

Olde  *ahanna Vision Plan*

May 2009





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CHAPTER 1

INTRODUCTION

The Olde Gahanna Vision Plan is not a concrete document. It is a fluid vision of the future to aid both private developers and public officials in decision making.

What is a Vision Plan?

Community visioning offers local communities new ways to think about and plan for the long-term future. The visioning process was inspired in part by the concept of ‘anticipatory democracy,’ an approach to governance that blends future research, grass roots public participation, and long-range strategic planning. A vision plan is an opportunity for a community to become more aware of their current surroundings and prepare for the future. The primary purpose of the visioning process is to develop community goals, and objectives that best articulate the desires of citizens regarding the future of Olde Gahanna’s development and redevelopment. It will identify the actions needed to accomplish the vision, and define the roles and responsibilities of the institutions and people who can make it happen. The vision plan will be the framework for the future physical changes to downtown Gahanna, as it is integrated into an Overlay District Plan, and will be the blueprint for both on going planning efforts and future development projects. Olde Gahanna’s Vision Plan will be critical in the long-term success in developing, re-developing, and revitalizing Olde Gahanna.

The Definition and Purpose of the Vision Plan document:

- To “**GUIDE**” elected and appointed officials in evaluating proposed public, private, or public/private projects in the downtown core of the City of Gahanna. Specifically, these evaluations will use the Vision Plan (coupled with the forth-coming Downtown Gahanna Design Standards) to determine project worthiness.
- To “**INFORM**” and guide property owners as well as prospective property owners and potential developers as to what is needed, desired and likely to be approved for the downtown, by the City Staff, Planning Commission and City Council.
- To “**MEASURE**” progress and effectiveness in the development and re-development of Downtown Gahanna. Projects should have synergetic qualities that strengthen the downtown as a whole. They should encourage an overall healthy mix of uses (commercial, residential, parks/open space, etc.).

How to use this document?

The ending results of this document bring together visions from many different community levels, and creating one united physical vision of the future of Olde Gahanna. It is intended to serve as a guide to help the City and residents deal with important issues regarding growth, redevelopment, and revitalization. In order to get the best use out of this document it is important to understand how the plan works:

- Future developments in Olde Gahanna may not look exactly like the images and sketches provided in the document, but they should always address the intent of the vision plan. The images provided in this document are only suggestions of acceptable characteristics of future development.
- This document will become very beneficial when dealing with funding agencies from the public and private sectors. It will supply a useful background about the community’s vision for the future, and the critical steps to accomplish its vision.

What is Visioning?

In the simplest terms, visioning is a planning process through which a community creates a shared vision for its future and begins to take steps to make it a reality. Such a vision provides an overlay for other community plans, policies, and decisions, as well as a 'guide to action' in the wider community. While a significant number of communities employing a wide range of approaches and techniques have undertaken community visioning, the most successful efforts seem to share five characteristics.

Understanding the community. The visioning process promotes an understanding of the whole community and the full range of issues shaping its future. It also attempts to engage the participation of the entire community and its key stakeholder groups.

Reflecting community values. The visioning process seeks to identify community values, deeply held beliefs and ideals shared by its members. Such values inform the idealistic nature of the community's vision.

Addressing emerging trends and issues. The visioning process explores the emerging trends driving the community's future and the strategic issues they portend. Addressing such trends promotes greater foresight, adding rigor and realism to the community's vision.

Envisioning a preferred future. The visioning process produces a statement articulating the community's preferred future. The vision plan represents the community's desired 'destination', a shared set of suggestions of where it would like to be in the long term.

Promoting local action. The visioning process also produces a physical urban design plan that serves as the community's 'road map' to move it in the direction of its vision in the near-term and long-term future.

Benefits of Visioning

For communities that successfully engage in visioning, the process offers clear benefits.

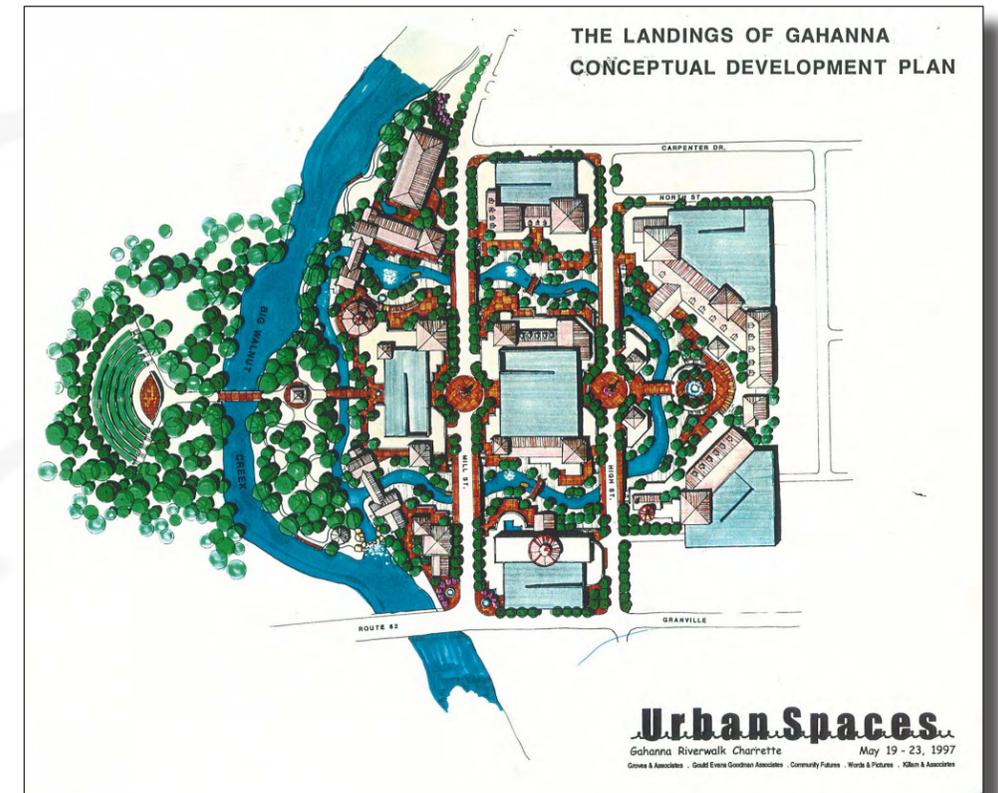
- Brings community members together in a uniquely different context to consider their common future
- Encourages the community to explore new ideas and possibilities
- Creates a shared sense of direction and a framework for future community decisions
- Produces a process that results in concrete goals and strategies for action

Finally, there can be significant visioning benefits for the function of planning itself. For example, strong consensus on community planning principles, goals and objectives can provide an informed and supportive context for the development of other plans and policies. This, in turn, can facilitate and even streamline public involvement.

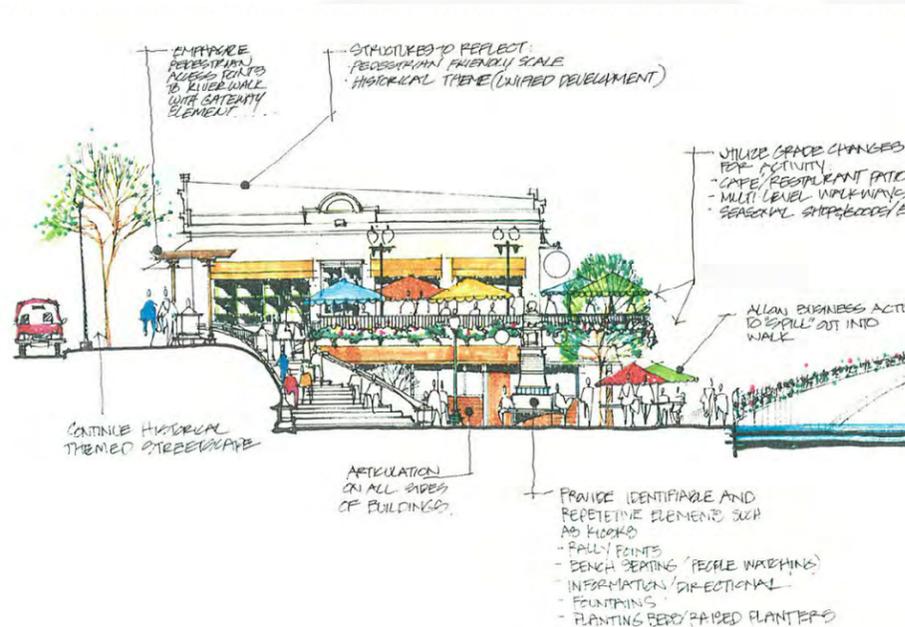
The Landings of Gahanna Conceptual Development Plan

In 1997, Gahanna had undergone a vision plan, called The Landings of Gahanna Conceptual Development Plan. The 1997 Vision Plan represents a series of thoughts, suggestions, innovative ideas, wish lists, key issues, assets, responsibilities, and goals for a future Olde Gahanna. This plan was adopted in the year 2000 and used as a tool to document the exploration of what was possible within Olde Gahanna.

Many members of the Gahanna community contributed significant time and effort to creating this Vision Plan. Their efforts directly shaped this plan, which sets the vision for what Olde Gahanna can become and how it can build greater economic vitality for the entire community and the region.



The Landings of Gahanna Conceptual Development Plan



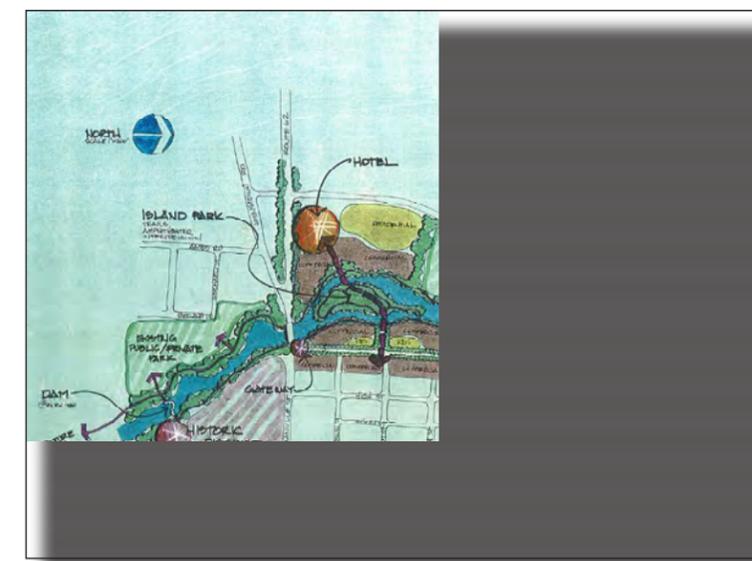
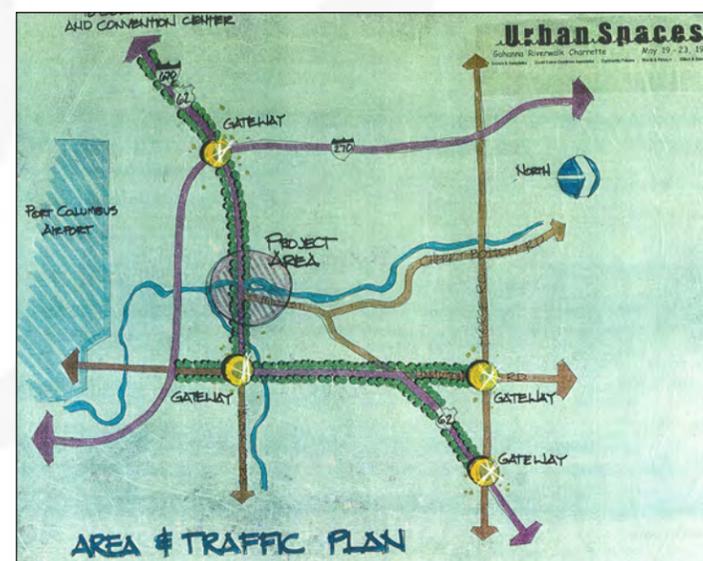
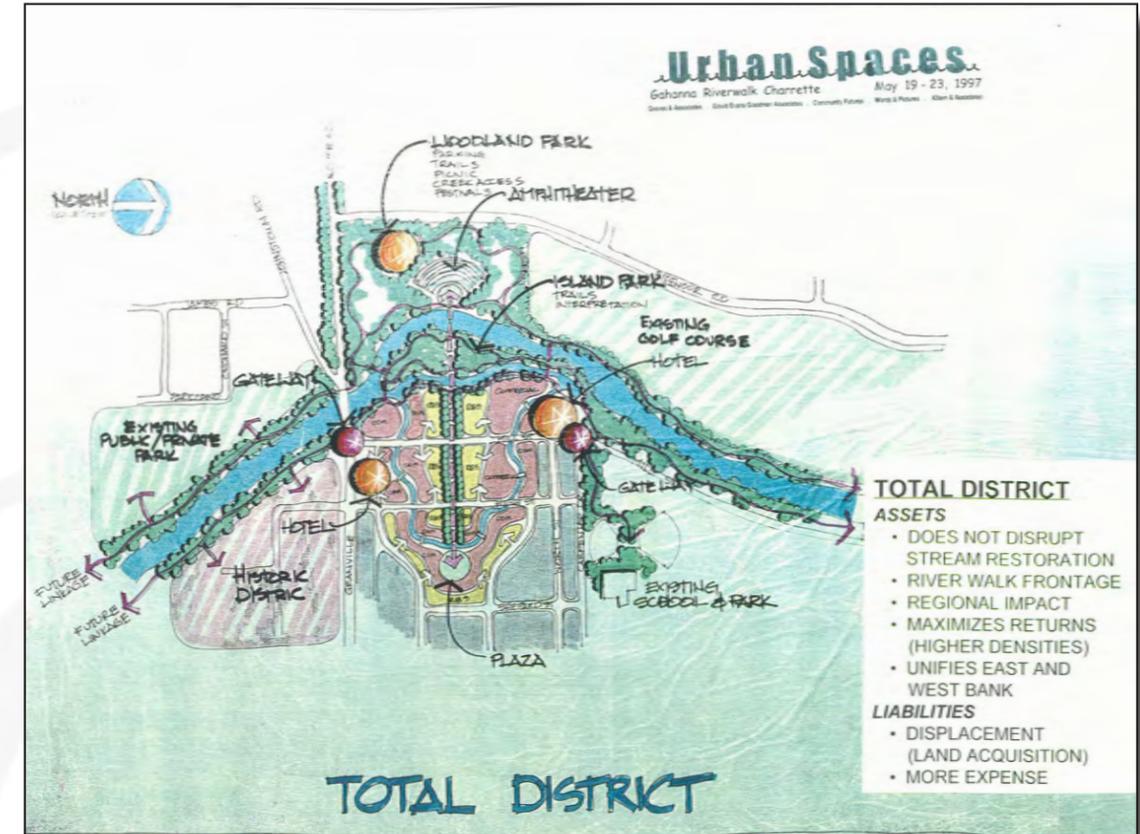
The Landings of Gahanna Conceptual Character Sketch (1997)

Some key planning concepts developed from The Landings of Gahanna Plan were:

- Public-Private Partnership
- Strong Political Will
- Public Sector Legislative Support
- Balance of Conservation and Commerce
- 'More than Shops'—Recreation.
- Opportunity to Create Own 'Niche'
- Leveraging the 'Waterfront' from liability to asset.
- Pedestrian Focused, not Vehicular Focused
- Higher Density
- Identifiable Downtown 'Heart of Gahanna'

Some key project program components that resulted from this plan were:

- Structured Parking
- Mixed-Use Development
- Public Plazas, 'People Spaces'





CHAPTER 2

VISION PLAN PROCESS

To launch the Vision Process, the consultant team met with various members of the Department of Development, members of City Council, members of Planning Commission, and residents to gain insight into community goals and concerns.

Vision Plan Steering Committee

The visioning process was led by a steering committee which had representatives from a wide range of backgrounds including: civic leaders, business owners, property owners, and residents of Olde Gahanna. Below is the list of steering committee members appointed by the City of Gahanna Development Department:

- David Andrews
- Brandi Braun
- Abbey Brooks
- Don Frazier
- Bonnie Gard
- Matt Huffman
- Joe Keehner Jr.
- Nancy McGregor
- Andre Porter
- Jennifer Price
- Dave Samuels
- Trent Smith
- Sadicka White

Project Team (Bird Houk Collaborative):

- Jim Houk
- Tony Slanec
- Ashley Swazuk
- Justin Bird

The Olde Gahanna Vision Plan will be the guiding image of what Downtown Gahanna would like to become, and this document is the formal expression of that vision. It depicts in words and images what the downtown seeks to become – how it would look, how it would function, how it might be different and better. The plan is seen as the starting point for the further development and implementation of a strategic action plan that can help the community mobilize to achieve its vision over time. Recently, Gahanna has experienced tremendous growth in the heart of Olde Gahanna. With the advent of Creekside, major changes are on the horizon for the downtown district and its surrounding neighborhoods. Redevelopment opportunities are rising to the surface and Creekside will further spark interest from the development community upon the return of the credit market. The key to the visioning of Downtown Gahanna is to determine where we go from here. Once a direction is determined, how does Gahanna set the stage for successful and appropriate growth?



Bird Houk Collaborative has adopted a Community Visioning Model and has modified it into a planning process that is based on two fundamental principles:

1. Sustainability
2. Market Reality

Each step within the process focuses on a driving question, involving different activities and results in specific planning products and tools. The model allows for change and is flexible. The process is outlined below:

Vision Process Outline

Step One: Profiling the Community

The first step was to profile the community as it exists in the present. This involved identifying and describing key characteristics of the area, such as geography, natural resources, population, demographics, the local economy and labor force, political and community institutions, housing, transportation, education resources, land uses, commercial corridors, urban design, and cultural and recreational resources. An assessment of community strengths and weaknesses was prepared through a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) by both the steering committee and the general public.

Driving question: "Where are we now?"

Step Two: Analyzing the Trends

The second step was to determine where Gahanna is headed if current trends and activities continue. It involved analyzing research to determine current and projected Real Estate and Economic trends, and their potential impact on Olde Gahanna.

An analysis of current and projected real estate and economic trends was studied to assess their future impact on Olde Gahanna. Identify PDA (Potential Development Area) analysis and designation.

Definition of PDA's: A Potential Development Area (PDA) is a locally designated area where growth and/or redevelopment can be promoted in order to maximize development potential, efficiently utilize infrastructure, revitalize existing cities and towns, and contribute to restoration and sustainability.

Purpose of PDA's:

- Provide a direction whereby private developers and planning staff may coordinate future development in a mutually efficient and complementary manner.
- Encourage a pattern of efficient and contiguous development.

- Encourage preservation and adaptive reuse of urban infrastructure.
- Protect agricultural and forest lands, scenic areas, and other natural resources.
- Identify areas where urban services are being or will be provided.
- Encourage growth where infrastructure capacity is available or committed.
- Reduce the costs of providing urban services.
- Guide state and local policies and investments that influence the location of development.

Driving question: "Where are we going?"

Step Three: Creating the Vision

The next step involves the actual creation of a vision for the future, describing what Gahanna seeks to maintain and become. Based on identified community values and desires, a "preferred scenario" is developed to describe what the community will look like if it responds to emerging trends and issues in a proactive manner. While developing the vision statement, it involves imagination and creativity. The process is also firmly grounded in realities of real estate development, market conditions, existing/future land-use designation and political will. By basing the preferred scenario on concrete facts and trends identified through the visioning process, a vision is created that is both realistic and achievable.

Driving question: "Where do we want to be?"

Step Four: Development of the Vision Plan

Documenting and understanding the 'vision' through community profiling, real estate trend analysis, and community "wants and needs" positioned the consultants and the city to embark on the creation and development of The Vision Plan . The Vision Plan illustrates (much like a master plan does) the preferred direction of development and redevelopment within the study area focusing on preferred land-use designation, vehicular and pedestrian linkages from the downtown to recreation areas/neighborhoods/schools/civic areas/etc., potential development areas (PDA's), green space/park space delineation, and structured/surface parking. Coupled with the plan are a series of renderings that illustrate the 'vision' as to how it could potentially look and feel within the downtown district. The renderings are a very useful tool in communicating graphically the intent of the plan, and what it will accomplish through implementation. Typically the renderings build community consensus, and they are used as a tool to advertise to both the general public and potential developers, and of course to market the city as a whole.

Driving question: "How do we get there?"



CHAPTER 3

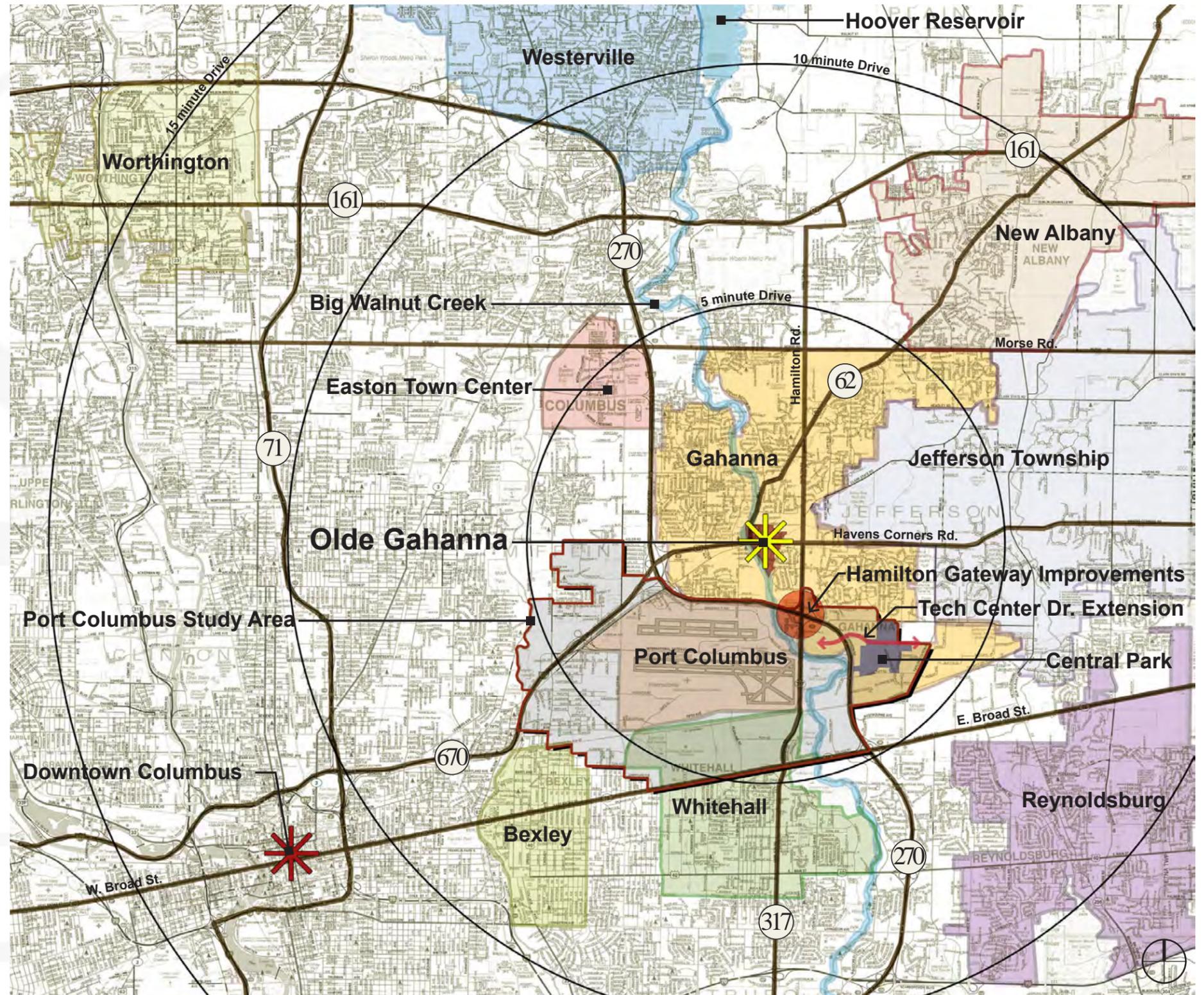
EXISTING CONDITIONS

The regional map illustrates the proximity (in drive time minutes) of Olde Gahanna to significant attractions/destinations and communities.

The first concentric circle indicates a 5 minute drive time which includes: Easton Town Center, Port Columbus International Airport, Whitehall, Stoneridge Plaza, Jefferson Country Club, Gahanna-Jefferson High School, City Hall, I-670/62 Interchange, I-270/Hamilton Road Interchange.

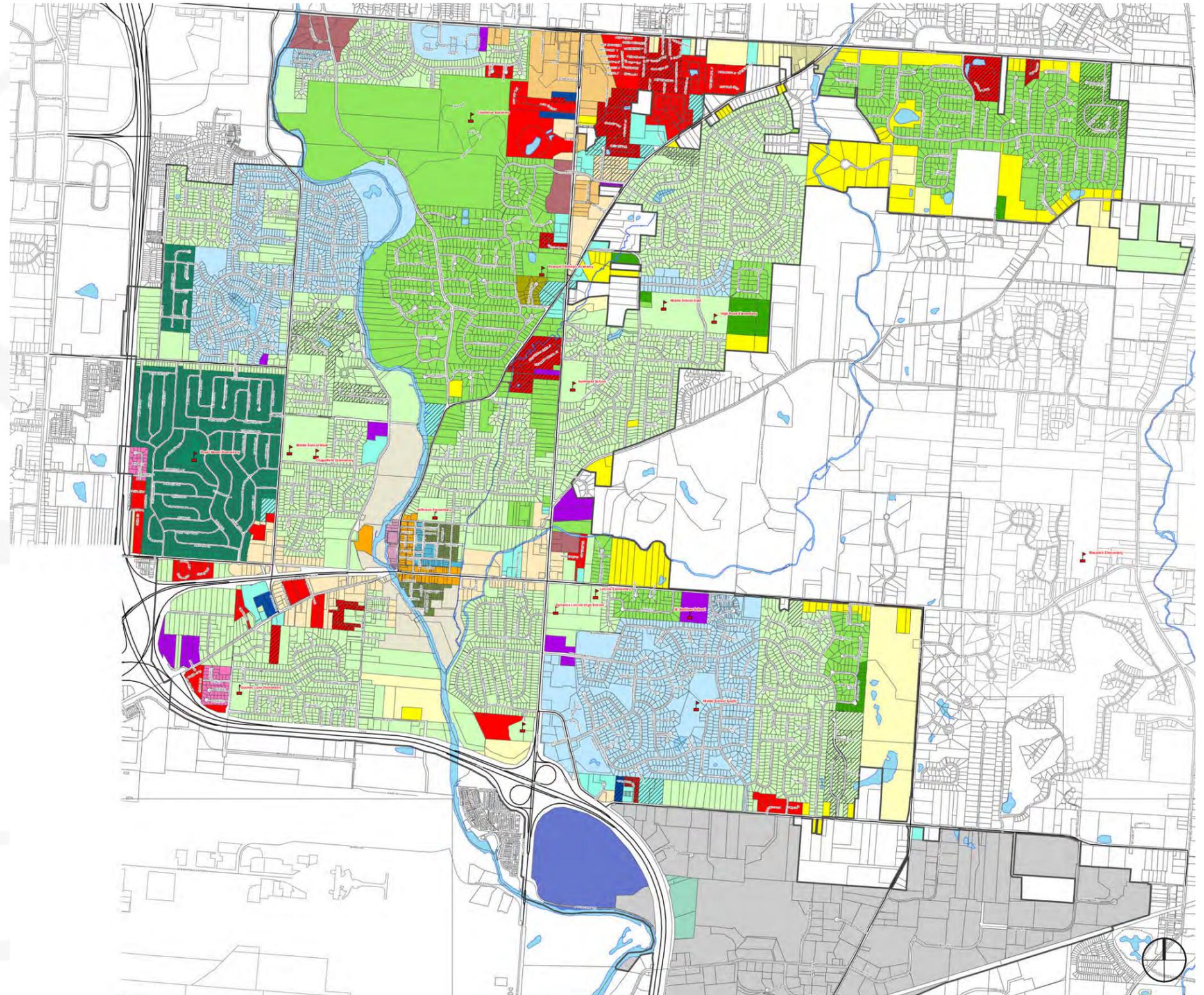
The second concentric circle indicates a 10 minute drive which includes: New Albany Country Club, New Albany Market Street, Main Street Bexley, Reynoldsburg, Westerville, I-71 Corridor, Hoover Reservoir, State Route 161 Corridor.

The third concentric circle indicates a 15 minute drive which includes: Downtown Columbus, Columbus Convention Center, Short North District, Worthington, The Ohio State University, High Street Corridor.



