



23

ROUTE TWENTY THREE
CORRIDOR
STRATEGIC GUIDE

DELAWARE NOW!



delaware **NOW**

A FUND OF THE DELAWARE COUNTY FOUNDATION

DRAFT PLAN PRESENTATION
10.01.2019

US-23 CORRIDOR STUDY

GENEROUSLY SUPPORTED BY

Funding for this study is provided by the sponsors through the Delaware County Foundation, a 501(c)(3) non-profit organization.



Watersedge Development Company and the George S. Hoster, Jr. Family also generously supported to help make this study possible.

QUICK FACTS

DELAWARE COUNTY

>60% Workforce with
Undergraduate
Degree or Higher

**MOST EDUCATED
COUNTY IN OHIO**

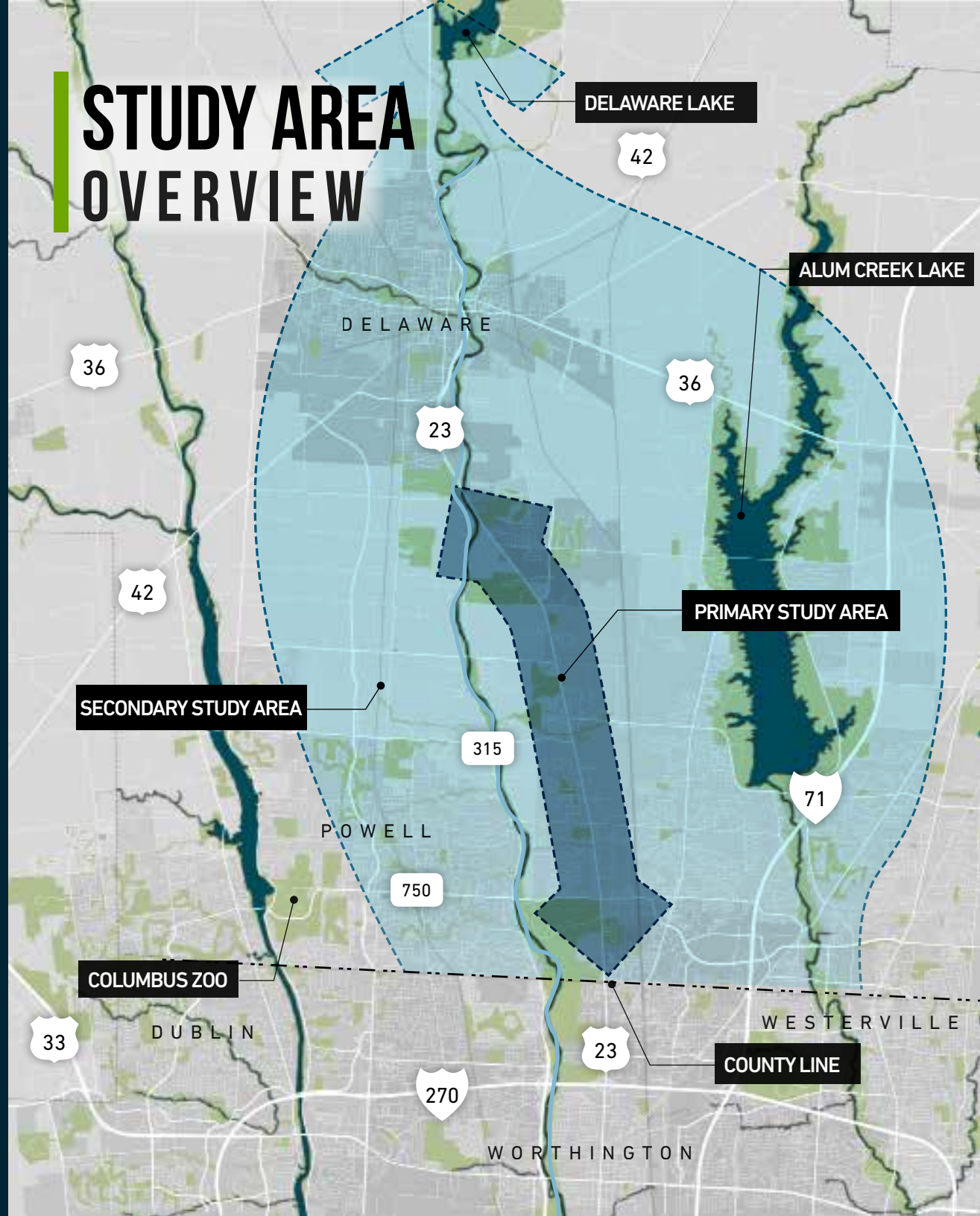
\$95,000 Average
Household
Income

**HIGHEST EARNING
COUNTY IN OHIO**

+15% Increase in
Population since
the 2000 Census

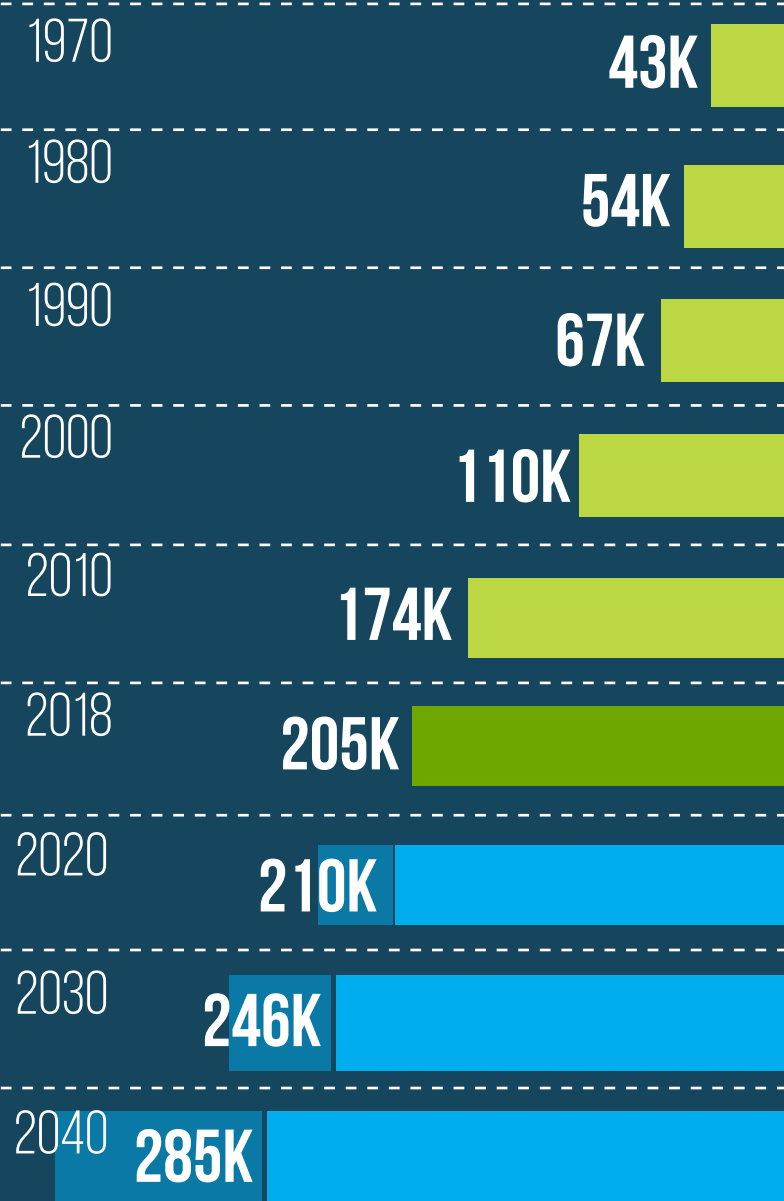
**FASTEST GROWING
COUNTY IN OHIO**

STUDY AREA OVERVIEW



GROWTH TRENDS

DELAWARE COUNTY



Projections Source: State of Ohio

WHY PLAN NOW?

OVERVIEW

Growth is Projected to Continue

Tremendous and successful growth over the past thirty-plus years is projected to continue.

Infrastructure is Outpaced

Transportation infrastructure has struggled to keep pace with this growth and is now impacting the county's economic potential.

Missed Opportunities

When large employers look to locate or expand in the Central Ohio region, the US 23 corridor is often overlooked.

Plan Now to Identify/Protect Opportunities

Well-planned and managed growth needs to occur now so as not to preclude potential future infrastructure improvements.



STUDY OBJECTIVES OVERVIEW

+

Create a Shared Vision

Through consensus building, create a shared vision for the corridor.

+

Identify Critical Infrastructure Improvements

Identify roadway and other infrastructure improvements needed to bolster and foster economic development.

+

Craft Scenarios

Compare and prioritize alternative transportation and land use patterns to visualize critical infrastructure improvements.

+

Recommend Actionable Strategies

Craft objective-oriented tools and mechanisms to guide the implementation of recommendations.

BUILDING ON PREVIOUS WORK

Orange, Liberty, Delaware, Berlin,
and Troy Comprehensive Plans

ODOT Access Management Plans

Home Road Extension Report

23/36/42 Freight Corridor
Study and Strategic Plan

Big Walnut Interchange
Feasibility Study

DelCo Water Sewer Master Plan

County Thoroughfare Plan

2016-2040 Metropolitan
Transportation Plan

Delaware County Economic
Development Action Plan

WHAT WE LEARNED KEY TAKEAWAYS

1

Bedroom Communities

Single family residential is, and is planned to be, the predominant land use in the townships with residents commuting to work in Franklin County. Residential growth will out pace all others with more than 5,500 single-family and 2,100 multi-family units in the pipeline.

2

Thoroughfares Are Key Economic Drivers

The study area is predominantly suburban and semi-rural townships which see US-23 and other major highway corridors as the logical place for employment uses and are key to unlocking development potential.

3

Projects Identified But Not Funding

The county's highest profile transportation projects have already been identified in MORPC's Metropolitan Transportation Plan and Competitive Advantage Projects Program, however, lack of funding limits construction.

4

Operational Improvements

Access Management and Intelligent Transportation System (ITS) strategies, like signal synchronization, are ODOT's primary approaches to improving corridor travel.

5

Available Water/Sanitary Capacity

DelCo Water has sufficient capacity to meet existing and near-term demands; a planned Central Alum Creek Treatment Plant will help meet long-term future needs.

WHO WE HEARD STAKEHOLDERS

Delaware County Regional
Planning Commission

County Economic Development

Ohio Department of
Transportation

County Engineers

Orange and Liberty
Township Representatives

Regional Sewer District

Delaware, Olentangy, and
Buckeye Valley School Districts

Delaware County Foundation

Private Sector Firms, including;
First Commonwealth Bank, Land
Strategies, and T&R Properties

City of Delaware
and Troy Township

WHAT WE HEARD EMERGING THEMES

1

Simplify the Development Process

Coordinate zoning requirements across jurisdictional lines, streamline regulations, allow for appropriate densities, and reduce red tape.

2

Reserve US-23 Frontage for Higher Uses

Reserve properties with US-23 frontage for commercial and employment-based uses.

3

Quality of Life is an Asset

The residential communities in the corridor support quality schools and provide a highly skilled workforce.

4

Limited Access Limits Site Selection

Sites within the corridor are passed up because of traffic and proximity to the interstate system.

5

Don't Forget About 71, 36, and 42

I-71 and Routes 36 and 42 are critical pieces of the corridor.

6

Balanced Land Use Growth

Growth should balance residential with non-residential development to support a broader fiscal base.

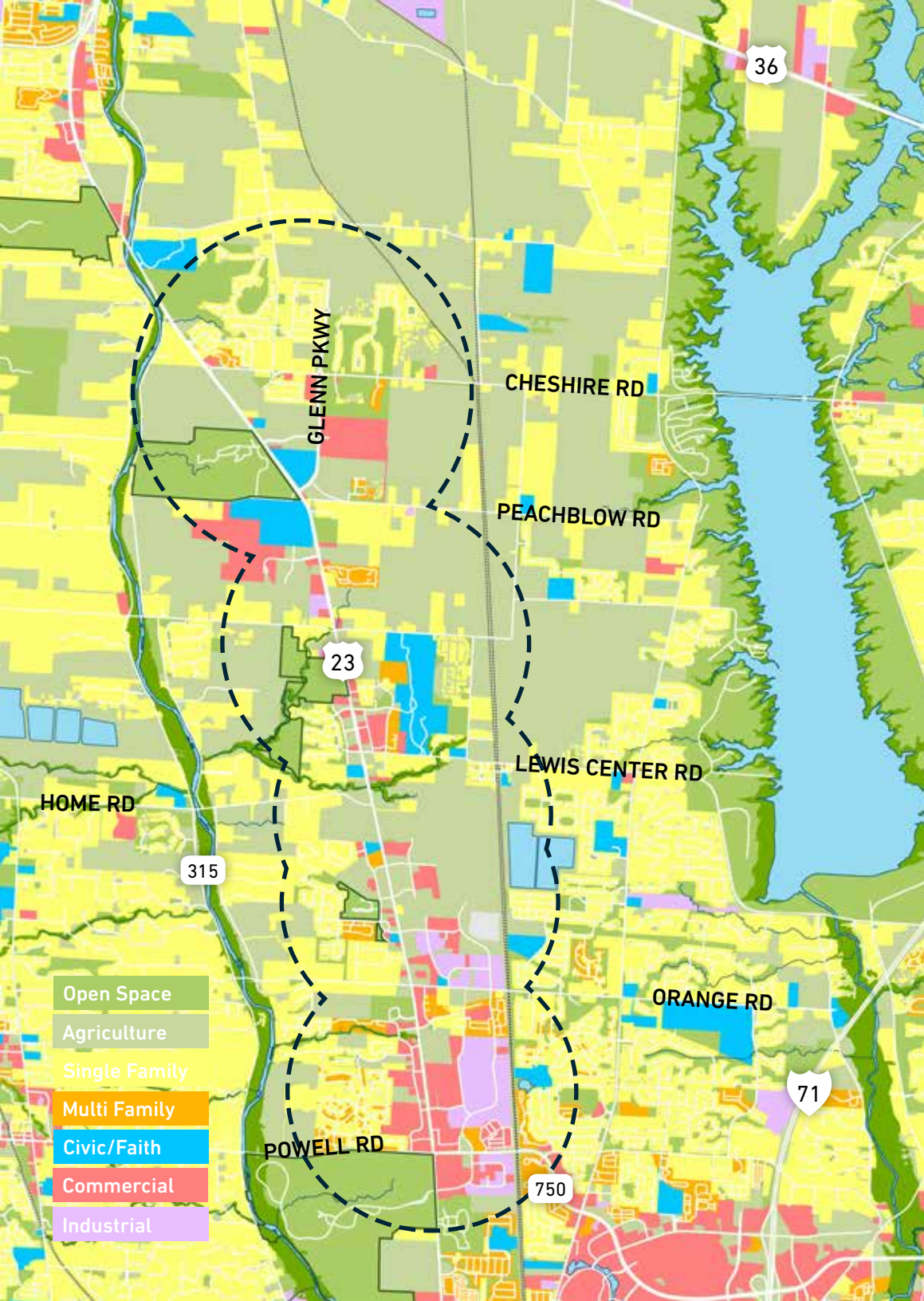
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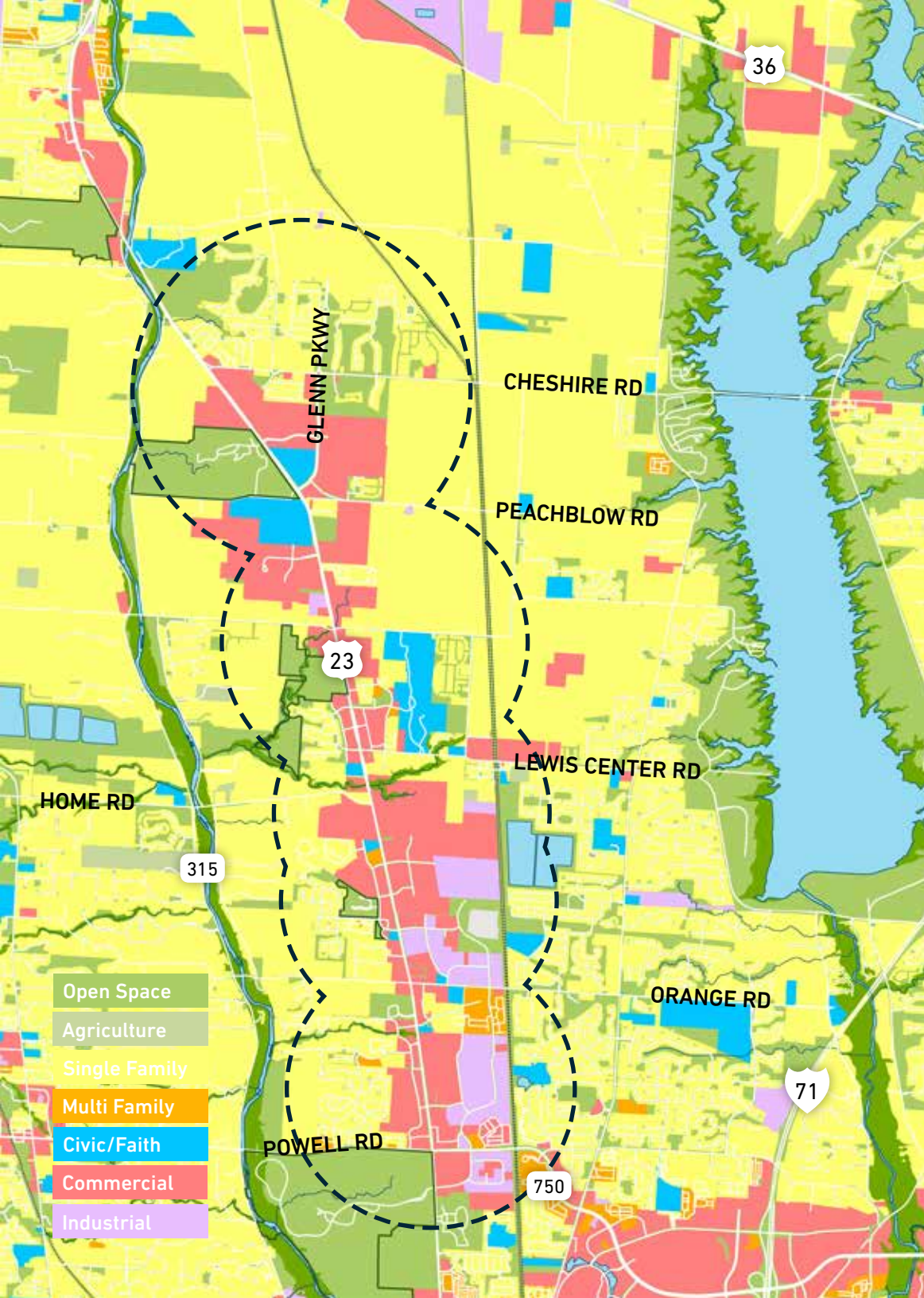
Public Road Blocks and Project Derailment

Business and development plans and roadway connections are thwarted by “not in my backyard” concerns rather than a regional community perspective.

