



City of Marysville

Comprehensive Plan

February 11, 2010



City of Marysville Comprehensive Plan

For Land Use

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The City of Marysville, Ohio

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Introduction

The City of Marysville Comprehensive Plan was designed to help the City's elected and appointed officials, administration, residents and business operators develop a shared understanding of Marysville's future needs regarding land use and the best strategies for ensuring a successful future. Like many historic and fast-growing communities, Marysville enjoys a number of assets, but the City and its leadership will benefit from a long-term strategy to guide its efforts to achieve desired land uses and development characteristics, both today and into the future.

The City understood from the beginning that their Comprehensive Plan must achieve several goals:

- The Plan must be based on a clear-eyed, realistic evaluation of the City, including its assets, its opportunities and its regional context.
- The Plan must draw on the meaningful, active involvement of a wide range of the City's stakeholders, including its residents, business operators, elected officials, municipal staff and appointed officials, including the members of the City Planning Commission, the Design Review Board and the Board of Zoning Appeals.
- The Plan must achieve the City's existing Vision Statement (see Chapter 3).
- The Plan must develop a vivid statement of its Guiding Principles for its future – a statement that encapsulates the direction in which the City intends to grow, and which are detailed in Chapter 3 of this Plan.
- The Plan must design an ambitious but achievable program of improvements that will give the City the capacity and the methods for achieving those Guiding Principles.
- The Plan must lay the groundwork for its implementation by developing a specific plan of action for making its recommendations become reality.

This document reflects the best efforts of the City and its partners to meet these high goals.

Planning Process

The City of Marysville Comprehensive Plan was developed as a result of a realization that the City's increasing growth and complexity necessitated more detailed guidance than was available. The Comprehensive Plan process began in late 2008 with the convening of a group of City representatives and stakeholders to guide development of the Plan. This Advisory Committee began with the development of the Guiding Principles, the Subareas and the Subarea Defining Characteristics, which they crafted and revised over the course of two months. The Steering Committee met regularly for 10 months and participated actively in the development or review of every aspect of this Plan. Jacobs Advance Planning Group was contracted to assist in the process in early 2009, and remained with the process to its completion.

The planning process involved several integral elements, which were based on professional best practices and the specific needs of the City. These included the following:

- Regular working meetings of the Advisory Committee.
- Compiling and analyzing existing conditions data and projections, including demographic trends, development issues, transportation networks, environmentally-sensitive land areas and results of previous plans and studies.
- Creating, distributing and analyzing the results of a digital survey that was distributed to all public service users. Over 200 responses were collected.
- Conducting a small number of Key Person Interviews in April 2009.
- Conducting a Focus Group with City business representatives on April 16, 2009.
- Analyzing the results of the Public Vision Open House, which was held on April 29, 2009.
- Developing the Guiding Principles and the Subarea Descriptions to provide a clear policy foundation for the Plan's recommendations.
- Developing a number of recommendations organized around the eight Subareas, which include all areas of the City and address land uses, density, economic development, infrastructure improvements and land use regulations. Each of these Subarea plans directly references the Guiding Principles and Subarea visions, and is specifically designed to meet one or more of the identified needs or opportunities.
- Developing a set of Overarching Issues that identify other needs and opportunities that apply to the entire City or to more than one Subarea.

A Final Word

A Comprehensive Plan is critical to a community's success because it facilitates a coordinated effort to realize the community's potential. However, a Comprehensive Plan document alone does not make success happen.

A Comprehensive Plan is a tool – it helps the community organize its needs and decide on its actions, and it can lay the groundwork for making great things happen. But no Comprehensive Plan alone can create a better community. The Marysville community has demonstrated through this process that they understand the hard work necessary to make their community the place they want it to be, and this Plan should help organize and channel the initiatives that the community's energy will carry forward. Plans are successful if they give people a strategy and direction to make something happen, but that success depends on the people who step forward to put it into action.

Marysville will work toward its Guiding Principles if the full range of its leaders, residents, business operators and others makes a consistent, long-term effort to make the Comprehensive Plan's recommendations become reality. Reaching those high goals will not always be easy, but the City of Marysville has the capacity to make it happen.



I. Existing Conditions

This chapter summarizes the existing characteristics of the City of Marysville and surrounding areas at the time of this Plan's initiation. Existing conditions analyses identify physical characteristics, demographics, and other factors that may impact the City over time. This information was used by the Advisory Group to guide the development of the Plan Elements.

Location and History of Development

Location

The City of Marysville is the county seat of Union County, a rural and exurban county in central Ohio. Located approximately 25 miles northwest of Columbus, Marysville has direct access to several main arterial routes, including U.S. 33 and 36, as well as State Routes 4, 31, 38, 245 and 736. Marysville is approximately 38 miles from Port Columbus International Airport. The Union County Airport, a general aviation facility that provides both passenger and freight service, is also located within the City of Marysville.

Because of its designation as the county seat, Marysville has historically served as the hub of government and administrative activity for Union County, as well as the center of commercial and industrial development.

History of Development

Originally settled along the Mill Creek in 1816, Marysville's population grew from 360 residents in 1843 to 2,832 residents in 1890. According to *Ohio History Central* records,

In 1888, two newspapers, six churches, three banks, and numerous manufacturing businesses existed in town. The community's largest employer was Isaac Half, a furniture manufacturer, with forty-two employees. Most businesses provided services or products for farmers living in the surrounding countryside. By 1888, Marysville had earned the nickname "The Shaded City," due to all of the maple trees lining the community's streets.¹

Marysville continued to grow as the city experienced a surge in manufacturing establishments, which continued through the late 20th century. By the 2000s, Marysville had become home to several international corporations, including Scotts Miracle-Gro, Veyance Technologies (formerly Goodyear Tire and Rubber), and Nestle Product Technology Center. The Scotts Miracle-Gro Company, one of Marysville's original manufacturers and today the largest employer in Marysville, was established in 1868 and retains its headquarters in the City. Scotts is the largest producer of horticultural products in the world. Honda of America, which

¹ "Marysville, Ohio". www.ohiocentral.org. Accessed April 2009.

opened its first U.S plant near Marysville in 1979, has remained the largest employer for Union County and a major employer for Marysville residents, with a total of 13,000 employees among four separate locations in the western portion of Union County. Marysville is also the home of Memorial Hospital of Union County, which currently employs 800 medical personnel.

Marysville's population increased by 65 percent between 1990 and 2000, from 9,656 to 15,942 residents. The estimated population for the year 2007 is 17,622. During the 1990s and early 2000s, Marysville was one of the fastest growing cities in the State of Ohio; the City was also designated as one of the Five Best Hometowns by *Ohio Magazine* in 2006.

Development Patterns and Resources

Development Patterns

Marysville's growing industrial base and residential population has greatly changed the development patterns of the City, transitioning it from a traditional rural market trade center to a more suburban-style community and regional employment center served by local and international businesses.

The Uptown Area, which includes the historic central business district, is composed of a mix of residential, retail, and office uses in the blocks surrounding the intersection of Fifth and Main streets. Uptown includes a mix of locally-oriented retail, destination retail, offices (a large proportion of which are associated with the community's county seat function, such as county agencies and attorneys), service providers and a small number of residents. The Uptown and surrounding Olde Town residential areas have been the focus of a great deal of community attention in recent years; in recognition of the efforts made toward historic preservation in these areas, the City was designated as a Certified Local Government in 2007 and a Preserve America Community in 2008. The City plans to continue its preservation efforts with a \$400,000 grant that has been secured for the renovation of building facades and streetscape improvements. Several community events are held in the Uptown area throughout the year, including Friday Nights Uptown, Union County Farmers Market, Festifair, the Union County Covered Bridge Festival and the All Ohio Bike Fest.

Industrial developments within the City limits are predominately clustered in the southeastern portion of the City along Industrial Parkway to the north and south of Scottslawn Road. A significant amount of vacant farmland and potential redevelopment sites are also found in this area, and a small number of industrial developments also continue to operate closer to the city center. Office and research and development facilities occur on small sites throughout the city. The largest existing research and development facility, the Nestle Product Technology Center, employs several hundred persons and is located on Collins Avenue.

Coleman's Crossing, a large commercial development, is located to the west of U.S. 33 and south of Delaware Avenue and offers a number of restaurants and retail options. Coleman's Crossing, combined with City Gate, another large commercial development, offer over 150 acres of retail space, making these two shopping centers significant regional destinations. Like many Midwestern communities, however, Marysville also has a number of older commercial sites, some of which exhibit building and site deterioration or were constructed in an era when building architecture, vehicular access and other factors were not adequately addressed.

Marysville provides a wide range of residential options throughout the community, from upscale, executive homes to traditional suburban homes, as well as the historic residential area in the neighborhood known as Olde Town Marysville. The sharp increase in population over the last 10 years has been the catalyst for several large residential developments, including Mill Valley, and Scotts Farm to the north of U.S 33 and the Green Pastures subdivision in the western portion of the City. Several other residential developments are located along State Route 4/U.S. 36 and State Route 38 in the southwest area of the City. At this time, more than 1,000 new residential lots have been approved for construction throughout the City, and especially in the areas identified. Although residential construction has sharply decreased in the 2008- 2009 period, it is expected that these lots will eventually be developed, potentially adding thousands of new residents to the City.

The substantial growth in residential, commercial and industrial development in recent years has also led to major infrastructure improvements, such as the expansion of water and sewer service. Two significant new facilities were constructed in the late 2000s: the Marysville Upground Reservoir and the Water Reclamation Facility.

Although not as prevalent as in previous decades, Marysville's city limits also include several large tracts of agricultural land, primarily located in the southern portion of the City. A small but significant number of crop farms continue to operate in the rural areas surrounding the City, creating a potential for agricultural –suburban land use conflicts.

Schools and Continuing Education

Several new schools have been constructed in recent years to serve the City's increasing population. The City is served by two school districts: the Marysville Exempted Village School District and the Fairbanks Local School District. The Marysville Exempted Village School District consists of the following schools:

- Marysville High School
- Bunsold Middle School
- Creekview Intermediate
- Edgewood Elementary
- Mill Valley Elementary
- Navin Elementary
- Northwood Elementary
- Raymond Elementary (which is located outside of the City's boundaries)
- East Elementary School (closed at the time of the Comprehensive Plan development)
- Marysville Middle School (closed at the time of the Comprehensive Plan development)

The Fairbanks Local School District serves students in the southern portion of the City. There are no Fairbanks facilities within the City of Marysville.

These schools continue to receive high performance index scores and other high marks on their District Report Card distributed each year by the Ohio Department of Education. There are also two private schools located in Marysville.

The Ohio Hi-Point Career Center offers career training programs to students in grades 11 and 12, as well as educational opportunities for adults. Students at Marysville High School can also take undergraduate courses offered through Columbus State Community College. In 2009, Urbana University also began offering courses at Memorial Hospital for those pursuing an MBA.

Parks and Recreation

Growth and development in the City of Marysville has also included continued expansion of recreational facilities throughout the community. There are over 300 acres of land dedicated to parks and open space within the City, with a total of nine facilities. These amenities include:

- Aldersgate Park, a 25-acre facility that includes a walking trail, playground equipment, basketball courts, tree house, gazebo, fishing, and picnic area;
- American Legion Park, which includes an outdoor amphitheater, playground equipment, the Municipal Swimming Pool, public restroom facilities, basketball courts, a shelter house, and picnic areas;
- Butterfly Park, a 2-acre site that includes playground equipment and green space;
- Central Park, an undeveloped 35-acre site on North Maple Street.

- Eljer Park, a 25-acre facility that includes a walking trail, playground equipment, ball and soccer fields, skate park, lighted tennis courts, public restroom facilities, basketball courts, lighted basketball courts, shelter house, and picnic areas;
- Greenwood Park, a 28-acre site that includes a walking trail;
- Lewis Memorial Park, a 9-acre facility that includes playground equipment, lighted tennis courts, basketball courts, lighted basketball courts, football field, shelter house, walking track, and picnic areas;
- MacIvor Woods, a 25-acre nature preserve;
- McCarthy Park, which includes a walking trail, playground equipment, public restroom facilities, basketball courts, shelter house, fishing, and picnic areas.
- McCloud Park, which consists of a 1/2-acre site that includes playground equipment, green space, and picnic area.
- Mill Creek Park, a 66-acre site that includes natural areas, ball parks, a disc golf facility and a portion of the Jim Simmons Trail.
- Mill Valley Park Central, a 26-acre park west of Mill Valley Elementary School that includes a walking trail that connects to Mill Valley Park South, playground equipment, ball and soccer fields, public restroom facilities, shelter house, fishing, and picnic areas;
- Mill Valley Park South, which includes a walking trail that connects to Mill Valley Park Central, ball and soccer fields, shelter house and public restroom facilities;
- Schwartzkopf Park, a 12-acre site that includes a walking trail that connects to the Mill Valley parks,, playground equipment, shelter house, fishing, horseshoes, and picnic area; and
- Trinity Park, a 2-acre green space park located at the corner of Grace Drive and Carmel Drive in the Green Pastures subdivision.

Several soccer and baseball fields are also located just outside the City at the Union County Joint Recreational District facility located on County Home Road. Additionally, the Union County YMCA is located in Marysville, where it provides several amenities, including an indoor swimming pool, basketball courts and a fitness center. Adjacent to the YMCA, the Ohio Army National Guard built a Training and Community Center in 2006, which houses two guard units and offers a gym, kitchen and classrooms for community residents. At this time, The City of Marysville is developing a comprehensive master parks and recreation plan to identify future recreational needs, strategies for the expansion and connectivity of bikepaths and walking trails, and opportunities for new park areas.

Land Use, Regulations and Environmental Factors

Existing Land Use

Land use, as the term is used in planning, refers to the primary activities that humans pursue on a given parcel of land. It is essential to note that an existing land use map is based on a categorization of current uses. Land use categories do not indicate either existing zoning or any planned future land use. Existing zoning for any given property may be entirely different from the existing land use; zoning only comes into effect when a property changes its land use through development, redevelopment or a change in use. Similarly, land uses that may be planned for the future do not necessarily reflect the existing land use.

Existing land use classifications are generally developed for each community, and the categories are designed to address City issues. Existing land uses for this Plan were developed from land use data and categories provided by the Mid Ohio Regional Planning Commission (MORPC), supplemented by reviewing aerial photographs and conducting windshield surveys of sites. The following land uses are currently identified within the City, and the classifications used for this Plan are defined below.

Residential – Rural Estate. This designation applies to large residential lots that are between 5 and 20 acres.

Residential – Rural. This designation applies to residential lots that are between 2 and 5 acres.

Residential – Low. These properties are designated as having a low density, but not quite as large as to be designated as rural. These lots are between 0.75 and 2 acres.

Residential – Suburban. This designation applies to suburban residential parcels that have a total area that falls between 0.3 and 0.75 acres.

Residential – Moderate Suburban. Parcels in this category have multiple dwelling units ranging from 3 to 5 units per acre.

Residential – High Suburban. Parcels within this category have a density ranging from 5 to 8 units per acre.

Residential – Low Urban. This designation applies to parcels in urban areas that have densities ranging from 8 to 20 units per acre.

Community Commercial. This category includes commercial uses that attract a population that reaches beyond the population of the City, including shopping centers and other regional-scale shopping venues.

Neighborhood Commercial. This category includes good and services that cater to the local population, such as drug store, personal services and other specialty retail activities.

Office. Properties placed in this classification include any that appear to provide

professional for-profit services that are not physically part of a commercial establishment or an institution.

Public Service. This category includes facilities that provide public services to the local resident population. Land uses in this category include schools, government offices, hospitals, and facilities used for rehabilitation or incarceration.

Open Space. This category includes areas dedicated for the preservation of natural resources or areas dedicated as common use areas for residents.

Park. These properties provide public outdoor recreation facilities which can include sports-related activities or areas dedicated to walking and biking trails.

Agriculture. Agriculture properties have relatively large acreages and exhibit either no activity or evidence of agricultural activity (such as farmsteads and hedgerows). Most of these parcels are located near the City boundaries. This designation is not intended to imply that parcels that are being used for agriculture at this time are not valuable for their agricultural use, but only that these are relatively large sites with a low intensity of use at this time.

Warehouse. Properties in this category include facilities used for warehousing and storage.

Light Industrial. This category includes facilities used primarily for small-scale manufacturing, distribution or production.

Industrial. Industrial existing land uses include all properties that appear to be engaged in large-scale production, manufacturing, storing or shipping of products.

Vacant. Vacant properties have no evidence of significant activity and are either too small or poorly located for agricultural use. This category does not include developed sites with vacant buildings, as those sites change frequently and cannot be reliably identified at this scale.

Existing Zoning

Zoning is the primary mechanism used by local governments to regulate the types of land uses that are permitted, the manner in which those land uses are distributed throughout the community, and the manner in which new development can be constructed. While zoning is commonly a reactive tool (districts are typically changed upon the request of an applicant), zoning can be proactively used to implement the policies of a land use plan.

It is critical for any community to enforce an up-to-date set of zoning regulations that permit the community to implement plans and studies that guide their future. Communities with outdated regulations often find that they are put in the difficult position of denying a project that they desire, or accepting a project that they do not necessarily want.

A basic zoning district has two primary components: the types of land uses that can occur within the district, and the standards that a site's development must meet. Land uses can be Permitted, Conditional or Accessory. Permitted uses are allowable as of right, without any zoning review or approval. Conditional uses can be permitted if the appropriate zoning authority determines that a specific development would be acceptable. Accessory uses are permitted only when they are secondary to another use. Site standards generally address minimum parcel dimensions, height restrictions, the distance that must separate a building's walls from its parcel boundaries and other similar characteristics. Most zoning codes also include a variety of other provisions that address such issues as parking and loading standards, grandfathering of pre-existing properties, signs and others. Codes can also include performance standards, which are statements that specify that an approved development must have certain criteria, such as not producing fumes, even if the proposed land use is a permitted use on that property.

The existing Zoning Code establishes minimum standards for application throughout the City by means of Districts or Zones. The City of Marysville currently has 19 Zoning Districts, which are summarized below. This summary does not include all zoning requirements and should not be used in place of the official zoning code.

ER Estate Residential. Permitted uses include single family housing, child care homes and mobile homes pursuant to additional requirements. Conditional uses are limited to non-commercial recreation, permitted home occupations and permitted public and quasi public uses. Site standards require a minimum lot size of 40,000 square feet, a maximum lot coverage of 25% and a minimum floor area of 1,800 square feet.

A-R Residential. Permitted uses include agricultural activities involving crops and services, fishing hatcheries and preserves, roadside vegetable produce stands, public and quasi-public uses, conservation areas and very low density single family homes. Conditional uses are listed as agricultural activities involving livestock, cemeteries commercial and non-commercial recreation, home occupation, kennels and veterinary hospitals/clinics, home occupations, and mineral extraction. Site standards permit any lot over 40,000 square feet, with a minimum front yard setback of 50 feet and side yards totaling 40 feet.

B-1 Service Business. Permitted uses include all permitted and conditional uses for the B-R district (except single-family and multi-family residential), and also include a variety of services for automotive repair, lumber dealers, construction, warehousing and storage, printing and publishing, transportation, hotel and motels (excluding bed and breakfasts), boat and car dealers, veterinary services, fruit and vegetable markets, groceries, fish markets, bowling centers and general merchandise stores. Conditional uses are listed as bus charter services, business services not classified elsewhere, inner city and rental bus transportation, recreational vehicle dealers, heavy equipment rental, shopping centers and taxicab operators. Site standards for this district include a minimum lot size of 10,000 square feet, a lot width of at least 60 feet, and combined side yards of at least 10 feet.

B-3 Central Business. This district allows for wide variety of retail establishments, professional services and repair stores of many types, public and quasi-public uses, art galleries and museums, and social services. Conditional uses for this district include groceries and markets, publishing and printing companies (including newspapers), automobile parking, miscellaneous repair shops and equipment rental, retail nurseries/garden supply, and business services not classified elsewhere. There is no minimum lot size, width or yard dimensions. The maximum height of buildings is 4 stories or 50 feet for principal buildings and 25 feet for accessory buildings.

B-R Business Residential. Permitted uses in the BR district include permitted uses in the OR district. In addition, permitted uses include a variety of small-scale commercial uses such as apparel stores, auto and home supply stores, car washes, dance studios, eating and drinking places, bakeries, museums and art galleries, and educational services. Other permitted uses include miscellaneous food, retail, personal service and repair shops, physical fitness centers and social service centers. Conditional uses include storage facilities, taxi cab services, multi-family residential, recreation clubs, hotels and motels, gas stations, crematories, coin operated amusement devices, and amusement and business services not elsewhere classified. Lot standards for this district include a minimum lot size of 6,000 square feet, with a minimum lot width of 60 feet and a side yard total of 15 feet. The maximum height is 2 ½ stories or 35 feet for principal buildings and 20 for accessory buildings.

GOV Government Use District. Permitted uses in this district include those related to government activities, as well as administration of human resource programs and environmental quality and housing programs, public and quasi-public uses, agricultural production of crops and other agricultural services, engineering and related services, and schools and educational services. The conditional uses for this district are limited to public service facilities. The minimum lot size for this district is 2 acres, with a minimum lot width of at least 250 feet and combined side yard width of at least 35 feet. The maximum building height is 2 ½ stories or 35 feet for principal buildings and 25 feet for accessory buildings.

HMD Hospital Medical. Uses permitted in this district primarily include those related to medical services and family care, including child care centers, drug stores, family care homes, funeral services (crematories), group homes, health services, professional schools for the medical field, public and quasi-public uses, rooming and boarding houses, schools for the physically handicapped and for the developmentally disabled, social services, facilities for human resource programs, as well as bed and breakfasts. Conditional uses are limited to multi-family and single-family residential uses. The minimum lot size for this district is 9,600 square feet, with a minimum lot width of 80 feet and combined side yard width of 15 feet.

M-1 Light Manufacturing. Permitted uses in this district include a range of manufacturing activities that primarily relate to food products and other uses such as building construction companies, grain mill products, audio/visual equipment manufacturing, apparel manufacturers, automotive repair, research and development, warehousing, wholesale trade, and similar uses. Conditional uses for this district include agriculture, bus charter and terminal services, glass production, lumber and wood products, water plants, heavy construction, paper products, and miscellaneous manufacturing activities. The minimum lot size for this district is 15,000, with a lot width of at least 100 feet and a combined side yard width of at least 40 feet.

M-2 Heavy Manufacturing. Permitted uses for this district include all uses permitted in the M-1 district, with the addition of a wide range of heavy industrial activities related to manufacturing and product distribution. Permitted uses include the manufacturing of concrete, glass, metal, plastic, textiles, leather, computers and many other products. Conditional uses include chemical, lime, petroleum, tobacco, hydraulic cement, turpentine, and smelting production and refining activities. The minimum lot size for this district is 40,000 square feet, with a minimum lot width of 150 feet and a combined side yard width of at least 60 feet. Building must also have a front yard setback of at least 80 feet.

O-R Office Residential. Permitted uses include personal service and office uses that are compatible with surrounding residential areas. Some of the permitted uses include barber and beauty shops, accounting and business consulting, child care and other home occupations, insurance, real estate offices, photographic studios, banks, single-family housing, and engineering and architectural offices. Conditional uses include communications, funeral services, museums, schools, shoe repair, nursing facilities, and miscellaneous health and personal services. Minimum lot standards include lot sizes of at least 3,600 square feet, lot widths of at least 50 feet, and combined yard widths of at least 15 feet. Building heights are limited to 2 ½ stories or 35 feet.

PUD Planned Unit Development. The PUD is a district that allows for more flexibility in terms of the layout of buildings, setback requirements and other regulations provided in the underlying zoning district. A PUD allows for a combination of uses in a development that incorporate a creative design including various amenities, promote the conservation of land, and include a variety of architectural styles that will enhance the surrounding community. Uses permitted within a PUD include all uses allowable under the zoning code, or a combination of compatible uses, provided the layout and placement of all uses will not create an adverse effect on surrounding properties. For a residential PUD that has an area of at least 40 acres, a minimum of ten percent of the land must be reserved for common open space.

R-1 Low Density Single Family. This district allows for lot sizes that are at least 11,200 square feet, with a lot width of at least 80 feet and front yard setback of at least 35 feet. Permitted uses include child care homes, single family housing, and model homes. Conditional uses for this district include non-commercial recreation, home occupation, family care homes, and public and quasi-public uses.

R-2 Medium Density Single Family. This district allows for lot sizes of at least 9,100 square feet, a minimum lot width of 70 feet and a combined side yard width of at least 17.5 feet. Permitted uses include child care homes, single family housing and model homes. Conditional uses include funeral homes, home occupation, low-density multi-family housing (2-unit building limitation), non-commercial recreation, family care homes, and public and quasi-public uses.

R-3 High Density Single Family. This district allows for lot sizes that have a minimum of 7,200 square feet, a lot width of at least 60 feet and a combined side yard width of at least 15 feet. Permitted uses include child care homes, single family housing, and model homes. Conditional uses include family care homes, funeral homes, group homes, home occupations, low-density multi-family housing (2-unit building limitation), non-commercial recreation, and public and quasi-public uses.

R-4 Low Density Multi-Family. This district allows for lot sizes that have a minimum of 5,000 square feet, with a lot width of at least 80 feet and a combined yard width of at least 15 feet. Permitted uses include 2, 3, and 4 family multi-family units, child care homes, funeral homes, family care homes, public and quasi-public uses, and multi-family rental office/management uses. Conditional uses include group homes, home occupations, noncommercial recreation, and single-family residential uses.

R-5 High Density Multi-Family. This district allows for a minimum lot size of 5,000 square feet, with a lot width of at least 100 feet and a combined side yard width of at least 25 feet. The maximum height for principal buildings is 3 stories or 40 feet, with a maximum height of 15 feet for accessory buildings. Permitted uses in this district include child care and family care homes, funeral homes, low density and high density multi-family housing, public and quasi-public uses, and multi-family rental office/management sites.

SDI Special District. This zoning district allows for numerous personal service, retail, professional office, repair, home furnishing, and entertainment activities, as well as various other goods and services. Some of the conditional uses are amusement parks, camps and RV parks, agriculture, hospitals, and heavy construction. Minimum lot standards for this district include a lot size of at least 30,000 square feet, with a lot width of at least 125 feet and combined side yard width of 20 feet.

SR Suburban Residential. This zoning district allows for a minimum lot size of 20,000 square feet, with a lot width of at least 100 feet and a minimum of 85 feet at the right-of-way line. The combined side yard width must be at least 30 feet. Permitted uses include child care homes, single-family housing and model homes. Conditional uses include non-commercial recreation, home occupation, and public and quasi-public uses.

TOC Traffic Oriented Commercial. This zoning district allows for a wide variety of commercial uses that generate high levels of traffic, ranging from automotive dealerships and other large retail uses to various entertainment facilities. Conditional uses include such activities as amusement parks, hospitals, camps and RV parks, among several other commercial uses. The minimum lot size for this zoning district is 30,000 square feet, with a lot width of at least 125 square feet and combined side yard width of 20 feet. The maximum height is 4 stories or 50 feet for principal buildings and 35 feet for accessory buildings.

Environmental Constraints

Figure 4 shows the location of floodways, flood plains, water bodies and wetlands. Such features are often referred to as environmental constraints because, in addition to providing natural character and important natural resources, they may limit the amount or type of development that is advisable in a specific location. As demonstrated on the map, most of the land within the City boundary falls within the Mill Creek watershed, with a portion of land at the southwestern end of the City located within the Buck Run watershed. Mill Creek runs diagonally across northern portion of the City, with tributaries extending out from various locations along the creek. The boundaries of the Mill Creek floodplain have created development limitations on both sides of U.S. Highway 33 east of Main Street and south of the Scott Farms residential development. The floodplain encompasses a substantial amount of land along the boundary of the City north of U.S. 33 and continuing south of U.S 33 to near Schwarzkopf Park.

Officially-designated floodways and flood plains are established by the Federal Emergency Management Agency (FEMA) based on hydrogeologic modeling. A floodway is the area adjacent to an open waterway that is subject to flooding when there is a significant rain, while a flood plain is an adjoining area that has some chance of experiencing flood conditions every year. Statistically, a 100-Year Flood Plain has a 1% chance of flooding in any given year (in many locations, properties in the 100 year flood plain may actually flood more often due to surrounding site development and stormwater management characteristics). Although areas outside of a Flood Plain can flood, Flood Plain designations provide the official basis for FEMA's determination of a property owners' eligibility for flood insurance.

Existing Utilities

Figure 5 shows the location of water lines within the City. Water service is provided by the City of Marysville Division of Water. Purchased from the Ohio Water Service Company in 1991, the City owns and operates the Marysville Water Treatment Plant (WTP). The plant is designed to treat 4.33 million gallons of water per day. The plant's source water is provided from both groundwater and surface water. Groundwater is obtained from four separate wells with capacities ranging from 0.86 to 1.44 million gallons per day (mgd). The source for surface water is the Mill Creek, which accounts for approximately 50 percent of the water that is pumped at the Water Treatment Plant. The City also maintains the newly-constructed Marysville Upground Reservoir, which is part of the recommendations included in the Water Master Plan completed in 2005. The reservoir captures water from the Mill Creek and delivers it to the Water Treatment Plant. The reservoir has a capacity of 1.4 billion gallons. Source water for the reservoir is Mill Creek. Water from Mill Creek is diverted into the reservoir at controlled pumping rates. Due to the availability of the reservoir, the City should be able to increase its use of surface water and decrease the ratio of well water used in the future. The reservoir went into operation in the summer of 2009.