Existing Zoning Classifications

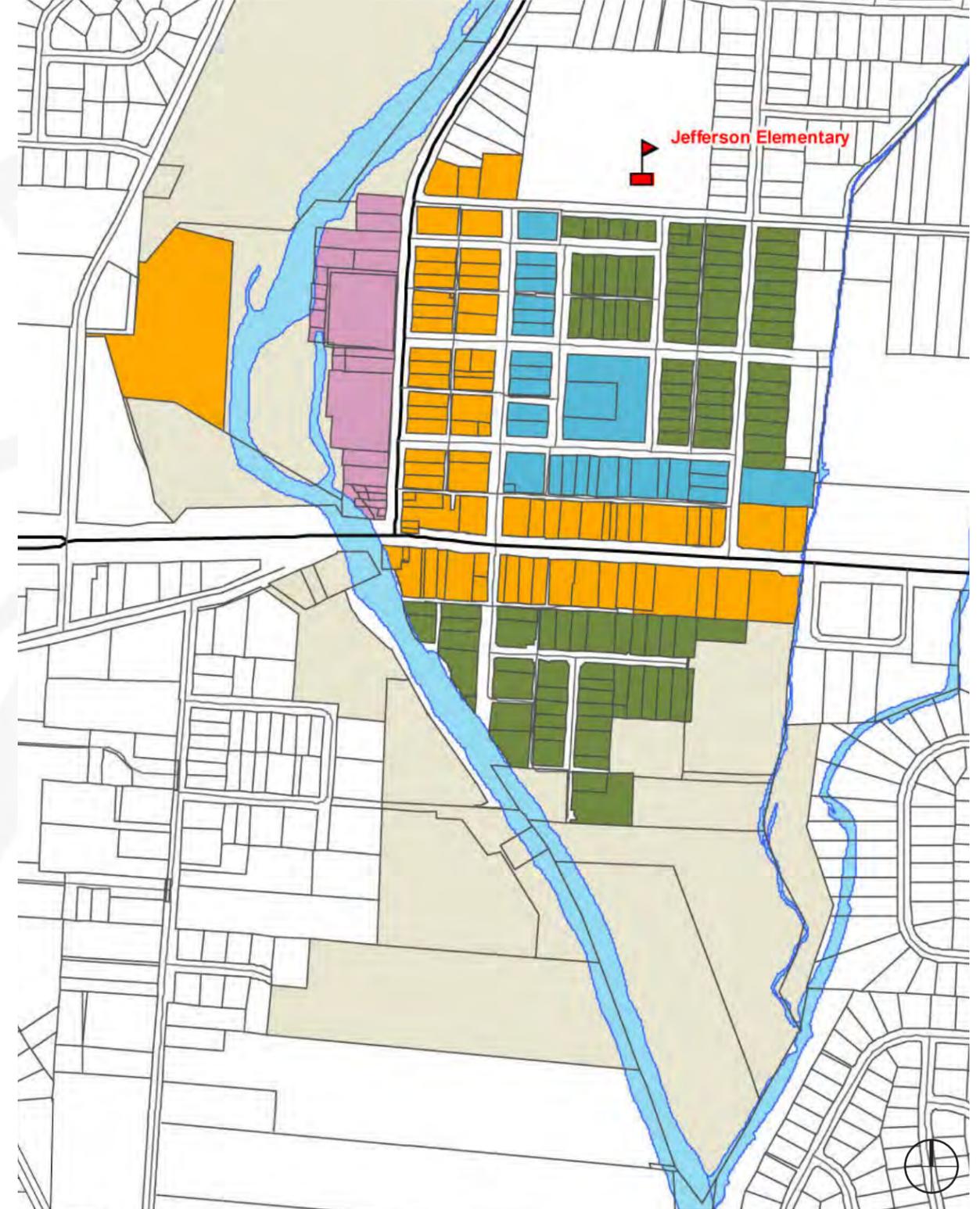
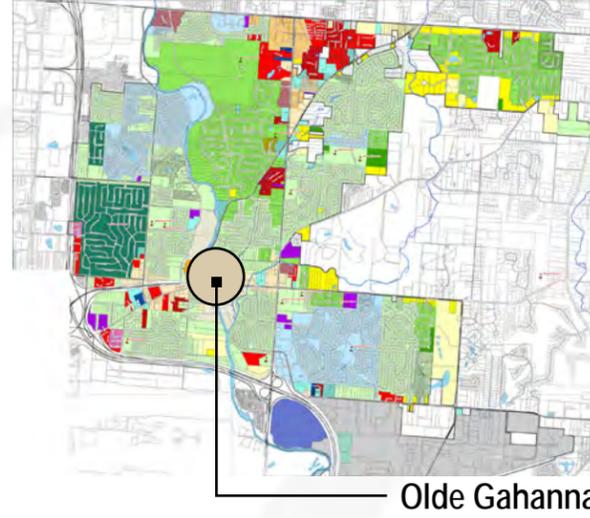
- SF-1 *Single Family Residential*
- SF-2 *Single Family Residential*
- SF-3 *Single Family Residential*
- R-4 *Single Family Residential*
- ER-1 *Estate Residential*
- ER-2 *Estate Residential*
- PRD *Planned Residential District*
- MR-1 *Two Family Residential*
- AR *Multiple Family Residential*
- PCC *Planned Commercial Center*
- M-1 *Manufacturing*
- PRCD *Planned Residential-Comm. Mixed Use District*
- SCPD *Select Commercial Planned District*
- PCD *Planned Corporate Mixed Use District*
- PUD *Planned Unit Development*
- CS *Community Service*
- SO *Suburban Office*
- NC *Neighborhood Commercial*
- CC *Community Commercial*
- CC-2 *Community Commercial-Modified*
- PID *Planned Industrial Development*
- RID *Restricted Institutional District*
- Overlay



Existing Zoning Classifications

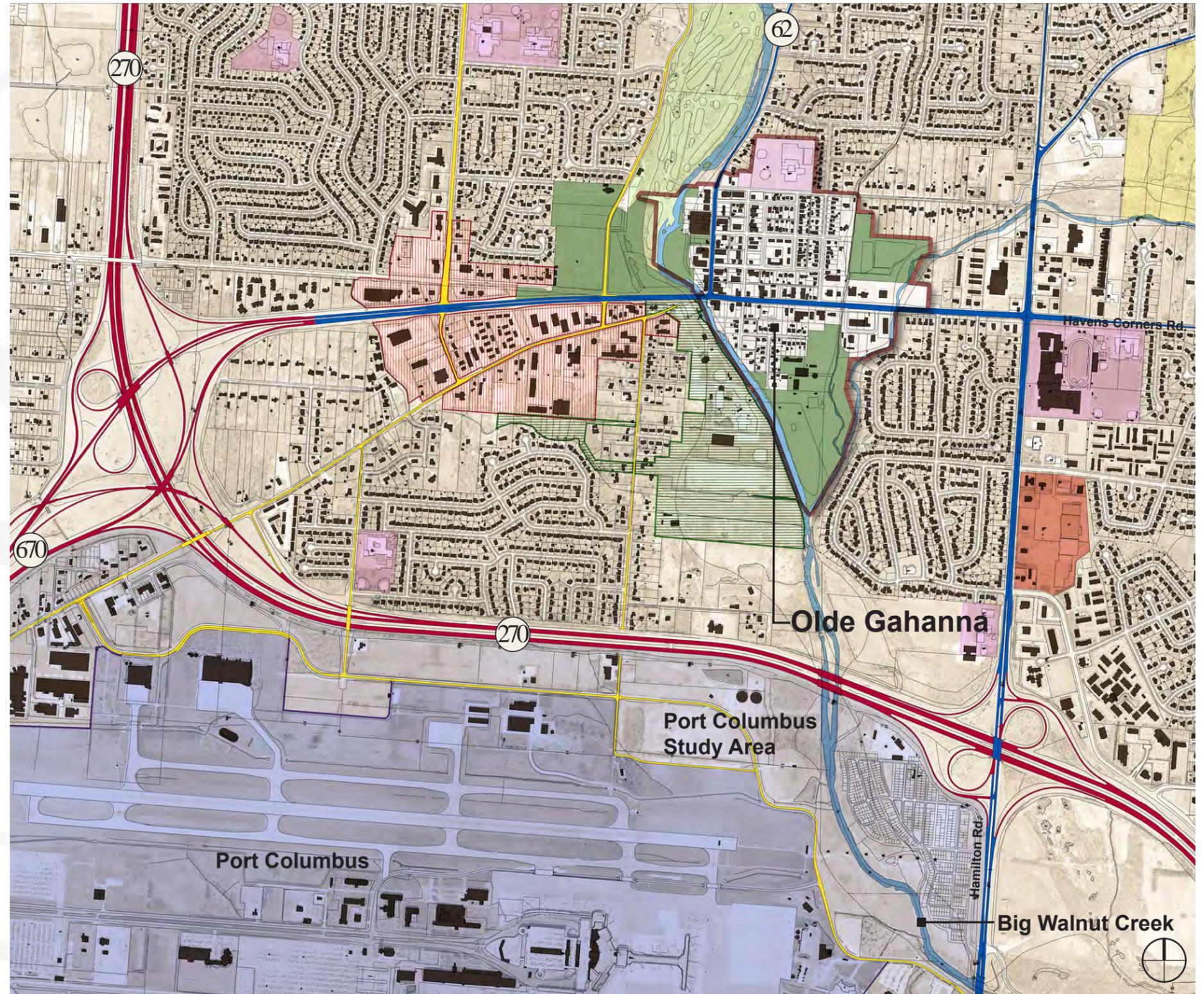
Olde Gahanna

- OG-1 *Downtown Single Family Residential*
- OG-2 *Downtown Multi-Family Residential and/or Suburban Office*
- OG-3 *Downtown General Commercial*
- OG-4 *Downtown Creekside*
- OG-5 *Downtown Recreation*



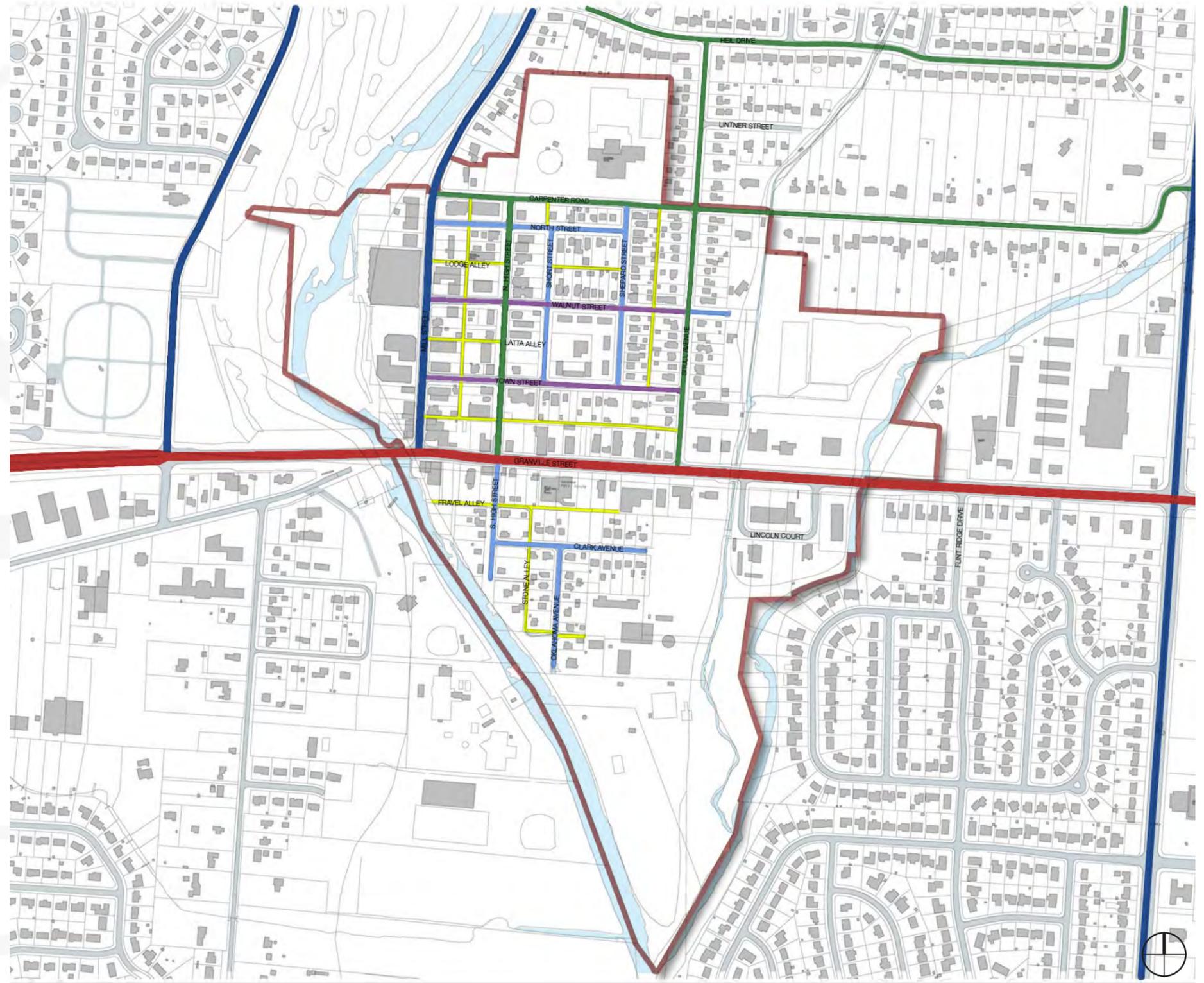
Key

-  Freeways
-  Major Roads
-  Connector Roads
-  Port Columbus
-  Port Columbus Study Area
-  Public Parks
-  Golf Course
-  Country Club
-  Schools
-  Retail Center
-  Water
-  Future Redeveloped Commercial/Office
-  Future Park Systems



Key

- East/West Main Arterial Road
- North/South Main Arterial Road
- Secondary Arterial Roads
- Residential Roads
- Access Roads
- Alleys

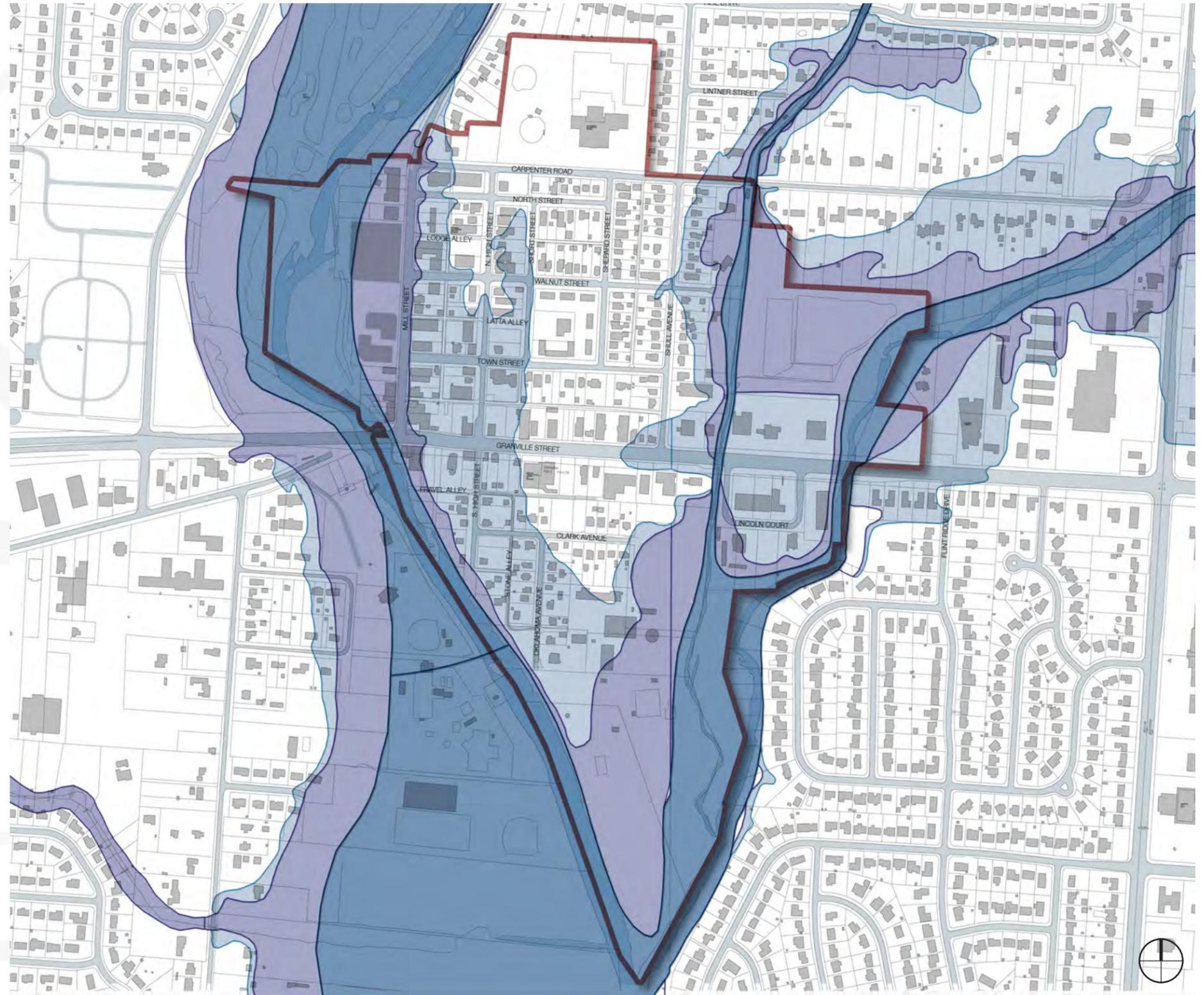


The flood map indicates the latest (2007 FEMA) flood areas as they relate to the floodway, 100 year floodplain and the 500 year floodplain.

There shall be no structures built within the floodway per the regulations of FEMA.

Key

-  Floodway
-  100 Year Floodplain
-  500 Year Floodplain



The figure-ground diagram illustrates the proximity (in walking-time minutes) of Olde Gahanna (centered at Mill Street at mid-block) to significant attractions/destinations and communities.

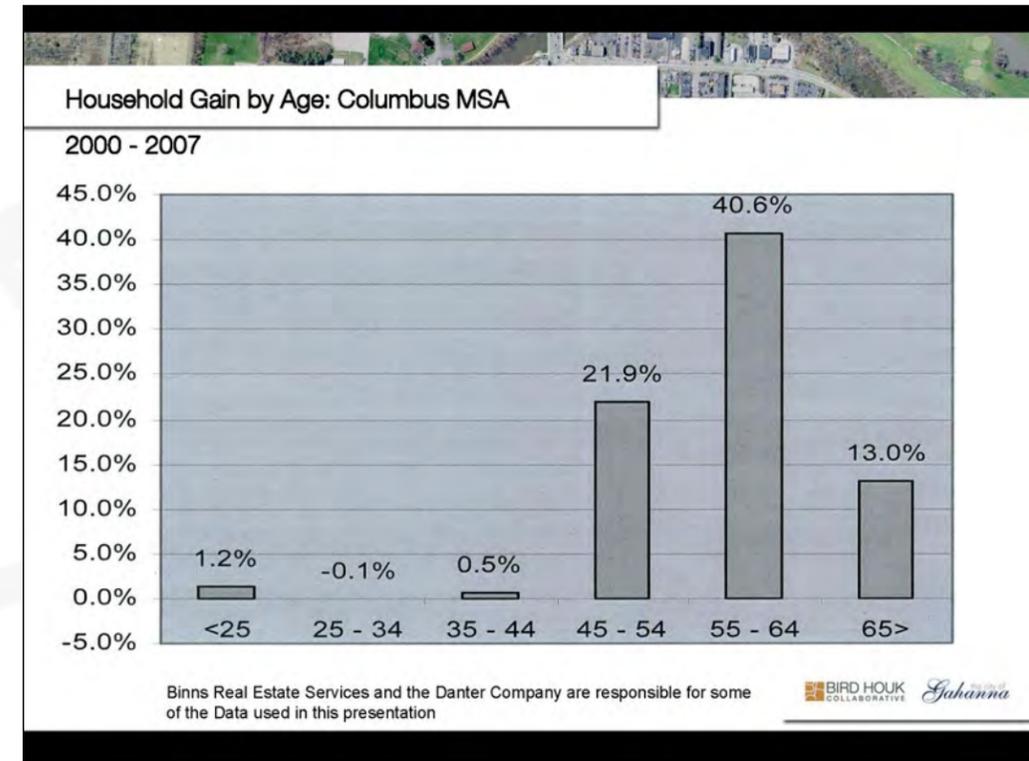
The first concentric circle indicates a 10 minute walk (1/4 mile) which includes: Creekside Park, Creekside, Big Walnut Creek, Jefferson Elementary, Chamber of Commerce, and Gahanna Golf Course.

The second concentric circle indicates a 20 minute walk (1/2 mile) which includes: Gahanna Library, Shull Park, Friendship Park, Post Office, bowling alley, and Gahanna Swim Club.

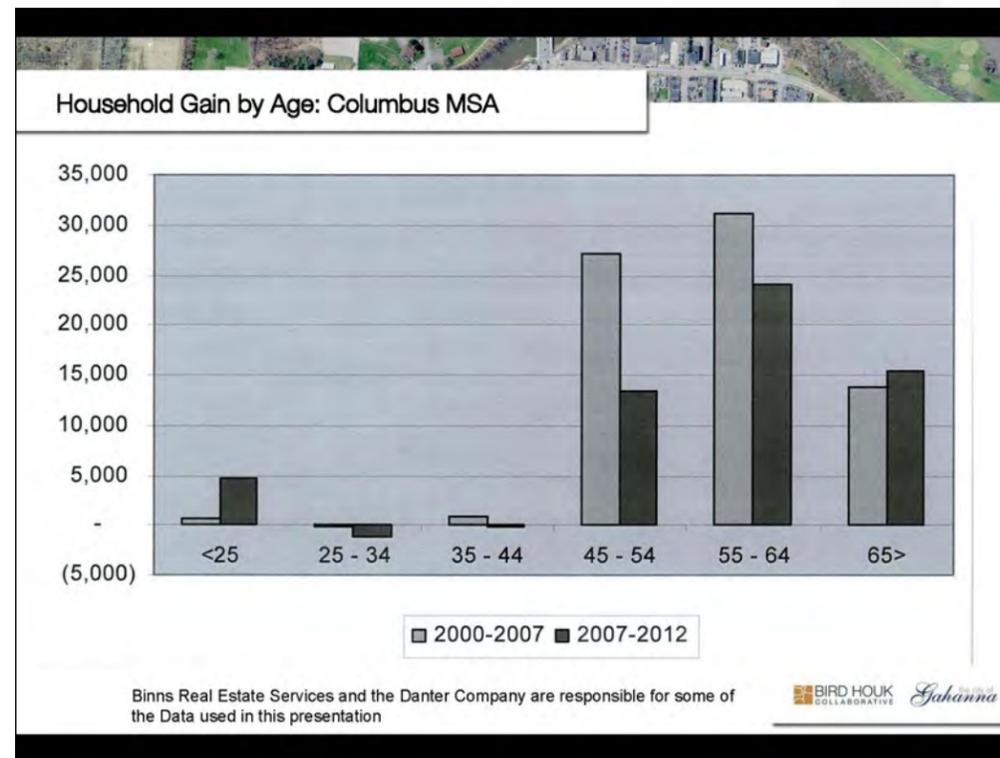


Each community possesses unique and different circumstances. Each has different resources and yet, every community has experienced, and is living through, fundamental changes in our society, economy, education, lifestyles, nature of work, and our standard of living. Due to this, there is probably no community that can continue to be what it has been. There is no town that will be able to remain the same. Change is continuing and trends will continue to affect communities on a daily basis.

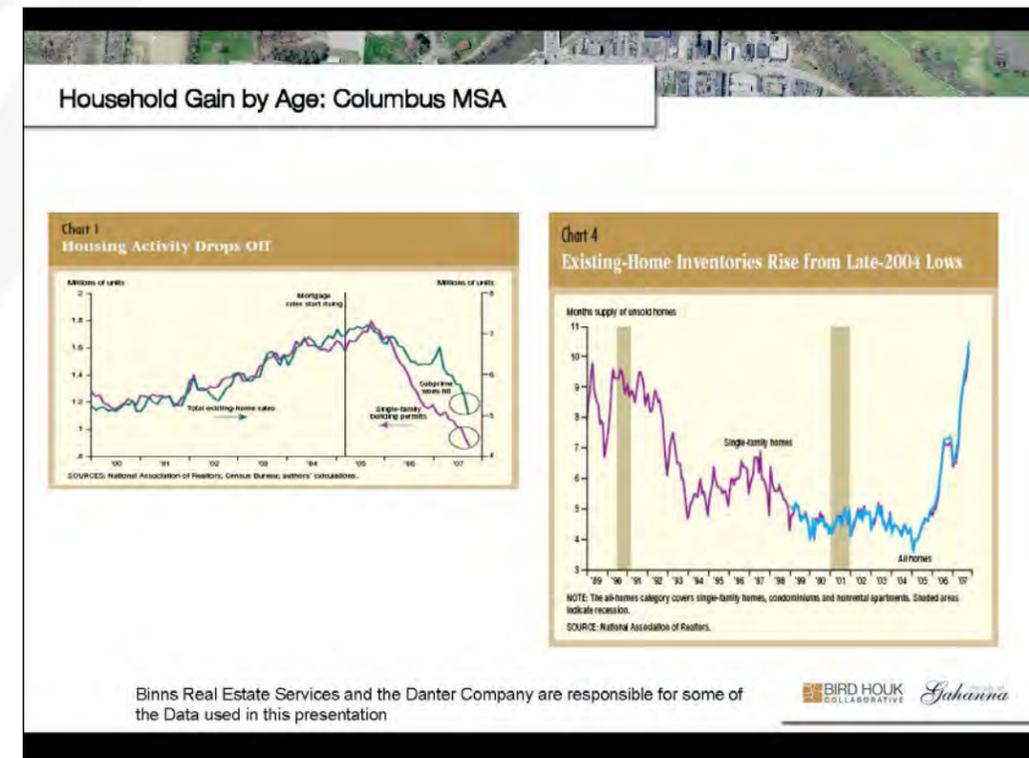
An awareness of, and a willingness to address, applicable trends will be necessary to devise an effective vision plan. Acceptance of obsolescence and change will be necessary. Understanding the specific needs of Olde Gahanna in its greater context will be necessary. The collaboration of members of the community, and others who may have a stake in the future of the planning area, will be essential. Original thought, and the willingness to try new ideas will be important, particularly if new and effective strategies are expected to emerge. It takes 'vision' to accept these things, and planning work must focus on the future and embody the vision.



Pg.1



Pg.2



Pg.3



Global Influences

Key Components Affecting Planning Environment

- Demographic Shift
 - Retiring Baby Boom Generation
- Creating the Opportunity for Economic Development
 - Jobs
 - Tax Revenue
 - Investment/ Re-Investment
- Preferences among Residents
 - Stronger Connection within Community/ Environment
 - Walk-able
 - Lower Maintenance Costs
 - Environmentally Conscious

 *Gahanna*

Pg.4



Global Influences

Local Trends within Central Ohio

- Job Growth leads to Housing Growth which leads to Retail Growth
 - Economic Development: Jobs, Tax Revenue, Investment
- Poor Office/ Retail/ Residential Environment
 - Create a differentiated offering by:
 - Location
 - Product
- Competition for Visitors/ Residents
 - Accessibility
 - Parking
 - Walk-ability
 - Entertainment
 - Retail must be a destination or be a part of a destination
 - District: Unique
 - "Wired" Communities
 - Opportunities for people who work at home/ on the go
 - Unique Offerings to Population Segments
 - Connection with Community
 - Walk-able Urbanism
 - Socially Conscious: Environment/ Buy Local
 - Diversity of Activity
 - Simpler Living – Value in Environment

 *Gahanna*

Pg.5



Global Influences

The Affects of Local Trends

- Parking
 - Ranks with location, amenity, and occupancy costs as the most important factors in site selection decisions
- Competition among Communities for Tenants
 - Incentives create "musical chair" scenario for Tenants
- Competition among Communities for Residents
 - Seek Residents with a low cost to service and high expendable income: (young professionals & Generation X)
- Local Marketing through (SID) and (BID) districts
 - Local Businesses assessing C.A.M.
- Creating a Destination for visitors through Programmed Activity
- Trends benefiting social goals
 - Green Materials/ Buy Local etc.
- Increasing Housing Options
 - Town home/ Condominium/ Loft Space
- Interest in Re-development of older centers into mixed-use Town Centers or "lifestyle" centers
 - Powell
 - Grandview
 - Gahanna
 - Dublin

 *Gahanna*

Pg.6



Global Influences

How to Respond to Local Trends & Demographics within Olde Gahanna

- Existing local workforce, Buying Power and Housing Density
 - Provides Opportunity for Retail, Restaurants
- Predominantly Single Family Housing Stock
 - Provides Opportunity for other Housing Options within Community
- Further Develop the Creation of a Destination
 - Niche Product Opportunities to a Targeted Market
- Parking or (perceived parking)
 - Obvious and Accessible Public Parking
 - Parking "Districts" that allow for shared parking between uses
- Creation of a (BID) or (SID)
 - Mass Market Olde Gahanna
 - Marketing/ Program Director
 - \$ for Programming & Streetscape Improvement
- Increase Housing Options within Community
 - Increase diversity of residents
 - Increase Support for Local Retailers/ Restaurants

 *Gahanna*

Pg.7



Global Influences

How to Respond to Local Trends & Demographics within Olde Gahanna

- Existing local workforce, Buying Power and Housing Density
 - Currently +/- 2,000,000 s.f. of retail along Hamilton Rd.; the dominant retail corridor within Gahanna.
 - Older centers can not compete with more up to date "Supercenters" and are becoming re-development opportunities.
 - Based on past studies, the market boundary for Olde Gahanna Retailers is approximately a 5 mile radius of Mill and Granville Street, a demographic that somewhat less affluent than the rest of Gahanna.
 - The 5 mile radius of Olde Gahanna includes a relatively high % of families with Children and empty nesters. The city of Gahanna is dominated by families with children.
 - The increased Visitorship within Olde Gahanna as a result of Creekside has increased the demand for products catering to visitors and tourists.
 - Much of the traffic along Granville Street is from passers through; including residents of Jefferson Township, Bexley and Blacklick. These residents often don't patronize local business other than fast food.
 - The trade area from which Olde Gahanna pulls visitors and residents has been expanded through the development of Creekside; significantly raising the value and consumer base of the properties. Although the value and consumer draw has increased; the re-development of the properties around Creekside have not kept up with the increase in consumerism. The reason for this is:
 - Multiple Parcel ownership makes assembling land more difficult
 - Commercial zoning code which does not create the opportunity for re-development
 - Increasing Commercial Property Values
 - Flat Commercial Yields
 - Small Parcel Size



Pg.8



Global Influences

How to Respond to Local Trends & Demographics within Olde Gahanna

- Further Develop the Creation of a Destination
 - Retailers have to rely on the area as a destination (through programming or a unique offering) to attract patrons.
 - Retailers do not have the draw or buying power to market there business solely in the downtown; they must market the "district"
 - A large majority of survey respondents we're impressed by Creekside's family friendly environment, safety and cleanliness.
 - Respondents liked Olde Gahanna's small town atmosphere and pedestrian Environment.
 - The activities at Creekside appeal to a more affluent demographic than that of downtown Columbus events.
 - Niche Product Opportunities to a Targeted Market



Pg.10



Global Influences

How to Respond to Local Trends & Demographics within Olde Gahanna

- Predominantly Single Family Housing Stock
 - A predominantly single family housing stock limits the ability to attract buyers in different income classes or life-stages.
 - The opportunity for a condominium or town home product would allow new buyers; especially those interested in downsizing, the opportunity to have a unique product in a pedestrian friendly, unique environment
 - There is an opportunity to incorporate residential into new development; especially those that offer convenience to an amenity..... Water front, Creekside etc....
 - The increased desirability of Olde Gahanna puts development pressure on single family homes. The residential character should be preserved through development standards.



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Global Influences

How to Respond to Local Trends & Demographics within Olde Gahanna

- Parking or (perceived parking)
 - Parking and Accessibility ranks as the most important factor driving development viability
 - Parking "Districts" allow parking to be used by different uses at different "peak" times
- Creation of a (BID) or (SID)
 - Mass Market Olde Gahanna
 - Marketing/ Program Director
 - \$ for Programming & Streetscape Improvement
- Increase Housing Options within Community
 - Increase diversity of residents
 - Increase Support for Local Retailers/ Restaurants



Pg.11

TRENDS AFFECTING COMMUNITY DEVELOPMENT

Changes in Population

From a community planning perspective, the most significant trend in America is the growing proportion of the national population that is 65 years of age or older. This segment of the population is also growing the fastest throughout the developed world. In the United States, it is estimated that 12 percent of the population was over 65 in 2000, and the Census Bureau estimates that by the year 2030, this percentage will grow to more than 20 percent. If correct, this predicts that 71.4 million Americans will be 65 years of age 21 years from now. The magnitude of this change, journalized generally as the aging of the baby boomer generation, will impact every community in America in many ways. The elderly segment of the population is currently the wealthiest, but it is estimated that only about half of the “boomers” will be able to maintain their standard of living. It is estimated that one in four of these seniors will become dependant upon government programs. Estimates predict that there will need to be twice as many physicians specializing in geriatrics to serve the elderly population, and 500,000 more nurses by 2020.

