

# FREDERICKTOWN VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION  
STEERING COMMITTEE MEETING #3 | AUGUST 14, 2019



# AGENDA

STEERING COMMITTEE MEETING #3

AUGUST 14, 2019

1. OVERVIEW OF PLANNING INITIATIVES
2. PUBLIC ENGAGEMENT RESULTS
3. RECREATIONAL TOURISM
4. ANNEXATION
5. ZONING
6. OUTDOOR DINING
7. PARKING
8. ACTIVITY
9. NEXT STEPS



OVERVIEW OF  
PLANNING INITIATIVES

# DOWNTOWN REVITALIZATION PLAN

- Completed Jan 2017
- Focused only on Downtown
- Used to pursue funding
- Recommendations:
  - » Consistent & directional signage
  - » Improved green and public spaces
  - » Updated lighting
  - » Improved streets and sidewalks
  - » Enhanced building facades





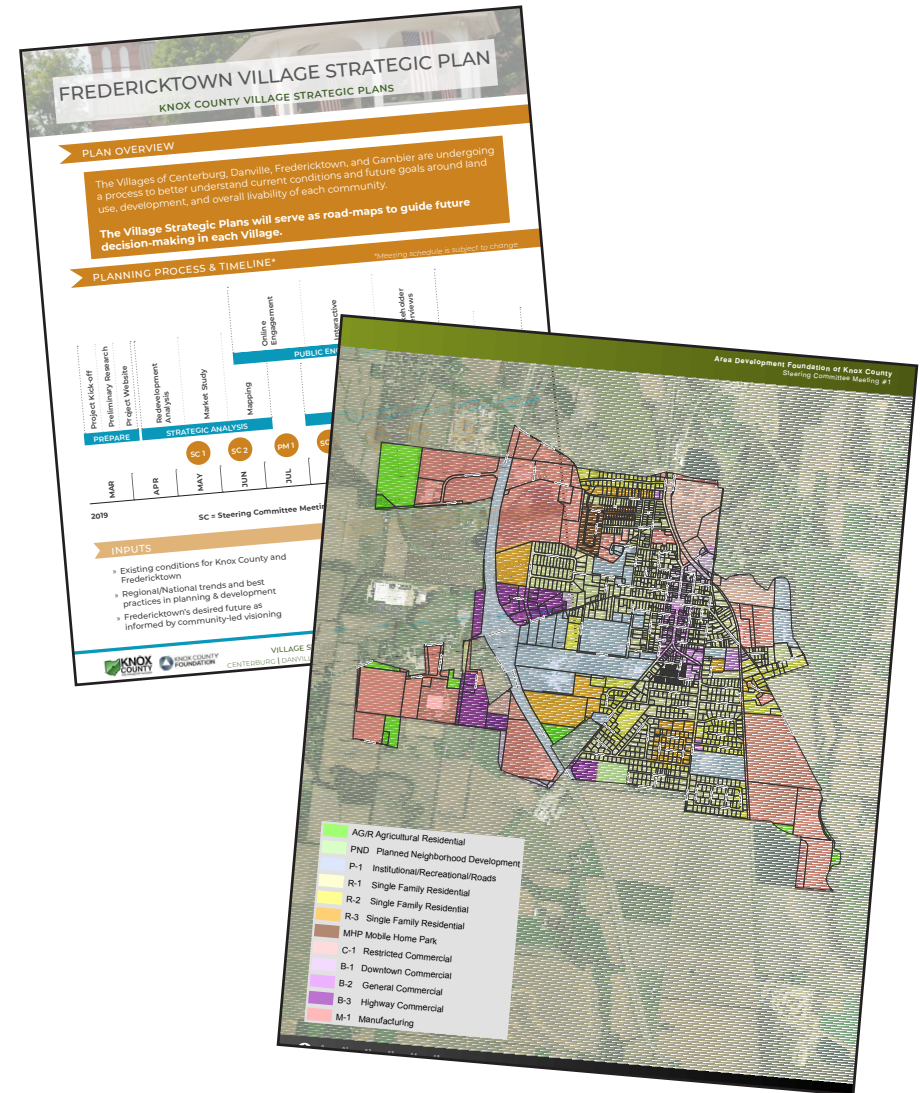
# MAIN STREET PROGRAM


- National program to promote revitalization of historic downtowns
- Membership-based
- Four-point approach:
  - » Organization
  - » Design
  - » Promotion / marketing
  - » Preservation-based economic development



# VILLAGE STRATEGIC PLAN

- Village-wide
- Comprehensive
- Regional perspective
- Emphasis on land use, development, & zoning
- Outcomes:
  - » Long-term goals
  - » Short-term actions  
(guide for KCF \$)
  - » Future Land Use Map



The image features a semi-transparent green overlay on a photograph of a park. In the background, there is a brick building with a tall, thin steeple. In the middle ground, a white wooden gazebo with a conical roof and a decorative finial stands on a paved area. An American flag is visible inside the gazebo. The foreground is filled with a variety of colorful flowers, including yellow and white blooms. A white rectangular box is centered over the gazebo, containing the text "PUBLIC ENGAGEMENT RESULTS" in white, all-caps, sans-serif font.

