

GAMBIER VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION
STEERING COMMITTEE MEETING #1 | MAY 30, 2019



AGENDA

STEERING COMMITTEE MEETING #1

MAY 30, 2019

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

INTRODUCTIONS

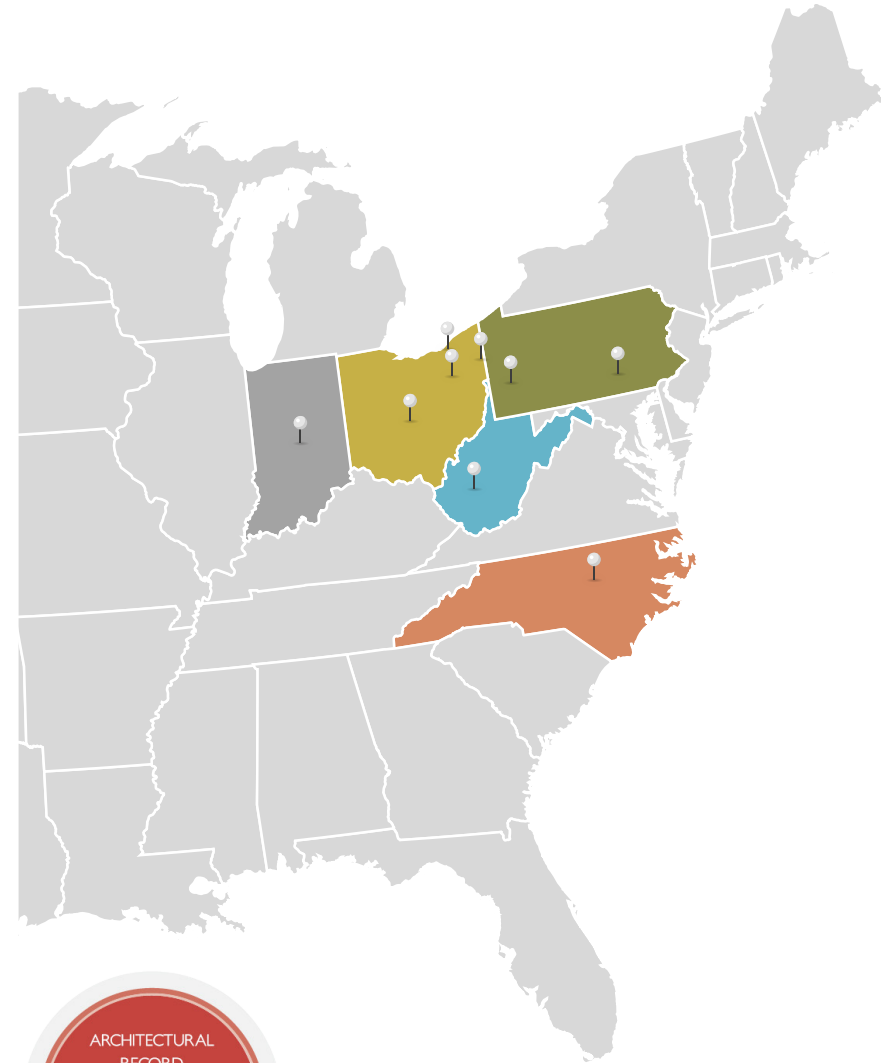
hello

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

