

# FREDERICKTOWN VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION  
STEERING COMMITTEE MEETING #4 | OCTOBER 10, 2019



# AGENDA

STEERING COMMITTEE MEETING #4

OCTOBER 10, 2019

1. STEERING COMMITTEE #3 REVIEW
2. PUBLIC ENGAGEMENT MEMO
3. MARKET ANALYSIS RESULTS
4. STRATEGY PRIORITIZATION
5. NEXT STEPS



STEERING COMMITTEE  
#3 REVIEW

# 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.*

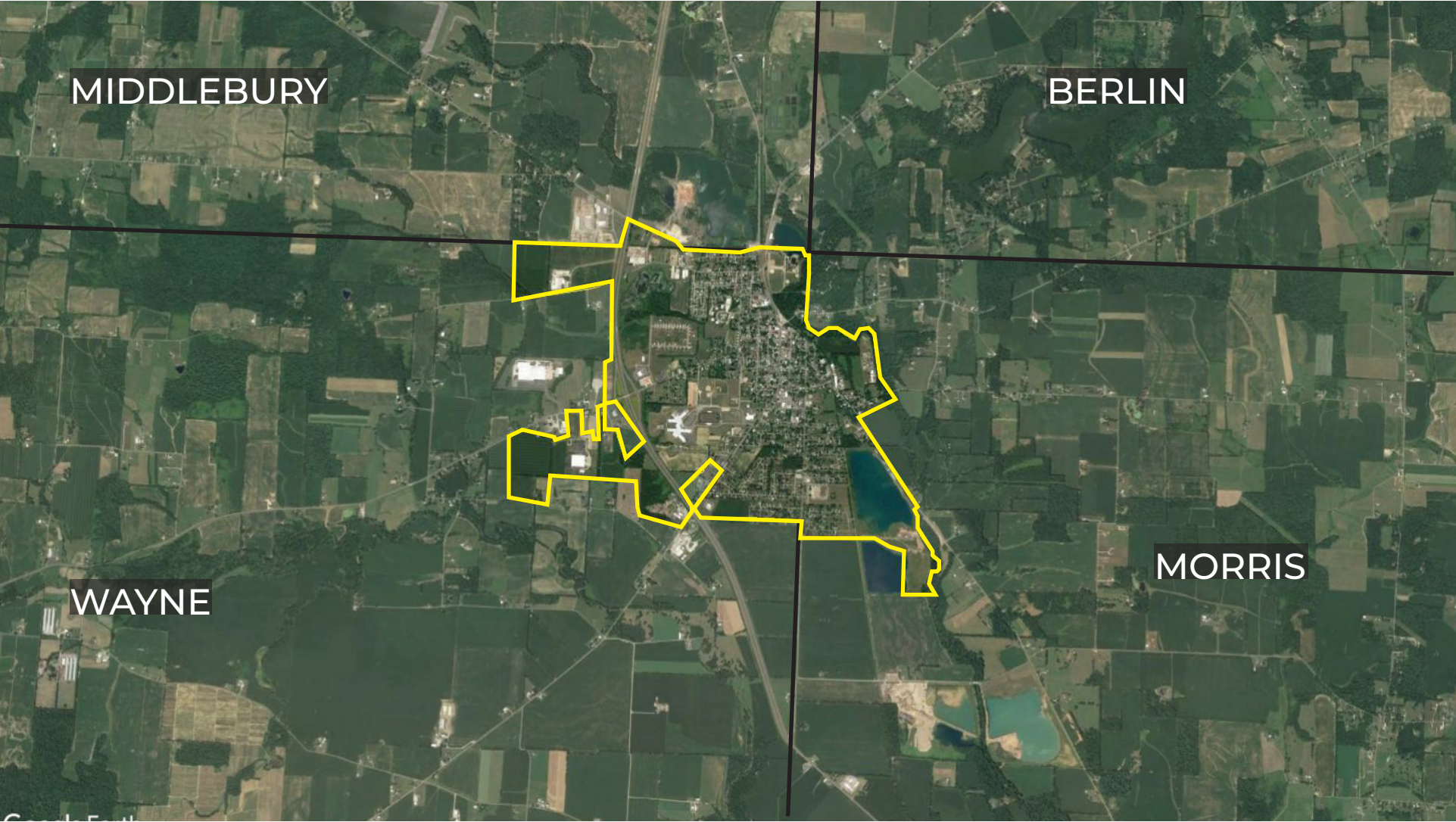
# WATER RECREATION & DEVELOPMENT

## REGIONAL EXAMPLE: QUARRY TRAILS, COLUMBUS



# ANNEXATION

## LONG-TERM STRATEGY



# STREETSCAPE IMPROVEMENTS

PATIOS, SIGNAGE, BIKE AMENITIES



# 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)



The image features a semi-transparent green overlay on a photograph of a park. In the background, there is a brick church with a tall, dark 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 MEMO' in white, all-caps, sans-serif font.

# PUBLIC ENGAGEMENT MEMO

# PUBLIC ENGAGEMENT MEMO

## KEY TAKEAWAYS

- Continue improvements in the Downtown
  - » Historic preservation
  - » Redevelopment of underutilized properties
  - » Streetscape enhancements
  - » Parking upgrades
- Enhance quality and connectivity of parks, trails, and rivers

**FREDERICKTOWN VILLAGE STRATEGIC PLAN**

### ENGAGEMENT MEMO

**OVERVIEW**  
The Fredericktown Village Strategic Plan process is guided by the stewardship of a steering committee comprised of community leaders with local expertise and a passion for the future of Fredericktown. The steering committee collaborates with a planning team of Village employees and hired consultants to facilitate public engagement and ensure final recommendations properly reflect input gathered during the planning process. The general public is invited to participate throughout the summer, both in-person and online.

**ENGAGEMENT SUMMARY**

**COMMUNITY WORKSHOP** ~ 50  
**STAKEHOLDER INTERVIEWS** ~ 15

**OVERVIEW**  
This memo provides an overview of the engagement process and summarizes feedback received thus far. A complete copy of community survey results will be provided in the final Plan document.

**ENGAGEMENT PROCESS**

**Community Workshop**  
Bringing interactive engagement to existing community events helps ensure a wide audience is aware of the Plan and able to participate. The planning team set up a table at the annual "Christmas in July" event on Saturday, July 13. The event offered an opportunity to introduce community members to the planning process and gather feedback on what the public would like in Fredericktown in the future.

**Stakeholder Interviews**  
Stakeholder interviews, including both formal and informal discussions, were conducted with business owners, employers, and other prominent community members to add detail and specificity to the feedback received from the general public.

**Community Survey**  
Hard copies of the community survey were available at in-person public engagement events as well as through distribution by Village staff and steering committee members. The survey is available to complete online. Questions included:

mentioned flood damage and poor parking lot conditions as current issues.

**Parks & Recreation**  
The Village of Fredericktown has several community parks, playgrounds, and sports fields within the Village, as well as access to Knox Lake and the Kokoosing River. Community survey participants rated the quality of existing parks in Fredericktown at an average 3.8 on a 1 to 5 Scale with "1" being "poor quality" and "5" being "excellent quality." Fredericktown were rated at an average 3.7. Notably, almost three-fourths of respondents said that parks and trails are important or very important for the future of the Village (Figure 6).

Looking to the future, the public shared support for more programmed space and/or community events, as well as greater activation of the Kokoosing River. At the "Christmas in July" event, water recreation and community events were selected as the most popular improvements the active participants would like to see in Fredericktown (Figure 1) which aligns with survey respondents' support for programmed spaces and water activities (Figure 6).

