

**PLANNING COMMISSION MEETING
MINUTES OF MEETING
MARCH 3, 2014**

CALL TO ORDER:

Chairman Pratt called the meeting to order at 7:00 pm.

PLANNING COMMISSION MEMBERS PRESENT:

Scott Failor, Cindy Shay, Scot Draughn, Cathy Oetker, Martin Pratt, Alan Seymour and Steve Kaifas.

OTHERS PRESENT:

Deb Groat, Eric Phillips, City Planner Greg DeLong, and Secretary Barb McCoy.

APPROVAL OF MINUTES:

Planning Commission Meeting minutes of February 3, 2014, were approved as presented.

ADMINISTRATION COMMENTS: None

CITIZEN COMMENTS: None

PRESENTATION:

Presentation on Economic Development efforts in the City of Marysville and Union County – Eric Phillips; Executive Director of the Union County Economic Development Partnership

Marysville & Union County Economic Development Update First Quarter 2014

Union County has long maintained a strong and vibrant economy, which has lead to remarkable statistics. In fact, Union County has:

- The highest concentration of manufacturing in the Columbus Region
- The second lowest unemployment in the Columbus Region
- The highest wage growth in the Columbus Region and top 50 nationally
- Grown scientific and research sectors the fastest in the Columbus Region
- The highest patent production in the Columbus Region
- The second highest GDP of any county in the Columbus Region
- The second highest median income in the Columbus Region
- A labor force which as grown by over 65% since 1990
- Experienced more than \$278 million in residential and commercial investment since 2008

Focus of Our Efforts:

Vision: An innovative, connected, smart growth economy combining manufacturing, research, agriculture, and retail in communities that provide a familiar sense of place.

Value Proposition: Deliver the infrastructure and business locations to move ideas, goods and people to market. Expand the workforce needed to support, grow, and attract businesses in target industries. Balance a competitive cost structure with increasing the quality of life and physical infrastructure.

Developing Our Economy:

Major Company Visits: 31
Downtown Visits: 124 - Including Marysville & Richwood
Leads Received by DSA: 35 Union County qualified for 11
Internal Leads: 23
Assisted through MEC: 21
Trade Shows/Visits: 5 Including Japan
Jobs Created with EDP Assistance: 203 Existing Industry
Jobs Retained with EDP Assistance: 324 Existing Industry
Jobs Created with EDP Assistance: 400 Attraction Projects
Average Wage of New Jobs: \$55,203 Attraction Projects

Recent Projects:

2013 was a great year for Union County. The EDP assisted with the creation of 603 jobs and the retention of 324 jobs.

- Honda of America – Multiple Expansions
- Morioku Expansion
- Sumitomo Expansion
- AutoTool Expansion
- Honda Lock Expansion
- Richwood Bank Expansion
- Nationwide Children’s Hospital New
- Memorial Hospital – New Medical Building
- Meijer, Culver’s, other retailers/restaurants

New Businesses:

Andy D. Nails	Brumbaugh Law Office
Creative Foundations	CrossFit 33
Kay Jewelers	Matt Langhals, Attorney-at-Law
Meijer	Memorial Hospital’s Medical Complex
Culvers	DaVita Dialysis Center
Dickman Supply	Duff Accounting Service
Edible Arrangements	HER Realty
International Paper	It’s All Academic Tutoring Center
Nationwide Children’s Hospital	NESCO Resources
New Nutrition	Pet Diva
Poor Boys Smoke Plus	Premier Dental Group

Expanded Businesses:

Applebee's	Renovation
Coldwell Banker King Thompson	Relocation
Coughlin Chevrolet	Expansion
Elwood Staffing	Relocation
Employment Plus	Relocation
Fiesta Grande	Relocation
Holiday Inn Express & Suites	Renovation
Honda Lock R&D Center	Expansion
Honda Marysville	Expansion
Nestle Product Technology Ctr	Expansion
North Main Motors	Relocation
Sumitomo Electric Wiring Systems	Relocation
Technics	Relocation

Development Scorecard:

2013 was a banner year for development in Union County:

\$65.4 million in Commercial/Industrial with 23 Projects

\$67.3 million in Single Family Residential - 279 single family units

Including:

\$14.5 million in Commercial/Industrial

\$17.9 million in Single Family Residential

*Countywide, 2013 saw the most residential development since 2005.

