



# ACTION PLAN

## INCREASE LIVABILITY

- » Establish an Old Town business collaborative for regular meetings.
- » Host a monthly event that supports downtown businesses and attracts visitors (e.g. First Friday, Shop Small Saturday, music in the park, etc.).
- » Promote use of property tax exemptions to instigate new development within the existing Community Reinvestment Area of Old Town.

## MAXIMIZE EASE OF ACCESS

- » Increase wayfinding signage to guide visitors to places of interest and parking
- » Create or enhance pedestrian connections to parking lots.
- » Reduce curb cuts on main streets where possible to improve pedestrian right-of-way.
- » Trail connections that connect Old Town to the local and regional network (e.g. community pools, entertainment, BrewDog trail, etc.).
- » Complete the sidewalk network in Old Town, specifically improving conditions along High Street from Oak Street to Rt 33.

## RETAIN LOCAL CHARM

- » Regularly review the Old Town Guidelines to ensure ease of use, adaptability, and suitability.
- » Enforce the Old Town Guidelines when new development or redevelopment occurs in the district.
- » Host events on the grounds of the Chaney Grain Elevator to increase interest in the site, and market it to event planners and preservationists
- » Attract an operator/user/manager for the Chaney Grain Elevator site, launching it as the region's premier event venue
- » Create ample public parking to the rear of the Chaney Grain Elevator site to support its use as a venue.

## PROMOTE COMMERCIAL GROWTH

- » Acquire strategic parcels within the Old Town district for redevelopment
- » Market available parcels to developers
- » Create business incentive plan to attract small business owners
- » Market Old Town as a Central Ohio destination

## DIVERSIFY HOUSING OPTIONS

- » Promote residential lofts over commercial uses in the Old Town core.
- » Market existing greenfield and brownfield sites for residential development
- » Allow for increased density and varying styles of housing to attract Boomers and Millennials
- » High quality architecture that promotes local charm
- » Ensure future development incorporates a majority of traditional and natural materials, and incorporates unique architecture that adds to the local character

## ENHANCE PUBLIC SPACE

- » Consolidate and enhance Stradley Place
- » Create a trailhead and visual terminus at southern end of High Street
- » Develop a recreational trail network to connect to High School and region