At "Christmas in July," the public reassessed its support for Fredericktown's parks, trails, and preserves by marking them as areas to both preserve and enhance in a mapping activity. Investing in Fredericktown's parks, trails, rivers, and open spaces should be a priority moving forward.

**SUMMARY**  
The following key takeaways serve as a summary of the feedback gathered from the Fredericktown community.

- Continue improvements in the Downtown: including historic preservation, redevelopment of underutilized properties, streetscape enhancements, and parking upgrades
- Enhance the quality and connectivity of parks, trails, and rivers
- Increase entertainment, dining, and retail options
- Improve property maintenance, including the aging housing stock and existing neighborhoods
- Support small businesses

**Figure 5. Community survey results: Infrastructure & Services**

Issue	% (currently)	% (desired)
Planning and zoning services	36.0%	33.3%
Village fiscal operations / taxes	28.2%	18.0%
Road maintenance	20.5%	5.1%
Quality of, or access to, utilities	10.3%	20.5%
Maintenance of public properties	5.1%	15.4%
Traffic	0.0%	7.7%
Public safety services	0.0%	0.0%

**Figure 6. Community survey results: Parks & Recreation**

How would you rate the importance of parks and trails for the future of Fredericktown?

Average: 4.12

0 (Not Important) | 5 (Very Important)

What types of parks/open space do you think Fredericktown needs more of? (select all that apply)

Category	Percentage
Sports fields	0%
Nature trails	30%
Passive parks	10%
Community garden	10%
Programmed community space	51%
Playgrounds	22%
Water activities	42%
Multi-use paths	32%
Pocket parks	12%
Other	15%



# PUBLIC ENGAGEMENT MEMO

## KEY TAKEAWAYS CONT'D.

- Increase entertainment, dining, and retail options
- Improve property maintenance; including aging housing stock and existing neighborhoods
- Support small businesses

**FREDERICKTOWN VILLAGE STRATEGIC PLAN**

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# STRATEGY PRIORITIZATION

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*Broad View*

*Specific*



*Long Term*

*Short Term*

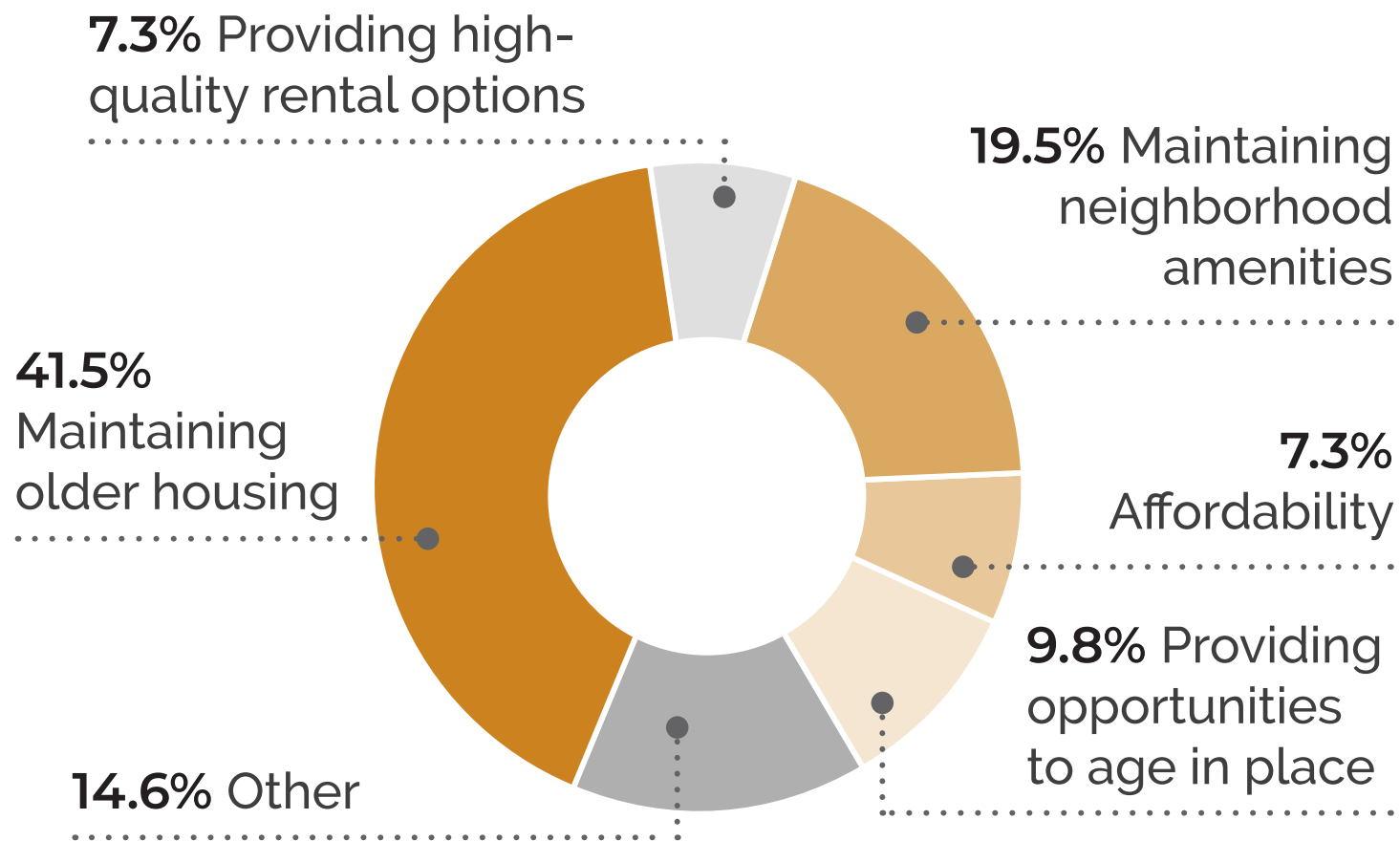


HOUSING &  
NEIGHBORHOODS

# PUBLIC ENGAGEMENT

## HOUSING & NEIGHBORHOODS

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



# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

### Housing Units by Occupancy Status and Tenure

	Census 2010		2019 estimate		2024 projection	
	Number	%	Number	%	Number	%
Total Housing Units	1,133		1,175		1,205	
Occupied	1,050	92.67%	1,077	91.66%	1,094	90.79%
Owner	708	62.49%	669	56.94%	701	58.17%
Renter	342	30.19%	408	34.72%	393	32.61%
Vacant	83	7.33%	99	8.43%	110	9.13%

\* 2010 statistics from the US Census. Third party estimates for 2019 & 2024.



# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

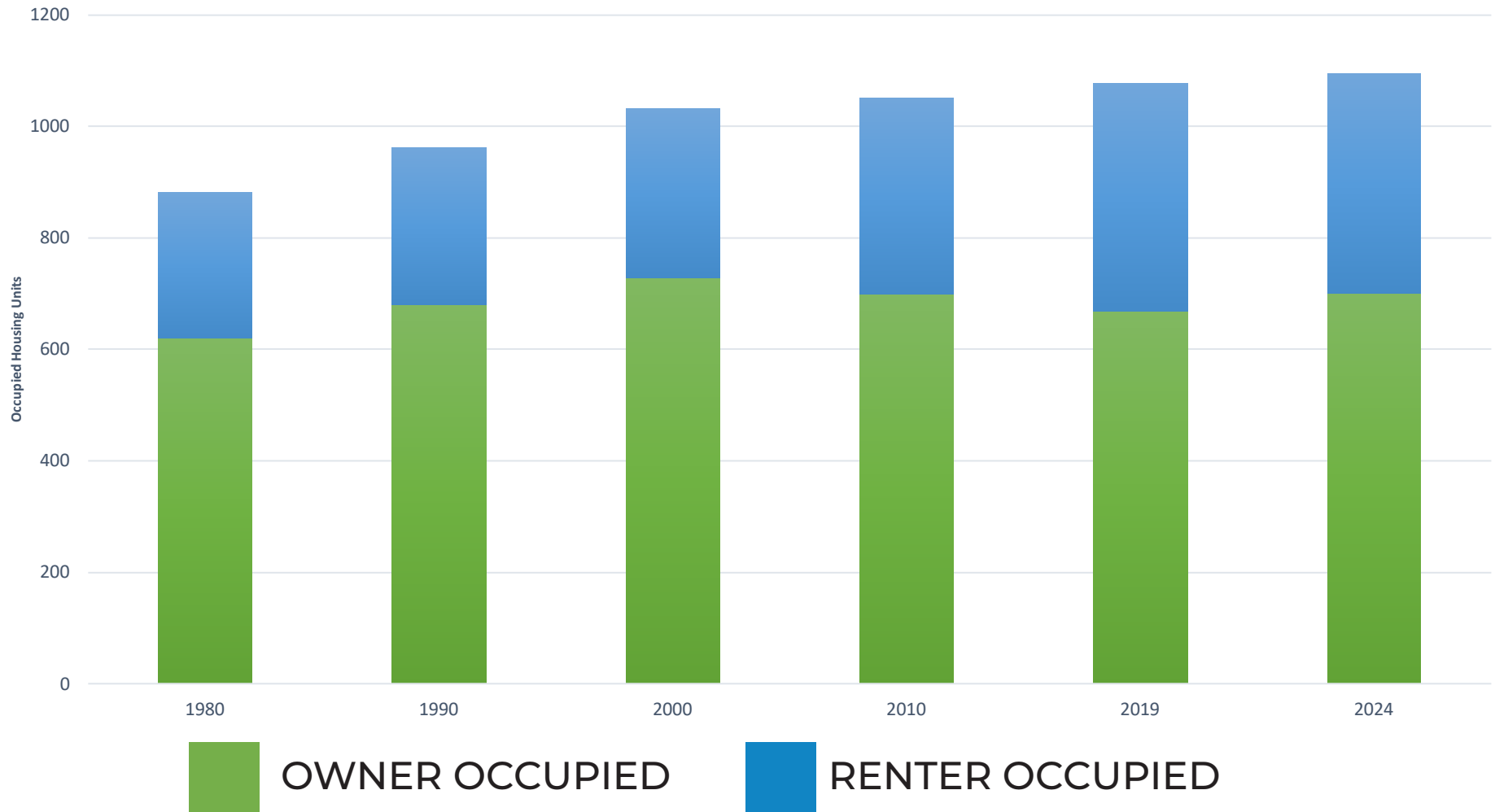
### Share of Detached, 1-Unit Housing that is Renter-Occupied

	Fredericktown	Knox County
2000 (US Census)	9.3%	13.0%
2008-2012 (ACS)	11.8%	16.7%
2013-2017 (ACS)	18.2%	17.7%

# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

Fredericktown  
Housing Units by Tenure  
1980 to 2024



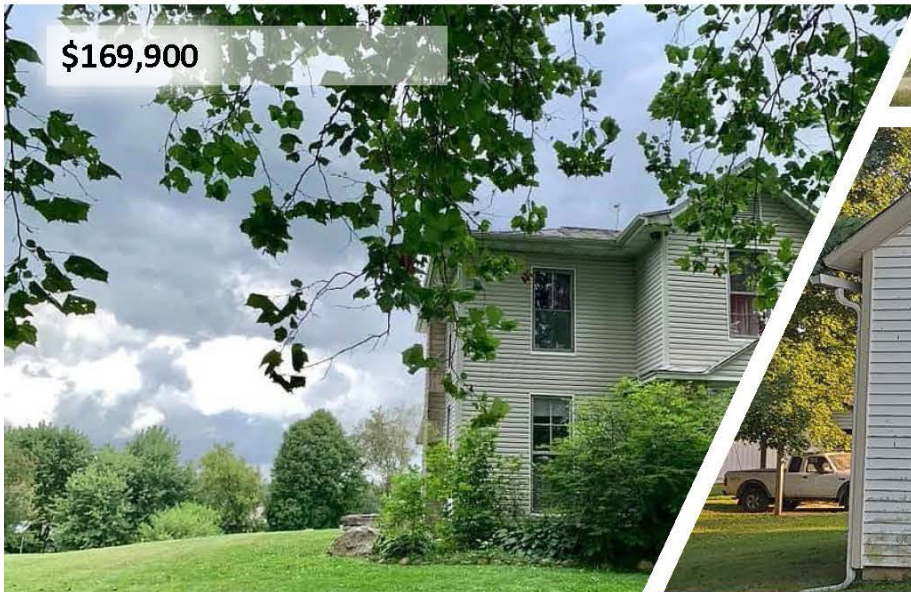
# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

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 (downtown Mount Vernon)	16
+ Units Needed to Replace Obsolete Rental Housing Stock	199
<b>= Total Units Needed Over 5 Years</b>	<b>323</b>

# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS



# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

### For-Sale Homes – October 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)
Fredericktown	8	\$126,300	1,499	3.3	1.6	48.6	\$87.38
Danville	3	\$89,133	1,968	3.67	2.0	123	\$47.89
Gambier	6	\$258,983	1,819	3.33	2.0	141	\$143.22
Centerburg	3	\$207,652	2,470	3.50	2.3	33	\$89.06

- List Prices Range from \$40,000 - \$171,900
- Days on Market Range is 4 – 648 days
- Median Days on Market is 35 days

# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS



# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

### Home Sales, 10-year trend

Year	Number of Sales	Average Sales Value	Average Year Built
2019/July	19	\$109,732	1940
2018	32	\$121,756	1955
2017	24	\$102,208	1945
2016	24	\$113,847	1945
2015	27	\$103,693	1955
2014	20	\$104,944	1962
2013	19	\$100,824	1943
2012	6	\$90,500	1944
2011	7	\$102,357	1938
2010	8	\$73,475	1955
2009	6	\$111,757	1960

>>> AVERAGE YEAR BUILT = PENT UP DEMAND?

# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

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 & NEIGHBORHOODS

### Bollinger Place Subdivision

- 48 lots in 10 years
- \$179,000 Avg Sale Price
- 1/2 Acre Avg Lot Size
- 1500sf Avg House Size



# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

- Residential Zoning Regulations:
  - » Single family 6,000 sq ft
  - » Two family 7,000 sq ft
  - » Three family 8,000 sq ft
  - » Multi-family +2,000 sq ft...

Example 10,000 sq ft lot = 4 units (able to add a unit for every 2,000 additional square feet), up to 50% lot may be covered.

$(\text{square feet of lot} * 50\% - 8,000) / 2000 + 3 = \text{number of dwelling units}$

# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

- 106 Undeveloped Parcels that permit at least a single family dwelling (Totaling 89 Acres)
- Maximum of 700 Buildable Single-Family Units under current zoning



# MARKET ANALYSIS

## HOUSING & NEIGHBORHOODS

### 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

**>>>NO SENIOR LIVING OR NURSING CARE FACILITIES IN FREDERICKTOWN.**

# STRATEGY PRIORITIZATION

## HOUSING & NEIGHBORHOODS

Support existing and attract new residents by providing diverse housing options in Fredericktown which reinforce the Village's commitment to safe, healthy, and affordable neighborhoods.

### STRATEGY 1

Diversify the housing stock.

### STRATEGY 2

Enhance the quality and connectivity of existing residential streets.

