

# GAMBIER VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION  
STEERING COMMITTEE MEETING #4 | SEPTEMBER 26, 2019

# AGENDA

STEERING COMMITTEE MEETING #4

SEPT 26, 2019

1. STEERING COMMITTEE 3 REVIEW
2. MARKET ANALYSIS RESULTS
3. PUBLIC ENGAGEMENT SUMMARY
4. PRIORITY STRATEGIES
5. NEXT STEPS





STEERING COMMITTEE  
#3 REVIEW



# ZONING

## Gambier Zoning Code:

### Key Take Aways:

- Housing restrictions:
  - SF is the only permitted residential use (duplex & multi-family are conditional in R, I, M)
  - SF conversion is limited to duplex
- Does not account for annexation procedures
- Access to the code (online pdf)



# SHORT-TERM RENTALS

## Types of regulation:

- » Complete prohibition
- » Limited # of permits by location
- » Limit time the property may be rented per year
- » Safety & legal requirements
- » Classification as hotel

Guests Work trip Type of place Price Instant Book More filters Show Map

**ENTIRE HOUSE**  
**Comfortable Gambier Kenyon College**  
7 guests · 4 bedrooms · 5 beds · 2 baths  
Wifi · Kitchen · Free parking  
★ 4.93 (97) · Superhost  
\$170/night

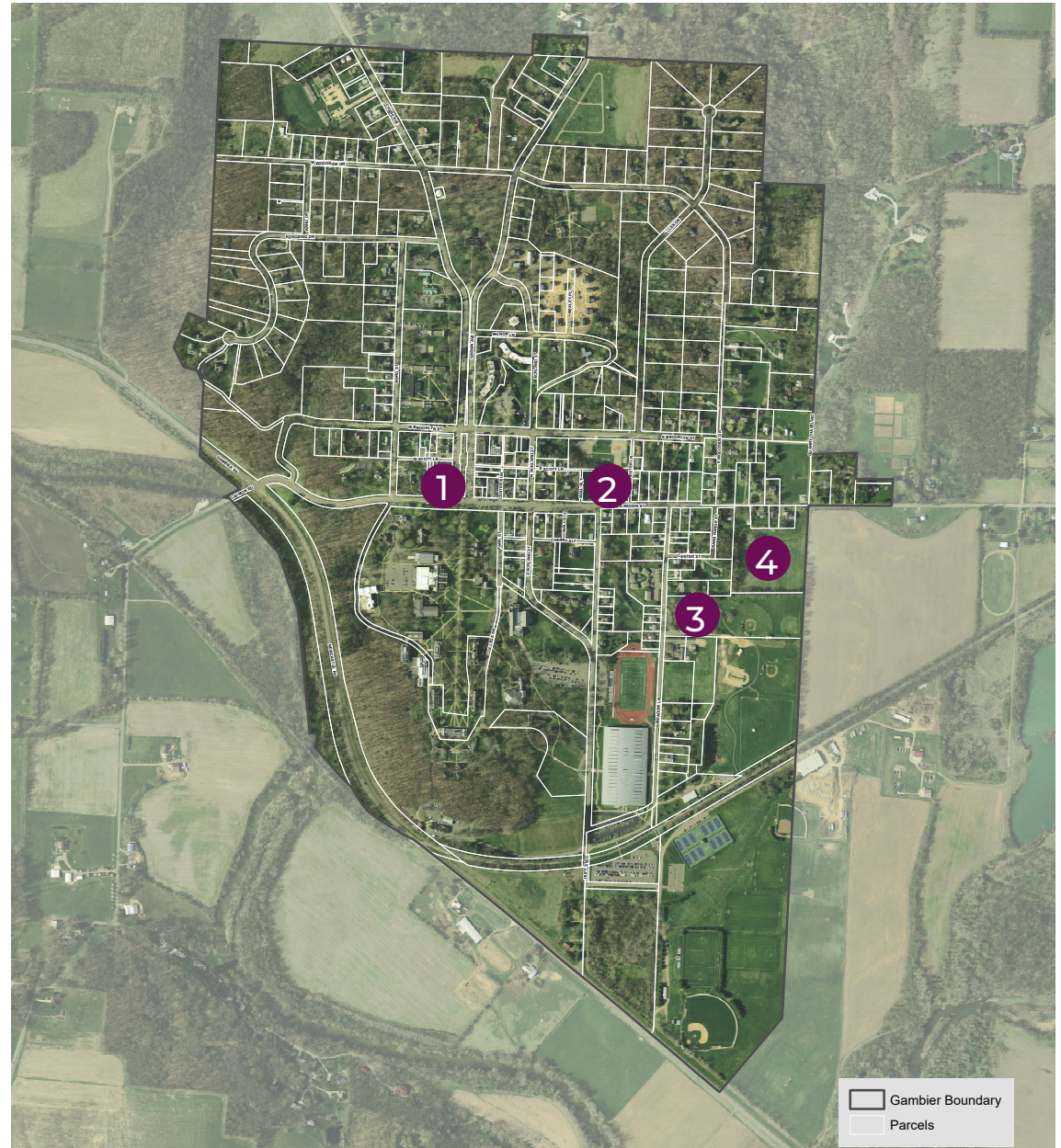
**ENTIRE HOUSE**  
**Cozy house just a short walk from Kenyon College**  
4 guests · 2 bedrooms · 3 beds · 1 bath  
Wifi · Kitchen · Free parking  
★ 4.97 (74) · Superhost  
\$129/night

**ENTIRE HOUSE**  
**Kokosing Dream - Steps from Kenyon College**  
6 guests · 3 bedrooms · 5 beds · 2.5 baths

Map showing rental prices in Gambier, Ohio: \$75, \$129, \$195, \$200, \$200, \$185, \$500, \$129, \$170.

# DEVELOPMENT OPPORTUNITIES

- 1 Kenyon offices
- 2 Wiggin Street Elementary
- 3 Community Library
- 4 Vacant / Agriculture





# DEVELOPMENT OPPORTUNITIES\*

## INFILL & REDEVELOPMENT

### SITE DATA

SIZE	0.32 acres
OWNER	Kenyon College
CURRENT LAND USE	Institutional
CURRENT ZONING	Mixed Use
POTENTIAL FUTURE USE	Mixed Civic, Institutional, Professional Office



\*Potential of the site discussed as part of the long-term planning process and does not reflect current acquisition, sale, or development plans.

# DEVELOPMENT OPPORTUNITIES\*

## INFILL & REDEVELOPMENT

### SITE DATA

SIZE	2 acres
OWNER	Mt Vernon City Schools
CURRENT LAND USE	Institutional
CURRENT ZONING	Residential
POTENTIAL FUTURE USE	Multi-family Residential, Professional Office



\*Potential of the site discussed as part of the long-term planning process and does not reflect current acquisition, sale, or development plans.

