types and should be referenced for this section.

Community Survey responses prioritized balancing conservation and high quality development and redevelopment that reflects the community's character through site design and materials. (Figure 3-14). Neighborhood oriented retail and redevelopment in existing corridors was preferred over big-box stores. Central gathering places such as a downtown or city center were also cited as priorities. Housing that has access to open space, including trails, parks, and rural

The following responses are related to the City's future land use. Rating questions are based on a 0 to 5 scale and may not include all potential responses, if they do not relate to the section. Full public engagement results can be viewed in the appendix.

● Areas to Grow   *(Public Meetings)*
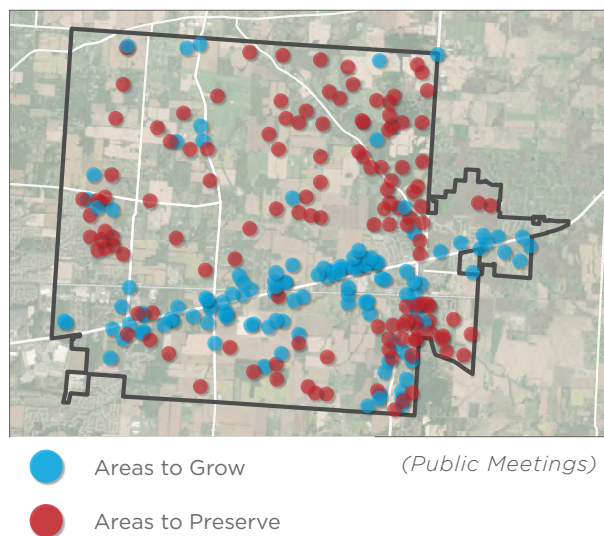
● Areas to Preserve

Figure 3-13: Areas to Grow and Preserve

spaces was important. Similar sentiments were heard throughout the public meetings. People saw opportunities to attract new businesses and visitors to improve the local economy and access for residents to commercial amenities. Participants felt there was a need to expand and increase parks and green space and create more central gathering spaces.

Public meeting participants also showed a preference for growth along major corridors, including Broad Street and S.R. 310, which can be seen in Figure 3-13. North of Broad Street, there was a preference to preserve areas. There was also a preference to preserve areas in the Old Village but this may have been related to historic preservation as opposed to no growth and change at all.

Q: On a scale of 0 to 5, how important is each factor for the City to consider over the next 20 years? *(Showing 8 of 8 factors)*

1. Balance of conservation and development

3.9	4.4
ONLINE	PUBLIC MEETINGS

2. Redevelop existing properties

3.7	3.7

3. Add new commercial, retail, and office

3.4	3.9

4. Create a Downtown or "City Center"

3.4	4.2

5. Expand new mixed use

2.9	3.8

6. Expand new industrial and manufacturing

2.6	3.4

7. Add new housing

2.5	2.7

8. No growth or development

1.8	1.5

(Community Survey and Public Meetings)

Figure 3-14: Future Priorities

EXISTING ZONING

Existing zoning within the City is categorized by 16 zoning classifications. Generally, north of Broad Street is zoned for lower density residential and agriculture classifications. Along Broad Street and S.R. 310, residential uses increase in density. Commercial and industrial uses are zoned along Broad Street and south of Broad Street.

The high number of classifications can add unnecessary complexity for potential business or home owners. Over time, as the zoning code is updated to reflect the Future Land Use Map, simplifying the number of zoning classifications should be considered.

LEGEND			
Agriculture	Med-High Density Res.	Manufactured Home	General Business
Rural Residential	High Density Res.	Professional Research-Office	Light Manufacturing
Med-Low Density Res.	Village Single Family Res.	Downtown Business	Planned Manufacturing
Medium Density Res.	Multi-Family Res.	Local Business	Planned Development
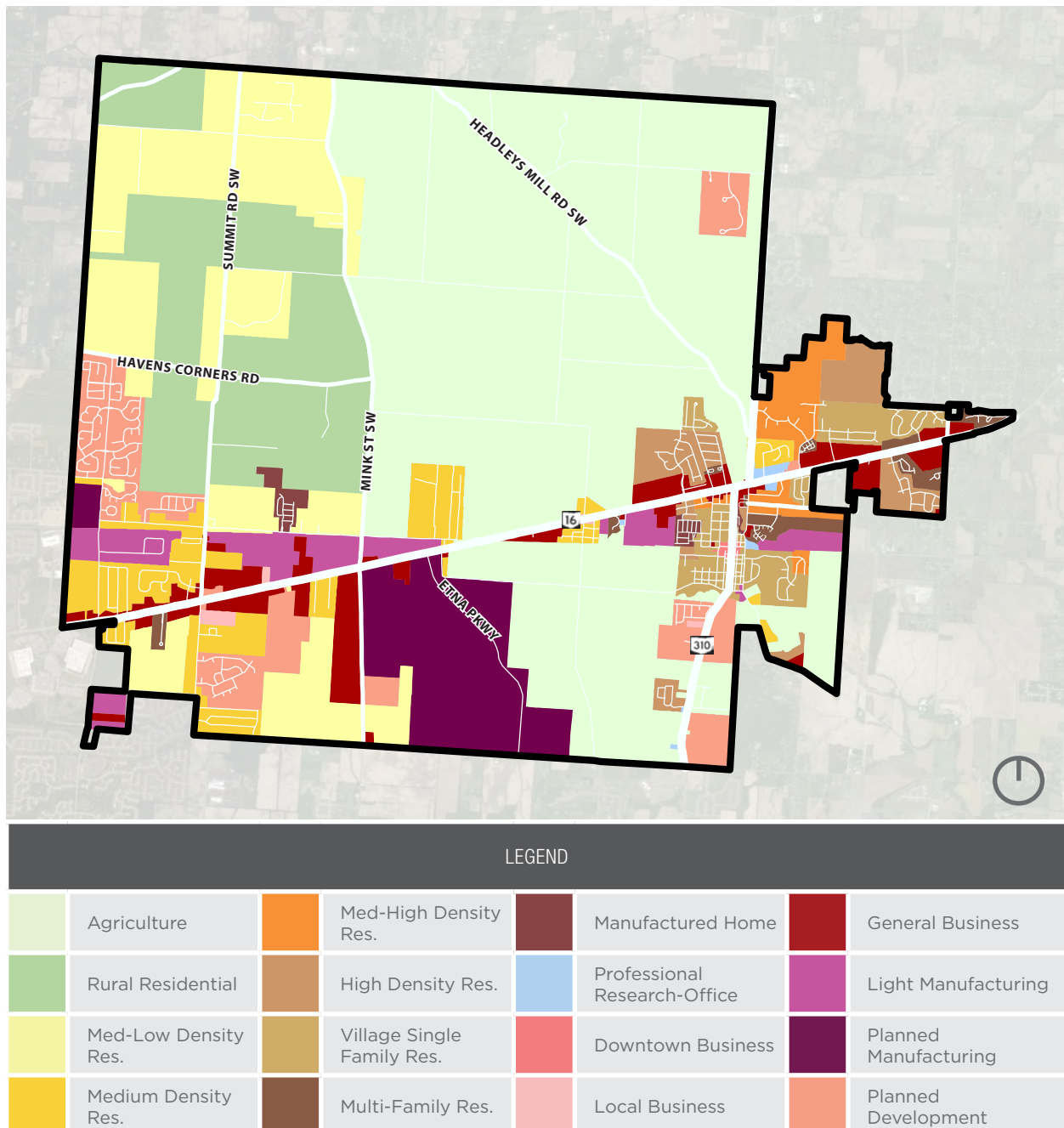
Figure 3-15: Existing Zoning

D. FUTURE LAND USE

EXISTING LAND USE

Approximately 66% of the City's land area is in agriculture and vacant use. This equates to roughly 8,000 acres of land that is developable, creating potential for Pataskala to grow while conserving land to retain its rural charm and character.

At the same time, over 25% of city land use is in residential use and only approximately 3% is in industrial, commercial, or office use. A lack of income generating land use types, such as industrial and commercial, may place a burden on city finances. It is important to balance these uses, in order to sustain finances within the city.

Citizen's Park, on the west side of Pataskala, is mostly surrounded by residential neighborhoods, increasing accessibility to greenspace for residents.

Parks & Open Space (1.4%)

Commercial (1.0%) **Office** (1.0%)

Industrial (1.2%)

Government/ Institutional (2.7%)

Undeveloped (7.5%)

May not total 100% due to rounding. (City GIS Land Use Data)

Residential (26.1%)

Agriculture (58.6%)

66% Ag/Vacant

Nearly two-thirds of Pataskala's land area is in agriculture or vacant use and may be developed, in some capacity, in the future.
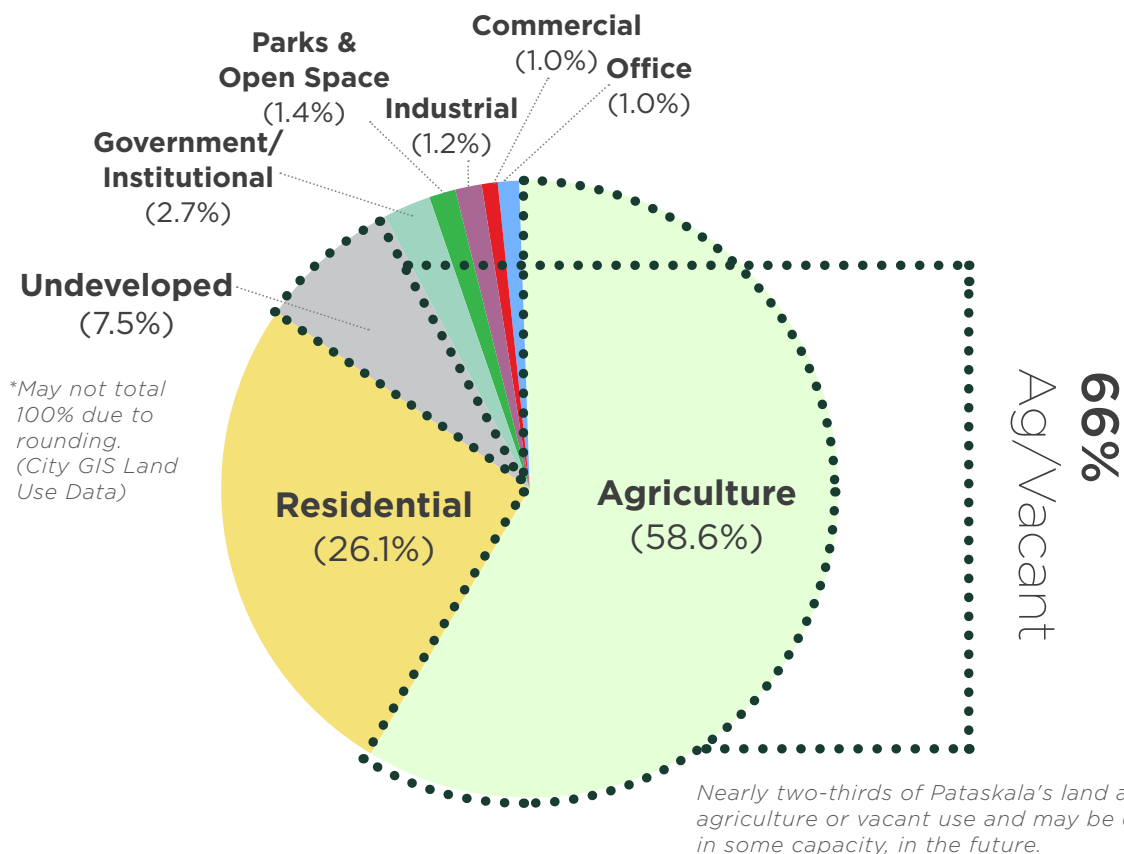
Figure 3-16: Existing Land Use Breakdown
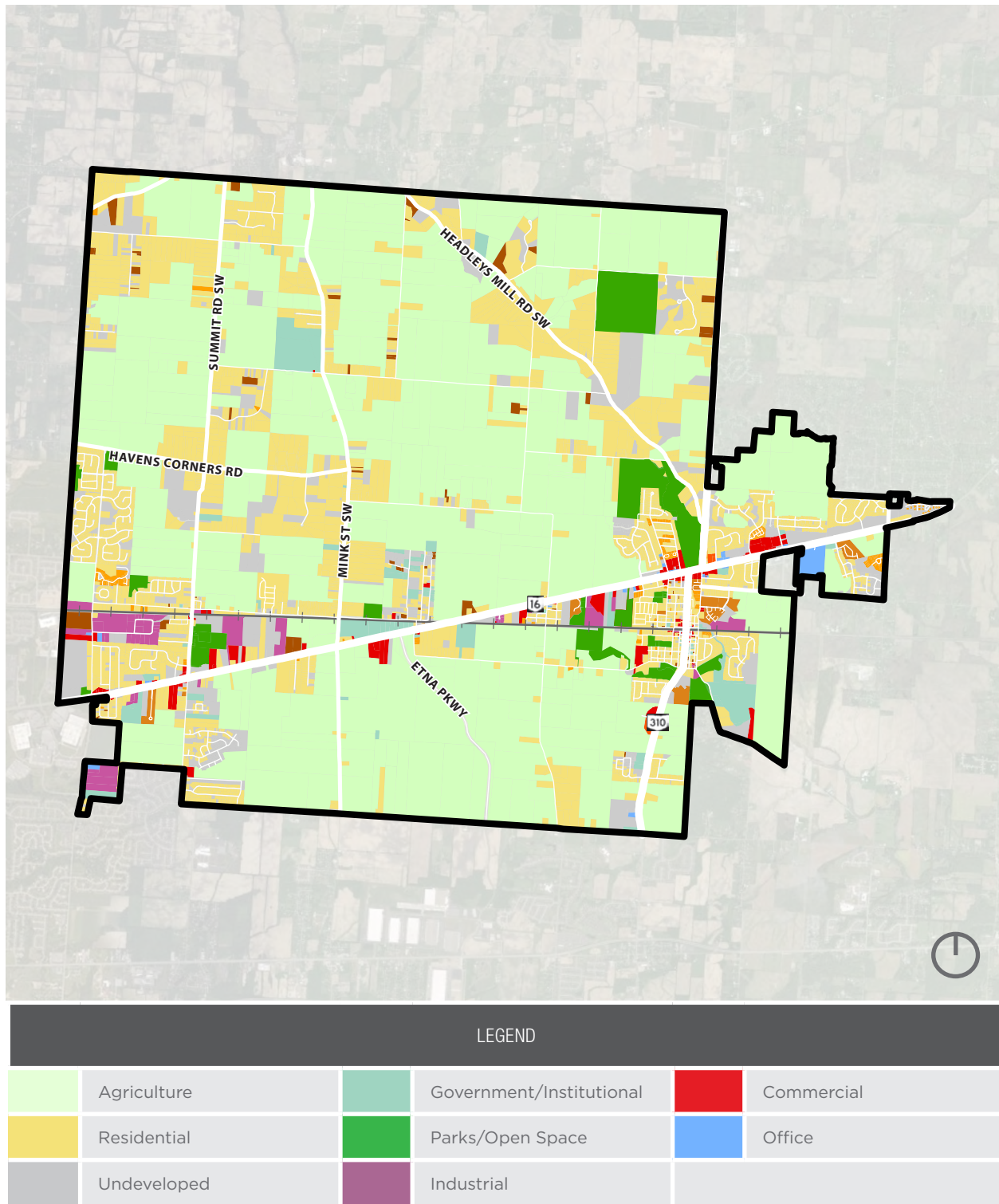
Figure 3-17: Existing Land Use

D. FUTURE LAND USE

AGRICULTURE IN THE CITY

Over the years, agriculture has diminished within the City, but it still represents a significant part of Pataskala's heritage. Protecting some of this agricultural heritage will be important for Pataskala's culture and local economy, as well as contributing to the sense of place. There are several programs that can be used to protect or support agriculture at the local, state, and federal level.

Licking Land Trust

The Licking Land Trust is dedicated to the protection of greenspace and natural landscapes including wetlands, woodlands, farms, riparian corridors, and scenic vistas, in Licking County (Licking County Land Trust). The organization does this through education and outreach, and the acquisition of land through conservation or agricultural easements. Within the City, there are two farms that are protected with easements. This includes Old Maid's Lane Farm (40 acres) and Brush Farm (64 acres). Both are located north of Broad Street and east of Mink Street. Another is Hohmann Farm (217 acres) located on Mill Street which donated the farm rights to the Ohio Department of Agriculture ensuring the land will remain as an agriculture use. The Licking Land Trust is an important partner within the City to help conserve and protect land resources.

Prime Farmland

Conserving adequate farmland can be important for food production, preserving rural heritage, biodiversity, and environmental quality (American Farmland Trust). Identified by the National Resources Conservation Service (NRCS), prime farmland includes areas that have the soil quality, growing season, and moisture supply to sustain high crop yields. As seen in Figure 3-18, the vast majority of Pataskala's land has been identified as Prime Farmland. Preserving some of this farmland in Pataskala will be important for increasing access to local foods, improving the economy, and supporting the City's rural heritage. However, a prime farmland designation does not necessitate a certain land use, such as agriculture. The locality for the area has the responsibility for identifying the ultimate land use with respect to the local needs of the community and the food system.

Much of Pataskala's current landscape consists of cropland.

Prime Farmland
Farmland of Local Importance
Not Prime Farmland
Surface Water
Floodplain
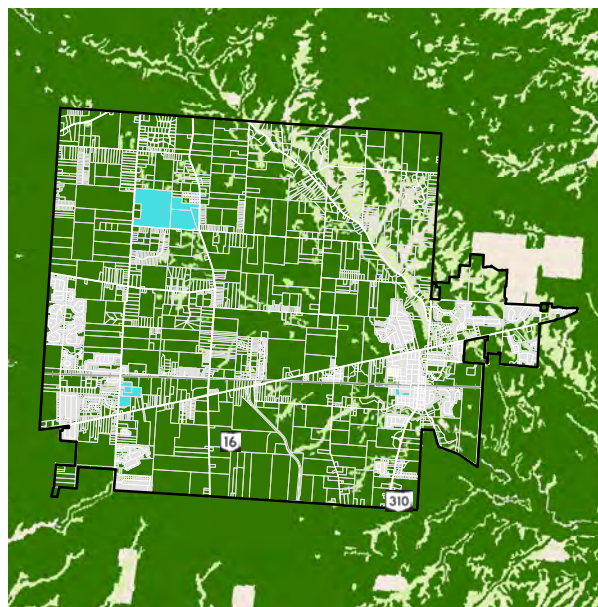
(National Resources Conservation Service, 2017)

Figure 3-18: Prime Farmland

KEY FINDINGS

BALANCE OF OPEN SPACE AND DEVELOPMENT.
Conservation of open space and rural character was supported by the community. This is also a part of Pataskala's heritage and adds to its unique quality of place within the region.

ENCOURAGE HIGH-QUALITY DEVELOPMENT
The public supports development with strong neighborhood character and high quality materials and design. Creating development with these qualities may require newly defined development standards.

PLAN FOR POTENTIAL POPULATION GROWTH
With the region expected to grow by up to one million people by 2050, Pataskala should create a plan to direct new growth over the coming decades.

BALANCE DEVELOPMENT AND FISCAL HEALTH
The vast majority of land use in the City is agriculture, residential, or vacant. These land uses, although adding to the sense of community, may not contribute enough to the fiscal health of the City.

SUPPORT SMALL-FORMAT COMMERCIAL
Overwhelmingly, the community preferred smaller, neighborhood retail as opposed to large-format, big-box stores. Along commercial corridors, creating nodes for small businesses will create the character and commercial amenities that the community desires.

D. FUTURE LAND USE

RECOMMENDATIONS

The following recommendations including Land Use Types related to the Future Land Use Map support the desired land use and character within the City. This also takes into account the discussion regarding population which began on page 24.

LAND USE TYPES

The Land Use Types table summarizes the desired future character and form for each land use type. More in-depth descriptions for each land use are provided on pages 100-110. **These descriptions are intended to be a general guide for how development may occur in the future, not a rigid set of standards.**

Definitions

- **Land Use -** Describes the variety of ways (i.e. residential, commercial, etc.) people make use of the land.

- **Height -** Describes the general height of a building in number of stories.

- **Lot Coverage -** The percentage of floor area of a site occupied by a building or structure.

- **Site Coverage -** The percentage of an entire development allocated to development or open space.

- **Development Intensity -** The approximate concentration or compactness of buildings on a site.

- **Front Setback -** The minimum distance between the front edge of a site and the building on the site.

- **Parking -** General requirements related to parking standards including location and screening.

- **Recommended Uses -** The proposed development type for a site.

Land Use: Detached Single Family Residential

Parking: Rear of building

Height: 2 stories

Front Set Back: 15 feet

Lot Coverage: 40% (approximate)
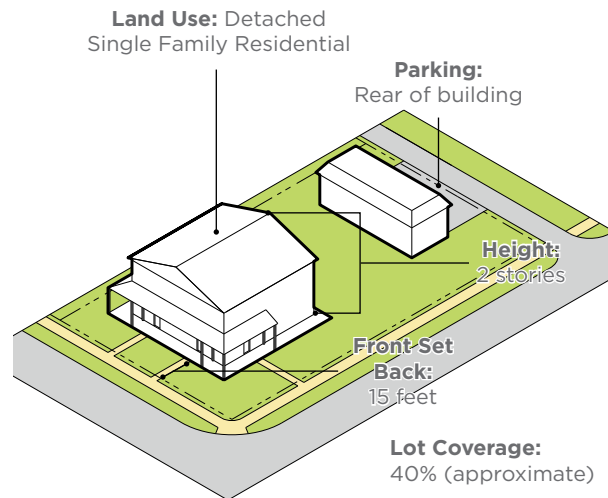
Figure 3-19: Definitions Diagrams - Lot

Site Coverage: 50% developed (approximate)

Total Site
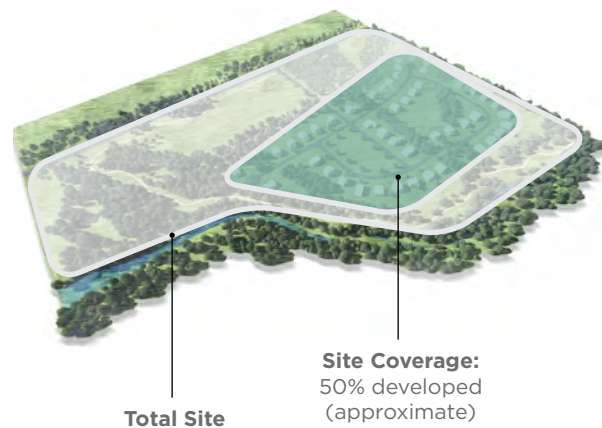
Figure 3-20: Definitions Diagrams - Site Coverage

	LAND USE	HEIGHT	FRONT SETBACK (*)	PARKING	LOT/SITE COVERAGE / DEVELOPMENT INTENSITY	RECOMMENDED USES
	Conservation Rural	1-2 stories	30-100 ft	--	50% max. gross site area -or- 1 unit/10 acres	• Detached Single Family
	Conservation Suburban	1-2 stories	25-100 ft	--	50% max. gross site area -or- 1 unit/2 acres	• Detached Single Family
	Medium Density Residential	1-3 stories	25-100 ft	--	35-50% max. gross site area -or- 2-6 units/acre	• Detached Single Family
	Medium Density Mixed Use	1-3 stories	10-100 ft	Rear or side of building, screen from street/neighboring uses (multifamily/commercial only)	30-50% max. gross site area -or- 5-10 units/acre; less than 30,000 sf/acre	• Detached/Attached Single Family • Multifamily • Retail • Office
	Village Mixed Use	1-3 stories	10-50 ft	Rear or side of building, screen from street/neighboring uses (multifamily/commercial only)	30-50% max. gross site area -or- 10-15 units/acre; 20,000 - 40,000 sf/acre	• Detached/Attached Single Family • Multifamily • Retail • Office
	Neighborhood Commercial	1-3 stories	25-50 ft	Rear or side of building, screen from street/neighboring uses	30-50% max. gross site area -or- Individual buildings > 20,000 - 30,000 sf/acre	• Retail • Office
	Community Commercial	1-2 stories	25-50 ft	Screen from street/neighboring uses	30-50% max. gross site area -or- 10,000 - 14,000 sf/acre	• Retail • Office
	Flex Industrial	1-2 stories	25-200 ft	Screen from street/neighboring uses *Permitted in front setback with substantial landscaping.*	30-40% max. gross site area -or- 10,000 - 15,000 sf/acre	• Industrial • Office
	Innovation	1-2 stories	25-200 ft	Screen from street/neighboring uses *Permitted in front setback with substantial landscaping.*	20-30% max. gross site area -or- 10,000 - 20,000 sf/acre	• Industrial • Office • Retail
	Parks & Open Space	--	--	--	--	• Public Services • Park • Recreation • Natural Area • Golf Courses

* - front setbacks are dependent on the defined roadway character as outlined in Chapter 4.

CONSERVATION RURAL

Description

Conservation Rural allows for single family homes that are clustered within a larger site to reduce land consumption and preserve natural features.

- **Rural Character** should be incorporated in various elements (landscape features, large setbacks, rustic architecture, open space) to emphasize the natural and serene beauty of the area.

- **Development Intensity** in this area should be one dwelling unit per 10 acres. Higher net densities may be achieved through open space dedication, as long as the overall density does not exceed one unit per 10 acres, unless density bonuses allow.

- **Open Space** should consist of 50-70% of the site and primarily include preservation areas where land has been restored to its natural state and sensitive features are protected. Recreational paths can be included within open space. Landscaping consisting of native plants that require little care and support a variety of habitats is encouraged.

- **Architecture** should complement the pastoral surroundings and buildings should be made of natural, high-quality materials. Houses should have front porches, with parking and garages located to the side or rear. Accessory structures such as greenhouses are permitted and should complement the primary structure.

- **Roadways** should have a rural character with narrow street widths and streetscapes that include trees and green stormwater infrastructure.
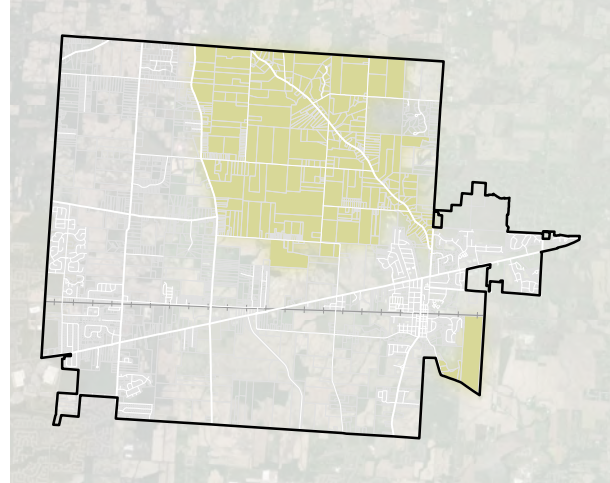
Development Character

Zoning District	AG
Height	1-2 stories
Lot/Site Coverage/ Development Intensity	50% maximum gross site area -or- 1 unit / 10 acres (density bonuses may be considered as defined in the Pataskala Zoning Code)
Front Setback	30-100 ft *(can be included as part of Lot/Site Coverage)*
Parking	--
Open Space	50% minimum gross site area
Recommended Uses	• Detached Single Family

Distinct architecture and natural materials create attractive neighborhoods within the landscape.

CONSERVATION SUBURBAN

Description

Conservation Suburban is characterized by a clustering of single family homes at a higher density compared to Conservation Rural.

- **Rural Character** should be incorporated in various elements (landscape features, large setbacks, rustic architecture, open space) to emphasize the natural and serene beauty of the area.

- **Development Intensity** in this area should be one dwelling unit per 2 acres. Higher net densities may be achieved through open space dedication, as long as the overall density does not exceed one unit per 2 acres, unless density bonuses allow.

- **Open Space** should make-up at least 50% of the site and primarily include preservation areas where land has been restored to its natural state and sensitive features are protected. Recreational paths should be included within open space and make connections to existing paths whenever possible. Open spaces should be landscaped with native plants that require little care and support a variety of habitats.

- **Architecture** should be diverse within developments utilizing different high quality natural materials and colors. Houses should have front porches, with parking and garages located to the side or rear. Accessory structures such as garden sheds are permitted and should complement the primary structure.

- **Roadways** should have a neighborhood character, with narrow street widths and streetscapes that include trees, lighting, green stormwater infrastructure, etc.
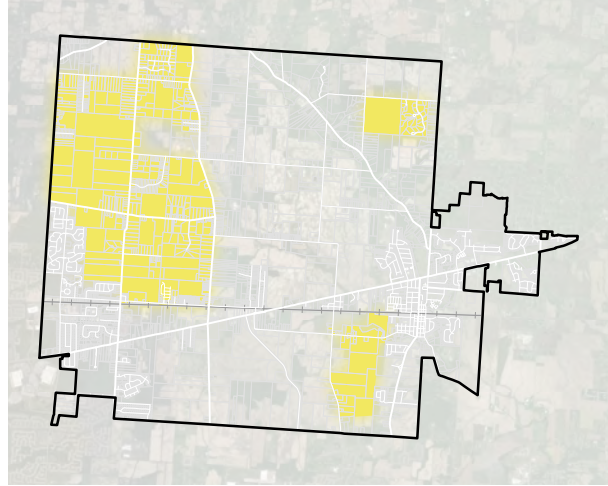
Development Character

Zoning Districts	RR, R-87, R-20, PDD
Height	1-2 stories
Lot/Site Coverage/ Development Intensity	50% maximum gross site area -or- 1 unit / 2 acres (density bonuses may be considered as defined in the Pataskala Zoning Code)
Front Setback	25-100 ft *(can be included as part of Lot/Site Coverage)*
Parking	--
Open Space	50% minimum gross site area
Recommended Uses	• Detached Single Family

Clustered homes preserve large areas of open and natural space, accessible by all residents.

MEDIUM DENSITY RESIDENTIAL

Description

Medium Density Residential is characterized by communities with a range of single family housing options with on-site, shared amenities.

- **Rural Character** should be incorporated in various elements (landscape features, large setbacks, rustic architecture, open space) to emphasize the natural and serene beauty of the area.

- **Development Intensity** in this area may vary from 2-6 units per acre. Walkable areas near major commercial centers may be better suited for higher densities while undeveloped, rural areas may be better suited for lower densities.

- **Open Space** should be incorporated within the site with each resident having access to a park or natural area within a quarter-mile. Preservation of natural features is highly encouraged as well as recreational paths that link to the larger network.

- **Architecture** should be distinct, with high quality, natural materials that create visual interest, especially if visible from the street. Traditional design elements including buildings that face the street, front porches, and windows on each elevation, along with well-planned and maintained landscaping is encouraged. Parking should be to the side or rear and screened from view.

- **Roadways** should promote walkability with short blocks and a lush streetscape, including street trees, green stormwater infrastructure, and lighting with narrow roadways and wide sidewalks. Multimodal options including recreational paths should be included and connect to nearby neighborhoods, schools, parks, and into the greenway network.
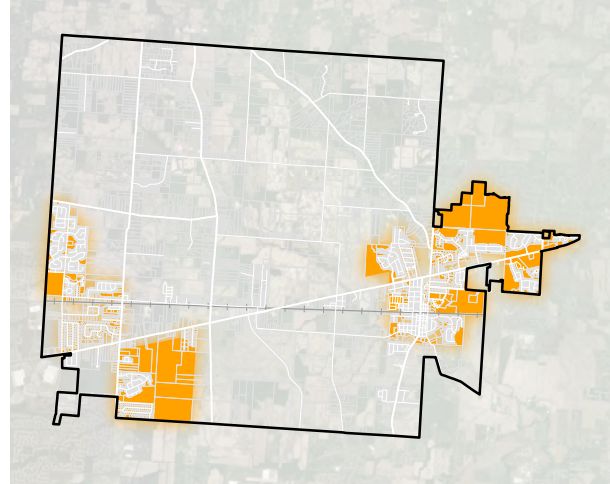
Development Character

Zoning Districts	R-15, R-10, RM, R-7, R-20
Height	1-3 stories
Lot/Site Coverage/ Development Intensity	35-50% maximum gross site area -or- 2-6 units / acre
Front Setback	25-100 ft *(can be included as part of Lot/Site Coverage)*
Parking	--
Open Space	50-65% minimum gross site area
Recommended Uses	• Detached Single Family

A range of single family homes, townhomes, patio homes, and flats provide housing options within the same neighborhood.

MEDIUM DENSITY MIXED USE

Description

Medium Density Mixed Use allows for both residential and neighborhood focused commercial (retail/office) that primarily serves residents within the surrounding neighborhoods or the City.

- **Rural Character** should be incorporated in various elements (landscape features, large setbacks, rustic architecture, open space) to emphasize the natural and serene beauty of the area.

- **Development Intensity** in this area may vary from 5-10 units per acre and less than 30,000 square feet per acre for commercial uses. Higher density residential is encouraged to create an urban environment and support nearby retail.

- **Open Space** including plazas, parks, play areas, water features, and natural areas should be dispersed and inter-linked throughout the development. Creating recreational path linkages is encouraged.

- **Architecture** should reflect an urban environment with buildings that face the street and have narrow, well landscaped setbacks. Buildings should create visual interest on the street with windows and high quality natural materials on each elevation. Parking should be to the side or rear and screened from view or incorporated on-street.

- **Roadways** should be "complete streets" with short blocks that promote all multimodal travel. Parking and a lush streetscape, including street trees, green stormwater infrastructure, and lighting with narrow roadways and wide sidewalks is encouraged. Multimodal options including recreational paths may be included and connect to nearby neighborhoods, schools, parks.
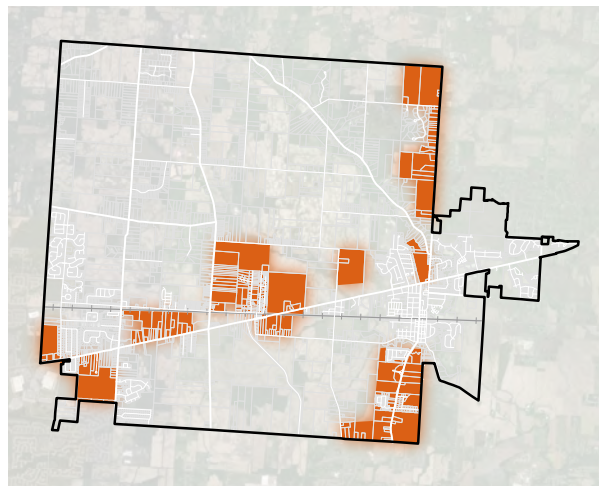
Development Character

Zoning Districts	AG, R-10, PDD
Height	1-3 stories
Lot/Site Coverage/ Development Intensity	30-50% -or- 5-10 units/acre; less than 30,000 sf/acre
Front Setback	10-100 ft *(can be included as part of Lot/Site Coverage)*
Parking	Rear or side of building, screen from street and neighboring uses (multifamily/commercial only)
Recommended Uses	• Detached /Attached Single Family • Multifamily • Retail • Office

A mix of housing and commercial uses create easy walkability for residents to nearby businesses.

D. FUTURE LAND USE

VILLAGE MIXED USE

Description

Village Mixed Use is characterized by a vertical and/or horizontal mix of uses that has high public and private realm features and materials, and is designed at a neighborhood and human scale to promote walkability and social interaction.

- **Rural Character** should be incorporated in various elements (landscape features, rustic architecture, open space) to emphasize the natural and serene beauty of the area.

- **Development Intensity** in this area may range from 10 to 15 units per acre for residential and 20,000 to 40,000 square feet per acre for non-residential.

- **Open Space** should be highly connected and create both small and large places for people to gather including plazas, green lawns, and natural areas.

- **Architecture** should be eclectic and consist of high quality, natural materials. Buildings should be oriented to the street and facades should have character and ample windows to look onto the street and into public spaces. Signage that supports motorized and non-motorized users is important.

- **Roadways** should be narrow and incorporate "complete streets" that promote all modes of travel.
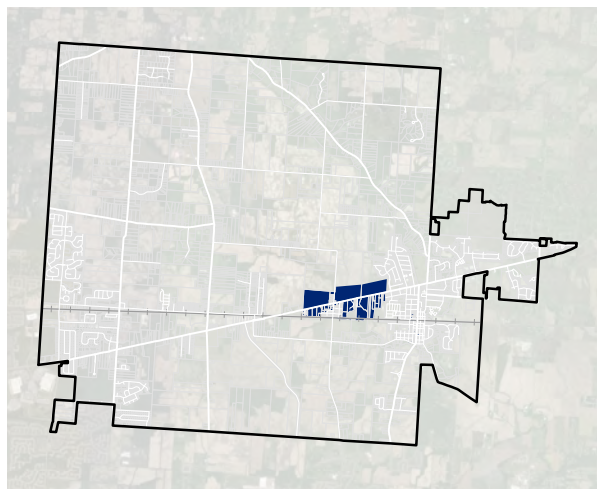
Development Character

Zoning Districts	GB, LB, M-1, DB, R-20
Height	1-3 stories
Lot/Site Coverage/ Development Intensity	30-50% -or- 10-15 units/acre 20,000-40,000 sf/acre
Front Setback	10-50 ft *(can be included as part of Lot/Site Coverage)*
Parking	Rear or side of building, screen from street and neighboring uses (multifamily/commercial only)
Recommended Uses	• Detached/attached single family • Multifamily • Retail • Office

A mix of commercial, residential, and public spaces create dynamic centers for people to live, work, and play.
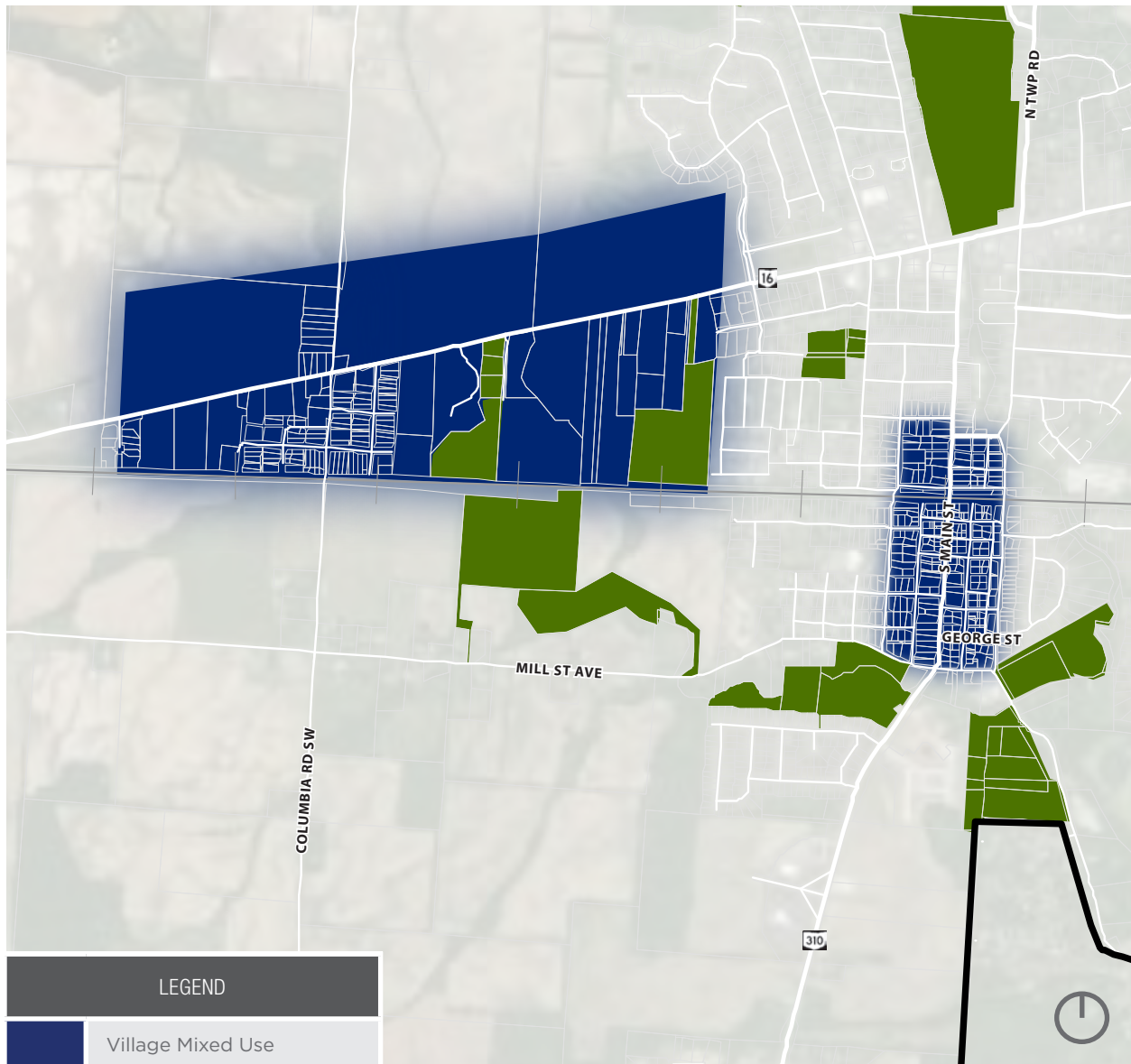
Figure 3-21: Village Mixed Use

NEIGHBORHOOD COMMERCIAL

Description

Neighborhood commercial is characterized by small-scale retail and office uses that complement and support nearby residential uses. Drive-throughs, big box stores, gas stations, and other auto-related uses are discouraged in these areas.

- **Rural Character** should be incorporated in various elements (landscape features and rustic architecture features) to emphasize the natural and serene beauty of the area.

- **Development Intensity** in this area should be high scale, with individual buildings being greater than 20,000 - 30,000 square feet and allow for a mix of uses, integrated vertically and horizontally.

- **Open Space** should be used to define and add character to the space through plazas, water features, small greens, etc.

- **Architecture** should have a distinct presence from the street and be highly-attractive. Buildings should face the street with windows looking onto the street. Landscaping between the building and street should be lush and well-maintained. Parking should be to the side or rear and screened from view. Parking lots should include large landscaped islands that allow room for plant growth and green stormwater infrastructure.

- **Roadways** should promote walkability to nearby neighborhoods with short blocks and a lush streetscape, including street trees, and lighting. Multimodal options including recreational paths should connect to nearby neighborhoods and into the larger greenway network.
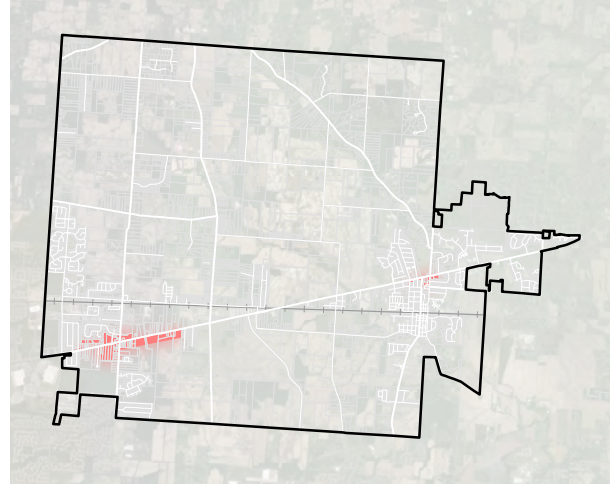
Development Character

Zoning Districts	GB, LB
Height	1-3 stories
Lot/Site Coverage/ Development Intensity	30-50% -or- Individual buildings >20,000 -30,000 sf
Front Setback	25-50 ft *(can be included as part of Lot/Site Coverage)*
Parking	Rear or side of building, screen from street
Recommended Uses	• Retail • Office

Commercial buildings are oriented towards the street and facades consist of high quality materials.

COMMUNITY COMMERCIAL

Description

Community commercial is intended for medium to large-scale commercial uses that serve the regional community. This may include grocery, retail, entertainment, restaurants and large office users.

- **Rural Character** should be incorporated in various elements (landscape features and rustic architecture features) to emphasize the natural and serene beauty of the area.

- **Development Intensity** in this area should be 10,000 - 15,000 square feet per acre.

- **Open Space** should be used to define and add character to a development. Ornamental landscaping within the setback, within parking lots, and along buildings is encouraged.

- **Architecture** elements should be well-designed and include highly-attractive, high quality materials. Buildings should face the street with windows looking onto the street. Attractive signage that does not overwhelm the public realm is encouraged. Parking lots should include large landscaped islands with shade trees and the use of green stormwater infrastructure is encouraged. Shared parking agreements should be utilized when and where appropriate.

- **Roadways** should incorporate "complete street" principles so it is safe and efficient for all modes of travel. Streetscape elements should be cohesive and enhance the public realm. Cross-access drives are encouraged between developments to reduce curb-cuts on major roadways.
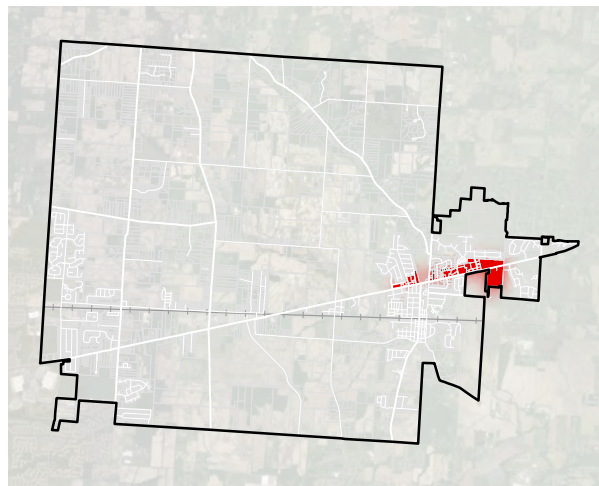
Development Character

Zoning Districts	GB, PRO
Height	1-2 stories
Lot/Site Coverage/ Development Intensity	30-50% -or- 10,000 - 15,000 sf/ acre
Front Setback	25-50 ft *(can be included as part of Lot/Site Coverage)*
Parking	Screen from street and neighboring uses
Recommended Uses	• Retail • Office

Larger, auto-centric uses utilize landscaping to define the street while accommodating access to businesses.

FLEX INDUSTRIAL

Description

Flex Industrial is intended for light industrial users that require space for wholesale, warehousing, and clean manufacturing, packaging, and repair. These uses require extensive buffering from incompatible uses such as residential homes.