EXISTING LAND USE DATA ANALYTICS

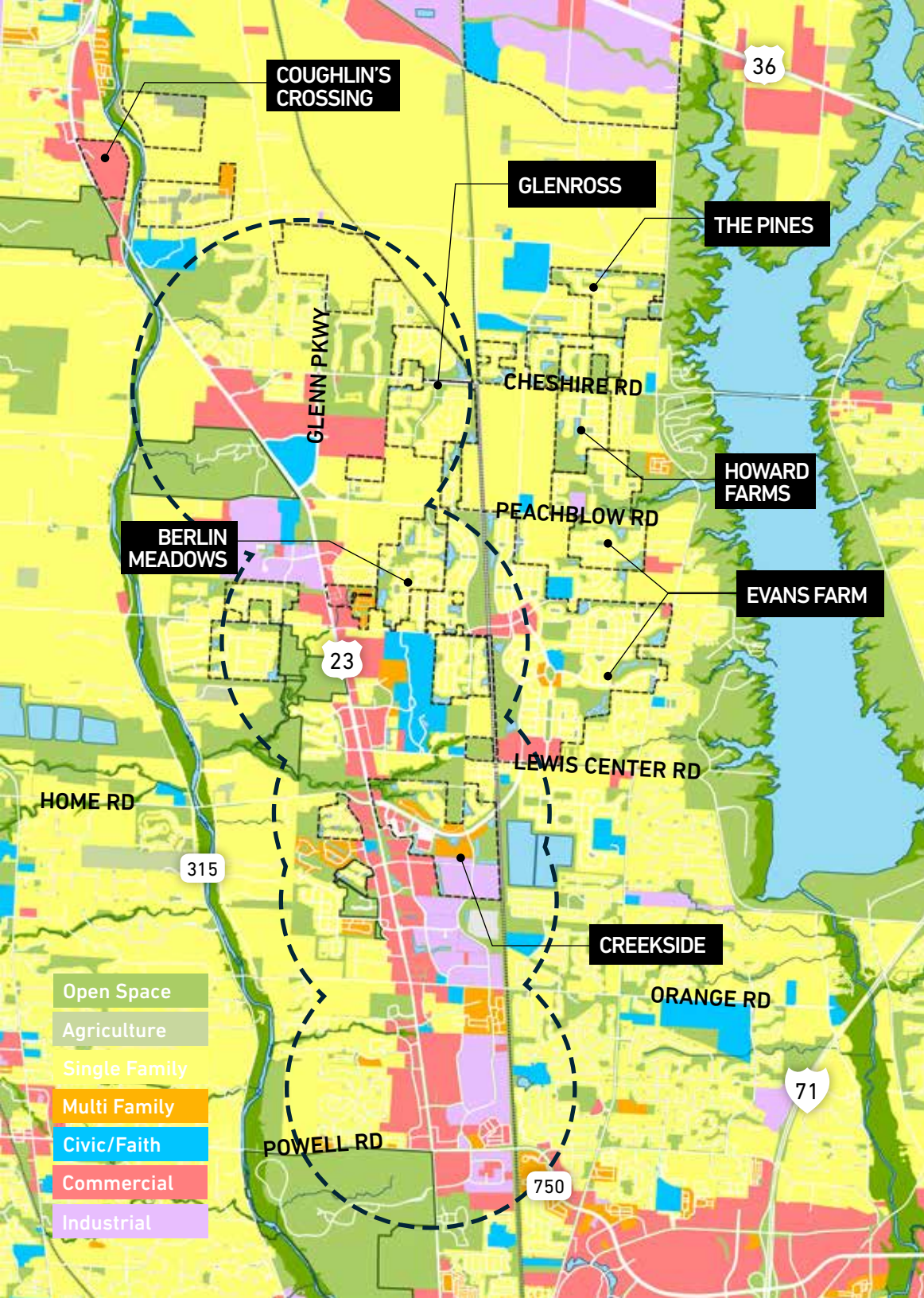
- 1 12,000 Undeveloped Acres
The primary planning area is *only 67% developed.*





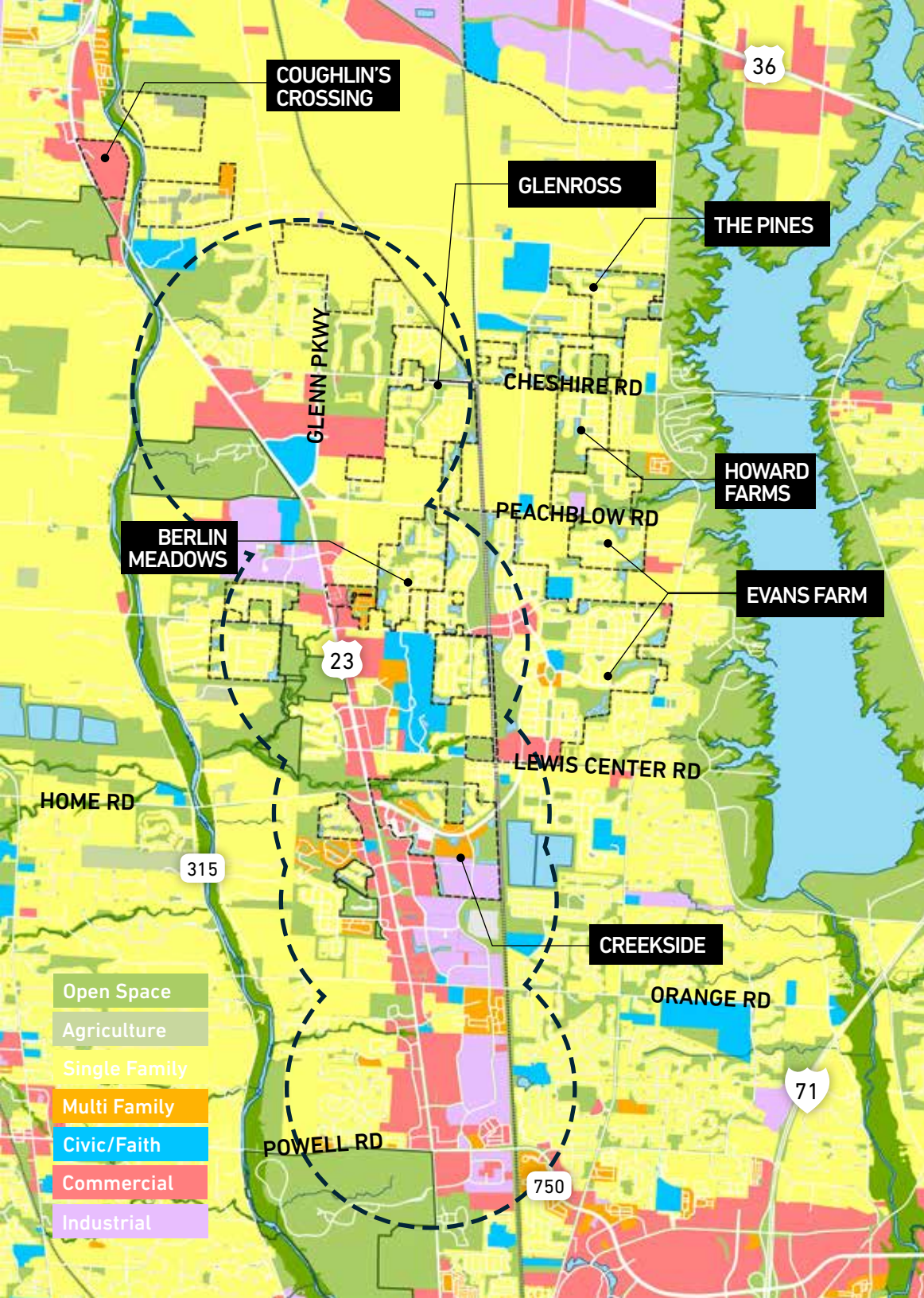
FUTURE LAND USE DATA ANALYTICS

- 1** 12,000 Undeveloped Acres
The primary planning area is *only 67% developed*.
- 2** 9,300 Acres is Predicted to Develop as Residential
In the future, the percentage of the primary study area could *grow to be nearly 81% residential, open space, or civic use*.



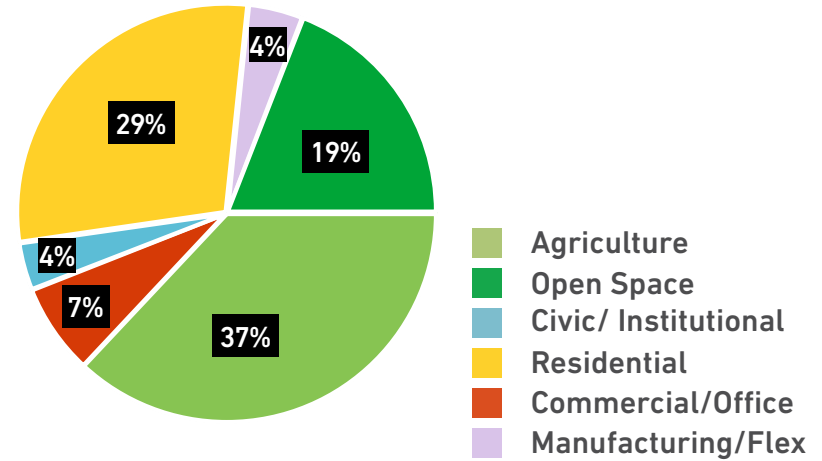
PLANNED DEVELOPMENT DATA ANALYTICS

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In the future, the percentage of the primary study area could *grow to be nearly 81% residential, open space, or civic use*.
- 3** 3,500 Acres Planned Residential
There are already 3,500 acres of planned residential, including; *5,500 single family and 2,100 condos and apartments in the development pipeline*.

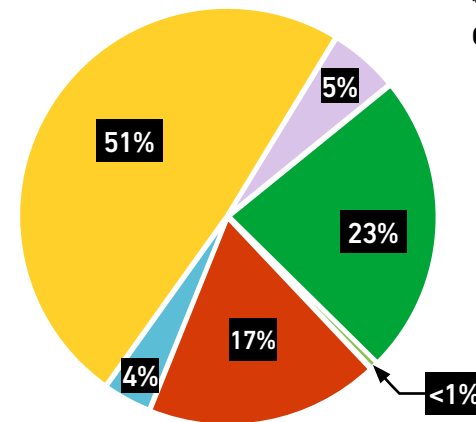


PLANNED DEVELOPMENT DATA ANALYTICS

EXISTING LAND USE



EXISTING PLANNED LAND USE*



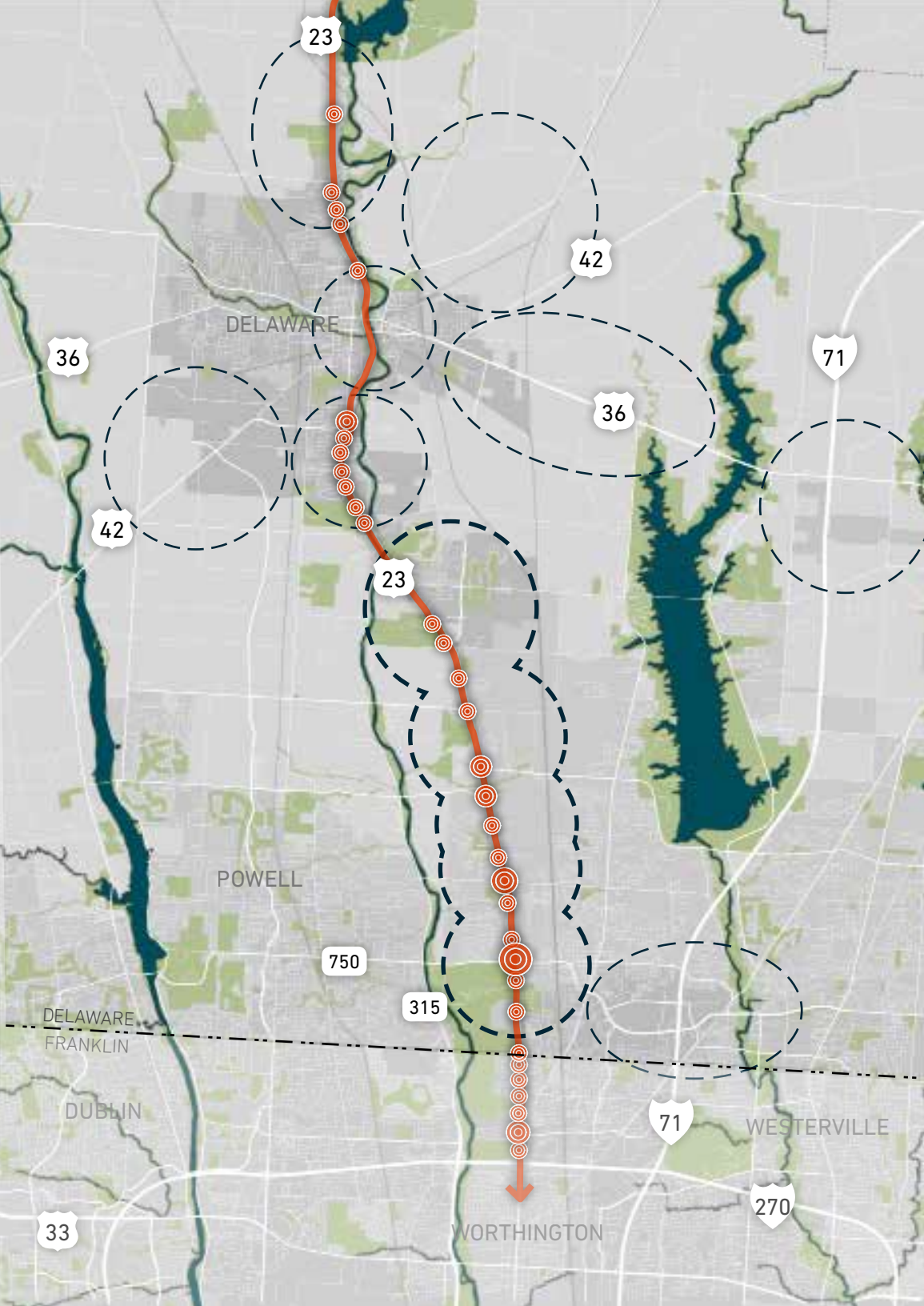
* BASED UPON EXISTING
COMPREHENSIVE PLANS

TRANSPORTATION DATA ANALYTICS

1

35 Traffic Lights

From Coover Road in Troy Township to I-270 (18-miles), there are 35 signalized intersections, ***reducing the efficiency of travel by 50%.***



