

UPTOWN

REVITALIZATION PLAN UPDATE

CITY OF MARYSVILLE, OHIO

APRIL 2012





**“YOU CAN’T RELY ON BRINGING PEOPLE DOWNTOWN, YOU
HAVE TO PUT THEM THERE.”**

- JANE JACOBS, WRITER AND ACTIVIST

ACKNOWLEDGEMENTS

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County Commission: **Steve Stolte**

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**** Names in Bold also attended Committee meetings**

TABLE OF CONTENTS

SECTION ONE

Background

Introduction	1
Why Update	1
Planning Process	2
Existing Conditions & Opportunities Analysis	3

SECTION TWO

Market Conditions Update

Objectives	11
Demographics	12

SECTION THREE

Master Plan

Master Plan Introduction	19
Sustainable Design Practices	20
Conceptual Master Plan and Best Practices	22
Additional Best Practices	32

SECTION FOUR

Implementation

Plan Updates	39
Plan Amendment	39
Implementation Priorities	40
Implementation Matrix	41
Detailed Recommendations	46

SECTION FIVE

Appendix

Meeting Information	58
Additional Market Analysis Data	59
Uptown Improvement Plan; Implementation 2006	64
Preliminary Proforma	70

SECTION ONE

BACKGROUND

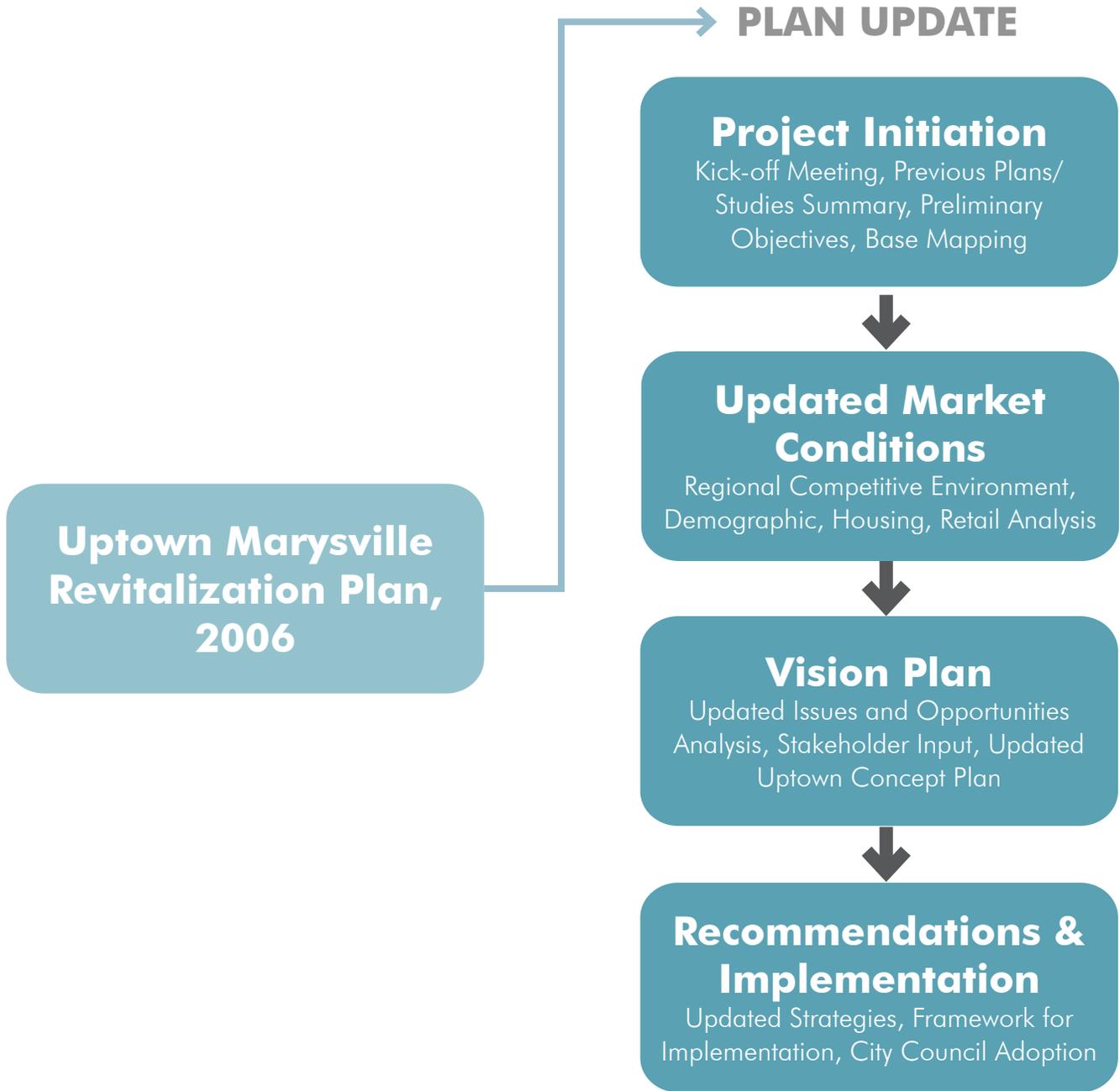
INTRODUCTION

- Based on Uptown Marysville Revitalization Plan, 2006
- This update will help Marysville to remain competitive for future State of Ohio CDBG grants
- The simplified format of this update has been chosen to allow the reader to cross reference the applicable sections of the Uptown Marysville Revitalization Plan, 2006
- Updated strategic recommendations and implementation framework have been added that provides fresh visioning commensurate with the changing economic conditions

WHY UPDATE

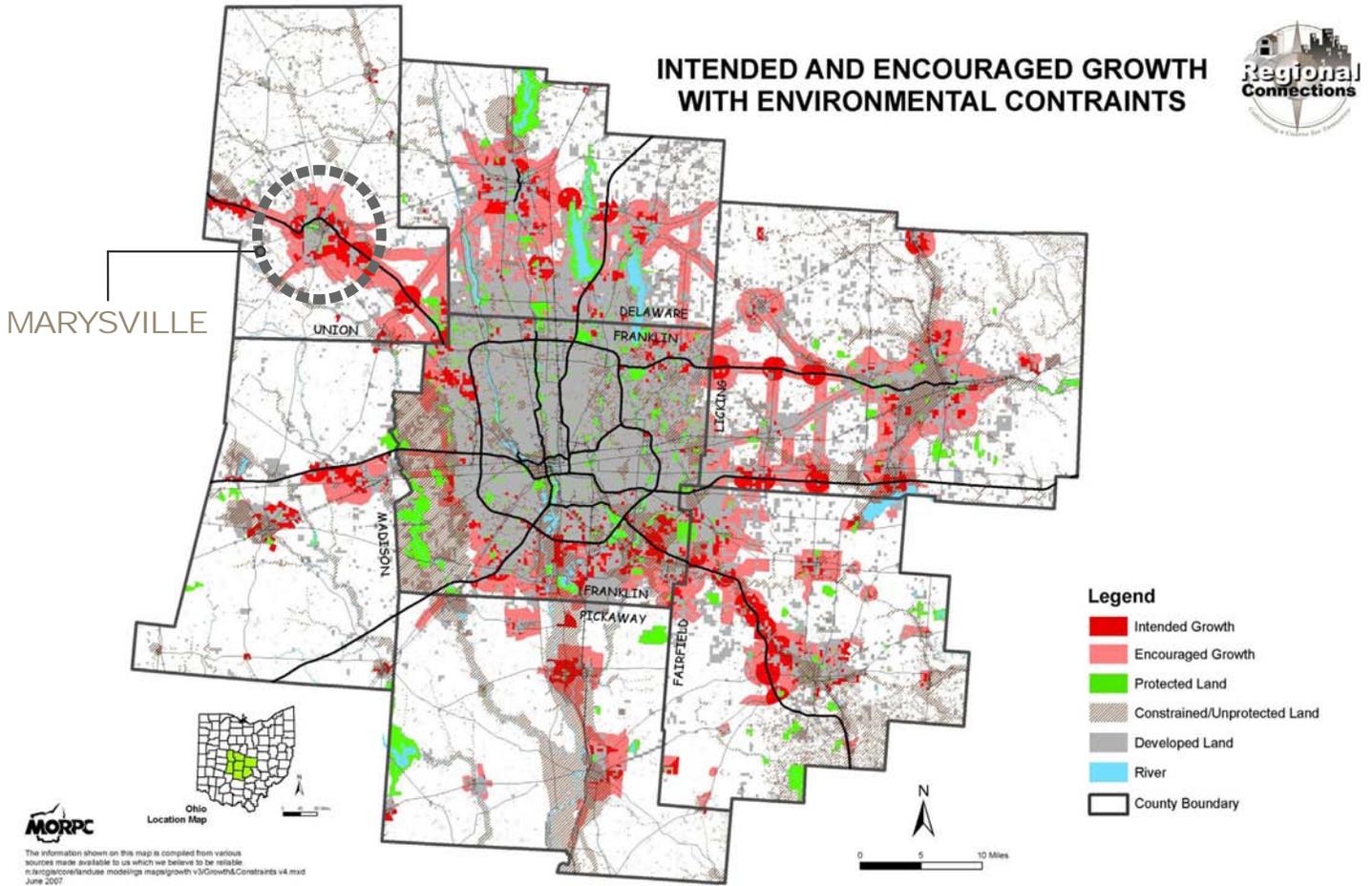
- Provide for strategic planning, updated market analysis and urban design for creating a unique and marketable Uptown
- Provide fresh visioning and identify uptown development opportunities
- To more fully understand the competitive market area, retail and service offerings and identifying niche and gap markets
- To broaden the economic development opportunities of Uptown by creating a stronger urban core and strengthened town center
- To provide a Revitalization Plan which has the interests of the City of Marysville and Union County Development Fund (UCDF)

PLANNING PROCESS



EXISTING CONDITIONS

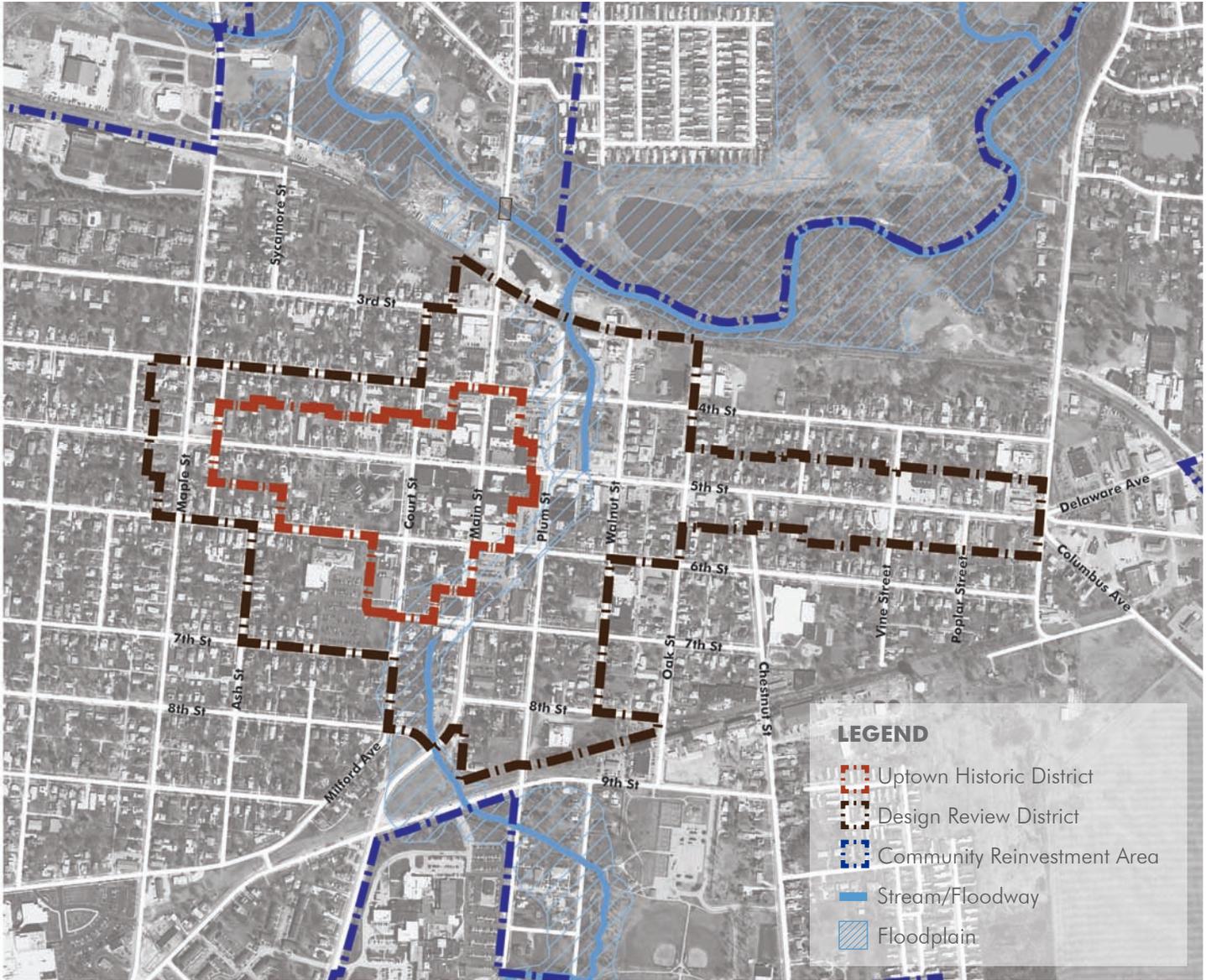
REGIONAL CONNECTIONS & GROWTH



- Exhibits multifaceted growth strategy called Regional Connections as developed by Mid-Ohio Regional Planning Commission (MORPC) in collaboration with regional partners
- Intended and encouraged growth over the next 20-30 years shows Rt 33 corridor and Marysville
- Four statements—Place, Prosperity, People, and Leadership—were developed to address critical aspects of a comprehensive vision within the Regional Connections (refer http://www.morpc.org/regional_dev/connections/final_report.asp for more information)

EXISTING CONDITIONS

UPTOWN DISTRICTS AND ENVIRONMENTAL FEATURES



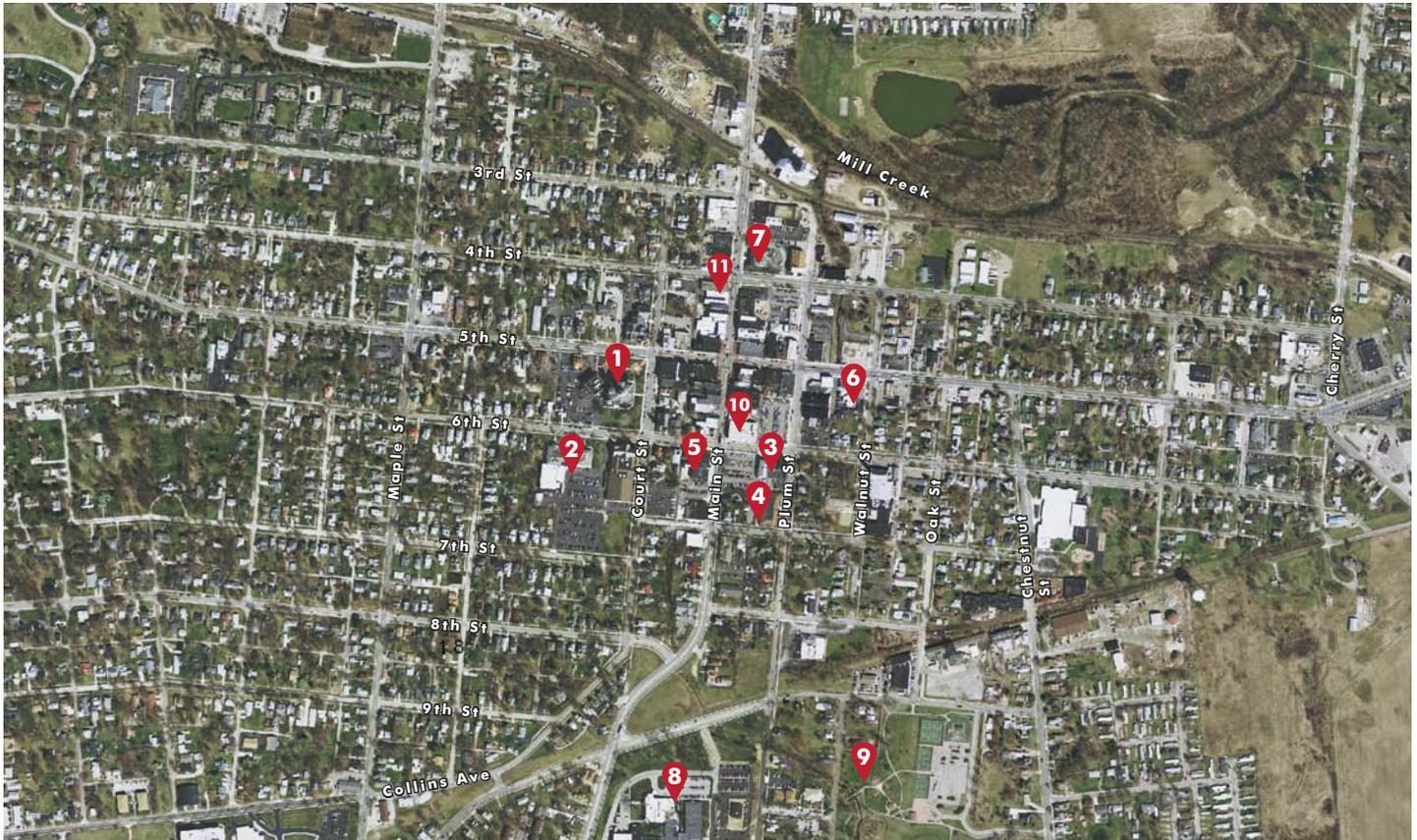
- Uptown Historic District - District on the National Historic Register Places
- Design Review District - Locally designated district focused on historic preservation and design
- Community Reinvestment Area - CRA - encourage development and improvements to historic, commercial, and/or residential areas. Property

owners within the CRA may be granted real property tax abatement on increases in property valuation that result from new construction or remodeling of existing structures. Existing taxes are not abated. Individual property owners as well as businesses can benefit from this program.