- **Rural Character** should be incorporated in various elements (landscape features and rustic architecture features) to emphasize the natural and serene beauty of the area.

- **Development Intensity** in this area may range from 10,000 to 15,000 square feet per acre.

- **Open Space** should be used to define and buffer operations from nearby residential, retail, and office uses and from the street. This could include small greens, lush vegetation, water features, etc. Recreational paths could also be incorporated into open space.

- **Architectural** elements should be distinct to the district. Buildings should face the street and windows and architectural details should be incorporated into all four sides. Parking should preferably placed to the side or rear and screened from view. Parking lots should include large landscaped islands that allow room for plant growth. The use of green stormwater infrastructure is encouraged.

- **Roadways** should allow safe travel for cars, trucks, and freight with consideration for roundabouts where appropriate. Branding signage may also be considered in this area.

- **Parking** lots can be constructed within the front setback, but contain substantial landscape/buffering.
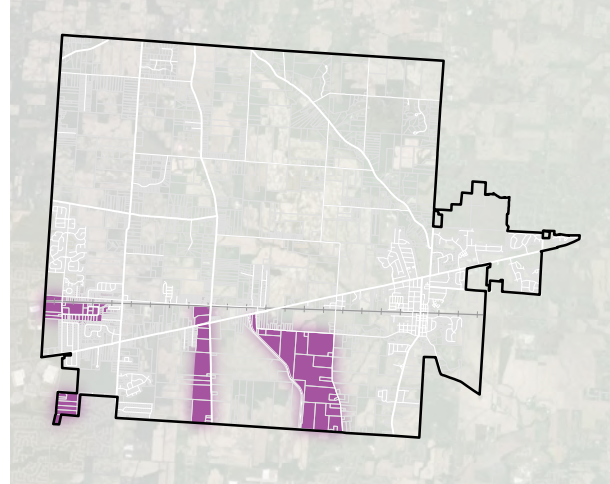
Development Character

Zoning Districts	M-1, PM, GB, AG, R-87
Height	1-2 stories
Lot/Site Coverage/ Development Intensity	30-40% -or- 10,000-15,000 sf/acre
Front Setback	25-200 ft *(can be included as part of Lot/Site Coverage)*
Parking	Screen from the street and neighboring uses
Recommended Uses	• Industrial • Office

Industrial buildings create functionality for their uses while still incorporating design elements such as landscaped entrances and large windows.

INNOVATION

Description

Innovation is characterized by large-scale industrial, research, and office users that demand proximity to local, regional, and national transportation networks and that create and require synergy between adjoining uses and businesses. Innovation uses require extensive buffering from incompatible uses such as residential homes.

- **Rural Character** should be incorporated in various elements (landscape features and rustic architecture features) to emphasize the natural and serene beauty of the area.

- **Development Intensity** in this area may range from 10,000 to 20,000 square feet per acre and allow for large format users.

- **Open Space** should be incorporated into site design as appropriate.

- **Architecture** should be distinct and reflect the creative, innovative qualities of the district. Buildings should face the street with windows looking onto the street and architectural elements on all four sides. Parking should preferably placed to the side or rear and screened from view.

- **Roadways** should allow safe travel for cars, trucks, and freight with consideration for roundabouts where appropriate. Branding signage may also be considered in this area.

- **Parking** lots can be constructed within the front setback, but contain substantial landscape/buffering.
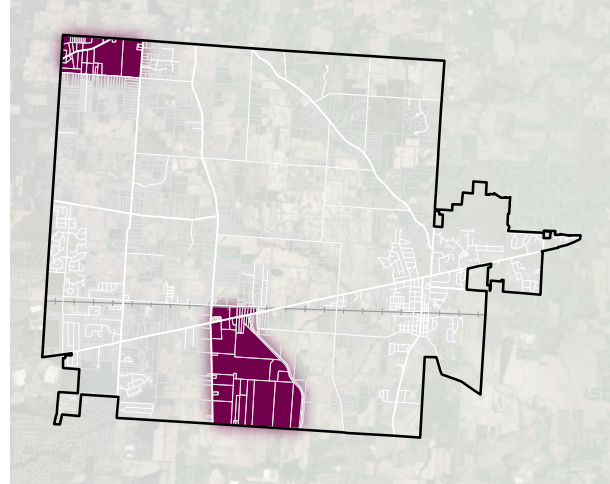
Development Character

Zoning Districts	RR, PM, M-1, GB, PDD
Height	1-2 stories
Lot/Site Coverage/ Development Intensity	20-30% -or- 10,000-20,000 sf/acre
Front Setback	25-200 ft *(can be included as part of Lot/Site Coverage)*
Parking	Screened from the street and neighboring uses
Recommended Uses	• Industrial • Office • Retail

Large industrial buildings incorporate well-landscaped and architecturally distinct entrances to improve building aesthetics.

D. FUTURE LAND USE

PUBLIC, PARKS, & OPEN SPACE

Description

These areas are intended to accommodate public and semi-public uses. Buildings and land owned by the government, libraries, City emergency and service departments, privately and publicly owned schools and universities, as well as private and public parks and open spaces share this development character. Such facilities should be well designed and integrated into their surroundings. Pedestrian access is key on these sites and must be ADA accessible. Structures should be connected to pedestrian and bicycle facilities in the area, and enhanced crossings should be provided to ensure pedestrian safety.

When considering the development of large expanses of greenfield land, it is important to recognize the value of open space and recreational areas and land remaining in its natural state. Residential neighborhoods and mixed-use developments often gain an even greater value when located in proximity to parks and open space. Park facilities should include a range of active and passive uses or activities, and be designed to reduce maintenance expenses. The existing park network should be expanded into new areas of development.
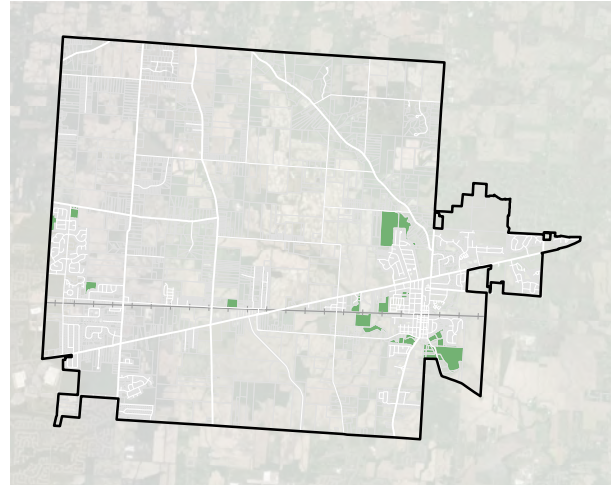
Development Character

Recommended Uses	• Public Services • Park • Recreation • Natural Areas • Golf Courses
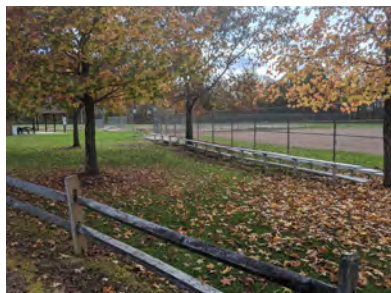
A variety of park spaces within a City create amenities for residents and improve the local environment.
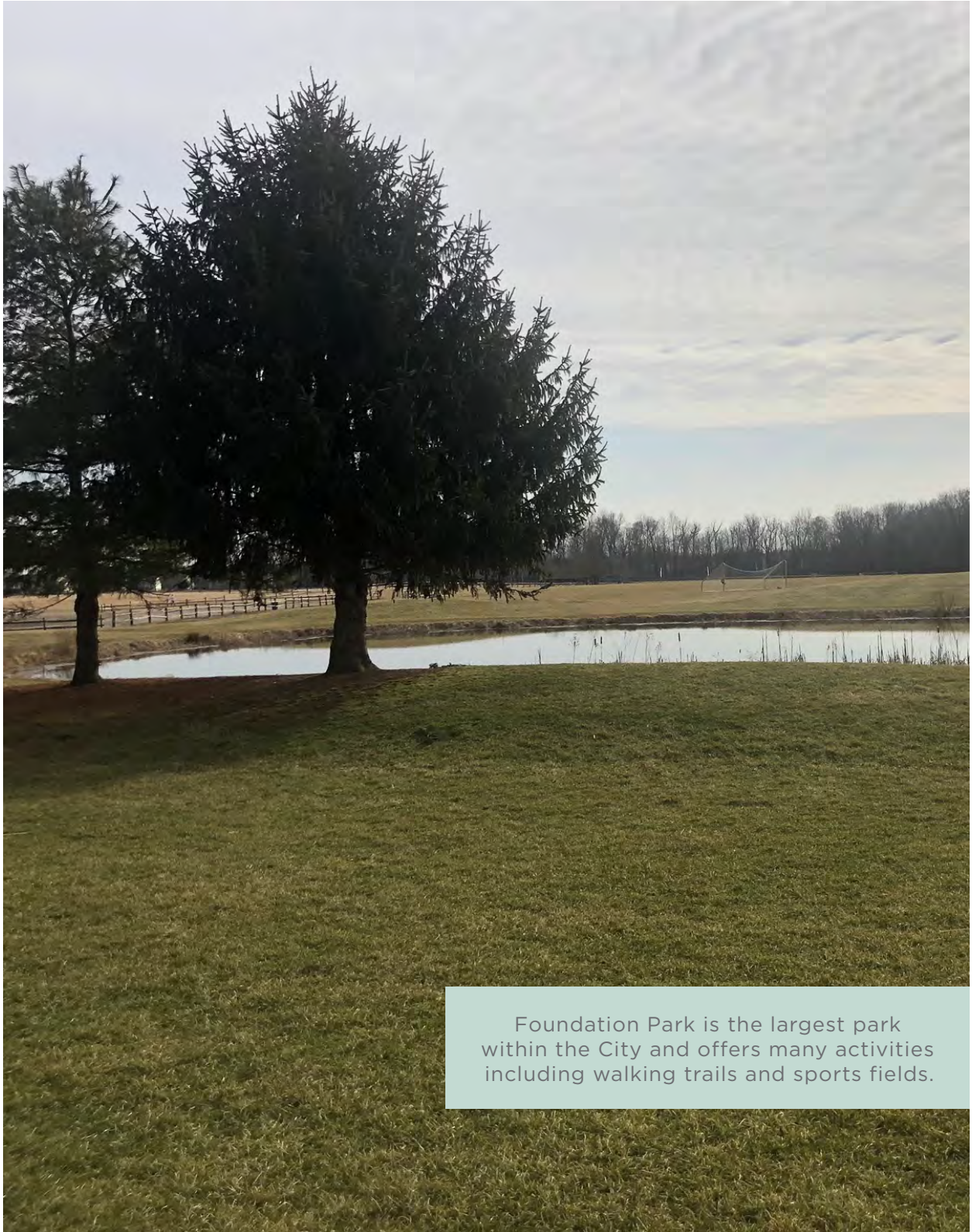
Foundation Park is the largest park within the City and offers many activities including walking trails and sports fields.

GOAL 6 - FUTURE LAND USE

A mix of land uses that balance economic prosperity, open space conservation, and a distinct community character.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 6.1: Guide and promote the quality and character of future development.		
Action 6.1.1: *Update the zoning code with the goal of bringing it into alignment with the Future Land Use Map and Comprehensive Plan.*	Short	PZ CC CA
Action 6.1.2: *Strongly enforce the Transportation Corridor Overlay District (TCOD) along designated corridors.*	Ongoing	PZ PS E
Action 6.1.3: *Strengthen and enhance the TCOD requirements including additional requirements for building orientation, windows, higher quality landscaping, multimodal facilities, etc.*	Short	PZ PS
STRATEGY 6.2: Protect agricultural and open space land resources.		
Action 6.2.1: *Promote agriculture and conservation easements to protect valuable farmland and environmentally sensitive areas, especially along streams, wetlands, and forested areas.*	Ongoing	LO PZ PR
Action 6.2.2: *Ensure building and zoning codes do not inhibit agricultural operations including small-scale agriculture like community gardens, and animal husbandry, within agricultural and conservation districts.*	Medium	PR PZ

PRIORITY

M Mayor	CA City Administration	PZ Planning/Zoning	PR Parks & Recreation	EP Emergency Personnel
CC City Council	PS Public Service	E City Engineer	U Utilities	LO Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES
Action 6.2.3: *Recommend potential agricultural and conservation easements, specifically along greenways, during the development review process.*	Medium	PR PZ
Action 6.2.4: *Coordinate with the Licking Land Trust and Soil and Water Conservation District, among others, to conserve agricultural and open spaces in-line with the Future Land Use Map.*	Medium	PR PZ
STRATEGY 6.3: Plan for new growth and development while being fiscally mindful of the short-term and long-term cost of development.		
Action 6.3.1: *Consider the use of impact fees as a tool plan for and cover the cost associated with future development.*	Short	PZ PS E
Action 6.3.2: *Consider using tax increment financing and other economic incentives as a tool to plan and pay for infrastructure and public improvements.*	Ongoing	CA CC PS PZ

04

INFRASTRUCTURE

A. MOBILITY
B. SERVICES

INFRASTRUCTURE

A. Mobility

OVERVIEW

Mobility within a city can play a major role in a person's experience as a resident or visitor in a community. Mobility networks not only provide access but are a significant portion of the public realm within a city. Providing options for all modes of transportation, including automobiles, bicyclists, and pedestrians, and ensuring safe, reliable conditions, is key to enhancing mobility and creating a well-connected community. This chapter reviews the current mobility network within the City and defines recommendations for both the character and function of future networks.

Future transportation within the City should be a balance of function and character. The transportation component of this plan builds upon the land use recommendations to define a vision for the future transportation network. It establishes a hierarchy of streets and street character to support the future land use and provides strategies to continue to refine and expand the City's roadway network, bikeway network, long-term transit service, and pedestrian infrastructure over the next 10 to 20 years and beyond.

INSIGHTS & ANALYSIS

Insights and Analysis were gathered for the mobility section during the public engagement process and through an analysis of existing conditions and trends. The key findings from this analysis directly informed the recommendations in this section.

PUBLIC INPUT

Improving and maintaining mobility within the City was frequently expressed as a concern by residents throughout the public engagement process. During the issues and opportunities activity with both the public and stakeholders, current issues with traffic and roadway maintenance were cited as concerns. These concerns are not unique to Pataskala. Traffic and maintenance of roadways has a direct impact on residents and many communities express concerns over these issues.

People also expressed a desire to ensure infrastructure, including sufficient roadway capacity, was in place before development occurs. As previously noted, the public looked unfavorably upon "no growth or development." Therefore, some development is acceptable but it should be thoughtfully designed including having adequate infrastructure. Without adequate infrastructure in place, there was concern that traffic would increase on top of it already being an issue. Residents were also concerned about maintenance of existing roadways and the ability to maintain the system in a cost effective manner. This was only more of a concern should additional development occur.

The public engagement process also revealed a desire for additional biking and walking paths. Housing with access to biking and walking trails was highly ranked amongst 10 potential housing characteristics. This shows people desire biking and walking trails as an amenity throughout the City.

During the issues and opportunities activity, many respondents expressed concern with traffic and maintenance of roadways, as development occurs.

The following response is related to the City's mobility. Rating questions are based on a 0 to 5 scale and may not include all potential responses, if they do not relate to the section. Full public engagement results can be viewed in the appendix.

Q: On a scale of 0 to 5, how important are the following housing characteristics when thinking about future residential growth and development? *(Showing 1 of 10 factors)*

Rank 3. Close to biking and walking trails

3.9

Figure 4-1: Community Survey - Mobility

See Chapter 02: Community Identity for additional information and recommendations for the physical realm.

A. MOBILITY

ROADWAYS

Pataskala's two major roadways include Broad Street and S.R. 310, where the majority of drivers access the City. Average daily traffic on these roadways reaches over 10,000. While this traffic level is comparatively much less than nearby communities, the two-lane roads stay very busy. Along Broad Street to the west, in Reynoldsburg and Blacklick Township, average daily trips can reach over 50,000. There are also several secondary roadways within the City that provide access for mostly locals. Traffic along these roadways ranges from hundreds of trips up to approximately 6,000.

In addition to assessing daily trip conditions, the roadway network should also be examined for interconnectivity and flexibility. Currently, Broad Street is Pataskala only east-west connection that traverses the entire City. This lack of redundancy can create travel issues if the roadway is blocked due to congestion, accidents, or maintenance. This lack of connectivity may also further exacerbate the feeling of an east-west divide because it creates a physical barrier within the City. Expanding the east-west street network can increase travel options, safety, and help to physically connect the community.

The source of this data comes from the Mid-Ohio Regional Planning Commission (MORPC) GIS traffic data. Date, 2020.
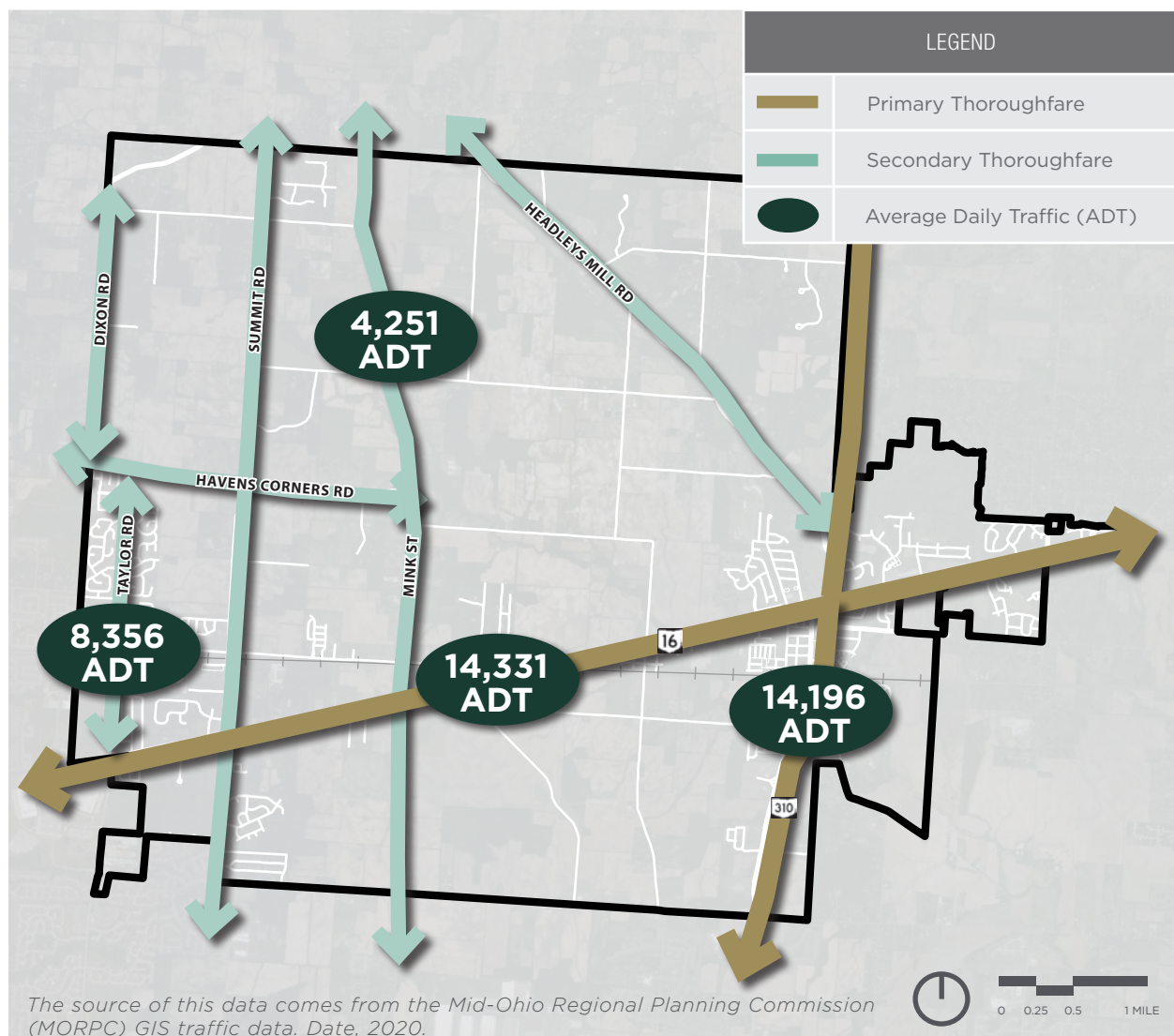
Figure 4-3: Primary and Secondary Roadways

Complete Streets

Complete Streets are defined as roadways planned, designed, and constructed to provide appropriate access to all legal users in a safe and efficient manner. A transportation network comprised of Complete Streets can be easily navigated by travelers of all ages and abilities and across all mobility modes including motorists, trucks, transit, rail, bicyclists, and pedestrians.

Application of Complete Streets is dependent on the context of the community including the community's needs and function of the roadway. Therefore, appropriate design standards and engineering requirements must be balanced to meet users' needs within the context of the street. For example, a Complete Street in a rural area may not include sidewalks and curbs, but could feature a multi-use path on one side of the street to provide a meaningful transportation option in that setting. This means all "Complete Streets" will not look the same.

Features of Complete Streets may include:

- Sidewalks and bike lanes
- Frequent and safe crossing opportunities with accessible pedestrian signals
- Curb extensions and median islands
- Narrower travel lanes and roundabouts
- Accessible public transportation stops

Roundabouts

Intersections typically require stop signs or traffic signals when traffic counts warrant. However, modern, low-speed roundabouts can reduce crashes, accommodate more traffic than traffic signals, cost less, and require less pavement than signalized intersections. Pedestrian crosswalks are located behind the "pause" line for automotive traffic. Although not all intersections are candidates, the roundabout is a viable traffic management tool.

Roundabouts offer many benefits including:

- Safety: Reduction of crashes and fatalities due to slower speeds and no left turns.
- Improved traffic flow: Congestion is alleviated through continuous traffic flow.
- Complex intersection solution: Roundabouts are ideal for 5-legged, sharp intersection, and other unusual intersections.
- Less conflict: Roundabouts offer fewer points of conflict, where crashes may occur.
- Easy maintenance: Given the lack of traffic signals, roundabouts may be easier to maintain and more energy efficient than signaled intersections.

Consider the installation of roundabouts at the intersections of Summit Road and Havens Corner Road, Taylor Road and Havens Corner Road, and Mink Street and Refugee Road.

Roundabouts are becoming increasingly common in Central Ohio. Newark, Ohio installed four roundabouts around its Downtown square.

Roundabouts can be located along a variety of intersections including major thoroughfares.

A. MOBILITY

ACTIVE TRANSPORTATION

Existing Network

A well-connected and accessible transportation network also includes facilities for pedestrians and bicyclists. Within the City, newer neighborhoods tend to have sidewalks while many older neighborhoods and non-residential streets do not have sidewalks. In some neighborhoods, where traffic is low, sidewalks may not be needed or desired in order to preserve the character of the neighborhood. However, pedestrians may need to access commercial, institutional, and recreational facilities located along major roadways. Installing sidewalks or multi-use paths in strategic locations will increase access for those who need it.

Although there are bikeways within the City, they only encompass short distances and are not interconnected. This is because the City has just begun an effort to install bikeways, specifically along Broad Street and S.R. 310. As shown in Figure 4-4, there are three bikeways within the City, including a segment along S.R. 310 and two recreational paths near the Old Village, connecting neighborhoods and park spaces.

Bikeways in Rural Communities

Rural communities have distinct transportation challenges. These cities, more so than nearby urban areas, are designed for high-speed automobile traffic and residents typically travel farther for services and amenities. The resulting network is uncomfortable, unsafe, and inefficient for pedestrians or bicyclists.

As Pataskala begins to implement a bikeway network within the City, there are best practices, unique to rural communities like Pataskala, to consider. Future bikeways within the City should incorporate the following principles.

Connect people to places throughout the City. Bikeways should be cohesive, meaning the network itself is well-connected and the network is connected to meaningful destinations, including civic uses, employment, and retail, among others.

Enhance bicycle safety. In addition to improving connectivity, bikeway networks can address safety
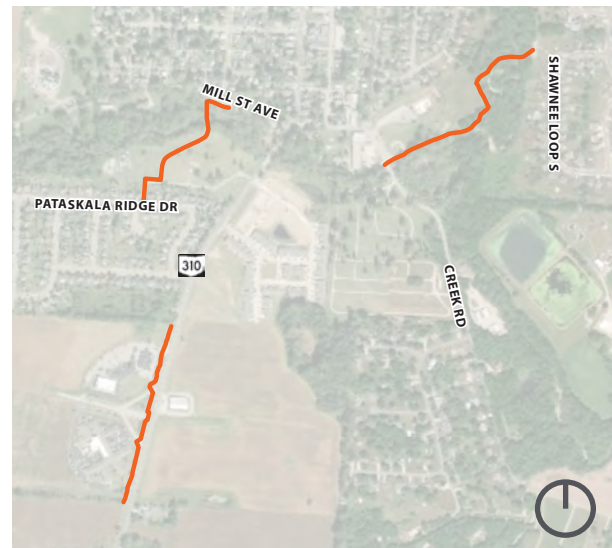
There are three bikeways in the City, all of which are located close to The Old Village.

Figure 4-4: Existing City Bikeways
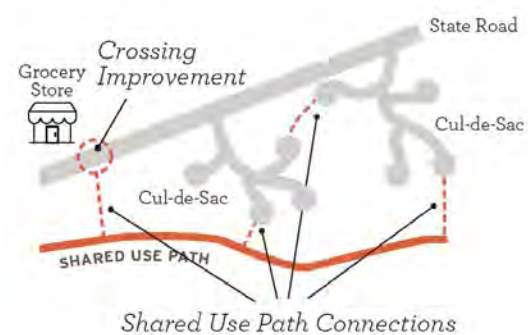
Multi-modal networks can improve connectivity between neighborhoods and to destinations in small towns (Federal Highway Administration, 2016).

Figure 4-5: Rural Multi-Modal Networks

concerns within rural areas. New or enhanced bikeways between institutional and residential uses can provide safer routes to schools and city services for residents of all ages. Creating a separate space for pedestrians and cyclists on particular roadways not only provides protection from automobile traffic, but also serves to decrease interaction with heavy farming equipment and other agriculture uses common in the area. This will mean utilizing different types of bikeway facilities depending on the roadway speed, volume, and surrounding land

uses. While some roadways may incorporate off-road multi-purpose paths, others may require on-street bicycle lanes, advisory shoulders, or paved shoulders.

Improve recreation and health. Bikeways can also serve a primarily recreational function by promoting bicycling as a form of exercise. By increasing the use of bicycles as opposed to automobiles, this can reduce congestion in the City, in turn reducing carbon emissions. Therefore, bikeways are a sustainable investment in resident health and long-term environmental health.

TRANSIT

Existing Transit

While the City does not have transit service, Licking County offers on-demand public transportation for the entire County. This is an important resource, especially for those who are unable to drive or own an automobile. However, as the City's population grows, additional transit options may need to be considered to meet the needs of residents. Many residents within Pataskala commute for work. Creating convenient and efficient transit opportunities from Pataskala to Downtown Columbus and other work centers could improve quality of life for residents and reduce congestion on roadways.

Central Ohio Transit Authority

Currently, COTA has a bus line along Broad Street. However, the line stops at Waggoner Road, about a mile from the city limits of Pataskala. In the future as population continues to grow, COTA may be best positioned to offer public transit for Pataskala residents. This may mean expanding upon this existing line, creating additional lines, or better connecting Pataskala residents to lines through park-and-ride facilities, multi-modal facilities, or shuttles. This expansion; however, should not be considered until Broad Street is expanded to five lanes.

COTA is already planning for its future transit system. NextGen is COTA's recently completed long-range planning effort to identify public transportation needs and opportunities through the year 2050. NextGen considers how future population growth and other trends will shape

A separated, multipurpose path can still provide a comfortable, safe ride for commuters along a busy roadway.

The existing rail line within the City could potentially accommodate passenger rail in the future.

demand for public transportation. Within the plan, 13 potential high capacity transit corridors were identified within the region. This includes a potential bus rapid transit (BRT) corridor along the existing Broad Street line as well as a new commuter rail connecting Downtown Columbus to Newark. Commuter rail is intended to provide fast service in longer, high volume corridors, during peak time periods. Although exact rail alignments and stations have not been proposed, Pataskala could be positioned for access to this rail line should it be constructed. This would greatly change the transportation within the City and could have an impact on growth and development.

KEY FINDINGS

BALANCE FUNCTION AND CHARACTER OF ROADWAYS
Roadways serve many purposes within a community as they support travel and also act as a significant portion of the City's public realm. Balancing the mobility of roadways why improving the character of the community will make Pataskala more desirable for residents and businesses.

ENSURE FUTURE DEVELOPMENT IMPROVES MOBILITY
The public expressed concern over existing congestion and maintenance issues being further exacerbated by additional development. Ensuring adequate mobility infrastructure is in place before development occurs will help relieve this issue.

INCREASE ACCESS FOR BICYCLISTS AND PEDESTRIANS
Access to biking and walking trails was a highly valued characteristic for residents. Although the City does not currently have a fully developed active transportation network, there is opportunity to implement a network as development occurs.

MAINTAIN IN A COST-EFFECTIVE MANNER
Ensuring mobility infrastructure is maintained to provide the best service for the least cost was a concern from residents. This may require prioritizing certain roadways or facilities and utilizing sustainable strategies for maintenance.

RECOMMENDATIONS

Recommendations for mobility within Pataskala include supporting roadway design in-line with the desired character of City streets, creating a bikeway network within the City, and mobility related goals, strategies, and actions to assist in implementation of the Plan.

ROADWAY CHARACTER

As Pataskala continues to develop, the character of the roadway and the amenities offered within each roadway type should support the image of the City and create a complete network for all modes of travel. Although the five roadway character types are general to encompass all the roadways in the City, certain characteristics and amenities should be included to support the form and function of Pataskala's roadways in concert with the future land use map. Arterial roadways are meant to support heavier travel and provide access to commercial uses. Collectors and Rural Roadways have been identified by their natural or rural feel that should be preserved. Main Street and Local Roadways are more human-scale supporting pedestrians and a more urban feel.

Arterial

Arterial roadways should accommodate high traffic volumes, including occasional turn lanes. A multiuse path should be included on one or both sides of the roadway and setback and buffered by plantings from the street, to create a safe and comfortable experience for pedestrians and bicyclists. Buildings may be setback from the street but parking lots should be screened from view and signage should match the architecture of the building. Frequent curb cuts are discouraged to increase safety and improve travel.

ROADWAY DATA
Lanes: 3-5 lanes
Right-of-Way: 120 feet minimum
Pedestrian Realm: Multiuse path on one/both sides, buffered by plantings
Streetscape: Low swale plantings; lawn/tree buffer
Example Roadways: Broad Street, S.R. 310

Trees on both sides of path; natural groupings

R.O.W.

Multiuse Path | Swale Plantings or Storm Sewer | Existing Roadway | Swale Plantings or Storm Sewer | Multiuse Path

R.O.W.

A. MOBILITY

LEGEND
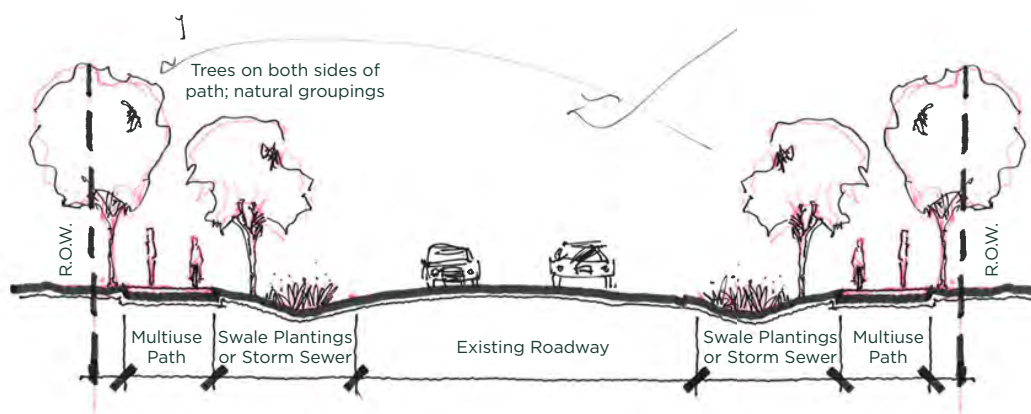
▬	Arterial	▬	Main Street
▬	Collector	▬	Local
▬	Rural Roadway		
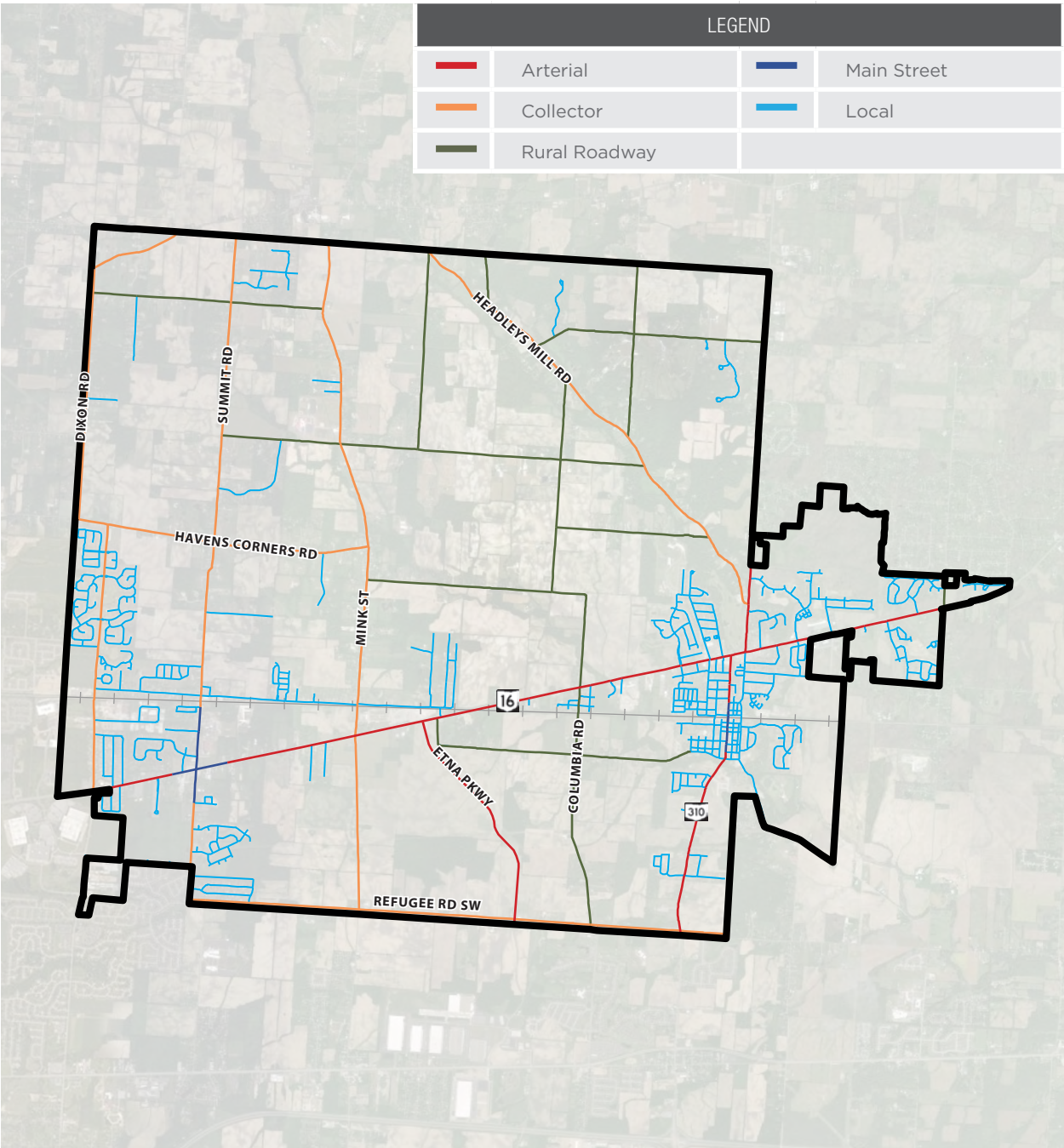
Figure 4-6: Roadway Character

Collector

Collectors are identified by their fast moving traffic and natural or pastoral character, usually serving agriculture or residential uses. Through large setbacks and decorative barriers such as consistent fencing, this pastoral feel should be preserved to support the character of the community. Intersections are usually signed but not signalized. Bicycle and pedestrian facilities, if included, should also sit back from roadway to increase safety and comfort and preserve the pastoral feel.
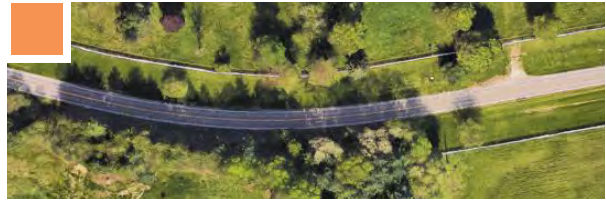
ROADWAY DATA
Lanes: 2-3 lanes
Right-of-Way: 90 feet minimum
Pedestrian Realm: Option for recreational path setback from roadway
Streetscape: Natural vegetation, lawn
Example Roadways: Headley's Mill Road, Mink Street
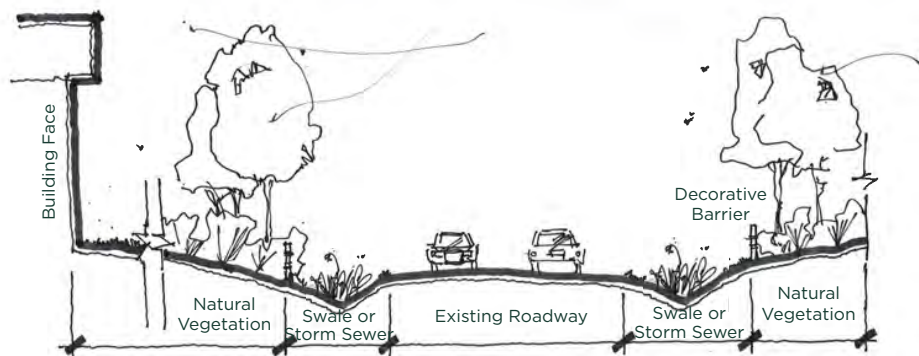
Rural Roadway

Rural Roadways have moderately moving travel lanes and are usually located in agricultural or residential areas. With similar character to Collectors, large to moderate setbacks with consistent plantings are encouraged to preserve the natural and pastoral feel. Intersections are signed but not signalized. Bicycle and pedestrian facilities, if included, should be set back from the roadway due to increased traffic and speeds.

ROADWAY DATA
Lanes: 2 lanes
Right-of-Way: 60 feet minimum
Pedestrian Realm: Multiuse path on one side, buffered by plantings
Streetscape: Low swale plantings; lawn/tree buffer
Example Roadways: Columbia Road, Clark State Road
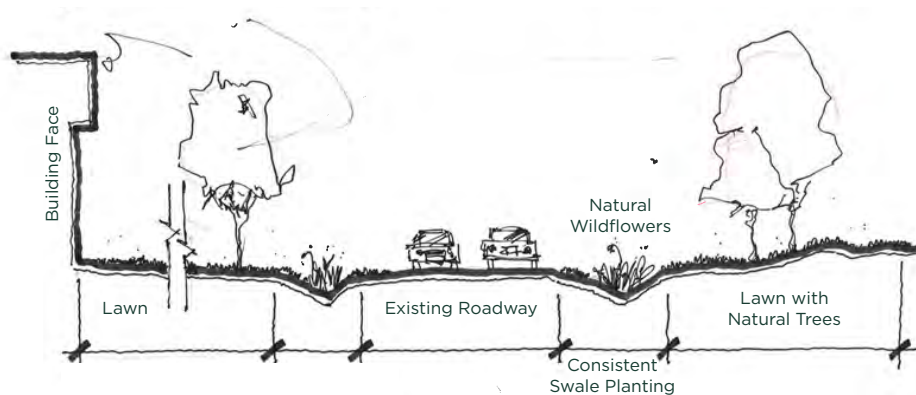
A. MOBILITY

Main Street

Main Street roadways are areas with a mix of uses where the pedestrian is given priority. Street amenities such as consistent premium landscaping, curbing, lighting, and surface treatments should be used. Two travel lanes with on-street parking, and wide sidewalks will slow traffic and improve the pedestrian experience. Signage should be pedestrian scale with projecting signs utilized in walkable areas.

ROADWAY DATA
Lanes: 2 lanes; 2 park lanes
Right-of-Way: 90 feet minimum
Pedestrian Realm: Sidewalk
Streetscape: Street trees; low planters; decorative lighting, banners
Example Roadways: Main Street, Broad Street (some sections)
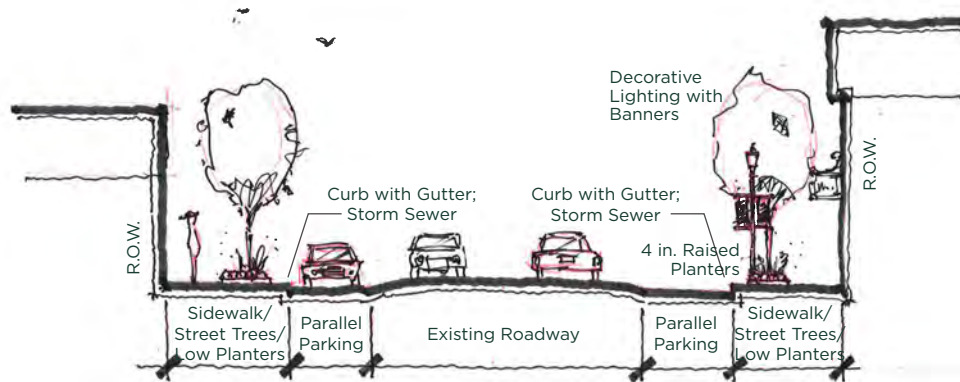
Local

Local roadways are largely residential in nature with two lanes and optional parking on either side. Consistent amenities such as tree lawns and decorative lighting should buffer sidewalks from the roadway, creating a comfortable pedestrian experience and improving the neighborhood aesthetic. Bicycle lanes may be accommodated on busier roadways with striping and/or barriers.

ROADWAY DATA
Lanes: 2 lanes
Right-of-Way: 50-60 feet minimum
Pedestrian Realm: Sidewalks on both sides of the street
Streetscape: Low swale plantings; lawn/tree buffer
Example Roadways: Brooksedge Drive, Cedar Street
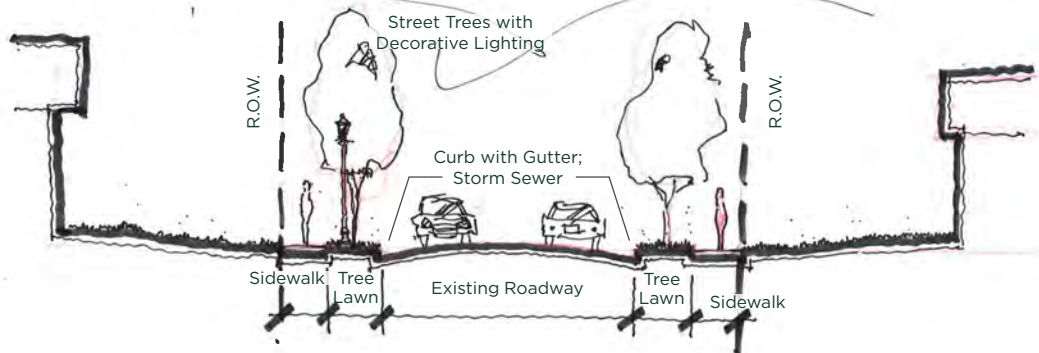
BIKEWAY NETWORK

Creating a bikeway network requires a long-term effort by the public and City Staff, including planning, funding, and implementation of bikeways throughout the City. As additional housing and businesses are built, developers should incorporate the planned bikeway network into their developments.

Proposed bikeways in the City are of two main types: recreational paths and off-street multi-purpose paths.

Recreational paths are primarily intended for recreational purposes, to connect park spaces and to follow natural areas like streams and woodlands. These trails are mainly an amenity for residents and visitors but can also better connect people to destinations.