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



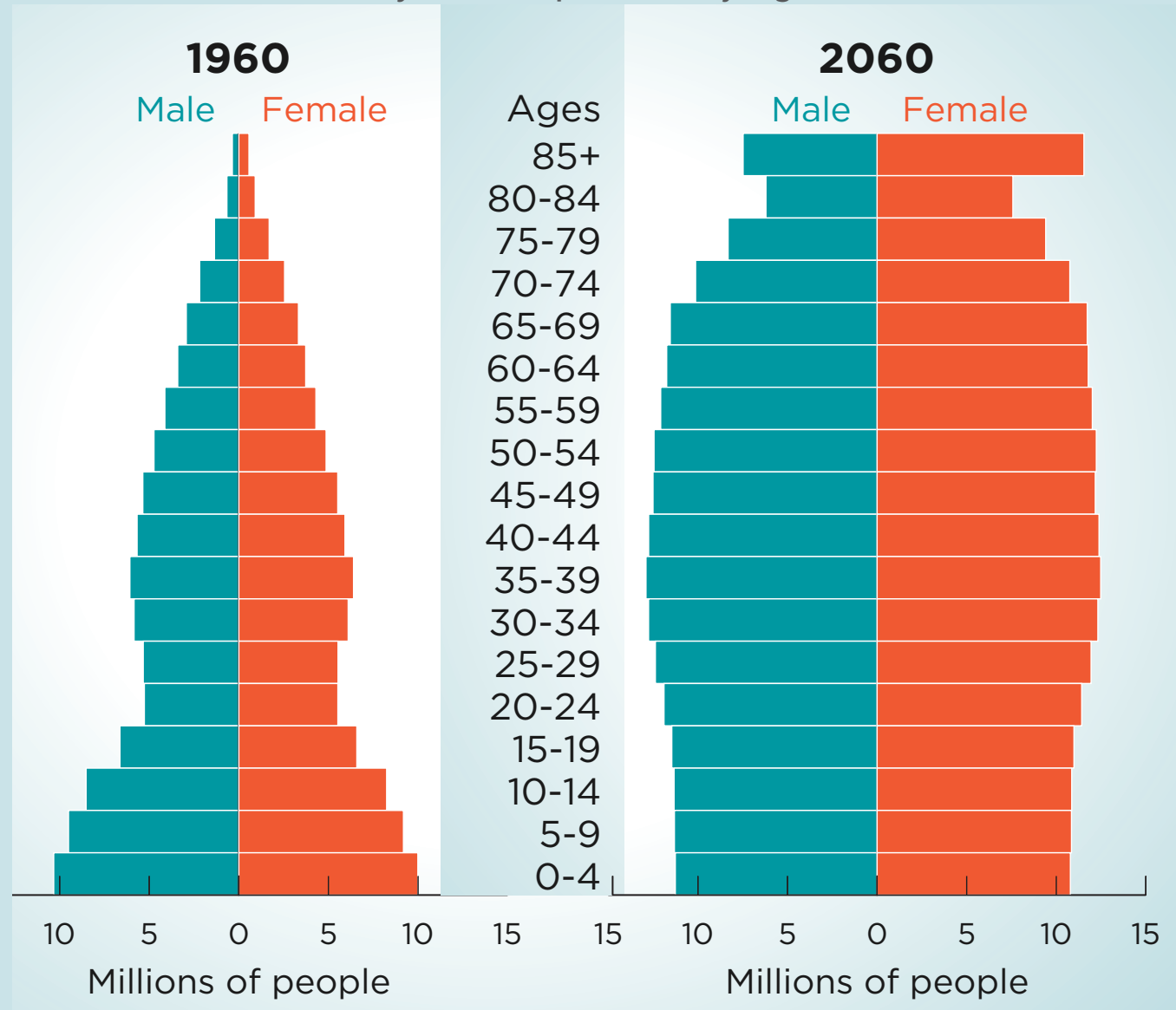
PLANNING TRENDS

PLANNING TRENDS

DEMOGRAPHICS

U.S. Projected Population by Age

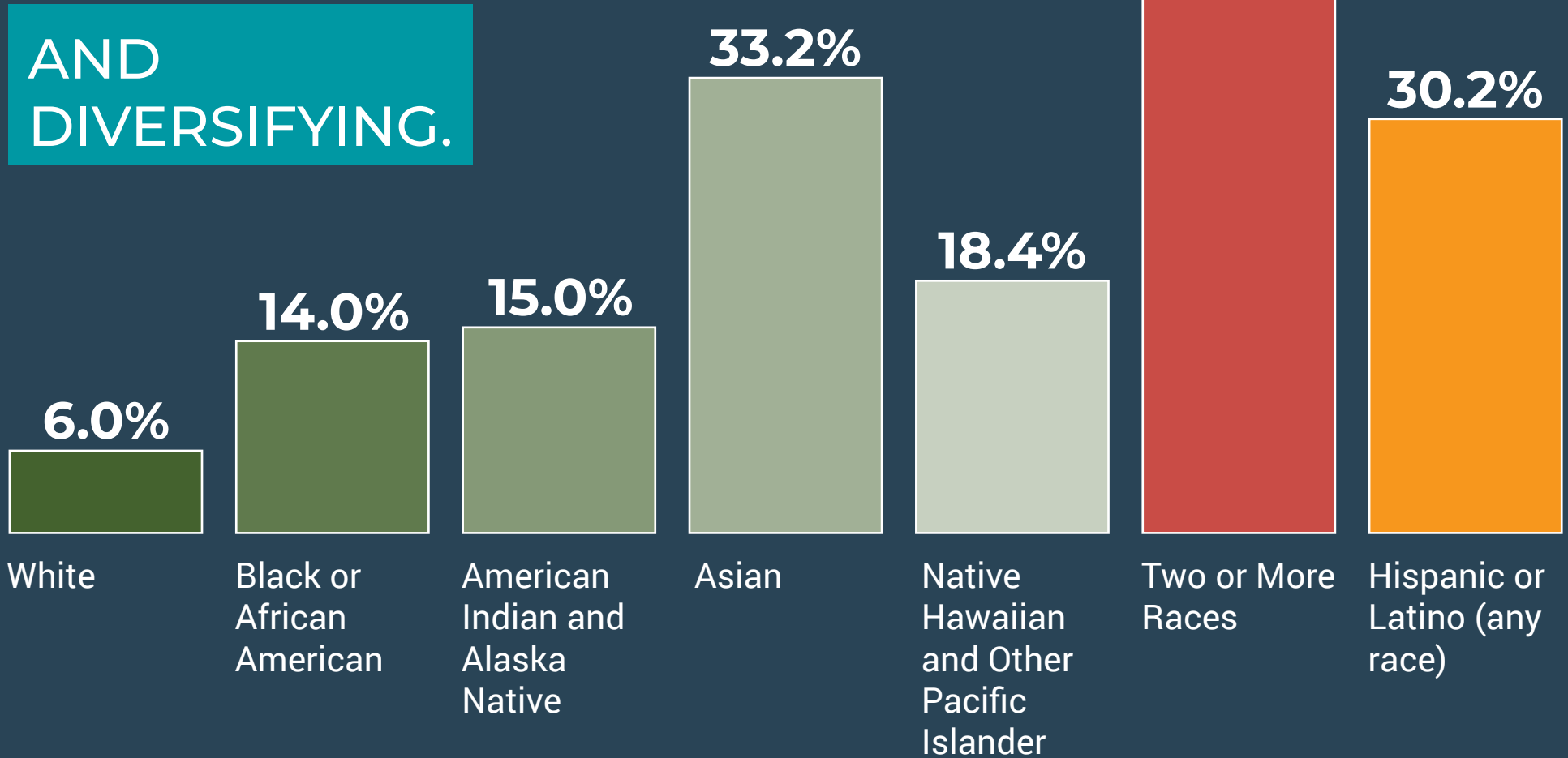
