



Doug Joseph, President
Caleb Skinner, Ward 1
Brett Luzader, Ward 2
Marshall Spalding, Ward 3
Mel Clemens, Ward 4
Barth Cotner, At-Large
Stacie A. Baker, At-Large
Kristin J. Bryant, At-Large

CITY COUNCIL

Committee Meetings Regular Council Meeting

7232 E. Main St
Reynoldsburg, OH 43068
www.ci.reynoldsburg.oh.us

April Beggerow
614-322-6836

Monday, December 17, 2018

07:30 PM

Council Chambers

OPENING 7:30 PM

INVOCATION – PASTOR JOHN PIERCE, REYNOLDSBURG UMC

PLEDGE OF ALLEGIANCE

ANNOUNCEMENTS

DEVELOPMENT, PARKS AND RECREATION COMMITTEE MEETING

1. CALL TO ORDER - ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

- a. Development, Parks and Recreation Committee – Committee Meeting – December 10, 2018

4. LEGISLATION FOR EMERGENCY ADOPTION

- a. A RESOLUTION ACCEPTING, APPROVING AND RATIFYING THE SUBMITTED RECOMMENDATIONS OF SEVERAL CITY OF REYNOLDSBURG TAX INCENTIVE REVIEW COUNCILS; AND DECLARING AN EMERGENCY. (First Reading 12/10/2018).

5. LEGISLATION FOR THIRD READING

- a. ORDINANCE TO ADOPT THE CITY OF REYNOLDSBURG COMPREHENSIVE PLAN (Second Reading 11/26/2018, Held 12/10/2018).

MINUTES COMMITTEE MEETING
 REYNOLDSBURG DEVELOPMENT, PARKS AND RECREATION COMMITTEE
 December 10, 2018

At-Large Councilmember Stacie Baker called the meeting to order at 7:51 PM

Call to Order - Roll Call

PRESENT: Baker, Bryant, Skinner, Joseph

ABSENT: Clemens

Approval of Agenda

Stands Approved

Approval of Minutes

Stands as Approved

- a. Development, Parks and Recreation Committee – Committee Meeting – November 26, 2018

RESULT:	ACCEPTED
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NEW LEGISLATION/DISCUSSION ITEMS

MOTION TO AUTHORIZE THE MAYOR TO APPLY FOR THE CLEAN OHIO CONSERVATION FUND GRANT --- Clemens. Development, Parks and Recreation Committee.

Ms. Bauman: The motion before you tonight is to authorize the Mayor to apply for the Clean Ohio Conservation Fund Grant. EMHT will complete the application process for us. There was documentation with you that are attached to your legislation, that documentation has the summary and the recommendations from EMHT regarding the stream bank erosion in Huber Park. Preliminary screening application are due December 28th and the full application is due March 15th. If we are selected there is a minimum match of 25% but we won't know any of that until 2019. Our department identified three different areas where we noticed some significant erosion and that's when I called in EMHT to have them take a look at it and there summary, like I said, is attached there.

RESULT:	REFERRED [UNANIMOUS]	Next: 12/10/2018 7:34 PM
MOVER:	Stacie Baker, At-Large Councilmember	
SECONDER:	Caleb Skinner, Ward 1 Councilmember	
AYES:	Baker, Bryant, Skinner	
ABSENT:	Clemens	

A RESOLUTION ACCEPTING, APPROVING AND RATIFYING THE SUBMITTED RECOMMENDATIONS OF SEVERAL CITY OF REYNOLDSBURG TAX INCENTIVE REVIEW COUNCILS; AND DECLARING AN EMERGENCY. --- Clemens. Development, Parks and Recreation Committee.

Mr. Bowsher: This is just a house cleaning. Our TIRC met in July, we passed all of the TIFS that are currently in the City are all producing just fine. We added two more this year, this is something

Minutes Acceptance: Minutes of Dec 10, 2018 7:30 PM (Approval of Minutes)

MINUTES COMMITTEE MEETING
 REYNOLDSBURG DEVELOPMENT, PARKS AND RECREATION COMMITTEE
 December 10, 2018

that we have to do at the end of the year to continue collecting the monies from those TIFS. So I just ask that you approve of this so we can continue to do that.

RESULT:	REFERRED TO COUNCIL [UNANIMOUS]	Next: 12/10/2018 7:34 PM
MOVER:	Stacie Baker, At-Large Councilmember	
SECONDER:	Caleb Skinner, Ward 1 Councilmember	
AYES:	Baker, Bryant, Skinner	
ABSENT:	Clemens	

LEGISLATION FOR THIRD READING

ORDINANCE TO ADOPT THE CITY OF REYNOLDSBURG COMPREHENSIVE PLAN ---
 Clemens. Development, Parks and Recreation Committee.

Motion to hold by Councilman Skinner, Second by Councilwoman Bryant
 Approved voted by unanimous voice vote.
 Motion carries.

RESULT:	ITEM HELD	Next: 12/17/2018 7:30 PM
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Minutes Acceptance: Minutes of Dec 10, 2018 7:30 PM (Approval of Minutes)

Development Department

Andrew Bowsher

7232 E. Main Street

Reynoldsburg OHIO 43068

614-322-6831 Phone

RESOLUTION REQUEST

DATE: **December 17, 2018**

TO: **Development, Parks and Recreation Committee**

RE: A RESOLUTION ACCEPTING, APPROVING AND RATIFYING THE
SUBMITTED RECOMMENDATIONS OF SEVERAL CITY OF
REYNOLDSBURG TAX INCENTIVE REVIEW COUNCILS.

Approval:

Completed Brad McCloud	Skipped Jed Hood	Skipped Stephen Cicak
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Emergency/Suspension: Emergency

Reason For Emergency: Financial needs of the City's government

Recommendation for continuation of the Brice and Main TIF, Taylor Square TIF, Taylor Road TIF #1,

Taylor Road TIF #2. Kroger TIF, and Summit Road TIF.



MINUTES

2018 FAIRFIELD COUNTY; TAYLOR SQ. TIRC TUESDAY, JULY 17, 2018

**PLACE: 2nd FLOOR, MAIN CONFERENCE ROOM
7232 E. MAIN ST, REYNOLDBURG, OH 43068**

1. Ed Laramée, Fairfield County Deputy Auditor

Mr. Laramée called the meeting to order at 3:30pm

Present: Judy Eck, Debbie Strickling, Joni Crawford, Stephen Cicak, Ed Laramée, Jon Slater, Loudon Klein, Rick Szabrak, Holly Mattli, Andrew Bowsher, and Melissa Butler

2. Approval of 2017 Minutes

Ed Laramée made a motion to approve the Minutes, seconded by Stephen Cicak; ten affirmative votes, no negative votes; Minutes stand approved as submitted.

3. Taylor Square TIF

Mr. Bowsher: This is still an active TIF and can see from last year's minutes that we have received a better rate of 2.163 on some of the bonds.

Ms. Crawford: We have gotten all of our TIF receipts in and they have received all of their refunds from the revision. We paid all the money to the schools and paid all the debt payments. 1,145,000.00 was our fund value at the end of 2017. 196,000 is held as a reserve and the rest gets paid to the school at the beginning of 2018.

Mr. Laramée: Andrew, do you want to give any report as far as what's happening?

Mr. Bowsher: Gander Mountain is outside the TIF, but I think it can increase the property value in the area, as Big Sandy has moved in. In HH Gregg building we now have an Ashley Furniture with all new renovations. We will have a new Starbucks going in with outdoor dining, so that will increase the TIF as well. Continued interest from the Drury Hotels for the out lot. We are trying to fill the Babies R Us location for a tenant. The

Logan's Steakhouse will be demolished in 2019 and a Chick-Fil-A will be put in. This will be a bigger restaurant with green space and outdoor seating.

Andrew Bowsher made a motion to accept the report of the Taylor Square TIF, seconded by Stephen Cicak; ten affirmative votes, no negative votes; the Motion carried.

4. Comments and Closing

Mr. Laramée adjourned the meeting at 3:47 pm.



MINUTES

2018 LICKING COUNTY TIRC TUESDAY, JULY 17, 2018

**PLACE: 2nd FLOOR, MAIN CONFERENCE ROOM
7232 E. MAIN ST, REYNOLDBURG, OH 43068**

1. Roy VanAtta, Licking County Auditor

Andrew Bowsher called the meeting to order at 2:30 pm

Present: Walter Rogers, Roy VanAtta, Joni Crawford, Debbie Strickling, Judy Eck, Stephen Cicak, Andrew Bowsher, and Melissa Butler

2. Approval of 2017 Minutes

Roy VanAtta made a motion to approve the Minutes, seconded by Walter Rogers; seven affirmative votes, no negative votes; Minutes stand approved as submitted.

3. Kroger TIF

Ms. Crawford: The property has been reassessed so last year we gave a big refund and didn't receive any money at all. The first half they got back 75k, the second half and the first part of this year we haven't received any. They do have pending complaints regarding lowering the taxes for this property, but are not scheduled.

Roy VanAtta made a motion to accept the report of the Kroger TIF, seconded by Stephen Cicak; seven affirmative votes, no negative votes; the Motion carried.

4. Taylor Road TIF #1

Ms. Crawford: Similar to the amount we get every year and not a lot of movement. No debt is associated with these TIF's.

Mr. Bowsher: We do have a proposed multifamily development with a proposed 24 million dollar evaluation, which would directly change the TIF evaluation and the money received from the TIF.

Roy VanAtta made a motion to accept the report of Taylor Road TIF#1, seconded by Stephen Cicak; seven affirmative votes, no negative votes; the Motion carried.

5. Taylor Road TIF #2

Ms. Crawford: Similar to the amount we get every year and not a lot of movement. No debt is associated with these TIF's.

Mr. Bowsher: We do have a proposed multifamily development with a proposed 24 million dollar evaluation, which would directly change the TIF evaluation and the money received from the TIF.

Roy VanAtta made a motion to accept the report of Taylor Road TIF #2, seconded by Stephen Cicak; seven affirmative votes, no negative votes; the Motion carried.

6. Summit Road TIF

Ms. Crawford: We get a small amount of money for them due to the property not really being developed yet.

Roy VanAtta made a motion to accept the report of the Summit Road TIF, seconded by Stephen Cicak; seven affirmative votes, no negative votes; the Motion carried.

7. Comments and Closing

Roy VanAtta adjourned the meeting at 2:34 pm



MINUTES

2018 FRANKLIN COUNTY; BRICE ROAD TIRC TUESDAY, JULY 17, 2018

**PLACE: 2nd FLOOR, MAIN CONFERENCE ROOM
7232 E. MAIN ST, REYNOLDBURG, OH 43068**

1. George Mance, Franklin County Auditor's Office

George Mance called the meeting to order at 3:05 pm.

Present: George Mance, Judy Eck, Debbie Strickling, Joni Crawford, Stephen Cicak, Michael Kinninger, Shelley May, Kelly Washington, Kelan Craig, Andrew Bowsher and Melissa Butler

2. Approval of 2016 Minutes

Stephen Cicak made a motion to approve the Minutes, seconded by Andrew Bowsher; ten affirmative votes, no negative votes; Minutes stand approved as submitted

3. Brice Road TIF

Mr. Bowsher: This was done as a debt service that we bonded for infrastructure on the Brice Rd. corridor. This will continue to be paid until 12/01/2023 and this continues to be a good TIF for the city. Home Depot and Walgreens are involved with this TIF.

Ms. Crawford: We haven't been receiving any payments.

Ms. Washington: They may be making tender payments. Ms. Crawford will reach out to see what is going on with payments.

Stephen Cicak made a motion to accept the report of the Brice Road TIF, seconded by Andrew Bowsher; ten affirmative votes, no negative votes; the Motion carried.

4. Comments and Closing

Mr. Mance adjourned the meeting at 3:11 pm

**Kroger TIF
Fund 972**

Total Net TIF Collections	1st half 2017	2nd half 2017
Kroger	-83,301.35	0.00
Kroger 10% Rollback	0.00	0.00
	0.00	0.00
	0.00	0.00
Gross Collection	-83,301.35	0.00
Less:		
Aud/Treas Fees	-7,731.19	0.00
Delinquent Tax Collection (5%)		
Net Distribution	-75,570.16	0.00

Fund 972 Kroger Tif	1st half 2017	2nd half 2017
Fund 972 Beginning Balance	289,791.77	214,221.61
Total Collected	-75,570.16	0.00
Debt Service -SIB Loan		
Fund 972 Ending Balance	214,221.61	214,221.61

2nd Half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
Kroger	0.00	0.00	0.00	0.00	0.00
			0.00	0.00	0.00
	0.00	0.00	0.00	0.00	0.00

4.a.d

1st Half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
Kroger	-83,301.35	-7,731.19	-75,570.16	0.00	-75,570.16
			0.00	0.00	0.00
	-83,301.35	-7,731.19	-75,570.16	0.00	-75,570.16

Attachment: Presented Financial Paperwork (TIRC Renewals)

Taylor Rd Tif #1
Fund 974

	1st half 2017	2nd half 2017
Total Net TIF Collections		
Taylor Chase	11,371.70	8,977.73
	0.00	0.00
Gross Collection	11,371.70	8,977.73
Less:		
Aud/Treas Fees	146.35	118.35
Delinquent Tax Collection (5%)		
Net Distribution	11,225.35	8,859.38

Fund 974 Taylor Rd-1 Tif	1st half 2017	2nd half 2017
Fund 974 Beginning Balance	152,468.38	163,693.73
Total Collected	11,225.35	8,859.38
Debt Service		
Fund 974 Ending Balance	163,693.73	172,553.11

2nd Half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
Taylor Chase	8,977.73	118.35	8,859.38	0.00	8,859.38
			0.00	0.00	0.00
Tax Year 2016	8,977.73	118.35	8,859.38	0.00	8,859.38

4.a.d

1st Half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
Taylor Chase	11,371.70	146.35	11,225.35		11,225.35
Tax Year 2016	11,371.70	146.35	11,225.35	0.00	11,225.35

Attachment: Presented Financial Paperwork (TIRC Renewals)

Taylor Rd Tif #2
Fund 975

	1st half 2017	2nd half 2017
Total Net TIF Collections		
Park National Bank	0.00	0.00
Glen O Bard	899.44	0.00
	0.00	0.00
Gross Collection	899.44	0.00
Less:		
Aud/Treas Fees	11.55	0.00
Delinquent Tax Collection (5%)		
Net Distribution	887.89	0.00

Fund 975 Taylor Rd-2 Tif	1st half 2017	2nd half 2017
Fund 975 Beginning Balance	14,287.21	15,175.10
Total Collected	887.89	0.00
Debt Service		
Fund 975 Ending Balance	15,175.10	15,175.10

2nd Half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
Park National Bank	0.00		0.00	0.00	0.00
Glen O Bard	0.00	0.00	0.00	0.00	0.00
Tax Year 2016	0.00	0.00	0.00	0.00	0.00

4.a.d

1st Half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
Park National Bank	0.00	0.00	0.00		0.00
Glen O Bard	899.44	11.55	887.89		887.89
Tax Year 2016	899.44	11.55	887.89	0.00	887.89

Attachment: Presented Financial Paperwork (TIRC Renewals)

Summit Rd #1**Fund 973****4.a.d**

Total Net TIF Collections	1st half 2017	2nd half 2017
Summit Rd #1	133.11	0.00
Summit Rd #1 10% Rollback	0.00	0.00
Maple Woods Farms	0.00	0.00
Maple Woods Farms-10% Rollback	0.00	0.00
Gross Collection	133.11	0.00
Less:		
Aud/Treas Fees	1.71	0.00
Delinquent Tax Collection (5%)		
Net Distribution	131.40	0.00

Fund 973 Summit Rd #1 Tif	1st half 2017	2nd half 2017
Fund 973 Beginning Balance	5,105.61	5,237.01
Total Collected	131.40	0.00
Debt Service		
Fund 973 Ending Balance	5,237.01	5,237.01

Attachment: Presented Financial Paperwork (TIRC Renewals)

2nd Half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
SRJ Properties	0.00		0.00	0.00	0.00
Maple Woods Farm	0.00		0.00	0.00	0.00
Tax Year 2016	0.00	0.00	0.00	0.00	0.00

4.a.d

1st Half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
SRJ Properties	133.11	1.71	131.40		131.40
Maple Woods Farm	0.00	0.00	0.00		0.00
Tax Year 2016	133.11	1.71	131.40	0.00	131.40

Attachment: Presented Financial Paperwork (TIRC Renewals)

4.a.d

Net TIF Collections

	1st Half 2017	2nd Half 2017
Depot Settlement	124,839.00	0.00
Home Depot 10% Rollback	0.00	0.00
Walgreens Settlement	40,162.34	40,162.34
Walgreens 10% Rollback	0.00	0.00
Gross Collection	165,001.34	40,162.34

Less:

Aud/Treas Fees	2,011.86	454.99
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Delinquent Tax Collection (5%)

Net Distribution	162,989.48	39,707.35
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Effective Class II % to School

	61.32%	61.32%
Subaccounts	1st Half 2017	2nd Half 2017

School Revenue Account	99,945.15	24,348.55
Public Improvement Account	63,044.33	15,358.80
	162,989.48	39,707.35

Distribution to Schools

	1st Half 2017	2nd Half 2017
Beginning Balance Owed to Schools	702.65	0.00
Funds Deposited in School Revenue Account	99,945.15	24,348.55
Paid To Schools	100,647.80	24,348.55
Ending Balance Owed to Schools	0.00	-0.01

Fund 971 (Brice - Main TIF)

	1st Half 2017	2nd Half 2017
Fund 971 Beginning Balance	25,057.64	82,442.97
Total Collected	162,989.48	39,707.35
Debt Service paid for 2003 Bonds	4,956.35	79,956.35
Paid To Schools	100,647.80	24,348.55
Fund 971 Ending Balance	82,442.97	17,845.42

1st half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
Home Depot 90-007			0.00	0.00	0.00
Walgreen 90-28	40,162.34	454.99	39,707.35	0.00	39,707.35
Tax Year 2016	40,162.34	454.99	39,707.35	0.00	39,707.35

4.a.d

1st half 2017 Collections	Total Distribution	Fees	Net Distribution	10% Rollback	Total Received
Home Depot 90-007	124,839.00	1,557.72	123,281.28	0.00	123,281.28
Walgreen 90-28	40,162.34	454.14	39,708.20	0.00	39,708.20
Tax Year 2016	165,001.34	2,011.86	162,989.48	0.00	162,989.48

Attachment: Presented Financial Paperwork (TIRC Renewals)

TAYLOR SQUARE TAX INCREMENT FINANCING

4.a.d

Phase I and II	1st Half 2017	2nd Half 2017
Total Phase I Collected	416,385.70	914,146.87
Total Phase II Collected	* 258,017.79	372,187.46
TOTAL COLLECTED	674,403.49	1,286,334.33

* included a correction of 86.71

Effective Class II % to School 69.30% 69.30%

Subaccounts	1st Half 2017	2nd Half 2017
Phase I Reserve		
Phase I Debt Service	416,385.70	914,146.87
Phase II School Revenue	178,806.33	257,925.91
Phase II Debt Service	79,211.46	114,261.55
	674,403.49	1,286,334.33

Fund 970 (TIF)	1st Half 2017	2nd Half 2017
Fund 970 Beginning Balance	1,131,773.40	295,404.14
Total Collected	674,403.49	1,286,334.33
Paid To Schools	-936,390.74	-436,732.23
Transferred to Debt Service	-574,382.00	
Debt Payments paid from Tax Revenues	0.00	0.00
Fund 970 Ending Balance	295,404.14	1,145,006.24
Fund 970 reserve		

Payments to School District	1st Half 2017	2nd Half 2017
Phase II School Revenue (30 days after receipt)	178,806.33	257,925.91

Annual Balance (30 days after calendar year) **949,623.59**

Service Payment Deficiencies	2017
Phase I Owner's Parcel (i)	884,291.20
Phase I Property (ii)	1,330,532.57
Credited Payments (iii)	1,524,005.59
Debt Payment Required	574,382.00
Debt Service Deficiency	0.00
Target Deficiency	0.00
Amount Due From Owner	0.00

Attachment: Presented Financial Paperwork (TIRC Renewals)

2017 Tax Year 2016 1st half

Phase			Total Collected	Fees	Net Amount
I - Other	044-73792-00	BP Exploration	14,663.09	190.03	14,473.06
I - Other	044-73793-00	Bills Sunoco	23,662.08	306.66	23,355.42
I - Other	044-73793-13	Noca (O'Charlies)	23,622.65	306.15	23,316.50
I - Other	044-73793-15	Noca (Fridays)	25,047.84	324.62	24,723.22
I - Other	044-73795-12	BP Exploration		0.00	0.00
I - Other	044-73795-50	Noca Ltd.	743.93	9.64	734.29
I - Other	044-73795-51	Smokey Bones	19,635.28	254.47	19,380.81
I - Other	044-73795-52	Sliver	1,062.51	13.77	1,048.74
I - Other	044-73795-70	Fifth Third Bank	23,748.81	307.78	23,441.03
I - Other	044-73795-80	P & S Hotel Group	63,687.35	825.38	62,861.97
I - Other	044-73795-90	First Hospitality	45,562.29	590.48	44,971.81
			<u>241,435.83</u>	<u>3,128.99</u>	<u>238,306.84</u>
I - Owner	044-73795-20	Noca (Walmart)	0.00	0.00	0.00
I - Owner	044-73795-30	Noca Retail Devel.	122,791.72	1,591.37	121,200.35
I - Owner	044-73795-40	Noca (West Strip)	57,625.34	746.82	56,878.52
			<u>180,417.06</u>	<u>2,338.19</u>	<u>178,078.87</u>
II	044-73790-10	Ardmore of Ohio			0.00
II	044-73790-11	Ardmore of Ohio			0.00
II	044-73791-00	Logans SH	21,914.02	284.00	21,630.02
II	044-73791-10	City of Reyn.		0.00	0.00
II	044-73791-11	Ardmore of Ohio	160.06	2.07	157.99
II	044-73791-20	UHA Corp.	15,863.95	205.60	15,658.35
II	044-73793-11	Noca Retail Devel.	21,774.45	282.20	21,492.25
II	044-73793-30	Icebreaker Devel	17,924.66	232.30	17,692.36
II	044-73794-10	Drury Inns Inc	2,428.94	31.48	2,397.46
	044-73794-20	Drury Inns Inc	7,130.66	92.41	7,038.25
II	044-73795-00	BP Gas Lease.	14,376.08	186.31	14,189.77
II	044-73795-01	Reynoldsburg LLC	48,921.22	634.02	48,287.20
II	044-73795-13	Sams (17%).	0.00	0.00	0.00
II	044-73795-14	Parking lot	17,289.14	224.07	17,065.07
II	044-73795-10	Drury Inns Inc	23,692.04	307.05	23,384.99
II	044-73795-60	Noca Ltd.	69,842.52	905.15	68,937.37
			<u>261,317.74</u>	<u>3,386.66</u>	<u>257,931.08</u>
1st half 2017 Collections			683,170.63	8,853.85	674,316.78

Attachment: Presented Financial Paperwork (TIRC Renewals)

2017 Tax Year 2016 2nd half

Phase		Total Collected	Fees	Net Amount
I - Other	044-73792-00 BP Exploration	14,663.09	194.21	14,468.88
I - Other	044-73793-00 Bills Sunoco	23,662.08	313.41	23,348.67
I - Other	044-73793-13 Noca (O'Charlies)	23,622.65	312.88	23,309.77
I - Other	044-73793-15 Noca (Fridays)	25,047.84	331.76	24,716.08
I - Other	044-73795-12 BP Exploration		0.00	0.00
I - Other	044-73795-50 Noca Ltd.	743.93	9.85	734.08
I - Other	044-73795-51 Smokey Bones	19,635.28	260.07	19,375.21
I - Other	044-73795-52 Sliver	1,062.51	14.07	1,048.44
I - Other	044-73795-70 Fifth Third Bank	23,748.81	314.55	23,434.26
I - Other	044-73795-80 P & S Hotel Group	32,977.13	436.78	32,540.35
I - Other	044-73795-90 First Hospitality	45,562.29	603.47	44,958.82
		<u>210,725.61</u>	<u>2,791.07</u>	<u>207,934.54</u>
I - Owner	044-73795-20 Noca (Walmart)	535,274.65	7,089.74	528,184.91
I - Owner	044-73795-30 Noca Retail Devel.	122,791.72	1,626.38	121,165.34
I - Owner	044-73795-40 Noca (West Strip)	57,625.34	763.25	56,862.09
		<u>715,691.71</u>	<u>9,479.38</u>	<u>706,212.33</u>
II	044-73790-10 Ardmore of Ohio		0.00	0.00
II	044-73790-11 Ardmore of Ohio		0.00	0.00
II	044-73791-00 Logans SH	21,914.02	290.25	21,623.77
II	044-73791-10 City of Reyn.		0.00	0.00
II	044-73791-11 Ardmore of Ohio	160.06	2.12	157.94
II	044-73791-20 UHA Corp.	15,863.95	210.12	15,653.83
II	044-73793-11 Noca Retail Devel.	21,774.45	288.40	21,486.05
II	044-73793-30 Icebreaker Devel	17,924.66	237.41	17,687.25
II	044-73794-10 Drury Inns Inc	2,428.94	32.17	2,396.77
	044-73794-20 Drury Inns Inc	7,130.66	94.45	7,036.21
II	044-73795-00 BP Gas Lease.	14,376.08	190.41	14,185.67
II	044-73795-01 Reynoldsburg LLC	48,633.42	644.15	47,989.27
II	044-73795-13 Sams (17%).	116,153.33	1,538.46	114,614.87
II	044-73795-14 Parking lot	17,289.14	229.00	17,060.14
II	044-73795-10 Drury Inns Inc	23,692.04	313.80	23,378.24
II	044-73795-60 Noca Ltd.	69,842.52	925.07	68,917.45
		<u>377,183.27</u>	<u>4,995.81</u>	<u>372,187.46</u>
2nd half 2017 Collections		1,303,600.59	17,266.26	1,286,334.33

Attachment: Presented Financial Paperwork (TIRC Renewals)

Development Department**Andrew Bowsher****7232 E. Main Street****Reynoldsburg OHIO 43068****614-322-6831 Phone****ORDINANCE REQUEST**

DATE: December 17, 2018

TO: Development, Parks and Recreation Committee

RE: ORDINANCE TO ADOPT THE CITY OF REYNOLDSBURG
COMPREHENSIVE PLAN

Approval:

Skipped Brad McCloud	Completed Jed Hood	Completed Stephen Cicak
-------------------------	-----------------------	----------------------------

This ordinance is the agreement to pass, and start implementation of the unique comprehensive master plan created by staff and OHM Advisors.

FINAL COMPREHENSIVE PLAN UPLOADED 12/17/2018

12/14/2018 VERSION ALSO ATTACHED FOR COMPARISON

The Comprehensive Plan will provide both a short- and a long-range framework for the built environment in the City. It will guide the appropriate use of lands within the City in order to protect the public health and safety and to promote general welfare. Among other issues, the comprehensive plan will assist City Officials tracking, logging, and coordinating our future comprehensive plan for commercial, housing and mixed-use development; locations where the City should increase density, use redevelopment, or intervene in other ways; opportunities to extend and/or improve open space, recreational areas, and civic facilities; strategies for increasing economic development; environmental, historic and cultural resources that need conservation; and strategies for improving infrastructure issues.

REYNOLDSBURG COMPREHENSIVE PLAN 2018

Attachment: Reynoldsburg Plan Final 12.5.18 (Implementation of the Comprehensive Plan)

ACKNOWLEDGMENTS

Thank you to the steering committee members, stakeholders and community members who invested their time and expertise in the creation of this plan for the future of the City of Reynoldsburg.

Steering Committee:	Position:
Andrew Bowsher	Development Director
Barth Cotner	City Council
Bill Sampson	Public Service Director
Brad McCloud	Mayor
Debbie Dunlap	Vice President, City of Reynoldsburg School District
Donna Bauman	Parks and Recreation Director
Kerstin Carr	Director of Planning & Environment, MORPC
Patt Zollars	Chair, Reynoldsburg Planning Commission
Stacie Baker	City Council
Stephen Cicak	City Auditor

This plan was prepared for:

This plan was prepared by:

with support from:



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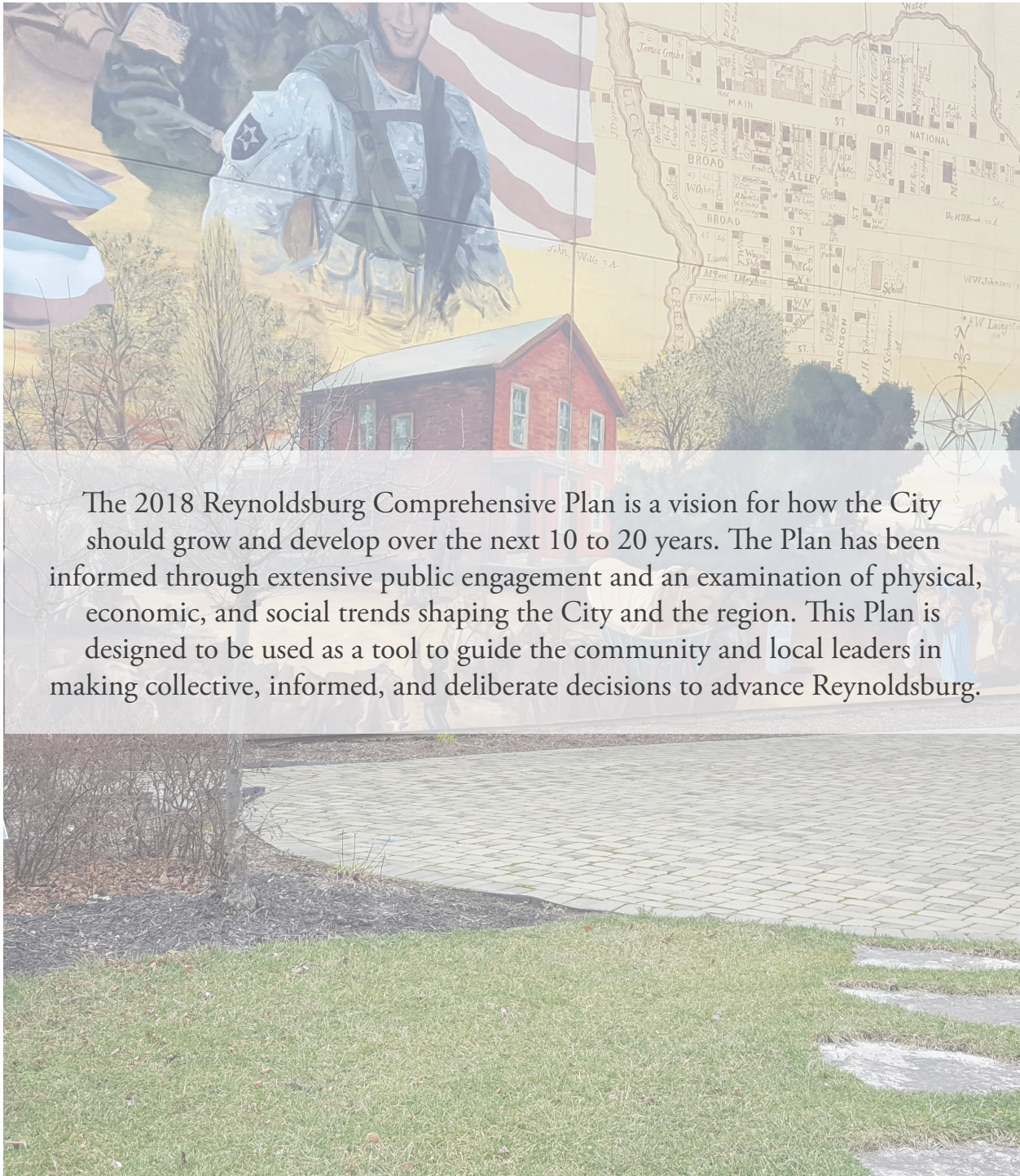
Attachment: Reynoldsburg Plan Final 12_5_18 (Implementation of the Comprehensive Plan)

01

INTRODUCTION

01

INTRODUCTION



The 2018 Reynoldsburg Comprehensive Plan is a vision for how the City should grow and develop over the next 10 to 20 years. The Plan has been informed through extensive public engagement and an examination of physical, economic, and social trends shaping the City and the region. This Plan is designed to be used as a tool to guide the community and local leaders in making collective, informed, and deliberate decisions to advance Reynoldsburg.

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is the culmination of a community-driven effort to determine goals and a corresponding plan for the future, serving as a guide for investment, policy, and decision-making. Among other items, a comprehensive plan provides an opportunity to prioritize development and land use patterns, identify important and potentially transformative projects, and align resources to address growth and improve a community's quality of life.

Comprehensive plans involve an engaging process that brings the community together to discuss their ideas for the future. These ideas may focus on anything from the environment, economy, infrastructure, recreation, or any other issue of importance to those in the community. The planning process helps shape these ideas into a feasible and actionable strategy.

THE REYNOLDSBURG COMPREHENSIVE PLAN AIMS TO:

GUIDE...

...the community in evaluating future growth and development.

INFORM...

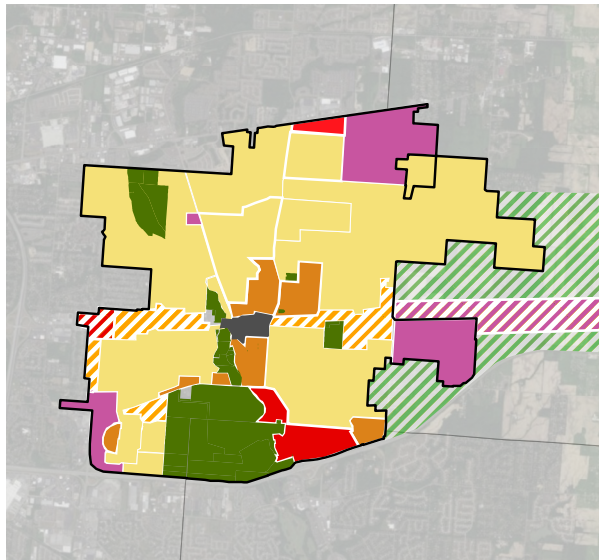
... residents and City staff on the implications of future growth.

DEVELOP...

...a unique vision for the City based on its own set of challenges and opportunities.

MEASURE...

...future progress and implementation of City improvement efforts, planning initiatives, and development projects.



Future Land Use Plan (See Chapter 3).



Concept for new park in Olde Reynoldsburg, (See Chapter 7)

INTRODUCTION

WHO WAS INVOLVED?

LOCAL LEADERSHIP

The City of Reynoldsburg identified a need in the community for a long-term vision for the future and championed the creation of this plan to fulfill that need. City staff and elected officials played a critical role by providing ongoing guidance and expertise and by gathering many of the community's best and brightest stakeholders to convene and strategize.

STEERING COMMITTEE

A group of Reynoldsburg community members, residents, and business owners were assembled to guide and inform the planning process. Ultimately, these community members will serve as long-term stewards of the Plan.

GENERAL PUBLIC

The public was integral in developing the vision of this Plan. Throughout the process, the public had the opportunity to provide insight and feedback through public meetings, a telephone survey, and online. The first public meeting, an open house at the Reynoldsburg Farmer's Market, gathered input from dozens of residents providing ideas and insight into the needs and wants of the community. An Open House later in the summer tested the outcome of the planning process and set up implementation of the plan. A telephonic survey, conducted by

Aimpoint Research, provided statistically accurate data on community preferences and opinions related to growth in Reynoldsburg.

Those who were unable to attend the public gatherings were encouraged to visit the project website, which hosted a community survey and virtual versions of the public meeting activities. A more detailed explanation of public meeting activities and results is outlined in Chapter 2, Community Overview and Public Engagement.

SMALL GROUP MEETINGS

Through the recommendation of City staff and the steering committee, small focus groups were convened to provide additional insight and feedback in the drafting of the Plan. Each small group brought a specialized focus and unique perspective to the process.

CONSULTANT TEAM

OHM Advisors, an integrated engineering, architecture, and planning firm, specializing in community involvement and urban design was retained to guide the planning process. CT Consultants provided engineering related assessments and recommendations, while Aimpoint Research led the statistically valid survey to gather community input.

Project Schedule:

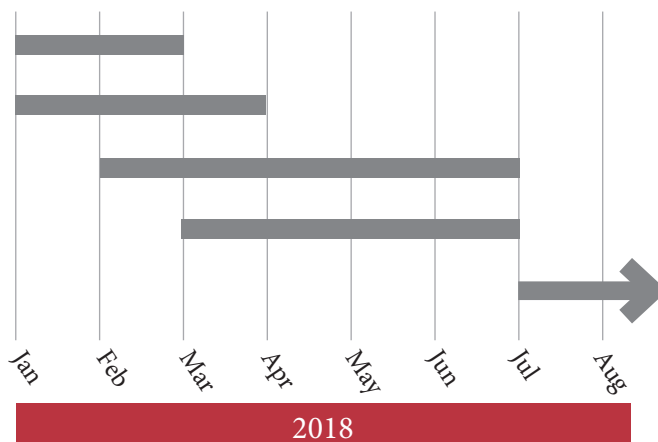
PREPARING FOR THE PLAN

UNDERSTANDING THE CONTEXT

ENGAGE AND LISTEN

DEVELOPING THE PLAN

FINALIZING THE PLAN & SETTING UP IMPLEMENTATION



PLAN INPUTS

The Plan was informed by a range of community and technical inputs including:



» **Public Meetings:** A robust public engagement process included two public open houses.



» **Online and Telephonic Surveys:** Online opportunities and a statistically valid telephone survey increased the opportunity for the public to engage in the process.



» **Existing Conditions Analysis:** Local and regional factors were analyzed to develop a logical and fiscally sustainable land use pattern that accommodates growth.



» **Best Practices:** Community development best practices, from autonomous vehicle adoption to residential development, informed plan principles, goals, and recommendations.

FROM PLAN TO ACTION

A plan without an implementation strategy is naturally limited in its effectiveness. The policy framework (which can be found both in the applicable plan chapters as well as the appendix, Plan provides a blueprint for both the City administration and the community to implement the goals of this Plan.

Five plan principles were developed and solidified with the Steering Committee throughout the planning process. Each principle frames a tangible set of goals and actions for the City to accomplish, in order to advance the core themes of this Plan.

Focus Areas

Additionally, Chapter 7 identifies a number of focus areas that are prime for redevelopment within the City. The strategies presented in this Chapter build upon the research and vision outlined throughout this Plan.

HOW TO USE THE PLAN

This plan is meant to guide public and private land use and community development decisions. All community entities are responsible for upholding this plan including the following:

Public Entities. Individual City departments and administrators should be cognizant of the contents of the Plan when preparing annual work programs, budgets, capital improvement plans, and economic incentives. When deciding on administrative and legislative approvals for development proposals, this Plan should be used as a tool to communicate with property owners and the development community on the desired character and form of the City.

Private Development. Private developers should consider the goals and strategies of the plan as they make land use and investment decisions. The private development community should understand the vision of this Plan and ensure that development proposals meet the intent of this document.

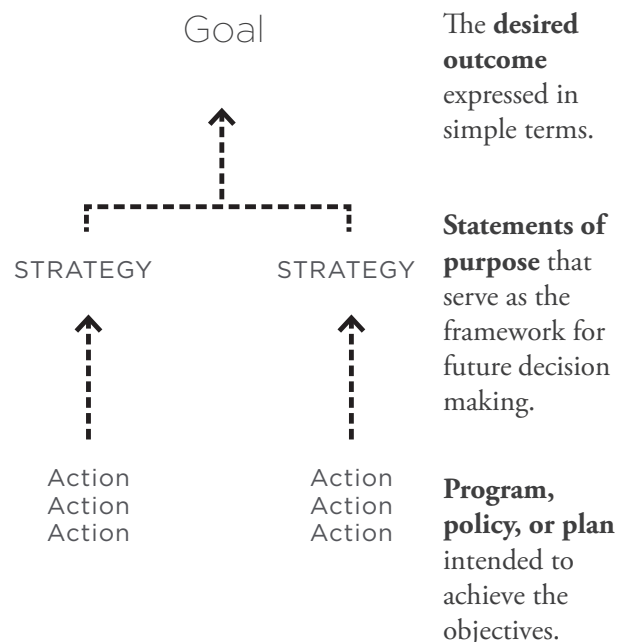


Figure 1: Policy Framework

02

COMMUNITY OVERVIEW AND PUBLIC ENGAGEMENT

02

COMMUNITY OVERVIEW
AND PUBLIC ENGAGEMENT

Community Overview

A GROWING REGION

Reynoldsburg is situated within the Central Ohio region, which is expected to grow rapidly by 2050 (see Figure 3). Population estimates suggest that the region will grow by upwards of one million people over the next 30 years. East Main Street, Reynoldsburg's primary east-west corridor, will be an important point in that development. Therefore, land use decisions made today will go a long way toward shaping the City's identity and development in the future.

EXISTING COMMUNITY PROFILE

The following chapters provide a more in-depth existing conditions analysis. A snapshot of Reynoldsburg is below:

- » **Population:** Approximately 37,000 in 2016, up 15.6% from 32,000 in 2000.
- » **Racial Diversity:** At ~64% white and ~25% African-American with a strong Southeast Asian community, the City of Reynoldsburg has a diverse tapestry of residents.
- » **Median Household Income:** At \$61,648 in 2016, Reynoldsburg's median household income is higher than both the City of Columbus and Franklin County.

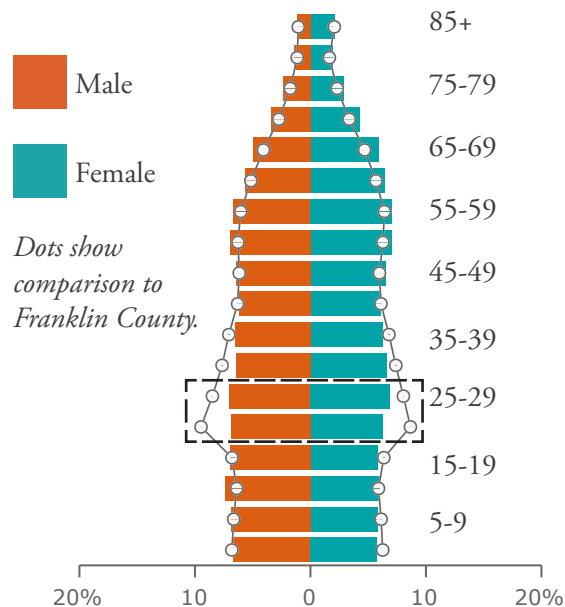


Figure 2: Population Pyramid -- Reynoldsburg

- » **Reynoldsburg's Population Distribution:** The graph above highlights the percentage of Reynoldsburg's population (in 5 year increments, by gender) and compares it to Franklin County. Reynoldsburg has significantly fewer millennials than Franklin County as a whole. Attracting millennials with appealing housing options is an important component of growing a strong local economy while attracting and retaining future home buyers.

REYNOLDSBURG COMPREHENSIVE PLAN

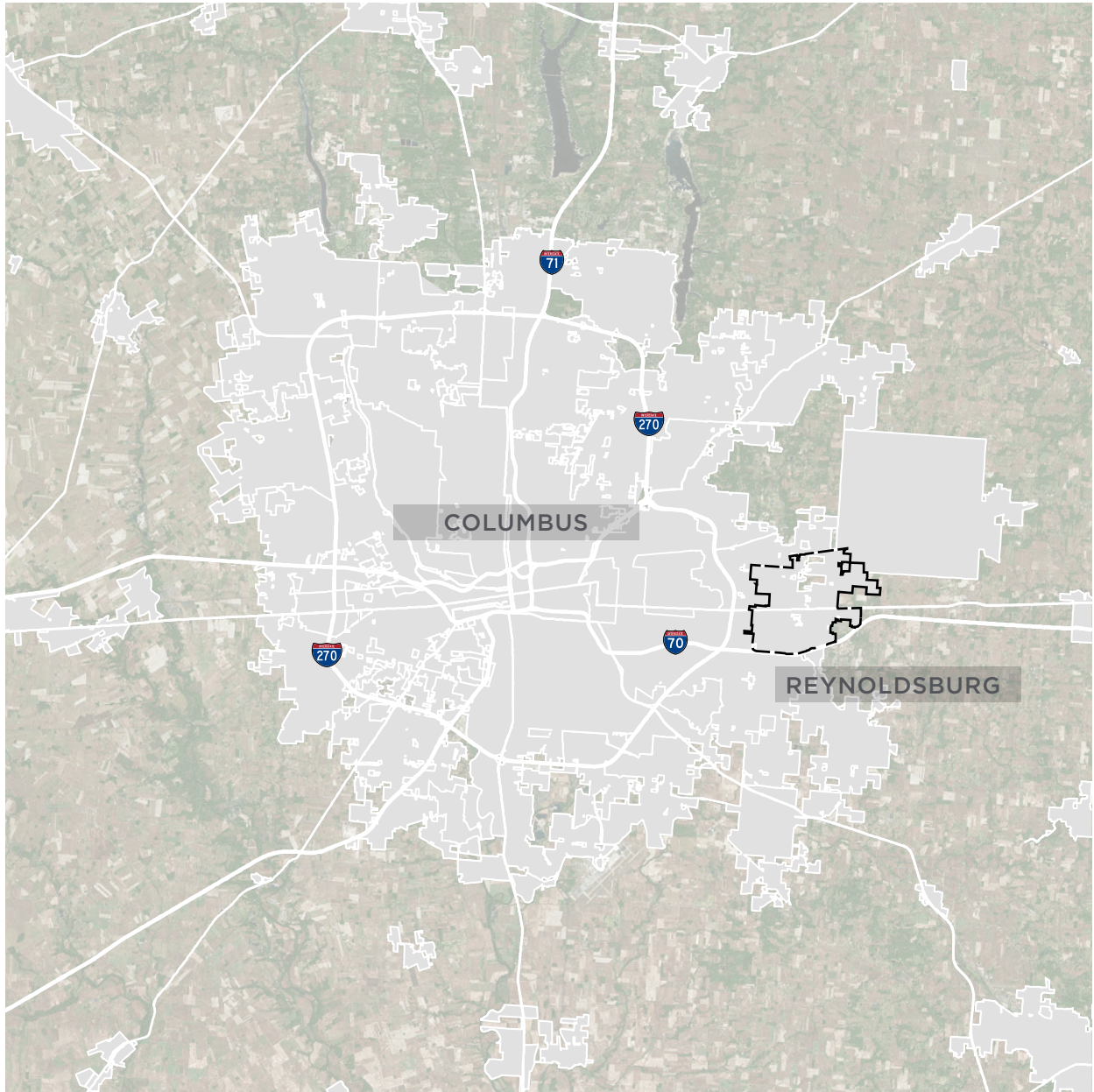


Figure 3: Regional Context Map



02

COMMUNITY OVERVIEW
AND PUBLIC ENGAGEMENT

Community Vision

OVERVIEW

The planning team solicited ideas, questions, and feedback from Reynoldsburg residents and employees throughout the planning process. A summary of the findings are on the following pages. Full results of the Aimpoint telephone survey are contained in an Appendix to this Plan.

Small Group Meetings: The planning team facilitated four group workshops with different community members. The workshops were high-level conversations designed to understand the pulse of the community.

Public Meetings: The planning team held an open house at the Reynoldsburg farmer's market. This event was used to gain specific feedback from residents on a number of the different concepts presented throughout the steering committee process.

Telephonic Survey: In collaboration with Aimpoint, a local market-research firm, the planning team conducted a survey designed to get a perspective on how and where the City should grow.

Online Engagement: The online survey was replicated on the project website for those not surveyed by phone.

ENGAGEMENT BY THE NUMBERS

TELEPHONIC SURVEY

300 responses

ONLINE SURVEY

117 responses

SMALL GROUP WORKSHOPS

50+ stakeholders

OPEN HOUSE

100+ attendees

STEERING COMMITTEE

10 regular attendees

500+ PEOPLE ENGAGED

REYNOLDSBURG COMPREHENSIVE PLAN

WHAT WE HEARD

Small Group Meetings

The following is summary of key issues and opportunities facing Reynoldsburg that were identified in each small group meeting.

CHAMBER OF COMMERCE

Issues and Opportunities:

- » “We don’t have an identity.”
- » “Big-Box vacancies.”
- » “Downtown is not an established space.”
- » “Promote walkability in Olde Reynoldsburg.”
- » “Celebrate the City’s diversity.”

FOCUS AREAS:

Olde Reynoldsburg:

- » Make Olde Reynoldsburg a destination.
- » Strengthen design standards.

Kroger Site:

- » An opportunity for office, or medical office.

RELIGIOUS LEADERSHIP

The Big Opportunity:

- » Strong Downtown = Strong Identity.
- » Strong enthusiasm for enhancing the Downtown, adding a public space.

STUDENTS

Issues and Opportunities:

- » “The vacant buildings give us a poor image.”
- » “There are no job opportunities for youth.”
- » “Our parks need to have ‘something to do.’”

First Open House-Farmer’s Market (June)

At the first open house, the planning team presented draft concepts of the focus areas and the future land use plan to the public, in order to validate what the team had heard from the community in the survey.

The planning team received positive responses about the draft concepts. In smaller conversations, and voting exercises, over 100 visitors endorsed the focus areas outlined in Chapter 7 and a draft of the future land use strategy as seen in Chapter 3.

Second Open House-Farmer’s Market (September)

As the plan evolved, the planning team went back to the farmer’s market to present refined concepts to the public. These concepts included new recommendations for Olde Reynoldsburg, along with a refined policy framework. Residents expressed enthusiasm around the new concepts and ideas.



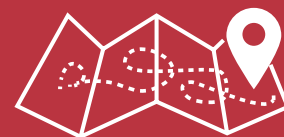
KEY FINDINGS



Transform vacant and underperforming retail.



Create a cohesive community feel throughout the City.



Grow Olde Reynoldsburg as a local and regional destination.

COMMUNITY OVERVIEW AND PUBLIC ENGAGEMENT

Telephonic Survey

A statistically valid telephone survey was conducted to gather input from the community. The demographics of survey respondents were designed so that the sample size properly reflected the demographics of Reynoldsburg residents, drawing generalizations which statistically fit the community at large. A summary of the results is provided below.

QUALITY OF LIFE

In general, survey participants are satisfied with living in Reynoldsburg. The majority of respondents (over 60%) believe that the community is heading in the right direction. When asked to rate the quality of life in Reynoldsburg, approximately 86% of respondents gave a rating of 6 or above with the overall average at 7.16.

Residents' overall satisfaction translates to a desire to remain in the community. Around 70% of respondents said that they see themselves living in Reynoldsburg in the next five years, including nearly half of those ages 18 to 34 and the majority of all other age groups. The relatively high percent for those planning to remain in the City may further indicate a need to ensure a diverse housing stock and amenities to serve a range of ages, lifestyles, and household sizes.

IDENTITY

Slightly more than half of survey respondents believe that Reynoldsburg has a distinct identity and cited the City as friendly, family-oriented, and multi-cultural. For those who did not believe the City had an identity, they were asked what they would like the identity to be. Respondents emphasized similar themes of family, community involvement, and diversity.

PROFILE OF SURVEY RESPONDENTS

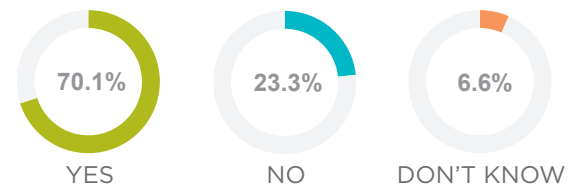
300 RESIDENTS



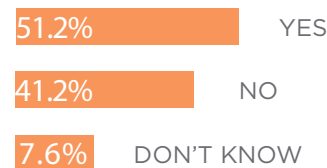
Q: ON A SCALE OF 1-10, HOW WOULD YOU RATE THE QUALITY OF LIFE IN REYNOLDSBURG?



Q: DO YOU SEE YOURSELF IN REYNOLDSBURG IN THE NEXT 5 YEARS?



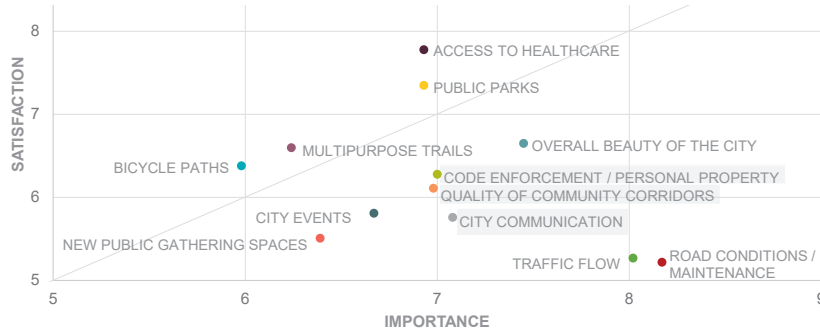
Q: DO YOU BELIEVE THE CITY HAS A DISTINCT IDENTITY?



REYNOLDSBURG COMPREHENSIVE PLAN

CITY SERVICES

When asked the most significant challenge facing Reynoldsburg, the most common response was infrastructure conditions. In many communities this is regularly considered a top issue by residents. Other services that rated lower satisfaction and higher importance by survey respondents included city communication, quality of community corridors, code enforcement, and overall beauty of the city.



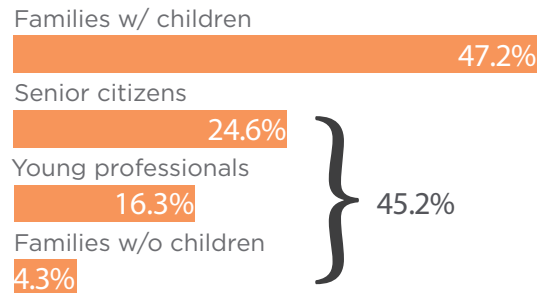
Q: HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES? HOW IMPORTANT IS IT TO IMPROVE THE FOLLOWING FACTORS?

GROWTH AND HOUSING

According to survey results, Reynoldsburg should focus on redeveloping existing properties and growing businesses over the next 30 years. Over half of respondents said that redeveloping existing properties is the most or second most important factor, suggesting a desire for a new vision on existing sites.

As residents consider future housing needs, high quality materials, a range of options, cost, and diversity in housing types. When asked whether families with or without children will need more children, survey respondents were nearly split, indicating a need for Reynoldsburg to ensure a diverse housing stock into the future to accommodate all types and sizes of households.

Q: WHAT GROUP OF PEOPLE MIGHT NEED MORE HOUSING WITHIN REYNOLDSBURG OVER THE NEXT TEN YEARS? (ONLY SELECT ONE)



KEY FINDINGS



Reimagine primary corridors throughout the City.



The City should re-enforce the community's identity.



Housing diversity is important to many residents.

COMMUNITY OVERVIEW AND PUBLIC ENGAGEMENT

PLAN GOALS AND FRAMEWORK

The results from the public engagement process, along with the existing conditions analysis (incorporated throughout the next four chapters) guided the development of the following plan principles. These principles inform the structure of the plan, the mission of the focus areas (Chapter 7) and the policy and implementation framework (outlined in the appropriate chapters and the appendix).



1. PROMOTE A DIVERSE MIX OF HOUSING OPTIONS

Encourage a mix of housing options that support existing and future residents and increases the character of the community (see page 22).



2. DIVERSIFY AND BALANCE A MIX OF LAND USE TYPES THAT CREATES ECONOMIC RESILIENCY WHILE PROMOTING DISTINCT CHARACTER.

Support development that aligns with strategic land use goals (see page 28).



3. PROVIDE A RANGE OF MOBILITY OPTIONS.

Improve and expand the transportation network to safely and efficiently support all modes of travel (see page 50).

REYNOLDSBURG COMPREHENSIVE PLAN



4. COORDINATE FUTURE INFRASTRUCTURE INVESTMENTS WITH ANTICIPATED DEVELOPMENT CHANGES.

Ensure infrastructure supports the long-term needs of the community (see page 66).



5. DEFINE, GROW, AND PROMOTE THE CITY'S IMAGE AND BRAND.

Create and grow a unique image and brand within the community through physical improvements and messaging. (see page 76).

03

HOUSING, ECONOMY, AND LAND USE

03

HOUSING, ECONOMY,
AND LAND USE

Housing

OVERVIEW

Housing conditions in Reynoldsburg are an important factor in shaping the social and economic health of the community. Reynoldsburg currently has a diverse range of housing options, with a large share of rental units and aging multi-family properties. Rents are fairly affordable, but the City has an opportunity to offer newer housing units to both retain current residents while attracting newcomers.

In This Section:

- » **Existing Conditions and Trends:** Housing Tenure, Age, Type, and Cost. Anticipated Population Growth in Central Ohio. The Missing Middle.
- » **Key Findings:** Existing Conditions, Trends, and Public Engagement

EXISTING CONDITIONS AND TRENDS

Housing Tenure

At 56%, the majority of housing in Reynoldsburg is owner-occupied. However, the City has a higher percentage of renters than comparable communities in Central Ohio. Its share of renters has also increased since 2000. (See Table 1) This is a trend shared by many communities nationwide, as prospective homeowners have chosen to rent smaller, more flexible housing units in the aftermath of the Great Recession.

Housing Age

According to 2016 census data, the median age of housing in Reynoldsburg is 33 years old. Franklin County Auditor data shows that multi-family

Table 1: Growth in Renters

2000	34.9% renters
2010	36.6% renters
2016	41.1% renters

The share of Reynoldsburg's population that rents has risen steadily since 2000, a byproduct in part of the recession.

REYNOLDSBURG COMPREHENSIVE PLAN

housing in Reynoldsburg is even older, with a median age of 40 years old. Older properties present challenges related to higher maintenance costs, lower quality amenities, limited efficiency, and lower rents. Communities around Central Ohio, from Worthington, to Grandview Heights to Gahanna, have allowed for new investments in multi-family housing, a move that has helped change the image and brand of their respective communities, retain current residents who may prefer to downsize, and attract new residents, specifically the growing number of Central Ohio households without children.

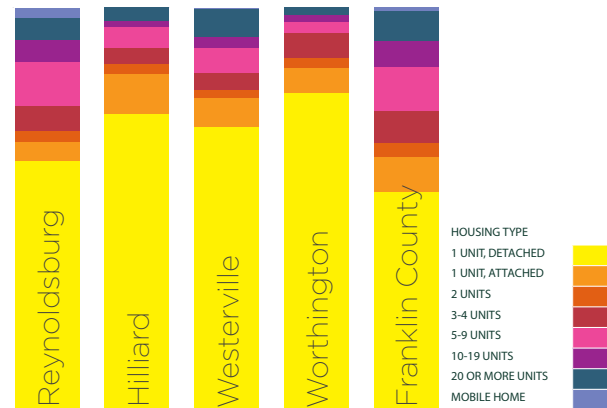
Housing Type

Figure 3 shows Reynoldsburg has a lower share of single-family detached housing than other nearby suburban communities. Reynoldsburg has the existing diversity in its housing stock to begin meeting the expected increase of smaller household sizes. However, the median multi-family housing unit is approximately 40 years old, presenting a strong opportunity to begin offering a new housing product on the market.

Housing Costs

When looking at the cost of rent, housing in Reynoldsburg is comparable to other communities in Central Ohio. Table 2 shows the median rent of select communities within the region, as well as

Figure 4: Housing by Unit Type, Reynoldsburg and Select Area Communities



Compared to select area communities, Reynoldsburg has a diverse range of housing types.

Source: 2012-2016 American Community Survey 5-Year Estimates

the metro area. A look at future market demand provides an insight into how these rent comparisons may hold in the coming years. As shown in Table 4, the forecasted growth in rents projected by the U.S. Department of Housing and Urban Development will be greater across Delaware and Franklin counties than median rents in Reynoldsburg. The estimated demand figures reflect a growing attitude that some people are willing to spend more for a desirable rental property than pursue ownership. This demonstrates Reynoldsburg's opportunity to pursue new residential development that charges higher incomes.

Table 2: Area Median Rents, (Studios, 1 bedroom and 2 bedroom housing units)

	Reynoldsburg	Worthington	Westerville	Hilliard	Columbus MSA
Median Gross Rent (All Units)	\$948	\$882	\$927	\$1004	\$855
Median Gross Rent (Studio)	\$593	\$843	\$1375	\$675	\$600
Median Gross Rent (1 bedroom)	\$723	\$548	\$674	\$791	\$683
Median Gross Rent (2 bedroom)	\$903	\$858	\$854	\$1041	\$860

Source: U.S. Department of Housing and Urban Development, Comprehensive Housing Market Analysis, April, 2016

HOUSING, ECONOMY, AND LAND USE

Table 3 outlines Reynoldsburg's potential to capture new residential development. Expected monthly rent for newly constructed apartments throughout Central Ohio is commanding rents much higher than the average rents in Reynoldsburg. Furthermore, the development of new multi-family residential development may help repurpose underutilized commercial sites throughout the City.

Anticipated Preferences for New Residential and Walkable Spaces

As the region anticipates adding up to 1 million people by 2050, the growth will be defined by a few important characteristics. According to a recent demographic projection by Dr. Arthur Nelson, **87% of the growth in households by the year 2030 will be households without children.** Furthermore, **56% of the population growth over the same time period will be from senior households.** Nationally, older households, and households without children (which tend to be younger) prefer attached, smaller lot homes over homes with larger lots. (See Figure 4).

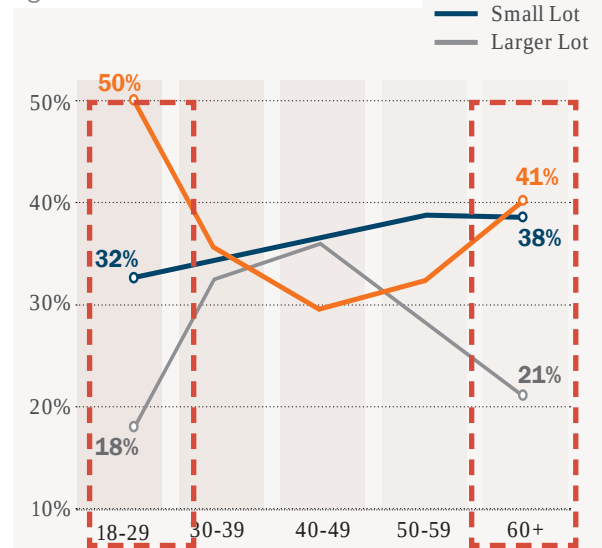
Furthermore, according to survey data accompanying the Insight 2050 analysis, a majority of Ohioans have expressed a desire to live in walkable places and neighborhoods. Currently, 20% of residents believe that they have this option. Reynoldsburg's best opportunity to develop new residential districts is along major commercial corridors (i.e. East Main Street and Brice Road), that have the potential to transform into walkable districts.

Table 3: Estimated Demand for New Market-Rate Rental Housing

One Bedroom		Two Bedroom	
Monthly Gross Rent	Units of Demand	Monthly Gross Rent	Units of Demand
\$900 - \$1,099	1425	\$1,200 - \$1,399	1425
\$1,100 - \$1,299	1425	\$1,400 - \$1,599	1425
\$1,300 - \$1,499	1425	\$1,600 - \$1,799	1425
\$1,500 +	470	\$1,800 +	470

Source: U.S. Department of Housing and Urban Development, Comprehensive Housing Market Analysis, April, 2016

Figure 5: Housing Preference by Age



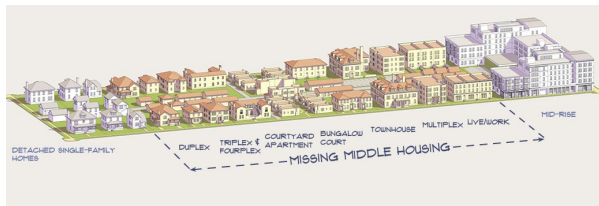
Nationally, those in the 18-29 year range and those above 60, prefer attached homes and smaller lots sizes. This represents a significant portion of Reynoldsburg's current and future population.

Source: National Association of Realtors (2011)

REYNOLDSBURG COMPREHENSIVE PLAN

The “Missing Middle”

As seen in Figure 4, baby boomers and millennials, who together make up about half of the U.S. population, and a significant portion of anticipated growth in the Central Ohio region, share similar housing preferences. Both groups increasingly prefer housing options in walkable neighborhoods. Survey data indicates that over half of Ohio residents prefer to live in walkable neighborhoods, while only 20% feel like they currently live in a walkable neighborhood.



Finding opportunities to offer this housing type throughout Reynoldsburg can help attract and retain residents. Middle housing includes townhomes, duplexes, quadplexes, condos, carriage houses, etc.

- » Middle housing that does exist in U.S. cities tends to be outdated and aging.
- » Middle housing allows for a housing stock which is diverse, affordable, and sustainable and meets a growing demand for an urban, walkable lifestyle.
- » Middle housing can function as an entry-point to individuals and families who may become single-family homeowners.
- » Because the “missing middle” is a market problem, cities which appropriately diversify their housing stock have a competitive edge.

KEY FINDINGS-HOUSING



Existing Conditions

- » Central Ohio is expected to grow by up to one million people by 2050. East Main Street is expected to be a priority corridor for this growth. (*Insight 2050*).
- » The City of Reynoldsburg has a more diverse, but old, housing stock (i.e. less single-family homes) than select Central Ohio communities. (*Franklin County Auditor*).
- » The older housing stock is not commanding the rents that newer multi-family buildings throughout the region are charging. (*U.S. Census Bureau, HUD*).
- » Moving forward, there will be demand for new residential options in the region. Reynoldsburg has the physical space to accommodate this population growth.



Public Engagement

- » When residents are thinking about new housing options, the three most important factors are: high quality materials, a range of housing options, and cost. (*Aimpoint Survey*)
- » Half of residents think that families with children should be targeted for new housing; half think that households without children should be prioritized. (*Aimpoint Survey*)
- » Residents think that the City should focus on redeveloping existing property and growing new businesses. (*Aimpoint Survey*)

HOUSING, ECONOMY, AND LAND USE

IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Housing.

RESPONSIBLE PARTIES	
	City Council (CC)
	Planning Department (PD)
	Planning Commission (PC)
	Parks & Recreation Department (P&R)
	Public Service Department (PS)
	Community Organizations (CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 1 (*Housing*)

PROMOTE A DIVERSE MIX OF HOUSING OPTIONS.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 1.1: Promote a mix of housing options.		
Action 1.1.1: Plan for new senior housing options that are integrated with parks, recreation facilities, trails and other community amenities.	O	PC/PD
Action 1.1.2: Promote a mix of housing types such as flats, townhomes, cottages, etc., that cater to those who would like to live or remain in Reynoldsburg but would prefer not to live in a single-family home.	O	PC/PD
Action 1.1.3: Prioritize a mix of housing options, including senior housing options, within new development along the East Main Street corridor.	O	PC/PD

GOAL 1 (Housing)

PROMOTE A DIVERSE MIX OF HOUSING OPTIONS.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 1.2: Create new standards that will define the character and level of quality for future residential development.		
Action 1.2.1: Any new single-family or multi-family residential development should integrate quality greenspace.	O	PC/PD
Action 1.2.2: New residential developments should strengthen the street character. New multi-family buildings should have minimal setbacks. New single family developments should have rear-facing garages and rear-loaded alleyways where possible. New residential developments should incorporate sidewalks and integrated, accessible greenspace.	O	PC/PD
STRATEGY 1.3: Target new multi-family developments in the Focus Areas outlined in this Plan.		
Action 1.3.1: Promote residential development and mixed-use development near Brice and Main street.	S	PD
Action 1.3.2: Continue to find opportunities to add residential development in or around Olde Reynoldsburg.	M	PD
STRATEGY 1.4: Strengthen existing single-family neighborhoods and multi-family districts.		
Action 1.4.1: Bolster code enforcement in older, or more targeted neighborhoods. This includes strengthening existing City rental inspection programs.	S/O	PS
Action 1.4.2: Continue to maintain and invest in infrastructure with a high-level of service throughout single-family neighborhoods.	O	PS
Action 1.4.3: Pursue neighborhood improvement and grant programs to provide needed assistance in neighborhoods.	S/O	PD/PS

03

HOUSING, ECONOMY,
AND LAND USE

Economy

OVERVIEW

Reynoldsburg's location in Central Ohio provides many economic opportunities for the local economy. Easy access to I-70 and I-270 allows companies that locate in Reynoldsburg to distribute their goods and services to providers across the region. However, Reynoldsburg's should consider national trends both in retail and workplace automation as it seeks to reposition its economy in the 21st century.

Retail makes up a significant portion of Reynoldsburg's local economy. A vibrant retail sector

can help build a city's brand and identity. Like many communities across the country, Reynoldsburg has a retail footprint that is largely auto-oriented and does not fit the needs of a 21st century economy. Likewise, new technologies are driving shifts in the labor force, rewarding certain skillsets and education backgrounds while posing challenges to traditional "blue-collar" jobs. An evolving 21st century economy and changing technologies will continue to have a significant impact on Reynoldsburg's economy.

In This Section:

- » **Existing Conditions and Trends:** Retail Typologies and Implications for Reynoldsburg. Existing Employment and Trends in Automation. Economic Incentives in Reynoldsburg.
- » **Key Findings:** Existing Conditions, Trends, and Public Engagement



The old K-Mart site on Brice Road and East Main Street is unlikely to return to its original use as a big-box retail site. Successful big-box stores in Central Ohio now locate in clusters, such as Polaris and Easton.

EXISTING CONDITIONS & TRENDS

Communities across the U.S. are suffering the physical, financial, and social consequences of having a surplus of commercial and retail space. This is at least in part due to growth in online shopping, consumer spending on travel, eating out, and a preference for experiences over goods. Data from the Bureau of Economic Analysis shows spending on travel, recreation, and eating out has steadily increased over the last decade while spending on household goods, clothing, and other goods has steadily dropped. Similarly, according to research from the Harris Group, nearly 80% of millennials say they would choose to spend money on an experience or event as opposed to an item or good.

Spending on travel, recreation, and eating out has steadily increased over the last decade. Spending on household goods, clothing, and other similar items has steadily dropped.

aging strip malls also fail to provide the “experience” that many consumers are seeking. This has a fiscal impact on Reynoldsburg’s ability to remain competitive.

The Rise of Online Shopping

Online shopping is shifting the physical shape of retail. According to the Pew Research Center, only 22% of Americans had made any online purchase in the year 2000 compared to 2015 when 45% reported shopping online at least a few times a month. Retail expert Jan Rogers Kniffen argues that 50% of all retail not tied to bars and restaurants will be purchased online by 2030. This increase in e-commerce has brought competition to the brick-and-mortar retail market not anchored in an experience. Simultaneously, the majority of purchases made at brick-and-mortar retail stores, start with an online search. Although e-commerce will likely continue to grow, supporting healthy brick and mortar retail will remain valuable to the local economy.

RETAIL TYPOLOGIES

Big-Box Stores

Regionally, big-box stores manage to stay competitive by locating in experiential or destination locations (e.g. the Easton Town Center and Polaris). Others now offer cooking or fitness classes, community gathering spaces, restaurants, and service amenities, beyond traditional shopping. Vacant big-box properties in Reynoldsburg are generally isolated from these types of uses and are located in a format that is functionally obsolete. The Focus Areas chapter explores strategies to address specific big-box vacancies within the City.

Strip Malls

Strip Malls in Reynoldsburg have higher occupancy rates than big-box stores. However, existing strip malls in Reynoldsburg are not anchored in destination locations like Polaris and Easton. These

Implications for Reynoldsburg

Reynoldsburg’s aging commercial centers, combined with the projected trends in the retail landscape, guide many of the land use recommendations throughout this document. The Future Land Use section of this chapter includes comprehensive land use recommendations on a city-wide scale. Chapter 7 outlines redevelopment strategies for some of the key underutilized sites along primary commercial corridors. Furthermore, the chapter includes targeted zoning code recommendations that will allow the recommended concepts to move forward.

HOUSING, ECONOMY, AND LAND USE

EMPLOYMENT

Existing Employers

Retail jobs make up the highest share of the total employment in Reynoldsburg, which is not surprising given its significant presence throughout the City. A breakdown of employment by sector for the top four industries is shown in Table 5. The Retail Trade sector is also the top third industry in the state of Ohio. As shown in Table 6, the top four employers in the City has changed slightly in the last decade, but retail and civic or government related employers continue to employ the most workers. As the City looks to update the condition and character of retail in the community, attracting employment from a diverse range of industries will be important. The Brice and Livingston focus area in Chapter 7 addresses this diversification issue through a recommended land use shift.

