

2023



# Granville Community Comprehensive Plan



FINAL COORDINATING DRAFT FOR COMMUNITY INPUT

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# Appendices

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# Introduction to the Granville Community

## The Core Values of Good Planning in Granville

Over generations, the Granville community has recognized that good planning is a significant contributor to a quality community. Therefore, it is no coincidence that Granville is successful in preserving its valuable historic community character and heritage while creating a vibrant and livable community.

The contents and recommendations of this Comprehensive Plan are a reflection of the following long standing core values exhibited by the community:

- Good planning is an ongoing exercise, not a singular event. This planning process is an update to previous efforts, not a stand-alone endeavor.
- Good planning must be multi-jurisdictional. Many community issues transcend political boundaries.
- Good planning must involve citizens. It is accomplished by and through the involvement of the citizens in evaluating information and making informed recommendations.

## The Purpose of a Comprehensive Plan

The Comprehensive Plan update is designed to provide guidance for the community for the next five to ten years as it shapes a future that the community envisions for itself. It is intended to provide a framework through which the Granville community can address current and future issues which may impact the character of the community and its quality of life.

Using previous plans as guides, this update addresses the range of needs among the different age and income groups that make up the community at large by:

- Looking at changes coming to the community to help Granville citizens realize their vision for the future, enhance property values and the appearance of the Village, and improve the quality to life it offers.
- Preparing for the changes that commercial growth in Western Licking County will bring to the area.

- Addressing diversification and expansion of the tax base, while preserving the character of the community.

## The Planning Area

While Granville Township and the Village of Granville must, by law, craft a Comprehensive Plan as independent political entities, the development of this plan is a joint undertaking. Since the Township and the Village regard themselves as a single planning unit for the purpose of this plan, the terms “Granville” and “Community” as used in the plan refer to both the Township and the Village unless otherwise noted. Where topics in the document that apply to only the Village or only the Township, those proper nouns are used.

The Comprehensive Plan Steering Committee agreed that for planning purposes, all of Granville Township and those small portions of the Village outside Granville Township (in Union Township and inside the Granville Exempted Village School District boundary) would be used as the boundary for the study area for the Comprehensive Plan (see Appendix 1, *Comprehensive Plan Area Map*).

## Comprehensive Plan History

**1964:** First comprehensive plan completed by Ladislav Segoe and Associates.

**1990:** A joint undertaking of Granville Township and the Village of Granville to strengthen Granville’s identity as a strong, active community with a clear vision of its future which would reinforce the New England town style of Granville. The purpose was to establish a logical, well-thought-out set of land use and community development policies that would guide public and private decision making in Granville.

**1998:** A strategic update with more specific residential and commercial development goals and guidelines. Whereas, the 1990 strategy was to absorb and accommodate growth. The 1998 strategy specifically addressed the problem of controlling and shaping growth, and placed a greater emphasis on preserving farmland, open space, and natural land features.

**2001:** Supported the 1998 Comprehensive Plan in its further refinement of the community’s vision and continued encouragement of innovative land use practices.

**2006 – 2011:** The Village and Township retained the services of Poggemeyer Design Group as lead consultant on a Comprehensive Plan revision. They also appointed a Comprehensive Plan Steering Committee to oversee and inform the work.

**2012:** The Village Council and Township Trustees ratified the 2012 Comprehensive Plan.

**2022:** The Village and Township organized a Comprehensive Plan Working Group to update the Comprehensive Plan.

## Comprehensive Plan Working Group

The Village and Township organized a Comprehensive Plan Working Group consisting of senior representatives from the community's six primary stakeholders – the Village of Granville, Granville Township, the Granville Area Chamber of Commerce, Denison University, the Granville Exempted Village School District, and the Granville Recreation District. Working Group members were:

- Laura Mickelson, Village of Granville Councilmember
- Bryn Bird, Granville Township Trustee
- Rob Schaadt, Granville Township Trustee
- Susan Walker, Granville Township Zoning Commission Chair
- Jeff Brown, Granville Exempted Village Schools Superintendent
- David English, Denison University Vice President for Finance and Management
- Herb Koehler, Village of Granville Manager
- Darryll Wolnik, Village of Granville Director of Planning and Development
- Andrew Wildman, Granville Recreation District Executive Director
- Steve Matheny, Granville Area Chamber of Commerce Executive Director
- Bill Habig, Former Granville Township Trustee and Senior Working Group Advisor

The work to revise the Comprehensive Plan came at a time where the entire region was feeling development pressure. In January 2022, the Intel Corporation announced plans to invest more than \$20 billion in the construction of two semiconductor factories on land recently annexed by New Albany. This growth and the community's strategy to address it helped inform the Comprehensive Plan revision process.

## Community Outreach

The Working Group leveraged several outreach mechanisms to ensure the voice of the community was heard. The initial foundation of this outreach was a Community Survey, the results of which may be found at Appendix 2, *Comprehensive Plan Community Survey*. This survey, launched in the Summer of 2022, garnered over 900 responses – three times as many as the survey that informed the last 2012 Comprehensive Plan. While the working group was very happy with the number of respondents, it did miss targets on both older retirees and younger (high school and college aged) demographics. Because of this, the planned roadshow to unveil this to the community specifically targeted these groups in addition to general public comment.

## A Brief History of the Granville Community

The Village of Granville is located in Licking County on the western edge of the Appalachian Plateau. Surrounding the Village on three sides is Granville Township, with its rolling hills, farmland and pleasant residential subdivisions. The City of Newark lies on Granville's eastern border.

The Village of Granville was settled in 1805 by New Englanders from Granville, Massachusetts and Granby, Connecticut, who sought more fertile farmland. They followed a group of Welsh settlers who, in 1803, had settled in the hills to the northeast of Granville's plat. Before leaving New England, the village design was planned in great detail. The favorable report of the advance surveying scouts encouraged 107 families of The Licking Company to buy and settle 28,000 acres of Ohio land. Advance parties came westward early in 1805 to plant corn for the fall harvest and to erect a mill for sawing lumber and grinding corn. They also laid out the farm and village plats. The families left New England in September 1805 and arrived in their new homeland in December.

The first settlers planned Granville to closely resemble a New England town set down in the middle of Ohio. They began with two main and wide thoroughfares that intersected at the town square with churches on its corners. The plat continued with 24 blocks of 288 rectangular lots on the original plateau situated a safe 70 feet above the Raccoon Creek floodplain to the south. Nestled there between the three hills (Sugar Loaf rising 55 feet above the plateau on the west; College Hill at 135 feet high to the north; and Mt. Parnassus at 105 feet high on the east); these New Englanders constructed the main thoroughfare streets called Broad Way, Water and

Bowery (now West and East College) as well as Fair and Equality (now West and East Elm).

The Village began to prosper and achieved early maturity in the first part of the 19<sup>th</sup> century. The Ohio Canal (Cleveland to Portsmouth) was begun in 1825 and passed through Licking County several miles east of Granville. A feeder canal was constructed and the commerce that resulted made Granville a thriving community. In 1880, the Ohio Central Railroad came to Granville. Ten years later, an inter-urban street railway connected the Village to nearby Newark.

Schools also prospered. Academies and colleges were founded and flourished. Education eventually became the Village's main business. The Granville Literary and Theological Institution (1831) later became Granville College (1845) and then Denison University (1856). It is now one of the most prestigious private liberal arts colleges in the country.

For decades, there was no major industry in Granville. In 1960, however, Owens Corning located a research center in Granville Township along the north side of State Route 16. Another research center constructed on the south side of State Route 16 by Dow Chemical has become an office park and is currently the site of another 95,000-Square-foot building in use by the New River Electric Corporation.

In early 2022, the Intel Corporation announced plans to build two semiconductor manufacturing facilities about 10 miles west of Granville. This \$20 billion investment is expected to bring unprecedented commercial and residential growth to Central Ohio over the next 5-10 years, which is the same time period our Comprehensive Plan is meant to cover.

## Demographic Information<sup>1</sup>

The purpose of this section is to assemble objective information and hard data necessary to form the planning process. Of particular importance is to update data from prior planning efforts and offer fresh insights into how the Granville community has changed and will change.

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<sup>1</sup> Unless noted otherwise, the demographic data comes from the 2000-2020 US Census Bureau's American Community Survey 5-Year Estimates, the 2000-2020 US Decennial Census, or Denison University



## General Demographic Changes and Projections

When the 1998 Strategic Update of the Granville Comprehensive Plan was completed, it was estimated that 6,225 people collectively had resided in the Village and Township in 1994. Since the combined area of the Township and Village is 17,350 acres or 27.11 square miles, the density of residents was 230 per square mile. Today, population growth has made the Granville Community more suburbanized, and less rural, especially in the Village. (According to the U.S. Census Bureau, an urban area is where a census block or a group of census blocks have a population density of at least 1000 people per square mile).

Data from the adjusted 2000 Census indicated that the combined Village and Township population was nearly 9,000 people. Data from the 2010 census, the relevant measure for the most recent Comprehensive Plan update, estimated 9,773 residents in Granville, including 2,158 Denison University students. This represents a population growth from 2000 to 2010 of approximately 8%. The most recent 2020 Census data placed the population at 10,244, including approximately 2,253 Denison University students. Growth from 2010 to 2020 represents a 4.6% increase in population.

Individually, data from the 2020 Census shows that the Village of Granville’s population (less Denison students) is 3,693, an increase of 205 from the 2010 Census. The Granville Township population is 4,298, an increase of 171 from the 2010 Census. The following chart indicates how the population estimates for the Village and Township have changed since 2000.

*Table 1: Population Change in Granville Area*

Geographic Area	2000	2010	2000-2010 Change	2020	2010-2020 Change
Village (W/O Denison Students)	2917	3488	19.57%	3693	5.88%
Village (Including Denison Students)	5032	5646	10.87%	5946	5.05%
Township Areas	4003	4127	3.00%	4298	3.98%
Granville Area	9035	9773	7.55%	10244	4.60%
School District Area (Less Township & Village)	N/A	3227	N/A	4375	26.24%
Granville School District Area	N/A	12923	N/A	14619	11.60%
Licking County	145325	166492	12.71%	178519	6.74%
Ohio	11353140	11536504	1.59%	11799448	2.23%

Apart from overall population change, it is also important to examine the structure of age groups populations such as children, the working population, and older residents. The following chart compares the age

groups of Granville Township, the Village of Granville, Licking County, and the State, based on 2020 US Census information. The demographic impacts of Denison are apparent in the data, as there is a substantial increase in the proportion of people in the 10-19 and 20-29 age group.

Table 2: Age of Residents in Comparison to Granville Area (whole numbers)

	0-4	5-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80 and u
<b>Ohio</b>	692983	701584	1509153	1552693	1456797	1408199	1584070	1443169	835392	491235
<b>Licking Co</b>	10621	10680	24151	20857	21393	22127	24392	22122	12289	6777
<b>Village of Granville</b>	215	117	1877	1226	268	365	477	686	458	158
<b>Granville Township</b>	148	203	665	437	357	588	647	781	291	185

Table 3: Age of Residents in Comparison to Granville Area (percentage)

	0-4	5-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80 and u
<b>Ohio</b>	5.9%	6.0%	12.9%	13.3%	12.5%	12.1%	13.6%	12.4%	7.2%	4.2%
<b>Licking Co</b>	6.1%	6.1%	13.8%	11.9%	12.2%	12.6%	13.9%	12.6%	7.0%	3.9%
<b>Village of Granville</b>	3.7%	2.0%	32.1%	21.0%	4.6%	6.2%	8.2%	11.7%	7.8%	2.7%
<b>Granville Township</b>	3.4%	4.7%	15.5%	10.2%	8.3%	13.7%	15.0%	18.2%	6.8%	4.3%

Understanding household income helps to inform decisions on residential housing needs. This plan will offer ways to ensure a diversity of housing options are available to the community.

Table 4: Median Household Income

From 2020 5-Year ACS, for Various Geographies

	<b>Village</b>	<b>Township</b>	<b>Licking Co</b>	<b>Ohio</b>	<b>US</b>
<b>2000</b>	\$ 67,689	\$ 74,816	\$ 44,124	\$ 40,956	\$ 41,994
<b>2010</b>	\$ 107,500	\$ 92,457	\$ 53,291	\$ 47,358	\$ 51,914
<b>2020</b>	\$ 132,566	\$ 117,091	\$ 67,736	\$ 58,116	\$ 64,994

# Community Capacity

The purpose of this chapter is to outline the community capacity to maintain high quality public services, facilities, infrastructure, schools, and recreational offerings.

## Government Organization

Granville Township is a political subdivision of the State of Ohio organized in 1805. Township officials govern the approximately 13,850 acres of unincorporated area. The Village of Granville is located within the Township but is operated under a separate method of governance that is independent of the Township. About 135 acres south of James Road are outside of Granville Township and within the Union Township boundary.

## Township Government

Like all townships in Ohio, Granville Township has four elected officials consisting of three trustees and a fiscal officer. Each official is elected to a four-year term. Elections occur in odd-numbered years, and two officials are elected or re-elected every other election.

