

PATASKALA COMPREHENSIVE PLAN

Steering Committee Meeting #3
Thursday, August 16 2018

AGENDA

Steering Committee #3

- 01 SC2 Review
- 02 Public Engagement
 - Who did we hear from?
 - What did we hear?
- 03 Plan Framework
- 04 Goals & Strategies
- 05 Next Steps

PROJECT PROCESS



PHASE 1:
PREPARING FOR
THE PLAN



PHASE 2:
UNDERSTANDING
THE CONTEXT



PHASE 3:
ENGAGE AND
LISTEN



PHASE 4:
DEVELOPING AND
TESTING THE PLAN



PHASE 5:
FINALIZING THE
PLAN, SETTING UP
IMPLEMENTATION

YOU ARE HERE.

SCHEDULE

SC MEETING 3

Today!

ELECTED OFFICIALS MEETING 1

September, TBD

SC MEETING 4

Thursday, September 13th

PUBLIC OPEN HOUSE

October, TBD

SC MEETING 5

October, TBD

ELECTED OFFICIALS MEETING 2

November, TBD



01

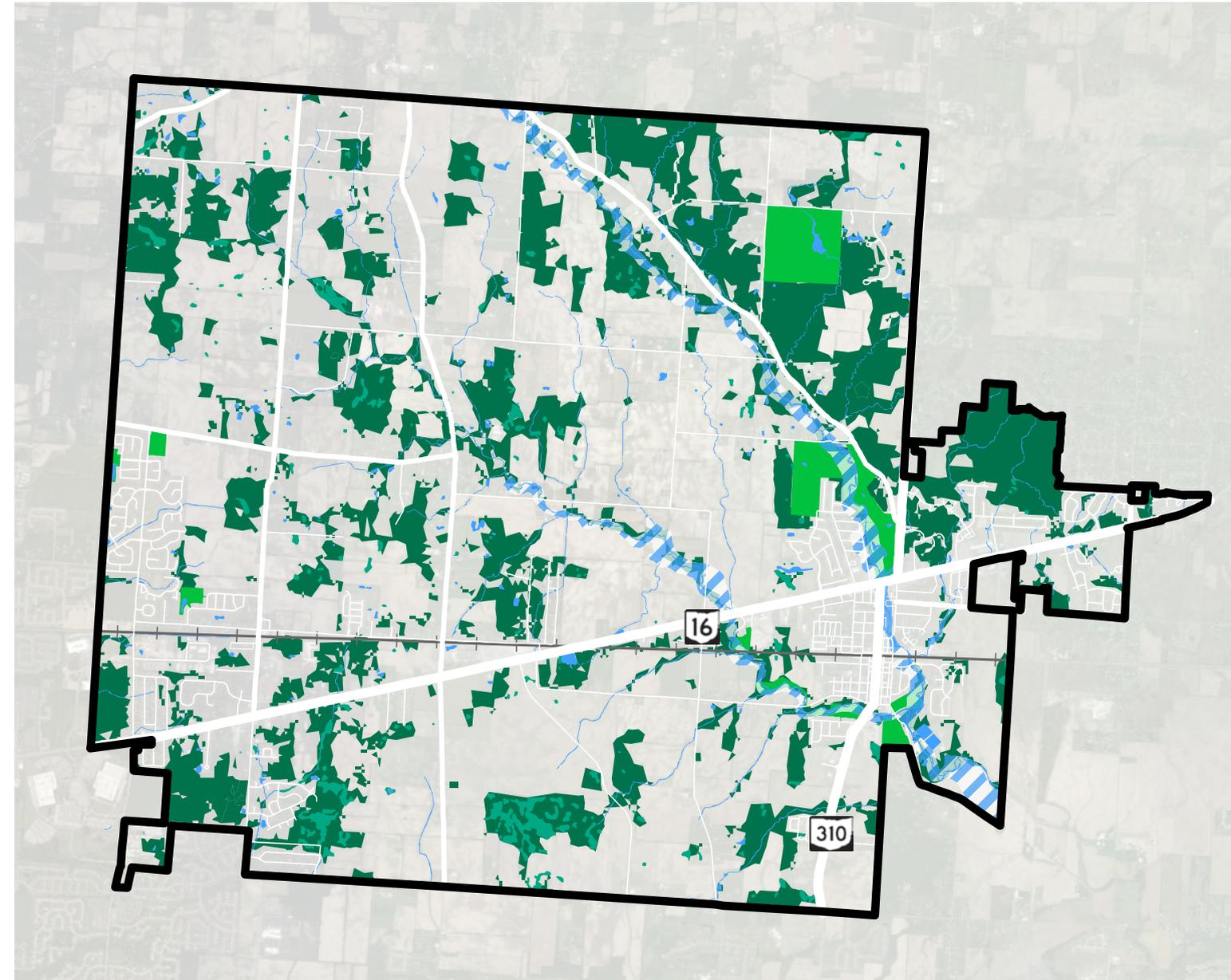
SC2 REVIEW

01

WHAT DID WE COVER?

SC2 Review

- Existing conditions in demographics, housing, land use, natural environment, mobility
- Population growth scenarios
- Potential impacts of growth on developable land

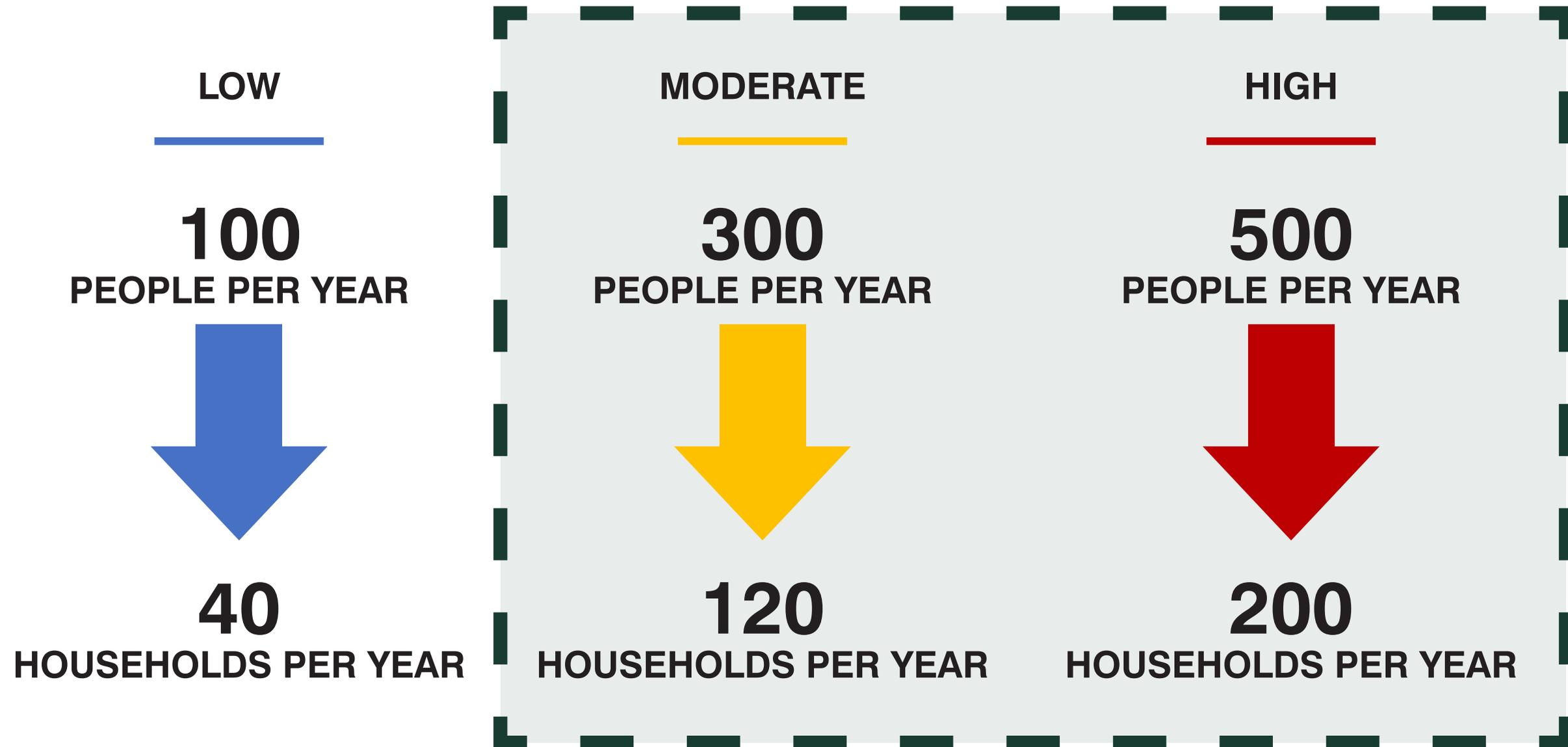


01

GROWTH SCENARIOS

SC2 Review

For planning purposes, consider moderate to high scenario.