Trends in Automation

More generally, advances in technology and automation will significantly shift the needs of employers and their workforce in the future. A study published in the fall 2017 by the McKinsey

Table 4: Reynoldsburg Top Employment by Industry

Industry	Share
Retail Trade	24.2%
Health Care & Social Assistance	16.6%
Accommodation & Food Services	15.4%
Administration & Support, Waste Management and Remediation	11.7%

Source: U.S. Census Bureau, Center for Economic Studies, 2015
Reynoldsburg Work Area Profile Report

IN 2016, **6 OF THE TOP 10**
EMPLOYERS IN REYNOLDSBURG
WERE **RETAIL BUSINESSES.**

Table 5: Reynoldsburg Top Employers Over Time

2007	Rank	Employer	Nature of Business	# of Employees
	1	Limited Logistics Services	Retail Sales	3,218
	2	Reynoldsburg City Schools	Public Education	830
	3	Walmart	Retail Sales	420
	4	Limited Service Corporation	Retail Sales	406
2016	Rank	Employer	Nature of Business	# of Employees
	1	Mast Logistics Services Inc. (The Limited)	Distribution	3,704
	2	Reynoldsburg City Schools	Public Education	981
	3	State of Ohio	Government	680
	4	Walmart	Retail	445

Source: City of Reynoldsburg Comprehensive Annual Financial Report, 2016

REYNOLDSBURG COMPREHENSIVE PLAN

Global Institute is typical of many. Namely, that a very large number of workers in the United States may need to shift occupational categories and learn new skills in the near future, as up to one-third of job activities may be automated or replaced by technology (See Figure 6). The jobs most susceptible to automation include those which are predictable in nature such as operating machinery, preparing fast food, or processing data. The top employer in Reynoldsburg is a distribution business which may experience a rise in automation of jobs. Within the different industries, the lower-wage jobs, primarily those related to service, are also at a high risk of automation.

Reynoldsburg's current top employer is a distribution company, a field that is highly susceptible to automation of work moving forward.

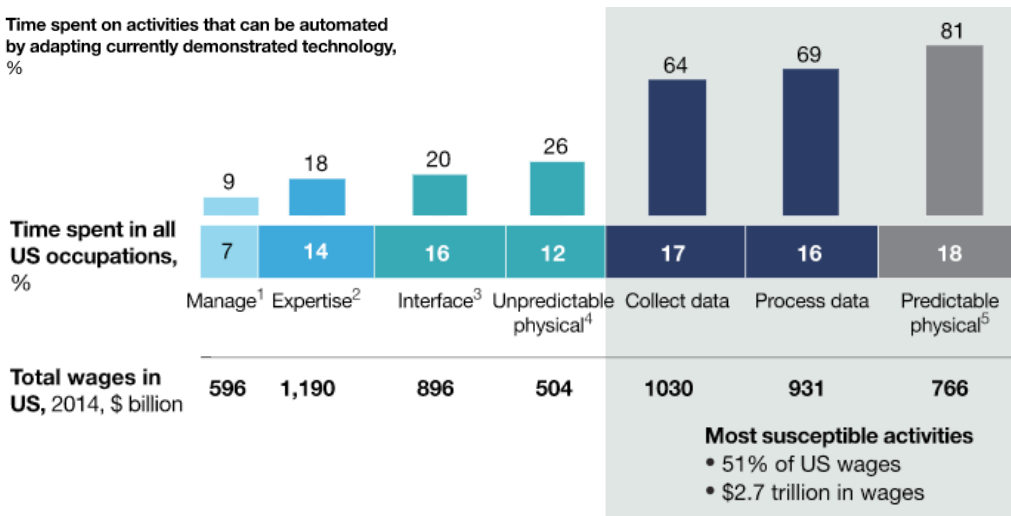
For labor which is not directly replaced by automation, technological advances may still require higher education and experience levels than are presently demanded, meaning that even the lower-wage jobs will be out of reach for

some of the most vulnerable populations. While many Reynoldsburg employees currently work in fields that require human talents and interpersonal skills, such as education, there is still potential for automation within these sectors. Additionally, the residents of Reynoldsburg, regardless of where they work, may need additional workforce training.

Reynoldsburg should look to engage with workers in the community most at-risk of being displaced by automation and technological change. Workers with a high school diploma or less will be less resilient in adapting to forecasted changes than their neighbors with a higher educational attainment.

Ensuring access to job training for residents and workers, as well as collaboration and coordination with educational institutions and employers across Central Ohio, will be important for the City's economic and social well-being moving forward.

Figure 7: Automation Potential By Type of Work



Source: McKinsey Global Institute, 2017

HOUSING, ECONOMY, AND LAND USE

ECONOMIC INCENTIVES

Opportunity Zones

Opportunity Zones, created in 2017, are located in economically distressed areas where new investments may be eligible for preferential tax treatment. They were created to help encourage investment in disadvantaged communities by providing tax benefits to investors. Reynoldsburg has an Opportunity Zone located at Brice and Main. This area encompasses the previous site of Kmart, which currently sits vacant and ready for development.

TIF's and JEDD's

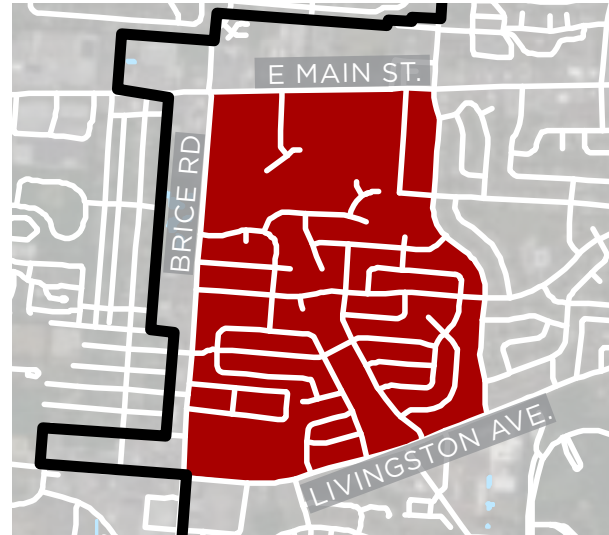
Two economic development tools that can have a significant impact on economic development are Tax Increment Financing (TIF) and a Joint Economic Development District (JEDD). TIF's can be used by local governments to finance public infrastructure improvements and residential rehabilitation. Within a district, a certain percentage of property taxes will go into a fund for public improvements in that area in an effort to make needed improvements and increase property values. Currently the City has a TIF on nearly every commercial property on East Main Street, Brice Road, and Broad Street."

JEDD's are an arrangement where a municipality and township may develop township land for commercial or industrial uses. Both the township and municipality will share taxes within the property and the water and sewer service may be extended into to the property without annexation.

The City currently has a JEDD with Etna Township that was established in 2017 under Ordinance 92-17. The purpose of the JEDD is to work with the Township to collaboratively share the costs of operating and improving the district.

The first JEDD encompasses 5 parcels totaling approximately 230 undeveloped acres of land east of Mink Street & south of Refugee Road (just north of the Prologis Park – 70 Etna development). The agreement overlays the City of Reynoldsburg's 1.5% income tax on the future employees of the defined

Figure 8: Brice and Main Opportunity Zone



site as well as on the net profits of the companies located on the property. Per the agreement, funds are distributed between the three contracting entities as follows: 20% to the City of Reynoldsburg, 70% to Etna Township, and 10% to the JEDD board.

The second JEDD includes multiple parcels of land totaling about 330 acres to the east of Mink Road, between Refugee Road and Rt. 40 and near Etna's existing corporate park.

CIC's

Community Improvement Corporations (CIC) are economic development entities or land banks that promote, encourage, and facilitate economic and civic development. This can be done through promoting existing opportunities in the City, working to attract and retain businesses, creating public-private partnerships, and developing funds for land acquisitions, incentives, etc. Many communities throughout Ohio have CIC's to assist with economic development.

KEY FINDINGS-ECONOMY



Existing Conditions

- » Based on an estimate using GIS analytics, there is roughly 50 s.f. of retail and space per person in Reynoldsburg. This is significantly higher than the national average of approximately 25 s.f. of retail space per person.
- » Moving forward, the demands for retail space will change. Shopping online and spending money on “experiences” as opposed to goods, will drive down demand for traditional retail.
- » Specifically, Reynoldsburg has two types of retail that will impacted by national and regional trends:
 - » Big-Box – Today, successful big-box stores tend to locate next to other big-boxes (such as Polaris and Easton), rather than succeed in isolation (such as the former K-Mart site).
 - » Strip Malls – This retail form is becoming less desirable, largely because they are not anchored in an experience, which is where people are increasingly spending their time and money.



Public Engagement

- » Redevelop in existing infill corridors, rather than building large scale retail. (Survey)
- » Reynoldsburg should accommodate population growth by growing new businesses (Survey).
- » Shopping and supporting Downtown to create a strong Downtown (with vibrant retail) is important for a strong identity. (Stakeholder Groups)

03

HOUSING, ECONOMY,
AND LAND USE

Future Land Use

OVERVIEW

The Future Land Use Plan is a critical component of the Comprehensive Plan. It is used to guide city staff, planning commission, and private citizens and the development community on future development throughout the City. The planning process revealed a set of priorities reflected in the Future Land Use Plan. This includes accommodating shifting population demographics, the changing fundamentals of retail, and the continued need to diversify the local economy.

Future Land Use Plan Objectives

The Future Land Use Plan shown on the following page is composed of nine districts. Each of these districts has recommended land uses, design characteristics and key features to guide development within the district.

There are a number of City-wide objectives supported in the Future Land Use Plan. The top priorities include:

- » **Reimagining the East Main Street corridor.** East Main Street is largely lined with auto-oriented retail. Trends in retail and population growth (as previously discussed) indicate that this is not the highest and best use of land along this corridor. Diversification of uses along this corridor is a priority.

- » **Diversifying the local economy.** Currently, Reynoldsburg is heavily reliant on the tax base from The Limited. Transforming the Brice and Livingston intersection from retail into a mixed-use center focused on logistics will help diversify local income tax revenues.
- » **Strengthening Olde Reynoldsburg.** Olde Reynoldsburg is the heart and soul of the City. The Future Land Use Plan offers a guide to define and strengthen the District.

Using the Future Land Use Plan

While each of the districts have broad requirements to help guide development, some issues facing the City require a more detailed approach. These include specific issues related to site design, public improvements, and open space. These issues are addressed in the policy implementation section of this plan.

The Future Land Use Plan is not a zoning map, nor do the recommendations take the place of the existing zoning districts or designations. However, it is recommended that the zoning code be updated to reflect the proposed characteristics and uses of the adopted Future Land Use map. Future land use and zoning changes should be in alignment with the map and recommendations herein.

REYNOLDSBURG COMPREHENSIVE PLAN



HOUSING

Reynoldsburg's Existing Housing

A diverse, but aging housing stock.

Reynoldsburg has a diverse housing stock (e.g. a well-distributed number of single-family, duplex, and multi-family units). However, the median age of multi-family housing in Reynoldsburg is approximately 40 years old, making it difficult to compete with other Central Ohio communities for residents.

Potential to capture higher rents. Data from the U.S. Department of Housing and Urban Development shows that forecasted rents for new apartments in Central Ohio are significantly higher than existing rents being charged in Reynoldsburg.

Housing and Population trends

Growing region with smaller household sizes.

Central Ohio is growing rapidly. Approximately 87% of the population growth through 2030 will be households without children.

A growing preference for walkable places. In Ohio, survey data shows a majority of residents would prefer to live in walkable places. Currently, about 20% believe they currently live in a walkable place.



RETAIL

Reynoldsburg's Existing Retail

Reynoldsburg has an overbuilt retail sector.

Many experts say that the U.S. has an overbuilt retail sector, with estimates as high as 25 s.f. per person. An UrbanFootprint estimate revealed that Reynoldsburg has a higher retail footprint per capita than the U.S. at over 50 s.f. per person (UrbanFootprint Estimates).

The style of Reynoldsburg's retail is becoming obsolete. Big-box stores and strip malls, which dominate Reynoldsburg's retail landscape, are not necessarily meeting the needs of Reynoldsburg's future businesses.

Retail Trends

Consumer preference for "experiences." The Harvard Business Review, among other sources, indicate that a significant growth area in retail moving forward will come from eating out and "experiences," such as the ability to shop, eat out, and go to events in a downtown or neighborhood.

Rise in online shopping. Shifting trends in supply-chains and distribution mean that businesses no longer need stores with larger footprints.

Key Takeaways

1

DEVELOP NEW HOUSING STOCK THAT MEETS POPULATION SHIFTS AND MARKET DEMAND.

2

TRANSFORM OBSOLETE COMMERCIAL AREAS INTO VIBRANT RESIDENTIAL AND COMMERCIAL DESTINATIONS.

HOUSING, ECONOMY, AND LAND USE

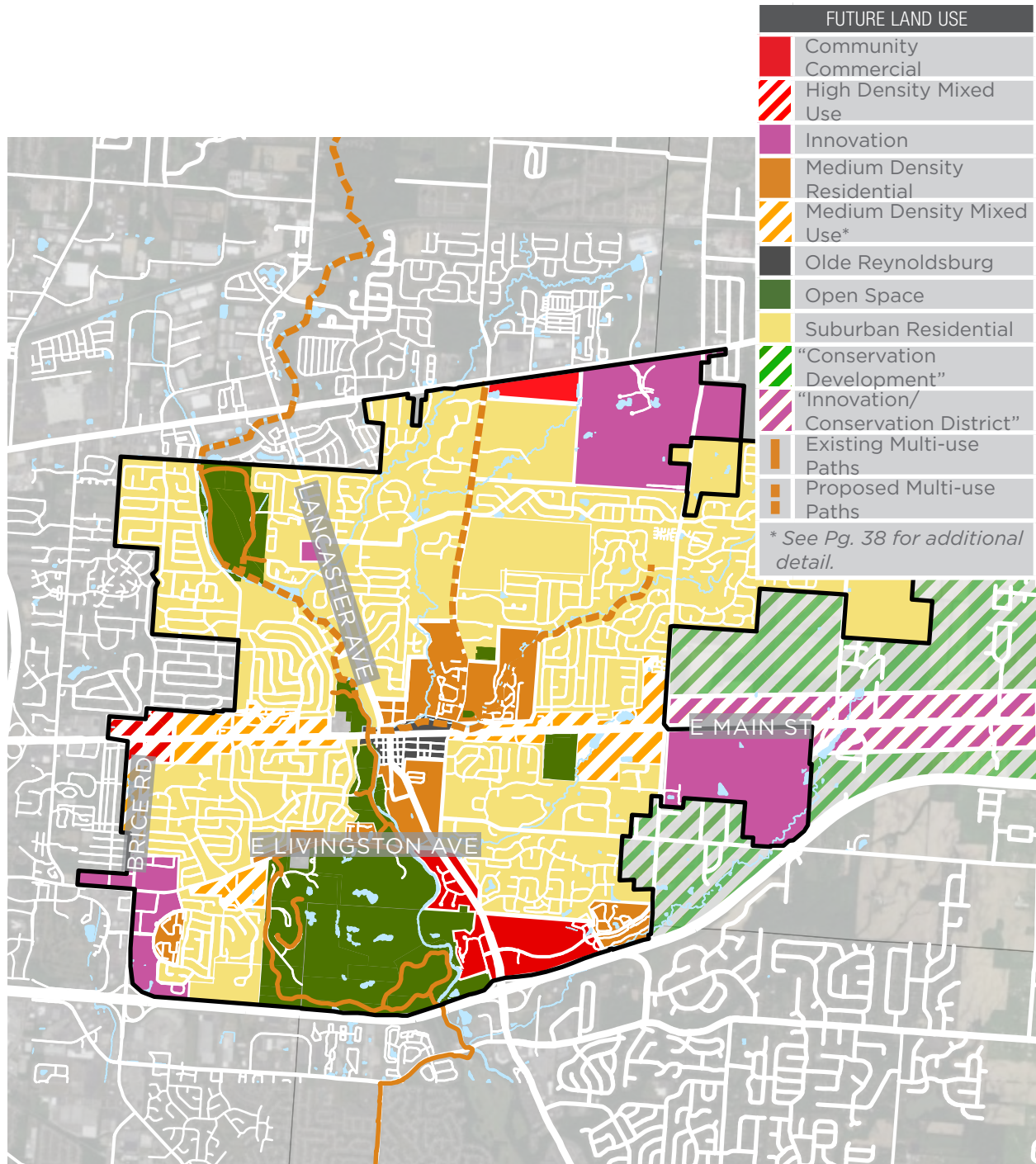


Figure 9: Future Land Use Map

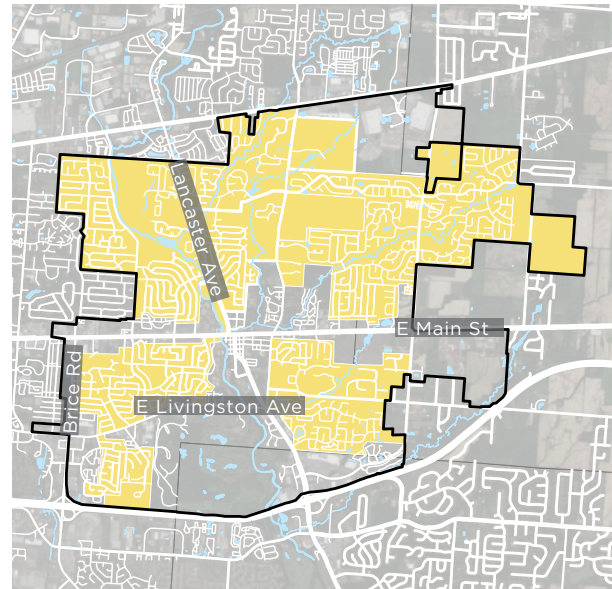


REYNOLDSBURG COMPREHENSIVE PLAN

SUBURBAN RESIDENTIAL

Suburban Residential Districts should largely consist of single-family homes situated on medium-sized lots. The Suburban Residential Districts highlighted in the map to the right are largely developed; however, future development should be characterized by a few different traits.

Walkability is an important trait in Suburban Residential Districts. This starts with the street network, which should have sidewalks, street trees, and short block lengths to promote walkability. Furthermore, walkable neighborhoods aren't exclusively pleasant places to walk within. They need to have destinations to walk to. Where possible, each home should be within a half-mile from a park or significant open space, to provide residents the opportunity to walk to recreational activities. Integrating institutional uses, such as schools and day-care centers, are complementary and encouraged in residential districts. Connecting new residential development to trail systems where appropriate is highly encouraged.



Key Features

- » Walkable neighborhoods with street trees and sidewalks
- » Short blocks with frequent connections to adjacent developments or future development
- » Local parks and green space with walking paths, benches, play structures, etc., accessible to each residence
- » Institutional uses, including neighborhood schools, may be integrated throughout the site

Development Character

Development Intensity	3-6 units / acre
Parking	Rear or side facing garages Alley access where appropriate
Front Setback	25-30 ft
Suggested Uses	• Single-family detached • Single-family attached • Duplex • Schools • Religious Institutions



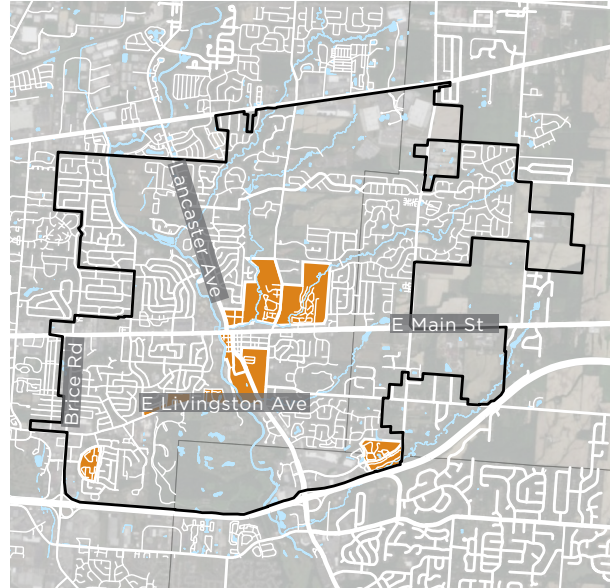
HOUSING, ECONOMY, AND LAND USE

MEDIUM DENSITY RESIDENTIAL

Medium Density Residential Districts are dispersed throughout the community and complement single-family residential by accommodating a more diverse range of housing options.

Future development in Medium Density Residential Districts should be well integrated with surrounding uses while allowing for more compact development to accommodate growth, smaller household sizes, an aging population, and a growing number of households without children. Two-unit buildings are encouraged where appropriate. Developments may include a range of housing options with different price points and styles including townhomes, dense single-family, row houses, and apartments.

High quality, pedestrian-friendly roadway networks between Medium Density Residential Districts and adjacent areas should be a top priority to allow continued and cohesive development throughout the City of Reynoldsburg.



Key Features

- » Short walkable blocks with common open spaces
- » Senior-friendly residential options
- » Shared recreational amenities
- » Variety of unit types (townhome, duplex, flat, etc.)
- » Smaller setbacks and improved streetscape to promote walkability

Development Character

Development Intensity	7-12 units / acre
Parking	Rear or side facing parking lots On-street parking Alley access where appropriate
Front Setback	0-20 ft
Suggested Uses	• Single-family attached • Multi-family • Duplex • Townhome

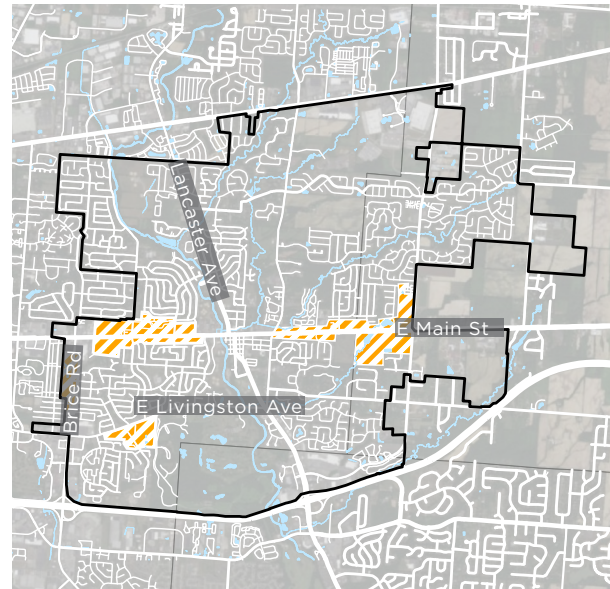


MEDIUM DENSITY MIXED USE

Medium Density Mixed Use Districts are situated along heavily traveled corridors on East Main Street and Brice Road and include a well-integrated mix of housing, neighborhood-oriented retail, and public space, all connected by a network of comfortable, pedestrian-friendly streets.

Future development in Medium Density Mixed Use Districts should connect gateways into Reynoldsburg with the downtown, as well as serve commercial needs scaled to accommodate the immediate neighborhoods. The districts should incorporate a mixture of small commercial and office uses, residential units, and retail uses, including shopping and dining. Development should integrate public spaces, such as pocket parks, and the structures should help define the character of the street.

Attractive streetscapes and walkability should be emphasized to encourage pedestrian and transit activity along the corridors, and to create cohesive character amongst neighboring development. Sidewalk cafes, awnings, and landscaping are encouraged to help define the character of the development.



Key Features

- » **Along East Main Street, from Brice Road to Olde Reynoldsburg, only commercial uses (office and retail) should be allowed on the first floor. East of Olde Reynoldsburg to Taylor Road, residential is a conditional use on the first floor.*
- » Smaller retail and office users that support local residents and provide experiences at cafes, restaurants, and retail
- » Medium density residential above retail and office where appropriate

Development Character

Development Intensity	20,000 - 25,000 sf / acre (residential units at 10 to 20 units per acre)
Parking	Placed to the rear or side of buildings, well-screened On-street parking
Front Setback	10-20 ft
Suggested Uses	• Duplex/Quad-plex • Multi-family • Dense single-family • Neighborhood commercial • Neighborhood office



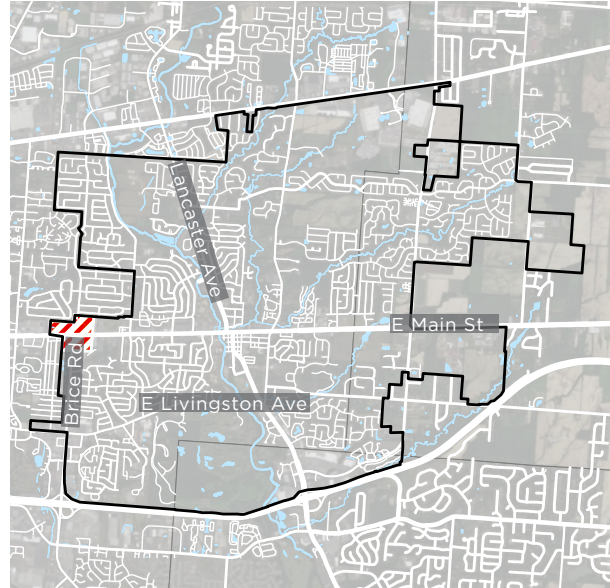
HOUSING, ECONOMY, AND LAND USE

HIGH DENSITY MIXED USE

High Density Mixed Use Districts serve similar functions as Medium Density Mixed Use Districts, but should be located at strategic gateways which are best positioned to accommodate higher-intensity development.

Future development in High Density Mixed Use Districts should be four to five stories with high-quality architecture, minimal setbacks, and pedestrian-friendly site design. Building facades and entrances should be oriented to the street with parking accessible from the rear or side of the building. Signage and wayfinding should be included, as appropriate, to welcome and direct visitors to Reynoldsburg and key community assets.

Residential uses should be intermixed among commercial and office uses. Public parks and green spaces should be integrated throughout future developments and include places for play, pets, and recreation.



Key Features

- » Internal street network within development
- » Pedestrian-friendly streets with high quality streetscapes
- » Residential uses include mid-rise apartment and condo buildings, and units above retail or office
- » Identifiable character, branding, and signage
- » Multi-modal transportation network within close proximity.

Development Character

Development Intensity	20,000 - 40,000 sf / acre (residential units at 15 to 20 units per acre)
Parking	Placed to the rear or side of buildings, well-screened Podium parking where appropriate On-street parking
Front Setback	0-20 ft
Suggested Uses	• Multi-family • Condominium/Townhome • Neighborhood commercial • Institutional Office



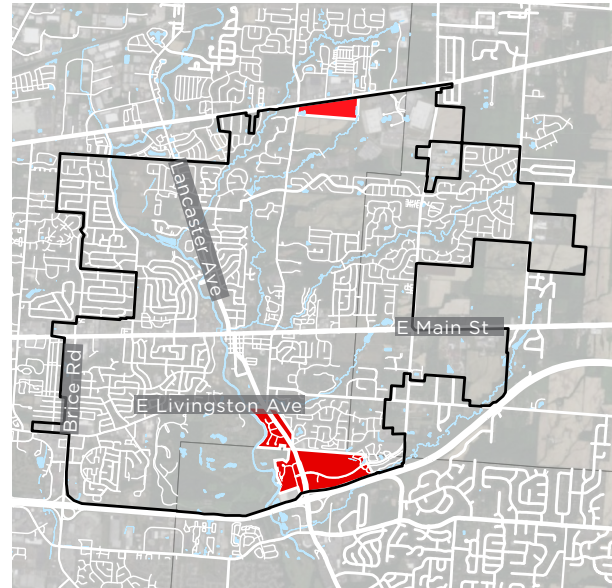
REYNOLDSBURG COMPREHENSIVE PLAN

COMMUNITY COMMERCIAL

The Community Commercial District is intended to serve residents of Reynoldsburg and the surrounding areas. With easy access to I-70 and I-270, the districts should promote businesses that rely on a larger geographic market area for their consumer base, along with offices and companies with a regionally-based workforce that can access the district from adjacent, heavily-traveled corridors.

Traditionally, big-box retail has been developed on large lots with ample surface parking. However, changes in online shopping and distribution, along with the imminent rise of automated delivery and autonomous vehicles, will likely diminish the demand for this type of retail in the future.

Future development in the Community Commercial District should accommodate these changes in retail and transportation. Smaller lots and smaller footprints will allow flexibility for current retailers while providing stronger opportunities for adaptive reuse. Streets should be developed as adaptable, interconnected grids, and introduction of other uses may be needed to allow these areas to be successfully repositioned for the future.



Key Features

- » High quality streetscape and roadway materials throughout the district
- » Well-designed buildings with distinct architectural character
- » High quality building standards and abundant landscape treatments within sites, including parking lots, to reflect the brand of the district

Development Character

Development Intensity	15,000-20,000 s.f. per acre
Parking	Rear parking lots, or well-screened side lots
Front Setback	25-30 ft
Suggested Uses	• Regional Commercial • Flex Office

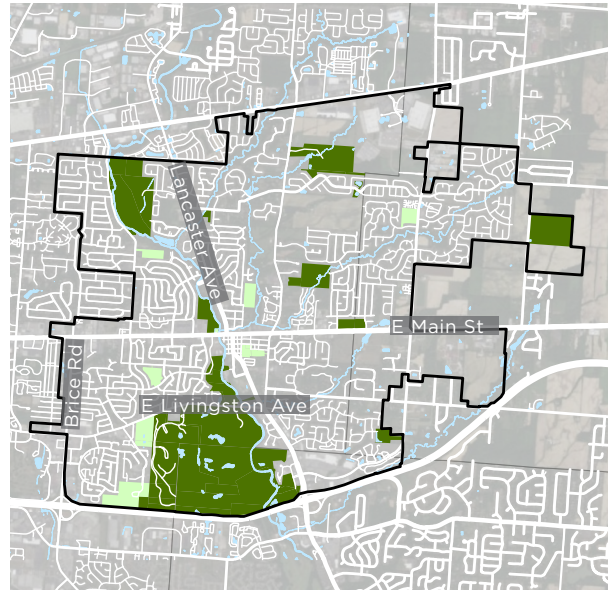


HOUSING, ECONOMY, AND LAND USE

OPEN SPACE

Parks, trails, and open spaces are critically important to the health and well-being of Reynoldsburg's residents. The Open Space District can include a variety of open spaces such as golf courses, ball fields, playgrounds, natural passive areas, and neighborhood pocket parks. These parks vary in their users, from attracting people across the region to a smaller, neighborhood scale.

Moving forward, Reynoldsburg should continue to develop green space with both active and passive uses. Trails are an increasingly popular recreational amenity in communities. When planning for trail improvements, trails should connect key destinations in the community, including Olde Reynoldsburg, civic uses, and existing parks. Schools and residential developments without a significant park within a half-mile of residents should be considered a priority for new open space. (The map to the right highlights existing walk access times to existing public spaces and schools throughout Reynoldsburg and can be used as a tool for future open space planning efforts).

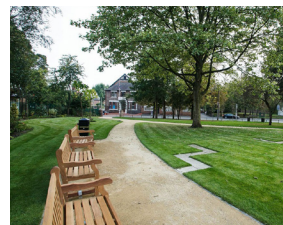


Key Features

- » Shared-use paths as corridors connecting neighborhoods
- » Play structures, picnic areas, recreational fields
- » Open space for City programming or leisure activities
- » Community gardens and dog parks
- » Educational opportunities and facilities
- » Natural wildlife habitats and preserves

Development Character

Development Intensity	N/A
Parking	Off-street where appropriate
Front Setback	N/A
Suggested Uses	• Neighborhood Parks • Golf Courses • Athletic Fields • Shared-Use Paths • Natural/Conservation Areas • City Parks



REYNOLDSBURG COMPREHENSIVE PLAN

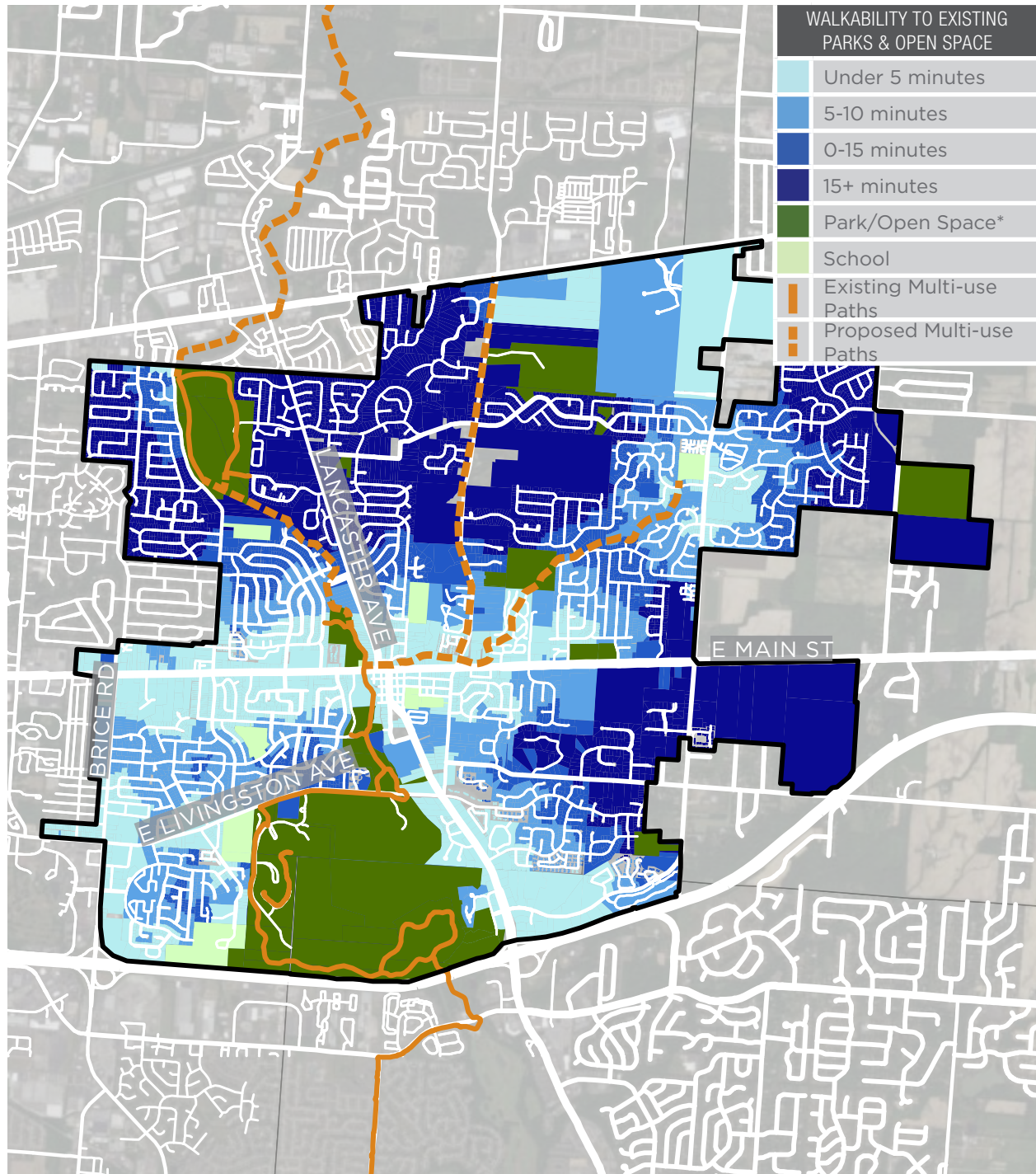


Figure 10: Walkability to Open Space*



*School grounds included as open space.

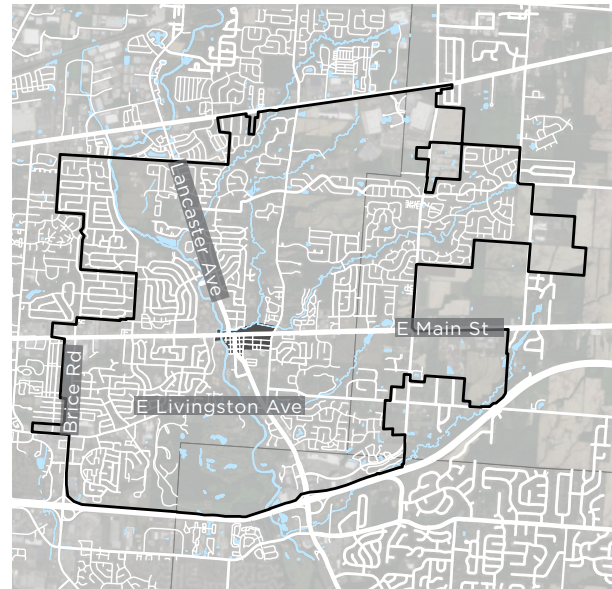
HOUSING, ECONOMY, AND LAND USE

OLDE REYNOLDSBURG

Olde Reynoldsburg is the heart and identity of the City. With a blend of historic buildings, walkable retail and restaurants, small offices, and government buildings, the District is an important gathering place for Reynoldsburg residents and helps strengthen the identity and brand of the city.

Future development in Olde Reynoldsburg should strengthen the historic character of the District. Historic buildings, facades, and public spaces should be maintained in accordance with best practices for historic preservation. Interesting and stimulating pedestrian environments should be a primary feature of the District. Sidewalk cafe seating is encouraged, ground-floor retail with large windows should be promoted whenever possible, and pedestrians should feel safe and comfortable on the streets and sidewalks throughout the district. New residential development is highly encouraged to help bolster and support the vibrancy of the downtown.

The boundaries of this district extend west, over Blacklick Creek, to include the current municipal buildings and campus. Incorporating the civic uses, including the YMCA, of this area into Olde Reynoldsburg can strengthen the mix of uses in the area, promoting a diverse and vibrant place.



Key Features

- » Identifiable character, branding, and signage
- » Walkable streets with sidewalks, short blocks, and a high quality streetscape
- » Public spaces with attractive landscaping, public art, and pedestrian access
- » Integration of retail, office, and residential uses in a true mixed-use approach

Development Character

Development Intensity	20,000 - 40,000 sf / acre (residential - varied)
Parking	Located to the rear or side of the building, well-screened On-street parking
Front Setback	0-15 ft
Suggested Uses	• Neighborhood Retail • Bars and Restaurants • Small-Scale Office • Multi-family Residential • Municipal Buildings • Community Centers and Civic Uses

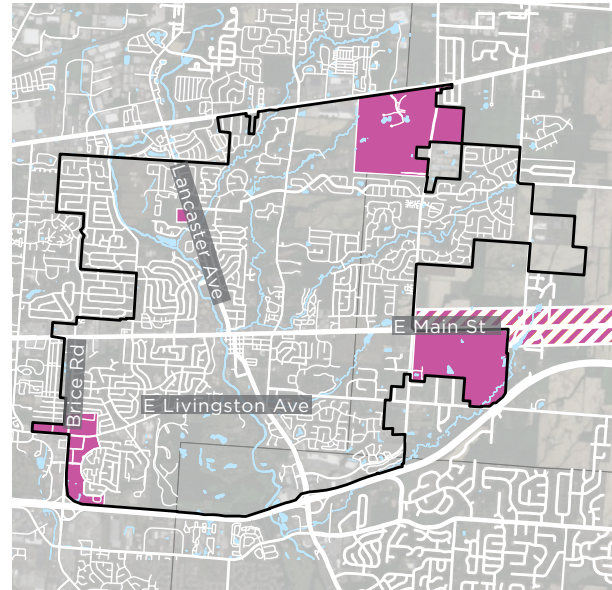


REYNOLDSBURG COMPREHENSIVE PLAN

INNOVATION DISTRICT

Innovation districts include a mix of industrial and office uses intended to serve as economic centers for Reynoldsburg and surrounding communities. Professional office users such as research and development, laboratory, and technology businesses, among others are encouraged. Light industrial, manufacturing, and warehouse uses may be appropriate near major roadways. (In particular, the intersection of Brice Rd. and East Livingston Ave. is a strong opportunity for warehousing and logistics companies to locate and take advantage of the close proximity to I-70 and I-270 to distribute their goods to market. See Chapter 7 for additional information).

Buildings and sites should be well designed, incorporate green infrastructure, have distinct architectural character, and be well integrated with surrounding development and amenities. Attractive landscaping, streetscape elements, and signage should be used to integrate larger sites into the existing street network. Pedestrian crossings should be provided along adjacent streets throughout the districts.

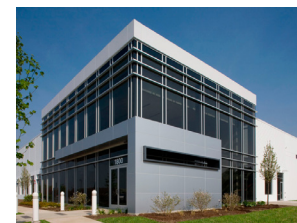


Key Features

- » Signature buildings should serve as a gateway into Reynoldsburg
- » Attractive landscaping and green infrastructure features such as ponds, fountains, small parks, bioswales, etc., are encouraged
- » Small to mid-sized manufacturing warehouses with limited noise and toxin pollution
- » Signage and branding elements incorporated throughout the district

Development Character

Development Intensity	20,000 - 25,000 s.f. per acre
Parking	Rear parking lots, or well-screened side lots
Front Setback	10-25 ft
Suggested Uses	• Industrial • Office • Logistics • Warehousing

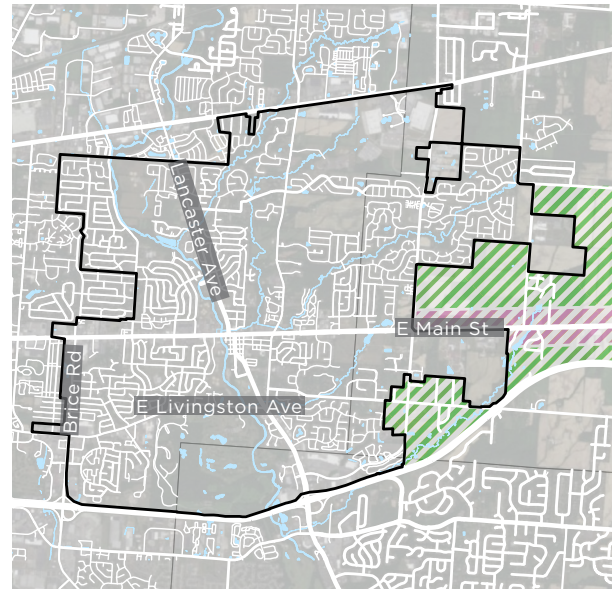


HOUSING, ECONOMY, AND LAND USE

CONSERVATION DISTRICT

As Reynoldsburg's boundaries are currently drawn, the vast majority of land and neighborhoods within the City are already developed. However, if land along the eastern portion of Reynoldsburg's boundary gets incorporated into the City, it should be developed in a clustered pattern that preserves farmland, natural features, and open space. Furthermore, clustered residential development often requires less roadway, water, and sewer infrastructure to design, providing potential cost savings to the City.

The district can offer a number of housing types, from single-family detached, to attached, to townhomes. Open space should promote both passive spaces that preserve farmland or wooded areas, areas for green infrastructure, and more active recreational areas. Both greenspace and residential development should be connected through off-road bicycle and pedestrian trails.

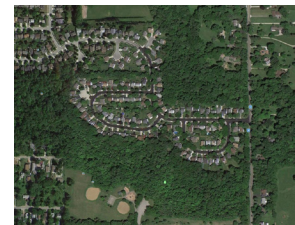


Key Features

- » Clustered single-family development that preserves natural features
- » Typically, 50%-70% of the District is conserved
- » Integrates quality landscaping and green infrastructure throughout the developed portion of the district
- » Innovation zone along East Main Street (indicated with a purple hash) indicates areas reserved for new innovative uses that preserves open space

Development Character

Development Intensity	4 to 6 units per acre
Parking	Rear parking lots, 2 spaces per unit
Front Setback	10-20 ft
Suggested Uses	• Detached/Attached Single-Family • Schools • Community Centers • Research/Office Parks • Office/Warehousing



REYNOLDSBURG COMPREHENSIVE PLAN

IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Economy and Land Use.

RESPONSIBLE PARTIES	
	City Council (CC)
	Planning Department (PD)
	Planning Commission (PC)
	Parks & Recreation Department (P&R)
	Public Service Department (PS)
	Community Organizations (CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 2 (*Economy and Land Use*)

DIVERSIFY AND BALANCE A MIX OF LAND USE TYPES THAT CREATES ECONOMIC RESILIENCY WHILE PROMOTING A DISTINCT CHARACTER.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 2.1: Update codes, regulations, and plans to align with the Future Land Use Map.		
Action 2.1.1: Update the City's Zoning Code to align with the Future Land Use Map and district descriptions and regulations.	S	PD/PC
Action 2.1.2: Align updates of the Capital Improvements Plan with the Comprehensive Plan.	S	PS
Action 2.1.3: Coordinate MORPC's regional planning initiatives with future planning documents and studies.	O	PS/PD/PR

HOUSING, ECONOMY, AND LAND USE

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 2.2: Transition the Brice and Main area to a unique and dynamic mixed-use development.		
Action 2.2.1: Work with public and private agencies (e.g. REDI) to promote redevelopment of focus areas.	S	PD/CC
Action 2.2.2: Use existing TIF's and create new ones as needed to finance future capital improvements associated with development in the area.	O	PD/PS
Action 2.2.3: Leverage the potential of the Opportunity Zone to attract future private investment in the Brice Road area.	S	PD
Action 2.2.4: Work with MORPC and COTA to integrate mass transit into future development plans in the area.	O	PD/PS
STRATEGY 2.3: Grow Olde Reynoldsburg as the cultural and entertainment center of the community.		
Action 2.3.1: Create new public space areas that will serve to create a sense of place and provide opportunities for gathering and entertainment.	O	PD/PR
Action 2.3.2: Embrace the waterways in all future design decisions.	O	PD/PR
Action 2.3.3: Explore the opportunity to create on-street parking on East Main St. to expand parking options and improve walkability.	S	PD/PS
Action 2.3.4: Consider implementing tools to promote the growth and reinvestment of the Downtown District, including Tax Increment Financing, Designated Outdoor Refreshment Area (DORA), or a Special Improvement District, among other programs.	S	PD/CC/PR
Action 2.3.5: Create gateways that define and brand Olde Reynoldsburg, including arches, signage, public art, etc.	S	PD/PS
Action 2.3.6: Expand off-street parking options with high-quality landscape screening.	O	PD/PS/CC
STRATEGY 2.4: Transition the Brice Rd. and Livingston Ave. area to a light industrial, innovation, and logistics center that capitalizes and builds on access to the I-70 corridor.		
Action 2.4.1: Partner with the City of Columbus to transition outdated commercial uses into spaces competitive in the marketplace.	M	PD
Action 2.4.2: Develop a unique brand to promote the innovation in the Innovation District.	M	PD

REYNOLDSBURG COMPREHENSIVE PLAN



Attachment: Reynoldsburg Plan Final 12_5_18 (Implementation of the Comprehensive Plan)

04

MOBILITY

04

MOBILITY

Mobility

OVERVIEW

Mobility in Reynoldsburg covers a variety of transportation modes. Beyond a traditional examination of traffic counts and whether or not roadway design can accommodate these traffic counts, this Chapter addresses safety and comfort for pedestrians, transit riders, and automobile drivers. While the future of transportation technology continues to evolve, a focus on developing a comfortable street and pedestrian network for all users will remain essential to helping Reynoldsburg maintain a strong quality of life. The intent of future transportation planning in Reynoldsburg is to balance function and character.

In This Chapter:

- » **Existing Conditions and Trends:**
Roadway, Non-motorized Transportation, Complete Streets, Regional Mobility Efforts
- » **Planned Roadway Improvements**
- » **Implementation Strategy**

As Reynoldsburg accommodates population growth and new development, strengthening connectivity and leveraging infrastructure investments will be critical. High quality streetscape design, improved pedestrian safety, and trail connectivity are important investments. Furthermore, the City can coordinate planned infrastructure investments, particularly along East Main Street, with other public and private investments, occurring locally and regionally.

The transportation component of this plan builds upon the principles and land use recommendations to define a vision for the future transportation network. It establishes a hierarchy of streets and street design criteria to support the land use vision and provides strategies to continue to expand the City's road network, bikeway system, transit service, pedestrian infrastructure and other mobility needs over the next 30 years and beyond.

Survey data indicates that Ohioans increasingly prefer to live in walkable communities. Figure 11 (to the right) indicates areas of strength and opportunity across Reynoldsburg.

REYNOLDSBURG COMPREHENSIVE PLAN

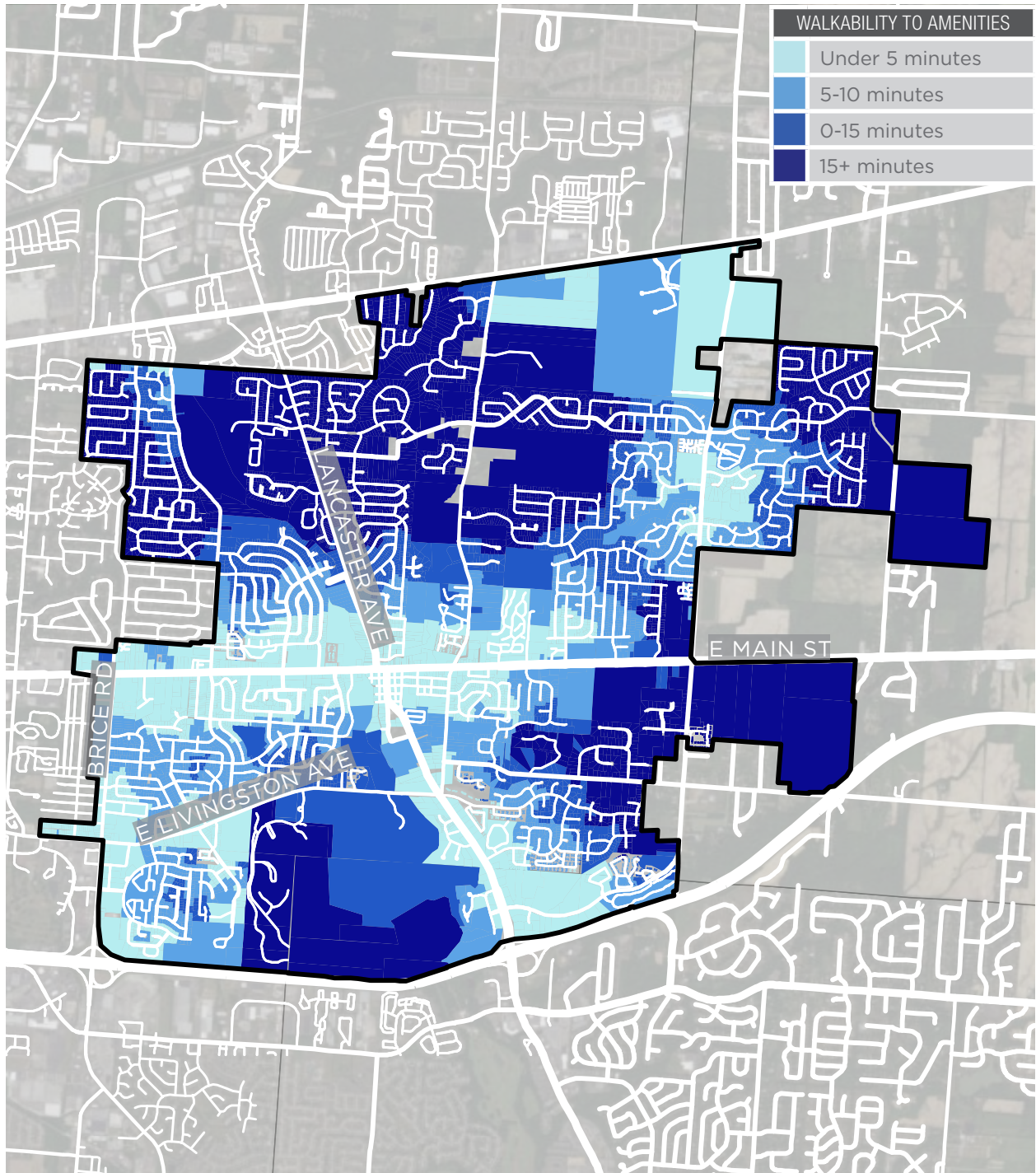


Figure 11: Walkability to Amenities



MOBILITY

EXISTING CONDITIONS AND TRENDS

ROADWAY

High Crash Locations

The transportation network must be designed to safely accommodate all modes of travel. More heavily traveled corridors will inherently have more crashes due to the higher volume of cars. However, examining the context of crashes helps identify potential improvements. The map on the following page shows areas marked in the top 100 crash locations in Central Ohio by MORPC. They experience both heavy traffic and have multiple curb cuts in close proximity with little to no access management (shared entrances and access drives).

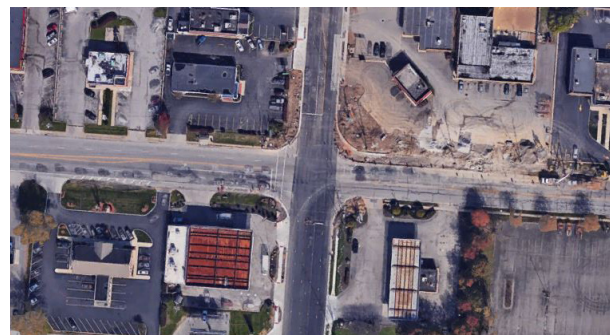
Traffic Volumes

While Reynoldsburg has several heavily traveled corridors, traffic volume is not as high in comparison with other suburbs. Traffic volumes are measured in terms of average vehicles per day or Average Daily Traffic (ADT). ADT varies considerably based on roadway context and design. High ADT corridors are often attractive for retail development, while less attractive for residential development. Corridors with certain levels of traffic may employ different designs (number of lanes, lane width, intersection type, etc.) depending on context. The new roadway network guidelines will ensure that even roads with high traffic volumes can develop in a safe way for all users.

The East Main Street corridor carries more than 32,000 vehicles per day and Lancaster Avenue nearly 25,000. While these are the busiest roadways in Reynoldsburg, ADT is lower than the busiest



Waggoner Road and Broad Street (#24 on Figure 12.)



Brice Road and East Livingston Avenue (#49 on Figure 12).



Brice Road and East Main Street (#90 on Figure 12.)

roadways in communities such as Dublin and Westerville, which have ADTs between 35,000 to 45,000 vehicles. Despite the high ADT's in these communities, both Dublin and Westerville's downtowns are still vibrant and walkable with a mix of uses. (See recommendations for Olde Reynoldsburg in Chapter 7).

REYNOLDSBURG COMPREHENSIVE PLAN

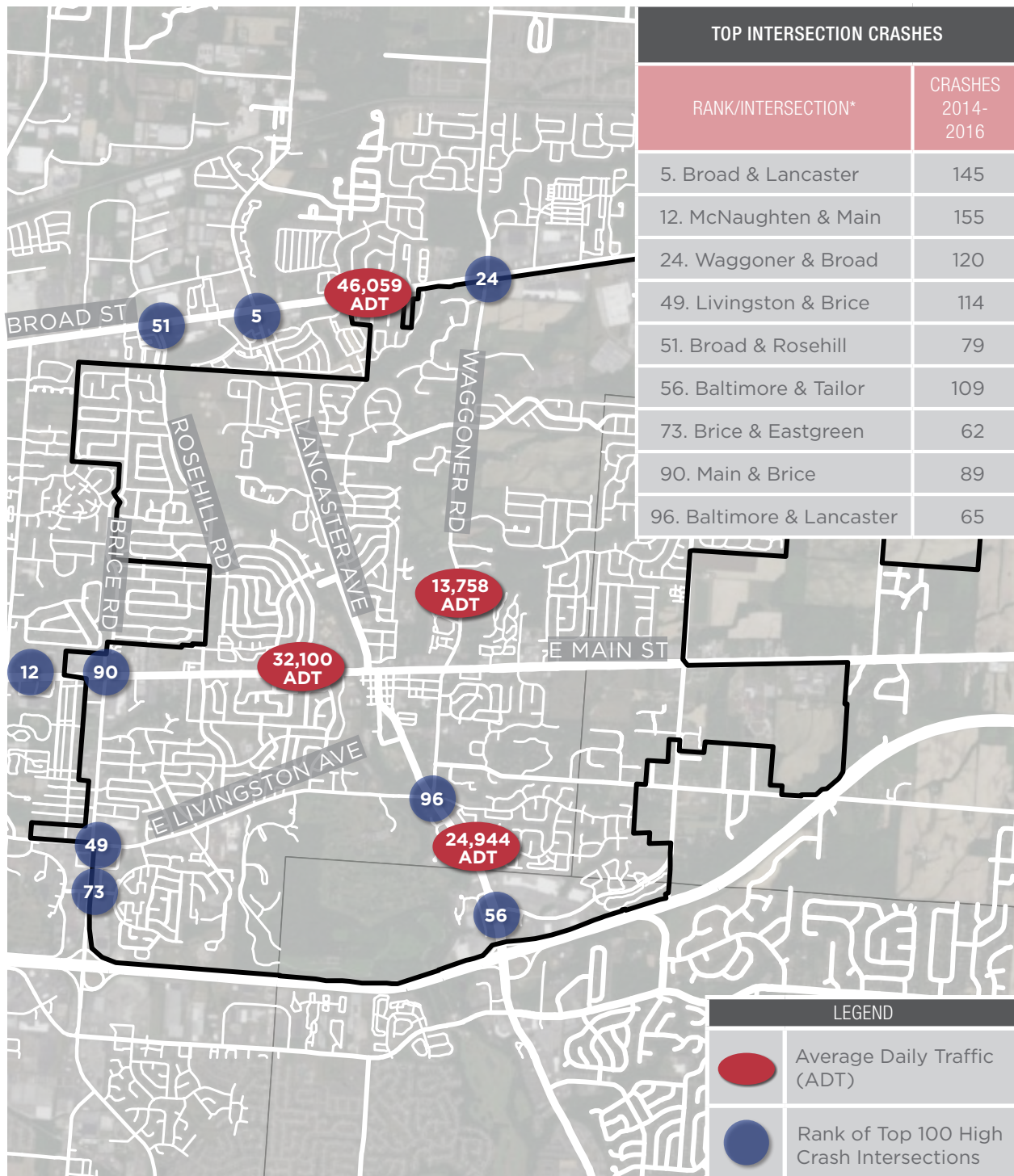


Figure 12: Traffic Counts and High Crash Data Locations



*Intersections are ranked on total crashes and crash severity.

MOBILITY

NON-MOTORIZED TRANSPORTATION

Existing Trail Network

The City has an extensive and growing bikeway network connecting to the regional trail and greenway network. As highlighted on the map on the following page, many of the City's parks and schools are connected to the existing bikeway network, and there are plans to provide additional connectivity between the remaining schools, parks, and future bicycle networks.

As Reynoldsburg plans future facilities, there are two different types of trails and paths that can be implemented: off-road trails and on-road bike lanes and facilities. Recommended off-road trails are highlighted here. Integrating on-road facilities into a Complete Streets philosophy and network are highlighted on the following page.

Columbus Area Active Transportation Plan

The 2016-2040 Columbus Area Metropolitan Transportation Plan also included the Columbus Area Active Transportation Plan to help identify regionally significant active transportation projects that include pedestrian, bicycle and transit accommodations.

The draft plan, completed in October 2015, includes tools such as an interactive map and cost estimator for construction costs for active transportation facilities. The interactive map identifies major transportation corridors with recommendations for appropriate transportation facilities for each type. As Reynoldsburg plans for future non-motorized facilities, this plan should be consulted.



A two-way bicycle lane (shown here in Columbus), is a safe, on-road facility protected from automobile traffic by parked cars.



Green painted lanes are an effective way to draw attention to cyclists, particularly at intersections.

Implications for Reynoldsburg

Off-road bicycle and trail facilities, while more expensive to construct than on-road bicycle lanes, are safe facilities for users of all ages. The map to the right highlights the parks, schools, and Olde Reynoldsburg. Many of these locations are currently connected by off-road bicycle trails. Filling in the missing links, along with prioritizing construction on trails that connect some of these uses, should be a priority for the City moving forward.

REYNOLDSBURG COMPREHENSIVE PLAN

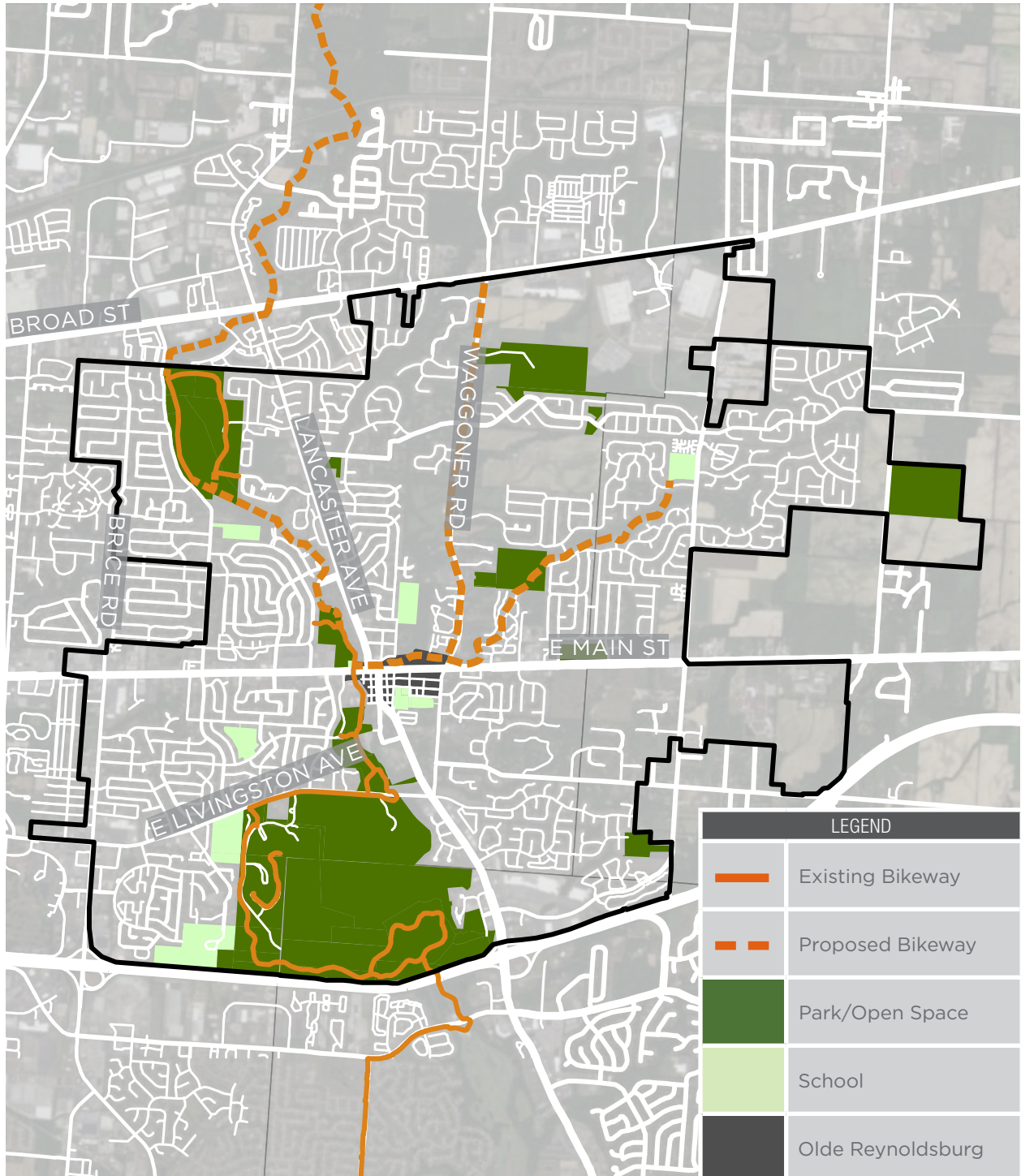


Figure 13: Non-Motorized Transportation Planning



MOBILITY

COMPLETE STREETS

Complete Streets is a philosophy used by cities to accommodate the need for an integrated, connected street network that serves users of all ages and abilities, including motorists, bicyclists, pedestrians, and transit riders.

Throughout the process, Reynoldsburg residents indicated a preference for walkability. A Complete Streets policy can help promote walkability.

Appropriate design standards and engineering requirements must be balanced to meet users' needs within the context of the street. Furthermore, the implementation of roadway improvements should accommodate the physical needs of all users of a transportation network, regardless of their age or physical ability.

The design of a "Complete Street" depends on its context. For example, a Complete Street in a rural area may not include sidewalks and curbs, but could feature a multi-use path on one side of the street to provide a meaningful transportation option in that setting. For that reason, not all "Complete Streets" will look the same.

Features of Complete Streets may include:

- » Sidewalks and bike lanes
- » Comfortable and accessible public transportation stops
- » Frequent and safe crossing opportunities, with accessible pedestrian signals
- » Curb extensions and median islands
- » Narrower travel lanes, and roundabouts

The priority roadway networks, highlighted in Figure 14, indicate roadway networks where a Complete Streets approach may have the most significant investment.

Roundabouts

Intersections typically require stop signs or traffic signals when traffic counts warrant. However, modern, low-speed roundabouts can reduce crashes, accommodate more traffic than traffic signals, cost less, and require less pavement than signalized intersections. Pedestrian crosswalks are located behind the "pause" line for automotive traffic. Although not all intersections are candidates, the roundabout is a viable traffic management tool.

- » **Safety:** Reduction of crashes and fatalities due to slower speeds and no left turns.
- » **Improved traffic flow:** Congestion is alleviated through continuous traffic flow.
- » **Complex intersection solution:** Roundabouts are ideal for 5-legged, sharp intersection and other unusual intersections.



Roundabouts are becoming increasingly common in Central Ohio. Newark, Ohio (above) installed four roundabouts around its Downtown square.

- » **Less conflict:** Roundabouts offer fewer points of conflict where crashes may occur.
- » **Easy maintenance:** Given the lack of traffic signals, roundabouts are easier to maintain and more energy efficient than signaled intersections.

REYNOLDSBURG COMPREHENSIVE PLAN

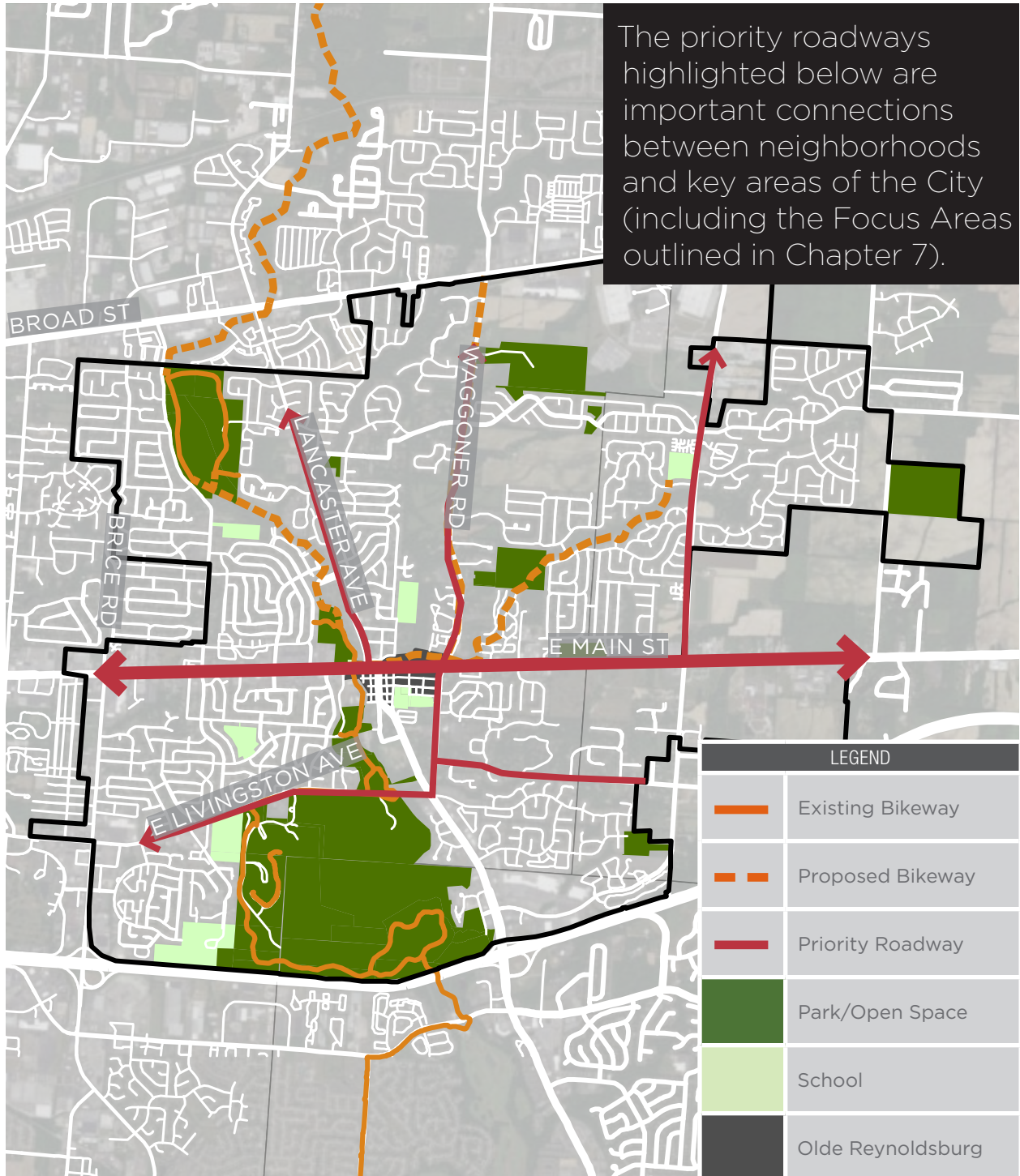


Figure 14: Major City Thoroughfares



See appendix for planned roadway improvements.

MOBILITY

REGIONAL MOBILITY EFFORTS

Throughout the Central Ohio region, several planning initiatives are underway that will help shape the future of mobility in Reynoldsburg. These key projects, likely to impact future development, land use, and transportation in Reynoldsburg, are highlighted below.

Insight 2050

The Insight 2050 planning process conducted by the Mid-Ohio Regional Planning Commission (MORPC) has estimated that Central Ohio is expected to grow by up to one million people by the year 2050. As part of planning for that population growth, MORPC has initiated a follow-up planning study that considers long-term land use and transportation strategies on five key corridors. These corridors are likely to accommodate significant population growth throughout the Central Ohio.

East Main Street, specifically the portion of the corridor from Downtown Columbus to Reynoldsburg, is one of these five corridors. Local staff and elected officials from jurisdictions along the corridor, along with regional planning officials and transit leaders, have begun planning for the implications of population growth. This includes identifying key nodes of residential development, public space investments, and future transportation options along the corridors.

NextGen

The Central Ohio Transit Authority (COTA) recently completed a long-range planning effort called NextGen to identify public transportation needs and opportunities through the year 2050. NextGen considers how future population growth and other trends will shape demand for public transportation. COTA recently reconfigured many of their routes to offer more frequent and faster transit service. The plan's Vision 2050 also includes 13 potential high capacity transit corridors centered

on some of Columbus' most dense corridors. East Main Street has been identified as a high-capacity corridor, with the potential for future Bus Rapid Transit services.

Smart Columbus

Municipal governments around the country are at the beginning stages of integrating technologies to improve city functionality and the overall quality of life for residents. In 2016, the City of Columbus won the U.S. Department of Transportation (USDOT) \$40 million Smart City Challenge with additional funds from private and philanthropic sectors. Smart Columbus aims to achieve the following:

- » Improve access to jobs through expanded mobility options in major job centers.
- » Compete globally through smart logistics.
- » Connect Columbus residents to safe, reliable transportation that can be accessed by all.
- » Better connect visitors to transportation options.
- » Develop a more environmentally-sustainable transportation system.

As Smart Columbus continues to evolve, the City of Reynoldsburg may be able to apply lessons learned to the future of mobility in Reynoldsburg.