**Granville Township Fire Department.** Granville is served by the Granville Township Fire Department (GTFD), a public fire department operated by the Granville Township Board of Trustees. The GTFD operates from a single facility at 500 South Main Street in Granville. The new fire station construction was completed in 2020 by the Township in partnership with Mull and Weithman Architects, Robertson Construction Services and partially funded through USDA. The GTFD serves Granville Township, including the Village of Granville and Denison University. It also serves 80% of McKean Township and 20% of Union Township under contractual agreement. The department is funded by a 6.8 mil Granville Township fire levy, contract fees from McKean and Union Townships as well as an annual donation from Denison University.

The GTFD is staffed with a combination of career, intermittently scheduled, and volunteer members. Paid staffing is scheduled to maintain six personnel on duty at all times, 24 hours a day. There are currently 16 career firefighter/paramedics, 20 intermittent firefighter/ paramedics, 6 paid on call, and 3 volunteers. Fire code enforcement is handled by a part-time fire inspector under the direction of the Fire Chief.

The department fleet consists of a 1500 GPM (gallons per minute) CAFS (Compressed Air Foam System) pumper, a 1500 GPM rescue/pumper, a 93' aerial platform, and a 2000-gallon tanker/pumper. Additional apparatus consists of two advanced life support ambulances, a grass fire truck, a UTV, and two staff vehicles. The Department provides Advanced Life Support (ALS) emergency medical care and transport. Department members are also trained in technical rescue operations and hazardous materials responses. Select members participate in a regional technical rescue and county hazmat teams.

Emergency calls are dispatched through the Licking County 911 Center. The Center is the primary answering point for all 911 calls in the county. All Licking County fire and EMS agencies are dispatched from the 911 Center.

**Granville Township Roads Department.** The Board of Granville Township Trustees is responsible for the maintenance of approximately 74.4 lane miles of Township roads located in the Granville Township Road District outside of the Village. The Licking County Highway Department and the Ohio Department of Transportation are responsible for the County roads and State highways within the Township Road District.

The primary function of the Road District is to maintain the Township roads and their rights-of-way. Maintenance of Township roads and rights-of-way include: the repair and replacement of road signs; patching and restoration of the roads; clearing and replacement of culverts; and the maintenance of the road side ditches. Seasonal tasks such as snow and ice removal, debris removal, vegetation control, and tree trimming and removal are also a part of the Township's maintenance program.

Operation of the Road District is funded by: 5.05 mills of property tax paid only on property in the Township outside the Village of Granville; a portion of the State gasoline tax as authorized by the State legislature (the Village receives its own gasoline tax from the State); and a portion of motor vehicle license fees on cars registered in the District outside of the Village, again as authorized by the State legislature.

## Village Government

The Village of Granville is a home rule municipal corporation that has been organized in accordance with the provisions of the Ohio Revised Code. The Village has adopted a Charter, which gives it broader authority to manage its

own municipal affairs. The Charter provides for a Council-Manager form of government.

**Granville Police Department.** In 1962, the Village Charter was adopted creating a Police Department. The department provides complete police services (24 hours a day, 7 days a week) to the entire Village. The department is comprised of 10 full-time officers, 6 part-time officers, 6 reserve officers, 3 full-time dispatchers, and 4 part-time dispatchers. The Granville Police Department provides a number of community related programs to enhance the services that it provides to the community. Some of those enhanced services include: bike patrols, safety talks, department tours, vehicle lock outs, safety city, special duty officers, vacation house checks, and business checks. Areas within the Township but outside the Village municipal boundary are protected by the Licking County Sheriff's Office.

**Granville Service Department.** The Granville Service Department is responsible for approximately 27 miles of roadways in Granville. This includes repair, patching, sealing, and berm work. The department is responsible for the maintenance of roadways during the winter months, leveraging three plow/spreader-equipped trucks used for plowing and treating the roads. Additionally, the department maintains all storm sewers, open ditches, and culverts within the Village. This includes cleaning, replacing, repairing, and rebuilding structures as necessary.

Every fall, the Service Department spends approximately 1,000 labor hours in a leaf pick-up program. During the last full work week of each month, except during leaf season or inclement weather, the Service Department picks up all brush and limbs (½" up to 6") that are piled between the sidewalk and curb by residents. The Village also provides a Christmas tree pick-up program beginning just after Christmas.

The Service Department provides maintenance for Village-owned trees located in the public rights-of-way. The program consists of trimming, pruning, shaping, cabling, and removing deadwood from existing trees. When necessary, due to age, decay, or if unsafe conditions exist, the Village will remove such trees. The department also maintains traffic signals and picks up trash three times a week from the Village containers in the downtown and park areas. During warmer months, the department mows grass on the Village rights-of-way. In addition, street signs are placed and maintained, and streets are swept once each week as weather permits.

**Water Treatment and Distribution.** The drinking water supply for the Village of Granville is supplied from a well field west of the treatment plant on Palmer Lane. Currently, three wells are in service. Any one of these wells is capable of supplying the current daily demand for water, which is roughly 650,000 gallons.

The present water plant was built in 1969. Over the years, the present plant has seen many improvements, modifications, and additions to keep up with changes in technology. Most recently, in 2021, the plant was upgraded with a “supervisory control and data acquisition system,” known as a SCADA system, a distributed computer system that is used for process monitoring and automation. The present plant should be able to supply the Village’s water supply needs well into the future.

In the treatment operation, the raw well water is aerated, lime-softened, chlorinated, recarbonated, filtered, and fluoridated. Finished water is provided at 140 to 160 parts per million (8 to 9 grains per gallon of hardness) of total hardness, a fluoride level of 1.00ppm to promote dental health, and a free chlorine residual of at least 0.2ppm at all times at all points in the distribution system. Chlorine is added to disinfect the water.

The distribution system consists of three high service pumps at the plant, three pressure booster stations, two above ground water storage tanks on the Denison University campus, and about 33 miles of buried pipe to convey water to customers, including the Village, Denison University, the Owens Corning Tech Center, Otterbein Senior Living, and the Village of Alexandria.

**Wastewater Treatment.** Granville’s current Wastewater Treatment Plant began operation as a new 1.224 million gallon per day facility in 1986. Aerobic digestion and lateral flow thickening systems were installed in 1996, and a belt filter press was added in 2002. The plant consists of raw wastewater screening and pumping, secondary biological treatment, secondary clarification, post aeration, and disinfection. Wastewater biosolids (also referred to as sludge) are treated by aerobic digestion and lime addition. The biosolids are then dewatered by a belt filter press and applied as a nitrogen supplement to farmland. Average daily flow through the plant is roughly 400,000 gallons per day. The treated inert wastewater effluent is discharged to Raccoon Creek.

The Wastewater Department maintains approximately 22 miles of underground piping and eight raw wastewater pump stations as part of the

collection system that collects raw wastewater from homes and businesses. The department maintains the sanitary sewer infrastructure with a Vac Con sewer cleaning machine, one of the most vital pieces of equipment in the Village fleet.

## Business Community

The Granville area has a robust and moderately diverse business landscape. The Township's rural landscape is populated by farms and agricultural operations, as well as some limited research, development, and specialty services. The Village hosts service, retail, and food service within its downtown area, with medical and professional offices around its outskirts. The community lacks manufacturing, distribution, and warehousing, mostly because of the lack of larger parcels, but is ripe for lower impact concerns such as research, development, and light manufacturing.

### Granville Area Chamber of Commerce

The Granville Area Chamber of Commerce (GACC) is an organization of business leaders and associates whose purpose is to maximize the value and relevance of business by stimulating commerce, advocating for businesses, and supporting responsible economic development that preserves our heritage and sustains the quality of life in the community.

The GACC has long maintained an Economic Development Committee as a standing committee of its Board. The purpose of this Committee is to represent the Chamber in working with the Granville community and its policy makers and stakeholders to promote the economic health and well-being of the Granville area, specifically promoting a positive and sustainable business climate with an aim to expand the commercial tax base within the Granville area and strengthening community partnerships.

In late 2021 the Economic Development Committee, the Village of Granville, and the Granville Township Trustees together formed an informal partnership (the "Coalition") to initiate a formal strategic planning process to identify approaches to target and expand the commercial tax base within the Granville area. Although the launch of this planning process was coincident with the Intel corporation's announcement of its intent to build a massive semiconductor manufacturing complex in nearby New Albany the effort was actually the culmination of more than a year of concentrated activity on the part of the Economic Development Committee and its partners.

The Coalition recognized the desirability and benefits of engaging an experienced economic development professional/consultant to lead the planning process. Neighborhood Strategies, LLC, led by owner Jim Lenner, was retained for project management, economic development technical advice, and public engagement services. In October 2022 a formal strategy document, which included a number of Findings & Recommendations, was presented to the Coalition stakeholders. This strategy document has helped to inform this Comprehensive Plan and will be referenced herein.

## The Influence of Education

Granville's reputation for educational excellence dates back almost to its founding. Granville was the home to five schools in the early 1830s. Two of them, the Granville Female Seminary and the Granville Literary and Theological Institution (later, Denison University), were both located in the area west of the Village green and on college hill above the Village center.

### Granville Exempted Village School District

Granville's kindergarten through high school students are served by the Granville Exempted Village School District (Granville Schools), as well as by other private and parochial schools. The district operates six school-related buildings (high school, middle school, intermediate school, elementary school, District office, and transportation office/garage). The high school/middle school facilities include a sports complex, which is used for a number of team sports, and a world class theater for the arts. In addition, the Career and Technical Education Center of Licking County (C-Tec) is located in Newark and provides vocational training for high school students and adult learners.

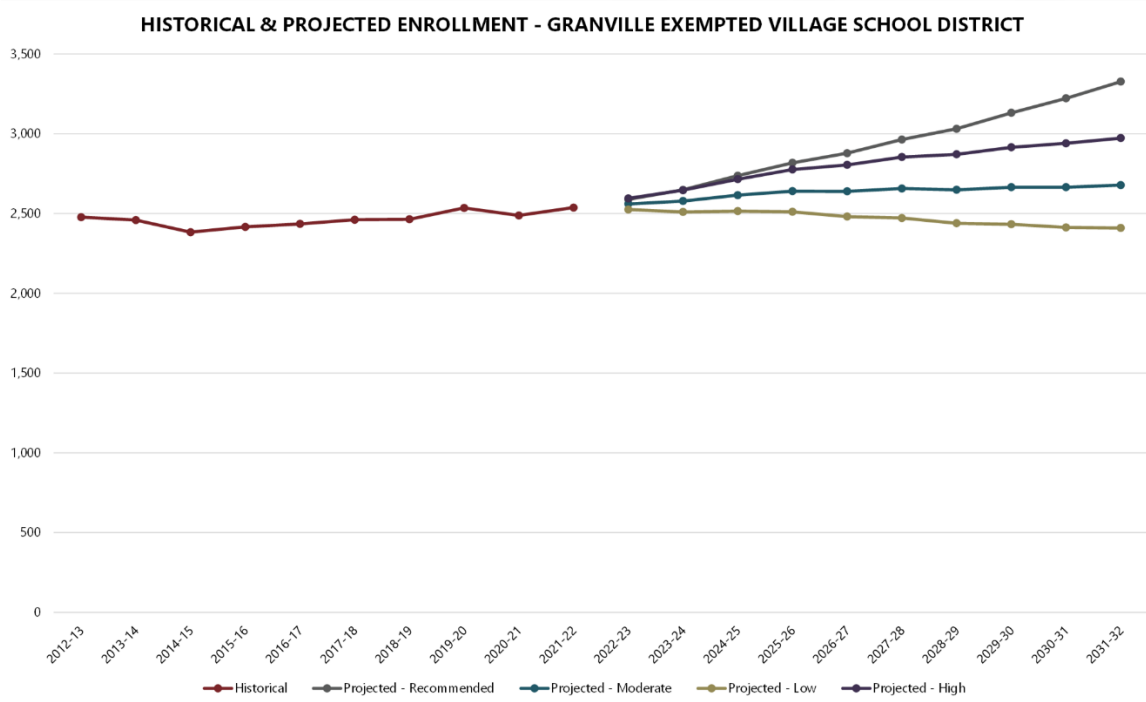
Granville Schools continues a tradition of excellence by earning a 5-star rating in Achievement, Gap Closing, Graduation, and Early Literacy and 4-stars in Progress according to the 2022 Local Report Card issued by the Ohio Department of Education. The performance index of 105.6 ranks Granville 1<sup>st</sup> in Central Ohio and 13<sup>th</sup> overall in the State of Ohio. The Granville Schools met 20 of 21 State Achievement indicators. According to the Progress measure, which looks closely at the growth all students are making based on their past performances, our students' exceeded student growth expectations. The Gap Closing component is a measure of the reduction in educational gaps for student subgroups. Granville Schools significantly exceeds state standards in closing educational gaps. Our students significantly exceed state standards in early literacy, a measure of reading



improvement and proficiency for students in kindergarten through third grade. Finally, Granville Schools graduation rate is 98.1% for 4-year and 100% for five-year cohorts.

Granville Schools’ “Portrait of a Graduate” articulates the mindsets, skills and dispositions our students need to thrive in an ever-changing global marketplace. The focus on the Portrait of a Graduate expands the definition of success in Granville Schools to include a Whole-Child focus. Additionally, the district continues to provide a strong value for its residents as the expenditure per pupil for Granville Schools is lower than 55% of similar districts (as defined by the Ohio Department of Education) at \$12,227 per pupil.