Data Source: City of Marysville GIS

EXISTING CONDITIONS

UPTOWN DESTINATIONS & LANDMARKS



LEGEND

Not to Scale North



X Landmarks

- | | |
|--|--|
| 1 Union County Courthouse | 10 Union County Building (128 South Main) |
| 2 Union County Offices | 11 Marysville Entrepreneurial Center (129 North Main) |
| 3 City of Marysville Offices | |
| 4 Library | |
| 5 Marysville Fire Department | |
| 6 Chamber of Commerce | |
| 7 USPS | |
| 8 Memorial Hospital of Union County | |
| 9 Eljer Park | |

Data Source: City of Marysville GIS

EXISTING CONDITIONS



PREVIOUS PLANNING STUDY SUMMARY

UPTOWN MARYSVILLE REVITALIZATION PLAN, 2006

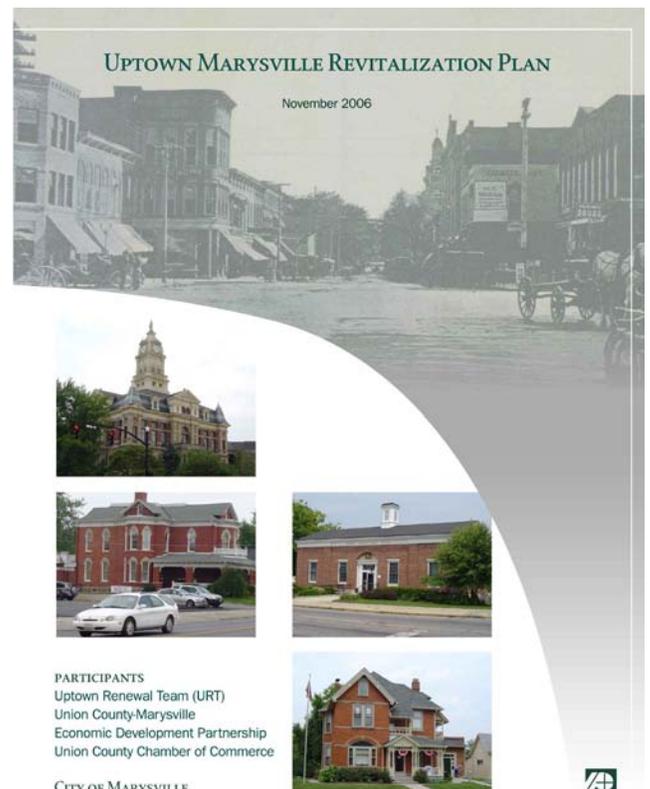
GUIDING PLANNING PRINCIPLES

- The revitalization of Uptown is a complex process that cannot be accomplished by a single project. For successful results, a comprehensive approach must be used whereby the community is working on all Four Points of the Main Street Approach simultaneously.
- Both the public and private sectors have a vested interest in the economic health and physical stability of Uptown Marysville. Each sector has an important role to play and each must understand the other's strengths and limitations for an effective partnership.
- Local leaders must have the desire and the will to make Uptown revitalization successful. The Four Point Main Street Approach provides direction for the Uptown initiative; however, long-term success depends upon buy-in from the community at large as well as the City Administration.
- Traditional neighborhood design concepts should be used when possible for new development and redevelopment activities in any downtown. Traditional neighborhood design concepts typically include:
 - Zero lot lines
 - Pedestrian friendly design
 - Pocket parks
 - Enhancing existing housing around the downtown
 - Mixed uses within buildings (e.g. first-floor retail/ upper-floor apartments)
 - Heightened sense of community identity
 - Use of lanes and alleys
 - Narrow streets
 - Pedestrian traffic and activities encouraged over vehicular traffic and activities
 - All overhead electric lines (including cable, phone, etc) buried underground

- Demolition of existing structures, specifically historical significant buildings, strongly discouraged or banned altogether
- The historic integrity and charm of the downtown enhanced

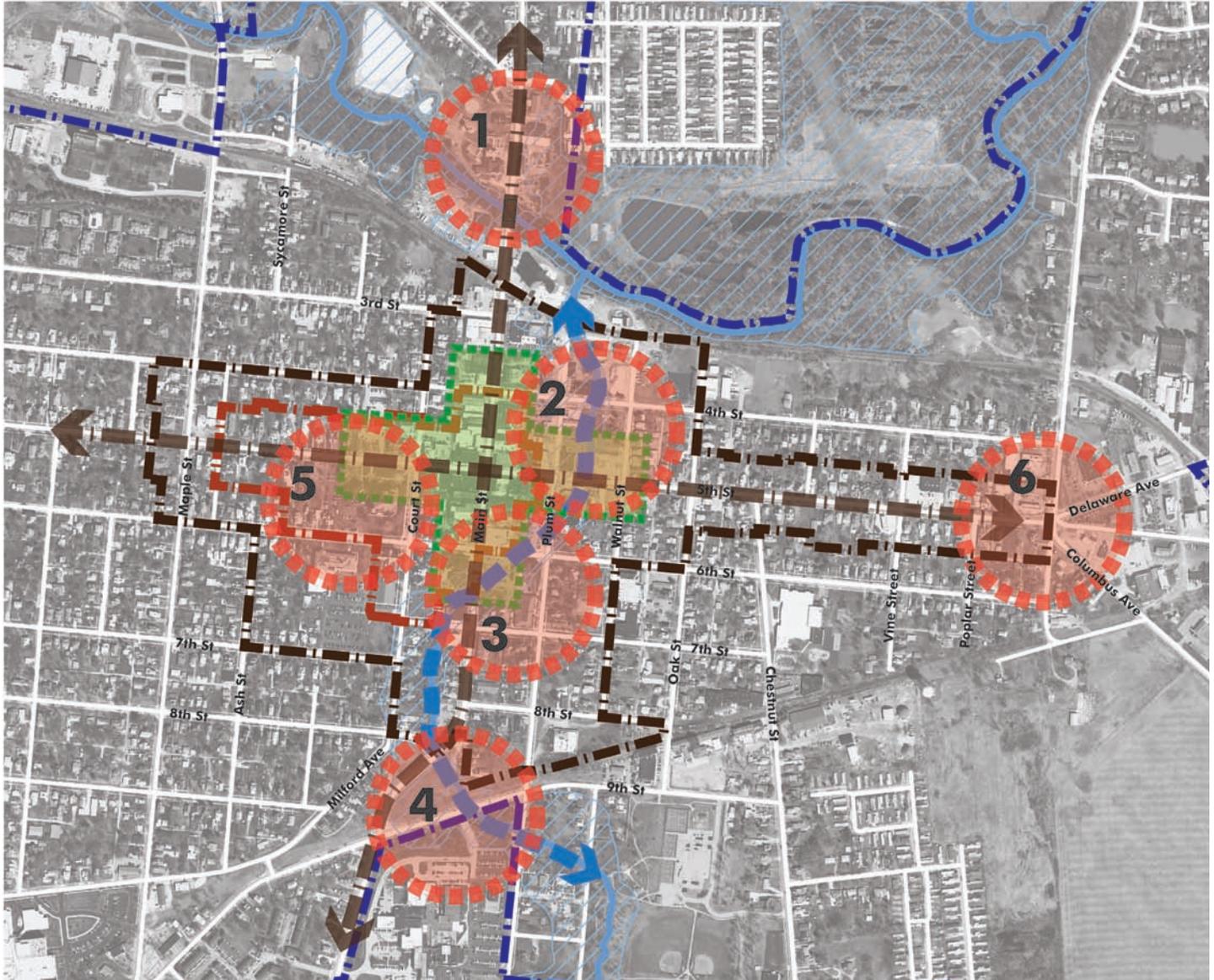
THE UPTOWN PLANNING PROCESS SHOULD BE CONTINUOUS, AND THIS PLAN SHOULD BE UPDATED REGULARLY, BEGINNING WITH UPDATING GOALS EVERY 5 YEARS.

ALONG WITH THE CITY LEADERSHIP THE PRIVATE SECTOR SHOULD ALSO BE PROACTIVE IN REVITALIZATION EFFORTS - ONE SUCH EXAMPLE IS THE FORMATION OF UNION COUNTY DEVELOPMENT FUND (UCDF) AND ITS ONGOING INVESTMENTS IN UPTOWN MARYSVILLE.



OPPORTUNITY FRAMEWORK

NODES/FOCUS AREAS

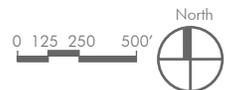


LEGEND

-  Uptown Historic District
-  Design Review District
-  Community Reinvestment Area
-  Uptown Core
-  Stream/Floodway
-  Floodplain
-  Context Sensitive Connection/Development along Town Run

Nodes/Focus Areas

- 1 Main Street Gateway
- 2 Uptown Greene
- 3 Plum Street/Town Run Corridor
- 4 South Gateway
- 5 Courthouse Area
- 6 5th Street Gateway



Data Source: City of Marysville GIS

SECTION TWO

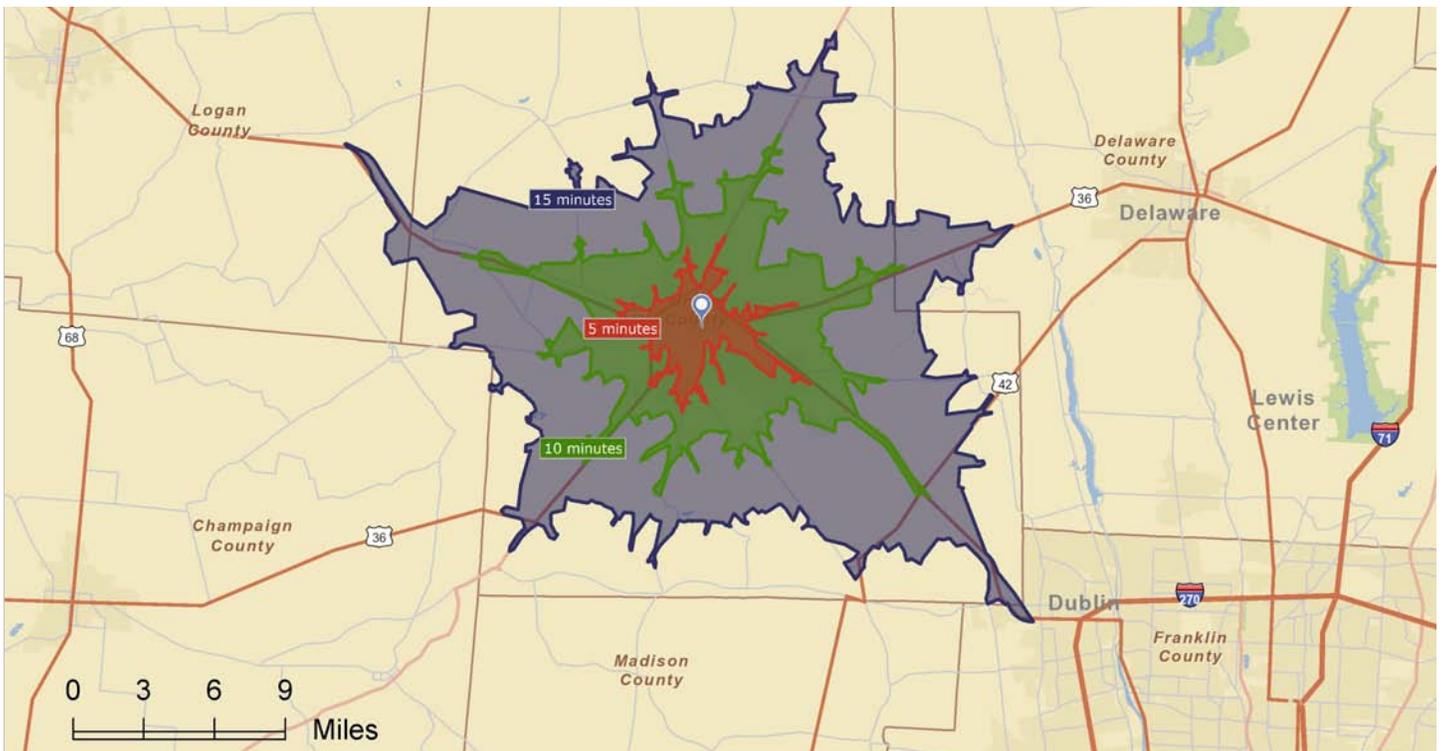
MARKET CONDITIONS (UPDATE)

OBJECTIVE

Describe the context of Marysville relative to market opportunities and regional competitive context.

The term “Uptown Study Area” listed in the graphs & charts in the following chapter, identifies demographic characteristics of a selected focus area of the Uptown Revitalization Plan. This has been done intentionally to illuminate the opportunity for redevelopment in regard to the proposed revitalization strategies articulated in this plan. The reader is advised to not equate this narrow statistical snapshot with demographic profile representative of the broader Marysville trade area.

Also this market conditions update is not to supercede the previous market analysis but added here to provide fresher market analytics and comparative demographic data. It has to be noted that this market conditions update is not meant for feasibility analysis, which is not part of the scope of this update.



Drive time market capture area around the Marysville within 5, 10 and 15-minutes.

MARKET ANALYSIS

OVERALL DEMOGRAPHICS & HOUSING COMPARISONS

	5 minute drivetime	10 minute drivetime	15 minute drivetime	Union County	Ohio	USA
2010 Total Population	11,873	25,241	34,960	52,300	11,536,504	308,745,538
2010 Family Population	8,775	18,973	27,643	41,234	9,165,163	247,356,474
2010 Total Households	4,671	8,763	12,208	18,065	4,603,435	116,716,292
2010 Average Household Size	2.29	2.58	2.64	2.67	2.46	2.59
2010 Total Housing Units	5,151	9,583	13,216	19,429	5,127,508	131,704,730
2010 Owner Occupied HU (%)	59.91	63.97	69.13	71.18	60.86	57.97
2010 Renter Occupied HU (%)	30.77	27.49	23.24	21.23	28.14	30.08
2010 Vacant Housing Units (%)	9.32	8.55	7.63	7.59	10.99	11.95
2000-2010 Pop: Annual Grwth Rt (%)	1.25	2.5	2.35	2.83	0.21	0.99
2000-2010 PCI: Annual Grwth Rt (%)	3.03	3.19	2.83	2.61	2.08	2.11
2010 Median Age	33.8	34.3	35.7	36.4	38.8	37.2
2010 Median HH Income (Past 12 Months)	61,996	67,213	68,083	65,443	46,563	51,222
2010 Per Capita Income	25,123	26,551	27,139	26,795	25,948	26,739
2010 Median Value: Owner HU	143,534	160,390	167,328	161,113	115,294	157,913
2015 Trends						
2015 Total Population	12,266	26,895	37,340	53,634	11,684,976	323,209,391
2015 Total Housing Units	5,446	10,364	14,308	20,787	5,301,510	139,606,264
2015 Owner Occupied HU (%)	58.81	63.47	68.63	70.76	59.99	57.36
2015 Renter Occupied HU (%)	30.9	27.34	23.14	21.05	27.61	29.57
2015 Vacant Housing Units (%)	10.28	9.19	8.23	8.19	12.4	13.07
2010-2015 Pop: Annual Grwth Rt (%)	0.65	1.28	1.33	1.23	0.14	0.76
2010-2015 PCI: Annual Grwth Rt (%)	2.04	1.96	1.93	1.93	2.32	2.49

PCI: Per Capita Income

MARKET ANALYSIS

SUMMARY & KEY OBSERVATIONS - CITY OF MARYSVILLE

POPULATION

Marysville and Union County are among the fastest growing areas in Central Ohio. According to latest census data 2010 population for the City of Marysville is shown to be 22,094. In 2000, the Census count in the area was 15,942. The rate of change from 2000 to 2010 is 38.6%. The Union County rate of change from 2000 to 2010 is 28.3%. The five-year projection for the population in the area is 22,558, representing a change of 1.22% annually from 2010 to 2015. Currently, the population is 44.1% male and 55.9% female.

POPULATION BY EMPLOYMENT

Currently, 93.8% of the civilian labor force in Union County is employed and 6.2% are unemployed. In comparison, 92.1% of the State of Ohio civilian labor force is employed and 7.9% are unemployed while 91.5% of the U.S. civilian labor force is employed and 8.5% are unemployed. In 2000, 63.5% of the population aged 16 years or older in the area participated in the labor force, and 0.1% were in the Armed Forces.

The occupational distribution of the employed population is:

- 59.4% in white collar jobs (compared to 61.6% of the U.S. employment)
- 15.7% in service jobs (compared to 17.3% of U.S. employment)
- 24.9% in blue collar jobs (compared to 21.1% of U.S. employment)

In 2000, 83.5% of the area population drove alone to work, and 2.1% worked at home. The average travel time to work in 2000 was 20.5 minutes in the area, compared to the U.S average of 25.5 minutes.

POPULATION BY EDUCATION

The educational attainment of the population aged 25 years or older in the area was distributed as follows:

- 11.0% had not earned a high school diploma (14.8% in the U.S)
- 38.3% were high school graduates only (29.6% in the U.S.)

- 8.1% had completed an Associate degree (7.7% in the U.S.)
- 15.5% had a Bachelor's degree (17.7% in the U.S.)
- 4.8% had earned a Master's/Professional/Doctorate Degree (10.4% in the U.S.)

HOUSEHOLDS

The household count in Marysville has changed from 5,563 in 2000 to 7,422 in the current year, a change of 2.85% annually. The five-year projection of households is 7,952, a change of 1.39% annually from the current year total. Average household size is currently 2.52, compared to 2.51 in the year 2000. The number of families in 2010 was 5,176.

HOUSEHOLDS BY INCOME

Median household income is \$66,624 in Marysville, compared to \$51,222 for all U.S. households. Median household income is projected to be \$75,409 in five years. In 2000, median household income was \$47,229, compared to \$32,101 in 1990. Union County witnessed the fastest wage growth in Ohio since 1980.

Current average household income is \$71,256 in this area, compared to \$70,173 for all U.S households. Average household income is projected to be \$78,138 in five years. In 2000, average household income was \$51,387, compared to \$35,580 in 1990.

Current per capita income is \$26,338 in the area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$29,054 in five years. In 2000, the per capita income was \$19,127, compared to \$12,960 in 1990.

HOUSING UNITS

Currently, 62.7% of the 8,096 housing units in the area are owner occupied; 29.0%, renter occupied; and 8.3% are vacant. In 2000, there were 5,976 housing units - 60.0% owner occupied, 33.0% renter occupied, and 6.9% vacant. The rate of change in housing units since 2000 is 3.01%. Median home value in the area is \$160,743, compared to a median home value of \$157,913 for the U.S. In five years, median value is projected to change by 2.37% annually to \$180,687. From 2000 to the current year, median home value change by 2.90% annually.

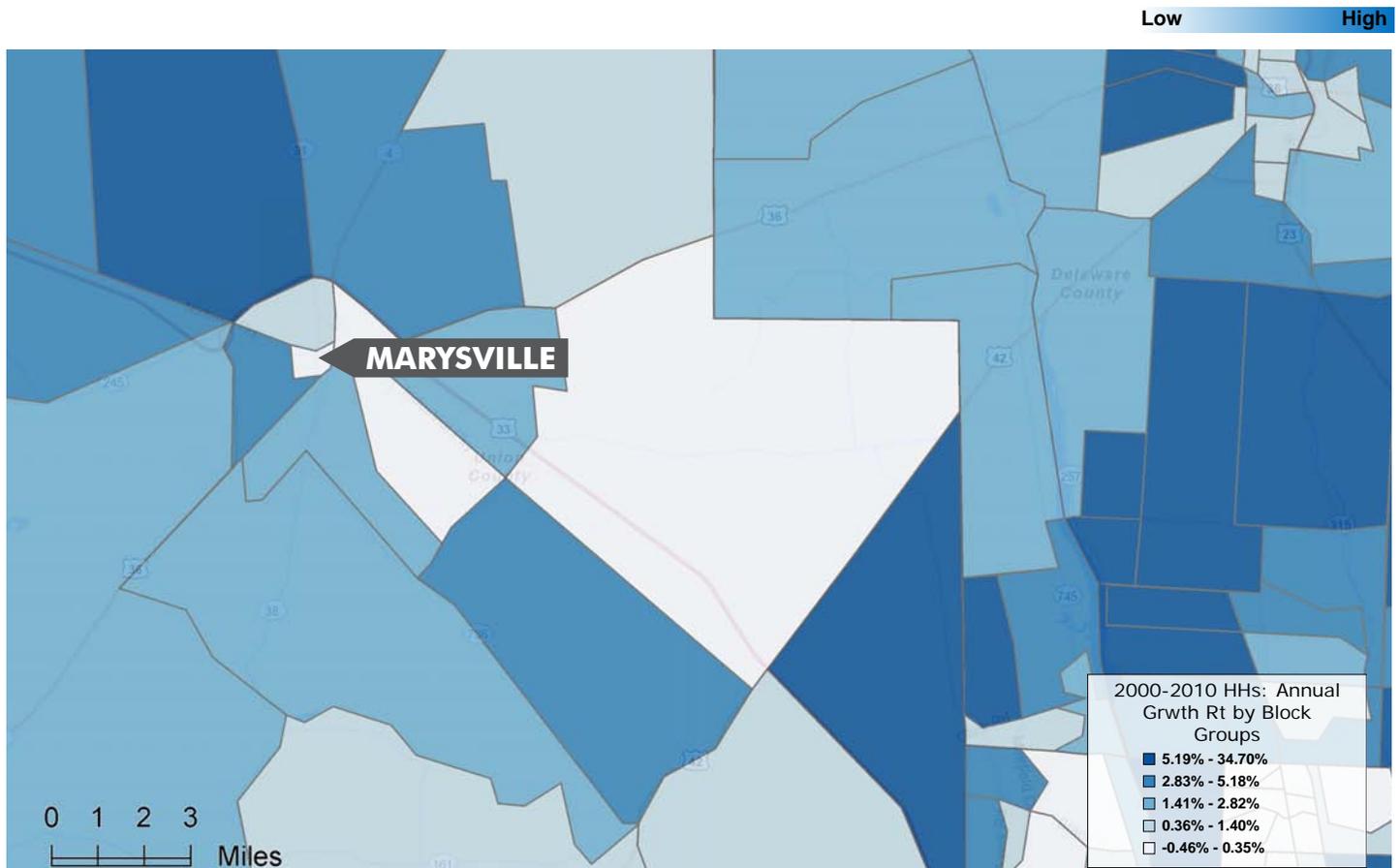
MARKET ANALYSIS

DEMOGRAPHICS

Population and Household Growth							
	Marysville city, OH	Uptown Study Area	Drivetime: 5 min	Drivetime: 10 min	Drivetime: 15 min	Union County, OH	Ohio
2000 Total Population	15,942	602	9,976	19,470	27,274	40,909	11,353,140
2010 Total Population	22,094	595	11,248	25,105	34,624	52,300	11,536,504
2015 Total Population	22,558	594	11,542	26,749	36,980	53,634	11,684,976
2010-2015 Annual Rate	1.22%	-0.03%	0.52%	1.28%	1.33%	1.23%	0.14%
2000 Households	5,563	239	3,916	6,725	9,444	14,346	4,445,773
2010 Households	7,422	240	4,477	8,707	12,088	18,065	4,603,435
2015 Households	7,952	241	4,661	9,352	13,000	19,084	4,644,320
2010-2015 Annual Rate	1.30%	-0.13%	0.61%	1.34%	1.36%	1.23%	0.06%
2010 Average Family Size	3.01	3.02	2.7	3.06	3.07	3.09	3.01

Regionally, northwestern areas of Columbus metropolitan area (Dublin and along Rt 33 corridor) have experienced the greatest population growth in the areas outside the Interstate 270 beltway.

Projected annual growth rate is 1.3% compared to 0.6% in the 5-minute drive area.



