

GAMBIER 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. PUBLIC ENGAGEMENT PLAN
5. ACTIVITY
6. NEXT STEPS

A photograph of a stone archway on a university campus. The archway is made of grey stone and has two pillars on either side. The pillars have plaques on them. The path leads through the archway and is lined with trees that have yellow and orange autumn leaves. There are people walking on the path in the distance. The text "STEERING COMMITTEE #1 REVIEW" is overlaid in white on a semi-transparent dark green rectangular background.

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
- Project Website
- Test Activities
- Marketing & Coordination

SC1 REVIEW

» Strengths

- Very safe
- Outdoor recreation
- Cultural amenities
- Natural & architectural beauty
- Vibrant, walkable downtown
- Proximity to Columbus, but still secluded
- Engaged population
- Local medical services
- Kenyon College
- In-town elementary school
- Childcare outside of school hours
- Electric car charging stations
- Great income tax base

SC1 REVIEW

» Weaknesses

- Access barriers
 - » Bypasses
 - » Limited signage / wayfinding
 - » Limited bike / recreation access
- Parking
- Limited housing
- Summertime slow-down
 - » Cultural resources aren't all year round
 - » Reduced shop hours, etc.
 - » Lack of employees when students are gone
- Lack of knowledge on shared College amenities (gym, library)
- Tourism board transition
- Lack of Twp. tax base
- Lack of data on development costs / trade-offs
- Cost to annex (water services)
- Location of govt. offices
- Auto-dependency

SC1 REVIEW

» Opportunities

- Open to new housing varieties
- Connectivity/marketing to attract trail users
- Tourism board
 - » Maps
 - » Education
 - » Marketing & branding
- More temporary or mobile food/retail
- Host more festivals & events
- Annexation possibility
- Work with school district to build new facility
- Leverage Kenyon sports

SC1 REVIEW

» Threats

- Aging elementary school
- Image / perception
 - » Separation between Gambier & surrounding communities
- NIMBY-ism in certain parts of town
- Competition for existing small businesses
- Lots are already split and developed
- College evening programming limits visits to off-campus commercial
- Hard to provide fire/ems services because of low property tax collections
- Zoning code limitations for development



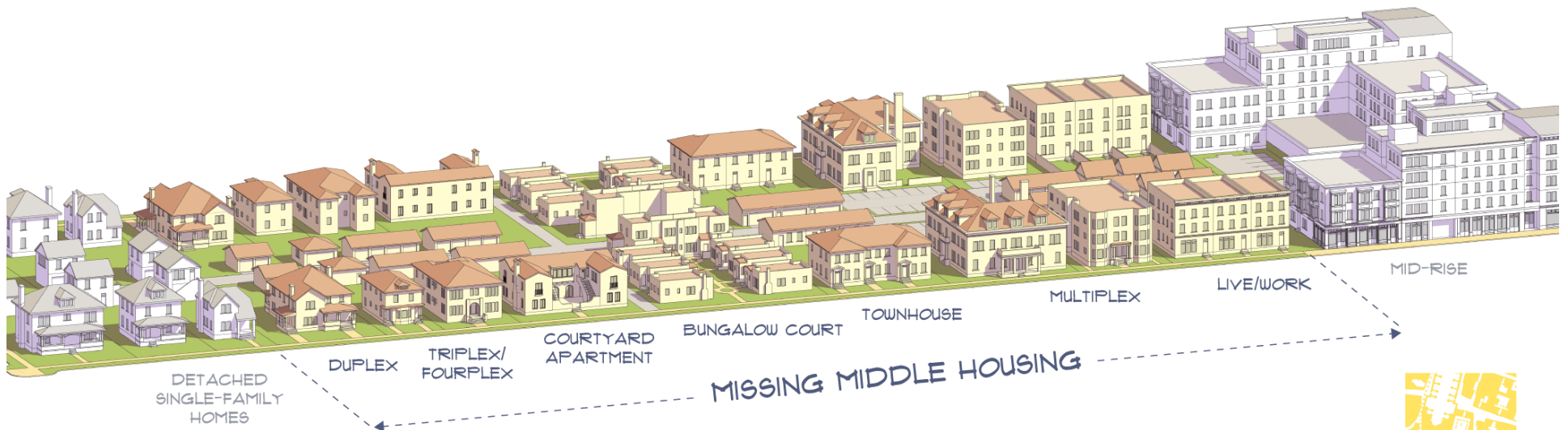
PLANNING INSPIRATION

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



SIGNAGE & CONNECTIVITY

EXISTING GATEWAYS



SAMPLE GATEWAYS



STREETSCAPES



ANNEXATION*

Extension of municipality boundary to include neighboring unincorporated *property*

5
TYPES:

- **Regular:** Petition by $\geq 51\%$ of property owners
- **Expedited Type 1:** Petition by all property owners with consent of the municipality & township(s)
- **Expedited Type 2:** Petition by all property owners with or without consent
- **Expedited Type 3:** Petition by all property owners for purpose of a significant economic development project
- Annexation by Petition of a Municipality for **Municipal, County, or State Owned Land**

* This information is solely for educational purposes and not a reflection of recommendations for the Gambier Village Strategic Plan.

MERGERS*

Annexation of the unincorporated area of a township with one or more municipal corporations

- » Details of both annexations and mergers are determined by a certified agreement between the City & Twp

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ANNEXATIONS / MERGERS*

PROS

- Clarity for business and home owners
- Economies of scale
 - » Streamlining of public services & utilities
- Tax equity
- Shared vision and planning

CONS

- Increased administrative & labor costs to Village
- Requires cooperation among jurisdictions
- Difficult to undo

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FUNDING STRATEGIES

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.



