

Implementation

OVERVIEW

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

IMPLEMENTATION MATRIX

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

GOALS

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

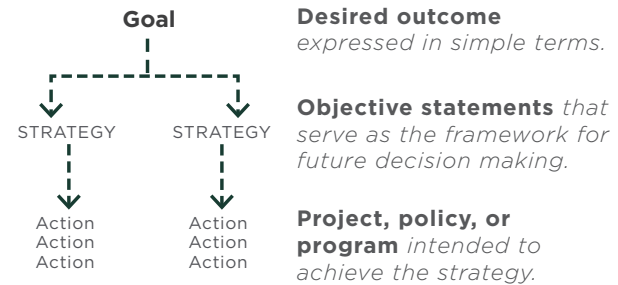


Figure 5-1: Implementation Framework

STRATEGIES

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

ACTIONS

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

TIMEFRAME

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

RESPONSIBLE PARTY

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

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

Figure 5-2: Implementation Matrix Timeframe

- M** Mayor
- CC** City Council
- CA** City Administration
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- E** City Engineer
- U** Utilities
- PR** Parks & Recreation
- EP** Emergency Personnel
- LO** Local Organizations (Schools, Businesses, Developers, Special Committees, etc)

Figure 5-3: Responsible Parties

IMPLEMENTATION

MEASURING SUCCESS

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

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



PRIORITY STRATEGIES

Through discussions with the Steering Committee, the top five priority strategies emerged. These strategies were identified because of their ability to effect change in the City and because of the breadth of City elements that they touch. While

these priorities represent a significant staff and financial commitment from the City, they have been identified within a community-based process that has been focused on creating the best future for the City. Priority strategies are denoted by a teal “Priority” band.

1.1

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

1.3

1.3 Define and apply brand elements to the public realm.

5.3

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

6.1

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

7.2

7.2 Ensure roadway capacity meets roadway demand before development occurs.

IMPLEMENTATION

GOAL 1 - COMMUNITY IDENTITY

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

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



Mayor



City Administration



Planning/
Zoning



Parks &
Recreation



Emergency
Personnel



City Council



Public Service



City Engineer



Utilities



Local
Organizations

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

PRIORITY

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

Action 1.3.1: <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>	Medium	PS, CC, PZ, CA
Action 1.3.2: <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>	Medium	PS, CC, PZ, CA
Action 1.3.3: <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>	Long	PZ, CA, PS, M, CC
Action 1.3.4: <i>Update the City’s website to make it more user friendly.</i>	Short	CA

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

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



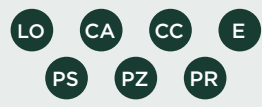




IMPLEMENTATION

GOAL 2 - SIGNATURE PLACES

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

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

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	TIMEFRAME	RESPONSIBLE PARTIES
Action 2.1.7: <i>Promote the district as community gathering space for multiple demographics throughout the City and create programming and events to encourage residents to visit.</i>	Long	
STRATEGY 2.2: Grow the area around the intersection of Summit and Broad as a unique neighborhood center (Neighborhood Commercial).		
Action 2.2.1: <i>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>	Medium	
Action 2.2.2: <i>Establish the area as a primary showplace for the City through public and private improvements.</i>	Medium	
STRATEGY 2.3: Promote the Old Village as a significant historic neighborhood within the community (Village Mixed Use).		
Action 2.3.1: <i>Maintain and enhance the aesthetics of Old Village including the public and private realm.</i>	Ongoing	
Action 2.3.2: <i>Explore the idea of creating a historic district to promote preservation and open access to additional funding opportunities.</i>	Medium	
Action 2.3.3: <i>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>	Long	
Action 2.3.4: <i>Explore economic development incentives such as a downtown redevelopment district, special improvement district, tax increment financing (TIF), or the community reinvestment act (CRA) to help fund projects within the Old Village.</i>	Ongoing	

IMPLEMENTATION

GOAL 3 - HOUSING

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

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

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

IMPLEMENTATION

GOAL 4 - ECONOMY

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

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

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

IMPLEMENTATION

GOAL 5 - PARKS & OPEN SPACE

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

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

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

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

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

IMPLEMENTATION

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

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

IMPLEMENTATION

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

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

IMPLEMENTATION

GOAL 7 - MOBILITY

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

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



Mayor



City Administration



Planning/
Zoning



Parks &
Recreation



Emergency
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Public Service



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Utilities



Local
Organizations

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

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



Mayor



City Administration



Planning/
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Parks &
Recreation



Emergency
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City Engineer



Utilities



Local
Organizations

GOAL 8 - SERVICES

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

	TIMEFRAME	RESPONSIBLE PARTIES
STRATEGY 8.1: Establish long-term water and sewer rates within the City of Pataskala service area with goals for reinvestment through the Capital Improvement Plan.		
<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>	Ongoing	U CC
STRATEGY 8.2: Determine the long-term 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>	Medium	U
STRATEGY 8.3: 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>	Medium	CC PS E

IMPLEMENTATION

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

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