

# FREDERICKTOWN VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION  
STEERING COMMITTEE MEETING #1 | MAY 14, 2019



# AGENDA

STEERING COMMITTEE MEETING #1

MAY 14, 2019

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

# INTRODUCTIONS

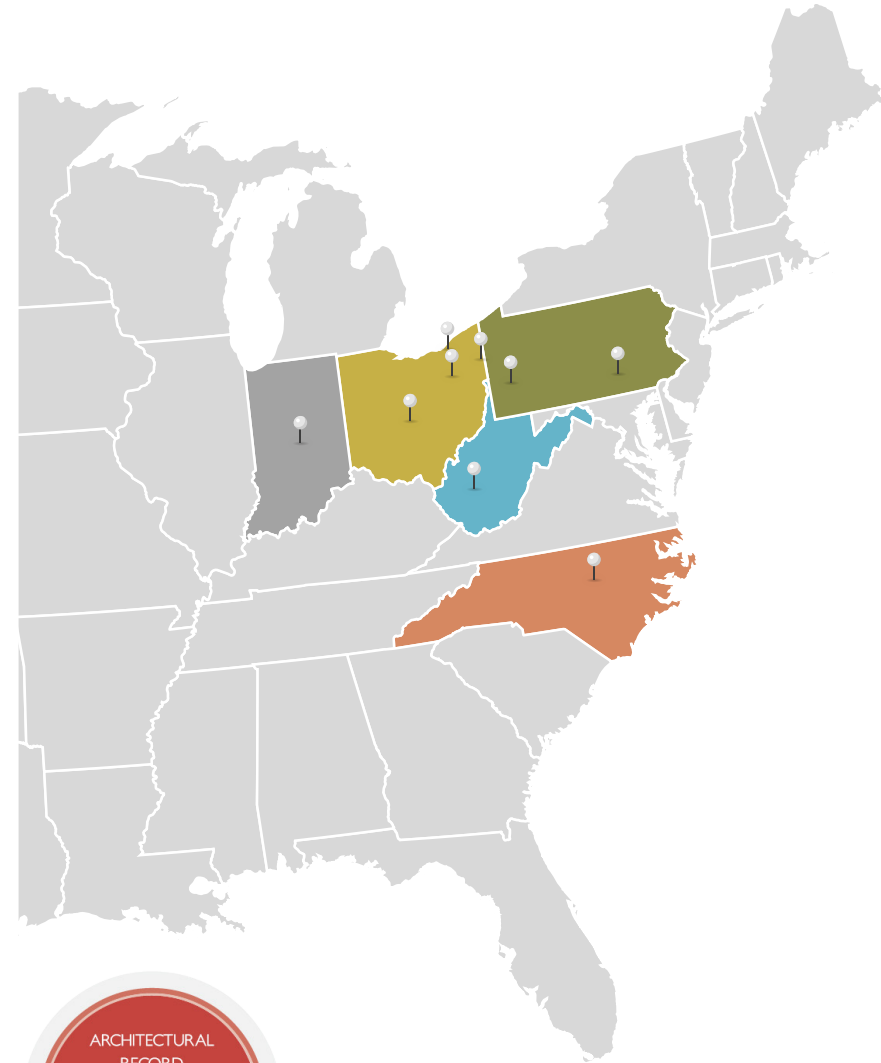
*hello*

# 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.



# 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

## 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*

ACCOMMODATIONS, ATTRACTIONS, & OTHER RECREATION AMENITIES



# 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

**79% OF  
FREDERICKTOWN  
RESIDENTS VISIT THE  
DOWNTOWN AT LEAST  
1X A WEEK.**

*Source: The Neighborhood Design Center (2017), Village of Fredericktown Downtown Revitalization Plan*

