

# VILLAGE CENTER STRATEGY UPDATE

MARCH 20, 2018 NEW ALBANY CITY COUNCIL PRESENTATION



# TABLE OF CONTENTS

## 1. Overview

## 2. Village Center Context & Current Issues

## 3. Village Center Framework

- Thoroughfare Framework
- Rose Run Framework
- Development Framework

## 4. Focus Areas

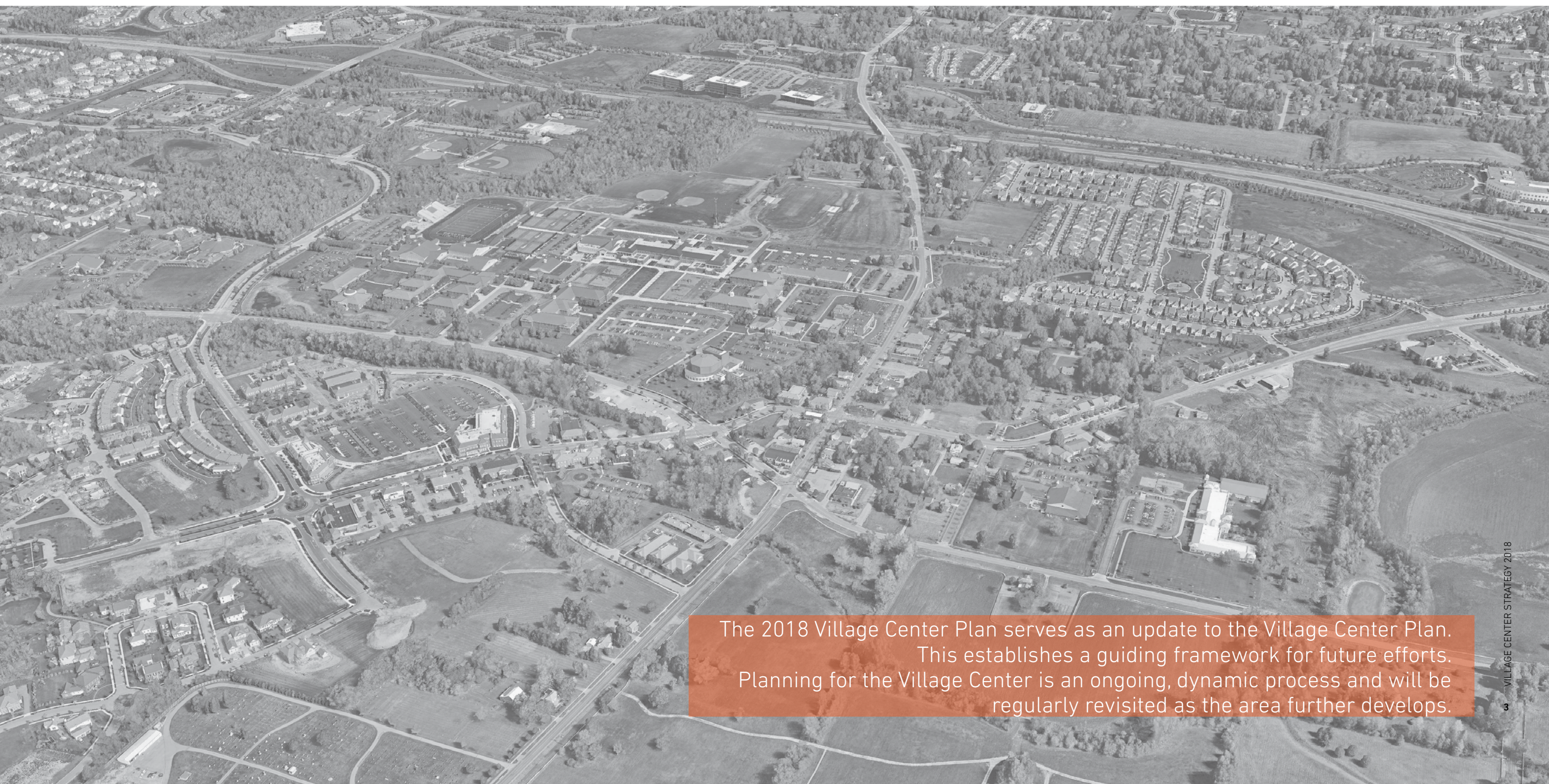
- Market Square
- Historic Village Center
- Ganton

## 5. Market Square Parking

## 6. Action Steps

# OVERVIEW

## Goals for the Village Center

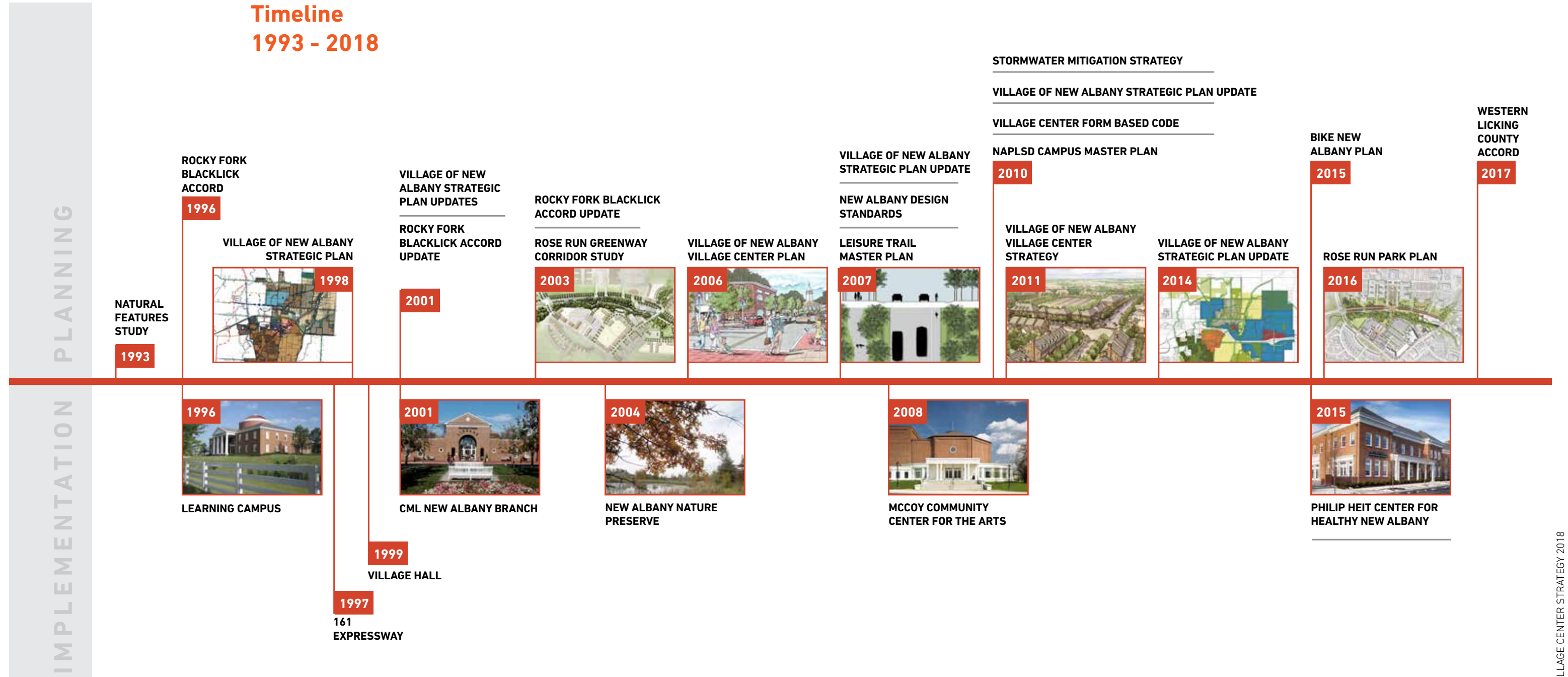


The 2018 Village Center Plan serves as an update to the Village Center Plan. This establishes a guiding framework for future efforts. Planning for the Village Center is an ongoing, dynamic process and will be regularly revisited as the area further develops.

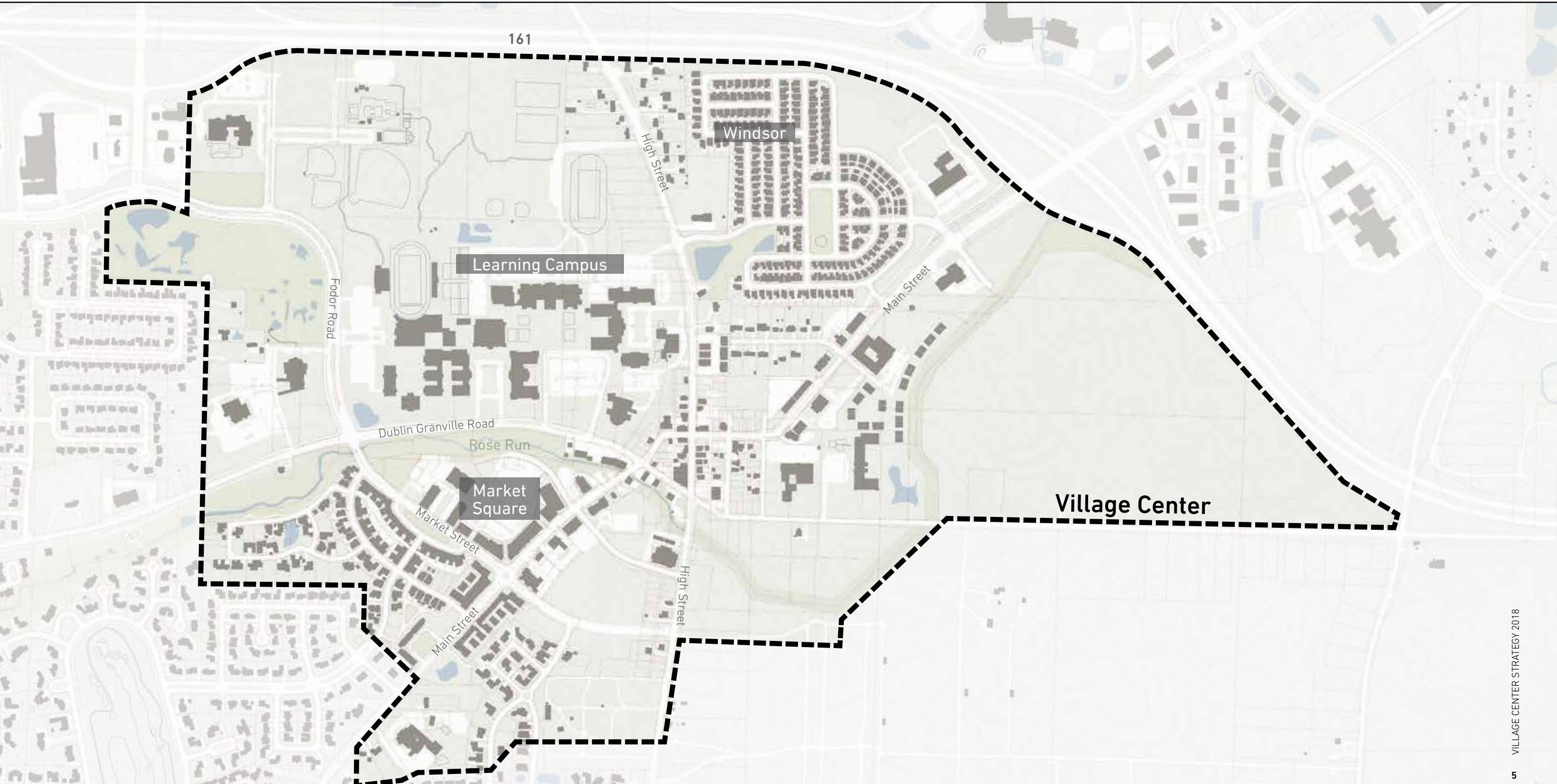
# Overview - Ongoing Planning & Implementation

**A Legacy of Planning** Since 1998 with the Village's first Strategic Plan, ongoing planning has directed the creation of the dynamic Village Center that now exists.

## Timeline 1993 - 2018



# Goal - Reinforce the Village Center as the "Heart" of New Albany

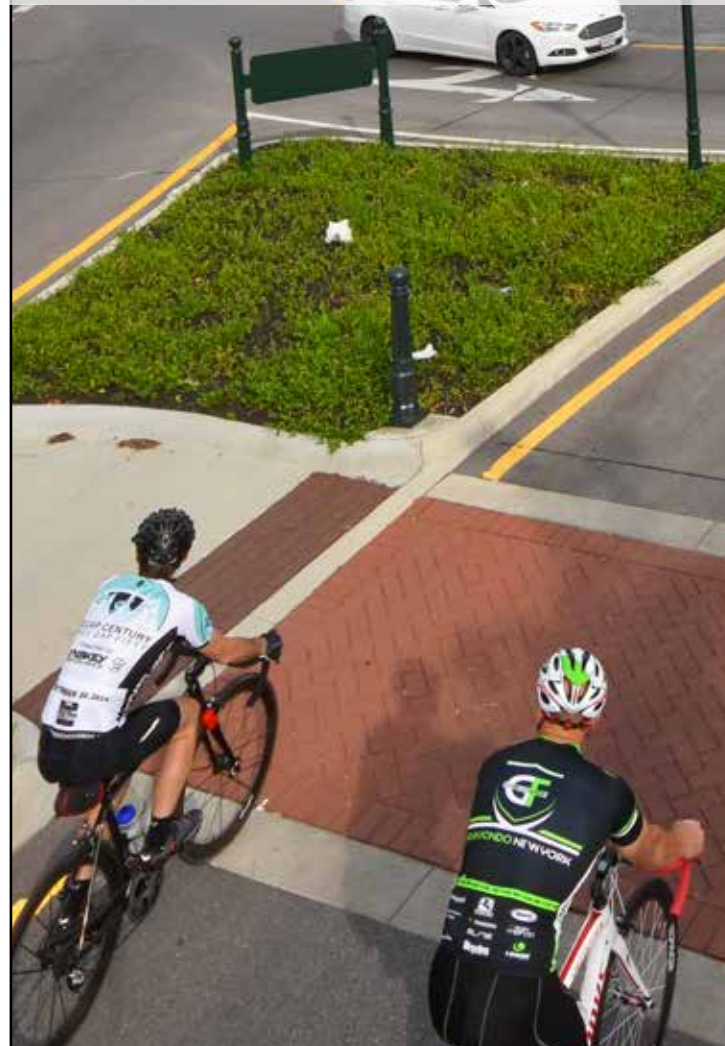


# Overview - Village Center Should Be:

**The Center of Activity**  
(supporting the four pillars)



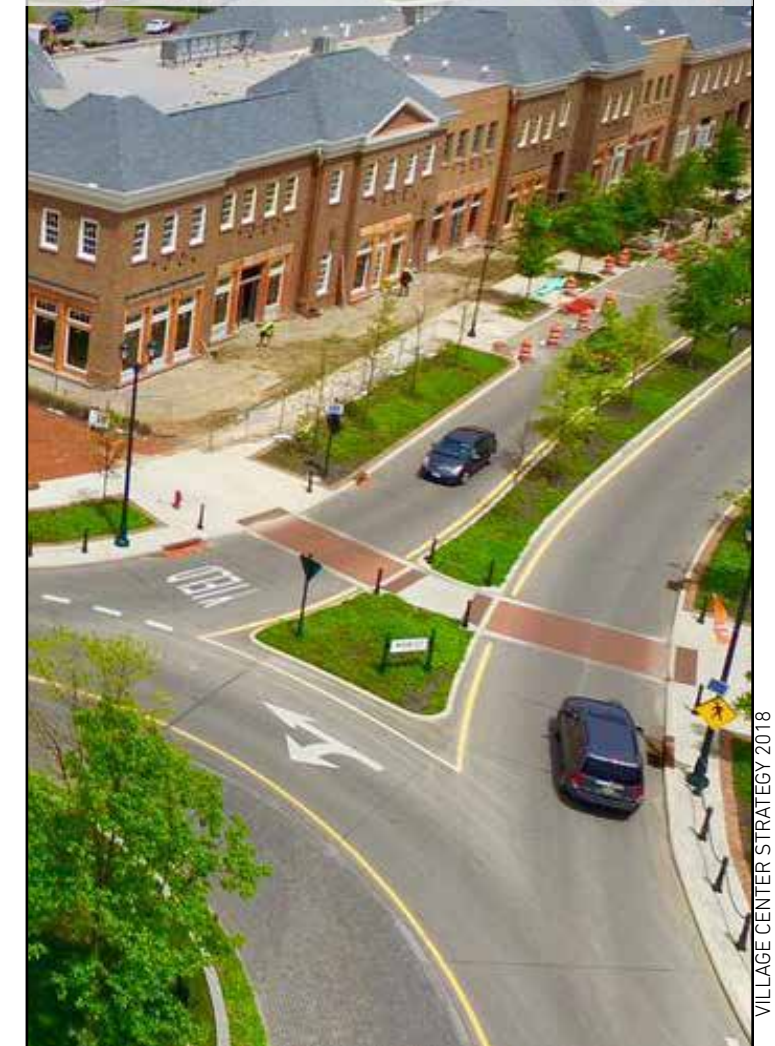
**Inviting, Livable, & Interconnected**  
(walkable, sitable, strollable, bikable)



**A Mix of Complementary Uses**  
(vibrant 18-hour day for all ages)



**Desirable & Market Responsive**  
(great place for residents, visitors, & businesses)



# VILLAGE CENTER CONTEXT & CURRENT ISSUES



# Context - Five Distinct Areas



The Village Center can be thought of as composed of five general “nodes” (distinct areas of activity) that we are calling: the Learning Campus, Market Square, Historic Village Center, Windsor, & Ganton. Today the function as individual places and destinations. One goal of this plan is to better connect them so that they feel more a part of the whole.

The Learning Campus continues to be improved and refined to meet the needs of the community. It has been thoughtfully planned since 1991. Market Square is a signature destination in New Albany and continues to fill in, but still has blocks to the east that must be planned along Market Street. It is also facing a parking shortage that needs to be appropriately addressed. The Historic Village Center demands more focus for infill development to unlock its potential in an authentic, historic manner. Ganton is an approved subdivision that has not been constructed and probably has a more appropriate, alternate future.

Current Issues



# Opportunity - Main Street First

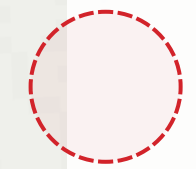


Main Street serves as the “spine” that links the Village Center together. Better connecting the activity centers of Market Square, Rose Run, the Historic Village Center, and North Main Street for pedestrians and bicyclists, in addition to vehicles, will make the Village Center stronger. This map shows the five minute walk circles (“walk sheds”) from the center of each of these areas.