### STRATEGY 3

Increase housing options Downtown.

### STRATEGY 4

Promote maintenance and rehabilitation of existing residential properties.

# STRATEGY PRIORITIZATION

## HOUSING & NEIGHBORHOODS

### **PRIORITY STRATEGY**

Diversify the housing stock.

- » Attract new residents
- » Provide options for aging in place
- » Allow for communal green space



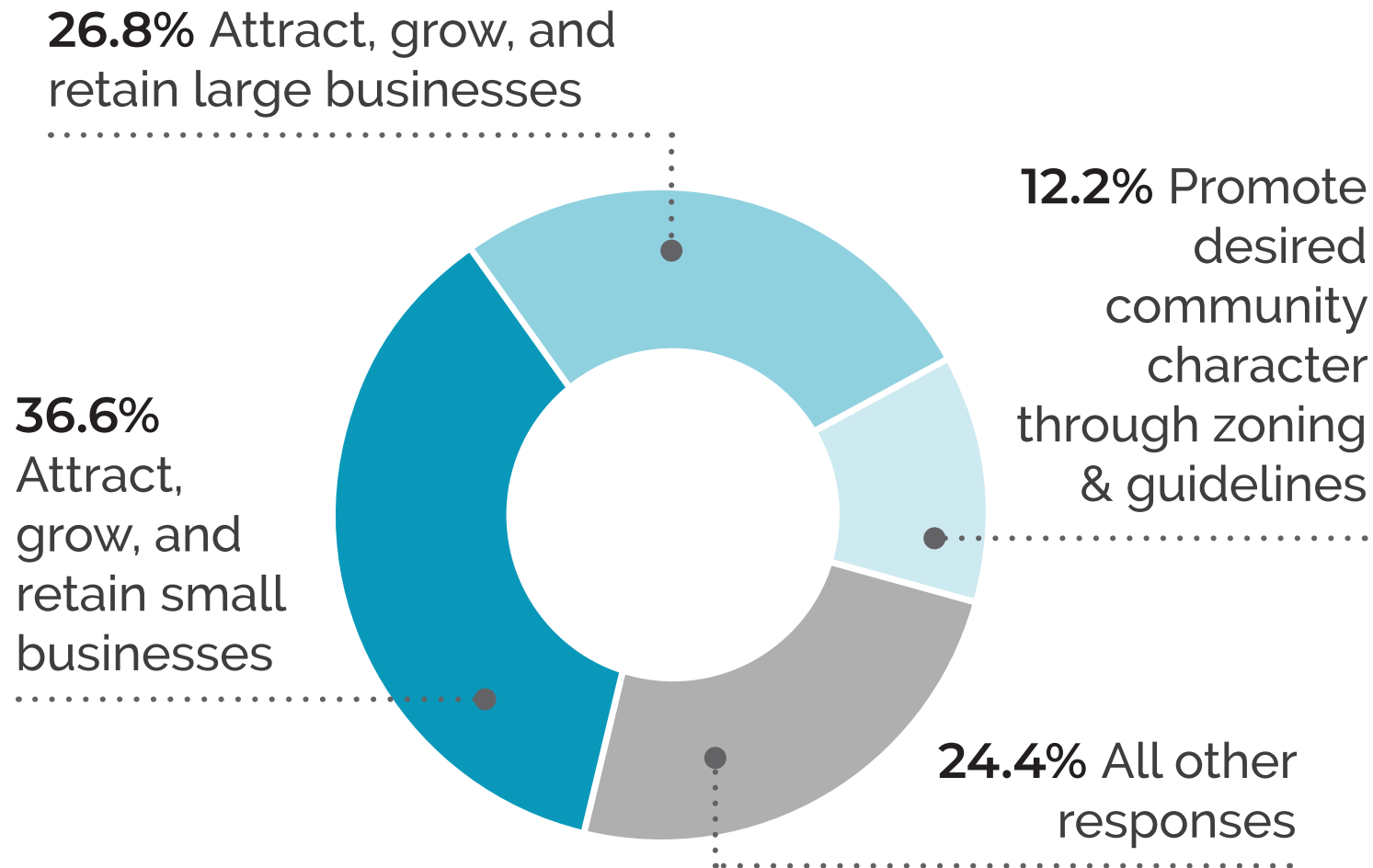


LAND USE &  
DEVELOPMENT

# PUBLIC ENGAGEMENT

## LAND USE & DEVELOPMENT

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

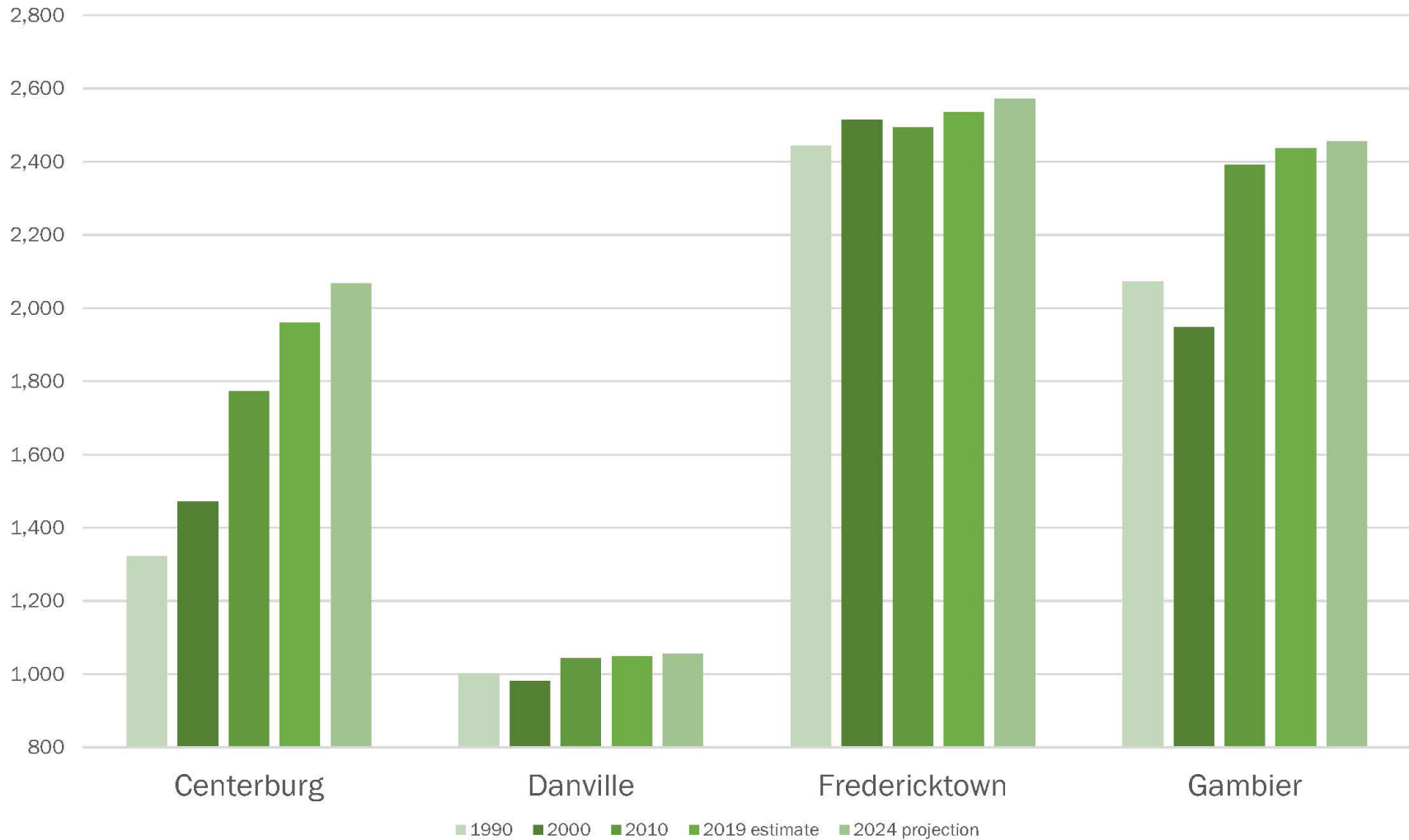




# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

Population Summary



