

# CENTERBURG VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION  
STEERING COMMITTEE MEETING #4 | OCT 16, 2019

# AGENDA

STEERING COMMITTEE MEETING #4

OCTOBER 16, 2019

## 1. STEERING COMMITTEE # 3 REVIEW

## 2. PUBLIC ENGAGEMENT MEMO

## 3. STRATEGY PRIORITIZATION / MARKET ANALYSIS RESULTS

- Land Use & Development
- Housing & Neighborhoods
- Parks & Recreation\*
- Mobility & Infrastructure\*
- Community Image & Brand\*

## 4. NEXT STEPS

*\*time permitting*



# STEERING COMMITTEE #3 REVIEW

# STEERING COMMITTEE #3 REVIEW

## ZONING

Centerburg Zoning Code:

### Key Take Aways:

- Many districts, regulations could be discouraging redevelopment
- Certain uses not allowed (i.e. Residential in Village Center District, Business in R-2)
- Too many decisions determined case by case by Staff & Planning Commission



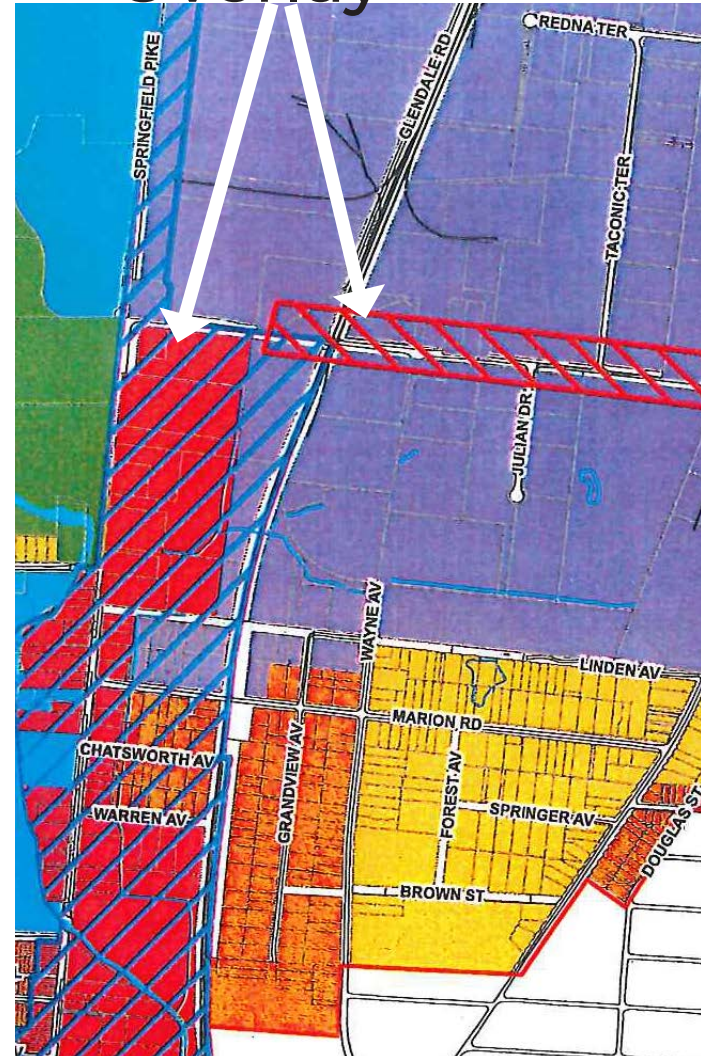
# STEERING COMMITTEE #3 REVIEW

## ZONING

### 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



# STEERING COMMITTEE #3 REVIEW

## PRELIMINARY MARKET ANALYSIS

- Downtown has plenty of character and the scale makes it very walkable
- The business owners and employees take pride in their community and gave excellent feedback
- Very little signage/ banners downtown promoting the village or events
- Little to no connection to the Heart of Ohio Trail
- Lack of nightlife and recreation options for kids and adults
- Parking was the greatest concern for many of the downtown businesses



# PUBLIC ENGAGEMENT MEMO

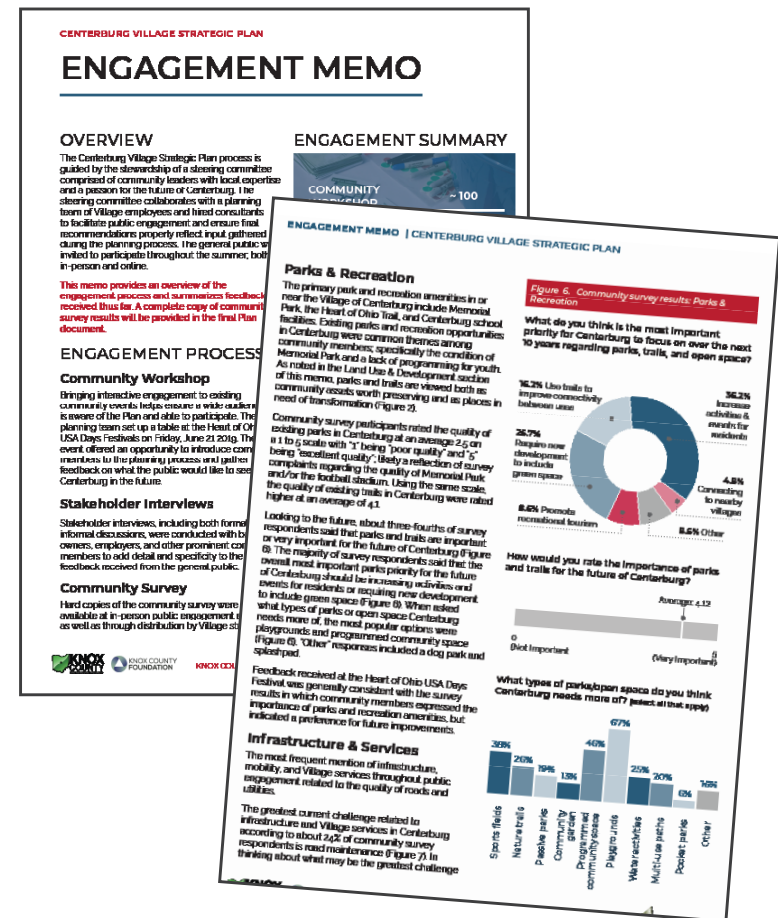
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# PUBLIC ENGAGEMENT MEMO

## KEY TAKEAWAYS

- Downtown redevelopment
  - » more businesses, facade and streetscape improvements
- More community events and activities (esp. for youth)
- Parks & recreation = mediocre satisfaction, but high importance
- Improvements to Memorial Park & cooperation w/ Twp.





# PUBLIC ENGAGEMENT MEMO

## KEY TAKEAWAYS CONT'D.

- Enhanced property maintenance and beautification
- More dining and retail options
- Businesses are concerned with parking Downtown.
- Maintaining a rural feel is a priority for the community.
- Concern over impact of future growth on the community's character and infrastructure





# STRATEGY PRIORITIZATION & MARKET ANALYSIS

# STRATEGY PRIORITIZATION

## THE FRAMEWORK

*Broad View*

*Specific*



*Long Term*

*Short Term*

# MARKET ANALYSIS

## OVERVIEW

### **STRENGTHS**

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- » Proximity to Columbus Metro
- » Walkable Downtown
- » Character of Downtown
- » Heart of Ohio Trail
- » Well Educated Population
- » Relatively High Median Household Income

### **WEAKNESSES**

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- » Signage to Heart of Ohio Trail
- » Walkability and Access (State Route 36 near the High School)
- » Lack of Entertainment Options
- » Lack of Branding

### **OPPORTUNITIES**

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- » Heart of Ohio Trail/Eco-Tourism
- » Senior Living Demand
- » Branding Potential Downtown
- » Hartford Avenue
- » Recreation Opportunities

