



# CENTERBURG VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION  
 STEERING COMMITTEE MEETING #1 | MAY 29, 2019



# AGENDA

STEERING COMMITTEE MEETING #1

MAY 29, 2019

1. INTRODUCTIONS
2. SCOPE & SCHEDULE
3. PLANNING TRENDS
4. EXISTING CONDITIONS
5. ACTIVITY
6. NEXT STEPS

# INTRODUCTIONS

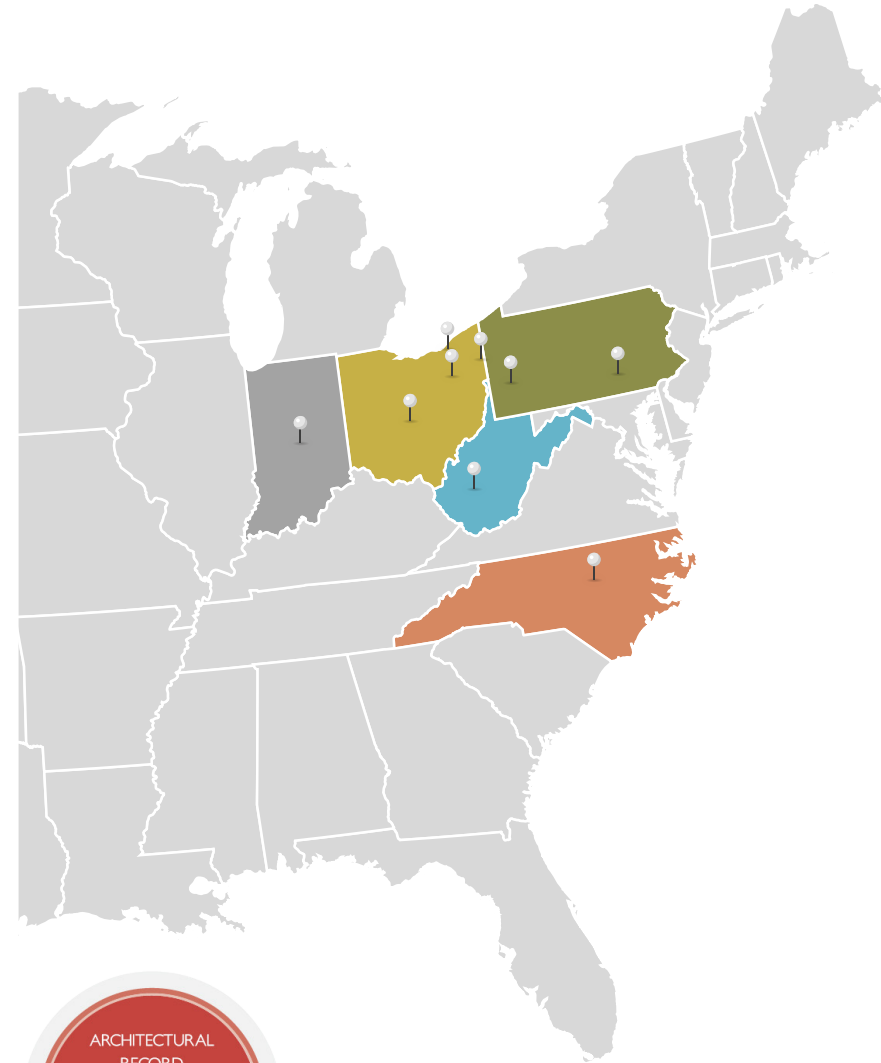
*hello*

# MS OVERVIEW

**9** offices offering  
**80** services through the talents of  
more than **300** professionals

## MISSION

*“By investing in our people, clients, and communities, we will nurture our philosophy of teamwork, respect, a caring attitude, and excitement...creating opportunities for success.”*



## ENGINEERS. ARCHITECTS. PLANNERS.





# SCOPE & SCHEDULE

CENTERBURG  
The Heart of Ohio  
Town Hall

CENTERBURG  
PUBLIC  
LIBRARY

# STEERING COMMITTEE ROLES

- » Review & test materials
- » Provide feedback & direction
- » Garner interest in the plan
- » Ask & answer questions
- » Represent your community