# PUBLIC ENGAGEMENT RESULTS



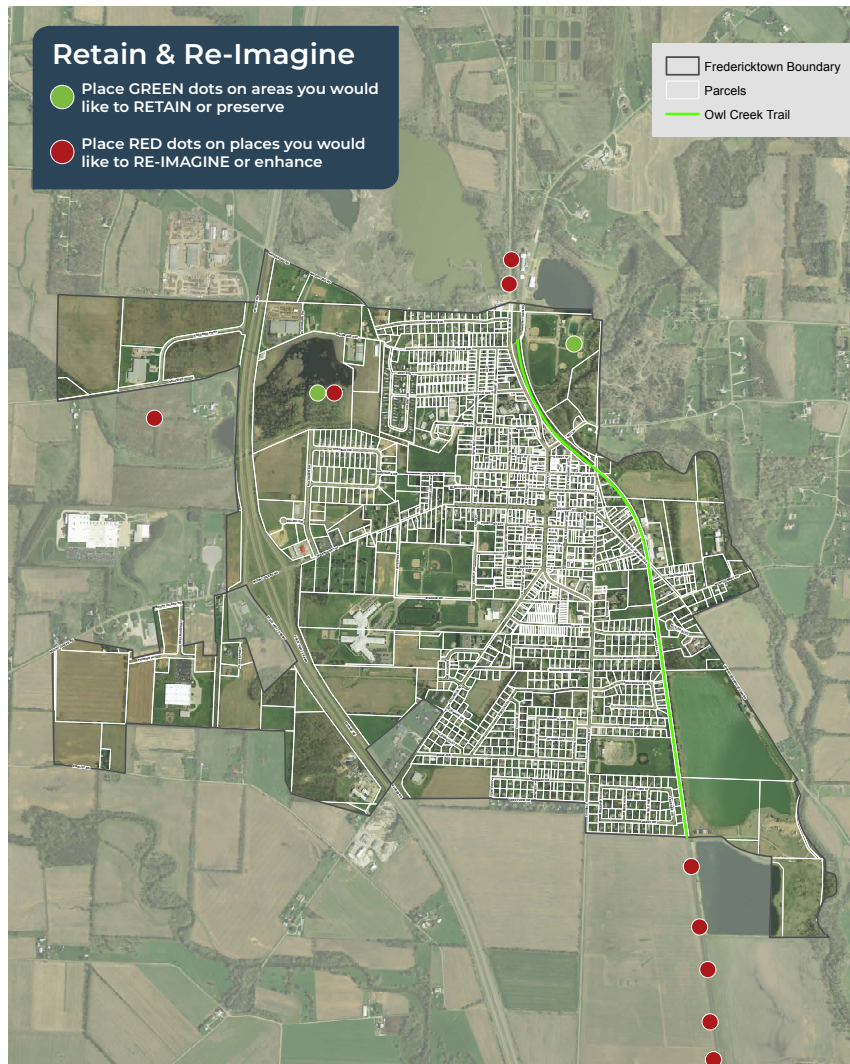
# PUBLIC ENGAGEMENT RESULTS

Christmas in July  
Saturday, July 13th

- ≈ 50 people engaged
- Activities:
  - » Retain & Re-imagine
  - » Village Improvement Prioritization
  - » Picture This! cards



# PUBLIC ENGAGEMENT RESULTS



## R&R Map:

- » Retain and enhance parks, trails, preserves

## Picture This! cards

- » More daycare
- » Outdoor dining
- » More retail
- » Kids areas- improvement; park near ballfield
- » Art co-op to showcase local arts & crafts



# PUBLIC ENGAGEMENT RESULTS



## WATER RECREATION



Votes:  
**23**



## LANDSCAPING



Votes:  
**11**



## COMMUNITY EVENTS



Votes:  
**22**



## PUBLIC ART



Votes:  
**9**



## DINING



Votes:  
**16**



## HOUSING



Votes:  
**6**



## BIKE AMENITIES



Votes:  
**13**



## SIGNAGE



Votes:  
**4**

# PUBLIC ENGAGEMENT

## COMMUNITY WORKSHOP

- 7/13 CHRISTMAS IN JULY



STAKEHOLDER INTERVIEWS - ONGOING

COMMUNITY SURVEY - ONGOING\*

ONLINE ACTIVITIES - ONGOING

OPEN HOUSE - PENDING

\* 26 responses  
(as of 8/12)

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# RECREATIONAL TOURISM

# RECREATIONAL TOURISM

## GENERAL STRATEGY

- Identify target audience
- Invest in local assets
  - » Kokosing River & Lake
  - » Knox Lake
  - » Owl Creek Trail
  - » Community parks, fields, & natural areas
- Support local businesses
  - » Education / resources
  - » Grants, revolving loans
  - » Property acquisition
  - » Community events & programming
- Maintain strategic partnerships
  - » Regional park districts
  - » Knox County ADF, Chamber, CVB, etc.

# WATER RECREATION

## CASE STUDY

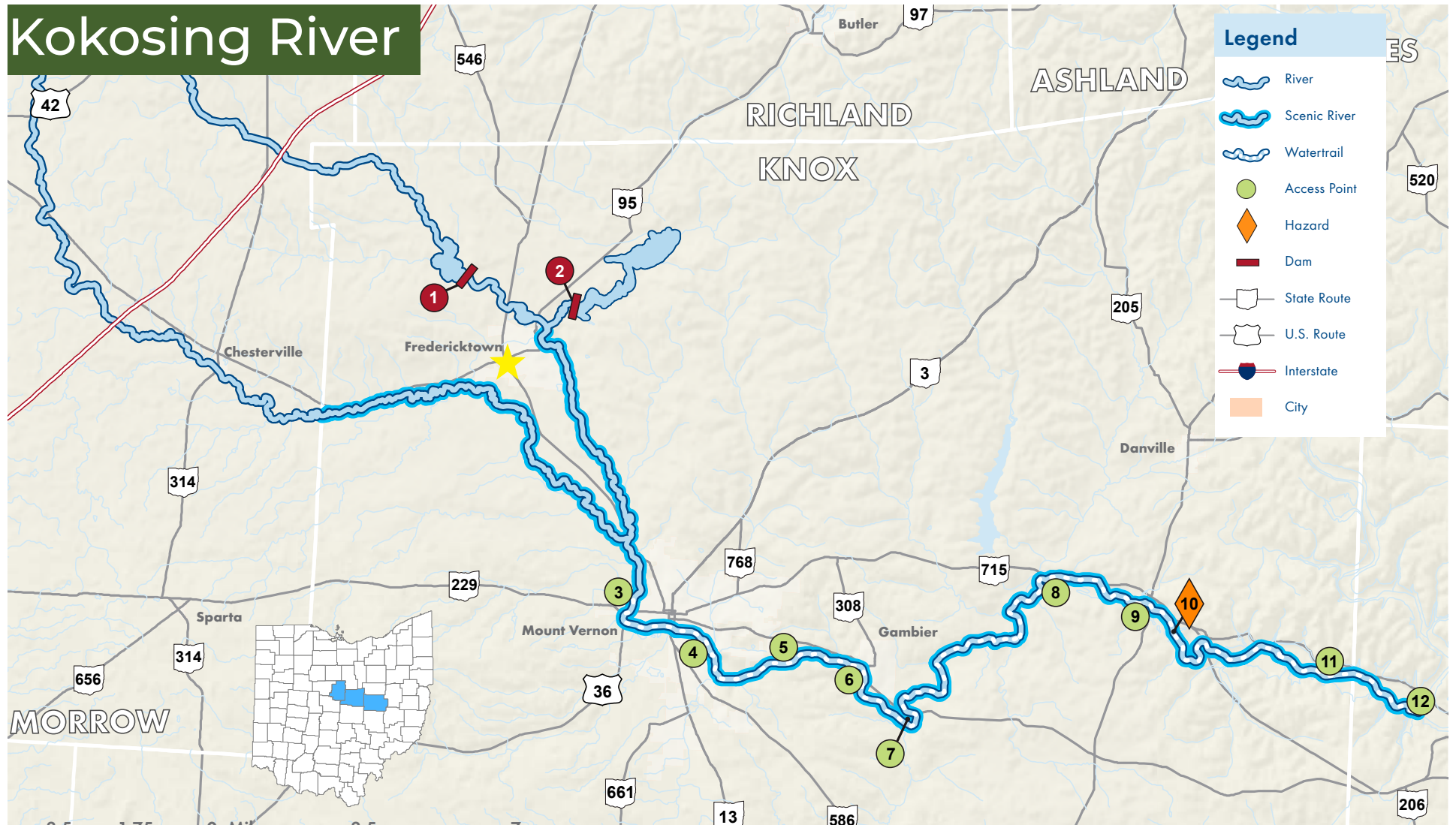
### Cullowhee, NC (pop. 5,753)