# MARKET ANALYSIS

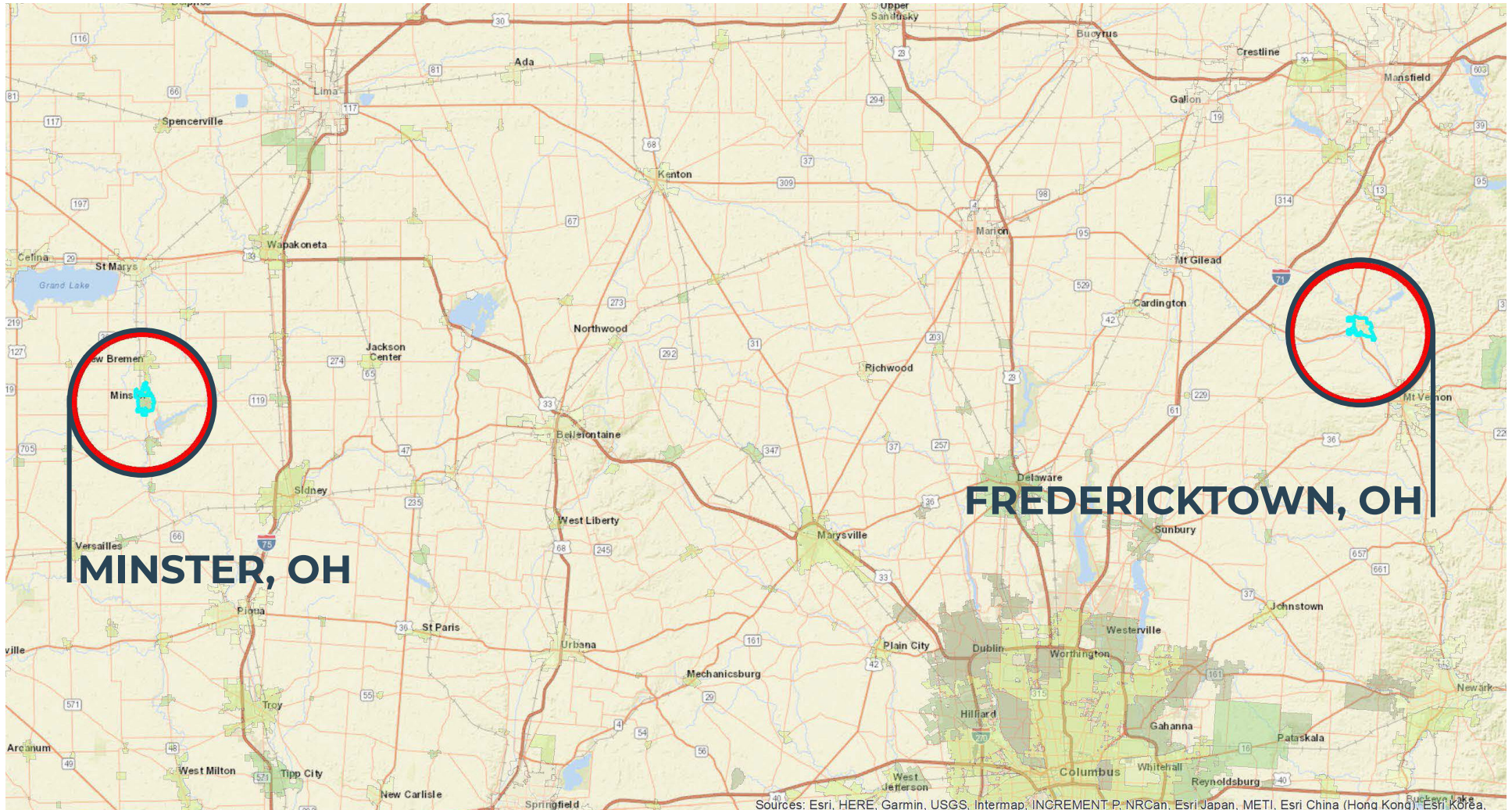
## LAND USE & DEVELOPMENT

### EDUCATION

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
Total Age 25+	1,291	702	1,717	562	11,614	41,868
Highest Level Attained (%)						
Less than 9th Grade	0.62	4.42	1.34	0.53	3.27	3.34
9th - 12th Grade, No Diploma	3.49	6.13	5.88	0.00	6.90	5.14
High School Graduate	40.98	41.31	31.04	13.35	37.02	36.98
GED/Alternative Credential	2.40	2.85	2.21	0.00	4.72	4.10
Some College, No Degree	17.35	17.09	26.21	10.50	18.58	19.28
Associate Degree	10.77	8.97	8.44	2.67	6.39	7.40
Bachelor's Degree	19.05	15.10	14.15	30.25	15.00	15.89
Graduate/Professional Degree	5.34	4.13	10.72	42.70	8.12	7.86