Figure 1: Granville Schools Enrollment



The graph shown above displays the Granville Exempted Village School District enrollment from 2013-2021 school years and depicts the overall change in the actual student population. During that timeframe enrollment was relatively stable with an overall increase of 60 students. The district served 2,537 students in the 2021-2022 school year. The graph also shows that in the next 10 years, based on recommended enrollment projections,

the district expects enrollment to grow to over 3,000 students, requiring consideration of additional buildings.<sup>2</sup>

## Denison University

Denison University's campus is situated atop "The Hill" overlooking Granville. Founded in 1831, Denison has grown into a nationally recognized college known for its forward-thinking approach to an undergraduate liberal arts and sciences education and prepares students for a lifetime of personal and professional success.

Denison's roughly 2,400 students come from across the U.S. and from countries around the world. Across campus, students are surrounded by peers who come from similar and different backgrounds and who share and have different world views. They choose to study from 65+ academic programs taught by 224 full-time faculty experts. As a fully residential campus, Denison students live on-site and enjoy access to the 350-acre biological reserve just north of campus, with opportunities for research, as well as several well-marked trails for them and the entire community.

Denison's campus master plan, devised in 1918, was so well-conceived the college continues to follow it to this day. To many, this comes as no surprise — it was designed by the renowned landscape architectural firm of Frederick Law Olmsted, the founder of landscape architecture and designer of such iconic spaces as New York City's famed Central Park. Academics, fine arts, athletics, and residential quads take advantage of the natural topography and views of the Welsh Hills.

Denison offers public performances, lectures, and presentations on a variety of topics that encompass diverse points of view and are free and open to the community. The college partners with the Granville Library, Otterbein Senior Living, and other local organizations to support further educational events. Denison students share their talents at the new Michael D. Eisner Center for the Performing Arts, which is located on Broadway within easy walking distance of most of the village. As part of the Vail Series, the college also brings widely acclaimed artists such as YoYo Ma, Leontyne Price, and Yuja Wang to Swasey Chapel's stage.

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<sup>2</sup> *Granville Schools Capacity and Demographic Study, August 2022*

Denison is one of the top employers in Licking County and many of our 850+ faculty and staff reside in the village, holding roles within organizations, civic associations, and on boards, as well as in elected positions. Alums often return to Granville to live and raise their families — more than 220 Denison alumni live here currently.

In 2013, the university purchased the historic Granville Inn and invested more than \$10 million dollars to renovate and reinvigorate the circa 1924 landmark. Through a donation in 2014, Denison became the owner and caretaker of the Denison Golf Club at Granville, an 18-hole course designed by famed architect Donald Ross. Denison's gratitude toward and commitment to the Granville community is manifested in the care and commitment to these two historic properties that were envisioned and built by railroad magnate John Sutphin Jones.

## Sources of Revenue

Because the sources of tax revenue are different for the Village, Township, the School District, and the Granville Rec District, the fiscal impacts of alternative types of development for these entities can be dramatically different. Sources of revenue include income and property taxes.

### Income Tax

Overall, the most important source of revenue to the Village is the income tax, which is primarily collected by the jurisdiction in which the work takes place. However, even if residents work elsewhere, a portion of their local income taxes is paid to the Village. In 2022, for example, the local income tax generated 82% of the Village's General Fund Revenue. Because of a predominance of income taxes as a source of local revenue, uses such as professional office space or research and technology that exhibit a combination of high employment and high-income wages will contribute substantially to the local revenue stream. Similarly, residential development that attracts high-income households will also contribute to the local income tax yield.

### Property Tax

Granville Township is more dependent on property taxes. Property taxes generated to Granville Township in 2022 accounted for 67% of the Township revenues. Granville Schools are also clearly dependent on property taxes. As

a result, most office and industrial (research and technology) uses also contribute in a positive way to the Township and School District revenue streams because they add significant value to the tax base. However, in making decisions about the types of development that will contribute positively to the local economies, consideration must be given to how the various types of land uses might impact the three jurisdictions.

## Recreational Opportunities

Our community prides itself on the array of recreational options, supported by several non-profit entities. With the expected growth in the county over the next 5-10 years, we may be challenged to expand our offerings.

### Granville Recreation District

In 1971, the Granville Recreation Commission was chartered "to establish, coordinate and implement a program of public recreation and recreational activities for the benefit of the citizens and residents of the Granville community, serving Granville as it's public parks provider.

In 2009, the Granville Recreation District (GRD) was established by joint resolution of the Village of Granville, Granville Township, and the Granville Exempted Village School District to assume responsibility for governance of parks and recreation in the Granville community. The GRD borders are identical to those of the school district. The stated purpose of forming the GRD was to offer the Granville community an effective means of a) providing community programming in recreational, educational, social, cultural and athletics areas and b) acquiring property for, constructing, operating and maintaining parks, playgrounds, play field, gymnasiums, public baths, swimming pools, indoor recreation centers or community centers for governmental, civic, educational, or recreational activities for the benefit of all residents of the recreation district.

The GRD is a separate, independent political subdivision with the authority to levy taxes, issue bonds, and acquire, develop and maintain property. In November 2009, a one (1) mill operating levy was passed by the community to fund the district. In November of 2020, a five (5) year, three-quarter (.75) mill operating levy was passed to fund additional capital and operating.

The GRD facilitates usage and helps maintain Raccoon Valley Park, McPeck Lodge, Wildwood Park, and the Spring Valley Nature Preserve. Raccoon Valley Park includes nine baseball/softball diamonds, numerous multipurpose

fields, and a handicap-accessible playground. Wildwood Park is home to community gardens, a shelter house, a large playground structure renovated in 2018, and multiple sports fields. It is also a convenient access point to the TJ Evans Bike Trail. McPeck Lodge can be rented for graduation parties, meetings, and cookouts. These are primarily community parks which typically contain a wide variety of recreation facilities to meet the diverse needs of the residents of Granville.

## T.J. Evans Recreational Trail

A linear park is any area developed for one or more modes of recreation travel, such as hiking, bicycling, snowmobiling, cross country skiing, canoeing, horseback riding, and pleasure driving. The T.J. Evans Recreational Trail is the only linear park connected to Granville. The T.J. Evans trail covers 36 miles from Newark to Johnstown.

## Bryn Du Mansion

The Bryn Du Mansion and grounds comprise a fifty-two-acre estate in Granville, Ohio. The property is managed by a commission established by the Village of Granville with a mission of historic preservation and to provide program and event facilities for the benefit of the community.

The front field, known as the Polo Field, is 32.24 acres. There are a total of 7 buildings on the remaining acreage including the Federal style mansions, circa 1905, the 7,200 square foot field house, carriage house, pump house, gardener's cottage, laundry cottage, horse barn and landscaped patios and gardens.

Bryn Du Mansion is home to the Licking County Community Center Sixty Plus (LCCC 60+) as well as many community programs and annual events.

## Licking County Community Center 60+ (LCCC)

The LCCC is a non-profit organization serving adults 60 and older in Licking County. The mission of the Granville Fellowship is to provide engaging educational, cultural, and social programs each fostering new and meaningful relationships while encouraging independence.

While remaining independent, LCCC relocated to the Bryn Du Campus effective 2022. The move is providing an opportunity to expand and enhance programming. Bryn Du's massive horse barn is currently under renovation and will house LCCC programming in the coming years.

## Denison Biological Reserve

Denison University also maintains the Biological Reserve which is a 350-acre tract located within the Village and Township on the northern edge of the Village. Its over 10 miles of walking trails are open to the general public daily from dawn to dusk.

## Other Parks

There are four parks under ownership by the Village that are managed outside the GRD. Just outside the Village's northern boundary is Fanchion-Lewis Park, a 43.4-acre tract with walking trails and fishing ponds. Sugar Loaf Park on the west end of Broadway provides 6.1 acres of hilly walking trails and picnic space. The middle of downtown at the corner of Main and Broadway is home to Opera House Park – the site of the Granville Opera House destroyed by fire in 1982 – available for community events throughout the year. The newest addition to the Village parks inventory is Munson Springs Nature Preserve and Historic Site on the east end of Newark-Granville Road, where 33 acres have been preserved for use by the public. This site is still under development.

## Residential Housing Stock in the Granville Area

Less than one-quarter of the housing units in the Granville area (23.2%) were built prior to 1939 (pre-war). The Village contains the higher number of pre-war housing stock, with 30.2% lying within Village boundaries, compared to just 19.6% in the Township areas. In comparison, 14.9% of the housing units in Licking County and 18.7% the housing units in the State were built prior to 1939.

The most significant housing boom in Granville occurred from 1980 to 1999, with a smaller boom in the two decades prior, stretching from 1960 to 1979. Nearly a third (32.1%) of all housing units in Granville were built from 1980 to 1999. In addition, over a quarter (25.7%) of all housing units were built in the previous two decades of 1960 to 1979. Together, these four decades account for over one half (57.8%) of all housing unit construction in Granville. Conversely, only 11% of all existing housing units have built since 2000. This represents the lowest total for any interval of time since 1940 to 1959. A lack of new housing unit construction during a period of increased demand and price growth leads to serious concerns for housing availability.

## Affordable vs. Attainable Housing

Affordable housing is defined by the Department of Housing & Urban Development (HUD) as “housing on which the occupant is paying no more than 30% of gross income for housing costs, including utilities.” Affordable housing income limits are derived from the Median Family Income (MFI) of the metropolitan statistical area (MSA) in which the housing is located. Columbus MSA’s MFI is \$84,000 for 2022. Thus, affordable housing in the Columbus MSA would be categorized as that which falls below \$2,112 per month, including utilities.

The term “affordable housing” is often used interchangeably with “subsidized housing,” even though HUD recognizes the latter separately as a generic term covering all federal, state or local government programs that reduce the cost of housing for low and moderate-income residents. To avoid any confusion, this Comprehensive Plan will rely on the term “attainable housing” to mean unsubsidized housing that is more accessible to median-income families.

In Granville Township, 23.5% of households making less than \$75,000 (the closest census-identified income bracket to the Columbus MFI of \$84,000) pay more than 30% of their income to housing costs. Housing costs include both rent/mortgage and utilities. In the Village, that number is 16%. This indicates a lack of attainable housing, as even those making near the MFI for the area utilize more than 30% of their income on housing; and suggests a lack of housing appropriate for the needs of the population.

## Trends

In 1990, the average household size for Granville was 2.34 persons, for Licking County it was 2.6 persons, and for Ohio it was 2.59 persons. In 2020, the Village had an average household size of 2.42 persons, while the Township’s was slightly higher at 2.63 persons. Comparatively, Licking County’s was 2.66 persons, and Ohio’s 2.41 persons. Family sizes were roughly .5 persons larger across the board.

The Granville community continues to hold a strong appeal to the Columbus region as a bedroom community. As mobility increases due to enhanced transportation corridors, demand for high quality residential areas with good schools will continue to be attractive to families with school-aged children, thereby increasing housing demand. In 2019 alone, 8,050 persons migrated

to Licking County from another county in Ohio. Of those, an estimated 4,133 came from neighboring Franklin County.

A second trend is the longer life span experienced by the Baby Boomer generation in relation to previous generations. The majority of Baby Boomers are approaching, or have achieved, retirement age. In 1950 in the United States, the average life expectancy for a person was 68.20 years of age. In 70 years (2020), the average life expectancy has increased to 77.28 years of age or about ten years. By 2050, the average life expectancy in the United States is projected to be somewhere between 80 and 83 years of age. This surge in older citizens that are living longer than ever will place a strain on existing housing stock, as more retirees opt to age in place, rather than move to warmer climates. In fact, an AARP study found the overwhelming majority of persons over 50 want to age in place.

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# Guiding Future Land Uses

This chapter covers the goals for managing and influencing the types of development that will occur within the Granville community and where that development will be located. The goals are primarily accomplished through the establishment of a Future Land Use Map. Land use planning establishes the general direction and preferred character of residential, commercial, office, research and technology, and institutional uses. Its objective is to assure that future growth is managed in a manner consistent with the public interest. A community's land use is determined by such factors as location, transportation access, infrastructure availability, the natural environment, and natural resources. Land use planning, in essence, is used to protect the key assets of a community such as: residential neighborhoods, the downtown, natural areas, and historic resources, while promoting compatibility among various land uses such as: linking residential areas with parks, institutional uses, and neighborhood retail.

## Net Fiscal Impacts of Land Use

The way land is used in your community affects your taxes and the quality of your life. Land uses influence the size of your local government, the types of services it offers, the types of equipment it must purchase, and the taxes and tax rates it must levy. Land use also affects the number of students in the local school district, the sizes and number of school buildings, the number of teachers, and the taxes and tax rates the school district levies.

These impacts are significant not only because they affect taxpayers and local residents but because they affect the ability of local government to respond to the needs of its citizens. Identifying the impacts of different land uses will help you recognize what types of land uses should be encouraged in your municipality and what types should be treated cautiously.

The overall fiscal impact of a land use depends on both its revenue and its expenditure impacts. A land use may generate a lot of revenue for the local government, for example, but if the services it requires cost the municipality and school district even more, it will end up costing local taxpayers. Only by considering the revenues and expenditures associated with a land type can you identify its overall impact.