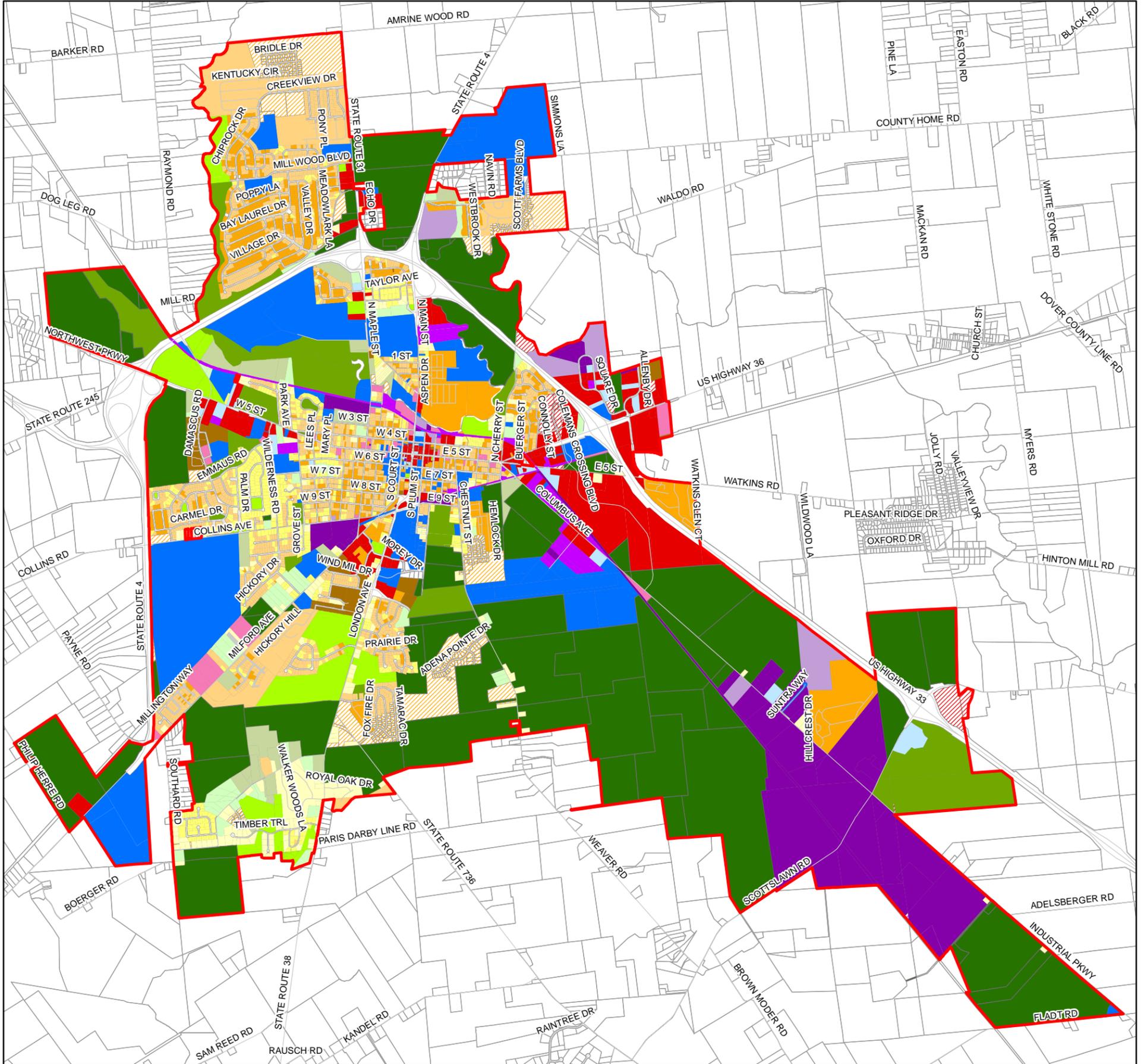
The City of Marysville operates a wastewater system that has a service area extending beyond the City limits to provide service to areas of southeastern Union County. In 2006, the City took over operation and maintenance of the southeastern area of Union County formerly under operation and maintenance of the Union County Environmental Engineer. In June, 2009, the City closed its existing 4 million gallons per day Wastewater Treatment Plant (WWTP) and opened the new Water Reclamation Facility (WRF) located southeast of the City along Beecher-Gamble Road. The new facility was implemented as a result of recommendations from the City of Marysville Wastewater Master Plan completed in 2004. This new facility is designed to treat a daily average flow of 8 million gallons of wastewater per day. The facility is expandable to an ultimate capacity of 24 million gallons per day. At the same time, the City commissioned the new Crosses Run Pump Station with a hydraulic capacity of 21.5 million gallons per day and a 60 inch trunk interceptor that transports wastewater from the City to the new WRF. The current sewer system consists of 135 miles of sewer lines, 20 pump stations and 2,352 manholes. The City plans to continue upgrading the sanitary sewer system along the Rt. 33 corridor to provide infrastructure for future developments.

The City of Marysville provides stormwater management services, including the cleaning, maintaining, and installation of storm drainage systems and piping.

The City of Marysville provides other utility services, including refuse and recycling collection and disposal.

Electrical power in Marysville is available through two service providers: Dayton Power & Light and Union Rural Electric Cooperative. Gas service is provided by Columbia Gas and Union Rural Electric Cooperative.

Source: MORPC Land Use Data (2005) and Union County Aerial Photography (2006)

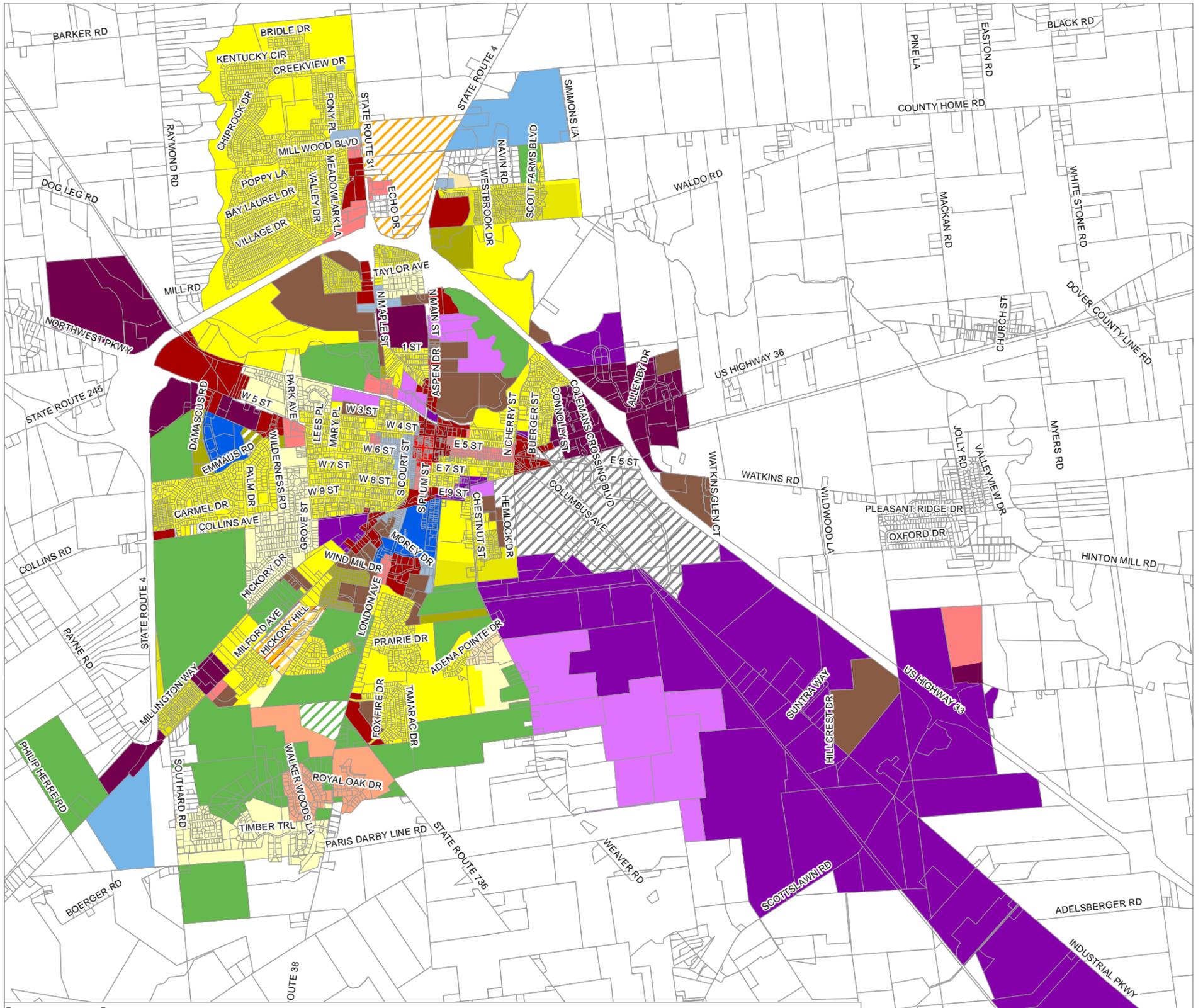


Legend

- | | | | | |
|------------------|-------------------------|------------------|-------------------|---------------------|
| Unknown | Res High Suburban | Open Space | Vacant Commercial | Marysville Boundary |
| Res Rural Estate | Res Low Urban | Park | Vacant Industrial | Parcels |
| Res Rural | Neighborhood Commercial | Agriculture | Vacant Public | Streets |
| Res Low | Community Commercial | Warehouse | Vacant Res | |
| Res Suburban | Office | Light Industrial | | |
| Res Mod Suburban | Public Service | Industrial | | |

Figure 2: Existing Land Use

Source: City of Marysville

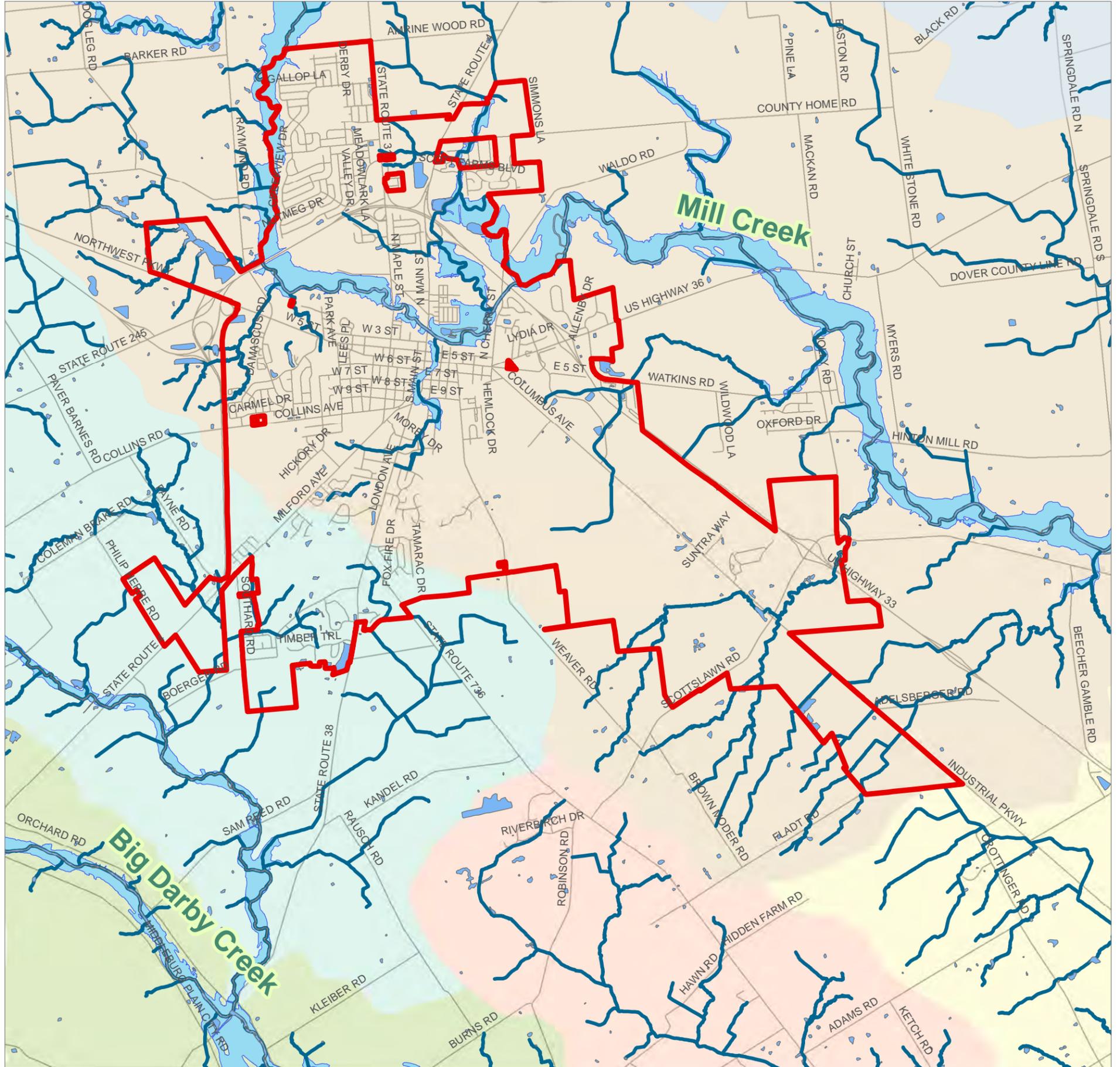


Legend

Zoning					
	A-R Residential		M-2 Heavy Manufacturing		R-4 Low Density Multi-Family
	A-R PUD		OR Office Residential		R-4 PUD
	B-1 Service Business		PUD Planned Unit Development		R-5 High Density Multi-Family
	B-3 Central Business		R-1 Low Density Single Family		SD1 Special District
	BR Business Residential		R-1 PUD		SR Suburban Residential
	GOV Government		R-2 Medium Density Single Family		SR PUD
	HMD Hospital Medical		R-2 PUD		TOC Traffic Oriented Commercial
	M-1 Light Manufacturing		R-3 High Density Single Family		

Figure 3: Existing Zoning

Source: City of Marysville and the Ohio Department of Natural Resources

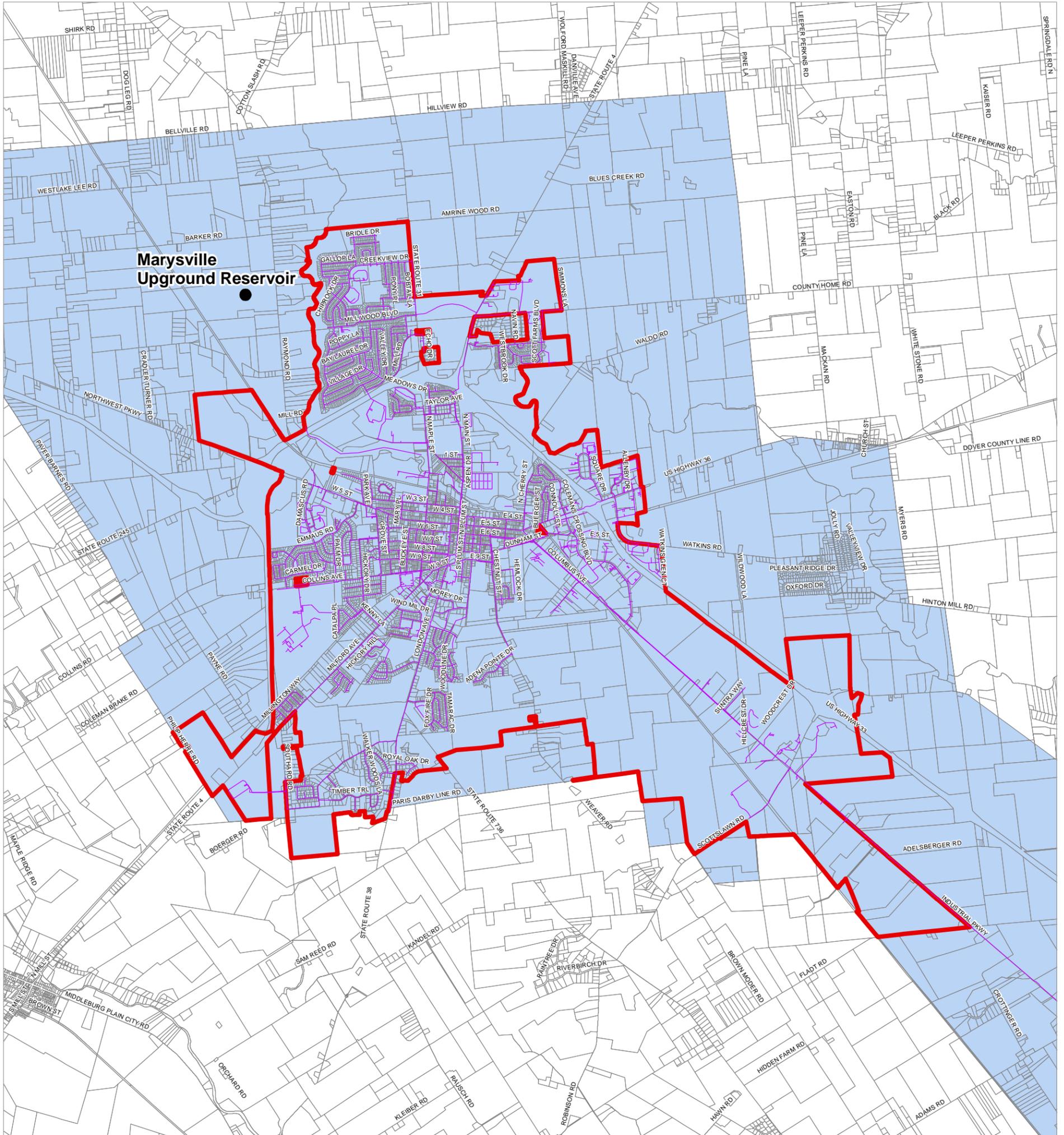


Legend

- | | | | |
|--------------------------------|---------------------|-------------------|---------------------|
| Ohio Wetlands Inventory | Shrub/scrub wetland | Watersheds | Marysville Boundary |
| Woods on hydric soil | Wet meadow | Big Darby Creek | Lakes |
| Open water | Farmed wetland | Blues Creek | Streams |
| Shallow marsh | | Buck Run | 100 Year Floodplain |
| | | Mill Creek | Streets |
| | | Robinson Run | |
| | | Sugar Run | |

Figure 4: Environmental Constraints

Source: City of Marysville



Legend

- Marysville Growth Area
- Water Lines
- Parcels
- City Boundary

Figure 5: Existing Utilities



Demographic and Economic Analysis

The following demographic information for the City of Marysville was derived from ESRI, Inc. and accessed through ESRI Business Analyst, a subscription service. The ESRI demographic information for the year 2009 is based on U.S. Census Bureau, Census 2000 data, which was used to create an estimated population base for the year 2009. Because the most recent Decennial Census was conducted in 2000 and not scheduled for update until the year 2010, the ESRI Business Analyst data was determined to be the most current source for demographic information. For data not currently available from ESRI Business Analyst, the figures were taken from the U.S. 2000 Census.

Population

As Table I indicates, Marysville grew very rapidly during the 1990s. Current population estimates indicate that growth rates may be expected to return to pre-2000 percentage levels. The absolute number of new units, however, is projected to continue at several hundred units per year.

Table I: Population Trends for the City of Marysville, 1960-2014

Marysville Population Trends, 1960-2014			
Year	Census Population	Percent Change	Annualized Growth Rate
1960	4,952	-	-
1970	5,744	16.0%	1.6%
1980	7,414	29.1%	2.9%
1990	9,656	30.2%	3.0%
2000	15,942	65.1%	6.5%
2009*	20,773	30.3%	3.0%
2014*	22,704	9.3%	1.9%

*ESRI Business Analyst Estimate, based on U.S. Census Data

Table 2 and Chart 1: Age Distribution

Table 2 and Chart 1 provide a cohort distribution of the estimated 2009 population. This distribution indicates a relatively evenly-dispersed population, although the adult population trends slightly younger than the state as a whole.

	Marysville	Union County	Ohio
Total Population	20,774	49,468	11,577,283
0 to 4	8.3%	7.5%	6.6%
5 to 9	7.8%	7.6%	6.5%
10 to 14	7.3%	7.6%	6.6%
15 to 19	6.5%	7.0%	7.1%
20 to 24	6.3%	5.5%	6.7%
25 to 34	15.7%	12.8%	12.4%
35 to 44	17.9%	16.4%	13.5%
45 to 54	13.0%	15.3%	15.0%
55 to 64	8.4%	10.5%	11.9%
65 to 74	4.4%	5.4%	6.9%
75 to 84	2.9%	3.1%	4.7%
85 years and over	1.4%	1.3%	2.1%

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009

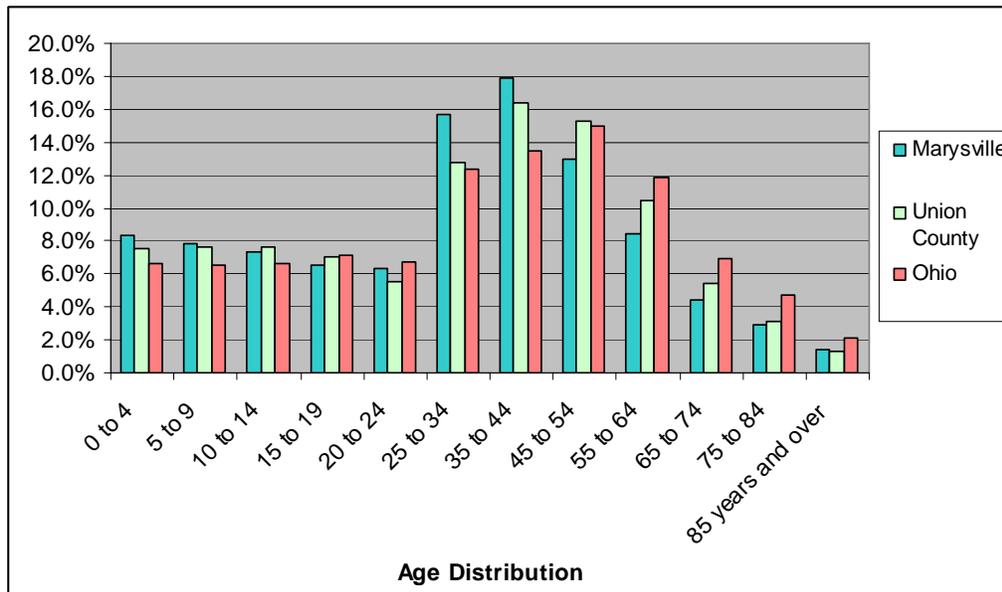


Table 3: Racial Composition

The proportion of Marysville residents who identified themselves as having a racial composition other than white is approximately half that of the State’s population as a whole.

	Marysville	Union County	Ohio
White	90.3%	94.2%	83.1%
Black or African American	6.5%	3.2%	12.2%
American Indian	0.2%	0.2%	0.2%
Asian or Pacific Islander	1.4%	0.9%	1.9%
Some other race	0.3%	0.3%	0.9%
Two or more races	1.3%	1.2%	1.6%
Hispanic or Latino (of any race)	1.3%	1.0%	2.4%

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009

Education

Table 4 and Chart 2: Educational Attainment

As Table 4 indicates, Marysville educational attainment generally tracks that of the State, with a slightly higher number of persons whose highest educational attainment is a high school degree and a significantly smaller proportion of graduate and professional degrees, as compared to both the County and the State as a whole.

	Marysville	Union County	Ohio
Population 25 years and over	13,233	32,057	7,702,917
Less than 9th grade	3.0%	2.5%	3.5%
9th to 12th grade, no diploma	9.7%	8.7%	10.1%
High school graduate (includes equivalency)	40.8%	44.9%	37.0%
Some college, no degree	21.2%	19.8%	19.1%
Associate degree	7.3%	6.7%	7.0%
Bachelor's degree	14.1%	12.7%	14.8%
Graduate or professional degree	3.9%	4.7%	8.4%

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009

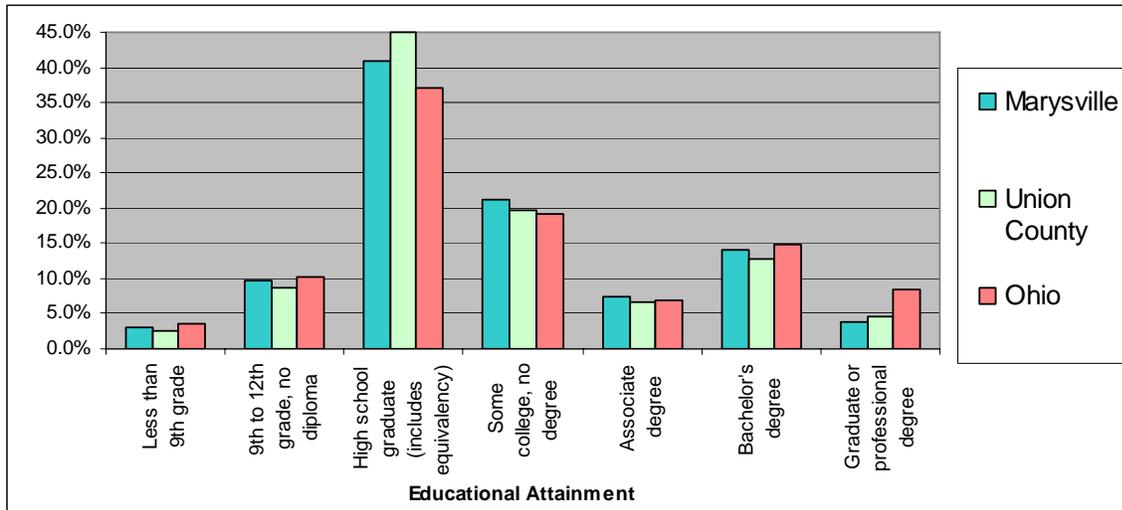


Table 5: School Enrollment

Table 5 indicates that Marysville’s and Union County’s school enrollment distributions are highly comparable to that of the State as a whole

	Marysville	Union County	Ohio
Total population age 3 years and over	14,983	39,085	10,907,180
Nursery school, preschool	1.8%	1.7%	1.9%
Kindergarten	1.8%	1.9%	1.5%
Elementary school (grades 1-8)	12.0%	13.3%	12.4%
High school (grades 9-12)	4.7%	6.0%	5.9%
College	3.0%	2.6%	4.9%
Grad/Professional School	0.6%	0.6%	1.0%
Not enrolled in school	73.9%	73.9%	72.4%

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009

Employment

Table 6 and Chart 3: Employment by Occupation

Table 6 indicates a relatively high level of similarity in the proportional distribution of occupations in Marysville and the State of Ohio as a whole. The percentage of Marysville residents employed in professional and sales occupations is slightly less than that of the State.

OCCUPATION	Marysville	Union County	Ohio
Management/Business/Financial	13.5%	13.3%	13.3%
Professional	19.5%	17.9%	22.2%
Sales	9.8%	9.7%	10.8%
Administrative Support	16.8%	15.5%	13.9%
Services	15.3%	16.6%	17.1%
Farming/Forestry/Fishing	0.4%	0.6%	0.3%
Construction/Extraction	3.4%	4.0%	4.4%
Installation/Maintenance/Repair	3.0%	4.1%	3.5%
Production	10.4%	10.7%	8.0%
Transportation/Material Moving	7.9%	7.6%	6.6%

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009

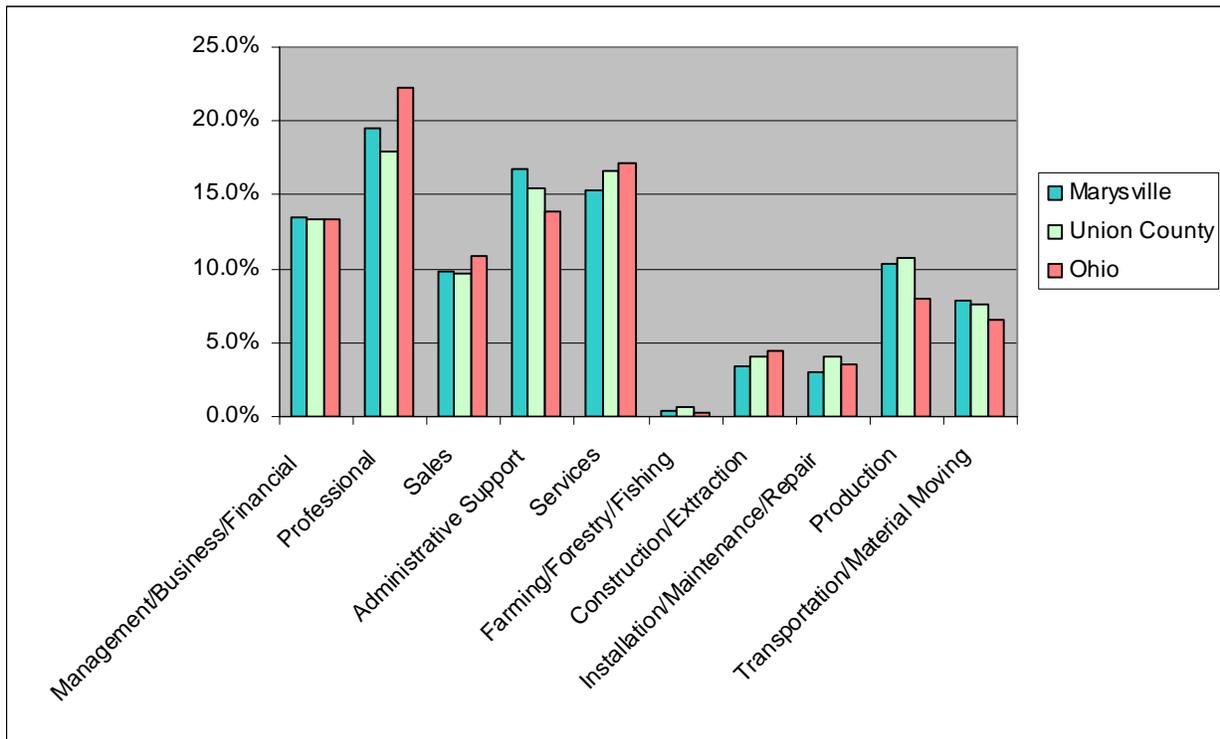
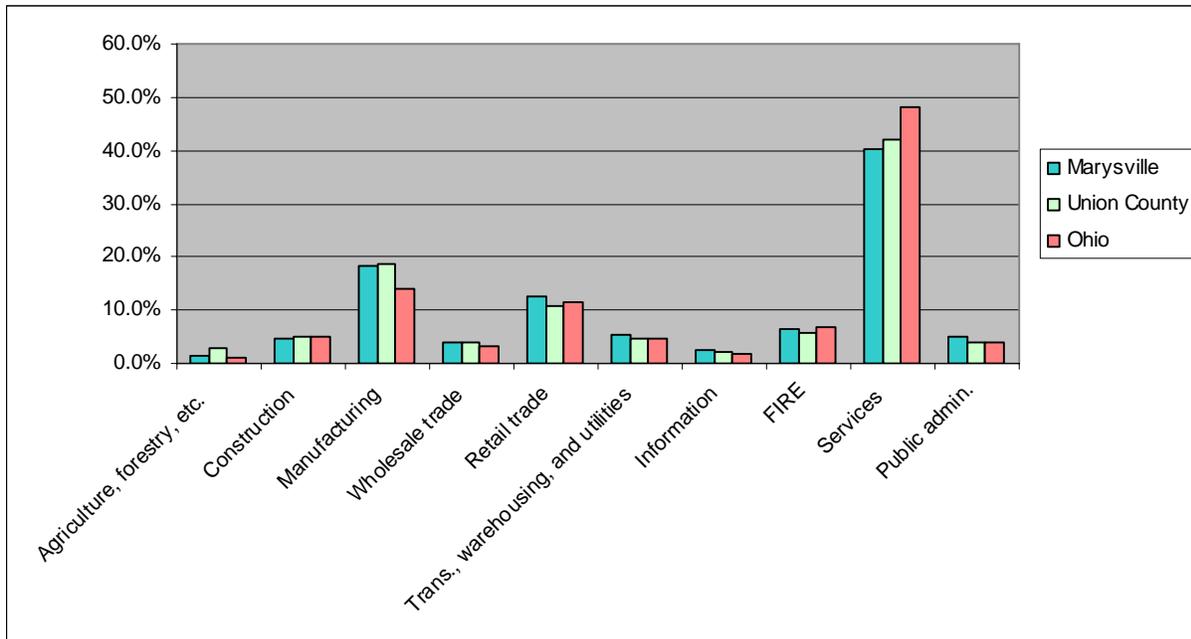


Table 7 and Chart 4: Employment by Industry

This table and chart illustrate the distribution of Marysville’s residents across business types, regardless of where the business is located. Both the City and the County have a slightly higher proportion of employees in Manufacturing, and a slightly smaller proportion in service industries, than the State as a whole. In the table below, “FIRE” is an acronym for a category entitled Finance, Insurance and Real Estate.