Suburban communities will likely face demand for increased social services, such as public transportation, senior day care, and similar social services because the populations of suburban communities in the United States are aging faster than most other communities. As people age, they drive their cars fewer miles and less often because they become less confident in their abilities, and develop health and physical infirmities. Spread out land use patterns impact senior populations as far as shopping for groceries and prescription medications, and public services become increasingly inaccessible to them. Furthermore, it is estimated that alternative transportation services for seniors are not available in more than 50% of metropolitan areas. It will become increasingly necessary for friends, family members, and volunteers to offer passenger services for seniors.

Changes in Business and Work

The world economy now exists, but most people do not as of yet understand how this affects them. Products are now assembled, and services are procured and provided by “project teams” from all corners of the globe. Data entry and management for U.S. corporations is done over night by staffs working on computers in Ireland and in Barbados. Radio Shack no longer makes a car radio, they buy radios from China for resale, while the marketing is done somewhere in America. The construction documents for architectural and engineering projects are often assembled simultaneously in Columbus and Taiwan, or in New York and India, with E-mail serving as the medium for communication.

The world economy operates on a value added basis, just like professional sports and Hollywood. The success of an individual, and his/her income, will be measured by the individual's worth (contribution) to the world economy. To get a handle on this context, one researcher (Robert Reich- The Work of Nations) predicts that there will be only three (3) job types to consider for relative positioning. These job types follow, with a brief description and value position:

- *Repetitive Production Worker*- The assembly line worker, or the farm worker has the lowest position, and the least job security. These are the jobs being replaced by robotics, unregistered immigrant workers, and cheaper labor in foreign countries, as companies continually find ways to reduce costs of production.

- *In Person Server*- This is the service technician, the restaurant server and the hair stylist. Future earnings and job security depend upon who one would be serving and the recipient's perception of the value of service, although values are declining for many service functions. The preparation of a Will, for example, can be done for \$19.95 if a person buys a computer program and does the work by him/her self, instead of hiring a lawyer.
- *Strategic Analyst*- This is the definer of the problem, the person who solves the problem or the broker of its solution. This is the idea person, the fashion designer, the "hot" author, or the star athlete who can score the most points. This is Tom Hanks or Sharon Stone who can guarantee ticket sales. This is the research scientist who will find the cure for AIDS, the planner who can point the correct way, the marketing genius who can sell the product or the TV producer who can cause a show to climb in ratings. This is the CEO of a major corporation that saves millions by off shoring data worker jobs to India. These are people who earn money on the basis of the value they add to a venture. These are the stars of the world economy. The U.S. economy has been expanding continuously since 2001, though not always at the same rate. New jobs have been added in the service sector, which has grown the most, replacing almost all manufacturing jobs that have been lost. However, these new jobs have not matched previously held pay scales and Americans have seen a decline in the standard of living in the middle and lower class of working families. In most cases, workers have not possessed the education, nor the skill sets or training needed to fill the new job, and many job training programs have missed the mark by focusing upon computer skills that are available in other countries at lower salary levels.

Ohio's economy has been in decline for an extended period. More than a quarter of a million manufacturing jobs have been lost. The Census Bureau has reported that Ohio led the nation with the highest number of counties with the greatest population loss. However, the population of Franklin County grew by 0.85% or 9,040 residents, and the six counties surrounding Franklin County grew by 10,428 residents, making Central Ohio the State's only bright spot in population growth. Population growth and new households generally follow job growth. In fact, job growth in Central Ohio has been positive. New jobs have been shared on a roughly equal basis between the City of Columbus and all of the suburban communities and surrounding counties. The nature of jobs has shifted, however. For example, within Central Ohio, 17% of all retail jobs have been lost since 2001. The manufacturing sector has experienced a large decline in jobs. Construction and real estate have been down. The job sectors which have showed little or no growth include government, technology and business services, and logistics and utilities.

On the other hand, the growth sectors included entertainment, dining & lodging, health care and social assistance, and professional, technical and other services. Related to the new ways in which we work, companies are seeking to consolidate floor space through greater efficiency of design and sharing of space, telecommuting and other technology-based productivity boosters. This is reflected in an upward trend of closer to 5 office workers per thousand square feet of gross leasable space rather than the traditional rule of thumb of 4 office workers per thousand square feet. Consolidation, flexibility, and design efficiency are long-term forces that will shape future office real estate trends. In turn, developers are seeking more efficient and integrated uses of buildings and land. Space needs of tech firms do not fit the empty shell designs of the past. Today's emerging companies need space that is flexible enough to easily meet quickly changing requirements. Team spaces are given highest priority while individual offices are not laid out along a hierarchical structure as they were in the past. As an Internet marketing executive commented, "Having the latest computer equipment is more of a status symbol in our company than sitting in the biggest office." Trends such as telecommuting, "hoteling" (working remotely most of the time but reserve office space when needed), mobile "officing" (working remotely on the road), flextime (working hours outside of traditional 9 to 5 shift), job-sharing (sharing a full time job on part-time basis with another part-timer), freelancing (working at clients office for duration of a project), and work/live space are changing space requirements in corporations of all sizes. There are many jobs in our new economy that require only a laptop computer and a cell phone to accomplish anything the worker desires. This has led to a resurgence of "third places" such as coffee shops, libraries, and outdoor cafes.

Another trend is the sharing of space and pooling of resources among complimentary businesses. Office suites offer small firms (often one person) a well-furnished office with adminis-

trative services, conference rooms, high speed Internet access, and basic office equipment at a prestigious address. Some upscale versions offer on site fitness centers and concierge services. They generally appeal to sales reps, small local staffs of large national corporations, startup entrepreneurs, and those on temporary assignments. A related concept is business incubator space where promising startup businesses are provided with technical and business assistance in addition to cheap space. Office condominiums are gaining in popularity to leasing for professional practitioners such as physicians. A condominium allows the practice to own its real estate (which has favorable tax implications) without entering the real estate business as a landlord to others. Innovative economic development professionals are identifying industry clusters that play to a municipality's particular strengths. Although clusters are often thought of as a concentration of like businesses in one area, vertical clusters that emphasize supply chain relationships may prove to be more sustainable over the long haul.

Changes in Education

We now live in what is called the knowledge economy, and it seems almost incomprehensible that only about 25% of high school graduates go on to receive a college education. It is estimated that from 18% to 30% of all high school students drop out before graduation. This is foreboding because the aspirations of the nation's young people will never be met. Census data indicate that in 2005 college graduates earned \$54,689, compared to \$29,448 earned by persons with only a high school diploma. The drop outs earned just \$19,915, and persons with professional degrees earned up to \$119,009. The information age has defined the knowledge economy and distance learning. Recent research estimates that there are one billion users of the Internet, with a growth rate approximating 15% per month. Every major corporation, charitable and political organization, educational institution, community service agency, and unit of government has integrated use of the World Wide Web into its marketing, information and communication strategies. Distance working, even from the home, is a characteristic of the world economy, which both drives the existence of, and prospers from, all of the above trends. Technology is changing the nature and scope of a community along with, the nature of work and the systems or rewards for effort expended. Technology has rendered job insecurity to all who would ignore it, which is why education has become a K through life curriculum.

New research indicates that the U.S. is entering the creative age, a time when new ideas will generate new products and new businesses. It is now recognized that even with computer skills, data workers contribute very little added value to the processing of information. It is innovation, not mass production of low-value goods and services that is the driving force in the new economy.

Studies are now under way to determine what should be taught to develop creative workers and leaders. The current trend focuses on the arts, culture, and technology as the subject matter. One researcher reports that communities most likely to burst with entrepreneurial fervor will be those that place a premium on cultural, ethnic, and artistic diversity. Many educators now believe that artistic talents are vital to all industrial efforts that depend upon the marriage of computers and telecommunications.

Changes in Shopping

There are many trends changing how people shop. Data shows that for the past 10 years, retail sales nationally have shown a growth of only 4 percent, while sales growth for products purchased on the Internet have grown at a rate above 20 percent. Sales through mail order retailing have also done well. As a result, there has been significant consolidation among department stores, and many "big box" retail developments have closed. The pool of retail tenants who might anchor new malls has reduced, and many analysts now predict that new mall development is in a period of decline.

The retail industry has responded in several ways, the most basic have been targeted selling to narrowly defined segments of the population. Grocers in Hispanic or Asian neighborhoods have, for example, provided great selection in the fresh produce preferred by each ethnic group within their market area. Many specialty retailers have been formed, such as, Wild Birds Unlimited, to target the bird enthusiasts within the overall market. Segmentation of the market by age group has provided another approach; seniors may be offered specialty products, or younger “people on the go” are offered pre-cooked dinner options to purchase at a Whole Foods market on the way home from work. The more traditional “one-size fits all” concept of merchandising has all but vanished.

Similarly, the trend toward public action in support of social goals has generated a focus for specialty retailing that did not exist ten years ago. Referred to as ethical consumerism, a growing segment of the shopping public has begun to seek out and demand products from companies that do not exploit impoverished labor or the environment. These people have paid premium prices to encourage, through their purchases, the development of a variety of products such as compact fluorescent light bulbs, hybrid vehicles, and organic (and fair trade) foods and beverages.

Lifestyle retailing has become the most popularly journalized approach to retail sales. Developers have coined the term “Lifestyle Centers” as the basic marketing thrust for shopping places that have enhanced pedestrian amenities, with superb landscaping, places for outdoor dining, and stores that carry merchandise targeted to specific segments of the shopping public. The Urban Land Institute has recently said it has not been able to define what a lifestyle center really is, because there is no such thing. What exists for the shopper is a growing opportunity to shop in civic places that do provide experiences for social enjoyment while shopping.

Significant interest is in the array of new centers that have been developed in the pattern of historic town centers. Plans for these centers feature streets laid out in a grid fashion, with curb side parking, street furniture, and public plazas and parks. These places have demonstrated a renewed interest in renovating town centers. Current retailing strategies consist of making stores smaller, focusing on environmentally friendly “green design,” and providing more shopper amenities. Whole Foods has set a trend for smaller stores (12,000 to 16,000 square feet). Nordstrom, Inc. is replacing its shopping bags and gift boxes with boxes and bags that are 100% recyclable. Store design is implementing the use of “eco-friendly” construction materials. Retailers are recognizing that mixed-use communities are increasingly attractive for shoppers. Places where people live, work, shop and play are pleasing places, and they draw customers from a larger market area.

Changes in Lifestyle

Diversity in lifestyles has become more apparent with demographic changes. The cultures of the world’s developed countries are becoming more heterogeneous. People no longer feel limited to live in certain neighborhoods, and they are becoming less limited by class or ethnicity. People of varying age groups are becoming more comfortable in expressing attitudes and living preferences outside of those traditionally associated with their age group. American business has responded to this trend through “microsegmentation” of the marketplace, breaking down the mass market into even smaller groups of potential customers with similar wants and needs. For example, marketing research efforts have summarized the differences in lifestyles between the baby boomers, generation Xers, generation y, and new millennial’s. To be sure, market research has moved further to define micro segments within each of these generations. However, general summary of the lifestyles of each depicts how trends become modified by subsequent generations.

The Baby Boomers, born from 1946 through 1964, comprise nearly 28% of the U.S. population. Researchers have segmented the boomers into two groups, born from 1946 through



1954, and born between 1955 through 1964. The first wave watched the assassinations of JFK, Robert Kennedy and Dr. Martin Luther King on television. They also watched the walk on the moon. They have direct experience with the Vietnam War, anti-war protests, and the sexual freedom, environmental and women's movements. These boomers are characterized as being experimental, individualistic, free-spirited and social cause oriented. The second wave lived through Watergate, the Cold War, the oil embargo, raging inflation, and gasoline shortages. Researchers characterize them as being less optimistic, generally distrustful of government, and generally cynical. The baby boomers retain the greatest share of the cultural, industrial, political and academic leadership class in America. They also retain the highest median household incomes in the United States.

Researchers say that the baby boomers are known for excessive spending for themselves, rather than investing in future generations. These are the people, after all, responsible, as consumers for large lot single family suburban pattern development. Boomers defend their lifestyle by saying that they worked hard their entire lives to give their children (generation Y) a better life. Data show, however that the boomers accomplished this objective on a short term basis, not for the long run. Researchers believe that the boomers will empty their pension funds to support their lifestyle, leaving nothing for their children. Retired baby boomers will (still) be in age denial. They are already spending record amounts on health club memberships, home exercise machines, cosmetic surgery, health foods, vitamins, organic foods, bottled water, hair color, Botox, and Viagra.

Baby boomers will have a toxic reaction to any product or service (including housing) that is labeled: "senior" or "mature," or other similar terms. This is a sensitive issue. Active downtown and urban environments can provide robust opportunities for senior boomers to stay active and connected to their communities after retirement. There is a growing movement toward the formation of nonprofit corporations that collect membership dues in exchange for provision of transportation, home cleaning and repair, companionship, security, and other services. Such self-help co-operatives will help seniors stay in their homes longer. In some moderate income areas, the co-ops are set up by social services organizations which can tap into volunteer labor and barter exchanges to keep costs down (although the use of volunteers may present the need for liability insurance).

Generation Xers, born between 1965 and 1976, are often defined as the "baby bust" generation, because of the small number of births that took place during these years following the baby boom. Some researchers depict this generation, which numbers approximately 48 million, as tending to be consumer driven and media savvy, while others describe them as people who reject status, money and social climbing. This generation lived through the recessions of 1991 and 2001, and they experienced the affects of job outsourcing and off shoring. They are preoccupied with what they perceive as problems left by the previous generation that they must resolve. Researchers report other interesting aspects of the Generation X lifestyle. This generation has a strong tendency to start their own businesses. This is the first generation to recognize the benefit of the Internet, and many of them started dotcom companies, while many made fortunes, and many declared bankruptcy. This same generation is known to possess a love of nature and athletics, and is credited with starting the extreme sports movement, launching rock climbing, bungee-jumping, and snowboarding. This is also the first generation to abandon suburban living and to return to the cities, and their preferred dress is individualistic. They are credited with revitalizing many downtown areas.

Generation Y- the Millennials were born from 1977 through approximately 1990; some researchers stretch the limit to the year 2000. This generation which numbers almost 70 million is portrayed as young, smart, brash and casual in dress. These younger persons are the newest entrants into the job market, and they have high expectations for themselves. They tend to work faster and better than other workers. They seek creative challenges and bosses who will become engaged in their training for advancement. They also view colleagues as resources, seeking knowledge and experience wherever they can find it. Millennials are sought after by employers because they are the most tech savvy of all workers, but Millennials question traditional command and control management practices, causing great frustration for managers. Researchers point out that members of this generation are financially smart, with 37% expecting to start saving for retirement before the age of 25. Retirement plans are a strong factor in job selection, and 70% of those who become eligible contribute to such plans. Gen Y's also seek to balance work with personal pursuits. They place a higher value on self-fulfillment than previous generations, and they like workplace options such as tele-

commuting, going part time for periods, and jobs with other forms of flexibility. At the same time, Gen Y's do not expect to stay in the same job for many years, or even the same career for life. They do not appreciate the concept of employee loyalty. These people are high performers, but also high maintenance.

Most communities working to develop their economies seek to attract Gen Y college graduates. One market researcher reports that the Millennials prefer to live and work within the downtown areas of cities, particularly those that provide green space, urban densities, and "cool" places within the context of old buildings. This generation, more than any other, places high value on good design. Gen Y's are looking for authenticity. To them, everything has history and context, and everything does not need to be new. Price and value are paramount for Gen Y's, but 'value' is not narrowly defined. Value includes health and environment, time and efficiency, peer and self respect. For these consumers, the bottom line is higher. Movements toward simpler living and saving the environment have taken hold in this decade with all generations of operating on the fringes of mainstream American Society. Sale of natural and organic foods is growing by 10% a year while Saturday farmers markets proliferate throughout local farms whenever feasible. Rising concerns about global warming coupled with energy price shocks are fueling the green wave. Wal-Mart is at the forefront of this movement to the surprise of its critics. But Wal-Mart understands that it has incredible potential to use its vaunted business model to mercilessly strip away inefficiency and waste as it relates to environmental and energy issues. It is committed to selling environmentally-friendly products (such as compact fluorescent bulbs) to its customers, using recycled materials to build its stores, and employing alternative energy sources to operate those stores. Next on its agenda is to pressure its vendors to adopt more environmentally sound practices if they want to do business with Wal-Mart. Sustainable development and eco-conscious lifestyles will be fundamental requirements from this point on for the human race to thrive.

Changes in Development

It is estimated that approximately 80% of all persons 65 years of age or older own their own homes, and in the United States these homes are located predominantly in suburban areas. Housing preferences change for seniors as they age. Research has shown that as baby boomers become "empty nesters," they prefer compact neighborhoods with pleasant and walkable streets. It is estimated that the demand for small lot "cottage houses" and for attached housing units will exceed supply by 2025. The shortfall is estimated at 35 million senior housing units. The same research estimates that the demand for large lot, single family housing in 2025 will fall short of the supply available today.

The market for senior housing is one of four markets within what developers are only beginning to recognize as the "4-S Group." In addition to seniors, the other markets within the group are housing for singles, housing for singles with children, and start-up housing. Each of these markets has different preferences, and developers have ignored them for years because it has been more lucrative to build large, more expensive single family housing for the boomer generation.

One new trend is for smart growth communities. Research has shown that 55% of Americans prefer new development to provide neighborhoods with a mix of single family and other types of housing, shopping places and schools within walking distance of housing units, places of work with commutes of less than 45 minutes, and accessible public transportation. This research indicated that Americans now believe that bringing places of work closer to home is smart growth.

Another trend moves directly away from "drivable sub-urbanism" to "walkable urbanism." Walkable urban places are much more densely developed, and consist of shops, offices, services and housing units all mixed together. One researcher used real estate sales data to show that people are paying 40% to 50% more for residential condominiums on a per square foot basis, in comparison to detached single family houses. This shift in property value has been evolving over the last 10 to 20 years, and the number of walkable urban districts has increased from 2 in the 1980's to 17 by 2007. It is estimated that the pent up demand for these places will gravitate to suburban town centers, old strip malls in need of redevelopment,

and new Greenfield towns.

The development community has embraced the concept of mixing complementary uses within a single development plan. The largest projects consist of new Greenfield Town plans, new town centers, and new traditional neighborhoods. The typical use mix generally includes retail buildings with condominium housing units on upper floors, parks and recreational facilities, and offices. Generally several types of housing units are provided. Many developers have come to mix uses within single building projects, designed to “infill” the street front of existing commercial streets with vacant sites or designated redevelopment sites. One new market is live/work or career housing, which provides a mixed use option for professionals to start new consulting and related businesses, following early retirement or layoff. Paralleling the trend toward mixed-use development, the adoption of design standards and design review by large and small governments has become almost universal. In most communities across the country, existing zoning regulations have not been updated to allow mixed use development proposals, without significant controversy.

A growing number of childless households have pets. Furthermore, pets are gaining status as fully-fledged family members (even as surrogate children in some households). Sales of pet-related merchandise and services is a \$50 billion a year industry in the United States and is growing at a pace twice that for all retail sales. One chain reported that it sold more dog clothing in December 2007 than it had sold in the entire previous twenty years combined. On any given warm-weather weekend, there are numerous dog-related community events in

cities and towns throughout the country.

References not already listed in the text are listed below. Written by Frank Elmer and Chris Boring.

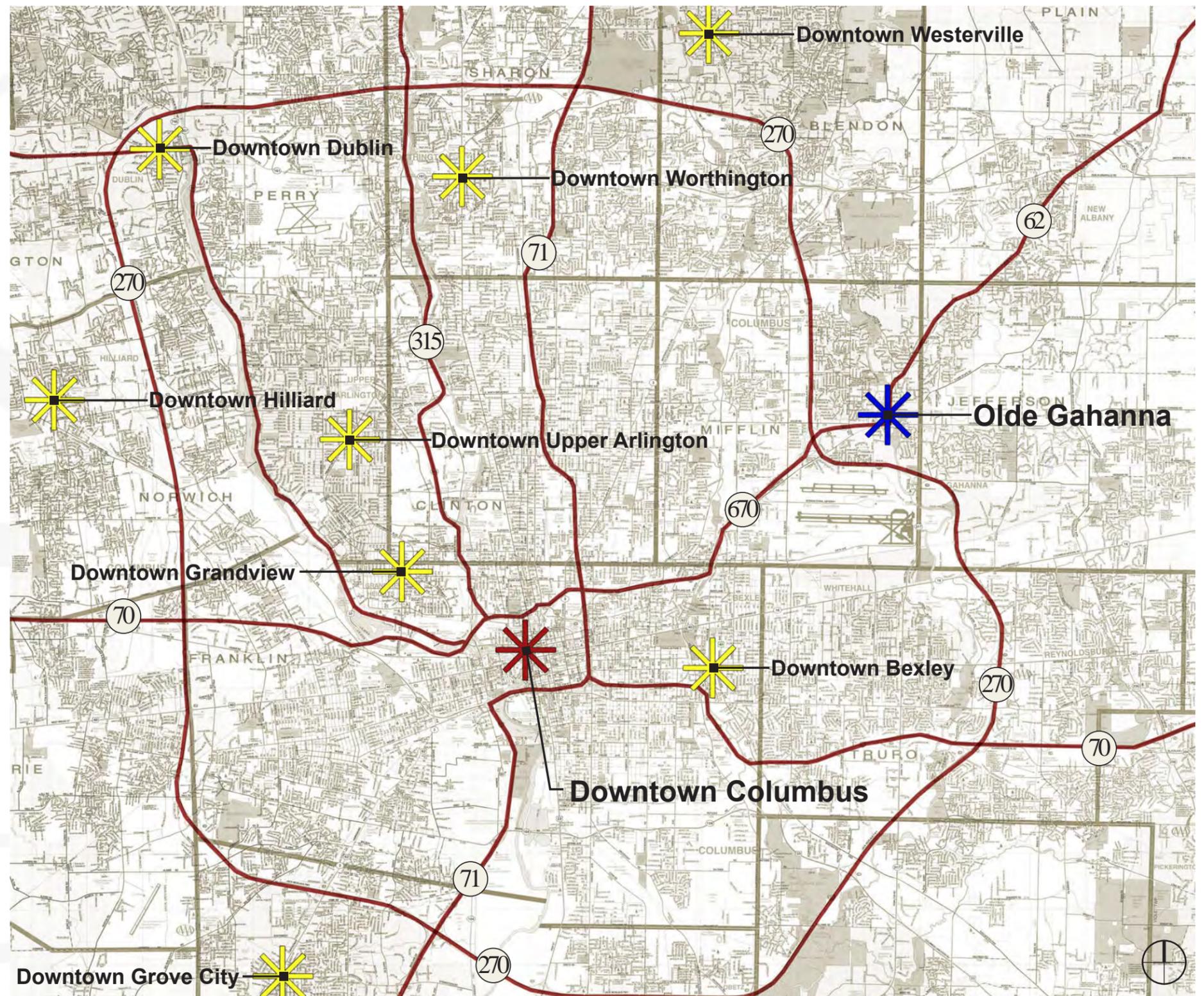
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The diagram to the right illustrates the surrounding cities within the greater Columbus area for which Olde Gahanna is in direct competition for residents, businesses, and visitors. Gahanna is illustrated by a blue star, Downtown Columbus by a red star, and the competing suburban cities by a yellow star. Each of these cities has a unique downtown/commercial district, some are established and already successful, while others have some work to do before creating that 'destination place' within the Columbus area.

The next step in the visioning process is 'Community Comparison'. This is not an in depth process, but more of an overview of the surrounding 'downtown' commercial districts and the evaluation of what makes this place desirable, what needs some work, and what are the constraints that are holding this particular area back. This is done through a S.W.O.T. Analysis looking at generalities regarding: vehicular circulation, pedestrian circulation, image/theme, amenities, urban design, etc.

The following exhibits illustrate the dialog the Steering Committee and the consultants had regarding each of the Community Comparison which have been categorized by 'Strengths' and 'Weaknesses.'



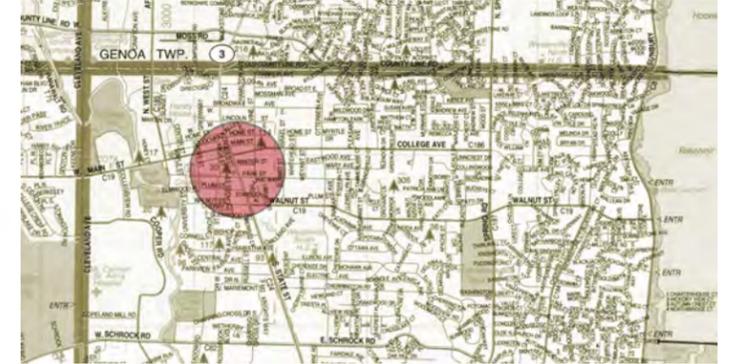
Westerville

Strengths

- Historically been Cultural/Civic Center of Community)
- 'Identifiable Image' (Driven by the diverse mixture of uses within the district)
- Civic Uses 'Library' has presence within Downtown
- Evenly Distributed Parking and on-street parking
- Adjacent to Otterbein College
- Diversity of Housing Stock
- Aesthetically pleasing Streetscape connecting Downtown

Weaknesses

- Far from I-270 Interchange
- No Influencing Natural Features
- Proximity to Downtown Columbus/Airport



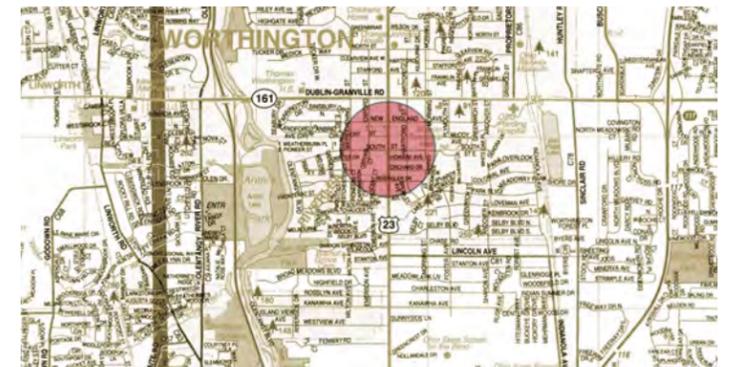
Worthington

Strengths

- Historically been Cultural/Civic Center of Community
- Close Proximity to 315/270/71 ---High Traffic Volumes / Consolidated Access Points
- Safe Pedestrian Connectivity and Linkages/Walkability to surrounding residential neighborhood
- Highly Programmed Downtown Public Space: 'Worthington Green' (Farmers Market, Art Festivals, Community Concerts, etc.)
- Healthy Mixture of Uses (Successful Businesses within Downtown)
- Historic Structures (Worthington Inn, The Annex)
- Unified Signage Program
- Affluent Population (High Disposable Income)

Weaknesses

- Affordability of Housing Stock / Diversity of Housing Stock
- Ethnic Diversity
- Residential Sidewalks (incomplete)
- Proximity to Downtown Columbus/Airport
- No Influencing Natural Features



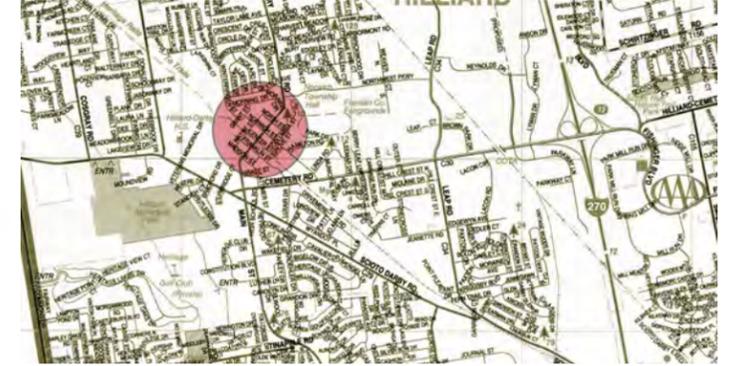
Hilliard

Strengths

- Wide Range of Housing Options/Affordability
- Rails to Trails Network (Trail Head Starts in Downtown Hilliard)
- 'New' Downtown Streetscape/Sidewalks
- Franklin County Fairgrounds
- Established Historic Downtown/Businesses

Weaknesses

- "Hard to Find" (not located near or on 'major roadways')
- No Influencing Natural Features
- Proximity to Downtown Columbus/Airport
- Many Large Transmission Lines litter the landscape (bisect Downtown)
- Incomplete Residential Sidewalk System
- Lack of Downtown Programming (Events)
- No Cohesive Urban Form / Architecture
- Some Businesses Struggling to stay afloat
- Lack of Quality Urban Park Space
- Lack of Civic Uses within Downtown
- Not perceived as Cultural/Civic Center of Community



Upper Arlington

Strengths

- Does not have an identifiable 'Town Center / Downtown'
- Arlington Ave. (Old Arlington) has a 'Downtown Character' but not enough critical mass and difficult to 'grow' due to surrounding residential uses.

If it did...