## Village of Granville

The finances of the Village of Granville are primarily dependent on income tax revenues. Streets, public safety, and general services make up the majority of Village expenditures. Generally speaking, industrial and agricultural uses contribute favorably to the tax base while retail and restaurants tend to impact the tax base unfavorably. Residential uses can contribute both positively and negatively, depending upon the category of housing. These are simply data points to inform land use decisions – a thriving community requires a diversity of land use in some manner, regardless of the potential impacts.

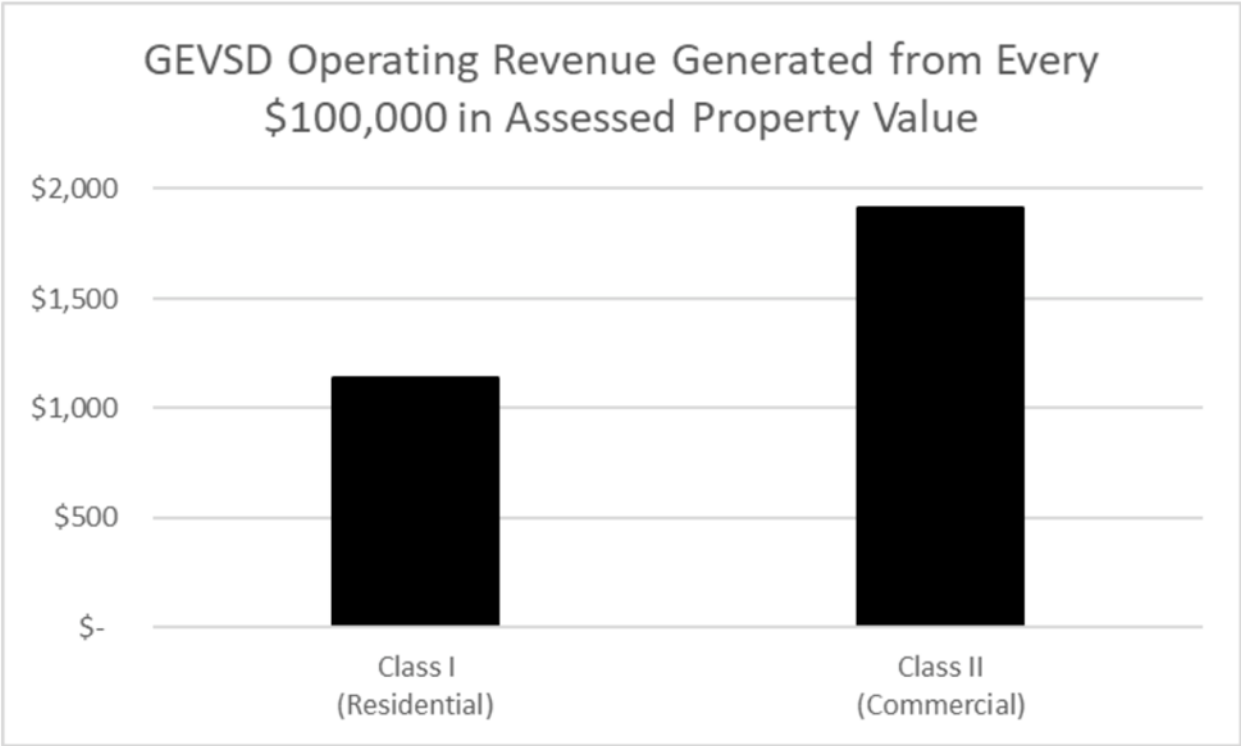
## Granville Township

The Township's major source of revenue comes from property taxes. Most of its funds are spent on providing fire protection services, road maintenance, cemetery operations, and land acquisition for open space preservation. Township land uses are mostly agricultural and residential in nature with lower land values. Most residential land uses cost more to serve than taxes on the residences yield. Even though the values on agricultural land are low, this type of use requires very few public services. Agricultural land actually subsidizes public services because it costs less to serve than the amount of taxes it yields.

## Granville Schools

Taxes on real property are an important revenue stream for the school district. The valuation of new development and revaluation of existing properties affect school district finances. Agricultural land generates little revenue to local schools, but also requires few services. Residential housing units (Class I) have high pupil yields and generate a negative return to the school system. Suburban housing in Granville yields an average of almost one student per unit. Somewhat surprisingly, due to its low pupil yields, multi-family housing does not have a negative impact on schools. Empty nesters generate few costs to schools. Generally, downtown residential, office, and industrial uses have a net positive fiscal impact on schools. Commercial and research and technology (Class II) uses do not generate students and, as a result, help cross-subsidize school operating costs. Office and industrial (Class II) uses generate significant tax revenues that more than pay for their limited demands on services. The following table indicates the fiscal impact of development on the school district by land use.

Figure 2: Granville Schools Operating Revenue (Tax Year 2022)



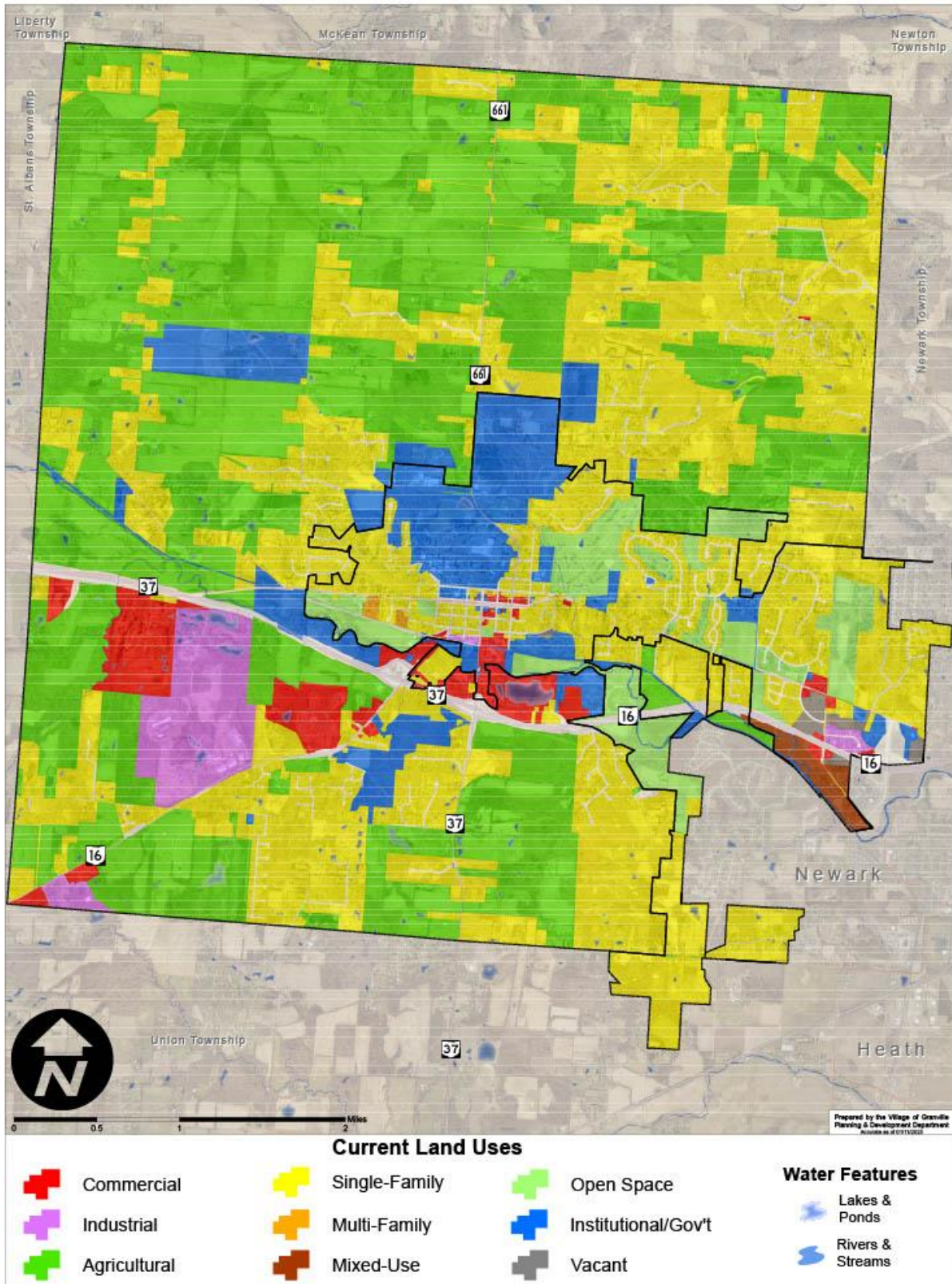
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# Future Land Use Categories and Map

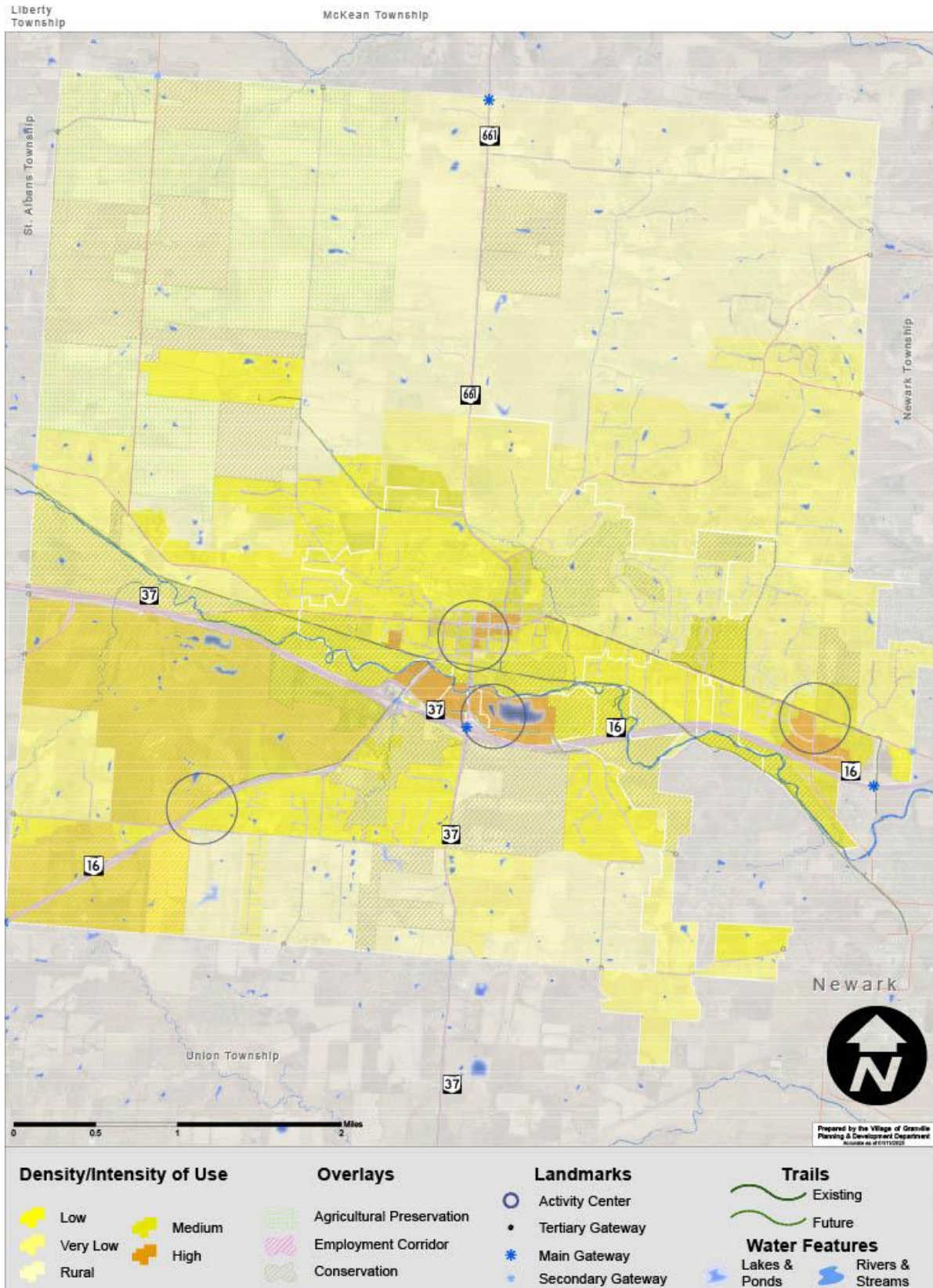
The Existing Land Use Map and Future Land Use Map are included on the following two pages and cover the areas that lie within the current boundaries of Granville Township and the Village. Much of the Village core has been fully developed, though there are vacant and underdeveloped areas outside of that core. The entire area is served by the Granville School District, which also extends partly into Union Township, as well as parts of Heath and Newark. Currently, the Granville study area is predominantly agricultural and residential, with a strong but small retail core in the Downtown area, and a predominant education sector in Denison University. There is also a not-insignificant healthcare presence in Licking Memorial Health's three locations, as well as Owens Corning's technology campus in the Township. Residential areas vary throughout Granville, from medium-density in the Downtown core, to rural-type densities in the Township areas.