Off-street multi-purpose paths, like the Taylor Road path, are separated bikeway facilities that run along roadways. These can be used recreationally, but are primarily intended as a means of transportation for residents to travel to schools, work, services, and for shopping.
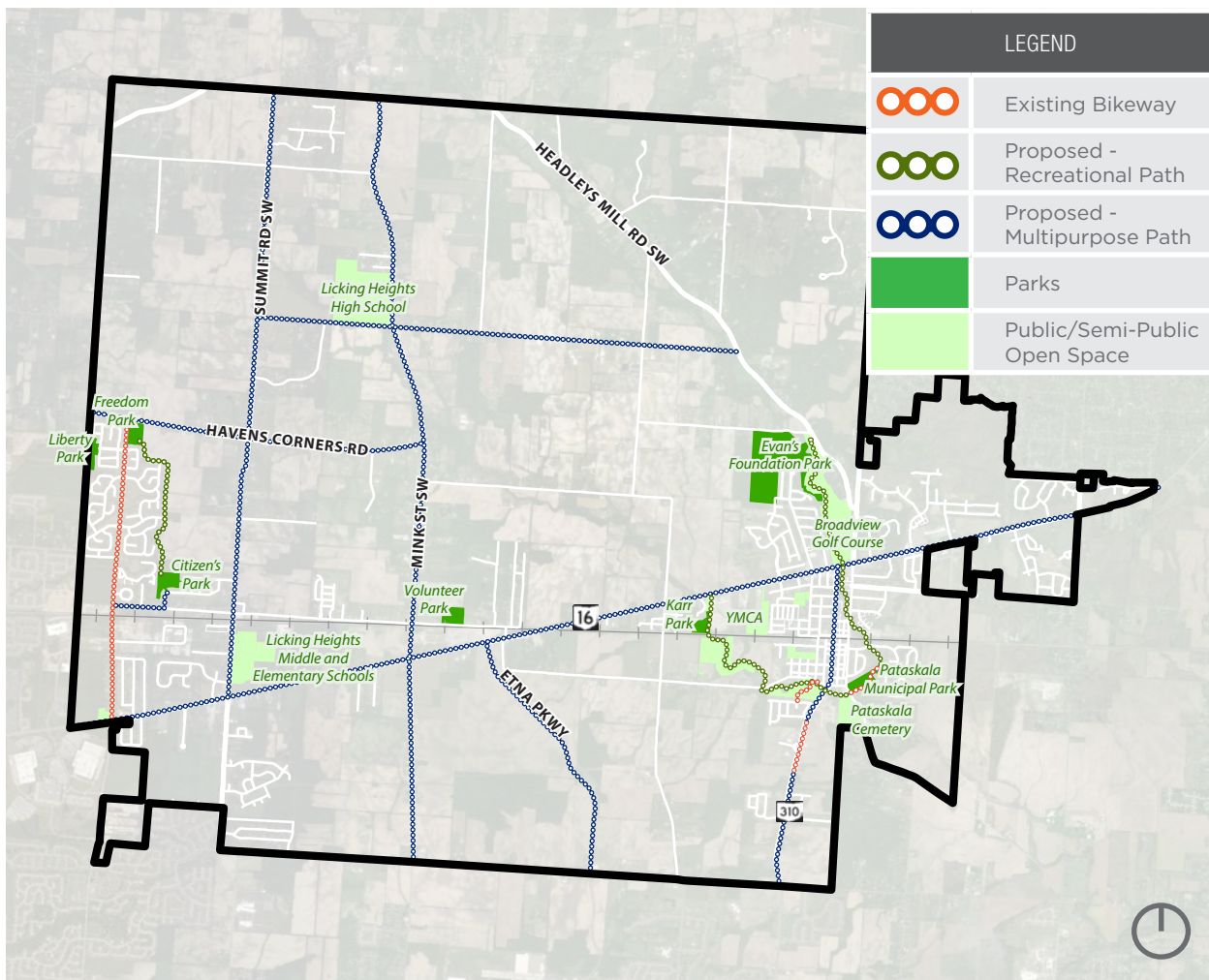
Figure 4-7: Citywide Bikeway Network

GOAL 7 - MOBILITY

Support a range of motorized and non-motorized transportation options.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 7.1: Increase the safety and efficiency of transportation within the City.		
Action 7.1.1: Improve existing signalized intersections by identifying and prioritizing deficient intersections and developing plans and funding scenarios for implementation.	Medium	CC PS E
Action 7.1.2: Identify and prioritize specific intersections for improvements through the use of roundabouts and develop plans and funding scenarios for implementation.	Medium	PS E CC
Action 7.1.3: Include strategic and pressing roadway issues in the Roadway Asset Management Program (RAMP).	Ongoing	PS E CC
Action 7.1.4: Monitor existing transit needs within the City and collaborate, as needed, with other entities such as the Central Ohio Transit Authority and Licking County, to provide transit services to residents, workers, and visitors.	Long	LO CA PZ
STRATEGY 7.2: Ensure roadway capacity meets roadway demand before development occurs.		
Action 7.2.1: Complete a Citywide thoroughfare study to plan for roadway improvements including widening, paving, and constructing additional roadway connections to improve travel.	Short	PS E
Action 7.2.2: Review the requirements of proposed developments to perform a traffic study to ensure impacts are alleviated, as necessary.	Short	PS E

PRIORITY

M Mayor	**CA** City Administration	**PZ** Planning/ Zoning	**PR** Parks & Recreation	**EP** Emergency Personnel
CC City Council	**PS** Public Service	**E** City Engineer	**U** Utilities	**LO** Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES
Action 7.2.3: *Ensure developers fund identified improvements from traffic studies to sufficiently alleviate traffic impacts from the development.*	Short	PS E
Action 7.2.4: *Align capital improvement projects, including pavement upgrades and roadway widening, with planned developments.*	Short	PS E
STRATEGY 7.3: Improve pedestrian and bicycle safety by installing facilities throughout the City.		
Action 7.3.1: *Implement and expand upon the Pataskala Safe Travel Plan to continue improvements into the future. Utilize the Development Payment fee-in-lieu fund as appropriate.*	Short	PS E
Action 7.3.2: *Prioritize planned bikeway connections to increase access and connectivity of the existing network for travel and recreation.*	Medium	PS PR PZ
Action 7.3.3: *Explore additional funding opportunities, like Safe Routes to School and the Clean Ohio Trails Fund, for installing pedestrian and bicycle facilities.*	Ongoing	PS PR PZ
STRATEGY 7.4: Improve both urban and rural City streetscapes.		
Action 7.4.1: *Continue to develop and utilize GIS to create asset management plans to identify areas to improve drainage along with the overall form and function of roadways within the City.*	Medium	PS
Action 7.4.2: *Align public improvements of roadways with the Roadway Character map and descriptions to ensure the form and function of roadways is desirable and reflects the character of the community.*	Short	PS

B. Services

OVERVIEW

Land use can have a great impact on the viability and efficiency of City services. Adequately planning for the long-term maintenance and expansion of services can help reduce costs of providing those services and improve the product for end-users. Therefore, integrating land use and city services into future development decisions is imperative. This can be accomplished through planning for location, intensity, and design of new development and amenities. Overall, major planning and investment will likely be needed to accommodate the expected growth in the City.

INSIGHTS & ANALYSIS

Insights and Analysis on services within the City were gathered through the public engagement process and an assessment of existing conditions, trends, and best practices.

PUBLIC INPUT

City services have a direct impact on the day-to-day life of people in the community. Therefore, people tend to express concern for the quality and cost of services like upkeep of facilities and water and sewer service. This was the case in Pataskala. The community is supportive of some growth in the City. However, throughout the public engagement process, there was a general concern for maintaining current infrastructure and ensuring adequate infrastructure is in place before development occurs.

The public engagement process also revealed a desire for growth along existing major thoroughfares, including support to redevelop existing properties. As shown in Figure 4-9, respondents tended to identify areas to grow along Broad Street and S.R. 310. This is where many city services are already in place.

The City Administration building is located on Broad Street.

The following response is related to the City's mobility. Rating questions are based on a 0 to 5 scale and may not include all potential responses, if they do not relate to the section. Full public engagement results can be viewed in the appendix.

Q: On a scale of 0 to 5, how important is each factor for the City to consider over the next 20 years? *(Showing 3 of 8 factors)*

Rank 1. Balance of conservation and development

3.9	4.4
ONLINE	PUBLIC MEETINGS

Rank 2. Redevelop existing properties

3.7	3.7

Rank 8. No growth or development

1.8	1.5

Figure 4-8: Community Survey - Services

● Areas to Grow   *(Public Meetings)*
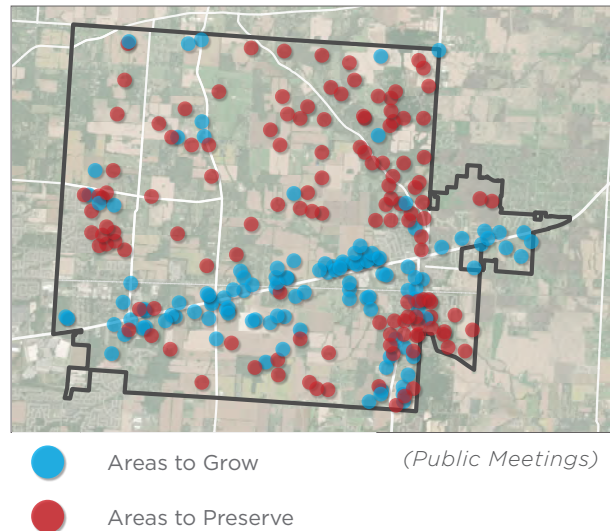
● Areas to Preserve

Figure 4-9: Areas to Grow and Preserve

B. SERVICES

PUBLIC FACILITIES

Public facilities such as schools, emergency services, and other city offices are generally located along Broad Street and S.R. 310. With these facilities already in place and with the public's preference for growth along major thoroughfares, existing and future facilities should be maintained and expanded within these areas. Maintaining facilities near the existing population and where growth is to occur, creates easier access, especially for those who may not be able to drive or travel long distances. For emergency services such as the Pataskala Police

Department and the West Licking Join Fire District, location is especially important to ensure quick response during urgent situations.

While many of these facilities provide necessary services for residents, they can also serve as gathering places for events and for recreational use. Therefore, placing these facilities in signature places can help add to the mix of activities and vibrancy of the place. Signature places are also envisioned to be accessible for all modes of travel, increasing access for residents.
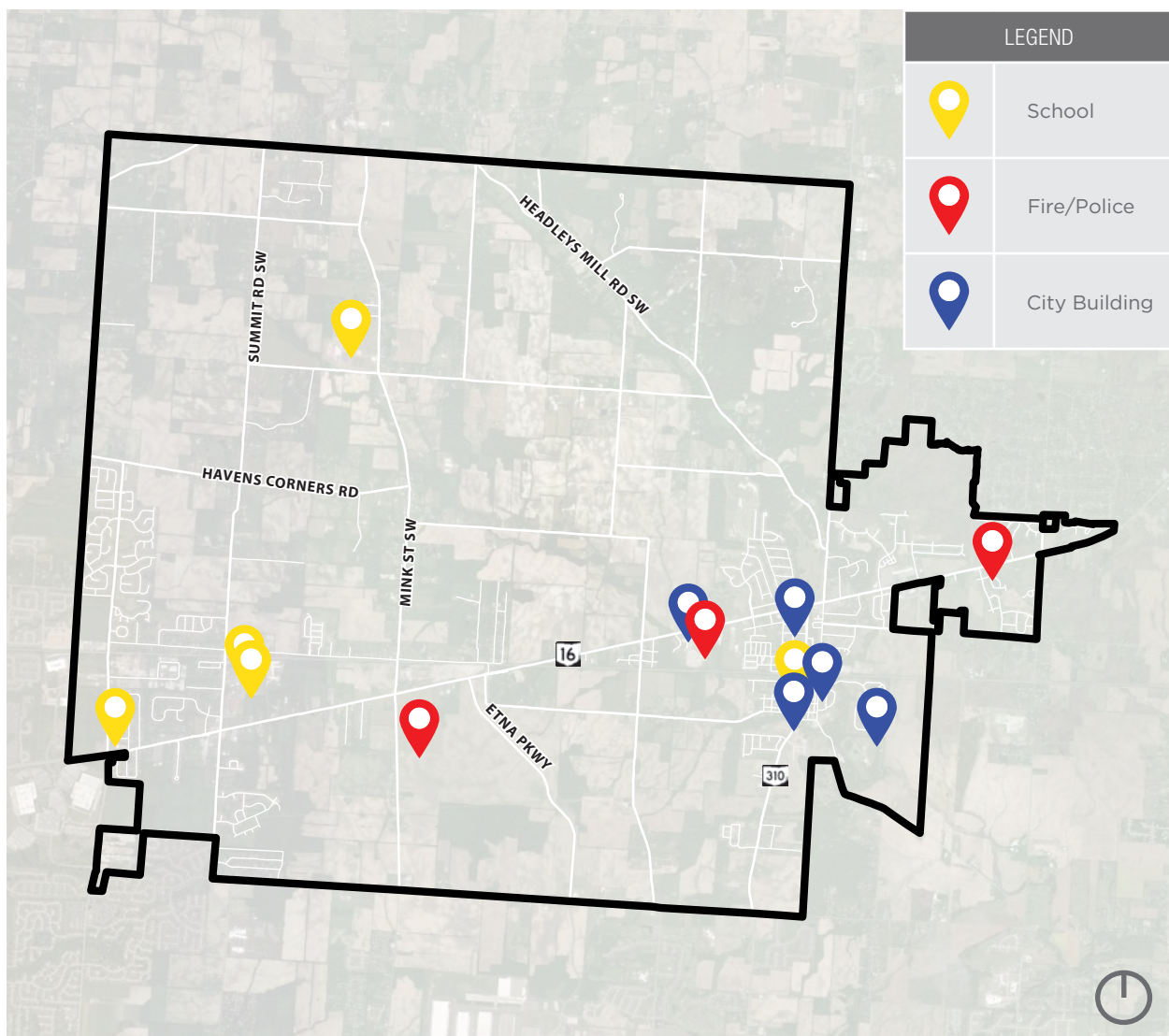
Figure 4-10: Public Facilities

SCHOOL DISTRICTS

Access to education can be critical in an individual's success and can improve the workforce within a city. Informing the school districts of future development can help ensure school districts are prepared to accommodate change in enrollment numbers, demographics, and location of the population, among other factors.

There are two school districts that serve the City of Pataskala including Licking Heights Local and Southwest Licking. As can be seen in Figure 4-11,

Licking Heights Local is predominantly located on the west side of the City and Southwest Licking Local on the east side. In addition to providing an education for residents within their respective areas, the schools also act as a point for community events and for local pride. This can create a sense of community for residents. However, two distinct school districts has created some division within the city and may be further exacerbating the east-west divide that was created by the merge of the Village of Pataskala and Lima Township.
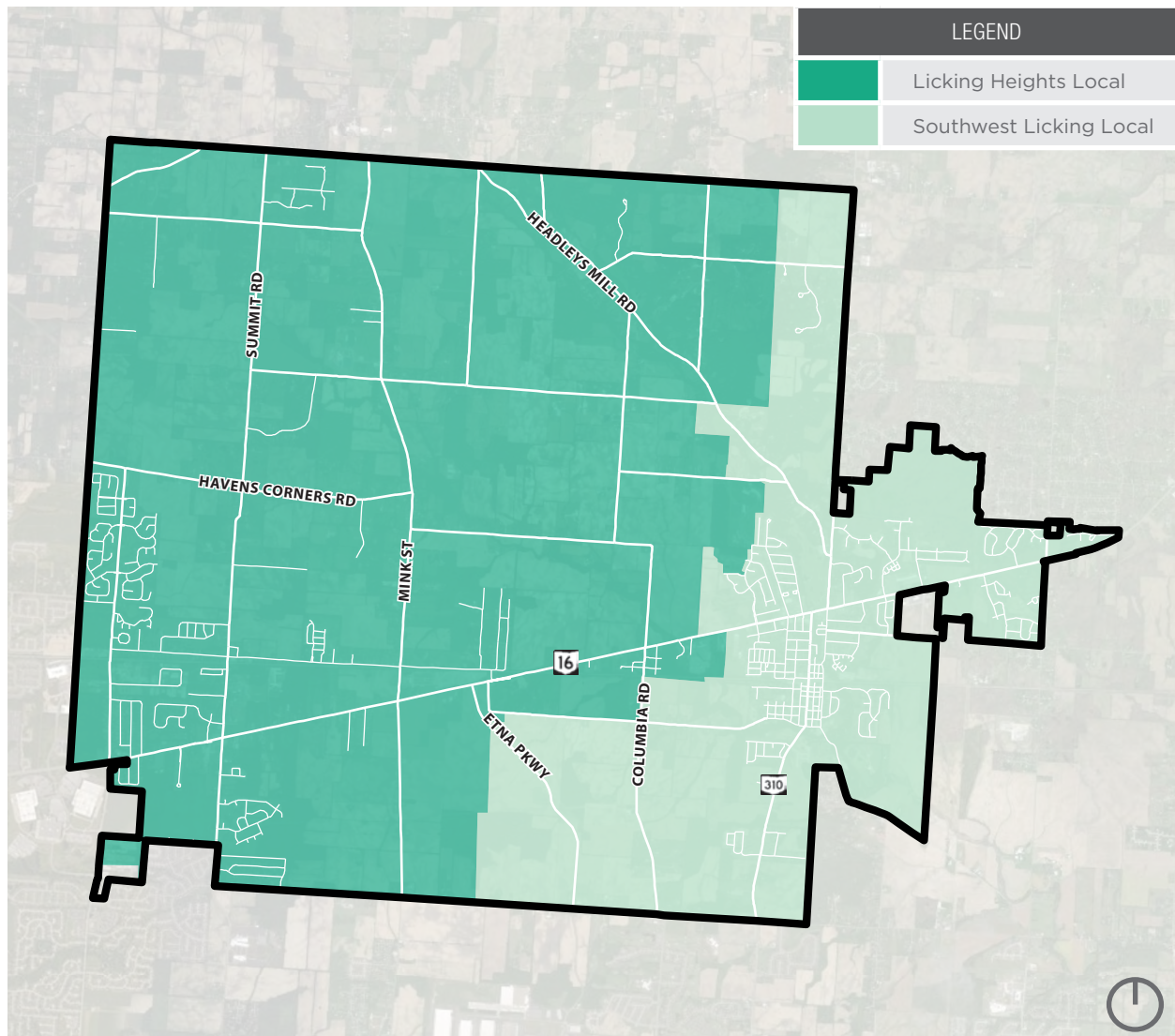
Figure 4-11: School Districts

B. SERVICES

WATER AND SEWER SERVICE

There are two water and sewer service providers in the City, the Pataskala Utility Department, predominantly located on the east side of the City, and the South West Licking County Water Sewer District, on the west side, as well as a joint service area. In 2010, a utility study on Pataskala's water, sanitary sewer, and storm water was completed to help assess existing conditions of the system and proactively plan for future service. This planning process took into account Pataskala's existing comprehensive plan, as well as population projections. Table 4-1 shows the capacity of existing water services which demonstrates ability for growth. Ensuring the Comprehensive Plan aligns with utility plans will help create an efficient, cost effective system that provides a high level of service to users. This, in part, will be achieved by concentrating growth near existing service areas.

CITY OF PATASKALA WATER CAPACITY				
	CAPACITY	AVE ACTUAL TREATED	AVAILABLE CAPACITY	PERCENT AVAILABLE
WTP1	1.3 MGD	.378 MGD	.922 MGD	71%
WTP2	.864 MGD	.443 MGD	.421 MGD	49%
WATER TOTAL	2.164 MGD	.822 MGD	1.342 MGD	62%
WRF	1.1 MGD	.87 MGD	.23 MGD	21%

SOUTH WEST LICKING WATER AND SEWER DISTRICT WATER CAPACITY				
	CAPACITY	AVE ACTUAL TREATED	AVAILABLE CAPACITY	PERCENT AVAILABLE
WTP	2.2 MGD	1.5 MGD	0.7 MGD	32%
WRF	2.7 MGD	2.1 MGD	0.6 MGD	22%

Note: MGD = Million Gallons per Day
WTP = Water Treatment Plant
WRF = Water Reclamation Facility

Source: City of Pataskala

Table 4-1: Water and Sewer Capacity

LEGEND	
	City Service
	SWLCWSD Service
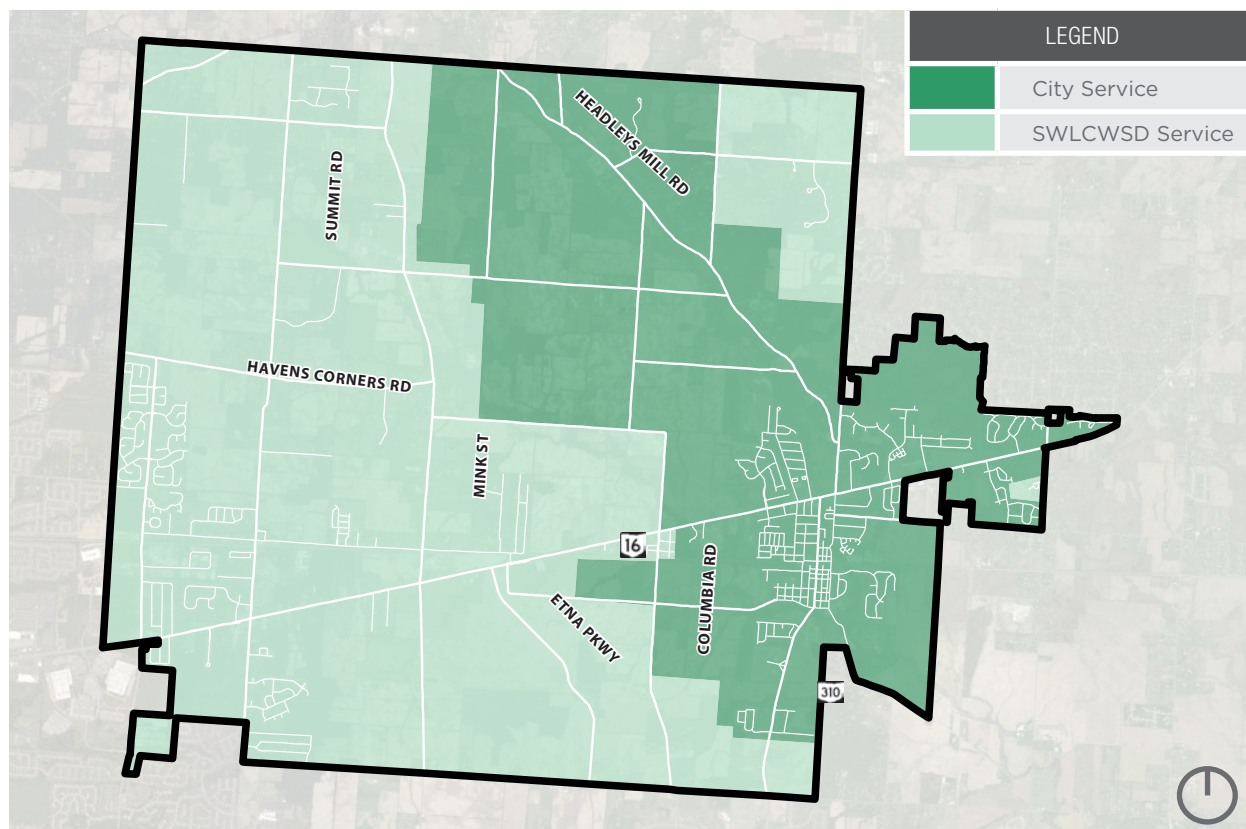
Figure 4-12: Water and Sewer Service Areas

Green infrastructure can be incorporated into streetscape design. This suburban street incorporates a mix of conventional methods and low impact development to manage stormwater and add a natural amenity to the neighborhood.

Figure 4-13: Low Impact Development Streetscape

Green Infrastructure

New development can create stress on existing City services. This is especially true for the stormwater system, where additional buildings, paved streets, and parking lots, create impervious surfaces where runoff must be managed and pollutants may enter the water system. This can be costly to manage and treat additional runoff. However, there are methods the City can consider in order to help alleviate this burden.

As development and redevelopment occurs, the use of green infrastructure strategies can minimize storm sewer improvement costs and improve water quality. One of these strategies is Low Impact Development (LID) which is a stormwater management approach modeled after nature where rainfall is managed on-site as opposed to being collected and conveyed within a sewer system. LID's goal is to mimic a site's pre-development hydrology by using design

A *Plantings - The bioswale has plantings that are well adapted for fluctuating wet and dry conditions.*

B *Curb cut - A curbcut allows water to enter the bioswale during rainfall events.*

C *Permeable surface - Porous concrete allows rainwater to directly infiltrate the ground below.*

D *Tree cover - The bioswale plantings including the street trees provide shade and an added amenity to the neighborhood.*

techniques that infiltrate, filter, store, evaporate, and detain runoff close to its source. Techniques are based on the premise that stormwater management should not be seen as stormwater disposal. Instead of conveying and managing stormwater in large, costly end-of-pipe facilities, LID addresses stormwater through small, cost-effective landscape features located at the site level. This includes not only open space, but also streetscapes, parking lots, sidewalks, medians, and rooftops. Although this type of infrastructure has different maintenance requirements when compared to conventional stormwater management, it can lead to an overall cost savings on construction and maintenance and it is a versatile approach that can be applied equally well to new development and redevelopment projects. As green infrastructure is not currently in the Patakala Code extra information will need to be provided before approval as part of a new development or redevelopment project.

The following are examples of low impact development techniques.

Permeable Surfaces allow water to infiltrate into the soil below, filtering the water and allowing it to enter the ground water. These surfaces, such as pavers and porous asphalt and concrete can be utilized in most of the same circumstances as non-porous surfaces including roadways, parking lots, and recreational paths.

Bioswales and rain gardens can collect and filter stormwater runoff from sites or streets and allow it to enter the groundwater or storm sewer system. This can improve water quality and reduce stress on the storm system during peak rainfall periods. Bioswales and rain gardens can also add to the aesthetics of a site, creating habitat for plants and wildlife.

Greenroofs are vegetation covered roofs that absorb rainwater and provide additional insulation for a building and can be implemented on new build or retrofitted buildings. Although greenroofs may require additional installation and maintenance measures, they can reduce stormwater runoff, reduce energy costs, and provide an amenity for building occupants.

The parking lot is multi-functional, providing not only parking but filtering and managing stormwater runoff.
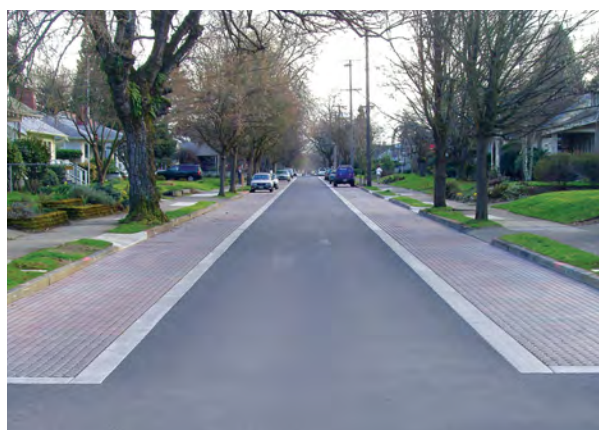
This street has a mix of impervious asphalt and pervious pavers, directing runoff to the parking lane where it can infiltrate the ground.

Bioswales not only collect and filter stormwater but can be an added amenity for a neighborhood.

SUSTAINABLE PRACTICES

Sustainable practices help cities meet the needs of current residents without compromising the ability of future generations to meet their own needs. These practices can be incorporated by both public and private entities on a large or small scale. It is important for cities to be future thinking when it comes to sustainability because short-sighted decisions may hinder success in the long-term. Additionally, while many sustainable practices are environmentally focused, they can also have financial benefits including reduction of energy use, water use, and creation of waste.

Renewable Energy & Energy Efficiency

In the U.S., approximately 39% of energy consumption comes from heating, cooling, lighting, etc. residential and commercial buildings (U.S. Energy Information Administration). Reducing the amount of energy use within buildings can decrease the burden on individuals and the City to pay for and provide energy. This can be accomplished through the use of renewable energy including solar, wind, and geothermal, on both individual properties and for citywide systems and using energy efficient products including windows, lighting, and appliances.

Water Use

Some cities experience issues with water availability due to drought or overuse. Although this is not currently an issue for Pataskala, water use for households or commercial purposes does require treatment, heating, and transportation, which necessitates energy and financial resources. However, increased water use efficiencies in new appliances (such as toilets, washing machines, shower heads, etc.), public water conservation awareness, and increasing water and sewer bills has created a trend of declining water use per capita for many Midwest water utilities. Encouraging the use of efficient appliances and other water saving methods such as rain barrels, will help protect water resources and reduce the financial burden for individuals and the City as a whole.

Transportation

Sustainable transportation can take many forms including walking, bicycling, transit, carpooling, and using environmentally friendly vehicles. Cities can encourage the use of these transportation methods by building infrastructure to support use and enacting programs that encourage use. For electric vehicles specifically, many Central Ohio communities are installing charging stations on public property and offering incentives for residents and businesses to install their own stations. Encouraging activities like this can be an added amenity for residents and support the image of Pataskala as an innovative, green city.

Land Consumption

One of the key findings of the Plan related to land use is the need to balance conservation and development. Conserving land and developing near existing roadways and utilities will protect the rural nature of the City and reduce the financial resources needed to maintain infrastructure. Reducing land consumption will also help the City protect natural resources such as wetlands and trees.

Sustainable2050

The Mid-Ohio Regional Planning Commission (MORPC) created Sustainable2050, a program that supports communities' sustainability efforts through technical assistance, collaboration, and recognition, in order to collectively impact the quality of life in Central Ohio. As part of this effort, a Regional Sustainability Agenda which identified goals, objectives, and targets for issues related to energy consumption, natural resources, economic opportunity, sustainable neighborhoods, and collaboration. The City is currently a member of this program and therefore has access to resources to improve sustainability throughout the community.

KEY FINDINGS

ENCOURAGE GROWTH NEAR EXISTING INFRASTRUCTURE
Many services, including the City Administration building, are already in place near the major thoroughfares of the City, Broad Street and S.R. 310. Concentrating growth in these areas may reduce service costs and improve service.

UNIFY THE COMMUNITY
Community facilities including city buildings and schools are places for the community to gather and show pride. Utilizing these facilities as spaces for everyone in the community, both from the east and west of the City, can help build the feeling of "one" Pataskala.

MAINTAIN IN A COST-EFFECTIVE MANNER
Ensuring infrastructure is maintained to provide the best service for the least cost was a concern from residents. There are many strategies the City may embrace including encouraging development where infrastructure is already in place and the use of sustainable practices.

RECOMMENDATIONS

Recommendations for services within Pataskala include planning for and supporting cost efficient and sustainable investment in the communities infrastructure. The related following goals, strategies, and actions related to services will assist in implementation of the Plan.

GOAL 8 - SERVICES

Coordinate future infrastructure investments and services with anticipated growth and development with the applicable service provider.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 8.1: Establish long-term water and sewer rates within the City of Pataskala service area with goals for reinvestment through the Capital Improvement Plan.		
Action 8.1.1: Enact legislation establishing longterm water and sewer rates for the City of Pataskala service area based upon current needs and anticipated upgrades.	Ongoing	U CC
STRATEGY 8.2: Determine the long-term reliability of City utilities and identify and prioritize energy initiatives to maximize utility infrastructure.		
Action 8.2.1: Incorporate energy efficiency practices in utility upgrades and new utility installation.	Medium	U
STRATEGY 8.3: Establish a stormwater utility within the City of Pataskala.		
Action 8.3.1: Study how a stormwater utility could be established and implemented within the City of Pataskala.	Medium	CC PS E

M Mayor	**CA** City Administration	**PZ** Planning/Zoning	**PR** Parks & Recreation	**EP** Emergency Personnel
CC City Council	**PS** Public Service	**E** City Engineer	**U** Utilities	**LO** Local Organizations

B. SERVICES

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 8.4: Identify deficiencies in current water and sewer infrastructure that can be improved through development projects.		
Action 8.4.1: Work with developers to install the necessary improvements through incentives, such as the waiving of tap fees.	Ongoing	PZ U LO
STRATEGY 8.5: Improve stormwater facilities throughout the City.		
Action 8.5.1: Identify and prioritize deficient areas and develop plans and funding scenarios for implementation	Ongoing	PS E
Action 8.5.2: Explore how the use of green infrastructure may reduce or eliminate the need for conventional stormwater infrastructure in current and future development.	Long	PS E
STRATEGY 8.6: Consult the Pataskala Police Department and West Licking Joint Fire District regarding development activities within the City of Pataskala.		
Action 8.6.1: Continue to include the Pataskala Police Department and the West Licking Joint Fire District in review of Board of Zoning Appeals and Planning and Zoning Commission Applications.	Ongoing	PZ EP
Action 8.6.2: Review emergency personnel benefits including compensation to ensure the City is hiring and retaining talented staff.	Ongoing	EP CC CA M

M Mayor	**CA** City Administration	**PZ** Planning/ Zoning	**PR** Parks & Recreation	**EP** Emergency Personnel
CC City Council	**PS** Public Service	**E** City Engineer	**U** Utilities	**LO** Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 8.7: Ensure City services utilize environmentally sustainable principles.		
Action 8.7.1: *Continue involvement with the Mid Ohio Regional Planning Commission's program, Sustainability 2050, which supports member communities' sustainability efforts through direct technical assistance, collaboration, and recognition.*	Ongoing	PZ M LO
Action 8.7.2: *As City buildings are built or renovated, incorporate energy efficient and renewable energy materials and appliances to reduce energy and water consumption.*	Ongoing	CC CA
STRATEGY 8.8: Increase environmental sustainability related initiatives within the City for residents and businesses.		
Action 8.8.1: *Ensure the Zoning Code does not inhibit energy efficiency or renewable energy tools on commercial, industrial, or residential properties.*	Ongoing	PZ CC
Action 8.8.2: *Reuse of existing buildings/structures in the community. Encourage developers to incorporate energy efficiency and renewable energy practices into buildings and developments.*	Ongoing	PZ
Action 8.8.3: *Increase access to recycling through residential pick-up and public drop-off locations. This could include working with Licking County Recycling to install public receptacles within City limits.*	Medium	PR
Action 8.8.4: *Support innovative financing tools for commercial and residential private property owners to invest in energy efficiency and renewable energy improvements (e.g. Property Assessed Clean Energy (PACE)).*	Ongoing	PZ
Action 8.8.5: *Partner with other organizations, like the Soil and Water Conservancy, to create a "backyard conservation" program that promotes environmental education and provides incentives to residents including reduced-priced rain barrels, compost bins, native plants, and trees.*	Short	PR LO

05

IMPLEMENTATION
IMPLEMENTATION MATRIX

Implementation

OVERVIEW

The City of Pataskala has strength in its people. Implementation of this Plan will depend on the dedication of City staff, elected officials, and residents and business owners in advocating for and advancing the recommendations in this Plan. The planning process itself has already started to build momentum in the City. During this process, the community has started to have conversations around what is most important in the community and what is desired for the future. This conversation should continue, as recommendations are implemented and as priorities may change overtime. Chapter 5 is a compendium of all of the goals and strategies of the previous chapters. The Planning and Zoning Department should produce a formal review for City Council in conjunction with Section 7.02 of the City Charter, in addition to annual updated produced for the Development Committee to track progress.

IMPLEMENTATION MATRIX

The purpose of this chapter is to assist the community in implementation of the Plan. The goals, strategies, and actions of the Plan are organized by section throughout the Plan. This chapter includes all goals, strategies, and actions for ease of reference. The relation of goals, strategies and actions can be seen in the implementation framework (Figure 5-1).

GOALS

The goals encompass the desired outcome or vision of the community that was derived from the key findings, including the public input and existing conditions, as well as input from the planning team. These goals help set the direction for achieving the community's aspirations for the future.
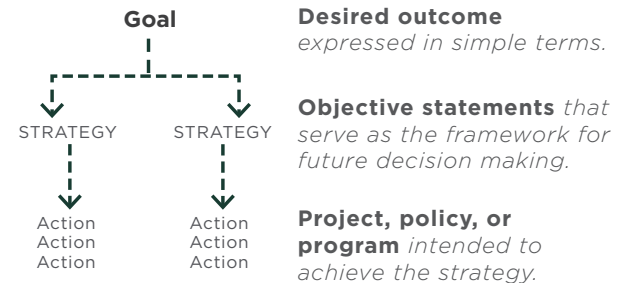
Figure 5-1: Implementation Framework

STRATEGIES

The strategies are the objectives designed to help achieve the goal. These strategies can help leadership make decisions as new opportunities develop. When working with the steering committee and public, priority strategies emerged. These priority strategies were identified as key elements of implementation to measure success.

ACTIONS

Actions are programs, policies, or projects that support one or more of the strategies. These are the crucial activities that must take place to achieve the strategies. Each action also has a timeframe and responsible party.

TIMEFRAME

Each action has been assigned a timeframe to help those using the matrix prioritize strategies and actions and evaluate progress. The timeframe for each action may be short (0-3 years), medium (3-6 years), longterm (6 years or greater), or ongoing. While actions with a shorter timeframe will likely need to be focused on immediately, longer term actions may require a greater effort. It will be important to begin implementing these actions so the timeframe is met.

RESPONSIBLE PARTY

Responsible parties have been identified for each action. In some cases, one person or group may be responsible and in other cases many groups may be responsible. By assigning a person, department, or group to each action, this creates clarity and responsibility for whom should be carrying out that action, helping to ensure the action is implemented. Responsible parties should frequently revisit and evaluate progress on their assigned actions. Responsible parties can be seen in Figure 5-3.

Short (S)	0-3 year
Medium (M)	3-6 years
Long (L)	6+ years
Ongoing (O)	Continuous

Figure 5-2: Implementation Matrix Timeframe

M	Mayor
CC	City Council
CA	City Administration
PS	Public Service
PZ	Planning/Zoning
E	City Engineer
U	Utilities
PR	Parks & Recreation
EP	Emergency Personnel
LO	Local Organizations (Schools, Businesses, Developers, Special Committees, etc)

Figure 5-3: Responsible Parties

MEASURING SUCCESS

The Plan recommendations should be used on a daily basis by City Staff and leadership alike to confirm that the policies and budgetary decisions they make are furthering the goals within this Plan. On an annual basis, a meeting to thoroughly review the progress of the Plan's recommendations should be scheduled with all City Staff, officials and members of the public that are working on the Plan's implementation. This is important to ensure progress is being made on the recommendations and to identify any obstacles or opportunities in completing the actions.

Annually, City staff and leadership should meet to evaluate progress and discuss opportunities for implementing the recommendations.
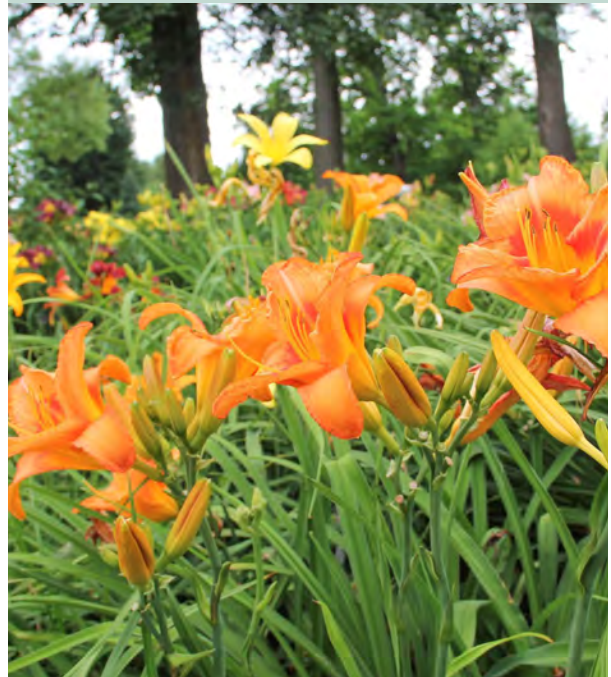
PRIORITY STRATEGIES

Through discussions with the Steering Committee, the top five priority strategies emerged. These strategies were identified because of their ability to effect change in the City and because of the breadth of City elements that they touch. While these priorities represent a significant staff and financial commitment from the City, they have been identified within a community-based process that has been focused on creating the best future for the City. Priority strategies are denoted by a teal "Priority" band.

1.1

1.1 Create a marketing and branding plan that identifies Pataskala's brand and communication strategy.

1.3

1.3 Define and apply brand elements to the public realm.

5.3

5.3 Improve existing parks through planned maintenance and capital improvement plans.

6.1

6.1 Guide and promote the quality and character of future development.

7.2

7.2 Ensure roadway capacity meets roadway demand before development occurs.

GOAL 1 - COMMUNITY IDENTITY

A City that embraces and connects people to small town values, open spaces, and rural lifestyles.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 1.1: Create a marketing and branding plan that identifies Pataskala's brand and communication strategy.		
Action 1.1.1: *Identify a key stakeholder group to manage the process.*	Medium	M CC CA
Action 1.1.2: *Issue a Request for Proposal to a consultant for a marketing and branding plan. Engage the consultant to create branding concepts for the City.*	Medium	M CC CA
Action 1.1.3: *Identify and engage a variety of stakeholders including business owners, residents, employees, and those who do not live in Pataskala to provide feedback.*	Medium	M CC CA LO
Action 1.1.4: *Promote Pataskala's history, rural heritage as part of current and future branding.*	Medium	M CC CA LO
STRATEGY 1.2: Define and promote a consistent brand message, internally and externally.		
Action 1.2.1: *Identify a City Staff member to be responsible for communicating the City's messaging, programming, and project updates to the community.*	Ongoing	CA

PRIORITY

M Mayor	CA City Administration	PZ Planning/ Zoning	PR Parks & Recreation	EP Emergency Personnel	
CC City Council	PS Public Service	E City Engineer	U Utilities	LO Local Organizations	

PRIORITY

	TIMEFRAME	RESPONSIBLE PARTIES
Action 1.2.2: *Ensure the brand message is consistent across all mediums, including online, social media, and events and programming.*	Ongoing	CA
Action 1.2.3: *Collaborate with regional groups such as GROW Licking County and Explore Licking County, to market the City.*	Ongoing	PZ CC M LO CA
Action 1.2.4: *Collaborate with existing businesses and civic organizations to improve the identity and marketability of the City.*	Ongoing	CC M CA LO

STRATEGY 1.3: Define and apply brand elements to the public realm.

	TIMEFRAME	RESPONSIBLE PARTIES
Action 1.3.1: *Enhance gateways at key locations into and throughout the City with traditional rural materials and native plantings (e.g. split rail fence with wildflower mix).*	Medium	PS CC PZ CA
Action 1.3.2: *Enhance the design and aesthetic of major thoroughfares with traditional rural materials and native plantings (e.g. split rail fence with wildflower mix).*	Medium	PS CC PZ CA
Action 1.3.3: *As part of the marketing and branding plan, create and develop a "signage package" so that updated signage and brand elements are consistent throughout the City.*	Long	PZ CA PS M CC
Action 1.3.4: *Update the City's website to make it more user friendly.*	Short	CA

STRATEGY 1.4: Update standards that guide the design and aesthetic of private investment along major thoroughfares.