**North Main St.**

**Historic Village Center**

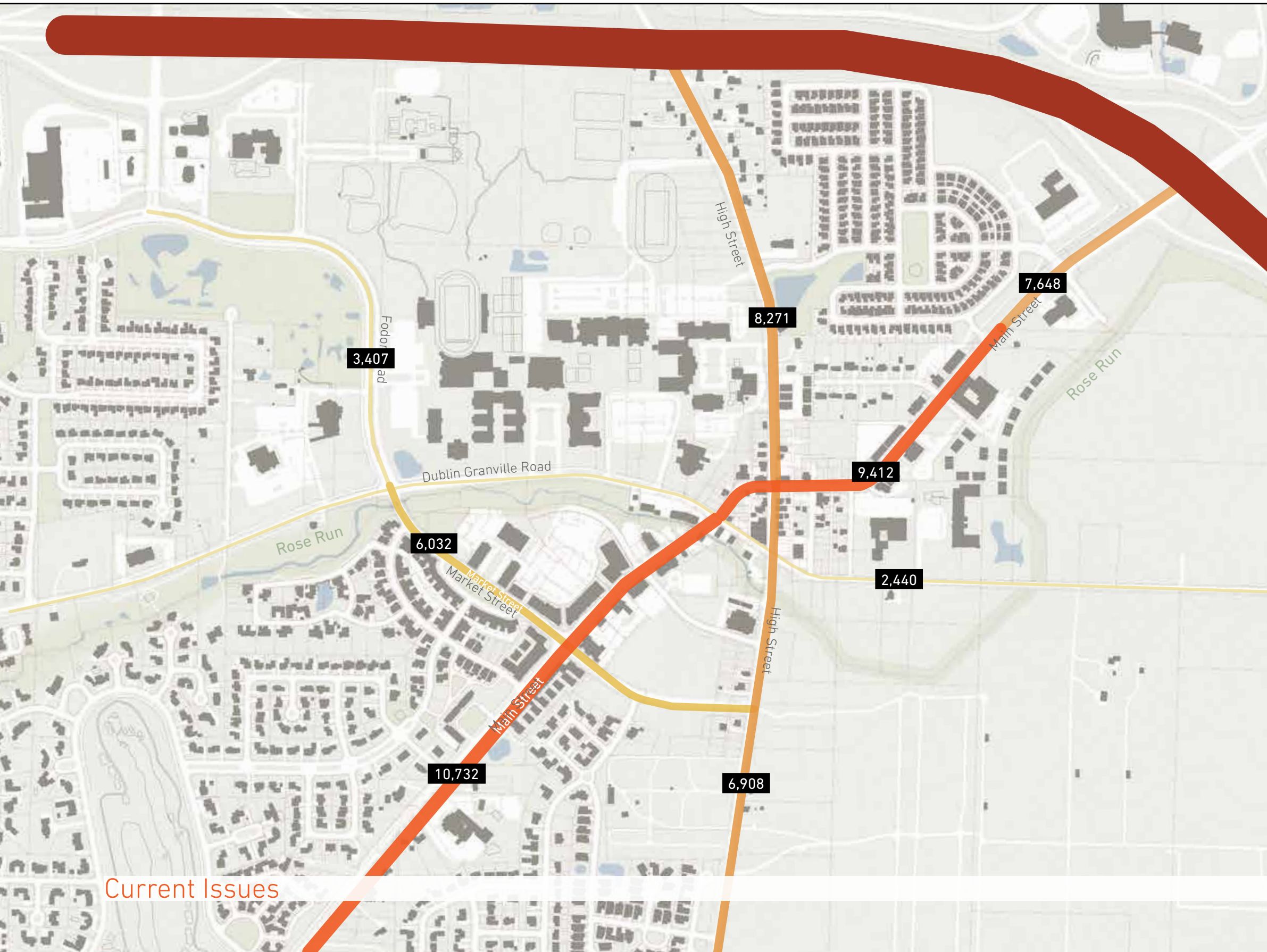
**Market Square**



5-Minute Walk from center point

Current Issues

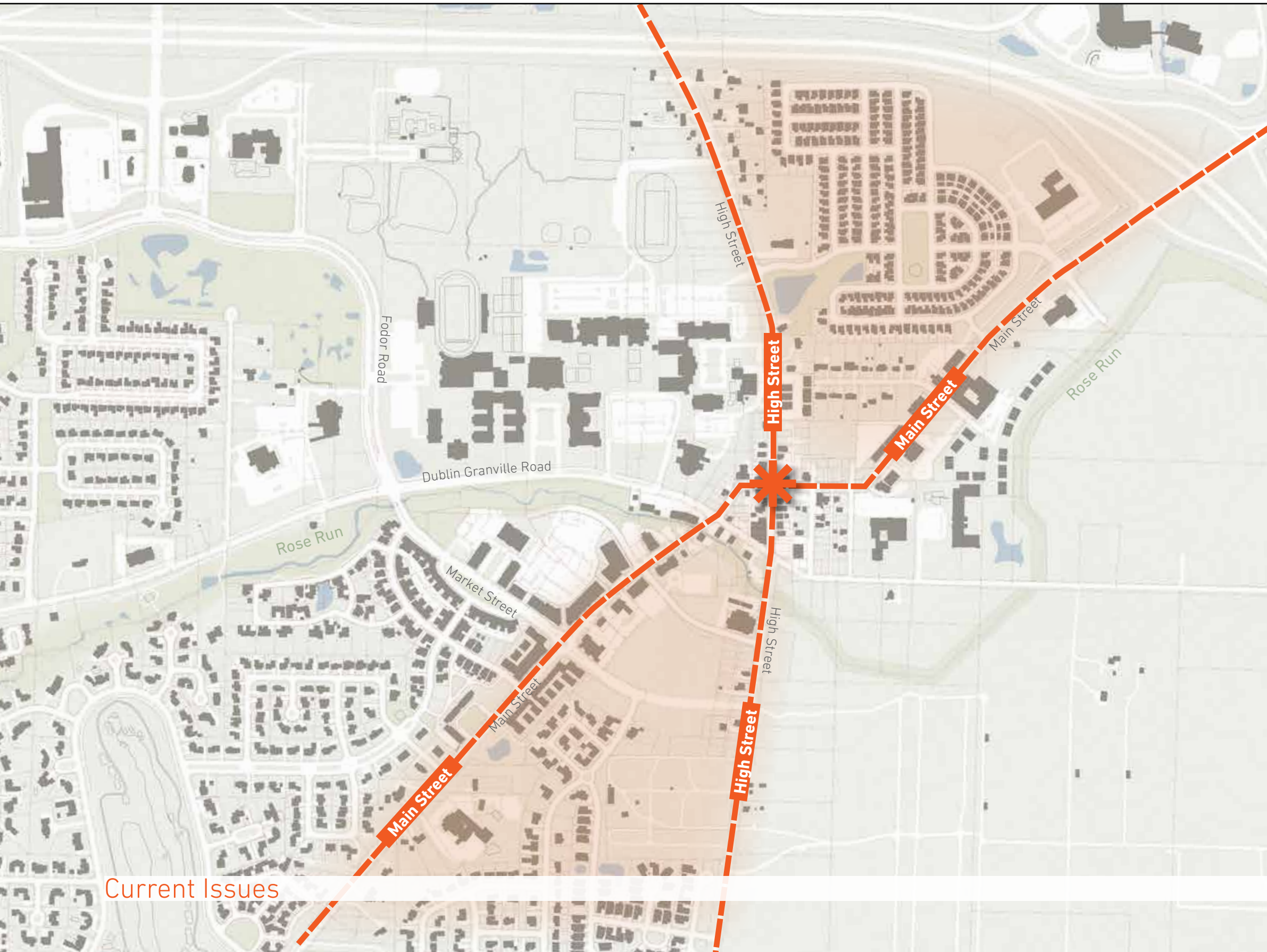
# Context - Annual Average Daily Traffic (AADT)



The heavy traffic through the Village Center is now generally north-south along US 62 and SR 605. A goal moving forward is to continue to improve this experience for residents, local businesses, workers, and visitors in New Albany.

Current Issues

# Current Issues - Village Center "Knot"



Because of the existing development pattern in New Albany and the previously discussed context, connectivity and traffic are directed through a pinch point at the Historic Village Center – creating an “hour glass” or “bow tie”. One of the issues facing New Albany is how to add additional connectivity that reduces this pinch point and improves the Village Center experience.

Current Issues

# Current Issues & Opportunities



Existing Main and Market Roundabout



Current Issues

There are a few issues that currently face the Village Center, some lingering, some new. One long-standing concern is the condition and progress of the Historic Village Center. It has been a standing priority to authentically and appropriately improve this area and attract investment.

Market Square is almost developed to its original plan. While it is a great part of New Albany, its success is creating parking issues. These need to be addressed.

With the extension of Market Street East, ground is now open for development that extends the energy of Market Square. What form should this take?

Extending Market Street east and north to connect with the Village Center has been discussed. This improvement would reduce pressure on the Main and High intersections with Dublin-Granville Road and broaden Village Center connectivity.

This opportunities will be explored in the following framework section.

- East of Main Potential Development
- Progress of Historic Village Center
- Market Square Parking Shortage
- Future Connectivity

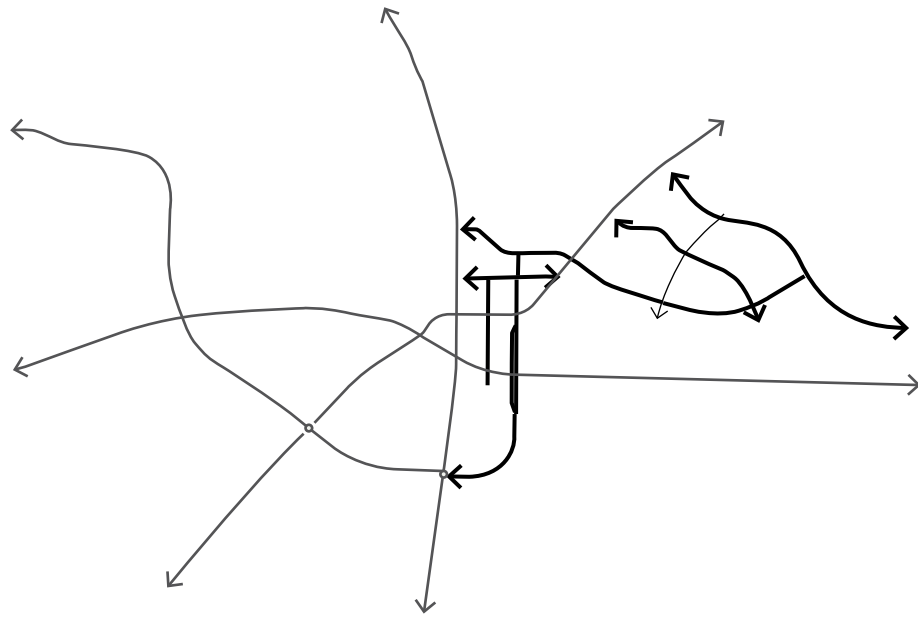
# VILLAGE CENTER FRAMEWORK

2018



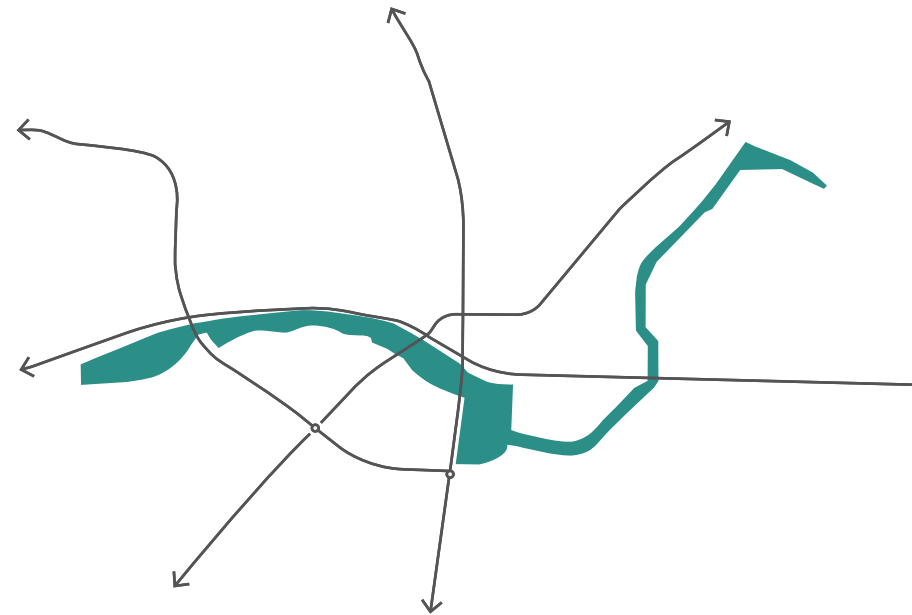
# Village Center Framework - Components

## Thoroughfare Framework



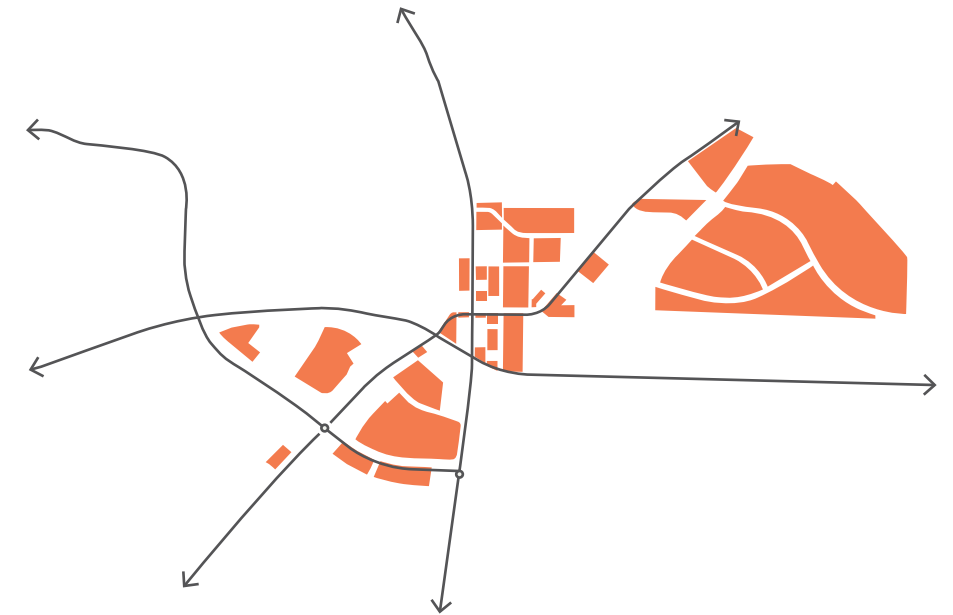
Roads are the foundation of Cities. Defining future connections is critical for the Village Center. A connected network with small blocks allows the flexibility for future development and helps distribute increased traffic.

## Rose Run Framework



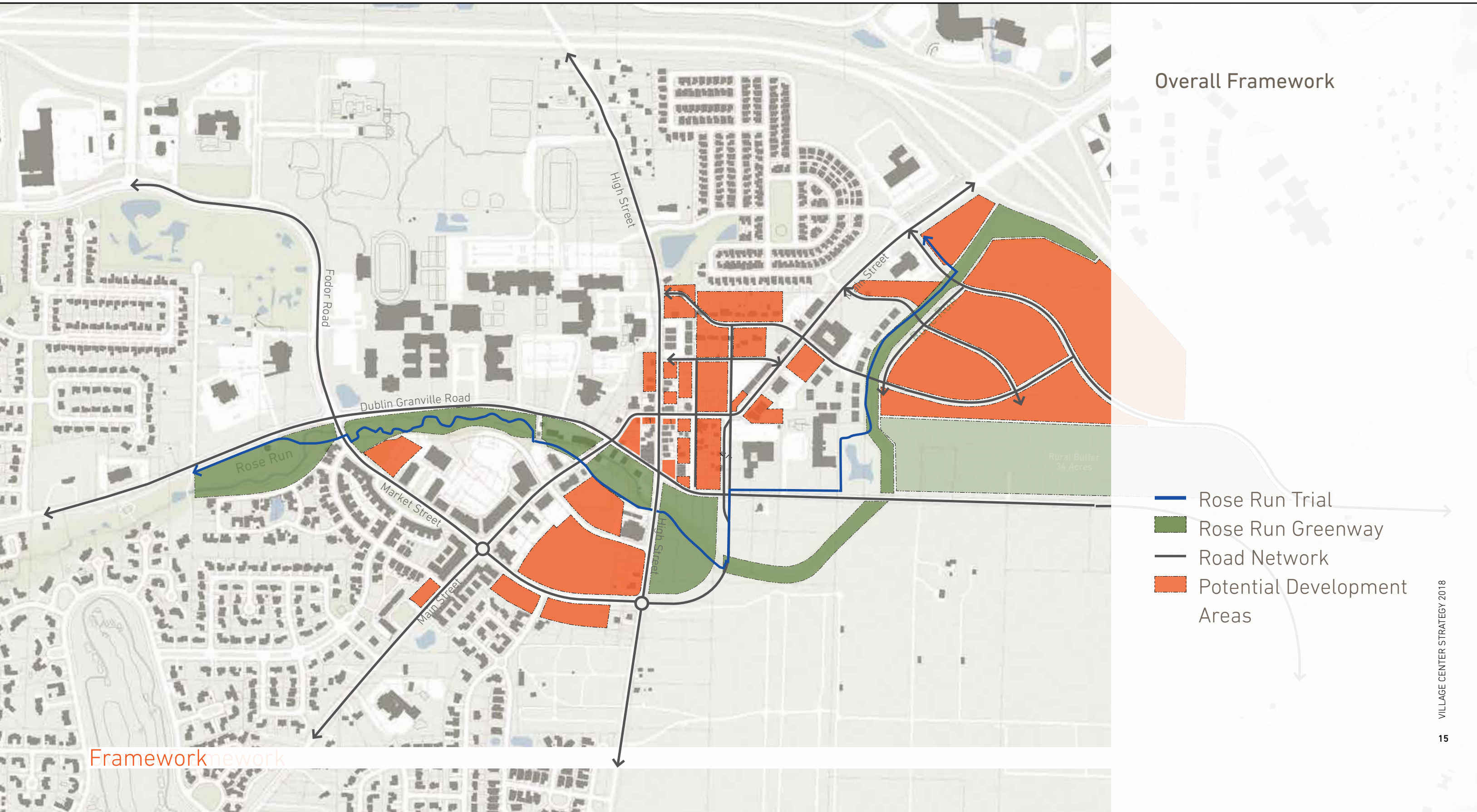
Rose Run is the defining natural feature in the City and runs through the heart of the Village Center. Continued planning and investment is critical to expand this greenway corridor for the community.

## Development Framework

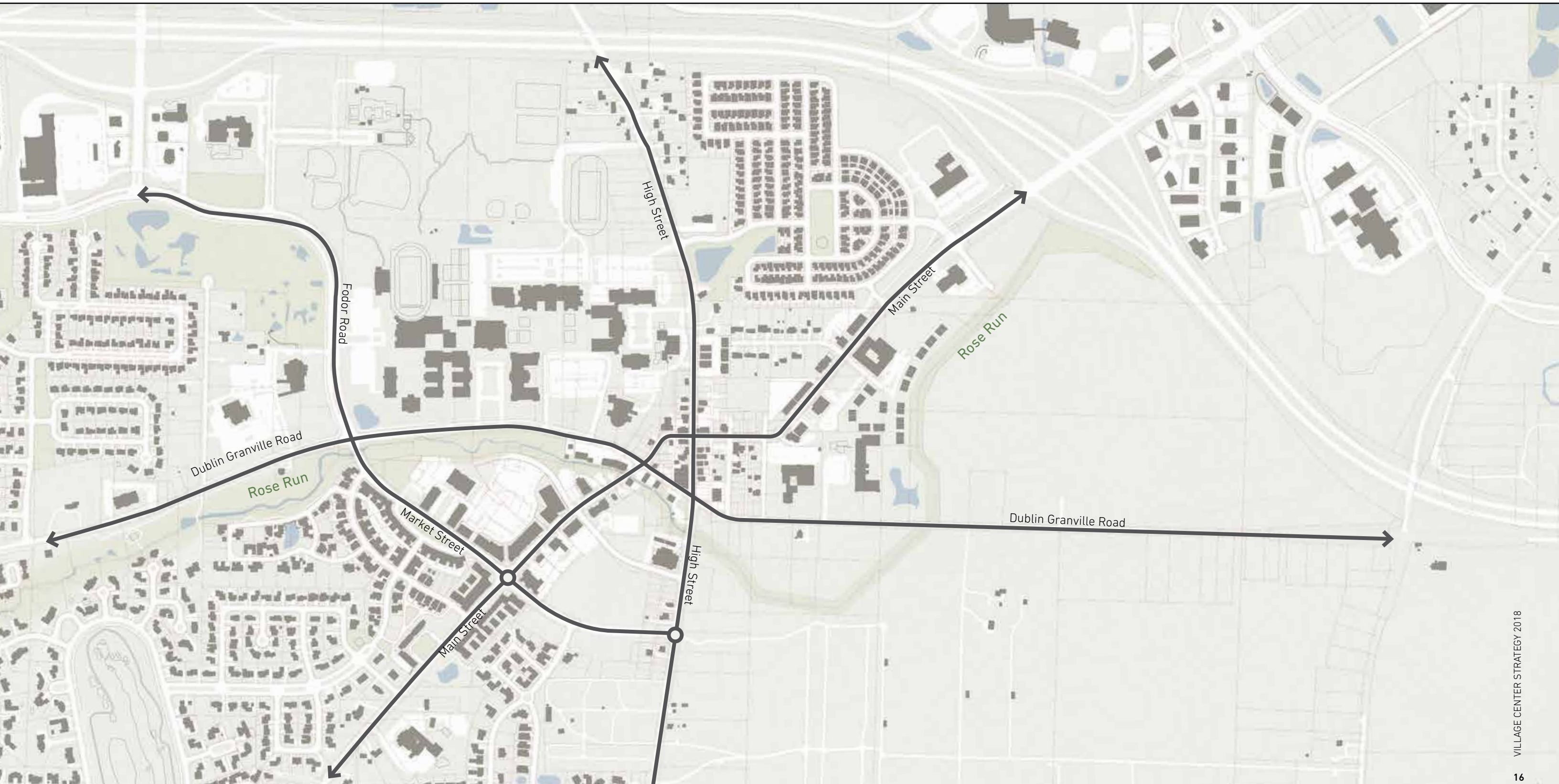


Continued in-fill and development of the Village Center is important to continue activation of the core. Flexible small-scaled blocks should be developed to allow for a mix of uses.