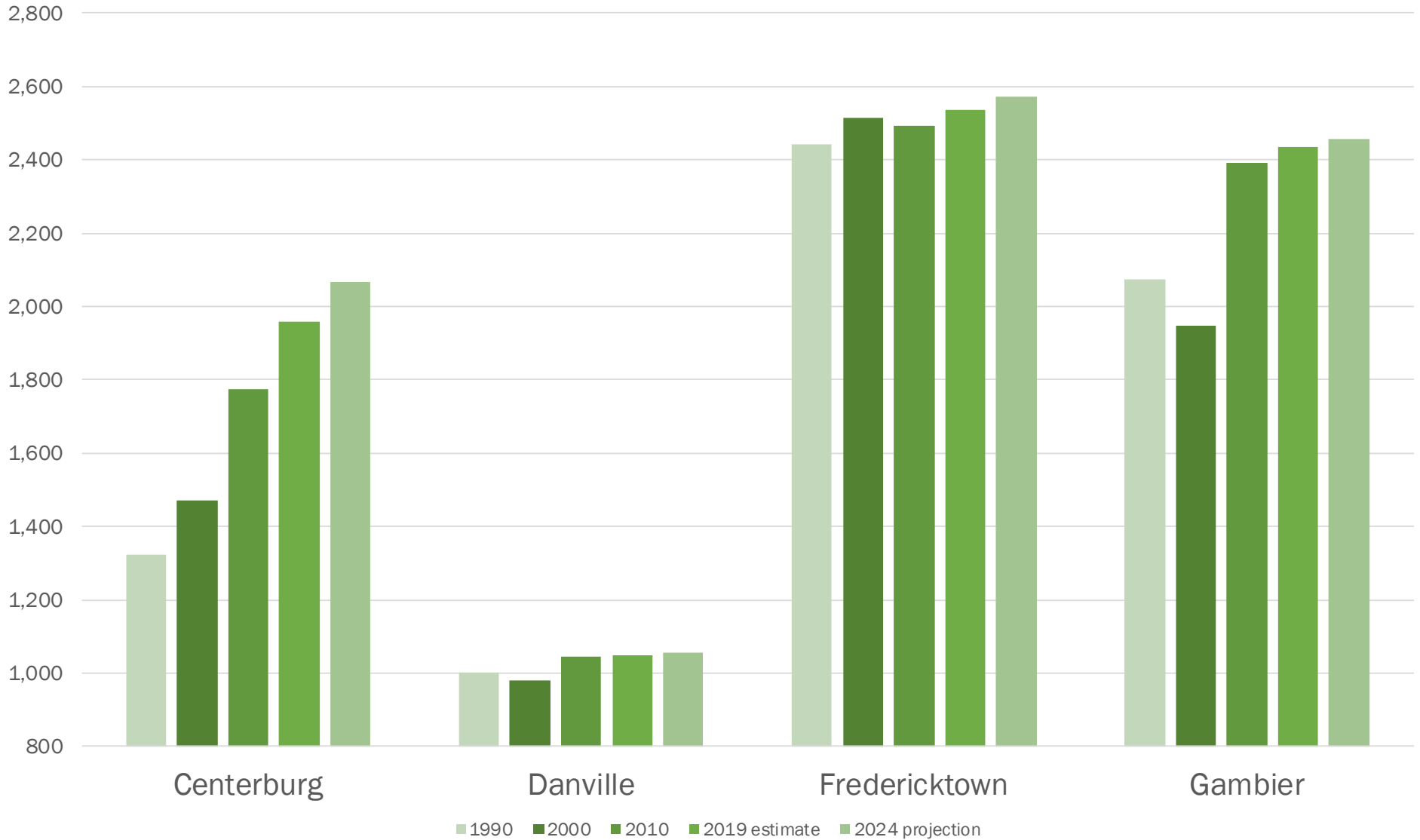


# MARKET ANALYSIS

## OVERVIEW

Population boom from 1990 to 2019, but growth is projected to slow

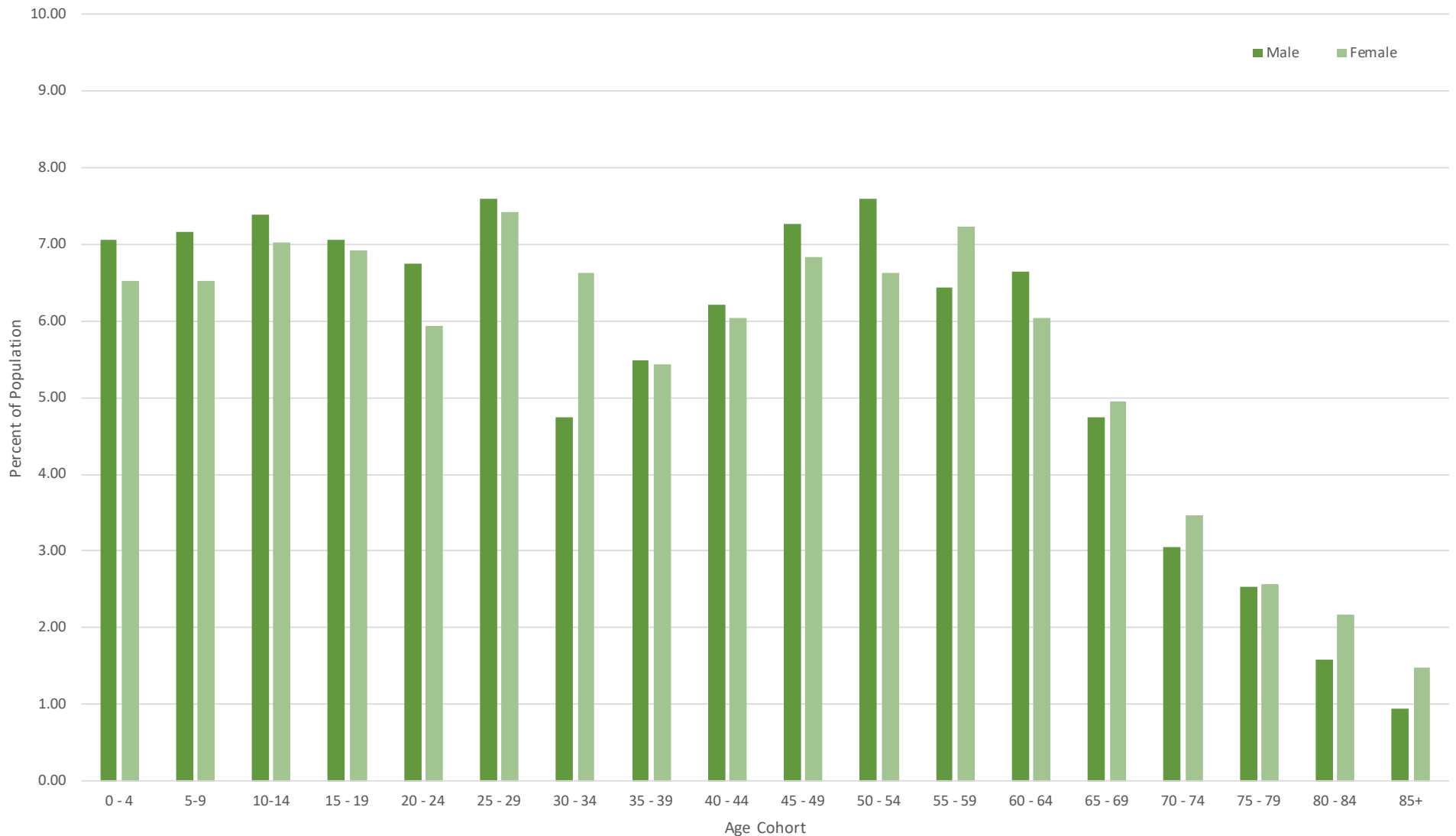
Population Summary



# MARKET ANALYSIS

## OVERVIEW

Median Age for  
Centerburg is  
37.6 in 2019



# MARKET ANALYSIS

## OVERVIEW

**Centerburg is growing faster than the other Villages in Knox County**

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
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Population Summary						
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	1,448	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
Workers	1,036	504	1,412	1,637	13,874	24,998
Residents	903	518	1,413	1,294	9,649	33,150