- Asset-based approach of leveraging natural recreation for business growth and tourism
- Regional P3 to invest in recreation amenities
- \$1 million grant from the Appalachian Regional Commission to start a program aimed at creating / expanding outdoor businesses
- Local higher ed institution expanded programs in recreation to generate long-term training / support for the industry



# WATER RECREATION

## EXISTING CONDITIONS



Source: ODNR, Division of Watercraft





# WATER RECREATION & DEVELOPMENT

REGIONAL EXAMPLE: QUARRY TRAILS, COLUMBUS

## New Metro Park, Mixed-use Development Planned for Huge Tract of Former Quarry Land

June 19, 2017 6:00 am

 Brent Warren



*Photo provided by Metro Parks / Wagenbrenner.*



# WATER RECREATION & DEVELOPMENT

## REGIONAL EXAMPLE: QUARRY TRAILS, COLUMBUS



# WATER RECREATION & DEVELOPMENT

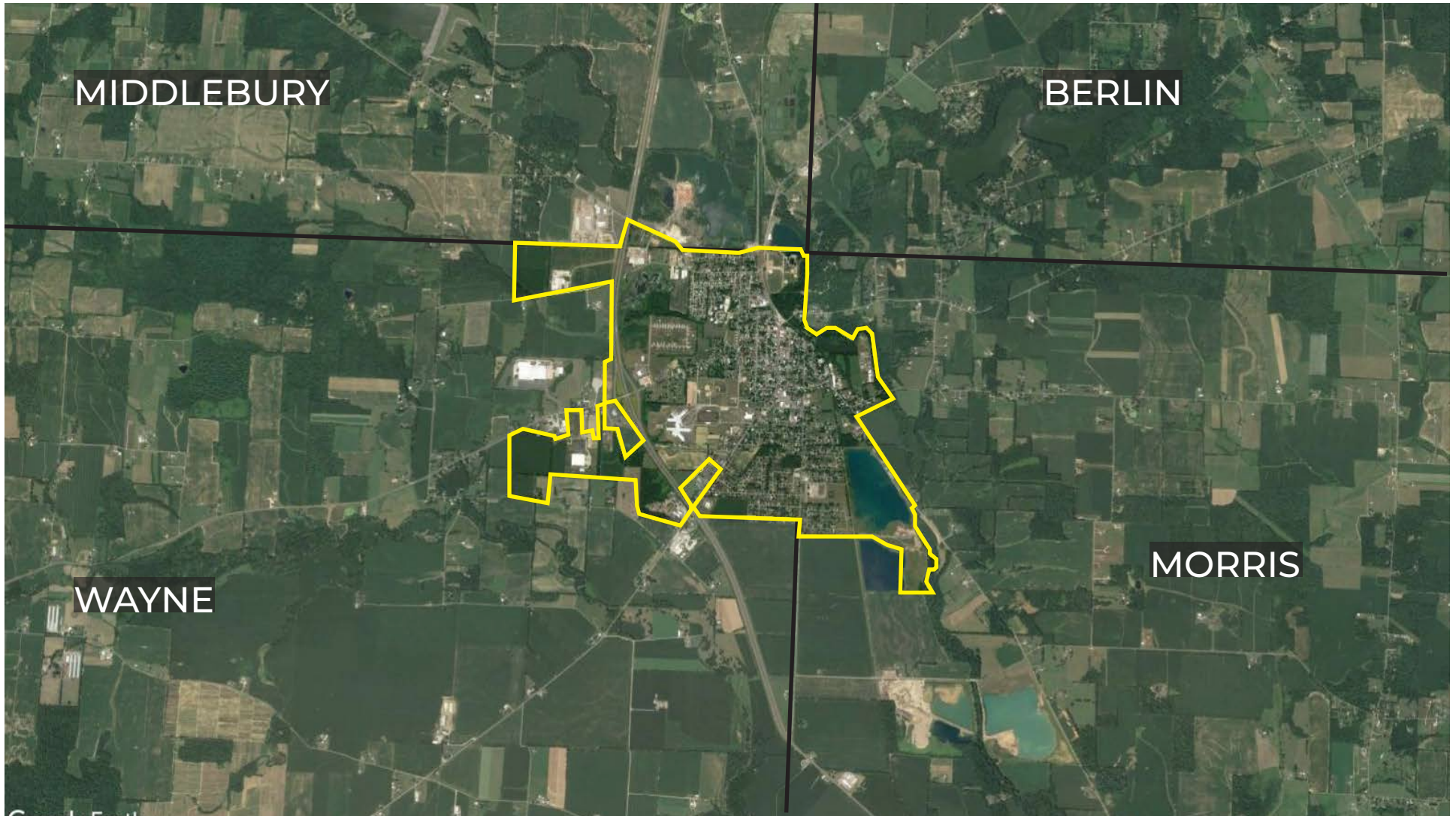
REGIONAL EXAMPLE: QUARRY TRAILS, COLUMBUS





# WATER RECREATION & DEVELOPMENT

## REGIONAL OPPORTUNITIES?





# ANNEXATION

# ANNEXATION\*

## OVERVIEW

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 Fredericktown 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