INDUSTRY	Marysville	Union County	Ohio
Agriculture, forestry, etc.	1.4%	2.8%	1.0%
Construction	4.6%	5.0%	5.2%
Manufacturing	18.4%	18.8%	13.9%
Wholesale trade	4.0%	4.0%	3.3%
Retail trade	12.4%	10.8%	11.4%
Trans., warehousing, and utilities	5.3%	4.7%	4.7%
Information	2.5%	2.3%	1.9%
FIRE	6.4%	5.7%	6.7%
Services	40.1%	41.9%	48.0%
Public admin.	5.0%	4.0%	4.0%

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009



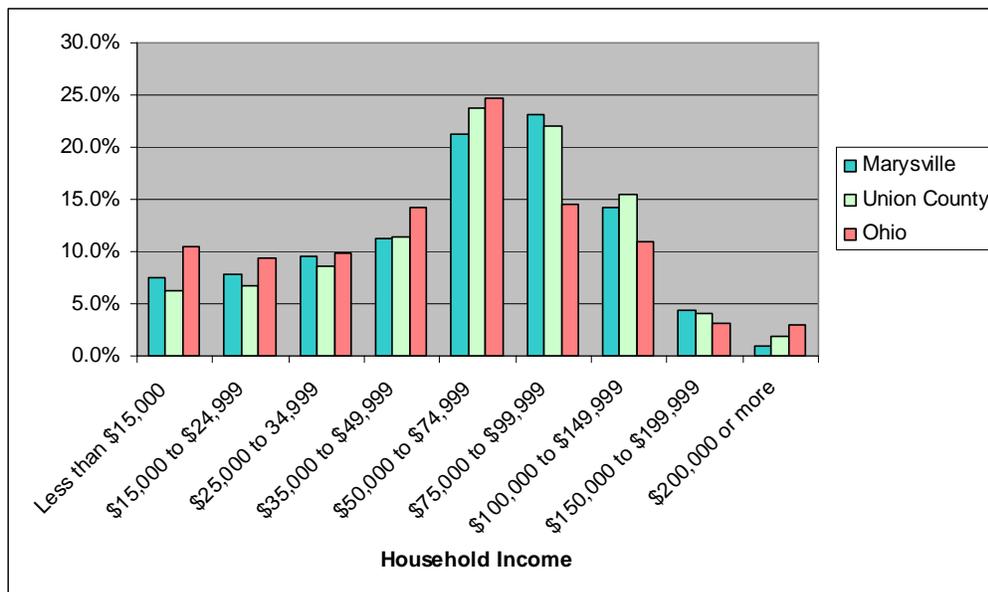
Income

Table 8 and Chart 5: Household Income

This table and chart indicate that Marysville’s median and average household incomes are significantly higher than that of the State as a whole. The per capita income numbers appear to be influenced by the fact that Marysville has a slightly higher household size than the State as a whole.

	Marysville	Union County	Ohio
Total households	7,449	17,715	4,662,873
Less than \$15,000	7.5%	6.3%	10.4%
\$15,000 to \$24,999	7.8%	6.7%	9.4%
\$25,000 to \$34,999	9.5%	8.6%	9.9%
\$35,000 to \$49,999	11.2%	11.4%	14.2%
\$50,000 to \$74,999	21.3%	23.7%	24.7%
\$75,000 to \$99,999	23.1%	22.0%	14.5%
\$100,000 to \$149,999	14.2%	15.5%	11.0%
\$150,000 to \$199,999	4.3%	4.1%	3.1%
\$200,000 or more	1.0%	1.8%	2.9%
Median household income	\$65,383	\$66,740	\$52,400
Average household income	\$71,076	\$74,685	\$65,778
Per capita income	\$26,630	\$27,397	\$26,577

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009



Housing

Table 9: Housing Units

Table 9 indicates that Marysville has a slightly higher proportion of owner occupied housing units and a slightly lower proportion of vacant housing units than the State. The proportion of rental housing units is higher than that of Union County, which is common for county seat cities.

	Marysville	Union County	Ohio
Total housing units	8,116	19,111	5,146,857
Owner-occupied housing units	63.1%	71.6%	61.6%
Renter-occupied housing units	28.7%	21.1%	28.0%
Vacant housing units	8.2%	7.3%	10.4%

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009

Table 10: Household Type (based on U.S Census 2000 Data)

Table 10 indicates that Marysville had a lower proportion of householders over 65 and a higher proportion of households with members under 18 years of age than the state. Again, the variation between the City and Union County is typical of comparisons between county seat cities and surrounding counties. This data is not generated for between-census estimates, and the reader should note that these distributions may have changed.

	Marysville	Union County	Ohio
Family households (families)	68.1%	75.9%	67.3%
Households with individuals under 18 years	40.5%	41.0%	34.5%
Nonfamily households	31.9%	24.1%	32.7%
Householder living alone	26.5%	19.9%	27.3%
Householder 65 years and over	16.0%	17.2%	21.9%

Source: U.S. Census 2000

Table 11: Household Size (based on ESRI Business Analyst estimates)

Table 11 demonstrates that Marysville's households tend to be slightly larger than in Ohio as a whole.

	Marysville	Union County	Ohio
Households	7,449	17,715	4,610,674
Families	5,160	13,159	3,030,098
Average household size	2.51	2.67	2.44

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009

Table 12: Housing Unit Type (based on U.S. Census 2000 data)

This table, which relies again on 2000 data due to the lack of more up-to-date estimates, indicates that the City has a higher proportion of its housing units in small multi-family structures than is the case in the State as a whole.

	Marysville	Union County	Ohio
1-unit, detached	55.5%	76.7%	67.4%
1-unit, attached	2.1%	1.2%	3.8%
2 units	4.0%	2.6%	5.2%
3 or 4 units	10.2%	4.7%	4.8%
5 to 9 units	10.9%	4.6%	4.8%
10 to 19 units	3.1%	1.4%	3.9%
20 or more units	2.6%	1.4%	5.5%
Mobile home	11.5%	7.3%	4.6%

Source: U.S. Census Bureau, Census 2000

Table 13 and Chart 6: Year Built, Owner-Occupied Housing Units

Table 13 indicates that Marysville has a significantly higher proportion of housing stock less than 10 years old as compared to both the County and the State. Chart 6 illustrates that these newer housing units are estimated to comprise more than one-quarter of the City’s existing housing stock.

	Marysville		Union County		Ohio	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total
Total housing units	8,116	-	19,111	-	5,146,857	-
2000 to 2009*	2,140	26.4%	3894	20.4%	363,806	7.1%
1999 to March 2000	531	6.5%	738	3.9%	84,481	1.6%
1995 to 1998	1,298	16.0%	2,163	11.3%	275,361	5.4%
1990 to 1994	476	5.9%	1,247	6.5%	274,662	5.3%
1980 to 1989	670	8.3%	1,657	8.7%	455,996	8.9%
1970 to 1979	1,041	12.8%	2,647	13.9%	757,116	14.7%
1960 to 1969	438	5.4%	1,155	6.0%	684,305	13.3%
1950 to 1959	502	6.2%	1,098	5.7%	748,799	14.5%
1940 to 1949	141	2.0%	550	2.9%	426,526	8.3%
1939 or earlier	854	10.5%	3,962	20.7%	1,075,805	20.9%

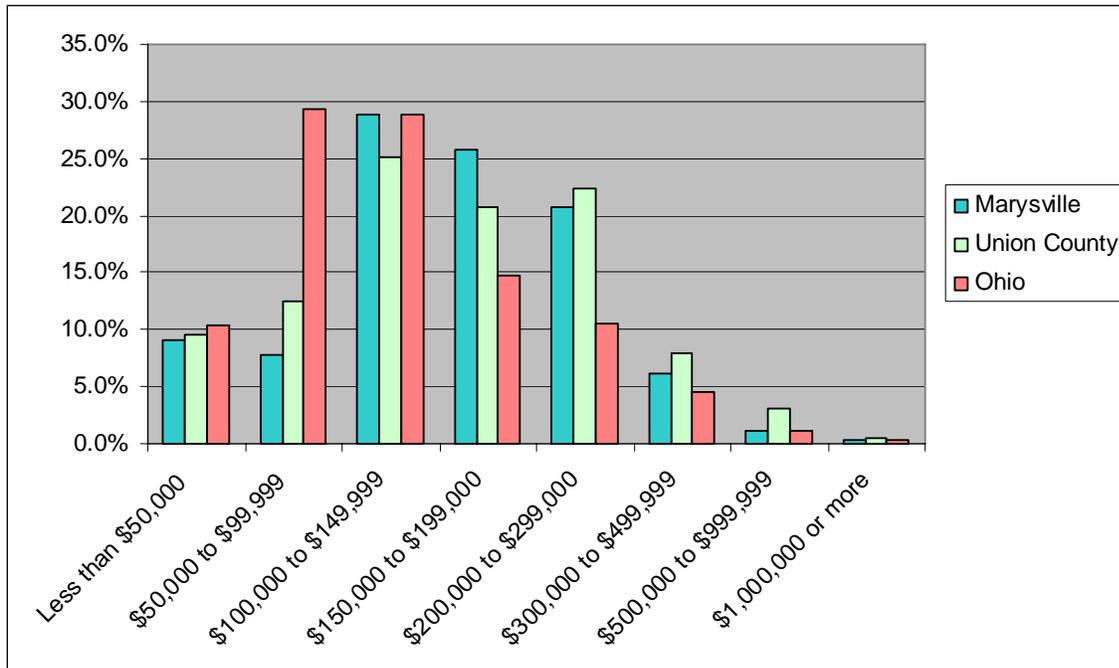
* Based on the estimated increase in housing units from 2000 to 2009 from ESRI Business Analyst

Table 14 and Chart 7: Value for Specific Owner-Occupied Housing Units

Table 14 and Chart 7 indicate that Marysville’s housing stock tends to have a higher value as compared to the State, a fact that makes sense, given the age distribution of the housing stock discussed previously.

	Marysville	Union County	Ohio
Specified owner-occupied units	5,121	13,686	3,171,863
Less than \$50,000	9.1%	9.5%	10.4%
\$50,000 to \$99,999	7.8%	12.5%	29.4%
\$100,000 to \$149,999	28.9%	25.1%	28.9%
\$150,000 to \$199,000	25.7%	20.8%	14.8%
\$200,000 to \$299,000	20.7%	22.3%	10.5%
\$300,000 to \$499,999	6.1%	7.9%	4.5%
\$500,000 to \$999,999	1.2%	3.1%	1.1%
\$1,000,000 or more	0.4%	0.5%	0.3%
Median value	\$157,092	\$156,222	\$114,865
Average value	\$173,910	\$178,426	\$141,162

Source: U.S. Census Bureau. ESRI Business Analyst Estimates for 2009



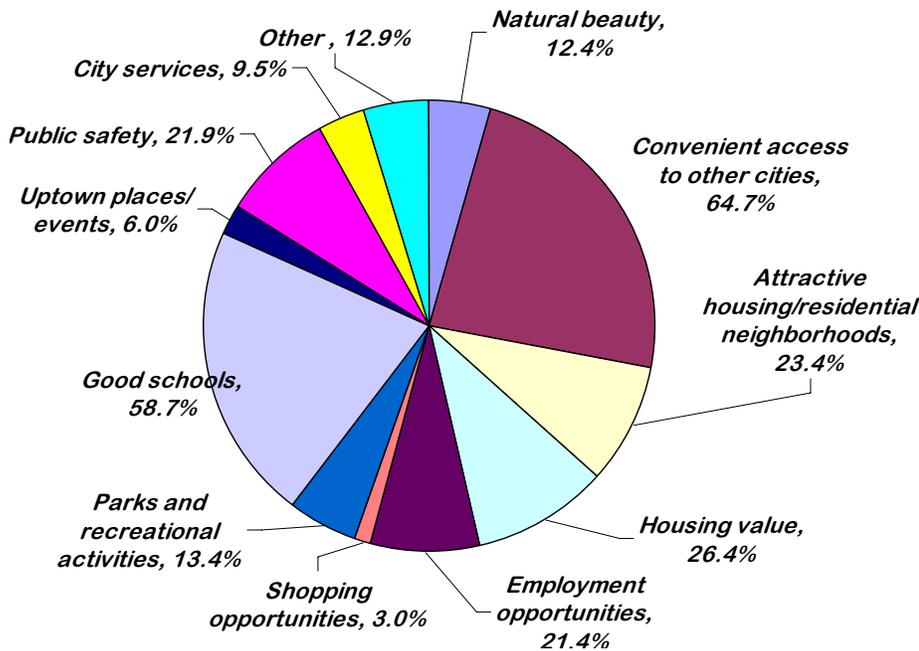
2. Public Feedback

One of the key tools used to develop an understanding of the Marysville public's issues and priorities was the Comprehensive Plan Survey. The Comprehensive Plan Survey was available through the City's website, which was announced to Marysville residents through several sources, including utility bills, the local newspaper, a web link on the Union County Chamber of Commerce website and the local government access channel. A total of 214 survey responses were collected.

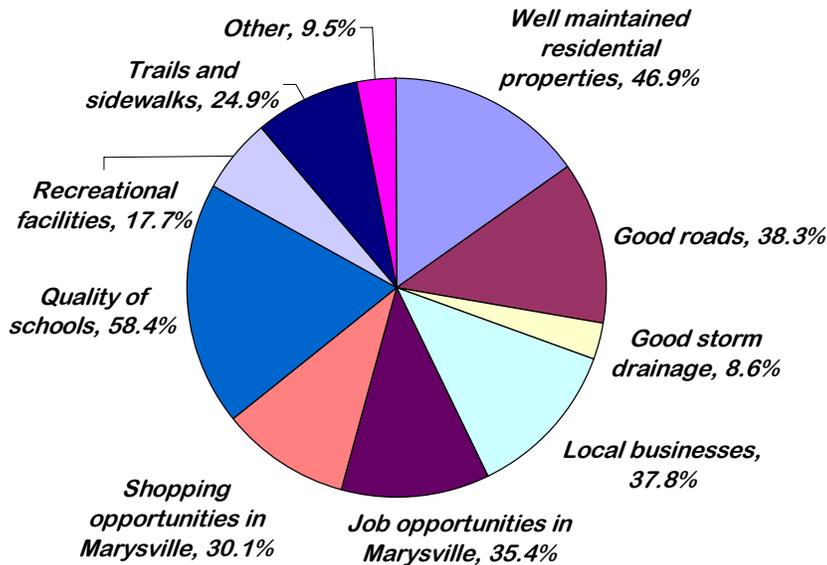
All pie charts below should be read in a clockwise direction, beginning with the first pie segment to the right of the 12:00 position. Legend text is also listed in this order. For example, in Question 1, the segment labeled "12.4%" corresponds to "Natural beauty" and the segment labeled "64.7%" corresponds to "Convenient access to other cities".

These charts summarize all multiple choice responses. Responses to Question #11 ("What else do you want to tell the City?") are summarized in the Appendix, along with all other written comments provided in the "Other" answer option for the remaining survey questions.

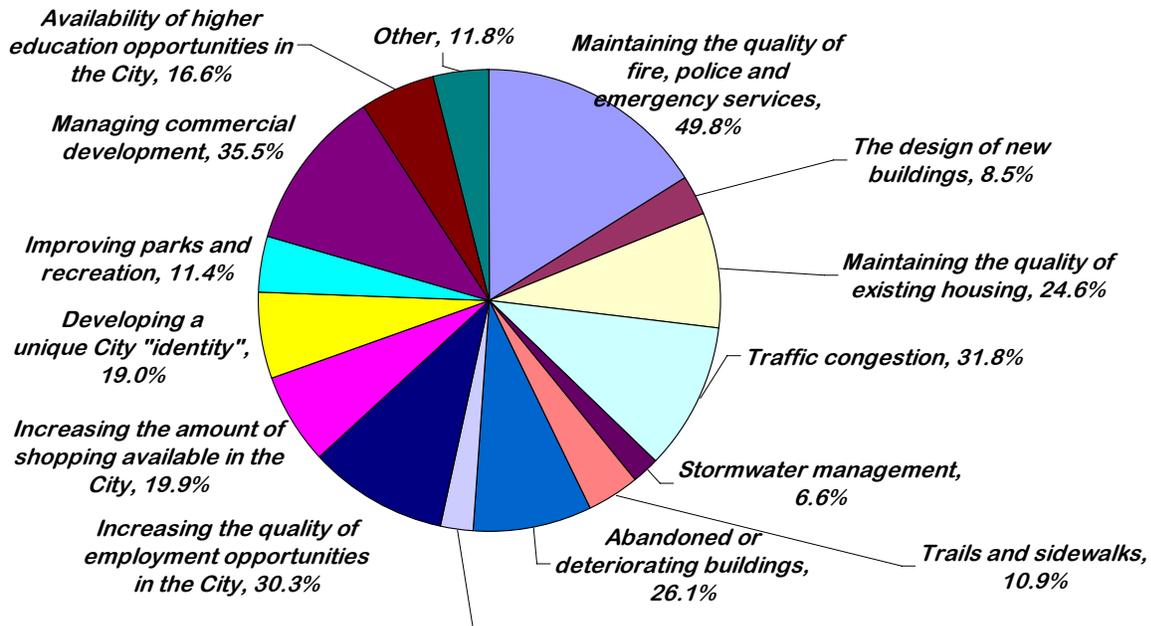
I.) What is Marysville's greatest strength? (Please check up to three.)



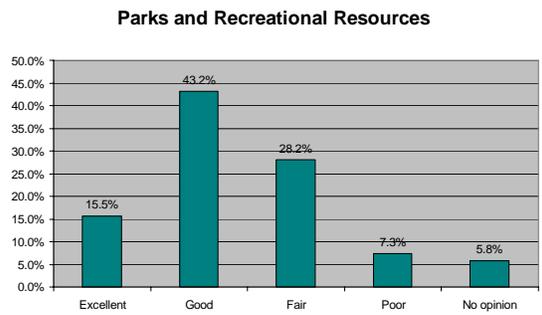
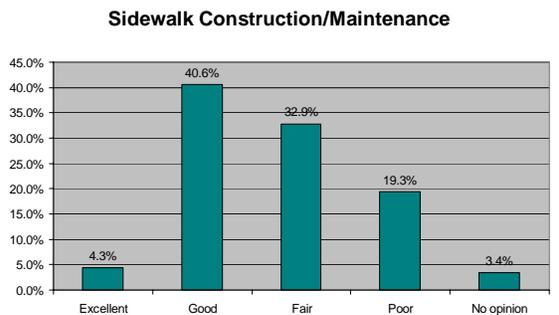
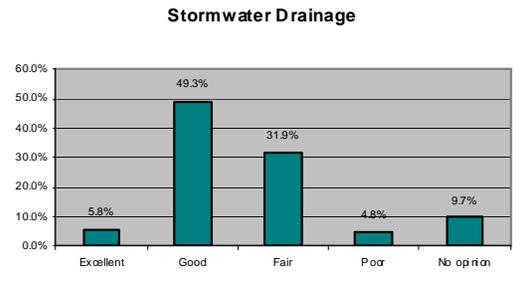
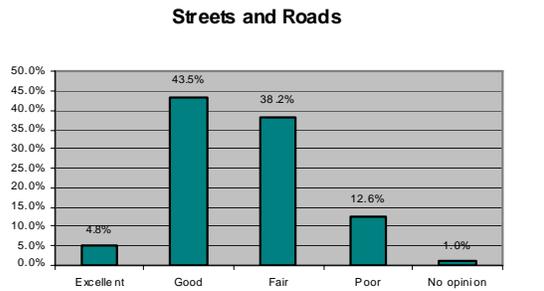
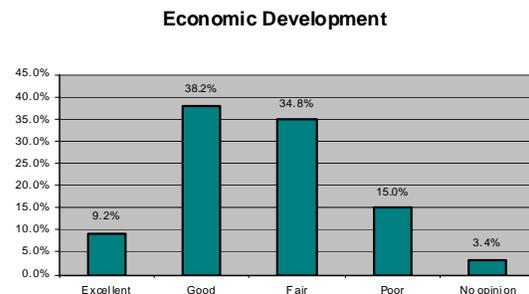
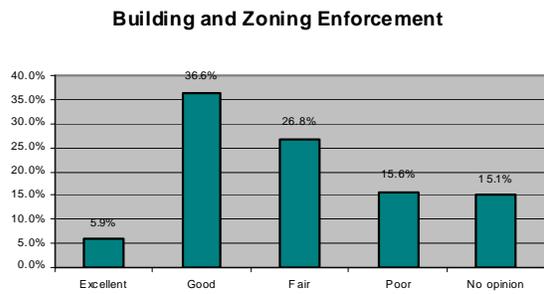
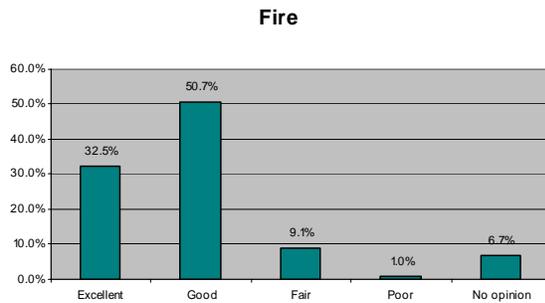
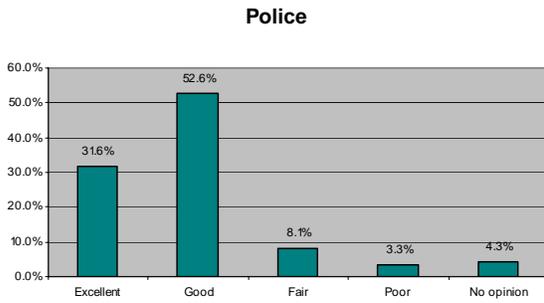
2.) Which of the following are most important to your quality of life in Marysville?
(Please check up to three.)



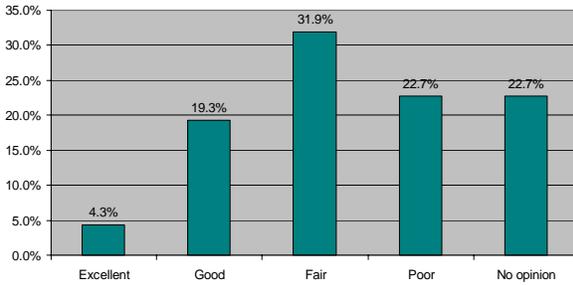
3.) What do you think are the most important issues facing the City today? (Please check up to three.)



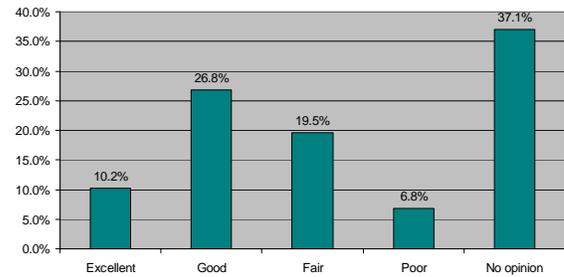
4.) How do you feel about the quality of City services?



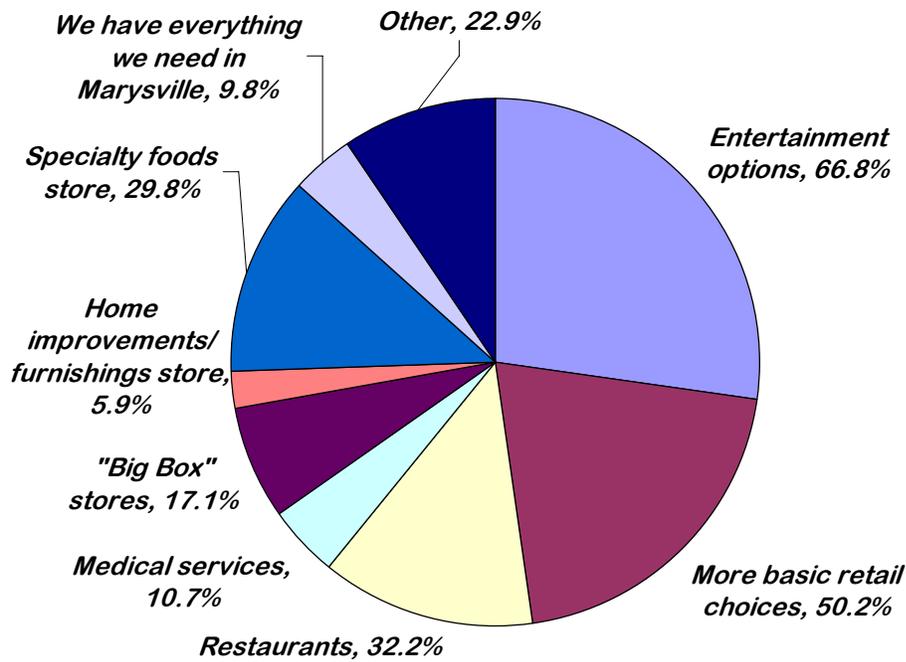
Activities for Youth and Teenagers



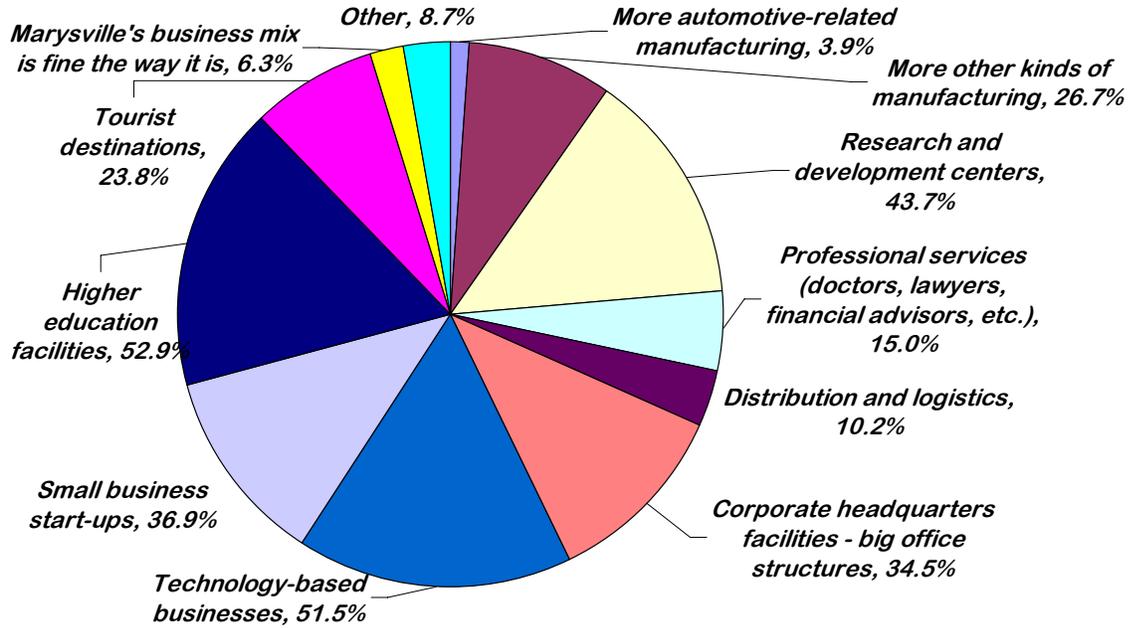
Services for Seniors



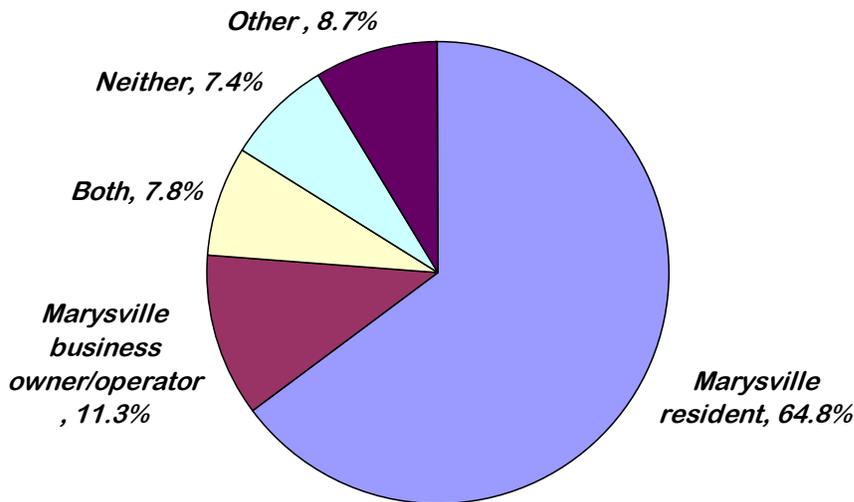
5.) What kind of new commercial businesses would you most like to see in Marysville?