- Proximity to Downtown Columbus and OSU
- Affluent Population (High Disposable Income)
- Community Pride, Community Based Attitudes

Weaknesses

- Lack of Identifiable 'Downtown' (Kingsdale, Lane Ave. Shopping Center, Arlington Ave.?)
- Civic Uses --spread throughout the city
- Lack of Housing Alternatives



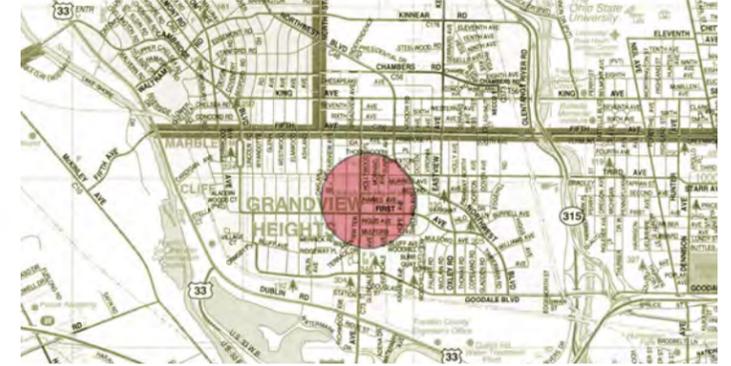
Grandview Heights

Strengths

- Proximity to 33/670, OSU and Downtown Columbus/Airport
- Very Walkable (Downtown) and Connectivity to surrounding Residential Neighborhoods
- Variety of Housing Types / Affordability (Quality Rental)
- On-street Parking / Shared Parking Districts (Behind Stauf's and Spagio)
- Programmed Downtown "Grandview Hop"
- Diversity of Age Groups (visitation)
- 'Identifiable Image' (Driven by the diverse mixture of uses within the district)

Weaknesses

- No Influencing Natural Features
- "Hard to Find" (tucked away between 5th and 33)
- Lack of Urban Park/Greenspace
- Lack of Parking (future growth issue)
- Lack of Consistent / Identifiable Architectural Character



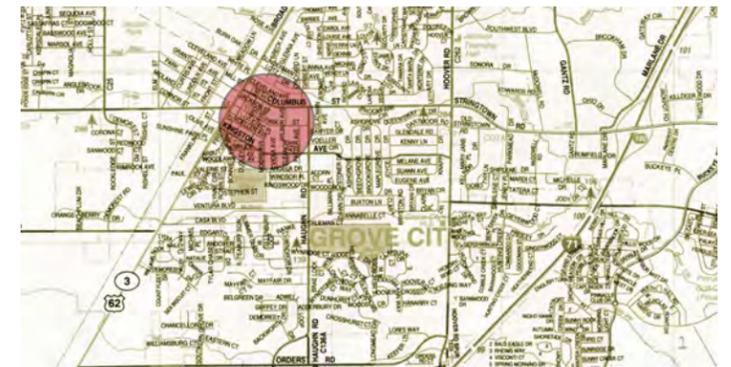
Grove City

Strengths

- Civic Uses 'City Hall' has presence within Downtown (Anchors Broadway's south-end)
- Aesthetically pleasing Streetscape within Downtown
- Very Walkable, strong connectivity to residential neighborhoods
- Accessible Parking (on-street and medium sized parking lots)

Weaknesses

- "Hard to Find" (Proximity to Major Roads)
- Weak Mixture of Uses (lacks destination type uses)



Dublin

Strengths

- Close access to I-270 via St. Rt. 161 (High Traffic Volumes)
- Attractive 'Historic' Downtown (Historical Architecture)
- Zoning and Building Code Strongly Enforced (Aesthetic Enforcement) (ARB –Architectural Review Board)
- Pro-Active Planning
- Highly Programmed City Events 'Historic District' Calendar ('Slainte' every Thursday)
- Safe Pedestrian Walkability (Physically Compact, 'Quaint')
- Strong Job Market and Proximity to Corporate Office Locations (feeds the downtown businesses)
- Proximity to Affluent Population (High Disposable Income)
- Current Retail Mix (strong)
- Lacks 'Public Space' / Public Green

Weaknesses

- Not perceived as 'Cultural/Civic Center' of Community
- Lack of Housing Diversity / Affordable Housing
- High Taxes
- Traffic Congestion at Peak Hours (Downtown, St. Rt. 161)
- Lack of Downtown Parking
- Proximity to Downtown Columbus/Airport
- Lack of High Density Residential within Downtown
- Difficulty Growing (physically)
- No Physical or Visual Connection to Scioto River (elevation challenges)
- Mainly Fed by two roads: St. Rt. 161 and Old Dublin Road (Lacks strong connections to surrounding neighborhoods)
- Civic Uses –"spread-out"



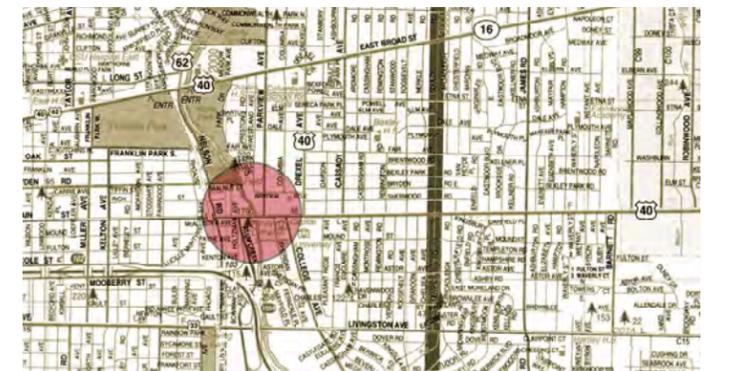
Bexley

Strengths

- Close access to I-70 via Alum Creek Drive
- Safe Pedestrian Walkability (Physically Compact, 'Quaint') Newly renovated streetscape
- Proximity to Affluent Population (High Disposable Income)
- Current Retail Mix (strong)
- Main Street Design Guidelines (code enforcement for new development)
- Proximity to Capital University

Weaknesses

- Lack of Housing Diversity / Affordable Housing
- High Taxes
- Traffic Congestion at Peak Hours (Main Street)
- Lack of Downtown Parking
- Lack of High Density Residential within Downtown
- Difficulty Growing (physically)
- Lacks 'Public Space' / Public Green
- Aging population





CHAPTER 4

S.W.O.T. ANALYSIS / WANTS AND NEEDS

A S.W.O.T Analysis (Strengths, Weaknesses, Opportunities, and Threats) was originally created for the business world by a Stanford University researcher who was reviewing data from Fortune 500 companies in the 1960's and 70's. Today it is often used in planning-related community projects to assess various aspects of communities.

Through a series of Steering Committee meetings, public meetings, and a survey (mailed to 100 people selected by the Department of Development) a SWOT Analysis/Wants and Needs Assessment was conducted. This helped to gain feedback relevant to the thoughts, concerns, perceptions and suggestions that help shape or could help shape the vision of Olde Gahanna. We have used the SWOT Analysis to better understand the internal and external factors associated with the current state of Olde Gahanna. (continued on next page)

Strengths

- Social diversity
- Creekside Mixed Use Development
- Police
- Small town feel
- Natural features/waterfront
- River corridors
- Parks (Creekside, Shull, Friendship)
- Growing community pride!
- Supportive development department and parks department
- Good city services
- Local property owners and local business owners
- Options for entertainment
- Variety of services
- Supportive community
- Walkability
- Historical Society within Downtown
- Strong reputation of schools, close proximity
- Parking garage - accessible parking
- Unique housing, affordable residences
- Proximity – (Location, Location, Location)
- Golf course
- CVB and Gahanna Events
- High-end residential in the Downtown (Condominiums)
- Supportive city (not just Development and Parks Departments)
- Entrance into Olde Gahanna (from the West)
- "New" Venue
- Burgeoning Name Recognition/Identity

Weaknesses

- Traffic from 670/62 (Congestion at peak hours)
- Parking
- Lack of identity, lack of name recognition
- No retail draws
- Lack of office workers (loss of EMH&T)
- No place for temporary stay (Hotels)
- Lack of Sidewalks (residential area within downtown)
- Better mix of retail
- Strengthen historical areas/context
- Run down buildings (especially some apartments)
- "New" venue
- Signage (Way-finding)
- Lack of continuity/connectivity with Historic District (Granville Street Divide)
- Dependency on Government (programming, retail traffic, snow clearing, etc.)

Opportunities

- Create more of a destination
- Connectivity to public spaces
- Add public parking
- More programmed events
- Diversify housing stock
- "Greener" (LEED's) Green Buildings
- Children's Venue Museum
- Boutique hotel
- Creekside North development
- 'Smartly' Plan for future growth
- Implement beautification plan
- Potential for redevelopment
- More mixed-use/higher density buildings
- Tourist attractions
- Improve/upgrade existing housing stock
- Add more public space
- Splash pad
- Historical Settlement & Herb Center
- Mifflin Church
- Bridge to connect pool and Friendship Park
- Taxi service/public transportation
- Better utilize area where service complex is located
- BASE Park

Threats

- Bad land-use selections
- Easton
- Granville Street (widening, not as pedestrian friendly)
- Overdeveloped area that can not support the traffic
- Lack of pedestrian connectivity
- Maintaining greenspace (conservation)
- Truck traffic (Mill Street)
- Political will (conservative)
- Cost of improvements
- Economy
- Rising cost of maintenance and repair
- Safety (lagoon, throwing rocks, skateboarding, pedestrians)
- Property owner will
- Expectations (programming)
- Service standards of restaurants



The following list is a complete compilation of feedback we had received over the duration of the project. This information is extremely important to the visioning process and helps to create the program elements that begin to shape the urban design plan and effect policy decisions in the future.

In essence, the list is a road map to what has been heard from the community.

Finally, once the list was compiled, participants were asked to prioritize their 'Wants and Needs' suggestions into a list of their 'Top 5'. This would help the consultants and the Steering Committee determine what was most important to the community and what elements (though important) were not 'critical' to the ultimate Vision of Olde Gahanna.

Strengths

- Family-oriented
- Creekside Mixed Use Development
- Local businesses
- Diversity of businesses
- Events in Olde Gahanna (Jazz Fest)
- Boasts a diverse and relatively affluent clientele
- Walkable, bicycle community
- History
- Creekside is now a focal point for residents and non-residents to visit and spend time dining, and shopping
- A lot of "old-school" buildings and businesses
- Creek and park space
- Potential to become the *Grandview* of the East side

Weaknesses

- Perceived parking issues (visitors lack knowledge of parking garage)
- Parking time limit enforcement (ensure that people are not abusing the 15 min. or 1 hr. parking laws)
- Resource allocation to promote the park and downtown space (\$\$, staff)
- Signage restoration
- No retail draws (no key draws)
- Lack of identity (name recognition)
- Lack of hotels
- Public involvement of local government in ownership of private development (what will taxpayer responsibility be if the development stalls?)
- Lack of architectural style in Olde Gahanna (no image projection)
- Overhead utilities within Olde Gahanna
- Power lines interrupt view (clutter)
- Defining of 'Olde Gahanna' (where does it stop or start?)
- Traffic circulation (during events especially)
- Signage and routing for bike paths not understandable and broken up (need connectivity)
- Lack of parking during special events
- Link the Creekside development with Olde Gahanna (currently everything is geared toward Creekside businesses and other Olde Gahanna businesses get the run-off of customers--fill up parking lots/leave trash)
- Aesthetics of the buildings need to be updated
- Lack of moderate income housing
- Not enough retail stores

Opportunities

- Traffic control
- Better parking signage
- Promote park space
- Incorporate art
- Comprehensive approach to marketing Downtown between the City and business owners (cross-promotion)
- Areas for further redevelopment
- Boutique hotel
- Public parking
- Development of Mill St. (north-end) (professional office)
- Build upon what Creekside has started
- Events that focus on Olde Gahanna
- Public Art can make a big splash! Will be unique in Central Ohio
- Artist Colony within Olde Gahanna
- Promote Green Architecture
- Creating a real: Live, Work, Play community
- Create an 'old town feel' with a revitalized and improved look
- Light the 'G' on the arch into the city
- Need to have a cohesive link between all sectors including government, business and residents, in order to attract new and unique businesses to the area
- Develop Olde Gahanna as Grandview, Worthington, or Clintonville (arts district, unique shops and services, and restaurants)
- Capitalize on the herb capital theme
- Traffic issues may never disappear, but could use it to benefit the businesses

Threats

- Vehicular speed on Granville and Mill St.
- Cost of improvements
- Political will
- Lack of pedestrian connectivity
- Lack of public parking
- Easton development
- Economic changes
- Poor retail mix within Olde Gahanna
- Local government pulls back or stops support, downtown will fail
- Traffic
- Not all areas are pedestrian friendly
- Uniformity of architecture
- Business/apartment appearances
- Gahanna becoming a party town (too many bars)
- Any shopping center with more than a dozen shops
- City officials lack knowledge of what development means
- Shopping center with more than a dozen stores will pose a threat to Olde Gahanna
- Not enough diversity of developers involved with the future of Olde Gahanna
- Not enough participation from existing property owners with the city to help remodel or coordinate future development
- Ease up on bureaucracy at all levels
- Creating too many future developments with public money



Quotable Quotes:

"Gahanna, small enough to listen, big enough to help." ~Trent Smith

"Gahanna, Urban Space, Small Town Place..." ~Joe Keehner

WANTS

Stakeholders

- Boutique/Bed and Breakfast Hotel
- Similar development East of Mill Street to that occurring on west side of street
- Fountains to play in
- More pride in property ownership
- Stricter code for property maintenance
- Branding
- Grocery/deli
- Corner market/grocer
- Additional parking structures
- Redevelopment of the Granville Street corridor
- Store fronts restored at 62 and 66 Mill Street
- More daytime workers
- Civic complex/offices
- COTA route to include Creekside
- Redevelopment of 116 and 131 N High Street (older apartment buildings)
- Easier access into Downtown
- Connectivity to the remainder of Gahanna – trails, sidewalks
- "Green" development practices – small building footprints, mixed-used, etc.
- Attract a more diverse residential population
- Programs and activities occurring on a more regular basis – at Creekside and beyond
- More diverse housing - updated apartments/affordable condominiums
- Attract young professionals – the next generation of Gahanna's leaders
- Bike/skate path that connects to and encompasses the Olde Gahanna district
- Public art placed throughout the Olde Gahanna district that both identifies the area and adds artistic value
- Update sidewalks throughout Olde Gahanna
- Small playground centrally located in the residential area
- Upgrade Historical Settlement by creating a "mini-town."

Property Owners

- Public information officer (take charge of developing programs to bring people into Olde Gahanna)
- Theme for Creekside
- Family-oriented (create activities for families)
- Similar architecture (aesthetically)
- Historic based architecture
- Public art displays (such as, the Native American Indians next to the lagoon)
- Create 'Gateways' into Downtown
- Unique signage (not as strict signage codes)
- Shopping clusters (promote retail market for a certain market, possibly weddings?)
- Diversity of housing types
- Unique retail shops
- Movie theater
- Marketing of the Olde Gahanna
- Hotel
- Continued 'upgrading' Olde Gahanna
- Upgrade public infrastructure
- Remove power lines
- More Customers
- More Residents
- Deli (small niche market)
- Develop as the next prominent village for restaurants, retail, movies and walking
- Better recycling programs
- Reward the current loyal land owners with benefits, such as, tax breaks

NEEDS

Stakeholders

- Shopping (clothing, sporting goods, specialty take home foods (Fresh Market type) that will be regional draws)
- Seafood restaurant
- Additional parking structure (at least 500 cars)
- All parking at Creekside & in Olde Gahanna should be subsidized and free to visitors for a limited number of hours
- Entertainment options (possibly an upscale bowling location)
- Wayfinding
- More parking
- More retail
- Remove truck traffic from Route 62
- More events
- Critical mass of retail
- Better pedestrian connectivity
- Coordinated marketing
- Redirecting Route 62 truck traffic away from Mill Street
- Better tools to manage growth in Olde Gahanna
- Better business delivery procedures along Mill Street (where to park trucks)
- Solution to relieve traffic congestion
- Grant, loan, abatement & other financial Incentives for owners to redevelop properties
- Walkability within Olde Gahanna – well paved streets, sidewalks
- Adequate parking (above and underground)
- A variety of places for shopping, dining and entertainment
- A variety of updated and aesthetically-pleasing buildings, architecture, signage
- Businesses that have consistent, regular hours
- Parking enforcement (e.g. on street parking)- Connecting the east and west sides of the river

Property Owners

- Garage identification (better wayfinding to help distinguish the public parking locations)
- Collective advertising for the District through Olde Gahanna Community Partnership (O.G.C.P.)
- Boutique hotel
- Airport shuttle
- Convenient parking
- "Herb Capital" (continue to promote and strengthen the opportunities to establish a green community)
- More walkways and sidewalks
- Program Director (take charge of developing programs to bring people into Olde Gahanna)
- More parking
- Retail diversity
- City needs to 'help start' next redevelopment phase
- More customers
- More residents
- Strong activity based events
- Conserve energy and resources (protect existing natural spaces and resources)
- Combine efforts of all stakeholders, including city officials, business owners, patrons, etc.
- Create guidelines for new construction to help control the size/aesthetics of future development so it blends in with existing structures



WANTS

Stakeholders

- Complete the Big Walnut Trail (connecting Pizzuro Park to Morse Rd)
- Upgrade the Gahanna Swim Club and make it another destination that draws members and guests to Olde Gahanna
- Integrate the Ohio Herb Education Center (OHEC) into Olde Gahanna—re-claim our identity as the Herb capital of Ohio
- Restore and program to capacity the old School House and the Sanctuary
- Locate a community center in Olde Gahanna
- Add lockers that can be rented for bikers/skaters/ pedestrians/golfers in the garage
- Create a more rustic feel and sense of place
- Pedestrian path (Big Walnut from Harry Bauer Island to Friendship Park, Rocky Fork to the library and points East)
- Stronger connectivity between the new Creekside development and the Herb Education Center
- Old Inter-urban railcar placed where West Johnstown Road dead ends on the west side of the Big Walnut bridge
- Sidewalk area between Mifflin Presbyterian Church and Lincoln Circle targeted for beautification
- Greener and more innovative development in terms of LEED oriented buildings, rain gardens, and more naturalized landscape areas
- Stronger connection and honoring of the river corridor and the ecological connections to the river
- Revenue
- Decorative fence around cemetery (DOT)
- Finish Route 62 entry to 670
- Entrance from the East to identify Olde Gahanna
- Better utilization of Sanctuary & old School House
- Locate Civic Building

Property Owners

NEEDS

Stakeholders

- Strong pedestrian connection between Creekside Plaza and the east side of Mill Street and the businesses on North High Street
- More inviting pedestrian space along the north side of Route 62 linking Olde Gahanna with the Royal Manor shopping area
- "Fix" Roby Building
- Additional (sustainable) revenue

Property Owners

The Top 5 Wants and the Top 5 Needs were established by compiling the list of Wants and Needs and having both stakeholders and the property owners prioritize using colored dots and placing them by the listed Wants and Needs. The color of the dot represented a weighted value:

- Red Dot: 5 points
- Blue Dot: 3 points
- Yellow Dot: 1 point

The topics that got the most points are presented to the right and are cataloged under the designated group.

TOP 5 "WANTS"

Stakeholders

- Public art placed throughout the Olde Gahanna district that both identifies the area and adds artistic value
- Boutique/Bed and Breakfast Hotel
- Connectivity to the remainder of Olde Gahanna – trails, sidewalks (residential areas not connected)
- Programs and activities occurring on a more regular basis – at Creekside and beyond
- "Green" development practices – small building footprints, mixed-used, etc.

Property Owners

- Unique retail shops
- Public information officer (take charge of developing programs to bring people into Olde Gahanna)
- Public art displays (such as the Native American Indians next to the lagoon)
- Theme for Creekside
- Deli (small niche market)

TOP 5 "NEEDS"

Stakeholders

- Redirecting Route 62 truck traffic away from Mill Street, solutions to relieve traffic congestion at peak hours.
- Walkability and pedestrian friendly environment within Olde Gahanna – well paved streets and sidewalks
- Adequate parking (above and underground)
- Wayfinding/signage for Downtown District Businesses, parking identification, and to mark boundaries of Olde Gahanna
- Shopping (clothing, sporting goods, specialty take home foods that will be regional draws)

Property Owners

- Strong activity based events
- Collective advertising for the District through Olde Gahanna Community Partnership (O.G.C.P.)
- Garage identification (better wayfinding to help distinguish the public parking locations)
- Convenient parking
- Program Director (take charge of developing programs to bring people into Olde Gahanna)



CHAPTER 5

PLANNING PRINCIPLES

Through the S.W.O.T. Analysis/Wants and Needs Assessment planning principles were distilled from the information obtained by the public input sessions and thoughtful discussions with the steering committee.

The Planning Principles establish a general direction/guideline for which to evaluate future decisions within the Vision Plan and beyond. The principles are the foundation of the Vision because they encompass the Wants and Needs of the community without being specific to any one suggestion.

Promote "Olde Gahanna" through a unified marketing approach

- Create an Identity/Theme/Branding for Olde Gahanna
- Hire a Program Director (program events and marketing efforts)
- Collectively Advertise through O.G.C.P. (Olde Gahanna Community Partnership)
- Schedule Programs and Activities on 'more' regular basis
- Attract Young Professionals (the next generation of Gahanna's Leaders)

Embrace and Foster Diversity in Housing Types and Mixed-Use Commercial Development

- Find a site for a Boutique Hotel
- Identify a need and sites for town homes, condominiums, and apartments (geared toward empty nesters/young professionals)
- Find a site for a small specialty grocer/small market/deli
- Government offices and civic uses relocated into District
- Integrate the Ohio Herb Education Center into Olde Gahanna (reclaim identity as 'Herb Capital')
- Redevelop Granville Street corridor
- Public/Private Partnerships for 'Key' Development Parcels within District
- Increase entertainment options (focus on boutique retailers/specialty shops and restaurants)
- Upgrade the Gahanna Swim Club to create another 'destination'
- Find a site for a Community Center within Olde Gahanna
- Promote higher density development projects within major corridors

Identify and Sustain 'Green' Infrastructure - Protect Environmental Systems and Conserve Resources (Open Space)

- Protect and invest in existing parkland and waterfront
- Incentivize LEED's (Leadership in Energy and Environmental Design) initiative (tax break)
- Upgrade public infrastructure (WiFi, remove overhead power lines)



Preserve and Unify Olde Gahanna's Character and Promote a 'Creative' Environment

- Restore and program the old School House and Sanctuary
- Incorporate public art throughout Olde Gahanna
- Provide façade improvement assistance (City incentives)
- Promote unique and creative signage for local businesses
- Develop/prepare design standards for District

Use Urban Design Tools to Enhance Mobility and Circulation

- Redirect truck traffic off of Mill Street
- Adopt and enforce parking plan
- Establish a wayfinding system (parking, bike path, parks, district map, etc.)
- Establish East-West pedestrian connections from residential neighborhood to Creekside Park and commercial corridors
- Airport circulator to Olde Gahanna
- Connect sidewalks, bike paths, and trails to encompass the entire Olde Gahanna District
- Reconfigure Mill Street and Granville intersection
- COTA route to include Olde Gahanna
- Provide parallel parking on Granville Street (from Mill St. to Shull Ave. to slow traffic)
- Create 'Gateways' to establish district boundaries (Gahanna Arch)
- Identify site for additional parking garage (500 cars)
- Alleviate traffic congestion at Granville/62 (morning and evening commutes)
- Complete the Big Walnut Trail (connecting Pizzurro Park to Morse Rd.)
- Connection of East and West side of River
- Link Waterfront to other Park/Greenspace Systems and the Downtown

Promote the Creation of Urban Places which are Oriented to Pedestrians, thereby Promoting Security and Social Interaction

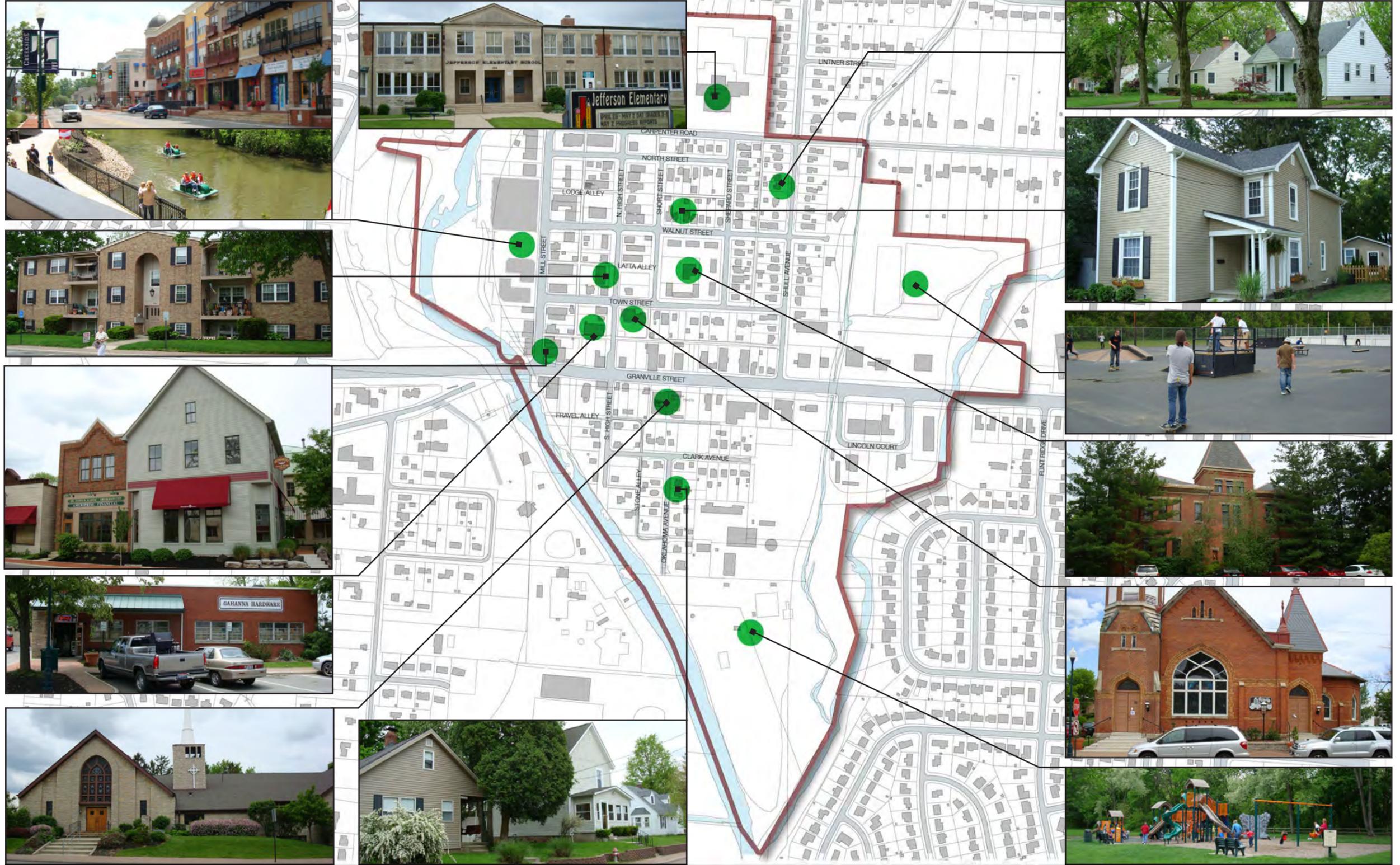
- Incorporate small playground/spray park within residential neighborhood





CHAPTER 6

WALK AUDIT AND VISUAL ANALYSIS



A Walk Audit and Visual Analysis is a diagnostic tool used to assess the walking and visual environment of streets/corridors, commercial districts, downtowns, parks/recreational areas, school environments, and/or residential neighborhoods. The audit is usually conducted by urban designers and planners who point out deficiencies such as missing sidewalks and curb ramps, obstacles, dangerous street crossings, distressed properties, inadequate traffic signal timing, traffic speeds, indefensible spaces, vegetation encroachments, etc.

Walking -- Levels of Quality

	A	B	C	D	E	F
	Exemplary	Excellent	Good	Fair	Poor	Hall of Shame
Sidewalks Walkability increases with added width, buffers to the street, many eyes on the walk, attractive edges. Five-foot minimum widths are needed. Conditions improve as numbers of driveways are reduced, or set back. Non-mountable curbing is important.						
Main Streets Main Street walks should be wide, attractive, with many shops and residential units watching over the street. Many activities are needed to keep sidewalks in use many hours a day. Good lighting and street furniture are essential. Maintenance is key.						
Local Streets Local streets should be narrow, well landscaped, with on-street parking to act as sidewalk buffers. Driving speeds of 15-20 mph are best, 20-25 are acceptable. Homes should be proximate to the street.						
Avenue/Boulevard Avenues and boulevard sidewalks should be 5-6 feet wide in most applications. Planter strips and bike lanes create essential separation from motorists. Trees, other landscaping, medians help slow motorists. Lanes can be as narrow as 10 feet.						
Crossings Crossings should be well marked, accentuated by curb extensions. On multi-lane boulevards it is essential to have exceptionally well marked crossings. In some cases signals are warranted.						

Poster Authorship Credit to Dan Burden from Walkable Communities



Take a walk and use this Checklist to rate your neighborhood's walkability.

How walkable is your community?

Location of walk: _____ Rating Scale: 1 2 3 4 5 6

1. Did you have room to walk?
 Yes Some problems: Sidewalks or paths blocked and stopped Sidewalks over bushes or parked cars Sidewalks over bushes and parked cars, dumpsters, etc. No sidewalk, path, or shoulder Too much traffic No crossing sign Location of problem: _____

2. Was it easy to cross streets?
 No Some problems: Road too wide Traffic signals with too long or red not give us enough time to cross No marked stop crosswalk or traffic signals Parked cars block our view of traffic Fences or signs blocked our view No marked crosswalk or large vehicle No crossing sign Location of problem: _____

3. Did drivers behave well?
 No Some problems: Drivers Did not look at driver without looking Did not yield to people crossing the street Trained cars people crossing the street Driver was fast Sped up or ran a red light Driver through red light No crossing sign Location of problem: _____

4. Was it easy to follow safety rules? Could you and your child...
 Yes No Cross or overtake on where you could not see for oncoming traffic? Yes No Stop and look left, right and then left again before crossing street? Yes No Walk on sidewalk or shoulder facing traffic, where there were no sidewalks? Yes No Cross with the light? Yes No Location of problem: _____

5. Was your walk pleasant?
 No Some unpleasant things: Noisy streets, gas, fumes, or trees No shade Noisy people No street lights Dirty, lots of litter or trash There are too many cars There are too many cars No crossing sign Location of problem: _____

How does your neighborhood stack up?
 Add up your ratings and decide.
 1-6 26-30 Excellent! You have a great neighborhood for walking.
 7-10 21-25 Excellent walk, your neighborhood is pretty good.
 11-15 16-20 Okay, but it needs work.
 16-20 11-15 It needs lots of work. You deserve better than this.
 21-25 6-10 It's a disaster for walking!

Rating: (circle one) 1 2 3 4 5 6



- Parking in front of building discourages pedestrian connectivity from the street
- Building facade unarticulated, minimal window application, minimal landscape application, unscreened utility service



- Boarded up buildings detract from the character of Olde Gahanna
- Lack of landscaping and facade unarticulated



- Undefined separation between parking lot and alley system
- Roof top mechanicals are not screened
- Alley in disrepair



- Unscreened mechanical equipment and dumpster at Elementary School



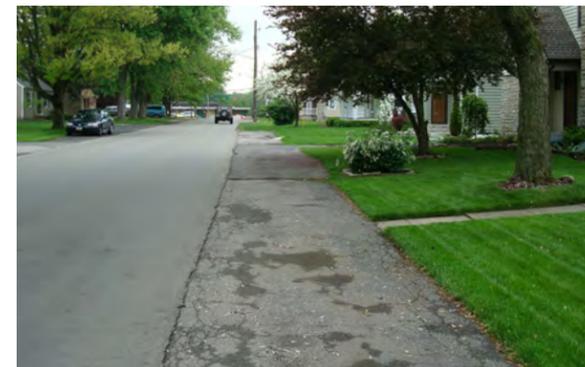
- No pedestrian connectivity from Mill Street to Walnut Street
- Many streets within Olde Gahanna lacking curb and gutter treatment
- Parking lot at corner discourages pedestrian activity at intersection



- Lack of sidewalk connectivity within Urban Village Districts (both north and south of Granville Road)



- No sidewalks connecting Olde Gahanna to other residential districts along Mill Street north of Carpenter Road



- Undefined on-street parking along Shull Ave
- Lack of pedestrian connectivity
- No separation of vehicular traffic and pedestrian movement



- No physical separation of vehicular roadway traffic, to pedestrian traffic, to parking lot traffic
- Lack of screening of parking lot



- Utilities lack screening (landscape, wall or fencing)
- Utilities lack protective measures from errant vehicles (bollards, etc.)



- Crosswalk locations can be upgraded to help 'slow' traffic by incorporating different pavement, illustrative signage (blinking lights), raise the elevation of the crosswalk to create a 'bump' in the road



- Parking area at the front door of this historic building should be relocated to rear
- 'Trim' or remove trees and over grown shrubs to unveil architectural qualities



- Lacks entry point that faces primary road (Granville Street)
- Entry does not promote pedestrian connectivity from Granville



- Dumpsters locations within parking lots take up valuable parking spaces
- Dumpsters are not screened from view



- Lacks entry point that faces primary road (Granville Street)
- Entry does not promote pedestrian connectivity from Granville (boarded up doors)
- Lacks landscape elements



- Public parking area not screened from view (with landscape treatment)
- Public parking signage/wayfinding needs to be reworked



CHAPTER 7

POTENTIAL DEVELOPMENT AREAS



Definition of PDA's

A Potential Development Area (PDA) is a locally designated area that provides the opportunity for the greatest community benefit by identifying development opportunities for uses and development types that is deemed desirable within the community.