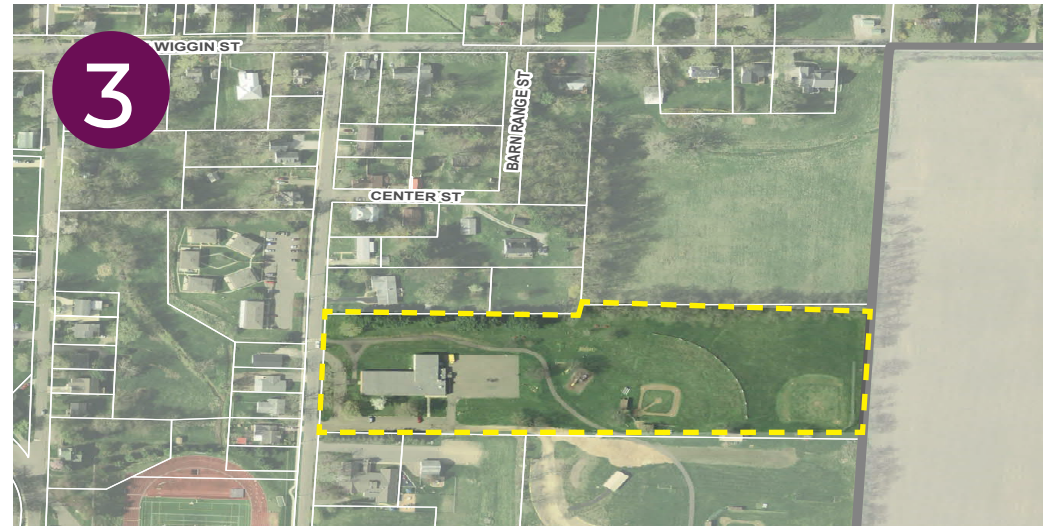


# DEVELOPMENT OPPORTUNITIES\*

## INFILL & REDEVELOPMENT

### SITE DATA

SIZE	7.1 acres
OWNER	Village of Gambier
CURRENT LAND USE	Civic <sup>1</sup>
CURRENT ZONING	Residential Recreational Institutional
POTENTIAL FUTURE USE	Elementary School / Townhomes



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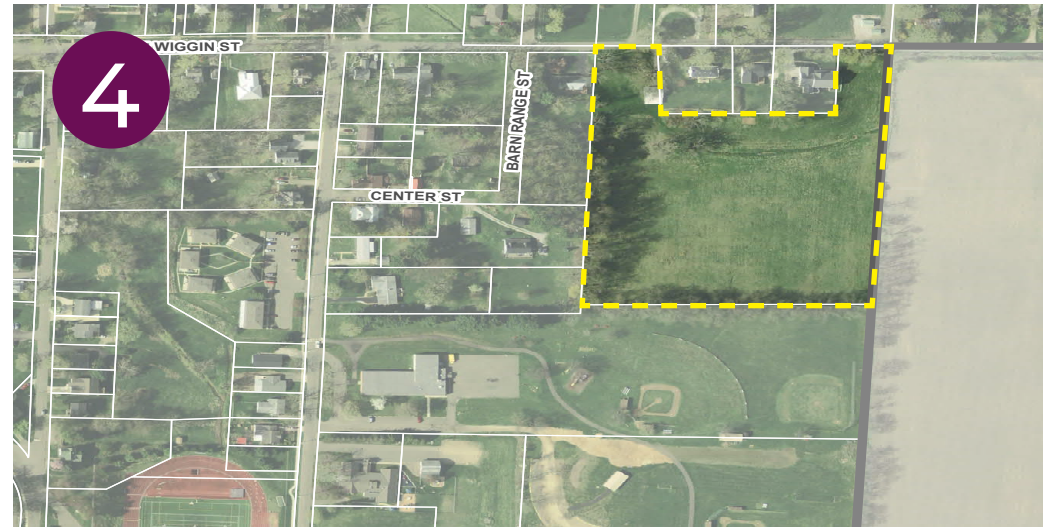
<sup>1</sup>Listed as commercial use with Knox County Auditor

# DEVELOPMENT OPPORTUNITIES\*

## GREENFIELD DEVELOPMENT

### SITE DATA

SIZE	6.6 acres
OWNER	Kenyon College
CURRENT LAND USE	Residential (Vacant)
CURRENT ZONING	Residential
POTENTIAL FUTURE USE	Elementary School / Children's Library / Community Center



\*Potential of the site discussed as part of the long-term planning process and does not reflect current acquisition, sale, or development plans.



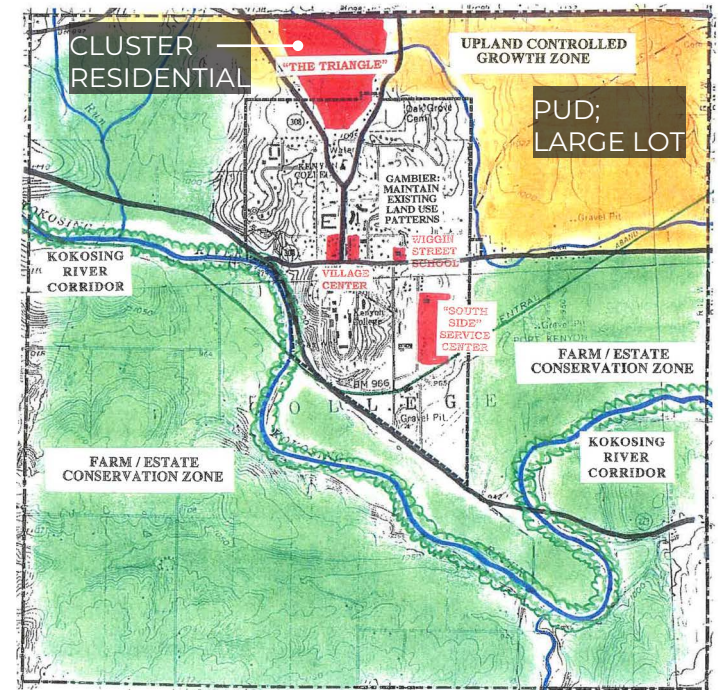
# DEVELOPMENT OPPORTUNITIES

## FUTURE GROWTH

### Long-term Strategy & Annexation



College Twp Future Land Use Map (2004)

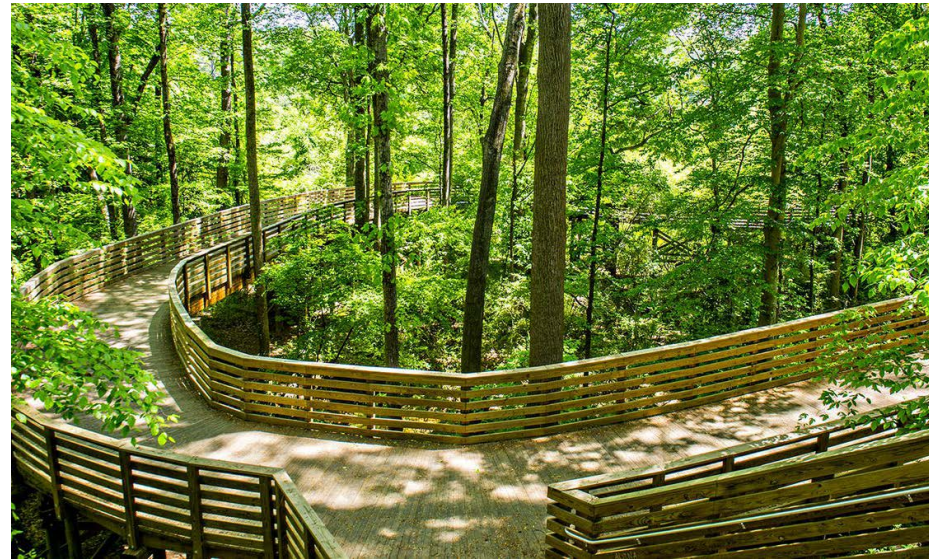




# DEVELOPMENT OPPORTUNITIES

## FUTURE GROWTH

### Trail Connections







# MARKET ANALYSIS RESULTS



# SWOT ANALYSIS

## STRENGTHS

- » Kenyon College Investments and Branding
- » 78% Out of State
- » Recreational Assets
  - Kokosing River,
  - Kokosing Gap Trail,
  - Middle Path
- » Character