# Village Center Framework - Overall



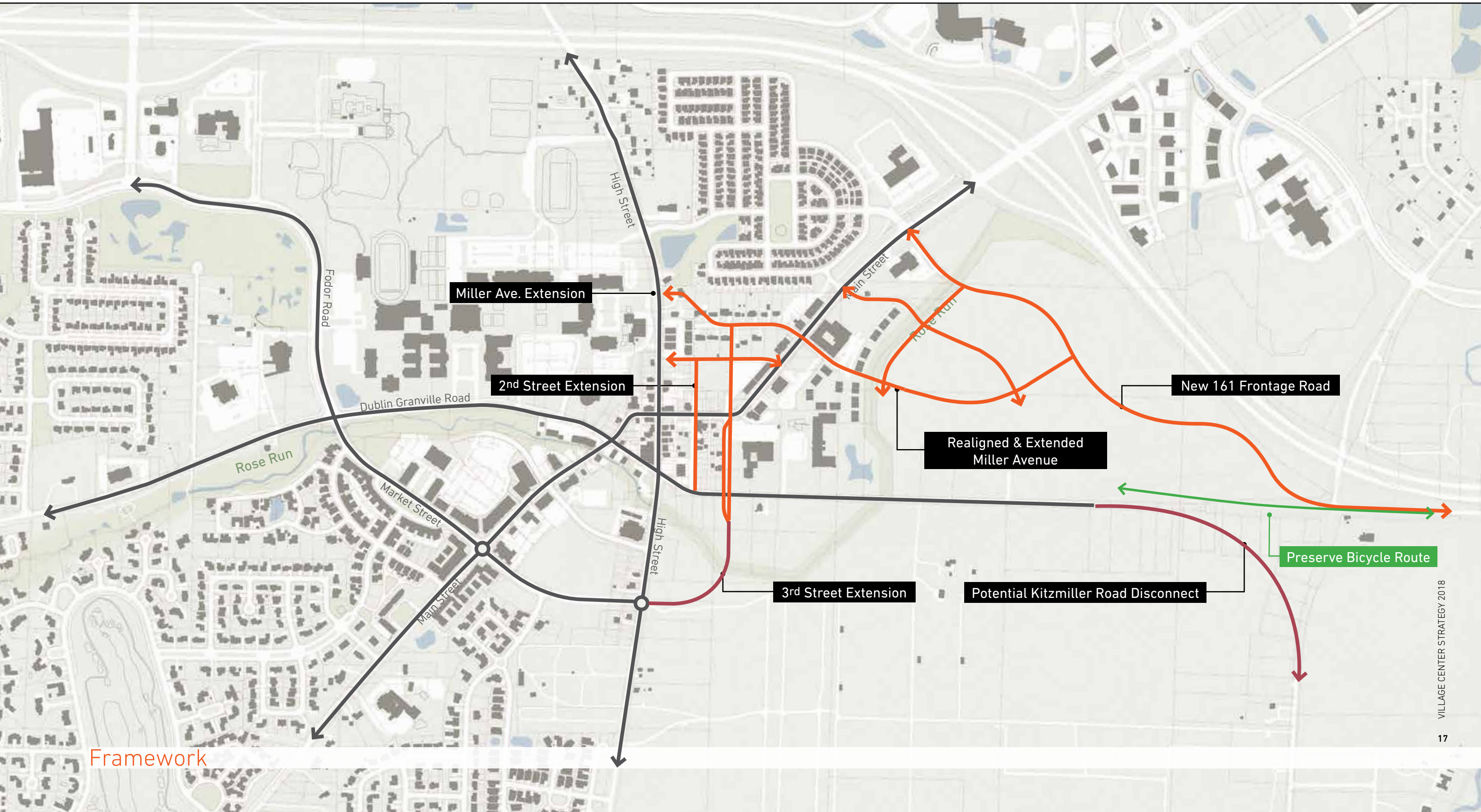
# Framework - Existing Thoroughfare Network



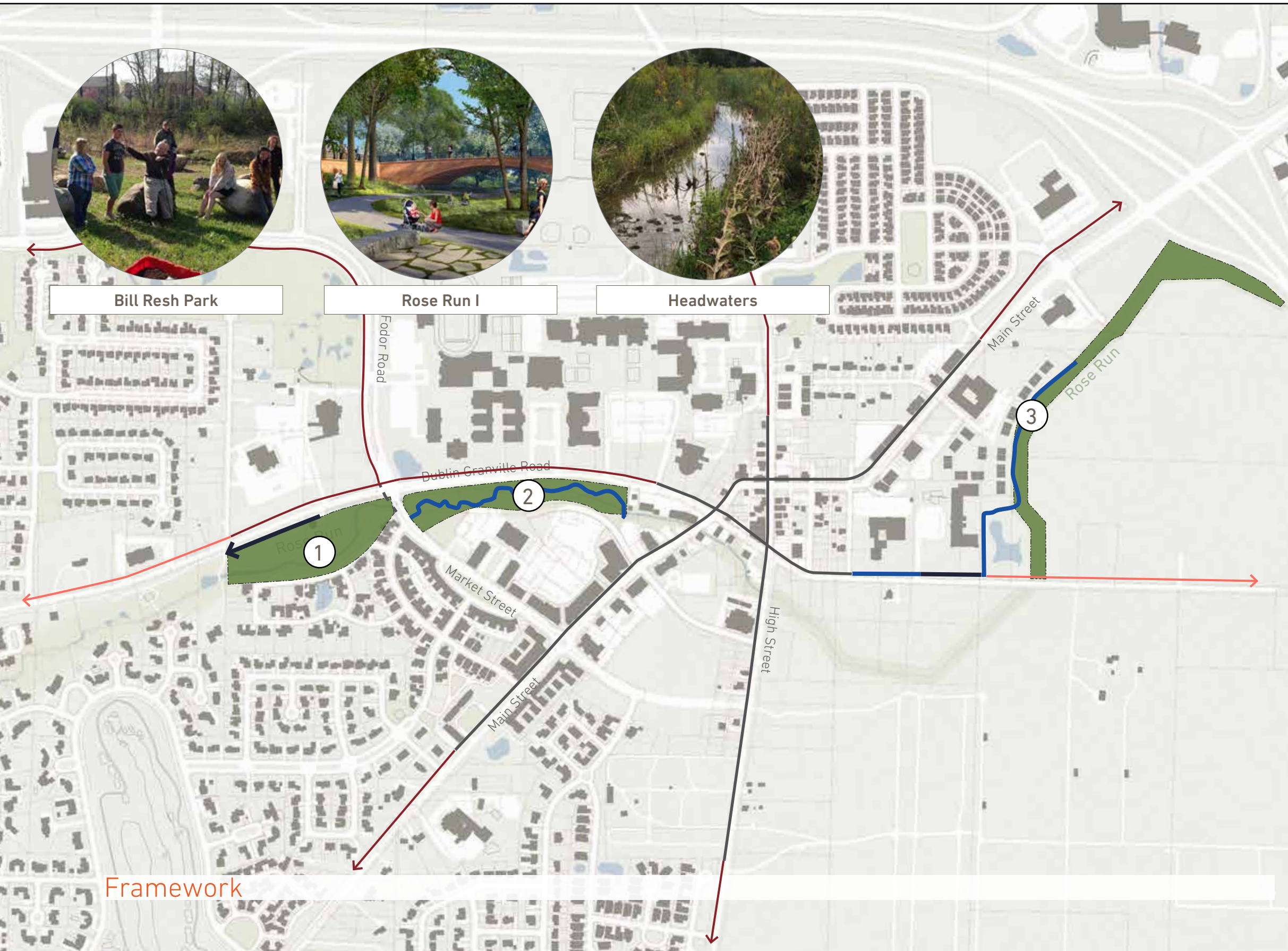
Framework



# Framework - Proposed Thoroughfare Network



# Framework - Existing Rose Run



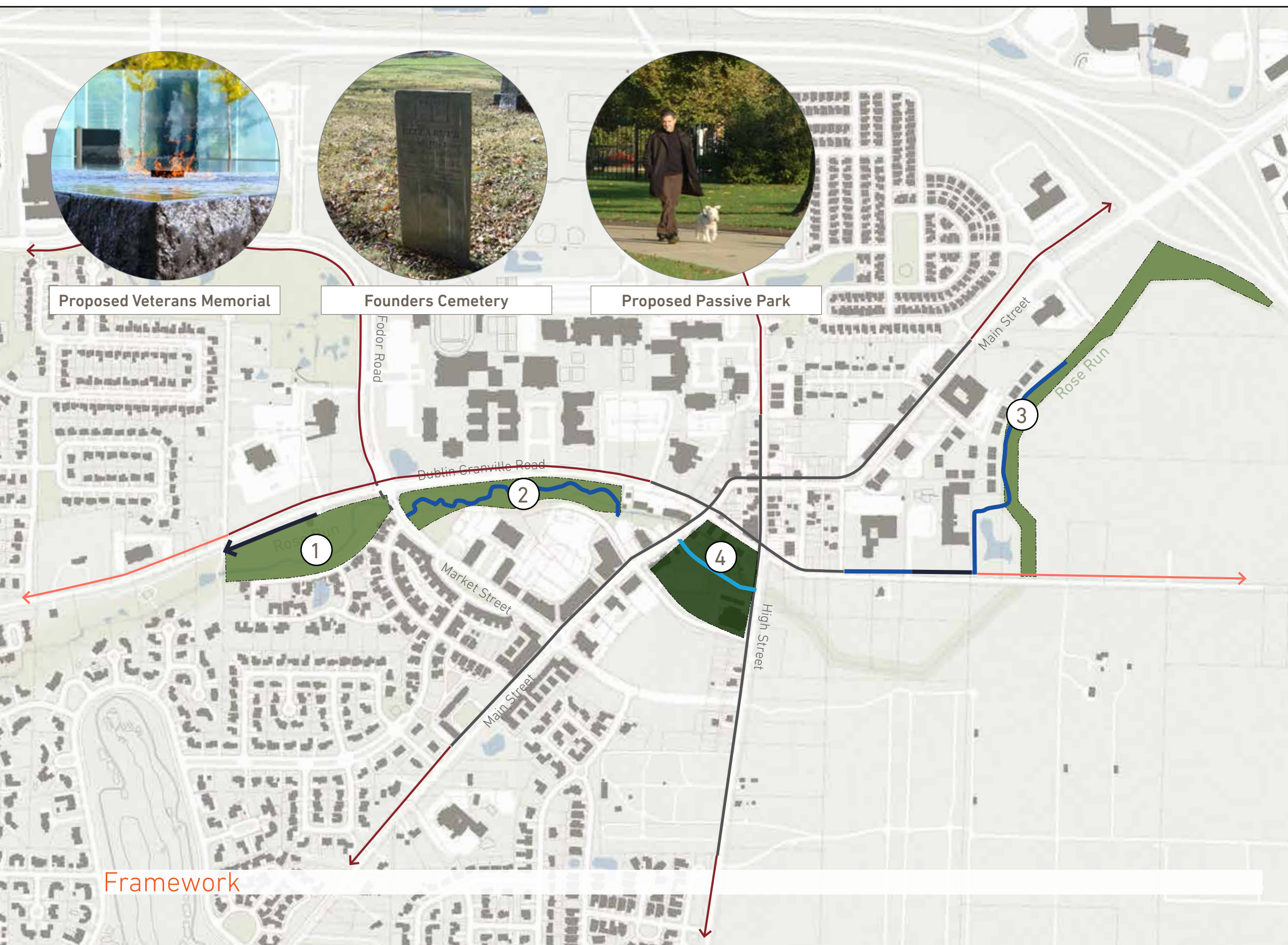
## Rose Run Trail Alignment

1. Bill Resch Park
2. Rose Run Park I
3. Headwaters

- Existing Rose Run Trail
- Committed Rose Run Trail
- Proposed Rose Run Trail
- Existing Leisure Trail
- Future Leisure Trail
- Sidewalk

Framework

# Framework - Future Rose Run II



## Rose Run Trail Alignment

1. Bill Resch Park
2. Rose Run Park I
3. Headwaters
4. Rose Run II

- Existing Rose Run Trail
- Committed Rose Run Trail
- Proposed Rose Run Trail
- Existing Leisure Trail
- Future Leisure Trail
- Sidewalk

Framework

# Framework - Proposed Rose Run



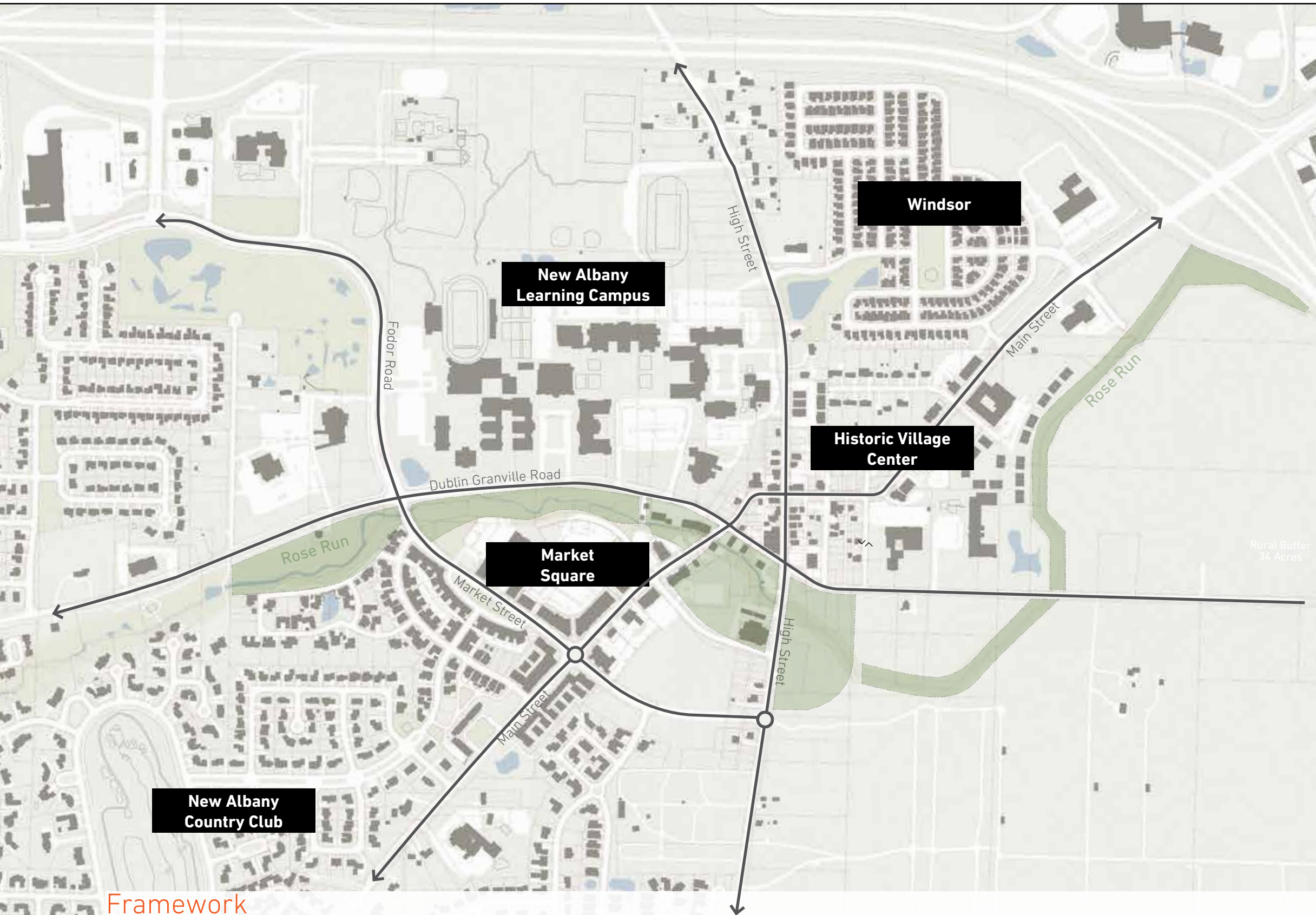
## Rose Run Trail Alignment

1. Bill Resch Park
2. Rose Run Park I
3. Mill Reach
4. Rose Run Phase II
5. Rose Run Phase III
6. Estate Reach
7. Headwaters

- Existing Rose Run Trail
- Committed Rose Run Trail
- Proposed Rose Run Trail
- Existing Leisure Trail
- Future Leisure Trail
- Sidewalk