# PROJECT SCOPE & TIMELINE

» Phase 1: Preparation

» Phase 2: Strategic Analysis

» Phase 3: Public Engagement

» Phase 4: Ideate & Design

» Phase 5: Finalize

# PROJECT SCOPE & TIMELINE

## » Phase 1: Preparation

- Project Kick-off
- Research & Reference
- Project Website
- Steering Committee #1



# PROJECT SCOPE & TIMELINE

## » COMING SOON : Public Engagement

- Existing events
- Popular venues
- Marketing ideas
- Timeline

# PLANNING TRENDS

CENTERBURG  
The Heart of Ohio  
Town Hall

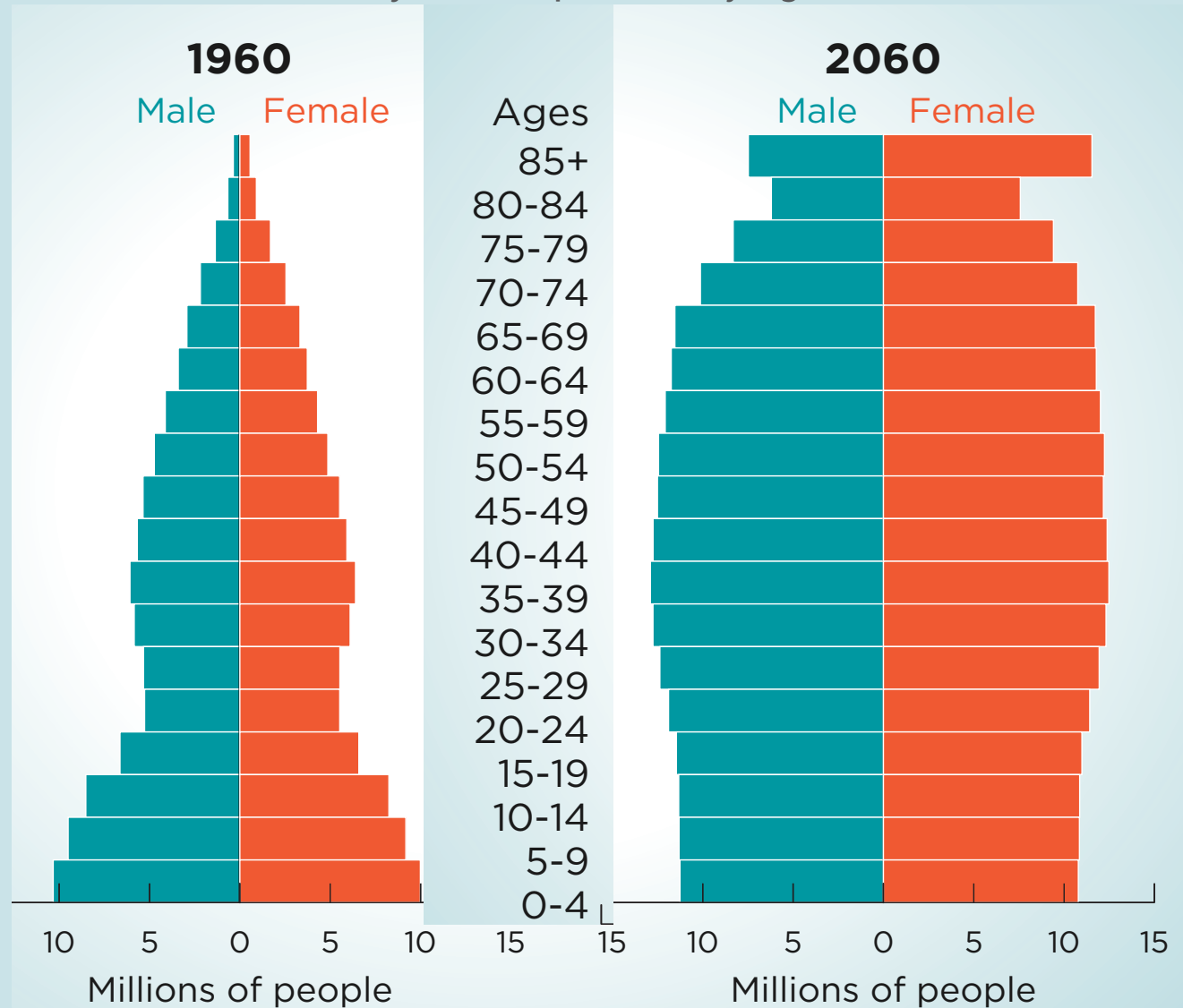
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# PLANNING TRENDS