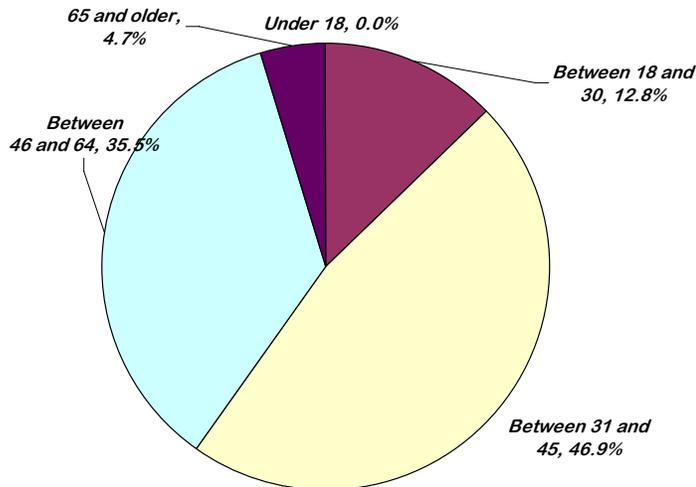
6) What other kinds of businesses does Marysville need?



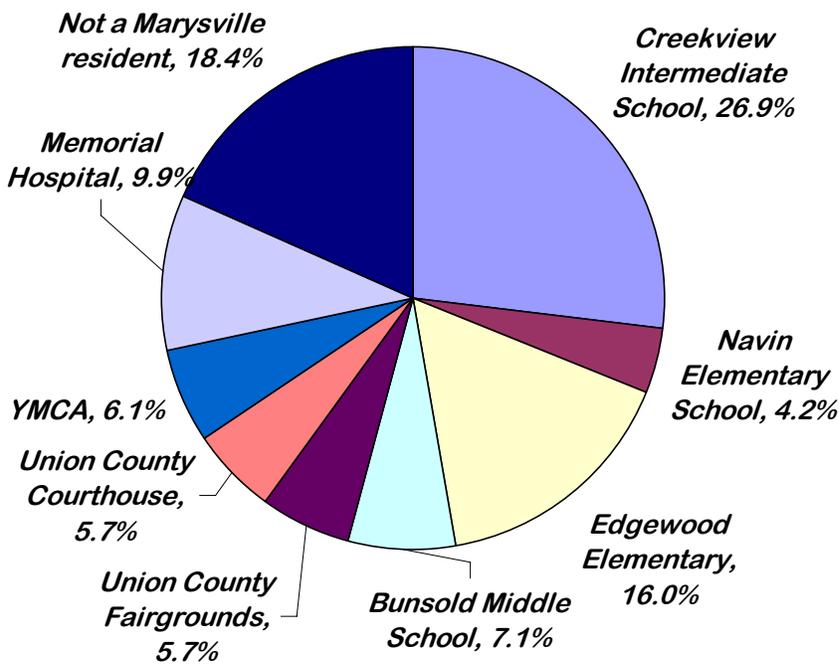
7.) Are you a:



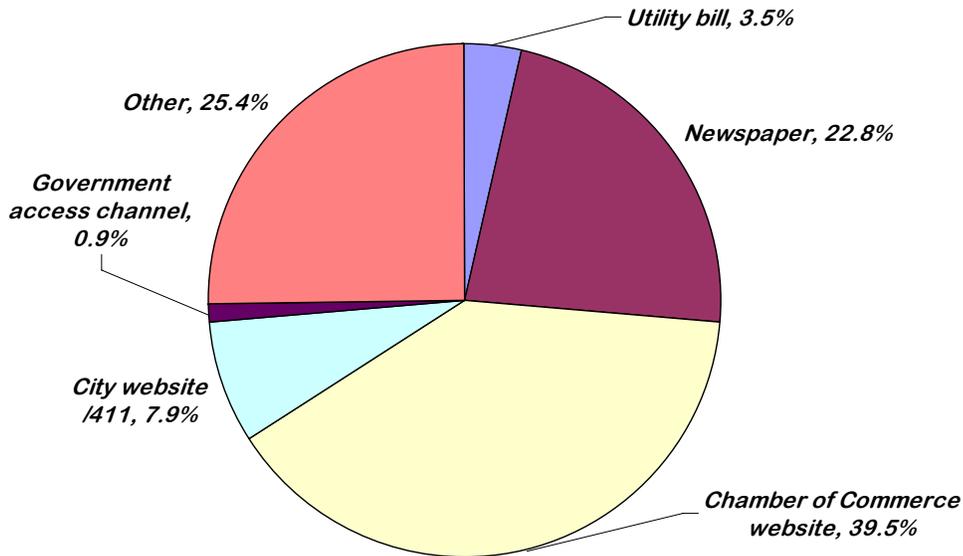
8.) What is your age?



9.) Which of the following places do you live closest to?



10.) How did you hear about the survey?



3. The Comprehensive Plan Guiding Principles, Vision and Subareas

One of the most critical elements of any planning process is the development of the statements that capture the community's desired future. The following statements were developed and revised by the Advisory Committee over the first quarter of 2009.

City of Marysville Guiding Planning Principles

1. Preserve and enhance the community's hometown atmosphere, character, history and identity.
2. Development will be of high quality design for all uses, including infrastructure and buildings that will compliment the desired character of the area.
3. Create a range of housing choices in the community that are conducive to diverse and multi-generational living.
4. Create places with uses that are distinctive, sustainable and contribute to the community's vitality.
5. Preserve, protect and transition around existing residential neighborhoods.
6. Encourage infill development and redevelopment of underutilized sites.
7. Encourage conservation development patterns to preserve and/or create accessible green space and recreational areas.
8. Provide pedestrian friendly environments and neighborhoods that create better opportunities to travel by walking and biking throughout the community.
9. Develop infrastructure that creates an attractive environment.
10. Create better connected places, in part, to improve the function of the street network and to better serve neighborhoods.
11. Plan for small commercial services in close proximity to residential areas where appropriate and practical. The scale and design should be compatible with the surrounding areas.

The Marysville Vision:

Marysville Ohio – the safe, friendly hometown where families and opportunity grow together. We are committed to community pride, healthy families, well-planned neighborhoods and a vibrant economy.

Subarea Characteristics and Potentials

Subarea I – Uptown	
Is	Could be
<ul style="list-style-type: none"> • Streetscape • Historic • Original plat of Marysville • Gateways to Uptown • Government (County/City) Uses • Retail Office/Service • Locally owned businesses • “Traditional” residential housing • Churches/Religious Uses 	<ul style="list-style-type: none"> • Revitalized • Re-development • Town Center • Center of Commerce • Center of Government Activity • Upscale apartments and condos • Niche retail; dining and entertainment • Destination Area • Point of Pride • Historic District
<p>Narrative: Uptown is in the midst of rebirth and revitalization with a focus on preservation. Characterized by locally owned businesses and historic qualities, this pedestrian friendly area provides the groundwork for a “destination area” full of unique shopping, entertainment and dining opportunities. The inclusion of upscale apartments and condos would complete this Town Center.</p>	

Subarea 2 – Olde Town Marysville	
Is	Could be
<ul style="list-style-type: none"> • Mature Residential • Mixed Standards • Opportunities for Renovation and Revitalization • Built out • Historic Homes • Medical District • Government Uses • Significant park presence (Eljer) • Some Research and Development 	<ul style="list-style-type: none"> • Redeveloped • Re-gentrified
<p>Narrative: As part of the core of Marysville, Olde Town Marysville is poised for revitalizations. With its mix of historic homes, mature residential neighborhoods, a significant park presence and proximity to Uptown, this area will create the “walkable community” that will partake in the services provided by a Town Center. The primary focus of redevelopment and renovation efforts will be to maintain the tradition and history of Marysville while simultaneously improving property values and cityscape.</p>	

Subarea 3 – Mill Creek Destinations	
Is	Could be
<ul style="list-style-type: none"> • Fairgrounds • High Density Residential • Schools • Water/Wastewater • Public Service Center, EMA • Retail • Public Parks • Industrial • Landfill • Environmental Constraints 	<ul style="list-style-type: none"> • Post Secondary Options • Vocational • Public Parks w/creek as focal point • Key Freeway Access; key development area for Corporate Offices • Gateway corridors along multiple freeway entrances • Redevelopment potential • Neighborhood service Retail
<p>Narrative: {Subarea 3} is an area rich in public resources including schools, parks, the county fairgrounds and many city buildings. These public resources provide important synergies that make this area an ideal location for Higher Ed and Vocation initiatives. Additionally, the area provides key freeway access and is ripe for targeted re-development for corporate centers and expanded commuter options.</p>	

Subarea 4 – Marysville North	
Is	Could be
<ul style="list-style-type: none"> • Rtes 4, 31 and 33 Access • Residential • Parks • Neighborhood Commercial • Schools • Vet Clinics • Humane Society • Medical Offices • Government Uses 	<ul style="list-style-type: none"> • Connectivity to rest of city • Connectivity and linkage within Subarea • Additional Neighborhood Commercial Potential • Commercial Development Potential • Expanded governmental and quasi-public uses • Major gateway to north portion of city • Corporate Office
<p>Narrative: This family oriented area is a bustling hive of activity that includes neighborhoods, schools, parks and neighborhood commercial services. There is also a strong presence of government and quasi-public activities. Although portions of {Subarea 4} are currently disconnected by undeveloped land, this area is envisioned as one community as development progresses. Future development will create needed connectivity and linkage within the area through use of thoroughfares, sidewalks and bike paths.</p>	

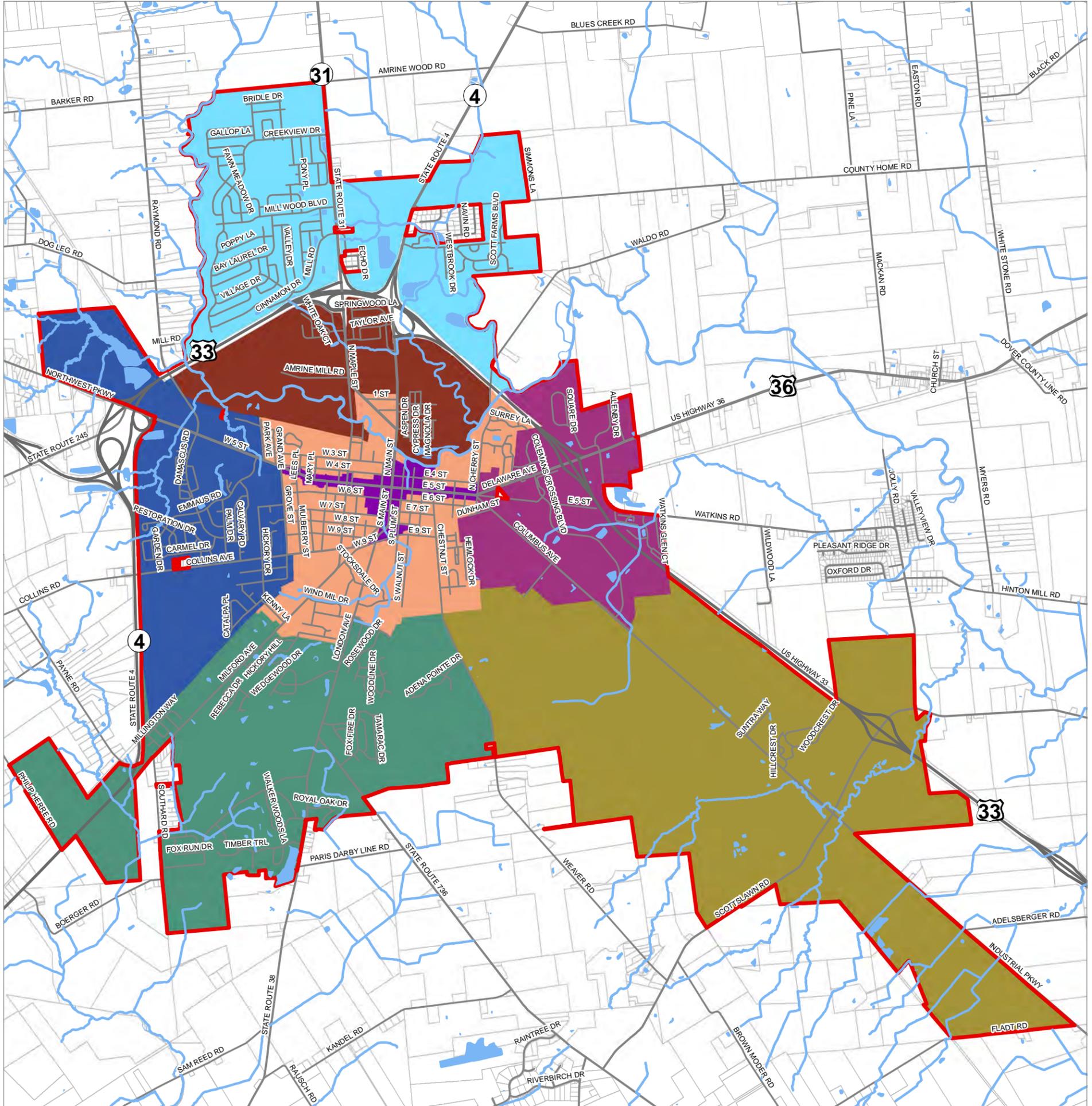
Subarea 5 – Regional Commercial District	
Is	Could be
<ul style="list-style-type: none"> • Restaurants • Retail • Big Box • Lodging • Office • YMCA • National Guard • Event Center 	<ul style="list-style-type: none"> • Conference Center • Post Secondary Options • Museum • Redevelopment Opportunities • Gateway
<p>Narrative: This high energy area can be characterized by just three words: Shop, Play, Eat! {Subarea 5} provides significant retail, restaurant, lodging and entertainment opportunities for not only Marysville citizens, but serving people from miles around. The area also serves as a welcome reprieve from the toils of travel for travelers passing through the area on Rte. 33. The area will continue to be a center of activity as it further develops as a “destination point.” Special emphasis will be placed on accessibility, traffic movement and redevelopment as the area grows.</p>	

Subarea 6 – Innovation District	
Is	Could be
<ul style="list-style-type: none"> • Corporate Headquarters • Industrial • Manufacturing • Airport • Trucks • 33 Corridor • Railroad • Job Ready Site • High visibility area 	<ul style="list-style-type: none"> • Corporate Offices • Office Parks • Industrial Parks • Warehousing • R&D • Corporate Headquarters • Post Secondary Education/Research • Port Authority Region
<p>Narrative: With its high visibility from Route 33, the Innovation District is ideally suited for companies focused on research and development and its related manufacturing activities. With the county airport, easy access to Route 33 and railroad lines in addition to a Job Ready Site located in this district, the Innovation District is ripe for inventive and forward thinking companies. The area is easily adaptable to a multitude of corporate uses, including corporate headquarters, industrial parks, research and development and warehousing activities.</p>	

Subarea 7 – Marysville South	
Is	Could be
<ul style="list-style-type: none"> • Residential • Golf Courses • No Commercial • County Building • Schools • No Build Zone near airport • Agriculture • Executive Housing 	<ul style="list-style-type: none"> • Neighborhood commercial • Park Spaces • East-west connectivity • Expanded Executive Housing
<p>Narrative: {Subarea 7} is characterized by abundant green space and a noticeable lack of commercial buildings. With large lots and access to over 5 golf courses within a 10 minute drive, this area is perfect for executive housing and those individuals who crave the tranquility of rural living. This area is poised for multi-generational housing that will allow for ease of transition from beautiful homes to upscale condominiums. A limited amount of neighborhood commercial services could be welcomed as long as the non-commercial character of this area is maintained.</p>	

Subarea 8 – Marysville West	
Is	Could be
<ul style="list-style-type: none"> • Government uses • Large lake; significant park and recreational sites • Conservation area • Schools • Commercial • Neighborhoods • Neighborhood Commercial Services • Redevelopment Opportunities 	<ul style="list-style-type: none"> • Corporate Offices • Conference Center • Post Secondary Education • Redevelopment
<p>Narrative: Although a diverse district, {Subarea 8} is anchored by its well established residential areas. Neighborhoods have easy access to both neighborhood services and recreational activities. The area is primed for targeted development to compliment the park and recreational sites and established neighborhoods. This development could include a conference center or a similar facility that could capitalize on the existing resources. As with many areas of Marysville, there is excellent access to Route 33 and significant potential for corporate offices.</p>	

Source: City of Marysville



Legend

- | | | |
|-------------------------------------|--|---------------------|
| Subarea 1 - Uptown | Subarea 5 - Regional Commercial District | Streams |
| Subarea 2 - Olde Town | Subarea 6 - Innovation District | Lakes |
| Subarea 3 - Mill Creek Destinations | Subarea 7 - Marysville South | Marysville Boundary |
| Subarea 4 - Marysville North | Subarea 8 - Marysville West | Parcels |

4. Subarea Plans

Subarea I: Uptown District

Existing Character

This Subarea focuses on the historic economic and cultural center of Marysville: the central business district, known locally as Uptown. Uptown includes the majority of the City's designated historic buildings and the majority of historic and existing government destinations, including both City and County resources. The Uptown area includes approximately thirty blocks of retail, service and office uses, as well as traditional single family homes, some of which have been converted to residential or office uses. The upper stories of nearly half of the commercial buildings are believed to be vacant at this time. A portion of the Subarea is located within the Historic Uptown Marysville Design Review District, and significant alterations to non-residential buildings in this area are subject to historic preservation design review. At this time, single-family residential buildings are exempt from design review and historic preservation review.

Physical Character

The Uptown Subarea has three distinct physical character types. The Subarea is centered on the central business district surrounding the intersection of Fifth and Main Streets, which is characterized by a traditionally dense building environment that is dominated by late 19th and early 20th century architectural styles. Typical building form features include the following, although it should be noted that there are some significant exceptions:

- A zero lot line setback, meaning that the building's front façade rests at or near the front parcel line.
- Relatively small parcels, typically less than 80 feet wide and less than 150 feet in depth.
- A high percentage of lot coverage, meaning that the building covers the majority of the parcel.
- Masonry construction, often load-bearing.
- Heights of one to three stories.
- First floor storefront spaces with historic or replacement storefront windows.
- Regularly-spaced arrangement of upper story windows.
- Minimal off-street parking at the rear of the structure, if available on site at all.

These elements are key to the visual and functional character that differentiates the Uptown district from other Subareas.

Land uses surrounding the central business district tend to be dominated by historic and non-historic institutional buildings, such as churches and government offices, as well as by surface parking lots that serve both these institutions and the central business district area.



West Fifth Street looking west between Main and Court streets

Architectural features and site characteristics among these buildings vary widely. Interspersed with these buildings, and extending east and west for several blocks along Fifth Street, the streetscape is dominated by historic-era single family residences in a variety of formal and informal architectural styles. Most residential properties in Subarea I have detached garages accessed by private driveways or alleys. There are several underutilized or currently abandoned older suburban-style developments on East Fifth Street in the vicinity of Walnut Street; these sites may present long-term redevelopment opportunities.

Economic Character (Central Business District portion of Subarea)

According to the 2006 *Uptown Revitalization Plan*, stakeholder interviews indicated that the majority of Uptown businesses, particularly those in traditional central business district buildings, were independent, locally-owned establishments providing retail goods, personal and business services and other activities. The business environment at that time was generally perceived to be stable but experiencing relatively modest growth.

Advisory Committee feedback, Stakeholder interviews, the Public Vision Open House and the Public Survey conducted as part of the Marysville Comprehensive Plan reinforced a number of the previous perceptions. Needs identified through both processes included the following:

- Establishment of a destination or destination character.
- Development of strategies to encourage residents of the City to shop and dine in Uptown.
- Development of upper story residential space, in addition to the small amount occurring at present.

- Addressing public parking demand (there was and continues to be a discussion over whether there is an actual lack of parking or a perceived lack of parking).

Current Issues and Initiatives

Due to the high importance that the Marysville community places on Uptown, a number of current initiatives and activities have significant potential to impact the future of this area and the community's ability to carry out Comprehensive Plan recommendations. Some of these issues and initiatives include the following:

- Marysville is currently partnering with the Mid Ohio Regional Planning Commission (MORPC) to administer a \$400,000 grant from the Office of Housing and Community Partnerships. This Tier II Downtown Revitalization Grant is being used to upgrade streetscape elements and infrastructure, assist property owners with façade improvements, and address building code violations in the Uptown area.
- The Marysville Uptown Renewal Team (URT), which functions as a division of the Union County Economic Development Partnership, continues to develop as a volunteer-driven downtown revitalization organization. Current initiatives include a web-based Information Kiosk, several special events, and plans for business recruitment, volunteer recruitment and small business support. Through efforts made by the URT, the City of Marysville and the Union County Economic Development Partnership have made financial commitments for the hiring of an Uptown Manager in order to further assist in URT initiatives.
- A system of wayfinding signage is currently under development.
- More than 15 new businesses opened in Uptown in 2008-2009, indicating that demand for space continued at least into the early months of the current recession.

Desired Future Character

The community's vision for the future character of this Subarea is articulated in Chapter 3 of this Plan. A few key points from that vision are articulated below in bullet format as a means of helping the reader understand the connections between the Vision and the following recommendations.

- Uptown should serve as the Town Center for Marysville.
- Uptown should provide various cultural and entertainment options for residents.
- Uptown should serve as the center for county and city government.
- Traffic flow throughout the area should be facilitated and the Subarea should be highly pedestrian-friendly.
- New construction and infill in Uptown should complement the existing characteristics of the surrounding residential and commercial uses.
- The Uptown area should be enhanced but not physically altered.
- Demolition should be discouraged.
- Uptown should demonstrate high design standards in buildings, streetscapes, signage and other improvements.
- Uptown should provide bicycle facilities, such as racks, to facilitate visitors to Uptown destinations and potentially lessen traffic and parking demand.
- Redevelopment efforts in Uptown should include the adaptive reuse of commercial and residential structures.
- Locations for parking opportunities should be identified and evaluated in order to determine if potential areas both meet the existing parking needs and preserve the character of the Uptown area.

Preferred Land Use and Development Characteristics

- New land uses in Subarea I should be similar to existing uses; given the complex mix of land uses in the Subarea, it is particularly important that new land uses support and reinforce the viability of existing land uses. Depending on the specifics of a particular location, appropriate uses may include:
 - Retail,
 - Personal and business services,
 - Offices,
 - Entertainment venues,
 - Restaurants and bars,
 - Residences, especially on upper floors of buildings having retail, restaurants and bars, offices or other appropriate uses on lower floors,
 - Greenspace and pocket parks,
 - Government agencies,
 - Cultural and arts facilities,
 - Public Art,
 - Churches and other quasi public uses,
 - Museums

- Design controls should place a high priority on maintaining and enhancing the small downtown character of the central business district portion of the Subarea. Particular areas that may require attention include the following:
 - The City’s current efforts to maintain the historic character of Uptown through its historic preservation controls are essential to maintaining the character, quality, uniqueness and economic viability of the district. Although historic preservation regulations can sometimes face opposition, the City should continue to maintain its efforts for the long-term economic health of the Uptown area.
 - The typical design characteristics identified at the beginning of this section should provide a template for the review and approval of any new construction within the Uptown area. Although new construction should not exactly mimic historic buildings, it is important to generally maintain the height, massing, materials, window patterns and setback characteristics of the district as a whole when considering new construction. Permitting a building that does not respect and reinforce the unique visual character of Uptown can have a jarring effect and can distract from the visual distinctiveness of the Uptown area. Perhaps more significantly, a building that does not respect and reinforce the character of Uptown, such as a building with a deep setback or a parking lot in front of the building, can create a “dead zone,” a perceived barrier of uninteresting or potentially threatening vacant space that discourages the customer or casual visitor from walking to destinations on the other side.
 - Despite concerns over a possible real or perceived shortage of off-street parking convenient to Uptown businesses, no new development in the core Uptown area should be permitted to include a surface parking lot at the front of the parcel (in front of the building’s primary entrance). One of the important strengths of the core Uptown area is its walkability: thanks to the scale of the buildings and storefronts and the consistent street wall that they create, Uptown presents a comfortable and interesting pedestrian environment. Although surface parking adjoining the street is sometimes initially regarded as desirable, since users have no challenge in finding it, parking lots at the street edge have been consistently demonstrated to detract from pedestrian activity, creating the perceived barrier, uninteresting place or dangerous crossing noted in the previous bullet point. Strategies for addressing the parking issue are discussed in the following section of this Subarea.
- Although this item has not been independently corroborated, some public participation conducted for this Plan indicates a perception that the manner in which building codes are applied to older buildings in Uptown and in surrounding areas inhibits building investment and reuse. This issue has been a common

concern among historic building owners in Ohio cities, resulting from the fact that building code standards are typically designed to address new construction, not the unique characteristics of existing buildings. However, Chapter 34 of the 2007 Ohio Building Code states:

The provision of this code relating to the construction, repair, alteration, addition, restoration, and movement of structures, and change of occupancy shall not be mandatory for historic buildings where such buildings are judged by the building official to not constitute a distinct life safety hazard

As a result, issues with building code enforcement are in many cases not an issue of clear standing within the Code, but rather an issue of the code enforcement agency or official's level of comfort with exercising the discretion that the IBC does provide. Professional training, communication with code officials who are using this discretion in other communities and other educational efforts may help to overcome this barrier to appropriate historic building renovation. The distribution of a brochure may also assist property owners in providing information about the rehabilitation and reuse of buildings in the Uptown area.

- Due to the strong visual impact of the larger institutional properties within the Subarea, renovations, additions and alternations to these properties should be particularly evaluated for their compatibility with and potential impact on surrounding properties. Photorealistic imaging tools and simple 3-D graphics (such as those that can be prepared today using Google SketchUp) could be particularly valuable to the City in evaluating the potential visual impact of additions or alterations on surrounding properties.
- Proposals to expand parking lots in this area should also be carefully evaluated with regard to their potential impact on surrounding properties. Approval of parking lot expansions should be contingent upon an objective demonstration that existing parking resources, including those that are not on the parcel but could be used, are inadequate to meet existing demand. See the section below for an overview of a parking utilization study that would help settle many questions of Uptown Marysville parking demand and supply.
- The residential properties along Fifth Street are among the most visible in the City, given Fifth Street's role as a major east-west corridor. Although most properties are in good repair, any property that is not in good repair or is not experiencing routine maintenance will have a significant impact on the passerby's perception of the neighborhood and Marysville in general. Since this is an issue that is not unique to Fifth Street, but that can occur on multiple corridors in the older portion of the City, it is addressed in greater detail in the Overarching Issues section of this Plan.

Recommended Density and Open Space Requirements

For any property that is adjoined on two or more sides by a traditional commercial building (specifically, one that has a zero setback and lot coverage of more than approximately 75%), any new construction or additions to existing buildings should maintain a comparable density and lot coverage ratio. The Board of Zoning Appeals may choose to waive this standard if a proposed development includes enough land to accommodate a significant number of off street parking spaces in an appropriate location. The City may find it beneficial to require an appropriate shared parking agreement with the City or with other businesses as a condition for approving larger parking lots. In the core area of the Uptown Subarea, defined as those blocks on which the majority of buildings exhibit most of the physical characteristics listed at the beginning of this chapter, no parking lots should be approved in front of the primary entrance to the building.

If desired, a modest open space, such as a pocket park or landscaped gateway, may be appropriate in conjunction with a development, if that development's footprint is large enough to maintain the Subarea's urban character and street wall while including this feature.

Any property that is adjoined by two or more single family residential properties should have a density and lot coverage ratio that is generally comparable to the existing buildings.

Other Actions to Support the Desired Future Character

- **Manage Public Parking.** Whether Uptown has sufficient, but relatively unknown, parking, or has a quantifiable lack of public parking, is a question that continues to be debated. Construction of extensive new parking lots would probably be detrimental to the long-term health of the Uptown area, both because of the potential to discourage pedestrian activity, but also because a parking lot is not a reason for a person to visit. As long as there is not an absolute shortage of parking (which does not appear to be the case), intelligent management of existing parking should help overcome existing parking challenges. Installing wayfinding signage, which was recommended in the *Uptown Revitalization Plan* and is currently being developed, will also help improve management of public parking. The *Historic Uptown Design Guidelines* also provides valuable standards for management and construction of parking within the Uptown commercial district.

