

CENTERBURG VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION

STEERING COMMITTEE MEETING #5 | NOV 14, 2019

AGENDA

STEERING COMMITTEE MEETING #5

NOVEMBER 14, 2019

1. FUNDING THE PLAN
2. PLAN OVERVIEW
3. STRATEGY PRIORITIZATION
4. NEXT STEPS
5. Q&A

FUNDING THE PLAN

CENTERBURG
The Heart of Ohio
Town Hall

CENTERBURG
PUBLIC
LIBRARY

FUNDING THE PLAN

FOUNDATION FUNDS & SUPPORT

KNOX COUNTY FOUNDATION

- Roughly \$40,000 per year per village for the next 4 years
- Review of proposals and funds disbursement

AREA DEVELOPMENT FOUNDATION

- Strategist & Advocate for funding projects
- Grant applications for leveraging KCF funding
- Common link for 4 Villages

FUNDING THE PLAN

FOUNDATION FUNDS & SUPPORT

IMPLEMENTATION PROCESS

- **Identify Strategies and Actions from this Strategic Plan to implement**
- **Create a proposal in tandem with ADF**
- **Submit proposal to KCF**
- **Receive funding and begin implementation**
 - » *Build HOOT shelter & bathrooms*
 - » *Create Request For Proposal for zoning work*
 - » *Order street furniture for downtown*

PLAN OVERVIEW

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PLAN OVERVIEW

LAYOUT & CHAPTERS

- **Plan Overview**
 - » *Introduction, Project Process & Schedule*
- **Community Context**
 - » *Existing Conditions & Data Findings*
- **Public Engagement**
 - » *Survey and Public Engagement Results*
- **Plan Goals & Strategies**
 - » *Supporting Text & Graphics*
- **Implementation Matrix**
 - » *Actions, Timelines, Responsible Parties & Funding*

PLAN OVERVIEW

OVERVIEW

PLAN OVERVIEW | CENTERBURG VILLAGE STRATEGIC PLAN

WHY PLAN?

Deliberate planning for the future delivers agency to communities to enable collective construction of vibrant, healthy, and intentional places.

The Ohio Constitution provides for municipalities to enact zoning and land use regulations as an exercise of police power. The impetus for local planning has generally been tied to the health, safety, and well-being of residents in that community. In addition to improving the lives of local residents, planning also helps ensure efficient allocation of resources by looking to the long-term goals and needs of the community.

The Village of Centerburg is also impacted by County-level planning processes. The Knox County Comprehensive Plan, last updated in 2018, referenced development pressure or "hot spots" near Centerburg as growth occurs in Sunbury, Delaware, and nearby townships. The Plan emphasized a desire to preserve and protect Knox County's agricultural resources, while diversifying its economic base through investment in infrastructure, education, and development and marketing of commercial or industrial sites.

The Centerburg Village Strategic Plan aims to provide further insight and analysis to the Knox County Comprehensive Plan by honing in on the specific strengths and weaknesses for the Centerburg community.

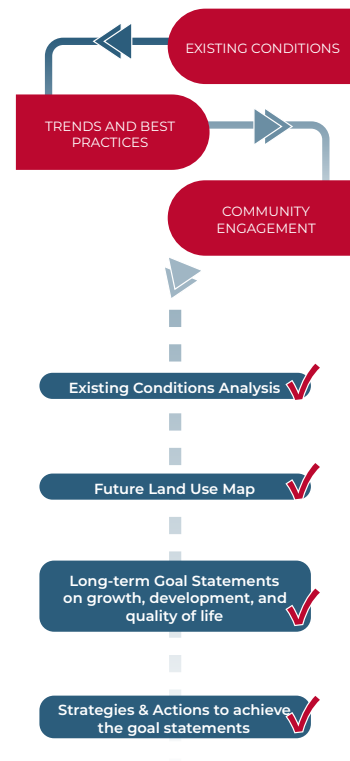
HOW WILL CENTERBURG USE THE PLAN?

Roadmap for the Future

Strategic plans are legally-adopted documents used to guide decision-making in a community. Local officials should consult the strategic plan when making determinations about policies, projects, and programs; particularly as it relates to zoning, land use, and development. The plan provides a one-stop shop for understanding local conditions, as well as long-term objectives.