Implications for Reynoldsburg

These regional mobility efforts have identified East Main Street as an important corridor, both for the City of Reynoldsburg and the region. Currently, East Main Street is the main transit corridor in the city (see map to the right). Redevelopment concepts for underutilized areas along this corridor, which can be found in the Focus Areas Chapter, reflect the efforts to accommodate future population growth and increase mobility options along this corridor.

REYNOLDSBURG COMPREHENSIVE PLAN

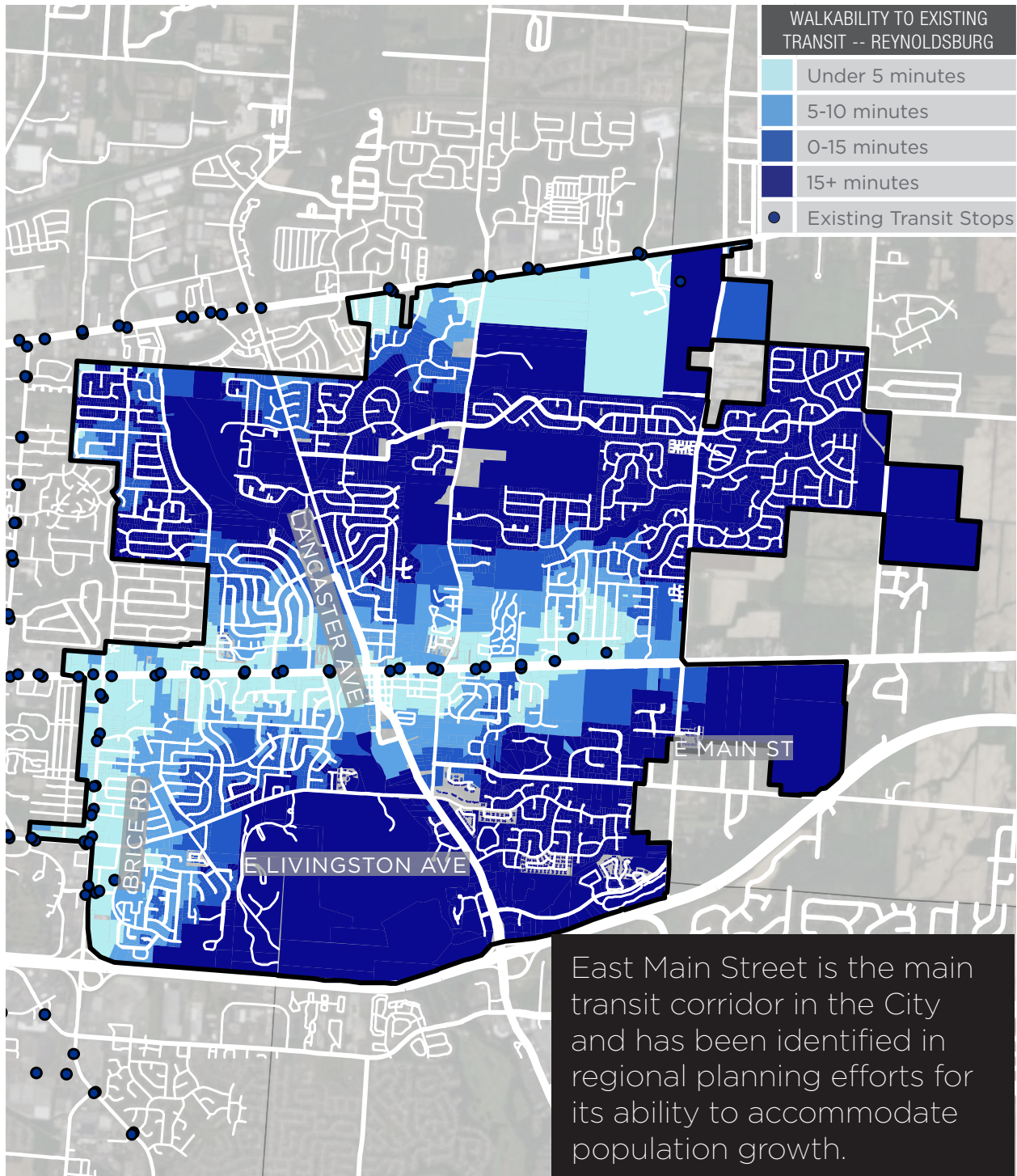


Figure 16: Walkability to Existing Transit



MOBILITY

KEY FINDINGS-MOBILITY



Existing Conditions

- » The City has an extensive bikeway network with additional connections planned to better link schools, parks, and destinations.
- » East Main Street, Reynoldsburg's main commercial corridor, continues to be a focus of regional planning efforts and local improvements:
 - » As a result of Insight 2050, local stakeholders are studying East Main Street as a corridor that is likely to accommodate significant population growth over the next 30 years.
 - » In the short term, East Main Street has plans for capital improvements by 2022. Infrastructure and streetscape improvements should be designed with the understanding that more residents will live along East Main Street in the future.
 - » East Main Street will be repaved in Olde Reynoldsburg in 2019. A new streetscape should include well-defined pedestrian markings and on-street parking to improve the safety, energy, and access in Olde Reynoldsburg. (U.S. Route 23 goes through the heart of Olde Reynoldsburg, it is a walkable street with on-street parking).



Public Engagement

- » Residents noted low satisfaction and high rate of importance for road conditions and traffic flow (Aimpoint).
- » Residents noted a preference for walkability throughout the process.
- » Improving trail connectivity throughout the City is important (Stakeholders). Multi-purpose trails and bicycle paths were moderately important to survey respondents. (Aimpoint).

REYNOLDSBURG COMPREHENSIVE PLAN

IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Mobility.

RESPONSIBLE PARTIES	
	City Council (CC)
	Planning Department (PD)
	Planning Commission (PC)
	Parks & Recreation Department (PR)
	Public Service Department (PS)
	Community Organizations (CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.1: Expand the sidewalk and bikeway networks to provide connectivity within Reynoldsburg and the region.		
Action 3.1.1: Create multi-use paths along at least one side of new roadways where appropriate. While many residential streets may be appropriate for onstreet bike facilities, busier streets with higher vehicle counts are better suited for off-street paths.	O	PS/PD
Action 3.1.2: Establish partnerships with area jurisdictions and state agencies and organizations on bikeways and trails. Coordinate the extension of bikeways and trails into adjacent townships and municipalities by collaborating with Central Ohio Greenways, MORPC, Metroparks, City of Columbus, Townships, and other entities. Collaborative efforts may enable special funding or cost-sharing opportunities.	O	PS/PR/PD

MOBILITY

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
Action 3.1.3: <i>Require that bicycle parking facilities (bike racks or shelters) are included on new development plans where appropriate. Include requirements for bike parking facilities within the suggested update to the City's zoning code.</i>	O	PS/PR/PD
Action 3.1.4: <i>Ensure that any roadway and non-motorized transportation improvements meet the needs of all users in Reynoldsburg, including seniors, young people, and those with physical limitations.</i>	O	PS
STRATEGY 3.2: Reduce congestion and improve quality of main corridors and intersections.		
Action 3.2.1: <i>Manage access points onto parkways and boulevards (arterials and major collectors). Access management should be applied on all boulevards and parkways and on avenues in commercial settings to provide for adequate, safe and properly designed entrances and exits to and from developments.</i>	O	PS/PC/PD
Action 3.2.2: <i>Consider the use of roundabouts at local intersections. Modern roundabouts have been demonstrated to improve efficiency and safety at critical intersections. The City should consider roundabouts at intersections where appropriate.</i>	O	PS
Action 3.2.3: <i>Require traffic impact studies for most development proposals. Development proposals that meet certain criteria should be required to submit a traffic impact study as part of the review process.</i>	O	PS
Action 3.2.4: <i>Develop partnerships to leverage the work of the City of Columbus' Smart City Grant. The Smart City Grant (from the US Department of Transportation), has made Columbus an epicenter for testing "intelligent" transportation systems.</i>	O	PS/PD

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.3: Expand public transportation options.		
Action 3.3.1: Continue to coordinate with the Central Ohio Transit Authority (COTA). Meet with COTA officials at least annually to identify opportunities to improve public transportation in the City. As needed, share significant development proposals to assess their design with regard to viability of transit.	O	PS/PD
STRATEGY 3.4: Ensure that new developments are connected into the existing transportation network.		
Action 3.4.1: Require street and trail connectivity between developments. Update the land development regulations to require that development plans include street and trail connections to adjacent development. At the edge of the City, stub streets should be included in subdivisions with the expectation that those streets will be connected to future development.	O	PS/PD/PC
STRATEGY 3.5: Expand trail connectivity in and around Olde Reynoldsburg.		
Action 3.5.1: Develop a connection west of the Main Street Bridge, on the north side of the street, to connect to the Blacklick Trail.	S	PD/PS/PR
Action 3.5.2: Develop and implement a non-motorized network through Old Reynoldsburg along the French Run Creek.	S	PD/PS/PR
STRATEGY 3.6: Ensure Reynoldsburg is prepared for the adoption of autonomous and connected vehicles.		
Action 3.6.1: Ensure that a zoning code update incorporates anticipated changes in land use and parking requirements as a result of autonomous vehicles.	S	PD
Action 3.6.2: Planning Commission should consider the impact of autonomous vehicles in development review.	O	PC

05

UTILITIES AND INFRASTRUCTURE

05

UTILITIES AND
INFRASTRUCTURE

Utilities and Infrastructure

OVERVIEW

Reynoldsburg's sewer, water and drainage systems are critical in providing for the public health and safety for residents, employees, and students within Reynoldsburg. Homes, businesses, schools, and institutions all benefit from the development, operations, and maintenance of Reynoldsburg's infrastructure.

The goal for Reynoldsburg's public utilities is to maintain excellent service with all utilities while utilizing proven technologies and best practices to make the City's systems more efficient and sustainable. The City's utilities are currently functioning at a high level, but there are opportunities in future development projects to continue to improve the systems' functionality.

In This Chapter:

- » **Existing Conditions:** Sanitary System, Storm System, Water System, Sewer Service Area, Fiber
- » **Best Practices:** Green Infrastructure and Street Design
- » **Implementation Strategy**

EXISTING CONDITIONS

Sanitary System

Reynoldsburg sanitary sewer lines perform the essential function of collecting household and commercial wastes and conveying them to points of discharge – primarily into the City of Columbus for treatment. The construction and management of a sanitary sewer system is a major component of the City's public works infrastructure network and imperative to community health.

The City of Reynoldsburg has a contractual agreement with the City of Columbus for sewage treatment. The existing sanitary sewer lines in the City are connected to Columbus. The City programmatically includes sanitary sewer line improvements in conjunction with street rehabilitation projects.

As Reynoldsburg plans for sewer service, areas that can flow by gravity to the existing subtrunks are the most efficient areas to serve. Areas that cannot be served via gravity lines can be accessed with lift stations, but these are expensive.

Sewer planning uses the Equivalent Dwelling Unit to determine future sewer needs. The 2002 study and county standards fall somewhere between 350

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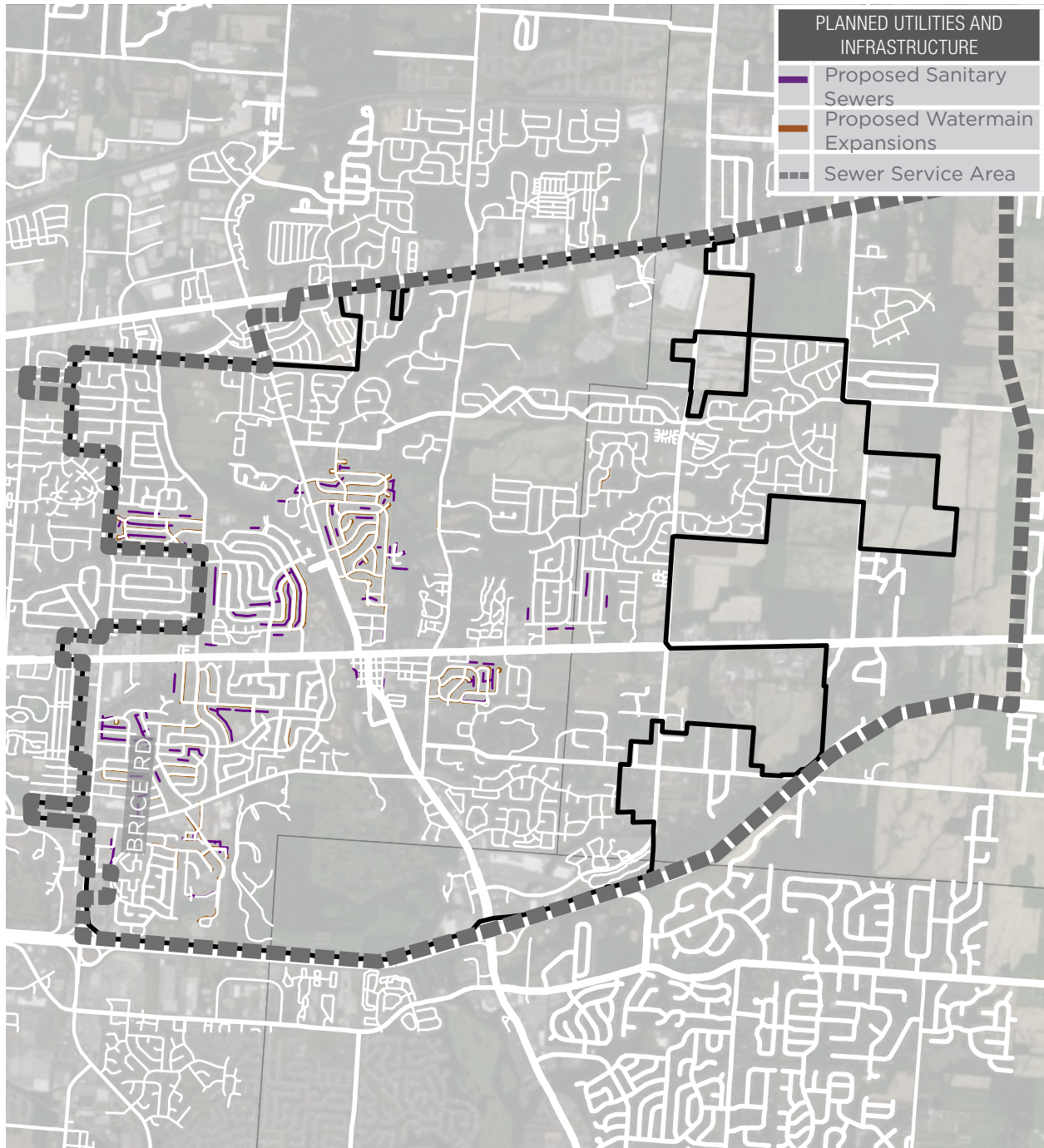


Figure 17: Planned Utilities and Infrastructure



UTILITIES AND INFRASTRUCTURE

gallons per day and 400 gallons per day. This allows for planning per housing unit. Non-residential uses are calculated based on an EDU as determined based on the specific type of use.

- » *DFFOs led to Citywide SSES Investigations*
- » *CCTV, Smoke Testing, and Manhole Investigations*
- » *Frequency and Severity of Defects produced many recommendations*
- » *Rehabilitation, Repair, or Replacement*

The additional load resulting from proposed development will require sanitary sewer line extensions for new development, some existing line upgrades in the strategic location redevelopment areas, and a holistic understanding of Reynoldsburg's needs and Columbus' capacity.

Storm System

The purpose of Reynoldsburg's storm drainage system is to deal with excess stormwater from paved streets, parking lots, sidewalks, and roofs. Projects are designed to reduce the potential impact of new and existing developments with respect to surface water drainage discharges.

Reynoldsburg maintains a substantial amount of both underground stormwater drainage pipes, and continues to incorporate stormwater requirements into every public and private development proposal.

Reynoldsburg has practiced sustainable urban drainage, trying to replicate natural systems that lower the environmental impacts caused by dirty surface water run-off through collection, storage, and cleaning before allowing it to be released slowly back into water courses. These sustainable urban drainage systems require little or no energy input (except from environmental sources such as sunlight, etc.), are resilient to use, and are environmentally as well as aesthetically attractive. However, they do require regular maintenance, as any landscaped feature does.

The table below shows the city's current stormwater management strategies and the quantity of each type of asset.

Existing stormwater system drainage pipes are sufficient for the proposed growth in this plan, yet all new development will require a storm sewer system that mitigates any water quantity or quality impacts. All development proposals must consider downstream impacts. Stormwater management is reviewed by the City as part of the subdivision platting process. Commercial development plans also must be reviewed for proper stormwater treatment and discharge.

Water Main System

Water quality is extremely important, as all public and private development proposals, especially in the Blacklick Creek corridor, must consider the effects of the built environment on the City's water supply. The water distribution system provides reliable water service to customers in the quantities they desire, at the quality level that meets or exceeds both customer and regulatory standards.

Reynoldsburg owns and maintains its own water supply. Water supply comes from the City of Columbus. All water is treated by Columbus and is then master metered as it enters the City of Reynoldsburg and is distributed to residents and businesses.

Currently, the City of Reynoldsburg maintains a water distribution system serving local homes and businesses and over a million feet of pipe infrastructure with the pressures and capacities necessary to support the City's fire hydrants to ensure proper fire protection for properties within the City. Much of this infrastructure has been replaced in the past 20 years, as improvements in technology have led to increased longevity (the system is expected to last for the next 75 years) and capacity (the diameter of the piping). The high quality drinking water produced by Reynoldsburg consistently meets all water quality regulations.

REYNOLDSBURG COMPREHENSIVE PLAN

Water Use Trends

Over the past decade, Reynoldsburg and other Midwest water utilities have experienced a trend of declining water use per capita. This trend has been attributed to increased water use efficiencies in new appliances (such as toilets, washing machines, shower heads, etc.), public water conservation awareness and increasing water/sewer bills. The declining use has more than offset the increases due to population growth. Future per capita use is predicted to remain about the same or slightly decreasing. When average household size (of people and square feet) decreases, so does water

use. When a portion of the projected growth is based upon multi-family, even less water is used, as landscape irrigation and car washing is usually nonexistent.

Based on predicted use patterns and existing infrastructure, Reynoldsburg is well positioned to accommodate the projected growth. The water utility has the supply capacity and the distribution system to support the additional residents and businesses. Certain sections of the water main network will require replacement pipes, valves, fire hydrants, and meters in the near future.

Fiber

Internet usage has evolved dramatically in the last few years, changing how we all shop, bank, and search for services, among other things. Residents and businesses are increasingly reliant on the Internet for their daily needs. The expectations for internet performance (speed and capacity) continue to increase and that trend is expected to accelerate. A number of communities in Central Ohio, are turning to municipally provided broadband internet service, or fiber, as a means to promote economic and social development within their communities. Fiber connectivity has proven to be an essential utility to support business operations and economic and educational development.

A public utility is a service viewed as an everyday necessity to the public at large. Fast internet (1 Gbps), at an affordable price, has become and will grow as an everyday necessity for businesses and

residents. As such, the public utility model needs to be seriously considered, to ensure equitable and inclusive access. It is recommended that the city establish fiber connectivity for residents, ensuring equitable access to and inclusion for all residents. Experts at the Fiber to the Home (FTTH) Council say fiber-to-the-home connections are the only technology with enough bandwidth to handle

projected consumer demands during the next decade reliably and cost effectively.

Focus Area #4 at Brice and Livingston is an ideal location for implementing fiber infrastructure.

Media companies (Time Warner Cable, AT&T, Verizon, Comcast, etc.) echo the FTTH Council in their assessment,

claiming that existing services will not be able to handle the demand at the rate is growing. To remain competitive in attracting and retaining the brightest and best to live and work in our community, the city needs to extend the public utility infrastructure to support the needs of an information society.

UTILITIES AND INFRASTRUCTURE

BEST PRACTICES

Green Infrastructure

Green infrastructure and low impact development strategies can minimize storm sewer improvement costs to support development and can also be implemented with complete streets. Low Impact Development (LID) is a stormwater management approach modeled after nature: manage rainfall at the source using uniformly distributed decentralized micro-scale controls. LID's goal is to mimic a site's pre-development hydrology by using design techniques that infiltrate, filter, store, evaporate, and detain runoff close to its source. Techniques are based on the premise that stormwater management should not be seen as stormwater disposal. Instead

of conveying and managing stormwater in large, costly end-of-pipe facilities located at the bottom of drainage areas, LID addresses stormwater through small, cost-effective landscape features located at

Green infrastructure can be incorporated within complete street design.

the lot level. This includes not only open space, but also rooftops, streetscapes, parking lots, sidewalks, and medians. LID is a versatile approach that can be applied equally well to new development, urban retrofits, and redevelopment projects.

Permeable Surfaces

Over time, as pavement is replaced in the city, permeable surfaces like pavers and porous asphalt can be used to reduce the quantity of stormwater that runs directly into the storm system. Permeable pavers allow stormwater to flow through pavers and infiltrate the ground, rather than into the stormwater system.

POTENTIAL LOCATIONS:

- » Sidewalks
- » Curb-bumpouts
- » Medians
- » Parking lots



Street Medians

The primary benefit of street medians is to give pedestrians a stopping point when crossing from one side of the street to the other. However, street medians are an ideal location to integrate green infrastructure into a street, while adding an element of visual interest.

POTENTIAL LOCATIONS:

- » Locate on busy streets to narrow the feel of the street while reducing traffic speeds
- » Locate in between crosswalks separated by long distances.



REYNOLDSBURG COMPREHENSIVE PLAN

Bioswales and Rain Gardens

Rainwater that runs off from Reynoldsburg's streets can be diverted into bioswales and rain gardens, which reduce the quantity of water entering the storm system, improve water quality, and provide landscaping elements.

POTENTIAL LOCATIONS:

- » Curb-Bumpouts
- » Medians
- » Parking lots and on-street parking
- » Plazas or parks adjacent to the street



KEY FINDINGS-UTILITIES & INFRASTRUCTURE



Existing Conditions

- » The City's utilities are functioning at a high level. To continue this high functionality, future development should increase the efficiency and sustainability of the system.
- » Fast internet at an affordable price, has become and will grow as an everyday necessity for businesses and residents.
- » Green infrastructure can be incorporated into stormwater and roadway projects to increase water quality and reduce the burden on the stormwater system.



Public Engagement

- » Residents are open to expanding the City's boundaries to the east to accommodate income-generating uses. (Aimpoint Survey)
- » Residents cited infrastructure conditions as a primary concern in the City. (Aimpoint)

UTILITIES AND INFRASTRUCTURE

IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Utilities and Infrastructure.

RESPONSIBLE PARTIES	
	City Council (CC)
	Planning Department (PD)
	Planning Commission (PC)
	Parks & Recreation Department (PR)
	Public Service Department (PS)
	Community Organizations (CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 4 (*Utilities and Infrastructure*)

COORDINATE FUTURE INFRASTRUCTURE INVESTMENTS WITH ANTICIPATED GROWTH AND DEVELOPMENT

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 4.1: Explore opportunities around implementing fiber infrastructure.		
Action 4.1.1: Explore the business model for the delivery of 1 GB of affordable fiber optic service to every house.	M/L	PD
Action 4.1.2: If a fiber network is implemented, it should be implemented and maintained in an equitable manner.	M/L	PD
Action 4.1.3: With the passage of H.B. 478 in the Ohio Legislature, prepare design guidelines around zoning code update to accommodate small-cell facilities to support 5G cell phone technology within the public right-of-way.	S	PD

REYNOLDSBURG COMPREHENSIVE PLAN

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 4.2: Examine wastewater collection capacity to ensure it meets future needs.		
Action 4.2.1: Perform sanitary sewer system capacity analyses. Development can be constrained by sewer capacity. Study scenarios need to be conducted to determine the future growth and to help adjust the budget as needed to include the remedies found in the analyses.	O	PS
STRATEGY 4.3: Ensure stormwater quality is improved as Reynoldsburg's population continues to grow.		
Action 4.3.1: Establish processes to ensure detention and retention facilities and water quality features are maintained. A review of current monitoring process should be completed and recommendations made to ensure maintenance is being performed as needed.	S/M	PS
Action 4.3.2: Employ sustainable methods for roadway construction. Utilize sustainable methods in the design of streets, as recommended in this Plan.	O	PS
Action 4.3.3: Coordinate Reynoldsburg's stormwater policies with neighboring jurisdictions. Watersheds have geographic limits that are not constrained by jurisdictional boundaries. The City should understand the efforts of neighboring jurisdictions to better maintain stormwater runoff at the current levels and improve the stormwater quality.	O	PS
Action 4.3.4: Collaborate with Franklin Soil and Water Conservation District on education and outreach to the public through mailings, social media, in-person workshops and other methods as to how citizens can reduce stormwater runoff and improve water quality (rain barrels, rain gardens, planting of trees and grasses along waterways, etc.).	O	PS

06

COMMUNITY IMAGE AND BRAND

06

COMMUNITY IMAGE
AND BRAND

Community Image and Brand

OVERVIEW

A community's image and brand describes the overall impression, culture, and feel of a community. It reflects its values and encompasses almost every aspect of a city. How well-maintained is a city? Does it offer places to gather publicly? Are its streets invested in? A brand is cultivated through physical efforts such as signage, streetscape design, or architecture, as well as marketing by the City including digital messaging, community events, and social media. The following chapter includes strategies that can continue to help define and enhance the City of Reynoldsburg's image and brand.

Ultimately, the City of Reynoldsburg needs to take an active role in cultivating its own brand and identity. If the City isn't, someone else is. This could be residents on social media, or through local media outlets. The City of Reynoldsburg is competing against communities across Central Ohio, each of whom are actively shaping their own identity in a unique way. The creation and delivery of Reynoldsburg's image is a strategic process which requires comprehensive attention and long-term sustainability.

In This Chapter:

- » **Existing Conditions and Trends:** Current perception of brand, brand development, and signature places
- » **Signage Overview:** Function, Concepts, and Locations
- » **Key Findings:** Existing Conditions and Trends, Public Engagement
- » **Implementation Framework:** Goals and Strategies

A community's image and brand helps establish a sense of place and tells a compelling story of its vision for the future.

EXISTING CONDITIONS AND TRENDS

Current Perception of Brand

Understanding how residents and visitors currently view Reynoldsburg is helpful in determining how to create an effective brand moving forward. According to the Aimpoint survey responses, 41.2% of residents do not believe the City has a distinct identity, while 7.6% are unsure. Those who do think that Reynoldsburg has an identity describe it as family-oriented, suburban, and diverse. Those who think the City lacks an identity would like to see its identity centered around similar themes of community engagement and family.

As the City works to cultivate its image and brand, Reynoldsburg may consider leveraging the positive attributes identified by community members while actively engaging with those who do not believe an image or identity yet exists.

Brand Development: What's In a Brand?

The City's branding serves as a promise to residents and visitors to deliver the long-term vision for the community as defined throughout this Plan. The image and brand of a city is more than a logo or banner: it tells a compelling story to targeted audiences and consistently delivers on its brand promises.

In order to deliver on the long-term vision of a city, target audiences may be identified. What is expected from a city will vary for residents, employees, and employers, but a city should aim to develop a brand promise for each audience which reinforces, and does not contradict, the others.

- » **Current and Future Residents:** As current residents age, what is their perception of the City? As Central Ohio grows, what do prospective residents think of the community?
- » **Current and Future Employees:** Will current employees who live outside of Reynoldsburg consider moving to the City? What is needed to attract prospective employees to move to the City?
- » **Current and Future Employers:** How do current businesses view the City? Does the current image and brand reflect a strong sense of identity and leverage Reynoldsburg's economic opportunities for future employers?

Image and Branding Opportunities for Reynoldsburg

Challenges Identified During Planning Process	Opportunities
Reynoldsburg residents don't agree if the City has a current brand or image.	The community can guide the development of a desired vision and brand for the future.
Not all gateways into the city are defined, nor is there consistent gateway treatments applied.	Targeted investment along main corridors and entrances to the City can simultaneously strengthen branding, economic development, and land use decisions.
The downtown does not currently serve as the cultural and entertainment center of the community.	Olde Reynoldsburg can be strengthened to serve as a civic node and experience-based commercial center.
The City is growing and diverse.	The City can celebrate the diversity which makes it different from other places while strategically planning for growth.

COMMUNITY IMAGE AND BRAND

Signature Places in Central Ohio

Signature places, such as downtowns, parks, plazas, and mixed-use environments, can define and project a city's image and brand and establish a sense of place for residents and visitors. Leveraging an effective brand of these spaces can serve as a catalyst for future investment within the city. Enhancing Olde Reynoldsburg can help shape the identity of the Reynoldsburg. The following are three examples of signature places impacting a Central Ohio city's image and brand.

Olde Worthington, Worthington, Ohio

The downtown of Worthington, Olde Worthington, is a gathering space for the City with local shops and a nearby Village Green. Olde Worthington has historic buildings and character that create a sense of place. A high quality streetscape that includes street trees and paver sidewalks supports a comfortable environment for pedestrians and outdoor diners. The character of Olde Worthington is also reflected in the City logo, further enforcing this historic area as the image and brand of the City.

Grandview Yard, Grandview Heights, Ohio

Grandview Yard is a mixed use project that brings new retail, office, and residential units while creating an urban environment that did not exist within the City. Throughout the district, signage, materials, and landscaping is cohesive, and buildings follow urban site design principles. This creates a unique and inviting gateway into the City that is well-known around Central Ohio.

Creekside, Gahanna, Ohio

Gahanna's image and brand celebrates natural beauty along with the strength of families and commitment to growing businesses. This is reflected in Creekside, in downtown Gahanna, where water elements, including a central fountain and pathways along Big Walnut Creek, are integrated within an urban, mixed use development that supports residences and local businesses. This unique, high quality space, is used for community gatherings and promoted as a destination within the City.



(Pictured: Downtown Worthington)

Cities are increasingly identified by their downtown. Focusing improvements and branding here can help create an image of Reynoldsburg across the region.



(Pictured: Grandview Yard)

Signature developments can welcome visitors to the city, while serving housing and commercial needs.



(Pictured: Creekside, Gahanna)

Parks and open space can be used for community events and gatherings which help build a city's brand.

REYNOLDSBURG COMPREHENSIVE PLAN

SIGNAGE OVERVIEW

Recommended Function

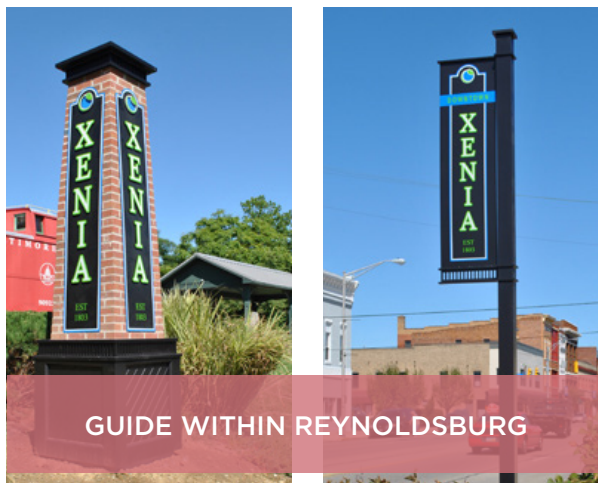
An effective branding strategy, which delivers on the promise of a long-term vision for the city, may be physically supported by appropriate signs, banners, and logos. Aligned with best practices in planning, urban design, and marketing, signage throughout the City of Reynoldsburg should meet four basic objectives:



Signage should reflect the future vision of a City. The City of South Euclid recently re-branded itself to reflect its focus on sustainability.



Branding should be amplified at gateways to the City and special districts like Downtown.



Signage should be clear and consistent across the City, but vary in design.



Creative wayfinding can navigate while adding character within a community.

COMMUNITY IMAGE AND BRAND

Signage and Gateway Concepts

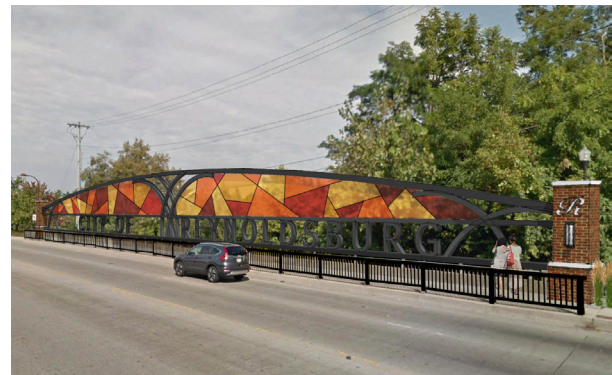
As Reynoldsburg thinks about defining its signature space, Olde Reynoldsburg, distinct signage should be incorporated into the overall design and infrastructure improvements. Implementing consistent signage concepts can add to Olde Reynoldsburg's identity while bringing distinct areas of the district together.

As development continues to occur on the south side of East Main Street, including with the construction of the YMCA, safely connecting this area with historic Olde Reynoldsburg can benefit users. Signage concepts on Main Street and Davidson Drive (above) and along the Main Street bridge into Olde Reynoldsburg (right) can assist with physically tying these two areas together.

Finally, the concept can be repeated at other public spaces throughout Olde Reynoldsburg, (including parks, public spaces, and public parking lots). The concept below is designed for the parking lot at East Main Street and Lancaster Avenue.



Main Street and Davidson Drive (looking south).



Main Street bridge into Olde Reynoldsburg.



Entrance into Main Street and Lancaster Avenue parking lot (in Olde Reynoldsburg).

REYNOLDSBURG COMPREHENSIVE PLAN

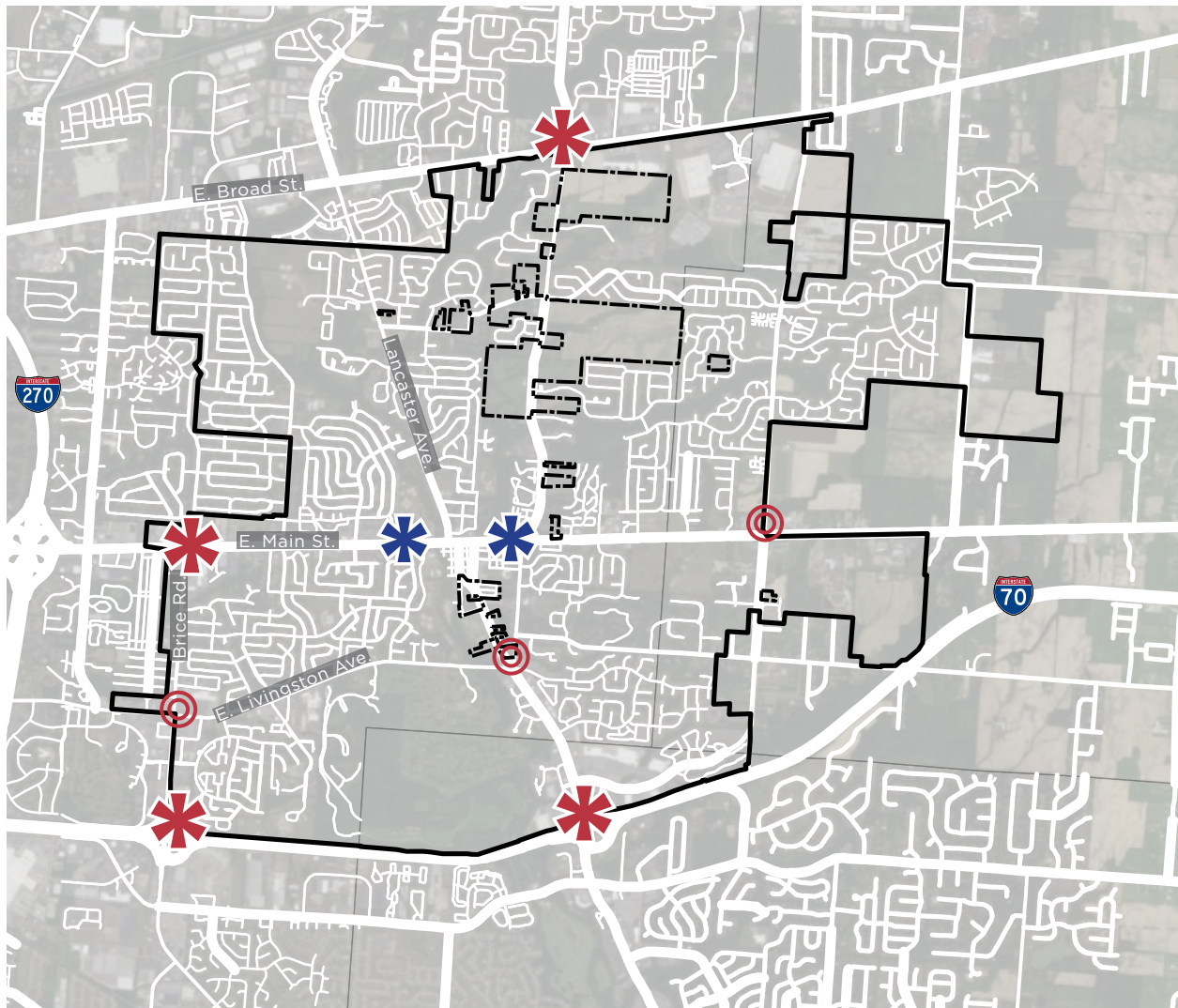
Proposed Gateway Locations

In addition to improving signage concepts throughout Olde Reynoldsburg, there are also opportunities to promote the Reynoldsburg brand at key entrances across the city.

Recommended locations for gateway signage are located on the map below. Primary gateways should help introduce residents and visitors into the City of Reynoldsburg, while secondary gateway signage can help reinforce the City's brand.

LEGEND	
	Primary Reynoldsburg Gateway
	Secondary Reynoldsburg Gateway
	Primary Olde Reynoldsburg Gateway

Figure 18: Reynoldsburg Gateways



COMMUNITY IMAGE AND BRAND

KEY FINDINGS-IMAGE & BRAND



Existing Conditions

- » Across the region, Central Ohio communities are defining their identities based on their downtowns and public spaces. (Gahanna, Hilliard, Newark, etc.) Reynoldsburg has an opportunity to define itself with its Downtown.
- » Growth in consumer spending will come from travel, eating out, and “experiences.” A strong Downtown can help the City of Reynoldsburg develop that experience.
- » The “front door” to a community reflects the City’s image and brand to residents and visitors alike. Public and private investments on East Main Street and Brice Road can help improve the City’s image.



Public Engagement

- » Most Reynoldsburg residents feel the city has a distinct identity: it is suburban, family-oriented, and multi-cultural. (*Aimpoint Survey*)
- » Residents who don’t feel like the City has an identity would like to see an identity that is family oriented and celebrates diversity. (*Aimpoint Survey*)
- » Residents and local business leaders feel the City doesn’t currently have an identity. (*Stakeholder Groups*)
- » The City of Reynoldsburg continues to grow in diversity. How should diversity be incorporated into the brand? (*Aimpoint Survey, Stakeholder Groups*)

REYNOLDSBURG COMPREHENSIVE PLAN

IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Image and Brand.

RESPONSIBLE PARTIES	
	City Council (CC)
	Planning Department (PD)
	Planning Commission (PC)
	Parks & Recreation Department (P&R)
	Public Service Department (PS)
	Community Organizations (CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 5

DEFINE, GROW, AND PROMOTE THE CITY'S IMAGE AND BRAND.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 5.1: Create a marketing and branding plan.		
Action 5.1.1: Issue an RFP to a marketing and brand consultant.	S	PD/CC
Action 5.1.2: Identify and engage a variety of stakeholders, including business owners, residents, employees, and those who don't live in Reynoldsburg, in creating a marketing and branding plan.	S	PD

COMMUNITY IMAGE AND BRAND

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 5.2: Define and promote a consistent brand message, internally and externally.		
Action 5.2.1: Identify one person on City staff, or hire a “Public Information Officer”, that is responsible for communicating the City’s messaging, programming, and project updates to the community.	S/M	CC
Action 5.2.2: Ensure that the brand message is consistent across all mediums, including online, social media, and events and programming.	O	TBD
STRATEGY 5.3: Define and apply brand elements to the public realm.		
Action 5.3.1: As part of the marketing and branding plan, create and develop a “signage package” so that updated signage and brand elements are consistent throughout the City.	M	TBD
Action 5.3.2: Identify locations, particularly in Olde Reynoldsburg and entrances to the City, to locate new signage.	M	PD/PR/PS
Action 5.3.3: Coordinate with ODOT to explore the opportunity to promote the Reynoldsburg brand on single point interchanges and bridges over I-70.	M	PS/PD
STRATEGY 5.4: Create new standards to guide private investment that will result in and create a consistent brand message.		
Action 5.4.1: In zoning code review, ensure that site design and landscape standards are strengthened to reflect renewed public investments in signage and branding	O	PD/PC

REYNOLDSBURG COMPREHENSIVE PLAN

STRATEGY 5.5: Continue to support and promote small, locally-owned businesses throughout the City, particularly in Reynoldsburg.		
Action 5.5.1: <i>In zoning code review, examine and remove any unnecessary regulations that are limiting small business growth and development.</i>	S/M	PD/PC
Action 5.5.2: <i>Collaborate with local partners, including Chamber of Commerce, on marketing the work of local businesses to the Central Ohio region.</i>	O	PD
Action 5.5.3: <i>Identify existing and potential incentive programs to use to leverage additional business development.</i>	O	PD
STRATEGY 5.6: Incorporate sustainability projects and initiatives into overall image and brand improvements for the City.		
Action 5.6.1: <i>Explore opportunities to integrate ongoing and future City-wide sustainability initiatives into promoting the image and brand of Reynoldsburg.</i>	O	PD

07

FOCUS AREAS

FOCUS AREAS

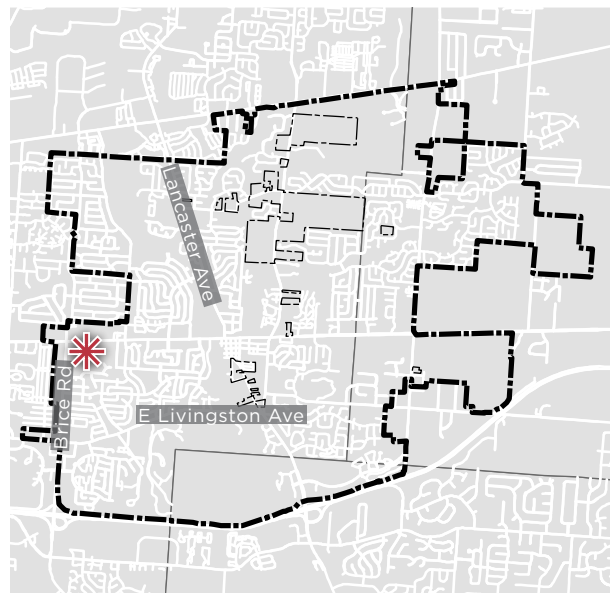
Focus Area #1

K-Mart Site

OVERVIEW

The abandoned K-Mart site at the corridor of Brice and Main represents a significant development opportunity in the City. Big-box retail, particularly developed as stand-alone stores or adjacent to strip malls are becoming increasingly obsolete as both consumer expectations and the business of receiving, storing, and shipping physical goods continues to change. Reynoldsburg has considerable retail space in the City -- reducing that footprint is essential to moving the City forward.

East Main Street is a significant corridor, not just for Reynoldsburg, but for the region. Shifting the site from outdated retail to a mixed-use development with a strong residential component presents an opportunity to transform the City and the community.



EXISTING CONDITIONS



The existing structure is setback far from the street, and is difficult to reuse in an urban fabric.



Over supply of retail and a changing market can lead to increase vacancy rates.



Nearby strip malls do not create a dynamic environment that consumers are increasingly seeking.

DEVELOPMENT GOALS



Add new residential options not currently available within Reynoldsburg.



Integrate new, smaller retail footprints throughout the site.



Transform the gateway appearance to promote the city's identity.

REYNOLDSBURG COMPREHENSIVE PLAN

Figure 19: Existing Zoning

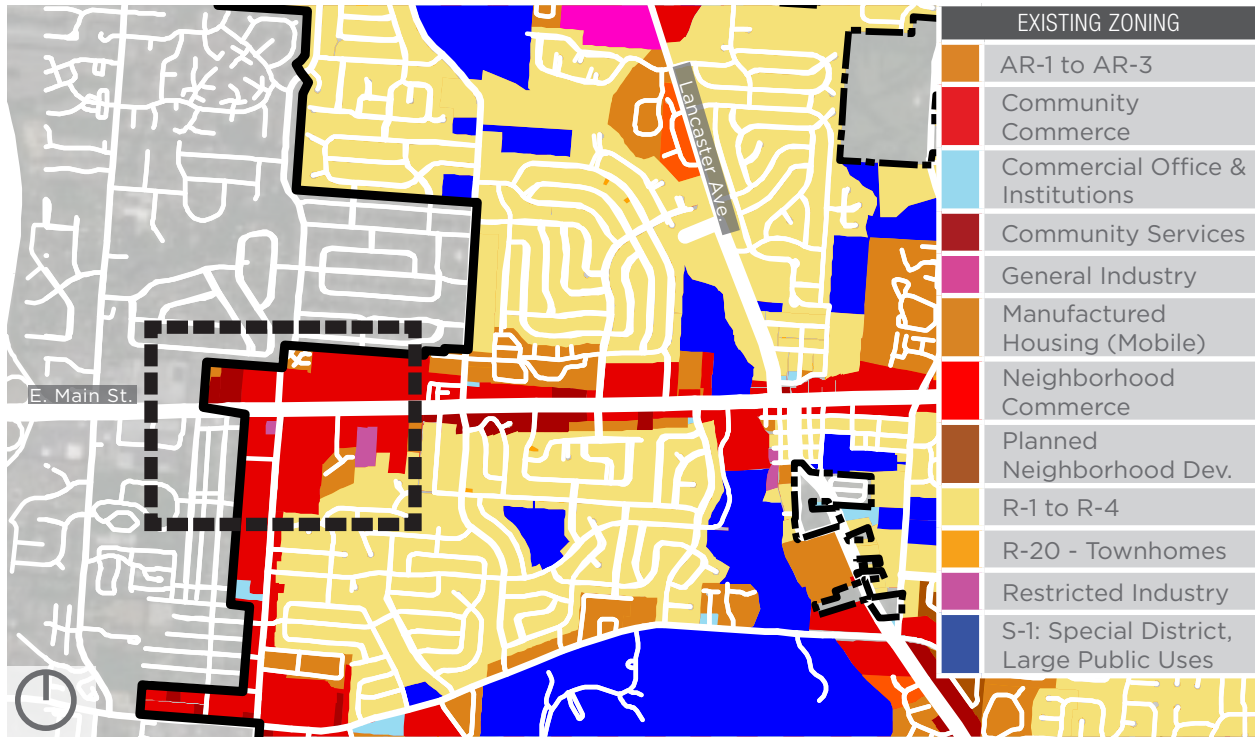
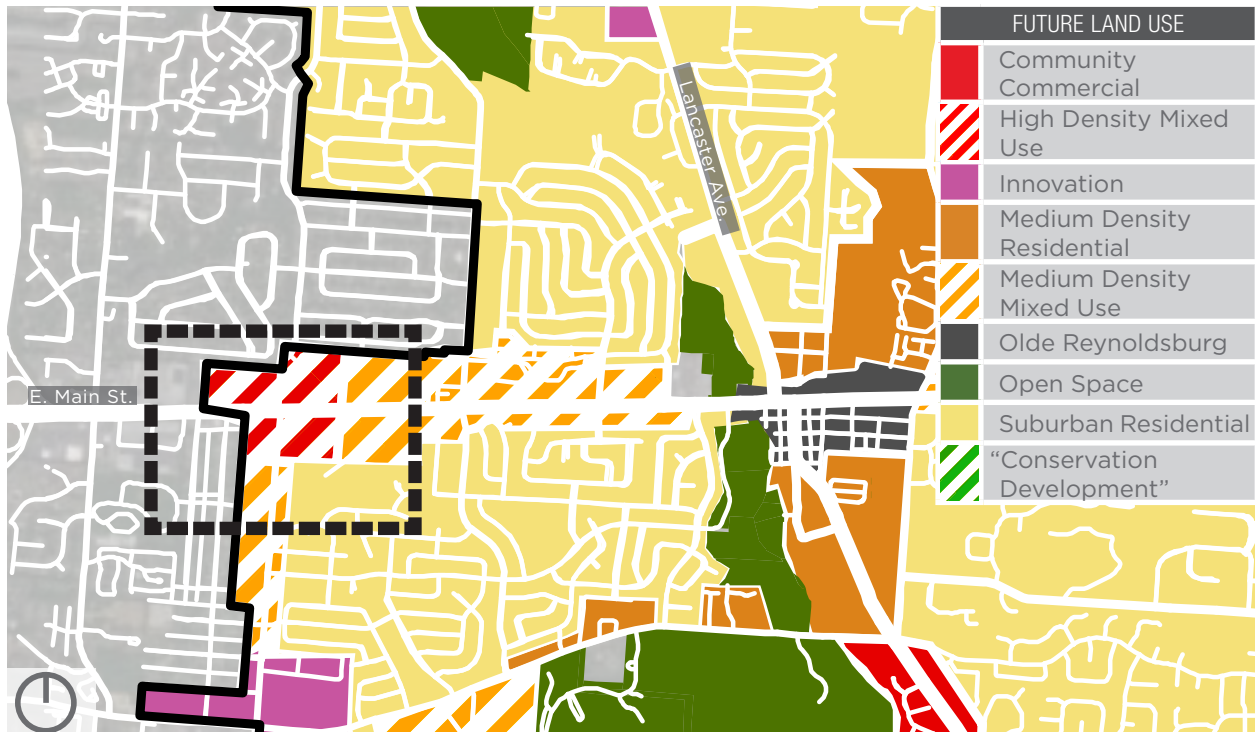


Figure 20: Future Land Use



FOCUS AREAS

THE VISION

The corner of East Main Street and Brice Road has the opportunity to transform into a dynamic entryway into the City. Anchoring one of the most visible corners of the City, a mix of quality residential, retail, and integrated greenspace creates a dynamic, space that builds social and economic value.

In the concept below, first-floor retail is accessible both on East Main Street and on a new interior road off of Brice Road. There are three to four stories of residential units above, with screened parking structures, serving the residential and retail components in this area. The southern end of the site is more dense and has an urban residential neighborhood feel. A central median park with a clubhouse and a pool anchors this part of the site, servicing approximately 200+ townhomes and apartments.

Figure 21: Development Concept



RECOMMENDED ZONING CHANGES

- » Create a new, High-Density Mixed-Use District (see Future Land Use Plan chapter).
- » Site design standards in the district should promote high-quality design and walkability through the following:
 - » Architectural massing and material standards that help brand the district as a gateway to the neighborhood
 - » Well-screened surface and structured parking
 - » Neighborhood streets
 - » Integrated centralized public spaces and civic plazas.
 - » Landscape standards

REYNOLDSBURG COMPREHENSIVE PLAN

NECESSARY CAPITAL IMPROVEMENTS

PROJECT	TIMEFRAME	RESPONSIBLE PARTY	COST
Traffic Impact Study	0-2 years	Developer	Low
Utility Evaluation	0-2 years	City Engineer	Low
Watermain*	3-5 years	City	Low
Sanitary*	3-5 years	City	Med
Roadway*	3-5 years	City	High
Stormwater/Drainage*	3-5 years	Developer	Medium

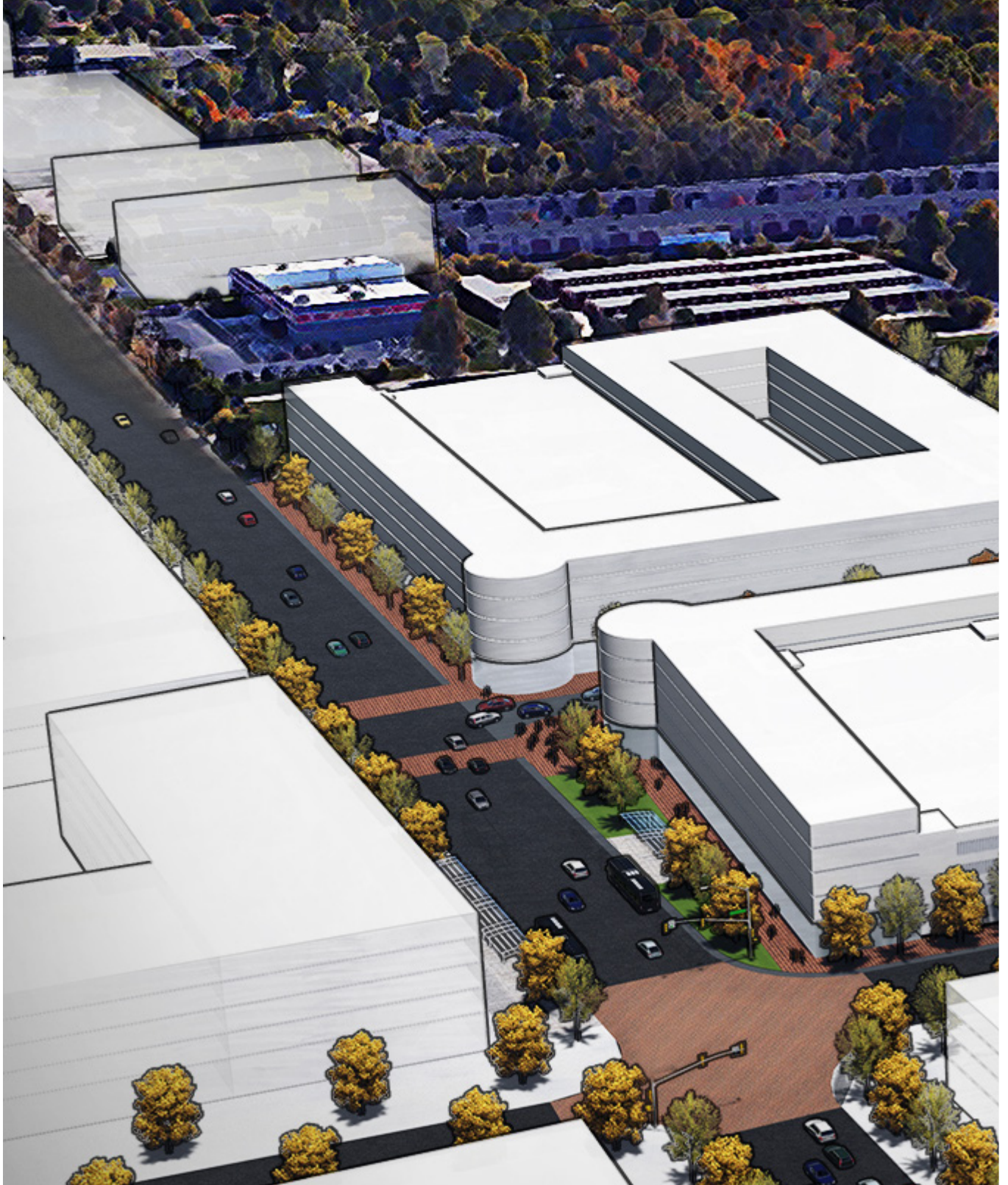
**Pending a capacity evaluation.*

PROPOSED CHARACTER

The proposed character includes townhomes and apartments with first floor retail front the street. Parking is integrated within the building but screened from sight. Buildings are constructed with natural materials, creating a quality gateway experience entering into the City.

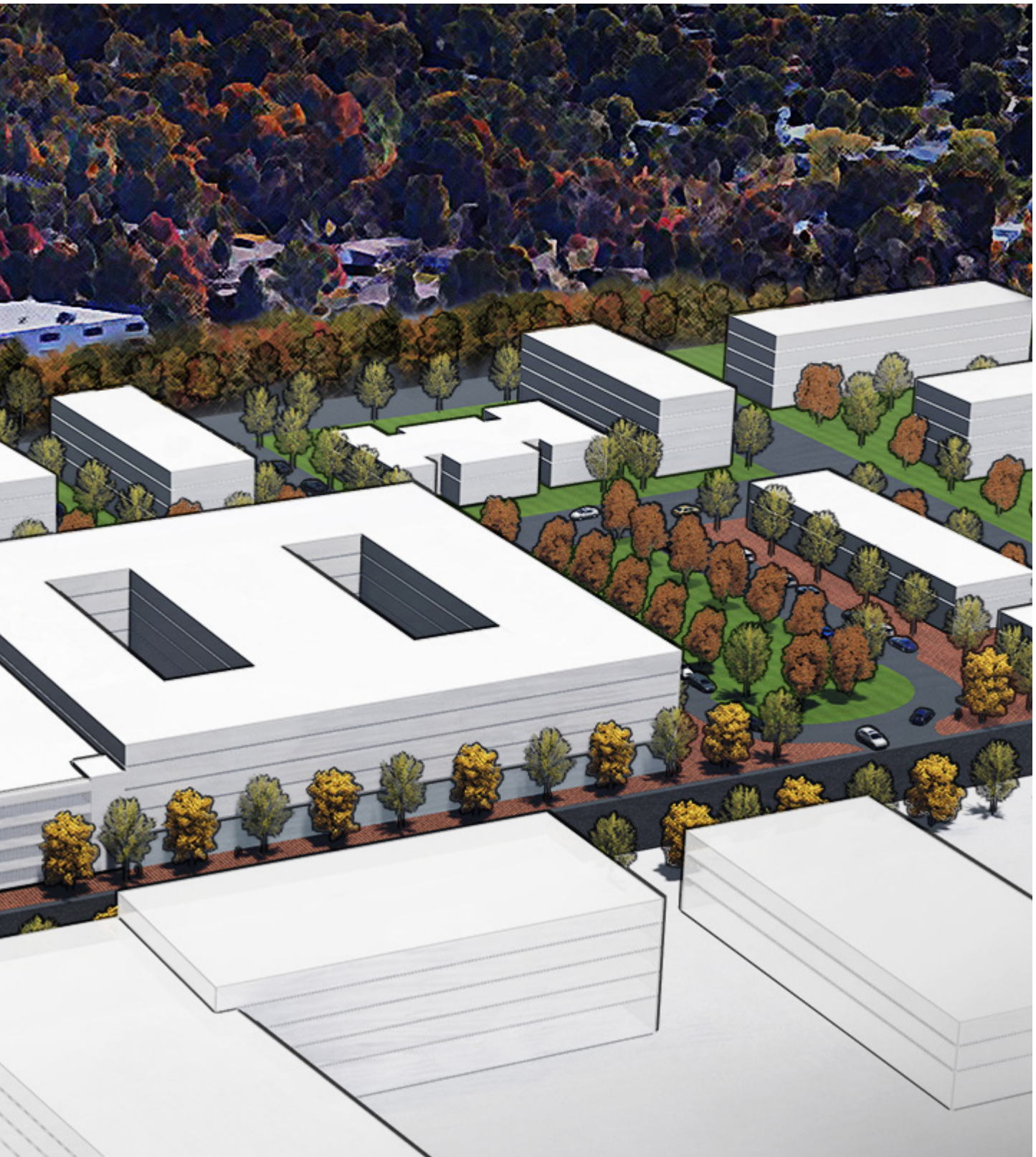


FOCUS AREAS



Attachment: Reynoldsburg Plan Final 12_5_18 (Implementation of the Comprehensive Plan)

REYNOLDSBURG COMPREHENSIVE PLAN



FOCUS AREAS

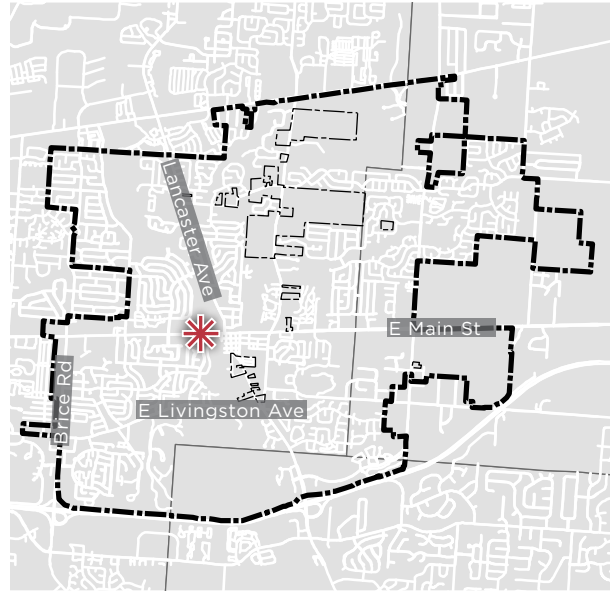
Focus Area #2

Existing Kroger Site

OVERVIEW

The existing Kroger store at Briarcliff Road and East Main Street is relocating farther east along Main Street, leaving the current strip mall without its biggest anchor. However, this is an important area in the City as the current strip mall sits within walking distance of Olde Reynoldsburg and City Hall.

Two approaches to consider with the site are to modify the existing building or completely reimagine the entire site. With either approach, the site's proximity to Olde Reynoldsburg, municipal offices, and the new YMCA can help revitalize a key underutilized area along East Main Street.



EXISTING CONDITIONS



The existing structure has a large setback from East Main Street, making it difficult to reuse.



The new Ohio Health facility should be incorporated into any new site plan.



Strengthening the site design along East Main Street is critical for creating an identity to the development.

DEVELOPMENT GOALS



Reactivate an underutilized space with an office anchor or residential opportunities.



Increase residential options for specific groups, including seniors.



Integrate high-quality commercial space along East Main Street.

REYNOLDSBURG COMPREHENSIVE PLAN

Figure 22: Existing Zoning

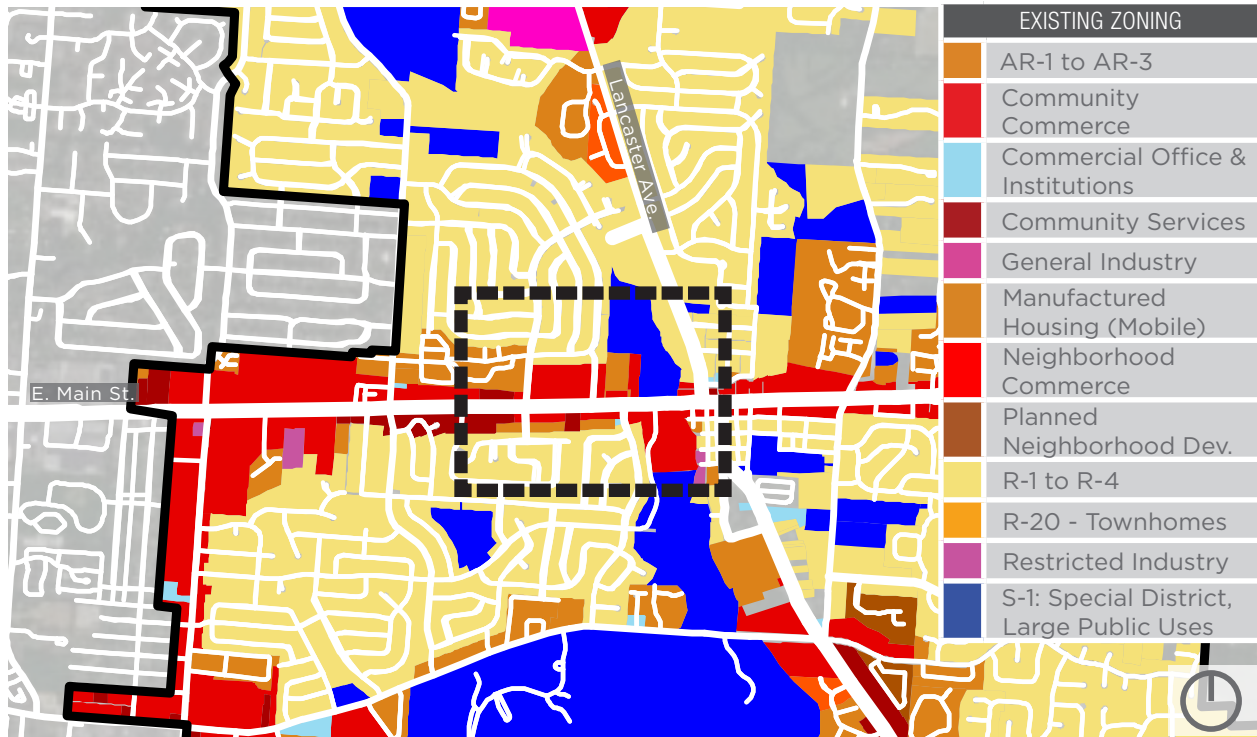
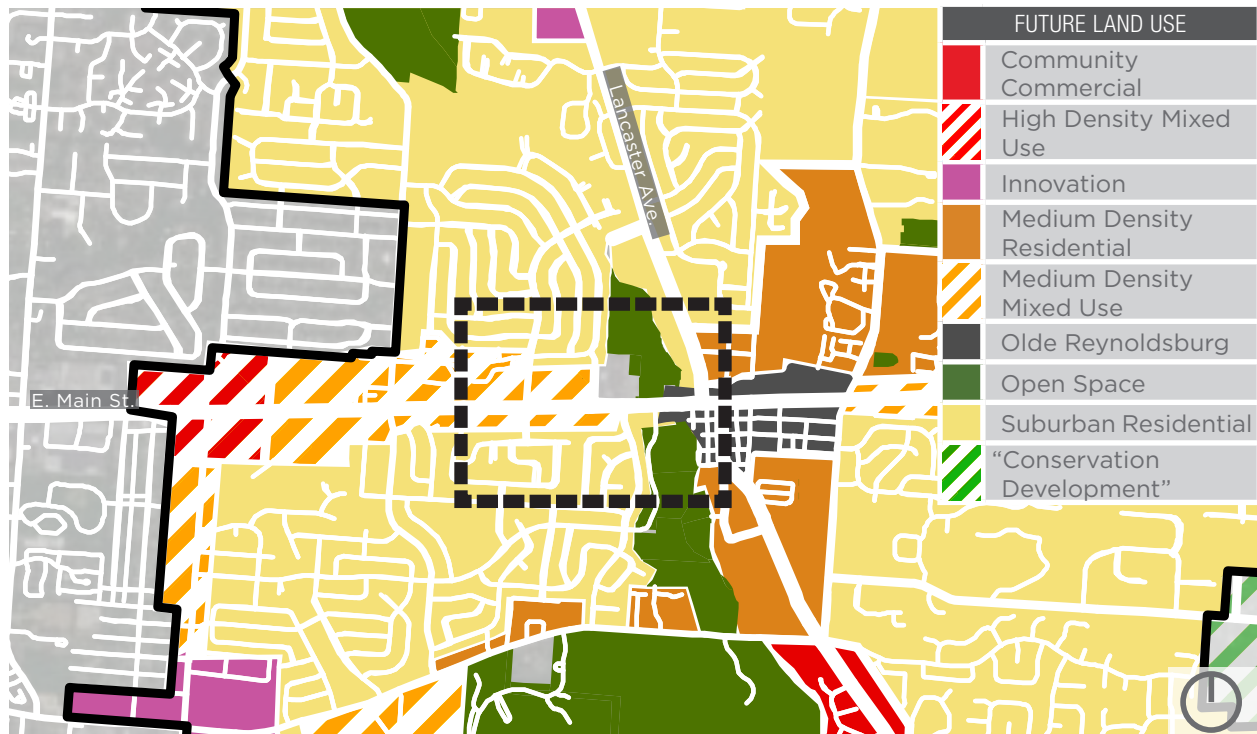


Figure 23: Future Land Use



FOCUS AREAS

VISION

The concept below reduces the big-box retail footprint along the East Main Street corridor while adding additional office or potentially residential uses within close proximity to Olde Reynoldsburg. The site is accessed through a central corridor, with three small retail footprints and an Ohio Health Center anchoring the front entrance to the site. To the rear and along the eastern edge of the site, complementary office or residential uses could function as a gateway to the residential neighborhood to the north.

RECOMMENDED ZONING CHANGES

- » Create a new mixed-use zoning district called Medium Density Mixed-Use District (see Future Land Use Chapter). The district is less

dense than High-Density Mixed-Use District and includes a mix of uses, rather than true mixed-use development.

- » Site design standards in the district should promote high-quality design and walkability through the following:
 - » Architectural massing and material standards that help brand the district as a gateway to the neighborhood.
 - » Well-screened surface and structured parking
 - » Neighborhood streets
 - » Integrated centralized public spaces and civic plazas
 - » Landscape standards

Figure 24: Development Concept



REYNOLDSBURG COMPREHENSIVE PLAN

NECESSARY CAPITAL IMPROVEMENTS

PROJECT	TIMEFRAME	RESPONSIBLE PARTY	COST
Traffic Impact Study	0-2 years	Developer	Low
Utility Evaluation	0-2 years	City Engineer	Low
Watermain*	3-5 years	City	Low
Sanitary*	3-5 years	City	Med
Roadway*	3-5 years	City	High
Stormwater/Drainage*	3-5 years	Developer	Medium

**Pending a capacity evaluation.*

PROPOSED CHARACTER

The proposed character includes retail buildings with entryways fronting the street. New office, retail, and residential development should have a consistent architectural feel, with quality materials and a balance of glazing (windows) to front facade, with a goal of 50%-60% on the front facade.



FOCUS AREAS

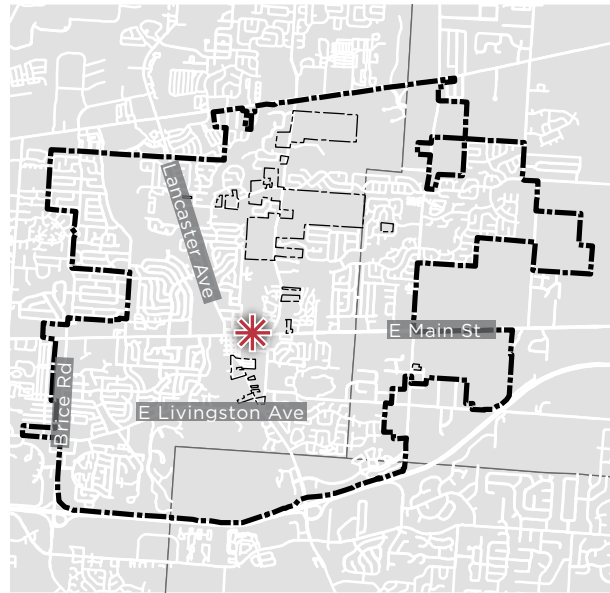
Focus Area #3

Olde Reynoldsburg

OVERVIEW

Across Central Ohio, downtowns define the identities of communities. They provide a home for residents young and old, and shops, restaurants, and parks for people to gather around. Throughout the public engagement process, residents expressed a desire to support local businesses, find new gathering places, and strengthen the City's identity. All of these objectives can be accomplished with a revitalized downtown.

Private investment is picking up along East Main Street, with new restaurants and businesses adding energy to the street. However, strategic public investments are needed to help define and strengthen the identity of Olde Reynoldsburg.



EXISTING CONDITIONS



Improving the comfort of East Main Street is critical for attracting people to Olde Reynoldsburg.



Restaurants and bars are the type of amenities important to Olde Reynoldsburg residents.



Quality site design is important for future redevelopment areas in Olde Reynoldsburg.

DEVELOPMENT GOALS



Grow downtown to strengthen the identity of the city.



Promote walkability throughout the Olde Reynoldsburg.



Strengthen the historic character of the district.

