

DRAFT 1.17.19



2018

# COMPREHENSIVE PLAN

CITY OF PATASKALA, OHIO

**Placeholder  
AEP Acknowledgement**

# DRAFT 1.17.19 ACKNOWLEDGMENTS

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*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.*

## **STEERING COMMITTEE**

Marty Dahlman  
Joe Flegle  
Amy Hoovler  
Brenda Sams  
Ann Walther  
Richard Wand  
Bart Weiler

## **CITY STAFF**

BJ King, City Administrator  
Scott Fulton, Planning Director  
Alan Haines, Public Service Director  
Nathan Coey, Utility Director  
Lenier Crawford, Park and Recreation Manager  
Jack Kuntzman, Planner  
Jessica Cumbo, Administrative Assistant

## **ELECTED OFFICIALS**

Mike Compton, Mayor  
Tom Lee, Ward 1  
Melissa Carter, Ward 2  
Mike Powell, Ward 3  
Suzanne Hayes, Ward 4  
Todd Barstow, At-Large  
Tim Hickin, At-Large  
Andy Walther, At-Large

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*Plan prepared for:*



*Plan prepared by:*



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# 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.

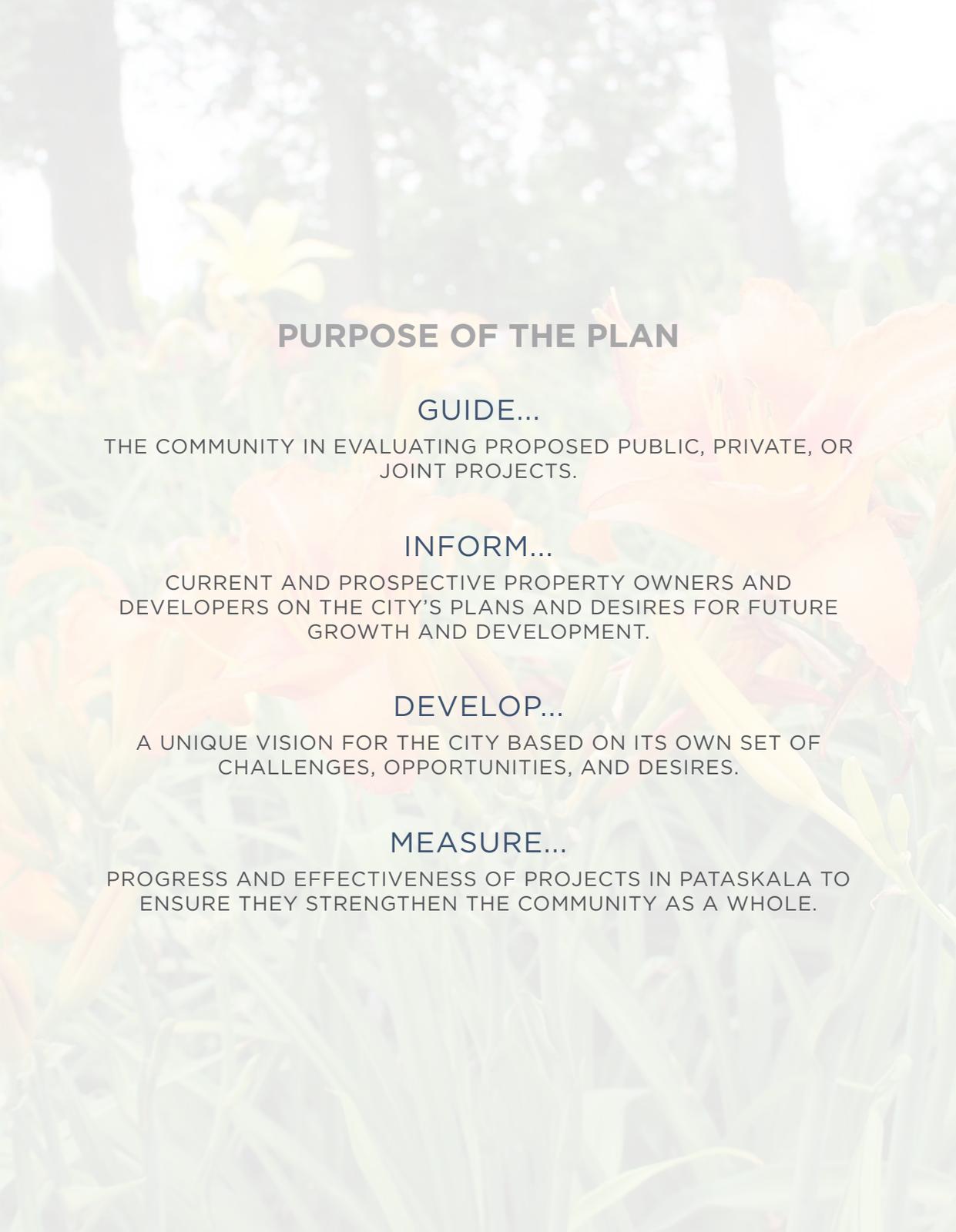
## KEY PLAN ELEMENTS

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 X](#)).

- **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 X](#)).
- **Greenways Network** - The Citywide greenway network map creates a general guideline for future greenway development in the City, connecting neighborhoods with destinations and protecting natural features ([see page X](#)).
- **Roadway Character** - Roadways within the City have been assigned one of five roadway types based on the desired function and form of the roadway.
- **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.

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.

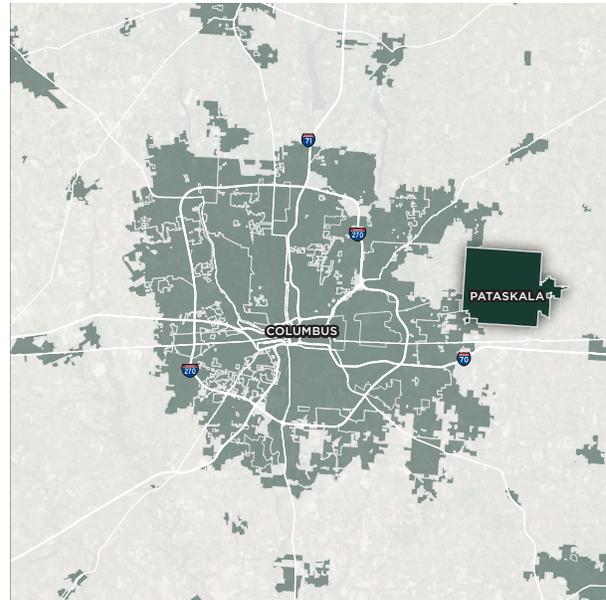
The Comprehensive Plan will guide and inform City staff and officials during:

- 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.

The Comprehensive Plan will also guide and inform 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 1-1: 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. 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 2018 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 2: Plan Foundations.

#### SMALL GROUP MEETINGS

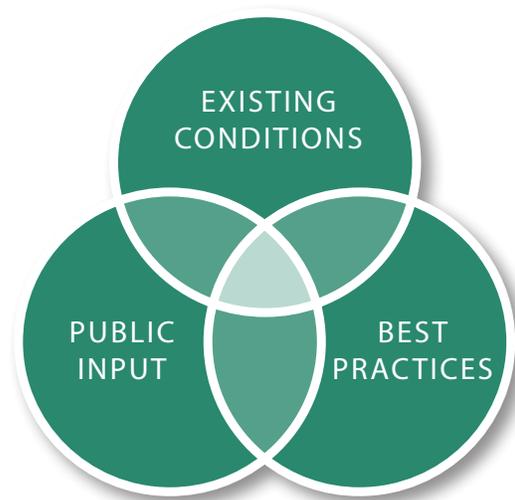
Through recommendation from the Steering Committee and City staff, small focus groups of residents, business owners, and non-profits were identified. These groups provided additional insight and feedback in the drafting of the Plan.



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

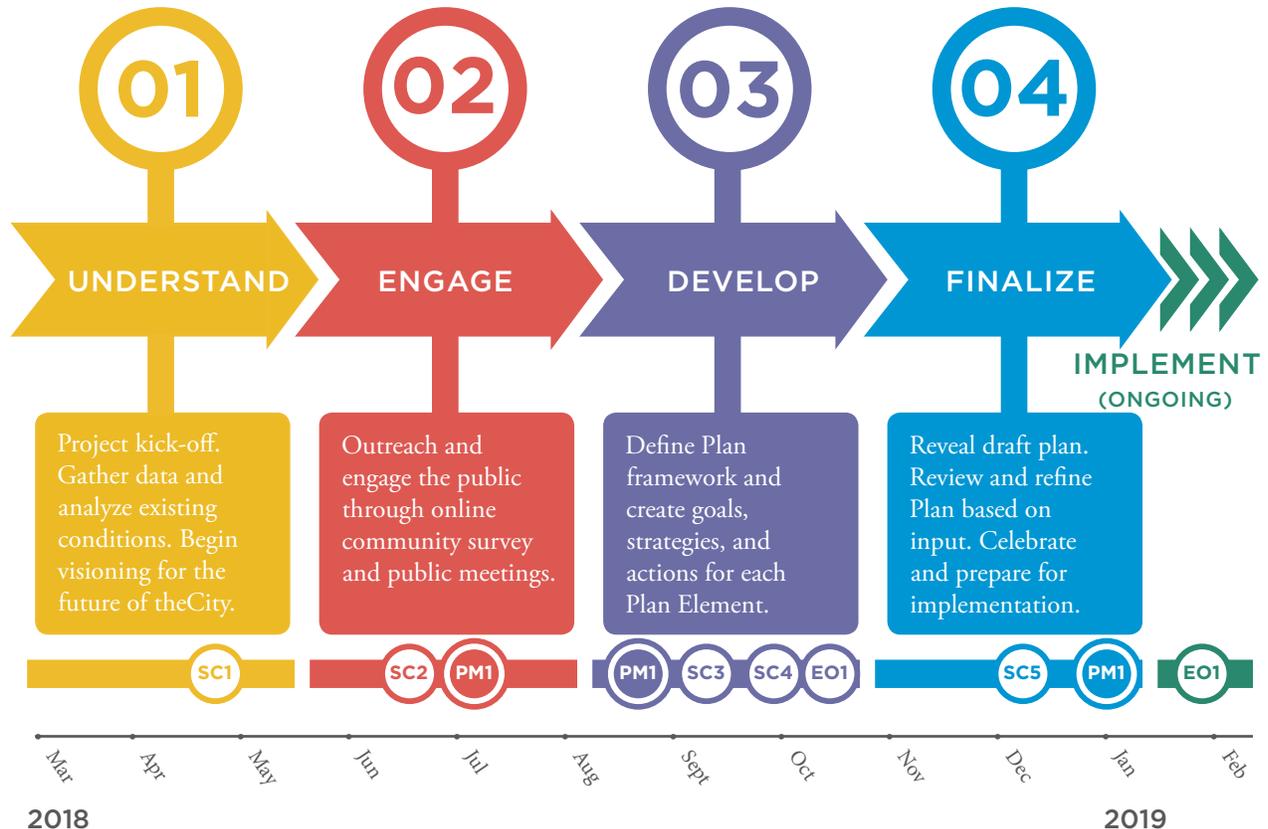
### PLAN INPUTS

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.



### 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.



### 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. This is the implementation framework. A plan without an implementation strategy is naturally limited in its effectiveness. The full implementation matrix can be viewed in Chapter 06.

Figure 1-3: Implementation Framework



#### 1. COMMUNITY IDENTITY

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



#### 2. HOUSING

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



#### 3. ECONOMY

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



#### 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 X).*



#### 5. FUTURE LAND USE

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



#### 6. MOBILITY

*Support a range of motorized and non-motorized transportation options (see page X).*



#### 7. SERVICES

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

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02

PLAN  
FOUNDATIONS

PUBLIC ENGAGEMENT  
COMMUNITY OVERVIEW  
FUTURE DEVELOPMENT  
ANALYSIS

# 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 950 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.

### 950+ PEOPLE ENGAGED

23 STAKEHOLDERS  
(JUNE 20)

40+ FARMERS MARKET  
(JUNE 22)

25 PUBLIC MEETING  
(AUGUST 8)

895 COMMUNITY SURVEY  
(JUNE 20 - AUGUST 20)

XX OPEN HOUSE  
(MONTH X)

### 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 Main Street, with little growth north of Broad Street.

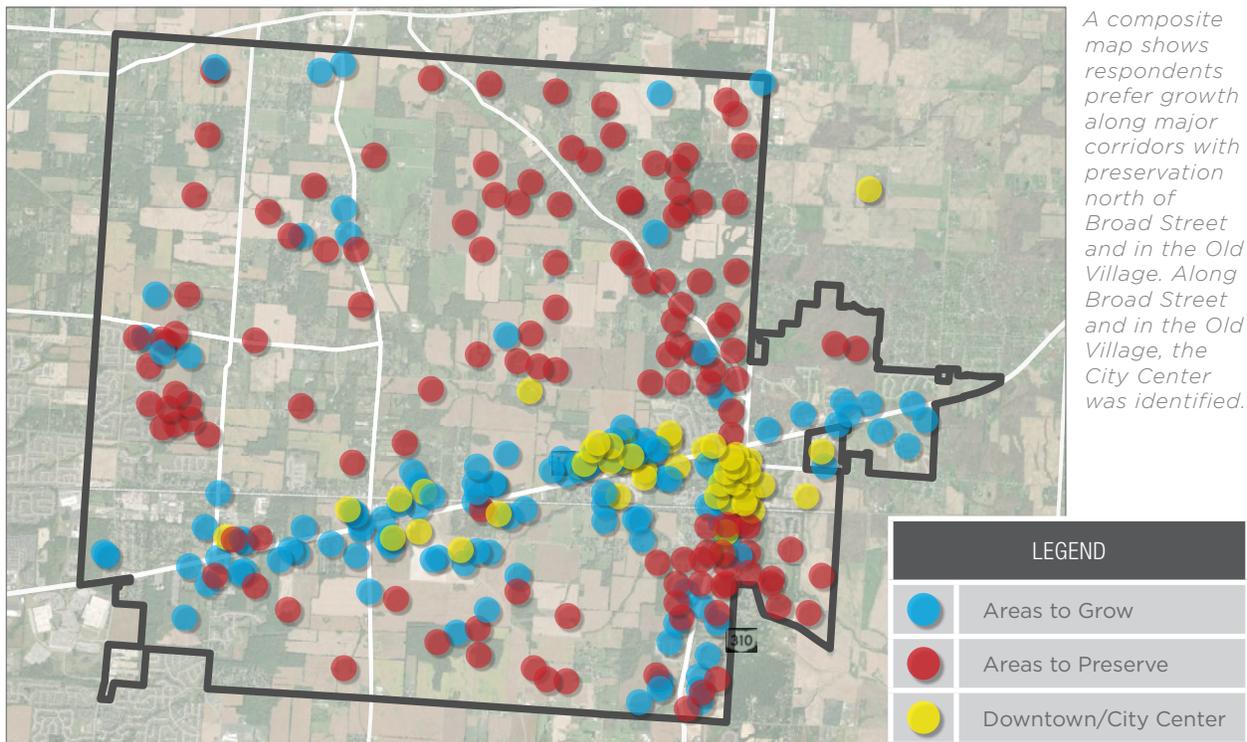
**What do we preserve?** Preservation is important throughout the City, especially along more rural, north-south corridors and near parks and schools.

**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.

Figure 2-1: Dot Map Activity



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.

# 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 the results:

### 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.



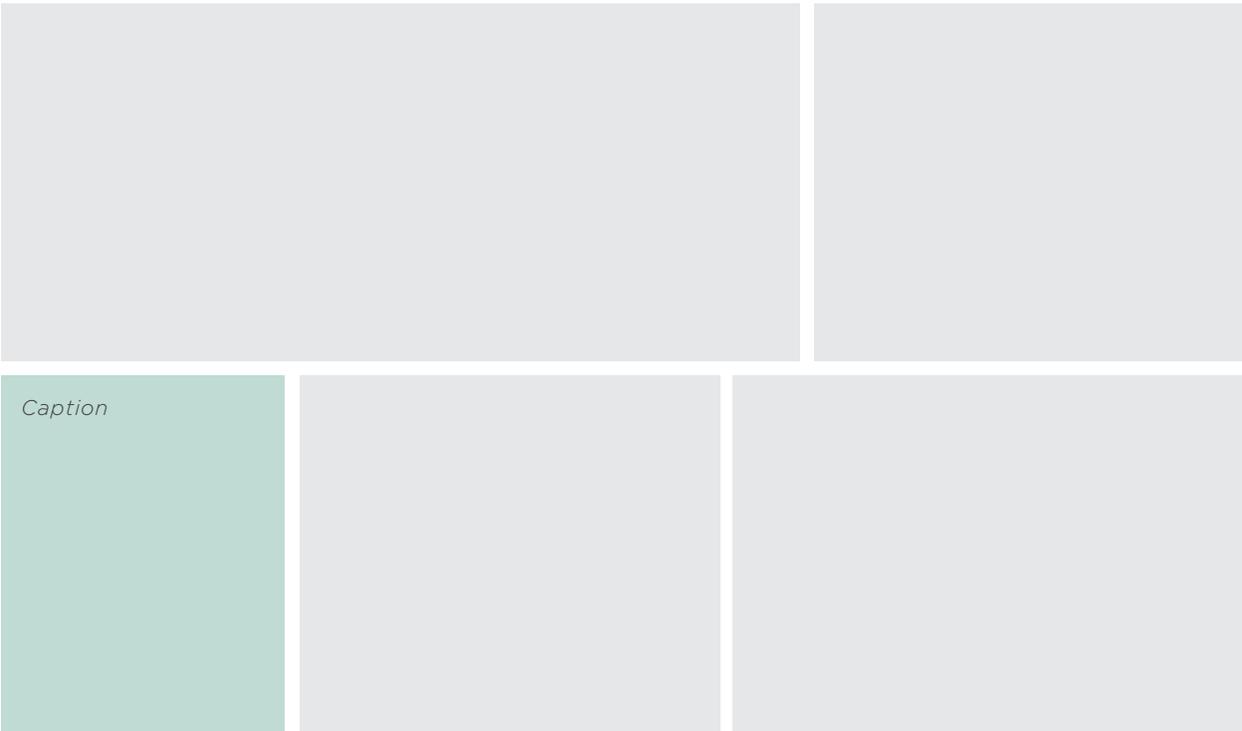
*At the Farmers Market (above) and Public Meeting (right), the community participated in a variety of engaging activities to provide input for the Plan.*



PRESENTING THE DRAFT PLAN

Open House

Text



## 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.



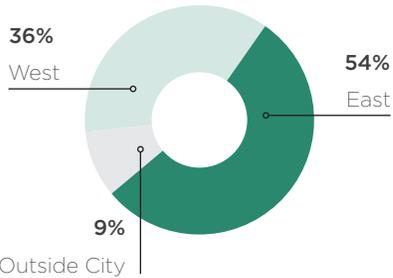
*The City dispersed project business cards and mailed a postcard to registered voters within the City to encourage participation in the community survey.*

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

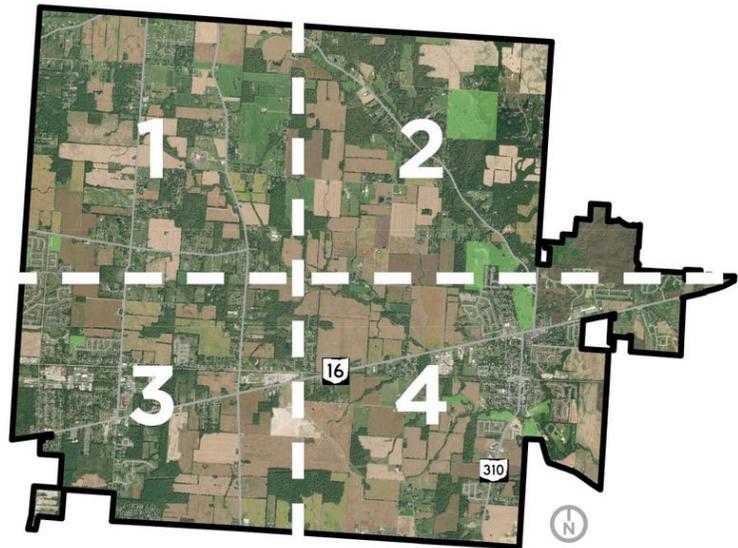
**895 RESPONSES**

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

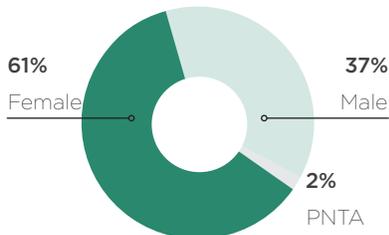
**Q: Which quadrant of the City do you live in?**



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

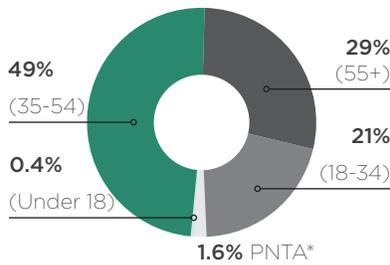


**Q: What is your gender?**



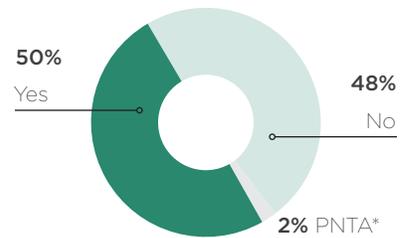
*Citywide, 51% of the population is female.*

**Q: How old are you?**



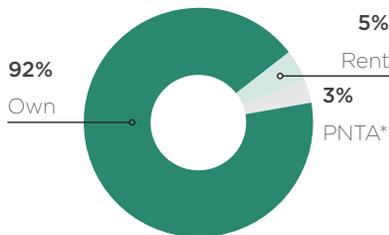
*Citywide, median age is 37.5.*

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



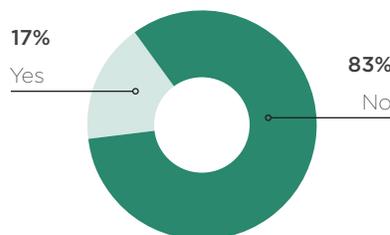
*Citywide, 37% of households have people under 18 years of age.*

**Q: Do you own or rent a home?**

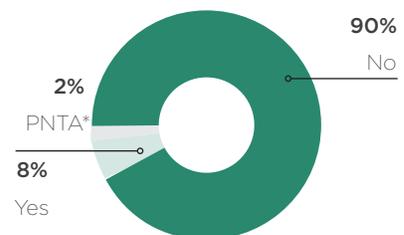


*Citywide, 72% of homes are owner occupied.*

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



**Q: Do you live with family members of than your spouse or children?**



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

\*Prefer not to answer (PNTA)

# 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

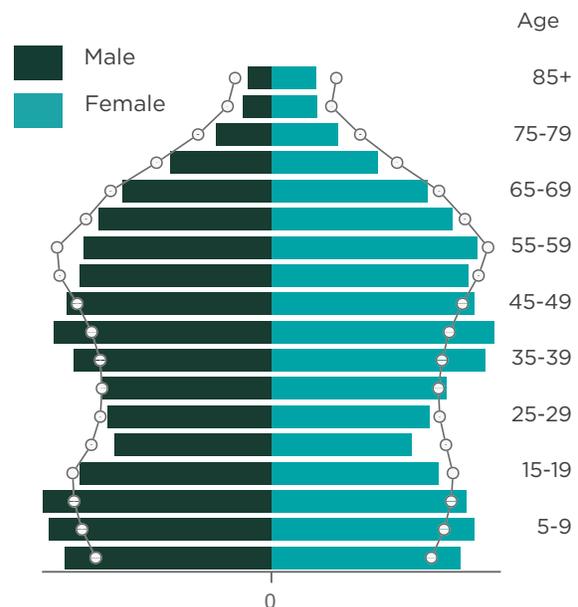
The City of Pataskala experienced significant population growth leading up to the recession. Its current population, of approximately 15,225, is an increase of nearly 50% from 2000. Although the

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

Figure 2-2: Population Cohort



Dots represent Licking County comparison.  
(ESRI Demographics, 2015)

Licking County (39.8). As shown in Figure X-X, 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.