TRANSPORTATION DATA ANALYTICS

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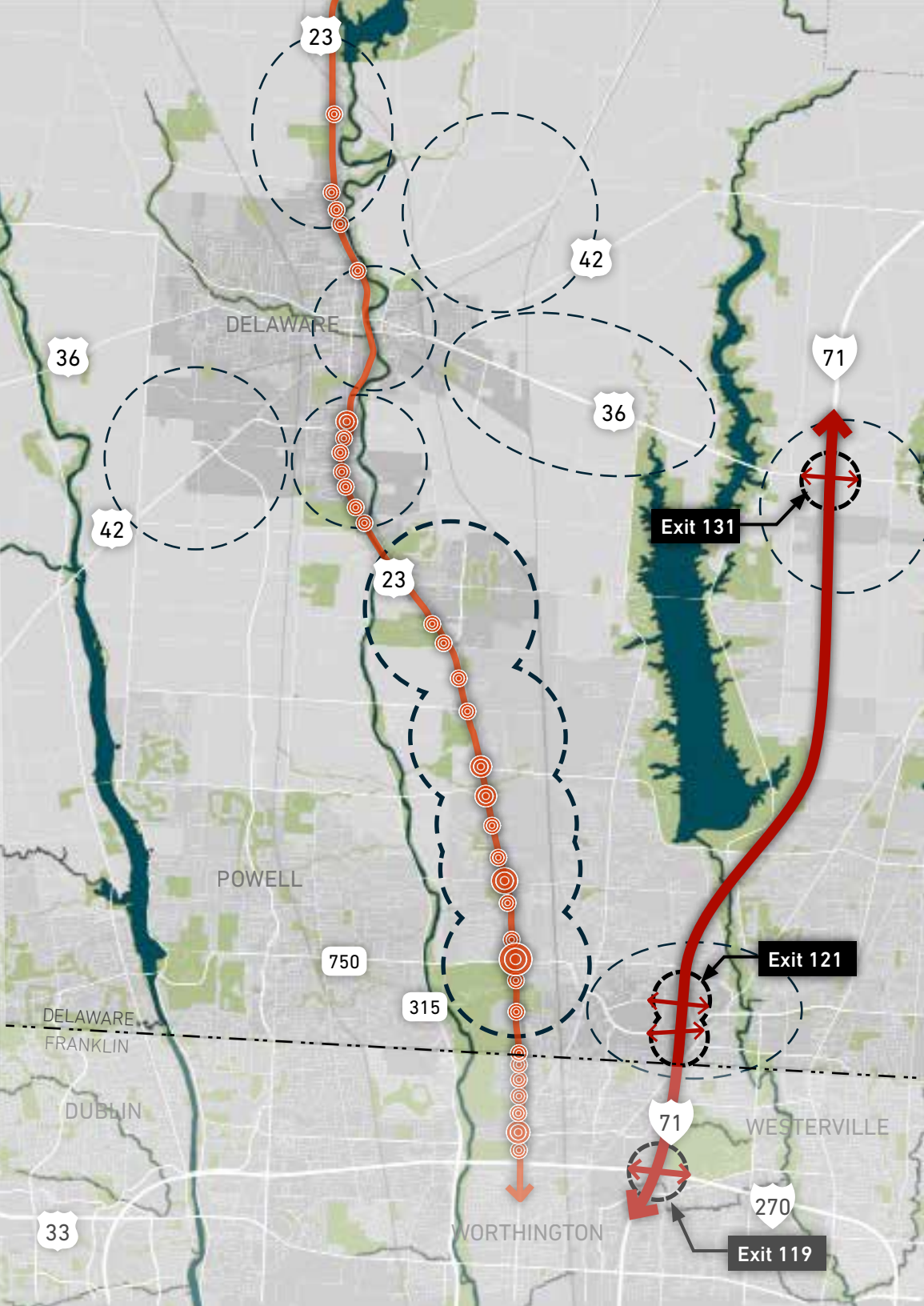
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I-71 between I-270 and US-36 is the *2nd busiest freight corridor in the state*, trailing only the I-75 Cin-Day corridor.



TRANSPORTATION DATA ANALYTICS

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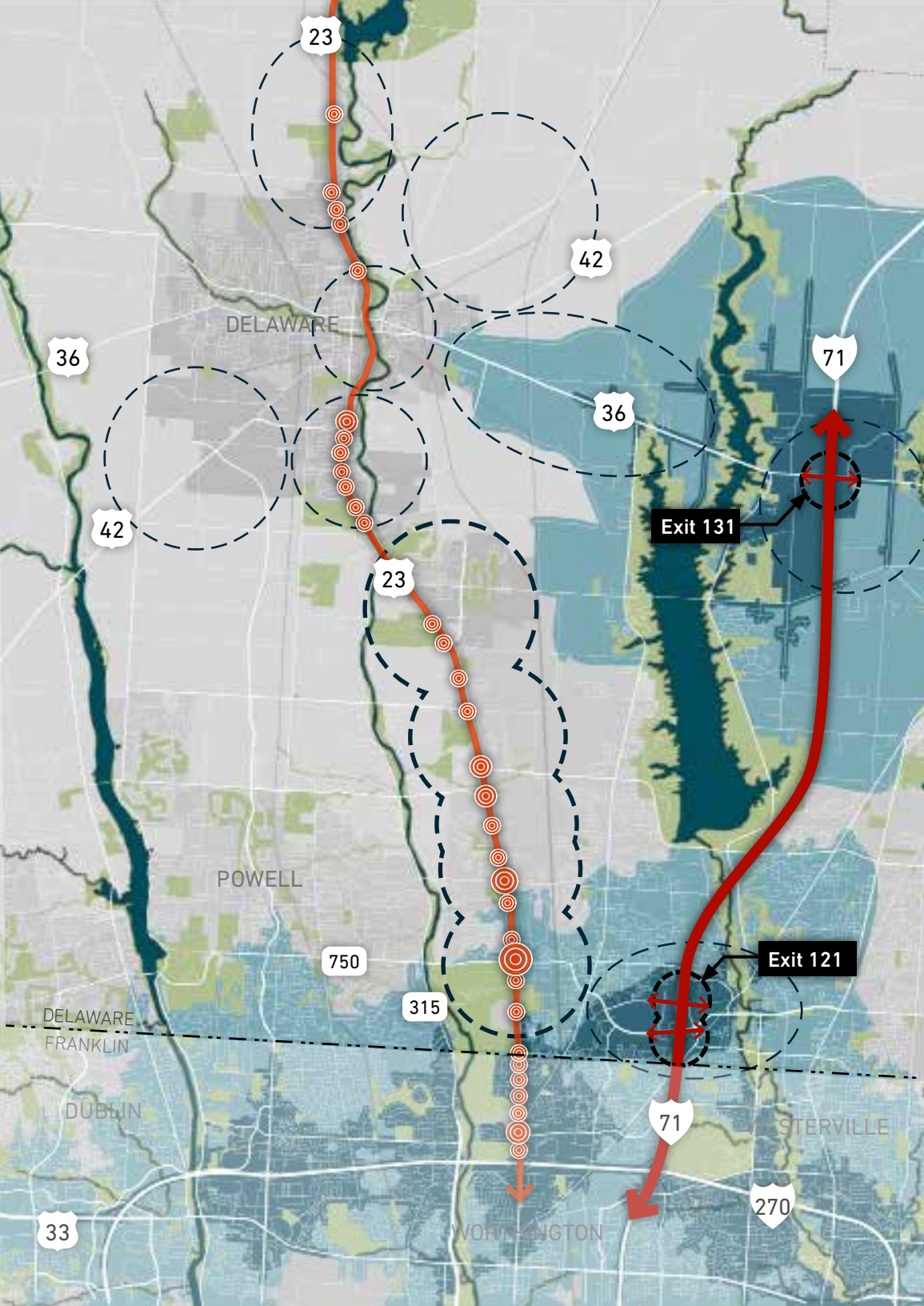
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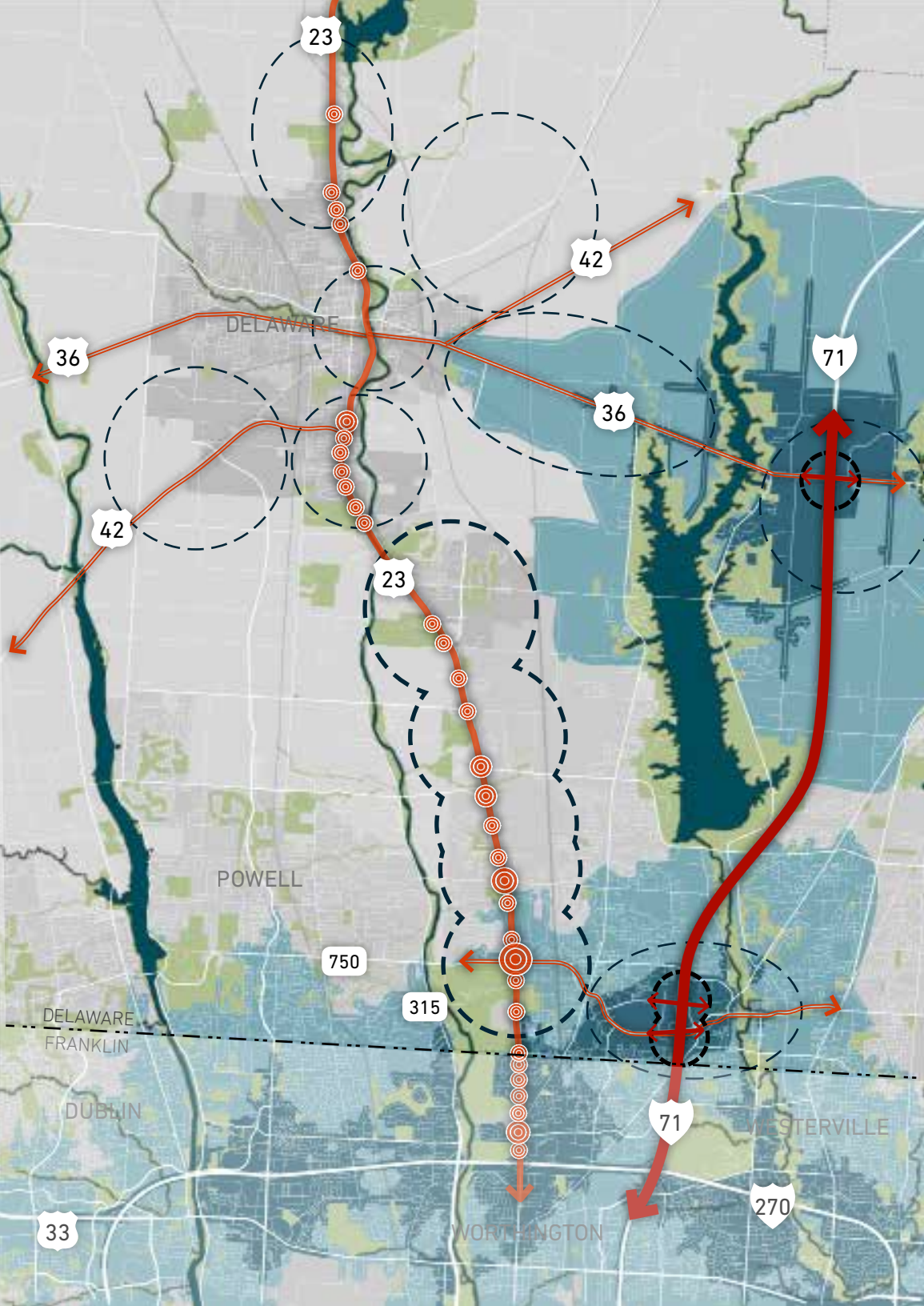
3 Limited Interstate Access

I-71 travels more than 17 miles through Delaware County, yet there are only *two (2) interstate interchange exits countywide* (Polaris/Gemini & 36).



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- 4 Freight Highway Network**
Highways US-36 and US-42 are also critical pieces of the US-23 Corridor.



TRANSPORTATION DATA ANALYTICS

TRANSPORTATION QUICK FACTS

US 23 (2018)

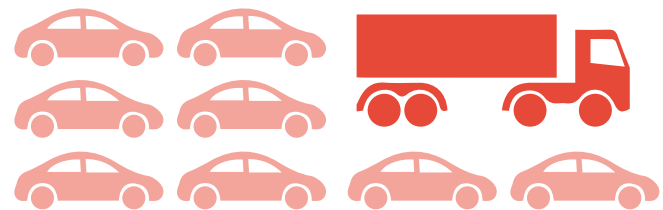
➤➤ **36,000-88,000 VEHICLES**
AVERAGE ANNUAL DAILY TRAFFIC

US 23 (2040)

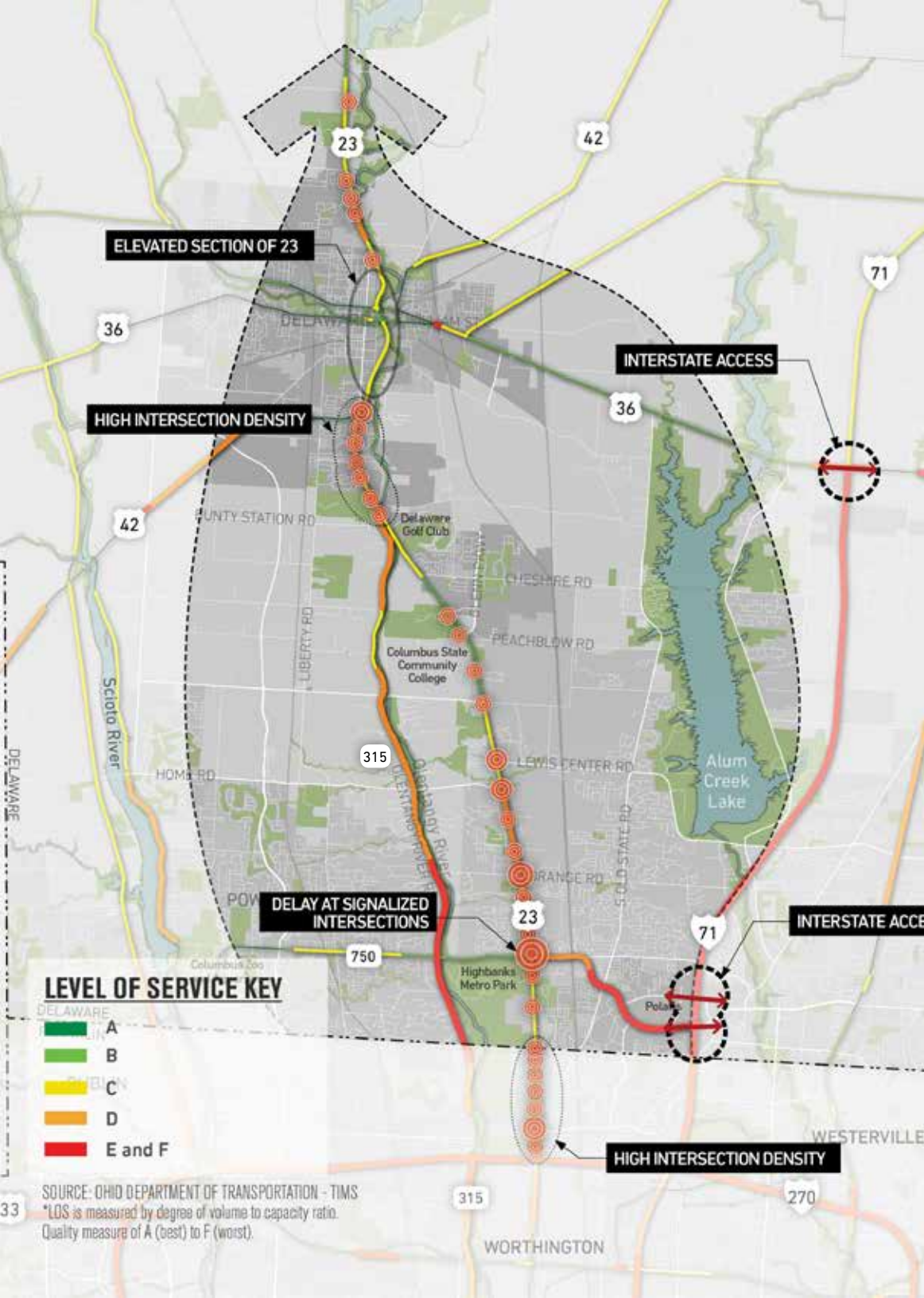
➤➤ **45,000-100,000 VEHICLES**
AVERAGE ANNUAL DAILY TRAFFIC