Other steps to facilitate effective public parking management include the following:

- Conduct a parking utilization study. Thanks to the work of the Uptown Revitalization Team (URT), the number of on- and off-street parking spaces in the downtown area is already known. However, whether or not the number and location of spaces is adequate depends on how much public parking activity is occurring, and what kinds of parkers are using the spaces. Through a parking utilization study, City officials can develop a very clear picture of the actual percentage of public parking used, and the number of different visitors who are able to use the spaces, by conducting a license plate survey at regular intervals throughout a typical day. Such a survey can demonstrate the actual percentage of time that individual public parking lots

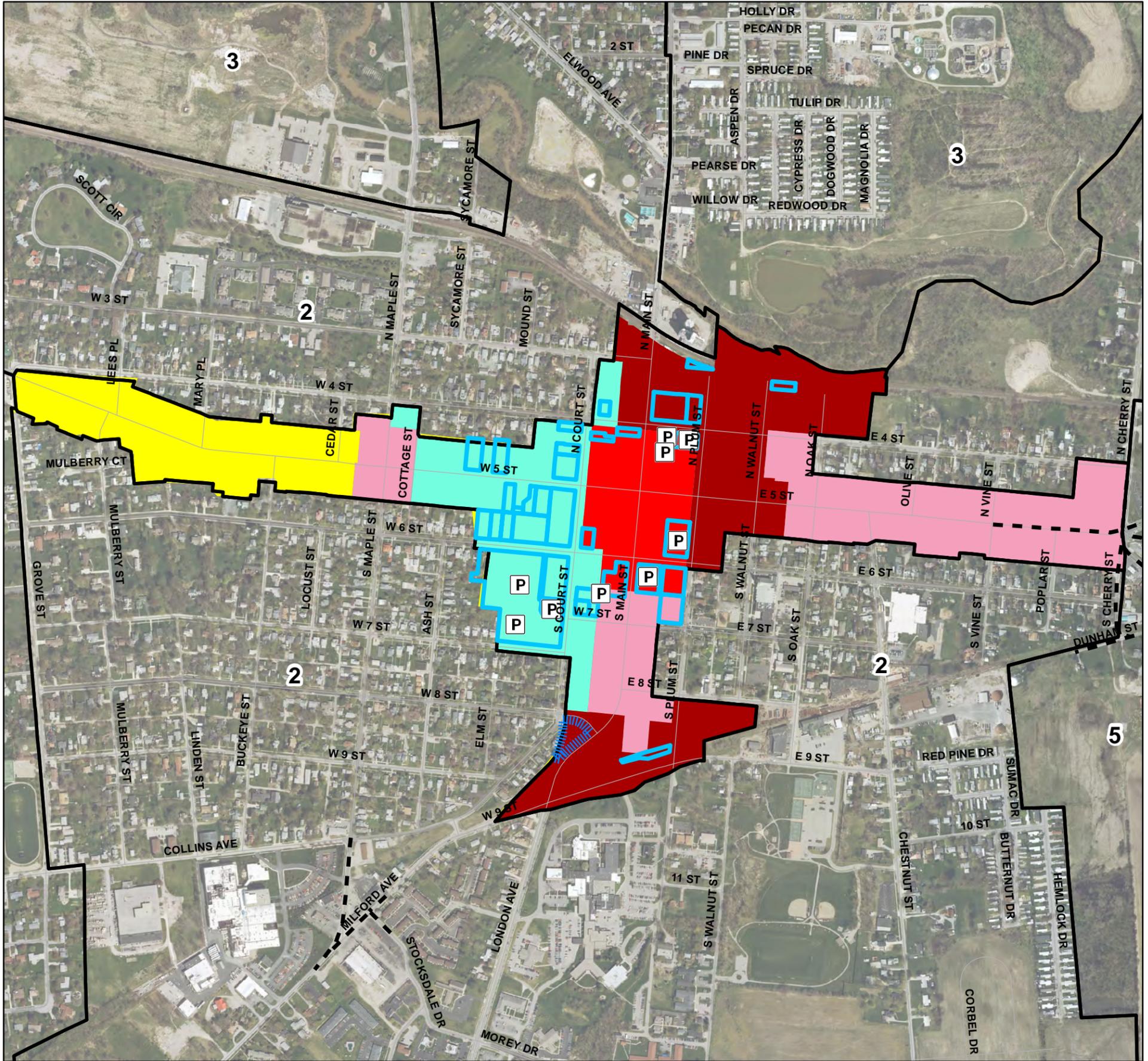
and on-street spaces are being used, and the number of different cars using a space over the course of a day will indicate what proportion of spaces are being used by downtown workers, and what proportion are being used by short-term visitors, such as customers. The survey will also probably indicate differences in the amount of use and frequency of turnover among different parking locations, which will also help inform parking management decisions.

- Enforce parking limits. Although parking tickets are unpopular, enforcing time limits is critical to managing the parking supply, especially in high-demand locations. Time limits should generally be shorter in highly-used locations, especially on-street locations, to improve the spaces' availability to short-term users. A particularly effective method that many communities use is to couple a ticket with a map of off-street public parking areas, such as the Uptown Marysville Parking Guide, which the URT has already prepared.
 - Increase public awareness of off-street parking resources. The URT has prepared an excellent brochure that not only identifies the location of public parking, but the number of spaces available. This brochure should be made available as widely as possible, and business owners should be encouraged to provide the brochure to customers, especially those who may complain about parking.
 - Provide incentives for downtown workers to park in the lots that do not immediately adjoin the commercial district. Although strong parking enforcement will help lessen the consumption of critical easy-access parking spaces by downtown workers, more proactive strategies can include education on the impact of their parking choices on customers access to their businesses, coupons for downtown goods and services placed on the windshields of cars in the outlying lots, and designation of outlying lots for downtown workers.
- ⇒ **Continue to support redevelopment efforts in Uptown.** The URT is pursuing a number of activities that will help to revitalize the Uptown area, including special events, business recruitment, disseminating information and others. The URT is uniquely positioned to carry out many of the initiatives that Uptown needs and the City should continue to regard the URT as a critical partner in these efforts.
 - ⇒ **Continue to promote Community Reinvestment Area (CRA) Abatements.** The Marysville CRA provides real property tax abatements for residential, commercial, office and industrial development. CRA abatements provide attractive incentives for potential business owners. Information for the CRA Program can be found on the Union County Economic Development website, but further promotion of this program is needed to inform property owners and

- business owners, through the distribution of brochures and by making the brochure available for download through the City website.
- **Pursue Strategies to Stabilize and Enhance Natural Areas.** The City should pursue opportunities to clean up, restore and reconstruct areas that create a negative visual impact in the Uptown area. Reconstruction of areas such as Town Run could include plans to incorporate recreational uses, such as bikeways, pedestrian trails and parks for residents to utilize and enjoy.
 - **Continue to Promote Cleanup Efforts in Uptown.** The City should continue to work with the Uptown Renewal Team, as well as residents, business owners, civic organizations, and churches to assist in cleanup events and other activities for volunteers. This would allow members of the community to take ownership of the quality of life of the area and greatly boost community pride.

Source: City of Marysville GIS Data, Union County Aerial Photography (2006)

0 215 430 860 1,290 1,720 Feet



Legend

- Jim Simmons Trail
- Existing Traffic Study Area
- Public Art Location
- Public Parking Lots
- Existing Public Service Uses

Existing Zoning

- | | | |
|-------------------------|----------------------------------|---------------------------------|
| A-R Residential | M-2 Heavy Manufacturing | R-5 High Density Multi-Family |
| B-1 Service Business | OR Office Residential | SD1 Special District |
| B-3 Central Business | PUD Planned Unit Development | SR Suburban Residential |
| BR Business Residential | R-1 Low Density Single Family | TOC Traffic Oriented Commercial |
| GOV Government | R-2 Medium Density Single Family | |
| HMD Hospital Medical | R-3 High Density Single Family | |
| M-1 Light Manufacturing | R-4 Low Density Multi-Family | |

Figure 7: Subarea 1 - Uptown

Subarea 2: Old Town

Existing Character

This Subarea includes much of the balance of the area associated with historic Marysville, including a significant portion of the City's historic-era building stock. This Subarea also includes the former site of the Eljer Plumbing Company, which was redeveloped as Eljer Park in the late 1990s, as well as Union County Memorial Hospital and the Nestle PTC research and development center. The Subarea also includes a 1960s- era subdivision north of the City Gate/Coleman Crossings area (Subarea 5) and a number of multi-family developments between Milford and London avenues. In general, non-residential land uses occur just south of 9th Street. The area also includes a small amount of generally scattered, older commercial properties.

A manufactured housing development with over 100 units is located east of Chestnut Street; many of the units appear to be experiencing deterioration and deferred maintenance. There is also a small but dense collection of industrial properties around the intersection of Chestnut Street with the abandoned railroad tracks that includes a large amount of outdoor storage and deteriorated buildings. The properties also have continuous curb cuts, which are used to shuttle materials via forklift across the Chestnut Street right of way.

Physical Character

This very diverse Subarea has a variety of land use patterns and development types, including the following:

- Traditional residential districts, characterized by single family detached residential uses with wood or wood-mimicking siding and detached garages, although some properties do have attached garages. Most, although not all, properties have public sidewalks, and blocks closer to Uptown tend to have alleys instead of private driveways.
- Commercial development, which is concentrated in this Subarea near the intersections of Maple Street, Collins Avenue, Milford Avenue and London Avenue, tends to consist of small, auto-oriented, utilitarian buildings with small parking lots (in one case, the parking lot has no physical separation from the public right of way).
- Multi-family development, which varies widely in terms of age, size and density.
- Industrial uses located between South Oak Street and Chestnut Street.
- Three distinct sites (the Nestle facility, the Memorial Hospital site and associated medical offices, and Eljer Park) have highly differing physical characteristics from those described above. The Nestle facility represents a relatively intense land use compared to its surroundings, while the hospital and associated medical offices are

generally one to two stories in height and set among lawns and trees, and Eljer Park is almost entirely open space.

Most of the single-family parcels within this Subarea are located within the R-2 Medium Density Single Family Residential District. Within the current code, this zoning district allows for lot sizes of at least 9,100 square feet, with permitted uses that include single family homes, child care homes, and model homes. Due to the fact that the current zoning designation was applied after most of these buildings had been constructed, an exceptionally high number of properties do not conform to these requirements, creating potential impediments to property improvement. The portion of this Subarea located south of 9th Street and surrounding Milford Avenue and London Avenue provide a mixture of various commercial and institutional zoning districts. These zoning designations include OR Office Residential, HMD Hospital Medical, B-1 Service Business, BR Business Residential and R-5 High Density Multi-Family, which allows for a variety of permitted uses, minimum lot widths and other lot standards within this Subarea.

One shared characteristic among these varying land uses is challenges associated with the surface transportation system. Like many Ohio cities, Marysville was platted according to a hub and spoke pattern, with a local street grid laid out according to the cardinal directions overlaid on an older network of trails, turnpikes and other routes that followed the most direct possible route from one community to the next, without regard for compass directions. As a result, Marysville's major through routes do not generally parallel each other, but converge at less than right angles and cut across the local street grid. In Marysville, the 9th Street/London Avenue cluster of intersections represents one of three such nonstandard confluences, including the intersection of Maple Street and Milford Avenue (the other occurs in Subarea 6 on the east side of the City.) Although such situations are naturally understood as sources of potential traffic complications, one should also keep in mind that these types of street patterns result in a large number of non-rectangular parcels, a factor that can impair redevelopment, especially if zoning regulations do not adequately accommodate the site design variations that may be necessary for their reuse.

Current Issues and Initiatives

Thanks to the complexity of the Old Town Subarea, a variety of known and potential issues will impact future plans for the area. Some of these issues and initiatives include the following:

- The Memorial Hospital of Union County is in need of expansion and upgrading space, and their current site is largely built out and landlocked. As a result, the hospital may decide to relocate, and it is possible that this site may become available for redevelopment in the future.
- Eljer Park was constructed on a site that had experienced industrial contamination; any potential for construction of improvements on this site will be limited by the need to preserve the “cap” over contaminated soils.
- Plans to obtain funding to improve the roadway at the intersection of Milford Avenue and South Maple Street have been stymied by the lack of capital improvement funds available.

Desired Future Character

The community’s vision for the future character of this Subarea is articulated in Chapter 3 of this Plan. A few key points from that vision are articulated below in bullet format as a means of helping the reader understand the connections between the Vision and the following recommendations:

- Old Town should be a walkable community that is desirable because of its historic character and its proximity to Uptown.
- Old Town should be dominated by well-maintained properties.
- The streetscape along 9th Street should be enhanced, incorporating street trees and other improvements such as sidewalks and landscaping.
- The Old Town community should be connected to the Mill Creek, and the Mill Creek should be a beautiful City asset.

Preferred Land Use and Development Characteristics:

- Future land uses should be similar to existing uses. Appropriate uses may include:
 - Single family residences.
 - Multi-family residential developments, primarily in locations where transition to other land uses is desired.
 - Open space and passive recreation facilities.
 - Public art.
 - Bikeways.
- The Nestle facility is encouraged to stay in at its present location.

- If the Memorial Hospital of Union County chooses to relocate to another site, a small area planning process should be pursued by the City and the Union County Economic Development Partnership in collaboration with the hospital. Such a planning process would allow the City to gather focused public feedback regarding ideas for the future of the site, conduct an in-depth evaluation of the property's market opportunities and site development issues, and identify a strategy for redevelopment that addresses community needs for housing options, retail and service options, employment centers and others. It could also take into consideration property adjacent to the hospital that could benefit from redevelopment. This plan would give the City and the Union County Economic Development Partnership a valuable tool for recruiting development proposals and evaluating potential development scenarios.
- Maintaining a small amount of service commercial development in the locations where it currently exists, particularly around the cluster of intersections at Milford Avenue and South Maple Street, is a benefit to residents and employees in the surrounding area. Redevelopment of the existing commercial sites, however, would be beneficial to improve the efficiency of land use and the safety of traffic movement. When redevelopment occurs, high quality building appearances and careful management of site access, traffic flow and parking will be critical to the value of the sites and the surrounding properties. Given the complexities of these intersections, shared access points will be essential to permitting the smallest number of curb cuts possible, and site designs should treat access management and access consolidation as essential requirements. The locations of parcels with irregular lot shapes are identified in Figure 10.
- If public art is desired in this Subarea, the cluster of intersections at 9th Street, London Avenue, and Main Street presents an excellent opportunity. Although this location is no longer at the corporation limits, it is located at the point when land use and visual character changes from a more suburban to a more urban environment, and the configuration of roadways at this location results in a significant amount of available vacant land. This is also the most heavily-traveled area on the south side of the City, and public art of an appropriate scale in this location would have a significant impact in terms of establishing a desirable first impression. The city of Hamilton, in Butler County, has invested in public sculpture and landscaping at key functional gateways to redefine its image and build excitement about the City's future. A map showing



Public Art Example

a possible location for public art displays, Figure 9, is located after Figure 8: Subarea 2, which is on the following page.

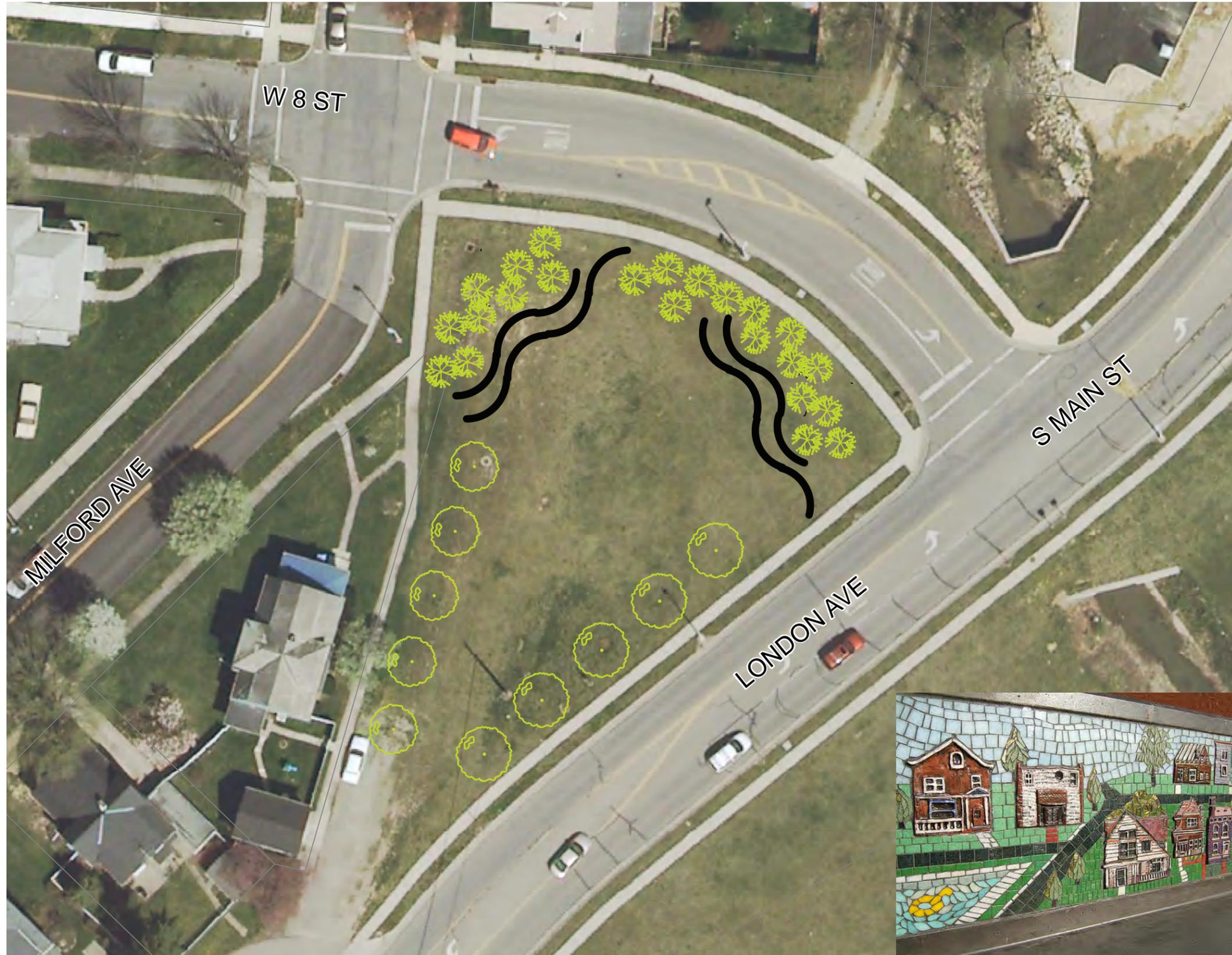
Recommended Density and Open Space Requirements

Overall density in residential areas should not exceed current density and lot coverage ratios. Single family residential portions of the Old Town Subarea should maintain their current visual and functional character and are not anticipated to experience substantial redevelopment.

Density of any future large redevelopment sites should be compatible visually and functionally (for example, in terms of traffic load) with surrounding development patterns. Given the irregular shape of most potential redevelopment sites in this Subarea, flexibility and variation in density will be critical to successful redevelopment. Open space should be maintained at the cluster of intersections at 9th Street, Milford Avenue and London Avenue/Main Street to facilitate future installation of a public sculpture or other gateway marker.



Figure 9: Possible Location for Public Art



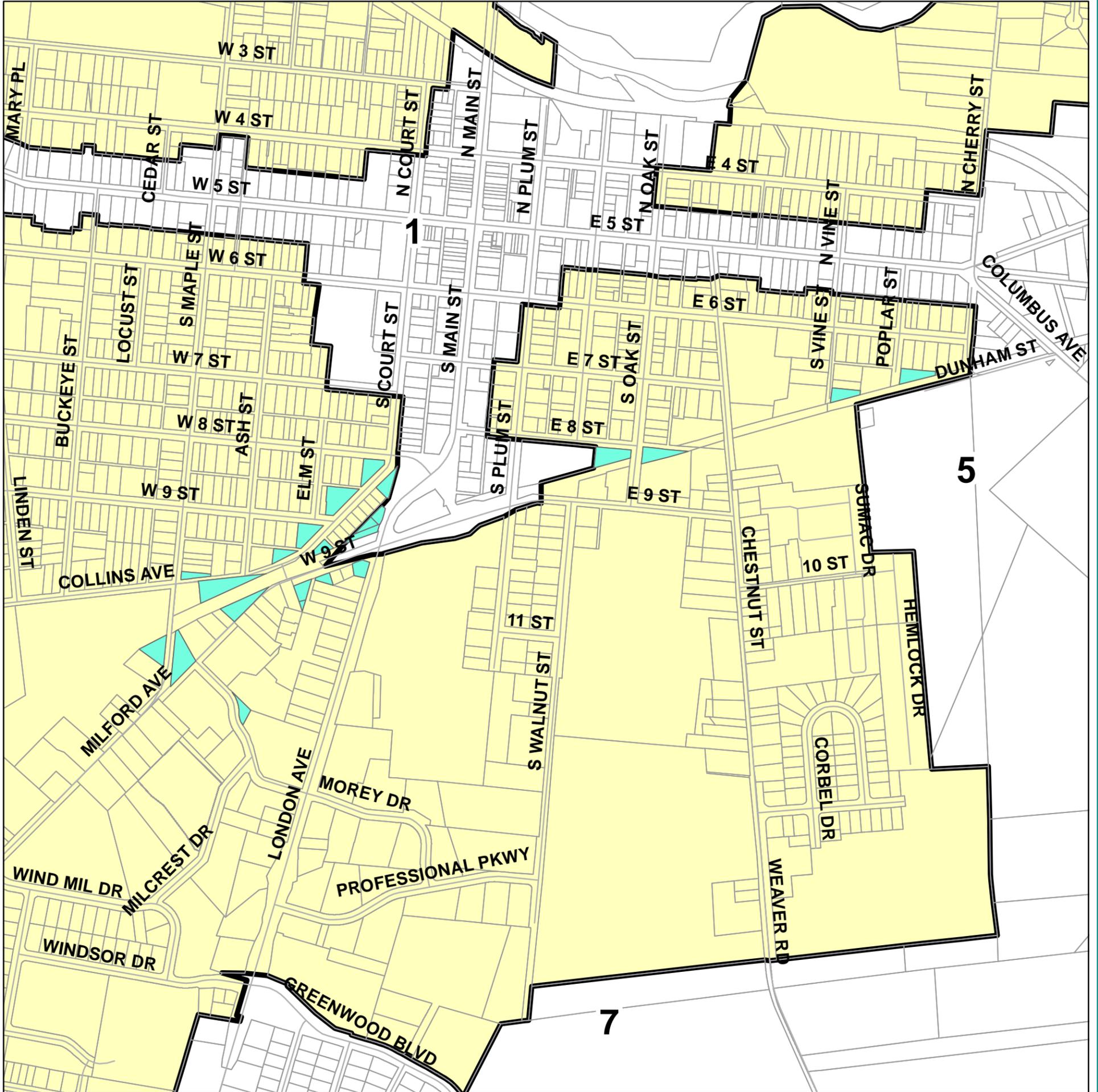
The cluster of intersections at London Avenue, West 8th Street and Milford Avenue provides the opportunity for public art displays that will be highly visible and will create an attractive gateway into Marysville.

Common media for public art include murals, mosaics, sculptures, and other forms of art that depict historic events or evoke a sense of community pride. Public art displays can also be enhanced through attractive landscaping.



Source: City of Marysville GIS Data

0 175 350 700 1,050 1,400 Feet



Legend

-  Subarea 2
-  Irregular Lot Size
-  Parcels

Figure 10:
Subarea 2 - Irregular Lots

Subarea 3: Mill Creek Destinations

Existing Character

This Subarea includes a diverse range of destinations, ranging from the Marysville High School to the Union County Fairgrounds and Millcreek and Schwartzkopf parks. The area also includes several apartment buildings and four relatively dense residential districts: two consist of stick-built single family homes, one includes both single family and multifamily units, and a fourth consists of manufactured housing. The Subarea includes a large amount of vacant and undeveloped land, particularly in the broad flood plain associated with the Mill Creek. The eastern portion of Subarea 3 includes the City's water treatment plant and former wastewater treatment plant, along with a quarry and a concrete plant, a former City landfill, a stand-alone retail facility, several small industries and some actively cultivated fields.

Physical Character

This very diverse Subarea has a variety of land use patterns and development types, including the following:

- Traditional suburban-style residential districts, characterized by single family detached residential uses with wood, wood-mimicking or brick siding and attached front-loading garages. All subdivisions except for the least dense residential area (and the manufactured housing development) have public sidewalks, although these sidewalks terminate when they reach arterial routes.
- Two story multi-unit apartment buildings with gable roof forms and surface parking lots.
- Commercial and industrial development of highly varying forms, but all consisting of a freestanding building with a surface parking lot and surrounded by a grass yard. Buildings are generally smaller than approximately 75,000 gross square feet (gsf).
- Undeveloped, forested or partially forested terrain adjoining the creek, both within and outside of dedicated parks.
- Two newly-developed single-family subdivisions, Ashton Meadows and Quail Hollow.

In addition, the Subarea includes a number of distinct destinations, as described in the first paragraph above that have highly differing physical characteristics.

Zoning district designations within this Subarea consist mainly of residential zoning districts with varying density requirements, including R-2 Medium Density Single Family, R-3 High Density Single Family, A-R Residential and R-5 High Density Multi-Family. The Union County Fairgrounds, located between Maple Street and Main Street, falls within the TOC Traffic Oriented Commercial zone, and the Subarea includes two small areas designated as B-1 Service Business on both Maple Street and Main Street. To the east of Main Street, a substantial area is designated as M-1 Light Manufacturing.

- I. Although much of Subarea 3 is attractive and in good repair, this area does struggle with some highly visible deteriorated sites, including the Union County Fairgrounds and several properties along North Main Street. Given that this corridor functions as one of the gateway routes into the City, the deterioration of this area does not reinforce the City's objectives. Additionally, the High School/Middle School complex, while attractive and well-maintained, is only accessible on foot from the neighborhood immediately to the north. The High School property is also adjoined by parkland and other unused land, much of which lies within the 100 year floodplain.

Current Issues and Initiatives

Due to the complexity of this Subarea, a variety of known and potential issues will impact future plans for the area. Some of these issues and initiatives include the following:

- The City of Marysville at large is experiencing an increasing demand for walking and biking trails. The majority of existing trails are within the Mill Creek corridor.
- There is concern over potential contamination of the Mill Creek resulting from industrial, landfill and salvage activity, which has been occurring in close proximity to the creek for multiple decades.
- The Union County Fairground is landlocked and increasingly difficult for potential exhibitors to reach, particularly when moving livestock or heavy equipment. The Union County Fair Board has considered moving Fairground activities outside of the City, making the Fairground site available for redevelopment.
- As new commercial and residential development has occurred north of the High School and Middle School, particularly across U.S. 33, traffic pressure on the roads accessing the school campus continues to increase. Unless a safe alternative pedestrian crossing of the highway can be developed, most of Marysville's high school and middle school students do not have the option of walking to school.
- There are over 200 manufactured homes in the vicinity of Aspen and Holly drives, located east of Main Street. Although contemporary manufactured housing is held to very high safety standards, at least some of the housing in this area appears to be significantly deteriorated and was probably not constructed to modern safety standards. The southern portion of this area is also adjacent to the official 100-year flood plain; development or other significant sources of runoff upstream of this site could create a higher risk of flooding in the portion of the development that adjoins the flood plain.

Desired Future Character

The community's vision for the future character of this Subarea is articulated in Chapter 3 of this Plan. A few key points from that vision are articulated below in bullet format as a means of helping the reader understand the connections between the Vision and the following recommendations:

- This Subarea is envisioned as an opportunity to provide post secondary education and vocational education options.
- This Subarea will benefit from its richness of public parks, with the Mill Creek providing a focal point for specific parks and a unifying linkage between park resources.
- This area is particularly rich in freeway access, enabling it to be a key redevelopment area for corporate offices and neighborhood service retail.
- The freeway entrances should also allow this Subarea to serve as a Gateway corridor into the City.

Preferred Land Use and Development Characteristics:

- Although some portions of this Subarea are stable and beneficial to the community, and should continue to be supported, other areas are believed to present opportunities for redevelopment. When redevelopment occurs, preferred land uses are as follows:
 - Multi-family residential developments, primarily in locations where transition to other land uses is desired.
 - Educational facilities, including post-secondary training (such as a university or college branch) and vocational training institutions.
 - Parks/recreation facilities, particularly passive and nature-oriented recreation
 - Corporate office campus, particularly in locations that have attractive access to the Mill Creek corridor.
 - Locally-oriented convenience retail and local services, particularly near U.S 33 and the neighborhoods to the north.
- Redevelopment of the Union County Fairgrounds site will play a critical role in catalyzing redevelopment along the North Main and North Maple streets corridors. If and when the Union County Fair Board chooses to move the facility from this site, the City and/or County will find it beneficial to acquire ownership of the property and market it for appropriate uses, particularly for a mixed-use, campus-style development that includes an educational facility and office uses. Given the unusual character of this site and the weak market

fundamentals of its immediate surroundings, the City and County may need to evaluate strategies for proactively promoting the site as an attractive redevelopment opportunity. Because of the location's market characteristics and the additional costs associated with a redevelopment site (such as demolition or environmental reviews), the City and County may find it necessary to provide financial assistance to a desired development, such as land leasing or writing down the cost of the property. The redevelopment of this site may create the need to extend Amrine Mill Road to connect with North Main Street in order to accommodate higher traffic volumes and direct traffic onto the major thoroughfares. Further study will be needed to identify potential traffic impacts and increased demand created by the redevelopment of the Fairgrounds site.