THE
POPULATION
IS AGING



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%

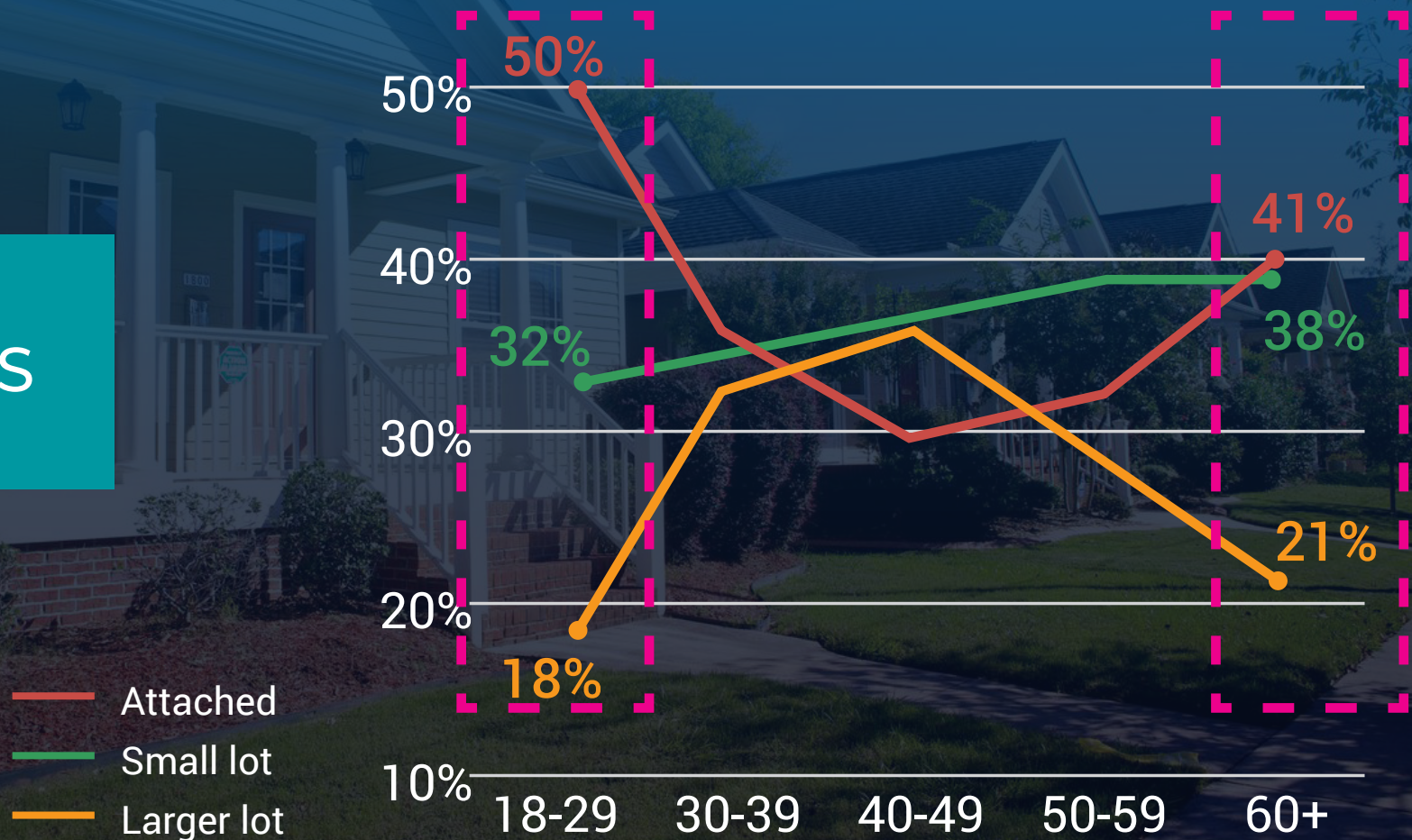
Of the growth will be
households without
children.

