



CANAL WINCHESTER

OLD TOWN PLAN

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PLAN PREPARED FOR THE CITY OF CANAL WINCHESTER BY OHM ADVISORS



INTRODUCTION

PROJECT OVERVIEW

In the spring of 2016, the City of Canal Winchester initiated a process to create a plan for its Old Town district. The project evaluated the wants and needs of residents and stakeholders in the community, identified focus areas for redevelopment and developed a vision and strategy for these areas to help the City respond to opportunities in the regional marketplace. Additionally, this Plan is intended to guide the City in the development of public projects that will enhance the pedestrian realm and promote future growth.

PLAN GOALS + OBJECTIVES

This project will help achieve a number of community goals and objectives such as:

- » Establish a refined vision for Old Town;
- » Identify the opportunity for new catalyst projects that will generate City revenue while enhancing the character and brand of the community;
- » Support future development through creative redevelopment strategies and incentives;
- » Create a plan that has broad public and private sector support; and,
- » Support future funding initiatives.

PLAN ELEMENTS

Many elements come together within the Plan to create a holistic and informed blueprint for future growth and development. These elements were established from quantitative and qualitative analyses alongside public input and include the following:

CONTEXT

Area conditions considered included current land use, demographics, parking demands, and other area-specific investigations. With an understanding of the existing

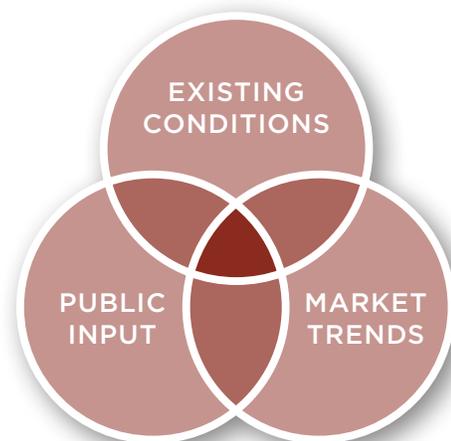
conditions, the planning team and the Old Town task force were able to make informed decisions and goals for the area.

PUBLIC OUTREACH

Throughout the planning process, the planning team facilitated discussions amongst community members to delineate the common direction and goals for Old Town. Community issues and opportunities made apparent during these discussions were used to formulate both public and private projects, addressing and capitalizing on underutilized sites and opportunity areas.

RECOMMENDATIONS

This section of the Plan is an overview of the conclusions drawn after evaluating the existing conditions and public engagement. The Recommendations of this Plan are threefold with Development Principles, the Action Plan, and Focus Areas. Development Principles act as overarching goals for the future of Old Town, the Action Plan includes implementable strategies for achieving the Development Principles, and the Focus Areas depict a new vision for Old Town and outline potential development concepts.



The Plan is centered on the fusion of three elements: existing conditions, public input, and market trends.

HOW TO USE THE PLAN

The Plan is intended to be used on a daily basis as decisions are made concerning new development, redevelopment, capital improvements, economic incentives, and other matters involving Old Town.

The Plan is intended to serve as a guide to help the City, development community, and local residents plan for redevelopment. It is intended to be flexible and fluid, and should be updated and amended as appropriate. As projects, policies, and programs develop over time they may not look exactly like the images in this document, but they should address the overall intent of the Plan. The following is a summary of how decisions and processes should align with the Plan.

ANNUAL WORK PROGRAMS AND BUDGETS

Individual City departments and administrators should be cognizant of the contents of the Plan when preparing annual work programs and budgets. Objectives in this Plan should be prioritized when reviewing Old Town budgets to maximize the implementation of goals voiced by the public and included in this Plan.

DEVELOPMENT APPROVALS

Administrative and legislative approvals of development proposals, including rezoning and conditional use permits, should be a central means of implementing the Plan. Decisions by elected and appointed officials should reference relevant Development Principles and Actions. City plans and codes should also reflect and support the vision and recommendations in the Plan.

CAPITAL IMPROVEMENTS AND THE GENERAL FUND

The City's plan for Capital Improvements and use of the General Fund should be prepared consistent with the Downtown Plan's policies and infrastructure recommendations. New improvements that are relevant to recipients of the General Fund should be capitalized to implement the recommendations of this Old Town Plan.

ECONOMIC DEVELOPMENT INCENTIVES

Economic development incentives should be reviewed periodically to ensure consistency with the Plan and current legislation. New state ordinances may develop that change the economic landscape for funding projects in Ohio, and this Plan can be leveraged to apply for funding which requires a set of guidelines or area plan.

PURPOSE OF THE PLAN

GUIDE...

...the community in evaluating proposed public, private, or joint projects

INFORM...

...current and prospective property owners as well as developers on desirable growth patterns

MEASURE...

...progress and effectiveness of projects in Old Town to ensure they strengthen the community as a whole

PRIVATE DEVELOPMENT DECISIONS

Property owners and developers should consider the goals and strategies of the Plan in their land planning and investment decisions. Public decision-makers will be using the Plan as a guide in their development deliberations such as zoning matters and infrastructure requests. This Plan should be used as a tool by the City to clearly communicate to property owners and developers the overall vision for growth in Old Town Canal Winchester.

PLANNING PROCESS

The Old Town Plan process spanned approximately six months and included both technical research and public involvement, resulting in an intuitive, informed, and proactive document.

By employing an innovative planning process, Canal Winchester sought to develop a truly implementable plan that would fully integrate land use, mobility, parks and open spaces, and other public amenities in Old Town.

The planning process was developed at the beginning of the project. This process helped guide project activities, many of which were carried out concurrently in order to

maintain the overall project schedule. The following is a brief summary of each step in the planning process.

PROJECT LAUNCH

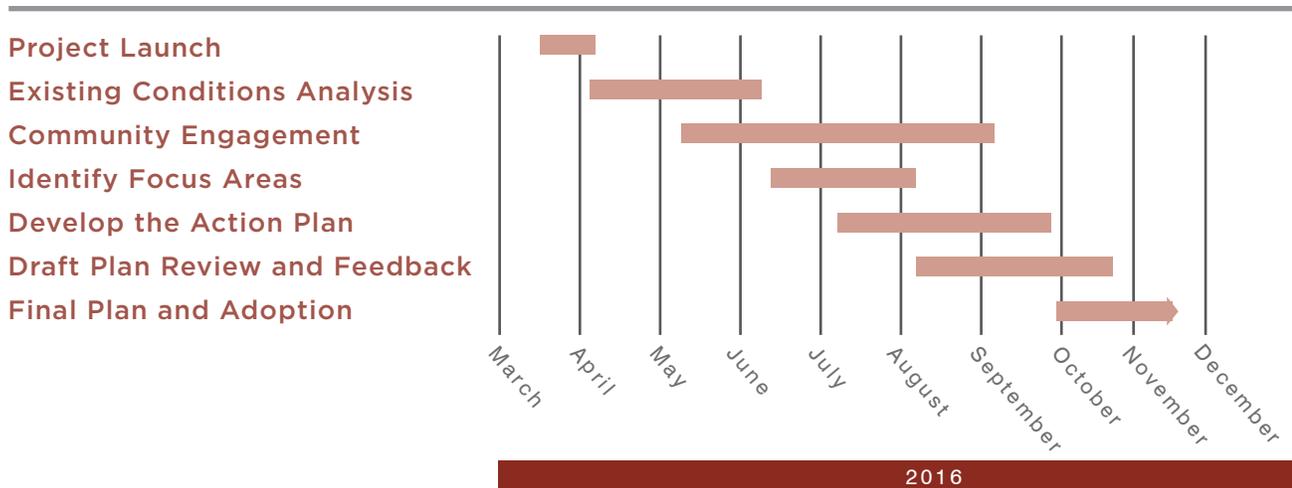
During this initial step in the planning process, the scope of services was defined for the planning team, consisting of contracted planning consultants and key members of City staff. Members of the task force were identified and invited to participate during the project launch.

EXISTING CONDITIONS ANALYSIS

The planning team collected and analyzed data about all aspects of the City and the Old Town. This information provided an understanding of the current conditions in the area and informed the recommendations found in the Plan. Existing conditions were reported to the task force for general feedback and verification and are included in the Context section of this Plan.

COMMUNITY ENGAGEMENT

Concurrently with the existing conditions assessment, public input was sought using a combination of task force meetings, stakeholder interviews, public meetings, and a community-wide online survey to gain insight into the concerns and needs of Canal Winchester residents.



The planning process followed seven stages culminating in the final Plan in October of 2016.

Results from these various interactions informed the recommendation in the Plan and are included in Public Outreach section.

IDENTIFY FOCUS AREAS

Based on the public input received early in the process, areas within the Old Town district were identified as needing more attention. These prioritized areas were evaluated, discussed with the planning team and task force, and ultimately received new visions for the future.

DEVELOP THE ACTION PLAN

This step in the planning process involved developing recommendations for public and private improvements in the Downtown. Development Principles were distilled from public input and applied to the previously identified Focus Areas. Actions were then developed as programs or policies that would strategically reinforce those Development Principles.

DRAFT PLAN REVIEW AND FEEDBACK

This step followed an interactive process allowing the task force and the general public an opportunity to review and provide feedback on a draft version of the Plan. This is a key step in ensuring the Plan is supported by the public and that its recommendations are successfully implemented in the future.

FINAL PLAN AND ADOPTION

Once the previous components were completed, compilation of the Old Town Plan document began. The final Plan is a concise, coherent, and easily comprehended document. It is meant to be read and used by any Canal Winchester community member and its straightforward design should aid in the swift implementation of its recommendations.