REYNOLDSBURG COMPREHENSIVE PLAN

Figure 25: Existing Zoning

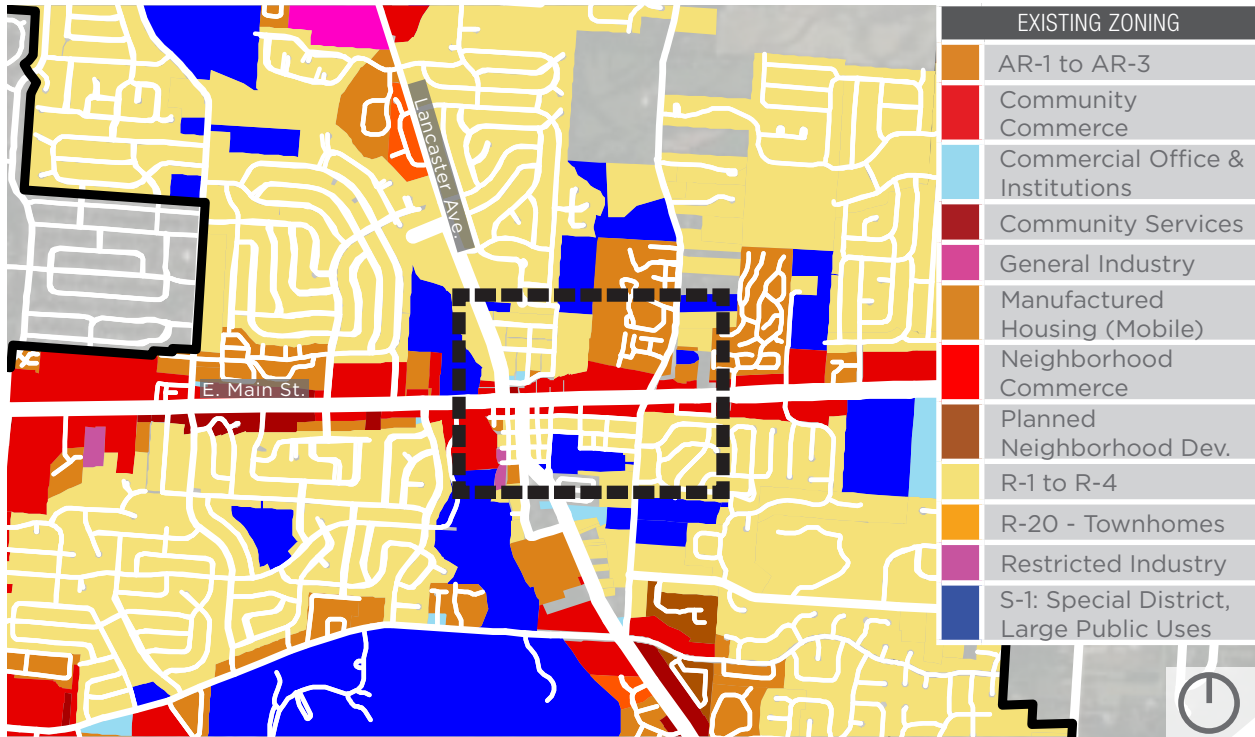
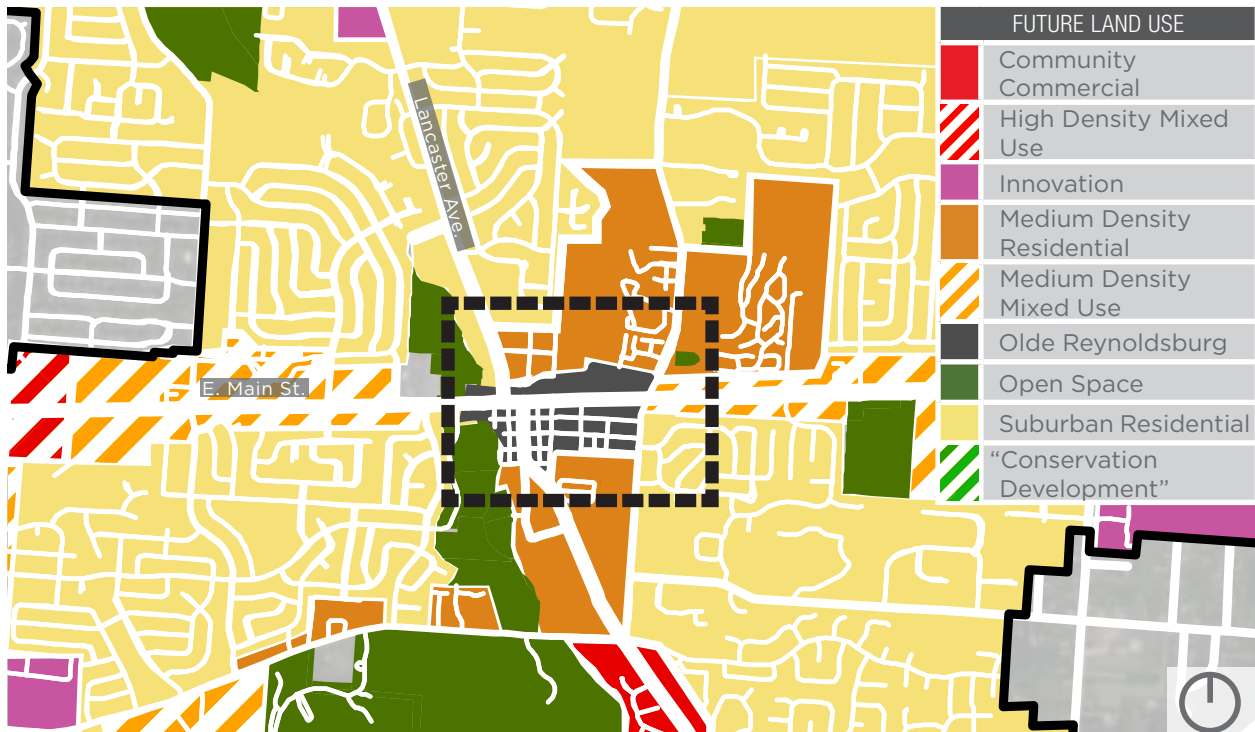


Figure 26: Future Land Use



FOCUS AREAS

VISION

Successful downtowns have a blend of public and private investments. New shops, restaurants and businesses are complemented by walkable streets, accessible parking, and public gathering spaces. Olde Reynoldsburg has a number of new private businesses along East Main Street. Proposed public improvements including design improvements along the corridor, a new public parking lot, and new parks and open spaces will increase access and safety, improve the urban environment, and create destinations where people can gather.

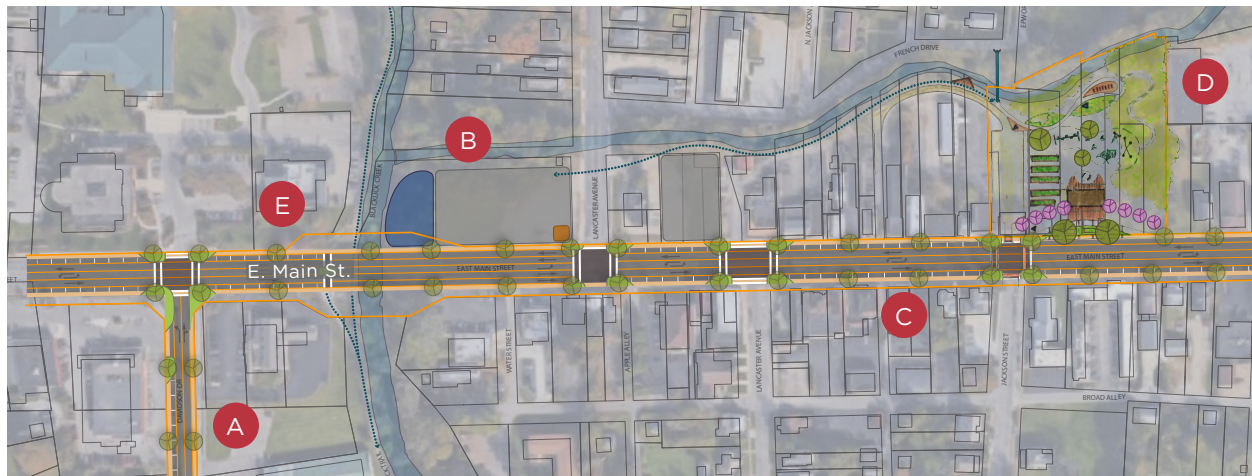
RECOMMENDED ZONING CHANGES

- » Create a new zoning district or strengthen the existing historic overlay within the community commerce district (See Future Land Use Plan).
- » Walkability and preservation can be supported through building siting where new development is encouraged to front the street. It can also be supported through design guidelines by strengthening policies that promote the preservation and reuse of historically significant structures.

NECESSARY CAPITAL IMPROVEMENTS

PROJECT	TIMEFRAME	RESPONSIBLE PARTY	COST
Planning and Design Study (Roadway, Park, and Trail)	e.g. 0-2 yrs. 3-5 yrs. 5+ yrs	City Engineer	Low
Roadway Construction	3-5 years	City	High

Figure 27: Olde Reynoldsburg Capital Projects Overview



PROPOSED CAPITAL PROJECTS OVERVIEW

A	New Parking Lot (<i>under construction, 2018</i>)	D	New Park
B	New Parking Lot (<i>under construction, 2018</i>)	E	New Trail Access/Connector
C	New Traffic Lanes and Traffic Flow		

PROPOSED TRAFFIC CIRCULATION

Many successful downtowns in Central Ohio have on-street parking. The proposed traffic circulation for downtown incorporates on-street parking on both sides of Main Street. During peak travel times, parking lanes would likely be opened for travel.

On-street parking provides many benefits to the downtown while still allowing for efficient flow of traffic. This would create additional parking and easier access for local businesses compared to shared lots or parking in the rear of a building. It would also help reduce needed off-street parking, thereby conserving land for other uses. On-street parking can also increase safety by reducing vehicle speed and creating a more comfortable and safe environment for pedestrians and cyclists.

Proposed changes would need to be confirmed by a full traffic study before specific improvements can be made.

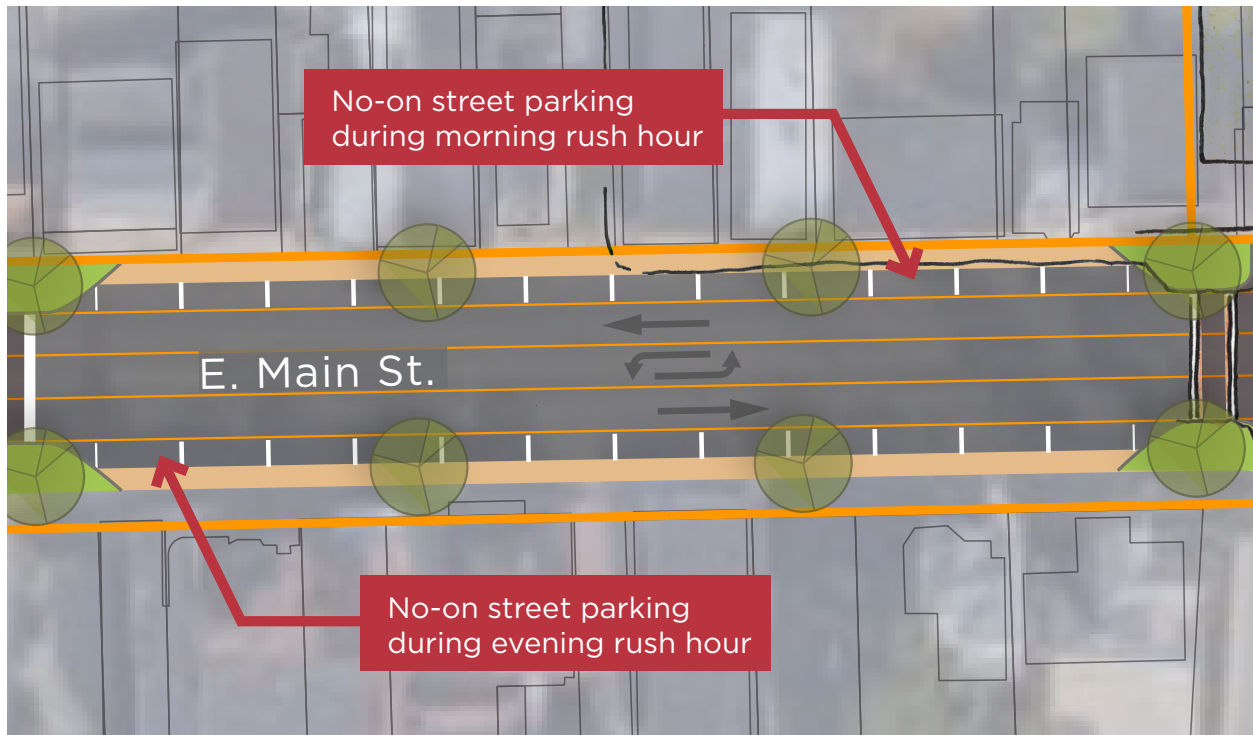


State Route 3 provides on-street parking in Uptown Westerville.



A heavily traveled corridor, U.S. 40 in Downtown Bexley allows for on-street parking.

Figure 28: Proposed Traffic Pattern with On-Street Parking



FOCUS AREAS

MAIN AND LANCASTER PARKING LOT

As part of the planning process, a design for a new parking lot and park on the corner of Lancaster Avenue and East Main Street was envisioned. The concept below, and the ultimate project, will not only add parking capacity to support businesses downtown, it will create a different type of park and gathering space, complete with various green infrastructure elements and other natural features. This will serve as one of the central gathering spaces in Olde Reynoldsburg while anchor one of the important street corners in downtown.

PARK FEATURES	
A	New Parking Lot (39 Spaces)
B	Overlook with Brick Walk
C	Overlook Structures with Seating
D	Natural Stream bank with Boulders
E	Natural Stream bank Area

Figure 29: Parking Lot & Park Concept



REYNOLDSBURG COMPREHENSIVE PLAN

THE CENTRAL PARK

Successful downtowns have public gathering spaces. Gahanna, Hilliard, Marysville, Newark, and other communities have significantly invested in parks and plazas in their downtowns. The park concept below is centrally located in Olde Reynoldsburg, adjacent to the intersection of Jackson Street and East Main Street. The park embraces East Main Street with a pavilion or plaza that overlooks the entire

park. A proposed bike trailhead along the creek helps tie the park to Olde Reynoldsburg and the larger trail system. The central green is purposefully unprogrammed to provide a flexible event space in the downtown.

Note: This rendering is one concept, and can be expanded to accommodate various program elements and opportunities. Furthermore, the park is conceptual at this location, and could be located in other areas in Olde Reynoldsburg as opportunities arise.

Figure 30: Olde Reynoldsburg Park Concept



FOCUS AREAS

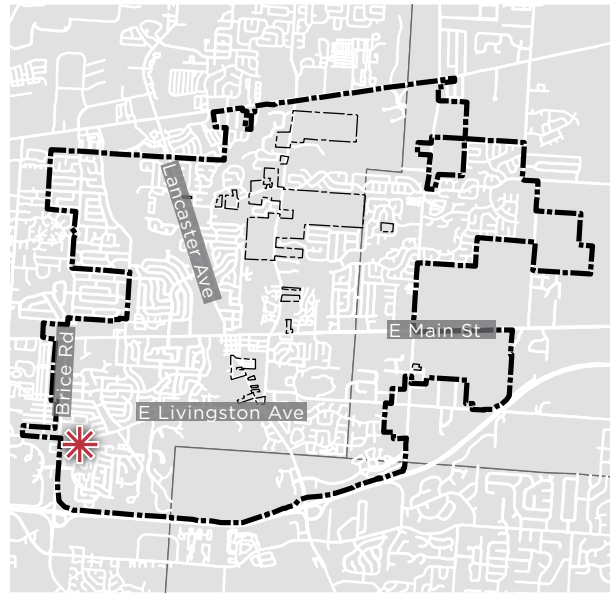
Focus Area #4

Brice and Livingston

OVERVIEW

The intersection of Brice and Livingston is a highly-visible southern gateway into the City of Reynoldsburg from I-70. The intersection, and the corridors immediately surrounding it, have suffered from a combination of disinvestment and changes to the retail marketplace, with outdated out-parcels, strip-malls, and big-box stores dominating this section of the City.

As mentioned elsewhere throughout this Plan, reducing the overall size of the City's retail footprint is essential to maintaining the City's competitiveness. There is an opportunity to reimagine the area with a mix of new, small-scale manufacturing, logistics, office, and R&D that elevates the image of the area while adding to the City's revenues.



EXISTING CONDITIONS



Landscaping, parking screening, and site design standards would improve the image of the intersection.



Strip mall style developments will continue to become obsolete, and are redevelopment opportunities.



Commercial corridors leading to the Brice and Livingston intersection are in need of a facelift.

DEVELOPMENT GOALS



Strengthen the appearance of a significant gateway into the City.



Promote new income generating uses for the city.



Accommodate land uses that will generate income for the City.

REYNOLDSBURG COMPREHENSIVE PLAN

Figure 31: Existing Zoning

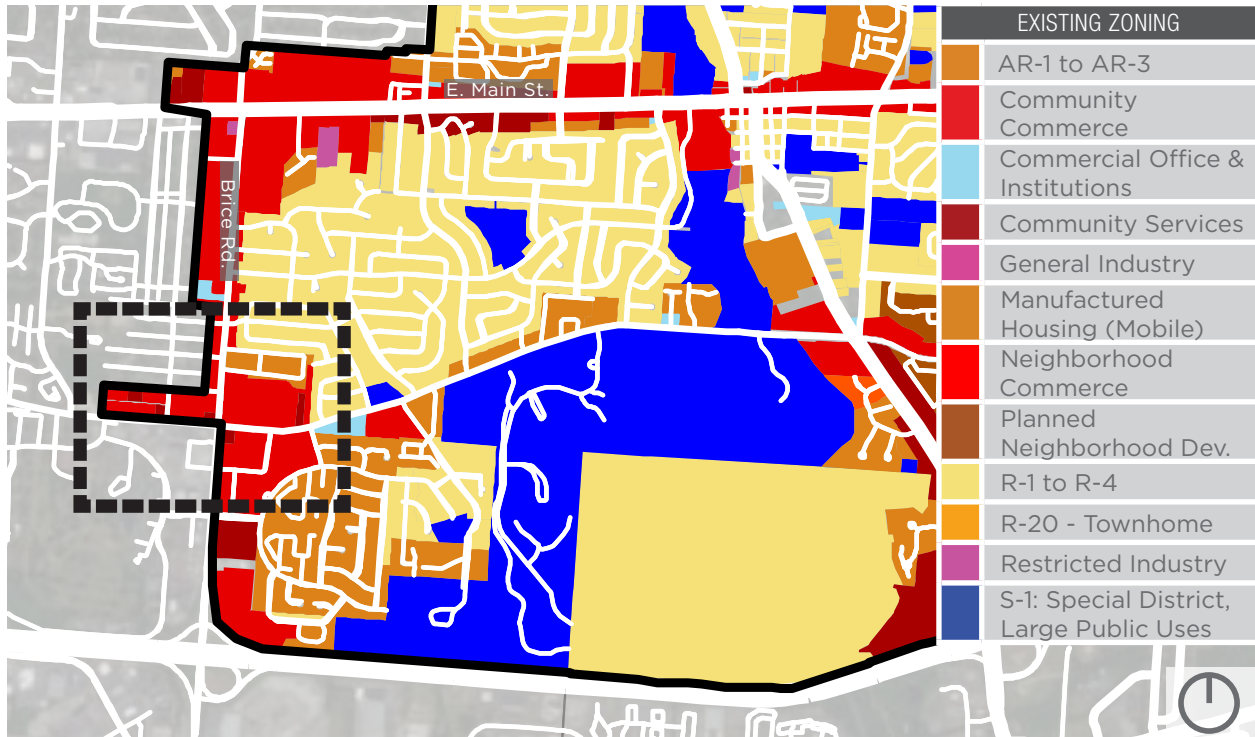


Figure 32: Future Land Use



FOCUS AREAS

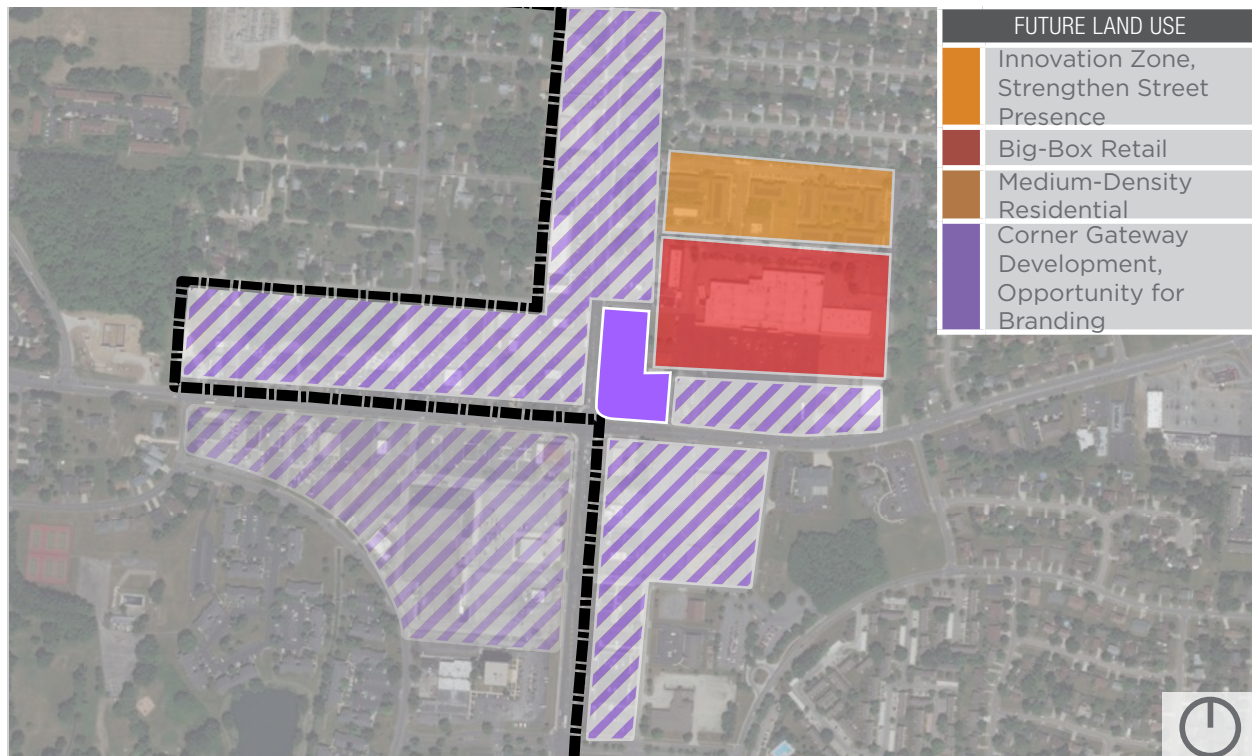
VISION

The intersection of Brice Road and Livingston Avenue has the potential to transform into a space for innovation and creativity. Uses in this district will be a range of office, research and development, and retail spaces. The design and character of the district should reflect this creativity, through the use of quality building materials and significant investment in the public realm.

RECOMMENDED ZONING CHANGES

- » Create a new, innovation district (see Future Land Use Plan chapter).
- » Site design standards in the district should promote the following:
 - » Architectural massing and material standards that can help brand the district as an innovative place in the City. This includes the use of glass and stone architectural materials.
- » Public realm improvements: Streetscape and furnishings improvements.
- » Screened parking and access management: a mix of industrial and retail uses will require well-managed access throughout the District.

Figure 33: Future Land Use Plan



REYNOLDSBURG COMPREHENSIVE PLAN

NECESSARY CAPITAL IMPROVEMENTS

PROJECT	TIMEFRAME	RESPONSIBLE PARTY	COST
Traffic Impact Study	0-2 years	Developer	Low
Utility Evaluation	0-2 years	City Engineer	Low
Watermain*	3-5 years	City	Low
Sanitary*	3-5 years	City	Med
Roadway*	3-5 years	City	High
Stormwater/Drainage*	3-5 years	Developer	Medium

**Pending a capacity evaluation.*

PROPOSED CHARACTER

Building architecture and materials create a distinct identity for a district including using stone, metal, and glass. Although buildings are large in size and may require significant parking areas, buildings and entrances are still oriented to the street with large windows for visual interest. In areas where parking must front the street, landscaping screens parking from sight and breaks-up large lots.





A

APPENDIX: PUBLIC ENGAGEMENT

APPENDIX A - GOALS AND STRATEGIES

Policy Framework

Overview

The policy framework is an essential component of the Comprehensive Plan. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. The following goals, strategies, and actions will structure the implementation of the Plan.

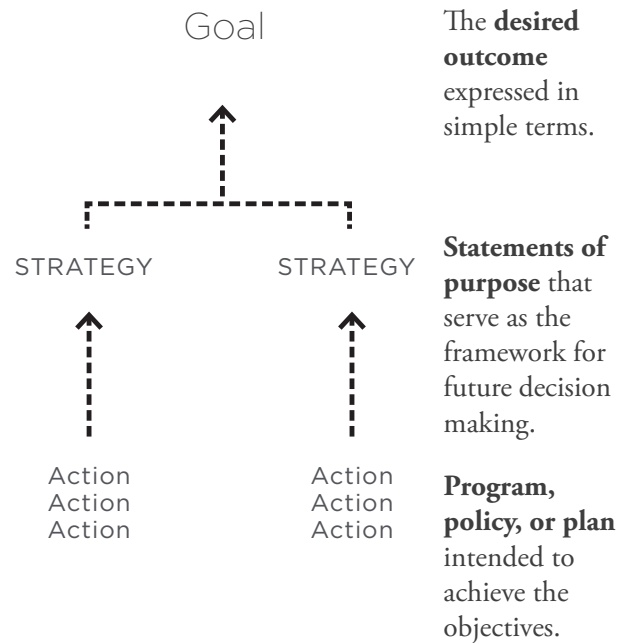
RESPONSIBLE PARTIES		
C	City Council (CC)	
P	Planning Department (PD)	
PC	Planning Commission (PC)	
	Parks & Recreation Department (P&R)	
	Public Service Department (PS)	
	Community Organizations (CO)	

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

POLICY HIERARCHY

Goals, Strategies, and Actions

Each plan goal has one or more strategies. Each strategy has at least one action that, if implemented, will help advance the strategies and goals of the plan.



GOAL 1 (Housing)

PROMOTE A DIVERSE MIX OF HOUSING OPTIONS.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 1.1: Promote a mix of housing options.		
Action 1.1.1: Plan for new senior housing options that are integrated with parks, recreation facilities, trails and other community amenities.	O	PC/PD
Action 1.1.2: Promote a mix of housing types such as flats, townhomes, cottages, etc., that cater to those who would like to live or remain in Reynoldsburg but would prefer not to live in a single-family home.	O	PC/PD
Action 1.1.3: Prioritize a mix of housing options, including senior housing options, within new development along the East Main Street corridor.	O	PC/PD
STRATEGY 1.2: Create new standards that will define the character and level of quality for future residential development.		
Action 1.2.1: Any new single-family or multi-family residential development should integrate quality greenspace.	O	PC/PD
Action 1.2.2: New residential developments should strengthen the street character. New multi-family buildings should have minimal setbacks. New single	O	PC/PD
STRATEGY 1.3: Target new multi-family developments in the Focus Areas outlined in this Plan.		
Action 1.3.1: Promote residential development and mixed-use development near Brice and Main street.	S	PD
Action 1.3.2: Continue to find opportunities to add residential development in or around Olde Reynoldsburg.	M	PD

APPENDIX A - GOALS AND STRATEGIES

GOAL 1 (*Housing*)

PROMOTE A DIVERSE MIX OF HOUSING OPTIONS.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 1.4: Strengthen existing single-family neighborhoods and multi-family districts.		
Action 1.4.1: Bolster code enforcement in older, or more targeted neighborhoods. This includes strengthening existing City rental inspection programs.	S/O	PS
Action 1.4.2: Continue to maintain and invest in infrastructure with a high-level of service throughout single-family neighborhoods.	O	PS
Action 1.4.3: Pursue neighborhood improvement and grant programs to provide needed assistance in neighborhoods.	S/O	PD/PS

GOAL 2 (*Economy and Land Use*)

DIVERSIFY AND BALANCE A MIX OF LAND USE TYPES THAT CREATES ECONOMIC RESILIENCY WHILE PROMOTING A DISTINCT CHARACTER.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 2.1: Update codes, regulations, and plans to align with the Future Land Use Map.		
Action 2.1.1: Update the City's Zoning Code to align with the Future Land Use Map and district descriptions and regulations.	S	PD/PC
Action 2.1.2: Align updates of the Capital Improvements Plan with the Comprehensive Plan.	S	PS
Action 2.1.3: Coordinate MORPC's regional planning initiatives with future planning documents and studies.	O	PS/PD/PR
STRATEGY 2.2: Transition the Brice and Main area to a unique and dynamic mixed-use development.		
Action 2.2.1: Work with public and private agencies (e.g. REDI) to promote redevelopment of focus areas.	S	PD/CC
Action 2.2.2: Use existing TIF's and create new ones as needed to finance future capital improvements associated with development in the area.	O	PD/PS
Action 2.2.3: Leverage the potential of the Opportunity Zone to attract future private investment in the Brice Road area.	S	PD
Action 2.2.4: Work with MORPC and COTA to integrate mass transit into future development plans in the area.	O	PD/PS

APPENDIX A - GOALS AND STRATEGIES

GOAL 2 (*Economy and Land Use*)

DIVERSIFY AND BALANCE A MIX OF LAND USE TYPES THAT CREATES ECONOMIC RESILIENCY WHILE PROMOTING A DISTINCT CHARACTER.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 2.3: Grow Olde Reynoldsburg as the cultural and entertainment center of the community.		
Action 2.3.1: Create new public space areas that will serve to create a sense of place and provide opportunities for gathering and entertainment.	O	PD/PR
Action 2.3.2: Embrace the waterways in all future design decisions.	O	PD/PR
Action 2.3.3: Explore the opportunity to create on-street parking on East Main St. to expand parking options and improve walkability.	S	PD/PS
Action 2.3.4: Consider implementing tools to promote the growth and reinvestment of the Downtown District, including Tax Increment Financing, Designated Outdoor Refreshment Area (DORA), or a Special Improvement District, among other programs.	S	PD/CC/PR
Action 2.3.5: Create gateways that define and brand Olde Reynoldsburg, including arches, signage, public art, etc.	S	PD/PS
Action 2.3.6: Expand off-street parking options with high-quality landscape screening.	O	PD/PS/CC
STRATEGY 2.4: Transition the Brice Rd. and Livingston Ave. area to a light industrial, innovation, and logistics center that capitalizes and builds on access to the I-70 corridor.		
Action 2.4.1: Partner with the City of Columbus to transition outdated commercial uses into spaces competitive in the marketplace.	M	PD
Action 2.4.2: Develop a unique brand to promote the innovation in the Innovation District.	M	PD

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.1: Expand the sidewalk and bikeway networks to provide connectivity within Reynoldsburg and the region.		
Action 3.1.1: Create multi-use paths along at least one side of new roadways where appropriate. While many residential streets may be appropriate for on-street bike facilities, busier streets with higher vehicle counts are better suited for off-street paths.	O	PS/PD
Action 3.1.2: Establish partnerships with area jurisdictions and state agencies and organizations on bikeways and trails. Coordinate the extension of bikeways and trails into adjacent townships and municipalities by collaborating with Central Ohio Greenways, MORPC, Metroparks, City of Columbus, Townships, and other entities. Collaborative efforts may enable special funding or cost-sharing opportunities.	O	PS/PR/PD
Action 3.1.3: Require that bicycle parking facilities (bike racks or shelters) are included on new development plans where appropriate. Include requirements for bike parking facilities within the suggested update to the City's zoning code.	O	PS/PR/PD
Action 3.1.4: Ensure that any roadway and non-motorized transportation improvements meet the needs of all users in Reynoldsburg, including seniors, young people, and those with physical limitations.	O	PS

APPENDIX A - GOALS AND STRATEGIES

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.2: Reduce congestion and improve quality of main corridors and intersections.		
Action 3.2.1: Manage access points onto parkways and boulevards (arterials and major collectors). Access management should be applied on all boulevards and parkways and on avenues in commercial settings to provide for adequate, safe and properly designed entrances and exits to and from developments.	O	PS/PC/PD
Action 3.2.2: Consider the use of roundabouts at local intersections. Modern roundabouts have been demonstrated to improve efficiency and safety at critical intersections. The City should consider roundabouts at intersections where appropriate.	O	PS
Action 3.2.3: Require traffic impact studies for most development proposals. Development proposals that meet certain criteria should be required to submit a traffic impact study as part of the review process.	O	PS
Action 3.2.4: Develop partnerships to leverage the work of the City of Columbus' Smart City Grant. The Smart City Grant (from the US Department of Transportation), has made Columbus an epicenter for testing "intelligent" transportation systems.	O	PS/PD

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.3: Expand public transportation options.		
Action 3.3.1: Continue to coordinate with the Central Ohio Transit Authority (COTA). Meet with COTA officials at least annually to identify opportunities to improve public transportation in the City. As needed, share significant development proposals to assess their design with regard to viability of transit.	O	PS/PD
STRATEGY 3.4: Ensure that new developments are connected into the existing transportation network.		
Action 3.4.1: Require street and trail connectivity between developments. Update the land development regulations to require that development plans include street and trail connections to adjacent development. At the edge of the City, stub streets should be included in subdivisions with the expectation that those streets will be connected to future development.	O	PS/PD/PC
STRATEGY 3.5: Expand trail connectivity in and around Olde Reynoldsburg.		
Action 3.5.1: Develop a connection west of the Main Street Bridge, on the north side of the street, to connect to the Blacklick Trail.	S	PD/PS/PR
Action 3.5.2: Develop and implement a non-motorized network through Old Reynoldsburg along the French Run Creek.	S	PD/PS/PR

APPENDIX A - GOALS AND STRATEGIES

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.6: Ensure Reynoldsburg is prepared for the adoption of autonomous and connected vehicles.		
Action 3.6.1: <i>Ensure that a zoning code update incorporates anticipated changes in land use and parking requirements as a result of autonomous vehicles.</i>	S	PD
Action 3.6.2: <i>Planning Commission should consider the impact of autonomous vehicles in development review.</i>	O	PC

GOAL 4 (*Utilities and Infrastructure*)

COORDINATE FUTURE INFRASTRUCTURE INVESTMENTS WITH ANTICIPATED GROWTH AND DEVELOPMENT

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 4.1: Explore opportunities around implementing fiber infrastructure.		
Action 4.1.1: Explore the business model for the delivery of 1 GB of affordable fiber optic service to every house.	M/L	PD
Action 4.1.2: If a fiber network is implemented, it should be implemented and maintained in an equitable manner.	M/L	PD
Action 4.1.3: With the passage of H.B. 478 in the Ohio Legislature, prepare design guidelines around zoning code update to accommodate small-cell facilities to support 5G cell phone technology within the public right-of-way.	S	PD
STRATEGY 4.2: Examine wastewater collection capacity to ensure it meets future needs.		
Action 4.2.1: Perform sanitary sewer system capacity analyses. Development can be constrained by sewer capacity. Study scenarios need to be conducted to determine the future growth and to help adjust the budget as needed to include the remedies found in the analyses.	O	PS

APPENDIX A - GOALS AND STRATEGIES

GOAL 4 (*Utilities and Infrastructure*) COORDINATE FUTURE INFRASTRUCTURE INVESTMENTS WITH ANTICIPATED GROWTH AND DEVELOPMENT

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 4.3: Ensure stormwater quality is improved as Reynoldsburg's population continues to grow.		
Action 4.3.1: Establish processes to ensure detention and retention facilities and water quality features are maintained. A review of current monitoring process should be completed and recommendations made to ensure maintenance is being performed as needed.	S/M	PS
Action 4.3.2: Employ sustainable methods for roadway construction. Utilize sustainable methods in the design of streets, as recommended in this Plan.	O	PS
Action 4.3.3: Coordinate Reynoldsburg's stormwater policies with neighboring jurisdictions. Watersheds have geographic limits that are not constrained by jurisdictional boundaries. The City should understand the efforts of neighboring jurisdictions to better maintain stormwater runoff at the current levels and improve the stormwater quality.	O	PS
Action 4.3.4: Collaborate with Franklin Soil and Water Conservation District on education and outreach to the public through mailings, social media, in-person workshops and other methods as to how citizens can reduce stormwater runoff and improve water quality (rain barrels, rain gardens, planting of trees and grasses along waterways, etc.).	O	PS

GOAL 5 (*Image and Brand*)

DEFINE, GROW, AND PROMOTE THE CITY'S IMAGE AND BRAND.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 5.1: Create a marketing and branding plan.		
Action 5.1.1: Issue an RFP to a marketing and brand consultant.	S	PD/CC
Action 5.1.2: Identify and engage a variety of stakeholders, including business owners, residents, employees, and those who don't live in Reynoldsburg, in creating a marketing and branding plan.	S	PD
STRATEGY 5.2: Define and promote a consistent brand message, internally and externally.		
Action 5.2.1: Identify one person on City staff, or hire a "Public Information Officer", that is responsible for communicating the City's messaging, programming, and project updates to the community.	S/M	CC
Action 5.2.2: Ensure that the brand message is consistent across all mediums, including online, social media, and events and programming.	O	TBD
STRATEGY 5.3: Define and apply brand elements to the public realm.		
Action 5.3.1: As part of the marketing and branding plan, create and develop a "signage package" so that updated signage and brand elements are consistent throughout the City.	M	TBD
Action 5.3.2: Identify locations, particularly in Olde Reynoldsburg and entrances to the City, to locate new signage.	M	PD/PR/PS
Action 5.3.3: Coordinate with ODOT to explore the opportunity to promote the Reynoldsburg brand on single point interchanges and bridges over I-70.	M	PS/PD

APPENDIX A - GOALS AND STRATEGIES

GOAL 5 (*Image and Brand*)

DEFINE, GROW, AND PROMOTE THE CITY'S IMAGE AND BRAND.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 5.4: Continue to support and promote small, locally-owned businesses throughout the City, particularly in Reynoldsburg.		
Action 5.4.1: In zoning code review, examine and remove any unnecessary regulations that are limiting small business growth and development.	S/M	PD/PC
Action 5.4.2: Collaborate with local partners, including Chamber of Commerce, on marketing the work of local businesses to the Central Ohio region.	O	PD
Action 5.4.3: Identify existing and potential incentive programs to use to leverage additional business development.	O	PD
STRATEGY 5.5: Incorporate sustainability projects and initiatives into overall image and brand improvements for the City.		
Action 5.5.1: Explore opportunities to integrate ongoing and future City-wide sustainability initiatives into promoting the image and brand of Reynoldsburg.	O	PD

REYNOLDSBURG COMPREHENSIVE PLAN

PLANNED ROADWAY IMPROVEMENTS

The City of Reynoldsburg has a number of planned roadway improvement projects. Recent planning studies conducted by the City and MORPC indicate that increases in traffic volumes are expected on several roadways in and around Reynoldsburg. This planned increase in traffic volumes may exceed the existing capacity of those roads at peak times. However, roadway expansion isn't the answer. Often times, as transportation planners provide additional lanes of traffic to alleviate congestion, these new lanes fill up with more traffic, failing to solve congestion while adding a significant cost to the taxpayer.

Instead, future roadway development should align with the new roadway classifications outlined in this Chapter. Many planned roadway improvements should include bikeway facilities and additional off-street trails are planned as the City grows. Smart and safe transportation choices offer reduced congestion, support and encourage desirable growth and character of place, and integrate private vehicles, public transportation, biking, and walking.

PLANNED ROADWAY IMPROVEMENTS

Main Street 1

LOCATION: WESTERN CITY LIMITS TO TAYLOR ROAD

This is a collaborative project with Ohio Department of Transportation (ODOT) to resurface East Main Street using a mill/overlay methodology. Repairing pavement and roadway conditions along this main corridor will improve the useful life and safe traffic movements. This section is approximately 197,820 S.Y. of roadway reconstruction. This project is being funded through the ODOT Urban Paving Program, which is an 80%-ODOT and 20%-City split.

Waggoner Road 2

LOCATION (PHASE 1): EAST MAIN STREET TO PRIESTLY DRIVE

Improvements include full reconstruction and widening of the roadway throughout the entire corridor with the addition of curb, a bike path, and sidewalk. Upgrades to the street lighting and water line are included. This section is approximately 16,500 S.Y. of roadway reconstruction. The City of Reynoldsburg applied for \$5M of funding assistance from the State Capital Improvement Program for this project.

LOCATION (PHASE 2): PRIESTLY DRIVE TO RODEBAUGH ROAD

Improvements include full reconstruction and widening of the roadway throughout the entire corridor with the addition of curb, a bike path, and sidewalk. This section is approximately 21,020 S.Y. of roadway reconstruction. Similar to Phase 1, this project will require additional outside funding and will be the subject of a future Ohio Public Works Commission, Issue 2, funding application.

Davidson Drive 3

LOCATION: EAST MAIN STREET TO HAFT DRIVE

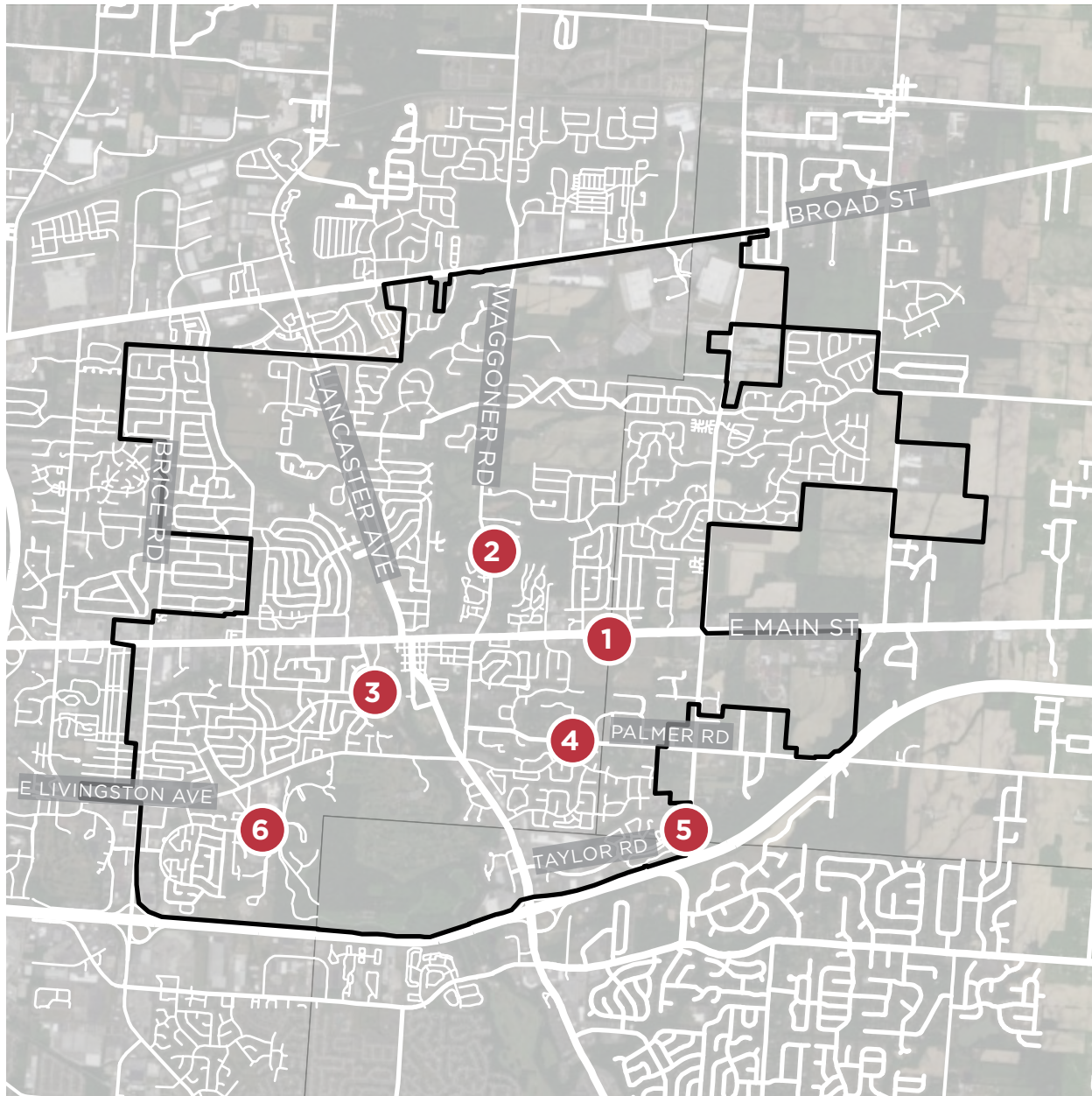
This project would focus on the roadway reconstruction of Davidson Drive. This work would replace the failing inverted crown concrete pavement section with a curbed, asphalt roadway. Storm sewers and inlets would be installed to provide better drainage, adding life to the roadway. This section is 4,700' x 26' (13,578 S.Y.)

Palmer Road 4

LOCATION: GRAHAM ROAD TO EAST CORP. LIMIT

Palmer Road is in need of reconstruction. This work would reinforce the base of the road to provide longer life to the road surface. The road would be widened by four feet to provide proper lane widths. Storm sewers and inlets would be installed to provide better drainage, adding life to the roadway. This section is 4,700' x 26' (13,578 S.Y.)

PLANNED ROADWAY IMPROVEMENTS



Taylor Road **5**

LOCATION: MAIN STREET TO BROAD STREET
Taylor Road is in need of milling and paving from Main Street to Broad Street. Some curb repairs and storm inlet repairs will be needed. This section is 11,600' x 36' (46,400 S.Y.) This project will be evaluated further to determine if it is a good candidate for outside funding assistance.

Baldwin Road **6**

LOCATION: WOODSEGE DRIVE TO JUNIOR HIGH SCHOOL
This section of Baldwin Road and Woodsedge Drive is in very poor condition. It measures 1,680' x 26' (4,854 S.Y.). This work will consist of the reconstruction of the roadway and repairs to storm sewer inlets. This street is heavily traveled by school buses.



REYNOLDSBURG CITIZEN SURVEY

April 30th, 2018

CONFIDENTIAL
AimpointResearch.com



AIMPOINT RESEARCH



Telephonic Survey

Research Approach

Participants

300

Residents

Target Audience

Current residents of Reynoldsburg, Ohio

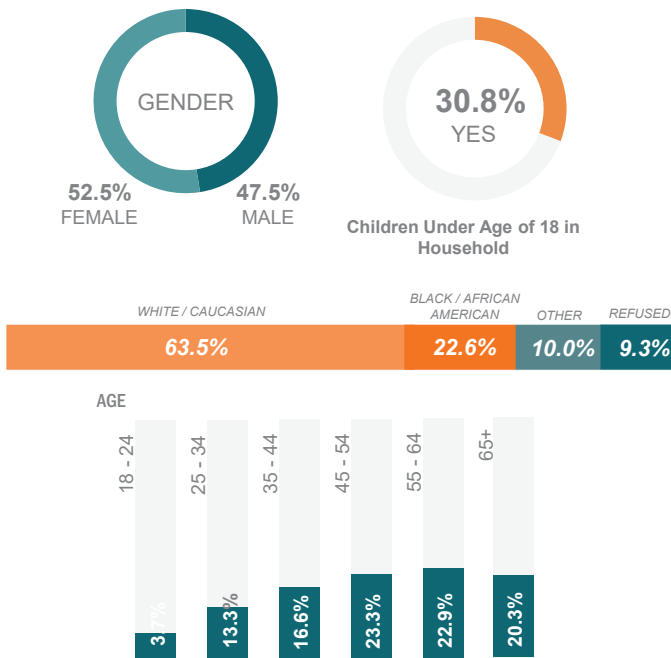
Field Dates

April 19th – April 26th

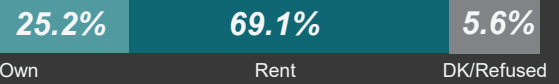
Attachment: Reynoldsburg Plan Final 12_5_18 (Implementation of the Comprehensive Plan)



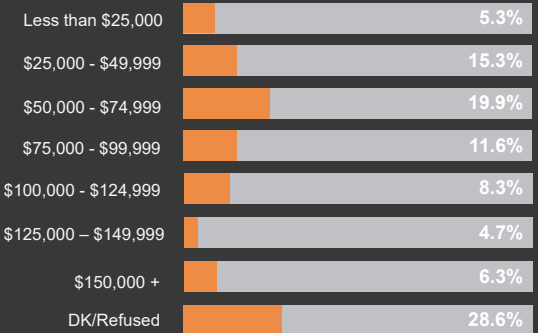
Profile of Respondents



HOME OWNERSHIP



HOUSEHOLD INCOME



YEARS IN REYNOLDSBURG



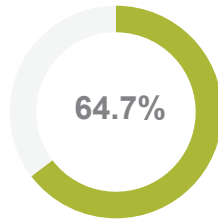
Key Takeaways

1. Residents are generally satisfied about living in Reynoldsburg (Slides 5, 10)
2. Reynoldsburg is viewed as being a family oriented multi-cultural suburban community (6)
3. Family is the main reason that residents have moved to Reynoldsburg (13)
70% plan to still live in Reynoldsburg in 5 years (14)
Lifestyle change and family are main reasons for leaving (16)
4. Residents are most satisfied with public parks and access to healthcare (12)
5. The most significant challenge is infrastructure (11)
6. Redeveloping existing properties and growing businesses (19) in existing corridors (20) are preferred strategies to deal with increased population growth
Specifically redeveloping old retail locations, K-mart, Big Lots and Kroger (21)
7. Senior housing and single family residential are top housing needs (24)

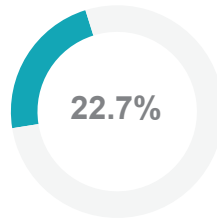


The 3 to 1 ratio suggests a high level of satisfaction with the direction of the city.

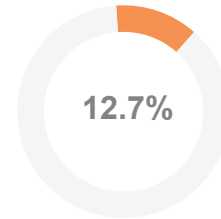
RIGHT DIRECTION



WRONG TRACK



DON'T KNOW



Source: All Respondents

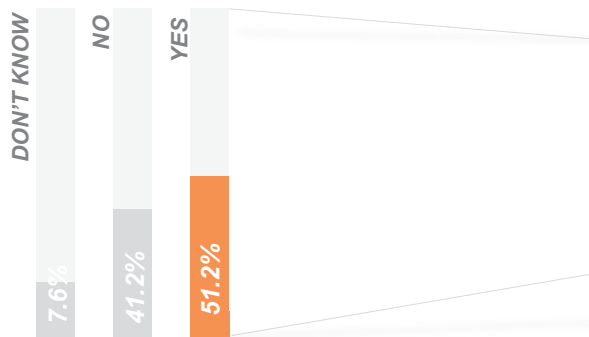
Q2: Generally speaking, would you say things here in Reynoldsburg are going in the right direction, or have they gotten off on the wrong track?

5



Most residents believe Reynoldsburg has a distinct identity: it is primarily viewed as a suburban, family oriented, multi-cultural community.

DO YOU BELIEVE THE CITY HAS A DISTINCT IDENTITY?



WHAT IS THE IDENTITY OF REYNOLDSBURG?



Source: All Respondents That Said Reynoldsburg Has a Distinct Identity

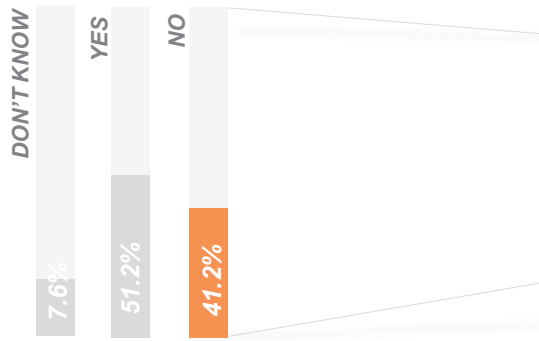
Q3: Do you believe the City has a distinct identity? Q4: What do you believe the current identity of Reynoldsburg is?

6



Reynoldsburg residents would like the identity of the city to be a community of involvement and family oriented.

DO YOU BELIEVE THE CITY HAS A DISTINCT IDENTITY?



WHAT WOULD YOU LIKE THE IDENTITY TO BE?



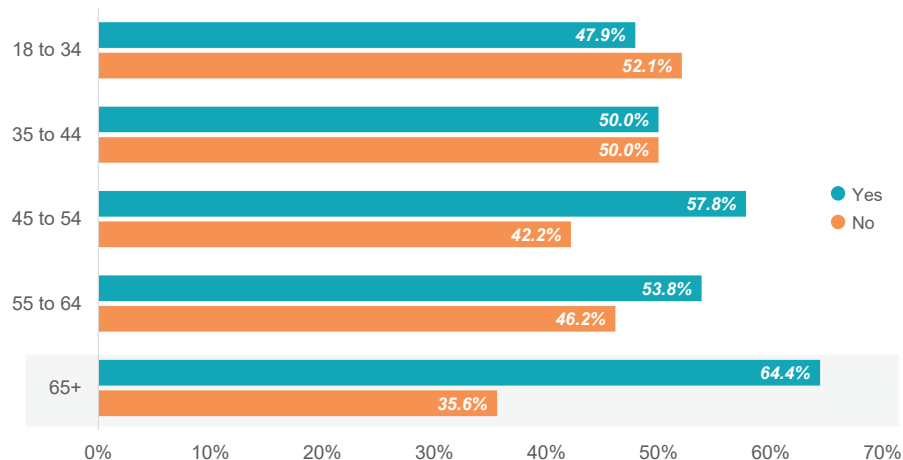
Source: All Respondents That Said Reynoldsburg Does Not Have a Distinct Identity
Q3: Do you believe the City has a distinct identity? Q5: What would you like the identity of Reynoldsburg to be?

7



Older Reynoldsburg residents are more likely to believe Reynoldsburg has a distinct identity.

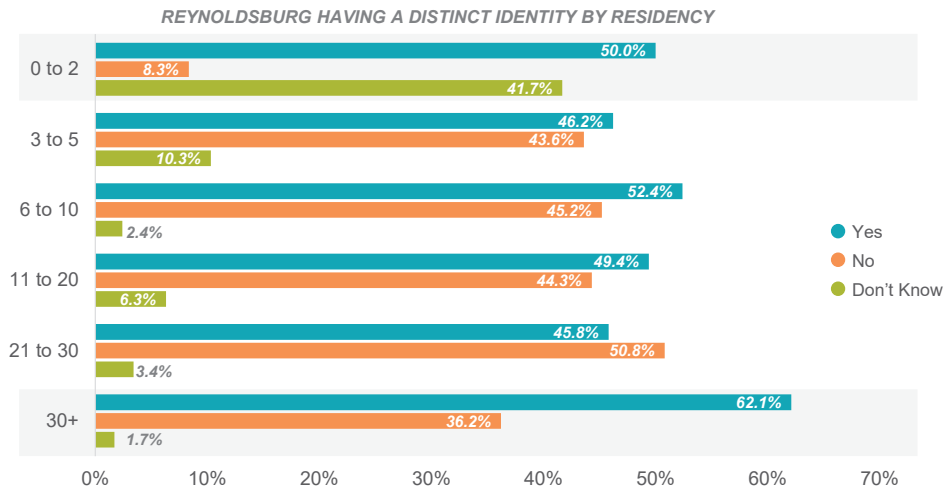
REYNOLDSBURG HAVING A DISTINCT IDENTITY BY AGE



Source: All Respondents That Said Reynoldsburg Has a Distinct Identity By Age
Q4: Do you believe the City has a distinct identity?

8

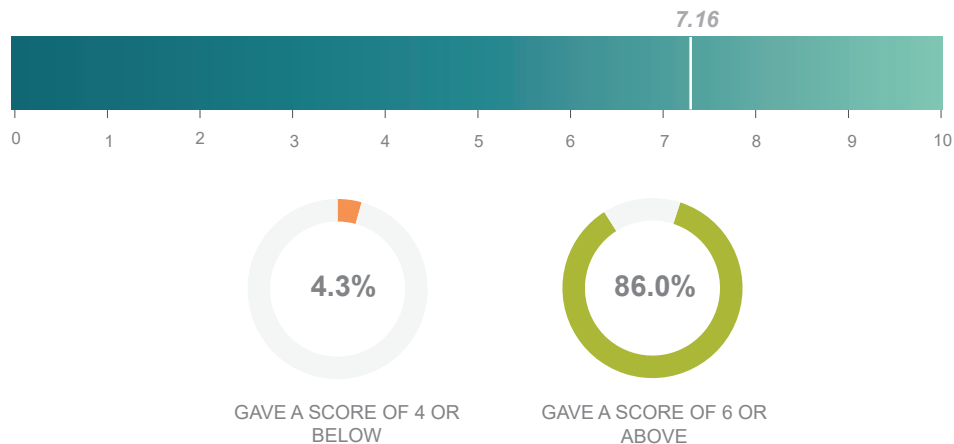
Reynoldsburg residents of 21 – 30 years are the only category to be less inclined to believe that the city has a distinct identity.



Source: All Respondents That Said Reynoldsburg Has a Distinct Identity By Residency
Q4: Do you believe the City has a distinct identity?

9

Overall—residents are very satisfied with their quality of life in Reynoldsburg, with 86% of respondents giving a ranking of a 6 or above.

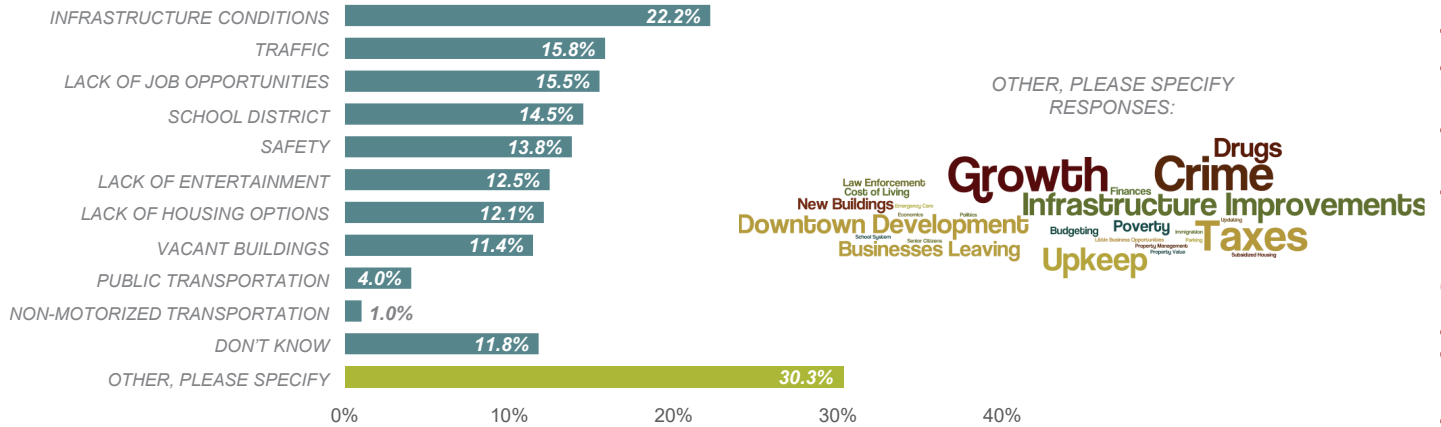


Source: All Respondents
Q6: On a scale of 0 – 10 where 0 is "extremely low" and 10 is "extremely high," how would you rate the quality of life in Reynoldsburg?

10

Residents cited infrastructure conditions as a primary concern – along with the need for city growth and crime.

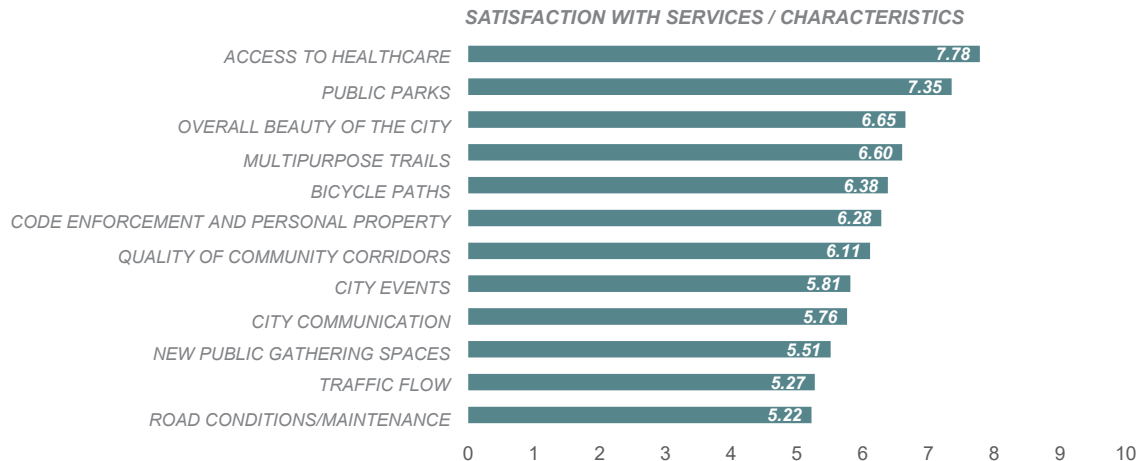
MOST SIGNIFICANT CHALLENGE FACING REYNOLDSBURG



Source: All Respondents
Q7: What is the most significant challenge facing the City of Reynoldsburg?

11

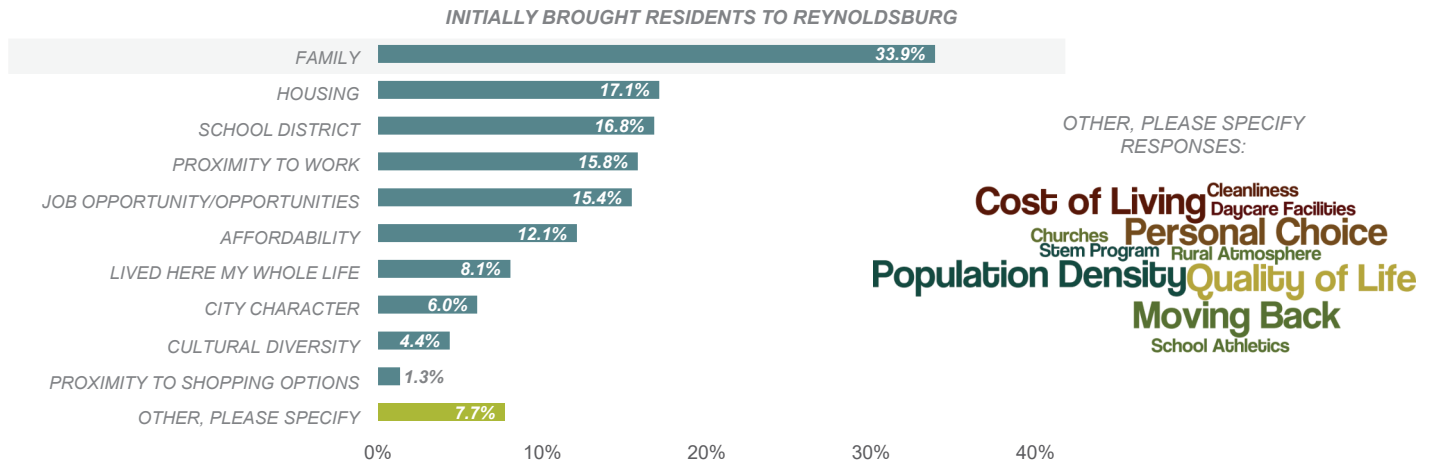
Generally, residents of Reynoldsburg are most satisfied with availability of healthcare and the public parks in the city.



Source: All Respondents
Q8: On a scale of 0 – 10, with 0 being "not at all satisfied," and 10 being "extremely satisfied," how satisfied are you currently with the following services and characteristics?

12

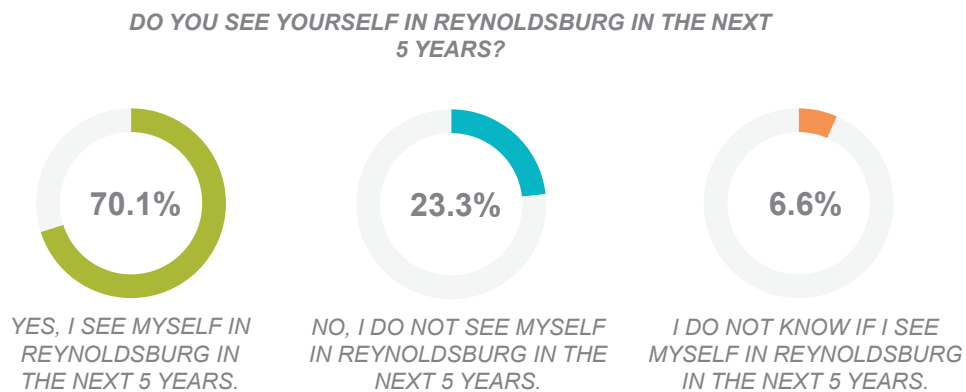
The primary reason for residents being in Reynoldsburg other than family include the quality of life and cost of living.



Source: All Respondents
Q9: What initially brought you to Reynoldsburg?

13

The majority of Reynoldsburg residents are expecting to remain in the city in the next five years.

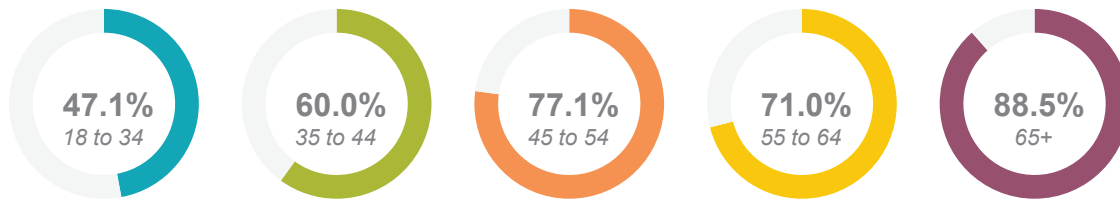


Source: All Respondents
Q10: Do you see yourself in Reynoldsburg in the next 5 years?

14

Outside of the 18 – 34 age category, current residents indicate seeing themselves in Reynoldsburg in the next five years.

SAID YES TO SEEING THEMSELVES IN REYNOLDSBURG IN THE NEXT 5 YEARS

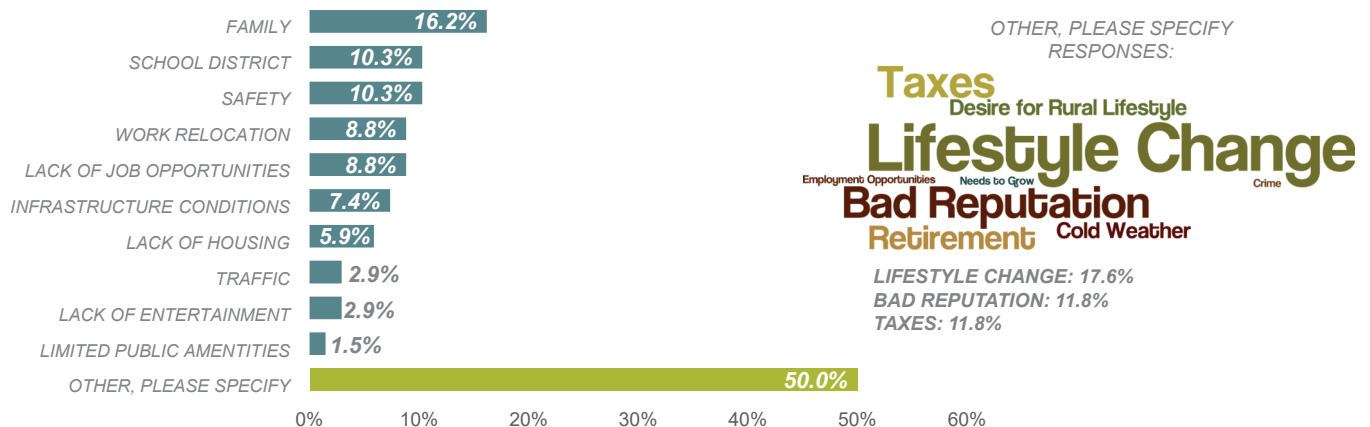


Source: All Respondents By Age
Q11: Do you see yourself in Reynoldsburg in the next 5 years?

15

Of those who indicated not being in Reynoldsburg in the next five years, the primary reasons included lifestyle changes and the burden of taxes.

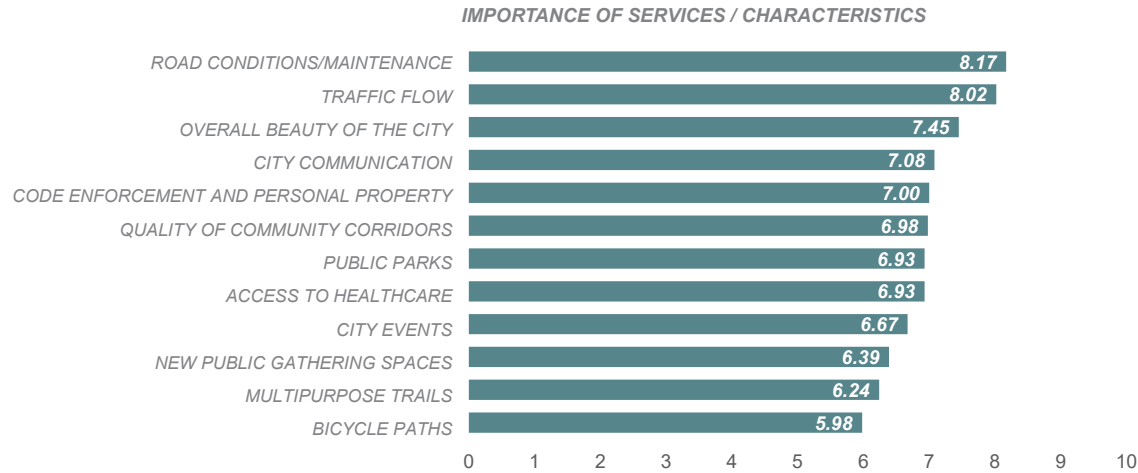
REASONS FOR NOT BEING IN REYNOLDSBURG IN NEXT 5 YEARS



Source: All Respondents
Q11: Why do you not see yourself in Reynoldsburg in the next 5 years?

16

Generally, traffic flow is seen as the greatest importance for Reynoldsburg residents, while recreational facilities are not as important.

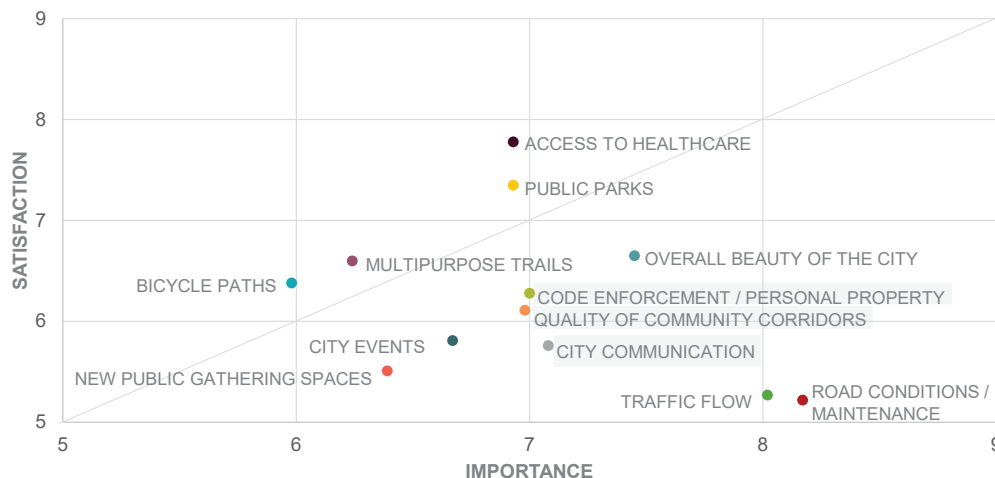


Source: All Respondents

Q12: On a scale of 0 – 10, with 0 being “not at all important,” and 10 being “extremely important,” how important is it to improve the following factors in the next ten years?

17

Reynoldsburg is underperforming on city related efforts – Importance to residents is above a 7, with satisfaction falling around 6.