### RACIALLY HOMOGENEOUS

Pataskala residents are predominantly White (89%). However, there is a growing Black/African American population that has increased by 133% from 2000 to make-up 7% of the community in 2016.

### 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. These population segments may have an impact on housing development, as they show similar preferences for 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.

# 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 X-X](#), 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 8,800 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 [Figure X-X](#)).

*Figure 2-3: Additional Residents under Current Zoning*

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
<b>TOTAL</b>		<b>7,497</b>	<b>4,537</b>	<b>11,342</b>

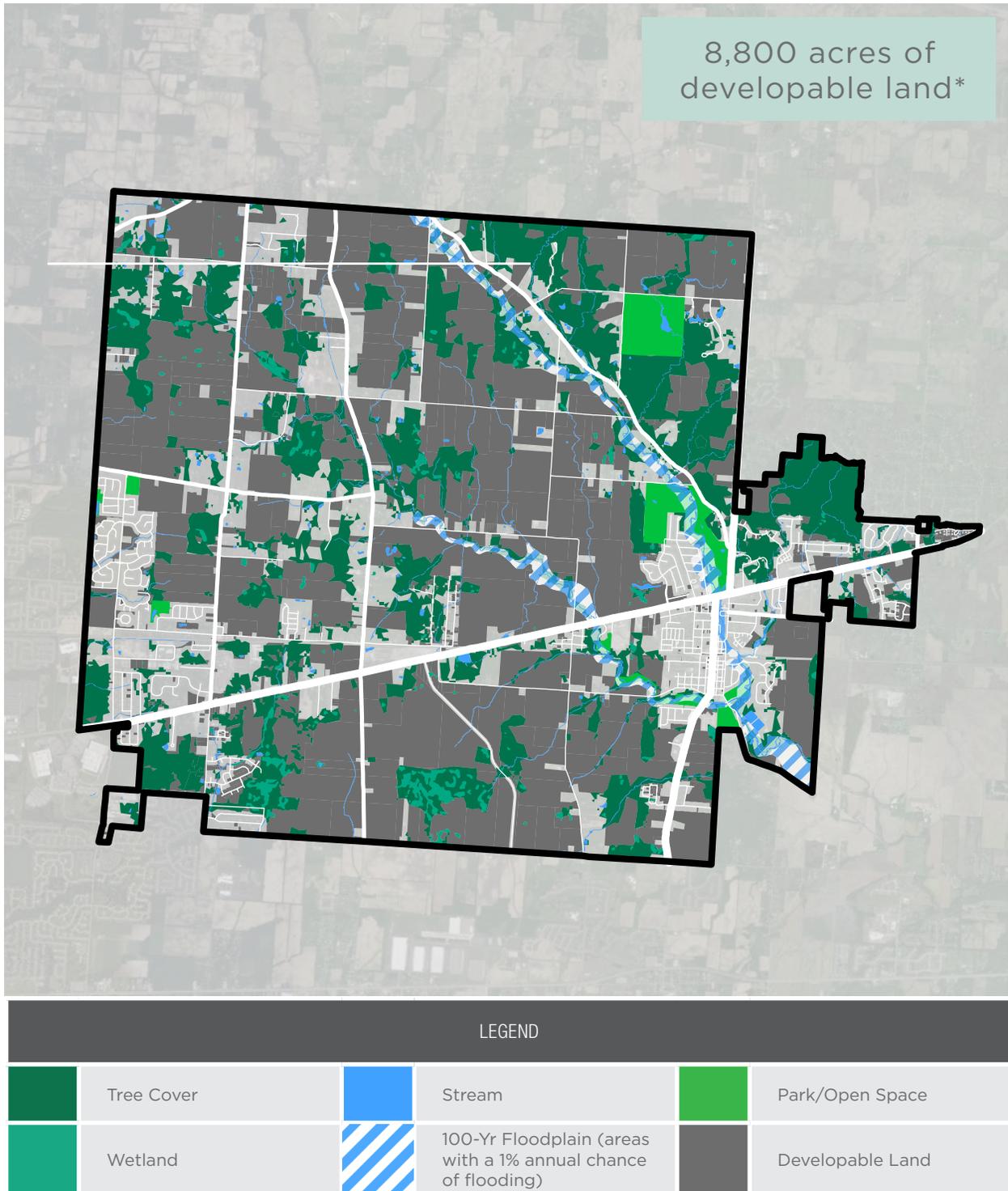


Figure 2-4: Developable Land



\* Developable Land as defined in this exercise is for analysis purpose and does not represent a public taking of private property.

# FUTURE DEVELOPMENT ANALYSIS

## INCORPORATING 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. Under the high growth scenario, all residentially zoned land could potentially be developed. 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

Residential land in Pataskala would essentially be built-out by 2040, if the high growth rate occurred under current zoning.

Figure 2-6: Growth Scenarios: Population by 2040

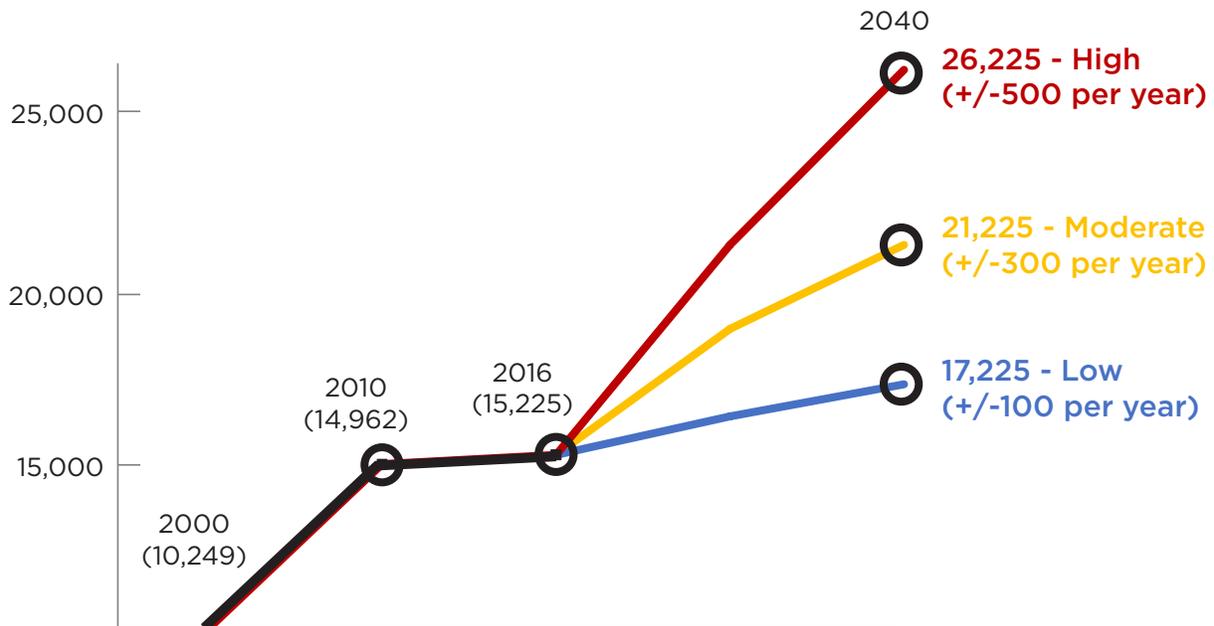


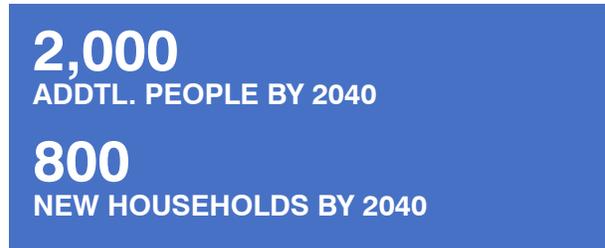
Figure 2-7: Growth Scenarios: Residents by Decade

**Low Growth Scenario**  
(+/-100 per year)

**By 2030:**



**By 2040:**



**Moderate Growth Scenario**  
(+/-300 per year)

**By 2030:**



**By 2040:**

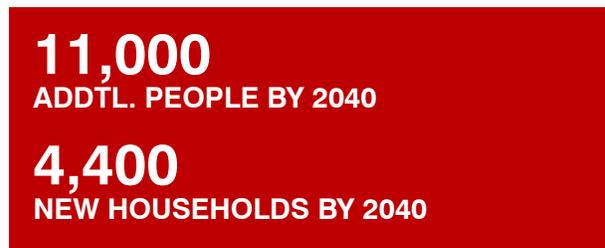


**High Growth Scenario**  
(+/-500 per year)

**By 2030:**



**By 2040:**



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03

COMMUNITY  
IDENTITY

# Community Identity

## IN THIS CHAPTER:

- Overview
- Insights and Analysis
  - » Public Input
  - » Identity
  - » Signature Places
  - » Public Realm
- Key Findings
- Recommendations

## 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

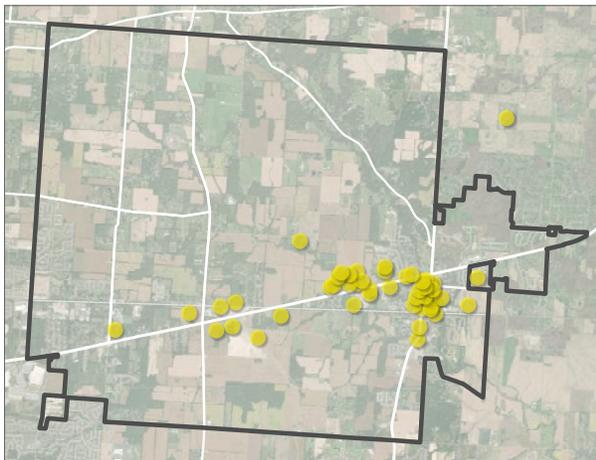
Insights and Analysis on Future Land Use were gathered through the public engagement process and an assessment of existing conditions, trends, and best practices. The key findings from this analysis directly informed the recommendations in this section.

### 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 X.X. 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.

Figure 3-1: Public Input - Where is the Downtown or City Center?



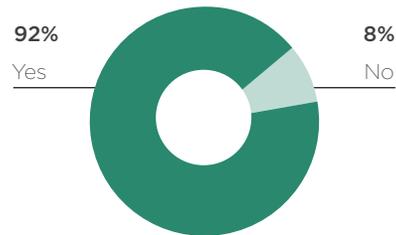
 Downtown/City Center

(Public Meetings)

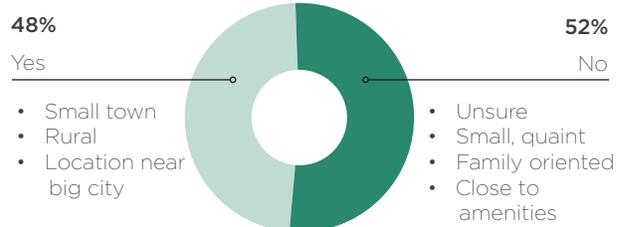
Figure 3-2: Community Survey - Community Identity

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?**



**Q: Do you believe the City has a distinct identity? What do you think it is or should be?**

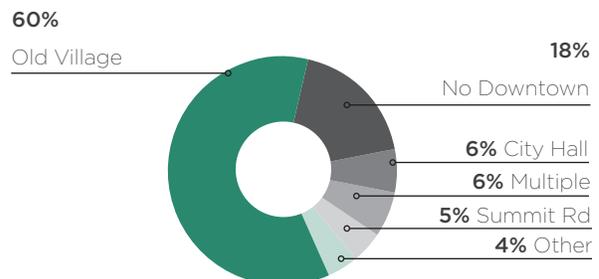


**Q: On a scale of 0 to 5, how important is each factor for the City to consider over the next 20 years? (Showing 1 of 8 total factors)**

Rank 4. Create a Downtown or "City Center"



**Q: Where is the Downtown or "City Center"?**



(Community Survey)

## 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.

### 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 spur economic activity through farm-to-table restaurants and local suppliers of meat and produce.

Data from the Bureau of Economic Analysis shows national 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 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 may help establish Pataskala as a destination location for experiences tied to rural lifestyles and farming. Examples may include cooking classes, demonstrations, or recreation activities.

The farm-to-table movement directly connects consumers to producers and is rising in popularity across the nation. 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. Pataskala's 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 systems and farming industries to help create Pataskala's identity within the region.

### The City's Brand

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



Both the City of Gahanna and Explore Licking County websites move past only providing information but reflect and reinforce their respective 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.

## 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 Town Center

In order to preserve Old Village while meeting the needs for vibrant, signature gathering spaces, a new city center may be envisioned. Strategically located along the main corridor and close to city amenities, a new city center on Broad Street can strengthen Pataskala's economic opportunities in addition to helping establish a community image



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.*

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 city center may also provide flexible space for community events such as festivals, markets, holiday celebrations, or educational programming. By thoughtfully designing a new town center 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.

### 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.



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

For specific information on land use for these signature places, see Chapter 04: 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 Town, 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.*



*Commercial signage should be high quality and reflect the overall 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 DRAFT 1.17.19

## 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.

Figure 3-4: Existing and Future Gateways



-  Existing Primary Gateway
-  Potential Future Gateway
-  Potential Secondary Gateway



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

	TIMEFRAME	RESPONSIBLE PARTIES
<b>Action 1.2.2:</b> <i>Ensure the brand message is consistent across all mediums, including online, social media, and events and programming.</i>		
<b>Action 1.2.3:</b> <i>Collaborate with regional groups such as GROW Licking County and Explore Licking County, to market the City.</i>		
<b>Action 1.2.4:</b> <i>Collaborate with existing businesses and civic organizations to improve the identity and marketability of the City.</i>		
<b>STRATEGY 1.3:</b> Define and apply brand elements to the public realm.		
<b>Action 1.3.1:</b> <i>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).</i>		
<b>Action 1.3.2:</b> <i>Enhance the design and aesthetic of major thoroughfares with traditional rural materials and native plantings (e.g. split rail fence with wildflower mix).</i>		
<b>Action 1.3.3:</b> <i>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.</i>		
<b>STRATEGY 1.4:</b> Update standards that guide the design and aesthetic of private investment along major thoroughfares.		
<b>Action 1.4.1:</b> <i>During zoning code review, ensure that site design and landscape standards are strengthened to reflect the community’s image and brand.</i>		
<b>Action 1.4.2:</b> <i>Create design guidelines along major thoroughfares and for important districts within the City, including architecture, signage, materials, lighting, parking, and site design.</i>		

## 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
<b>STRATEGY 2.1:</b> Plan for and create a new, vibrant mixed use district located in the center of the community (Village Mixed Use).		
<b>Action 2.1.1:</b> Create a detailed area plan for the district.		
<b>Action 2.1.2:</b> Establish code and standards including site design, architecture, and materials.		
<b>Action 2.1.3:</b> Update the City's zoning code to guide and control the quality and character of future development within the district.		
<b>Action 2.1.4:</b> Identify and create economic development incentives to advance the development of the district.		
<b>Action 2.1.5:</b> Create a marketing and communication plan to promote the development opportunity.		
<b>Action 2.1.6:</b> Prioritize future public improvements within the district that complement and grow the vision for the district and drive future investment.		

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 2.2:</b> Grow the area around the intersection of Summit and Broad as a unique neighborhood center (Neighborhood Commercial).		
<i><b>Action 2.2.1:</b> 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.</i>		
<i><b>Action 2.2.2:</b> Establish the area as a primary gateway into the City through public and private improvements.</i>		
<b>STRATEGY 2.3:</b> Promote the Old Village as a significant historic neighborhood within the community (Village Mixed Use).		
<i><b>Action 2.3.1:</b> Maintain and enhance the aesthetics of Old Village including the public and private realm.</i>		
<i><b>Action 2.3.2:</b> Explore the idea of creating a historic district to promote preservation and open access to additional funding opportunities.</i>		
<i><b>Action 2.3.3:</b> 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.</i>		

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04

LAND USE

HOUSING  
ECONOMY  
PARKS & OPEN SPACE  
FUTURE LAND USE

# Housing

## IN THIS SECTION:

- Overview
- Insights and Analysis
  - » Public Input
  - » Housing Condition
  - » Agrihoods
  - » Regional and National Trends
- Key Findings
- Recommendations
  - » Goals, Strategies, and Actions

## OVERVIEW

The quantity, type, and condition of housing affects a city's quality of life and its attractiveness to potential new residents. It also provides an opportunity to reflect the community's character. 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, trends, and best practices.

## 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.

*Figure 4-1: Community Survey - Housing*

*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



Rank 7. Add new housing

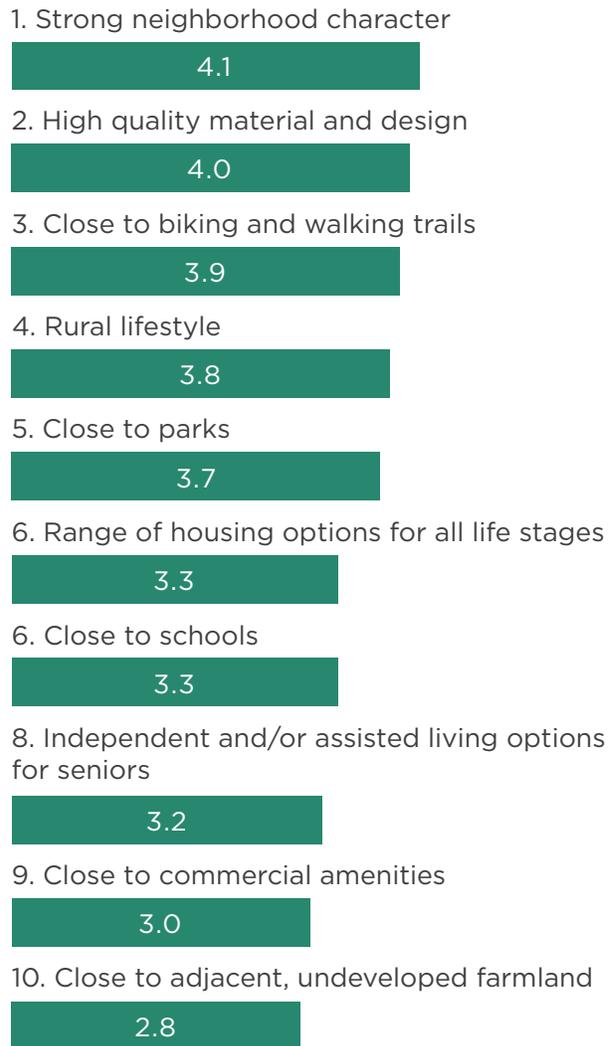


Rank 8. No growth or development



*(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 10 of 10 total factors)**



*(Community Survey)*

See the Future Land Use section within this chapter for additional recommendations for residential land uses.

### 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

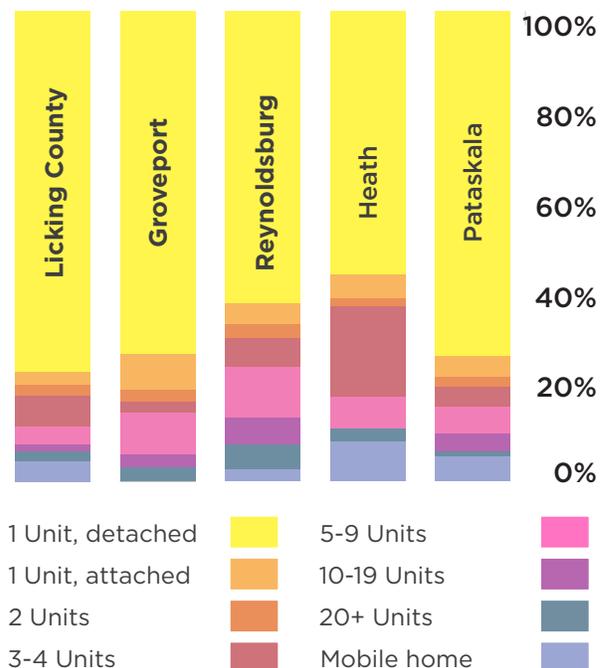
With 55% of Pataskala’s housing built between 1990 and 2010, the housing stock is relatively new. Licking County and nearby comparable communities, have housing with an average year built in the late 1970’s and early 1980’s while Pataskala’s median year built is 1993. This newer housing stock presents 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 X-X). 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. 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.