As a final step in the Downtown planning process the Plan should be reviewed and approved by the Planning & Zoning Commission and City Council. This document is an area plan for Old Town Canal Winchester and should act as a supplement to the City's Comprehensive Plan moving forward.

CONTEXT

STUDY AREA

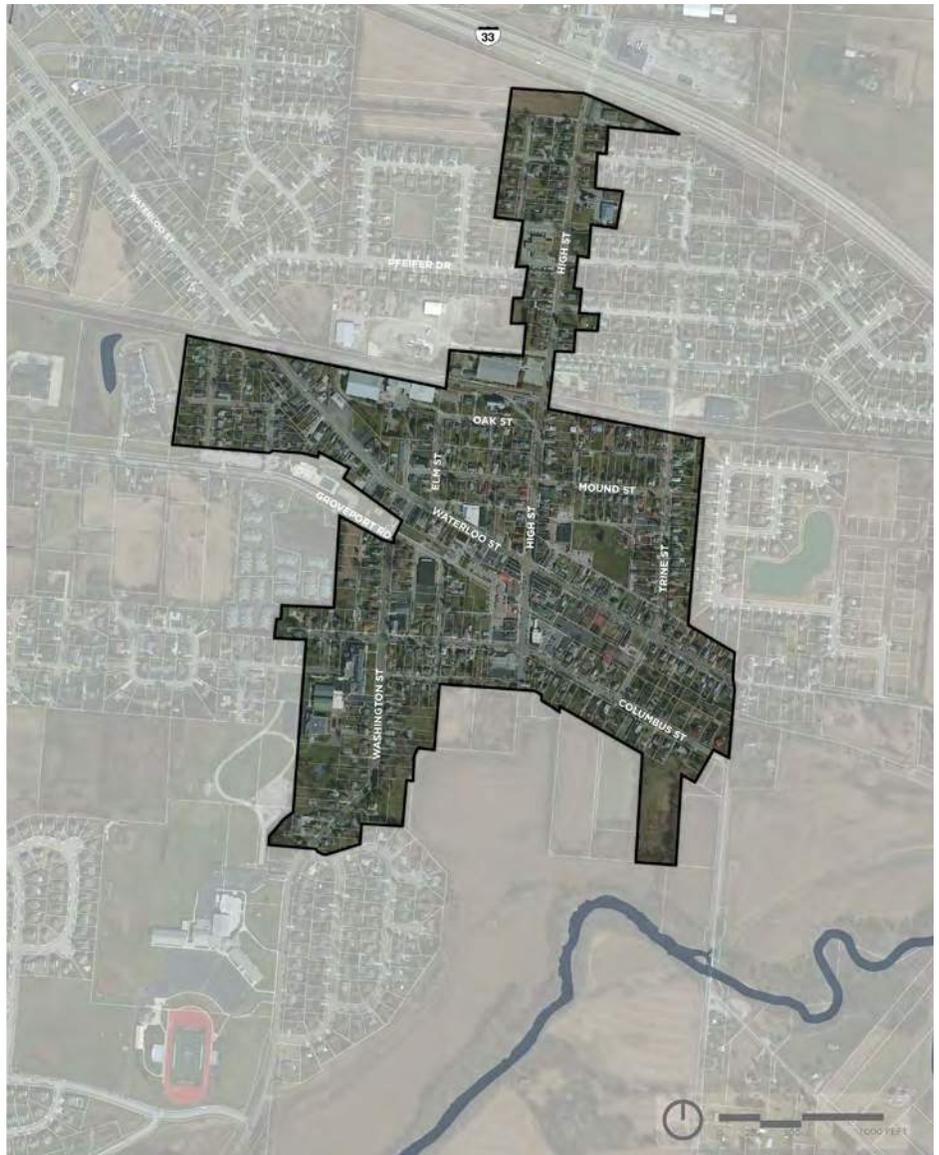
The Old Town district is a combination of the Historic and Preservation Districts of Canal Winchester. Together these make up the study area of this Plan, as pictured to the right.

At just about 125 acres, the Old Town district is home to a variety of important places for Canal Winchester, including Town Hall, City offices, the Library, and the core commercial district. Major streets in the district are Waterloo Street and High Street, with the highest density of retail located at the intersection of these corridors. Additionally, the area includes a large number of historic homes and properties.

DEMOGRAPHICS

The City of Canal Winchester is a small Midwestern city located 15 miles southeast of Columbus, Ohio. With a total population of 7,818 and a median age of 44, the city is comparatively smaller and older than similar communities in the region. However, the city has a higher median income at \$75,167 than the same comparison communities.

Residents of Canal Winchester are well situated for transportation being 15.7 miles from the Columbus International Airport and just 8.3 miles from the Rickenbacker International Airport. U.S. 33 serves as the main source of access for vehicular traffic in the area.



OLD TOWN PLAN STUDY AREA MAP

FLOODPLAIN

Located just south of the Old Town district is Walnut Creek. The 500 year floodplain, as determined by FEMA, overlaps with a significant area of Old Town but currently does not restrict development in the area. The 100 year

floodplain also occurs within the Old Town district and must be evaluated when approving new development in the area. Where development is significantly limited in floodplain areas, land should be evaluated for use as public greenspace and a regional trail system.

ZONING & LAND USE

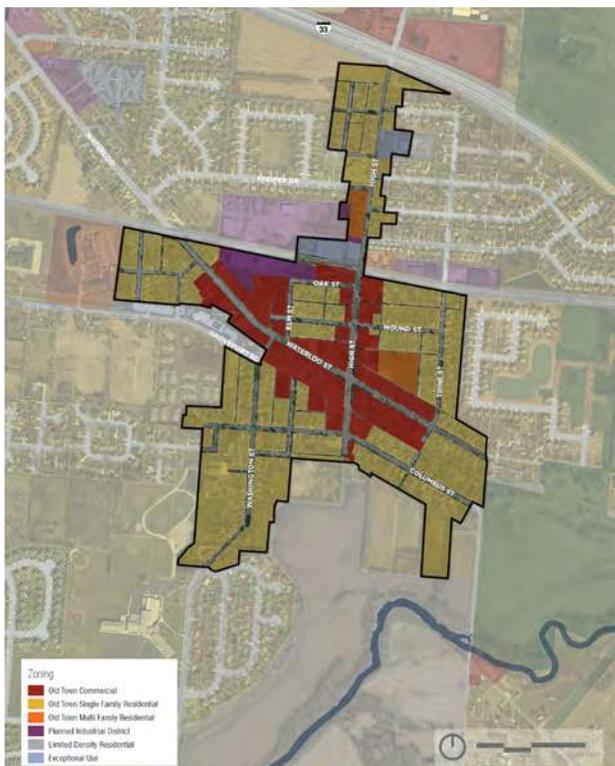
Land in the Old Town district is primarily zoned as one of the following: Old Town Commercial, Old Town Single Family Residential, Old Town Multi Family Residential, or Limited Manufacturing District. Within those zones there is a healthy mix of land uses.

Generally, the commercial district is adequately sized to serve as a core downtown for the larger community but several of the current structures and businesses located in this zone are not of the highest and best use for the land area and location. There is also the potential to expand the commercial and/or multi family zones along Waterloo Street, High Street, and Washington Street should the Old Town district become constrained as regional development continues.

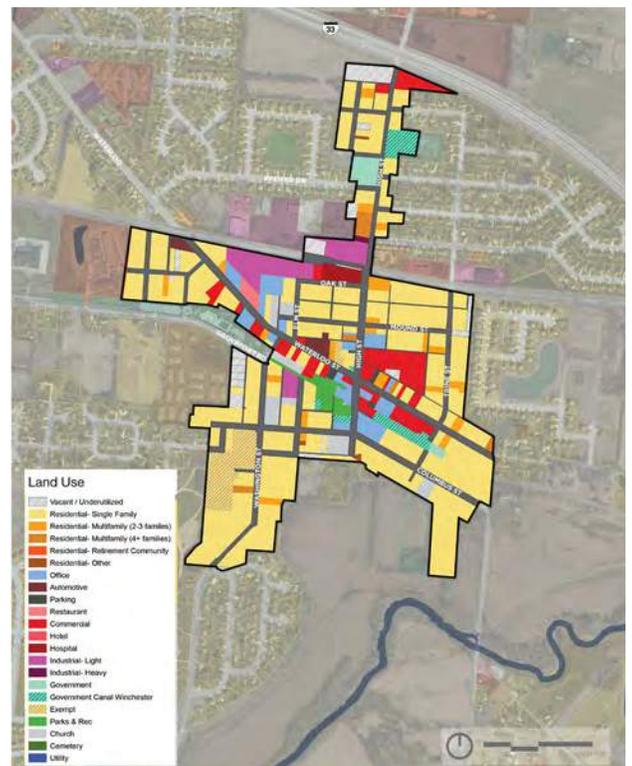
All maps on these pages are included for reference at the end of this document in full-page format.



FLOODPLAIN MAP



ZONING MAP



EXISTING LAND USE MAP

PUBLIC OUTREACH

ISSUES & OPPORTUNITIES

Building a plan for a city's future growth begins with an understanding of a place and its people. By identifying an area's issues and opportunities, a community can better understand its challenges and formulate a plan that will both address concerns and capitalize on strengths. The planning team led a discussion with city staff, task force members, stakeholders, and the public to identify Canal Winchester's potential areas for growth and amenities in need of enhancement. The following summarizes key issues and opportunities within the Old Town district, as recognized by those groups.