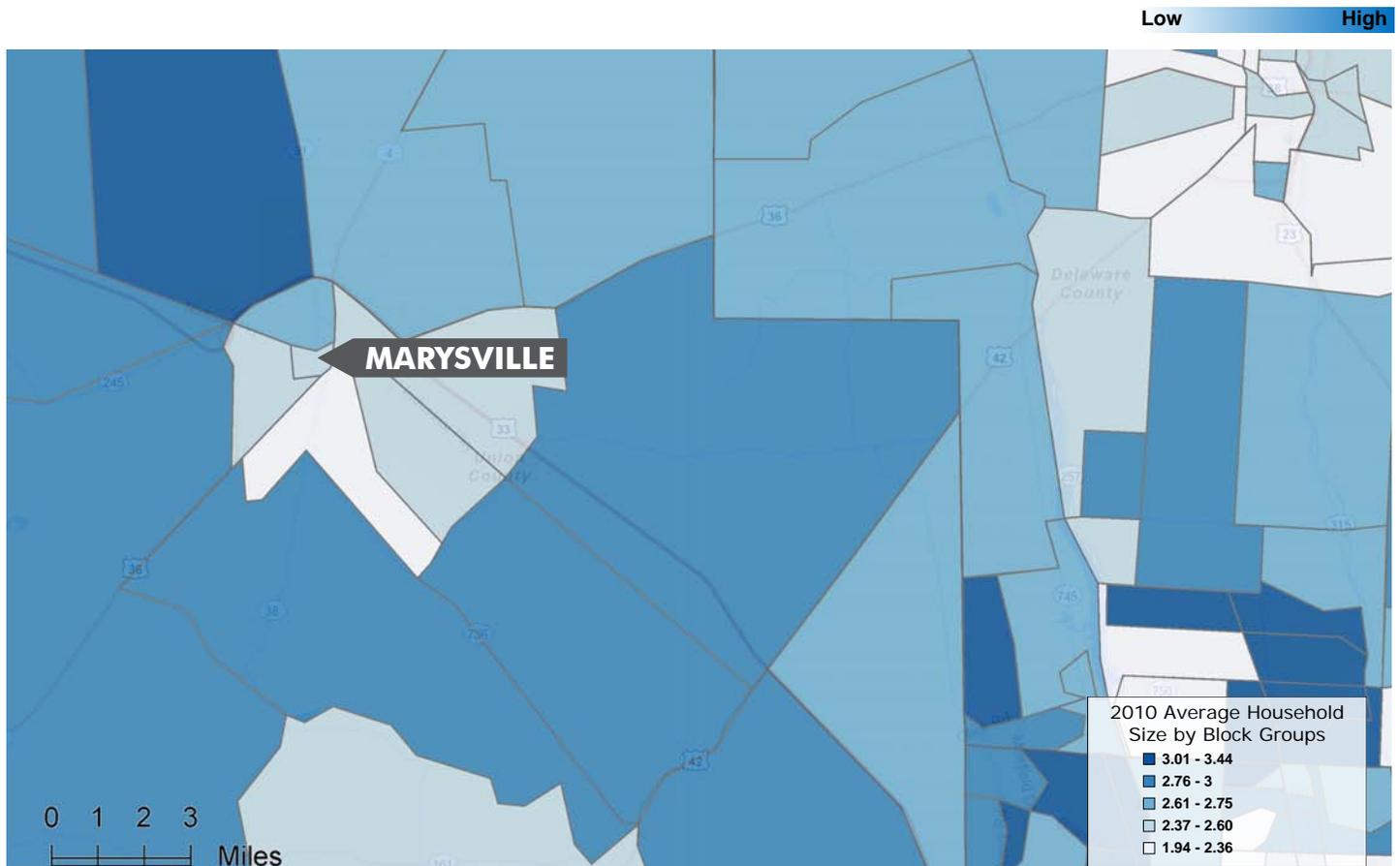
MARKET ANALYSIS

DEMOGRAPHICS

Households by Type							
	Uptown Study			Drivetime: 10 min		Drivetime: 15 min	
	Marysville city, OH	Area	Drivetime: 5 min	min	min	Union County, OH	Ohio
Total	5,563	238	3,917	6,726	9,444	14,346	4,445,773
Family Households	68.1%	64.7%	69.5%	71.1%	74.4%	75.9%	67.3%
Married-couple Family	53.8%	47.9%	54.4%	57.6%	62.2%	64.4%	51.4%
With Related Children	29.0%	24.4%	27.5%	29.9%	31.8%	32.4%	23.5%
Other Family (No Spouse)	14.3%	16.4%	15.2%	13.5%	12.2%	11.5%	15.9%
With Related Children	10.7%	12.6%	11.2%	9.8%	8.5%	7.9%	10.5%
Nonfamily Households	31.9%	35.7%	30.5%	28.9%	25.6%	24.1%	32.7%
Householder Living Alone	26.5%	30.3%	25.3%	23.9%	21.0%	19.9%	27.3%
Householder Not Living Alone	5.4%	5.5%	5.2%	4.9%	4.6%	4.3%	5.3%
Households with Related Children	39.7%	36.8%	38.7%	39.6%	40.3%	40.3%	34.0%
Households with Persons 65+	17.4%	20.1%	18.8%	17.6%	17.4%	18.9%	23.8%

Household sizes in the area reflect those of surrounding suburbs.

Locally (within 5-minutes of Marysville), well over half of households (70%) are classified as families. Around 40% of all households contain children while the City of Marysville shows comparable statistics [68% family households with 40% having children].



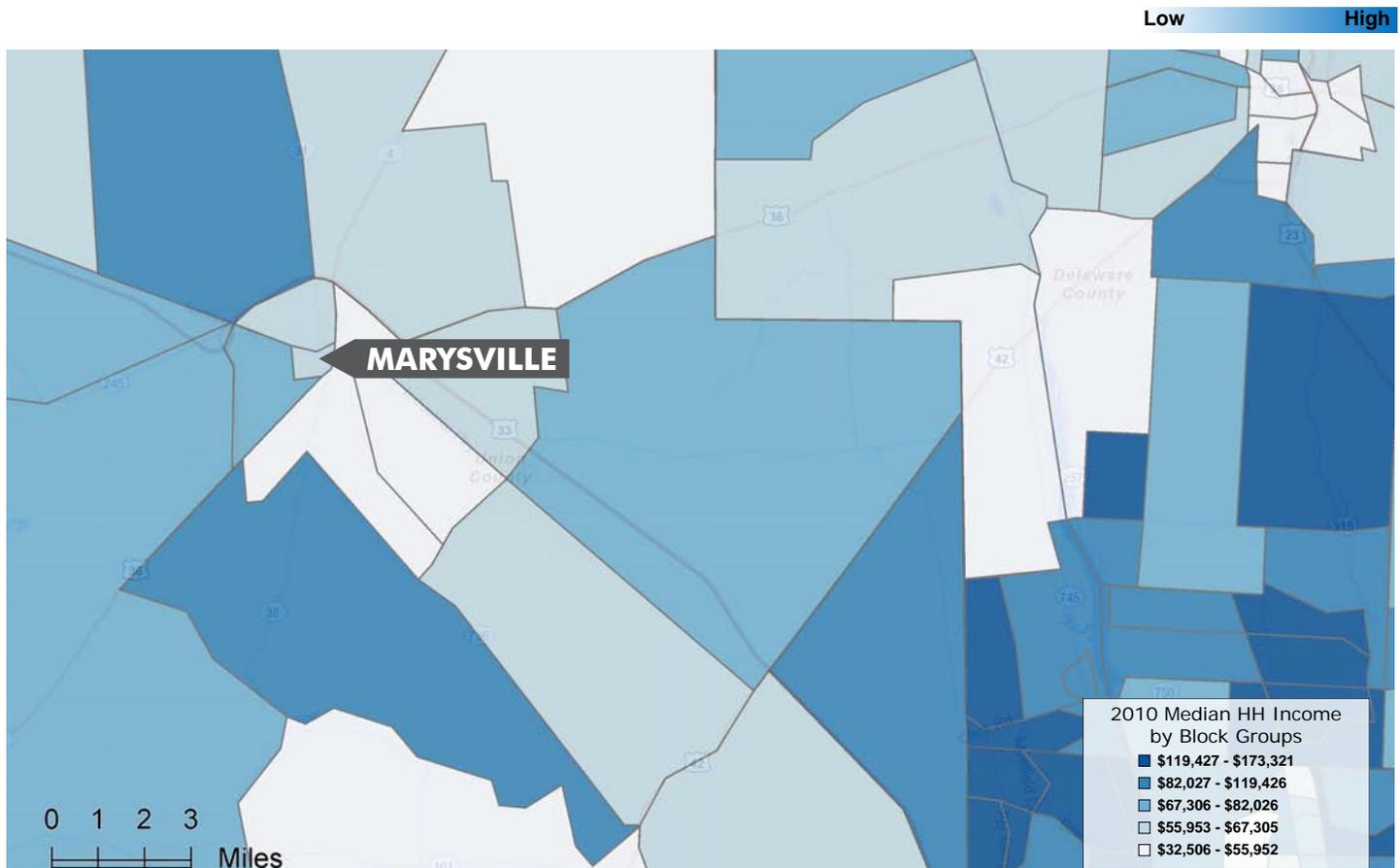
MARKET ANALYSIS

DEMOGRAPHICS

Median Household Income - 2010							
	Uptown Study		Drivetime: 10 min		Drivetime: 15 min		
	Marysville city, OH	Area	Drivetime: 5 min	min	min	Union County, OH	Ohio
Household Income Base	5,568	243	3,878	6,703	9,411	14,342	4,446,621
<\$15,000	12.3%	14.4%	11.6%	10.9%	9.3%	9.2%	15.6%
\$15,000 - \$24,999	13.8%	16.9%	13.8%	12.6%	11.1%	10.1%	13.4%
\$25,000 - \$34,999	11.2%	14.4%	12.3%	10.8%	9.9%	10.3%	13.6%
\$35,000 - \$49,999	15.3%	18.1%	16.8%	16.0%	16.7%	17.6%	17.3%
\$50,000 - \$74,999	27.2%	25.1%	27.4%	26.9%	26.5%	26.8%	20.4%
\$75,000 - \$99,999	11.9%	7.8%	11.3%	13.7%	15.4%	15.2%	10.0%
\$100,000 - \$149,999	6.6%	2.9%	5.6%	7.8%	9.1%	8.7%	6.5%
\$150,000 - \$199,999	1.4%	0.4%	0.9%	1.1%	1.6%	1.5%	1.6%
\$200,000+	0.3%	0.0%	0.2%	0.2%	0.4%	0.6%	1.7%
Average Household Income	\$51,387	\$42,895	\$49,980	\$53,228	\$57,133	\$57,439	\$52,836
Median Household Income							
2000 Census	\$47,229	\$38,363	\$45,806	\$49,634	\$52,197	\$51,971	\$40,998
2010 Census	\$66,624	\$53,267	\$60,595	\$67,219	\$68,107	\$66,143	\$52,047
Growth 2000-2010	41%	39%	32%	35%	30%	27%	27%
2015 Projection	\$75,409	\$58,515	\$67,228	\$75,719	\$76,182	\$74,391	\$58,651
Growth 2010-2015	13%	10%	11%	13%	12%	12%	13%

Source: U.S. Census 2000, 2010, ESRI.

Similar to surrounding areas of the Columbus metropolitan area, the City of Marysville has relatively high median household income compared to State of Ohio median.



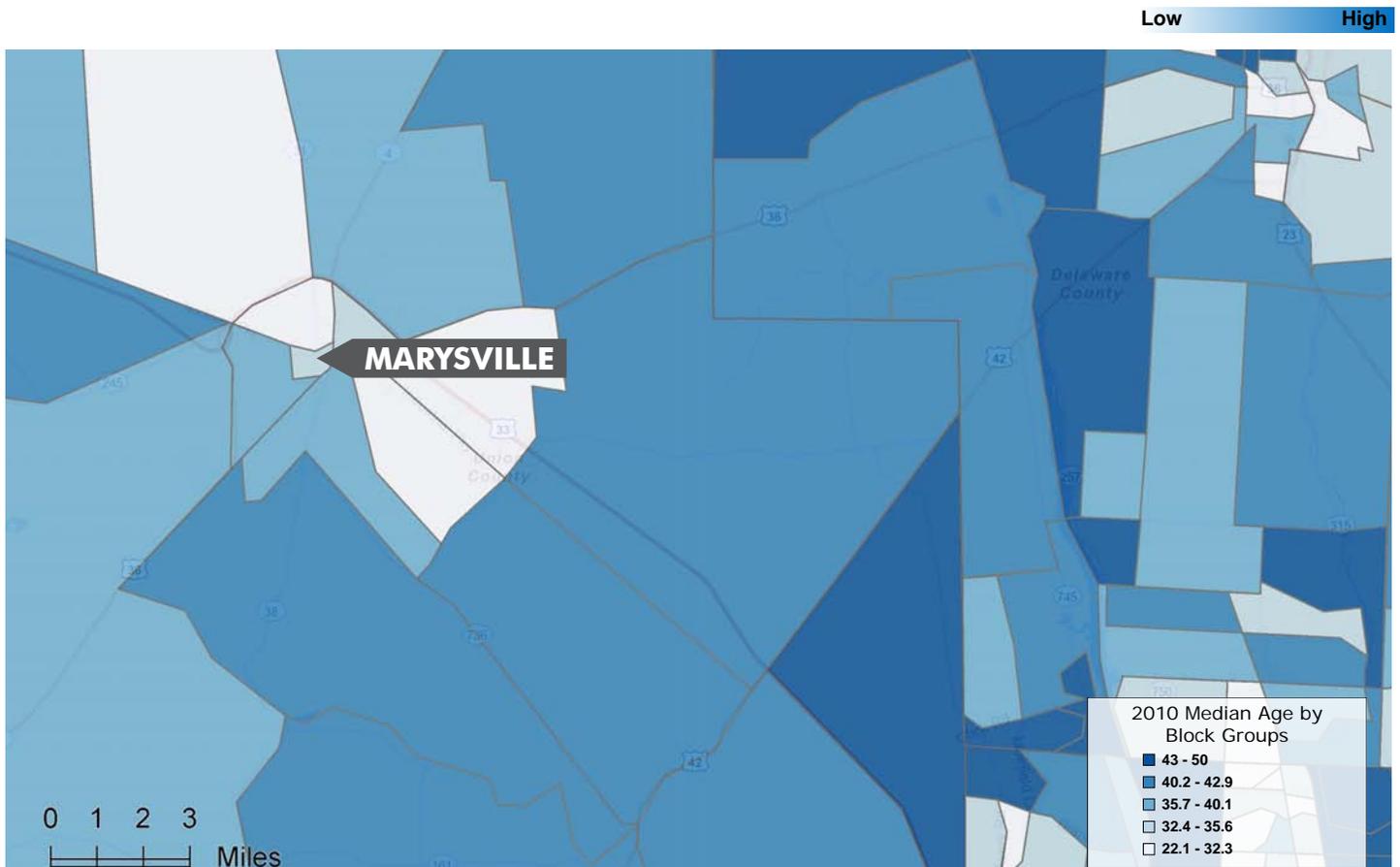
MARKET ANALYSIS

DEMOGRAPHICS

Population by Age - 2010							
	Uptown Study			Drivetime: 10 min		Drivetime: 15 min	
	Marysville city, OH	Area	Drivetime: 5 min	min	min	Union County, OH	Ohio
Median Age	34	34.7	33.9	34.2	35.7	36.4	38.8
Total	21,230	595	11,249	25,106	34,625	50,455	11,605,005
0 - 4	8.1%	8.1%	7.8%	8.0%	7.6%	7.4%	6.6%
5 - 9	7.7%	7.9%	7.3%	7.6%	7.5%	7.4%	6.5%
10 - 14	7.2%	7.4%	6.8%	7.2%	7.3%	7.4%	6.5%
15 - 24	13.0%	13.3%	13.4%	13.0%	12.7%	12.5%	13.7%
25 - 34	15.7%	13.8%	16.6%	15.2%	13.7%	12.6%	12.4%
35 - 44	18.1%	14.0%	17.0%	17.7%	17.0%	16.2%	13.2%
45 - 54	13.0%	14.1%	12.9%	13.3%	14.7%	15.5%	15.0%
55 - 64	8.5%	10.6%	8.9%	8.9%	10.1%	10.9%	12.2%
65 - 74	4.4%	5.4%	4.7%	4.6%	5.1%	5.6%	7.1%
75 - 84	2.8%	3.5%	3.1%	2.8%	2.9%	3.1%	4.7%
85 +	1.6%	2.0%	1.6%	1.5%	1.4%	1.4%	2.1%
18 +	73.1%	72.4%	74.0%	73.0%	73.3%	73.4%	76.4%

Source: U.S. Census 2000, 2010, ESRI.

The median age found in Marysville (34) is slightly lower than in surrounding areas. Union County has a median age of 37.



MARKET ANALYSIS

DEMOGRAPHICS

U.S. Census Housing Statistics							
	Uptown Study		Drivetime: 10	Drivetime: 15			
	Marysville city, OH	Area	Drivetime: 5 min	min	min	Union County, OH	Ohio
2010 Housing Units	8,096	274	4,949	9,525	13,086	19,317	5,166,433
Owner Occupied Housing Units	62.7%	56.6%	58.7%	63.8%	69.0%	71.2%	60.9%
Renter Occupied Housing Units	29.0%	31.0%	31.8%	27.6%	23.4%	21.2%	28.1%
Vacant Housing Units	8.3%	12.4%	9.5%	8.6%	7.6%	7.6%	11.0%
Median Home Value							
2000	\$119,862	\$91,842	\$112,838	\$122,943	\$130,584	\$126,158	\$100,501
2010	\$160,743	\$102,174	\$140,146	\$160,332	\$167,246	\$161,113	\$115,294
2015	\$180,687	\$111,765	\$157,062	\$179,913	\$186,163	\$179,822	\$122,676
Growth 2000-2015	51%	22%	39%	46%	43%	43%	22%
Occupied Housing Units by Value - 2000							
Total	3,562	161	2,566	4,672	7,092	11,118	3,072,514
<\$50,000	14.7%	27.3%	13.6%	12.0%	9.8%	9.0%	12.2%
\$50,000 - \$99,999	20.7%	32.3%	26.0%	22.2%	20.9%	24.8%	37.5%
\$100,000 - \$149,999	38.6%	28.6%	39.0%	37.6%	34.4%	33.1%	26.3%
\$150,000 - \$199,999	17.4%	6.2%	13.4%	18.0%	20.1%	18.8%	12.3%
\$200,000 - \$299,999	6.8%	3.7%	6.1%	7.5%	11.0%	10.8%	7.8%
\$300,000 - \$499,999	1.7%	1.9%	1.7%	2.1%	3.0%	2.6%	2.9%
\$500,000 - \$999,999	0.0%	0.0%	0.0%	0.2%	0.4%	0.5%	0.8%
\$1,000,000 +	0.0%	0.0%	0.2%	0.4%	0.4%	0.5%	0.2%
Average Home Value	\$120,794	\$97,230	\$119,319	\$130,677	\$142,759	\$141,104	\$124,321
Rent Rates							
Median Rent	\$471	\$425	\$470	\$470	\$472	\$455	\$423
Average Rent	\$454	\$413	\$461	\$453	\$456	\$438	\$443

Source: U.S. Census 2000, 2010, ESRI.

Race and Ethnicity - 2010							
	Uptown Study		Drivetime: 10	Drivetime: 15			
	Marysville city, OH	Area	Drivetime: 5 min	min	min	Union County, OH	Ohio
Total	21,230	595	11,248	25,104	34,623	50,455	11,605,005
White Alone	90.9%	97.0%	92.1%	91.7%	93.2%	94.5%	83.4%
Black Alone	5.9%	0.7%	5.1%	5.2%	3.9%	2.9%	11.8%
American Indian Alone	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.2%	0.7%	1.0%	1.2%	1.0%	0.8%	1.7%
Some Other Race Alone	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%	1.1%
Two or More Races	1.5%	1.3%	1.3%	1.5%	1.5%	1.3%	1.8%
Hispanic Origin	1.5%	1.2%	1.4%	1.4%	1.2%	1.2%	2.9%

Source: U.S. Census 2000, 2010, ESRI.

Educational Attainment - 2010							
	Uptown Study		Drivetime: 10	Drivetime: 15			
	Marysville city, OH	Area	Drivetime: 5 min	min	min	Union County, OH	Ohio
Total	13,610	377	7,276	16,086	22,451	32,921	7,743,597
Less Than 9th Grade	2.7%	3.2%	2.7%	2.6%	2.3%	2.3%	3.3%
9th to 12th Grade, No Diploma	8.3%	11.4%	8.9%	7.9%	7.4%	7.5%	9.0%
High School Graduate	38.3%	47.1%	41.9%	38.7%	39.0%	42.7%	35.7%
Some College, No Degree	22.3%	18.8%	21.3%	22.0%	21.7%	20.8%	19.7%
Associate Degree	8.1%	7.7%	8.7%	8.3%	8.1%	7.6%	7.6%
Bachelor's Degree	15.5%	9.8%	12.5%	15.4%	15.7%	13.7%	15.5%
Graduate/Professional Degree	4.8%	2.1%	3.8%	5.0%	5.8%	5.4%	9.2%
High School or Less	49%	62%	54%	49%	49%	52%	48%
More than High School	51%	38%	46%	51%	51%	48%	52%

SECTION THREE

MASTER PLAN

The master plan section consists of a graphical and textual documentation of physical framework understanding and recommendations, which along with relevant public policy, public-private partnership and appropriate funding will help guide growth and development within uptown Marysville. It is a long range vision, yet leverages current and upcoming opportunities that will provide immediate catalytic action to help to achieve the vision. The master plan section includes sustainable guiding principles and a series of annotated conceptual diagrams depicting the relationship with existing physical and environmental boundaries as well as best practices that can be used for guidance for building and site character.