Figure 4-2: 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).

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).

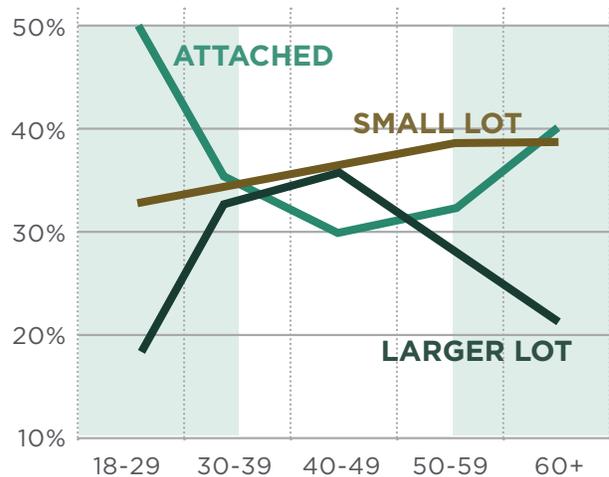
On a national scale, the millennial and Baby Boomer populations make-up over half of the national population. Additionally, families without children have increased from 55% in 1970 to an expected 73% in 2030 (U.S. Census). With a growing regional population, Pataskala should prepare for

population growth within the City and for changing demographics.

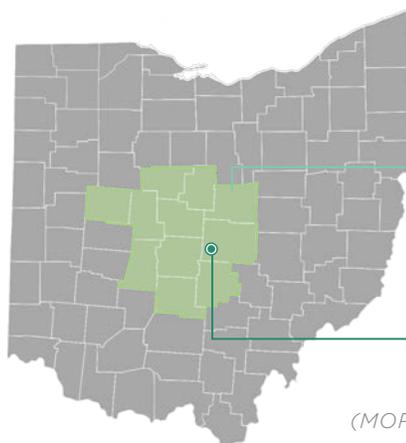
Changing Housing Preference

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.

Figure 4-3: Housing Preference by Age



(National Association of Realtors)



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



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
<b>STRATEGY 3.1:</b> Promote a mix of housing options to serve current and future residents and provide balance to the housing market.		
<i><b>Action 3.1.1:</b> Support housing for seniors and “step-up, step-down” housing for those new to the community or undergoing a lifestyle change.</i>		
<i><b>Action 3.1.2:</b> 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.</i>		
<i><b>Action 3.1.3:</b> Consider expanding multifamily options within identified signature development areas.</i>		
<b>STRATEGY 3.2:</b> Create conservation zoning districts that encourage cluster development to preserve natural features and provide access to open space for residents.		
<i><b>Action 3.2.1:</b> Consider rezoning areas to a newly created conservation zoning district in accordance with the Future Land Use Map.</i>		
<i><b>Action 3.2.2:</b> During the development review process, ensure development is located to best preserve natural features and connect open space throughout the City.</i>		
<i><b>Action 3.2.3:</b> Allow for smaller lot development within conservation areas with the goal of protecting and preserving open spaces and environmentally sensitive areas.</i>		

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 3.3:</b> Ensure all housing developments incorporate high quality materials and design.		
<i><b>Action 3.3.1:</b> Create design standards for multifamily residential development that regulate design and materials.</i>		
<i><b>Action 3.3.2:</b> Establish specific subdivision standards for areas along the right-of-way that will create and elevate a consistent brand and image.</i>		
<b>STRATEGY 3.4:</b> Continue to promote housing options that allow for an agricultural lifestyle.		
<i><b>Action 3.4.1:</b> Ensure zoning and development standards allow for food-centric residential developments.</i>		
<i><b>Action 3.4.2:</b> 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.</i>		
<i><b>Action 3.4.3:</b> Work with the Licking Land Trust to conserve and protect valuable agricultural lands.</i>		

# Economy

## IN THIS SECTION:

- Overview
- Insights and Analysis
  - » Public Input
  - » Workforce
  - » Existing Commercial
  - » Retail Trends
  - » Industry in the City
- Key Findings
- Recommendations
  - » Goals, Strategies, and Actions

## 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.

## 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 X-X, 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 commercial activity preferred by survey respondents was also collected. The public generally expressed support for smaller, neighborhood options as

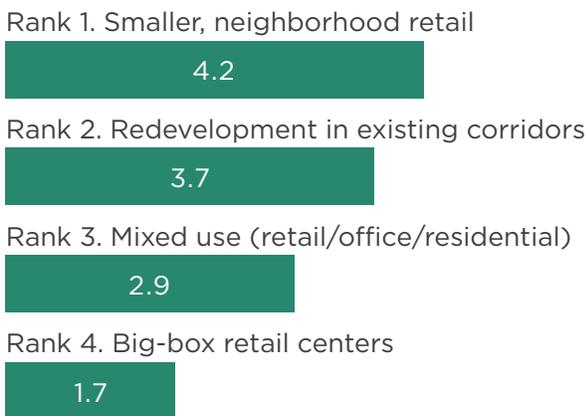
opposed to big-box or large office and industrial parks. This preference is shown in Figure X-X and supported by the desire for a downtown or city center.

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.

Figure 4-5: Community Survey - Economy

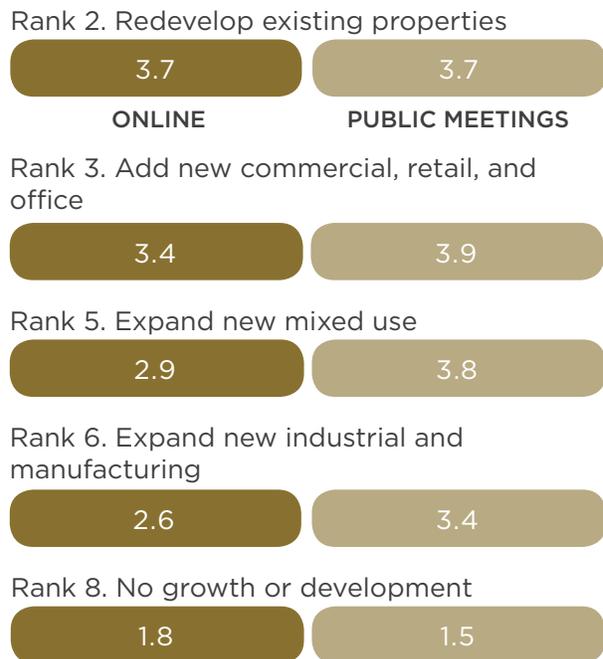
The following responses are related to the City’s Economy. Rating questions are based on a 0 to 5 scale and may not include all potential responses, if they do not relate to the section. Full public engagement results can be viewed in the appendix.

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



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

**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)**



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)



**86%**

of working Pataskala residents work outside of the City

TOP INDUSTRIES

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

(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.

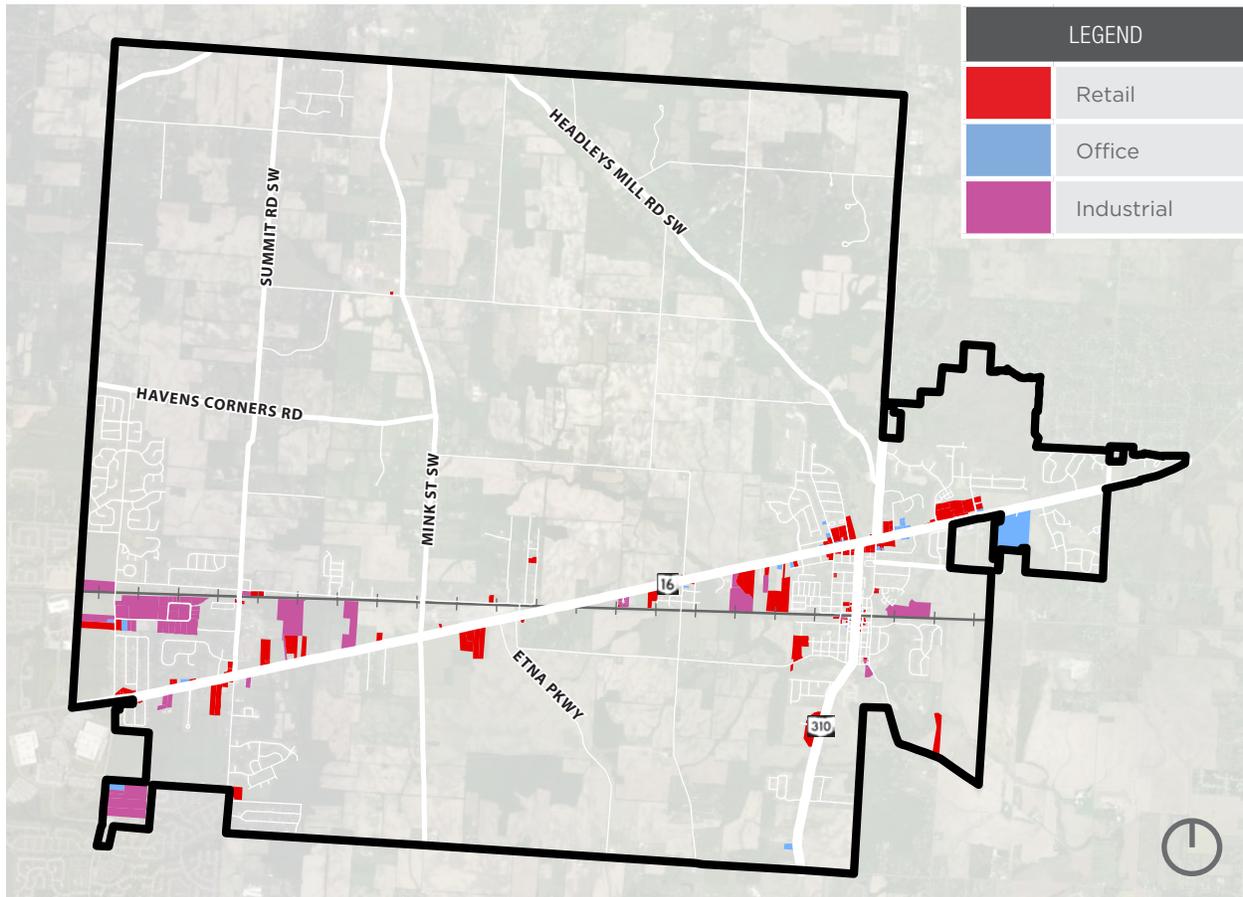
As shown in **Figure X-X**, retail, office, and industrial space is concentrated along main corridors. The concentration of commercial activity along Broad Street and S.R. 310 may be responsive to Pataskala’s location within the region. The City does not have direct access to highways. For some companies,



*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 4-6: Existing Commercial and Industrial Land Uses*



## 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 millennials 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 3: 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 experience-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, is another opportunity 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.

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
<b>STRATEGY 4.1:</b> Create neighborhood commercial centers at strategic locations along major thoroughfares.		
<i><b>Action 4.1.1:</b> Encourage small-scale retail developments to locate in designated areas.</i>		
<i><b>Action 4.1.2:</b> Update the zoning code to support small-format retail centers and discourage large-format retail.</i>		
<i><b>Action 4.1.3:</b> Target public improvements in areas identified as commercial centers to attract office and retail uses.</i>		
<b>STRATEGY 4.2:</b> Grow and expand industrial and innovation centers at strategic locations.		
<i><b>Action 4.2.1:</b> Continue to market and explore opportunities for the Pataskala Corporate Park.</i>		
<i><b>Action 4.2.2:</b> Continue to market and explore opportunities for the northern innovation district.</i>		
<i><b>Action 4.2.3:</b> Collaborate with adjoining jurisdictions on opportunities for the industrial and innovation districts.</i>		

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 4.3:</b> Support and promote small, locally owned businesses throughout the City.		
<i><b>Action 4.3.1:</b> Encourage adaptive reuse of existing buildings to provide affordable yet updated space for small businesses.</i>		
<i><b>Action 4.3.2:</b> Support construction of 10,000-20,000 square foot commercial buildings that provide flexible office space.</i>		
<i><b>Action 4.3.3:</b> Collaborate with regional organizations, including the Pataskala Area Chamber of Commerce and Licking County Chamber of Commerce to support and attract local businesses.</i>		
<b>STRATEGY 4.4:</b> Support the agricultural and farm-to-table culture and economy in Pataskala.		
<i><b>Action 4.4.1:</b> Continue to support Current Agricultural Use Value (CAUV) as a tool to help agricultural operations in the City.</i>		
<i><b>Action 4.4.2:</b> 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.</i>		
<i><b>Action 4.4.3:</b> Create a “Grown in Pataskala” program that highlights and promotes businesses that source locally grown food and goods.</i>		
<b>STRATEGY 4.5:</b> Partner with the County and adjoining communities to strengthen the area and regional economy.		
<i><b>Action 4.5.1:</b> Coordinate with neighboring jurisdictions on economic development programs and policies.</i>		
<i><b>Action 4.5.2:</b> 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.</i>		

# Parks & Open Space

## IN THIS SECTION:

- Overview
- Insights and Analysis
  - » Parkland
  - » Open Space
  - » Natural Areas
- Key Findings
- Recommendations
  - » Park Specific Recommendations
  - » Goals, Strategies, and Actions

## 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. Research has also 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, trends, and best practices. 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, there was a relatively equal preference for “25-50%,” “50-75%,” and “75-100%,” indicating conservation is important. 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 X-X).

In relation to housing characteristics, access to recreational amenities



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

such as biking and walking trails and being located close to parks was seen as favorable. 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.

Figure 4-7: Community Survey - Parks & Open Space

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



Rank 8. No growth or development



(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



Rank 4. Rural lifestyle



Rank 5. Close to parks



(Community Survey)

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



(Community Survey)

# 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).

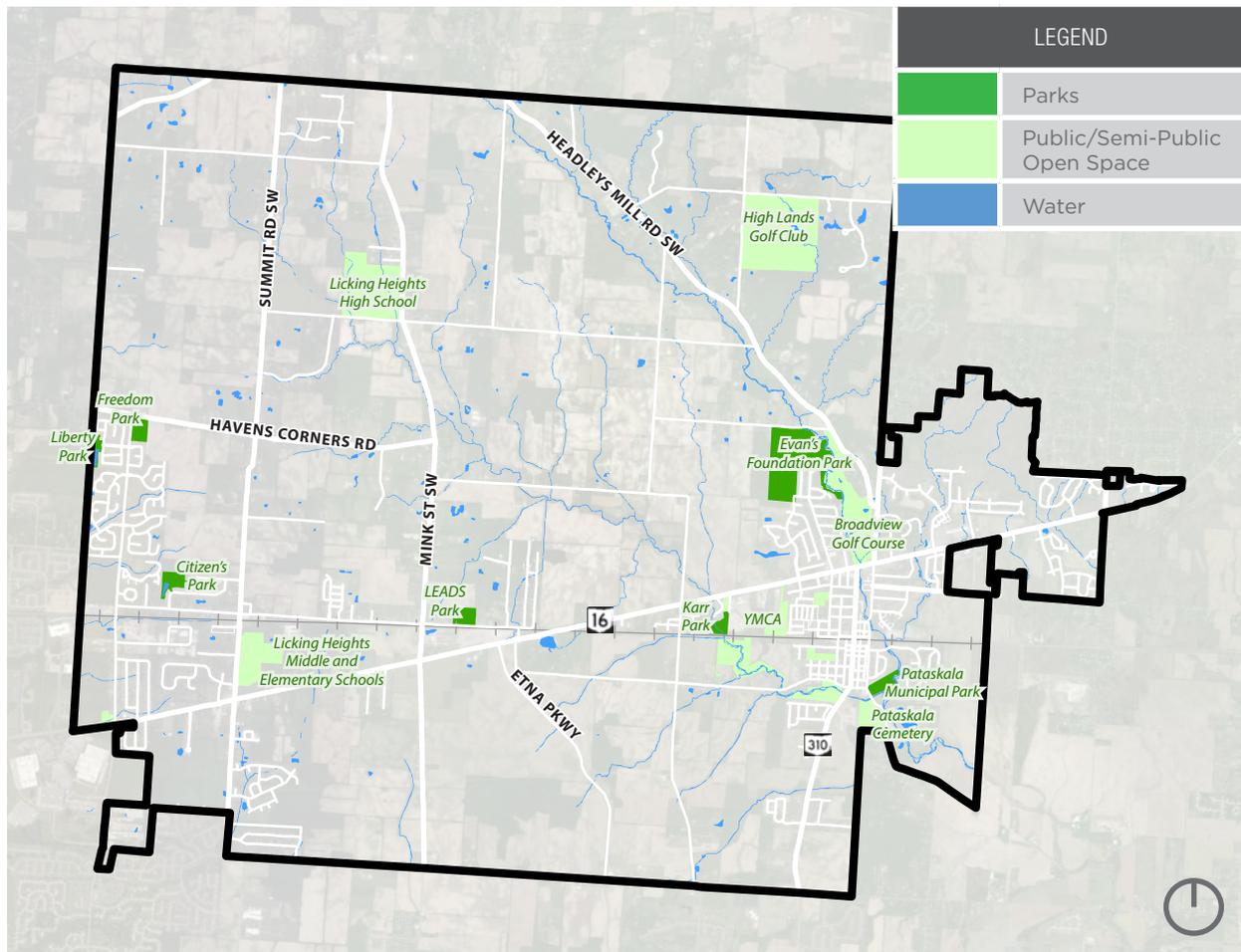
Pataskala has 151 acres of parkland (approximately 10 acres per 1,000 residents) and with seven parks in the City, there are 2,175 residents per park. This aligns with typical park and recreation agencies which have, on average, 10.1 acres of parkland per 1,000 residents and one park for every 2,114 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 4-8: 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. [Figure X-X on page X](#) 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.

#### 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.*

## THOMAS J. EVANS FOUNDATION PARK

At nearly 78 acres, Foundation Park is the City's largest park. Located in the eastern part of the City, it is adjacent to the South Fork of the Licking River, through a 22 acre wooded area and is situated next to a local golf course. Amenities at the park include recreational fields and courts for softball, soccer, basketball, and volleyball and a walking trail.

### Opportunity Areas

- There is space for additional active sports fields and better organization of existing sports fields within the park.
- The existing mulch path that encompasses the entire park and wooded area could be paved to provide for handicap accessibility and bicycles.
- The trail could also be extended from the woodlands to the east and along the South Fork of the Licking River.



### 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

### 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.



### PATASKALA MUNICIPAL PARK

Located just east of Main Street in Olde Towne, the 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 by a multi-purpose trail that runs along the South Fork Licking River.

#### 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.



#### 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)

#### Potential Character

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



### WILLIAM V. KARR PARK

This 9-acre park is located behind the City Administration building and includes shelter houses, playground equipment, and a volleyball court. The park is adjacent to Muddy Fork Creek and a heavily wooded area. Although the park is only accessible by Broad Street and to the neighboring retirement village, there is an opportunity to connect the park through a planned bikeway to Olde Towne along Muddy Fork Creek.

#### Opportunity Areas

- There is an opportunity to connect Karr Park and the City Administration building to Olde Towne through a trailhead connection.
- The community gardens located at this park could be further activated and expanded.



#### PARK DATA

**Area:** 9 acres

**Service Area:** Citywide

**Amenities:** Shelter houses, playground, volleyball court

**Access:** Automobile access; planned future bikeway

#### Potential Character

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



### LEADS PARK

LEADS Park is centrally located within the City and on a property owned by a local foundation. The park contains recreational fields and a basketball court. There is opportunity to expand the existing park area, which would be ideal because of its central location.

#### Opportunity Areas

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



#### PARK DATA

**Area:** 11.6 acres

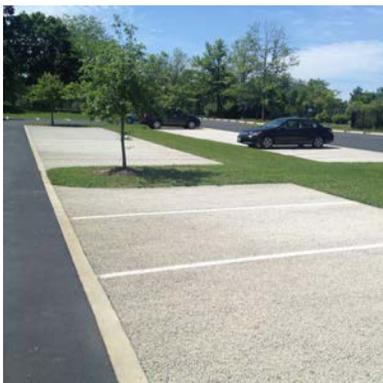
**Service Area:** Citywide

**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.



## FREEDOM PARK

Located on the west side of the City, this 8-acre park has a shelter house and playground. This is a neighborhood oriented park that is adjacent to multiple suburban developments. The park is accessible by roadway but a planned future multi-purpose path would better link pedestrians and bicyclists to Freedom Park, Liberty Park, and Citizens Park as well as to surrounding neighborhoods.

### 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.
- More shelters within the park could provide space for additional activities such as picnicking or community events.
- 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.



### PARK DATA

**Area:** 8 acres

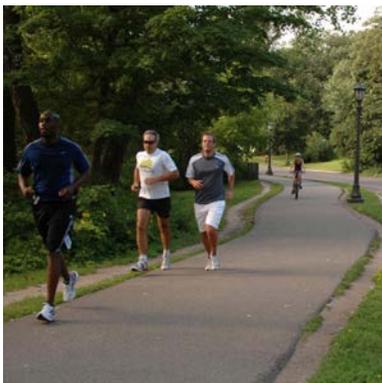
**Service Area:** Neighborhood

**Amenities:** Shelter, playground

**Access:** Automobile access; sidewalks; planned future bikeway

### 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.



### LIBERTY PARK

Located near Freedom Park, this is an 8-acre park in the Taylor Glen subdivision. It features a pond and passive open space and presents an opportunity for added amenities as the park is developed.

#### 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.



#### PARK DATA

**Area:** 8 acres

**Service Area:** Neighborhood

**Amenities:** Open space, wooded area, pond

**Access:** Automobile access; sidewalks

#### Potential Character

Improved access through a path and dock enhance the pond's function as a main feature of the park.