ISSUES

- Additional parking needed
- Improve pedestrian safety
- Improve gateway at RR trestle
- Grow family-friendly elements
- Preserving small town feel
- Lack of connection to Gender Road
- Lack of livable retail (grocery, bakery, pharmacy)
- Need to develop new buildings that complement the existing historic structures

OPPORTUNITIES

- Build around historical core
- Create more green space
- Redevelop underutilized areas
- Add bike connections and parking
- Expand farmers' market
- Add rental / event spaces to attract people
- Adding more amenities to existing sidewalks (trees, lighting, furniture)
- Reuse of Historical Society site (Chaney Mill) and warehouses in Old Town

BIG IDEAS

From an issues and opportunities inventory, a city can develop strategies that focus on area challenges and utilize community assets. The planning team's Big Idea activity called for creative solutions and development ideas to address area issues and opportunities listed above. The community participated in the Big Ideas activity at the beginning of the planning process. Each group came to a similar consensus on actions and plans that would best advance the city's downtown vision. Proposals consistent across public engagement groups are listed below.

- » Connect to neighborhoods
- » More housing options in Old Town
- » Improve wayfinding and signage
- » Increasing regional recognition
- » Improve mobility- transportation, sidewalks and bike trail to Alum Creek, Brew Dog, Park & Ride
- » Enhance gateway to Old Town
- » Additional parking & signage
- » More community events
- » Build community pride
- » Entertainment (dining, shopping, family friendly)



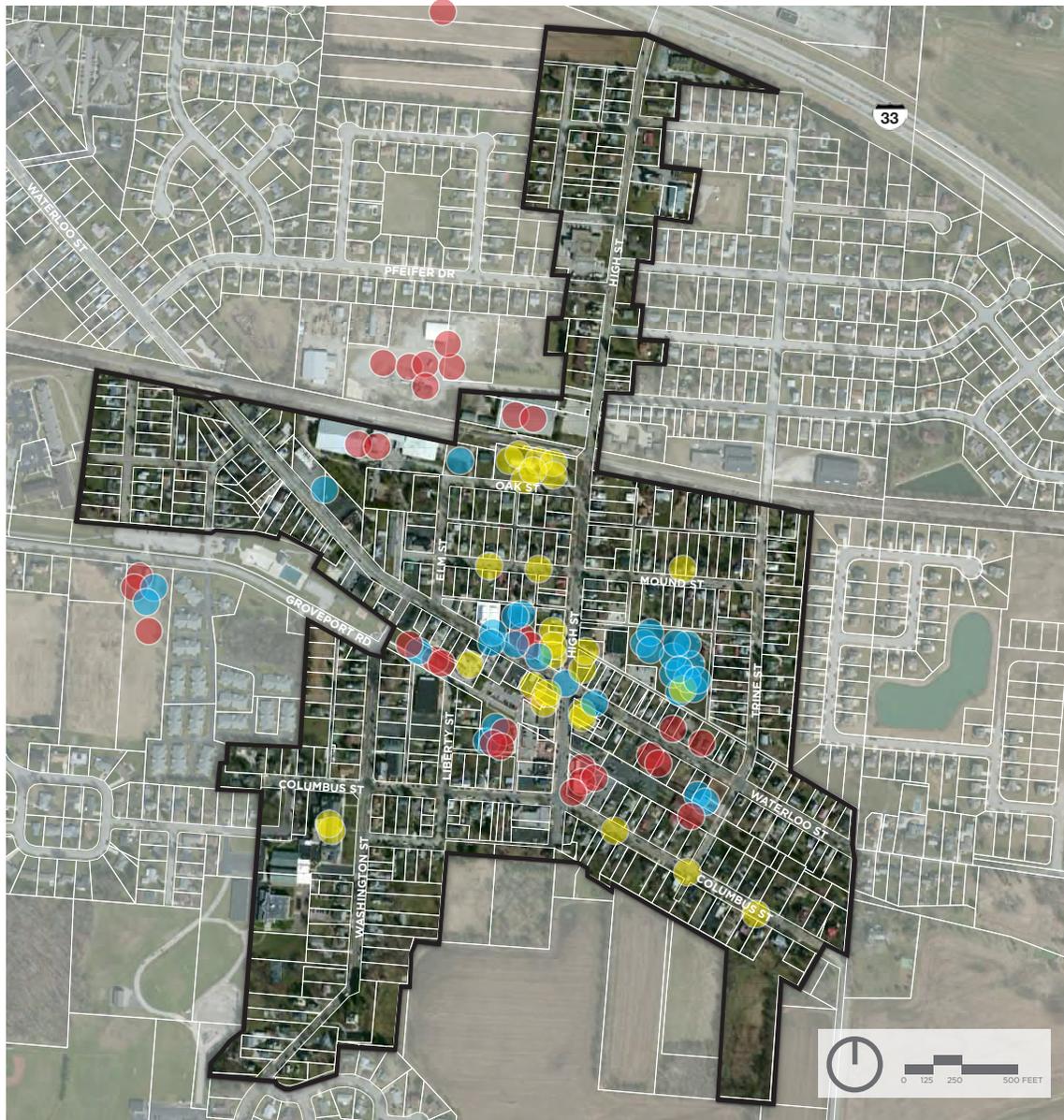
OLD TOWN HOUSING OPTIONS ACTIVITY

Diversification of housing options was highly ranked during the initiative prioritization activity for Old Town Canal Winchester. To further distill the public opinion on housing, a mix of housing types and density were provided for public comment. The community agreed that new development should be contextual, taking in to account the surrounding architecture and maintaining the existing character of Old Town. Results collected at task force, stakeholder, and public meetings showed that the strongest preference for new housing was towards smaller single family dwellings and 2-3 story mixed use developments. Voting results from all participants for each of the housing types proposed are shown below.

STRATEGIC INFILL	<ul style="list-style-type: none"> • 1-3 Stories • Housing options may include: <ul style="list-style-type: none"> » Single family » Duplexes » Granny flats » Carriage house conversions • Street-oriented architecture (ie: each residence has a front door) • Private / shared yards • Allows for small increase in density for established neighborhoods • Parking in garages • Targeted for small lots, integrated in existing neighborhoods 		
TOWNHOMES	<ul style="list-style-type: none"> • 2-3 Stories • Street-oriented architecture (ie: each residence has a front door) • Multistory residences • Limited public space, such as street trees and landscaping beds • Allows for different colors, windows, and siding material • Parking located to the rear • Possible features include: <ul style="list-style-type: none"> » Parking on ground floor » Front porch or stoop » Balconies 		
MEDIUM DENSITY: THE WALK-UP	<ul style="list-style-type: none"> • 2-4 Stories • Semi-street oriented (ie: 2-8 residences accessed via shared front door and staircase) • Single story residences • Public space might include shared backyard, patio, or courtyard with landscaping • Parking located to the rear • Possible features include: <ul style="list-style-type: none"> » Detached garages » Porches or balconies 		
HIGH DENSITY: THE MID-RISE	<ul style="list-style-type: none"> • 4+ Stories • Hotel style architecture (ie: all residences accessed via lobby and elevator; multiple residences per floor) • Single story residences + multistory penthouses • Public space might include rooftop patio, indoor gym, or courtyard with landscaping • Structured parking located underground, adjacent to building, or nearby • May be built in converted school building or hotel 		
MIXED USE	<ul style="list-style-type: none"> • 4+ Stories • Hotel style architecture (ie: all residences accessed via lobby and elevator; multiple residences per floor) • Single story residences • Ground floor retail • Structured parking may be underground or adjacent and hidden by retail • Public space might include rooftop patio, indoor gym, or courtyard with landscaping • May also be lofts over retail 		

MAPPING OLD TOWN

This mapping activity was used to facilitate discussion on areas the community felt should be developed or better utilized. Participants were asked to identify sites that were in need of preservation, enhancement, and redevelopment. Areas marked for preservation are those that the public felt were important to keep in their current state. Enhancement sites were those that should be looked at for public amenities such as parks or plazas. Sites marked for redevelopment indicated that the building and use should be redeveloped to better serve Old Town Canal Winchester. The planning team worked with the task force and stakeholders to determine focus areas and policy actions based on results from this mapping activity.



ACTIVITY | RESULTS

- Preserve O.P. Chaney Mill & historic core
- Enhance West Waterloo Street & 'Emma's Meadow' area
- Redevelop Industrial sites & strategic parcels

RECOMMENDATIONS

OVERVIEW

The Canal Winchester Old Town Plan was designed to be action-oriented and tactical in its approach to the planning process and recommendations for the future. The crux of the Plan revolves around a balance of new policies or actions and the promotion of new development in the downtown. Outlined below and described in more detail on the following pages, this balance is achieved by prioritizing the Development Principles, Action Plan, and Focus Area recommendations when forming new policies or making land use decisions in Old Town.

This Plan is meant to capitalize on the strong positive movement the area of Old Town has already achieved in order to appeal to future generations and residents.

DEVELOPMENT PRINCIPLES

Acting as the overarching goals of the Old Town Plan, Development Principles guide the subsequent policy recommendations of the Action Plan as well as the development goals within each of the Focus Areas. Derived from public feedback gathered throughout the planning process from the Task Force, City Staff, and the public, the Development Principles are as follows: Increase Livability, Maximize Ease of Access, Retain Historic Charm, Promote Commercial Growth, Diversify Housing Options, and Enhance Public Space.

ACTION PLAN

After determining the Development Principles, a set of policy recommendations were crafted, creating the Action Plan. Each of the actions, or strategies, listed in the Action Plan lead to the realization of the Development Principles. Some of the actions build off one another for incremental implementation; however, all are designed to be manageable tasks to be tackled one at a time.



FOCUS AREAS

Identified throughout the planning process as areas with the highest potential for new development or a redevelopment of the current buildings, these focus areas are outlined in detail in the pages that follow. The overview of each area includes the total site acreage, the number of parcels and land owners, and the suggested new use for the area. There is a full page rendering depicting a potential new layout for the area as well as a handful of images portraying the suggested character of any new development or redevelopment.