## DEMOGRAPHICS

U.S. Projected Population by Age

THE  
POPULATION  
IS AGING

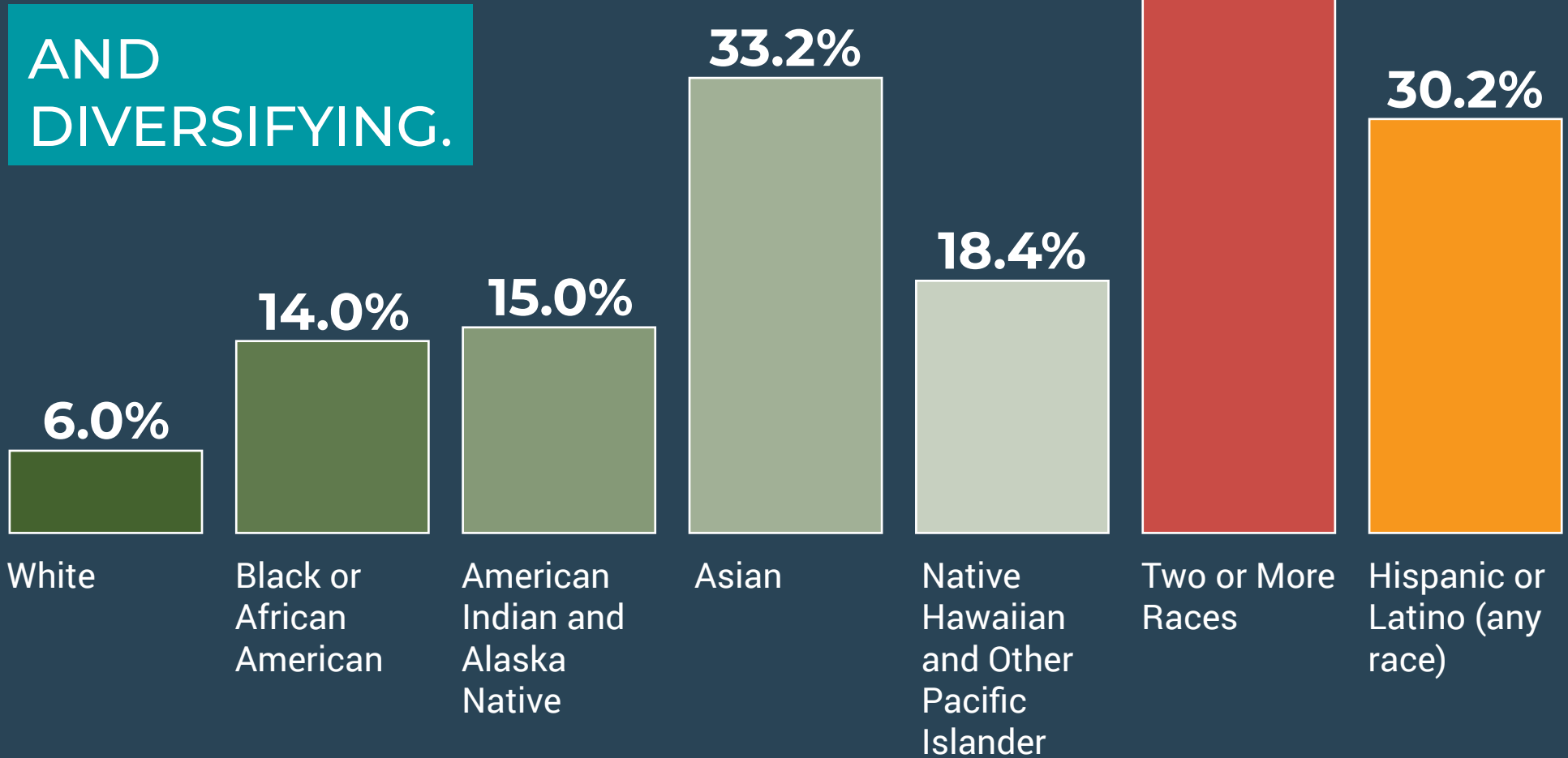


Source: U.S. Census Bureau, Population Projections (2017)



# PLANNING TRENDS

% Growth in Population by Race  
(2016-2030)



Source: U.S. Census Bureau, Population Projections (2017)



# PLANNING TRENDS

HOUSEHOLDS ARE GETTING SMALLER AND OLDER.