## CITIZENS PARK

This 9-acre passive park is located in the Glenbrooke subdivision on the west side of Pataskala. It features a playground and pond and passive open space. This park is an amenity for the nearby neighborhoods but has the opportunity to be linked into a larger parks and open space network.

### 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.



### PARK DATA

**Area:** 8 acres  
**Service Area:** Neighborhood  
**Amenities:** Recreational fields and courts  
**Access:** Automobile access; sidewalks

### 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.



## 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.

## 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.

Add Responsible Parties and timeframe once finalized.

## GOAL 5 - 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.*

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 5.1:</b> Create an open space network throughout the community that is linked and cohesively planned.		
<b>Action 5.1.1:</b> Link conservation areas through planned developments.		
<b>Action 5.1.2:</b> Define future trail network and set priorities.		
<b>Action 5.1.3:</b> Partner with Licking County Park District to support and potentially expand parks and recreation in the City.		
<b>Action 5.1.4:</b> Partner with non-profits and foundations to support and potentially expand parks and recreation in the City.		

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 5.2:</b> Increase the quality and quantity of park space with the goal of serving residents in all areas of the community.		
<i><b>Action 5.2.1:</b> Promote and enforce parkland dedication provisions.</i>		
<i><b>Action 5.2.2:</b> Link existing and future parks through existing and planned greenways.</i>		
<i><b>Action 5.2.3:</b> Expand regional and neighborhood biking and walking networks.</i>		
<i><b>Action 5.2.4:</b> Review current staffing needs for permanent and seasonal parks and recreation employees and hire additional staff if needed.</i>		
<b>STRATEGY 5.3:</b> Improve existing parks through planned maintenance and capital improvement plans.		
<i><b>Action 5.3.1: Foundation Park:</b> •Increase capacity and organization of existing active sports fields. •Pave existing mulch path. •Extend trail system along the woodlands to the east and along the South Fork of the Licking River.</i>		
<i><b>Action 5.3.2: Municipal Park:</b> •Update existing playground. •Add shade structures. •Add additional pavilions and/or shelters. •Work with the Pataskala Recreation Association on the future planning and programming of the pool facility.</i>		
<i><b>Action 5.3.3: Karr Park:</b> •Add a trail head. •Activate and expand the community garden.</i>		
<i><b>Action 5.3.4: Liberty Park:</b> •Add a multipurpose path. •Add shade structures and/or shade trees. •Construct a fishing dock.</i>		
<i><b>Action 5.3.5: Freedom Park:</b> •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.</i>		

# PARKS & OPEN SPACE DRAFT 1.17.19

	TIMEFRAME	RESPONSIBLE PARTIES
<b>Action 5.3.6: Citizens Park:</b> •Upgrade existing playground and improve drainage. •Add shade structures and/or shade trees. •Improve and expand existing parking area.		
<b>Action 5.3.7: LEADS Park:</b> •Improve and expand existing parking area.		
<b>Action 5.3.8: YMCA:</b> •Work with the YMCA to add bicycle/pedestrian connection for the neighborhood to the facility. •Create a connection from the YMCA to Karr Park.		
<b>STRATEGY 5.4:</b> Embrace and promote open spaces and programs that elevate the farm-to-table culture.		
<b>Action 5.4.1:</b> Program food-related events within the parks system.		
<b>Action 5.4.2:</b> Create additional opportunities for community gardens within existing parks and in new public spaces.		
<b>Action 5.4.3:</b> Create a public or public-private park space or community amenity that connects people to a working farm.		
<b>STRATEGY 5.5:</b> Educate the public on the significance of natural resource conservation.		
<b>Action 5.5.1:</b> 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.		
<b>Action 5.5.2:</b> Engage the Licking County Park District to offer educational programming within Pataskala's park system.		

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 5.6:</b> Protect and conserve natural resources and environmentally sensitive areas within Pataskala.		
<i><b>Action 5.6.1:</b> Support local organizations, like Licking County River Round Up, that provide volunteer services to clean-up and protect natural resources.</i>		
<i><b>Action 5.6.2:</b> Encourage property owners to properly manage streams and floodplains on private property to reduce erosion, contamination of waterways, flooding, and habitat degradation.</i>		
<i><b>Action 5.6.3:</b> 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.</i>		
<i><b>Action 5.6.4:</b> When developing properties with existing tree cover, encourage conservation of existing mature trees by incorporating them into site design and landscaping plans.</i>		
<i><b>Action 5.6.5:</b> Encourage developers to incorporate native vegetation into landscape plans to create natural habitat and reduce invasive species within the City.</i>		
<i><b>Action 5.6.6:</b> 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.</i>		

## GREENWAY NETWORK

Greenways are strips of land that are set aside for recreational use and environmental protection. They incorporate natural features and provide a safe space for pedestrians and bicyclists to experience open spaces. Greenways are an amenity for residents and visitors. They promote health and wellness, increase connectivity within the city, conserve resources, and promote sustainable development.

The Citywide Greenway Network map, shown in [Figure X-X](#), is a guide for developing a natural and open space network in the City. The network was developed with four main motivations for the City:

- Preserve and link open spaces and natural features.
- Increase connectivity between neighborhoods and destinations within the City.
- Improve health and wellness for residents and visitors.
- Attract residents and visitors to the City for recreation and to local businesses.

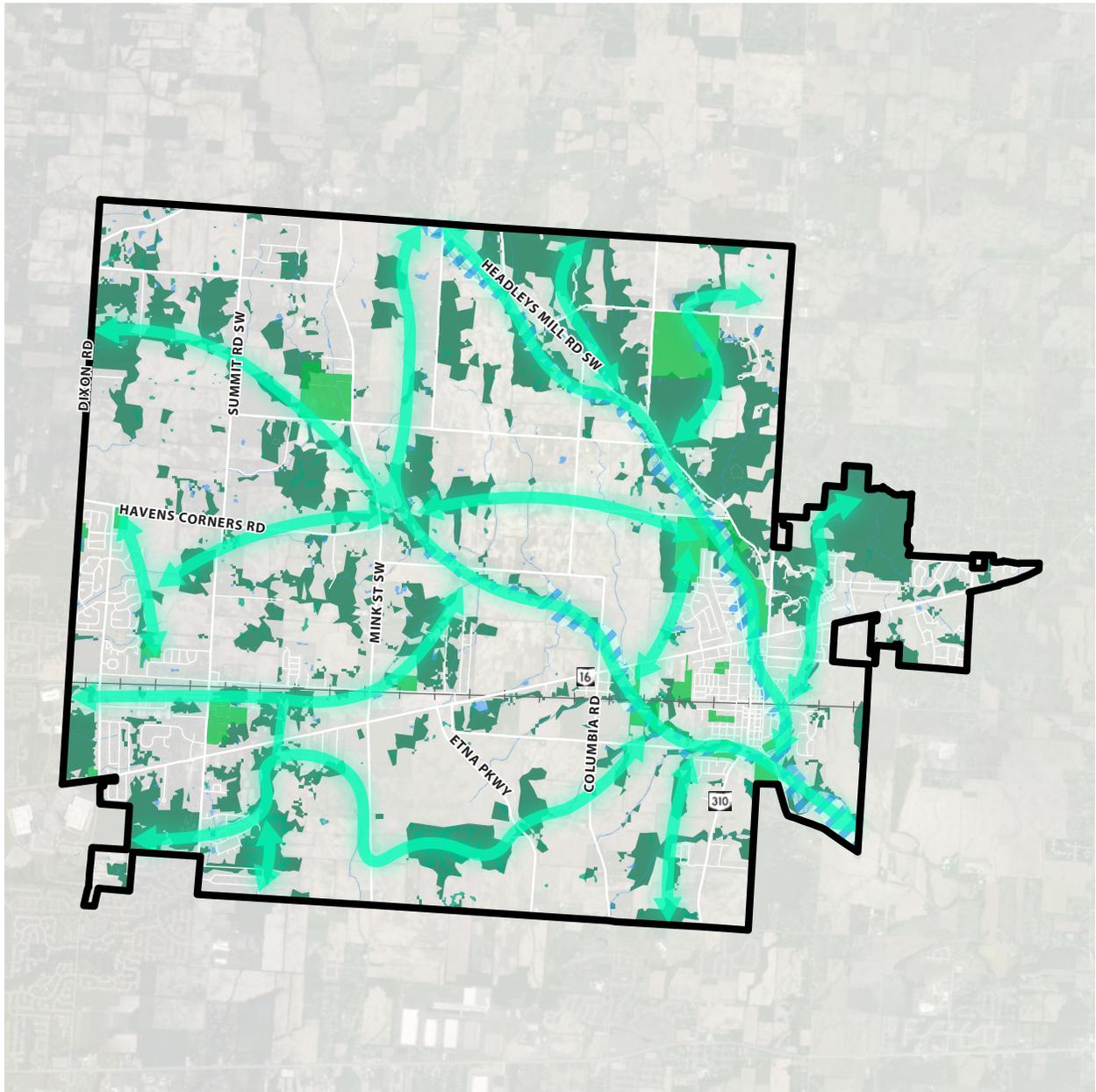
All future development should implement the identified greenways into site development plans,

conserving areas along the greenway network to create a interconnected trails throughout the City. This continuous network will ensure people and wildlife can use the network for recreation, travel, and migration purposes.

Future development should implement the identified greenways into site development plans, conserving areas along the greenway network.



*As the greenway network is implemented within new developments, a multi-purpose trail within the greenway can connect people to neighborhoods and destinations like parks and stores within the City.*



LEGEND					
	Greenway Network		Floodplain 100-year		Wetlands
	Surface Water		Tree Cover		Park/Open Space

Figure 4-9: Citywide Greenway Network



# Future Land Use

## IN THIS SECTION:

- Overview
- Insights and Analysis
  - » Public Input
  - » Existing Zoning
  - » Existing Land Use
  - » Agriculture in the City
- Key Findings
- Recommendations
  - » Future Land Use Types
  - » Goals, Strategies, and Actions

## 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 X-X) is designed to complement the recommendations of each section. Implementation of the Future Land Use Nap in the coming decades, will be integral in achieving the goals and recommendations of this Plan.

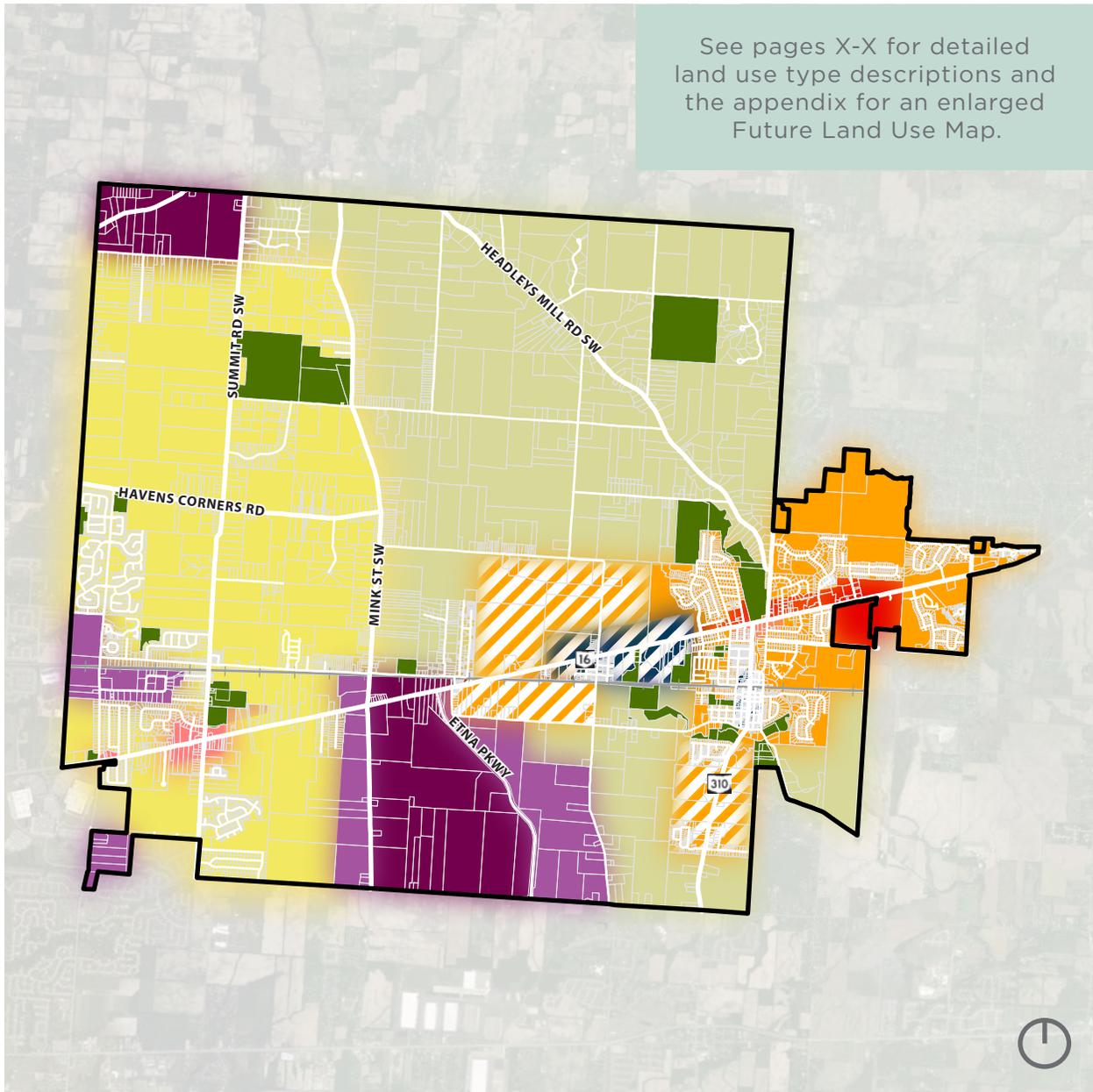
## USING THE FUTURE LAND USE MAP

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. When proposed land use changes are not in alignment, careful consideration should be given to whether that change should be granted. [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.

Figure 4-10: Future Land Use Map



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

## 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 X-X). 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

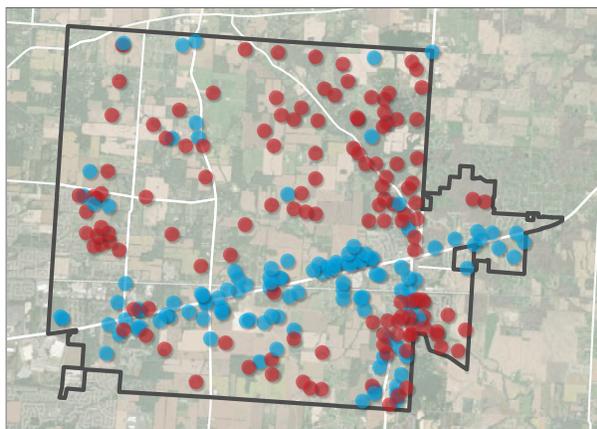
spaces was important. Similar sentiments were heard throughout the public meetings. People saw opportunities to attract new businesses and visitors to improve the local economy and access for residents to commercial amenities. Participants felt there was a need to expand and increase parks and green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

Figure 4-12: Future Priorities

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.

Figure 4-11: Areas to Grow and Preserve



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

**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)**

	ONLINE	PUBLIC MEETINGS
1. Balance of conservation and development	3.9	4.4
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)

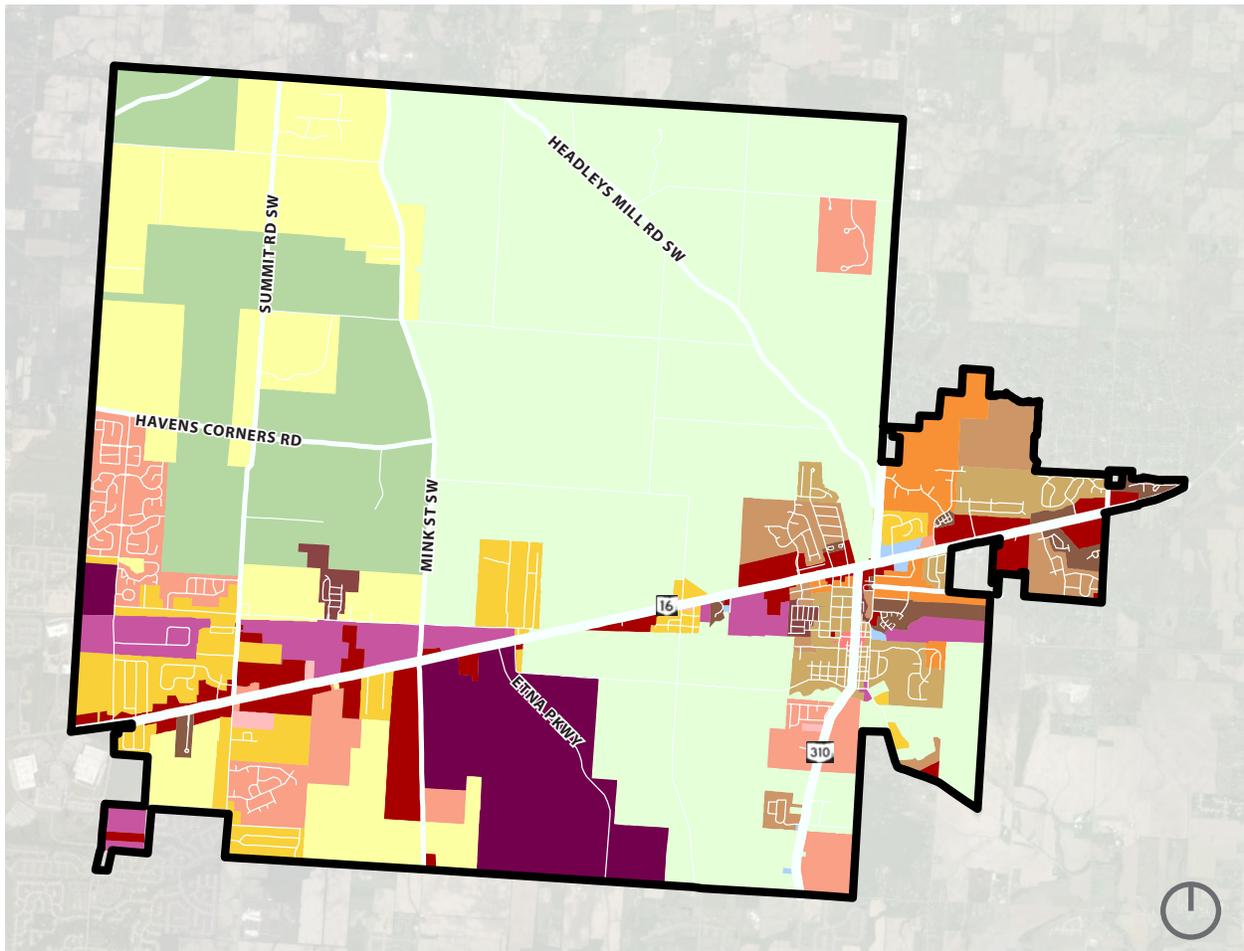
## EXISTING ZONING

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.

Figure 4-13: Existing Zoning



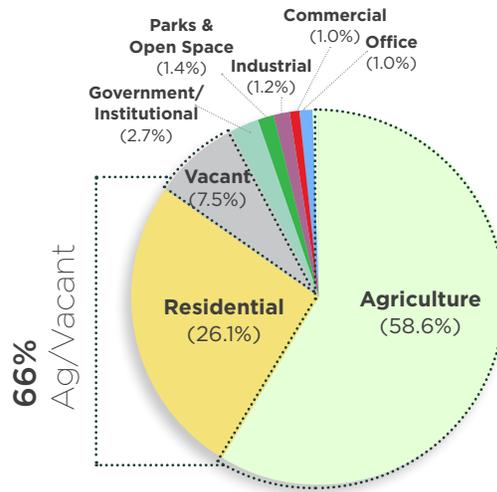
LEGEND							
	Agriculture		Med-High Density Res.		Manufactured Home		General Business
	Rural Residential		High Density Res.		Professional Research-Office		Light Manufacturing
	Med-Low Density Res.		Village Single Family Res.		Downtown Business		Planned Manufacturing
	Medium Density Res.		Multi-Family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

## EXISTING LAND USE

Approximately 66% of the City's land area is in agriculture and vacant use. This equates to nearly 12,000 acres of land that is developable, creating potential for Pataskala to grow while conserving land to retain its rural charm and character.