Commercial and office areas can be split into areas based on uses and geographies. These areas include Downtown Granville; the Mill District, delineated as the area south of downtown along South Main Street (Lancaster Road); the Gateway District, including areas along River Road and Weaver Drive; Westgate Commercial District, located along Cherry Valley Road on both sides of SR-16, and Westgate Drive; and the SR-16 Research and Healthcare Corridor, located on SR-16 between SR-37 and Harrison Township.

# Current Land Use Map



# Future Land Use Map



## Land Use Areas

Rather than utilize the typical Euclidean-based and hierarchical future land use maps, this comprehensive plan will utilize a density and intensity map. Traditional Euclidean commercial, residential, et al. can suffocate the organic growth of a community by boxing it in through restrictions on use types, seeking to keep uses separated from one another. Future land use by density and intensity allows for flexibility in land use planning while encouraging a more sustainable mixed-use development pattern. Given how quickly conditions can change (see the cratering of commercial office demand and subsequent explosion of residential demand in 2020/21, for example), the ability to allow any land use compatible with surrounding uses can mean the difference between winning a large lucrative development and being left with vacant or underutilized land.

Calculating density is relatively simple, though there are two ways to measure. First, and most often used, is gross density. Gross density is calculated by taking the number of dwelling units and dividing it by the total acreage of a site. This type of calculation allows for developers to use more dense housing, while leaving ample open space for residents to enjoy. The other, less-used method is calculation of net density. To calculate net density, divide the total number of dwelling units by the acreage, less public right-of-way (and, in some cases, non-buildable lands). For the purpose of this plan, gross density will be utilized.

Density comes in many forms, though most understand it in a residential context, and mostly as a scale from farmhouse to apartment block, by way of the rural to urban transect. There is, however, greater nuance than that; density can (and should) include a mix of housing types. Detached single-family should intermingle with attached townhomes and apartments, to create a healthy mix of housing for all types of wage-earners and lifestyles. A good housing mix of this nature is the hallmark of a healthy economy.

Intensity is a lesser-known metric for the measurement of non-residential development. It exists because there is no reasonable way to measure the density of non-residential development in the same way residential development does (i.e., dwelling units per acre). Non-residential development measures intensity with the floor area ratio (FAR) metric. FAR is calculated by adding together the overall square footage of a building. That is, the square footage of each floor together as one figure. This total square footage is divided by the square footage of the lot upon which the building is constructed. Larger buildings, especially those over two stories,

will have a FAR of greater than one, while most buildings under three stories will have a FAR less than one.

Mixed Residential over Commercial



Multi-Story Office Buildings



Garden Apartments Less Than 3 Stories



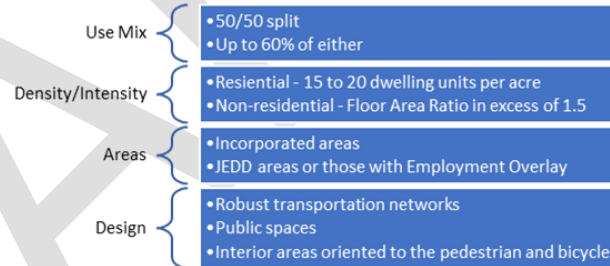
Employment Centers



## High Density/Intensity

High Density/Intensity (HDI) areas should include a relatively even mix of land uses between non-residential and residential development. These mixed-use areas should be developed around arterial roadways for connectivity to transportation networks, and in close proximity to other development to provide for a “town center” feel. Mixed-use developments should act as a node for the surrounding neighborhoods in which they can shop and gather. Transportation networks

should encourage walking and bicycling, relegating vehicles to the periphery of the development. Green spaces should be provided throughout the development, utilizing existing natural landscapes where feasible. Green infrastructure should be emphasized throughout, and should be incorporated into natural and pedestrian areas.



Lower-Intensity Mixed Residential over Commercial



Professional Offices



Townhomes



Small-Lot Detached Single Family



## Medium Density/Intensity

Medium Density/Intensity (MDI) areas should include the same residential to non-residential mix as HDI, but at a scale more appropriate to MDI development. Commercial development should be neighborhood scale, with existing Downtown Granville serving as a prime example of commercial MDI development. As with residential development, commercial development should be oriented to the pedestrian, rather than the vehicle. Outdoor spaces such as patios and terraces are

encouraged along pedestrian and vehicular rights-of-way, to increase interaction between the public, the built environment, and the businesses.



Intermittent green spaces or plazas within the area should be emphasized, to provide residents and visitors with public gathering spaces, and to offer a break in the built environment. Such spaces should incorporate the natural environment, wherever possible. These spaces may also be useful as green infrastructure areas, which should be encouraged within MDI development, and all development around Granville. In the Granville pattern of design, old residences in MDI areas may transition to businesses and offices, offering a mixing of uses that highlights the sense of place and accessibility of the area.

Use Mix	<ul style="list-style-type: none"> <li>• 50/50 split</li> <li>• Up to 60% of either</li> </ul>
Density/Intensity	<ul style="list-style-type: none"> <li>• Residential - 5 to 15 dwelling units per acre</li> <li>• Non-residential - Floor Area Ratio of 1 to 1.5</li> </ul>
Areas	<ul style="list-style-type: none"> <li>• Incorporated areas</li> </ul>
Design Considerations	<ul style="list-style-type: none"> <li>• Pedestrian scaled and oriented</li> <li>• Outdoor spaces</li> <li>• Small setbacks</li> <li>• ADUs</li> </ul>

Stand-Alone Stores



Small Offices



Detached Single-Family Residential



Commercial Uses as a Town Center



### Low Density/Intensity

Low Density/Intensity (LDI) areas are generally residential in nature, with trails and greenway corridors acting as connectors for neighborhoods and subdivisions, augmenting connectivity through walkability and enhancing Granville’s status as a bicycle-friendly place.

LDI development should be limited to collector and local roads, avoiding arterial roadways, as those higher speeds and wider rights-of-way detract from the character of LDI development.

Road networks may be curvilinear, but should focus on connectivity through grid-like design. Roads should include amenities like curbs and attached sidewalks, as well as parking and bike lanes. Roads should be as narrow as possible, to facilitate low speeds and also to reduce the required right-of-way. Ample street trees and landscaping will not only provide beautification, but also act as green infrastructure to accept stormwater runoff, as well as help reduce the urban heat island effect.

Use Mix	<ul style="list-style-type: none"> <li>• 70/30 Residential/Commercial split</li> <li>• Commercial uses as locally-needed amenities</li> </ul>
Density/Intensity	<ul style="list-style-type: none"> <li>• Residential - 2 to 5 dwelling units per acre</li> <li>• Non-residential - Floor Area Ratio of .3 to 1</li> </ul>
Areas	<ul style="list-style-type: none"> <li>• Incorporated areas</li> <li>• Unincorporated areas with pre-existing utility access</li> </ul>
Design Considerations	<ul style="list-style-type: none"> <li>• Landscape as a priority</li> <li>• Non-residential spaces as center of community</li> <li>• Focus on ample green spaces and parks</li> <li>• Low-speed roads with multi-modal infrastructure</li> </ul>

Large-Lot Single Family Detached Residential



Conservation Development



Single-Tenant Commercial



Open Space



## Very Low Density/Intensity

Very Low Density/Intensity (VLDI) areas are almost entirely residential, with very few commercial establishments; non-residential development should make up no more than 10-15% of gross land area in VLDI developments. Commercial development is typically located at intersections or edges of developments and near collector roads. Development of this type in the Village is defined by single-family detached homes on large lots (between 20,000 and 80,000 square feet). Homes are set back quite far from the road,

and from one another. Residential lots should contain ample green space and, in many cases, natural features. Lots in VLDI development patterns are sometimes bounded or influenced by natural features such as creeks, hills, and forests.

VLSDI are accessed from local roads only. Roads are typical layouts of curb, tree lawn, and sidewalk. Street trees may or may not be planted, depending on the overall layout of the development. Road networks are usually winding, with cul-de-sacs and looping roads. Because of these road types, trails must be included as cut-throughs to enhance non-vehicular connectivity



Rural-Lot Residential



Farmstead Residential



Farmer's Market



Open Space



## Rural Density/Intensity

Rural Density/Intensity (RDI) is characterized by farmer's markets, or related agricultural retail-oriented business activities. Transportation networks in RDI developments are centered around automobile travel. Roads are usually basic chip and seal or asphalt in nature, without curb, gutter, or sidewalk. In some instances, RDI residences are accessed directly from high-speed country roads or arterials. This type of

development is not permitted within incorporated areas of Granville, and should be relegated to Township areas only. RDI development runs almost exclusively on well water and septic waste systems.

Use Mix	<ul style="list-style-type: none"> <li>• 99% residential</li> <li>• Only rural-oriented commercial uses</li> </ul>
Density/Intensity	<ul style="list-style-type: none"> <li>• Residential - Less than .2 units per acre</li> <li>• Non-residential - Less than .1 floor area ratio</li> </ul>
Areas	<ul style="list-style-type: none"> <li>• Unincorporated areas</li> </ul>
Design Considerations	<ul style="list-style-type: none"> <li>• Auto-centric</li> <li>• Septic and well</li> <li>• Agriculturally focused, when possible</li> </ul>

## Overlays

On the Future Land Use Map, overlays are utilized to supplement the underlying intensity and density of the uses. Overlays help further specify any desired restrictions on land uses or development. In addition, they are useful for denoting lands that are subject to additional regulations.

### Conservation Overlay

This overlay serves to restrict the use of the underlying land to parks, open space, or conservation easement uses, regardless of density/intensity. In this instance, density/intensity serves to act as a guide regarding the type of recreation or open space uses that can develop on the property.

Some of the lands subject to the overlay are parcels held in conservation easements, meaning they are a perpetually open areas or parkland. Other lands covered by the conservation overlay are currently parks and/or recreation areas, and are intended to remain as such. Finally, some lands are subject to the overlay because of the benefit to the community in keeping that land open or using it for recreational purposes.

## Agricultural Preservation Overlay

This overlay protects the agricultural uses beneath it. The intention of this overlay is to keep the underlying uses agricultural in nature. The agricultural preservation overlay is primarily deployed in the northwest quadrant of the Township, where many large farms still operate. These farms are central to the community identity and spirit of the area. The public interest in keeping these areas agricultural in nature is both aesthetic and economic.

## Employment Corridor Overlay

The region south of SR-37, along SR-16, is a prime location for large-scale commercial and industrial development in the Granville Area. Most of this area is part of the Township, and as such lacks access to culinary water and sanitary sewer, which are provided by the Village. To maximize the potential of the area, a Joint Economic Development District (JEDD) is encouraged to manifest along SR-16, from SR-37 south to the Granville Township/Harrison Township boundary. Properties within the JEDD would remain outside of the Village, but would receive access to Village utilities in exchange for being subject to the Village income tax. Income tax revenue is split between the Township and the Village.

Because of its development potential, and the potential of a JEDD, this area is poised for larger-scale development of non-residential nature. The employment corridor overlay restricts development to non-residential projects. Further, while allowing commercial and industrial development, the overlay restricts the types of heavy industry that are allowed – those uses with high nuisance potential would not be permitted. Exact guidelines would be developed by the JEDD partners.

## Activity Centers

Activity centers are just that; places where a significant portion of businesses locate, and thus major community gathering spaces. These are locales of significant importance, with excellent access through car, bike, and foot. Myriad of business types are found in activity centers, offering everything residents and visitors alike need in one place. Activity centers are also hubs of live/work/play communities offering residents the opportunity to live in close proximity to not just their employer, but their “third places,” or establishments in which they gather outside of the home and work. The future land use plan identifies four such centers.

## Downtown Granville Activity Center

This is the only presently existing, fully-built-out activity center. Downtown Granville features a wide thoroughfare, narrow side streets, and ample on-street parking. Numerous restaurants and retail establishments, two breweries, one cidery, and the Village government offices call Downtown their home. Residents and visitors alike are attracted to the offerings of Downtown, and numerous events throughout the year are hosted right in the streets and on the sidewalks. However, very little open space exists, and parking and traffic are at times congested, demonstrating the ability of the Granville area to support additional activity centers.

## Munson Springs / West Gateway Activity Center

Presently nothing more than open land in many spots, this area is a prime location for activity. There is easy access to SR-16, itself providing easy access to Newark and Columbus's eastern suburbs. Additionally, the robust trail from Downtown along Newark-Granville Rd. runs directly into this center. There is currently a study underway regarding the Munson Springs property on the north side of Newark-Granville Rd., which will help determine its future.

## River Road / South Main Street Activity Center

Land around River Road and South Main Street present an opportunity to improve what is the front door of the Village, and one of the Township's primary gateways. New restaurants are opening along South Main St., north of River Rd., and the area is already anchored by a grocery store, two gas stations, and a new retail space. Additional retail space is planned for South Main St., and there is additional open land for development. Properties along River Rd., fronting SR-16, are prime space for two- and three-story office spaces, while the north side of River Rd. is primed for higher-density townhome or condominium projects. With easy access to SR-16, and ample pedestrian and bicycle access to Downtown, and along the adjacent TJ Evans Trail, this area is strongly positioned to become a robust and vibrant live/work/play community that can complement Downtown nicely.

## SR-16 Corridor Activity Center

The SR-16 corridor is discussed in detail above under Employment Corridor Overlay.