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

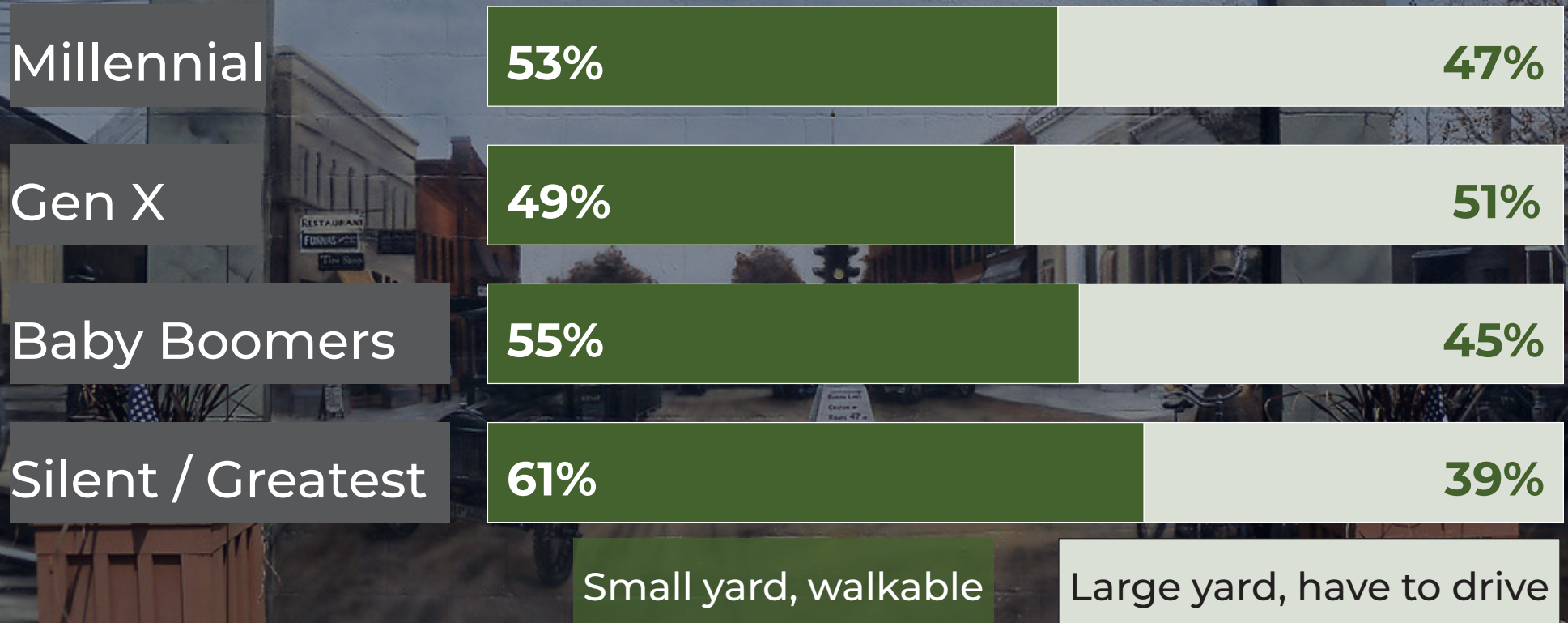
WOULD SPEND MORE \$ TO LIVE IN A COMMUNITY WHERE THEY COULD WALK TO PARKS, SHOPS, AND RESTAURANTS.