A simple concept design for the site is shown below:



- Continuing to expand and enhance the system of Mill Creek parks and linkages can have a profound impact on the City and County's efforts to recruit office and educational resources to this atypical area. Connection to natural resources is particularly likely to appeal to corporate office tenants, who are placing an increasing emphasis on access to healthy lifestyle amenities, such as walking trails. Extending the existing Simmons Trail would greatly assist these efforts.
- All new development and redevelopment efforts should promote external and internal pedestrian connectivity through the installation of sidewalks and crosswalk demarcation and signage. Bikeways should also be incorporated into developments to the greatest extent possible. Preferably, bikeways should be separated from both motorized and pedestrian traffic by creating separate bike paths. Bike paths should be particularly supported where they can tie into existing or proposed bike path systems.



Example of dedicated bicycle lane.

- The City must make certain that the zoning and other land use regulations associated with the Union County Fairgrounds and other potential development sites fully reflects the land uses, site and building design characteristics reflected in this plan. A Planned Unit Development (PUD) approach with office uses may be a desirable zoning designation. Creation of an appropriate Office zoning designation will be critical, but these regulations must also provide:
 - Appropriate site flexibility to accommodate non-rectangular lots and site development constraints;
 - Adequate design controls to support beneficial traffic flow, compatible architecture and landscape features, and other factors important to successful redevelopment;
 - A clear and flexible process that allows for a predictable development approval process.

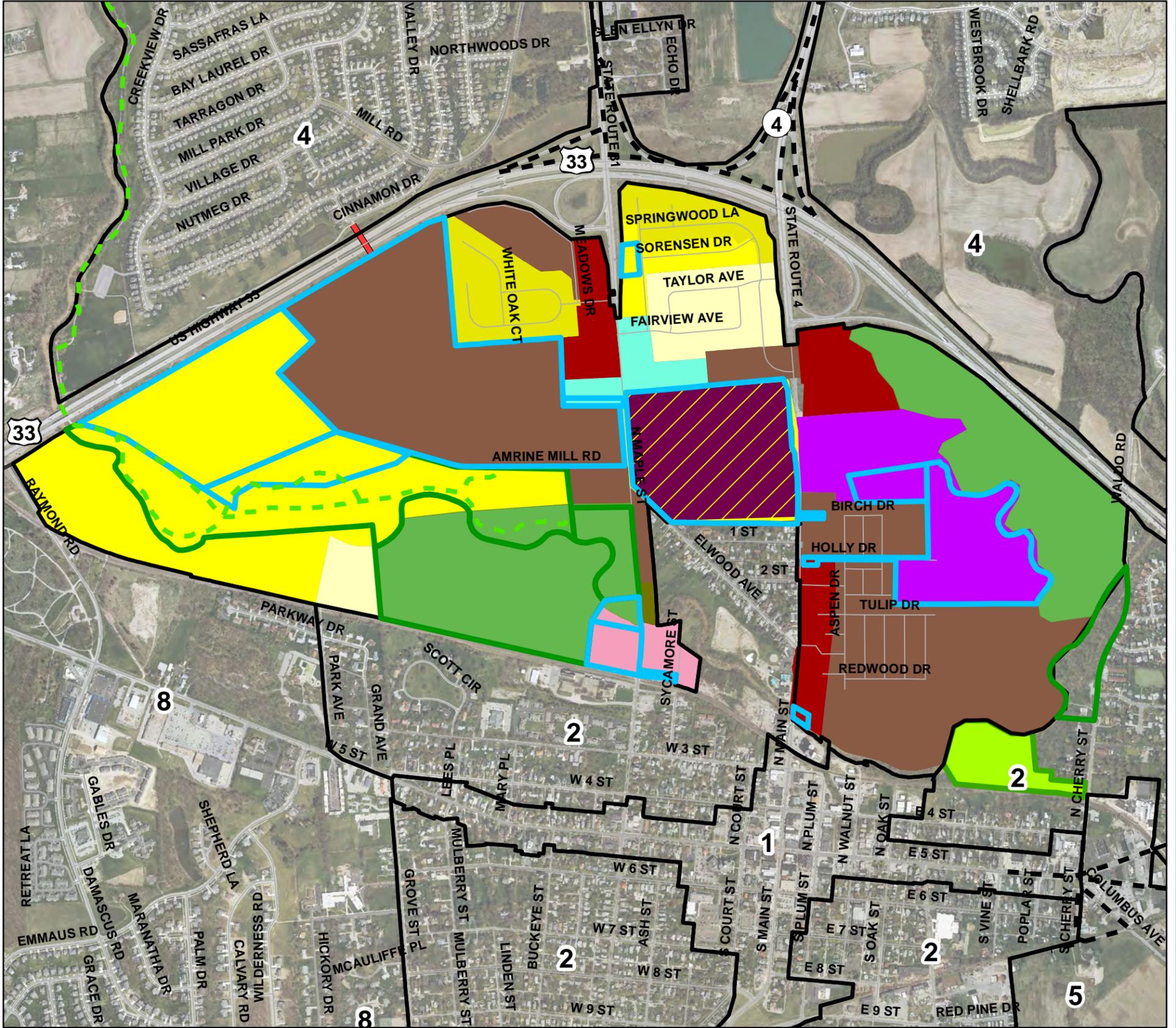
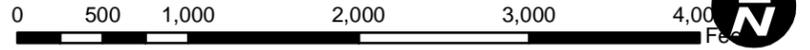
- Continue to pursue funding and Ohio Department of Transportation (ODOT) approval for the pedestrian bridge across U.S.33. City supporters of the pedestrian bridge should keep in mind several factors that may affect their success:
 - Pedestrian bridges over highways are relatively unusual in Ohio. Pedestrian bridges over highways are known to exist in Cleveland and Cincinnati, as well as the Worthington area, located north of Columbus, which has a pedestrian bridge located along S.R. 315. This process will require the assistance of professional engineers who can develop technically responsible and site-appropriate designs that meet all ODOT standards and regulations.
 - Given current and foreseeable demands on Ohio highway transportation funding, a project of this type, which is not directly linked to safety or roadway function, is not likely to be funded through routine ODOT channels in the foreseeable future. It may be possible to obtain special funding through the Federal Highway Administration's (FHWA) Safe Routes to School program, the FHWA Transportation and Community System Preservation program (for which funding is usually obtained through Congressional earmark), or other funding source designed to support new and innovative transportation solutions. In most cases, a local funding match will be required.
 - A long-span pedestrian bridge, such as one crossing a divided highway, will require large landing pads on either side of the piers to accommodate the stairways or ramps leading to the bridge level, which must be over one story in height to allow for adequate clearance. While there are some open fields near the high school that may provide adequate space for the landing pad on that side, it is unclear whether adequate space is available on the north side of the highway. Again, detailed engineering analysis will be necessary to determine potential locations and the technical feasibility of the pedestrian bridge.
 - It is unclear at this time the impact that the Americans with Disabilities Act (ADA) may have on the feasibility of the pedestrian bridge.

Recommended Density and Open Space Requirements

Density in established residential areas should not exceed current density and lot coverage ratios. Stick-built single family residential portions of this Subarea should maintain their current visual and functional character and are not anticipated to experience substantial redevelopment.

Density of any future large redevelopment sites should be compatible visually and functionally (for example, in terms of traffic load) with surrounding development patterns. Given the irregular shape of most potential redevelopment sites in this Subarea, and the likely need to accommodate flood plain and environmental remediation issues, flexibility and variation in density will be critical to successful redevelopment. Campus-type development patterns, consisting of multiple buildings set into an attractive, natural environment, are preferred for any location where the size of the available property permits, and particularly on the Union County Fairgrounds site. Campus-style development patterns should be designed to particularly place open space in proximity to existing residential developments. The North Main Street and North Maple Street corridors will require particular attention as they redevelop to gateway and streetscape treatments, and it may be desirable to shift the built portion of any campus style development closer to the street. The intention is not to create a solid street wall, which could be difficult to interpret at current vehicle speeds on the arterial routes, but to create a transition between suburban residential and more urban areas by intensifying the built environment such as to help indicate that the motorist is entering the central City.

Source: City of Marysville GIS Data, Union County Aerial Photography (2006)



Legend

- Existing Traffic Study Area
- Jim Simmons Trail
- Proposed Pedestrian Bridge
- Redevelopment Areas
- Existing Parks
- Future Park Area
- Existing Public Service Uses

Existing Zoning

- | | | |
|-------------------------|----------------------------------|---------------------------------|
| A-R Residential | M-2 Heavy Manufacturing | R-5 High Density Multi-Family |
| B-1 Service Business | OR Office Residential | SD1 Special District |
| B-3 Central Business | PUD Planned Unit Development | SR Suburban Residential |
| BR Business Residential | R-1 Low Density Single Family | TOC Traffic Oriented Commercial |
| GOV Government | R-2 Medium Density Single Family | |
| HMD Hospital Medical | R-3 High Density Single Family | |
| M-1 Light Manufacturing | R-4 Low Density Multi-Family | |

Figure 11: Subarea 3 - Mill Creek Destinations

Subarea 4: Marysville North

Existing Character

As the northernmost Subarea in Marysville, this Subarea encompasses the entire portion of the City located north of the U.S. 33 and U.S. 36, from the Mill Creek along the western boundary of Marysville to Simmons Lane and Waldo Road along the eastern boundary. Two main north and south thoroughfares, State Route 31 and State Route 4, run through Marysville and connect to U.S. Route 33. As main transportation routes for Marysville and the region as a whole, both State Routes 31 and 4 serve as major gateways into Marysville from the north. Several significant environmental features in the form of streams and ponds are located east of S.R. 31, as well as a large amount of land located within the 100-Year Floodplain near its interchange with S.R. 4.

Physical Character

The physical orientation of S.R. 31 and S.R. 4 separates this Subarea into three separate areas with varying patterns of land use. The westernmost area located between Mill Creek and S.R. 31 is nearly completely developed as a residential community with significant open space located along the Mill Creek. Residential subdivisions include the densely developed Mill Valley subdivision and The Woods at Mill Valley North. This area is also home to several schools, including Northwood Elementary School, Creekview Intermediate School and Mill Valley Elementary School. Limited retail, office, and medical uses are present along S.R. 31 in the



Mill Valley Residential Neighborhood

southern portion of this Subarea, including the Mill Valley Shopping Center, Woodside Veterinary Hospital and a branch office of Memorial Hospital of Union County.

The central portion of this Subarea, located between S.R. 31 and S.R. 4, consists primarily of large tracts of undeveloped land with a small cluster of commercial uses along S.R. 31, including the Marysville Animal Care Center. Previous planning efforts have identified this area for future commercial development, as well as potential corporate office and additional government and quasi-public uses.

The easternmost portion of this Subarea, located between S.R. 4 and Waldo Road, is composed of several types of land uses, including a large facility that is home to the Ohio State University (OSU) Union County Extension Office, the Scott Farms subdivision, Navin Elementary School, and a large area of undeveloped land located within the Mill Creek floodplain to the north of U.S. 33. Previous planning efforts have identified the undeveloped land for future development;

however, the environmental constraints of the floodplain will greatly affect development patterns, density, and land uses.

Most of the residential land in this Subarea is zoned as R-2 Medium Density Single Family, which permits residential units at a density of approximately 4-5 dwelling units per acre. Limited commercial uses along S.R. 31 are zoned as BR Business Residential, B-1 Service Business, GOV Government and OR Office Residential. R-4 Low Density Multi-Family zoning exists in the southern portions of this Subarea.

The undeveloped land between S.R. 31 and S.R. 4, known as Cooke's Pointe, is zoned as PUD Planned Unit Development, a zoning district that allows for flexibility in site orientation and setback requirements and allows for a combination of land uses fostering an integrated mixed use development.

Current Issues and Initiatives

The interchanges along U.S. 33 at S.R. 31 and S.R. 4 were the focus of the *North Marysville Traffic Study*, completed in January 2009. This study primarily focused on the safety and functionality of ramps to and from westbound U.S. 33 and identified solutions to issues regarding safety, congestion and geometrics. The interchange, which was constructed over 40 years ago, was not designed for the high levels of traffic that exist today, especially on S.R. 31 and S.R. 4. The Study proposes several alternatives for ramp reconfigurations, all of which impact the north side of the interchange. Other key recommendations from the Study include:

- 1) S.R. 31 and Millwood Boulevard: Recommended improvements include a northbound right turn lane. As property between S.R. 31 and S.R. 4 develops, additional improvements including the addition of lanes along S.R. 31, are recommended.
- 2) S.R. 31 and Mill Road: An additional through lane in each direction is recommended at this intersection. As the property at the southwest corner of the intersection is developed for (currently identified for retail uses), Mill Road is recommended to be widened to allow for three eastbound approach lanes.
- 3) S.R. 4 and County Home Road: The development of Cooke's Pointe (identified in the traffic study as the "Meijer site") will most likely require left turn lanes for all four approaches at this intersection to ensure safety and efficiency.

- 4) S.R. 4 and Scott Farms Boulevard: Additional traffic is expected on S.R. 4, which is currently experiencing high traffic volumes as the property between S.R. 31 and S.R. 4 is developed. Recommendations identify a traffic signal at this intersection, as well as left turn lanes on all approaches.
- 5) The study states that over the next two decades, S.R. 31 will need to be widened to five lanes from the S.R. 31/S.R. 4 interchange north to Millwood Boulevard. It is also recommended that additional right-of-way be acquired along north/south S.R. 4 in the event that unexpected growth occurs and S.R. 4 would need to be widened to five lanes.

As land continues to be developed in this Subarea, the City will need to take into consideration the recommendations of the North Marysville Traffic Study to proactively accommodate the transportation needs as residential and commercial growth continues in this Subarea.

Desired Future Character

The community's vision for the future character of this Subarea is articulated in Chapter 3 of this Plan. A few key points from that vision are articulated below in bullet format as a means of helping the reader understand the connections between the Vision and the following recommendations:

- Vacant land should be redeveloped in a manner that allows for substantial landscaping, cohesive design elements and materials for buildings, and land uses that are compatible with the surrounding neighborhood.
- This Subarea should serve as a major gateway into Marysville from the north, from both S.R. 31 and S.R. 4.
- Bike paths and sidewalks should be incorporated into future developments to encourage pedestrian activity and connectivity between the schools, residential areas, and commercial areas.

Preferred Land Use and Development Characteristics:

- Future uses should be similar to existing uses in size and type. Appropriate uses may include:
 - Residential,
 - Neighborhood retail,
 - Corporate office,
 - Government and quasi-public uses,
 - Parks and recreation.

- Because this Subarea is a highly visible gateway into Marysville, the development between S.R. 31 and S.R. 4 should lead to a well-planned and attractive environment, including:
 - The promotion and use of brick (including brick veneer) and stone as the primary materials for buildings in accordance with Design Review District standards.
 - High standards for on-site landscaping should be incorporated in order to reduce the impact of off-street parking areas and buildings.
 - The preservation of undisturbed open space is preferred over artificial landscape design when incorporating buffers and landscaped areas between uses. Natural spaces recommended as open space should be evaluated by the City in order to determine whether or not it is suitable for use as open space landscaping.
 - New development and redevelopment efforts should promote external connectivity through the installation of sidewalks, walking trails, multi-use paths and bicycle trails. This is especially important in linking surrounding residential areas to new commercial and mixed-use developments to promote recreational pursuits, reduce motor vehicle traffic and provide for alternative means of travel between residential neighborhoods, parks, schools and commercial areas.
 - Internal connectivity should be encouraged between off-street parking areas to prevent multiple curb cuts that could decrease the safety and efficiency of S.R. 31 and S.R. 4.

Recommended Density and Open Space Requirements

- The maximum lot coverage for non-residential uses in this Subarea should fall within the range of 40% to 65%. Lot coverage includes building footprints, paved areas and other areas that prevent stormwater from readily absorbing into the ground. All other areas should be landscaped, seeded with grass or left in its natural state.
- Campus-style development for non-residential uses is encouraged (e.g. office campus) with a minimum of 50% open space. Campus-style development encourages the use of highly landscaped areas, large amounts of open space and low rise, large footprint buildings that incorporate a common design theme.
- Future residential development should conform to the existing character of the surrounding neighborhoods. The use of Planned Unit Developments or cluster/conservation subdivisions will permit for large expanses of natural open space which will serve to protect natural areas and land that is located within the 100-year floodplain while concentrating development on land more suitable for improvements on the site.

Other Actions to Support the Desired Future Character

- An access management plan should be developed for both the S.R. 31 and S.R. 4 corridors that promotes cross easement access to non-residential properties that will serve to reduce the number of driveways and curb cuts. Driveway consolidation, access or frontage roads, and the interconnectivity of off-street parking areas are a few commonly accepted policies that should be assessed and incorporated prior to development and redevelopment efforts.
- The construction of an east-west road to connect Raymond Road (County Road 191) to S.R. 31 in the northern portion of this Subarea (near Cooke's Pointe) was identified through public participation activities during this planning process. Although it was not addressed within the *North Marysville Traffic Study*, this may be a transportation issue that the City should consider in the future, should redevelopment efforts in this area generate high traffic volumes that would necessitate a traffic study. One logical location would be a connection between Barker Road in the west at Raymond Road and Amrine Wood Road at S.R. 4 in the east. Currently, this would require a joint effort with the County Engineer, since the land west of the Mill Creek to Raymond Road is not in the City of Marysville.

Source: City of Marysville GIS Data, Union County Aerial Photography (2006)

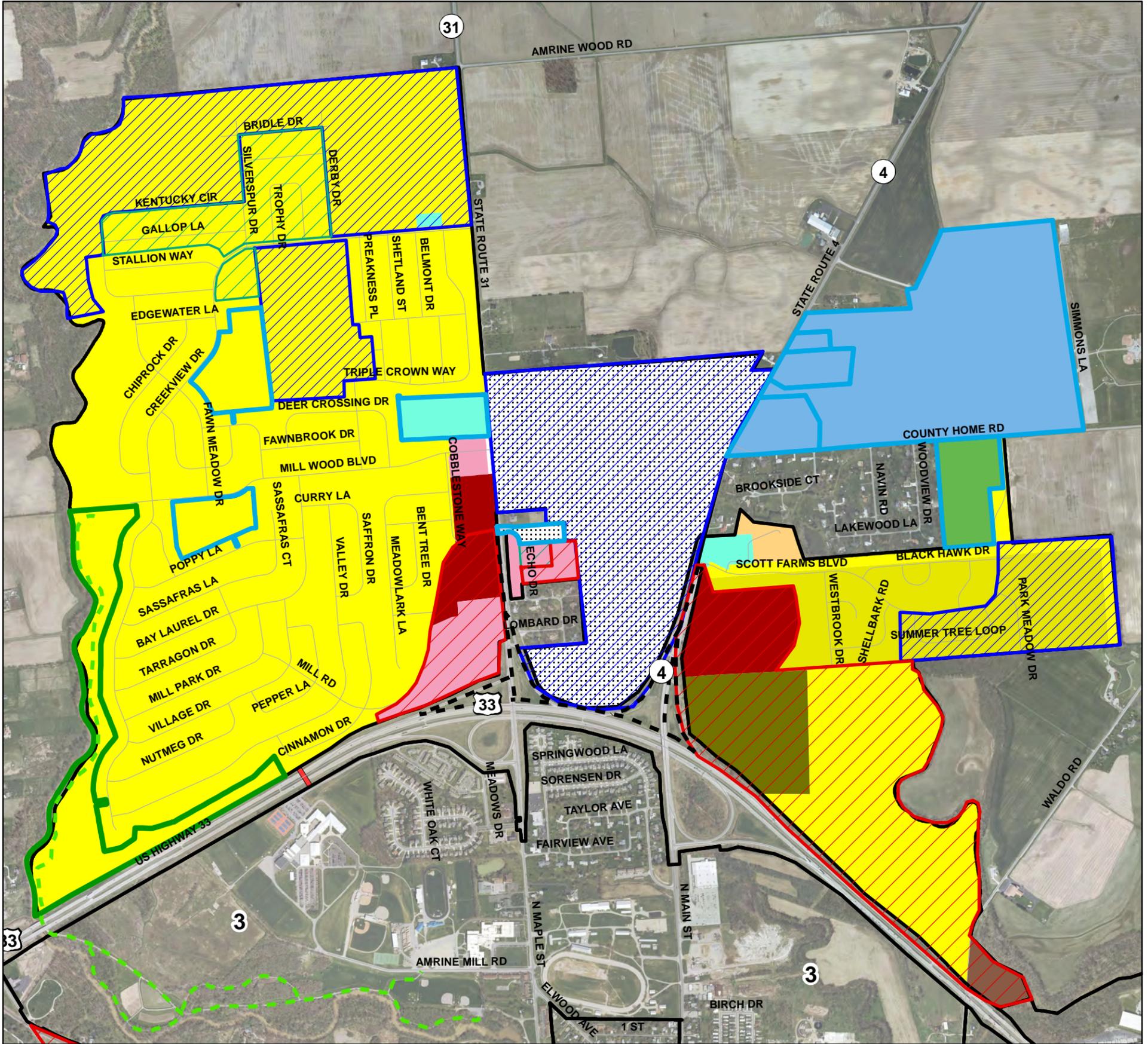
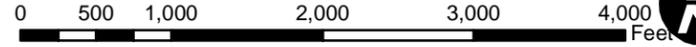


Figure 12: Subarea 4 - Marysville North

Subarea 5: Regional Commercial District

Existing Character

This Subarea focuses on the section of Marysville along the eastern boundary of the City, centered at the intersection of Delaware Avenue and U.S. Route 33. This area consists primarily of several large commercial developments, including Coleman’s Crossing, located south of East 5th Street, and City Gate, located north of Delaware Avenue. The Union County Family YMCA and the Ohio Army National Guard facility are also located in this Subarea, as well as three multi-family residential developments to the east of U.S. Route 33. Several industrial uses are located in the northern portion of this Subarea along Square Drive in the Marysville Square Industrial and Commercial Park. Other land uses in this Subarea include offices, restaurants, lodging and an event center. The Subarea also has a large amount of vacant acreage, much of which is at least tentatively committed for commercial development.

Physical Character

Subarea 5 is characterized by newly-developed commercial uses located along Coleman’s Crossing Boulevard, a winding road that breaks from the grid pattern commonly found in the City’s traditional commercial areas. The commercial uses in this Subarea mainly consist of “big box” stores and multi-tenant commercial properties with large parking lots located along the street front, along with stand-alone restaurants. The Subarea’s residential uses are also situated along cul-de-sacs and mainly consist of contemporary multi-family structures.

This Subarea largely consists of three zoning districts: SDI Special District, TOC Traffic Oriented Commercial District, and R-5 High Density Multi-Family District. Two small areas within this Subarea are designated as B-1 Service Business and M-2 Heavy Manufacturing. The B-1 Service Business zone is located along Delaware Avenue directly east of Subarea 1. The parcels designated as M-2 Heavy Manufacturing are located to the north of Delaware Avenue along Square Drive, as well as a small area along North Cherry Street. The Coleman’s Crossing commercial development is located within the SDI Special District, which allows for various personal service, retail, office, home furnishing and entertainment activities. The minimum lot size for the SDI District is 30,000 square feet, with a lot width of at least 125 feet. The TOC District requires the same minimum lot size and lot width as the SDI District and allows for numerous types of commercial uses that generate high levels of traffic.

Located just west of the U.S. 33 Corridor, Coleman’s Crossings is a significant regional retail and dining destination. The area’s businesses serve a trade area that includes not only Marysville and Union County residents, but also Greater Columbus, Bellefontaine, Indian Lake, Delaware and other surrounding communities. Convenient access and the many attractions make Coleman’s Crossing a major destination point for the region.

Current Issues and Initiatives

This Subarea experiences high traffic volumes generated by a substantial amount of commercial development. As identified in the *Delaware Avenue Corridor Study* conducted in February 2009, the Five Points intersection, located at the intersection of Delaware Avenue, Cherry Street, Fifth Street, and Columbus Avenue, is one of the most congested areas in the City. The confusing traffic pattern at this location poses numerous safety concerns for motorists approaching the intersection from five directions. Several alternatives are identified in the Corridor Study to address these traffic issues:

- Signal timing and phasing improvements to allow for an ease of traffic flow from all directions.
- Turn lane additions to reduce vehicle delays.
- Replacement of existing intersection design with a roundabout to improve the Level of Service (LOS) at this location.
- Realignment of Fifth Street to reduce the number of signal phases at the Five Points intersection.
- Extension of Dunham Street to the west to divert traffic from the Five Points intersection.

The City will need to carefully review each possible alternative to identify the best solution to address the traffic issues at the Five Points intersection. Improving the safety and ease of traffic flow at this crucial location will greatly enhance the accessibility of the commercial areas in this Subarea as well as improve access to the historic Uptown area to the west.

Desired Future Character

The community's vision for the future character of this Subarea is articulated in Chapter 3 of this Plan. A few key points from that vision are provided below in bullet format as a means of helping the reader understand the connections between the Vision and the following recommendations:

- This Subarea should serve as a major commercial and entertainment destination, both for families and individuals.
- Pedestrian-friendly elements should be incorporated into future and existing commercial areas.
- Buildings and signs should be low-profile and constructed with high-quality materials for an aesthetically pleasing, regional destination point.

Preferred Land Use and Development Characteristics:

- Future uses should be generally similar to existing uses. Appropriate uses may include:
 - Entertainment venues,
 - Conference center,
 - Museum,
 - Hotels,
 - Restaurants and bars,
 - Mix of neighborhood and regional commercial uses,
 - Multi-family/condominiums, where appropriate to facilitate transitions between residential and commercial land uses,
 - Office,
 - Research and development facilities,
 - Post-secondary institutions

- Zoning and design controls should continue to place a high priority on maintaining and enhancing parking areas and pedestrian facilities within commercial developments.
 - The existing zoning designations for this area generally appear to provide adequate land use and site design controls. However, the SD-I district should be revised to accommodate the non-commercial uses identified above, particularly the office and research and development uses, as a means of continuing to reinforce the viability of the Subarea. Office and other employment-intensive businesses in this area will help strengthen the economic viability of the Subarea, lessen dependence on the retail sector and potentially lessen traffic impacts. Additionally, the light manufacturing uses currently permitted within the SD-I may not be appropriate for this Subarea, particularly given the existing and potential future traffic congestion resulting from the area's regional commercial destination. Uses that require large truck traffic in this location are likely to exacerbate existing traffic concerns, and may present safety and health challenges due to the density of the area and the current design standards of the roadways, which are not designed to accommodate more extensive truck traffic than may be generated by retail uses. Since research and development businesses often require some level of manufacturing processes, it may be more beneficial to limit light industrial development on the basis of building size or the number of loading bays, rather than disallow light industrial buildings outright and risk losing potentially valuable research and development operations.

Recommended Density and Open Space Requirements

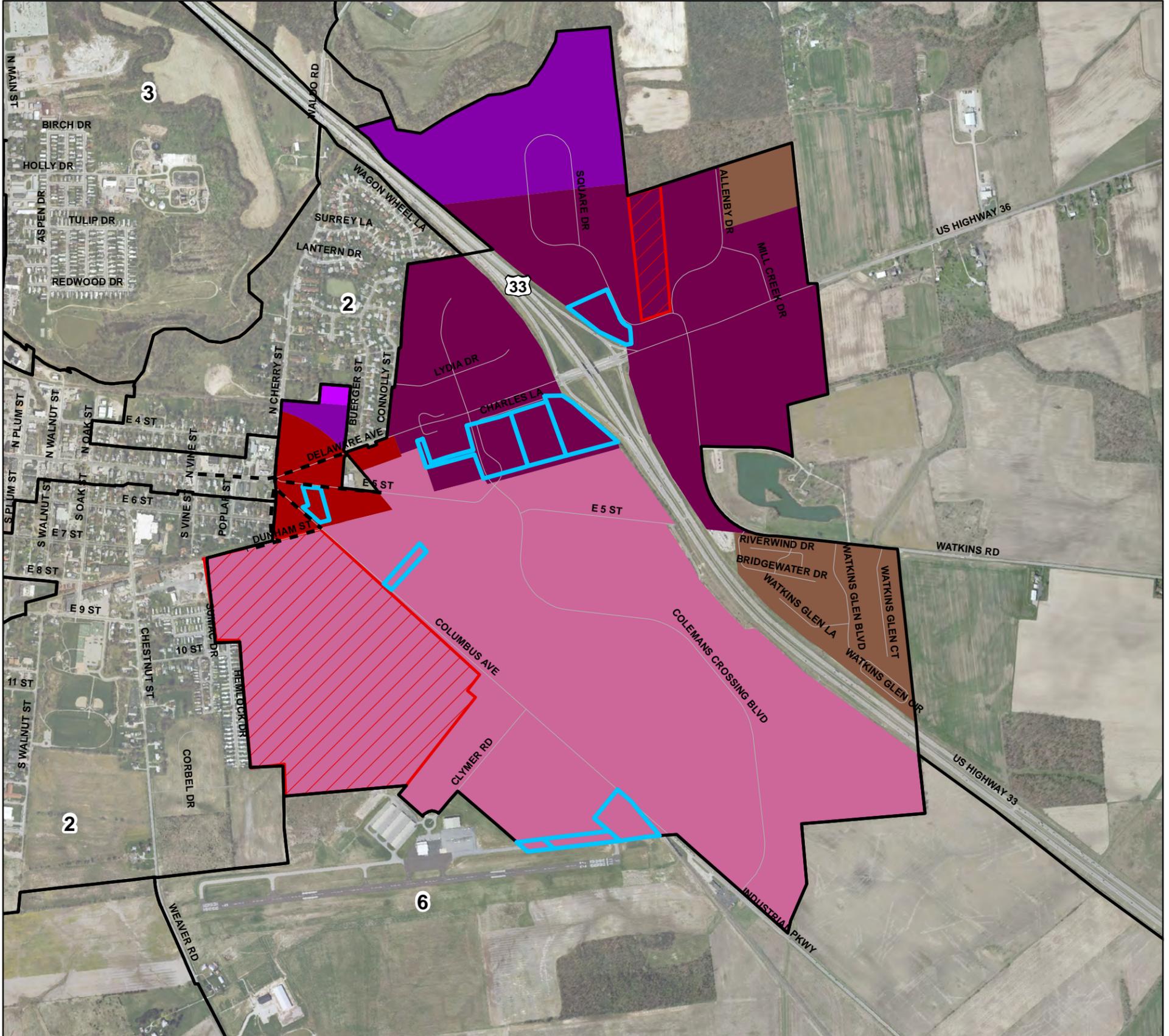
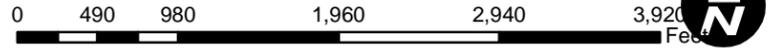
- The maximum lot coverage for commercial properties in this Subarea should fall within the range of 50% to 75%. Lot coverage includes building footprints and paved areas. All other areas should be landscaped, seeded with grass or left in its natural state to both maintain a high aesthetic quality for the area and to support management of stormwater runoff.
- The City should continue to promote and require substantial landscaping and buffers for parking areas to enhance the aesthetic quality of commercial areas and create a more visually appealing entertainment center.