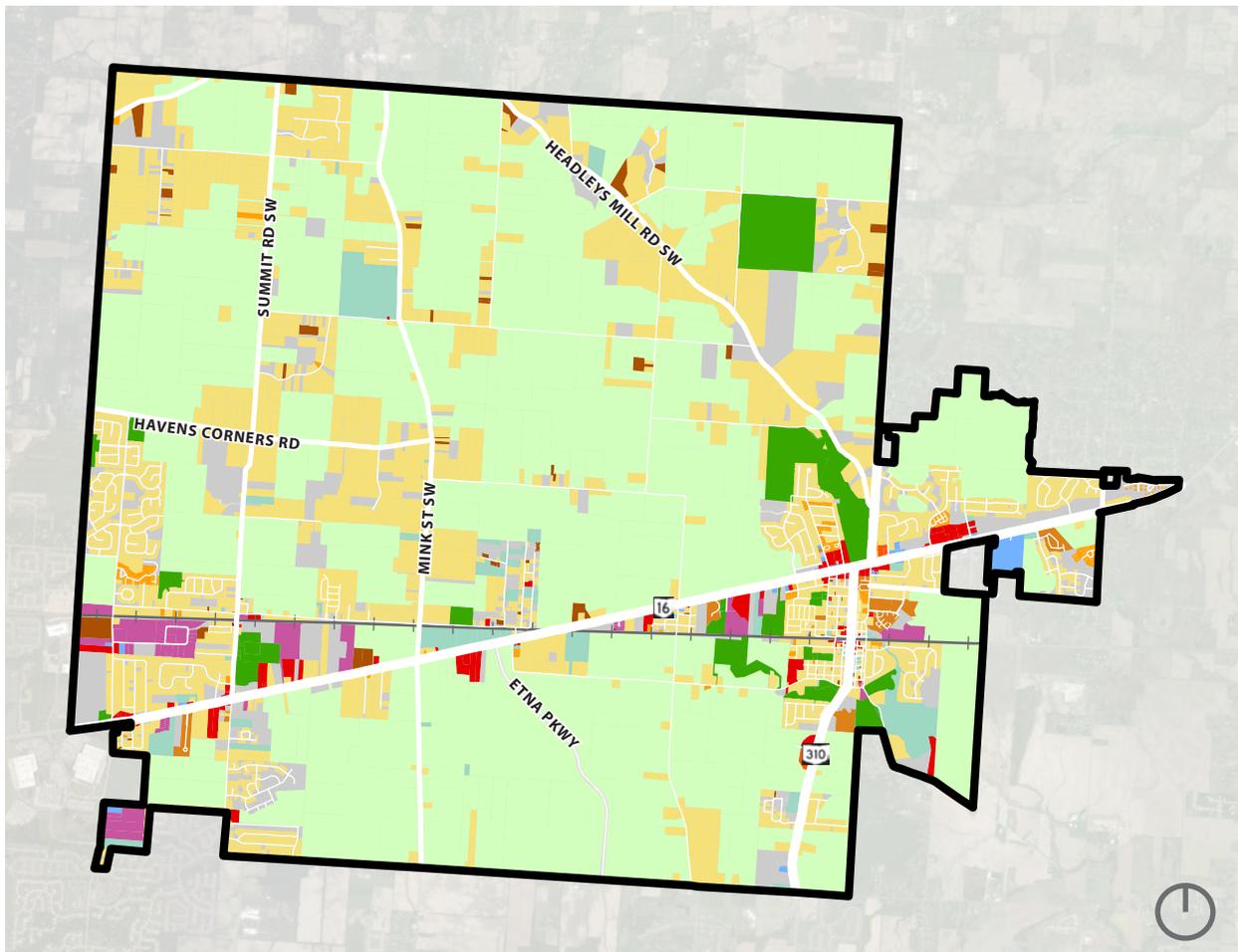
At the same time, over 25% of city land use is in residential use and only approximately 3% is in industrial, commercial, or office use. A lack of income generating land use types, such as industrial and commercial, may place a burden on city finances. It is important to balance these uses, in order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

Figure 4-15: Existing Land Use Breakdown\*



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

Figure 4-14: Existing 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 in Pataskala including: Current Agricultural Use Valuation, Agricultural Districts, Agricultural Security Areas, and Agricultural Easements, among many other federal and state programs.

### 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. The Licking Land Trust is an important partner within the City to help conserve and protect land resources.

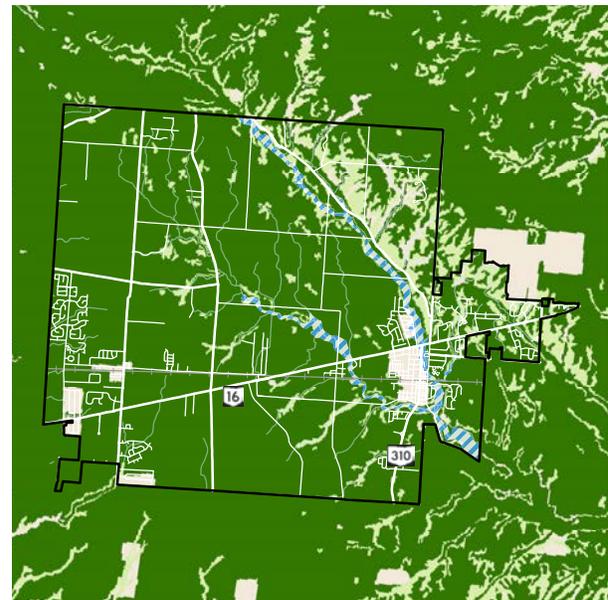
### Prime Farmland

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 X-X**, 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.*

*Figure 4-16: Prime Farmland*



- Prime Farmland
- Farmland of Local Importance
- Not Prime Farmland
- Surface Water
- Floodplain

*(National Resources Conservation Service, 2017)*

## KEY FINDINGS



### **CONSERVE OPEN SPACE AND AGRICULTURE.**

Conservation of open space and rural lifestyles 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.

## 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.

### LAND USE TYPES

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

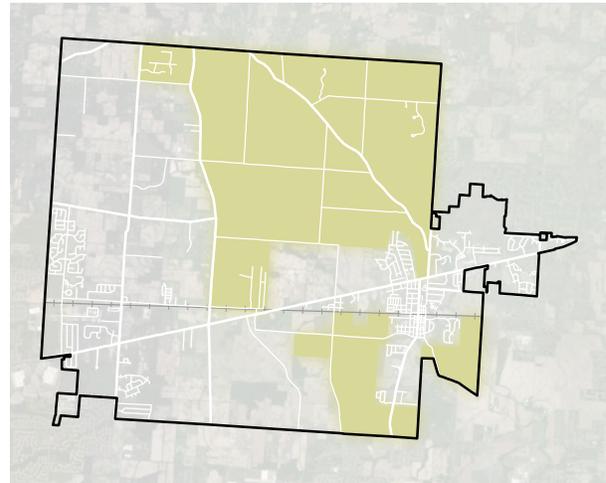
	LAND USE	HEIGHT	LOT COVERAGE	FRONT SETBACK	PARKING	DEVELOPMENT INTENSITY	RECOMMENDED USES
	Conservation Rural	1-2 stories	50% max. gross site area	30-100 ft	Rear or side facing	1 unit/10 acres	<ul style="list-style-type: none"> <li>• Detached/ Attached Single Family</li> </ul>
	Conservation Suburban	1-3 stories	50% max. gross site area	10-30 ft	Rear or side facing	1 unit/2 acres	<ul style="list-style-type: none"> <li>• Detached/ Attached Single Family</li> </ul>
	Medium Density Residential (MDR)	1-3 stories	30-50%	10-30 ft	Rear or side facing	6-15 units/acre	<ul style="list-style-type: none"> <li>• Detached/ Attached Single Family</li> <li>• Multifamily</li> </ul>
	Medium Density Mixed Use	1-3 stories	30-50%	0-20 ft	Rear or side of building	6-15 units/acre; less than 30,000 sf/acre	<ul style="list-style-type: none"> <li>• Detached/ Attached Single Family</li> <li>• Multifamily</li> <li>• Retail</li> <li>• Office</li> </ul>
	Village Mixed Use	1-5 stories	30-50%	0-15 ft	Rear or side of building, screen from street	10-30 units/acre; 20,000 - 40,000 sf/acre	<ul style="list-style-type: none"> <li>• Detached/ Attached Single Family</li> <li>• Multifamily</li> <li>• Retail</li> <li>• Office</li> </ul>
	Neighborhood Commercial (NC)	1-3 stories	30-50% (min-max)	10-30 ft	Rear or side of building, screen from street	Individual buildings > 20,000 - 30,000 sf/acre	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Office</li> </ul>
	Community Commercial (CC)	1-2 stories	30-50%	Approx. 10-100 ft	Screen from street	10,000 - 14,000 sf/acre	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Office</li> </ul>
	Flex Industrial	1-2 stories	30-40%	50 ft	Screened from street/ neighboring uses	10,000 - 15,000 sf/acre	<ul style="list-style-type: none"> <li>• Industrial</li> <li>• Office</li> </ul>
	Innovation	1-2 stories	20-30%	30-50 ft	Screened from street/ neighboring uses	10,000 - 20,000 sf/acre	<ul style="list-style-type: none"> <li>• Industrial</li> <li>• Office</li> <li>• Retail</li> </ul>
	Parks & Open Space	--	--	--	--	--	<ul style="list-style-type: none"> <li>• Park</li> <li>• Recreation</li> <li>• Natural Area</li> </ul>

**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.

- **Development Intensity** in this area should be one dwelling unit per 10 acres. Higher net densities may be achieved, but overall density should not exceed one unit per 10 acres. Density bonuses may be considered for development that exceeds 50% open space dedication.
- **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 and should follow the future greenways plan. 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. Multimodal options including recreational paths may be included.



Development Character

<b>Zoning Districts</b>	AG
<b>Height</b>	1-2 stories
<b>Front Setback</b>	30-100 ft
<b>Parking</b>	Rear or side facing
<b>Intensity</b>	1 unit / 10 acres (density bonuses may be considered, but shall not exceed 1 unit / 6 acres)
<b>Open Space</b>	50% minimum gross site area
<b>Recommended Uses</b>	• Detached/Attached Single Family



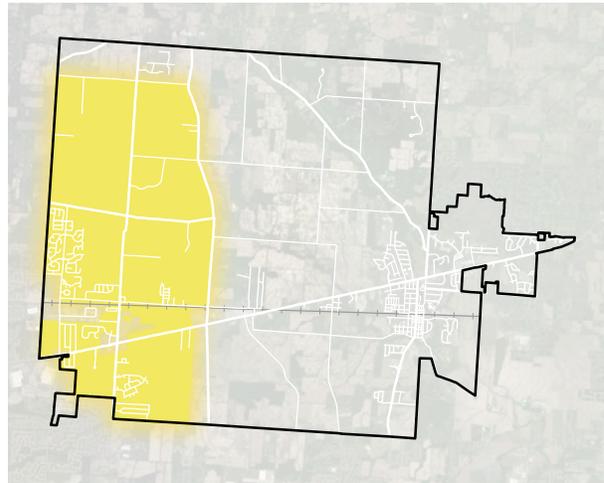
*Distinct architecture and natural materials create attractive neighborhoods within the landscape.*

**CONSERVATION SUBURBAN**

Description

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

- **Development Intensity** in this area should be one dwelling unit per 2 acres. Higher net densities may be achieved through open space dedication < 50%, 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 can be included within open space and should follow the future greenways map. 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. Recreational paths should be included and connect to nearby neighborhoods, schools, parks, and into the greenway network.



Development Character

<b>Zoning Districts</b>	RR, R-87, R-20, PDD
<b>Height</b>	1-3 stories
<b>Front Setback</b>	10-30 ft
<b>Parking</b>	Rear or side facing
<b>Intensity</b>	1 unit / 2 acres (density bonuses may be given, but shall not exceed 2 units / 1 acre)
<b>Open Space</b>	50% minimum gross site area
<b>Recommended Uses</b>	• Detached/Attached Single Family



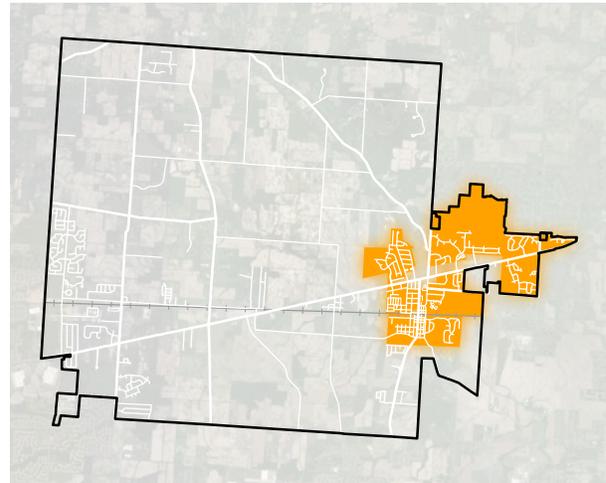
Clustered homes preserve large areas of open and natural space, accessible by all residents.

**MEDIUM DENSITY RESIDENTIAL**

Description

Medium Density Residential is characterized by communities with a range of housing options from single family detached to higher density multifamily with on-site, shared amenities.

- **Development Intensity** in this area may vary from 6-15 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

<b>Zoning Districts</b>	R-15, R-10, RM, R-7, R-20
<b>Height</b>	1-3 stories
<b>Lot Coverage</b>	30-50%
<b>Front Setback</b>	10-30 ft
<b>Parking</b>	Rear or side facing
<b>Intensity</b>	6-15 units / acre
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Detached/Attached Single Family</li> <li>• Multifamily</li> </ul>



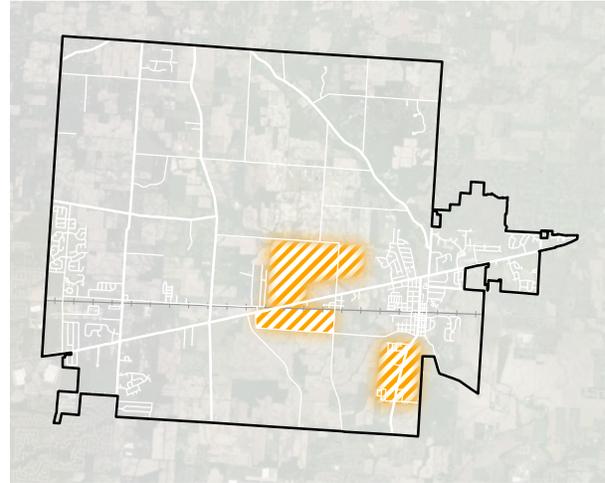
A range of single family homes, townhomes, patio homes, and flats provide housing options within the same neighborhood.

## 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.

- **Development Intensity** in this area may vary from 6-15 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 to the larger greenway network 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 modes of 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, and into the greenway network.



### Development Character

<b>Zoning Districts</b>	AG, R-10, PDD
<b>Height</b>	1-3 stories
<b>Lot Coverage</b>	30-50%
<b>Front Setback</b>	0-20 ft
<b>Parking</b>	Rear or side of building
<b>Intensity</b>	6-15 units/acre; less than 30,000 sf/acre
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Detached /Attached Single Family</li> <li>• Multifamily</li> <li>• Retail</li> <li>• Office</li> </ul>



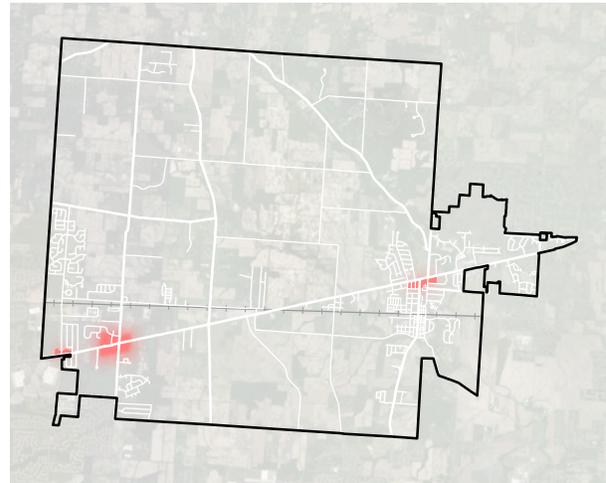
*A mix of housing and commercial uses create easy walkability for residents to nearby businesses.*

**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.

- **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. Connection into the City’s greenways should be made where possible.
- **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, green stormwater infrastructure, and lighting. Multimodal options including recreational paths should connect to nearby neighborhoods and into the larger greenway network.



Development Character

<b>Zoning Districts</b>	GB, LB
<b>Height</b>	1-3 stories
<b>Lot Coverage</b>	30-50% (min-max)
<b>Front Setback</b>	10-30 ft
<b>Parking</b>	Rear or side of building, screen from street
<b>Intensity</b>	Individual buildings > 20,000 -30,000 sf
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Office</li> </ul>



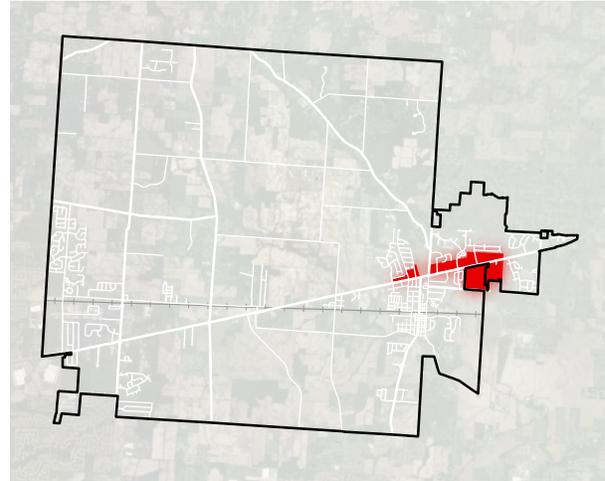
Commercial buildings are oriented towards the street and facades consist of high quality materials.

## 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.

- **Development Intensity** in this area should be 10,000 - 14,000 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. Connection to the City’s greenway should be considered in this area.
- **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. Shared parking agreements are encouraged.



### Development Character

<b>Zoning Districts</b>	GB, PRO
<b>Height</b>	1-2 stories
<b>Lot Coverage</b>	30-50%
<b>Front Setback</b>	Approximately 10-100 ft
<b>Parking</b>	Screen from street
<b>Intensity</b>	10,000 - 14,000 sf/acre
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Office</li> </ul>



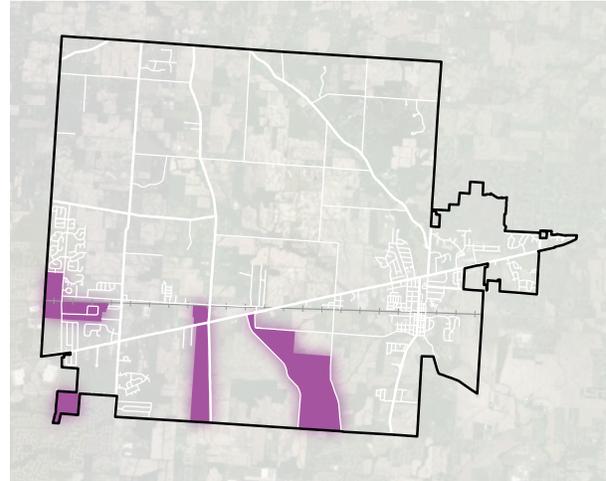
Larger, auto-centric uses utilize landscaping to define the street while accommodating access to businesses.

## 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.

- **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 be 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.



### Development Character

<b>Zoning Districts</b>	M-1, PM, GB, AG, R-87
<b>Height</b>	1-2 stories
<b>Lot Coverage</b>	30-40%
<b>Front Setback</b>	Greater than 50 ft
<b>Parking</b>	Screened from the street and neighboring uses
<b>Intensity</b>	10,000-15,000 sf/acre
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Industrial</li> <li>• Office</li> </ul>



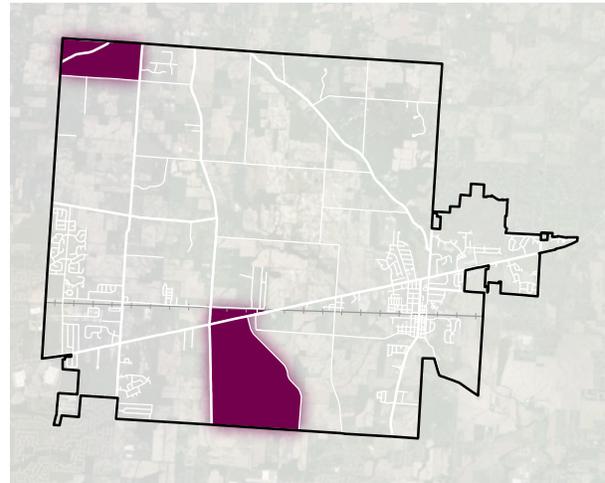
*Industrial buildings create functionality for their uses while still incorporating design elements such as landscaped entrances and large windows.*

**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.

- **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. Connection into the citywide greenway system should be made where possible.
- **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.



Development Character

<b>Zoning Districts</b>	RR, PM, M-1, GB, PDD
<b>Height</b>	1-2 stories
<b>Lot Coverage</b>	20-30%
<b>Front Setback</b>	30-50 ft
<b>Parking</b>	Screened from the street and neighboring uses
<b>Intensity</b>	10,000-20,000 sf/acre
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Industrial</li> <li>• Office</li> <li>• Retail</li> </ul>



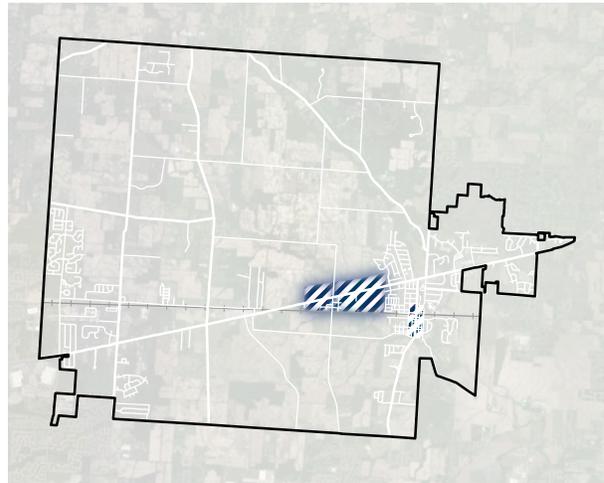
Large industrial buildings incorporate well-landscaped and architecturally distinct entrances to improve building aesthetics.

**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.

- **Development Intensity** in this area may range from 10 to 30 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.