## WEAKNESSES

- » Kenyon College is the sole property owner in the commercial district
- » 70% of the population leaves the Village over the summer and holiday breaks
- » Limited amount of developable land
- » Lack of housing/ housing variety
- » Accessibility



# SWOT ANALYSIS

## OPPORTUNITIES

- » Annexation Potential
- » Owner-Occupied Housing Demand
- » Senior Living Demand
- » Retail Demand
- » Branding
- » Proximity to Mt Vernon Opportunity Zone
- » Lodging – Bed and Breakfast, AirBnB, etc

## THREATS

- » Future of Private Colleges

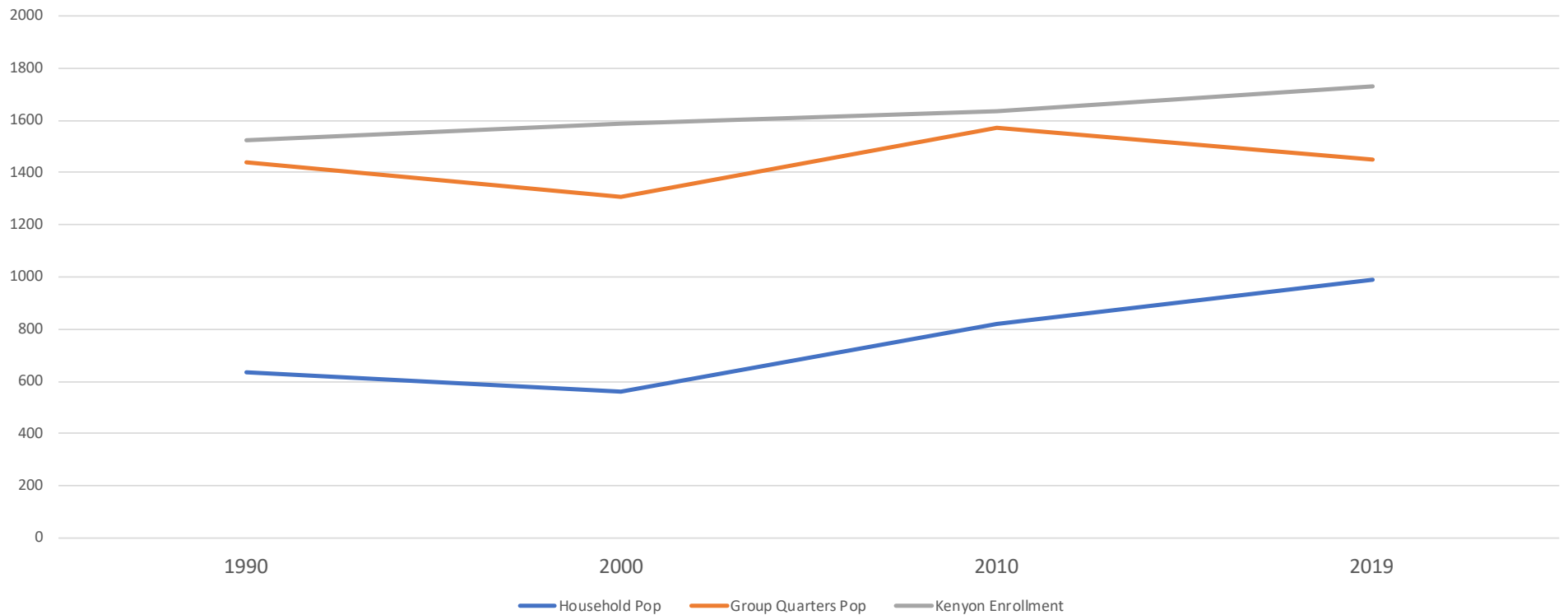
# MARKET ANALYSIS

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
<b>Population Summary</b>						
2000 Total Population	1,471	981	2,514	1,947	16,196	54,500
2010 Total Population	1,773	1,044	2,493	2,391	16,904	60,921
2019 Total Population	1,960	1,048	2,536	2,436	17,022	62,611
2019 Group Quarters	51	0	2	<b>1,448</b>	1,295	3,510
2024 Total Population	2,068	1,055	2,571	2,455	17,191	63,751
2019-2024 Annual Rate	1.08	0.13	0.27	0.16	0.20	0.36
2019 Total Daytime Population	1,939	1,022	2,825	2,931	23,523	58,148