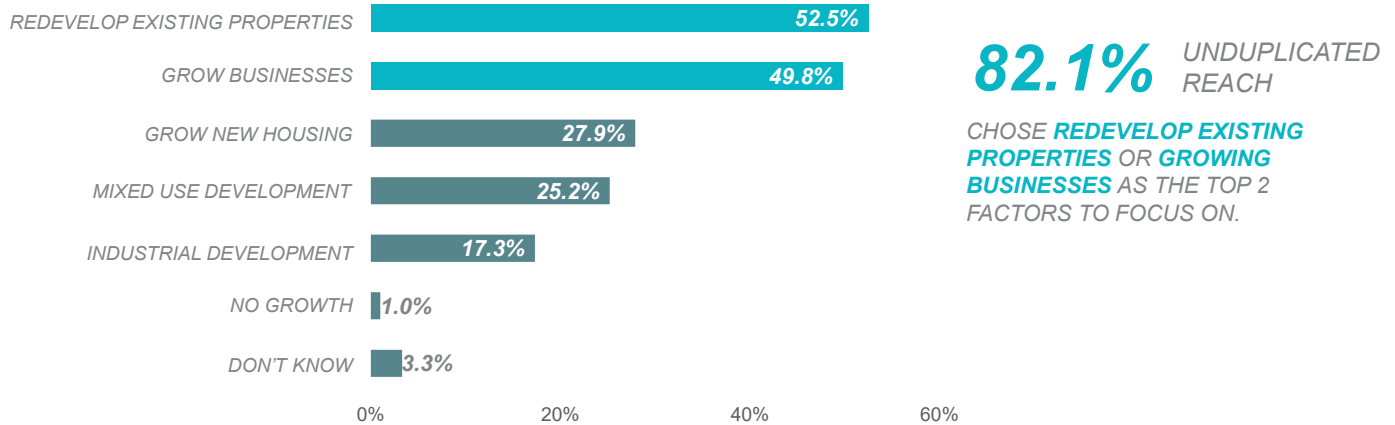
Source: All Respondents

Q8: On a scale of 0 – 10, with 0 being “not at all satisfied,” and 10 being “extremely satisfied,” how satisfied are you currently with the following services and characteristics?

Q12: On a scale of 0 – 10, with 0 being “not at all important,” and 10 being “extremely important,” please rate how important it is to improve the following factors in the next ten years?

18

In the next 30 years Reynoldsburg should focus on redeveloping existing properties and growing businesses to satisfy the largest audience.

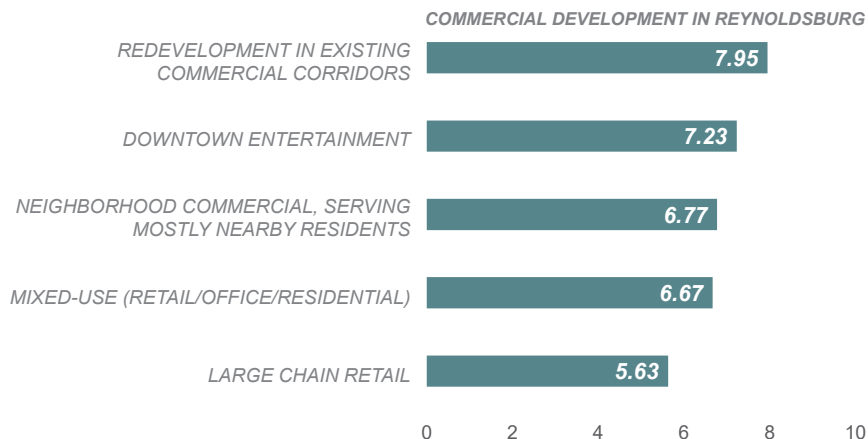


Source: All Respondents

Q13: The Central Ohio region is expected to grow by approximately 1 million people by the year 2050. Please indicate which of the following 2 factors are most important for Reynoldsburg to focus on during this growth period.

19

Residents prefer to redevelop in existing corridors, rather than building large chain retail.

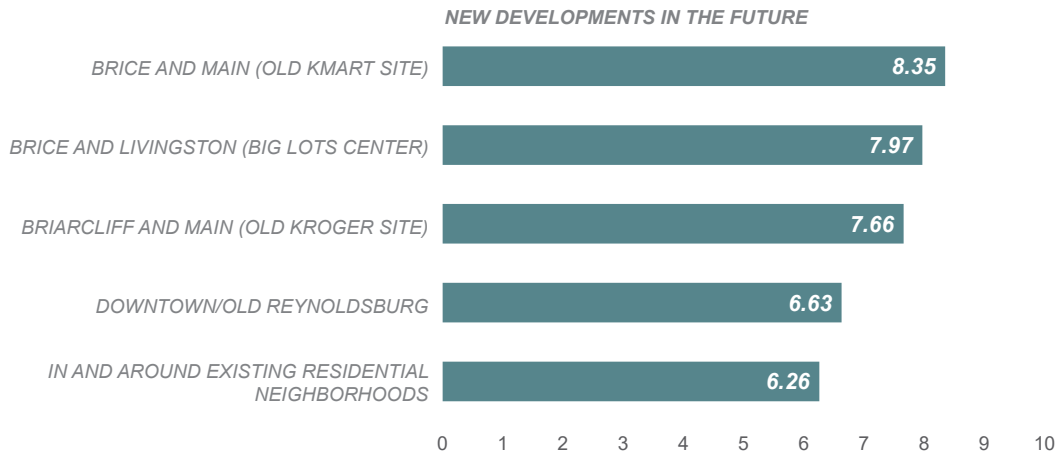


Source: All Respondents

Q18: Using a scale of 0 – 10, with 0 being "would not like at all," and 10 being "would like a great deal," please rate the type of commercial development you would like in Reynoldsburg.

20

Residents prefer new developments be focused around the old Kmart site and the Big Lots center.

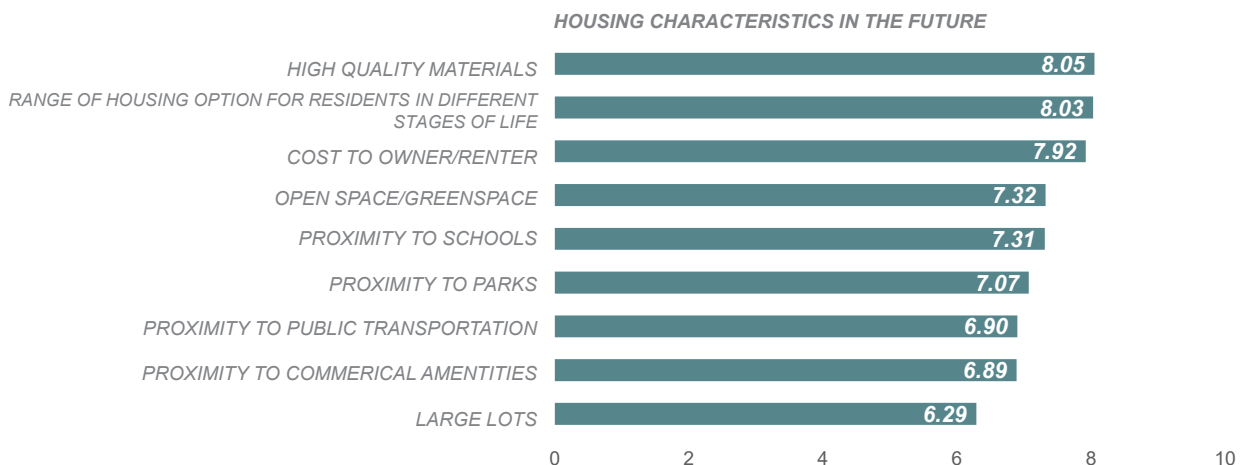


Source: All Respondents

Q14: Using a scale of 0 – 10, with 0 being "not appropriate at all," and 10 being "very appropriate," how appropriate are each of the following locations for new developments in the future?

21

The most important characteristics for housing to Reynoldsburg residents are quality materials, a range of options, and the cost.



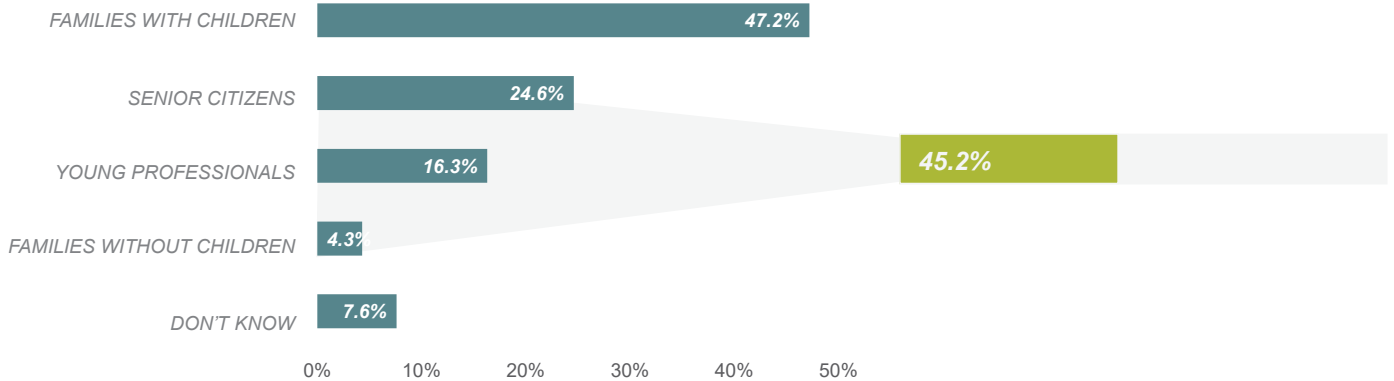
Source: All Respondents

Q15: On a scale of 0 – 10 with 0 being "extremely unimportant," and 10 being "extremely important," please rate how important each of the following housing characteristics are when thinking about future residential growth and development

22



A nearly perfect 50 – 50 split is present between housing preferences in the next ten years, with nearly half indicating families with children should be prioritized, with the other half prioritizing housing for non-traditional families.



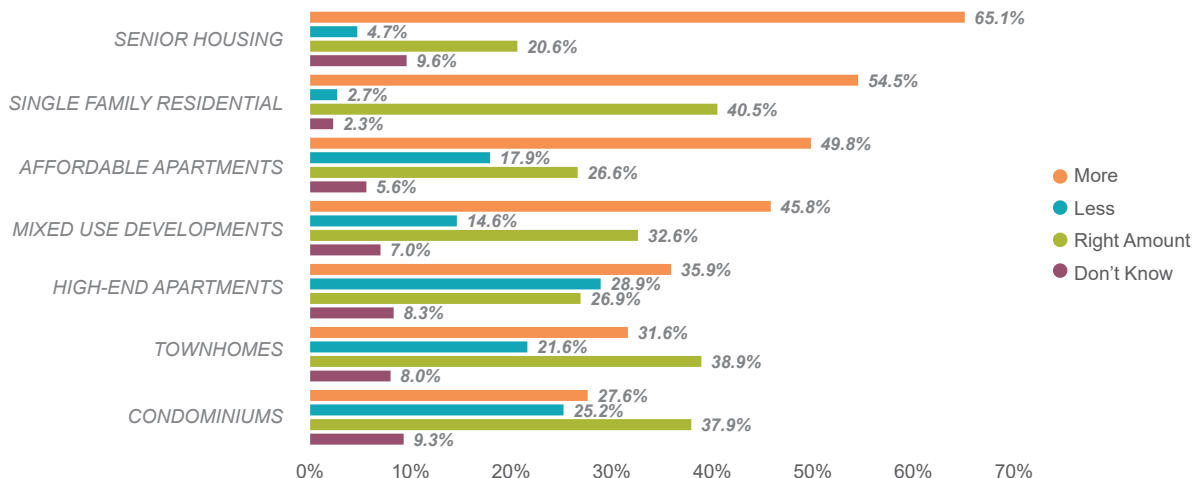
Source: All Respondents

Q16: What group of people might need more housing within Reynoldsburg over the next ten years?

23



Residents want more senior housing, single family residential, and affordable apartments.

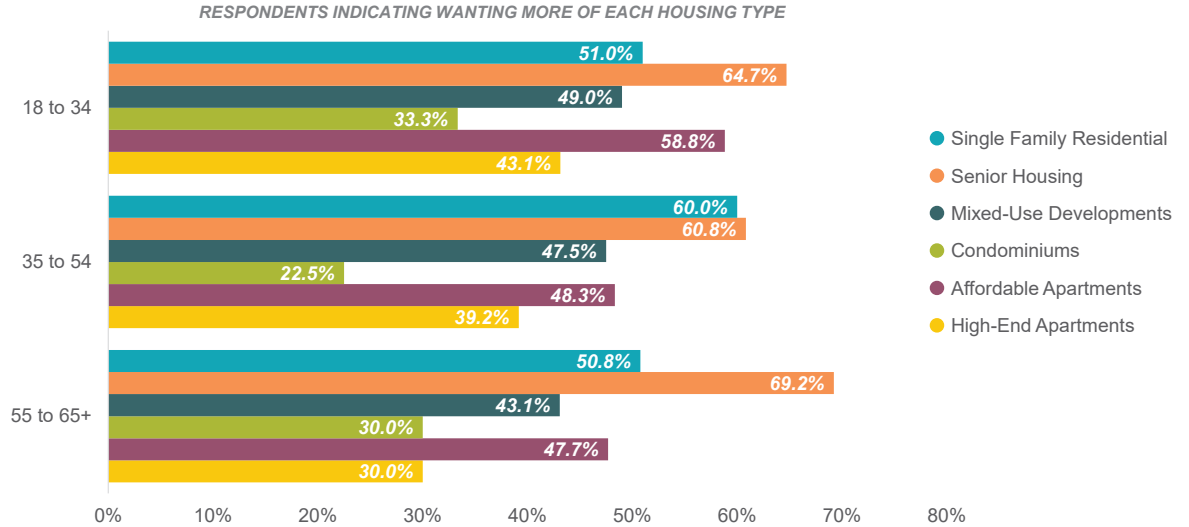


Source: All Respondents

Q17: Does Reynoldsburg need more, less, or have the right amount of each of the following?

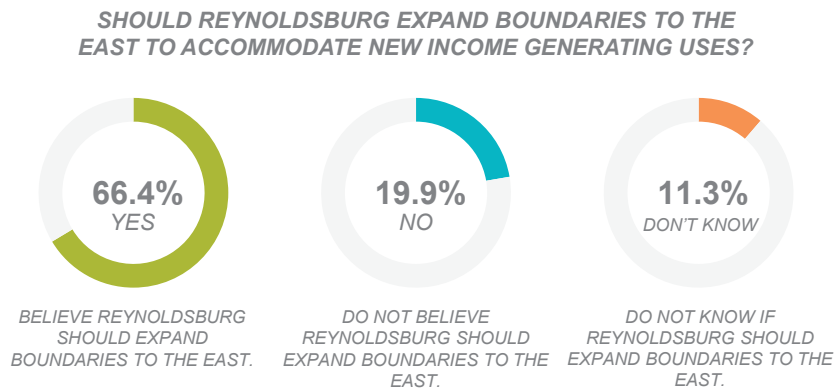
24

Across all age categories, respondents believe Reynoldsburg needs more senior housing.



25

Reynoldsburg residents are in favor of expanding the city boundaries to generate new income.



Source: All Respondents
Q18: Do you believe Reynoldsburg should expand its boundaries to the East to accommodate new income generating uses (i.e., office and light industrial)?

26



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REYNOLDSBURG COMPREHENSIVE PLAN 2018

Attachment: Reynoldsburg Final 12_14 (Implementation of the Comprehensive Plan)

ACKNOWLEDGMENTS

Thank you to the steering committee members, stakeholders and community members who invested their time and expertise in the creation of this plan for the future of the City of Reynoldsburg.

Steering Committee:

Andrew Bowsher

Barth Cotner

Bill Sampson

Brad McCloud

Debbie Dunlap

Donna Bauman

Emily Wheeler

Kerstin Carr

Pat Zollars

Stacie Baker

Stephen Cicak

Position:

Development Director

City Council

Public Service Director

Mayor

Vice President, City of Reynoldsburg School District

Parks and Recreation Director

City Planner

Director of Planning & Environment, MORPC

Chair, Reynoldsburg Planning Commission

City Council

City Auditor

This plan was prepared for:



This plan was prepared by:



with support from:



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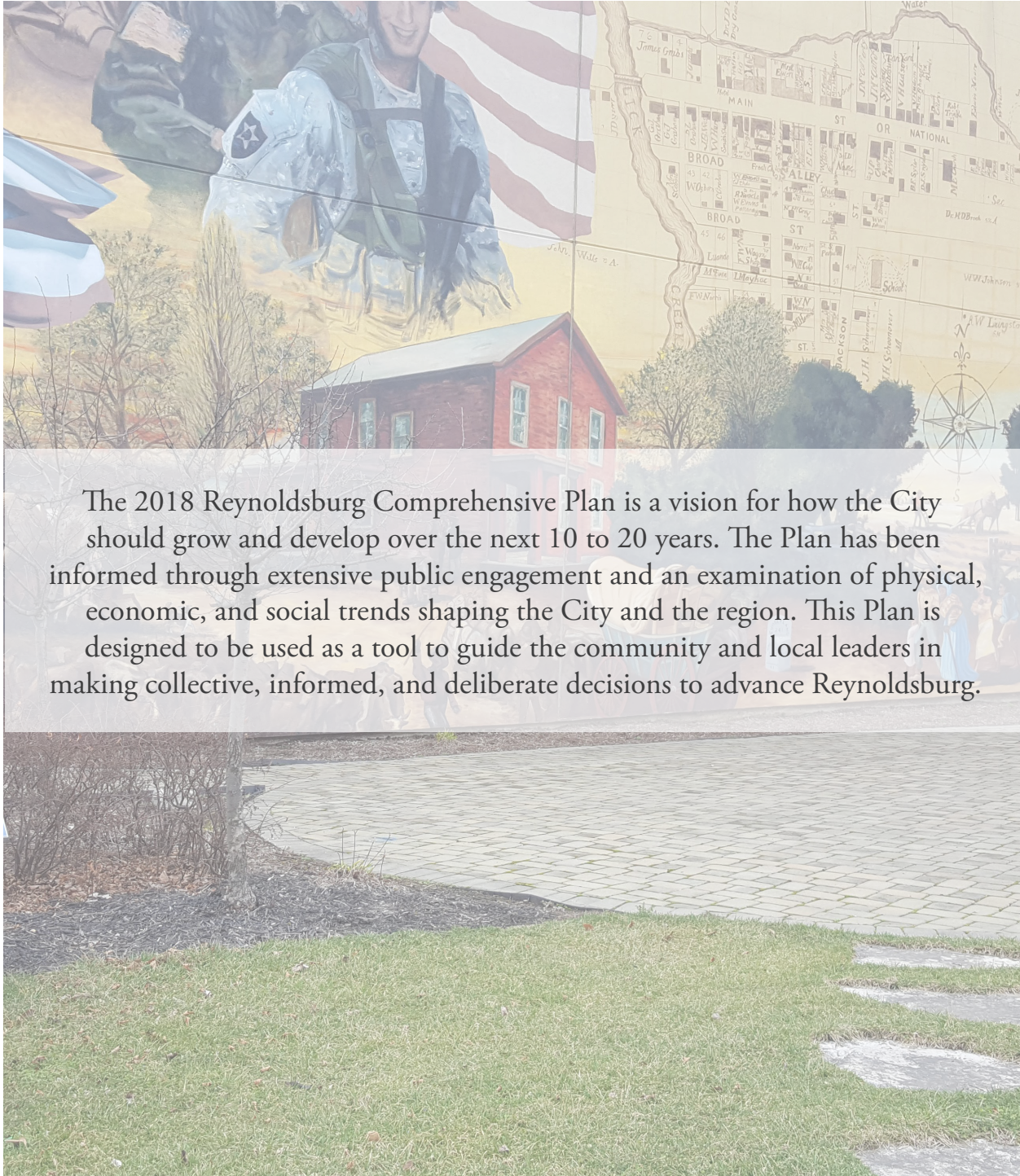
Attachment: Reynoldsburg Final 12_14 (Implementation of the Comprehensive Plan)

01

INTRODUCTION

01

INTRODUCTION

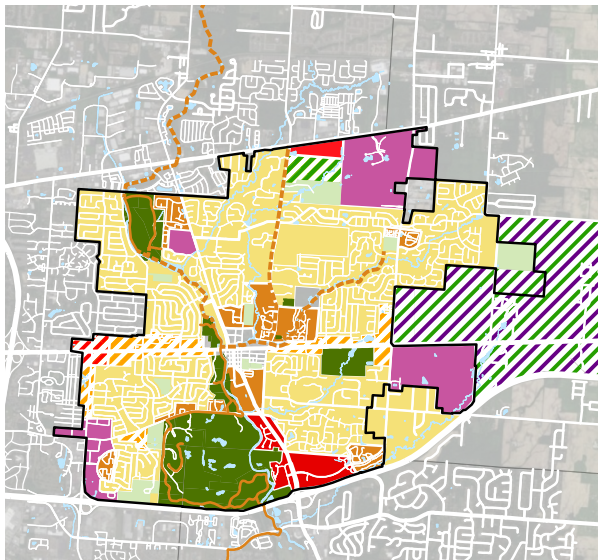


The 2018 Reynoldsburg Comprehensive Plan is a vision for how the City should grow and develop over the next 10 to 20 years. The Plan has been informed through extensive public engagement and an examination of physical, economic, and social trends shaping the City and the region. This Plan is designed to be used as a tool to guide the community and local leaders in making collective, informed, and deliberate decisions to advance Reynoldsburg.

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is the culmination of a community-driven effort to determine goals and a corresponding plan for the future, serving as a guide for investment, policy, and decision-making. Among other items, a comprehensive plan provides an opportunity to prioritize development and land use patterns, identify important and potentially transformative projects, and align resources to address growth and improve a community's quality of life.

Comprehensive plans involve an engaging process that brings the community together to discuss their ideas for the future. These ideas may focus on anything from the environment, economy, infrastructure, recreation, or any other issue of importance to those in the community. The planning process helps shape these ideas into a feasible and actionable strategy.



Future Land Use Plan (See Chapter 3).

THE REYNOLDSBURG COMPREHENSIVE PLAN AIMS TO:

GUIDE...

...the community in evaluating future growth and development.

INFORM...

... residents and City staff on the implications of future growth.

DEVELOP...

...a unique vision for the City based on its own set of challenges and opportunities.

MEASURE...

...future progress and implementation of City improvement efforts, planning initiatives, and development projects.



Concept for new park in Olde Reynoldsburg, (See Chapter 7)

INTRODUCTION

WHO WAS INVOLVED?

LOCAL LEADERSHIP

The City of Reynoldsburg identified a need in the community for a long-term vision for the future and championed the creation of this plan to fulfill that need. City staff and elected officials played a critical role by providing ongoing guidance and expertise and by gathering many of the community's best and brightest stakeholders to convene and strategize.

STEERING COMMITTEE

A group of Reynoldsburg community members, residents, and business owners were assembled to guide and inform the planning process. Ultimately, these community members will serve as long-term stewards of the Plan.

GENERAL PUBLIC

The public was integral in developing the vision of this Plan. Throughout the process, the public had the opportunity to provide insight and feedback through public meetings, a telephone survey, and online. The first public meeting, an open house at the Reynoldsburg Farmer's Market, gathered input from dozens of residents providing ideas and insight into the needs and wants of the community. An Open House later in the summer tested the outcome of the planning process and set up implementation of the plan. A telephonic survey, conducted by

Aimpoint Research, provided statistically accurate data on community preferences and opinions related to growth in Reynoldsburg.

Those who were unable to attend the public gatherings were encouraged to visit the project website, which hosted a community survey and virtual versions of the public meeting activities. A more detailed explanation of public meeting activities and results is outlined in Chapter 2, Community Overview and Public Engagement.

SMALL GROUP MEETINGS

Through the recommendation of City staff and the steering committee, small focus groups were convened to provide additional insight and feedback in the drafting of the Plan. Each small group brought a specialized focus and unique perspective to the process.

CONSULTANT TEAM

OHM Advisors, an integrated engineering, architecture, and planning firm, specializing in community involvement and urban design was retained to guide the planning process. CT Consultants provided engineering related assessments and recommendations, while Aimpoint Research led the statistically valid survey to gather community input.

Project Schedule:

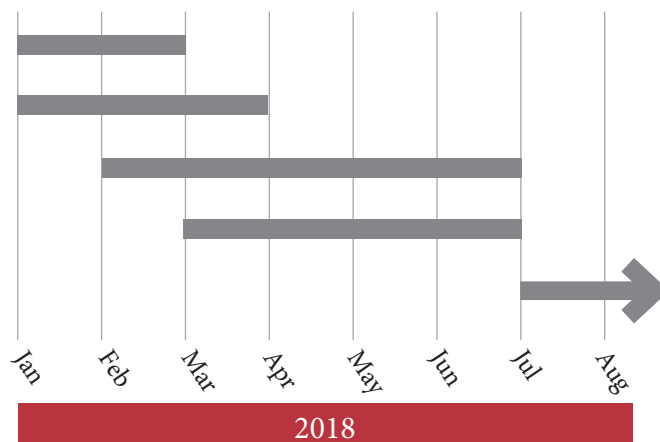
PREPARING FOR THE PLAN

UNDERSTANDING THE CONTEXT

ENGAGE AND LISTEN

DEVELOPING THE PLAN

FINALIZING THE PLAN & SETTING UP IMPLEMENTATION



PLAN INPUTS

The Plan was informed by a range of community and technical inputs including:



» **Public Meetings:** A robust public engagement process included two public open houses.



» **Online and Telephonic Surveys:** Online opportunities and a statistically valid telephone survey increased the opportunity for the public to engage in the process.



» **Existing Conditions Analysis:** Local and regional factors were analyzed to develop a logical and fiscally sustainable land use pattern that accommodates growth.



» **Best Practices:** Community development best practices, from autonomous vehicle adoption to residential development, informed plan principles, goals, and recommendations.

FROM PLAN TO ACTION

A plan without an implementation strategy is naturally limited in its effectiveness. The policy framework (which can be found both in the applicable plan chapters as well as the appendix, Plan provides a blueprint for both the City administration and the community to implement the goals of this Plan.

Five plan principles were developed and solidified with the Steering Committee throughout the planning process. Each principle frames a tangible set of goals and actions for the City to accomplish, in order to advance the core themes of this Plan.

Focus Areas

Additionally, Chapter 7 identifies a number of focus areas that are prime for redevelopment within the City. The strategies presented in this Chapter build upon the research and vision outlined throughout this Plan.

HOW TO USE THE PLAN

This plan is meant to guide public and private land use and community development decisions. All community entities are responsible for upholding this plan including the following:

Public Entities. Individual City departments and administrators should be cognizant of the contents of the Plan when preparing annual work programs, budgets, capital improvement plans, and economic incentives. When deciding on administrative and legislative approvals for development proposals, this Plan should be used as a tool to communicate with property owners and the development community on the desired character and form of the City.

Private Development. Private developers should consider the goals and strategies of the plan as they make land use and investment decisions. The private development community should understand the vision of this Plan and ensure that development proposals meet the intent of this document.

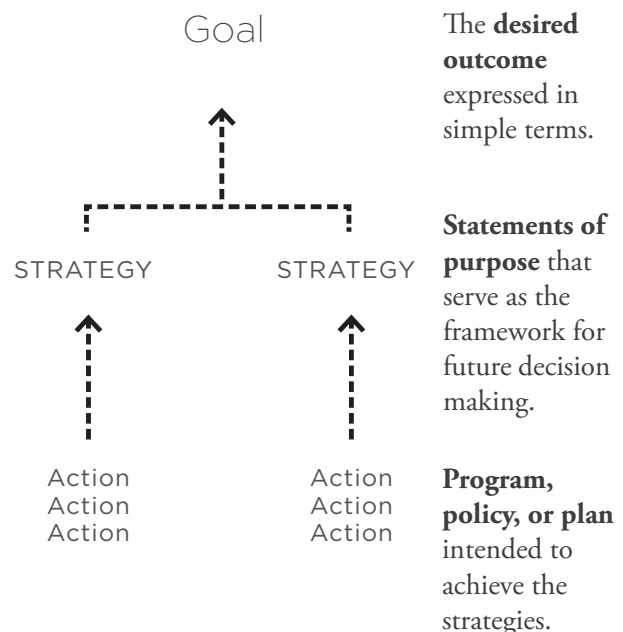


Figure 1: Policy Framework

02

COMMUNITY OVERVIEW AND PUBLIC ENGAGEMENT

02

COMMUNITY OVERVIEW
AND PUBLIC ENGAGEMENT

Community Overview

A GROWING REGION

Reynoldsburg is situated within the Central Ohio region, which is expected to grow rapidly by 2050 (see Figure 2). Population estimates suggest that the region will grow by upwards of one million people over the next 30 years. East Main Street, Reynoldsburg's primary east-west corridor, will be an important point in that development. Therefore, land use decisions made today will go a long way toward shaping the City's identity and development in the future.

EXISTING COMMUNITY
PROFILE

The following chapters provide a more in-depth existing conditions analysis. A snapshot of Reynoldsburg is below:

- » **Population:** Approximately 37,000 in 2016, up 15.6% from 32,000 in 2000.
- » **Racial Diversity:** At ~64% white and ~25% African-American with a strong Southeast Asian community, the City of Reynoldsburg has a diverse tapestry of residents.
- » **Median Household Income:** At \$61,648 in 2016, Reynoldsburg's median household income is higher than both the City of Columbus and Franklin County.

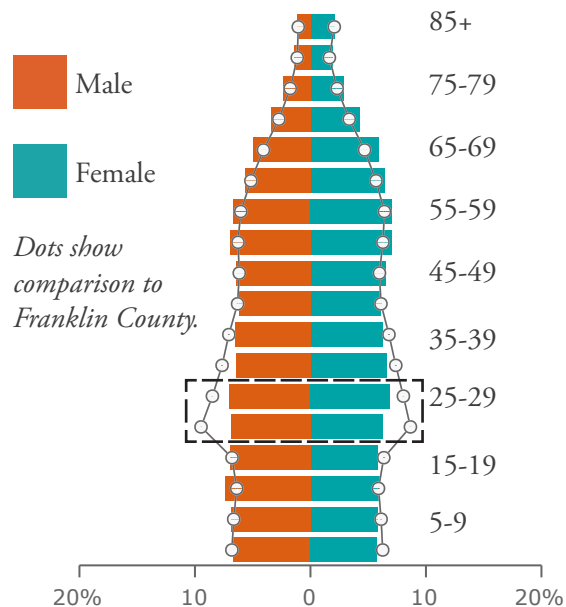


Figure 2: Population Pyramid -- Reynoldsburg

- » **Reynoldsburg's Population Distribution:** The graph above highlights the percentage of Reynoldsburg's population (in 5 year increments, by gender) and compares it to Franklin County. Reynoldsburg has significantly fewer millennials than Franklin County as a whole. Attracting millennials with appealing housing options is an important component of growing a strong local economy while attracting and retaining future home buyers.

REYNOLDSBURG COMPREHENSIVE PLAN

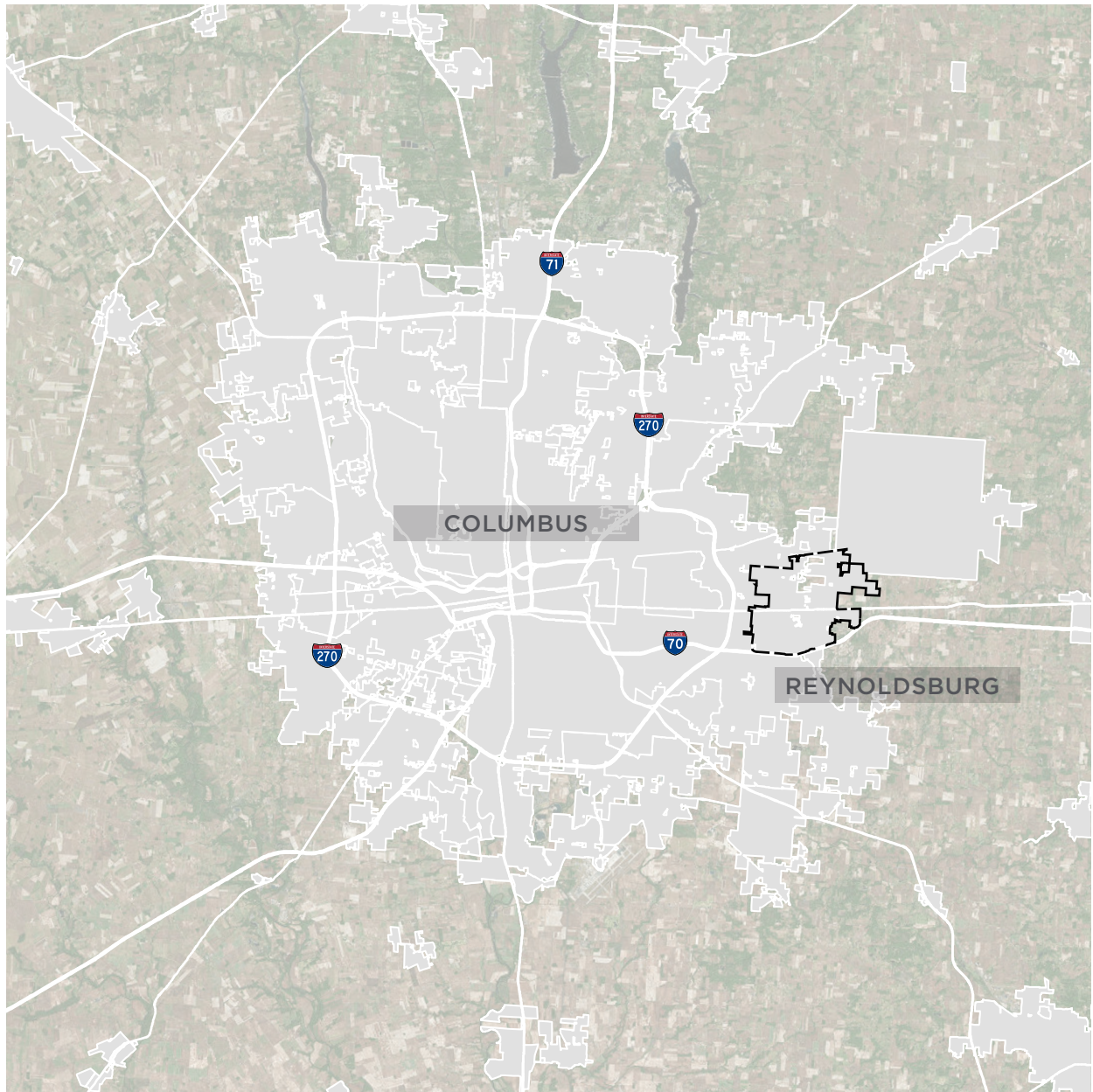


Figure 3: Regional Context Map



02

COMMUNITY OVERVIEW
AND PUBLIC ENGAGEMENT

Community Vision

OVERVIEW

The planning team solicited ideas, questions, and feedback from Reynoldsburg residents and employees throughout the planning process. A summary of the findings are on the following pages. Full results of the Aimpoint telephone survey are contained in an Appendix to this Plan.

Small Group Meetings: The planning team facilitated four group workshops with different community members. The workshops were high-level conversations designed to understand the pulse of the community.

Public Meetings: The planning team held an open house at the Reynoldsburg farmer's market. This event was used to gain specific feedback from residents on a number of the different concepts presented throughout the steering committee process.

Telephonic Survey: In collaboration with Aimpoint, a local market-research firm, the planning team conducted a survey designed to get a perspective on how and where the City should grow.

Online Engagement: The online survey was replicated on the project website for those not surveyed by phone.

ENGAGEMENT BY THE NUMBERS

TELEPHONIC SURVEY

300 responses

ONLINE SURVEY

117 responses

SMALL GROUP WORKSHOPS

50+ stakeholders

OPEN HOUSE

100+ attendees

STEERING COMMITTEE

10 regular attendees

500+ PEOPLE ENGAGED

REYNOLDSBURG COMPREHENSIVE PLAN

WHAT WE HEARD

Small Group Meetings

The following is summary of key issues and opportunities facing Reynoldsburg that were identified in each small group meeting.

CHAMBER OF COMMERCE

Issues and Opportunities:

- » “We don’t have an identity.”
- » “Big-Box vacancies.”
- » “Downtown is not an established space.”
- » “Promote walkability in Olde Reynoldsburg.”
- » “Celebrate the City’s diversity.”

FOCUS AREAS:

Olde Reynoldsburg:

- » Make Olde Reynoldsburg a destination.
- » Strengthen design standards.

Kroger Site:

- » An opportunity for office, or medical office.

RELIGIOUS LEADERSHIP

The Big Opportunity:

- » Strong Downtown = Strong Identity.
- » Strong enthusiasm for enhancing the Downtown, adding a public space.

STUDENTS

Issues and Opportunities:

- » “The vacant buildings give us a poor image.”
- » “There are no job opportunities for youth.”
- » “Our parks need to have ‘something to do.’”

First Open House-Farmer’s Market (June)

At the first open house, the planning team presented draft concepts of the focus areas and the future land use plan to the public, in order to validate what the team had heard from the community in the survey.

The planning team received positive responses about the draft concepts. In smaller conversations, and voting exercises, over 100 visitors endorsed the focus areas outlined in Chapter 7 and a draft of the future land use strategy as seen in Chapter 3.

Second Open House-Farmer’s Market (September)

As the plan evolved, the planning team went back to the farmer’s market to present refined concepts to the public. These concepts included new recommendations for Olde Reynoldsburg, along with a refined policy framework. Residents expressed enthusiasm around the new concepts and ideas.



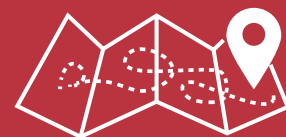
KEY FINDINGS



Transform vacant and underperforming retail.



Create a cohesive community feel throughout the City.



Grow Olde Reynoldsburg as a local and regional destination.

COMMUNITY OVERVIEW AND PUBLIC ENGAGEMENT

Telephonic Survey

A statistically valid telephone survey was conducted to gather input from the community. The demographics of survey respondents were designed so that the sample size properly reflected the demographics of Reynoldsburg residents, drawing generalizations which statistically fit the community at large. A summary of the results is provided below.

QUALITY OF LIFE

In general, survey participants are satisfied with living in Reynoldsburg. The majority of respondents (over 60%) believe that the community is heading in the right direction. When asked to rate the quality of life in Reynoldsburg, approximately 86% of respondents gave a rating of 6 or above with the overall average at 7.16.

Residents' overall satisfaction translates to a desire to remain in the community. Around 70% of respondents said that they see themselves living in Reynoldsburg in the next five years, including nearly half of those ages 18 to 34 and the majority of all other age groups. The relatively high percent for those planning to remain in the City may further indicate a need to ensure a diverse housing stock and amenities to serve a range of ages, lifestyles, and household sizes.

IDENTITY

Slightly more than half of survey respondents believe that Reynoldsburg has a distinct identity and cited the City as friendly, family-oriented, and multi-cultural. For those who did not believe the City had an identity, they were asked what they would like the identity to be. Respondents emphasized similar themes of family, community involvement, and diversity.

PROFILE OF SURVEY RESPONDENTS

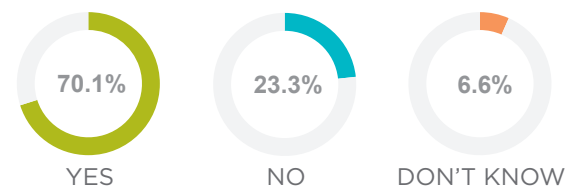
300 RESIDENTS



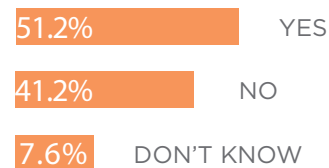
Q: ON A SCALE OF 1-10, HOW WOULD YOU RATE THE QUALITY OF LIFE IN REYNOLDSBURG?



Q: DO YOU SEE YOURSELF IN REYNOLDSBURG IN THE NEXT 5 YEARS?



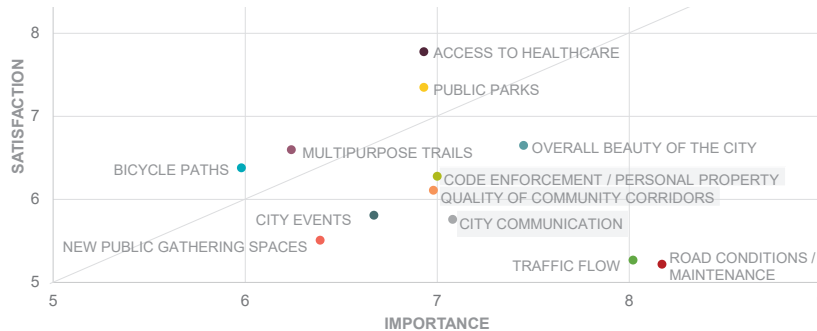
Q: DO YOU BELIEVE THE CITY HAS A DISTINCT IDENTITY?



REYNOLDSBURG COMPREHENSIVE PLAN

CITY SERVICES

When asked the most significant challenge facing Reynoldsburg, the most common response was infrastructure conditions. In many communities this is regularly considered a top issue by residents. Other services that rated lower satisfaction and higher importance by survey respondents included city communication, quality of community corridors, code enforcement, and overall beauty of the city.



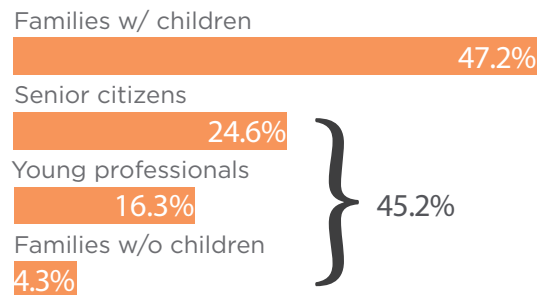
Q: HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES? HOW IMPORTANT IS IT TO IMPROVE THE FOLLOWING FACTORS?

GROWTH AND HOUSING

According to survey results, Reynoldsburg should focus on redeveloping existing properties and growing businesses over the next 30 years. Over half of respondents said that redeveloping existing properties is the most or second most important factor, suggesting a desire for a new vision on existing sites.

As residents consider future housing needs, high quality materials, a range of options, cost, and diversity in housing types. When asked whether families with or without children will need more children, survey respondents were nearly split, indicating a need for Reynoldsburg to ensure a diverse housing stock into the future to accommodate all types and sizes of households.

Q: WHAT GROUP OF PEOPLE MIGHT NEED MORE HOUSING WITHIN REYNOLDSBURG OVER THE NEXT TEN YEARS? (ONLY SELECT ONE)



KEY FINDINGS



Reimagine primary corridors throughout the City.



The City should re-enforce the community's identity.



Housing diversity is important to many residents.

COMMUNITY OVERVIEW AND PUBLIC ENGAGEMENT

PLAN GOALS AND FRAMEWORK

The results from the public engagement process, along with the existing conditions analysis (incorporated throughout the next four chapters) guided the development of the following plan principles. These principles inform the structure of the plan, the mission of the focus areas (Chapter 7) and the policy and implementation framework (outlined in the appropriate chapters and the appendix).



1. PROMOTE A DIVERSE MIX OF HOUSING OPTIONS

Encourage a mix of housing options that support existing and future residents and increases the character of the community (see page 22).



2. DIVERSIFY AND BALANCE A MIX OF LAND USE TYPES THAT CREATES ECONOMIC RESILIENCY WHILE PROMOTING DISTINCT CHARACTER.

Support development that aligns with strategic land use goals (see page 28).



3. A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS.

Improve and expand the transportation network to safely and efficiently support all modes of travel (see page 50).

REYNOLDSBURG COMPREHENSIVE PLAN



4. COORDINATE FUTURE INFRASTRUCTURE INVESTMENTS WITH ANTICIPATED GROWTH AND DEVELOPMENT.

Ensure infrastructure supports the long-term needs of the community (see page 66).



5. DEFINE, GROW, AND PROMOTE THE CITY'S IMAGE AND BRAND.

Create and grow a unique image and brand within the community through physical improvements and messaging. (see page 76).

03

HOUSING, ECONOMY, AND LAND USE

03

HOUSING, ECONOMY,
AND LAND USE

Housing

OVERVIEW

Housing conditions in Reynoldsburg are an important factor in shaping the social and economic health of the community. Reynoldsburg currently has a diverse range of housing options, with a large share of rental units and aging multi-family properties. Rents are fairly affordable, but the City has an opportunity to offer newer housing units to both retain current residents while attracting newcomers.

In This Section:

- » **Existing Conditions and Trends:** Housing Tenure, Age, Type, and Cost. Anticipated Population Growth in Central Ohio. The Missing Middle.
- » **Key Findings:** Existing Conditions, Trends, and Public Engagement

EXISTING CONDITIONS AND TRENDS

Housing Tenure

At 56%, the majority of housing in Reynoldsburg is owner-occupied. However, the City has a higher percentage of renters than comparable communities in Central Ohio. Its share of renters has also increased since 2000. (See Table 1) This is a trend shared by many communities nationwide, as prospective homeowners have chosen to rent smaller, more flexible housing units in the aftermath of the Great Recession.

Housing Age

According to 2016 census data, the median age of housing in Reynoldsburg is 33 years old. Franklin County Auditor data shows that multi-family

Table 1: Growth in Renters

2000	34.9% renters
2010	36.6% renters
2016	41.1% renters

The share of Reynoldsburg's population that rents has risen steadily since 2000, a byproduct in part of the recession.

REYNOLDSBURG COMPREHENSIVE PLAN

housing in Reynoldsburg is even older, with a median age of 40 years old. Older properties present challenges related to higher maintenance costs, lower quality amenities, limited efficiency, and lower rents. Communities around Central Ohio, from Worthington, to Grandview Heights to Gahanna, have allowed for new investments in multi-family housing, a move that has helped change the image and brand of their respective communities, retain current residents who may prefer to downsize, and attract new residents, specifically the growing number of Central Ohio households without children.

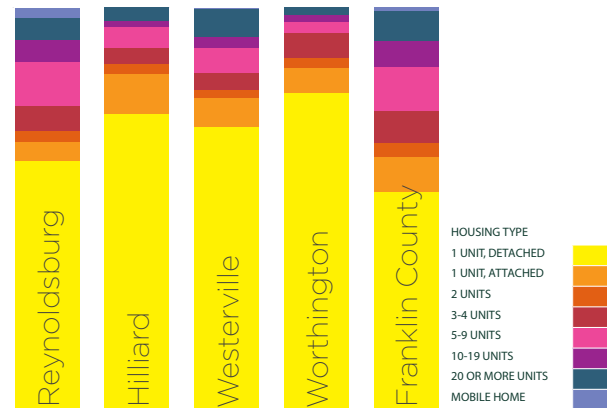
Housing Type

Figure 3 shows Reynoldsburg has a lower share of single-family detached housing than other nearby suburban communities. Reynoldsburg has the existing diversity in its housing stock to begin meeting the expected increase of smaller household sizes. However, the median multi-family housing unit is approximately 40 years old, presenting a strong opportunity to begin offering a new housing product on the market.

Housing Costs

When looking at the cost of rent, housing in Reynoldsburg is comparable to other communities in Central Ohio. Table 2 shows the median rent of select communities within the region, as well as

Figure 4: Housing by Unit Type, Reynoldsburg and Select Area Communities



Compared to select area communities, Reynoldsburg has a diverse range of housing types.

Source: 2012-2016 American Community Survey 5-Year Estimates

the metro area. A look at future market demand provides an insight into how these rent comparisons may hold in the coming years. As shown in Table 4, the forecasted growth in rents projected by the U.S. Department of Housing and Urban Development will be greater across Delaware and Franklin counties than median rents in Reynoldsburg. The estimated demand figures reflect a growing attitude that some people are willing to spend more for a desirable rental property than pursue ownership. This demonstrates Reynoldsburg's opportunity to pursue new residential development that charges higher incomes.

Table 2: Area Median Rents, (Studios, 1 bedroom and 2 bedroom housing units)

	Reynoldsburg	Worthington	Westerville	Hilliard	Columbus MSA
Median Gross Rent (All Units)	\$948	\$882	\$927	\$1004	\$855
Median Gross Rent (Studio)	\$593	\$843	\$1375	\$675	\$600
Median Gross Rent (1 bedroom)	\$723	\$548	\$674	\$791	\$683
Median Gross Rent (2 bedroom)	\$903	\$858	\$854	\$1041	\$860

Source: U.S. Department of Housing and Urban Development, Comprehensive Housing Market Analysis, April, 2016

HOUSING, ECONOMY, AND LAND USE

Table 3 outlines Reynoldsburg's potential to capture new residential development. Expected monthly rent for newly constructed apartments throughout Central Ohio is commanding rents much higher than the average rents in Reynoldsburg. Furthermore, the development of new multi-family residential development may help repurpose underutilized commercial sites throughout the City.

Anticipated Preferences for New Residential and Walkable Spaces

As the region anticipates adding up to 1 million people by 2050, the growth will be defined by a few important characteristics. According to a recent demographic projection by Dr. Arthur Nelson, **87% of the growth in households by the year 2030 will be households without children.** Furthermore, **56% of the population growth over the same time period will be from senior households.** Nationally, older households, and households without children (which tend to be younger) prefer attached, smaller lot homes over homes with larger lots. (See Figure 4).

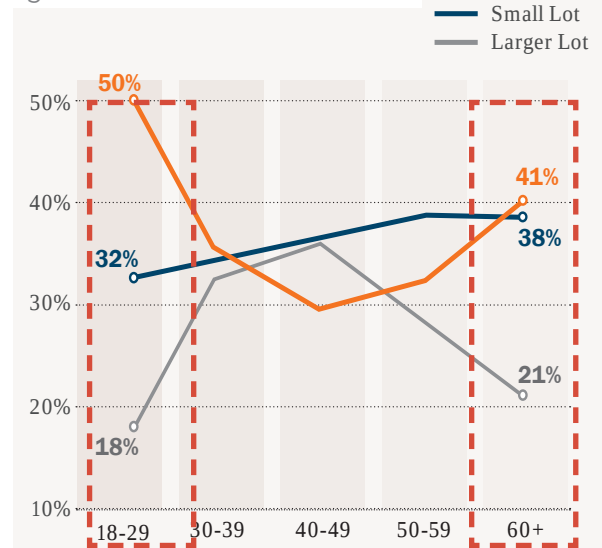
Furthermore, according to survey data accompanying the Insight 2050 analysis, a majority of Ohioans have expressed a desire to live in walkable places and neighborhoods. Currently, 20% of residents believe that they have this option. Reynoldsburg's best opportunity to develop new residential districts is along major commercial corridors (i.e. East Main Street and Brice Road), that have the potential to transform into walkable districts.

Table 3: Estimated Demand for New Market-Rate Rental Housing

One Bedroom		Two Bedroom	
Monthly Gross Rent	Units of Demand	Monthly Gross Rent	Units of Demand
\$900 - \$1,099	1425	\$1,200 - \$1,399	1425
\$1,100 - \$1,299	1425	\$1,400 - \$1,599	1425
\$1,300 - \$1,499	1425	\$1,600 - \$1,799	1425
\$1,500 +	470	\$1,800 +	470

Source: U.S. Department of Housing and Urban Development, Comprehensive Housing Market Analysis, April, 2016

Figure 5: Housing Preference by Age



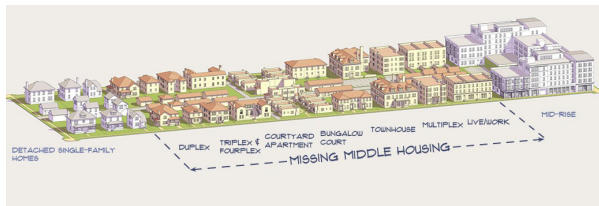
Nationally, those in the 18-29 year range and those above 60, prefer attached homes and smaller lots sizes. This represents a significant portion of Reynoldsburg's current and future population.

Source: National Association of Realtors (2011)

REYNOLDSBURG COMPREHENSIVE PLAN

The “Missing Middle”

As seen in Figure 4, baby boomers and millennials, who together make up about half of the U.S. population, and a significant portion of anticipated growth in the Central Ohio region, share similar housing preferences. Both groups increasingly prefer housing options in walkable neighborhoods. Survey data indicates that over half of Ohio residents prefer to live in walkable neighborhoods, while only 20% feel like they currently live in a walkable neighborhood.



Finding opportunities to offer this housing type throughout Reynoldsburg can help attract and retain residents. Middle housing includes townhomes, duplexes, quadplexes, condos, carriage houses, etc.

- » Middle housing that does exist in U.S. cities tends to be outdated and aging.
- » Middle housing allows for a housing stock which is diverse, affordable, and sustainable and meets a growing demand for an urban, walkable lifestyle.
- » Middle housing can function as an entry-point to individuals and families who may become single-family homeowners.
- » Because the “missing middle” is a market problem, cities which appropriately diversify their housing stock have a competitive edge.

KEY FINDINGS-HOUSING



Existing Conditions

- » Central Ohio is expected to grow by up to one million people by 2050. East Main Street is expected to be a priority corridor for this growth. (*Insight 2050*).
- » The City of Reynoldsburg has a more diverse, but old, housing stock (i.e. less single-family homes) than select Central Ohio communities. (*Franklin County Auditor*).
- » The older housing stock is not commanding the rents that newer multi-family buildings throughout the region are charging. (*U.S. Census Bureau, HUD*).
- » Moving forward, there will be demand for new residential options in the region. Reynoldsburg has the physical space to accommodate this population growth.



Public Engagement

- » When residents are thinking about new housing options, the three most important factors are: high quality materials, a range of housing options, and cost. (*Aimpoint Survey*)
- » Half of residents think that families with children should be targeted for new housing; half think that households without children should be prioritized. (*Aimpoint Survey*)
- » Residents think that the City should focus on redeveloping existing property and growing new businesses. (*Aimpoint Survey*)

HOUSING, ECONOMY, AND LAND USE

IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Housing.

RESPONSIBLE PARTIES	
	City Council (CC)
	Planning Department (PD)
	Planning Commission (PC)
	Parks & Recreation Department (P&R)
	Public Service Department (PS)
	Community Organizations (CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 1 (Housing)

PROMOTE A DIVERSE MIX OF HOUSING OPTIONS.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 1.1: Promote a mix of housing options.		
Action 1.1.1: Plan for new senior housing options that are integrated with parks, recreation facilities, trails and other community amenities.	O	PC/PD
Action 1.1.2: Promote a mix of housing types such as flats, townhomes, cottages, etc., that cater to those who would like to live or remain in Reynoldsburg but would prefer not to live in a single-family home.	O	PC/PD
Action 1.1.3: Prioritize a mix of housing options, including senior housing options, within new development along the East Main Street corridor.	O	PC/PD
Action 1.1.4: Target opportunities on Waggoner Road, Taylor Road, and other areas with infill development. Prioritize infill development on parcels that are vacant or will become vacant in the future.	O	PC/PD

GOAL 1 (Housing)

PROMOTE A DIVERSE MIX OF HOUSING OPTIONS.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 1.2: Create new standards that will define the character and level of quality for future residential development.		
Action 1.2.1: Any new single-family or multi-family residential development should integrate quality greenspace.	O	PC/PD
Action 1.2.2: New residential developments should strengthen the street character. New multi-family buildings should have minimal setbacks. New single family developments should have rear-facing garages and rear-loaded alleyways where possible. New residential developments should incorporate sidewalks and integrated, accessible greenspace.	O	PC/PD
STRATEGY 1.3: Target new multi-family developments in the Focus Areas outlined in this Plan.		
Action 1.3.1: Promote residential development and mixed-use development near Brice and Main street.	S	PD
Action 1.3.2: Continue to find opportunities to add residential development in or around Olde Reynoldsburg.	M	PD
STRATEGY 1.4: Strengthen existing single-family neighborhoods and multi-family districts.		
Action 1.4.1: Bolster code enforcement in older, or more targeted neighborhoods. This includes strengthening existing City rental inspection programs.	S/O	PS
Action 1.4.2: Continue to maintain and invest in infrastructure with a high-level of service throughout single-family neighborhoods.	O	PS
Action 1.4.3: Pursue neighborhood improvement and grant programs to provide needed assistance in neighborhoods.	S/O	PD/PS

03

HOUSING, ECONOMY,
AND LAND USE

Economy

OVERVIEW

Reynoldsburg's location in Central Ohio provides many economic opportunities for the local economy. Easy access to I-70 and I-270 allows companies that locate in Reynoldsburg to distribute their goods and services to providers across the region. However, Reynoldsburg's should consider national trends both in retail and workplace automation as it seeks to reposition its economy in the 21st century.

Retail makes up a significant portion of Reynoldsburg's local economy. A vibrant retail sector

can help build a city's brand and identity. Like many communities across the country, Reynoldsburg has a retail footprint that is largely auto-oriented and does not fit the needs of a 21st century economy. Likewise, new technologies are driving shifts in the labor force, rewarding certain skillsets and education backgrounds while posing challenges to traditional "blue-collar" jobs. An evolving 21st century economy and changing technologies will continue to have a significant impact on Reynoldsburg's economy.

In This Section:

- » **Existing Conditions and Trends:** Retail Typologies and Implications for Reynoldsburg. Existing Employment and Trends in Automation. Economic Incentives in Reynoldsburg.
- » **Key Findings:** Existing Conditions, Trends, and Public Engagement



The old K-Mart site on Brice Road and East Main Street is unlikely to return to its original use as a big-box retail site. Successful big-box stores in Central Ohio now locate in clusters, such as Polaris and Easton.

EXISTING CONDITIONS & TRENDS

Communities across the U.S. are suffering the physical, financial, and social consequences of having a surplus of commercial and retail space. This is at least in part due to growth in online shopping, consumer spending on travel, eating out, and a preference for experiences over goods. Data from the Bureau of Economic Analysis shows spending on travel, recreation, and eating out has steadily increased over the last decade while spending on household goods, clothing, and other goods has steadily dropped. Similarly, according to research from the Harris Group, nearly 80% of millennials say they would choose to spend money on an experience or event as opposed to an item or good.

Spending on travel, recreation, and eating out has steadily increased over the last decade. Spending on household goods, clothing, and other similar items has steadily dropped.

aging strip malls also fail to provide the “experience” that many consumers are seeking. This has a fiscal impact on Reynoldsburg’s ability to remain competitive.

The Rise of Online Shopping

Online shopping is shifting the physical shape of retail. According to the Pew Research Center, only 22% of Americans had made any online purchase in the year 2000 compared to 2015 when 45% reported shopping online at least a few times a month. Retail expert Jan Rogers Kniffen argues that 50% of all retail not tied to bars and restaurants will be purchased online by 2030. This increase in e-commerce has brought competition to the brick-and-mortar retail market not anchored in an experience. Simultaneously, the majority of purchases made at brick-and-mortar retail stores, start with an online search. Although e-commerce will likely continue to grow, supporting healthy brick and mortar retail will remain valuable to the local economy.

RETAIL TYPOLOGIES

Big-Box Stores

Regionally, big-box stores manage to stay competitive by locating in experiential or destination locations (e.g. the Easton Town Center and Polaris). Others now offer cooking or fitness classes, community gathering spaces, restaurants, and service amenities, beyond traditional shopping. Vacant big-box properties in Reynoldsburg are generally isolated from these types of uses and are located in a format that is functionally obsolete. The Focus Areas chapter explores strategies to address specific big-box vacancies within the City.

Strip Malls

Strip Malls in Reynoldsburg have higher occupancy rates than big-box stores. However, existing strip malls in Reynoldsburg are not anchored in destination locations like Polaris and Easton. These

Implications for Reynoldsburg

Reynoldsburg’s aging commercial centers, combined with the projected trends in the retail landscape, guide many of the land use recommendations throughout this document. The Future Land Use section of this chapter includes comprehensive land use recommendations on a city-wide scale. Chapter 7 outlines redevelopment strategies for some of the key underutilized sites along primary commercial corridors. Furthermore, the chapter includes targeted zoning code recommendations that will allow the recommended concepts to move forward.

HOUSING, ECONOMY, AND LAND USE

EMPLOYMENT

Existing Employers

Retail jobs make up the highest share of the total employment in Reynoldsburg, which is not surprising given its significant presence throughout the City. A breakdown of employment by sector for the top four industries is shown in Table 5. The Retail Trade sector is also the top third industry in the state of Ohio. As shown in Table 6, the top four employers in the City has changed slightly in the last decade, but retail and civic or government related employers continue to employ the most workers. As the City looks to update the condition and character of retail in the community, attracting employment from a diverse range of industries will be important. The Brice and Livingston focus area in Chapter 7 addresses this diversification issue through a recommended land use shift.

Trends in Automation

More generally, advances in technology and automation will significantly shift the needs of employers and their workforce in the future. A study published in the fall 2017 by the McKinsey

Table 4: Reynoldsburg Top Employment by Industry

Industry	Share
Retail Trade	24.2%
Health Care & Social Assistance	16.6%
Accommodation & Food Services	15.4%
Administration & Support, Waste Management and Remediation	11.7%

Source: U.S. Census Bureau, Center for Economic Studies, 2015
Reynoldsburg Work Area Profile Report

IN 2016, **6 OF THE TOP 10** EMPLOYERS IN REYNOLDSBURG WERE **RETAIL BUSINESSES.**

Table 5: Reynoldsburg Top Employers Over Time

2007	Rank	Employer	Nature of Business	# of Employees
	1	L Brands	Retail Sales	3,218
	2	Reynoldsburg City Schools	Public Education	830
	3	Walmart	Retail Sales	420
	4	Limited Service Corporation	Retail Sales	406

2016	Rank	Employer	Nature of Business	# of Employees
	1	L Brands	Distribution	3,704
	2	Reynoldsburg City Schools	Public Education	981
	3	State of Ohio	Government	680
	4	Walmart	Retail	445

Source: City of Reynoldsburg Comprehensive Annual Financial Report, 2016

REYNOLDSBURG COMPREHENSIVE PLAN

Global Institute is typical of many. Namely, that a very large number of workers in the United States may need to shift occupational categories and learn new skills in the near future, as up to one-third of job activities may be automated or replaced by technology (See Figure 6). The jobs most susceptible to automation include those which are predictable in nature such as operating machinery, preparing fast food, or processing data. The top employer in Reynoldsburg is a distribution business which may experience a rise in automation of jobs. Within the different industries, the lower-wage jobs, primarily those related to service, are also at a high risk of automation.

Reynoldsburg's current top employer is a distribution company, a field that is highly susceptible to automation of work moving forward.

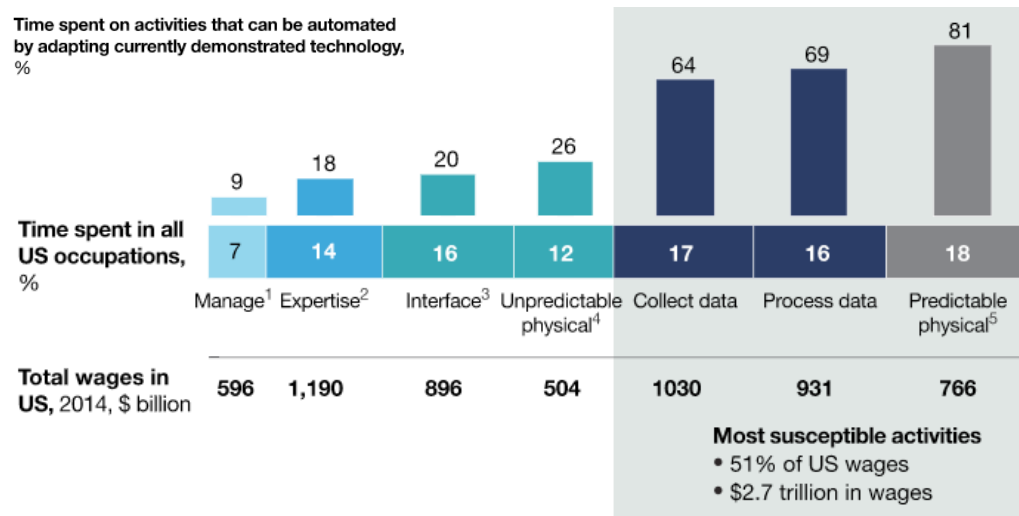
For labor which is not directly replaced by automation, technological advances may still require higher education and experience levels than are presently demanded, meaning that even the lower-wage jobs will be out of reach for

some of the most vulnerable populations. While many Reynoldsburg employees currently work in fields that require human talents and interpersonal skills, such as education, there is still potential for automation within these sectors. Additionally, the residents of Reynoldsburg, regardless of where they work, may need additional workforce training.

Reynoldsburg should look to engage with workers in the community most at-risk of being displaced by automation and technological change. Workers with a high school diploma or less will be less resilient in adapting to forecasted changes than their neighbors with a higher educational attainment.

Ensuring access to job training for residents and workers, as well as collaboration and coordination with educational institutions and employers across Central Ohio, will be important for the City's economic and social well-being moving forward.

Figure 6: Automation Potential By Type of Work



Source: McKinsey Global Institute, 2017

HOUSING, ECONOMY, AND LAND USE

ECONOMIC INCENTIVES

Opportunity Zones

Opportunity Zones, created in 2017, are located in economically distressed areas where new investments may be eligible for preferential tax treatment. They were created to help encourage investment in disadvantaged communities by providing tax benefits to investors. Reynoldsburg has an Opportunity Zone located at Brice and Main. This area encompasses the previous site of Kmart, which currently sits vacant and ready for development.

TIF's and JEDD's

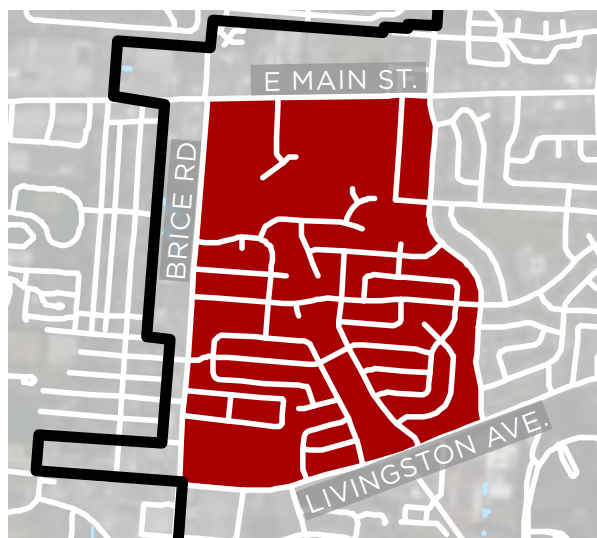
Two economic development tools that can have a significant impact on economic development are Tax Increment Financing (TIF) and a Joint Economic Development District (JEDD). TIF's can be used by local governments to finance public infrastructure improvements and residential rehabilitation. Within a district, a certain percentage of property taxes will go into a fund for public improvements in that area in an effort to make needed improvements and increase property values. Currently the City has a TIF on nearly every commercial property on East Main Street, Brice Road, and Broad Street.”

JEDD's are an arrangement where a municipality and township may develop township land for commercial or industrial uses. Both the township and municipality will share taxes within the property and the water and sewer service may be extended into to the property without annexation.

The City currently has a JEDD with Etna Township that was established in 2017 under Ordinance 92-17. The purpose of the JEDD is to work with the Township to collaboratively share the costs of operating and improving the district.

The first JEDD encompasses 5 parcels totaling approximately 230 undeveloped acres of land east of Mink Street & south of Refugee Road (just north of the Prologis Park – 70 Etna development). The agreement overlays the City of Reynoldsburg's 1.5% income tax on the future employees of the defined

Figure 7: Brice and Main Opportunity Zone



site as well as on the net profits of the companies located on the property. Per the agreement, funds are distributed between the three contracting entities as follows: 20% to the City of Reynoldsburg, 70% to Etna Township, and 10% to the JEDD board.

The second JEDD includes multiple parcels of land totaling about 330 acres to the east of Mink Road, between Refugee Road and Rt. 40 and near Etna's existing corporate park.

CIC's

Community Improvement Corporations (CIC) are economic development entities or land banks that promote, encourage, and facilitate economic and civic development. This can be done through promoting existing opportunities in the City, working to attract and retain businesses, creating public-private partnerships, and developing funds for land acquisitions, incentives, etc. Many communities throughout Ohio have CIC's to assist with economic development.

KEY FINDINGS-ECONOMY



Existing Conditions

- » Based on an estimate using GIS analytics, there is roughly 50 s.f. of retail space per person in Reynoldsburg. This is significantly higher than the national average of approximately 25 s.f. of retail space per person.
- » Moving forward, the demands for retail space will change. Shopping online and spending money on “experiences” as opposed to goods, will drive down demand for traditional retail.
- » Specifically, Reynoldsburg has two types of retail that will be impacted by national and regional trends:
 - » Big-Box – Today, successful big-box stores tend to locate next to other big-boxes (such as Polaris and Easton), rather than succeed in isolation (such as the former K-Mart site).
 - » Strip Malls – This retail form is becoming less desirable, largely because they are not anchored in an experience, which is where people are increasingly spending their time and money.



Public Engagement

- » Redevelop in existing infill corridors, rather than building large scale retail. (Survey)
- » Reynoldsburg should accommodate population growth by growing new businesses (Survey).
- » Shopping and supporting Downtown to create a strong Downtown (with vibrant retail) is important for a strong identity. (Stakeholder Groups)

03

HOUSING, ECONOMY,
AND LAND USE

Future Land Use

OVERVIEW

The Future Land Use Plan is a critical component of the Comprehensive Plan. It is used to guide city staff, planning commission, and private citizens and the development community on future development throughout the City. The planning process revealed a set of priorities reflected in the Future Land Use Plan. This includes accommodating shifting population demographics, the changing fundamentals of retail, and the continued need to diversify the local economy.

Future Land Use Plan Objectives

The Future Land Use Plan shown on the following page is composed of nine districts. Each of these districts has recommended land uses, design characteristics and key features to guide development within the district.

There are a number of City-wide objectives supported in the Future Land Use Plan. The top priorities include:

- » **Reimagining the East Main Street corridor.** East Main Street is largely lined with auto-oriented retail. Trends in retail and population growth (as previously discussed) indicate that this is not the highest and best use of land along this corridor. Diversification of uses along this corridor is a priority.

- » **Diversifying the local economy.** Currently, Reynoldsburg is heavily reliant on the tax base from L Brands. Transforming the Brice and Livingston intersection from retail into a mixed-use center focused on logistics will help diversify local income tax revenues.
- » **Strengthening Olde Reynoldsburg.** Olde Reynoldsburg is the heart and soul of the City. The Future Land Use Plan offers a guide to define and strengthen the District.

Using the Future Land Use Plan

While each of the districts have broad requirements to help guide development, some issues facing the City require a more detailed approach. These include specific issues related to site design, public improvements, and open space. These issues are addressed in the policy implementation section of this plan.

The Future Land Use Plan is not a zoning map, nor do the recommendations take the place of the existing zoning districts or designations. However, it is recommended that the zoning code be updated to reflect the proposed characteristics and uses of the adopted Future Land Use map. Future land use and zoning changes should be in alignment with the map and recommendations herein.

REYNOLDSBURG COMPREHENSIVE PLAN



HOUSING

Reynoldsburg's Existing Housing

A diverse, but aging housing stock.

Reynoldsburg has a diverse housing stock (e.g. a well-distributed number of single-family, duplex, and multi-family units). However, the median age of multi-family housing in Reynoldsburg is approximately 40 years old, making it difficult to compete with other Central Ohio communities for residents.

Potential to capture higher rents. Data from the U.S. Department of Housing and Urban Development shows that forecasted rents for new apartments in Central Ohio are significantly higher than existing rents being charged in Reynoldsburg.

Housing and Population trends

Growing region with smaller household sizes.

Central Ohio is growing rapidly. Approximately 87% of the population growth through 2030 will be households without children.

A growing preference for walkable places. In Ohio, survey data shows a majority of residents would prefer to live in walkable places. Currently, about 20% believe they currently live in a walkable place.



RETAIL

Reynoldsburg's Existing Retail

Reynoldsburg has an overbuilt retail sector.

Many experts say that the U.S. has an overbuilt retail sector, with estimates as high as 25 s.f. per person. An UrbanFootprint estimate revealed that Reynoldsburg has a higher retail footprint per capita than the U.S. at over 50 s.f. per person (UrbanFootprint Estimates).

The style of Reynoldsburg's retail is becoming obsolete. Big-box stores and strip malls, which dominate Reynoldsburg's retail landscape, are not necessarily meeting the needs of Reynoldsburg's future businesses.

Retail Trends

Consumer preference for "experiences." The Harvard Business Review, among other sources, indicate that a significant growth area in retail moving forward will come from eating out and "experiences," such as the ability to shop, eat out, and go to events in a downtown or neighborhood.

Rise in online shopping. Shifting trends in supply-chains and distribution mean that businesses no longer need stores with larger footprints.