Purpose of PDA's

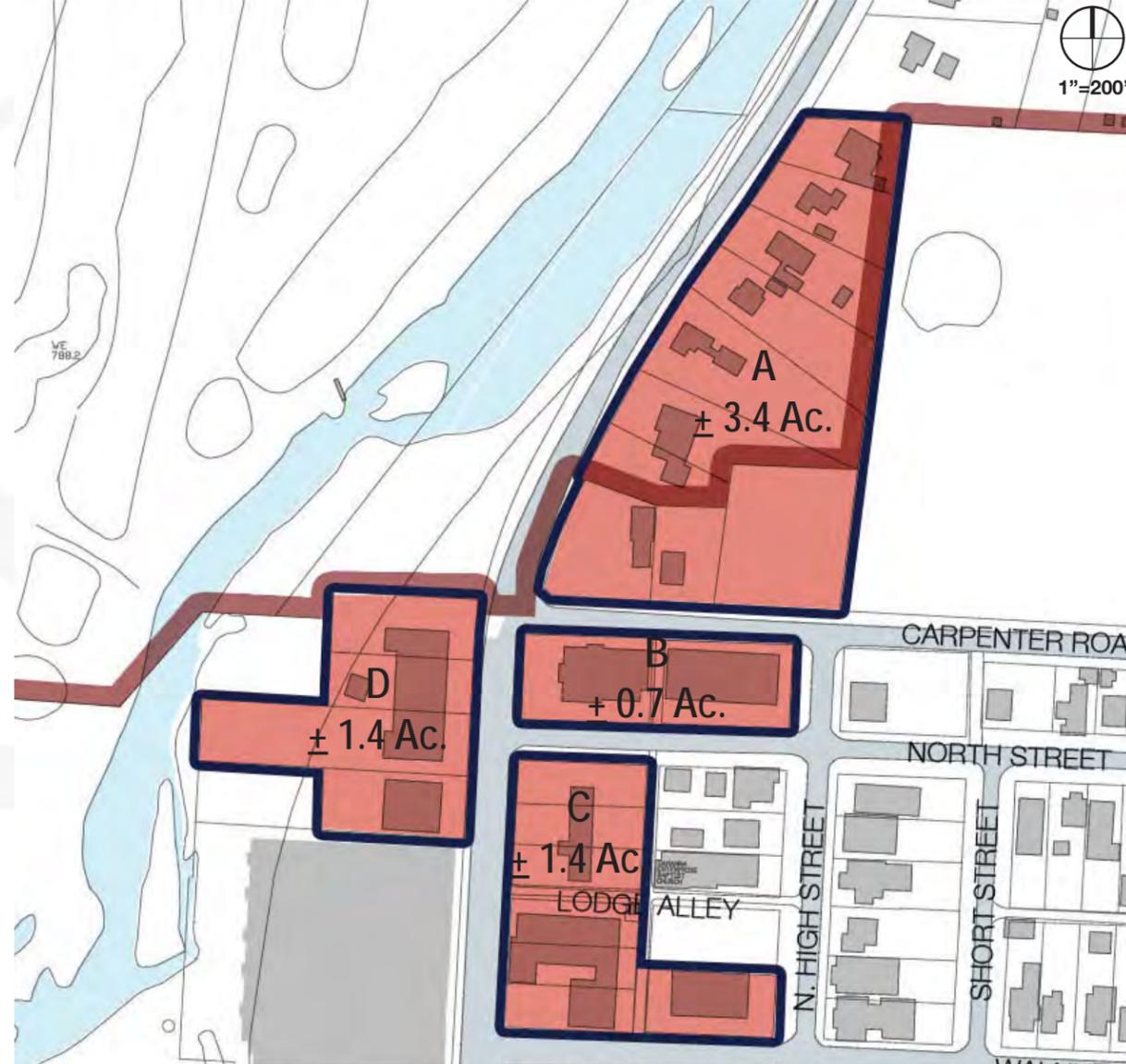
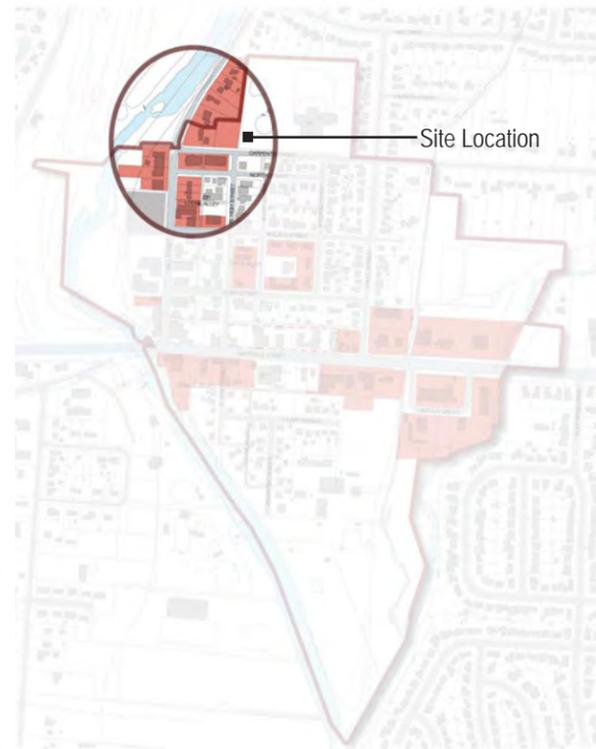
- To identify areas that are suitable for the types of development deemed desirable from the steering committee and property owners.
- To create opportunities for development that will make the biggest difference within the area and be a catalyst for similar development types of equal quality and function.
- To provide a direction for public dollars to be utilized in areas and on project types that have been identified as having a community benefit.
- To understand the types of public investment vehicles required to create the opportunity for catalyst types of projects feasible within the private sector.
- To preserve the areas with the greatest development opportunity for the projects that will make the greatest difference. Foregoing efforts to preserve the best development sites can result in a lost opportunity!

Selection Criteria for PDA's

The following criteria were established to identify potential development sites within the study area:

- Size of contiguous parcels with similar land ownership (Ease of Acquisition & encumbrances)
 - 1.0+ ac.
 - .50 – 1.0 ac.
 - .25 ac. - .50 ac.
- Identification of parcels that do not conform with the land use plan and characteristics of the Olde Gahanna Zoning District.
- The ability to successfully integrate development projects into the neighboring residential neighborhoods. "The intent of redevelopment in any assembled area is to PROTECT the residential character of the single-family neighborhood." – Gahanna Heartland Concept Plan (8/25/99)
- Remediation of Blight; a property that impairs growth or impedes progress.
- Working within the confines of Historical Structures and Culturally Significant Elements





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- Remediation of Blight; a property that impairs growth or impedes progress.
- Working within the confines of Historical Structures and Culturally Significant Elements



Photo Location:
•Johnstown Rd. (A)

Current Land use:
•Single Family Residential
•General Commercial

Pod Size: A ± 3.4 Ac.

Occupied by:
•Home Owners
Rita Gallagher
Carolyn Barcroft
Todd Meredith
David Boldt
Martha Bowman
Charles R Gilmore
•Gahanna Auto Sale
•Gravel Parking Lot



Photo Location:
•Carpenter Rd and Mill St. (B)

Current Land use:
•General Commercial

Pod Size: B ± 0.7 Ac.

Occupied by:
•Allied Therapy East
•Ascertain Screening and Investigations
•Tiltons Auto Service
•Zukun Plan Design Studio



Photo Location:
•Mill Street and Walnut (C)

Current Land use:
•General Commercial

Pod Size: C ± 1.4 Ac.

Occupied by:
•Car Wash
•Creekside Office Center
•Apartments

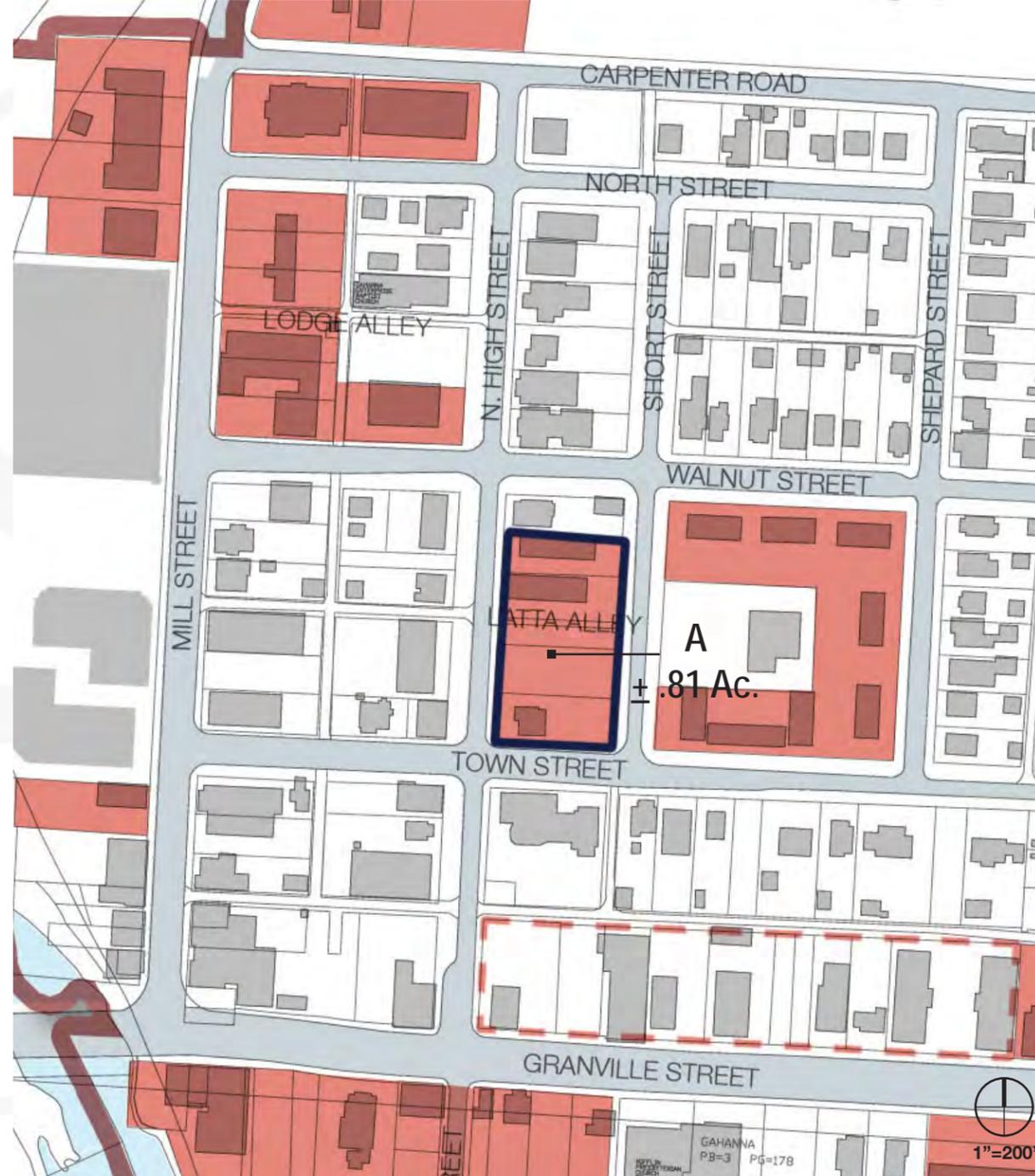
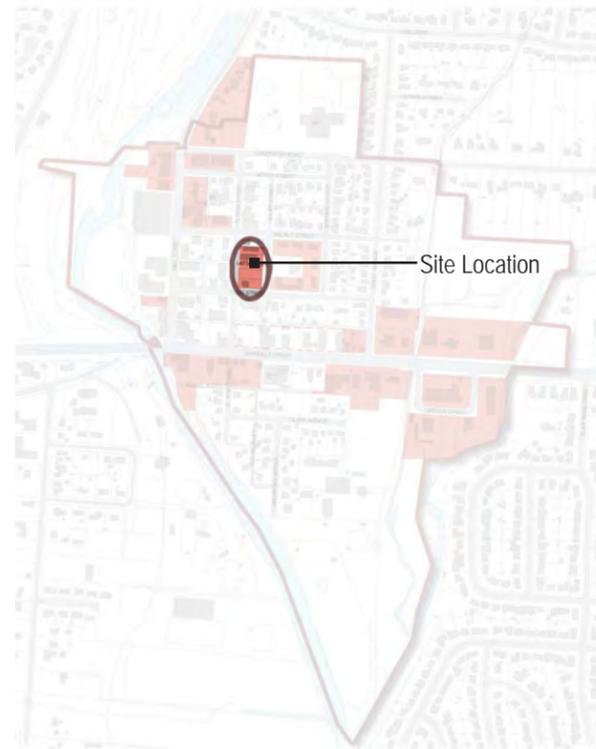


Photo Location:
•Mill St. (D)

Current Land use:
•Downtown Creekside

Pod Size: D ± 1.4 Ac.

Occupied by:
•Skybox
•Next Level Fitness
•Brew-Thru



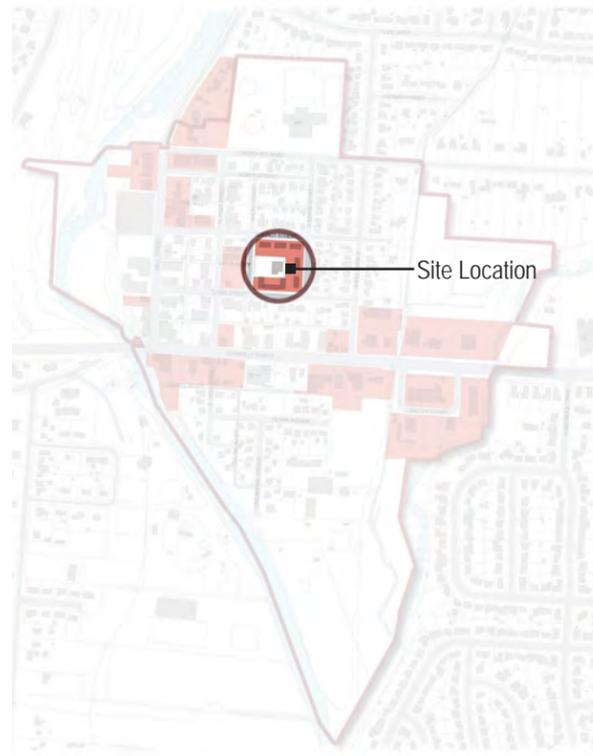
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 - 1.0+ ac.,
 - .50 – 1.0 ac.
 - .25 Ac. - .50 ac
- Identification of parcels that do not conform with the land use plan and characteristics of the Olde Gahanna Zoning District.
- The ability to successfully integrate development projects into the neighboring residential neighborhoods. "The intent of re-development in any assembled area is to PROTECT the residential character of the single-family neighborhood." – Gahanna Heartland Concept Plan (8/25/'99)
- Remediation of Blight; a property that impairs growth or impedes progress.
- Working within the confines of Historical Structures and Culturally Significant Elements



- Photo Location:**
- N.High St. (A)
- Current Land use:**
- Office
 - Multi-Family Residential
 - General Commercial
- Pod Size: A ± .81 Ac.**
- Occupied by:**
- Parking Lot
 - Kumon
 - Apartments



Selection Criteria for PDA's

The following criteria were established to identify potential development sites within the study area:

- Size of contiguous parcels with similar land ownership (Ease of Acquisition & encumbrances)
 - 1.0+ ac.,
 - .50 – 1.0 ac.
 - .25 Ac. - .50 ac
- Identification of parcels that do not conform with the land use plan and characteristics of the Olde Gahanna Zoning District.
- The ability to successfully integrate development projects into the neighboring residential neighborhoods. "The intent of re-development in any assembled area is to PROTECT the residential character of the single-family neighborhood." – Gahanna Heartland Concept Plan (8/25/99)
- Remediation of Blight; a property that impairs growth or impedes progress.
- Working within the confines of Historical Structures and Culturally Significant Elements

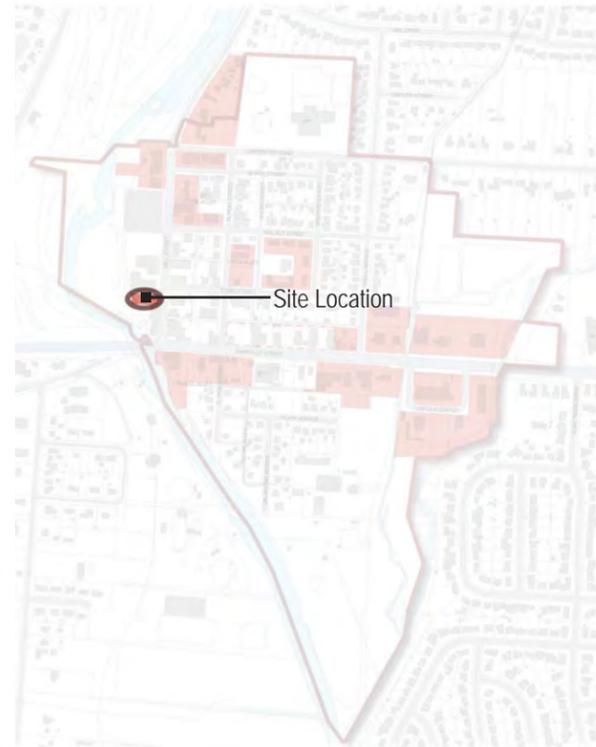


Photo Location:
•Town St. (A)

Current Land use:
•Multi-Family Residential

Pod Size: A ± 1.62 Ac.

Occupied by:
•Jefferson Woods Apartments



Selection Criteria for PDA's

The following criteria were established to identify potential development sites within the study area:

- Size of contiguous parcels with similar land ownership (Ease of Acquisition & encumbrances)
 - 1.0+ ac.,
 - .50 – 1.0 ac.
 - .25 Ac. - .50 ac
- Identification of parcels that do not conform with the land use plan and characteristics of the Olde Gahanna Zoning District.
- The ability to successfully integrate development projects into the neighboring residential neighborhoods. "The intent of re-development in any assembled area is to PROTECT the residential character of the single-family neighborhood." – Gahanna Heartland Concept Plan (8/25/99)
- Remediation of Blight; a property that impairs growth or impedes progress.
- Working within the confines of Historical Structures and Culturally Significant Elements

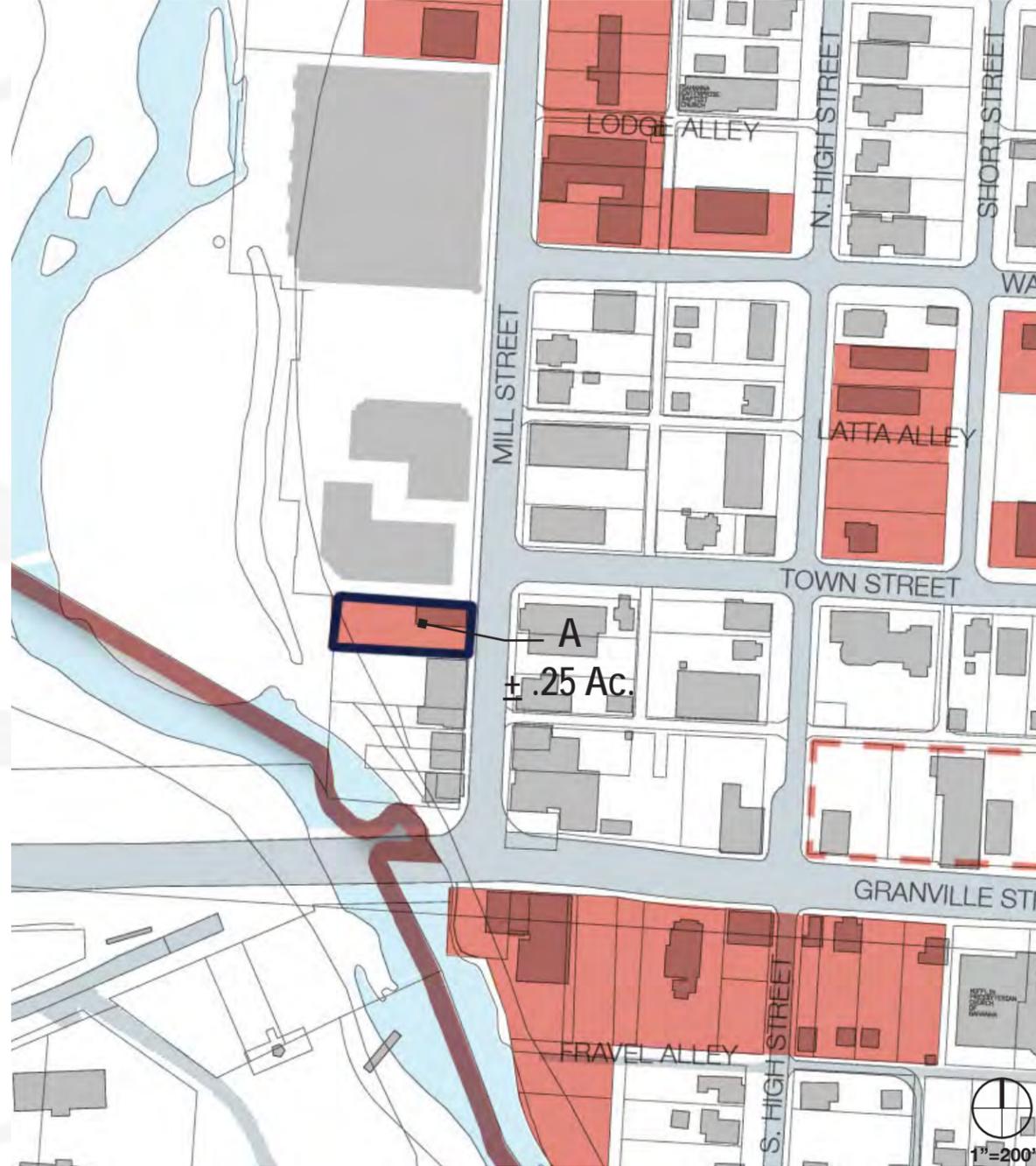
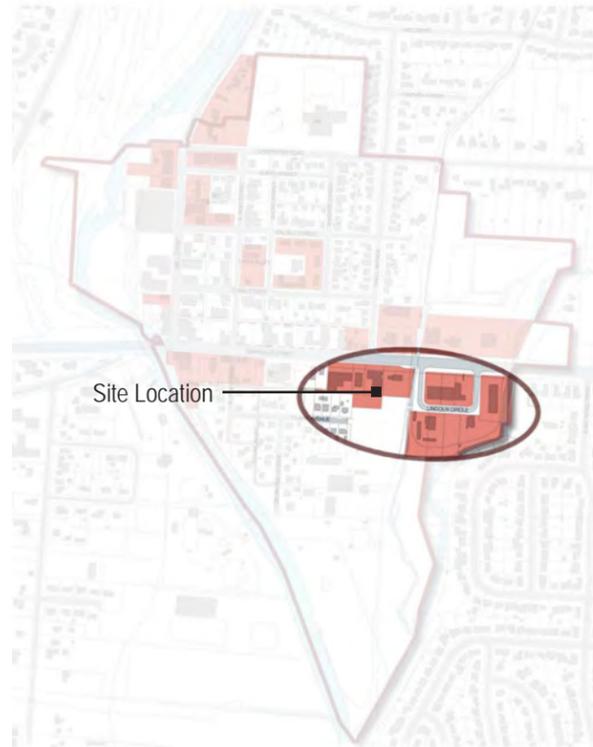


Photo Location:
•Mill St. (A)

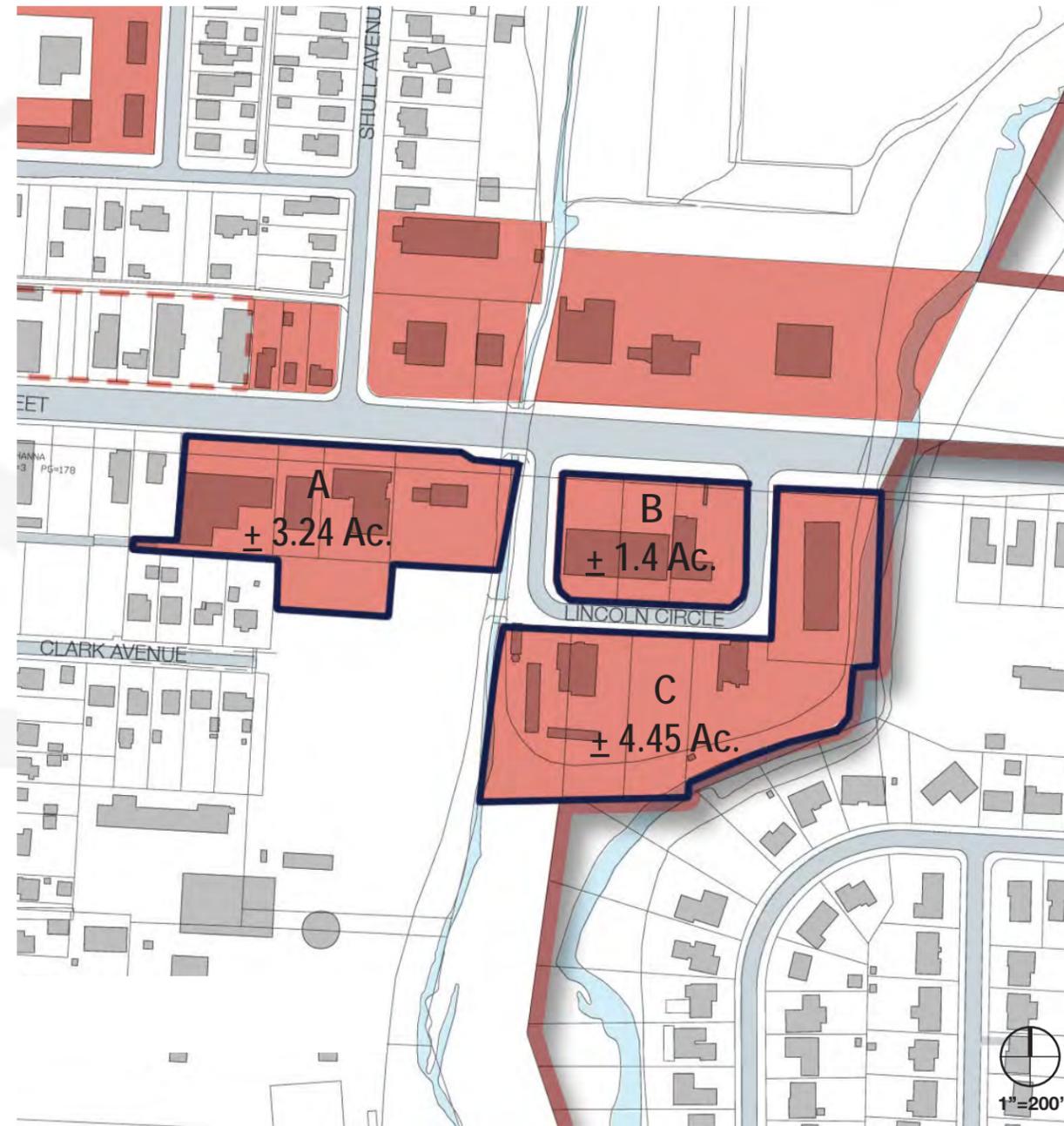
Current Land use:
•Retail

Pod Size: A ± .25 Ac.

Occupied by:
•C. Stefano Custom Tailoring



Site Location



Selection Criteria for PDA's

The following criteria were established to identify potential development sites within the study area:

- Size of contiguous parcels with similar land ownership (Ease of Acquisition & encumbrances)
 - 1.0+ ac.,
 - .50 – 1.0 ac.
 - .25 Ac. - .50 ac
- Identification of parcels that do not conform with the land use plan and characteristics of the Olde Gahanna Zoning District.
- The ability to successfully integrate development projects into the neighboring residential neighborhoods. "The intent of re-development in any assembled area is to PROTECT the residential character of the single-family neighborhood." – Gahanna Heartland Concept Plan (8/25/99)
- Remediation of Blight; a property that impairs growth or impedes progress.
- Working within the confines of Historical Structures and Culturally Significant Elements



Photo Location:
•Granville St. (A)

Current Land use:
•Office
•General Commercial

Pod Size: A ± 3.24 Ac.

Occupied by:
•Glow Putt
•Opening Night
•Rocky Fork Printing
•Rockwood Dry Cleaners
•Gahanna Medical & Professional Building
•National City Bank



Photo Location:
•Granville St. (B)

Current Land use:
•General Commercial
•Car Wash

Pod Size: B ± 1.4 Ac.

Occupied by:
•Golden Touch Car Wash
•Strawberry Plaza



Photo Location:
•Lincoln Ct. (C)

Current Land use:
•General Commercial
•Restaurant/Food Service
•Commercial Vacant Lot

Pod Size: C ± 4.45 Ac.