## Gateways

Gateways are those points of entry into the Granville area. They are often the first impression of the community for visitors and residents. A sense of the community is conveyed through branding, as well as uniform signage design elements. As there are many roads leading into the Granville area, gateways are split into three distinct types.

### Primary Gateways

These high-traffic corridors are the “front door” of the community. Primary gateways are the highest-traffic and highest visibility points of entry in the Granville area and as such, should be the most prominent. Primary gateway signage should be clean, well-designed, and obvious, so as to convey the quality of life and community values of the area. Primary gateways should have signage welcoming people to the area (either the Village or the Township, depending on where the signage is). Such signage should have a unified design to convey a sense of unity and be readily and easily identified as Granville. Primary gateways signage should be a monument sign, or other permanent and landscaped signage type.

*Locations: SR-16 at SR-661/SR-37, SR-16 at Thornwood Crossing, SR-16 at Harrison Township line, and SR-661 at McKean Township line.*

### Secondary Gateways

The “side doors” of the Granville Area, found along lesser-travelled roads. Secondary gateways may not have large-scale development in the area, and are most likely to be found in rural areas. Signage should be clear and well-designed, but need not be as significant as that found at primary gateways. Examples of acceptable signage include freestanding signs of durable and permanent materials like treated lumber. Areas around the signage should include some landscaping to create a well-designed space that conveys the quality and essence of Granville.

*Locations: SR-37 at Union Township line, Raccoon Valley Road at St. Albans Township line, Loudon Street at McKean Township line, Newark-Granville Road at Newark City boundary, and Moots Run at St. Albans Township boundary.*

## Tertiary Gateways

These entry points are the “back door” of the community, used primarily by local traffic that resides in the vicinity. Roads along tertiary gateways are most likely to be narrow rural roads or local residential roads. In these areas, signage should be encouraged, but is not required. Standard metal highway signs will suffice to denote entry into Granville.

*Locations: Burg Street at McKean Township line, Hankinson Road at McKean Township line, Phillips Road at McKean Township line, Cambria Mill Road at Newark Township line, Welsh Hills Road at Newark Township line, Sharon Valley Road NE at Newark Township line, James Road at Newark City boundaries, Canyon Road at Union Township line, Grandview Road at Union Township line, Goose Lane at St. Albans Township line, Moots Run Road at St. Albans Township line, Morse Road at St. Albans Township line, and Battee Road at St. Albans Township line.*

# Goals Guiding the Comprehensive Plan

This Comprehensive Plan was created collaboratively with our community stakeholders that included resident surveys, public forums, review of Village and Township legislative records, and past comprehensive planning efforts. The primary purpose of this comprehensive plan is to ensure the well-being of Granville residents, balance growth and preservation, guide how elements affect one another, and provide the basis for revised or new legislation.

The Comprehensive Plan establishes four strategic goals to guide Granville towards the vision we have for our community in the future. Each goal contains a number of subordinate objectives and actions necessary to achieve it. The goals are:

1. Maintain Granville's Unique Character
2. Promote Sustainable Economic Development
3. Enhance Mobility
4. Foster Community Partnerships

## Goal 1: Maintain Granville's Unique Character

While the preservation of the small-town New England feeling of the Village is of primary importance for the community, of equal significance is the preservation of the rural countryside and farmlands in the surrounding areas of Granville Township. The 2022 Community Survey support these long-held sentiments, which are at risk as development pressures from Western Licking County continue to grow.<sup>3</sup> The objectives for maintaining Granville's unique character are:

- A. Preserve Farmland in the Township
- B. Nurture the Distinctive Sense of Place in the Village
- C. Promote Community's Strong Educational Standing
- D. Protect the Natural Environment
- E. Safeguard Community Historic and Cultural Resources
- F. Maintain Open Space and Rural Vistas
- G. Facilitate Residential Development that Meets the Needs of the Entire Community

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<sup>3</sup> 2022 Community Survey



## Objective A: Preserve Farmland in the Township

Farms and farmland are an integral part of the fabric of the community. This acreage is valued not only for current agricultural production, but also for its wildlife, natural vegetation, woodlands, ground water recharge, and historical and natural landmarks. Its scenic landscapes provide a natural escape from population, pollution, and noise. The productivity of farms adds vitality and purpose to the Granville area. Even agricultural space not used as working land is a key element of Granville's character, adding to its rural charm, beauty, and serenity. Farmland is one of the area's most valuable resources. Agriculture remains the principal land use in the region surrounding the Village of Granville; however, studies suggest that the aging population is contributing to the loss of farmland. Specifically, the majority of farmers are over 55 years of age and may no longer want to farm and/or have no one to succeed them. The necessary capital expense and the required economies of scale make it exceedingly difficult for young farmers to enter the industry.

Additionally, development pressures will likely make large agricultural parcels harder to come by and commodity farming harder to support. Therefore, small niche and specialty crop agriculture could help maintain rural appeal. This type of farming has a lower entry-point and can produce high-retain crops on smaller tracts of land.

The Comprehensive Plan sets a high priority on protecting this land because it is a prime target for development, especially given the expected growth in the western part of the county. Strong support of farmland protections, programs to strengthen agricultural industry, and preservation of rural character exist in the Granville community.

### *Actions to Preserve Farmland in the Township*

Recommended actions to achieve this objective include:

- 1) Ensure through community outreach and engagement that resilient local agricultural systems are an essential part of policy, planning, and decision-making.
- 2) Modify zoning to promote and support agriculture of all scales, agritourism, and agricultural support businesses.
- 3) Develop conservation easements that promote family farms (living where they work), specialty crops, and support infrastructure.

## Objective B: Nurture the Distinctive Sense of Place in the Village

The Village of Granville has its own distinctive character and strong sense of place. However, it is important that whenever additional growth, development, or redevelopment occurs, those changes add to the character rather than detract from the attractiveness of the community.

Without constraints, conventional patterns of sprawling, leapfrog development will make the entire community a featureless blur that is neither village nor country. Therefore, encouraging growth in the cohesive, walkable central portion of the community and managing growth in the rural areas ensures efficient and effective use of services and infrastructure, and maintains the Village's unique character.

Part of this character is the Village's vibrant downtown with its street trees, wide sidewalks, and sidewalk cafes, is where residents naturally congregate to meet friends and neighbors, and enjoy the small-town atmosphere. The economic and social vitality in the downtown has a positive impact on the entire community. However, the downtown area is not without its challenges, particularly with regard to the reduction in the number of downtown retail shops, a perceived lack of parking, and somewhat offset access to the TJ Evan bike path. Strengthening the core downtown by addressing these challenges will reinforce the downtown's important role in the community.

Away from the downtown, distinct neighborhood settings should be places that people enjoy and that are attractive, walkable, satisfying, and have convenient amenities. Well-designed communities are not just a collection of individual houses because equal attention is given to public areas that are conducive to walking, jogging, casual socializing, and community function. Designing traditional neighborhoods is a development trend that provides promise for building better communities, through which new neighborhoods are designed to incorporate the benefits and amenities of the older traditional neighborhoods. Common elements of traditional neighborhoods include:

- Compact form and design that encourages active transportation
- Connected streets
- Neighborhood parks and open spaces
- Mix of housing types and price ranges
- Architecture that reflects the community
- Compatible non-residential uses

Our gateways are the front doors into a community, providing the first impressions of that community. Development of attractive entrances into the Village should include landscaping and lighting with appropriate signage. New signs, which are low to the ground and unobtrusive, should be encouraged. These signs could be part of an overall uniform signage theme for the Village. Street lighting similar to the Downtown could also be considered along major corridors as the area develops, which could help tie the community together visually.

Community gathering places, also known as “third places” (with home as “first” and work as “second” are integral to a complete community. Whether active or passive, our community gathering spaces allow neighbors to engage one another and spread ideas while strengthening the social bonds of the community. Crafting legislation that encourages or requires dedication of parkland or provision of other public gathering spaces, such as trails or amphitheaters, and/or the creation of a joint Granville Parks and Trails Plan that lays the groundwork for future community spaces that can be levied on future developers should be considered.

#### *Actions to Nurture the Distinctive Sense of Place in the Village*

Recommended actions to achieve this objective include:

- 1) Direct residential development in select areas of the Village to ensure efficient and effective use of infrastructure and services, and to protect green spaces.
- 2) Strengthen the community core through revitalization efforts to address capability gaps and strengthen its vitality.
- 3) Design neighborhoods with more traditional features to create a greater sense of community in disparate areas.
- 4) Delineate and enhance gateways to promote the Granville brand and tie the community together visually.
- 5) Create event and gathering places to provide more options to congregate together and further strengthen the social fabric of the community.

#### **Objective C: Promote Community’s Strong Educational Standing**

Granville was originally founded as educational center, deliberately planned as such by New Englanders that settled it in 1805. It remains a community that values education as evidenced by a long history growing superior and primary and secondary schools; independent and parochial schools; and an

almost 200-year partnership with Denison University, one of the finest liberal arts colleges in the country.

The Granville School District's "Learning for Life" mission provides superior educational experiences for students in a personalized learning environment. This, coupled with district's "Portrait of a Graduate" model – a composite of what mindsets, skills and dispositions students should possess after their tenure within the district – has redefined success in Granville Schools. Student success supports school quality and 80% of respondents to the 2022 Community Survey highlighted maintaining this quality as a top priority.<sup>4</sup> In order to meet the district's mission while balancing growth in the community, the district formed a strategic planning task force in 2022. The task force represents a cross-section of the stakeholder and resident base, and is specifically addressing how growth will impact enrollment, housing, funding, facilities, and programming to ensure long-term vitality of the district's reputation. The end product may result in land acquisition and future building construction, as the school district navigates the anticipated growth throughout the region.

School choice is important for some parents, especially those that desire greater individual attention or religious programming. The Granville community provides both of these options with Licking County's only independent school, Welsh Hills School; and Granville Christian Academy. Such redundancy within the community is a desirable facet of Granville's educational reputation.

Aside from Denison University's prestige as a liberal arts college, it contributes greatly to the unique character of Granville and actively works with other stakeholders to maintain it. This commitment to community success is evidenced by cultural, arts, intellectual, and recreational offerings and environmental/sustainability initiatives – all which amplify a constructive "Town and Gown" relationship.

### *Actions to Promote Community's Strong Educational Standing*

Recommended actions to achieve this objective include:

- 1) Implement the recommendations of the Granville Schools task force study on a timeline that supports anticipated growth.

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<sup>4</sup> 2022 Community Survey

- 2) Produce a joint (Granville Schools Denison) advertising campaign in cooperation with the GACC and/or CIC to increase regional interest in local educational success.
- 3) Develop faculty housing on the Denison campus so that more educators and staff work and live in the community.

## Objective D: Protect the Natural Environment

Environmental issues are important for any community, especially when looking at the quality of life within that community. This section discusses the natural environmental conditions within the Granville community to provide a basis for wise land use decisions. Information regarding soils, floodplains, wetlands, watercourses, aquifers, hillsides, and woodland areas is presented below. This overview provides a general analysis of existing natural environmental conditions in consideration of future land use development. This compilation of natural resource data is discussed and interpreted in terms of key issues for planning purposes. These resources are an important part of the quality of life in Granville.

The preservation and restoration of the greenbelt is important to maintaining the natural ecological processes. Greenbelt areas have been identified as those areas in and around Granville that are environmentally sensitive and acting as a network of the area's green infrastructure. Green infrastructure includes: trees and woodlands, streams and lakes, wetlands, meadows, inorganic habitat, living organisms, soil, water, and air. These areas are depicted at Appendix 5, *Natural Resource Map*. Most of Granville Township is considered greenbelt or environmentally sensitive.

Promoting natural resource programs is important for a community because it has a positive impact on the environment, which can lead to a better quality of life for residents. When residents are more conscious of the impact their actions have on the environment, they are more likely to make choices that are better for the planet. This means that they may use fewer disposable items, drive less often, or recycle more frequently. These actions can help reduce air pollution and carbon emissions.

Reducing carbon emissions deserves special attention as they are dangerous to the environment and human health because they contribute to climate change. Climate change leads to droughts, wildfires, floods, and other natural disasters that can devastate communities and put them at risk for disease. Reducing carbon emissions will help ensure that future generations are able to enjoy the same quality of life we have today.

In 2022, the Village became a Power a Clean Future Ohio (PCFO) coalition member. PCFO is a nonpartisan coalition that works with local leaders to develop and implement proven climate solutions. Part of the Village's commitment to this cause is to create a carbon reduction plan that is achievable, measurable, equitable, and economical. The Village has formed an Emissions Reduction Committee, with Township representation, to craft this plan. Other recent efforts in the Village include an updated solar code and tree preservation code, demonstrating carbon emission reduction can also be addressed through legislation.

Finally, green development seeks to produce high-performance, sustainable structures, neighborhoods, and communities through environmental responsiveness, resource efficiency, and community and cultural sensitivity. A number of practices and design characteristics have been developed by integrating the principles of smart growth. These include green building design, low-impact development, and reducing urban sprawl. Incentivizing such practices may bring mutually beneficial results.

#### *Actions to Protect the Natural Environment*

Recommended actions to achieve this objective include:

- 1) Preserve and restore greenbelt areas to protect natural habitats and green infrastructure.
- 2) Promote natural resource programs that educate and inspire the public to action.
- 3) Set tangible goals to reduce carbon emissions to protect the environment and improve public health.
- 4) Incentivize green development practices for both new developments and smaller-scale building renovations.