SOURCE: URBAN FOOTPRINT

On some segments of US 23, **1 in every 9 vehicles is an 18-wheeler semi truck.**



SOURCE: OHIO DEPARTMENT OF TRANSPORTATION - TMS



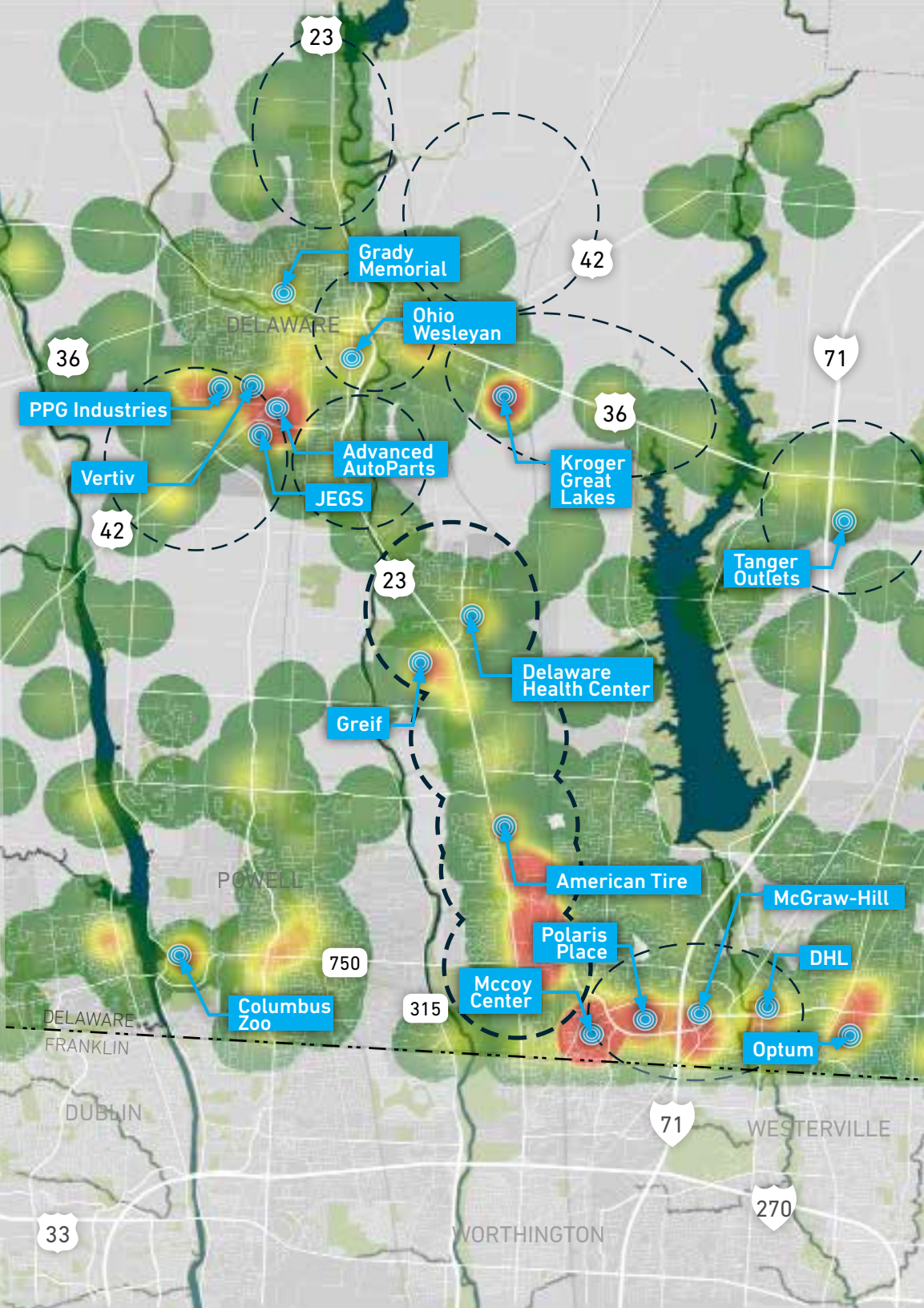
EMPLOYMENT DATA ANALYTICS

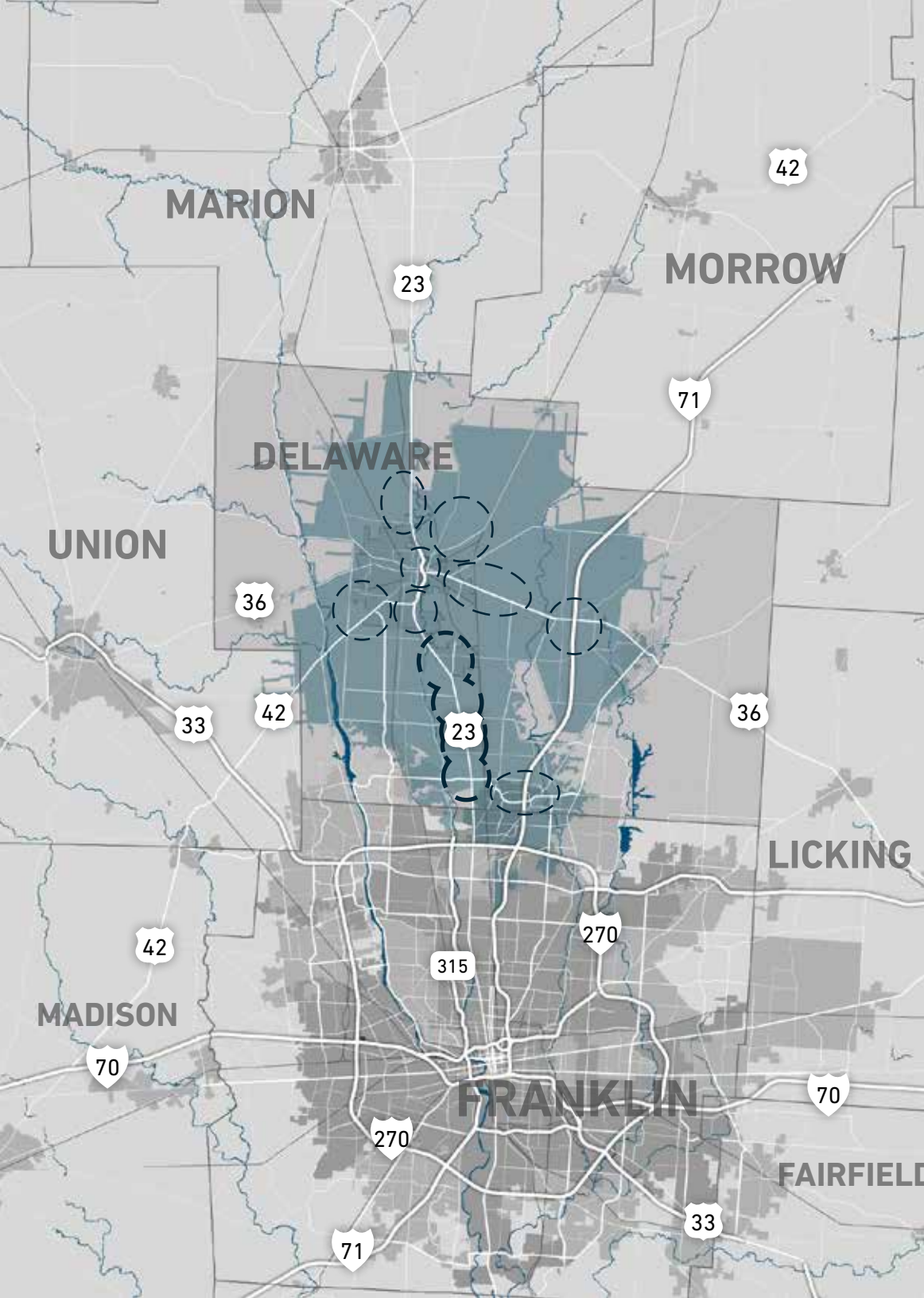
1 97,000 Employees Countywide

There are approximately 12,000 employees in the primary study area, 50,000 in the secondary area.

2 Major Employers

Retail, Medical, Education, Distribution, Light-Manufacturing, Business, Services

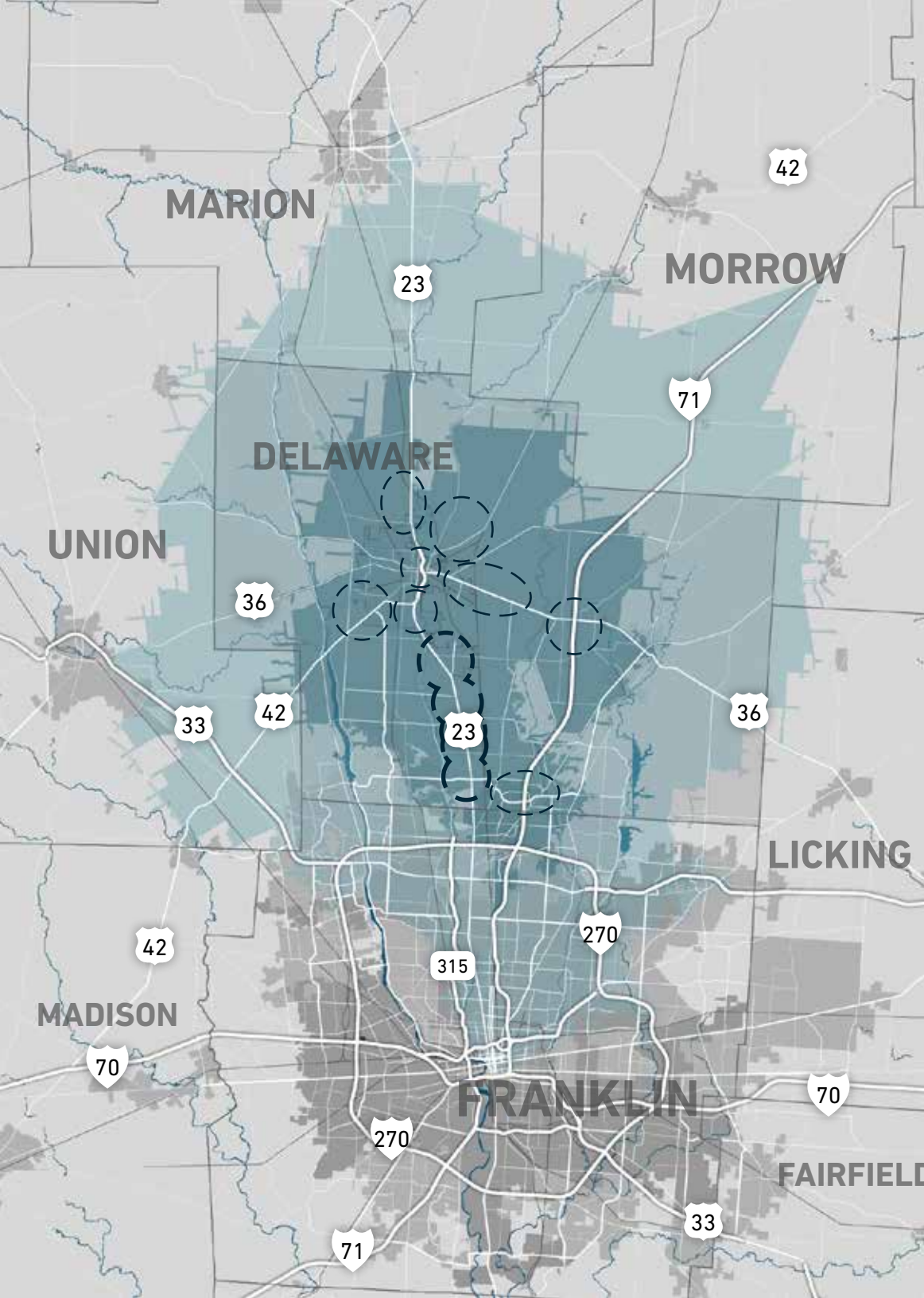




WORKFORCE DATA ANALYTICS

1

81,000 Workers within 10-Mins.
Central Ohio has nearly 1.1 million workers;
*less than 14% of workers are within a
10-minute commute of the study area.*

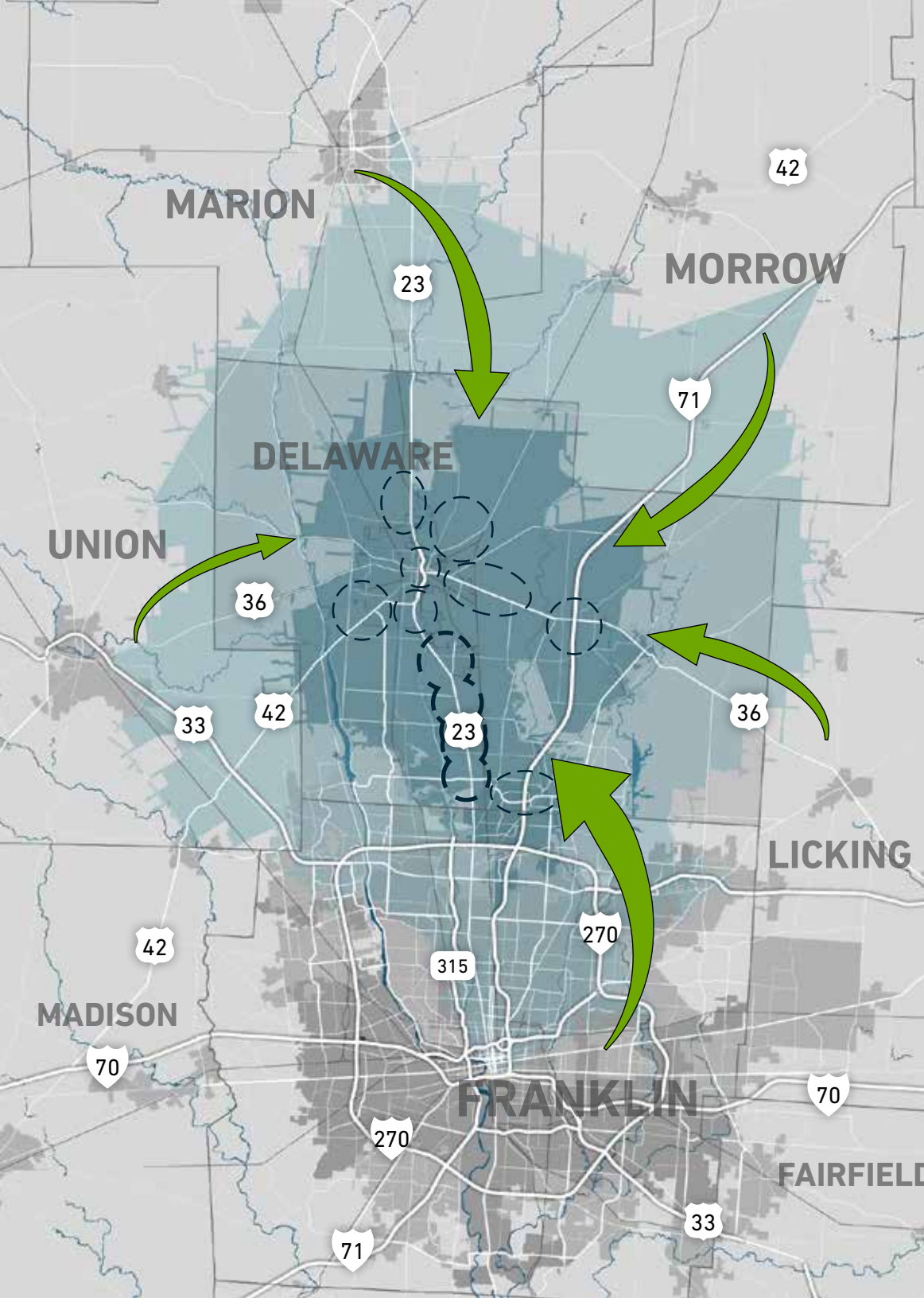


WORKFORCE DATA ANALYTICS

- 1** 81,000 Workers within 10-Mins.
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- 2** 390,000 Workers within 24-Mins.
Of the nearly 1.1 million workers, *only 35% of workers are within the region's average daily commute of the study area.*