01

DEVELOPABLE LAND

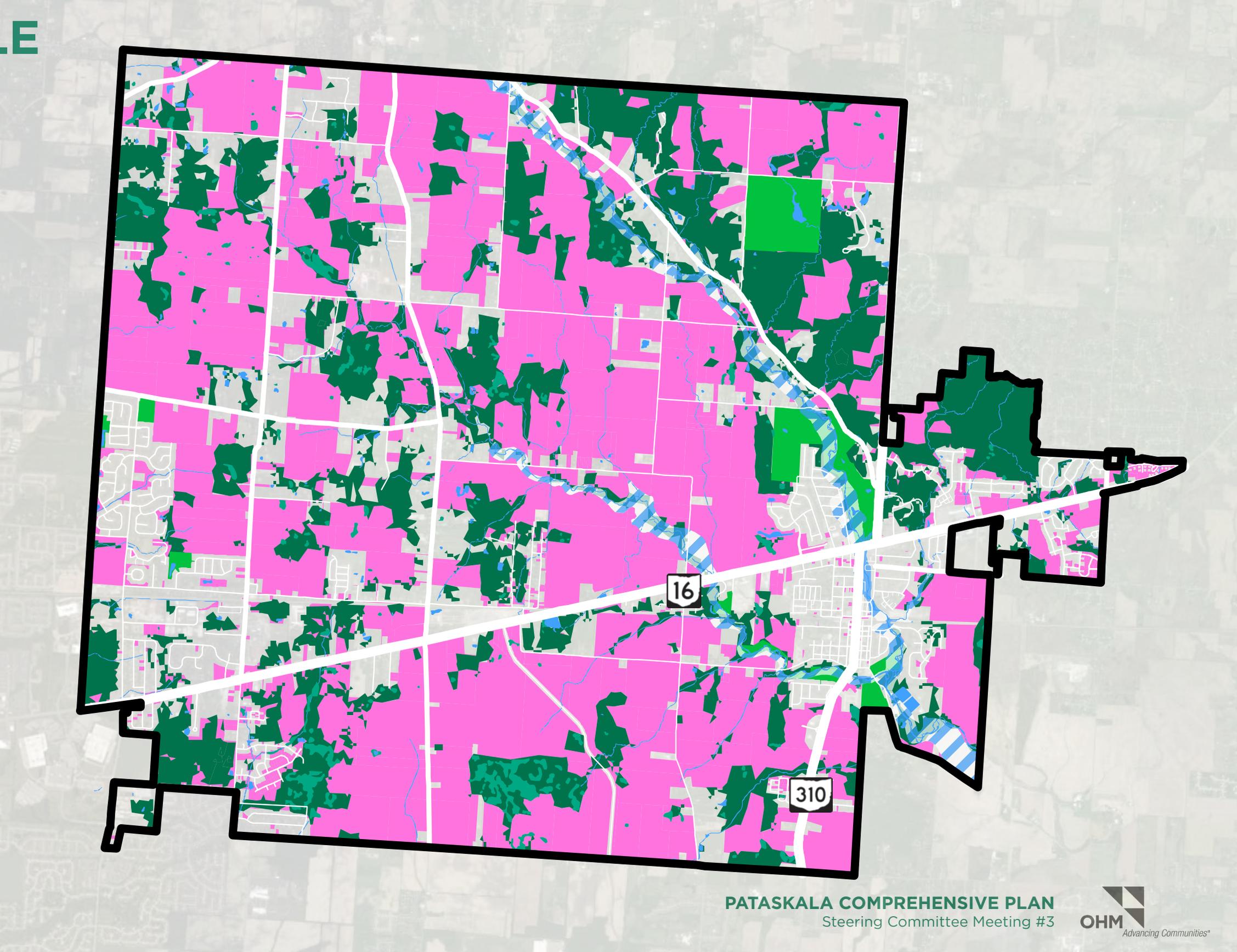
City Area

~18,000
acres

Developable
Land

~8,800
acres

*(~7,500 are
zoned residential
or agriculture)*



DEVELOPABLE RESIDENTIAL LAND (CURRENT ZONING)

Full build-out of developable, residentially zoned land would accommodate up to **11,342 residents** (4,537 housing units).

DISTRICT	ADDTL RESIDENTS
Rural Residential	3,181
Medium-Low Density Residential	3,058
High Density Residential	1,085
Agriculture	1,058
Planned Development District	934
Village Single Family Residential	528
Multi-family Residential	522
Medium Density Residential	501
Medium-High Density Residential	333
Manufactured Home Residential	142
TOTAL	11,342

01

IMPACTS OF HIGH GROWTH

SC2 Review

Full build-out of developable, residentially zoned land would accommodate up to **11,342 residents** (4,537 housing units).

By 2040:

11,000

ADDTL. PEOPLE BY 2040

4,400

NEW HOUSEHOLDS BY 2040



02
PUBLIC
ENGAGEMENT

02

OUTREACH EFFORTS

Public Engagement

- City website
- City Facebook
- Mailed survey postcards to registered voters
- Website “business” cards
- Word of mouth

Join us!

PATASKALA Comprehensive Plan

We are in the process of creating a community-led plan for the future of Pataskala. The Pataskala Comprehensive Plan will be a 10 to 20 year guide for how and where the City should grow. **We need your input!** Please join us at the Pataskala Farmers Market to learn more about the process and participate in interactive activities to give feedback on the future of the City.

**FRIDAY, JUNE 22
(4:00-7:00 PM)**

**Pataskala
Farmers Market**
Veteran's Green
Pataskala, OH 43062

*Come visit
our booth!*

For more information:
www.CityofPataskalaOhio.gov

02

ENGAGEMENT OPPORTUNITIES

Public Engagement

- Farmers Market - **40+**
- Stakeholders - **23**
- Public Meeting - **25**
- Community Survey - **665+**





IN-PERSON ENGAGEMENT SUMMARY

**STAKEHOLDERS, FARMERS MARKET,
PUBLIC MEETING**

Issues

- Lack identity, brand
- Potential for crime as growth occurs
- Traffic now and in the future
- No central gathering space
- Limited housing options
- Lack of infrastructure to support growth
- Physical and cultural divide of City (too spread out, lack of connectivity)
- Lack of entertainment, things to do
- Pressure of growth on city services, schools