SUSTAINABLE GUIDING PRINCIPLES

A MORE SUSTAINABLE AND ECONOMICALLY FEASIBLE FUTURE

Planning and design provides the implementation path towards sustainability. Factors including public policy, maintenance, use, development, organized efforts are intricately related to achieve this goal.



BUILDING CHARACTER

- Adaptive re-use of existing buildings
- Promote context-sensitive infill buildings
- Create building lines and setbacks consistent along roads
- Encourage creative use of massing for passive solar heating and natural cooling
- Promote the use of reflective roofs and roof gardens
- Promote the use of natural light



WATER QUALITY

- Minimize irrigation within urban areas
- Promote planting of native landscaping
- Promote water quality enhancement features: rain gardens, bio-swales, porous pavements
- Encourage blueways and greenways program



ENERGY EFFICIENCY

- Promote efficient usage of existing infrastructure
- Utilization of available capacity of utility infrastructure
- Encourage waste recycling practices
- Explore renewable and alternative energy generation systems: solar, wind, geothermal, biomass in small scale urban context
- Promote the use of LEED standards and energy star appliances



SUSTAINABLE SITE

- Development density contextual to City character
- Higher density development and mix of land use within Uptown
- Promote low impact development
- Provide appropriate buffer and minimize curb-cuts
- Promote shared parking behind commercial buildings
- Promote brownfield remediation and reuse



CULTURE & DIVERSITY

- Enhance the aesthetic outlook of public environment
- Provide amenities for different market segments



ORGANIZED INITIATIVE

- Organized effort between the City and stakeholders
- Collaboration to perform simultaneous efforts
- Clear communication between interested stakeholders for efficient use of resources
- Be proactive in general maintenance of buildings and public realm spaces
- Promote uptown-wide clean-up drives and other collaborative events



AIR QUALITY

- Improve air quality by promoting green space and landscaping
- Promote the reduction of vehicle emission to EPA standards
- Promote the use of clean fuel
- Reduce building emissions



OPEN SPACE

- Create interconnected network of parks and green spaces
- Connect with trail systems
- Promote development of parks within walking distance (1/4 mile radius)
- Create conservation land to protect environmentally sensitive areas
- Encourage community gardening



ALTERNATIVE TRANSPORTATION

- Promote walking and biking
- Provide sidewalk accessibility
- Promote street connectivity
- Encourage road-diet and accommodate all forms of transportation
- Promote Safe Routes To School (SRTS) Program



HOUSING MIX

- Opportunities for different income ranges and market niches
- Higher density within Uptown
- Life cycle housing to meet needs for all ages
- Universal design to provide accessibility options

CONCEPT MASTER PLAN

NODES/FOCUS AREAS

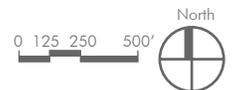


LEGEND

- Existing Buildings
- Proposed Buildings
- Green Space/Parks

Nodes/Focus Areas

- 1** Main Street Gateway
- 2** Uptown Greene
- 3** Plum Street/Town Run Corridor
- 4** South Gateway
- 5** Courthouse Area
- 6** 5th Street Gateway



Data Source: City of Marysville GIS

CONCEPT MASTER PLAN

DISTRICTS & ENVIRONMENTAL CONSIDERATIONS



- Uptown Historic District - District on the National Historic Register Places
- Design Review District - Locally designated district focused on historic preservation and design
- Community Reinvestment Area - CRA - encourage development and improvements to historic, commercial, and/or residential areas. Property

owners within the CRA may be granted real property tax abatement on increases in property valuation that result from new construction or remodeling of existing structures. Existing taxes are not abated. Individual property owners as well as businesses can benefit from this program.

Data Source: City of Marysville GIS

CONCEPT MASTER PLAN

MAIN STREET GATEWAY



LEGEND

- Existing Buildings
- Proposed Buildings
- Green Space/Parks

CONCEPT

- 1 Enhance the gateway into Uptown from the north with the rehabilitation of existing water treatment facility, addition of new infill buildings, gateway signage and maintained landscaping
- 2 Bridge enhancement
- 3 Unique gateway and public art opportunity for mural on the silos just north of the railroad tracks
- 4 Potential adaptive reuse



Data Source: City of Marysville GIS

CONCEPT MASTER PLAN

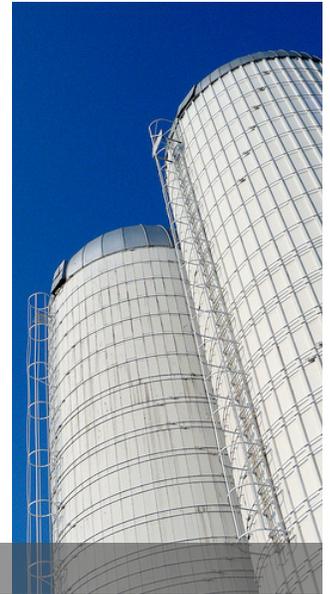
MAIN STREET GATEWAY - BEST PRACTICES



Hospitality Use



Gateway Mural



Gateway Bridge



Infill Mixed Use

CONCEPT MASTER PLAN

UPTOWN GREENE



LEGEND

- Existing Buildings
- Proposed Buildings
- Green Space/Parks

CONCEPT

- 1 Expanded public gathering opportunity and connection to existing trail network with green space and pavilion/stage
- 2 Office/mixed use campus
- 3 Encourage higher density residential (townhomes) and professional office spaces
- 4 Pedestrian Bridge over Mill Creek connection to Jim Simmons Multi-Use Trail



Data Source: City of Marysville GIS

CONCEPT MASTER PLAN

UPTOWN GREENE - BEST PRACTICES



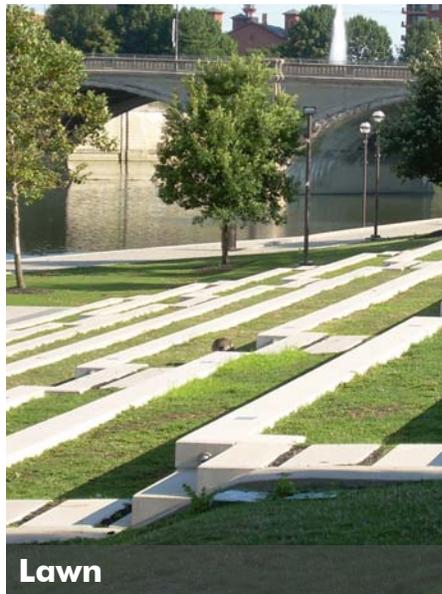
Office Campus Building Character



Pedestrian Bridge / Creek Restoration



Townhome Character



Lawn



Stage

CONCEPT MASTER PLAN

PLUM STREET/TOWN RUN CORRIDOR GATEWAY

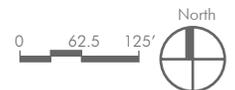


LEGEND

- Existing Buildings
- Proposed Buildings
- Green Space/Parks

CONCEPT

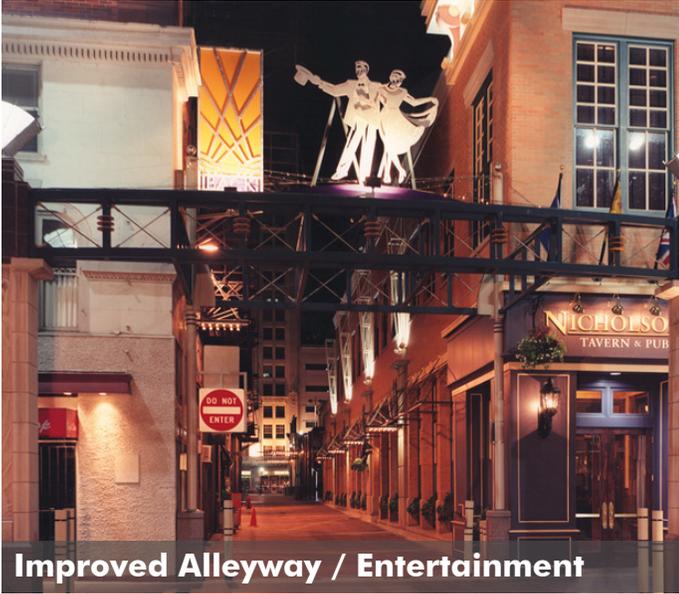
- 1 Mixed Use /Retail / Restaurant / Office
- 2 Restored Town Run - Celebrate the Town Run corridor by creating walkways along its path
- 3 Entertainment Alleyway (Restaurants, Retail, Town Run Commemorative Pathway) - Enhanced alleyway will allow for a safe pedestrian zone for entertainment and outdoor cafes
- 4 Proposed Library Pavilion and Library Green will provide a more centralized greenspace for Uptown workers and residents



Data Source: City of Marysville GIS

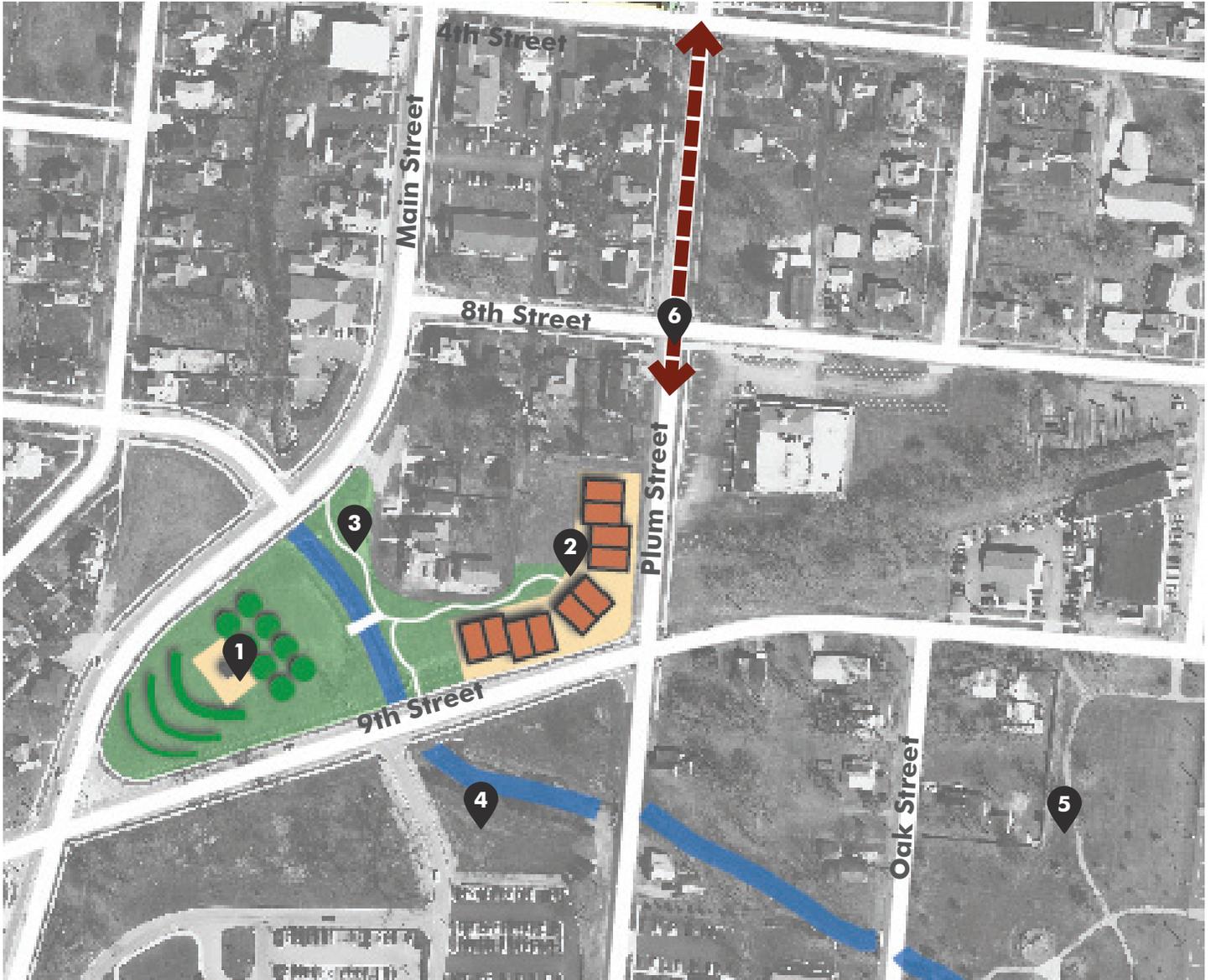
CONCEPT MASTER PLAN

PLUM STREET/TOWN RUN CORRIDOR - BEST PRACTICES



CONCEPT MASTER PLAN

SOUTH GATEWAY



LEGEND

- Proposed Buildings
- Green Space/Parks

CONCEPT

- 1 Opportunity for a gateway/identity feature to provide a welcoming entrance from the south into Uptown
- 2 Townhomes and multi-unit housing buildings will complement future development needs of the Memorial Hospital of Union County
- 3 Trail along enhanced Town Run with bridges
- 4 Memorial Hospital
- 5 Eljer Park - connect Town Run corridor (greenway/trails)
- 6 Streetscape enhancement connection with Uptown



Data Source: City of Marysville GIS

CONCEPT MASTER PLAN

SOUTH GATEWAY - BEST PRACTICES



ADDITIONAL BEST PRACTICES

RESIDENTIAL



ADDITIONAL BEST PRACTICES

STREETSCAPE AMENITIES



ADDITIONAL BEST PRACTICES

LIBRARY GREEN



ADDITIONAL BEST PRACTICES

INFILL MIXED USE



ADDITIONAL BEST PRACTICES

PARK AND RECREATION



ADDITIONAL BEST PRACTICES

TRAIL ADJOINING MILL CREEK AND TOWN RUN



SECTION FOUR

IMPLEMENTATION

The implementation section is critical in framing the recommended strategies so that the initiatives can be appropriately tasked and completed within an expected timeframe. Moreover, it acts as a yardstick to gauge the results of the implementation initiatives to marked impact within Uptown. Although the implementation items have identified priorities, actual initiatives may differ based on availability of different forms of resources at different times.

The majority of recommended strategies as mentioned within the Uptown Marysville Revitalization Plan, 2006 are still valid (implementation schedule incorporated in the Appendix section of this document); as such careful consideration has been given not to duplicate the recommendations in this document but to incorporate the most relevant ones toward effective implementation in current economic, physical and social scenario of Uptown Marysville.

PLAN UPDATES

It is recommended to revisit and modify the Uptown Revitalization Plan Update along with Uptown Marysville Revitalization Plan (2006) on a timely basis to make necessary adjustments as the market conditions dictate. Initially semi-annual reviews are recommended for first and second years after adoption of the Uptown Revitalization Plan Update to gauge the implementation initiatives and their effect on marked growth and development. It is recommended to follow with annual reviews for the subsequent years.

Sustained and committed City leadership and involvement by the Steering Committee is required for the success of the Plan. In addition, other stakeholders and property/business owners should be involved on a continual basis for effective implementation.

The Plan should be revisited and modified on a 5-year basis.

PLAN AMENDMENT

Any development and organizational review and approvals should strongly adhere to the recommended strategies of this Plan. Development decisions may sometimes require an amount of flexibility from the recommended policies to implement based on current circumstances. Particular attention should be provided in those cases so that the essence of the approvals does not deviate from the visions and objectives of the Plan. Major deviations that are not consistent with the Plan will require formal amendment of the Plan.

City departments and associated agencies should continually review the Plan for adherence to the policies and programs. Capital Improvement Program (CIP) and budgets should be earmarked according to the programs and budgets based on the priorities and timelines as described within the checklist. As initiatives are being implemented, this Plan along with the CIP, will be the guide to ensure capital and operational investments are consistent with the visions and objectives as prescribed in this Plan.

IMPLEMENTATION PRIORITIES

The following implementation activities and recommendations represent a combination of previously prepared recommendations as presented in the Uptown Marysville Revitalization Plan 2006 and as augmented in this plan update. All of the recommendations are important and will continue to be important to the revitalization of the uptown area and the City. The City should play a critical role in the revitalization of the Uptown with the top priorities being to adopt the vision plan defined in the Revitalization Plan Update. Implementation priorities have been identified for the City to take an active role in the redevelopment process to accomplish the Uptown vision along with working in collaboration with Union County Development Fund (UCDF) to garner public-private partnership towards development/redevelopment. Additionally, Union County Chamber of Commerce should work to bring the public and private sectors together.

ADOPT THE VISION

The first step in moving forward with the revitalization of the Uptown is to officially adopt this plan as a vision for the future. While there has been a number of plans developed in the past, this document in conjunction with the 2006 Revitalization Plan provides a succinct vision for the City to create a revitalized, vibrant Uptown. The adoption should be performed through a public hearing process with the potential redevelopment commission acting as the “gatekeepers” for the plan.

AGGRESSIVELY RECRUIT PRIVATE DEVELOPERS FOR INITIAL CATALYTIC PROJECT

A significant responsibility of the City and UCDF will be to solicit private developers with whom public-private partnerships can be formed to develop key projects in Uptown Marysville. The key project areas identified previously for the UCDF can become priority development sites that will spur further reinvestment into the community. Work with property owners to partner with a developer to implement the vision with the development expertise, financial capacity and appetite for risk to invest into the downtown.

Catalytic development opportunities with economic challenges should be championed by the City and UCDF and explore creative approaches:

- Strategize on realistic property acquisition cost - work with realtor and survey similar assets in the local area for comparison with realistic costs
- Partnerships with patient/long term pay back plan
- Deferred acquisition pay-out so that the individual/organization taking hold of the acquisition can get some additional time to collect the capital to pay-out for the acquisition.
- Public subsidy for acquisition
- City resources should help with acquisition, demolition and public realm upgrade through instituting additional economic development districts (such as Tax Increment Financing) and the utilization of potential TIF dollars and other financial resources.

ELEVATE THE HEIGHTENED AWARENESS OF GENERAL MAINTENANCE AND PRESERVATION

To provide a welcoming appearance to visitors, shoppers, residents and to attract businesses within Uptown, it is important that the Uptown areas are well maintained with general maintenance and regular clean-up. Also buildings and the downtown area in general are suffering from lack of preservation initiatives - mainly due to lack of interest by property and business owners for undergoing perceived higher cost of preservation initiatives and also due to lesser activities in downtown that suffer from competition from the regional competition. It is highly recommended to institute a grading system of preservation which can address variable scale from basic enforcement and upkeep that complies with minimal life safety needs to complex building stabilization procedures. This initiative needs to be appropriately marketed through voice of Marysville branding, promotional materials.

IMPLEMENTATION MATRIX

An implementation matrix has been provided for better interpretation of the recommendations. Majority of the recommendations are from the Uptown Marysville Revitalization Plan Update from 2006.

The implementation table consists of six (6) columns as below:

- **Item**
Delineates the specific chapters of the Plan. This is color coded for differentiation between chapters
- **Number**
Exhibits the strategies as described within the recommendations within the chapters
- **Task**
Relates to specific implementation workpath and techniques
- **Primary Responsibility**
Shows the responsible party/individual that/who will oversee/assist in the implementation of the specific tasks
- **Associated Funding**
Shows the potential funding sources, wherever applicable
- **Timeline**
Shows the level of priority for specific tasks (see below for explanation)

The timeline (priority level) has been categorized as “short term” (0-2 year), “medium term” (2-5 years), “long term” (5 - 20 years and above) or continuous

The implementation techniques have been subdivided into the following categories based on National Main Street’s 4-point approach as instituted by the National Trust for Historic Preservation:

- Organization
- Promotion
- Design
- Economic Restructuring

It has to be noted that the implementation items are not listed chronologically – implementation tasks will be prioritized based on the availability of different forms of resources at appropriate times. These resources vary from organizational initiatives to availability of funding/financing.

Priority implementation are highlighted in the matrix for easy reference.