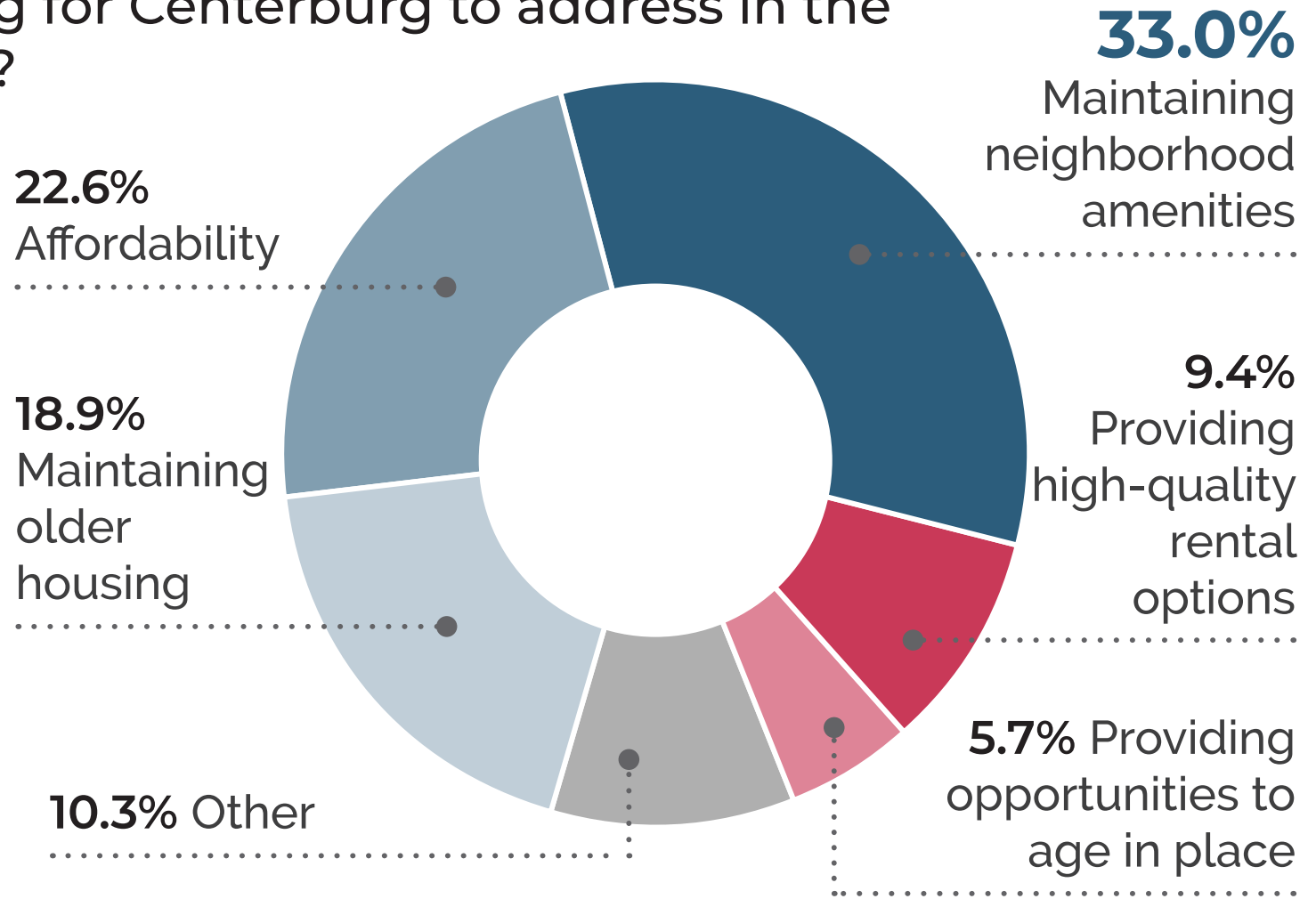
# HOUSING & NEIGHBORHOODS



# PUBLIC ENGAGEMENT

## HOUSING

Which housing issue do you think will be the most pressing for Centerburg to address in the next 10 years?

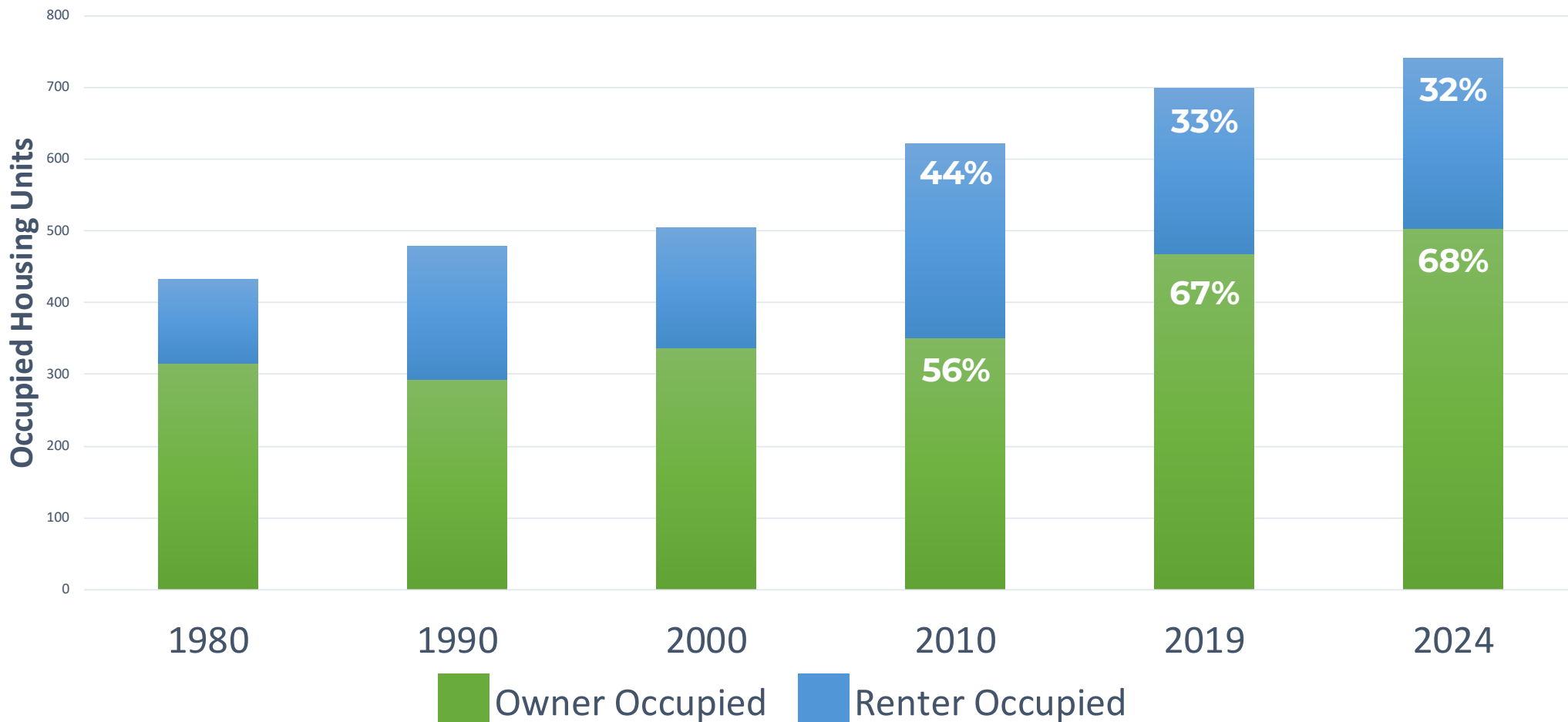


# MARKET ANALYSIS

## HOUSING

Housing is increasingly  
Owner Occupied

Centerburg  
Housing Units by Tenure  
1980 to 2024



# MARKET ANALYSIS

## HOUSING

### **RENTAL MARKET KEY FINDINGS**

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- Limited data on apartments in Knox County
  - » various sources including Apartments.com and property managers
  - » properties were mostly affordable and did not have any vacancies
- Market-rate rental housing:
  - » Centerburg Court apartment community
  - » townhome style products along Poplar Alley
- A one-bedroom apartment rents for around \$500 to \$550 according to:
  - » property owner
  - » ACS data estimates