INCREASE LIVABILITY

The livability of a place is determined by such factors as safety, schools, affordability, location, and access to amenities. This last factor can be manipulated by the commercial environment of an area, which is stimulated through various tax incentives and funding programs. The actions that fall under this Development Principle are meant to support the business community, increase opportunities that attract visitors to local establishments, and promote new development in the area.

MAXIMIZE EASE OF ACCESS

The actions that fall under this goal aim to increase walkability and bikeability in the Old Town area as well as provide ample wayfinding signage for the area's retail, services and parking. Several of these actions coordinate with the Stradley Place Focus Area and its proposed parking schematic which would add to the available public parking in Old Town.

RETAIN LOCAL CHARM

Canal Winchester has a strong community identity, and though this Plan recommends new development there is a desire to retain the existing charm and character of Old Town. The actions under this principle are meant to identify those factors that represent the area's identity and enact policies that reinforce and preserve them.

PROMOTE COMMERCIAL GROWTH

After being identified through the public outreach process as a major goal for residents, the extension of the commercial district in Old Town was ranked the highest priority by the task force and local stakeholders. Recommended commercial uses include retail, restaurants, and entertainment options that will increase foot traffic in the area and encourage people to linger in Old Town.

DIVERSIFY HOUSING OPTIONS

Area residents are the best customer base for commercial uses in a downtown. In order to increase that base, and encourage more commercial uses to open, there is a need for increased housing options in Old Town. With a nationwide demand for housing for the Baby Boomer and Millennial populations, new housing in Old Town should accommodate these groups. Lofts over retail, townhomes, and smaller footprint single family homes will increase density and allow for more aging in place for the older population.

ENHANCE PUBLIC SPACE

The inherent density of commercial and residential buildings in downtown districts necessitates an increase in public greenspace to allow people to gather, exercise, and relax. Actions under this Development Principle aim to build on existing greenspace and landscape features of Old Town and the greater Canal Winchester area.

ACTION PLAN

1. INCREASE LIVABILITY

- Action 1.1 Host a monthly event that supports downtown businesses and attracts visitors (e.g. First Friday, Shop Small Saturday, music in the park, etc.).
- Action 1.2 Program events in Stradley Place.
- Action 1.3 Promote use of property tax exemptions to instigate new development within the existing Community Reinvestment Area of Old Town.
- Action 1.4 Attract retail storefronts to the existing first floor office locations.

2. MAXIMIZE EASE OF ACCESS

- Action 2.1 Increase wayfinding signage to guide visitors to places of interest and parking.
- Action 2.2 Create or enhance pedestrian connections to parking lots.
- Action 2.3 Reduce curb cuts on main streets where possible to improve pedestrian right-of-way.
- Action 2.4 Trail connections that connect Old Town to the local and regional network (e.g. community pools, entertainment, Groveport Road Trail, etc.).
- Action 2.5 Complete the sidewalk network in Old Town, specifically improving conditions along High Street from Oak Street to State Route 33.
- Action 2.6 Create signature gateways to Old Town.



3. RETAIN LOCAL CHARM

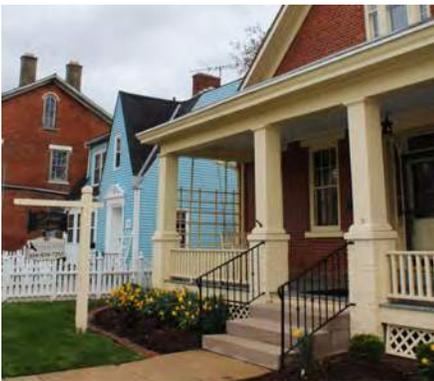
- Action 3.1 Regularly review the Old Town Guidelines to ensure ease of use, adaptability, and suitability.
- Action 3.2 Enforce the Old Town Guidelines when new development or redevelopment occurs in the district.
- Action 3.3 Host events on the grounds of the O. P. Chaney Mill to increase interest in the site, and market it to event planners and preservationists.
- Action 3.4 Attract an operator/user/manager for the O. P. Chaney Mill site, launching it as the region's premier event venue.



4. PROMOTE COMMERCIAL GROWTH

- Action 4.1 Acquire strategic parcels within the Old Town district for redevelopment.
- Action 4.2 Market available parcels to developers.
- Action 4.3 Create a business incentive plan to attract small business owners.
- Action 4.4 Market Old Town as a Central Ohio destination.
- Action 4.5 Establish an Old Town business collaborative for regular meetings.
- Action 4.6 Create ample public parking to the rear of the O. P. Chaney Mill site to support its use as a venue.
- Action 4.7 Capitalize on the tourism generated by the area breweries.

5. DIVERSIFY HOUSING OPTIONS



- Action 5.1 Promote residential lofts over commercial uses in the Old Town core.
- Action 5.2 Market existing greenfield and brownfield sites for residential development.
- Action 5.3 Allow for increased density and varying styles of housing to attract Boomers and Millennials.
- Action 5.4 Utilize high quality architecture that promotes local charm.
- Action 5.5 Ensure future development incorporates a majority of traditional and natural materials, and incorporates unique architecture that adds to the local character.



6. ENHANCE PUBLIC SPACE

- Action 6.1 Consolidate and enhance Stradley Place.
- Action 6.2 Create a trailhead and visual terminus at southern end of High Street.
- Action 6.3 Develop a recreational trail network to connect to the High School, major neighborhoods in Old Town, and the region.

FOCUS AREAS

OVERVIEW

- A** Stradley Place, Public Parking, & Commercial

- B** Bike Path Trailhead

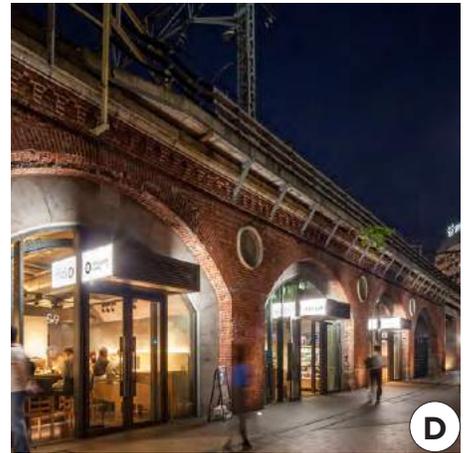
- C** Cottage Residential

- D** West Waterloo Street (North) Commercial

- E** West Waterloo Street (South) Commercial

- F** Historic Venue Adaptive Reuse

- G** North High Street Residential



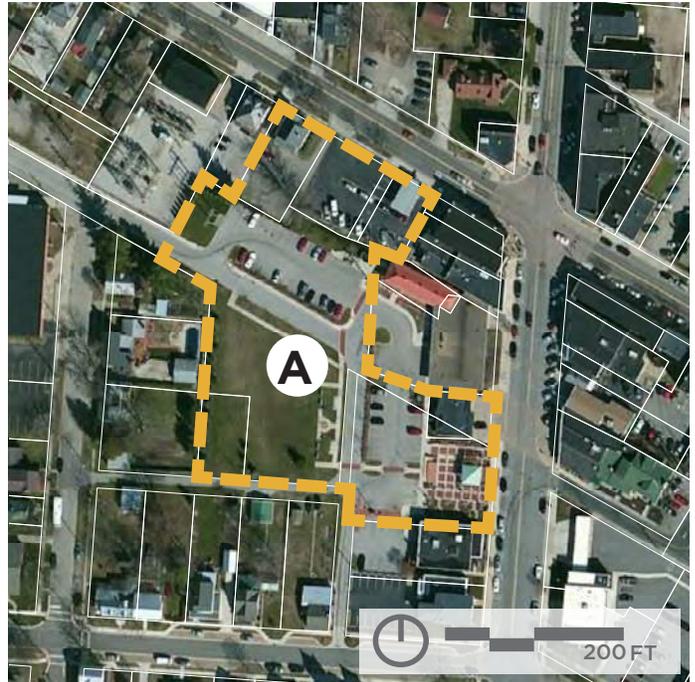


DESIGN CONCEPT

Extension of this centralized park provides needed public gathering space for residents and visitors. Increasing parking alleviates the strain on local businesses.

SITE DATA

Area	+/- 2.6 ac.
# of Parcels	8
# of Owners	4
Current Use	Parking, Park, Retail
Suggested New Use	Parking, Park, Retail
Parking	72 spaces existing 130 spaces proposed
Estimated Cost	\$350-400K* * includes 20% contingency fee Approximate breakdown: Demolition: 20K Parking lot: 260K Park, landscaping, & furniture: 70K



KEY FEATURES

- » Existing trellis retained
- » Expanded lawn area, fountain removed
- » Wide sidewalks and pavilion for Farmers Market
- » New commercial use with patio seating
- » Additional seating and tables for public use
- » Sculpture garden for local artist display
- » Increased parking for area businesses and events

IMPLEMENTATION STRATEGY

- Action 6.1 Consolidate and enhance Stradley Place.
- » Phase parking construction and demolition to minimize impact on local retail uses
 - » Acquire single family homes on W Waterloo St for access to parking lot and park.