Abbreviations Used within the Matrix

CITY:	City of Marysville Administration
UCDF:	Union County Development Fund
HUBD:	Historic Uptown Business District
ODOT:	Ohio Department of Transportation
UCCC:	Union County Chamber of Commerce
PROP:	Property Owners
UC:	Union County
UCBD:	Union County Building Department
BUSO:	Business Owners
UCAA:	Union County Agriculture Association

ORGANIZATIONAL IMPLEMENTATION

Strategies	Task	Primary Responsibility	Associated Funding	Timeline
O-1: Champion the revitalization plan update	A. Adopt the Uptown Revitalization Plan Update	CITY, UCCC, HUBD, UCDF	-	Short Term
	B. Revisit and modify the Revitalization Plan Update in conjunction with the 2006 Plan on a timely basis	CITY	-	Medium Term - Long Term
	C. Research for additional funding opportunities by leveraging this plan update - CDBG, transportation related, etc.	CITY, UCCC	-	Short Term - Long Term
	D. Identify key redevelopment initiatives, identify public-private partnership opportunities and capital, add to CIP	CITY, UCDF, UCCC	-	Short Term
	E. Actively recruit private development partnership for catalytic development	CITY, UCDF, UCCC	UCDF FUNDING, GRANTS	Short Term - Long Term
O-2: Take proactive regulatory measures	A. Modify zoning and applicable regulatory framework (including historic district guidelines) based on the vision that Uptown is a special district	CITY	CITY FUNDING	Short Term
	B. Proper enforcement for adherence to regulations	CITY, UCBD	CITY FUNDING	Short Term - Long Term
	C. Implement a public-private taskforce with building officials and local developers for preservation/new construction related initiatives and work on prioritization of such initiatives	CITY, UCDF, UCC, UCBD	-	Short Term - Long Term
	D. Expedite plan and development review process with "One-Stop" review system	CITY, UCBD	CITY FUNDING	Short Term
O-3: Create a special improvement district	A. Define specific area and develop operating plan, determine annual cost, describe kind of services	UCDF, CITY, UCCC	-	Medium Term
	B. Submit to appropriate local legislative authority in ordinance form for public hearing and approval	UCDF, CITY, UCCC	-	Medium Term

ORGANIZATION

PROMOTIONAL IMPLEMENTATION

Strategies	Task	Primary Responsibility	Associated Funding	Timeline
P-1: Develop marketing information and promotional campaign	A. Create promotional information, brochures, literature along with database of local buildings/site information	UCDF, HUBD, UCCC	MARKETING CAMPAIGN	Short Term
	B. Work with a marketing firm to develop a one-stop Uptown website and connect with local media and social media outlets; cross marketing opportunities in the local region	HUBD, CITY	CITY BUDGET, GRANTS	Short Term - Medium Term
	C. Create collaborative strategy to leverage existing local events/festivals	CITY, HUBD, UCCC	-	Short Term
	D. Promote the importance of preservation and general maintenance and clean-up	CITY	-	Short Term
P-2: Improve the street level retail experience	A. Develop coordinated retail business hours	HUBD, BUSO, CITY	-	Short Term
	B. Implement coordinated promotions and sidewalk sales	HUBD, BUSO, CITY	GRANTS, DONATIONS	Short Term - Long Term
	C. Encourage seasonal window displays	HUBD, BUSO, CITY	GRANTS, DONATIONS	Short Term
	D. Organize downtown-wide clean-up drives	HUBD, BUSO, CITY, UCCC	GRANTS, DONATIONS	Short Term - Long Term
P-3: Develop a stage for community and entertainment cultural events	A. Utilize the Library Green, public gathering spaces beside MillCreek and Town Run as a civic space to stage special outdoor events	CITY, HUBD, UCCC	BROWNFIELD PROGRAM, ECONOMIC DEVELOPMENT INITIATIVES	Medium-Long Term
	B. Promotig funding for more Uptown landmarks (eg. County Courthouse, potential relocated City Administrative Building/Civic Campus)	CITY, UCCC	-	Long Term
P-4: Energize the Uptown with arts and culture	A. Identify opportunities for seasonal/temporary art installations	CITY, HUBD, PROP, UCCC	CITY, GRANTS	Short-Medium Term
	B. Continue and expand the tradition of an annual art and/or food festival	CITY, HUBD, PROP, BUSO	CITY, BUDGET, GRANTS	Medium-Long Term
	C. Work collaboratively with local/regional sustainable food initiatives; work with Union County Farmer’s Market	CITY, HUBD, PROP, UCCC, UCAA	BUDGET, GRANTS	Short-Medium Term

PROMOTION

DESIGN IMPLEMENTATION

Strategies	Task	Primary Responsibility	Associated Funding	Timeline
D-1: Physical enhancement of Plum Street and 4th & 5th Street corridors	A. Review/develop access management plan; propose curb-cut consolidation, road diet - include bike, pedestrian access resources	CITY, ODOT	TRANSPORTATION ENHANCEMENT (TE), BUDGET	Long Term
	B. Work with a consultant to develop a Plum Street, 4th Street & 5th Street Streetscape Plan	CITY, ODOT	TE FUNDS	Short Term - Long Term
D-2: Create a downtown landmark - theater restoration, Town Run corridor, etc.	A. Utilizing the concept plan for location, refine the physical design	CITY, UCDF, PROP	-	Short Term
	B. Solicit project funding and move forward with design development, property negotiations, applicable repurposing of land, public-private partnership/s	UCDF, PROP	-	Short Term - Long Term
D-3: Develop identity elements	A. Develop branding/theming (theme and logo) based on promotional concepts	CITY, UCDF	-	Short-Long Term
	B. Identify physical gateway opportunities and elements and prepare gateway design/s; develop coordinated signage and wayfinding program	CITY, HUBD	TIF, TE	Long Term
D-4: Target opportunities for redevelopment	A: Identify key redevelopment site based on the vision; require developers to adhere to overall vision and concept plan, development guidelines	UCDF, CITY	CITY BUDGET	Short Term - Medium Term
	B: Institute a preservation standards system with different degrees of renovation	CITY	-	Short Term
	C: Implement Facade Enhancement program	CITY	PRESERVATION GRANTS/FUNDS	Medium Term
	D: Infrastructure improvements - review level of service, capacity utilization, feasibility of relocating overhead utilities at specific areas, broadband service, alternative energy generation resources, add to CIP	CITY	INFRASTRUCTURE FUNDING, CAPITAL BUDGET	Short-Long Term
D-5: Improve overall mobility, accessibility	A. Connect with bike trails/paths, sidewalks	CITY	TE	Medium Term
	B. Develop the Town Run corridor as a greenway trail and connect to Mill Creek trail	CITY, UCDF, UCCC	TE, NATURE GRANTS, ODNR, TRAILS FUNDS	Medium - Long Term

ECONOMIC RESTRUCTURING IMPLEMENTATION

Strategies	Task	Primary Responsibility	Associated Funding	Timeline
E-1: Build trust in investment community through retention and recruitment program	A. Establish an Economic Restructuring Committee of business and community leaders to implement an effective R&E program	UCCC, CITY	-	Short Term
	B. Create a business development plan in conjunction with the marketing/PR campaign - include niche tenanting strategy, clustering policy, general maintenance and upkeep, coordinated hours, visual merchandising, etc.	UCCC, HUBD, CITY, BUSO	-	Short Term - Long Term
	C. Create and follow guidelines for business retention and recruitment - identify niche market, offer business assistance, opportunities for growth and expansion, coordinated PR campaign, recognize early warning signs, plan for business transitions, seminars for enhanced sales	UCCC, HUBD, CITY, BUSO	-	Short Term - Long Term
	D. Target desired and economically viable businesses in an organized recruitment and marketing campaign	UCCC, HUBD, CITY	-	Short Term - Long Term
E-2: Encourage entrepreneurship	A. Identify small businesses with a growth plan and individuals with viable business start up concepts	UCCC, HUBD, CITY	-	Short Term - Long Term
	B. Connect growth businesses with needed capital	UCCC, HUBD, CITY, UCDF	MODIFIED RENT STRUCTURES, ABATEMENTS	Short Term - Long Term
E-3: Adopt and use available economic development tools	A. Use Tax Increment Finance (TIF) to finance improvements to the downtown	CITY, UCCC	-	Short Term - Long Term
	B. Utilize tax abatement opportunities as an incentive for targeted uses	CITY, UCCC	-	Medium-Long Term

ECONOMIC RESTRUCTURING

DETAILED RECOMMENDATIONS

ORGANIZATIONAL RECOMMENDATIONS

Objective: O-1

Champion the revitalization plan

Strategy

The City UCDF and other organizations should champion the Uptown Revitalization Plan Update effort and help to implement development strategies and necessary public policy alongwith . This should occur in public-private partnership manner with the support of the City of Marysville and committed organizations.

Action Tasks

- The City should formally adopt the Uptown Revitalization Plan Update through public hearing process.
- Continue revitalization initiatives as per Main Street’s 4-point approach - Organization, Promotions, Design and Economic Restructuring.
- Continue to pursue Main Street designation.
- The City with assistance from UCDF, UCCC will serve as “gate-keepers” for the Plan. UCDF’s role is mainly for private development initiatives in collaboration with City fo public-private partnership. UCCC is mainly responsible for economic restructuring.
- Leverage the Plan Update and research for additional funding opportunities and pioneer the public relations campaign for the downtown tenanting and district marketing.
- Revisit and modify the Revitalization Plan Update on a timely basis to make necessary adjustments as market conditions dictate.

Objective: O-2

Take proactive regulatory measures

Strategy

Create better collaborative efforts with State and County departments, which is essential for both short-term and long term for zoning, preservation and building related enforcement and implementation measures. Better coordination between these public agencies will help to ease the process of development plan application review.

Action Tasks

- Modify zoning and applicable regulatory framework based on the vision; create development guide.
- Continue to utilize historic distrcit guidelines.
- Proper enforcement for adherence to regulations.
- Create a local taskforce between building officials and local developers for preservation initiatives; create a different degrees of renovation system that varies from basic enforcement/minimal life safety code to State Historic Preservation Standards to complex building stabilization
- Expedite plan and development review process with “One-Stop” review system to build confidence in the City with property owners and development for efficient administration of zoning and building permit application. Coordinate with State and County departments.
- Use overlay district to develop special zoning requirements including signage, sidewalk cafes, etc.
- Encourage upper level renovation to encourage additional housing opportunities.

DETAILED RECOMMENDATIONS

ORGANIZATIONAL RECOMMENDATIONS

Objective: O-3

Create a special improvement district

Strategy

A Special Improvement District (SID) is a quasi-public organization formed by property owners who have agreed to an assessment on their property in order to generate revenue for services and capital improvements provided within a defined district.

Special Improvement Districts provide a long-term financial base for marketing, capital improvements and management programs.

Action Tasks

- Define the specific area and develop an operating plan describing the kind of services and/or details of infrastructure improvements.
- Engage interested property owners into the discussion to create the SID.
- Determine the annual cost for delivering the services and develop formula for annual assessments.
- Owners of at least 66% percent of the assessed value in the district need to sign a petition to approve the creation of the district. Current assessments for streetscape improvements in Uptown expires in 2014. The need to extend the assessment or implement a SID is important to cover improvement and maintenance costs.
- Submit to appropriate local legislative authority in ordinance form for public hearing and subsequent vote to approve the creation of the district.

DETAILED RECOMMENDATIONS

PROMOTIONAL RECOMMENDATIONS

Objective: P-1

Develop marketing information and promotional campaign

Strategy

Developing the marketing information for promotional campaign in conjunction with the on-going efforts, most notably the initiatives geared towards businesses and local residents.

Action Tasks

- Create promotional information, brochures, literature along with database of information on local buildings/site information for use in creating leasing packages to send or give to potential business recruits. Some effective ways of marketing are producing promotional information highlighting the following:
 - Letter of introduction including compelling reasons why downtown Uptown Marysville makes economic sense for a particular business.
 - General information and photos of the Marysville community highlighting its assets.
 - Wish list of new businesses supported by market demand and supply data (as mentioned within this report and communicated further by area developers/investors/realtors).
 - Recent developments demonstrating investment in downtown Marysville.
 - Trade area geographic definition and demographic data (refer updated market analysis section).
 - Trade area economic data including actual and potential sales data (including available sales area).
 - Nonresident consumer data (including daytime population and tourism visitation).
 - Descriptions of target market segments specific for Uptown Marysville (refer updated market analysis section).
- Develop a business inventory including names and addresses, property owner information, leasable area, terms of lease, average downtown rental rates, dimensions and possibly an image of the property.
- Significant employers and the institutions within the City (Memorial Hospital) and near Uptown that will help to spread the message about destinations and anchors.
- Vehicle and pedestrian traffic volume. This could be from existing, known traffic counts or by conducting specific traffic counts, where needed.
- Mix of existing retail, service, dining, housing, office and lodging in the district and adjoining areas.
- Press coverage and testimonials highlighting success stories.
- Summary of incentives and other business assistance available in downtown Marysville.
- Work with a marketing firm to develop a one-stop website and connect with local media and social media outlets; cross marketing opportunities in the local region.
- Create collaborative strategy to leverage existing local events/festivals.
- Promote the importance of general maintenance, clean-up, value of preserving historic buildings among Marysville residents, business owners through promotional materials, seminars etc. - arrange clean-up drives, market the grading system of preservation.

DETAILED RECOMMENDATIONS

PROMOTIONAL RECOMMENDATIONS

Objective: P-2 **Improve the street level retail experience**

Strategy

Promote Uptown Marysville as an exciting, convenient, place to visit among target population groups including, young professionals, families and aging local residents. Activity generation to Uptown offers a tremendous opportunity to make the area a vibrant destination.

Action Tasks

- Create collaborative strategy to leverage existing local events/festivals.
 - Conduct a joint meeting with all business owners with City, UCCC, UCDF, Historic Marysville Business District to understand individual business needs and discuss possibilities of co-ordinated and extended hours.
 - Identify and facilitate discussions with businesses that have similar markets that they would benefit from coordinated hours.
 - If coordinated business hours are adopted, market the district hours with other forms of PR and marketing.
- Implement coordinated promotions and sidewalk sales.
 - Identify promotional activities that the business district retailers are comfortable with, but promote what is unique about Marysville.
 - Market the promotional event to internal and external audiences.
 - Maintain records of the planning process. Evaluate the promotion after it occurs and develop “lessons learned” to pass on to the next promotional committee.
- Encourage seasonal window displays through coordination with the City and develop guidelines for displays.
 - Create guidelines for several times of the year including spring, summer, early fall, holiday and winter.

Objective: P-3 **Develop a stage for community entertainment and cultural events**

Strategy

Marysville has an opportunity to design a central community meeting space to hold events that focus on the local residents first and then drawing from outside the City.

Action Tasks

- Utilize the Library green (refer to conceptual vision plan) as a civic space to stage special outdoor events.
 - Encourage groups and organizations hosting public events to use the Library green as the location along with revitalized green spaces along Town Run and Mill Creek.

DETAILED RECOMMENDATIONS

PROMOTIONAL RECOMMENDATIONS

Objective: P-4

Energize the Uptown with arts and culture

Strategy

The infusion of arts and culture is recommended to be used as an incentive to create extended opportunities to involve the residents and engage Uptown Marysville. Enhanced streetscape and additional retail offerings can create vibrant public spaces that will entice both shoppers and visitors to visit Uptown. This will help enhance the identity of the city and generate excitement among residents who can enjoy the cultural events within their community.

Action Tasks

- Identify opportunities for seasonal/temporary art installations.
 - Identify a community art coordinator who will work with the City and local businesses to create projects and enlist contributors.
 - Promote events with marketing/branding effort.
- Begin a tradition of an annual art and/or food festival.
 - Identify project coordinator/team.
 - Form a Mural Committee in partnership with Marysville Art League.
 - Identify festival theme and target audience/market.
 - Identify initial space (temporary location could be parking lot areas near Main Street).
 - Identify/solicit participants for festival.
 - Obtain/solicit funding for marketing and promotion.
- Work collaboratively with local/regional sustainable food initiatives; work with Union County Agriculture Association and Union County Farmer's Market.

DETAILED RECOMMENDATIONS

DESIGN RECOMMENDATIONS

Objective: D-1

Physical enhancement of Plum Street, 4th and 5th Street corridors

Strategy

Inviting public open spaces within the Uptown provides relief within the urban framework and sets the stage for private investment to occur. Presence of public amenities, appropriate lighting, other streetscape elements, proper signage and wayfinding elements will help to instill an environment of safety and will generate confidence within residents and visitors to frequent downtown.

Action Tasks

- Manage access and improve aesthetics along Plum Street, 4th and 5th Street
 - Review / develop access management plan.
 - Propose curb-cut consolidation.
 - Prepare corridor enhancement plan.
 - Submit plan for Transportation Enhancements (TE) or other grant funding opportunity.
- Use decorative signal poles at key intersections
 - Follow the Main Street designs
 - Obtain funding [Congestion Mitigation and Air Quality (CMAQ) grant, other grant opportunity, capital improvement, etc.].
- Create a public signage and wayfinding environmental signage plan.
- Implement enhancements, including decorative lighting, planters, street trees
 - Include design amenities, material selection, cost estimation and engineering coordination.
 - Submit plan for TE or other grant funding opportunity.
 - Obtain matching funds or fund project through capital improvement project.
 - Prepare design development – construction package.

Objective: D-2

Create a downtown landmark - theater renovation, Library green, Town Run restoration

Strategy

Creating landmark/s for the City will provide better access for residents at a more prominent location in Uptown. Based on the conceptual vision plan this will act as a center of activity promoting the Uptown as a destination.

Action Tasks

- Utilizing the conceptual vision plan for discuss priorities, explore public-private investment opportunities, research state, local, regional funding, incorporate in capital improvements.
- Refine physical design with design professionals.
- Solicit project funding and move forward with design development, property negotiations, applicable repurposing of land, public-private partnership/s.
- Develop a system for funding and maintaining a downtown landmark
 - Seek contributions from local residents and business owners.
 - Seek grant funds to assist with design and construction.
 - Establish a fund in the City budget or an endowment to contribute to maintenance.
 - Explore public-private partnerships opportunities to leverage potential developments.

DETAILED RECOMMENDATIONS

DESIGN RECOMMENDATIONS

Objective: D-3 Develop identity elements

Strategy

To provide a welcoming appearance to visitors, shoppers and residents alike, it is important that downtown areas are not only well maintained with regular clean-up but it is also recommended to enhance the City with clear, easy to read identity package. The presence of proper signage and wayfinding elements will help to instill a cohesive environment that is easy to navigate to desired destinations and find new ones as well.

Action Tasks

- Develop branding/theming (theme and logo) based on promotional concepts.
- Identify physical gateway opportunities and elements and prepare gateway design/s; develop coordinated signage and wayfinding program.
- Market the Uptown Business District through Historic Marysville Business District, UCDF, etc.
- Implement an identity program.
 - Adopt an official logo or image for the Uptown.
 - Use the logo/image on all City communications: letters, web site, newsletters, etc.
 - Incorporate the logo/image in any gateway or informational signage that the City implements.
- Design an informational signage system reflective of the business district theme.
 - Establish branding theme.
 - Prepare signage system plan, which would include proposed locations, design criteria, signage/naming policy, maintenance.
 - Prepare signage system design standards for physical structure(s).
 - Solicit/obtain funding.

Objective: D-4 Target opportunities for redevelopment

Strategy

The recommended development directions according to the vision plan are anticipated to create opportunities for development to occur in the Uptown area. This will promote the City as a destination for residents and visitors. Guidelines should be put in place to create quality new development that will create additional demand for public infrastructure. The goal for infrastructure improvements is to maintain the inventory listing of the items, develop and maintain the infrastructure plan.

Action Tasks

- Identify key redevelopment site/s based on the vision.
 - Review/amend zoning/ordinance policy, if necessary, to accommodate vision plan.
 - Work with an urban design consultant to create design and development guidelines to direct the form and character of development according to the conceptual vision plan. This will augment the historic district guidelines.
- Require developers to adhere to overall vision and concept plan, development guidelines.
 - Formalize review process and guidelines.
 - Require landscaping for redevelopment sites.
 - Require pedestrian amenities for redevelopment sites.
 - Manage access at redevelopment sites.
 - Require appropriate buffering.
 - Craft developer RFP for designated sites to solicit private investment activity.
- Rehabilitate upper stories and promote vertical mixed uses within Uptown, specifically residential on upper floors [refer to preliminary concept development and proforma for renovation and retrofit of Uptown building in the appendix section]

DETAILED RECOMMENDATIONS

DESIGN RECOMMENDATIONS

- Invest in new infill development that will bring energy into Uptown.
- Utilize a different degrees of renovation possibilities in connection with preservation initiatives:
 - Basic enforcement [minimal life-safety code standards] - Building and Zoning Code Compliance
 - State Historic Preservation Standards
 - Building Stabilization and Advanced Renovation
- Implement Facade Enhancement program, paint program
- Utilize historic easement program
- Infrastructure improvements
 - Review level of service standards, capacity utilization, feasibility of relocating overhead utilities within specific areas, broadband service within downtown, alternative energy generation resources and add to Capital Improvement Plan (CIP).

Objective: D-5

Improve overall mobility, accessibility

Strategy

The Town Run and Mill Creek provides a environmental/physical feature for increased connectivity with linear parks, greenways and trails. Enhanced streetscape at the nodes of this “connective tissue” of the road network (Plum Street) and the creek will create vibrant public spaces that will create economic development opportunities and entice both residents and visitors to visit Uptown.

Action Tasks

- Connect with bike trails/paths, sidewalks.
 - Conduct sidewalk assessment.
 - Identify missing linkages and opportunities.
 - Coordinate with the corridor enhancement plans.
 - Coordinate with the public works capital improvements plan.
- Develop the Town Run corridor as a greenway trail that will act as economic development opportunities - new infill, public gathering opportunities, etc.
 - Discuss the project with property owners in the corridor.
 - Secure funding for property acquisition.
 - Acquire property.
 - Have design and engineering work completed for Town Run restoration
 - Develop plans for connection to regional trails including connection of Uptown to Jim Simmons Multi-Use Trail.
- Encourage alternative connections in Uptown area - bike routes, bikepaths, trails, sidewalk connections.
- Connect Town Run corridor with Eljer Park that will create nodes on either end of Uptown. This can be utilized for loop connections for walkable/bikeable Uptown area.