# MARKET ANALYSIS

## LAND USE & DEVELOPMENT



# MARKET ANALYSIS

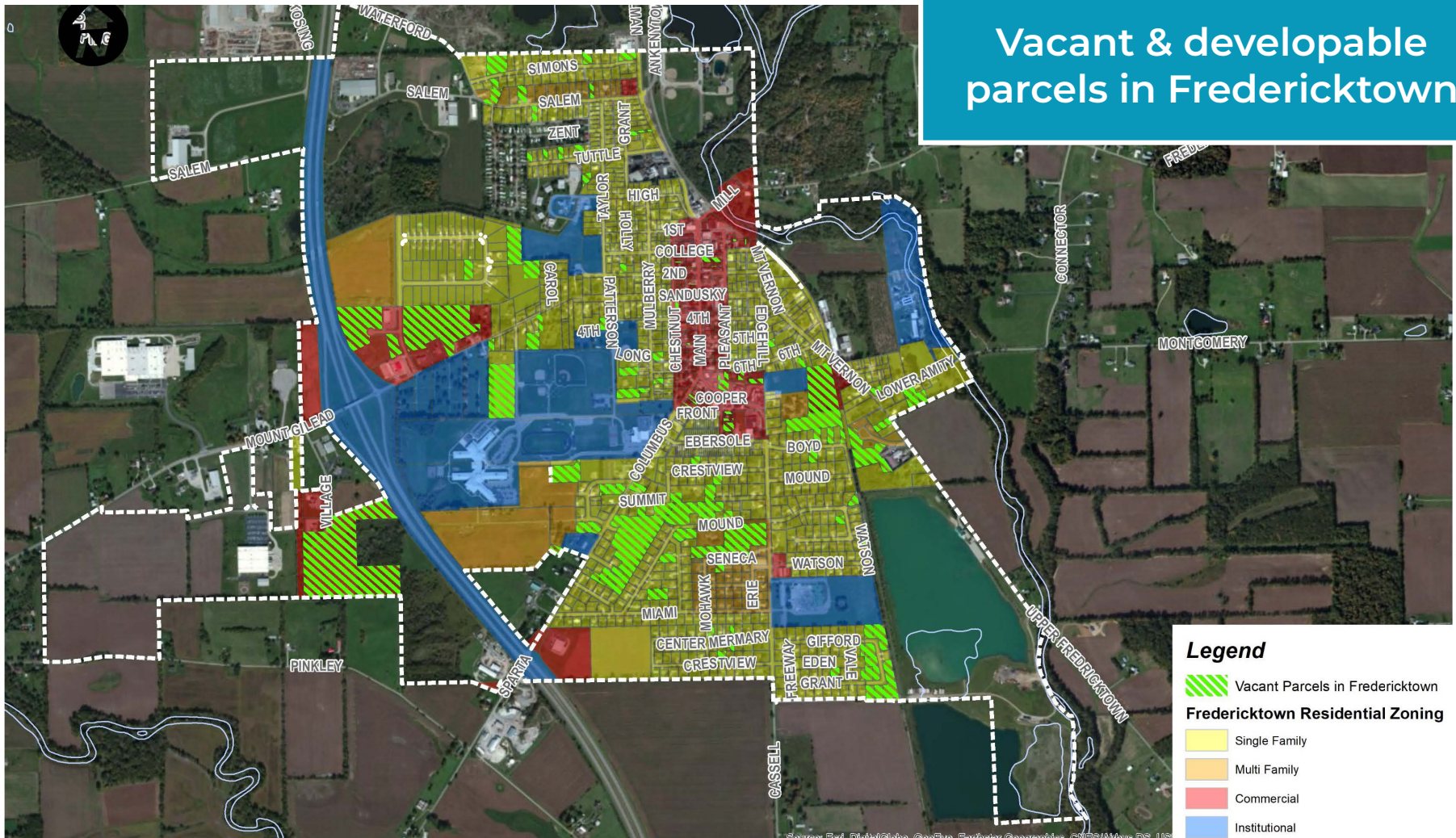
## LAND USE & DEVELOPMENT

	Minster Village		Fredericktown Village	
Total Employed Pop Age 16+	1,593	54.7%	1,179	46.5%
Industry				
Construction	136	8.5%	94	8.0%
Education	187	11.7%	96	8.1%
Health Care	198	12.4%	207	17.6%
Professional/Tech Services	74	4.6%	30	2.5%
Occupation				
White Collar	1,027	64.5%	647	54.9%
Services	160	10.0%	209	17.7%
Blue Collar	395	24.8%	280	23.7%

# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

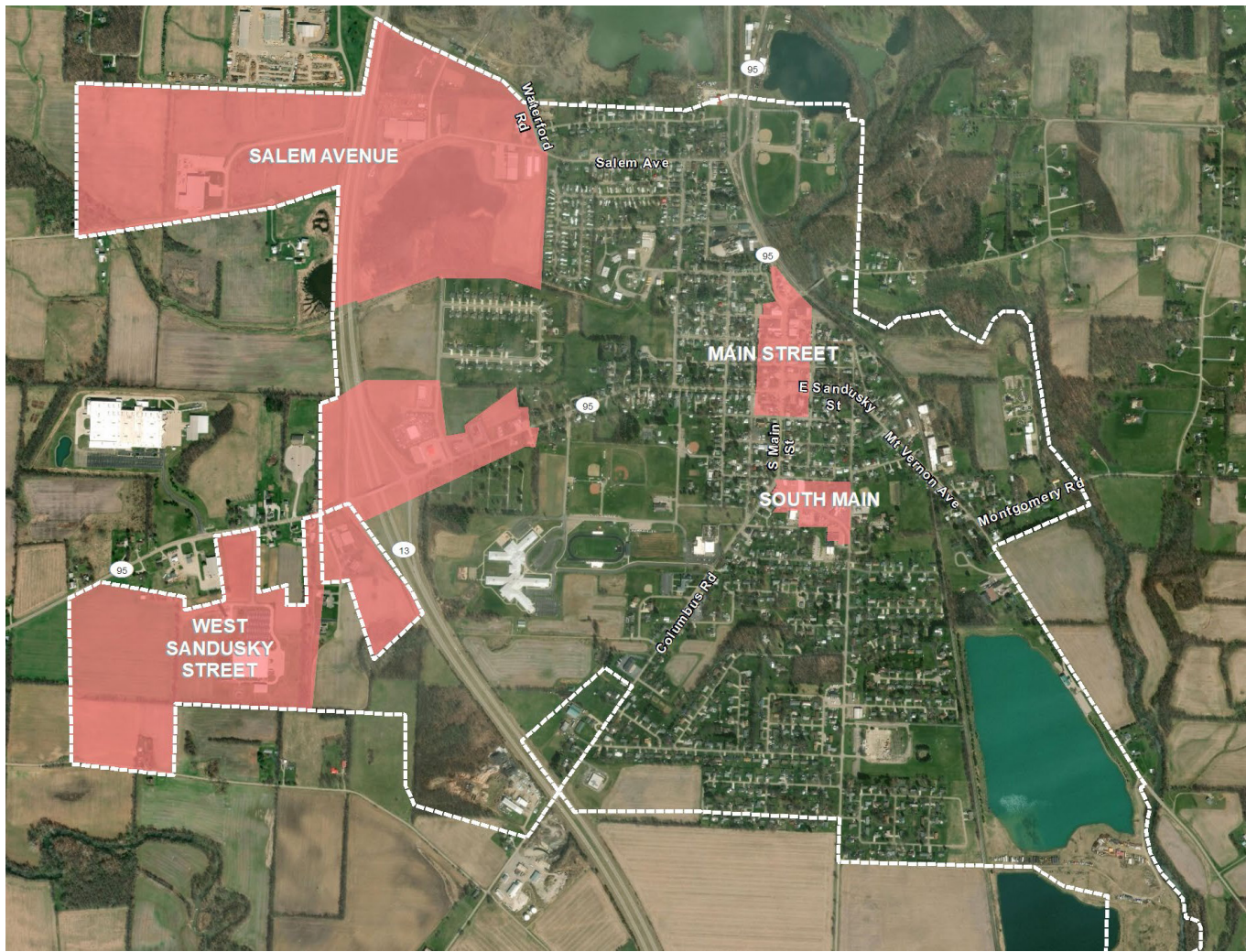
Vacant & developable parcels in Fredericktown



# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### COMMERCIAL SURVEY SUMMARY



#### 4 Distinct Commercial Zones

- Main Street
- South Main
- West Sandusky Street
- Salem Avenue

# MARKET ANALYSIS

## LAND USE & DEVELOPMENT

### RETAIL LEAKAGE / SURPLUS

Industry Type	Fredericktown Retail Gap	Mt Vernon Retail Gap	Knox County Retail Gap
Grocery Stores	\$3,995,396	\$21,601,047	\$93,849,016
Clothing Stores	\$721,477	\$2,882,682	\$16,493,443
Other Motor Vehicle Dealers	\$541,258	\$3,621,865	\$1,047,731
Electronics & Appliance Stores	\$411,882	\$671,821	\$12,989,549
Furniture & Home Furnishings Stores	\$319,318	\$1,343,363	\$8,820,211
Other General Merchandise Stores	\$263,593	\$417,803	\$20,335,179
Specialty Food Stores	\$251,511	\$1,120,511	\$4,289,672
Electronic Shopping & Mail-Order Houses	\$241,996	\$1,670,330	\$6,485,499
Beer, Wine & Liquor Stores	\$189,917	\$690,413	\$3,168,690
Lawn & Garden Equip & Supply Stores	\$166,951	\$653,179	\$404,403
Drinking Places - Alcoholic Beverages	\$92,412	\$179,403	\$1,508,935

**>>> LARGEST RETAIL GAP FOR FREDERICKTOWN, MT VERNON AND KNOX COUNTY IS GROCERY STORES**

# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT

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

### STRATEGY 1

Revitalize underused or vacant properties.