Other Actions to Support the Desired Future Character

- Evaluate and implement the recommendations of the *Delaware Avenue Corridor Study*. It is possible that signal timing and phasing improvements may provide an opportunity to make a significant impact on the intersection's function at a fraction of the cost of physical improvements. This possibility should receive serious evaluation.
- The City may want to consider burying power lines located along Delaware Avenue in order to create a more aesthetically pleasing corridor and reduce visual clutter. Transportation Enhancement (TE) grants through Federal Highway Administration can cover the cost of burying power lines as part of a streetscape enhancement project. City officials may want to pursue TE funds for Delaware Avenue that would allow for various streetscape improvements such as lighting, landscaping, pavement, and funds for underground power lines.
- The maximum building height permitted for buildings within any Zoning District is 4 stories or 50 feet. The City may want to consider revising this minimum building height (or replacing it with a maximum height) for commercial zoning districts, such as the SDI Special District, to encourage future development of hotels, secondary education and office uses along the U.S. 33 corridor. Because of the high level of visibility from U.S. 33, it will be greatly important that the City promote future commercial development that attracts high quality uses to this Subarea.



Source: City of Marysville GIS Data, Union County Aerial Photography (2006)



Legend

- Existing Traffic Study Area
- Potential Development Area
- Existing Public Service Uses

Existing Zoning

- | | | |
|-------------------------|----------------------------------|---------------------------------|
| A-R Residential | M-2 Heavy Manufacturing | R-5 High Density Multi-Family |
| B-1 Service Business | OR Office Residential | SD1 Special District |
| B-3 Central Business | PUD Planned Unit Development | SR Suburban Residential |
| BR Business Residential | R-1 Low Density Single Family | TOC Traffic Oriented Commercial |
| GOV Government | R-2 Medium Density Single Family | |
| HMD Hospital Medical | R-3 High Density Single Family | |
| M-1 Light Manufacturing | R-4 Low Density Multi-Family | |

Figure 13: Subarea 5 - Regional Commercial District

Subarea 6: Innovation District

Existing Character

The Innovation District, Subarea 6, is the largest of the subareas in Marysville, encompassing over 3,000 acres in area. Subarea 6 is located along U.S. Route 33 in the southeastern area of Marysville. Industrial Parkway, bisecting this Subarea, serves as the main industrial corridor for Marysville and is home to several industrial facilities, including the Scotts Miracle-Gro Company, (the largest employer in the City), Univenture, Parker Hannafin and Veyance Technologies (formerly Goodyear Tire Company). The Union County Airport is also located within this Subarea, between Weaver Road and Industrial Parkway in the northern portion of the Subarea.

Physical Character

Subarea 6 is primarily characterized by large tracts of industrial land along Industrial Parkway, as well as a significant amount of undeveloped land that is currently used for crop agriculture. Other land uses include a mobile home development located between U.S. 33 and Industrial Parkway and a private park for employees of Scotts maintained by Scotts Miracle-Gro Company. The western portion of Scottslawn Road appears to be vacant, but is in fact a Scotts research and development facility for testing fertilizers. To the west of the Scotts manufacturing facilities, an undeveloped 277-acre site is currently being improved under the state Job Ready Sites program and should be available for development within the next two years.

Figure 14 identifies the existing zoning of Subarea 6. The majority of parcels within this Subarea are zoned as M-2 Heavy Manufacturing, which allows for a variety of industrial uses, ranging from low impact uses such as research and development and product distribution to more intensive uses such as manufacturing, building construction companies, grain mill products, computers, and many other products. Other zoning includes M-1 Light Manufacturing, TOC – Traffic Oriented Commercial, and SD-1 Special District 1

Current Issues and Initiatives

Based on the amount of undeveloped land and the intensive zoning of property for manufacturing and commercial uses, this Subarea is well poised for future revenue-generating development within the existing City limits. Recent expansions of wastewater treatment facilities in this area were designed in part to support further intensive development.

Future development of this area received significant attention in the 2003 *Union County Economic Development Action Plan* (EDAP). The EDAP identified the Industrial Parkway segment of the U.S. 33 Corridor as one of the County's primary Opportunity Areas for economic growth. The *Action Plan* identifies the entire Opportunity Area associated with Industrial Parkway as extending from New California, near the intersection of U.S. 33 and U.S 42, north across approximately 7 miles of currently agricultural land to the vicinity of the Union County Airport. The EDAP does not directly address land uses within the City, but recommends that

“consideration should be given to rezoning the area between Industrial Parkway and U.S. 33 south of the City limits and north of the existing Commercial and Office district at New California for business development”. The EDAP does not identify specific types of land uses for this area, with the exception of a small area north of U.S. 33 that is identified in the EDAP as recommended for “rezoning to Corporate Office.”

The recommendations of the 1999 Union County Comprehensive Plan identifies all of Subarea 6 as a mix of Heavy Industry or Light Industry and Office, with the exception of the existing manufactured housing subdivision northeast of Industrial Parkway, which is shown as continuing its current use. The 1999 Union County Comprehensive Plan also recommends “clean” Heavy Industrial Uses along the Industrial Parkway frontage, while Light Industry and Office land uses are recommended to the west to function as a transition to less intensive land uses east and west. The 1999 Plan does not define any of these terms.

Desired Future Character

The community’s vision for the future character of this Subarea is articulated in Chapter 3 of this Plan. A few key points from that vision are articulated below in bullet format as a means of helping the reader understand the connections between the Vision and the recommendations of this Chapter:

- This Subarea should be focused on cutting-edge manufacturing and research and development facilities.
- This Subarea should continue to receive new infrastructure upgrades, including extension of gas and electric service, water and sewer.
- Major transportation system improvements may be necessary in the future, particularly around railroad crossings and major intersections.

Preferred Land Use and Development Characteristics:

- Uses should be generally similar to and compatible with existing uses. Appropriate uses may include:
 - Manufacturing
 - Research and development facilities
 - Office park
 - Corporate headquarters
 - Facilities for post-secondary education
 - Warehousing

- Due to the current configuration of Industrial Parkway, the motor vehicle congestion in the Coleman's Crossing area (Subarea 5) and the limited number of interchanges with U.S. 33 in this area, businesses requiring or generating extensive truck traffic, such as warehouses, transfer terminals or distribution, may not be appropriate except in proximity to the Scottslawn Road interchange, unless significant changes are made to the existing roadway in conjunction with discussions and recommendations from the City Engineer.

- Due to the availability of dining and shopping in the Coleman's Crossing area, office-oriented facilities are best suited in the north end of the Industrial Parkway corridor. Heavier industrial uses are more appropriate in the southern portion of the Subarea, where they can access less congested roadways and have less visual and traffic impact on other less intensive land uses (e.g. office, commercial).

- Although post-secondary education facilities have been identified as potential land uses in other parts of the City, a technical college, vocational school or other source of professional and technical training may be appropriate in this Subarea, especially as the Subarea builds out and increases its daytime population. Access to technical and professional training, and a training program that is designed to meet the specific needs of area industries, will be a particularly valuable resource in terms of attracting and retaining businesses of these types.

- Despite the perception of this area as "industrial," attracting the types of businesses desired will require a higher level of attention to building and site design standards than have been the case in the Subarea in the past. This factor may necessitate revisions to the City's current design standards. Design controls should not be as stringent as those applied to the Coleman's Crossings area, but should provide for a moderate level of consistency and quality. Appropriate standards may include natural materials for streetfront building façades, site and parking lot landscaping (and on-site stormwater management), ground-mounted signs compatible with the building façade, and management of driveway placement and vehicle access, particularly with regard to trucks.

Recommended Density and Open Space Requirements

To maintain the more rural ambience of Subarea 6, the maximum lot coverage for properties in this Subarea should generally fall within the range of 50% to 75%. Slightly higher lot coverages may be appropriate in the northern portion of the Subarea, adjoining the Coleman's Crossing area, although a higher level of green space than is found in much of the Coleman's Crossings area may be necessary to encourage high quality office-type development.

Lot coverage includes building footprints and paved areas and other areas that prevent stormwater from readily absorbing into the ground. All other areas should be landscaped, seeded with grass or, if in an area that does not adjoin the roadway, left in its natural state. Particularly for industrial users and properties in the southern portion of the Subarea, all stormwater should be managed on site using natural methods to the greatest extent possible through such tools as bioswales, detention and rain gardens. Green roofs may also be highly appropriate, and may be encouraged in exchange for other incentives, either code or tax-based, to promote green building practices.

Other Actions to Support the Desired Future Character

The Union County Economic Development Partnership has placed a high priority on recruiting research and development businesses, advanced manufacturing and other business types compatible with the list of preferred land uses noted above. These types of businesses are in high demand across the United States, and successfully recruiting and retaining these types of businesses requires communities to take a strong proactive stance in communicating the community's opportunities and building long term relationships with potential businesses. The Union County Economic Development Partnership will continue to need the strong support and partnership of the full community, including the City and elected officials, to achieve these high goals.

One major advantage for Union County in terms of economic opportunities, in comparison to other Ohio communities, is its proximity to the Greater Columbus area. Advantages include access to The Ohio State University and state economic development agencies. Union County and Marysville are also fortunate in that many of the industrial sectors that have been identified by the State of Ohio as strategic recruitment targets are ideally suited to Marysville. Of the Ohio Statewide Targeted Industries, Marysville and nearby communities have already demonstrated significant strength and opportunity in attracting the same industries that the State of Ohio is investing significant resources in promoting, including:

- Advanced Energy and Environmental Technologies
- Agriculture and Food Processing
- Bioscience and Bioproducts
- Corporate and Professional Services

- Distribution and Logistics
- Instruments, Controls, and Electronics
- Motor Vehicle and Parts Manufacturing

Because of its available land, utilities, proximity to a major transportation system, and access to the State Capitol and The Ohio State University, Marysville has the potential to be a prime location for these industries. The City and County economic development efforts will benefit from cooperating and participating as actively, frequently and vocally as possible. It is likely that playing an active role in the State's economic development efforts will also benefit the City's efforts to fund the infrastructure improvements that will be necessary to support growth in Marysville and throughout the U.S. 33 corridor.

Finally, significant industrial growth in this Subarea is likely to require substantial roadway and intersection upgrades. The existing two-lane road is not designed to manage large volumes of car or truck traffic, and the lack of a shoulder or curb may present additional safety concerns as traffic on Industrial Parkway continues to increase. The lack of appropriate roadway infrastructure may serve to discourage industrial or office-related development who may desire to quickly and efficiently break ground and begin operations. As development increases, safety and efficient traffic movements will require an upgrade to Industrial Parkway and the Scottslawn Road area in the future. It may be possible to fund these improvements in part through a Tax Increment Financing District (TIF) or through other methods. Although the railroad crossing on Scottslawn Road does not appear to experience enough traffic to result in a significant impact at this time, the future development of the Job Ready Site is likely to generate significant traffic pressure on this rural crossing, and may necessitate a crossing upgrade.

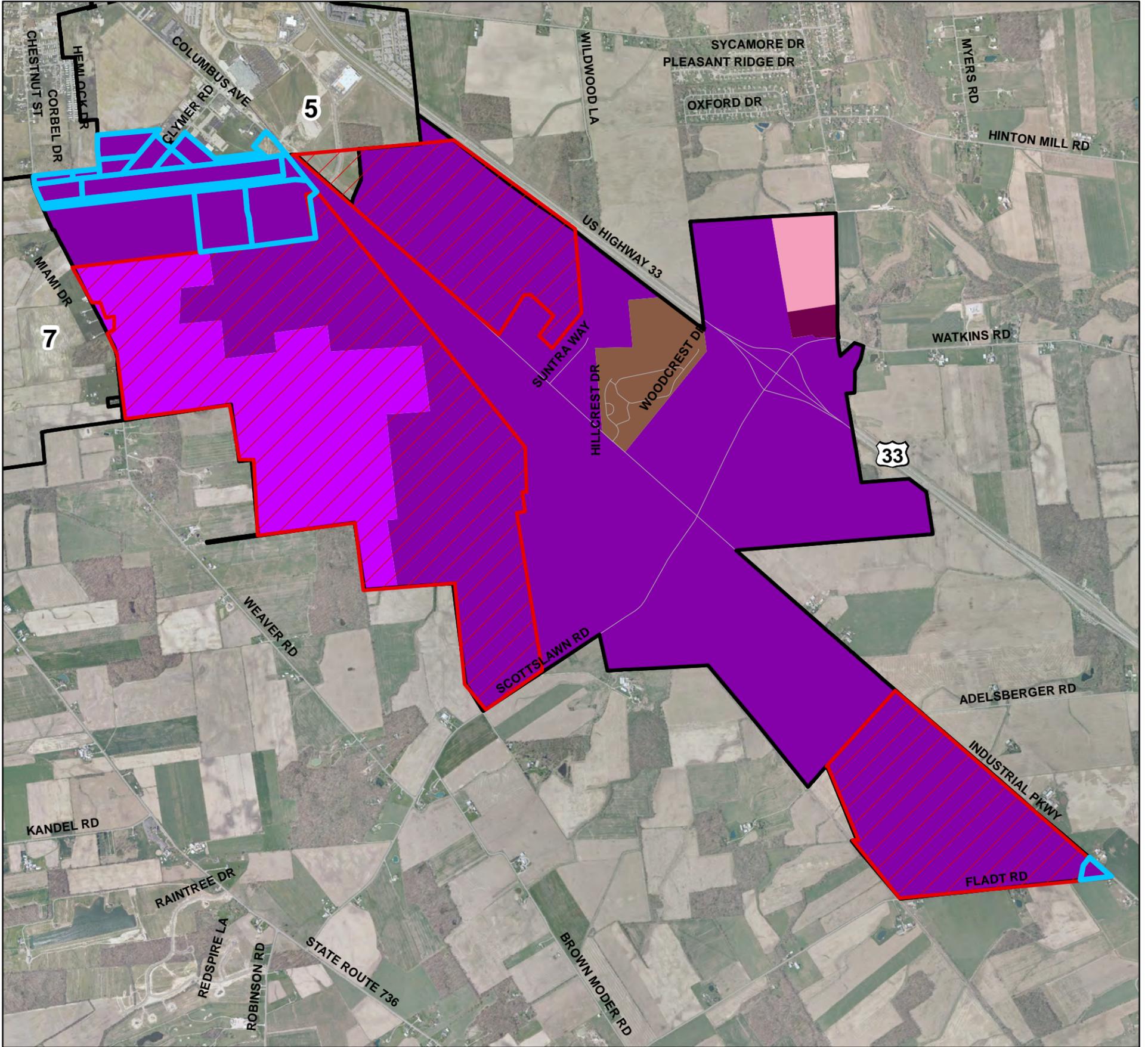
The City should also consider burying utility lines, where possible, in coordination with other transportation improvements in order to enhance the appearance of this industrial corridor.

Located in the northwest corner of this Subarea, south of the Union County Airport, approximately 300 acres of land are available for development along Weaver Road. The future development of this area will greatly depend on major infrastructure improvements that are needed for Weaver Road, including the extension of utilities in this area. Needed utilities include natural gas and access to broadband service. As this area continues to grow as a major center for industrial development, the City will need to address the need for major infrastructure improvements in order to accommodate these industrial activities.

The City should also be prepared for the possibility that the Union County Airport may decide to relocate. Although no plans have been identified at present, the City should consider this site as a redevelopment area should the airport relocate in the future. This area could serve as a future industrial center in conjunction with the development of the 300 acre site immediately south, as well as the Job Ready Site north of Scottslawn Road. Should the Union County Airport remain at its present location and should the Airport expand, the City needs to coordinate planning efforts to address the Airports needs and the needs of neighboring properties

Source: City of Marysville GIS Data, Union County Aerial Photography (2006)

0 850 1,700 3,400 5,100 6,800 Feet



Legend		Existing Zoning					
	Potential Development Area		A-R Residential		M-2 Heavy Manufacturing		R-5 High Density Multi-Family
	Existing Public Service Uses		B-1 Service Business		OR Office Residential		SD1 Special District
			B-3 Central Business		PUD Planned Unit Development		SR Suburban Residential
			BR Business Residential		R-1 Low Density Single Family		TOC Traffic Oriented Commercial
			GOV Government		R-2 Medium Density Single Family		
			HMD Hospital Medical		R-3 High Density Single Family		
			M-1 Light Manufacturing		R-4 Low Density Multi-Family		

Figure 14:
Subarea 6 - Innovation District

Subarea 7: Marysville South

Existing Character

This Subarea includes the portion of Marysville located in the southwestern area of the City bounded by US Route 36/State Route 4 to the west, Terrace Drive to the north and Weaver Road to the east. The Union County Airport is located to the east of this Subarea, adjacent to Chestnut Street and Weaver Road. This area consists primarily of upscale condominiums and single family subdivisions located on large lots that contrast with the more traditional subdivisions found in other Subareas of the City. This Subarea has experienced a significant amount of residential development in recent years, and has transitioned from a predominately agricultural area to a rapidly growing residential community.

Physical Character

Subarea 7 is characterized by newly developed residential subdivisions that primarily consist of large lots and substantial amounts of green space. This Subarea maintains a rural character that is largely residential, with minimal commercial activity located along Milford Avenue. Two golf courses are located within this Subarea along London Avenue, as well as the newly constructed Bunsold Intermediate/Middle School located along US Route 36/State Route 4, south of the Milford Avenue intersection. A “no build” zone is located near the northeastern boundary of this Subarea along Chestnut Street across from the Union County Airport to prevent intrusion into runway airspace. Several large tracts of agricultural land are located within this Subarea, and a large number of properties have been identified for future residential development, according to recent zoning requests and housing permit approvals.

A large number of parcels within this Subarea are zoned as A-R Residential, which allows for the largest lot size and building setback for a residential zoning district in the City (40,000 square foot lots with a front yard setback of at least 50 feet). Other zoning district designations within this Subarea include R-2 Medium Density Single Family, R-1 Low Density Single Family, SR Suburban Residential, and small areas designated as R-5 High Density Multi-Family and R-4 Low Density Multi-Family. Three small areas are zoned for commercial use, including two areas along Milford Avenue zoned as TOC Traffic Oriented Commercial and an area zoned as B-I Service Business located along State Route 736.

Current Issues and Initiatives

This Subarea includes the intersection of Milford Avenue and U.S. Route 36/State Route 4, which serves as the primary gateway into Marysville from the southwest. The traffic speeds change abruptly at this gateway intersection, from a speed limit of 50 MPH along U.S. 36/S.R. 4 in the County to 35 MPH along Milford Avenue inside the City limits. This significant change in the speed characteristics of the roadway, from a rural route to an urban corridor leading into Uptown Marysville, has the potential to create safety issues at this intersection, particularly for neighborhood residents and students attending the Bunsold Intermediate/Middle School. The *US 36/SR 4 & Milford Avenue Traffic Study* was completed in January 2009 to address these traffic issues and provide recommendations for improvements. Recommendations from the Study include the following:

- A signal may be desirable at the intersection of US 36/SR 4 to address concerns regarding inbound school traffic making unsignalized left turns onto US 36/SR 4. If a signal is installed, it should be in red-yellow-green cycling operation during school peak hours.
- If traffic volumes increase, an eastbound left turn lane on Payne Road should be considered.
- A northbound right turn lane could be installed at the intersection to replace the existing slip ramp at US 36/SR 4 on to Milford Avenue.
- Improvements to Southard Road may be necessary when the proposed elementary school is constructed to accommodate the increased traffic volumes, particularly for school buses.
- Sidewalks and/or bicycle paths should be constructed along Southard Road and Milford Avenue to provide connections to nearby neighborhoods and prevent pedestrians from walking in the street.

The City will need to carefully review the recommendations provided in the Traffic Study and determine a course of action for implementation. Improving the safety and ease of traffic flow at this crucial location will greatly enhance the level of service provided to neighborhood residents and students at the school, as well as provide a more convenient entry into Marysville from the southwest.

Desired Future Character

The community's vision for the future character of this Subarea is articulated in Chapter 3 of this Plan. A few key points from that vision are articulated below in bullet format as a means of helping the reader understand the connections between the Vision and the following recommendations:

- This Subarea should maintain the existing rural character, including lot sizes and building setbacks that complement the surrounding residential uses.
- The streetscape along Milford Avenue should be improved through attractive signage and other elements to create a more cohesive streetscape design.
- Bike paths and sidewalks should be incorporated into future developments to encourage pedestrian activity and connectivity between the school and residential areas.

Preferred Land Use and Development Characteristics:

- Uses should be similar to existing uses. Appropriate uses may include:
 - Neighborhood retail,
 - Attached or detached single family uses, including condominiums and townhomes,
 - Golf course,
 - Assisted living facility.
- Design controls should place a high priority on maintaining and enhancing the existing rural character of the residential areas.
 - Cluster or conservation developments should be considered for future residential developments to allow for the preservation of large amounts of open space.
 - Open spaces connecting to individual subdivisions should be encouraged to provide access for pedestrians and bicyclists. Open spaces should also be designed to connect with the dedicated open spaces in other subdivisions.

Recommended Density and Open Space Requirements

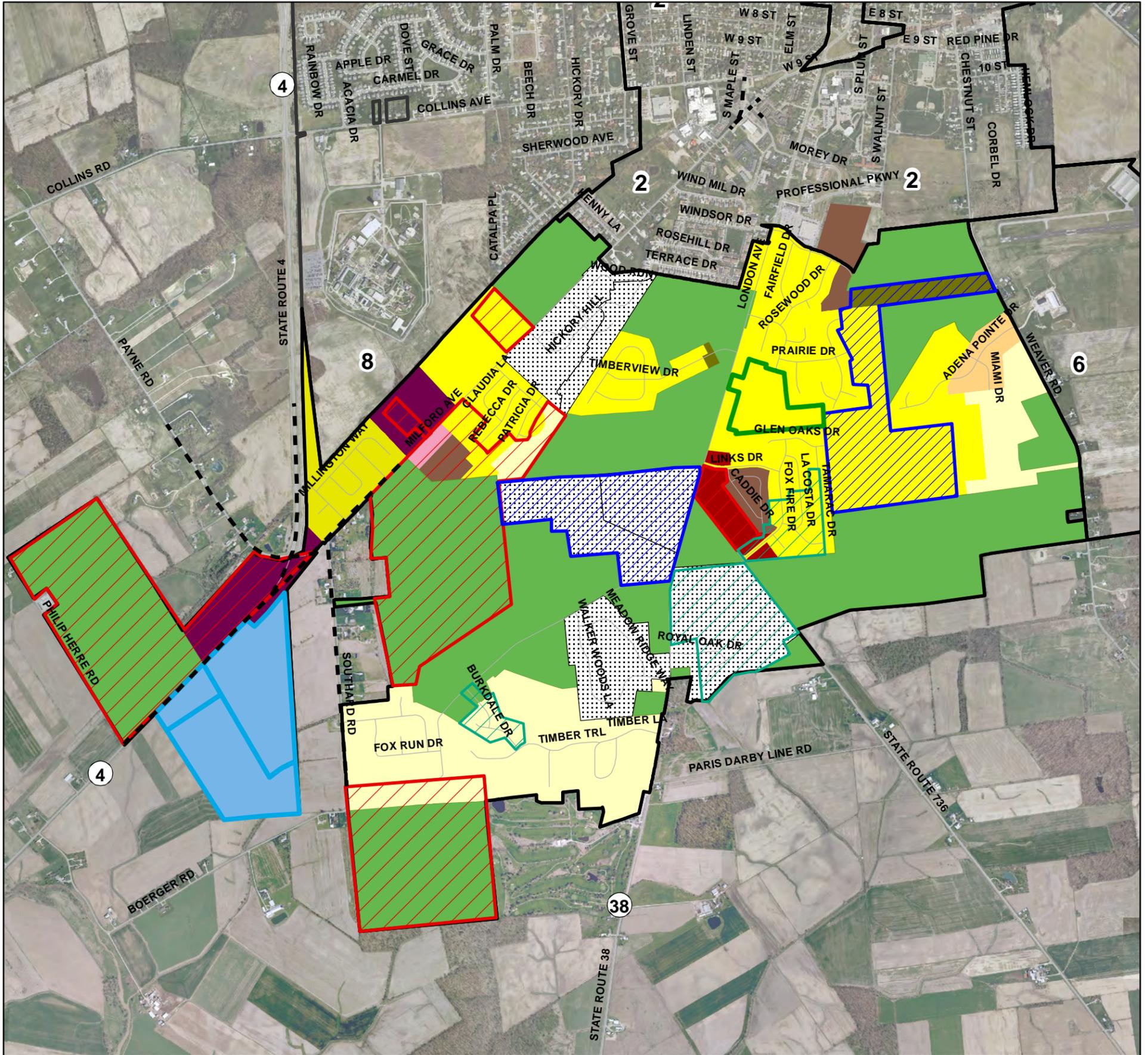
- The maximum lot coverage for properties in this Subarea should be approximately 20% to 50%. Lot coverage includes building footprints, paved areas and other areas that prevent stormwater from readily absorbing into the ground.
- All other areas should be landscaped, seeded with grass or left in its natural state.
- Attached single family residential dwellings should have a moderately high density of 6-8 dwelling units per acre with a minimum 25% open space requirement in order to conform to the surrounding residential areas.

Other Actions to Support the Desired Future Character

- ⇒ The southern portion of this Subarea falls within the Buck Run Watershed, illustrated in Figure 4: Environmental Constraints. The Big Darby Creek watershed is located south of this Subarea, beyond the City of Marysville corporate limits. Because of these environmentally sensitive areas, any future plans for annexation south of Marysville for future development will require careful consideration. Should plans for future development occur, this process may require consultation with environmental agencies to identify development constraints and preventative measures necessary to protect environmentally sensitive areas.

Source: City of Marysville GIS Data, Union County Aerial Photography (2006)

0 600 1,200 2,400 3,600 4,800 Feet



Legend

-  Existing Traffic Study Area
-  Potential Development Area
-  Development Under Construction
-  Formal Plan Submitted (Not Constructed)
-  Existing Parks
-  Existing Public Service Uses

Existing Zoning

- | | | |
|---|--|---|
|  A-R Residential |  M-2 Heavy Manufacturing |  R-5 High Density Multi-Family |
|  B-1 Service Business |  OR Office Residential |  SD1 Special District |
|  B-3 Central Business |  PUD Planned Unit Development |  SR Suburban Residential |
|  BR Business Residential |  R-1 Low Density Single Family |  TOC Traffic Oriented Commercial |
|  GOV Government |  R-2 Medium Density Single Family | |
|  HMD Hospital Medical |  R-3 High Density Single Family | |
|  M-1 Light Manufacturing |  R-4 Low Density Multi-Family | |

Figure 15: Subarea 7 - Marysville South

Subarea 8: Marysville West

Existing Character

Located along the western boundary of Marysville, north of Subarea 7, this location benefits from direct access to the interchange that involves several major transportation routes for the region, including S.R. 4, U.S. 33, and S.R. 245. While most of the Subarea is located south of U.S. 33/S.R. 4, a small portion of this Subarea lies north of U.S. 33/S.R. 4, north of Northwest Parkway.

Physical Character

This Subarea is composed of a variety of land uses, including institutional, single-family and multi-family residential, retail, office, industrial, government and parks and open space. The State of Ohio Women's Reformatory encompasses a large tract of land at the southwest corner of the Subarea. Retail, government and office uses are primarily located along West 5th Street. Two industrial properties are also located in this Subarea, south of the West 5th Street corridor. Additionally, two somewhat densely developed subdivisions, Shepherd's Landing and Green Pastures, are located in this Subarea. Both of these subdivisions include small areas of dedicated open space providing for community green space in the subdivisions. Two large multi-family complexes are located along the western side of Damascus Road between West 5th Street and Emmaus Road. Edgewood Elementary School is also located in this Subarea, as well as the Oakdale Cemetery. The Kroger store and surrounding retail stores along West 5th Street serve as the main shopping center for this Subarea.

This Subarea boasts several recreational facilities, including the Heart of Ohio Fish and Game Association Reservoir, the Maclvor Woods Nature Preserve, and several other parks: Aldersgate Park, Trinity Park, American Legion Memorial Park, and Lewis Memorial Park. The Heart of Ohio Fish and Game Association Reservoir, located in the northwest corner of the Subarea, offers a campground and fishing areas along the lake for private members. Maclvor Woods encompasses 25 acres of preserved woodlands located to the east of S.R. 4 and west of the multi-family dwellings on Damascus Road.