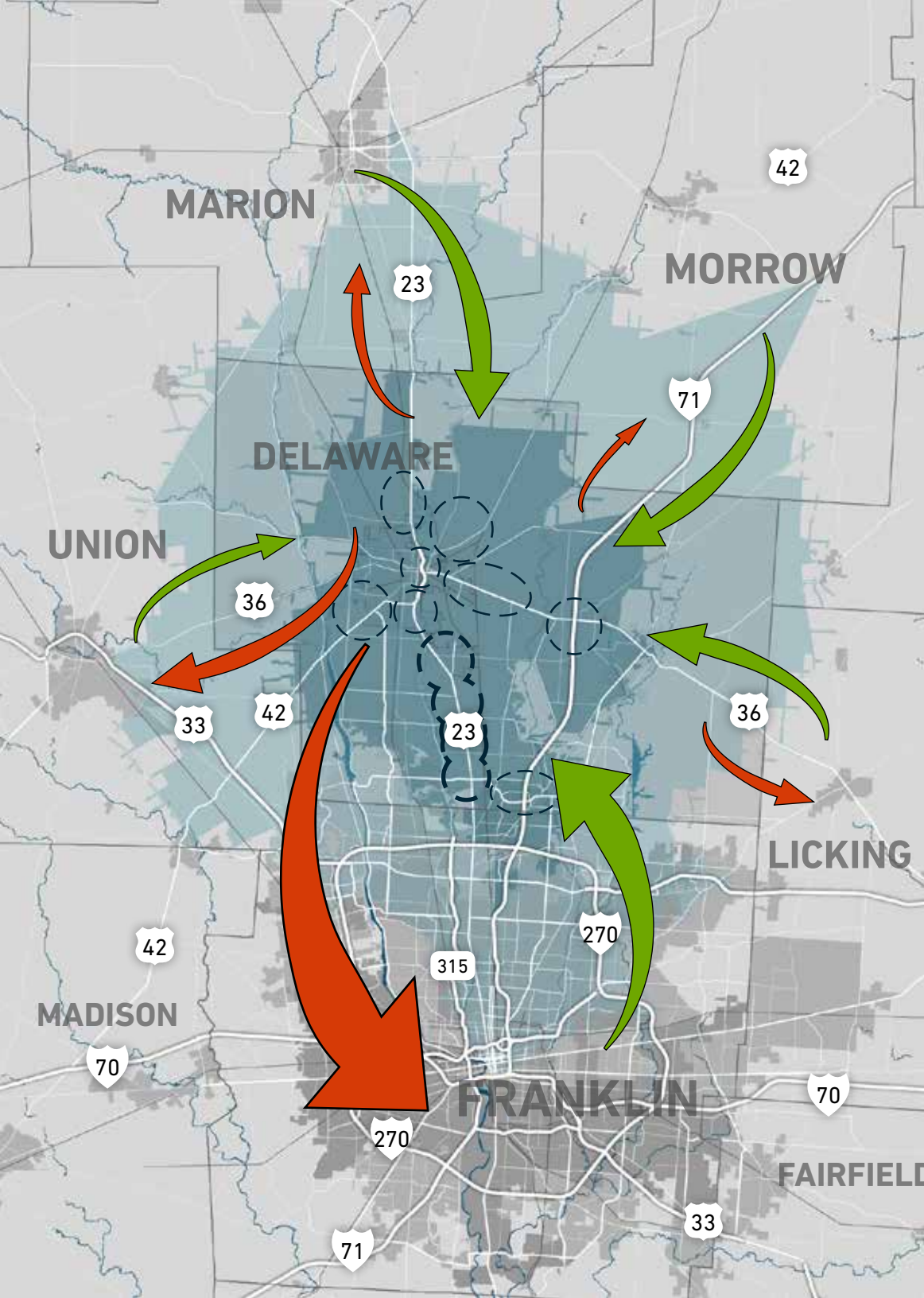
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- 3** 48,000 Commute into the County
Of the 48,000 workers traveling into the county, *25% are coming for low-paying jobs.*



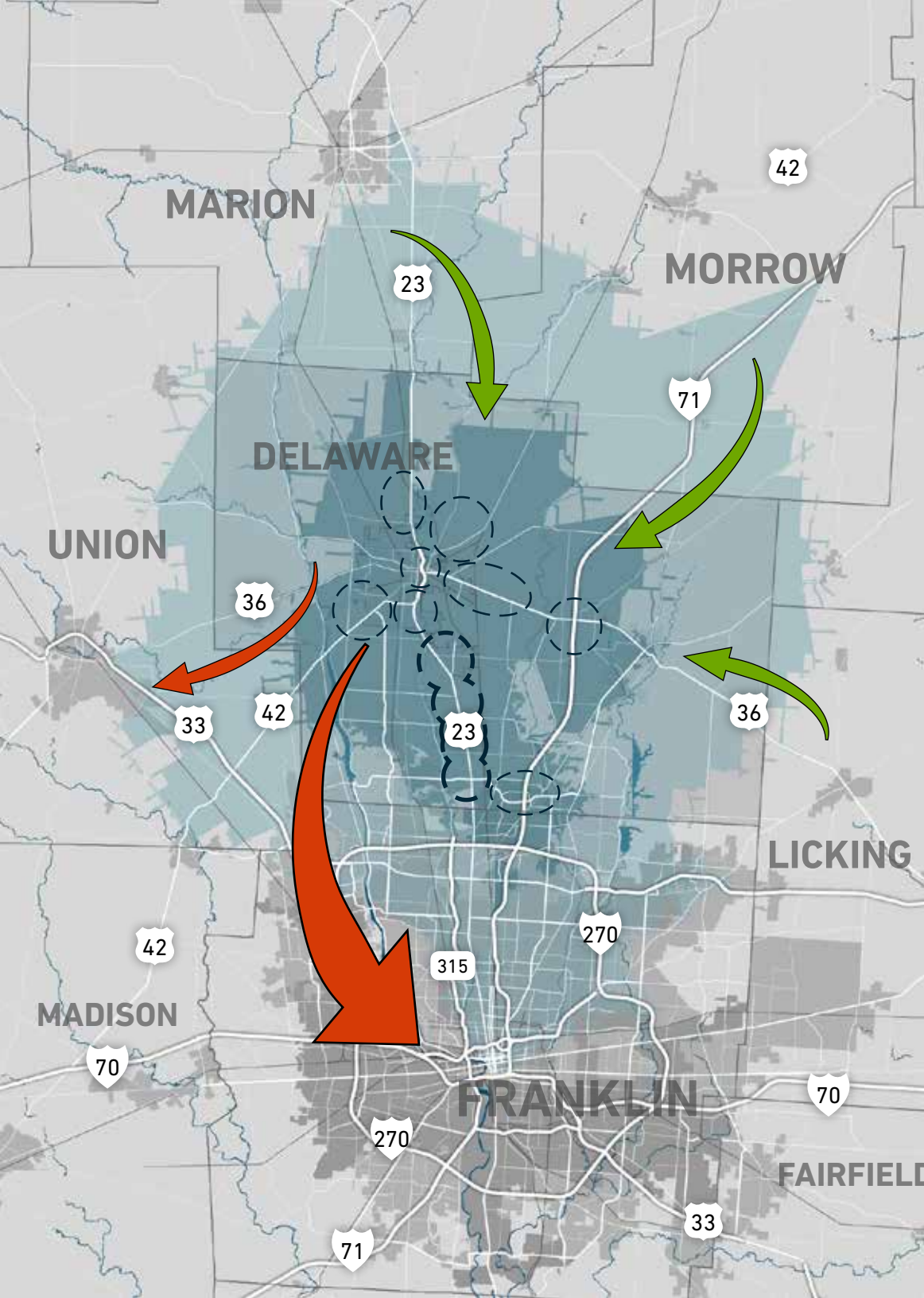
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- 4** 65,000 Commute out of the County
Of the 65,000 workers traveling out of the county, *62% are leaving for high-paying jobs.*

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- 4** 65,000 Commute out of the County
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- 5** 17,000 Net Loss
The county is a net exporter of workers to the region, including more than *40,000 high-paid workers.*

CONSTRAINTS TO GROWTH

Rivers and Reservoirs

Ravines and Steep Slopes

Preserved Open Space

Existing Development

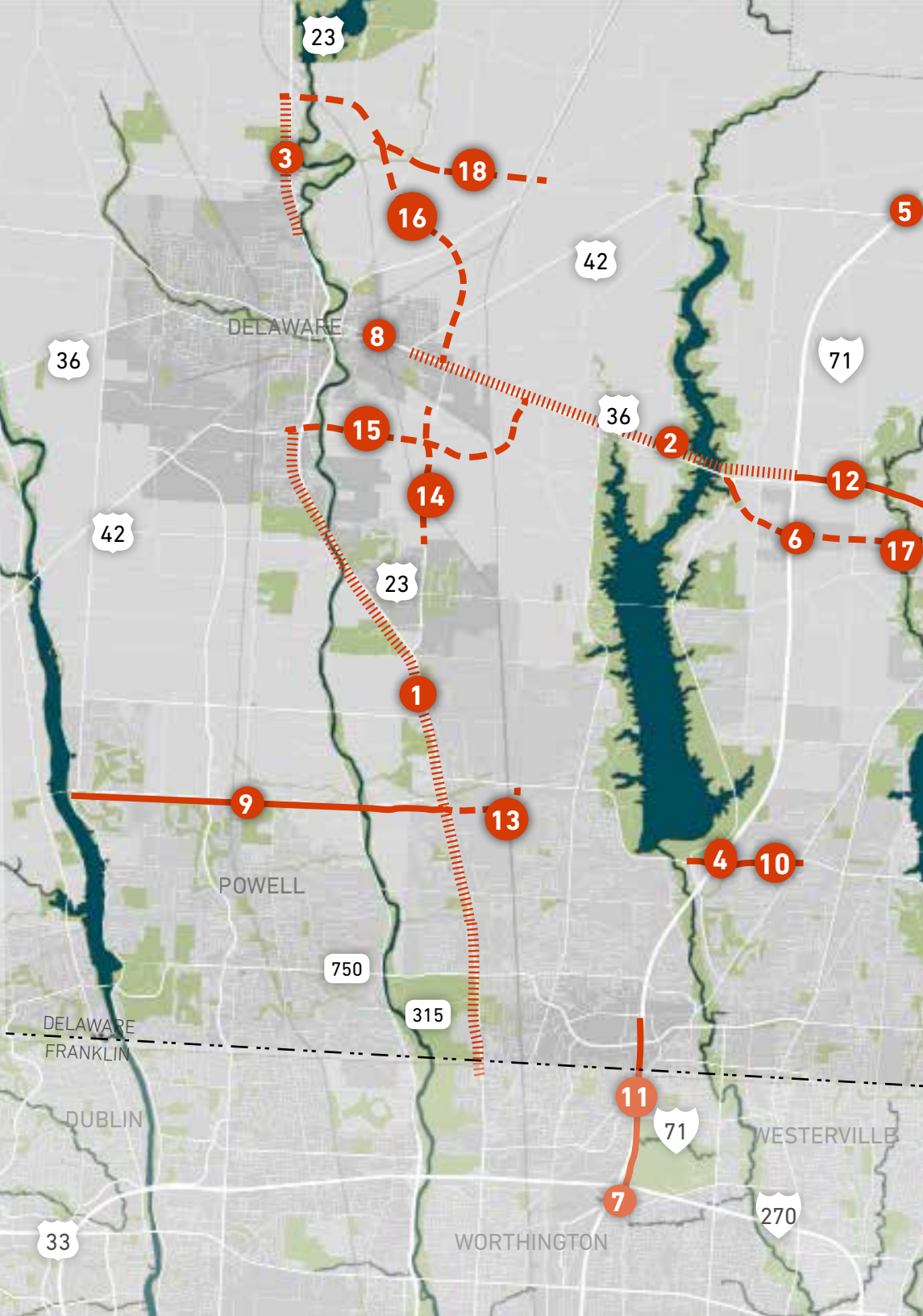
Railways and Crossings

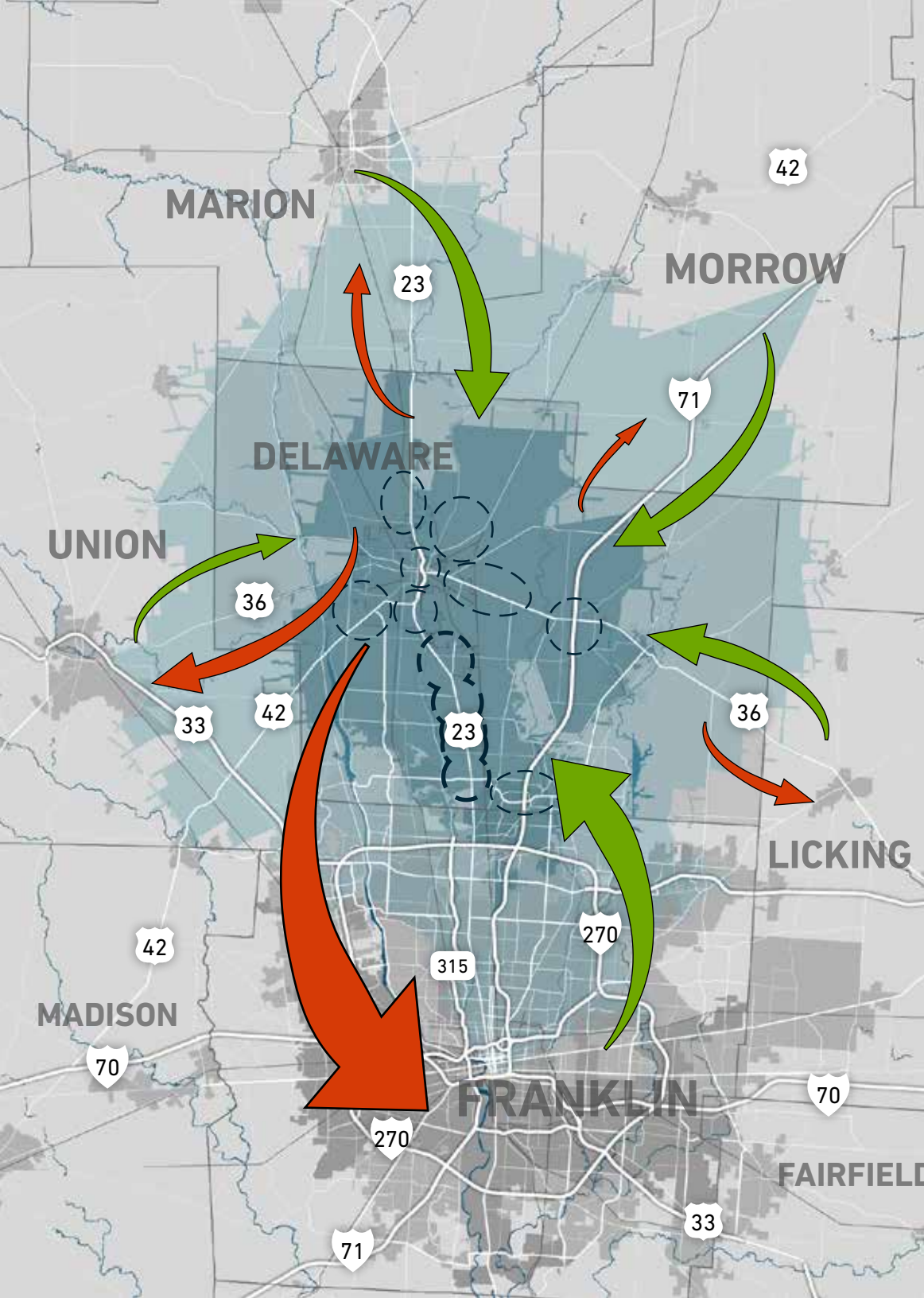
IMPEDIMENTS TO ECONOMIC DEVELOPMENT EARLY OBSERVATIONS

- 1 Congestion and Bottlenecks
- 2 Limited Interstate Access
- 3 Limited Connectivity
- 4 Jobs/Housing Mismatch
- 5 Funding for Infrastructure Fixes
- 6 Tax Incentives
- 7 Fragmented Economic Development Efforts
- 8 Zoning Continuity
- 9 Branding of US 23
- 10 NIMBYism and Public Resistance

PRIORITIZE & FUND IDENTIFIED TRANSPORTATION IMPROVEMENTS EARLY OBSERVATIONS

- 1 Preserve needed corridors.
- 2 Help to catch up on infrastructure underinvestment.
- 3 Intercept Toledo-Columbus through traffic and provide an alternative to US-23.





LOCATE OFFICE & EMPLOYMENT USES HERE EARLY OBSERVATIONS

- 1 Help keep residents working in the County.
- 2 Address imbalance in land uses and tax base.