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

# ANNEXATIONS / MERGERS\*

## PROS

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

## CONS

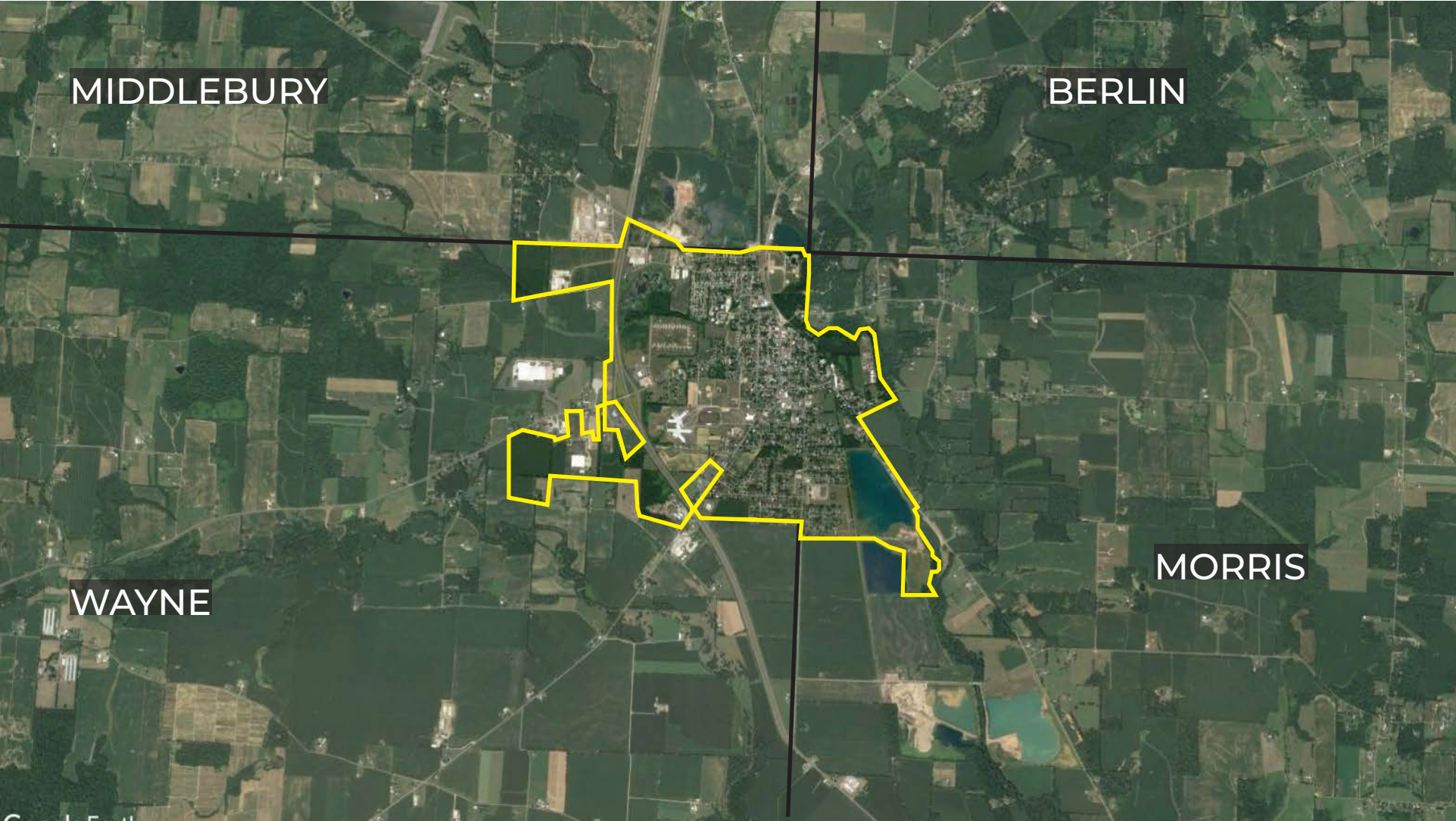
- Increased administrative & labor costs to Village
- Requires cooperation among jurisdictions
- Cost-benefit analysis needed to justify loss of water fees

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# ANNEXATION

## LONG-TERM STRATEGY





# ZONING



# ZONING

## Purpose of Zoning:

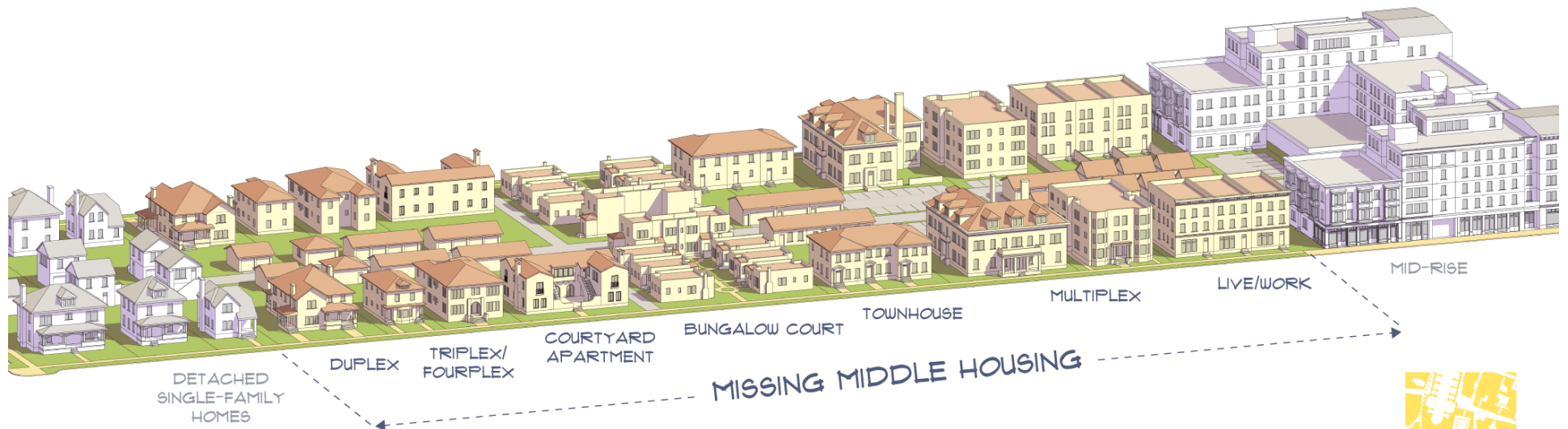
- Promote the public health, safety, & general welfare
- Stabilize and preserve property values
- Protect against congestion
- Ensure adequate provision of public services and utilities
- Preserve unique historical and natural features

# THE MISSING MIDDLE

- Walkable
- Diverse
- Affordable

Meets needs of:

- » Empty nesters
- » Young families



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# THE MISSING MIDDLE



Townhomes



Mixed-Use



Quadplex



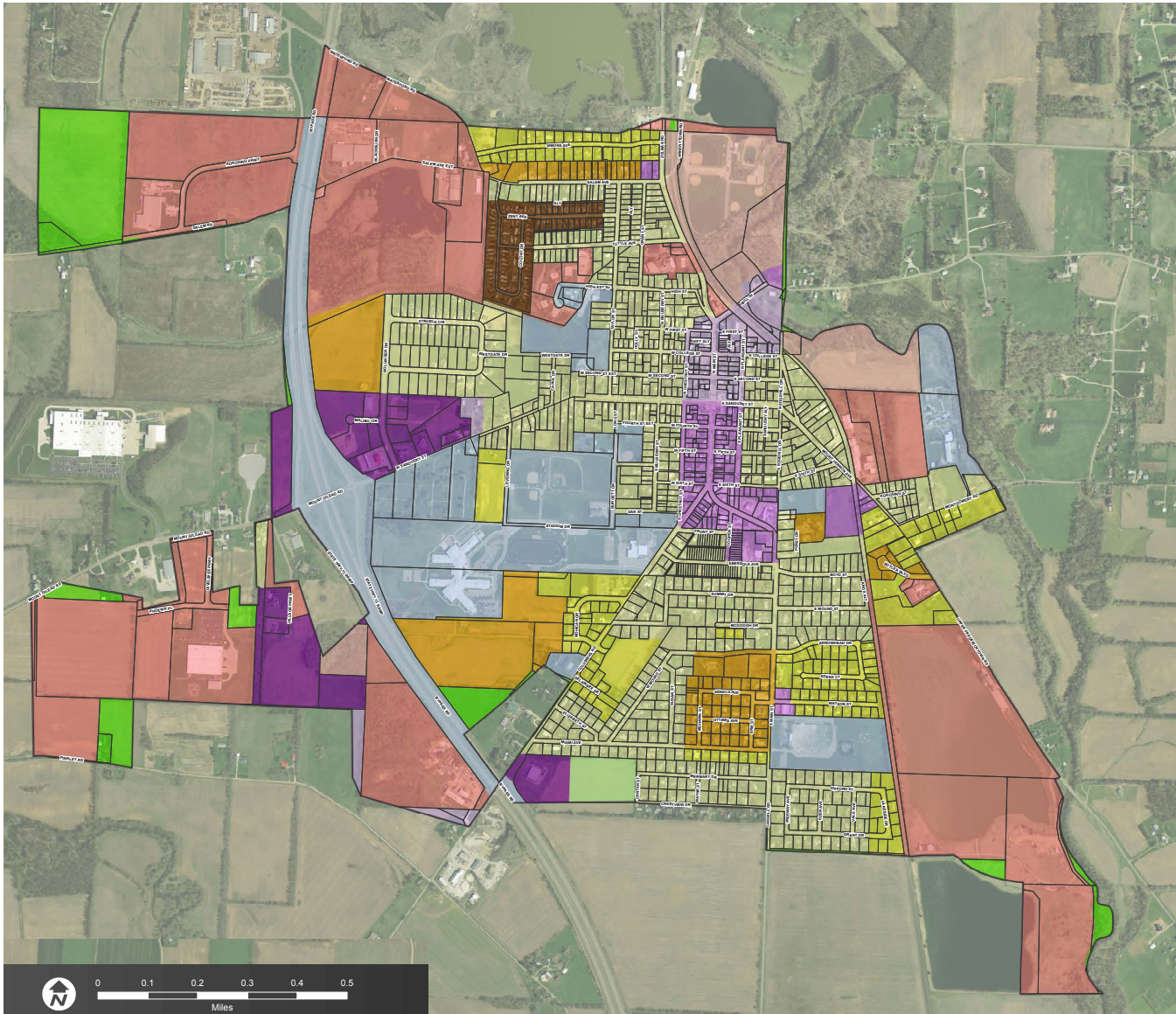
Courtyard Apartments






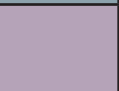

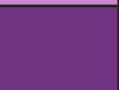
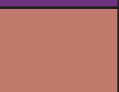







# ZONING

## EXISTING CONDITIONS



Legend		
AG	Agricultural	
R-1	Single Family Residential	
R-2	Two Family Residential	
R-3	Multi-Family Residential	
P-1	Public Semi-Public	
B-1	Central Business	
B-2	General Business	
B-3	Bypass Business	
M-1	Manufacturing	
MHP	Mobile Home Parks	
C-1	Conservation	
PNP	Planned Neighborhood	

# ZONING

Zone	Description	Min lot area	Min lot width	Min front yard	Min side yard	Min rear yard	Max height
R-1	Single Family Residential	9,000sf	75'	25' minor; 35' major	8'	30'	35'
R-2	Two Family Residential	8,000sf (1 fam); 9,000sf (2 fam)	70' (1 fam); 75' (2 fam)	20' minor; 30' major	8'	25'	35'
R-3	Multi-Family Residential	6,000sf (1 fam); 7,000sf (2 fam); 8,000sf (3 fam); 2,000sf per unit (+3)	60' (1 fam); 70' (2 fam); 80' (3 fam); 10' per unit (+3)	20' minor; 30' major*	5'	25'	35'
P-1	Public Semi-Public	None*	None*	35'	35'	35'	50'
B-1	Central Business	None	None	None	None*	20'	40'
B-2	General Business	6,000sf (1 fam); 7,000sf (2 fam); 8,000sf (3 fam); 2,000sf per unit (+3); None (comm)	60' (1 fam); 70' (2 fam); 80' (3 fam); 10' per unit (+3); None (comm)	20' minor; 30' major; 30 comm	5'	25' res; 20' comm	30'
B-3	Bypass Business	8,000sf (3 fam); 2,000sf per unit (+3); 12,000sf (comm)	80' (3 fam); 10' per unit (+3); 100' (comm)	40'	15'	20'	30'
M-1	Manufacturing	1 acre	150'	50'	30'	50'	40'
C-1	Conservation	None	None	35'	15'	15'	35'
Ag	Agricultural	1 ac (res); 5 ac (ag)	120' (res); 250' (ag)	50'	25'	50'	35'

\* Look at code for specifics



Downtown districts

# ZONING

## DEVELOPMENT INCENTIVES FOR PUD

Criteria for increased densities / building heights:

- Adjacent to major thoroughfares & community services
- High-quality building & site design
- Well-designed open space system w/ pedestrian and bicycle access to amenities; landscaping, & outdoor furniture
- Total density  $\leq$  8 residential units per acre

# ZONING

## Fredericktown Zoning Code:

### Key Take Aways:

- Lodging is not permitted in the Downtown
- Limited encouragement of “missing middle” housing
  - » PUD developments are restricted to 5 units/acre; up to 8 with incentives
  - » 2 parking spaces required for each dwelling unit (excluding private garages)

