

# FREDERICKTOWN VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION

STEERING COMMITTEE MEETING #2 | JUNE 11, 2019



# AGENDA

STEERING COMMITTEE MEETING #2

JUNE 11, 2019

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

# 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: Christmas in July

- Community Survey
- Project Website
- Test Activities
- Marketing & Coordination

# SC1 REVIEW

## » Strengths

- Quality of schools
- Strong housing market
- Proximity to I-71
- Human capital
- Community character
- Senior centers
- No school tax
- Restaurants; live music
- Recreational water
- Parks district
- Village services
- Strong community buy-in
- Low crime rate
- Active church community
- Small business events/  
programming
- Events:
  - » Farmers Market
  - » National Night Out
  - » Christmas in July
  - » Tomato Show

# SCT REVIEW

## » Weaknesses

- Limited available housing
- Lack of connectivity of bike trail
- No restaurants/shops along bike trail
- Lack of employee base
- Lack of high-paying jobs
- By-pass (traffic doesn't come through town)
- Lack of senior housing
- Condition of Downtown building stock
  - » Underutilized upper floors
  - » Vacancies
- Communications / marketing
- Small population to pull from for volunteers, events, planning
- No grocery store

# SC1 REVIEW

## » Opportunities

- Shovel-ready sites
- Capitalize on water recreation
  - » Public access points
  - » Regional connections
- Momentum / interest for Downtown
- Permanent Downtown programming
  - » Main Street
- Intertwine community identity with success of schools
- Marketing improvements underway
- Sewer and water capacity



# SC1 REVIEW

## » Threats

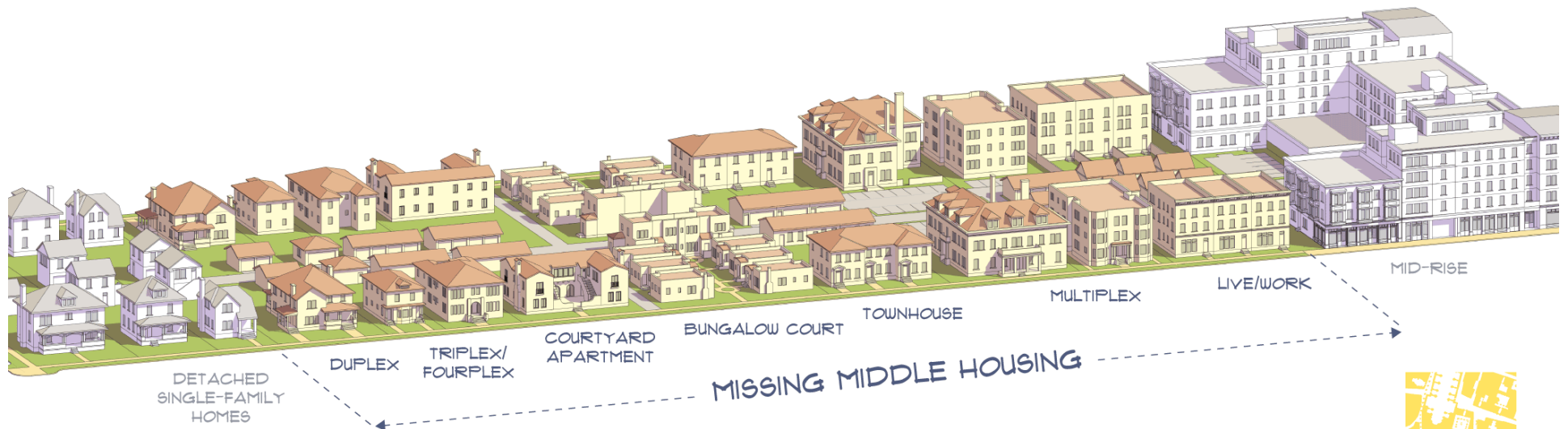
- Lack of senior housing
- No accommodations
  - » Closest lodging is Mt. Vernon
- Smell of farms / animal husbandry
  - » Dissuades new development
  - » Affects tourism
  - » Impacts housing market
- Healthcare options
- Increase in population not reflected in school population
- Volunteer burn out