# MARKET ANALYSIS

## HOUSING

### **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
= Total Units Needed Over 5 Years	323



# MARKET ANALYSIS

## HOUSING

Sales Price is relatively level;  
Year Built is aging

### EXISTING HOME SALES, 10-YEAR TREND

Year	Number of Sales	Average Sales Value	Average Year Built
2019	15	\$158,597	1943
2018	16	\$168,196	1950
2017	16	\$136,302	1952
2016	15	\$158,689	1954
2015	27	\$146,813	1933
2014	12	\$124,333	1943
2013	5	\$133,210	1971
2012	5	\$127,540	1969
2011	7	\$89,071	1923
2010	3	\$135,900	1953
2009	7	\$122,571	1950

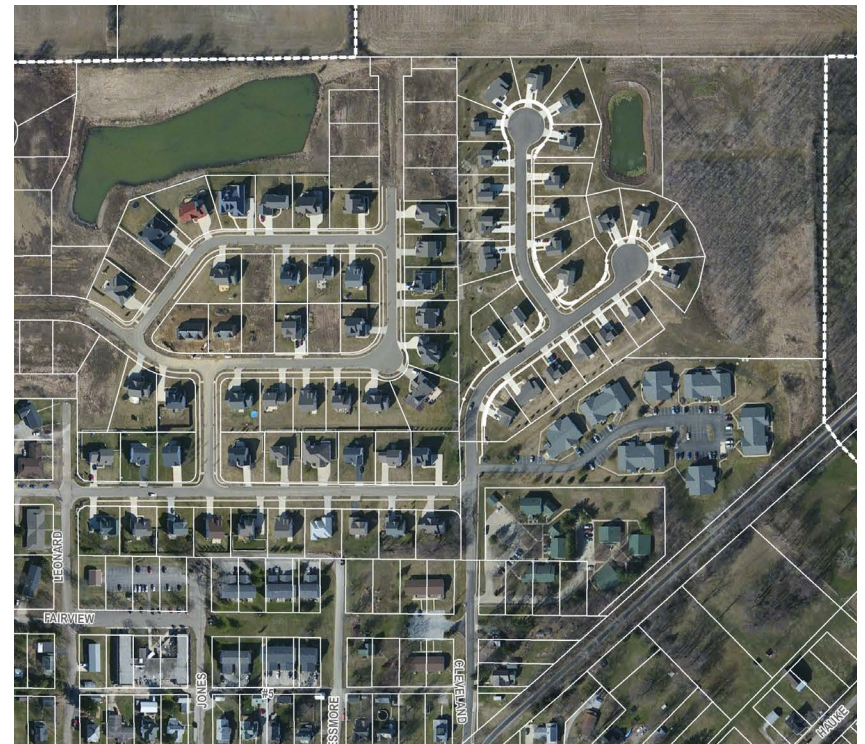
# MARKET ANALYSIS

## HOUSING

10 homes in last 10 years

### DISCUSSION: CENTERBURG MEADOWS

- 75 lots
  - » First homes built in 2003
  - » Paused construction in 2009
  - » Renewed home building activity in 2017
- Based on assessor sales data, 17 lots are still available.
- Homes sold in Centerburg Meadows average \$244,000 in 2019



# MARKET ANALYSIS

## HOUSING

Oldest and Largest Homes  
on Average Compared  
to Other Villages

### FOR-SALE HOMES – OCTOBER 2019

	count	Price (average)	Square Feet (average)	Number of Bedrooms (average)	Number of Bathroom (average)	Days on Market (average)	Price per Square Foot (average)	Year Built (average)	Acres (average)
Centerburg	2	\$144,450.00	2,128.00	4.00	2.00	62.50	\$71.80	1903	0.15
Danville	2	\$86,500.00	1,992.00	4.00	2.00	197.00	\$46.94	1961	0.24
Fredericktown	7	\$126,300.00	1,499.29	3.29	1.57	48.57	\$87.38	1949	0.35
Gambier	3	\$188,300.00	1,548.00	3.33	2.00	275.33	\$120.42	1969	1.29

Source: Zillow.com. October 2019

# MARKET ANALYSIS

## HOUSING

905 units needed County-wide

### **KNOX COUNTY HOUSING DEMAND**

#### Knox County For Sale Housing Demand 5-Year Projection

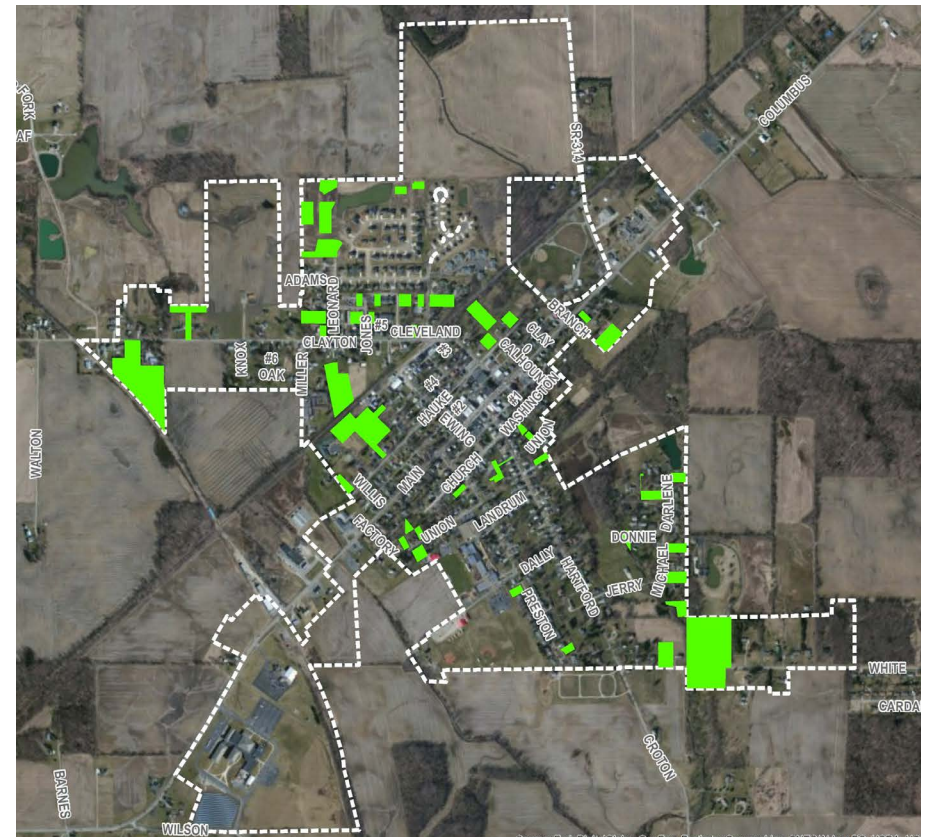
2019 Owner-Occupied Housing Units	16,023
2024 Owner-Occupied Housing Units	16,642
For-Sale Units Needed for Balanced Market (98.5% Occupied)	16,896
- Existing Occupied For-Sale Product (2019 Households)	16,023
- Existing Vacant Units For Sale	130
+ Units Needed to Replace 1% of For-Sale Housing Stock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

# MARKET ANALYSIS

## HOUSING

### CENTERBURG RESIDENTIAL BUILD OUT CAPACITY

- Residential Zoning Regulations:  
8,000sf min lot size  
» (equivalent to approximately  
5 Dwelling-Units per Acre)
- 71 Undeveloped Parcels  
Totaling 38 Acres
- Maximum of 206 Buildable  
Single-Family Units under  
current R-2 zoning
- Current agricultural parcels  
could increase supply



# STRATEGY PRIORITIZATION

## HOUSING & NEIGHBORHOODS

Provide safe, healthy, and affordable housing options for all residents while maintaining Centerburg's Village identity.

### **STRATEGY 1**

Diversify the housing stock.

### **STRATEGY 2**

Strengthen and enforce property maintenance.

### **STRATEGY 3**

Preserve and promote the rural character of residential neighborhoods outside of Downtown and commercial corridors.

### **STRATEGY 4**

Support opportunities for aging in place.