02

OPPORTUNITIES

Public Engagement

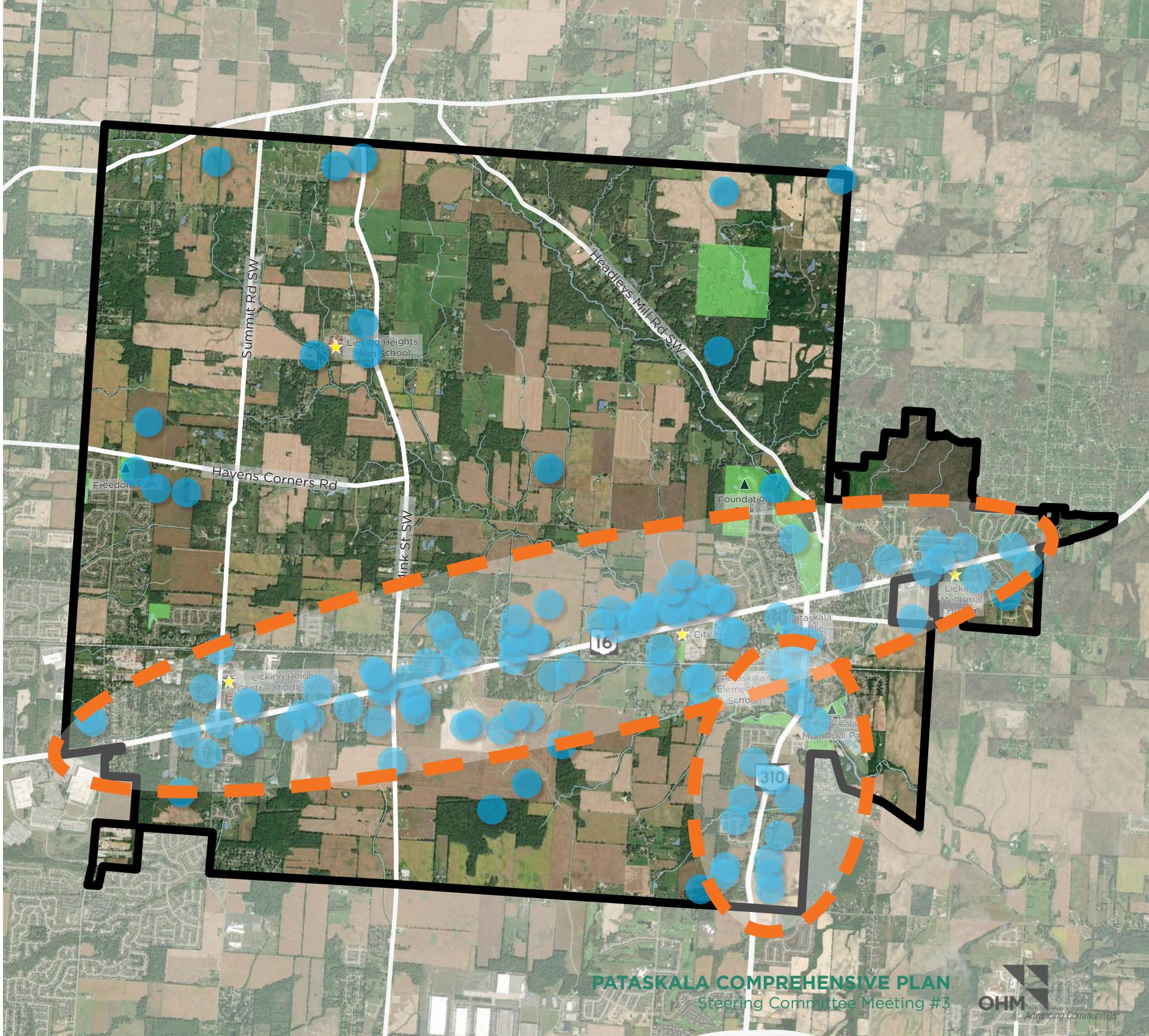
Opportunities

- Create central gathering space, enhance Downtown
- Attract visitors (through new civic space, agrotourism, branding)
- Potential to attract businesses
- Leverage location within Columbus region
- Expand/increase parks and green space
- Variety of development and housing types
- Maintain small town feel while densifying main corridors



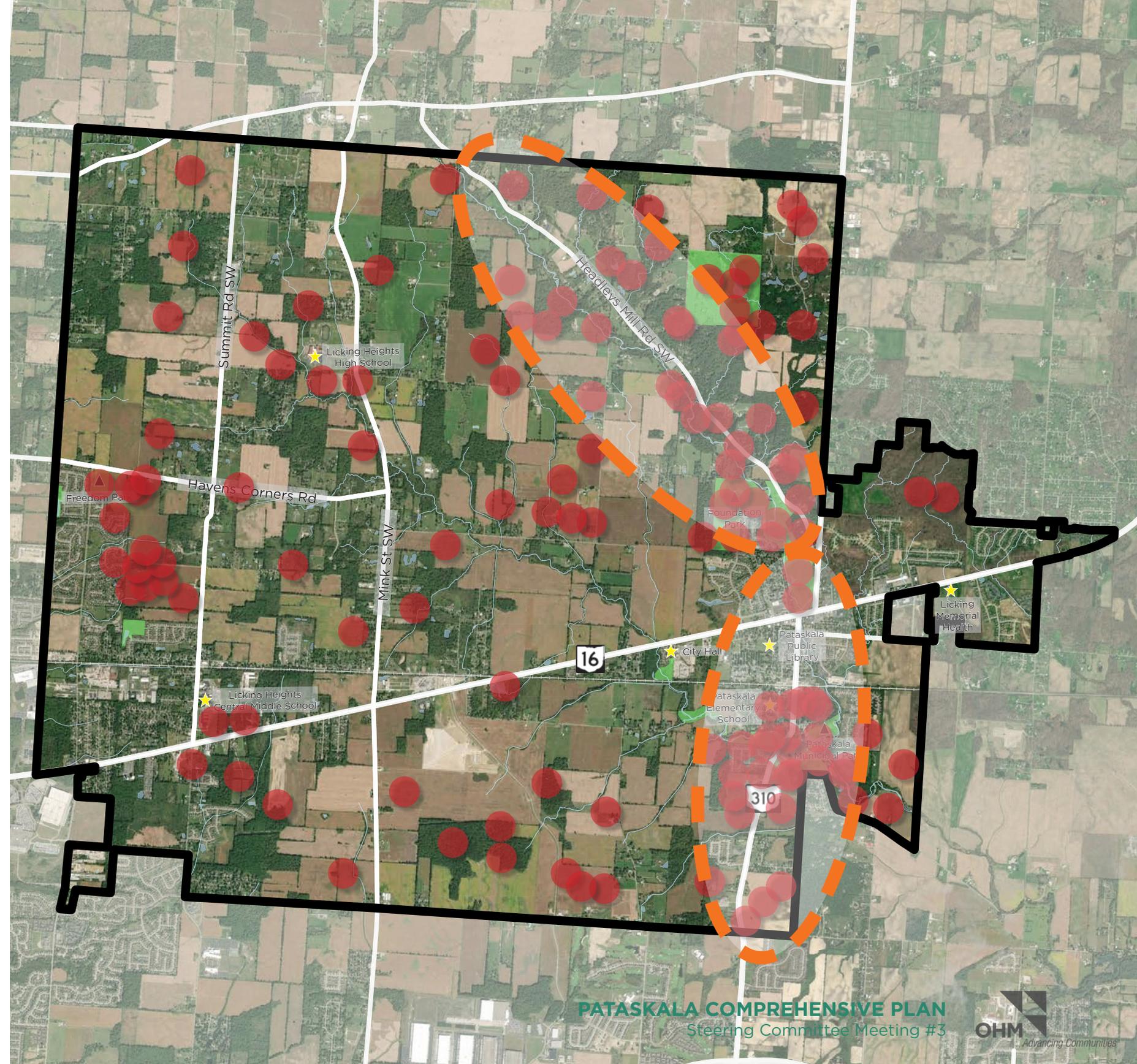
Where do we grow?

- Main corridors - Broad Street, Main Street
- Very little preference for growth north of Broad Street



What do we preserve?

- Preservation throughout City, especially north-south rural corridors
- Clusters near park and schools.