The plan should be treated as a living document which is reviewed and updated on a regular basis so that it most accurately reflects the dynamic views, aspirations, and needs of the community.

Figure 1. Planning Process Summary



WHAT IS THE PROCESS FOR CREATING A PLAN?

Creating a successful plan requires a careful balance of art and science; as well as the proper resources to develop a grand vision into a reality.

Inputs

Multiple pieces go into the production of a plan. Extensive data on the local community is reviewed through the framework of regional trends and national best practices in planning and development. The local existing conditions are then guided by community-led visioning which is informed by ongoing public engagement.

Outcomes

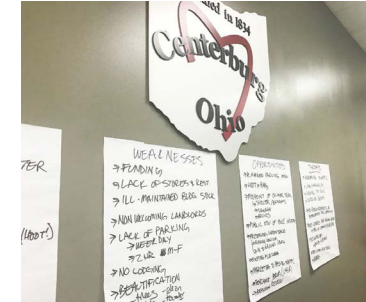
The planning process provides opportunities to consider and debate how the community would like to grow, adapt, and deliver its local brand of services and identity. These conversations culminate in the production of the plan document which includes guiding statements, maps, and objectives for the future.

Participants

The strategic plan framework is built from the pillars of community-wide participation. This includes all members of the community. Plan objectives and implementable actions are derived through conversations involving:

- residents,
- businesses,
- institutions,
- neighborhood and civic groups,
- employees, and
- local officials.

The process is guided by a steering committee comprised of community leaders with local expertise and a passion for the future of Centerburg. 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 planning process involves bringing together community members to identify local strengths, weaknesses, opportunities, and threats.

The Centerburg Village Strategic Plan can help guide land use, zoning, and development processes; and prioritize funding of capital improvement or other projects.



The Centerburg Village Strategic Plan should be consulted during routine village planning and zoning review processes, such as variance or permit requests.

PLAN OVERVIEW

COMMUNITY CONTEXT

THE PEOPLE

Population

Centerburg's population was 1,773 in 2010 and estimated at 2,214 in 2018.¹ The Village grew faster than Knox County from 2010-2018, currently accounting for roughly 3.6% of the County's total population.

Though Knox County is generally growing at a modest pace (average annual growth rate of 1% from 2000 to 2010), the Central Ohio region is poised for substantial growth in the coming decades. Estimates project up to an additional one million people will be added to the region by 2050.² Given its central location and proximity to the City of Columbus, Centerburg will likely be impacted by this growth- either directly, or as a result of current Central Ohio residents moving outward from Columbus in search of a setting more rural than the growing metropolis.

The Centerburg Village Strategic Plan is designed to reflect the current wants and needs of the community, in addition to assessing Centerburg's capacity for growth and development.

Households & Families

There are an estimated 654 households in Centerburg with the average household size at 2.49. Around 37.2% (243) of its households classify as non-family, meaning the occupants live alone or with roommates to whom they are not related. About the same amount of households, 35.8% (234), include children under the age of 18 years to which the householder is related.

THE PLACE

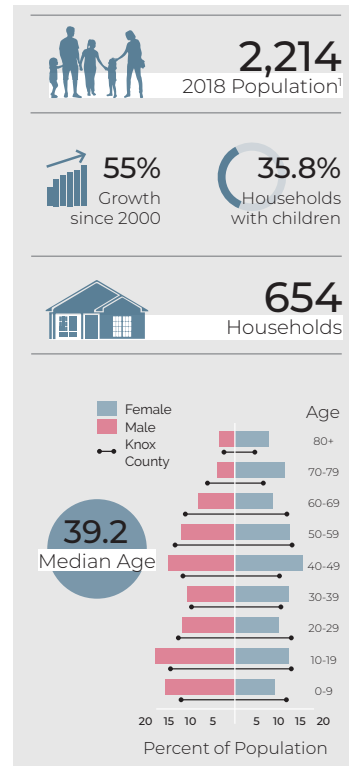
Housing

The majority of occupied housing units in Centerburg are renter-occupied (51.2%), compared to 28.7% renters in Knox County. Of the total estimated 760 units, about 56.5% of single-family detached homes. Additionally, appropriately 35.9% of occupied housing units in Centerburg were built prior to 1940. The median home value is roughly \$152,800, compared to \$138,900 for Knox County.

