

# CENTERBURG VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION

STEERING COMMITTEE MEETING #2 | JUNE 26, 2019

# AGENDA

STEERING COMMITTEE MEETING #2

JUNE 26, 2019

1. STEERING COMMITTEE 1 REVIEW
2. PLANNING INSPIRATION
3. FUNDING STRATEGIES
4. ACTIVITIES
5. PUBLIC ENGAGEMENT RESULTS
6. NEXT STEPS



# STEERING COMMITTEE #1 REVIEW

# 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 2: Strategic Analysis

- Mapping of Areas of Growth
- Housing & Retail Analysis
- Historic Preservation
- Downtown Streetscape

# PROJECT SCOPE & TIMELINE

## » Public Engagement

- Community Survey
- Website: [KnoxCoPlans.com](http://KnoxCoPlans.com)
- Test Activities
- Marketing & Coordination

# SC1 REVIEW

## » Strengths

- Rural character
- Schools
- Closeness of the community
- Heart of Ohio trail (HOOT)
- Festivals
  - » Memorial Park
- Location (36 & 314)
  - » Good visibility for businesses
- Murals
- Gazebo / park
- Heart of Ohio branding
- Community business relations
- Relationship with the Twp. & County
- Water quality

# SCT REVIEW

## » Weaknesses

- Lack of stores / restaurants
- Limited funding
- Poor building maintenance
- Lack of downtown parking
- No more merchants association
- Twp. Zoning
  - » Lack of enforcement
  - » Lack of regulations
- Physical appearance of Downtown
  - » Needs beautification, street furniture, trees
- Need brick tuck pointing
- Vacant properties



# SC1 REVIEW

## » Opportunities

- Planned parking project
- Accommodation / hospitality services
  - » Especially in relation to HOOT
- Capitalize on being midpoint of Ohio to Erie Trail
  - » Shelter house, restroom, signage, arch/gateway
- Community education on bike industry
- Preserve green space
- Lots of sewer capacity
- Condos for seniors
  - » Little to no yard maintenance
  - » Walkable
- Marketing to people that pass through Centerburg
- Coordination among businesses

# SC1 REVIEW

## » Threats

- Increased traffic
- Growth (generally) moving too fast
- Land availability
  - » Provides cheap development options
- Lack of development standards
  - » No guidelines (i.e. porches, landscaping, sidewalks, etc.)
- No options for aging in place
- Not enough parking for businesses
- “Big business” driving out small/local businesses