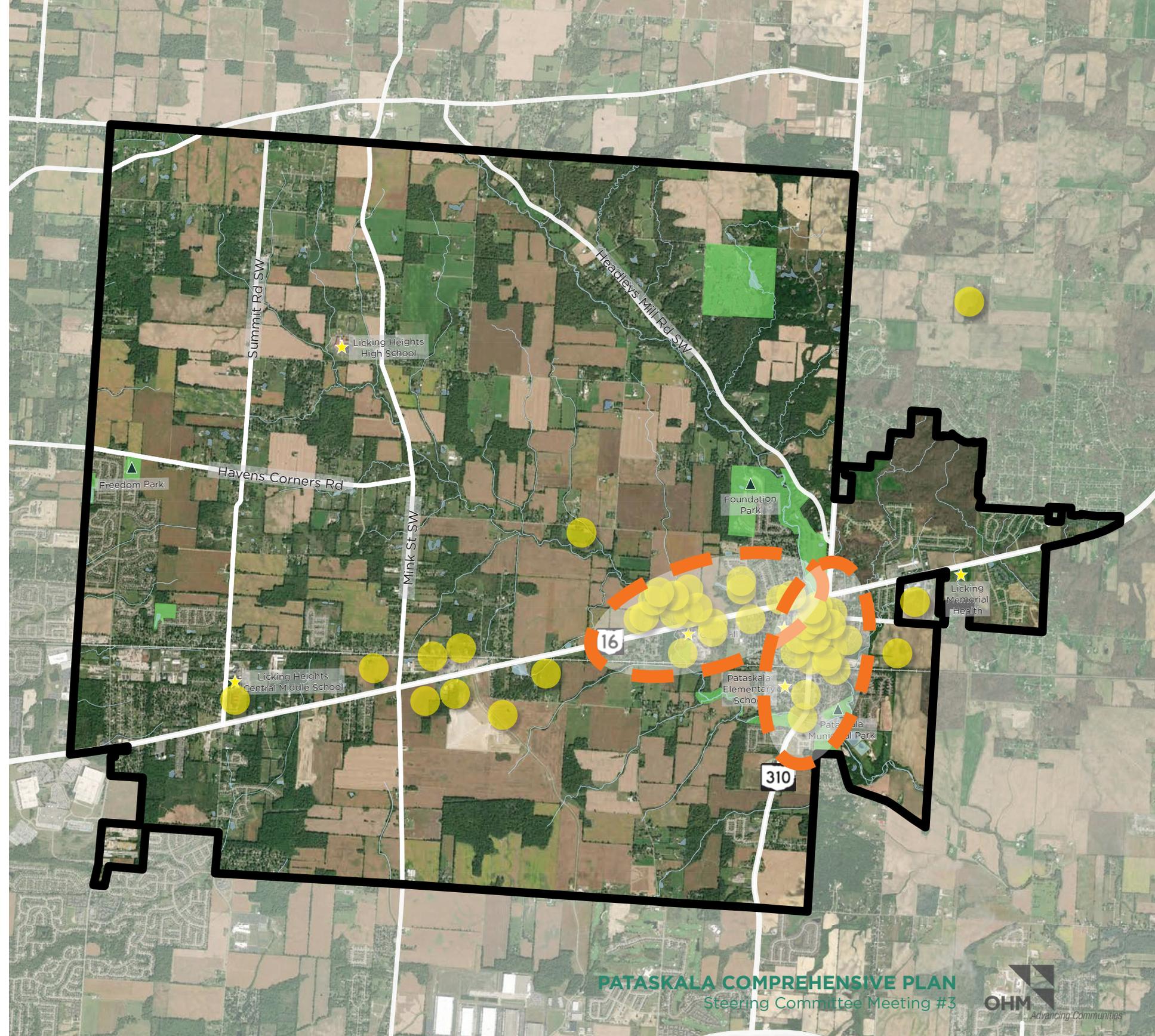
02

WHERE IS THE DOWNTOWN/ CITY CENTER?

Or where should it be?

And the survey said...

- **58.6%** see downtown at Old Town/Old Village
- **20.2%** Do not think Pataskala has a downtown





COMMUNITY SURVEY SUMMARY

02

COMMUNITY SURVEY

Public Engagement

- Open for 6 weeks
- 665+ responses
- 20 questions
- Average time to complete = 10:09

13 → 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?**

A 0-25%

B 25-50%

C 50-75%

D Greater than 75%

**CLOSES
AUG 20TH**

14 → 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.

press ENTER

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

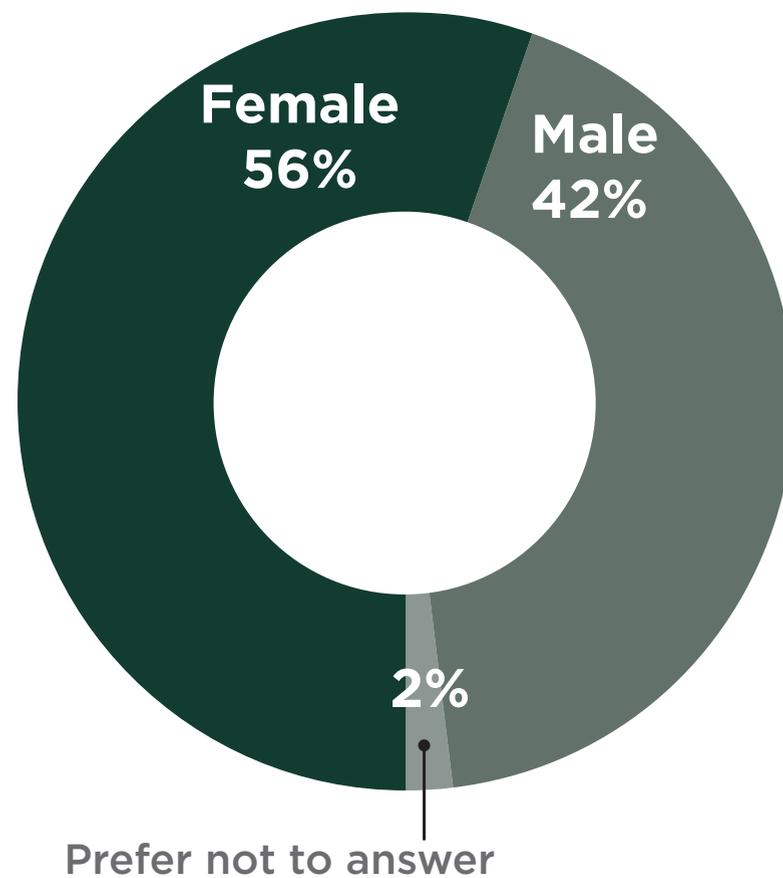
0	1	2	3	4	5
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WHO DID WE HEAR FROM?

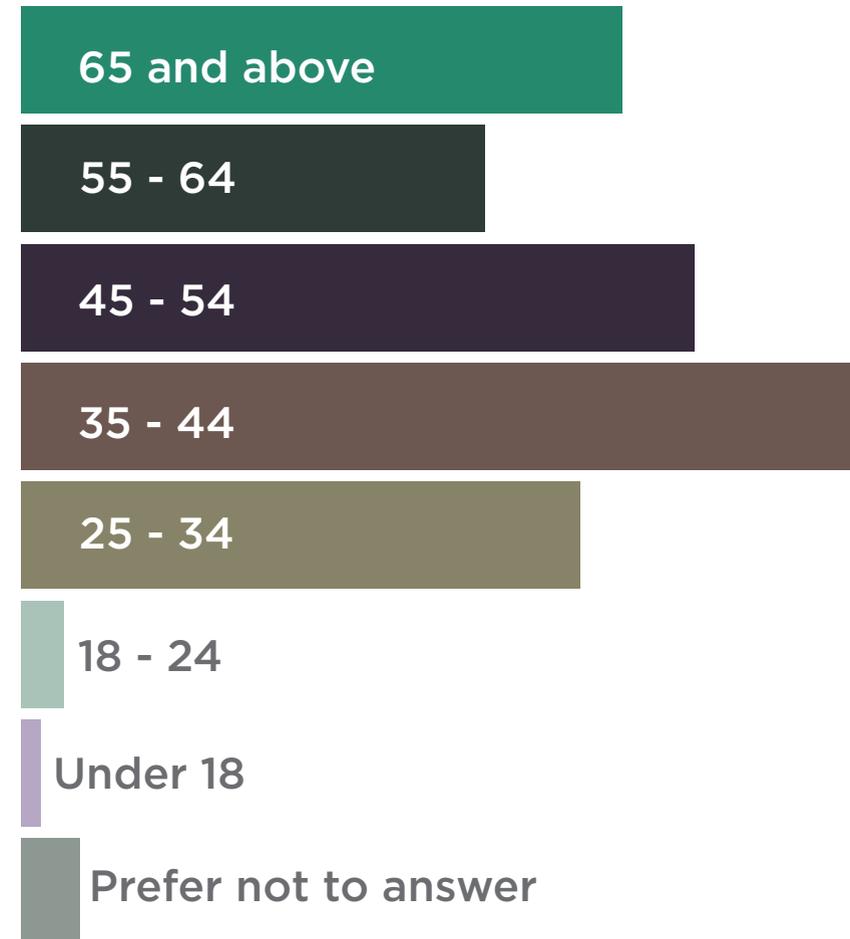
Public Engagement

Survey respondents generally align with City demographics.