Land Use & Building Stock

As alluded to by the age of homes, the building stock in Centerburg is generally aging. Recent development projects include X, X, and X. The

Figure 4. Centerburg: The People



**Unless otherwise stated, data is derived from the U.S. Census Bureau, American Community Survey (2013-2017).*

1. Source: U.S. Census Bureau, 2010 Census; & Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2018

2. Source: MORPC, Insight 2050

community is primarily residential with about X% of land identified for non-residential uses.

Natural Environment

Centerburg's rural aesthetic and natural features were identified as a community asset during the planning process. In order to protect the health and safety of both residents and the environment, this Plan aims to promote green and open space and respect development barriers poised by waterways and floodplains.

THE ECONOMY

Employment

The most common industry classification for employed Centerburg residents is "educational services, health care, and social assistance" (19.3%), which is also the top category for the County as a whole. The mean travel time to work for Centerburg's working residents is about 28 minutes which would allow them to work in Westerville or other outer-ring suburbs of Columbus. Anecdotally, during the planning process community members shared that they did not mind commuting more than 20 minutes for work if it allowed them to live in a more rural setting or on a larger lot.

Income

The median household income in Centerburg is approximately \$37,368, compared to \$51,211 in Knox County and \$52,407 in the state of Ohio. The Knox County Comprehensive Plan 2018 Update referenced that seven of the top ten most common jobs in the County paid wages less than 150% of the federal poverty threshold (\$18,210 for 2018).

Figure 5. Centerburg: The Place

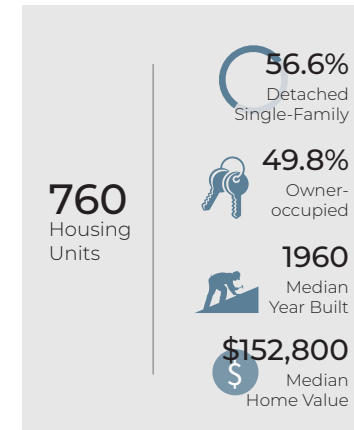
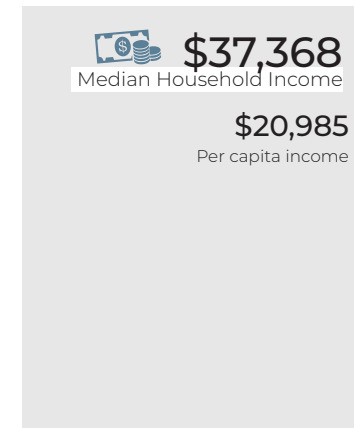


Figure 6. Centerburg: The Economy



PLAN OVERVIEW

PUBLIC ENGAGEMENT

PLAN OVERVIEW | CENTERBURG VILLAGE STRATEGIC PLAN

ENGAGEMENT RESULTS

General

According to the community survey and general feedback received during engagement, community members' favorite things about Centerburg are primarily its convenient location and rural character. The most common concerns or issues to arise during the engagement process were related to the lack of entertainment (especially for youth), limited dining and retail options, the condition of Memorial Park, vacant storefronts, and state of the Downtown (Figure 1).

In general, the Centerburg community expressed a desire for more dining, retail, and parks amenities to serve residents; but is broadly skeptical of the growth necessary to accommodate those improvements.

Land Use & Development

When asked on the community survey "What do you think is the most important development priority for Centerburg to focus on over the next ten years?", more than half of respondents said attract, grow, and retain small businesses (Figure 3). The second most popular response was to promote the desired community character through zoning or development guidelines. This may relate to current issues of property maintenance and vacant storefronts; as well as future concerns about maintaining a rural aesthetic with growth. The areas considered to be most appropriate by community workshop participants for redevelopment or transformation are community assets, such as parks, trails, and schools, the gateway into Centerburg on SR-36, and Downtown.