	TIMEFRAME	RESPONSIBLE PARTIES
Action 1.4.1: *During zoning code review, ensure that site design and landscape standards are strengthened to reflect the community's image and brand.*	Medium	PZ CC
Action 1.4.2: *Create design guidelines along major thoroughfares and for important districts within the City, including architecture, signage, materials, lighting, parking, and site design.*	Medium	PZ CC
Action 1.4.3: *Update the zoning code to enhance the City's rural character including landscape elements, such as agrarian fences, large setbacks, pond/stream enhancements and buffers, open spaces, and rural structures at entrances*	Short	PZ

GOAL 2 - SIGNATURE PLACES

A City that has signature development areas that serve as economic centers, central gathering places, and that unite the community while enhancing the community's image and brand.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 2.1: Plan for and create a new, vibrant mixed use district (Village Mixed Use).		
Action 2.1.1: *Create a detailed area plan for the district.*	Long	M CA PS E U CC PZ PR
Action 2.1.2: *Establish code and standards including site design, architecture, and materials.*	Long	PZ PS E PR CC
Action 2.1.3: *Update the City's zoning code to guide and control the quality and character of future development within the district.*	Long	PZ PS E PR CC
Action 2.1.4: *Identify benchmarks in other communities to determine and create economic development incentives to advance the development of the district.*	Long	M CA CC PZ
Action 2.1.5: *Create a marketing and communication plan to promote the development opportunity.*	Long	CA CC PZ M
Action 2.1.6: *Prioritize future public improvements within the district that complement and grow the vision for the district and drive future investment.*	Long	E PS U CC

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	TIMEFRAME	RESPONSIBLE PARTIES
Action 2.1.7: *Promote the district as community gathering space for multiple demographics throughout the City and create programming and events to encourage residents to visit.*	Long	M CA CC PR PS E U PZ
STRATEGY 2.2: Grow the area around the intersection of Summit and Broad as a unique neighborhood center (Neighborhood Commercial).		
Action 2.2.1: *Create a unique set of zoning and design standards that will allow and ensure the area develops as a neighborhood center and prohibit variances that would detract from achieving this action.*	Medium	PZ PS
Action 2.2.2: *Establish the area as a primary showplace for the City through public and private improvements.*	Medium	LO CA CC E PS PZ PR
STRATEGY 2.3: Promote the Old Village as a significant historic neighborhood within the community (Village Mixed Use).		
Action 2.3.1: *Maintain and enhance the aesthetics of Old Village including the public and private realm.*	Ongoing	CA CC
Action 2.3.2: *Explore the idea of creating a historic district to promote preservation and open access to additional funding opportunities.*	Medium	CA CC PZ
Action 2.3.3: *Consider the creation of a design review board and design guidelines for the district to protect and enhance historic structures and places within the district.*	Long	CC PZ
Action 2.3.4: *Explore economic development incentives such as a downtown redevelopment district, special improvement district, tax increment financing (TIF), or the community reinvestment act (CRA) to help fund projects within the Old Village.*	Ongoing	CA CC LO

GOAL 3 - HOUSING

A variety of housing types that diversify, expand, and strengthen the local housing market.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 3.1: Promote a mix of housing options to serve current and future residents and provide balance to the housing market.		
Action 3.1.1: *Support housing for seniors and "step-up, step-down" housing for those new to the community or undergoing a lifestyle change.*	Ongoing	PZ CC
Action 3.1.2: *Update the zoning code to create flexibility for mixed use developments such as areas identified as Village Mixed Use and Medium Mixed Use on the Future Land Use Map.*	Medium	PZ PS CC PR
Action 3.1.3: *Consider expanding multifamily options within identified signature development areas.*	Medium	PZ CC
STRATEGY 3.2: Create conservation zoning districts that encourage cluster development to preserve natural features and provide access to open space for residents.		
Action 3.2.1: *During the development review process, ensure development is located to best preserve natural features and connect open space throughout the City.*	Ongoing	PZ
Action 3.2.2: *Allow for smaller lot development within conservation areas with the goal of protecting and preserving open spaces and environmentally sensitive areas.*	Ongoing	PZ

M	Mayor	CA	City Administration	PZ	Planning/ Zoning	PR	Parks & Recreation	EP	Emergency Personnel
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	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 3.3: Ensure all housing developments incorporate high quality materials and design.		
Action 3.3.1: *Create design standards for multifamily residential development that regulate design and materials.*	Medium	PZ CC
Action 3.3.2: *Establish specific subdivision standards for areas along the right-of-way that will create and elevate a consistent brand and image.*	Short	PZ CC PS
STRATEGY 3.4: Continue to promote housing options that allow for an agricultural lifestyle.		
Action 3.4.1: *Ensure zoning and development standards allow for agricultural residential developments.*	Medium	PZ
Action 3.4.2: *Encourage developers to incorporate food-based amenities into residential developments, such as community gardens or working farms, and utilize these amenities as a marketing tool.*	Short	PZ
Action 3.4.3: *Work with the Licking Land Trust to conserve and protect valuable agricultural lands.*	Long	PZ

GOAL 4 - ECONOMY

A diverse economy that plays a vital role within the region and embraces and supports local businesses.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 4.1: Create neighborhood commercial centers at strategic locations along major thoroughfares.		
Action 4.1.1: *Encourage small-scale retail developments to locate in designated areas.*	Short	PZ
Action 4.1.2: *Update the zoning code to support small-format retail centers and discourage large-format retail.*	Medium	PZ PS CC
Action 4.1.3: *Target public improvements in areas identified as commercial centers to attract office and retail uses.*	Medium	PS CC
STRATEGY 4.2: Grow and expand industrial and innovation centers at strategic locations.		
Action 4.2.1: *Continue to market and explore opportunities for the Pataskala Corporate Park.*	Ongoing	PZ CA
Action 4.2.2: *Continue to market and explore opportunities for the northern innovation district.*	Short	PZ CA
Action 4.2.3: *Collaborate with adjoining jurisdictions on opportunities for the industrial and innovation districts.*	Short	PZ CA CC
Action 4.2.4: *Continue to utilize and begin to explore new economic incentives to attract new businesses and types.*	Ongoing	CA CC LO

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	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 4.3: Support and promote small, locally owned businesses throughout the City.		
Action 4.3.1: Encourage adaptive reuse of existing buildings to provide affordable yet updated space for small businesses.	Ongoing	PZ
Action 4.3.2: Support construction of 10,000-20,000 square foot commercial buildings that provide flexible office space.	Ongoing	PZ
Action 4.3.3: Collaborate with regional organizations, including the Pataskala Area Chamber of Commerce and Licking County Chamber of Commerce to support and attract local businesses.	Ongoing	LO CA PZ M
STRATEGY 4.4: Support the agricultural culture and economy in Pataskala.		
Action 4.4.1: Continue to support Current Agricultural Use Value (CAUV) as a tool to help agricultural operations in the City.	Ongoing	PZ CC
Action 4.4.2: Create new and unique destinations in the identified mixed use areas within the City to host the farmers market and local agricultural activities and festivals.	Medium	PZ PR CC PS
Action 4.4.3: Create a "Grown in Pataskala" program that highlights and promotes businesses that source locally grown food and goods. Collaborate with the Center for Innovative Food Technologies.	Long	PR PZ CC LO
STRATEGY 4.5: Partner with the County and adjoining communities to strengthen the area and regional economy.		
Action 4.5.1: Coordinate with neighboring jurisdictions on economic development programs and policies.	Ongoing	CA PZ
Action 4.5.2: Collaborate with regional organizations, including the Pataskala Area Chamber of Commerce and Licking County Chamber of Commerce to market, promote, and attract businesses to the City.	Ongoing	M LO CA PZ
Action 4.5.3: Consider establishing business incubators for initial startup discussions and insight.	Short	CA CC LO
Action 4.5.4: Collaborate with a developer to form a Community Improvement Corporation for the construction of speculative buildings.	Ongoing	CA CC LO

GOAL 5 - PARKS & OPEN SPACE

Enhance and expand parks, trails, and open spaces to create a park and recreation system that is easily accessible to all residents and preserves natural areas.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 5.1: Create an open space network throughout the community that is linked and cohesively planned.		
Action 5.1.1: *Link conservation areas through planned developments.*	Ongoing	PZ PR
Action 5.1.2: *Define future trail network, set priorities, and encourage developers to engage in cooperative trail development.*	Medium	PZ PR PS
Action 5.1.3: *Partner with Licking County Park District to support and potentially expand parks and recreation in the City.*	Short	PR
Action 5.1.4: *Partner with non-profits and foundations to support and potentially expand parks and recreation in the City.*	Short	PR
STRATEGY 5.2: Increase the quality and quantity of park space with the goal of serving residents in all areas of the community.		
Action 5.2.1: *Promote and enforce parkland dedication provisions.*	Short	PZ PR

M — Mayor	CA — City Administration	PZ — Planning/ Zoning	PR — Parks & Recreation	EP — Emergency Personnel
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	TIMEFRAME	RESPONSIBLE PARTIES
Action 5.2.2: *Link existing and future parks through existing and planned greenways.*	Medium	PR PZ
Action 5.2.3: *Expand regional and neighborhood biking and walking networks.*	Medium	PR PZ
Action 5.2.4: *Review current staffing needs for permanent and seasonal parks and recreation employees and hire additional staff if needed.*	Short	PR CC
Action 5.2.5: *Create and expand programming and events that capitalize on the amenities of the park space.*	Ongoing	PR LO
STRATEGY 5.3: Improve existing parks through planned maintenance and capital improvement plans.		
Action 5.3.1: **Foundation Park:** *•Increase capacity and organization of existing active sports fields. •Pave existing mulch path.*	Long	PR
Action 5.3.2: **Municipal Park:** *•Update existing playground. •Add shade structures. •Add additional pavilions and/or shelters.*	Medium	PR
Action 5.3.3: **Karr Park:** *•Add a trail head. •Activate and expand the community garden.*	Medium	PR
Action 5.3.4: **Liberty Park:** *•Add a multipurpose path. •Add shade structures and/or shade trees. •Construct a fishing dock.*	Short	PR
Action 5.3.5: **Freedom Park:** *•Add a multipurpose path. •Add shade structures and/or shade trees. •Construct shelters. •Upgrade existing playground and improve drainage. •Program multipurpose field to accommodate soccer programs.*	Medium	PR PS E
Action 5.3.6: **Citizens Park:** *•Upgrade existing playground and improve drainage. •Add shade structures and/or shade trees. •Improve and expand existing parking area.*	Long	PR PS E

PRIORITY

IMPLEMENTATION

	TIMEFRAME	RESPONSIBLE PARTIES
Action 5.3.7: **YMCA:** •*Work with the YMCA to add bicycle/pedestrian connection for the neighborhood to the facility. •Create a connection from the YMCA to Karr Park.*	Medium	PR LO
STRATEGY 5.4: Embrace and promote open spaces and programs that elevate the agricultural culture.		
Action 5.4.1: *Program food-related events within the parks system.*	Short	PR
Action 5.4.2: *Create additional opportunities for community gardens within existing parks and in new public spaces.*	Short	PR
Action 5.4.3: *Create a public or public-private park space or community amenity that connects people to a working farm.*	Medium	PR LO
STRATEGY 5.5: Educate the public on the significance of natural resource conservation.		
Action 5.5.1: *Partner with the Ohio Department of Natural Resources, the Licking County Soil and Water Conservation District, and the Licking County Agricultural Department, among others, to provide additional educational programming on natural resources for the community.*	Short	PR LO
Action 5.5.2: *Engage the Licking County Park District to offer educational programming within Pataskala's park system.*	Short	PR LO

M Mayor	**CA** City Administration	**PZ** Planning/ Zoning	**PR** Parks & Recreation	**EP** Emergency Personnel
CC City Council	**PS** Public Service	**E** City Engineer	**U** Utilities	**LO** Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 5.6: Protect and conserve natural resources and environmentally sensitive areas within Pataskala.		
Action 5.6.1: *Support local organizations, like Licking County River Round Up, that provide volunteer services to clean-up and protect natural resources.*	Ongoing	PR PS
Action 5.6.2: *Encourage property owners to properly manage streams and floodplains on private property to reduce erosion, contamination of waterways, flooding, and habitat degradation.*	Ongoing	PZ PS
Action 5.6.3: *On properties where streams are present, ensure there is an adequate vegetated buffer between streams/floodplains and built structures to protect property and reduce erosion.*	Ongoing	PZ
Action 5.6.4: *When developing properties with existing tree cover, encourage conservation of existing mature trees by incorporating them into site design and landscaping plans.*	Ongoing	PZ
Action 5.6.5: *Encourage developers to incorporate native vegetation into landscape plans to create natural habitat and reduce invasive species within the City.*	Ongoing	PZ
Action 5.6.6: *When developing properties with existing wetlands, discourage draining, filling, or modifying a natural wetland to preserve the wide array of benefits wetlands provide the community.*	Ongoing	PZ

GOAL 6 - FUTURE LAND USE

A mix of land uses that balance economic prosperity, open space conservation, and a distinct community character.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 6.1: Guide and promote the quality and character of future development.		
Action 6.1.1: *Update the zoning code with the goal of brining it into alignment with the Future Land Use Map and Comprehensive Plan.*	Short	PZ CC CA
Action 6.1.2: *Strongly enforce the Transportation Corridor Overlay District (TCOD) along designated corridors.*	Ongoing	PZ PS E
Action 6.1.3: *Strengthen and enhance the TCOD requirements including additional requirements for building orientation, windows, higher quality landscaping, multimodal facilities, etc.*	Short	PZ PS
STRATEGY 6.2: Protect agricultural and open space land resources.		
Action 6.2.1: *Promote agriculture and conservation easements to protect valuable farmland and environmentally sensitive areas, especially along streams, wetlands, and forested areas.*	Ongoing	LO PZ PR
Action 6.2.2: *Ensure building and zoning codes do not inhibit agricultural operations including small-scale agriculture like community gardens, and animal husbandry, within agricultural and conservation districts.*	Medium	PR PZ

PRIORITY

M Mayor	**CA** City Administration	**PZ** Planning/ Zoning	**PR** Parks & Recreation	**EP** Emergency Personnel
CC City Council	**PS** Public Service	**E** City Engineer	**U** Utilities	**LO** Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES
Action 6.2.3: *Recommend potential agricultural and conservation easements, specifically along greenways, during the development review process.*	Medium	PR PZ
Action 6.2.4: *Coordinate with the Licking Land Trust and Soil and Water Conservation District, among others, to conserve agricultural and open spaces in-line with the Future Land Use Map.*	Medium	PR PZ
STRATEGY 6.3: Plan for new growth and development while being fiscally mindful of the short-term and long-term cost of development.		
Action 6.3.1: *Consider the use of impact fees as a tool plan for and cover the cost associated with future development.*	Short	PZ PS E
Action 6.3.2: *Consider using tax increment financing and other economic incentives as a tool to plan and pay for infrastructure and public improvements.*	Ongoing	CA CC PS PZ

GOAL 7 - MOBILITY

Support a range of motorized and non-motorized transportation options.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 7.1: Increase the safety and efficiency of transportation within the City.		
Action 7.1.1: *Improve existing signalized intersections by identifying and prioritizing deficient intersections and developing plans and funding scenarios for implementation.*	Medium	CC PS E
Action 7.1.2: *Identify and prioritize specific intersections for improvements through the use of roundabouts and develop plans and funding scenarios for implementation.*	Medium	PS E CC
Action 7.1.3: *Include strategic and pressing roadway issues in the Roadway Asset Management Program (RAMP).*	Ongoing	PS E CC
Action 7.1.4: *Monitor existing transit needs within the City and collaborate, as needed, with other entities such as the Central Ohio Transit Authority and Licking County, to provide transit services to residents, workers, and visitors.*	Long	LO CA PZ

M Mayor	CA City Administration	PZ Planning/ Zoning	PR Parks & Recreation	EP Emergency Personnel
CC City Council	PS Public Service	E City Engineer	U Utilities	LO Local Organizations

	TIMEFRAME	RESPONSIBLE PARTIES

PRIORITY

STRATEGY 7.2: Ensure roadway capacity meets roadway demand before development occurs.

Action 7.2.1: Complete a Citywide thoroughfare study to plan for roadway improvements including widening, paving, and constructing additional roadway connections to improve travel.	Short	PS E
Action 7.2.2: Review the requirements of proposed developments to perform a traffic study to ensure impacts are alleviated, as necessary.	Short	PS E
Action 7.2.3: Ensure developers fund identified improvements from traffic studies to sufficiently alleviate traffic impacts from the development.	Short	PS E
Action 7.2.4: Align capital improvement projects, including pavement upgrades and roadway widening, with planned developments.	Short	PS E

STRATEGY 7.3: Improve pedestrian and bicycle safety by installing facilities throughout the City.

Action 7.3.1: Implement and expand upon the Pataskala Safe Travel Plan to continue improvements into the future. Utilize the Development Payment fee-in-lieu fund as appropriate.	Short	PS E
Action 7.3.2: Prioritize planned bikeway connections to increase access and connectivity of the existing network for travel and recreation.	Medium	PS PR PZ
Action 7.3.3: Explore additional funding opportunities, like Safe Routes to School and the Clean Ohio Trails Fund, for installing pedestrian and bicycle facilities.	Ongoing	PS PR PZ

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 7.4: Improve both urban and rural City streetscapes.		
Action 7.4.1: *Continue to develop and utilize GIS to create asset management plans to identify areas to improve drainage along with the overall form and function of roadways within the City.*	Medium	PS
Action 7.4.2: *Align public improvements of roadways with the Roadway Character map and descriptions to ensure the form and function of roadways is desirable and reflects the character of the community.*	Short	PS

M Mayor	CA City Administration	PZ Planning/ Zoning	PR Parks & Recreation	EP Emergency Personnel	
CC City Council	PS Public Service	E City Engineer	U Utilities	LO Local Organizations	

GOAL 8 - SERVICES

Coordinate future infrastructure investments and services with anticipated growth and development with the applicable service provider.

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 8.1: Establish long-term water and sewer rates within the City of Pataskala service area with goals for reinvestment through the Capital Improvement Plan.		
Action 8.1.1: Enact legislation establishing longterm water and sewer rates for the City of Pataskala service area based upon current needs and anticipated upgrades.	Ongoing	U CC
STRATEGY 8.2: Determine the long-term reliability of City utilities and identify and prioritize energy initiatives to maximize utility infrastructure.		
Action 8.2.1: Incorporate energy efficiency practices in utility upgrades and new utility installation.	Medium	U
STRATEGY 8.3: Establish a stormwater utility within the City of Pataskala.		
Action 8.3.1: Study how a stormwater utility could be established and implemented within the City of Pataskala.	Medium	CC PS E

IMPLEMENTATION

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 8.4: Identify deficiencies in current water and sewer infrastructure that can be improved through development projects.		
Action 8.4.1: Work with developers to install the necessary improvements through incentives, such as the waiving of tap fees.	Ongoing	PZ U LO
STRATEGY 8.5: Improve stormwater facilities throughout the City.		
Action 8.5.1: Identify and prioritize deficient areas and develop plans and funding scenarios for implementation	Ongoing	PS E
Action 8.5.2: Explore how the use of green infrastructure may reduce or eliminate the need for conventional stormwater infrastructure in current and future development.	Long	PS E
STRATEGY 8.6: Consult the Pataskala Police Department and West Licking Joint Fire District regarding development activities within the City of Pataskala.		
Action 8.6.1: Continue to include the Pataskala Police Department and the West Licking Joint Fire District in review of Board of Zoning Appeals and Planning and Zoning Commission Applications.	Ongoing	PZ EP
Action 8.6.2: Review emergency personnel benefits including compensation to ensure the City is hiring and retaining talented staff.	Ongoing	EP CC CA M

M Mayor	**CA** City Administration	**PZ** Planning/ Zoning	**PR** Parks & Recreation	**EP** Emergency Personnel	
CC City Council	**PS** Public Service	**E** City Engineer	**U** Utilities	**LO** Local Organizations	

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 8.7: Ensure City services utilize environmentally sustainable principles.		
Action 8.7.1: *Continue involvement with the Mid Ohio Regional Planning Commission's program, Sustainability 2050, which supports member communities' sustainability efforts through direct technical assistance, collaboration, and recognition.*	Ongoing	PZ M LO
Action 8.7.2: *As City buildings are built or renovated, incorporate energy efficient and renewable energy materials and appliances to reduce energy and water consumption.*	Ongoing	CC CA
STRATEGY 8.8: Increase environmental sustainability related initiatives within the City for residents and businesses.		
Action 8.8.1: *Ensure the Zoning Code does not inhibit energy efficiency or renewable energy tools on commercial, industrial, or residential properties.*	Ongoing	PZ CC
Action 8.8.2: *Reuse of existing buildings/structures in the community. Encourage developers to incorporate energy efficiency and renewable energy practices into buildings and developments.*	Ongoing	PZ
Action 8.8.3: *Increase access to recycling through residential pick-up and public drop-off locations. This could include working with Licking County Recycling to install public receptacles within City limits.*	Medium	PR
Action 8.8.4: *Support innovative financing tools for commercial and residential private property owners to invest in energy efficiency and renewable energy improvements (e.g. Property Assessed Clean Energy (PACE)).*	Ongoing	PZ
Action 8.8.5: *Partner with other organizations, like the Soil and Water Conservancy, to create a "backyard conservation" program that promotes environmental education and provides incentives to residents including reduced-priced rain barrels, compost bins, native plants, and trees.*	Short	PR LO

APPENDIX

APPENDIX TABLE OF CONTENTS
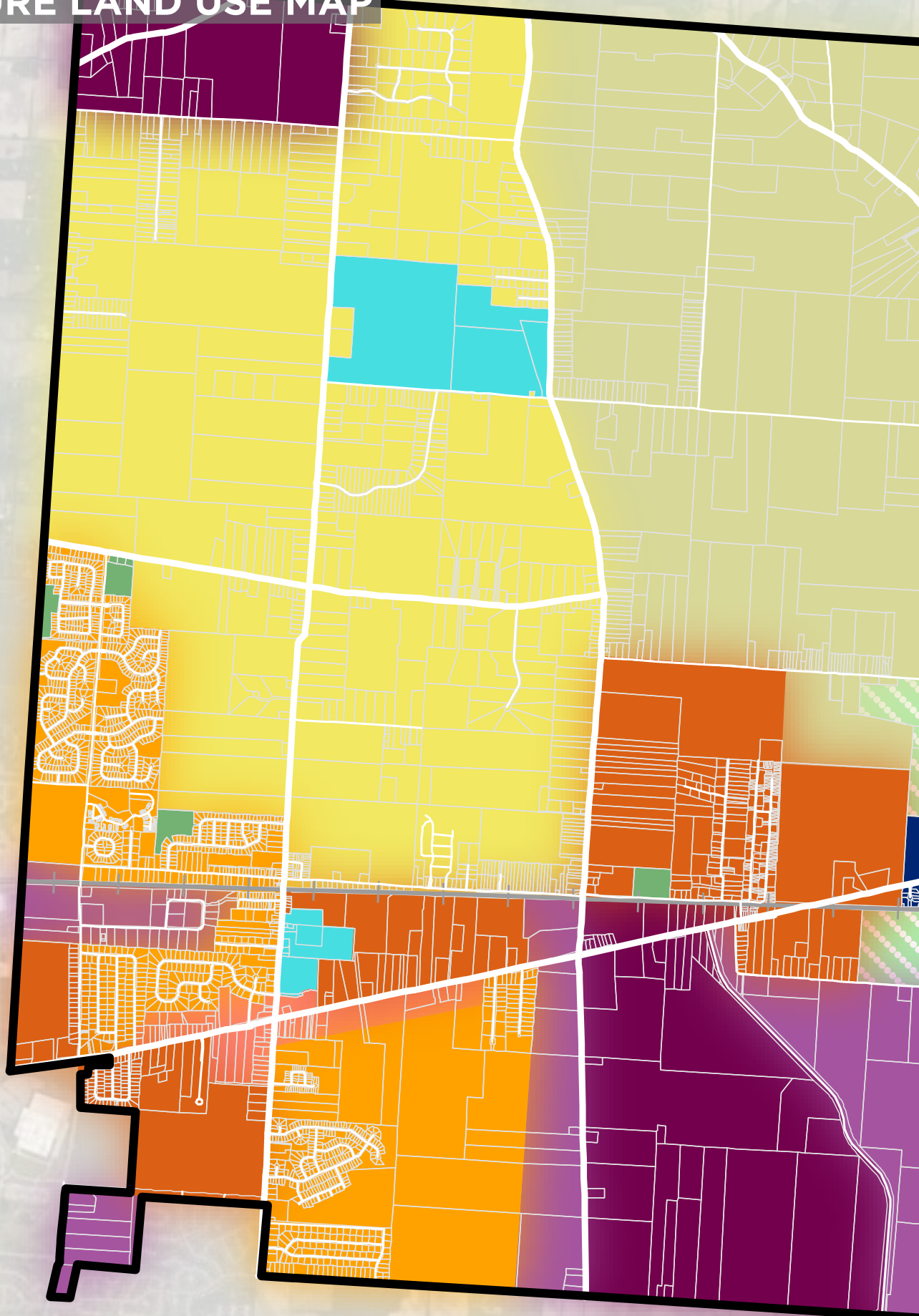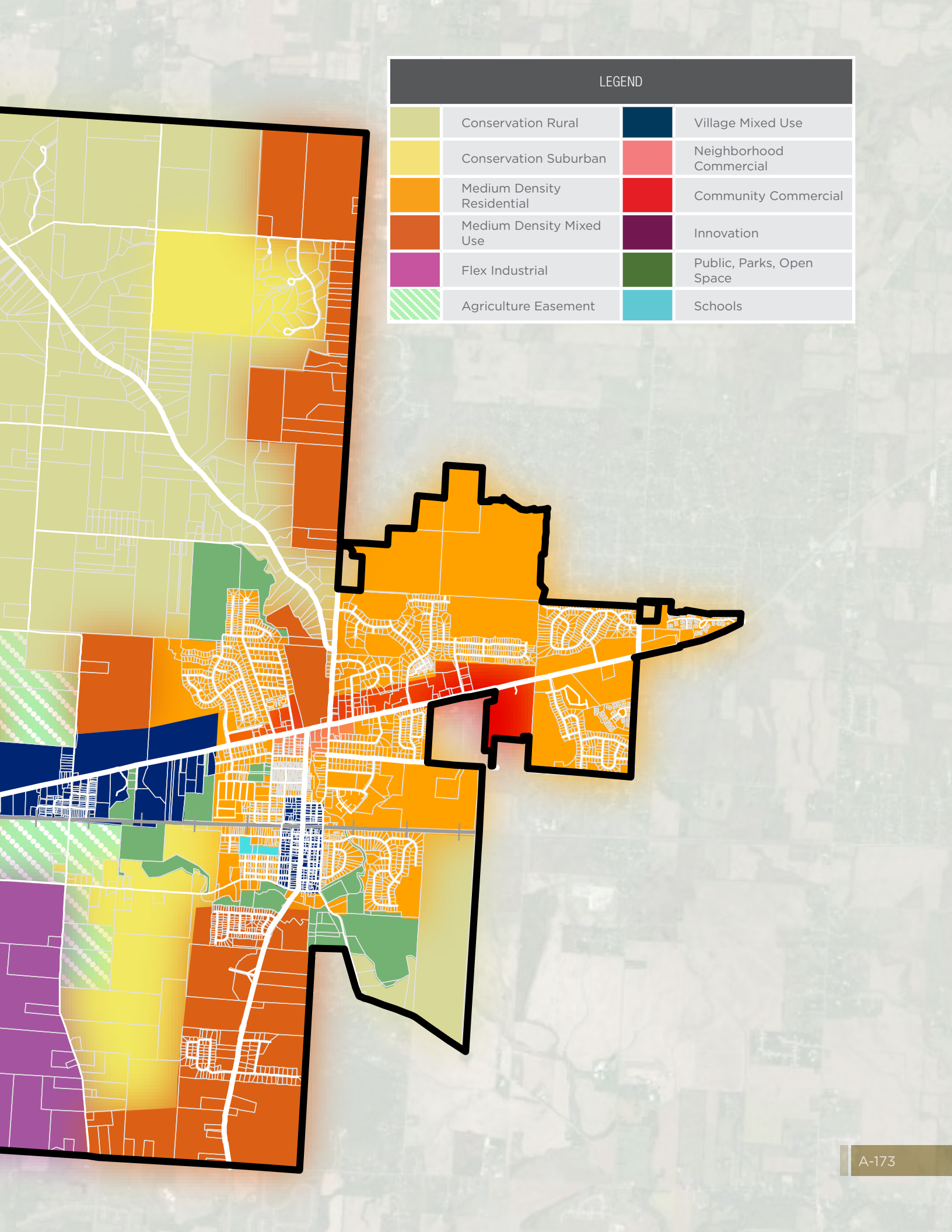
LEGEND

	Conservation Rural		Village Mixed Use
	Conservation Suburban		Neighborhood Commercial
	Medium Density Residential		Community Commercial
	Medium Density Mixed Use		Innovation
	Flex Industrial		Public, Parks, Open Space
	Agriculture Easement		Schools

COMMUNITY SURVEY

Below are the results of the multiple choice questions included on the community survey which are not provided in the Plan.

In referring to the map above, which quadrant of the City do you live in?

890 out of 895 people answered this question

1	Quadrant 4 (southeast)	370 / **42%**
2	Quadrant 3 (southwest)	195 / **22%**
3	Quadrant 1 (northwest)	129 / **14%**
4	Quadrant 2 (northeast)	114 / **13%**
5	Do not live in the city limits of Pataskala	82 / **9%**
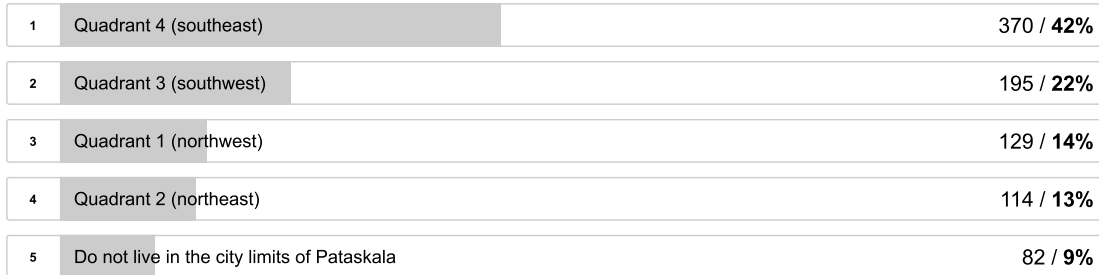
Do you see yourself remaining in Pataskala in the next five years?

806 out of 895 people answered this question

1	Yes	739 / **92%**
2	No	67 / **8%**

If you don't see yourself in Pataskala in the next five years, why might you move?

62 out of 895 people answered this question

1	Other	27 / **44%**
2	Housing choice	11 / **18%**
3	Schools	11 / **18%**
4	Family	8 / **13%**
5	Work	5 / **8%**
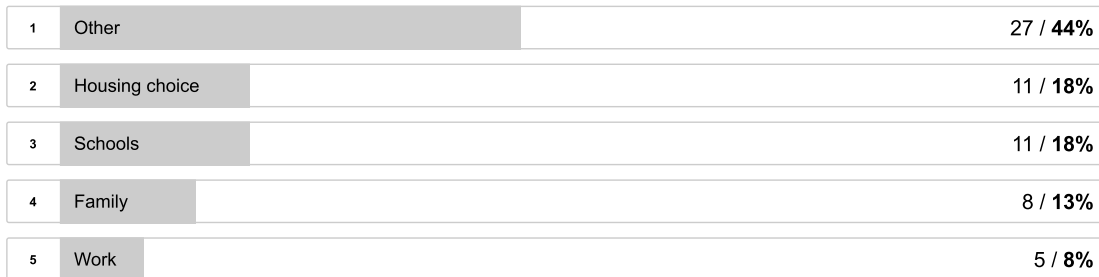
Do you currently work or own a business in Pataskala?

889 out of 895 people answered this question

1	No	739 / **83%**
2	Yes	150 / **17%**

Do you believe the City of Pataskala has a distinct identity?

882 out of 895 people answered this question

1	No (Skip to Question 9)	460 / **52%**
2	Yes	422 / **48%**

The Central Ohio region is expected to grow by up to one million people by the year 2050. Using a scale from 0-5, with zero being "extremely unimportant" and 5 being "extremely important" rate how important each of the following factors are for the City of Pataskala to focus on over the next 20 years.

Add new housing

885 out of 895 people answered this question

Average: 2.46

3	242 / **27%**
2	179 / **20%**
0	130 / **15%**
1	118 / **13%**
5	111 / **13%**
4	105 / **12%**

Add new commercial, retail, and office

882 out of 895 people answered this question

Average: 3.43

5	287 / **33%**
3	194 / **22%**
4	186 / **21%**
2	106 / **12%**
0	56 / **6%**
1	53 / **6%**

Expand new industrial and manufacturing

885 out of 895 people answered this question

Average: 2.62

3		226 / **26%**
2		177 / **20%**
5		139 / **16%**
4		120 / **14%**
0		113 / **13%**
1		110 / **12%**

Expand new mixed use (mix of retail/office/residential)

885 out of 895 people answered this question

Average: 2.94

3		227 / **26%**
4		193 / **22%**
2		169 / **19%**
5		146 / **16%**
1		81 / **9%**
0		69 / **8%**

Redevelop existing properties

888 out of 895 people answered this question

Average: 3.74

5		327 / **37%**
4		237 / **27%**
3		182 / **20%**
2		76 / **9%**
1		36 / **4%**
0		30 / **3%**

No growth or development

882 out of 895 people answered this question

Average: 1.78

0	304 / **34%**
3	152 / **17%**
1	140 / **16%**
2	130 / **15%**
5	90 / **10%**
4	66 / **7%**

A balance of conservation and development

884 out of 895 people answered this question

Average: 3.90

5	396 / **45%**
4	194 / **22%**
3	176 / **20%**
2	65 / **7%**
1	30 / **3%**
0	23 / **3%**
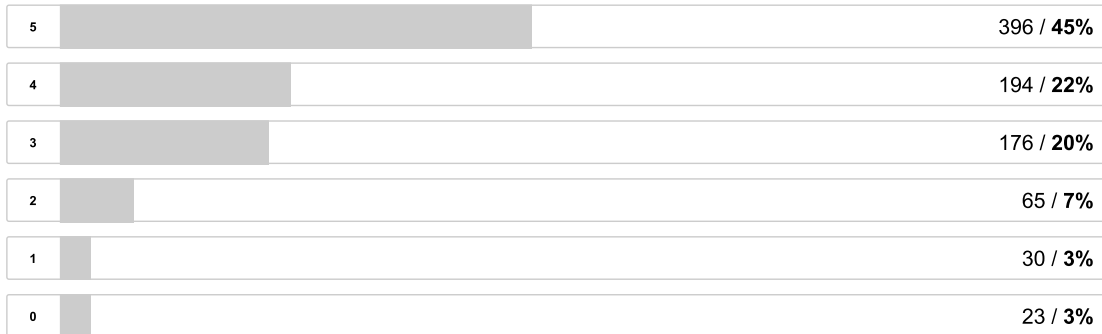
Create a downtown or "city center"

890 out of 895 people answered this question

Average: 3.35

5	305 / **34%**
4	182 / **20%**
3	157 / **18%**
2	97 / **11%**
0	83 / **9%**
1	66 / **7%**

Where do you see Pataskala's downtown or "city center"?

882 out of 895 people answered this question

1	Old Town/Old Village	533 / **60%**
2	We do not have a downtown	161 / **18%**
3	Current City Hall	55 / **6%**
4	Multiple city centers	55 / **6%**
5	Summit Road	41 / **5%**
6	Other	37 / **4%**

There are approximately 8,800 acres (total City acreage is 18,000) of undeveloped land in Pataskala. **What percentage of this undeveloped land should be conserved or protected for agricultural use and/or open space?**

888 out of 895 people answered this question

1	25-50%	297 / **33%**
2	50-75%	270 / **30%**
3	Greater than 75%	230 / **26%**
4	0-25%	91 / **10%**

On a scale of 0-5 with 0 being "extremely unimportant" and 5 being "extremely important," please rate how important each of the following housing characteristics are when thinking about future residential growth and development.

A range of housing options for residents in different stages of life

890 out of 895 people answered this question

Average: 3.33

4	228 / **26%**
5	224 / **25%**
3	214 / **24%**
2	113 / **13%**
1	61 / **7%**
0	50 / **6%**

Independent and/or assisted living options for seniors

887 out of 895 people answered this question

Average: 3.19

3		288 / **32%**
4		208 / **23%**
5		159 / **18%**
2		136 / **15%**
1		63 / **7%**
0		33 / **4%**

Close to biking and walking trails

887 out of 895 people answered this question

Average: 3.87

5		360 / **41%**
4		250 / **28%**
3		159 / **18%**
2		62 / **7%**
1		29 / **3%**
0		27 / **3%**
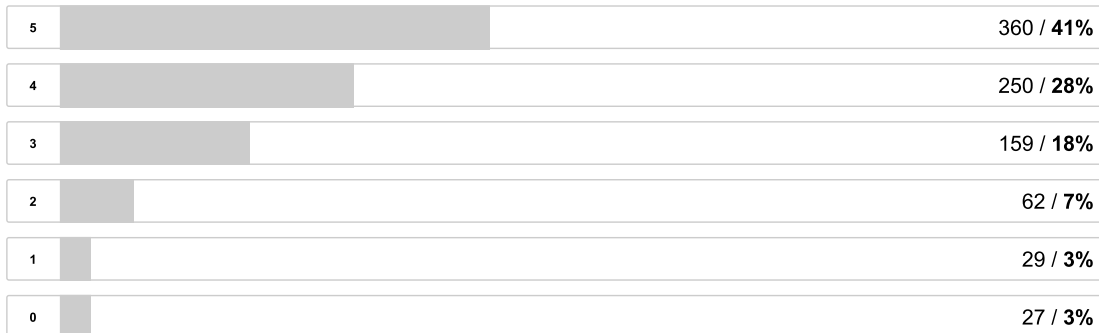
High quality materials and design

889 out of 895 people answered this question

Average: 4.01

5		375 / **42%**
4		276 / **31%**
3		158 / **18%**
2		50 / **6%**
1		16 / **2%**
0		14 / **2%**
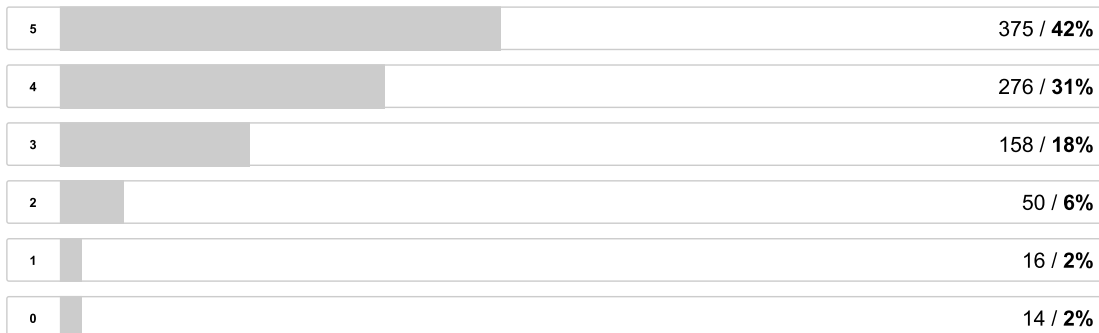
Close to adjacent, undeveloped farmland

891 out of 895 people answered this question

Average: 2.79

3		249 / **28%**
2		189 / **21%**
4		172 / **19%**
5		117 / **13%**
1		86 / **10%**
0		78 / **9%**

Close to commercial amenities

887 out of 895 people answered this question

Average: 2.96

3		268 / **30%**
4		209 / **24%**
2		177 / **20%**
5		112 / **13%**
1		69 / **8%**
0		52 / **6%**

Close to parks

888 out of 895 people answered this question

Average: 3.66

4		271 / **31%**
5		266 / **30%**
3		218 / **25%**
2		78 / **9%**
1		28 / **3%**
0		27 / **3%**

Close to schools

889 out of 895 people answered this question

Average: 3.31

4		257 / **29%**
3		233 / **26%**
5		189 / **21%**
2		112 / **13%**
0		54 / **6%**
1		44 / **5%**

Strong neighborhood character

889 out of 895 people answered this question

Average: 4.09

5		439 / **49%**
4		237 / **27%**
3		129 / **15%**
2		42 / **5%**
0		21 / **2%**
1		21 / **2%**
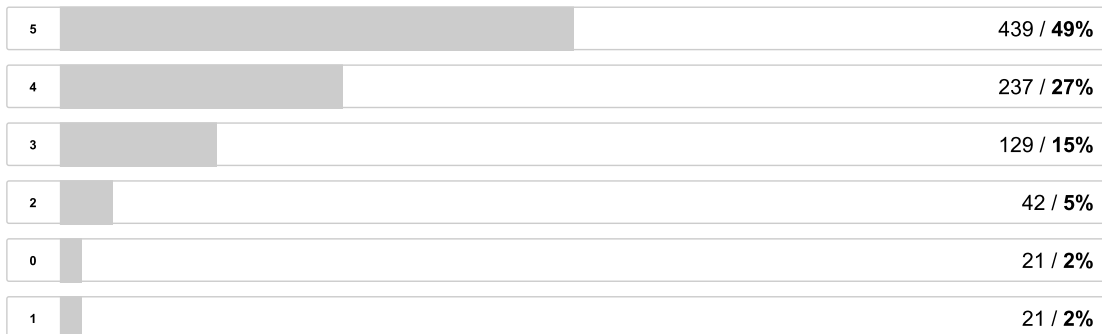
Rural lifestyle

889 out of 895 people answered this question

Average: 3.76

5		358 / **40%**
4		206 / **23%**
3		179 / **20%**
2		77 / **9%**
1		36 / **4%**
0		33 / **4%**
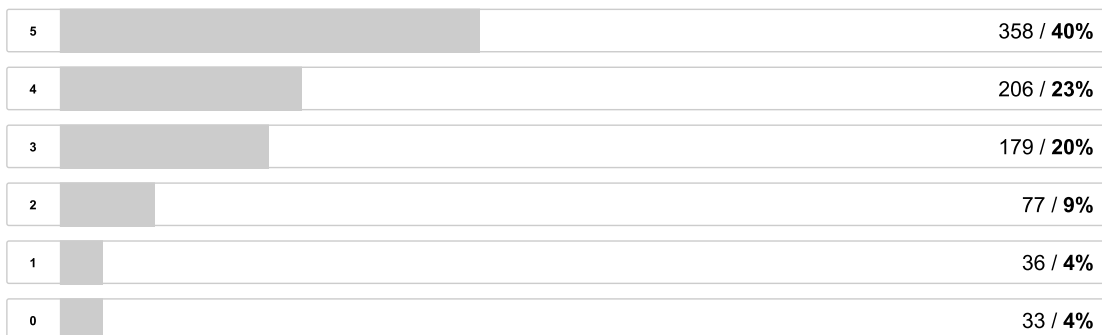
Using a scale of 0 – 5, with 0 being "would not like at all" and 5 being "would like a great deal," please rate the type of retail development you would like in Pataskala.

Big-box retail centers

889 out of 895 people answered this question

Average: 1.69

0		287 / **32%**
3		175 / **20%**
2		162 / **18%**
1		152 / **17%**
4		66 / **7%**
5		47 / **5%**

Redevelopment in existing commercial centers

891 out of 895 people answered this question

Average: 3.75

5		300 / **34%**
4		251 / **28%**
3		219 / **25%**
2		75 / **8%**
1		27 / **3%**
0		19 / **2%**

Mixed-use (retail/office/residential)

889 out of 895 people answered this question

Average: 2.91

3		313 / **35%**
4		180 / **20%**
2		170 / **19%**
5		106 / **12%**
0		64 / **7%**
1		56 / **6%**

Smaller, neighborhood focused retail (e.g. restaurants, bakeries, coffee shops)

889 out of 895 people answered this question

Average: 4.21

5		472 / **53%**
4		234 / **26%**
3		117 / **13%**
2		40 / **4%**
1		16 / **2%**
0		10 / **1%**
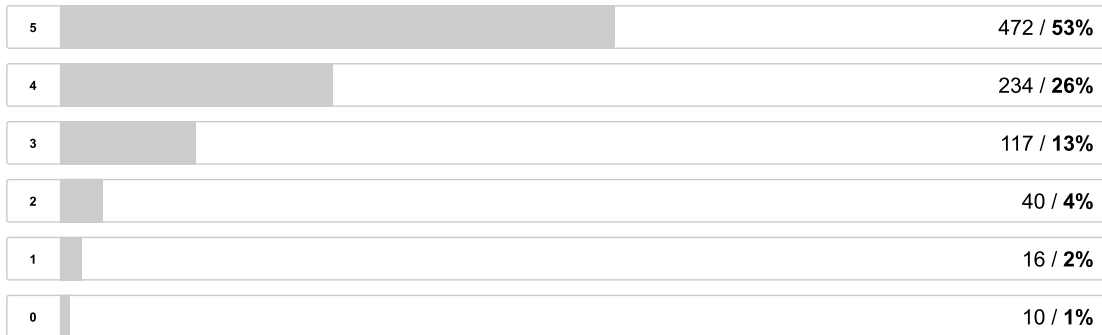
What is your gender?

889 out of 895 people answered this question

1	Female	542 / **61%**
2	Male	330 / **37%**
3	Prefer not to answer	17 / **2%**

How old are you?

892 out of 895 people answered this question

1	35-44	252 / **28%**
2	45-54	184 / **21%**
3	25-34	171 / **19%**
4	65 and above	136 / **15%**
5	55-64	119 / **13%**
6	Prefer not to answer	14 / **2%**
7	18-24	12 / **1%**
8	Under 18	4 / **0%**

Do you own or rent a home?

890 out of 895 people answered this question

1	Own	821 / **92%**
2	Rent	41 / **5%**
3	Prefer not to answer	28 / **3%**

Do you currently have children under the age of 18 living in your household?

892 out of 895 people answered this question

1	Yes	444 / **50%**
2	No	430 / **48%**
3	Prefer not to answer	18 / **2%**
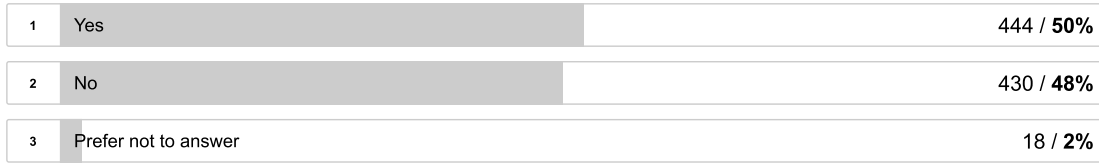
Do you live with family members other than your spouse or children?

892 out of 895 people answered this question

1	No	803 / **90%**
2	Yes	72 / **8%**

Open-ended Question: In a few words, describe your favorite thing about living or working in Pataskala.

842 out of 895 people answered this question

The people - the schools, churches, ease of getting to Columbus, etc.
quiet and close to everything but your neighbors!
Proximity to Columbus
Hometown feel
Love the small community feel
Living rural with fewer neighbors, quieter surroundings, with ease access to smaller community surroundings.
My lot backing up to farm land.
Country feel but still so close to everything
Feels like a small town, not much traffic and traffic lights.
small town feel.
Smaller town feel
Country setting
It is close enough for me to get to Columbus whenever I want, but far enough away to still have a bit more space.
Quiet
The small town feel
The town is full of wonderful people and people that have lived here their whole lives ! It's a great sense of community and I always feel at home anywhere I am !
The larger backyards
Small town feel near the "big city"
Small community feel within minutes of everything
Family
The farm stands in summer.
Not much
Safe and clean area
There is a lot of fast food places
Small town
I live outside the limits. It's incredibly peaceful out here; close to town and cbus, but still far from the crowds. I like the current size of Pataskala.
The smaller town feel
We like the fact that Pataskala is quite and peacefully. Love th farm lands and woods. Like the fact that Pataskala dose not have a lot of traffic.
I live in Harrison township so almost all of my activities are in pataskala. The people and the location are great in the city
N/A

Privacy and serenity
open space, tight-knit community that goes back generations, rural character
Privacy and serenity
Smaller community
Community. Schools.
It's rural, but not to rural. Smaller city feel.
the rural feel
Less people and great neighbors
Small town feeling
The Country living
Small town
That it is close to where I work and that it is quiet
I like knowing the people i see.
Small town. People wave and chat in Kroger's.
Pataskala is a fun word to say
Small town feel.
Small town feel
Small town atmosphere but lots to offer!
Ease of travel to Pataskala and surrounding cities
Community
Smal town feel while growing
Quiet country feel.
Small town vibe
The friendliness of our community overall.
Nice small community!
Country feel
Nothing comes to mind. Seems it's just a town I pass through to get to somewhere (shopping, dining, etc)
I've lived in the area my entire life. It's nice to be in the country but near the city.
Small town.
Not as busy as Columbus , more relaxed and good people and wonderful scoops and teachers , thank God for one teacher Leslie Holbrook , she has been such a blessing.
Come together in crisis
Affordable living and close to exit for highway
It's potential
The slower paced country feel but still within 20 mins of the city

APPENDIX: COMMUNITY SURVEY

Open-ended Question: In a few words, describe your favorite thing about living or working in Pataskala.