Since the Recession (2008 to 2013):

56 multi-family units - \$3.5 million

950 single family units - \$209 million

120 commercial/industrial - \$152.6 million = \$365.2 million

Over the Past Ten Years (2003 to 2013):

200 multi-family units - \$10 million

2,926 single family units \$579.7 million

340 COM/IND \$360.9 million = \$950.7 million

* Data provided by the Union County Building Department

Why We Track Housing Starts:

The EDP rarely has a direct impact on residential development. However, the number of annual housing starts is a great indicator of the general health and economic viability of the community. Growth in residential development indicates a strong local economy, good quality of life, and general

desirability. It also leads to increased demand for fire, police services (fire, police, education), recreation, and commercial/industrial growth. Slow residential growth (or population decline) indicates potential issues such as few jobs/low wages, poor quality of life (health, education), or high cost of living.

Refocusing Uptown Revitalization:

Team Marysville, an association of Marysville officials, business owners, and residents established in 2012, continued to work toward improving the Uptown District. During the past year, the group created a new logo, marketing materials and recruitment packages; conducted two Town Hall meetings, developed a quarterly newsletter, conducted two small business workshops, and offered suggestions on the creation of the new Partners Park.

The organization also began researching the creation of a Special Improvement District (SID) that, if established, will fund various infrastructure needs of the Uptown District.

We love Ohio Manufacturing!

The Marysville Early College High School & Union Co. Innovation Center will be a reality after MEVSD was awarded \$12.4 million through Ohio's Straight-A Fund. Partners include: MEVSD, Ohio Hi-Point, Columbus State, Honda Mfg., the Economic Development Partnership, and EDWorks. The program will enable students to receive 45-60 college credits and a high school diploma within four years. The Center will be Ohio's first manufacturing-related STEM early college high school, and is expected to serve 2,000 students by 2019.

The Computer Integrated Manufacturing Lab Program will establish (or expand) permanent labs at Tolles, Ohio Hi-Point, and Tri-Rivers Career Centers. The project also includes the purchase of two mobile labs that will visit area schools and industries to promote careers in the manufacturing sector. The mobile labs will be packed with CNC-technology, machinery, computers, and other equipment to provide youth a more accurate image of advanced manufacturing and to encourage them to select this career path. The program will provide access to over 78,000 K-12 students and potentially thousands of incumbent workers in Champaign, Franklin, Hardin, Logan, Madison, Marion, and Union Counties.

Marysville Entrepreneurial Center

The Marysville Entrepreneurial Center (MEC) continues to operate from its main location at 129 North Main Street and its secondary location at 128 South Main Street. After enduring financial issues during most of 2013, the MEC is once again fully operational thanks to the efforts of the Union County CIC, City of Marysville, and Union County Commissioners. In addition, the MEC is now being managed by Duane Hammer and Chaz Freutel and its future is as promising as ever.

Planning for the Future

It is critical that we plan for the future. The Union County Economic Development Strategy (EDS) was drafted in 2013 and was approved by the CIC last month. The last EDS was adopted in 2003 and was very outdated. It involved a lengthy, thorough process that included private businesses, elected officials, community partners, and education.

Similar to the Region's Economic Growth Strategy, the UCEDS focuses efforts on four pillars: Attract, Retain, Create, and Improve.

County's Focus Industries: Manufacturing, R&D, Agribusiness, Corporate Office, and Targeted Retail.

Special attention is placed on fostering entrepreneurial development, improving civic infrastructure, and enhancing workforce development efforts.

Marketing Efforts

Union County has increased marketing efforts by leveraging the reach of Columbus2020. Recent successful projects include being featured in Site Selection Magazine (July) and Columbus Business First (October).

What we're promoting:

- NW 33 Innovation Corridor
- Amazing growth of Honda of America Mfg., its subsidiaries and suppliers
- Strong international connections (Honda, Scotts, Nestle, etc.)
- A rapidly emerging R&D sector
- A less-expensive but high quality alternative to suburban Columbus

ED Organizational Structure:

Community Improvement Corporation (CIC) is the county's economic development agency per the BOC. The BOC provides annual funding and assigns ED Director as CIC and Port Authority Executive Director.

City of Marysville (City contracts with BOC for development services) - Board of Commissioners (BOC).

Economic Development Partnership (Private/Public investors provide additional funding) - (CIC) goes to Board of Trustees and Executive Committee, It reports Marysville-Union County Port Authority (MUCPA).

CIC Committees (Finance, Implementation, Innovation, Marketing and Outreach, Sites and infrastructures, retention and expansion and workforce development report to – CIC & MUCPA Executive Director (ED Director) and Development Services Manager - also to MUCPA and Board of Trustees.

All Moving in the Same Direction:

The close relationship among the Chamber, CVB, and EDP/CIC allows each entity to each focus, in general, on improving Union County's economy:

Chamber of Commerce – Growing businesses through support & advocacy

Convention & Visitor's Bureau – Growing/supporting the Tourism Industry

EDP/CIC – Growing Union County’s overall economy

Our community’s track-record has proven that collaboration is the only way to foster positive, sustainable economic growth.