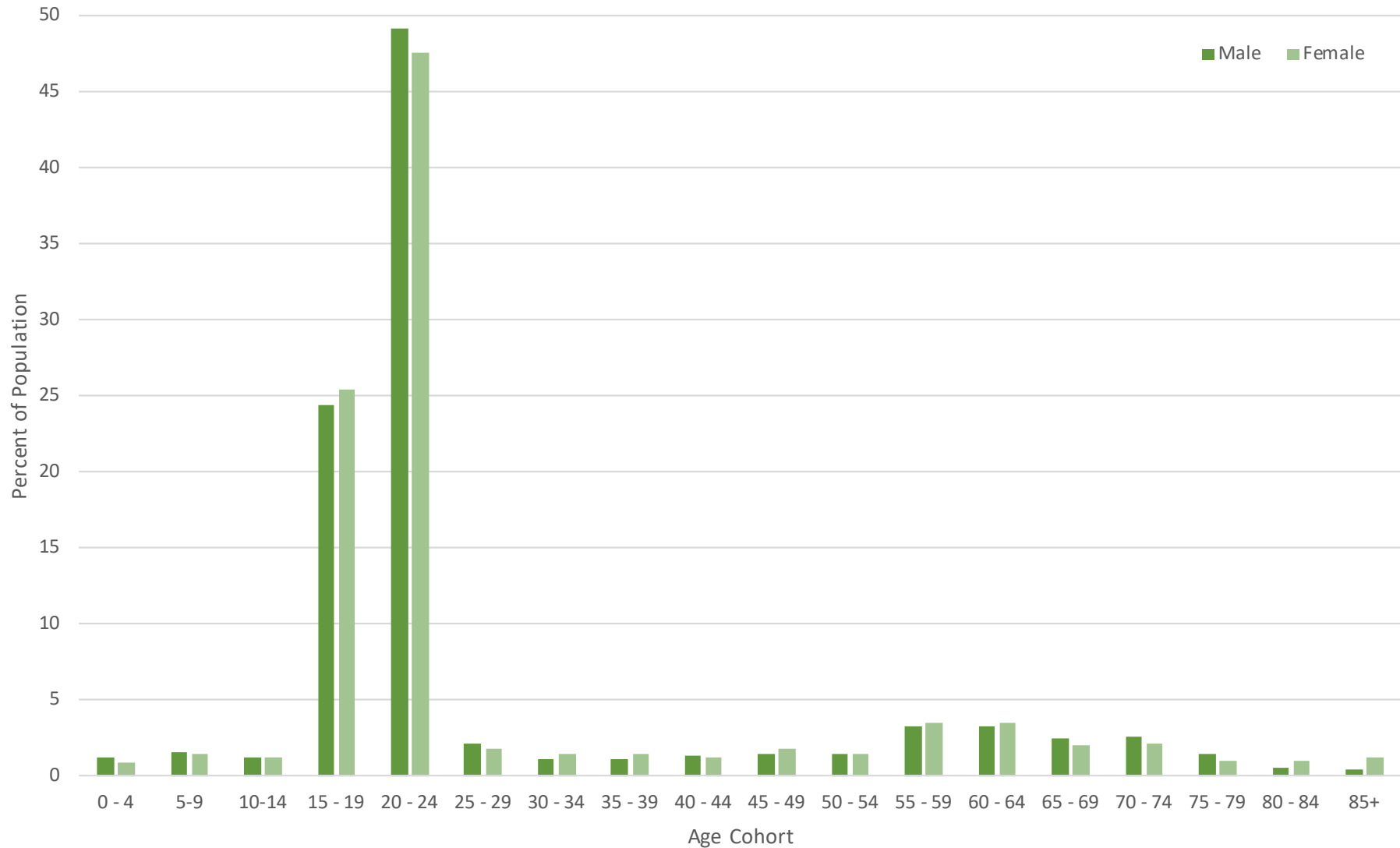
# MARKET ANALYSIS

## VILLAGE AND KENYON POP GROWTH CHANGE



# MARKET ANALYSIS

## GAMBIER – 2019 POPULATION BY AGE





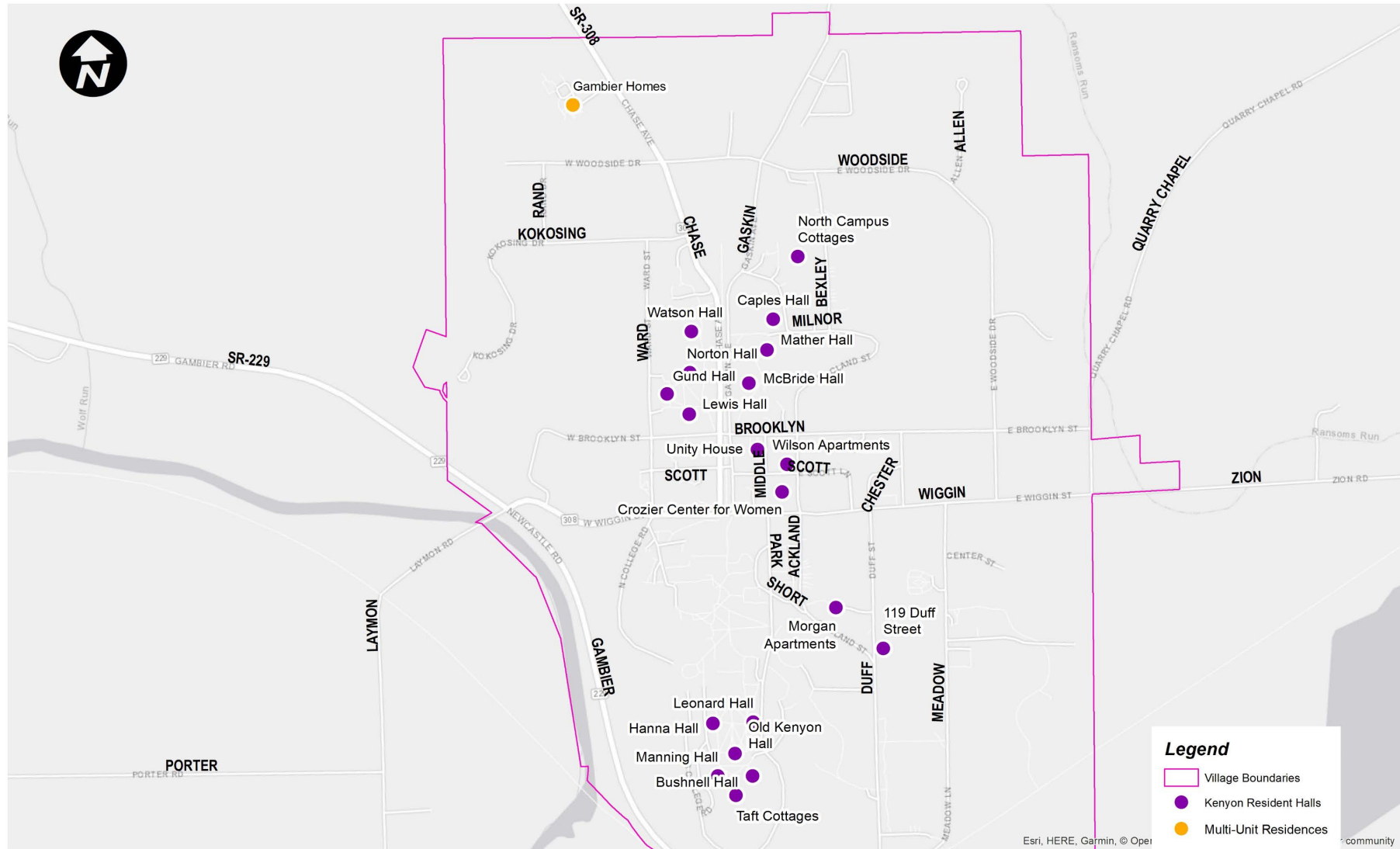
# MARKET ANALYSIS

## KENYON COLLEGE HOUSING OPTIONS

- » 12 traditional style residence halls (singles, doubles, triples, est. 1,200 beds)
- » 7 different apartment style areas (117 apartments total)
- » 6 different programmatic houses
- » 1 farm
- » Approximately 1,800 beds
- » May consider renovating dorms, but no new units planned
- » Students required to live on campus.
- » Most housing is located on or within a few blocks of campus

# MARKET ANALYSIS

## MULTI-UNIT HOUSING



0 0.2 0.4 0.8 1.2 1.6 Miles



# MARKET ANALYSIS

## HOUSING OCCUPANCY

### Housing Units by Occupancy Status and Tenure

	Census 2010		2019 Estimate		2024 Projection	
Gambier	Number	%	Number	%	Number	%
Total Housing Units	375		384		393	
Occupied	343	91.47%	352	91.67%	360	91.60%
Owner	173	46.13%	157	40.89%	166	42.24%
Renter	170	45.33%	195	50.78%	194	49.36%
Vacant	32	8.53%	32	8.33%	34	8.65%