Small town feel	Small town, awesome people, local businesses
Small town feel	small town feel
Cost of living	Small town, still close to the big city
Been here nearly 50 years and there is no where else I would rather be. Small town feel is my favorite thing.	I enjoy my neighborhood and the lot sizes and the home values.
I like the country feel that Pataskala offers. I also like brine 20 minutes from Easton or downtown Columbus	We just moved here but love being in farm country and our little town.
The kindness of the community	It's quiet, there aren't millions of people here. I have the basic necessities but coins isn't far if I need more.
Small town, friendly	Small home town feel
Small town feel, grew up here and looking forward to raising my children here	I love that we still have that sma home town feeling
Like the small community feel yet close to city	Peaceful.
Small city close to Columbus	The people
Away from the busy downtown, but still central to everything.	Family friendly
	Country feel and community
Affordable. Close to downtown. Right off I70 exit	Feels quiet but close enough to busy areas
Hometown feel.	Quiet area, more mature than city area's.
Still has a small town feel	Relatively low traffic generally nice people
It is quaint	Small comunitity
I like the rural feel of Pataskala but has local amenities. It still has that country charm	Simplicity
Rural atmosphere	Proximity to Columbus locations; work and home are closely located
Lived here most of my life. The people are very caring.	Location
Small town feeling but close to everything i need.	Small town feel
We are off 310 in Harrison township. We like the suburban and small town feel	Small town feeling, close to everything
Feels like country but not too far out. Nice people.	Small farm community not as busy as other suburbs but not far from everything and growing
The rural areas	We live in neighboring Granville Township, but frequent Pataskala businesses, eateries, parks and offices
Country like settings/roads	
I grew up here and just relocated my family back to live in the country and support small local businesses	It is close to the conveniences of the city without the traffic congestion
Small town	Smaller town, nice sense of community
Community	Not enjoying it
That it is out a ways from the conjestion of the city.	To busy
Love beechwood trails	Great community. Friendly people.
Good schools, nice housing communities, good proximity to larger suburbs and Columbus	The small town community feel.
The country, community, schools	Not overly congested. Still plenty of country and scenery left.
Small town feel.	clean and quiet
Small community but close to everything you need	Quiet
Small town feel	Small town feel but yet close to family
I like having several stores and restaurants close by but still have a "hometown" and small feel. I like that Pataskala is not as large or busy as the suburbs of Columbus are.	Rural, farming influence. Local businesses and their owners. Quiet and peaceful. Lack of congestion yet still a full service of amenities.
My neighbors	People

Small town, rural feeling (at least for now)	Quite town
A wonderful community that feels like family	The small town feel
Was,,, close communitu	small town
The quaintness of a small town	The people, community and small town feel.
It's quite & peaceful. I love looking across the street and seeing a corn field. I hate the thought of anyone selling off land for commercial or residential use.	I grew up in Gahanna and Pataskala has more of a small town feel and seems to really support local businesses.
Small town feel but close to a big city	Love the small time feel with access to larger cities close by.
Small town feeling.	Close to family
It's a great community	Small town feel, close to the big city.
Country life	Close to Columbus
Country ambience with more amenities	Community feel
Community	Small town atmosphere
Small town feel.	The community. Stores,restaurants, opportunities,
Green space	Away from people yet close enough to city
Still has the country feel and reasonable taxes	It's very familiar and comfortable
I liked the small country feel not over crowded	The small town feel that is close enough to shopping.
The way it use to be, Pataskala has become a mess	Quiet. Country.
The community supports each other.	Friendly people and the pride of the community
The small town feel. Love the cookie walk, July 4th celebration, street fair, etc.	Such nice people
Love how quiet and peaceful it is. The small family owned restaurants are nice to have. The biggest thing is the fact that I can walk through town safely, and my children can play outside and I don't have to constantly worry about them.	We were able to afford more land with our home than in other parts of Columbus.
	Friendly community
	Combo of rural/ suburban
Small town feel	Pataskala is a great small town, close to everything. I always say we are 30 minutes to anywhere.
The feeling of small community while still being connected a major city	Living- Small town feel
Small town close to large town	Small town feel but access to Columbus
Less traffic, crime, feeling of community than in larger cities	Lower crime rate than in Columbus.
	Larger yards and a sense of community.
Everything is close enough to everything	Rural, friendly, quiet, small
Easy access to freeway and nice quite neighborhood.	Strong sense of community - small town.
It has a small-town feel, but is close to shops, restaurants, etc.	Small town feel
the country atmosphere, less traffic	Large lots. Country feel
Small town feel and sense of community	The small town feel
I enjoy living in Pataskala because it is still relatively close to Columbus, but provides the opportunity to live in Licking County. This allows larger lots, smaller cities/service districts, slightly less crowded, and a fairly safe feeling area.	Small town feel, great sense of community.
	Grew up in pataskala
	Small town feel. Safe neighborhoods
	The small town feel but that easy access to cities.
Small town, simple	small town feel
My favorite thing about living in Pataskala is quickly disappearing. My favorite thing was living in a rural quiet farming community.	safe, nice small town
	Ease of travel to work
A small country city	I moved to Pataskala 14 yrs ago because it was a quiet, family, and community centered town.

APPENDIX: COMMUNITY SURVEY

Open-ended Question: In a few words, describe your favorite thing about living or working in Pataskala.

Living in the country	Peacefulness of the small town feel but still close enough to Columbus.
the quietness of it. Not as much traffic as where we lived before	Proximity to places we frequent...school, shopping, entertainment...
quiet/friendly town	Quiet area, close to most things.
close to the city but quiet and we can afford land	Community
Small town charm	Small town atmosphere
Nice people, easy to get around. I live right outside of the city limits so what goes on in Pataskala directly affects our lives daily.	It's quieter than the city.
	I really don't have one.
Being in the suburbs	Country feel but close to city
Rural quiet	I love living in a rural area
Close to everything	Small town feel and tight-knit community
I moved to Pataskala b/c I like the small town feel. I town/city that I grew up in became too big and Columbus moved in, so I moved out. Im still hungry.	Love the community.
	Small town feel, with a house in the country. Close to Columbus. Good traffic flow out of Columbus. Great mayor who is very involved.
It's quiet	
It still has that small town feel.	The rural setting although we are being encroached upon every day.
I like the suburb situated in the country feel	The country feel.
Was nice when i 1st moved here 21 years ago	It's is quite place .
It is a good community, with great neighborhoods, good schools and the feel of living in the country within city limits.	Suburbs are close to rural areas. Doesn't feel landlocked.
	Small town community, the people
Country living	Living on 8 acres with all the benefits of getting back to nature.
Schppls	
Just moved here in Nov. I love the quiet neighborhood and all the people are kind and friendly.	Family oriented
	Open space and rural living
Quiet, laid back community	I grew up here and want my child to grow up here
I love that it is a small town, but close to the city.	Family and amazing elementary schools
Best of both worlds with country and city living.	Quiet area, lots of businesses in the area
Our location is a quiet street right off E. Broad, it's very convenient to Pataskala city, Reynoldsburg, and/or Columbus. I like that I can be a part of Pataskala or not, it's my choosing. Interested in some of the activities that Pataskala sponsors; i.e. Historical Society, the annual street fair, farmers market on Fridays, large selection of churches, 2 different school districts make things very interesting.	It's not overly developed yet (though I'm sure that's coming). I like being away from things but not too far.
	Like the quiet neighborhood I live in
	Small town feel
	The location
	Has a neighborhood feel, even though spread out.
	Not much. Too much school taxes.
We love that it is rural but close to everything.	Small town feel near big city amenities
I love working in Pataskala because of its rural setting, but easy access to amenities.	Location
	rural environment
Licking Heights schools and a nice neighbors	Quiet country living
2 miles from work	rural beautiful country side, small town feel
Small town feel	Quiet, friendly people.
Wide open spaces; friendly people; small town feel	Parks and community events (e.g., 4th July, Street Fair)
That it has both diversity of people but a country feel	
Country feel	Country life
I moved here because I could get a house and not have neighbors on top of me.	
Close to work	

Has a rural feel, but it's relatively close to Columbus and the amenities of city life.	Good people
Small town feel with easy access to other cities	Easy to get around and to Columbus, Easten and Granville
The diversity	Nice people, smaller community and much quieter than a bigger city.
Safe and quiet	Friendly people, community feel, rural setting but still close to much entertainment
Rural feel but convenient to amenities	Small town feel
Quiet	Close knit community.
People	Small town feel close to the city!
The small town feel	Neighborhood
Being surrounded by farm land while still living in suburbs. Cheaper taxes and small local government.	Rural atmosphere
Love living in a smaller community.	I live in Etna, but I like the small town feel of the community.
The people	Ziggys
Quiet, low crime. Mix of people. Mix of country and city.	It's only minutes away from more progressive communities
Green space, location.	Small town/community. Local business with enough Corp business around but not enough to feel like a suburb
Small town feel but is still close to Gahanna and Columbus.	My house
Small-town, rural feel, but still close to Columbus	Sense of community
Part country, city convenience	It's not over grown YET!!
Quite community, out of the large city rush	The quitness
Country like	The city is quiet
Nothing	Small town feel
Location	"Country" feeling near the city.
Outside of the city but will be moving as growth happens	Small town feel with amenities of the city
The nice neighborhoods, environment, low crime.	The people
Not too far from the city, but not too country, either. Can easily access businesses and resources.	Rural space
Being in a less populated area with easy access to work and entertainment.	Quiet and spacious
Far enough away from the city of Columbus but still close to everything	Rural landscape but close to cbus
The small town feel. Things like the Cookie Walk just don't happen in most places today.	It is a less expensive area and it is close to Gahanna, New Albany, several restuarants and shopping areas.
Safe, affordable housing with good schools that's close to the city	Rural atmosphere, kind people
Small town	small country feel
Pretty quiet!	My neighbors
Live on a quiet dead end street	It is not near the inner city
Small town feel	It's fairly quiet and I feel safe here.
Nice quiet and family oriented	Great people and home feeling
Fewer people	Small town, local businesses, low traffic, quiet/peaceful to raise family
Small town, safe neighborhood	The country feel
For the most part, nice people and businesses.	Open space within close proximity to Cols and Newark
Small town feel	I love that it is a small town and not Pickerington

APPENDIX: COMMUNITY SURVEY

Open-ended Question: In a few words, describe your favorite thing about living or working in Pataskala.

Between mine and husbands jobs. Close to things to do in Columbus	its not too expensive
Open space but close to a number of larger cities.	I like the ease of access to Columbus airport, Easton and other areas of Columbus
Everything is so handy such as grocery, post office, etc. We also liking having trees in our back yard.	Low community activity
Nothing really that I like.	Small town and quiet
Its proximity to the city.	Country atmosphere. Ease of driving around, in and out of City.
Like being out of busy city	It is my home town, I have family here.
Less traffic congestion	Grew up here. Love the small town living and values associated with living in pataskala. Small town living within close proximity to jobs and things to do in columbus.
quiet but close to everything	
Location to larger city attractions	
The rural, quiet community feel	Being away from the city
low density housing	I feel safe in my neighborhood
Small town atmosphere, but close to a large city.	Small town feel. Potential for more.
Small town feeling	Country atmosphere.
Its quiet, and neighbors are friendly. Small town with big dreams kind of vibe.	Rural town community with family friendly activities. The town is not overly commercialized giving our family an opportunity to be close to amenities but live in the country.
Great Community. Small town feel nice mix of farm/suburb close to other amenities	
It's quiet and I like the small town feel as I grew up in a small country town.	It's a quiet, safe town much like my home town I grew up in
Peaceful	close enough to gahanna and new albany
couldnt imagine living anywhere else	small town values. growing sense of community.
I am retired and have just moved down from Fremont Ohio,I liked the rural feel of Pataskala.	I moved here for the rural setting and respect of gun ownership culture.
Small town feel.	Easy access to Columbus for work and Newark for shopping
Close to home, safe quiet neighborhood	Quite country living.. clean air
Peaceful and small and cozy	Small town feel, lots of green space and yet we're close to shopping and work in Columbus
Hometown feel and not congested	
Even though Pataskala is a lot bigger then it was when I was growing up here, it still has that small town feel.	Nature, farms, rural feel.
	I like the rural small town feel with easy access to amenities of a large and medium sized city, as well as a quaint college town
I don't associate with living in Pataskala because I'm so far west. The nearest grocery, food, and banks are towards Gahanna	Ease of getting around.
	schools and neighbors
Safe, clean neighborhoods.	I like that it is a more rural atmosphere with less traffic.
Small town feel, country feeling, not big of business	
It's a quiet town and not too busy or congested.	The nature in Pataskala.
None	The rural atmosphere
Quiet, easy access to freeways, affordable!	The quiet communities and friendly business owners.
Small community. You get to know your neighbors and people around you.	cheap taxes
	Away from major traffic congestion
The small community feel	When I was working,it was close to my employer.
small town but near larger towns.	I like the small town feel of the town
Somewhat away from Columbus but close enough to enjoy it.	Historic downtown Pataskala is cute.
	My neighbors

I enjoy the advantages of living in a small town, shopping and doing business with local people, but still close enough to a big city to enjoy the things it has.	The proximity to Columbus while also being quite and peaceful
School District	Quiet area close to Columbus
We like the rural area.	Being in the country
Nothing	Small Town Feel
The old style housing, small community feel	Small town feeling
quiet, everything I need is available	Quiet
Small town, rural areas - farms / green space	It's where I grew up. Enjoy the sentimental value and the small town feel.
Neighborhood	Small townish feel. Close to the city
Pataskala seems to have a low crime rate and low violent crime. Lots of space for development.	Away from the city
It used to be the rural atmosphere. That is changing to more density in population, cars, and noise.	A quite community; farmland; and pray it stays that way.
Small Friendly atmosphere.	far enough away from the city but not too far out.
Quiet	It's quiet
Habit	Low prices
I used to LOVE Pataskala when it had a small town charm. that has been changing over the years.	The size of the community and the people.
Convienent to things I need	Semi-rural feel; some city conveniences
Convenience	rural living with relative safety
There is nothing	It isn't Columbus, yet!
Small Community Living....quite	Quiet, layback
Lower property taxes, density of people, and amounts of traffic than surrounding areas and close proximity to Gahanna, Interstates, and Easton.	Ilike the good neighbors, the small town atmosphere
small town rural feel close to Columbus	Small town feel. Locals have a lot of pride in the city.
suburban life style	Nice small town atmosphere
small, uncongested	convenient to shopping; decent schools
Location to Columbus but still country feeling	My relatives lived across the street from the Highway Patrol office. We held our family reunions there when I was a child. For that reason Pataskala had always been special to me. I moved here about 13 years ago for the small town atmosphere while still being close to Columbus.
Rural atmosphere close to Columbus	
quiet	
The quiet rural setting and environment. The small town feel with easy access to Columbus, activities and shopping.	It's always had a small own feel. It's comfortable to live here.
	Country living close to City amenities.
Friendly people and small town feeling	More land for less tax
It's always been home. A little bit of country not far from the city	I work from home so I do not have to drive to work.
	The amount of house and yard for the price.
Small town feel but close to the city	Recently moved in...!
Convenient access to grocery and services locally as well as in Newark-Heath-Granville and Reynoldsburg-Columbus.	close to city with country feel
	Small community
I love the community for the fact that it has a small town feel and everyone knows everyone. There are many events that the city offers throughout the year too, which is great for families with kids. I am pleased to see alot of the different developments that the city is bringing in/building. My husband was born and raised here (30years now) and I have lived here since 2005 (came from Reyn/Blacklick). I felt right that we stay here and raise our family too!	Nothing. I don't like it. Unfriendly hillbillies and nothing to do. Have to drive 20-30 min for a real restaurant or shop.
	My commute is great (no traffic). I feel safe.
	Community
	Neighborhoods
	rural character
	Small town living close to columbus

APPENDIX: COMMUNITY SURVEY

Open-ended Question: In a few words, describe your favorite thing about living or working in Pataskala.

Living and Working in Pataskala. The small town feel.	being close to family
I like having space from the city but not being too far away. It's a good medium between country and city.	It is our home.
Nice community feel.	Close to Columbus but country feel - good neighbors
I do not have a favorite thing.	never worked in Pataskala, likes the small, safe community we were before incorporated Lima Twp. City gone downhill since then. Poor guidance, ex. water fiasco.
I like the small town feel	
small town vibe	County life while still being in a city enviroment!
Nice country setting	More house for the momey
The cornfields	it is my hometown
the people	Police &fire protection. Progressive planning and future growth planning.
live on a farm not a city person-enough said	
Our home is located on 2.3 acres surrounded by trees, the river, and animals. Very peaceful.	Friendly community close to long time friends and availability of shopping
It's quiet, yet close to downtown and low taxes.	Close to Columbus
quiet and green space, surrounding scenery	Location
acess to goods and services	Close to our business and small town feel.
Privacy	I love the yard space and the ease of traffic in the area.
spreadout and away from columbus but close enough to it and other communities.	I like living and working in Pataskala because it is a great little town. I feel safe here for myself and my family. I love building a family/life here. Amazing people, schools, churches, all the things I'm looking for.
I like the rural atmosphere.	
Simple country living	
Rural feeling	
I like that I have a little bit of space between our house and the neighbors. Lots are not as close together as they are in Franklin county.	Loved living in the country but being close enough to travel to town .
	Small town, friendly, down to earth.
Still relatively quiet except for the planes	feeling safe and living in less dense population of suburbia
small town feel, schools, proximity to Columbus	
easy access to Columbus job, quiet place to come home to	Rural area but close proximity to airport, essential businesses
	I have lived here my entire life and see myself living here for the rest of my life.
I love the small town feel and how city officials will call you back and know your name. I came from Columbus so that rarely happened. I love the peace and quiet. I love the rural feel and the horse farms. I love the mayor is on the Pataskala Facebook group and participatea so often. Even my 25 year old son prefers this to Columbus.	like the small town feel, people are friendly
	It's a quiet, quaint place with a small town feel.
	The country atmosphere - lots of farm land. Friendy people.
	Rural life style and small town America
its comfortably away from the city	I like my house
Small town feel	Small town atmosphere yet close to big city
Small community with amenities	my house
Small town feel, quiet town	love the small village; hate the suburbs you've created
Nice quiet suburban area	I like the rural setting with a little urban feel
	We just moved in the city is small and nice
I enjoy the small town feel of the city	Mix of suburban and country living.
small town charm	Our particular neighborhood with caring neighbors.
small rural town. lots of open space. not much traffic.	

Great friendly community where you know a ton of people!!	small town feel
Great community.	Rural, not congested, but close enough to anything I need
Small community	Affordable housing, good neighbors
When we bought our house, it was the most affordable at that time	Small town feel. Beautiful old houses
rural	Small town atmosphere
seeing people I know on a daily basis	Rural quiet life
Small town living but still have access to big city amenities	Nothing. Made a huge financial mistake moving here
Close to grocery store	Small community feel. No big box stores or big name restaurants
Not much of anything has made it my favorite place to live within the past 15 years.	Sense of community is high
The rural atmosphere	Proximity to major highways and cities like New Albany, Gahanna, and Westerville
quiet, peaceful, reasonable home prices, close to columbus	None here 21 years th
Living in the country	The proximety to both rural and suburban lifestyles as well as large city amenities.
Close to many Columbus attractions, but a small town feel.	Small town feel, great people, with plenty to do and see just a few miles away
city services	low crime rate
schools	Used to be mostly country. Quaint small town.
I love the 'country' atmosphere. I am also imressed by the maintenanceandutility crews who keep things so well repaired and clean.	Rural, friendly, easy to acquire clients
	Seems quiet, not a lot of crime
Open space and large plot sizes in my area	The small town feel and low crime rate
Rural character, proximity to Gahanna & Columbus	Love the country feel but have the access to the big city. Love living by a park.
Rural feel/close to amenities	Quiet
?	quietness,small town,convenient to medical needs and stores
Small town vibe with easy access to the city	Community, our neighborhood and its affordable
The small town feel.	Rural feel but close to Columbus
The rural feel of my area	Large town conveniences, small town community
Small town values but not too far out from the city	It's small but close to Columbus and I was born here.
Small town feel.	Aways been home for me.
The parks are nice.	Small town feel
Small town feel	Rural setting with easy access to Columbus.
Small town feel	It is a quiet and friendly place to live.
Small town/home town feel	The small town atmosphere
Small town atmosphere.	Small town feel, close proximity to many options
combination of rural and close to "city" amenitites	It's a rural area without being for outside of civilization. Although there are too many housing starts now
Rural living	
I graduated here and both my son's have graduated here.	Lower taxes than Franklin County
	It's location
Small, friendly and not so busy	privacy
Small town atmosphere	Still rural but with just enough growth
Hometown feel	country living

APPENDIX: COMMUNITY SURVEY

Open-ended Question: In a few words, describe your favorite thing about living or working in Pataskala.

That it is not over populated, still a country feel.	A rural environment.
Sidewalks in my subdivision for walks	I love that Pataskala is a small town but it's 30 minutes or less to just about everywhere.
	Still a small community
My home and property	I love the still small town feel of Pataskala!
It's my hometown. Have lived here for 61 years.	Community town
	Friendly people
the community, people!!	It is relatively close to Columbus. Other than that, it offers few real amenities
Convenient to places I need to go Not a bad commute to the city. Great schools.	The rural feel. The acres of forest still remaining
Less traffic than the city	family, creeks, air
	small commute
Like the country feel, don't want more development/ retail or big box stores	
I enjoy the quiet community, nice people, small town feel.	quiet, close but not too close
	Quiet, open space, agriculture, friendly
Friendly people.	the rural atmosphere
Small town feel, but close enough to all the Columbus area attractions	
Quiet and the dairy hut	Convenience to central OH, more rural atmosphere,
The people.	I enjoy the fact that the city is cash-strapped which by necessity means it is not able to step outside the role of government, which is to increase economic activity and take care of infrastructure. Not create a Christmas list of "goodies" to make the city residents all feel "good".
Small town feel. Mostly quiet and less traffic than closer to columbus	
	The quaint but roomy property. Commmute to Rickenbacker isn't so bad
My Home.	I work at home. Pataskala could be a much better community but there is no city planning and I am afraid the lack of vision will allow outsiders to determine our future.
location	
Cheap land on which to build homes	
There is still the small town feel and country setting.	Rural feeling but city services.
Small town feel	Pataskala is a quiet and growing town that still has beautiful nature to explore.
I like the slower pace.	I love the peace of living out of the city but the convenience of being close if needed
	Living near farmland but with easy access to everything Columbus offers
rural living	Rural setting
The rural atmosphere... I love hearing the cows when I am on my back yard. Plus all the horse farms are magnificent!	Small town atmosphere, but close to Columbus.
Rural atmosphere but close to urban areas	The people
I am close to friends, family and resources in Franklin County.	Strong sense of community. I feel safe raising my family here and I enjoy knowing my neighbors, schools, and businesses personally.
Not crowded and convenient to most activities around the area.	
It is still quiet in my neighborhood and not much crime.	Well, when I moved here 18 yrs ago, it was alot smaller little town. That's what I liked about Pataskala
Small town feel	Close nit community
The rural atmosphere and large properties.	Small town vibe
Rural	

Small town feel, but city convenience
Small town feel with conveniences like grocery store.
The sense of community. Feels like a big family.
Small town feel, rural
Community
Small town feel
country
The small town feel with the convenience of nearby ammentities
Small town close to big city.
Slower pace, not crowded, safe
Lived here almost all my life.   The people are great.
rural community, quiet and peaceful
Small town atmosphere
Small community
I like the rural setting, yet close to a major cityhe fact that it is a place in transition.
The trees and less traffic
Small town feel
My house
Rural aspect, which is quickly disappearing
It's small and quiet.
Spacious property, good schools, growth potential
I enjoy the feel of living in a small town but not being far from the city
Low cost of living.
Rural Atmosphere, Close to City, Strong Community, Strong Schools, Improving Parks/Recreation/YMCA
Tight knit community
We live in the Village of Pataskala. We love being able to take a short walk to the pool, library, Farmer's Market, and several parks nearby. My husband and I agree that this is the kind of small-town environment that we want our small children to grow up in.
Small town feel. Safety.
Quiet
Love my neighbors
Proximity to Columbus
Feels like country living yet close to restaurants, grocery, and other conveniences.
Quiet, Safe, Small
Still small town feel, but still relatively close to bigger cities
Cost of living and peaceful
Small town atmosphere

People are friendly. Safe neighborhood.
Country feel but close to the city.
Small town feel while enjoying proximity and easy accessibility to Columbus recreational activities.
I enjoy the park system and open spaces.
I don't have to drive far
close proximity to both Columbus and Newark
The quiet,small town feel.
Open space, friendly people
Close to areas we go for entertainment and necessities
everybodys nice
I love seeing people come back to town for the Street fair
Quiet proximity to Columbus
Near the city but still feel like I can get away from the busy aspects of the city
the corn fields are pretty
Country living
The people
Location to Columbus and small town feel
Still somewhat rural , small town feel but close to shopping needs.
Rural, hometown feel, low crime
Licking Heights schools, local businesses & my neighbors
Small town feel.
still has a more small town feeling but close to metro areas
Being in a country atmosphere with respectful, common-sense people.
small town feel
I love it because it is not a huge city and it is easy to get around to go to the grocery, post office ect...
The farm land
Country
Small town, quiet
Small town feel and convenience to surrounding cities
I love the small town feel
Great place to live
The neighborhoods are relatively close.
Low crime, close to columbus
Nature, Licking Heights, youth sports
I like the feeling of being in a smaller town and my back deck buts up against the woods
We like the quiet atmosphere and country setting

APPENDIX: COMMUNITY SURVEY

Open-ended Question: In a few words, describe your favorite thing about living or working in Pataskala.

Friendly	Living in an agriculture district and not having to worry about pop up subdvisions near me. Love the small town feel and enjoy the parks with the family as well.
Small town feel, still countryside left	
the people.its nearmy church grocery and dr,	
Quiet near Columbus	Pataskala's strong community is my favorite thing about living in the area.
Low taxes, quick commute to downtown	
Smaller community	School District, athletic events
It is close to the city, shopping, yet still rural	close to the city but with ability to own land
I like the small town feel but also being close to Columbus.	Community Events
	Small town feel
Quiet, peaceful, low crime.	Small town feel near the big city
Really enjoy the small town feel	Living in the country, but a short drive to the city/work.
small town	
Away from the hustle bustle and traffic of Columbus, yet close enough to enjoy its benefits. Also, it is still a reasonably safe and secure place to live.	Good People
	Not a busy as other surrounding towns in the Columbus Metro Area
Close to everything I need or want	no crime
Meh	We're here because It's quiet and small. We're raising a family.
small town	
Convenience of many services near our quiet neighborhood	Lived here my whole life, 43 years. I like the small town atmosphere but want it to remain small.
I honestly cannot think of anything.	Small town but close enough to Columbus
near Columbus.	The community feeling
close to columbus	Country life that is quiet but still close to a big city like Columbus.
Fireworks show at the park	
I can enjoy a slower and more open country-living lifestyle.	It's quiet
	Small town feel, great people with a great potential to be one of the best suburbs of Columbus
The small town feel	
Small town feel	Quiet, affordable
Small town friendly feel	I grew up here
After living here 31 years, my favorite thing has changed. Now it is the rural-community feel.	Country life, but still close to Columbus for work.
	I like the community togetherness.
Rural setting but convient to downtown facilities	i dont know
Lower taxes.	Don't live in Pataskala
The community feel of this great town!	the community feel
small and quiet but hardworking community with great people	The Hometown Feeling!
	Small town feel and no expansion
Small community feel, but close to big city attractions.	Safe
Pataskala still has a small home town feeling. However, we need more businesses,	I really enjoy the dynamic environment. It is fun to be a part of such change in the local area.
	The small community feel
Low crime, Kroger is easy to get to, good schools	Rural town on edge of city. Space and community
Friends	rural community, with good access to downtown and other areas with preferred activities
Small town but close to Columbus	
Small town city atmosphere	Licking Heights
smallness, ruralness	Pataskala Animal Hospital, The Dairy Hut, Street Fair Parade, community
Small town feel	
I am living and working in same community	

Small quaint town atmosphere
There is nothing I can say about any favorite things ... Oh yea, we love the Diary Hut. Best business in Pataskala.
Small town feel while being close to entertainment, shopping and parks
The quiet, rural feel. And the sense of community.
Na
Close to Columbus
The rural feel. I like the cornfields
Small town feel but still close and accessible to major things
big little city feel
Small town feel close to everything in a few minute drive
The sense of community
Taking care of each other in the community
Small town feel
Small town vibe
Convenient Shopping Choices and easy access to cultural events(distance)
Low cost of living
Out but not too far out
Small town feel
Our mAyor
Close to many different things. Parks, community involvement. Schools are pretty good!
I really can not think of anything. I leave Pataskala to shop. Leave to eat. Leave to be entertained.
proactive-ness/foresight in growth and economic developement while preserving the "small town" values and atmosphere
Friendly people and its a growing community.

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

858 out of 895 people answered this question

Establishing an identity, centralized government locations, uniform style of architecture, commercial
street maintenance, keeping development in areas where it's welcome, and keeping farmers farming in our community.
Growth of housing challenges our roads being able to efficiently handle the increased traffic.
Not having very many nice shoppig areas or restaurants, no hiking or long walking trails.
Affordable housing
Lowering the tax structure that did not exist in 2005 as it is now. Not a good structure for living on limited resources.
We have to leave Pataskala to do anything: shop, groceries, resturants, parks. We basically only sleep here and have to drive to Granville, Reynoldsburg or Pickerington 4 times a week to spend money. The second challenge would be diversity. To teach our children anything about the real world, we also have to leave the city that lacks significant cultural diversity.
Growth of families and housing and keeping with with businesses and schools.
Expansion. Lots of families moving into new builds.
To keep it safe and not overpopulated.
Overcrowded, outdated schools
Growth
Rapid population growth as the Columbus Metro area expands. It is difficult to adjust to new strains on infrastructure and resources. I'm hoping the city can do so in a way that preserves the small town charm while offering suburban convenience. I think some of our neighboring towns manage to do so.
Traffic on Broad St. It needs to be widened
Losing the small town feel by building chain stores/restaurants
The construction can kind of get out of hand but other than that I don't see any challenges !
Population getting bigger
Influx of population
Too many houses being built. School overcrowded
Population
Extreme growth
Roads and drug use
Not enough walking paths, lots of traffic on e broad
Too much low income houses being built
Growing too fast and big
Not enough community events for the town to get to know each other.
Traffic is worsening. No town center or square
Urban development. Don't think the roads can handle too much development.
Traffic is starting to be a problem for the city and the conditions of some of the roads through out the city are deteriorating
Growth
Lack of community. We need more local restaurants and use the spaces in the "downtown area". We need to make Pataskala more attractive and take a lesson from Granville.
determining how to best use its land; push back against unchecked (unplanned) suburbanization. pataskala should not just be an extension of pickerington/reynoldsburg/blacklick, with the same stores. there is a real opportunity to capitalize on its unique character and build local businesses.

Lack of good restaurants and community feel
Growth
Continuing to grow the economy.
Police department but they will be getting a better building
The drug epidemic
Traffic on broad street and 310
Building too many homes
Growing too fast
Distance from downtown (more freeway access would help), lack of things to do
No sidewalks/crosswalks. There are not safe crosswalks abd sidewalks for 16. You want a community feel but have to drive everywhere!
Growth. Keeping the old sections charm. Restoring buildings and barns rather the tearing down and building new.
The trailer parks are getting worse. Clean them up already.
Drugs
You need to invest more in the community!!!!!!! More green spaces, update the pool. More things that make people want to come and stay in the city. I moved from Dayton a month ago, and all of the suburbs there really had a community feel with all of the places people could gather.
Broad St traffic and development
Mixing old with new (life-long residents with new ones or new ideas that will help Pataskala be the best). Change is hard but sometimes necessary!
Growth
Growth-impact on schools
Traffic
The types of businesses present and not present.
Lack of restaurants and retail
Development of the city and our schools.
Fast growth
Growth
Downtown area needs revamped! Would love to see restaurants, local businesses, take up the spaces here to attract the community!
Growing too fast
Keeping out crime
The growth , more people moving into the area
Low income & not everyone wants to put money into our school district to support our future
No good restaurants or things to do
Adapting to the inevitable growth of the area.
Walking paths and sidewalks and nice updated playgrounds for our kids
Overcrowding
Growth in the number of people and housing
Balancing growth and population expansion with the desire to remain a "small town".
Growth and traffic
The infrastructure (roadways), limited amount of restaurants and shopping are growing as quickly as you are adding people
Need for more stores and restaurants
Lack of diverse restaurants

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

Getting too busy, we need more sit down restaurants and another grocery store. Kroger is getting way too busy. Also another way to enter the post office and fast food by there, it can cause accidents and with Pataskala growing, it's getting dangerous
Traffic as the area grows. Water and sewer service
Not enough restaurants
Schools don't compare to others in central Ohio
Not enough retail and commercial outlets
The fact that I have to go spend the majority of my hard earned money outside of our city, therefore they aren't receiving my tax money.
The rate of growth.
Controlling growth and crime
Schools
Growth
No decent restaurants. One choice of housing for older citizens on limited income, with a 5 year waiting list.
Rapid housing increase without proper infrastructure schools, water, etc.
Unplanned/uncontrolled growth. With growth heading east down broad and the Facebook data center one exit away, huge amounts of growth will be happening
Not sure. Fear of too much growth? Losing small town feel.
Drainage/ lack of ditches
As much as I like the county settings they need more businesses in the area
Biggest challenge is larger corporations moving in and losing our small town charm. People move here for the charm. In the future that could be lost
Growth and losing the small town feel
Infrastructure and more specifically roads large enough to handle the increasing traffic
The school system. Behind and not as competitive as other suburbs- on the field and in the ckassroom.   Raise the bar!Why cant we be a preferrred place to libe?
Crime
Helping our schools keep up with funding for population growth
Influx of new people. Needing new stores, restaurants, services, etc with Pataskala
Growth
Roads aren't sufficient for increase in traffic
Lack of family dining options
Relative cheap real estate and new job opportunities are bringing in a huge wave of people if all economic backgrounds. I think the fast growth will ruin the small town feel to the city, increase crime, increase traffic, etc
Needs more businesses and better roads
Growing too fast. Urban flight
No restaurants, bowling alley or movie theater. money goes to other cities.
Lack of restaurants and grocery options. Too many pizza joints and fast food. Need to make turn lanes on Broad St
The grocery stores, restaurants, infrastructure not being able to sustain the population growth. I also think schools will impact it although both had levies pass.
From what I have just read, growth.
Over crowding
Growth
Growth.
Big town prices with small town amenities

Lack of amenities
Growth and walkability
It's so run down. There are vacant buildings all over! Very little public park space- no walking trails!
Such a fast and high incoming of homes being built, taking out nature area's.
Expanding restaurant and retail options while keeping traffic from clogging up the city
Lack of shops or food.
Lack of restaurants, department stores, activities for the weekends.
Community investments such as public sidewalks and a community center.
Keeping up with all the new developments
Growth
Size, rapid growth, school district
Lots of growth taking away from the small town feel
Increased traffic on Broad/310 makes it hard to visit during busier rush hour times
Managing urban sprawl from the west (traffic & crime)
Population is growing but not enough businesses (restaurants, grocery, etc.) to support it
Roads and drainage.
To busy
Not sure
Too few restaurants outside of bar style or fast food. Also, not a ton in the area for kids without going to Reynoldsburg or Pickerington.
Infrastructure is already starting to fail. Too much population to handle the roads. Has not been enough planning for future. Blacklick area is a concern for crime and overpopulation.
Columbus growth
Growing
Small business growth
Controlled growth. While growth is inevitable, it's without our rights to control that growth to avoid the congestive fates of a Pickerington or Westerville. The low-key, neighborly populace of the city needs to be preserved, as well as the focus on local businesses before all others.
Infrastructure
Too much growth
We need more retail and restaurant options
Money , taxes,schools
Traffic
Overpopulation
Traffic in Broad Street
The traffic/construction due to Amazon and all the expansions that need to be made.
New development
Growing
Food options and variety
Growth
Traffic
Handling growth in a way that maintains Pataskala charm, green space, strong community, etc. handling increases in traffic
Lack of businesses/family restaurants/busy traffic
There is nothing to do here. You must travel to reynoldsburgh or pickerington to shop or eat

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

To much growth and to much tax to try and keep up. My house bill went up 200 dollars this year. To many developers and low quality.
City council, full of nit wits
Growth. How to make decisions to keep good growth in Pataskala. Limits on apartments is important.
Traffic and infrastructure with all the growth.
Allowing too much growth in a short amount of time. Let it grow, but keep the small town alive, it's what makes Pataskala so charming.
Infrastructure to support growth.
Parks and recreation and entertainment
Not nearly enough facilities to handle the people living in the area. ie; restaurants, choice of grocery stores.
Maintaining control over forced growth
Not enough Shops or places to eat
None
Housing affecting the school district
recycle containers. I recycle a lot, and they want me to pay them for the small containers. Why would I pay them, when they are making the money? Also, the larger containers would be more beneficial.
Managing growth in a way that is good for me community
I believe Pataskala (along with the Blacklick, Reynoldsburg, etc.) area is going to continue to see drastic growth over the next 5-20 years, and the challenge will be to ensure various items can hold this capacity - Larger/wider Roads, more sidewalks/walkways, larger schools, additional stores, restaurants, etc.
Community involvment
Too much development too fast while bringing in big city views and bashing those that have made this community for decades. No respect for those that have put in their time.
Roads
Lack of quaint downtown, few sit down restaurants, schools, general beautification, taxes
Too much residential growth. Property taxes are ridiculous and big business' are tax abated.
traffic patterns at 310 and 40
Growth and expansion. We're outgrowing our schools and have more and more housing built without the rest of the expansion (grocery stores, etc.) to accommodate the increase in population.
Improving schools and roads.
Accommodating the growth of residents.
Overcrowded.
The city is growing quickly. Our schools need work (I know this is coming, but it can't happen quickly enough).
Traffic on broad
No places to eat all fast food :(need some good family places roosters Texas Roadhouse etc
Traffic / drugs
Location. It's further out from things. More businesses are showing up which helps.
Rapid growth
Infrastructure
The new school bond that passed will improve that situation which I would have said was the most significant challenge. The new development from corporations coming in brings population. Ultimately growth with new housing communities seems like the direction that we would go but this would be the opposite of small town feel. Keep new build housing communities limited, drive real estate prices through competition because inventory will remain lower than the need. A few more but not too many causal dining locations could benefit our town and bring revenue.
Overpopulation

Growth
Growth of business and retail. With such a relatively small population it is hard to draw.
I haven't lived here too long, but I wish there was a more developed downtown and more restaurants and other businesses.
Small business survival and quality of services (doctors, non school activities/sports, etc.) within the community don't exist so we must travel to other communities to find them.
Growth
Too many new housing developments, not enough restaurants and shopping options.
Growth. Need more things to keep people shopping internal
Long-term vision for city development and planning. Population increasing without infrastructure and development.
It is not pedestrian friendly.
Managing growth.
To grow or not to grow
How Pataskala is perceived.
Keeping roads up to date as community grows, to handle traffic. Also, not allowing too much or the wrong kind of growth
Personally I would like more shopping and restaurants. I drive 20-30 mins to do both. Would be great if I could do that in the city I live. Would love to see 310 look like the canal Winchester off ramp
i would live to see more parks and bike trails.
Responsible growth
Roads being paved
The explosion of houses and traffic
Rapid growth and development
lack of infrastructure
Desire to stay small but have development
Trying to grow
Over building. Too many auto parts stores. Too many apartments. Too many new subdivisions.
Too many people too many subdivisions
To have more businesses out this direction and not disrupting the laid back feeling
Maintaining slow/steady growth without turning into a Pickerington.
not enough places for kids to play, of all ages.
Controlling growth to benefit all
Growth and infrastructure - especially ensuring the roads have the capacity to handle the traffic.
Attracting the right business and amenities to the city
Funding for city amenities
I don't know
places to eat.
Not enough businesses/restaurants
Growth and crime
Growth but not enough restaurants, stores, roads, etc to accommodate the growth
Too expensive with taxes
If the city keeps building, most of the countryside will be gone and we will need more schools, traffic lights and more lanes on the roadways to accommodate the extra population.

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

Increase in taxes being pushed onto rural land owners due to increased populations (subdivisions) rapidly being developed and the need to expand schools, etc.
New housing
Road updates for a fast growing community.
City improvements and Tax Revenue
We have not lived here long yet, but it appears that there need to be more stores and things to do here especially for our young.
Schools. Area is growing too fast
Having enough funds to maintain the city government, the roads & streets, the parks, trying to get the residents of Pataskala and the former Lima Township to come together as one entity.
The onslaught of temporary housing, apartments etc... non-tax paying residents
Quick growth
The roads are in bad shape. Mink Road is under construction now and I can't wait until it's done!
Traffic
The dirty tricks of Columbus pushing its citizens outside the 270 belt to the borders of Patakala including excessive new builds, causing a huge burden on the school systems within Pataskala.
Overcrowding of schools and broad st traffic
Escrow taxes
Fast growing population
Growth
New housing developments taking over the farms.
Crime from the boarder
Infrastructure for growth.
Infrastructure and growth
Don't know.
Funding
Growth, taxes.
Growth
People driving like idiots
Population growth from Columbus.
It's too spread out.
Crime from franklin county
Too much space, e.g. Roads, police, for limited services.
Overcrowding in schools
Growth, and keeping up with that
Growth. Also new Albany is growing into the pataskala area
Growth
Enough roads to keep up with development.
Early education for kids, side walk , and park (play ground for kids)
Growth. Schools need more space and community is hesitant to support & understand why.
To keep the small town feeling
Limiting the amount of new development.
School systems keeping up with population growth
Rural atmosphere.

Schools and road
To many houses being built and schools can't keep up
Growth. And the police are ignorant, racist and arrest people for driving exhausted. The police need to be policed
Overcrowding of schools and roads
I work outside of the city but I assume not having enough jobs (and/or well paying jobs) within the city to support those that live here.
School concerns...those in Franklin co should not be accepted
Growth and school system keeping up
Too fast growth
Meeting set standards as our population increases
Growth
Growth, esp regarding schools
Infrastructure support for pending expansion.
lack of funds to support road improvements and lack of residential zoning laws
open land vs development vs taxes vs growth
student growth population
Cost of living
Managing growth
over growth
Growing population, limited infrastructure
Keeping up with the growth
Infrastructure to support growth
Population growth
Over population
Rapid growth and resulting issues
Growth
The population is growing faster than the infrastructure
To much growth to fast, to much increase in local tax recently. To many people demanding things from the city that I don't prefer to be taxed for.
Being able to grow the city in a sustainable way. This includes creating jobs and opportunities for residents and providing relevant services. Creating an atmosphere that welcomes and embraces diversity.
Rapid change, influx of people
Heroin
Ability to scale city growth to support robust tax base.
Maintaining the feel of a smaller community while the surrounding areas continue to expand.
Staying "small-town" while Columbus continues to expand, managing/limiting new housing developments
School growth and overcrowded land
Over crowded schools, kids coming in from outside of Licking County. Will need more police officers as the city grows. Unfortunately when we develop more crime comes.
Lack of nice parks and playgrounds, no walking trails
There's not much around
County division/taxation/future population.
Growth
All of the incoming people and where they're going to live.

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

Population growth
Quality of schools and crime from nearby area(Blacklick, Reynoldsburg), that give a bad perception and reputation to are and schools.
Not sure-I know the area is growing quickly so I can only imagine traffic will continue to an issue, and other typical issues for areas experiencing significant growth
?
Old guard refusing to acknowledge times are changing.
Taxes are high because there is no industry
I feel downtown needs shopping/dining. Boutiques, fun restaurant/bar.
Growth, traffic
Growth
Traffic
Traffic during rush hour...
Too many housing developments growing making roads, schools, and needs on fire/emt needs too high
Growing pains
Growth of house enough is enough
Nothing to do such as restaurants movies bowling
Traffic
Small businesses not flourishing because more corporate businesses moving in.
Growth!!! Where to house all the new students coming in. Balancing the growth while maintaining the small town feel
Attracting businesses
Schools
Sidewalks and landscaping! The city needs more of a flow. There are broken up areas that need connected.
Attracting quality businesses to downtown. Lack of quality restaurants.
Managing new development. It's tough to add new thing and conveniences that peoe want and be able to keep the same community atmosphere.
Change.
Ppl wanting to expand and bring in more chain restaurants
Lack of businesses- restaurants, etc.   and lack of diversity
Expanding without losing the small town feeling/community
People wanting Pataskala to have loads of restaurants. We don't need them!! 15 minuet drive to either Gahanna or Pickerington
People struggling to make ends meet with this new property tax hike
Not enough shopping or restaurants
Overcrowded schools, drugs
Crime and school systems
Outgrowing our resources (schools, police/fire, etc.)
Needs more businesses
Taxes and government Growth
Traffic
Schools
Infrastructure repair, ununified utilities and schools
My biggest challenge is the proximity to the train in my neighborhood. The airplane and train noise needs to be addressed.