Gender



Age

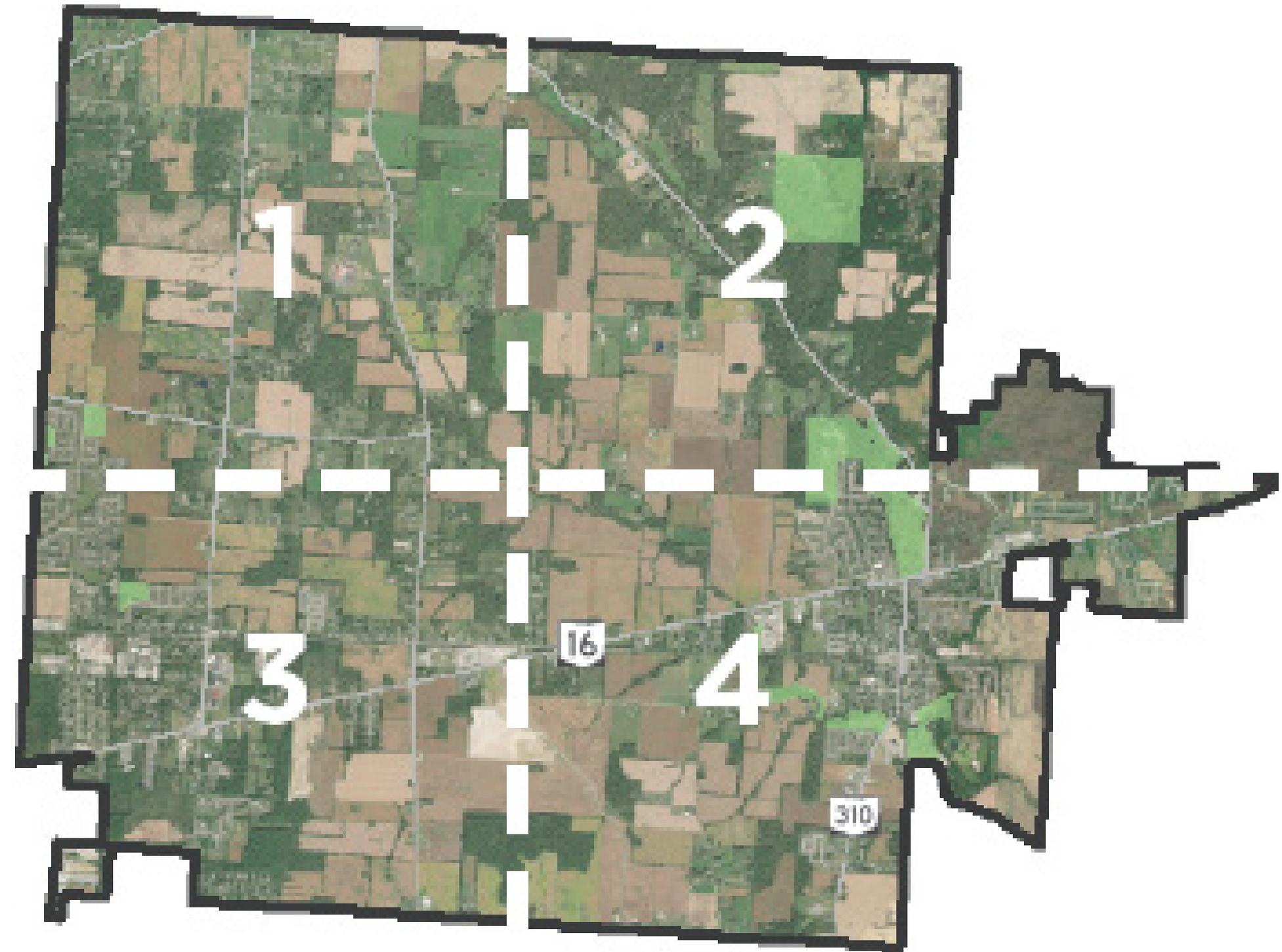


- **45%** currently have children in their household
- **93%** are homeowners
- **90%** do not live with family members other than their spouse or children

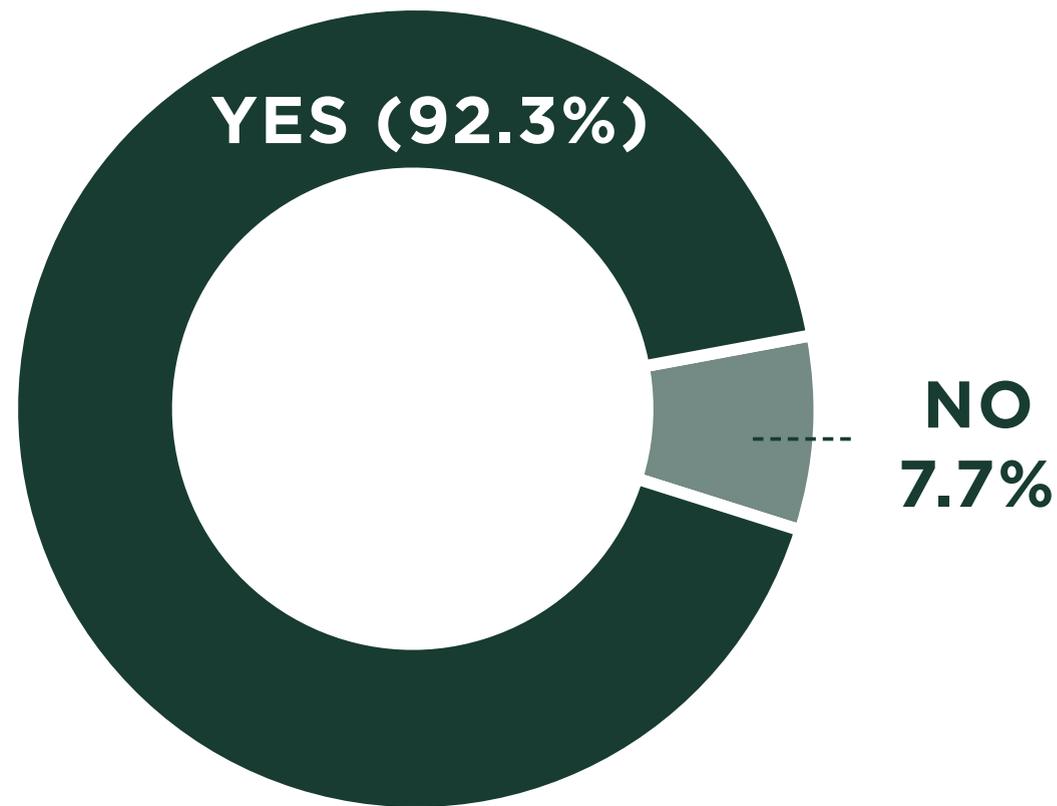
Where do you live?