CREATE A PLACE & CHANGE CORRIDOR PERCEPTIONS EARLY OBSERVATIONS

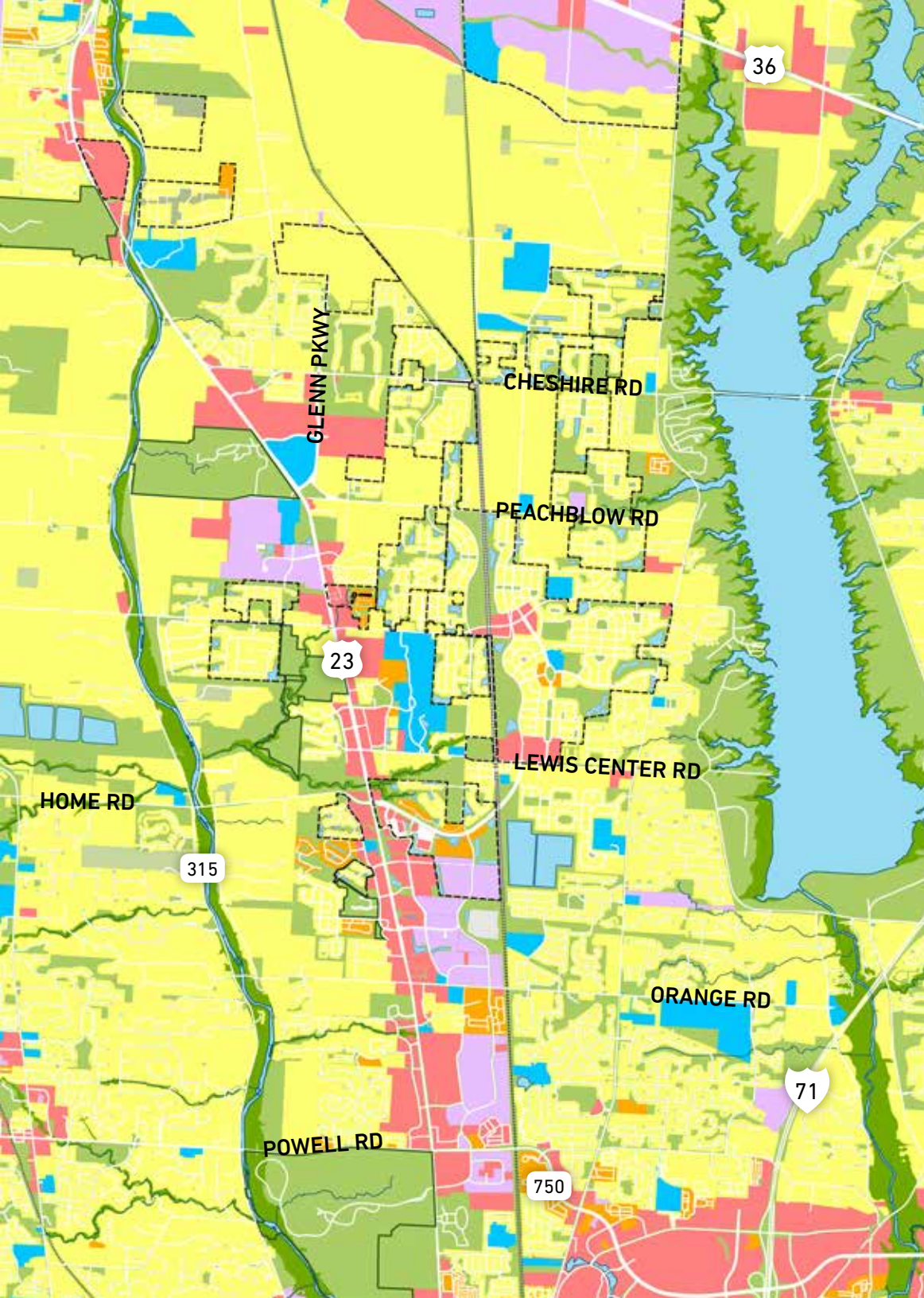
- 1 Create a streetscape palette and brand to provide the US 23 corridor with a unified identity.
- 2 Change regional perception of the US 23 corridor by creating a place along it.
- 3 Make it a destination as much as a through route.



IMPROVE TRAVEL ON US-23 AND THE CORRIDOR

EARLY OBSERVATIONS

- 1 Address intersection bottlenecks with *signal integration technology*.
- 2 Reduce reliance on US 23 for local trips — *continue to build parallel “backage” roads and require connections between developments*.
- 3 Continue access management.
- 4 Provide secondary north-south alternative to US-23.
- 5 Reduce single vehicle occupancy: *promote alternative options like carpooling, employer shuttles, and the DATA Bus*.



ADDRESS PLANS & REGULATIONS

EARLY OBSERVATIONS

- 1 Identify future land use map changes.
- 2 Provide common zoning district(s) for corridor.
- 3 Update and adopt Thoroughfare Plan.

WHAT'S IN THE STRATEGIC GUIDE?

RECOMMENDATIONS

5

STRATEGIES

| GUIDANCE

A bundle of objective-oriented strategies with tactics, tools, and mechanisms to guide the implementation of recommendations throughout the corridor and achieve a common vision.

3

PROJECTS

| PRIORITIES

A collection of mutually beneficial transportation improvements which should be prioritized to improve corridor-wide mobility and support economic development.

3

AREA PLANS

| CATALYST SITES

A set of conceptual plans crafted to demonstrate the potential of strategically-focused land use and transportation investments in three potential catalytic areas.

5

ACTION STEPS

| RECOMMENDATIONS

Critical action steps which are necessary to successfully improve the US 23 corridor and study area, including subtasks, key agents, and benchmark examples.



05

STRATEGIES | GUIDANCE

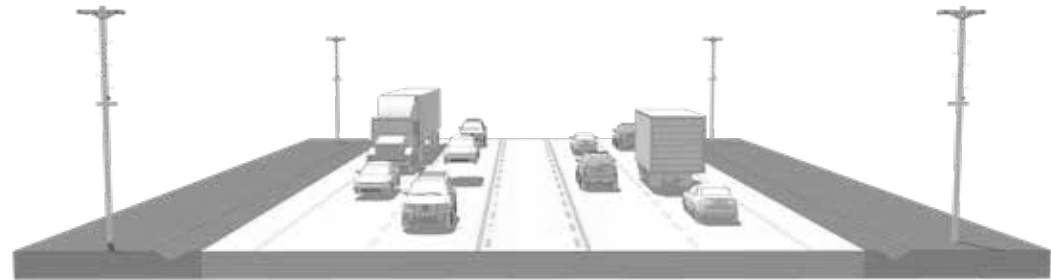
A bundle of objective-oriented strategies with tactics, tools, and mechanisms to guide the implementation of recommendations throughout the corridor and achieve a common vision.

MAKE A FRESH IMPRESSION

STRATEGY # 1

SUB STRATEGIES

- + Develop a more consistent and **identifiable US 23 streetscape** — one that allows some customization by area/ jurisdiction.
- + Designate locations for iconic **gateways** at major cross street intersections and corridor entries.
- + Add multi-use paths and safety lighting.
- + **Build upon existing character** components like brown crossbuck fence, stone piers, and edge of street tree allee.
- + Create **streetscape design guidelines** identifying components, building materials, and landscape palettes.



Existing US 23 Section



Potential US 23 Section with Enhanced Streetscape & Multi-Use Path



Potential US 23 Section with Enhanced Streetscape & Median

KNIT THE COMMUNITY TOGETHER

STRATEGY # 2

SUB STRATEGIES

- + **Reduce reliance on US 23** by requiring connections between and across developments, including development fronting US 23 and developments to the rear
- + Similarly, continue to **create backage and frontage roads** parallel to US 23.
- + **Create alternative north-south options** to US 23. Green Meadows Drive, Piatt Road, and Glenn Parkway should continue to be expanded and linked.
- + Distribute Toledo-Columbus traffic by providing a bypass to **connect I-71 with US 23 north of the city** of Delaware.
- + Address intersection bottlenecks and coordinate traffic signals by applying **signal integration technology**.
- + **Continue access management** best practices.
- + **Preserve rights-of-way** for future thoroughfares.
- + **Require bike/pedestrian connections** between residential neighborhoods, mixed use districts, and destinations such as parks and schools.
- + Create mobility options by **promoting alternatives to single occupancy vehicles**. These alternatives include bus transit, shuttles, and carpools. Additionally, provide multi-use trails along major thoroughfares to promote non-motorized options.

REQUIRE STREET CONNECTIVITY

Grid Street Network



Cul-de-sac Street Network



REQUIRE DEVELOPMENT CONNECTIVITY

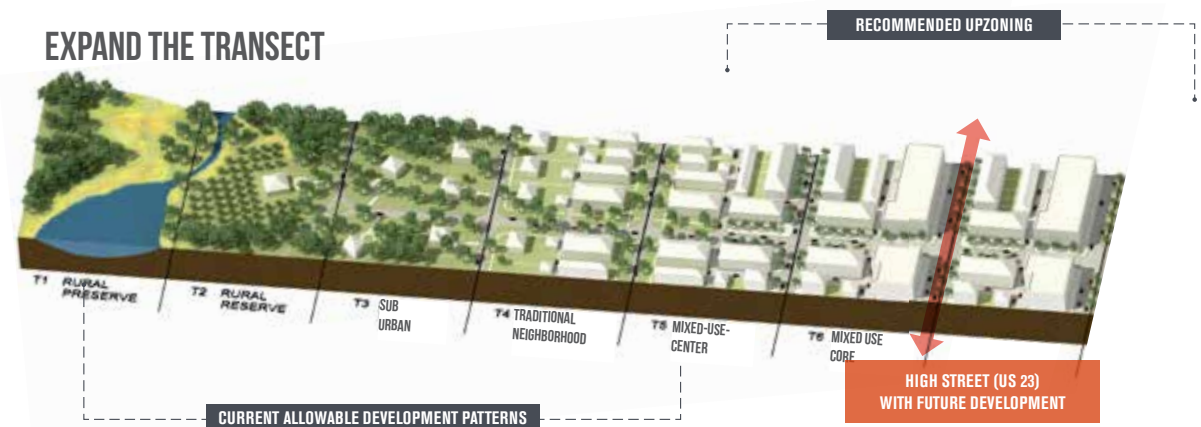


BALANCE GROWTH

STRATEGY # 3

SUB STRATEGIES

- + Update land use plans to **increase areas for employment and mixed uses districts** for development other than single-family housing.
- + Reserve **US 23 frontage for more dense uses** (commercial, mixed use).
- + Focus some walkable mixed use districts along US 23.
- + Strategically use infrastructure and incentives to **guide and focus growth**.
- + Create neighborhoods that **provide housing options** to meet a broad range of age and income groups.
- + Preserve the **scenic Olentangy River Corridor**.
- + Create an **overlay zoning district** for US 23 corridor.



WALKABLE MIXED USE DISTRICT



REIMAGINE PLACES

STRATEGY # 4

SUB STRATEGIES

- + Allow **suburban development to be retrofit** along US 23 with infill development on underutilized land, primarily large surface parking lots in shopping centers.
- + Allow for the **redevelopment of outdated or vacant retail centers/big boxes** into higher-density, walkable, mixed use districts and employment centers.
- + Identify corridors and nodes for high frequency transit to implement **transit oriented development**.
- + **Incorporate green infrastructure** into developments.
- + **Use greenspace to organize development** and provide gathering places and trail connectivity.

INFILL SUBURBAN RETROFIT



REDEVELOPMENT



COORDINATE REGIONALLY AND COLLABORATE LOCALLY

STRATEGY # 5

SUB STRATEGIES

- + **Foster interjurisdictional collaboration** by formalizing communication and protocols to keep jurisdictions in regular contact, share development news, and keep residents informed.
- + **Advocate for projects and infrastructure** of mutual interest in the study area, including support for grants, federal, state, and county funding, and regional site selection.
- + **Educate the community** about the benefits of quality, balanced development to build support for land use changes and approvals, and share this information via meetings, social media, press releases, posters, and mailers.
- + Continue to **develop Public-Private Partnerships** to advance needed initiatives, efforts, and improvements.





1

2

3

03

PROJECTS | PRIORITIES

A collection of mutually beneficial transportation improvements which should be prioritized to improve corridor-wide mobility and support economic development.

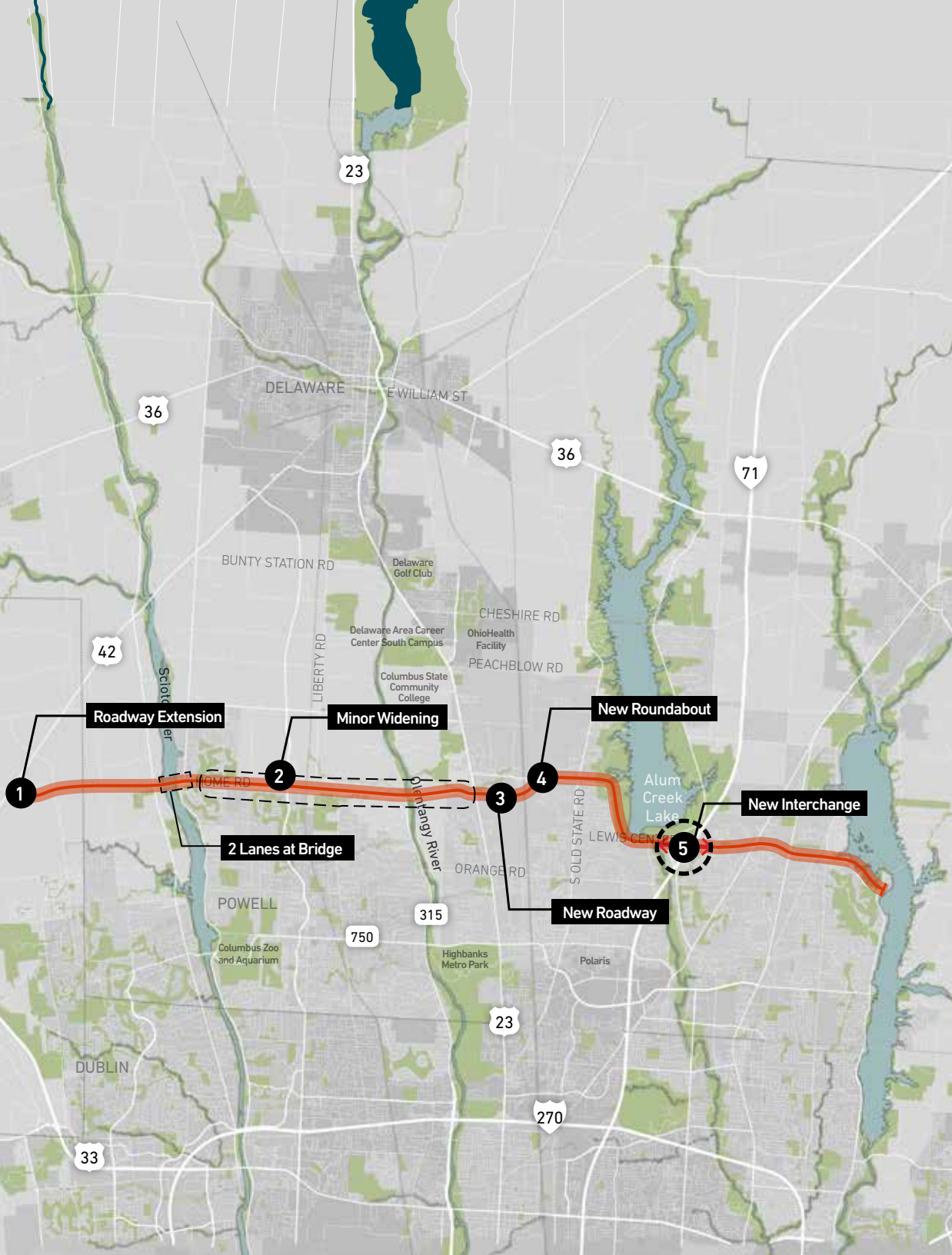
SOUTH COUNTY EAST-WEST CONNECTOR PROJECT #1

WHY IS THIS A PRIORITY

- + Adds a much needed third I-71 Interchange and creates an east-west route in Southern Delaware County, relieving congestion on Polaris and Powell Roads.
- + Adds value to the transportation system by providing connections between Eastern and Southern Delaware County and growth areas in Southeast Union County.
- + Maximizes resource efficiency by utilizing existing roads in already-developed corridors.
- + Promotes active transportation by connecting neighborhoods within the project area through the construction of shared use paths.
- + Leverages contributions and revenues from the Slate Ridge and Evans Farms developments to complete components between US 23 and Old State Road.