Keeping it rural, worry about developers buying up land
growth… the city doesn't offer a tax credit for income tax. this I feel is effecting growth as not many people want to pay two local taxes. thus effecting how fast the city is growing. As the city of Columbus is in a fast passed housing market as houses sell in days or sometimes hours. We should see more of a spike in growth. since we do not have many or any big taxed businesses, we are in a catch 22… you need the tax from income and can't give a tax credit as the city can't afford it .. and its limiting growth. if this doesn't stop I fear it maybe a downward spiral as I have seen the balance projections that have been published for the next 2 years.. to add more houses you need more income to update and upgrade infrastructure… if this is not done your not ready for more houses
Streets
Getting more department stores
It's residential streets - the street I'm on has not been upgraded in over 10 years. It's falling apart.
There are no Wow factors. No great restaurants, great parks or biking paths for families.
Pace of growth
economics with fast growing community.
Planning for future growth
our farm land being destroyed and too many homes being built that our infrastructure cannot support such as roads, sewer, flooding, crime rising
Schools
Managing current and future growth, including the need for a variety of educational and business resources. At the same time, diversity and budgetary changes impact those decisions.
Trying to get restaurants in and a larger variety of shopping. We have to go all the way to Pickerington to even get close to a decent restaurant. The taxes in this area are also off the chart. Never lived anywhere in the US where we paid so many taxes. The money is either being mismanaged or stolen is what everyone is saying.
I find issue with the lack of policing & the inability to fully support children with learning disabilities within the schools.
Growth in population versus size of schools.
Keeping the small city feel,but also up to modern date
Drug epidemic
Under prepared for growth
Lack of restaurants
infrastructure and getting larger tax base
Taxes
Unsure
high taxes and high school taxes
TRAFFIC!
Lack of good, diversified food. We have plenty fast food options, no salad bars.
Growth
Growth definitely. It seems like the growth is going faster than what the city can handle. The school seems overwhelmed with the amount of students and I think with the amount of families/kids coming to this area it would be nice to have more activities available for people. A splash pad and community center would be nice. I grew up outside of Dublin and though it has grown beyond what I prefer I think they did a wonderful job making sure there were lots if things for the community as it grew like splash pads, parks, community events, recreation centers, etc. I believe these will be vital in keeping Pataskala a safe, family friendly city.
Growth
controlling and repealing any ideas of housing developments similar to those found on Wagonner rd. Large lot requirements of 3 acres or more will prevent that nonsense
Keeping up with the growth in a positive way.
Growth

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

Too much development. Broad Street is a driving nightmare.
Updating things. Repaving roads and updating Pataskala Square and buildings
Not enough youth programs
Amount of new houses and children, so Schools
Getting in a larger business without effecting a smaller business. There are also a few empty stores in the strip store areas that need to be filled before you think about building another strip store area that sits half empty. Staying up with the growth without loosing that small town feel.
Lack of development. It's a middle class/working class community. The type of development that is wanted might not meet the median income levels from the most recent census. We need more businesses, we need better schools, better parks, better programs, maybe a rec center, a good community center, etc.
Managing growth of the city and keeping services efficient and flexible.
Increased traffic
Dining out options besides fast food. Really wish there were one or two more casual dining options
Keeping businesses in the city. This includes restaurants.   It's actually embarrassing how few restaurants and business there are.
Updates/renovation - need more street lights, power lines constantly knocked into causing outages, aesthetics of downtown - ex trailer park and old houses/structures in need of updates
Small # of businesses and restaurants. Taxes are extremely high. We are paying extra real estate, school and Rita.
Growth
to much growth to quickly
Tax rate is not reciprocal. I get double charged as I work in Columbus and pay 2.5% there first.
Competing with other communities in reference to having amenities
not enough business income....need some white collar jobs
Keeping taxes low
Too many new builds and tearing down of trees
Business within to help growth and restaurants for residents to go.
infrastructure new and refurbished
Overcrowding of schools and transportation infastructure due to increased housing developments. I'm also concerned that not enough land is being set aside for park and recreation development. With increases in population, people are going to want places to recreate in order to be happy and stay in the community.
Updating small town areas and roadways
Population growth
The east side/west side division
Infrastructure (roads, services, amenities).
Population encroachment from adjacent cities.
Rapid growth
property taxes are so high
archaic zoning laws that limit the opportunities of growing commerce
Immigration, the bad neighborhoods of the east side of Columbus migrating our way.
Residents have to drive everywhere because there are limited sidewalks and bicycle lanes.
High growth rate and people moving here with no respect for others or the homes and property they live on. Overcrowding our schools
Movement of inner-city Columbus people pressing outward towards our suburb causing lower-income and higher crime to come into our city
More people construction of new homes.
sprawl and overpopulation with the encroachment of amazon and facebook

Providing necessary services for growing population.
traffic and crime
With the development boom going on, I think it will be difficult to maintain traffic and adequate roadways if not done right. We need to focus on economic development.....to attract businesses (to contribute income taxes) vs housing.....that just puts a demand on city services and the schools. I just retired from working for the City of Dublin. Over that 30 years I was privileged to watch its careful development planning and saw the outcome. Unfortunately Pataskala does not have freeway visibility or access, but it does have lots of land to do the right thing with. So, I'd say good planning with a focus on economic development is the most significant challenge facing the City of Pataskala. I was thrilled to see your mailer come requesting input to update its Comprehensive Plan!
With many corporations moving into central Ohio, there seems to be a growing number of people in the top one percent of income moving into the Pataskala area. These people could force out the working class of Pataskala. The best way to prevent this would be to drastically increase taxes on the wealthiest in Pataskala.
Residential growth
The area is growing and there is little to speak of with regards to recreation and parks in the area. It would be nice to have some more park and dining options within the area. Many go to other cities to find dining options and nice parks to visit.
updating roads, infrastructure
updating the city, putting a new face on the town
Dealing with growth
The city of Columbus sprawling into Pataskala
Growth
Schools are TERRIBLE and way over crowded.
Not keeping up with the growth, traffic is worse and we still have no new restaurants!
Congestion
Getting industry in to help get our taxes (particularly Licking Heights Schools) to come down.
No sidewalks/crosswalks at 310/Broad up to Kroger. I feel bad for people walking, not safe
Explosive growth
there is no downtown, there are no restaurants, there is nothing to do, and there seems to be no coherent plan for the future.
The dowtown needs to be revitalized. New stores and restaurants need to be put in.
roads
growth
Roads, letting more cable companies in for more choices
Lack of developed parks and local business, especially non-fast food restaurants. Lacks an identity.
Maintaining the rural culture & keeping crime out.
Quiet, law-abiding, convenient to Columbus and Newark, good schools and great local government.
Not being able to keep up with the growth.
Selling it's self on what it has to offer. Property taxes. City Sucks when enforcing codes.
Traffic from the new Albany expansion.
Growing too fast
Growth in the right ways.
To many fast food restaurants no place to sit down for a decent meal
Roads and road sizes.
Adapting to the influx of new homes and the new residents
Controlled business/residential growth

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

How to manage growth of housing developments to not become too densely populated. Also the development of a downtown area that is an attraction to residents, so they don't travel to Gahanna, New Albany, Pickerington, etc.
rapid increase in housing, schools cannot keep up, infrastructure behind
too much residential expansion not enough manufacturing or other business
growth, congestion
Growth
Traffic and number ofsit down resturants
schools
growth of industry to the west
Uncontrolled growth. Ending up with a unattractive mix of architectural styles. Need to find a theme and create architectural review board for all new construction. Preserve the old town feel and expand on the small town feel in an attractive way. Granville certainly did that well.
Maintaining and expanding the infrastructure while experiencing rapid growth.
Growth
Lack of community. Most residents are uninvolved/unaware of what is happening in the community, and there aren't many opportunities/activities to bring us together.
Zoning, planning, orderly development.
Opiate/Drug abuse and some crime. I know this is affecting many cities and crime can happen anywhere but it seems over the past 5-8 years it has become a much bigger problem/issue. Which in turn costs the city ($) to combat these problems. Need more resources and activities/rec centers for children to go to. Example: the pat ymca needs to be redone or added to so families/kids have a place to go/play that can help keep them out of trouble.
Growth
Population building
Growth
managing growth
Restaurant options
Figuring out how to make the town more like a Granville and less like an Outville.
Too much residential development with not enough commercial development.
Taxes
Overwhelming growth. Hopefully will not lose hometown feel.
Crime
Infrastructure due to growth
Increasing the tax base by bringing in new industry.
Growth & development
Providing for the citizens security without excessive government and taxation
Becoming Licking County's warehouse district and high density, low income housing area.
traffic
Growth can clog up and destroy a city's beauty. We need to have solidly defined areas for growth and allow for the actual city to remain quiet and peaceful.
Upgrading infrastructure therefor needing a better tax base
we need to add some additional services that appeal to families
Not succumbing to the lure of tax dollars and keep building more apartments. Also don't fall into the trap of building Section 10 housing to receive federal tax money
Too much growth too fast.
Bringing more businesses and restaurants to the city.

Marketing it's unique identity...what an opportunity with all the various suburbs around Columbus.
Lack of family restaraunts
Taxes
Rapid Growth
Developing a comprehensive and modernized plan for the downtown and surrounding community areas.
the narrow roads
Lack of new business investments in the city, i.e. restaurants, stores, etc.
Let businesses in!
We did not plan for the projected growth that we knew was coming our way 15 years ago, so now we are scrambling to catch up and have missed great opportunities because we do not have the infrastructure or support systems in place. We are reactive.
Good food choices. Like chipotle, Bob evans, chic fil-a, etc
City needs more sidewalks. There should be sidewalks leading out of neighborhoods to local businesses, etc. No bike trails. Also, need more restaurants in the city.
Controlling taxes, and controlling government growth.
Growing business more retail shopping has room to grow. Need to add a walmart.
Funding for Parks, Schools and the Library.
There are quite a few areas that could use some upkeeping as the area grows in popularity. It's hard to watch all the trees being torn down.
Lack of Business
No view of the future. We are now a suburb on Columbus, and the population growth reflects this. The city will not be able to hold on the rural "feel" that current government maintains. I'm just not sure the current government knows this. According to MORPC, the area is going to add at least 1 million people by 2050. And Pataskala will surely absorb some of this growth.
traffic
quick growth
Need another Grocery store to serve the growing population
The corn not getting watered enough.
the increase in population
to many people moving in wanting to be a big city
Unneccesary development as the city of Columbus expands
Infrastructure
lack of infrastructure and quality small businesses (less fast food, more local)
you are not building enough schools in proportion to all the new residences under construction.
Drive
Funds for Roads, schools, sidewalks, community center/parks etc.
Limiting the growth.
Integration
How to manage commercial growth, especially on 310 between 161 and Hollow Rd
If the city grows to quickly can the road accommodate the increased traffic. Can the schools keep up with the growth?
A lot of poverty
attracting businesses, supporting schools, building infastructure
urban sprawl

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

I would expect keeping up with lots of growth especially if Fischer builds another 100 houses at The Settlement.
getting better businesses in the city that serve the people i.e. better stores and restaurants
Growth
Keeping up with growth
Traffic
Keeping balance between suburban/agricultural and growth
Managing the population overflow from the Columbus metropolitan area to overtake our town
lack of things to do
getting businesses/industry to locate here
there isn't really anything here to make people want to come. not a lot of restaurants, we go to surrounding cities to eat, parks are poor quality(again we will drive to surrounding cities), SIDEWALKS SIDEWALKS SIDEWALKS, needs to be more pedestrian friendly, more bike paths/walking paths. the downtown area needs to be maintained, some of the local business/store fronts don't take care of the buildings.
NA
crowding - traffic
growth without expertise to handle it..ex. tax money lost to neighboring communities, drug related crime,
Maintaining the current environment, city but still country! Maintaining Rt 310 through the city with NO traffic lights, small town USA feel!
Nothing out here
unfettered growth, lack of appropriate planning for growing population in terms of roads and infrastructure, too much deference to developers
Population increase, and increase traffic. School systems do not plan properly for future expansions. Too many roads too narrow.
Business growth potential, traffic patterns & best possible living amenities.
Infrastructure improvement.
Growing too fast in terms of people moving in without enough amenities for those residents; such as, restaurants, shopping, specialty stores, etc.
Overpopulation, multi families moving into the neighborhoods, and poor school systems.
Not enough activities provided for children. For example, the YMCA needs remodeling.
How to grow and continue to have the things people may want in a town, while keeping the small town feel that we love.
Its growing faster than the city can handle . Too many people / homes moving in . Faster than the city and schools can handle
Adequate finances to maintain roads & schools (SWL)
population increases and building density
Growth/Development
Improvements
Needs more decent restaurants, another grocery store
Traffic.
Creating and maintaining an identity distinct to Pataskala. Keeping business areas separate from developments. Maintaining zoning requirements.
Maintaining administrative direction to value and deliver those community attributes that the majority of its citizens want.
Inevitable growth
Responsible development
RITA taxes with no credit for taxes paid to another city.
you need to get rid of the suburbs. that has ruined the charm of the village

being able to sustain and affording services for the growth
To find urban services.
Need to be more friendly to business and industry.
Growth and attracting new businesses
Accommodating rapid growth- roads, schools, community resources.
Traffic at 310 and Broad during evening rush hour
Downtown needs to be revitalized. A place for people to meet, dine, hang out. Downtown is just a drive-thru to get to 70 or Broad St
zoning
growth
Controlling development
Drugs, too many housing developments not enough business
Keeping it safe for recidents
Increased traffic, housing boom creating more and more traffic, business establishments being opened in residential areas.
Postage stamp sized housing developments
business tax base
We live in licking heights and are worried about sending our kids to school there
Planning for the growth explosion that is coming - with Amazon and the industrial park in Etna. We didn't want to be a bedroom community and I foresee a huge business and home growth coming.
need more full service restaurants and grocery stores. better traffic flow on broad st.
way too many housing developments without enough grocery and shopping or dining to go along with it. traffic also is an issue
People and traffic
continued growth. too many housing developments
maintaining rural lifestyle and limiting development
Too many subdivisions
Food
Manage growth without losing charm
Not becoming over crowded and busy yet being a place that people want to come to. I am afraid of Pataskala growing too much. I like how small/less busy it is than Reynoldsburg and Pickerington.
Excessive development. I don't want to live in a subdivision or next to one. I don't want to have to pay for city utilities.   I want my area to stay rural.
Growing but not enough businesses/restaurants as well as road development
Cluster homes- expanding too quickly.
Growth.
Not enough restaurants or things to do
Too much growth
Too much growth
Lack of decent restaurants & Entertainment.
Bringing in new business and the fast population growth due to Amazon and businesses in Etna.
too much growth
Lack of resturants that are not fast food
would like more sit down restaurants, no fast food. too many housing developments going up.

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

Handling growth of surrounding area and keeping real estate taxes from increasing
Handling growth of population
Growing too fast
rapid growth with no plan
Growing faster than roads and schools can keep up
Not enough small businesses, particularly restaurants
Overdevelopment
Rapid housing development
Few sidewalks or bikepaths
Replacing good ole boy political faction that controls this town
Small town thinkers
Catching up to all the development that has passed the city over.
Growing without a solid plan
Growing too rapidly with thought to infrastructure such as police, fire, roads, etc.
Proper growth without turning into Pickerington
school funding
Rising property taxes, growing influx of children, more rising property taxes, housing turning the quaint town into a suburb, and wave after wave of school levies.
Taxes
Traffic
Growth and businesses. How to best to both without ruining the small town effect.
dealing with the increased traffic flow. and the fast growth (more people moving to the city)
Not sure
bring in large business.widen broad street from taylor to wakins road.
Growth - Licking Heights SD
Downtown development
Youth programs. Lack of options is a critical contributor to drug epidemic.
Keeping hard drugs out along with guns.
Traffic and roads.
We need a recreation center like. Groveport
Accommodating and taking advantage of growth.
rerouting trucks (especially large trucks) on Blacks Road at Twp Road.
money
Walking ability, bike paths
Balancing residential and commercial growth. Too many new houses without enough commercial to help support it
Uncontrolled growth
Unfair taxes like R.I.T.A. we had no vote
developement
None
no city water, suwage, gas and limited options of internet and cable providers despite being incorporated for decades
Too much building going on without the proper resources to handle it.

Keeping up with number of new residents.
Too many people!
parks need updated for use (LEEDS), overcrowding...building new houses when the schools are already crowded!!
Taxes are very high.
School system
taxes
population growth
Managing growth, while not losing that small town charm / feel
Lack of dining and overnight accommodations.
Under staffed and under paid police
Keeping it quiet
Balancing the unstoppable growth with the quality of life.
Growth and the schools to match the growth
Keeping senior residents from moving out.
growth in schools
Too much growth, too fast
probably maintaining the larger city area with the small city staffing? Or keeping up with commercial development with Etna/New Albany cranking out the industrial areas.
Upkeep of properties on Broad
Infrastructure keeping up with growth.
Lack of good roads, responsiveness from city hall, need more restaurants and facilities to shop. Not welcoming to new business or residents. Appears to favor one school district over the other (SWL versus LH). City planning not really evident. Pataskala could be a great small town if allowed to be but everything seems to be about red tape and hoops to jump through.
controling growth and development
Keeping farm lands farm. I moved from Pickerington, too much congestion!
Housing for new residents
Responsible development.
Bringing in business without creating significant congestion of traffic.
ROADS! Too many people are moving in and the roads are NOT keeping up with the traffic.
Growing population
Controlling rampant growth.
Fixing the ROAD, Mink from BROAD STREET to the HIGH School needs fixed, lines put on the road and in the near future to widen the road. WE HAVE TEENAGER'S DRIVING TO SCHOOL, (NOT SKILLED DRIVER'S) parents trying to take their children to the High school and the road is EXTREMELY DANGEROUS.   Please fix current conditions, put lines on the road and widen as soon as possible.
Keeping taxes low but providing better public schools. Having a separate school tax is ridiculous and needs to be abolished.
There is not a ton of jobs and businesses that people need for their day to day lives so we have to go out of Pataskala for those.
Better government
Community growth
Growth, economically and in other random areas such as food. We're on the brink of becoming a bigger city
Growth. Maintaining the small town feel while the population increases.
Attracting high paying jobs

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

managing growth while maintaining roads
its boring. better parks, more walkable, small businesses, art and culture
growth
traffic bottleneck at 310 & Broad
Zoning changes, industrial/manufacturing impact
maintaining a balance between rural/natural land and development (residential and commercial)
Growing too quickly and not having infrastructure in place. Also letting large track builders in - need to keep the ruralness of the city here
Keeping the city residents from trying to control the lives and property of the rural residents.
The lack of sidewalks and small business
Vision and a plan
Growth and palnnjng for that growth.
Pataskala is not a walkable town. We need more sidewalks throughout and repairs to those we do have. Pataskala also need a to focus on attracting more small businesses and mom and pop venues that emphasis community, healthy living and artistic expression. We have the potential to be a Granville if we can attract more people to build and beautify in this town. We need sidewalks, improved parks, thriving small businesses, and art.
Overcrowding with all the homes being built
Too many taxes and not enough amenities.
Controlled growth
Growth and finance.
Growth
How to manage growth, but maintain the small town community.
Starting to become over crowded
Lacking restaurants
Lack of businesses, restaurants, etc.
Growth
Growth planning
Roads need work. Need some fresh new businesses as wel
Overcrowding of schools and old school buildings
Income for the city to make the needed improvements on the aging infrastructure
Cheaper rent than Columbus
Schools,roads, and entertainment
Don't know
Rapid population increase and the strain it puts on current systems
Lack of restaurants
Development
Need more restaurants, would like to see a walking path
We need more affordable senior housing and a nice sit down Restaurant.
high taxes
Population
Lack of activities and community development
Population explosion and all that is associated: schools, infrastructure, all services, parks and recreation, merging the old with the new (people and buildings etc.) instilling pride in the community and financing all of the above and more.
Creating more spaces for restaurants and businesses and updating exteriors

Infrastructure
The housing developments eating up all of the land
Responsible growth.
growing way too fast
Being prepared for big influx in population (schools and roads need expansions)
Repairing things timely and properly as the city grows more of the focus goes into the newer developments and the older areas of town tend to get pushed back on the priority list.
Growing to fast for current utilitie infrastructure
Rapid growth with industry. Maintaining a large ratio of home owners rather than apartments. Safety related to proximity to Reynoldsburg and Columbus.
Not much respect for neighbors, kids on drugs, no one seems to care about quality of restaurants and the streets ALL need repaved.
The influx of people moving into the area.
Growth in the wrong areas.
No restaurants
Immigrants
Fixing areas that flood routinely and don't drain due to broken sewer pipes
Roads
Growing at a pace that still keeps the small town feel. As an example, we don't want to end up like the city of Pickerington.
growth
Managing population growth in schools and roadways
Reputation as just a farm town far away from the city
To much growth
Need for commercial growth (Stores/restaurants)
Supporting growth.
Growing a diversity of small businesses to drive local income and cultural development
upgrading the roads
We are developing faster than the city is planning for. The comprehensive plan was outdated when it was adopted.
The need for more economic development
The fast growth of the city and trying to accommodate the needs and wants of people who have been here a long time versus people who are new to this community…finding a balance between growing and expanding but in a way that still keeps some of the old and valued characteristics about Pataskala.
controlling growth so it doesn't become the next Reynoldsburg.
Etna traffic and wear on the roads that are paid for by Pataskala residents while Etna pays nothing. Nice to have restaurants and shops, but all are in Etna at Pataskala's expense and inconvenience as well as increased road construction without convenient alternate routes.
None
Keeping up with the growth, especially the schools.
It's ugly
Not enough businesses/uniqueness other than Lynds. Pataskala also needs to be intentional about building nicer quality neighborhoods and not just cheap ones to help change the image
the weather
Taxes and Internet providers
Traffic planning

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

Growth and traffic management that goes with it.
Downtown moving outward, creating crime and overcrowding
We need more sidewalks, restaurants, community events and community involvement.
City Government being concerned about all parts of the city.
growing to quickly in homes but not balanced growth. Stuff is falling down around us but we keep approving multi house developments. Why not some homes with more land. So many people love the space pataskala has to offer.
Roads/Traffic management Amenities to keep residents & their money local. Sufficient local restaurants Maintaining high quality schools & education
not sure
Traffic
Making sure our schools(both Watkins and Licking Heights) are big enough to hold the amount of students year after year. Also making sure all of our roads are pothole free and kept snow free in the winter.
Growing too fast
Over extending
Limited restaurants, have to go to other cities to get variety
Overcrowding
No Business, All taxes aimed at homeowners
POT HOLES :0((((
There are little amounts of sidewalks and bike paths along roads.
Rapid growth
A city center and parks and rec. Pataskala used to be a lot of farm land, however it is growing into more residential. We need actives, events, etc. that residents can enjoy. We need a place the community feels is a gathering spot with bike paths, walking paths, parades, community events. The city is a bad mix of houses, businesses and run down structures. It doesn't seem organized into business and residential with a city center.
traffic
growth, and more traffic lanes needed with more traffic turning lights
Better roads
Road upkeep because of population growth
growth toomanyhouses being built
Keeping the area crime down
Skeezy low class people moving into our neighborhood into rental homes and not properly caring for their homes
Roads unable to handle the traffic flow leading to longer commutes
Not a lot of restaurants,downtown area is kind of depressing. Too many broken down shops with large empty unkempt parking lots.
No solid restaurants for fine-er dining, lack of nightlife (except for those creepy bars on Broad) there is not much to draw anyone in to Pataskala. The trailer park in the center of old Makes a statement.
Growth
Main St is too busy excess speeding, and corner on Mill and Main dangerous. Wish there we more unique Mom and Pops business
good restraurants
All the crime in Columbus that is slowly migrating this way. High Licking Heights school taxes.
None that I know of
Traffic

growth
To upgrade the quality of life, especially in the area of transportation/mobility
Storm water drainage. High property taxes. Traffic.
Poor downtown area and inner city blight.
affordable housing
Road width/lanes and traffic congestion
Terrible suburban sprawl and traffic with it from Columbus/Reynoldsburg/Blacklick.
infrastructure has been overran by the traffic
Drugs
Big city moving closer
Subdivisions vs farmland
Following up on citizen requests
Infustructor. Cycling and walking paths. Too may surrounding communities have adaquit systems and Pataskala is missing out. Traffic has increased but the infustructure to safely support a growing community is way behind the power curve.
Too much residential growth
I think there will be more and more growth over the next few years and our school district needs to be able to accommodate that growth.
1.) Population growth....2.) Lack of economic development
traffic, lack of businesses
Traffic!
Lack of industry
Growth
Taxes & growth
diversity, inclusion, jobs
Growth - too much too quick - streets need work
Over populated
Road repair /replacement
Sustaining the rapid growth and overflow from Columbus.
Setting its priorities
Rapid Growth with subdivision. The neighborhood homes should have at least 1 acre lots or more to develop
The most significant challenge facing the city would definitely be the lack of retail options other nearby communities such as Pickerington or Newark/ Heath have. The city does a lot and seems to be successful at attracting industry to the area but there but for most residents going to shop or seek out entertainment involves at least a twenty minute drive outside of trips to the most common fast food joints or the local grocer.
Infrastructure, overcrowding in schools, increases in housing development, police force that is underpaid compared to surrounding communities, resistance to business ventures that may help the area grow (restaurants, food trucks, etc, big box stores), generational differences in which there needs to be a balance in which previous generations of residents need to find theirselves in a position to welcome future growth of newer generations of Pataskala. Pataskala is a great place to live, but it shields away any potential growth.
not enough to do. We need more family restaurants, interactive parks and playgrounds, and community events.
School growth.
Too many of the same business. Need different types of businesses.
Growth, especially for schools
Maintaining a rural feel.
Need expansion/commerical development

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most significant challenge facing the City of Pataskala?

Modernization in order to provide similar services as official suburbs of Columbus.
growth
Expansion and growth. Crime seeping from nearby areas.
Too many idiots.
Drugs, low income housing
Schools
Developing a downtown with eating and shopping but retaining that small town feel. Develop downtown, Main St between Broad and Mill. Add small local shopping and eating. Have weekly activities to lure people down to this area to attract small business owners. Show them that area is viable.
Downtown Pataskala does not have a community atmosphere. There is rarely anything going on and the businesses are always closed or dead. We recently moved here from Westerville and miss the community feel that we had there. Wished Pataskala had that.
American homes For Rent killing property values in neighborhoods
Providing businesses- restaurants, shops, etc to keep with the growing population
Growing too fast
With the continuing housing growth, maintaining the schools and passing levys to do so.
School districts growth
high taxes and high water bills
Many new subdivisions being built in the Licking Heights school district. A district that's already busting at the seams!!
There is not enough bridging between the old and new residents. The growth has created a divide.
Growth
Too much growth
Uncertain
Managing growth!
Keeping quality local businesses in the Downtown area, along with keeping up with the rapid growth coming to the city.
High speed growth of region and effects on services, schools, comfort
*revenue source tax base to high school taxes to little money for road and police *Police Department needs more support from the City. It is good they are finally getting a new station, there are other aspects that appear to be sub standard for our officers, salary most importantly, training, union contract, equipment. *fast development in surrounding communities *lack of/poor communications to residents *lack of transparency to residents *poor planning in some aspects of events *Preparation for emergencies, this city is not *prepared for mid-large scale emergencies. *watershed conservation
Traffic
Rapid growth
Suddenly, crime rates almost equal to Columbus
City Streets! They are falling apart. I have spoken with residents of Oak Meadow Drive who have lived there for more than 47 yrs … the street has NEVER been properly repaired. Drainage is a huge issue! Never done in 47 yrs … is never going to be fixed. Oh, and what about the new light poles in downtown Pataskala … this project has never been finished because of the City's lack of getting prior residents right of access. What about the Rt 16/Mink Rd project … that has never been finished b/c City never got the right of way for the north corner. This should have been done prior to starting the road improvements. Now that the City has access (house was torn down), how much longer with this project take to finish. What about the "gateways" to the City … Rt 16 & Summit … looks terrible! Boarded up house on the north corner and a junked up lot on the south corner … been that way for years, when will City make the owners clean it up!

Astounding growth!! How to maintain small town feeling and how to manage all the kids coming in without the school space to accommodate them
Seems to be bringing in business.
Growing too fast!
Expanding housing without expanding schools, infrastructure, funding, etc.
Too much growth, high density housing
School growth and just growth overall
Growth. Both in population and diversity.
Growth explosion and burden to schools
Differences of opinions when it comes to growth and willingness to see Pataskala change.
Traffic in the country
Supporting the two school districts.
Managing growth and providing things that make for a better lifestyle. Community Center(Comprehensive YMCA), Bike Paths to make the city accessible.
Growth, quality of schools, infrastructure
Residential growth.
Not enough things to do. We have too many pizza places to eat.
Growth and it's awful
We are not prepared for the growth that is coming in to our community. For years we restricted the growth, now we are moving at such a high rate of speed...homes being built, business coming in (which is fantastic) however our roads are deplorable! Our drains are beyond inadequate! Our water/Sewer can not hold up to the push that is coming! Our parks need continued growth, but we have no funding because we spend money on things that are emergencies and are literally reactive and we can NOT be proactive to the approaching problems that are coming! It is terrifying as a resident that we are treading water and not going anywhere! Our police need better vehicles, and we need more on duty. The budget money is put in order, but we the constant addressing the emergency issues with no emergency fund for things like, road repair, drains, lights, etc. is a disgrace! Like we are working on the 2019 budget now, but already BJ King is telling residents that he will try to put in their emergency, however he then tells them that he can not promise that it will get fixed... not even a DATE! Not even in 2020... clear to 2025! How did we City of Pataskala get so far behind in the repairs that we are projecting things out to 7 YEARS!
High taxes on residents. No business base to offset taxes on residents
Operational funding; we have the lowest income tax rate in the Central Ohio area and many residents are drowning in expenses and debt as we pick up the slack via passage of all the tax levies
Good dining and another grocery store.
Having an identity
The community coming to terms with the fact that the city will continue to grow from its "farm country" roots. Also, no real "social activity" amenities for folks within city limits. They have to go to Pickerington, Newark etc.

APPENDIX: COMMUNITY SURVEY

Open-ended Question: Do you believe the City of Pataskala has a distinct identity? If so, what do you think the identity is?

519 out of 895 people answered this question

Small hometown feel, people helping other people
Rural cummunity
Community family minded.
Country bumpkins just outside of the city
Small town feel with necessities still available.
Fast food, auto parts
Rural farm town
Pataskala. The line between urban convenience and rural charm.
A quiet place to live
There's certain little restaurants and parks that Pataskala is known for !
Unsure
None
Getting trashy
Small town
Farming community, but still relevant in the Columbus scheme
Fast growing city
Peacefully and tragically. Small country town.
The city give a great small town feel
There is no identity.
it's where the sprawl of Columbus stops and you feel like you're in "the country." longtime Pataskala residents pride themselves on a community where people know each other and support each other. this comes from farming traditions, in part.
No
Conservative Christian people
Old farming town
Country
That place that one Christian rapper sang about in one of his songs. Also where Johnny Ward is from!
A poor farming community
Community
Farmtown
Not sure
N/a
Small hick town
Idk
Small town. Welcoming
Fast food, pizza shops and auto shops.
Pass through town to get to Newark, Reynoldsburg, etc.
Skip
Small town feeling
No identity

Small town feel
Community
Hodgepodge
Amazon and Busters
Progression
Small town, friendly
Small town
Small family friendly
None
A small town, that needs to become bigger
It has become a larger town but still maintains a smaller town feel, for now.
Rural but close to everything.
Floundering
Small town, friendly
I use to think it took pride in being a small snd pleasant place to reside buy now I'd say the identity is conformity to be like every other city and over populate the land and over tax it residents and to stary building section 8 housing and letting the neighborhoods slip into decay.
Hard to explain...small town but lots of land/area
Small town committed to supporting our local businesses.
Nothing
Bedroom community
On a path to be mid-class to lower.... like a Heath.
Quieter community, smaller suburb with some small-town charm left
Country
It is close enough to Columbus that it is accessible. It is far enough away that Columbus hasn't bleed over.
Less suburban, more rural feeling
Wonderful small town
Small town
n/a
Small town America.
Hometown
Not overgrown.
No idea
Small town charm
A little trashy to be honest, rural
It is known for farmer's, average, and quieter neighborhood's
Nice quiet rural city close to a large metropolis
Friendly rural living.
Country and simple living.
Farm community but still close to other towns and freeways
Upper class small town
Small town feel
Oversized rural village
To busy

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If so, what do you think the identity is?

Somewhat a farm town
stay small
Middle class
COuntry town
Welcoming, low-key, down to earth rural town.
No business support
Small Town rural
Quiet.
It still feels like you live out in the country
Close community
Farmish
Street Fair
Small Town
It feels more rural than it really is
Country feel
Over crowded
Mis management
Small town
The charming small town and the good schools.
Rural but close to Columbus
Not sure
Small town with lost of growth
Nice small town.
closeness of the neighborhoods
Small town
N/A - unfortunately I think the identity gets a little lost being "stuck" between Newark and Columbus, however, I think this location can be leveraged to increase success in various areas (economic, social, etc.)
Commuter town
Not anymore. Clearly the identity that existed is purposely being changed.
Small town with some awesome people
rural town friendly people
Small town, nice area
I'm not sure. I just know everyone outside of Pataskala sees it as all country.
A small town feel
None
Small Town Charm, close to the city.
Don't know
Nothing yet. Need a festival or something of our OWN.
Being a small (but growing) farm town
Quiet low crime
Unique
A lovely blend of rural and urban.
I answered no.

Combo rural/suburban, many/most families seem to stay/move back
Small town, close to everything
Not being gahanna or sim
Small town near a big city.
Small farming community
Small town with no business except a strip mall with 3 pizza places
small town where people lookout for each other.
It's a little, big, town. Larger population with small town feel
Nothing
Don't think it has one really
A community blended between old and young and rural and urban.
nice, small town
Hillbilly
A small town. But if the building continues it will lose this and become no better than any other city.
Country living
Farm town
Nice community on the verge of expansion
Small, friendly
It's a small town that isn't that small anymore and I think the city leadership and most of the people within it are starting to realize it now.
small town, strong community
Rural small town
small town feel
A great small town
Na
The countryside, within city limits.
Beautiful farm land still exists, although it's close to the city of Columbus.
Not sure
The city itself is pretty rundown with not much to offer in terms of eating, shopping, etc.
It has a unique small town atmosphere but yet is the largest, area wise in the county.
Po-dunk non descript town, sadly under estimated.
Country vibe, city amenities
Nature
Diverse country vibe.
Nothing
n/a
Small town but newer homes/amenities
NA
No draws to our city . The welccine to Pataskaka is horrible we need a better sigh and visible we should be proud
Small town
Riding city with rural charm
Small town with many amenities
A small rural community

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If so, what do you think the identity is?

Quaint
To sprawling. No identity.
People who live more that 80 miles away aren't certain how to pronounce the name
Still small town atmosphere
Country with a little city (meaning life is a little slower but the desire for fast pace is still there.)
Agro, hickish, concealed carry Trump supporters
I don't think there is one.
Not sure
Small city
It doesn'the have much of one
Small town
Rural living but convenient to resources
rural farm land, country
Small town
country life
Only moved here last year, but the general impression I had before was that it was farmlands, empty space, and not much else.
Small town feel
It's both rural and urban
Appeal of semi-rural, Smallville, USA
Small town feel
Rural meets suburbia.
Small feel in a big district
Small town
n/a
Unknown
Family friendly
n/a
Rural enough to be away from crime but still close to everything
NA
Small, lacking in resources, low quality schools.
Small town living right outside of Columbus
Quaint, but could use more restaurants/shopping!
Small town
Fewer people
Small town.
Small town charm
Relaxed & family orientated
Slow to progress with the demand
Ciuntry
Small Town, great place to raise a family.
Home
Small town

Never change. Never will
Small town/community
Country
Small town heart with big city ammenities
A poor community. Little do they know
Great location
Great hometown, great people
We are a special rural community
One of a kind name
Semi rural and spacious
nice people, country living
small, friendly but the city is poor
Small town mentality
Country
A large enough community with a small town feel.
I think they need to choose "Country Classy" as an identity. Build nice and classy homes going forward and NO apartments or anymore cheap homes.
Small, local & family friendly
No identity
Bedroom community, lack of corporate business, corporate investment and business leadership
Small Town
A small town without much to offer with a very high cost of living and taxes.
Small
No identity
Small up and coming town.
no nonsense allowed
Small town feel
Small, close family down.
Don't know
Small town with good schools close to the city.
Small town, caring people
Used car lot's and storage units.
Small town feel
small town near bigger towns
Casual, informal
Close to Columbus and regularly acknowledged on TV weather and location of Amazon.
bedroom community
Small town living in rural setting but near all the benefits and attractions to columbus. It's got the best of both worlds.
Small town - country feel
Quiet country town
emerging community
Rural central Ohio
Friendly little big town

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If so, what do you think the identity is?

the best of small town America; a homey town with all of the businesses you need near by, nice parks, and a buffer of nature and agriculture that keeps us from being just another suburb
sports and schools
Small town / rural area.
Rural intermixed with residential, large undeveloped acreage
Small town atmosphere
Small town
Drive-thru town
it's parks, local shops, etc.
Location. Not far from many shopping/work cities.
very good area to live
Quiet, non-city
backwards
Rural, small community
small town
Unfortunately - not an affluent, classy vibe. Not particularly cultured
Rural, farming and small business
Schools - Fire -Police - City Hall - Get Most. The retire is being forced to sell, roads suck, code enforcement suck, so you tell us about identity?
Good,friendly community
Small town feel, yet still close to city and conveniences.
There is none at all
Farm Community
A rural community.
small town feel
rural town where everyone minds their own business
Friendly "rural" area, not too far from the city.
Still rural
Farming/Small local businesses, country feel while still being reasonable distance from the main city of columbus.
Quiet bedroom community
It is still rural, farming
small-town friendliness (so close to CBus)
Farmland; small town.
Don't know
part of "small town America"
Small, country-like, and yet close access to highways and stores.
Close enough to what you need. Far enough away from what you don't want. Shopping and industry is close enough, but not too close as to invade the peacefulness of the small city lifestyle.
hard working middle class families
A small town with a comfortable mix of residential and farming
Safe, friendly hometown.
I believe the identity is country close to the city but I see this constant desire for the wrong growth if that is the idenity.
Small community

Very much lacking
Proception that the community is somewhat like "Mayberry RFD"...!
Farming community
Trash town full of hillbillies
Closed off, hostile to outsiders
N/A
rural character
Small town living
Small town, close to Columbus
Small town
distinct family owned buisneses such as cappauanos
Country living with close proximity to all of the great things to do in Columbus
The corn.
small town getting bigger (not good)
Quiet, calm, country-feel, yet close enough to city and other bigger towns that can be accessed and enjoyed easily.
its currently an inbetween town of reynoldsburg and granville. Not a bunch to note about being here.
Nice people
a city that is trying but the community is not buying into the plan
Small town rural setting
Na
A bit of a podunk community - but affordable.
Rural, family oriented living
Small town feel and family atmosphere but still close to the city
country red neck middle class people
Small town with access to great opportunities.   A great place to live if you do not want the hustle and bustle of a large city/suburb
Don't know
Small town with blend of local and contemporary flair
Pataskala has a unique small-town feel
small town
small city trying to compete, being run by Wexner group and wealthier landowners
Small Town USA feeling!
Country
It used to be a small town with a comfortable rural lifestyle conveniently located to the city, but that identity is threatened by too much growth and the application of inane policies applied to those who now are within city limits
Not enough progressive forward thinkers.
Undeserved identity of being a "hick town".
Rural still for some reason.
Small Town Pride
Small town feel, loving/caring neighbors.
Small town, no significant personality, close to Columbus & Newark. Traffic backup / speed trap on 16
small town life

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If so, what do you think the identity is?

An ideal small rural community.
rural farm town
USED to be a village, now you are ruining it turning it into a city!!! what a crime
Not sure
A bedroom community to Columbus.
Small town residential community with pizza shops and auto parts stores
Small, rural
tawdry
Friendly
That it is a small, country town with nothing major to offer and/or identify it in a positive way.
hicks
People are moving out to Pataskala thinking it is a rural community. It is changing with the population growing. When Pataskala merged several years ago and became a city, we weren't ready to handle it. We have had growing pains with both the schools and the homes in the area ever since. People didn't realize the real significance of the merger. We weren't ready for it. Our infrastructure is in need of revamping. Roads, police, county coverage - all important.
Small town caring and concern for citizens.
Small town country feel but close to the city so convenient
Charm
Agriculture and Family
Na
small town
Country feel but close to bigger city
Country living but close enough to the city
In positive: Dairy Hut, Capuano's & up-and-coming downtown. Negatives: Multiple vacant businesses (310 & Broad), Over-run w/ fast food and Vehicle related companies.
You have tried to restore the old part and it is still half done a year later....looks so bad. The new part on Broad Street isn't much better. Beautification of the area needs to be done. To drive through Pataskala use to be a beautiful tree lined street. We have lost most of the trees and only one side of Main Street looks good. The area is growing fast and there needs to be something to draw more restaurants (not pizza shops) and businesses into our area. Right now everyone goes to Reynoldsburg, Newark or Pickerington. The money needs to stay in our area. But until business comes in that will not happen.
Small, friendly and low key
Suburb of Columbus
Small town farming community
Poor hick town
Neighborhoodliness
Redneck
Farm community
Community pride
Rural
Lawlessness
It needs and identity since the small rural town is a thing of the past.
Pataskala is a welcoming community where families can raise their children and people care about one another
Close proximity to Columbus but without the congestion associated with the city.
small country town

Redneck/poor, un educated community
Great place to live and raise a family.
Small town.
It is a city of friendly people and locally owned business.
Small town, close enough to the city
Small town location close to large cities
small city (town) feel close enough to columbus
Small. A nice place to live
Smaller hometown feel where people look out for one another
Rural
Speed trap
Small town feel, but close to the necessities!
Peaceful
n/a
Motorcycles and gun shots
Small town; events at Foundation Park
Benefits of rural living with easy access to neighboring counties and Newark/Heath.
Spacious country
A town who is diversified in regards to economics, rural and city life, good placed to grow raise children and grow old!
Small town identity
Small town, country feel in most areas except my quadrant. Hoping the rest of it will stay that way.
Again, small town feel not far from the city
Small town, friendly
Not fixing roads and inviting businesses
We are newer to Pataskala and haven't picked up on a specific identity for Pataskala.
There is none. Not even a great restaurant or place of entertainment. Socially speaking Pataskala is non-existent
Community!
Licking heights side is more city, while Watkins side is more country
"good ole' boys"
A land-rich city with a hometown feel
I think it has a very outdated identity
rural & suburban
charm of a small town, with leaders and volunteers interested in a modern infrastructure
small innocent town
A city where individualism is valued over the collective and where, for now the rural folks are, more or less, left alone. In other words, for now, the country folks have not be regulated by zoning into submission.
It could be the next Granville if we spruce it up a bit
We like to think we are rural but that is no longer true
Country but close to the city.
Welcoming small town
Growing town with a small town feel
Small town with very little to do.
Community

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If so, what do you think the identity is?

Small town feel close to the city.
Not sure
Small and Quaint
Country small town
Small town USA
Small town community
Na
Can
Small town with big potential
N/A
Laid back
rural community
rural and friendly
Low income country living
Rural Atmosphere, Strong and Caring Community
Relaxed, small-town, friendly.
Small town. Country living.
Impossible zoning and building laws that need updated
Lynd's fruit farm, Amazon, neither in Pataskala
Small town, country feel.
peaceful small town
Still a small town vibe
Farming
Good place to live
Its where the city and the country kiss
We are a small town near a big city. Pataskala is a little bit of a melting pot in some ways.
Warehouse and farm city
None
Farm town
none
Small town feeling when you are downtown
Friendly
see #4
Small town, place to call home, poor schools
farm town, poor area
Small town
Small farm town
Community
Small country burg
Small town, which is good
Small town America
GREAT POLICE
Our schools are over crowded

Confusion. Oh look, there's a bar right by the elementary and a boarded up house on the other side, across from the cute white house with public storage.
friendly and welcoming
rural charm
Close to Columbus, but not as busy
Small town that is trying to stay just that.
Small but trying to feel big
small town
Still has a friendly, small town feel.
Peaceful area
Difficult to pronounce name, without a doubt
The city is seen as a poor rural community struggling to stay afloat.
Small town feel with access to the big city (Columbus, Pickerington, Newark)
Small town
Nostalgic small town feel but close to big city life if you want to go out in the town
We are so large in square miles that the population growth will continue for many years.
Small town with big town amenities
Red necks.
A small town feel
I think it's a hardworking community that desires to see each other thrive.
small town, rural area, in need of some growth
I said no, but it took me to this question anyway.
It name
Small town/city atmosphere
Small town vibe
A place that cares about its people and its community.
Rural/suburbian feel compared to neighboring cities that are growing like weeds and becoming too populated.
Pataskala's identity is that it is a small town community with aspirations of being a major city suburb. Having grown up in the area I experienced first hand how the city has the dual identity. For those who lived closer to the city Pataskala is "out east" in more of the country whereas the opposite is true for those who talk about it that live in Newark.
Pataskal is a small town with big city hopes. Look into the school districts. The school districts are among the largest in the county, but there is a small town charm. However, these school districts also are very worldy and know cogniscent of life beyond their own community.
Small town feel to it.
Small town and friendly
Small town
Rural, near metro area
There is none
Racial and Economic diversity. A great example of the future of small town America.
n/a
Rural country town
Small town.
Hillbilly and thugs .working outside we are never on the news for anything g ood
"Right outside of Columbus" feel meaning we are in a quiet area but near shopping, entertainment, etc.

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If so, what do you think the identity is?

Lots of potential, and building hopefully in the right direction
Rural farm community
It's changing so not sure
I believe it's a community where people want to live and no longer thought of as a farm town.
Rural
When I think of Pataskala I think of Dairy Hut, the Nutcracker, small town feel
Rural
Small town charm
Somewhat rural and moving toward suburban.
Small town ohio
If you live locally, it's street fair fun before school starts, Xmas parade, and Dairy hut!
There is no identity! Po dunk city who doesn't allow growth for business to come in. We need a mix of restaurants, not just fast food. We need quality sit-down restaurants. We need retail; we need business that keep residents shopping in Pataskala and not going to Reynoldsburg, Blacklick or Newark to shop. We need community events. For example ... check out Grove City's website. They have summer concerts (which are free); events to bring community to gether in the downtown area.
Small town and tight knit community
Community
No distinct identity
A place you can happily and peacefully love your whole life with your family
Downtown Pataskala feel
Small town that is growing rapidly and becoming more diverse. Family friendly, supportive community.
Small town feel
Rural, starter homes, low-income
Family
Disaster in the waiting....
Redneck. not welcoming of others
Split between "cow-town" and "up and coming suburb"
Nice pace of living in rurual community.

Open-ended Question: Do you believe the City of Pataskala has a distinct identity? If not, what do you think the identity should be?

423 out of 895 people answered this question

A welcoming, friendly, diverse, growing, well-managed
next generation farming community, not only are we a rural community that supports our farmers by protecting their land and way of life, we provide lively urban centers and a budding community around them that can support them by providing them a place to sell their goods as well encouraging locally owned businesses that support the community needs
N/a
None come to mind at this time.
Small town care with convienences of a modern town.
Small businesses
Progressive middle class community
The little city feel !
Small farming town.
Small town feel with big town convenience
Safe small town feel
Pride in the main street Rt 310 driving down thur there is a eye sore with the run down houses plus
Fun, lots to do
More middle class less trash
A family town with plenty of family based activities and more restaurants
Needs to be like Granville.
We need to build up old Pataskala
A place where business wants to come to
No comment
Small town
Small town
Up and coming with old charm like clintonville
Upscale country
Farming community. Small town. More Granville and less Gahanna and New Albany.
A family oriented city
Peaceful
Build an even stronger community
Small town America
Quaint small town
Small town feel but still have access to larger city amentities
A family friendly town with all the amenities of a big city, but without the hassle.
Na
A well rounded choice of shopping and resturants.
Community
Small town America with values to match
Family friendly and close to things to do
Hallmark city of the east side of Columbus

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If not, what do you think the identity should be?