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

PLANNING TRENDS

WALKABILITY

PREFERRED COMMUNITY BY GENERATION



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

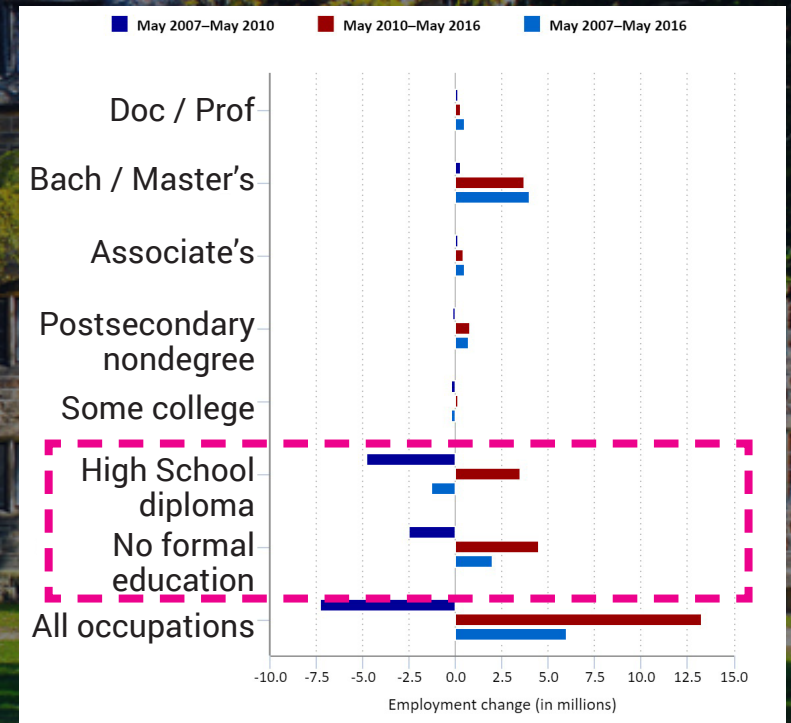
PLANNING TRENDS

TOWN & GOWN

2017 MARKED THE FIRST YEAR EVER THAT 90% OF THE U.S. POPULATION ATTAINED HIGH SCHOOL GRADUATION OR HIGHER.

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

Job growth by typical education required



AND MORE JOBS ARE DEMANDING HIGHER EDUCATION.

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics (2017)

PLANNING TRENDS

TOWN & GOWN

SUMMER ATTRACTIONS & CREATIVE PARTNERSHIPS

- DORM ROOM RENTALS
- JOINT-USE LIBRARIES / COMMUNITY CENTERS



The Tidewater Community College - Virginia Beach Public Library offers family-friendly activities on the first floor and quiet study rooms for students on upper floors.

PLANNING TRENDS

PUBLIC SPACE, TRAILS & RECREATION

RUNNING, JOGGING, AND TRAIL RUNNING IS
THE MOST POPULAR OUTDOOR RECREATION
ACTIVITY IN AMERICA.

*Source: Outdoor Foundation (2018),
Outdoor Participation Report*

PLANNING TRENDS

PUBLIC SPACE, TRAILS & RECREATION

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

PUBLIC SPACE, TRAILS & RECREATION

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

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

DEMOGRAPHICS

2,493
POPULATION

Knox County: 60,945

+4% since
2010

20.9
MEDIAN AGE

Knox County: 38.9

413
HOUSEHOLDS

Knox County: 23,229

2.06
AVG. HOUSEHOLD SIZE

Knox County: 2.47

57.9%
NON-FAMILY
HOUSEHOLDS

Knox County: 34.3%

59.8%
OWNER-OCCUPIED

Knox County: 71.3%

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

DEMOGRAPHICS

\$65,438

**MEDIAN HH
INCOME**

Knox County: \$51,211

24.6%

POVERTY RATE

Knox County: 13.8%

5.4%

UNEMPLOYMENT RATE

Knox County: 5.8%

TOP INDUSTRY

**Educational services,
and health care and
social assistance**

(58.8%)