POTENTIAL IMPROVEMENTS

1. Home Road Extension to US 42
2. Home Road Widening/Improvements
3. Home Road Extension from US 23 to Lewis Center Rd.
4. New Intersection at Home/Piatt Rds.
5. New I-71 Interchange - Big Walnut/I-71



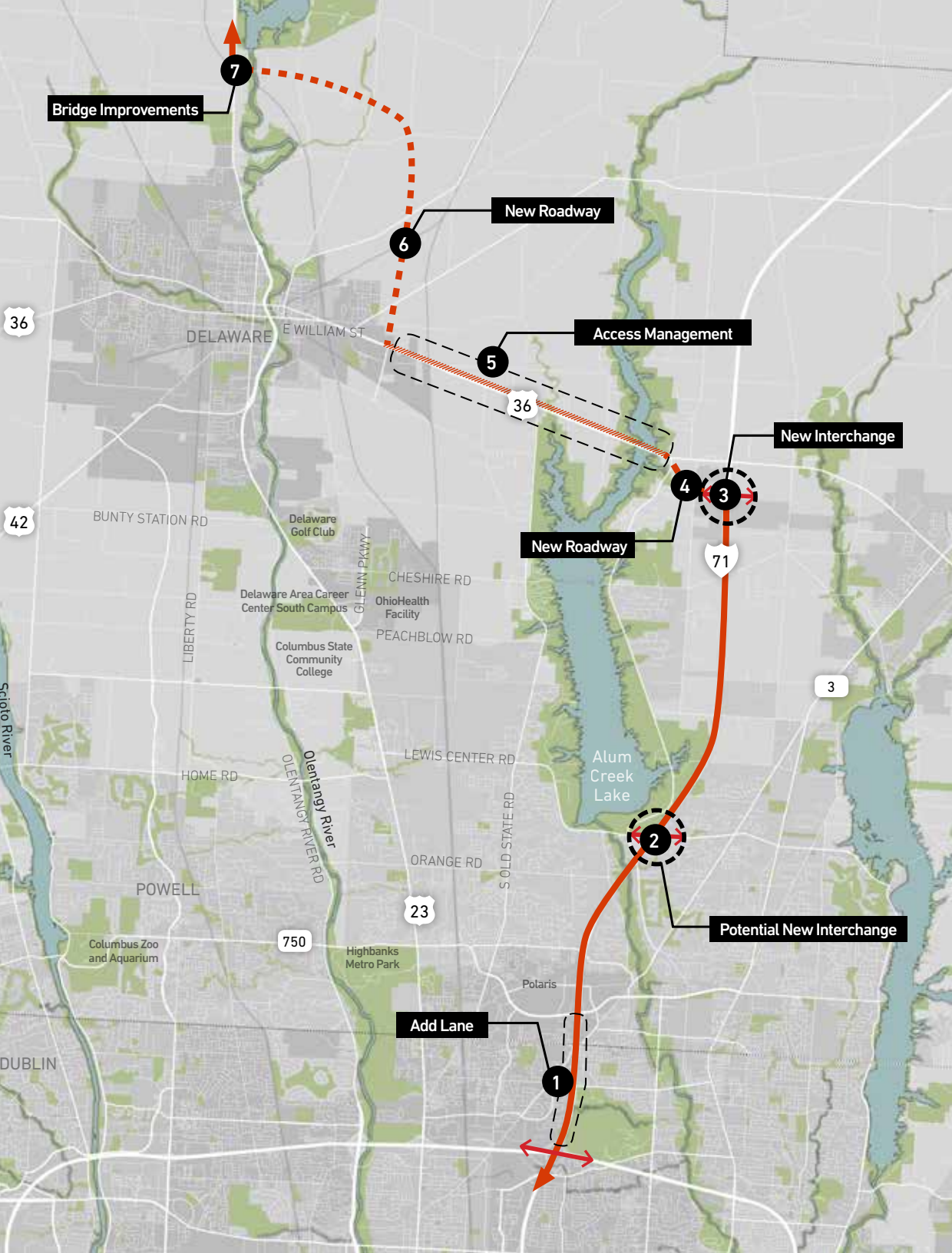
NORTHEAST BYPASS PROJECT #2

WHY IS THIS A PRIORITY

- + Increased access to I-71 will improve mobility in Delaware County and open land for development, particularly in proximity to the US 36 corridor.
- + Project will reduce congestion on US 23 by intercepting traffic desiring to get to/from I-71.
- + Project will improve state-wide freight travel.

POTENTIAL IMPROVEMENTS

1. Add Lane to I-71
2. New I-71 Interchange at Big Walnut Rd.
3. New I-71 Interchange at Sunbury Parkway
4. New Sunbury Parkway
5. 36 Access Management
6. New Delaware City Bypass
7. Bridge Improvements



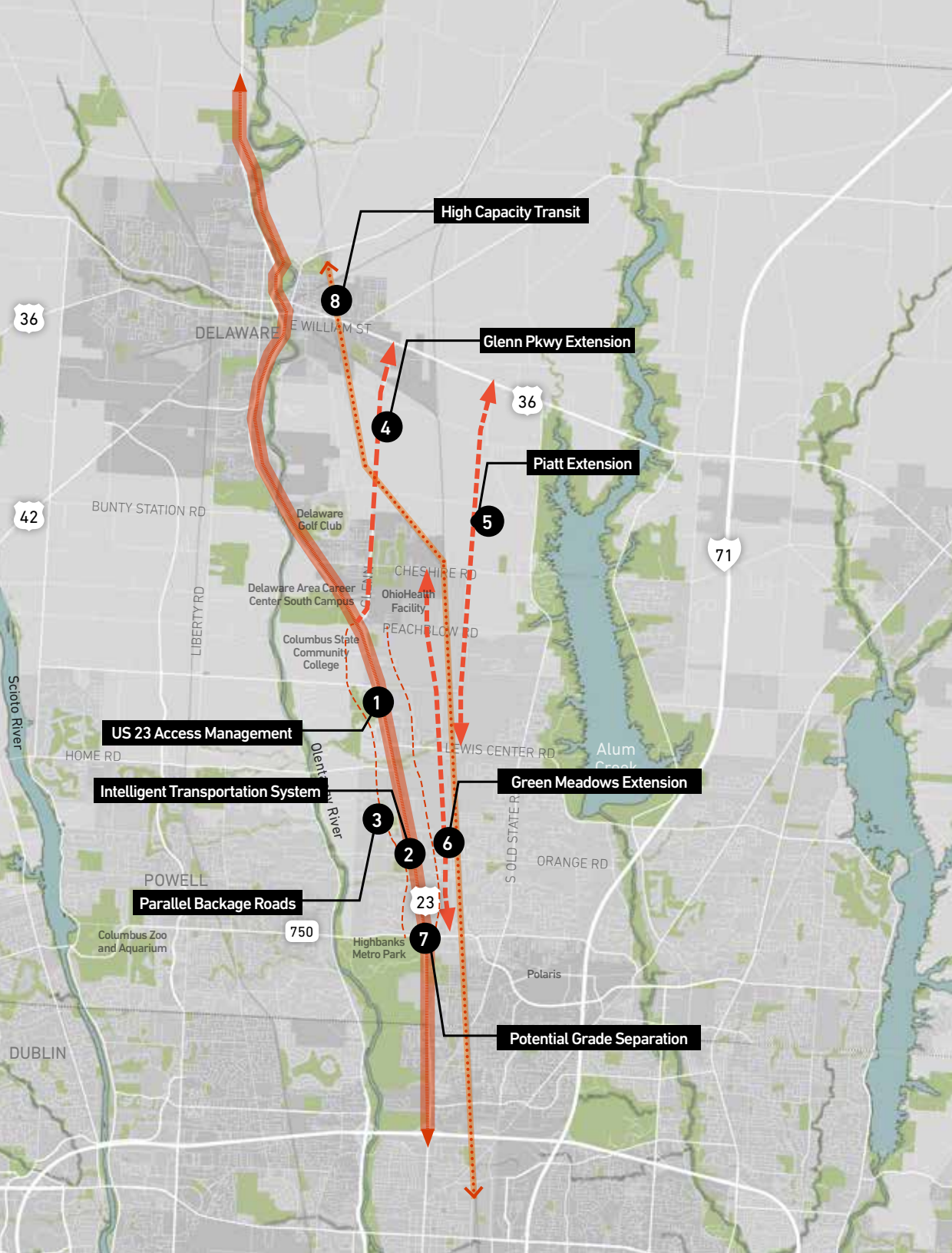
US 23/NORTH-SOUTH IMPROVEMENTS PROJECT #3

WHY IS THIS A PRIORITY

- + Reduces congestion on US 23 which is now an important commuter connection, by providing multiple north-south routes.
- + Maintains competitive infrastructure by providing a new connection between US 23 and US 36/SR 37 on the southeast side of the City of Delaware.
- + Increases safety by eliminating an at-grade railroad crossing on Berlin-Station Road.
- + Promotes active transportation through the construction of shared use paths along the road extensions.
- + Aligns with prior planning documents, including the City of Delaware's 2001 Thoroughfare Plan.

POTENTIAL IMPROVEMENTS

1. US 23 Access Management
2. US 23 Intelligent Transportation System (ITS)
3. Parallel Backage Roads
4. Glenn Parkway Extension
5. Piatt Road Extension
6. Green Meadows Drive/North Road Extension
7. Grade Separated Interchange US 23/SR 750
8. Study High Capacity Transit Options



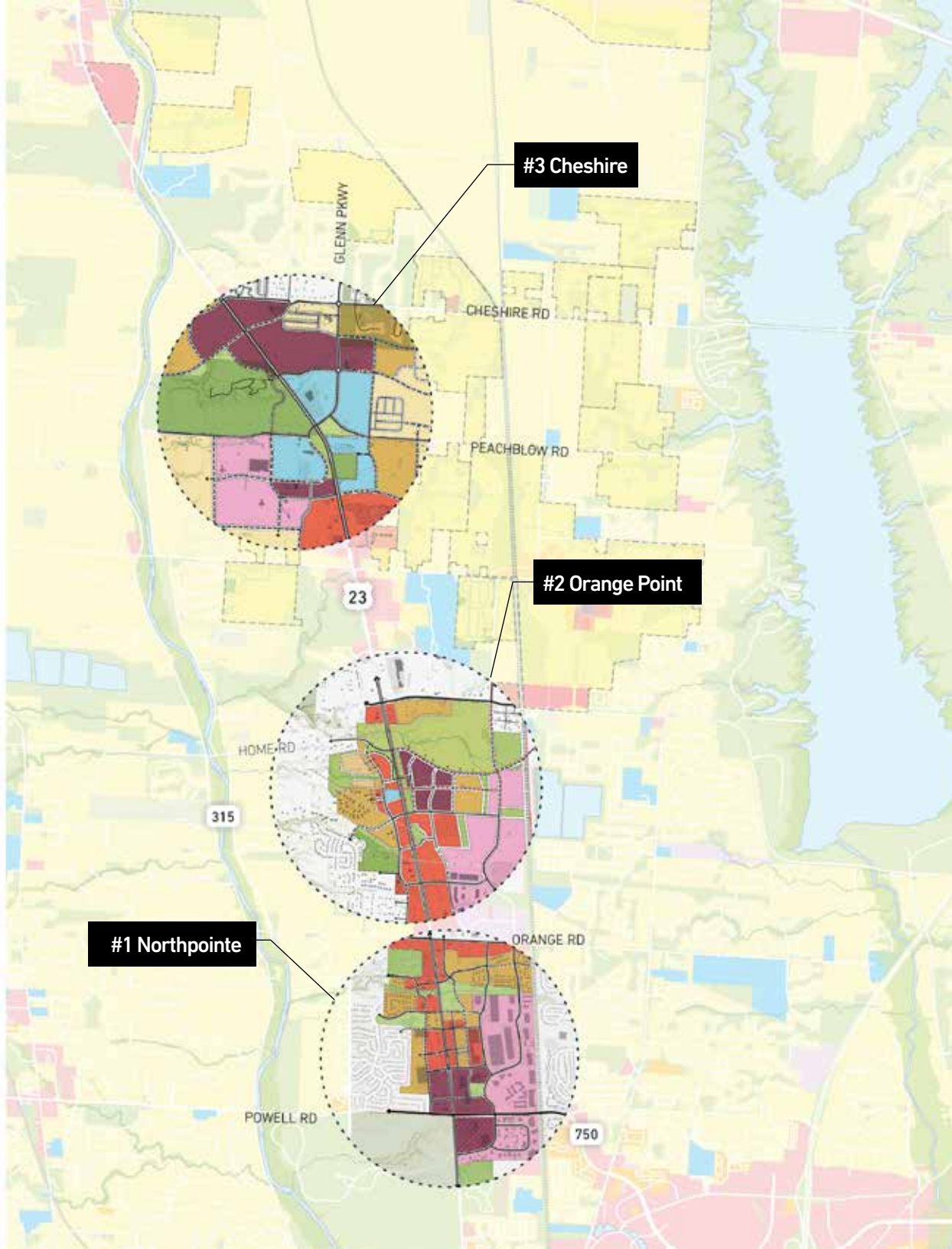
03



AREA PLANS | CATALYSTS

A set of conceptual plans crafted to demonstrate the potential of strategically-focused land use and transportation investments in three potential catalytic areas.

AREA PLAN CONCEPTS



NORTHPOINTE

AREA PLAN #1: REDEVELOPMENT

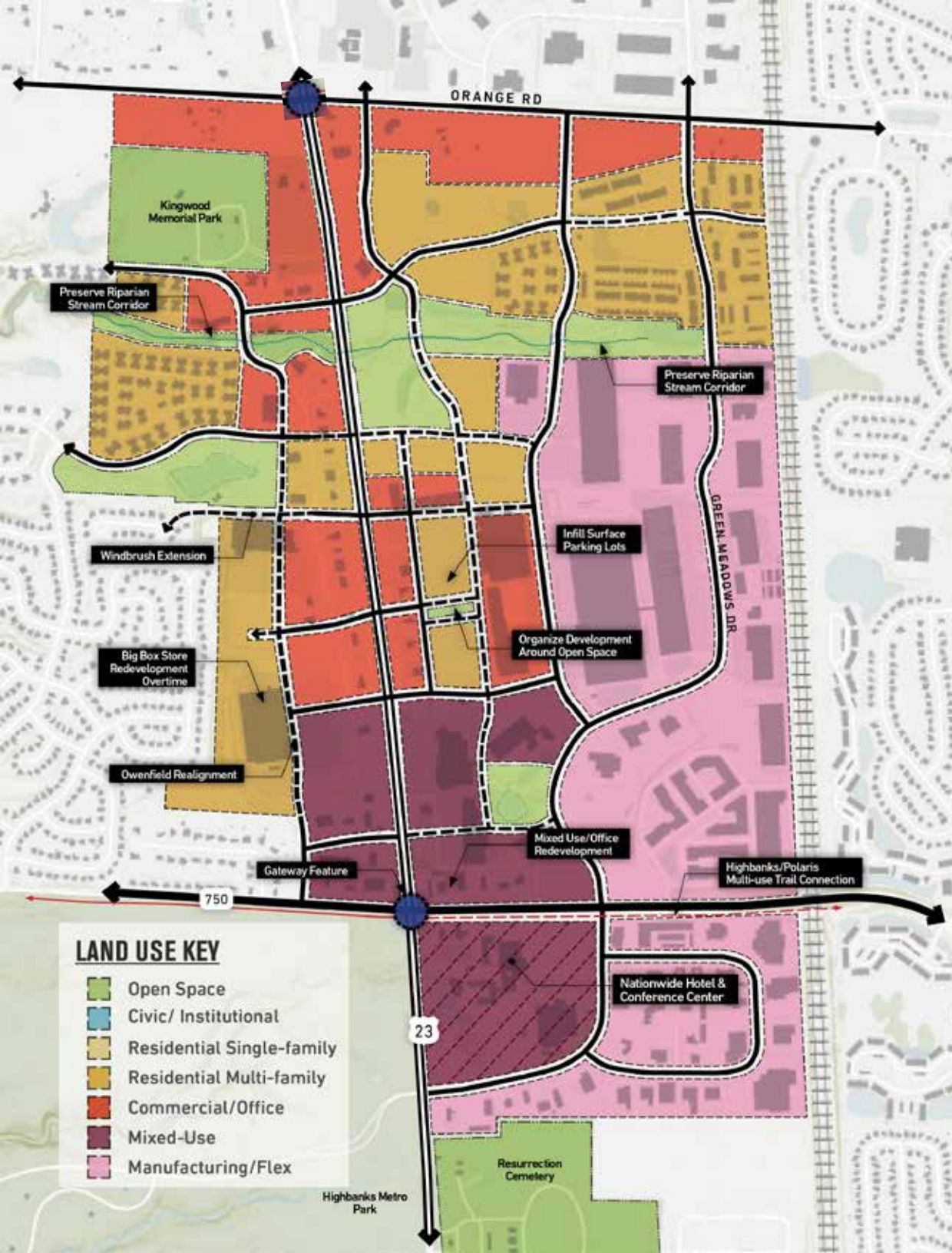


WHY THIS IS A CATALYST AREA

- + Some development occurred prior to 1990 & large retail shopping centers = potential for redevelopment
- + Proximity to I-270 and regional workforce
- + Proximity to Polaris creates synergy
- + Southern gateway into Delaware County

KEY COMPONENTS

- + Potential adaptive reuse and redevelopment of big box stores.
- + Suburban retrofit, using underutilized surface parking lots to support infill development.
- + Reinvestment in existing industrial area.
- + Capitalize on Nationwide Conference Center.
- + Create a secondary street network with parallel "backage roads" and neighborhood connections.