I would like to see Pataskala become the Powell/Lewis Center of Licking County
I don't know
It should showcase the people, and the great things happening here.
We should be working to transform our downtown area similar to uptown Westerville.   Everything is on the Main Street and it gives kids and adults things to do.
I don't want pataskala to become Whitehall or Reynoldsburg
N/A
Confident
Need to be known for great schools
White collar suburb with a small town feel
Rural
Idk
Bedroom community
Na
Urban rural suburb of Columbus that is family friendly with the amenities of living so close to columbus
Small town charm
I would prefer we market small town businesses and keep stores like Walmart and Costco out of city limits. I would prefer we market ourselves to higher incomes to deter increased section 8 housing.
It's good
Amazing schools!
I'm not sure.
Not overgrown.
No idea
Would love for it to return to a "hometown" that appears as if it's inhabitants actually care about it
Farm's and local buisnesses.
Neighbors taking care of each other no matter what
Friendly, fun, and wholesome!
Geographically, Pataskala is too big to create one identity. There are multiple school districts, suburband and farm. No ideas
Way to busy
Not sure, but high population density like what is happening in Blacklick is not the answer.
N/A
NA
I think it should grow but keep that qaint country town
A feeling of closed off, close knit community. An escape from the nearby bustle of Columbus that's closely protected.
a welcoming atmosphere
Rural
N/A
Na
Festivals
Family oriented (walking paths, for example, would be nice)
Classy classic small charm

Rural townlike in the past, before the dark times came
Like the identity... would like more of a downtown area where you could walk to restaurants, shops, et cetera. Like farmer's markets. Nice touch.
NA
To be an inclusive town that thrives on community on connectedness
Large town with room to grow
Affordable living in rural scenery
I don't have a name for it, but I could see Pataskala becoming more of an active "retro" or small-town city. Granville has done a great job of revitilazing the area, and I'm not suggesting Pataskala try to duplicate that town, but I think it could become it's own unique area of shops, eateries, and other attractions (breweries, cafes, etc.) I think it could be a way for people to escape "big-city" living and step into a more relaxed atmosphere, while staying relatively close to Columbus.
Family, close community
Rural small town built on respect and honor.
Start developing into a small town like Granville. Refurbished downtown houses and shopping/eateries. Parks to do more than play sports at. We leave town for school, work, shopping and church. Will be moving towards New Albany/ Westerville areas to be closer to what we use more. Wish we could stay in a nice smaller town.
Community Engagement
What is USED to be. A small, quiet, town
n/a
Don't really understand question
Like apple butter, corn, syrup, etc.
Country living close to the city
I want to keep it smaller
na
I think we would need to develop what's unique about Pataskala. I'm still reletively new, but it seems like our identity is family-centered, and rural.
Na
City officials need to focus on epicenters of the city and attract people there with development and infrastructure. Identity should be a "small-town" with all the amenities.
Charming small town (Rt 310) with fun things to do.
Small town with shopping. Not in town so not to increase traffic but off 310. So much potential
The good schools we should have
I like living here. Slow down growth. Stay a smaller town feel
N/a
I don't know, but as soon as you start getting more big businesses out there and getting more traffic you will lose what little identity you do have
Farm town
That we need to expand correctly
N/A
na
Rural small town
Na
N/A
Schools and parks
Not sure

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If not, what do you think the identity should be?

The city needs offer more to its residents in terms of schools, recreation, grocery, food, grocery, etc.
A great small community that is a great place to live and raise a family.
Don't know
Idk
Charming country great shopping and parks
Not sure
Small town feel
Open mindedness. The City is growing, but a large part f the population refuses to acknowledge it. The City leaders hp needs to have them mindset to prepare for the future or risk becoming somplace not desirable to live or do business.
America!
quiet country town
We have no real shopping .
As ir is now
Support the kids as the future of the community. Sports, education, recreation.
Unsure
No solution here. No problem either. Can always use the 43062
N/a
I don't want Pataskala to lose the country feel.
Education, community, working smart and getting ready for the growth heading your way
A few bigger name businesses and possibly a movie theatre would give it some visibility
I am not sure.
Strong district for kids education
It should have more business
Small town
Not sure
beautiful rural farm land
Not sure
The identity of country life is fine
No idea, haven't lived here long enough.
Needs more job opportunities for kids
It already has an identity
Progressive infrastructure
Same
I like keeping it more rural.
Keep it simple
Small town, small community
Small town not booming suburb
Uncertain at this point
A small community town, right now it's very divided
I think it's good!
Not sure
As I said before, far enough away but close enough to Columbus

N/A
Need to grow!
Small town charm
N/A
More upscale
Home, family and community
Na
More like Granville
Progress. Change.
I like it perfectly fine the way it is
Small town with NO PUBLIC TRANSPORTATION
Small town feel
Na
Somewhere to get away from the city and find a favorite ma & pa restaurant.
Rural
A great place to live
Are able to meet the needs of the people
City people
It should stay the same.
Country classy is what I think fits Pataskala. We need a LOT more upper class homes to balance out the city and a city code that makes all new businesses look barn/ Country like.
N/a
All cities should have an identity that includes city updates, school involvement, recreational activity involvement.
Business friendly and planned expansion
Should remain small town
A city open to a variety of opinions, business opportunities and cultural appreciation.
Make it like Pickerington, Worthington, Dublin or Polaris.
Keep small
Bedroom community
N/a
No suggestion
Quiet charming town
n/a
Should try to maintain the mixture of rural and suberban
NA
Safe quit community
not sure
I would like to see it grow like New Albany or Reynoldsburg
Small town feel with city amenities
not sure, lots of new families here and we need to find the ways and means for them to stay and recreate here and not just kid sports
Community togetherness
Small town charm with big city opportunities
Diverse yet harmonious blend of rural/suburban, residential/commercial.

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If not, what do you think the identity should be?

clean, up and coming, developed
a destination for quality restaurants and shops
It should stay the way it is
Middle class community with safe environment fir raising kids
Not sure, bra it's difficult to identify when there's a distinct separation of families with school aged kids due to the two school districts located here. It feels like the Licking Heights families are not welcome in the town of Pataskala as we're out on the outskirts on the west side of town.
n/a
Maintain that general identity.
We should try to have a very egalitarian identity and pursue that identity by evening out wealth distribution.
Rural haven away from big city life
Pataskala should be a safe family-friendly community that supports all the needs of families regarding recreation, shopping and dining.
quality, cheaper, better valued than next door citys
up and coming with new developments
Not applicable to me
A small city with things to do.
n/a
would love to be community support and environmental support
Pataskala should be a community where a person can live without having to drive for restaurants, and have visitors stay in hotels locally. Families should be able to spend the entire weekend in Pataskala.
rural atmosphere
The area around 310 and Broad Street definitely has an identity but the further away subdivisions are not identified with Pataskala. We feel more connected with the Reynoldsburg/Gahanna communities.
Small charming town.
n/a
A nice suburban place to raise a family and support the senior citizens who are spending significant money on condos in the area
pataskala. there's multiple school districts, water/sewer. My school district covers the city of Columbus. Fire dept covers 'everywhere'. Pataskala post office covers Etna, Outville, etc. There is no identity.
Small town USA, with front porches, good educational system and close proximity to rural america. Mix that with access to high tech/internet and a short commute to good jobs.
Small town, big opportunity.
Diverse, socially progressive community with open, transparent governmental decision-making.
n/a
Agriculture
A quaint small town
Premium produce provider to our neighboring metropolitan cousin
A real american small town? Bring back main street shops and small retail business.
Small town city
Exactly that. People stay here; move here for a specific reason. And that is to get OUT of the industrial, over populated, housing development overgrowth areas ruining the feel of the communities. I'm ok with some upgrading and gentrification.
Diversity
Close safe community to raise family

Pataskala's historial heritage.
Small city living needs to remain a strong identity of Pataskala.
Not sure
A Family community
On-line survey seems to be messing up, I answered Yes to #6.
Family oriented
Community/Family
I believe the community shoulf look towards communities ie.: Gahanna, New Albany, Westerville and others in plans for a vidarent downtown. Pataskala shoud be a destination and not just a location with 3 traffic lights and a 35 mile an hour speed limit.
a great city
Upscale and progressive
Great shopping and eating. Along with schools and community togetherness
Easy commute around city with bike trails and/or walking paths.
see #7
I think Pataskala has the potential to be a city that parents can safely raise their children in. By cleaning it up and keeping neighborhoods and streets well maintained we could easily have a city of distinction, where you know your neighbors but don't live on top of them.
n/a
We should shoot to be a city of parks, trees, nature. This is how Pataskala will retain its rural feel that all the historical residents shoot for.
I think leaving the identity of corn is fine.
for me being here all my life move away
think creekside or granville. both small but both full of life.
a friendly community with multi-culteral aspects
Community, neighbors, and hard working.
Upper middle class with larger homes and lots.
Real city, Real People, Real nice
small town charm, big city convenience
Stay this way
more diverse
Don't know
Not sure what it should be, but over a large area you have almost everything which creates a confused identity. One way or another it should be seen as a great place to live.
not sure
family friendly, quaint, local shops, more community activities
City that stands up for itself, tough on crime as student and his driver speeding, better keeper of roads
Keep it the same!
Nice houses with low crime living with new shopping and dining facilities
It should remain a small town, allowing growth within reasonable parameters while maintaining the serenity of rural life
Upscale, clean streets, positive Internet.
More of a suburban identity. Couple more store options.
N/A

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If not, what do you think the identity should be?

I think the long time residents of Pataskala values the rural feel and homey aspect of the area so a good identity would be to find a way to still make it feel like a comfortable environment to come home too but with some modern appeal that reflects the younger families moving into the area. More restaurants, social clubs, a few retail shops and businesses(but not enough to hinder the flow of traffic). for comparison reasons maybe an identity similar to Pickerington but on a smaller scale.
Develop "destination" image: unique shops, recreation ops, downtown
Community first; looking out for all who live here.
A community committed to its roots. Residents move here for the country feel; not a busy congested feel. Develping downtown Pataskala into a shopping/eating area where residents can stay local. Not letting major stores such as wal-mart into Pataskala.
Nice communtiy with mixture of city and rural life.
progressive educated town
the downtown village be separate from the suburbs. let columbus and newark have them
it's hard with 2 school districts.
More favorable to land owners and business people.
I think it already has an identity but I think it should be one that is attractive to employers.
With all the new housing going up, youger people are moving into the area, but nobody hangs out here. We should have a small town feel, but have a reason for people to spnd their discretionary income on.
quaint
rural small city
People friendly community
A city that puts its residents first and foremost.
growing suburb
Pataskala
More rural family friendly
great place to live and raise kids
N/A
Na
I don't know.
Plenty of room for economic growth by addition of entertianment, actual restaurants (i.e. movies theatre, arcade, bowling alley, sit-down restaurants).
Dont want to be another small town that turns into a big town. When I see cornfields, I see pataskala as still a little bit country.
Rural feel-
Quaint small quiet safe
It fine
Na
Increasing the diversity would be good.
Strong police force
Steady growth of business and housing without the shelter skelter approach that other suburbs have seen.
Back to being a small quaint town.
small country town
Pataskala could add a lot of charm with a decent downtown and getting rid of the trail parks
We have a split zeitgeist. We are either a growing enterprise/family focused community or a rural agricultural one. I am for the former, but half of the city is the latter.

A balance between city and country living
Would like it to have a nice downtownn
Refined country living close to the city but far enough to enjoy lower taxes and peace / tranquiliity
A family community with good schools.
No answer. I think that works itself out dependent upon who is living here.
not sure
Small town feel, but with access to many of the bigger city "niceties".
Friendly rural community
Peaceful
The city has multiple identities with multiple histories. The city shouldn't try to white wash this history but, instead, allow each sub area have it's own identity (Summit Station, Columbia Center and Old Village of Pataskala)
Small town welcome to all
There is no presence of the city.
safe family community
Depends on the residents. What kind of things are they interested in that can be built upon? Arts? Volunteerism?
Identity should remain "rural", home ownership.
Should be welcoming and willing to change. Could be the best suburb in Central Ohio but instead feels as if change and growth is unwelcome
economically diverse within this semi rural environment
I think it should keep the neighborly, small town identity.
Country atmosphere yet convenient to Columbus activities and other surrounding attractions.
Roads, business and beautify
Small town living at it's best. Rural living, some retail conveniences, but most of all keeping the rural atmosphere.
A place that has the capability to draw visitors from nearby towns, villages.
Close community
City gov. that listens and acts. City gov. that is forward thinking-not 'because we've always done it that way'.
more walkable. more small businesses. PARKS that people can walk to
used to be small town charm, now growing so fast, housing too expensive, roads becoming busy, cant go back so not sure what it should be
Charming Country City
We should be the laid-back, freedom-loving town. Not the regulated to death town, where you can't pick the color or style of your house, etc.
Closer to Granville
A well thought out community with definite vision for planned growth
N/A
I think Pataskala could make itself a beacon for the appreciation of nature and community. We are still small and rural with a potential for great things.
Small town, but with shops and restaurants
Not sure
N/A
Na
Good schools
N/A

APPENDIX: COMMUNITY SURVEY

Question: Do you believe the City of Pataskala has a distinct identity? If not, what do you think the identity should be?

Working people who want to still be close to the city
Take advantage of the locale and beauty and then promote first to the people living here and then to the outside world. We must instill pride in our community, encourage people to maintain their property
A modern suburban area
Quaint little town
A family centered community with a destination downtown
Low crime, up and coming, family focused community
Same
Great residential and corporate potential
Friendly community
I would love to see Pataskala grow into its own, on par will small towns/villages such as Granville, Canal Winchester, etc.
kindness
Diverse city in which you can do unique activities but also have the convenience of the city nearby.
communtiy and unity
Quaint, good schools, town similar to Granville
The identity used to be rural and now we are stuck in the middle. We need a city center where we can congregate and fellowship as a community. We need to tear down the vacant homes/buildings that make our city look Locke's it's stuck in the middle
If you want to keep the smaller town feel you have to hae somewhere that people can get together and know each other. The best part of a smaller town is that people know each other and help each other.
Common sense, educated, community-oriented residents.
Small town
definitely not like bexley
Unknown
N/a
A place where everything is convenient.
We pay a lot in taxes! We need new schools and new roads!
A city that reaches out to its residents and wants to keep them living in it. A city that looks like it was put together with some thought, not just thrown together.
It doesn't need an identity, just be a clean affordable place to live.
Small homey town with flags or plantings, pub and restaurants. Similar to Gahanna or Granville
The identity should reflect the blue collar meets white collar. An identity should not reflect any religion or political affiliation. A open minded forward thinking progressive town with the golden rule at heart.
Not New Albany. That town has disappeared.
small town
Quality of life, including schools
A new community that encourages family and social belonging.
good schools
Family
NA
Clean, respectful
Keep it the same
n/a

Small town charm with specialty shops (Pataskala Meats, White Feather Farms, etc).
N/A
NA
A community that offers good employment opportunities (not just warehouse employment), good schools, and venues that will contribute to economic growth by pulling people from other communities.
I have no idea what this question even really means.
I don't know
growing and getting more modern, still trying to keep the small town vibe
Small town big heart
N/a
Defining dentity is a waste of time. It's an emotional state and doesn't help to develop city in future.
Need to emphasize small town feel, revitalize Main Street with restaurants and bars
family/friendly oriented
N/A
Friendly and not judging
Community closeness feel that embraces local businesses and community activities/festivals. Community activities could mean Splash Pads, dog parks, bike trails, etc. Community festivals could mean Art, music, jazz & ribs etc festivals at the downtown area. That can help grow the community feel. By bringing interesting small businesses to the downtown area could help the community grow as well.
Hip and friendly
How it used to be, it's turning into a decent sized city instead of the small town it used to be
A clean small family town
N/A
Uncertain
The City should be bragging about all of its accomplishments. There are two very good school districts and the progress in the area should be celebrated.
I think our city should keep the small town community feel, bring in more local businesses and make it a place that is ideal for younger families to raise their children.
Safe and friendly
Mayberry feel
N/A
n/a
Small farm town
Take advantage of being close to Columbus but still rural
Safe community
Friendly, Welcoming to ALL!, Comfortable with reasonable necessary taxes and services for a better communtiy
NA
We are proud community that hosts great schools, farmers who make are community strong and beautiful and we support ourselves because we are strong and proud!
Premier place to live, work, and raise a family
n/a

APPENDIX: COMMUNITY SURVEY

Open-ended Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

782 out of 895 people answered this question

Being rural/farm where it makes sense, and developing where it makes sense. Don't just let developers grab 5-10 acres from a farmer and shove 100 houses on it, while still encouraging development opportunities that benefit and grow the community responsibly
Less stringent property restrictions.
That small hometown feel
Small town feel
Maintain it's family community affect.
Keep open spaces and farm land. If developed, make large lots of nice homes with some deed restrictions. Quit building Centex communities of tight lots and cheap houses that look run down in a few years.
Keep the small town. If this turns into 256 (where we moved from) we would think about moving in the future.
Affordable living
Keep the small town feel. Most people moved here and stay here because of the small town feel.
keeping the small town feel. when you get to big that's when the trouble begins
Retail & restaurants. Keep residents inside city not go elsewhere to spend money.
Family oriented with excellent schools
peace
Make downtown Pataskala better. There aren't enough shops/restaurants to bring people in
Keep the little restaurants and towns within , it's what everyone loves !
You want people to be able to live and work here. Need to support local businesses and have enough people don't need to travel to find that
Unsure
Small town atmosphere
Keep feeling like a small town with small business
More business
We need a downtown area closer to pataskala / blacklick
TAKE CARE OF YOUR PROPERTY
Motivating community involvement. Attempting to maintain small, country town status.
Keeping a smaller town feel
The peacefully and quaint that the city already has. Keep the ruralness of the city. Keep the farms and the woods. Less traffic the better.
A growing community means growing schools. Our schools are already over flowing.
Community feel, rural parks, maintain rural spaces.
rural, small town charm. i believe this can be done even as Pataskala inevitably grows. focus on building on its current assets and what makes it unique.
More restaurants and parks
Less trailor parks, update looks of homes on main streets of Pataskala, add sidewalks, add community center for activities
It has always been about my kids. Sport programs. Great schools. Love it here. But they are done. So we do not feel as tied.
Keeping the ruralness
Small town feel

Keeping the small businesses and older homes.
Small town
Friendly, family oriented town
The quiet, nature element. Spend as much focus on the outdoor aspect of growing as the indoor
The small town charm, but need to community events to make it
Downtown restoration
The veterans gazebo by the railroad tracks and the Pizza restaurants
Small town feel
Again more community spaces. Update things. Make people proud to reccomend things for their out of town friends to come and do
The school districts are not currently equipped to handle the current growth rates
2 school districts working together....rivals yet joined fir the good of the community!
Diversity in shopping i.e. more than one grocery store
Community events/ then you need to get the community to participate
The small town feel with modern amenities.
Offering more choices for retail and restaurants
Education. Education. And Education.
Keep the small town feel. Local business instead of big cooperations
Safety,,convience.
A facelift restaurants, bars, local shops For the downtown area.
Control crime level
None
Just to keep the small town feeling
Keep it quaint while improving
Restaurants
Keeping up with the rest of the Columbus metro area.
Small town feel but adapt to larger community activities. Unless you have loved here a long time or grown up the community activies are not well publicized. Need to do a better job getting the word out to the whole community
Remain a small town
Mobility. City wide system of connected multi use trails
Retaining agricultural and rural areas
Keeping the small town feel and areas that are rural and adding in the new additions. Similar to how New Albany or Granville has done
Cleanliness and organization
Maintain parks for children while expanding diversity of businesses
Main Street, try to keep areas nice, no apartments
Not becoming too densely populated
Community
The street fair
Keep the small town atmosphere. Again, don't need up like Whitehall or Reynoldsburg
Need a town square, keep street fair, cookie walk, traditions.
A good balance of retail with rural. Im not looking to live in the next Westerville, Pickerington etc. if I wanted to live in an overcrowded town I would have chosen to move there
Containment

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

Small town feel
Open spaces. We love the fact that houses aren't built on top of each other even in subdivisions and that there is a ton of green space
Hometown feel. Pride in community.
Take care of the preexisting communities and to preserve our open land and to limit development. (Which won't happen)
Not sure
We need to continue to support local businesses.
Friendliness
Having real restaurants
Attracting great families who want to invest in the community
Small town feel with big city amenities
Keep the small town feel.
Small town charm with increased LOCAL businesses
Control on crime/violence/drugs
Small town feel, sense of security because neighbors know each other
Safe, clean and friendly
Small town life, street fair, parades, sense of community and people knowing each other.
Things to keep money in the city. You have to leave the city for recreational activities.
Not enough infrastructure to sustain projected growth. It very busy off 310, Broad, and Watkins. Need wider roads, more restaurants and to finish our schools. If you want growth, make sure we can sustain it
I think to keep the pace of life, quietness, not so busy. People come out here to get a little further away from the hustle and bustle of the city.
Keep the small town where it is and the growth outside of town.
I like it small and quiet. Too much growth will make me leave.
Keeping the small town feeling
Affordable housing.
Community sentiment
Amenities such as a rec center
Restaurants to keep life in the community
Needs to be a stronger sense of pride
Community unity. Maintaining farming ability without unnecessary expansion.
Upscale walkable community
The rural aspect.
Lynds Fruit Farm
Acceptance of the great diversity that has been happening since about 2000.
Hometown feeling but opportunity to grow and innovate
Keep the small town feel
Sidewalks and walkable streets/trails/park areas; adding a mixed use pavilion like Newark's Canal Market area would be lovely!
Maintain agriculture and green space. Residents have close access to fresh produce, farm-raised foods, and equestrian facilities. Don't allow developers to remove trees unnecessarily.
Maintenance of existing roads and businesses; add restaurants and grocery options
Keep to your word do what you say you are going to do.

Slow down
Quiet and friendly.
A country feel. Houses that are spaced out and not on top of each other.
Homey
Small
Country town feel
Do not add any more multi-tenant, high turnover housing. No large, commercial (chain) stores and food outlets. Must maintain a congestion free, quiet and slower-paced community while encouraging and supporting local businesses. I caution the urge to chase money in exchange for losing Pataskala's identity. It's OK to resist, making Pataskala's retreat even more attractive.
Environmentally friendly yet able to function everyday
Nice downtown and stop the sprawl and overdevelopment
maintaining that sleepy town feeling
Maintain what's existing. Don't build it and have it over crowded and over populated like so many other cities around Pataskala
Closeness of the community
Community events and resident involvement
Community activities
Small and simple
Cohesiveness
Community resources; pool, parks, etc.
Maintain the small town feel
Small town feel despite growth. Allowing growth in areas that promote community
Keep the small town. No more housing! Take empty businesses and add high quality business and make it look higher class instead of run down
It is too late to correct all the issues
Small town feel … no apartments. Towns need roots and apartments by nature are rootless.
Need to retain what we have now.
Staying smaller.
Amenities for residents
A strong sense of communities with all who live here as well as safety
Small town community with an air of caring for individual needs.
Controlling traffic and crime, adding services, activities parks
More business, either more small or commercial
Maintain that small town feel.
Small town feel -- don't become another big city
don't build on all of the land...leave some of it alone
Safe place to live
The growth is definitely coming, so there's no denying/escaping it. However, I think Pataskala needs to remain true to its small-town roots and serve as an alternative to big cities. We need to ensure our schools, libraries, and other public services can handle growth, and develop some business district/downtown-like areas, but always remain true to the smaller city identity.
Small town feel
Law abiding citizens that respect the roots of what Pataskala was and has always been. Fast development leads us to higher taxes, overcrowded schools and makes look desperate.
Cut taxes

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

Classy, useful central retail, restaurant areas to spend off time at. Need quality central recreation places.
To keep it small town feel. If people wanted to live in a city, then they would choose more crowded areas like Columbus, Pickerington or Reynoldsburg. If we are not careful, Pataskala will become just like that. Crime and all.
good businesses, locally owned, good traffic patterns
Small town feel, not over commercialized. Authentic
Keep the small town feeling. I moved from Gahanna to Pataskala because Gahanna feels too over crowded now and I don't want Pataskala to grow into that.
Community services, parks and road availability
Small town charm
Don't lose the small town charm. I hope we don't grow too much!
Small town feel but yet keep up and keep people spending money in community need new restaurants and shopping
People friendly-accessible. Need more open sidewalks, better thouroughfares and bike routes and walking paths. Currently theres not mucg of those.
Being one community even though spread out
Small country town life
Far enough away from Columbus to not be a part of, but close enough to enjoy.
We do not become a "big" city feel. Pickerington's feel would be too much and that would completely change Pataskala. We do not mind driving to pickerington or reynoldsburg for shopping.
Low crime
Deal with growing pains
Keeping the small town feel.
Maintaining the open spaces, not building communities where all of the houses are super close together and uniform.
Community unity through events like street fair, cookie walk, improved parks and rec.
Keep small town feel
Small town feel. Don't let too many "junky" businesses come. Build up downtown to be more walking friendly and home town feel.
Feeling like you belong
Maintaining a "small-town" feel. Without a vision the city will continue to develop as a Columbus suburb instead of managing growth and fostering identity.
There needs to be sidewalks or walkways connecting neighborhoods to eachother, the parks, and the shopping centers.
Keep the small town feel
Small town feel with a distinct identity and central business area and events to bring the community together
Charming old downtown area (Rt 310).
The small town feel
more retail, family places to eat, bike trails
Small town feel
Can't think of anything
Maintain farmlands and wildlife. Improve parks for children.
Progress and an eclectic mix between maintaining the old town vibes and new town feels.
safety
Increase the speed limits

Our small town should remain small. Spend funds on improving what we already have. Sidewalks and trees.
I think that if you want to have an identity then you need to establish a "downtown", like maybe westerville has. Get the people that live on the main street to take pride in their houses and to fix them and maintain them. Build up the buildings that are there now. Seems like there is no rhymn or reason to anything that is downtown
A healthy quiet/safe place to raise a family. With all the necessary amenities nearby
That we don't lose our sense of community and turn into a Reynoldsburg.
Friendly and safe
Pataskala needs to at least think about modeling their downtown area like what Powell and a few other communities have done. Keep the quiant feel of the actual downtown and keep the growth outside of that.
restaurants, small businesses
Not getting overrun with housing developments
more food places
Having a downtown/city center
Keeping that small town feel and friendliness
Keep the small town feel yet have enough retail stores and restaurants available that I don't have to venture to the next town over to get what I need
No more inc tax
Roadways, Park and Recreation and City Buildings in that order.
Everone wants to talk about Pataskala only having a 1% income tax however they dont recognize what is paid to other municipalties like many cities do whwn they have the higher income taxes. If they raise the rate they should consider that. Also, bring more restraunts, shops, retail variety to Pataskala. The car stores, dollar stores, etc are too populated, being variety.
Parks
I moved here because of the small town feel. I sure hope it doesn't get too big. I love having a farm field out back, instead of condos or apts.
unsure
Centralized community area, prominent downtown and entrance to (Broad Street) downtown area rather than misplaced, inappropriate businesses leading into that area, ie, car lots, ugly, un-maintained store fronts. We certainly don't put our best foot forward when traveling that area.
Small town country feel
Rural setting, greenery
Good cops and city pride
Lower taxes!!
Low population density
A community that can relate and respect each other
Town center ,
Small town feel
Parks and Recreation system
Welcoming.
Reasonable growth, increase tax base to maintain services to prevent additional burden on current residents.
Safety from crime and reckless drivers
larger police force (western area feels neglected)
comparatively low tax rate
Not trashing our city . Make it a great place to live . Making people want to shop live and support us
Services, property value
Conserving our wildlife and natural resources

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

Keep the laid back "family" feel
Open space. Small town feel. Good traffic flow
That we do not become densely populated!
I like that Pataskala is close to the metro area but still has a rural feel.
Community needs to come together with LH & SWL. We share so much. We need more high end housing. If we have low income housing, that will be the future of Pataskala.
Small town, farming community
Leave plenty of land undeveloped
Stop building low income housing.
rural feeling or small town community feel
Good police force
We have fields for the growth of marijuana. That means jobs and we get to keep our green spaces. Pataskala has a charm for being country and vast green spaces. We would just love more opportunity for intelligent upwardly motivated people. Right now you have a lot of poor hickish families and one poor high school.
Roads and school growth
Diversity
Strong schools
Ease of access to all direction. Keep it easy to get to 270 (nit so much now), I70 and 161.
We have need of more restaurants, better quality ones, not fast-food.
Small town field
Maintain the cozy feel and friendliness of residents, but also grow
Find better funding source. I am considering leaving Pataskala due to the 1% income tax I pay above and beyond the 2.5% I pay to the City of Columbus. I regret supporting the 1% tax. Most communities get a discount on the amount paid to other areas. I really didn't see a benefit from the 1% passing, I wish we would have kept the road and bridges tax, paid less and got better service (snow removal). I think Pataskala should work on our image, our leaders make us look like country hill-jacks.
rural charm
sense of community among residents
keep small town friendly feel
Keep the country town feeling.
Keep small town atmosphere, but still maintain steady growth
country living
Small town charm.
No section 8
15 foot distance between properties
Rural charm
Keep the small town feel but provide upgrades. Do not allow overcrowding with cookie cutter neighborhoods. Build and develop with integrity and not for a cheap buck.
Low violent crime
Family things to do.
Maintain the small town feel while growing into a bigger city
Cheaper cost of living, small town/rural feel.
Simplicity
Family friendly attractions
Distance from city, (rural quiet) while not being too far.

Maintain existing feel of Pataskala and quality of life existing residents want. Privacy and accessibility are important.
Uncongested, and residents are free to do as they wish within reason
Small town, country roots
I know changes will happen. I would like to keep the small community feel we have without a lot of businesses going in/out.
Really work on developing some beautiful parks with playgrounds, ponds and a dog park
n:a
Not over commercializing. Adding enough for tax revenue without taking away from the "country suburb" feel.
Be able to maintain affordable housing, and still leave Pataskala undeveloped for its natural beauty.
Small town feel. It would be nice to get rid of/upgrade some of the "uglier" businesses in town along 16. Pataskala is actually pretty cute, but it looks rundown to those driving through.
Invest in schools
Not sure
Keep the small town feel.
Walkable downtown with attractive retail
Continue seasonal festivals that brings the community together
Do something with the renovated downtown!
Smallness
Friendly small town atmosphere
Better park you can actually drive to the trail in.
To remain small, the small town feel is why people have moved here. Need to stick to the roots
Try to keep it small town
Small community and rural.
A sense of belonging in the community
Small town charm
Open communication
We have to mainstain the small town that everyone is in love with. It brought us here 8 years ago and we plan to stay!
I'd like new restaurants that aren't chains. New schools
A quaint downtown area where people want to go
None. Start over. Pataskala isn't a particular welcoming community
Small town feel
Growth
Sense of community and inclusion of residents in decision making like this :)
Keep the small town feel.
Keeping he price of living here affordable
More restaurants
Not to bring in so many people that we lose our hometown feel!
Tight knit community
We need to remain or keep that "small town" feeling while also growing (if possible). Pataskala should feel like a home to everyone here so that we don't have that transient culture.
Idk
Rural, Wildlife
Welcoming

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

Sidewalks everywhere
Rural character
The country atmosphere, people don't want to be stacked side by side, they want a yard and space.
tolerance and kindness of others
that is a good one I honestly don't have an answer as I don't have the best vision of the future... some people have it... I don't
Maintaining what they have
Keep the crime down
A clean, safe community.
Low crime high quality families. This is don't with great leadership and classy development.
Small, local community, family friendly
Keep up with community demand with roads, bridges, side walks, easy traffic with additional cars, school involvement and other community needs. Stay competition with activities and resources of surrounding communities.
Uncongested roads and traffic, planned development, financially giving back to the community by those that get tax breaks
staying small and keep businesses out!
Civility
More restaurants, shopping and doctors.
There needs to be more of an actual community. There is no small town vibe with how far spread the city is. There should be a big complex or pool, something for people to congregate rather than a few parks here and there. More like a main attraction.
Pataskala seems to be lacking a center or heart. I think the city could use some remodeling and addition of new buildings on Main Street.
Keep it small
Dont know
Increased amenities
Nutcracker
infrastructure. The roads stink, and we are not prepared for growth
Staying a small town.
Keep looking for ways to grow and incorporate a new crowd. Pataskala is inviting, but lacks a wow factor.
Keep it simple
I really enjoy the country feel and green spaces. I used to live outside of Dublin but, the rapid development and loss of that small town feel was my reason for moving. I think keeping the green spaces and small town feel should be very important.
Low taxes
Mayors like Compton that communicate with the community
Improve bike routes walking paths,bring the community out in healthy activities.
Like any growing area, we will struggle to maintain complacency and familiarity with the challenges brought on by "growth."
Quit thinking more is better, it's not. Stress quality.
Keep a clean, well kept, updated, small town feel, while growing enough for Pataskalas needs
Small community feel and safe town
Getting things that will help all ages. A park for skateboarding and biking. A bigger pool. A retirement center. Keeping as much green space as possible with new development.

The small town feel...however, those who live on the far east side don't feel like they live in Pataskala since the actual downtown, small town feeling is about a 20 min drive.
Safe community
Small town
Keeping the small town feel
Close to amenities but still quiet and serene farmland settings - preserve natural surroundings
Have a stronger downtown and develop businesses to offer employment for the city.
The small town feel
keep the small town charm
growth in businesses, manufacturing, medical facilities
Better parks, bike trails, less subdivisions
I think we need to move forward from village thinking to city development thinking
Property Rights
Small town feel
Business such as Amazon and office parks off Main. FULL service RESTAURANTS.
we need to vastly improve sidewalks and bike trails need to side walk out to Kroger along Broad and use the creek as a focal point, go look at Gahanna!
Development of parks and recreation areas to preserve land from over development which will maintain the small town feel while we renovate the areas already developed into industries of the future. This will help us be balanced in providing the jobs of tomorrow while preserving land and green space that families and communities like to have in order to maintain their happiness.
Incorporating the entire city not just the city center.
Pataskala's charming historical houses/buildings.
The main street asthetic
Friendly unpretentiousness.
Growth is understandable however, limiting commercial development and conserving the rural countryside is important. We are life long residents of Pataskala however, if the town becomes overly commercialized we would move.
To maintain a feeling of space and being family oriented
not becoming too overcrowded
community festivals and events
The ability to discharge a firearm on private property
Support for schools and libraries
Clean environment where it is safe
Keep crime out and don't overdevelop our green spaces. We really enjoy the rural feel here
Small town, tight knit community
preventing sprawl and not allowing Pataskala to become the tech corridor of columbus, or just another suburb with high density housing developments. we need to keep our buffer of farm fields, woodlands, stream corridors, and natural view sheds
Family oriented community, need theaters, a recreation center.
n/a
I think the small town, rural elements of Pataskala are appealing.....and the fact that the property taxes are not as high as say New Albany or Westerville, etc. IF this area is to develop, it needs to be very well thought out as far as land use planning with a focus on good placement and creating income for the city. Unfortunately, I think many would say they prefer to see home development grow vs manufacturing but only because they may not understand the financial impacts.
We should try to keep a working class identity.

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

Again, maintaining the rural atmosphere
Safety and school supports.
country feel, not cookie cutter like gahanna, pickerington
updating, getting new faces on existing property
Adding businesses (i.e.,restaurants) for the growing population while keeping the small town atmosphere.
small community feel
Maintain small town charm with strategic growth strategies.
We need restaurants!! We's had the same fast food for years and Nutcracker should not be the only restaurant in town. Bob Evans, Panera, Roadhouse-some variety. I shouldn't have to drive to Heath or Reynoldsburg to eat out.
Farmland
small town atmosphere
Community events are a must.
individual city separate from Columbus
a defineable, growing "downtown area, that is pedestrian friendly
New parks and a central place where the community can come together.
small but convenient
desirable destination to live
Attract new business opportunities far as restaurants and major retailers
Consider walking life style for residents.
good schools and low crime
Small town feel without over commercializing.
Quiet country life style
Improve traffic flow between Taylor and 310. Traffic congestion is a nightmare during rush hour.
They need a plan "where do you want business's? where do you want houses? how about restaurants? they need to make area's just for business and houses and not mix them. The business's on Broad street from Reynoldsburg to 310 needs some cleaning up. Make business's be responsible for how they look, nice landscaping would help.
More of a city center. Places to shop,eat,nice green spaces to walk to
Clean up the downtown and add nice shopping and restaurants. We are embarrassed by the town.
Peaceful living
The lower density of population and ability drive through the city without lots of traffic congestion.
small town feel
more employment
small
Not over populating or over industrialize
rural nature
keep traffic moving and light
Small town friendliness, more green space, bike & walking trails (not on the roadway) , managing traffic congestion. Tax breaks to improve properties in Old Town and make that the center of Pataskala. Parks for children. (current ones have rusty run down equipment)
Maintaining that "small town" atmosphere that we all like
Manufacturing
Parks and recreation.
Civility, diversity, clearly explained, understandable, orderly planning and development.

not allowing too much corp build up or development that will take away from what pataskala is all about. too much build up and not maintaining or fixing current businesses/properties
size
Dont over develop
Keep the small town feel. Do Not become a Pickerington or Reynoldsburg
A strong central core for gathering in this "small town."
Semi-rural feel
Stay a small town. Know people. Preserve the history. Keep the area safe.
Small town feel
Keep the city small and remove the additional taxes you have placed on us
hometown feel, small town identity
small town vibe
Diversity
Vibrant development and sense of community envolvement
Continue to make the city a family oriented place to live.
Rural "feel" with small town charm.
Maintain a small town community atmosphere
Maintain the small town atmosphere with low density, single family homes and senior housing.
relaxing no fast pace
Good, friendly neighborhoods.
Peacefulness and quietness. Allow for the outskirts and populated/congested areas to restructure and gain more. The "old" city needs to be invited and comfortable. That kind of identity will draw more traffic to local and specialized shops in the area. And it will encourage more of those types of things.
"Small town" feel promoting positive morals and ethics
maintain the small town feel
Staying a small town. If someone wants City Centers or development they have any number of communities to move to . Do not change the small town feel and friendliness of Pataskala !!!
Being able to take a walk through town and feel safe doing it.
Golf cart/bicycle trails and other ways to connect communities
Quiet, safe, yet close to everything you want to be able to get away from when necessary. Become the Palm City, FL of Ohio. The Stuart/Palm City area is a great example of what I would want...patient growth.
Parks and Recs
Keeping taxes low for elderly so they can continue to live in our community.
Independence
Change the "Rural Backward Small Town" image and make the community a vibrant locations which will be drawn to for visiting, living and doing business in.
Support and maintain clean environment.
There isn't one
We could have a great historic district downtown if we got rid of the blight, cultivated some green space, and were intentional about developing businesses.
The historical piece of pataskala
Better parks and sidewalks (especially on Rt 16/Broad St).
Maintaining the rural character
Close knit community

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

Clean and natural wilderness. I think most people who live in Pataskala see it the same way. We don't want the city. We need to keep some land open and plentiful. We need to maintain clean water and add ways for our community to be green with additional conservation efforts.
A separation between Pataskala and other communities. Keep a small town feeling.
The issue is that Pataskala lacks this. Our parks, well frankly, are terrible. Historic downtown is run down and doesn't feel like others (granville).
It needs to keep the small town feel
keep small town feel
Small city feel
The farms that are around the schools.
maintain green space & avoid sprawl
try to not become another Columbus-Reynoldsburg- Whitehall
Preserving the land in the community and/or establishing abused farmland as newly forested or productive landscapes in terms of naturally enriching environments, not industrially productive.
Maintain the family life atmosphere. All new buildings and businesses should be of quality and not just approve every single business that applies.
SIDEWALKS for the love. you cannot navigate anywhere on foot. Either the sidewalks are in disrepair and hazardous or they don't exist.
roads and new schools
Keep the rural feel
not relevant to the question but please build a trail/sidewalk along taylor road and please improve cable road so new high school drivers can safely drive to school (dark and large buses)
Try to remain small
Integrating our diverse population
Peace and quiet
While growth is important there needs to be places for residents to go to spend time out doors. Parks should have more walking or biking trails and not just geared to kids and little league sports. Any expansion that creates jobs is a good thing. Specially if residents can work in their own community and do not have to travel to Columbus for work. Retail shopping is not important since everyone orders online but more restaurants could keep more residents spending money here in Pataskala.
Add lanes to Broad St.
school quality
maintain rural connections, establish parks (Why no metor park in Licking cty.?)
small town feel
Small town feel where people gather
be more diverse
Small town feel and safety
Restaurants
The local small town feel, no major business to attract large population
Keeping the small town agricultural while allowing for some thoughtful development
Keeping the population in check so that Pataskala doesn't become just another extension of Columbus
small town feel
"small town" atmosphere
Community center, sidewalks, parks, bike/walking paths, restaurants.
NA
small town feel with no congestion

better road maintenance, community involvement, safe neighborhoods
Reduced pace of life in the old part of Pataskala.
Nice parks and community facilities
small town/rural character
Properly planned and expandable school buildings and systems, parks and facilities for youth and adult activities.
Provide improved senior housing & new housing areas for all.
Improve Broad Street and 310.
More restaurants
Keeping the area family oriented
Maintain good schools & safe neighborhoods.
Too keep its small town feel while growing . People tend to lose what's important when looking at the bigger picture. Build on what we have not destroy it
Promote school quality, improve roads, community pride
small town country life
Not outgrowing the rural charm and becoming too big.
Close to the Columbus side of Pataskala to generate revenue from other towns, make a destination spot with restaurants and family oriented activities as there are a lot of families here.
We need a balanced growth mix of retail shopping. At the present, our only options are Rte. 256 or drive all the way to Easton Town Center or Polaris. We need mid-range to upper-range retail shopping, restaurants, furniture stores, gyms, etc. In other words, we need our own town resources to enhance our quality of life. I AM NOT IN FAVOR OF PROVIDING BUS SERVICE FROM COLUMBUS. I know that should this development take place, we'll need employees and housing; however, the bus service could eventually be a detriment to the overall small town feel of Pataskala.
An area of local eateries/shops. Good quality school system. Maintaining parks. Creating a rec center for multi use.
Not to be repetitive, but... small rural riedly community.
accesible community
lack of racism toward Black Americans and immigrant groups
keeping Pataskala a village; not a city
Being able to provide amenities such as Bike paths and sidewalks to promote a more healthy and positive community.
Keep it nice
Parks and recreation
Possess employment opportunities and continue to provide a good police department.
Keep the parks and recreation activities for children
N/a
Other than the city parks, there is really nothing that Pataskala has that it needs to maintain
rural
get out of the mindset that this is a farming community and allow some growth in business. Understand that families are moving here and it is extremely important that we have quality schools and community involvement. Stop thinking that it was good enough for my kids 25 years ago so it should be still good. You cant complain that the city is growing and more families are moving here but then say that the schools are still big enough for the growth
Family friendly city
Putting its residents and their needs at the forefront of any changes. There is a lack of communication from city officials and those people who are elected to represent the constituents.
The small town feel
low crime

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

Schools
Welcoming and friendly people and businesses
small town feel
stay rural as much as possible if I wanted to live in a busy city I would.
Communication between government entities and the citizens
Open spaces
keeping rural/agricultural foci
Keep the small town feel
Maintain the small community feel. Less strip malls. Maintain community standards for businesses and building wanting to move in. Don't allow some big corporation to come in and plop down an a monstrous shopping center. More people coming for shopping and eating shouldn't be the goal. Building a strong inclusive community will keep Pataskala as the sweet spot in town
Maintaining the small town feel. All of the smaller cities surrounding a large metropolitan area cannot continue to over populate. I love that Pataskala is small (in comparison to Reynoldsburg and Pickerington) yet is only 30 minutes from the airport and downtown Columbus.
Preservation of Rural communities
Small town feel
Small town feel.
Be a safe community.
keep small town feel
Small town feel with a lot of outdoor activities
Small town feel with numerous outdoor activities for the community
Low Crime & Small town atmosphere
To have a "hometown" feel that will draw people to our businesses and our town so we can have an identity.
safety - crime, traffic
nice eating facilities
schools not be over crowded, keep some of farmland, make town of Pataskala beautiful, main street is boring no flowers like I have seen in other cities.
Maintaining low key, slow lifestyle
Stiffer zoning requirements to maintain the beauty of the area.
programs for community not just industrial parks
Quality school buildings and athletic fields. Well maintained roads.
Small town feel
Stay small. Do not develop
Improve infrastructures
Gatherings of neighbors
No clue. Maybe be more welcomibg to outsiders. People here are not very nice.
Stay small and focus on the community that is here. Not bringing in more. We don't want to turn into Pickerington!
We need diversity in our culture in the form of people as well as options for dining. We are lacking entertainment options too. Sterling only gets us so far.
Architectural review or code regarding new development. New homes/office/businesses don't have to look cheap if there's some thought behind it. New Albany looks like it does because there's thought behind it. Rural does not have to always mean poor or dirty or cheap.
Get back that hometown feeling

Keeping the personal touch of a small town while growing.
Preservation of existing green spaces within the village and where possible.
trust your neighbor
No more business or housing expansion, and no pot farms!
No traffic congestion
Restaurants
The small town appeal while having thriving businesses
I feel we need more sit down restaurants in town
Remain quiet, peaceful
expand the roads to handle traffic.
Making it a place people want to move to
Community events. Develop deeper relationships with community groups to facilitate existing and new events to bring people together.
Great roads, police department, and fire district. Parks will get better as we grow. Income for parks should be paid for by developers, and big business.
I love the the hometown feel but we need something here to do.
Adequate roads to avoid congestion as growth occurs.
Continue to have long term residents and less apartment dwellers.
It's still country yet close to the city for work and shopping
Maintain small town feel
Pataskala needs to retain it's rural aspects, many move here for that and it's disappearing quickly
Maintain mix of agriculture & other
Keeping a small town feel with green space but grow
schools
Home town feel
country lifestile
Not to become too big to support what is there (Police, fireman, etc.)
Downtown area and bike and walking trails to go from subdivisions to downtown.
woods, creeks, larger residential properties, horses
No more housing developments!
"country/rural living"
No answer
We need more restaurants in Pataskala to keep people from traveling outside of city limits for dining
reduce crime as much as possible
That this IS a community - not just a bunch of houses in the same area where people don't know their neighbors.
The lack of a central "downtown" area for folks to participate in shopping, dining, working and relaxing.
We need a chain-like sit down bar and restaurant that isn't Mexican! (I love the Mexican restaurants we have)
Peaceful
I think the answer is different depending upon where you live, which is why embracing the differences within the city is an important task for the city to accomplish.
keep taxes low
Fair taxes and having people pay for their own kids.
cleanliness

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

I would love to see improved parks and recreational offerings. I'd like in particular to see a multi-purpose trail for biking/walking that is of some distance (greater than a quarter-mile)
Safety, then maybe community events
Small town; friendly and accessible; not commercialized; maintain existing character and farm land
Maintain community events such as Memorial Day, July 4th, Street Fair that bring people together for a special purpose.
Having the amenities of other suburbs (restaurants, entertainment, shopping, etc) available for residents that will make residents stay and not move from the area.
control housing development
Balanced between rural and urban ..   Losing the rural aspect would be devastating to our community.
Continue the small town feeling
Character. Don't turn into another place that looks and acts like all the others. Be quaint, not commercial.
Keep the uncrowded suburban atmosphere intact.
Keep a small town feel, limit more housing, need better restaurants.
Close knit community
The small town atmosphere with low taxes and very limited bureaucracy.
Walk, living, beautify, shops, business and FIX THE ROADS AND DRIVWAYS
Friendly, rural community that is not overdeveloped (like New Albany), low taxes, and good schools.
I love all the local businesses that have been here since we moved in. I want mom and pop places over retail giants.
Create one first
Small town/Main Street America feel
Love the idea of creating a "downtown" or city center type of feel
Our town and community need a make over. Downtown side street buildings need improved. Homeowners need to take more pride in their homes and properties. The sw corner of Main & 16 needs a facelift. The nw corner of 310 & Broad needs a business.   Stop painting businesses blue!!!! Some of the businesses on 16 coming into town need makeovers BADLY!!   Just improve our visual quality of life!
There is nothing really outstanding to maintain.
Not destroying our natural resources to become just another bedroom community of Columbus
small businesses and parks. dont let corporations take over
already lost small town quaintness, no going back
recreation and commerce balance
Don't let manufacturing/industrial areas invade residential areas. Keeping buffer zones between zoning changes
rural atmosphere--it is what draws people here
quality development with quality housing and quality restaurants/businesses
Individuality!
Sidewalks in neighborhoods!
A rural feel with larger lots in the majority of housing areas. A community identity that aligns with a rural feel.
The small town vibe!
Pataskala must put emphasis on nature and recreation.
Small town kindness
Lots of green space
Increase lots to a minimum of 1/3 acre

Functionality
Safe, small town feeling. Would love to see our center of town become a place where local businesses and community events take place (it already is starting!!)
Keep the city small, not like Pickerington and other towns that were small and now have to many people.
Unknown
Community events (i.e. fireworks, leagues, farmers market)
Keep community events! Keep the "small town " feeling
Friendly people
Parks and community events. Add more community events maybe a touch a truck event included with other events like fire works and antiques power show and maybe one on west side of city to introduce people to the employees of Pataskala and the equipment they use
More night life
stability
Country feel
Generosity
Friendly, laid back, small town atmosphere
There needs to be some kind of community center for everyone.
rural community
Small Town feel
Central community area downtown and parks
PRIDE   OWNERSHIP IN THE COMMUNITY
Maintaining the rustic country feel while becoming a modern community
Safety
Small town feel with the benefits of a city.   Ie more shopping, restaurants etc
maintaining the sense of community that we have
Maintain the "country life" feel- every farm shouldn't turn into "5 houses per acre" subdivisions
The slow-paced, small-town rural area characteristics is what needs to be maintained
Low crime and good schools
Strong Education, Strong Recreation/YMCA, Community /Church Collaborations. Limit Apartments and encourage home owning. Conservative growth. Encourage Restaurants to build in our area.
Making sure that there is growth that the city is able to keep up with it in our schools and in maintaining the environment and small-town feel.
Limited growth with housing.
A nicer downtown, like Johnstown, not like the blue building that has a hole in the back of it
Restaurants
Be more selective on new businesses. We seem to have way too many used car lots and ma and pa stores that never can stay in business.
restore what we have
Don't get over taken by columbus
Residential areas for every part of life (first time buyers and wealthier professionals), place for local businesses to thrive, growing but not too chaotic
Improve down town
Small town friendliness.
Safety/crime prevention
Culture and community events flourishing for my family; unique restaurants to enjoy (no more fast food!)