# STRATEGY PRIORITIZATION

## HOUSING & NEIGHBORHOODS

### **PRIORITY STRATEGY**

#### Diversify the housing stock

- » Increase rental options
- » Continue to support aging in place with senior living & age-restricted options
- » Prepare greenfield sites with desired zoning changes







# LAND USE & DEVELOPMENT

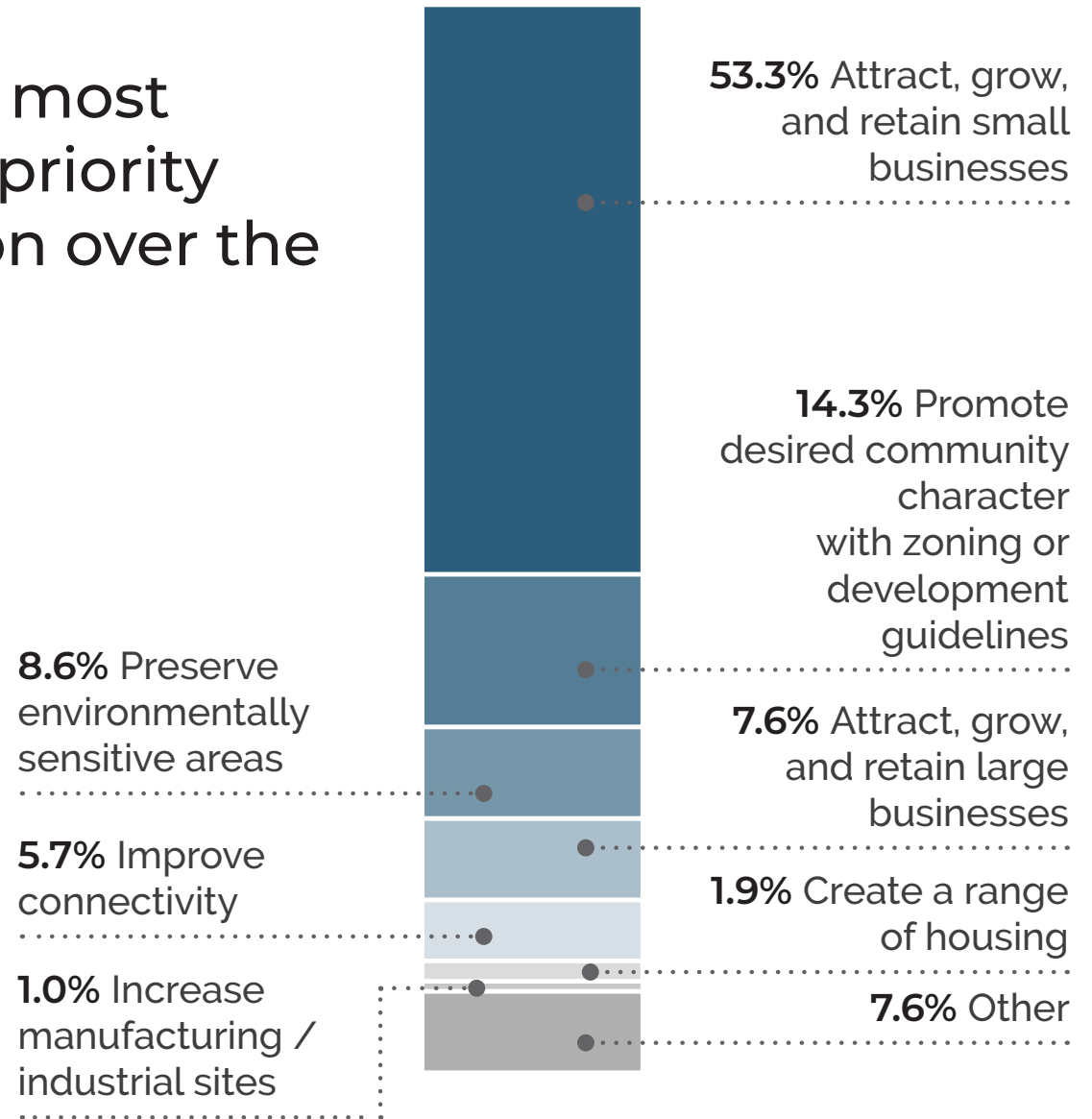
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# PUBLIC ENGAGEMENT

## LAND USE & DEVELOPMENT

What do you think is the most important development priority for Centerburg to focus on over the next 10 years?