# MARKET ANALYSIS

## FOR-SALE HOMES – JULY 2019

	Homes For-Sale	Price (average)	Square Feet (average)	Number of Bedrooms (average)	Number of Bathroom (average)	Days on Market (average)	Price per Square Foot (average)
<b>Gambier</b>	<b>6</b>	<b>\$258,983</b>	<b>1,819</b>	<b>3.33</b>	<b>2.00</b>	<b>141</b>	<b>\$143.22</b>
Centerburg	3	\$207,652	2,470	3.50	2.33	33	\$89.06
Danville	3	\$89,133	1,968	3.67	2.00	123	\$47.89
Fredericktown	28	\$216,329	1,787	3.45	1.85	97	\$124.66



# MARKET ANALYSIS

## FOR-SALE HOMES – JULY 2019



# MARKET ANALYSIS

## HOUSING DEMAND

Knox County For Sale Housing Demand 5-Year Projection	
2019 Owner-Occupied Housing Units	16,023
2024 Owner-Occupied Housing Units	16,642
For-Sale Units Needed for Balanced Market (98.5% Occupied)	16,896
- Existing Occupied For-Sale Product (2019 Households)	16,023
- Existing Vacant Units For Sale	130
+ Units Needed to Replace 1% of For-Sale Housing Stock Due to Age	162
<b>= Total New Units Needed Over Next 5 Years</b>	<b>905</b>



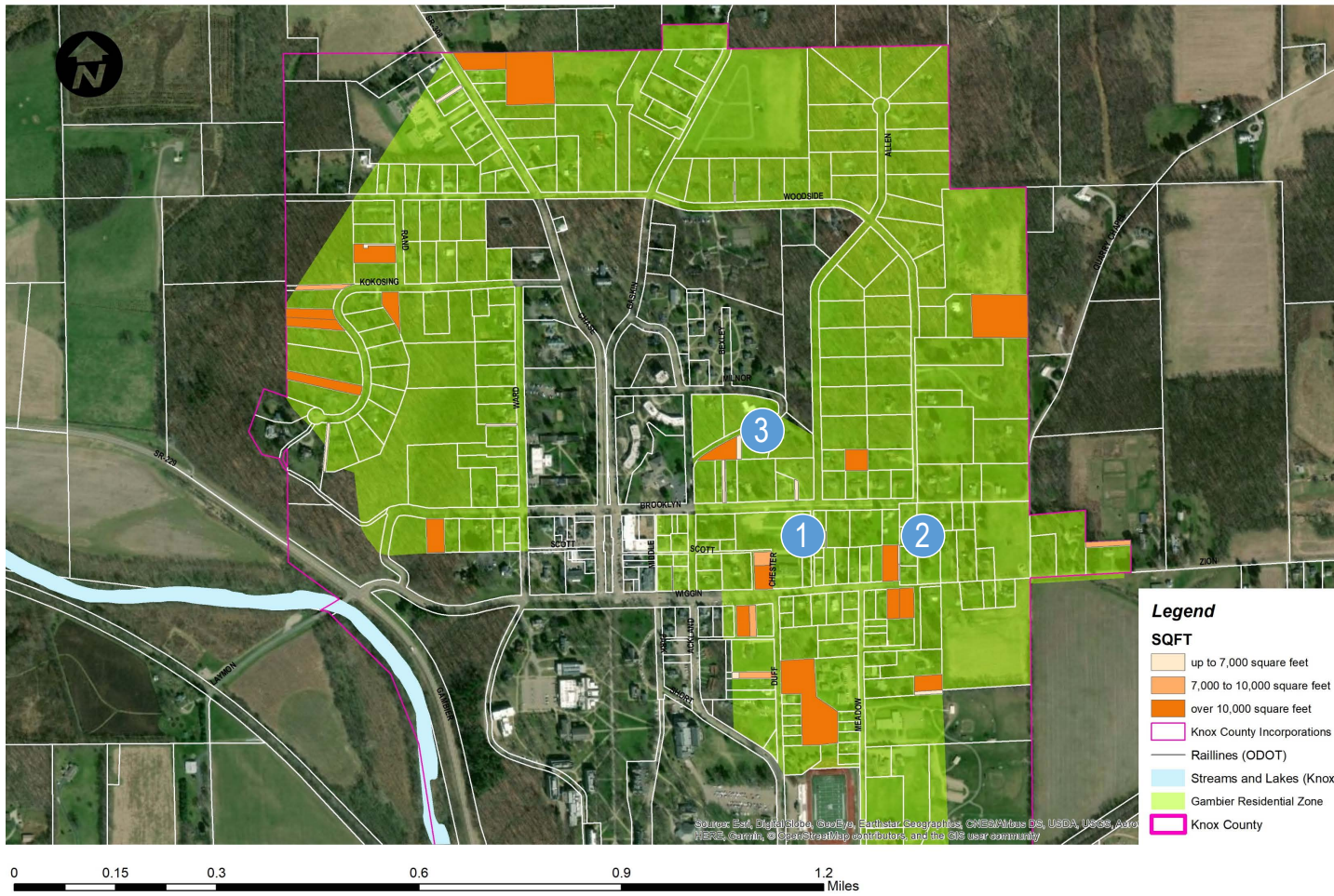
# MARKET ANALYSIS

## SINGLE-FAMILY RESIDENTIAL BUILD-OUT CAPACITY

- Residential Zoning Regulations: 7,000 sq ft min lot size (equivalent to approximately 6 Dwelling-Units per Acre)
- 18 Undeveloped Residential Parcels Totaling 10.9 Acres
- Maximum of 65 Buildable Single-Family Units under current zoning

# MARKET ANALYSIS

## VACANT LAND ANALYSIS



**1** Intersection of Wiggins and Scott Lane. Vacant opportunity. Elementary School uses part for access. Combine with adjacent lot to the north.



**2** Vacant lot(s) on Wiggins near Woodside. May be able to use the drainage channel & massing of surrounding to advantage