Downtown

One area in which community members would like to see changes in land use and development is the Downtown. At the Heart of Ohio USA Days Festivals, activity participants voted on the improvements they would most like to see in Downtown, Centerburg. Dining was the most popular selection with 34 votes, followed by public art (17) and landscaping (14). These results are similar to survey outcomes in which three-fourth of respondents said more restaurants and shops would encourage them to visit Downtown more often (Figure 4). Though parking came up during

Figure 8. Community survey results: General

If you could change ONE thing about Centerburg, what would it be?

Most common themes:



Figure 9. Community survey results: Land Use & Development

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

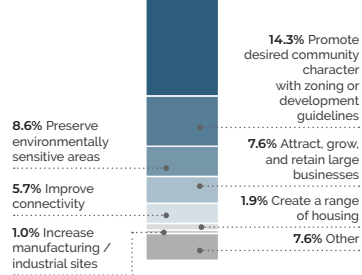
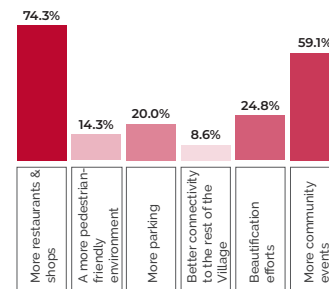


Figure 10. Community survey results: Downtown

What would encourage you to visit Downtown more? (select all that apply)



stakeholder interviews, 80% of survey participants *did not* select more parking as an incentive for them to visit the Downtown more often, even though they were able to select as many options as they'd like.

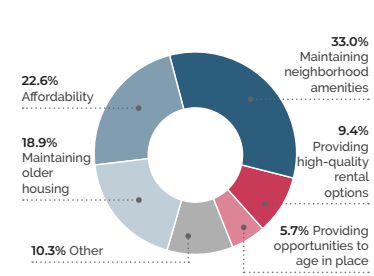
Housing & Neighborhoods

The majority of community survey respondents (85%) said that their preferred housing type is available in Centerburg. Similarly, around 60% of respondents said they would not be willing to live on smaller lot than they currently do in order to be walking distance from parks, shops, or restaurants.

The divergence between the entertainment, commercial, and recreation amenities that community members would like to see in Centerburg and the attachment to low density or stagnant development may present a challenge in the future. Some support for more diversity in housing options was shared during engagement, specifically for high-quality rental options and opportunities for aging residents to stay in the community (Figure 5). The most pressing housing issue for Centerburg's future, according to 33% of survey respondents, will be maintaining neighborhood amenities, such as parks, sidewalks, and street lights (Figure 5). Affordability and the aging housing stock are also concerns.

Figure 11. Community survey results: Housing

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



Parks & Recreation

The primary park and recreation amenities or near the Village of Centerburg include Memorial Park, the Heart of Ohio Trail, and Centerburg school facilities. Existing parks and recreation opportunities in Centerburg were common themes among community members; specifically the condition of Memorial Park and a lack of programming for youth. As noted in the Land Use & Development section of this memo, parks and trails are viewed both as community assets worth preserving and as places in need of transformation (Figure 2).

Community survey participants rated the quality of existing parks in Centerburg at an average 2.5 on a 1 to 5 scale with "1" being "poor quality" and "5" being "excellent quality", likely a reflection of survey complaints regarding the quality of Memorial Park and/or the football stadium. Using the same scale, the quality of existing trails in Centerburg were rated higher at an average of 4.1.

Looking to the future, about three-fourths of survey respondents said that parks and trails are important or very important for the future of Centerburg (Figure 6). The majority of survey respondents said that the overall most important parks priority for the future of Centerburg should

PLAN OVERVIEW

PLAN GOALS & STRATEGIES

PLAN GOALS & STRATEGIES | CENTERBURG VILLAGE STRATEGIC PLAN

LAND USE & DEVELOPMENT

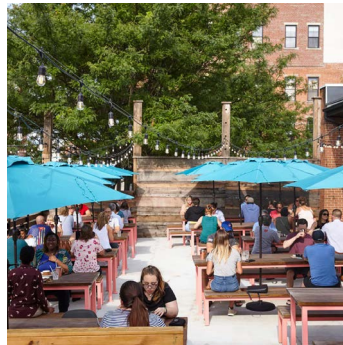
The Big Picture

Land use and development patterns define a community through function and form. How Centerburg property owners, including the Village and private developers, use their land is both an organic process and a deliberate response to regulation and investment. In this way, Centerburg codes, policies, and the overall attitude toward development shape how the community evolves over time. Formation of a cohesive and coherent vision for the future of land and development strengthens the impact of improvements, provides stability for property owners, garners a sense of community, and improves the overall quality of life for Centerburg residents.