1	16%
2	13%
3	25%
4	42%

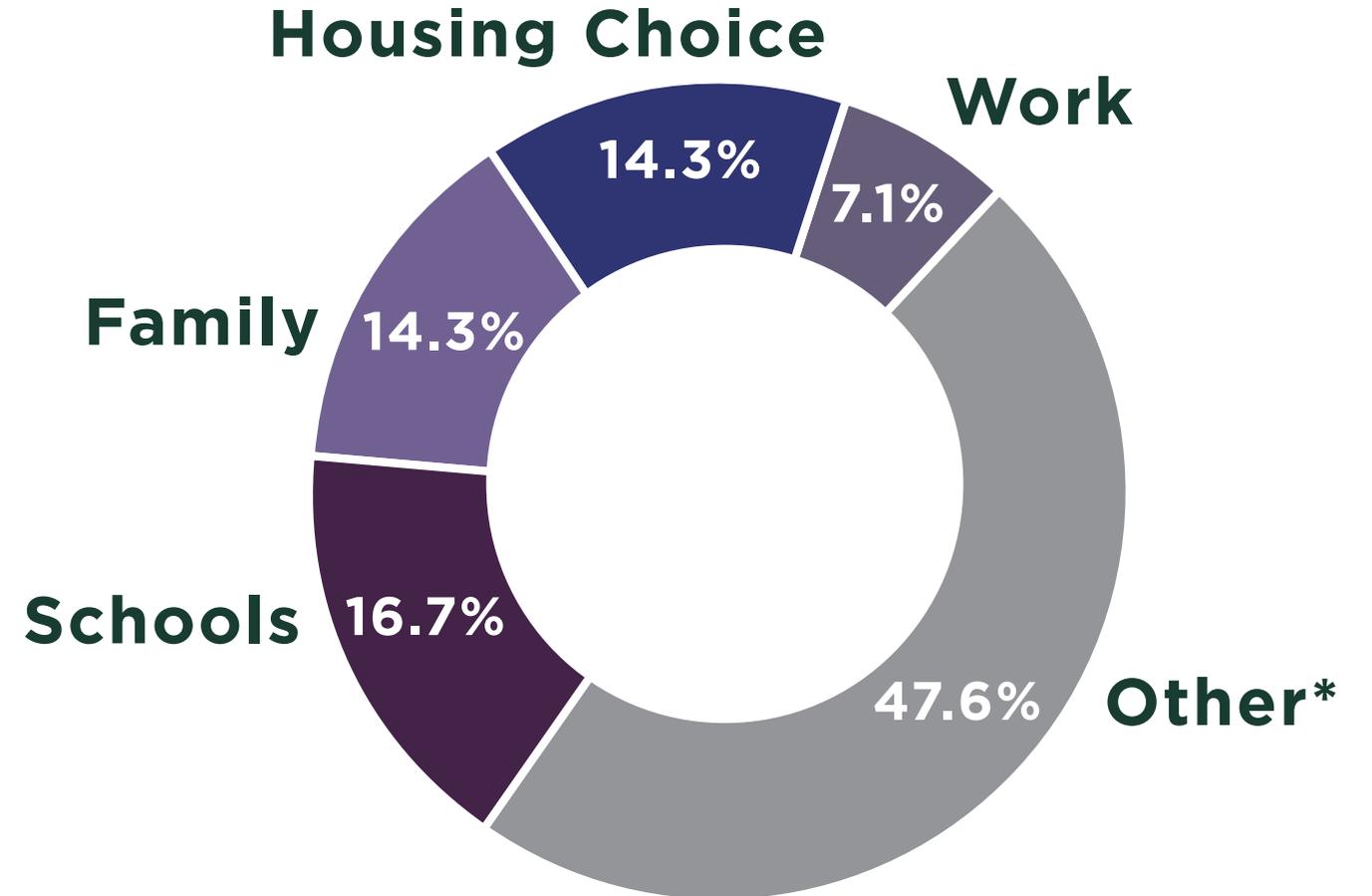
4% Do not live in the city limits of Pataskala



Do you see yourself in Pataskala in the next 5 years?



If not, why might you move? (44 responses)

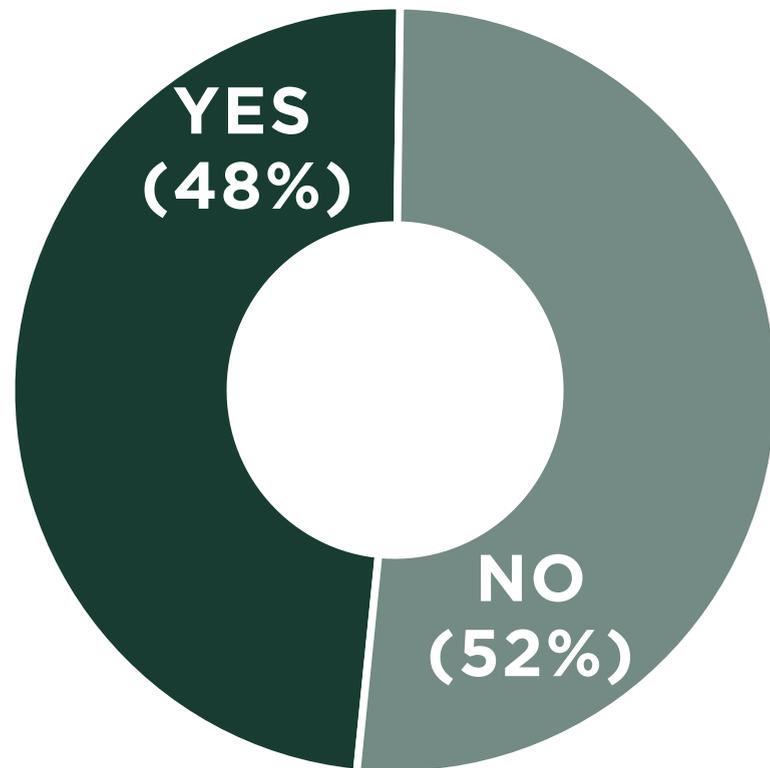


**Including retirement, high taxes, etc.*

02

IDENTITY

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



What do you think it is?

- Small town
- Rural/farming community
- Country community close to the City

Or, what do you think it should be?

- Unsure/don't know
- Small, quaint, but with more amenities and resources
- Family-oriented
- Rural, stay as it is

02

MOST IMPORTANT FACTORS

Community Survey

How important is each factor for the City to consider over the next 20 years?

1. A balance of conservation and development



2. Redevelop existing properties



3. Add new commercial, retail, and office



4. Create a downtown or “city center”



02

MOST IMPORTANT FACTORS

Community Survey

How important is each factor for the City to consider over the next 20 years?

5. Expand new mixed use



7. Add new housing



6. Expand new industrial and manufacturing



8. No growth or development



How important are the following housing characteristics when thinking about future residential growth and development?

1. High quality materials and design.

4.0

2. Strong neighborhood character.

4.0

3. Close to biking and walking trails.

3.8

4. Rural lifestyle.

3.7

5. Close to parks.

3.6

6. Range of housing options for all life stages.

3.4

How important are the following housing characteristics when thinking about future residential growth and development?

7. Close to schools.

3.2

8. Independent or assisted living options.

3.2

9. Close to commercial amenities.

3.0

10. Close to adjacent, undeveloped farmland.

2.8

11. Add new housing

2.5

Rate the type of retail development you would like in Pataskala.