# 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*

# PLANNING TRENDS

## WALKABILITY

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

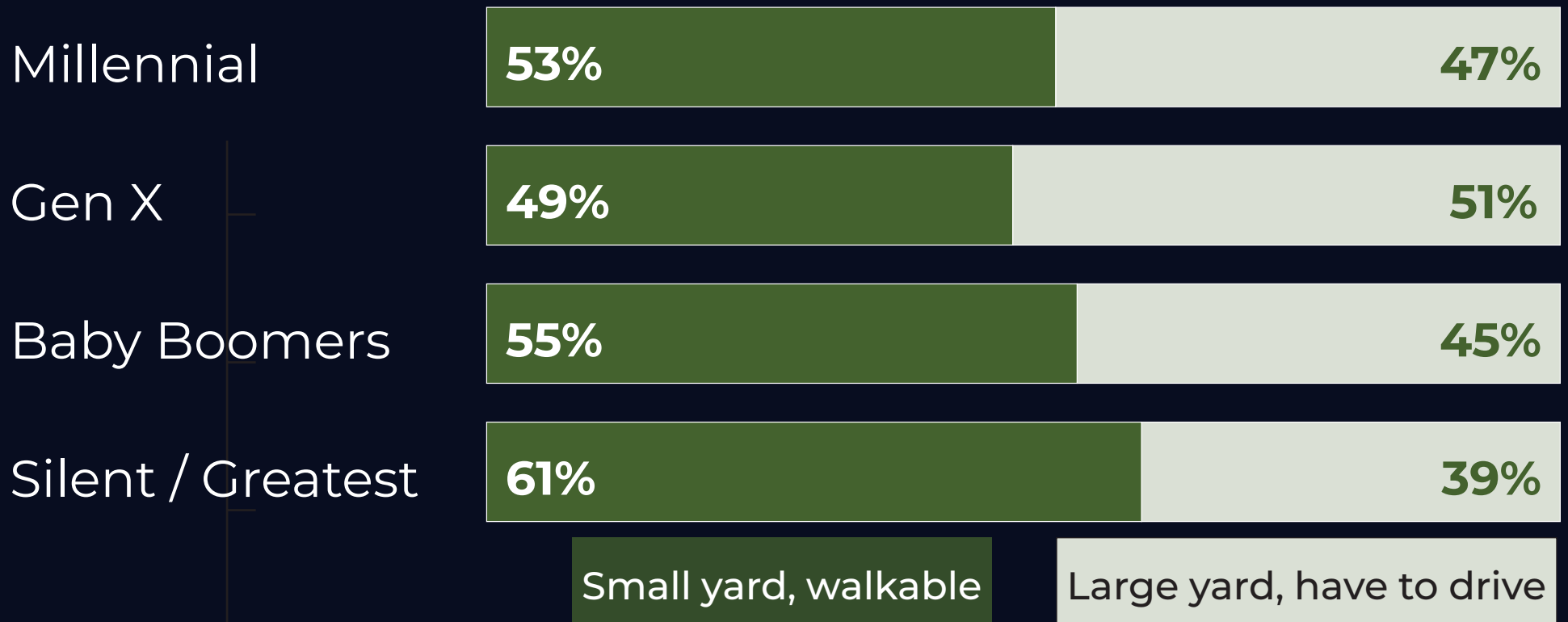
**6 OUT OF 10** PEOPLE WOULD SPEND MORE \$ TO LIVE IN A COMMUNITY WHERE THEY COULD WALK TO PARKS, SHOPS, AND RESTAURANTS.