FOCUS AREA

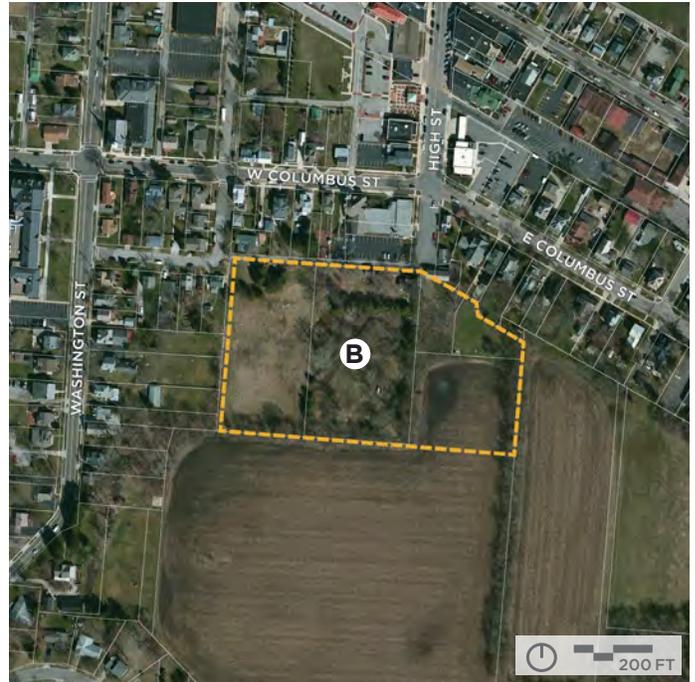


DESIGN CONCEPT

Crucial link connecting Old Town to the regional bike trail system as well as providing a greenway access to the high school. The overlook becomes the terminating view at the south end of High Street.

SITE DATA

Area	+/- 2.2 ac.
# of Parcels	5
# of Owners	5
Current Use	Field
Suggested New Use	Bike Trail-Head
Parking	9 spaces
Estimated Cost	\$200-225K** * includes 20% contingency fee + does not include property acquisition or demolition

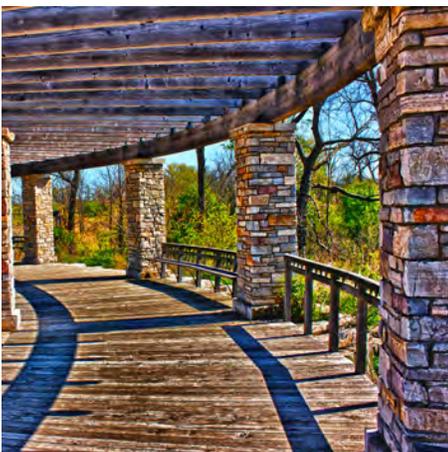


KEY FEATURES

- » Upper overlook with seating and architectural trellis
- » Upper overlook with seating and architectural trellis
- » Lower overlook with seating
- » Sculpture acts as focal terminus of High Street
- » Trailhead for regional bikeway network brings visitors to Old Town

IMPLEMENTATION STRATEGY

- Action 6.2 Create a trailhead and visual terminus at southern end of High Street.
- Action 6.3 Develop a recreational trail network to connect to High School and region.



FOCUS AREA B

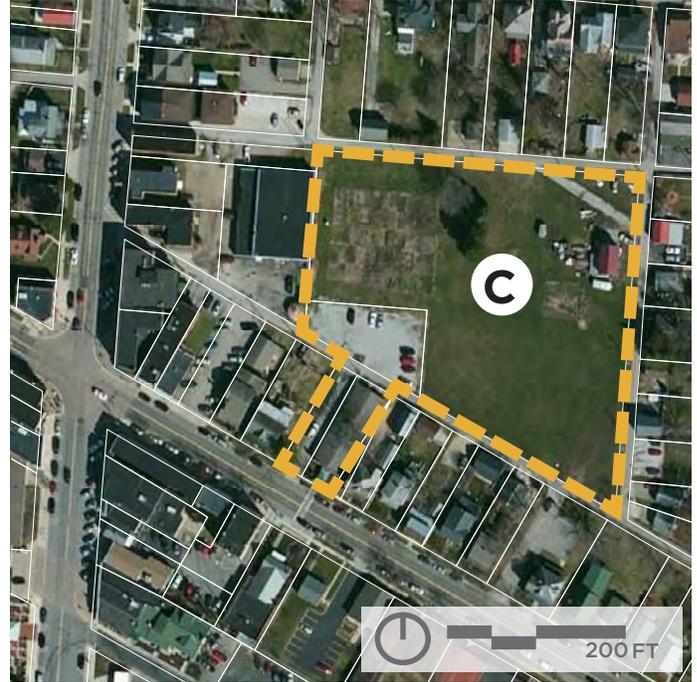


DESIGN CONCEPT

Infill residential that provides options for aging in place and new residents to take advantage of the downtown atmosphere. Central greenspace is shared and activates the community.

SITE DATA

Area	2.71 ac.
# of Parcels	5
# of Owners	4
Current Use	Vacant/ Garden, Comm.
Suggested New Use	Single Family Cottage
Units	25 dwelling units
Parking	20 visitor spaces 2 spaces/dwelling unit



KEY FEATURES

- » Cottage community situated around shared greenspace
- » 1 Car garage and 1 stacking space per dwelling
- » Additional parking for visitors
- » Greenspace accounts for existing storm infrastructure
- » New entry from Waterloo Street

IMPLEMENTATION STRATEGY

- Action 5.2 Market existing greenfield and brownfield sites for residential development.
- Action 5.3 Allow for increased density and varying styles of housing to attract Boomers and Millennials.
- Action 5.4 Utilize high quality architecture that promotes local charm.



FOCUS AREA C

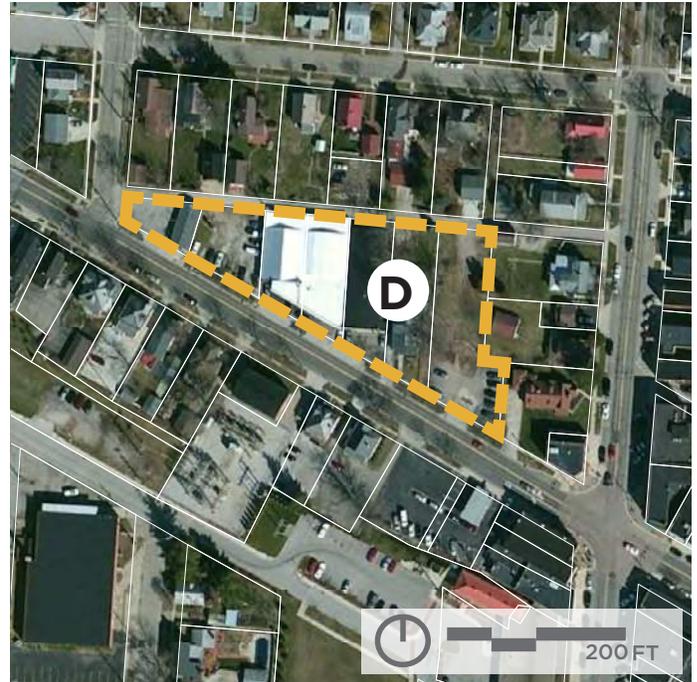


DESIGN CONCEPT

Creative reuse of landmark establishments with commercial uses that activate the street with patios, tree groves, etc. and provide adequate parking.

SITE DATA

Area	1.24 ac.
# of Parcels	7
# of Owners	5
Current Use	Pizzeria, Goodyear Store, Residential
Suggested New Use	Mixed-Use Retail
Parking	40 spaces
Estimated Cost of Public Parking and Tree Grove	\$132K** * includes 20% contingency fee + does not include property acquisition or demolition



KEY FEATURES

- » Ground floor commercial uses with patio
- » Potential for 2nd floor residential lofts
- » Common park and seating areas
- » Green gateway to Old Town
- » Patios and new retail activate sight line along Waterloo Street and close existing gap

IMPLEMENTATION STRATEGY

- Action 4.1 Acquire strategic parcels within the Old Town district for redevelopment.
- Action 4.2 Market available parcels to developers.
- Action 4.3 Create a business incentive plan to attract small business owners.
- Action 5.1 Promote residential lofts over commercial uses in the Old Town core.
- Action 2.3 Reduce curb cuts where possible to improve pedestrian right-of-way.



FOCUS AREA D



DESIGN CONCEPT

Increased the commercial uses in the core of Old Town with adequate parking and activating the streets with patios and storefronts.

SITE DATA

Area	1.14 ac.
# of Parcels	6
# of Owners	5
Current Use	Commercial buildings, single family homes
Suggested New Use	New commercial uses
Parking	30 on-site spaces On-street parking 40 public parking spaces
Estimated Cost of Public Parking	\$120K*+ * includes 20% contingency fee + does not include property acquisition or demolition