The population, and subsequent development, in Centerburg grew steadily over the last few decades, and there is further pressure on the community to accommodate residents who work in nearby cities such as Westerville, New Albany, or Columbus. Population growth requires additional services and amenities to ensure a well-rounded and vibrant community. Centerburg's geographic location at the conflux of urban, suburban, and rural communities presents opportunities to expand revenue and improve its standard of living.

Summary of Findings

- Maintaining a rural feel in Centerburg is a priority for the community.
- There are three identifiable commercial districts in Centerburg: West Columbus Road, Downtown, & East Columbus Road.
- The strongest desire for redevelopment by the public is in the Downtown.
- Residents are concerned about the strain of potential future growth and development on the community's character and infrastructure.
- Local businesses are concerned with the availability of parking Downtown.
- The Knox County Comprehensive Plan recommended diversifying the economic base through investment in infrastructure, education, and marketing of developable commercial / industrial sites.



The Centerburg community expressed support for the development of additional dining and retail options in the Village.

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Goal Statement

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.

Strategies

The following strategies are designed to break down the goal statement into tangible, subcomponents. Each strategy is then further supported by a list of actions.

- 1 Update the zoning code to promote desired development patterns.
- 2 Acquire and/or reposition underutilized properties as catalyst for development.
- 3 Engage regionally with land use and development strategies.
- 4 Enhance parking options in the Downtown.



KNOX COUNTY ADF VILLAGE STRATEGIC PLANS | CENTERBURG

PLAN OVERVIEW

PLAN GOALS & STRATEGIES

PLAN GOALS & STRATEGIES | CENTERBURG VILLAGE STRATEGIC PLAN

PRIORITY STRATEGY :

LAND USE & DEVELOPMENT

Priority Strategy

Update the Zoning Code to promote desired development patterns.

Why prioritize this strategy?

Given its location and the projected growth for the region, Centerburg will likely see pressure to grow and transform in the coming decades. A complicated or overly burdensome zoning code may attract unwanted development patterns or deter developers from investing in Centerburg at all. For example, the 1.5 mile stretch of US-36 (Main Street) includes five different zoning districts. It is critical for Centerburg to ensure its codes and regulations are aligned with the long-term goals and well-being of the Village in order to attract, but still control, the potential growth.

The planning process revealed a general concern for growth and expansion, although the amenities, services, and quality of life which residents would like to see in the community are best supported through strategic economic development decisions- including support for smart growth and controlled development.

How to prioritize this strategy

The actions listed in this section demonstrate logical steps the Village of Centerburg can take to modernize and simplify its zoning code in order to attract the type of development the community would like to see.

Emphasis should be placed on allowing a mix of uses in the Downtown, such as residential units above commercial space, with careful attention given to the design and layout of new or renovated construction. Parking should be relegated to the side or rear yard and well-screened. Landscaping, open space, and pedestrian amenities should be encouraged, if not required.

Additionally, efforts should be made to coordinate with Hilliar Township to create consistent regulations, especially in regards to development along US-36 where parcels bounce back and forth between jurisdictional boundaries.

Actions*

- 1 Implement a zoning overlay along the Main Street corridor to encourage and enhance development in the Downtown and Village gateways.
- 2 Consolidate existing districts to allow for a greater mix of uses; particularly in the Downtown and commercial areas.
- 3 Reduce parking minimums (particularly for multi-family residential) to provide flexibility and reduce underutilized parking space.
- 4 Explore opportunities to institute exactions (i.e. developer fees or agreements) to fund preservation of parks and open space.