DETAILED RECOMMENDATIONS

ECONOMIC RESTRUCTURING RECOMMENDATIONS

Objective: E-1

Build trust in investment community through retention and recruitment program

Strategy

Innovative public-private incentive programs will help to create vibrant cultural, shopping and entertainment destinations and promote holistic revitalization of the downtown. Opportunities for revitalization such as façade improvements, catalytic developments etc., however small, should be explored that will gradually build confidence in existing and potential property/business owners.

Further, a comprehensive business retention and recruitment program will not only help to reposition existing and future businesses in Uptown Marysville but will also provide critical tools to give existing businesses more confidence in making expansion decisions, providing extra profit margin, and creating a safety net for newly recruited business.

Action Tasks

- Establish an active Economic Restructuring Committee of business and community leaders to implement an effective R&E program.
- Create a business development plan in conjunction with the marketing/PR campaign - include niche tenancing strategy, clustering policy, general maintenance and upkeep, coordinated hours, visual merchandising, etc.
- The following are few guidelines for business retention recruitment:
 - Identify key businesses: Businesses should be identified which help create the street life, pedestrian traffic, and sense of vitality that are hallmarks of a successful commercial business district.
 - Offer needed business assistance: One of the retention team's primary responsibilities is to determine what services individual businesses need and match them with the appropriate resources. The typical resources include store presentation and window display, merchandise selection and presentation, locating buying groups, developing/changing business plan according to current needs, accounting and record keeping, compliance with local, state and federal regulations, inventory control, computer usage and website development, personnel management and training, improving advertising and promotion, identifying and capturing new markets and planning for business expansion.
- Help businesses identify and develop opportunities for growth and expansion: The following are some typical recommendations-attracting more customers from same market niche, building repeat customer base, motivating existing customers to spend more, identifying new markets for current product lines, adding new product lines or services to capture a wider market range, repositioning the business by changing its image and product mix to capture new markets, expanding existing space or relocation within the downtown, opening under one ownership "companion" shops that support each other.
- Recognize early warning signs of business failure: A struggling business should be identified by the retention team for strategic repositioning and/or changing products and/or services.
- Plan for business transition: The retention team's role in the business transition can vary according to situation, but could include serving liaison between business owner and potential buyers, brokers, tenants, lenders, etc
- A series of seminars could be offered to downtown merchants dealing with such topics as visual merchandising, window displays, customer service, marketing and promotions, inventory control, etc.
- Target desired and economically viable businesses in an organized recruitment and marketing campaign.

DETAILED RECOMMENDATIONS

ECONOMIC RESTRUCTURING RECOMMENDATIONS

Objective: E-2 Encourage entrepreneurship

Strategy

As the implementation of the vision plan is underway, concentrated efforts should be focused not only on retention of existing businesses but also addition of appropriate uses in the Uptown area vacant spaces/locations. This effort should be initiated through efforts of the City and Chamber. These organizations can assist in the promotion, marketing and recruitment of new and appropriate businesses according to the vision. Regardless of the store type, successful Marysville merchants will offer superior customer service and product knowledge, unique specialty items, convenience, a pleasant atmosphere, and support for community causes.

Action Tasks

- Identify small businesses with a growth plan and individuals with viable business start up concepts.
- Connect growth businesses with needed capital.
- Utilize the example Scotts in Uptown area, as business opportunity for local/regional brands in the Uptown area. Attract other retailers in the area by promoting the success stories of existing businesses and the potential of Uptown Marysville.

Objective: E-3 Adopt and use available economic development tools

Strategy

Collaboration between the City and economic development is essential for both short-term and long term implementation measures. Better coordination between these public agencies will help to ease the process of development plan application review to building construction phase. Also it will help property/business owners, residents and general applicants to gather information at a one-stop shop.

Action Tasks

- Ascertain the feasibility of utilizing Tax Increment Finance (TIF) financing, potential boundaries of TIF district and build consensus.
- Use TIF to finance improvements to the downtown.
- Utilize CRA, tax abatement, small business loan, low interest loan opportunities as an incentive for targeted uses and for private development initiatives.
- Research incentives, funding in addition to CDBG Tier II, CRA; work collaboratively with area financial institutions to invest in the area and spreading donations throughout the area.

SECTION FIVE

APPENDIX

CONTENTS

- Meeting Information
- Regional Market Conditions
- Uptown Plan 2006 - Implementation Schedule
- Building Redevelopment Scenario Example