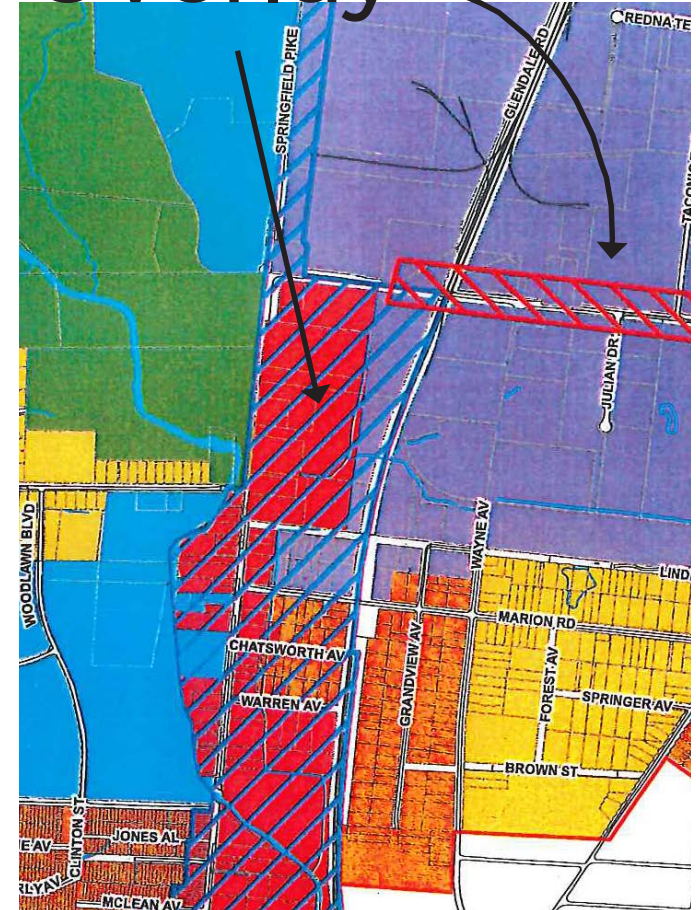


# ZONING OVERLAYS

## Overlay:

- Applied on top of base zoning district
- Adds additional regulations / protections to achieve desired development or preserve unique features
- Simpler process than re-zoning

## Overlay



# ZONING

## COMMUNITY CHARACTER

### Other Strategies to Enhance Neighborhood Quality & Character:

- Facade improvement Grants
- Property Maintenance, Building, & Housing Code
- Home Repair & Maintenance Assistance
- Non-profit organizations & public-private partnerships (CICs, SIDs, Land Bank, Land Trust, etc.)

# ZONING

## DEVELOPMENT FEES

### Types of fees:

- » Dedicated park space or fee in-lieu of
- » Development impact fees
- » Developer agreements

- Granville:
  - » \$500 Public Use fee (\$500 per residential unit; \$2,000 per commercial acreage) for recreation facilities/parks
- Whitehall:
  - » Income tax generated from development project allotted to Parks