KEY FEATURES

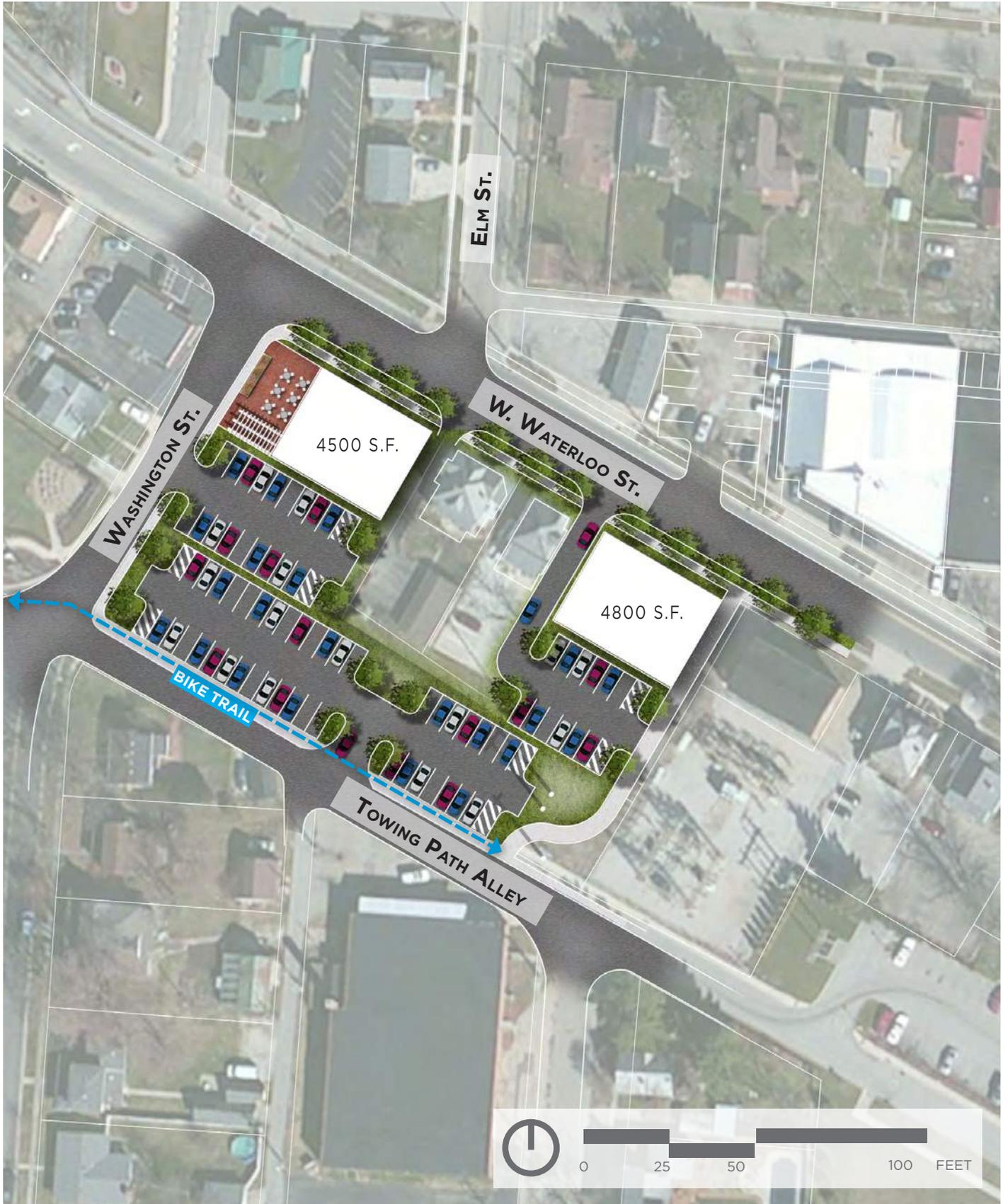
- » New commercial uses activate Waterloo Street west of High Street
- » Buildings address the street with quality architecture and patios, creating a gateway into Old Town
- » Pedestrian path connecting parking and bike trail to new brewery

IMPLEMENTATION STRATEGY

- Action 4.1 Acquire strategic parcels within the Old Town district for redevelopment.
- Action 4.2 Market available parcels to developers.
- Action 4.3 Create a business incentive plan to attract small business owners.
- Action 5.1 Promote residential lofts over commercial uses in the Old Town core.
- Action 2.3 Reduce curb cuts where possible to improve pedestrian right-of-way.



FOCUS AREA **FE**

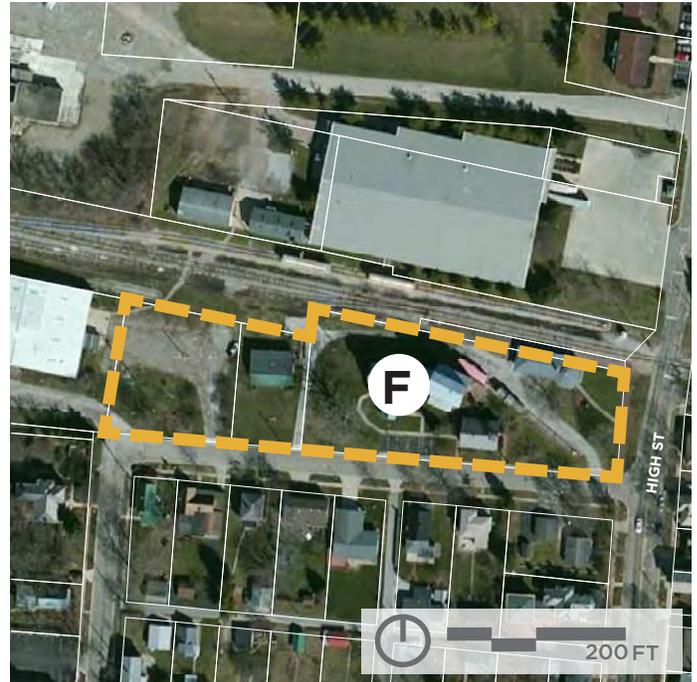


DESIGN CONCEPT

Capitalizing on O.P. Chaney Mill and historic context of Old Town to promote local character. Site is used and marketed as a venue to increase visitors and profitability of historical society.

SITE DATA

Area	1.96 ac.
# of Parcels	3
# of Owners	3
Current Use	Historical Society
Suggested New Use	Event Venue
Parking	54 spaces
Estimated Cost for Parking	\$190K**+
	* includes 20% contingency fee
	+ does not include property acquisition or demolition

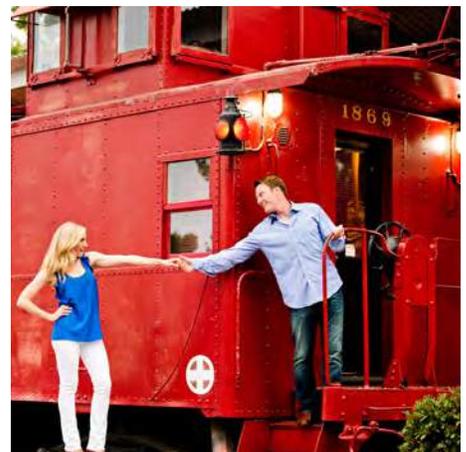


KEY FEATURES

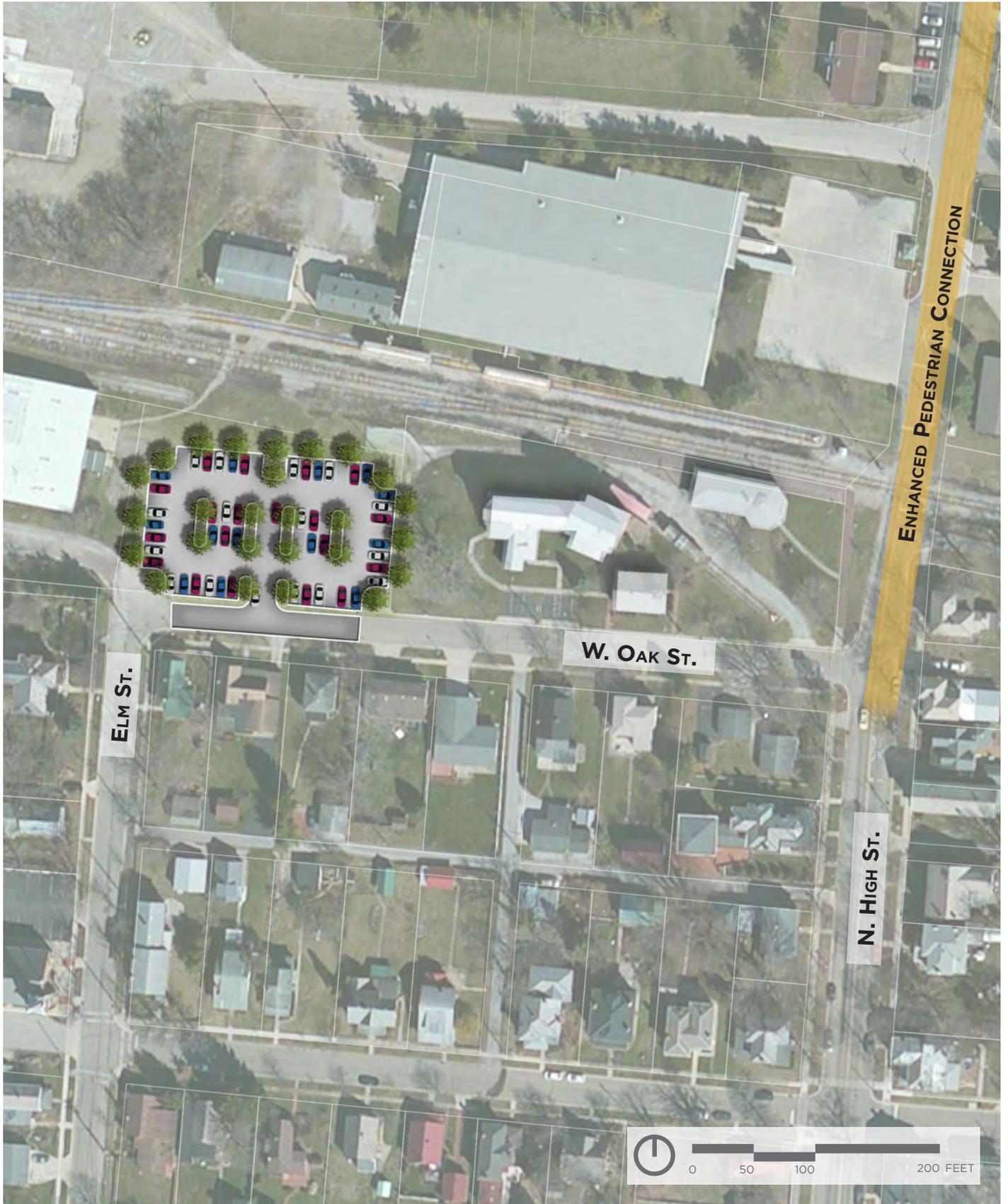
- » Historic structures of the O.P. Chaney Mill, train depot, and school house are preserved and converted to an event venue
- » Parking lot accommodates event visitors
- » Enhance pedestrian connection across railroad tracks on High St

IMPLEMENTATION STRATEGY

- Action 3.5 Create ample public parking to the rear of the O.P. Chaney Mill site to support its use as a venue.
- Action 2.5 Complete the sidewalk network in Old Town, specifically improving conditions along High Street from Oak Street to US 33.