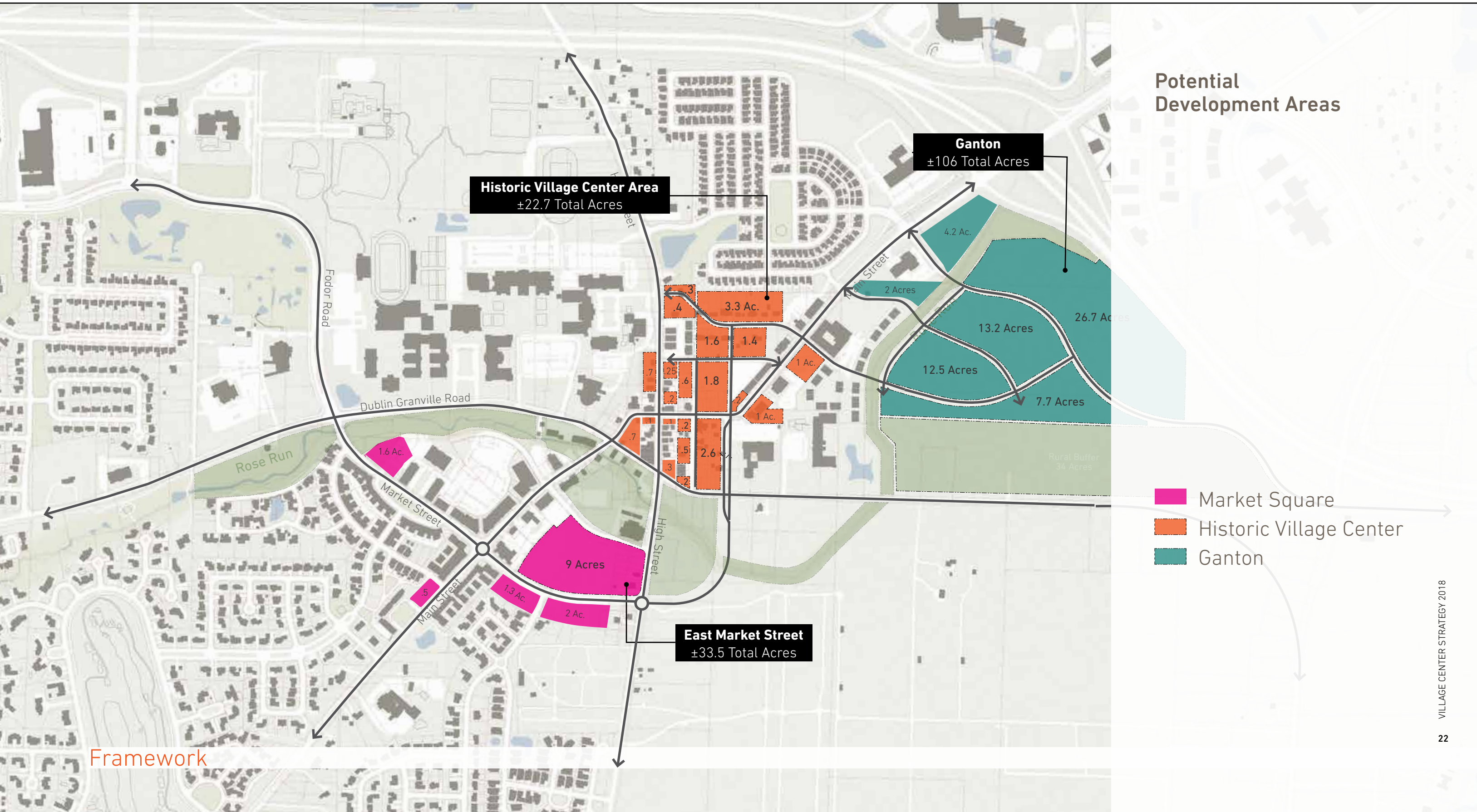
Framework

# Framework - Existing Development

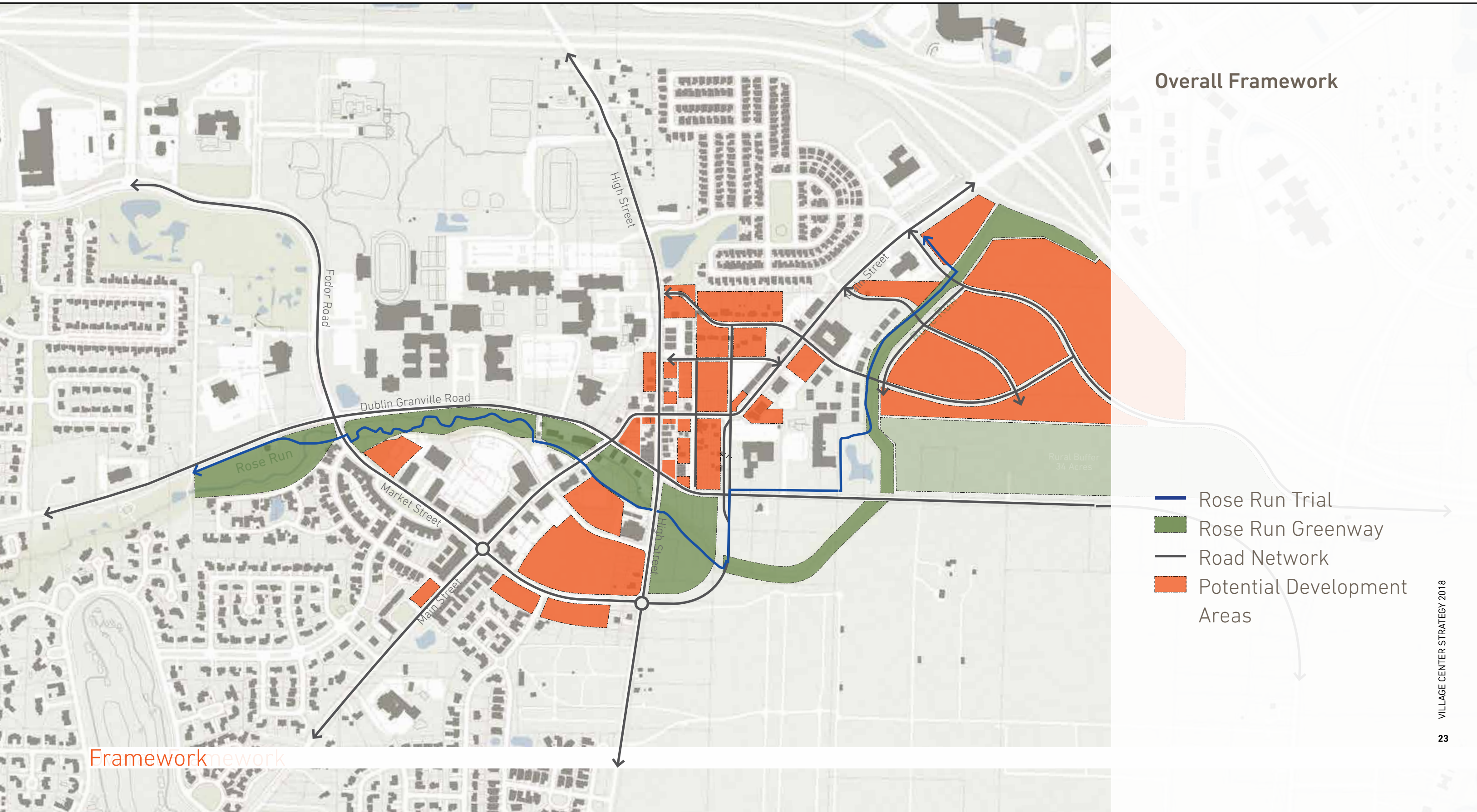


Framework

# Framework - Potential Development



# Village Center Framework - Overall



Overall Framework

- Rose Run Trial
- Rose Run Greenway
- Road Network
- Potential Development Areas

# FOCUS AREAS



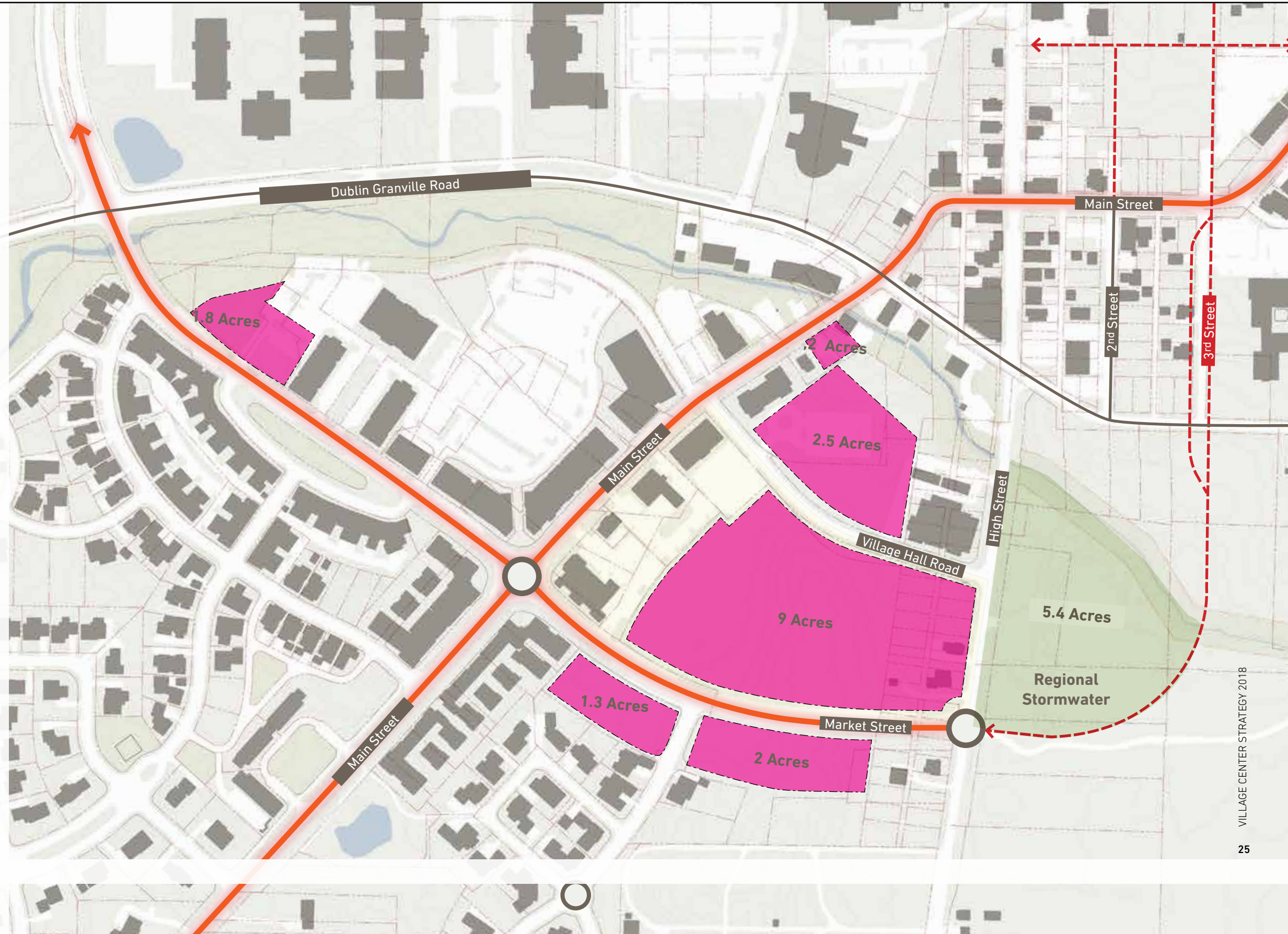


# Focus Areas - Market Square

Development Potential:  
34 Acres



Focus Areas

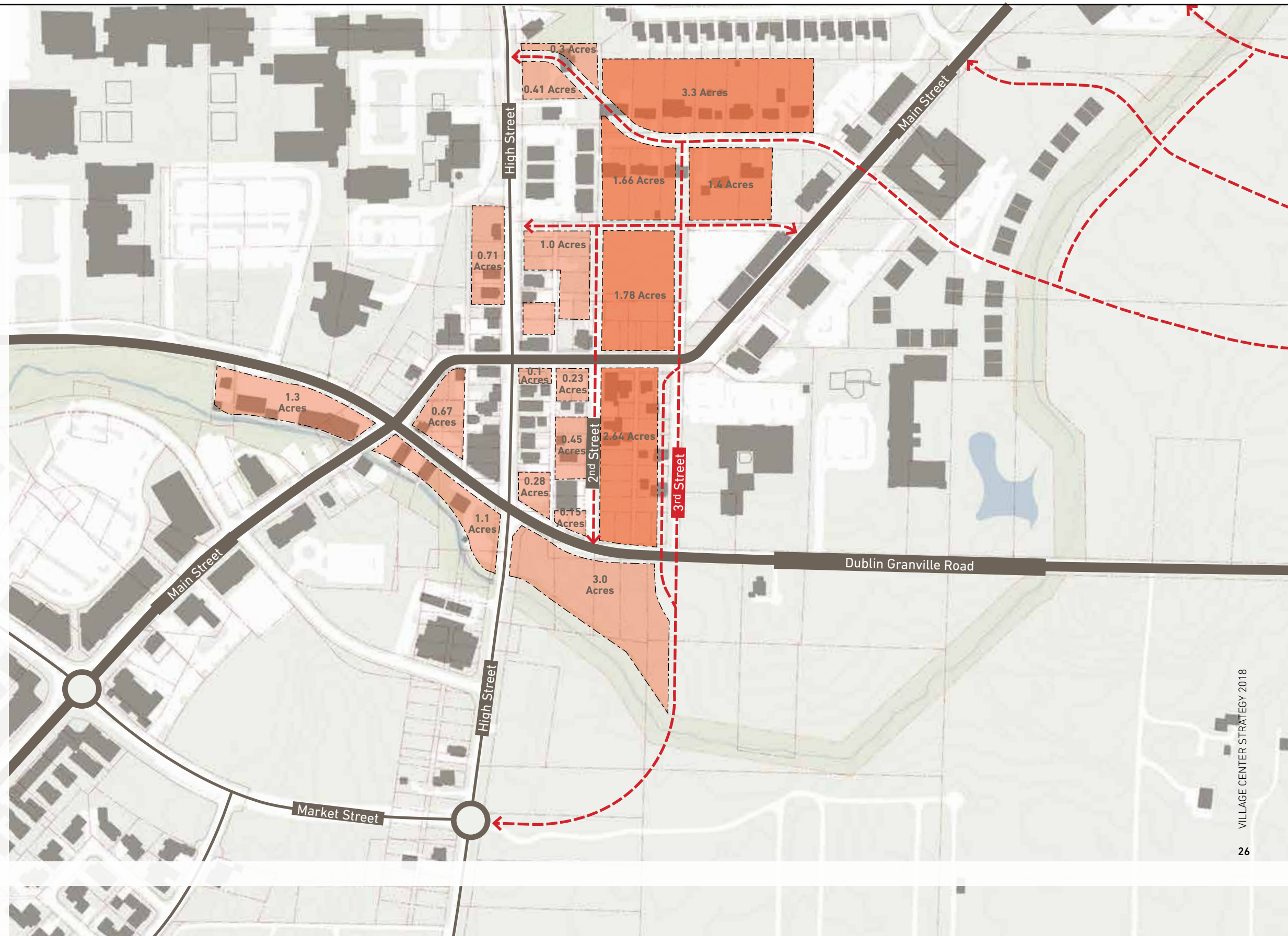


# Focus Areas - Historic Village Center

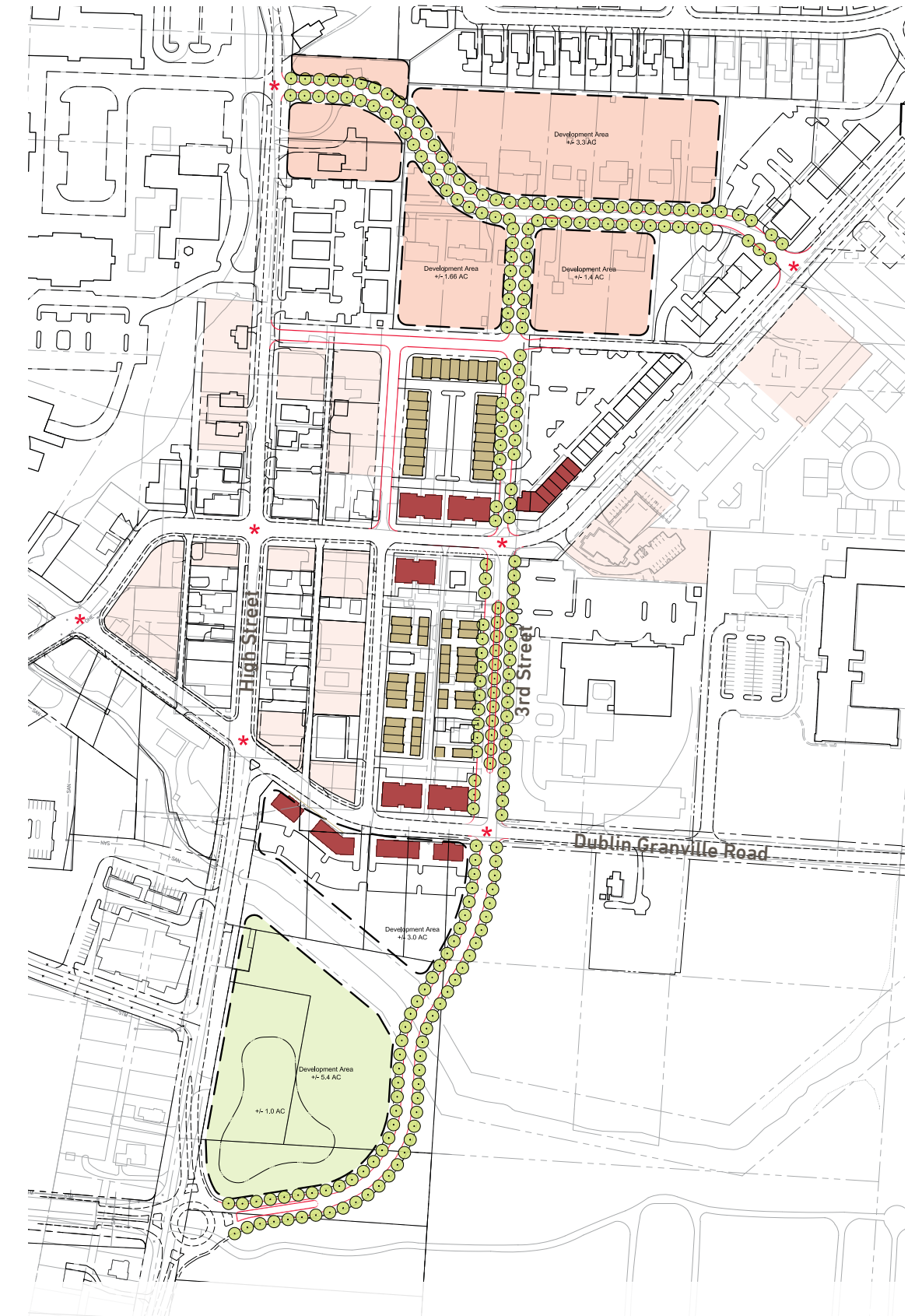
Development Potential:  
22.7 Acres



Focus Areas



# Focus Areas - Historic Village Center - 3rd Street Concept

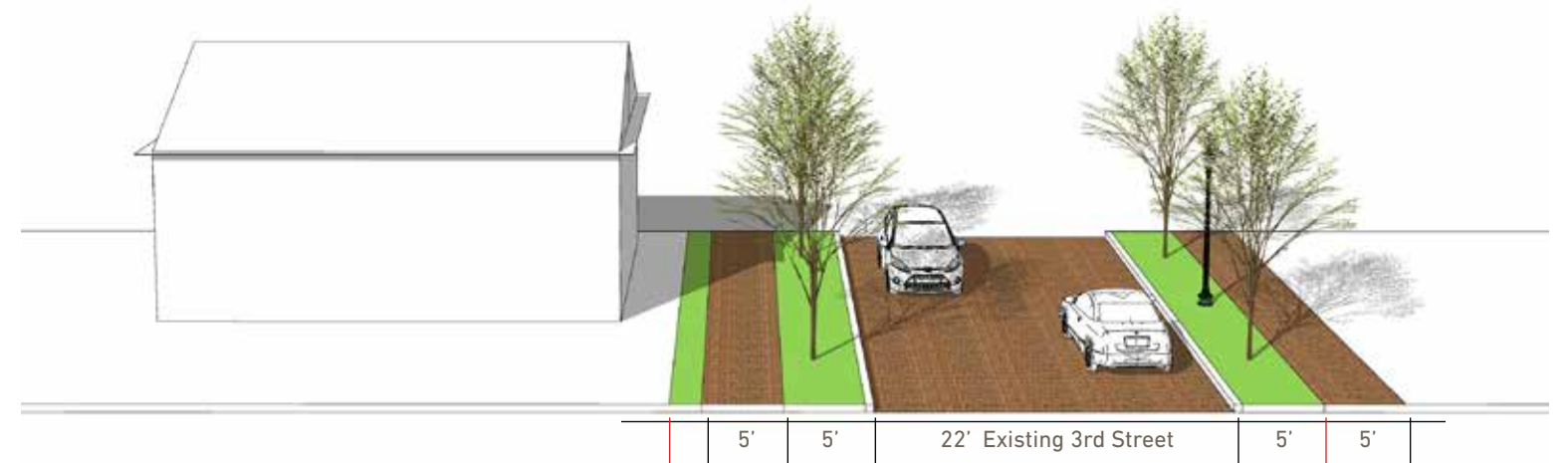


- \* Signalized Intersection
- Commercial/Mixed Use
- Residential
- Private Redevelopment Opportunity Site