# OUTDOOR DINING

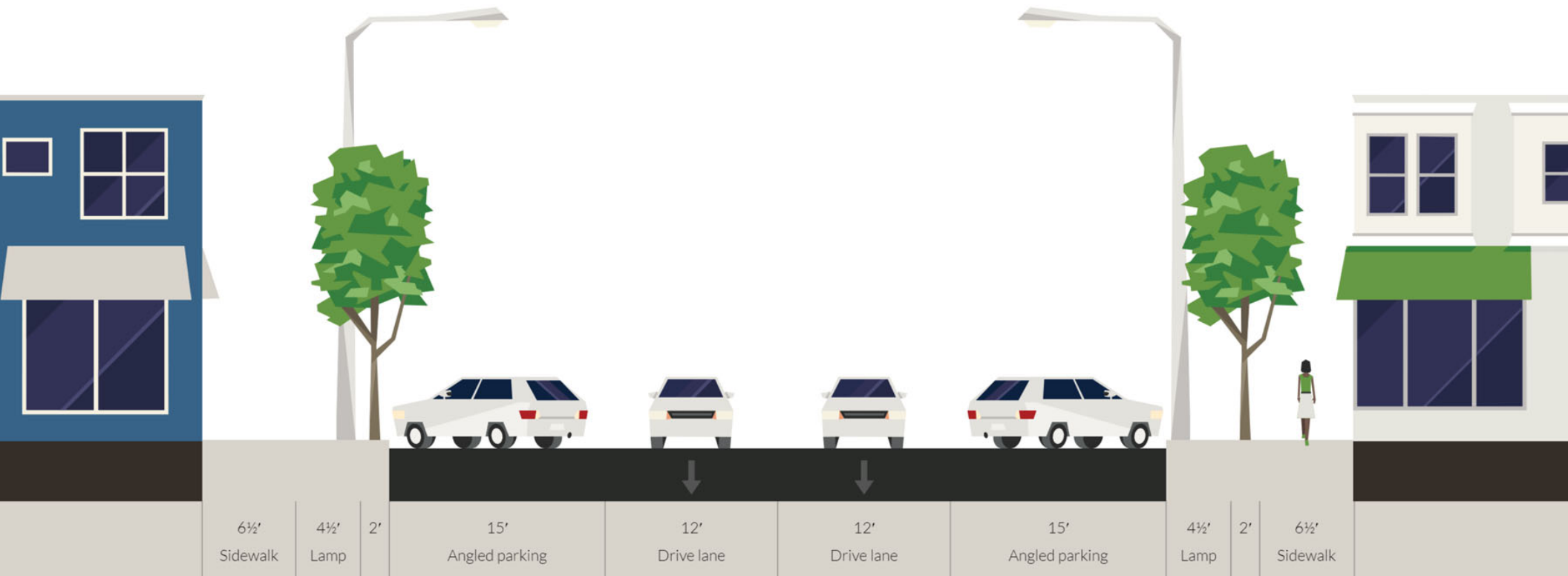


# STREETSCAPES

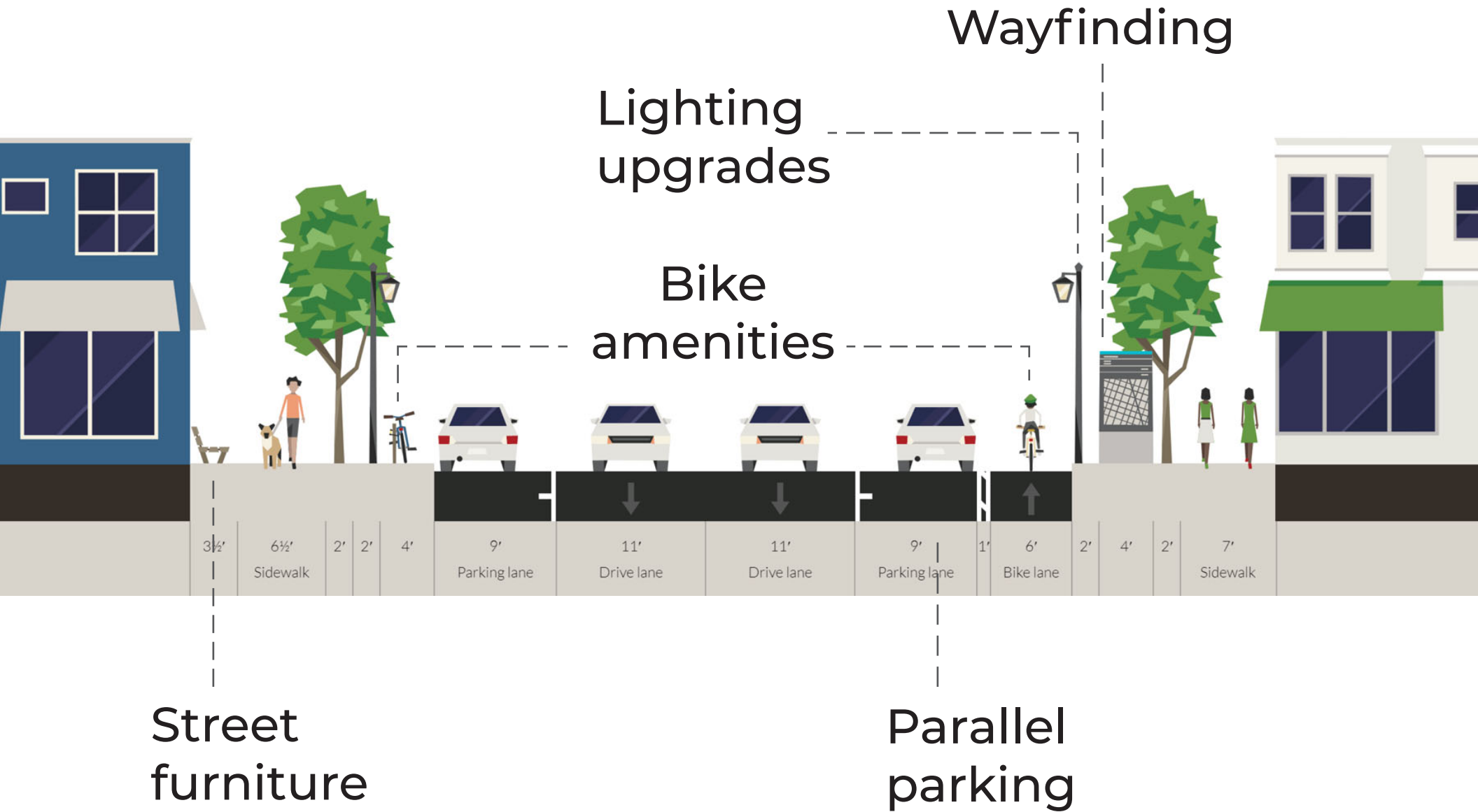




# MAIN STREET: EXISTING

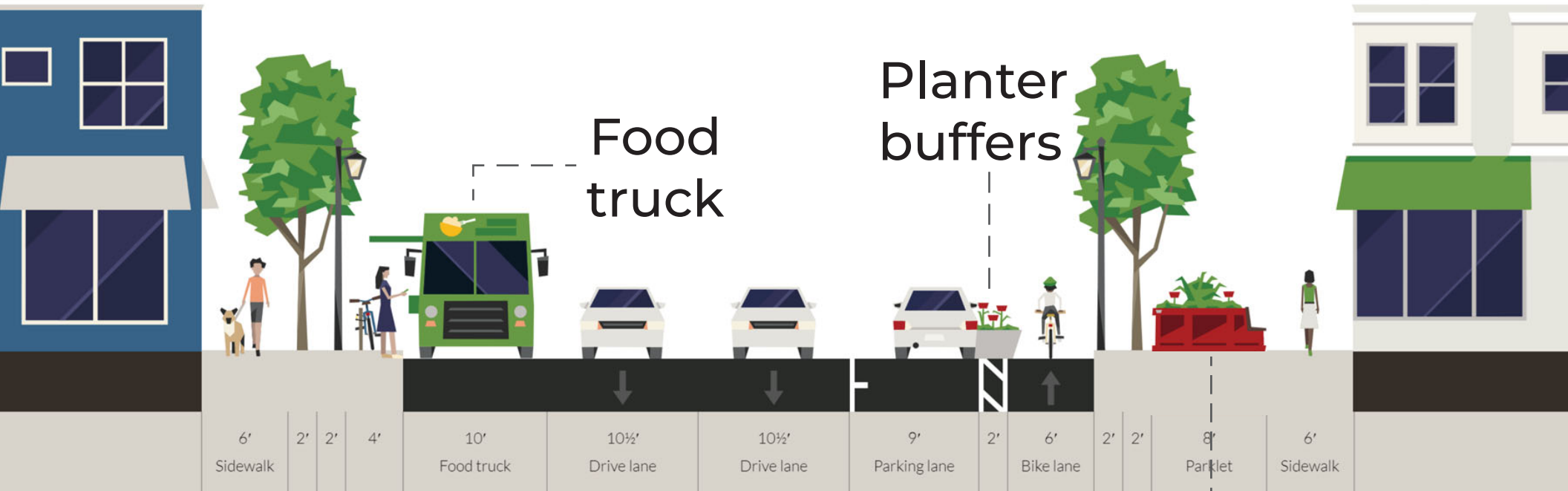


# MAIN STREET: REIMAGINED





# MAIN STREET: REIMAGINED



Parklet /  
Outdoor  
dining

# EXISTING SLOPE

FREDERICKTOWN, OH





# RAISED PATIO

ASHEVILLE, NC





# SUNKEN PATIO

ASHEVILLE, NC



# CORNER PATIO

ASHEVILLE, NC



# 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

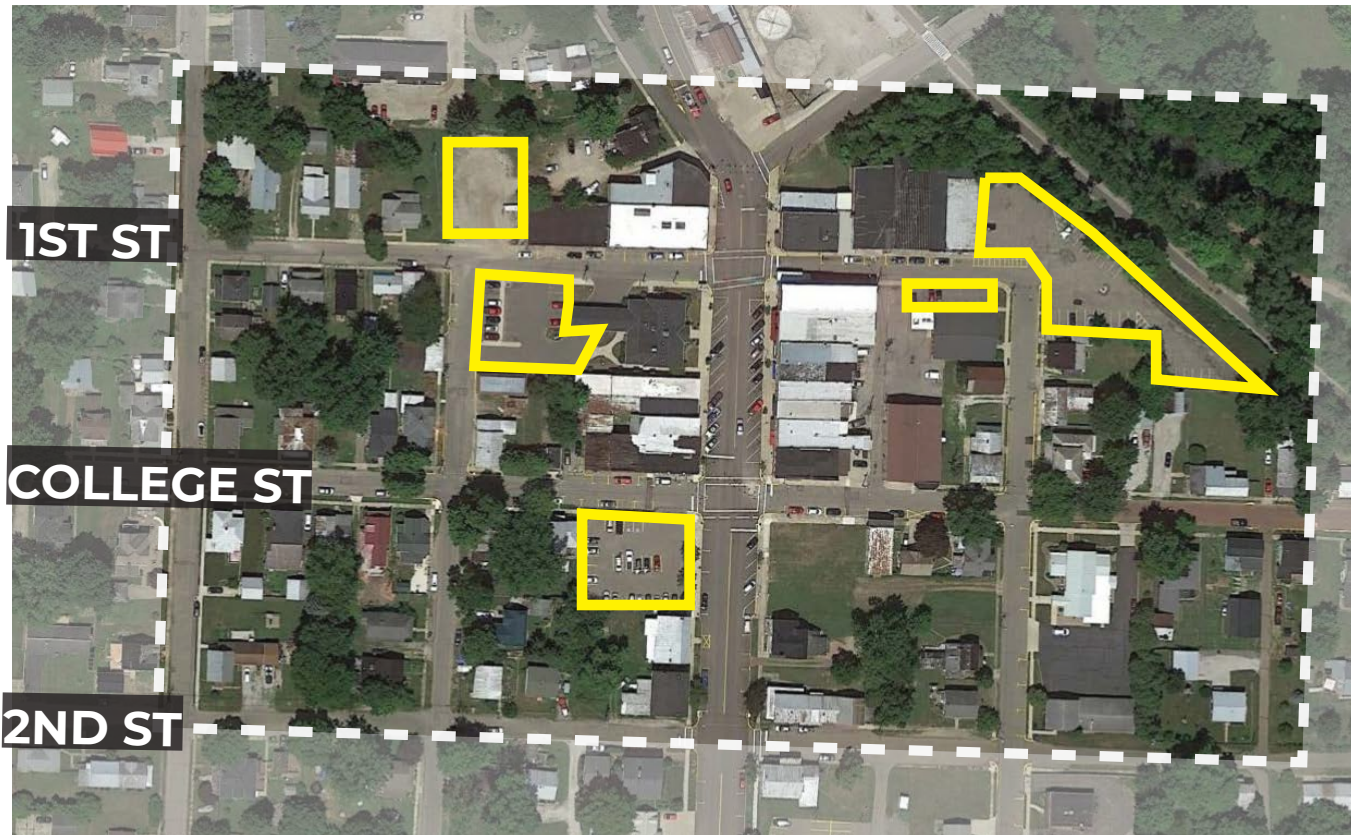




PARKING

# PARKING

## EXISTING CONDITIONS



On-Street (marked)	<b>84</b>
On-Street (estimated capacity)	<b>143</b>
Off-Street (marked/paved)	<b>86</b>