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

keep a smaller feeling town
Everyone will say rural character. Its gone let it go.
I really love that our community is smaller but still offers so much. If I wanted to live in a bigger, busier city, I'd move to Gahanna or Westerville.
AVOID OVERCROWDEDNESS. Maintain quality of life. Fight the drug problems. Avoid lost-cost/section 8 housing.
Quiet and travel convenience
more effort
Quiet
A unique city center or activities unique to pataskala so it stands out as a desirable place to live near the city. There need to be some choices of higher quality homes as well In order to have a positive image to home buyers. Adding apartment complexes makes it less desireable as a city.
a community center
Safety
No 4 lane crazyness
Small town ambience.
Pool, parks, existing buildings
We focus on education and development of our residents through job opportunities and community.
a place to gather. Maybe a nice pool area or community center
Small business development Gathering places for Community involvement - restaurants, YMCA, Senior Center, churches
to maintain a safe small town feel
Small town community
Small quaint farm town.
Keeping it real. Do not expand housing levels w/o expanding support systems.
Small town low taxes
Small town! No more housing developments
More business, less parks,
GOOD GOVERMENT
The diversity is one of the best qualities.
Clean up main st. People have piles of junk on there front porch
Have functions, events and activities in the city. Parks and rec is crucial, but we need nice facilities that are maintained.
improve the traffic flow, better facilities for youth and seniors
not to grow to fast and to be able to keep up with the growth
We need things for kids to do like a skating rink or game centet
Keep the old town feel
rural charm
Solid schools with community leaders
Low taxes and controlled growth— too fast and there's not enough space in schools and roads become crowded
Help the traffic problems
Embrace the new families moving into the area because they are coming whether you like it or not.
Walkable with lots of Green space and public gardens, encouraging less cars!
Maintain the small town atmosphere. Don't become just another bedroom community ringing the big city.

Keep the unique feel like Granville with class and growth
small town idenity
Good security and maintaining the small town atmosphere.
Work on better roads to ease heavy traffic
small town feel
Be progressive in approach to challenges. We will not be "rural" forever.
I have no idea.
A strong community aware and commited to improving the quality of social and economic growth.
more affordable housing
It is not as congested as Reynoldsburg or Pickerington, which is the only reason I moved here instead of the other two cities.
Not feeling crowded
Do not get bigger!
Keep it local with more small town local buisiness opertunity
Facilitate the schools systems to continue to grow to keep up with the demand.
Small town atmosphere
Promoting a healthy lifestyle for families.
To maintain that small town community feel
respect for each other and taking pride in where you live
The small town feel aspect to its residents. When you look at Gahanna or New Albany there is still a small town feel to these communities, but there is also so much that is offered to the residents with better restaurants, parks, and activities. When I consider Pickerington, I feel that they have lost this aspect and very rarely visit and avoid it as much as possible.
balance between small town and growing with new businesses
Quiet, easy life. Not too much "city"
Schools
Unity
small town feel
Keep it small and rural
do away with the "bedroom tax"
More community involvement and events.
Diversity
Developing healthy initiatives for the residents. Connecting parks and roads with trail access etc.
The small town strong community is essential for the city to maintain its identity.
I think the City of Pataskala needs to retain its Downtown infrastructure. Speaking on behalf of Summit Station, there is a homely feeling when you drive by the railroad, pass the post office and the schools. It is smaller than Pataskala, but it is home.
keeping a sense of community but with more opportunities
No section 8 housing. We have enough. Crime is already up.
Try to maintain the small town feel while growing
Staying a mix of small town and rural.
Developing the city. You can try to hide behind small town monikers but people are going to move here. So city needs to he ahead of curve.
A quaint feel without becoming new Albany. DON'T become a New Albany, it looks fake.
retail/restaurants

APPENDIX: COMMUNITY SURVEY

Question: What is the most important community characteristic or quality of life element for Pataskala to maintain moving forward?

Maintaining the small town charm and personality and not overcrowding or overgrowing to become to urban or suburban
Small town, no increase in population.
Expand road infrastructure before increasing residency
We need to plan for the future
Small town feel that feels safe and inviting.
Keeping the small town feel with a mix of entrepreneurial/community spirit
Small town, with family values
The small town it once was
Still having enough open spaces and farmland to keep the country/small town feel, while also having business and residential development.
I think building a community center, adding more parks, adding bike paths throughout the community. I also think adding sidewalks to those areas that do not have them would be key as well.
bike/walk ways to city center/around community... like New Albany Community
i dont no
Keep the small town feel
Create more housing that will retain residents who are not looking to stay in their first home. In other words I constantly run into people who are seeking housing in the 300k-400k range and cannot find it in the area. They want to stay in the LH district but can't "upgrade" to a nicer home. So they move and rent out their home or sell it to the first full price offer. This is now my families situation as well.
Sense of community
Small town feel and charm
Large enough schools for our kids
To plan for the growth, especially with the Greater Columbus area growing so significantly in the near future.
Balancing what we already have and future growth.
Maintain mostly rural community with strengthening schools
Rural feel Transparency by city officials
Safety. Improve traffic.
Keep hometown feeling
Maintain cleanliness in our town
There is currently NO community characteristics or quality of Life in this City. There is no "downtown". Farmer's Market during the summer is terrible! Have you been to Granville's Market and Newark's Market ... very nice. City tried to do a food truck "festival" a few years ago ... how do call it a food truck festival with 3 trucks!
Maintaining the small town feel
To keep the small-town feel, yet offer more reason to stay local when shopping or socializing.
Parks, events, community - what can Pataskala offer me that Columbus can't? Find out what this is and play it up.
The rural country feel
Clean, friendly, safe
Inclusion and equality
Safety
Small town good schools
Bring the community together by embracing both schools. I feel and see the divide in the community from the two schools.
Comprehensive Community Recreation Center(YMCA)

Quality homes, retail, resources, and facilities
Keep as much rural as possible.
Having events keeping the community together
Stop moving n the riff raff
Get out of the reactive mind set and build a city with it community that is a proactive supportive caring community that people are driven to be a part of!
anything.there is nothing now. maybe make better use of parks. there are public parks in this town that are not even open to use most of the time. unless you are in the good ole boys club
community events/ involvement of businesses and residents in the community
An aesthetically pleasing, walkable, accessible community with a balance of live, work, shop, and play.
School system improvements.

PUBLIC MEETINGS

The following section includes raw data on the responses from two public meetings, referenced as "Farmer's Market (Public Meeting 1) and Public Meeting 1.2, and Stakeholder meetings.

Activity: What's Most Important in Pataskala?

QUESTION: WHAT IS THE MOST IMPORTANT COMMUNITY CHARACTERISTIC OR QUALITY OF LIFE ELEMENT FOR PATASKALA TO MAINTAIN MOVING FORWARD?	
Farmer's Market Responses (Public Meeting 1)	
Keeping it rural	Ease of getting to talk with city officials
Staying up with business & tech; bring business	Senior living for all incomes
Keep kids here	Maintain the small town community feel while expanding. Pataskala has always been a "farm town", that small town charm needs to remain
Support mom and pop businesses	Keep supporting our mayor as he supports the community
Water quality, greenspace & parks	Bring new business to Pataskala
Supporting local farmers and businesses while diversifying farms (more orchards, gardens, foresters, etc.)	Community events/activities
Building bike trails	Small town feel
Preserving heritage and redeveloping existing properties	Limit new housing developments. We are losing our rural heritage. Any new development should include green space
Schools	Control infrastructure of utilities before housing development
Shopping & more restaurants	More small business, less large box stores
Indoor pool	Promote and meet small development
Stream bank stabilization & steps to mitigate flooding (stormwater retention, rain gardens, etc.)	Keeping town beautiful and keeping a small town atmosphere
QUESTION: WHAT IS THE MOST IMPORTANT COMMUNITY CHARACTERISTIC OR QUALITY OF LIFE ELEMENT FOR PATASKALA TO MAINTAIN MOVING FORWARD?	
Public Meeting 1.2 Responses	
Rural character	Balance development with rural suburb feel
Identity = rural but close to many opportunities	Maintain a small town feel but also create a "focal point" for entertainment (new or updated downtown)
Reputation for strong education (K-12 and beyond) base, leading to a skilled and educated workforce that will "live, work & play" here	Crime
Rural/small town	Low crime
Identity as a community that is tolerant to all people	Great schools
Maintain small town feel. Don't become Reynoldsburg	Improve traffic
Relaxed and social community	Create downtown area
Safety	Rural orientation
Needing transit options to Columbus	Curb appeal
Respite from congestion	Entertainment for young people and adults but mainly for the kids

QUESTION: WHAT IS THE MOST IMPORTANT COMMUNITY CHARACTERISTIC OR QUALITY OF LIFE ELEMENT FOR PATASKALA TO MAINTAIN MOVING FORWARD?	
Stakeholder Meeting Responses	
Rural character, comfortable and inviting centralized community	Small rural town element
Need restaurants and entertainment	Small town feel with large city amenities
Keep some rural feel	Traffic- better road; continuing vision of Main St throughout the City on main roads
A new condensed walkable downtown	The people of this community real care about it
Balancing family oriented housing while developing the business areas	Police presence/safety
Quality of life rural heritage, outdoor recreation, walkable community	A mix of small urban uses, suburban, and rural as a core defining characteristic
Grow village pattern to encourage compact walkable community	Preservation of open spaces
That we are not just another cookie cutter Columbus suburb	Good/safe schools
We need to keep the open/rural feel while providing balanced growth	Comfortable environment with friendly neighbors
Rural/small town atmosphere	Many opportunities in a small town- this will help create a desire for the young to return

APPENDIX: PUBLIC MEETING RESULTS

Activity: Issues and Opportunities

QUESTION: WHAT ARE CRITICAL ISSUES IN PATASKALA OVER THE NEXT FIVE TO 20 YEARS?	
Public Meeting 1.2 Responses	
Funding/tax revenue	Quality of life- live, work, play options
Park funding	Attracting jobs w/ livable wages
Coordination with neighbors and agencies (e.g. ODOT/County)	Surrounding community development but no financial benefit (increase congestion)
Manage crime with growth	City services expand with population growth
Cost of growth/managing of infrastructure	Crime- lack of patrol on Westside
Stress/pressure on schools with growth	Things for youth to do (no community center)
Preserve rural character and open space	Widen roads (more lanes)
No central identity	Traffic management and planning
City communication with HOAs and rural community	Create downtown area
Traffic management and planning	Water system- quality, aging
Lack of central area/downtown	Not enough parks
Access/roadways- less congestion	Maintaining country/rural environment
Access to 70, 161, Beech Rd	Sidewalks
Financial impact of population growth (schools, etc.)	Cleanliness of streets/streetscapes
Lack of community involvement	Structure of streets (emergency access; too narrow, connectivity)
Activities/attractions (including teens)	

QUESTION: WHAT ARE CRITICAL OPPORTUNITIES IN PATASKALA OVER THE NEXT FIVE TO 20 YEARS?	
Public Meeting 1.2 Responses	
Access to region with rural/open space	Civic center (.e. Groveport)
Expansion of retail and restaurants	Maintain minimum lot size
Walking and biking t rails	Parks- dog, skate
Shape the future	Trails
Employment opportunities	Entertainment- restaurants, bowling alley, rec center
Grow local- align with rural	Downtown/civic space (like Creekside)
Multiple points to access highways has be leveraged right	Connected trail/park system throughout city; mix of park amenities
Prioritize infill development, expand existing developed areas	Housing division, where appropriate (senior population)
Green space (connected)	More mixed-use/density
Large land area	Need more commercial and industrial
Low crime rate	Mix of housing types
Opportunity to attract visitors (clean up structures, streetscapes)	Need/Opportunity to create community image and brand
Location (close to Cbus)	Great schools
Retain rural-suburb feel (quiet, relaxing)	Transit to Columbus
New town center in actual center	

QUESTION: WHAT ARE CRITICAL ISSUES IN PATASKALA OVER THE NEXT FIVE TO 20 YEARS?	
Stakeholder Meeting Responses	
Fear of change, development, density (mindset)	Division/disconnect in City (identity, east/west)
Concern for outside coming in	Increase in city services if development occurs
Not walkable, Broad is a divider	Public safety (Dublin)
Enhance/require greenspace as part of new development	Parks need more funds/maintenance (parks increase property value, quality of life)
Not housing for everyone	Housing diversity for all stages of life
Avoid spot, piecemeal development	Balance of housing types and price points
Balance/consider cost of development	Need economic activity to increase tax base
Impacts to school capacity	Preserve property rights of rural owners
Defend zoning and plan for compatible uses	Roadway infrastructure
Diversify housing options (affordable)	Housing options 200-400k
Spread out	Community personality
Road network (310 congestion down Etna)	Division in community (east/west, Watkins/Heights)
Mink & 310 N/S impacts and corridors	Infrastructure
Is there an identity?	Building/sign code
Schools over populated	Health issues/access
Disconnect	Need to protect green space
Not ready yet (Olive Garden, etc.)	Increase major corridors (traffic)
Too spread out (Village, Summit Station, etc.)	Attracting business using correct zoning
Widen 16 for future growth (costly)	Visionary (forward thinking)
Infrastructure brand paletee (lighting in neighborhoods)	

QUESTION: WHAT ARE CRITICAL OPPORTUNITIES IN PATASKALA OVER THE NEXT FIVE TO 20 YEARS?	
Stakeholder Meeting Responses	
Balance in development and housing	Unique look/development
Enhance and grow the village	Large lot size
Build up and densify the main corridors	Balance growth and conservation
Plan for mass transit	New businesses
Industrial park	Community style
Create identity	Cooperation between entities
Maintain small town feel while creating opportunities for new	Attract 30-40 somethings looking for small town feel
Connect through schools (4-H, FFA)	Bridge Summit Station/Pataskala
Embrace West side of city (bring together)	Attract quality business (medical)
Develop infrastructure in advance (utilities, telecom-fiber, roads, etc.)	Potential growth upward instaed of outward (at certain nodes)
Clustering homes and preserve open space or ag	Building new school (will need more?)
Variety of development types	Create a plan and implement
Build off AEP training cetner (hotels, restaurants)	Increase parks, trails (quality of life)
Tourism- farm to table, connect w/ cyclists	Non-motorized transportation
Similar brand/look (know you're in Pataskala)	Preserve ag/rural feel

Activity: Mapping

FARMER'S MARKET RESPONSES (PUBLIC MEETING 1)

Where should Pataskala...

Grow and develop?
🔵 Areas to Grow

Be preserved?
🔴 Areas to Preserve

Where is Pataskala's...

Downtown or "City Center"?
If there isn't one, where should it be?
🟡 Downtown or "City Center"
(existing or proposed)

What do you think?

There are 8,800 acres (18,000 acres citywide) of developable land in Pataskala.

What percentage of the developable land should be conserved or protected for agricultural use and/or open space?

A. 0-25%	B. 25-50%
0 votes	4 votes
B. 50-75%	**C. Greater than 75%**
4 votes	1 vote

PUBLIC MEETING 1.2 RESPONSES

Where should Pataskala...

Grow and develop?

🔵 Areas to Grow

Be preserved?

🔴 Areas to Preserve

Where is Pataskala's...

**Downtown or "City Center"?
If there isn't one, where should it be?**

🟡 Downtown or "City Center"
(existing or proposed)

What do you think?

There are 8,800 acres (18,000 acres citywide) of developable land in Pataskala.

What percentage of the developable land should be conserved or protected for agricultural use and/or open space?

A. 0-25%	B. 25-50%
0 votes	8 votes
B. 50-75%	**C. Greater than 75%**
10 votes	4 votes
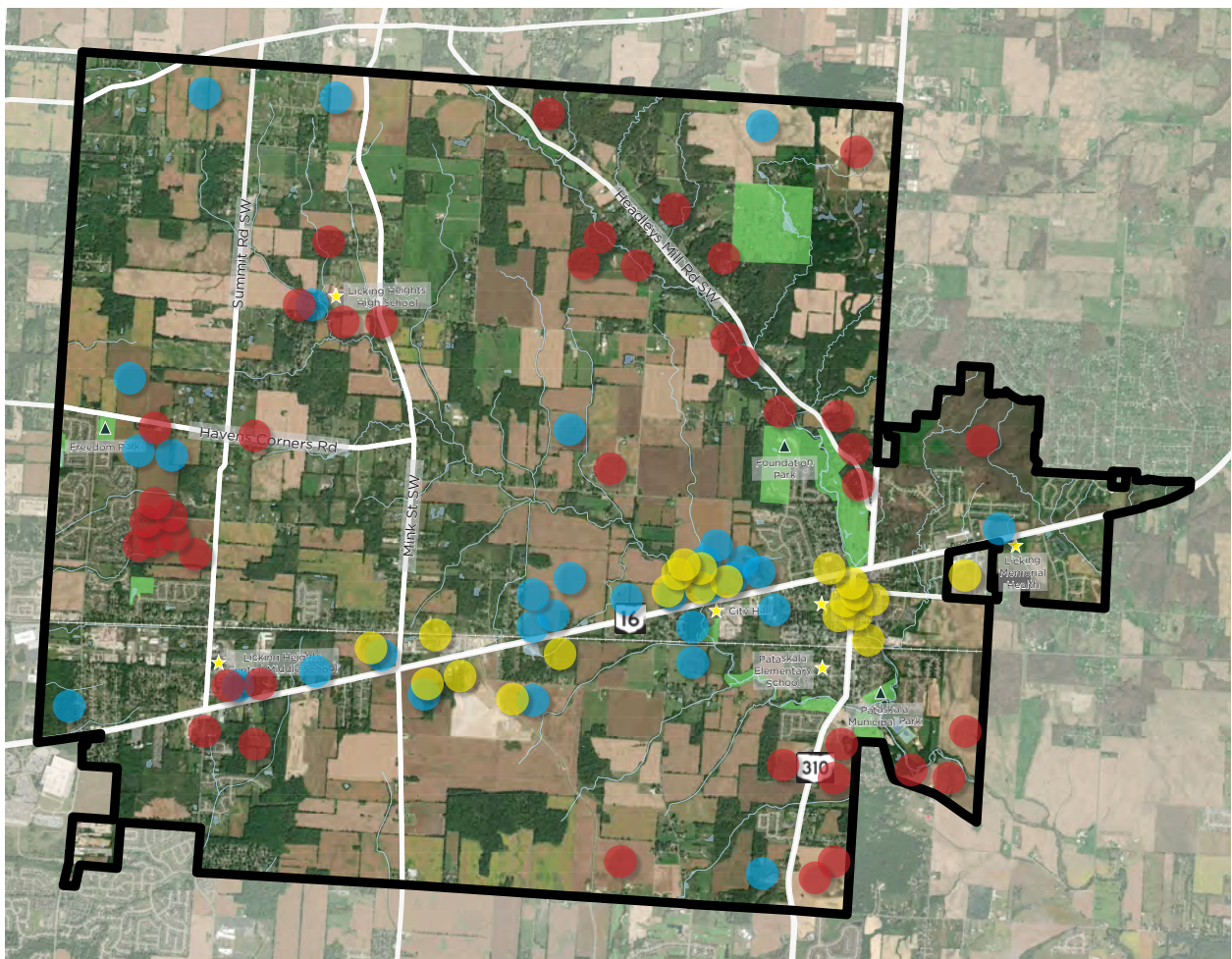
STAKEHOLDER MEETING RESPONSES

Where should Pataskala...

Grow and develop?

🔵 Areas to Grow

Be preserved?

🔴 Areas to Preserve

Where is Pataskala's...

Downtown or "City Center"?
If there isn't one, where should it be?

🟡 Downtown or "City Center"
(existing or proposed)

What do you think?

There are 8,800 acres (18,000 acres citywide) of developable land in Pataskala.

What percentage of the developable land should be conserved or protected for agricultural use and/or open space?

A. 0-25% 1 vote	B. 25-50% 8 votes
B. 50-75% 2 votes	C. Greater than 75% 1 vote
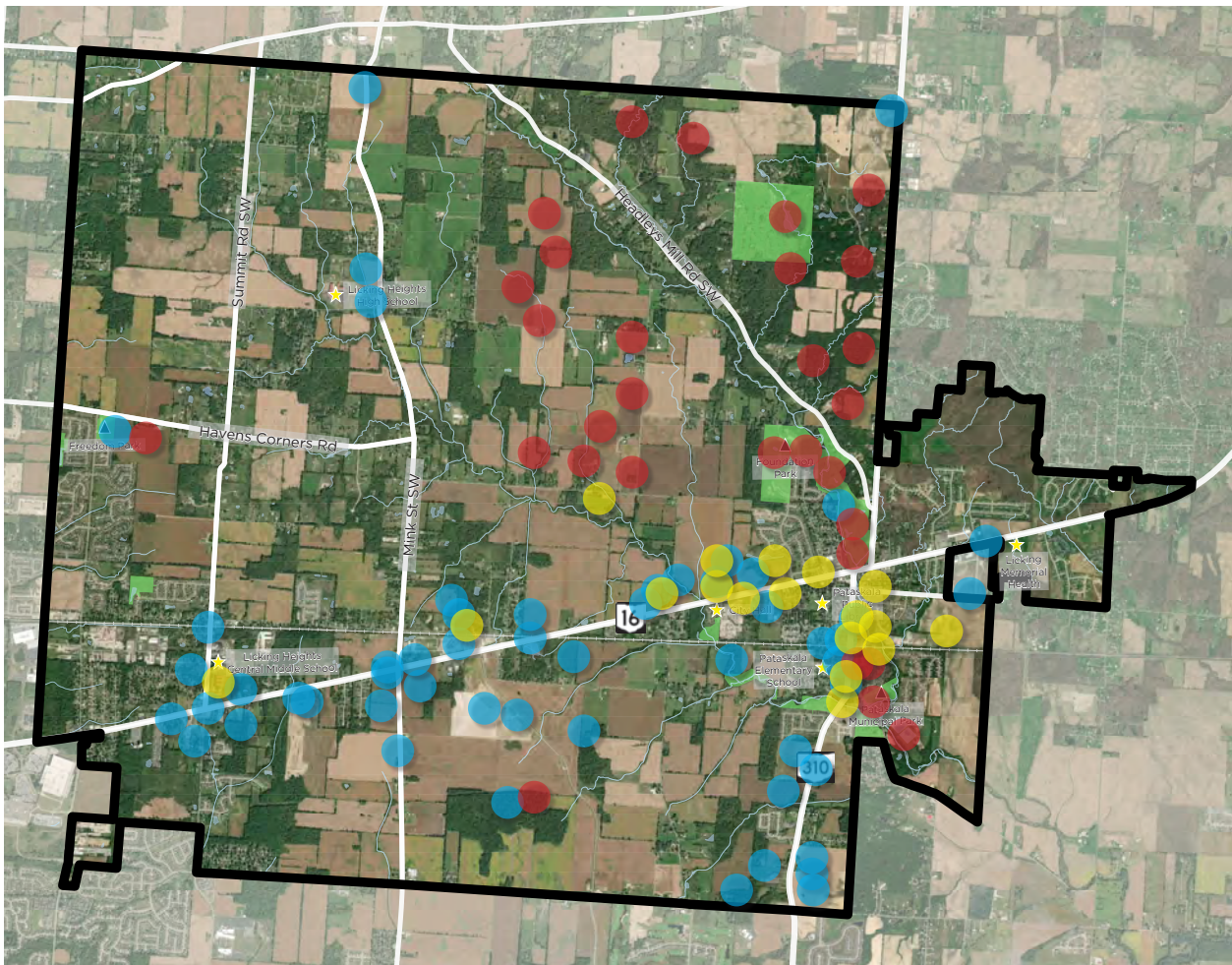
Activity: Sample Community Survey Questions

FARMER'S MARKET RESPONSES (PUBLIC MEETING 1)

What do you think?

The Central Ohio region is expected to grow by up to one million people by the year 2050. **How important are each of the following factors for the City of Pataskala to focus on over the next 20 years?**

Over the next 20 years, how important is it for Pataskala to... ● **Use sticky dots to vote!**

Add **new housing**?

Votes				
6	8	4	1	0

Scale				
1	2	3	4	5

Extremely Unimportant *"Not so sure about this!"* — Moderately Important *"I'm okay with this."* — Extremely important *"Let's do this!"*

Add **new commercial, retail, and office**?

0	2	8	3	8
1	2	3	4	5

Extremely Unimportant *"Not so sure about this!"* — Moderately Important *"I'm okay with this."* — Extremely important *"Let's do this!"*

Expand new **industrial and manufacturing**?

0	6	4	4	8
1	2	3	4	5

Extremely Unimportant *"Not so sure about this!"* — Moderately Important *"I'm okay with this."* — Extremely important *"Let's do this!"*

Expand new **mixed use** (mix of retail/office/residential)?

3	3	6	5	4
1	2	3	4	5

Extremely Unimportant *"Not so sure about this!"* — Moderately Important *"I'm okay with this."* — Extremely important *"Let's do this!"*

Redevelop **existing properties**?

0	1	3	6	10
1	2	3	4	5

Extremely Unimportant *"Not so sure about this!"* — Moderately Important *"I'm okay with this."* — Extremely important *"Let's do this!"*

Balance **conservation and development**?

0	0	2	7	10
1	2	3	4	5

Extremely Unimportant *"Not so sure about this!"* — Moderately Important *"I'm okay with this."* — Extremely important *"Let's do this!"*
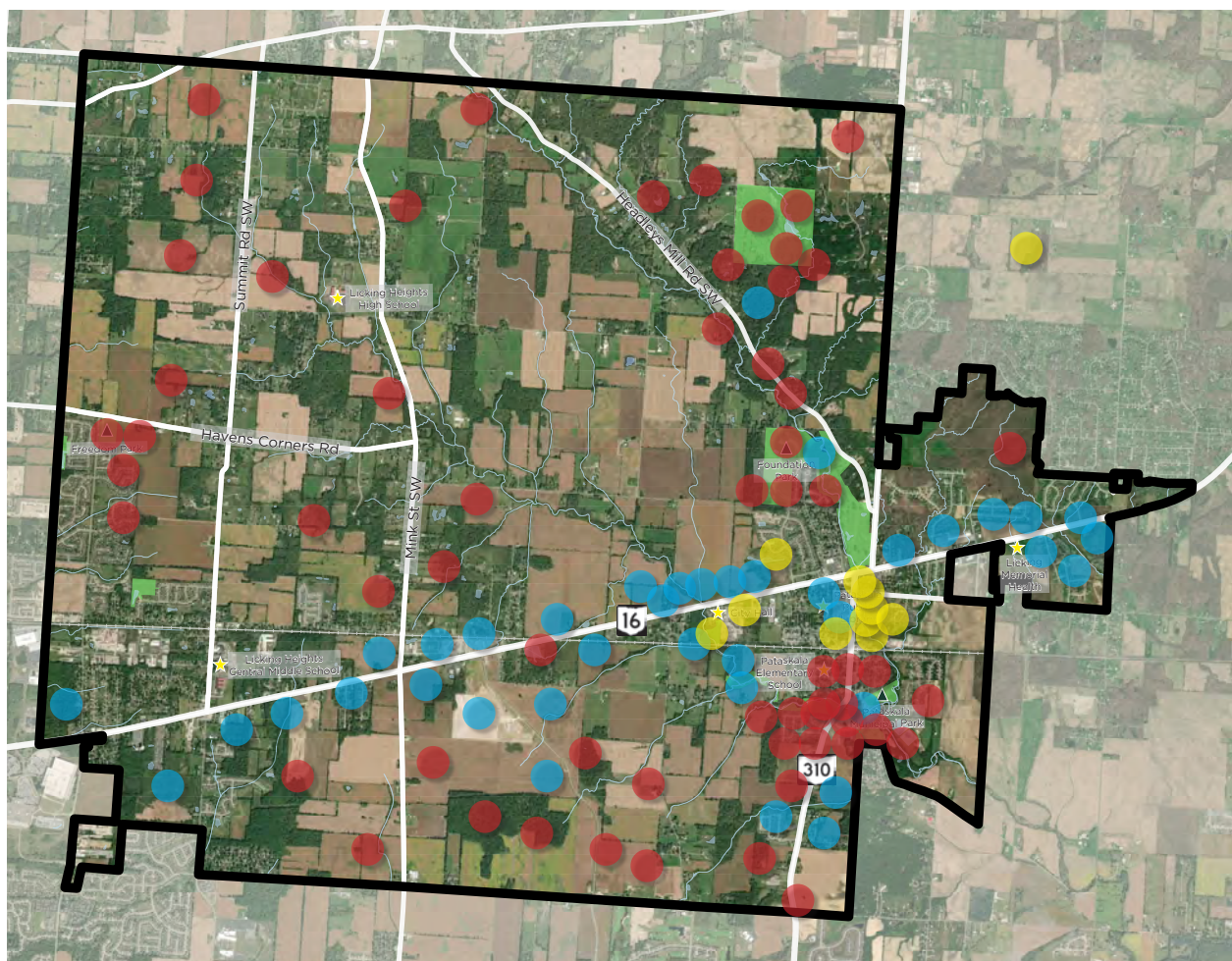
Create a **downtown or "city center"**?

1	2	4	5	8
1	2	3	4	5

Extremely Unimportant *"Not so sure about this!"* — Moderately Important *"I'm okay with this."* — Extremely important *"Let's do this!"*

Have **no growth or development**?

15	2	2	2	0
1	2	3	4	5

Extremely Unimportant *"Not so sure about this!"* — Moderately Important *"I'm okay with this."* — Extremely important *"Let's do this!"*

PUBLIC MEETING 1.2 RESPONSES

What do you think?

The Central Ohio region is expected to grow by up to one million people by the year 2050. **How important are each of the following factors for the City of Pataskala to focus on over the next 20 years?**

Over the next 20 years, how important is it for Pataskala to...   Use sticky dots to vote!

Add **new housing**?

Votes	3	7	4	6	0
Scale	1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"
Moderately Important
"I'm okay with this."
Extremely important
"Let's do this!"

Redevelop **existing properties**?

0	2	7	11	0
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"
Moderately Important
"I'm okay with this."
Extremely important
"Let's do this!"

Add **new commercial, retail, and office**?

1	3	6	10	1
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"
Moderately Important
"I'm okay with this."
Extremely important
"Let's do this!"

Balance **conservation and development**?

0	0	3	4	14
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"
Moderately Important
"I'm okay with this."
Extremely important
"Let's do this!"

Expand new **industrial and manufacturing**?

3	6	4	7	0
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"
Moderately Important
"I'm okay with this."
Extremely important
"Let's do this!"

Create a **downtown or "city center"**?

0	0	1	6	13
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"
Moderately Important
"I'm okay with this."
Extremely important
"Let's do this!"

Expand new **mixed use** (mix of retail/office/residential)?

0	2	4	8	7
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"
Moderately Important
"I'm okay with this."
Extremely important
"Let's do this!"

Have **no growth or development**?

10	5	5	0	0
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"
Moderately Important
"I'm okay with this."
Extremely important
"Let's do this!"

STAKEHOLDER MEETING RESPONSES
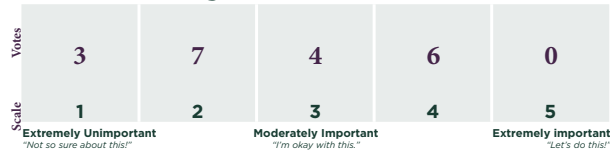
What do you think?

The Central Ohio region is expected to grow by up to one million people by the year 2050. **How important are each of the following factors for the City of Pataskala to focus on over the next 20 years?**

Over the next 20 years, how important is it for Pataskala to...   ● **Use sticky dots to vote!**
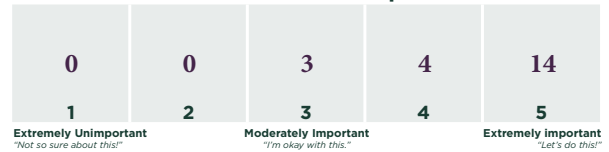
Add **new housing**?

Votes	0	4	8	6	3
Scale	1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"   Moderately Important
"I'm okay with this."   Extremely important
"Let's do this!"

Redevelop **existing properties**?

0	2	9	10	1
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"   Moderately Important
"I'm okay with this."   Extremely important
"Let's do this!"

Add **new commercial, retail, and office**?

0	0	2	7	12
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"   Moderately Important
"I'm okay with this."   Extremely important
"Let's do this!"

Balance **conservation and development**?

0	0	7	4	11
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"   Moderately Important
"I'm okay with this."   Extremely important
"Let's do this!"

Expand new **industrial and manufacturing**?

1	0	7	6	7
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"   Moderately Important
"I'm okay with this."   Extremely important
"Let's do this!"

Create a **downtown or "city center"**?

0	0	5	4	10
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"   Moderately Important
"I'm okay with this."   Extremely important
"Let's do this!"

Expand new **mixed use** (mix of retail/office/residential)?

0	1	2	13	7
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"   Moderately Important
"I'm okay with this."   Extremely important
"Let's do this!"

Have **no growth or development**?

18	2	0	0	0
1	2	3	4	5

Extremely Unimportant
"Not so sure about this!"   Moderately Important
"I'm okay with this."   Extremely important
"Let's do this!"

DRAFT PLAN REVEAL

The public was invited to submit comment cards sharing their thoughts on the Draft Plan. An online survey also allowed for digital comments to be submitted. Below is a complete list of the feedback received.

OPEN HOUSE COMMENT CARD RESPONSES
WHAT DO YOU THINK? USE A COMMENT CARD TO PROVIDE FEEDBACK ON THE PLAN.
We have lived on Headleys Mill Road for 34 years and do not want a walking path, bike path, etc. going through our property! We own 15 acres. We moved there for the peace, quiet, and privacy- not for people trespassing. The creek floods and that will endanger people. We opposed this years ago and we still oppose it. This is so ridiculous to put this on our property.
Did you consider a railroad connector station in Downtown Pataskala?
No walk trail along waterway along Headleys Mill Rd. I do not want to sell any land.
I am against the walk trail and bike path. I split my property in half. I own 2 houses on Headleys Mill and have 7.11 acres and 7.7 acres. Trail splits my property in half. Also do not want public walking through it. Too much crime will happen.
No bike path along creek on Headleys Mill Road.
I moved to country to stay private. No walkway along waterway. Flood zone.
I am not comfortable with the walking/bike path map, the rezoning of agriculture to conservation rural, or the addition of the Innovation area to the North. My concerns include light pollution (redoing it), maintain the private/isolated feel of Pataskala, protecting natural resources. I don't feel that Pataskala needs much change or growth!
I would like to see more bike trails so that I can safely commute places while still getting exercise.
As a 22 year resident who owns land on Headleys Mill, I strongly oppose th recreational path along the South Fork. I also oppose changing our zoning from agricultural to conservation rural. We want our privacy!
Thank you for all your hard work. Great starting point.
Due to flood zone a recreational path along the creek is not something that funding should go to
I commend the city on the process they are using to develop the plan – good work. I have one concern to express- for the people who live on Main St.-as the South 310 continues to develop it creates a funnel of traffic pouring into Old Pataskala. We cannot get out of our driveway now and it will only get worse. Any way to alter the traffic flow to preserve the old town character?
Existing and proposed bikeways map: The proposed multipurpose path appears to follow the Licking River. It also appears to run through backyards of Pat Haven Drive residents. This is a huge concern.
I live on Pat Haven Drive. I'm opposed to the path. It is too close to our home and will interfere with our privacy.
This meeting was a waste of electricity.
I live on Pat Haven Drive and South Fork River is in my backyard. I do not want a walking path running through my backyard, which is what will happen. Do not put that path in my backyard.
Definitely do not want any type of walking or bicycle path along my property or the South Fork of Licking River. I live on Pat Haven on the river and I would rather have a sidewalk up front.
Waste of time and money on this. We have enough bike trails and sidewalks to nowhere. Also no industrial will come to Pataskala because of water supply for large users. Also all restrictions on business no cooperation from Licking Co or Pataskala to bring industry into our community.
I am new to Pataskala and am very excited about the potential growth. I think a centralized "downtown" community area is needed to bring more of a sense of community. Small shops, grocery stores, like Fresh Thyme and Aldi would be a welcome addition. I look forward to hearing more about the plan. Also, more restaurants and dining options would be nice.
Looks like a good plan overall. It's very important that you preserve the current rural feel of the area which must include 2 and 3 acre properties.
Another Headleys Mill Rd property owner not in favor of trail along South Fork Licking River.
No to the walking path

OPEN HOUSE ONLINE COMMENTS

AFTER REVIEWING THE GOALS, STRATEGIES, AND ACTIONS THAT START ON PAGE 144, WHAT GOALS, STRATEGIES, OR ACTIONS DO YOU THINK SHOULD BE A PRIORITY FOR PATASKALA? ARE THERE ANY GOALS, STRATEGIES, OR ACTIONS THAT ARE MISSING OR NEED REVISED?

Great consideration of these goals and strategies needs to be given to personal property and owners thereof. Example: Greenway going through a field which is farmed. Safety and environmental (trash) issues for those who would now have people going through their backyard.

I have a specific recommendation based on my short time living in Pataskala. Regarding parks and open space, the area north of the Hazelwood Village (behind the Kroger) appears to be the last 100+ acre old growth forest within city limits. Development in the south section of the forest is already pushing wildlife (read: coyotes) into the nearby communities. If this forest were a wildlife area or nature preserve, it would reduce pressure on the local wildlife while providing a new park to residents. It could connect to the Thomas J Evans Foundation Park with a walk path.

Coordination with other agencies; Licking County (GROW, Explore), COTA, MORPC, etc. so transportation, traffic flow works effectively, efficiently. Branding of area is marketed well for increased tourism, potential residents.

Currently traffic flow needs attention. There appears no traffic flow if one goes the speed limit on Broad St. Have heard complaints from those going to work driving through our area from Granville. Not happy when they are repeatedly stopped at the traffic lights. No current flow.

My top picks and what I would like to see as a new resident to Pataskala.
Strategy 1.4: Update standards that guide the design and aesthetic of private investment along major thoroughfares.
Strategy 2.1: Plan for and create a new, vibrant mixed use district located in the center of the community (Village Mixed Use).
Strategy 2.2: Grow the area around the intersection of Summit and Broad as a unique neighborhood center (Neighborhood Commercial).
Strategy 7.1: Increase the safety and efficiency of transportation within the City.
Strategy 8.7: Ensure City services utilize environmentally sustainable principles.
Strategy 3.1: Promote a mix of housing options to serve current and future residents and provide balance to the housing market.
Strategy 5.1: Create an open space network throughout the community that is linked and cohesively planned.
Strategy 4.2: Grow and expand industrial and innovation centers at strategic locations.
Strategy 3.2: Create conservation zoning districts that encourage cluster development to preserve natural features and provide access to open space for residents.
Strategy 3.3: Ensure all housing developments incorporate high quality materials and design.
Strategy 4.1: Create neighborhood commercial centers at strategic locations along major thoroughfares. (Omit Action 4.1.2)
Strategy 5.2: Increase the quality and quantity of park space with the goal of serving residents in all areas of the community.
Strategy 5.3: Improve existing parks through planned maintenance and capital improvement plans.
Strategy 5.6: Protect and conserve natural resources and environmentally sensitive areas within Pataskala.
Strategy 6.1: Guide and promote the quality and character of future development.
Strategy 6.3: Plan for new growth and development while being fiscally mindful of the short-term and long-term cost of development.
Strategy 6.4: Focus future commercial and mixed use development within targeted areas.

Thank you for the time and effort spent on this plan. The presentation was very professional, despite several disrespectful sidebar comments. Regarding sign issues-the Welcome to Pataskala Signs might be more welcoming and visible if upkeep was maintained consistently by the city or designated volunteer groups.

Coordination of planning with adjacent townships.

I especially like the idea of promoting the use of the Old Village as a center of the city. I like the Farmer's Market and would like to see more events/gatherings.
I really dislike the idea of changing the zoning in the agricultural area to "conservation rural." It sounds like this is a way to put housing developments on rural roads that have traditionally been pretty private. I want to retain my privacy and the very rural nature of our agricultural zone areas.

Be a beacon for local small businesses; microbrewery as an example. Already happening...local coffeehouse, yoga studio, local art store. Interesting, unique businesses. Also, more casual restaurants, not fast food. Better signage cohesiveness.

APPENDIX: DRAFT PLAN REVEAL

AFTER REVIEWING THE DRAFT PATASKALA COMPREHENSIVE PLAN, DO YOU HAVE ANY GENERAL COMMENTS THAT YOU WOULD LIKE TO SHARE?
Some earmarked conservation areas have businesses and development and yet what is left cannot do that. It does not seem like the thing to do. Please double check.
I was not able to attend the public meeting. It would be nice if recordings of public meetings were available online. That nitpick aside, it is fantastic that the city is putting so much effort into including public input. Thank you.
Well thought out. Many, many great ideas. I do hope they are implemented.
I love the idea of a Comprehensive Plan because those who fail to plan must also plan to fail. I understand that Pataskala is a traditional Rural Area and longer tenured residents would like to keep it as such but if there is going to be growth there must be change. Rural and development can go hand in hand. There can be improvements that make the City more pleasing on the eyes while still maintaining it's core values. If we are able to fulfill the goals outlined in the Comprehensive Plan all parties (Both the new residents and the ones that have lived here all their lives) will be happy. Let's embrace change and plan ahead to make Pataskala more attractive and people and businesses will come. The tax incentive from big businesses alone should be reason to push for development. Let's make this plan a reality. P.S try to get more feedback on the plan because I am confident there are many more yeas than nays. Less than 1000 out of 15000 is not a good sample.
Keep in mind there is a difference between the goal of a rural-like atmosphere/architecture and actual rural business. Farm owners, are challenged to make a profit in agriculture. It is difficult to maintain economic viability for a family and to maintain legacy. A view of an open field provides a rural atmosphere, but it is the farm owner who is maintaining and paying taxes on the "nice view".The owners should be treated with respect. It is possible that the goal of "greenspace" and "rural atmosphere" should be a general goal and not one that is specifically written . This may not be in the best interest of current landowners in terms of potential liability of pathways through their property and future personal/family and business goals for their property.
Intergenerational housing, clustered housing stock with retail, services, restaurants.
I own land on Headleys Mill Road and I do not want a "recreational path" on my land. I don't want my land tampered with in any way. Please remove this from the City Plan. I also have serious concerns about light pollution. The star -gazing out here is fabulous and I wonder if we can put some sort of ordinance or something to prevent future development from spilling any more light up into the sky. They make lights that point toward the ground exclusively. I feel that protecting our darkness is nearly as important as protecting our green spaces.
Thank you for being proactive with growth & hiring professionals. The presentation tonight (1/17/19) was excellent utilizing over 6% (1,000 residents as I recall) of the current population. I had difficulty with one resident who was rude, disrespectful & crossed boundaries during the presentation. I came to hear the professional who utilized input from many residents not just one. I choose to leave early because of this individual but wanted to thank the city, consultant, & committee for listening & developing a plan with foresight & considerable coordination. Thank you again for all your hard work!

COMPREHENSIVE PLAN
CITY OF PATASKALA, OHIO
2021