FOCUS AREA **F**



DESIGN CONCEPT

Residential development to be determined by the market and sanctioned by the Old Town Guidelines in order to provide more residential options and take advantage of industrial sites in Old Town.

SITE DATA

Area	12 ac.
# of Parcels	8
# of Owners	4
Current Use	Industrial
Suggested New Use	Residential
Parking	On site



KEY FEATURES

- » Low- to medium-density residential
- » Shared greenspace
- » Additional roadway with streetscaping as needed
- » Potential commercial use along High Street

IMPLEMENTATION STRATEGY

- Action 3.2 Enforce the Old Town Guidelines when new development or redevelopment occurs in the district.
- Action 5.2 Market existing greenfield and brownfield sites for residential development.
- Action 5.3 Allow for increased density and varying styles of housing to attract Boomers and Millennials.



FOCUS AREA **G**



DESIGN CONCEPT

Welcome visitors and residents to the Old Town district with landscaping features and signage which simultaneously camouflages the railroad trestle.

KEY FEATURES

- » Gateway signage for Old Town
- » Tiered retaining wall of corten steel to emulate area character
- » Naturalized, low maintenance plantings
- » Beautification of railroad trestle
- » Improved pedestrian experience
- » Corten signage visible throughout Old Town district

COST ESTIMATE

Corten walls	\$30K
Boulders (40 tons)	\$14K
Landscaping	\$19K
Rough grading	\$10K
Signage	\$10K
Contingency fee (20%)	\$16K
TOTAL ESTIMATE	\$100K

IMPLEMENTATION STRATEGY

Action 2.6 Create a signature gateway feature to Old Town

Action 4.4 Market Old Town as a Central Ohio destination.

PROPOSED DESIGN: PERSPECTIVE VIEW



OLD TOWN GATEWAY

PROPOSED DESIGN: PLAN VIEW



DESIGN CONCEPT

Wayfinding signage that serves multiple functions throughout Old Town and the greater Canal Winchester area.

KEY FEATURES

- » Corten steel style signage emulates recommended gateway feature on Waterloo Street
- » 'Directions to Old Town' signage markets Old Town to passersby on SR-33, as well as throughout the Canal Winchester Community
- » 'Places of Interest' signage directs pedestrians and visitors to their end destinations, particularly useful if important gathering spaces change location (ie: library, City Hall, etc.)
- » 'Parking' signage ensures vehicular drivers are able to locate adequate parking so as to

EXAMPLE SIGNAGE



IMPLEMENTATION STRATEGY

- Action 2.1 Increase wayfinding signage to guide visitors to places of interest and parking.
- Action 4.4 Market Old Town as a Central Ohio destination.

EXAMPLE MATERIALS



WAYFINDING SIGNAGE

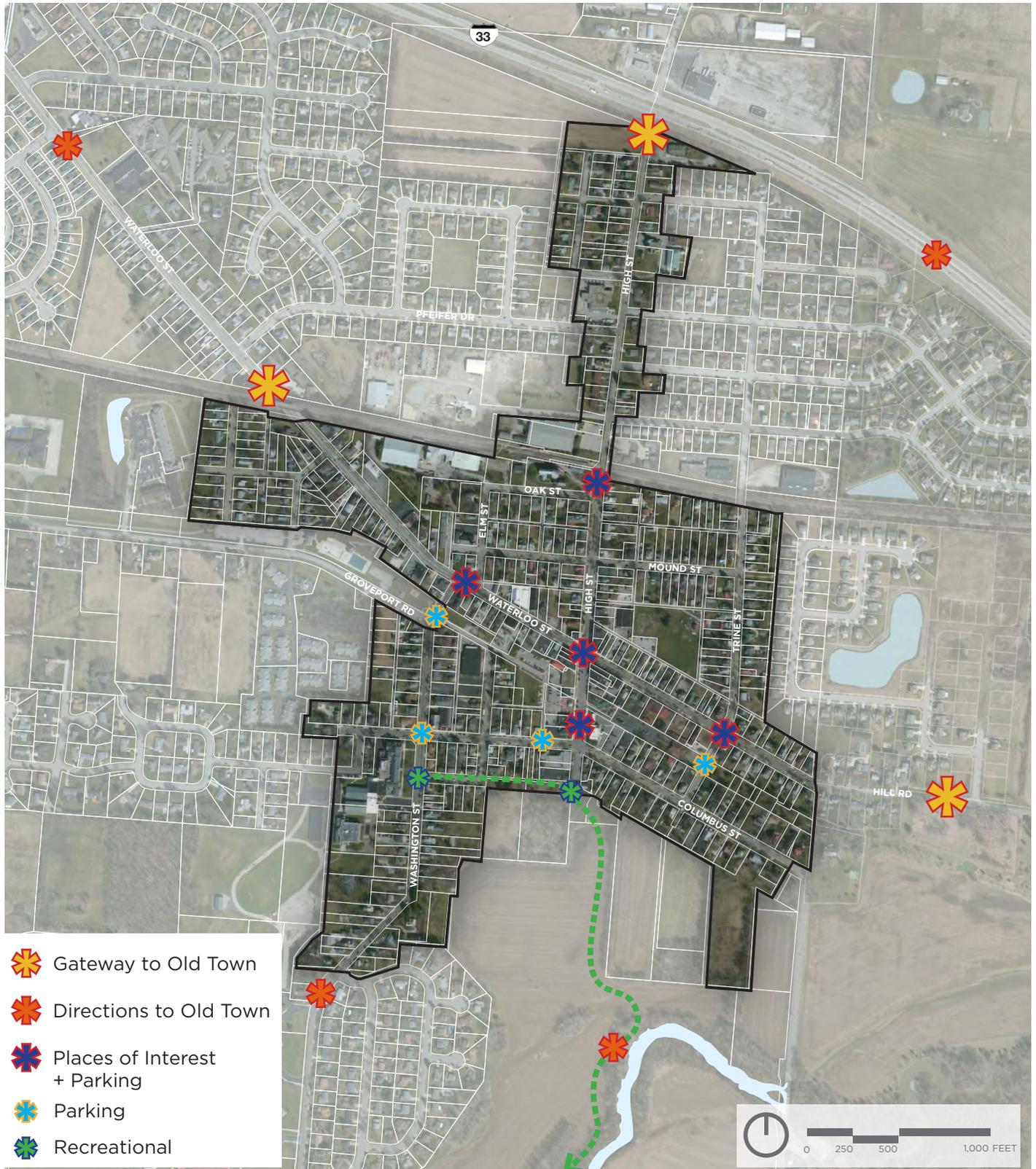


EXHIBIT 1:

OLD TOWN PLAN
STUDY AREA MAP



OLD TOWN PLAN
FLOODPLAIN MAP

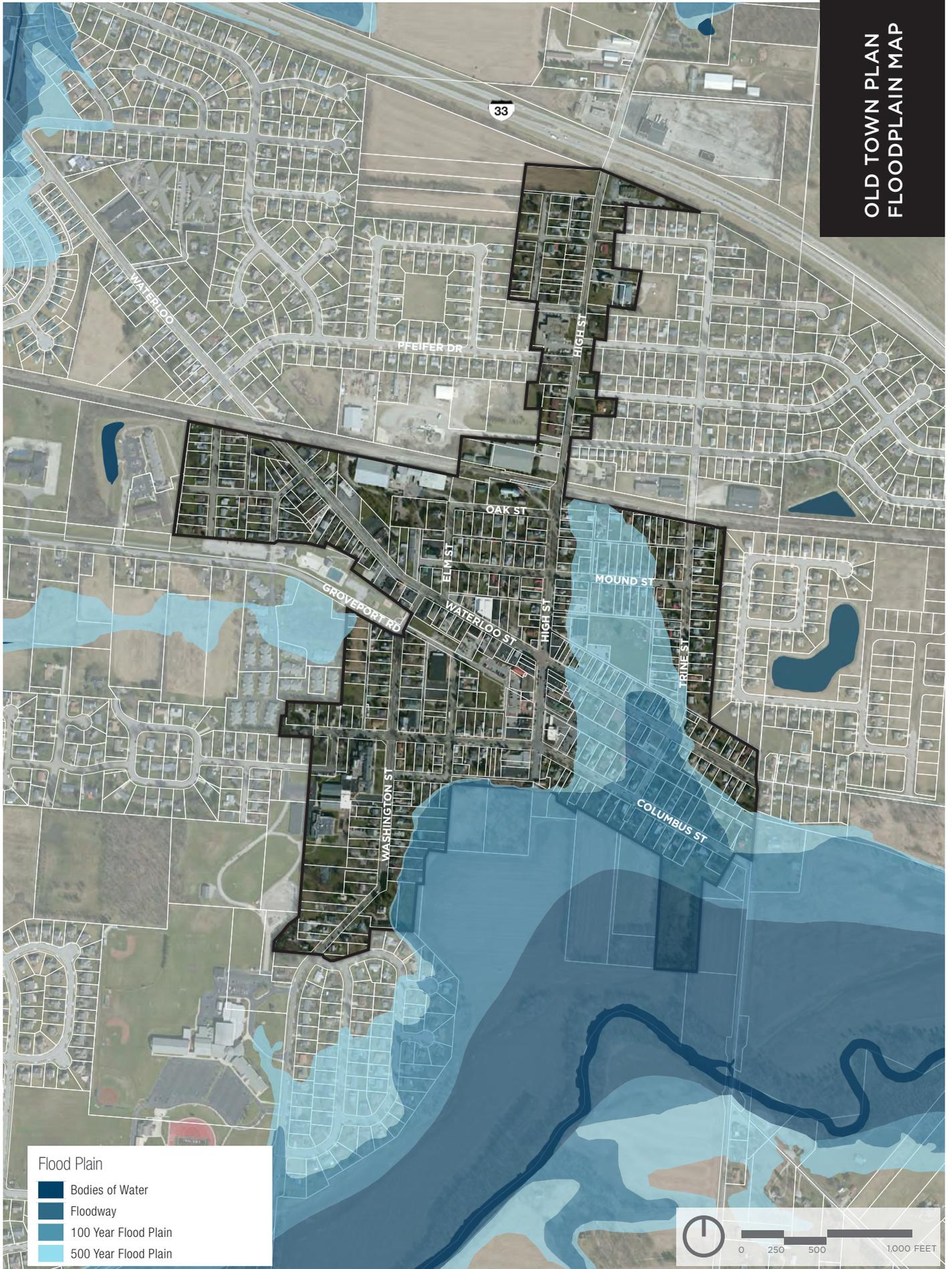
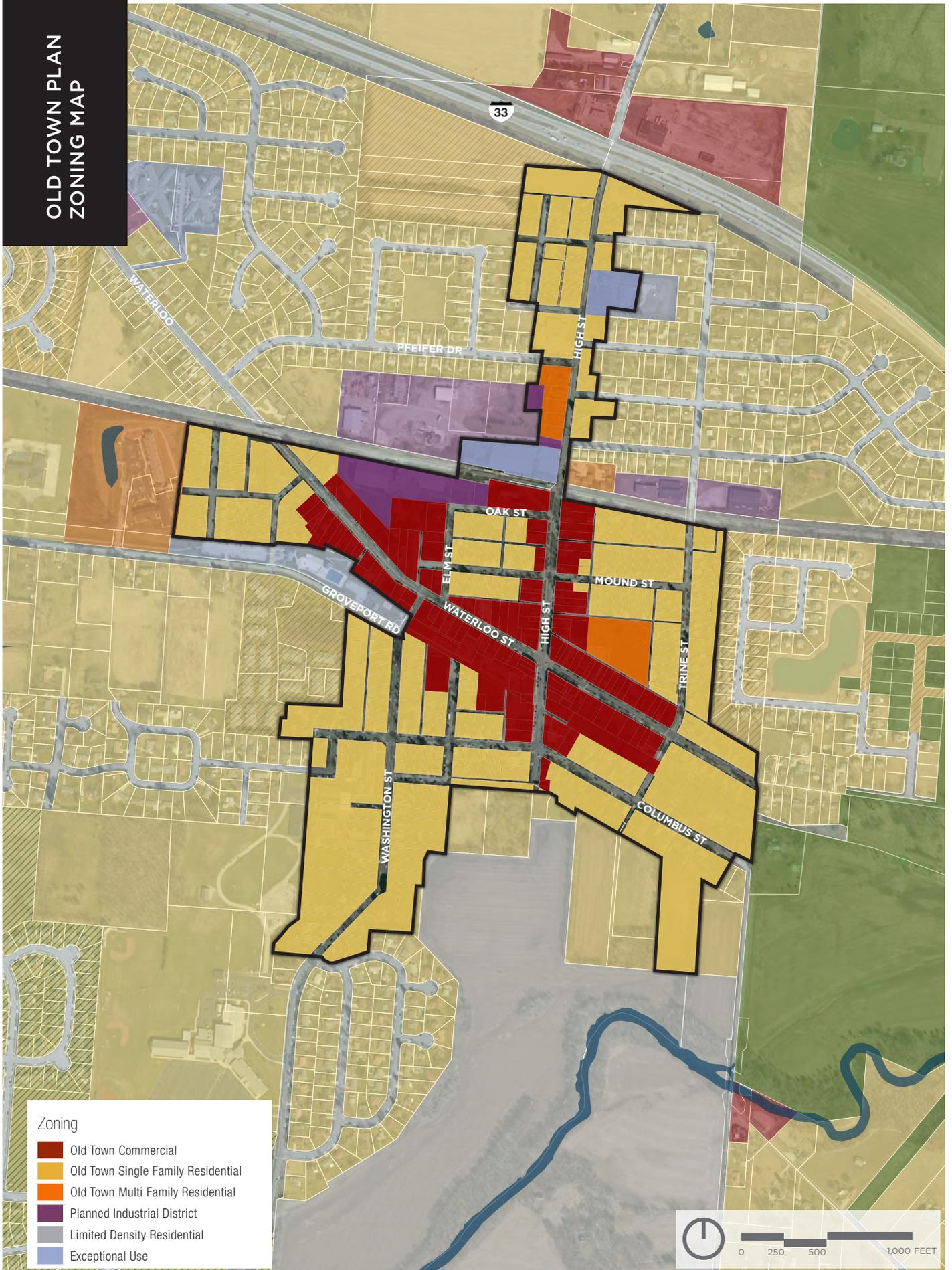
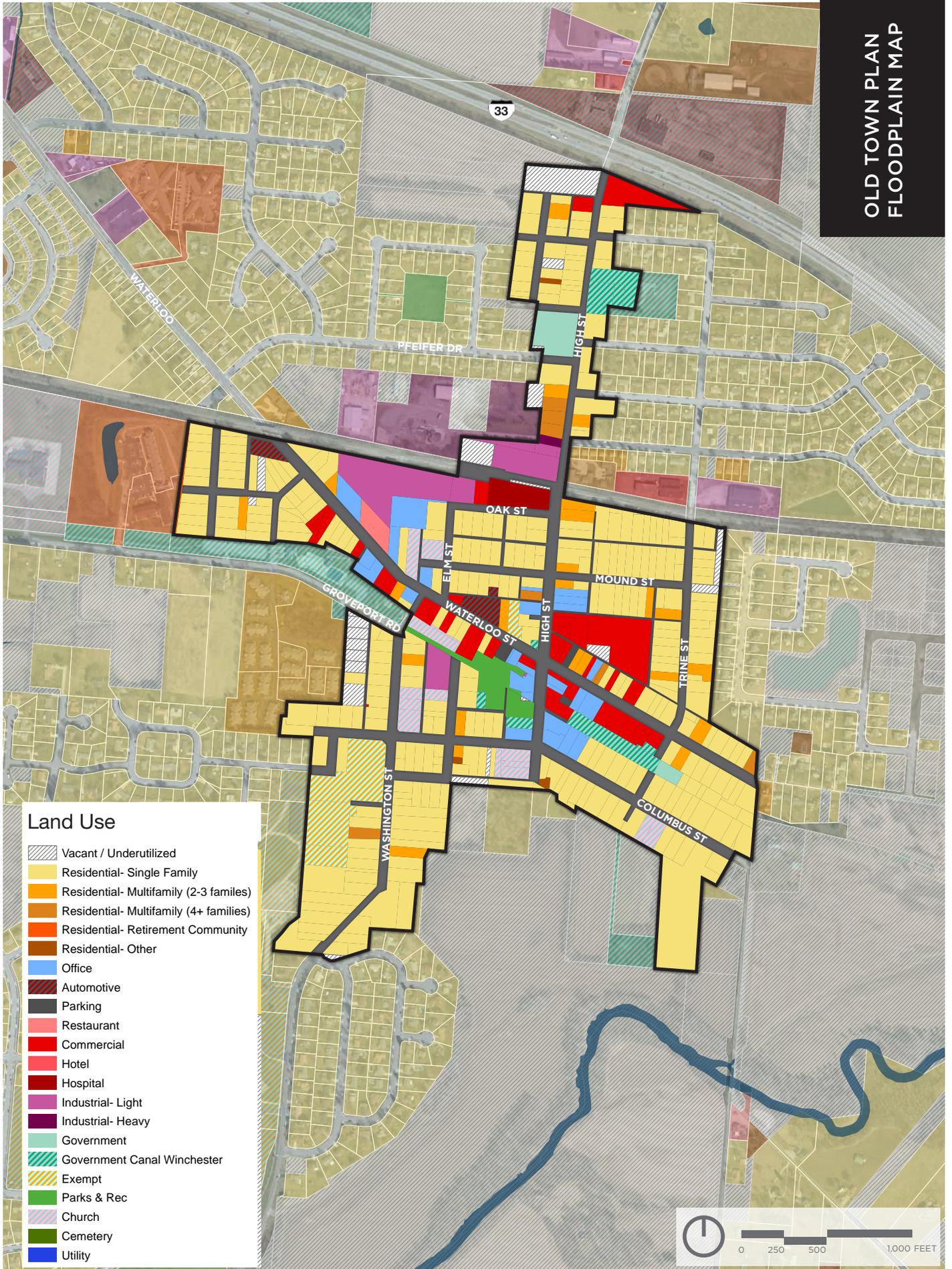


EXHIBIT 3:

OLD TOWN PLAN
ZONING MAP





Land Use

- Vacant / Underutilized
- Residential- Single Family
- Residential- Multifamily (2-3 families)
- Residential- Multifamily (4+ families)
- Residential- Retirement Community
- Residential- Other
- Office
- Automotive
- Parking
- Restaurant
- Commercial
- Hotel
- Hospital
- Industrial- Light
- Industrial- Heavy
- Government
- Government Canal Winchester
- Exempt
- Parks & Rec
- Church
- Cemetery
- Utility