# PLANNING INSPIRATION

CENTERBURG  
The Heart of Ohio  
Town Hall

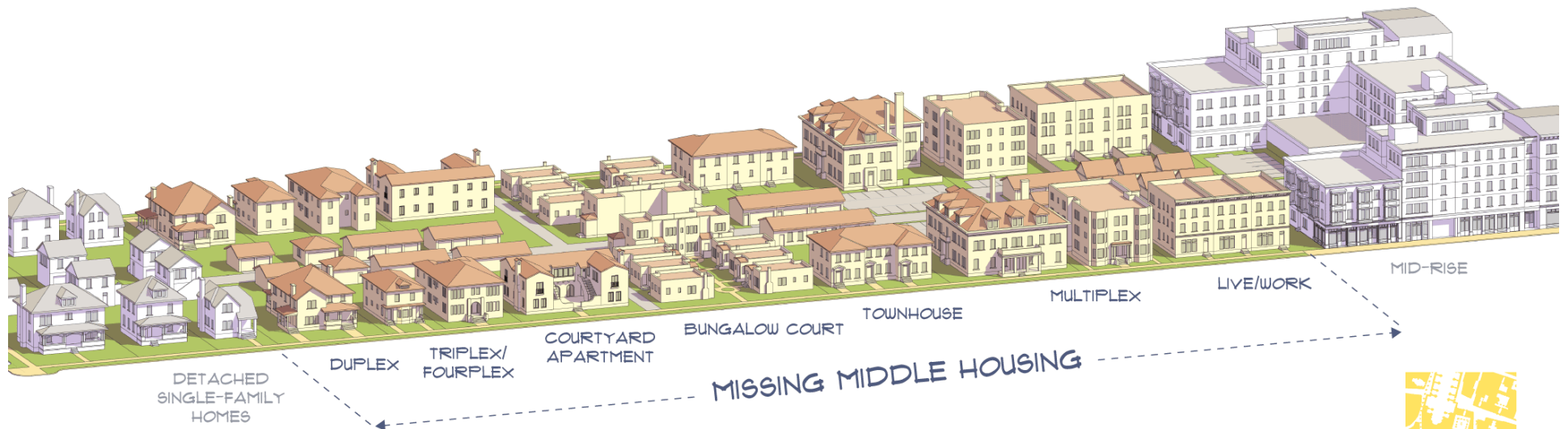
CENTERBURG  
PUBLIC  
LIBRARY

# THE MISSING MIDDLE

- Walkable
- Diverse
- Affordable

Meets needs of:

- » Empty nesters
- » Young families
- » Millennials



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# THE MISSING MIDDLE





# SIGNAGE & CONNECTIVITY

## Functional

- Wayfinding
- Informational
- Marketing

## Aesthetic

- Image & Branding
- Beautification





# STREETSCAPES





# ACTIVITY

WHAT WOULD YOU LIKE TO SEE  
DOWNTOWN?



# PUBLIC ENGAGEMENT

## DOWNTOWN IMPROVEMENTS

### DINING

- Patio space
- Sidewalk interest
- Free marketing



### LIGHTING

- Safety
- Artistic
- Extend visits



### PUBLIC ART

- Murals
- Sculpture
- Branding



### PARKLET

- Seating
- Landscaping
- Food Truck patio



### LANDSCAPING

- Shade trees
- Flowers
- Screening hedges



### BENCHES

- Branding
- Artistic
- Extend visits



### BIKE AMENITIES

- Racks
- Lanes
- Shelter house
- Repair station



### SIGNAGE & WAYFINDING

- Branding
- Marketing
- Parking





# FUNDING STRATEGIES

CENTERBURG  
The Heart of Ohio  
Town Hall

CENTERBURG  
PUBLIC  
LIBRARY

# FUNDING STRATEGIES

- State & Federal Grants
- Joint Economic Development District (JEDD)
- Special Improvement District (SID)
- Historic Preservation Tax Credit
- Tax Increment Financing (TIF)
- Main Street Program



# JEDDs

- Partnership between municipalities and townships to promote economic development in a defined area
- The land in the area remains unincorporated
- Income tax revenue generated in the area is shared among the jurisdictions
- Services are also shared per terms of the agreement



# JEDDs: City of Delaware + Berkshire Twp



- Income tax is administered by City
- Revenue is shared (60% Twp / 40% City)
- Helps fund roadway improvements



# SIDs

- Allows private property owners in a self-defined area to establish a program for services or improvements
- Paid for with assessments on all properties in the defined area
- Governed by a private, nonprofit corporation and run by a board of the property owners
- Government property / churches are exempt from assessments, but can contribute voluntarily



# SIDs: Downtown Newark, Ohio



- Physical enhancements
- Parking enforcement
- Business resources
- Safety

## SPECIAL IMPROVEMENT DISTRICT (SID)

The Downtown Newark SID is a private, not-for-profit organization through which property owners assess themselves to provide funding for district-wide parking enforcement, business resources, physical environment enhancement services, safety, marketing and promotion, as well as special project services. Under an agreement, Newark Development Partners (NDP) administers the services plan for the Downtown Newark Special Improvement District (SID). Through the SID, the Downtown Newark Special Improvement District concentrates on long-term development, as well as short-term improvements.