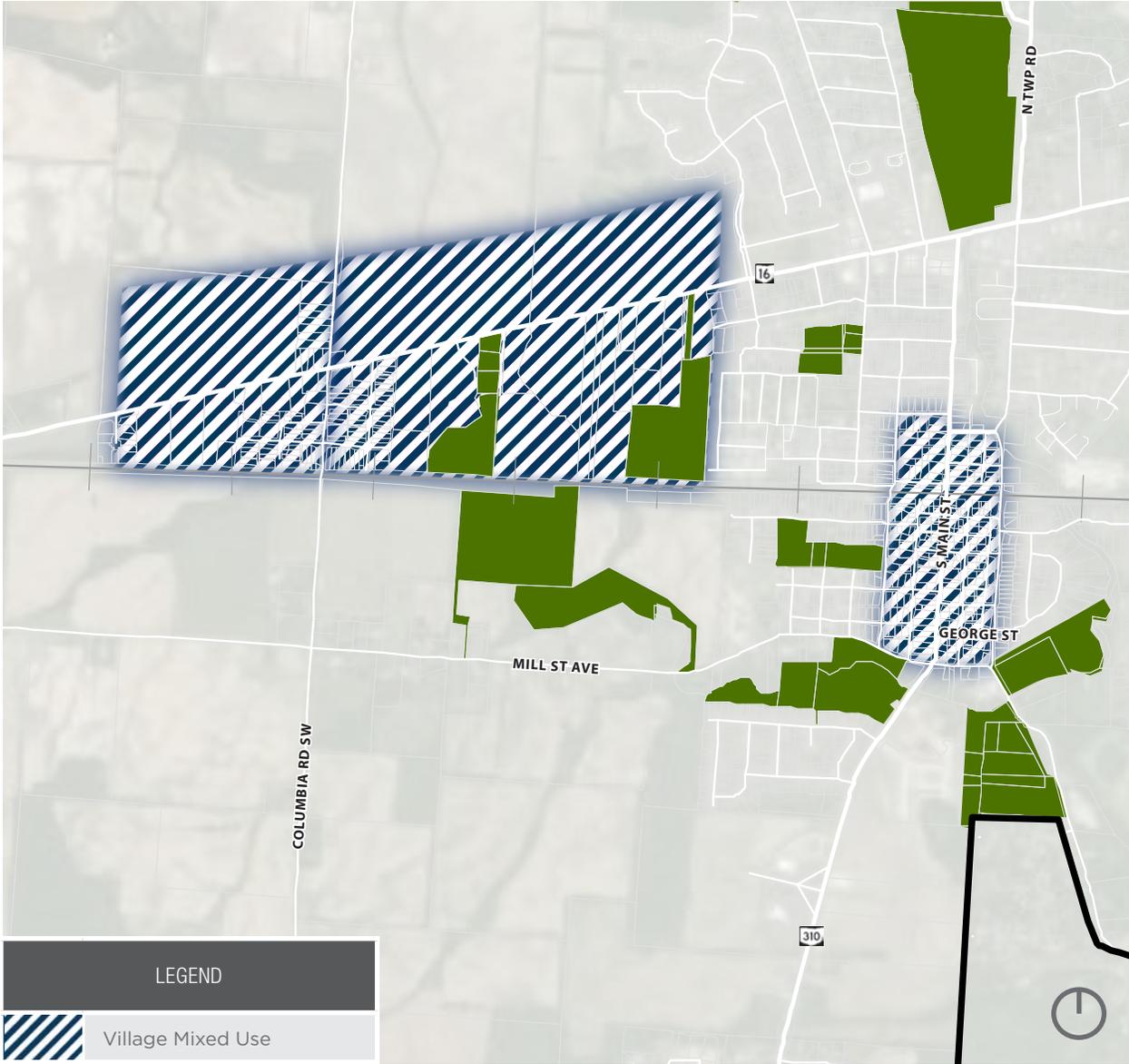
Development Character

<b>Zoning Districts</b>	GB, LB, M-1, DB, R-20
<b>Height</b>	1-5 stories
<b>Lot Coverage</b>	30-50%
<b>Front Setback</b>	0-15 ft
<b>Parking</b>	Rear or side of building, screen from street
<b>Intensity</b>	10-30 units/acre 20,000-40,000 sf/acre
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Detached/attached single family</li> <li>• Multifamily</li> <li>• Retail</li> <li>• Office</li> </ul>



*A mix of commercial, residential, and public spaces create dynamic centers for people to live, work, and play.*

Figure 4-18: Village Mixed Use

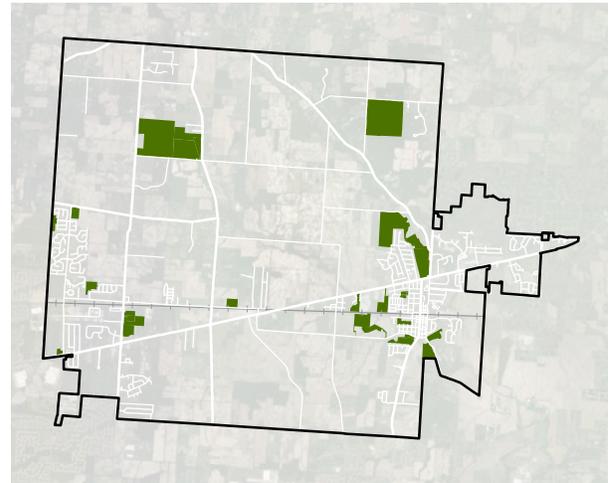


**PUBLIC, PARKS, & OPEN SPACE**

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.*

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PATASKALA COMPREHENSIVE PLAN

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## 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
<b>STRATEGY 6.1:</b> Guide and promote the quality and character of future development.		
<b>Action 6.1.1:</b> Publish a Request for Proposals to retain an organization to update the zoning code with the goal of bringing it into alignment with the Future Land Use Map and Comprehensive Plan.		
<b>Action 6.1.2:</b> Strongly enforce the Transportation Corridor Overlay District (TCOD) along designated corridors.		
<b>Action 6.1.3:</b> Strengthen and enhance the TCOD requirements including additional requirements for building orientation, windows, higher quality landscaping, multimodal facilities, etc.		
<b>STRATEGY 6.2:</b> Protect agricultural and open space land resources.		
<b>Action 6.2.1:</b> Promote agriculture and conservation easements to protect valuable farmland and environmentally sensitive areas, especially along streams, wetlands, and forested areas.		
<b>Action 6.2.2:</b> 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.		
<b>Action 6.2.3:</b> Recommend potential agricultural and conservation easements, specifically along greenways, during the development review process.		

	TIMEFRAME	RESPONSIBLE PARTIES
<p><b>Action 6.2.4:</b> <i>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.</i></p>		
<p><b>STRATEGY 6.3:</b> Plan for new growth and development while being fiscally mindful of the short-term and long-term cost of development.</p>		
<p><b>Action 6.3.1:</b> <i>Consider the use of impact fees as a tool plan for and cover the cost associated with future development.</i></p>		
<p><b>Action 6.3.2:</b> <i>Consider using tax increment financing and other economic incentives as a tool to plan and pay for infrastructure and public improvements.</i></p>		
<p><b>STRATEGY 6.4:</b> Focus future commercial and mixed use development within targeted areas.</p>		
<p><b>Action 6.4.1:</b> <i>See Signature Places strategies and actions page X.</i></p>		

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05

INFRASTRUCTURE

MOBILITY  
SERVICES

# Mobility

## IN THIS SECTION:

- Overview
- Insights and Analysis
  - » Public Input
  - » Roadways
  - » Active Transportation
  - » Transit
- Key Findings
- Recommendations
  - » Roadway Character
  - » Bikeway Network
  - » Goals, Strategies, and Actions

## 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.*

*Figure 5-1: Community Survey - Mobility*

*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

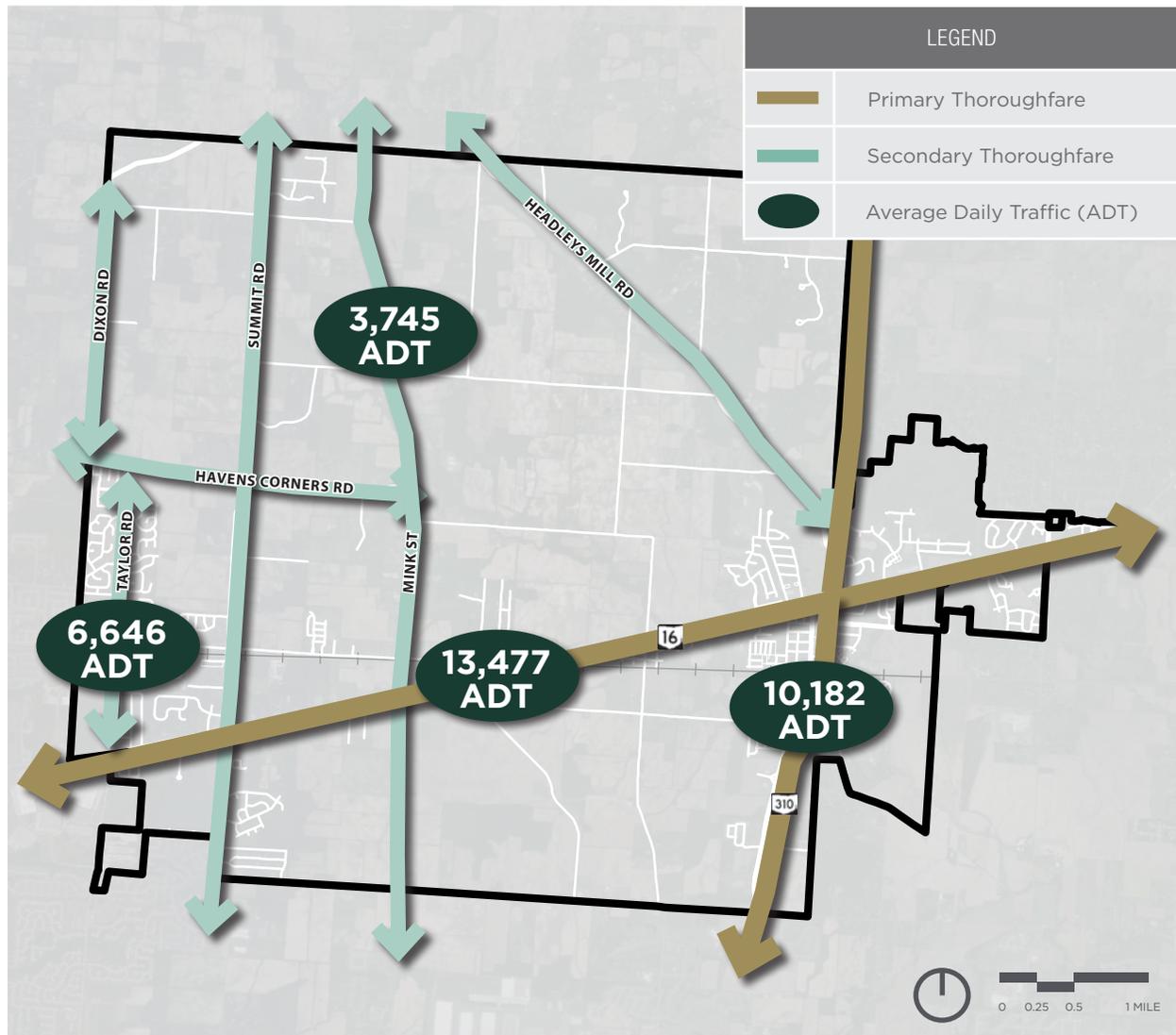
See Chapter 03:  
Community Identity for  
additional information and  
recommendations for the  
physical realm.

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. However, this traffic level is comparatively much less than nearby communities. 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.

Figure 5-3: Primary and Secondary Roadways



### Complete Streets

Complete Streets are roadways planned, design, 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 and 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 are becoming increasingly common in Central Ohio. Newark, Ohio installed four roundabouts around its Downtown square.*

### 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.



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

## 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 X-X, 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.

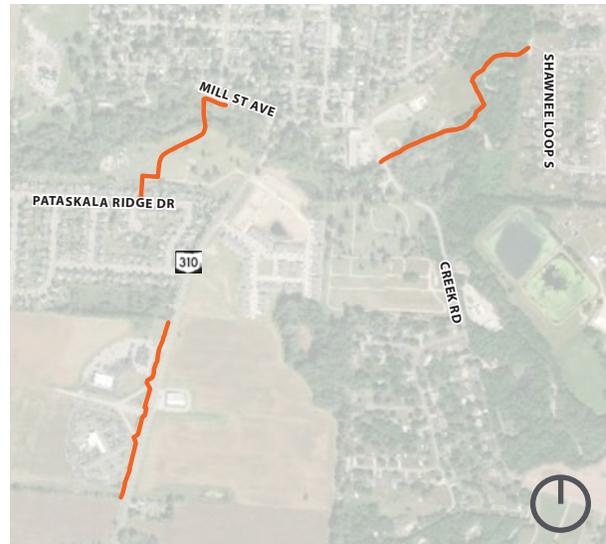
As Pataskala begins to implement a bikeway network within the City, there are best practices, unique to rural communities like Pataskala, to consider. Future bikeways within the City should incorporate the following principles.

**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.

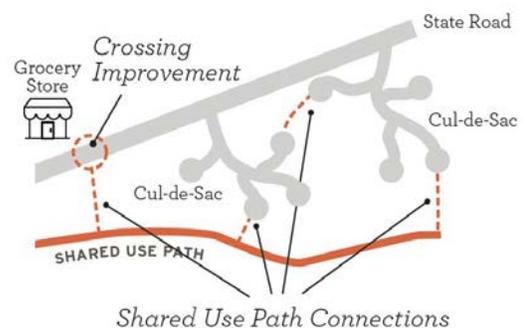
**Enhance bicycle safety.** In addition to improving

Figure 5-4: Existing City Bikeways



There are three bikeways in the City, all of which are located close to Old Village.

Figure 5-5: Rural Multi-Modal Networks



Multi-modal networks can improve connectivity between neighborhoods and to destinations in small towns (Federal Highway Administration, 2016).

connectivity, bikeway networks can address safety 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.

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



*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.*

population growth and other trends will shape 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 with 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. Commercial Arterial roadways are meant to support heavier travel and provide access to commercial uses. Scenic Roadways 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.

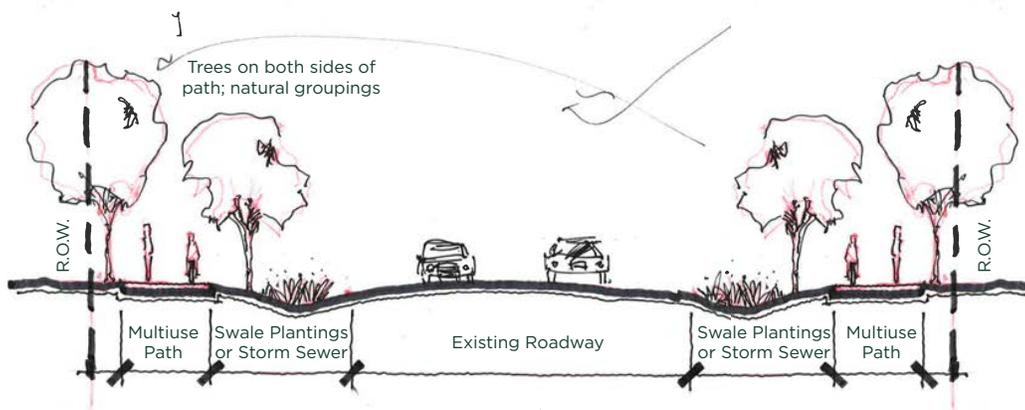
#### Commercial Arterial

Commercial 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:** 2 lanes
- Pedestrian Real:** Multiuse path on one/both sides, buffered by plantings
- Streetscape:** Low swale plantings; lawn/tree buffer
- Example Roadways:** Broad Street, S.R. 310



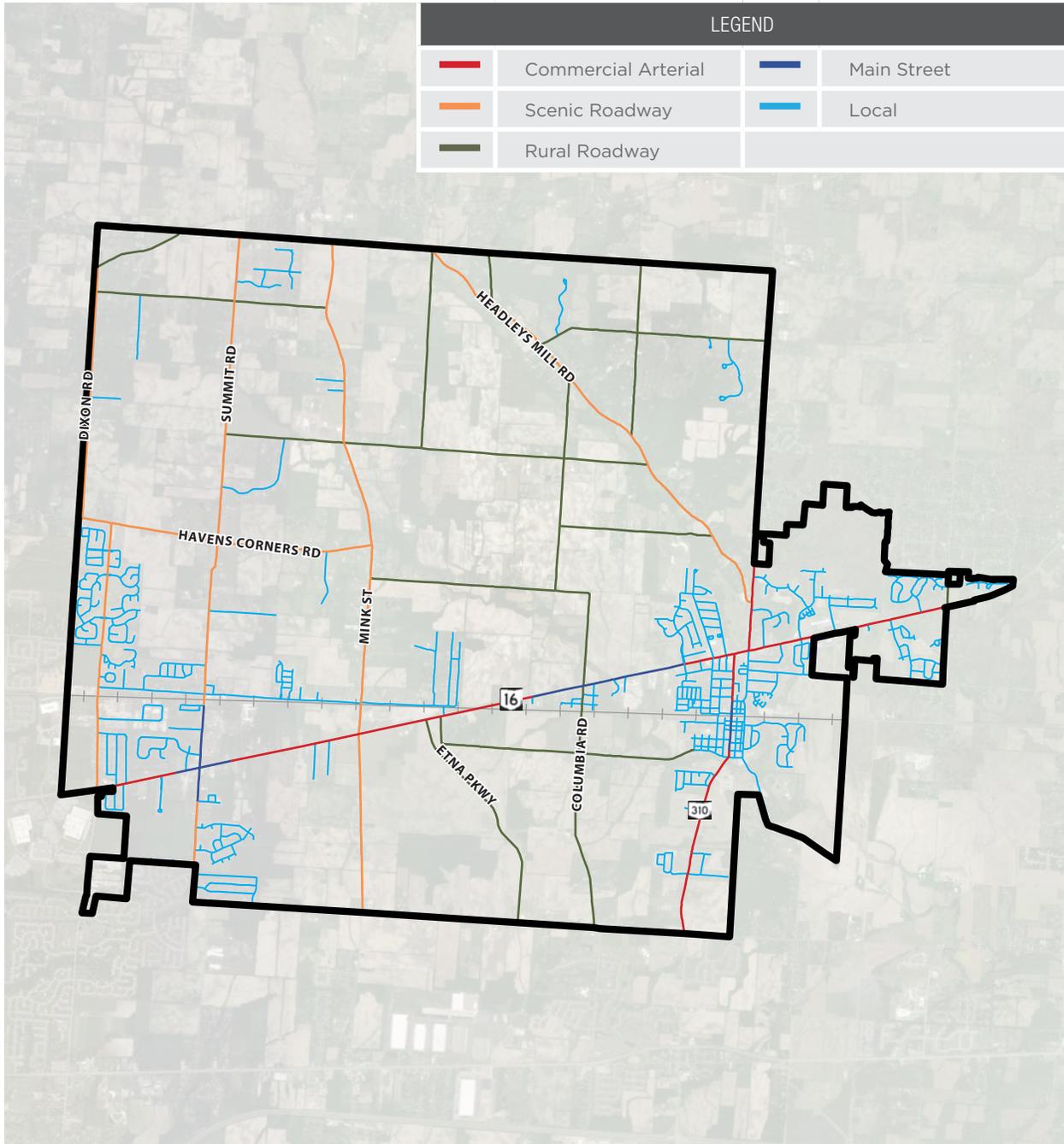


Figure 5-6: Roadway Character



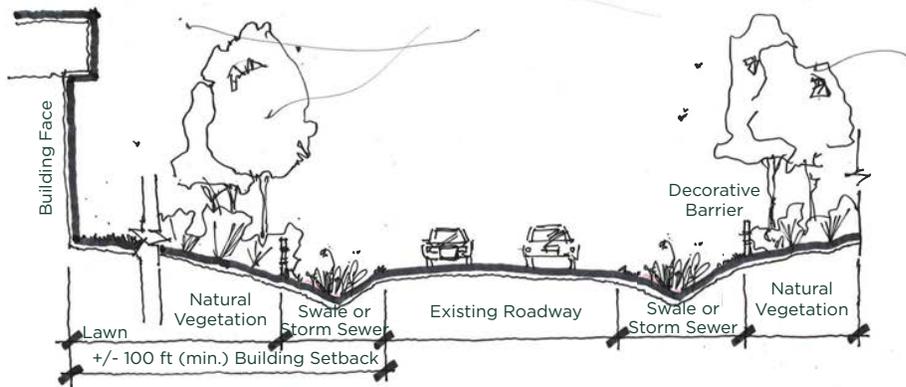
### Scenic Roadways

Scenic Roadways 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 lanes
- Pedestrian Real:** Option for recreational path setback from roadway
- Streetscape:** Natural vegetation, lawn
- Example Roadways:** Headley's Mill Road, Mink Street



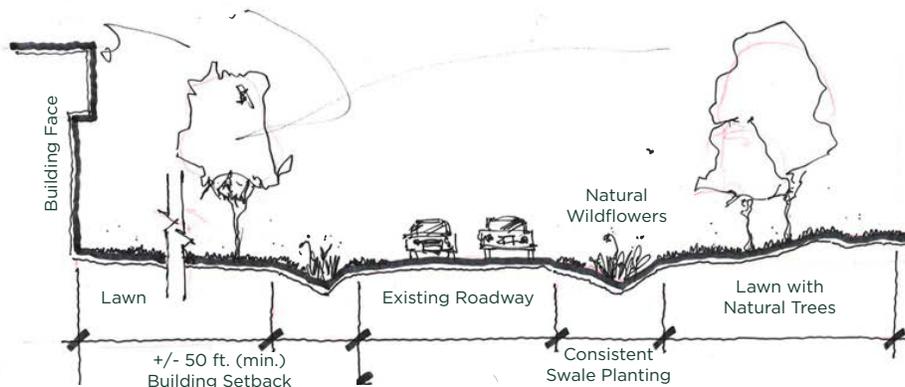
### Rural Roadway

Rural Roadways have moderately moving travel lanes and are usually located in agricultural or residential areas. With similar character to Scenic Roadways, 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
- Pedestrian Real:** Multiuse path on one side, buffered by plantings
- Streetscape:** Low swale plantings; lawn/tree buffer
- Example Roadways:** Columbia Road, Clark State Road



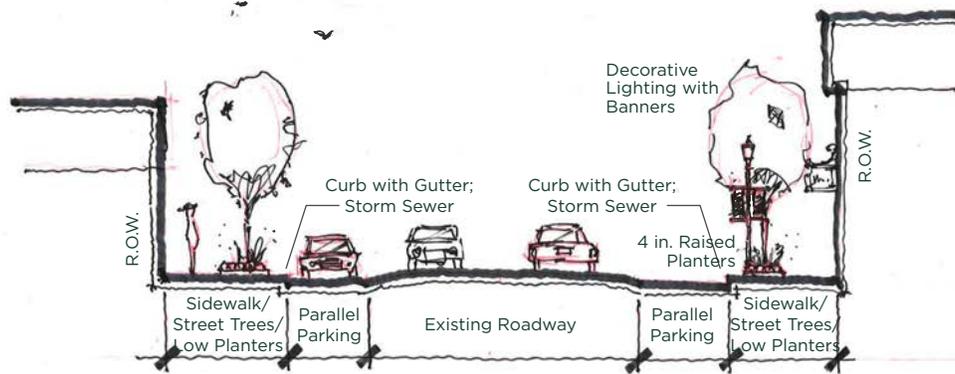
Main Street

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
- Pedestrian Realm:** Sidewalk
- Streetscape:** Street trees; low planters; decorative lighting, banners
- Example Roadways:** Main Street, Broad Street (some sections)



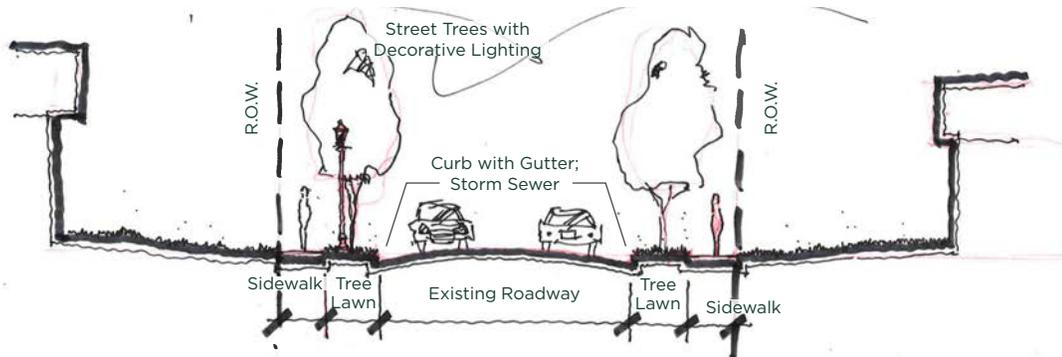
Local

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
- Pedestrian Realm:** Multiuse path on one side, buffered by plantings
- 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.