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

# PLANNING TRENDS

## WALKABILITY

### PREFERRED COMMUNITY BY GENERATION



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



# DEMOGRAPHICS

**3,053**  
**POPULATION**

Knox County: 60,945

 +22%  
since 2010

**36.3**  
**MEDIAN AGE**

Knox County: 38.9

**1,244**  
**HOUSEHOLDS**

Knox County: 23,229

**2.45**  
**AVG. HOUSEHOLD SIZE**

Knox County: 2.47

**31.4%**  
**NON-FAMILY  
HOUSEHOLDS**

Knox County: 34.3%

**67.7%**  
**OWNER-OCCUPIED**

Knox County: 71.3%

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



# DEMOGRAPHICS

**\$42,222**  
**MEDIAN HH**  
**INCOME**

Knox County: \$51,211

+13%  
since 2010

**12.2%**

**POVERTY RATE**

Knox County: 13.8%

**4.9%**

**UNEMPLOYMENT RATE**

Knox County: 5.8%

**TOP INDUSTRY**

**Educational services,  
and health care and  
social assistance  
(28%)**

**26.5 MIN**

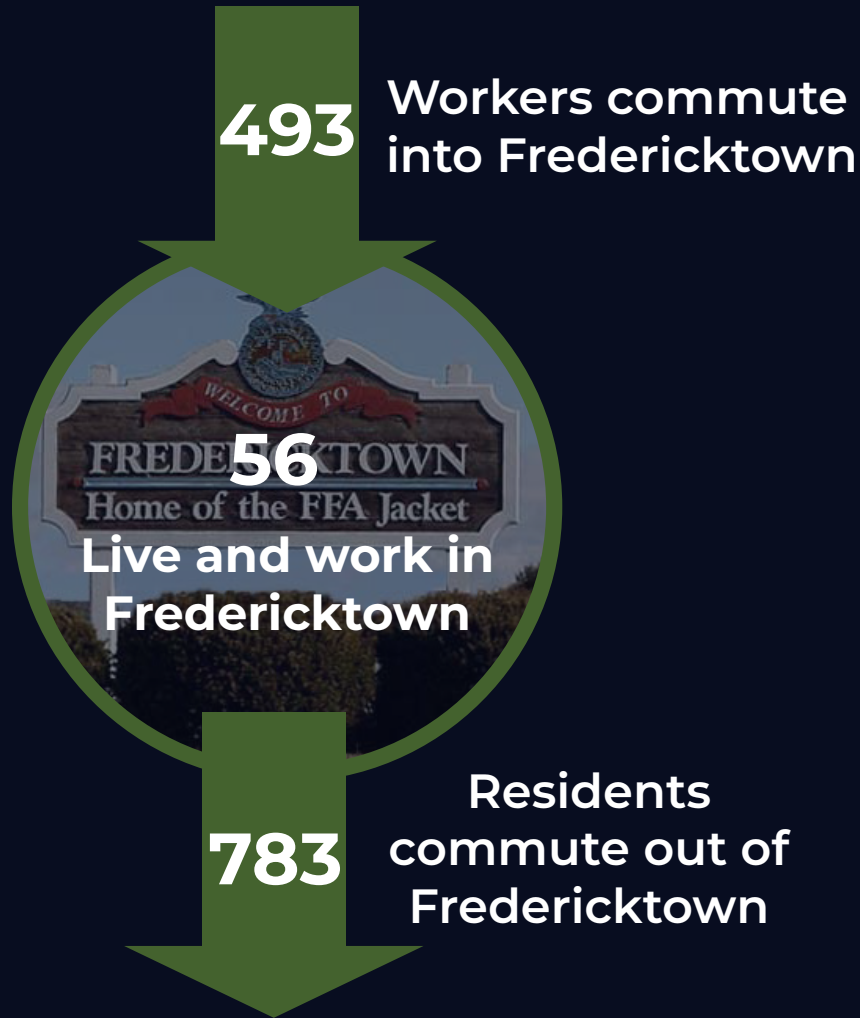
**MEAN TRAVEL TIME  
TO WORK**

Knox County: 24.9 min

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

# DEMOGRAPHICS

## WORKER FLOW



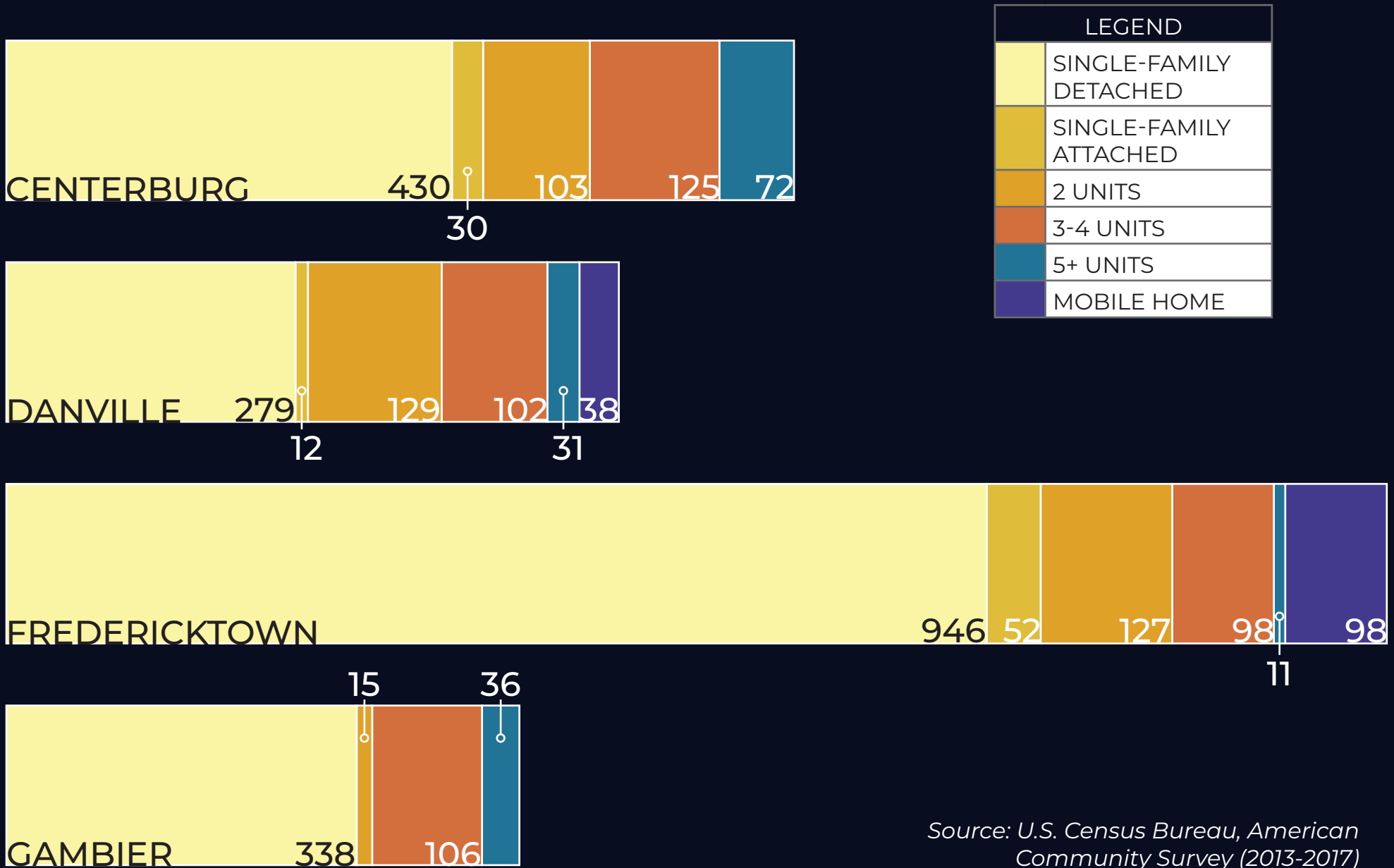
Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (2015)