Occupied by:
•Massey's Pizza
•Vacant Lot
•Rees Flowers & Fine Gifts
•Turning Heads
•Minuteman Press
•State Farm Insurance
•Styles of Class

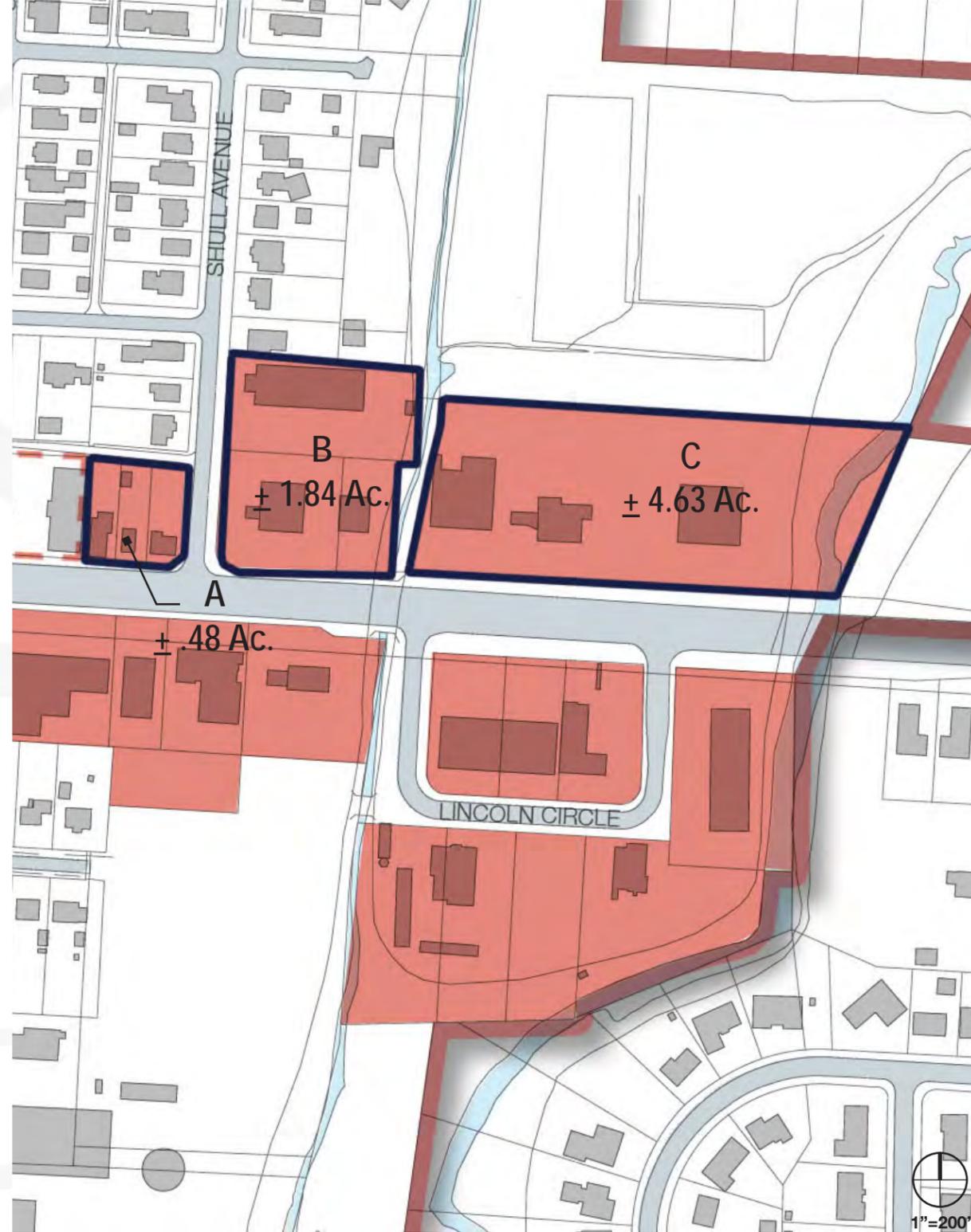
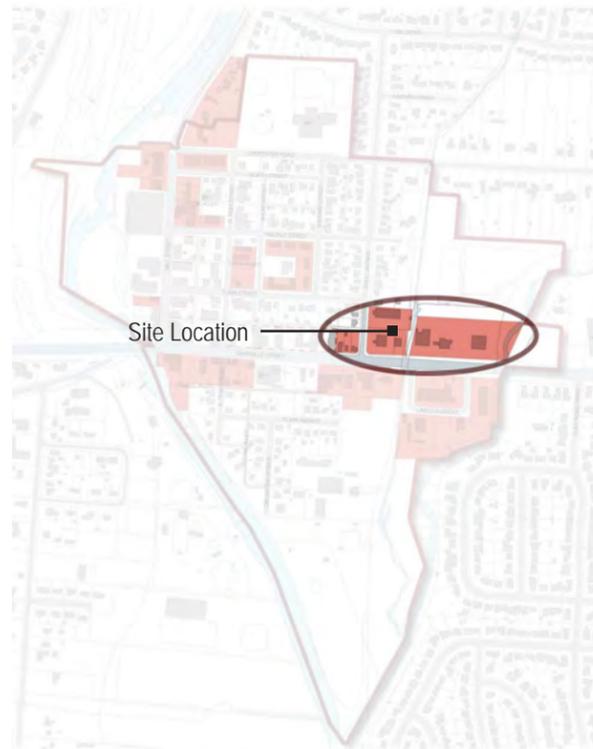


Photo Location:
•Granville St. (A)

Current Land use:
•Multi-Family Residential
•General Retail
•Office

Pod Size: A ± .48 Ac.

Occupied by:
•General Dentistry
•L & W Building



Photo Location:
•Granville St. (B)

Current Land use:
•Multi-Family Residential
•Bank
•Food Service

Pod Size: B ± 1.84 Ac.

Occupied by:
•Key Bank
•Rita's Italian Ice
•Villa Nova East



Photo Location:
•Granville St. (C)

Current Land use:
•none

Pod Size: C ± 4.63 Ac.

Occupied by:
•Beverage Drive-Thru
•Coaches Food & Spirits
•Golden China Express
•Always Payday
•Granville Street Tavern

Selection Criteria for PDA's

The following criteria were established to identify potential development sites within the study area:

- Size of contiguous parcels with similar land ownership (Ease of Acquisition & encumbrances)
 - 1.0+ ac.,
 - .50 – 1.0 ac.
 - .25 Ac. - .50 ac
- Identification of parcels that do not conform with the land use plan and characteristics of the Olde Gahanna Zoning District.
- The ability to successfully integrate development projects into the neighboring residential neighborhoods. "The intent of re-development in any assembled area is to PROTECT the residential character of the single-family neighborhood." – Gahanna Heartland Concept Plan (8/25/99)
- Remediation of Blight; a property that impairs growth or impedes progress.
- Working within the confines of Historical Structures and Culturally Significant Elements

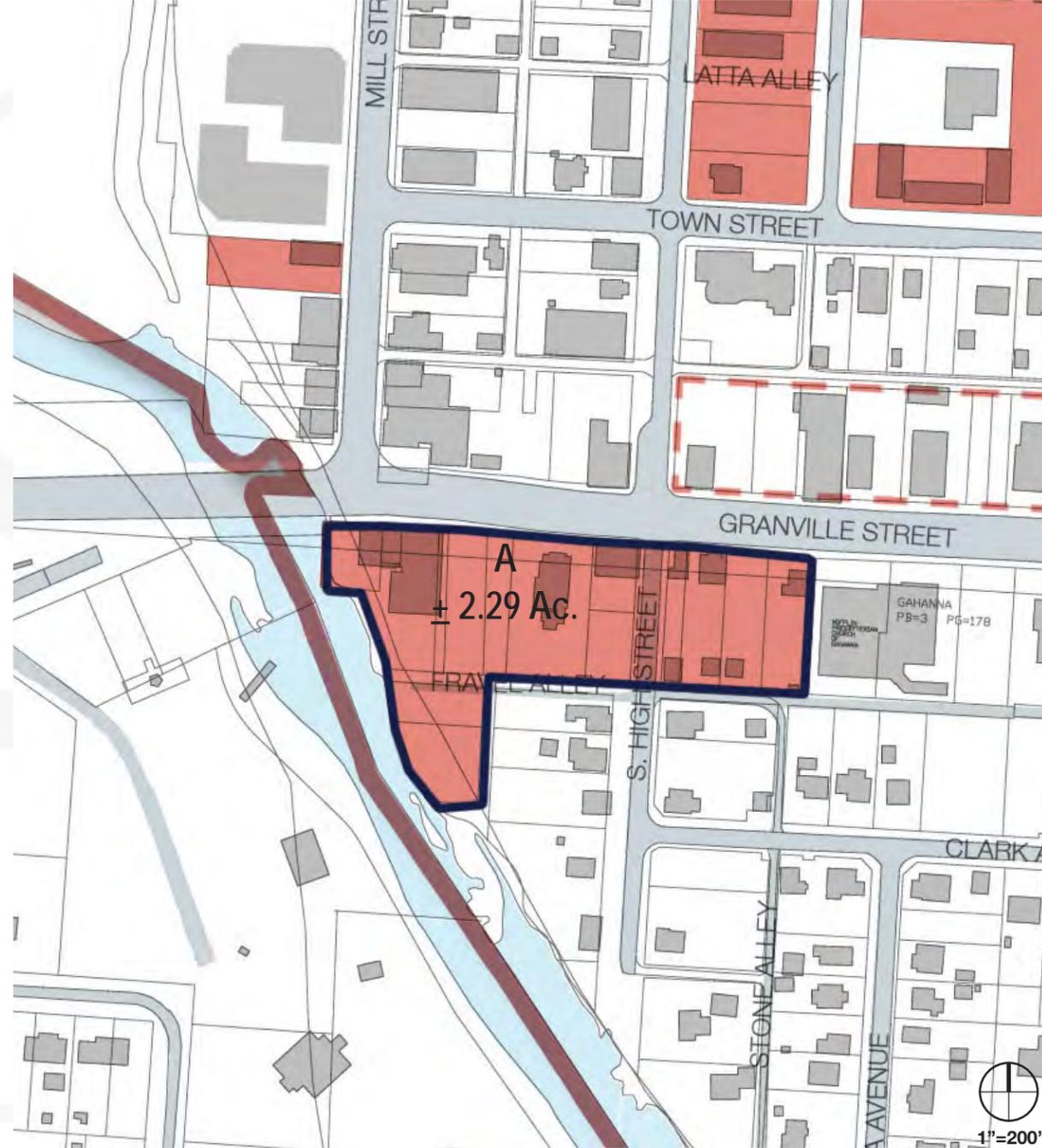
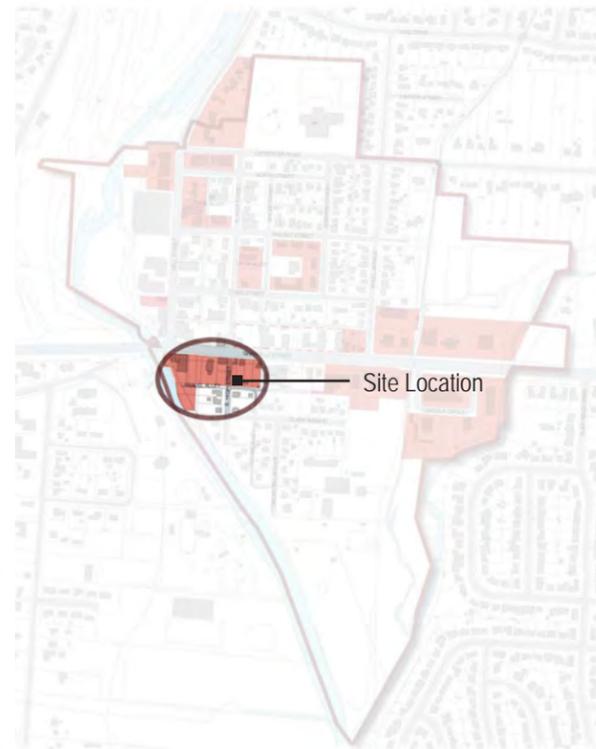


Photo Location:

- Granville St. (A)

Current Land use:

- General Retail
- Office
- Food Services

Pod Size: A ± 2.29 Ac.

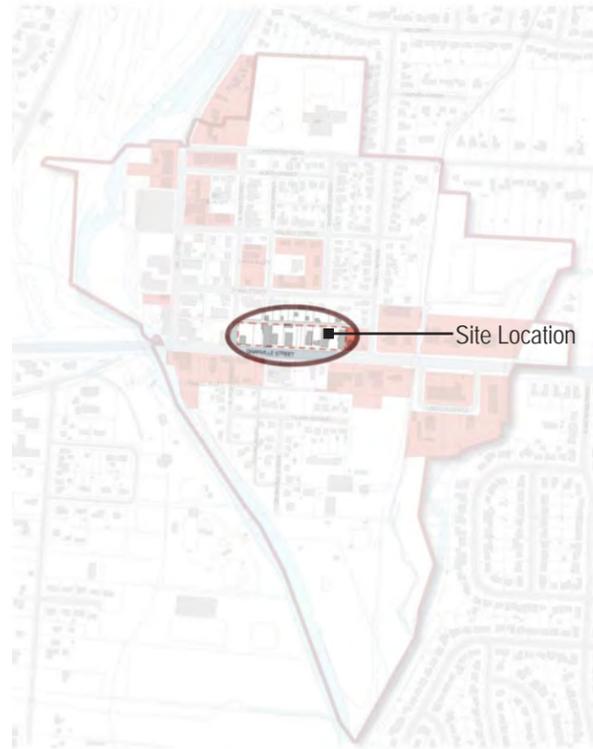
Occupied by:

- Creekside Cafe
- James R. Male Dentist
- Findley Kohler Interiors
- Parking Lot
- Wendy's
- Al Roy Insurance Building
- Frazee Insurance Agency
- Vacant Lots

Selection Criteria for PDA's

The following criteria were established to identify potential development sites within the study area:

- Size of contiguous parcels with similar land ownership (Ease of Acquisition & encumbrances)
 - 1.0+ ac.,
 - .50 – 1.0 ac.
 - .25 Ac. - .50 ac
- Identification of parcels that do not conform with the land use plan and characteristics of the Olde Gahanna Zoning District.
- The ability to successfully integrate development projects into the neighboring residential neighborhoods. "The intent of re-development in any assembled area is to PROTECT the residential character of the single-family neighborhood." – Gahanna Heartland Concept Plan (8/25/'99)
- Remediation of Blight; a property that impairs growth or impedes progress.
- Working within the confines of Historical Structures and Culturally Significant Elements



Vision Extension

The parcels on the north side of Granville Street between High Street and Shull Ave. do not meet all of the selection criteria for PDA designation. However, it will be noted in the Vision Plan that it is desirable for this area to redevelop into a higher density mixtures of uses with shared parking and vehicular site access from the alley system.



Photo Location:

- Granville St. (A)

Current Land use:

- General Commercial

Pod Size: A ± 2.25Ac.

Occupied by:

- Jewelry Store
- Subway
- Gahanna Pizza and Subs
- Lola's
- Cord Camera
- Medical Offices



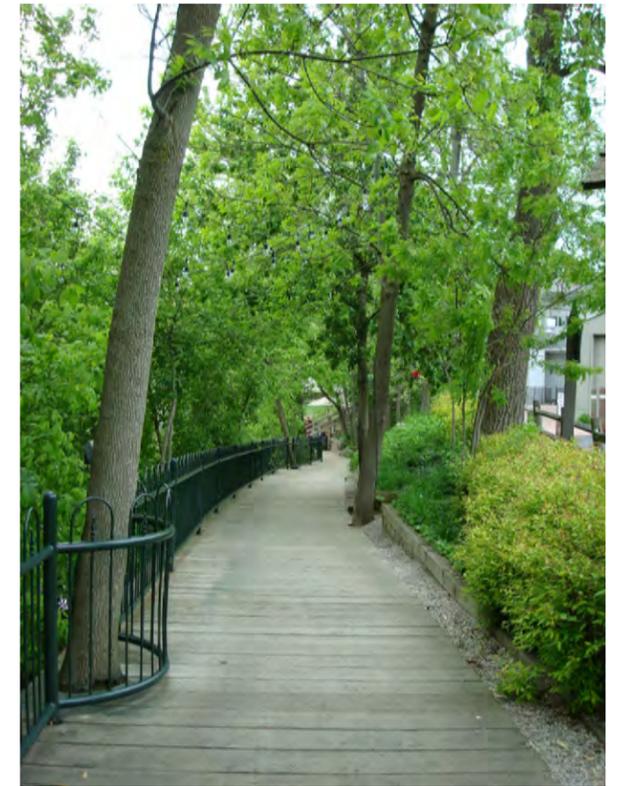
CHAPTER 8

KEY RECOMMENDATIONS

The Key Recommendations are a comprehensive list of approaches, over-arching tactical applications, and strategies to realize the 'Vision' of Olde Gahanna.

These Key Recommendations are meant to be evaluated and implemented over time.

- Create a Wayfinding System for the identification and location of public parking areas and encourage shared parking within Olde Gahanna
- Implement urban design elements/strategies that encourage safer vehicular, pedestrian and multi-modal connectivity and circulation within Olde Gahanna by the incorporation of the 'Complete Streets' concept outlined by MORPC.
- Implement streetscape improvements throughout Olde Gahanna
- Strengthen entry features to identify the boundaries of Olde Gahanna
- Extend the downtown general commercial zoning classification along Granville Street to the edge of the district
- Incorporation of 'public art' throughout Olde Gahanna (locations to be determined)
- Encourage a mixture of housing types throughout Olde Gahanna
- Implement a unified promotional and marketing approach for Olde Gahanna





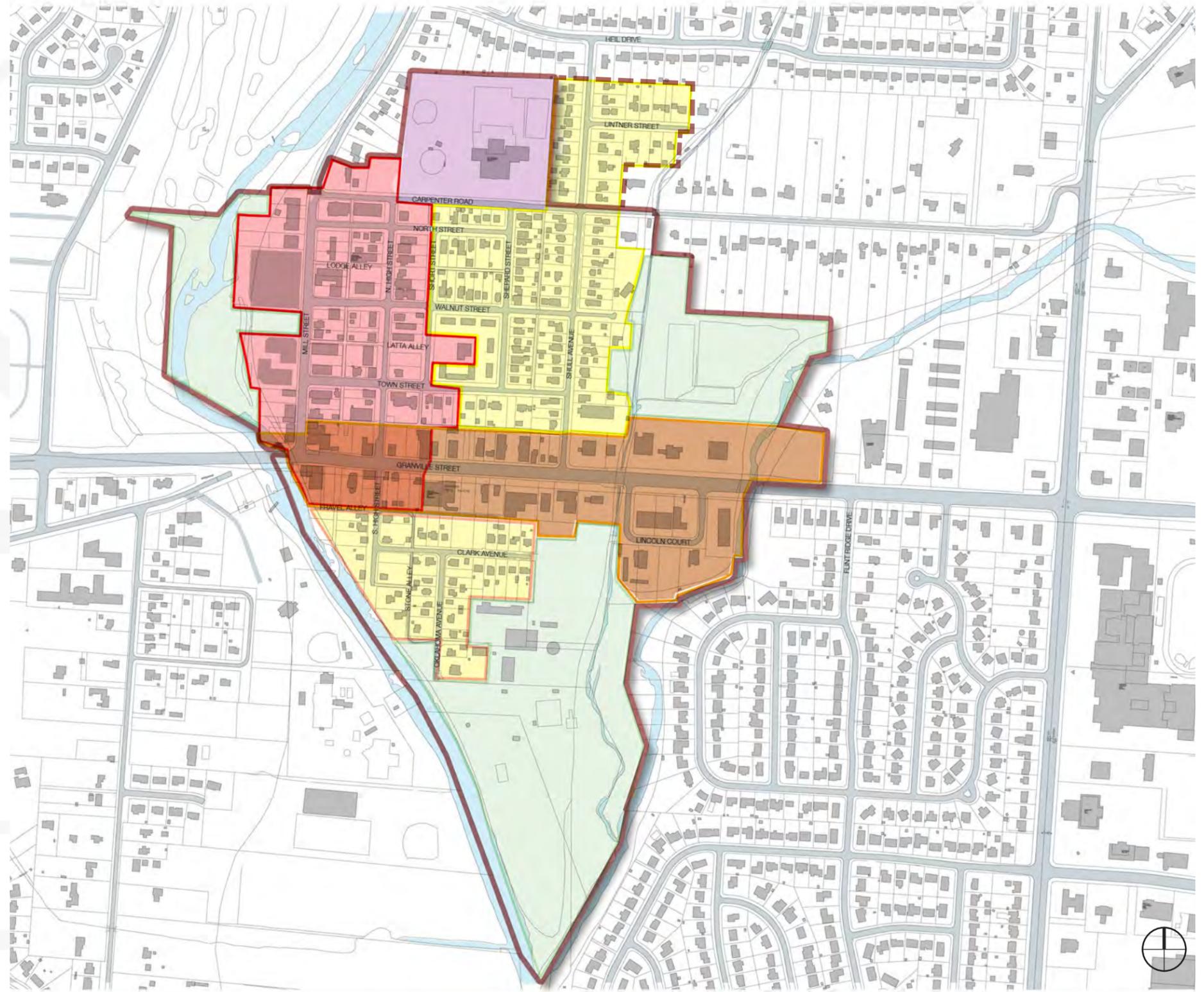
CHAPTER 9

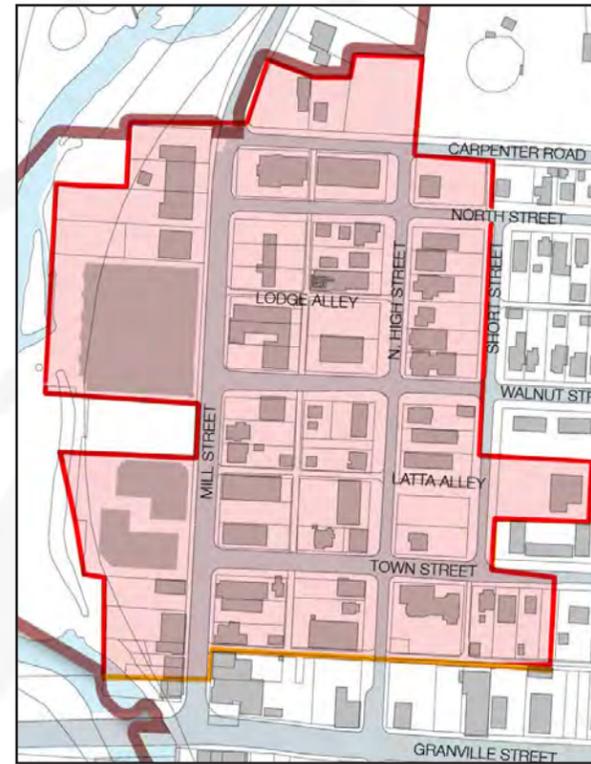
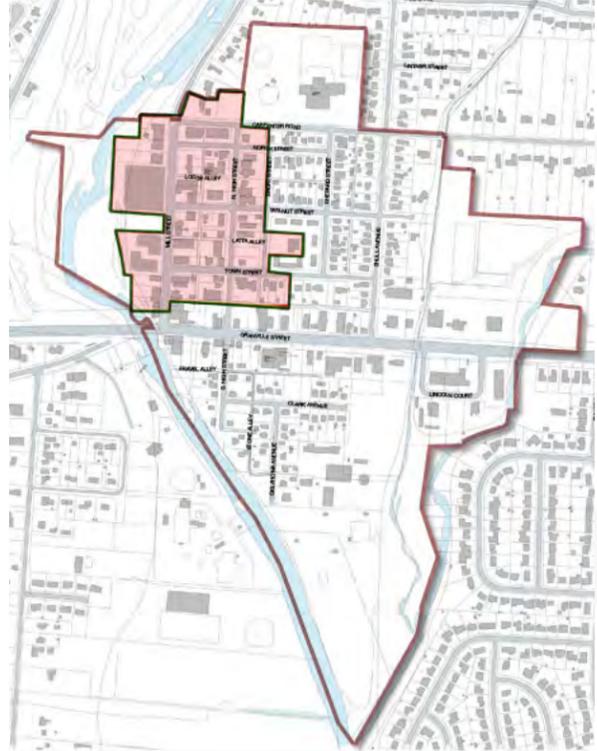
URBAN DESIGN VISION PLAN

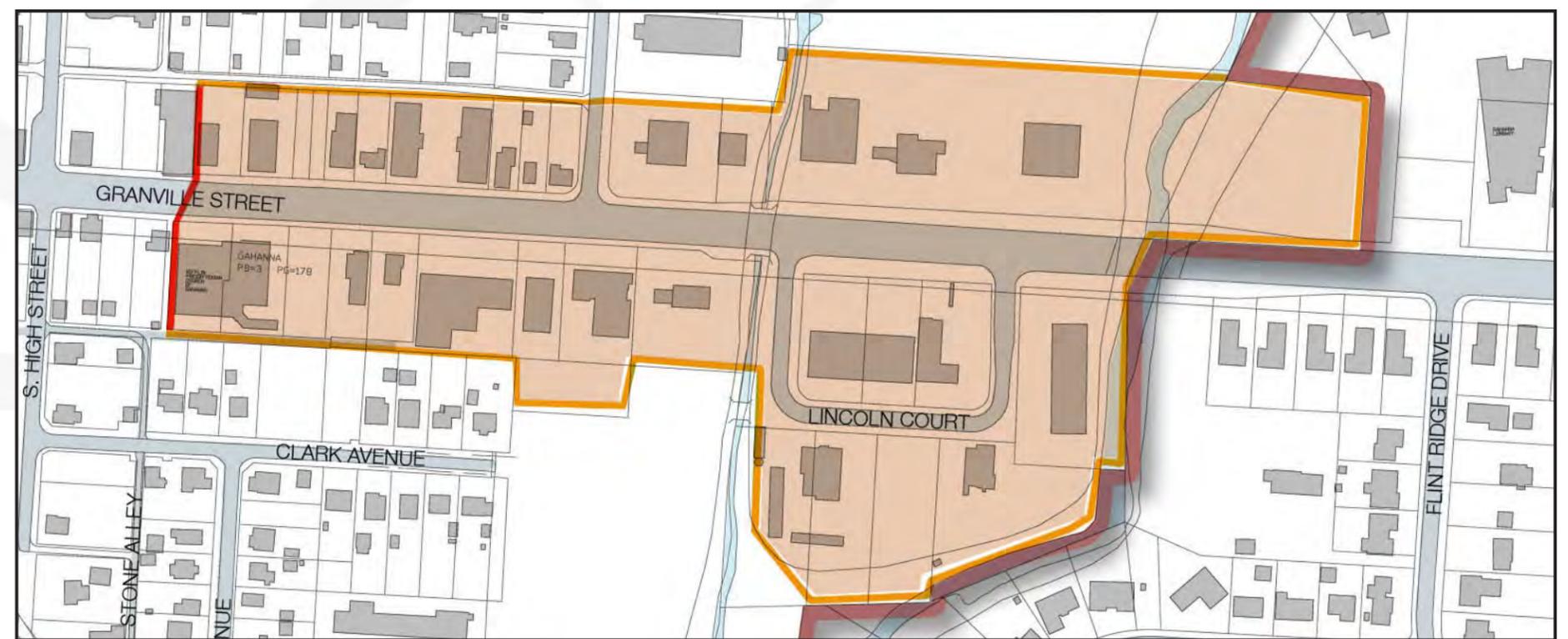
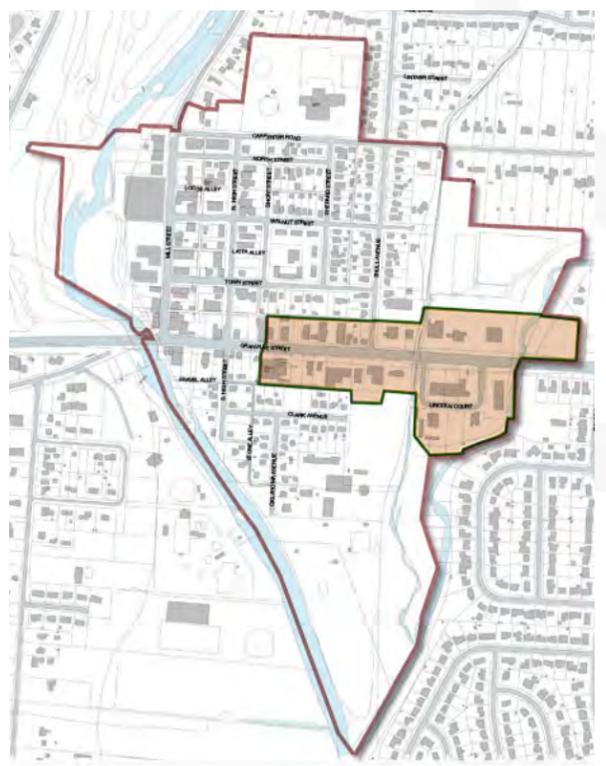
Key

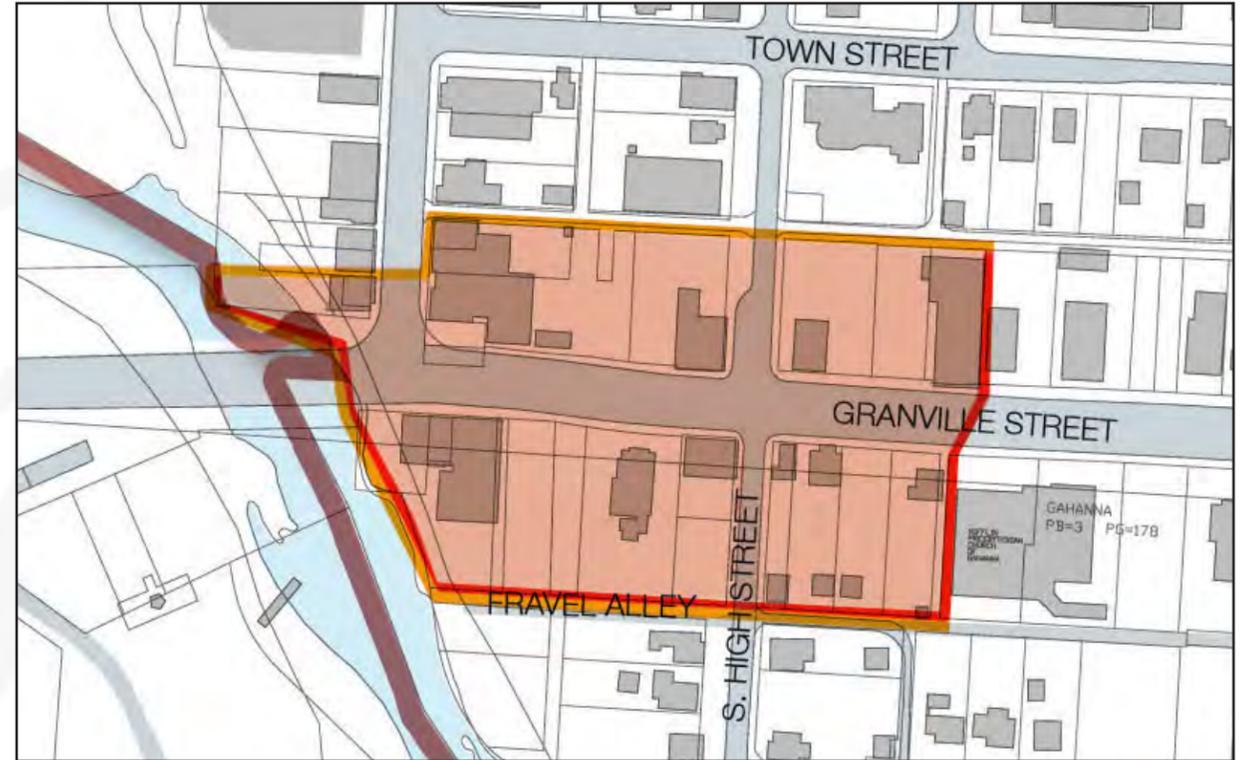
- Downtown District
- Granville Corridor District
- Urban Village District
- Parks and Recreation District
- School District

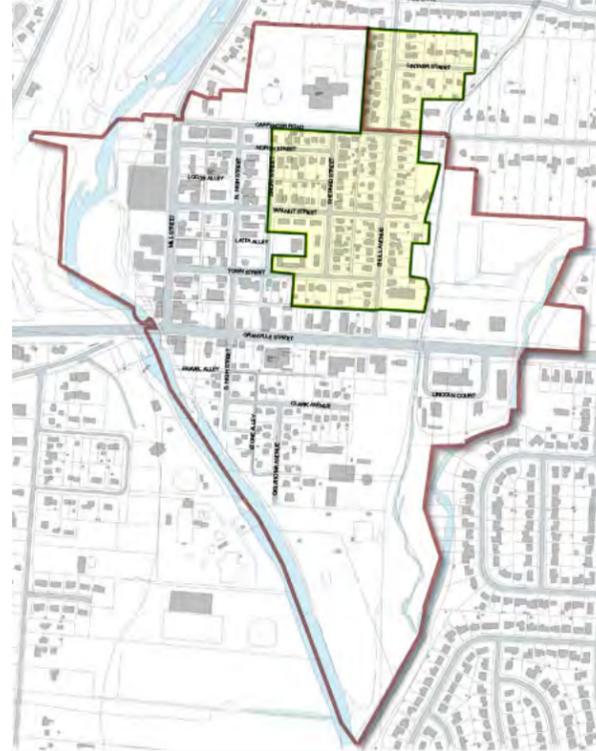
- Extended boundary of Olde Gahanna to include additional residence on Shull Avenue and Lintner Street