Central Ohio will add  
**171,000+** households  
between 2010 - 2040.



**+50%**

Of the growth will  
be single-person  
households.



**75%**

Of the growth will be  
households without  
children.

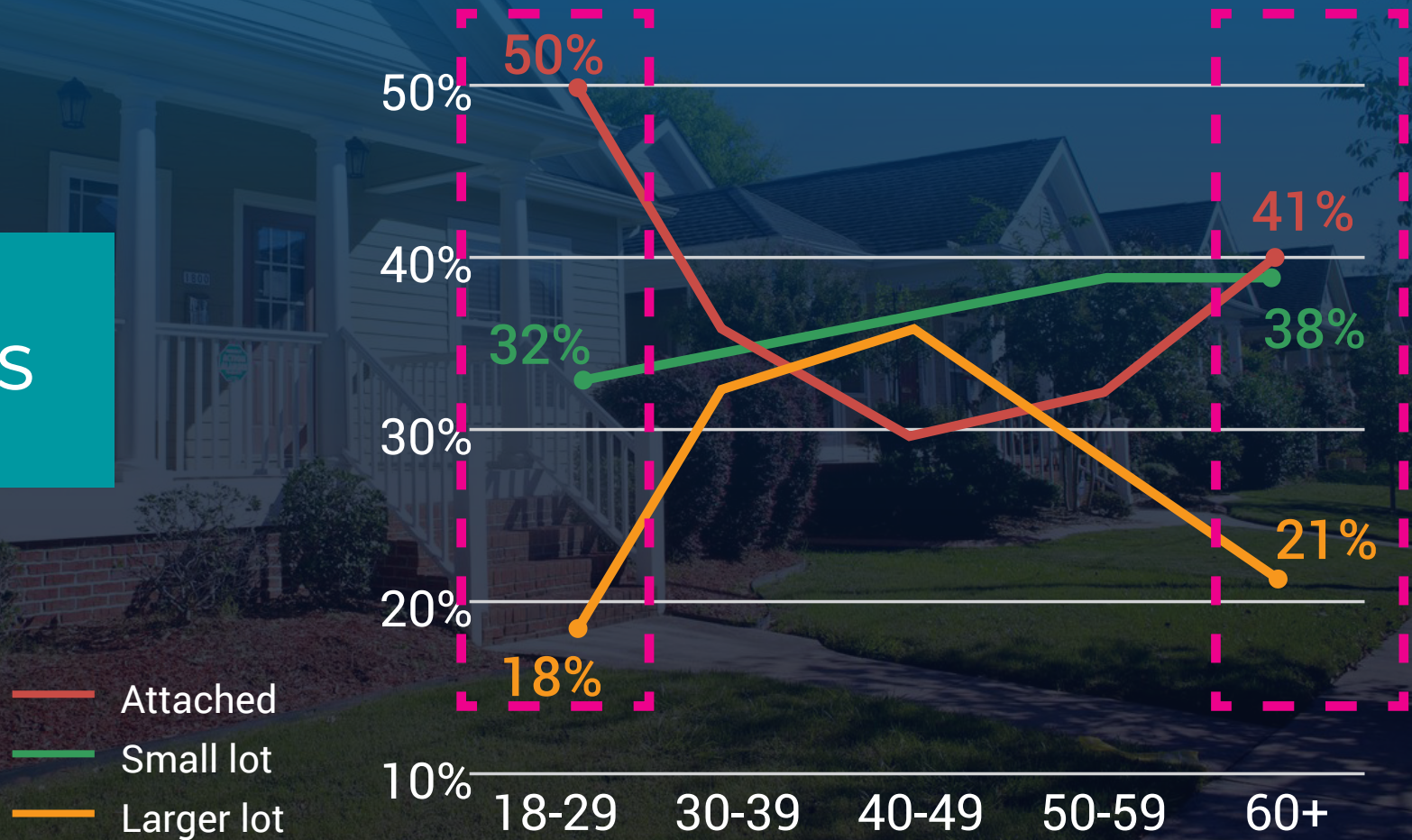
*Source: Arthur Nelson, Columbus, Ohio: Metropolitan Area Trends, Preferences, and Opportunities: 2010 to 2030 to 2040 (2014)*