Residential developments in this Subarea are zoned R-1 Low Density Single Family, R-2 Medium Density Single Family, R-4 Low Density Multi-Family and R-4 PUD (Planned Unit Development). Zoning for the commercial areas along West 5th Street include TOC Traffic Oriented Commercial, including the Heart of Ohio Fish and Game Association Reservoir to the west of U.S. 33. Other zoning designations along this corridor include B-1 Service Business and BR Business Residential. Properties to the south of West 5th Street along Damascus Road are zoned as HMD Hospital Medical, which includes a variety of medical facilities. Two large areas, the Maclvor Park Nature Preserve and the Women's Reformatory, are zoned as A-R Residential.

Current Issues and Initiatives

The City of Marysville is currently in the final phase of developing a *Comprehensive Parks and Recreation Master Plan*. This Plan will evaluate existing programs and recreational facilities and recommend new programs, parks, facilities and services within the City. This Plan is intended to create a vision and action plan for future growth and development through input from City government representatives, residents, civic organizations and other groups.

Recommendations from this plan, which is due for completion in late 2009 or early 2010, may affect existing parks and recreational areas within this Subarea. As the *Comprehensive Parks and Recreation Master Plan* moves toward completion, it will be important that this Plan addresses whether or not the current need for parks and recreational areas is being met as the population of Marysville continues to increase and residential areas become more densely developed.

Desired Future Character

The community's vision for the future character of this Subarea is articulated in Chapter 3 of this Plan. A few key points from that vision are provided below in bullet format as a means of helping the reader understand the connections between the Vision and the following recommendations:

- Development and redevelopment efforts should focus on the commercial areas along West 5th Street.
- Regional and neighborhood commercial services should be available to serve the residents of this Subarea.
- This Subarea provides the opportunity for new post-secondary educational facilities, a conference center and corporate offices through convenient highway access.
- Bike paths and sidewalks should be incorporated into future developments to encourage pedestrian activity and connectivity between existing parks, residential neighborhoods, and commercial areas. A bikeway should be constructed that ties in to the existing bikeway system.

Preferred Land Use and Development Characteristics:

- Uses should be similar to existing uses. Appropriate uses may include:
 - Residential,
 - Neighborhood retail,
 - Corporate office,
 - Conference center,
 - Post-secondary educational facilities,
 - Greenspace/parks.

- Design controls should place a high priority on ensuring that future commercial, office and educational uses incorporate appropriate landscaping, site orientation, building materials and other design elements that complement the surrounding residential areas.
 - Because this is a highly visible gateway into Marysville, the entrance onto the West 5th Street corridor should be improved to serve as an attractive and welcoming gateway area.
 - Signage along West 5th should consist of low-profile, high-quality construction to reduce visual clutter. Sign bases should incorporate materials similar to that of the building it is accessory to.
 - High standards for landscaping should be incorporated to reduce the visual, stormwater and microclimate impact of off-street parking areas and buildings.
 - New development and redevelopment plans should promote external connectivity through the installation of sidewalks, walking trails, multi-use paths and bicycle trails. This is especially important in linking surrounding residential areas to new commercial developments.
 - Internal connectivity should be encouraged between off-street parking areas to prevent multiple curb cuts that could decrease safety along West 5th Street.

Recommended Density and Open Space Requirements

The maximum lot coverage for non-residential uses in this Subarea should fall within the range of 50% to 75%. Lot coverage includes building footprints and paved areas and other areas that prevent stormwater from readily absorbing into the ground. All other areas should be landscaped, seeded with grass or left in its natural state. Campus-style development for office and institutional uses is encouraged with a minimum of 50% open space.

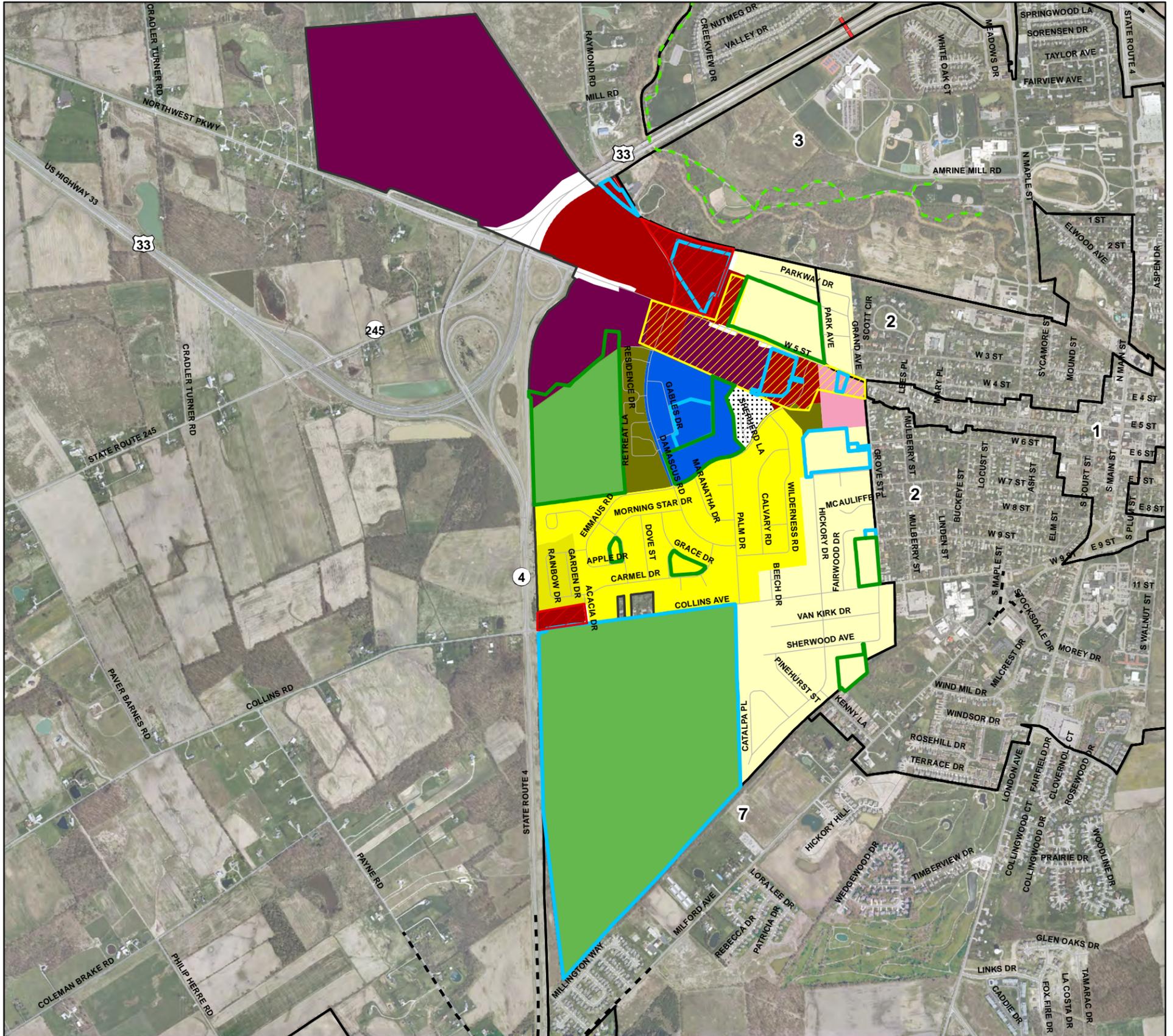
Other Actions to Support the Desired Future Character

- An access management plan should be developed for the West 5th Street corridor to control the number of driveways and curb cuts. Driveway consolidation, access or frontage roads, and the interconnectivity of off-street parking areas are a few of the policies that should be reviewed and incorporated, especially as commercial properties are redeveloped along West 5th Street.
- As previously recommended for Subareas 5 and Subarea 6, the City should consider burying utility lines along West 5th Street in this Subarea in order to create an attractive and welcoming gateway into Marysville. Eliminating visual clutter along West 5th Street would greatly enhance the visual impact as traffic enters Marysville from the west.
- Facilitating the redevelopment of the existing Marysville Plaza should be a high priority for the City and its economic development partners. As noted in the Overarching Issues section of this Plan, maintaining neighborhood-scale commercial options is important to the vitality of Marysville's neighborhoods, especially those that are not near the major commercial areas. In this regard, the Marysville Plaza is particularly important as one of the few commercial destinations on the west side of the City. Redevelopment of the Marysville Plaza will be complicated by the presence of a utility easement through the center of the property. Given the current and foreseeable constraints on commercial real estate financing, it may be feasible for the City to partner with a commercial redeveloper to identify non-City public funding options for the relocation of this easement. Without such assistance, redevelopment of the site may be financially infeasible.

It may also be possible to rebuild the site as a mixed-use facility that uses the easement as a natural or pedestrian feature around which a lively, walkable development is centered. This type of development could overcome the locational disadvantages of the site by combining the neighborhood retail function with small offices, dining options and loft or apartment residential to create a node of activity for the near west side. This type of development would represent a new model in the Marysville area.

Source: City of Marysville GIS Data, Union County Aerial Photography (2006)

0 650 1,300 2,600 3,900 5,200 Feet



Legend

- - - Existing Traffic Study Area
- - - Jim Simmons Trail
- ▭ Potential Development Area
- ▬ Proposed Pedestrian Bridge
- ▭ Redevelopment Areas
- ▭ Existing Parks
- ▭ Existing Public Service Uses

Existing Zoning

- | | | |
|---|--|---|
| A-R Residential | M-2 Heavy Manufacturing | R-5 High Density Multi-Family |
| B-1 Service Business | OR Office Residential | SD1 Special District |
| B-3 Central Business | PUD Planned Unit Development | SR Suburban Residential |
| BR Business Residential | R-1 Low Density Single Family | TOC Traffic Oriented Commercial |
| GOV Government | R-2 Medium Density Single Family | |
| HMD Hospital Medical | R-3 High Density Single Family | |
| M-1 Light Manufacturing | R-4 Low Density Multi-Family | |

Figure 16: Subarea 8 - Marysville West

5. Overarching Issues

1) Citywide Recreational Connectivity

Recommendations provided for several Subareas address the need for connectivity along the Mill Creek. Currently, the Jim Simmons Trail allows both pedestrians and bicyclists to enjoy the Mill Creek between Schwartzkopf Park and the Mill Valley neighborhood. The City should continue efforts to expand the Jim Simmons Trail, including connections to existing sidewalks to allow for more convenient access to the recreational opportunities along the Mill Creek. The City should also identify future locations for walking/biking trails to connect with the Jim Simmons trail and other recreational areas throughout the City. A connected system of multi-use recreational trails will greatly enhance the desirability of the community through excellent recreational amenities for Marysville residents.

2) Sidewalk Connectivity Between Residential Neighborhoods and Destinations (schools, shopping centers, parks)

Pedestrian access for residents has been mentioned frequently throughout the Subarea descriptions as needing improvement. The existing sidewalk system provides pedestrian access within most subdivisions but lacks connectivity between these residential areas and other areas of the City that provide goods and services. Some older neighborhoods have sidewalks that are in disrepair, whereas other residential areas lack sidewalks and curbs completely. The City should continue efforts to expand the existing sidewalk system to connect other areas of the City to Uptown and neighborhood activities throughout Marysville, including recreational facilities, shopping centers, government offices, and educational facilities.

3) Gateways to City

Several areas throughout Marysville serve as important gateways into the City. These areas are located at key entrance points that experience high traffic volumes and have high visibility from the street. Important gateway locations, as identified in Figure 17, should incorporate attractive landscaping and signage to provide a welcoming entrance into Marysville from these key areas. There are also several traffic studies recently completed, which include the North Marysville Traffic Study, Delaware Avenue Corridor Study, Milford Avenue & Maple Street Intersection Study and U.S. 36/S.R. 4 & Milford Avenue Traffic Study. Several of these study areas encompass several gateway locations, including the Delaware Avenue corridor and the intersection of U.S. 36 and S.R. 4. Additionally, a Transportation Enhancement grant was used to install streetscape improvements on a segment of Delaware Avenue in 2007. When transportation improvements are made along these corridors, the City should consider implementing streetscape and gateway improvements in these locations in conjunction with other roadway improvements.



Example of an urban gateway, Hamilton, Ohio

The City should place a high importance on establishing gateway signage and landscaping in order to create an attractive and welcoming gateway into Marysville at key entry locations in this Subarea. A study for a Gateway Improvement Program would work toward this effort through a focus on identifying key locations for gateways. Existing gateway areas and possible new locations for gateway signage are shown on Figure 17. Should existing gateway signs be replaced, the City should consider installing additional gateway signs at the proposed areas identified in Figure 17, which include highly visible areas such as Industrial Parkway in the southern portion of the City and at the intersection of S.R. 38 and S.R. 736, which would replace the current sign at the Timberview Golf Course.

The design of gateway signage should be consistent in the use of colors, logos, fonts and other elements conducive to the new Marysville logo. The maintenance and upkeep of gateway areas can be undertaken by volunteer efforts led by civic organizations, high school clubs, churches, and other community groups. As recommended in the Uptown Revitalization Plan, individuals and organizations may wish to donate planting materials and make other contributions towards the Gateway Improvement Program as a memorial or honorarium.

4) Managing New Residential Development

In several areas of the community, especially in Subareas 4 and 7, Marysville has experienced significant growth in residential development within last five years as a result of a steep increase in population over the last decade. Because of the current economic climate and subsequent slowdown of residential development and construction, several housing developments within the City of Marysville, particularly in Subarea 7, have either not yet been constructed or have not been completely sold.

Future development and redevelopment efforts as identified in several Subareas primarily focus on office, commercial, research and development, and other related activities as the most desirable land uses for future development. Limited residential development was identified for several areas; however, the desired characteristics of residential developments were rural in nature, incorporating substantial amounts of open space and much less densely developed as some of the existing subdivisions. Any plans for residential development must take into consideration the existing housing landscape to determine if growth is needed, or if the demand for housing can largely be met by the current level of available properties. Future plans for annexation must also be consistent with the requirements of the City/County Utility Agreement as it applies to water and sanitary services from the City. Section 2.05 of the current City/County Utility Agreement states,

“The growth area of the City of Marysville (“Growth Area”) shall be defined on the map attached as Exhibit F hereto. For areas outside the Growth Areas, the City shall not require annexation or an agreement to annex in order to receive water and/or sanitary services from the City. For existing residential dwellings inside the Growth Area, the city shall not require annexation or an agreement to annex in order to receive water and/or sanitary sewer services from the City. ...”

It is very likely that annexation will be required if future development occurs within the Growth Area (identified in Figure 5) in order for the City of Marysville to provide the development with water and sewer service.

5) Campus-style Developments for Non-residential Development Plans

Several locations have been identified for future development as part of a mixed-use or office facility. A campus-style development would allow for an aesthetically pleasing development and site design that would complement surrounding residential areas. Campus-style developments incorporate substantial buffering, landscaping and natural features within the site plan to create an ease of transition from residential uses to an office or mixed-use facility. The City of Marysville currently has a Planned Unit Development (PUD) zoning district which promotes site designs that can include many of the features provided in a campus-style development plan.

6) Strengthening Design Review District Standards

As part of the design review process, the City's current Design Review Ordinance establishes three Design Review Districts that apply to different land uses within the City: Multi-Family Residential Design Review District (DRD-1), Commercial and Office Design Review District (DRD-2), and Manufacturing Design Review District (DRD-3). Each DRD includes design requirements for building architecture, site planning and other design considerations.

Requirements for building façade improvements to all sides of a building will be especially important where development and redevelopment occurs in areas that are highly visible from highways and main thoroughfares. Similar requirements should be included in all of the DRDs to allow for attractive and appropriate facades and to ensure that all sides of a building are aesthetically pleasing.

7) Future Development in Floodplain Areas

As demonstrated in Figure 4: Environmental Constraints, most of the land within Marysville is located within the Mill Creek watershed. A significant amount of the undeveloped land falls within the 100-Year floodplain, particularly the areas to the north and south of U.S. 33 in the eastern portion of the City. Any future development plans that include areas located within the floodplain must be carefully evaluated to address any potential environmental concerns and to ensure compliance with floodplain regulations. To the greatest extent possible, natural areas should remain undisturbed and the conservation of existing open space should be encouraged.

8) Property Maintenance

Property maintenance is a common issue throughout most of the Subareas, especially in neighborhoods that have an older housing stock compared with newer residential subdivisions. Older houses and commercial buildings can often require substantial repairs and façade improvements that may create a financial burden for the property owner. Especially for the Uptown area, which serves as Marysville's historic downtown, and the surrounding Old Town residential neighborhood, property maintenance is extremely important in preserving and enhancing the historic quality of these neighborhoods. Property maintenance is also highly important for commercial uses located along main thoroughfares, such as businesses located along West 5th Street, which serves as a major gateway into Marysville. Assistance for property owners for façade improvements and other repairs are available from the City of Marysville. However, the City will need to actively enforce and promote these resources to encourage property owners to revitalize properties that need improvement.

Enforcement of building and property maintenance standards should be a high priority, particularly along heavily-traveled corridors. Public feedback from the survey and public meetings conducted for this Comprehensive Plan indicated a significant amount of concern regarding the maintenance and upkeep of older residential properties. Typical challenges may include debris in the yard, porch and gutter deterioration, overgrown grass and shrubs and other such routine property maintenance issues. As noted in Subarea 1, poorly maintained properties can create a variety of challenges, from negative impacts on adjoining property owners to negative perceptions of neighborhoods and the City as a whole. Since such issues can impact the value of properties and the City's ability to recruit new customers, businesses and residents, it is in the interest of the City to enforce fair but stringent building and property maintenance standards.

The City should develop a plan of action for addressing the needs of property owners who cannot maintain their properties due to poverty, age or disability. Mature cities throughout Ohio have had success in using such community-based strategies as partnerships with church or charitable groups for basic maintenance and providing small need-based grants for code-mandated improvements. The City should also develop a brochure or other type of marketing material to inform property owners of property maintenance requirements and make them aware of local resources available to assist in bringing properties up to code. These materials can be made available at City offices and other community facilities, as well as promoted through the City website.

9.) Zoning Regulations

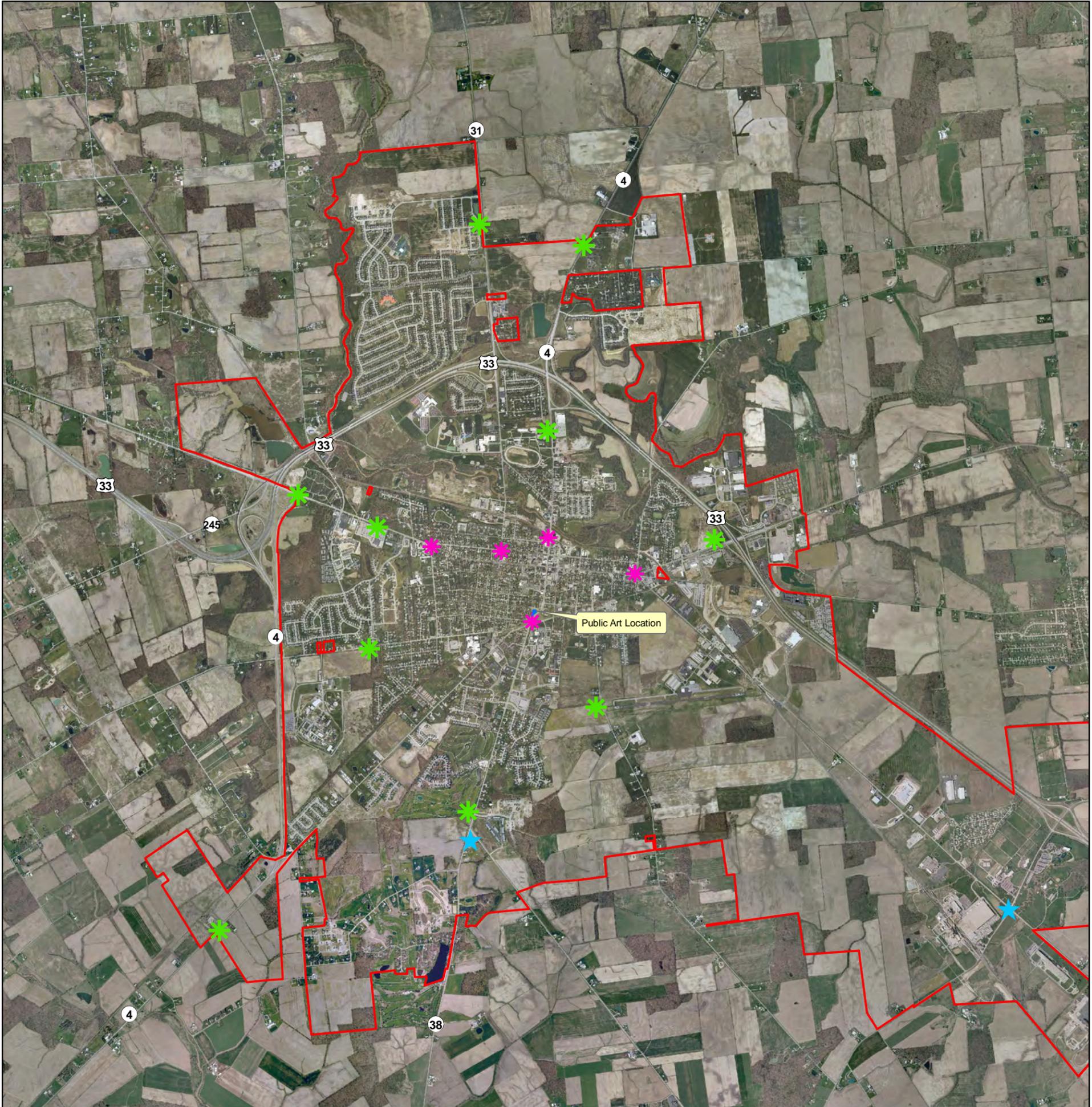
In order to promote redevelopment efforts, including infill development and other methods of revitalization for older residential areas, restrictions provided in the zoning ordinance should be re-evaluated to ensure that property owners can make improvements to their property without serious financial hardship or confusion over specific requirements. The zoning ordinance should allow for redevelopment efforts that respect current development patterns, minimize non-conforming land uses within Marysville, and promote the revitalization of deteriorated or underutilized properties.

Additionally, the City should carefully evaluate its non-residential zones and identify strategies for refining zoning classifications to emphasize desired uses, such as office and research and development, and lessen opportunities for less desirable or potentially conflicting land uses.

10.) Support Neighborhood Commercial-Scale Redevelopment

As noted in several of the Subareas, Marysville has several small commercial districts that serve their immediate trade area (as opposed to the trade areas of Subareas 1 and 5, which serve a region larger than Marysville). In most cases, these smaller locations appear to remain appropriate for neighborhood commercial use, given appropriate site and access improvements. Such establishments provide valuable resources for surrounding neighborhoods, especially those neighborhoods that are not near Subarea 5 or must access Subarea 5 by passing through the city center, thus increasing traffic congestion without benefiting those neighborhoods and businesses. Whenever possible, reuse of these sites for neighborhood commercial uses should be supported. The existing B-R Business Retail District provides a sound opportunity for supporting neighborhood – scale redevelopment.

Source: MORPC Land Use Data (2005) and Union County Aerial Photography (2006)



Legend

- Existing Gateways
- Proposed Uptown Gateways
- Proposed Gateways
- Proposed Public Art Location
- Marysville Boundary

Figure 17: Gateway Areas

6. Implementation Matrix

Sub-Area 1 - Uptown District				
Action Plan Steps	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?
Strengthen building code requirements and process communication	2010	Any revisions to building code or enforcement process	Union County Building Department	City Administration, City Engineering Department
Conduct parking utilization study	2010		City Engineering Department	Uptown Renewal Team (URT)
Increase public awareness of off-street parking resources	ongoing	Parking utilization study	Uptown Renewal Team (URT)	City Engineering Department, City Police Department
Encourage downtown employees to park on periphery	ongoing		Uptown Renewal Team (URT)	Business Owners, City Engineering Department
Continue to promote Community Reinvestment Area (CRA) Abateements	ongoing		City Economic Development	City Council, City Administration, Uptown Renewal Team (URT)
Pursue strategies to stabilize and enhance natural areas	ongoing		City Economic Development, City Engineering Department	City Administration, Uptown Renewal Team (URT)
Continue to promote cleanup efforts in Uptown	ongoing		Uptown Renewal Team (URT)	City Engineering Department
Continue to support redevelopment	ongoing		City Economic Development, Uptown Renewal Team (URT), City Engineering Department	City Administration, Design Review Board

Sub-Area 2 - Old Town				
<i>Action Plan Steps</i>	<i>By When?</i>	<i>What does it need to be coordinated with?</i>	<i>Who should lead?</i>	<i>Who should help?</i>
Evaluate and pursue public art opportunities	2013	Roadway improvements and development in area	City Administration, City Engineering Department	Union County Cultural pARTnership, Marysville Art League
Redevelopment of existing commercial locations	when appropriate		City Economic Development	City Administration, City Engineering Department

Sub-Area 3 - Mill Creek Destinations				
<i>Action Plan Steps</i>	<i>By When?</i>	<i>What does it need to be coordinated with?</i>	<i>Who should lead?</i>	<i>Who should help?</i>
Evaluate strategies for facilitating redevelopment of the Fairgrounds site, if available	when appropriate	Fairground site plans and redevelopment	City Economic Development, City Engineering Department	City Administration, City Council, Union County Commissioners
Pursue funding for pedestrian bridge	2011	U.S. 33 improvements and planning	City Engineering Department	City Administration

Sub-Area 4 - Marysville North				
Action Plan Steps	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?
Increase landscape standards to enhance gateway area and support buffering	2010	Existing standards	City Engineering Department, Planning Commission, Design Review Board	City Administration
Development an access management plan for the S.R. 31 and S.R. 4 corridors	2011	Planned and programmed improvements to U.S. 33, surrounding property development	City Engineering Department	City Administration, Union County Engineers Office
Evaluate strategies to construct road between Raymond Road and S.R. 31	2011	Surrounding proposed and existing development	City Engineering Department	City Administration, Union County Engineers Office

Sub-Area 5 - Regional Commercial District				
Action Plan Steps	By When?	What does it need to be coordinated with?	Who should lead?	Who should help?
Revise the SD-1 district to accommodate the non-commercial uses, particularly office and research and development uses; consider eliminating or limiting light industrial uses from SD-1	2010	Remainder of zoning code	Planning Commission, City Engineering Department	City Administration
Recruit entertainment facilities	2010		City Economic Development	City Administration
Evaluate and implement the recommendations of the Delaware Avenue Corridor Study	2014	Development and roadway improvements	City Administration, City Engineering Department	
Evaluate opportunities to bury powerlines along Delaware Avenue	as feasible	Roadway improvements	City Administration, City Engineering Department	
Revise zoning to permit taller buildings along U. S. 33	2010	Remainder of zoning code	Planning Commission, City Engineering Department	City Administration

Sub-Area 6 - Innovation District				
<i>Action Plan Steps</i>	<i>By When?</i>	<i>What does it need to be coordinated with?</i>	<i>Who should lead?</i>	<i>Who should help?</i>
Evaluate potential revisions to zoning district to strengthen ability to support desired land uses	2010	Remainder of zoning code	Planning Commission, City Engineering Department	City Administration
Continue active involvement in business recruitment through local and State initiatives	ongoing		City Economic Development	City Administration, City Engineering Department
Substantially upgrade roadways to accommodate trucks and higher traffic volumes	2015	Existing and proposed development	City Engineering Department	City Administration, City Economic Development, Union County Engineers Office
Extend services to 300 acres on Weaver Road to facilitate development	2016		Individual Developers	City Administration, City Engineering Department, City Economic Development

Sub-Area 7 - Marysville South				
<i>Action Plan Steps</i>	<i>By When?</i>	<i>What does it need to be coordinated with?</i>	<i>Who should lead?</i>	<i>Who should help?</i>
Maintain existing rural character	ongoing	Existing and proposed developments	City Engineering Department, Planning Commission	City Council
Encourage neighborhood commercial development	ongoing	Existing and proposed developments	City Engineering Department, City Economic Development	Planning Commission

Sub-Area 8 - Marysville West				
<i>Action Plan Steps</i>	<i>By When?</i>	<i>What does it need to be coordinated with?</i>	<i>Who should lead?</i>	<i>Who should help?</i>
Develop access management plan for the 5th Street Corridor	2011	Remainder of zoning code	City Engineering Department	Public Service Committee
Consider burying utilities	as feasible	Roadway Improvements	City Administration, City Engineering Department	
Evaluate strategies to facilitate the redevelopment of Marysville Plaza	2014	Property owners, roadway engineers	County Economic Development	City Administration, City Engineering Department

Overarching Issues						
<i>Action Plan Steps</i>	<i>By When?</i>	<i>What does it need to be coordinated with?</i>	<i>Who should lead?</i>	<i>Who should help?</i>		
Continue efforts to expand the Jim Simmons Trail	ongoing	other trail systems	City Engineering Department, City Parks & Recreation	City Administration, Parks & Recreation Committee, Planning Commission		
Identify future locations for walking/biking trails to connect with the Jim Simmons Trail and other recreational areas throughout the City	2011	Parks and Recreations Plan	City Engineering Department, City Parks & Recreation	City Administration, Parks & Recreation Committee, Planning Commission		
Continue efforts to expand the existing sidewalk system	ongoing		City Administration, City Engineering Department, City Parks & Recreation	Planning Commission		
Implementing streetscape and gateway improvements in conjunction with other roadway improvements	ongoing		City Administration, City Engineering Department	Planning Commission		
Strengthening Design Review Standards	2010	Other zoning and regulatory code revisions	City Engineering Department, Design Review Board, Planning Commission	City Administration, City Council		
Enforce building and property maintenance standards	ongoing	Other zoning and regulatory code revisions	City Engineering Department	City Administration		
Revise zoning standards for existing residential areas to more closely match the existing site characteristics	2010	Other zoning and regulatory code revisions	City Administration, City Engineering Department, Planning Commission	City Council		