1. Smaller, neighborhood focused retail.

4.2

2. Redevelopment in existing commercial corridors.

3.7

3. Mixed-use (retail, office, residential).

2.9

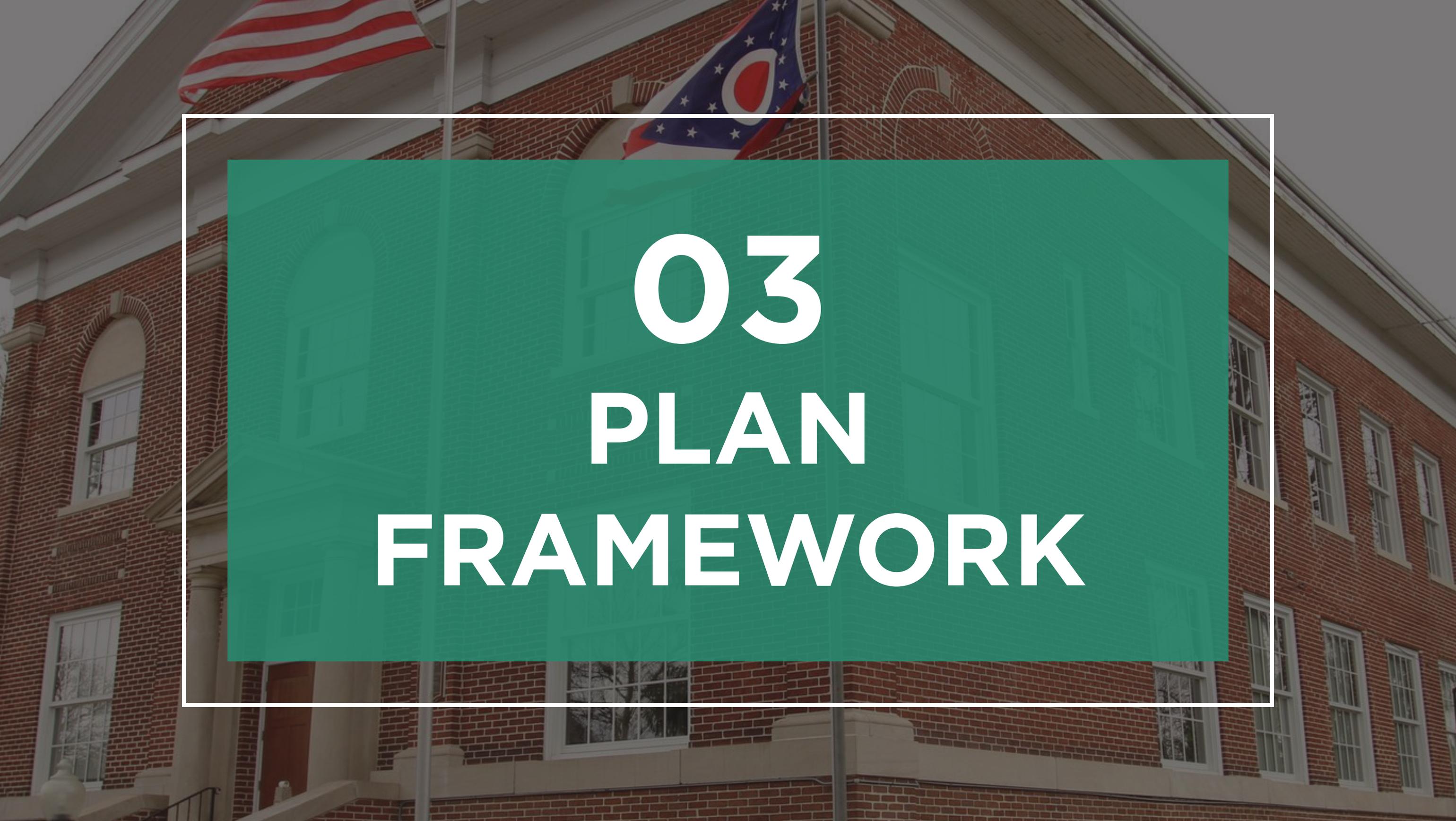
4. Big-box retail centers.

1.7

02

KEY FINDINGS

- City needs distinct identity
- Balance growth with infrastructure; growth is not perceived as bad
- Quality of life amenities matter (trails, parks, and civic spaces)
- Conservation is important and desired, especially along north/south corridors
- Downtown “core” near municipal complex or existing downtown
- Desire for mixed-use, walkable central gathering space
- Need significant change in zoning to align with community aspirations for desired character

A photograph of a three-story brick building with white window frames and a portico. An American flag and a Georgia state flag are flying on poles in front of the building. A large green rectangular overlay is centered on the image, containing the text '03 PLAN FRAMEWORK' in white.

03 PLAN FRAMEWORK

Public Input

Farmers Market
Stakeholder Meetings
Public Meeting
Public Open House



Community Survey

(665+ responses!)



Existing Conditions

People and Place



Best Practices

Local and National



**THE
PLAN**

03

PLAN SECTIONS

- Community Profile and Public Engagement
- Image and Brand
- Housing, Economy, and Land Use
- Mobility and Infrastructure
- Parks & Open Space
- Downtown
- Implementation



PLAN FRAMEWORK



GOALS

The desired outcome expressed in simple terms.

STRATEGIES

Statements of purpose.

ACTIONS

Programs, policies, or projects to support the strategies.



04 GOALS & STRATEGIES



Public Engagement

- Residents feel like the City lacks a definitive brand
- Small town feel
- Create a strong downtown
- Potential to embrace local, rural, farm to table movement



Existing Conditions

- Lack of an identifiable downtown limits the City's image and brand
- No consistent materials in the public realm
- No consistent aesthetic to private development
- East/west divide in community

IMAGE & BRAND

Goals & Strategies

Goal: *Define and establish Pataskala's image and brand through public improvements, private investments, and promotion of rural aesthetic and agrarian lifestyle.*



Public Engagement

- Prioritize quality materials, strong neighborhood character and proximity to trails and public Space
- Additional housing not a high priority but there is support for a range of housing options for all life stages.



Existing Conditions

- Significant anticipated population growth throughout Central Ohio
- Housing stock is relatively new, with newer development on west side
- Family-oriented community
- Lack of diversity in housing options

HOUSING

Goals & Strategies

Goal: *Promote new housing development that will accommodate anticipated population growth while maintaining open space and Pataskala's small town community.*



Public Engagement

- Balance between conservation and development
- Redevelop existing properties
- Need for additional small-scale retail, but not big-box stores



Existing Conditions

- Mostly agricultural/residential land; little commercial use in City
- Approximately 8,500 acres of developable land
- Population growth scenarios show existing zoning could consume all developable land

ECONOMY AND LAND USE

Goals & Strategies

Goal: *A balanced mix of revenue generating and residential land uses that promotes the conservation of agricultural and natural lands.*

PARKS & OPEN SPACE

Goals & Strategies



Public Engagement

- Preserve open space throughout the City
- Increase and enhance existing park amenities
- Desire to live close to a trail system



Existing Conditions

- Considerable park acreage but much is concentrated in a large park on the east side
- Potential to expand and improve park access and programming

PARKS & OPEN SPACE

Goals & Strategies

Goal: *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.*



Public Engagement

- Improve maintenance of existing roadways.
- Maintain infrastructure in a cost-efficient manner
- Reduce traffic now and for future growth



Existing Conditions

- Current public facilities and utilities are concentrated on Broad and Main, with less service in the northern area of the City
- Minimal non-motorized infrastructure (bikeways, sidewalks)

MOBILITY & INFRASTRUCTURE

Goals & Strategies

Goal: *Coordinate capital improvement projects including utilities and motorized and non-motorized infrastructure with anticipated growth and development.*



Public Engagement

- Most residents identify the Old Town area as Pataskala's downtown, although about one-fifth believe there is no downtown
- Residents are supportive of enhancing the downtown



Existing Conditions

- Lack of investment in downtown that other Central Ohio communities have witnessed
- Need for central community gathering space that reflects the city's identity