## AGE

	Fredericktown	Knox Cty
0-9	15.4%	12.6%
10-19	13.5%	14.3%
20-29	10.9%	13.5%
30-39	16.4%	10.7%
40-49	10.2%	11.5%
50-59	12.4%	14.0%
60-69	10.8%	12.1%
70-79	7.6%	7.0%
80+	2.9%	4.2%

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

# HOUSING



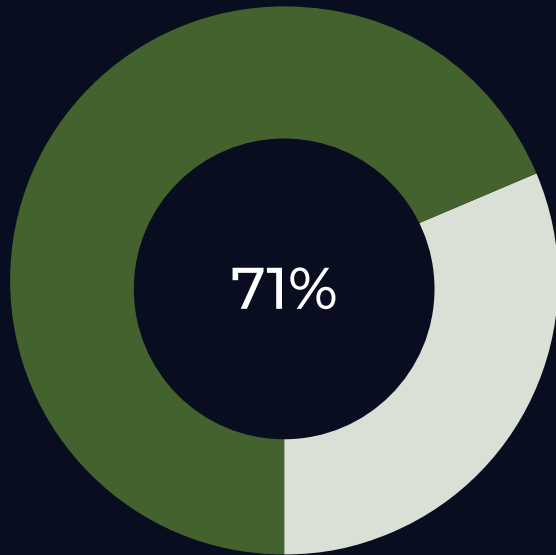
Source: U.S. Census Bureau, American Community Survey (2013-2017)



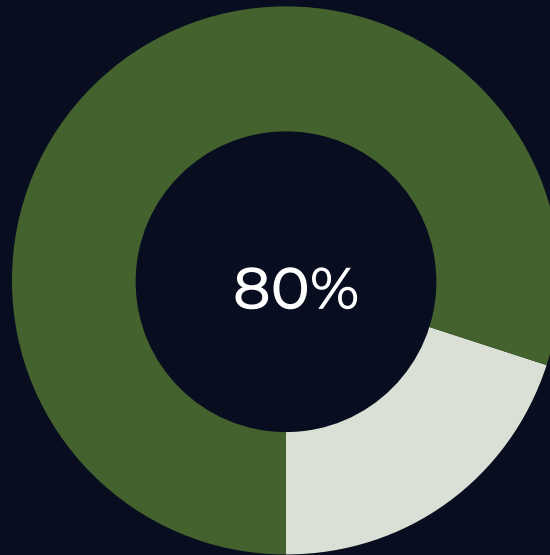


# HOUSING

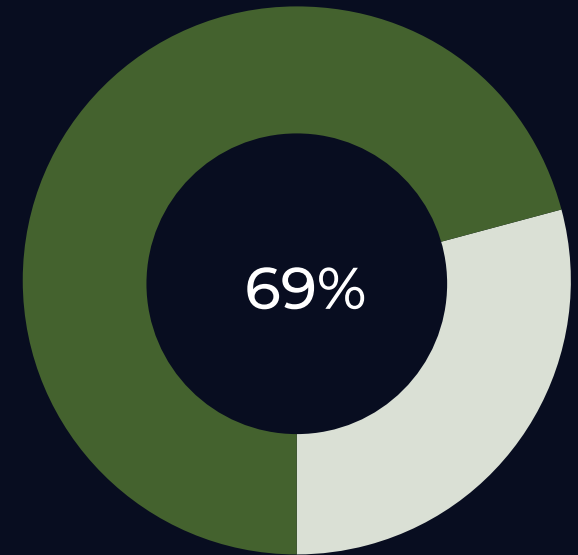
## PERCENT SINGLE-FAMILY (DETACHED)



FREDERICKTOWN



KNOX COUNTY



OHIO

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

**ACTIVITY**

**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**



# NEXT STEPS

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