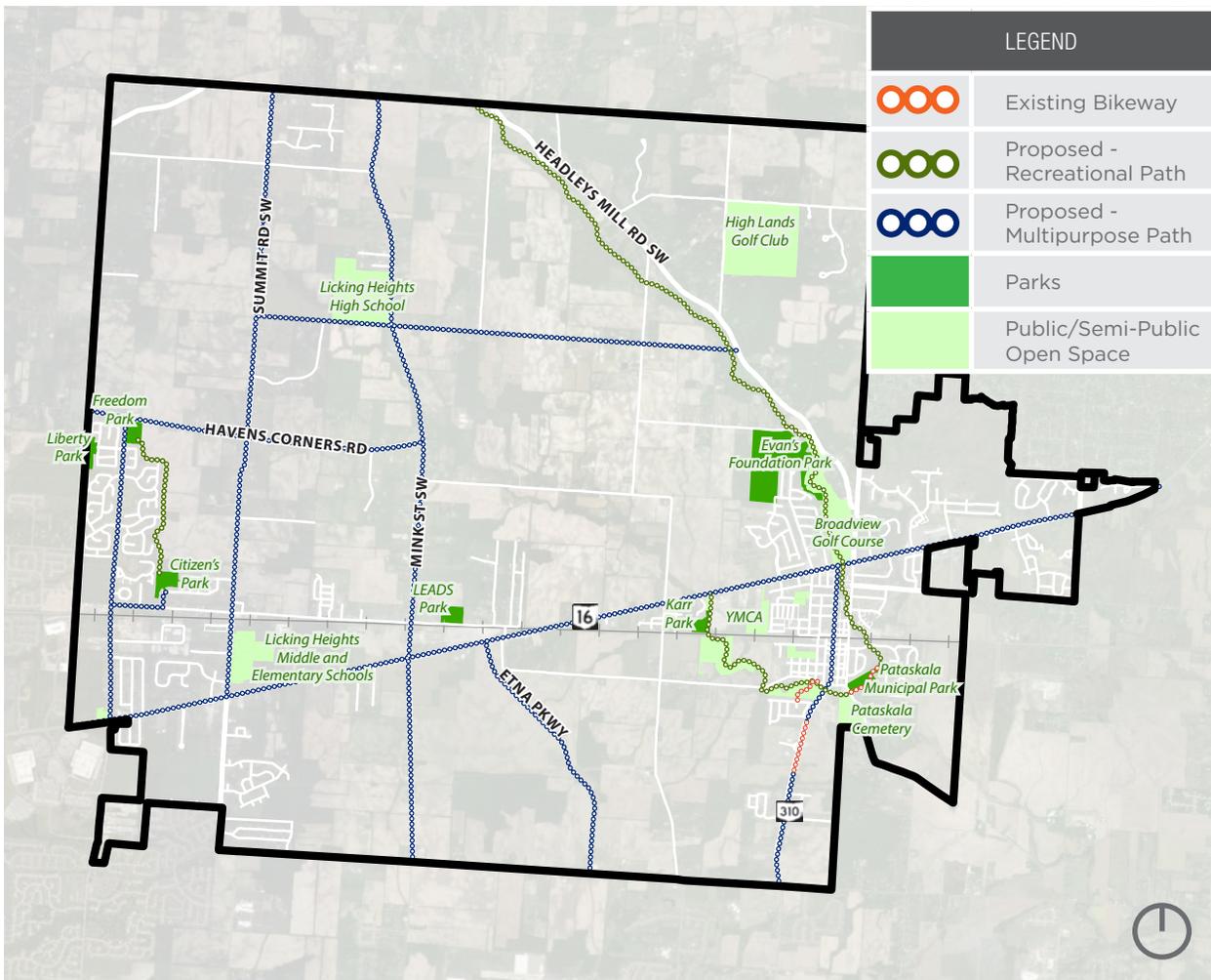
Proposed bikeways in the City are of two main types: recreational paths and off-street multi-purpose paths. Recreational paths are primarily intended for recreational purposes, to connect park spaces and to follow natural areas like streams and woodlands. These trails are mainly an amenity for residents

and visitors but can also better connect people to destinations.

Off-street multi-purpose paths 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.

The proposed Greenway Network (page X) can help support bikeway connections.

Figure 5-7: Citywide Bikeway Network



## GOAL 7 - MOBILITY

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

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 7.1:</b> Increase the safety and efficiency of transportation within the City.		
<b>Action 7.1.1:</b> <i>Improve existing signalized intersections by identifying and prioritizing deficient intersections and developing plans and funding scenarios for implementation.</i>		
<b>Action 7.1.2:</b> <i>Identify and prioritize specific intersections for improvements through the use of roundabouts and develop plans and funding scenarios for implementation.</i>		
<b>Action 7.1.3:</b> <i>Include strategic and pressing roadway issues in the Roadway Asset Management Program (RAMP).</i>		
<b>Action 7.1.4:</b> <i>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.</i>		

Add Responsible Parties and timeframe once finalized.

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 7.2:</b> Ensure roadway capacity meets roadway demand before development occurs.		
<i><b>Action 7.2.1:</b> Complete a Citywide thoroughfare study to plan for roadway improvements including widening, paving, and constructing additional roadway connections to improve travel.</i>		
<i><b>Action 7.2.2:</b> Review the requirements of proposed developments to perform a traffic study to ensure impacts are alleviated, as necessary.</i>		
<i><b>Action 7.2.3:</b> Ensure developers fund identified improvements from traffic studies to sufficiently alleviate traffic impacts from the development.</i>		
<i><b>Action 7.2.4:</b> Align capital improvement projects, including pavement upgrades and roadway widening, with planned developments.</i>		
<b>STRATEGY 7.3:</b> Improve pedestrian and bicycle safety by installing facilities throughout the City.		
<i><b>Action 7.3.1:</b> Encourage future development to incorporate non-motorized infrastructure (i.e. multi-purpose path, sidewalk, etc.) throughout the development and connecting to adjacent development.</i>		
<i><b>Action 7.3.2:</b> Consider adopting a Citywide policy that requires future development to incorporate non-motorized infrastructure throughout the development and connecting to adjacent development.</i>		
<i><b>Action 7.3.3:</b> 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.</i>		

	TIMEFRAME	RESPONSIBLE PARTIES
<i><b>Action 7.3.4:</b> Prioritize planned bikeway connections to increase access and connectivity of the existing network for travel and recreation.</i>		
<i><b>Action 7.3.5:</b> Explore additional funding opportunities, like Safe Routes to School and the Clean Ohio Trails Fund, for installing pedestrian and bicycle facilities.</i>		
<b>STRATEGY 7.4:</b> Improve both urban and rural City streetscapes.		
<i><b>Action 7.4.1:</b> 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.</i>		
<i><b>Action 7.4.2:</b> 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.</i>		

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PATASKALA COMPREHENSIVE PLAN

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# Services

## IN THIS SECTION:

- Overview
- Insights and Analysis
  - » Public Input
  - » City Facilities
  - » School Districts
  - » Water Service
- Key Findings
- Recommendations
  - » Goals, Strategies, and Actions

## 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 show in Figure X-X, 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 where the proposed Town Center is located.

Figure 5-8: Community Survey - Services

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

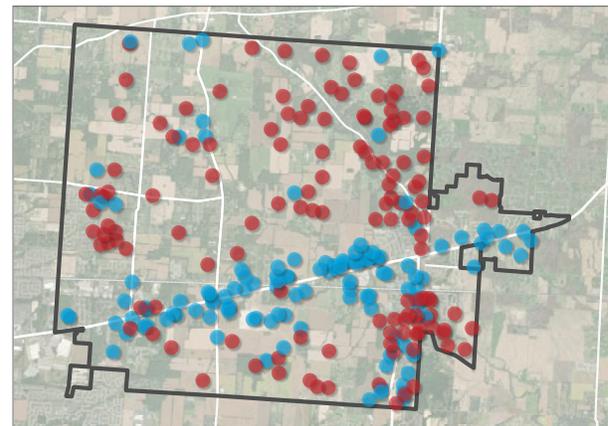
Rank 2. Redevelop existing properties

3.7	3.7
-----	-----

Rank 8. No growth or development

1.8	1.5
-----	-----

Figure 5-9: Areas to Grow and Preserve



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

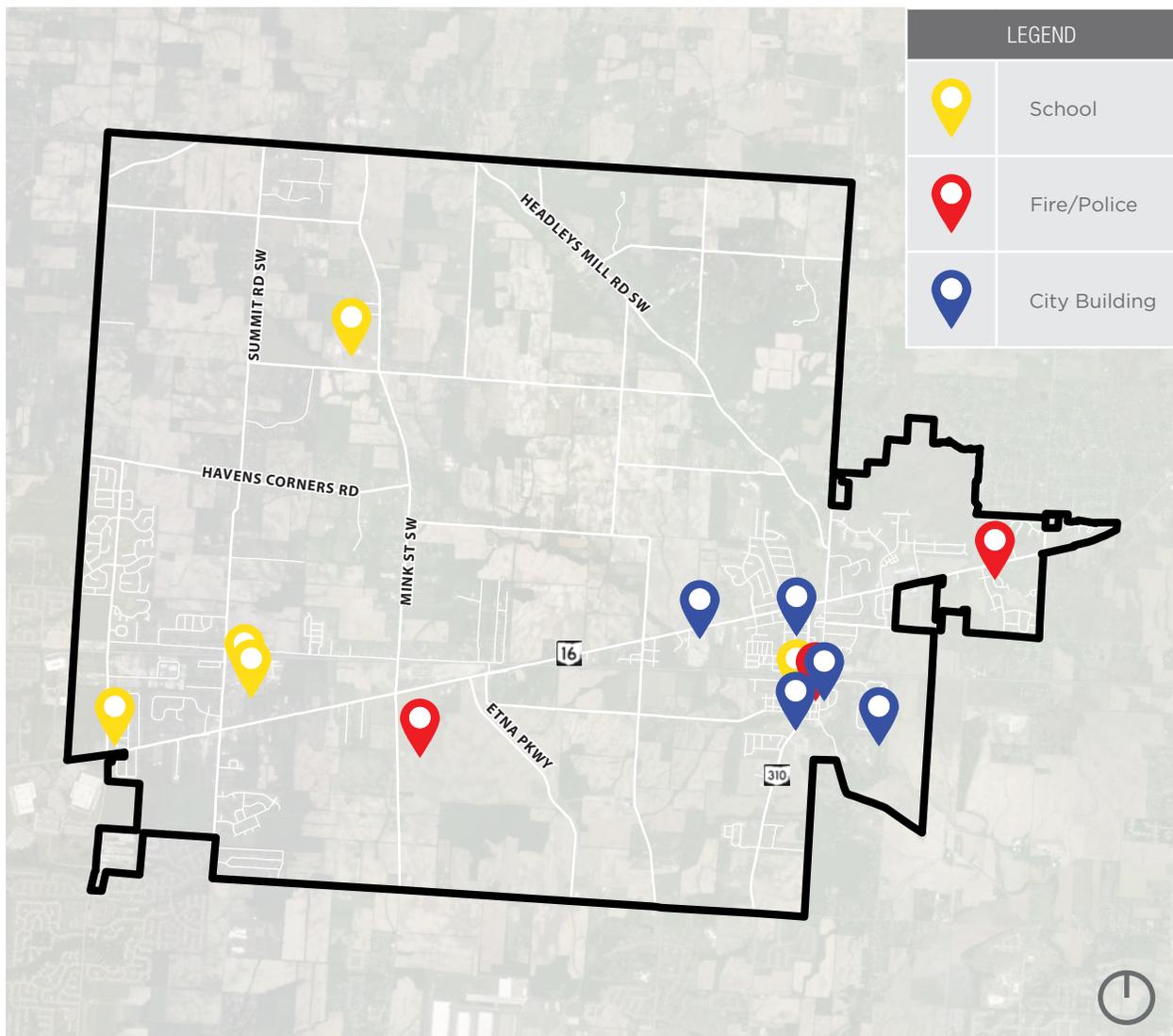
CITY FACILITIES

City 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, such as the proposed Town Center, can help add to the mix of activities and vibrancy of the place. Signature places, such as the Town Center, are also envisioned to be accessible for all modes of travel, increasing access for residents.

Figure 5-10: City Facilities



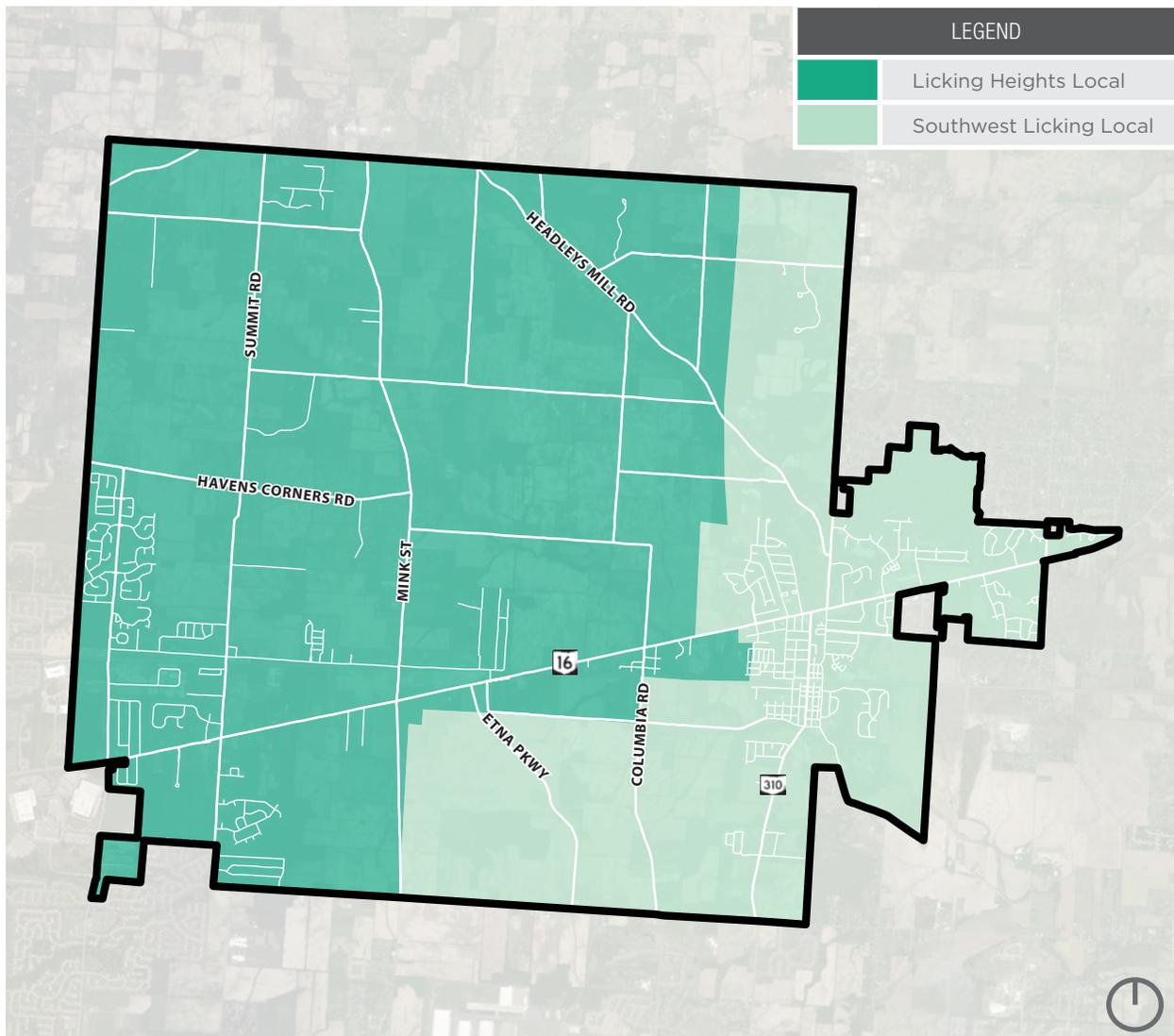
### SCHOOL DISTRICTS

Access to education can be critical in an individual's success and can improve the workforce within a city. Therefore, the City's comprehensive plan should complement the goals and strategies of the school districts that serve the community. This 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 X-X, 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 5-11: School Districts



WATER 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. 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.

Figure 5-12: Water Service Areas

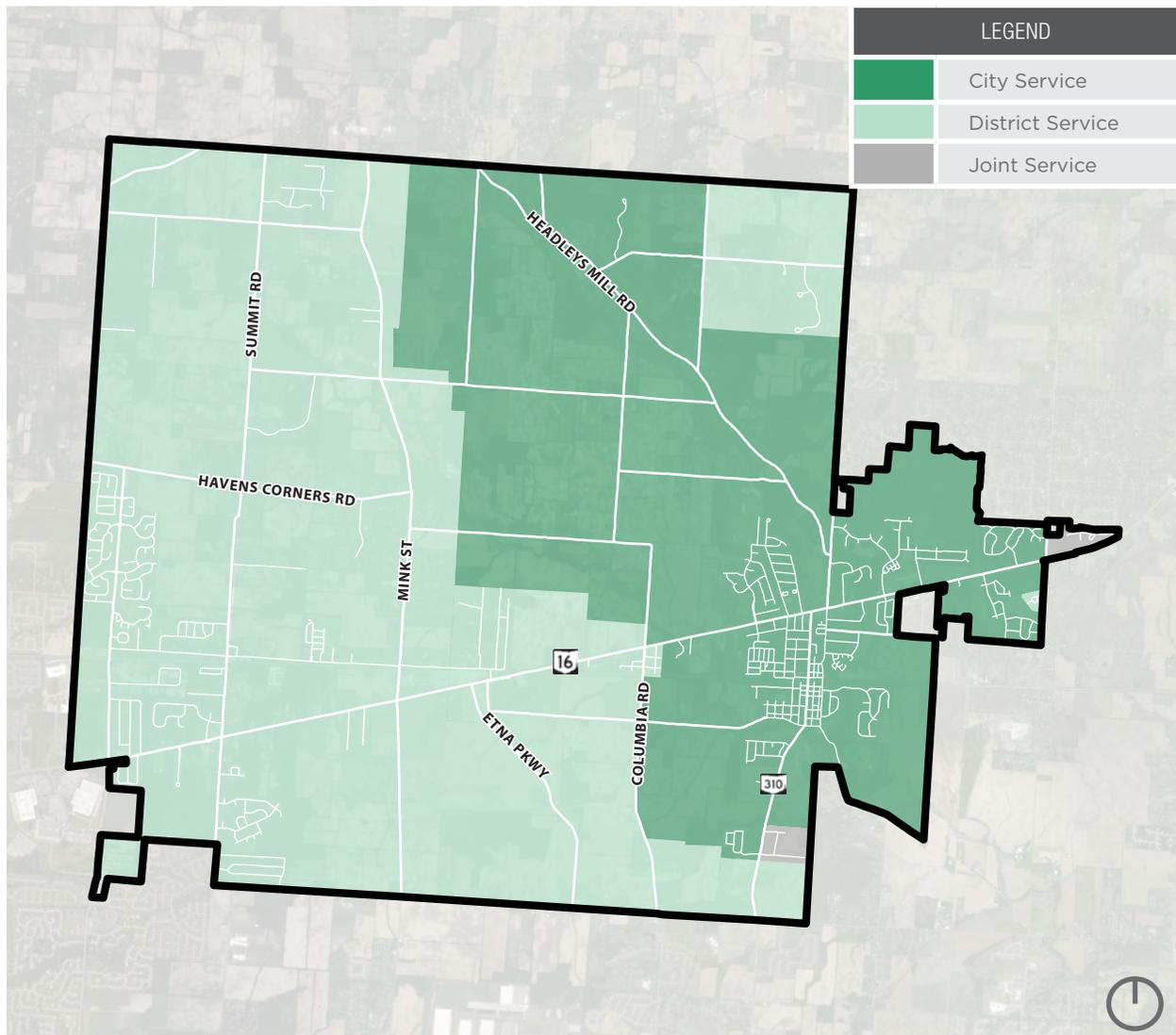


Figure 5-13: Low Impact Development Streetscape



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.