Key Takeaways

1

DEVELOP NEW HOUSING STOCK THAT MEETS POPULATION SHIFTS AND MARKET DEMAND.

2

TRANSFORM OBSOLETE COMMERCIAL AREAS INTO VIBRANT RESIDENTIAL AND COMMERCIAL DESTINATIONS.

HOUSING, ECONOMY, AND LAND USE

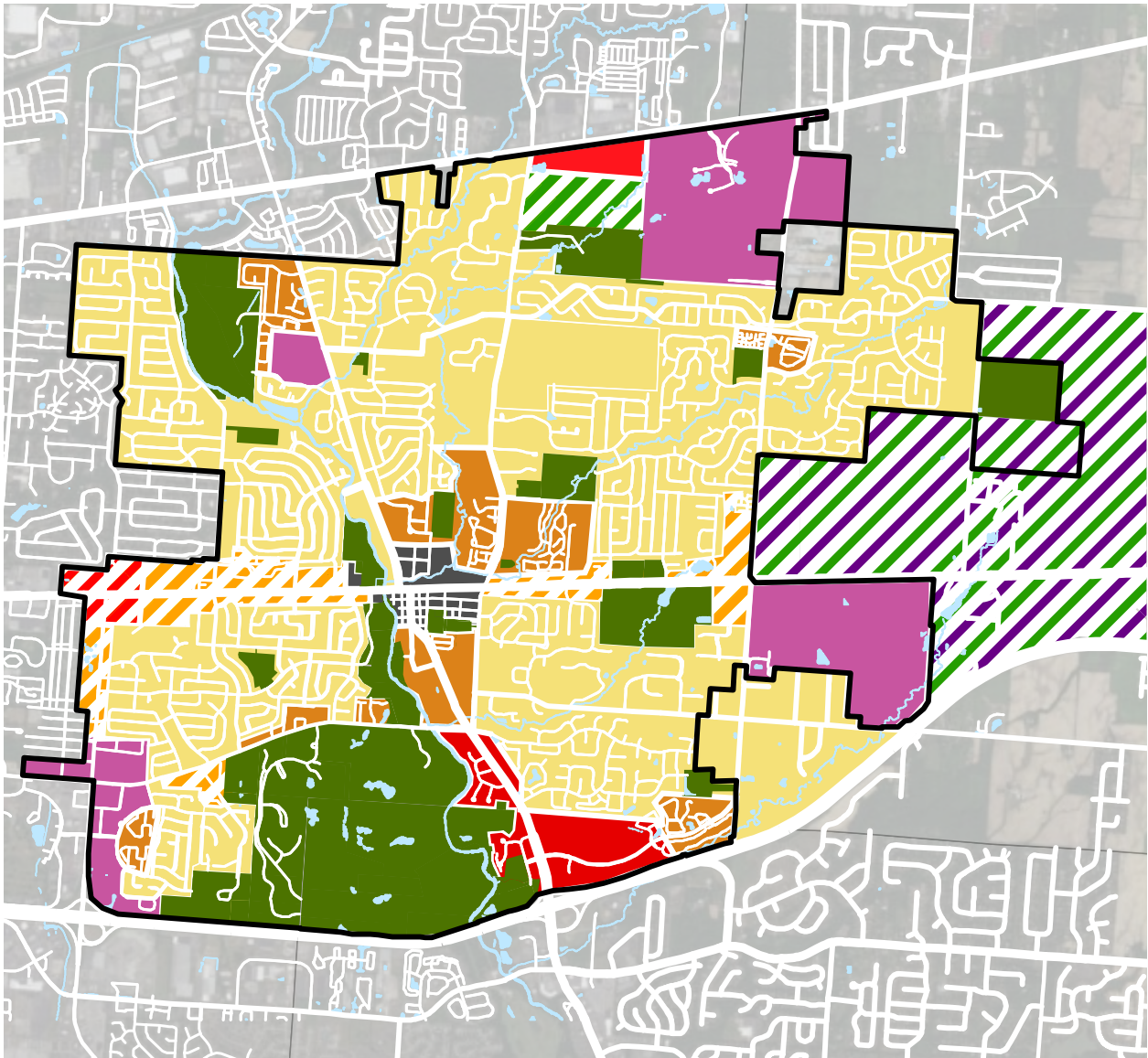
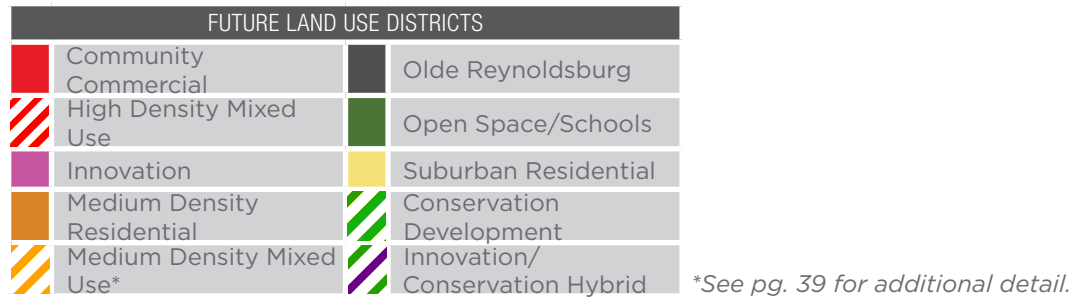


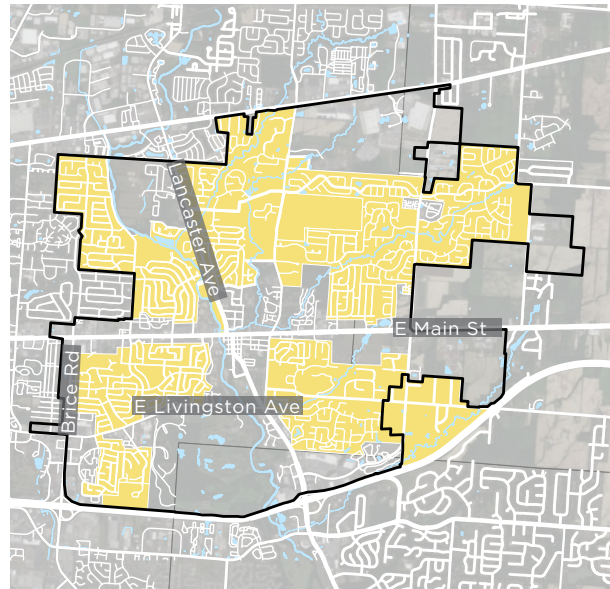
Figure 8: Future Land Use Map



SUBURBAN RESIDENTIAL

Suburban Residential Districts should largely consist of single-family homes situated on medium-sized lots. The Suburban Residential Districts highlighted in the map to the right are largely developed; however, future development should be characterized by a few different traits.

Walkability is an important trait in Suburban Residential Districts. This starts with the street network, which should have sidewalks, street trees, and short block lengths to promote walkability. Furthermore, walkable neighborhoods aren't exclusively pleasant places to walk within. They need to have destinations to walk to. Where possible, each home should be within a half-mile from a park or significant open space, to provide residents the opportunity to walk to recreational activities. Integrating institutional uses, such as schools and day-care centers, are complementary and encouraged in residential districts. Connecting new residential development to trail systems where appropriate is highly encouraged.



Key Features

- » Walkable neighborhoods with street trees and sidewalks
- » Short blocks with frequent connections to adjacent developments or future development
- » Local parks and green space with walking paths, benches, play structures, etc., accessible to each residence
- » Institutional uses, including neighborhood schools, may be integrated throughout the site

Development Character

Development Intensity	3-6 units / acre
Parking	Rear or side facing garages Alley access where appropriate
Front Setback	25-30 ft
Suggested Uses	• Single-family detached • Single-family attached • Duplex • Schools • Religious Institutions



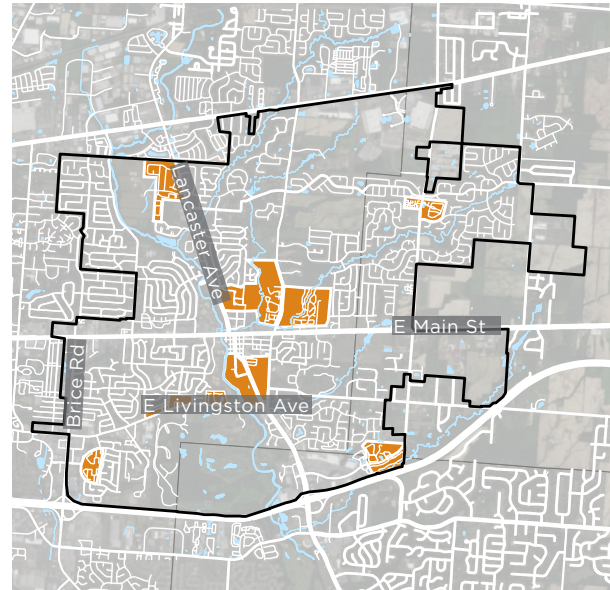
HOUSING, ECONOMY, AND LAND USE

MEDIUM DENSITY RESIDENTIAL

Medium Density Residential Districts are dispersed throughout the community and complement single-family residential by accommodating a more diverse range of housing options.

Future development in Medium Density Residential Districts should be well integrated with surrounding uses while allowing for more compact development to accommodate growth, smaller household sizes, an aging population, and a growing number of households without children. Two-unit buildings are encouraged where appropriate. Developments may include a range of housing options with different price points and styles including townhomes, dense single-family, row houses, and apartments.

High quality, pedestrian-friendly roadway networks between Medium Density Residential Districts and adjacent areas should be a top priority to allow continued and cohesive development throughout the City of Reynoldsburg. Furthermore, infill development should be a priority on current and future vacant parcels that currently exist within the Medium Density Residential District.



Key Features

- » Short walkable blocks with common open spaces
- » Senior-friendly residential options
- » Shared recreational amenities
- » Variety of unit types (townhome, duplex, flat, etc.)
- » Smaller setbacks and improved streetscape to promote walkability

Development Character

Development Intensity	7-12 units / acre
Parking	Rear or side facing parking lots On-street parking Alley access where appropriate
Front Setback	0-20 ft
Suggested Uses	• Single-family attached • Multi-family • Duplex • Townhome



MEDIUM DENSITY MIXED USE

Medium Density Mixed Use Districts are situated along heavily traveled corridors on East Main Street and Brice Road and include a well-integrated mix of housing, neighborhood-oriented retail, and public space, all connected by a network of comfortable, pedestrian-friendly streets.

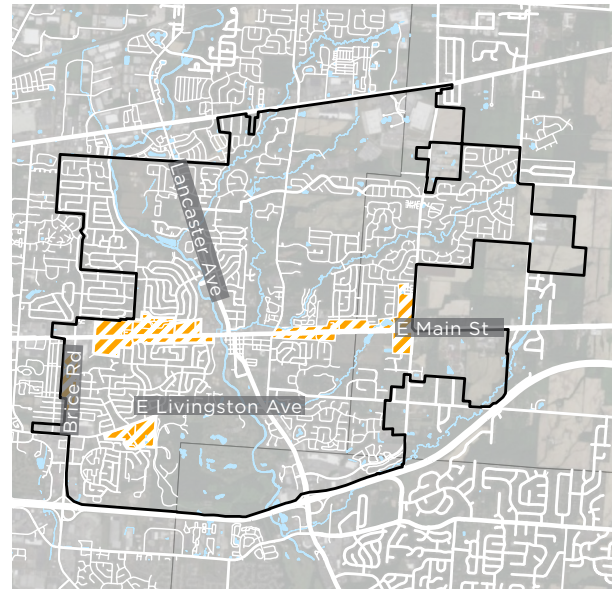
Future development in Medium Density Mixed Use Districts should connect gateways into Reynoldsburg with the downtown, as well as serve commercial needs scaled to accommodate the immediate neighborhoods. The districts should incorporate a mixture of small commercial and office uses, residential units, and retail uses, including shopping and dining. Development should integrate public spaces, such as pocket parks, and the structures should help define the character of the street.

Attractive streetscapes and walkability should be emphasized to encourage pedestrian and transit activity along the corridors, and to create cohesive character amongst neighboring development. Sidewalk cafes, awnings, and landscaping are encouraged to help define the character of the development.

Finally, infill development should be a priority on current and future vacant parcels that currently exist within the Medium Density Mixed-Use District.

Development Character

Development Intensity	20,000 - 25,000 sf / acre (residential units at 10 to 30 units per acre)
Parking	Placed to the rear or side of buildings, well-screened On-street parking
Front Setback	0-20 ft
Suggested Uses	• Duplex/Quad-plex • Multi-family • Dense single-family • Neighborhood commercial • Neighborhood office



Key Features

- » **Along East Main Street, from Brice Road to Olde Reynoldsburg, only commercial uses (office and retail) should be allowed on the first floor. East of Olde Reynoldsburg to Taylor Road, residential is a conditional use on the first floor.*
- » Smaller retail and office users that support local residents and provide experiences at cafes, restaurants, and retail
- » Medium density residential above retail and office where appropriate



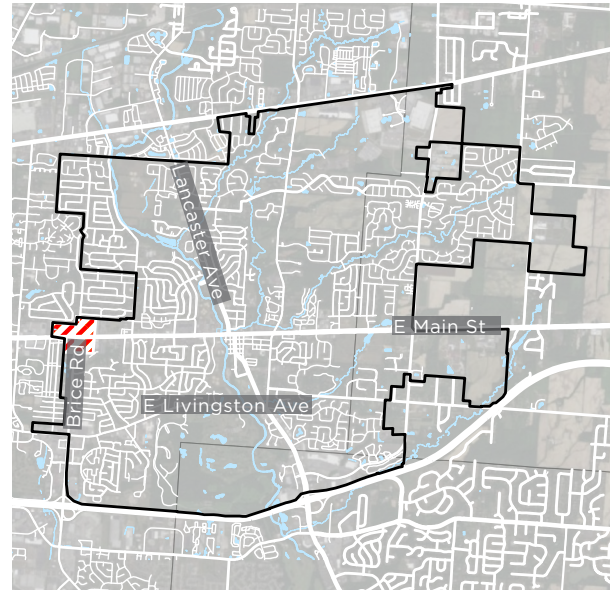
HOUSING, ECONOMY, AND LAND USE

HIGH DENSITY MIXED USE

High Density Mixed Use Districts serve similar functions as Medium Density Mixed Use Districts, but should be located at strategic gateways which are best positioned to accommodate higher-intensity development.

Future development in High Density Mixed Use Districts should be four to five stories with high-quality architecture, minimal setbacks, and pedestrian-friendly site design. Building facades and entrances should be oriented to the street with parking accessible from the rear or side of the building. Signage and wayfinding should be included, as appropriate, to welcome and direct visitors to Reynoldsburg and key community assets.

Residential uses should be intermixed among commercial and office uses. Public parks and green spaces should be integrated throughout future developments and include places for play, pets, and recreation.



Key Features

- » Internal street network within development
- » Pedestrian-friendly streets with high quality streetscapes
- » Residential uses include mid-rise apartment and condo buildings, and units above retail or office
- » Identifiable character, branding, and signage
- » Multi-modal transportation network within close proximity.

Development Character

Development Intensity	20,000 - 40,000 sf / acre (residential units at 15 to 50 units per acre)
Parking	Placed to the rear or side of buildings, well-screened Podium parking where appropriate On-street parking
Front Setback	0-20 ft
Suggested Uses	• Multi-family • Condominium/Townhome • Neighborhood commercial • Institutional Office

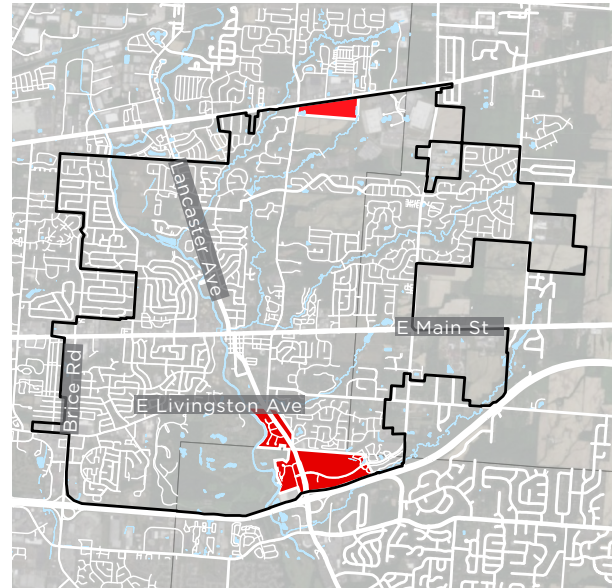


COMMUNITY COMMERCIAL

The Community Commercial District is intended to serve residents of Reynoldsburg and the surrounding areas. With easy access to I-70 and I-270, the districts should promote businesses that rely on a larger geographic market area for their consumer base, along with offices and companies with a regionally-based workforce that can access the district from adjacent, heavily-traveled corridors.

Traditionally, big-box retail has been developed on large lots with ample surface parking. However, changes in online shopping and distribution, along with the imminent rise of automated delivery and autonomous vehicles, will likely diminish the demand for this type of retail in the future.

Future development in the Community Commercial District should accommodate these changes in retail and transportation. Smaller lots and smaller footprints will allow flexibility for current retailers while providing stronger opportunities for adaptive reuse. Streets should be developed as adaptable, interconnected grids, and introduction of other uses may be needed to allow these areas to be successfully repositioned for the future.



Key Features

- » High quality streetscape and roadway materials throughout the district
- » Well-designed buildings with distinct architectural character
- » High quality building standards and abundant landscape treatments within sites, including parking lots, to reflect the brand of the district

Development Character

Development Intensity	15,000-20,000 s.f. per acre
Parking	Rear parking lots, or well-screened side lots
Front Setback	25-30 ft
Suggested Uses	• Regional Commercial • Flex Office

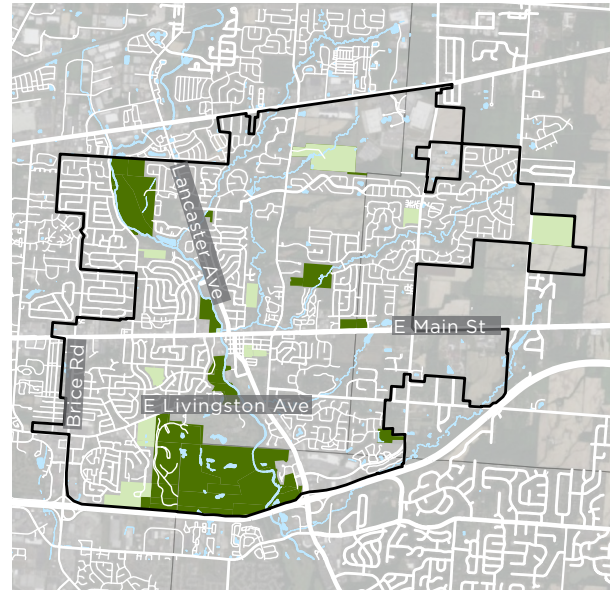


HOUSING, ECONOMY, AND LAND USE

OPEN SPACE

Parks, trails, and open spaces are critically important to the health and well-being of Reynoldsburg's residents. The Open Space District can include a variety of open spaces such as golf courses, ball fields, playgrounds, natural passive areas, and neighborhood pocket parks. These parks vary in their users, from attracting people across the region to a smaller, neighborhood scale.

Moving forward, Reynoldsburg should continue to develop green space with both active and passive uses. Trails are an increasingly popular recreational amenity in communities. When planning for trail improvements, trails should connect key destinations in the community, including Olde Reynoldsburg, civic uses, and existing parks. Schools and residential developments without a significant park within a half-mile of residents should be considered a priority for new open space. (The map to the right highlights existing walk access times to existing public spaces and schools throughout Reynoldsburg and can be used as a tool for future open space planning efforts).

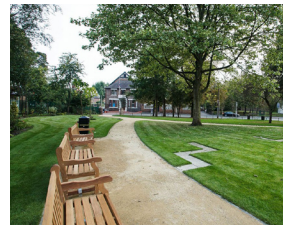


Key Features

- » Shared-use paths as corridors connecting neighborhoods
- » Play structures, picnic areas, recreational fields
- » Open space for City programming or leisure activities
- » Community gardens and dog parks
- » Educational opportunities and facilities
- » Natural wildlife habitats and preserves
- » (Light green indicates schools).

Development Character

Development Intensity	N/A
Parking	Off-street where appropriate
Front Setback	N/A
Suggested Uses	• Neighborhood Parks • Golf Courses • Athletic Fields • Shared-Use Paths • Natural/Conservation Areas • City Parks • Schools



REYNOLDSBURG COMPREHENSIVE PLAN

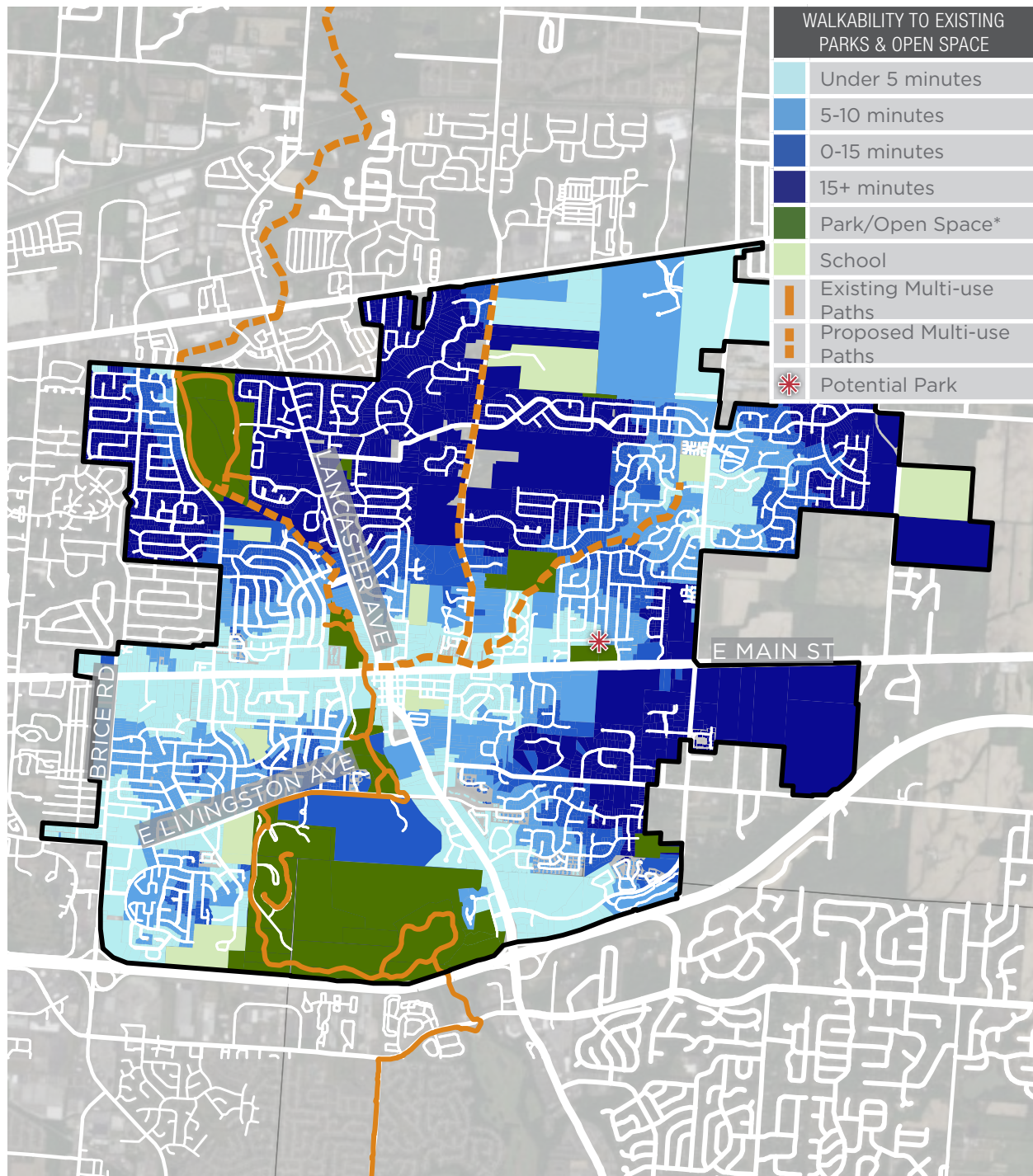


Figure 9: Walkability to Open Space*



*School grounds included in walkability analysis.

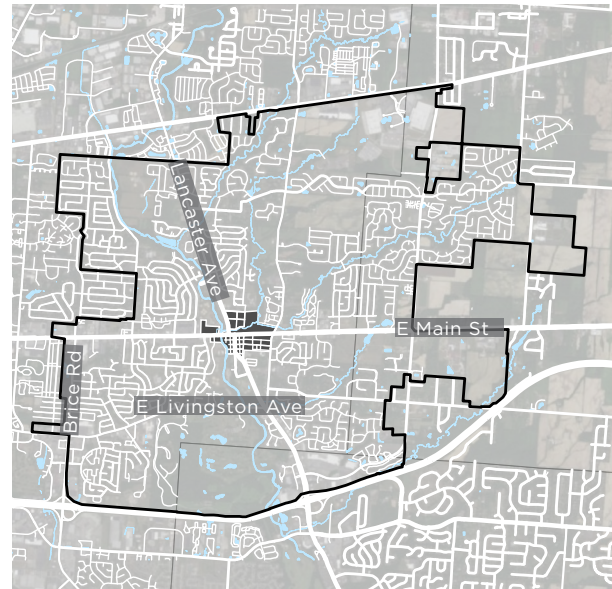
HOUSING, ECONOMY, AND LAND USE

OLDE REYNOLDSBURG

Olde Reynoldsburg is the heart and identity of the City. With a blend of historic buildings, walkable retail and restaurants, small offices, and government buildings, the District is an important gathering place for Reynoldsburg residents and helps strengthen the identity and brand of the city.

Future development in Olde Reynoldsburg should strengthen the historic character of the District. Historic buildings, facades, and public spaces should be maintained in accordance with best practices for historic preservation. Interesting and stimulating pedestrian environments should be a primary feature of the District. Sidewalk cafe seating is encouraged, ground-floor retail with large windows should be promoted whenever possible, and pedestrians should feel safe and comfortable on the streets and sidewalks throughout the district. New residential development is highly encouraged to help bolster and support the vibrancy of the downtown.

The boundaries of this district extend west, over Blacklick Creek, to include the current municipal buildings and campus. Incorporating the civic uses, including the YMCA, of this area into Olde Reynoldsburg can strengthen the mix of uses in the area, promoting a diverse and vibrant place.



Key Features

- » Identifiable character, branding, and signage
- » Walkable streets with sidewalks, short blocks, and a high quality streetscape
- » Public spaces with attractive landscaping, public art, and pedestrian access
- » Integration of retail, office, and residential uses in a true mixed-use approach

Development Character

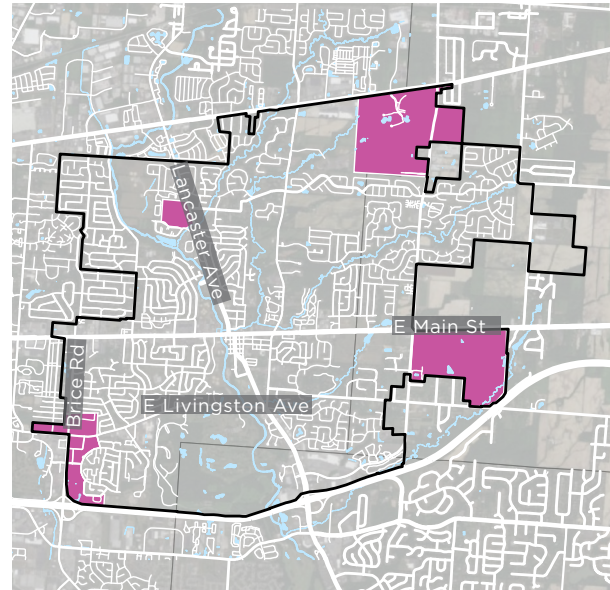
Development Intensity	20,000 - 40,000 sf / acre (residential - varied)
Parking	Located to the rear or side of the building, well-screened On-street parking
Front Setback	0-15 ft
Suggested Uses	• Neighborhood Retail • Bars and Restaurants • Small-Scale Office • Multi-family Residential • Municipal Buildings • Community Centers and Civic Uses



INNOVATION DISTRICT

Innovation districts include a mix of industrial and office uses intended to serve as economic centers for Reynoldsburg and surrounding communities. Professional office users such as research and development, laboratory, and technology businesses, among others are encouraged. Light industrial, manufacturing, and warehouse uses may be appropriate near major roadways. (In particular, the intersection of Brice Rd. and East Livingston Ave. is a strong opportunity for warehousing and logistics companies to locate and take advantage of the close proximity to I-70 and I-270 to distribute their goods to market. See Chapter 7 for additional information).

Buildings and sites should be well designed, incorporate green infrastructure, have distinct architectural character, and be well integrated with surrounding development and amenities. Attractive landscaping, streetscape elements, and signage should be used to integrate larger sites into the existing street network. Pedestrian crossings should be provided along adjacent streets throughout the districts.

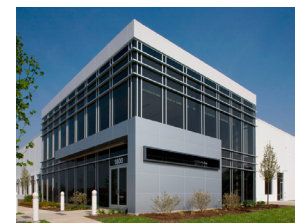


Key Features

- » Signature buildings should serve as a gateway into Reynoldsburg
- » Attractive landscaping and green infrastructure features such as ponds, fountains, small parks, bioswales, etc., are encouraged
- » Small to mid-sized manufacturing warehouses with limited noise and toxin pollution
- » Signage and branding elements incorporated throughout the district

Development Character

Development Intensity	20,000 - 25,000 s.f. per acre
Parking	Rear parking lots, or well-screened side lots
Front Setback	10-25 ft
Suggested Uses	• Industrial • Office • Logistics • Warehousing

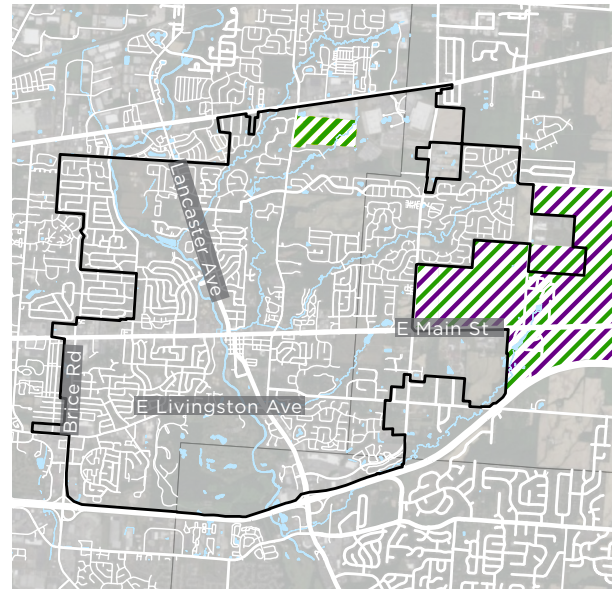


HOUSING, ECONOMY, AND LAND USE

CONSERVATION DISTRICT

As Reynoldsburg's boundaries are currently drawn, the vast majority of land and neighborhoods within the City are already developed. However, if land along the eastern portion of Reynoldsburg's boundary gets incorporated into the City, it should be developed in a clustered pattern that preserves farmland, natural features, and open space. Furthermore, clustered residential development often requires less roadway, water, and sewer infrastructure to design, providing potential cost savings to the City.

The district can offer a number of housing types, from single-family detached, to attached, to townhomes. Open space should promote both passive spaces that preserve farmland or wooded areas, areas for green infrastructure, and more active recreational areas. Both greenspace and residential development should be connected through off-road bicycle and pedestrian trails.

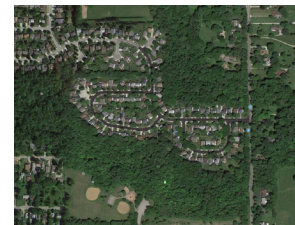


Key Features

- » Clustered single-family development that preserves natural features
- » Typically, 50%-70% of the District is conserved
- » Integrates quality landscaping and green infrastructure throughout the developed portion of the district
- » Innovation zone along East Main Street (indicated with a purple/green hash) indicates areas reserved for new innovative uses that are developed to preserve open space

Development Character

Development Intensity	4 to 6 units per acre
Parking	Rear parking lots, 2 spaces per unit
Front Setback	10-20 ft
Suggested Uses	• Detached/Attached Single-Family • Schools • Community Centers • Research/Office Parks • Office/Warehousing



IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Economy and Land Use.

RESPONSIBLE PARTIES		
	City Council	(CC)
	Planning Department	(PD)
	Planning Commission	(PC)
	Parks & Recreation Department	(P&R)
	Public Service Department	(PS)
	Community Organizations	(CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 2 (*Economy and Land Use*)

DIVERSIFY AND BALANCE A MIX OF LAND USE TYPES THAT CREATES ECONOMIC RESILIENCY WHILE PROMOTING A DISTINCT CHARACTER.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 2.1: Update codes, regulations, and plans to align with the Future Land Use Map.		
Action 2.1.1: Update the City's Zoning Code to align with the Future Land Use Map and district descriptions and regulations.	S	PD/PC
Action 2.1.2: Align updates of the Capital Improvements Plan with the Comprehensive Plan.	S	PS
Action 2.1.3: Coordinate MORPC's regional planning initiatives with future planning documents and studies.	O	PS/PD/PR
Action 2.1.4: Update City-wide business friendly processes to expedite approval process for developments identified in this document and the future land use map. The permit to approval time should take no longer than 30 days.	S	PD/PC

HOUSING, ECONOMY, AND LAND USE

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 2.2: Transition the Brice and Main area to a unique and dynamic mixed-use development.		
Action 2.2.1: Work with public and private agencies (e.g. REDI) to promote redevelopment of focus areas.	S	PD/CC
Action 2.2.2: Use existing TIF's and create new ones as needed to finance future capital improvements associated with development in the area.	O	PD/PS
Action 2.2.3: Leverage the potential of the Opportunity Zone to attract future private investment in the Brice Road area.	S	PD
Action 2.2.4: Work with MORPC and COTA to integrate mass transit into future development plans in the area.	O	PD/PS
STRATEGY 2.3: Grow Olde Reynoldsburg as the cultural and entertainment center of the community.		
Action 2.3.1: Create new public space areas that will serve to create a sense of place and provide opportunities for gathering and entertainment.	O	PD/PR
Action 2.3.2: Embrace the waterways in all future design decisions.	O	PD/PR
Action 2.3.3: Explore the opportunity to create on-street parking on East Main St. to expand parking options and improve walkability.	S	PD/PS
Action 2.3.4: Consider implementing tools to promote the growth and reinvestment of the Downtown District, including Tax Increment Financing, Designated Outdoor Refreshment Area (DORA), or a Special Improvement District, among other programs.	S	PD/CC/PR
Action 2.3.5: Create gateways that define and brand Olde Reynoldsburg, including arches, signage, public art, etc.	S	PD/PS
Action 2.3.6: Expand off-street parking options with high-quality landscape screening.	O	PD/PS/CC
STRATEGY 2.4: Transition the Brice Rd. and Livingston Ave. area to a light industrial, innovation, and logistics center that capitalizes and builds on access to the I-70 corridor.		
Action 2.4.1: Partner with the City of Columbus to transition outdated commercial uses into spaces competitive in the marketplace.	M	PD
Action 2.4.2: Develop a unique brand to promote the innovation in the Innovation District.	M	PD

REYNOLDSBURG COMPREHENSIVE PLAN



04

MOBILITY

04

MOBILITY

Mobility

OVERVIEW

Mobility in Reynoldsburg covers a variety of transportation modes. Beyond a traditional examination of traffic counts and whether or not roadway design can accommodate these traffic counts, this Chapter addresses safety and comfort for pedestrians, transit riders, and automobile drivers. While the future of transportation technology continues to evolve, a focus on developing a comfortable street and pedestrian network for all users will remain essential to helping Reynoldsburg maintain a strong quality of life. The intent of future transportation planning in Reynoldsburg is to balance function and character.

In This Chapter:

- » **Existing Conditions and Trends:**
Roadway, Non-motorized Transportation, Complete Streets, Regional Mobility Efforts
- » **Planned Roadway Improvements**
- » **Implementation Strategy**

As Reynoldsburg accommodates population growth and new development, strengthening connectivity and leveraging infrastructure investments will be critical. High quality streetscape design, improved pedestrian safety, and trail connectivity are important investments. Furthermore, the City can coordinate planned infrastructure investments, particularly along East Main Street, with other public and private investments, occurring locally and regionally.

The transportation component of this plan builds upon the principles and land use recommendations to define a vision for the future transportation network. It establishes a hierarchy of streets and street design criteria to support the land use vision and provides strategies to continue to expand the City's road network, bikeway system, transit service, pedestrian infrastructure and other mobility needs over the next 30 years and beyond.

Survey data indicates that Ohioans increasingly prefer to live in walkable communities. Figure 11 (to the right) indicates areas of strength and opportunity across Reynoldsburg.

REYNOLDSBURG COMPREHENSIVE PLAN

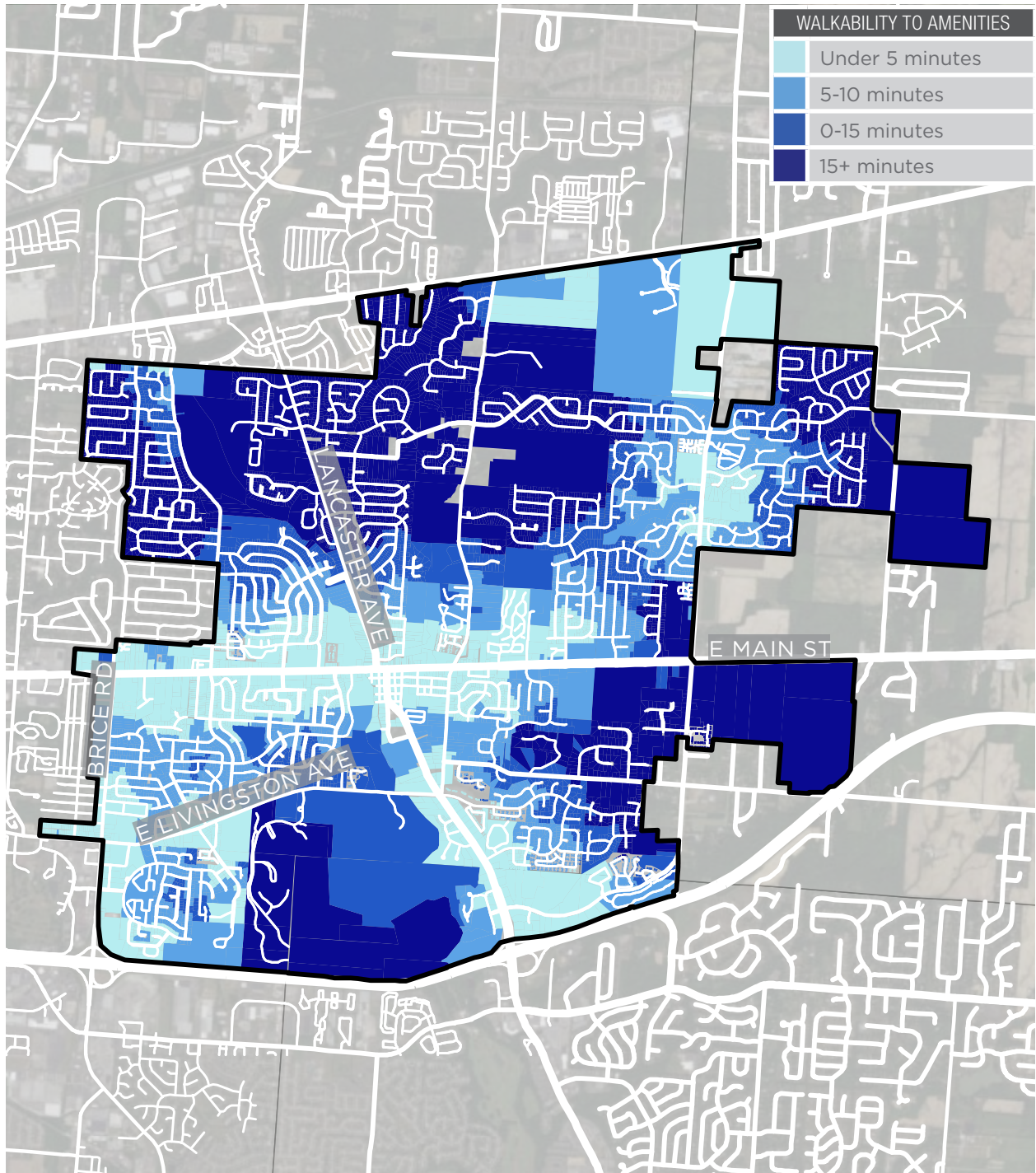


Figure 10: Walkability to Amenities



MOBILITY

EXISTING CONDITIONS AND TRENDS

ROADWAY

High Crash Locations

The transportation network must be designed to safely accommodate all modes of travel. More heavily traveled corridors will inherently have more crashes due to the higher volume of cars. However, examining the context of crashes helps identify potential improvements. The map on the following page shows areas marked in the top 100 crash locations in Central Ohio by MORPC. They experience both heavy traffic and have multiple curb cuts in close proximity with little to no access management (shared entrances and access drives).

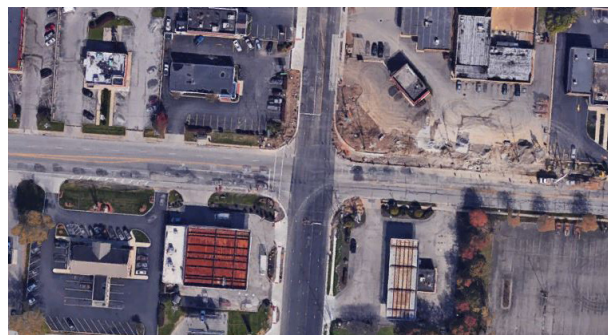
Traffic Volumes

While Reynoldsburg has several heavily traveled corridors, traffic volume is not as high in comparison with other suburbs. Traffic volumes are measured in terms of average vehicles per day or Average Daily Traffic (ADT). ADT varies considerably based on roadway context and design. High ADT corridors are often attractive for retail development, while less attractive for residential development. Corridors with certain levels of traffic may employ different designs (number of lanes, lane width, intersection type, etc.) depending on context. The new roadway network guidelines will ensure that even roads with high traffic volumes can develop in a safe way for all users.

The East Main Street corridor carries more than 32,000 vehicles per day and Lancaster Avenue nearly 25,000. While these are the busiest roadways in Reynoldsburg, ADT is lower than the busiest



Waggoner Road and Broad Street (#24 on Figure 12.)



Brice Road and East Livingston Avenue (#49 on Figure 12).



Brice Road and East Main Street (#90 on Figure 12.)

roadways in communities such as Dublin and Westerville, which have ADTs between 35,000 to 45,000 vehicles. Despite the high ADT's in these communities, both Dublin and Westerville's downtowns are still vibrant and walkable with a mix of uses. (See recommendations for Olde Reynoldsburg in Chapter 7).

REYNOLDSBURG COMPREHENSIVE PLAN

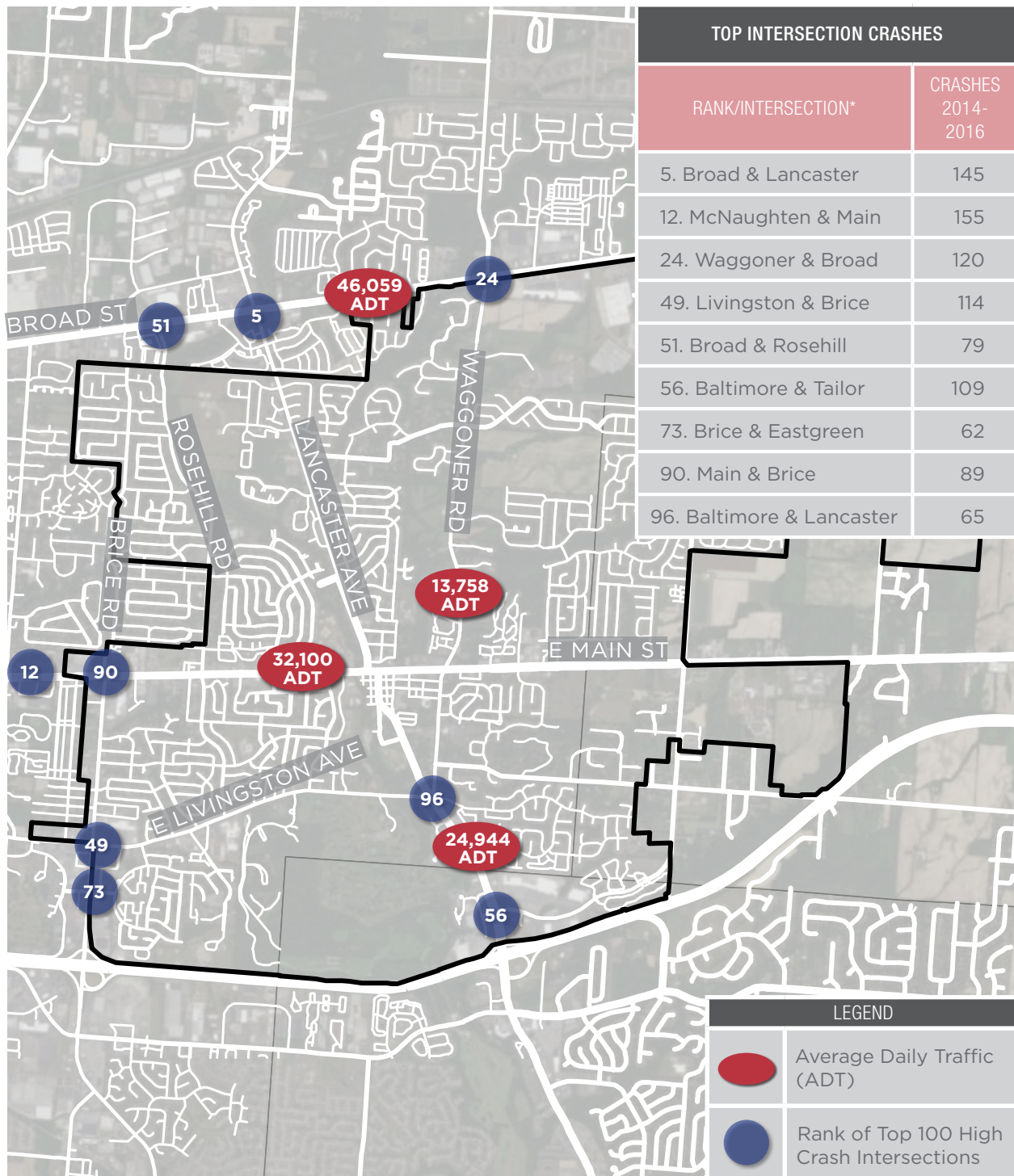


Figure 11: Traffic Counts and High Crash Data Locations



*Intersections are ranked on total crashes and crash severity.

MOBILITY

NON-MOTORIZED TRANSPORTATION

Existing Trail Network

The City has an extensive and growing bikeway network connecting to the regional trail and greenway network. As highlighted on the map on the following page, many of the City's parks and schools are connected to the existing bikeway network, and there are plans to provide additional connectivity between the remaining schools, parks, and future bicycle networks.

As Reynoldsburg plans future facilities, there are two different types of trails and paths that can be implemented: off-road trails and on-road bike lanes and facilities. Recommended off-road trails are highlighted here. Integrating on-road facilities into a Complete Streets philosophy and network are highlighted on the following page.

Columbus Area Active Transportation Plan

The 2016-2040 Columbus Area Metropolitan Transportation Plan also included the Columbus Area Active Transportation Plan to help identify regionally significant active transportation projects that include pedestrian, bicycle and transit accommodations.

The draft plan, completed in October 2015, includes tools such as an interactive map and cost estimator for construction costs for active transportation facilities. The interactive map identifies major transportation corridors with recommendations for appropriate transportation facilities for each type. As Reynoldsburg plans for future non-motorized facilities, this plan should be consulted.



A two-way bicycle lane (shown here in Columbus), is a safe, on-road facility protected from automobile traffic by parked cars.



Green painted lanes are an effective way to draw attention to cyclists, particularly at intersections.

Implications for Reynoldsburg

Off-road bicycle and trail facilities, while more expensive to construct than on-road bicycle lanes, are safe facilities for users of all ages. The map to the right highlights the parks, schools, and Olde Reynoldsburg. Many of these locations are currently connected by off-road bicycle trails. Filling in the missing links, along with prioritizing construction on trails that connect some of these uses, should be a priority for the City moving forward.

REYNOLDSBURG COMPREHENSIVE PLAN

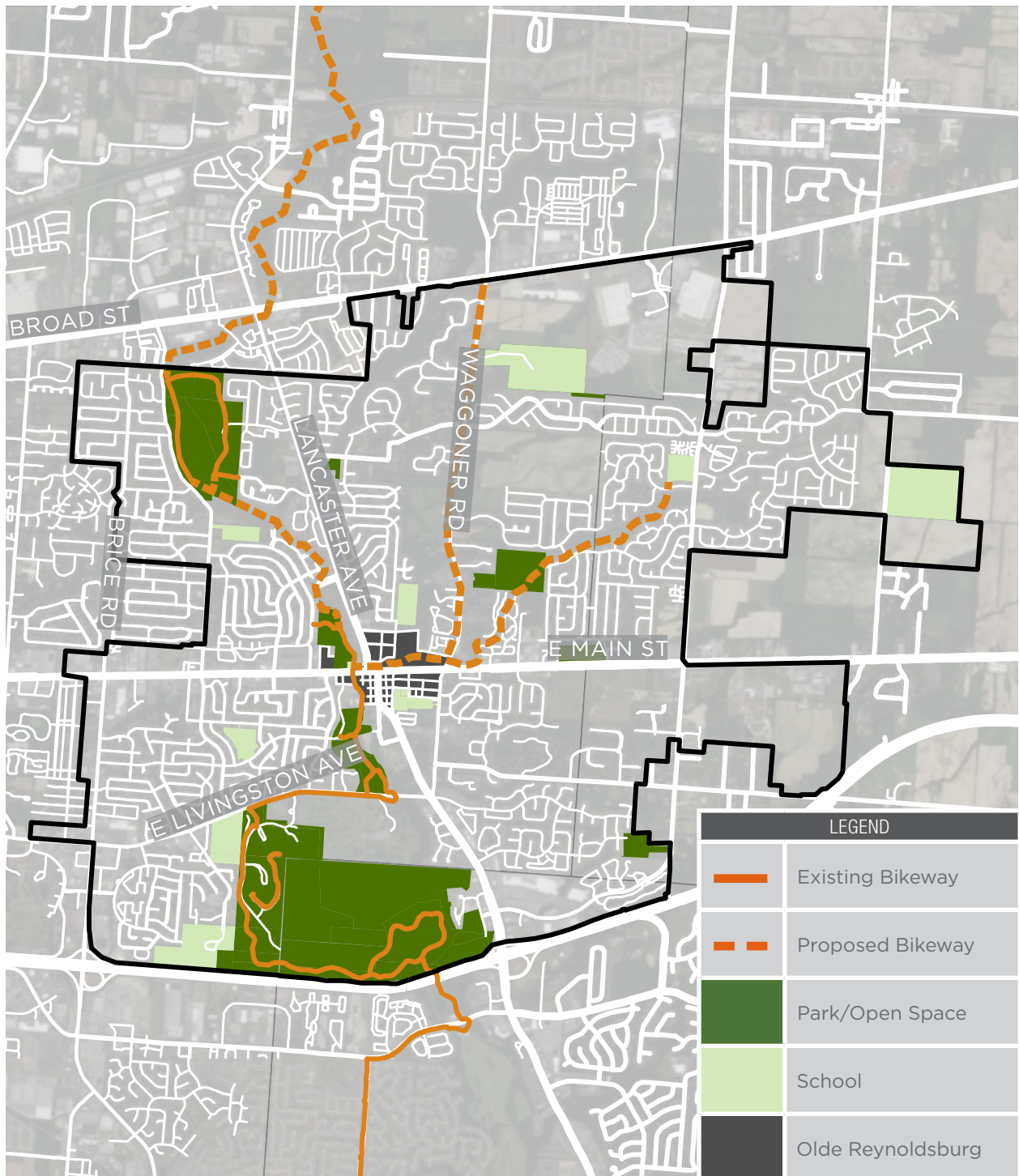


Figure 12: Non-Motorized Transportation Planning



MOBILITY

COMPLETE STREETS

Complete Streets is a philosophy used by cities to accommodate the need for an integrated, connected street network that serves users of all ages and abilities, including motorists, bicyclists, pedestrians, and transit riders.

Throughout the process, Reynoldsburg residents indicated a preference for walkability. A Complete Streets policy can help promote walkability.

Appropriate design standards and engineering requirements must be balanced to meet users' needs within the context of the street. Furthermore, the implementation of roadway improvements should accommodate the physical needs of all users of a transportation network, regardless of their age or physical ability.

The design of a "Complete Street" depends on its context. For example, a Complete Street in a rural area may not include sidewalks and curbs, but could feature a multi-use path on one side of the street to provide a meaningful transportation option in that setting. For that reason, not all "Complete Streets" will look the same.

Features of Complete Streets may include:

- » Sidewalks and bike lanes
- » Comfortable and accessible public transportation stops
- » Frequent and safe crossing opportunities, with accessible pedestrian signals
- » Curb extensions and median islands
- » Narrower travel lanes, and roundabouts

The priority roadway networks, highlighted in Figure 14, indicate roadway networks where a Complete Streets approach may have the most significant investment.

Roundabouts

Intersections typically require stop signs or traffic signals when traffic counts warrant. However, modern, low-speed roundabouts can reduce crashes, accommodate more traffic than traffic signals, cost less, and require less pavement than signalized intersections. Pedestrian crosswalks are located behind the "pause" line for automotive traffic. Although not all intersections are candidates, the roundabout is a viable traffic management tool.

- » **Safety:** Reduction of crashes and fatalities due to slower speeds and no left turns.
- » **Improved traffic flow:** Congestion is alleviated through continuous traffic flow.
- » **Complex intersection solution:** Roundabouts are ideal for 5-legged, sharp intersection and other unusual intersections.



Roundabouts are becoming increasingly common in Central Ohio. Newark, Ohio (above) installed four roundabouts around its Downtown square.

- » **Less conflict:** Roundabouts offer fewer points of conflict where crashes may occur.
- » **Easy maintenance:** Given the lack of traffic signals, roundabouts are easier to maintain and more energy efficient than signaled intersections.

REYNOLDSBURG COMPREHENSIVE PLAN

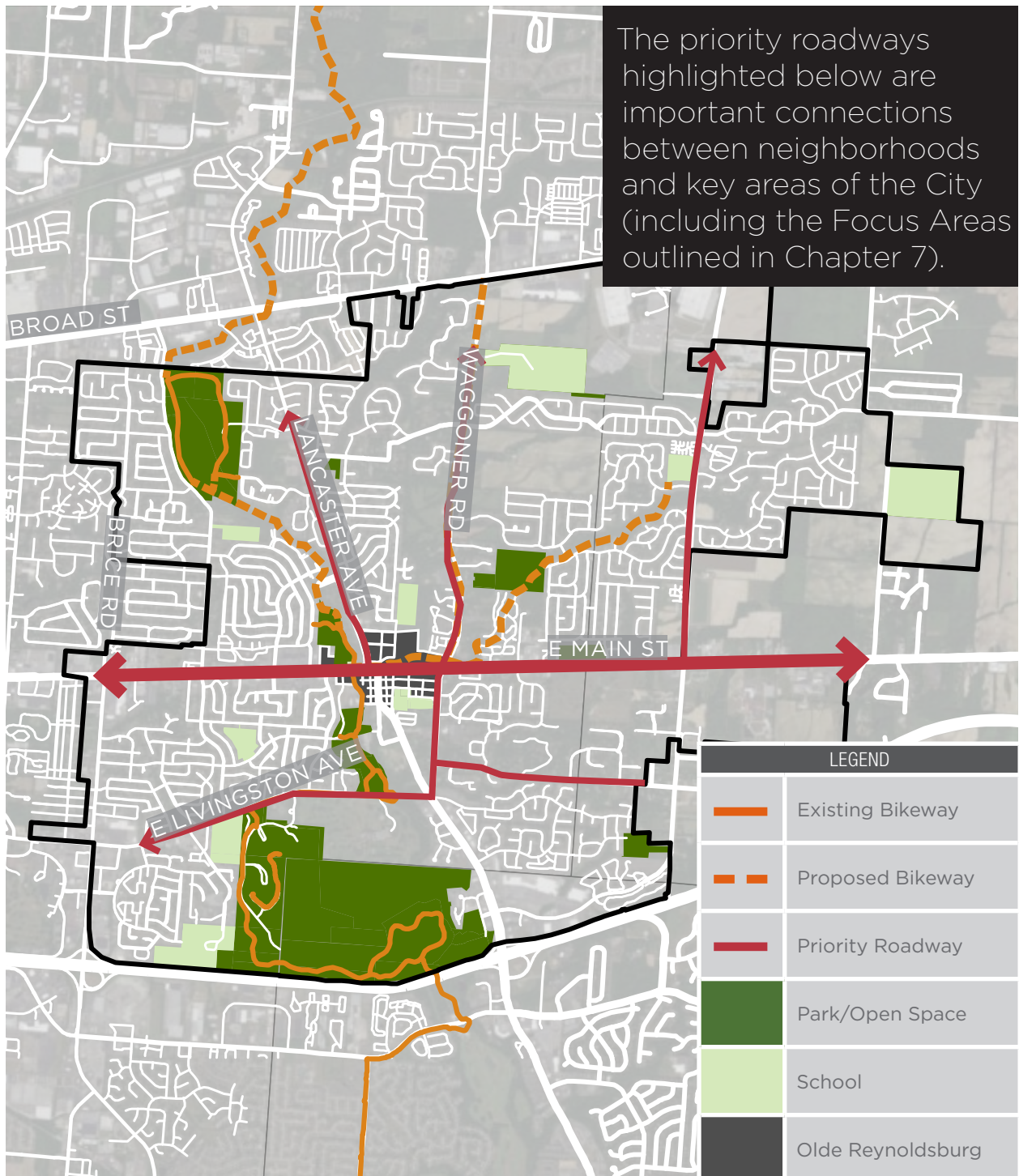


Figure 13: Major City Thoroughfares



See appendix for planned roadway improvements.

MOBILITY

REGIONAL MOBILITY EFFORTS

Throughout the Central Ohio region, several planning initiatives are underway that will help shape the future of mobility in Reynoldsburg. These key projects, likely to impact future development, land use, and transportation in Reynoldsburg, are highlighted below.

Insight 2050

The Insight 2050 planning process conducted by the Mid-Ohio Regional Planning Commission (MORPC) has estimated that Central Ohio is expected to grow by up to one million people by the year 2050. As part of planning for that population growth, MORPC has initiated a follow-up planning study that considers long-term land use and transportation strategies on five key corridors. These corridors are likely to accommodate significant population growth throughout the Central Ohio.

East Main Street, specifically the portion of the corridor from Downtown Columbus to Reynoldsburg, is one of these five corridors. Local staff and elected officials from jurisdictions along the corridor, along with regional planning officials and transit leaders, have begun planning for the implications of population growth. This includes identifying key nodes of residential development, public space investments, and future transportation options along the corridors.

NextGen

The Central Ohio Transit Authority (COTA) recently completed a long-range planning effort called NextGen to identify public transportation needs and opportunities through the year 2050. NextGen considers how future population growth and other trends will shape demand for public transportation. COTA recently reconfigured many of their routes to offer more frequent and faster transit service. The plan's Vision 2050 also includes 13 potential high capacity transit corridors centered

on some of Columbus' most dense corridors. East Main Street has been identified as a high-capacity corridor, with the potential for future Bus Rapid Transit services.

Smart Columbus

Municipal governments around the country are at the beginning stages of integrating technologies to improve city functionality and the overall quality of life for residents. In 2016, the City of Columbus won the U.S. Department of Transportation (USDOT) \$40 million Smart City Challenge with additional funds from private and philanthropic sectors. Smart Columbus aims to achieve the following:

- » Improve access to jobs through expanded mobility options in major job centers.
- » Compete globally through smart logistics.
- » Connect Columbus residents to safe, reliable transportation that can be accessed by all.
- » Better connect visitors to transportation options.
- » Develop a more environmentally-sustainable transportation system.

As Smart Columbus continues to evolve, the City of Reynoldsburg may be able to apply lessons learned to the future of mobility in Reynoldsburg.

Implications for Reynoldsburg

These regional mobility efforts have identified East Main Street as an important corridor, both for the City of Reynoldsburg and the region. Currently, East Main Street is the main transit corridor in the city (see map to the right). Redevelopment concepts for underutilized areas along this corridor, which can be found in the Focus Areas Chapter, reflect the efforts to accommodate future population growth and increase mobility options along this corridor.

REYNOLDSBURG COMPREHENSIVE PLAN

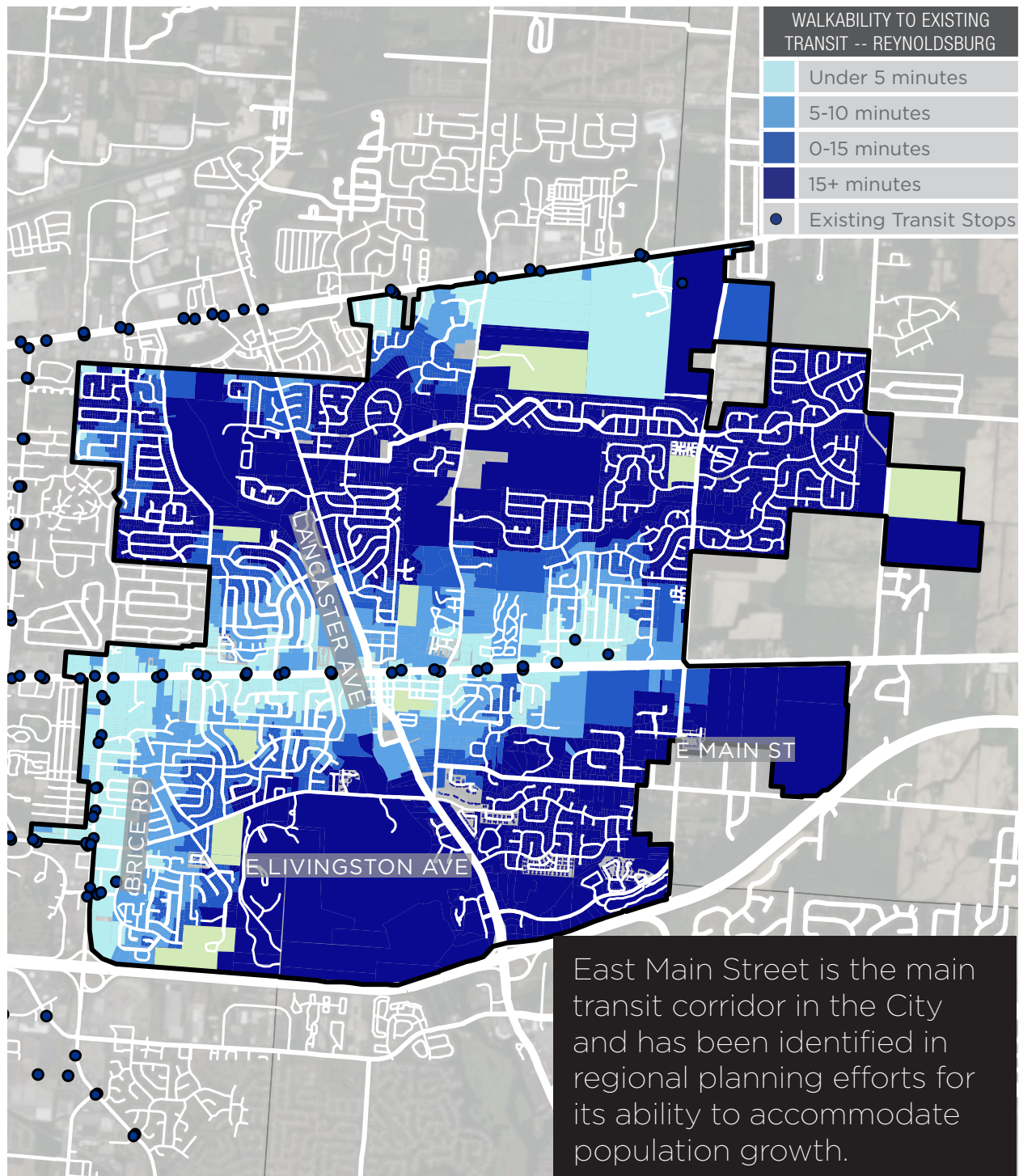


Figure 15: Walkability to Existing Transit



MOBILITY

KEY FINDINGS-MOBILITY



Existing Conditions

- » The City has an extensive bikeway network with additional connections planned to better link schools, parks, and destinations.
- » East Main Street, Reynoldsburg's main commercial corridor, continues to be a focus of regional planning efforts and local improvements:
 - » As a result of Insight 2050, local stakeholders are studying East Main Street as a corridor that is likely to accommodate significant population growth over the next 30 years.
 - » In the short term, East Main Street has plans for capital improvements by 2022. Infrastructure and streetscape improvements should be designed with the understanding that more residents will live along East Main Street in the future.
 - » East Main Street will be repaved in Olde Reynoldsburg in 2019. A new streetscape should include well-defined pedestrian markings and on-street parking to improve the safety, energy, and access in Olde Reynoldsburg. (U.S. Route 23 goes through the heart of Olde Reynoldsburg, it is a walkable street with on-street parking).



Public Engagement

- » Residents noted low satisfaction and high rate of importance for road conditions and traffic flow (Aimpoint).
- » Residents noted a preference for walkability throughout the process.
- » Improving trail connectivity throughout the City is important (Stakeholders). Multi-purpose trails and bicycle paths were moderately important to survey respondents. (Aimpoint).

REYNOLDSBURG COMPREHENSIVE PLAN

IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Mobility.

RESPONSIBLE PARTIES	
	City Council (CC)
	Planning Department (PD)
	Planning Commission (PC)
	Parks & Recreation Department (PR)
	Public Service Department (PS)
	Community Organizations (CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.1: Expand the sidewalk and bikeway networks to provide connectivity within Reynoldsburg and the region.		
Action 3.1.1: Create multi-use paths along at least one side of new roadways where appropriate. While many residential streets may be appropriate for onstreet bike facilities, busier streets with higher vehicle counts are better suited for off-street paths.	O	PS/PD
Action 3.1.2: Establish partnerships with area jurisdictions and state agencies and organizations on bikeways and trails. Coordinate the extension of bikeways and trails into adjacent townships and municipalities by collaborating with Central Ohio Greenways, MORPC, Metroparks, City of Columbus, Townships, and other entities. Collaborative efforts may enable special funding or cost-sharing opportunities.	O	PS/PR/PD

MOBILITY

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
Action 3.1.3: <i>Require that bicycle parking facilities (bike racks or shelters) are included on new development plans where appropriate. Include requirements for bike parking facilities within the suggested update to the City's zoning code.</i>	O	PS/PR/PD
Action 3.1.4: <i>Ensure that any roadway and non-motorized transportation improvements meet the needs of all users in Reynoldsburg, including seniors, young people, and those with physical limitations.</i>	O	PS
STRATEGY 3.2: Reduce congestion and improve quality of main corridors and intersections.		
Action 3.2.1: <i>Manage access points onto parkways and boulevards (arterials and major collectors). Access management should be applied on all boulevards and parkways and on avenues in commercial settings to provide for adequate, safe and properly designed entrances and exits to and from developments.</i>	O	PS/PC/PD
Action 3.2.2: <i>Consider the use of roundabouts at local intersections. Modern roundabouts have been demonstrated to improve efficiency and safety at critical intersections. The City should consider roundabouts at intersections where appropriate.</i>	O	PS
Action 3.2.3: <i>Require traffic impact studies for most development proposals. Development proposals that meet certain criteria should be required to submit a traffic impact study as part of the review process.</i>	O	PS
Action 3.2.4: <i>Develop partnerships to leverage the work of the City of Columbus' Smart City Grant. The Smart City Grant (from the US Department of Transportation), has made Columbus an epicenter for testing "intelligent" transportation systems.</i>	O	PS/PD

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.3: Expand public transportation options.		
Action 3.3.1: Continue to coordinate with the Central Ohio Transit Authority (COTA). Meet with COTA officials at least annually to identify opportunities to improve public transportation in the City. As needed, share significant development proposals to assess their design with regard to viability of transit.	O	PS/PD
STRATEGY 3.4: Ensure that new developments are connected into the existing transportation network.		
Action 3.4.1: Require street and trail connectivity between developments. Update the land development regulations to require that development plans include street and trail connections to adjacent development. At the edge of the City, stub streets should be included in subdivisions with the expectation that those streets will be connected to future development.	O	PS/PD/PC
STRATEGY 3.5: Expand trail connectivity in and around Olde Reynoldsburg.		
Action 3.5.1: Develop a connection west of the Main Street Bridge, on the north side of the street, to connect to the Blacklick Trail.	S	PD/PS/PR
Action 3.5.2: Develop and implement a non-motorized network through Old Reynoldsburg along the French Run Creek.	S	PD/PS/PR
STRATEGY 3.6: Ensure Reynoldsburg is prepared for the adoption of autonomous and connected vehicles.		
Action 3.6.1: Ensure that a zoning code update incorporates anticipated changes in land use and parking requirements as a result of autonomous vehicles.	S	PD
Action 3.6.2: Planning Commission should consider the impact of autonomous vehicles in development review.	O	PC

05

UTILITIES AND INFRASTRUCTURE

05

UTILITIES AND
INFRASTRUCTURE

Utilities and Infrastructure

OVERVIEW

Reynoldsburg's sewer, water and drainage systems are critical in providing for the public health and safety for residents, employees, and students within Reynoldsburg. Homes, businesses, schools, and institutions all benefit from the development, operations, and maintenance of Reynoldsburg's infrastructure.

The goal for Reynoldsburg's public utilities is to maintain excellent service with all utilities while utilizing proven technologies and best practices to make the City's systems more efficient and sustainable. The City's utilities are currently functioning at a high level, but there are opportunities in future development projects to continue to improve the systems' functionality.

In This Chapter:

- » **Existing Conditions:** Sanitary System, Storm System, Water System, Sewer Service Area, Fiber
- » **Best Practices:** Green Infrastructure and Street Design
- » **Implementation Strategy**

EXISTING CONDITIONS

Sanitary System

Reynoldsburg sanitary sewer lines perform the essential function of collecting household and commercial wastes and conveying them to points of discharge – primarily into the City of Columbus for treatment. The construction and management of a sanitary sewer system is a major component of the City's public works infrastructure network and imperative to community health.

The City of Reynoldsburg has a contractual agreement with the City of Columbus for sewage treatment. The existing sanitary sewer lines in the City are connected to Columbus. The City programmatically includes sanitary sewer line improvements in conjunction with street rehabilitation projects.

As Reynoldsburg plans for sewer service, areas that can flow by gravity to the existing subtrunks are the most efficient areas to serve. Areas that cannot be served via gravity lines can be accessed with lift stations, but these are expensive.