A Spirit of Collaboration

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|---|---|
| Chamber of Commerce | Ohio Dept. of Transportation |
| Columbus 2020 | Convention & Visitors Bureau |
| Dept. of Job & Family Services | Dublin Entrepreneurial Center |
| JobsOhio | Ohio Development Services Agency |
| Small Business Dev. Center | Team Marysville (Downtown Revitalization) |
| Tech Columbus | Technical / Career Centers |
| K-12 School Districts | LUC Regional Planning |
| Marysville Planning & Zoning Dept. | Mid Ohio Development Exchange |
| Tourism Ohio | Union County Building Dept. |
| Union County Council of Governments (COG) | Union County Engineer’s Office |
| Mid Ohio Regional Planning | Multiple Private Entities (Businesses) |
| Union County Health Dept. | |

We are proud to work collaboratively to advance the economy and quality of life of our community. The entities above are a few examples of organizations/agencies that are represented on various Boards/Committees, are involved with strategic visioning, or meet regularly with us on various issues.

Examples of Collaboration:

Joint Development Meetings: Held every two months with City Administrator, City Planner, City Zoning Inspector, City Engineer, City Public Service Director, County Engineer, County Building Official, and EDP staff. Jerome Township and the City of Dublin have recently committed to the meetings also. The purpose of the meeting is to review current and future development projects and discuss solutions for any outstanding issues.

Project Meetings: Held as-needed with those listed above (plus representatives from County Commissioners, Health Department, and DJFS) and company officials when a company is considering expansion or new-build. These meetings pull together all necessary individuals to discuss the projects “one-on-one” with the company representatives in an effort to streamline the development and permitting process.

Workforce Development: Is organized through the Business, Education & Workforce Team (BEWT). The BEWT Board consists of DJFS representatives, educators, private industry large and small), labor unions, elected officials, and EDP staff. The Board is organized into several committees which complete various projects: Job Fair, Grant Program, Wage Survey, CEO/HR Roundtable, and more.

Defining the Columbus Region:

The Columbus Region is one of six geographic regions in Ohio that form the JobsOhio network. It includes 11 counties in Central Ohio:

Delaware
Fairfield
Franklin
Knox
Licking
Logan
Madison
Marion
Morrow
Pickaway
Union

The Columbus Region is served by Columbus2020

Understanding Columbus2020:

Columbus2020 serves as the economic development organization for the 11 county Columbus Region.

Columbus2020 conducts outreach to existing companies, markets the Region to companies worldwide, conducts research to better understand the Region's competitiveness and makes strategic investments by leveraging public, private and institutional partnerships.

Columbus 2020 is a private, nonprofit entity with the express mission of economic development. Funding is received from private companies and public entities that have chosen to invest in the Columbus 2020 economic development strategy and believe it is critical for the Columbus Region to expand its economic base.

Looking Forward: Opportunities:

- Continued Honda-Influenced Development
Honda, Automotive Suppliers, Research & Development
- Expanded Workforce Development
Early College HS & Innovation Center, Higher Education Opportunities, Computer Integrated Mfg. Lab Program
- Uptown Marysville Investment
New Businesses, Public Improvements, Special Improvement District
- NW 33 Innovation Corridor

Looking Forward: Challenges

- Plentiful & Qualified Workforce
 - Retirement of Baby Boomers; Lack of Interest in Mfg. Careers
- Development-Ready Sites
 - Identifying Sites that are Shovel-Ready
- Continuing Collaborative Efforts
 - Entities Must Continue to Work Together on Important Issues
- Federal Issues/Global Markets
 - Federal Debt, Policy, International Conflict, Natural Disasters

OLD BUSINESS:

Section 1143.03(c) Definitions

This amendment adds a new definition for Educational/Public Service signs. With the addition of the proposed new definition, the remainder of the section was renumbered in order to keep the definition titles in alphabetical order.

Discussion was held concerning the last sentence of this ordinance. Mr. Seymour stated it should not be included. Mr. DeLong stated the code already does not allow billboards. Mr. Pratt stated that on public and quasi public uses cannot advertise for another location. Mr. Failor stated it should be made clear you shall not advertise, period. He stated Hilliard has a good definition.

The consensus by the Commission was to remove last sentence out of the definition. Mr. Failor stated it still seems vague, broad and hard to enforce. He asked if we are trying to say community recognition, education, charitable or cultural – that is what Hilliard has. In most cities these types are prohibited.