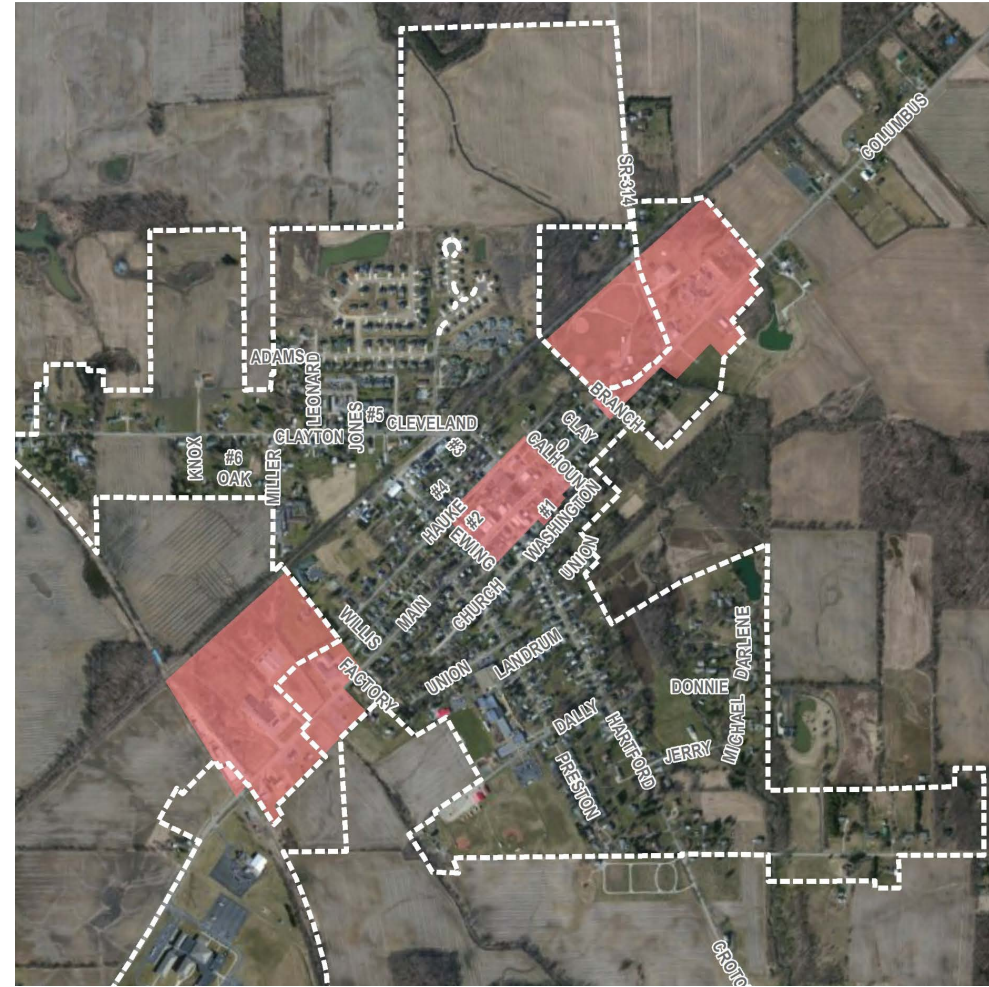


# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### 3 COMMERCIAL ZONES

- Downtown
- Columbus Road - SW
- Columbus Road - NE

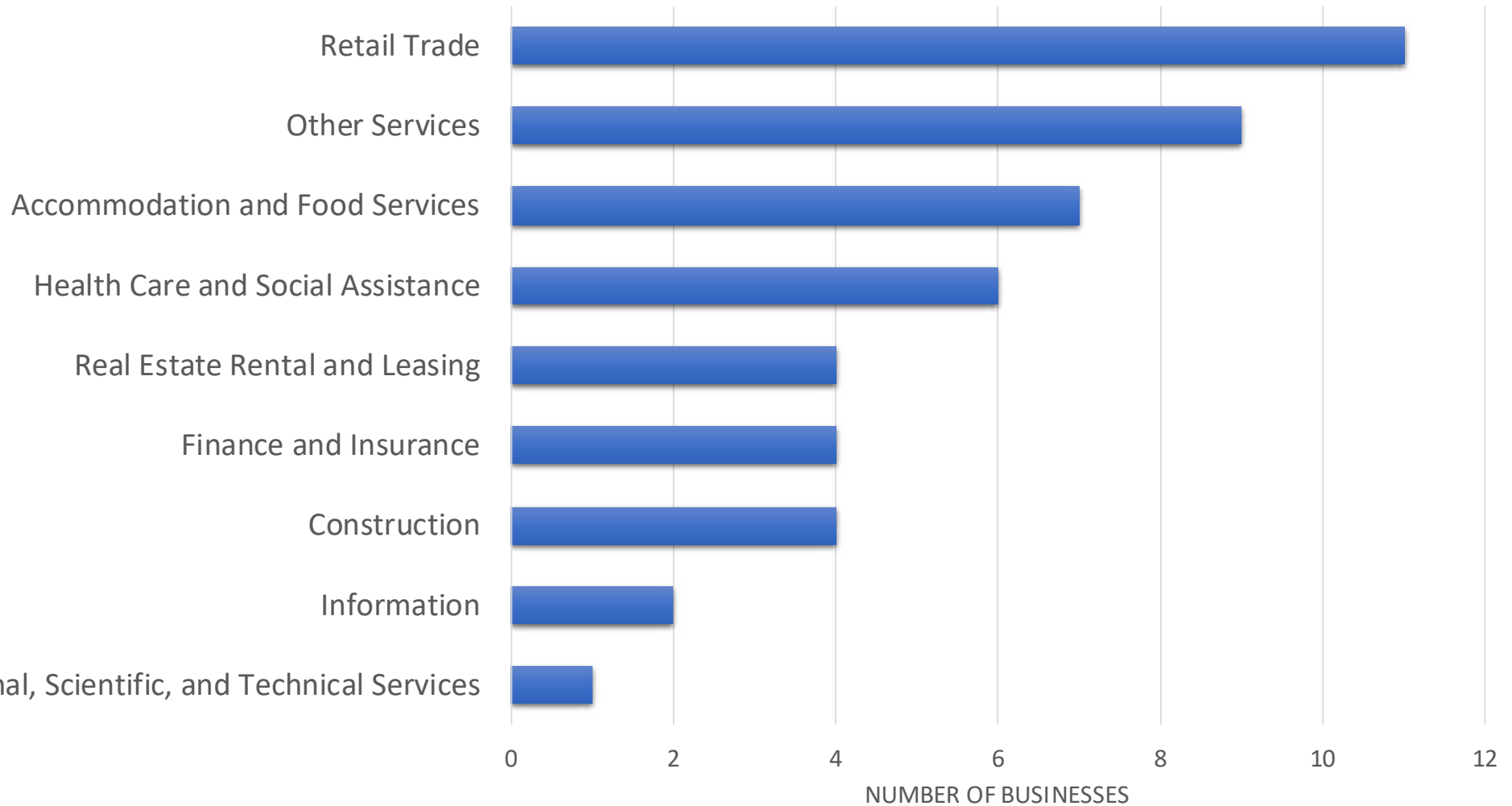


COMMERCIAL ZONE	COMMERCIAL SQ FT	VACANT SQ FT	VACANT %	UNDEVELOPED ACREAGE
Downtown	77,335	9,781	12.6%	0
Southwest Columbus Road	42,291	0	0.0%	8.9
Northeast Columbus Road	8,710	0	0.0%	5.4

# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### CENTERBURG AREA BUSINESSES BY TYPE



# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

Business Type	Demand	Supply	Retail Gap
Automobile Dealers	\$4,182,448	\$0	\$4,182,448
Grocery Stores	\$3,652,644	\$829,002	\$2,823,642
Department Stores	\$2,758,858	\$0	\$2,758,858
Gasoline Stations	\$2,687,724	\$3,529,016	(\$841,292)
Restaurants/Other Eating Places	\$2,381,502	\$1,553,471	\$828,031
Health & Personal Care Stores	\$1,713,844	\$1,870,338	(\$156,494)
Bldg Material & Supplies Dealers	\$1,605,657	\$337,017	\$1,268,640
Other General Merchandise Stores	\$1,197,167	\$781,508	\$415,659
Clothing Stores	\$715,650	\$0	\$715,650
Other Miscellaneous Store Retailers	\$594,851	\$501,368	\$93,483
Auto Parts, Accessories & Tire Stores	\$504,801	\$603,904	(\$99,103)
Other Motor Vehicle Dealers	\$486,473	\$150,519	\$335,954
Sporting Goods/Hobby/Musical Instr Stores	\$443,915	\$842,602	(\$398,687)
Furniture Stores	\$440,030	\$0	\$440,030

# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### **GROCERY & RESTAURANT RETAIL GAP**

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- Excess grocery store demand is met by Kroger in Sunbury (15-minute drive), Johnstown (20-minute drive) and Mt Vernon (20-minute drive). Also a Walmart in Mt Vernon
- Excess restaurant demand is being met by Mt Vernon, Sunbury, Columbus.
- The average restaurant in Knox County generates \$663K in annual sales volume
- Mt Vernon is oversupplied in restaurant sales by \$26.2 million annually
- Knox County is undersupplied in restaurant sales by \$9.9 million annually



# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### COMMERCIAL RENTS - KNOX & LICKING COUNTIES

	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

### CENTERBURG

One business owner with spaces for lease around the village, rents office and restaurant spaces around \$12/ annually.

# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### DOWNTOWN CENTERBURG

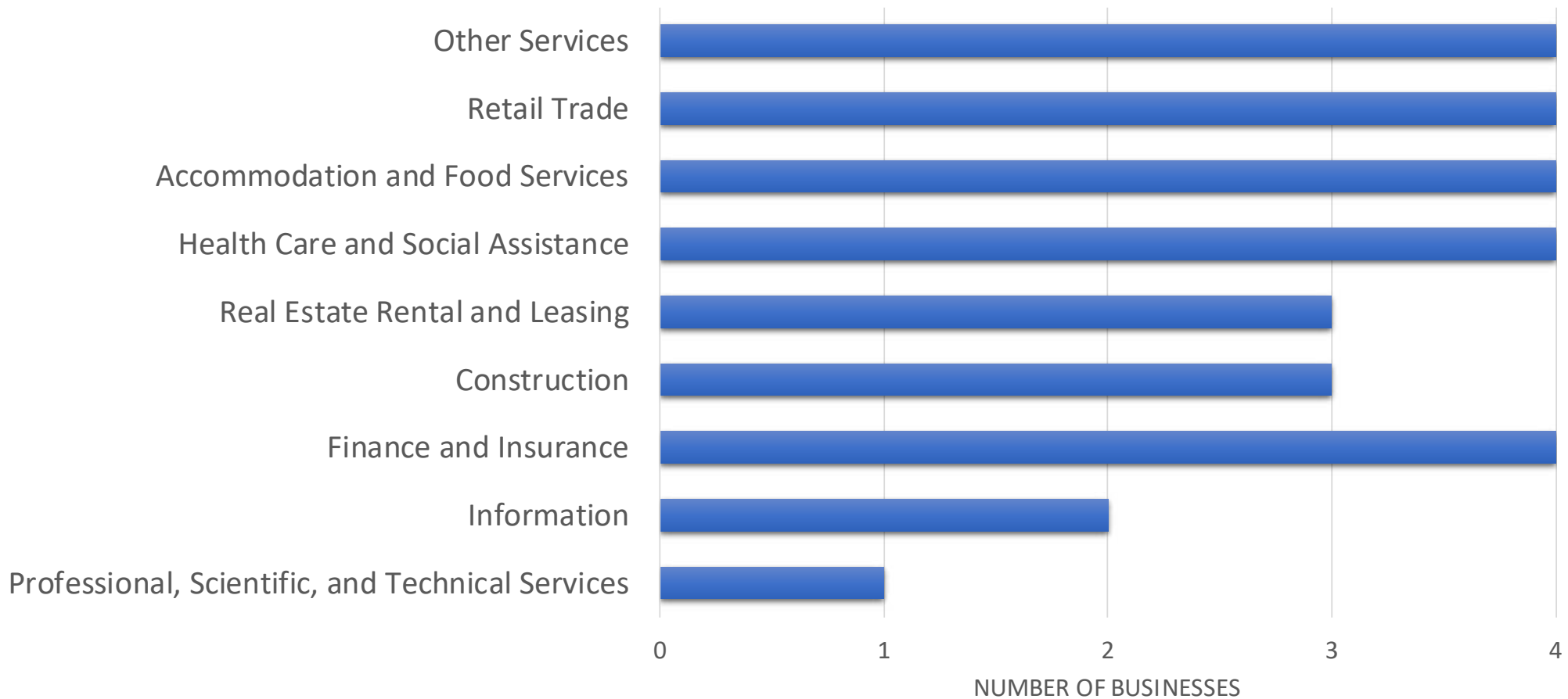


Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### DOWNTOWN BUSINESSES BY TYPE





# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

- Some businesses attract customers from a 25-30 Mile Radius
- Properties located off Main Street suffer from a lack of visibility
- Parking Issues expressed by several business owners with only on-street parking
- Parking Issues could be managed with better enforcement of 2-hour on-street parking limit, signage to public parking
- Extremely Walkable, but Crosswalks Need Improvement



# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

- Downtown Workers Desire more Dining Variety
- 2 restaurants closed within the past few years (Kristi's Bakery, InTown Restaurant)
- 2 restaurants opened within the past year (The Burg, Midway 1834 Village Tavern)

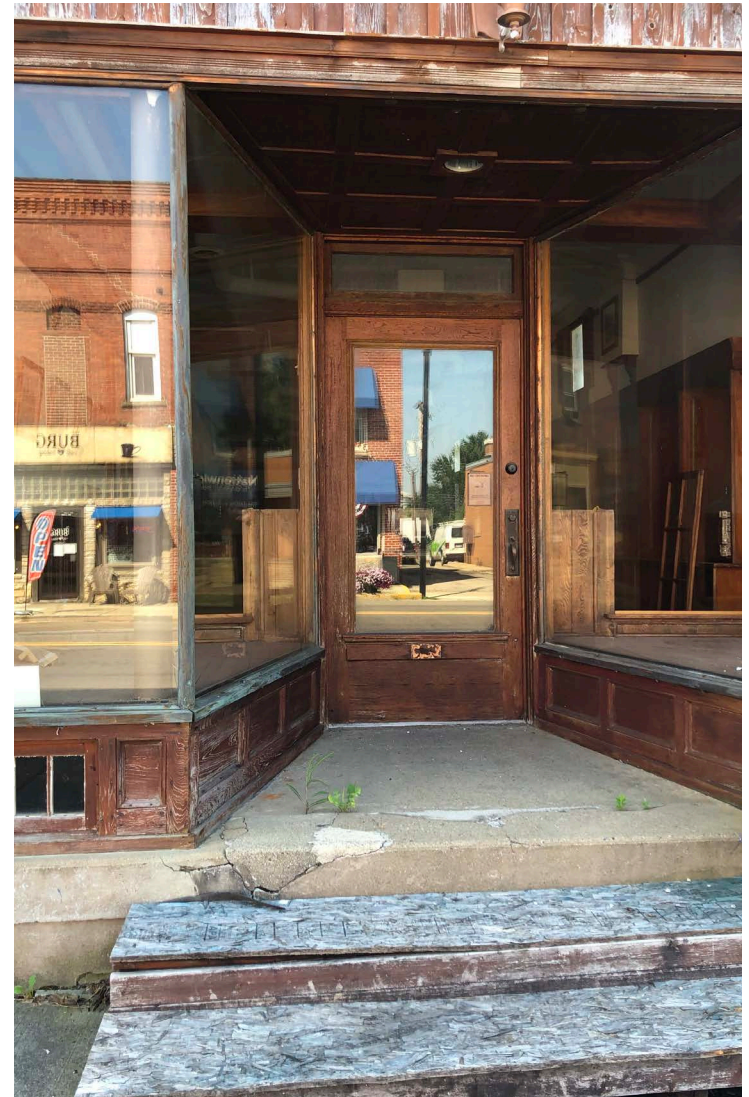




# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

- “The Brown Building” adjacent to First Knox National Bank has been vacant for at least 10 years
- 1,976 square feet ground floor retail, 2,800 sf residential above
- Potential use case for a **Vacant Property Registration Ordinance**, similar to the ordinance recently established in Mt Vernon
  - » Registration fee
  - » Inspection of property
  - » Maintenance regulations
  - » Registry is marketed for potential users





# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

- Potential uses for village owned property include open space, parking short term; multi-family/mixed use long term.





# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### COLUMBUS RD - SOUTHWEST

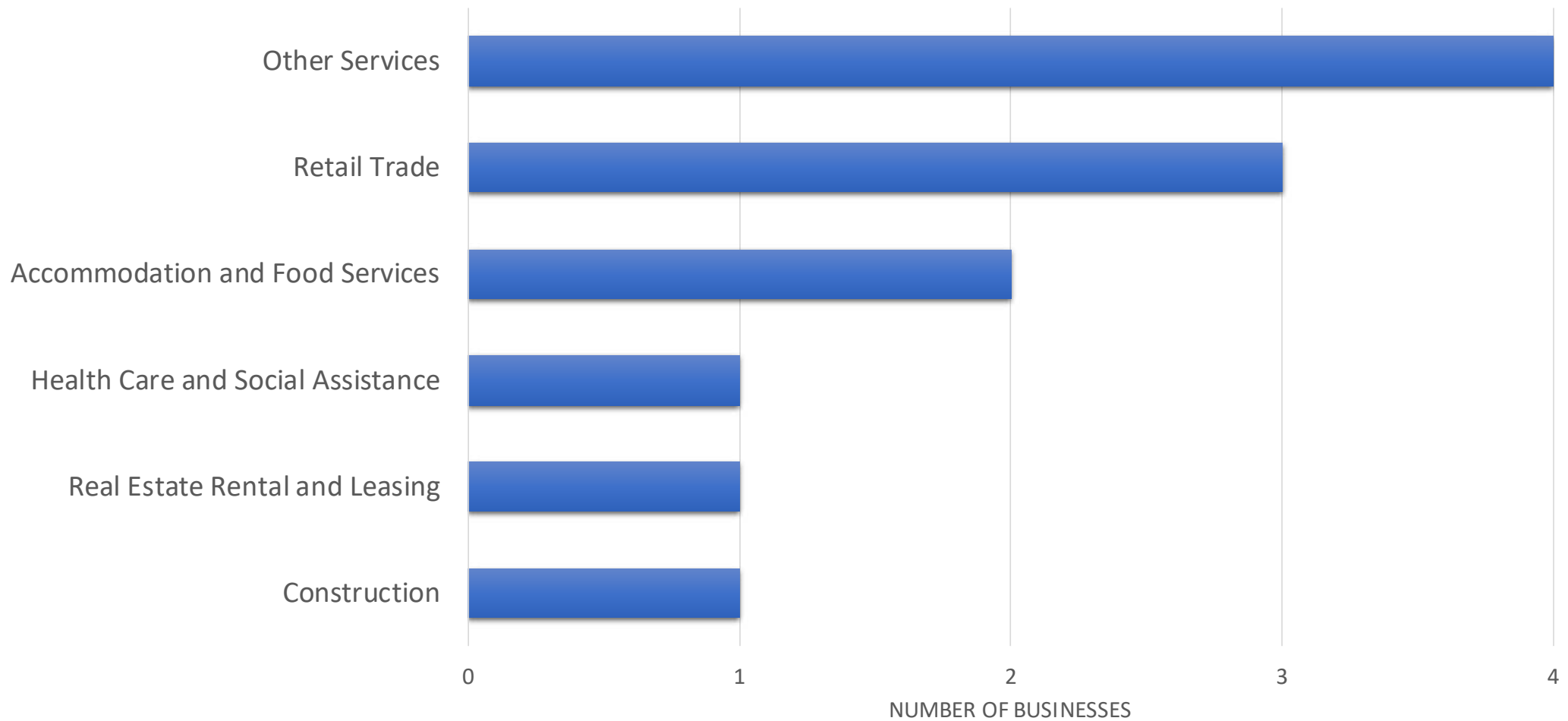


Developable Land Currently Zoned Commercial  
8.9 Acres  
**Potential Uses: Senior Living, Restaurant/Retail**

# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### SOUTHWEST COLUMBUS ROAD BUSINESSES BY TYPE



# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

- Hometown Market is attempting to draw people in through events, wine tasting, food trucks



- Centerburg Dental Care is adding more operating chairs due to demand





# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

- Dollar General shares driveway with Shorty's Auto Repair, driveway is in extreme disrepair
- Driveway and Shorty's Auto Repair are township land, Dollar General is within village boundary





# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### COLUMBUS RD - NORTHEAST



# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT

Encourage a mix of land uses and high-value site design which support a vibrant Downtown, a diverse economic base, and a high-quality of life for residents.