**3** Triangular shaped lot on Acland near residence halls and single family.



# MARKET ANALYSIS

## RENTAL HOUSING DEMAND

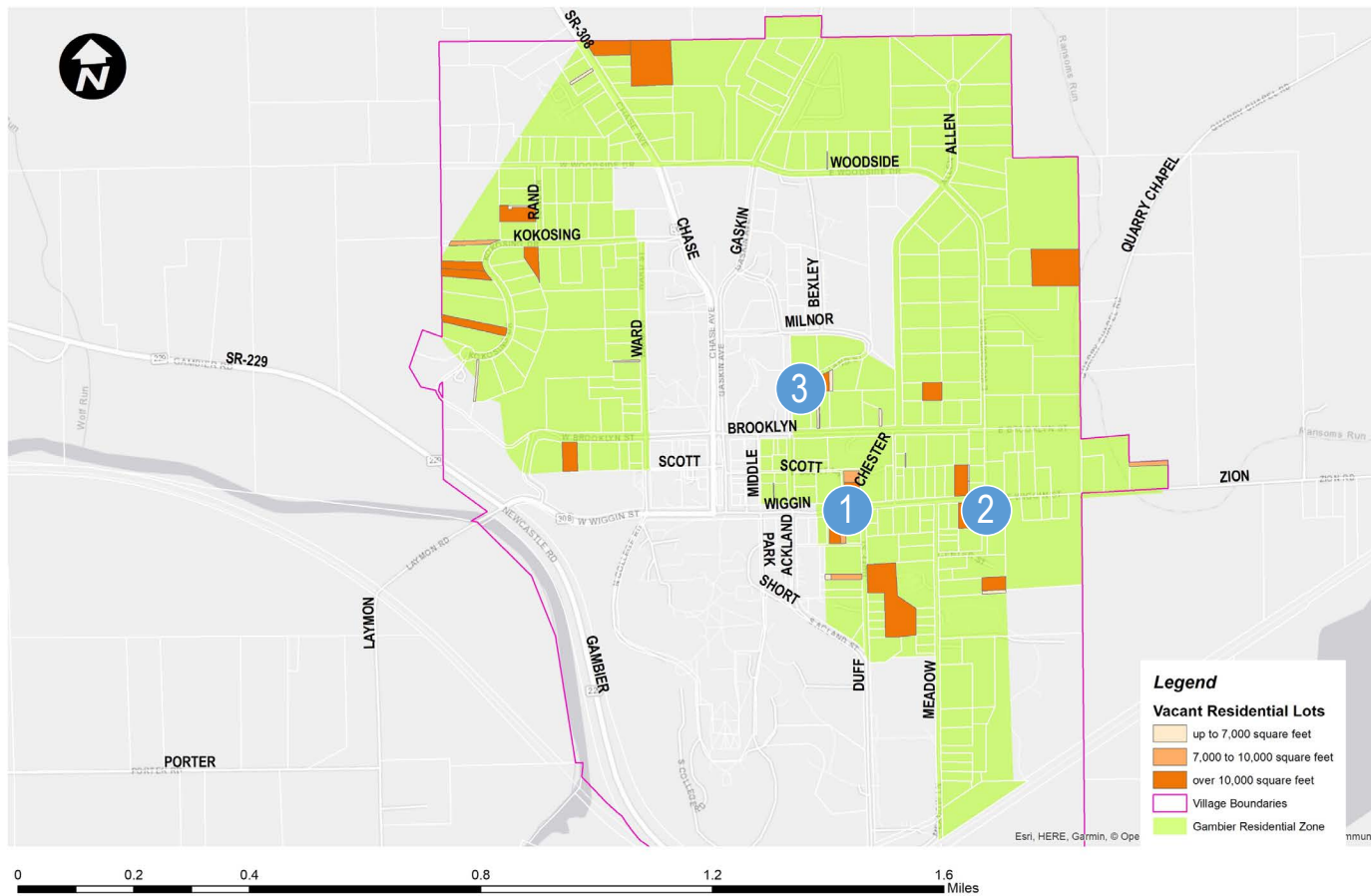
Knox County Rental Housing Demand 5-Year Projection	
Income Range	All Incomes
2019 Renter-Occupied Housing Units	7,974
2024 Renter-Occupied Housing Units	7,945
Rental Units Needed for Balanced Market (95% Occupied)	8,363
- Existing Occupied Rental Product (2019 Households)	7,974
- Existing Vacant Units For Rent	265
- Planned & Proposed Units	16
+ Units Needed to Replace Obsolete Rental Housing Stock	199
<b>= Total Units Needed Over 5 Years</b>	<b>323</b>

# MARKET ANALYSIS

## MULTI-FAMILY BUILD-OUT CAPACITY

- 10,000 square foot minimum lot size
- Add Secondary Dwelling to any Single Family Lot
  - » Max of 2 accessory buildings per lot, 1 secondary dwelling: 600-900 sq feet
  - » Required yards
  - » Street Access
  - » Required parking
- Larger lots that are close to center of village between Brooklyn and Wiggins, east of Chase are relatively flat (see vacant/residential map)
  - » Max building height
  - » Conformity to existing surrounding structures required

# MARKET ANALYSIS



**1** Intersection of Wiggins and Scott Lane. Vacant opportunity. Elementary School uses part for access. Combine with adjacent lot to the north.



**2** Vacant lot(s) on Wiggins near Woodside. May be able to use the drainage channel & massing of surrounding to advantage

**3** Triangular shaped lot on Ackland near residence halls and single family.



# MARKET ANALYSIS

## KNOX COUNTY SENIOR LIVING DEMAND

Base Monthly Rate	Support (Income Qualified Households)	X 10.0% Capture Rate	/80% (20% Support From Outside Market Area)	Competitive Units	Net Support
Independent \$1,385	1,681 + 1,219 = 2,900	290	363	12	351
Congregate (Low) \$2,200	1,376 + 918 = 2,294	229	287	41	246
Congregate (High) \$2,650	1,230 + 765 = 1,995	200	249	41	208
Assisted (Low) \$3,111	1,868 + 659 = 2,527	253	316	187	129
Assisted (High) \$4,472	1,699 + 383 = 2,082	208	260	187	73
Nursing \$218	1,516 + 190 = 1,706	171	213	480	-267

# MARKET ANALYSIS

## UNMET RETAIL DEMAND

Industry Type	Gambier Retail Gap	Knox County Retail Gap	Mt Vernon Retail Gap	Est. Annual Sales Volume Per SF
Grocery Stores	\$1,720,151	\$93,849,016	\$21,601,047	\$1,078
Other General Merchandise Stores	\$674,443	\$20,335,179	\$417,803	N/A
Other Motor Vehicle Dealers	\$247,540	\$1,047,731	\$3,621,865	\$3,161
Specialty Food Stores	\$132,583	\$4,289,672	\$1,120,511	331
Jewelry, Luggage & Leather Goods Stores	\$131,182	\$4,852,844	\$819,471	381
Home Furnishings Stores	\$127,254	\$4,165,137	\$1,420,902	305
Electronic Shopping & Mail-Order Houses	\$123,482	\$6,485,499	\$1,670,330	N/A
Beer, Wine & Liquor Stores	\$104,181	\$3,168,690	\$690,413	878
Lawn & Garden Equip & Supply Stores	\$57,480	\$404,403	\$653,179	462
Drinking Places - Alcoholic Beverages	\$54,096	\$1,508,935	\$179,403	113

# MARKET ANALYSIS

## COMMERCIAL RENTS - KNOX/LICKING COUNTY

	ANNUAL RENT/SF LOW	ANNUAL RENT/SF HIGH	ANNUAL RENT/SF MEDIAN	AVG YEAR BUILT
RETAIL	\$7	\$19.50	\$13	1980
OFFICE	\$8	\$22.00	\$12	1983



# MARKET ANALYSIS

## RECOMMENDATIONS

- Senior and Intergenerational Living Options
- Encourage and Promote Various Lodging Options, Bed and Breakfasts, AirBnB, etc
- Specialty Food Shop/Market Located Near Trail
- New Development should allow for a mix of housing options and densities