# PLANNING TRENDS

## HOUSING PREFERENCE BY AGE

HOUSING DEMAND IS SHIFTING.



Source: National Association of Realtors (2011)



# PLANNING TRENDS

## WALKABILITY

**MILLENNIALS AND AGING ADULTS PREFER DENSER, MIXED-USE, WALKABLE NEIGHBORHOODS.**

**6 / 10 PEOPLE**

**WOULD SPEND MORE \$ TO LIVE IN A COMMUNITY WHERE THEY COULD WALK TO PARKS, SHOPS, AND RESTAURANTS.**

*Source: National Association of Realtors (2017), Community and Transportation Preferences Survey*



# PLANNING TRENDS

## WALKABILITY

### PREFERRED COMMUNITY BY GENERATION

Small yard, walkable area

Large yard, have to drive

Millennial

53%

47%

Gen X

49%

51%

Baby Boomers

55%

45%

Silent / Greatest

61%

39%

Source: National Association of Realtors (2017), Community and Transportation Preferences Survey



# PLANNING TRENDS

## TRAIL TOWNS

PEOPLE TRAVEL NEARLY 12 MILLION MILES  
ANNUALLY ON CENTRAL OHIO TRAILS.  
(≈ 1.2 MIL ON THE OHIO TO ERIE TRAIL)

THE AVERAGE  
EXPENDITURE PER VISIT  
ON CENTRAL OHIO  
TRAILS IS **\$17.60**

*Source: MORPC & COG (2015), The  
Impacts of Central Ohio Trails*



# PLANNING TRENDS

## TRAIL TOWNS

TRAIL TRAVELERS SPEND AN AVERAGE **6X** MORE PER DAY WHEN THEY STAY OVERNIGHT.

**46%** OF TRAIL USERS SAY THEY WOULD TAKE LONGER TRIPS IF THERE WERE MORE LOCAL SHOPS TO VISIT.

Source: *The Trail Town Program (2015),  
The Trail Town Guide*



# PLANNING TRENDS

## DOWNTOWNS

**DOWNTOWNS ARE THE ECONOMIC ENGINE OF LOCAL COMMUNITIES.**

AVG. SHARE OF CITY  
LAND **3%**

AVG. SHARE OF CITY  
TAX REVENUE **31%**

LOCAL BUSINESSES  
GENERATE **70%** MORE  
ECONOMIC ACTIVITY PER  
SQUARE FOOT THAN BIG  
BOX RETAIL.