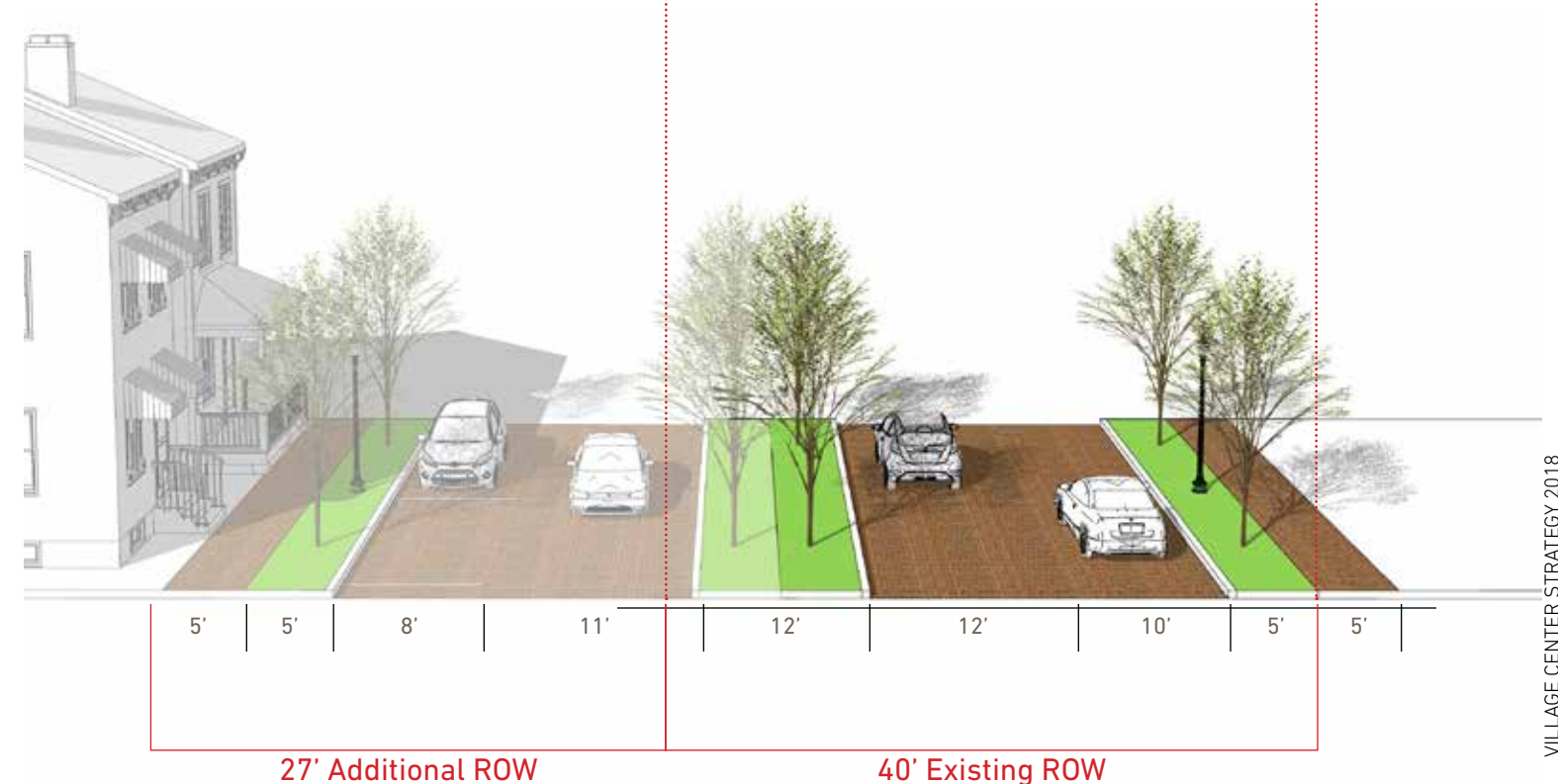
# Focus Areas - Historic Village Center - 3rd Street Concept

The extension of Market Street to Dublin Granville Road has been a long-standing recommendation of the Strategic Plan to accommodate additional traffic created by future mixed use development. This development seems to be on the horizon so a more detailed look at how this connection might work is warranted. In 2010, 3rd Street was rebuilt as the City's first green street using pervious clay pavers allowing storm water runoff to infiltrate a subsurface storage layer. To maintain this investment, this concept was developed to maintain the existing 22 feet of pavement and curbs as the north-bound leg of the street. A minimum of 27 feet of additional right-of-way would be need on the west side of 3rd Street to allow for a new south-bound leg of the street connection.

Existing 3rd Street



Proposed 3rd Street



Existing 3rd Street

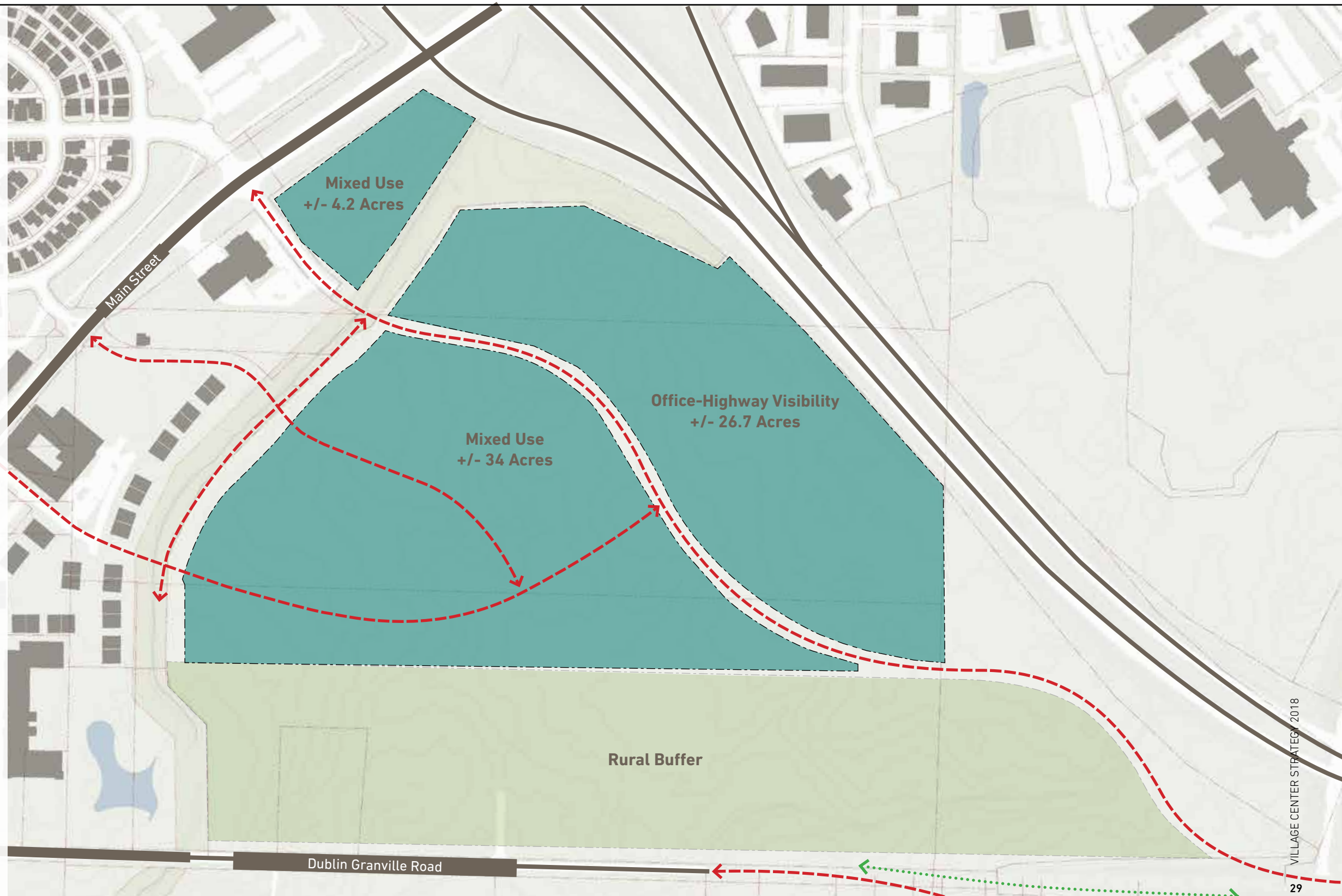


# Focus Areas - Ganton

Development Potential  
64.5 Acres



Focus Areas



# VILLAGE CENTER & MARKET SQUARE PARKING



# Village Center Parking - Area & Market Square Strategies



Area Strategies



Market Square Centric Strategies

# Village Center Parking - Additional Parking Opportunities



Village Center Parking

## Parking Opportunities

### West of Main Street

Of immediate need is addressing the parking shortage at Market Square. There are a number of possibilities from parking regulations, to physical space reallocation, to the addition of structured parking.

### North of Village Hall Road

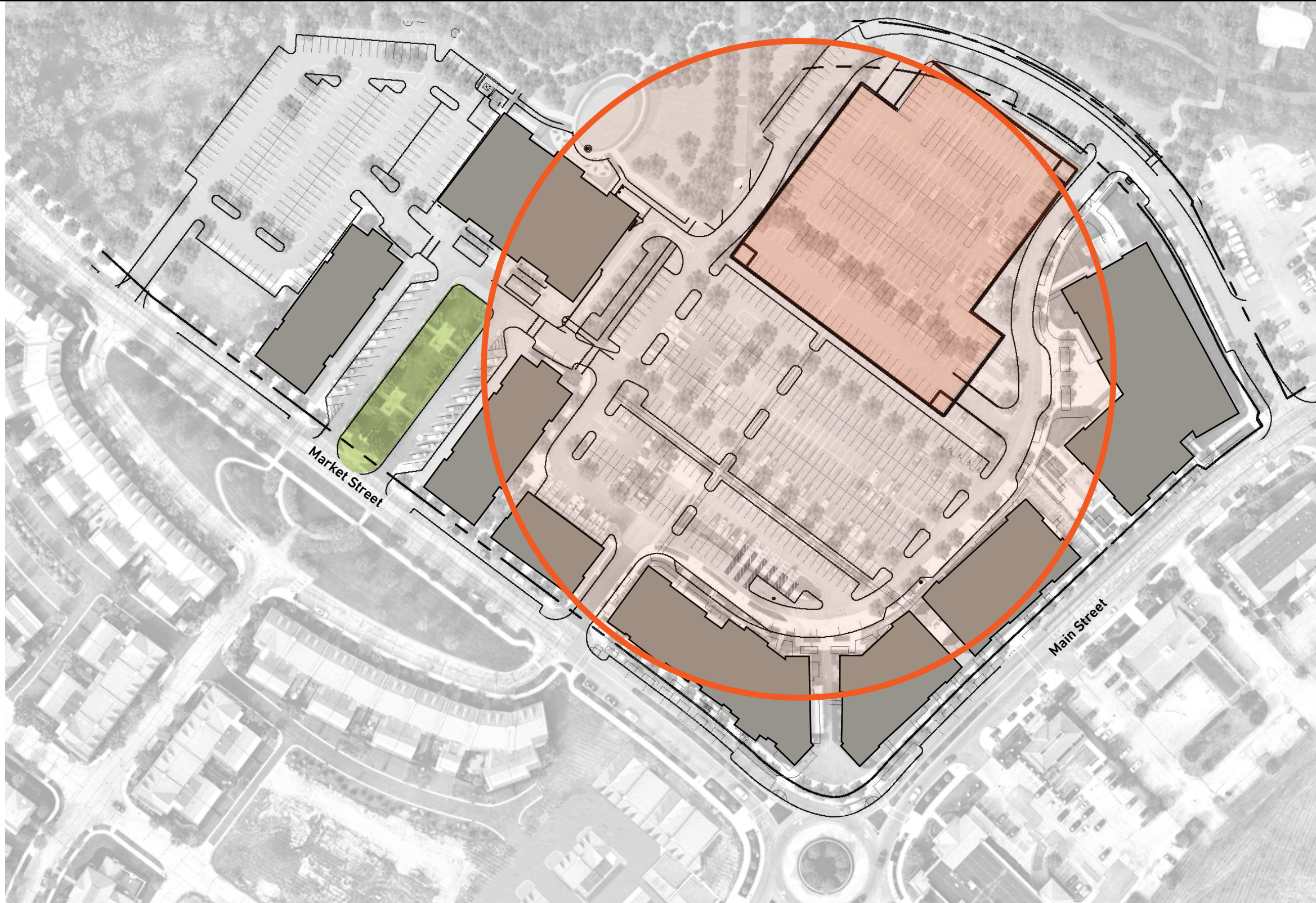
There is an opportunity to increase the capacity of the parking area along the block north of Village Hall Road between Village Hall and the Police Station. Currently this block has an inefficient public parking lot. The size of this lot could be increased and/or replaced with a parking structure.

### East of Main Street

A temporary parking lot solution or a more permanent parking facility could be created as an integral part of future development of the East of Main Street area.



# Village Center Parking - West of Main Deck: Option 1



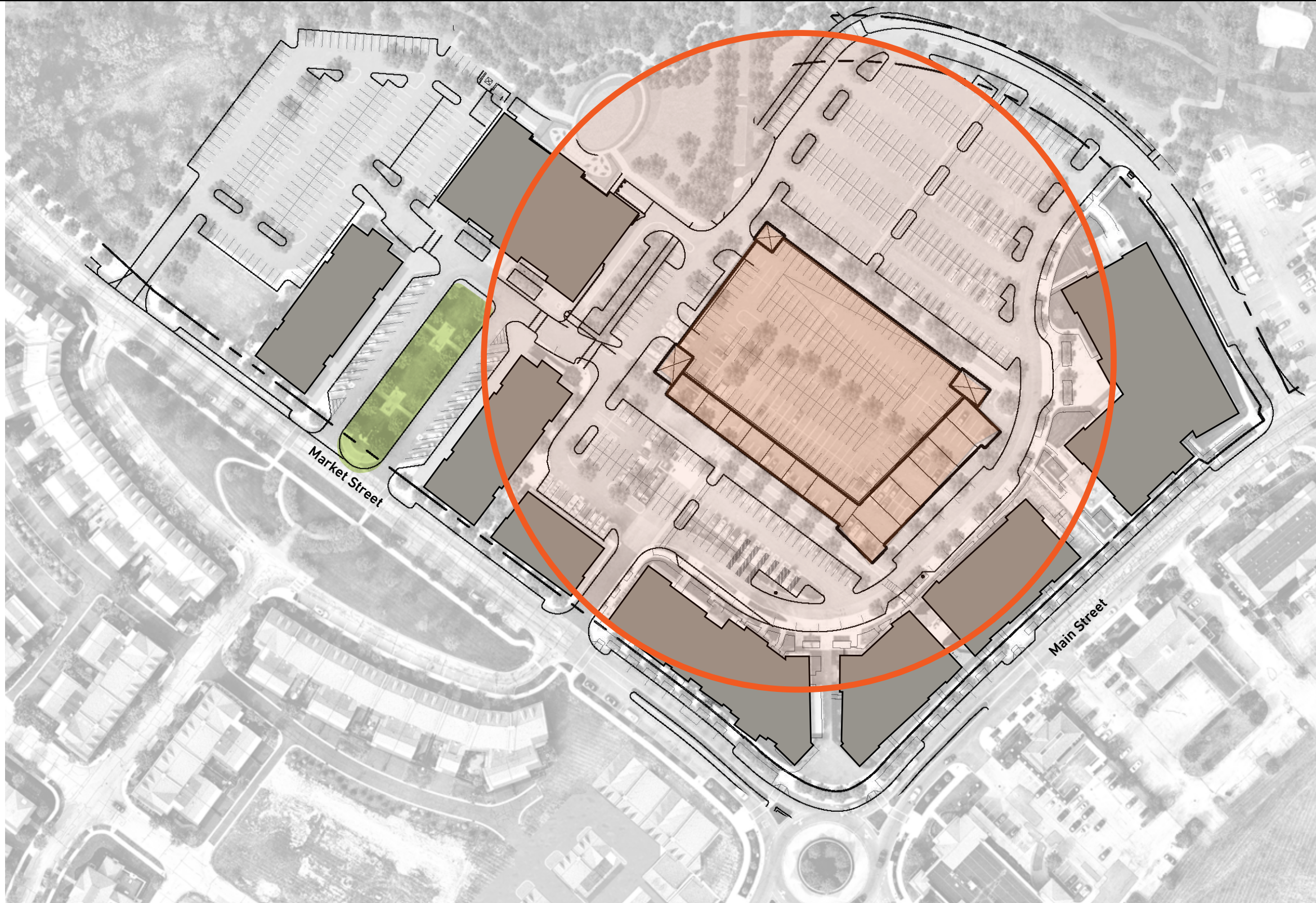
## West of Main - Option 1

This shows how a parking deck could be built at Market Square and its impact to the overall number of parking spaces. This parking structure location could also serve Rose Run and related events.

### Parking Deck (2 Levels)

Total Garage Spaces:	500
Net Gained Spaces:	238
<b>Total Spaces:</b>	<b>1,033</b>

# Village Center Parking - West of Main Structure: Option 2



## West of Main - Option 2

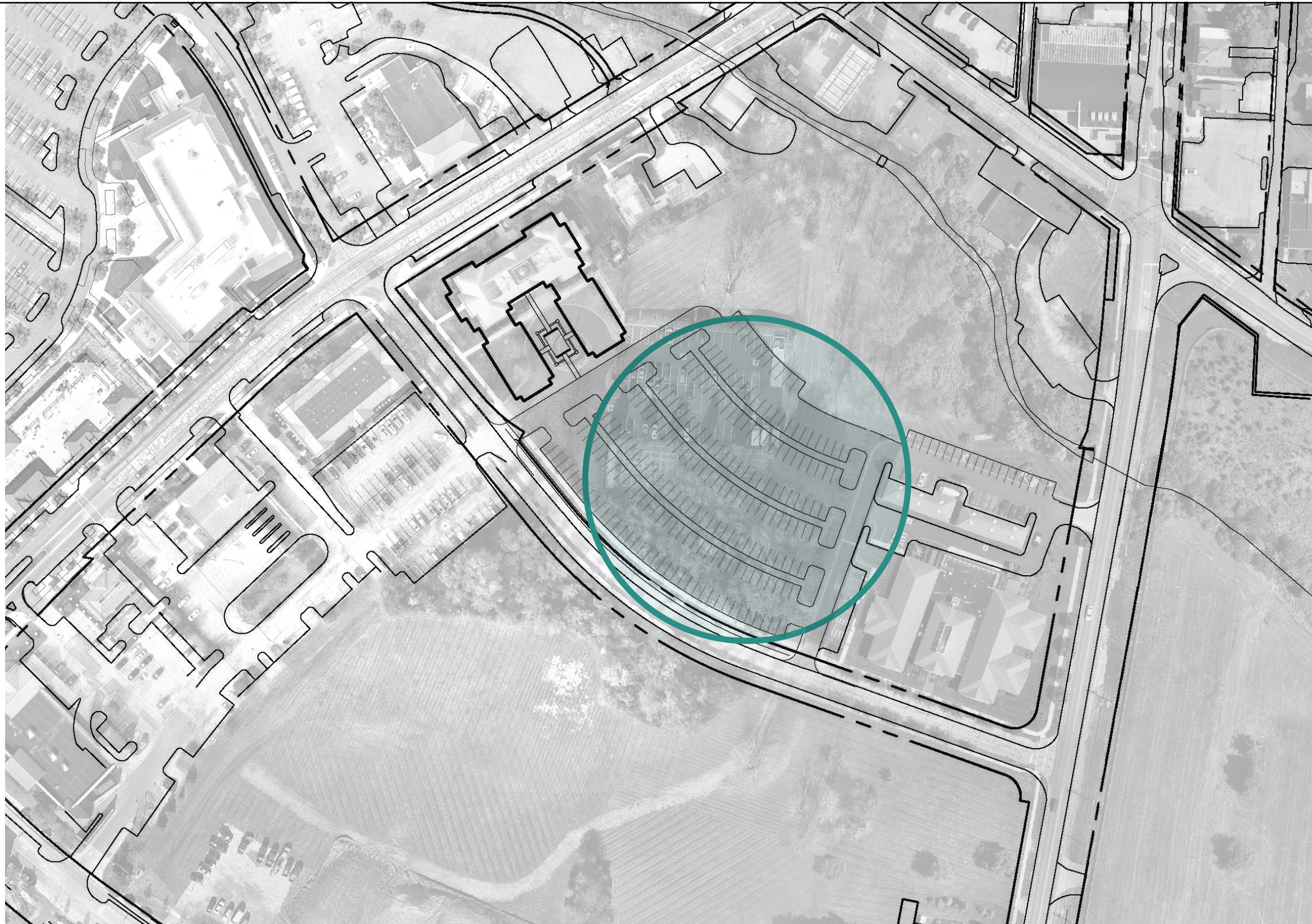
### West of Main - Option 1

This shows an alternate location for a parking garage that could include liner buildings to create a two-sided street experience internal to Market Square. Below is its potential impact to the overall number of parking spaces.