ORANGE POINT

AREA PLAN #2:

COMMUNITY DISTRICT

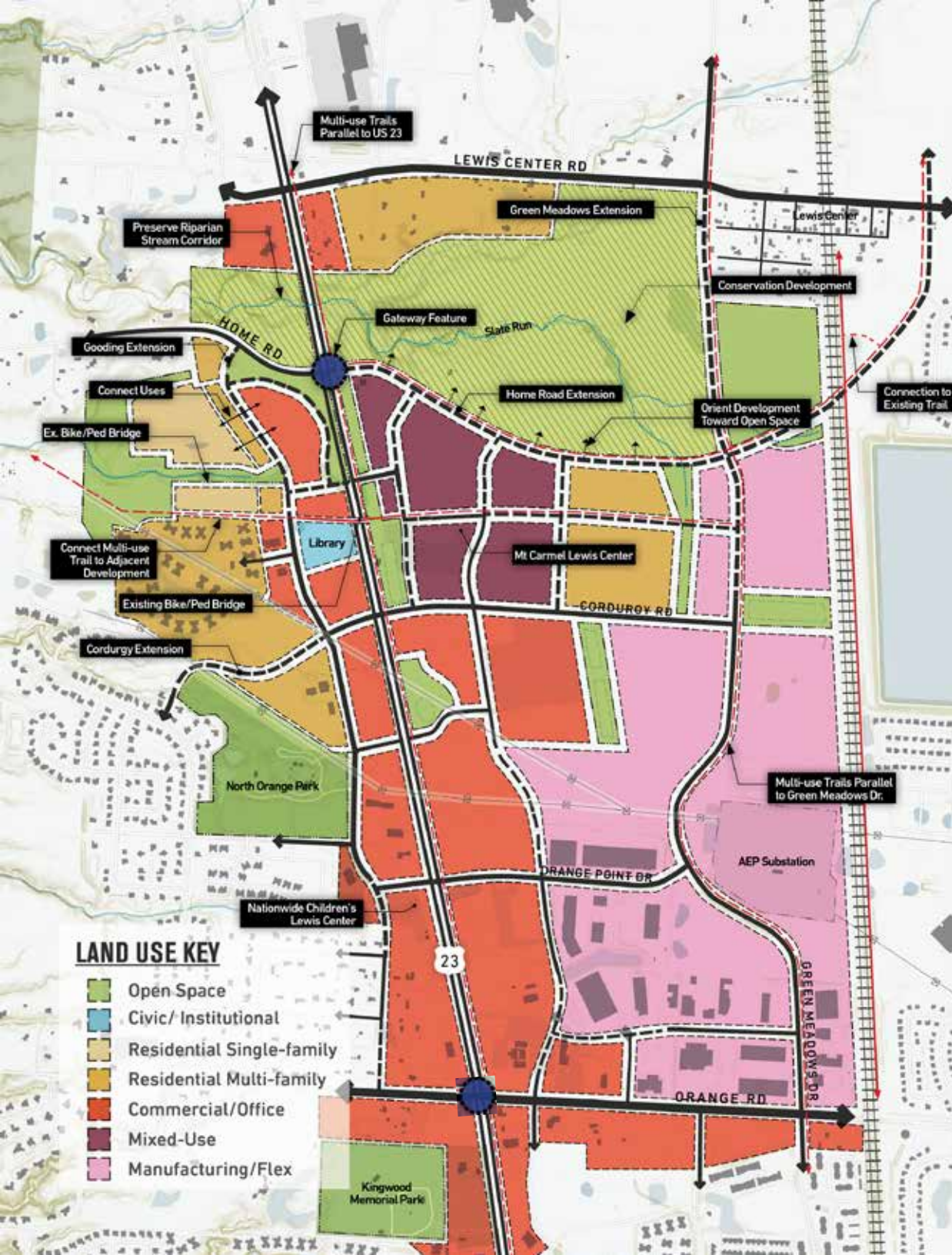


WHY THIS IS A CATALYST AREA

- + Home Rd. and Green Meadows Dr. extensions make this area ideal for capitalizing on road infrastructure investment to maximize development.
- + Slate Run, which runs east-west just south of Lewis Center Road, is a prominent greenway.

KEY COMPONENTS

- + Create walkable mixed-use development around the library and bridge.
- + Focus development intensity along US 23 and the Home Road Extension.
- + Preserve greenspace along Slate Run with conservation development and use trails to provide east-west connections.
- + Extend Green Meadows Drive to connect with North Road.
- + Connect the new, higher intensity development along US 23 with less intense development off US 23.



CHESHIRE

AREA PLAN #3: EDS & MEDS DISTRICT

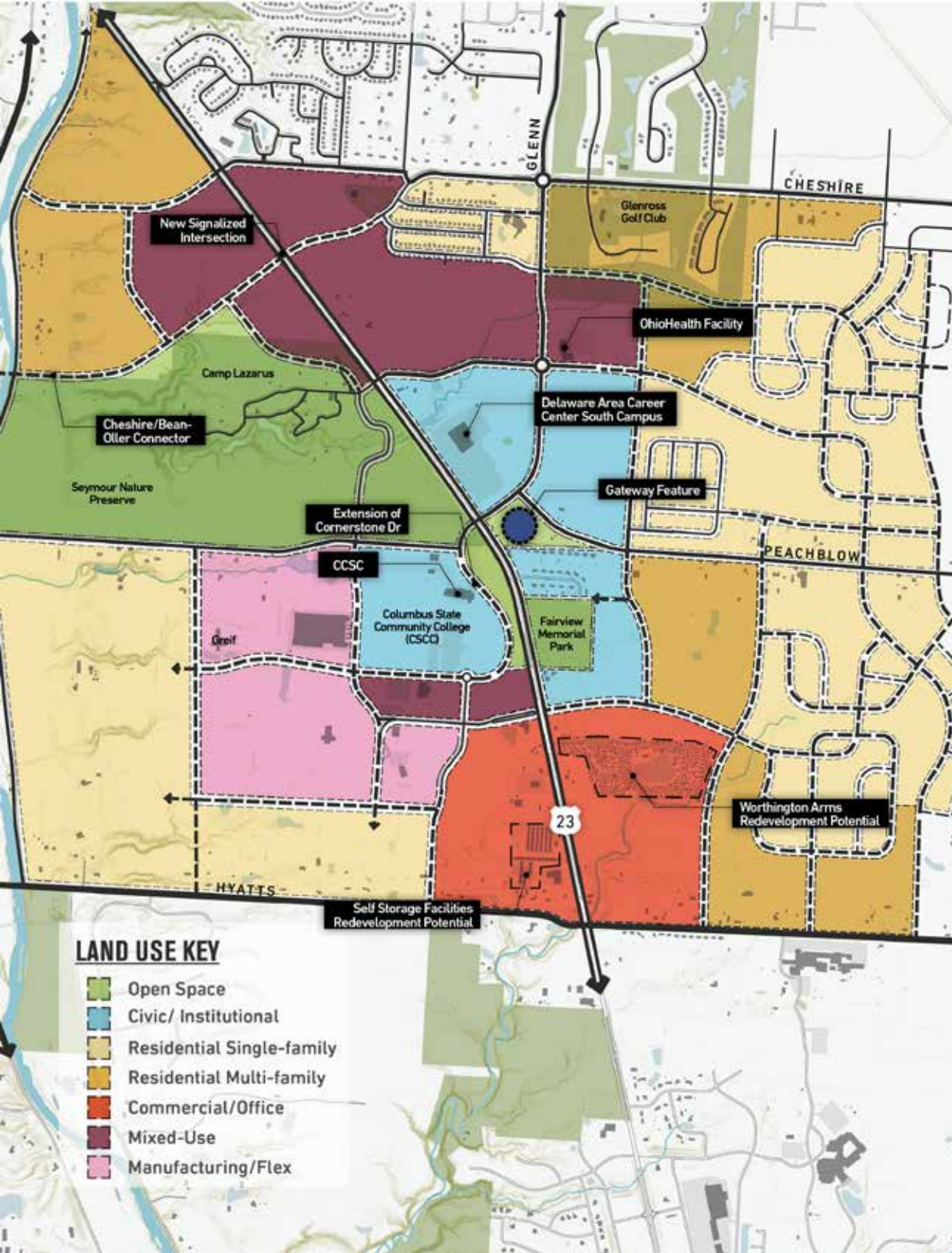


WHY THIS IS A CATALYST AREA

- + Proximity to major institutions, including Columbus State Community College's Delaware County campus, Delaware Area Career Center, the OhioHealth closer-to-home facility, and Greif, Inc.
- + Cheshire Rd., Glenn Pkwy, US 23, and Hyatts create an intriguing node.
- + Large, undeveloped parcels.

KEY COMPONENTS

- + Leverage employment, medical, and education center.
- + Capitalize on the proximity of the Seymour Nature Preserve and strategically organize greenspaces.
- + Extend Cheshire Road west of US 23.
- + Create gateway/central feature at US 23 and Peachblow Rd.
- + Potential to redevelop mobile home park and storage facilities with higher intensity land uses.



05



ACTION STEPS | KEY RECOMMENDATIONS

The following recommendations are necessary actions that must be undertaken by December 31, 2020 in order to improve the vitality of future economic development opportunities along the US 23 corridor and improve traffic flow to and from Delaware County.



ACTION STEPS

- 1 Build consensus for an Accord & Overlay Zoning with leadership in jurisdictions along the corridor.
- 2 Identify funding & hire a consultant team to lead process.
- 3 Create multi-jurisdictional Steering Committee and develop stakeholder/community engagement process.
- 4 Develop model US 23 Corridor Overlay Zoning District and provide to each jurisdiction.

KEY AGENTS

Orange, Liberty, Berlin, & Troy Townships; the City of Delaware; Delaware County; and Ohio Department of Transportation.

LEAD AGENT

Delaware County Economic Development Department

TIMEFRAME

- + Overlay to be adopted in each community by **June 6, 2020.**

CREATE A ZONING OVERLAY DISTRICT ACTION STEP # 1

KEY COMPONENTS

- + Focus on all properties along the US 23 Corridor within the study area.
- + Objective is to create corridor-wide zoning standards and approval process that attracts commercial investment that provides Delaware County residents with job opportunities and increases the commercial tax base for our local school districts.
- + Ensure that commercial zoning is competitive with other Central Ohio communities.
- + Utilize best practices from within the county, region, and nation.
- + Adopt common access, streetscape, landscape, and identity features that also recognize the uniqueness and history of each community.
- + Process may include creation of a Land Use Accord or MOU.
- + Overlay Zoning adopted by all jurisdictions along the corridor within the study area.



ACTION STEPS

- 1 Schedule Thoroughfare Plan Workshop.
- 2 Gather previous studies and recommendations.
- 3 Align thoroughfare planning process with land use accord/zoning overlay process.
- 4 Develop Draft Thoroughfare Plan.
- 5 Identify and schedule funding for top projects.
- 6 Adopt US 23 Corridor Thoroughfare Plan.

KEY AGENTS

Orange, Liberty, Berlin, and Troy Townships; the City of Delaware, Delaware County Engineer's Office, MORPC, and the Ohio Department of Transportation.

LEAD AGENT

Delaware County Engineer's Office

TIMEFRAME

- + Five Year Transportation Project Funding Plan by **June 6, 2020.**
- + Thoroughfare Plan for US 23 Corridor adopted by **December 31, 2020.**

ADVANCE TRAFFIC IMPROVEMENTS

ACTION STEP # 2

KEY COMPONENTS

- + Hold one-day workshop of state, county, and city traffic engineers to advance development of a comprehensive Thoroughfare Plan for the US 23 Corridor.
- + Plan should provide for methods of improving traffic flow on US 23, site specific access strategies, identification and preservation of needed future ROW, and prioritization of roadway network improvements to regional roadways (County, Township, and City).
- + Consideration of multimodal improvements including biking and walking connectivity and safety; and transit needs such as dedicated lanes for buses and transit-oriented development.
- + Create a five-year funding plan for critical transportation improvement projects, particularly:
 1. Big Walnut Interchange
 2. US 23 Bypass/Glenn Road Extension
 3. Extension from US 36/SR 37 to US 23 North
 4. I-71/US 36/SR 37 Improvements
 5. US 42 Extension to US 36/SR 37



ACTION STEPS

- 1 Examine incentives used in Delaware County and best practices in Central Ohio and the State.
- 2 Develop package of available economic development incentives for US 23 corridor projects.
- 3 Align incentives with Corridor Overlay and tie to adoption.
- 4 Adopt US 23 Corridor Economic Development Plan

LEAD AGENT

Delaware County Economic Development Department

TIMEFRAME

- + US 23 Corridor Economic Development Plan adopted by:
June 6, 2020.

PROVIDE ECONOMIC DEVELOPMENT INCENTIVES ACTION STEP # 3

KEY COMPONENTS

- + Create a US 23 Corridor Economic Development Plan to facilitate the desired employment-based, revenue-generating development within the corridor.
- + Provide a set of economic development tools in conjunction with the US 23 Corridor Zoning Overlay District and identified Traffic Improvements.
- + These tools and incentives are likely to include, but are not limited to, Tax Increment Financing (TIF), Tax Abatements, Joint Economic Development Districts, New Community Authorities, Public-Private Partnerships, and State of Ohio grants.



ACTION STEPS

- 1 Identify acreage, boundaries and target markets.
- 2 Brand the area with name, graphic identity, website and print collateral.
- 3 Articulate key messages for the corridor as a whole, as well as messaging to attract target markets.
- 4 Identify concierge points-of-contact for communications and site visits.
- 5 Work with JobsOhio and regional stakeholders such as One Columbus and the Columbus Partnership to market sites and identify potential users.

KEY AGENTS

Delaware County Economic Development Department, Delaware NOW, local land owners, developers, JobsOhio, One Columbus, existing industry and business owners.

BEST PRACTICES EXAMPLES

- + New Albany International Business Park

MARKET UNIFIED BUSINESS CORRIDOR ACTION STEP # 4

KEY COMPONENTS

- + Tackle the issue of a lack of identity by creating a unified brand, marketing structure, and portal for promoting the existing and planned employment centers along the corridor.
- + Develop a central site and concierge service to aid existing and prospective companies.
- + Expand effort to include the physical brand represented along the corridor.
- + Identify supportive infrastructure, amenities, and uses to enhance desirability of the employment centers along the corridor.



ACTION STEPS

- 1 Establish a planning and/or public affairs team to guide process along with a steering committee of jurisdiction communications and/or leadership representatives.
- 2 Conduct a series of public, focus group listening sessions to identify community concerns, opportunities for community education, and build consensus.
- 3 Draft vision, purpose, infographics, video, FAQs, and other content.
- 4 Conduct second round of public engagement to share what was heard in the first round, the draft content that is based on those findings, and confirm its accuracy.
- 5 Distribute revised materials to all jurisdictions for use in community affairs and in support of the corridor vision.
- 6 Monitor, post content, and update regularly.

KEY AGENTS

Township and community members from Orange, Liberty, Berlin, & Troy, the City of Delaware, Delaware County Economic Development Department, School Districts, US 23 Accord & Transportation process teams and/or committees.

TIMEFRAME

- + Develop a Communications Toolkit by:
June 6, 2020.

CRAFT COMMUNITY COMMUNICATION TOOLKIT ACTION STEP # 5

KEY COMPONENTS

- + Share understanding of the critical issues facing the study area and build community support for the zoning overlay, transportation improvements, and economic development incentives through a communication toolkit and educational media.
- + Share and post materials among the jurisdictions within the corridor study area.
- + Communicate the Vision and Purpose via highly graphical, easily digestible content and infographics.
- + Share corridor statistics – demographics, employment, projected growth.
- + Create Community FAQs and responses.



CALL TO ACTION

NEXT STEPS

- 1. Create a Zoning Overlay**
- 2. Advance Traffic Improvements**
- 3. Produce Economic Development Incentives**
- 4. Market a Unified Business Corridor**
- 5. Craft a Community Communication Toolkit**

“Advancing these next step Recommendations is critically important, as a failure to act will set Delaware County further on a precipice of no return for the US 23 Corridor. We must act now.”
- Delaware NOW Executive Committee



23

ROUTE TWENTY THREE
CORRIDOR
STRATEGIC GUIDE

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DRAFT PLAN PRESENTATION
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