### 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 curb cut 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.

The following are examples of low impact development techniques.

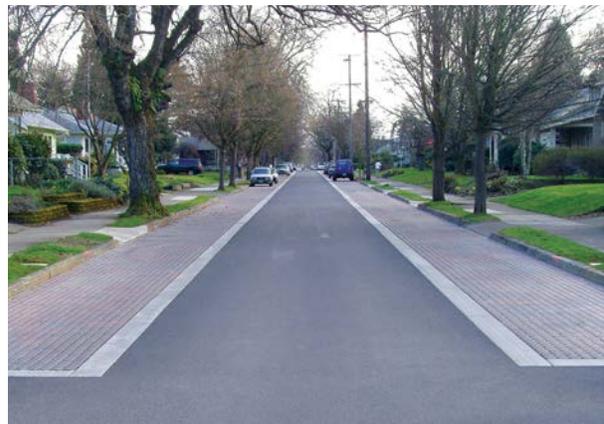
**Permeable Surfaces** allow water to infiltrate into the soil below, filtering the water and allowing it to enter the ground water. These surfaces, such as pavers and porous asphalt and concrete can be utilized in most of the same circumstances as non-porous surfaces including roadways, parking lots,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

Add Responsible Parties and timeframe once finalized.

## GOAL 8 - SERVICES

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

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 8.1:</b> Establish longterm water and sewer rates within the City of Pataskala service area with goals for reinvestment through the Capital Improvement Plan.		
<i>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.</i>		
<b>STRATEGY 8.2:</b> Determine the longterm reliability of City utilities and identify and prioritize energy initiatives to maximize utility infrastructure.		
<i>Action 8.2.1: Incorporate energy efficiency practices in utility upgrades and new utility installation.</i>		
<b>STRATEGY 8.3:</b> Establish a stormwater utility within the City of Pataskala.		
<i>Action 8.3.1: Study how a stormwater utility could be established and implemented within the City of Pataskala.</i>		

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 8.4:</b> Identify deficiencies in current water and sewer infrastructure that can be improved through development projects.		
<i>Action 8.4.1:</i> Work with developers to install the necessary improvements through incentives, such as the waiving of tap fees.		
<b>STRATEGY 8.5:</b> Improve stormwater facilities throughout the City.		
<i>Action 8.5.1:</i> Identify and prioritize deficient areas and develop plans and funding scenarios for implementation		
<i>Action 8.5.2:</i> Explore how the use of green infrastructure may reduce or eliminate the need for conventional stormwater infrastructure in current and future development.		
<b>STRATEGY 8.6:</b> Consult the Pataskala Police Department and West Licking Joint Fire District regarding development activities within the City of Pataskala.		
<i>Action 8.6.1:</i> 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.		
<i>Action 8.6.2:</i> Review emergency personnel benefits including compensation to ensure the City is hiring and retaining talented staff.		
<b>STRATEGY 8.7:</b> Ensure City services utilize environmentally sustainable principles.		
<i>Action 8.7.1:</i> 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.		

	TIMEFRAME	RESPONSIBLE PARTIES
<p><b>Action 8.7.2:</b> As City buildings are built or renovated, incorporate energy efficient and renewable energy materials and appliances to reduce energy and water consumption.</p>		
<p><b>STRATEGY 8.8:</b> Increase environmental sustainability related initiatives within the City for residents and businesses.</p>		
<p><b>Action 8.8.1:</b> Ensure the Zoning Code does not inhibit energy efficiency or renewable energy tools on commercial, industrial, or residential properties.</p>		
<p><b>Action 8.8.2:</b> Encourage developers to incorporate energy efficiency and renewable energy practices into buildings and developments.</p>		
<p><b>Action 8.8.3:</b> 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.</p>		
<p><b>Action 8.8.4:</b> 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)).</p>		
<p><b>Action 8.8.5:</b> 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.</p>		

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06

IMPLEMENTATION  
IMPLEMENTATION MATRIX  
MEASURING SUCCESS

# 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.

## 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 X-X).

### 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 6-1: 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 (0-1 years), medium (1-3 years), longterm (5 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.

Figure 6-2: Implementation Matrix Timeframe

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

### 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 who 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.

Figure 6-3: Responsible Parties

- M** Mayor
- CC** City Council
- 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)

• Update once responsible parties are finalized.

•

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•

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•

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•

### 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...**

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

8.2 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
<b>STRATEGY 1.1:</b> Create a marketing and branding plan that identifies Pataskala’s brand and communication strategy.		
<i><b>Action 1.1.1:</b> Identify a key stakeholder group to manage the process.</i>		
<i><b>Action 1.1.2:</b> Issue a Request for Proposal to a consultant for a marketing and branding plan. Engage the consultant to create branding concepts for the City.</i>		
<i><b>Action 1.1.3:</b> Identify and engage a variety of stakeholders including business owners, residents, employees, and those who do not live in Pataskala to provide feedback.</i>		
<i><b>Action 1.1.4:</b> Promote Pataskala's history, rural heritage, and a "farm-to-table" lifestyle as part of current and future branding.</i>		
<b>STRATEGY 1.2:</b> Define and promote a consistent brand message, internally and externally.		
<i><b>Action 1.2.1:</b> Identify a City Staff member to be responsible for communicating the City's messaging, programming, and project updates to the community.</i>		

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

	TIMEFRAME	RESPONSIBLE PARTIES
<i><b>Action 1.2.2:</b> Ensure the brand message is consistent across all mediums, including online, social media, and events and programming.</i>		
<i><b>Action 1.2.3:</b> Collaborate with regional groups such as GROW Licking County and Explore Licking County, to market the City.</i>		
<i><b>Action 1.2.4:</b> Collaborate with existing businesses and civic organizations to improve the identity and marketability of the City.</i>		
<b>STRATEGY 1.3:</b> Define and apply brand elements to the public realm.		
<i><b>Action 1.3.1:</b> 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).</i>		
<i><b>Action 1.3.2:</b> Enhance the design and aesthetic of major thoroughfares with traditional rural materials and native plantings (e.g. split rail fence with wildflower mix).</i>		
<i><b>Action 1.3.3:</b> 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.</i>		
<b>STRATEGY 1.4:</b> Update standards that guide the design and aesthetic of private investment along major thoroughfares.		
<i><b>Action 1.4.1:</b> During zoning code review, ensure that site design and landscape standards are strengthened to reflect the community’s image and brand.</i>		
<i><b>Action 1.4.2:</b> Create design guidelines along major thoroughfares and for important districts within the City, including architecture, signage, materials, lighting, parking, and site design.</i>		

## 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
<b>STRATEGY 2.1:</b> Plan for and create a new, vibrant mixed use district located in the center of the community (Village Mixed Use).		
<b>Action 2.1.1:</b> Create a detailed area plan for the district.		
<b>Action 2.1.2:</b> Establish code and standards including site design, architecture, and materials.		
<b>Action 2.1.3:</b> Update the City's zoning code to guide and control the quality and character of future development within the district.		
<b>Action 2.1.4:</b> Identify and create economic development incentives to advance the development of the district.		
<b>Action 2.1.5:</b> Create a marketing and communication plan to promote the development opportunity.		
<b>Action 2.1.6:</b> Prioritize future public improvements within the district that complement and grow the vision for the district and drive future investment.		

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

	TIMEFRAME	RESPONSIBLE PARTIES
<p><b>STRATEGY 2.2:</b> Grow the area around the intersection of Summit and Broad as a unique neighborhood center (Neighborhood Commercial).</p>		
<p><i><b>Action 2.2.1:</b> 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.</i></p>		
<p><i><b>Action 2.2.2:</b> Establish the area as a primary gateway into the City through public and private improvements.</i></p>		
<p><b>STRATEGY 2.3:</b> Promote the Old Village as a significant historic neighborhood within the community (Village Mixed Use).</p>		
<p><i><b>Action 2.3.1:</b> Maintain and enhance the aesthetics of Old Village including the public and private realm.</i></p>		
<p><i><b>Action 2.3.2:</b> Explore the idea of creating a historic district to promote preservation and open access to additional funding opportunities.</i></p>		
<p><i><b>Action 2.3.3:</b> 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.</i></p>		

## GOAL 3 - HOUSING

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

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 3.1:</b> Promote a mix of housing options to serve current and future residents and provide balance to the housing market.		
<b>Action 3.1.1:</b> Support housing for seniors and “step-up, step-down” housing for those new to the community or undergoing a lifestyle change.		
<b>Action 3.1.2:</b> 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.		
<b>Action 3.1.3:</b> Consider expanding multifamily options within identified signature development areas.		
<b>STRATEGY 3.2:</b> Create conservation zoning districts that encourage cluster development to preserve natural features and provide access to open space for residents.		
<b>Action 3.2.1:</b> Consider rezoning areas to a newly created conservation zoning district in accordance with the Future Land Use Map.		
<b>Action 3.2.2:</b> During the development review process, ensure development is located to best preserve natural features and connect open space throughout the City.		
<b>Action 3.2.3:</b> Allow for smaller lot development within conservation areas with the goal of protecting and preserving open spaces and environmentally sensitive areas.		

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	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 3.3:</b> Ensure all housing developments incorporate high quality materials and design.		
<i><b>Action 3.3.1:</b> Create design standards for multifamily residential development that regulate design and materials.</i>		
<i><b>Action 3.3.2:</b> Establish specific subdivision standards for areas along the right-of-way that will create and elevate a consistent brand and image.</i>		
<b>STRATEGY 3.4:</b> Continue to promote housing options that allow for an agricultural lifestyle.		
<i><b>Action 3.4.1:</b> Ensure zoning and development standards allow for food-centric residential developments.</i>		
<i><b>Action 3.4.2:</b> 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.</i>		
<i><b>Action 3.4.3:</b> Work with the Licking Land Trust to conserve and protect valuable agricultural lands.</i>		

## GOAL 4 - ECONOMY

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

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 4.1:</b> Create neighborhood commercial centers at strategic locations along major thoroughfares.		
<i><b>Action 4.1.1:</b> Encourage small-scale retail developments to locate in designated areas.</i>		
<i><b>Action 4.1.2:</b> Update the zoning code to support small-format retail centers and discourage large-format retail.</i>		
<i><b>Action 4.1.3:</b> Target public improvements in areas identified as commercial centers to attract office and retail uses.</i>		
<b>STRATEGY 4.2:</b> Grow and expand industrial and innovation centers at strategic locations.		
<i><b>Action 4.2.1:</b> Continue to market and explore opportunities for the Pataskala Corporate Park.</i>		
<i><b>Action 4.2.2:</b> Continue to market and explore opportunities for the northern innovation district.</i>		
<i><b>Action 4.2.3:</b> Collaborate with adjoining jurisdictions on opportunities for the industrial and innovation districts.</i>		

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	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 4.3:</b> Support and promote small, locally owned businesses throughout the City.		
<i><b>Action 4.3.1:</b> Encourage adaptive reuse of existing buildings to provide affordable yet updated space for small businesses.</i>		
<i><b>Action 4.3.2:</b> Support construction of 10,000-20,000 square foot commercial buildings that provide flexible office space.</i>		
<i><b>Action 4.3.3:</b> Collaborate with regional organizations, including the Pataskala Area Chamber of Commerce and Licking County Chamber of Commerce to support and attract local businesses.</i>		
<b>STRATEGY 4.4:</b> Support the agricultural and farm-to-table culture and economy in Pataskala.		
<i><b>Action 4.4.1:</b> Continue to support Current Agricultural Use Value (CAUV) as a tool to help agricultural operations in the City.</i>		
<i><b>Action 4.4.2:</b> 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.</i>		
<i><b>Action 4.4.3:</b> Create a “Grown in Pataskala” program that highlights and promotes businesses that source locally grown food and goods.</i>		
<b>STRATEGY 4.5:</b> Partner with the County and adjoining communities to strengthen the area and regional economy.		
<i><b>Action 4.5.1:</b> Coordinate with neighboring jurisdictions on economic development programs and policies.</i>		
<i><b>Action 4.5.2:</b> 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.</i>		

## GOAL 5 - 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.*

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 5.1:</b> Create an open space network throughout the community that is linked and cohesively planned.		
<i><b>Action 5.1.1:</b> Link conservation areas through planned developments.</i>		
<i><b>Action 5.1.2:</b> Define future trail network and set priorities.</i>		
<i><b>Action 5.1.3:</b> Partner with Licking County Park District to support and potentially expand parks and recreation in the City.</i>		
<i><b>Action 5.1.4:</b> Partner with non-profits and foundations to support and potentially expand parks and recreation in the City.</i>		
<b>STRATEGY 5.2:</b> Increase the quality and quantity of park space with the goal of serving residents in all areas of the community.		
<i><b>Action 5.2.1:</b> Promote and enforce parkland dedication provisions.</i>		

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	TIMEFRAME	RESPONSIBLE PARTIES
<b>Action 5.2.2:</b> Link existing and future parks through existing and planned greenways.		
<b>Action 5.2.3:</b> Expand regional and neighborhood biking and walking networks.		
<b>Action 5.2.4:</b> Review current staffing needs for permanent and seasonal parks and recreation employees and hire additional staff if needed.		
<b>STRATEGY 5.3:</b> Improve existing parks through planned maintenance and capital improvement plans.		
<b>Action 5.3.1: Foundation Park:</b> •Increase capacity and organization of existing active sports fields. •Pave existing mulch path. •Extend trail system along the woodlands to the east and along the South Fork of the Licking River.		
<b>Action 5.3.2: Municipal Park:</b> •Update existing playground. •Add shade structures. •Add additional pavilions and/or shelters. •Work with the Pataskala Recreation Association on the future planning and programming of the pool facility.		
<b>Action 5.3.3: Karr Park:</b> •Add a trail head. •Activate and expand the community garden.		
<b>Action 5.3.4: Liberty Park:</b> •Add a multipurpose path. •Add shade structures and/or shade trees. •Construct a fishing dock.		
<b>Action 5.3.5: Freedom Park:</b> •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.		
<b>Action 5.3.6: Citizens Park:</b> •Upgrade existing playground and improve drainage. •Add shade structures and/or shade trees. •Improve and expand existing parking area.		

	TIMEFRAME	RESPONSIBLE PARTIES
<b>Action 5.3.7: LEADS Park:</b> •Improve and expand existing parking area.		
<b>Action 5.3.8: YMCA:</b> •Work with the YMCA to add bicycle/pedestrian connection for the neighborhood to the facility. •Create a connection from the YMCA to Karr Park.		
<b>STRATEGY 5.4:</b> Embrace and promote open spaces and programs that elevate the farm-to-table culture.		
<b>Action 5.4.1:</b> Program food-related events within the parks system.		
<b>Action 5.4.2:</b> Create additional opportunities for community gardens within existing parks and in new public spaces.		
<b>Action 5.4.3:</b> Create a public or public-private park space or community amenity that connects people to a working farm.		
<b>STRATEGY 5.5:</b> Educate the public on the significance of natural resource conservation.		
<b>Action 5.5.1:</b> 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.		
<b>Action 5.5.2:</b> Engage the Licking County Park District to offer educational programming within Pataskala's park system.		

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	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 5.6:</b> Protect and conserve natural resources and environmentally sensitive areas within Pataskala.		
<i><b>Action 5.6.1:</b> Support local organizations, like Licking County River Round Up, that provide volunteer services to clean-up and protect natural resources.</i>		
<i><b>Action 5.6.2:</b> Encourage property owners to properly manage streams and floodplains on private property to reduce erosion, contamination of waterways, flooding, and habitat degradation.</i>		
<i><b>Action 5.6.3:</b> 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.</i>		
<i><b>Action 5.6.4:</b> When developing properties with existing tree cover, encourage conservation of existing mature trees by incorporating them into site design and landscaping plans.</i>		
<i><b>Action 5.6.5:</b> Encourage developers to incorporate native vegetation into landscape plans to create natural habitat and reduce invasive species within the City.</i>		
<i><b>Action 5.6.6:</b> 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.</i>		

## 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
<b>STRATEGY 6.1:</b> Guide and promote the quality and character of future development.		
<b>Action 6.1.1:</b> Publish a Request for Proposals to retain an organization to update the zoning code with the goal of bringing it into alignment with the Future Land Use Map and Comprehensive Plan.		
<b>Action 6.1.2:</b> Strongly enforce the Transportation Corridor Overlay District (TCOD) along designated corridors.		
<b>Action 6.1.3:</b> Strengthen and enhance the TCOD requirements including additional requirements for building orientation, windows, higher quality landscaping, multimodal facilities, etc.		
<b>STRATEGY 6.2:</b> Protect agricultural and open space land resources.		
<b>Action 6.2.1:</b> Promote agriculture and conservation easements to protect valuable farmland and environmentally sensitive areas, especially along streams, wetlands, and forested areas.		
<b>Action 6.2.2:</b> 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.		

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	TIMEFRAME	RESPONSIBLE PARTIES
<i><b>Action 6.2.3:</b> Recommend potential agricultural and conservation easements, specifically along greenways, during the development review process.</i>		
<i><b>Action 6.2.4:</b> 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.</i>		
<b>STRATEGY 6.3:</b> Plan for new growth and development while being fiscally mindful of the short-term and long-term cost of development.		
<i><b>Action 6.3.1:</b> Consider the use of impact fees as a tool plan for and cover the cost associated with future development.</i>		
<i><b>Action 6.3.2:</b> Consider using tax increment financing and other economic incentives as a tool to plan and pay for infrastructure and public improvements.</i>		
<b>STRATEGY 6.4:</b> Focus future commercial and mixed use development within targeted areas.		
<i><b>Action 6.4.1:</b> See Signature Places strategies and actions page X.</i>		

## GOAL 7 - MOBILITY

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

	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 7.1:</b> Increase the safety and efficiency of transportation within the City.		
<b>Action 7.1.1:</b> Improve existing signalized intersections by identifying and prioritizing deficient intersections and developing plans and funding scenarios for implementation.		
<b>Action 7.1.2:</b> Identify and prioritize specific intersections for improvements through the use of roundabouts and develop plans and funding scenarios for implementation.		
<b>Action 7.1.3:</b> Include strategic and pressing roadway issues in the Roadway Asset Management Program (RAMP).		
<b>Action 7.1.4:</b> 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.		

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	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 7.2:</b> Ensure roadway capacity meets roadway demand before development occurs.		
<i><b>Action 7.2.1:</b> Complete a Citywide thoroughfare study to plan for roadway improvements including widening, paving, and constructing additional roadway connections to improve travel.</i>		
<i><b>Action 7.2.2:</b> Review the requirements of proposed developments to perform a traffic study to ensure impacts are alleviated, as necessary.</i>		
<i><b>Action 7.2.3:</b> Ensure developers fund identified improvements from traffic studies to sufficiently alleviate traffic impacts from the development.</i>		
<i><b>Action 7.2.4:</b> Align capital improvement projects, including pavement upgrades and roadway widening, with planned developments.</i>		
<b>STRATEGY 7.3:</b> Improve pedestrian and bicycle safety by installing facilities throughout the City.		
<i><b>Action 7.3.1:</b> 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.</i>		
<i><b>Action 7.3.2:</b> Prioritize planned bikeway connections to increase access and connectivity of the existing network for travel and recreation.</i>		
<i><b>Action 7.3.3:</b> Explore additional funding opportunities, like Safe Routes to School and the Clean Ohio Trails Fund, for installing pedestrian and bicycle facilities.</i>		

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	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 7.4:</b> Improve both urban and rural City streetscapes.		
<i><b>Action 7.4.1:</b> 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.</i>		
<i><b>Action 7.4.2:</b> 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.</i>		

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## GOAL 8 - SERVICES

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

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

	TIMEFRAME	RESPONSIBLE PARTIES
<p><b>STRATEGY 8.4:</b> Identify deficiencies in current water and sewer infrastructure that can be improved through development projects.</p>		
<p><i><b>Action 8.4.1:</b> Work with developers to install the necessary improvements through incentives, such as the waiving of tap fees.</i></p>		
<p><b>STRATEGY 8.5:</b> Improve stormwater facilities throughout the City.</p>		
<p><i><b>Action 8.5.1:</b> Identify and prioritize deficient areas and develop plans and funding scenarios for implementation</i></p>		
<p><i><b>Action 8.5.2:</b> Explore how the use of green infrastructure may reduce or eliminate the need for conventional stormwater infrastructure in current and future development.</i></p>		
<p><b>STRATEGY 8.6:</b> Consult the Pataskala Police Department and West Licking Joint Fire District regarding development activities within the City of Pataskala.</p>		
<p><i><b>Action 8.6.1:</b> 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.</i></p>		
<p><i><b>Action 8.6.2:</b> Review emergency personnel benefits including compensation to ensure the City is hiring and retaining talented staff.</i></p>		

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	TIMEFRAME	RESPONSIBLE PARTIES
<b>STRATEGY 8.7:</b> Ensure City services utilize environmentally sustainable principles.		
<i><b>Action 8.7.1:</b> 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.</i>		
<i><b>Action 8.7.2:</b> As City buildings are built or renovated, incorporate energy efficient and renewable energy materials and appliances to reduce energy and water consumption.</i>		
<b>STRATEGY 8.8:</b> Increase environmental sustainability related initiatives within the City for residents and businesses.		
<i><b>Action 8.8.1:</b> Ensure the Zoning Code does not inhibit energy efficiency or renewable energy tools on commercial, industrial, or residential properties.</i>		
<i><b>Action 8.8.2:</b> Encourage developers to incorporate energy efficiency and renewable energy practices into buildings and developments.</i>		
<i><b>Action 8.8.3:</b> 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.</i>		
<i><b>Action 8.8.4:</b> 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)).</i>		
<i><b>Action 8.8.5:</b> 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.</i>		

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2018