MEETING INFORMATION

NOVEMBER 29, 2011

Kick-off Meeting

JANUARY 11, 2012

City Staff Discussion Session

JANUARY 26, 2012

City Staff Discussion Session

FEBRUARY 16, 2012

City Staff Discussion Session

FEBRUARY 27, 2012

Steering Committee Meeting

APRIL 26, 2012

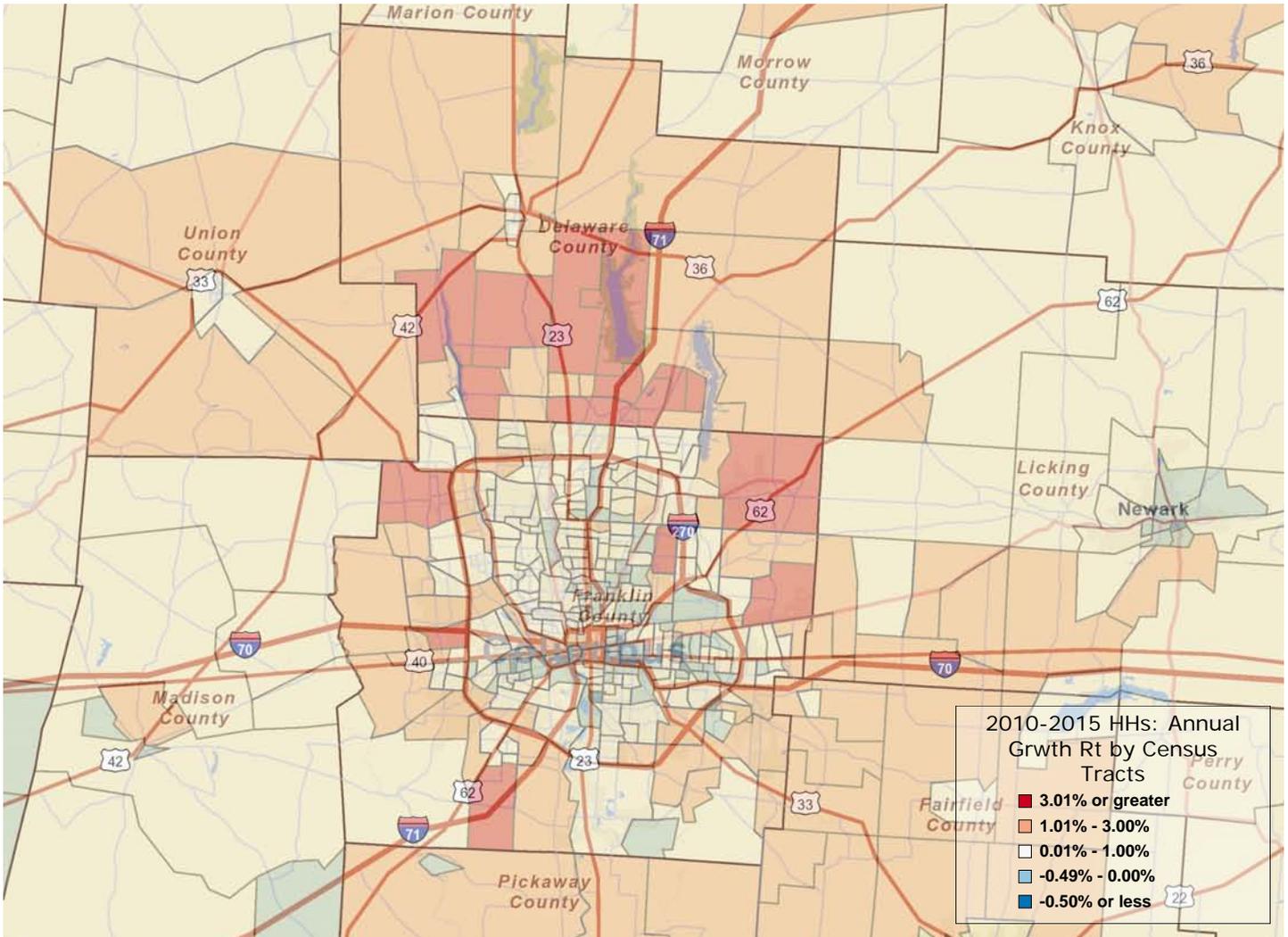
City Council Meeting

EXISTING CONDITIONS

REGIONAL MARKET CONDITIONS

FUTURE REGIONAL GROWTH

2010-2015 Households: Annual Growth Rate (Esri) by Census Tracts

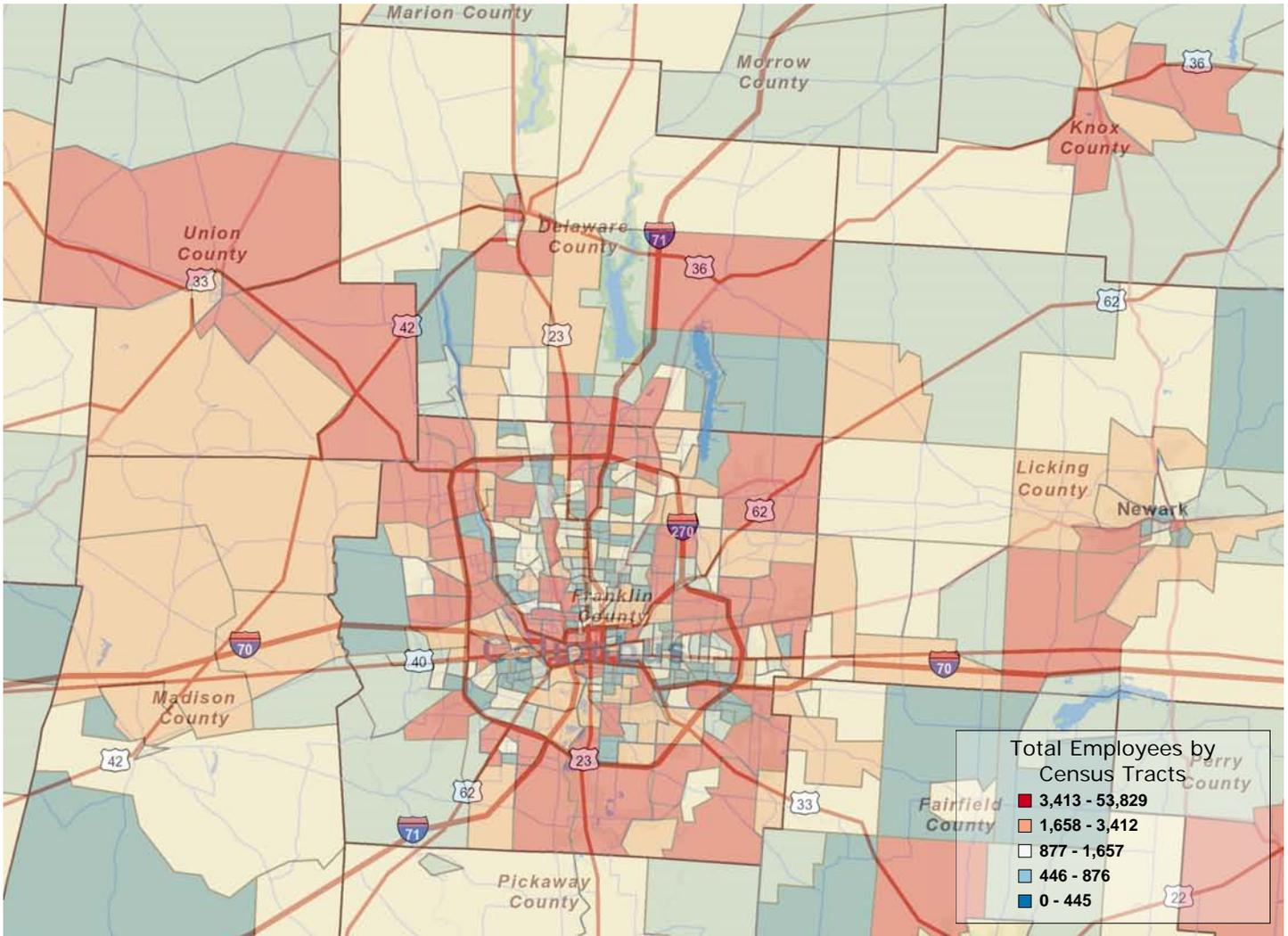


EXISTING CONDITIONS

REGIONAL MARKET CONDITIONS

REGIONAL EMPLOYMENT SPREAD

Employees (All Business Types) by Census Tracts

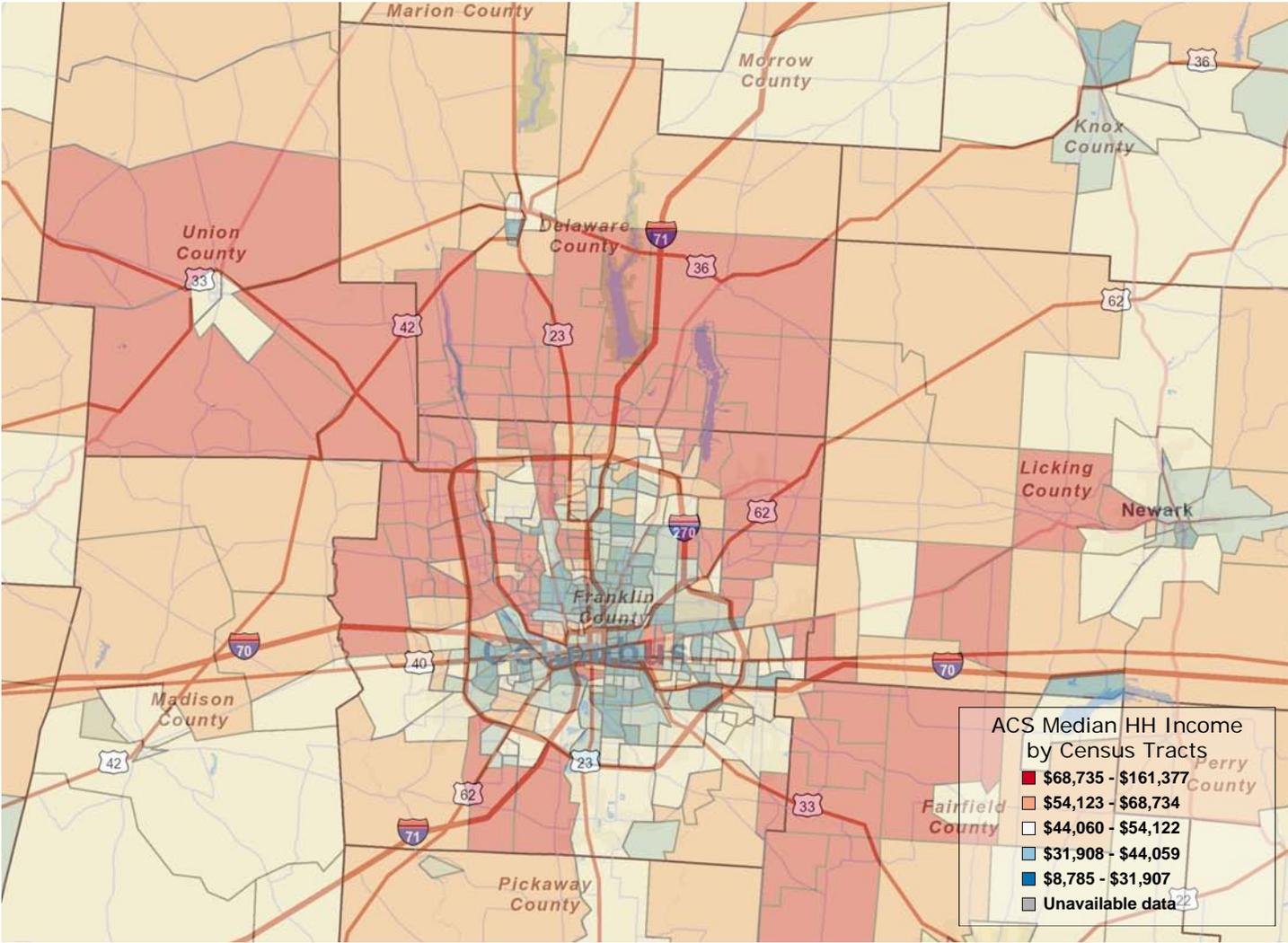


EXISTING CONDITIONS

REGIONAL MARKET CONDITIONS

REGIONAL INCOME

2005-2009 ACS Median Household Income by Census Tracts

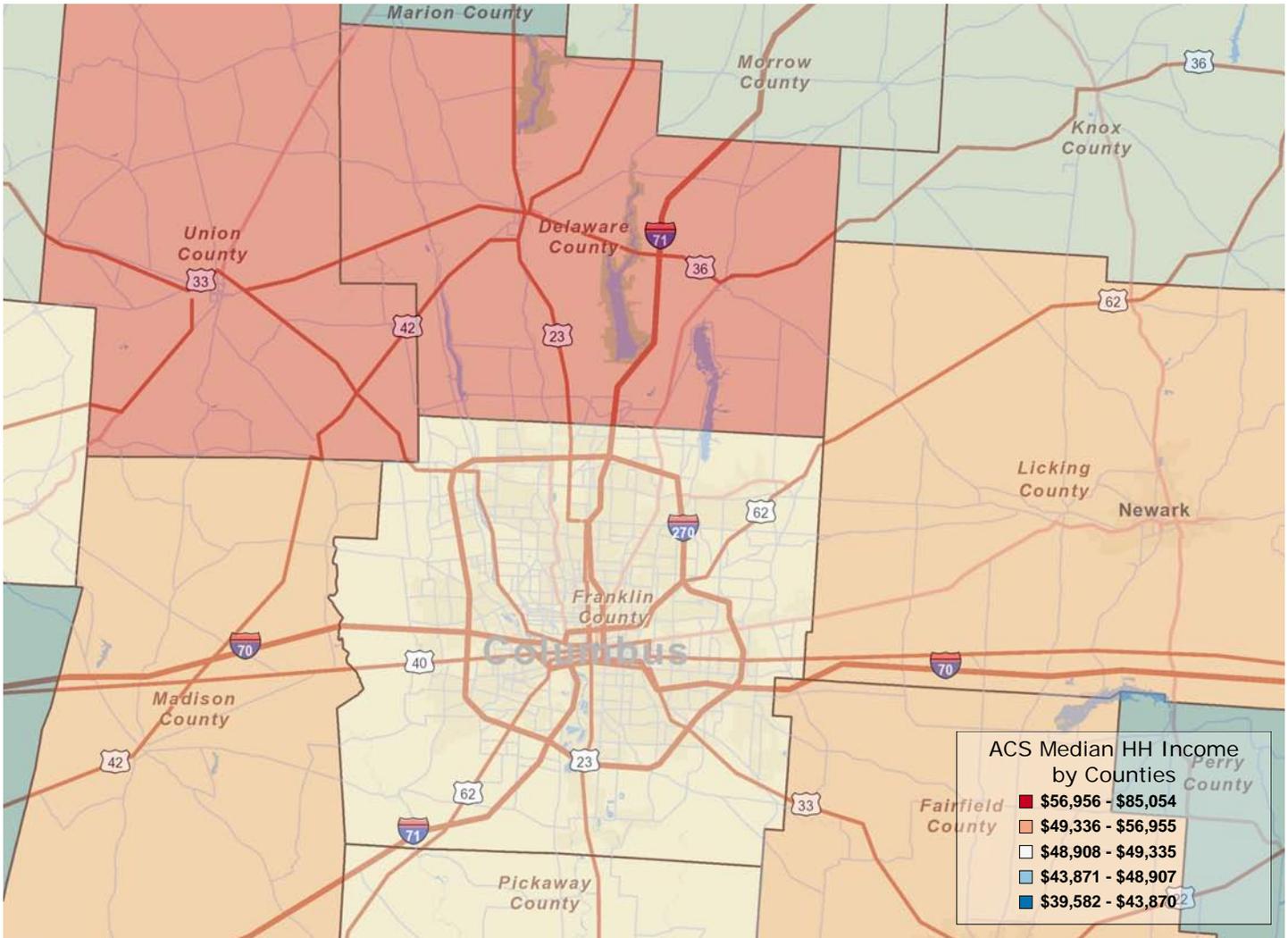


EXISTING CONDITIONS

REGIONAL MARKET CONDITIONS

REGIONAL INCOME

2005-2009 ACS Median Household Income by Counties

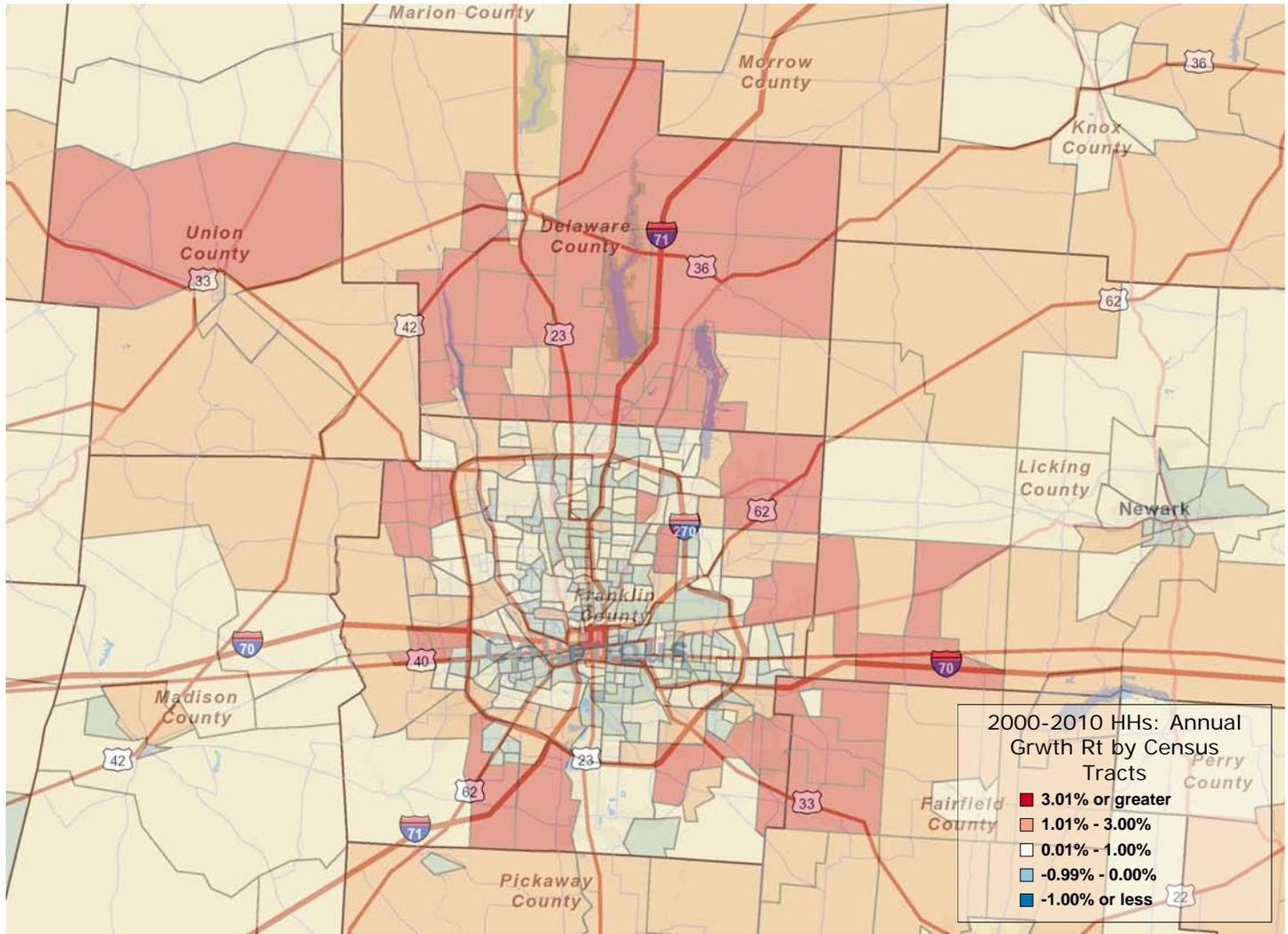


EXISTING CONDITIONS

REGIONAL MARKET CONDITIONS

REGIONAL GROWTH

2010-2015 Households: Annual Growth Rate (Esri) by Census Tracts



UPTOWN IMPROVEMENT PLAN IMPLEMENTATION SCHEDULE

HISTORIC MARYSVILLE REVITALIZATION PLAN (2006)

	Objective (tactic)	Page Ref.	Progress/Notes
1	Oversee Annual Work Plan		
a.	Hold an annual meeting/work planning session.	IV-3 & 20	Was done while URT existed
b.	Develop evaluation criteria for Work Plan objectives.	IV-6	Was done while URT existed
c.	Define URT member roles and responsibilities.	IV-7	Was done while URT existed
d.	Assign issues to individuals and not committees.	IV-7	Was done while URT existed
e.	Monitor re-investment statistics.	IV-8	Was done while URT existed
f.	Maintain URT org. chart & ensure equal distribution of work.	IV-6	Was done while URT existed
g.	Publish annual report to outline accomplishments & goals	IV-3	Was done while URT existed
2	Organize a Special Improvement District (SID)	IV-5 & 15	
a.	Create a 501c3 designated organization.	IV-6	HMBD has assumed this
b.	Pursue 501c3 funding opportunities.	IV-6	Was researched by URT; HMBD has assumed role
c.	Work with the City to launch an intensive SID education campaign.	IV-6	Exploring for 2014
d.	Work with other groups to ensure that SID services don't overlap.	IV-5	Exploring for 2014
e.	Hire a paid Uptown Manager.	IV-7	Tried in 2010; suspended due to lack of funding
3	Pursue Funding Sources, Partnerships, and Assistance from:		
a.	CDBG - ED and Formula funds.	IV-14	City administers
b.	CDBG Tier II Grant.	IV-11	Successfully received in 2009
c.	CDBG-DT Tier III grants.	IV-13	No work done
d.	Certified Local Government (CLG).	IV-17	Successfully received in 2009
e.	Community Reinvestment Area (CRA).	IV-13	Complete
f.	Comprehensive Housing Improvement Program (CHIP).	IV-15	City administers
g.	Corporate sponsors.	IV-15&18	Corporate sponsors are gathered for Uptown events
h.	Heritage Ohio, Inc.	IV-9	Union Co. Chamber maintains membership
i.	Historic Rehabilitation Tax Credit Program.	IV-16	No work done
j.	Investment Group.	IV-4	UCDF was established in 2010
k.	Lender Commitment Program.	IV-14	Discussion has occurred; no interest by local banks
l.	Local Transportation Improvement Program (LTIP) funds.	IV-13	No work done
m.	Low Income Housing Tax Credit (LIHTC).	IV-16	No work done
n.	ODNR Div. of Forestry grants.	IV-12	No work done

	o. ODOT Transportation Enhancement Program grants.	IV-12	City has utilized TE in other areas (Delaware Ave.)
	p. Ohio Arts Council.	IV-17	Successfully received grants
	q. Ohio Department of Travel and Tourism.	IV-17	Successfully received grants and co-op marketing
	r. Ohio Public Works Commission.	IV-13	Successfully received funding for streetscape (2010)
	s. OHPO Building Doctor Program.	IV-16	Was held in 2010
	t. Preservation easements.	IV-16	No work done
	u. Request for Proposals (RFPs).	IV-15	As-needed
	v. Revolving Loan Fund (RLF).	IV-15	No work done
	w. Small Business Association loans.	IV-14	As-needed through MEC and SBDC
	x. Spotlight Program.	IV-17	No work done
	y. State Investment Tax Credit.	IV-16	No work done
	z. Tax Increment Financing (TIF) to encourage investment.	IV-14	No work done
	aa. Union County Foundation funds for Main Street Program.	IV-18	Discussion has occurred; no funding available
4	Work with City, County & Civic Organizations as Partners.	IV-11	
	a. Work with City to get secondary tap fees waived.	IV-13	Complete
	b. Work with County to increase the convenience fee.	IV-19	No work done
	c. Work with the City to develop a "big box" impact fee.	IV-18	Deemed not feasible
	d. Seek line-item funding from County.	IV-4 & 19	Discussion has occurred; no funding available
	e. Utilize the CIC to create investment in Uptown.	IV-4	On-going through CIC, Port Authority and UCDF
	f. Utilize CIC as a county-wide downtown program.	IV-4	Chamber assists with downtown efforts countywide
	g. Work with City to enforce prohibition of bicycles/skateboards.	V-3	On-going
	h. Work with City to enforce 25 mph speed limits.	V-4	On-going
	i. Work with City to expand pattern of historic light poles, etc.	V-7	Streetscape improvements were made in 2010
	j. Work with City to better light public gathering spaces.	V-7	No work done
	k. Couple paid city workers with volunteers where possible.	V-10	Under consideration for 2012 programs
	l. Work with City to site drivers that endanger pedestrian safety.	V-14	No work done
	m. Work with the City to develop a sidewalk maintenance program.	V-14	Complete
	n. Work with the City on a landscape maintenance program.	V-11	Complete
	o. Ensure ADA compliance on all sidewalks.	V-14	On-going
	p. Examine signal-timing to allow for smooth traffic flow.	V-3	First phase complete

	q.	Work with county to enforce building code, eliminate neglect.	V-25	On-going; additional work needed
	r.	Develop Uptown programs with the Master Gardeners.	VII-11	Adopt-a-Pot and Hanging Basket Program established
	s.	Develop Uptown programs with Concerts in the Park.	VII-11	Friday Nights Uptown satisfies this task
5	Organize volunteer program		IV-8	
	a.	Develop volunteer tracking/management system w/ motivations.	IV-8	No work done
	b.	Hold annual volunteer appreciation event, etc.	IV-8	No work done
6	Develop Member Dues and Benefits			
	a.	Create member benefits specific to Uptown and list.	IV-10	Was done while URT existed
	b.	Develop joint dues Chamber and/or Historical Society.	IV-10	Was done while URT existed
	c.	Develop member and volunteer recruitment materials.	IV-10&20	Was done while URT existed
	e.	Establish a Speaker's Bureau.	IV-20	Task satisfied by the MEC
	f.	Retain architects to assist building owners and merchants.	IV-21	Was done in 2010 while URT existed
	g.	Develop window decal for URT members.	V-6	A Shop Local Decal was launched in 2009
	h.	Utilize SBDC's First Stop Business Connection.	IV-23	Task satisfied by the MEC
7	Continue local training opportunities & utilize other organizations			
	a.	Hold regular business planning, design, merchandising workshops.	IV-21&22	Task satisfied by the MEC
	b.	Utilize Heritage Ohio, Inc. workshops/training and meetings.	IV-22&23	As-needed
	c.	Develop partnerships with educational institutions.	IV-25	Additional work needed
	d.	First Impressions Program.	IV-23	No work done
	e.	ODOD/OHCP & OCDCA training seminars.	IV-23	As-needed
	f.	OHPO Building Doctor Clinic.	IV-24	Was held in 2010
	g.	Ohio Historical Society training seminars.	IV-24	As-needed
	h.	National Main Street Center workshops.	IV-24	No work done
	i.	National Preservation Institute seminars.	IV-24	No work done
	j.	American Ass. for State and Local History publications.	IV-24	No work done
	k.	Partners for Sacred Places.	IV-24	No work done
	l.	Utilize professional grant-writing resources.	IV-25	As-needed
	m.	Utilize volunteer management and development training.	IV-25	No work done
	n.	Partnership with local chapters of prof. org. (AIA, ASLA & APA).	IV-25	No work done

	o. Service Corps of Retired Executives (SCORE).	IV-25	As-needed
	p. National Park Service (NPS).	IV-25	No work done
	q. Youth focusing on preservation of ethic in the community.	IV-26	No work done
	r. Hold good building restoration training for property owners.	V-23	Sessions were held in 2010 and 2011
8	Produce regular press coverage		
	a. Write press releases regarding activities.	IV-19	On-going
	b. Publish URT Alert Quarterly.	IV-20	Was done while URT existed
9	Improve parking in Uptown		
	a. Ensure all spaces are clearly marked.	V-19	Complete
	b. Encourage prospective business tenants to examine parking needs.	V-18	On-going; As-needed
	c. Work with City to enforce parking limits.	V-19	City does not enforce parking limits
	d. Encourage shared use of private parking.	V-19	Discussions were held through URT
	e. Work with owners and employees to reserve appropriate spaces.	V-19	Discussions were held through URT
	f. Publicize the parking lots with signage and maps.	V-19	Complete
	g. Construct a parking garage.	V-20	Not feasible
	h. Ensure on-street parking remains and expands if possible.	V-20	On-going
10	Develop regular maintenance program & increase pedestrian safety	V-10	
	a. Survey infrastructure conditions and replace old items.	V-3	Was completed in 2009 through the Tier II program
	b. Maintain open lines of sight for vehicles and pedestrians.	V-9	On-going
	c. Add cross-walk signals to other intersections.	V-15	Complete
11	Streetscaping		
	a. Place an information kiosk or sign board on the Square.	V-10	No work done
	b. Use banner program to display public art.	V-10	Complete
	c. Work with City to create more landscaping in City parking lots.	V-11	Improvements were made in 2011; additional pending
	d. Introduce murals and other public artwork throughout Uptown.	V-12	Two murals created in 2010 and 2011
	e. Emulate brick or lay decorative pavers in pathways & crosswalks.	V-13	Complete
	f. Link parking lots with pedestrian pathways.	V-13	No work done
	g. Create bump-outs at pedestrian crossing areas.	V-16	No work done
	h. Examine other opportunities for greenspace Uptown.	V-16	On-going with Town Run and Partridge Park improvements scheduled
	i. Encourage owners to light facades and storefronts for events.	V-8	Discussion held regarding holiday lighting

j.	Spotlight public art and memorials.	V-8	No work done
k.	Coordinate a uniform signage system for business identification.	V-5	No work done
l.	Encourage use of rear entrances.	V-25	Some improvements have been made; additional pending
m.	Dress up upper-floor windows & encourage 2nd floor residency.	V-25&26	On-going. Renovation session held in 2011.
n.	Preserve or restore historic buildings when possible.	V-24	On-going
o.	Establish a façade and building renovation program.	V-21	Tier II satisfied this task. Additional work needed
p.	Encourage historically sensitive renovations.	V-22	On-going
q.	Develop wayfinding signage system, w/ parking & interest points.	V-5	Discussion held; additional work pending
r.	Develop historic identification signage program.	V-5	Signage Ordinances were updated 2011
s.	Combine or bury power lines in public areas.	V-8	Complete where appropriate
t.	Create pedestrian gathering spaces.	V-9&15	Town Run and Partridge Park improvements scheduled
u.	Further define pedestrian areas.	V-16	No work done
v.	Repair or replace deteriorated sidewalks in Uptown.	V-14	Complete
w.	Build community support for Town Run redevelopment.	V-11	On-going
x.	Give special treatment to Uptown gateways including lit signs.	V-5	No work done
y.	Develop and re-visit architectural review standards/guidelines.	V-21	Complete 2010
12 Implement the recommendations of the Market Analysis			
a.	Manage parking spaces, change perception & plan long-term.	VI-22	On-going
b.	Recruit dining and entertainment venues.	VI-22	On-going through the UCDF and Town Run projects
c.	Work with Farmer's Market group.	VI-23	Farmers Mkt. and Festival is annual event
d.	Encourage more housing and professional offices.	VI-23	On-going. Second level renovation session held in 2011
e.	Widen business involvement in Uptown.	VI-23	On-going through City and HMBD
f.	Plot businesses on a map.	VI-28	Work has begun on a GIS-based system
g.	Facilitate natural links between related businesses.	VI-28	On-going
h.	Cross-promote in all ways.	VI-29	On-going
i.	Create a concentration of retail businesses, "shopping district".	VI-29	On-going (South Main and East Fifth Corridors)
j.	Create niche market: tourism, tofu soybeans, entertainment, etc.	VI-29	On-going with UCDF and UCCVB
k.	Remind URT of retailer wants and needs.	VI-30	Was done while URT existed

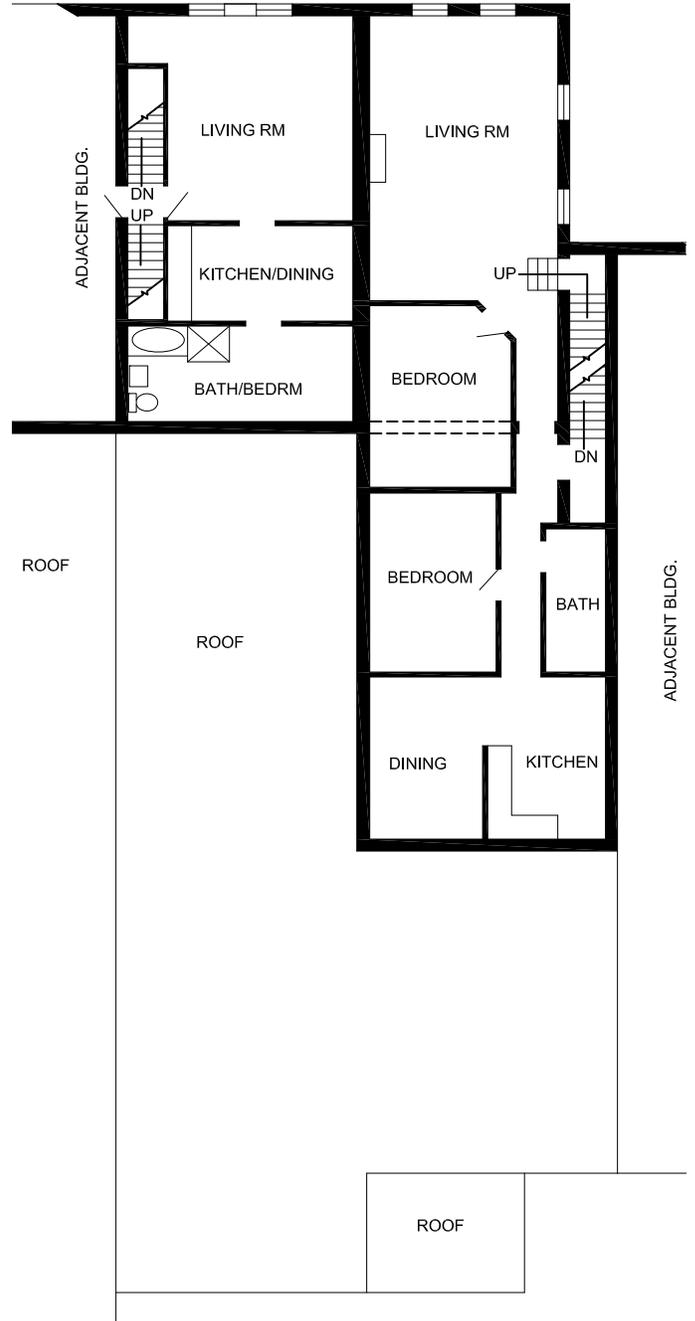
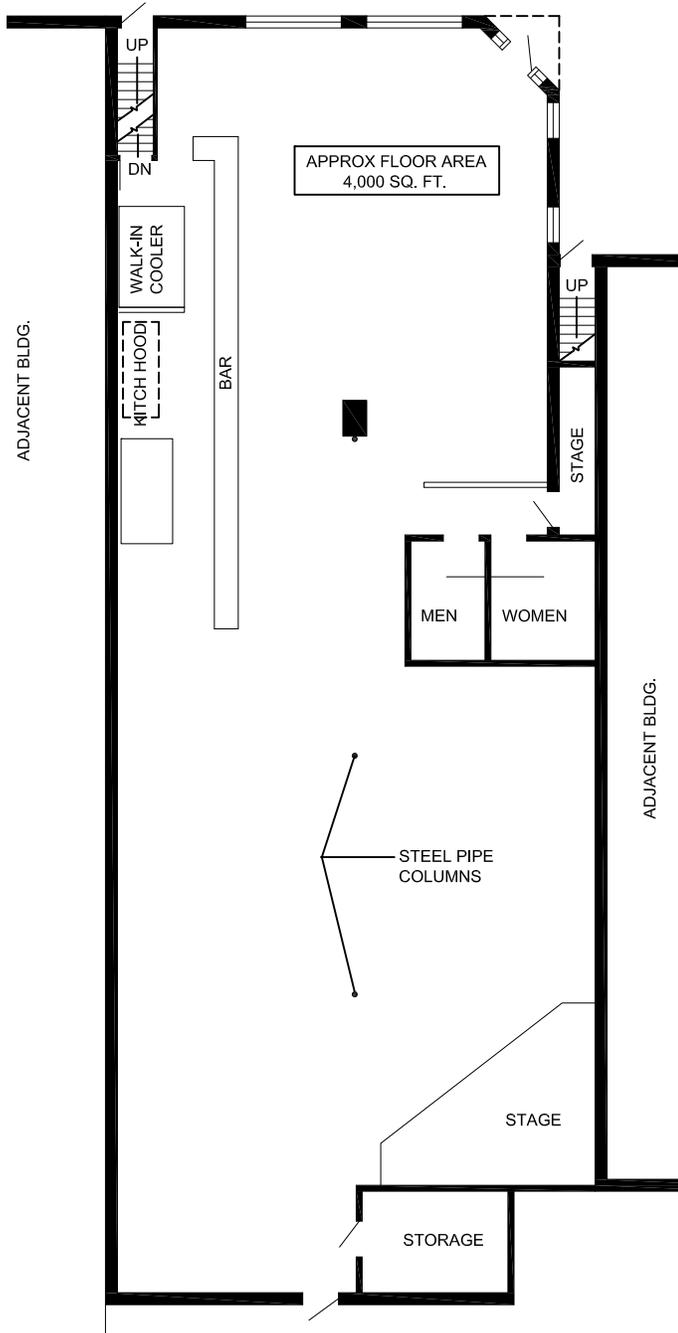
	l. Visit merchants regularly and ensure URT patronizes Uptown.	VI-31	Was done while URT existed; City, HMBD and Chamber satisfies task
	m. Develop recruitment package and "team" with site listing.	VI-33	Completed 2010; On-going recruitment efforts
13	Continue Uptown event programing		
	a. Expand Friday Nights Uptown events.	VII-8	On-going through City
	b. Assist Farmers' Market in promotions.	VII-7	On-going; Farmers Mkt. is successful
	c. Develop wider cooperative sponsorships.	VII-10	On-going through City
	d. Followup special events with retail events.	VII-11	On-going through City and HMBD
	e. Get other organizations to hold events in Uptown.	VII-11	On-going through City and HMBD
	f. Utilize other Uptown gathering areas.	VII-14	Events held on Square, Court Street and associated greenspace
	g. Log economic impact of events.	VII-12	No work done
14	Work on Uptown image travelers		
	a. Develop user-friendly, informational URT website.	VII-4	Was done while URT existed; HMBD is working to complete task
	b. Develop slogan to accompany Uptown logo.	VII-5	Complete
	c. Develop cross-promotional advertising program.	VII-6	On-going through HMBD
	d. Develop Uptown promotional materials.	VII-7	Complete
	e. Encourage Uptown businesses to use URT logo.	VII-14	Was done while URT existed
15	Promote entrepenurships		
	a. Offer classes at the Marysville High School.	VII-13	MHS offers classes; Expanding efforts through MEC
	b. Educate business owners on "quality of service;" why unique?	VII-12	Task satisfied by the MEC

This report was compiled to represent the braod recommendations of Poggemeyer Design Group and the Uptown Improvement Plan. It also delineates which projects have been incorporated in URT's Plan of Action to date.