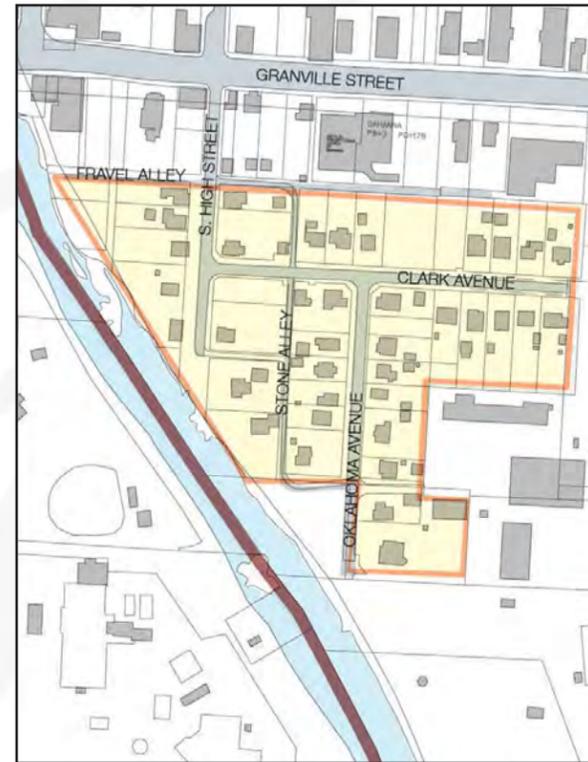
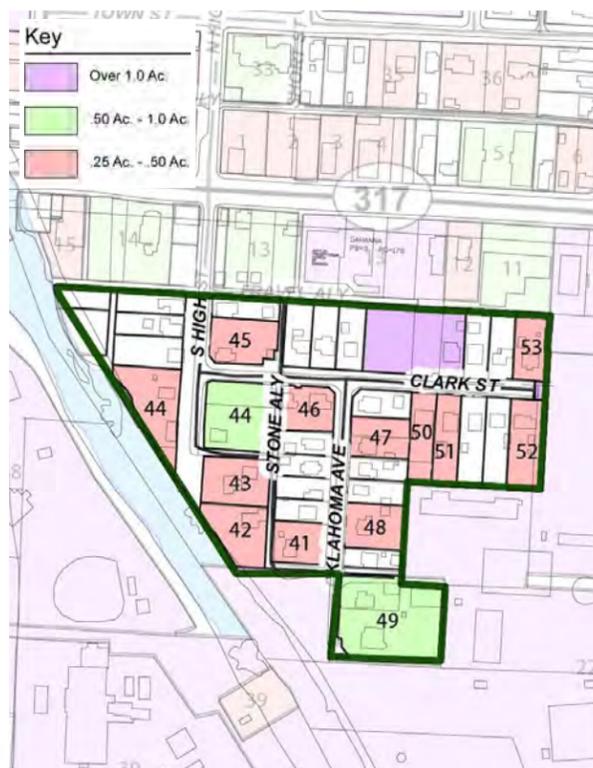
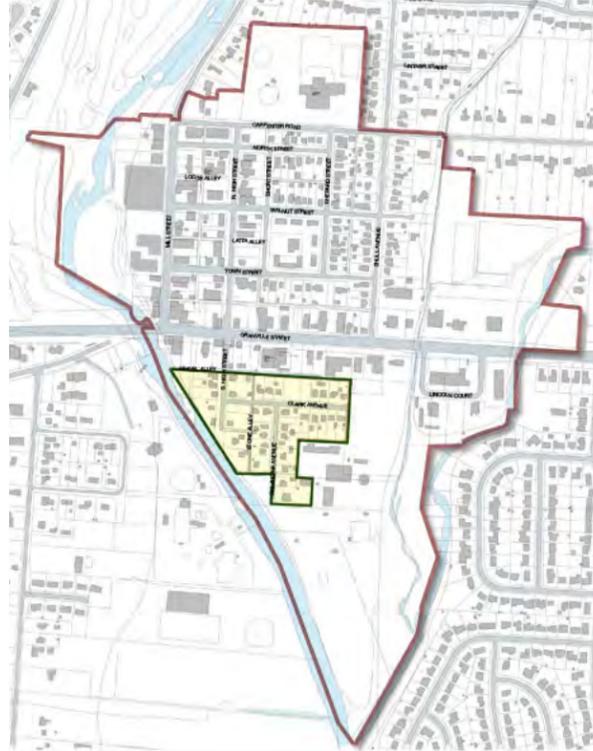












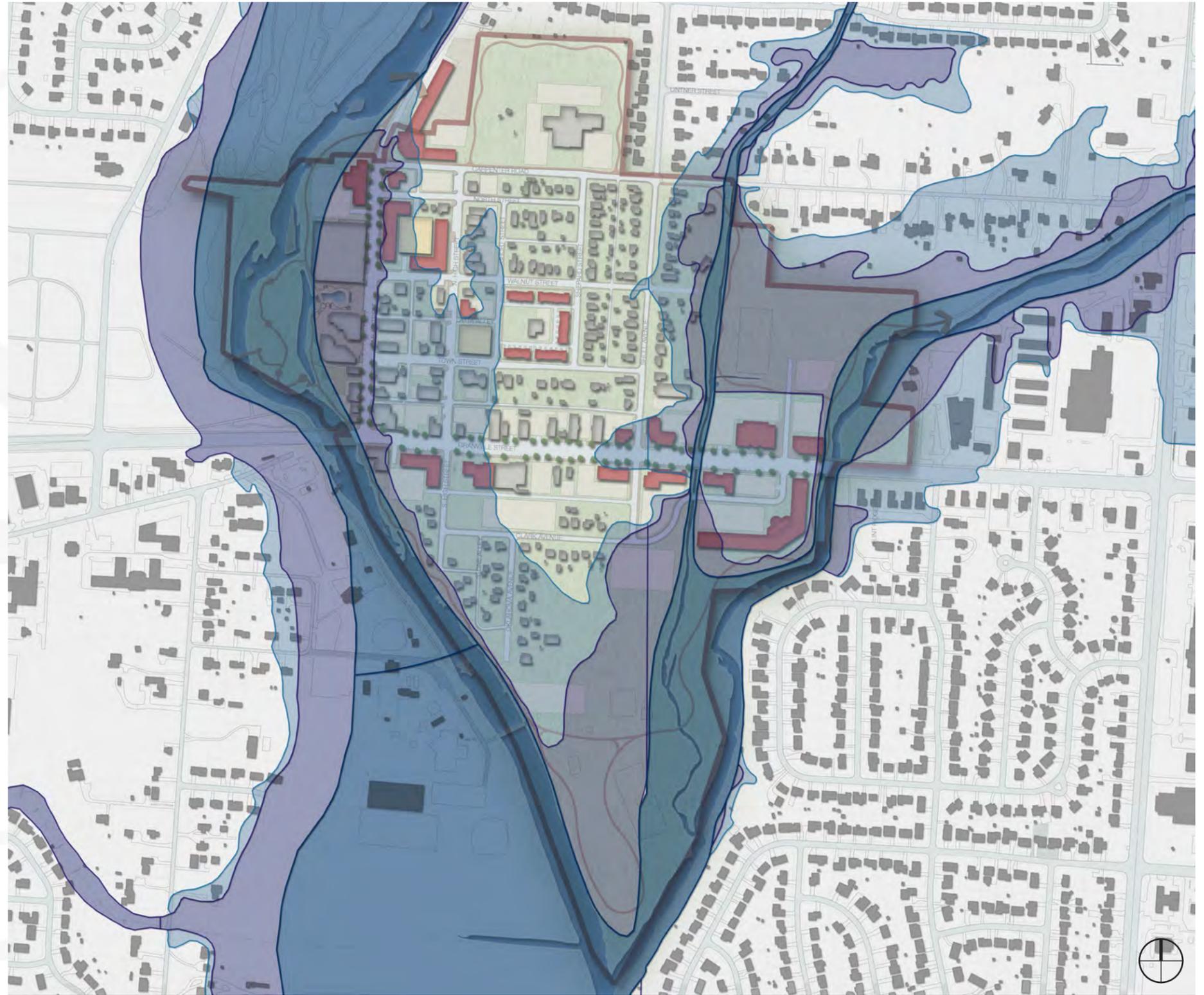
The flood map indicates the latest (2007 FEMA) flood areas as they relate to the floodway, 100 year floodplain and the 500 year floodplain.

There shall be no structures built within the floodway per the regulations of FEMA.

Floodway and Floodplain areas should be considered for Parks and Recreation space.

Key

-  Floodway
-  100 Year Floodplain
-  500 Year Floodplain



An Urban Design Plan that is extracted from the 'Vision' is a statement of future policy in the form of text, maps, and graphics used to guide public and private actions that affect the future. The plan provides decision makers with the information they need to make informed decisions affecting long-range social, economic, and physical growth of Olde Gahanna.

KEY

- ① Senior housing units with a possible commercial development application at the corner of Mill Street and Carpenter Rd. This site creates a prime location for high quality development and possible 'gateway opportunity into Olde Gahanna from the north.
(see page 76 for further detail)
- ② Existing elementary school, site to remain school district owned and any future expansion or renovation will occur on this site.
- ③ Boutique hotel or mixed-use development
(see page 77 for further detail)
- ④ High density residential (apartments) with retail/office at street level along Mill Street
(see page 78 for further detail)
- ⑤ Higher density residential (brownstones) - architecture to reflect and complement the historic Olde Gahanna Schoolhouse. Develop pocket park at front of former school house
(see page 79 for further detail)
- ⑥ Shull Park- existing site of skate park and athletic fields, with a planned addition of a surface parking lot, opportunity to 'share' parking with future adjacent civic-use development.
- ⑦ Higher density commercial development
(see page 80 for further detail)
- ⑧ Commercial mixed-use development-retail/restaurant uses are encouraged at street level with office use above
(see page 81 for further detail)
- ⑨ Incorporation of Civic-uses (i.e. community center, city hall)
(see page 82 for further detail)
- ⑩ Assisted living facility-adjacent to Friendship Park, backing on areas natural features
(see page 83 for further detail)
- ⑪ Future relocation of the Parks Facility, expansion of Friendship Park, and the addition of a surface parking lot at the Shull Avenue extension
- ⑫ Parking garage to replace existing city parking lot and former Chamber of Commerce bldg. per EMHT parking study
(see page 70 for further detail)
- ⑬ Olde Gahanna District gateway treatments to define district boundaries and entry points
(see page 69 for further detail)
- ⑭ Streetscape improvements-street trees, sidewalks, on-street public parking, crosswalks, relocation of overhead power lines
(see page 73-74 for further detail)
- ⑮ Residential neighborhood pocket park, relocate schoolhouse parking to rear of building and possible shared parking with redeveloped residential
- ⑯ Shull Avenue extension-creates a traditional 4-point intersection, provides another access point to residential/park area south of Granville and the ability to extend an alley behind the church for rear access to commercial sites along Granville.
(see page 72 for further detail)
- ⑰ Pedestrian/vehicular alley system-links urban village to commercial downtown, and promotes safer pedestrian and vehicular connectivity.
(see page 71 for further detail)



Urban Design Recommendation:

- Create Gateways at all vehicular access points into Olde Gahanna to help physically 'define' the district.
- Establish a hierarchy of Gateways to define major access points and minor access points to the district.
- Illuminate Gateways for night-time aesthetics.

Feasibility: High- No property acquisition needed.

Public Investment: Medium- Depending on the ultimate design of the element cost may be a concern. Federal dollars could be pursued, such as, the State Route 62 arch.

Time frame: Short- Gateway designs could be started ASAP.

Importance: Medium- In terms of urban design and "creating the destination", Gateways help with community identification, pride, and demonstrate public investment for promotion of local businesses.

Policy/Procedure: Allocate funds to start the design phase, and be sure to involve the public through design open house or surveys.



Existing 'Primary Gateway' at St. Rt. 62



'Secondary Gateway' Concept



(Proposed Concept) Primary Gateway Treatment at the Hamilton Road bridge at I-270

Urban Design Recommendation:

- To promote higher density throughout Olde Gahanna parking structures should be located in areas where increased density is envisioned.

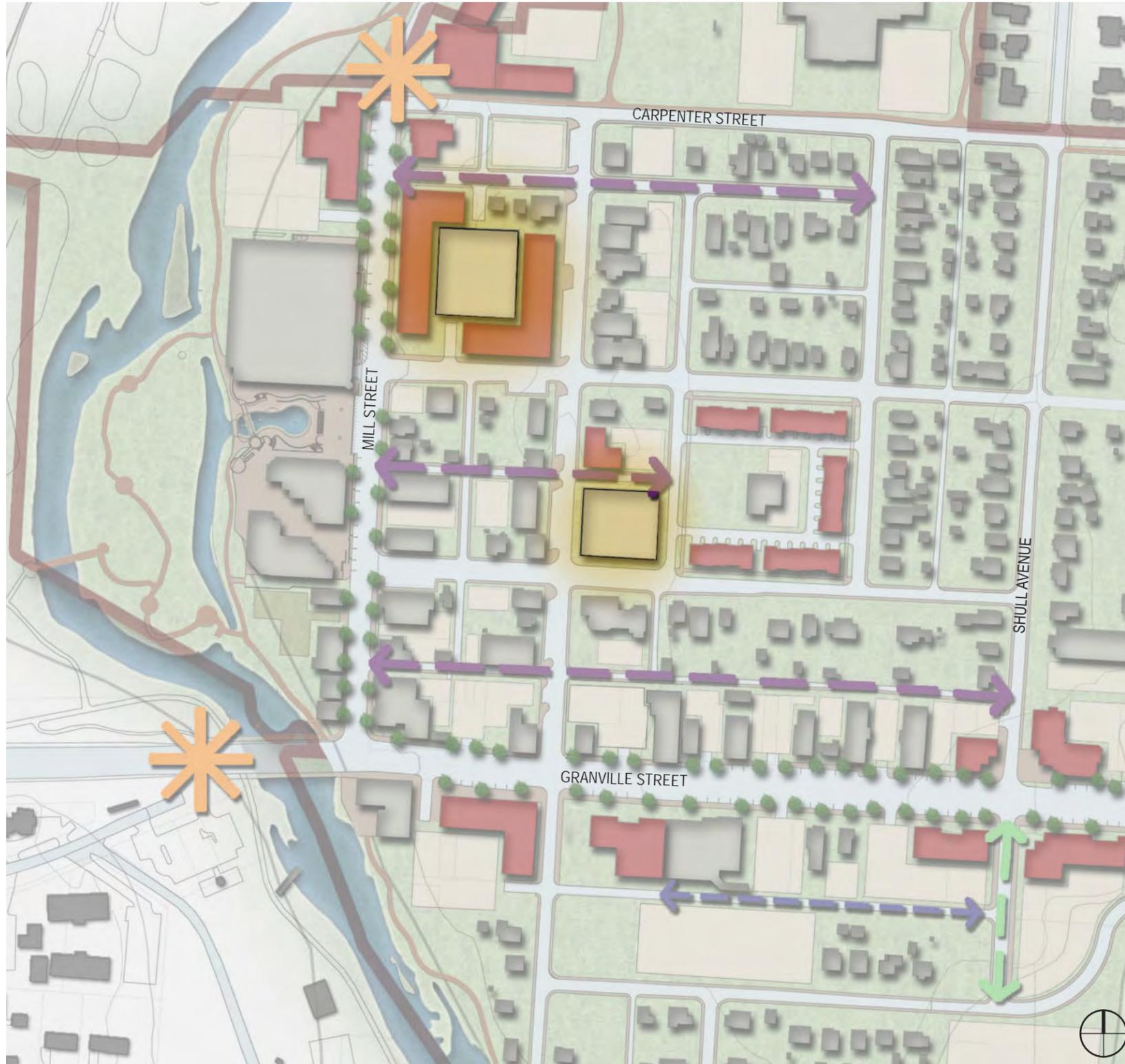
Feasibility: Moderate- Public garage site location at Town St. and High St is already owned by the city. Garage location at High, Walnut and Mill St. should be funded by private development to support high density residential and commercial on site

Public Investment: Moderate- Public parking garage at Town and High is anticipated to be a multi-level structure

Time frame: Long- Depends on how fast Olde Gahanna grows.

Importance: Medium- In order to increase density levels throughout the district, additional parking structures may be needed based on market conditions.

Policy/Procedure: Feasibility study needed and additional parking structures allowed within policy.



Urban Design Recommendation:

- Promote pedestrian connectivity by creating 'pedestrian alley systems' to link the residential urban village to Mill Street and Creekside Park.
- Designate delivery hours for businesses that utilize alleys for deliveries.
- Discourage vehicular access by 'pinching alley widths' to slow vehicular traffic and promote pedestrian use.
- Treat alley systems with site amenities such as trees, lighting, bollards, benches, plantings, and decorative pavement.

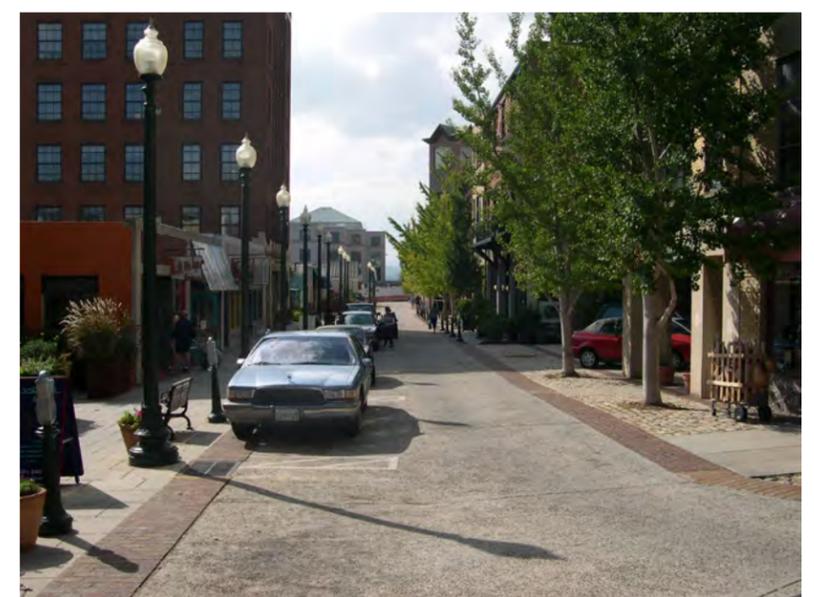
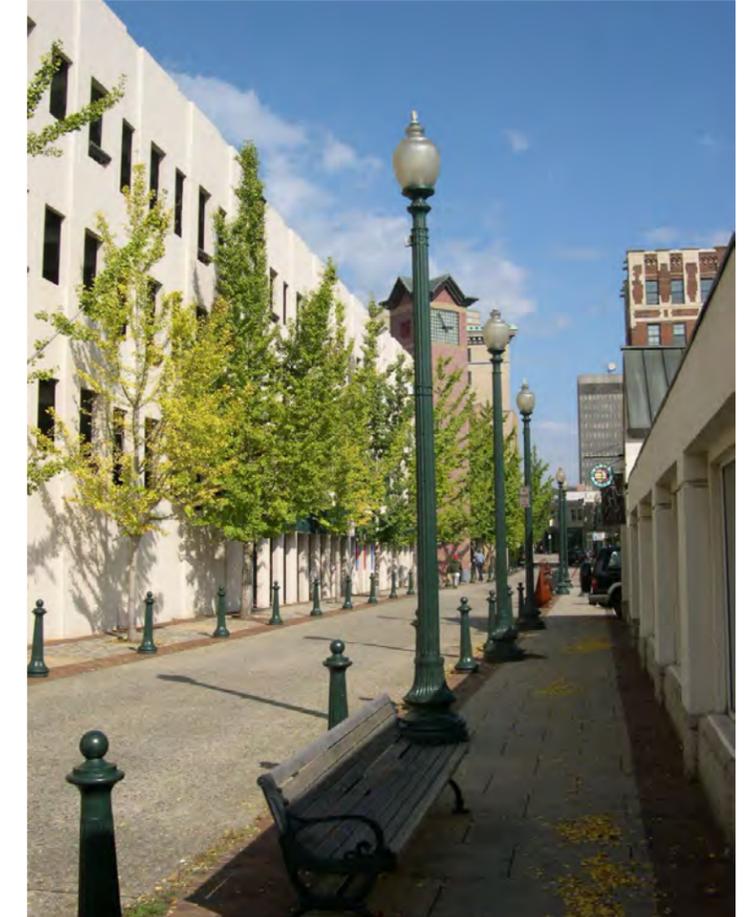
Feasibility: High- No property acquisition is needed.

Public Investment: Medium- Streetscape improvements are needed, federal/state dollars could be pursued for infrastructure improvements.

Time frame: Short to Medium- Feasibility study and design could be started ASAP.

Importance: Medium- Promoting safe pedestrian movement from the residential areas to the commercial district.

Policy/Procedure: Allocate funds to start the feasibility and design.



Urban Design Recommendation:

- Extend Shull Avenue to Friendship Park to create a 4 point intersection at Shull and Granville, and to create another access point to the Urban Village south of Granville Street.
- Extend alley behind church to facilitate rear access to businesses and parking.
- Install sidewalks, street trees, and lighting along existing Shull Avenue and the proposed extension.

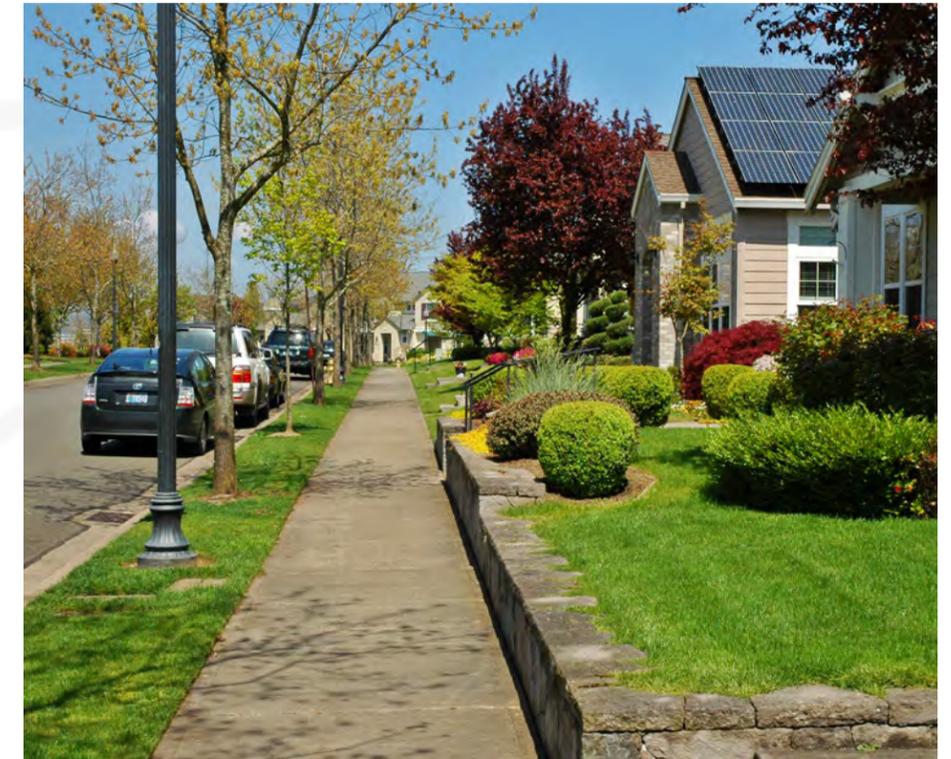
Feasibility: Moderate- Requires land acquisition from multiple property owners, but no major alignment issues or natural impediments are foreseen.

Public Investment: Moderate to High- Curb, gutter, sidewalks

Time frame: Short to Medium- Feasibility study and preliminary design can be started ASAP.

Importance: Medium- To encourage redevelopment, another access road to sites south of Granville Street is vital.

Policy/Procedure: Feasibility study is needed.



Urban Design Recommendation:

- Slow vehicular speeds by utilizing and implementing urban design strategies to 'calm traffic' and create driver awareness of both posted speed and the presence of pedestrians. Promote pedestrian connectivity and safety.
- Incorporate bikelane on Granville Street if feasible.

Feasibility: Moderate- No property acquisition needed to implement on-street parking within the right of way. However, acquisition or easements must be granted for the widening of sidewalks and the incorporation of streetscape elements.

Public Investment: Medium- Streetscape improvements are needed, Federal dollars could be pursued for infrastructure improvements.

Time frame: Short to Medium- Feasibility study must be conducted by a roadway engineer.

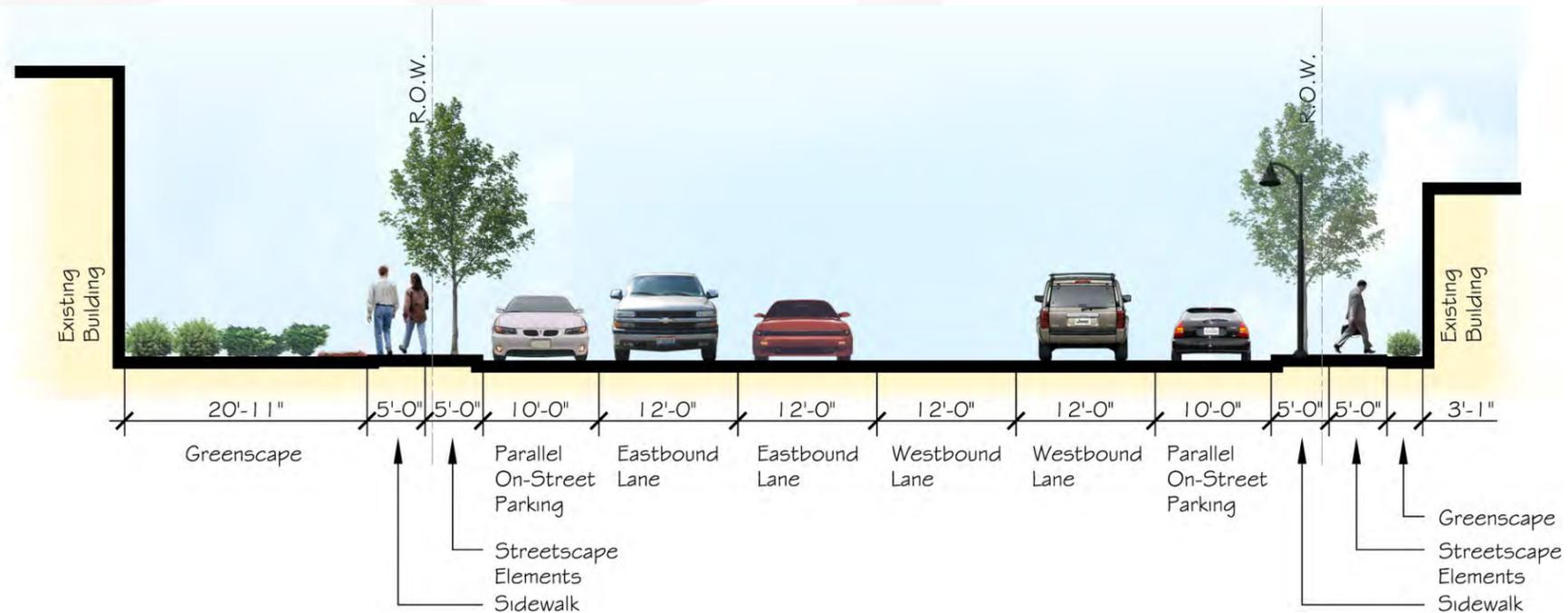
Importance: Medium to High- To create a 'pedestrian environment' steps must be taken to slow traffic and provide buffers between moving traffic and pedestrians.

Policy/Procedure: Allocate funds to start the design phase. Secure federal/state funding.

Aerial View of Granville Street



Section of Granville Street



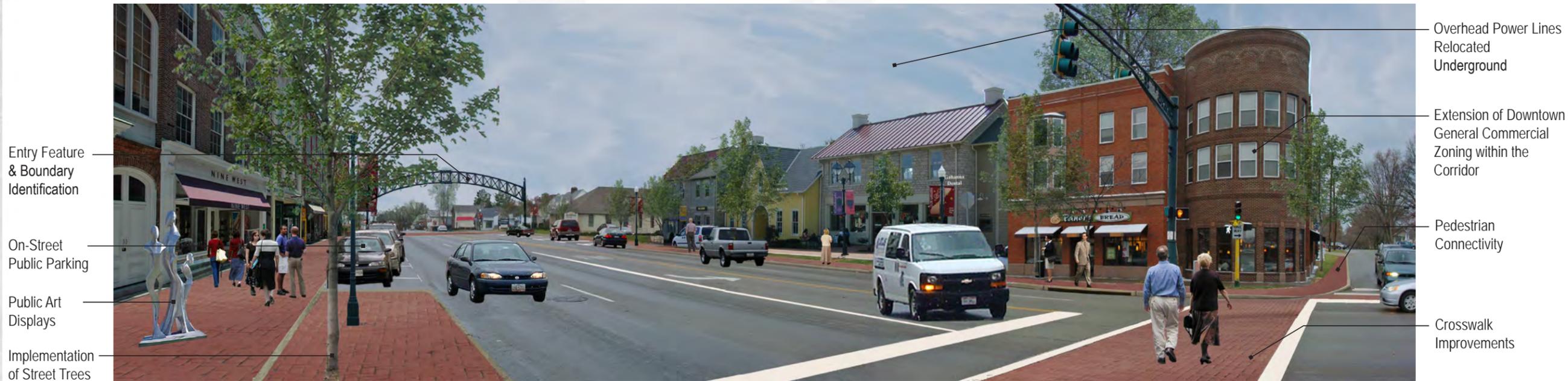
Existing View of Granville Street

Looking West from the intersection of Shull Avenue and Granville Street



Potential View of Granville Street

Looking West from the intersection of Shull Avenue and Granville Street



Entry Feature
& Boundary
Identification

On-Street
Public Parking

Public Art
Displays

Implementation
of Street Trees

Overhead Power Lines
Relocated
Underground

Extension of Downtown
General Commercial
Zoning within the
Corridor

Pedestrian
Connectivity

Crosswalk
Improvements



CHAPTER 10

DEVELOPMENT OPPORTUNITIES

Urban Design Recommendation:

- Encourage higher density residential development along natural features within Olde Gahanna to help fuel redevelopment efforts, and create pedestrian traffic through proximity of potential customers.
- Capitalize on Senior Housing needs (a trend in suburban communities) within Olde Gahanna to diversify demographic.
- Incorporate commercial uses at street level (especially corner of Mill and Carpenter) to maximize redevelopment potential.
- Encourage high quality architecture at 'Gateway' to Olde Gahanna.