1. Source: *Elia valere voluptatem recaborro te verestrum hilicipsum aut*

2. Source: *untiis dolore que doluptiur ania sit, sit quam sandictem*

* You can view actions for all Strategies in the Implementation Matrix (p. XX)

IN-DEPTH: ZONING OVERLAYS

A zoning overlay is applied on top of a base zoning district to create special standards or regulations in land use and development for a specified area.

Zoning overlays are often applied to downtowns, commercial corridors, historic areas, or other districts in which the style of development is important to the community overall, but more flexibility is needed in use and site design. For example, an historic district overlay may include design guidelines to preserve a community's historic architectural style.

A zoning overlay supersedes, but does not alter the underlying district, making it much simpler to pass legislation creating an overlay than to update the existing zoning code. In the long-term, Centerburg may consider substantive updates to its zoning code in conjunction with other revitalization initiatives. In the near-term, creating a Main Street Corridor overlay could help attract preferred development and preserve the desired community identity.

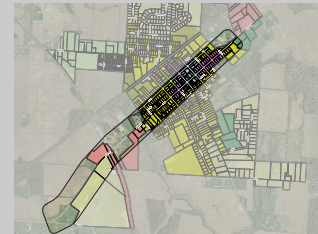
SILVERTON

The Village of Silverton, Ohio in Hamilton County (population 4,750), instituted the Silverton Renaissance Overlay District in 2009 to provide for a "planned, pedestrian-oriented mixed-use district".

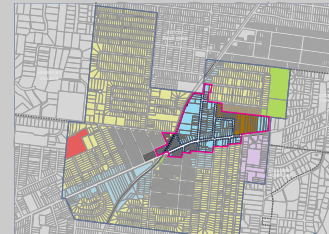
The overlay provides for greater flexibility in land use, yard size, and height restrictions than the base zoning code, while instituting additional architectural, material, and site design standards. It also explicitly permits residential units above commercial uses, even if this is not permitted by the underlying district.

The overlay district is part of a broader effort to revitalize the downtown and main commercial corridor, including strategic land acquisition and sale for catalyst projects. Design standards are aligned with the Village's Streetscape Plan and Comprehensive Plan.

1. Source: Village of Silverton, Ohio Code of Ordinances 153.110



Centerburg's main corridor, featuring Downtown and gateways, includes five different zoning districts which vary greatly in design standards and regulations.



The Silverton Renaissance Overlay District creates additional development standards to protect and enhance the community character and attract quality investment.

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PLAN OVERVIEW

IMPLEMENTATION MATRIX

IMPLEMENTATION MATRIX | CENTERBURG VILLAGE STRATEGIC PLAN

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.

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
Priority Strategy: Update the zoning code to promote desired development patterns.				
A1.1 Implement a zoning overlay along the Main Street corridor to encourage and enhance development in the Downtown and Village gateways.	H	0-1 yrs	<ul style="list-style-type: none"> • Village of Centerburg • Area Development Foundation (ADF) 	<ul style="list-style-type: none"> • Knox County Foundation • Village of Centerburg
A1.2 Consolidate existing districts to allow for a greater mix of uses; particularly in the Downtown and commercial areas.	H	0-1 yrs		
A1.3 Reduce parking minimums (particularly for multi-family residential) to provide flexibility and reduce underutilized parking space.	M	0-2 yrs		
A1.4 Explore opportunities to institute exactions (i.e. developer fees or agreements) to fund preservation of parks and open space.	M	0-2 yrs		
Strategy 2: Acquire and/or reposition underutilized properties as catalysts for development.				
A2.1 Create an inventory of property ownership and parcel data in the Downtown.	H	0-1 yrs	<ul style="list-style-type: none"> • Village of Centerburg • Area Development Foundation (ADF) • Knox County Historical Society 	<ul style="list-style-type: none"> • Knox County Land Bank • Community Improvement Corporation
A2.2 Work with the Knox County Land Bank to identify tax delinquent and/or underutilized parcels.	H	0-1 yrs		
A2.3 Assemble, reuse, and redevelop property within Downtown and along the commercial corridor.	M	1-5 yrs		
A2.4 Encourage historic preservation and façade improvements of private property where applicable.	M	0-2 yrs		