# MARKET ANALYSIS

## SENIOR LIVING EXAMPLES

### Kendal at Oberlin

- » Located within one mile of Oberlin College and near Cleveland, Ohio, we are a nonprofit life plan community that offers a wellness-focused, resident-driven lifestyle for independent living. When needed, Kendal's Stephens Care Center provides person-centered care for memory support, assisted living and nursing care.
- » 3 basic options : renovated classic cottages, newer cottages, apartments
- » 289 Total Beds
- » 98.7% Occupied
- » Intergenerational living; life long learning; arts-culture

# MARKET ANALYSIS

## SENIOR LIVING EXAMPLES



KENDAL AT OBERLIN



# MARKET ANALYSIS

## KENDAL AT HANOVER (MASSACHUSETTS)

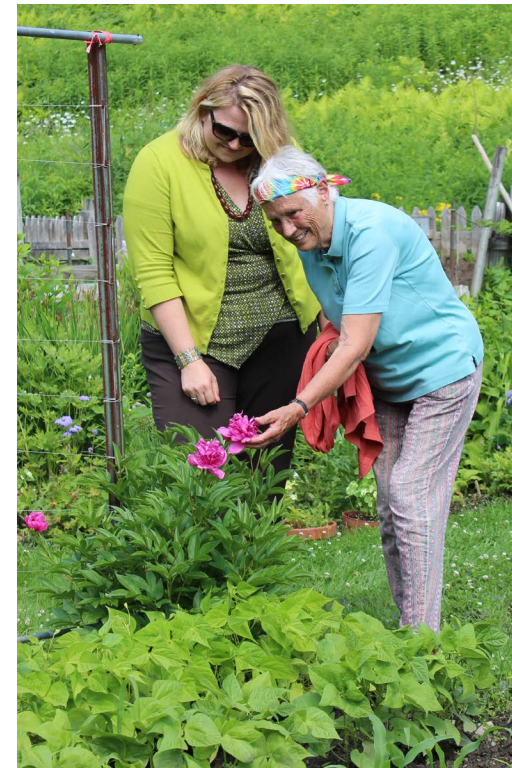
9 floor plans, studio to large two bed





# MARKET ANALYSIS

## KENDAL AT HANOVER (MASSACHUSETTS)





# MARKET ANALYSIS

## DEVELOPMENT OPPORTUNITY

- » Village Owned Property
- » 10.9 Acre Site
- » Roughly 300 Feet from Trail Entrance
- » Potential for General Store/Bike Shop
- » Potential to add Village/Trail Signage along Newcastle Road
- » Gateway from the south





# MARKET ANALYSIS

## DEVELOPMENT OPPORTUNITY

### Derailleurs Bike Shop and Café (Butler, PA)

- » Located on the Butler-Freeport Community Trail
- » Opened July 2014
- » Sells coffee, pre-packaged, and trail accessories and apparel







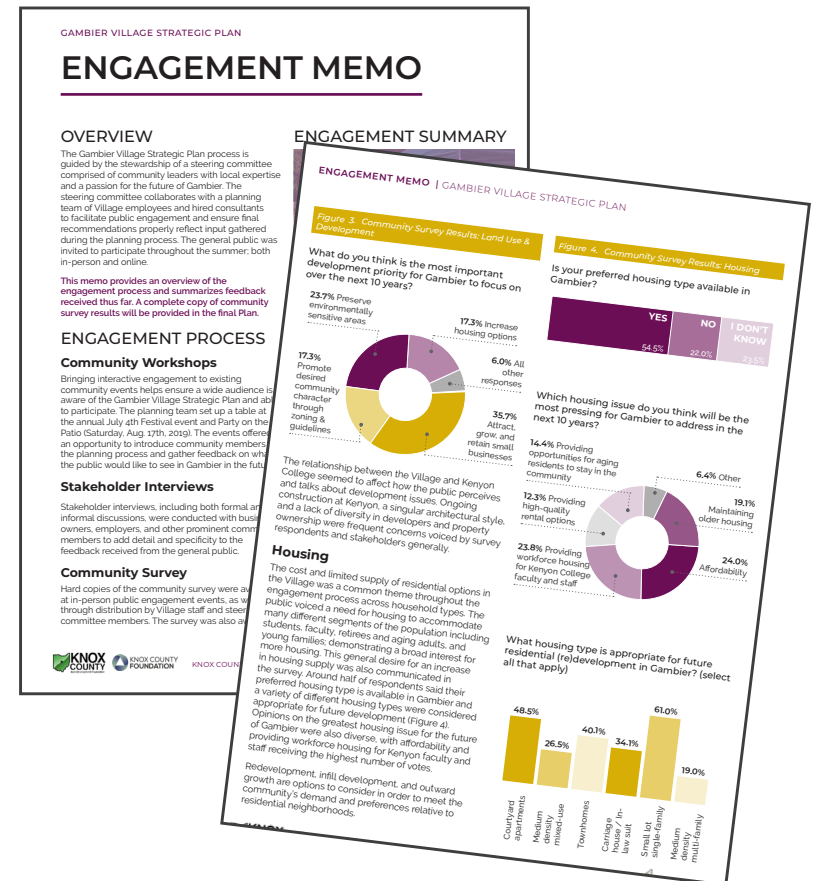
# PUBLIC ENGAGEMENT SUMMARY



# PUBLIC ENGAGEMENT SUMMARY

## MEMO KEY TAKEAWAYS

- Prioritize Downtown improvements
- Improve connectivity to the region
- Ensure collaborative, symbiotic relationship between the Village and Kenyon College
- Expand housing options
- Support small businesses

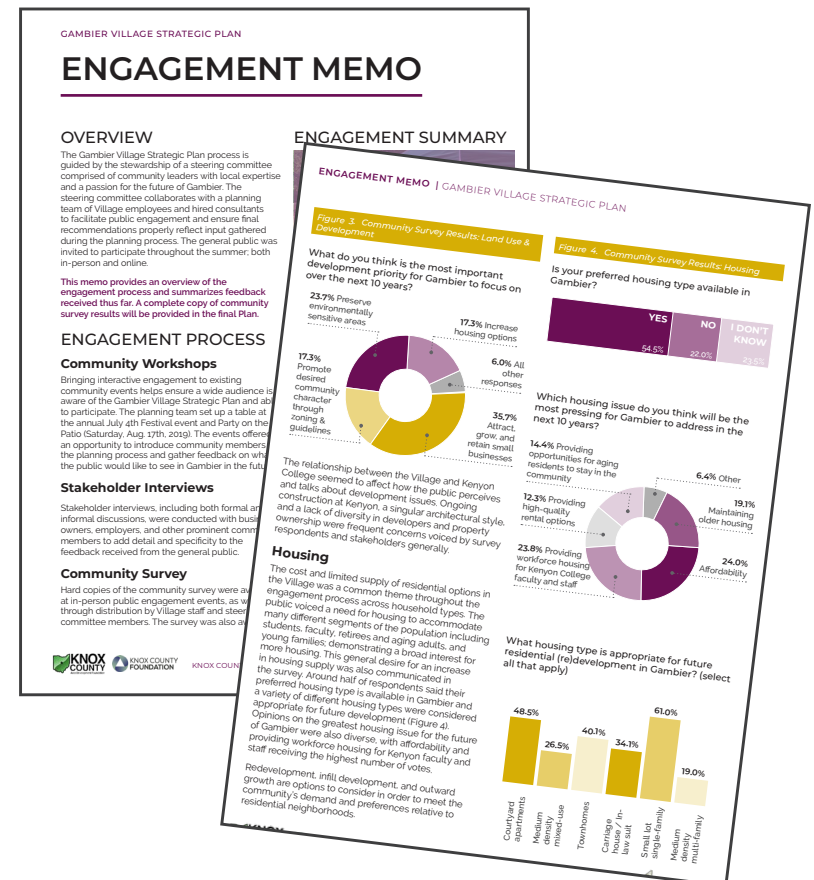




# PUBLIC ENGAGEMENT SUMMARY

## MEMO KEY TAKEAWAYS CONT'D.

- Enhance entertainment, dining, & retail options
- Diversify architectural style
- Preserve historical charm & natural beauty
- Increase safety
- Expand tourism
- Improve the quality of utilities