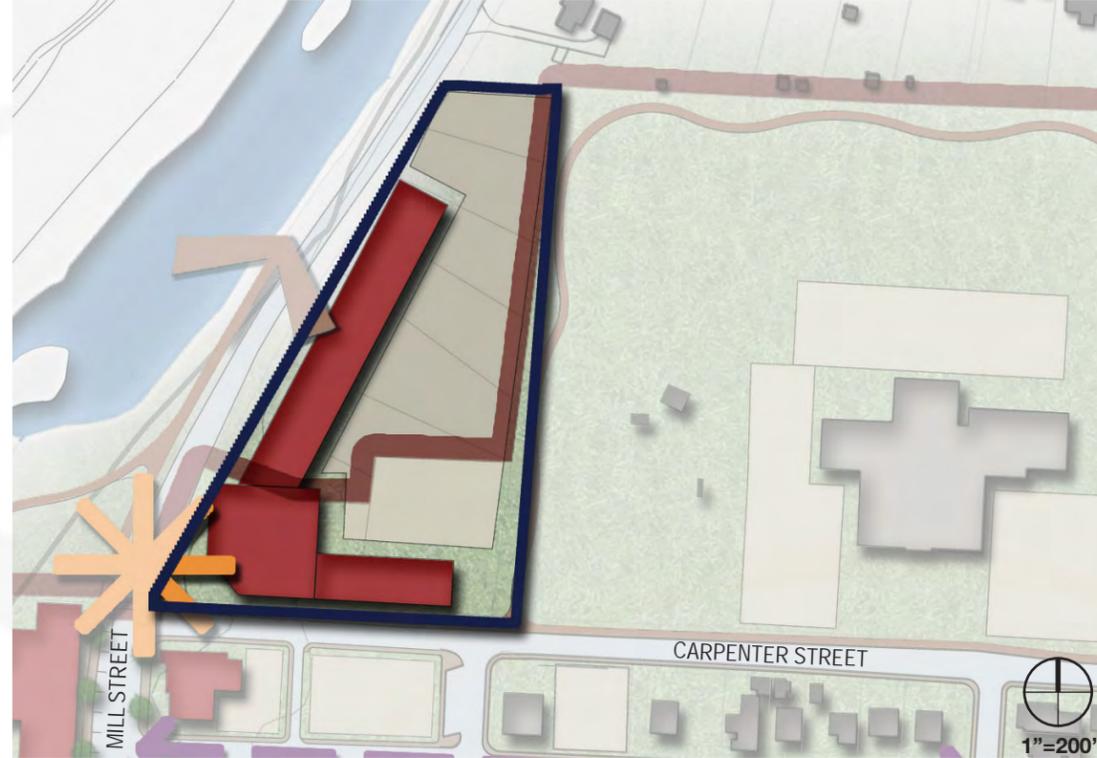
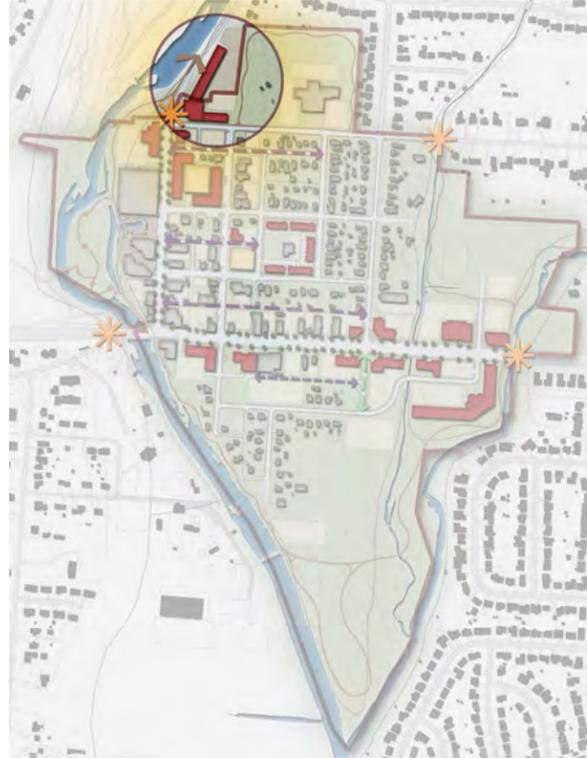
Feasibility: Easy to Moderate- Requires land acquisition from multiple property owners.

Public Investment: Low- These sites are capable of redevelopment.

Timeframe: Medium- Market conditions will determine how fast redevelopment can occur.

Importance: Medium- Seniors relocating to the district have a higher 'expendable income' and will help populate local businesses during daytime hours.

Policy/Procedure: Create overlay and design standards, and encourage a mixture of uses on this site.



Urban Design Recommendation:

- Encourage high-density development on the opposite corner of Mill Street and Carpenter Street.
- High quality architecture is strongly encouraged on this site due to its prominence as a 'gateway' element heading south bound on Mill Street (entering the Olde Gahanna District).
- Development opportunity to introduce 'boutique hotel' within Olde Gahanna that could capitalize on views of Big Walnut Creek/natural setting, taking advantage of Creekside amenities, and proximity to the airport.

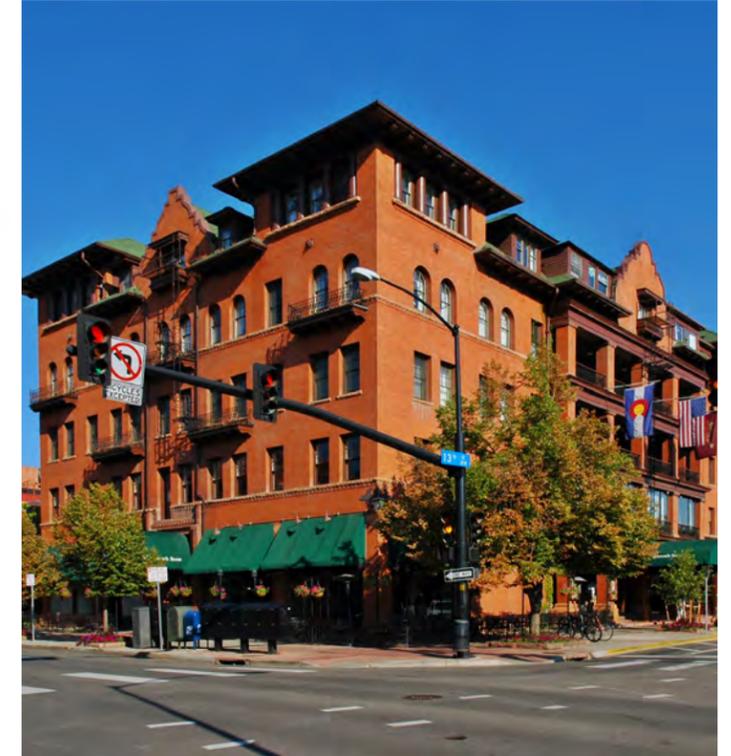
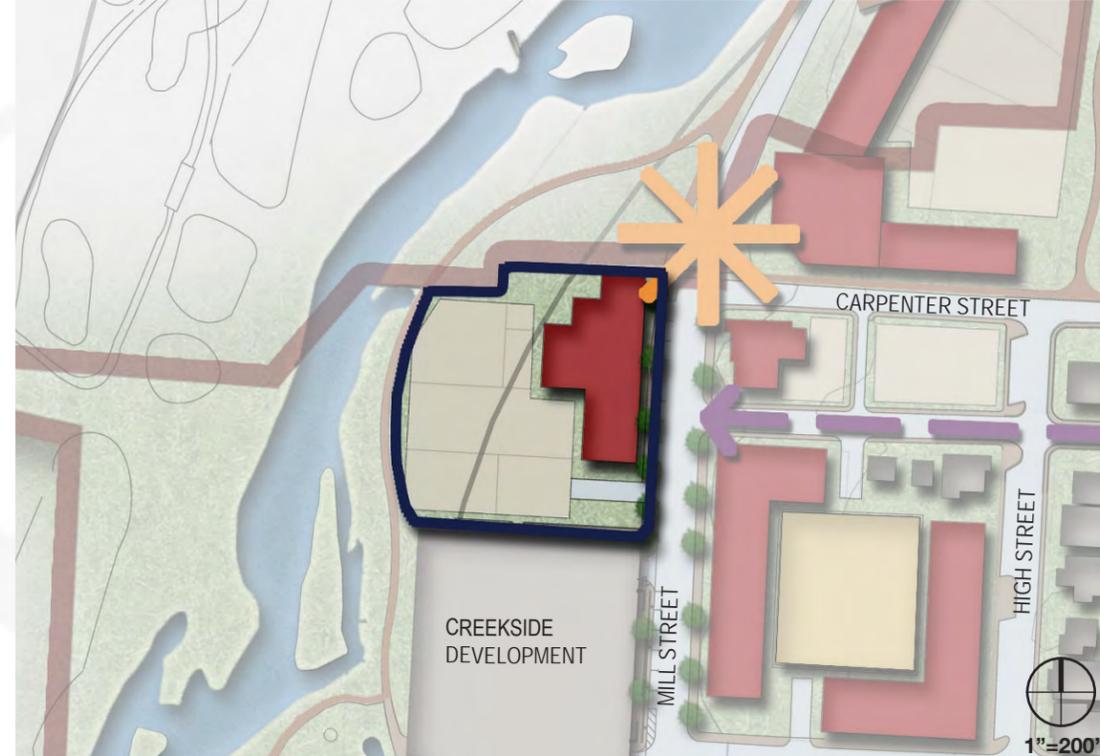
Feasibility: Moderate- Requires land acquisition from multiple property owners. 100 year floodplain constraints and floodway concerns need to be evaluated.

Public Investment: Low- Site is capable of redevelopment.

Timeframe: Medium- Depends on land acquisition and market conditions.

Importance: Medium- Potential to generate visitors that might not stumble upon Olde Gahanna otherwise.

Policy/Procedure: Create and implement design standards and adapt zoning code to allow this use.



Urban Design Recommendation:

- Encourage higher density residential development (rental and/or owner occupied units).
- A range of housing options is encouraged within Olde Gahanna.
- A mixture of uses on these sites is encouraged, including retail/office on the street level of Mill Street and office on the street level of High and Walnut Street, with residential above.
- To maximize density levels and create an opportunity for multi-storied buildings, a core parking structure is encouraged.

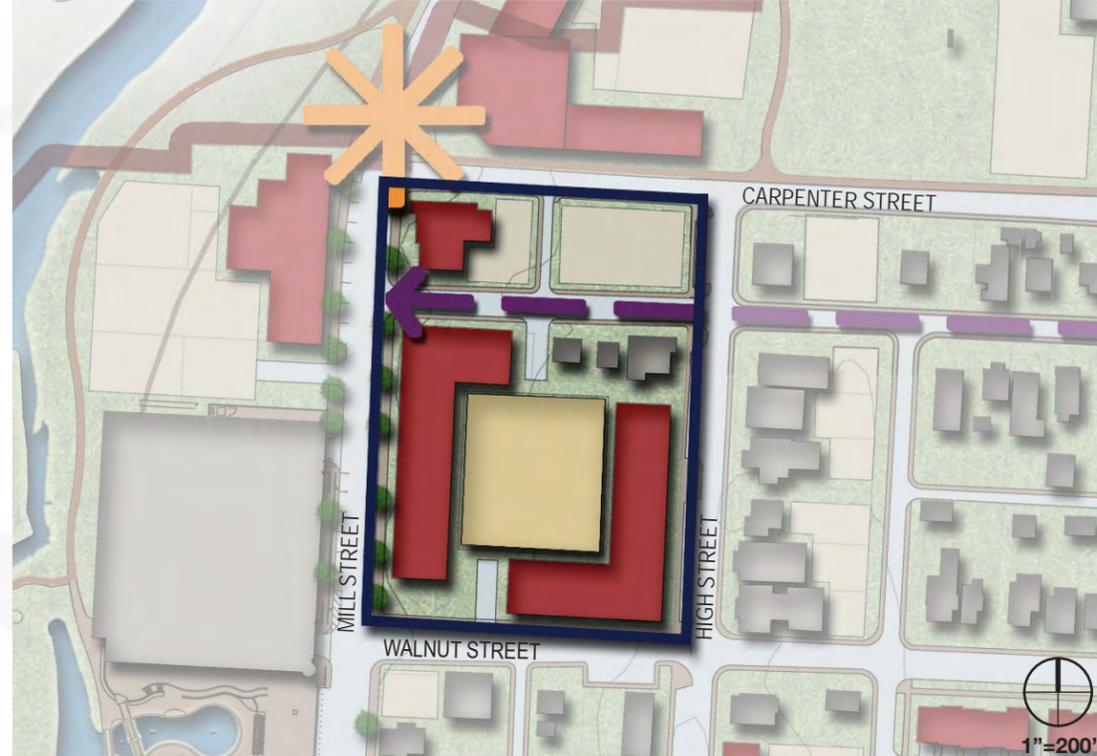
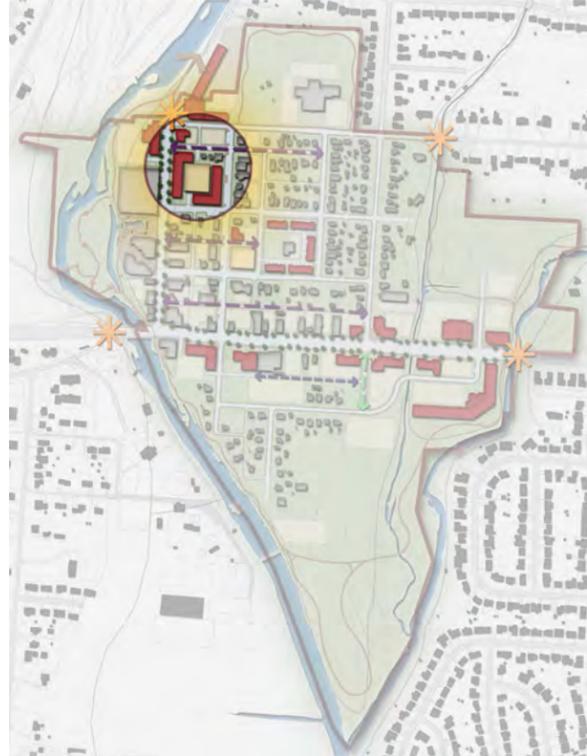
Feasibility: Easy to Moderate- Requires land acquisition from multiple property owners.

Public Investment: Low- These sites are capable of redevelopment.

Timeframe: Medium- Market conditions will determine how fast redevelopment can occur and what product is most appropriate.

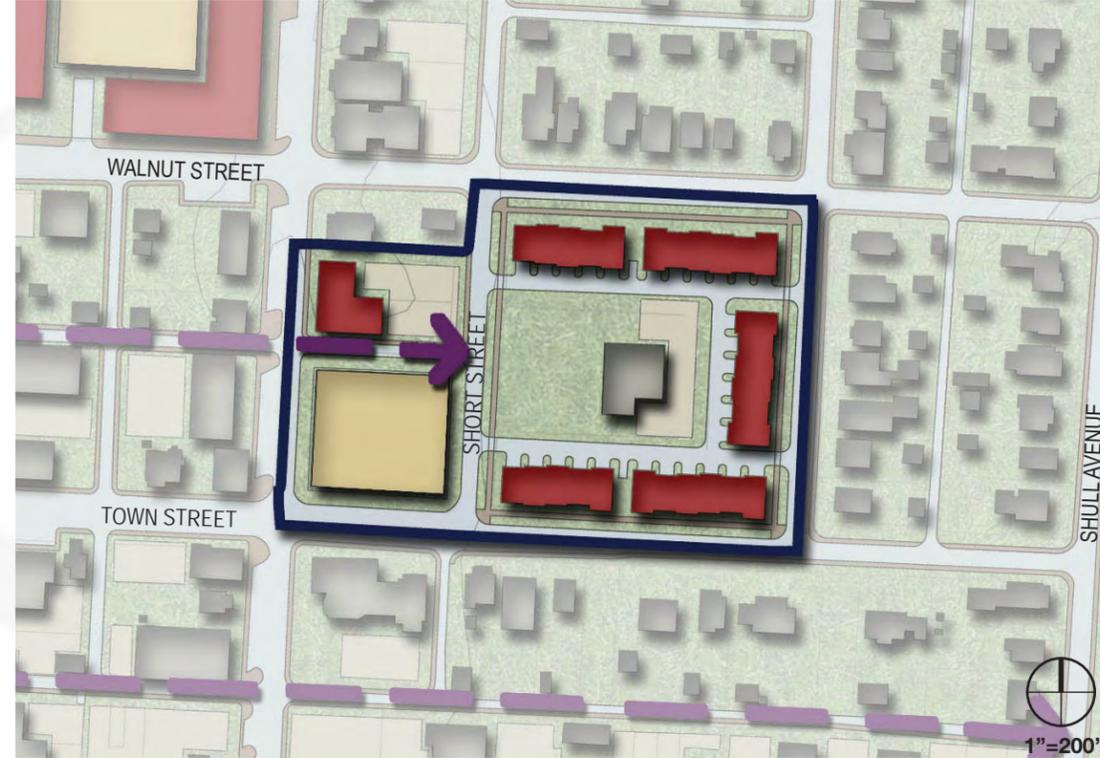
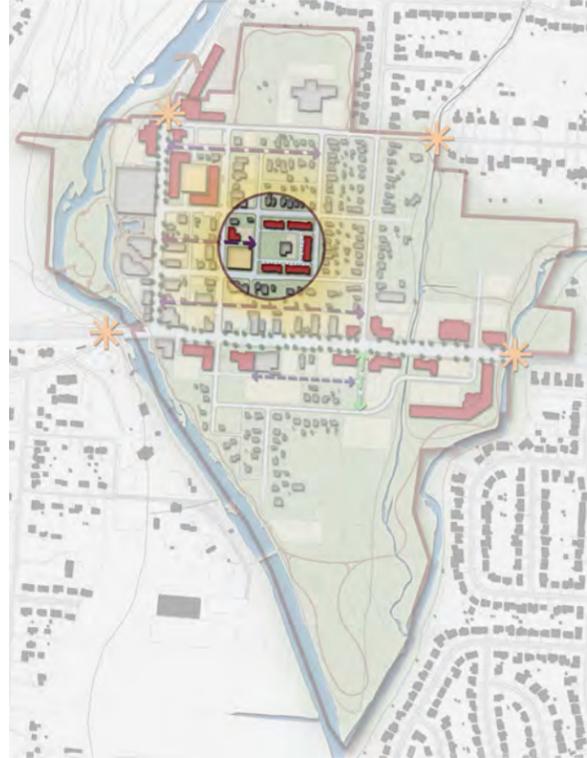
Importance: Medium- Property across the street from Creekside can begin to mirror aesthetics, creating quality streetscape on 'both sides' of Mill Street.

Policy/Procedure: Create overlay and design standards, and encourage mixed use development of more than 3 stories.



Urban Design Recommendation:

- Encourage a 'variety' of higher density housing options within Olde Gahanna.
- Encourage a variety of 'price-points' to widen the residential demographic and entice young professionals to live in Olde Gahanna
- Encourage high-quality architecture to complement the historic nature of the 'former school house' located at the center of the potential development site.
- Encourage the development of a residential 'pocket-park' at the front of the old school house for neighborhood green space and small event location. (neighborhood sidewalk sale, block party, picnic area)



Feasibility: Low- Currently a rental property performing well.

Public Investment: Low- Site capable of redevelopment once sold or current owner invests in redevelopment

Timeframe: Medium to Long- Depends on land acquisition and market conditions, and/or property owner reinvestment into property.

Importance: Low- Has limited visibility within Olde Gahanna, and existing buildings are not blighted.

Policy/Procedure: Create and implement residential design standards to



Urban Design Recommendation:

- Encourage higher density commercial development along Granville Street.
- A mixture of uses on these sites is encouraged including retail/office on the street level of Granville Street with office above. To maximize density levels and create an opportunity for two-story buildings, and surface parking lots is encouraged south of Granville Street.

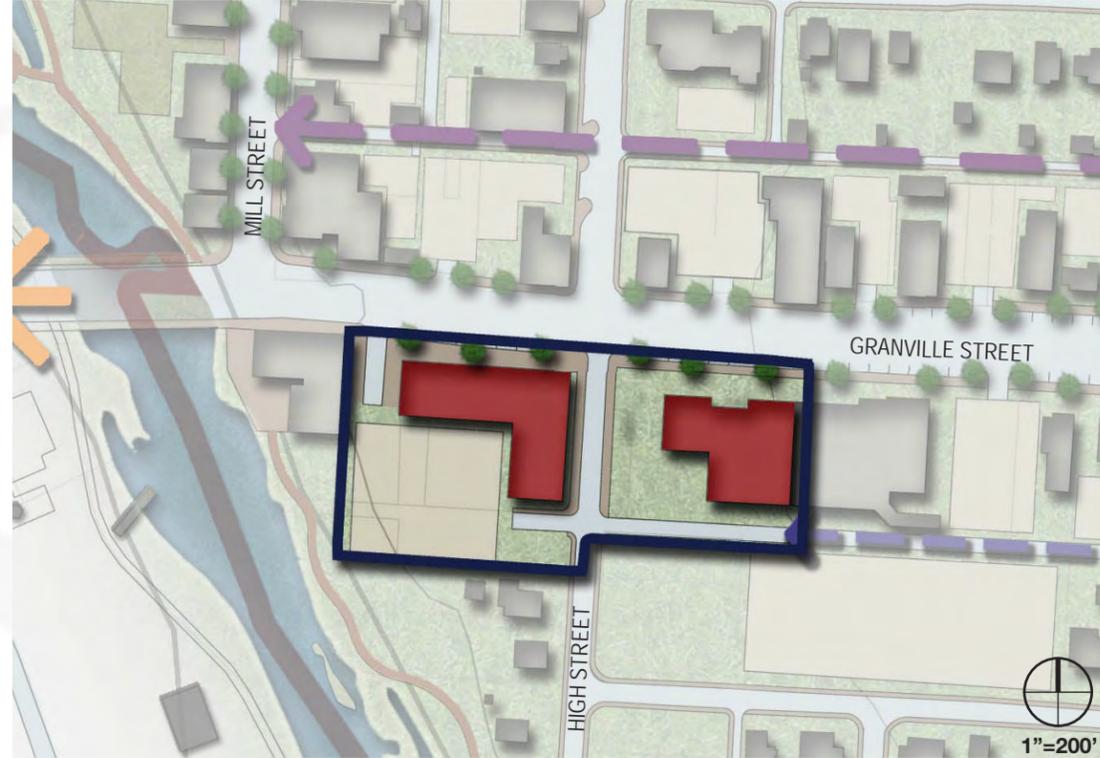
Feasibility: Easy to Moderate- Requires land acquisition from multiple property owners.

Public Investment: Medium- The sites are capable of redevelopment without public incentives

Timeframe: Medium- Market conditions will determine how fast redevelopment can occur.

Importance: Medium- Increasing the amount of dense commercial development along Granville Street will yield high tax return for the City.

Policy/Procedure: Create overlay and design standards, and encourage commercial uses and two-story buildings.



Urban Design Recommendation:

- Encourage high-density development on the corner of Shull Avenue and Granville Street (2 story building minimum).
- High quality architecture is strongly encouraged on these sites due to its prominence as a 'gateway' element heading east/westbound on Granville Street.
- Retail/Restaurant uses are strongly encouraged at 'street-level', office use is encouraged on the 2nd floor and above.

Feasibility: Moderate-High- Requires land acquisition from multiple property owners, lots are sized for significant redevelopment.

Public Investment: Low- Sites are capable of redevelopment, however, streetscape enhancement is strongly encouraged to promote safe pedestrian circulation.

Timeframe: Medium- Depends on land acquisition and market conditions.

Importance: Medium to High- This is an important 'corner' along Granville Street, being the first signaled intersection heading westbound once within Olde Gahanna.

Policy/Procedure: Create and implement design standards and adapt zoning code to promote minimum 2 story mixed-use.



Urban Design Recommendation:

- Incorporate civic uses within Olde Gahanna, i.e. community center, herb museum, and relocated city hall.
- High quality architecture is strongly encouraged on these sites due to its prominence as a 'gateway' element heading east/westbound on Granville Street.
- The City has the opportunity to set the bar for architecture on Granville Street.
- Proximity to Shull Park provide opportunities for civic events.

Feasibility: Moderate- Requires land acquisition from multiple property owners, lots are sized for significant redevelopment.

Public Investment: High- The school district can purchase and move school administration to existing City Hall (on Hamilton), city can utilize dollars to relocate to Olde Gahanna.

Timeframe: Medium- Depends on needs of the high school/City of Gahanna.

Importance: Medium to High- This is an important Gateway along Granville Street, being the first signaled intersection heading west bound once within Olde Gahanna. It can set the bar for redevelopment and act as a catalyst for private redevelopment of surrounding parcels.

Policy/Procedure: Feasibility study and dialogue with school is needed.



Urban Design Recommendation:

- Encourage commercial development along Granville Street (retail and office uses) (2 story minimum).
- Encourage higher density residential development along natural features within Olde Gahanna to help fuel redevelopment efforts and create pedestrian traffic through proximity of potential customers.
- Capitalize on assisted living need for 'prime' sites in suburban communities that have views and close proximity to commercial districts and natural amenities.
- Encourage high quality architecture at 'Gateway' to Olde Gahanna.

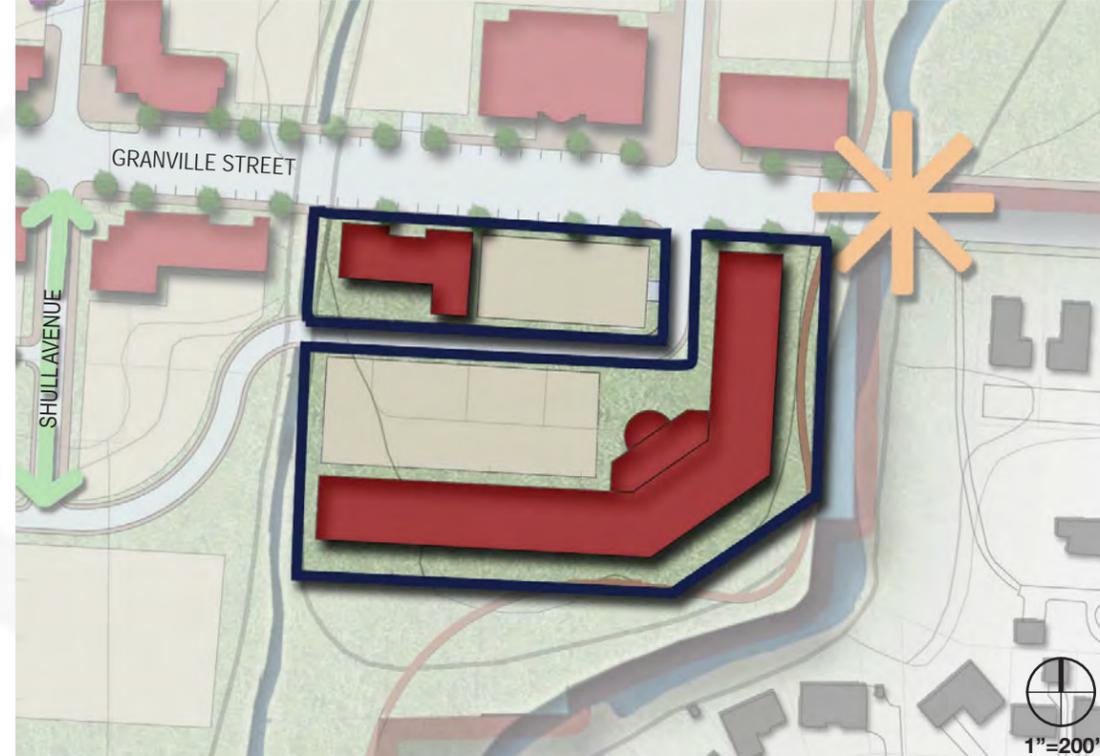
Feasibility: Easy to Moderate- Requires land acquisition from multiple property owners.

Public Investment: Low- These sites are capable of redevelopment.

Timeframe: Medium- Market conditions will determine how fast redevelopment can occur.

Importance: Medium- This use can increase visitors to the district as well as providing residents.

Policy/Procedure: Create overlay and design standards.





CHAPTER 11

CHARACTER VISION

Granville Street Character Image:

Character images are a tool that planning documents use to graphically communicate intent. It is not necessarily going to be the result of the plan but intends to capture what has been agreed upon within the planning, and the dialog that occurred within steering committee, public and city staff meetings.

The Granville Street character image communicates many important concepts that were discussed throughout the planning process. The 'shot' is taken from the south-east side of the bridge opposite of Shull Reserve looking westbound on Granville St.

Planning/Design Concepts:

- ① Senior Assisted Living Facility
- ② Entry Feature (stone columns w/ Gahanna 'G' inscription)
- ③ Decorative Entry Feature (iron-work application)
- ④ Decorative pavement at Gateway Entry to District
- ⑤ Civic-Use (possibly City Hall)
- ⑥ Civic-Use (possibly Community Center)
- ⑦ Streetscape upgrades: widened sidewalks, street trees, "pedestrian environment"
- ⑧ Crosswalk upgrades (highly visible signage and urban design applications to promote safety)



Mill Street Character Image:

Character images are a tool that planning documents use to graphically communicate intent. It is not necessarily going to be the result of the plan but intends to capture what has been agreed upon within the planning meetings with the steering committee, the public and city staff in terms of 'Vision'.

The Mill Street character image communicates many important concepts that were discussed throughout the planning process. The 'shot' is taken heading southbound on Mill Street just before Carpenter Road.

Planning/Design Concepts:

- ① Senior Housing
- ② Commercial
- ③ Decorative Entry Feature (ironwork application)
- ④ Decorative pavement at Gateway Entry to District
- ⑤ Boutique Hotel or Mixed-Use Development
- ⑥ Creekside
- ⑦ Streetscape upgrades: widened sidewalks, street trees, "pedestrian environment"
- ⑧ Crosswalk upgrades (highly visible signage and urban design applications to promote safety)
- ⑨ Walking paths connecting parks to commercial districts



- ① Senior Housing
- ② Boutique Hotel/Mixed-Use Development
- ③ Residential (Apt's) w/ ground floor commercial application (internal parking garage per private developer)
- ④ Residential (Brownstone) relocate school house office parking to rear and create residential 'pocket park'
- ⑤ Mixed-Use Commercial Development
- ⑥ Civic-Use (possibly City Hall relocation and new Community Center location)
- ⑦ Assisted Living Facility (backing natural areas and Friendship Park)
- ⑧ Public Parking Garage
- ⑨ Relocation of Parks and Recreation Facility and the addition of surface parking at the Shull Ave. extension
- ⑩ Additional signage and programming at Shull Park, future Community Center can utilize adjacent park
- ⑪ Shull Ave. Extension to create 4 way intersection and additional access to residential and parks south of Granville
- ⑫ Gateway entry feature locations to District