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	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
Strategy 3: Engage regionally with land use and development strategies.				
A3.1 Coordinate with regional partners to identify potential Joint Economic Development Districts (JEDDs).	H	0-2 yrs	<ul style="list-style-type: none"> • Village of Centerburg • Area Development Foundation (ADF) • Hilliar Township Trustees • Local businesses 	<ul style="list-style-type: none"> • Knox County Foundation
A3.2 Support local businesses in collaborating with one another, as well as Knox County economic development agencies.	H	Ongoing		
A3.3 Collaborate with Hilliar Township on zoning objectives, particularly at gateways.	H	0-2 yrs		
A3.4 Explore creative opportunities to pursue funding sources for future development, such as Tax-Increment Financing (TIF), New Community Authority (NCA), Special Improvement District (SID), Community Improvement Corporation (CIC), or Downtown Redevelopment District (DRD).	M	Ongoing		
Strategy 4: Enhance parking options in the Downtown.				
A4.1 Convert the Village-owned land at 27 N Hartford Ave (Parcel 18-00306) to public parking.	M	0-1 yrs	<ul style="list-style-type: none"> • Village of Centerburg • Area Development Foundation (ADF) • Downtown organization or representative (SID, CRA, CIC, etc.) 	<ul style="list-style-type: none"> • Knox County Foundation • Special Improvement District (SID) • Safe Routes to School
A4.2 Encourage shared parking agreements among compatible Downtown businesses.	M	0-1 yrs		
A4.3 Implement signage to direct visitors to parking located off Main Street.	M	0-1 yrs		
A4.4 Add crosswalk signals on Main Street in the Downtown.	L	0-2 yrs		

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STRATEGY PRIORITIZATION

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STRATEGY PRIORITIZATION

THE FRAMEWORK

Broad View

Specific



Long Term

Short Term

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.

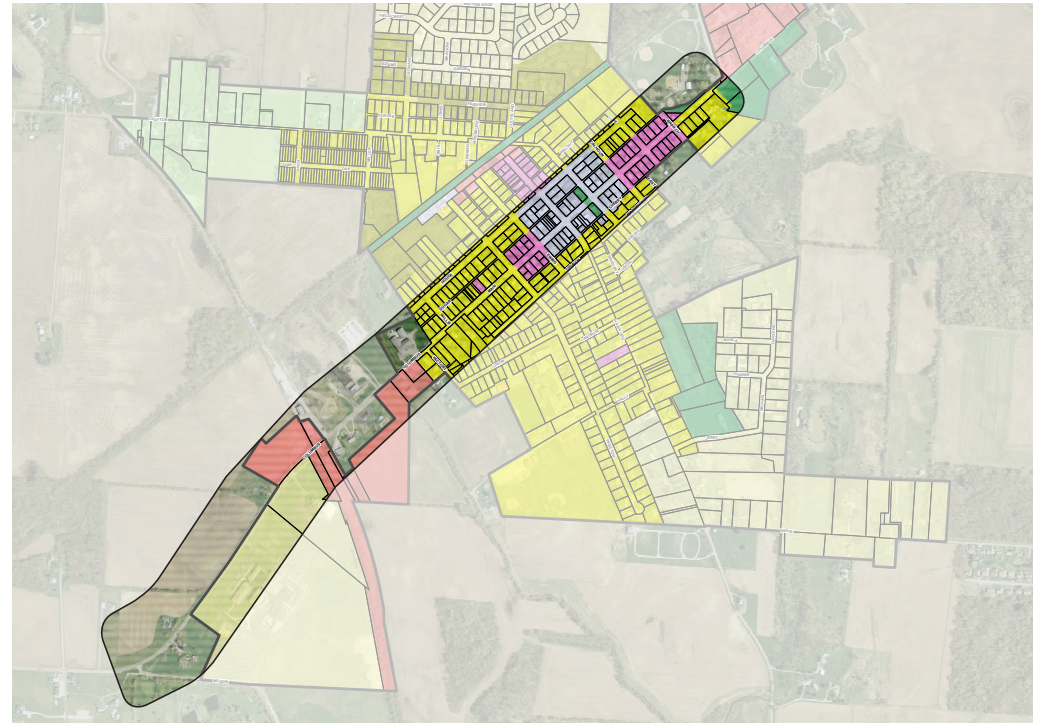
STRATEGY PRIORITIZATION

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



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.