Mr. Draughn made the motion to recommend the amendment to City Council. Question put, stood:

Ms. Shay Yes	Mr. Pratt Yes	Mr. Kaifas Yes	Ms. Oetker Yes
Mr. Seymour Yes	Mr. Draughn Yes	Mr. Failor No	

The item will be forwarded to City Council as amended.

Section 1143.09(b)(11) Educational/Public Service Light Pole Banner

This code amendment adds a new type of temporary light pole banner. The banner can be placed on public/quasi-public properties only (churches, schools, hospital, etc). the intent of adding the new regulations is that they will give public/quasi-public uses the ability to promote community events and interests.

Mr. Failor suggested the words “community spirit” be removed. Mr. Seymour stated there are too many examples, suggests removing annual check up for cancer and buckle-up to simplify the examples. The words congratulations to the City of Marysville on your 200th Birthday should be shortened to Happy 200th Birthday Marysville.

A discussion was held on the need for each banner to go before the Design Review Board for approval or is the intent for the initial site plan to go before the Board. Change B.(7) to have “Eligible for Fast

Track Removal” removed. Add an additional letter to the B. section to read “Banner supports/brackets shall complement the style and color of the light pole”

Change C.(4) to “fabric is faded.”

Mr. Seymour made the motion to recommend the amendment to City Council with the changes above. Question put, stood:

Mr. Pratt Yes Mr. Kaifas Yes Ms. Oetker Yes
Mr. Seymour Yes Mr. Draughn No Mr. Failor No Ms. Shay No

Mr. Draughn stated he feels the banner signs downtown are a great asset but not comfortable with the pole heights; they are not an asset but a distraction.

Mr. Failor stated he feels the same as Mr. Draughn. Plus temporary banners are permitted according to temporary sign code, just not on light poles. This allows additional signs for business. Feels if they cannot be permitted for all they should not be permitted

Ms. Shay stated she loves the banners downtown. It keeps that section of the City unique.

The item will be forwarded to City Council as amended.

NEW BUSINESS:

Section 1141.04 Paving

This proposed amendment will correct an issue in the code. The way it is written, all driveways need to be curbed, which includes single-family residences. The proposed code change would make certain types of residential uses exempt from the curbing requirement.

Mr. Failor made the motion to recommend the amendment to City. Question put, stood:

Mr. Kaifas Yes Ms. Oetker Yes Mr. Seymour Yes Mr. Draughn Yes
Mr. Failor Yes Ms. Shay Yes Mr. Pratt Yes

The item will be forwarded to City Council as amended.

Section 1143.09(a)(3) Temporary Signs

The proposed code amendment will remove the size and duration of display regulations for “coming soon” signs. These regulations will be included in a new code section for “Coming Soon” signs (Section 1143.09(b)(13). The proposed code amendment came at the request of the Code Enforcement officer in an effort to improve and clarify the code.

Mr. Draughn made the motion to recommend the amendment to City Council. Question put, stood:

Ms. Oetker Yes Mr. Seymour Yes Mr. Draughn Yes
Mr. Failor Yes Ms. Shay Yes Mr. Pratt Yes Mr. Kaifas Yes

The item will be forwarded to City Council as amended.

Section 1143.09(b)(12) Grand Opening Sign

The proposed code amendment will add a new sign type to the code. Currently there are no regulations for “Grand Opening” signs, which are an important component to the initial opening of any business within the City.

Ms. Oetker made the motion to recommend the amendment to City Council. Question put, stood:

Mr. Seymour Yes	Mr. Draughn Yes	Mr. Failor Yes	Ms. Shay Yes
Mr. Pratt Yes	Mr. Kaifas Yes	Ms. Oetker Yes	

The item will be forwarded to City Council.

Section 1143.09(b)(13) Coming Soon Sign

The proposed code amendment adds a new code section for “Coming Soon” signs. None of the previous regulations changed with the code amendment. The proposed code amendment came at the request of the Code Enforcement Officer in an effort to improve and clarify the code.

Ms. Oetker made the motion to recommend the amendment to City Council. Question put, stood:

Mr. Draughn Yes	Mr. Failor Yes	Ms. Shay Yes	
Mr. Pratt Yes	Mr. Kaifas Yes	Ms. Oetker Yes	Mr. Seymour Yes

The item will be forwarded to City Council.

INDIVIDUAL COMMISSIONERS COMMENTS:

Design Review Board Update – There is one item on the March 10 agenda.

Ms. Oetker – Thanks Mr. Kaifas.

Mr. Draughn – None

Mr. Failor – Thanked Mr. Kaifas for his service to the Commission

Ms. Shay – Asked if the flag banner on the Liggett old building meets the sign maintenance ordinance.

Mr. Pratt – None

Mr. Kaifas - None

ADJOURNMENT:

The meeting was adjourned at 8:50 pm.