04

DOWNTOWN

Goals & Strategies

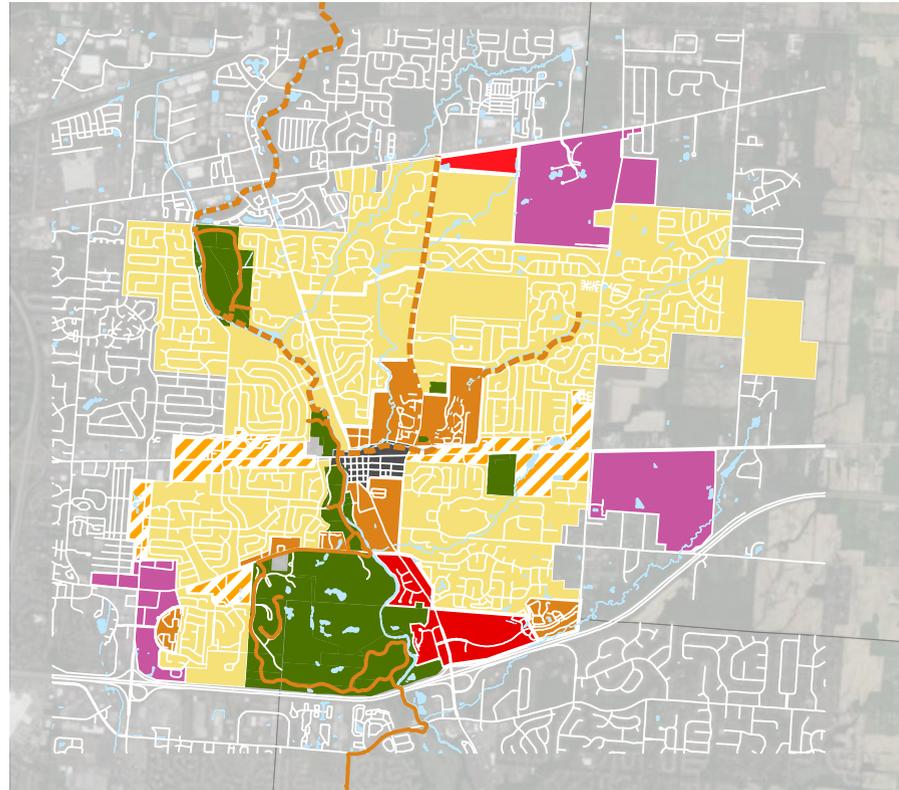
Goal: *Establish and commit to a City Center in Pataskala that reflects the City's brand and creates a central gathering place for the entire community.*



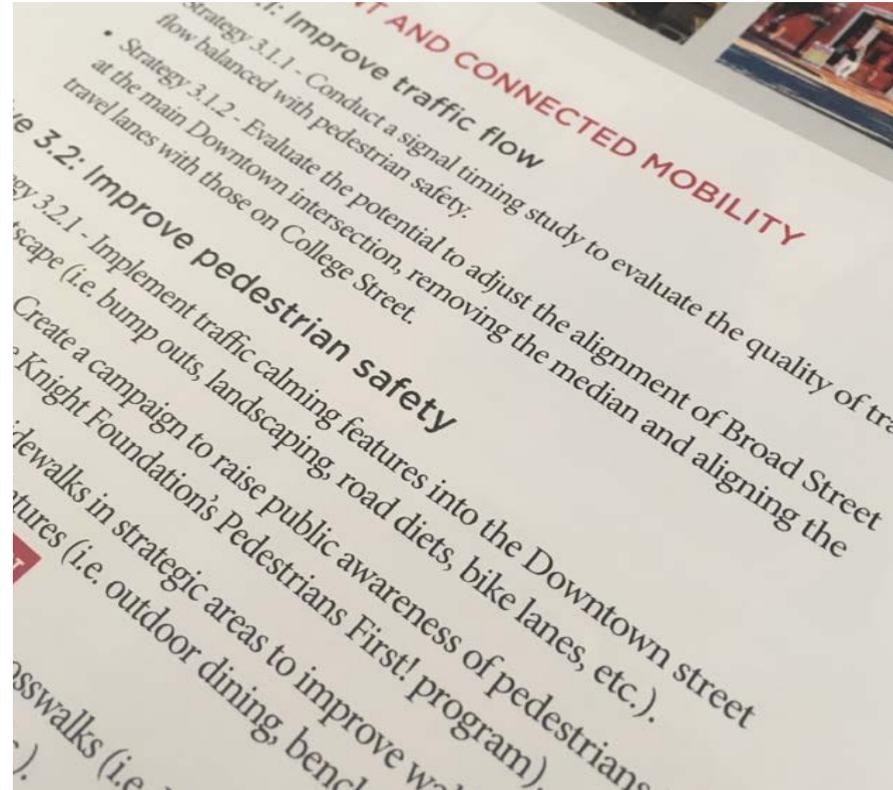
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NEXT STEPS

TO DISCUSS AT STEERING COMMITTEE 4



**Land Use Chapter:
Future Land Use Map**



**Downtown Chapter:
Development
Strategies
(by time-frame)**

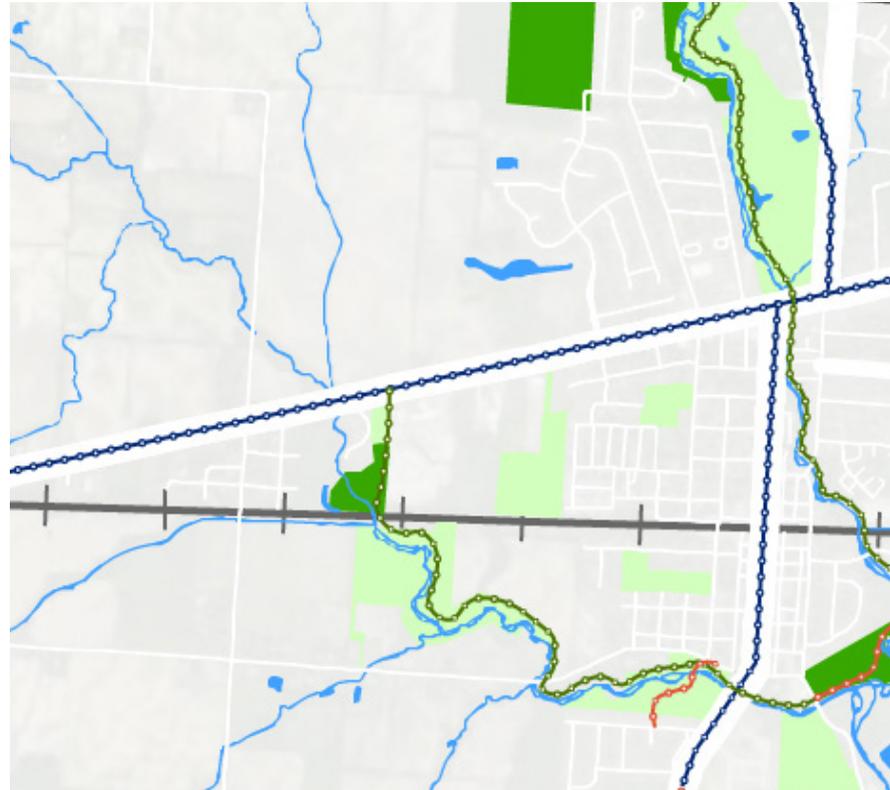


**Image and Brand
Chapter:
Branding Toolkit**

TO DISCUSS AT STEERING COMMITTEE 5



**Mobility & Infrastructure:
Coordinate Land Use and
Infrastructure Investment**



**Parks & Open Space:
Future Parks & Trails Map**

The Vision:

A variety of mobility options that make it safer and easier for residents to move throughout the city, whether that be by car, bus, bike, or foot.

Creating the Vision: Objectives & Actions

If the vision is the desired outcome of a particular subject, the objectives and actions are the roadmap on how to produce that outcome. The objectives listed below represent the key steps identified during the planning process through extensive community engagement. Each objective is supported by a series of actions steps that will collectively work to achieve the overall vision. While all the objectives are necessary and important to achieve the vision, one objective has been identified as the Priority Objective. This objective represents the first step in implementing the vision and should serve as a catalyst to create early successes, build momentum, and lead to the implementation of subsequent objectives.

- ▶ **OBJECTIVE 3.1:** Improve access to community hubs and destinations within Newark through enhanced public transit options. **PRIORITY OBJECTIVE**
- ▶ **OBJECTIVE 3.2:** Identify major corridors and gateways into the city to be prioritized for infrastructure improvements.
- ▶ **OBJECTIVE 3.3:** Develop a strategy to prioritize local infrastructure investments (i.e. road repair, sidewalk improvements, bike lanes, etc.).
- ▶ **OBJECTIVE 3.4:** Create and implement a complete streets policy to ensure a connected and accessible network with sidewalks, bike lanes/sharrows, and roadways.
- ▶ **OBJECTIVE 3.5:** Strengthen connections under/over Route 16 to improve neighborhood accessibility and unity.

The complete list of Mobility and Transportation objectives and actions are listed in the Plan...

**Setting Up
Implementation**

THANK YOU!

Steering Committee Meeting #3
Thursday, August 16 2018