For a complete copy of the Uptown Improvement Plan, visit: www.poggemeyer.com/plan/marysville/

BUILDING REDEVELOPMENT SCENARIO

111 N MAIN STREET - EXISTING CONDITION



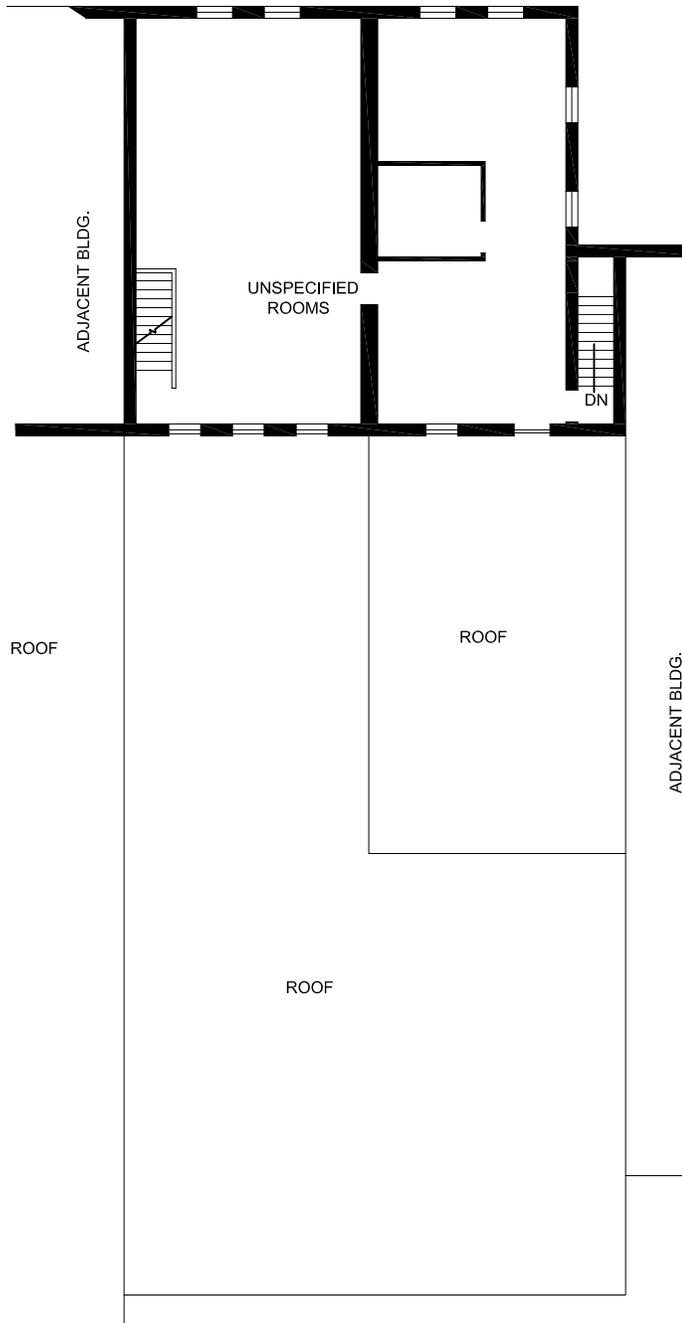
First Floor
- Approx. 4,000 Sq. Ft.

Second Floor
- Approx. 1,970 Sq. Ft.



BUILDING REDEVELOPMENT SCENARIO

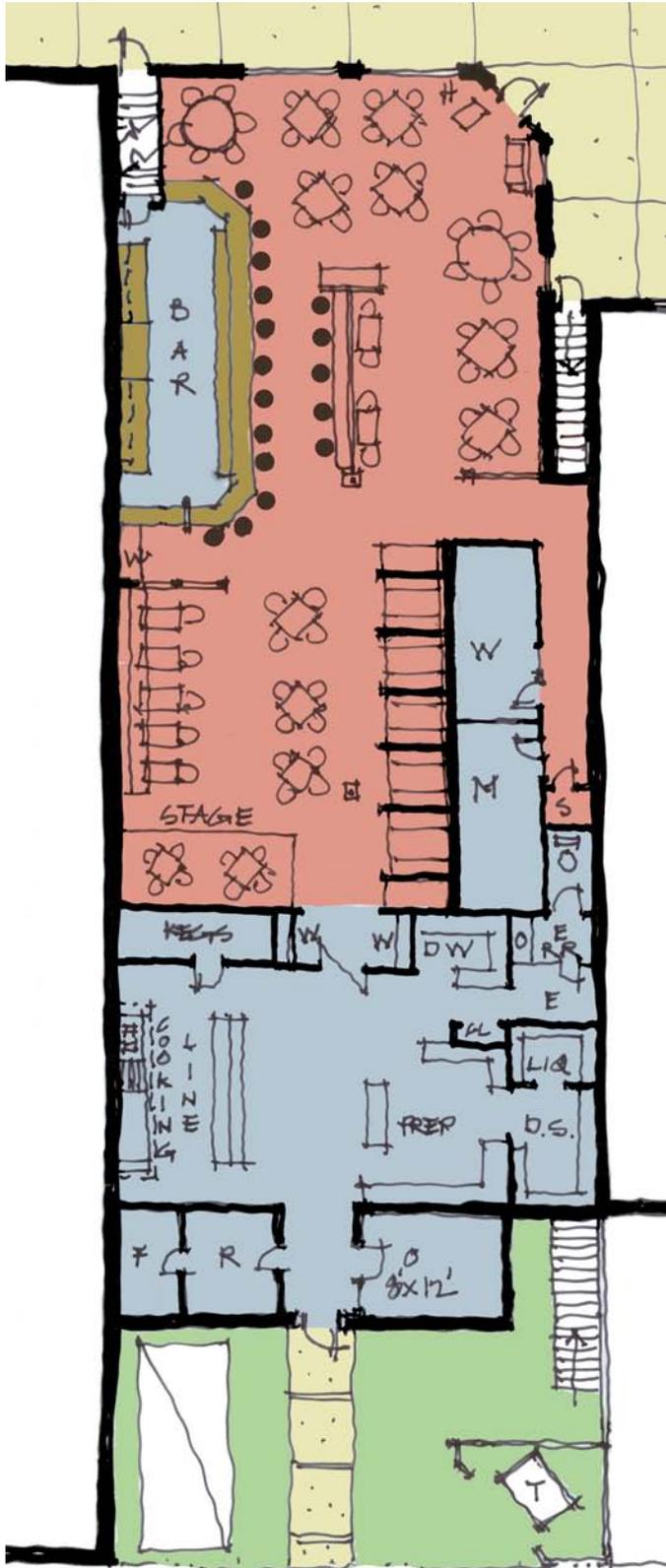
111 N MAIN STREET - EXISTING CONDITION



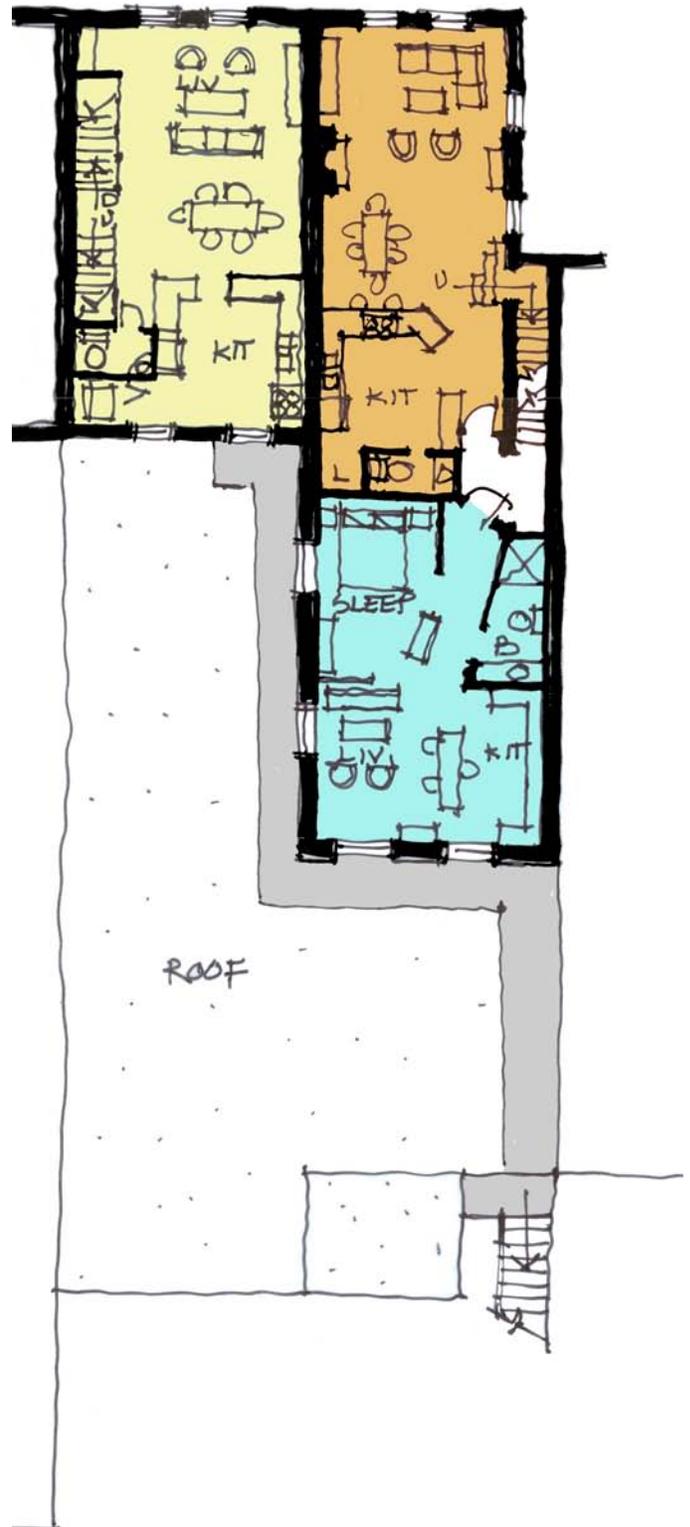
Third Floor
- Approx. 1,280 Sq. Ft.

BUILDING REDEVELOPMENT SCENARIO

111 N MAIN STREET - POTENTIAL CONCEPT



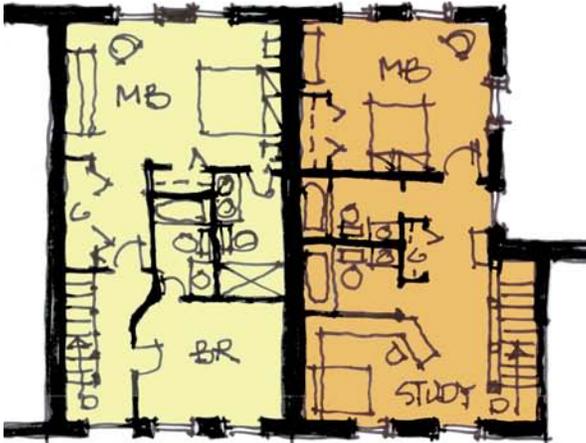
First Floor



Second Floor

BUILDING REDEVELOPMENT SCENARIO

111 N MAIN STREET - POTENTIAL CONCEPT & BEST PRACTICE



Third Floor

BUILDING REDEVELOPMENT SCENARIO

111 N MAIN STREET - PRELIMINARY DEVELOPMENT PROFORMA #1

Development Model Characteristics Standard Assumptions on Costs, Revenue, Absorption & Inflation

Development Model Characteristics:
Standard Assumptions on Costs, Revenue, Absorption and Inflation

Existing Structure(s)	111 N Main St, Marysville, OH		
Brick Structure	7,200 sf		
Total	7,200 sf		
Predevelopment	Qty	Cost	Total
Building Acquisition			\$60,000
Environmental Work			\$10,000
Total Estimated Predevelopment Costs			\$70,000
New Construction			
Ground Floor "Vanilla Box"	4,000 sf	\$50.00/sf	\$200,000
Townhouse 1	1,250 sf	\$75.00/sf	\$93,750
Townhouse 2	1,250 sf	\$75.00/sf	\$93,750
Studio Apartment	800 sf	\$75.00/sf	\$60,000
Façade / Exterior Site			\$50,000
Total Vertical Construction			\$497,500
Soft Costs	20% of vertical		\$99,500
Project Costs (Today's Dollars)			\$667,000
			\$91.37/sf
Revenue Assumptions			
1st Floor Lease Rate	\$15.00/sf		
Monthly Cost (Entire Space)	\$5,000		
Townhouse Lease	\$850.00/mth		
Studio Apt Lease	\$550.00/mth		

Preliminary Proforma

111 N Main Street Simple Proforma - Standard Assumptions on Costs, Revenue, Absorption and Inflation

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Exit
Inflation Assumption:	1.00	1.03	1.06	1.09	1.13	1.16	1.19	1.23	1.27	1.30	1.34
Acquisition / Predevelopment Costs	\$70,000										
Construction Costs	\$497,500										
Soft Costs (20% of Vertical)	\$99,500										
Cost Total	\$597,000										
1st Floor Space Leased	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	
Apartment Space Leased	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	
1st Floor Revenue	\$61,800	\$63,654	\$65,564	\$67,531	\$69,556	\$71,643	\$73,792	\$76,006	\$78,286	\$80,630	
Residential Revenue	\$27,810	\$28,644	\$29,504	\$30,389	\$31,300	\$32,239	\$33,207	\$34,203	\$35,229	\$36,286	
Annual Revenue Total	(\$667,000)	\$89,610	\$92,298	\$95,067	\$97,919	\$100,857	\$103,883	\$106,999	\$110,209	\$113,515	
Estimated Expenses		\$13,442	\$13,845	\$14,260	\$14,688	\$15,129	\$15,582	\$16,050	\$16,531	\$17,027	
Theoretical Investment Sale in Year 11											\$1,072,089
NOI @ Expenses of 15%	9%	cap rate									
Cash Flow Summary	(\$667,000)	\$76,169	\$78,454	\$80,807	\$83,231	\$85,728	\$88,300	\$90,949	\$93,678	\$96,488	\$1,072,089
Return on Investment (IRR)											14.9%

BUILDING REDEVELOPMENT SCENARIO

111 N MAIN STREET - PRELIMINARY DEVELOPMENT PROFORMA #2

Development Model Characteristics Higher Costs, Baseline Revenue, Absorption & Inflation

Existing Structure(s)	111 N Main St, Marysville, OH		
Brick Structure	7,200 sf		
Total	7,200 sf		
Predevelopment	Qty	Cost	Total
Building Acquisition			\$60,000
Environmental Work			\$10,000
Total Estimated Predevelopment Costs			\$70,000
New Construction			
Ground Floor "Vanilla Box"	4,000 sf	\$60.00/sf	\$240,000
Townhouse 1	1,250 sf	\$85.00/sf	\$106,250
Townhouse 2	1,250 sf	\$85.00/sf	\$106,250
Studio Apartment	800 sf	\$85.00/sf	\$68,000
Façade / Exterior Site			\$75,000
Total Vertical Construction			\$595,500
Soft Costs	20% of vertical		\$119,100
Project Costs (Today's Dollars)			\$784,600
			\$107.48/sf
Revenue Assumptions			
1st Floor Lease Rate	\$13.00/sf		
Monthly Cost (Entire Space)	\$4,333		
Townhouse Lease	\$850.00/mth		
Studio Apt Lease	\$550.00/mth		

Preliminary Proforma

111 N Main Street Simple Proforma - Higher Costs, Baseline Revenue, Absorption and Inflation

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Exit
Inflation Assumption:	1.00	1.03	1.06	1.09	1.13	1.16	1.19	1.23	1.27	1.30	1.34
Acquisition / Predevelopment Costs	\$70,000										
Construction Costs	\$595,500										
Soft Costs (20% of Vertical)	\$119,100										
Cost Total	\$714,600										
1st Floor Space Leased		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	
Apartment Space Leased		3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	
1st Floor Revenue		\$53,560	\$55,167	\$56,822	\$58,526	\$60,282	\$62,091	\$63,953	\$65,872	\$67,848	
Residential Revenue		\$27,810	\$28,644	\$29,504	\$30,389	\$31,300	\$32,239	\$33,207	\$34,203	\$35,229	
Annual Revenue Total		\$81,370	\$83,811	\$86,325	\$88,915	\$91,583	\$94,330	\$97,160	\$100,075	\$103,077	
Estimated Expenses		\$12,206	\$12,572	\$12,949	\$13,337	\$13,737	\$14,150	\$14,574	\$15,011	\$15,462	
Theoretical Investment Sale in Year 11											\$973,506
NOI @ Expenses of 15%		cap rate									
Cash Flow Summary		\$69,165	\$71,239	\$73,377	\$75,578	\$77,845	\$80,181	\$82,586	\$85,064	\$87,616	\$973,506
Return on Investment (IRR)											10.6%

BUILDING REDEVELOPMENT SCENARIO

111 N MAIN STREET - PRELIMINARY DEVELOPMENT PROFORMA #3

Development Model Characteristics Higher Costs AND Lower Revenues, Absorption & Inflation

Existing Structure(s)	111 N Main St, Marysville, OH		
Brick Structure	7,200 sf		
Total	7,200 sf		
Predevelopment	Qty	Cost	Total
Building Acquisition			\$60,000
Environmental Work			\$10,000
Total Estimated Predevelopment Costs			\$70,000
New Construction			
Ground Floor "Vanilla Box"	4,000 sf	\$60.00/sf	\$240,000
Townhouse 1	1,250 sf	\$85.00/sf	\$106,250
Townhouse 2	1,250 sf	\$85.00/sf	\$106,250
Studio Apartment	800 sf	\$85.00/sf	\$68,000
Façade / Exterior Site			\$75,000
Total Vertical Construction			\$595,500
Soft Costs	20% of vertical		\$119,100
Project Costs (Today's Dollars)			\$784,600
			\$107.48/sf
Revenue Assumptions			
1st Floor Lease Rate	\$13.00/sf		
Monthly Cost (Entire Space)	\$4,333		
Townhouse Lease	\$750.00/mth		
Studio Apt Lease	\$450.00/mth		

Preliminary Proforma

111 N Main Street Simple Proforma - Higher Costs AND Lower Revenues, Absorption and Inflation

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Exit
Inflation Assumption:	1.00	1.03	1.06	1.09	1.13	1.16	1.19	1.23	1.27	1.30	1.34
Acquisition / Predevelopment Costs	\$70,000										
Construction Costs	\$595,500										
Soft Costs (20% of Vertical)	\$119,100										
Cost Total	\$714,600										
1st Floor Space Leased	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	
Apartment Space Leased	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	
1st Floor Revenue	\$53,560	\$53,560	\$55,167	\$56,822	\$58,526	\$60,282	\$62,091	\$63,953	\$65,872	\$67,848	
Residential Revenue	\$24,102	\$24,102	\$24,825	\$25,570	\$26,337	\$27,127	\$27,941	\$28,779	\$29,642	\$30,532	
Annual Revenue Total	\$77,662	\$77,662	\$79,992	\$82,392	\$84,863	\$87,409	\$90,032	\$92,732	\$95,514	\$98,380	
Estimated Expenses	\$11,649	\$11,649	\$11,999	\$12,359	\$12,730	\$13,111	\$13,505	\$13,910	\$14,327	\$14,757	
Theoretical Investment Sale in Year 11											\$929,143
NOI @ Expenses of 15%	9%	cap rate									
Cash Flow Summary	(\$784,600)	\$66,013	\$67,993	\$70,033	\$72,134	\$74,298	\$76,527	\$78,823	\$81,187	\$83,623	\$929,143
Return on Investment (IRR)			9.9%								

NOTES