### **STRATEGY 1**

Update the zoning code to promote desired development patterns.

### **STRATEGY 2**

Acquire and/or reposition underutilized properties as catalyst for development.

### **STRATEGY 3**

Engage regionally with land use and development strategies.

### **STRATEGY 4**

Enhance parking options in the Downtown.

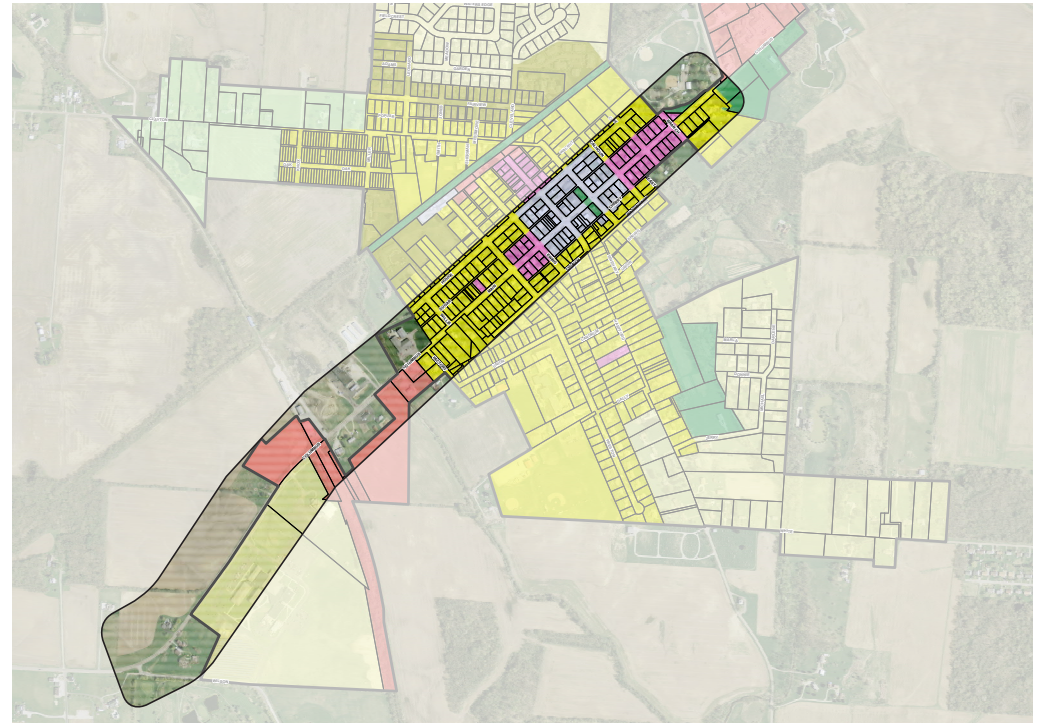
# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT

### **PRIORITY STRATEGY**

Update the zoning code to promote desired development patterns.

- » An Overlay may be written to quickly alter regulations
- » Public parking and signage to improve access and visibility
- » Future developments to improve the streetscape





# RECOMENDATIONS - RECAP

- **Better Signage/Connectivity with Heart of Ohio Trail**
- **Achieve additional open space & amenities through development agreements**
- **Gateway signage/markers into Downtown**
- **Streetscape improvements along corridor - slow traffic**
- **New Development should allow for a mix of housing options and densities**
- **Senior and Intergenerational Living Options**
- **Medical Office on North/South ends of Commercial Corridor**
- **Establish a Vacant Property Registration Ordinance in the Downtown District, bring vacant property into compliance**
- **Utilize Historic Preservation Tax Incentives Downtown**



# NEXT STEPS

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





# PARKS & RECREATION

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The Heart of Ohio  
Town Hall

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# STRATEGY PRIORITIZATION

## PARKS & RECREATION

Provide high-quality recreation amenities for residents and visitors which complement the area's rural aesthetic and promote commercial activity.

### **STRATEGY 1**

Develop a long-term plan for operation of Memorial Park.

### **STRATEGY 2**

Strengthen the fiscal impact of the Heart of Ohio Trail.

### **STRATEGY 3**

Increase community events and youth activities.

### **STRATEGY 4**

Improve the quality of existing parks, trails, and open space.

# STRATEGY PRIORITIZATION

## PARKS & RECREATION

### **PRIORITY STRATEGY**

Strengthen the fiscal impact of the Heart of Ohio Trail.

- » Commercial uses along trail
- » Connection to Downtown
- » Lodging
- » Bicycle amenities







# MOBILITY & INFRASTRUCTURE

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# STRATEGY PRIORITIZATION

## MOBILITY & INFRASTRUCTURE

Provide utilities, services, and a built environment which connect to the region, safely transport residents, and support a walkable Downtown.

### **STRATEGY 1**

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Increase travel safety of US-36.

### **STRATEGY 2**

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Improve connectivity of the Heart of Ohio Trail (HOOT).

### **STRATEGY 3**

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Plan for utility upgrades and extensions in a cost-effective manner.

### **STRATEGY 4**

---

Increase walkability of urbanized and residential areas.

# STRATEGY PRIORITIZATION

## MOBILITY & INFRASTRUCTURE

### **PRIORITY STRATEGY**

Increase travel safety of US-36.

- » Traffic calming
- » Pedestrian connections
- » Speed reduction







# COMMUNITY IMAGE & BRAND

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The Heart of Ohio  
Town Hall

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# STRATEGY PRIORITIZATION

## COMMUNITY IMAGE & BRAND

Strengthen and expand Centerburg's branding efforts to encompass the Downtown, its rural identity, and quaint small-town charm.

### **STRATEGY 1**

Expand regional marketing of the Heart of Ohio Trail.

### **STRATEGY 2**

Enhance and promote Downtown as a feature image of Centerburg.

### **STRATEGY 3**

Continue to promote "The Heart of Ohio" as a consistent & collaborative branding strategy.

### **STRATEGY 4**

Align Village improvements with image and branding efforts.

# STRATEGY PRIORITIZATION

## COMMUNITY IMAGE & BRAND

### **PRIORITY STRATEGY**

Enhance and promote  
Downtown as a feature  
image of Centerburg.

- » Historic preservation
- » Community events
- » Small business support
- » Beautification & facade improvements



# Q & A



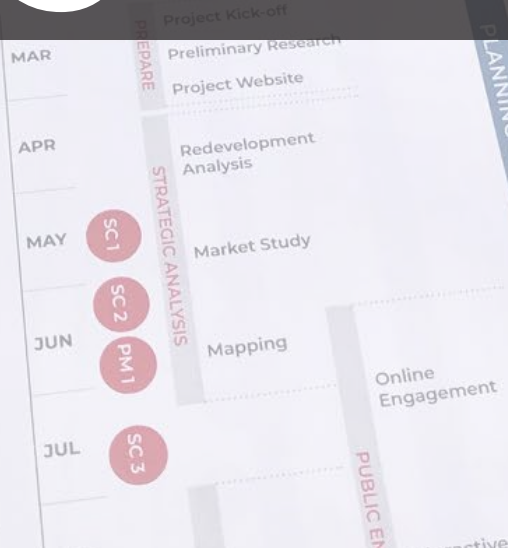
VILLAGE DEVELOPMENT  
CENTERBURG | DANVILLE

- ### 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

### INGREDIENTS

2019  
MAR  
APR  
MAY  
JUN  
JUL

SC = Steering Committee Meeting



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 for each village.

PLAN OVERVIEW

The Villages of Centerburg, Danville, Fredericktown, and Mount Vernon will serve as roadmaps for future development, use, development, and overall livability of each village.

CENTERBURG VILLAGE STRATEGIC PLAN  
KNOX COUNTY VILLAGE DEVELOPMENT