Sewer planning uses the Equivalent Dwelling Unit to determine future sewer needs. The 2002 study and county standards fall somewhere between 350

REYNOLDSBURG COMPREHENSIVE PLAN

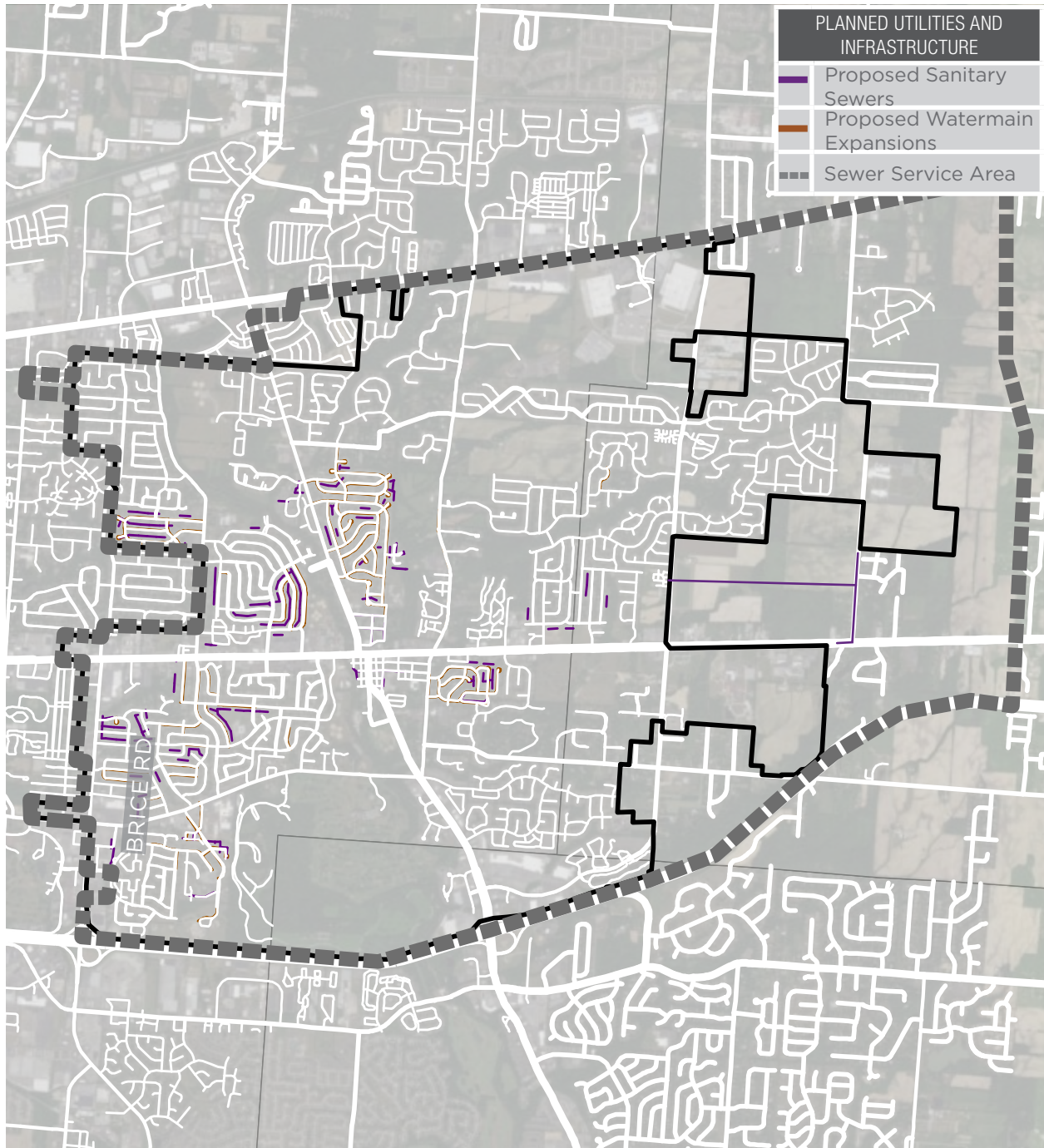


Figure 16: Planned Utilities and Infrastructure



UTILITIES AND INFRASTRUCTURE

gallons per day and 400 gallons per day. This allows for planning per housing unit. Non-residential uses are calculated based on an EDU as determined based on the specific type of use.

- » *DFFOs led to Citywide SSES Investigations*
- » *CCTV, Smoke Testing, and Manhole Investigations*
- » *Frequency and Severity of Defects produced many recommendations*
- » *Rehabilitation, Repair, or Replacement*

The additional load resulting from proposed development will require sanitary sewer line extensions for new development, some existing line upgrades in the strategic location redevelopment areas, and a holistic understanding of Reynoldsburg's needs and Columbus' capacity.

Storm System

The purpose of Reynoldsburg's storm drainage system is to deal with excess stormwater from paved streets, parking lots, sidewalks, and roofs. Projects are designed to reduce the potential impact of new and existing developments with respect to surface water drainage discharges.

Reynoldsburg maintains a substantial amount of both underground stormwater drainage pipes, and continues to incorporate stormwater requirements into every public and private development proposal.

Reynoldsburg has practiced sustainable urban drainage, trying to replicate natural systems that lower the environmental impacts caused by dirty surface water run-off through collection, storage, and cleaning before allowing it to be released slowly back into water courses. These sustainable urban drainage systems require little or no energy input (except from environmental sources such as sunlight, etc.), are resilient to use, and are environmentally as well as aesthetically attractive. However, they do require regular maintenance, as any landscaped feature does.

The table below shows the city's current stormwater management strategies and the quantity of each type of asset.

Existing stormwater system drainage pipes are sufficient for the proposed growth in this plan, yet all new development will require a storm sewer system that mitigates any water quantity or quality impacts. All development proposals must consider downstream impacts. Stormwater management is reviewed by the City as part of the subdivision platting process. Commercial development plans also must be reviewed for proper stormwater treatment and discharge.

Water Main System

Water quality is extremely important, as all public and private development proposals, especially in the Blacklick Creek corridor, must consider the effects of the built environment on the City's water supply. The water distribution system provides reliable water service to customers in the quantities they desire, at the quality level that meets or exceeds both customer and regulatory standards.

Reynoldsburg owns and maintains its own water supply. Water supply comes from the City of Columbus. All water is treated by Columbus and is then master metered as it enters the City of Reynoldsburg and is distributed to residents and businesses.

Currently, the City of Reynoldsburg maintains a water distribution system serving local homes and businesses and over a million feet of pipe infrastructure with the pressures and capacities necessary to support the City's fire hydrants to ensure proper fire protection for properties within the City. Much of this infrastructure has been replaced in the past 20 years, as improvements in technology have led to increased longevity (the system is expected to last for the next 75 years) and capacity (the diameter of the piping). The high quality drinking water produced by Reynoldsburg consistently meets all water quality regulations.

REYNOLDSBURG COMPREHENSIVE PLAN

Water Use Trends

Over the past decade, Reynoldsburg and other Midwest water utilities have experienced a trend of declining water use per capita. This trend has been attributed to increased water use efficiencies in new appliances (such as toilets, washing machines, shower heads, etc.), public water conservation awareness and increasing water/sewer bills. The declining use has more than offset the increases due to population growth. Future per capita use is predicted to remain about the same or slightly decreasing. When average household size (of people and square feet) decreases, so does water

use. When a portion of the projected growth is based upon multi-family, even less water is used, as landscape irrigation and car washing is usually nonexistent.

Based on predicted use patterns and existing infrastructure, Reynoldsburg is well positioned to accommodate the projected growth. The water utility has the supply capacity and the distribution system to support the additional residents and businesses. Certain sections of the water main network will require replacement pipes, valves, fire hydrants, and meters in the near future.

Fiber

Internet usage has evolved dramatically in the last few years, changing how we all shop, bank, and search for services, among other things. Residents and businesses are increasingly reliant on the Internet for their daily needs. The expectations for internet performance (speed and capacity) continue to increase and that trend is expected to accelerate. Fiber connectivity has proven to be an essential utility to support business operations and economic and educational development.

Fast internet (1 Gbps), at an affordable price, has become and will grow as an everyday necessity for businesses and residents. Experts at the Fiber to

the Home (FTTH) Council say fiber-to-the-home connections are the only technology with enough bandwidth to handle projected consumer demands during the next decade reliably and cost effectively.

Media companies (Spectrum, AT&T, Verizon, Comcast, etc.) echo the FTTH Council in their assessment, claiming that existing services will not be able to handle the demand at the rate is growing. The city should explore partnerships with telecommunications companies to implement appropriate and cost-effective infrastructure, including small cell facilities that support

5G technology. The city should avoid investing in below-ground infrastructure.

Focus Area #4 at Brice and Livingston is an ideal location for implementing new 5G technology.

UTILITIES AND INFRASTRUCTURE

BEST PRACTICES

Green Infrastructure

Green infrastructure and low impact development strategies can minimize storm sewer improvement costs to support development and can also be implemented with complete streets. Low Impact Development (LID) is a stormwater management approach modeled after nature: manage rainfall at the source using uniformly distributed decentralized micro-scale controls. LID's goal is to mimic a site's pre-development hydrology by using design techniques that infiltrate, filter, store, evaporate, and detain runoff close to its source. Techniques are based on the premise that stormwater management should not be seen as stormwater disposal. Instead of conveying and managing stormwater in large,

costly end-of-pipe facilities located at the bottom of drainage areas, LID addresses stormwater through small, cost-effective landscape features located at the lot level. This includes not only open space, but

Green infrastructure can be incorporated within complete street design, and should be a feature of improvement projects such as East Main Street in Olde Reynoldsburg.

also rooftops, streetscapes, parking lots, sidewalks, and medians. LID is a versatile approach that can be applied equally well to new development, urban retrofits, and redevelopment projects.

Permeable Pavers

Over time, as pavement is replaced in the city, permeable surfaces like pavers and porous asphalt can be used to reduce the quantity of stormwater that runs directly into the storm system. Permeable pavers allow stormwater to flow through pavers and infiltrate the ground, rather than into the stormwater system.

POTENTIAL LOCATIONS:

- » Sidewalks
- » Curb-bumpouts
- » Parking lots



Street Medians

The primary benefit of street medians is to give pedestrians a stopping point when crossing from one side of the street to the other. However, street medians are an ideal location to integrate green infrastructure into a street, while adding an element of visual interest.

POTENTIAL LOCATIONS:

- » Locate on busy streets to narrow the feel of the street while reducing traffic speeds
- » Locate in between crosswalks separated by long distances.



REYNOLDSBURG COMPREHENSIVE PLAN

Bioswales and Rain Gardens

Rainwater that runs off from Reynoldsburg's streets can be diverted into bioswales and rain gardens, which reduce the quantity of water entering the storm system, improve water quality, and provide landscaping elements and buffering.

POTENTIAL LOCATIONS:

- » Curb-Bumpouts and Medians
- » Parking lots and on-street parking
- » On sidewalks to be buffers for pedestrians



Street Trees

Adding healthy, environmentally appropriate street trees can provide street users a number of benefits. Trees can provide a buffer between pedestrians and automobile traffic and provide an increased level of comfort for pedestrians in the summer. Planting native, appropriate street trees species is important to creating a healthy, sustainable streetscape. Planting trees in silva cells or equivalent structures (pictured to the right) will help ensure healthy tree root growth.



KEY FINDINGS-UTILITIES & INFRASTRUCTURE



Existing Conditions

- » The City's utilities are functioning at a high level. Future development should increase the efficiency and sustainability of the system.
- » Affordable, fast internet will become a necessity for residents.
- » Green infrastructure can be incorporated into stormwater and roadway projects to increase water quality and reduce the burden on the stormwater system.



Public Engagement

- » Residents are open to expanding the City's boundaries to the east to accommodate income-generating uses. (Aimpoint Survey)
- » Residents cited infrastructure conditions as a primary concern in the City. (Aimpoint)

UTILITIES AND INFRASTRUCTURE

IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Utilities and Infrastructure.

RESPONSIBLE PARTIES	
	City Council (CC)
	Planning Department (PD)
	Planning Commission (PC)
	Parks & Recreation Department (PR)
	Public Service Department (PS)
	Community Organizations (CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 4 (*Utilities and Infrastructure*)

COORDINATE FUTURE INFRASTRUCTURE INVESTMENTS WITH ANTICIPATED GROWTH AND DEVELOPMENT

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 4.1: Explore opportunities around implementing fiber infrastructure.		
Action 4.1.1: Explore partnerships with technology companies and other utilities to facilitate access to high-speed internet in an equitable manner.	M/L	PD
Action 4.1.2: With the passage of H.B. 478 in the Ohio Legislature, prepare design guidelines around zoning code update to accommodate small-cell facilities to support 5G cell phone technology within the public right-of-way.	S	PD

REYNOLDSBURG COMPREHENSIVE PLAN

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 4.2: Examine wastewater collection capacity to ensure it meets future needs.		
Action 4.2.1: Perform sanitary sewer system capacity analyses. Development can be constrained by sewer capacity. Study scenarios need to be conducted to determine the future growth and to help adjust the budget as needed to include the remedies found in the analyses.	O	PS
STRATEGY 4.3: Ensure stormwater quality is improved as Reynoldsburg's population continues to grow.		
Action 4.3.1: Establish processes to ensure detention and retention facilities and water quality features are maintained. A review of current monitoring process should be completed and recommendations made to ensure maintenance is being performed as needed.	S/M	PS
Action 4.3.2: Employ sustainable methods for roadway construction. Utilize sustainable methods in the design of streets, as recommended in this Plan.	O	PS
Action 4.3.3: Coordinate Reynoldsburg's stormwater policies with neighboring jurisdictions. Watersheds have geographic limits that are not constrained by jurisdictional boundaries. The City should understand the efforts of neighboring jurisdictions to better maintain stormwater runoff at the current levels and improve the stormwater quality.	O	PS
Action 4.3.4: Collaborate with Franklin Soil and Water Conservation District on education and outreach to the public through mailings, social media, in-person workshops and other methods as to how citizens can reduce stormwater runoff and improve water quality (rain barrels, rain gardens, planting of trees and grasses along waterways, etc.).	O	PS

06

COMMUNITY IMAGE AND BRAND

06

COMMUNITY IMAGE
AND BRAND

Community Image and Brand

OVERVIEW

A community's image and brand describes the overall impression, culture, and feel of a community. It reflects its values and encompasses almost every aspect of a city. How well-maintained is a city? Does it offer places to gather publicly? Are its streets invested in? A brand is cultivated through physical efforts such as signage, streetscape design, or architecture, as well as marketing by the City including digital messaging, community events, and social media. The following chapter includes strategies that can continue to help define and enhance the City of Reynoldsburg's image and brand.

Ultimately, the City of Reynoldsburg needs to take an active role in cultivating its own brand and identity. If the City isn't, someone else is. This could be residents on social media, or through local media outlets. The City of Reynoldsburg is competing against communities across Central Ohio, each of whom are actively shaping their own identity in a unique way. The creation and delivery of Reynoldsburg's image is a strategic process which requires comprehensive attention and long-term sustainability.

In This Chapter:

- » **Existing Conditions and Trends:** Current perception of brand, brand development, and signature places
- » **Signage Overview:** Function, Concepts, and Locations
- » **Key Findings:** Existing Conditions and Trends, Public Engagement
- » **Implementation Framework:** Goals and Strategies

A community's image and brand helps establish a sense of place and tells a compelling story of its vision for the future.

EXISTING CONDITIONS AND TRENDS

Current Perception of Brand

Understanding how residents and visitors currently view Reynoldsburg is helpful in determining how to create an effective brand moving forward. According to the Aimpoint survey responses, 41.2% of residents do not believe the City has a distinct identity, while 7.6% are unsure. Those who do think that Reynoldsburg has an identity describe it as family-oriented, suburban, and diverse. Those who think the City lacks an identity would like to see its identity centered around similar themes of community engagement and family.

As the City works to cultivate its image and brand, Reynoldsburg may consider leveraging the positive attributes identified by community members while actively engaging with those who do not believe an image or identity yet exists.

Brand Development: What's In a Brand?

The City's branding serves as a promise to residents and visitors to deliver the long-term vision for the community as defined throughout this Plan. The image and brand of a city is more than a logo or banner: it tells a compelling story to targeted audiences and consistently delivers on its brand promises.

In order to deliver on the long-term vision of a city, target audiences may be identified. What is expected from a city will vary for residents, employees, and employers, but a city should aim to develop a brand promise for each audience which reinforces, and does not contradict, the others.

- » **Current and Future Residents:** As current residents age, what is their perception of the City? As Central Ohio grows, what do prospective residents think of the community?
- » **Current and Future Employees:** Will current employees who live outside of Reynoldsburg consider moving to the City? What is needed to attract prospective employees to move to the City?
- » **Current and Future Employers:** How do current businesses view the City? Does the current image and brand reflect a strong sense of identity and leverage Reynoldsburg's economic opportunities for future employers?

Image and Branding Opportunities for Reynoldsburg

Challenges Identified During Planning Process	Opportunities
Reynoldsburg residents don't agree if the City has a current brand or image.	The community can guide the development of a desired vision and brand for the future.
Not all gateways into the city are defined, nor is there consistent gateway treatments applied.	Targeted investment along main corridors and entrances to the City can simultaneously strengthen branding, economic development, and land use decisions.
The downtown does not currently serve as the cultural and entertainment center of the community.	Olde Reynoldsburg can be strengthened to serve as a civic node and experience-based commercial center.
The City is growing and diverse.	The City can celebrate the diversity which makes it different from other places while strategically planning for growth.

COMMUNITY IMAGE AND BRAND

Signature Places in Central Ohio

Signature places, such as downtowns, parks, plazas, and mixed-use environments, can define and project a city's image and brand and establish a sense of place for residents and visitors. Leveraging an effective brand of these spaces can serve as a catalyst for future investment within the city. Enhancing Olde Reynoldsburg can help shape the identity of the Reynoldsburg. The following are three examples of signature places impacting a Central Ohio city's image and brand.

Olde Worthington, Worthington, Ohio

The downtown of Worthington, Olde Worthington, is a gathering space for the City with local shops and a nearby Village Green. Olde Worthington has historic buildings and character that create a sense of place. A high quality streetscape that includes street trees and paver sidewalks supports a comfortable environment for pedestrians and outdoor diners. The character of Olde Worthington is also reflected in the City logo, further enforcing this historic area as the image and brand of the City.

Grandview Yard, Grandview Heights, Ohio

Grandview Yard is a mixed use project that brings new retail, office, and residential units while creating an urban environment that did not exist within the City. Throughout the district, signage, materials, and landscaping is cohesive, and buildings follow urban site design principles. This creates a unique and inviting gateway into the City that is well-known around Central Ohio.

Creekside, Gahanna, Ohio

Gahanna's image and brand celebrates natural beauty along with the strength of families and commitment to growing businesses. This is reflected in Creekside, in downtown Gahanna, where water elements, including a central fountain and pathways along Big Walnut Creek, are integrated within an urban, mixed use development that supports residences and local businesses. This unique, high quality space, is used for community gatherings and promoted as a destination within the City.



(Pictured: Downtown Worthington)

Cities are increasingly identified by their downtown. Focusing improvements and branding here can help create an image of Reynoldsburg across the region.



(Pictured: Grandview Yard)

Signature developments can welcome visitors to the city, while serving housing and commercial needs.



(Pictured: Creekside, Gahanna)

Parks and open space can be used for community events and gatherings which help build a city's brand.

SIGNAGE OVERVIEW

Recommended Function

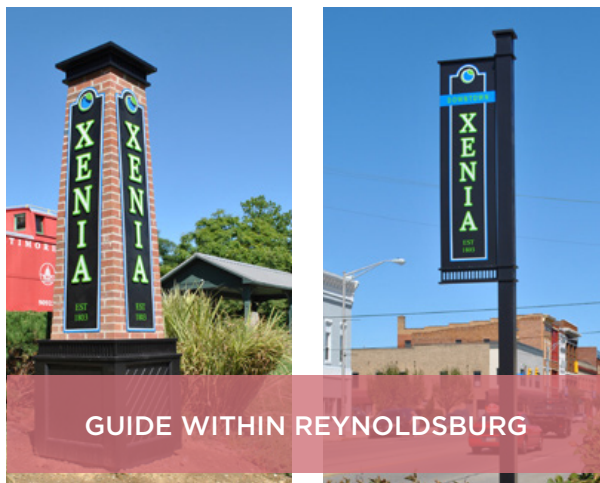
An effective branding strategy, which delivers on the promise of a long-term vision for the city, may be physically supported by appropriate signs, banners, and logos. Aligned with best practices in planning, urban design, and marketing, signage throughout the City of Reynoldsburg should meet four basic objectives:



Signage should reflect the future vision of a City. The City of South Euclid recently re-branded itself to reflect its focus on sustainability.



Branding should be amplified at gateways to the City and special districts like Downtown.



Signage should be clear and consistent across the City, but vary in design.



Creative wayfinding can navigate while adding character within a community.

COMMUNITY IMAGE AND BRAND

Signage and Gateway Concepts

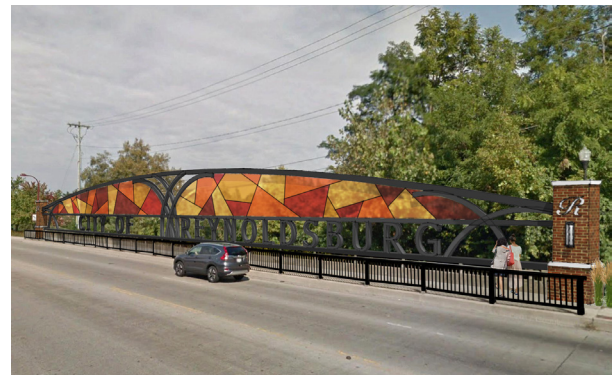
As Reynoldsburg thinks about defining its signature space, Olde Reynoldsburg, distinct signage should be incorporated into the overall design and infrastructure improvements. Implementing consistent signage concepts can add to Olde Reynoldsburg's identity while bringing distinct areas of the district together.

As development continues to occur on the south side of East Main Street, including with the construction of the YMCA, safely connecting this area with historic Olde Reynoldsburg can benefit users. Signage concepts on Main Street and Davidson Drive (above) and along the Main Street bridge into Olde Reynoldsburg (right) can assist with physically tying these two areas together.

Finally, the concept can be repeated at other public spaces throughout Olde Reynoldsburg, (including parks, public spaces, and public parking lots). The concept below is designed for the parking lot at East Main Street and Lancaster Avenue.



Main Street and Davidson Drive (looking south).



Main Street bridge into Olde Reynoldsburg.



Entrance into Main Street and Lancaster Avenue parking lot (in Olde Reynoldsburg).

REYNOLDSBURG COMPREHENSIVE PLAN

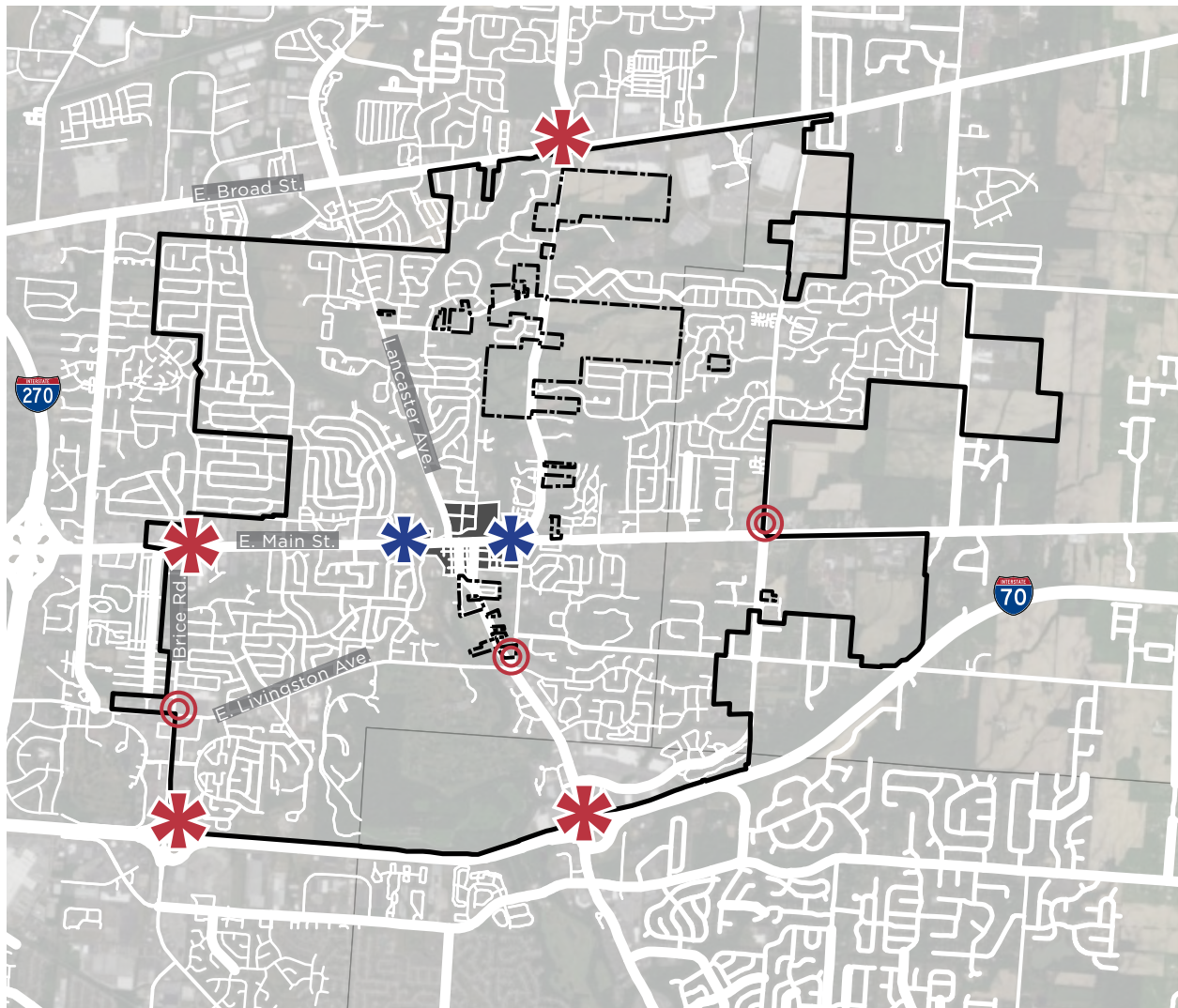
Proposed Gateway Locations

In addition to improving signage concepts throughout Olde Reynoldsburg, there are also opportunities to promote the Reynoldsburg brand at key entrances across the city.

Recommended locations for gateway signage are located on the map below. Primary gateways should help introduce residents and visitors into the City of Reynoldsburg, while secondary gateway signage can help reinforce the City's brand.

LEGEND	
	Primary Reynoldsburg Gateway
	Secondary Reynoldsburg Gateway
	Primary Olde Reynoldsburg Gateway

Figure 17: Reynoldsburg Gateways



COMMUNITY IMAGE AND BRAND

KEY FINDINGS-IMAGE & BRAND



Existing Conditions

- » Across the region, Central Ohio communities are defining their identities based on their downtowns and public spaces. (Gahanna, Hilliard, Newark, etc.) Reynoldsburg has an opportunity to define itself with its Downtown.
- » Growth in consumer spending will come from travel, eating out, and “experiences.” A strong Downtown can help the City of Reynoldsburg develop that experience.
- » The “front door” to a community reflects the City’s image and brand to residents and visitors alike. Public and private investments on East Main Street and Brice Road can help improve the City’s image.



Public Engagement

- » Most Reynoldsburg residents feel the city has a distinct identity: it is suburban, family-oriented, and multi-cultural. (*Aimpoint Survey*)
- » Residents who don’t feel like the City has an identity would like to see an identity that is family oriented and celebrates diversity. (*Aimpoint Survey*)
- » Residents and local business leaders feel the City doesn’t currently have an identity. (*Stakeholder Groups*)
- » The City of Reynoldsburg continues to grow in diversity. How should diversity be incorporated into the brand? (*Aimpoint Survey, Stakeholder Groups*)

REYNOLDSBURG COMPREHENSIVE PLAN

IMPLEMENTATION

The implementation framework includes a series of goals with related strategies and actions for each plan area. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. It is intended to be used regularly by staff and members of the local leadership to make informed decisions regarding where and how the City grows.

The following goal, strategies, and actions relate to recommendations around Image and Brand.

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	City Council (CC)
	Planning Department (PD)
	Planning Commission (PC)
	Parks & Recreation Department (P&R)
	Public Service Department (PS)
	Community Organizations (CO)

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

GOAL 5

DEFINE, GROW, AND PROMOTE THE CITY'S IMAGE AND BRAND.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 5.1: Create a marketing and branding plan.		
Action 5.1.1: Issue an RFP to a marketing and brand consultant.	S	PD/CC
Action 5.1.2: Identify and engage a variety of stakeholders, including business owners, residents, employees, and those who don't live in Reynoldsburg, in creating a marketing and branding plan.	S	PD

COMMUNITY IMAGE AND BRAND

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 5.2: Define and promote a consistent brand message, internally and externally.		
Action 5.2.1: Identify one person on City staff, or hire a “Public Information Officer”, that is responsible for communicating the City’s messaging, programming, and project updates to the community.	S/M	CC
Action 5.2.2: Ensure that the brand message is consistent across all mediums, including online, social media, and events and programming.	O	TBD
STRATEGY 5.3: Define and apply brand elements to the public realm.		
Action 5.3.1: As part of the marketing and branding plan, create and develop a “signage package” so that updated signage and brand elements are consistent throughout the City.	M	TBD
Action 5.3.2: Identify locations, particularly in Olde Reynoldsburg and entrances to the City, to locate new signage.	M	PD/PR/PS
Action 5.3.3: Coordinate with ODOT to explore the opportunity to promote the Reynoldsburg brand on single point interchanges and bridges over I-70.	M	PS/PD
STRATEGY 5.4: Create new standards to guide private investment that will result in and create a consistent brand message.		
Action 5.4.1: In zoning code review, ensure that site design and landscape standards are strengthened to reflect renewed public investments in signage and branding	O	PD/PC

REYNOLDSBURG COMPREHENSIVE PLAN

STRATEGY 5.5: Continue to support and promote small, locally-owned businesses throughout the City, particularly in Reynoldsburg.		
Action 5.5.1: <i>In zoning code review, examine and remove any unnecessary regulations that are limiting small business growth and development.</i>	S/M	PD/PC
Action 5.5.2: <i>Collaborate with local partners, including Chamber of Commerce, on marketing the work of local businesses to the Central Ohio region.</i>	O	PD
Action 5.5.3: <i>Identify existing and potential incentive programs to use to leverage additional business development.</i>	O	PD
STRATEGY 5.6: Incorporate sustainability projects and initiatives into overall image and brand improvements for the City.		
Action 5.6.1: <i>Explore opportunities to integrate ongoing and future City-wide sustainability initiatives into promoting the image and brand of Reynoldsburg.</i>	O	PD

07

FOCUS AREAS

FOCUS AREAS

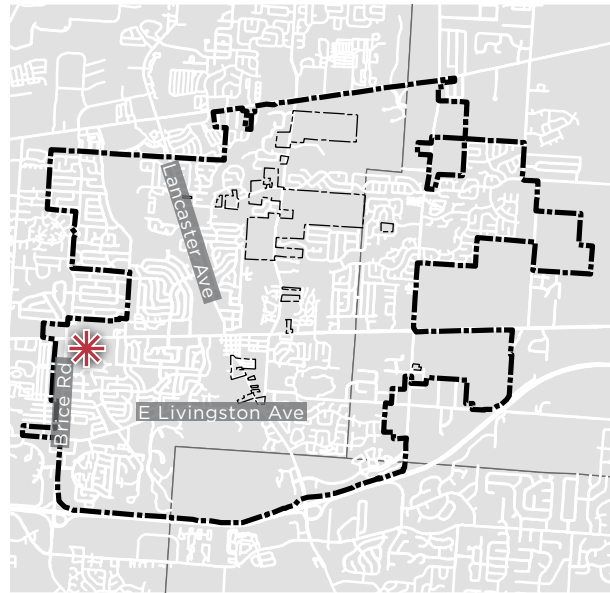
Focus Area #1

K-Mart Site

OVERVIEW

The abandoned K-Mart site at the corridor of Brice and Main represents a significant development opportunity in the City. Big-box retail, particularly developed as stand-alone stores or adjacent to strip malls are becoming increasingly obsolete as both consumer expectations and the business of receiving, storing, and shipping physical goods continues to change. Reynoldsburg has considerable retail space in the City -- reducing that footprint is essential to moving the City forward.

East Main Street is a significant corridor, not just for Reynoldsburg, but for the region. Shifting the site from outdated retail to a mixed-use development with a strong residential component presents an opportunity to transform the City and the community.



EXISTING CONDITIONS



The existing structure is setback far from the street, and is difficult to reuse in an urban fabric.



Over supply of retail and a changing market can lead to increase vacancy rates.



Nearby strip malls do not create a dynamic environment that consumers are increasingly seeking.

DEVELOPMENT GOALS



Add new residential options not currently available within Reynoldsburg.



Integrate new, smaller retail footprints throughout the site.



Transform the gateway appearance to promote the city's identity.

REYNOLDSBURG COMPREHENSIVE PLAN

Figure 18: Existing Zoning

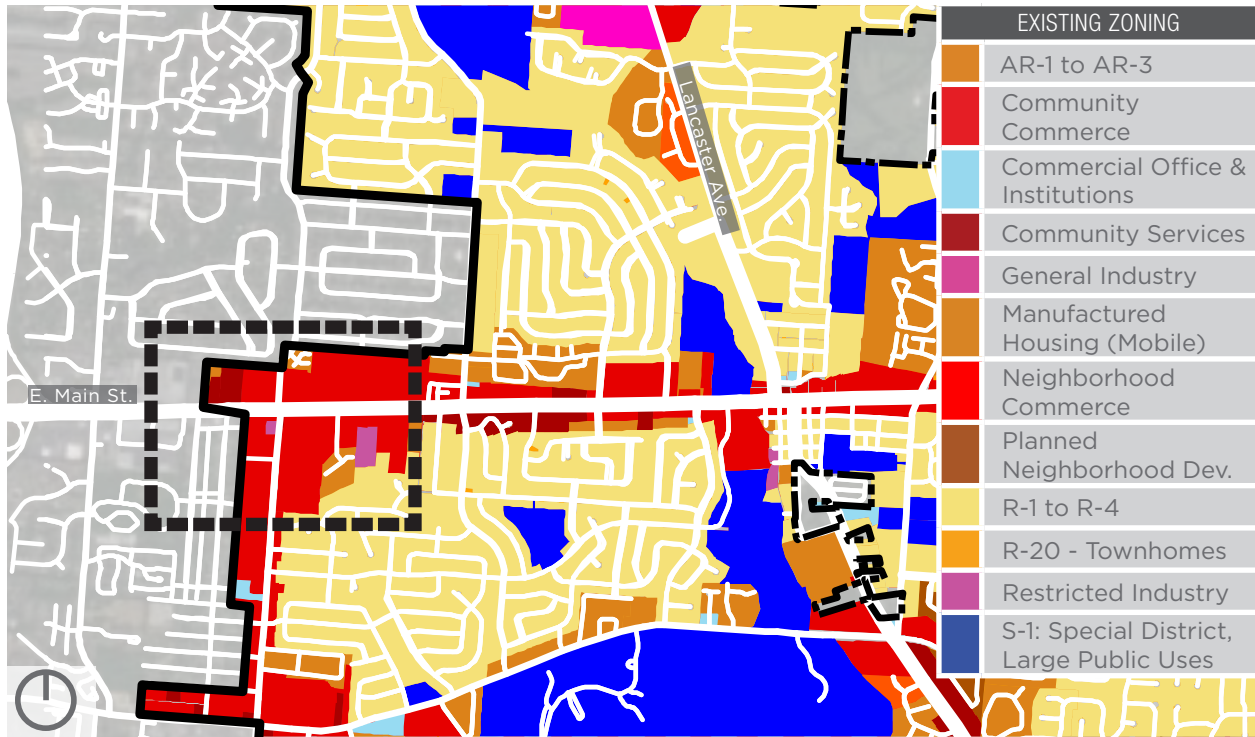
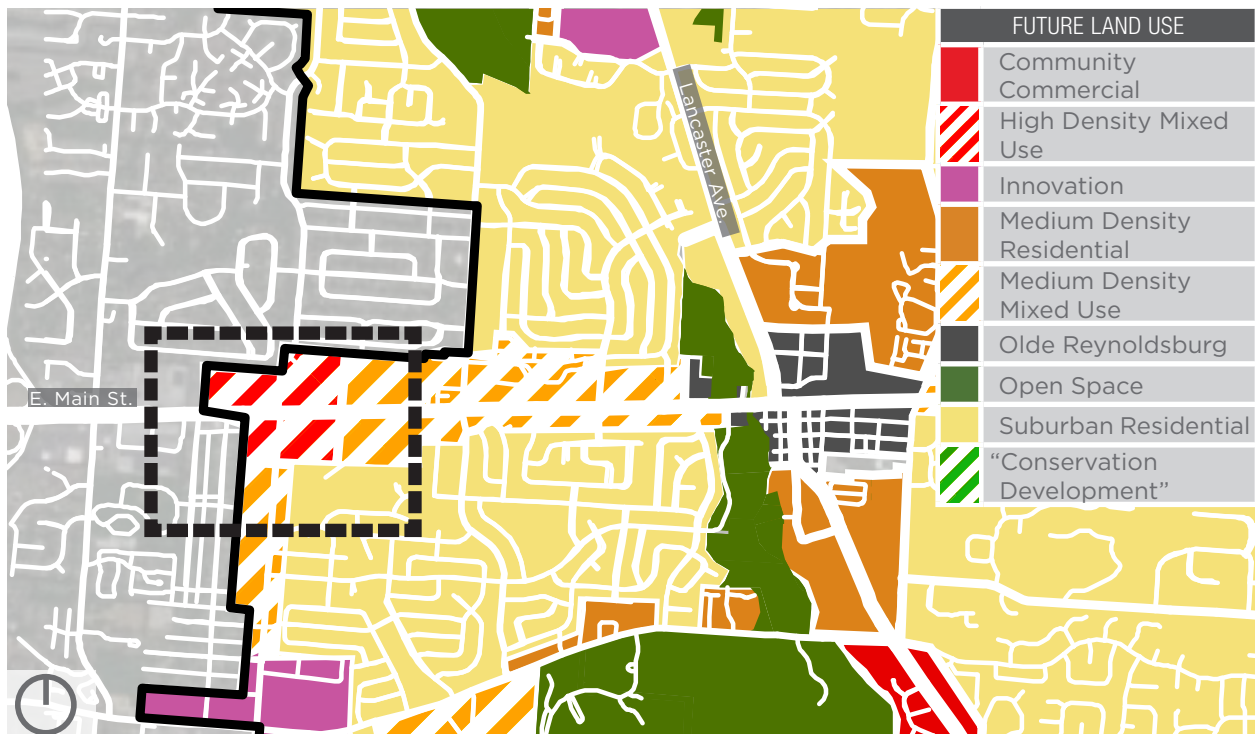


Figure 19: Future Land Use



FOCUS AREAS

THE VISION

The corner of East Main Street and Brice Road has the opportunity to transform into a dynamic entryway into the City. Anchoring one of the most visible corners of the City, a mix of quality residential, retail, and integrated greenspace creates a dynamic, space that builds social and economic value.

In the concept below, first-floor retail is accessible both on East Main Street and on a new interior road off of Brice Road. There are three to four stories of residential units above, with screened parking structures, serving the residential and retail components in this area. The southern end of the site is more dense and has an urban residential neighborhood feel. A central median park with a clubhouse and a pool anchors this part of the site, servicing approximately 200+ townhomes and apartments.

Figure 20: Development Concept



RECOMMENDED ZONING CHANGES

- » Create a new, High-Density Mixed-Use District (see Future Land Use Plan chapter).
- » Site design standards in the district should promote high-quality design and walkability through the following:
 - » Architectural massing and material standards that help brand the district as a gateway to the neighborhood
 - » Well-screened surface and structured parking
 - » Neighborhood streets
 - » Integrated centralized public spaces and civic plazas.
 - » Landscape standards

REYNOLDSBURG COMPREHENSIVE PLAN

NECESSARY CAPITAL IMPROVEMENTS

PROJECT	TIMEFRAME	RESPONSIBLE PARTY	COST
Traffic Impact Study	0-2 years	Developer	Low
Utility Evaluation	0-2 years	City Engineer	Low
Watermain*	3-5 years	City	Low
Sanitary*	3-5 years	City	Med
Roadway*	3-5 years	City	High
Stormwater/Drainage*	3-5 years	Developer	Medium

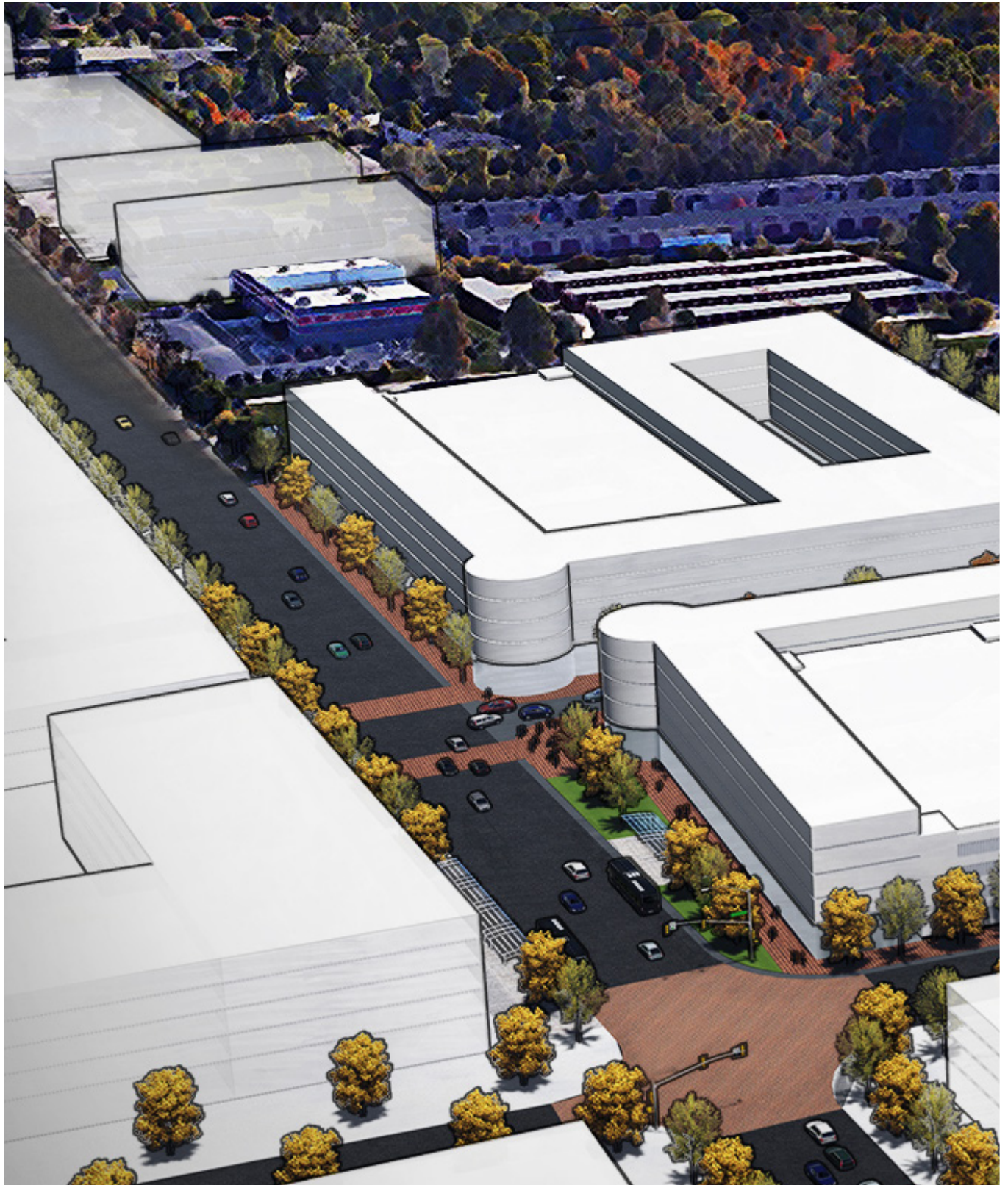
**Pending a capacity evaluation.*

PROPOSED CHARACTER

The proposed character includes townhomes and apartments with first floor retail front the street. Parking is integrated within the building but screened from sight. Buildings are constructed with natural materials, creating a quality gateway experience entering into the City.



FOCUS AREAS



Attachment: Reynoldsburg Final 12_14 (Implementation of the Comprehensive Plan)

REYNOLDSBURG COMPREHENSIVE PLAN



FOCUS AREAS

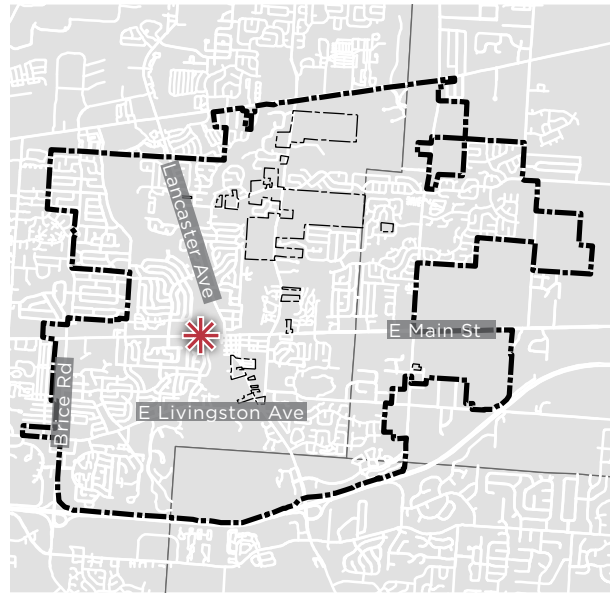
Focus Area #2

Existing Kroger Site

OVERVIEW

The existing Kroger store at Briarcliff Road and East Main Street is relocating farther east along Main Street, leaving the current strip mall without its biggest anchor. However, this is an important area in the City as the current strip mall sits within walking distance of Olde Reynoldsburg and City Hall.

Two approaches to consider with the site are to modify the existing building or completely reimagine the entire site. With either approach, the site's proximity to Olde Reynoldsburg, municipal offices, and the new YMCA can help revitalize a key underutilized area along East Main Street.



EXISTING CONDITIONS



The existing structure has a large setback from East Main Street, making it difficult to reuse.



The new Ohio Health facility should be incorporated into any new site plan.



Strengthening the site design along East Main Street is critical for creating an identity to the development.

DEVELOPMENT GOALS



Reactivate an underutilized space with an office anchor or residential opportunities.



Increase residential options for specific groups, including seniors.



Integrate high-quality commercial space along East Main Street.

REYNOLDSBURG COMPREHENSIVE PLAN

Figure 21: Existing Zoning

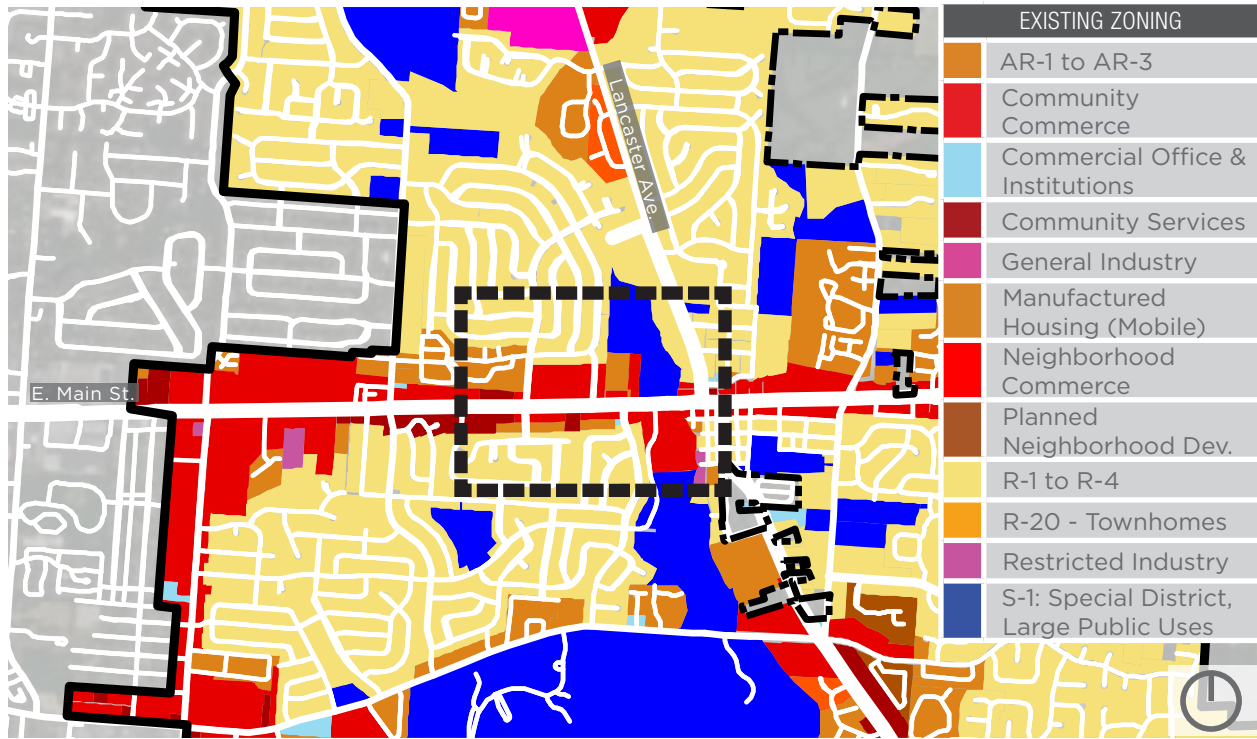
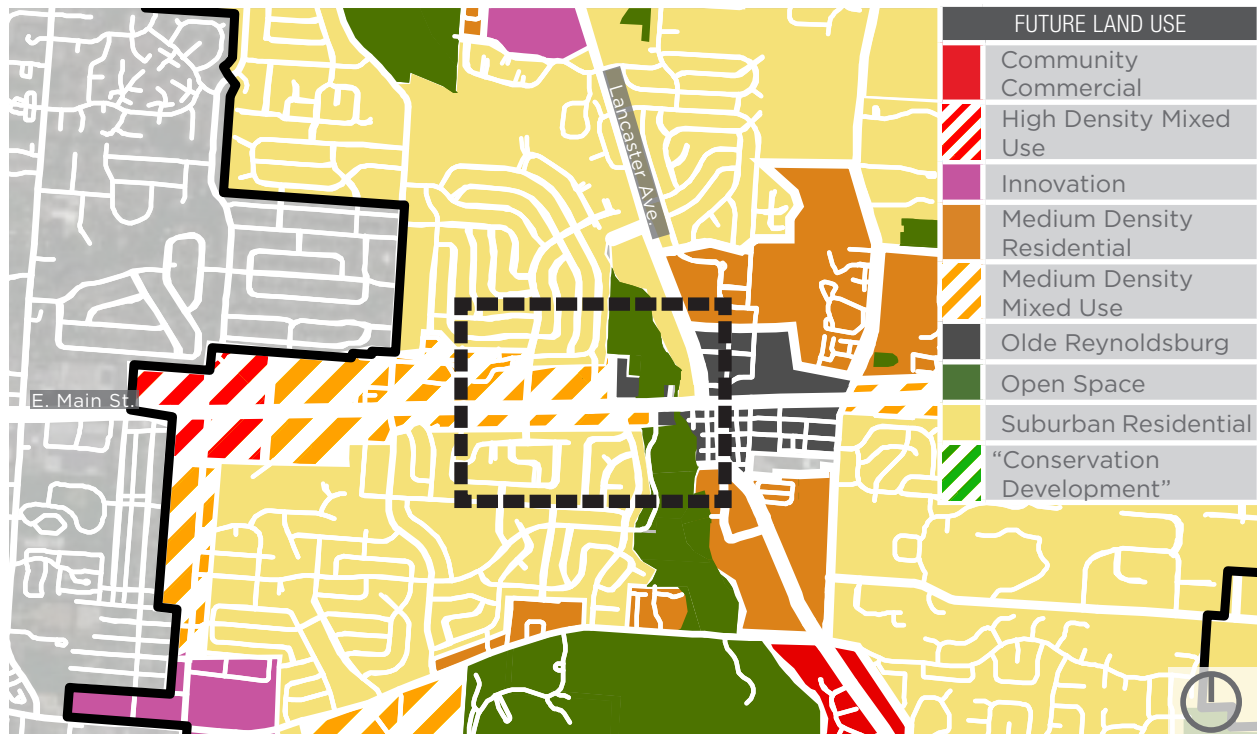


Figure 22: Future Land Use



FOCUS AREAS

VISION

The concept below reduces the big-box retail footprint along the East Main Street corridor while adding additional office or potentially residential uses within close proximity to Olde Reynoldsburg. The site is accessed through a central corridor, with three small retail footprints and an Ohio Health Center anchoring the front entrance to the site. To the rear and along the eastern edge of the site, complementary office or residential uses could function as a gateway to the residential neighborhood to the north.

RECOMMENDED ZONING CHANGES

- » Create a new mixed-use zoning district called Medium Density Mixed-Use District (see Future Land Use Chapter). The district is less

dense than High-Density Mixed-Use District and includes a mix of uses, rather than true mixed-use development.

- » Site design standards in the district should promote high-quality design and walkability through the following:
 - » Architectural massing and material standards that help brand the district as a gateway to the neighborhood.
 - » Well-screened surface and structured parking
 - » Neighborhood streets
 - » Integrated centralized public spaces and civic plazas
 - » Landscape standards

Figure 23: Development Concept



REYNOLDSBURG COMPREHENSIVE PLAN

NECESSARY CAPITAL IMPROVEMENTS

PROJECT	TIMEFRAME	RESPONSIBLE PARTY	COST
Traffic Impact Study	0-2 years	Developer	Low
Utility Evaluation	0-2 years	City Engineer	Low
Watermain*	3-5 years	City	Low
Sanitary*	3-5 years	City	Med
Roadway*	3-5 years	City	High
Stormwater/Drainage*	3-5 years	Developer	Medium

**Pending a capacity evaluation.*

PROPOSED CHARACTER

The proposed character includes retail buildings with entryways fronting the street. New office, retail, and residential development should have a consistent architectural feel, with quality materials and a balance of glazing (windows) to front facade, with a goal of 50%-60% on the front facade.



FOCUS AREAS

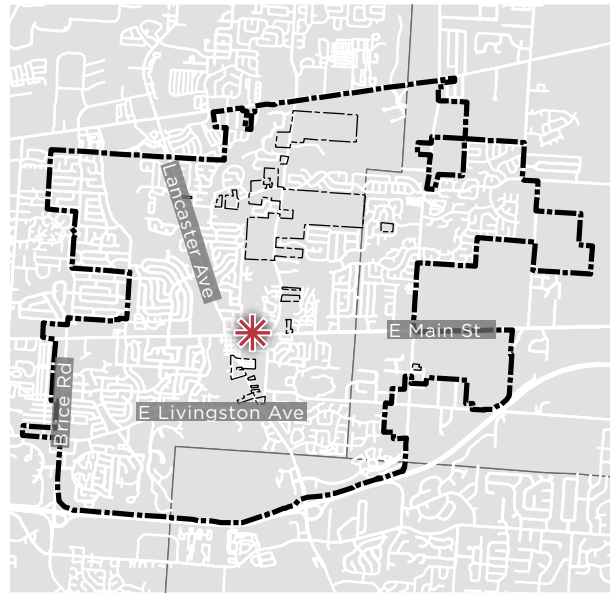
Focus Area #3

Olde Reynoldsburg

OVERVIEW

Across Central Ohio, downtowns define the identities of communities. They provide a home for residents young and old, and shops, restaurants, and parks for people to gather around. Throughout the public engagement process, residents expressed a desire to support local businesses, find new gathering places, and strengthen the City's identity. All of these objectives can be accomplished with a revitalized downtown.

Private investment is picking up along East Main Street, with new restaurants and businesses adding energy to the street. However, strategic public investments are needed to help define and strengthen the identity of Olde Reynoldsburg.



EXISTING CONDITIONS



Improving the comfort of East Main Street is critical for attracting people to Olde Reynoldsburg.



Restaurants and bars are the type of amenities important to Olde Reynoldsburg residents.



Quality site design is important for future redevelopment areas in Olde Reynoldsburg.

DEVELOPMENT GOALS



Grow downtown to strengthen the identity of the city.



Promote walkability throughout the Olde Reynoldsburg.



Strengthen the historic character of the district.

REYNOLDSBURG COMPREHENSIVE PLAN

Figure 24: Existing Zoning

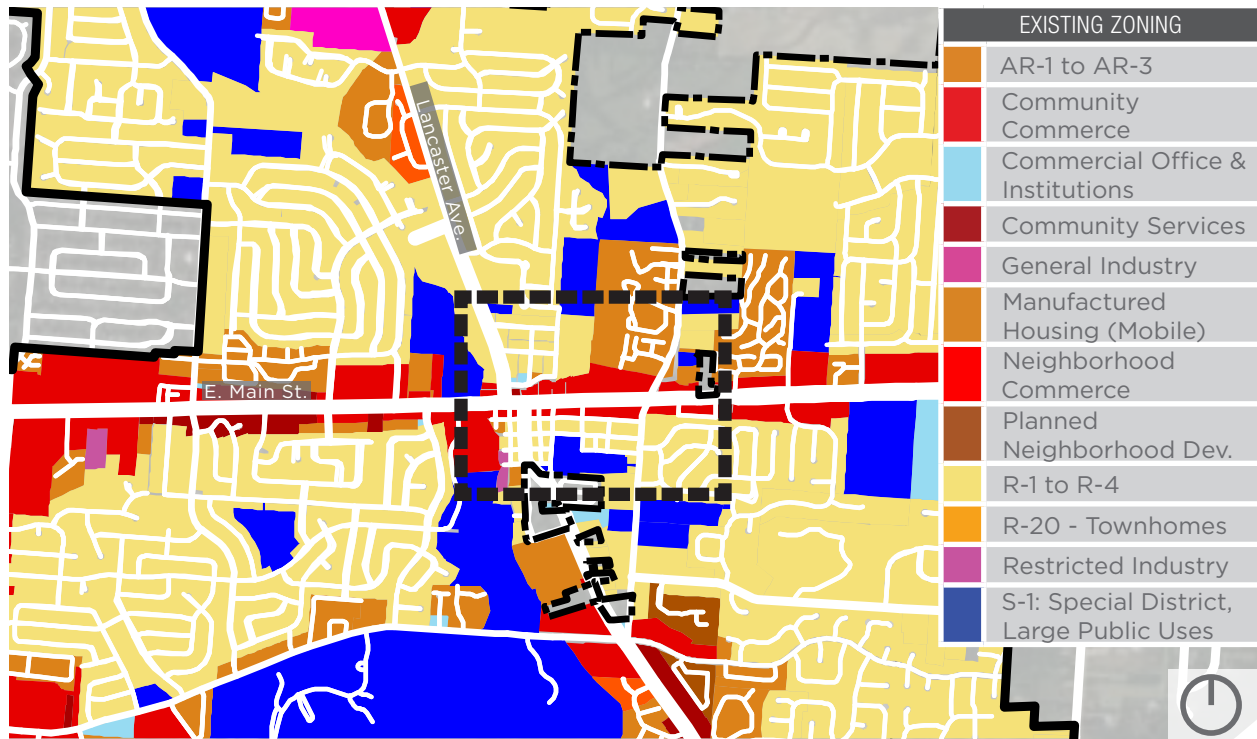
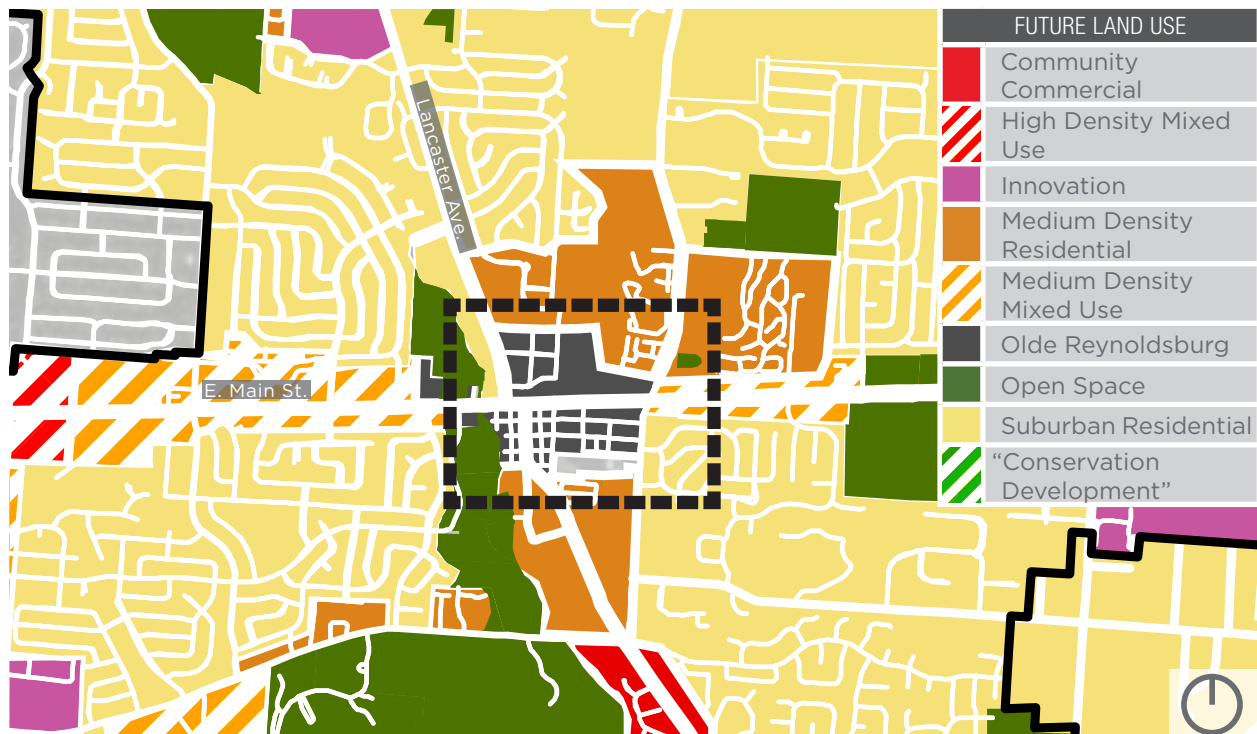


Figure 25: Future Land Use



FOCUS AREAS

VISION

Successful downtowns have a blend of public and private investments. New shops, restaurants and businesses are complemented by walkable streets, accessible parking, and public gathering spaces. Olde Reynoldsburg has a number of new private businesses along East Main Street. Proposed public improvements including design improvements along the corridor, a new public parking lot, and new parks and open spaces will increase access and safety, improve the urban environment, and create destinations where people can gather.

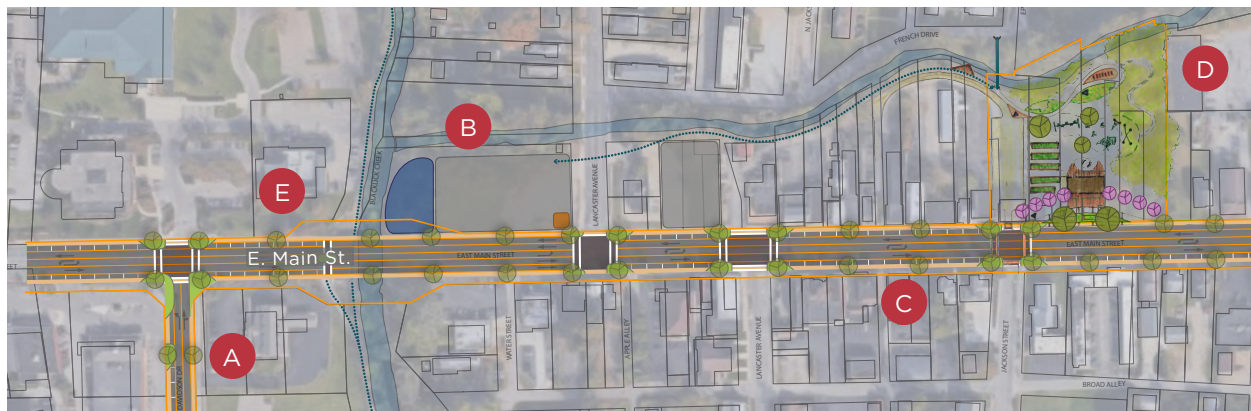
RECOMMENDED ZONING CHANGES

- » Create a new zoning district or strengthen the existing historic overlay within the community commerce district (See Future Land Use Plan).
- » Walkability and preservation can be supported through building siting where new development is encouraged to front the street. It can also be supported through design guidelines by strengthening policies that promote the preservation and reuse of historically significant structures.
- » There is an opportunity to add water, sewer, and sidewalks to all roads and major alleys where homes reside.

NECESSARY CAPITAL IMPROVEMENTS

PROJECT	TIMEFRAME	RESPONSIBLE PARTY	COST
Planning and Design Study (Roadway, Park, and Trail)	e.g. 0-2 yrs. 3-5 yrs. 5+ yrs	City Engineer	Low
Roadway Construction	3-5 years	City	High

Figure 26: Olde Reynoldsburg Capital Projects Overview



PROPOSED CAPITAL PROJECTS OVERVIEW

A	New Parking Lot (<i>under construction, 2018</i>)	D	New Park
B	New Parking Lot (<i>under construction, 2018</i>)	E	New Trail Access/Connector
C	New Traffic Lanes and Traffic Flow		

PROPOSED TRAFFIC CIRCULATION

Many successful downtowns in Central Ohio have on-street parking. The proposed traffic circulation for downtown incorporates on-street parking on both sides of Main Street. During peak travel times, parking lanes would likely be opened for travel.

On-street parking provides many benefits to the downtown while still allowing for efficient flow of traffic. This would create additional parking and easier access for local businesses compared to shared lots or parking in the rear of a building. It would also help reduce needed off-street parking, thereby conserving land for other uses. On-street parking can also increase safety by reducing vehicle speed and creating a more comfortable and safe environment for pedestrians and cyclists.

Proposed changes would need to be confirmed by a full traffic study before specific improvements can be made.

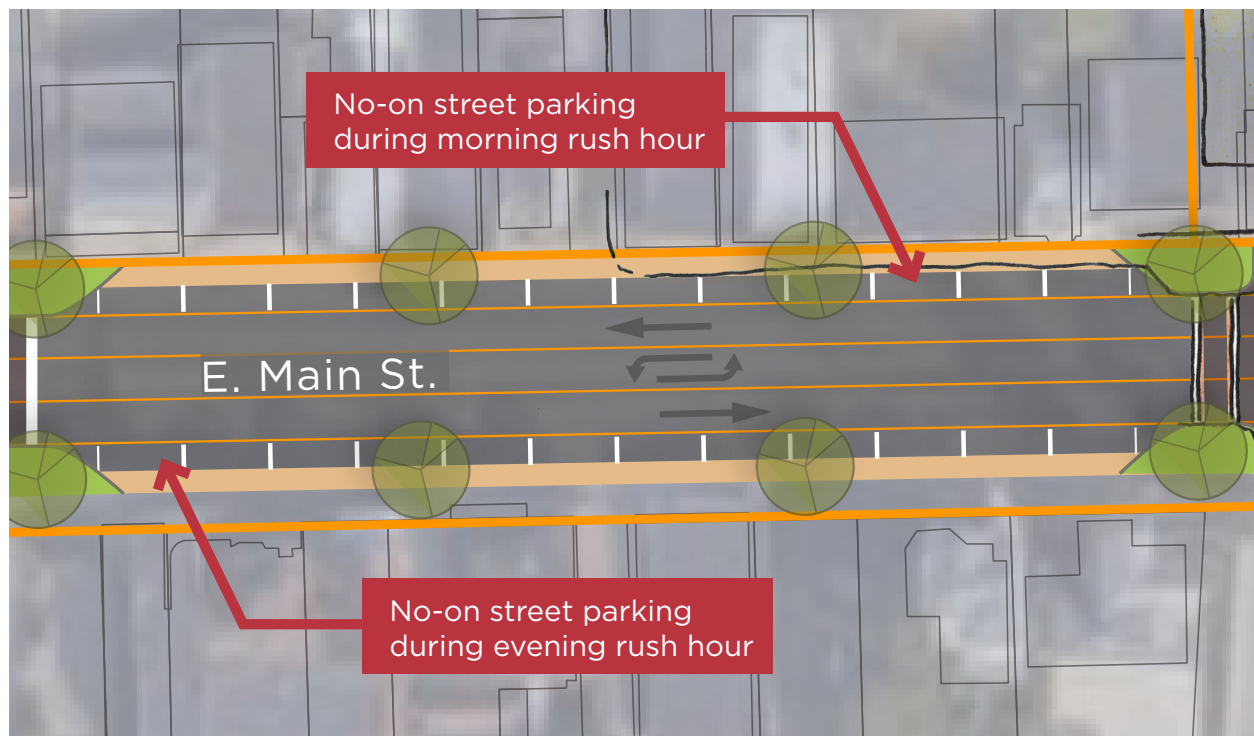


State Route 3 provides on-street parking in Uptown Westerville.



A heavily traveled corridor, U.S. 40 in Downtown Bexley allows for on-street parking.

Figure 27: Proposed Traffic Pattern with On-Street Parking



FOCUS AREAS

MAIN AND LANCASTER PARKING LOT

As part of the planning process, a design for a new parking lot and park on the corner of Lancaster Avenue and East Main Street was envisioned. The concept below, and the ultimate project, will not only add parking capacity to support businesses downtown, it will create a different type of park and gathering space, complete with various green infrastructure elements and other natural features. This will serve as one of the central gathering spaces in Olde Reynoldsburg while anchor one of the important street corners in downtown.

PARK FEATURES	
A	New Parking Lot (39 Spaces)
B	Overlook with Brick Walk
C	Overlook Structures with Seating
D	Natural Stream bank with Boulders
E	Natural Stream bank Area

Figure 28: Parking Lot & Park Concept



REYNOLDSBURG COMPREHENSIVE PLAN

THE CENTRAL PARK

Successful downtowns have public gathering spaces. Gahanna, Hilliard, Marysville, Newark, and other communities have significantly invested in parks and plazas in their downtowns. The park concept below is centrally located in Olde Reynoldsburg, adjacent to the intersection of Jackson Street and East Main Street. The park embraces East Main Street with a pavilion or plaza that overlooks the entire

park. A proposed bike trailhead along the creek helps tie the park to Olde Reynoldsburg and the larger trail system. The central green is purposefully unprogrammed to provide a flexible event space in the downtown.

Note: This rendering is one concept, and can be expanded to accommodate various program elements and opportunities. Furthermore, the park is conceptual at this location, and could be located in other areas in Olde Reynoldsburg as opportunities arise.

Figure 29: Olde Reynoldsburg Park Concept



FOCUS AREAS

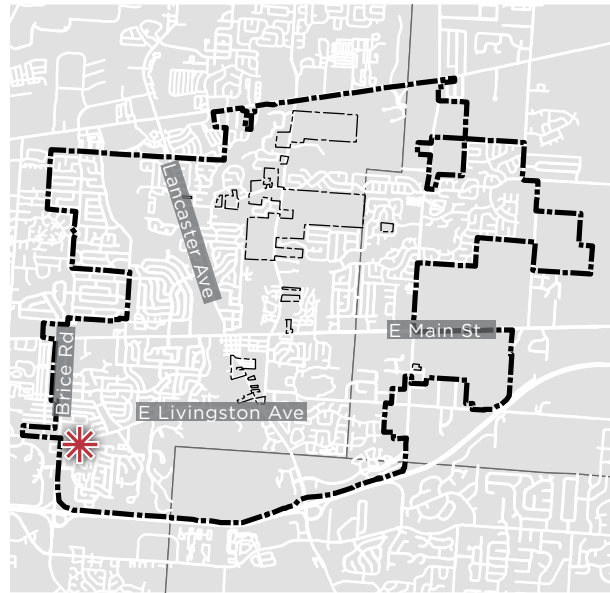
Focus Area #4

Brice and Livingston

OVERVIEW

The intersection of Brice and Livingston is a highly-visible southern gateway into the City of Reynoldsburg from I-70. The intersection, and the corridors immediately surrounding it, have suffered from a combination of disinvestment and changes to the retail marketplace, with outdated out-parcels, strip-malls, and big-box stores dominating this section of the City.

As mentioned elsewhere throughout this Plan, reducing the overall size of the City's retail footprint is essential to maintaining the City's competitiveness. There is an opportunity to reimagine the area with a mix of new, small-scale manufacturing, logistics, office, and R&D that elevates the image of the area while adding to the City's revenues.