# Q & A



A photograph of a stone archway in a park-like setting. The archway is made of large, rectangular stone blocks and is flanked by two smaller stone pillars. A gravel path leads through the archway into a lush green area with many trees. The text "STRATEGY PRIORITIZATION" is overlaid in white, bold, sans-serif font in the center of the image.

# STRATEGY PRIORITIZATION



# STRATEGY PRIORITIZATION

*Broad View*

*Specific*



*Long Term*

*Short Term*

# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT

Support a vibrant mix of land uses which respect environmental restraints, promote a high quality of life, and plan for long-term growth.

### STRATEGY 1

Explore opportunities to expand Gambier's boundary.

### STRATEGY 2

Collaborate with local partners to identify parcels positioned for acquisition and/or redevelopment.

### STRATEGY 3

Transform underutilized properties.

### STRATEGY 4

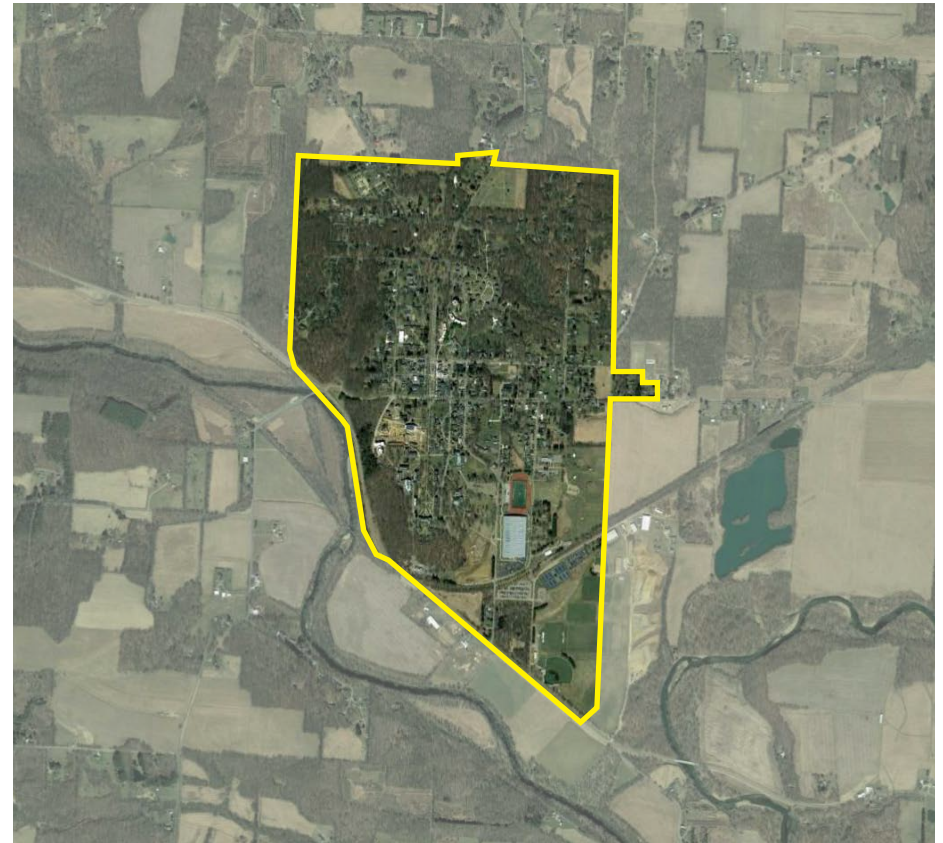
Support attraction, retention, and expansion of small businesses.

# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT

### PRIORITY STRATEGY

Explore opportunities to expand Gambier's boundary.





# STRATEGY PRIORITIZATION

## HOUSING & NEIGHBORHOODS

Preserve existing neighborhoods while increasing opportunities for diverse housing options within the Village and conservation development on future residential land.

### STRATEGY 1

Identify outlying land appropriate for future residential development.

### STRATEGY 2

Increase and diversify the housing stock.

### STRATEGY 3

Create a strategy for addressing short-term rental properties.

### STRATEGY 4

Preserve the historic and natural beauty of residential communities.

# STRATEGY PRIORITIZATION

## HOUSING & NEIGHBORHOODS

### PRIORITY STRATEGY

Increase and diversify  
the housing stock.





# STRATEGY PRIORITIZATION

## MOBILITY & INFRASTRUCTURE

Strengthen the built environment to safely and efficiently move people, goods, and services within the Village and to regional destinations.

### STRATEGY 1

---

Improve multi-modal access to, from, and within the Village.

### STRATEGY 2

---

Increase connectivity to regional communities and attractions.

### STRATEGY 3

---

Prepare Village services and utilities for future growth.

# STRATEGY PRIORITIZATION

## MOBILITY & INFRASTRUCTURE

### PRIORITY STRATEGY

Improve multi-modal access to, from, and within the Village.



# STRATEGY PRIORITIZATION

## PARKS & RECREATION

Preserve, enhance, and market Gambier's natural resources, parks and trails as vital community assets.

### STRATEGY 1

Connect the Kokosing Gap Trail to Downtown Gambier.

### STRATEGY 2

Collaborate with partners to increase community events and programming in Gambier year-round.

### STRATEGY 3

Strengthen recreation amenities for children.

### STRATEGY 4

Protect and enhance public and open spaces throughout the Village.



# STRATEGY PRIORITIZATION

## PARKS & RECREATION

### PRIORITY STRATEGY

Connect the Kokosing Gap Trail to Downtown Gambier.



# STRATEGY PRIORITIZATION

## COMMUNITY IMAGE & BRAND

Promote an identity which encourages collaboration, fosters community spirit, and capitalizes on Gambier's historic and environmental strengths.

### STRATEGY 1

Promote recreational and cultural tourism.

### STRATEGY 2

Install a gateway feature to celebrate Gambier's identity and welcome visitors.

### STRATEGY 3

Increase opportunities for Kenyon students to engage with Village residents.

### STRATEGY 4

Create a Village marketing plan.

# STRATEGY PRIORITIZATION

## COMMUNITY IMAGE & BRAND

### PRIORITY STRATEGY

Promote recreational and cultural tourism.





# NEXT STEPS

- » Public Hearing / Open House
- » Draft Plan Review