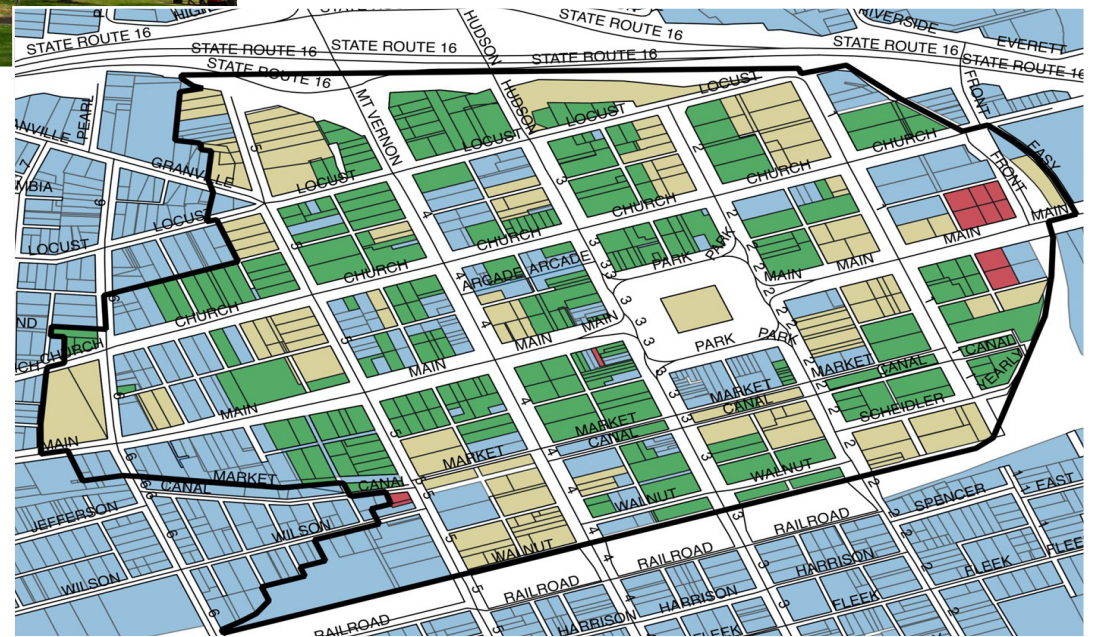
Among other results of the SID improvement activities, property owners will see:

- Larger downtown employee base—more customers
- Consistent and positive image of downtown
- Increased occupancy rates in downtown buildings
- Parking Enforcement in the Downtown Business District
- A safe, clean and secure downtown environment
- Increased property values
- Coordinated marketing among organizations
- Increased convenient downtown parking

For questions or more information please contact Newark Development Partners at [info@wedignewark.com](mailto:info@wedignewark.com)

[WWW.WEDIGNEWARK.COM](http://WWW.WEDIGNEWARK.COM)

Periodic news blasts and information updates allowed us to communicate the progress on the utility upgrade project. The downtown square was completed during the summer and merchants enjoy increased traffic and pedestrian flow. We celebrate a beautiful downtown and look forward to continuing streetscape and other improvements in the downtown area. Changes are underway for the website to be utilized for the SID, featuring parking availability and general information including construction updates. Sign up for email updates at: [www.wedignewark.com](http://www.wedignewark.com)






ACTIVITY

RETAIN RE-IMAGINE





# PUBLIC ENGAGEMENT RESULTS

CENTERBURG  
The Heart of Ohio  
Town Hall

CENTERBURG  
PUBLIC  
LIBRARY



# PUBLIC ENGAGEMENT RESULTS

Heart of Ohio USA Days  
Friday, June 21st

- ≈ 100 people engaged
- Activities:
  - » Retain & Re-imagine
  - » Downtown Improvements
  - » Picture This! cards





# PUBLIC ENGAGEMENT RESULTS

## DOWNTOWN IMPROVEMENTS

### DINING

Votes:

34



### LIGHTING

Votes:

9



### PUBLIC ART

Votes:

17



### PARKLET

Votes:

7



### LANDSCAPING

Votes:

14



### BENCHES

Votes:

6



### BIKE AMENITIES

Votes:

9



### SIGNAGE & WAYFINDING

Votes:

6



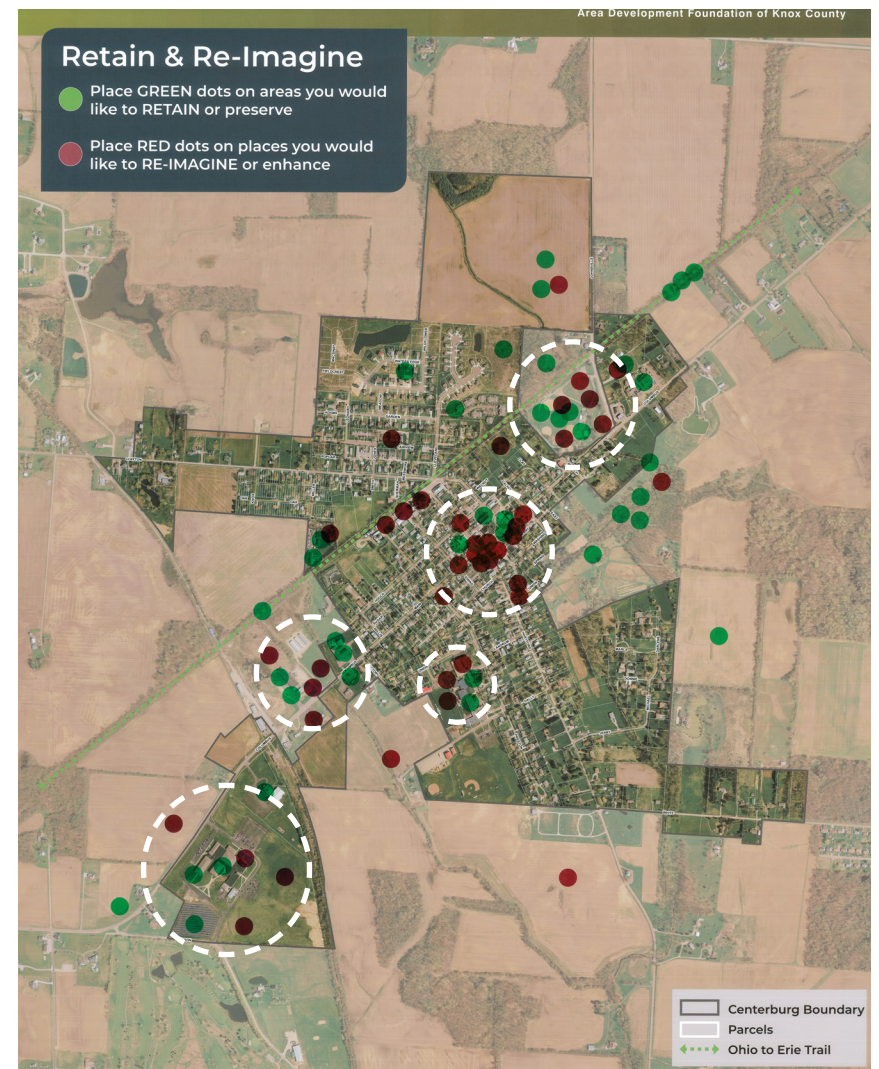


# PUBLIC ENGAGEMENT RESULTS

## RETAIN & RE-IMAGINE MAP

### Themes:

- Re-Imagine:  
Downtown & the  
Gateway into  
Centerburg
- Memorial Park is a  
community asset,  
but enhancements  
are desired



# PUBLIC ENGAGEMENT RESULTS

## PICTURE THIS! CARDS

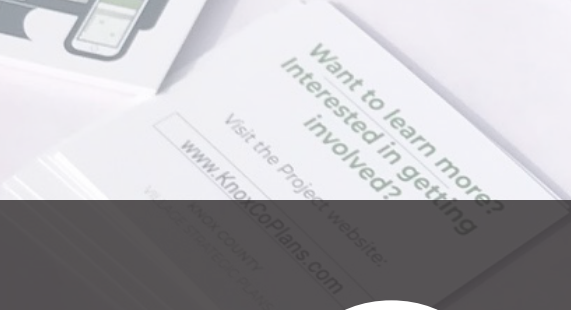
### Themes:

- Updated storefronts
- More entertainment
  - » Restaurants
  - » Community events
  - » Markets
- Recreation improvements
  - » Extend bike path
  - » Handicap accessibility
  - » More amenities





# Q & A



- ### INGREDIENTS
- » Existing conditions for Knox County and Centerburg
  - » Regional/National trends and best practices in planning & development
  - » Centerburg's desired future as informed by community-led visioning



PLANNING PROCESS & TIMELINE\*

The Village Strategic Plans will serve as roadmaps for future development, use, development, and overall livability of each Village.

This process to better understand current conditions and future opportunities will serve as a foundation for the Village Strategic Plans.





# NEXT STEPS

- » Mapping of Areas of Growth
- » Housing & Retail Analysis
- » Historic Preservation Analysis
- » Steering Committee Meeting #3