17.5 MIN

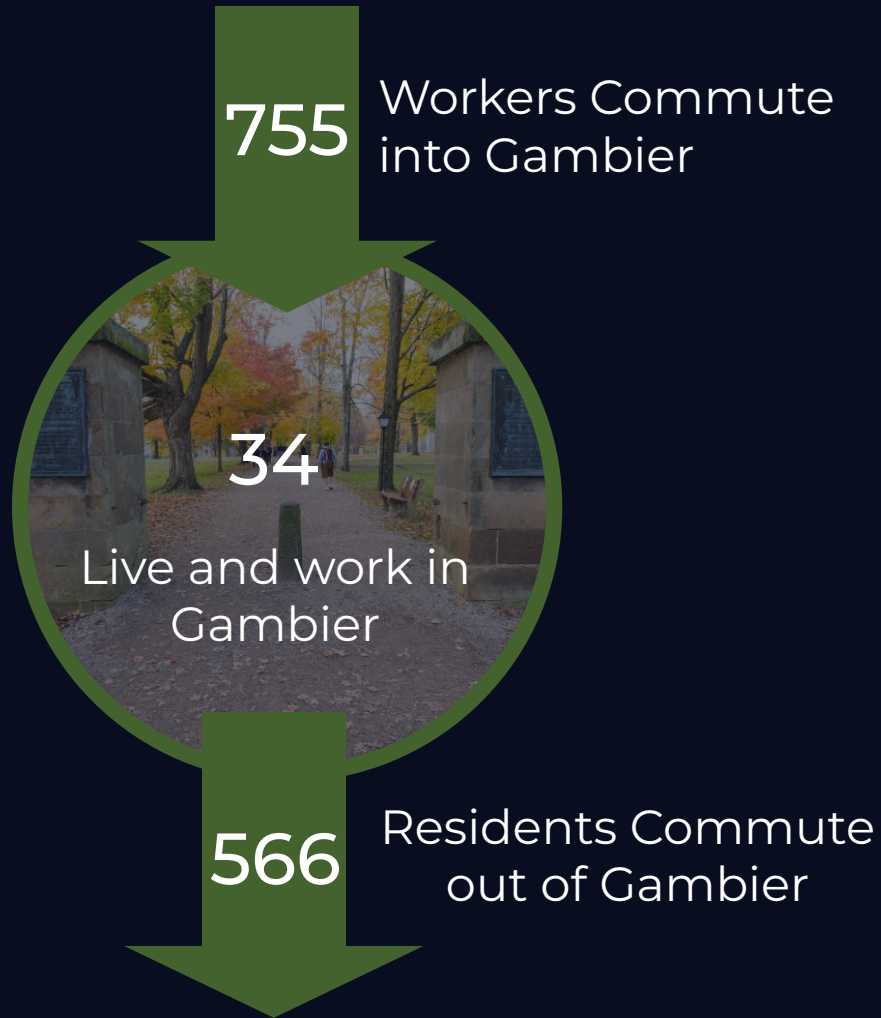
**MEAN TRAVEL TIME
TO WORK**

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)

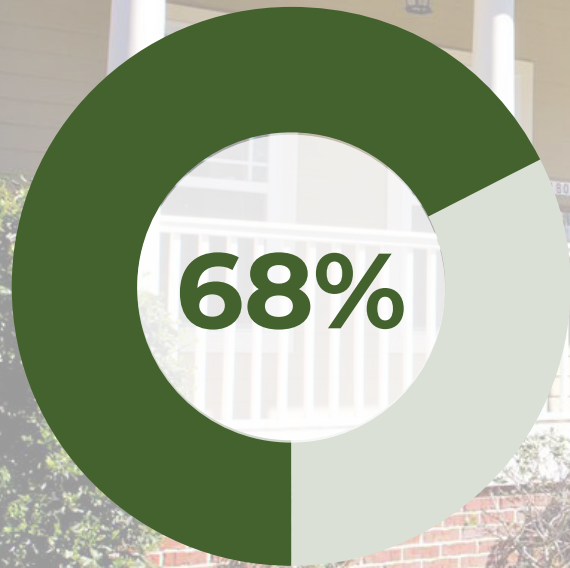
AGE

	Gambier	Knox Cty
0-9	1.4%	12.6%
10-19	33.5%	14.3%
20-29	45.0%	13.5%
30-39	3.4%	10.7%
40-49	1.9%	11.5%
50-59	4.9%	14.0%
60-69	5.6%	12.1%
70-79	2.5%	7.0%
80+	1.5%	4.2%

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

HOUSING

PERCENT SINGLE-FAMILY (DETACHED)