*Source: International Downtown Association (2018), The Value of U.S. Downtowns and Center Cities*

*Source: Civic Economics (2004), The Andersonville Study of Retail Economics*



# PLANNING TRENDS

## DOWNTOWNS

**DOWNTOWNS ARE THE CIVIC HEART OF LOCAL COMMUNITIES.**

**DOWNTOWNS PROVIDE THE MAJORITY OF A COMMUNITY'S:**

- OPEN PUBLIC SPACE
- SPECIAL EVENTS
- CIVIC INSTITUTIONS
- WALKABLE ACTIVITIES



# PLANNING TRENDS

## SMALL TOWN PRESERVATION

**BLOCKS WITH A MIX OF OLD AND NEW BUILDINGS ARE GENERALLY MORE ECONOMICALLY, SOCIALLY, AND CULTURALLY VITAL THAN AREAS WITH ONLY NEWER BUILDINGS.**

*Source: Preservation Green Lab (2014)  
Older, Smaller, Better Report*

**EVERY \$1 MIL IN HISTORIC PRESERVATION\*  
GENERATES AN ROI OF \$6.7 MIL.**

*\*Ohio Historic Preservation Tax Credit  
Source: Cleveland State University (2015) Ohio Historic  
Preservation Tax Credit Economic Impact Study*



# EXISTING CONDITIONS

CENTERBURG  
The Heart of Ohio  
Town Hall

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# DEMOGRAPHICS

**1,767**  
POPULATION

Knox County: 60,945

**39.2**  
MEDIAN AGE

Knox County: 38.9

**654**  
HOUSEHOLDS

Knox County: 23,229

**2.49**  
AVG. HOUSEHOLD SIZE

Knox County: 2.47

**37.2%**  
NON-FAMILY  
HOUSEHOLDS

Knox County: 34.3%

**48.8%**  
OWNER-OCCUPIED

Knox County: 71.3%

Source: U.S. Census Bureau, American Community Survey (2013-2017)



# DEMOGRAPHICS

**\$37,368**  
MEDIAN HH  
INCOME

Knox County: \$51,211

**17.8%**

POVERTY RATE

Knox County: 13.8%

**3.7%**

UNEMPLOYMENT RATE

Knox County: 5.8%

TOP INDUSTRY  
Educational services,  
and health care and  
social assistance  
**(19.3%)**

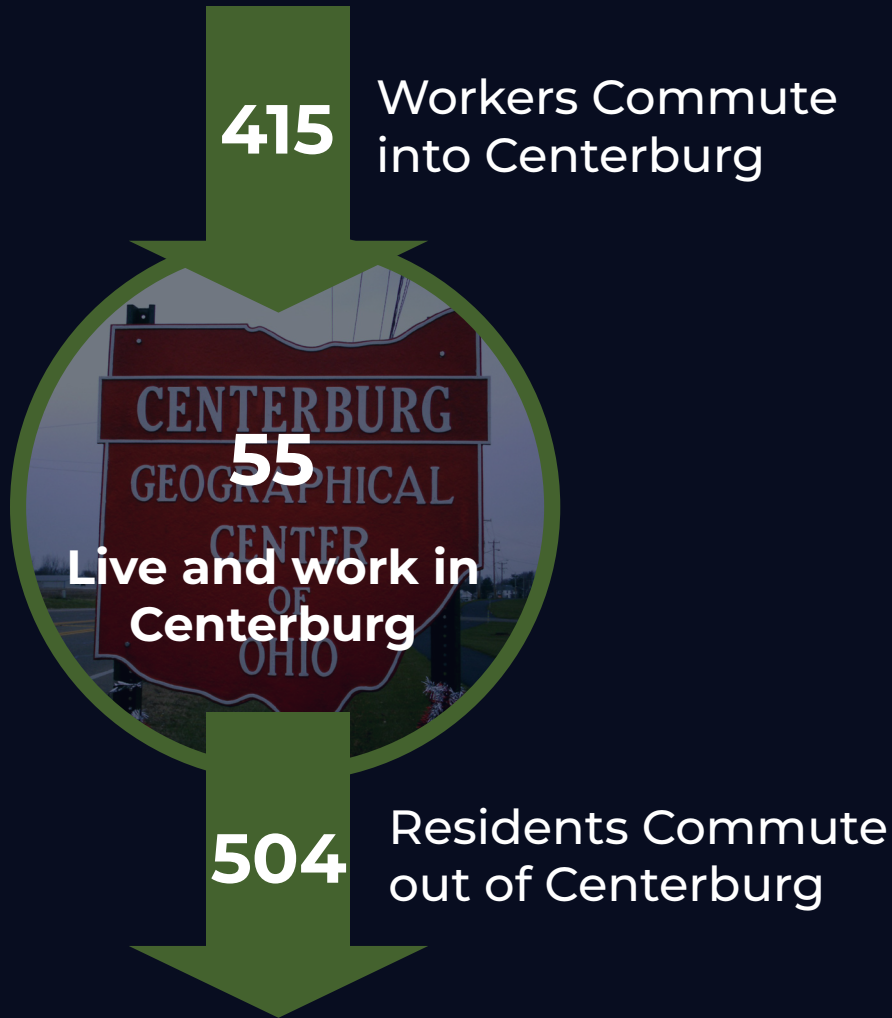
**28.4 MIN**  
MEAN TRAVEL TIME  
TO WORK