#### **Objective E: Safeguard Community Historic and Cultural Resources**

Granville has a long and rich history that is reflected in both its building inventory, and other landmarks. Historic and cultural resources are essential to protect because they give the community an identity, create local pride in the community, and attract other people to come to the community. By protecting historical areas, it reduces urban sprawl by ensuring that old structures are being reused and new ones on the outskirts of the community are not built. Historical and cultural resource preservation helps protect the community core and reduces the cost of new infrastructure too.

In the Granville Historic Resources nomination in 1980, a portion of the Village of Granville was listed as an historic district in the National Register of Historic Places. The nomination identified approximately 135 historic buildings in the core of the village, on the Denison University campus, and on North Pearl Street. The Bryn Du Mansion was listed in the National Register in 1982. As part of the comprehensive planning process, the historic resources of the village and township were evaluated to identify those that appear to qualify for listing in the National Register. The survey resulted in the identification of 41 additional individual properties in Granville Township that should be considered for listing on the National Register (see Appendix 4, *Historic Resources*). Some of these properties may include multiple buildings, such as a complex of farmhouses, barns and outbuildings, but are counted as a single property. In the Township, most properties date from the 19<sup>th</sup> century and are rural in character. Among the non-residential properties included are two historic cemeteries and a church.

#### *Actions Safeguard Community Historic and Cultural Resources*

Recommended actions to achieve this objective include:

- 1) Establish an Historic District within the Village and an Historic Preservation Committee to review zoning permits and developments within the district.
- 2) Leverage impact fees on large developments and bed taxes on short-term rentals to create funding for protection of historic and cultural assets.
- 3) Collaborate more actively with the Granville Historical Society through ex-officio representation on the Board of Managers.

#### **Objective F: Maintain Open Space and Rural Vistas**

Open space is an important aspect of the Granville community and contributes to the physical beauty of the area. It provides a buffer in the denser urban areas and helps to maintain a historical link with the generations of people who settled the land. Open space includes environmentally sensitive land, recreational land (both privately and publicly held), and the large tracts of agricultural land that are being farmed or grazed or have not been developed yet.<sup>5</sup> The Granville community has used the following tools in an attempt to preserve open space and rural vistas:

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<sup>5</sup> Granville Comprehensive Plan (2001)

Licking Land Trust, conservation easements and Township open space levies.

Granville Township became the first township in the State of Ohio to pass an open space levy for the purpose of raising money to acquire title to developable property or, alternatively, to acquire an easement for the development rights to a property with the plan to leave it as open space. The Township has two levies raising money for the acquisition of open space and combines this money with general fund money to make property acquisitions. The Trustees established committees consisting of both Village and Township residents to make recommendations for possible acquisitions. As of 2022, Granville Township had preserved over 1,800 acres (see Appendix 5, *Open Space Map*).

A conservation easement is a legal document that is granted, and sometimes sold, to a non-profit conservation organization or a government agency. When a conservation easement is in place, the landowner retains ownership of the land and has the ability to control access to the property. Conservation easements permanently restrict the type and amount of development that can occur on the land. Some conservation easements allow a limited number of new structures, although buildings may be restricted to specific locations on the property. A conservation easement does not require that public access be granted to the property. Donation of a conservation easement to a qualifying non-profit or government agency usually qualifies as a charitable contribution on the donor's federal income tax returns. A benefit for some landowners could include estate tax benefits, which would enable heirs to retain lands within a conservation easement.

The Licking Land Trust (the Trust), organized in 1989, is dedicated to the protection and conservation of land deemed valuable to the public in and around Licking County. The Trust seeks to preserve, protect, or enhance significant natural, scenic, agricultural, historic and recreational land and water resources. To date, the Licking County Land Trust has preserved 1,174.065 acres. Of the total acreage owned by the Licking Land Trust, 233.21 acres (or 19.9% of the total acreage) are located within the Granville community as defined by the study area for this plan.

A significant focus area for the Trust is the Raccoon Valley Greenway which emanates with property in Granville Township. Its purpose is to create and preserve a woodland ribbon at least 150 feet on each side of Raccoon Creek to provide aquifer protection, wildlife habitat, erosion prevention, flood control, passive recreation, and education experiences.



### *Actions to Maintain Open Space and Rural Vistas*

Recommended actions to achieve this objective include:

- 1) Preserve land leveraging open space levy revenue to acquire open space and conservation easements.
- 2) Collaborate with the Licking Land Trust to expand the Raccoon Valley Greenway inside the Granville planning area.

### **Objective G: Facilitate Residential Development that Meets the Needs of the Entire Community**

Despite Granville being considered a singular community for the purposes of this Comprehensive Plan, there are inherent differences in the Village's and Township's residential development interests. In the Village's urban setting, housing needs are tied more to tangible structures, whereas in the Township, these needs are tied more to the surrounding amount of land and green space. Therefore, this objective focuses mostly on residential development within the Village.

Neighborhoods built in the last half century have focused on large lots and wide roads. This type of development has its place in the housing mix, but it should not dominate the mix as the only type of housing to be provided. Mixed-use development represents a viable pattern of development that provides an array of housing types in conjunction with infrastructure, transportation networks, and amenities to support it. These types of development provide an added bonus in they offer significantly more tax revenue than traditional development, as evidenced in the 2022 Granville Area Economic Development Plan.<sup>6</sup>

As older residents age, or families change as children move out and away, housing needs shift. Because of Granville's current housing mix, residents in these (and similar) positions are now typically forced to move out of the community. The Village should work to provide housing that is accessible to smaller families, those wishing to downsize, as well as those who desire to age in place.

Some older and developed parts of the Village area have lots that are either vacant, or that contain a substandard or non-working structure. Efforts should be made to incentivize the development/redevelopment of these

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<sup>6</sup> Jim Lenner, *Granville Economic Development Strategy*, 2022

properties into viable residential properties. Infill development of this nature places much less strain on existing infrastructure than new and/or expanded infrastructure. Considering standards for accessory dwelling units (ADUs) in the Village is a way to provide attainable housing and allow an increase in functional density without increasing built density.

### *Actions to Facilitate Residential Development that Meets the Needs of the Entire Community*

Recommended actions to achieve this objective include:

- 1) Develop a mixed-use zoning district within the Village to provide a wider array of housing options.
- 2) Encourage more accessible and attainable housing choices to support the full spectrum of the homeowner lifecycle.
- 3) Legislate standards for accessory dwelling units and utilization of existing lots to create more accessible housing.

## **Goal 2: Promote Sustainable Economic Development**

Economic development does not occur in a vacuum. Any development that happens should be sustainable well into the future, and should provide a mix of industries and job types to the community. The objectives for promoting sustainable economic development are:

- A. Attract Development to Ensure a Strong and Diverse Tax Base
- B. Manage the Type, Design, and Quality of New Commercial Development so that it is Complimentary to Granville's Unique Character
- C. Create an Environment that Attracts a High-Wage Professional, Technical, and Research Workforce
- D. Preserve Established Businesses

### **Objective A: Attract Development to Ensure a Strong and Diverse Tax Base**

Economic development is a critical part of ensuring a strong, diverse tax base for any community. When businesses leave, it's not just the jobs that go with them—it's also the money they pay in taxes. This money can be used to build roads and schools, provide services for residents, and support

local businesses. Over 50% of business owners in the community feel diversifying the tax base should be a top priority in the coming years.<sup>7</sup>

When economic development occurs in a community, it ideally creates jobs that are often well-paid and stable. These jobs attract people from all walks of life who want to live in an area where there is opportunity for success. The more economic development that occurs, the more opportunities there are for everyone who lives there.

Tools such as Joint Economic Development Districts (JEDDs) and Community Improvement Corporations (CICs) can assist greatly in encouraging economic development. A JEDD agreement enables townships, cities, and villages to cooperatively address concerns associated with economic development, diminishing local revenues, growth, and annexation pressures. A JEDD provides a local-community approach to solving economic development issues by allowing local governments to enter into legal agreements that have the potential to increase revenues and create jobs.<sup>8</sup> CICs serve to advance economic, commercial, and civic development of a community. In Ohio, there are approximately 235 CICs performing such work on behalf of their local communities.<sup>9</sup>

Economic development policies and growth management plans can be useful land use planning approaches to implement in communities where unrestrained development threatens to outpace the provision of adequate infrastructure needed to support it. Growth management tools may be especially necessary in places experiencing faster than average population growth, pressure to convert agricultural land to other uses, and traffic congestion problems, all of which characterize the Granville community today. Growth management has historically been used to control urban and suburban expansion to ensure the ability of local governments to provide adequate services for new development.<sup>10</sup>

Properly preparing for growth can lead to the development of shovel-ready sites that reduce the time it takes a company to begin construction of a new facility. Shovel-ready sites are in growing demand among companies and

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<sup>7</sup> 2023 Community Survey

<sup>8</sup> Ohio State University Extension, *Joint Economic Development Districts*, 2021

<sup>9</sup> Jim Lenner, *Granville Economic Development Strategy*, 2022

<sup>10</sup> Kootenai County, Idaho Community Development Planning Division, *An Overview of Growth Management Principles and Possible Applications*, 2021

site selection consultants, and they are an increasingly popular tool for communities to attract new business and industry.

### *Actions to Attract Development to Ensure a Strong and Diverse Tax Base*

Recommended actions to achieve this objective include:

- 1) Create a Joint Economic Development District (JEDD) on SR-16 to facilitate funding of utility extensions and spur/manage development of the area.
- 2) Consider formation of a Community Improvement Corporation to lead economic development efforts for the community stakeholder base.
- 3) Institute economic development policies and a Joint Growth Management Plan to ensure development and necessary infrastructure and services are synchronized.
- 4) Provide shovel-ready or near-shovel-ready development sites to attract commercial industry seeking to begin construction within a short time horizon.

### **Objective B: Manage the Type, Design, and Quality of New Commercial Development so that it is Complementary to Granville's Unique Character**

Granville has a character unique to Central Ohio. Based on New England towns of the early 19th century, and founded by residents of those New England towns, the Village features a grid pattern and wide boulevard. This is in stark contrast to the public square design seen in nearly every Ohio municipality, and adds to the vitality of the downtown district, and unique nature of Granville as a whole. In addition, there are areas of Granville that feature expansive family farms, stunning agricultural vistas, and sweeping views of the Appalachian foothills and Central Ohio plains. Each of these aspects is arguably just as important as the other, and new commercial development should complement and respect each one.

Of primary concern regarding future commercial development is sustainable growth. As the community grows residentially, commercial enterprises will be required to meet the needs of the residents. However, supply should not exceed the demand. The type, location, design, and quality of this new commercial development should be managed in such a way as to preserve the small-town environment that is characteristic of Granville by utilizing zoning, design standards, overlay zones, and other development regulations.

With the expected growth in Western Licking County, there are several areas of the community where development pressure is already happening or is expected to happen in the next five years. These areas are of special emphasis for deliberate planning and include:

- SR-16 Corridor
- South Main Street Gateway
- Westgate Commercial Complex
- Cherry Valley Road

These areas may also benefit from establishing them as Community Reinvestment Areas (CRAs). A CRA is an economic development tool administered by municipal governments that provides real property tax exemptions for property owners who renovate existing or construct new buildings. Such program can revitalize aging or bare areas of the community where investment has been hampered.

Area and corridor conceptual plans are general “visioning” guides to indicate potential development options that align with zoning codes and comprehensive plans. Such plans are schematic only, and the actual mix of land uses, locations and configurations of buildings, parking areas, streets and access points will be determined through the public review process for individual development proposals. Understanding what is possible visually can help accelerate potential developers’ decision process.

With the expected historic commercial and residential growth throughout the region, the community may have to address legacy nuances to zoning codes that do not to address evolving growth patterns, business types, and associated technologies. Code where firm restrictions exist may cause the community to miss out economic development opportunities or genuine public needs.

*Actions to Manage the Type, Design, and Quality of New Commercial Development so that it is Complimentary to Granville’s Unique Character*

Recommended actions to achieve this objective include:

- 1) Prioritize planning efforts on areas where development pressure exists or is expected to exist within the next five years, and consider establishing Community Reinvestment Areas (CRAs) to revitalize where necessary.

- 2) Develop area and corridor plans to manage expectations of developers and smooth the development process.
- 3) Update zoning code to address economic, social, and technological evolutions to better manage – not stifle – development patterns consistent with the community’s character.
- 4) Plan the development of South Main Street as a critical gateway that meshes the community's exceptional characteristics.

### Objective C: Create an Environment that Attracts a High-Wage Professional, Technical, and Research Workforce

When looking for sites to relocate or expand, employers are focused on proximity to workforce. While Granville’s educational attainment is very high, there is a dearth of available workforce housing opportunities. Granville must find methods of providing housing so that prospective employers know they can find a deep pool of well-qualified applicants.

To maintain economic vitality and ensure the long-term economic sustainability of the Granville community, a comprehensive and coordinated program of economic development, tourism development, revitalization, and support of existing businesses must be provided. Community leaders and citizens often express the need and desire for an expanded tax base. Business recruitment is a proactive effort to attract new and needed businesses to a community.