### STRATEGY 2

Identify sites appropriate for annexation and/or ec. dev. partnerships outside of current Village limits.

### STRATEGY 3

Update the zoning code to emphasize building form and streamline development processes.

### STRATEGY 4

Develop marketing materials for promotion of shovel-ready sites.



# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT

### **PRIORITY STRATEGY**

Revitalize underused or vacant properties.

- » Market vacant spaces regionally
- » Use the Land Bank or CIC to acquire vacant parcels for repositioning



# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT



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## LAND USE & DEVELOPMENT



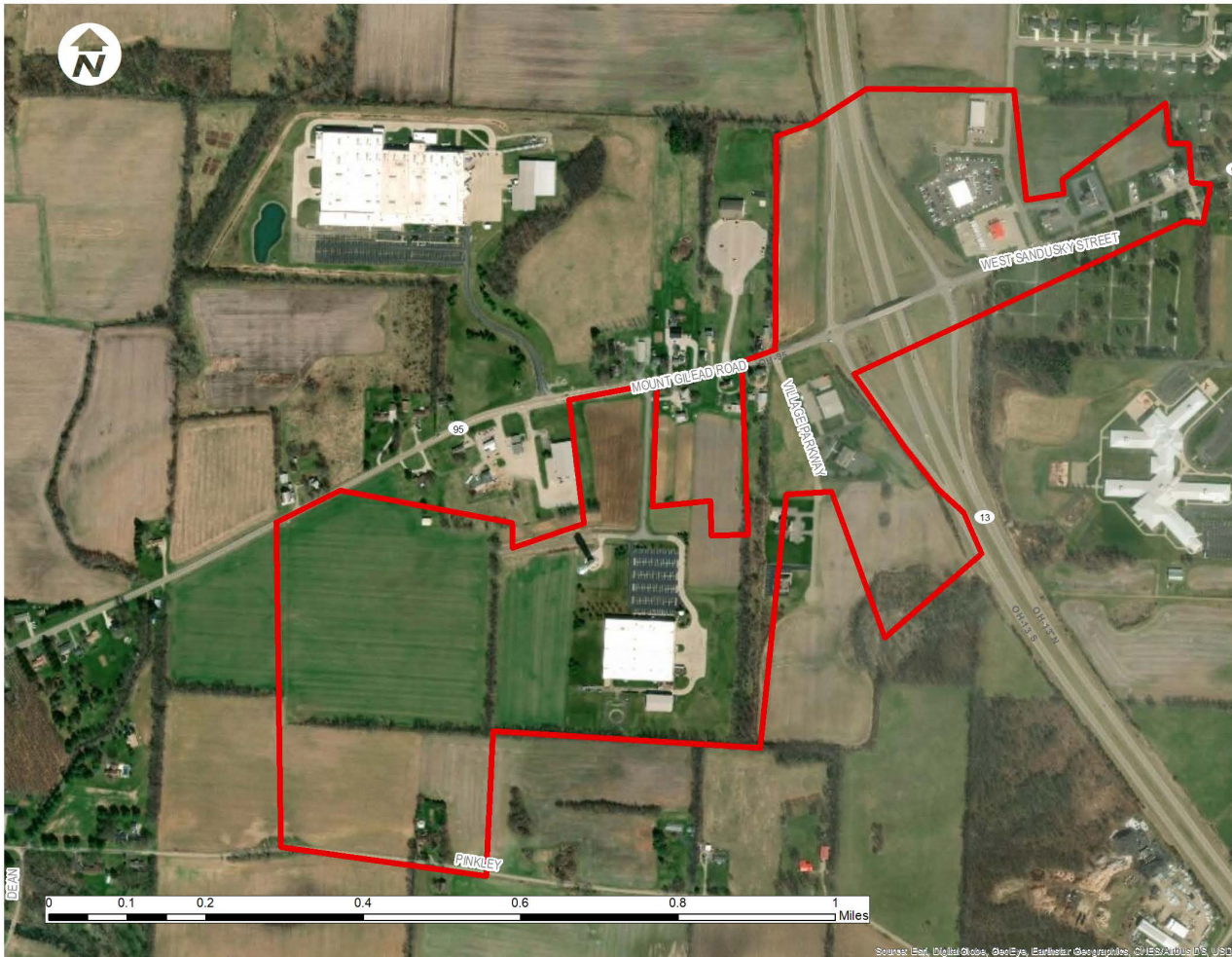
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## LAND USE & DEVELOPMENT



# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT



### West Sandusky

- Newest commercial area of Fredericktown (Average Year Built is 1995)
- Characterized by manufacturing (FT Precision and DivelBiss Corp) and office space west of OH-13
- Chevy Dealership, gas station, other retail uses east of OH-13

# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT



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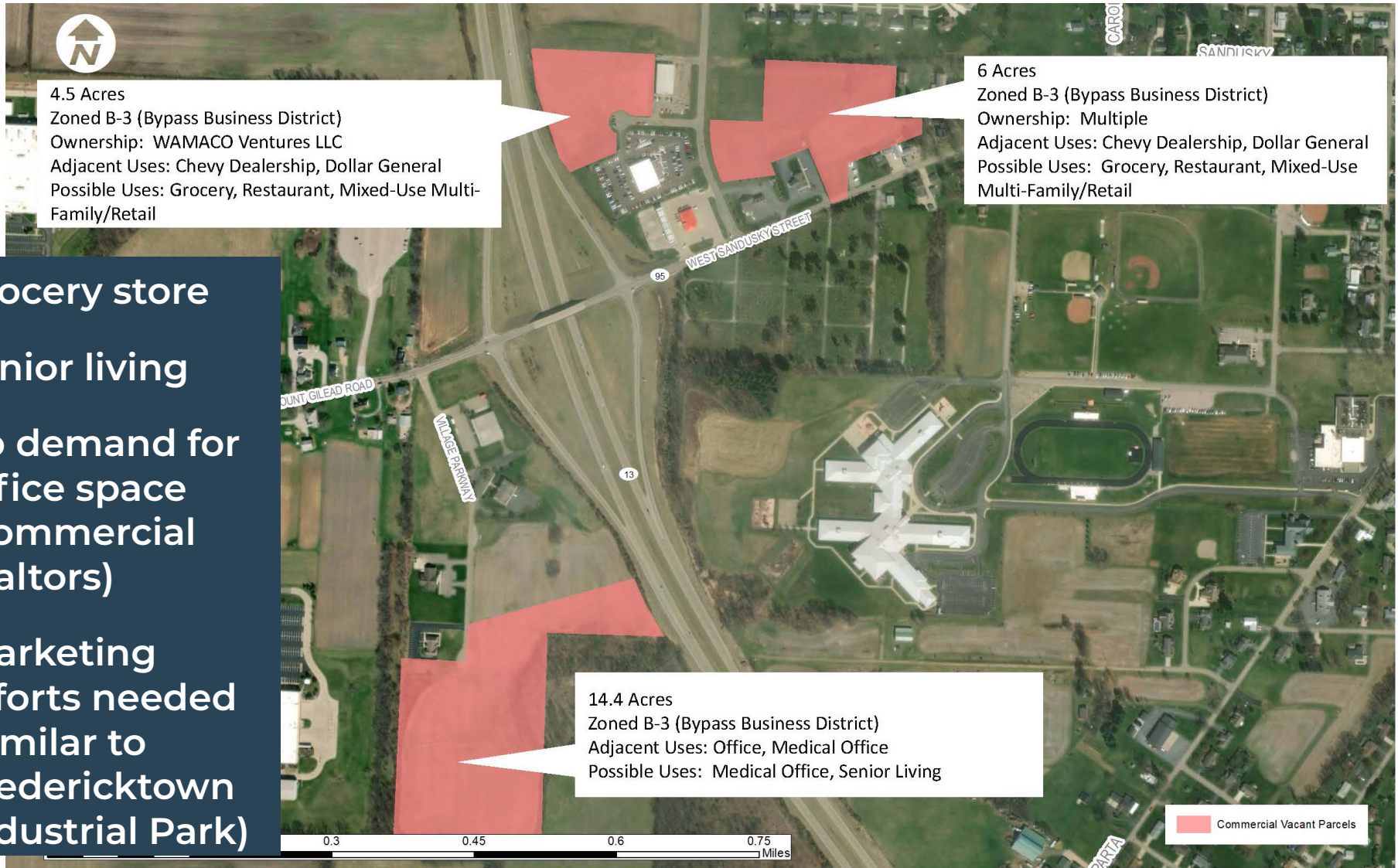
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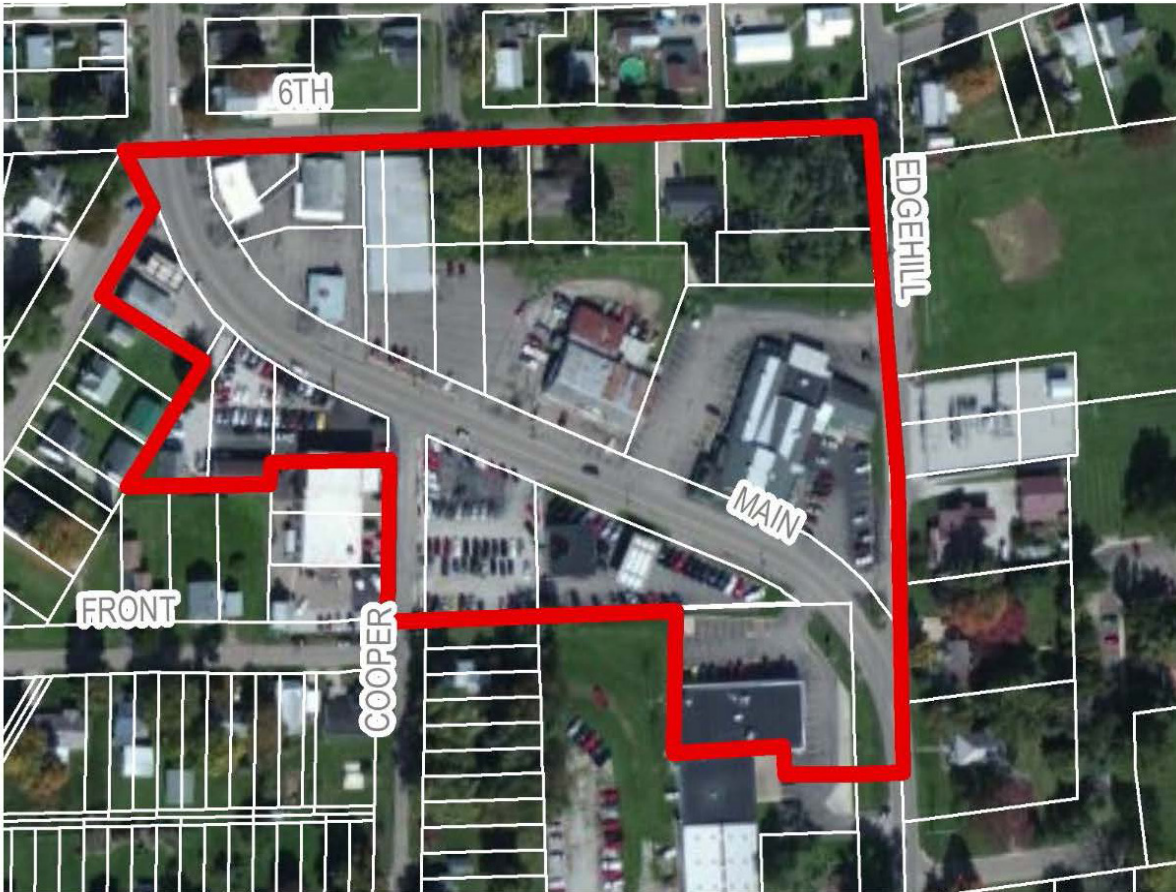


- grocery store
- senior living
- no demand for office space (commercial realtors)
- marketing efforts needed (similar to Fredericktown Industrial Park)



# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT



### South Main

- 40,467 Square Feet of Commercial Property
- 17,434 SF Vacant (43%)
- difficult for private to go into and build up
- Good = proximity
- Challenge = sidewalks connectivity to those things that are close

# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT



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# STRATEGY PRIORITIZATION

## LAND USE & DEVELOPMENT

### Recommendations

- Complete Owl Creek Trail to Mount Vernon
- Build on historic and Main Street assets
- Build on branding established by Merchants Association
- Senior and Intergenerational Living Options
- New Development should allow for a mix of housing styles and price points



**MAIN STREET  
AMERICA®**

*2019 Coordinating Program*



MOBILITY &  
INFRASTRUCTURE

# STRATEGY PRIORITIZATION

## MOBILITY & INFRASTRUCTURE

Support multi-modal transportation networks to accommodate safe and efficient travel within Fredericktown and to nearby destinations.

### STRATEGY 1

Increase public right-of-way space and encourage walkability Downtown.

### STRATEGY 2

Develop a long-term strategy for enhanced connectivity to the region.

### STRATEGY 3

Strengthen internal connectivity between the Owl Creek Trail and points of interest in the Village.

### STRATEGY 4

Prepare Fredericktown for emerging technologies in the realm of mobility and infrastructure.



# STRATEGY PRIORITIZATION

## MOBILITY & INFRASTRUCTURE

### PRIORITY STRATEGY

Increase public right-of-way space and encourage walkability Downtown.





# PARKS & RECREATION

# STRATEGY PRIORITIZATION

## PARKS & RECREATION

Preserve Fredericktown's natural resources, promote recreational tourism, and foster community partnerships to grow and maintain local parks, trails, and waterways.

### STRATEGY 1

Support creation of commercial uses related to the Kokosing River and Knox Lake.

### STRATEGY 2

Partner with regional actors to identify opportunities for trail connections.

### STRATEGY 3

Encourage future development to include open space and recreation amenities.

### STRATEGY 4

Strengthen community connections to existing recreational assets.

# STRATEGY PRIORITIZATION

## PARKS & RECREATION

### **PRIORITY STRATEGY**

Strengthen community connections to existing recreational assets.

- » Open up the riverfront to the Downtown through streetscape and bridge improvements
- » Encourage cyclists to visit Downtown with signage, bike lanes, and/or amenities



- » Update zoning regulations to allow lodging in the Downtown



COMMUNITY IMAGE  
& BRAND

# STRATEGY PRIORITIZATION

## COMMUNITY IMAGE & BRAND

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

### STRATEGY 1

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Capitalize on Downtown improvements to develop and market the image of Fredericktown.

### STRATEGY 2

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Ensure cohesive signage throughout Fredericktown; particularly at gateways.

### STRATEGY 3

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Institute design guidelines to encourage desired building type and style.

# STRATEGY PRIORITIZATION

## COMMUNITY IMAGE & BRAND

### **PRIORITY STRATEGY**

Capitalize on  
Downtown  
improvements  
to develop and  
market the image of  
Fredericktown.

- » Include public space and/or dining patios in streetscape redesign
- » Market new businesses through the region





# Q & A



# NEXT STEPS

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