EXISTING CONDITIONS



Landscaping, parking screening, and site design standards would improve the image of the intersection.



Strip mall style developments will continue to become obsolete, and are redevelopment opportunities.



Commercial corridors leading to the Brice and Livingston intersection are in need of a facelift.

DEVELOPMENT GOALS



Strengthen the appearance of a significant gateway into the City.



Promote new income generating uses for the city.



Accommodate land uses that will generate income for the City.

REYNOLDSBURG COMPREHENSIVE PLAN

Figure 30: Existing Zoning

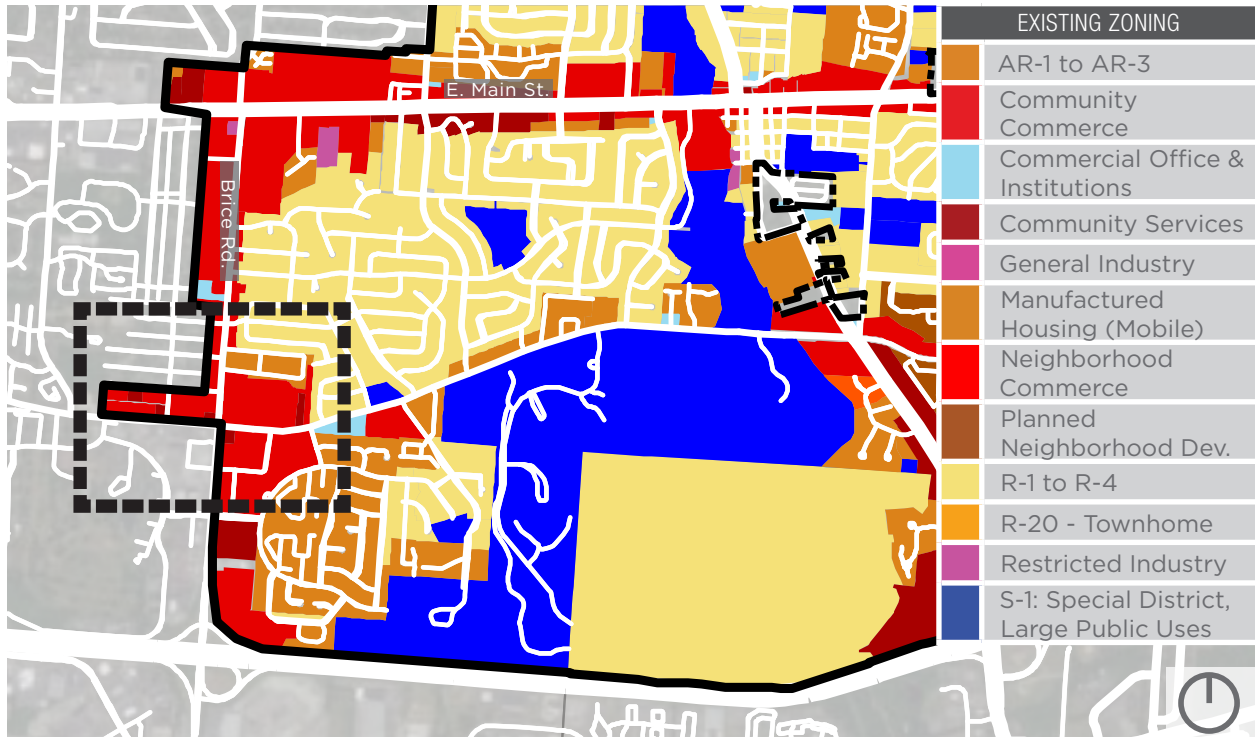


Figure 31: Future Land Use



FOCUS AREAS

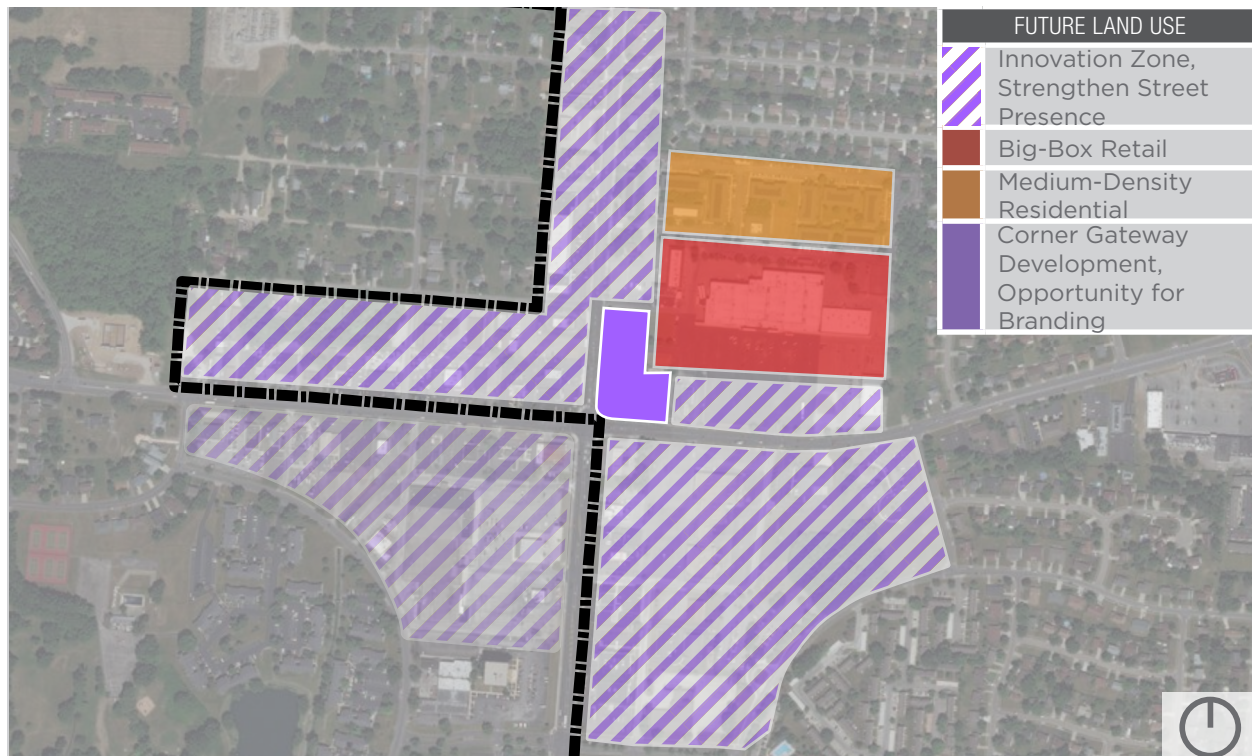
VISION

The intersection of Brice Road and Livingston Avenue has the potential to transform into a space for innovation and creativity. Uses in this district will be a range of office, research and development, and retail spaces. The design and character of the district should reflect this creativity, through the use of quality building materials and significant investment in the public realm.

RECOMMENDED ZONING CHANGES

- » Create a new, innovation district (see Future Land Use Plan chapter).
- » Site design standards in the district should promote the following:
 - » Architectural massing and material standards that can help brand the district as an innovative place in the City. This includes the use of glass and stone architectural materials.
- » Public realm improvements: Streetscape and furnishings improvements.
- » Screened parking and access management: a mix of industrial and retail uses will require well-managed access throughout the District.

Figure 32: Future Land Use Plan



REYNOLDSBURG COMPREHENSIVE PLAN

NECESSARY CAPITAL IMPROVEMENTS

PROJECT	TIMEFRAME	RESPONSIBLE PARTY	COST
Traffic Impact Study	0-2 years	Developer	Low
Utility Evaluation	0-2 years	City Engineer	Low
Watermain*	3-5 years	City	Low
Sanitary*	3-5 years	City	Med
Roadway*	3-5 years	City	High
Stormwater/Drainage*	3-5 years	Developer	Medium

**Pending a capacity evaluation.*

PROPOSED CHARACTER

Building architecture and materials create a distinct identity for a district including using stone, metal, and glass. Although buildings are large in size and may require significant parking areas, buildings and entrances are still oriented to the street with large windows for visual interest. In areas where parking must front the street, landscaping screens parking from sight and breaks-up large lots.



A large, white, serif capital letter 'A' is centered within a solid red square. To the right of this square is a vertical red bar of the same color, which is slightly lighter in shade than the square.

APPENDIX: PUBLIC ENGAGEMENT



APPENDIX

APPENDIX A - GOALS AND STRATEGIES

Policy Framework

Overview

The policy framework is an essential component of the Comprehensive Plan. The development of the framework is a result of the public engagement process, existing conditions analysis, and understanding of best practices. The following goals, strategies, and actions will structure the implementation of the Plan.

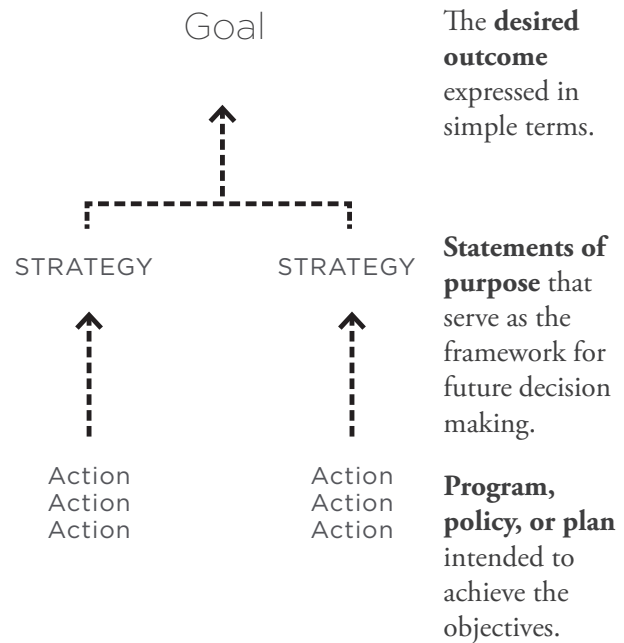
RESPONSIBLE PARTIES		
C	City Council (CC)	
P	Planning Department (PD)	
PC	Planning Commission (PC)	
	Parks & Recreation Department (P&R)	
	Public Service Department (PS)	
	Community Organizations (CO)	

TIMEFRAME		
Short	S	0-1 years
Medium	M	1-3 years
Long	L	3+ years
Ongoing	O	Continuous

POLICY HIERARCHY

Goals, Strategies, and Actions

Each plan goal has one or more strategies. Each strategy has at least one action that, if implemented, will help advance the strategies and goals of the plan.



GOAL 1 (Housing)

PROMOTE A DIVERSE MIX OF HOUSING OPTIONS.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 1.1: Promote a mix of housing options.		
Action 1.1.1: Plan for new senior housing options that are integrated with parks, recreation facilities, trails and other community amenities.	O	PC/PD
Action 1.1.2: Promote a mix of housing types such as flats, townhomes, cottages, etc., that cater to those who would like to live or remain in Reynoldsburg but would prefer not to live in a single-family home.	O	PC/PD
Action 1.1.3: Prioritize a mix of housing options, including senior housing options, within new development along the East Main Street corridor.	O	PC/PD
STRATEGY 1.2: Create new standards that will define the character and level of quality for future residential development.		
Action 1.2.1: Any new single-family or multi-family residential development should integrate quality greenspace.	O	PC/PD
Action 1.2.2: New residential developments should strengthen the street character. New multi-family buildings should have minimal setbacks. New single	O	PC/PD
STRATEGY 1.3: Target new multi-family developments in the Focus Areas outlined in this Plan.		
Action 1.3.1: Promote residential development and mixed-use development near Brice and Main street.	S	PD
Action 1.3.2: Continue to find opportunities to add residential development in or around Olde Reynoldsburg.	M	PD

APPENDIX A - GOALS AND STRATEGIES

GOAL 1 (*Housing*)

PROMOTE A DIVERSE MIX OF HOUSING OPTIONS.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 1.4: Strengthen existing single-family neighborhoods and multi-family districts.		
Action 1.4.1: Bolster code enforcement in older, or more targeted neighborhoods. This includes strengthening existing City rental inspection programs.	S/O	PS
Action 1.4.2: Continue to maintain and invest in infrastructure with a high-level of service throughout single-family neighborhoods.	O	PS
Action 1.4.3: Pursue neighborhood improvement and grant programs to provide needed assistance in neighborhoods.	S/O	PD/PS

GOAL 2 (*Economy and Land Use*)

DIVERSIFY AND BALANCE A MIX OF LAND USE TYPES THAT CREATES ECONOMIC RESILIENCY WHILE PROMOTING A DISTINCT CHARACTER.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 2.1: Update codes, regulations, and plans to align with the Future Land Use Map.		
Action 2.1.1: Update the City's Zoning Code to align with the Future Land Use Map and district descriptions and regulations.	S	PD/PC
Action 2.1.2: Align updates of the Capital Improvements Plan with the Comprehensive Plan.	S	PS
Action 2.1.3: Coordinate MORPC's regional planning initiatives with future planning documents and studies.	O	PS/PD/PR
Action 2.1.4: Update City-wide business friendly processes to expedite approval process for developments identified in this document and the future land use map. The permit to approval time should take no longer than 30 days.	S	PD/PC
STRATEGY 2.2: Transition the Brice and Main area to a unique and dynamic mixed-use development.		
Action 2.2.1: Work with public and private agencies (e.g. REDI) to promote redevelopment of focus areas.	S	PD/CC
Action 2.2.2: Use existing TIF's and create new ones as needed to finance future capital improvements associated with development in the area.	O	PD/PS
Action 2.2.3: Leverage the potential of the Opportunity Zone to attract future private investment in the Brice Road area.	S	PD
Action 2.2.4: Work with MORPC and COTA to integrate mass transit into future development plans in the area.	O	PD/PS

APPENDIX A - GOALS AND STRATEGIES

GOAL 2 (*Economy and Land Use*)

DIVERSIFY AND BALANCE A MIX OF LAND USE TYPES THAT CREATES ECONOMIC RESILIENCY WHILE PROMOTING A DISTINCT CHARACTER.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 2.3: Grow Olde Reynoldsburg as the cultural and entertainment center of the community.		
Action 2.3.1: Create new public space areas that will serve to create a sense of place and provide opportunities for gathering and entertainment.	O	PD/PR
Action 2.3.2: Embrace the waterways in all future design decisions.	O	PD/PR
Action 2.3.3: Explore the opportunity to create on-street parking on East Main St. to expand parking options and improve walkability.	S	PD/PS
Action 2.3.4: Consider implementing tools to promote the growth and reinvestment of the Downtown District, including Tax Increment Financing, Designated Outdoor Refreshment Area (DORA), or a Special Improvement District, among other programs.	S	PD/CC/PR
Action 2.3.5: Create gateways that define and brand Olde Reynoldsburg, including arches, signage, public art, etc.	S	PD/PS
Action 2.3.6: Expand off-street parking options with high-quality landscape screening.	O	PD/PS/CC
STRATEGY 2.4: Transition the Brice Rd. and Livingston Ave. area to a light industrial, innovation, and logistics center that capitalizes and builds on access to the I-70 corridor.		
Action 2.4.1: Partner with the City of Columbus to transition outdated commercial uses into spaces competitive in the marketplace.	M	PD
Action 2.4.2: Develop a unique brand to promote the innovation in the Innovation District.	M	PD

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.1: Expand the sidewalk and bikeway networks to provide connectivity within Reynoldsburg and the region.		
Action 3.1.1: Create multi-use paths along at least one side of new roadways where appropriate. While many residential streets may be appropriate for on-street bike facilities, busier streets with higher vehicle counts are better suited for off-street paths.	O	PS/PD
Action 3.1.2: Establish partnerships with area jurisdictions and state agencies and organizations on bikeways and trails. Coordinate the extension of bikeways and trails into adjacent townships and municipalities by collaborating with Central Ohio Greenways, MORPC, Metroparks, City of Columbus, Townships, and other entities. Collaborative efforts may enable special funding or cost-sharing opportunities.	O	PS/PR/PD
Action 3.1.3: Require that bicycle parking facilities (bike racks or shelters) are included on new development plans where appropriate. Include requirements for bike parking facilities within the suggested update to the City's zoning code.	O	PS/PR/PD
Action 3.1.4: Ensure that any roadway and non-motorized transportation improvements meet the needs of all users in Reynoldsburg, including seniors, young people, and those with physical limitations.	O	PS

APPENDIX A - GOALS AND STRATEGIES

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.2: Reduce congestion and improve quality of main corridors and intersections.		
Action 3.2.1: Manage access points onto parkways and boulevards (arterials and major collectors). Access management should be applied on all boulevards and parkways and on avenues in commercial settings to provide for adequate, safe and properly designed entrances and exits to and from developments.	O	PS/PC/PD
Action 3.2.2: Consider the use of roundabouts at local intersections. Modern roundabouts have been demonstrated to improve efficiency and safety at critical intersections. The City should consider roundabouts at intersections where appropriate.	O	PS
Action 3.2.3: Require traffic impact studies for most development proposals. Development proposals that meet certain criteria should be required to submit a traffic impact study as part of the review process.	O	PS
Action 3.2.4: Develop partnerships to leverage the work of the City of Columbus' Smart City Grant. The Smart City Grant (from the US Department of Transportation), has made Columbus an epicenter for testing "intelligent" transportation systems.	O	PS/PD

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.3: Expand public transportation options.		
Action 3.3.1: Continue to coordinate with the Central Ohio Transit Authority (COTA). Meet with COTA officials at least annually to identify opportunities to improve public transportation in the City. As needed, share significant development proposals to assess their design with regard to viability of transit.	O	PS/PD
STRATEGY 3.4: Ensure that new developments are connected into the existing transportation network.		
Action 3.4.1: Require street and trail connectivity between developments. Update the land development regulations to require that development plans include street and trail connections to adjacent development. At the edge of the City, stub streets should be included in subdivisions with the expectation that those streets will be connected to future development.	O	PS/PD/PC
STRATEGY 3.5: Expand trail connectivity in and around Olde Reynoldsburg.		
Action 3.5.1: Develop a connection west of the Main Street Bridge, on the north side of the street, to connect to the Blacklick Trail.	S	PD/PS/PR
Action 3.5.2: Develop and implement a non-motorized network through Old Reynoldsburg along the French Run Creek.	S	PD/PS/PR

APPENDIX A - GOALS AND STRATEGIES

GOAL 3 (Mobility)

A SAFE, EFFICIENT, AND ACCESSIBLE TRANSPORTATION NETWORK THAT INCLUDES A RANGE OF MOBILITY OPTIONS

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 3.6: Ensure Reynoldsburg is prepared for the adoption of autonomous and connected vehicles.		
Action 3.6.1: <i>Ensure that a zoning code update incorporates anticipated changes in land use and parking requirements as a result of autonomous vehicles.</i>	S	PD
Action 3.6.2: <i>Planning Commission should consider the impact of autonomous vehicles in development review.</i>	O	PC

GOAL 4 (*Utilities and Infrastructure*)

COORDINATE FUTURE INFRASTRUCTURE INVESTMENTS WITH ANTICIPATED GROWTH AND DEVELOPMENT

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 4.1: Explore opportunities around implementing fiber infrastructure.		
Action 4.1.1: Explore partnerships with technology companies and other utilities to facilitate access to high-speed internet in an equitable manner.	M/L	PD
Action 4.1.2: With the passage of H.B. 478 in the Ohio Legislature, prepare design guidelines around zoning code update to accommodate small-cell facilities to support 5G cell phone technology within the public right-of-way.	S	PD
STRATEGY 4.2: Examine wastewater collection capacity to ensure it meets future needs.		
Action 4.2.1: Perform sanitary sewer system capacity analyses. Development can be constrained by sewer capacity. Study scenarios need to be conducted to determine the future growth and to help adjust the budget as needed to include the remedies found in the analyses.	O	PS

APPENDIX A - GOALS AND STRATEGIES

GOAL 4 (*Utilities and Infrastructure*) COORDINATE FUTURE INFRASTRUCTURE INVESTMENTS WITH ANTICIPATED GROWTH AND DEVELOPMENT

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 4.3: Ensure stormwater quality is improved as Reynoldsburg's population continues to grow.		
Action 4.3.1: Establish processes to ensure detention and retention facilities and water quality features are maintained. A review of current monitoring process should be completed and recommendations made to ensure maintenance is being performed as needed.	S/M	PS
Action 4.3.2: Employ sustainable methods for roadway construction. Utilize sustainable methods in the design of streets, as recommended in this Plan.	O	PS
Action 4.3.3: Coordinate Reynoldsburg's stormwater policies with neighboring jurisdictions. Watersheds have geographic limits that are not constrained by jurisdictional boundaries. The City should understand the efforts of neighboring jurisdictions to better maintain stormwater runoff at the current levels and improve the stormwater quality.	O	PS
Action 4.3.4: Collaborate with Franklin Soil and Water Conservation District on education and outreach to the public through mailings, social media, in-person workshops and other methods as to how citizens can reduce stormwater runoff and improve water quality (rain barrels, rain gardens, planting of trees and grasses along waterways, etc.).	O	PS

GOAL 5 (*Image and Brand*)

DEFINE, GROW, AND PROMOTE THE CITY'S IMAGE AND BRAND.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 5.1: Create a marketing and branding plan.		
Action 5.1.1: Issue an RFP to a marketing and brand consultant.	S	PD/CC
Action 5.1.2: Identify and engage a variety of stakeholders, including business owners, residents, employees, and those who don't live in Reynoldsburg, in creating a marketing and branding plan.	S	PD
STRATEGY 5.2: Define and promote a consistent brand message, internally and externally.		
Action 5.2.1: Identify one person on City staff, or hire a "Public Information Officer", that is responsible for communicating the City's messaging, programming, and project updates to the community.	S/M	CC
Action 5.2.2: Ensure that the brand message is consistent across all mediums, including online, social media, and events and programming.	O	TBD
STRATEGY 5.3: Define and apply brand elements to the public realm.		
Action 5.3.1: As part of the marketing and branding plan, create and develop a "signage package" so that updated signage and brand elements are consistent throughout the City.	M	TBD
Action 5.3.2: Identify locations, particularly in Olde Reynoldsburg and entrances to the City, to locate new signage.	M	PD/PR/PS
Action 5.3.3: Coordinate with ODOT to explore the opportunity to promote the Reynoldsburg brand on single point interchanges and bridges over I-70.	M	PS/PD

APPENDIX A - GOALS AND STRATEGIES

GOAL 5 (*Image and Brand*)

DEFINE, GROW, AND PROMOTE THE CITY'S IMAGE AND BRAND.

	TIMEFRAME	POTENTIAL PARTNERS
STRATEGY 5.4: Continue to support and promote small, locally-owned businesses throughout the City, particularly in Reynoldsburg.		
Action 5.4.1: In zoning code review, examine and remove any unnecessary regulations that are limiting small business growth and development.	S/M	PD/PC
Action 5.4.2: Collaborate with local partners, including Chamber of Commerce, on marketing the work of local businesses to the Central Ohio region.	O	PD
Action 5.4.3: Identify existing and potential incentive programs to use to leverage additional business development.	O	PD
STRATEGY 5.5: Incorporate sustainability projects and initiatives into overall image and brand improvements for the City.		
Action 5.5.1: Explore opportunities to integrate ongoing and future City-wide sustainability initiatives into promoting the image and brand of Reynoldsburg.	O	PD

REYNOLDSBURG COMPREHENSIVE PLAN

PLANNED ROADWAY IMPROVEMENTS

The City of Reynoldsburg has a number of planned roadway improvement projects. Recent planning studies conducted by the City and MORPC indicate that increases in traffic volumes are expected on several roadways in and around Reynoldsburg. This planned increase in traffic volumes may exceed the existing capacity of those roads at peak times. However, roadway expansion isn't the answer. Often times, as transportation planners provide additional lanes of traffic to alleviate congestion, these new lanes fill up with more traffic, failing to solve congestion while adding a significant cost to the taxpayer.

Instead, future roadway development should align with the new roadway classifications outlined in this Chapter. Many planned roadway improvements should include bikeway facilities and additional off-street trails are planned as the City grows. Smart and safe transportation choices offer reduced congestion, support and encourage desirable growth and character of place, and integrate private vehicles, public transportation, biking, and walking.

PLANNED ROADWAY IMPROVEMENTS

Main Street 1

LOCATION: WESTERN CITY LIMITS TO TAYLOR ROAD

This is a collaborative project with Ohio Department of Transportation (ODOT) to resurface East Main Street using a mill/overlay methodology. Repairing pavement and roadway conditions along this main corridor will improve the useful life and safe traffic movements. This section is approximately 197,820 S.Y. of roadway reconstruction. This project is being funded through the ODOT Urban Paving Program, which is an 80%-ODOT and 20%-City split.

Waggoner Road 2

LOCATION (PHASE 1): EAST MAIN STREET TO PRIESTLY DRIVE

Improvements include full reconstruction and widening of the roadway throughout the entire corridor with the addition of curb, a bike path, and sidewalk. Upgrades to the street lighting and water line are included. This section is approximately 16,500 S.Y. of roadway reconstruction. The City of Reynoldsburg applied for \$5M of funding assistance from the State Capital Improvement Program for this project.

LOCATION (PHASE 2): PRIESTLY DRIVE TO RODEBAUGH ROAD

Improvements include full reconstruction and widening of the roadway throughout the entire corridor with the addition of curb, a bike path, and sidewalk. This section is approximately 21,020 S.Y. of roadway reconstruction. Similar to Phase 1, this project will require additional outside funding and will be the subject of a future Ohio Public Works Commission, Issue 2, funding application.

Davidson Drive 3

LOCATION: EAST MAIN STREET TO HAFT DRIVE

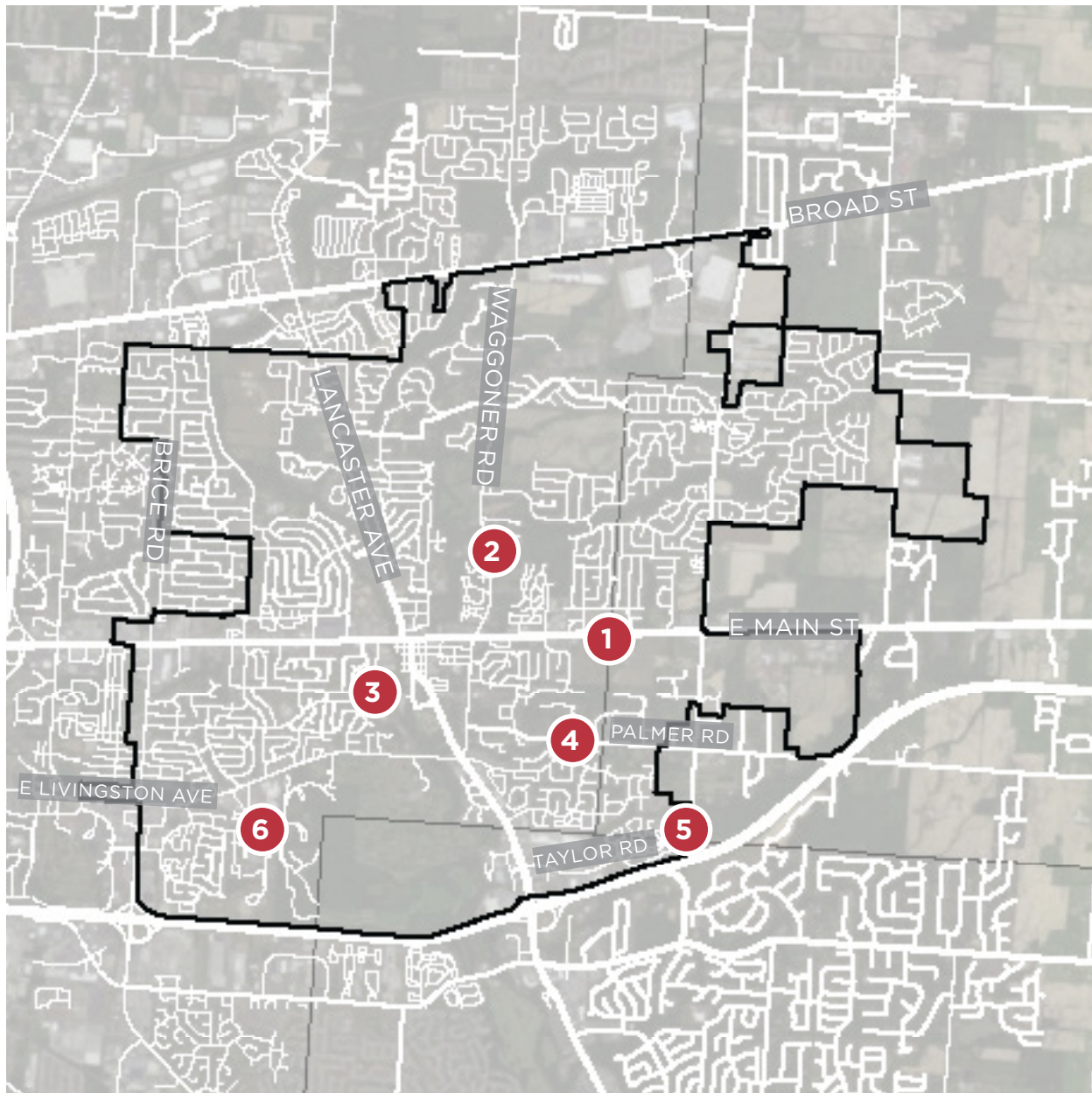
This project would focus on the roadway reconstruction of Davidson Drive. This work would replace the failing inverted crown concrete pavement section with a curbed, asphalt roadway. Storm sewers and inlets would be installed to provide better drainage, adding life to the roadway. This section is 4,700' x 26' (13,578 S.Y.)

Palmer Road 4

LOCATION: GRAHAM ROAD TO EAST CORP. LIMIT

Palmer Road is in need of reconstruction. This work would reinforce the base of the road to provide longer life to the road surface. The road would be widened by four feet to provide proper lane widths. Storm sewers and inlets would be installed to provide better drainage, adding life to the roadway. This section is 4,700' x 26' (13,578 S.Y.)

PLANNED ROADWAY IMPROVEMENTS



Taylor Road 5

LOCATION: MAIN STREET TO BROAD STREET
Taylor Road is in need of milling and paving from Main Street to Broad Street. Some curb repairs and storm inlet repairs will be needed. This section is 11,600' x 36' (46,400 S.Y.) This project will be evaluated further to determine if it is a good candidate for outside funding assistance.

Baldwin Road 6

LOCATION: WOODSEDGE DRIVE TO JUNIOR HIGH SCHOOL
This section of Baldwin Road and Woodsedge Drive is in very poor condition. It measures 1,680' x 26' (4,854 S.Y.). This work will consist of the reconstruction of the roadway and repairs to storm sewer inlets. This street is heavily traveled by school buses.



REYNOLDSBURG CITIZEN SURVEY

April 30th, 2018

CONFIDENTIAL
AimpointResearch.com



AIMPOINT RESEARCH

Attachment: Reynoldsburg Final 12_14 (Implementation of the Comprehensive Plan)



Telephonic Survey

Research Approach

Participants

300

Residents

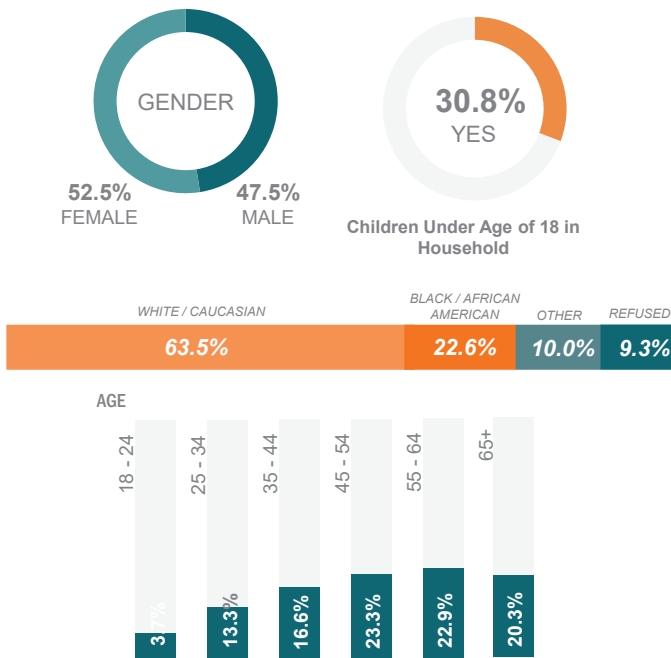
Target Audience

Current residents of Reynoldsburg, Ohio

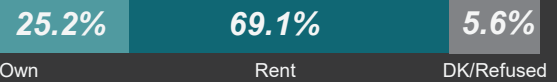
Field Dates

April 19th – April 26th

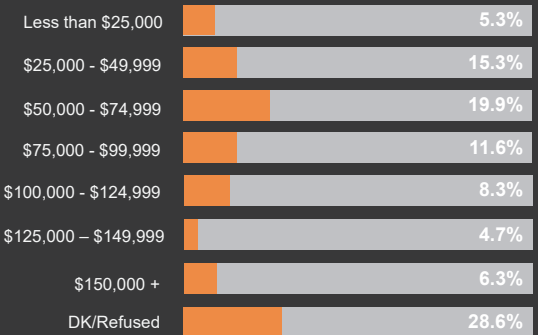
Profile of Respondents



HOME OWNERSHIP



HOUSEHOLD INCOME



YEARS IN REYNOLDSBURG



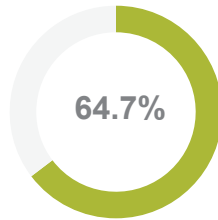
Key Takeaways

1. Residents are generally satisfied about living in Reynoldsburg (Slides 5, 10)
2. Reynoldsburg is viewed as being a family oriented multi-cultural suburban community (6)
3. Family is the main reason that residents have moved to Reynoldsburg (13)
70% plan to still live in Reynoldsburg in 5 years (14)
Lifestyle change and family are main reasons for leaving (16)
4. Residents are most satisfied with public parks and access to healthcare (12)
5. The most significant challenge is infrastructure (11)
6. Redeveloping existing properties and growing businesses (19) in existing corridors (20) are preferred strategies to deal with increased population growth
Specifically redeveloping old retail locations, K-mart, Big Lots and Kroger (21)
7. Senior housing and single family residential are top housing needs (24)

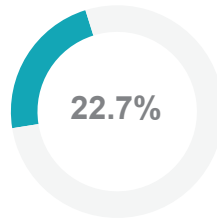


The 3 to 1 ratio suggests a high level of satisfaction with the direction of the city.

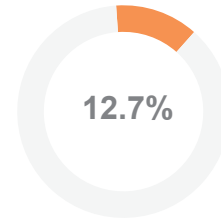
RIGHT DIRECTION



WRONG TRACK



DON'T KNOW



Source: All Respondents

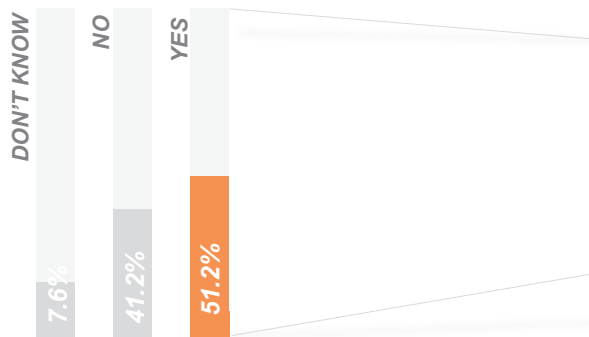
Q2: Generally speaking, would you say things here in Reynoldsburg are going in the right direction, or have they gotten off on the wrong track?

5



Most residents believe Reynoldsburg has a distinct identity: it is primarily viewed as a suburban, family oriented, multi-cultural community.

DO YOU BELIEVE THE CITY HAS A DISTINCT IDENTITY?



WHAT IS THE IDENTITY OF REYNOLDSBURG?



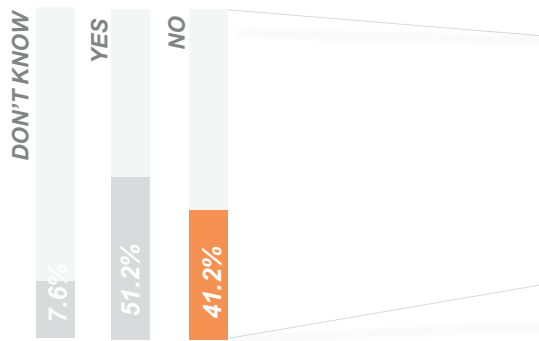
Source: All Respondents That Said Reynoldsburg Has a Distinct Identity

Q3: Do you believe the City has a distinct identity? Q4: What do you believe the current identity of Reynoldsburg is?

6

Reynoldsburg residents would like the identity of the city to be a community of involvement and family oriented.

DO YOU BELIEVE THE CITY HAS A DISTINCT IDENTITY?



WHAT WOULD YOU LIKE THE IDENTITY TO BE?

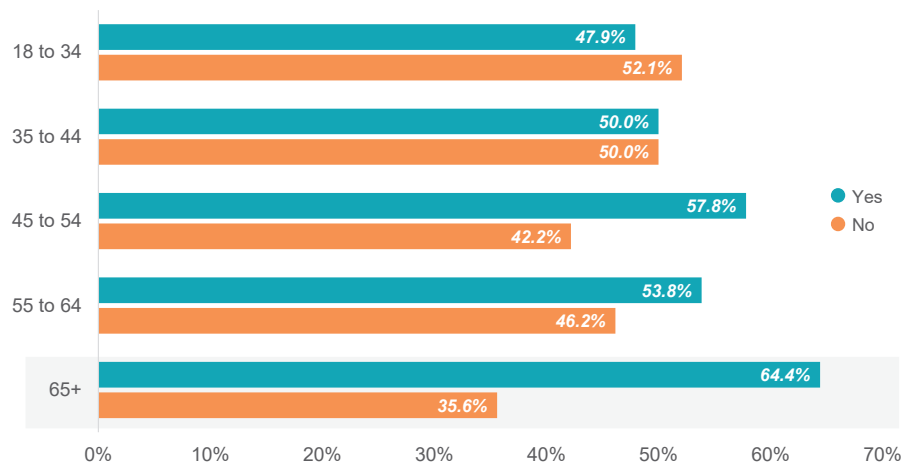


Source: All Respondents That Said Reynoldsburg Does Not Have a Distinct Identity
Q3: Do you believe the City has a distinct identity? Q5: What would you like the identity of Reynoldsburg to be?

7

Older Reynoldsburg residents are more likely to believe Reynoldsburg has a distinct identity.

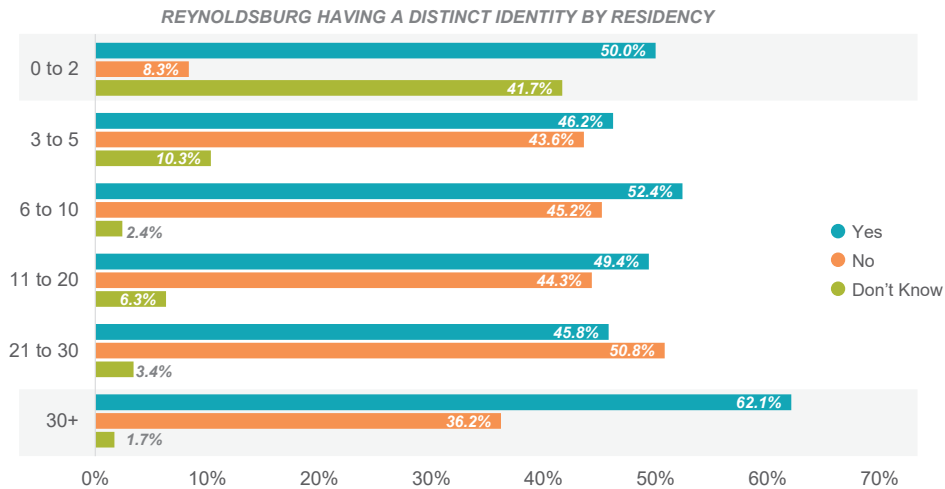
REYNOLDSBURG HAVING A DISTINCT IDENTITY BY AGE



Source: All Respondents That Said Reynoldsburg Has a Distinct Identity By Age
Q4: Do you believe the City has a distinct identity?

8

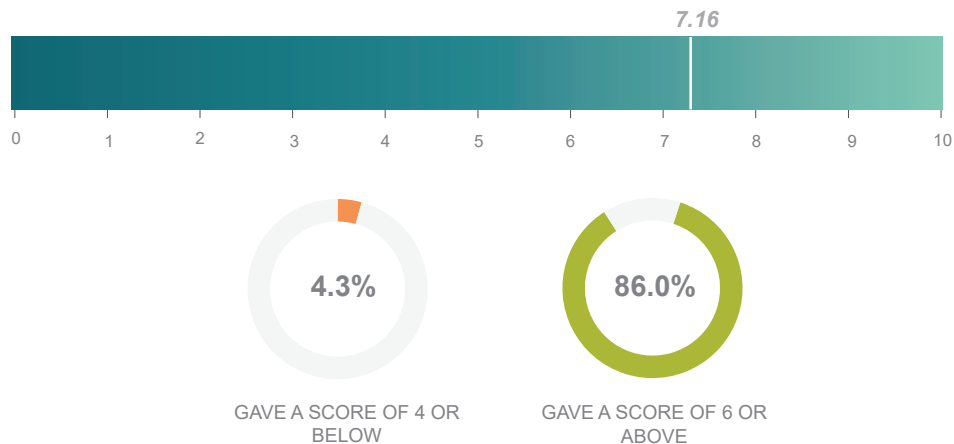
Reynoldsburg residents of 21 – 30 years are the only category to be less inclined to believe that the city has a distinct identity.



Source: All Respondents That Said Reynoldsburg Has a Distinct Identity By Residency
Q4: Do you believe the City has a distinct identity?

9

Overall—residents are very satisfied with their quality of life in Reynoldsburg, with 86% of respondents giving a ranking of a 6 or above.



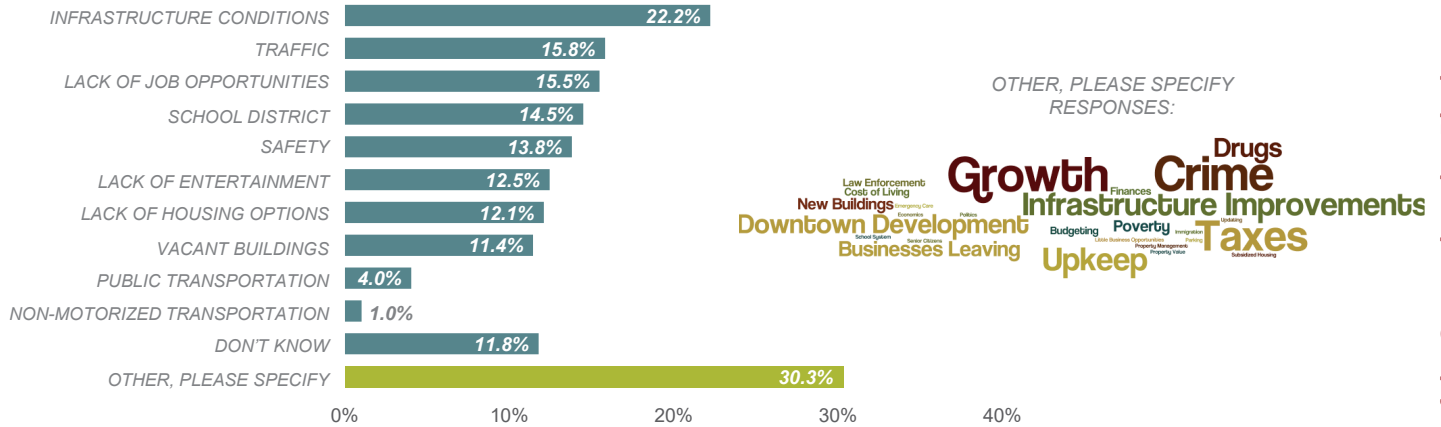
Source: All Respondents
Q6: On a scale of 0 – 10 where 0 is "extremely low" and 10 is "extremely high," how would you rate the quality of life in Reynoldsburg?

10



Residents cited infrastructure conditions as a primary concern – along with the need for city growth and crime.

MOST SIGNIFICANT CHALLENGE FACING REYNOLDSBURG



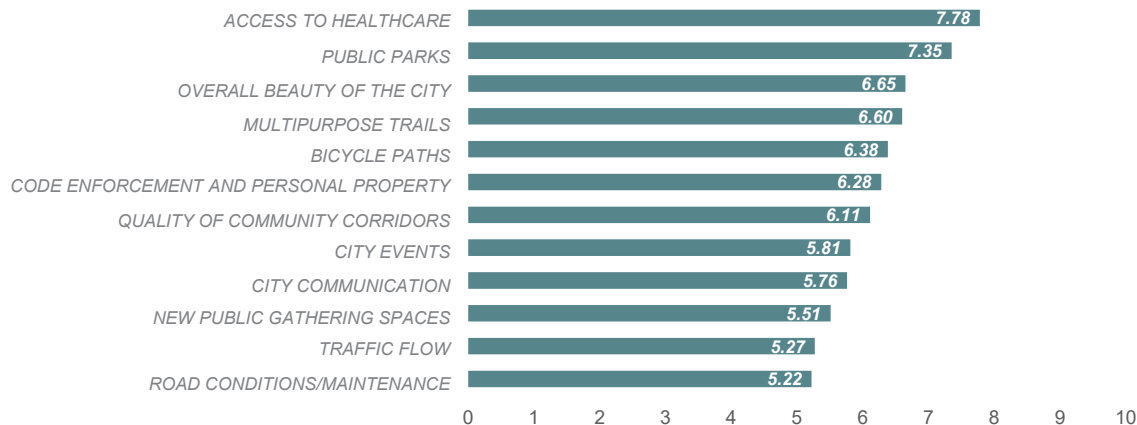
Source: All Respondents
Q7: What is the most significant challenge facing the City of Reynoldsburg?

11



Generally, residents of Reynoldsburg are most satisfied with availability of healthcare and the public parks in the city.

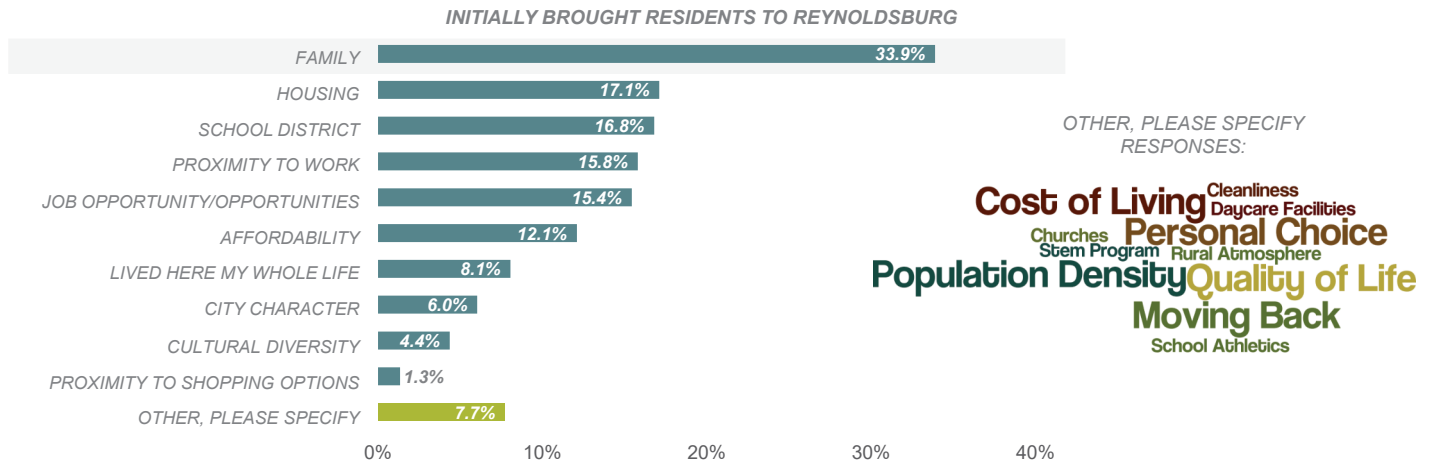
SATISFACTION WITH SERVICES / CHARACTERISTICS



Source: All Respondents
Q8: On a scale of 0 – 10, with 0 being "not at all satisfied," and 10 being "extremely satisfied," how satisfied are you currently with the following services and characteristics?

12

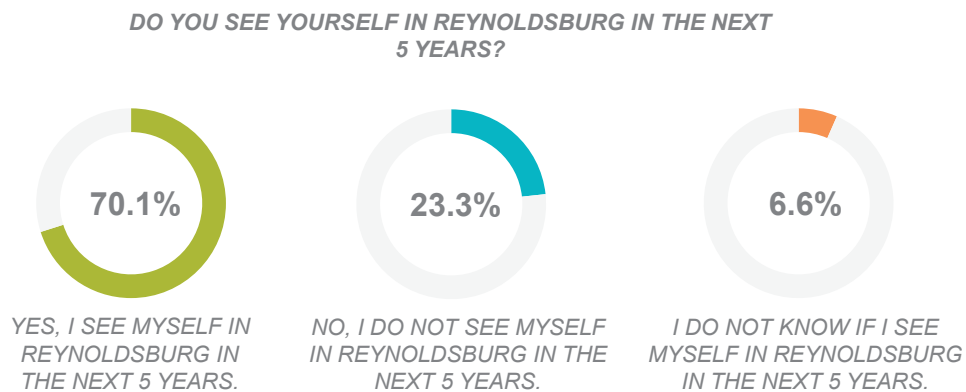
The primary reason for residents being in Reynoldsburg other than family include the quality of life and cost of living.



Source: All Respondents
Q9: What initially brought you to Reynoldsburg?

13

The majority of Reynoldsburg residents are expecting to remain in the city in the next five years.

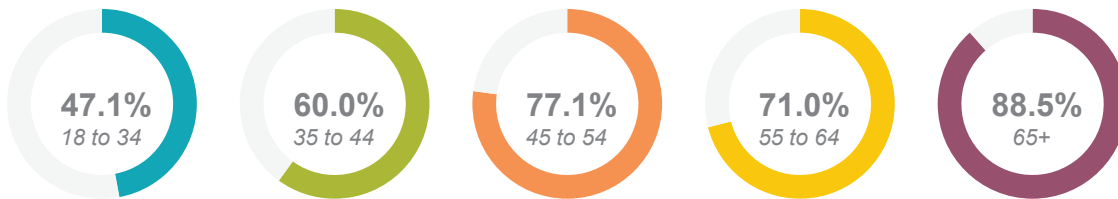


Source: All Respondents
Q10: Do you see yourself in Reynoldsburg in the next 5 years?

14

Outside of the 18 – 34 age category, current residents indicate seeing themselves in Reynoldsburg in the next five years.

SAID YES TO SEEING THEMSELVES IN REYNOLDSBURG IN THE NEXT 5 YEARS

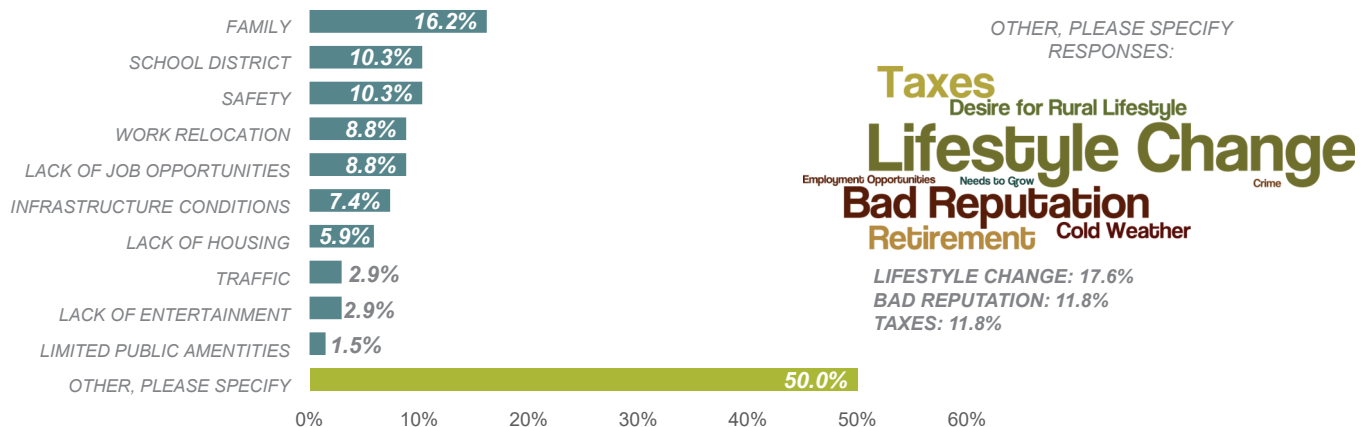


Source: All Respondents By Age
Q11: Do you see yourself in Reynoldsburg in the next 5 years?

15

Of those who indicated not being in Reynoldsburg in the next five years, the primary reasons included lifestyle changes and the burden of taxes.

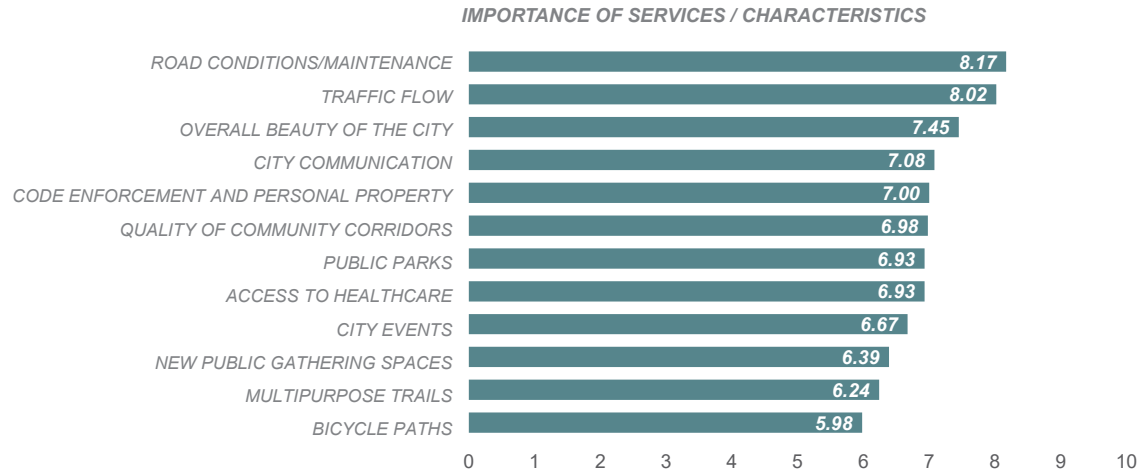
REASONS FOR NOT BEING IN REYNOLDSBURG IN NEXT 5 YEARS



Source: All Respondents
Q11: Why do you not see yourself in Reynoldsburg in the next 5 years?

16

Generally, traffic flow is seen as the greatest importance for Reynoldsburg residents, while recreational facilities are not as important.

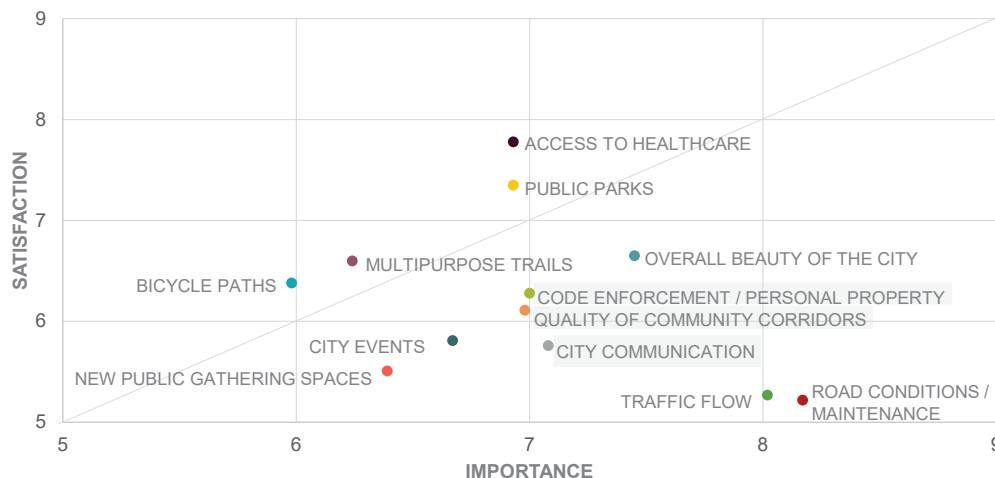


Source: All Respondents

Q12: On a scale of 0 – 10, with 0 being “not at all important,” and 10 being “extremely important,” how important is it to improve the following factors in the next ten years?

17

Reynoldsburg is underperforming on city related efforts – Importance to residents is above a 7, with satisfaction falling around 6.



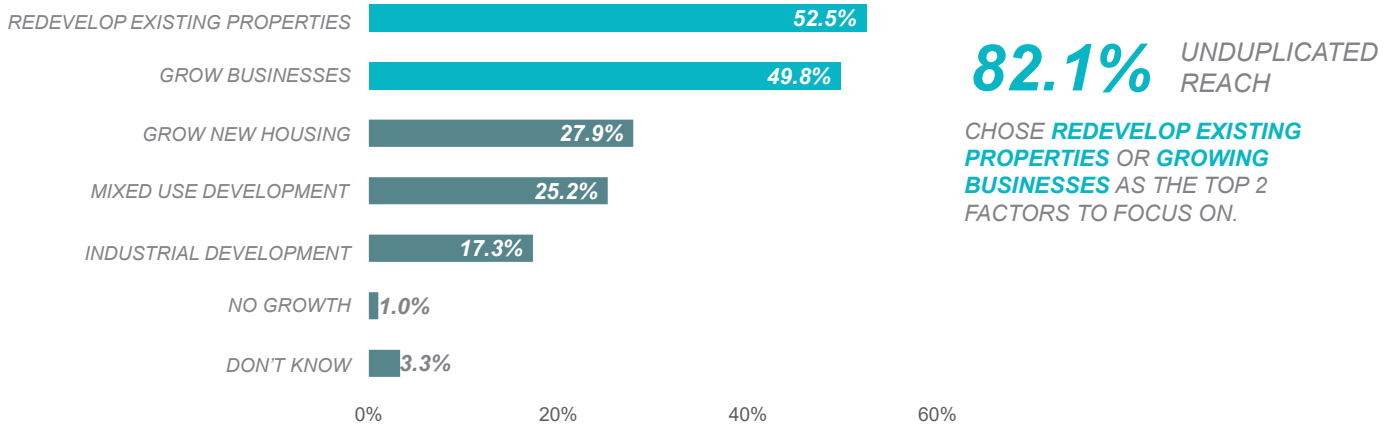
Source: All Respondents

Q8: On a scale of 0 – 10, with 0 being “not at all satisfied,” and 10 being “extremely satisfied,” how satisfied are you currently with the following services and characteristics?

Q12: On a scale of 0 – 10, with 0 being “not at all important,” and 10 being “extremely important,” please rate how important it is to improve the following factors in the next ten years?

18

In the next 30 years Reynoldsburg should focus on redeveloping existing properties and growing businesses to satisfy the largest audience.

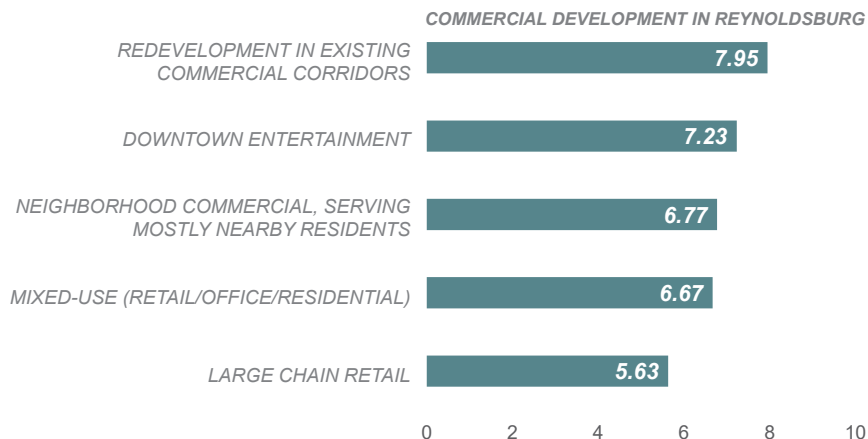


Source: All Respondents

Q13: The Central Ohio region is expected to grow by approximately 1 million people by the year 2050. Please indicate which of the following 2 factors are most important for Reynoldsburg to focus on during this growth period.

19

Residents prefer to redevelop in existing corridors, rather than building large chain retail.

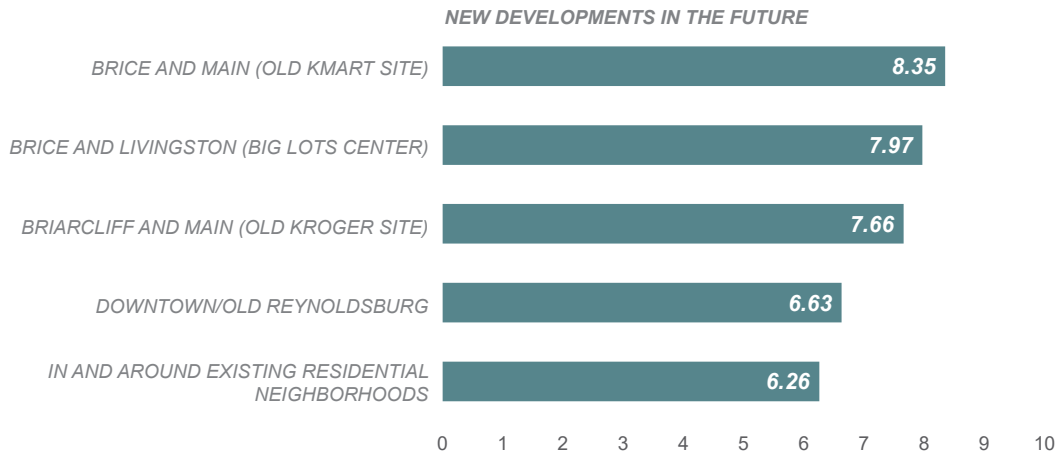


Source: All Respondents

Q18: Using a scale of 0 – 10, with 0 being "would not like at all," and 10 being "would like a great deal," please rate the type of commercial development you would like in Reynoldsburg.

20

Residents prefer new developments be focused around the old Kmart site and the Big Lots center.

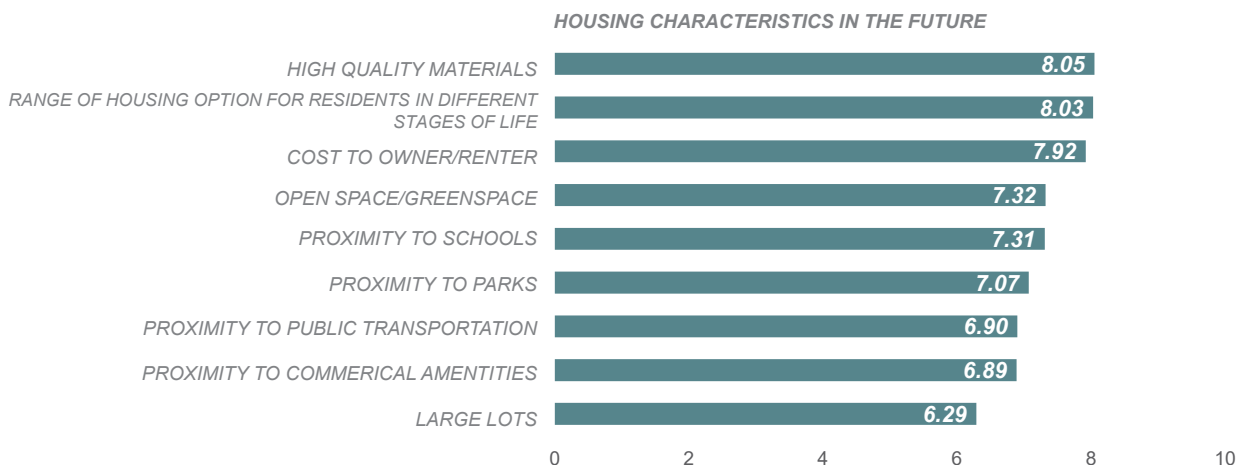


Source: All Respondents

Q14: Using a scale of 0 – 10, with 0 being "not appropriate at all," and 10 being "very appropriate," how appropriate are each of the following locations for new developments in the future?

21

The most important characteristics for housing to Reynoldsburg residents are quality materials, a range of options, and the cost.



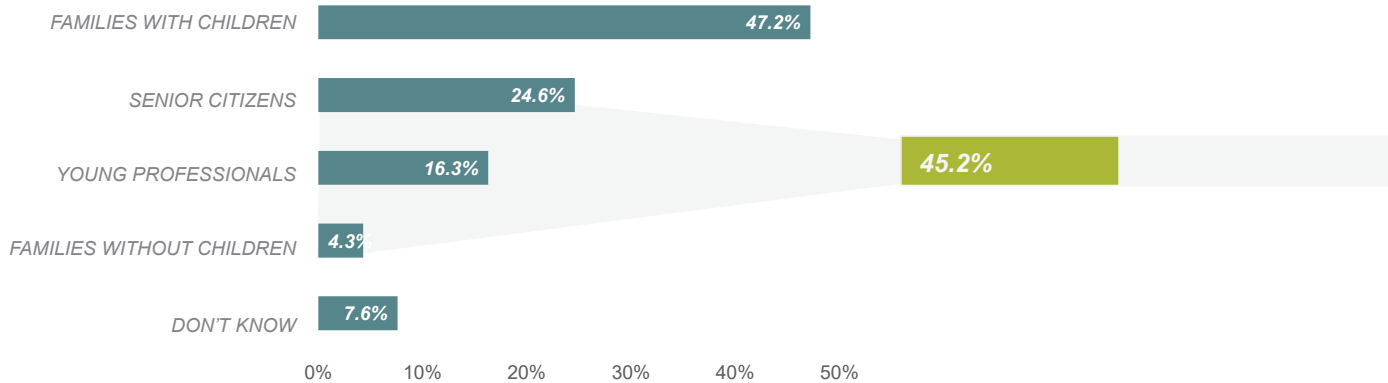
Source: All Respondents

Q15: On a scale of 0 – 10 with 0 being "extremely unimportant," and 10 being "extremely important," please rate how important each of the following housing characteristics are when thinking about future residential growth and development

22



A nearly perfect 50 – 50 split is present between housing preferences in the next ten years, with nearly half indicating families with children should be prioritized, with the other half prioritizing housing for non-traditional families.



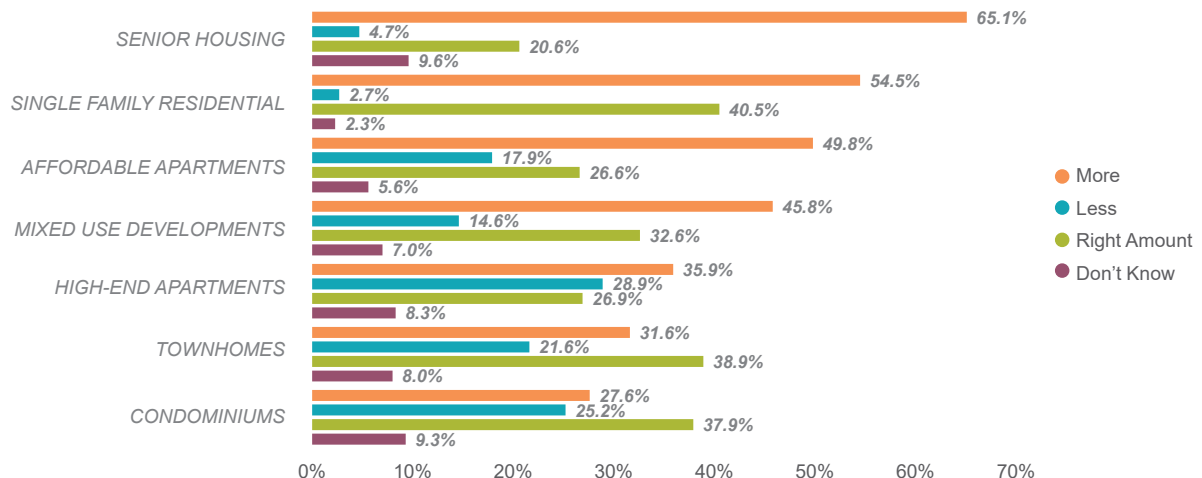
Source: All Respondents

Q16: What group of people might need more housing within Reynoldsburg over the next ten years?

23



Residents want more senior housing, single family residential, and affordable apartments.

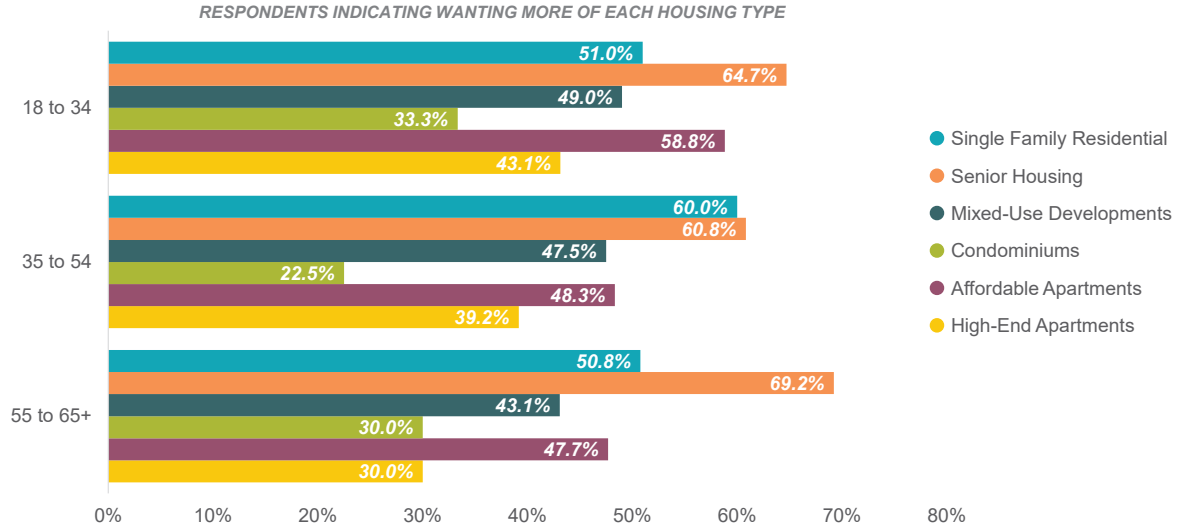


Source: All Respondents

Q17: Does Reynoldsburg need more, less, or have the right amount of each of the following?

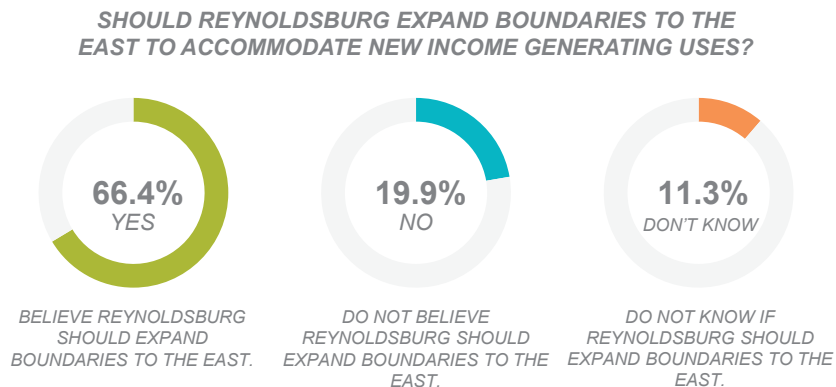
24

Across all age categories, respondents believe Reynoldsburg needs more senior housing.



25

Reynoldsburg residents are in favor of expanding the city boundaries to generate new income.



Source: All Respondents
Q18: Do you believe Reynoldsburg should expand its boundaries to the East to accommodate new income generating uses (i.e., office and light industrial)?

26



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