### Parking Structure (3 Levels)

Total Garage Spaces:	428
Net Gained Spaces:	187
<b>Total Spaces:</b>	<b>982</b>

# Village Center Parking - North of Village Hall Road



## North of Village Hall Road

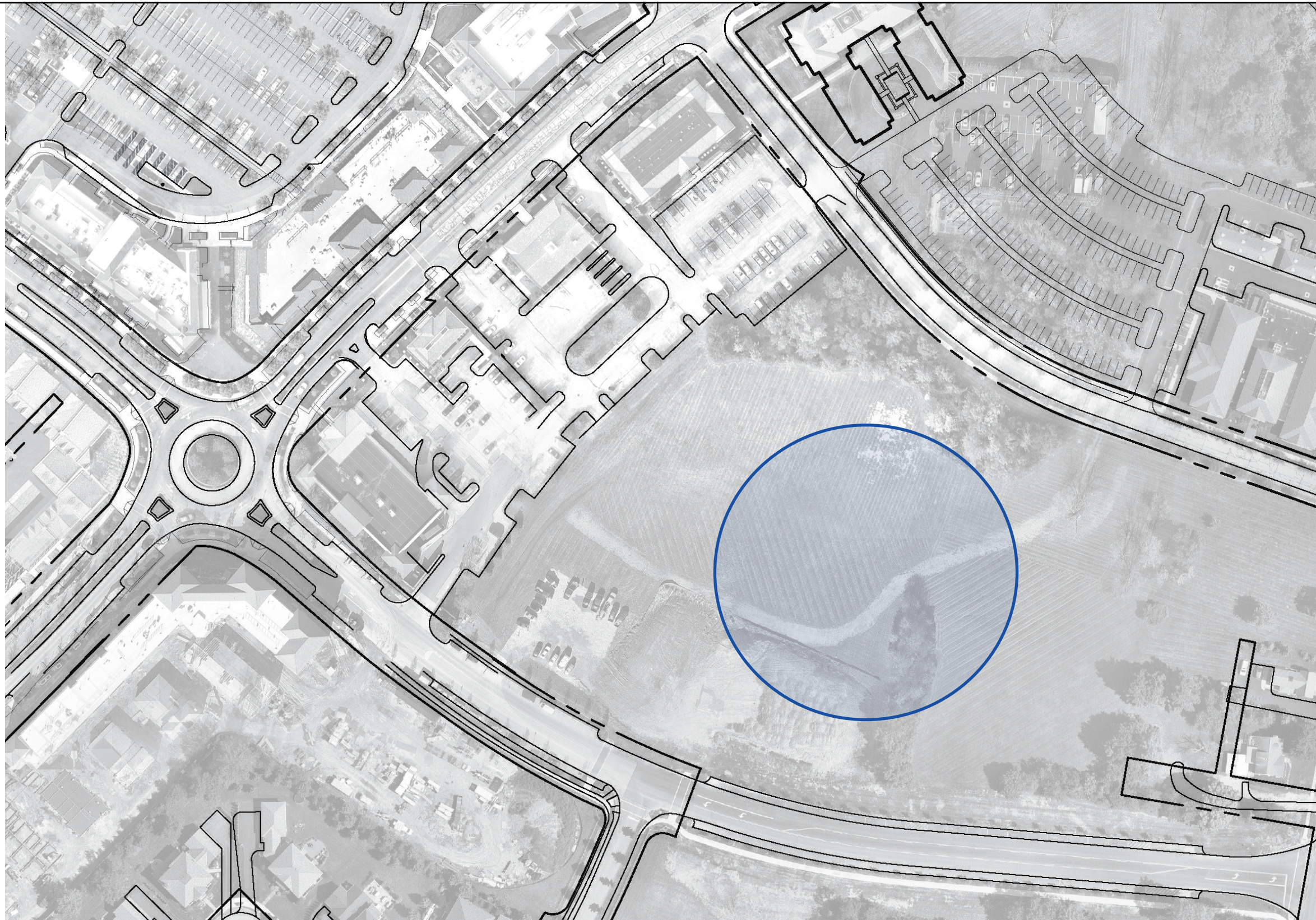
This shows an expanded surface parking lot behind Village Hall (as well as one example of how Village Hall could be expanded in the future). This is a more efficient parking layout that maximizes use of this site. It could serve as off-site employee parking for Market Square as well as support the Historic Village Center (with a Rose Run connection). Alternatively, a parking structure could be placed here and/or a future building placed to front along Village Hall Road.

## Surface Parking Expansion

Existing Spaces:	67
Net Spaces:	167
<b>Total Spaces:</b>	<b>236</b>

Village Center Parking

# Village Center Parking - **East of Main**



## East of Main

Future development east of Main Street must provide enough parking to serve it. The amount could also be increased to provide a surplus for the surrounding area. Prior to redevelopment, a temporary surface lot could be established here for employee/overflow parking, subject to property owner and city approval.

## Parking Expansion

The amount of parking provided should at least match that required to support the development.

**Total Spaces: TBD**

# Market Square Parking - Existing Supply



## 795 Total Spaces

706 Surface Lot Spaces

89 On-Street Spaces

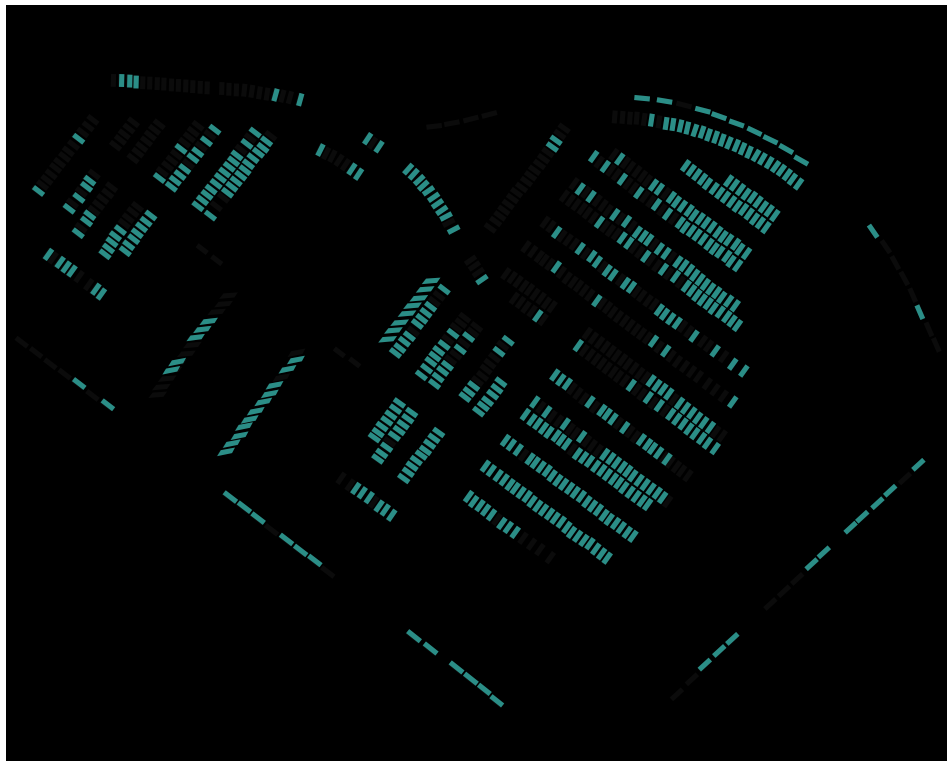
A photographic parking analysis was performed to create a snapshot of the parking demands for the Market Square Block. This block bounded by Main Street to the east, Market Street to the south, the Access Road to the west, and Village Hall Road to the north has approximately 800 parking spaces including both surface and on street spaces.

Past plans have envisioned this block as a potential location for a parking deck or garage to meet development parking demands. The following pages an inventory photography of sample typical day during the weekday and a weekend.

Market Square Parking

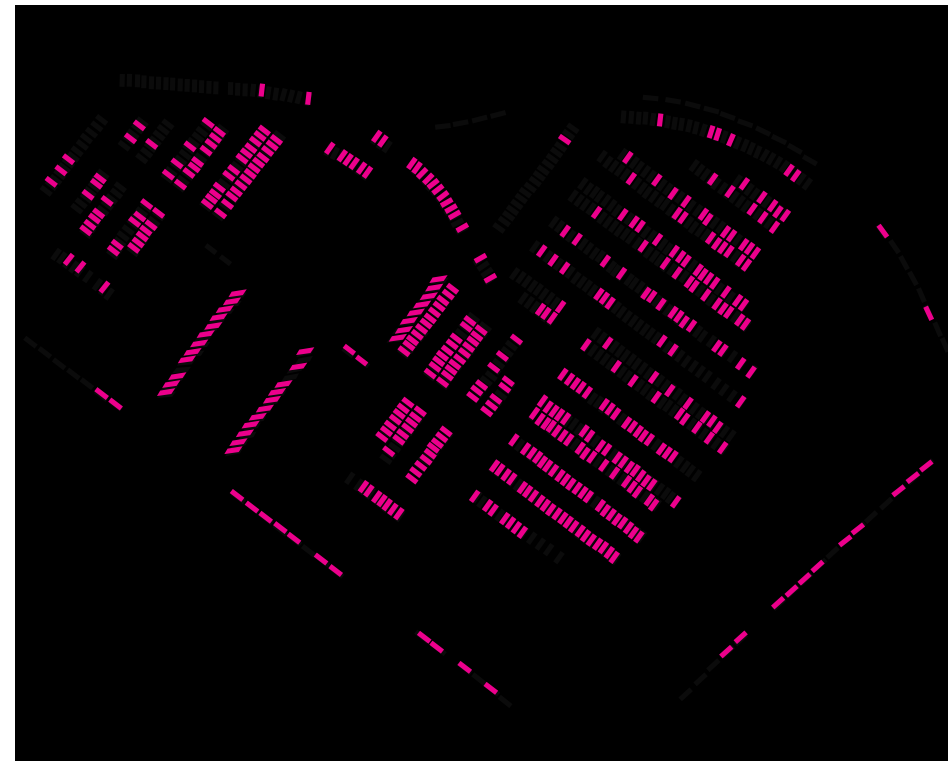
# Market Square Parking - Occupancy: Tues. 11-28-17

Mid-Morning | 11am



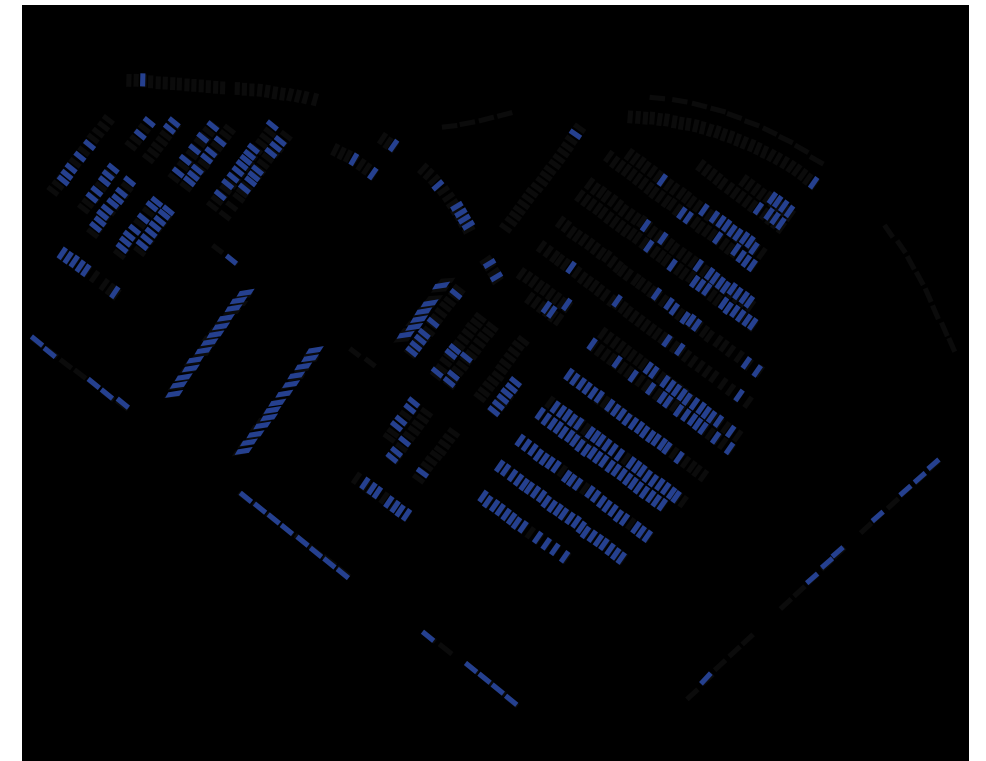
466 Occupied Spaces  
**59% Occupied**

Mid-Day | 4pm



425 Occupied Spaces  
**54% Occupied**

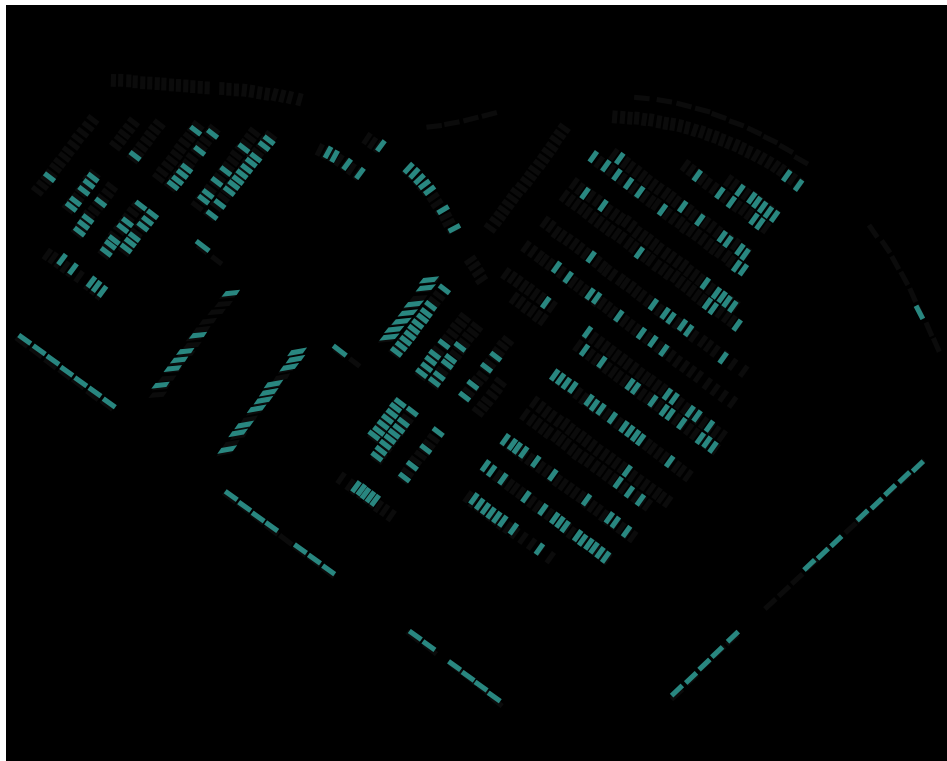
Evening | 7pm



377 Occupied Spaces  
**48% Occupied**

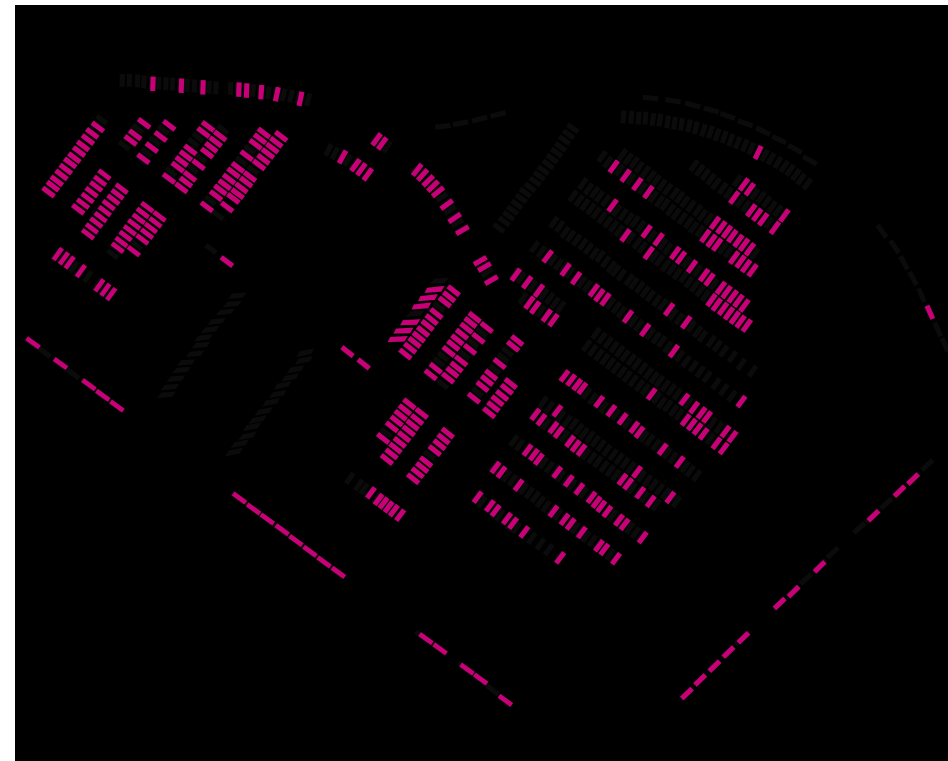
# Market Square Parking - Occupancy: Sat. 12-02-17