Knox County: 24.9 min

Source: U.S. Census Bureau, American Community Survey (2013-2017)

# DEMOGRAPHICS

## WORKER FLOW



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (2015)

## AGE

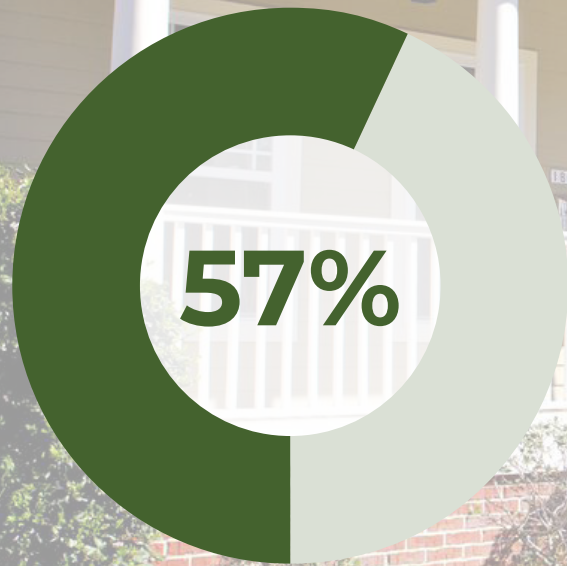
	Centerburg	Knox Co
0-9	12.7%	12.6%
10-19	15.5%	14.3%
20-29	11.0%	13.5%
30-39	11.6%	10.7%
40-49	15.4%	11.5%
50-59	12.4%	14.0%
60-69	8.5%	12.1%
70-79	7.5%	7.0%
80+	5.5%	4.2%

Source: U.S. Census Bureau, American Community Survey (2013-2017)