# SIGNAGE & CONNECTIVITY

## Functional

- Wayfinding
- Informational
- Marketing

## Aesthetic

- Image & Branding
- Beautification







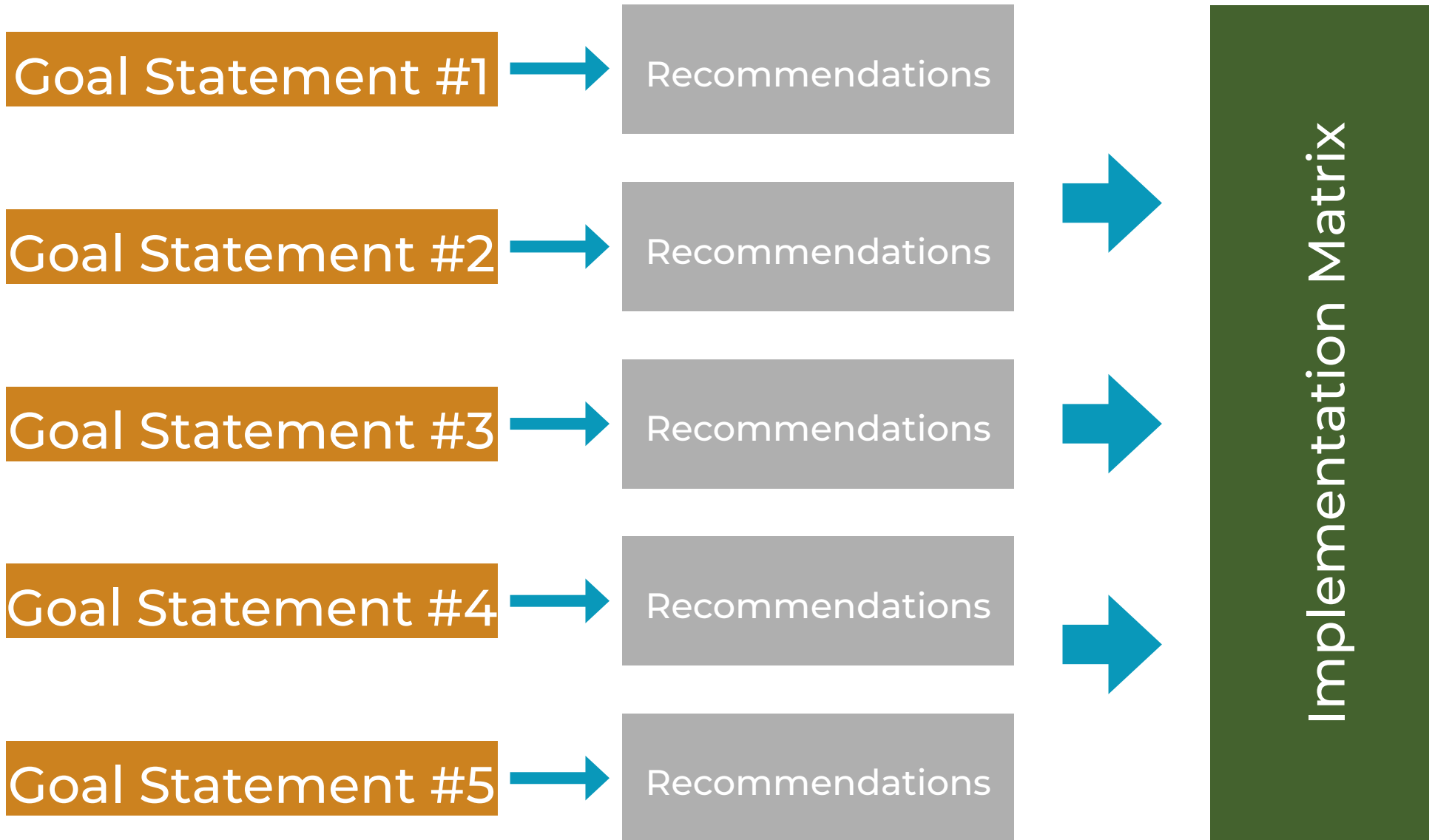
# Q & A



ACTIVITY

# DRAFT GOALS

# DRAFT PLAN GOALS



# DRAFT PLAN GOALS

LAND USE & DEVELOPMENT

DOWNTOWN

HOUSING & NEIGHBORHOODS

MOBILITY

PARKS & RECREATION

COMMUNITY IMAGE & BRAND



# [SAMPLE] PLAN GOAL

## COMMUNITY IMAGE & BRAND

“

**Pursue** a Village identity which celebrates  
Fredericktown's rich history, engages the community,  
and increases regional visibility.

”

# NEXT STEPS

- » Draft Plan Goals & Preliminary Plan Designs
- » Housing & Retail Analysis
- » Community Survey: Closing soon!
- » Steering Committee Meeting #4