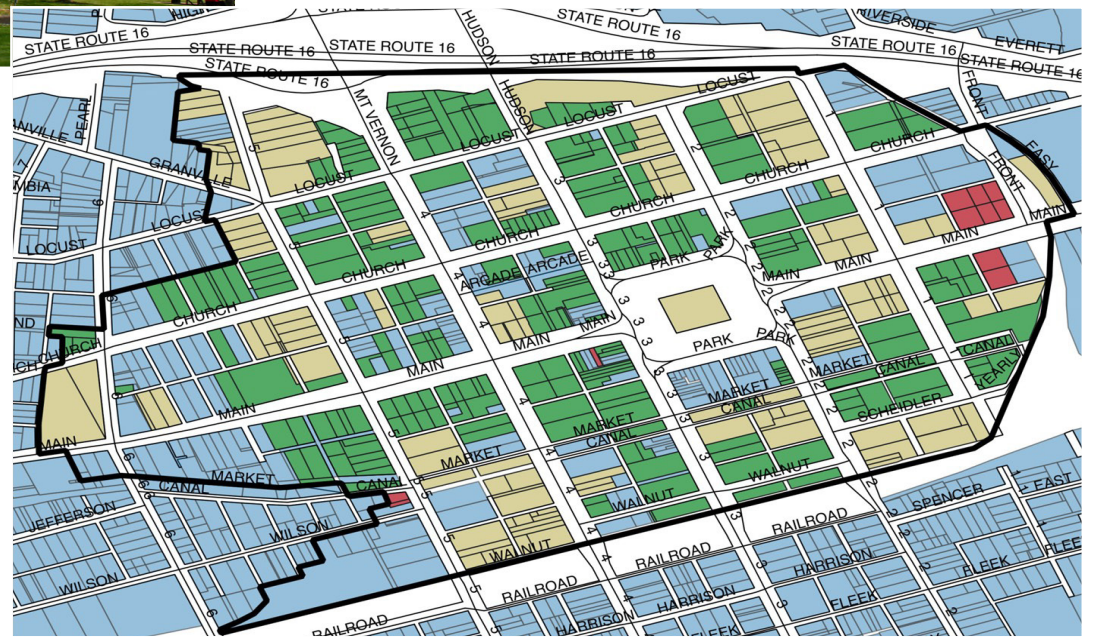
Among other results of the SID improvement activities, property owners will see:

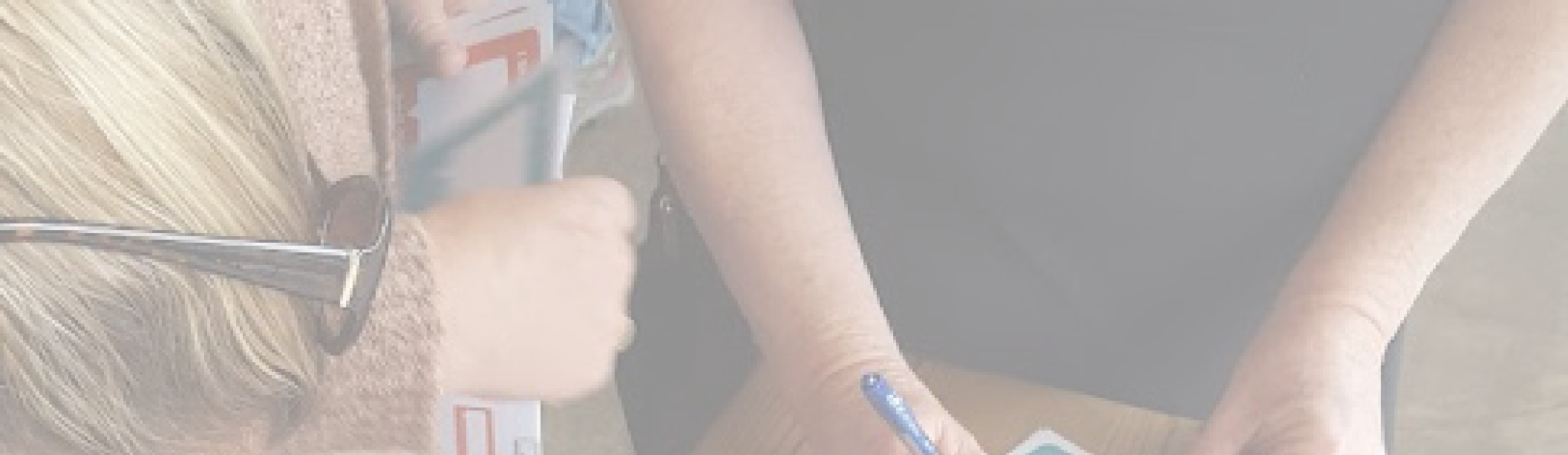
- Larger downtown employee base—more customers
- Consistent and positive image of downtown
- Increased occupancy rates in downtown buildings
- Parking Enforcement in the Downtown Business District
- A safe, clean and secure downtown environment
- Increased property values
- Coordinated marketing among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

For questions or more information please contact Newark Development Partners at info@wedignewark.com

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





Q & A



ACTIVITY

RETAIN

RE-IMAGINE

NEXT STEPS

- » Mapping of Areas of Growth
- » Housing & Retail Analysis
- » Historic Preservation Analysis
- » Public Engagement: July 4th; Party on the Patio
- » Steering Committee Meeting #3