GAMBIER



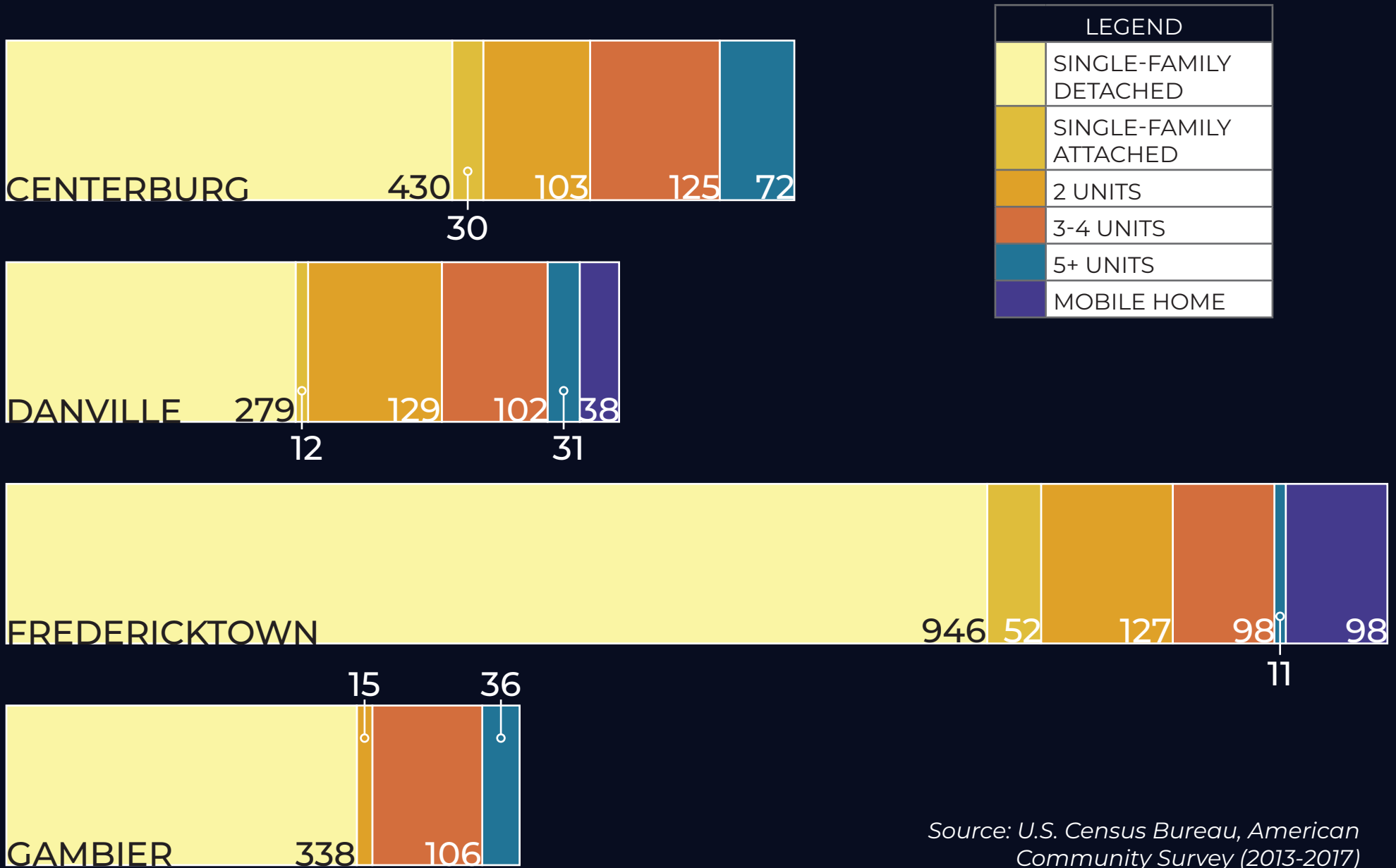
KNOX COUNTY



OHIO

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

HOUSING



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



HOUSING



Housing...should be provided in the village to create a **vibrant mixed-use community**. A static supply of residential units and an expanding demand for housing have forced college faculty and staff to move further from the village. This **displacement increases the need for parking, creates a less walkable community and further contracts retail viability.**”

-Kenyon College 2014 Master Campus Plan Update, p. 61

A photograph of a university campus path in autumn, framed by a white border. The path is flanked by stone pillars with plaques. The word "ACTIVITY" is centered in white text.

ACTIVITY

ACTIVITY

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

A photograph of a stone archway in a park. The archway is made of large, weathered stone blocks and has two plaques on its pillars. The path leads into the distance, lined with trees showing autumn foliage in shades of yellow, orange, and red. A few people are walking on the path. The scene is overlaid with a semi-transparent green filter.

NEXT STEPS

NEXT STEPS

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