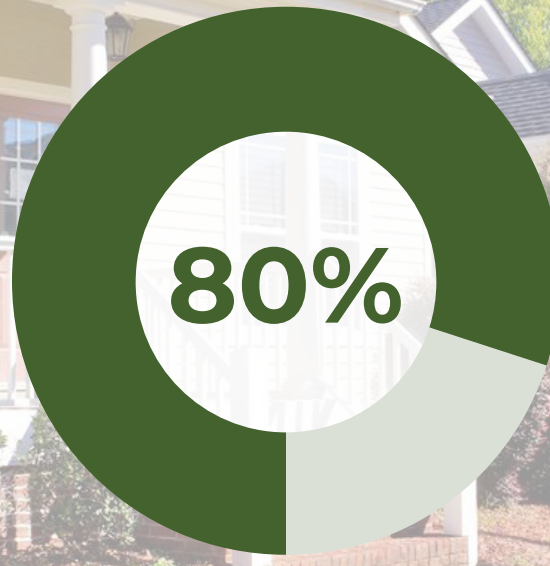


# HOUSING

## PERCENT SINGLE-FAMILY (DETACHED)



**CENTERBURG**



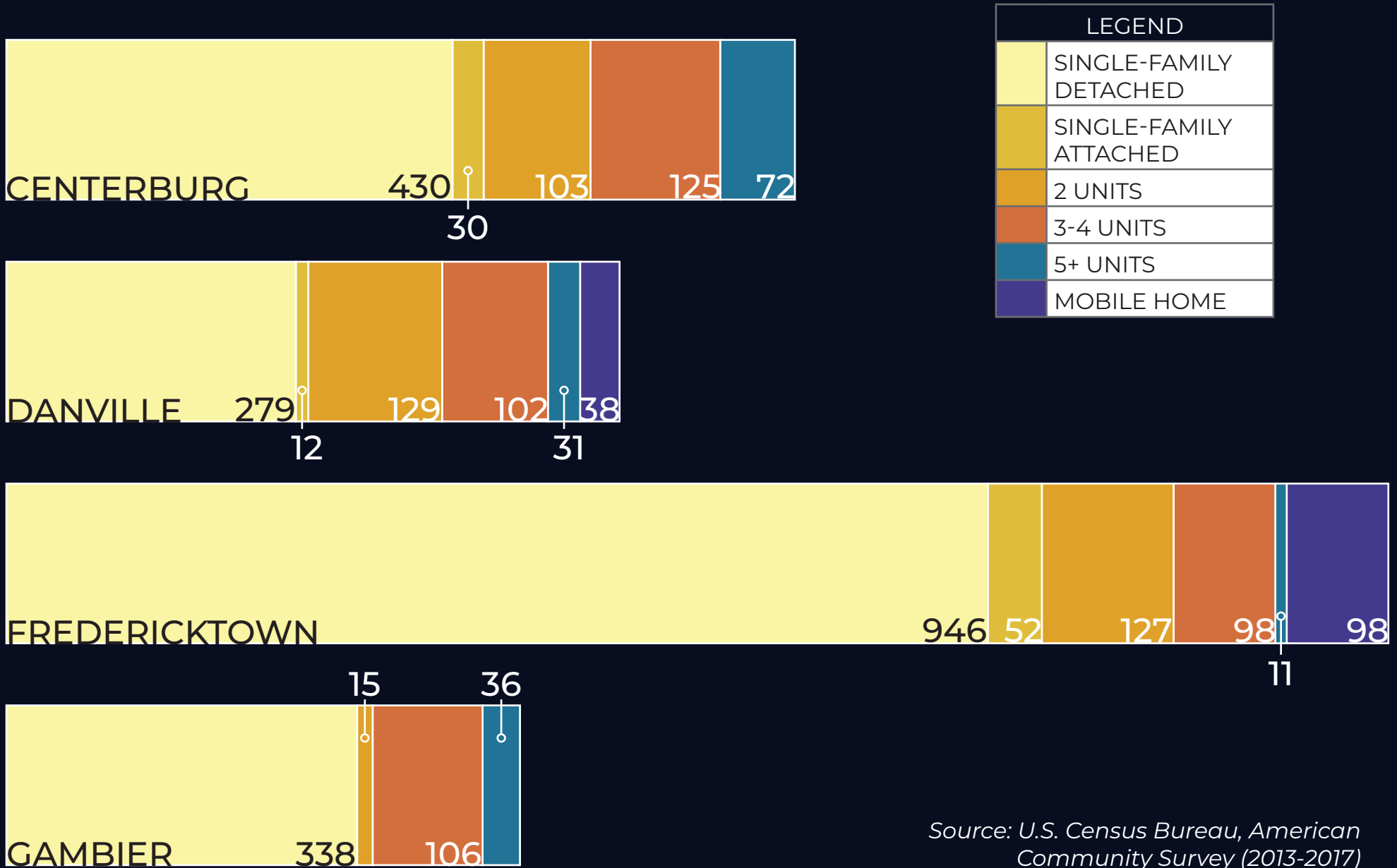
**KNOX COUNTY**



**OHIO**

*Source: U.S. Census Bureau, American Community Survey (2013-2017)*

# HOUSING



Source: U.S. Census Bureau, American Community Survey (2013-2017)





# ACTIVITY

CENTERBURG  
The Heart of Ohio  
Town Hall

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**ACTIVITY**

**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**



# NEXT STEPS

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Town Hall

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# NEXT STEPS

- » Mapping Areas of Growth
- » Housing & Retail Analysis
- » Historic Preservation Analysis
- » Steering Committee Meeting #2
- » Public Engagement