The purpose of economic development is to maintain a high quality of life by promoting the efficient and orderly development of private properties and encouraging the growth of business and enhancement of property values within the community. Increased property values subsequently will balance the tax base and improve the local jurisdictions’ ability to provide adequate services. The Village and Township need to work with the business community on projects of all sizes to promote this goal.

#### *Actions to Create an Environment that Attracts a High-Wage Professional, Technical, and Research Workforce*

Recommended actions to achieve this objective include:

- 1) Expand and diversify the housing inventory within the community to provide a range of options for workers at every stage of their career.

- 2) Identify, target, and “sell” the Granville community to desired industries and specific businesses.
- 3) Develop promotional strategies that emphasize and effectively market the community’s outstanding educational, cultural, historical, and recreational reputation and opportunities.

## Objective D: Preserve Established Businesses

Granville has many small and family-run businesses. As these businesses grow and prosper, both the Village and the Township must work to keep them from moving elsewhere. Growing and successful businesses provide excellent tax revenue. On the other end, emerging businesses must be lifted up and given the tools to succeed.

A business retention and expansion (BR&E) program is an economic development plan designed to assist local governments and economic development organizations assess the needs and barriers of existing businesses in the community. It includes all ongoing local economic development programs that focus on retaining and growing existing businesses in the community. Over time, a successful BR&E program improves the business operating climate, ensures competition remains healthy, provides quality jobs, and helps to stabilize the economy.<sup>11</sup>

Local businesses build local wealth by keeping a significantly larger share of their economic output within the community. Locally owned businesses also promote community well-being by helping to sustain vibrant town centers, linking neighbors in a web of economic and social relationships, and contributing to local causes.<sup>12</sup>

Community Reinvestment Areas (CRAs), discussed previously, are not just a tool for new businesses. Revitalizing existing commercial areas and corridors may motivate business to remain in place for longer periods of time.

### *Actions to Preserve Established Businesses*

Recommended actions to achieve this objective include:

- 1) Develop and pursue a business retention and expansion program (BR&E) involving a cross-section of community stakeholders to help businesses remain profitable, competitive, and efficient.

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<sup>11</sup> Jim Lenner, *Granville Economic Development Strategy*, 2022

<sup>12</sup> Stacy Mitchell and Kennedy Smith, *Institute for Local Self-Reliance*, 2012 and 2022

- 2) Champion local businesses and encourage shop local efforts.
- 3) Explore establishment of Community Reinvestment Areas (CRAs) where infrastructure is flagging.

### **Goal 3: Enhance Mobility**

A transportation system that provides safe, convenient, and efficient movement of vehicular, pedestrian, and bicycle traffic is vital to the well-being of a community. It has significant influence on the appearance, character, and economic viability of the area. It is an important consideration when current and future land use decisions are made. Within a comprehensive plan, the transportation plan sets broad guidelines to assist public officials, developers, and other interested parties in making decisions relating to traffic flow, reserving rights-of-way for future roadway improvements, selecting pavement widths, public and private funding for infrastructure, location of community centers and facilities (for example, schools) and other transportation issues. The objectives to enhance mobility in the community are:

- A. Provide an Accessible and Safe Thoroughfare System
- B. Improve Multi-Modal Regional Connectivity
- C. Promote Active Transportation to Reduce Reliance on Automobiles and to Ease the Parking Burden
- D. Expand Electric Vehicle Charging Station Footprint

#### **Objective A: Provide an Accessible and Safe Thoroughfare System**

Granville Township, which wholly encompasses the Village, measures five miles across in most places, and is sparsely populated, with the Village roughly in the center. Very few roads traverse the Township areas, and those that do are either very narrow, or lack bicycle and pedestrian infrastructure. Thus, travel by anything other than motor vehicle a challenge. However, constructing and maintaining accessible and safe systems is, due to a combination of lack of funding mechanisms and sheer distance, a challenge in the Township. In the Village, roadways in the historic Downtown area are not only narrow, but allow off-street parking. The main thoroughfare, Broadway, is very wide but also quite congested, due to its state-route designation as a truck route through downtown. Because of these disparate yet interrelated challenges, specific corridors should be identified which will provide the most value and generate the most use by the most people possible.



### *Actions to Provide an Accessible and Safe Thoroughfare System*

Recommended actions to achieve this objective include:

1. Evaluate current roadways for opportunities to easily implement infrastructure that will provide for safer travel.
2. Collaborate with the Ohio Department of Transportation on access and traffic management of existing State Routes that traverse the Granville area.
3. Work with the Ohio Department of Transportation on alternative routing of commercial truck traffic on SR-661.

### **Objective B: Improve Multi-Modal Regional Connectivity**

Granville sits roughly midway between New Albany, Pataskala, Johnstown, Newark, and the new Intel manufacturing site. This placement leads not only to congestion due to commuters passing through on their way to or from work, but also due to Granville residents leaving to work elsewhere.

According to the *2022 Granville Area Economic Development Strategy*, 868 more workers leave Granville for work in other place than come from other places to work in Granville. Neighboring cities like Newark and Heath share workers and residents with Granville, meaning a high number of cars for short distances. Additionally, the community is sure to see an influx of residents intent on working for Intel or one of their many suppliers. Therefore, Granville should work to provide for multi-modal connectivity throughout Licking County.

### *Actions to Improve Multi-Modal Regional Connectivity*

Recommended actions to achieve this objective include:

1. Update zoning regulations to include requirements for multi-modal transportation options with new development.
2. Study and update roadway width requirements and block length requirements to support development of compact and walkable developments.
3. Work with Mid-Ohio Regional Planning Commission (MORPC) and other partners on regional trail connectivity to ensure proposed trails and non-vehicular routes link together.
4. Identify locations for transit hubs that are easily accessible by multiple modes of transportation.

## Objective C: Promote Active Transportation to Reduce Reliance on Automobiles and to Ease Parking Burden

Granville's Downtown area, and other amenities, should be reachable by more than just automobile. More and more people are choosing to walk, bike, or "scoot" to their destination. We must provide for, and advocate on behalf of, those wishing to travel through means other than motor vehicle. The Licking County Area Transportation Study authored the Granville Active Transportation Plan in 2021-22 (see Appendix 6, *Granville Active Transportation Plan*). This plan provided a summary of active transportation needs and pathways to complete associated projects. Regular review and update of this plan is critical to understanding how needs and trends are evolving.

### *Actions to Promote Active Transportation to Reduce Reliance on Automobiles and to Ease Parking Burden*

Recommended actions to achieve this objective include:

1. Regularly update the Granville Active Transportation Plan to reflect changing needs and trends within the community and throughout the region.
2. Update regulations relating to parking and work to incentivize reduction or elimination of minimum parking requirements.
3. Create a plan for future trails and connections to provide a guide for future development.

## Objective D: Expand Electric Vehicle Charging Station Footprint

Electric Vehicles (EVs) are no longer an emerging technology, nor are they a novelty. EVs are becoming more mainstream each year, as manufacturers introduce new EV models and/or replace internal combustion vehicles with EV equivalents. Communities across the country must find ways to provide for new EV infrastructure to capture not just the revenue from EV charging, but also to entice EV users to visit. This work may require zoning changes, developer incentives, and/or additional electrical infrastructure to be successful.

### *Actions to Expand Electric Vehicle Charging Station Footprint*

Recommended actions to achieve this objective include:

1. Update zoning regulations to require EV infrastructure installation with new or redevelopment projects.
2. Incentivize developers and landowners to install EV infrastructure.
3. Work with AEP and other electric power providers to ensure electrical capacity in Granville is sufficient to provide for a robust EV charging infrastructure.

## **Goal 4: Foster Community Partnerships**

The planning process begins with evaluating the community's current strategic priorities and objectives against the current social, economic, technological, and cultural environment; to consider their relevancy and where gaps may reside. Community residents, stakeholders, and other touchpoints are the driving force that will discern current problems and solutions to address them. It is also important to work within the larger region and communities so that plans and impacts can be understood and developed together. The objectives for fostering community partnerships are:

- A. Enhance Stakeholder Collaboration
- B. Encourage Community Participation in Planning and Development Initiatives
- C. Forge Relationships with Surrounding Communities

### **Objective A: Enhance Stakeholder Collaboration**

Granville prides itself on the cohesiveness of its stakeholder community. The group of six primary stakeholders – the Village, Township, Granville Schools, Denison University, Granville Recreation District, and Granville Area Chamber of Commerce – have forged a relationship steeped in close collaboration and mutual trust. There are also dozens of smaller entities in the community that contribute regularly and their work helps to weave a more comprehensive community fabric.

The onset of COVID-19 in 2020 challenged stakeholders individually in many unfortunate ways, but together, we drew strength from our shared experience, constant communications, and joint problem solving. We emerged from the pandemic as a team, perhaps as strong as we have been. It is absolutely essential to our continued success to nurture these partnerships over the next 5-10 years of growth.

### *Actions to Enhance Stakeholder Collaboration*

Recommended actions to achieve this objective include:

1. Develop a stakeholder synchronization calendar to ensure regular meetings with joint interest are attended by appropriate stakeholders.
2. Conduct annual reviews of the Joint Comprehensive Plan with primary stakeholders to assess progress on implementation of actions.

### **Objective B: Encourage Community Participation in Planning and Development Initiatives**

Another objective related to future land use decisions and planning initiatives is to encourage citizen input, involvement, and collaboration. This goal is also consistent with the Principles of Smart Growth. The Granville Township Trustees and the Village Council, together with their legislative and administrative boards and commissions, are responsible for directing many of the actions needed to reach the priorities and objectives of this plan. However, public policy will be derived from strong citizen engagement and will have established public support for strategies that fit the needs of the community. Those needs are best defined by the people who live and work there. If growth and development are responsive to Granville region's needs and sense of direction, it can enhance the Granville community as a place to live, with a high quality of life and ample employment opportunities.

### *Actions to Encourage Community Participation in Planning and Development Initiatives*

Recommended actions to achieve this objective include:

1. Develop an engagement strategy with community influencers to proactively gather public opinion on current operations and initiatives.
2. Create task forces that are inclusive of the entire community demographic.
3. Conduct joint public forums for initiatives with high community interest and offer multiple ways to access.

## Objective C: Forge Relationships with Surrounding Communities

Increasing growth pressure from the Columbus metropolitan area has begun to impact Licking County and the Granville planning area. The municipalities of Alexandria, Johnstown, Heath, and Newark; and Union, St. Albans, and McKean Townships are our closest neighbors. A deliberate effort to understand how these communities are addressing growth will aid in synchronizing our work or strategizing to counter negative impacts.

Because we all run in similar regional circles, regular and proactive contact with these neighbors is necessary. County and regional community organizations such as Grow Licking County and the Mid-Ohio Regional Planning Commission (MORPC) are avenues for information sharing and partnering. Finding areas where we have common interest represent an opportunity to partner in order to combine/preserve resources and build trust. Leverage community accords or other agreements for long-term, mutually-beneficial arrangements can make positive relationships more enduring.

Finally, consistent contact with the Licking County Board of Commissioners and Port Authority will aid in understanding how these entities are influencing community efforts county-wide, either positively or negatively.

### *Actions to Forge Relationships with Surrounding Communities*

Recommended actions to achieve this objective include:

1. Assume membership and/or leadership roles in county-wide community organizations.
2. Attend Licking County Board of Commissioners meeting at least twice-yearly to provide a community update and communicate community needs.
3. Partner with other communities to solve joint problems when they arise.

# Implementation Matrix

So that implementation of this Comprehensive Plan is orderly, synchronized, and tracked, we have included an Implementation Matrix. All actions discussed in the previous chapter are listed with an anticipated timeline to complete, priority, which stakeholders are responsible, and how it will be funded. Organizing actions in this fashion will aid yearly progress reviews.

The timeline is categorized as near (within the next year), short (1-3 years), long (3-5 years), and/or ongoing (sustained over a period of time). Priority is categorized as high, medium, or low to assist responsible stakeholders in balancing other organizational initiatives. Our community’s six primary stakeholders – the Village of Granville, Granville Township, the Granville Area Chamber of Commerce, Denison University, the Granville Exempted Village School District, and the Granville Recreation District – will shoulder most of the responsibility for implementing actions and are listed accordingly. As for funding, the matrix will list likely sources of capital/assistance such as general funds, grants, loans, fees, etc.

**A sample of the matrix is below, and the full Excel spreadsheet is in the online Comprehensive Plan repository. The full implementation matrix will be published under this chapter after we have completed community outreach with this coordinating draft.**

MAINTAIN GRANVILLE'S UNIQUE CHARACTER				
Objectives and Actions	Timeline	Priority	Responsible Parties	Funding Sources
<b>Objective A: Preserve Farmland in the Township</b>				
<b>A1</b> <i>Ensure through community outreach and engagement that resilient local agricultural systems are an essential part of policy, planning, and decision-making.</i>	ONGOING --- LONG	MEDIUM	TWP / VOG	TWP GF
<b>A2</b> <i>Modify zoning to promote and support agriculture of all scales, agritourism, and agricultural support businesses.</i>	ONGOING --- LONG	MEDIUM	TWP	TWP GF
<b>A3</b> <i>Develop conservation easements that promote family farms (living where they work), specialty crops, and support infrastructure.</i>	ONGOING --- LONG	HIGH	TWP	OPEN SPACE