# 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

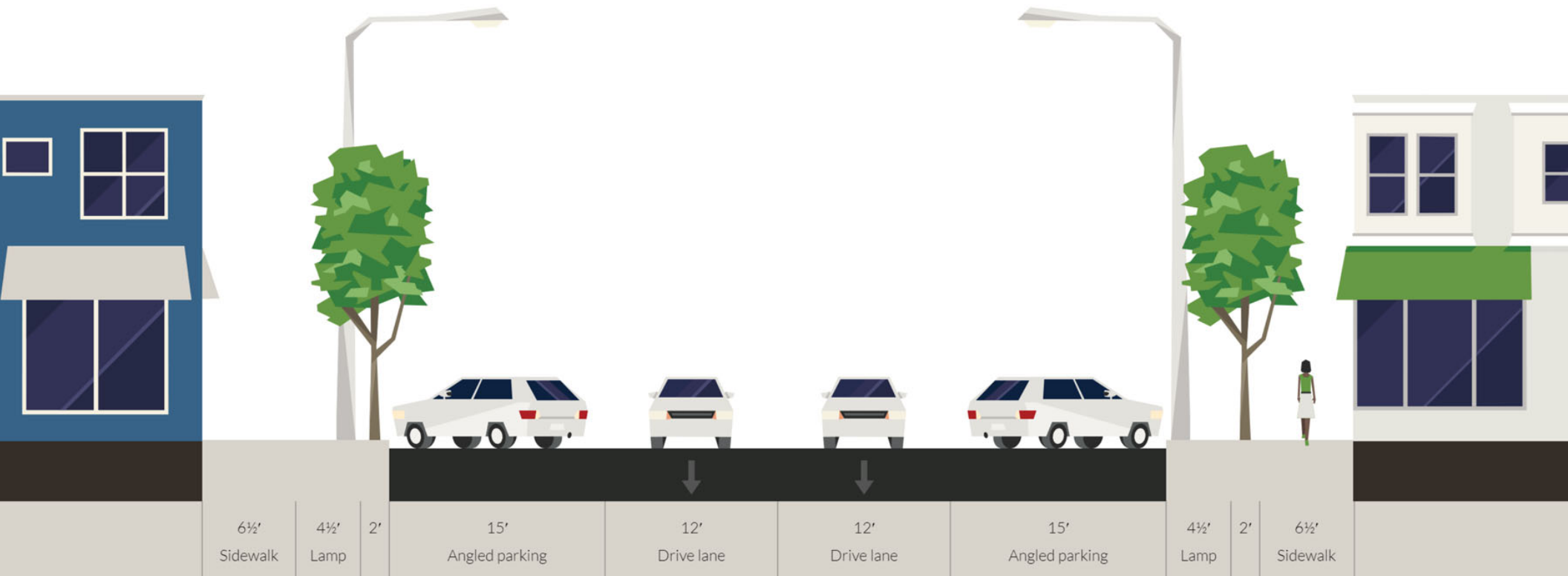
- Image & Branding
- Beautification



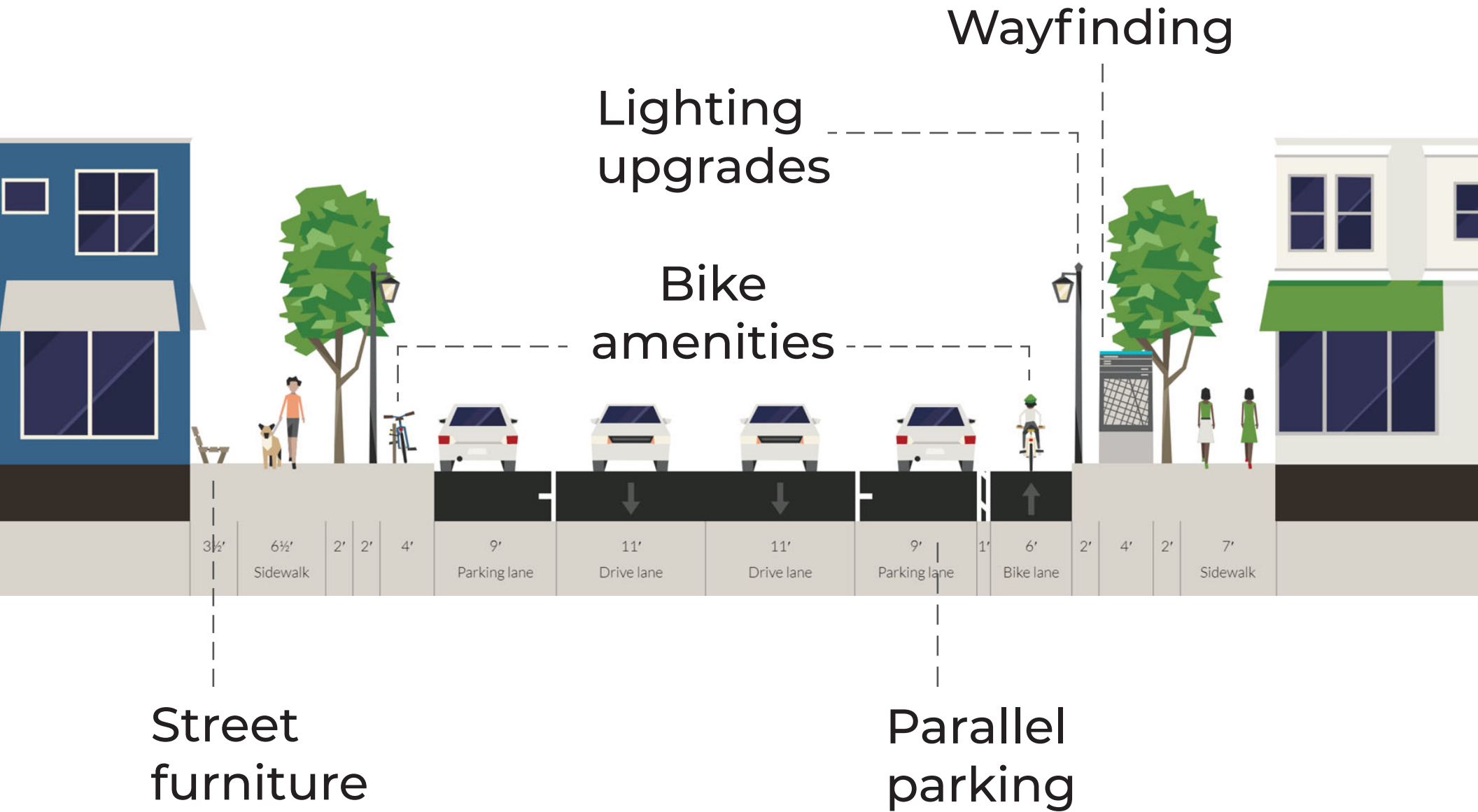
# STREETSCAPES



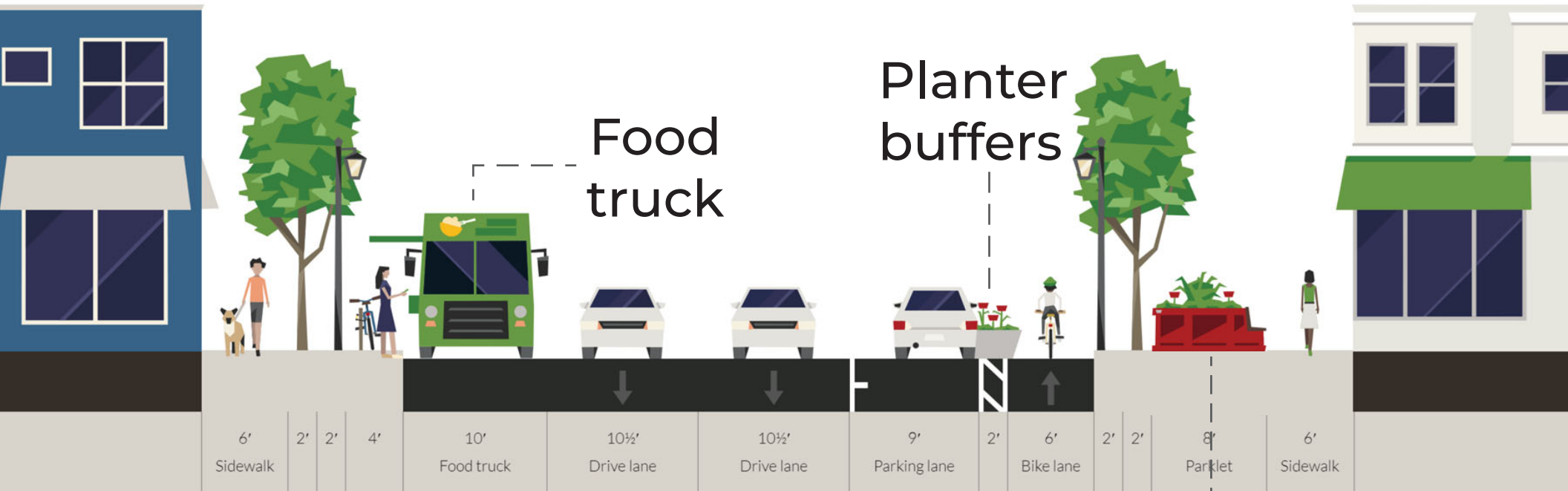
# MAIN STREET: EXISTING



# MAIN STREET: REIMAGINED



# MAIN STREET: REIMAGINED



Food truck

Planter buffers

Parklet /  
Outdoor dining



# 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.



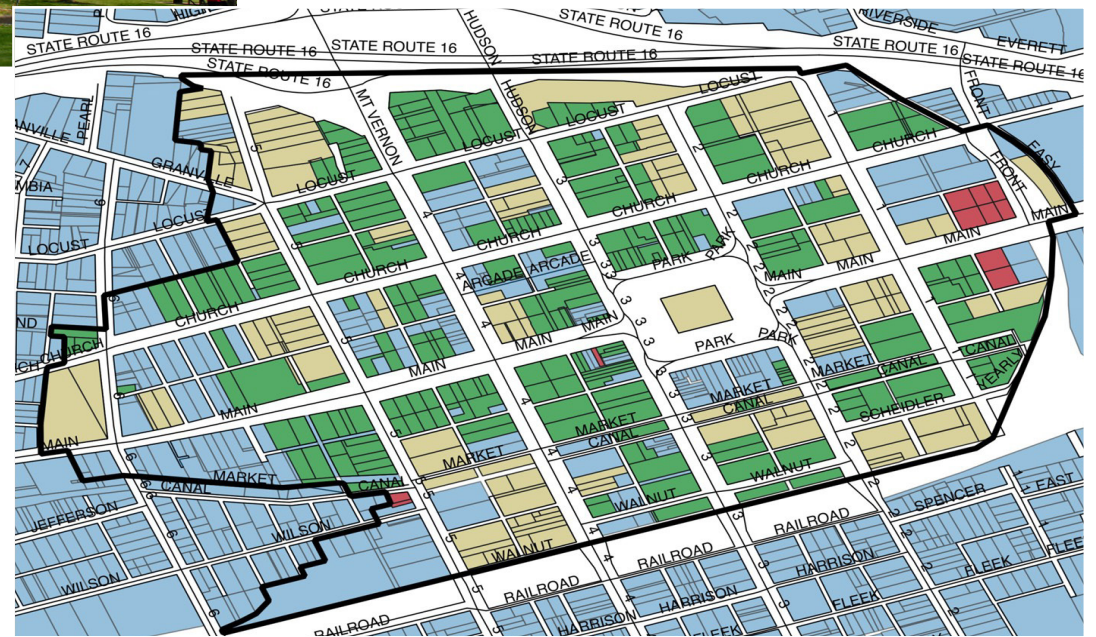
Among other results of the SID improvement activities, property owners will see:

- 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)





# Q & A

ACTIVITY

RETAIN RE-IMAGINE

# NEXT STEPS

- » Mapping of Areas of Growth
- » Housing & Retail Analysis
- » Historic Preservation Analysis
- » Public Engagement: July 13<sup>th</sup>
- » Steering Committee Meeting #3