STRATEGY 4

Support opportunities for aging in place.

STRATEGY PRIORITIZATION

HOUSING & NEIGHBORHOODS

PRIORITY STRATEGY

Diversify the housing stock

A1.1 Update the zoning code to allow for residential uses in the Village Center District (i.e. apartments over retail or office).

A1.2 Encourage development of affordable senior housing with a range of services.

A1.3 Acquire and assemble parcels to be redeveloped for multi-family housing via a Community Improvement Corporation (CIC) and/or the Knox County Land Bank.

A1.4 Conduct a full zoning audit of residential lot requirements to remove barriers to development of affordable two, three, and four-unit buildings.



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

Enhance the gateway to Centerburg on US-36 / Columbus Rd.

STRATEGY 2

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

STRATEGY 3

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

STRATEGY 4

Increase walkability throughout the Village.

STRATEGY PRIORITIZATION

MOBILITY & INFRASTRUCTURE

PRIORITY STRATEGY

Enhance the gateway to Centerburg on US-36 / Columbus Rd.

A1.1 Install landscaping, street trees, signage, and lighting in the right-of-way as a traffic calming strategy.

A1.2 Promote a cohesive streetscape on US-36 / Main Street by partnering with future property private developers and Hilliar Township.

A1.3 Install a signaled crosswalk to provide a pedestrian connection from Centerburg High School to commercial uses on the northeastern portion of US-36.

A1.4 Request an updated traffic study from ODOT in order to lower the posted speed limit.



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

Strengthen the fiscal impact of the Heart of Ohio Trail.

STRATEGY 2

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

STRATEGY 3

Support community and youth activities.

STRATEGY 4

Enhance existing parks, trails, and open space.

STRATEGY PRIORITIZATION

PARKS & RECREATION

PRIORITY STRATEGY

Strengthen the fiscal impact of the Heart of Ohio Trail.

A1.1 Place signage and wayfinding along the HOOT adjacent to Downtown to direct trail users to local businesses.

A1.2 Support redevelopment of properties along the trail to productive retail and restaurant establishments.

A1.3 Permit lodging in the Downtown to encourage overnight trail traffic.

A1.4 Increase access to cycling amenities such as racks, repair stations, restrooms, and public gathering spaces.



STRATEGY PRIORITIZATION

COMMUNITY IMAGE & BRAND

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

STRATEGY 1

Enhance and promote Downtown as a feature image of Centerburg.

STRATEGY 2

Expand regional marketing of the Heart of Ohio Trail.

STRATEGY 3

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

STRATEGY 4

Align physical improvements with Centerburg's image and brand.

STRATEGY PRIORITIZATION

COMMUNITY IMAGE & BRAND

PRIORITY STRATEGY

Enhance and promote
Downtown as a feature
image of Centerburg.

A1.1 Support and encourage the Centerburg Downtown Revitalization Committee in its efforts to improve the district.

A1.2 Preserve and enhance the historic character of Downtown.

A1.3 Allow temporary uses in the Downtown such as pop-up retail, markets, or concerts.

A1.4 Strategize with local businesses to create long-term funding mechanisms for beautification (ex: Special Improvement District (SID), Main Street Program, Tax Increment Financing (TIF), business association, etc.).



Q & A

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Project Kick-off

Preliminary Research

Project Website

Redevelopment Analysis

Market Study

Mapping

Online Engagement

Public Engagement

PLAN OVERVIEW

CENTERBURG VILLAGE STRATEGIC PLANS

KNOX COUNTY VILLAGE DEVELOPMENT

2019

MAR

APR

MAY

JUN

JUL

SC 1

SC 2

PM 1

SC 3

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

KNOX COUNTY

VILLAGE DEVELOPMENT

CENTERBURG | DANVILLE

PLANNING PROCESS & TIMELINE*

The Village Strategic Plans will serve as roadmaps for future development, use, development, and overall livability of each village.

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NEXT STEPS

- » Draft Plan Review
- » Public Hearing
- » Council Resolution