Afternoon | 12:30pm



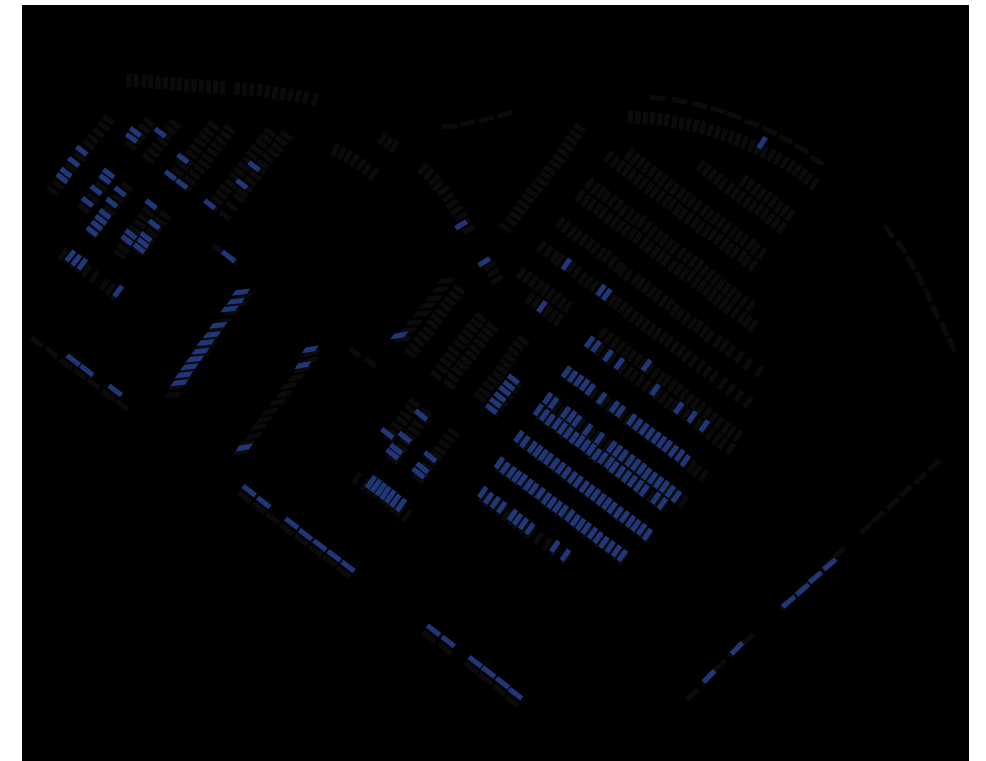
291 Occupied Spaces  
**37% Occupied**

Mid-Day | 4pm



363 Occupied Spaces  
**46% Occupied**

Evening | 7pm



222 Occupied Spaces  
**29% Occupied**

# Market Square Parking - **Occupancy: Thurs. 12-07-17 12:30pm**



**591 Occupied Spaces**

**75% Occupied**

Potential Users:

1. Heit Center Users
2. Rusty Bucket (Lunch)
3. Hudson 29 (Lunch)
4. Library Users
5. Starbucks Users
6. Office Users

Thursday | 12-07-17  
**12:30pm**

Market Square Parking



# Market Square Parking - Existing Demand

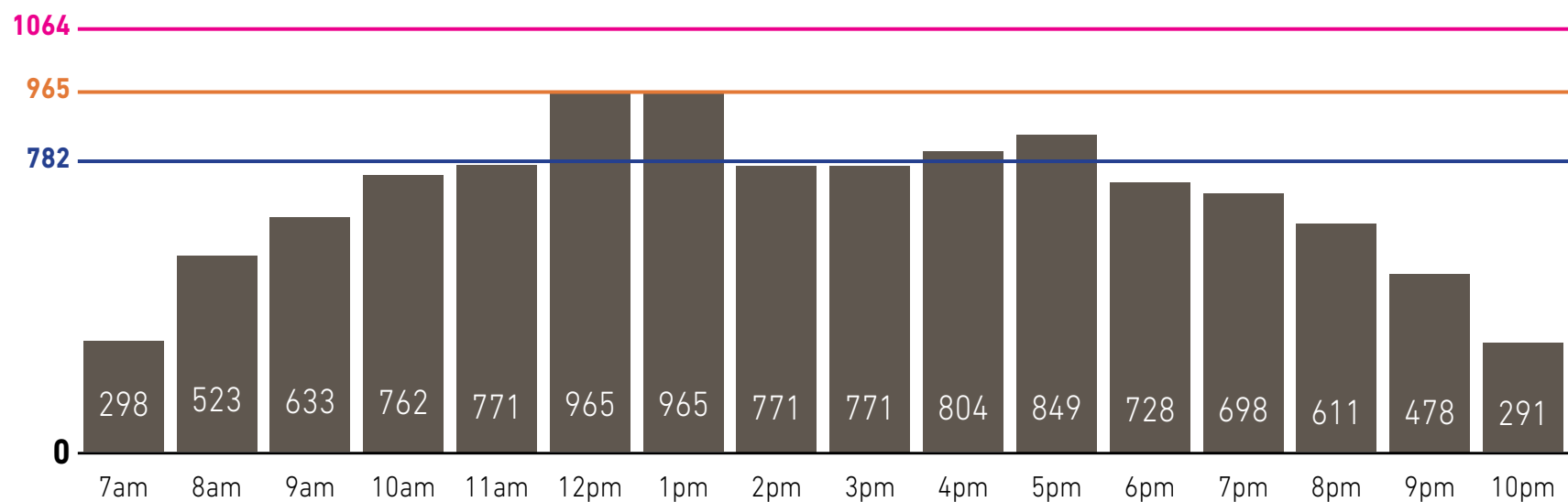
## Demand Summary

- +/- 1,064** Total Raw Parking Demand
- +/- 965** Adjusted Parking Demand
- +/- 795** Current Parking Supply
- +/- 782** Supply After Rose Run

Different building uses have different parking demands, these demands fluctuate on time of the day as well as the time of the year. The adjacent chart is for a parking demand for a typical weekday with 100 percent occupancy. While every community, business and day are unique these assumptions give a good snapshot of the parking demands for this block.

**965 - 782 = +/- 183** Estimated Parking Shortage

## Adjusted 100% Hourly Parking Demand Model



Market Square Parking

## 100% Demand by Building

Building	Type	Square Feet	Parking Ratio per 1000	Parking Demand
<b>160 Market Street</b>		<b>6,500 SF</b>		<b>33</b>
Tenant	Professional Office	6,500 SF	5	33
<b>180 Market Street</b>		<b>20,000 SF</b>		<b>102</b>
Rusty Bucket	Restaurant - Full Service	3,600 SF	10	36
Tenant	Retail - Ground Floor	6,400 SF	4	26
Tenant	Professional Office - Second Floor	6,400 SF	4	26
Tenant	Empty - Second Floor	3,600 SF	4	14
<b>220 Market Street</b>		<b>20,000 SF</b>		<b>103</b>
Starbucks	Restaurant - Fast Casual	2,000 SF	15	31
Tenant	Retail - Ground Floor	8,000 SF	4	32
Tenant	Professional Office - Second Floor	10,000 SF	4	40
<b>240 Market Street</b>		<b>6,000 SF</b>		<b>30</b>
Dr. Angart	Medical Office - First Floor	6,000 SF	5	30
<b>Market &amp; Main</b>		<b>78,000 SF</b>		<b>462</b>
Hudson 29	Restaurant	6,500 SF	10	65
Mellow Mushroom	Restaurant	5,500 SF	10	55
Tenant	Retail	6,000 SF	4	24
Tenant	Professional Office - Second Floor	6,000 SF	4	24
Tenant	Restaurant	14,000 SF	10	140
Tenant	Retail	13,000 SF	4	52
Tenant	Office	27,000 SF	5	102
<b>Heit Center</b>		<b>49,000 SF</b>		<b>245</b>
Heit Center Fitness	Fitness	20,000 SF	5	100
Heit Center Medical	Medical Office	29,000 SF	5	145
<b>Library</b>		<b>18,000 SF</b>		<b>90</b>
Library	Civic - Library	18,000 SF	5	90

# Market Square Parking - **Where Do We Find More Parking?**

---

1. Off-Site Employee Parking
2. Regulated Parking Areas
3. Existing Lot Modifications
4. Parking Structure

# Market Square Parking - **After Rose Run Improvements (-13)**



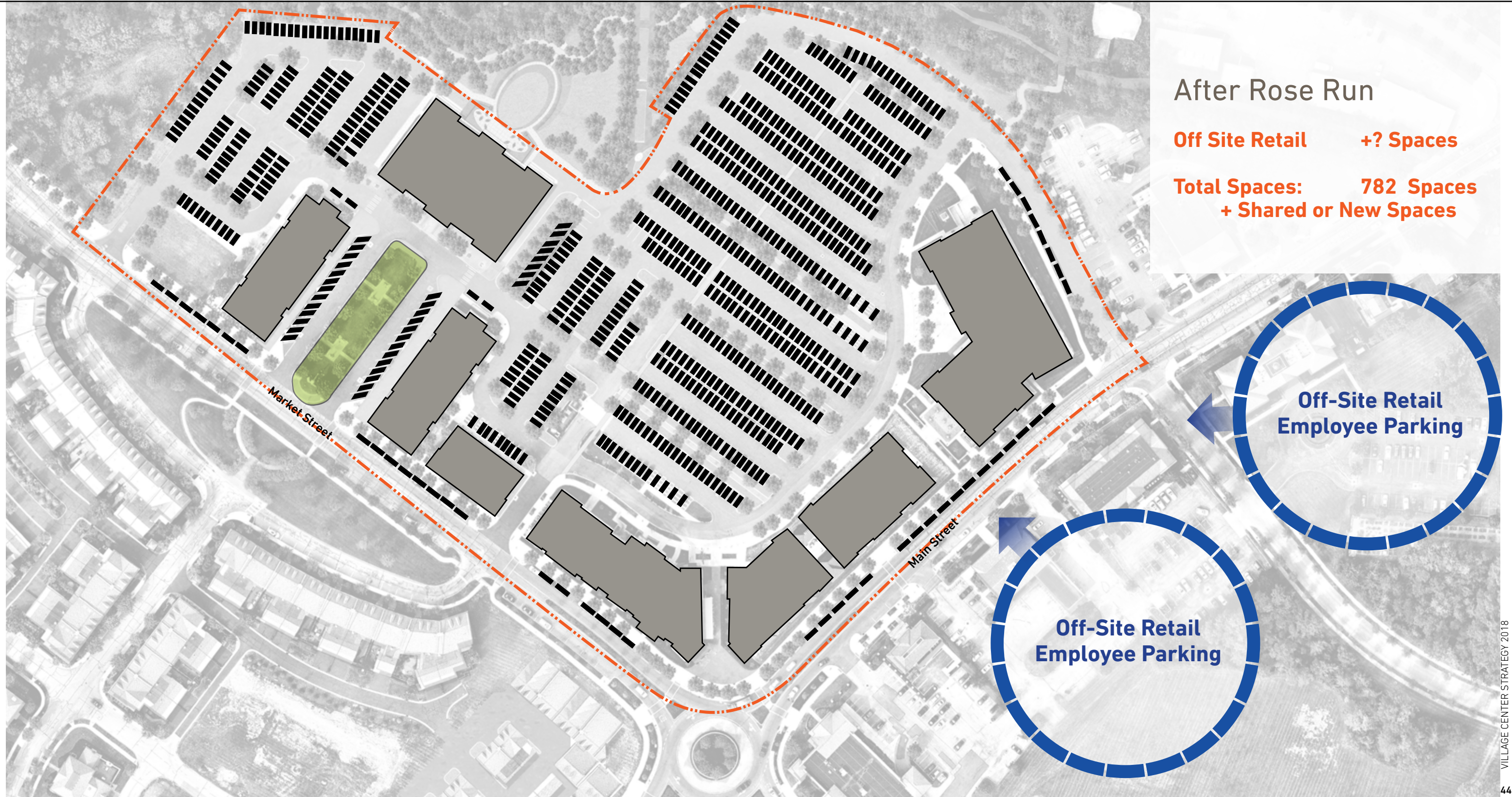
After Rose Run

**Surface Spaces -13 Spaces**  
**Total Spaces: 782 Spaces**

Study Area

Market Square Parking

# Market Square Parking - Off-Site Retail Employee Parking



Market Square Parking

# Market Square Parking - 2 Hour Regulated Parking: "L" Option



2 Hour Regulated Parking  
"L" Option

**Restricted Sp: 180 Spaces**  
**Total Spaces: 782 Spaces**  
**(No New Spaces)**

 2 Hour Regulated Parking  
 Study Area

Market Square Parking

# Market Square Parking - 2 Hour Regulated Parking: "Block"



2 Hour Regulated Parking Block Option

**Restricted Sp: 181 Spaces**  
**Total Spaces: 782 Spaces**  
**(No New Spaces)**

 2 Hour Regulated Parking  
 Study Area

Market Square Parking

# Market Square Parking - Rose Run Alternative (-44)



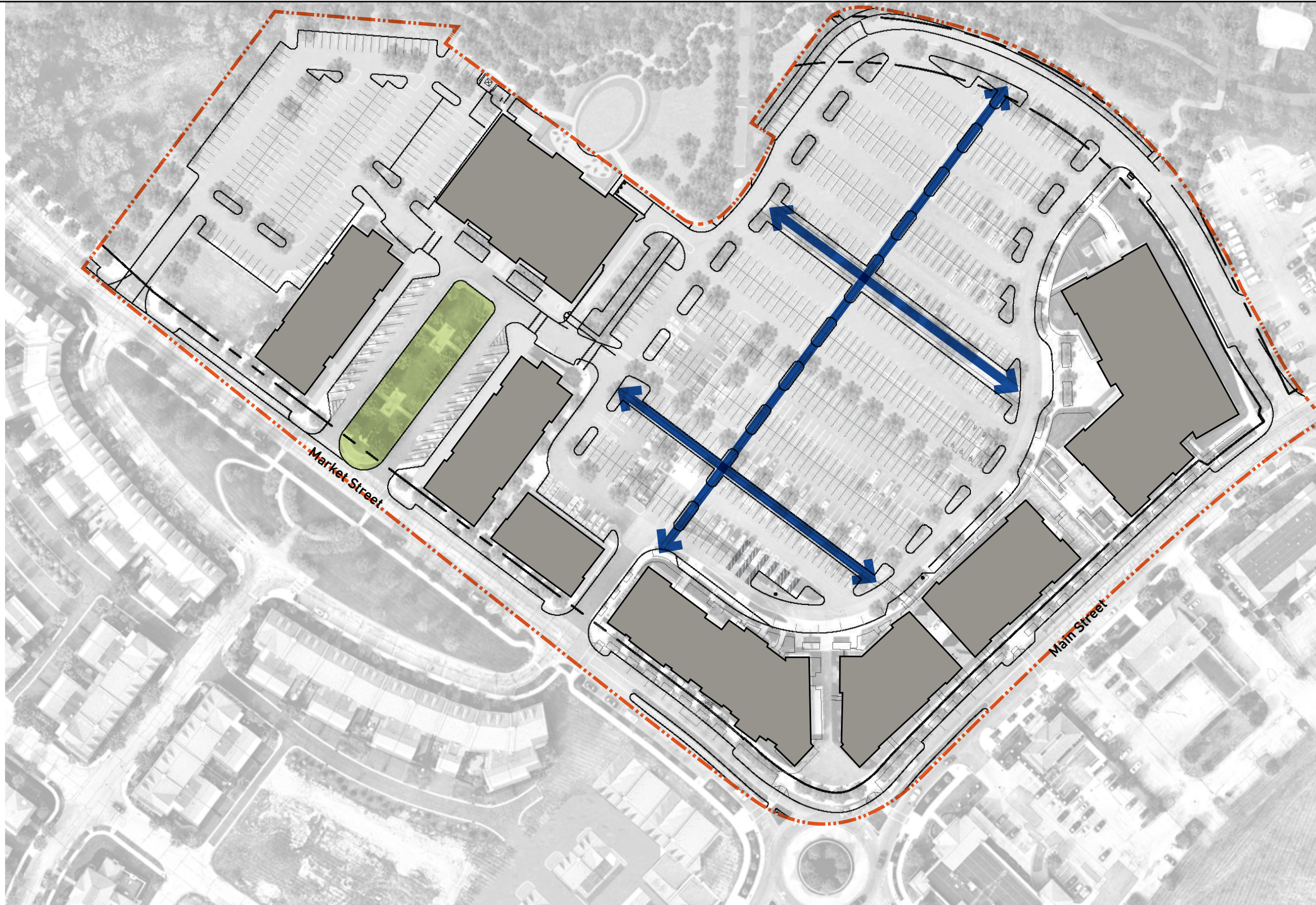
Extended Pedestrian Way

**Net Spaces: -44 Spaces**  
**Total Spaces: 741 Spaces**

➔ Pedestrian Way  
- - - Study Area

Market Square Parking

# Market Square Parking - Maximize Parking Option (+152)



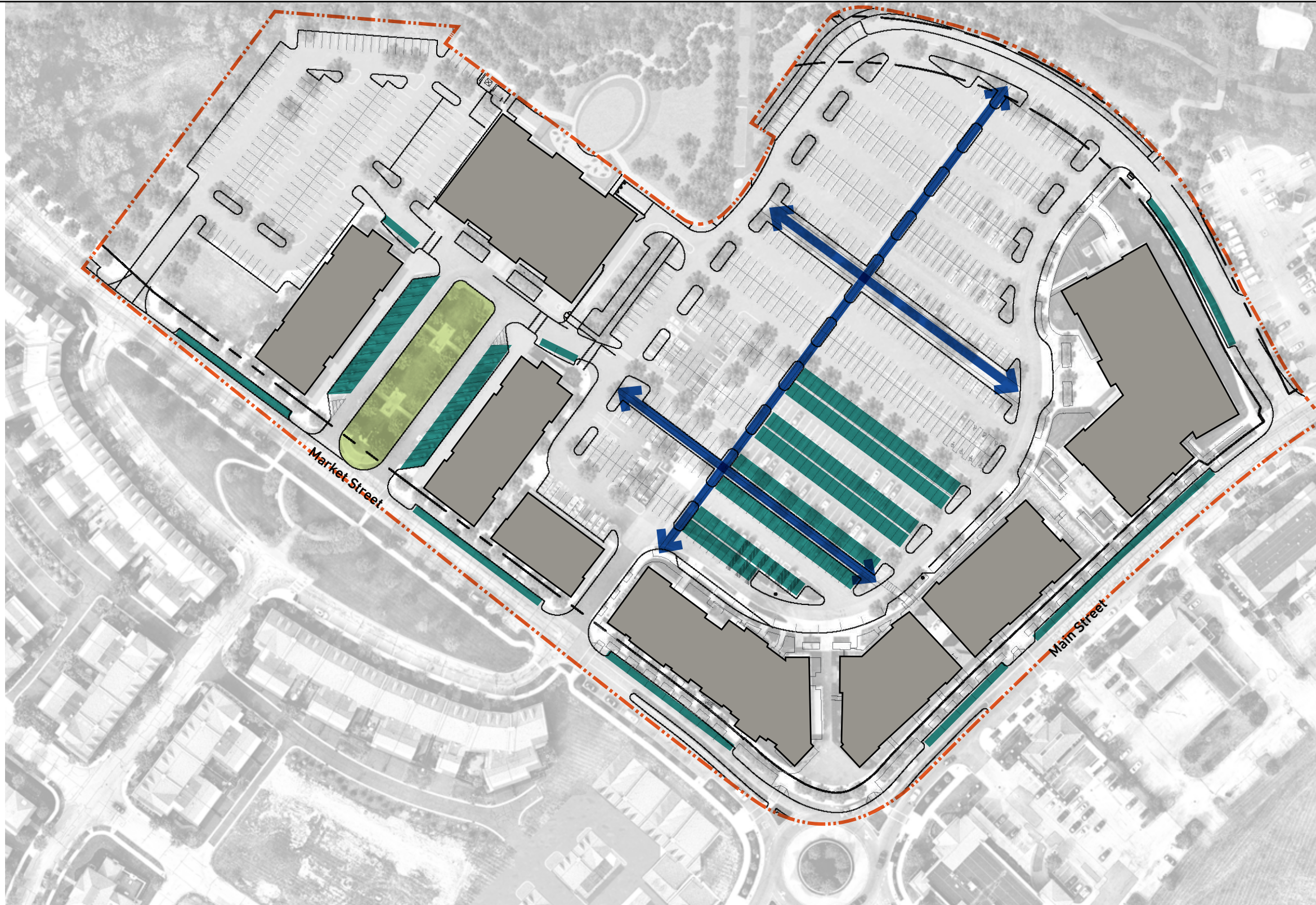
Maximized Parking:  
Rebuilt Lot

**Net Spaces: 152 Spaces**  
**Total Spaces: 947 Spaces**

➔ Pedestrian Way  
- - - Study Area



# Market Square Parking - Recommendation: Rebuild & Regs.

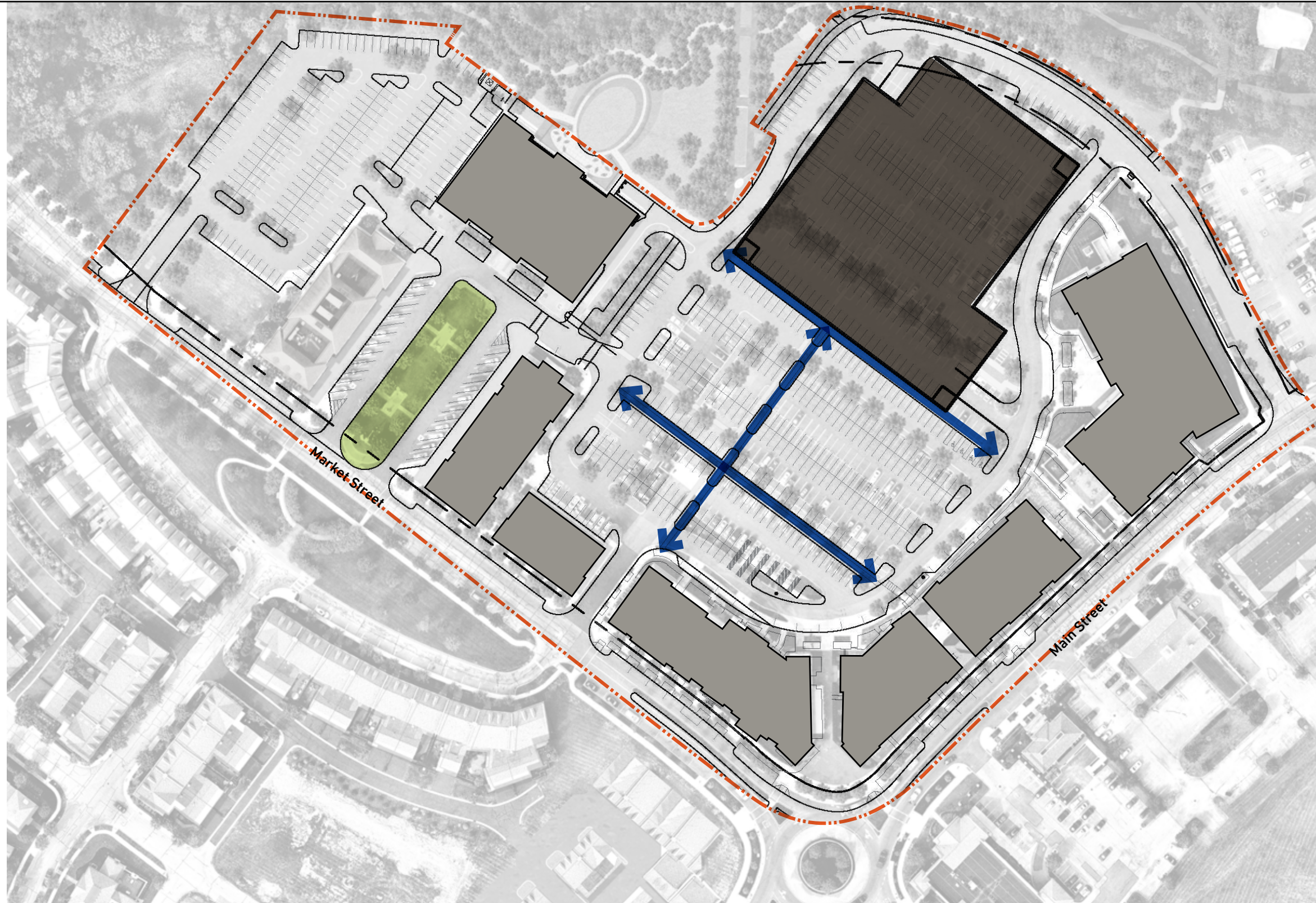


Recommendation:  
Rebuilt Lot with  
Time Regulations

**Net Spaces: 152 Spaces**  
**Total Spaces: 947 Spaces**

-  Pedestrian Way
-  Restricted Parking
-  Study Area

# Market Square Parking - North Garage: Option 1 (+238)

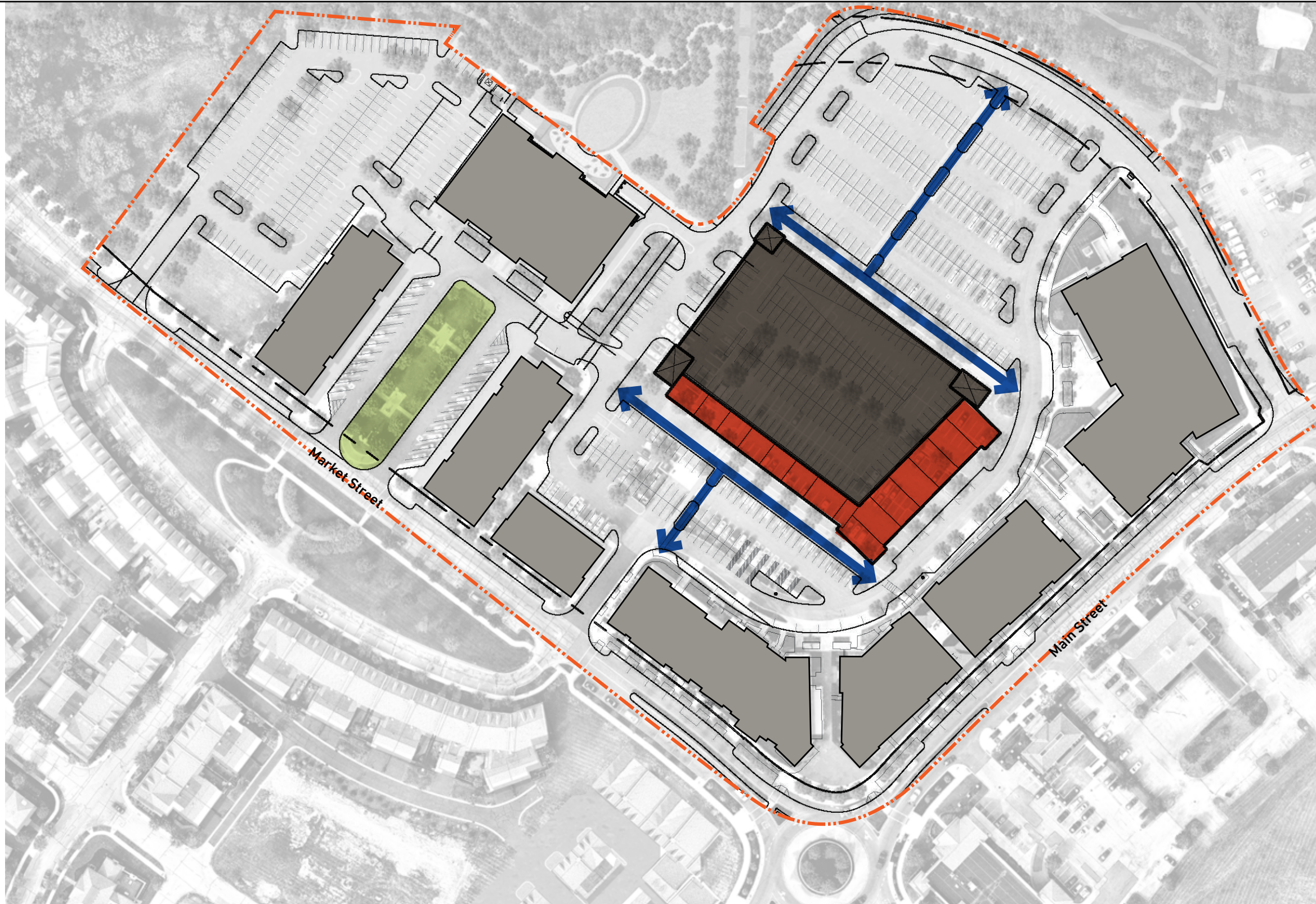


Parking Garage: Option 1  
North Garage

**Parking Structure (2 Levels)**  
Total Garage: 500 Spaces  
Net Spaces: 238 Spaces  
**Total: 1,033 Spaces**

- Structured Parking
- Pedestrian Way
- Study Area

# Market Square Parking - Central Garage: Option 2 (+187)



Parking Garage: Option 2  
Central Garage

**Parking Structure (3 Levels)**  
Total Garage: 428 Spaces  
Net Spaces: 187 Spaces  
**Total Spaces: 982 Spaces**

- Structured Parking
- Commercial Liner Bldgs.
- Pedestrian Way
- Study Area

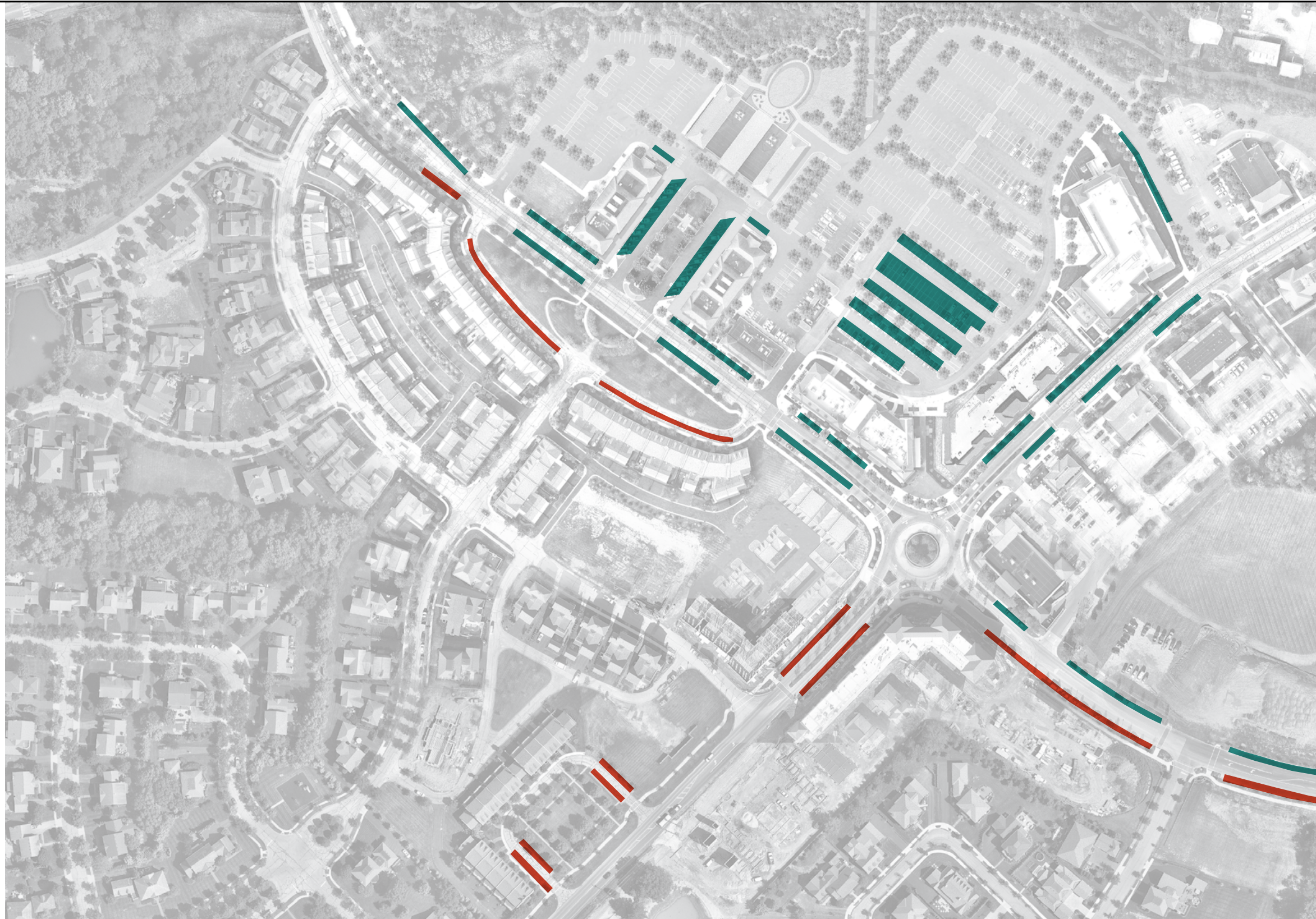
# Market Square Parking - Option Comparison

Parking Options	Structured Spaces	Net Change	Total Spaces	Potential Cost	Parking Deficiency*	Cost per Unit	Cost Per Space by Total Investment
Existing parking	0	0	795	none	-170		\$0
Parking after Rose Run	0	-13	782	cost included in rose run project	-183		\$0
Parking after Rose Run (with walk)	0	-44	741	\$46,000	-214	\$1,500 Per Space	\$0
Garage Option 1: North Garage	500	+238	1,033	\$7.5 million	+68	\$15,000 Per Space	\$32,000
Garage Option 2: Central Garage	428	+187	982	\$8.5 million	+17	\$20,000 Per Space	\$45,000
Maximize Surface Parking Option	0	+152	947	\$1.5 million	-18	\$2,000 SF	\$9,900

\* Estimated Parking Demand: 965

 Options Within 2% of Parking Demand

# Market Square Parking - Hybrid Short Term and Permit Parking



Hybrid Short Term and Permit Parking

- Regulated Parking
- Hybrid Short Term and Permit Parking

Market Square Parking

# Action Steps



# Action Steps - Evolution of Thought

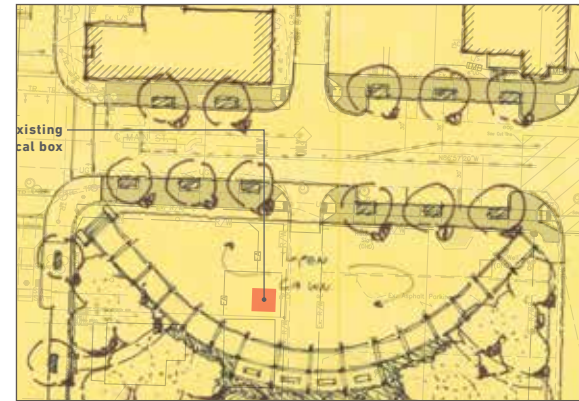
Planning is an evolution of thought in response to conditions, needs, and goals. Over time our community's plans change to meet our current situation. Out of the two City workshops, consensus developed regarding four topics that have been discussed for years. This page documents these areas of consensus to facilitate advancing the Village Center vision.

## 1. Founders Park



This City-owned block between the Police Station and Village Hall has been the subject of numerous plans over the years. The most recent plan envisioned this area as Founders Park to include an amphitheater, a veterans memorial, and a relocated municipal parking lot. With some of these elements now incorporated into the Rose Run plans, this block needs to be rethought. This area is now being referred to as Rose Run Phase II and a conceptual planning process is planned for later this year. Potential elements for study include an addition to Village Hall, improvements to meet Police Department needs, a larger municipal lot to serve the greater area, and enhancements to this section of Rose Run to build on the momentum of Phase 1.

## 2. Main & High



Currently the City owns the block at Main and High in the historic Village Center with plans to create a traditional town square. It was determined during this process that the development opportunity and impact of that development for this block was greater than that of another park. There is substantial greenspace being improved a block away at Rose Run that will serve as an amenity for this area. This property should be marketed as development infill and could be combined with other privately held parcels to create larger infill opportunities and bring renewed energy to the historic Village Center. It was noted that incorporating a smaller open space/pocket park as part of a future development plan would be desirable.

## 3. Market Street Extension



For years a future extension of Market Street east of Reynoldsburg/New Albany Road has been planned to connect to Dublin-Granville Road. The exact alignment and location of this connection had been debated and not resolved. The consensus from the City workshops is to extend it and connect with existing 3rd Street. A more detailed study should be performed to determine the exact street alignment.

## 4. Stormwater Area



In 2010 a Stormwater Mitigation Strategy was developed for the Village Center with different alternatives for dealing with increased stormwater created by desired development envisioned in the Village Center. Through the City workshops it was agreed that the preferred location for dealing with this additional stormwater should be at the southeast corner of Reynoldsburg-New Albany & Dublin-Granville Roads to the new Market Street extension. In addition to stormwater storage, this area is envisioned as a passive open space park along Rose Run. An additional study should be performed to determine the size of the stormwater retention ponds.

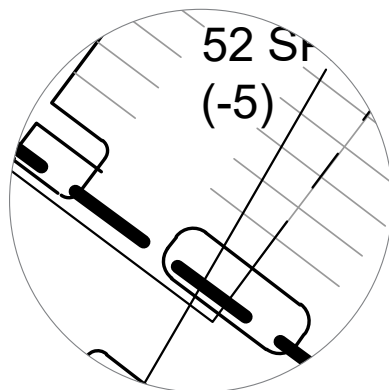
# Action Steps



1. Complete the **Rose Run 1** project.



2. Create a plan for “**Rose Run II**,” including providing immediate direction for parking expansion by the Village Hall and balancing future needs and priorities in the area.



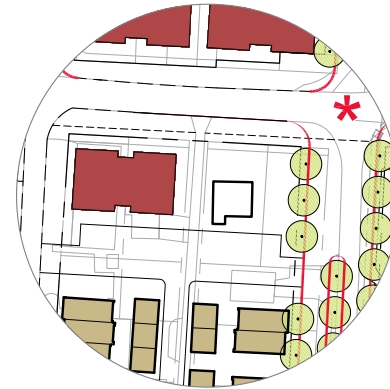
3. Implement a **short-term parking strategy** to address the immediate needs of Market Square.



4. Explore options for a “**smart**” parking lot RFP for smart technology solutions/enhancements to address Village Center parking needs.



5. Develop and build consensus around a **long-term parking strategy** to address the long-term parking needs of Market Square. As part of this action item, a more detailed study should be performed to determine potential costs, revenues, enforcement, and funding mechanisms.



6. Create a more detailed **Historic Village Center revitalization plan**, including street network, intersection alignment, amenities, infill development opportunities, and private property impacts.



7. Create a **development RFQ** for the 0.6 acres of City-owned property at the corner of Main and High Streets to guide potential appropriate private development.



8. Add the desired Village Center **street network to the Thoroughfare Plan** so that future development addresses the dedication of necessary ROW as part of new development design, review, and approval (particularly for the Historic Village Center area).



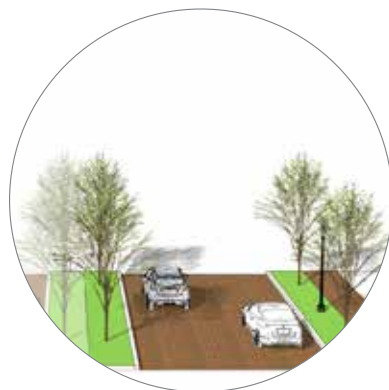
# Action Items



9. Update the City's **Form Based Code Regulation Plan** to reflect this updated Village Center framework.



10. Begin a more **detailed study of the Market Street Extension** and Third Street improvements, including the creation of a centralized stormwater facility serving the Village Center area (based on the 2010 Stormwater Mitigation Strategy).



11. Work with property owners along East Market Street and the proposed future extension to create an additive **East Market Square development plan**.



12. Study **traffic signal coordination** within the Historic Village Center to create a better, safer multi-modal environment that addresses future traffic concerns.



13. Continue study of the **Ganton focus area** to provide market opportunities and connectivity in a manner that is additive to the Village Center and sensitive to the surroundings.



14. **Strengthen leisure trail connectivity** of the Village Center across SR 161 and to adjacent neighborhoods.



15. Develop a **Web Site** as a communication tool for the community.

